

Show Me Strong DMO Funding FAQs

Updated September 9, 2020

- **How much funding is available through this program?**
 - a. The program is capped at \$15 million.
- **Who qualifies for funding?**
 - a. Missouri Destination Marketing Organizations (DMOs) that have participated in and successfully completed a project as part of the Division of Tourism's Cooperative Marketing program during either of the state of Missouri's past two fiscal years, FY19 and FY20 (July 1, 2018-June 30, 2019, or July 1, 2019-June 30, 2020.)
- **How were the amounts that each DMO received determined?**
 - a. Funding amounts for this program are percentage-based, based on a DMO's participation in the Cooperative Marketing Program in FY19 and FY20.
- **May funds be used to pre-pay for a marketing campaign that would occur in 2021?**
 - a. No, marketing campaigns must occur between March 1, and November 15, 2020. For administrative purposes, the Division of Tourism will need proof of expense and proof of payment related to marketing campaigns turned in by the close of business on November 20, 2020.
- **Do creative elements in marketing campaigns require pre-approval?**
 - a. Yes, all creative elements must be pre-approved through the [Submittable system](#) before placement of the ad.
- **Are creative assets required to carry the Missouri "Enjoy the Show" logo?**
 - a. No, there is no requirement regarding Missouri's logo usage with CARES Act funds.
- **May funds be re-distributed directly to businesses in our area?**
 - a. No, the Show Me Strong DMO funds are for DMO use only and may not be redistributed to other businesses.
- **May Personal Protective Equipment be purchased as a storage for future events?**
 - a. No, the CARES Act requires that all spending be to address the current COVID-19 public health emergency. The only allowable instance of stockpiling in the guidance and FAQs is to build reserves for areas that have not yet been impacted by the

current public health crisis but are anticipated to be. At this point, the entire state (each county and the city of St. Louis) has been affected.

- **May funds be used for COVID-related improvements to a facility that is not owned by the DMO?**
 - a. No, the DMO applicant must own or lease any property to which improvements are made and for which costs are reimbursed.

- **What expenses may be reimbursed?**
 - a. Please see our Program Guidelines for eligible and ineligible costs.

- **Can research be paid for with these funds? If so, what type of research?**
 - a. Any research conducted during the eligibility period that was used directly for a marketing campaign or other DMO operations, and is directly related to COVID-19 response efforts occurring prior to November 15, 2020, may be eligible for reimbursement.

- **How does this program affect the Cooperative Marketing (co-op) program?**
 - a. The Division of Tourism will fund already approved Search Engine Marketing initiatives and Marketing Platform Development projects for FY21. Additionally, the Division will fulfill obligations related to Marketing Matching Grant (MMG) projects that began or were under contract prior to the announcement of the federal funds.
 - b. As of July 17, 2020, the MMG program was suspended in lieu of the new Show Me Strong DMO Funding program, which does not require any matching dollars from the DMO partners.
 - c. If the division's budget allows, a small MMG program will be offered in the spring of 2021.

- **Can branded masks, hand sanitizer, etc., be reimbursed?**
 - a. If branded PPE is requested for reimbursement, we will require documentation showing the price for both 'blank' and 'branded' options. DED will reimburse the lower of the two amounts.