

Marketing Matching Grant 2.0 Funding Program Guidelines

January 2021

Purpose

The purpose of the Marketing Matching Grant 2.0, is designed to target potential travelers with a focus on both in-state visitation and local lodging and dining establishments.

Grant Program Parameters

1. The grant program is available to DMOs currently participating in the FY21 MMG.
2. The number of grants per applicant is limited to one.
3. DMOs must incur/have incurred costs between February 1, 2021, and June 30, 2021.
4. Funding amounts for this program are percentage-based, based on a DMO's participation in the Cooperative Marketing Program in FY21.
5. DMOs will be reimbursed 100% of the approved expenses.
6. Qualifying DMO marketing placement expenses must follow the FY21 MMG Guidelines with the following exceptions:
 - No "50 mile" rule will be enforced
 - No in-state vs. out-of-state requirements, regardless of CTL
 - DMOs are encouraged to place marketing in drive markets
 - DMOs are encouraged to place marketing that drives visitors to local and regional lodging and dining establishments
7. Application review will consider eligibility of costs, ability to use the funds timely, and availability of funds.
8. Upon notification of award, the applicant must enter into a program agreement with MDT outlining program details, requirements, and state terms and conditions.

Eligible Applicants

Applicants must meet the following requirements to be eligible for a grant award:

1. The applicant must be currently participating in the FY21 MMG.
2. The applicant must be registered to do business in Missouri and in good standing with the Secretary of State.
3. The applicant must register as a vendor with the State of Missouri through the [MissouriBuys](#) web portal.
4. The applicant must not employ illegal workers and must provide proof of enrollment in E-Verify.

Use of Grant Funds

MDT will review applications for eligibility of costs based on current MMG guidance. MDT reserves the right to make changes to, and final determination of, eligible program costs.

Eligible Expenses

Eligible expenses include necessary costs incurred for the DMO applicant to market travel in their area:

- Expenses incurred to promote activities in Missouri:
 - Placement costs for promoting or publicizing a participating DMO’s destination, specific attraction, convention/event facility, or scheduled event
 - Creative and campaign elements for which applicant seeks reimbursement must be approved by MDT:
 - Creative elements are not required to be submitted as part of the application process;
 - Creative elements must be submitted for review prior to being placed in market.
 - Costs associated with production and/or development of creative are restricted. DMOs with an award greater than \$100k may use up to 10 percent toward creative development/production. If a DMO is awarded less than \$100k, up to 25 percent may be reimbursed for the creative/development costs.
- All eligible expenses must have occurred between February 1 – June 30, 2021

Required Documentation

MissouriBUYS

1. The State of Missouri has implemented a secure, web-based statewide eProcurement system, [MissouriBUYS](#).
2. As a recipient who will be reimbursed by the State, you will be required to register your business with the Office of Administration through MissouriBUYS. The vendor registration portal is available on the MissouriBUYS website.
3. Clicking on the ‘register’ link will allow you to get a username and password. There are links to informational documents and a training video if you need help with the process. Prior to starting registration, please make sure you have the following information available:
 - Organization’s Taxpayer ID Number (TIN);
 - Business Type (Corporation, LLC, Sole Proprietorship, etc.);
 - Email Address;
 - ACH-EFT Payment Information;
 - Internal Revenue Service W-9, Request for Taxpayer Identification Number (TIN); and
 - Certification.

E-Verify MOU

1. In addition to certifying that your organization does not employ illegal aliens, all applicants must: (1) enroll in E-Verify, (2) check the box on the Certification confirming enrollment and participation in E-Verify, and (3) provide supporting documentation. All applicants must complete this form and attach a copy of the E-Verify memorandum.
2. The E-Verify Program, conducted jointly by the U.S. Citizenship and Immigration Services (USCIS) Verification Division and the Social Security Administration (SSA), is designed to provide employment status information to determine the eligibility of applicants for employment. E-Verify requires that participating commercial employers use the automated Verification Information System (VIS) to check the SSA and the USCIS databases to verify the employment authorization of ALL newly hired employees. An employer's participation in E-Verify is currently free. To access the E-Verify website, go to <https://e-verify.uscis.gov/enroll/>.
3. To access the electronically signed MOU – the following must already be completed:
 - Must have successfully enrolled in the E-Verify program,
 - Must have successfully completed the tutorial. To retrieve a copy of your electronically signed MOU:
 - Wait until you have received a Confirmation email from E-Verify / USCIS that the company is successfully enrolled in the program
 - Log back into the Account
 - Click on “Edit Company Profile” in the left menu
 - Scroll about halfway down and click on the green “View MOU” button. (Make sure all pop-up blockers have been disabled – the electronically signed version pops up in a separate screen)
 - ONLY the Program Administrator can access the electronically signed MOU
4. For additional assistance, you can contact E-Verify using the toll free Help line number, 888-464-4218.

Application and Reimbursement Process

Grant Schedule

MDT will accept applications beginning **February 1** and will review them in the order received.

- **February 1, 2021 | Announcement of program, guidelines and application made available**
- **February 1 – February 19, 2021 | Application submission period**
- **March 1 | Signed contracts due back to MDT**
- **June 30, 2021 | Program period ends**
- **August 27, 2021 | Final expenditure and reimbursement documentation must be submitted to MDT**

Grant Application Process

- Grant applications must be submitted online through the Division of Tourism's Cooperative Marketing Program [application website](#).

- Application review will consider eligibility of costs, ability to use the funds timely, and availability of funds.
- Applicant receives written approval from MDT once review process is complete.
- Upon notification of award, applicant must enter into a program agreement with MDT outlining program details, requirements, and state terms and conditions.
- Applicants must submit to MDT receipts of eligible expenses and payment documentation in order to **receive 100% of the reimbursement**. To request reimbursement, applicants will be required to submit invoices, contracts, purchase orders, and other receipts and documents from vendors to MDT by August 27, 2021.
- Applicants receive reimbursement for eligible expenses from MDT.

Additional Requirements and Information

- Applicants who commit fraud or misrepresentation, or who do not adequately document or retain sufficient documentation, shall be subject to state and federal civil and criminal recourse to the extent permitted by law.
- The applicant must retain records relating to the grant for a period of at least five years from the date of the final reimbursement payment received by the applicant for this grant, and must agree that such records will be submitted to DED or its designees or representatives upon request or upon audit of the completed project by DED, the State Auditor's Office, OA, the U.S. Treasury, or other authorized state or federal authorities.