

Destination Marketing Application Materials

You may write a development option application if you will be using a vendor to provide the project deliverables outlined below. Or, submit an application for a project where your organization will launch an in-market campaign, using its own strategic planning research.

A partnership of at least 3 municipalities or communities must work together on the project. The maximum eligible award is up to \$10,000 per municipality, or \$39,550 for the total project. A first year project may request grant funding for 75% of the development or marketing costs, a second year project may request up to 50% reimbursement for paid marketing invoices and a third year project may request up to 25% reimbursement for paid marketing invoices. A separate application must be submitted for each year of funding and project years are not required to be consecutive.

Destination Marketing applications are reviewed twice each year. Submission deadlines are April 1 and September 1. JEM reimbursable expenses may begin 90 days after the Grants Coordinator receives the complete application (if the applicant is awarded grant funding).

To apply, provide a cover sheet with the following:

- Name of Project and Year 1, 2 or 3 of grant funding?
- Dates of the project
- Name of applicant organization and its FEIN
- Phone, email, mailing address of applicant, contact person and phone/email, name of the contract signatory
- Partnering municipalities/communities
- Vendor, address and phone of vendor

For the **development option** include the research proposal from your vendor. 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:

- **Project Objective:** 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 success of the marketing efforts that will follow the research, as well as the method and timing for establishing the baseline during Year-1.
- **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 size of opportunities and strengths of beliefs as uncovered in the qualitative process.

You will also submit a brief history of your destination marketing accomplishments, signed letters of commitment from your partnering communities and a list of businesses that will benefit from the project.

The JEM grant cannot be more than 50% of the total project budget, which is the sum of both the promotional and operational budgets. Provide a breakdown of budget costs with your application.

If awarded a Year-1 Development Option Destination-Marketing Grant, your organization would receive 50% of the grant dollars after signing a contract agreement with the Department of Tourism and the signed agreement between your organization and its vendor. The remaining 50% of the JEM reimbursement will be paid upon the Department's receipt and review of the research deliverables identified below:

- Documented notes and outcomes from Strategic Planning sessions
- All baseline data, including Davidson Peterson or similar economic impact studies

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- Outcomes of both qualitative and quantitative research
 - Case Statement that identifies your area's point-of-difference and points-of-parity, defines target market(s) and audience(s), strategies that translate the research outcomes into actionable marketing efforts, including marketing plan and budgets, benchmarks and tracking plan
 - A two or three page executive summary of these accomplishments

The development option is available for the first year of a destination-marketing project. It is possible to use the development option to conduct research on an already existing brand.

If you are **using your own strategic planning research** (current within the past 2-3 years) to apply for a destination-marketing grant, provide all the cover sheet information listed above. Submit a statement discussing your area's point-of-difference and points-of-parity, target markets and how you have translated the research outcomes into actionable marketing efforts. Tell us what vendor you hired for this strategic planning research and when the research was conducted.

Then, write a detailed project description and budget, identifying what costs you are asking the JEM program to reimburse and what costs will be paid by the partnering organizations. Ad placement and campaign tactics should occur when your area needs tourism business. The grant application should define this time frame and cite the evidence for it.

How does the existing research support the project? Define the measurable project goals and provide baseline data to support the goals, or tell us what research methods you will use to determine project baselines. Applications must also state the projected economic results of the project in dollars and how you will measure the actual increase in visitor expenditures. If you will employ a research firm to measure the project's economic results, please provide their contact information.

You may also apply for destination marketing funding to attract meetings and conventions, motorcoach or group travel to your area.

An operational budget and an income/revenue statement must also accompany the application.

If you are applying for **Year-2 or 3 grant funding**, you'll send us the information above, plus updated project goals, design details such as mock-ups and story content. How are you progressing toward the goal of self-sufficiency for the project? What new businesses and organizations have become partners? Have tourism jobs increased in your area?

The grant funds you receive represent a joint effort between your organizations and the Wisconsin Department of Tourism. How are you collaborating with the department and TravelWisconsin?

Send all materials to Abbie Hill, Wisconsin Dept of Tourism, 201 W Washington Ave, Madison WI 53703.