

WCVB Board Meeting

Meeting: May 12, 2022

Item: MO Division of Tourism Marketing Matching Grant

Overview:

I received notification on November 23, 2021 the WCVB is eligible for \$25,000 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: \$25,000 maximum
- 50/50% reimbursement match of expenses
- Dates: Application Due May 27, 2022; *Covers expenses July 1, 2022 -June 30, 2023.*

Additional Resources:

Eligibility Award Letter (Nov 2021) 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 \$25,000.

- Funds be used for digital advertising-FB/Instagram and Google (July 2022-June 2023); Madden Media would administer. The cost for the WCVB would be \$25,000.