

Joint Effort Marketing (JEM) Grant Program

The Wisconsin Department of Tourism administers the Joint Effort Marketing (JEM) Grant Program to help non-profit Wisconsin organizations promote tourism in their area. JEM is based on state statutes and administrative rules.

The Department of Tourism will reimburse up to 75% of a project's first year 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.

To be funded, projects must show that they will generate an increase in visitors and make a positive economic impact in the local area. The advertising 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.

JEM provides a variety of options to assist in the development of marketing initiatives: Destination Marketing, New Event, Sales Promotion, Existing Event, and One-Time, One-of-a-Kind.

Eligible JEM promotional expenses include: e-mail marketing campaigns, magazines, newspapers, radio, TV, internet, direct mail, PR/media kits, 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.

Destination Marketing projects must create a partnership of at least 3 municipalities that work together to advertise your area during a shoulder season. Applications for this project category should define your area's point of difference, show partnerships with businesses and create marketing strategies to promote your brand. The development option for first year destination marketing projects supports professional marketing research. Providing baseline visitor spending dollars and a plan for tracking increases in tourism is an important part of the project. The maximum eligible award is up to \$10,000 per municipality, up to a total of \$39,550. Destination Marketing applications are reviewed twice each year. Submission deadlines are April 1 and September 1.

A **New Event** is an event that has not previously been held in the area. It's an event the applicant intends to repeat regularly and is a project beyond the scope of daily operations. The maximum award is \$39,550 and 3 years of funding are available.

A **Sales Promotion** must offer significant incentives for a limited period of time (usually 6-8 weeks) to persuade a targeted market to visit the area. Applications should include a list of participating businesses and the proposed incentives. The maximum award is \$39,550 and 2 consecutive years of funding are available.

An **Existing Event** project may be awarded funding for advertising in a new geographic market, targeting a new demographic audience or advertising placed in a new medium. New markets, media and audiences should be chosen based on their potential to increase event attendance. The maximum award is \$39,550 and 2 consecutive years of funding are available.

A **One-Time, One-of-a-Kind** project publicizes an event of major significance that has the potential to generate media coverage at least throughout the Midwest. Anniversaries and birthdays are excluded. The maximum award is \$28,250 and funding is limited to one year.

JEM applications must be submitted at least 90 days prior to the first day of advertising that will be paid using JEM funds. For example, if your first scheduled JEM ad runs on June 1, your application must be submitted by March 1.

Also, the review deadlines for New Event, Existing Event, Sales Promotion and One Time, One-of-a-Kind JEM applications are August 1, November 1, February 1 and April 1. These applications are reviewed four times each year in August, November, February and in April. Destination Marketing applications are reviewed in September and April. The grants coordinator must receive your application by the first for it to be reviewed that month. It is permissible to email applications but the time/date stamp on the email header must show that it was received by midnight on the first of the month.

Applications must include a cover sheet with 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**

In addition, applications must include a project description, promotional budget (with ad schedule, size, insertion dates, and mock-ups), operational budget, income/revenue statement, the dollar amount of track able visitor spending or economic impact, target markets, media and PR plan, media tracking plan and economic goal tracking plan.

Please see the separate document titled "Destination-Marketing Application Materials" for application requirements specific to that category.

Send applications and all JEM materials to:
Wisconsin Department of Tourism JEM Program
Abbie Hill
201 West Washington Avenue
Madison, WI 53703

Applications may also be emailed to ahill@travelwisconsin.com

Please refrain from sending applications/evaluations in binders or including photos/graphics in the body of the application.

Call 608/261-6272 for more information or visit <http://industry.travelwisconsin.com>. Resources for writing a successful JEM application are available on the website.