

WCVB Board Meeting

Meeting: February 11, 2021

Item: MO Division of Tourism Marketing Matching Grant 2.0

Overview:

During the State Tourism Commission meeting on Tuesday, Jan. 26, we learned of the Governor's release of \$8 million to the Missouri Division of Tourism. The Commission approved allocating \$3 million of the funds to the division's cooperative program specifically the marketing matching grant. I received notification on Monday, Feb. 1 the WCVB is eligible for \$21,741 for the MDT Marketing Matching Grant 2.0. Please note this is a separate grant from the MDT MMG awarded in January for \$8,663.

Grant Highlights:

- WCVB's eligibility: \$21,741
- 100% reimbursement of expenses, no matching required
- Dates: Application Due February 19, 2021; *Covers expenses February -June 30, 2021.* All reimbursement submissions are due by August 27, 2021-no exceptions!

Additional Resources:

Award Notification Email Attached

MMG 2.0 Funding Program Guidelines Attached

Staff Recommendation:

Staff recommends the board approve the WCVB tourism director to apply for the Missouri Division of Tourism Marketing Matching Grant on behalf of the WCVB for up to \$21,741.

- Funds be used for digital advertising-FB/Instagram and Google (May-June); This campaign was originally budgeted to come out of the WCVB's marketing account. The MDT MMG digital campaign will run March-April and the MMT MMG 2.0 digital campaign will run May-June.