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Marketing Matching Grant - FY26

Ends on Wed, Apr 30, 2025 11:59 PM

Here you will find information you'll need to successfully complete and submit required documentation for MMG FY2025. Once this application has expired, you can find this information on our Industry Portal under the [Programs](https://industry.visitmo.com/programs/2019-program-info) (<https://industry.visitmo.com/programs/2019-program-info>) section.

- **FY26 Marketing Matching Grant Guidelines** (<https://mdt-visitmo-cdn.s3.us-east-2.amazonaws.com/wp-content/uploads/sites/2/2025/03/FY26-MMG-Guidelines.pdf>)
- **FY26 Social Guide** (<https://mdt-visitmo-cdn.s3.us-east-2.amazonaws.com/wp-content/uploads/sites/2/2025/03/Social-Guide.pdf>)
- **Program Calendar** (<https://mdt-visitmo-cdn.s3.us-east-2.amazonaws.com/wp-content/uploads/sites/2/2025/03/Co-op-Calendar.pdf>)

Organization Name: (required)

n) Limit: 300 characters

DMO Number (required)

Physical Address: (required)

Country (required)

Address (required)

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Address Line 2 (optional)

City (required)

State, Province, or Region (required)

Zip or Postal Code (required)

County(s): (required)

Phone Number: (required)

Website: (required)

Type of Organization: (required)

- ☐ Chamber of Commerce
- ☐ City Department
- ☐ County Department
- ☐ Convention & Visitors Bureau
- ☐ Other

BUSINESS E-VERIFY DOCUMENTATION AND AFFIDAVIT OF WORK AUTHORIZATION:

The organization will need to supply a notarized affidavit dated for 2024. The organization will also need to upload their E-Verify Employment Eligibility Verification page or Memorandum Of Understanding (MOU).

E-Verify Documentation

The organization must be enrolled in E-Verify and provide a copy of its signed Memorandum of Understanding with the U.S. Department of Homeland Security, as required by § 285.530 RSMo3 (<https://revisor.mo.gov/main/OneSection.aspx?section=285.530>).

The E-Verify Program is currently the only federal work authorization program as described in § 285.530 RSMo. If applicant is not already enrolled in E-Verify, go to <https://e-verify.uscis.gov/enroll/> (<https://idp.uscis.gov/enroll/everify>) to enroll in the program.

E-Verify Upload: (required)

Choose File

Upload a file. No files have been attached yet.

Acceptable file types: .doc, .docx, .pdf

Affidavit of Work Authorization:

This hyperlinked Affidavit of Work Authorization needs to be signed, notarized and uploaded below. It must be dated for 2024.

<https://mdl-visitmo-cdn.s3.us-east-2.amazonaws.com/wp-content/uploads/sites/2/2024/09/DED-Tourism-Grant-Sponsorship-E-Verify-Affadavit-2024.pdf> (<https://mdl-visitmo-cdn.s3.us-east-2.amazonaws.com/wp-content/uploads/sites/2/2024/09/DED-Tourism-Grant-Sponsorship-E-Verify-Affadavit-2024.pdf>)

Notarized Affidavit Upload: (required)

Choose File

Upload a file. No files have been attached yet.

Acceptable file types: .doc, .docx, .pdf

PROJECT INFORMATION:

Project Name: (required)

This is the name that will appear on the MMG contract.

Briefly describe the area marketed and the applicant DMO's marketing arrangements throughout the county(s) that make this project a "countywide marketing initiative:" (required)

List regions, cities and towns as well as attractions and activities in the area that would be of interest to a tourist. Include major attractions, fairs & festivals, events, etc.

Indicate the specific total funds (\$) requested from the Division of Tourism with this application: (required)

\$ USD

Complete Project Budget Grid:

The MMG Itemized Budget Grid is used for MMG applications and any requests for modification. If a line item needs to be changed, a new MMG Itemized Budget Grid should be emailed to a Co-Op staff member for approval.

The budget grid can be downloaded here:

- **BUDGET GRID** (<https://mdt-visitmo-cdn.s3.us-east-2.amazonaws.com/wp-content/uploads/sites/2/2025/03/FY26-MMG-Budget-Grid.xlsx>)

Upload Budget Grid: (required)

Choose File

Upload a file. No files have been attached yet.

Acceptable file types: .xls, .xlsx

Please check one of the following, if part of the media will be placed independently (by the DMO) and part will be placed by another agency/3rd party vendor, indicate the percentage for each: (required)

- ☐ Ads will be placed through MDT's agency of record (OBP)
- ☐ Ads will be placed by another agency or 3rd party vendor
- ☐ Ads will be placed independently (DMO)

A 3rd party vendor is any vendor placing media on a platform they do not own.

MEDIA ACTIVITIES

What was the total DMO budget (\$) for travel and tourism in FY25? (required)

\$ USD

This should include all marketing costs and administration costs.

For a CVB, this would be the total budget.

For a city or county, this would be only the budget allocated to tourism.

What was the total DMO budget (\$) for travel and tourism MARKETING in FY25? (required)

\$ USD

This should include ONLY marketing costs and NO administration costs.

Both costs that will be matched through MMG and costs that will be outside of the grant.

AUTHORIZING AGENTS

Complete the contact information for 1) the applicant who is designed to serve as primary contact with MDT (known as the Project Director), and 2) the DMO President/CEO, who is authorized to enter into this marketing contract with the State of Missouri.

Project Director Name: (required)

Project Director Title: (required)

Project Director E-Mail Address: (required)

Project Director Phone Number: (required)



DMO President/CEO Name: (required)

DMO President/CEO Title: (required)

DMO President/CEO E-Mail Address: (required)

DMO President/CEO Phone Number: (required)



MMG Application Authorization Form:

The Project Director and President/CEO must sign the hyperlinked form and upload it below:

<https://mdt-visitmo-cdn.s3.us-east-2.amazonaws.com/wp-content/uploads/sites/2/2023/03/MMG-Application-Auth-Form.pdf> (<https://mdt-visitmo-cdn.s3.us-east-2.amazonaws.com/wp-content/uploads/sites/2/2023/03/MMG-Application-Auth-Form.pdf>)

Authorization Form Upload: (required)

Choose File

Upload a file. No files have been attached yet.

Acceptable file types: .doc, .docx, .pdf

For Informational Purposes:

If you or someone you know served in the U.S. Armed Forces, we encourage you to visit <http://veteranbenefits.mo.gov> (<http://veteranbenefits.mo.gov>) or call (573) 751-3779 to learn about available resources.

Are you having difficulty submitting?

If you click submit and nothing happens, double check that you have answered all required questions. If you still receive an error, email a Co-Op staff member. If you believe it is a technical issue, please email support@submittable.com (<mailto:support@submittable.com>).

Save Draft

Submit

Drafts may be visible to the administrators of this program.