

Promote Missouri Fund

Program Summary for the Fiscal
Year Ending June 30, 2015



Working together to lead Missouri in becoming one of America's most memorable tourist destinations.

SECTION I. PROGRAM OVERVIEW

The Division of Tourism's Promote Missouri Fund (formally the Cooperative Marketing Program) has awarded \$55.9 million toward the support of local performance-based tourism marketing projects since its inception in fiscal year 1995. Although the FY2015 program was streamlined, it continues to promote the Cooperative Marketing goals.

Program Goals:

- Support and further the Missouri Division of Tourism's (MDT) overall annual marketing strategy as outlined in the annual marketing plan and position Missouri to compete more effectively for travel and tourism market share during the next decade.
- Create programs based on the common marketing goals of MDT and the Destination Marketing Organization (DMO), thereby creating mutually beneficial marketing executions.
- Create a program that is efficient to execute for both MDT and its partners.

Administration:

The MDT administers the Promote Missouri Fund (PMF) Program on behalf of the Missouri Tourism Commission, which reserves the right to make all final decisions.

Promote Missouri Fund Advisory Committee:

The advisory committee, comprised of ten tourism industry professionals representing each of the five regions of the state, provides valuable industry input to program design and administration of the program.

Strategic Planning:

Over the years, MDT has explored opportunities to enhance and streamline the structure of the Cooperative Marketing Program for FY15 and beyond. Meetings were conducted across the state to seek input on best practices and opportunities for the future. With the support of the Missouri Tourism Commission, the new PMF was launched July 1, 2014.

Promote Missouri Fund (PMF) Opportunities:

- **Marketing Matching Grant** – The Marketing Matching Grant (MMG) is a 50/50 matching program for pre-approved advertising completed in pre-approved media markets. Project reporting and reimbursement requests are due quarterly with a final Project Summary due at the end of the fiscal year. Award amounts are based on the County Tourism Level (CTL) of the certified DMOs.
- **Marketing Platform Development** – The Marketing Platform Development (MPD) is a 50/50 matching program for a one-time, pre-approved, marketing investment that will be utilized beyond the fiscal year of the initial investment. Project Summary Reporting and reimbursement requests are due at the end of the project. This grant is specifically for DMOs with a CTL of 4 or less and is for a maximum of \$5,000.

- **Civil War 150 Promotion** - The Civil War 150 Promotion is a 50/50 matching program for performance-based marketing projects that are designed to increase exposure and attendance of Missouri Civil War 150 events and attractions. FY15 is the final year for the Civil War 150 promotion.
- **Collective Marketing Initiative** – The Collective Marketing Initiative (CMI), while not a matching grant, leverages the resources of MDT through a broad menu of subsidized print and digital marketing opportunities. The major benefits to the DMOs include strength through a unified message, better ad positioning, media outlets with increased reach, potential to run larger ad sizes, and financial savings. FY2015 is the first year for the new program and the opportunities are selected based on their ability to effectively and efficiently reach Missouri’s target customers. CMI participants pay the vendor directly and reporting is not required for the program.

SECTION II. FY2015 PROGRAM ANALYSIS

FY2015 Analysis:

MDT approved 27 tourism marketing projects in the matching grant programs and the awards totaled approximately \$2.6 million. MDT also had a CMI investment of over \$304,000. Coupled with the matching local funds, the PMF generated more than \$5.8 million in marketing to promote Missouri as a premier tourism destination.

Following the completion of each matching grant funded project, participants submit summary reports that assess the outcome of the funded marketing activities. The data is analyzed and combined in this section for program-wide measurement. The following pages reflect the statistical data provided by our participants.

The PMF dollars purchased media advertising which includes television, magazines, radio, inserts, billboards, Search Engine Marketing (SEM), and other electronic marketing. In-state marketing accounted for 22% of the budget, with the remaining 78% being focused on the out-of-state market.

Figure 1 details the dollars that were made available and the actual dollars expended for FY2015 advertising and marketing activities in the three matching grant programs.

Figure 1			
FY15 Summary of Awards/Reimbursements			
<u>Marketing Category</u>	<u># of Contracts</u>	<u>Awarded</u>	<u>Reimbursed</u>
Marketing Matching Grant	21	\$2,628,683	\$2,603,329
Marketing Platform Development	2	\$7,825	\$5,500
Civil War 150	4	\$10,421	\$5,306
Totals	27	\$2,646,929	\$2,614,135

Figure 2 details the dollars that were contributed to CMI by both the DMOs and MDT.

Figure 2			
FY15 Summary of Awards/Reimbursements			
<u>Marketing Category</u>	<u># of Participants</u>	<u>DMO</u>	<u>MDT</u>
Collective Marketing Initiative	29	\$356,246	\$304,536

STATISTICAL DATA:

Outcomes for Marketing Matching Grant:

Ninety percent of the PMF dollars were used for projects in the MMG. The summary reports for projects in this group outline the project objectives as well as the DMO’s measure of the success of the marketing funded. The participants provide the main objectives of the project, gauge the extent to which the objectives were met and comment on the degree of success attributed to the project. These comments can be found in the “Individual Projects” section of this report.

Participants provide measurement research to support the outcomes reported. The level of research required for each project is commensurate with the County Tourism Level (CTL) and the amount of state funding provided. This research provides not only important data, but also valuable insight into Missouri tourism marketing trends at the local level.

Figure 3 summarizes dollars awarded and reimbursed for the MMG by DMO and county designation.

Figure 3

<u>DMO Name</u>	<u>County Designations</u>	<u>Awards</u>	<u>Reimbursement</u>
St. Louis CVC	St. Louis City/County	\$415,000	\$415,000
Visit KC	Jackson/Clay	\$415,000	\$414,343
Branson/Lakes Area Chamber/CVB	Taney	\$415,000	\$415,000
Springfield CVB	Greene/Polk/Christian	\$400,000	\$399,683
Lake of the Ozarks Tri County Lodging	Camden/Miller/Morgan	\$255,000	\$247,130
Chamber of Table Rock/Kimberling City	Stone	\$170,000	\$170,000
City of St. Charles Tourism Department	St. Charles	\$169,904	\$169,493
City of Columbia CVB	Boone	\$84,456	\$84,456
Buchanan County Tourism Board	Buchanan	\$67,500	\$66,107
Carthage CVB	Jasper	\$44,813	\$41,486
Cape Girardeau Chamber /CVB	Cape Girardeau	\$44,330	\$37,331
City of Hannibal CVB	Marion/Ralls	\$35,561	\$35,561
City of Lebanon	Laclede	\$30,735	\$30,086
Jefferson City CVB	Cole	\$22,412	\$22,412
Washington Area Chamber	Franklin	\$15,000	\$14,148
Pulaski County Visitors Bureau	Pulaski	\$12,509	\$11,396
City of Sikeston d/b/a Sikeston CVB	Scott	\$11,965	\$11,965
Moberly Area Chamber of Commerce	Randolph	\$8,000	\$7,621
City of Ste. Genevieve Tourism Dept	Ste. Genevieve	\$6,000	\$4,941
Marshall Chamber of Commerce	Saline	\$4,000	\$4,000
Kirkville Area Chamber of Commerce	Adair	\$1,498	\$1,170
Totals		\$2,628,683	\$2,603,329

Outcomes for Marketing Platform Development:

In FY2015, the MPD program represented less than 1% of the total PMF appropriations with two participants. These funds are available to certified and non-certified DMOs with a CTL of 4 or lower. Each grant is not to exceed \$5,000 and can only be used for a one-time platform investment. FY2015 is the first year for the MPD grant.

Figure 4 summarizes dollars awarded and reimbursed for the MPD by DMO and county designation.

Figure 4			
<u>DMO Name</u>	<u>County</u>	<u>Awards</u>	<u>Reimbursements</u>
Kirksville Area Chamber of Commerce	Adair	\$2,825	\$600
City of Ste. Genevieve Tourism Dept	Ste. Genevieve	\$5,000	\$4,900
Totals		\$7,825	\$5,500

Outcomes for the Civil War 150 Promotion:

The Civil War 150 program provides matching funds for performance-based marketing projects that are designed to increase exposure and attendance of Missouri Civil War 150 events and attractions. Eligible marketing activities include: broadcast, print, billboards, and electronic marketing. FY2015 is the final year for the Civil War 150 Promotion.

Figure 5 summarizes dollars spent in the Missouri Civil War 150 Grant by DMO and Project.

Figure 5			
<u>Organization Name</u>	<u>Project</u>	<u>Awards</u>	<u>Reimbursements</u>
Arcadia Valley Chamber of Commerce	Battle of Pilot Knob	\$4,483	\$3,648
Eminence Area Arts Council	War Across Current River	\$2,012	\$998
Glasgow Chamber of Commerce	Battle of Glasgow	\$1,000	\$0
Mark Twain Home Foundation	Mark Twain’s Retreat	\$3,926	\$660
Totals		\$11,421	\$5,306

Outcomes for the Collective Marketing Initiative:

CMI had a successful introduction into the PMF Program. The CMI menu offers MDT partners the opportunity to purchase advertising as a unified entity. Public and private entities were eligible to participate with preference first given to the Convention and Visitors Bureaus (CVB) and groups of the CVBs. A total of 29 partners participated and MDT supported the effort with a \$304,000 investment.

The major benefits to the DMOs included strength through a unified message, better ad positioning, media outlets with increased reach, potential to run larger ad sizes, and the obvious financial savings. Many DMOs have expressed their appreciation for the new program and would like to participate in the future.

Figure 6 summarizes dollars invested in CMI by DMO/organization and county designation.

Figure 6		
<u>DMO/Organization Name</u>	<u>County</u>	<u>\$ Spent</u>
City of Boonville Tourism Dept	Cooper	\$3,000
Branson/Lakes Area Chamber/CVB	Taney	\$76,045
Callaway County	Callaway	\$1,862
Cape Girardeau Chamber /CVB	Cape Girardeau	\$19,633
Carthage CVB	Jasper	\$3,314
City of Fulton	Callaway	\$8,000
City of Hannibal CVB	Marion/Ralls	\$5,373
City of Hermann Tourism	Gasconade	\$11,512
City of Joplin	Jasper	\$3,724
Visit KC	Jackson/Clay	\$7,448
Kirksville Area Chamber	Adair	\$7,667
Lake of the Ozarks Tri Co Lodging	Camden/Miller/Morgan	\$2,856
Lodge of the Four Seasons	Camden	\$3,724
Missouri State Parks	Multiple	\$2,052
Moberly Area Chamber	Randolph	\$3,724
Nicholas-Beazley Aviation	Saline	\$1,700
Old Trails	Multiple	\$7,708
Pony Express	Buchanan	\$2,346
Pulaski County Visitors Bureau	Pulaski	\$6,220
Saline/Marshall County	Saline/Marshall	\$3,400
Sedalia Area Chamber	Pettis	\$6,230
City of Sikeston d/b/a Sikeston CVB	Scott	\$4,556
Silver Dollar City	Stone	\$28,095
Springfield CVB	Greene/Polk/Christian	\$41,733
City of St. Charles Tourism Dept	St. Charles	\$24,603
Buchanan County Tourism Board	Buchanan	\$38,947
St. Louis CVC	St. Louis City/County	\$16,895
City of Ste. Genevieve Tourism Dept	Ste. Genevieve	\$4,744
Washington Area Chamber	Franklin	\$9,135
Totals		\$356,246

SECTION III. FY2015 ASSESSMENTS - INDIVIDUAL PROJECTS

The following pages reflect the outcome information provided by the participants for each individual FY2015 contract for the MMG and the Civil War 150 Promotion.

Individual Contract Data for Marketing Matching Grant and Civil War Projects

DMO Information

Contract #: **15-01-004-20** DMO: **Marshall Chamber of Commerce**
 Category: **Marketing Matching Grant** Project: **Missouri Life Project**
 CTL: **1**

Budget and Expenditures

State Dollars Awarded:	\$4,000.00	State Dollars Reimbursed:	\$4,000.00
Revised Award:	\$0.00	Local Matching Dollars:	\$4,001.00
		Total Project Cost:	\$8,001.00

Marketing Activity Information

Magazine Ads Placed	4	Billboards Leased	0	Gross Impressions	424,000
Newspaper Ads Placed	0	Electronic Marketing	0	Instate Marketing	95 %
Travel Insert Ads Placed	0	Other Marketing Activity	0	Out-of-State Marketing	5 %
TV Ads Placed	0	Radio Ads Placed	0		

Project Outcomes

FY 2015 (July through June) did not include and significant (on-time) events and therefore the total web-site visits were less for FY 2015. Marshall Chamber is pleased with 2015 web-site visits compared with previous years with no significant events. Being in a premium position in all six issues of Missouri Life, the Marshall Chamber is able promote a wide range of events, activities and points of interest in Saline County that occur throughout the year. Utilizing the MMG Program allowed the Marshall Chamber to promote 33 events, activities and unusual points of interest with local lodging information to promote overnight stays in Saline County. By utilizing the MMG Program, 16 different event organizers and tourism groups are able to promote their activities and events.

Quantifiable Measurements (As provided by the participant)

CTLs 1 to 5 - Tax Revenue Comparison

Tax Comparison FY14 to FY15: -11.58%

Individual Contract Data for Marketing Matching Grant and Civil War Projects

DMO Information

Contract #: **15-01-010-20** DMO: **Buchanan Co. Tourism Board d/b/a St. Joseph CVB**
 Category: **Marketing Matching Grant** Project: **St. Joseph CVB FY15 Marketing Project**
 CTL: **4**

Budget and Expenditures

State Dollars Awarded:	\$67,500.00	State Dollars Reimbursed:	\$66,107.48
Revised Award:	\$0.00	Local Matching Dollars:	\$66,107.48
		Total Project Cost:	\$132,214.96

Marketing Activity Information

Magazine Ads Placed	13	Billboards Leased	0	Gross Impressions	84,144,000
Newspaper Ads Placed	2	Electronic Marketing	6	Instate Marketing	44 %
Travel Insert Ads Placed	6	Other Marketing Activity	0	Out-of-State Marketing	56 %
TV Ads Placed	0	Radio Ads Placed	160		

Project Outcomes

The Cooperative Marketing Program allowed us additional funding to advertise in outlets not regularly affordable to our DMO and those advertising purchases resulted in more inquiries than could have been generated alone.

Quantifiable Measurements (As provided by the participant)

CTLs 1 to 5 - Tax Revenue Comparison

Tax Comparison FY14 to FY15: 9.19%

Individual Contract Data for Marketing Matching Grant and Civil War Projects

DMO Information

Contract #: **15-01-013-20** DMO: **Visit KC**
 Category: **Marketing Matching Grant** Project: **FY15 Leisure Marketing**
 CTL: **7**

Budget and Expenditures

State Dollars Awarded:	\$415,000.00	State Dollars Reimbursed:	\$414,343.16
Revised Award:	\$0.00	Local Matching Dollars:	\$414,067.75
		Total Project Cost:	\$828,410.91

Marketing Activity Information

Magazine Ads Placed	0	Billboards Leased	0	Gross Impressions	87,370,398
Newspaper Ads Placed	0	Electronic Marketing	21	Instate Marketing	20 %
Travel Insert Ads Placed	0	Other Marketing Activity	0	Out-of-State Marketing	80 %
TV Ads Placed	27	Radio Ads Placed	27		

Project Outcomes

As a DMO that is primarily funded by CT tax the MMG program allows us to reach a much larger audience via more markets, greater frequency and more mediums by doubling our media budget. Were we not to have the MMG funds we would be limited either in our marketing or our other bureau expenditures such as convention media, convention sales and trade shows. The grant allows us to keep a solid base in leisure marketing without cutting other marketing projects that drive economic impact for the destination.

Quantifiable Measurements (As provided by the participant)

CTLs 6 and 7 - Advertising Effectiveness Study

Advertising Recall:	60.00%	Incremental Trips:	95,400	Economic Impact:	\$78,300,000
#Aware Households:	2,000,000	Incremental Room Nights	225,000	Advertising \$\$ Spent:	\$966,217
Increment Travel:	6.70%	Dollars Spent per Trip:	\$821.00	Return on Investment (ROI)	\$81.00

Individual Contract Data for Marketing Matching Grant and Civil War Projects

DMO Information

Contract #: **15-02-012-20** DMO: **St. Louis CVC**
 Category: **Marketing Matching Grant** Project: **FY2015 Destination Advertising**
 CTL: **7**

Budget and Expenditures

State Dollars Awarded:	\$415,000.00	State Dollars Reimbursed:	\$415,000.00
Revised Award:	\$0.00	Local Matching Dollars:	\$415,000.00
		Total Project Cost:	\$830,000.00

Marketing Activity Information

Magazine Ads Placed	0	Billboards Leased	0	Gross Impressions	87,849,203
Newspaper Ads Placed	0	Electronic Marketing	0	Instate Marketing	22 %
Travel Insert Ads Placed	0	Other Marketing Activity	0	Out-of-State Marketing	78 %
TV Ads Placed	8,507	Radio Ads Placed	3,145		

Project Outcomes

The CVC was able to conduct campaigns during 3 seasons for nearly year-round exposure. The CVC's campaign utilized multiple media platforms. As reported in SMARI's Ad Effectiveness Study, this media "overlap" provided an increase in overall campaign exposure and incremental travel. The 2015 campaign generated nearly 440,000 trips for \$376 million in visitor spending. This results in an ROI of \$270, nearly double that of the previous year.

Quantifiable Measurements (As provided by the participant)

CTLs 6 and 7 - Advertising Effectiveness Study

Advertising Recall:	51.00%	Incremental Trips:	439,470	Economic Impact:	\$376,186,071
#Aware Households:	9,866,155	Incremental Room Nights	0	Advertising \$\$ Spent:	\$1,392,193
Increment Travel:	4.50%	Dollars Spent per Trip:	\$856.00	Return on Investment (ROI)	\$270.00

Individual Contract Data for Marketing Matching Grant and Civil War Projects

DMO Information

Contract #: **15-02-015-20** DMO: **Moberly Area Chamber of Commerce**
 Category: **Marketing Matching Grant** Project: **You Could Be Here!**
 CTL: **2**

Budget and Expenditures

State Dollars Awarded:	\$8,000.00	State Dollars Reimbursed:	\$7,621.00
Revised Award:	\$0.00	Local Matching Dollars:	\$8,991.00
		Total Project Cost:	\$16,612.00

Marketing Activity Information

Magazine Ads Placed	12	Billboards Leased	0	Gross Impressions	1,633,140
Newspaper Ads Placed	0	Electronic Marketing	0	Instate Marketing	75 %
Travel Insert Ads Placed	0	Other Marketing Activity	0	Out-of-State Marketing	25 %
TV Ads Placed	0	Radio Ads Placed	0		

Project Outcomes

Since this was our first year to participate in this program, it has provided information for us to use as a benchmark going forward in our marketing efforts. It is helping us to better understand ways to better market our area.

Quantifiable Measurements (As provided by the participant)

CTLs 1 to 5 - Tax Revenue Comparison

Tax Comparison FY14 to FY15: 1.61%

Individual Contract Data for Marketing Matching Grant and Civil War Projects

DMO Information

Contract #: **15-02-016-20** DMO: **City of Hannibal CVB**
 Category: **Marketing Matching Grant** Project: **Adventure. History. Romance.**
 CTL: **4**

Budget and Expenditures

State Dollars Awarded:	\$35,561.00	State Dollars Reimbursed:	\$35,561.00
Revised Award:	\$0.00	Local Matching Dollars:	\$35,561.00
		Total Project Cost:	\$71,122.00

Marketing Activity Information

Magazine Ads Placed	1	Billboards Leased	8	Gross Impressions	2,012,327
Newspaper Ads Placed	0	Electronic Marketing	1	Instate Marketing	28 %
Travel Insert Ads Placed	2	Other Marketing Activity	0	Out-of-State Marketing	72 %
TV Ads Placed	0	Radio Ads Placed	1,463		

Project Outcomes

The MMG project allowed us to expand our marketing efforts in our target markets. We were able to utilize a variety of mediums to reinforce our message across traditional media, outdoor media and online. Without the MMG project, the leisure travel marketing for our DMO would have been forced to choose fewer outlets to push our message to potential customers, greatly reducing our message's reach.

Quantifiable Measurements (As provided by the participant)

CTLs 1 to 5 - Tax Revenue Comparison

Tax Comparison FY14 to FY15: 5.42%

Individual Contract Data for Marketing Matching Grant and Civil War Projects

DMO Information

Contract #: **15-02-025-99** DMO: **Mark Twain Home Foundation**
Category: **Civil War 150 Promotion** Project: **Mark Twain's Retreat**

Budget and Expenditures

State Dollars Awarded:	\$3,926.00	State Dollars Reimbursed:	\$660.40
Revised Award:	\$660.40	Local Matching Dollars:	\$660.40
		Total Project Cost:	\$1,320.80

Marketing Activity Information

Magazine Ads Placed	3	Billboards Leased	0	Gross Impressions	0
Newspaper Ads Placed	1	Electronic Marketing	0	Instate Marketing	0 %
Travel Insert Ads Placed	0	Other Marketing Activity	0	Out-of-State Marketing	0 %
TV Ads Placed	0	Radio Ads Placed	0		

Project Outcomes

General headcount was taken at performances and tour groups booked through the museum were considered as well.

Individual Contract Data for Marketing Matching Grant and Civil War Projects

DMO Information

Contract #: **15-03-017-20** DMO: **City of Columbia CVB**
 Category: **Marketing Matching Grant** Project: **CCVB Marketing FY15**
 CTL: **5**

Budget and Expenditures

State Dollars Awarded:	\$84,456.00	State Dollars Reimbursed:	\$84,456.00
Revised Award:	\$0.00	Local Matching Dollars:	\$84,456.00
		Total Project Cost:	\$168,912.00

Marketing Activity Information

Magazine Ads Placed	9	Billboards Leased	2	Gross Impressions	27,431,119
Newspaper Ads Placed	0	Electronic Marketing	19	Instate Marketing	76 %
Travel Insert Ads Placed	0	Other Marketing Activity	0	Out-of-State Marketing	24 %
TV Ads Placed	0	Radio Ads Placed	0		

Project Outcomes

As in years past, the Marketing Matching Grant from the Promote Missouri Fund program has allowed our CVB to better promote and market our destination. Using a combination of digital, traditional, print and outdoor along with other marketing components not included in the MMG program, we were able to reach millions of targeted, potential visitors. We have continued to build on our improved brand and marketing campaigns and were able to execute the launch of a new campaign at the beginning of FY16. Without the matching grant, ensuring funds were available to make this new creative possible would have been more difficult. The program truly allows our CVB to reach new heights in promoting Columbia. It enables us to explore new markets, new tactics and new creative visions.

Quantifiable Measurements (As provided by the participant)

CTLs 1 to 5 - Tax Revenue Comparison

Tax Comparison FY14 to FY15: 6.04%

Individual Contract Data for Marketing Matching Grant and Civil War Projects

DMO Information

Contract #: **15-03-020-20** DMO: **City of Lebanon**
 Category: **Marketing Matching Grant** Project: **Lebanon/Laclede County LTM Campaign**
 CTL: **4**

Budget and Expenditures

State Dollars Awarded:	\$30,735.00	State Dollars Reimbursed:	\$30,086.35
Revised Award:	\$30,188.00	Local Matching Dollars:	\$30,735.00
		Total Project Cost:	\$60,821.35

Marketing Activity Information

Magazine Ads Placed 21	Billboards Leased 2	Gross Impressions 2,366,360
Newspaper Ads Placed 0	Electronic Marketing 12	Instate Marketing 58 %
Travel Insert Ads Placed 1	Other Marketing Activity 0	Out-of-State Marketing 42 %
TV Ads Placed 11,952	Radio Ads Placed 0	

Project Outcomes

The MMG project allowed us to send our message out through multiple media outlets for a total of 2.4 billion potential views to elicit travelers. The survey shows our conversion rate went down slightly but the MMG program continues to allow us to increase our advertising investment to reach more potential visitors. Ad awareness has increased an additional 1% since FY14 with more than two-thirds of visitors recalling seeing printed advertisements. Our website views went up 36.9%, another positive increase from last year, showing the success of our advertising call to action, which is consistently our website, lebanonmo.org.

Quantifiable Measurements (As provided by the participant)

CTLs 1 to 5 - Tax Revenue Comparison

Tax Comparison FY14 to FY15: 9.02%

Individual Contract Data for Marketing Matching Grant and Civil War Projects

DMO Information

Contract #: **15-03-024-20** DMO: **Lake of the Ozarks Tri-County Lodging Association**
 Category: **Marketing Matching Grant** Project: **Lake of the Ozarks Advertising Campaign**
 CTL: **5**

Budget and Expenditures

State Dollars Awarded:	\$255,000.00	State Dollars Reimbursed:	\$247,129.56
Revised Award:	\$0.00	Local Matching Dollars:	\$247,129.58
		Total Project Cost:	\$494,259.14

Marketing Activity Information

Magazine Ads Placed	41	Billboards Leased	4	Gross Impressions	645,981,465
Newspaper Ads Placed	0	Electronic Marketing	20	Instate Marketing	18 %
Travel Insert Ads Placed	0	Other Marketing Activity	23	Out-of-State Marketing	82 %
TV Ads Placed	93	Radio Ads Placed	168		

Project Outcomes

Reported Sales/Use Tax for the three counties was up 3.25% even though the three county area experienced thirty inches of rain in the fourth quarter. Lodging Tax collections were up one percent for the project period. We had two of our larger group hotels that were either closed during the project period or not paying the county lodging tax. Factoring in what those hotels had reported for the previous year, we would have been up 4.9% in lodging tax collections for the project period. Visits to the DMO's website were up 40.2% compared to the previous year project period. TCLA has greatly enhanced our financial advertising partnership with the City of Osage Beach which resulted in increased Funlake.com branding messaging. Calls to the 800 numbers were up 34%. TCLA under spent our approved funding because Valassis was cancelled following the approval process and the Golf Council under spent their projected television buy.

Quantifiable Measurements (As provided by the participant)

CTLs 1 to 5 - Tax Revenue Comparison

Tax Comparison FY14 to FY15: 3.25%

CTLs 6 and 7 - Advertising Effectiveness Study

Advertising Recall:	40.20%	Incremental Trips:	73,670	Economic Impact:	\$57,314,501
#Aware Households:	1,348,474	Incremental Room Nights	218,067	Advertising \$\$ Spent:	\$289,057
Increment Travel:	5.50%	Dollars Spent per Trip:	\$778.00	Return on Investment (ROI)	\$198.00

Individual Contract Data for Marketing Matching Grant and Civil War Projects

DMO Information

Contract #: **15-04-014-20** DMO: **Springfield CVB**
 Category: **Marketing Matching Grant** Project: **FY15 Leisure Advertising Campaign**
 CTL: **6**

Budget and Expenditures

State Dollars Awarded:	\$400,000.00	State Dollars Reimbursed:	\$399,682.98
Revised Award:	\$0.00	Local Matching Dollars:	\$399,683.00
		Total Project Cost:	\$799,365.98

Marketing Activity Information

Magazine Ads Placed 11	Billboards Leased 0	Gross Impressions 103,636,807
Newspaper Ads Placed 0	Electronic Marketing 11	Instate Marketing 20 %
Travel Insert Ads Placed 1	Other Marketing Activity 21	Out-of-State Marketing 80 %
TV Ads Placed 2	Radio Ads Placed 2	

Project Outcomes

The MMG project allows the Springfield CVB to leverage its limited marketing dollars to more than double its leisure advertising reach. This increased spend allows us to target a broader geographic and demographic area and thus, increasing the potential impact on overnight visitation to Springfield. In addition, this program sets a standard by which each DMO is held accountable to produce high quality creative to ensure Missouri is represented in the best light with our potential visitors. We are thankful for the opportunity to participate in this program and look forward to working together to ensure that the state of Missouri is well represented in our target markets to ensure positive economic impact on our communities.

Quantifiable Measurements (As provided by the participant)

CTLs 6 and 7 - Advertising Effectiveness Study

Advertising Recall: 38.70%	Incremental Trips: 110,000	Economic Impact: \$58,700,000
#Aware Households: 7,100,000	Incremental Room Nights 307,000	Advertising \$\$ Spent: \$800,000
Increment Travel: 1.50%	Dollars Spent per Trip: \$533.00	Return on Investment (ROI) \$73.00

Individual Contract Data for Marketing Matching Grant and Civil War Projects

DMO Information

Contract #: **15-04-018-20** DMO: **Chamber of Commerce of Table Rock Lake/Kimberling City Area**
 Category: **Marketing Matching Grant** Project: **My Table Rock Lake**
 CTL: **5**

Budget and Expenditures

State Dollars Awarded:	\$170,000.00	State Dollars Reimbursed:	\$170,000.00
Revised Award:	\$0.00	Local Matching Dollars:	\$170,051.21
		Total Project Cost:	\$340,051.21

Marketing Activity Information

Magazine Ads Placed	1	Billboards Leased	0	Gross Impressions	25,236,032
Newspaper Ads Placed	0	Electronic Marketing	2	Instate Marketing	22 %
Travel Insert Ads Placed	1	Other Marketing Activity	1	Out-of-State Marketing	78 %
TV Ads Placed	1,655	Radio Ads Placed	0		

Project Outcomes

Without the MMG project, we would not have been able to have the impact we had. The dramatic increase in website visits (127%) and a 204% increase in clicks delivered through SEM are just some examples. It is very obvious when you look at the 13% increase in sales tax that this marketing project is positively affecting our destination. Due to limited funding, these types of results would not be possible for us without the MMG project and the matching funds.

Quantifiable Measurements (As provided by the participant)

CTLs 1 to 5 - Tax Revenue Comparison

Tax Comparison FY14 to FY15: 13.40%

Individual Contract Data for Marketing Matching Grant and Civil War Projects

DMO Information

Contract #: **15-04-023-20** DMO: **Carthage CVB**
 Category: **Marketing Matching Grant** Project: **FY15 Visit Carthage**
 CTL: **4**

Budget and Expenditures

State Dollars Awarded:	\$44,813.00	State Dollars Reimbursed:	\$41,486.00
Revised Award:	\$41,486.00	Local Matching Dollars:	\$4,186.33
		Total Project Cost:	\$45,672.33

Marketing Activity Information

Magazine Ads Placed	31	Billboards Leased	0	Gross Impressions	10,182,199
Newspaper Ads Placed	0	Electronic Marketing	1	Instate Marketing	43 %
Travel Insert Ads Placed	2	Other Marketing Activity	1	Out-of-State Marketing	57 %
TV Ads Placed	0	Radio Ads Placed	0		

Project Outcomes

The Marketing Matching Grant program exponentially increased the ability of Carthage to promote our beautiful city. The effectiveness in the campaign really shows in our websites, but we are also thrilled with the results by our area restaurants and retailers that tell of the increased out of town traffic. In Carthage, we show a 9% increase in sales taxes over last year and a portion of that can be positively attributed to our campaigns and our day tripping tourists. Remarkably, our event planners in December of 2014 reported a significant impact of tourists from Springfield, Missouri. Our ads in 417 Magazine were specifically targeted to the Springfield area. Additionally, we showed an increase in lodging in November of 2014 that we credit to this campaign. Overall, Carthage has shown a great impact of increase in lodging from 2013 to present. We feel that funds from the MMG grant provided those opportunities. Finally, we were able to work with Joplin on a few projects that we found to be mutually beneficial, and the lodging totals in Joplin show an increase from last fiscal year.

Quantifiable Measurements (As provided by the participant)

CTLs 1 to 5 - Tax Revenue Comparison

Tax Comparison FY14 to FY15: 6.00%

Individual Contract Data for Marketing Matching Grant and Civil War Projects

DMO Information

Contract #: **15-05-003-99** DMO: **Eminence Area Arts Council**
 Category: **Civil War 150 Promotion** Project: **Civil War Across Current River**

Budget and Expenditures

State Dollars Awarded:	\$1,012.00	State Dollars Reimbursed:	\$797.50
Revised Award:	\$0.00	Local Matching Dollars:	\$797.50
		Total Project Cost:	\$1,595.00

Marketing Activity Information

Magazine Ads Placed	0	Billboards Leased	0	Gross Impressions	0
Newspaper Ads Placed	7	Electronic Marketing	0	Instate Marketing	0 %
Travel Insert Ads Placed	0	Other Marketing Activity	0	Out-of-State Marketing	0 %
TV Ads Placed	0	Radio Ads Placed	7		

Project Outcomes

Numbers were gestimated and calculated by sight each night.

Individual Contract Data for Marketing Matching Grant and Civil War Projects

DMO Information

Contract #: **15-05-006-99** DMO: **Arcadia Valley Chamber of Commerce**
 Category: **Civil War 150 Promotion** Project: **150th Anniversary of the Battle of Pilot Knob**

Budget and Expenditures

State Dollars Awarded:	\$4,483.00	State Dollars Reimbursed:	\$3,648.17
Revised Award:	\$0.00	Local Matching Dollars:	\$3,648.18
		Total Project Cost:	\$7,296.35

Marketing Activity Information

Magazine Ads Placed	0	Billboards Leased	0	Gross Impressions	0
Newspaper Ads Placed	0	Electronic Marketing	2	Instate Marketing	0 %
Travel Insert Ads Placed	0	Other Marketing Activity	0	Out-of-State Marketing	0 %
TV Ads Placed	0	Radio Ads Placed	697		

Project Outcomes

The superintendent of Ft. Davidson State Historic Site stated the attendance was based on previous reenactment, which was 30,000 in 2010. They estimated there were 30,000 in attendance on Saturday and 15,000 on Sunday in 2014.

Individual Contract Data for Marketing Matching Grant and Civil War Projects

DMO Information

Contract #: **15-05-019-20** DMO: **City of Ste. Genevieve Tourism Department**
 Category: **Marketing Matching Grant** Project: **Ste. Genevieve Destination Marketing**
 CTL: **1**

Budget and Expenditures

State Dollars Awarded:	\$6,000.00	State Dollars Reimbursed:	\$4,940.88
Revised Award:	\$0.00	Local Matching Dollars:	\$11,820.00
		Total Project Cost:	\$16,760.88

Marketing Activity Information

Magazine Ads Placed	6	Billboards Leased	0	Gross Impressions	1,802,969
Newspaper Ads Placed	0	Electronic Marketing	0	Instate Marketing	16 %
Travel Insert Ads Placed	0	Other Marketing Activity	0	Out-of-State Marketing	84 %
TV Ads Placed	0	Radio Ads Placed	0		

Project Outcomes

The Ste. Genevieve Tourism Destination Marketing program elements which were funded through the MDT MMG program were part of a larger, integrated advertising campaign focused on our targeted demographic and increasing cultural and leisure travel enthusiasts. The six print ads which were presented through the MMG program were a key component to the overall success of our FY15 destination marketing campaign, in conjunction with radio, tv, website and digital media, SEM and other print ads and collateral materials conducted during this period. This fully integrated marketing communications program achieved the following positive outcomes to attract these visitors to our destination. Highlights of the SG DMO impacts during the period specified included:

- Increasing the number of inquiries to website, phone inquiry and reader service requests for info
 - Increasing the taxes collected through the overnight Lodging tax
 - Increasing the total number of visitors based on direct counts at the Welcome Center
- In summary, the "Destination Marketing" campaign, has been an effective tool in raising awareness, tipping travelers to plan and make a visit to Ste. Genevieve by showcasing Ste. Genevieve attractions for day trip, multiple-day and overnight stays.

Quantifiable Measurements (As provided by the participant)

CTLs 1 to 5 - Tax Revenue Comparison

Tax Comparison FY14 to FY15: 0.14%

