City of Columbia CVB

In-Progress

Submitted to **Missouri Division of Tourism (https://industry.visitmo.com/) - Marketing Matching Grant - FY24 (//missouritourism.submittable.com/submit/)** on Thu, May 25, 2023 2:59 PM

Eligibility Form

No form submitted

Initial Form: Missouri Division of Tourism

Marketing Matching Grant - FY24

Submitted on May 25, 2023

Organization Name:

City of Columbia CVB

DMO Number

066 - City of Columbia CVB

City of Columbia Convention and Visitors Bureau

FEIN: 43-6000810 01

MO Charter Number: Not Required

Physical Address:

300 South Providence Road
Columbia, MO 65203
US

County(s):

Boone

Region:

3 - Central

Phone Number:

+15734415572

Website:

VisitColumbiaMO.com (http://VisitColumbiaMO.com)

County Tourism Level (CTL):

6

Type of Organization:

City Department

BUSINESS E-VERIFY DOCUMENTATION AND AFFIDAVIT OF WORK AUTHORIZATION EXHIBIT:

The organization will need to supply a notarized affidavit dated for 2023. The organization will also need to upload their E-Verify Employment Eligibility Verification page or Memorandum Of Understanding (MOU).

Affidavit of Work Authorization:

This hyperlinked Affidavit of Work Authorization needs to be signed, notarized and uploaded below. It must be dated for 2023.

https://mdt-visitmo-cdn.s3.amazonaws.com/industry-files/programs-2021-info/1579643037-affidavit.docx (https://mdt-visitmo-cdn.s3.amazonaws.com/industry-files/programs-2021-info/1579643037-affidavit.docx)

Notarized Affidavit Upload:

CMO5071_20230517_160025.pdf

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:

3988_001_2_1.pdf

PROJECT INFORMATION:

Project Name:

FY2024 Marketing Matching Grant Application

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

The Boone County area, including Columbia, provides a wide variety of attractive activities to tourists of all kinds. Columbia is home to the University of Missouri, Stephens College and Columbia College, all attractions themselves. Columbia's downtown area, The District, is home to dozens of local restaurants, art galleries, boutiques and public art, making it a must-see for any visitor. With over 85 City parks offering a variety of recreational opportunities and 60 miles of trails, Columbia is an outdoor enthusiast's dream. Each year, the Boone County area hosts over ten festivals that attract visitors from all over

the country and, in some cases, around the world. The True/False Film Fest, Treeline Music Festival, Centralia Anchor Festival, Art in the Park, Hartsburg Pumpkin Festival and the Unbound Book Festival all make the area an outstanding destination for visitors who have an array of interests.

Name(s) of individual(s) responsible for the execution and successful completion of project:

Megan McConachie

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

Complete Project Budget Grid:

The MMG Itemized Budget Grid is used for MMG applications and any requests for modification. If a line items 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:

- FY2024 MMG Revised Budget Grid (https://mdt-visitmo-cdn.s3.us-east-2.amazonaws.com/wp-content/uploads/sites/2/2023/03/FY24-MMG-Budget-Grid.xlsx)

Upload Budget Grid:

FY24-MMG-Budget-Grid-As_Submitted.xlsx

Please check one of the following, if part of the media will be placed independently and part will be placed through the MDT agency of record, indicate the percentage (%) for each:

- Ads will be placed by another agency (not OBP)

What is the name of the agency being used?

True Media

What percentage (%) will be placed through this agency?

100

What media types will be placed by the agency?

- Print
- Out of Home
- Digital
- SEM

Will pre-payment be required by the agency?

No

MEDIA ACTIVITIES

What was the total DMO budget ($) for travel and tourism in FY23?

What was the total DMO budget ($) for travel and tourism MARKETING in FY23?

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:

Megan McConachie

Project Director Title:

Strategic Communications Manager

Project Director E-Mail Address:

Megan.McConachie@CoMo.gov (mailto:Megan.McConachie@CoMo.gov)

Project Director Phone Number:

+15734415572

DMO President/CEO Name:

Amy Schneider

DMO President/CEO Title:

Director

DMO President/CEO E-Mail Address:

Amy.Schneider@CoMo.gov (mailto:Amy.Schneider@CoMo.gov)

DMO President/CEO Phone Number:

+15734415578

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:

cvb-copier_20230511_135134.pdf