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 http://industry.travelwisconsin.com/grants/joint-effort-marketing-jem-grant-program (http://industry.travelwisconsin.com/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's normally offered by the organization.

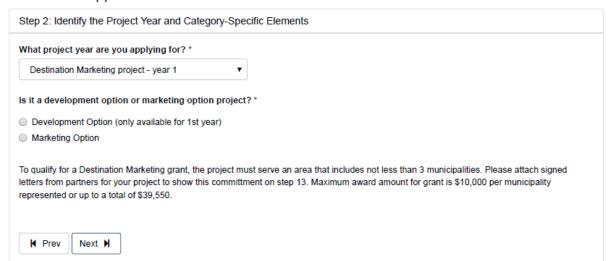
The Department and State of Wisconsin will be held harmless from any cost, expense, damage or liability, including disputes with suppliers for non-payment of bills. Decisions regarding reimbursement will be made by the Department based on guidelines. All decisions are final.

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 (http://industry.travelwisconsin.com/industry-outreach) for assistance during the grant application process.

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Step 1: Eligibility - Project Dates 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 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. Anniversaries and birthdays are excluded. 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. Applications should include a list of participating businesses and the proposed incentives. Please explain why you chose these dates. Is this an "off-season" or a time when your region needs tourism business?* **₭** Prev Next ▶



Step 3: Event/Campaign Information
Name of the event/campaign: *
Provide a one- or two-sentence summary of the project; include where and when it will take place. You'll be able to tell us more in step 6: *
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Step 4: Advertising Agency and Contract Signer	
Name of advertising agency:	
Who would be signing the JEM grant contract? *	
Mary Smith	
DMO User	
None of the above	
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Step 5: Check Cover Sheet Information

Name of project:

Dates of project: February 1, 2018 - February 4, 2018

JEM category: New Event Grant project year: Year 1

Applicant organization: DMO Organization 123 Maple Street

Milwaukee, WI 53201

County: Milwaukee

Phone: Website:

Employer ID: 11-1111111 NAICS code: 561591

Person who will sign contract: DMO User

Advertising agency if any: None

 $\hfill \square$ Check here to confirm that this information is correct.

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Step 6: Detailed Explanation of Project
Please tell us, in detail, about your project: *
Additionally,
For Dev Option (YR1 only) Please detail the qualifying research that will help discover your region's differentiating qualities to define a brand, focus a marketing strategy and secures data that measures the impact of visitors on the local economy. This should include a project objective, strategic planning, analysis of baseline data metrics and how you are collecting input from current and potential customers on perceptions and possible insights about your destination. Please attach 3rd party vendor list in step 13.
For Marketing Option (YR 1) Please detail the research (current within the past 2-3 years) that will define and guide your marketing plan. Include your area's points-of-difference and points-of-parity, target markets and how your organization has translated the research outcomes into actionable marketing efforts.
YRS 2 & 3 Briefly describe your area's points-of-difference and points-of-parity and target markets from your research. Also include any alterations you may have chosen to make based on your previous years' experience. Explain your plan for self-sufficiency for maintaining project beyond funding years.
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Step 7: Marketing and Public Relations Plan	
What is your plan for marketing your project? Please include target markets and types of media being used. *	
	10
Browse	① Upload
Alternatively, browse for your marketing plan document and upload it to us. Note that the cumulative limit for attachments is 20 MB.	
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Step 8: Project Goals & Leverage
Please tell us your measurable project goals with baseline data supporting them: *
What other resources, outside of your project budget, are you leveraging? Leverage might include things such as earned media and
donated advertising, sponsorships or other grants earned because of the project.

Step 9: Research and Tracking Plan
Every year, the Department of Tourism is required to report the economic results of JEM grant projects to the State. We report the projected and actual total leverage. The total leverage of your grant 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 (http://industry.travelwisconsin.com/uploads/medialibrary/75/75051ea9-8571-4f45-a40c-724d97d6deec-tracking-expenditures.pdf)).
How will you track the success of your marketing plan and collect the needed information for reporting on the actual dollar value of your measurable goals? How will you track the number and type of visitors to your event? *
The Department owns research that determines the average daily expenditure for day trippers and overnighters. Currently, those figures are \$71 per day tripper and \$160 per overnight visitor. Please estimate the attendance numbers for each of the following. For Destination Marketing Development Option, Year 1, it is acceptable to enter "0" for your attendees:
Local attendees: *
Non-local overnight attendees: *
Non-local daytrip attendees: *
Total visitor expenditures: \$ 0
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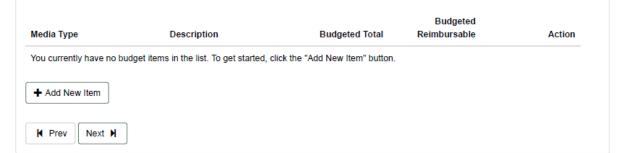
Step 10: Promotional Expenses

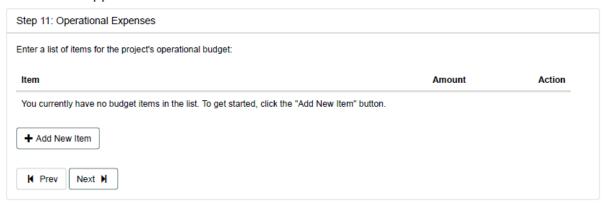
Enter a list of advertising items for your event or promotion. Select the type of media for the item(s). Provide a brief description—the name of the item(s), the number of ads and run dates in the description field. Put the total cost of the item(s) in the Budgeted Total field. If you plan on having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

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.





Step 12: Income Statement				
Enter a zero if there is no cash balance from the funds for the project can come from another state	 s any anticipated	l income, but don't includ	e the JEM grant. Note: N	None of the
Income/Revenue				
Cash Balance from Year One or Two: *	\$			
Event Income, Contributions: *	\$			
Total Income:	\$ 0.00			
Expenses				
Promotional Expenses (from Step 10): *	\$			
Operational Expenses (from Step 11): *	\$			
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... Browse... © Upload Supported document types include Word, Excel, Powerpoint, PDF, JPEG, GIF and PNG files.

Joint Effort Marketing (JEM) Grant Application

Application Steps To finish your application, please complete each of the following steps of the application process. You can save your work and return to the application at any time. If you need assistance, please refer to the instructions (/JEM/Instructions/2392) for this grant application. Step 1: Eligibility — project dates and appropriate category (/JEM/Step1/2392) ✓ Complete Step 2: Project year and category-specific elements (/JEM/Step2/2392) ✓ Complete Step 3: Name of the event/campaign and its project description (/JEM/Step3/2392) ✓ Complete Step 4: Name of the contract signer and advertising agency (/JEM/Step4/2392) ✓ Complete Step 5: Confirmation of cover sheet information (/JEM/Step5/2392) ✓ Complete Step 6: Detailed explanation of project (/JEM/Step6/2392) ✓ Complete Step 7: Marketing and public relations plan (/JEM/Step7/2392) ✓ Complete Step 8: Project goals & leverage (/JEM/Step8/2392) ✓ Complete Step 9: Research and tracking plan (/JEM/Step9/2392) Complete Step 10: Promotional expenses (/JEM/Step10/2392) Incomplete Step 11: Operational expenses (/JEM/Step11/2392) Incomplete Step 12: Income/revenue statement (/JEM/Step12/2392) ✓ Complete Step 13: Additional Information (/JEM/Step13/2392) ✓ Complete **H** Prev Submit Application