

Marcy Barnhart

From: Knipp, Andrea <Andrea.Knipp@ded.mo.gov>
Sent: Thursday, May 6, 2021 2:59 PM
To: Marcy Barnhart; 'tom@ts2hospitality.com'
Subject: FY22 MMG Award Amount Eligibility
Attachments: CY2021 Coop Calendar.pdf; CY2022 Coop Calendar.pdf

Good afternoon!

Now that the MDT budget has been approved, we can finally get you a finalized number for your FY22 MMG award amount eligibility. Thank you for your patience with us on this.

1. The applications are open via Submittable May 7 – 28, 2021 (<https://missouritourism.submittable.com/submit/623c99d3-e4fc-4c49-a993-282632542315/marketing-matching-grant>).
2. This year, MDT will provide a 75/25 percent match instead of the usual 50/50 percent match.
3. The Approved Media Markets List and the Style Guide have been updated – please review them.
4. Please see the attached program calendars for CY2021 and CY2022 for dates regarding Quarterly Reimbursements.
5. Warrensburg Convention and Visitors Bureau is eligible to apply for FY22 MMG in the amount up to but not exceeding \$70,000.

Please let us know if you have any questions!

Thank you!



Andrea Knipp
*Cooperative Marketing
Program Coordinator*
Missouri Division of Tourism
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December 15, 2020

Marcy Bryant
Warrensburg Convention and Visitors Bureau
200 S. Holden Street
Warrensburg, MO 64093

Dear Marcy,

The Missouri Division of Tourism (MDT) is pleased to present the Cooperative Marketing Program (CMP) again for FY22. Your Destination Marketing Organization (DMO) certification is currently valid through June 30, 2022. Our records indicate that the Warrensburg Convention and Visitors Bureau is marketing Johnson County and has a County Tourism Level (CTL) of 3.

The CMP supports the following programs designed to increase visitation and tourism spending in Missouri:

The **Marketing Matching Grant (MMG)** program is designed to assist DMOs with strategic media placement. In the past, approved DMO media projects targeted at leisure travel could be reimbursed up to 50%. However, for FY22, we will be reimbursing leisure travel, sports marketing and meeting/convention marketing at a 75% rate. MDT hopes that the temporary change from 50% to 75% will help ease some of the financial burdens DMOs are facing as a result of the COVID-19 pandemic. This program is available to all *certified* DMOs, regardless of CTL, and continues to be our most popular program.

Available funding for MMG is based on the Division's budget and is subject to restrictions anytime throughout the year. The MDT budget will be approved by the Legislature by May 7, 2021. Until that time, MDT is unable to determine a specific grant amount for each CTL. However, MDT estimates your CTL will translate to a **MMG minimum of \$13,000 available and maximum of \$50,000**. DMOs will be notified of their specific grant amount shortly after approval of the state's budget. Keep in mind that because the MMG applications may be due before the final announcements have been made, everyone should be prepared to be flexible and make some changes if needed. We appreciate your understanding and patience with this process.

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The **Marketing Platform Development (MPD)** program is designed to assist emerging DMOs with the development of media and marketing assets. Approved DMO platform projects are reimbursed up to 50% and can include (but are not limited to) research, creative design/planning, strategy, website development, and photography/videography. This program is available to CTLs 1-4, certified and non-certified DMOs and may include regional partnerships. The maximum MPD award request is \$5,000.

The **Search Engine Marketing (SEM) Partnership** is designed to drive traffic to the DMO's website. This unified strategy provides for the implementation and optimization of a DMO's search engine marketing campaign. The partnership ensures no competition between any of the participating DMOs and MDT. This contract is between the DMO and Madden Media; MDT pays 50% of the expense. This plan is on a first-come, first-served basis and is available to certified and non-certified DMOs. The contract minimum is \$250 a month while the maximum is \$1,800 a month. Please contact Madden Media directly to participate in this program.

For more information regarding FY22, visit the Program tab at <https://industry.visitmo.com>. Our team looks forward to working with your organization in marketing Missouri as one of the country's leading tourism destinations.

Sincerely,

Megan Rogers
Cooperative Marketing Manager

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