

The Wisconsin Department of Tourism administers a \$1.13 million Joint Effort Marketing (JEM) Grant Program annually. JEM provides partnership funding to help non-profit Wisconsin organizations promote tourism in their area. JEM is based on state statutes (41.17) and administrative rules (Tour 1.03).

JEM Overview:

The Department of Tourism 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. Applications must be submitted and approved for each year of funding.

Year 2 and year 3 applications will not be reviewed before previous years evaluation has been submitted.

To be funded, projects must show that they will generate an increase in visitors and make a positive economic impact in the local area. Projects should also be able to show impact of additional leverage such as earned media, job creation, sponsorships, etc.

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.

Advertising produced using JEM funding must acknowledge the financial support of the Wisconsin Department of Tourism. This is most often accomplished by including the Travel Wisconsin logo on print/electronic marketing.

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.

Reimbursement will be made based on submittal of receipted vouchers of promotional expenses and matching funds. Final 10% of award dollars will not be released until final evaluation has been submitted.

Final evaluations should include economic impact report, goal report, final budget, reimbursement requests and examples of JEM funded advertising.

Types of JEM Grants:

JEM provides a variety of options to assist in the development of marketing initiatives: New Event, Existing Event, Sales Promotion, One-Time/One-of-a-Kind and Destination Marketing.

Examples of 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, posters and flyers that are not direct-mailed or street banners.

New Event

Max Award: \$39,550

Years Available: 3 (Can be non-consecutive) YR1 - 75%, YR2 - 50%, YR3 - 25%

Application Deadline: February 1, April 1, August 1 and November 1 by 11:59 PM.

- Event that has not previously been held in the area
- Event must be intended to repeat regularly and show a built-in funding mechanism for future years
- Must be a project beyond the scope of daily operations
- Subsequent year request should include references to previous year

Existing Event

Max Award: \$39,550

Years Available: 2 (Must be consecutive) YR1 - 75%, YR2 - 50%

Application Deadline: February 1, April 1, August 1 and November 1 by 11:59 PM.

- Event must target new geographic market, new demographic audience or advertising placed in a new medium - based on their potential to increase event attendance.
- Reimbursement for new advertising only
- Subsequent year request should include references to previous year

Sales Promotion

Max Award: \$39,550

Years Available: 2 (Must be consecutive) YR1 - 75%, YR2 - 50%

Application Deadline: February 1, April 1, August 1 and November 1 by 11:59 PM.

- Must offer significant incentives for a limited period of time (usually 6-8 weeks)
- Applications should include a list of participating businesses and the proposed incentives
- Should be during "off-season"
- Subsequent year request should include references to previous year

One-Time/One-of-a-Kind

Max Award: \$28,250

Years Available: 1 - 75%

Application Deadline: February 1, April 1, August 1 and November 1 by 11:59 PM.

- Event publicizes an event of major significance that unlikely to happen again
- Event has potential to generate media coverage at least throughout the Midwest
- Anniversaries and birthdays are excluded

Destination Marketing (DM) - (2-options)

Max Award: \$10,000 per municipality or up to a total of \$39,550

Years Available: 3 (Can be non-consecutive) YR1 - 75%, YR2 - 50%, YR3 - 25%

Application Deadline: April 1 and September 1 by 11:59 PM.

- Intended to support the unearthing of a region's differentiating qualities and/or subsequent marketing efforts to promote tourism that reflect the research outcomes.
- Projects must create a partnership of at least 3 municipalities that work together to promote the area. Signed commitment letters should be included in application.
- Should be during "off-season" or when the region needs tourism business
- Subsequent year request should include references to previous year's research/results
- Can be used to attract meetings and conventions, motorcoach or group travel to area

DM - Development Option (YR1 only)

- First year destination marketing projects supports professional marketing research
 - 50% of funds are paid after signed contract is returned and a signed agreement between organization and research vendor is submitted
 - The following 50% of the JEM reimbursement will be paid upon the Department's receipt and review of the research deliverables
- Qualifying research includes discovering a region's differentiating qualities to define a brand, focus a marketing strategy and secure data that measures the impact of visitors on the local economy
- The independent third party vendor must be able to demonstrate that they have the capability to conduct in-depth research. Their proposal should be included in the application and show the following elements:
 - **Project Objective** - Are you looking to unearthing your brand or revise an existing brand? Why? What have you learned from past advertising and research?
 - **Strategic Planning** - How will you evaluate the current knowledge base? How will key stakeholders participate and have a voice in the process? Process examples include SWOT analysis, visioning exercises, needs assessment, competitive analysis, etc.
 - **Baseline Data Analysis** - Identify the metrics that will be used to measure success of the marketing efforts that will follow the research, as well as the method and timing for establishing the baseline during Year 1.
 - **Qualitative Research** - Detailed outline of how you will collect input from current and potential customers on perceptions and possible insights about your destination.
 - **Quantitative Research** - Detailed outline of how you will measure the actual dollars and numbers of people.
- Evaluation must include:
 - Documented notes from Strategic Planning Sessions
 - All baseline data, including Longwoods International Tourism Economics or similar economic impact studies
 - Outcomes for qualitative & quantitative research
 - Case statement that identifies area's points-of-difference & points-of-parity, defined target market and audience, future strategies using this information, economic impact and tracking plan
 - A two or three page executive summary of these accomplishments

DM - Marketing Option

- Funds advertising efforts that apply the research outcomes
- Strategic planning research must be current (within the past 2-3 years)
- If using own research (not done by outside vendor) application must include a statement discussing area's points-of-difference & points-of-parity, target markets and how organization has translated the research outcomes into actionable marketing efforts
- Can be a digital/technology project creating a digital change

Application Information:

All applications must include 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
- 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
- Project description
- Projected economic results of the project in dollars and how you will measure the actual increase in visitor expenditures

New Event, Existing Event, Sales Promotion and One Time/One-of-a-Kind

Applications must include:

- Detailed promotional budget (please include type of marketing, marketing company (if any), location and approximate run dates)
- Operational budget
- Income/revenue statement
- Estimated economic impact of overnight stays (\$180/person) and day trippers (\$58/person)
- Target markets
- Media and Public Relations Plan
- Media tracking plan
- Economic goal tracking plan

Year 2 and Year 3 event applications should include references to Year 1 successes and improvement plans.

Destination Marketing - Development Option

Applications must include:

- Signed letter from partnering municipalities/communities
- Listing of businesses that will benefit from the project
- Vendor, address and phone of vendor
- Project Objective
- Strategic Planning
- Baseline Data Analysis
- Qualitative Research
- Quantitative Research
- Brief history of your destination marketing accomplishments
- Breakdown of both promotional and operational budget costs

Destination Marketing - Marketing Option

Applications must include:

- Signed letter from partnering municipalities/communities
- Listing of businesses that will benefit from the project
- Project Objective
- Statement discussing the area's point-of-difference and points of parity
- Target Markets
- How the research outcomes have translated into actionable marketing efforts
- Name of vendor who did previous research and when research was conducted
- Detailed project description
- Breakdown of both promotional and operational budget costs identifying the requested JEM reimbursement costs and those paid by partnering organization
- Defined timeframe for campaign and evidence for this
- Measurable project goals with baseline data supporting those goals, or what research method will be used to determine project baselines
- Projected economic results of the project dollars and how increase in visitor expenditures will be measured
- Operational budget and income/revenue statement

Year 2 and Year 3 grant funding must include above information along with updated project goals, design details, self-sufficiency plan for project, new businesses and organizations involved and any increases in tourism jobs in the area.

Applications can be submitted at grants.travelwisconsin.com.

Resources for writing a successful JEM application are available at industry.travelwisconsin.com.

For additional questions or assistance, please contact Heidi Schultz, Grant Coordinator, at 608-261-6272 or email hschultz@travelwisconsin.com.