

## WCVB Board Meeting

**Meeting:** January 14, 2021

**Item:** Missouri Division of Tourism Marketing Matching Grant Amendment

### Overview:

Following approval by the WCVB Board on Dec. 10 to apply for the grant, the tourism director submitted the application to MDT on Dec. 28. At that time, it was noted the 10% for the reimbursement requirement had not been met with Madden Media's quote for digital services.

The WCVB was eligible for \$8,663. The grant is a 90/10 matching, reimbursement grant. To satisfy MDT's matching requirement and for the WCVB to receive the entire grant eligibility, Madden's digital services needed to be for \$9,529.31 (difference of \$866.30).

The WCVB Director revised the grant application to include the increase in cost with Madden Media, pending approval from the board. This revision will allow the WCVB to apply for the entire grant eligibility-\$8,663. The grant application was due Dec. 30. If the board chooses, the original invoice will be processed, and the amount of grant received will be \$7,796.70. Not submitting for the entire amount, will not impact the WCVB receiving future grants with MDT.

The difference (\$866.30) is already in the FY 20-21 WCVB Budget: Advertising allocated for digital advertising.

### Additional Resources:

Notice of Award

Revised Madden Media Quote for Digital Advertising Services

### Staff Recommendation:

Staff recommends the board amend the action approved at the WCVB December 2020 meeting allowing the WCVB tourism director to sign an agreement with Madden Media for \$9, 529.31. The original action was approving an agreement with Madden Media for digital services **not to exceed \$8,663**, pending approval of the MDT Marketing Matching Grant.