

Welcome and Wayfinding

As part of the Marketing Platform Development (MPD) grant program, the Division of Tourism is announcing a new, one-time opportunity for DMOs and the communities they serve.

This new component of the MPD allows applicants to be reimbursed for costs related to “welcome” and wayfinding signage.

General MPD program guidelines are found here: <https://mdt-visitmo-cdn.s3.us-east-2.amazonaws.com/wp-content/uploads/sites/2/2024/08/FY25-MPD-Guidelines.pdf>

Please note, the signage program has features that are not included in those guidelines.

- Available pool of funding is \$250,000
- This is a 50/50 cash matching grant
- Prior to submitting a formal application, the applicant must notify the Division of Tourism of its intent to apply by sending an email to Megan.Rogers@ded.mo.gov; the email should include the anticipated amount of the grant
- Application period opens immediately and closes whenever all available funds are obligated or May 1, 2025, whichever comes first
- Eligible applicants include:
 - Certified DMOs that are participating in the Division of Tourism’s MPD, Search Engine Marketing, or Marketing/Matching Grant programs in FY25
 - An eligible DMO may apply on behalf of more than one municipality in the county or counties that it serves
 - City or county governments in a county represented by an eligible Certified DMO
 - Example: Poplar Bluff’s Chamber of Commerce is the Certified DMO for three counties – Butler, Wayne and Carter – and participates in the Marketing Matching Grant program. Van Buren is in Carter County. The City of Van Buren is an eligible applicant for this portion of the MPD grant.
- Maximum reimbursement amount is \$35,000
- Minimum reimbursement amount is \$3,500

The Division of Tourism has no regulatory authority. As such, the applicant/grant recipient must attest that is responsible for ensuring signage meets all local and state requirements and, when applicable, right-of-way regulations established by the Missouri Department of Transportation.

Allowable expenses related to signage include:

- Research/studies related to the placement of signage
- Design/conceptualization
- Engineering
- Material purchase
- Fabrication
- Installation

Signage is NOT required to use/include the Division of Tourism logo.

Initial applications and reimbursement requests will be completed online, via Submittable (new users will need to create an account):

- The grant application is found at <https://missouritourism.submittable.com/submit>
- Notices of award will be sent to the person listed as the Project Director, who will serve as the Division of Tourism's primary point of contact for the duration of the agreement
- Development or installation work must happen/have happened between July 1, 2024, and June 30, 2025
- If the work has yet to occur, funds from the existing pool will be obligated to the project, but not released until proof of performance is received by the Division of Tourism

Eligible signage must have a tourism-related component, such as welcoming visitors to the community or providing wayfinding to specific attractions; historic, retail, dining or entertainment districts; or points of interest that are open to the traveling public.

The Division of Tourism reserves the right to deny any application if program staff determines the project does not meet program criteria.

Examples of welcome and wayfinding signage are shown below for reference.

