

WCVB Board Meeting

Meeting: June 8, 2022

Item: Madden Media Agreement for Digital Services (Pending approval of MDT 2022 MMG)

Overview:

Following approval by the WCVB Board on May 13, 2021 to apply for the Missouri Division of Tourism Marketing Matching Grant, the tourism director received notification from MDT the amount needed to fulfill the 25% requirement is \$23,333.33 not \$17,500. The grant is a 75%/25% matching grant. The original notification proposed 25% of \$70,000. It should have been 25% of \$93,333.00.

The Board approved the director to enter into an agreement with Madden Media pending approval of the grant for \$87,500. To receive the total amount, the WCVB is eligible for (\$70,000), the agreement with Madden Media needs to be \$93,333.33. This is a difference of \$5,833.33.

Additional Resources:

Email from MDT Staffer Andrea Knipp on May 21, 2021

Staff Recommendation:

Staff recommends the board amend the action approved at the WCVB May 2021 meeting allowing the WCVB tourism director to sign an agreement with Madden Media for \$93,333.33. The original action was approving an agreement with Madden Media for digital services *in the amount of \$87,500*, pending approval of the MDT Marketing Matching Grant.