

## 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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## JEM Grant Application

### 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? \*

## JEM Grant Application

### Step 2: Identify the Project Year and Category-Specific Elements

What project year are you applying for? \*

Destination Marketing project - year 1 ▼

Is it a development option or marketing option project? \*

- Development Option (only available for 1st year)  
 Marketing Option

To qualify for a Destination Marketing grant, the project must serve an area that includes not less than 3 municipalities. Please attach signed letters from partners for your project to show this commitment on step 13. Maximum award amount for grant is \$10,000 per municipality represented or up to a total of \$39,550.

Please upload the research proposal from your vendor and their contact information. The vendor must be demonstrably capable of designing and conducting an in-depth research project, as evidenced by their proposal. The required proposal elements are: \*

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**Project Objective:** Are you looking to unearth your brand or revise an existing brand? Why? What have you learned from past advertising and research?

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**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.

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**Baseline Data Analysis:** Identify the metrics that will be used to measure success of the marketing efforts that will follow the research, as well as the method and timing for establishing the baseline during year one.

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**Qualitative Research:** Detailed outline of how you will collect input from current and potential customers on perceptions and possible insights about your destination.

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**Quantitative Research:** Detailed outline of how you will measure the size of opportunities and strengths of beliefs as uncovered in the qualitative process.

Browse...

 Upload

Browse for the file and then click the upload button. Note that the cumulative limit for attachments is 20 MB.

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## JEM Grant Application

### 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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## JEM Grant Application

### 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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## JEM Grant Application

### Step 5: Check Cover Sheet Information

**Name of project:** x  
**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

Check here to confirm that this information is correct.

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## JEM Grant Application

### Step 6: Detailed Explanation of Project

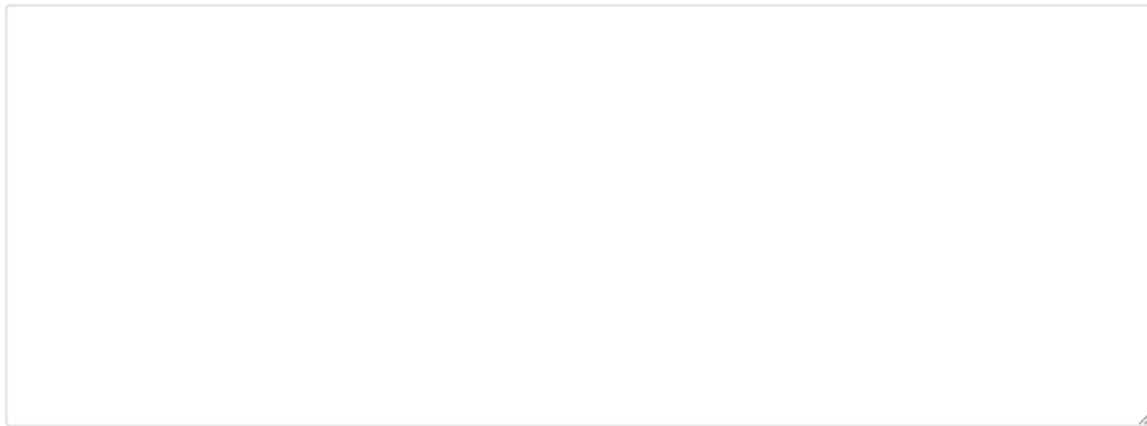
Please tell us, in detail, about your project: \*

**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 secure 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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# JEM Grant Application

## 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 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:**



## JEM Grant Application

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

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## JEM Grant Application

### Step 11: Operational Expenses

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

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

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## JEM Grant Application

### 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.

#### 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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# JEM Grant Application

## 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.

Please be sure to attach the following:

- Signed letters from partners for your project.
- 3rd party vendor proposal.

File	Size	Action
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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:

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/2391](#)) for this grant application.

Step 1: Eligibility — project dates and appropriate category ( <a href="#">/JEM/Step1/2391</a> )	✓ Complete
Step 2: Project year and category-specific elements ( <a href="#">/JEM/Step2/2391</a> )	✓ Complete
Step 3: Name of the event/campaign and its project description ( <a href="#">/JEM/Step3/2391</a> )	✓ Complete
Step 4: Name of the contract signer and advertising agency ( <a href="#">/JEM/Step4/2391</a> )	✓ Complete
Step 5: Confirmation of cover sheet information ( <a href="#">/JEM/Step5/2391</a> )	✓ Complete
Step 6: Detailed explanation of project ( <a href="#">/JEM/Step6/2391</a> )	✓ Complete
Step 7: Engaging partners plan ( <a href="#">/JEM/Step7/2391</a> )	Not Applicable
Step 8: Project goals & leverage	Not Applicable
Step 9: Research and tracking plan ( <a href="#">/JEM/Step9/2391</a> )	✓ Complete
Step 10: Promotional expenses ( <a href="#">/JEM/Step10/2391</a> )	Incomplete
Step 11: Operational expenses ( <a href="#">/JEM/Step11/2391</a> )	Incomplete
Step 12: Income/revenue statement ( <a href="#">/JEM/Step12/2391</a> )	✓ Complete
Step 13: Additional Information ( <a href="#">/JEM/Step13/2391</a> )	✓ Complete

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Submit Application