

WCVB Board Meeting

Meeting: August 13, 2020

Item: Missouri Life Marketing Agreement-Show Me Strong Grant

Overview:

One of the eligible expenses for reimbursement from the Show Me Strong Grant is marketing.

The campaigns must run before the end of the calendar year. The campaign must be paid for by the reimbursement submittal date of Nov. 15.

The WCVB has worked with Missouri Life on several campaigns-print and digital. They oversaw the production of the TV show produced last summer and broadcasted last fall. The WCVB received a grant from Missouri Division of Tourism to fund 50% of the shows cost.

Missouri Life would provide:

Print Ads:

Oct ½ page ad	\$1,517
Nov/Dec ½ page ad	\$1,517

Digital Ads:

Oct bundled package	\$800
Nov/Dec bundled package	\$800
E-Newsletter Nov	\$700
E-Newsletter Dec	\$700
Life-Lines E-Newsletter Banner ads-Oct	\$400
Life-Lines E-Newsletter Banner ads-Nov	\$400
Life-Lines E-Newsletter Banner ads-Dec	\$400

Total: **\$7,234**

Additional Resources:

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

Missouri Life Marketing Agreement

Staff Recommendation:

Staff recommends the board approve the tourism director to sign the agreement for services in the amount of \$7,234 with Missouri Life following notification of approval of the Show Me Strong Grant.