

Joint Effort Marketing (JEM) Application

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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

through

Event End Date

* 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 Research
Project

* Name of the Event/Campaign

Error: Name of the Event/Campaign is required.

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

* Description ⓘ

Provide a one or two sentence description of the project and goals.

Error: Description is required.

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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 provide a detailed description of what this research project hopes to accomplish. This research should discover the destination's differentiating qualities to define a brand, focus a marketing strategy and secure data that measures the impact of visitors on the local economy. Please refer to the JEM guideline document for what should be included in your research.

* Detailed Description

Attach vendor proposal if using a third-party vendor

 Upload Files Or drop files

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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

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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

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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

Total Expenses

\$ 0

Net Income

\$ 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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