### 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.

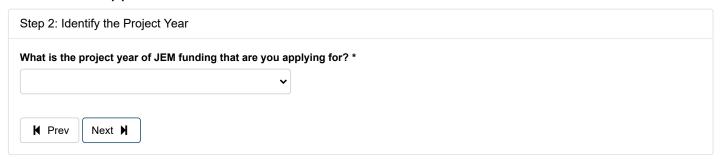
The Department and State of Wisconsin will be held harmless from any cost, expense, damage or liability, including disputes with suppliers for non-payment of bills. Decisions regarding reimbursement will be made by the Department based on guidelines. All decisions are final.

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.

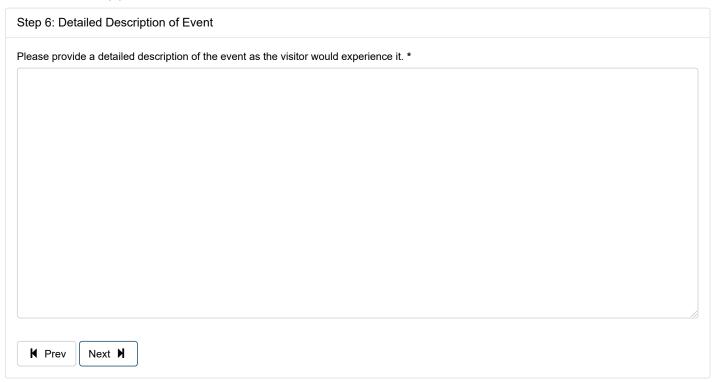
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### Step 1: Identify the JEM Category and Start Date Keep in mind when submitting your application that if your application is approved, the Department of Tourism can reimburse for expenses incurred 90 days after the application is received. For example, 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 $\bigcirc$ requires justification defining a shoulder or "off" season, and research/tracking are substantial aspects of this category. $\bigcirc$ 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. $\bigcirc$ 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. $\bigcirc$ 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 $\bigcirc$ market to visit the area. Application should include a list of participating businesses and the proposed incentives. **₭** Prev Next **H**



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. **★** Prev Next ▶



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 <b>new</b> geographic areas, <b>new</b> demographic being targeted, or <b>new</b> 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 r	neasurable goals and how they will make a positive economic impact. *	
Are there other resource	es, such as earned media, donated advertising, other grants, etc. that are being secured for this event? How will this	
	ining within three years? *	
	ining within three years? *	4

Step 9: Data Collection and Tracking Plan		
Every year, the Department of Tourism is required by your project is the State's return on investment	to report out the economic results of JEM grant funded projects. The visitor spending generated (ROI).	
sample. Your goal should state how many visitors/	g results. This can be done by by counting all visitors/attendees and surveying a representative /attendees your promotion will attract (Tracking Expenditures ge/upload/v1/clients/wisconsin/Tracking_Expenditures_2021_a91e6a05-7510-4085-a7e7-	
How will you track the success of your promoti track the number and type of visitors to your ex	tional plan and collect the needed information for reporting the final results? How will you event? *	<b>1</b>
	ne average daily expenditure for leisure day trippers and overnighter visitors. Currently, those night 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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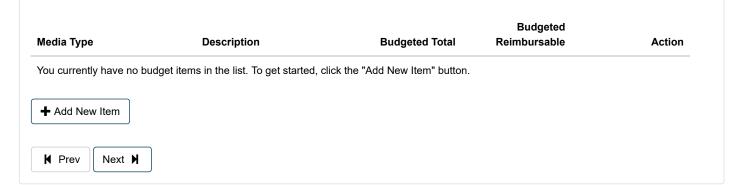
### Step 10: Promotional Expenses

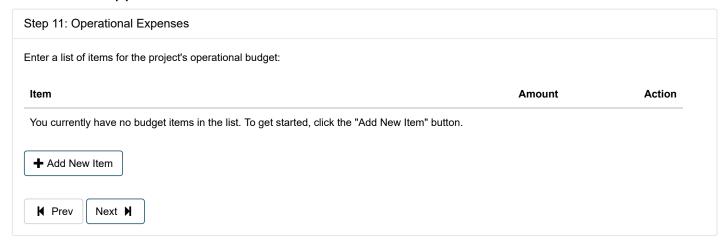
Enter a list of advertising items for your event or promotion. Select the type of media for the item(s). Provide a brief description—the name of the item(s), the number of ads and run dates in the description field. Put the total cost of the item(s) in the Budgeted Total field. If you plan on having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





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agency. Remino	r, all income generated from the event/pr	ude the JEM grant. Note: None of the oject must be used to finance the
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