CITY OF JOPLIN

COUNCIL AGENDA ITEM

ITEM:

Council Bill No. 2024-621. This Council Bill approves a Memorandum of Understanding with the City of Carthage for participation in the Missouri Division of Tourism (MDT) Marketing Match Grant (MMG) program.

MEETING DATE:

Monday, August 19, 2024

ORIGINATING DEPARTMENT:

Convention & Visitors Bureau

ATTACHMENTS:

Council Bill No. 2024-621, MOU from the City of Carthage, and MMG FY2025 approval.

REVIEWED BY:

Director of Convention & Visitors Bureau Patrick Tuttle; Director of Finance Leslie Haase; City Attorney Peter Edwards; City Manager Nicholas Edwards.

SUMMARY REQUEST:

It is requested that the city council approve the Memorandum of Understanding with the City of Carthage so the Convention & Visitors Bureau can participate in the MDT FY2025 MMG program.

These marketing matching funds expand the CVB's advertising budget in print and digital marketing efforts, promoting Joplin as a tourism destination.

BACKGROUND:

The MDT MMG program is designed to increase visitation and tourism spending in Missouri. Approved DMO (destination marketing organization) media advertisement placements are reimbursed at 50% up to the approved application amount.

A DMO's county tourism level determines funding, and this program is available to all certified DMOs – Carthage is the certified DMO for Jasper County.

With the match of state and local funds, MMG provides meaningful financial incentives to participants and a significant economic benefit to the state of Missouri, Jasper County, and the City of Joplin.

FUNDING SOURCE:

Funds to support this MOU are within the CVB's FY2024 and FY2025 budgets.

RECOMMENDATIONS:

With the State of Missouri's fiscal year being July to June, this tourism Grant funding spans two City of Joplin fiscal years – the latter half of FY2024 and the first half of FY2025. This council bill is under an emergency since the eligibility window for a reimbursable marketing campaign is now. Accordingly, the CVB staff recommends approval of this council bill on an emergency basis.