

WCVB Board Meeting

Meeting: July 1, 2020

Item: 2020-2021 Missouri Division of Tourism Marketing Matching Grant Submission Approval

Overview:

The WCVB has participated in Missouri Division of Tourism grant program since 2016.

The WCVB has received numerous grants from the division totaling more than \$35,000.

For the 2020-2021 grant program, the WCVB is eligible to apply for \$21,000 for the Marketing Matching Grant. The reimbursement grant allows the WCVB to maximize each dollar (up to \$21,000) allocated for advertising. In the past the WCVB has utilized the entire grant award for print advertising. Crucial lessons were learned when Covid-19 hit in March. Several print ads had just been submitted for print. Those ads listed events that were cancelled/rescheduled. If digital had been utilized, those ads would have been updated immediately.

Projecting a breakout of 60% digital (FB and Instagram) and 40% print*.

*The print will be placed in state-wide publications (Missouri Life, Show Me Missouri and possibly Rural Missouri).

The grant application is Wednesday, July 15, 2020.

Additional Resources:

Missouri Division of Tourism Program Info: <https://mdt-visitmo-cdn.s3.amazonaws.com/industry-files/programs-2021-info/1592584611-fy2021-mmg-program-guide.pdf>

Staff Recommendation:

Staff recommends the board approve the 2020-2021 MDT Marketing Matching Grant application submission.