



Supporting DMO Marketing Grant FY22 Funding Program Guidelines

Revised May 2021

Purpose:

The purpose of the Supporting Destination Marketing Organization (*DMO*) Grant is to reach potential travelers to Missouri with focused tourism-marketing campaigns. These campaigns are conducted by DMOs that participate in existing components of the program, including Marketing Platform Development or Search Engine Marketing. This project, is a continuation of the FY21 Supporting DMO Marketing Grant pilot.

Grant Program Parameters:

1. This grant program is available to DMOs that would meet the Division of Tourism's certification qualifications, and therefore be eligible to participate in the MMG, if not for the presences of an existing certified DMO being located in the same county.
2. The number of grants per applicant is limited to one per fiscal year.
3. Supporting DMOs must incur costs between July 1, 2021, and June 30, 2022.
4. Supporting DMOs will be reimbursed 75 percent of the approved expenses in FY22.
5. Supporting DMO marketing placement expenses must follow the existing [FY22 MMG Guidelines](#).
6. Application review will consider eligibility of costs, ability to use the funds timely, and availability of funds.
7. Upon notification of award, the applicant must enter into a program agreement with the Division of Tourism outlining program details, requirements, and state terms and conditions.

Eligible Applicants:

Applicants must meet the following requirements to be eligible for a grant award:

1. The applicant must be a non-certified DMO deemed ineligible to participate in MMG due to being located in the same county as a currently certified DMO. They must meet all other requirements ([accessible here](#)) necessary to participate in the MMG
2. The applicant for Supporting DMO status is not responsible for marketing the entire county in which it is located.

3. The applicant must be registered to do business in Missouri and in good standing with the Secretary of State.
4. The applicant must register as a vendor with the State of Missouri through the [MissouriBuys](#) web portal.
5. The applicant must not employ illegal workers and must provide proof of enrollment in E-Verify.

Use of Grant Funds:

MDT will review applications for eligibility of costs based on current MMG guidance. MDT reserves the right to make changes to, and final determination of, eligible program costs.

Eligible Expenses:

Eligible expenses include necessary costs incurred for the DMO applicant to market travel in their area:

- Expenses incurred to promote activities in Missouri:
 - Placement costs for promoting or publicizing a participating DMO's destination, specific attraction, convention or event facility, or event
 - Creative and campaign elements for which applicant seeks placement reimbursement must be approved by MDT:
 - Creative elements are not required to be submitted as part of the application process;
 - Creative elements must be submitted for review prior to being placed in market.
- All eligible expenses must have occurred between July 1, 2021, and June 30, 2022.

Required Documentation:

MissouriBUYS

1. The State of Missouri has implemented a secure, web-based statewide eProcurement system, [MissouriBUYS](#).
2. As a recipient who will be reimbursed by the State, you will be required to register your business with the Office of Administration through MissouriBUYS. The vendor registration portal is available on the MissouriBUYS website.
3. Clicking on the 'register' link will allow you to get a username and password. There are links to informational documents and a training video if you need help with the process. Prior to starting registration, please make sure you have the following information available:
 - Organization's Taxpayer ID Number (TIN);
 - Business Type (Corporation, LLC, Sole Proprietorship, etc.);

- Email Address;
- ACH-EFT Payment Information;
- Internal Revenue Service W-9, Request for Taxpayer Identification Number (TIN);
- Certification.

E-Verify MOU:

1. In addition to certifying that your organization does not employ illegal workers, all applicants must: (1) enroll in E-Verify, (2) check the box on the Certification confirming enrollment and participation in E-Verify, and (3) provide supporting documentation. All applicants must complete this form and attach a copy of the E-Verify memorandum.
2. The E-Verify Program, conducted jointly by the U.S. Citizenship and Immigration Services (USCIS) Verification Division and the Social Security Administration (SSA), is designed to provide employment status information to determine the eligibility of applicants for employment. E-Verify requires that participating commercial employers use the automated Verification Information System (VIS) to check the SSA and the USCIS databases to verify the employment authorization of ALL newly hired employees. An employer's participation in E-Verify is currently free. To access the E-Verify website, go to <https://e-verify.uscis.gov/enroll/>.
3. To access the electronically signed MOU – the following must already be completed:
 - Must have successfully enrolled in the E-Verify program,
 - Must have successfully completed the tutorial. To retrieve a copy of your electronically signed MOU:
 - Wait until you have received a Confirmation email from E-Verify / USCIS that the company is successfully enrolled in the program
 - Log back into the Account
 - Click on “Edit Company Profile” in the left menu
 - Scroll about halfway down and click on the green “View MOU” button. (Make sure all pop-up blockers have been disabled – the electronically signed version pops up in a separate screen)
 - ONLY the Program Administrator can access the electronically signed MOU
4. For additional assistance, you can contact E-Verify using the toll free Help line number, 888-464-4218.

Application and Reimbursement Process:

Grant Schedule

MDT will accept applications beginning May 18, 2021 and will review them in the order received. Please reference calendars for [CY21](#) and [CY22](#) for a full list of dates:

- May 18 – June 15, 2021 | Application submission period
- June 30, 2021 | Signed contracts due back to MDT
- November 26, 2021 | 1st Quarterly Report Due
- February 25, 2022 | 2nd Quarterly Report Due

- May 27, 2022 | 3rd Quarterly Report Due
- June 30, 2022 | Program period ends
- August 26, 2022 | Final expenditure and reimbursement documentation must be submitted to MDT

Grant Application Process:

- Grant applications must be submitted online through the Division of Tourism’s Cooperative Marketing Program [application website](#).
- Application review will consider eligibility of costs, ability to use the funds timely, and availability of funds.
- Applicant receives written approval from the Division of Tourism once review process is complete.
- Upon notification of award, applicant must enter into a program agreement with Division of Tourism outlining program details, requirements, and state terms and conditions.

Reimbursement Process:

- Quarterly reporting of marketing activities is required for all Supporting DMO Marketing Grant contracts with the submission of the Quarterly Project Update/Reimbursement Request form. This form is due each quarter to request reimbursement of project expenses; however, the form must be submitted even when no expenses were incurred. It must be filed within 60 days following the end of each fiscal quarter. All Supporting DMOs with an approved Supporting DMO Marketing Grant contract will receive reimbursements through electronic funds transfers. Grant funds and the DMO match must be used in accordance with the itemized budget grid submitted in the approved application. Form(s) are available on the [website](#).
- Applicants receive reimbursement for eligible expenses from the Division of Tourism.

Additional Requirements and Information:

- Applicants who commit fraud or misrepresentation, or who do not adequately document or retain sufficient documentation, shall be subject to state and federal civil and criminal recourse to the extent permitted by law.
- The applicant must retain records relating to the grant for a period of at least five years from the date of the final reimbursement payment received by the applicant for this grant, and must agree that such records will be submitted to the Missouri Department of Economic Development or its designees or representatives upon request or upon audit of the completed project by the Department of Economic Development, the State Auditor’s Office, OA, the U.S. Treasury, or other authorized state or federal authorities.