



JOINT EFFORT MARKETING (JEM) GRANTS

The Wisconsin Department of Tourism administers a \$1.13 million Joint Effort Marketing (JEM) Grant Program annually. JEM provides partnership funding to help nonprofit Wisconsin organizations promote tourism in their area. JEM is based on state statutes (41.17) and administrative rules (Tour 1.03).

JEM Overview:

The Department of Tourism will reimburse up to 75% of a project's first year of eligible promotional costs (but no more than 50% of the total budget).

For some JEM categories, the program offers grant support during the second and third year of a project. Eligible JEM projects are reimbursed up to 50% of the promotional costs for the second year and 25% of the promotional costs for third year recipients. Applications must be submitted and approved for each year of funding.

Year 2 and year 3 applications will not be reviewed before previous years evaluations have been submitted.

To be funded, projects must show that they will generate an increase in visitors and make a positive economic impact in the local area. Projects should have a broad appeal and target markets outside the local area.

The promotional plan must be consistent with the current statewide marketing plan and target markets beyond the local area. We encourage projects that are creative and beyond the scope of what are normally offered by the organization.

Promotions produced using JEM funding must acknowledge the financial support of the Wisconsin Department of Tourism. This is most often accomplished by including the Travel Wisconsin logo on print/electronic marketing.

Reimbursement will be made based on submittal of receipted vouchers of promotional expenses and matching funds. Final 10% of award dollars will not be released until final evaluation has been submitted.

Final evaluations should include economic impact report, marketing and goal report, final budget, reimbursement requests and examples of JEM funded promotions.

Types of JEM Grants:

JEM provides a variety of options to assist in the development of marketing initiatives:

- New Event
- Existing Event
- Sales Promotion
- One-Time/One-of-a-Kind
- and Destination Marketing

Examples of eligible JEM promotional expenses include: e-mail marketing campaigns, magazines, newspapers, radio, TV, digital, direct mail, PR/media kits, influencer marketing and billboards.

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

All JEM applications must be submitted at least 90 days prior to the first day promotional activity will begin using JEM funds. For example, if your first scheduled JEM ad runs on August 1, your application must be submitted by May 1 regardless of application deadlines. Submitted applications are reviewed following the next deadline.

Applications must be submitted at grants.travelwisconsin.com.

Resources for writing a successful JEM application are available at industry.travelwisconsin.com.

For additional questions or assistance, please contact Heidi Schultz, Grant Coordinator, at 608-261-6272 or email hschultz@travelwisconsin.com.

Destination Marketing

Max Award

\$39,550 or up to a total of \$39,550*

*No more than \$10,000 per municipality served

Years Available	Reimbursement of promotional costs		
3 Years (Can be non-consecutive)	75% YR1	50% YR2	25% YR3

Destination Marketing JEM grants are intended to fund projects that support the promotional activity in a geographic area identified in the statewide marketing plan as regional or extended regional. These grants can also be used to attract meetings and conventions, motorcoach or group travel to an area.

- The project must serve an area that includes at least 3 municipalities or 4 municipalities for the max award
- Project should be during a time that the area has not traditionally received substantial numbers of tourists
- The project should be based on recent data and evidence that demonstrates a defined brand and focused, well-developed promotional plan
- Subsequent year request should include references to previous year's research/results
- This category can only be used once for the same campaign (3 years available)
- If the organization has used this program in the past, application should include explanation of how this campaign is different than the previously funded project

Application Information:

All applications must include the following information:

- Type of JEM grant you are applying for (is it Year 1, 2, or 3?)
- Name and dates of project or event
- Name of Applicant Organization and FEIN # of Applicant Organization
- Applicant's phone, mailing address, email, website
- Name of the person filling out the application
- Name of agency used, if any
- Name of person who will be signing the contract if a JEM grant is awarded
- Amount of JEM funding requested
- Project description

Continued requirements for Destination Marketing (general):

- Projected economic results of the project in dollars and how you will measure the actual increase in visitor expenditures
- Letters of support showing municipal partnerships
- Detailed project description
- Detailed description of data and evidence that supported the defined brand
- Detailed description of how the data and evidence have translated into actionable marketing efforts
- Breakdown of both promotional and operational budget costs identifying the requested JEM reimbursement costs and those paid by partnering organization
- Defined time-frame for campaign and evidence for this
- Measurable project goals with baseline data supporting those goals
- Operational budget and income/revenue statement

1st year option:

Destination Marketing Development

Max Award

\$39,550 or up to a total of \$39,550*

*No more than \$10,000 per municipality served

Will fund **up to 50%** of total project expenses

Years Available	
1 Year	(2nd and 3rd years can be general Destination Marketing applications)

First year destination marketing projects can be used to support the funding of professional marketing research to assist in discovering a region's differentiating qualities to define a brand, focus a promotional strategy and secure data that measures the impact of visitors on the local economy.

The independent third-party vendor used for this research must be able to demonstrate that they have the capability to conduct in-depth research. Their proposal should be included in the application and show the following elements:

- **Project overview** - Are you looking to unearth your brand or revise an existing brand? Why? What have you learned from past advertising and research?
- **Strategic Planning** - How will you evaluate the current knowledge base? How will key stakeholders participate and have a voice in the process? Process examples include SWOT analysis, visioning exercises, needs assessment, competitive analysis, etc.
- **Baseline Data Analysis** - Identify the metrics that will be used to measure the success of the marketing efforts that will follow the research, as well as the method and timing for establishing the baseline data
- **Qualitative Research** - Detailed outline of how you will collect input from current and potential customers on perceptions and possible insights about your destination.
- **Quantitative Research** - Detailed outline of how you will measure the actual dollars and numbers of people
- **Research outcomes must include:**
 - Documented notes from Strategic Planning Sessions
 - All baseline data, including economic impact studies
 - Outcomes for qualitative and quantitative research
 - Case statement that identifies the area's points-of-difference and points-of-parity, defined target market(s) and audience, future strategies using this information, economic impact and tracking plan
 - A two or three page executive summary of these accomplishments

Year 2 and Year 3 grant funding from a development Destination Marketing Development JEM grant must include the research outcomes with updated project goals, design details, self-sufficiency plan for project, new businesses and organizations involved and any increases in tourism jobs in the area.

Applications should also include letters of support showing municipal partnerships, brief history of destination marketing accomplishments for applicant organization, vendor proposal including proposed cost.

Destination Marketing Application Deadlines:

April 1 and September 1 by 11:59 PM.

New Event

Max Award \$39,550	Years Available 3 Years (Can be non-consecutive)	Reimbursement of promotional costs 75% 50% 25% YR1 YR2 YR3
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- Event that has not previously been held in the area
- Event must be intended to repeat regularly and show a built-in funding mechanism for future years
- Must be a project beyond the scope of daily operations
- Subsequent year request should include references to previous year

Existing Event

Max Award \$39,550	Years Available 2 Years (Must be consecutive)	Reimbursement of promotional costs 75% 50% YR1 YR2
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- Event must target new geographic market, new demographic audience or promotion placed in a new medium - based on their potential to provide a significant increase in event attendance
- Subsequent year request should include references to previous year

Sales Promotion

Max Award \$39,550	Years Available 2 Years (Must be consecutive)	Reimbursement of promotional costs 75% 50% YR1 YR2
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- Must offer significant incentive(s) for a limited period of time (usually 6-8 weeks)
- Applications should include a list of participating businesses and/or the proposed incentives
- These incentives are intended to persuade the customer to visit the community or area
- Subsequent year request should include references to previous year

One-Time/One-of-a-Kind

Max Award \$28,250	Years Available 1 Year	Reimbursement of promotional costs 75%
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- Event publicizes an event of major significance
- Event has potential to generate media coverage at least throughout the Midwest
- Anniversaries and birthdays may be considered based on significance of event



Application Deadlines:

February 1, April 1, August 1 and November 1 by 11:59 PM.

Application Information

New Event, Existing Event, Sales Promotion, and One-of-a-Kind

All applications must include the following information:

- Type of JEM grant you are applying for (is it Year 1, 2, or 3?)
- Name and dates of project or event
- Name of Applicant Organization and FEIN # of Applicant Organization
- Applicant's phone, mailing address, email, website, and fax (if available)
- Name of the person filling out the application
- Name of advertising agency used, if any
- Name of person who will be signing the contract if a JEM grant is awarded
- Amount of JEM funding requested
- Project description
- Projected economic results of the project in dollars and how you will measure the actual increase in visitor expenditures
- Detailed promotional budget (please include type of promotion, agency [if any], location and approximate run dates)
- Operational budget
- Income/revenue statement
- Estimated economic impact of overnight stays (\$160/person/night) and day trippers (\$71/person) as a result of proposed campaign
- Target markets
- Media and Public Relations Plan
- Media tracking plan
- Economic goal tracking plan

Year 2 and Year 3 event applications should include references to previous year's successes and improvement plans.