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September 4, 2020

To: Independence Tourism Department  
From: Madden Media

Subject: CARES Funding Administration

Thank you for your partnership with Madden Media in the administering of your awarded CARES funding by the Missouri Division of Tourism. Madden has many years of experience in managing marketing dollars for partners of all sizes. Madden is also very close to the CARES funding team at MDT and are very familiar with the guidelines which will help maximize the use of the awarded funds.

Within this and our current partnership with Independence Tourism, Madden has already strategically built the media plan. Please reference the attachments for the detailed Budget Grids for Round 1 and Round 2 which have been approved by the Missouri Division of Tourism. Madden will negotiate all contracts with the listed media vendors such as Google, Facebook, Outbrain, Trip Advisor, Conversant, etc. We maintain long time relationships with these organizations and are able to negotiate rates based on our nationwide buying power.

Once the media is purchased, Madden will execute the media plan and optimize daily to ensure Tourism is getting the best possible return on investment. This means making sure the end user experience is positive and that the consumers are taking steps to plan a visit to Independence. Madden will ensure that the creative for the media matches the CARES guidelines and will get pre-approval by the Missouri Division of Tourism prior to launch. Madden will report on all deliverables to Tourism at the end of each month. Tourism also has access to a Dashboard for real time reporting as well.

At the end of each month, Madden will invoice Independence Tourism for the media and services that took place in that month. The invoices will match the guidelines required by the Missouri Division of Tourism for CARES reimbursement. Independence Tourism will need to submit those invoices and the canceled checks showing payment to receive CARES reimbursement. Madden will be available to assist however needed in the process.

Again, thank you for your continued partnership.

Kim Thompson  
Director of Destination Strategy

Ryan Callison  
Account Director