



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](#)

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Overview

Keep in mind when submitting your application that if your application is approved, the Department of Tourism can reimburse for expenses incurred 90 days after the application is received. For example, if you want to begin running JEM-funded advertisements to promote your project 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 compliant with the 90-day rule.

*** Enter the dates of the project/event/campaign or use the calendar to select dates:**

Event Start Date [calendar icon] through Event End Date [calendar icon]

*** What JEM category are you applying for?**

- Destination Marketing
- New Event
- Existing Event
- One-Time, One-of-a-Kind
- Sales Promotion

A Destination Marketing (DM) application requires a partnership of at least three communities. The timing of the campaign requires justification defining a shoulder or "off" season, and research/tracking are substantial aspects of this category.

*** Project Year**

- 1
- 2
- 3

*** Project Type**

- Development
- Marketing

Name of the Destination Marketing Campaign

*** Name of the Event/Campaign**
[Red border text input field]

Error: Name of the Event/Campaign is required.

Provide a one or two sentence summary of the campaign and goals. Please include the dates the promotional plan will be in place. You'll be able to tell us more in future steps

*** Description**

Provide a one or two sentence description of the project and goals.
[Red border text area]

Error: Description is required.

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Advertising Agency and Contract Signer

Name of advertising agency (if one is being used)

* Contract Signer

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Detailed Description

Please describe your campaign in detail. What recent data and evidence were used to define your brand and develop a focused, well-developed promotional plan?

* 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?

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

Marketing Plan Alignment

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

Destination Marketing Campaigns are required to be run during a time when the applicant has not traditionally received substantial numbers of visitors to the area. How does the timing of this campaign reflect this? What is the baseline data to show this?

Timing

Destination Marketing Campaigns are required to be run during a time when the applicant has not traditionally received substantial numbers of visitors to the area. How does the timing of this campaign reflect this? What is the baseline data to show this?

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Previous JEM Project

If your organization was awarded or included in a Destination Marketing JEM grant in the past, how is this project different ? (If not used in past, skip to next question)

Previous Project

If your organization was awarded or included in a Destination Marketing JEM grant in the past, how is this project different ? (If not used in past, skip to next question)

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Areas Served by Project

What municipalities will be served by this project and how?

• Areas Served

What municipalities will be served by this project and how?

Please attach letters of support representing the municipalities being served

Or drop files

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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?

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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:

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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	<input type="text"/>
* Event Income, Contributions	<input type="text"/>
Total Income	<input type="text" value="\$0"/>

Expenses

Promotion Expenses	<input type="text" value="\$0"/>
Operational Expenses	<input type="text" value="\$0"/>
Total Expenses	<input type="text" value="\$0"/>

Net Income	<input type="text" value="\$0"/>
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We have provided this step for you to upload additional supporting information.

We have provided this step for you to upload additional supporting information. The cumulative limit for attachments is 20 MB.

Or drop files

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