PROGRAM DESCRIPTION

Department: Economic Development   **HB Section(s):** _____

Program Name: Meet in Missouri

Program is found in the following core budget(s):

1a. What strategic priority does this program address?

Customer Centric

1b. What does this program do?

The Missouri Division of Tourism oversees the Meet in Missouri program to help Destination Marketing Organizations (DMO) by assisting in attracting large conventions that may not otherwise be held within Missouri. Large conventions issue RFPs (Request for Proposals) allowing multiple cities/DMOs to bid on the event. The city/DMO that provides the best offer for the convention will win the RFP and hold the conference, bringing in out-of-state visitors. The Meet in Missouri funds are awarded to the DMO (such as convention and visitor bureaus) to pay for operational expenses of the conference. With the additional funds, the DMO improves the chance of being awarded the RFP for the conference. It was noted during the FY2022 budget process this was a one-time appropriation.

2a. Provide an activity measure(s) for the program.

The number of grant applications received by the Missouri Division of Tourism determines the level of interest in the program. As of January 1, 2022, $482,175 in program funds have been distributed for FY2022.

Application	FY2019 Actual	FY2020 Actual	FY2021 Actual	FY2022 Planned
Approved	0	9	12	6
Denied	3	1	1	0
Received	3	10	13	6

2b. Provide a measure(s) of the program's quality.

The satisfaction with the Meet in Missouri program will be rated by participating DMOs. After the grant process has been completed, a survey will be sent to participants to rate the quality and efficiency of the Meet in Missouri program.

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2c.   Provide a measure(s) of the program's impact.

The average number of sleeping room nights per conference based on the approved applications received is 6,896, ranging from 2,500 up to 15,000. The average value of a room night, also based on the approved applications received, is $194; which translates into $8.20 per room in Missouri Sales Tax.

Base Target - 10,000 sleeping rooms
         - room night value of $1,650,000
         - $69,700 in Missouri State Tax

Stretch Target - 25,000 sleeping rooms
         - room night value of $4,125,000
         - $174,200 in Missouri State Tax

2d.   Provide a measure(s) of the program's efficiency.

The cost to the state of Missouri to bring in one hotel room night based on the approved applications received is $5.60.

Base Target - $5.00
Stretch Target - $4.00
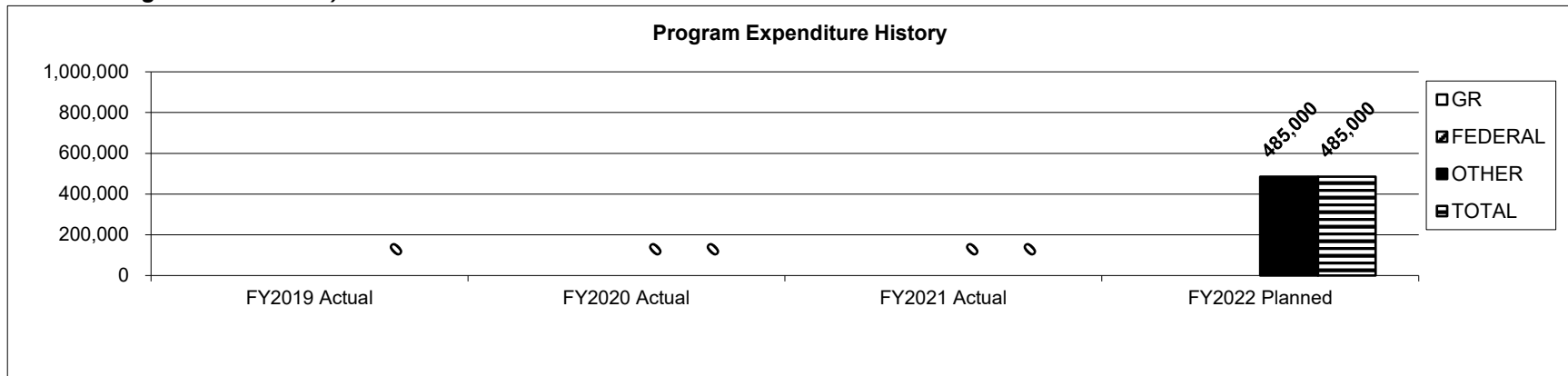
PROGRAM DESCRIPTION

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3.   **Provide actual expenditures for the prior three fiscal years and planned expenditures for the current fiscal year. *(Note: Amounts do not include fringe benefit costs.)***

Program Expenditure History

Legend: GR, FEDERAL, OTHER, TOTAL

FY2019 Actual	FY2020 Actual	FY2021 Actual	FY2022 Planned
0	0 0	0 0	485,000 485,000

Note: FY2022 Planned reflects spending less 3% Governor's Reserve from the GR Transfer.

4.   **What are the sources of the "Other " funds?**

A General Revenue Fund transfer was made into the Major Economic Convention Event in Missouri Fund for the Meet in Missouri Program. The one-time GR transfer was made in FY2020; however, before any funds were distributed, the funds were withheld.

5.   **What is the authorization for this program, i.e., federal or state statute, etc.? (Include the federal program number, if applicable.)**

Section 620.1620, RSMo.

6.   **Are there federal matching requirements? If yes, please explain.**

No

7.   **Is this a federally mandated program? If yes, please explain.**

No