



**Agency Records Disposition Schedule**

Department: Department of Economic Development

Section:

Division: Division of Tourism

Sub-Section:

**TITLE:** Audio-Visual Materials

**CUTOFF:**EOCY

**DESCRIPTION:** Visual materials created or maintained by the Division of Tourism. Materials in various formats including, but not limited to advertisements, promotional videos, public service announcements and photographs.

**RETENTION:** Years: 5 Months: Days:

**NOTES:**

**DISPOSITION ACTION:** Permanent - Transfer to Missouri State Archives

**SERIES:** 23771

**SERIES STATUS:** Approved

**APPROVAL DATE:** 6/19/2012

**TITLE:** Cooperative Marketing Program Documents

**CUTOFF:**EOSFY in which reimbursement closes

**DESCRIPTION:** Records related to the reimbursements awarded by the Division of Tourism through the Cooperative Marketing Program. A destination that participates can be reimbursed for up to 50 percent of their marketing and advertising expenditures. These files include, but are not limited to certification applications and approvals, applications, supporting documentation, contracts, agreements, reimbursements and reports submitted by the reimbursement recipient.

**RETENTION:** Years: 5 Months: Days:

**NOTES:** Documents remain active until all reporting requirements are satisfied and final reimbursements have been made.

**DISPOSITION ACTION:** Destroy

**SERIES:** 23780

**SERIES STATUS:** Approved

**APPROVAL DATE:** 6/19/2012

**TITLE:** Marketing Project Files

**CUTOFF:**EOSFY in which project completed

**DESCRIPTION:** Records relating to the marketing projects of the Division of Tourism's contracted vendors. These files include, but are not limited to planning records, project drafts, scope statements, letters of agreement, related documentation associated with project planning and implementation and the estimated project cost.

**RETENTION:** Years: 10 Months: Days:

**NOTES:**

**DISPOSITION ACTION:** Destroy

**SERIES:** 23781

**SERIES STATUS:** Approved

**APPROVAL DATE:** 6/19/2012



**Agency Records Disposition Schedule**

Department: Department of Economic Development

Section:

Division: Division of Tourism

Sub-Section:

**TITLE:** Research Reports

**CUTOFF:** EOSFY in which research completed

**DESCRIPTION:** Materials used in the development of the Division of Tourism's strategic planning, annual report, marketing plans, and overall agency planning. Reports document where marketing projects succeeded and the return on investment in order to facilitate more effective future programs.

**RETENTION:** Years: 5 Months: Days:

**NOTES:**

**DISPOSITION ACTION:** Destroy

**SERIES:** 23782

**SERIES STATUS:** Approved

**APPROVAL DATE:**

6/19/2012

**TITLE:** Sport Shows

**CUTOFF:** End of state fiscal year

**DESCRIPTION:** These records include, but are not limited to an invoice for the partnership, participant list, summary of expenses, appointment schedule, leads generated, giveaways used in booth (or photos of giveaways), marketing collateral, pre and post mailers, in-booth handouts, conference program, and photos of booth design and setup for all sport shows.

**RETENTION:** Years: 2 Months: 0 Days: 0

**NOTES:**

**DISPOSITION ACTION:** Destroy

**SERIES:** 3371

**SERIES STATUS:** Approved

**APPROVAL DATE:**

6/19/2012

**TITLE:** Visitor Center's Logs

**CUTOFF:** EOCY

**DESCRIPTION:** Records include data gathered by visitor center employees from visitors including, but not limited to where the visitor is from, number of people in the party and the destination. This information is included in the Division of Tourism's Annual Report.

**RETENTION:** Years: 1 Months: Days:

**NOTES:**

**DISPOSITION ACTION:** Destroy

**SERIES:** 23779

**SERIES STATUS:** Approved

**APPROVAL DATE:**

6/19/2012