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| EnjoyTheShow_11_26_4color_cmyk-01 | **Cooperative Marketing**  **Missouri Division of Tourism**  FY2021 Program Calendar |

***September 2019***

06 – FY21 DMO Certification applications posted on website

***November 2019***

01 – FY21 DMO Certification applications due by 5 pm

***December 2019***

13 – FY21 DMO Certification and CTL letter mailed

***February 2020***

21 – FY21 Approved Media/Markets List posted on webpage

21 – FY21 Marketing Platform Development (MPD) guidelines posted on webpage

21 – FY21 Marketing Matching Grant (MMG) guidelines posted on webpage

***March 2020***

01 – Online database goes live

01 – FY21 MPD applications open

16 – FY21 MMG applications open

***April 2020***

15 – FY21 MPD applications due by 5 pm

***May 2020***

15 – FY21 MMG applications due by 5 pm

***June 2020***

15 – FY21 MMG & MPD funding announced

***July 2020***

01 – FY21 Program Year Begins

***November 2020***

27 – FY21 1st MMG Quarterly Report postmark due date

***February 2021***

26 – FY21 2nd MMG Quarterly Report postmark due date

***May 2021***

28 – FY21 3rd MMG Quarterly Report postmark due date

***June 2021***

30 – FY20 Program Year Ends

***August 2021***

27 – FY21 Final MMG & MPD Quarterly Report postmark due date

***December 2021***

03 – FY21 MMG Project Summary Report postmark due date