

Show Me Strong Destination Marketing Organization (DMO) Funding Program Guidelines

July 2020

Purpose

The purpose of the Show Me Strong Destination Marketing Organization (DMO) Funding Program under section 601(a) of the Social Security Act, as added by section 5001 of the Coronavirus Aid, Relief, and Economic Security Act (CARES Act), is to provide grant funding to DMOs for the purposes of resuming normal business operations in the context of a public health emergency and to reimburse certain costs, to include tourism-related marketing focused on the resumption of activities and the implementation of safety protocols, unanticipated costs associated with facility improvements and supply purchases directly related to the COVID-19 public health emergency, and expenses related to enhanced screening measures at events or event facilities. Eligible DMOs may qualify for reimbursement through the payroll support portion of this grant. DMOs, through their core marketing mission, have a significant impact on Missouri's economy by creating incremental visitation and the resulting incremental visitor spending in the 45 tourism-related business classifications. This grant funding will be administered by the Department of Economic Development (DED), Division of Tourism and will assist entities with helping restore economic activity statewide amid the current COVID-19 public health emergency.

Grant Program Parameters

1. The grant program is available to DMOs statewide, provided they have participated in and successfully completed a project in the Division of Tourism's Cooperative Marketing Program in either state fiscal year 2019 or 2020 (FY19 or FY20), or from July 1, 2018–June 30, 2019; or July 1, 2019–June 30, 2020, respectively.
2. The number of grants per applicant is limited to one.
3. The total grant funds is \$15 million.
4. DMOs must incur/have incurred costs between March 1, 2020, and November 20, 2020.
 - The individual grant amounts are initially limited to a minimum of \$5,000 and a maximum of \$1.7 million, but DED reserves the right to grant more than the maximum stated to a recipient if funds remain on August 21, 2020.
 - Funding amounts for this program are percentage-based, based on a DMO's participation in the Cooperative Marketing Program in FY19 and FY20.
5. Qualifying DMO expenses must be for promoting the resumption of tourism and related activities in Missouri and steps taken to ensure implementation of health/safety guidelines related to COVID-19.
6. Qualifying payroll support applicants are limited to those private, non-profit DMOs deemed ineligible for the federal "Paycheck Protection Program," using Coronavirus Relief Funds, including those DMOs structured as 501 (c)(6) organizations.

7. Qualifying expenses related to facility changes and supply purchases are limited to those implemented in response to the COVID-19 public health emergency and not budgeted for prior to March 27, 2020. Eligibility for facility change expenses is limited to those facilities leased or owned by the DMO, with the lease term not associated with or defined by a specific tourism or other event.
8. Qualifying expenses for events must be directly related to safety measures implemented in response to the COVID-19 public health emergency.
9. Application review will consider eligibility of costs, ability to use the funds timely, and availability of funds.
10. Upon notification of award, the applicant must enter into a program agreement with DED outlining program details, requirements, and state and federal terms and conditions; and execute a company certification.
11. Expenses that have been or will be reimbursed by insurance or under any other federal, state, or local government-funding program will be ineligible.

Eligible Applicants

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

1. The applicant must have participated in and successfully completed at least one project in the Division of Tourism's co-op program during FY19 or FY20;
2. The applicant must be registered to do business in Missouri and in good standing with the Secretary of State.
3. The applicant must register as a vendor with the State of Missouri through the [MissouriBuys](#) web portal.
4. The applicant must not employ illegal workers and must provide proof of enrollment in E-Verify.
5. Only one eligible DMO per destination (e.g., one per city) may qualify.

Use of Grant Funds

DED will review applications for eligibility of costs based on the CARES Act and related guidance from the U.S. Treasury. Under the CARES Act, the program is limited to reimbursing necessary expenditures made due to the current COVID-19 public health emergency and expended within the date range established by the program guidelines. The U.S. Treasury guidance on eligible costs is updated regularly; therefore, eligible costs are subject to change. DED 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 respond to the current COVID-19 public health emergency, including:

- Expenses incurred to promote the resumption of activities in Missouri and steps taken to ensure implementation of health/safety guidelines related to COVID-19:

- Expenses for promoting or publicizing a participating DMO’s destination, specific attraction, convention/event facility, or scheduled event as being open for business or occurring;
- Expenses for demonstrating that the destination/attraction/facility/event has implemented COVID response measures to promote a safe experience for visitors/attendees; and
 - COVID response messaging/imagery may include but is not limited to encouraging or demonstrating the need for visitors/attendees to utilize face coverings, follow social distancing guidelines, wash hands often and thoroughly, and limit attendance/close contact when visiting attractions/attending events.
- Creative and campaign elements for which applicant seeks reimbursement must be approved by DED:
 - Creative elements are not required to be submitted as part of the application process;
 - Creative elements that will be in market after July 24, 2020, must be pre-approved before campaigns are executed;
 - Creative elements that were in market prior to July 24, 2020, and have been executed must be submitted for review prior to reimbursement of funds.
- DMO payroll expenses related to daily operations may be eligible for reimbursement, provided the following:
 - Applicant is a private, non-profit DMO that was not eligible for the federal “Paycheck Protection Program” using Coronavirus Relief Funds, including those DMOs structured as 501(c)(6) organizations; and
 - Applicant is able to demonstrate a detrimental financial impact related to the COVID-19 public health emergency.
- Unanticipated expenses incurred for facility improvements and supply purchases directly related to the COVID-19 public health emergency:
 - Facility expenses must be for a facility leased or owned by the DMO, with the lease term not associated with or defined by a specific tourism or other event; the DMO must provide explanation for the improvements and include financial statements and invoices detailing associated labor and design costs;
 - Supplies include those necessary to make the DMO resilient to counteract the effects of the current emergency and include equipment necessary for more or different electronic or remote work, personal protective equipment (PPE) purchases, pre-screening equipment; unanticipated costs incurred for solid waste disposal of used PPE could also qualify.
- Costs to provide health and safety services for events:
 - Expenses necessary to help protect employees, customers, and others from the spread of COVID-19; for example, expenses associated with checking temperatures at points of entry, PPE for guests, and installation of additional hand sanitizing stations.

- Other costs as approved by DED and as reasonably necessary to respond to the COVID-19 public health emergency.

Expenses that have been or will be reimbursed by insurance or under any other federal, state, or local government-funding program will be ineligible.

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); and
 - Certification.

E-Verify MOU

1. In addition to certifying that your organization does not employ illegal aliens, 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

DED will accept applications beginning July 23 and will review them in the order received. If not all the funds are requested in the first round of applications, a second round of applications will be considered.

- July 16, 2020 | Announcement of Program, Guidelines and Application made available
- July 22 – August 21, 2020 | Initial application submission period
- August 24, 2020 | Announcement of potential second round application opportunity
- August 24 – September 18, 2020 | Second round of applications accepted and reviewed in order of receipt
- November 20, 2020 | Final expenditure and reimbursement documentation must be submitted to DED

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 DED once review process is complete.
- Upon notification of award, applicant must enter into a program agreement with DED outlining program details, requirements, and state and federal terms and conditions; and execute a company certification.
- Applicants must submit to DED original receipts of eligible expenses and payment documentation in order to receive 100% of the reimbursement. To request reimbursement, applicants will be required to submit invoices, contracts, purchase orders, and other receipts and documents from vendors to DED by November 20, 2020. Proof of payment documentation must be dated March 1, 2020, or later. Reimbursements related to payroll expense must demonstrate that the specific expenses are directly related to the DMO’s COVID-19 response.
- Applicants receive reimbursement for eligible expenses from DED.

- Applicant awards will be determined at the discretion of DED based on the applicant's eligibility, eligible costs, and overall availability of program funds.
- Applications will be processed in the order received and on an ongoing basis until funds are completely expended.

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 DED or its designees or representatives upon request or upon audit of the completed project by DED, the State Auditor's Office, OA, the U.S. Treasury, or other authorized state or federal authorities.