



VisitMo.com

November 23, 2021

Marcy Bryant
Warrensburg Convention and Visitors Bureau
407A East Russell Ave
Suite 2
Warrensburg, MO 64093

Dear Marcy,

The Missouri Division of Tourism (MDT) is pleased to present the Cooperative Marketing Program again for FY23. Your Destination Marketing Organization (DMO) certification is currently valid through June 30, 2027. Our records indicate that the Warrensburg Convention and Visitors Bureau is marketing Johnson County and has a County Tourism Level (CTL) of 3.

Cooperative Marketing supports the following programs designed to increase visitation and tourism spending in Missouri:

The **Marketing Matching Grant (MMG)** is designed to assist DMOs with strategic media placement. In the past, approved DMO media projects targeted at leisure travel, sports marketing and meeting/convention marketing could be reimbursed up to 50%. 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 any time throughout the year. The FY23 MDT budget will be approved by the Legislature in May 2022. 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 maximum award amount of **\$25,000.00**. 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.

MISSOURI DIVISION OF TOURISM

Harry S Truman Building 301 West High Street - Room 290 PO Box 1055 Jefferson City, MO 65102-1055

VisitMO.com



VisitMo.com

Marketing Platform Development (MPD) 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 \$10,000.

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 FY23, 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