

Cooperative Marketing Summary

Fiscal Year Ending June 30, 2025



Strong Missouri communities through the power of travel.

Published January 2026 for the FY2025 program year -- July 1, 2024, through June 30, 2025

SECTION I. PROGRAM OVERVIEW

The Missouri Division of Tourism's (MDT) Cooperative Marketing Programs include the Marketing Matching Grant, Marketing Platform Development, a Domestic Trade Show Scholarship, the Search Engine Marketing Partnership, the Educational Conference Scholarship, and the Travel South Scholarship. In addition, FY25 allowed for a one-time program for a Visit USA partnership with Brand USA. Since its inception in fiscal year 1995, the Cooperative Marketing Program has awarded more than \$86 million toward the support of local, performance-based tourism marketing projects.

Cooperative Marketing Goal:

- Create programs based on the common marketing goals of MDT and its Destination Marketing Organizations (DMOs), thereby creating mutually beneficial marketing executions.

Administration:

MDT administers the Cooperative Marketing Programs on behalf of the Missouri Tourism Commission, which reserves the right to make all final decisions. MDT worked with Madden Media, Brand USA, and its contracted marketing agency of record, OBP, to administer the Cooperative Marketing Programs.

FY25 Cooperative Marketing Opportunities:

- **Marketing Matching Grant** – The Marketing Matching Grant (MMG) is a 50/50 matching program for pre-approved travel advertising completed in pre-approved media markets. Award amounts were based on the County Tourism Level (CTL) of the certified DMOs.
- **Marketing Platform Development** – The Marketing Platform Development (MPD) is a 50/50 matching program for a one-time, pre-approved marketing investment that is utilized beyond the fiscal year of the initial investment.
- **Domestic Trade Show Scholarship** – The Domestic Trade Show Scholarship (DTSS) reimburses registration and lodging fees for each DMO to send one individual to a domestic trade show each year.
- **Search Engine Marketing Partnership** – The Search Engine Marketing (SEM) Partnership is not a reimbursement grant; however, it is a dynamic and powerful cooperative marketing tool. The program allows DMOs to send a steady stream of qualified traffic to their website. The program is a 50/50 match with minimums and maximums based on various budget levels.
- **Educational Conference Scholarship** – The Educational Conference Scholarship (ECS) reimburses DMOs for registration and lodging fees to numerous travel and tourism conferences across the country. Like the TSS and DTSS, this is for one individual from each DMO and one conference annually.
- **Travel South Scholarship** – The Travel South Scholarship (TSS) was designed to

assist DMOs with in the Travel South International Showcase. The scholarship reimburses registration fee and lodging fees for one individual from each DMO to attend the annual showcase. This scholarship also has a second opportunity which allows DMOs that participated to also apply for reimbursement when attending the Travel South Global Week event. The same requirements apply to both events.

SECTION II. COOPERATIVE MARKETING ANALYSIS

FY2025 Analysis:

The chart below details the dollars that were made available, and the actual dollars expended for FY25 in each of the programs. This includes both MDT and DMO contributions.

FY25 Summary of Cooperative Marketing Investments				
Coop Opportunity	Number of Grants	Maximum Funds	Amount Awarded* by MDT	Amount Paid by MDT**
Marketing Matching Grant	36	\$ 4,830,000	\$ 4,385,935	\$ 4,028,306
Marketing Platform Development	31	\$ 470,000	\$ 465,900	\$ 393,296
Domestic Trade Show Scholarship	4	\$ 20,000	\$ 10,465	\$ 9,979
Search Engine Marketing	29	\$ 335,000	\$ 297,889	\$ 295,141
Educational Conference Scholarship	9	\$ 30,000	\$ 22,517	\$ 22,182
Travel South Scholarship	12	\$ 41,000	\$ 40,649	\$ 40,649
Visit USA	15	\$ 210,000	\$ 208,800	\$ 208,800
Totals	136 individual grants to 52 organizations	\$ 5,936,000	\$ 5,432,155	\$ 4,998,353

* Award refers to the amount of money contracted and available for the DMO to request

** Paid refers to the dollar amount transferred to the DMO upon program completion

Statistical Data:

Outcomes for all Cooperative Marketing Grants:

Percent of funds in each grant in relation to total funds:

	<u>Maximum</u>	<u>Awarded</u>	<u>Reimbursed</u>
MMG	81%	81%	81%
MPD	8%	9%	8%
DTSS	<1%	<1%	<1%
SEM	6%	5%	6%
ECS	1%	1%	1%
TSS	1%	1%	1%
Visit USA	4%	4%	4%

The information below summarizes dollars awarded and reimbursed for each of the programs by DMO and county designation. The tables show contributions by MDT only.

Marketing Match Grant			
<u>DMO Name</u>	<u>County</u>	<u>Awarded</u>	<u>Reimbursed</u>
City of Kirksville	Adair	\$ 29,570	\$ 27,498
Benton County Tourism	Benton	\$ 30,000	\$ 11,498
Columbia CVB	Boone	\$ 122,358	\$ 111,898
Buchanan County Tourism	Buchanan	\$ 230,000	\$ 230,000
Poplar Bluff Area Chamber	Butler/Carter/Wayne	\$ 14,100	\$ 1,800
Callaway County Tourism	Callaway	\$ 14,792	\$ 14,774
Lake Ozarks Tri-County Lodging	Camden/Miller/Morgan	\$ 280,000	\$ 51,013
Cape Girardeau CVB	Cape Girardeau	\$ 57,812	\$ 57,812
Clay County	Clay	\$ 35,710	\$ 35,010
Jefferson City CVB	Cole	\$ 75,002	\$ 75,002
City of Boonville Tourism	Cooper	\$ 23,102	\$ 10,871
Kennett Chamber	Dunklin	\$ 6,100	\$ 2,700
Washington Area Chamber	Franklin	\$ 65,000	\$ 64,027
City of Hermann	Gasconade	\$ 65,000	\$ 65,000
Springfield CVB	Greene/Polk/Christian	\$ 350,000	\$ 350,000
Clinton Tourism Association	Henry	\$ 14,217	\$ 12,124
City of West Plains Tourism	Howell	\$ 30,000	\$ 30,000
Visit KC	Jackson	\$ 450,000	\$ 450,000
City of Carthage	Jasper	\$ 55,970	\$ 44,867
Jefferson County	Jefferson	\$ 120,000	\$ 119,513
Warrensburg CVB	Johnson	\$ 64,989	\$ 64,314
City of Lebanon	Laclede	\$ 65,000	\$ 65,000
City of Chillicothe CVB	Livingston	\$ 15,000	\$ 11,889
City of Hannibal CVB	Marion/Ralls	\$ 100,050	\$ 100,039
Perry County Heritage Tourism	Perry	\$ 15,000	\$ 15,000
Sedalia CVB	Pettis	\$ 65,000	\$ 63,825
Rolla Area Chamber & CVB	Phelps	\$ 24,335	\$ 22,600
Platte County CVB	Platte	\$ 46,250	\$ 37,017
Pulaski County Tourism	Pulaski	\$ 170,000	\$ 154,716
Moberly Area Chamber	Randolph	\$ 15,000	\$ 14,913
Sikeston CVB	Scott	\$ 46,578	\$ 44,319
Greater St. Charles CVB	St. Charles	\$ 360,000	\$ 346,499
Explore St. Louis	St. Louis/City	\$ 620,000	\$ 620,000
Ste. Genevieve Tourism	Ste. Genevieve	\$ 30,000	\$ 30,000
Table Rock/Kimberling City Chamber	Stone	\$ 230,000	\$ 228,366
Branson Lakes Area Chamber/CVB	Taney	\$ 450,000	\$ 444,402
		\$ 4,385,935	\$ 4,028,306

Marketing Platform Development				
<u>DMO Name</u>	<u>County</u>	<u>Platform</u>	<u>Awarded</u>	<u>Reimbursed</u>
City of Kirksville	Adair	Welcome Signage	\$ 30,000	\$ 6,462
Benton County Tourism	Benton	Brand Awareness Study	\$ 5,950	\$ 5,950
Buchanan County Tourism	Buchanan	Website Development	\$ 10,000	\$ 10,000
City of St. Joseph	Buchanan	Welcome Signage	\$ 30,000	\$ 30,000
Callaway County Tourism	Callaway	Visual Asset Procurement	\$ 10,000	\$ 10,000
Cape Girardeau CVB	Cape Girardeau	Website Development	\$ 4,375	\$ 4,375
Marketing Marceline	Chariton/Linn	Marketing Plan Development	\$ 4,950	\$ 4,950
City of Nixa	Christian	Welcome Signage	\$ 30,000	\$ 29,925
Clay County	Clay	Welcome Signage	\$ 30,000	\$ 29,346
Jefferson City CVB	Cole	Visual Asset Procurement	\$ 8,000	\$ 8,000
City of Springfield	Greene	Welcome Signage	\$ 30,000	\$ 25,213
Springfield CVB	Greene/Polk/Christian	Visual Asset Procurement	\$ 10,000	\$ 10,000
Jackson Chamber	Jackson	Visual Asset Procurement	\$ 5,000	\$ 4,957
Lee's Summit	Jackson/Cass	Marketing Plan Development	\$ 10,000	\$ 10,000
Joplin CVB	Jasper/Newton	Visitor Profile Study	\$ 9,375	\$ 9,375
Jefferson County	Jefferson	Visual Asset Procurement	\$ 2,500	\$ 2,500
Warrensburg CVB	Johnson	Welcome Signage	\$ 8,500	\$ 8,500
City of Chillicothe CVB	Livingston	Website Development	\$ 10,000	\$ 9,675
City of Chillicothe CVB	Livingston	Welcome Signage	\$ 30,000	\$ 27,600
City of Hannibal CVB	Marion/Ralls	Welcome Signage	\$ 30,000	\$ 30,000
City of Maryville Tourism	Nodaway	Visual Asset Procurement	\$ 10,000	\$ 2,123
Perry County Heritage Tourism	Perry	Website Development	\$ 10,000	\$ 10,000
Sedalia CVB	Pettis	Visual Asset Procurement	\$ 10,000	\$ 10,000
Rolla Area Chamber & CVB	Phelps	Website Development	\$ 3,750	\$ 3,750
City of Rolla	Phelps	Welcome Signage	\$ 30,000	\$ 30,000
City of Bolivar	Polk	Welcome Signage	\$ 30,000	\$ 30,000
City of Waynesville	Pulaski	Welcome Signage	\$ 15,000	\$ 3,958
Explore St. Louis	St. Louis/City	Welcome Signage	\$ 30,000	\$ 8,137
Ste. Genevieve Tourism	Ste. Genevieve	Creative Strategy	\$ 10,000	\$ 10,000
Ste. Genevieve Tourism	Ste. Genevieve	Welcome Signage	\$ 3,500	\$ 3,500
City of Dexter	Stoddard	Marketing Plan Development	\$ 5,000	\$ 5,000
			\$465,900	\$ 393,296

Domestic Trade Show Scholarship			
<u>DMO Name</u>	<u>County</u>	<u>Requested</u>	<u>Actual Paid</u>
Jefferson City CVB	Cole	\$ 2,667	\$ 2,510
Springfield CVB	Greene/Polk/Christian	\$ 2,400	\$ 2,326
Joplin CVB	Jasper/Newton	\$ 2,400	\$ 2,393
Explore St. Louis	St. Louis/City	\$ 2,998	\$ 2,750
		\$ 10,465	\$ 9,979

Search Engine Marketing			
<u>DMO Name</u>	<u>County</u>	<u>Contracted</u>	<u>Actual Paid</u>
Benton County Tourism	Benton	\$ 1,740	\$ 1,737
Columbia CVB	Boone	\$ 21,000	\$ 20,910
Buchanan County Tourism	Buchanan	\$ 16,500	\$ 16,494
Callaway County Tourism	Callaway	\$ 3,000	\$ 2,753
Lake of the Ozarks CVB	Camden/Miller/Morgan	\$ 9,000	\$ 8,972
Lake Ozarks Golf Trail	Camden/Miller/Morgan	\$ 5,796	\$ 5,795
Lake Ozarks Tri-County Lodging	Camden/Miller/Morgan	\$ 3,863	\$ 3,863
Clay County	Clay	\$ 1,500	\$ 1,293
Liberty CVB	Clay	\$ 4,200	\$ 4,191
Jefferson City CVB	Cole	\$ 18,720	\$ 18,713
Washington Area Chamber	Franklin	\$ 4,620	\$ 4,601
City of Hermann	Gasconade	\$ 12,000	\$ 11,977
Springfield CVB	Greene/Polk/Christian	\$ 21,600	\$ 20,703
Jefferson County	Jefferson	\$ 1,250	\$ 1,227
Warrensburg CVB	Johnson	\$ 8,400	\$ 8,391
City of Lebanon	Laclede	\$ 4,200	\$ 4,186
City of Chillicothe CVB	Livingston	\$ 3,000	\$ 3,002
City of Hannibal CVB	Marion/Ralls	\$ 21,600	\$ 21,606
City of Maryville Tourism	Nodaway	\$ 4,800	\$ 4,790
Perry County Heritage Tourism	Perry	\$ 3,000	\$ 2,996
Sedalia CVB	Pettis	\$ 10,608	\$ 10,605
Rolla Area Chamber & CVB	Phelps	\$ 3,600	\$ 3,591
Platte County CVB	Platte	\$ 3,000	\$ 3,000
Pulaski County Tourism	Pulaski	\$ 6,492	\$ 6,424
Moberly Area Chamber	Randolph	\$ 3,600	\$ 3,595
Greater St. Charles CVB	St. Charles	\$ 21,600	\$ 20,671
Maryland Heights	St. Louis	\$ 6,000	\$ 5,995
Explore St. Louis	St. Louis/City	\$ 21,600	\$ 21,507
Table Rock/Kimberling City Chamber	Stone	\$ 51,600	\$ 51,553
		\$ 297,889	\$ 295,141

Educational Conference Scholarship			
<u>DMO Name</u>	<u>County</u>	<u>Requested</u>	<u>Actual Paid</u>
Buchanan County Tourism	Buchanan	\$ 2,424	\$ 2,256
Clay County	Clay	\$ 2,795	\$ 2,652
City of West Plains Tourism	Howell	\$ 2,885	\$ 2,885
Visit KC	Jackson	\$ 2,092	\$ 2,092
Lee's Summit	Jackson/Cass	\$ 2,803	\$ 2,803
Warrensburg CVB	Johnson	\$ 2,803	\$ 2,803
Perry County Heritage Tourism	Perry	\$ 2,559	\$ 2,559
Pulaski County Tourism	Pulaski	\$ 2,006	\$ 2,006
Explore St. Louis	St. Louis/City	\$ 2,150	\$ 2,126
		\$ 22,517	\$ 22,182

Travel South Scholarship			
<u>DMO Name</u>	<u>County</u>	<u>Requested</u>	<u>Actual Paid</u>
Columbia CVB	Boone	\$ 2,364	\$ 2,364
Buchanan County Tourism	Buchanan	\$ 2,833	\$ 2,833
Callaway County Tourism	Callaway	\$ 2,273	\$ 2,273
Jefferson City CVB	Cole	\$ 2,264	\$ 2,264
City of Hermann	Gasconade	\$ 2,511	\$ 2,511
Springfield CVB	Greene/Polk/Christian	\$ 2,548	\$ 2,548
Visit KC	Jackson	\$ 6,092	\$ 6,092
Joplin CVB	Jasper/Newton	\$ 5,321	\$ 5,321
City of Chillicothe CVB	Livingston	\$ 2,833	\$ 2,833
Pulaski County Tourism	Pulaski	\$ 5,066	\$ 5,066
Explore St. Louis	St. Louis/City	\$ 2,548	\$ 2,548
Ste. Genevieve Tourism	Ste. Genevieve	\$ 3,996	\$ 3,996
		\$ 40,649	\$ 40,649

Visit USA			
<u>DMO Name</u>	<u>County</u>	<u>Requested</u>	<u>Actual Paid</u>
Buchanan County Tourism	Buchanan	\$ 21,600	\$ 21,600
Callaway County Tourism	Callaway	\$ 10,800	\$ 10,800
Clay County	Clay	\$ 10,800	\$ 10,800
Jefferson City CVB	Cole	\$ 21,600	\$ 21,600
Springfield CVB	Greene/Polk/Christian	\$ 19,800	\$ 19,800
Visit KC	Jackson	\$ 19,800	\$ 19,800
Joplin CVB	Jasper/Newton	\$ 10,800	\$ 10,800
City of Lebanon	Laclede	\$ 10,800	\$ 10,800
City of Chillicothe CVB	Livingston	\$ 10,800	\$ 10,800
Sedalia CVB	Pettis	\$ 10,800	\$ 10,800
Pulaski County Tourism	Pulaski	\$ 10,800	\$ 10,800
Maryland Heights	St. Louis	\$ 9,000	\$ 9,000
Explore St. Louis	St. Louis/City	\$ 10,800	\$ 10,800
Ste. Genevieve Tourism	Ste. Genevieve	\$ 10,800	\$ 10,800
Branson Lakes Area Chamber/CVB	Taney	\$ 19,800	\$ 19,800
		\$ 208,800	\$ 208,800

The final chart shows total amount awarded in all grants combined.

<u>DMO/Organization Name</u>	<u>County</u>	<u>Contract Amount</u>	<u>Actual Paid</u>
City of Kirksville	Adair	\$ 59,570	\$ 33,960
Benton County Tourism	Benton	\$ 37,690	\$ 19,185
Columbia CVB	Boone	\$ 145,722	\$ 135,172
Buchanan County Tourism	Buchanan	\$ 283,357	\$ 283,183
City of St. Joseph	Buchanan	\$ 30,000	\$ 30,000
Poplar Bluff Area Chamber	Butler/Carter/Wayne	\$ 14,100	\$ 1,800

Callaway County Tourism	Callaway	\$ 40,865	\$ 40,600
Lake of the Ozarks CVB	Camden/Miller/Morgan	\$ 9,000	\$ 8,972
Lake of the Ozarks Golf Trail	Camden/Miller/Morgan	\$ 5,796	\$ 5,795
Lake of the Ozarks Tri-County Lodging	Camden/Miller/Morgan	\$ 283,863	\$ 54,876
Cape Girardeau CVB	Cape Girardeau	\$ 62,187	\$ 62,187
Marketing Marceline	Chariton/Linn	\$ 4,950	\$ 4,950
City of Nixa	Clay	\$ 30,000	\$ 29,925
Clay County	Clay	\$ 80,805	\$ 79,101
Liberty CVB	Clay	\$ 4,200	\$ 4,191
Jefferson City CVB	Cole	\$ 128,253	\$ 128,089
City of Boonville Tourism	Cooper	\$ 23,102	\$ 10,871
Kennett Chamber	Dunklin	\$ 6,100	\$ 2,700
Washington Area Chamber	Franklin	\$ 69,620	\$ 68,628
City of Hermann	Gasconade	\$ 79,511	\$ 79,488
City of Springfield	Greene	\$ 30,000	\$ 25,213
Springfield CVB	Greene/Polk/Christian	\$ 406,348	\$ 405,377
Clinton Tourism Association	Henry	\$ 14,217	\$ 12,124
City of West Plains Tourism	Howell	\$ 32,885	\$ 32,885
Jackson Chamber	Jackson	\$ 5,000	\$ 4,957
Visit KC	Jackson	\$ 477,984	\$ 477,984
City of Lee's Summit	Jackson/Cass	\$ 12,803	\$ 12,803
City of Carthage	Jasper	\$ 55,970	\$ 44,867
Joplin CVB	Jasper/Newton	\$ 27,896	\$ 27,889
Jefferson County	Jefferson	\$ 123,750	\$ 123,240
Warrensburg CVB	Johnson	\$ 84,692	\$ 84,008
City of Lebanon	Laclede	\$ 80,000	\$ 79,986
City of Chillicothe CVB	Livingston	\$ 71,633	\$ 65,799
City of Hannibal CVB	Marion/Ralls	\$ 151,650	\$ 151,645
City of Maryville Tourism	Nodaway	\$ 14,800	\$ 6,913
Perry County Heritage Tourism	Perry	\$ 30,559	\$ 30,555
Sedalia CVB	Pettis	\$ 96,408	\$ 95,230
City of Rolla	Phelps	\$ 30,000	\$ 30,000
Rolla Area Chamber & CVB	Phelps	\$ 31,685	\$ 29,941
Platte County CVB	Platte	\$ 49,250	\$ 40,017
City of Bolivar	Polk	\$ 30,000	\$ 30,000
City of Waynesville	Pulaski	\$ 15,000	\$ 3,958
Pulaski County Tourism	Pulaski	\$ 194,364	\$ 179,012
Moberly Area Chamber	Randolph	\$ 18,600	\$ 18,508
Sikeston CVB	Scott	\$ 46,578	\$ 44,319
Greater St. Charles CVB	St. Charles	\$ 381,600	\$ 367,170
Maryland Heights	St. Louis	\$ 15,000	\$ 14,995
Explore St. Louis	St. Louis/City	\$ 690,096	\$ 667,868
Ste. Genevieve Tourism	Ste. Genevieve	\$ 58,296	\$ 58,296
City of Dexter	Stoddard	\$ 5,000	\$ 5,000
Table Rock/Kimberling City Chamber	Stone	\$ 281,600	\$ 279,919
Branson Lakes Area Chamber/CVB	Taney	\$ 469,800	\$ 464,202
		\$ 5,432,155	\$ 4,998,353