

Dept. of Tourism: Awards \$222,255 in joint effort marketing grants

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MADISON, Wis. (Sept. 2, 2020) – The Department of Tourism today announced \$222,255 awarded in Joint Effort Marketing (JEM) grants. JEM grants provide partnership funding to help nonprofit Wisconsin organizations promote tourism, including 501(c) (6) organizations such as Convention and Visitor Bureaus and Chambers of Commerce.

A JEM grant is often a catalyst for communities, giving them the means to tap into the power of travel to make a solid impact on their economy and create jobs for its residents. A grant award could mean the difference between getting an idea launched and letting it wilt away. Eligible expenses include but are not limited to e-mail marketing, print and broadcast ads, direct mail, public relations, and billboards. Projected revenue from these awards exceeds \$9.38 million.

“Joint Effort Marketing grants are just one of the tools we have to spark the tourism comeback,” said Secretary-designee Sara Meaney. “We are pleased to be able to support these organizations, as each recipient provided thoughtful plans for engaging experiences that will help support economic recovery for local communities.”

Joint Effort Marketing Grant Recipients:

Historic Wedding Venues in Oshkosh, Oshkosh Convention & Visitors Bureau – \$26,375

Lifest 2021, Life Promotions – \$36,500

MSO Season Grand Opening Celebration, Milwaukee Symphony Orchestra, Inc. – \$28,250

Spooner Block Party, Spooner Rodeo Parade, Inc. – \$24,090

Washed Ashore: Art to Save the Sea at Green Bay Botanical Garden, Green Bay Botanical Gardens - \$28,250

Winter Wonders 2020: Boerner Bigger and Brighter, Friends of Wehr Nature Center, Inc. - \$24,875

Wisconsin Learn to Ski and Snowboard Week, Skiing Wisconsin Inc. - \$17,750

Wellness Within, Destination Garver Feed Mill, MadREP - \$36,165

In fiscal year 2020, the Department funded 52 JEM projects, awarding \$1,154,904 million statewide, with estimated visitor expenditures driven by the marketing from these projects at \$206 million. JEM grant funds are available to non-profit organizations for the promotion of Wisconsin tourism events and destinations. The state can fund up to 75 percent of a project's first-year advertising and marketing costs and provide support for second- and third-year projects with decreasing amounts for funding until projects become self-sustaining. For information on the JEM Program and application materials, visit industry.travelwisconsin.com.