

WCVB Board Meeting

Meeting: May 13, 2021

Item: MO Division of Tourism Marketing Matching Grant

Overview:

I received notification on Thursday, May 6, 2021 the WCVB is eligible for \$70,000 for the MDT Marketing Matching Grant. The WCVB has received the MMG annually since 2017. The grant can only be utilized for pre-approved advertising.

Grant Highlights:

- WCVB's eligibility: \$70,000 maximum
- 75/25% reimbursement match of expenses
- Dates: Application Due May 28, 2021; *Covers expenses July 1, 2021 -June 30, 2022.* All reimbursement submissions are due by July 30, 2022!

Additional Resources:

Award Notification Email (May 6, 2021) Attached

Eligibility Award Letter (Dec 2020) 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 \$70,000.

- Funds be used for digital advertising-FB/Instagram and Google (July 2021-June 2022); Madden Media would administer. The cost for the WCVB would be \$17,500.