Joint Effort Marketing (JEM) Grant

Instructions

The Department of Tourism's Joint Effort Marketing (JEM) Program provides reimbursement for paid advertising expenses for Wisconsin non-profit organizations. JEM is based on state statutes and administrative rules. To be funded, projects must show that they will generate increased visitor expenditures in the local area. Please review JEM grant guidelines before beginning your application process. This information can be found at https://www.travelwisconsin.com/industry/industry-resources/grants/joint-effort-marketing-jem-grant-program/ (https://www.travelwisconsin.com/industry/industry-resources/grants/joint-effort-marketing-jem-grant-program/).

There are five categories of JEM grants, and the application requirements for each category are different. We encourage projects that are new, innovative and creative and must be beyond the scope of what is normally offered by the organization.

The Department and State of Wisconsin will be held harmless from any cost, expense, damage or liability, including disputes with suppliers for non-payment of bills. Decisions regarding reimbursement will be made by the Department based on guidelines. All decisions are final.

Applications for Year 2 or Year 3 funding will not be reviewed before previous year's evaluation has been submitted.

It is highly recommended that applicants contact the Grant Coordinator (mailto:hschultz@travelwisconsin.com) and your Regional Tourism Specialist (https://www.industry.travelwisconsin.com/about-us/tourism-department-arts-board/regional-tourism-specialists/) for assistance during the grant application process.

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JEM Grant Application

Step 1: Identify the JEM Category and Start Date

Keep in mind when submitting your application that if your application is approved, the Department of Tourism can reimburse for expenses incurred 90 days after the application is received. For example, if you want to begin running JEM-funded advertisements to promote your project on Nov. 1, submit your application by Aug. 1. Please enter the date(s) of the project/event/campaign to determine if your project is compliant with the 90-day rule.

Enter the dates of the project/event/campaign or use the calendar to select dates: *

[   ] 📅   through   [   ] 📅

What JEM category are you applying for? *

○   **A Destination Marketing (DM)** application requires a partnership of at least **three communities**. The timing of the campaign requires justification defining a shoulder or "off" season, and research/tracking are substantial aspects of this category.

○   **A New Event** has not been held previously, intended to repeat regularly and will bring in visitors (as opposed to community events primarily for locals); they are intended to grow visitor expenditures year after year.

○   **An Existing Event** application requires new advertising (geographic, demographic or new media) and you must include a list of the previous year's advertising with your application. Justify the use of new advertising by showing a substantial increase in visitor expenditures.

○   **A One-Time, One-of-a-Kind** application must advertise an event of major significance that has the potential to generate media coverage throughout the Midwest and is not likely to be repeated.

○   **A Sales Promotion** must offer significant incentives for a limited period of time (usually six to eight weeks) to persuade a targeted market to visit the area. Application should include a list of participating businesses and the proposed incentives.

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Step 2: Identify the Project Year

What is the project year of JEM funding that are you applying for? *

<select>▼</select>

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Step 3: Event/Campaign Information

Name of the event/campaign: *

Provide a one or two sentence summary of the project; If this is an event-based JEM grant, please include the dates of the event and where the event will take place. *

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Step 5: Check Cover Sheet Information

Name of project:	Existing Event
Dates of project:	January 1, 2023 - January 15, 2023
JEM category:	New Event
Grant project year:	Year 1

Applicant organization:	ABC Testing
	street
	city, WI 53934
County:	Adams

☐ Check here to confirm that the address is accurate. Incorrect address information can delay payments. If not correct, please click on the My Organization tab above and update it before returning to this application.

Phone:	608-132-3456
Website:	www.idontknow.com
Employer ID:	00-00000000
NAICS code:	813910

Person who will sign contract:	Test Grants

Advertising agency if any:	None

☐ Check here to confirm that this information is correct.

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Step 6: Detailed Description of Event

Please provide a detailed description of the event as the visitor would experience it. *

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Step 7: Promotional Plan of Event

Please give a brief overview of the new promotional plan for marketing the event you used for your Year 1 JEM grant? What types of marketing and public relations tools were used? Please include target markets. What were the **new** geographic areas, **new** demographic being targeted, or **new** media being used? How did this promotional plan reach the target markets and create a significant increase to event attendance? *

Are you adjusting the promotional plan you submitted in your Year 1 JEM grant? If so, how and why are you making these adjustments? How will these adjustments result in an increase in attendance? *

How does this align with Tourism's Statewide Marketing Plan (https://assets.simpleviewinc.com/simpleview/image/upload/v1/clients/wisconsin/Statewide_Marketing_Strategy_Final_37781fa1-4e66-47b4-adb6-ebda66d93a05.pdf)? *

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Step 8: Event Goals

Please describe your measurable goals and how they will make a positive economic impact. *

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Are there other resources, such as earned media, donated advertising, other grants, etc. that are being secured for this event? How will this campaign be self-sustaining within three years? *

[ ]

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Step 9: Data Collection and Tracking Plan

Every year, the Department of Tourism is required to report out the economic results of JEM grant funded projects. The visitor spending generated by your project is the State's return on investment (ROI).

Typically, JEM recipients measure visitor spending results. This can be done by by counting all visitors/attendees and surveying a representative sample. Your goal should state how many visitors/attendees your promotion will attract (Tracking Expenditures (https://assets.simpleviewinc.com/simpleview/image/upload/v1/clients/wisconsin/Tracking_Expenditures_2021_a91e6a05-7510-4085-a7e7-f942708a025e.pdf)).

How will you track the success of your promotional plan and collect the needed information for reporting the final results? How will you track the number and type of visitors to your event? *

The Department owns research that determines the average daily expenditure for leisure day trippers and overnighter visitors. Currently, those figures are $75 per day tripper and $157 per overnight visitor. Please estimate the attendance number for each of the following.

Local attendees: *   0

Non-local overnight attendees: *

Non-local day trip attendees: *

Total visitor expenditures: $ 0

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Step 10: Promotional Expenses

Enter a list of advertising items for your event or promotion. Select the type of media for the item(s). Provide a brief description—the name of the item(s), the number of ads and run dates in the description field. Put the total cost of the item(s) in the Budgeted Total field. If you plan on having the grant reimburse all or part of the item, fill in the Budgeted Reimbursable field with the reimbursable amount.

Eligible items for reimbursement include email marketing campaigns, magazines, newspapers, radio, TV, Internet, direct mail, PR/media kits, influencer marketing and billboards.

Examples of expenses JEM will not reimburse include operational costs (staff salaries, travel costs, facility rental, insurance, year round travel/destination guide, etc.), local advertising, posters and flyers that are not direct-mailed, or street banners.

Note that in year one, JEM may reimburse up to 75% of the total promotional budget. In year two, 50%, and in year three, no more than 25% of the total promotional budget may be reimbursed.

Media Type	Description	Budgeted Total	Budgeted Reimbursable	Action

You currently have no budget items in the list. To get started, click the "Add New Item" button.

+ Add New Item

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Step 11: Operational Expenses

Enter a list of items for the project's operational budget:

Item	Amount	Action

You currently have no budget items in the list. To get started, click the "Add New Item" button.

+ Add New Item

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Step 12: Income Statement

Enter a zero if there is no cash balance from the previous year. Tell us any anticipated income, but don't include the JEM grant. Note: None of the funds for the project can come from another state agency. Reminder, all income generated from the event/project must be used to finance the event. Events that are entirely "fundraisers" will not be eligible for JEM grant funding.

Income/Revenue

Cash Balance from Year One or Two: *	$	
Event Income, Contributions: *	$	
Total Income:	$	0.00

Expenses

Promotion Expenses (from Step 10):	$	0.00
Total Expenses:	$	0.00
Net Income:	$	0.00

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Step 13: Upload Additional Materials

We have provided this step for you to upload additional supporting information. The cumulative limit for attachments is 20 MB.

File	Size	Action

You currently have no attachments for this grant application.

To attach a file, first browse for it and then click the upload button. The cumulative limit for attachments is 20 MB:

Browse…   ⊕ Upload

Supported document types include Word, Excel, Powerpoint, PDF, JPEG, GIF and PNG files.

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