

Cooperative Marketing Summary

for the Fiscal Year Ending June 30, 2016



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

SECTION I. PROGRAM OVERVIEW

The Missouri Division of Tourism's (MDT) Cooperative Marketing Programs include the Promote Missouri Fund (PMF) and the SEM Partnership. The PMF has awarded over \$58 million toward the support of local performance-based tourism marketing projects since its inception in fiscal year 1995. The PMF is separated into three distinct programs: Marketing Matching Grant, Marketing Platform Development and Collective Marketing Initiative.

Cooperative Marketing Goals:

- Support and further the Missouri Division of Tourism's 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 its Destination Marketing Organizations (DMO), thereby creating mutually beneficial marketing executions.
- Create a program that is efficient to implement for both MDT and its partners.

Administration:

MDT administers the PMF on behalf of the Missouri Tourism Commission, which reserves the right to make all final decisions. MDT partners with both Madden Media and H&L Partners to administer the Cooperative Marketing Programs.

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 customer input about program design and administration of the program.

Promote Missouri Fund Opportunities:

- **Marketing Matching Grant** – The Marketing Matching Grant (MMG) is a 50/50 matching program for preapproved leisure travel advertising completed in preapproved media markets. Project reporting and reimbursement requests are due quarterly with a final Project Summary Report 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, preapproved marketing investment that will be utilized beyond the fiscal year of the initial investment. The Project Summary Report and reimbursement request is due at the end of the project. This grant is specifically for DMOs with a CTL of 4 or less and can also be utilized by regional partnerships. Each individual grant has a cap of \$5,000 in matching funds.
- **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 the obvious financial savings. The program 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; the program is open to DMOs as well as other tourism industry organizations.

Search Engine Marketing Partnership:

The Search Engine Marketing (SEM) Partnership is not located under the umbrella of the PMF; however, it is a dynamic and powerful cooperative marketing tool. The program allows DMOs to send a steady stream of qualified traffic to their website. The unified effort drives traffic to their site without competing with the state or other Missouri participants. The program is a 50/50 match with minimums/maximums and various budget levels. SEM participants pay Madden Media directly and reporting is not required for the program.

SECTION II. FY2016 COOPERATIVE MARKETING ANALYSIS

FY2016 Analysis:

MDT approved 30 tourism marketing projects in the matching grant programs and the awards totaled approximately \$2.7 million. Also, MDT had a CMI investment of more than \$315,000 and SEM investments of almost \$236,000. The MDT and partners’ combined investments led to a \$6.5 million budget for local industry partners to market their destinations.

Upon completion of each matching grant project, participants submit summary reports assessing the outcome of the funded marketing activities. The following pages contain an analysis of participant-provided statistical data for program-wide measurement.

The MMG dollars purchased media advertising which includes television, magazines, radio, inserts, billboards and digital marketing. In-state marketing accounted for 20 percent of the budget, with the remaining 80 percent focused on the out-of-state market.

Figure 1 details the dollars that were made available and the actual dollars expended for FY2016 advertising and marketing activities in each the programs. This figure includes both MDT and DMO contributions.

Figure 1				
FY16 Summary of Cooperative Marketing Investments				
<u>Marketing Category</u>	<u>Participating Organizations</u>	<u>Awarded Amount</u>	<u>MDT Contribution</u>	<u>DMO Contribution</u>
Marketing Matching Grant	24	\$2,739,401	\$2,635,798	\$2,816,236
Marketing Platform Development	6	\$21,850	\$19,138	\$19,338
Collective Marketing Initiative	22	N/A	\$315,936	\$276,893

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Search Engine Marketing	17	N/A	\$235,987	\$235,987
Totals	35	\$2,761,251	\$3,206,859	\$3,348,454

STATISTICAL DATA:

Outcomes for Marketing Matching Grant:

More than 80 percent of the cooperative marketing dollars were used for projects in the MMG – this amount continues to be fairly consistent year to year within the programs. The summary report outlines the project’s objectives as well as the DMO’s measure of success for the funded project. 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 reported outcomes. The level of research required for each project is commensurate with the 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 2 summarizes dollars awarded and reimbursed for the MMG program by DMO and county designation. This figure shows contributions by MDT only.

<u>DMO Name</u>	<u>County Designations</u>	<u>Awarded</u>	<u>Reimbursed</u>
Branson/Lakes Area Chamber /CVB	Taney	\$415,000	\$415,000
St. Louis CVC	St. Louis/St. Louis City	\$415,000	\$415,000
Visit KC	Jackson	\$415,000	\$362,151
Springfield CVB	Christina/Greene/Polk	\$400,000	\$400,000
Table Rock Lake/Kimberling City Chamber	Stone	\$200,000	\$199,885
Lake of the Ozarks Tri-County Lodging	Camden/Miller/Morgan	\$200,000	\$191,212
City of St. Charles Tourism Department	St. Charles	\$199,725	\$198,597
City of Columbia CVB	Boone	\$82,265	\$75,599
Platte County Visitors Bureau	Platte	\$77,780	\$58,482
Buchanan County Tourism Board	Buchanan	\$45,000	\$45,000
Carthage CVB	Jasper	\$45,000	\$45,000
City of Hannibal CVB	Marion/Ralls	\$45,000	\$45,000
Pulaski County Visitors Bureau	Pulaski	\$36,730	\$34,094
Cape Girardeau Chamber/CVB	Cape Girardeau	\$36,289	\$29,750
City of Lebanon	Laclede	\$31,543	\$30,536
Jefferson City CVB	Cole	\$22,492	\$22,491
City of Sikeston d/b/a Sikeston CVB	Scott	\$20,000	\$20,000
Washington Area Chamber of Commerce	Franklin	\$12,740	\$12,740
Clinton Tourism Association, Inc	Henry	\$11,891	\$8,942

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Moberly Area Chamber of Commerce	Randolph	\$8,000	\$8,000
Sedalia Convention & Visitors Bureau	Pettis	\$6,786	\$6,731
City of West Plains Tourism Development	Howell	\$5,160	\$4,623
City of Boonville Tourism Department	Cooper	\$4,000	\$2,965
City of Ste Genevieve Tourism Department	Ste. Genevieve	\$4,000	\$4,000
Totals		\$2,739,401	\$2,635,798

Figure 3 summarizes the number of ads placed within the MMG program by media type. This figure shows contributions by both MDT and DMOs.

Figure 3

<u>Media Type</u>	<u>Number of Ads</u>	<u>Amount Invested</u>	<u>Percent of MMG</u>
Television	29,350	\$2,801,510	51%
Digital	181	\$1,218,372	22%
Print	248	\$719,771	13%
Radio	10,828	\$290,137	6%
SEM	30	\$284,131	5%
Billboards	20	\$138,113	3%
Totals	40,657	\$5,452,034	100%

Outcomes for Marketing Platform Development:

In FY2016, the MPD program represented less than 1 percent of the total PMF appropriations with six participants. These funds are available to certified and non-certified DMOs with a CTL of four or lower. Each grant is not to exceed \$5,000 and can only be used for a one-time platform investment.

Figure 4 summarizes dollars awarded and reimbursed for the MPD program by DMO and county designation. This figure shows contributions by MDT only.

Figure 4

<u>DMO Name</u>	<u>County</u>	<u>Awards</u>	<u>Reimbursements</u>
City of Eminence	Shannon	\$5,000	\$3,700
City of Ste. Genevieve Tourism Dept	Ste. Genevieve	\$5,000	\$5,000
Old Trails Regional Partnership	Lafayette	\$4,800	\$4,800
Carthage CVB	Jasper	\$3,150	\$1,738
Kennett Chamber of Commerce	Dunklin	\$2,500	\$2,500
Monett Chamber of Commerce	Barry	\$1,400	\$1,400
Totals		\$21,850	\$19,138

Outcomes for the Collective Marketing Initiative:

The CMI menu of subsidized print and digital marketing choices offer MDT partners the opportunity to purchase advertising as a unified entity. Public and private entities were eligible to participate with preference first given to certified DMOs, then non-certified DMOs and industry partners. A total of 22 partners participated and MDT supported the effort with a \$315,000 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 financial savings.

Figure 5 summarizes the total dollars invested by MDT in CMI and the DMO/organization (and the county designation) that participated. This figure shows the total amount contributed by MDT only.

Figure 5	
<u>DMO/Organization Name</u>	<u>County</u>
Branson Lakes Area COC/CVB	Taney
Cape Girardeau CVB	Cape Girardeau
Chateau on the Lake	Taney
Fulton/Callaway County	Callaway
Hannibal CVB	Marion/Ralls
Independence Tourism Dept	Jackson
Jefferson City CVB	Cole
Joplin CVB	Jasper
Lake of the Ozarks Tri-County Lodging	Camden/Miller/Morgan
MO State Parks	Multiple
Moberly Area Chamber of Commerce	Randolph
Old Trails	Lafayette
Pulaski County Visitors Bureau	Pulaski
Sedalia Area Chamber/CVB	Pettis
Sikeston CVB	Scott
Silver Dollar City	Stone
Springfield CVB	Christian/Greene/Polk
St. Charles CVB	St. Charles
St. Joseph CVB	Buchanan
St. Louis CVC	St. Louis/St. Louis City
City of Ste. Genevieve Tourism Dept	Ste. Genevieve
Washington Area Chamber	Franklin
Totals	\$315,936

Outcomes for the Search Engine Marketing Partnership:

The SEM Partnership is available to both certified and non-certified DMOs in the state. The program is provided through MDT’s partner, Madden Media. In FY16, 17 DMOs participated.

Figure 6 summarizes the total dollars invested by MDT in SEM and the DMO/organization (and the county designation) that participated. This figure shows the total amount contributed by MDT only.

Figure 6	
<u>DMO/Organization Name</u>	<u>County</u>
Branson Lakes Area COC/CVB	Taney
Cape Girardeau CVB	Cape Girardeau
City of Lebanon	Laclede
Clinton Chamber of Commerce	Henry
Hannibal CVB	Marion/Ralls
Hermann City Hall - Tourism	Gasconade
Independence Tourism Dept	Jackson
Jefferson City CVB	Cole
Joplin CVB	Jasper
Lake of the Ozarks Tri-County Lodging	Camden/Miller/Morgan
Pulaski County Tourism Bureau	Pulaski
Sedalia Area Chamber/CVB	Pettis
St. Charles CVB	St. Charles
St. Joseph CVB	Buchanan
City of Ste. Genevieve Tourism Dept	Ste. Genevieve
Visit KC	Jackson
Washington Area Chamber	Franklin
Totals	\$235,987

SECTION III. FY2016 ASSESSMENTS - INDIVIDUAL PROJECTS

The following pages reflect the outcome information provided by the participants for each individual FY2016 contract for the MMG.

Fiscal Year 2016 Program Summary

Individual Contract Data for Marketing Matching Grant

DMO Information

DMO: **Visit KC** CTL: **7**
Project: **Leisure Marketing** Contract #: **16-01-001-20**

Budget and Expenditures

State Dollars Awarded:	\$415,000.00	State Dollars Reimbursed:	\$362,150.59
Revised Award:	\$409,859.30	Local Matching Dollars:	\$362,150.84
		Total Project Cost:	\$724,301.43

Marketing Activity Information

Magazine Ads Placed:	0	Billboards Leased:	0	Gross Impressions:	94,070,945
Newspaper Ads Placed:	0	Electronic Marketing:	15		
Travel Insert Ads Placed:	0	Other Marketing Activity:	0	Instate Marketing:	20 %
TV Ads Placed:	29	Radio Ads Placed:	62	Out-of-State Marketing:	80 %

SEM Activity Information

# of Campaigns:	# of Impressions:
# of Clicks Delivered:	Average Click-through Rate:

Project Outcomes

The MMG project allows Visit KC to purchase more media: more markets, more mediums and more frequency. As an organization primarily funded by travel and tourism tax revenue, we count on every partnership to help increase our overall leisure marketing budget. Without the support of the Missouri Division of Tourism, we would be faced with a smaller buy, thus limiting revenue generation, or with no money for our (modest) convention and meeting marketing which is pivotal to our success as well. The project continues to allow Visit KC to reach our primary regional markets to help sustain the hospitality industry in Kansas City, thus providing jobs and offsetting other taxes for residents.

Quantifiable Measurements (As provided by the participant)

CTLs 1 to 5 - Tax Revenue Comparison

Tax Comparison FY15 to FY16:

CTLs 6 and 7 - Advertising Effectiveness Study

Advertising Recall:	48.00%	Incremental Trips:	70,900	Economic Impact:	\$60,600,000
#Aware Households:	2,700,000	Incremental Room Nights:	164,000	Advertising \$\$ Spent:	\$654,000
Increment Travel:	4.90%	Dollars Spent per Trip:	\$855.00	Return on Investment (ROI)	\$93.00

Fiscal Year 2016 Program Summary

Individual Contract Data for Marketing Matching Grant

DMO Information

DMO: **Buchanan Co. Tourism Board d/b/a St. Joseph CVB** CTL: **4**
Project: **Marketing for Buchanan County** Contract #: **16-01-007-20**

Budget and Expenditures

State Dollars Awarded:	\$45,000.00	State Dollars Reimbursed:	\$45,000.00
Revised Award:	\$0.00	Local Matching Dollars:	\$52,583.50
		Total Project Cost:	\$97,583.50

Marketing Activity Information

Magazine Ads Placed:	17	Billboards Leased:	0	Gross Impressions:	76,451,301
Newspaper Ads Placed:	0	Electronic Marketing:	2		
Travel Insert Ads Placed:	2	Other Marketing Activity:	0	Instate Marketing:	48 %
TV Ads Placed:	0	Radio Ads Placed:	100	Out-of-State Marketing:	52 %

SEM Activity Information

# of Campaigns:	# of Impressions:
# of Clicks Delivered:	Average Click-through Rate:

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 FY15 to FY16: -0.14%

CTLs 6 and 7 - Advertising Effectiveness Study

Advertising Recall:	0.00%	Incremental Trips:	0	Economic Impact:	\$0
#Aware Households:	0	Incremental Room Nights	0	Advertising \$\$ Spent:	\$0
Increment Travel:	0.00%	Dollars Spent per Trip:	\$0.00	Return on Investment (ROI)	

Fiscal Year 2016 Program Summary

Individual Contract Data for Marketing Matching Grant

DMO Information

DMO: **Platte County Visitors Bureau**

CTL: **5**

Project: **Seasons of Platte County Advertising Campaign**

Contract #: **16-01-015-20**

Budget and Expenditures

State Dollars Awarded:	\$77,780.00	State Dollars Reimbursed:	\$58,481.60
Revised Award:	\$64,272.00	Local Matching Dollars:	\$58,481.62
		Total Project Cost:	\$116,963.22

Marketing Activity Information

Magazine Ads Placed:	11	Billboards Leased:	4	Gross Impressions:	130,060,914
Newspaper Ads Placed:	0	Electronic Marketing:	9		
Travel Insert Ads Placed:	0	Other Marketing Activity:	0	Instate Marketing:	17 %
TV Ads Placed:	0	Radio Ads Placed:	474	Out-of-State Marketing:	83 %

SEM Activity Information

# of Campaigns:	# of Impressions:
# of Clicks Delivered:	Average Click-through Rate:

Project Outcomes

The FY16 MMG project allowed Platte County to utilize a variety of media types to reach different markets. Parkville saw a significant jump in inquiries from the radio ads targeting Columbia, MO and Omaha audiences. Riverside's online ad contest targeting NW Missouri and SW Iowa had a very good response in both inquiries and entries. The billboards in Omaha brought an increase in visitors to Weston (the billboards were mentioned several times when visitors were polled at downtown stores). CVB online ads increased website visits and longer times on the site. The FY16 MMG project proved to be a great awareness campaign for Platte County in out-of-state markets and had a good call-to-action response.

Quantifiable Measurements (As provided by the participant)

CTLs 1 to 5 - Tax Revenue Comparison

Tax Comparison FY15 to FY16: 11.30%

CTLs 6 and 7 - Advertising Effectiveness Study

Advertising Recall:	0.00%	Incremental Trips:	0	Economic Impact:	\$0
#Aware Households:	0	Incremental Room Nights:	0	Advertising \$\$ Spent:	\$0
Increment Travel:	0.00%	Dollars Spent per Trip:	\$0.00	Return on Investment (ROI)	

Fiscal Year 2016 Program Summary

Individual Contract Data for Marketing Matching Grant

DMO Information

DMO: **St. Louis CVC**

CTL: **7**

Project: **FY2016 Destination Advertising**

Contract #: **16-02-002-20**

Budget and Expenditures

State Dollars Awarded: \$415,000.00

State Dollars Reimbursed: \$415,000.00

Revised Award: \$0.00

Local Matching Dollars: \$422,908.09

Total Project Cost: \$837,908.09

Marketing Activity Information

Magazine Ads Placed: 0	Billboards Leased: 0	Gross Impressions: 85,530,626
Newspaper Ads Placed: 0	Electronic Marketing: 0	
Travel Insert Ads Placed: 0	Other Marketing Activity: 0	Instate Marketing: 21 %
TV Ads Placed: 10,985	Radio Ads Placed: 0	Out-of-State Marketing: 79 %

SEM Activity Information

of Campaigns:

of Impressions:

of Clicks Delivered:

Average Click-through Rate:

Project Outcomes

- Explore St. Louis was able to once again target Chicago, which alone generated 1,687,912 aware households
- The Explore St. Louis 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 number of aware households increased by more than 1.5 million
- The 2016 campaign influenced nearly 615,000 trips; a 28% increase over 2015
- Spring/summer media generated more than \$500 million in visitor spending
- Explore St. Louis marketing reached nearly 11.5 million households and resulted in an ROI of \$278

Quantifiable Measurements

(As provided by the participant)

CTLs 1 to 5 - Tax Revenue Comparison

Tax Comparison FY15 to FY16:

CTLs 6 and 7 - Advertising Effectiveness Study

Advertising Recall: 54.00%	Incremental Trips: 614,534	Economic Impact: \$565,923,999
#Aware Households: 11,490,570	Incremental Room Nights 0	Advertising \$\$ Spent: \$2,032,877
Increment Travel: 5.00%	Dollars Spent per Trip: \$921.00	Return on Investment (ROI) \$278.00

Fiscal Year 2016 Program Summary

Individual Contract Data for Marketing Matching Grant

DMO Information

DMO: City of Hannibal CVB

CTL: 4

Project: Adventure in Mark Twain's Hometown!

Contract #: 16-02-006-20

Budget and Expenditures

State Dollars Awarded:	\$45,000.00	State Dollars Reimbursed:	\$45,000.00
Revised Award:	\$0.00	Local Matching Dollars:	\$49,748.80
		Total Project Cost:	\$94,748.80

Marketing Activity Information

Magazine Ads Placed:	0	Billboards Leased:	0	Gross Impressions:	7,740,982
Newspaper Ads Placed:	0	Electronic Marketing:	11		
Travel Insert Ads Placed:	2	Other Marketing Activity:	0	Instate Marketing:	27 %
TV Ads Placed:	0	Radio Ads Placed:	0	Out-of-State Marketing:	73 %

SEM Activity Information

# of Campaigns:	# of Impressions:
# of Clicks Delivered:	Average Click-through Rate:

Project Outcomes

The MMG project allowed us to expand our electronic marketing efforts to target specific demographics that are searching travel information for destinations such as Hannibal. Specifically, we were able to increase our spend on TripAdvisor which resulted in a greater presence for us on one of the largest travel websites. Without the MMG opportunity, our leisure traveling marketing plan would be greatly reduced and would limit our reach to potential visitors. Not only are we benefiting from this project, but we are conveniently providing thousands of tourists with specifics about why they must visit Mark Twain's Hometown and all of the other attractions in Northeast Missouri.

Quantifiable Measurements (As provided by the participant)

CTLs 1 to 5 - Tax Revenue Comparison

Tax Comparison FY15 to FY16: 15.21%

CTLs 6 and 7 - Advertising Effectiveness Study

Advertising Recall:	0.00%	Incremental Trips:	0	Economic Impact:	\$0
#Aware Households:	0	Incremental Room Nights:	0	Advertising \$\$ Spent:	\$0
Increment Travel:	0.00%	Dollars Spent per Trip:	\$0.00	Return on Investment (ROI):	\$0.00

Fiscal Year 2016 Program Summary

Individual Contract Data for Marketing Matching Grant

DMO Information

DMO: **Washington Area Chamber of Commerce**
Project: **Washington/Franklin Advertising**

CTL: **4**
Contract #: **16-02-013-20**

Budget and Expenditures

State Dollars Awarded:	\$12,740.00	State Dollars Reimbursed:	\$12,740.00
Revised Award:	\$0.00	Local Matching Dollars:	\$13,164.95
		Total Project Cost:	\$25,904.95

Marketing Activity Information

Magazine Ads Placed:	15	Billboards Leased:	0	Gross Impressions:	842,388
Newspaper Ads Placed:	0	Electronic Marketing:	1		
Travel Insert Ads Placed:	2	Other Marketing Activity:	0	Instate Marketing:	37 %
TV Ads Placed:	0	Radio Ads Placed:	0	Out-of-State Marketing:	63 %

SEM Activity Information

# of Campaigns:	# of Impressions:
# of Clicks Delivered:	Average Click-through Rate:

Project Outcomes

Our call to action increased in all areas. Our lodging tax comparison showed an impressive increase over that of last year, as did our number of group tours coming into the area. We also too advantage of several CMI ads offered.

Quantifiable Measurements (As provided by the participant)

CTLs 1 to 5 - Tax Revenue Comparison

Tax Comparison FY15 to FY16: 13.23%

CTLs 6 and 7 - Advertising Effectiveness Study

Advertising Recall:	0.00%	Incremental Trips:	0	Economic Impact:	\$0
#Aware Households:	0	Incremental Room Nights	0	Advertising \$\$ Spent:	\$0
Increment Travel:	0.00%	Dollars Spent per Trip:	\$0.00	Return on Investment (ROI)	

Fiscal Year 2016 Program Summary

Individual Contract Data for Marketing Matching Grant

DMO Information

DMO: City of St. Charles Tourism Department

CTL: 5

Project: Greater Saint Charles Destination Advertising FY16

Contract #: 16-02-016-20

Budget and Expenditures

State Dollars Awarded: \$199,724.50

State Dollars Reimbursed: \$198,597.09

Revised Award: \$0.00

Local Matching Dollars: \$198,597.11

Total Project Cost: \$397,194.20

Marketing Activity Information

Magazine Ads Placed: 20	Billboards Leased: 0	Gross Impressions: 346,751,593
Newspaper Ads Placed: 0	Electronic Marketing: 9	
Travel Insert Ads Placed: 3	Other Marketing Activity: 0	Instate Marketing: 24 %
TV Ads Placed: 3,751	Radio Ads Placed: 412	Out-of-State Marketing: 76 %

SEM Activity Information

of Campaigns:

of Impressions:

of Clicks Delivered:

Average Click-through Rate:

Project Outcomes

The MMG project has provided us with the resources to expand our television and internet advertising, allowing us to reach a wider audience of prospective visitors. The ROI of these funds is evident as our website has shown a 44% traffic increase. Moreover, we have seen a 13.49% increase in tourism tax revenue. This funding is necessary in order to continue to promote the City's events and attractions, as well as market Saint Charles County as a whole.

Quantifiable Measurements

(As provided by the participant)

CTLs 1 to 5 - Tax Revenue Comparison

Tax Comparison FY15 to FY16: 4.24%

CTLs 6 and 7 - Advertising Effectiveness Study

Advertising Recall: 0.00%	Incremental Trips: 0	Economic Impact: \$0
#Aware Households: 0	Incremental Room Nights 0	Advertising \$\$ Spent: \$0
Increment Travel: 0.00%	Dollars Spent per Trip: \$0.00	Return on Investment (ROI)

Fiscal Year 2016 Program Summary

Individual Contract Data for Marketing Matching Grant

DMO Information

DMO: **Moberly Area Chamber of Commerce**

CTL: **3**

Project: **A Great Place to Be!**

Contract #: **16-02-022-20**

Budget and Expenditures

State Dollars Awarded:	\$8,000.00	State Dollars Reimbursed:	\$8,000.00
Revised Award:	\$0.00	Local Matching Dollars:	\$8,262.00
		Total Project Cost:	\$16,262.00

Marketing Activity Information

Magazine Ads Placed:	12	Billboards Leased:	0	Gross Impressions:	1,625,520
Newspaper Ads Placed:	0	Electronic Marketing:	0		
Travel Insert Ads Placed:	0	Other Marketing Activity:	0	Instate Marketing:	85 %
TV Ads Placed:	0	Radio Ads Placed:	0	Out-of-State Marketing:	15 %

SEM Activity Information

# of Campaigns:	2	# of Impressions:	205,723
# of Clicks Delivered:	3,997	Average Click-through Rate:	1.00%

Project Outcomes

This MMG project allows us to attract potential travelers with specific interests in our area and also makes our business community more aware of our marketing efforts when they see the ads in larger print media publications. Our hotels appreciate our efforts especially.

Quantifiable Measurements (As provided by the participant)

CTLs 1 to 5 - Tax Revenue Comparison

Tax Comparison FY15 to FY16: 3.05%

CTLs 6 and 7 - Advertising Effectiveness Study

Advertising Recall:	0.00%	Incremental Trips:	0	Economic Impact:	\$0
#Aware Households:	0	Incremental Room Nights:	0	Advertising \$\$ Spent:	\$0
Increment Travel:	0.00%	Dollars Spent per Trip:	\$0.00	Return on Investment (ROI)	

Fiscal Year 2016 Program Summary

Individual Contract Data for Marketing Matching Grant

DMO Information

DMO: **City of Columbia CVB** CTL: **5**
Project: **CCVB Marketing FY16** Contract #: **16-03-009-20**

Budget and Expenditures

State Dollars Awarded:	\$82,265.50	State Dollars Reimbursed:	\$75,599.12
Revised Award:	\$0.00	Local Matching Dollars:	\$75,599.14
		Total Project Cost:	\$151,198.26

Marketing Activity Information

Magazine Ads Placed:	14	Billboards Leased:	2	Gross Impressions:	41,474,892
Newspaper Ads Placed:	0	Electronic Marketing:	23		
Travel Insert Ads Placed:	0	Other Marketing Activity:	0	Instate Marketing:	25 %
TV Ads Placed:	0	Radio Ads Placed:	0	Out-of-State Marketing:	75 %

SEM Activity Information

# of Campaigns:	9	# of Impressions:	329,447
# of Clicks Delivered:	13,396	Average Click-through Rate:	3.00%

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 well over 40 million targeted, potential visitors. We have continued to build on our improved brand and marketing campaigns, including the continuation of a new leisure campaign. This 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. Each year we receive MMG funds, we are able to better establish Columbia as a destination that provides a positive and unexpected experience.

Quantifiable Measurements (As provided by the participant)

CTLs 1 to 5 - Tax Revenue Comparison

Tax Comparison FY15 to FY16: 6.10%

CTLs 6 and 7 - Advertising Effectiveness Study

Advertising Recall:	0.00%	Incremental Trips:	0	Economic Impact:	\$0
#Aware Households:	0	Incremental Room Nights:	0	Advertising \$\$ Spent:	\$0
Increment Travel:	0.00%	Dollars Spent per Trip:	\$0.00	Return on Investment (ROI)	

Fiscal Year 2016 Program Summary

Individual Contract Data for Marketing Matching Grant

DMO Information

DMO: **City of Lebanon** CTL: **4**
Project: **Lebanon/Laclede County LTM Campaign** Contract #: **16-03-010-20**

Budget and Expenditures

State Dollars Awarded:	\$31,542.50	State Dollars Reimbursed:	\$30,536.10
Revised Award:	\$0.00	Local Matching Dollars:	\$30,536.10
		Total Project Cost:	\$61,072.20

Marketing Activity Information

Magazine Ads Placed:	22	Billboards Leased:	2	Gross Impressions:	241,557,196
Newspaper Ads Placed:	0	Electronic Marketing:	12		
Travel Insert Ads Placed:	1	Other Marketing Activity:	0	Instate Marketing:	59 %
TV Ads Placed:	11,952	Radio Ads Placed:	0	Out-of-State Marketing:	41 %

SEM Activity Information

# of Campaigns:	# of Impressions:
# of Clicks Delivered:	Average Click-through Rate:

Project Outcomes

The MMG project continues to allow us to send our message out through multiple media outlets for a total of over 2.5 billion potential views to destination travelers. The survey shows our conversion rate took a dramatic up-swing this year while maintaining our advertising investment to reach potential visitors. Ad awareness also increased dramatically an additional 15% since FY15 with more than three-quarters of visitors recalling seeing printed advertisements in the last 12 months. Our website views went up an additional 6.4%, another positive increase from last year, showing the success of our advertising's 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 FY15 to FY16: 2.30%

CTLs 6 and 7 - Advertising Effectiveness Study

Advertising Recall:	0.00%	Incremental Trips:	0	Economic Impact:	\$0
#Aware Households:	0	Incremental Room Nights:	0	Advertising \$\$ Spent:	\$0
Increment Travel:	0.00%	Dollars Spent per Trip:	\$0.00	Return on Investment (ROI)	

Fiscal Year 2016 Program Summary

Individual Contract Data for Marketing Matching Grant

DMO Information

DMO: **Jefferson City CVB**

CTL: **4**

Project: **Capital City Marketing Matching Grant FY16**

Contract #: **16-03-014-20**

Budget and Expenditures

State Dollars Awarded:	\$22,491.50	State Dollars Reimbursed:	\$22,491.50
Revised Award:	\$0.00	Local Matching Dollars:	\$22,491.50
		Total Project Cost:	\$44,983.00

Marketing Activity Information

Magazine Ads Placed:	6	Billboards Leased:	4	Gross Impressions:	3,547,808
Newspaper Ads Placed:	0	Electronic Marketing:	3		
Travel Insert Ads Placed:	2	Other Marketing Activity:	0	Instate Marketing:	75 %
TV Ads Placed:	0	Radio Ads Placed:	0	Out-of-State Marketing:	25 %

SEM Activity Information

of Campaigns:

of Impressions:

of Clicks Delivered:

Average Click-through Rate:

Project Outcomes

The Marketing Matching Grant program allows the Jefferson City Convention and Visitors Bureau to increase advertising dollars with the cost sharing program. With the extra money, we were able to expand into various markets reaching more potential visitors. The outcome is positive leading to increased website traffic, brand awareness and overnight stays in our hotels, thus leaving a positive impact on economic development for Jefferson City. The program also helps us build strong relationships with advertising vendors helping us achieve our goals and reach our target audience. Additionally, we are able to increase the amount of advertising we do for the Missouri State Penitentiary tours, and attendance exceeded our expectations this year with a 25% increase.

Quantifiable Measurements (As provided by the participant)

CTLs 1 to 5 - Tax Revenue Comparison

Tax Comparison FY15 to FY16: 2.81%

CTLs 6 and 7 - Advertising Effectiveness Study

Advertising Recall:	0.00%	Incremental Trips:	0	Economic Impact:	\$0
#Aware Households:	0	Incremental Room Nights:	0	Advertising \$\$ Spent:	\$0
Increment Travel:	0.00%	Dollars Spent per Trip:	\$0.00	Return on Investment (ROI)	

Fiscal Year 2016 Program Summary

Individual Contract Data for Marketing Matching Grant

DMO Information

DMO: **Pulaski County Visitors Bureau**
Project: **2016PCTB**

CTL: **4**
Contract #: **16-03-017-20**

Budget and Expenditures

State Dollars Awarded:	\$36,730.00	State Dollars Reimbursed:	\$34,093.70
Revised Award:	\$0.00	Local Matching Dollars:	\$34,093.71
		Total Project Cost:	\$68,187.41

Marketing Activity Information

Magazine Ads Placed: 17	Billboards Leased: 4	Gross Impressions: 41,303,777
Newspaper Ads Placed: 0	Electronic Marketing: 6	
Travel Insert Ads Placed: 1	Other Marketing Activity: 0	Instate Marketing: 65 %
TV Ads Placed:	Radio Ads Placed: 0	Out-of-State Marketing: 35 %

SEM Activity Information

# of Campaigns:	# of Impressions:
# of Clicks Delivered:	Average Click-through Rate:

Project Outcomes

The MMG program affords the opportunity for our community to enhance our marketing placements and further our reach. In reference to the billboards, we have an intensive campaign to drive traffic off our exits into our communities and Visitors Center. With the MMG, we are able to place boards further out for the interstate traveler and build awareness to the commuter traffic in placement locations. The Electronic Media finding enables us to perform impactful geo/retargeting campaigns in multiple outer markets versus running in one geographical area. Print opportunities extend our marketing efforts.

Quantifiable Measurements (As provided by the participant)

CTLs 1 to 5 - Tax Revenue Comparison

Tax Comparison FY15 to FY16: -0.02%

CTLs 6 and 7 - Advertising Effectiveness Study

Advertising Recall: 0.00%	Incremental Trips: 0	Economic Impact: \$0
#Aware Households: 0	Incremental Room Nights 0	Advertising \$\$ Spent: \$0
Increment Travel: 0.00%	Dollars Spent per Trip: \$0.00	Return on Investment (ROI)

Fiscal Year 2016 Program Summary

Individual Contract Data for Marketing Matching Grant

DMO Information

DMO: **Clinton Tourism Association, Inc.**
Project: **Clinton Tourism FY16**

CTL: **3**
Contract #: **16-03-018-20**

Budget and Expenditures

State Dollars Awarded:	\$11,891.50	State Dollars Reimbursed:	\$8,941.92
Revised Award:	\$10,441.50	Local Matching Dollars:	\$8,941.93
		Total Project Cost:	\$17,883.85

Marketing Activity Information

Magazine Ads Placed:	10	Billboards Leased:	0	Gross Impressions:	2,142,880
Newspaper Ads Placed:	0	Electronic Marketing:	0		
Travel Insert Ads Placed:	2	Other Marketing Activity:	0	Instate Marketing:	53 %
TV Ads Placed:	0	Radio Ads Placed:	0	Out-of-State Marketing:	47 %

SEM Activity Information

# of Campaigns:	# of Impressions:
# of Clicks Delivered:	Average Click-through Rate:

Project Outcomes

We are pleased that Clinton's tourism tax receipts have increased 2.7% over prior fiscal year, and 11.1% over a two-year period. Growth in fishing tournaments at Truman Lake has resulted in two new trails holding tournaments in 2016 and 2017.

Quantifiable Measurements (As provided by the participant)

CTLs 1 to 5 - Tax Revenue Comparison

Tax Comparison FY15 to FY16: 2.69%

CTLs 6 and 7 - Advertising Effectiveness Study

Advertising Recall:	0.00%	Incremental Trips:	0	Economic Impact:	\$0
#Aware Households:	0	Incremental Room Nights:	0	Advertising \$\$ Spent:	\$0
Increment Travel:	0.00%	Dollars Spent per Trip:	\$0.00	Return on Investment (ROI)	

Fiscal Year 2016 Program Summary

Individual Contract Data for Marketing Matching Grant

DMO Information

DMO: **Sedalia Convention & Visitors Bureau**
Project: **2016 Sedalia Leisure Marketing**

CTL: **4**
Contract #: **16-03-019-20**

Budget and Expenditures

State Dollars Awarded:	\$6,786.50	State Dollars Reimbursed:	\$6,731.10
Revised Award:	\$0.00	Local Matching Dollars:	\$6,731.12
		Total Project Cost:	\$13,462.22

Marketing Activity Information

Magazine Ads Placed:	7	Billboards Leased:	0	Gross Impressions:	2,150,820
Newspaper Ads Placed:	0	Electronic Marketing:	1		
Travel Insert Ads Placed:	1	Other Marketing Activity:	0	Instate Marketing:	25 %
TV Ads Placed:	0	Radio Ads Placed:	0	Out-of-State Marketing:	75 %

SEM Activity Information

# of Campaigns:	# of Impressions:
# of Clicks Delivered:	Average Click-through Rate:

Project Outcomes

It stretched the reach of the local marketing budget by providing matching funds. It allowed the Sedalia CVB to promote in out-of-state prime demographics and geographics with electronic marketing.

Quantifiable Measurements (As provided by the participant)

CTLs 1 to 5 - Tax Revenue Comparison

Tax Comparison FY15 to FY16: 1.89%

CTLs 6 and 7 - Advertising Effectiveness Study

Advertising Recall:	0.00%	Incremental Trips:	0	Economic Impact:	\$0
#Aware Households:	0	Incremental Room Nights:	0	Advertising \$\$ Spent:	\$0
Increment Travel:	0.00%	Dollars Spent per Trip:	\$0.00	Return on Investment (ROI)	

Fiscal Year 2016 Program Summary

Individual Contract Data for Marketing Matching Grant

DMO Information

DMO: City of Boonville Tourism Department

CTL: 2

Project: Advertising Campaign for Missouri Life Magazine

Contract #: 16-03-020-20

Budget and Expenditures

State Dollars Awarded:	\$4,000.00	State Dollars Reimbursed:	\$2,965.50
Revised Award:	\$0.00	Local Matching Dollars:	\$2,965.50
		Total Project Cost:	\$5,931.00

Marketing Activity Information

Magazine Ads Placed:	6	Billboards Leased:	0	Gross Impressions:	636,000
Newspaper Ads Placed:	0	Electronic Marketing:	0		
Travel Insert Ads Placed:	0	Other Marketing Activity:	0	Instate Marketing:	100 %
TV Ads Placed:	0	Radio Ads Placed:	0	Out-of-State Marketing:	0 %

SEM Activity Information

# of Campaigns:	# of Impressions:
# of Clicks Delivered:	Average Click-through Rate:

Project Outcomes

By allowing Boonville to be able to expand it's existing marketing campaign with Missouri Life to stand out and play at the same level as other similar and larger DMOs in the state. This has in turn increased Boonville's exposure of our attractions and events to help increase visits both online and in person.

Quantifiable Measurements (As provided by the participant)

CTLs 1 to 5 - Tax Revenue Comparison

Tax Comparison FY15 to FY16: 0.97%

CTLs 6 and 7 - Advertising Effectiveness Study

Advertising Recall:	0.00%	Incremental Trips:	0	Economic Impact:	\$0
#Aware Households:	0	Incremental Room Nights:	0	Advertising \$\$ Spent:	\$0
Increment Travel:	0.00%	Dollars Spent per Trip:	\$0.00	Return on Investment (ROI)	

Fiscal Year 2016 Program Summary

Individual Contract Data for Marketing Matching Grant

DMO Information

DMO: **Lake of the Ozarks Tri-County Lodging Association** CTL: **5**
Project: **Lake of the Ozarks Advertising Campaign** Contract #: **16-03-023-20**

Budget and Expenditures

State Dollars Awarded:	\$200,000.00	State Dollars Reimbursed:	\$191,212.31
Revised Award:	\$0.00	Local Matching Dollars:	\$192,872.33
		Total Project Cost:	\$384,084.64

Marketing Activity Information

Magazine Ads Placed:	9	Billboards Leased:	0	Gross Impressions:	699,278,891
Newspaper Ads Placed:	2	Electronic Marketing:	36		
Travel Insert Ads Placed:	0	Other Marketing Activity:	0	Instate Marketing:	10 %
TV Ads Placed:	0	Radio Ads Placed:	193	Out-of-State Marketing:	90 %

SEM Activity Information

# of Campaigns:	17	# of Impressions:	12,337,804
# of Clicks Delivered:	283,223	Average Click-through Rate:	2.33%

Project Outcomes

The Missouri Department of Revenue reported FY2016 Sales/Use Tax for the three counties (Camden/Miller/Morgan) ahead of Fiscal Year 2015 by a combined 3.75%. Additionally, according to the Camden/Miller/Morgan County Collectors, lodging tax collections for FY16 finished ahead of FY15 by 4.62%, representing the best lodging tax collection year that TCLA has had over the past nine years. This increase was achieved with two medium sized convention hotels that were either closed or only open a limited number of days. Our advertising campaign delivered a .25% increase in visits to the funlake.com website in FY16 compared to FY15, or up 213,813 clicks. Additionally, the DMO ran 9 content marketing stories for FY16, delivering 72,561 clicks to the funlake.com website, 50,380,212 total impressions, with an average click-thru rate at .14%. The DMO utilized 27 retargeting ad variations for FY16 which delivered 6,073 clicks to the funlake.com website, 2,532,873 total impressions, at an average click-thru-rate at .24%. TCLA under spent our approved funding, missing one Good Housekeeping insertion, due to circumstances outside TCLA's control. The DMO was very pleased with the MMG advertising campaign travel marketing results for FY2016.

Quantifiable Measurements (As provided by the participant)

CTLs 1 to 5 - Tax Revenue Comparison

Tax Comparison FY15 to FY16: 3.75%

CTLs 6 and 7 - Advertising Effectiveness Study

Advertising Recall:	0.00%	Incremental Trips:	0	Economic Impact:	\$0
#Aware Households:	0	Incremental Room Nights:	0	Advertising \$\$ Spent:	\$0
Increment Travel:	0.00%	Dollars Spent per Trip:	\$0.00	Return on Investment (ROI)	

Fiscal Year 2016 Program Summary

Individual Contract Data for Marketing Matching Grant

DMO Information

DMO: **Springfield CVB**

CTL: **6**

Project: **FY16 Leisure Advertising Campaign**

Contract #: **16-04-003-20**

Budget and Expenditures

State Dollars Awarded:	\$400,000.00	State Dollars Reimbursed:	\$400,000.00
Revised Award:	\$0.00	Local Matching Dollars:	\$416,397.89
		Total Project Cost:	\$816,397.89

Marketing Activity Information

Magazine Ads Placed:	13	Billboards Leased:	0	Gross Impressions:	128,481,648
Newspaper Ads Placed:	0	Electronic Marketing:	11		
Travel Insert Ads Placed:	2	Other Marketing Activity:	0	Instate Marketing:	19 %
TV Ads Placed:	457	Radio Ads Placed:	9,587	Out-of-State Marketing:	81 %

SEM Activity Information

# of Campaigns:	13	# of Impressions:	3,166,576
# of Clicks Delivered:	179,885	Average Click-through Rate:	5.68%

Project Outcomes

Our participation in the MMG program exponentially increases our ability to market Springfield, Missouri as a leisure destination and is an essential component to our overall strategy. It has enabled us to strengthen our local partnerships with incredible, local attractions and given us the chance to showcase our city in ways we could never do on our own. Without it, millions of people would miss out on a chance to learn about us, the City of Springfield, and the great State of Missouri. It has become an essential part of our marketing strategy.

Quantifiable Measurements (As provided by the participant)

CTLs 1 to 5 - Tax Revenue Comparison

Tax Comparison FY15 to FY16:

CTLs 6 and 7 - Advertising Effectiveness Study

Advertising Recall:	52.00%	Incremental Trips:	123,000	Economic Impact:	\$73,600,000
#Aware Households:	1,100,000	Incremental Room Nights:	226,000	Advertising \$\$ Spent:	\$844,000
Increment Travel:	1.10%	Dollars Spent per Trip:	\$598.00	Return on Investment (ROI)	

Fiscal Year 2016 Program Summary

Individual Contract Data for Marketing Matching Grant

DMO Information

DMO: **Chamber of Commerce of Table Rock Lake/Kimberling City Area** CTL: **6**
Project: **My Table Rock Lake** Contract #: **16-04-011-20**

Budget and Expenditures

State Dollars Awarded:	\$200,000.00	State Dollars Reimbursed:	\$199,884.90
Revised Award:	\$0.00	Local Matching Dollars:	\$199,884.91
		Total Project Cost:	\$399,769.81

Marketing Activity Information

Magazine Ads Placed:	8	Billboards Leased:	2	Gross Impressions:	34,974,166
Newspaper Ads Placed:	0	Electronic Marketing:	14		
Travel Insert Ads Placed:	1	Other Marketing Activity:	0	Instate Marketing:	21 %
TV Ads Placed:	1,417	Radio Ads Placed:	0	Out-of-State Marketing:	79 %

SEM Activity Information

# of Campaigns:	# of Impressions:
# of Clicks Delivered:	Average Click-through Rate:

Project Outcomes

Without the MMG project, we would not be able to have the impact we have had on our destination. The continued increase in website traffic and clicks delivered through SEM (55% increase this year) are examples. Also, we were able to do a marketing effectiveness study this year and our total reach 50-500 miles is 2.8 million, when just a few years ago, it was 485,000. It is obvious when you see an increase in sales tax and a ROI of \$163 that this marketing project is positively affecting the Table Rock Lake area. Due to the limited funding (no lodging or tourism tax), these types of results would not be possible for us without the MMG project.

Quantifiable Measurements (As provided by the participant)

CTLs 1 to 5 - Tax Revenue Comparison

Tax Comparison FY15 to FY16: 1.89%

CTLs 6 and 7 - Advertising Effectiveness Study

Advertising Recall:	47.00%	Incremental Trips:	69,000	Economic Impact:	\$65,600,000
#Aware Households:	2,800,000	Incremental Room Nights:	273,000	Advertising \$\$ Spent:	\$400,000
Increment Travel:	2.40%	Dollars Spent per Trip:	\$947.00	Return on Investment (ROI)	

Fiscal Year 2016 Program Summary

Individual Contract Data for Marketing Matching Grant

DMO Information

DMO: **Branson/Lakes Area Chamber of Commerce/CVB** CTL: **7**
Project: **Spring/Summer Television** Contract #: **16-04-012-20**

Budget and Expenditures

State Dollars Awarded:	\$415,000.00	State Dollars Reimbursed:	\$415,000.00
Revised Award:	\$0.00	Local Matching Dollars:	\$554,855.30
		Total Project Cost:	\$969,855.30

Marketing Activity Information

Magazine Ads Placed:	0	Billboards Leased:	0	Gross Impressions:	60,624,000
Newspaper Ads Placed:	0	Electronic Marketing:	0		
Travel Insert Ads Placed:	0	Other Marketing Activity:	0	Instate Marketing:	2 %
TV Ads Placed:	759	Radio Ads Placed:	0	Out-of-State Marketing:	98 %

SEM Activity Information

# of Campaigns:	# of Impressions:
# of Clicks Delivered:	Average Click-through Rate:

Project Outcomes

Funds received from the Missouri Division of Tourism provide a significant impact to the Branson CVB marketing efforts. Receiving these additional dollars allow the CVB to extend both the reach and frequency of our marketing message. The co-op funds enable us to extend our shoulder seasons, providing extra support in the critical spring time-frame, helping to bolster spring break visitation and further prime the pump for summer travel to Branson. Additionally, the co-op marketing monies allow the CVB to continue investing in opportunity markets, and national cable, which provides a platform to invite new visitors who would likely not hear our message otherwise.

Quantifiable Measurements (As provided by the participant)

CTLs 1 to 5 - Tax Revenue Comparison

Tax Comparison FY15 to FY16:

CTLs 6 and 7 - Advertising Effectiveness Study

Advertising Recall:	50.00%	Incremental Trips:	523,000	Economic Impact:	\$498,000
#Aware Households:	45,500,000	Incremental Room Nights:	1,900,000	Advertising \$\$ Spent:	\$5,200,000
Increment Travel:	1.10%	Dollars Spent per Trip:	\$954.00	Return on Investment (ROI)	\$97.00

Fiscal Year 2016 Program Summary

Individual Contract Data for Marketing Matching Grant

DMO Information

DMO: Carthage CVB

CTL: 4

Project: Visit Carthage / Joplin FY 2015 - 2016

Contract #: 16-04-024-20

Budget and Expenditures

State Dollars Awarded:	\$45,000.00	State Dollars Reimbursed:	\$45,000.00
Revised Award:	\$0.00	Local Matching Dollars:	\$45,948.08
		Total Project Cost:	\$90,948.08

Marketing Activity Information

Magazine Ads Placed:	27	Billboards Leased:	0	Gross Impressions:	13,516,218
Newspaper Ads Placed:	0	Electronic Marketing:	20		
Travel Insert Ads Placed:	2	Other Marketing Activity:	0	Instate Marketing:	40 %
TV Ads Placed:	0	Radio Ads Placed:	0	Out-of-State Marketing:	60 %

SEM Activity Information

# of Campaigns:	1	# of Impressions:	792,869
# of Clicks Delivered:	15,205	Average Click-through Rate:	1.00%

Project Outcomes

- 1.) Through the MMG the Joplin CVB was able to expand a presence on Trip Advisor, through local images and descriptive text. Joplin noticed an increase in communications and Guide requests.
- 2.) Print ad placement, when alongside other Missouri communities seems to spark a more interested requests from guests. Rather than asking questions pertaining to the Joplin region, they are asking how they can best connect with other Missouri destinations.
- 3.) Carthage noticed a significant increase in web traffic attributed to SEM marketing through Madden, content development with a Christmas campaign from Madden and a year round response from digital ads developed by Community News Digital.
- 4.) Carthage had significant response resulting in day trips from ads placed in 417 Magazine, however, we didn't feel they lead to overnight stays which would be a return on investment.
- 5.) Our ad in Good Sam reported an increase in RV visits, but our matching dollars exclusively come from lodging taxes in FY207 and we were not able to invest in those ads again.

Quantifiable Measurements (As provided by the participant)

CTLs 1 to 5 - Tax Revenue Comparison

Tax Comparison FY15 to FY16: 5.05%

CTLs 6 and 7 - Advertising Effectiveness Study

Advertising Recall:	0.00%	Incremental Trips:	0	Economic Impact:	\$0
#Aware Households:	0	Incremental Room Nights:	0	Advertising \$\$ Spent:	\$0
Increment Travel:	0.00%	Dollars Spent per Trip:	\$0.00	Return on Investment (ROI)	

Fiscal Year 2016 Program Summary

Individual Contract Data for Marketing Matching Grant

DMO Information

DMO: **Cape Girardeau Chamber of Commerce/CVB** CTL: **5**
Project: **Destination Cape Girardeau - You've Arrived!** Contract #: **16-05-004-20**

Budget and Expenditures

State Dollars Awarded:	\$36,289.00	State Dollars Reimbursed:	\$29,750.32
Revised Award:	\$31,718.00	Local Matching Dollars:	\$29,750.35
		Total Project Cost:	\$59,500.67

Marketing Activity Information

Magazine Ads Placed:	24	Billboards Leased:	0	Gross Impressions:	11,642,166
Newspaper Ads Placed:	0	Electronic Marketing:	7		
Travel Insert Ads Placed:	2	Other Marketing Activity:	0	Instate Marketing:	30 %
TV Ads Placed:	0	Radio Ads Placed:	0	Out-of-State Marketing:	70 %

SEM Activity Information

# of Campaigns:	1	# of Impressions:	1,917,748
# of Clicks Delivered:	44,462	Average Click-through Rate:	2.32%

Project Outcomes

The marketing support provided by MDT allows for a greater reach and marketing opportunities are increased by the funding provided to the Cape Girardeau Convention & Visitors Bureau.

Quantifiable Measurements (As provided by the participant)

CTLs 1 to 5 - Tax Revenue Comparison

Tax Comparison FY15 to FY16: 3.30%

CTLs 6 and 7 - Advertising Effectiveness Study

Advertising Recall:	0.00%	Incremental Trips:	0	Economic Impact:	\$0
#Aware Households:	0	Incremental Room Nights:	0	Advertising \$\$ Spent:	\$0
Increment Travel:	0.00%	Dollars Spent per Trip:	\$0.00	Return on Investment (ROI)	

Fiscal Year 2016 Program Summary

Individual Contract Data for Marketing Matching Grant

DMO Information

DMO: **City of West Plains Tourism Development Advisory Council** CTL: **4**
Project: **West Plains Billboards** Contract #: **16-05-005-20**

Budget and Expenditures

State Dollars Awarded:	\$5,160.00	State Dollars Reimbursed:	\$4,622.50
Revised Award:	\$4,622.50	Local Matching Dollars:	\$4,622.50
		Total Project Cost:	\$9,245.00

Marketing Activity Information

Magazine Ads Placed:	0	Billboards Leased:	2	Gross Impressions:	4,369,404
Newspaper Ads Placed:	0	Electronic Marketing:	0		
Travel Insert Ads Placed:	0	Other Marketing Activity:	0	Instate Marketing:	58 %
TV Ads Placed:	0	Radio Ads Placed:	0	Out-of-State Marketing:	42 %

SEM Activity Information

# of Campaigns:	# of Impressions:
# of Clicks Delivered:	Average Click-through Rate:

Project Outcomes

The billboards have increased traveler awareness of the City of West Plains as well as the new city brand. West Plains Motel/Hotel tax for this time period was the highest since its inception in 1997. Travelers who have stopped in at the Welcome Center have commented on the billboards and the brand.

Quantifiable Measurements (As provided by the participant)

CTLs 1 to 5 - Tax Revenue Comparison

Tax Comparison FY15 to FY16: 9.22%

CTLs 6 and 7 - Advertising Effectiveness Study

Advertising Recall:	0.00%	Incremental Trips:	0	Economic Impact:	\$0
#Aware Households:	0	Incremental Room Nights:	0	Advertising \$\$ Spent:	\$0
Increment Travel:	0.00%	Dollars Spent per Trip:	\$0.00	Return on Investment (ROI)	\$0.00

Fiscal Year 2016 Program Summary

Individual Contract Data for Marketing Matching Grant

DMO Information

DMO: City of Sikeston d/b/a Sikeston CVB

CTL: 3

Project: FY - 16 Scott County Leisure Travel Market Project

Contract #: 16-05-008-20

Budget and Expenditures

State Dollars Awarded:	\$20,000.00	State Dollars Reimbursed:	\$20,000.00
Revised Award:	\$0.00	Local Matching Dollars:	\$20,503.00
		Total Project Cost:	\$40,503.00

Marketing Activity Information

Magazine Ads Placed:	6	Billboards Leased:	0	Gross Impressions:	3,395,411
Newspaper Ads Placed:	0	Electronic Marketing:	1		
Travel Insert Ads Placed:	2	Other Marketing Activity:	0	Instate Marketing:	34 %
TV Ads Placed:	0	Radio Ads Placed:	0	Out-of-State Marketing:	65 %

SEM Activity Information

# of Campaigns:	# of Impressions:
# of Clicks Delivered:	Average Click-through Rate:

Project Outcomes

- Enabled the CVB to increase its paid advertising circulation from 2,263,700 to 4,789,141
- SEM generated over 60% of the web traffic coming to www.visitsikeston.com
- MMG funding contributed to the 15.8% increase in the FY16 Scott County / Sikeston Lodging Tax Collections

Quantifiable Measurements (As provided by the participant)

CTLs 1 to 5 - Tax Revenue Comparison

Tax Comparison FY15 to FY16: 13.41%

CTLs 6 and 7 - Advertising Effectiveness Study

Advertising Recall:	0.00%	Incremental Trips:	0	Economic Impact:	\$0
#Aware Households:	0	Incremental Room Nights:	0	Advertising \$\$ Spent:	\$0
Increment Travel:	0.00%	Dollars Spent per Trip:	\$0.00	Return on Investment (ROI)	

Fiscal Year 2016 Program Summary

Individual Contract Data for Marketing Matching Grant

DMO Information

DMO: City of Ste. Genevieve Tourism Department
Project: Ste. Genevieve MMG

CTL: 1
Contract #: 16-05-021-20

Budget and Expenditures

State Dollars Awarded:	\$4,000.00	State Dollars Reimbursed:	\$4,000.00
Revised Award:	\$0.00	Local Matching Dollars:	\$4,072.25
		Total Project Cost:	\$8,072.25

Marketing Activity Information

Magazine Ads Placed:	2	Billboards Leased:	0	Gross Impressions:	2,700,000
Newspaper Ads Placed:	0	Electronic Marketing:	0		
Travel Insert Ads Placed:	2	Other Marketing Activity:	0	Instate Marketing:	34 %
TV Ads Placed:	0	Radio Ads Placed:	0	Out-of-State Marketing:	66 %

SEM Activity Information

# of Campaigns:	# of Impressions:
# of Clicks Delivered:	Average Click-through Rate:

Project Outcomes

The funds provided through the MMG program help support our marketing and advertising program, allowing us to leverage local funds and stretch the budget to increase our outreach. We have seen increases in information inquiries, visitor numbers, and Tourism Taxes collected between the July to June FY15 vs FY16 period of the MMG.

Quantifiable Measurements (As provided by the participant)

CTLs 1 to 5 - Tax Revenue Comparison

Tax Comparison FY15 to FY16: 2.38%

CTLs 6 and 7 - Advertising Effectiveness Study

Advertising Recall:	0.00%	Incremental Trips:	0	Economic Impact:	\$0
#Aware Households:	0	Incremental Room Nights:	0	Advertising \$\$ Spent:	\$0
Increment Travel:	0.00%	Dollars Spent per Trip:	\$0.00	Return on Investment (ROI)	

Fiscal Year 2016 Program Summary

Individual Contract Data for Marketing Matching Grant