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STATE OF NEW HAMPSHIRE  
DEPARTMENT of RESOURCES and ECONOMIC DEVELOPMENT  
DIVISION of TRAVEL and TOURISM DEVELOPMENT  
172 Pembroke Road P.O. Box 1856 Concord, New Hampshire 03302-1856

TEL: 603-271-2665  
FAX: 603-271-6870  
TRAVEL GUIDE: 800-386-4664  
WEBSITE: [www.visitnh.gov](http://www.visitnh.gov)  
E-MAIL: [travel@dred.state.nh.us](mailto:travel@dred.state.nh.us)

January 10, 2013

Her Excellency, Governor Margaret Wood Hassan  
and the Honorable Executive Council  
State House  
Concord, New Hampshire 03301

REQUESTED ACTION

Authorize the Department of Resources and Economic Development, Division of Travel and Tourism to award grants to the organizations listed on the attached in the total amount of \$39,832.32 for their 2013 in-state and out-of-state marketing projects under the Joint Promotional Program for the grant period upon Governor and Executive Council approval through the dates indicated on the attached sheet. 100% General Funds.

Funding is available in account titled, Division of Travel-Tourism as follows:

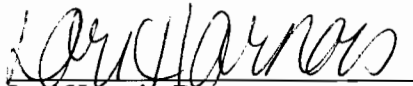
03-35-35-352010-36200000-075-500567 Grants Subsidies and Relief	FY 2013 \$39,832.32
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EXPLANATION


The Joint Promotional Program is a matching funds program within the Division of Travel and Tourism Development designed to invest in tourism promotion initiatives developed by groups such as chambers of commerce and regional associations, in advertising and promoting projects in-state and out-of-state. Funds for specific projects are recommended by the Joint Promotional Screening Committee to the Commissioner of Resources and Economic Development. Each project will be evaluated by the Institute for New Hampshire Studies of Plymouth State College and the Division of Travel and Tourism Development. Conditions listed on grant applications must be met prior to reimbursement of funds approved.

The grant recipient agrees that, to the extent future legislative action by the New Hampshire General Court or by issue of an Executive Order issued in accordance with the laws of the State of New Hampshire by the Governor, said grant may be modified by DRED so as to adhere to any such actions which may change expenditure levels so as to achieve compliance therewith.

Respectfully submitted,

  
Lori Harnois, Director  
Division of Travel and Tourism Development

Approved,

  
Philip A. Bryce, Acting Commissioner  
Department of Resources and  
Economic Development



**JOINT PROMOTIONAL PROGRAM GRANTS SUBMITTED**

**January 10, 2013  
Page 1 of 1**

**36200000-075-500567:**

**2013-19 MT WASHINGTON VALLEY CHAMBER OF COMMERCE  
Vendor ID No. 160581  
Grant Amount: \$5,473.32  
Completion Date: June 30, 2013  
Grant is for 2013 Marketing Campaign**

**2013-20 LAKES REGION TOURISM ASSOCIATION  
Vendor ID No. 154146  
Grant Amount: \$23,359.00  
Completion Date: June 30, 2013  
Grant is for 2013 Northeast and International Marketing**

**2013-21 GREATER KEENE CHAMBER OF COMMERCE  
Vendor ID No. 177156  
Grant Amount: \$11,000.00  
Completion Date: May 12, 2013  
Grant is for W.H.A.T.'S Keene and Monadnock Film Festival Event**

**ORIGINAL**



RECEIVED

DEC 11 2012

Form JPP-2

New Hampshire Department of Resources and Economic Development  
Division of Travel and Tourism Development  
**JOINT PROMOTIONAL PROGRAM**

**Office Use Only:**

Grant #: \_\_\_\_\_  
Vendor ID#: \_\_\_\_\_  
Amount of Grant Approved: \_\_\_\_\_  
 In-State Funds  
 Out-of-State Funds

**APPLICATION FORM**

Mail or Deliver an Original and 11 copies to: Division of Travel and Tourism  
JPP Administrator  
172 Pembroke Road  
PO Box 1856  
Concord, NH 03302-1856

**SECTION A**

Organization: Mt Washington Valley Chamber of Commerce

Address: 2617 White Mt Highway North Conway, NH 03860  
Street City/State Zip

Phone: 603-356-5701 Website: Mtwashingtonvalley.Org

**Person Authorized to Represent Organization:**

Name: Janice Crawford Title: E.D. E-mail: janice@mtwashingtonvalley.org

**Person Responsible for Billing:** (must be different from person listed above) Name: Kim Tibbetts Title: Treas.

Address: 2617 White Mt. Highway North Conway, NH 03860  
Street City/State Zip

Phone: 603-356-5701 Fax: 603-356-7069 E-mail: Kim@Mtwashingtonvalley.Org

**SECTION B**

► Use this section for the TOTAL of ALL elements ◀

**Project Title:** Marketing

Type:  Brochure  Website  Event  Adv Media:  Radio  Print  TV  
 Online  Other translation

Starting Date: January, 2013  In-State  Out-of-State  
Completion Date: June, 2013

Dates to be Covered by Evaluation: From January, 2013 To June, 2013

Total Cost of this project: \$10,946.64  
Total Funds to be provided by applicant: \$5,473.32  
**JPP INVESTMENT REQUESTED:** \$5473.32

**SECTION B-1**

**► Please complete one section for each element ◀**  
Use the box under Section B on page 1 for the total of all elements

**Element A Title: Winter Photography**  
Type:  Brochure  Website  Event  Adv Media:  Radio  Print  TV  
 Online  Other Photography

Starting Date: January, 2013  In-State  Out-of-State  
Completion Date: May, 2013  
Dates to be Covered by Evaluation: From 1/2013 To 5/2013  
Total Cost of this element: \$1,600.00  
Total Funds to be provided by applicant: \$800.00  
JPP INVESTMENT REQUESTED: \$800.00

**Element B Title: Travel Trade Mailing**  
Type:  Brochure  Website  Event  Adv Media:  Radio  Print  TV  
 Online  Other mailing

Starting Date: 1/2013  In-State  Out-of-State  
Completion Date: 6/2013  
Dates to be Covered by Evaluation: From 1/2013 To 6/2013  
Total Cost of this element: \$\$1694.64  
Total Funds to be provided by applicant: \$847.82  
JPP INVESTMENT REQUESTED: \$847.82

**Element C Title: Translation**  
Type:  Brochure  Website  Event  Adv Media:  Radio  Print  TV  
 Online  Other Translation

Starting Date: 1/2013  In-State  Out-of-State  
Completion Date: 6/2013  
Dates to be Covered by Evaluation: From 1/2013 To 6/2013  
Total Cost of this element: \$3,642.00  
Total Funds to be provided by applicant: \$1,896.00  
JPP INVESTMENT REQUESTED: \$1,896.00

**Element D Title: Rack Cards**  
Type:  Brochure  Website  Event  Adv Media:  Radio  Print  TV  
 Online  Other \_\_\_\_\_

Starting Date: 1/2013  In-State  Out-of-State  
Completion Date: 6/2013  
Dates to be Covered by Evaluation: From 1/2013 To 6/2013  
Total Cost of this element: \$260.00  
Total Funds to be provided by applicant: \$130.00  
JPP INVESTMENT REQUESTED: \$130.00

**FOR ADDITIONAL ELEMENTS, PLEASE ATTACH A SECOND SHEET**

**SECTION B-1**

**► Please complete one section for each element ◀**  
Use the box under Section B on page 1 for the total of all elements

**Element E Title: Visit New England**

Type:  Brochure  Website  Event  Adv Media:  Radio  Print  TV  
 Online  Other \_\_\_\_\_

Starting Date: January, 2013

In-State

Out-of-State

Completion Date: May, 2013

Dates to be Covered by Evaluation: From 1/2013

To 6/2013

Total Cost of this element:

\$3,750

Total Funds to be provided by applicant:

\$1,875

JPP INVESTMENT REQUESTED:

\$1,875

**Element B Title: \_\_\_\_\_**

Type:  Brochure  Website  Event  Adv Media:  Radio  Print  TV  
 Online  Other \_\_\_\_\_

Starting Date: \_\_\_\_\_

In-State

Out-of-State

Completion Date: \_\_\_\_\_

Dates to be Covered by Evaluation: From \_\_\_\_\_

To \_\_\_\_\_

Total Cost of this element:

\$ \_\_\_\_\_

Total Funds to be provided by applicant:

\$ \_\_\_\_\_

JPP INVESTMENT REQUESTED:

\$ \_\_\_\_\_

**Element C Title: \_\_\_\_\_**

Type:  Brochure  Website  Event  Adv Media:  Radio  Print  TV  
 Online  Other \_\_\_\_\_

Starting Date: \_\_\_\_\_

In-State

Out-of-State

Completion Date: \_\_\_\_\_

Dates to be Covered by Evaluation: From \_\_\_\_\_

To \_\_\_\_\_

Total Cost of this element:

\$ \_\_\_\_\_

Total Funds to be provided by applicant:

\$ \_\_\_\_\_

JPP INVESTMENT REQUESTED:

\$ \_\_\_\_\_

**Element D Title: \_\_\_\_\_**

Type:  Brochure  Website  Event  Adv Media:  Radio  Print  TV  
 Online  Other \_\_\_\_\_

Starting Date: \_\_\_\_\_

In-State

Out-of-State

Completion Date: \_\_\_\_\_

Dates to be Covered by Evaluation: From \_\_\_\_\_

To \_\_\_\_\_

Total Cost of this element:

\$ \_\_\_\_\_

Total Funds to be provided by applicant:

\$ \_\_\_\_\_

JPP INVESTMENT REQUESTED:

\$ \_\_\_\_\_

**FOR ADDITIONAL ELEMENTS, PLEASE ATTACH A SECOND SHEET**

## SECTION B-1- CONTINUED

**INSTRUCTIONS:** On a separate sheet, clearly describe each element listed, responding to items 1 through 7. If there is more than one element, please type a separate sheet for each element. Please be brief and to the point. If the item is not applicable, write in N/A.

1. Describe this project in detail and how it ties into your overall marketing plan, your target audience, desired results and your rationale for expecting this method to achieve those results.
2. How will you measure results?
3. If we cannot fund this entire request, will the project go forward?  Yes  No

Please Explain: the MWVCC approves their budget in August and does not have any funds for extra activities until the membership drive is completed allowing us to determine additional funds for a matching project. At this time we are projecting the availability of an extra \$5000+ required to match these projects.

4. Project Budget: On a separate page, provide a detailed budget sheet for this project, detailing expenses, matchable and unmatchable and funds raised or will be raised by your organization for the proposed project. PLEASE NOTE: **If you are requesting investment in several elements, include detailed budget page for each and a summary page**...
5. Board Resolution: Include a Board Resolution, signed by an officer of your organization which indicates support for this application, and certifies that if funded, will enhance the organization's commitment to tourism marketing and not decrease the organization's own funding for tourism promotional activities.
6. If applicable, attach the following:
  - **Marketing Plan – Required:** Include a copy of organization's marketing plan (example available on DTTD industry member's website under JPP)
  - **Advertising:** Samples and proposed media placement and schedule
  - **Brochure/direct mail:** Sample or conceptual design that reflects the piece's purpose and true sense of what it will look like. Also provide THREE (3) competitive bids and the proposed Distribution plan
  - **Interactive media:** Layouts for all components
  - **Television and Billboard:** Storyboard, scripts and placement schedule
  - **Radio:** Script and proposed media placement schedule
7. Attach proposed contracts for all relevant professional services.

## SECTION C - APPLICANT RESPONSIBILITIES

1. Attend the meeting of the screening committee of the Joint Promotional Program and give up to a 15 minute presentation describing the proposed project.
2. Adhere to graphic standards requirements as provided on the industry section of the DTTD website under JPP.
3. Submit to a project audit if requested.

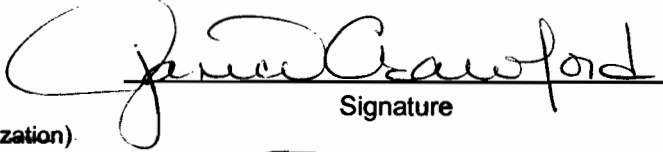
### REPORTING AND REIMBURSEMENT

4. Participate in the State's research program as designated by the Division of Travel and Tourism.
5. Submit a final report within 90 days after the completion date indicated in Section B of this application.
6. Submit all bills for reimbursement within 90 days after the project/element completion date. Use the FORM FOR SUBMITTING INVOICES (JPP-3) which will be provided with your acceptance letter.
7. Failure to comply with reporting and reimbursement timeline may result in forfeiture of grant funds for this and future projects.

**SECTION D - SIGNATURES**


**INSTRUCTIONS:** Your signature is a commitment (RES 3300) to follow the rules and regulations of the program as stated in the Joint Promotional Program Administrative Rules and Section C Applicant Responsibilities.

Janice Crawford  
Type Name of Applicant  
(Contact Person Representing Organization)

  
Signature


12/10/2013  
Date

Greg Frizzell, President  
Type Name & Title of Organization Officer

  
Signature

12/10/2013  
Date

Kim Tibbets, Treasurer  
Type Name & Title of Organization Officer

  
Signature

12/10/2013  
Date

**(DO NOT WRITE BELOW THIS LINE)**

**DTTD AND COMMITTEE USE ONLY**

**JPP Screening Committee Use Only:**

Recommendation:     **Approval**                       **Denial**

Amount: \$ 5,400.00

**In-State Funds**             **Out-of-State Funds**

  
SCREENING COMMITTEE CHAIRMAN

1-8-13  
DATE

\_\_\_\_\_  
COMMISSIONER, DEPARTMENT OF RESOURCES AND  
ECONOMIC DEVELOPMENT

\_\_\_\_\_  
DATE

**Conditions of Approval:**

1. As detailed in the rules governing JPP grants, each project must adhere to graphic standards requirements as provided on the industry section of the DTTD website, under Grants. [www.visitnh.gov/industrymembers](http://www.visitnh.gov/industrymembers)
2. All printed materials, ad layouts and electronic copy to be submitted to the Director of the Division of Travel and Tourism Development (DTTD) for approval, prior to the actual production/placement.
3. Work with the Institute of NH Studies to complete research requirements- [mokrant@plymouth.edu](mailto:mokrant@plymouth.edu).

## Element A - Winter Photography Project

### 1. Describe the project

The Mt Washington Valley Chamber of Commerce seeks professional photography through Maynely Marketing to provide images of skiing and winter adventure in the Mt Washington Valley December, 2012 – March 2013. Images will be used in the following outreach tools to attract visitors to the Valley: in Facebook Advertising, weekly "About The Snow" newsletters, Facebook Posts, outreach to Meteorologists, monthly E-Traveler newsletters, MWVCC PR outreach, and Mt Washington Valley Chamber of Commerce website and blog.

Photography will be provided weekly as digital files to the chamber to use for social media and media purposes. Digital images will include, but not be limited to, alpine skiing, XC skiing, ice skating, snowmobiling, ice fishing, sleigh rides and scenic images of the Mount Washington Valley. Resolution will be set at 1600 x 1200 pixels and saved as with minimal JPG compression.

All photos will be digital images and may be watermarked in lower right-hand corner displaying Photographer's name as per the norm with professional photographers. MWVCC will have non-exclusive rights to use and share digital images for promotion of the Mt Washington Valley of New Hampshire. All photos will be added to the chamber's Flickr files for sharing with the membership.

### 2. How will you measure results?

Results will be measured via increases in the fanbase for the Mt Washington Valley and engagement with fans. With more compelling photos, we plan to increase comments and engagement with our fanbase. When combined with our Facebook advertising, the increased engagement will lead to increased reach for the Mt Washington Valley's Facebook presence.

### 3. If JPP can not fund the project, can it go forward? No

### 4. Project Budget

INCOME	Match	JPP Match	TOTAL
Membership Dues	800.00	800.00	1600.00
EXPENSES			
Photography	800.00	800.00	1600.00
<i>400.00 a month</i>			

### 5. Board Resolution

The MWVCC & VB Board of Directors fully supports seeking funds from NH Joint Promotional Program for the grant request as outlined in this document. If funded it will enhance the organizations commitment to tourism marketing and is not decreasing our own funding for tourism promotional activities.



3.

quarterly group newsletter out in an effort to begin building relationships with this market for group sales personnel for lodging, dining and attractions to interface with.

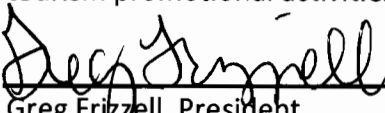
**3. If JPP can not fund the project, can it go forward? No**

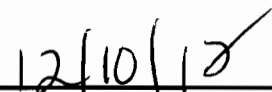
**4. Project Budget**

<b>INCOME</b>	<b>Match</b>	<b>JPP Match</b>	<b>TOTAL</b>
<b>Membership Dues</b>	847.82	847.82	1694.64
<b>EXPENSES</b>			
Labels, padded envelope, postcard and postage	847.82	847.82	1,694.64

**5. Board Resolution**

The MWVCC & VB Board of Directors fully supports seeking funds from NH Joint Promotional Program for the grant request as outlined in this document. If funded it will enhance the organizations commitment to tourism marketing and is not decreasing our own funding for tourism promotional activities.

  
Greg Frizzell, President

  
December 10, 2012

**6. N/A**

**7. Contracts**

Sherwin Dodge  
Minuteman Press  
Limelight Printing

## Element C – Translation

### Describe the Project

The Mt Washington Valley Chamber of Commerce will be attending the Montreal Bicycle Show and is involved in other Canadian marketing such as a special Canadian Public Relations campaign, travel trade and consumer trade shows where our Itineraries translated in French would be advantageous, Coupled with the White Mountains Attractions French Map and Guide and French speaking personnel to staff our booths we will be perceived as a friendly and accommodating destination. These itineraries will also be posted on our French welcome page on mtwashingtonvalley.org

The Mt Washington Valley is attending the DNE/MOTT Japanese Seminar in LA on January 16<sup>th</sup>. Although this project will not be completed by that time it will be ready for use by DNE as they travel to Japan for Travel/Trade training sessions and POW WOW. Because the Japanese market is a new market the Mt Washington Valley feels that translating their itineraries is a good beginning to support this effort. These itineraries will also be posted on our Japanese Welcome page on mtwashingtonvalley.org

### 2. How will you measure results?

Results will be measured by numbers distributed through POW WOW, DNE, MOTT and DNE Summit as well as clicks on this product from our website.

### 3. If JPP cannot fund the project, can it go forward? No

### 4. Project Budget

<b>INCOME</b>	<b>Match</b>	<b>JPP Match</b>	<b>TOTAL</b>
Membership Dues	\$1821	\$1821	\$3642
<b>EXPENSES</b>			
French Translation for 11,649 wds at .15 a wd	\$873	\$873	\$1746
White Mountain Trails, Historic Rails, Five for Families, Southern Comfort, Maine Historic and Tasty and Adventure			
Japanese Translation for 7560 wds at .25 cents a wd	\$948	\$948	\$1896
White Mountain Trails, Maine Historic and Tasty, Southern Comfort, Historic Rails			

## Element D – Rack Cards

### Describe the project

The Mt Washington Valley Chamber of Commerce will be attending the Montreal Bicycle Show and wishes to create a rack card which will share the quantity and magnificence of the riding (road and mountain biking) experience in Mt Washington Valley. When we attended the show last year it was made very clear that materials in French would be far better received than those we had in English. 1000 Rack cards for road riding and 1000 rack cards for Mountain Biking will be produced.

### Rack Card Design:

#### Will include:

A list with mileage of different itineraries or trail rides

Mountain trails with lift access

Retail stores catering to cycling and mountain biking

Bike the Whites Lodging packages and other cycling packages

Cycling Events

Guided Rides

4 color photos featuring the most scenic rides.

### 2. How will you measure results?

Results will be measured by number of respondents to the contest featured at the Bicycle Show, number of reservations from Canadians for Bike the Whites packages and sale of cycling gift bags for Canadian reservations. 3. If JPP can not fund the project, can it go forward? No

### 4. Project Budget

<b>INCOME</b>	<b>Match</b>	<b>JPP Match</b>	<b>TOTAL</b>
<b>Membership Dues</b>	\$130	\$130	\$260.00
<b>EXPENSES</b>			
Rack Card printing	\$130	\$130	\$260.00
Translation			

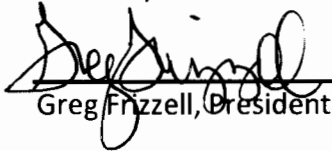
E.

#### 4. Project Budget

<b>INCOME</b>	<b>Match</b>	<b>JPP Match</b>	<b>TOTAL</b>
Membership Dues	\$375	\$375	\$750
Winter Sponsor	\$250	\$250	\$500
Dining Sponsor	\$250	\$250	\$500
Shopping Sponsor	\$500	\$500	\$1000
Lodging Sponsor	\$250	\$250	\$500
Golf Sponsor	\$250	\$250	\$500
<b>TOTAL</b>	<b>\$1875</b>	<b>\$1875</b>	<b>\$3750</b>
<b>EXPENSES</b>			
Web Page	<b>\$1875</b>	<b>\$1875</b>	<b>\$3750</b>

#### 5. Board Resolution

The MWVCC & VB Board of Directors fully supports seeking funds from NH Joint Promotional Program for the grant request as outlined in this document. If funded it will enhance the organizations commitment to tourism marketing and is not decreasing our own funding for tourism promotional activities.

  
Greg Frizzell, President

  
December 10, 2012

#### 6. N/A

#### 7. Contracts

Visit New England

**ORIGINAL**



**RECEIVED** Form JPP-2

DEC 11 2012

New Hampshire Department of Resources and Economic Development  
Division of Travel and Tourism Development

**D.R.E.D.**

Office Use Only:

Grant #: \_\_\_\_\_

Vendor ID#: \_\_\_\_\_

Amount of Grant Approved: \_\_\_\_\_

In-State Funds

Out-of-State Funds

**JOINT PROMOTIONAL PROGRAM**

**APPLICATION FORM**

**Mail or Deliver an Original and 11 copies to:** Division of Travel and Tourism  
JPP Administrator  
172 Pembroke Road  
PO Box 1856  
Concord, NH 03302-1856

**SECTION A**

**Organization:** Lakes Region Tourism Association

**Address:** Po Box 737, 61 Laconia Road Tilton, NH 03276  
Street City/State Zip

**Phone:** 603-286-8008 **Website:** www.lakesregion.org

**Person Authorized to Represent Organization:**

**Name:** Kimberly S Sperry **Title:** Executive VP **E-mail:** ksperry@lakesregion.org

**Person Responsible for Billing:** (must be different from person listed above) **Name:** Amy L Landers **Title:** Executive Director

**Address:** Po Box 737 Tilton, NH 03276  
Street City/State Zip

**Phone:** 603-286-8008 **Fax:** 603-286-7007 **E-mail:** ALanders@Lakesregion.Org

**SECTION B**

► Use this section for the TOTAL of ALL elements ◀

**Project Title:** Northeast & International Marketing

**Type:**  Brochure  Website  Event  Adv Media:  Radio  Print  TV  
 Online  Other Billboard Tradeshow

**Starting Date:** January 15, 2013  In-State  Out-of-State

**Completion Date:** June 30, 2013

**Dates to be Covered by Evaluation:** From January 15, 2013 To June 30, 2013

**Total Cost of this project:** \$ 58,618.00

**Total Funds to be provided by applicant:** \$ 35,259.00

**JPP INVESTMENT REQUESTED:** \$ 23,359.00

**SECTION B-1**

► Please complete one section for each element ◀  
Use the box under Section B on page 1 for the total of all elements

**Element A Title: Northeast Marketing Campaign**  
Type:  Brochure  Website  Event  Adv Media:  Radio  Print  TV  
 Online  Other Billboard Tradeshow

Starting Date: January 15, 2013  In-State  Out-of-State  
Completion Date: June 30, 2013  
Dates to be Covered by Evaluation: From January 15, 2013 To June 30, 2013  
Total Cost of this element: \$ 25,045.00  
Total Funds to be provided by applicant: \$ 13,072.50  
JPP INVESTMENT REQUESTED: \$ 11,972.50

**Element B Title: International Marketing Campaign**  
Type:  Brochure  Website  Event  Adv Media:  Radio  Print  TV  
 Online  Other Sales Mission Tradeshow

Starting Date: January 15, 2013  In-State  Out-of-State  
Completion Date: June 30, 2013  
Dates to be Covered by Evaluation: From January 15, 2013 To June 30, 2013  
Total Cost of this element: \$ 18,100.00  
Total Funds to be provided by applicant: \$ 14,450.00  
JPP INVESTMENT REQUESTED: \$ 3,650.00

**Element C Title: Northeast Print Advertising Campaign**  
Type:  Brochure  Website  Event  Adv Media:  Radio  Print  TV  
 Online  Other \_\_\_\_\_

Starting Date: January 15, 2013  In-State  Out-of-State  
Completion Date: June 30, 2013  
Dates to be Covered by Evaluation: From January 15, 2013 To June 30, 2013  
Total Cost of this element: \$ 15,473.00  
Total Funds to be provided by applicant: \$ 7,736.50  
JPP INVESTMENT REQUESTED: \$ 7,736.50

**Element D Title:**  
Type:  Brochure  Website  Event  Adv Media:  Radio  Print  TV  
 Online  Other \_\_\_\_\_

Starting Date: \_\_\_\_\_  In-State  Out-of-State  
Completion Date: \_\_\_\_\_  
Dates to be Covered by Evaluation: From \_\_\_\_\_ To \_\_\_\_\_  
Total Cost of this element: \$ \_\_\_\_\_  
Total Funds to be provided by applicant: \$ \_\_\_\_\_  
JPP INVESTMENT REQUESTED: \$ \_\_\_\_\_

FOR ADDITIONAL ELEMENTS, PLEASE ATTACH A SECOND SHEET

## SECTION B-1- CONTINUED

**INSTRUCTIONS:** On a separate sheet, clearly describe each element listed, responding to items 1 through 7. If there is more than one element, please type a separate sheet for each element. Please be brief and to the point. If the item is not applicable, write in N/A.

1. Describe this project in detail and how it ties into your overall marketing plan, your target audience, desired results and your rationale for expecting this method to achieve those results.
2. How will you measure results?
3. If we cannot fund this entire request, will the project go forward?  Yes  No

Please Explain: These projects will not go forward at this level without JPP funding

4. Project Budget: On a separate page, provide a detailed budget sheet for this project, detailing expenses, matchable and unmatchable and funds raised or will be raised by your organization for the proposed project. PLEASE NOTE: **If you are requesting investment in several elements, include detailed budget page for each and a summary page**
5. Board Resolution: Include a Board Resolution, signed by an officer of your organization which indicates support for this application, and certifies that if funded, will enhance the organization's commitment to tourism marketing and not decrease the organization's own funding for tourism promotional activities.
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  - **Marketing Plan – Required:** Include a copy of organization's marketing plan (example available on DTTD industry member's website under JPP)
  - **Advertising:** Samples and proposed media placement and schedule
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  - **Interactive media:** Layouts for all components
  - **Television and Billboard:** Storyboard, scripts and placement schedule
  - **Radio:** Script and proposed media placement schedule
7. Attach proposed contracts for all relevant professional services.

## SECTION C - APPLICANT RESPONSIBILITIES

1. Attend the meeting of the screening committee of the Joint Promotional Program and give up to a 15 minute presentation describing the proposed project.
2. Adhere to graphic standards requirements as provided on the industry section of the DTTD website under JPP.
3. Submit to a project audit if requested.

## REPORTING AND REIMBURSEMENT

4. Participate in the State's research program as designated by the Division of Travel and Tourism.
5. Submit a final report within 90 days after the completion date indicated in Section B of this application.
6. Submit all bills for reimbursement within 90 days after the project/element completion date. Use the FORM FOR SUBMITTING INVOICES (JPP-3) which will be provided with your acceptance letter.
7. Failure to comply with reporting and reimbursement timeline may result in forfeiture of grant funds for this and future projects.

**SECTION D - SIGNATURES**

**INSTRUCTIONS:** Your signature is a commitment (RES 3300) to follow the rules and regulations of the program as stated in the Joint Promotional Program Administrative Rules and Section C Applicant Responsibilities.

<u>Kimberly S. Sperry</u> Type Name of Applicant (Contact Person Representing Organization)	 Signature	<u>12/11/12</u> Date
<u>Gail Batstone, President</u> Type Name & Title of Organization Officer	 Signature	<u>12/11/12</u> Date
<u>Mary Lamprey Bare, Secretary</u> Type Name & Title of Organization Officer	 Signature	<u>12/11/12</u> Date

**(DO NOT WRITE BELOW THIS LINE)**

**DTTD AND COMMITTEE USE ONLY**

**JPP Screening Committee Use Only:**

**Recommendation:**     **Approval**                       **Denial**

Amount: \$ 23,359.00

**In-State Funds**                       **Out-of-State Funds**

  
\_\_\_\_\_  
SCREENING COMMITTEE CHAIRMAN

\_\_\_\_\_  
COMMISSIONER, DEPARTMENT OF RESOURCES AND  
ECONOMIC DEVELOPMENT

1-8-13  
\_\_\_\_\_  
DATE

\_\_\_\_\_  
DATE

**Conditions of Approval:**

1. As detailed in the rules governing JPP grants, each project must adhere to graphic standards requirements as provided on the industry section of the DTTD website, under Grants. [www.visitnh.gov/industrymembers](http://www.visitnh.gov/industrymembers)
2. All printed materials, ad layouts and electronic copy to be submitted to the Director of the Division of Travel and Tourism Development (DTTD) for approval, prior to the actual production/placement.
3. Work with the Institute of NH Studies to complete research requirements- [mokrant@plymouth.edu](mailto:mokrant@plymouth.edu).



**Department of Resources and Economic Development  
 Division of Travel and Tourism Development  
 Joint Promotional Program  
 Application Budget Summary**

**Lakes Region Tourism Association**

**Project Title: Lakes & Mountains Northeast Marketing & International**

	<u>Matchable</u>	<u>Non Matchable</u>	<u>Total</u>
<b>Element A Title</b>			
<b>Northeast Marketing Campaign</b>			
Income:	\$11,972.50	\$13,072.50	\$25,045.00
Expenses:	\$23,945.00	\$1,100.00	\$25,045.00
<b>Element B Title</b>			
<b>International Marketing</b>			
Income:	\$3,650.00	\$14,450.00	\$18,100.00
Expenses:	\$7,300.00	\$10,800.00	\$18,100.00
<b>Element C Title</b>			
<b>Northeast Print Advertising</b>			
Income:	\$ 7,736.50	\$ 7,736.50	\$ 15,473.00
Expenses:	\$ 15,473.00	\$ -	\$ 15,473.00
<b>Element D Title</b>			
<b>Communic</b>			
Income:	\$ -	\$ -	\$ -
Expenses:	\$ -	\$ -	\$ -
<b>PROJECT APPLICATION TOTAL</b>			
Income:	\$23,359.00	\$35,259.00	\$58,618.00
Expenses:	\$46,718.00	\$11,900.00	\$58,618.00

# 5 Board Resolution

Adopted by the Board of Directors of the lakes Region Tourism Association at is scheduled meeting on May 16, 2013 at Gunstock Mountain resort in Gilford, New Hampshire.

The motion to submit an application to the State of New Hampshire for Joint Promotional funding for the association's marketing and advertising projects that will enhance the organization's commitment to tourism promotion for the Lakes Region was passed in the affirmative.

It was confirmed that the Lakes Region Tourism Association will not be reducing its commitment to funding these promotional projects in this fiscal year.

  
\_\_\_\_\_  
Gail Batstone, President

  
\_\_\_\_\_  
Date

**Department of Resources and Economic Development  
Division of Travel and Tourism Development  
Joint Promotional Program  
Application Budget Sheet**

**Lakes Region Tourism Association**

**Project Title: Lakes & Mountains Northeast & International Marketing**

**Element A Title: Northeast Marketing Campaign**

<u>Income:</u>	Matchable	Non Matchable	Total	
White Mountain Attractions	\$ 5,986.25	\$ 550.00	\$ 6,536.25	
Lakes Region Tourism Assoc.	\$ 5,986.25	\$ 550.00	\$ 6,536.25	
Memberships/dues*	\$ -	\$ -	\$ -	
Total Income Raised:	\$ 11,972.50	\$ 1,100.00	\$ 13,072.50	
JPP Request:**		\$ 11,972.50	\$ 11,972.50	
<b>Total Income</b>	<b>\$ 11,972.50</b>	<b>\$ 13,072.50</b>	<b>\$ 25,045.00</b>	

<u>Expense:</u>	Matchable	Non Matchable	Total	Exhibit #
<b>1) Advertsing -</b>				
X Finity.com -	\$ 2,000.00		\$ 2,000.00	1
Billboard - Placement, Design & Production of vinyl	\$ 17,000.00		\$ 17,000.00	2,5
<b>2) Trade Shows</b>				
Boston Globe Show -Silve Spons	\$ 4,000.00	\$ -	\$ 4,000.00	3
Lodging	\$ -	\$ 800.00	\$ 800.00	
Meals	\$ -	\$ 200.00	\$ 200.00	
Misc Travel	\$ -	\$ 100.00	\$ 100.00	
Lakes & Mountains Banner	\$ 695.00		\$ 695.00	4
Banner Design	\$ 250.00		\$ 250.00	5
<b>Total Expenses</b>	<b>\$ 23,945</b>	<b>\$ 1,100</b>	<b>\$ 25,045</b>	

**Notes:**

**Department of Resources and Economic Development**  
**Division of Travel and Tourism Development**  
**Joint Promotional Program**  
**Application Budget Sheet**  
**Lakes Region Tourism Association**

**Project Title: Lakes & Mountains International Marketing**

**Element B Title: International Marketing Campaign**

<u>Income:</u>	Matchable	Non Matchable	Total
White Mountain Attractions	\$ 1,825.00	\$ 5,400.00	\$ 7,225.00
Lakes Region Tourism Assoc.	\$ 1,825.00	\$ 5,400.00	\$ 7,225.00
Memberships/dues*	\$ -	\$ -	\$ -
<b>Total Income Raised:</b>	<b>\$ 3,650.00</b>	<b>\$ 10,800.00</b>	<b>\$ 14,450.00</b>
JPP Request:**		\$ 3,650.00	\$ 3,650.00
<b>Total Income</b>	<b>\$ 3,650.00</b>	<b>\$ 14,450.00</b>	<b>\$ 18,100.00</b>

**Expense:**

	Matchable	Non Matchable	Total	Exhibit #
<b>1) Trade Shows</b>				
<b>Japan - LA Event (2)</b>	\$ -	\$ 2,000.00	\$ 2,000.00	1
<b>Japan Sales Mission (2)</b>	\$ 4,000.00	\$ -	\$ 4,000.00	1
Airfare	\$ -	\$ 3,200.00	\$ 3,200.00	
Lodging	\$ -	\$ 2,800.00	\$ 2,800.00	
Meals	\$ -	\$ 200.00	\$ 200.00	
Misc Travel	\$ -	\$ 100.00	\$ 100.00	
<b>UK Sales Mission (1)</b>	\$ 2,000.00	\$ -	\$ 2,000.00	2
Airfare	\$ -	\$ 600.00	\$ 600.00	
Lodging	\$ -	\$ 1,000.00	\$ 1,000.00	
Meals	\$ -	\$ 300.00	\$ 300.00	
Misc Travel	\$ -	\$ 100.00	\$ 100.00	
<b>Iceland (1)</b>	\$ 1,300.00	\$ -	\$ 1,300.00	3
Meals	\$ -	\$ 400.00	\$ 400.00	
Misc Travel	\$ -	\$ 100.00	\$ 100.00	
<b>Total Expenses</b>	<b>\$ 7,300</b>	<b>\$ 10,800</b>	<b>\$ 18,100</b>	

**Notes:**

**Department of Resources and Economic Development  
 Division of Travel and Tourism Development  
 Joint Promotional Program  
 Application Budget Sheet**

**Lakes Region Tourism Association**

**Project Title: Lakes & Mountains Northeast & international Marketing**

**Element C Title: Northeast Print Advertising**

<u>Income:</u>	Matchable	Non Matchable	Total
White Mountain Attractions	\$ 3,868.25	\$ -	\$ 3,868.25
Lakes Region Tourism Assoc.	\$ 3,868.25	\$ -	\$ 3,868.25
Memberships/dues*	\$ -	\$ -	\$ -
Total Income Raised:	\$ 7,736.50	\$ -	\$ 7,736.50
JPP Request:**		\$ 7,736.50	\$ 7,736.50
<b>Total Income</b>	<b>\$ 7,736.50</b>	<b>\$ 7,736.50</b>	<b>\$ 15,473.00</b>

**Expense:**

	Matchable	Non Matchable	Total	Exhibit #
<b>1) Advertsing -</b>				
Print Advertising	\$ 10,473.00		\$ 10,473.00	1
Fullfillment	\$ 5,000.00		\$ 5,000.00	2
<b>Total Expenses</b>	<b>\$ 15,473</b>	<b>\$ -</b>	<b>\$ 15,473</b>	

**Notes:**



New Hampshire Department of Resources and Economic Development  
Division of Travel and Tourism Development  
**JOINT PROMOTIONAL PROGRAM**

**Office Use Only:**  
Grant #: \_\_\_\_\_  
Vendor ID#: \_\_\_\_\_  
Amount of Grant Approved: \_\_\_\_\_  
 In-State Funds  
 Out-of-State Funds

**APPLICATION FORM**

**Mail or Deliver an Original and 11 copies to:** Division of Travel and Tourism  
JPP Administrator  
172 Pembroke Road  
PO Box 1856  
Concord, NH 03302-1856

**SECTION A**

**Organization:** Greater Keene Chamber of Commerce

**Address:** 48 Central Sq. Keene, NH 03431  
Street City/State Zip

**Phone:** 603-352-1303 **Website:** www.keenechamber.com

**Person Authorized to Represent Organization:**

**Name:** Laura Keith King **Title:** President **E-mail:** LKing@keenechamber.com

**Person Responsible for Billing:** **Name:** Debra Hathaway **Title:** Bookkeeper  
(must be different from person listed above)

**Address:** 48 Central Sq. Keene, NH 03431  
Street City/State Zip

**Phone:** 603-352-1303 **Fax:** 603-358-5341 **E-mail:** DHathaway@keenechamber.com

**SECTION B**

▶ Use this section for the total of all elements ◀

<b>Project Title:</b> <u>Greater Keene Chamber of Commerce WHAT'S KEENE</u>	
<b>Type:</b> <input checked="" type="checkbox"/> Brochure <input checked="" type="checkbox"/> Website <input checked="" type="checkbox"/> Event <input checked="" type="checkbox"/> Adv Media: <input checked="" type="checkbox"/> Radio <input checked="" type="checkbox"/> Print <input type="checkbox"/> TV <input checked="" type="checkbox"/> Online <input type="checkbox"/> Other _____	
<b>Starting Date:</b> <u>April 4, 2013</u>	<input checked="" type="checkbox"/> <b>In-State</b> <u>7,875.00</u>
<b>Completion Date:</b> <u>April 14, 2013</u>	<input checked="" type="checkbox"/> <b>Out-of-State</b> <u>25,957.02</u>
<b>Dates to be Covered by Evaluation:</b> From <u>Feb. 21, 2013</u>	To <u>May 12, 2013</u>
<b>Total Cost of this project:</b>	<u>\$32,287.40</u>
<b>Total Funds to be provided by applicant:</b>	<u>\$21,287.40</u>
<b>JPP INVESTMENT REQUESTED:</b>	<u>\$11,000.00</u>

**SECTION B-1**

**► Please complete one section for each element ◀**  
**Use the box under Section B on page 1 for the total of all elements**

**Element A Title: Monadnock Radio Group**  
Type:  Brochure  Website  Event  Adv Media:  Radio  Print  TV  
 Online  Other \_\_\_\_\_

Starting Date: Feb. 14, 2013  In-State  Out-of-State  
Completion Date: April 6, 2013

Dates to be Covered by Evaluation: From Feb. 14, 2013 To April 14, 2013

Total Cost of this element: \$12,000.00  
Total Funds to be provided by applicant: \$11,000.00  
JPP INVESTMENT REQUESTED: \$1,000.00

**Element B Title: Keene Sentinel**  
Type:  Brochure  Website  Event  Adv Media:  Radio  Print  TV  
 Online  Other \_\_\_\_\_

Starting Date: March 1, 2013  In-State  Out-of-State  
Completion Date: April 6, 2013

Dates to be Covered by Evaluation: From Mar. 1, 2013 To April 14, 2013

Total Cost of this element: \$1,520.00  
Total Funds to be provided by applicant: \$820.00  
JPP INVESTMENT REQUESTED: \$700.00

**Element C Title: Monadnock Ledger**  
Type:  Brochure  Website  Event  Adv Media:  Radio  Print  TV  
 Online  Other \_\_\_\_\_

Starting Date: Mar. 1, 2013  In-State  Out-of-State  
Completion Date: April 6, 2013

Dates to be Covered by Evaluation: From Mar. 1, 2013 To April 14, 2013

Total Cost of this element: \$586.25  
Total Funds to be provided by applicant: \$311.25  
JPP INVESTMENT REQUESTED: \$275.00

**Element D Title: Image Journal**  
Type:  Brochure  Website  Event  Adv Media:  Radio  Print  TV  
 Online  Other \_\_\_\_\_

Starting Date: Feb. 1, 2013  In-State  Out-of-State  
Completion Date: April 1, 2013

Dates to be Covered by Evaluation: From Feb. 1, 2013 To April 14, 2013

Total Cost of this element: \$1,200.00  
Total Funds to be provided by applicant: \$600.00  
JPP INVESTMENT REQUESTED: \$600.00

**FOR ADDITIONAL ELEMENTS, PLEASE ATTACH A SECOND SHEET**

**SECTION B-1**

► Please complete one section for each element ◀  
Use the box under Section B on page 1 for the total of all elements

Element **K** Title: HYppo Press  
 Type:  Brochure  Website  Event  Adv Media:  Radio  Print  TV  
 Online  Other \_\_\_\_\_  
 Starting Date: March 1<sup>st</sup>  In-State  Out-of-State  
 Completion Date: April 6<sup>th</sup>  
 Dates to be Covered by Evaluation: From March 1<sup>st</sup> To April 6<sup>th</sup>  
 Total Cost of this element: \$ 875  
 Total Funds to be provided by applicant: \$ 450  
 JPP INVESTMENT REQUESTED: \$ 425

Element **L** Title: Cider Magazine  
 Type:  Brochure  Website  Event  Adv Media:  Radio  Print  TV  
 Online  Other \_\_\_\_\_  
 Starting Date: Feb 1<sup>st</sup>  In-State  Out-of-State  
 Completion Date: April 6<sup>th</sup>  
 Dates to be Covered by Evaluation: From Feb 1<sup>st</sup> To April 6<sup>th</sup> *Almost completely out of state to reach*  
 Total Cost of this element: \$ 750  
 Total Funds to be provided by applicant: \$ 375  
 JPP INVESTMENT REQUESTED: \$ 375

Element **G** Title: NHRR  
 Type:  Brochure  Website  Event  Adv Media:  Radio  Print  TV  
 Online  Other \_\_\_\_\_  
 Starting Date: March 1<sup>st</sup>  In-State  Out-of-State  
 Completion Date: April 6<sup>th</sup>  
 Dates to be Covered by Evaluation: From March 1<sup>st</sup> To April 6<sup>th</sup>  
 Total Cost of this element: \$ 2600  
 Total Funds to be provided by applicant: \$ 1300  
 JPP INVESTMENT REQUESTED: \$ 1300

Element **H** Title: Eagle Times  
 Type:  Brochure  Website  Event  Adv Media:  Radio  Print  TV  
 Online  Other \_\_\_\_\_  
 Starting Date: March 1<sup>st</sup>  In-State  Out-of-State  
 Completion Date: April 6<sup>th</sup>  
 Dates to be Covered by Evaluation: From March 1<sup>st</sup> To April 6<sup>th</sup>  
 Total Cost of this element: \$ 114  
 Total Funds to be provided by applicant: \$ 64  
 JPP INVESTMENT REQUESTED: \$ 50

FOR ADDITIONAL ELEMENTS, PLEASE ATTACH A SECOND SHEET



**SECTION B-1**

► Please complete one section for each element ◀  
Use the box under Section B on page 1 for the total of all elements

Element **I** Title: Valley News  
 Type:  Brochure  Website  Event  Adv Media:  Radio  Print  TV  
 Online  Other \_\_\_\_\_  
 Starting Date: March 15<sup>th</sup>  In-State  Out-of-State  
 Completion Date: April 6<sup>th</sup>  
 Dates to be Covered by Evaluation: From March 15<sup>th</sup> To April 6<sup>th</sup>  
 Total Cost of this element: \$ 296.40  
 Total Funds to be provided by applicant: \$ 171.40  
 JPP INVESTMENT REQUESTED: \$ 125

Element **J** Title: Seven Days  
 Type:  Brochure  Website  Event  Adv Media:  Radio  Print  TV  
 Online  Other \_\_\_\_\_  
 Starting Date: Feb 14<sup>th</sup>  In-State  Out-of-State  
 Completion Date: April 6<sup>th</sup>  
 Dates to be Covered by Evaluation: From Feb 14<sup>th</sup> To April 6<sup>th</sup>  
 Total Cost of this element: \$ 1310  
 Total Funds to be provided by applicant: \$ 660  
 JPP INVESTMENT REQUESTED: \$ 650

Element **K** Title: Art scope  
 Type:  Brochure  Website  Event  Adv Media:  Radio  Print  TV  
 Online  Other \_\_\_\_\_  
 Starting Date: Feb 14<sup>th</sup>  In-State  Out-of-State  
 Completion Date: Apr 6<sup>th</sup>  
 Dates to be Covered by Evaluation: From Feb 14 To Apr 6<sup>th</sup>  
 Total Cost of this element: \$ 638  
 Total Funds to be provided by applicant: \$ 336  
 JPP INVESTMENT REQUESTED: \$ 300

Element **L** Title: Boston Phoenix  
 Type:  Brochure  Website  Event  Adv Media:  Radio  Print  TV  
 Online  Other \_\_\_\_\_  
 Starting Date: Feb 14  In-State  Out-of-State  
 Completion Date: April 6  
 Dates to be Covered by Evaluation: From Feb 14 To Apr 6  
 Total Cost of this element: \$ 2000  
 Total Funds to be provided by applicant: \$ 1000  
 JPP INVESTMENT REQUESTED: \$ 1000

FOR ADDITIONAL ELEMENTS, PLEASE ATTACH A SECOND SHEET

**SECTION B-1**

► Please complete one section for each element ◀  
Use the box under Section B on page 1 for the total of all elements

*M*

Element **A** Title: Facebook

Type:  Brochure  Website  Event  Adv Media:  Radio  Print  TV  
 Online  Other \_\_\_\_\_

Starting Date: Feb 1 *\* Dependent on notification of grant*  In-State  Out-of-State

Completion Date: Apr 6

Dates to be Covered by Evaluation: From Feb 1 To Apr 6

Total Cost of this element: \$ 400

Total Funds to be provided by applicant: \$ 200

JPP INVESTMENT REQUESTED: \$ 200

*N*

Element **B** Title: Silver Direct

Type:  Brochure  Website  Event  Adv Media:  Radio  Print  TV  
 Online  Other \_\_\_\_\_

Starting Date: March 1 *Printing - programs, brochures, Rack cards, maps, ...*  In-State  Out-of-State

Completion Date: Apr 6

Dates to be Covered by Evaluation: From March 1 To Apr 6

Total Cost of this element: \$ 8000

Total Funds to be provided by applicant: \$ 4000

JPP INVESTMENT REQUESTED: \$ 4000

Element **C** Title: \_\_\_\_\_

Type:  Brochure  Website  Event  Adv Media:  Radio  Print  TV  
 Online  Other \_\_\_\_\_

Starting Date: \_\_\_\_\_  In-State  Out-of-State

Completion Date: \_\_\_\_\_

Dates to be Covered by Evaluation: From \_\_\_\_\_ To \_\_\_\_\_

Total Cost of this element: \$ \_\_\_\_\_

Total Funds to be provided by applicant: \$ \_\_\_\_\_

JPP INVESTMENT REQUESTED: \$ \_\_\_\_\_

Element **D** Title: \_\_\_\_\_

Type:  Brochure  Website  Event  Adv Media:  Radio  Print  TV  
 Online  Other \_\_\_\_\_

Starting Date: \_\_\_\_\_  In-State  Out-of-State

Completion Date: \_\_\_\_\_

Dates to be Covered by Evaluation: From \_\_\_\_\_ To \_\_\_\_\_

Total Cost of this element: \$ \_\_\_\_\_

Total Funds to be provided by applicant: \$ \_\_\_\_\_

JPP INVESTMENT REQUESTED: \$ \_\_\_\_\_

FOR ADDITIONAL ELEMENTS, PLEASE ATTACH A SECOND SHEET

## SECTION B-1- CONTINUED

**INSTRUCTIONS:** On a separate sheet, clearly describe each element listed, responding to items 1 through 7. If there is more than one element, please type a separate sheet for each element. Please be brief and to the point. If the item is not applicable, write in N/A.

1. Describe this project in detail and how it ties into your overall marketing plan, your target audience, desired results and your rationale for expecting this method to achieve those results.
2. How will you measure results?
3. If we cannot fund this entire request, will the project go forward?  Yes  No  
Please Explain: see attached Marketing Detail
4. Project Budget: On a separate page, provide a detailed budget sheet for this project, detailing expenses, matchable and unmatchable and funds raised or will be raised by your organization for the proposed project. PLEASE NOTE: **If you are requesting investment in several elements, include detailed budget page for each and a summary page**
5. Board Resolution: Include a Board Resolution, signed by an officer of your organization which indicates support for this application, and certifies that if funded, will enhance the organization's commitment to tourism marketing and not decrease the organization's own funding for tourism promotional activities.
6. If applicable, attach the following:
  - **Marketing Plan – Required:** Include a copy of organization's marketing plan (example available on DTTD industry members website under JPP)
  - **Advertising:** Samples and proposed media placement and schedule
  - **Brochure/direct mail:** Sample or conceptual design that reflects the piece's purpose and true sense of what it will look like. Also provide THREE (3) competitive bids and the proposed Distribution plan
  - **Interactive media:** Layouts for all components
  - **Television and Billboard:** Storyboard, scripts and placement schedule
  - **Radio:** Script and proposed media placement schedule
7. Attach proposed contracts for all relevant professional services.

## SECTION C - APPLICANT RESPONSIBILITIES

1. Attend the meeting of the screening committee of the Joint Promotional Program and give up to a 15 minute presentation describing the proposed project.
2. Adhere to graphic standards requirements as provided on the industry section of the DTTD website under JPP.
3. Submit to a project audit if requested.

### REPORTING AND REIMBURSEMENT

4. Participate in the State's research program as designated by the Division of Travel and Tourism.
5. Submit a final report within 90 days after the completion date indicated in Section B of this application.
6. Submit all bills for reimbursement within 90 days after the project/element completion date. Use the FORM FOR SUBMITTING INVOICES (JPP-3) which will be provided with your acceptance letter.
7. Failure to comply with reporting and reimbursement timeline may result in forfeiture of grant funds for this and future projects.

**SECTION D - SIGNATURES**

**INSTRUCTIONS:** Your signature is a commitment (RES 3300) to follow the rules and regulations of the program as stated in the Joint Promotional Program Administrative Rules and Section C Applicant Responsibilities.

<p><b><u>Laura Keith King, President</u></b>                  Type Name of Applicant                  (Contact Person Representing Organization)</p>	 _____ Signature	<p><b><u>12-17-2012</u></b>                  Date</p>
<p><b><u>Laverne Ells, Board Chair</u></b>                  Type Name &amp; Title of Organization Officer</p>	 _____ Signature	<p><b><u>12-17-2012</u></b>                  Date</p>
<p><b><u>Robert Lyle, Board Secretary</u></b>                  Type Name &amp; Title of Organization Officer</p>	 _____ Signature	<p><b><u>12/17/2012</u></b>                  Date</p>

**(DO NOT WRITE BELOW THIS LINE)**

---

**DTTD AND COMMITTEE USE ONLY**

**JPP Screening Committee Use Only:**

**Recommendation:**     **Approval**                       **Denial**

Amount: \$ 11,000.00

**In-State Funds**                       **Out-of-State Funds**

  
 \_\_\_\_\_  
 SCREENING COMMITTEE CHAIRMAN

\_\_\_\_\_  
 COMMISSIONER, DEPARTMENT OF RESOURCES AND  
 ECONOMIC DEVELOPMENT

1-8-13  
 \_\_\_\_\_  
 DATE

\_\_\_\_\_  
 DATE

**Conditions of Approval:**

1. As detailed in the rules governing JPP grants, each project must adhere to graphic standards requirements as provided on the industry section of the DTTD website, under Grants. [www.visitnh.gov/industrymembers](http://www.visitnh.gov/industrymembers)
2. All printed materials, ad layouts and electronic copy to be submitted to the Director of the Division of Travel and Tourism Development (DTTD) for approval, prior to the actual production/placement.
3. Work with the Institute of NH Studies to complete research requirements- [mokrant@plymouth.edu](mailto:mokrant@plymouth.edu).
4. Chamber branding: It is imperative that as the applicant, the Keene Chamber's logo and website be on all advertising in conjunction with Item #1 above.
5. Map: Although it is noted that this mock-up is just a draft, we will need to receive another more complete and accurate map prior to a final graphic submission. The numbers, towns and locations do not coincide; i.e. Dartmouth College is not in Concord.

**Department of Resources and Economic Development  
Division of Travel and Tourism Development  
Joint Promotional Program  
Application Budget Summary  
(For use with multiple elements)**

**Project Title:****Greater Keene Chamber of Commerce - W.H.A.T.'S. Keene**

		<u>Matchable</u>	<u>Non Matchable</u>	<u>Total</u>
<b>Element A Title: Monadnock Radio Group</b>				
In State	Income:	\$ 1,000.00	\$ 11,000.00	\$ 12,000.00
In State	Expenses:	\$ 1,000.00	\$ 11,000.00	\$ 12,000.00
	Out of State Income:	\$ -	\$ -	\$ -
	Out of State Expenses:	\$ -	\$ -	\$ -

**Element B Title: Keene Sentinel**

In State	Income:	\$ 820.00	\$ 4,944.26	\$ 5,764.26
In State	Expenses:	\$ 700.00	\$ 820.00	\$ 1,520.00
	Out of State Income:	\$ -	\$ -	\$ -
	Out of State Expenses:	\$ -	\$ -	\$ -

**Element C Title: Monadnock Shopper News**

In State	Income:	\$ 311.25	\$ 275.00	\$ 586.25
In State	Expenses:	\$ 275.00	\$ 311.00	\$ 586.00
	Out of State Income:	\$ -	\$ -	\$ -
	Out of State Expenses:	\$ -	\$ -	\$ -

**Element D Title: IMAGE Journal**

In State	Income:	\$ -	\$ -	\$ -
In State	Expenses:	\$ -	\$ -	\$ -
	Out of State Income:	\$ 600.00	\$ 600.00	\$ 1,200.00
	Out of State Expenses:	\$ 600.00	\$ 600.00	\$ 1,200.00

**Element E Title: Hyppo Press**

In State	Income:	\$	450.00	\$	425.00	\$	875.00
In State	Expenses:	\$	425.00	\$	450.00	\$	875.00

Out of State	Income:	\$	-	\$	-	\$	-
Out of State	Expenses:	\$	-	\$	-	\$	-

**Element F Title: Cider Magazine**

In State	Income:	\$	-	\$	-	\$	-
In State	Expenses:	\$	-	\$	-	\$	-

Out of State	Income:	\$	375.00	\$	375.00	\$	750.00
Out of State	Expenses:	\$	375.00	\$	375.00	\$	750.00

**Element G Title: NHPR**

In State	Income:	\$	1,300.00	\$	1,300.00	\$	2,600.00
In State	Expenses:	\$	1,300.00	\$	1,300.00	\$	2,600.00

Out of State	Income:	\$	-	\$	-	\$	-
Out of State	Expenses:	\$	-	\$	-	\$	-

**Element H Title: Eagle Times**

In State	Income:	\$	64.00	\$	50.00	\$	114.00
In State	Expenses:	\$	50.00	\$	64.00	\$	114.00

Out of State	Income:	\$	-	\$	-	\$	-
Out of State	Expenses:	\$	-	\$	-	\$	-

**Element I Title I: The Valley News**

In State	Income:	\$	171.40	\$	125.00	\$	296.40
In State	Expenses:	\$	125.00	\$	171.40	\$	296.40

Out of State	Income:	\$	-	\$	-	\$	-
Out of State	Expenses:	\$	-	\$	-	\$	-

**Element J Title: Seven Days**

In State	Income:	\$	-	\$	-	\$	-
In State	Expenses:	\$	-	\$	-	\$	-

Out of State	Income:	\$	660.00	\$	650.00	\$	1,310.00
Out of State	Expenses:	\$	650.00	\$	660.00	\$	1,310.00

**Element K Title: Artscope**

In State	Income:	\$ -	\$ -	\$ -
In State	Expenses:	\$ -	\$ -	\$ -
Out of State Income:		\$ 336.00	\$ 300.00	\$ 636.00
Out of State Expenses:		\$ 300.00	\$ 336.00	\$ 636.00

**Element L Title: Boston Phoenix**

In State	Income:	\$ -	\$ -	\$ -
In State	Expenses:	\$ -	\$ -	\$ -
Out of State Income:		\$ 1,000.00	\$ 1,000.00	\$ 2,000.00
Out of State Expenses:		\$ 1,000.00	\$ 1,000.00	\$ 2,000.00

**Element M Title: Facebook**

In State	Income:	\$ -	\$ -	\$ -
In State	Expenses:	\$ -	\$ -	\$ -
Out of State Income:		\$ 200.00	\$ 200.00	\$ 400.00
Out of State Expenses:		\$ 200.00	\$ 200.00	\$ 400.00

**Element N Title: Silver Direct**

In State	Income:	\$ -	\$ -	\$ -
In State	Expenses:	\$ -	\$ -	\$ -
Out of State Income:		\$ 4,000.00	\$ 4,000.00	\$ 8,000.00
Out of State Expenses:		\$ 4,000.00	\$ 4,000.00	\$ 8,000.00

**PROJECT APPLICATION TOTAL**

In State	Income:	\$ 4,116.65	\$ 18,119.26	\$ 22,235.91
In State	Expenses:	\$ 3,875.00	\$ 14,116.40	\$ 17,991.40
Out of State Income:		\$ 7,171.00	\$ 7,125.00	\$ 14,296.00
Out of State Expenses:		\$ 7,125.00	\$ 7,171.00	\$ 14,296.00

*Handwritten notes and corrections:*

- 14,116.40 (circled)
- 17,991.40 (circled)
- 7,125.00 (circled)
- 7,171.00 (circled)
- 14,296.00 (circled)
- 38,287.40 (written on the right side)
- ✓ (checkmarks under the bottom two rows)
- Q (written below the middle column)
- Q (written below the right column)