



MISSOURI

FY25 Marketing Platform Development Guidelines

*Published March 2024 for the FY25 program year:
July 1, 2024, through June 30, 2025*

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Marketing Platform Development Grant Overview

The Missouri Division of Tourism (MDT) partners with Destination Marketing Organizations (DMOs) across the state to advertise and promote Missouri's tourism assets. The Division's cooperative marketing programs invest in projects specifically designed to increase visitation and visitor spending in Missouri. The Marketing Platform Development (MPD) program is designed for a one-time marketing platform investment that will be used beyond the fiscal year of the initial investment.

The executions of Cooperative Marketing align with MDT's overall strategic goals. Funds are distributed among separate matching grant programs, and MDT funds qualified advertising and marketing projects to achieve the following objectives:

- Support and further MDT's goals to increase visitation and visitor spending, and position Missouri to compete more effectively for tourism market share.
- Create programs based on the common marketing goals of MDT and the DMO.
- Create a program that is efficient and effective to implement.

The Marketing Platform Development (MPD) program is designed for a marketing platform investment that will be used beyond the fiscal year of the initial investment. The MPD is intended for 'one-time' costs and not regularly reoccurring costs. Approved projects are reimbursed at up to 50 percent of the approved application amount (up to \$10,000) and provide for development, improvement or expansion of tourism marketing programs and products.

ADMINISTRATION

MDT administers the Cooperative marketing programs on behalf of the Missouri Tourism Commission, which reserves the right to make all final decisions.

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Attn: Cooperative Marketing
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Jefferson City, MO 65101

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Cooperative Marketing Program Advisory Committee (CMPAC) – The advisory committee is comprised of 10 tourism industry professionals representing each of the five regions of the state, providing valuable customer input about design and administration of the program.

DISCLOSURES

- The state of Missouri reserves the right to review/audit participants' contract records for five years after the close of the contract period.
- MDT may terminate any contract upon discovering a violation of any terms and/or requirements of the contract committed by the participant.
- Failure to complete an approved project may result in a one-year disqualification from program participation. In some situations, partial completion or the completion of a project vastly altered from the approved project may result in the withholding of approved funds.
- Failure to complete a project as agreed to will be a consideration in evaluating future applications.

Marketing Platform Development Grant Overview

TIMELINES

DATE	ACTIVITY
March 1, 2024	FY25 Guidelines Posted
April 1, 2024	FY25 Application Opens
May 31, 2024	FY25 Application Closes
June 15, 2024	FY25 Awards are Announced
June 30, 2024	FY24 Program Year Ends
July 1, 2024	FY25 Program Year Begins
August 31, 2024	FY24 Reimbursement Due

MPD Participation

MPD Participation

DMO ELIGIBILITY

The MPD grant is available to MDT- certified DMOs, non-certified DMOs and regional partnerships. For DMO information, please refer to the current DMO Guidelines that can be found on the Industry.VisitMO.com website.

APPLICATION

All applications must be completed on the [Submittable](#) website. The MDT Cooperative Marketing Team reviews the applications for completeness and program compliance. Further information on completing the application can be found on the Industry.VisitMo.com website under [Partnerships & Programs/cooperative-marketing-grants/](#).

REQUIREMENTS

All DMOs wishing to participate in the MPD must be able to show proof of the following:

REQUIREMENT	SOURCES FOR OBTAINING INFORMATION OR DOCUMENTS
Registered and in good standing with MO Secretary of State, if required for the entity type	A copy of a certificate of Good Standing for your entity, which can be obtained through Missouri Business Filings (mo.gov)
SAM II Vendor ID Number	Vendor Input Form
E-Verify Registration and MOU, as required by § 285.530 RSMo3	You will need a copy of the electronically signed Memorandum of Understanding between your entity and the U.S. Department of Homeland Security: https://e-verify.uscis.gov/enroll
MO Tax ID Number	MO Tax ID Number
Federal Employer Identification Number (FEIN)	IRS.gov

PARTNERSHIPS

Although MDT is the primary partner of the DMO for the MMG program, the Division also supports additional financial partnerships. Upon entering into a financial agreement(s), the participating DMO should share MPD guidelines, requirements and updates with their partner(s) to ensure program compliance and foster transparency.

The DMO must provide one contact, referred to as the “Project Director,” to be solely responsible for all communications with MDT in regard to the Cooperative Marketing Program. However, the DMO must provide both the President/CEO and the Project Director’s contact information, which must be two different individuals. Any change to the DMO’s President/CEO or the Project Director requires the completion of a Key Personnel Change Form. MDT must have the most current contact information. You may complete this form on the [Submittable](#) website.

Bids — Please follow your internal procurement policy.

AWARDS

Award notification letters and agreements are emailed to the DMO President/CEO and DMO Project Director prior to the beginning of the project period. The agreement must be signed and returned to MDT before the beginning of the program year.

Review Process

The MPD program has a limited amount of funding available – that amount changes each year depending on MDT’s funding. MDT will review the applications on a pass/fail basis for completeness and program compliance. Amounts of funds will be awarded based on the available budget, number of partners applying and quality of the application.

The Cooperative Marketing budget amounts are tied to the annual funding MDT receives from the General Assembly. Therefore, the allocations may change from the original estimate if MDT’s budget is changed at any time and for any reason prior to or during the fiscal year in which the DMO is participating in the program.

Eligible Platforms

ELIGIBLE PLATFORMS

The MPD funds can be used for platform development only — the grant does not cover costs associated with maintenance, production, or content creation.

For eligibility, all marketing activities and components are subject to the following program requirements:

- The MPD program is designed for a one-time marketing platform investment that will be used beyond the fiscal year of the initial investment.
- All funded projects must take place between July 1 and June 30 of the fiscal year. Products that fall outside the established fiscal year will not be reimbursed.
- Funds from other Missouri state sources may not be used to satisfy the DMO's local matching funds obligation.
- Activities must be completed as approved in the contract or a subsequently approved revision

The following MPD projects are eligible for reimbursement:

BRAND AWARENESS STUDY

MDT will assist industry partners in the funding of a Brand Awareness Study. A brand awareness study (and analysis) can give measurement of which consumers are familiar with the brand and product. How much of the target market is aware of the brand? Understanding this information can enable you to market more efficiently and effectively.

MARKETING PLAN DEVELOPMENT

A strong marketing plan is crucial to running a successful marketing campaign. Participants may contract through an agency to layout the advertising and marketing objectives specific to the needs of the organization. A marketing plan must be clear before the creative strategy can be determined.

CREATIVE STRATEGY

It is important that tourism industry organizations have a strong memorable identity for the brand through image marketing. Much of the advertising communication is centered on this creative and/or logo. Participants may contract with an agency to develop a logo or to design base creative ads. Participant may contract with an ad agency or marketing communication agency to develop a creative strategy. The contracted agency will evaluate the marketing and promotional situation to determine what needs to be communicated to the marketer's target audience. A strong memorable identity for the brand through image marketing communication will be developed.

MARKETING STRATEGY

Develop a marketing strategy to ensure the marketing plan, social media, creative, website, research, and visual assets all work together to form a cohesive identity for the destination. Participants can contract with an organization to determine the needs and/or execute the needs of the marketing strategy.

WEBSITE DEVELOPMENT

Design or upgrade your tourism website to include focused calls-to-action, enhanced images and simplified navigation to allow your visitors to find the information quickly and easily. Participants may contract with a web designer to update their site.

MOBILE OPTIMIZATION

If your website is not yet optimized for mobile, consider a responsive web design. A responsive web design enables your website to react to a user's actions and detects the medium where the site is currently being watched in order to provide the best experience possible to the user in terms of navigability and readability.

SOCIAL MEDIA STRATEGY

Develop a social media strategic plan to determine which social network connects you with your target audience, determine best content types and outreach tactics, and reach targeted followers that generate more qualified leads for your organization. Participants may contract with a social media strategist to develop a strategy that includes; research and discovery, strategy development, implementation planning and measurement.

VISITOR PROFILE STUDY

MDT will assist industry partners in the funding of a Visitor Profile Study. This research provides you a profile of your visitor based on demographic and behavioral characteristics such as age, income, size of travel party, activities and expenditures. Understanding this information will enable you to market to your target audience more efficiently and effectively.

VISUAL ASSET PROCUREMENT

Strong visuals in marketing are vital. Because of this, MDT will assist industry partners in procuring visual assets. Participants may contract with a professional photographer and/or a videographer to build your visual asset library for marketing purposes.

INELIGIBLE COSTS

- Administrative costs (salaries, food, beverages, travel costs, promotional gifts, awards, web hosting, subscriptions, memberships, and entertainment)
- Training registration fees
- Familiarization tours (FAMS)
- Expenses incurred or commitments made prior to the grant award
- Tangible personal property
- Scholarships
- Contests
- Consumer and/or trade shows
- Operating costs
- Non-budgeted expenses

PROJECT MODIFICATIONS

Any changes to the approved plan requires approval by MDT. If changes to the project exceed the total grant amount, the MDO must incur those excess expenses. No costs can be reimbursed if it has not been pre-approved by MDT.

Artwork Approval & Logo Usage

ARTWORK APPROVAL

Artwork for platforms with funding from the MPD program must receive approval from MDT prior to placement or 'going live'. This process requires up to five business days after the approval request is emailed to the MDT Cooperative Marketing staff. MDT must have access to the artwork for up to five years for auditing purposes.

Only finalized platforms (websites, etc.) should be submitted for approval; incomplete platforms will not be reviewed. MDT reserves the right to deny approval on artwork considered offensive, profane, or inappropriate in any way and those that do not represent the program's intent.

LOGO USAGE

The MDT logo is required on all artwork (websites) funded by the MPD program.

By incorporating the code below, the MDT logo will automatically link to the VisitMo.com homepage.

```
<a href="http://www.visitmo.com" target="_blank"></a>
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Approval for all electronic advertising is required before going live.

MPD Reimbursement Requirements

REIMBURSEMENTS

Only one request for reimbursement is allowed per contract under the MPD grant program. The Reimbursement Request/Project Summary Report and copies of the grant project (example: social media strategic plan, creative strategy, profile study) must be submitted within 60 days following the completion of the project. All participants with an approved MPD contract will receive reimbursements through electronic funds transfers. Grant funds and the participant's match must be used in accordance with the approved application. Forms are available on the [Submittable](#) website.

BASIC REQUIREMENTS

A properly completed Quarterly Reimbursement Request, along with the required documentation, must be completed by the due date to receive a reimbursement.

Only expenses pre-approved by MDT can be reimbursed.

MDT cannot pre-pay for MPD services; therefore, we cannot reimburse any services that have not yet been completed at the time of the reimbursement request. The DMO is welcome to pre-pay; however, MDT will not pre-reimburse.

The following documents are required for every reimbursable item:

- Proof of Expense
- Proof of Payment
- Proof of Performance

All documentation must clearly show all the required information and must be understandable to an average person – the use of taxpayer funds must be 100 percent transparent with no questions.

PROOF OF EXPENSE

The most common and approved form of Proof of Expense documentation is an invoice.

- The invoice must show the DMO as the "bill to" organization, contain the name and address of the vendor providing the service, provide an itemized detail of the service provided (including dates of service or date cost incurred) and include the total cost.
- When services are provided through an advertising agency, only 15 percent agency fee may be reimbursed.

PROOF OF PAYMENT

At least 50% of the invoice must have already been paid by the DMO before MDT can reimburse. The most common and approved form of Proof of Payment is a canceled check or credit card statement.

- Checks must be written from the participants' account for at least 50% of the charge for the service invoiced. If the check covers more than one expense, include a copy of the check detail. The check must have already been cashed, and a copy of the canceled check is required.
- Credit card payments must include a copy of the credit card statement (billed to the DMO) detailing the reimbursable expense (charged by the vendor). All other expenses may be redacted from the statement.

PROOF OF PERFORMANCE

Proof of Performance documentation can differ depending on the expense. Below is a list of currently approved documents; however, if you are unable to obtain the required documents, MDT can review other documentation on a case-by-case basis. Proof of performance must come from the vendor, not the agency.

Research

- A copy of the final research report given to the DMO by the vendor.

Strategy

- A copy of the final 'strategy' given to the DMO by the vendor.

Website

- A link to the final website (pre-approved before going live) AND a statement of working order for the time period (with the project director's signature on letterhead) that attests that the work in the agreement was performed.

Asset Procurement

- A copy of all pictures and/or videos delivered to the DMO by the vendor.
 - A Box link will be set up for the DMO to upload all assets – contact the Cooperative Marketing team.
- MDT reserves the right to use the pictures and/or videos; however, the DMO will be contacted in advance if this happens.