

Joint Effort Marketing (JEM) Grant Program

The Wisconsin Department of Tourism administers a \$1.13 million Joint Effort Marketing (JEM) Grant Program. JEM provides partnership funding to help non-profit Wisconsin organizations promote tourism in their area.

JEM is based on state statutes and rules that govern it and permit the department to administer a matching grant program with Wisconsin non-profit organizations. The state 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 offers non-profit organizations 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, research/tracking, posters and flyers that are not direct-mailed

Destination Marketing projects must create a partnership of at least 3 municipalities that would leverage the brand strategy of "Originality Rules". This project category would be used to define your area's point of difference, work with a qualified brand expert and then create marketing strategies to promote your brand. The department will initiate this approach to awarding destination-marketing funding in September of 2009. The maximum eligible award is up to \$10,000 per municipality, or \$40,000 for the total project. 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.

All 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 August 1, your application must be submitted by May 1.

Also, the 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 May 1. These applications are reviewed four times each year (August, November, February and May).

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**
- **Participating municipalities (if Destination Marketing project)**
- **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, project goals that include a track able visitor spending result, target markets, media and PR plan, media tracking plan and economic goal tracking plan.

Contact Information:

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

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.