



Clay County Matching Marketing Grant Partnership

Clay County Tourism would love to feature your community, business or event in their advertising for Fiscal Year 2020! We are offering you an opportunity to partner with Visit Clay and the Missouri Division of Tourism in the Matching Marketing Grant (MMG). This is a dollar for dollar matching grant for advertising your tourism businesses, events and communities.

In this packet we have outlined requirements set by Missouri Division of Tourism (MDT) and how we are able to help bring tourism dollars to your community. Thank you for your interest in promoting tourism and economic development in your community and county.

Guidelines:

1. Deadline for submission is March 15, 2019.
2. Application is for ad placements made July 1, 2019 to June 30, 2020.
3. Private businesses are limited to destination/tourism related business.
4. Applicant will be responsible for any additional costs to vendors, ie; vinyl production for billboards.
5. Partners will submit 2 payments to Clay County.
 - a. Payment CY19 (for ads run July 1 to Dec. 31, 2019) – due July 15th, 2019
 - b. Payment CY20 (for ads run Jan. 1 to June 30, 2020) – due January 15th, 2020
6. Visit Clay will provide a webpage solely dedicated to each partner. This page will have the look and feel of the partner that will be used to direct traffic to in our cooperative advertising placements, required by state guidelines.
7. Applicant agrees to follow design standards:
 - a. MDT Design Criteria – <https://mdt-visitmo-cdn.s3.amazonaws.com/industry-files/programs-2019-info/1538418285-motour-016610-1-style-guide-revisions-fall-2018-1-.pdf>
 - b. Clay County Design Criteria – Visit Clay logo as required by state guidelines
8. Visit Clay is available to work with partners in creating print or digital ads. Please allow 6 weeks before insertion for collaboration and design.
9. Areas available in cooperation:
 - a. In state – 50 miles from Clay County borders
 - b. Out of state – 50 miles from Clay County borders, Omaha, Des Moines, Wichita and Topeka.
10. Advertising is allowed with listed vendors per state guidelines: https://mdt-visitmo-cdn.s3.amazonaws.com/industry-files/programs-2019-info/FY19_MMG_Media_Markets_List_REV4_72417.pdf
11. Applicant is responsible for incidental costs for any digital or reporting required by MDT.
12. To be eligible, applicant must agree to spend the minimum in one of the following mediums:
 - a. Print – No cost minimum, but include 2 ad insertions with minimum size of 1/6 page
 - b. Digital – \$2,500 (total of \$5,000 with state match)
 - c. Billboard – No cost minimum, but board should run at least 6 weeks for effectiveness.
 - d. Radio – \$5000 (total of \$10,000 with state match)
 - e. Television – \$7,500 (total of \$15,000 with state match)
13. Applicant may apply for up to \$25,000. Approval amount will depend on funds available.
14. All funds will be matched with MDT.
15. The following application is required to be filled out by applicant for consideration in partnership.
16. Copies of advertisements will be supplied to applicant after run.
17. All applications will be reviewed by the Tourism Board. The board will make recommendations of partnerships to the Tourism Department.
18. At this time, Missouri Division of Tourism requires all digital ads are directed to the Destination Marketing Organization in your area's website, which is Visit Clay. However, we are able to build a page suited just for you on our site containing your messaging. The goal is to support and promote you! This page will not be built to promote Visit Clay, but built to be an additional advertising place for you. It will then link to your actual page.

FY2020 MARKETING MATCHING GRANT APPLICATION PACKET

Packet Includes:

- Instructions for completing the application
- FY20 Marketing Matching Grant Partnership (MMG) Application

Review the program guidelines prior to completing the application. The FY20 Promote Missouri Fund Program Guidelines are available online at [FY19 Program Information](#) on industry.visitmo.com/programs/2019-program-info.

FY20 CALENDAR

Clay County applications due by 5 p.m.	March 15, 2019
Electronically submitted applications due by noon	March 15, 2019
Notification of MMG awards	June 30, 2019
Program year begins	July 1, 2019

COMPLETING THE APPLICATION

Lines 1 through 12 – Partner Information: Provide all requested information. Leave no blank spaces.

- Line 10 – The Project Director is the individual who will serve as the primary contact with Clay County.
- Line 12 – Describe the area marketed clearly and concisely.

Lines 13 through 17 – Project Information: Include all requested information as it relates to the project included in this application.

- Line 14 – Include all individuals with whom Clay County is authorized to discuss this contract. Be sure to include the ad agency representative if that person will be submitting materials directly to Clay County.
- Line 15 – The total funds requested amount should be no more than 50% of the total project budget.
- Line 16 – Indicate the percentage that will be spent on in-state advertising and the percentage that will be spent on out-of-state advertising.

Line 18 – Other Media Activities

- In column 1, breakout the local matching funds by print, TV, radio, other media and total the column. The total of column 1 should equal the Local Funds amount on your Project Budget sheet.

Line 19 – Review Criteria

- Carefully address the review standards found in the application. Read each carefully. All requested information must be included. **Respond ONLY in the space provided. DO NOT ATTACH ADDITIONAL PAGES.**

Line 20 – Authorizing Agents

- Complete contact information is required of both the Project Director for Clay County's Partner and the CEO of the applicant. The Project Director and the CEO may not be the same individual.

SUBMITTING THE APPLICATION

NOTE: Keep a copy of the completed application for your records.

DELIVERY METHODS

Electronic Method:

To be considered for funding, completed applications must be received at Clay County Tourism no later than 5:00 p.m. on March 15, 2019. Create an e-mail with the subject line: FY20 Marketing Matching Grant Application and attach the application. An email confirmation that all files were received and could be opened will be sent.

Electronic Method Checklist:

Applications submitted via e-mail must be received by Clay County Tourism no later than **12:00 p.m. March 15, 2019.**

Test integrity of files *(It is the applicant's responsibility to ensure the document files work properly.)*

Attach all documents to an e-mail and deliver to tourism@claycountymo.gov with the following subject line: ***FY20 Marketing Matching Grant Partnership Application***

Standard Method:

To be considered for funding, completed applications must be received at Clay County Tourism no later than 5:00 p.m. on March 15, 2019. Consider a means of delivery that allows for tracking and be sure to allow sufficient time for delivery.

If delivering the application in person, Clay County Tourism is located at the Smithville Lake Park Office in Smithville, MO.

Mailing and Physical Address:

Clay County Tourism
MMG Partnership Application
17201 Paradesian
Smithville, MO 64089



**Promote Missouri Fund Program
Clay County
Marketing Matching Grant
Partnership Application**

FY2020 Marketing Matching Grant Clay County Partnership Application

1. Partner Name: _____

2. Date of Application: _____

3. Mailing Address: _____

4. City, State, Zip: _____

5. Phone: _____ 6. Fax: _____

7. Email: _____

8. Name of Partner's President/CEO: _____

9. Name of Bank: _____

10. Project Director: _____ 11. Title: _____

12. Briefly describe the area marketing by the application partner. List all attractions and activities in the area that would be of interest to tourism. Include major attractions, fairs & festivals, events, etc. Limit response to space provided (600 characters):

PROJECT INFORMATION:

13. Project Name: _____

14. Names of individuals responsible for the execution and successful completion of the project: _____

15. Indicate the total funds requested to match with the Promote Missouri Fund: _____

16. Indicate the total amount of campaign: _____

17. Specify the percent of the media included in this project that targets an in-state audience _____%, and the percentage that targets an out-of state audience _____%.

18. Please complete the following table with the amounts the Partner has budgeted for media marketing for FY2020. Do not include Marketing Matching Grant dollars. Figures here should reflect only those dollars the Partner will actually spend.

	COLUMN 1 Local Matching Funds
Print	\$
TV	\$
Radio	\$
Other media	\$
TOTAL	\$

19. REVIEW CRITERIA:

Provide the information requested in review standard A on this form only. **ADDITIONAL PAGES WILL NOT BE ACCEPTED.** (The space provided will expand to the maximum characters allowed for each standard).

Goals & Objectives. What are the primary goals and objectives of this project? (Limited to 2,500 characters)

IMPORTANT: Google Analytics Summary Report for projects that include SEM

20. AUTHORIZING AGENTS:

Complete the contact information for 1) the project director who is designated to serve as primary contact with MDT, and 2) the CEO, the individual authorized by the Partner to enter into this marketing contract with Clay County.

Project Director

President/CEO of Participating DMO

Title

Date

Title

Date

E-mail Address

E-mail Address

IMPORTANT NOTE: The submission of this application and the attached documents to Clay County signifies that the marketing project outlined within has the approval of those individuals named above and that the named individuals have the authority to implement and consent to the necessary expenditures for completion of the project on behalf of the applicant destination marketing organization.

It is further signified by this submission, that 1) the appropriate staff has read and understands the program requirements as described in the Promote Missouri Fund guidelines concerning this application, and 2) it is understood that materials included in or provided with the application that do not comply with the application instructions will not be considered as a part of the application during the evaluation and review.