

Missouri Division of Tourism FY2010 Cooperative Marketing Program Guidelines

*PROPOSED FY2010 COOPERATIVE MARKETING PROGRAM INFORMATION AT A GLANCE							
	MARKETING TYPE						
	MARKETING TO THE LEISURE TRAVELER			MARKETING TO THE MEDIA	MARKETING TO THE EVENT PLANNER		RESEARCH
CATEGORY	Small Project Marketing	Leisure Travel Marketing	Destination Advertising	Public Relations	Convention Marketing	Amateur Sports Marketing	Tourism Research
Project period	Two 6-month periods 7/1/09- 12/31/09 & 1/1/10 - 6/30/10	One 12-month period	One 12-month period	One 12-month period	One 12-month period	One 12-month period	One 12-month period
Certification Level	Level I	Level II & III	Level III	Level II	Level II and III	Level II and III	Level I, II, III
County Tourism Level (CTL)	CTL 1 and 2	CTL 3 and 4	CTL 5, 6 and 7	CTL 3 and 4	CTL 4, 5, 6 and 7	CTL 4, 5,6 and 7	CTL 2 ,3,4,5, 6 and 7
Minimum state funds per application	\$500	\$10,000	\$60,000	\$5,000	\$5,000	\$5,000	\$1,000
Maximum state funds per application	CTL 2-\$10,000 CTL 1-\$5,000	CTL 4-\$60,000 CTL 3-\$25,000	CTL 7-\$600,000 CTL 6-\$450,000 CTL 5-\$200,000	CTL 4-\$60,000 CTL 3-\$25,000	CTL 5, 6 and 7-\$60,000 CTL 4-\$30,000	\$25,000	\$5,000
Countywide DMO fiscal year maximum	CTL 2-\$10,000 CTL 1-\$5,000	CTL 4-\$60,000 CTL 3-\$25,000	CTL 7-\$600,000 CTL 6-\$450,000 CTL 5-\$200,000	Maximum combined with Leisure Travel Marketing category	CTL 5, 6 and 7-\$60,000 CTL 4-\$30,000	Maximum combined with Convention Marketing	Maximum combined with Leisure Travel Marketing category
Maximum # of applications accepted	1 per project period/2 per FY	1 or 2 TOTAL per FY	1 per FY	1 per FY	1 per FY	1 per FY	1 per FY
Applications due	3/2/09 and 9/1/09	1/30/09	4/15/09	1/30/09	1/30/09	1/30/09	1/30/09
*Proposed State Funding Level	\$25,000	\$325,000	\$3,280,000	\$80,000	\$300,000	\$75,000	\$15,000
	\$4,100,000						

* These amounts are subject to the appropriation of funds to the Division of Tourism.