

WCVB Board Meeting

Meeting: August 13, 2020

Item:

Show Me Strong Funding

Overview:

At the July WCVB Board meeting, the board approved the WCVB to apply for up to \$21,000 for the Missouri Division of Tourism Marketing Matching Grant. The WCVB has participated in this grant since 2016. The application deadline was July 15.

I was contacted the week of July 6 by MDT to hold off on submitting our application as important information would soon be released. On July 22, we were notified the division would discontinue the Marketing Matching Grant for the 2020-2021 year due to the announcement of the Show Me Strong Funds by Missouri Governor Parsons. The funding provided by the Show Me Strong Funds (\$21,000) is quite a bit more than the MMG, but unfortunately it ends Nov. 15. The division is not projecting assistance for 2021. The Show Me Strong Funding is a reimbursement grant.

Grant Highlights:

- WCVB's eligibility: \$105,510
- Dates: Application Due August 20; Covers expenses March 1-Nov. 15. All reimbursement submissions are due by Nov. 15-no exceptions!
- Payroll: We are eligible to apply for payroll expenses from March 1-Nov. 15. This includes full time and part time salaries, insurance, and taxes. This will account for almost half of our application for reimbursement.
- Marketing: This covers advertising (print/digital) and cost for creative services for those pieces. All campaigns must run before the end of the 2020 calendar year.
- PPE for Visitor Center: This would cover masks & hand sanitizer.
- PPE for Events: This is questionable. The WCVB would have to purchase the items for the event to be safe, but if the event is NOT held or postponed for after Nov. 15 the WCVB would not be able to submit for reimbursement. I have an idea how we can assist. This is a separate item on the August meeting agenda.

Funding Breakout:

- Eligible: \$105,501
- Payroll Reimbursement: \$42,678
- Marketing Reimbursement: \$61,856 (88% digital and 12% print)
- PPE for Visitor Center: \$967

(Please note the breakout may have a minor adjustment as I am waiting to hear back from MDT regarding a couple of eligible items.)

Additional Resources:

Show Me Strong Funding Program Guidelines

<https://mdt-visitmo-cdn.s3.amazonaws.com/industry-files/programs-2021-info/1596028930-show-me-strong-dmo-funding-guidelines.pdf>

Show Me Strong Funding FAQs

<https://mdt-visitmo-cdn.s3.amazonaws.com/industry-files/programs-2021-info/1596222998-show-me-strong-dmo-funding-faqs-7.31.20.pdf>

Staff Recommendation:

Staff recommends the board approve the WCVB tourism director to apply for the Show Me Strong Funds on behalf of the WCVB for up to \$105,510.