

Outcomes for Marketing Projects that Target the Media: Figure 9 summarizes FY2009 public relations category data.

Figure 9 – Marketing to the Media Summary Data			
State Dollars Awarded	\$75,947	Media Releases Distributed	40
State Dollars Reimbursed	\$75,138	Group Press Tours Hosted	3
Local Matching Dollars	\$75,138	Individual Press Tours Hosted	14
Total Project Cost	\$150,276	Media Market Places Attended	5
Stories Attributable to the Project	1,410	Videos Distributed	1
Stories Anticipated	543	Press Kits Distributed	300
% Targeting In-state Market	30	Sales Missions Completed	17
% Targeting Out-of-State Markets	70	Media Queries Initiated	9

Figure 10 - Convention Marketing Summary	
State Dollars Awarded	\$301,594
State Dollars Reimbursed	\$286,104
Local Matching Dollars	\$289,876
Magazine Ads Placed	109
Meeting Planners Distributed	1,968
Trade Shows Attended	24
Other Marketing Activities	1
Conventions Booked	218
Meetings Booked	402
Total Bookings	620
Number of Projects Funded	8
Total Room Nights Generated	493,220

Outcomes for Marketing Projects that Target the Event Planner: Approximately seven percent of the FY2009 Cooperative Marketing awards supported convention marketing projects designed to bring new conventions and meetings to Missouri destinations. For FY2009 the combined state and local Cooperative Marketing investment was \$575,980. Participants reported that 493,220 room nights were generated by these projects. See **Figure 10**.

Figure 11 – Amateur Sports Marketing Summary	
State Dollars Awarded	\$66,979
State Dollars Reimbursed	\$62,663
Local Matching Dollars	\$62,687
Magazine Ads Placed	37
Meeting Planners Distributed	158,092
Trade Shows Attended	14
Other Marketing Activities	4
Sporting Events Booked	68
Number of Projects Funded	6
Total Room Nights Generated	36,257

Figure 11 – For FY2009 amateur sports marketing was separated as an application process from conventions and meetings. The combined local and state investment was \$125,350. The reported room nights resulting from the project totaled 36,257.

Figure 12 - Tourism Research Summary	
Number of Projects Funded	5
State Dollars Awarded	\$11,650
State Dollars Reimbursed	\$11,018
Local Matching Dollars	\$11,018

Tourism Research: Figure 12 shows that five DMO;s utilized this category to assist with research projects

Cooperative Marketing Fiscal Year 2009 Program Summary

Individual Contract Data for Projects Targeting the Leisure Traveler

DMO Information

Contract #: **09-06-032-11** DMO **Jefferson City CVB**
Category: **Leisure Travel Marketing** Project: **Capital City LTM Campaign, FY2009**

Primary Objectives 1. Increase travel spending by visitors 2. Extend leisure travelers' length of stay 3. Increase attendance at local events and festivals

Destination Description Jefferson City includes many historical attractions including the Missouri State Capitol building, Jefferson Landing Historic Site, the Governor's Mansion, the Carnahan Memorial Garden, Museum of Missouri Military History, Missouri State Highway Patrol Museum, Missouri Supreme Court, Lincoln University - a historic national landmark, Runge Nature Center, Native Stone Winery and many other points of interest including Lewis and Clark sites. Our destination is also home to premier sporting facilities such as 63 Sports Complex, Fields and Legends softball complex and many quality sports facilities owned by the Jefferson City Parks and Recreation Department.

Budget and Expenditures

<u>State Dollars Awarded:</u>	\$35,866.59	<u>State Dollars Reimbursed:</u>	\$34,464.53
		<u>Local Matching Dollars:</u>	\$34,464.53
		<u>Total Project Cost:</u>	\$68,929.06

Marketing Activity Information

<u>TV Ads Placed</u>	0	<u>Total Circulation/Gross Impressions</u>	29,303,644
<u>Radio Ads Placed</u>	0	<u>Inquiries Reported</u>	19,225
<u>Newspaper Ads Placed</u>	2	<u>Cost Per Inquiry</u>	\$3.59
<u>Magazine Ads Placed</u>	17		
<u>Billboards Leased</u>	2	<u>Instate Marketing</u>	40 %
<u>Brochures Distributed</u>	20,000	<u>Out-of-State Marketing</u>	60 %
<u>Tradeshows Attended</u>	4		
<u>Other Marketing Activity</u>	1		

Project Outcomes

Percentage Completed 96% Did Project Achieve Objectives? Significantly

DMO Comments In fiscal year 2009 we have experienced a dramatic increase of reader responses requesting our visitor guides.

Impact of Co-op Project The Cooperative Marketing Program funding has allowed us to advertise in magazines and attend tradeshows that we normally would not be able to afford, consequently exposing Jefferson City to new potential visitors.

Outcome Effect on Future Marketing Our results continue to show improvement each year indicating that we are moving in the right direction and achieving our marketing goals. We will continue with the current plan making small changes as necessary.

Quantifiable Measurements

(As provided by the participant)

<u>Conversion Rate:</u>	4.70%	<u>Visitor Expenditures:</u>	\$2,875,257
<u>Visits Generated:</u>	6,237	<u>Return on Investment (ROI):</u>	\$58.02

Cooperative Marketing Fiscal Year 2009 Program Summary

Individual Contract Data for Projects Targeting the Leisure Traveler

DMO Information

Contract #: **09-07-008-11** DMO **Washington Area Chamber of Commerce**

Category: **Leisure Travel Marketing** Project: **Washington/Franklin Advertising**

Primary Objectives 1. Increase the number of leisure travelers from Chicago and Kansas City by 3% 2. Increase the number of overnight stays by 2% 3. Increase the special event visitors by 3%

Destination Description Washington is an attractive one-day or overnight destination. There is high interest in Washington's access to restaurants, fairs, festivals, wineries, shops, sightseeing and historic sites and parks. Washington area hosts a number of tourist attractions and events. The following are some of the notable; antique and specialty stores, Purina Farms, Washington Town & Country Fair, Missouri Meerschaum Corncob Pipes, Daniel Boone Home, art galleries, fine dining, band and craft festivals, Katy Trail State Park, church dinners, picnics, modern motels and quaint bed & breakfasts.

Budget and Expenditures

<u>State Dollars Awarded:</u>	\$21,947.37	<u>State Dollars Reimbursed:</u>	\$19,239.00
		<u>Local Matching Dollars:</u>	\$19,239.04
		<u>Total Project Cost:</u>	\$38,478.04

Marketing Activity Information

<u>TV Ads Placed</u>	0	<u>Total Circulation/Gross Impressions</u>	7,270,358
<u>Radio Ads Placed</u>	0	<u>Inquiries Reported</u>	20,053
<u>Newspaper Ads Placed</u>	8	<u>Cost Per Inquiry</u>	\$1.92
<u>Magazine Ads Placed</u>	14		
<u>Billboards Leased</u>	1	<u>Instate Marketing</u>	38 %
<u>Brochures Distributed</u>	10,000	<u>Out-of-State Marketing</u>	62 %
<u>Tradeshows Attended</u>	2		
<u>Other Marketing Activity</u>	0		

Project Outcomes

Percentage Completed 88% Did Project Achieve Objectives? Somewhat

DMO Comments With the economy as it was during 2009 we were not able to increase the number of overnight travelers. However, we did see an upturn in travelers coming for special events, the Girlfriend Weekends, the Countywide Tourism Committee's Historic Cemetery Tour and rediscovering Franklin County Treasures increased visits to Washington by more than 3%. Web visits and inquiries from the Kansas City and Chicago markets did show an increase of 2.5%, especially when the ads carried the information about Amtrak service.

Impact of Co-op Project The Cooperative Marketing Program enabled us to have a larger impact on the media that reaches larger audiences. Without the assistance of the Cooperative Marketing Program the tourism market in Washington and Franklin County would not be able to attract the visitors to the area to experience the Heart of Wine Country. We have been able to maximize our marketing dollars by working to develop partnerships with other adjoining markets. This gives us and them a bigger bang for the bucks spent.

Outcome Effect on Future Marketing We will evaluate the effectiveness of several of the smaller market newspapers, look at expanding more into publications in the Kansas City area as we have seen an increase in visitors from this area and continue to include major national publications. The outcome measurement is very helpful in planning for the next fiscal year.

Cooperative Marketing Fiscal Year 2009 Program Summary

Individual Contract Data for Projects Targeting the Leisure Traveler

DMO Information

Contract #: **09-08-024-11** DMO **City of Joplin CVB**
Category: **Leisure Travel Marketing** Project: **JCVB FY09 Leisure CMP**

Primary Objectives 1. Assist hotel properties increase room nights 2. Market Jasper County as a getaway location for families and the "boomer" generation 3. Distribute the new History Guide to attract visitors

Destination Description Joplin is the fourth largest metro area in Missouri. A mining boomtown established in 1873, Joplin has a storied history and is conveniently located on Historic Route 66 & I-44. The Joplin Museum Complex, Boomtown Days, Sandstone Gardens, Wildcat Glades Audubon Center and The Bridge are just a few main attractions. Joplin has more than 20 hotels with 2,000+ total rooms and a thriving dining scene with more than 200 restaurants.

Budget and Expenditures

<u>State Dollars Awarded:</u>	\$29,522.49	<u>State Dollars Reimbursed:</u>	\$29,522.49
		<u>Local Matching Dollars:</u>	\$29,795.47
		<u>Total Project Cost:</u>	\$59,317.96

Marketing Activity Information

<u>TV Ads Placed</u>	0	<u>Total Circulation/Gross Impressions</u>	668,361
<u>Radio Ads Placed</u>	0	<u>Inquiries Reported</u>	15,852
<u>Newspaper Ads Placed</u>	4	<u>Cost Per Inquiry</u>	\$3.74
<u>Magazine Ads Placed</u>	11		
<u>Billboards Leased</u>	0	<u>Instate Marketing</u>	25 %
<u>Brochures Distributed</u>	55,000	<u>Out-of-State Marketing</u>	75 %
<u>Tradeshows Attended</u>	0		
<u>Other Marketing Activity</u>	0		

Project Outcomes

Percentage Completed 100% Did Project Achieve Objectives? Somewhat

DMO Comments The new History Guide created interest in our target market to visit Jasper County. This resulted in visitors extending their stay to explore their interest in Civil War history and Route 66.

Impact of Co-op Project The Cooperative Marketing efforts also generated the creation of a new county CIVIL WAR PARK funded through private donations. The project also generated group tour interest because of the specific tours offered in the new History Guide, including Newton County.

Outcome Effect on Future Marketing We will become more specific in promoting events in Jasper County. We will also work to attract new younger markets to the region. Price, convenience and "just right" size of the area.

Cooperative Marketing Fiscal Year 2009 Program Summary

Individual Contract Data for Projects Targeting the Leisure Traveler

DMO Information

Contract #: **09-10-003-11** DMO **Cape Girardeau Chamber of Commerce/CVB**
Category: **Leisure Travel Marketing** Project: **Explore ...and Find Yourself Here**

Primary Objectives 1. Build awareness as an enjoyable travel destination 2. Draw more visitors to our community 3. Increase length of stay and spending

Destination Description Cape Girardeau is a 200+ year old Mississippi River town, rich in history and heritage, yet vibrant and growing. We're the largest city between St. Louis and Memphis along the I-55 corridor. Attractions and events include the Mississippi River Tales Mural, Nature Center, Red House Interpretive Center, Trail of Tears State Park, Bollinger Mill Historic Site, River Ridge Winery, Fort D, SEMO district Fair, Libertyfest and Air Festival Riverfront Cruises.

Budget and Expenditures

<u>State Dollars Awarded:</u>	\$41,100.00	<u>State Dollars Reimbursed:</u>	\$39,132.89
		<u>Local Matching Dollars:</u>	\$39,132.92
		<u>Total Project Cost:</u>	\$78,265.81

Marketing Activity Information

<u>TV Ads Placed</u>	0	<u>Total Circulation/Gross Impressions</u>	19,045,589
<u>Radio Ads Placed</u>	0	<u>Inquiries Reported</u>	19,138
<u>Newspaper Ads Placed</u>	3	<u>Cost Per Inquiry</u>	\$4.09
<u>Magazine Ads Placed</u>	32		
<u>Billboards Leased</u>	0	<u>Instate Marketing</u>	15 %
<u>Brochures Distributed</u>	0	<u>Out-of-State Marketing</u>	85 %
<u>Tradeshows Attended</u>	0		
<u>Other Marketing Activity</u>	0		

Project Outcomes

Percentage Completed 95% Did Project Achieve Objectives? Significantly

DMO Comments More than 70% of our overnight guests are coming from the states of Missouri, Illinois, Tennessee and Arkansas. The support that we receive from the Cooperative Marketing Program allows us to effectively advertise in publications that target those markets.

Impact of Co-op Project With the Missouri Division of Tourism's partnership, we have been able to penetrate St. Louis, our number one feeder market. This year we reached that market through the use of St. Louis Magazine and the St. Louis Women's Journal.

Outcome Effect on Future Marketing The CVB is finishing up its Point of Origin Study and its Conversion Study and will supply the results to the Missouri Division of Tourism upon completion. Those results will help us to further hone and refine our future advertising plans.

Quantifiable Measurements Required quantifiable outcome measurement not provided by DMO

Cooperative Marketing Fiscal Year 2009 Program Summary

Individual Contract Data for Projects Targeting the Leisure Traveler

DMO Information

Contract #: **09-10-033-11** DMO **City of Ste. Genevieve Tourism Dept.**

Category: **Leisure Travel Marketing** Project: **Visit French Colonial Ste. Genevieve, FY09**

Primary Objectives 1. Increase taxable sales in Ste. Genevieve County 2. Increase the number of visitors/tourists 3. Increase the number of overnight stays

Destination Description As the oldest continuous city in Missouri, Ste. Genevieve is one of the state's most historic sites. Founded in 1740, it has the largest collection of French colonial vertical log houses in North America, including three of five known Poteau en terre (post in the ground) houses. Ste. Genevieve is designated as a historic district with several National Landmark sites. It is quaint, charming and quiet with Europeanese streets, the oldest cemetery in Missouri and the first church west of the Mississippi. Attractions include five different vineyards With their entertainment and special events, many parks and nature reserves that provide opportunities for eco-tourism, the King's Ball, spring Garden Walk, Autumn Daze and the Christmas Walk, more than 30 shops, antique stores, boutiques and award winning Bed & Breakfasts. Visitors find Ste. Genevieve to be a dream village, authentic and quaint.

Budget and Expenditures

		<u>State Dollars Reimbursed:</u>	\$18,517.84
<u>State Dollars Awarded:</u>	\$19,698.00	<u>Local Matching Dollars:</u>	\$18,517.87
		<u>Total Project Cost:</u>	\$37,035.71

Marketing Activity Information

<u>TV Ads Placed</u>	0		
<u>Radio Ads Placed</u>	0	<u>Total Circulation/Gross Impressions</u>	20,605,709
<u>Newspaper Ads Placed</u>	27	<u>Inquiries Reported</u>	59,572
<u>Magazine Ads Placed</u>	11	<u>Cost Per Inquiry</u>	\$0.62
<u>Billboards Leased</u>	0		
<u>Brochures Distributed</u>	4,000	<u>Instate Marketing</u>	40 %
<u>Tradeshows Attended</u>	0	<u>Out-of-State Marketing</u>	60 %
<u>Other Marketing Activity</u>	1		

Project Outcomes

Percentage Completed 94% Did Project Achieve Objectives? Somewhat

DMO Comments There were limited leads from the newspaper ads and no redemption was recorded from the Drury insert. The I-brochure continues to pay for itself by reducing postage to mail visitor guides more than offsetting the cost to produce it.

Impact of Co-op Project The Cooperative Marketing funds allows us to market in regional publications and quality magazines in the Midwest that we otherwise would not be able to do.

Outcome Effect on Future Marketing Future projects will focus on more regional, high quality publications with reader service instead of newspapers and circulars. Reader service will give us a better understanding of the return on investment through inquiry analysis.

