

JEM Evaluation

The Wisconsin Department of Tourism Joint Effort Marketing (JEM) program provided funds for your organization's promotional efforts. As required by JEM guidelines, in return for our investment, you must provide a written evaluation of the results of this promotional effort within forty-five (45) days of its completion. **Please keep in mind that evaluations will be reviewed when consideration for future funding occurs.** Ten percent (10%) of the reimbursement total will be withheld until an evaluation is completed.

1. Provide a final media synopsis that includes the following information:
 - a. Number of customer responses generated from the type of media utilized.
 - b. Would you change the media used? Why or why not?
 - c. Would you change ad(s) size, length, and frequency? Why?
 - d. Would you change your target markets? Why or why not?
2. Attendance and Visitor Spending:
 - a. How did you track the Visitor Spending for your event/campaign?
 - b. How many attendees did you have in each category: local, day tripper and overnight visitors?
 - c. What was the actual dollar figure of visitor spending for your project? Visitor spending is calculated by multiplying the number of overnight visitors by \$219 and day trippers by \$75 and adding these two figures together. DO NOT INCLUDE LOCAL VISITORS IN YOUR VISITOR SPENDING CALCULATION.
3. In your JEM application, you listed projected other measurable goals for your project.
 - a. What were the actual results achieved for each goal? Also, list what means you used to track these goals.
 - b. Based on the results of your promotion, how would your organization modify each goal and/or the means used to achieve these goals in future promotions?
4. **Provide an income and expense statement for the event/campaign.**
5. Provide examples of advertising used that acknowledges the financial support of the Wisconsin Department of Tourism as required by contract (section XII).
6. Include any additional information you would consider pertinent for the evaluation.

Once complete, please email (preferred) or send evaluation and final reimbursement information to:

hschultz@travelwisconsin.com

Wisconsin Department of Tourism
Attn: Heidi Schultz
PO Box 8690
Madison WI 53708-8690

Wisconsin Governor Tony Evers

Wisconsin Department of Tourism Secretary Anne Sayers

3319 West Beltline Hwy P.O. Box 8690 Madison, WI 53708-8690 Telephone: 608.266.2161

INDUSTRY.TRAVELWISCONSIN.COM