

WCVB Board Meeting

Meeting: May 12, 2022

Item: Madden Media Marketing Agreement- Missouri Division of Tourism Marketing Matching Grant

Overview:

The only eligible expenses for reimbursement from the MDT Marketing Matching Grant is advertising.

The campaigns must be completed before June 30, 2023. Application deadline is May 27, 2022.

The WCVB has worked with Madden Media on several campaigns-print and digital. They oversaw the digital advertising for the WCVB with the Show Me Strong Grant. They also administer the search engine marketing (SEM) program the WCVB participates in offered by MDT.

Madden Media will provide:

Digital Ads: (Campaign would run July 1, 2022-June 30, 2023)

FB/Instagram Ads Click to Site	\$8,246	8.5k+ Clicks
FB/Instagram Remarketing	\$9,620	7.8k+ Clicks
FB Video Distribution	\$8,466	51k+ Views
Google Remarketing	\$8,449	2M+ Impressions
Google Display Prospecting	\$8,246	1.5M+ Impressions
Total:	\$50,000	(MDT Grant \$25,000; WCVB \$25,000)

Additional Resources:

Madden Media Marketing Proposal (Attached)

Staff Recommendation:

Staff recommends the board approve the tourism director to sign the agreement for services in the amount of \$25,000 with Madden Media pending approval of the Marketing Matching Grant.