Joint Effort Marketing (JEM) Application

Instructions

How to Apply for a JEM Grant

- 1. Contact your Tourism Development Specialist or Grant Manager for brainstorming and guidance.
- 2. To apply for a JEM grant, go to grants.travelwisconsin.com.
- 3. Review the application before you apply
- Destination Marketing Development JEM application
- Destination Marketing Year 1 JEM application
- Destination Marketing Year 2 and 3 JEM application
- Existing Event Year 1 JEM application
- · Existing Event Year 2 JEM application
- New Event Year 1 JEM application
- New Event Year 2 and 3 JEM application
- · One-time One-of-a-kind JEM application
- Sales Promotion Year 1 JEM application
- Sales Promotion Year 2 JEM application

If you've never used the electronic grant system, please contact the Grant Manager to set up your organizational account. See the Electronic Grant Program User Manual for additional instructions.

Grant Deadlines

Applications are due by 11:59 P.M. on the following dates:

February 1 - New Event, Existing Event, Sales Promotion, One-Time/One-of-A-Kind JEM grants

April 1 - New Event, Existing Event Sales Promotion, One-Time/One-of-A-Kind JEM grants and Destination Marketing JEM grants

August 1 - New Event, Existing Event, Sales Promotion, One-Time/One-of-A-Kind JEM grants

September 1 - Destination Marketing JEM grants

November 1 - New Event, Existing Event, Sales Promotion, One-Time/One-of-A-Kind JEM grants

Steps



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- Overview
- Advertising Agency and Contract Signer
- **Detailed Description**
- Promotional Plan
- Goals and Support
- Data Collection and Tracking Plan
- Promotional Expenses
- Operational Expenses
- Income Statement
- **Upload Additional Materials**
- Application Review



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verview	
erview ——	Instructions
eep in mind when submitting your application that if your application is approved, the Department of Tourism can reimburse for expenses curred 90 days after the application is received. For example, if you want to begin running JEM-funded advertisements to promote your	Overview
roject on Nov. 1, submit your application by Aug. 1. Please enter the date(s) of the project/event/campaign to determine if your project is ompliant with the 90-day rule.	Advertising Agency and Contract Sign
inter the dates of the project/event/campaign or use the calendar to select dates:	Detailed Description
through	Promotional Plan
	 Goals and Support
Destination Marketing A New Event has not been held previously, intended to repeat regularly and will bring in visitors (as opposed to community	Data Collection and Tracking Plan
Existing Event events primarily for locals); they are intended to grow visitor	 Promotional Expenses
One-Time, One-of-a-Kind expenditures year after year. Sales Promotion	 Operational Expenses
rojeat Year 📵	 Income Statement
2	 Upload Additional Materials
3	Application Review
Name of the Event Name of the Event	
Error: Name of the Event/Campaign Is required.	
Provide a one or two Provide a one or two sentence descrption of the project and goals.	1
sentence summary of the event and goals. Please	
include the dates of the	
will take place. You'll be	
able to tell us more in future steps	

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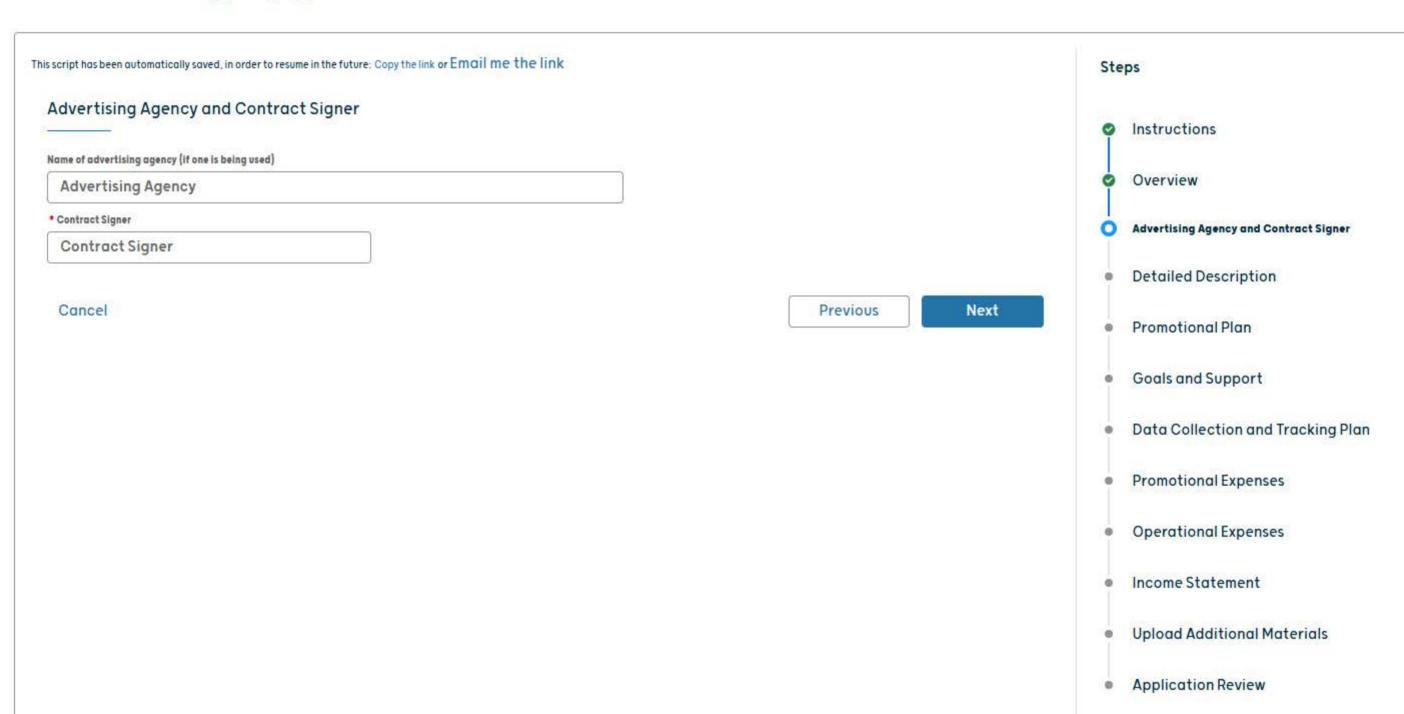


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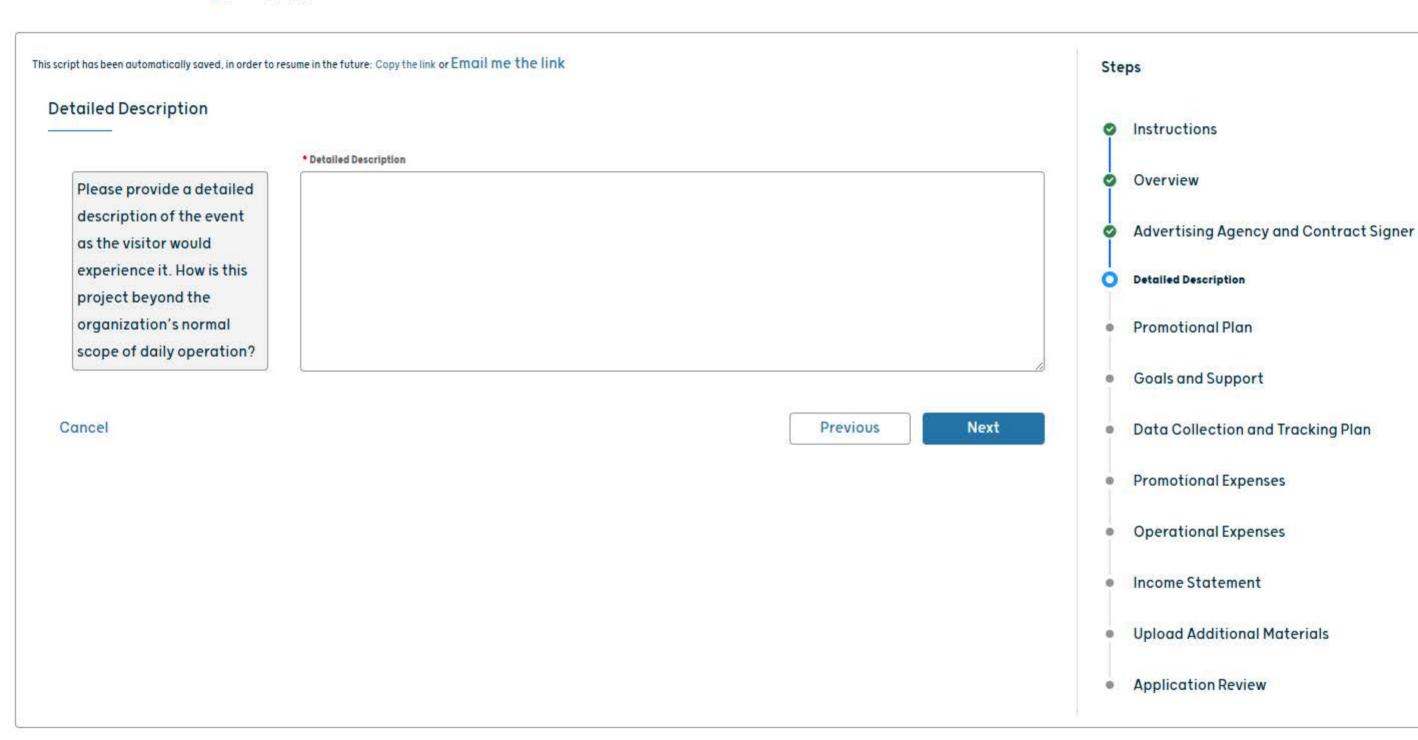


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Promotion Plan

What is your plan for promoting your campaign? What types of marketing and public relations tools are you using? Please include target markets. How does this promotional plan reach the target markets?

• Marketing Plan

What is your plan for promoting your campaign? What types of marketing and public relations tools are you using? Please include target markets. How does this promotional plan reach the target markets?

Please give a brief description of your promotional plan from Year 1 or Year 2 and the results and lessons learned. How are you adjusting your plan to improve?

Marketing Plan Adjustments

Please give a brief description of your promotional plan from Year 1 or Year 2 and the results and lessons learned. How are you adjusting your plan to improve?

How does this align with Tourism's Statewide Marketing Plan?

• Marketing Plan Alignment

How does this align with Tourism's Statewide Marketing Plan?

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Goals and Support

Please describe your measurable goals and how they will make a positive economic impact.

* Project Goals

Please describe your measurable goals and how they will make a positive economic impact.

Are there other resources, such as earned media, donated advertising, other grants, etc. that are being secured for this campaign? How will this campaign be self-sustaining within three years?

* Additional Support

Are there other resources, such as earned media, donated advertising, other grants, etc. that are being secured for this campaign?

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Data Collection and Tracking Plan

Every year, the Department of Tourism is required to report out the economic results of JEM grant funded projects. The visitor spending generated by your 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).

How will you track the success of your promotional plan and collect the needed information for reporting the final results?

How will you track the number and type of visitors to your event?

Success Tracking

How will you track the success of your promotional plan and collect the needed information for reporting the final results? How will you track the number and type of visitors to your event?

The Department owns research that determines the average daily expenditure for leisure day trippers and overnighter visitors. Currently, those figures are \$75 per day tripper and \$219 per overnight visitor. Please estimate the attendance number for each of the following.

- * Local attendees:
- * Non-local overnight attendees:
- * Non-local day trip attendees:

Total visitor expenditures:

\$0

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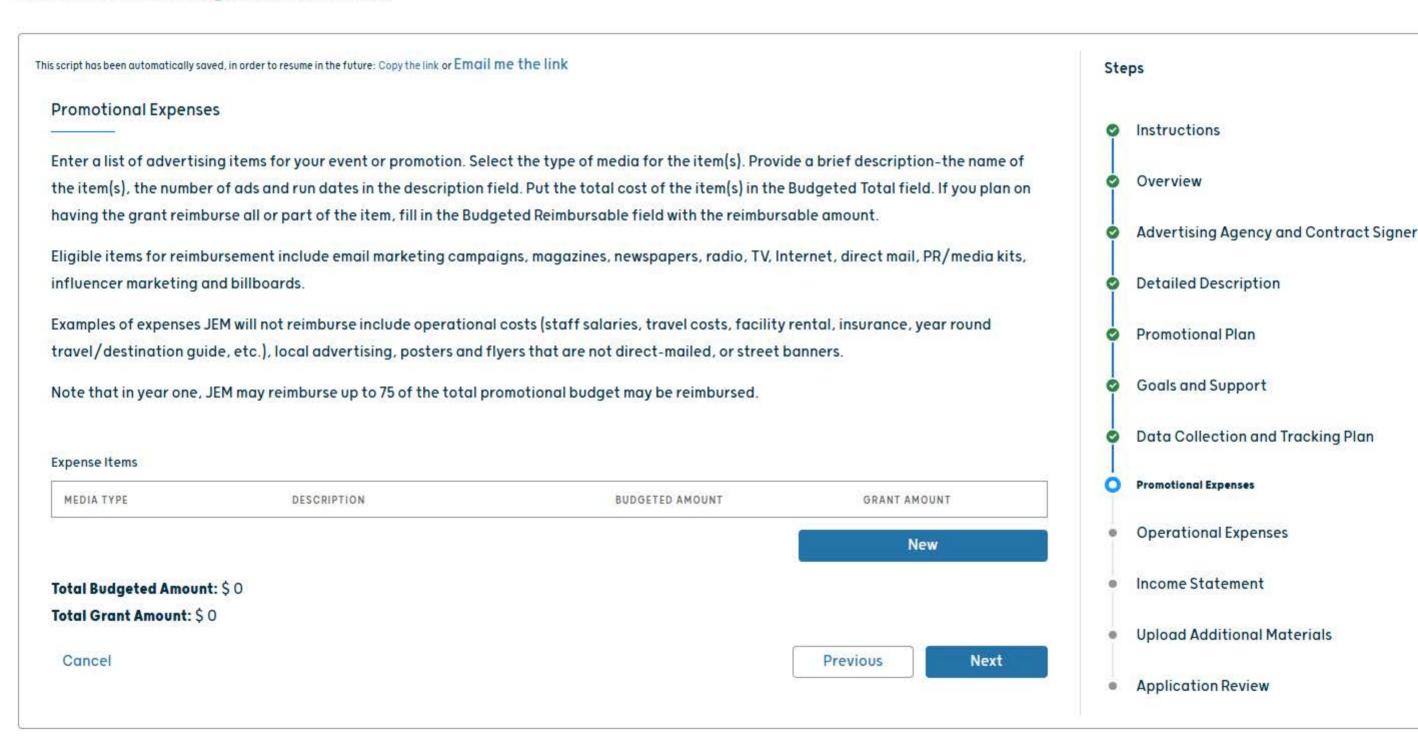
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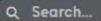




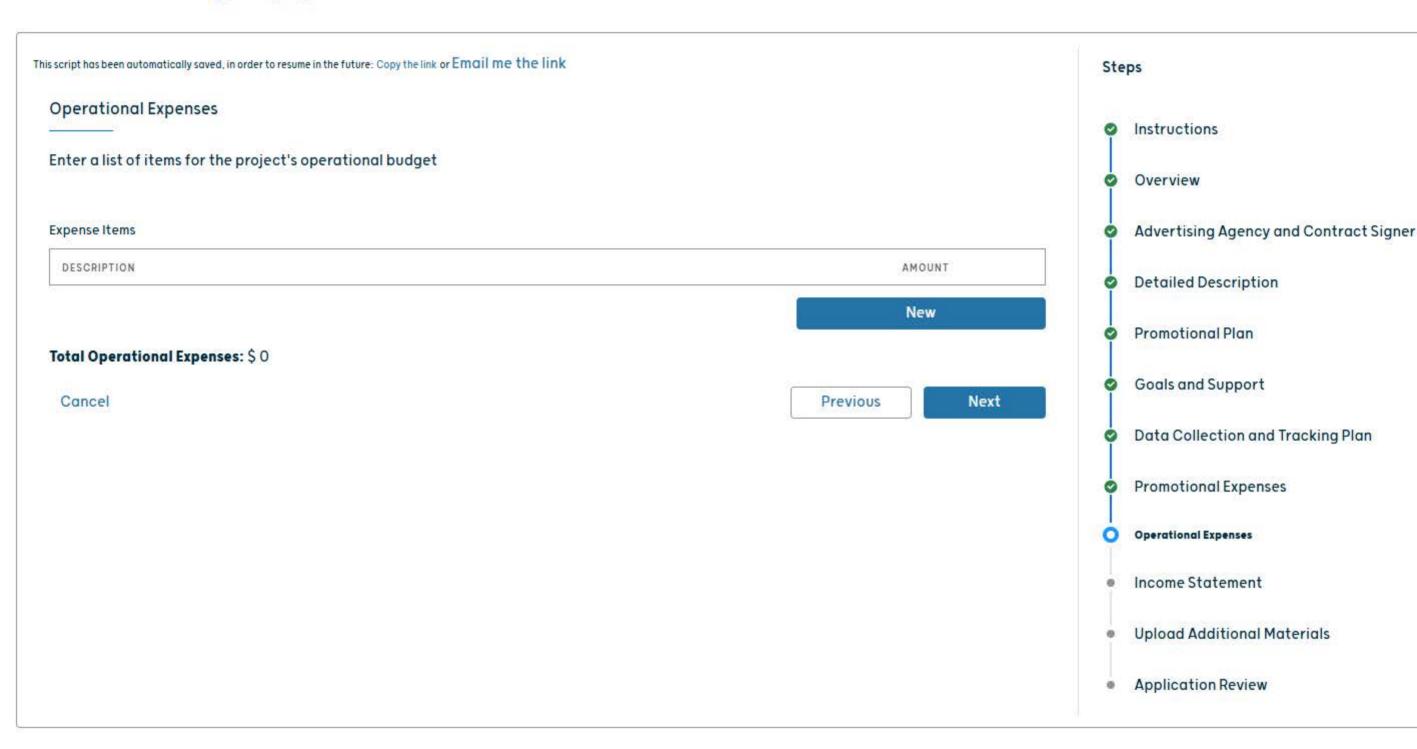
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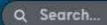




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Income Statement		Instructions	
	m the previous year. Tell us any anticipated income, but don't include the JEM grant. Note: None of nother state agency. Reminder, all income generated from the event/project must be used to finance	Overview	
the event. Events that are entirely "fundro	aisers" will not be eligible for JEM grant funding.	Advertising Agency and C	ontract Signe
* Cash Balance from Year One or Two		Detailed Description	
* Event Income, Contributions		Promotional Plan	
Total Income	\$ 0	Goals and Support	
Expenses		Data Collection and Track	ing Plan
Operational Expenses	\$0	Promotional Expenses	
Total Expenses	\$0	Operational Expenses	
Net Income	\$ 0	O Income Statement	
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