



Stretching Your Marketing Dollars

2023

LAKE OF THE OZARKS
CVBAMP
AREA MARKETING PROGRAM

TODAY'S Agenda

AMP Overview

Program Structure

Pro's of AMP Collaboration

Con's of AMP Collaboration

Example of AMP Campaigns

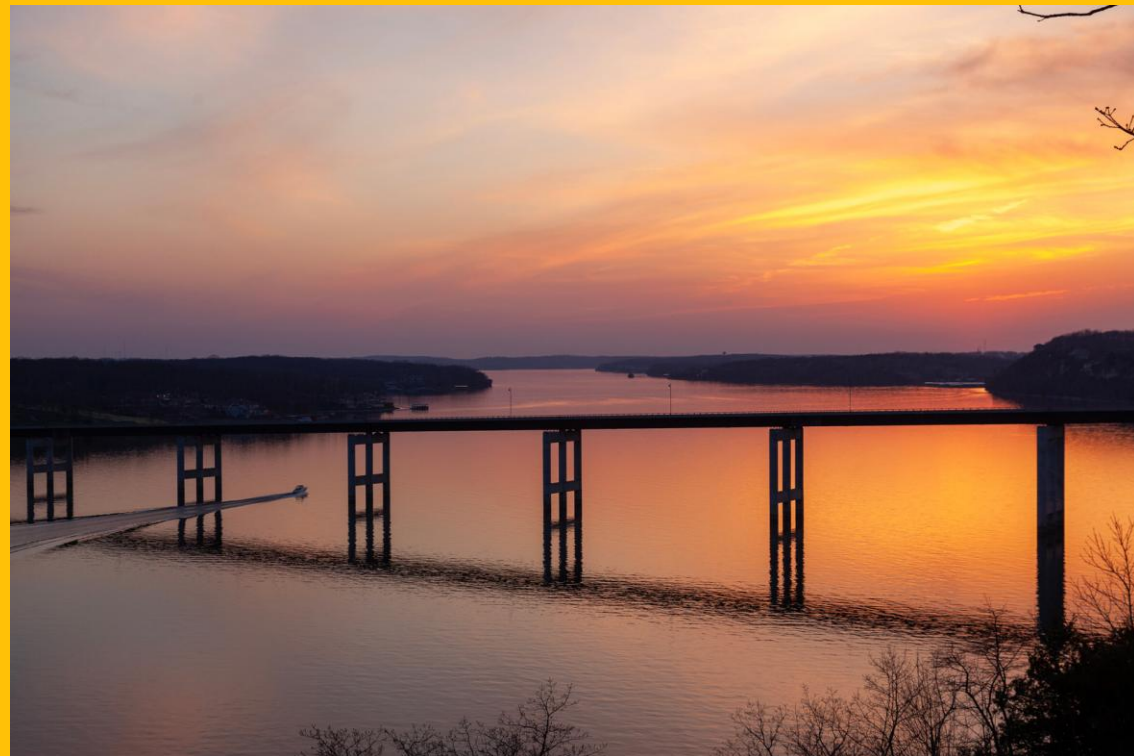
Q&A



AMP

Overview

SHORT
BRIEF



The Lake of the Ozarks Area Marketing Program (AMP) was created to fill a gap in marketing funds for our three-county area. It is an innovative cooperative marketing initiative designed to maximize promotional impact and drive tourism to the Lake of the Ozarks region.

AMP Goals

- ✦ Develop marketing partners in the community to participate in the AMP Program
- ✦ Establish enough partners to utilize all the MMG funds allocated to our community



Getting Started

LAKE OF THE OZARKS CVBAMP AREA MARKETING PROGRAM



- Created a Program Outline
- Created Test Pitches
- Created a tracking and billing system
- Met with Partners
- Worked with our 3rd Party Vendors on a Strategic Marketing Plan

- Created Partner Contracts
- Invoiced Partners
- Signed Contracts with 3rd Party Vendors
- Create Landing Page on Website
- Ad Creation & Placement



What Went Well



- Community Support
- Ad Diversity
- Partner Diversity
- Program Waiting list

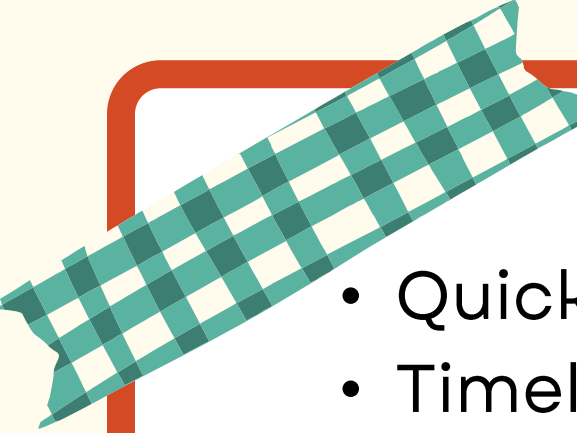


- Support from MDT
- Support from Vendors



What Did Not Go Well



- 
- Quick Turnaround
 - Timeliness of Partner Turnaround
 - Cash Flows
 - Creating Checks & Balance Checklist



- Consistent Monthly Marketing
- Tracking Vendor Invoicing
- Planning for Next Fiscal Year



AMP ADS



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DON'T MISS THE BOATS!
SEPT. 19TH-21ST, 2025



SEPT. 19-21, 2025

LAKE OF THE OZARKS IN-WATER BOAT SHOW

AT OGD DAYS • BAR & GRILL

LAKE OF THE OZARKS MARINE DEALERS ASSOCIATION

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CENTRAL MISSOURI'S
LAKE OF THE OZARKS GOLF TRAIL

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This is an amazing golf experience...
This is The Lake of the Ozarks Golf Trail.
Book your Golf Trail getaway today!



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Questions



Thank you!

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