

# Cooperative Marketing Summary

## Fiscal Year Ending June 30, 2017

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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. Since its inception in fiscal year 1995, the PMF has awarded over \$60 million toward the support of local performance-based tourism marketing projects. 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.
- Create programs based on the common marketing goals of MDT and its Destination Marketing Organizations (DMOs), 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 pre-approved leisure travel advertising completed in pre-approved 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, pre-approved 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. FY2017 COOPERATIVE MARKETING ANALYSIS**

**FY2017 Analysis:**

MDT approved 32 tourism marketing projects in the matching grant programs and the awards totaled approximately \$3.4 million. In addition, MDT had a CMI investment of almost \$255,000 and SEM investments of over \$220,000. The MDT and partners’ combined investments led to an \$8.5 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 18 percent of the budget, with the remaining 82 percent focused on the out-of-state market.

**Figure 1** details the dollars that were made available and the actual dollars expended for FY2017 advertising and marketing activities in each the programs. This figure includes both MDT and DMO contributions.

<b>Figure 1</b>				
<b>FY17 Summary of Cooperative Marketing Investments</b>				
<b><u>Marketing Category</u></b>	<b><u>Participating Organizations</u></b>	<b><u>Awarded Amount</u></b>	<b><u>MDT Contribution</u></b>	<b><u>DMO Contribution</u></b>
Marketing Matching Grant	27	\$3,422,691	\$3,361,546	\$3,473,888
Marketing Platform Development	5	\$17,750	\$16,700	\$16,700

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Collective Marketing Initiative	16	N/A	\$254,580	\$1,000,294
Search Engine Marketing	22	N/A	\$223,367	\$223,367
<b>Totals</b>	<b>39</b>	<b>\$3,440,441</b>	<b>\$3,856,193</b>	<b>\$4,714,249</b>

## STATISTICAL DATA:

### Outcomes for Marketing Matching Grant:

More than 85 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 each 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.

<b>DMO Name</b>	<b>County Designations</b>	<b>Awarded</b>	<b>Reimbursed</b>
Branson/Lakes Area Chamber /CVB	Taney	\$475,000	\$475,000
St. Louis CVC	St. Louis/St. Louis City	\$475,000	\$475,000
Visit KC	Jackson	\$475,000	\$468,381
Springfield CVB	Christian/Greene/Polk	\$430,000	\$430,000
City of St. Charles Tourism Department	St. Charles	\$275,000	\$274,649
Table Rock Lake/Kimberling City Chamber	Stone	\$275,000	\$274,624
Lake of the Ozarks Tri-County Lodging	Camden/Miller/Morgan	\$275,000	\$273,678
Clay County Tourism	Clay	\$174,439	\$167,418
City of Columbia CVB	Boone	\$113,679	\$100,415
City of Hannibal CVB	Marion/Ralls	\$70,000	\$70,000
Buchanan County Tourism Board	Buchanan	\$69,221	\$69,221
Platte County Visitors Bureau	Platte	\$64,067	\$50,032
Pulaski County Visitors Bureau	Pulaski	\$39,987	\$39,821
Jefferson City CVB	Cole	\$34,783	\$34,070
City of Lebanon	Laclede	\$33,022	\$32,795
Cape Girardeau Chamber/CVB	Cape Girardeau	\$32,110	\$27,072
Carthage CVB	Jasper	\$20,430	\$19,383
City of Sikeston d/b/a Sikeston CVB	Scott	\$20,000	\$19,836

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Washington Area Chamber of Commerce	Franklin	\$18,963	\$18,107
Moberly Area Chamber of Commerce	Randolph	\$14,834	\$9,137
City of West Plains Tourism Development	Howell	\$6,580	\$6,370
City of Hermann Tourism	Gasconade	\$6,000	\$6,000
City of Ste Genevieve Tourism Department	Ste. Genevieve	\$6,000	\$6,000
Sedalia Convention & Visitors Bureau	Pettis	\$5,661	\$4,818
Louisiana CVB	Pike	\$3,500	\$3,500
Lexington Tourism Commission	Lafayette	\$4,749	\$3,474
Kirkville Area Chamber of Commerce	Adair	\$4,666	\$2,745
<b>Totals</b>		<b>\$3,422,691</b>	<b>\$3,361,546</b>

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

**Figure 3**

<b>Media Type</b>	<b>Number of Ads/Campaigns</b>	<b>Amount Invested</b>	<b>Percent of MMG</b>
Digital	949	\$2,213,391	32.4%
Television	13,121	\$1,945,366	28.5%
Print	1,143	\$1,395,038	20.4%
Radio	10,482	\$715,075	10.4%
SEM	51	\$368,852	5.4%
Billboards	32	\$197,713	2.9%
<b>Totals</b>	<b>25,778</b>	<b>\$6,835,434</b>	<b>100%</b>

### **Outcomes for Marketing Platform Development:**

In FY2017, the MPD program represented less than 1 percent of the total PMF appropriations with five 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**

<b>DMO Name</b>	<b>County</b>	<b>Awards</b>	<b>Reimbursements</b>
Downtown Excelsior Springs Partnership	Clay	\$ 1,000	\$ 1,000
City of Ste. Genevieve Tourism Dept	Ste. Genevieve	\$ 4,000	\$ 2,950
Historic Downtown Liberty	Clay	\$ 4,750	\$ 4,750
Warrensburg CVB	Johnson	\$ 3,500	\$ 3,500
Perry County Heritage Tourism	Perry	\$ 4,500	\$ 4,500
<b>Totals</b>		<b>\$ 17,750</b>	<b>\$ 16,700</b>

**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 16 partners participated and MDT supported the effort with a \$255,830 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.

<b>Figure 5</b>	
<b><u>DMO/Organization Name</u></b>	<b><u>County</u></b>
Branson Lakes Area COC/CVB	Taney
Cape Girardeau CVB	Cape Girardeau
Clay County	Clay
Independence Tourism Dept	Jackson
Jefferson City CVB	Cole
Lake of the Ozarks Tri-County Lodging	Camden/Miller/Morgan
MO State Parks	Multiple
Nicholas Beazley Airport Museum	Saline
Old Trails	Lafayette
Sikeston CVB	Scott
Silver Dollar City	Stone
Springfield CVB	Christian/Greene/Polk
St. Charles CVB	St. Charles
St. Joseph CVB	Buchanan
City of Ste. Genevieve Tourism Dept	Ste. Genevieve
Washington Area Chamber	Franklin
<b>Totals</b>	<b>\$254,580</b>

**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 FY2017, 22 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
Carthage CVB	Jasper
City of Lebanon	Laclede
Clay County	Clay
Greater Chillicothe	Livingston
Hannibal CVB	Marion/Ralls
Hermann City Hall - Tourism	Gasconade
Independence Tourism Dept	Jackson
Jefferson City CVB	Cole
Joplin CVB	Jasper
Lake of the Ozarks Golf Trail	Camden/Miller/Morgan
Lake of the Ozarks Tri-County Lodging	Camden/Miller/Morgan
Maryland Heights	St. Louis
Pulaski County Tourism Bureau	Pulaski
Sedalia Area Chamber/CVB	Pettis
Springfield CVB	Greene/Polk/Christian
St. Charles CVB	St. Charles
St. Joseph CVB	Buchanan
City of Ste. Genevieve Tourism Dept	Ste. Genevieve
Warrensburg CVB	Johnson
Washington Area Chamber	Franklin
<b>Totals</b>	<b>\$223,367</b>

**SECTION III. FY2017 ASSESSMENTS - INDIVIDUAL PROJECTS**

The following pages reflect the outcome information provided by the participants for each individual FY2017 contract for the MMG.

## Fiscal Year 2017 Program Summary

### Individual Contract Data for Marketing Matching Grant

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#### DMO Information

DMO: **Buchanan Co. Tourism Board d/b/a St. Joseph CVB** CTL: **4**  
Project: **Marketing for Buchanan County** Contract #: **17-01-009-20**

#### Budget and Expenditures

State Dollars Awarded:	\$69,221.00	State Dollars Reimbursed:	\$69,221.00
Revised Award:	\$0.00	Local Matching Dollars:	\$69,221.00
		Total Project Cost:	\$138,442.00

#### Marketing Activity Information

Magazine Ads Placed:	29	Billboards Leased:	0	Gross Impressions:	22,274,000
Newspaper Ads Placed:	0	Electronic Marketing:	4		
Travel Insert Ads Placed:	2	Other Marketing Activity:	0	Instate Marketing:	24 %
TV Ads Placed:	0	Radio Ads Placed:	100	Out-of-State Marketing:	76 %

#### 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 FY16 to FY17: -0.80%

##### 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 2017 Program Summary

### Individual Contract Data for Marketing Matching Grant

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#### DMO Information

DMO: Clay County Tourism

CTL: 5

Project: Clay County Tourism MMG Marketing Program

Contract #: 17-01-014-20

#### Budget and Expenditures

State Dollars Awarded:	\$174,439.00	State Dollars Reimbursed:	\$167,418.39
Revised Award:	\$0.00	Local Matching Dollars:	\$167,418.00
		Total Project Cost:	\$334,836.39

#### Marketing Activity Information

Magazine Ads Placed:	24	Billboards Leased:	5	Gross Impressions:	91,404,544
Newspaper Ads Placed:	0	Electronic Marketing:	15		
Travel Insert Ads Placed:	2	Other Marketing Activity:	0	Instate Marketing:	25 %
TV Ads Placed:	0	Radio Ads Placed:	226	Out-of-State Marketing:	75 %

#### SEM Activity Information

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

#### Project Outcomes

As a first year destination participated in the program, the MMG project allowed Clay County to reach more potential visitors and increase the awareness of Clay County as a destination. While comparison to FY15 is difficult due to no previous data, the project provided a significant increase in visitor leads and website visits. On the website traffic increased substantially with more than 70% of site traffic driven by the digital campaign through the MMG project. Clay County also collected nearly 8,000 reader's service leads, compared to none the previous year. The project allowed Clay County to reach significantly more travelers than it ever could on its own.

#### Quantifiable Measurements (As provided by the participant)

##### CTLs 1 to 5 - Tax Revenue Comparison

Tax Comparison FY16 to FY17: 1.15%

##### 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 2017 Program Summary

### Individual Contract Data for Marketing Matching Grant

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#### DMO Information

DMO: **Platte County Visitors Bureau** CTL: **5**  
Project: **Platte County Getaway Campaign** Contract #: **17-01-025-20**

#### Budget and Expenditures

State Dollars Awarded:	\$64,067.00	State Dollars Reimbursed:	\$50,032.04
Revised Award:	\$53,917.00	Local Matching Dollars:	\$50,032.05
		Total Project Cost:	\$100,064.09

#### Marketing Activity Information

Magazine Ads Placed:	8	Billboards Leased:	2	Gross Impressions:	20,356,091
Newspaper Ads Placed:	0	Electronic Marketing:	15		
Travel Insert Ads Placed:	2	Other Marketing Activity:	0	Instate Marketing:	26 %
TV Ads Placed:	0	Radio Ads Placed:	0	Out-of-State Marketing:	74 %

#### SEM Activity Information

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

#### Project Outcomes

Platte County's FY17 MMG project allowed us to participate in travel inserts that would normally be cost prohibitive. Our ads in the travel inserts greatly increased our leads and we were able to reach potential visitors that might not have heard of Platte County. Website visits also increased with the online ad campaign for Platte County. Our FY17 MMG project allowed us to specifically target our preferred demographic (within a 4 hour drive distance and targeting female shoppers 45-55). Weston's billboards along I-70 generated a good response with multiple stores reporting shoppers had seen the billboard. In addition, Weston's print ads in Missouri Life were well received and generated visits to the town (stores routinely poll shoppers on where they are from and how they heard of Weston – many mentioned the Missouri Life ads). Missouri Life also featured Weston in Bike Across Missouri and named it the host city and start of the 2017 ride. Weston's ads were a key element in introducing Bike Across Missouri to the town and having that staff visit. This was great exposure to Weston and was an added bonus of the FY17 MMG project. The online, print and billboard ads also underlined the shift in visitors' habits with the 1-800 call to action not generating a good response. This will assist in future ad content and call to action decisions.

#### Quantifiable Measurements (As provided by the participant)

##### CTLs 1 to 5 - Tax Revenue Comparison

Tax Comparison FY16 to FY17: -0.50%

##### 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 2017 Program Summary

### Individual Contract Data for Marketing Matching Grant

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#### DMO Information

DMO: **Lexington Tourism Commission**  
Project: **2016-17 Marketing Campaign**

CTL: **1**  
Contract #: **17-01-029-20**

#### Budget and Expenditures

State Dollars Awarded:	\$4,749.00	State Dollars Reimbursed:	\$3,474.00
Revised Award:	\$0.00	Local Matching Dollars:	\$3,474.00
		Total Project Cost:	\$6,948.00

#### Marketing Activity Information

Magazine Ads Placed:	5	Billboards Leased:	0	Gross Impressions:	519,624
Newspaper Ads Placed:	0	Electronic Marketing:	12		
Travel Insert Ads Placed:	0	Other Marketing Activity:	0	Instate Marketing:	20 %
TV Ads Placed:	0	Radio Ads Placed:	0	Out-of-State Marketing:	80 %

#### SEM Activity Information

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

#### Project Outcomes

Increased awareness of the events and activities of the destination. We saw increased visitors for Big BAM, Porches & Peaches, Old Homes Tour, and the Historic Churches Tour. Our events have become profitable instead of break-even or in the hole.

#### Quantifiable Measurements (As provided by the participant)

##### CTLs 1 to 5 - Tax Revenue Comparison

Tax Comparison FY16 to FY17: 2.41%

##### 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 2017 Program Summary

### Individual Contract Data for Marketing Matching Grant

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#### DMO Information

DMO: **Visit KC** CTL: **7**  
Project: **2016 Leisure Marketing** Contract #: **17-01-031-20**

#### Budget and Expenditures

State Dollars Awarded:	\$475,000.00	State Dollars Reimbursed:	\$468,381.43
Revised Award:	\$0.00	Local Matching Dollars:	\$468,381.46
		Total Project Cost:	\$936,762.89

#### Marketing Activity Information

Magazine Ads Placed:	6	Billboards Leased:	3	Gross Impressions:	127,382,213
Newspaper Ads Placed:	0	Electronic Marketing:	524		
Travel Insert Ads Placed:	0	Other Marketing Activity:	0	Instate Marketing:	16 %
TV Ads Placed:	2	Radio Ads Placed:	2	Out-of-State Marketing:	82 %

#### SEM Activity Information

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

#### Project Outcomes

Overall, Kansas City saw almost \$72 million in visitor spending attributable to the leisure media campaign. The increased amount of incremental spending produced an ROI of \$85 – the third highest generated in the 10 years that Visit KC has measured marketing and media campaign returns, and higher than the historical average of \$71. The MMG program was a primary source of funding for the campaign.

#### Quantifiable Measurements (As provided by the participant)

##### CTLs 1 to 5 - Tax Revenue Comparison

Tax Comparison FY16 to FY17:

##### CTLs 6 and 7 - Advertising Effectiveness Study

Advertising Recall:	37.00%	Incremental Trips:	85,400	Economic Impact:	\$71,700,000
#Aware Households:	1,800,000	Incremental Room Nights	233,000	Advertising \$\$ Spent:	\$840,000
Increment Travel:	4.70%	Dollars Spent per Trip:	\$840.00	Return on Investment (ROI)	\$85.00

**Fiscal Year 2017 Program Summary**

**Individual Contract Data for Marketing Matching Grant**

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**DMO Information**

DMO: **Kirksville Area Chamber of Commerce** CTL: **2**  
Project: **Experience Kirksville!** Contract #: **17-02-006-20**

**Budget and Expenditures**

State Dollars Awarded:	\$4,666.00	State Dollars Reimbursed:	\$2,745.00
Revised Award:	\$0.00	Local Matching Dollars:	\$2,744.50
		Total Project Cost:	\$5,489.50

**Marketing Activity Information**

Magazine Ads Placed:	5	Billboards Leased:	1	Gross Impressions:	523,984
Newspaper Ads Placed:	0	Electronic Marketing:	0		
Travel Insert Ads Placed:	0	Other Marketing Activity:	0	Instate Marketing:	59 %
TV Ads Placed:	0	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**

We were able to make our marketing dollars go further by participating in the MMG program. We had more visitors from Iowa because of the ads in The Iowan. Our lodging tax was higher than the previous year. In fact it was a record breaking year.

**Quantifiable Measurements** (As provided by the participant)

**CTLs 1 to 5 - Tax Revenue Comparison**

Tax Comparison FY16 to FY17: 29.94%

**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 2017 Program Summary

### Individual Contract Data for Marketing Matching Grant

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#### **DMO Information**

DMO: **St. Louis CVC**

CTL: **7**

Project: **FY2017 Destination Advertising**

Contract #: **17-02-008-20**

#### **Budget and Expenditures**

State Dollars Awarded:	\$475,000.00	State Dollars Reimbursed:	\$475,000.00
Revised Award:	\$0.00	Local Matching Dollars:	\$475,000.00
		Total Project Cost:	\$950,000.00

#### **Marketing Activity Information**

Magazine Ads Placed:	0	Billboards Leased:	0	Gross Impressions:	26,464,400
Newspaper Ads Placed:	0	Electronic Marketing:	1		
Travel Insert Ads Placed:	0	Other Marketing Activity:	0	Instate Marketing:	11 %
TV Ads Placed:	6,882	Radio Ads Placed:	9,070	Out-of-State Marketing:	89 %

#### **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 1,462,010 aware households despite a significant budget decrease.
- The Explore St. Louis campaign was able to maintain a strong reach which contributed to greater media efficiency. The cost per aware household dropped from \$0.36 in 2016 to \$0.30 in 2017.
- The increase in digital and social media spending resulted in a higher recall among younger audiences; Millennials have the highest recall of the 2017 campaign.
- The 2017 campaign influenced nearly 500,000 trips to the city between April and September.
- Spring/summer media generated more than \$575 million in visitor spending.
- Explore St. Louis marketing reached 10.6 million households and resulted in an ROI of \$420 despite a significant decrease in the media investment. (ROI rose from \$278 during FY16)

#### **Quantifiable Measurements** (As provided by the participant)

##### **CTLs 1 to 5 - Tax Revenue Comparison**

Tax Comparison FY16 to FY17:

##### **CTLs 6 and 7 - Advertising Effectiveness Study**

Advertising Recall:	50.00%	Incremental Trips:	593,184	Economic Impact:	\$578,594,705
#Aware Households:	10,667,418	Incremental Room Nights	0	Advertising \$\$ Spent:	\$1,378,489
Increment Travel:	5.60%	Dollars Spent per Trip:	\$975.00	Return on Investment (ROI)	\$420.00

## Fiscal Year 2017 Program Summary

### Individual Contract Data for Marketing Matching Grant

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#### DMO Information

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

CTL: **4**  
Contract #: **17-02-017-20**

#### Budget and Expenditures

State Dollars Awarded:	\$18,963.00	State Dollars Reimbursed:	\$18,106.75
Revised Award:	\$18,687.00	Local Matching Dollars:	\$18,106.75
		Total Project Cost:	\$36,213.50

#### Marketing Activity Information

Magazine Ads Placed:	29	Billboards Leased:	0	Gross Impressions:	1,542
Newspaper Ads Placed:	0	Electronic Marketing:	2		
Travel Insert Ads Placed:	2	Other Marketing Activity:	0	Instate Marketing:	58 %
TV Ads Placed:	0	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

We were able to advertise in areas that we would not be able to afford had we not gotten the grant. Our lodging tax revue has shown an impressive increase, as well as, the number of groups coming into the area and the number of people coming by Amtrak.

#### Quantifiable Measurements (As provided by the participant)

##### CTLs 1 to 5 - Tax Revenue Comparison

Tax Comparison FY16 to FY17: 5.80%

##### 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 2017 Program Summary

### Individual Contract Data for Marketing Matching Grant

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#### DMO Information

DMO: **Moberly Area Chamber of Commerce**

CTL: **3**

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

Contract #: **17-02-020-20**

#### Budget and Expenditures

State Dollars Awarded: \$14,834.00

State Dollars Reimbursed: \$9,137.00

Revised Award: \$9,137.00

Local Matching Dollars: \$9,137.00

Total Project Cost: \$18,274.00

#### Marketing Activity Information

Magazine Ads Placed: 11	Billboards Leased: 0	Gross Impressions: 1,531,640
Newspaper Ads Placed: 0	Electronic Marketing: 0	
Travel Insert Ads Placed: 0	Other Marketing Activity: 0	Instate Marketing: 95 %
TV Ads Placed: 0	Radio Ads Placed: 0	Out-of-State Marketing: 5 %

#### SEM Activity Information

# of Campaigns:

# of Impressions:

# of Clicks Delivered:

Average Click-through Rate:

#### Project Outcomes

Unfortunately, because of budgeting issues with the City, we had to reduce our project mid-year. We can definitely show that there was a reduction of visitors to our tourism website and I attribute the decline to the reduction. I am hoping that once we show these numbers to certain individuals, we will be able to justify what we do.

#### Quantifiable Measurements (As provided by the participant)

##### CTLs 1 to 5 - Tax Revenue Comparison

Tax Comparison FY16 to FY17: -1.35%

##### 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 2017 Program Summary

### Individual Contract Data for Marketing Matching Grant

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#### DMO Information

DMO: **City of Hermann Tourism**  
Project: **FY17 MMG - Gasconade County**

CTL: **1**  
Contract #: **17-02-024-20**

#### Budget and Expenditures

State Dollars Awarded:	\$6,000.00	State Dollars Reimbursed:	\$6,000.00
Revised Award:	\$0.00	Local Matching Dollars:	\$6,000.00
		Total Project Cost:	\$12,000.00

#### Marketing Activity Information

Magazine Ads Placed:	0	Billboards Leased:	4	Gross Impressions:	3,831,256
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

Having the ability to promote the City of Hermann and surrounding areas in such a high traffic area in metro St. Louis, MO, really aided in reaching our desired targets in said market.

#### Quantifiable Measurements (As provided by the participant)

##### CTLs 1 to 5 - Tax Revenue Comparison

Tax Comparison FY16 to FY17: 2.07%

##### 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 2017 Program Summary**

**Individual Contract Data for Marketing Matching Grant**

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**DMO Information**

DMO: **City of St. Charles Tourism Department** CTL: **5**  
Project: **Greater Saint Charles MO Destination Advertising FY17** Contract #: **17-02-026-20**

**Budget and Expenditures**

State Dollars Awarded:	\$275,000.00	State Dollars Reimbursed:	\$274,649.37
Revised Award:	\$0.00	Local Matching Dollars:	\$274,649.39
		Total Project Cost:	\$549,298.76

**Marketing Activity Information**

Magazine Ads Placed:	27	Billboards Leased:	0	Gross Impressions:	1,136,460,654
Newspaper Ads Placed:	0	Electronic Marketing:	163		
Travel Insert Ads Placed:	2	Other Marketing Activity:	0	Instate Marketing:	24 %
TV Ads Placed:	2,585	Radio Ads Placed:	408	Out-of-State Marketing:	76 %

**SEM Activity Information**

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

**Project Outcomes**

The MMG project continued to provide us with resources to reach new and wider audiences and prospective visitors. Our website traffic has continued to increase as well as our tourism tax revenue. This funding is necessary to continue our promotion of the City's events and attractions, as well as continued marketing of Saint Charles County as a whole.

**Quantifiable Measurements** (As provided by the participant)

**CTLs 1 to 5 - Tax Revenue Comparison**

Tax Comparison FY16 to FY17: 1.74%

**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 2017 Program Summary

### Individual Contract Data for Marketing Matching Grant

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#### **DMO Information**

DMO: **City of Hannibal CVB**

CTL: **4**

Project: **Discover Mark Twain's Hometown!**

Contract #: **17-02-027-20**

#### **Budget and Expenditures**

State Dollars Awarded:	\$70,000.00	State Dollars Reimbursed:	\$70,000.00
Revised Award:	\$0.00	Local Matching Dollars:	\$85,496.95
		Total Project Cost:	\$155,496.95

#### **Marketing Activity Information**

Magazine Ads Placed:	0	Billboards Leased:	0	Gross Impressions:	10,388,860
Newspaper Ads Placed:	0	Electronic Marketing:	8		
Travel Insert Ads Placed:	0	Other Marketing Activity:	0	Instate Marketing:	26 %
TV Ads Placed:	0	Radio Ads Placed:	0	Out-of-State Marketing:	74 %

#### **SEM Activity Information**

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

#### **Project Outcomes**

The Matching Marketing Grant project allowed us to expand our electronic marketing efforts to target specific demographics that are searching for travel information in destinations such as Hannibal. Specifically, we were able to increase our spend on YouTube and Facebook which resulted in a greater digital presence for us. Without the opportunity to partner with the Missouri Division of Tourism through the MMG, our leisure travel marketing plan would be negatively impacted and the potential to reach new visitors will decrease significantly. Not only are we benefiting from this project, but we are conveniently providing thousands of tourists with information 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 FY16 to FY17: -1.44%

##### **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 2017 Program Summary

### Individual Contract Data for Marketing Matching Grant

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#### **DMO Information**

DMO: Louisiana Visitors & Convention Bureau  
Project: Missouri Life Ad Blitz

CTL: 1  
Contract #: 17-02-028-20

#### **Budget and Expenditures**

State Dollars Awarded:	\$3,500.00	State Dollars Reimbursed:	\$3,500.00
Revised Award:	\$0.00	Local Matching Dollars:	\$3,500.00
		Total Project Cost:	\$7,000.00

#### **Marketing Activity Information**

Magazine Ads Placed:	4	Billboards Leased:	0	Gross Impressions:	93,000
Newspaper Ads Placed:	0	Electronic Marketing:	0		
Travel Insert Ads Placed:	0	Other Marketing Activity:	0	Instate Marketing:	89 %
TV Ads Placed:	0	Radio Ads Placed:	0	Out-of-State Marketing:	11 %

#### **SEM Activity Information**

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

#### **Project Outcomes**

This MMG project has allowed us to spread the word about events in our county to a much larger audience than we would have been able to afford without the project.

#### **Quantifiable Measurements** (As provided by the participant)

##### **CTLs 1 to 5 - Tax Revenue Comparison**

Tax Comparison FY16 to FY17: 18.84%

##### **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 2017 Program Summary

### Individual Contract Data for Marketing Matching Grant

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#### DMO Information

DMO: **Sedalia Convention & Visitors Bureau**  
Project: **2017 Leisure Marketing**

CTL: **4**  
Contract #: **17-03-007-20**

#### Budget and Expenditures

State Dollars Awarded:	\$5,661.00	State Dollars Reimbursed:	\$4,818.02
Revised Award:	\$0.00	Local Matching Dollars:	\$5,907.00
		Total Project Cost:	\$10,725.02

#### Marketing Activity Information

Magazine Ads Placed:	4	Billboards Leased:	0	Gross Impressions:	1,100,507
Newspaper Ads Placed:	0	Electronic Marketing:	0		
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 allowing Sedalia CVB to reach its prime demographics and geographic for niche interests. It reinforced Sedalia's branding as the Home of the Missouri State Fair, Scott Joplin Ragtime, Katy Trail State Park Trailhead, and the nationally acclaimed Daum Museum of Contemporary Art.

#### Quantifiable Measurements (As provided by the participant)

##### CTLs 1 to 5 - Tax Revenue Comparison

Tax Comparison FY16 to FY17: 0.47%

##### 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 2017 Program Summary

### Individual Contract Data for Marketing Matching Grant

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#### DMO Information

DMO: **Jefferson City CVB**

CTL: **4**

Project: **Capital City Marketing Matching Grant FY17**

Contract #: **17-03-016-20**

#### Budget and Expenditures

State Dollars Awarded:	\$34,783.00	State Dollars Reimbursed:	\$34,069.56
Revised Award:	\$34,083.00	Local Matching Dollars:	\$34,070.56
		Total Project Cost:	\$68,140.12

#### Marketing Activity Information

Magazine Ads Placed:	16	Billboards Leased:	4	Gross Impressions:	4,228,502
Newspaper Ads Placed:	0	Electronic Marketing:	3		
Travel Insert Ads Placed:	2	Other Marketing Activity:	0	Instate Marketing:	65 %
TV Ads Placed:	0	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 allows the Jefferson City Convention and Visitors Bureau to increase advertising dollars with the cost sharing program. With the extra money, we are 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.

#### Quantifiable Measurements (As provided by the participant)

##### CTLs 1 to 5 - Tax Revenue Comparison

Tax Comparison FY16 to FY17: 3.96%

##### 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 2017 Program Summary**

**Individual Contract Data for Marketing Matching Grant**

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**DMO Information**

DMO: **Pulaski County Visitors Bureau**  
Project: **PCVB 2017**

CTL: **4**  
Contract #: **17-03-019-20**

**Budget and Expenditures**

State Dollars Awarded:	\$39,987.00	State Dollars Reimbursed:	\$39,821.11
Revised Award:	\$0.00	Local Matching Dollars:	\$39,988.00
		Total Project Cost:	\$79,809.11

**Marketing Activity Information**

Magazine Ads Placed:	5	Billboards Leased:	3	Gross Impressions:	28,185,586
Newspaper Ads Placed:	0	Electronic Marketing:	5		
Travel Insert Ads Placed:	1	Other Marketing Activity:	0	Instate Marketing:	65 %
TV Ads Placed:	0	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**

Extending our reach with billboard exposure to complement our intensive campaign closer to home. Establish consistent awareness in outer regions. We receive numerous comments regarding our boards which are pulling folks traveling through Missouri off the Interstate to enjoy; Trail of Tears attraction, Route 66 Adventure and Antique/Quilt Trail. Expands our reach in print materials. Allows us to have an intensive banner targeted campaign both geographical and behavioral in outer markets in OK and KS. Investing together allows us to market unique and niche interest activities that might not be highlighted in standalone campaigns at a higher level. Tourists do look for those unique, off the beaten path activities. We also operate a Visitors Center and survey them to find out how they discovered information about our area and are able to then take that knowledge and invest in those outlets further. Without the grant program we would be limited in our reach to areas further away and would not be able to invest as diligently in the number of mediums that we do.

**Quantifiable Measurements** (As provided by the participant)

**CTLs 1 to 5 - Tax Revenue Comparison**

Tax Comparison FY16 to FY17: 2.26%

**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 2017 Program Summary**

**Individual Contract Data for Marketing Matching Grant**

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**DMO Information**

DMO: **City of Lebanon** CTL: **4**  
Project: **Lebanon / Laclede County LTM Campaign** Contract #: **17-03-022-20**

**Budget and Expenditures**

State Dollars Awarded:	\$33,022.00	State Dollars Reimbursed:	\$32,795.39
Revised Award:	\$0.00	Local Matching Dollars:	\$32,795.61
		Total Project Cost:	\$65,591.00

**Marketing Activity Information**

Magazine Ads Placed:	24	Billboards Leased:	2	Gross Impressions:	397,236,641
Newspaper Ads Placed:	0	Electronic Marketing:	12		
Travel Insert Ads Placed:	1	Other Marketing Activity:	0	Instate Marketing:	62 %
TV Ads Placed:	20,160	Radio Ads Placed:	0	Out-of-State Marketing:	38 %

**SEM Activity Information**

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

**Project Outcomes**

The MMG project continues to allow Lebanon/Laclede County the ability to advertise our location through various media outlets on a consistent basis. Resulting in a 7.54% increase in lodging tax collections as well as a 4% increase in website views.

**Quantifiable Measurements** (As provided by the participant)

**CTLs 1 to 5 - Tax Revenue Comparison**

Tax Comparison FY16 to FY17: 7.54%

**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 2017 Program Summary**

**Individual Contract Data for Marketing Matching Grant**

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**DMO Information**

DMO: **Lake of the Ozarks Tri-County Lodging Association** CTL: **5**  
Project: **Lake of the Ozarks Advertising Campaign** Contract #: **17-03-023-20**

**Budget and Expenditures**

State Dollars Awarded:	\$275,000.00	State Dollars Reimbursed:	\$273,678.17
Revised Award:	\$0.00	Local Matching Dollars:	\$273,678.20
		Total Project Cost:	\$547,356.37

**Marketing Activity Information**

Magazine Ads Placed:	11	Billboards Leased:	0	Gross Impressions:	1,115,825,228
Newspaper Ads Placed:	0	Electronic Marketing:	48		
Travel Insert Ads Placed:	2	Other Marketing Activity:	0	Instate Marketing:	14 %
TV Ads Placed:	115	Radio Ads Placed:	280	Out-of-State Marketing:	86 %

**SEM Activity Information**

# of Campaigns:	17	# of Impressions:	16,948,433
# of Clicks Delivered:	450,935	Average Click-through Rate:	2.66%

**Project Outcomes**

The Missouri Department of Revenue reported FY17 Sales/Use Tax for the three counties (Camden/Miller/Morgan) finished ahead of FY16 by \$36,084,881 or up 2.58%. Additionally, according to the Camden, Miller and Morgan County Collectors, lodging tax collections for all three counties finished up 6.78% or \$107,937. FY17 was the best lodging tax collection year experienced by the three counties in the past twelve years. It was also the single highest "lodging tax collected per available unit" that TCLA has experienced since we started tracking available inventory levels. While the DMO has continued to decrease print advertising as reflected in the reduced number of 800 calls and reader service inquiries, website visits for the FY17 year were up 18%. The DMO had an 8% increase delivery in clicks from content marketing compared to FY16 and a 9.5% increase in delivery of impressions for TCLA's remarketing campaign. TCLA spent 99.5% of the pledged amount due to an improved negotiated rate for one of the selected magazine publications.

**Quantifiable Measurements** (As provided by the participant)

**CTLs 1 to 5 - Tax Revenue Comparison**

Tax Comparison FY16 to FY17:

**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 2017 Program Summary

### Individual Contract Data for Marketing Matching Grant

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#### DMO Information

DMO: **City of Columbia CVB** CTL: **5**  
Project: **CCVB Marketing FY17** Contract #: **17-03-032-20**

#### Budget and Expenditures

State Dollars Awarded:	\$113,679.00	State Dollars Reimbursed:	\$100,414.97
Revised Award:	\$112,775.00	Local Matching Dollars:	\$100,415.24
		Total Project Cost:	\$200,830.21

#### Marketing Activity Information

Magazine Ads Placed:	12	Billboards Leased:	2	Gross Impressions:	50,249,557
Newspaper Ads Placed:	0	Electronic Marketing:	24		
Travel Insert Ads Placed:	0	Other Marketing Activity:	0	Instate Marketing:	21 %
TV Ads Placed:	0	Radio Ads Placed:	0	Out-of-State Marketing:	79 %

#### SEM Activity Information

# of Campaigns:	16	# of Impressions:	642,712
# of Clicks Delivered:	33,009	Average Click-through Rate:	

#### Project Outcomes

As in years past, the MMG from the PMF 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 50 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 provide a positive and unexpected experience.

#### Quantifiable Measurements (As provided by the participant)

##### CTLs 1 to 5 - Tax Revenue Comparison

Tax Comparison FY16 to FY17: -13.33%

##### 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 2017 Program Summary**

**Individual Contract Data for Marketing Matching Grant**

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**DMO Information**

DMO: **Branson/Lakes Area Chamber of Commerce/CVB** CTL: **7**  
Project: **Spring/Summer Television** Contract #: **17-04-010-20**

**Budget and Expenditures**

State Dollars Awarded:	\$475,000.00	State Dollars Reimbursed:	\$475,000.00
Revised Award:	\$0.00	Local Matching Dollars:	\$475,000.00
		Total Project Cost:	\$950,000.00

**Marketing Activity Information**

Magazine Ads Placed:	0	Billboards Leased:	0	Gross Impressions:	56,405,000
Newspaper Ads Placed:	0	Electronic Marketing:	0		
Travel Insert Ads Placed:	0	Other Marketing Activity:	0	Instate Marketing:	2 %
TV Ads Placed:	829	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 MDT provide a significant impact to the Branson CVCB 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 FY16 to FY17:

**CTLs 6 and 7 - Advertising Effectiveness Study**

Advertising Recall:	42.00%	Incremental Trips:	415,000	Economic Impact:	\$432,000,000
#Aware Households:	38,700,000	Incremental Room Nights:	1,400,000	Advertising \$\$ Spent:	\$5,200,000
Increment Travel:	1.10%	Dollars Spent per Trip:	\$1,041.00	Return on Investment (ROI)	\$84.00

## Fiscal Year 2017 Program Summary

### Individual Contract Data for Marketing Matching Grant

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#### DMO Information

DMO: **Springfield CVB** CTL: **6**  
Project: **FY17 Leisure Marketing Campaign** Contract #: **17-04-011-20**

#### Budget and Expenditures

State Dollars Awarded:	\$430,000.00	State Dollars Reimbursed:	\$430,000.00
Revised Award:	\$0.00	Local Matching Dollars:	\$482,250.30
		Total Project Cost:	\$912,250.30

#### Marketing Activity Information

Magazine Ads Placed:	9	Billboards Leased:	0	Gross Impressions:	221,081,698
Newspaper Ads Placed:	800	Electronic Marketing:	25		
Travel Insert Ads Placed:	2	Other Marketing Activity:	0	Instate Marketing:	17 %
TV Ads Placed:	499	Radio Ads Placed:	396	Out-of-State Marketing:	83 %

#### SEM Activity Information

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

#### Project Outcomes

Springfield's ability to promote the incredible attractions, retailers and restaurants was greatly aided by the MMG program. Our print, broadcast and digital display campaigns allowed us to promote Springfield as a great family-friendly destination. Beyond that, our social media and SEM campaigns gave us the ability to drill down into specific interests allowing for a far richer storytelling opportunity for our media. Taken together, SpringfieldMO.org experienced another record-setting year generating thousands of new contacts for our future efforts.

#### Quantifiable Measurements (As provided by the participant)

##### CTLs 1 to 5 - Tax Revenue Comparison

Tax Comparison FY16 to FY17:

##### CTLs 6 and 7 - Advertising Effectiveness Study

Advertising Recall:	45.90%	Incremental Trips:	127,800	Economic Impact:	\$88,300,000
#Aware Households:	9,900,000	Incremental Room Nights:	370,800	Advertising \$\$ Spent:	\$892,879
Increment Travel:	1.30%	Dollars Spent per Trip:	\$691.00	Return on Investment (ROI)	\$99.00

## Fiscal Year 2017 Program Summary

### Individual Contract Data for Marketing Matching Grant

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#### DMO Information

DMO: **Chamber of Commerce of Table Rock Lake/Kimberling City Area** CTL: **6**  
Project: **My Table Rock Lake** Contract #: **17-04-012-20**

#### Budget and Expenditures

State Dollars Awarded:	\$275,000.00	State Dollars Reimbursed:	\$274,623.93
Revised Award:	\$0.00	Local Matching Dollars:	\$274,623.93
		Total Project Cost:	\$549,247.86

#### Marketing Activity Information

Magazine Ads Placed:	10	Billboards Leased:	4	Gross Impressions:	27,193,971
Newspaper Ads Placed:	0	Electronic Marketing:	36		
Travel Insert Ads Placed:	1	Other Marketing Activity:	0	Instate Marketing:	19 %
TV Ads Placed:	2,174	Radio Ads Placed:	0	Out-of-State Marketing:	81 %

#### SEM Activity Information

# of Campaigns:	2	# of Impressions:	2,152,064
# of Clicks Delivered:	66,094	Average Click-through Rate:	3.07%

#### Project Outcomes

Without the funding from the MMG project, we would be unable to produce this kind of positive impact on visitation to Table Rock Lake. As an organization not funded by a lodging or tourism tax, these results would not be possible for us to achieve without the MMG project. The increase in sales tax in Stone County and an ROI of \$168, determined by an ad effectiveness study, demonstrates that the MMG project is crucial to our continued success in bringing visitors to Missouri and Table Rock Lake.

#### Quantifiable Measurements (As provided by the participant)

##### CTLs 1 to 5 - Tax Revenue Comparison

Tax Comparison FY16 to FY17: 3.83%

##### CTLs 6 and 7 - Advertising Effectiveness Study

Advertising Recall:	37.00%	Incremental Trips:	80,000	Economic Impact:	\$75,000,000
#Aware Households:	2,300,000	Incremental Room Nights:	0	Advertising \$\$ Spent:	\$550,000
Increment Travel:	3.50%	Dollars Spent per Trip:	\$935.00	Return on Investment (ROI)	\$168.00

## Fiscal Year 2017 Program Summary

### Individual Contract Data for Marketing Matching Grant

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#### DMO Information

DMO: Carthage CVB

CTL: 4

Project: Jasper County 2016-2017

Contract #: 17-04-013-20

#### Budget and Expenditures

State Dollars Awarded:	\$20,430.00	State Dollars Reimbursed:	\$19,382.54
Revised Award:	\$0.00	Local Matching Dollars:	\$19,382.55
		Total Project Cost:	\$38,765.09

#### Marketing Activity Information

Magazine Ads Placed:	5	Billboards Leased:	0	Gross Impressions:	3,710,716
Newspaper Ads Placed:	0	Electronic Marketing:	41		
Travel Insert Ads Placed:	0	Other Marketing Activity:	0	Instate Marketing:	17 %
TV Ads Placed:	0	Radio Ads Placed:	0	Out-of-State Marketing:	82 %

#### SEM Activity Information

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

#### Project Outcomes

In this reporting period, the MMG program had a significant impact on the Joplin CVB's increase in leisure travel visibility, through visitjoplinmo.com in both travel planning and destination inquiries. This funding supported the launch of a new website during the same period. As a small CVB, Carthage depends on the MMG program as not only a way to extend marketing dollars and double our advertising efforts, but also to provide advice and research on opportunities with the best results oriented efforts. We are pleased with our print results in Show Me Missouri magazine and also feel that our digital campaign pushed significant traffic to our website and provided increased attendance at our spring and summer events.

#### Quantifiable Measurements (As provided by the participant)

##### CTLs 1 to 5 - Tax Revenue Comparison

Tax Comparison FY16 to FY17: 5.80%

##### 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 2017 Program Summary

### Individual Contract Data for Marketing Matching Grant

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#### **DMO Information**

DMO: **Cape Girardeau Chamber of Commerce/CVB**  
Project: **Destination Cape Girardeau - You've Arrived!**

CTL: **4**  
Contract #: **17-05-015-20**

#### **Budget and Expenditures**

State Dollars Awarded:	\$32,110.00	State Dollars Reimbursed:	\$27,071.98
Revised Award:	\$0.00	Local Matching Dollars:	\$32,111.00
		Total Project Cost:	\$59,182.98

#### **Marketing Activity Information**

Magazine Ads Placed:	60	Billboards Leased:	0	Gross Impressions:	12,960,889
Newspaper Ads Placed:	0	Electronic Marketing:	7		
Travel Insert Ads Placed:	2	Other Marketing Activity:	0	Instate Marketing:	41 %
TV Ads Placed:	0	Radio Ads Placed:	0	Out-of-State Marketing:	59 %

#### **SEM Activity Information**

# of Campaigns:	15	# of Impressions:	1,024,739
# of Clicks Delivered:	35,498	Average Click-through Rate:	3.46%

#### **Project Outcomes**

The marketing support provided by MDT allows Visit Cape to have a broader advertising reach and to take advantage of additional marketing opportunities that would be unattainable without MDT's support.

#### **Quantifiable Measurements** (As provided by the participant)

##### **CTLs 1 to 5 - Tax Revenue Comparison**

Tax Comparison FY16 to FY17: 0.96%

##### **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 2017 Program Summary**

**Individual Contract Data for Marketing Matching Grant**

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**DMO Information**

DMO: **City of West Plains Tourism Development Advisory Council** CTL: **4**  
Project: **West Plains Billboards, TV and Digital Campaign** Contract #: **17-05-018-20**

**Budget and Expenditures**

State Dollars Awarded:	\$6,580.00	State Dollars Reimbursed:	\$6,370.00
Revised Award:	\$0.00	Local Matching Dollars:	\$6,580.00
		Total Project Cost:	\$12,950.00

**Marketing Activity Information**

Magazine Ads Placed:	0	Billboards Leased:	2	Gross Impressions:	1,430,894
Newspaper Ads Placed:	0	Electronic Marketing:	3		
Travel Insert Ads Placed:	0	Other Marketing Activity:	0	Instate Marketing:	65 %
TV Ads Placed:	33	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 most obvious result is the increase in the Mote/Hotel tax, since that is primarily related to visitors to the area. Also, the increase in website visits has been significant. We believe the billboards have brought recognition to West Plains and the city's band, visitors to our Welcome Center have mentioned viewing them.

**Quantifiable Measurements** (As provided by the participant)

**CTLs 1 to 5 - Tax Revenue Comparison**

Tax Comparison FY16 to FY17: 8.92%

**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 2017 Program Summary

### Individual Contract Data for Marketing Matching Grant

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#### DMO Information

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

CTL: 3

Project: FY-17 Scott County Leisure Travel Market Campaign

Contract #: 17-05-021-20

#### Budget and Expenditures

State Dollars Awarded:	\$20,000.00	State Dollars Reimbursed:	\$19,835.50
Revised Award:	\$0.00	Local Matching Dollars:	\$19,835.50
		Total Project Cost:	\$39,671.00

#### Marketing Activity Information

Magazine Ads Placed:	11	Billboards Leased:	0	Gross Impressions:	5,949,087
Newspaper Ads Placed:	0	Electronic Marketing:	1		
Travel Insert Ads Placed:	0	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:	1	# of Impressions:	795,845
# of Clicks Delivered:	21,698	Average Click-through Rate:	2.44%

#### Project Outcomes

No Project Summary Report was completed - the Project Manager retired, isn't being replaced, and the City of Sikeston will no longer be the DMO for Scott County.

#### Quantifiable Measurements (As provided by the participant)

##### CTLs 1 to 5 - Tax Revenue Comparison

Tax Comparison FY16 to FY17:

##### 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 2017 Program Summary**

**Individual Contract Data for Marketing Matching Grant**

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**DMO Information**

DMO: **City of Ste. Genevieve Tourism Department** CTL: **1**  
Project: **Ste. Genevieve Marketing Matching Grant** Contract #: **17-05-033-20**

**Budget and Expenditures**

State Dollars Awarded:	\$6,000.00	State Dollars Reimbursed:	\$6,000.00
Revised Award:	\$0.00	Local Matching Dollars:	\$6,350.53
		Total Project Cost:	\$12,350.53

**Marketing Activity Information**

Magazine Ads Placed:	5	Billboards Leased:	0	Gross Impressions:	4,300,000
Newspaper Ads Placed:	0	Electronic Marketing:	0		
Travel Insert Ads Placed:	1	Other Marketing Activity:	0	Instate Marketing:	47 %
TV Ads Placed:	0	Radio Ads Placed:	0	Out-of-State Marketing:	53 %

**SEM Activity Information**

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

**Project Outcomes**

The funds provided in the MMG program continues to help our DMO implement critical areas of our marketing strategy to increase reach and brand awareness among leisure travelers. Recent reduction in this funding have proven to be especially challenging at a small DMO. It is our goal to leverage our local funds with the available state MMG funds to the utmost benefit of the businesses, museums and historic sites that rely on travel and tourism.

**Quantifiable Measurements** (As provided by the participant)

**CTLs 1 to 5 - Tax Revenue Comparison**

Tax Comparison FY16 to FY17:

**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 2017 Program Summary**

**Individual Contract Data for Marketing Matching Grant**