

Joint Effort Marketing (JEM) Application

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Advertising Agency and Contract Signer

Name of advertising agency (if one is being used)

Advertising Agency

* Contract Signer


Contract Signer


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Detailed Description

Please describe your Sales Promotion in detail as to how the visitor will experience it. What are the significant incentives of the promotion? Be specific. How do these incentives motivate the visitor to come and experience the destination?

* Detailed Description

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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 counting all visitors/attendees and surveying a representative sample. Your goal should state how many visitors/attendees your promotion will attract ([Tracking Expenditures](#)).

* 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?

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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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, influencer marketing 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 may be reimbursed.

Expense Items

MEDIA TYPE	DESCRIPTION	BUDGETED AMOUNT	GRANT AMOUNT
------------	-------------	-----------------	--------------

New

Total Budgeted Amount: \$ 0

Total Grant Amount: \$ 0

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Operational Expenses

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

Expense Items

DESCRIPTION	AMOUNT
-------------	--------

New

Total Operational Expenses: \$ 0

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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. Reminder, all income generated from the event/project must be used to finance the event. Events that are entirely "fundraisers" will not be eligible for JEM grant funding.

Income/Revenue

* Cash Balance from Year One or Two

* Event Income, Contributions

Total Income

\$ 0

Expenses

Promotion Expenses

\$ 0

Operational Expenses

\$ 0

Total Expenses

\$ 0

Net Income

\$ 0

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