

# Cooperative Marketing Summary

## Fiscal Year Ending June 30, 2020

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Working together to lead Missouri in becoming one of America's most memorable tourist destinations.

## **SECTION I. PROGRAM OVERVIEW**

The Missouri Division of Tourism's (MDT) Cooperative Marketing Programs include the Marketing Matching Grant (MMG), Marketing Platform Development (MPD) and the Search Engine Marketing (SEM) Partnership. Since its inception in fiscal year 1995, the Cooperative Marketing Program has awarded more than \$66 million toward the support of local performance-based tourism marketing projects.

### **Cooperative Marketing Goals:**

- Support and further the Missouri Division of Tourism's overall annual marketing strategy as outlined in the annual marketing plan and position Missouri to compete more effectively for travel and tourism market share.
- Create programs based on the common marketing goals of MDT and its Destination Marketing Organizations (DMOs), thereby creating mutually beneficial marketing executions.
- Create a program that is efficient to implement for both MDT and its partners.

### **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 both Madden Media, H&L Partners and OBP to administer the Cooperative Marketing Programs.

### **Cooperative Marketing Program Advisory Committee:**

The advisory committee, comprised of 10 tourism industry professionals representing each of the five regions of the state, provides valuable customer input about program design and administration.

### **Cooperative Marketing Opportunities:**

- **Marketing Matching Grant** – The Marketing Matching Grant (MMG) is a 50/50 matching program for pre-approved leisure travel advertising completed in pre-approved media markets. Project reporting and reimbursement requests are due quarterly with a final Project Summary Report due at the end of the fiscal year. 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. The Project Summary Report and reimbursement request is due at the end of the project. This grant is specifically for DMOs with a CTL of 4 or lower and can also be utilized by regional partnerships. Each individual grant has a cap of \$5,000 in matching funds.
- **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 unified effort drives traffic to individual DMO websites without competing with the state or other Missouri participants. The program is a 50/50 match with minimums and maximums based on various budget levels. SEM participants pay Madden Media directly and reporting is not required for the program.

## SECTION II. COOPERATIVE MARKETING ANALYSIS

### FY2020 Analysis:

MDT approved 45 tourism marketing projects in the matching grant programs and the awards totaled approximately \$2.9 million. In addition, MDT had a SEM investment of more than \$270,000. MDT and partners' combined investments led to a \$6.2 million budget for local industry partners to market their destinations.

Upon completion of each matching grant project, participants submit summary reports assessing the outcome of the funded marketing activities. The following pages contain an analysis of participant-provided statistical data for program-wide measurement.

The MMG dollars purchased media advertising which includes television, magazines, radio, inserts, billboards and digital marketing. In-state marketing accounted for 20 percent of the budget, with the remaining 80 percent focused on the out-of-state market.

The chart below details the dollars that were made available and the actual dollars expended for FY20 advertising and marketing activities in each the programs. This figure includes both MDT and DMO contributions.

<b>FY20 Summary of Cooperative Marketing Investments</b>					
<u>Coop Opportunity</u>	<u>Participating Organizations</u>	<u>Amount Awarded* by MDT</u>	<u>Amount Reimbursed ** by MDT</u>	<u>DMO Contribution</u>	<u>Total of Projects</u>
Marketing Matching Grant	30	\$2,929,357	\$2,783,452	\$2,863,259	\$5,646,711
Marketing Platform Development	15	\$45,567	\$38,493	\$38,493	\$76,986
Search Engine Marketing	29	\$274,135	\$259,858	\$259,858	\$519,716
<b>Totals</b>		<b>\$3,249,059</b>	<b>\$3,081,803</b>	<b>\$3,161,610</b>	<b>\$6,243,413</b>

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

\*\* Reimbursed refers to the actual dollar amount transferred to the DMO upon request

**Statistical Data:**

**Outcomes for Marketing Matching Grant:**

Roughly 90 percent of the cooperative marketing dollars were used for projects in the MMG – this amount in previous years had been fairly consistent at 86 percent. The summary report outlines each project’s objectives as well as the DMO’s measure of success for the funded project. The participants provide the main objectives of the project, gauge the extent to which the objectives were met and comment on the degree of success attributed to the project. These comments can be found in the “Individual Projects” section of this report.

Participants provide measurement research to support the reported outcomes. The level of research required for each project is commensurate with the CTL and the amount of state funding provided. This research provides not only important data, but also valuable insight into Missouri tourism marketing trends at the local level.

The information below summarizes dollars awarded and reimbursed for the MMG program by DMO and county designation. This table shows contributions by MDT only.

<b>Marketing Match Grant</b>			
<b><u>DMO Name</u></b>	<b><u>County Designation</u></b>	<b><u>Awarded</u></b>	<b><u>Reimbursed</u></b>
Kirkville Area Chamber	Adair	\$ 10,608	\$ 10,608
Benton County Tourism	Benton	\$ 6,000	\$ 5,965
City of Columbia CVB	Boone	\$ 102,979	\$ 76,372
Buchanan County	Buchanan	\$ 130,695	\$ 116,990
Poplar Bluff	Butler/Carter/Wayne	\$ 35,465	\$ 35,465
Lake Ozarks Tri-County Lodging	Camden/Miller/Morgan	\$ 225,000	\$ 223,437
Cape Girardeau CVB	Cape Girardeau	\$ 42,493	\$ 37,335
Clay County Tourism	Clay	\$ 210,261	\$ 208,938
Jefferson City CVB	Cole	\$ 46,041	\$ 38,866
City of Boonville Tourism Dept.	Cooper	\$ 6,000	\$ 5,242
City of Cuba	Crawford	\$ 11,153	\$ 3,042
Washington Area Chamber	Franklin	\$ 15,575	\$ 15,575
City of Hermann	Gasconade	\$ 5,936	\$ 5,935
Springfield CVB	Greene/Polk/Christian	\$ 330,000	\$ 330,000
Visit KC	Jackson	\$ 325,000	\$ 322,997
Carthage CVB	Jasper	\$ 22,909	\$ 14,061
Warrensburg CVB	Johnson	\$ 25,000	\$ 25,000
City of Lebanon	Laclede	\$ 25,000	\$ 22,920
Lexington Tourism Commission	Lafayette	\$ 4,244	\$ -
City of Hannibal CVB	Marion/Ralls	\$ 60,000	\$ 31,952
Perryville Heritage Tourism	Perry	\$ 6,000	\$ 6,000

## Cooperative Marketing Summary | 2020

Sedalia CVB	Pettis	\$ 12,000	\$ 11,286
Platte County Visitors Bureau	Platte	\$ 23,750	\$ 20,096
Pulaski County CVB	Pulaski	\$ 60,000	\$ 60,000
Moberly Area Chamber	Randolph	\$ 7,500	\$ 5,876
City of St. Charles Tourism Dept.	St. Charles	\$ 225,000	\$ 224,897
St. Louis CVC	St. Louis/City	\$ 380,000	\$ 380,000
City of Ste. Genevieve Tourism	Ste. Genevieve	\$ 20,000	\$ 10,272
Table Rock Lake/Kimberling City	Stone	\$ 224,748	\$ 204,325
Branson/Lakes Area Chamber /CVB	Taney	\$ 330,000	\$ 330,000
		<b>\$ 2,929,357</b>	<b>\$ 2,783,452</b>

### **Outcomes for Marketing Platform Development:**

In FY2020, the MPD program represented less than 2 percent of the total co-op appropriations with 12 participants. These funds are available to certified and non-certified DMOs with a CTL of 4 or lower. Each grant is not to exceed \$5,000 and can only be used for a one-time platform investment.

The below table summarizes dollars awarded and reimbursed for the MPD program by DMO and county designation. This figure shows contributions by MDT only.

Marketing Platform Development				
<b><u>DMO Name</u></b>	<b><u>County Designation</u></b>	<b><u>Platform</u></b>	<b><u>Awarded</u></b>	<b><u>Reimbursed</u></b>
Benton	Benton	Visual Asset Procurement	\$ 1,250	\$ 1,250
Benton	Benton	Creative Design	\$ 450	\$ 450
Downtown Excelsior Springs Partnership	Clay/Ray	Visual Asset Procurement	\$ 910	\$ 910
Downtown Excelsior Springs Partnership	Clay/Ray	Website Development	\$ 975	\$ 975
City of Hermann	Gasconade	Creative Design	\$ 5,000	\$ 4,822
City of Hermann	Gasconade	Visual Asset Procurement	\$ 2,500	\$ 2,500
Carthage CVB	Jasper	Visual Asset Procurement	\$ 2,500	\$ 1,250
Warrensburg CVB	Johnson	Brand Awareness Study	\$ 4,375	\$ 4,375
Lexington	Lafayette	Creative Strategy	\$ 5,000	\$ 5,000
City of Maryville	Nodaway	Website Development	\$ 4,014	\$ 2,761

## Cooperative Marketing Summary | 2020

Maryville Chamber	Nodaway	Creative Design	\$ 5,000	\$ 4,750
Perryville Heritage	Perry	Creative Design	\$ 445	\$ -
Pulaski	Pulaski	Visual Asset Procurement	\$ 5,000	\$ 5,000
Table Rock	Stone	Visitor Profile Study	\$ 4,450	\$ 4,450
Washington County	Washington	Creative Design	\$ 3,698	\$ -
			<b>\$ 45,567</b>	<b>\$ 38,493</b>

**Outcomes for the Search Engine Marketing Partnership:**

The SEM Partnership is available to both certified and non-certified DMOs in the state. The program was provided through MDT’s partner, Madden Media. In FY2020, 29 DMOs participated.

The below chart summarizes the total dollars invested by MDT in the SEM Partnership. This figure shows the total amount contributed by MDT only.

Search Engine Marketing			
<u>DMO/Organization Name</u>	<u>County Designation</u>	<u>Contracted Amount</u>	<u>Actual Paid</u>
Benton County	Benton	\$ 3,000	\$ 2,995
Columbia CVB	Boone	\$ 10,800	\$ 10,747
St. Joseph CVB	Buchanan	\$ 16,500	\$ 16,500
Lake of the Ozarks Golf Trail	Camden	\$ 4,725	\$ 4,719
Lake of the Ozarks Tri-County Lodging	Camden/Miller/Morgan	\$ 21,600	\$ 15,407
Cape Girardeau	Cape Girardeau	\$ 13,000	\$ 12,941
Clay County	Clay	\$ 8,100	\$ 8,040
Liberty MO CVB	Clay	\$ 3,600	\$ 3,586
Jefferson City CVB	Cole	\$ 18,750	\$ 18,663
Washington CVB	Franklin	\$ 4,300	\$ 4,283
Hermann	Gasconade	\$ 12,000	\$ 11,931
Springfield CVB	Greene/Polk/Christian	\$ 21,600	\$ 14,412
City of Independence	Jackson	\$ 12,000	\$ 12,000
Carthage CVB	Jasper	\$ 5,700	\$ 5,700
Joplin	Jasper	\$ 9,300	\$ 9,300
Warrensburg CVB	Johnson	\$ 3,000	\$ 2,974
City of Lebanon	Laclede	\$ 4,500	\$ 4,496
Greater Chillicothe	Livingston	\$ 3,000	\$ 2,967

## Cooperative Marketing Summary | 2020

Hannibal CVB	Marion/Ralls	\$ 12,000	\$ 11,924
City of Maryville	Nodaway	\$ 6,400	\$ 6,400
Sedalia CVB	Pettis	\$ 10,000	\$ 9,943
Rolla	Phelps	\$ 3,000	\$ 2,991
Platte County CVB	Platte	\$ 3,000	\$ 2,987
Pulaski County	Pulaski	\$ 6,500	\$ 6,445
Moberly Chamber	Randolph	\$ 3,400	\$ 3,393
St. Charles CVB	St. Charles	\$ 21,600	\$ 21,434
Maryland Heights	St. Louis	\$ 7,200	\$ 7,131
Ste. Genevieve	Ste. Genevieve	\$ 3,960	\$ 3,949
Branson	Taney	\$ 21,600	\$ 21,600
		<b>\$ 274,135</b>	<b>\$ 259,858</b>

### SECTION III. FY2020 ASSESSMENTS - INDIVIDUAL PROJECTS

Outcome information provided by the participants for each individual FY2020 contract for the MMG are available upon request.