

## 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

Jeffrey J. Rose Commissioner

TEL: 603-271-2665 FAX: 603-271-6870

TRAVEL GUIDE: 800-386-4664 WEBSITE: www.visitnh.gov E-MAIL: travel@dred.state.nh.us

July 17, 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 \$544,948.33 for their 2013/2014 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, <u>Division of Travel -Tourism</u> as follows:

03-35-35-352010-36200000-075-500590 Grants, Subsidies and Relief

FY 2014 \$544,948.33

#### **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,

ori Harnois, Director

Division of Travel and Tourism Development

Approved,

J. Rose, Commissioner Department of Resources and **Economic Development** 

**New Hampshire** visitnh.gov

TIND ACCESS: RELAVINILLEND.735.2044 AT IRC

#### JOINT PROMOTIONAL PROGRAM GRANTS SUBMITTED

July 17, 2013 Page 1 of 2

## 2014-01 GREATER MANCHESTER CHAMBER OF COMMERCE

Vendor ID No. 154033

Grant Amount: UP TO: \$10,000.00 Completion Date: August 31, 2014

Grant is for Downtown Manchester Map & Guide

## 2014-02 LACONIA MOTORCYCLE WEEK

Vendor ID No. 157300

Grant Amount: UP TO: \$4,665.00 Completion Date: August 31, 2014 Grant is for Laconia Motorcycle Week

## 2014-03 NORTHERN COMMUNITY INVESTMENT CORP.

Vendor ID No. 154916

Grant Amount: UP TO: \$34,925 Completion Date: June 30, 2014

Grant is for NH Grand Marketing Campaign

## 2014-04 LAKE SUNAPEE REGION CHAMBER OF COMMERCE

Vendor ID No. 154605

Grant Amount: UP TO: \$5,281.50 Completion Date: June 30, 2014

Grant is for Lake Sunapee Region Chamber Print & Website

#### 2014-05 LEAGUE OF NH CRAFTSMEN

Vendor ID No. 154205

Grant Amount: UP TO: \$11,002.14 Completion Date: November 30, 2013 Grant is for NH Open Doors 2013

## 2014-06 WATERVILLE VALLEY RESORT ASSOCIATION

Vendor ID No. 158025

Grant Amount: UP TO: \$61,222.50 Completion Date: June 30, 2014 Grant is for Annual Campaign

## 2014-07 WHITE MOUNTAINS ATTRACTIONS ASSOCIATION

Vendor ID No. 160047

Grant Amount: UP TO: \$85,000.00 Completion Date: October 15, 2014 Grant is for Internet/TV/Cross Media

## 2014-08 MT WASHINGTON VALLEY CHAMBER OF COMMERCE

Vendor ID No. 160581

Grant Amount: UP TO: \$85,696.50 Completion Date: June 30, 2014

Grant is for MWVCC Marketing Out of State

2014-09 MT WASHINGTON VALLEY CHAMBER OF COMMERCE

Vendor ID No. 160581

Grant Amount: UP TO: \$7,521.50 Completion Date: June 30, 2014

Grant is for MWVCC Marketing In State

2014-10 LAKES REGION TOURISM ASSOCIATION

Vendor ID No. 154146

Grant Amount: UP TO: \$112,598.00 Completion Date: June 30, 2014

Grant is for 2014 Lakes Region Tourism Marketing Programs

2014-11 SKI New Hampshire

Vendor ID No. 157688

Grant Amount: UP TO: \$62,059.94 Completion Date: April 30, 2014 Grant is for 2013-14 Marketing Campaign

2014-12 LINCOLN WOODSTOCK CHAMBER OF COMMERCE

Vendor ID No. 154300

Grant Amount: UP TO: \$23,780.00 Completion Date: October 31, 2014 Grant is for 2014 Destination Marketing

2014-13 PORTSMOUTH CHAMBER OF COMMERCE

Vendor ID No. 154051

Grant Amount: UP TO: \$32,319.25

Completion Date: April 30, 2014 Grant is for 2014 Tourism Marketing Campaign

2014-14 ANDROSCOGGIN VALLEY CHAMBER OF COMMERCE

Vendor ID No.

Grant Amount: UP TO: \$8,877.00 Completion Date: December 31, 2013

Grant is for Gorham Regional Tourism Brochure



## RECEIVED

JUN 11 2013Form JPP-2

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

D.R.E.D.

Office Use Only:

Grant #: 2014-0

JOINT PROMOTIONAL PROGRAM

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

APPLICATIO	N FORM
Mail or Deliver an Original and 11 copies to: Division of Tra JPP Administ 172 Pembrok PO Box 1856 Concord, NH	e Road
Organization: Greater Manchester Chamber of Comm	1
	Manchester, NH 03101 City/State Zip
Phone: <u>603-666-6600</u> We	osite: Www.Manchester-Chamber.Org
Person Authorized to Represent Organization:	
Name: Gemma French Title: VP of Marie Public Rel	
Person Responsible for Billing: Name: Ann Makow (must be different from person listed above)	ski Title: Chief Financial Officer
Address: 54 Hanover Street Street City/S	chester, NH 03101 State Zip
Phone: <u>603-792-4119</u> Fax: <u>603-626-0910</u>	E-mail: Annm@Manchester-Chamber.Org
SECTIO	N B
► Use this section for the TC	TAL of ALL elements ◀
Project Title: Downtown Manchester Map & Guide	<del></del>
Type: Brochure	Media: ☐ Radio ☐ Print ☐ TV ☐ Online ☐ Other
Starting Date: <u>September 1, 2013</u> Completion Date: <u>August 31, 2014</u>	⊠ In-State □ Out-of-State
Dates to be Covered by Evaluation: From September	1, 2013 To August 31, 2014
Total Cost of this project:	\$ <u>20,000</u>
Total Funds to be provided by applicant	
JPP INVESTMENT REQUESTED:	\$ <u>10,000</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

		$\vee$
Element A Title:		
Type: Brochure Website Event Adv Me	edia: Radio Print TV Online Other	
Starting Date:	☐ In-State ☐ Out-of-State	te
Completion Date:		
Dates to be Covered by Evaluation: From	То	
Total Cost of this element:		
	\$ \$	
Total Funds to be provided by applicant:	<b>\$</b>	
JPP INVESTMENT REQUESTED:	<u> </u>	
Element B Title:		
Type: ☐ Brochure ☐ Website ☐ Event ☐ Adv Me		
	Online Other	
Starting Date:	☐ In-State ☐ Out-of-State	4.
Starting Date: Completion Date:	☐ In-State ☐ Out-of-State	ıe
Dates to be Covered by Evaluation: From	<b>T</b> .	
Dates to be covered by Evaluation. From	То	
Total Cost of this element:	\$	
Total Funds to be provided by applicant:	\$	
JPP INVESTMENT REQUESTED:	\$	
Element C Title:		
Type: Brochure Website Event Adv Me	dia: ☐ Radio ☐ Print ☐TV	
Type:   Discussion   Western   Event   Max mile	Online Other	
Starting Date:	☐ In-State ☐ Out-of-Stat	te
Completion Date:		
Dates to be Covered by Evaluation: From	То	
Total Cost of this element:	\$	
Total Funds to be provided by applicant:	\$	
JPP INVESTMENT REQUESTED:	s	
	<u> </u>	
Element D Title:		
Type: Brochure Website Event Adv Me	dia: ☐ Radio ☐ Print ☐TV	
Type.   Blochdie   Website   Event   Adv Me	Online Other	
Starting Date:	☐ In-State ☐ Out-of-Stat	te
Completion Date:		
Dates to be Covered by Evaluation: From	То	
Total Cost of this element:	<b>s</b>	
Total Funds to be provided by applicant:	1 <u> </u>	
	\$	
JPP INVESTMENT REQUESTED:	\$	

FOR ADDITIONAL ELEMENTS, PLEASE ATTACH A SECOND SHEET

## **SECTION B-1- CONTINUED**

**INSTRUCTIONS:** On a separate sheet, clearly describe <u>each element</u> 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 Greater Manchester Chamber of Commerce has raised funds for this project through the sale of ads that will cover the production of approximately 25,000 copies of this publication. The organization is applying for the JPP grant so that it can expand its reach and capacity by printing additional copies for a wider distribution. The amount of funding the GMCC receives from JPP will dictate the number of copies above and beyond 25K that will be printed. The goal for 2013-3014 is to print 70,000 copies and to make an effort to grow the distribution of this publication in the coming years as well so we can continue to promote Manchester to a broader audience.

- 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 <u>Required:</u> 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.

3

•			
<ol> <li>Failure to comply with reporting and rei and future projects.</li> </ol>	imbursement timeline ma	y result in forfeiture of g	grant funds for this
	SECTION D - SIGNA	TURES	
<b>INSTRUCTIONS:</b> Your signature is a communication of the Joint Promotional Program Ad	mitment (RES 3300) to forministrative Rules and S	ollow the rules and regulection C Applicant Resp	lations of the program as ponsibilities.
Gemma French Type Name of Applicant (Contact Person Representing Organization)	Sign Sign	ature	<u>6-6-2013</u> Date
Robin Comstock, President Type Name & Title of Organization Officer	Sign	omslar/ ature	6-6-2013 Date
<u>Dianne Mercier, Chairman</u> Type Name & Title of Organization Officer	<u>(()) Auru</u> Sign	ature	<u>6-6-2013</u> Date
(D0	NOT WRITE BELOW	THIS LINE)	
ום	TTD AND COMMITTEE	USE ONLY	
JPP Screening Committee Use Only:			
Recommendation: MApproval	☐ Dei	nial	
Amount: \$			
☐ In-State Funds ☐ Out-of-Sta	te Funds		
Report S. B. My		) hose	OF RESOURCES AND
7-9-13	ECONOM  The state of the state	IC DEVELOPMENT	F RESOURCES AND
DATE	DATE		
Conditions of Approval:			
<ol> <li>As detailed in the rules governing J provided on the industry section of</li> <li>All printed materials, ad layouts and Tourism Development (DTTD) for a</li> <li>Work with the Institute of NH Studie</li> </ol>	the DTTD website, unde d electronic copy to be su approval, prior to the actu	r Grants. <u>www.visitnh.g</u> bmitted to the Director al production/placemen	ov/industrymembers of the Division of Travel and t.
			4

## Department of Resources and Economic Development Division of Travel and Tourism Development Joint Promotional Program

## Application Budget Sheet

## **Greater Manchester Chamber of Commerce**

Project Title: 2013-2014 Downtown Manchester Map & Guide

Element A Title: Downtown Manchester Map and Guide\_\_\_In State

Income:	Matchable	Non Matchable	Total
16 1/2 page ads at \$495	\$ 7,920.00	\$ -	\$ 7,920.00
5 full page ads at \$795	\$ 3,975.00		\$ 3,975.00
1 inside front cover at \$1095	\$ 1,095.00		\$ 1,095.00
1 inside back cover at \$1095	\$ 1,095.00		\$ 1,095.00
1 back cover at \$1095	\$ 1,095.00		\$ 1,095.00
	\$ -	\$	\$ -
Total Income Raised:	\$ 15,180.00	\$ -	\$ 15,180.00
JPP Request:**		\$ 10,000.00	\$ 10,000.00
Total Income	\$ 15,180.00	\$ 10,000.00	\$ 25,180.00
Expense:			
	Matchable	Non Matchable	Total
1) Advertsing			
Print (describe)	\$ -	\$ -	\$ -
Broadcast (describe)	\$ -	\$ -	\$ -
Other: (describe)	\$ -	\$ -	\$ -
2) Printing & Distribution			
Production		\$ 2,590.00	\$ 2,590.00
Printing	\$ 9,262.00	\$ 9,262.00	\$ 18,524.00
Distribution	\$ 738.00	\$ 738.00	\$ 1,476.00
Other: (Administrative)	\$ -	\$ 2,590.00	\$ 2,590.00
3) Web			
, Design	\$ -	\$ -	\$ -
Development	\$ -	\$ -	\$ -
Hosting	\$ -	\$ -	\$ -
Promotion	\$ -	\$ -	\$ -
Other: (describe	\$ -	\$ -	\$ -
4) Public Relations			
Contract Services	\$ -	\$ -	\$ -
Trade Show	\$ -	\$ -	\$
Special Event	\$ -	\$ -	\$ -
Other: (describe)	\$ -	\$ -	\$ -
5) Direct Mail	\$		\$ -
	040.000.00	M45 400 00	
Total Expenses	\$10,000.00	\$15,180.00	\$25,180.00

## Notes:

Revised 6/20/2013

<sup>\*</sup> Describe each income source separately, i.e. Membership dues, vendor ads, etc.

<sup>\*\*</sup> JPP funds go under Non-Matchable

<sup>\*\*\*</sup>Refer to exhibits attached which are corresponding samples, contracts, quotes, etc., 1,2...





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

Office Use Only:
Grant #: 2014-02

	Ve	ndor	ID#
nt of	Grant	Ann	~~

JOINT PROMOTIONAL PROGRAM

Amount of Grant Approved:
☐ In-State Funds
☐ Out-of-State Funds

		APPLICATION F	ORM	
Mail o	or Deliver an Original and 11 c	JPP Administrator 172 Pembroke Ros PO Box 1856 Concord, NH 0330	ad	
Organ	nization: <u>Laconia Motorc</u>	SECTION A ycle Week Association		
Addre	Street Po Box 5399	<u>Lacor</u> City/S	nia, NH tate	<u>03247</u> Zip
Phone	<u>603-366-2000</u>	Website:	Www.Laco	niamcweek.Com
Perso	n Authorized to Represent O	ganization:		
Name	Charlie St. Clair or Jennif Anderson	<u>fer</u> Title: <u>Executive Director</u>	tor& E	mail: info@laconiamcweek.com
	n Responsible for Billing: e different from person listed above)	Name: <u>Debbie Blais</u>	Tit	e: <u>Book-Keeper</u>
Addre	SS: Po Box 5399 Street	<u>Laconia,</u> City/State	NH	<b>03247</b> Zip
Phone	603-366-2000	Fax: <u>603-366-2200</u>	E-mail:	Info@Laconiamcweek.Com
		SECTION B		
	buse t	his section for the TOTAL	of ALL elem	nents ◀
l _	oject Title: <u>Laconia Motorc</u> pe: ⊠ Brochure ☐ Webs	ycle Week site		o ☐ Print ☐TV ne ☑ Other <u>Public Relations</u>
	arting Date: <u>September 2013</u> mpletion Date: <u>August 2014</u>			n-State 🖂 Out-of-State
- 1	tes to be Covered by Evaluati	on: From <u>September 2013</u>	То	August 2014
To	tal Cost of this project:			,830.00
JPI	Total Funds to be P INVESTMENT REQUESTED	e provided by applicant: :	\$ <u>7.</u>	<u>165.00</u> \$ <u>4,665.00</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: Laconia Passport Program ⊠ Brochure ☐ Event ☐ Adv Media: ☐ Radio ☐ Print ☐ Online ☐ Other Starting Date: September 2013 ☐ In-State □ Out-of-State Completion Date: August 2014 Dates to be Covered by Evaluation: From December 2013 To <u>June 2014</u> Total Cost of this element: \$<u>5330.00</u> Total Funds to be provided by applicant: \$3915.00 JPP INVESTMENT REQUESTED: \$<u>1415.00</u> Element B Title: Public Relations ☐ Radio ☐ Print ☐ TV ☐ Online ☒ Other Public Relations ☐ Event ☐ Adv Media:

From September 2013

Total Funds to be provided by applicant:

☐ In-State

\$6500.00

\$3250.00

To August 2014

\$3250 **0**0

○ Out-of-State

Starting Date: September 2013

Completion Date: <u>August 2014</u>
Dates to be Covered by Evaluation:

Total Cost of this element:

JPP INVESTMENT REQUESTED:		φ <u>3230.</u>	
Element C Title:			
Type: ☐ Brochure ☐ Website ☐ Event ☐ Adv I	Viedia	: Radio Print Online Other	□TV 
Starting Date: Completion Date:		☐ In-State	☐ Out-of-State
Dates to be Covered by Evaluation: From		То	
Total Cost of this element:		\$	
Total Funds to be provided by applicant:		\$	
JPP INVESTMENT REQUESTED:		\$	_
Element D Title:			
Type: Brochure Website Event Adv M	ledia:	Radio Print Online Other	□TV
Starting Date: Completion Date:		☐ In-State	☐ Out-of-State
Dates to be Covered by Evaluation: From		То	
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 <u>each element</u> 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: We request funds each year from JPP because it alleviates some of the financial burden associated with our day-to-day advertising operations. However, without grants, we would still continue the same advertising plan because it is essential to our mission and vision of this Association \*(see marketing plan).

- 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 <u>Required:</u> 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.

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## SECTION D - SIGNATURES

<b>INSTRUCTIONS:</b> Your signature is a commit stated in the Joint Promotional Program Admit		
Charlie St. Clair Type Name of Applicant (Contact Person Representing Organization)	Orlie Signature	1 ' <u>6-11-13</u> Date
Jennifer Anderson - Secretary Type Name & Title of Organization Officer	Signature $\sqrt{}$	6-11-13 Date
Richard Ray - Treasurer Type Name & Title of Organization Officer	Signature	6-11-13 Date
(DO	NOT WRITE BELOW THIS LINE)	
DTT	D AND COMMITTEE USE ONLY	
JPP Screening Committee Use Only:		
Recommendation:	☐ Denial	
Amount: \$		
☐ In-State Funds ☐ Out-of-State	Funds	
SCREENING COMMITTEE CHAIRMAN	COMMISSIONER, DEPA ECONOMIC DEVELOPI	ARTMENT OF RESOURCES AND
7-9-13	7/29/13	·····
DATE	DATE	
Conditions of Approval:		
<ol> <li>As detailed in the rules governing JPF provided on the industry section of the</li> <li>All printed materials, ad layouts and e Tourism Development (DTTD) for app</li> <li>Work with the Institute of NH Studies</li> </ol>	e DTTD website, under Grants. www.electronic copy to be submitted to the proval, prior to the actual production	w.visitnh.gov/industrymembers te Director of the Division of Travel and the Industrymembers the Director of the Division of Travel and the Industrymembers
Revised: July 2008		8.

# 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: Laconia Motorcycle Week

**Expenses** 

Element:	Mat	tchable	NonMa	tchable	Total	
A: Laconia Passport Program	\$	1,415.00	\$	3,915.00	\$	5,330.00
B: Public Relations	\$	3,250.00	\$	3,250.00	\$	6,500.00
Total Expenses:	\$	4,665.00	\$	7,165.00	\$	11,830.00
Income:						
JPP Request			\$	4,665.00		
Rally Patron Fund Raiser	\$	7,165.00				
Total Income:	\$	11,830.00				

## **ORIGINAL**



## **RECEIVED**

JUL 11 2013 Form JPP-2

D.R.E.D.

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

Office Use Only: Grant #: \_\_\_ Vendor ID#: \_\_\_

JOINT PROMOTIONAL PROGRAM

Amount of Grant Approved: ☐ In-State Funds

			☐ Out-of-State Fun
APPLIC	CATION FO	ORM	
172 l PO E	sion of Travel ar Administrator Pembroke Road 3ox 1856 cord, NH 03302	i	
rganization: <u>Northern Community Investme</u>	SECTION A ent Corporation	1	
ddress: 1 Middle Street, Suite 201 Street	<u>Lancas</u> City/Sta		<u>03584</u> Zip
Phone: <u>603-788-2700</u>	Website:	www.ncic.org	
erson Authorized to Represent Organization:			
lame: <u>Cathy Conway</u> Title: <u>Vi</u>	ce President, conomic Devel	E-mail: opment	cconway@ncic.org
erson Responsible for Billing: Name: Cationust be different from person listed above)	hy Conway		Vice President, Economic Development
ddress: 1 Middle Street, Suite 201 Street	<u>Lancaster</u> City/State		<u>03584</u> Zip
hone: <u>603-788-2700</u> Fax: <u>603-788</u>	<u>3-2702</u>	E-mail: <u>ccon</u>	way@ncic.org
► Use this section for	r the TOTAL of	of ALL elements	<u> </u>
Project Title: NH Grand Marketing Campaig  Type:   Brochure   Website   Event	<u>an</u> □ Adv Medi		Print □TV Other <u>Tourism Promotion</u> <u>Campaign</u>
Starting Date: <u>August 1, 2013</u> Completion Date: <u>June 30, 2014</u>		⊠ In-Sta	te 🗵 Out-of-State
	ptember 1, 201	3 To <u>July</u>	<u>30, 2014</u>
Total Cost of this project:		\$ <u>69,850</u>	
Total Funds to be provided by ap	pplicant:	\$ <u>34,925</u>	¢24.025
JPP INVESTMENT REQUESTED:			\$ <u>34,925</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 C Title: Television Advertising	
Type: ☐ Brochure ☐ Website ☐ Event ☒ Adv Media:	☐ Radio ☐ Print   ☑TV ☐ Online ☐ Other
Starting Date: <u>August 1, 2013</u> Completion Date: <u>June 30, 2014</u>	⊠ In-State ⊠ Out-of-State
Dates to be Covered by Evaluation: From September 1, 2013	To <u>July 30, 2014</u>
Total Cost of this element:	\$ <u>5,000</u>
Total Funds to be provided by applicant:	\$ <u>2,500</u>
JPP INVESTMENT REQUESTED:	\$ <u>2,500</u>
Element D Title: Internet Advertising	
Type: Brochure Website Event Adv Media:	☐ Radio ☐ Print ☐TV ☑ Online ☐ Other
Starting Date: <u>August 1, 2013</u> Completion Date: <u>June 30, 2014</u>	⊠ In-State ⊠ Out-of-State
Dates to be Covered by Evaluation: From September 1, 2013	To <u>July 30, 2014</u>
Total Cost of this element:	\$ <u>27,750</u>
Total Funds to be provided by applicant:	\$ <u>13,875</u>
JPP INVESTMENT REQUESTED:	\$ <u>13,875</u>
Type: Brochure Website Event Adv Media:	
Starting Date: <u>August 1, 2013</u> Completion Date: <u>June 30, 2014</u>	☐ In-State ⊠ Out-of-State
Dates to be Covered by Evaluation: From September 1, 2013	To July 30, 2014
Total Cost of this element:	\$ <u>3,950</u>
Total Funds to be provided by applicant:	\$ <u>1,975</u>
JPP INVESTMENT REQUESTED:	\$1,975
Element G Title: Video Production	
Type: Brochure Website Event Adv Media:	☐ Radio ☐ Print ☐TV ☐ Online ☑ Other <u>Video</u>
Starting Date: August 1, 2013 Completion Date: June 30, 2014	
Starting Date: August 1, 2013	☐ Online ☑ Other <u>Video</u> ☑ In-State ☑ Out-of-State
Starting Date: <u>August 1, 2013</u> Completion Date: <u>June 30, 2014</u>	☐ Online ☑ Other <u>Video</u> ☑ In-State ☑ Out-of-State
Starting Date: <u>August 1, 2013</u> Completion Date: <u>June 30, 2014</u> Dates to be Covered by Evaluation: From <u>September 1, 2013</u>	☐ Online ☑ Other <u>Video</u> ☑ In-State ☑ Out-of-State  To <u>July 30, 2014</u>
Starting Date: <u>August 1, 2013</u> Completion Date: <u>June 30, 2014</u> Dates to be Covered by Evaluation: From <u>September 1, 2013</u> Total Cost of this element:	☐ Online ☑ Other <u>Video</u> ☑ In-State ☑ Out-of-State  To <u>July 30, 2014</u> \$ <u>6,150</u>

Element H Title: Email Marketing	
Type: Brochure Website Event Adv Media:	☐ Radio ☐ Print ☐TV
Type:   Discourse   Tropolic   Exemple   May module	☐ Online ☑ Other <u>Email Marketing</u>
	<del></del>
Starting Date: August 1, 2013	☐ In-State ☑ Out-of-State
Completion Date: June 30, 2014	<b>-</b>
Dates to be Covered by Evaluation: From September 1, 2013	To <u>July 30, 2014</u>
Total Cost of this element:	\$ <u>4,000</u>
Total Funds to be provided by applicant:	\$ <u>2,000</u>
JPP INVESTMENT REQUESTED:	\$ <u>2,000</u>
Element I Title: Website Enhancements	
Type: ☐ Brochure ☒ Website ☐ Event ☐ Adv Media:	☐ Radio ☐ Print ☐TV
	☐ Online ☐ Other
Ctarting Data: Assessed 4 2042	□ In 04-4-
Starting Date: <u>August 1, 2013</u> Completion Date: <u>June 30, 2014</u>	☐ In-State ☐ Out-of-State
Dates to be Covered by Evaluation: From September 1, 2013	To July 30, 2014
Total Cost of this element:	\$ <u>4,000</u>
Total Funds to be provided by applicant:	\$ <u>2,000</u>
JPP INVESTMENT REQUESTED:	\$ <u>2,000</u>
Element J Title: Social Media Strategy	
Type: Brochure Website Event Adv Media:	
	☐ Online ☑ Other Social Media Strategy
	<u>on ategy</u>
Starting Date: August 1, 2013	☐ In-State ☑ Out-of-State
Completion Date: <u>June 30, 2014</u>	
Dates to be Covered by Evaluation: From <u>September 1, 2013</u>	To <u>July 30, 2014</u>
Total Cost of this element:	\$ <u>2,000</u>
Total Funds to be provided by applicant:	\$ <u>1,000</u>
JPP INVESTMENT REQUESTED:	\$ <u>1,000</u>
Element K Title: Public Relations (Domestic)	
Type: Brochure Website Event Adv Media:	☐ Radio ☐ Print ☐TV
7,750	☐ Online ☒ Other Public Relations
Starting Date: August 1, 2013	☐ In-State
Completion Date: June 30, 2014	To July 20, 2014
Dates to be Covered by Evaluation: From September 1, 2013	To July 30, 2014
Total Cost of this element:	\$ <u>5,000</u>
Total Funds to be provided by applicant:	\$ <u>2,500</u>
JPP INVESTMENT REQUESTED:	\$ <u>2,500</u>

Element M Title: Copywriting	
Type: 🗌 Brochure 🗌 Website 🔲 Event 🗌 Adv Medi	
	☐ Online ☒ Other Copywriting
Starting Date: August 1, 2013	☐ In-State ☐ Out-of-State
Completion Date: June 30, 2014	m-otate out-or-otate
Dates to be Covered by Evaluation: From September 1, 201	13 To <u>July 30, 2014</u>
Total Cost of this element:	\$3,000
Total Funds to be provided by applicant:	\$ <u>1,500</u>
JPP INVESTMENT REQUESTED:	\$1,500
Element N Title: Graphic Design	
Type: 🗌 Brochure 🔲 Website 🔲 Event 🗌 Adv Medi	
	☐ Online ⊠ Other Graphic Design
Starting Date: August 1, 2013	☐ In-State ☐ Out-of-State
Completion Date: June 30, 2014	m-otate out-or-otate
Dates to be Covered by Evaluation: From September 1, 201	3 To <u>July 30, 2014</u>
Total Cost of this element:	\$8,000
Total Funds to be provided by applicant:	\$4,000
JPP INVESTMENT REQUESTED:	\$4,000
Element O Title: Illustration Services	
Type: ☐ Brochure ☐ Website ☐ Event ☒ Adv Medi	
	☐ Online ☒ Other <u>Illustration Services</u>
Starting Date: August 1, 2013	☐ In-State ☐ Out-of-State
Completion Date: June 30, 2014	
Dates to be Covered by Evaluation: From September 1, 201	3 To <u>July 30, 2014</u>
Total Cost of this element:	\$1,000
Total Funds to be provided by applicant:	\$ <u>500</u>
JPP INVESTMENT REQUESTED:	\$ <u>500</u>

		SECTION B-1- CONTINUED
1	tner	TRUCTIONS: On a separate sheet, clearly describe <u>each element</u> listed, responding to items 1 through 7. If re is more than one element, please type a separate sheet for each element. Please be brief and to the point. If the n is not applicable, write in N/A.
		<ol> <li>Describe this project in detail and how it ties into your overal results and your rationale for expecting this method to achieve those results.</li> </ol>
		2. How will you measure results?
		3. If we cannot fund this entire request, will the project go forward? ⊠ Yes ☐ No
		Please Explain: The project will go forward as far as funding will allow. If we do not receive the matching grant, we may need to scale back some of the marketing activities to align with the funding available.
		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.
		If applicable, attach the following:
		<ul> <li>Marketing Plan – Required: Include a copy of organization's marketing plan (example available on DTTD industry member's website under JPP)</li> <li>Advertising: Samples and proposed media placement and schedule</li> <li>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</li> <li>Interactive media: Layouts for all components</li> <li>Television and Billboard: Storyboard, scripts and placement schedule</li> <li>Radio: Script and proposed media placement schedule</li> </ul>
		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.
R	EPC	ORTING 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.

5.

6.

7.

## **SECTION D - SIGNATURES**

INSTRUCTIONS: Your signature is a commitment (RES 3300) to stated in the Joint Promotional Program Administrative Rules and	follow the rules and regulations of the program as Section C Applicant Responsibilities.
Cathy Conway, VP Economic  Development  Type Name of Applicant (Contact Person Representing Organization)	MWY 7/10/13  Inature Date
Jon Freeman, President	7/10/13
Type Name & Title of Organization Officer Sig	nature Date
Cathy Conway, Vice President Economic	(onwayt 7/10/13
Development Type Name & Title of Organization Officer Signal Sign	inature Date
(DO NOT WRITE BELOW	THIS LINE)
DTTD AND COMMITTEE	USE ONLY
JPP Screening Committee Use Only:	
Recommendation: Approval   D	enial
Amount: \$	
☐ In-State Funds ☐ Out-of-State Funds	
Robert A Bully	All los
	SIONER, DEPARTMENT OF RESOURCES AND MIC DEVELOPMENT
7-29-13	1/20/13
DATE DATE	1/21/10
Conditions of Approval:	
<ol> <li>As detailed in the rules governing JPP grants, each project provided on the industry section of the DTTD website, und</li> <li>All printed materials, ad layouts and electronic copy to be Tourism Development (DTTD) for approval, prior to the ac</li> <li>Work with the Institute of NH Studies to complete research</li> </ol>	er Grants. <a href="www.visitnh.gov/industrymembers">www.visitnh.gov/industrymembers</a> submitted to the Director of the Division of Travel and tual production/placement.
Revised: July 2008	-

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

## **NCIC- New Hampshire Grand Initiative**

Project Title: 2013-2014 Marketing Campaign Phase I

		/latchable	Non Matchable	Total
Element C				
Television Advertising				
Income:	\$	2,500.00	\$ 2,500.00	\$5,000.00
Expenses:	\$	2,500.00	\$ 2,500.00	\$5,000.00
Element D				
Internet Advertising				
Income:	-	13,875.00	\$ 13,875.00	\$27,750.00
Expenses:	\$	13,875.00	\$ 13,875.00	\$27,750.00
Element F				
Participation in Boston Globe Travel Show				
Income:	\$	1,975.00	\$ 1,975.00	\$3,950.00
Expenses:	\$	1,975.00	\$ 1,975.00	\$3,950.00
Element G				
Video Production	•	0.075.00	0.075.00	<b>60 450 00</b>
Income:	\$	3,075.00	\$ 3,075.00	\$6,150.00
Expenses:	\$	3,075.00	\$ 3,075.00	\$6,150.00
Element H				
Email Marketing				<b>*</b> 4 000 00
Income:	\$	2,000.00	\$ 2,000.00	\$4,000.00
Expenses:	\$	2,000.00	\$ 2,000.00	\$4,000.00
Element I				
Website Enhancements	•			<b>*</b> 4 000 00
Income:	\$	2,000.00	\$ 2,000.00	\$4,000.00
Expenses:	\$	2,000.00	\$ 2,000.00	\$4,000.00
Element J				
Social Media Strategy	•	4 000 00	4 000 00	£2.000.00
Income:	\$	1,000.00	\$ 1,000.00	\$2,000.00
Expenses:	\$	1,000.00	\$ 1,000.00	\$2,000.00

Element K				
Public Relations (Domestic)				
Income:	\$ 2,500.00	\$	2,500.00	\$5,000.00
Expenses:	\$ 2,500.00	\$	2,500.00	\$5,000.00
Element M				
Copywriting				
Income:	\$ 1,500.00	\$	1,500.00	\$3,000.00
Expenses:	\$ 1,500.00	\$	1,500.00	\$3,000.00
Element N				
Graphic Design				
Income:	\$ 4,000.00	\$	4,000.00	\$8,000.00
Expenses:	\$ 4,000.00	\$	4,000.00	\$8,000.00
Element O				
Illustration Services				
Income:	\$ 500.00	\$	500.00	\$1,000.00
Expenses:	\$ 500.00	\$	500.00	\$1,000.00
PROJECT APPLICATION TOTAL				
	\$ 24 025 00	•	24 025 00	\$60 <b>9</b> 50 00
Income:	34,925.00		34,925.00	\$69,850.00
Expenses:	\$ 34,925.00	\$	34,925.00	\$69,850.00

## RECEIVED

JUN 0 5 2013

Form JPP-2

PORIGINAL R.E.D.

New Hampshire Department of Resources and Economic Development Division of Travel and Tourism Development Office Use Only:
Grant #: QOIY- O

JOINT PROMOTIONAL PROGRAM

Vendor ID#:

Amount of Grant Approved:

☐ In-State Funds
☐ Out-of-State Funds

	Ut-or-State Fun
APPLICATION	FORM
Mail or Deliver an Original and 11 copies to: Division of Trav JPP Administra 172 Pembroke PO Box 1856 Concord, NH 03	tor Road
SECTION Organization: Lake Sunapee Region Chamber of Comm	
	w London, NH 03257 y/\$tate Zip
Phone: <u>603-526-6575</u> Webs	ite: <u>www.lakesunapeenh.org</u>
Person Authorized to Represent Organization:	
Name: <u>Jennifer Tockman</u> Title: <u>Executive D</u>	irector E-mail: chamberinfo@tds.net
Person Responsible for Billing: Name: <u>Tina Blythe</u> must be different from person listed above)	Title: <u>Treasurer</u>
Address: 10 N. Main St., Po Box 569 Street City/Sta	
Phone: <u>603-843-6255</u> Fax:	E-mail: tblythe@sugarriverbank.com
SECTION  ► Use this section for the TOT	
Project Title: <u>Lake Sunapee Region Chamber Print &amp;</u> Type: □ Brochure ☑ Website □ Event ☑ Adv	
Starting Date: 9-1-13	⊠ In-State ⊠ Out-of-State
Completion Date: <u>6-30-14</u> Dates to be Covered by Evaluation: From <u>9-1-13</u>	<b>Το <u>8-15-14</u></b>
Total Cost of this project:  Total Funds to be provided by applicant:  JPP INVESTMENT REQUESTED:	\$ <u>10563</u> \$ <u>5281.50</u> \$ <u>5281.50</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: Mount Sunapee Magazine (Winter 2013/14)  Type: Brochure Website Event Adv Media: Radio Print Dv Online Other  StartIng Date: 11-1-13  Completion Date: 3-1-14  Dates to be Covered by Evaluation: From 11-1-13  Total Cost of this element: \$1089.00  Total Funds to be provided by applicant: \$544.50
Starting Date: 11-1-13
Total Cost of this element: \$1089.00  Total Funds to be provided by applicant: \$544.50
Total Funds to be provided by applicant: \$544.50
Total Funds to be provided by applicant: \$544.50
\$544.50
JPP INVESTMENT REQUESTED:
Element B Title: Mount Sunapee Magazine (Summer 2014)
Type: Brochure Website Event Adv Media: Radio Print TV Online Other
Starting Date: 4-15-14
Dates to be Covered by Evaluation: From <u>5-1-14</u> To <u>6-30-14</u>
Total Cost of this element: \$1089.00
Total Funds to be provided by applicant: \$544.50
JPP INVESTMENT REQUESTED: \$544.50
Element C Title: Yankee Magazine (Summer 2014 Ad)
Type: Brochure Website Event Adv Media: Radio Print TV
Starting Date: 4-15-14
Dates to be Covered by Evaluation: From 6-15-14 To 8-15-14
Total Cost of this element: \$5385
Total Funds to be provided by applicant: \$2692.50
Total Funds to be provided by applicant: \$2692.50  JPP INVESTMENT REQUESTED: \$2692.50
JPP INVESTMENT REQUESTED: \$2692.50
JPP INVESTMENT REQUESTED: \$2692.50  Element D Title: Web Development -New "Explore Our Area" Section  Type: ☐ Brochure ☑ Website ☐ Event ☐ Adv Media: ☐ Radio ☐ Print ☐ TV
Starting Date: 9-1-13   \$2692.50   \$2692.50      Starting Date: 9-1-13   \$2692.50      \$2692.50   \$2692.50     \$2692.50
Starting Date: 9-1-13 Completion Date: 11-30-13   \$2692.50   \$2692.50
Starting Date: 9-1-13   Dates to be Covered by Evaluation: From 9-1-13   \$2692.50      Starting Date: 9-1-13   To 11-30-13   To 11-30-13   To 11-30-13      Starting Date: 9-1-13   To 11-30-13   To 11-30-13      Starting Date: 9-1-13   To 11-30-13   To 11-30-13      Starting Date: 9-1-13   To 11-30-13      Starting Date:

FOR ADDITIONAL ELEMENTS, PLEASE ATTACH A SECOND SHEET

## **SECTION B-1- CONTINUED**

**INSTRUCTIONS:** On a separate sheet, clearly describe <u>each element</u> 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:
	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:
		<ul> <li>Marketing Plan – Required: Include a copy of organization's marketing plan (example available on DTTD industry member's website under JPP)</li> <li>Advertising: Samples and proposed media placement and schedule</li> <li>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</li> <li>Interactive media: Layouts for all components</li> <li>Television and Billboard: Storyboard, scripts and placement schedule</li> <li>Radio: Script and proposed media placement schedule</li> </ul>
	7.	Attach proposed contracts for all relevant professional services.
		SECTION C - APPLICANT RESPONSIBILITIES
1.		end the meeting of the screening committee of the Joint Promotional Program and give up to a 15 minute esentation describing the proposed project.
2.	Ad JP	here to graphic standards requirements as provided on the industry section of the DTTD website under
3.		bmit to a project audit if requested.
REP	OR'	TING AND REIMBURSEMENT
4.	Pa	rticipate in the State's research program as designated by the Division of Travel and Tourism.
5.	Su	bmit a final report within 90 days after the completion date indicated in Section B of this application.
6.		bmit all bills for reimbursement within 90 days after the project/element completion date. Use the FORM SUBMITTING INVOICES (JPP-3) which will be provided with your acceptance letter.
7.		ilure to comply with reporting and reimbursement timeline may result in forfeiture of grant funds for this d future projects.

## SECTION D - SIGNATURES

<b>INSTRUCTIONS:</b> Your signature is a commitment (RES stated in the Joint Promotional Program Administrative Ru	3300) to follow the rules and regulations of the program as les and Section C Applicant Responsibilities.
Jennifer Tockman, Executive Director Type Name of Applicant (Contact Person Representing Organization)  Peter Fenton, Jr., President Type Name & Title of Organization Officer  Marie Pelletier, Secretary Type Name & Title of Organization Officer	Signature  May 29, 2013  Date  5/30/13  Signature  Signature  Date
(DO NOT WRITE	BELOW THIS LINE)
DTTD AND COM	MITTEE USE ONLY
JPP Screening Committee Use Only:	
Recommendation:	☐ Denial
Amount: \$	
☐ In-State Funds ☐ Out-of-State Funds	
SCREENING COMMITTEE CHAIRMAN	COMMISSIONES, DEPARTMENT OF RESOURCES AND ECONOMIC DEVELOPMENT
7-9-13 DATE	7/29/13 DATE 7/29/13
Conditions of Approval:	
provided on the industry section of the DTTD web	
Revised: July 2008	
	4

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

(For use in multiple elements)

## Lake Sunapee Region Chamber of Commerce

Project Title: 2013-14 Marketing Campaign

	 Matchable	No	n Matchable		Total
Element A Title					
Mount Sunapee Magazine (winter 13-14)					
Income :	\$544.50		<b>\$544.50</b>		\$1,089.00
Expenses:	\$544.50		\$544.50		\$1,089.00
Element B Title					
Mount Sunapee Mag (summer 2014)					
Income:	\$ 544.50	\$	544.50	\$	1,089.00
Expenses:	\$ 544.50	\$	544.50	\$	1,089.00
Element C Title					
Yankee Magazine Ad					
Income:	\$ 2,692.50	\$	2,692.50		\$5,385.00
Expenses:	\$ 2,692.50	\$	2,692.50		\$5,385.00
Element D Title					
Website Development					
Income:	\$ 1,500.00	\$	1,500.00		\$3,000.00
Expenses:	\$ 1,500.00	\$	1,500.00		\$3,000.00
PROJECT APPLICATION TOTAL					
Income:	\$5,281.50		\$5,281.50	;	\$10,563.00
Expenses:	\$5,281.50		\$5,281.50		\$10,563.00

## **ORIGINAL**



## RECEIVEDForm JPP-2

JUN 07 2013

New Hampshire Department of Resources and Economic Development

Division of Travel and Tourism Development

OINTERPORTORIONAL TRACES OF A STATE OF THE PROPERTY OF THE PROPERT

JOINT PROMOTIONAL PROGRAM

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

	AP	PLICATION F	ORM .	
Mail	or Deliver an Original and 11 copies to:	Division of Travel an JPP Administrator 172 Pembroke Road PO Box 1856 Concord, NH 03302	d	
Orga	nization: <u>League of NH Craftsmen</u>	SECTION A		
Addr	ess: 49 South Main Street, Suite 100 Street	<u>Conco</u> City/Sta	r <mark>d, NH</mark> ite	<u>03301</u> Zip
Phon		Website:	www.nhcrafts.org	·
Pers	on Authorized to Represent Organizatio	n:		
Nam	e: <u>Terri Wiltse</u> Title	Operations Man	<u>ager</u> E-mail: <u>t</u>	wiltse@nhcrafts.org
	on Responsible for Billing: Name: be different from person listed above)	Prudence Gagne	Title: <u>Fin</u>	ance Director
Addro	ess: 49 South Main Street, Suite 100 Street	Concord, City/State	<u>NH</u>	<b>03301</b> Zip
Phon	e: <u>603-224-3375</u> Fax: <u>60</u>	03-225-8452	E-mail: <u>pgagne</u>	e@nhcrafts.org
		SECTION B		
	►Use this section	on for the TOTAL	of ALL elements ◀	
1 _	roject Title: <u>NH Open Doors 2013</u> pe: ☐ Brochure ☐ Website ⊠ i	Event 🗌 Adv Med	ia: Radio Pri	
C	arting Date: <u>August 1, 2013</u> ompletion Date: <u>November 30, 2013</u> otes to be Covered by Evaluation: Fro	om September 1, 201	☑ In-State 38/ぶ.∂ I3 To <u>Novem</u> l	•
	otal Cost of this project:  Total Funds to be provided		\$ <u>22,004.28</u> \$ <u>11,002.14</u>	-, · <u></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: Print Advertising  Type:   Brochure   Website   Event   Adv Media:	☐ Radio ☑ Print ☐TV ☐ Online ☐ Other
Starting Date: <u>August 1, 2013</u> Completion Date: <u>November 30 , 2013</u>	図 In-State 図 Out-of-State
Dates to be Covered by Evaluation: From September 1, 2013	1 1 1 1 1 1
Total Cost of this element:	\$4,574.28
Total Funds to be provided by applicant:	\$ <u>4,374.28</u> \$2,287.14
JPP INVESTMENT REQUESTED:	\$2,287.14
JEF INVESTMENT REQUESTED.	φ <u>2,207.14</u>
Element P Title: Padio Advertising	
Element B Title: Radio Advertising  Type: Brochure Website Event Adv Media:	N Dadia □ Drint □ □ TV
Type: ☐ Brochure ☐ Website ☐ Event ☒ Adv Media:	☐ Radio ☐ Print ☐TV ☐ Online ☐ Other
Starting Date: August 1, 2013	
Completion Date: November 30 , 2013	1281
Dates to be Covered by Evaluation: From <u>September 1, 2013</u>	To <u>November 5, 2013</u>
Total Cost of this element:	\$ <u>6,020</u>
Total Funds to be provided by applicant:	\$ <u>3,010</u>
JPP INVESTMENT REQUESTED:	\$ <u>3,010</u>
Element C Title: Rack Card	
Type: Brochure Website Event Adv Media:	
	☐ Online ☒ Other Rack Card
Starting Date: August 1, 2013	
Completion Date: November 30, 2013	3(c)
Dates to be Covered by Evaluation: From September 1, 2013	
	To November 5, 2013
Total Cost of this element:	\$ <u>1,068</u>
Total Cost of this element:  Total Funds to be provided by applicant:	\$ <u>1,068</u> \$ <u>534</u>
Total Cost of this element:	\$ <u>1,068</u>
Total Cost of this element:  Total Funds to be provided by applicant:  JPP INVESTMENT REQUESTED:	\$ <u>1,068</u> \$ <u>534</u>
Total Cost of this element:  Total Funds to be provided by applicant:  JPP INVESTMENT REQUESTED:  Element D Title: Poster	\$ <u>1,068</u> \$ <u>534</u> \$ <u>534</u>
Total Cost of this element:  Total Funds to be provided by applicant:  JPP INVESTMENT REQUESTED:	\$ <u>1,068</u> \$ <u>534</u> \$ <u>534</u>
Total Cost of this element:	\$ <u>1,068</u> \$ <u>534</u> \$ <u>534</u> Radio □ Print □ TV □ Online ☑ Other Poster
Total Cost of this element:	\$1,068 \$534 \$534 □ Radio □ Print □ TV □ Online ☑ Other Poster ☑ In-State ☑ Out-of-State
Total Cost of this element:  Total Funds to be provided by applicant:  JPP INVESTMENT REQUESTED:  Element D Title: Poster  Type: Brochure Website Event Adv Media:  Starting Date: August 1, 2013  Completion Date: November 30, 2013	\$1,068 \$534 \$534 \$534 □ Radio □ Print □ TV □ Online ☑ Other Poster ☑ In-State ☑ Out-of-State
Total Cost of this element:	\$1,068 \$534  \$534  \$534  Radio Print TV Online Other Poster  In-State Out-of-State  November 5, 2013
Total Cost of this element:  Total Funds to be provided by applicant:  JPP INVESTMENT REQUESTED:  Element D Title: Poster  Type: Brochure Website Event Adv Media:  Starting Date: August 1, 2013  Completion Date: November 30, 2013  Dates to be Covered by Evaluation: From September 1, 2013  Total Cost of this element:	\$1,068 \$534  \$534  \$534  Radio Print TV Online Other Poster  In-State Out-of-State  November 5, 2013 \$224
Total Cost of this element:  Total Funds to be provided by applicant:  JPP INVESTMENT REQUESTED:  Element D Title: Poster Type: Brochure Website Event Adv Media:  Starting Date: August 1, 2013 Completion Date: November 30, 2013 Dates to be Covered by Evaluation: From September 1, 2013	\$1,068 \$534  \$534  \$534  Radio Print TV Online Other Poster  In-State Out-of-State  November 5, 2013

Element E Title: NH Open Doors Map  Type: Brochure Website Event Adv Media:	☐ Radio ☐ Print ☐TV ☐ Online ☐ Other NH Open Doors Map
Starting Date: <u>August 1, 2013</u> Completion Date: <u>November 30 , 2013</u>	
Dates to be Covered by Evaluation: From September 1, 2013	To November 5, 2013
Total Cost of this element:  Total Funds to be provided by applicant:	\$ <u>118</u> \$ <u>59</u>
JPP INVESTMENT REQUESTED:	\$ <u>59</u>
Element F Title: <u>Graphic Design</u> Type:   Brochure   Website   Event  Adv Media:	☐ Radio ☐ Print ☐TV ☐ Online ☑ Other <u><b>Graphic Design</b></u>
Starting Date: <u>August 1, 2013</u> Completion Date: <u>November 30 , 2013</u> Dates to be Covered by Evaluation: From <u>September 1, 2013</u>	☑ In-State ☑ Out-of-State  (295)  To November 5, 2013
Total Cost of this element:  Total Funds to be provided by applicant:	\$2,500 \$1,250
JPP INVESTMENT REQUESTED:	\$ <u>1,250</u>
Element G Title: Media Buying	
Type: Brochure Website Event Adv Media:	☐ Radio ☐ Print ☐TV ☐ Online ☑ Other <u>Media Buying</u>
Starting Date: <u>August 1, 2013</u> Completion Date: <u>November 30 , 2013</u>	☑ In-State ☑ Out-of-State
Dates to be Covered by Evaluation: From September 1, 2013	To <u>November 5, 2013</u>
Total Cost of this element:  Total Funds to be provided by applicant:	\$ <u>1,000</u> \$500
JPP INVESTMENT REQUESTED:	\$ <u>500</u>
Element H Title: Public Relations  Type: Brochure Website Event Adv Media:	☐ Radio ☐ Print ☐TV ☐ Online ☑ Other Public Relations
Starting Date: <u>August 1, 2013</u> Completion Date: <u>November 30 , 2013</u>	☑ In-State ☑ Out-of-State
Dates to be Covered by Evaluation: From September 1, 2013	To <u>November 5, 2013</u>
Total Cost of this element:  Total Funds to be provided by applicant:	\$ <u>1,500</u>
JPP INVESTMENT REQUESTED:	\$ <u>750</u> \$ <u>750</u>

Element I Title: Email Marketing/Copywriting	
Type: 🗌 Brochure 🔲 Website 🔲 Event 🔲 Adv Media:	
	☐ Online ☒ Other Email
	Marketing/Copywriting
Starting Date: August 1, 2013	
Completion Date: November 30, 2013	195 255
Dates to be Covered by Evaluation: From September 1, 2013	To November 5, 2013
Total Cost of this element:	\$1,000
Total Funds to be provided by applicant:	\$500
JPP INVESTMENT REQUESTED:	\$500
JPP INVESTMENT REQUESTED.	
Flowert LTitle: Cariel Media Dian	
Element J Title: Social Media Plan	□ Dadia □ Drint □ □ □ V
Type: Brochure Website Event Adv Media:	☐ Radio ☐ Print ☐ TV ☐ Online ☒ Other <b>Social Media Plan</b>
	Online 23 Other Social Media Flan
Starting Date: August 1, 2013	
Completion Date: November 30 , 2013	181.20
Dates to be Covered by Evaluation: From <u>September 1, 2013</u>	To <u>November 5, 2013</u>
Dates to be Covered by Evaluation: From September 1, 2013  Total Cost of this element:	To <u>November 5, 2013</u> \$ <u>500</u>
,	
Total Cost of this element:	\$ <u>500</u>
Total Cost of this element:  Total Funds to be provided by applicant:	\$ <u>500</u> \$ <u>250</u>
Total Cost of this element:  Total Funds to be provided by applicant:	\$ <u>500</u> \$ <u>250</u>
Total Cost of this element:  Total Funds to be provided by applicant:  JPP INVESTMENT REQUESTED:	\$ <u>500</u> \$ <u>250</u> \$ <u>250</u>
Total Cost of this element:	\$ <u>500</u> \$ <u>250</u> \$ <u>250</u>
Total Cost of this element:  Total Funds to be provided by applicant:  JPP INVESTMENT REQUESTED:  Element K Title: Video Production  Type:  Brochure  Website  Event  Adv Media:	\$ <u>500</u> \$ <u>250</u> \$ <u>250</u> ☐ Radio ☐ Print ☐ TV ☐ Online ☑ Other <u>Video Production</u>
Total Cost of this element:  Total Funds to be provided by applicant:  JPP INVESTMENT REQUESTED:  Element K Title: Video Production  Type: Brochure Website Event Adv Media:  Starting Date: August 1, 2013	\$500 \$250  \$250  \$250  Radio Print TV Online Other Video Production  In-State Out-of-State
Total Cost of this element:  Total Funds to be provided by applicant:  JPP INVESTMENT REQUESTED:  Element K Title: Video Production  Type: Brochure Website Event Adv Media:  Starting Date: August 1, 2013  Completion Date: November 30, 2013	\$\frac{500}{\$250}\$\$ \$\frac{250}{\$250}\$\$ \$\frac{250}{\$250}\$\$  Radio Print TV Online Other Video Production  In-State \$\frac{405}{\$250}\$\$  Out-of-State
Total Cost of this element:  Total Funds to be provided by applicant:  JPP INVESTMENT REQUESTED:  Element K Title: Video Production  Type: Brochure Website Event Adv Media:  Starting Date: August 1, 2013  Completion Date: November 30, 2013  Dates to be Covered by Evaluation: From September 1, 2013	\$\frac{500}{\$250}\$\$\frac{\$250}{\$250}\$\$\$\$ \$\frac{250}{\$250}\$\$\$\$\$\$ \$\frac{250}{\$250}\$\$\$\$\$\$\$\$\$\$ \$\frac{17V}{\$000}\$\$\$ Online \$\subseteq Other \$\frac{Video Production}{\$Video Production}\$
Total Cost of this element:     Total Funds to be provided by applicant:  JPP INVESTMENT REQUESTED:  Element K Title: Video Production Type: Brochure Website Event Adv Media:  Starting Date: August 1, 2013 Completion Date: November 30, 2013 Dates to be Covered by Evaluation: From September 1, 2013 Total Cost of this element:	\$\frac{500}{\$250}\$\$\frac{\$250}{\$250}\$
Total Cost of this element:	\$500 \$250 \$250 \$250   Radio
Total Cost of this element:     Total Funds to be provided by applicant:  JPP INVESTMENT REQUESTED:  Element K Title: Video Production Type: Brochure Website Event Adv Media:  Starting Date: August 1, 2013 Completion Date: November 30, 2013 Dates to be Covered by Evaluation: From September 1, 2013 Total Cost of this element:	\$\frac{500}{\$250}\$\$\frac{\$250}{\$250}\$
Total Cost of this element:	\$500 \$250 \$250 \$250   Radio

## **SECTION B-1- CONTINUED**

**INSTRUCTIONS:** On a separate sheet, clearly describe <u>each element</u> 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 overall project will go forward. However, the JPP funding will enable us to implement the entire media and marketing plan and enable us to reach a wider audience in New Hampshire and beyond.

- 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 <u>Required:</u> 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
- 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

<b>INSTRUCTIONS:</b> Your signature is a comm stated in the Joint Promotional Program Adm	itment (RES 3300) to follo	low the rules and regulations of the program as ction C Applicant Responsibilities.
Terri Wiltse, Operations Manager Type Name of Applicant (Contact Person Representing Organization)  Susie Lowe-Stockwell, Executive Director Type Name & Title of Organization Officer	Just Vour - Signat	Soctions 6/7/13
Prudence Gagne, Finance Director  Type Name & Title of Organization Officer	Signat	ture Units
(D0	NOT WRITE BELOW	THIS LINE)
דם	TTD AND COMMITTEE U	USE ONLY
JPP Screening Committee Use Only:		
Recommendation: Approval	☐ Deni	ial
Amount: \$		
☐ In-State Funds ☐ Out-of-State	e Funds	
DATE  SCREENING COMMITTEE CHAIRMAN  7-9-13  DATE	COMMISSIC	MERCHPARTMENT OF RESOURCES AND DEVELOPMENT
Conditions of Approval:		
provided on the industry section of the	ne DTTD website, under one of the sub- electronic copy to be sub- proval, prior to the actual	
Revised: July 2008		

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

## (For use in multiple elements)

## 2013 NH Open Doors

Project Title: 2013 NH Open Doors Marketing Activities

	N	fatchable	N	Non Matchable		Total
Element A						
Print Advertising						
Income:		\$2,287.14		\$2,287.14		\$4,574.28
Expenses:		\$2,287.14		\$2,287.14		\$4,574.28
Element B						
Radio Advertising						
Income:	\$	3,010.00	1	3,010.00	\$	6,020.00
Expenses:	\$	3,010.00	\$	3,010.00	\$	6,020.00
Element C Rack Card						
Income:	\$	534.00	\$	534.00		\$1,068.00
Expenses:	\$	534.00	\$	534.00		\$1,068.00
Element D Poster						
Income:	\$	112.00	\$	112.00		\$224.00
Expenses:	\$	112.00	\$	112.00		\$224.00
Element E						
NH Open Doors Map						
Income:	\$	59.00	\$	59.00		\$118.00
Expenses:	\$	59.00	\$	59.00		\$118.00
Element F Graphic Design						
Income:	\$	1,250.00	\$	1,250.00	;	\$2,500.00
Expenses:	\$	1,250.00	\$	1,250.00		\$2,500.00

Element G					
Media Buying					
Income:	\$	500.00	\$	500.00	\$1,000.00
Expenses:	\$	500.00	\$	500.00	\$1,000.00
Element H					
Public Relations					
Income:	\$	750.00	\$	750.00	\$1,500.00
Expenses:	\$	750.00	\$	750.00	\$1,500.00
Element I					
Email Marketing/Copywriting					
Income:	\$	500.00	\$	500.00	\$1,000.00
Expenses:	\$	500.00	\$	500.00	\$1,000.00
Element J					
Social Media Plan					
Income:	\$	250.00	\$	250.00	\$500.00
Expenses:	\$	250.00	\$	250.00	\$500.00
Element K					
Video Production					
Income:	\$	1,750.00	\$	1,750.00	\$3,500.00
Expenses:	\$	1,750.00	\$	1,750.00	\$3,500.00
PROJECT APRILICATION TOTAL					
PROJECT APPLICATION TOTAL					400.001.00
Income:		11,002.14		1,002.14	\$22,004.28
Expenses:	\$1	1,002.14	\$1	1,002.14	\$22,004.28



## RECEIVED

JUN 1 0 2013

Form JPP-2

D.R.E.D.

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

Office Use Only:
Grant #: 2014-0 Vendor ID#:

JOINT PROMOTIONAL PROGRAM

Amount of Grant Approved: \_\_\_\_ In-State Funds 

Out-of-State Funds

			<u> </u>	APPLICA	ATION I	ORM				
Mail	or D	eliver an Origina	l and 11 copies to	JPP Ad 172 Pe PO Box	lministrator mbroke Ro	ad				
Orga	niza	tion: White	Mountains Attra		CTION A					
Addr	ess:	Po Box 10 Street		<u> </u>	North Woo City/s	dstock / NH State			<u>03262</u> Zip	
Phor	ne:	603-745-8720			Website	: www.Vis	itWhiteM	lounta	ins.com	
Pers	on A	uthorized to Re	oresent Organiza	tion:						
Nam		Charyl Reardor	_		rations Ma	ınager	E-mail:	chary s.com	l@visitwhitemo	ountair
		esponsible for E ferent from person list		ne: <u>Meg C</u>	owan	ד	itle: <u>M</u>	arketii	ng Assistant	
Addr	ess:	PO Box 10 Street		North	Woodsto City/State				<b>03262</b> Zip	
Phor	ne:	603-745-8720	Fax:	603-745-6	<u> 765</u>	E-mail:	meg.c	owan(	@visitwhitemo	untains
				SE	CTION B					
			► Use this sec	ction for t	he TOTA	of ALL ele	ments •	•		
Р	roie	ct Title: Interne	t/TV/Cross Med	lia						
	ype:			Event [	⊠ Adv Me	Radi		Print Other	⊠TV	
C	omp	ng Date: <u>4/1/2014</u> letion Date: <u>10/</u> 1	5/2014				☑ In-State	ĺ	⊠ Out-of-Sta	te
D	ates	to be Covered b	y Evaluation:	From <u>4/1/2</u>	<u>014</u>	T	o <u>9/30/2</u>	<u>014</u>		
T	otal (	Cost of this proje Total F	ect: unds to be provid	led by app	licant:		204,347.( 119,347.(			
Ji	PP IN	IVESTMENT RE	QUESTED:				\$	<u>85,000</u>	<u>).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: Internet Advertising	-					
Type: Brochure Website Event Adv M	Radio					
	Online Other					
Starting Date: <u>4/1/2014</u> Completion Date: <u>10/15/2014</u>	⊠ In-State ⊠ Out-of-State					
Dates to be Covered by Evaluation: From 4/1/2014	To <u>9/30/2014</u>					
Total Cost of this element:	\$92,997.00					
Total Funds to be provided by applicant:	\$ <u>48,922.00</u>					
JPP INVESTMENT REQUESTED:	\$ <u>44,075.00</u>					
Element B Title: <u>Television</u>						
Type: ☐ Brochure ☐ Website ☐ Event ☒ Adv M	edia: ☐ ☐ Print ☑TV Radio					
	Online Other					
Starting Date: 4/1/2014 Completion Date: 8/3/2014	☑ In-State ☑ Out-of-State					
Dates to be Covered by Evaluation: From 4/1/2014	To <u>8/3/2014</u>					
Total Cost of this element:	\$ <u>73,003.00</u>					
Total Funds to be provided by applicant:	\$ <u>38,501.50</u>					
JPP INVESTMENT REQUESTED:	\$ <u>34,501.50</u>					
Flower O Titles Over a Media Mailer						
Element C Title: <u>Cross Media Mailer</u> Type: ☐ Brochure ☐ Website ☐ Event ☒ Adv Me	 edia: □ □ Print □TV					
Type.   Diocitate   Website   Event   Adv in	Radio					
	☑ Online ☑ Other Mailing					
Starting Date: <u>4/1/2014</u> Completion Date: <u>6/15/2014</u>	☐ In-State ☐ Out-of-State					
Dates to be Covered by Evaluation: From 4/1/2014	To <u>6/15/2014</u>					
Total Cost of this element:	\$ <u>38,347.00</u>					
Total Funds to be provided by applicant:	\$ <u>31,923.50</u>					
JPP INVESTMENT REQUESTED:	\$ <u>6423.50</u>					
Floment D Title						
Element D Title:  Type:   Brochure   Web   Event  Adv Me	│ edia: ☐ ☐ Print ☐TV					
Type.   Dioditate   Type   Livetic   Adv Mile	Radio					
	Online Other					
Starting Date: Completion Date:	☐ In-State ☐ Out-of-State					
Dates to be Covered by Evaluation: From	То					
Total Cost of this element:	\$					
Total Funds to be provided by applicant:	\$					
JPP INVESTMENT REQUESTED:	\$					

#### **SECTION B-1- CONTINUED**

**INSTRUCTIONS:** On a separate sheet, clearly describe <u>each element</u> 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

iter	n 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:
	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:
		<ul> <li>Marketing Plan – Required: Include a copy of organization's marketing plan (example available on DTTD industry member's website under JPP)</li> <li>Advertising: Samples and proposed media placement</li> <li>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</li> <li>Interactive media: Layouts for all components</li> <li>Television and Billboard: Storyboard, scripts and placement schedule</li> <li>Radio: Script and proposed media placement schedule</li> </ul>
	7.	Attach proposed contracts for all relevant professional services.
		SECTION C - APPLICANT RESPONSIBILITIES
1.		tend the meeting of the screening committee of the Joint Promotional Program and give up to a 15 minute esentation describing the proposed project.
2.	Ad JP	there to graphic standards requirements as provided on the ndustry section of the DTTD website under
3.		bmit to a project audit if requested.
REF	POR	TING AND REIMBURSEMENT
4.	Pa	rticipate in the State's research program as designated by the Division of Travel and Tourism.
5.	Su	bmit a final report within 90 days after the completion date indicated in Section B of this application.
6.		bmit all bills for reimbursement within 90 days after the project/element completion date. Use the FORM SUBMITTING INVOICES (JPP-3) which will be provided with your acceptance letter.

Failure to comply with reporting and reimbursement timeline may result in forfeiture of grant funds for this

7.

and future projects.

#### SECTION D - SIGNATURES

<b>INSTRUCTIONS:</b> Your signature is a commitment (RES 3 stated in the Joint Promotional Program Administrative Rul	
Charyl Reardon Type Name of Applicant (Contact Person Representing Organization)	Signature Date
Rob Arey, Chairperson  Type Name & Title of Organization Officer	Signature Date
Benjamin Clark, Secretary  Type Name & Title of Organization Officer	Signature Date 13
(DO NOT WRITE	BELOW THIS LINE)
DTTD AND COM	MITTEE USE ONLY
JPP Screening Committee Use Only:	
Recommendation: Approval	☐ Denial
Amount: \$  In-State Funds	
	COMMISSIONER, DEPARTMENT OF RESOURCES AND ECONOMIC DEVELOPMENT
7-9-13 DATE	7/21/B
Conditions of Approval:	
provided on the industry section of the DTTD webs	
Revised: July 2008	
	4

#### Department of Resources and Economic Development

#### **Division of Travel and Tourism Development**

## Joint Promotional Program Application Budget Summary

(For use in multiple elements)

#### White Mountains Attractions Association

Project Title: 2013 Internet/PR/TV/TAPS

	 Matchable	 Non Matchable	 Total	
Element A Title				
Internet Advertising				
Income:	\$ 48,922.00	\$ 44,075.00	\$ 92,997.00	
Expenses:	\$ 44,075.00	\$ 48,922.00	\$ 92,997.00	
Element B Title				
Television				
Income:	\$ 38,501.50	\$ 34,501.50	\$ 73,003.00	
Expenses:	\$ 34,501.50	\$ 38,501.50	\$ 73,003.00	
Element C Title				
MailerPromo				
Income:	\$ 31,923.50	\$ 6,423.50	\$ 38,347.00	
Expenses:	\$ 6,423.50	\$ 31,923.50	\$ 38,347.00	
PROJECT APPLICATION TOTAL				
Income:	\$ 119,347.00	\$ 85,000.00	\$ 204,347.00	
Expenses:	\$ 85,000.00	\$ 119,347.00	\$ 204,347.00	

## ORIGINAL

Completion Date: <u>June 30, 20</u>14 Dates to be Covered by Evaluation:

JPP INVESTMENT REQUESTED:

Total Cost of this project:



Office Use Only: New Hampshire Department of Resources and Economic Development Grant #: Division of Travel and Tourism Development Vendor ID#: Amount of Grant Approved: \_\_\_\_ In-State Funds JOINT PROMOTIONAL PROGRAM 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** Waterville Valley Resort Association Organization: Waterville Valley <u>03215</u> Address: Po Box 365 Street City/State 603-236-3333 Www.Visitwatervillevalley.Com Phone: Website Person Authorized to Represent Organization: E-mail: bcantlin@worldpath.net Name: Bill Cantlin Title: **President** Person Responsible for Billing: Name: Mike Somma Title: **Accountant** (must be different from person listed above) 03215 Po Box 365 Waterville Valley Address: Street City/State Zip Phone: 603236-4529 E-mail: Tsbg44@Hotmail.Com 603-236-6535 Fax: **SECTION B** ▶ Use this section for the TOTAL of ALL elements ◀ Project Title: Annual Campaign ☐ Radio ☐ Print Type: 🛛 Brochure 🖾 Website 🔲 Event 🖾 Adv Media:  $\boxtimes \mathsf{TV}$ Online Other Starting Date: July 1, 2013 

From July 1, 2013

Total Funds to be provided by applicant:

To June 30, 2014

\$139,549

\$<u>69,774.50</u>

► Please complete one section for e  Use the box under Section B on page 1 for the		<u> </u>
Element A Title: Media Relations Program  Type:   Brochure   Website   Event   Adv Media:	☐ Radio ☐ Print ☐ Other	□TV
Starting Date: <u>July 1, 2013</u> Completion Date: <u>June 30, 2014</u>	☐ In-State	☑ Out-of-State
Dates to be Covered by Evaluation: From July 1, 2013	To June 30, 20	<u>14</u>
Total Cost of this element:	\$ <u>25,000</u>	
Total Funds to be provided by applicant:	\$ <u>12,500</u>	
JPP INVESTMENT REQUESTED:	<u>\$12,50</u>	<u> </u>
Element D Title: Cocial Media Marketing Ctrategy Dies		
Element B Title: Social Media Marketing Strategy Plan  Type:   Brochure   Website   Event   Adv Media:	☐ Radio ☐ Print ☐ Online ☐ Other	□τ <b>ν</b>
Starting Date: <u>July 1, 2013</u> Completion Date: <u>June 30, 2014</u>	☐ In-State	☑ Out-of-State
Dates to be Covered by Evaluation: From July 1, 2013	To <u>June 30, 20</u>	<u>14</u>
Total Cost of this element:  Total Funds to be provided by applicant:	\$ <u>3,000</u> \$ <u>1,500</u>	
JPP INVESTMENT REQUESTED:	\$ <u>1,500</u>	
Element C Title: Television Program		<del></del>
Type: ☐ Brochure ☐ Website ☐ Event ☒ Adv Media:	☐ Radio ☐ Print ☐ Online ☐ Other	⊠TV
Starting Date: <u>July 1, 2013</u> Completion Date: <u>June 30, 2014</u>	☐ In-State	☑ Out-of-State
Dates to be Covered by Evaluation: From July 1, 2013	To June 30, 20	<u>14</u>
Total Cost of this element:	\$ <u>22,000</u>	
Total Funds to be provided by applicant:	\$ <u>11,000</u>	
JPP INVESTMENT REQUESTED:	<u>\$11,00</u>	<u>0</u>
Element D Title: Advertising Program		
Type: ☐ Brochure ☐ Website ☐ Event ☒ Adv Media:	☐ Radio ☒ Print ☐ Online ☐ Other	<u></u> τν
Starting Date: <u>July 1, 2013</u> Completion Date: <u>June 30, 2014</u>	⊠ In-State	☐ Out-of-State
Dates to be Covered by Evaluation: From July 1, 2013	To <u>June 30, 20</u>	<u>14</u>
Total Cost of this element:  Total Funds to be provided by applicant:	\$ <u>5,500</u> \$ <u>2,750</u>	
JPP INVESTMENT REQUESTED:	\$ <u>2,750</u>	

► Please complete one section  Use the box under Section B on page	I
Type: ☐ Brochure ☐ Website ☐ Event ☒ Adv	Media: ☐ Radio ⊠ Print ☐TV ☐ Online ☐ Other
Starting Date: <u>July 1, 2013</u> Completion Date: <u>June 30, 2014</u>	☐ In-State
Dates to be Covered by Evaluation: From July 1, 2013	3 To <u>June 30, 2014</u>
Total Cost of this element:	\$ <u>7,500</u>
Total Funds to be provided by applicant:	\$ <u>3,750</u>
JPP INVESTMENT REQUESTED:	\$ <u>3,750</u>
Element F: Digital Marketing Camp	naign
Type: ☐ Brochure ☐ Website ☐ Event ☒ Adv	
Starting Date: <u>July 1, 2013</u> Completion Date: <u>June 30, 2014</u>	☐ In-State ☐ Out-of-State
Dates to be Covered by Evaluation: From July 1, 2013	3 To <u>June 30, 2014</u>
Total Cost of this element:  Total Funds to be provided by applicant:	\$ <u>60,749</u> \$30,374.50
JPP INVESTMENT REQUESTED:	\$ <u>30,374.50</u>
Element G: Digital Marketing Cam	
Type: ☐ Brochure ☐ Website ☐ Event ☒ Adv	Media: ☐ Radio ☐ Print ☐TV ☐ Online ☐ Other
Starting Date: <u>July 1, 2013</u> Completion Date: <u>June 30, 2014</u>	☐ In-State ☐ Out-of-State
Dates to be Covered by Evaluation: From July 1, 2013	3 To <u>June 30, 2014</u>
Total Cost of this element:	\$ <u>6,500</u>
Total Funds to be provided by applicant:  JPP INVESTMENT REQUESTED:	
JFF INVESTMENT REQUESTED:	<u>\$3,250</u>
Element H: Website Program	
Type: ☐ Brochure ☑ Website ☐ Event ☐ Adv	Media: Radio Print TV Online Other
Starting Date: <u>July 1, 2013</u> Completion Date: <u>June 30, 2014</u>	☐ In-State
Dates to be Covered by Evaluation: From July 1, 2013	3 To <u>June 30, 2014</u>
Total Cost of this element:	\$ <u>2,000</u>
Total Funds to be provided by applicant:	
IPP INVESTMENT RECIJESTED:	\$1,000

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

Element I: Advertising Program	
Type:   Brochure   Website   Event   Adv Media:	☐ Radio ☑ Print ☐TV ☐ Online ☐ Other
Starting Date: <u>July 1, 2013</u>	☐ In-State ☐ Out-of-State
Completion Date: June 30, 2014	<b>7</b>
Dates to be Covered by Evaluation: From <u>July 1, 2013</u>	To June 30, 2014
Total Cost of this element:  Total Funds to be provided by applicant:	\$ <u>7,300</u> \$ <u>3,650</u>
JPP INVESTMENT REQUESTED:	\$ <u>3,650</u> \$3,650
or investment regulates.	<del> </del>
Element B Title:	
Type: Brochure Website Event Adv Media:	☐ Radio ☐ Print ☐TV ☐ Online ☐ Other
Starting Date: Completion Date:	☐ In-State ☐ Out-of-State
Dates to be Covered by Evaluation: From	То
Total Cost of this element:	<b>\$</b>
Total Funds to be provided by applicant:	<b>\$</b>
JPP INVESTMENT REQUESTED:	\$
Flowert O Title	
Element C Title: Type:	☐ Radio ☐ Print ☐TV ☐ Online ☐ Other
Starting Date:	☐ In-State ☐ Out-of-State
Completion Date:	
Dates to be Covered by Evaluation: From	То
Total Cost of this element:	\$
Total Funds to be provided by applicant:	<b>\$</b>
JPP INVESTMENT REQUESTED:	<u> </u>
Element D Title:	
Type: Brochure Website Event Adv Media:	☐ Radio ☐ Print ☐TV ☐ Online ☐ Other
Starting Date: Completion Date:	☐ In-State ☐ Out-of-State
Dates to be Covered by Evaluation: From	То
Total Cost of this element:	<b>\$</b>
Total Funds to be provided by applicant:	<b>\$</b>
JPP INVESTMENT REQUESTED:	ė

#### 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.							
Type Name of Applicant (Contact Person Representing Organization)	Sign	2. Carthanature	6/20/20/3 Date				
Type Name & Title of Organization Officer	Sign	neture /	<u> </u>				
 Type Name & Title of Organization Officer	86	nature	<u>6/2</u> 0/20/3 Date				
(D0	NOT WRITE BELOW	THIS LINE)					
רם	TO AND COMMITTEE	USE ONLY					
JPP Screening Committee Use Only:							
Recommendation:	□ <i>D</i> e	nial					
Amount: \$ Out-of-Sta	te Funds						
SCREENING COMMITTEE CHAIRMAN  7-9-13  DATE	COMMISS	SIDNER DEPARTMENT OF MIC DEVELOPMENT	RESOURCES AND				
Conditions of Approval:	DATE						
<ol> <li>As detailed in the rules governing J provided on the industry section of</li> <li>All printed materials, ad layouts and Tourism Development (DTTD) for a</li> <li>Work with the Institute of NH Studie</li> </ol>	the DTTD website, unde d electronic copy to be s approval, prior to the acti	er Grants. <a href="www.visitnh.go">www.visitnh.go</a> submitted to the Director of the production/placement.	v/industrymembers f the Division of Travel and				

Revised: July 2008

#### WATERVILLE VALLEY RESORT ASSOCIATION JOINT PROMOTIONAL PROGRAM 2014 APPLICATION DETAILED BUDGET

2013/2014 ANNUAL MARKETING CAMPAIGN

NOTE: WVRA WORKS ON A CALENDAR TAX YEAR. JPP BUDGETS ARE PART OF TWO TAX AND BUDGET YEARS

INCOME MENBERSHIP DUES RESORT FEE TO MARKETING JPP QUALIFIED EXPENSES TOTAL INCOME RAISED FOR JPP QUALIFIED EXPENSES	<b>MA</b> \$	TCHABLE 20,000 49,774 69,774	NON MATCHABLE	TOTAL
JPP			\$ 69,774	
TOTAL	\$	69,774	\$ 69,774	\$ 139,549
EXPENSES	MA	TCHABLE	NON MATCHABLE	TOTAL
ELEMENT A: MEDIA RELATIONS PROGRAM (KARNO)				
PUBLIC RELATIONS AND EVENT POSTING	\$	12,000 \		\$ 24,000
PR WEB - NATIONAL NEWS FEED		ا 500	500	1,000
ELEMENT B: SOCIAL MEDIA MARKETING STRATEGY (KARNO	)			
SOCIAL MEDIA MARKETING STRATEGY		1,500 \	1,500	3,000
ELEMENT C: TELEVISION PROGRAM (EVP)				
TV SCHUDULE		10,000~	10,000	20,000
TV PRODUCTION		1,000~	1,000	2,000
ELEMENT D: PRINT ADVERTISING IN STATE (EVP)				
NH TO DO		1,750~		3,500
UNION LEADER		1,000	1,000	2,000
ELEMENT E: PRINT ADVERTISING OUT OF STATE (EVP)				
WHITE MOUNTAIN ATTRACTIONS		1,000	1,000	2,000
LAKES REGION ATTRACTIONS		500	500	1,000
BOSTON MAGAZINE		2,250	2,250	4,500
<b>ELEMENT F: DIGITAL MARKETING CAMPAIGN OUT OF STAT</b>	E (EV	P)		
BANNER AD BOSTON.COM OR EQUIV		10,000	10,000	20,000
BANNER AD RHODE ISLAND MONTHLY		1,775	1,775	3,550
BANNER AD PRODUCTION		1,200	1,200	2,400
SEM GOOGLE AD WORDS		3,500	3,500	7,000
SEM VERTICAL RESPONSE FEES		165	165	330
E-MAIL MARKETING		2,625	2,625	5,250
VIDEO ADS - PRODUCTION		2,500	/ 2,500	5,000
EVP PRORATED RETAINER		8,609/	8,609	17,219
ELEMENT G: DIGITAL MARKETING CAMPAIGN IN STATE (EV	′P)	. /		
BANNER AD UNION LEADER		3,250	3,250	6,500
ELEMENT H: MOBILE SITE DEVELOPMENT		1,000	1,000	2,000
ELEMENT I: ADVERTISING PROGRAM - BROCHURE (EVP)				
PRODUCTION		2,250	2,250	4,500
DESIGN		1,100	1,100	2,200
DISTRIBUTION		300	300	600
TOTAL	\$	69,774	\$ 69,774	\$ 139,549

## ORIGINAL



#### **RECEIVED**

JUN 2 4 2013

Form JPP-2

Office Use Only:

New Hampshire Department of Resources and Economic Development

Division of Travel and Tourism Development

IOINT PROMOTERS.

JOINT PROMOTIONAL PROGRAM

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

Out-of-State Funds

AP	PLICATION	FORM	
Mail or Deliver an Original and 11 copies to:	Division of Trave JPP Administrat 172 Pembroke F PO Box 1856 Concord, NH 03	or Road	
Organization: Mt Washington Valley Ch	SECTION A	=	
<u></u>			
Address: Po Box 2300 Street		th Conway, NH //State	<u>03860</u> Zip
Phone: <u>356-5701</u>	Websi	te: Mtwashingtonvll	ey.Org
Person Authorized to Represent Organizatio	n:		
Name: <u>Janice Crawford</u> Title	Executive Di	rector E-mail:	janice@mtwashingtonval y.org
Person Responsible for Billing: Name: (must be different from person listed above)	Kim Tibbetts	Title: <u>I</u>	<u>reasurer</u>
Address: Po Box 2300 Street	<b>No Cor</b> City/Sta	nway, NH te	<u><b>03860</b></u> Zip
Phone: <u>356-5701</u> Fax: <u>3</u>	<u>56-7069</u>	E-mail: Kim@	Mtwashingtonvalley.Org
	SECTION	•	
► Use this secti		AL of ALL elements	◀
Project Title: <u>MWVCC Marketing</u> Type: ⊠ Brochure □ Website □	Event 🗌 Adv I	🖾 Online 🔲 (	Print □TV Other <u>Tradeshows, distr,</u> eo, photo, PR
Starting Date: <u>July. 1, 2013</u> Completion Date: <u>June 30, 2014</u>		☐ In-Stat	te 🛛 Out-of-State
·	om <u>July 2013</u>	To <u>June</u>	<u> 2014</u>
Total Cost of this project:		\$ <u>171,139.</u>	
Total Funds to be provided JPP INVESTMENT REQUESTED:	a by applicant:	\$ <u>85,696.4</u>	<u>.5</u> \$ <u>85,696.5</u>

### ► 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: In-state Marketing	
Type: ⊠ Brochure ☐ Website ☐ Event ☐ Adv Media	a: ⊠ Radio ⊠ Print ⊠TV ⊠ Online ⊠ Other <u>distribution</u>
Starting Date: <u>July. 2013</u> Completion Date: <u>June 2014</u>	
Dates to be Covered by Evaluation: From July 2013	To <u>June 2014</u>
Total Cost of this element:	\$15,043.00
Total Funds to be provided by applicant:	\$ <u>7,521.50</u>
JPP INVESTMENT REQUESTED:	*7,521.50
Element B Title:	-
Type: ☐ Brochure ☐ Website ☐ Event ☐ Adv Media	: Radio Print TV Online Other
Starting Date: Completion Date:	☐ In-State ☐ Out-of-State
Dates to be Covered by Evaluation: From	То
Total Cost of this element:	\$
Total Funds to be provided by applicant:	\$
JPP INVESTMENT REQUESTED:	<b>s</b>
Element C Title:	
Type: ☐ Brochure ☑ Website ☐ Event ☐ Adv Media	: ☐ Radio ☐ Print ☐ TV ☐ Online ☑ Other
Starting Date: Completion Date:	☐ In-State ☐ Out-of-State
Dates to be Covered by Evaluation: From	То
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
Starting Date: Completion Date:	☐ In-State
Dates to be Covered by Evaluation: From	То
Total Cost of this element:	\$
Total Funds to be provided by applicant:	\$
JPP INVESTMENT REQUESTED:	\$

#### 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 Adn	ninistrative Rules and Section C Applicant	Responsibilities.
Janice Crawford, Executive Director Type Name of Applicant (Contact Person Representing Organization)	Signature Signature	6/10/13 Date
Greg Frizzell, President Type Name & Title of Organization Officer	Signature	<u>6/10/13</u> Date
Type traine a true of organization officer	Signature .	Date
Kim Tibbetts, Treasurer Type Name & Title of Organization Officer	Signature Signature	<u>06/10/13</u> Date
(DO	NOT WRITE BELOW THIS LINE)	
DT"	TD AND COMMITTEE USE ONLY	
JPP Screening Committee Use Only:		
Recommendation: Approval	☐ Denial	
Amount: \$		
☐ In-State Funds ☐ Out-of-State	e Funds	
$\Omega I = \Omega$ .		
(V/14/5) She	10. 180	
SCREENING COMMITTEE CHAIRMAN	COMMISSIONER, DEPARTME	ENT OF RESOURCES AND
	ECONOMIC DEVELOPMENT	
7-9-13	7/29/13	
DATE	DATE	
Conditions of Approval:		
provided on the industry section of the 2. All printed materials, ad layouts and Tourism Development (DTTD) for approximately ap	PP grants, each project must adhere to grants of the DTTD website, under Grants. www.vistelectronic copy to be submitted to the Directory of the proval, prior to the actual production/places to complete research requirements of the province of the provin	itnh.gov/industrymembers ector of the Division of Travel and ement.
Povisod: July 2008		
Revised: July 2008		
		4

## ORIGINAL

#### **RECEIVED**

JUN 11 2013 Form JPP-2

D.R.E.D.

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

Office Use Only:
Grant # 1014 - 1

IOINT PROMOTIONAL PROGRAM

Amount of Grant Approved:

zt

,0				☐ In-State Fund ☐ Out-of-State Fund
АР	PLICATION	ORM		
Mail or Deliver an Original and 11 copies to:	Division of Travel JPP Administrator 172 Pembroke Ro PO Box 1856 Concord, NH 0330	ad		
Organization: <u>Lakes Region Tourism As</u>	SECTION A			
Address: Po Box 737, 61 Laconia Road Street	<u>Tiltor</u> City/\$			<u>03276</u> Zip
Phone: <u>603-286-8008</u>	Website	Www.Lakesr	egion.Org	
Person Authorized to Represent Organization	n:			
Name: Kimberly Sperry Title:	Executive VP	E-ma	ail: ksperry@	lakesregion.org
Person Responsible for Billing: Name: (must be different from person listed above)	Amy Landers	Title:	Executive D	Director
Address: Po Box 737, 61 Laconia Road Street	Tilton, N City/State	<u> </u>		<b>3276</b> Zip
Phone: <u>603-286-8008</u> Fax: <u>60</u>	03-286-7007	E-mail: A	landers@Lake	sregion.Org
	SECTION B			
► Use this section		of ALL eleme	nts <b>∢</b>	
Project Title: 2014 Lakes Region Touri	<u>sm Marketing Pı</u> Event   ⊠ Adv  Me		M Drint M	T\/
Type: Serochure Website E	event 🖂 Adv Me		⊠ Print      ⊠ ⊠ Other <mark>Billb</mark>	
Starting Date: <u>July 1, 2013-</u> Completion Date: <u>June 30, 2014</u> Dates to be Covered by Evaluation: Fro	om <u>July 1, 2013</u>	,	State ⊠ 000	Out-of-State
Total Cost of this project:		\$ <u>273</u>	<u>,751.00</u>	
Total Funds to be provided	by applicant:	\$ <u>161</u>	<u>,153.00</u>	
JPP INVESTMENT REQUESTED:			\$ <u>112,598.00</u>	2 —

### ► 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: Lakes Region Map & Guide	
Type: ⊠ Brochure □ Website □ Event ⊠ Adv Me	
	Online Other
0	
Starting Date: August 1, 2013	☐ In-State
Completion Date: June 30, 2014  Dates to be Covered by Evaluation. From August 1, 2013	To lune 20, 2014
Dates to be Covered by Evaluation: From August 1, 2013	
Total Cost of this element:	\$ <u>118,550.00</u>
Total Funds to be provided by applicant:	\$ <u>70,330.00</u>
JPP INVESTMENT REQUESTED:	\$ <u>48,220.00</u>
Element B Title: Website/ Group Promotion	
Type: ☐ Brochure ☒ Website ☒ Event ☐ Adv Me	
	☐ Online ☒ Other Conference
Starting Date: August 1, 2013	☐ In-State ☐ Out-of-State
Completion Date: June 30, 2014	☐ III-State
Dates to be Covered by Evaluation: From August 1, 2013	To <u>June 30,</u> 2014
Total Cost of this element:	\$ <u>23,065.00</u>
Total Funds to be provided by applicant:	\$ <u>17,892.50</u>
JPP INVESTMENT REQUESTED:	\$ <u>5,172.50</u>
<u> </u>	
Element C Title: Northeast Marketing	
Type: ☐ Brochure ☐ Website ☐ Event ☒ Adv Me	
	Online   Other  Billboard
Starting Date: August 1, 2013	☐ In-State ☐ Out-of-State
Completion Date: June 30, 2014	
Dates to be Covered by Evaluation: From August 1, 2013	To <u>June 30, 2014</u>
Total Cost of this element:	\$ 55,896.00
Total Funds to be provided by applicant:	\$ 28,698.00
JPP INVESTMENT REQUESTED:	\$ 27,198.00
	·
Element D Title: Comunications/ PR/Social Media	
Type: Brochure Website Event Adv Me	e <b>dia</b> : ☐ Radio ⊠ Print ☐TV
Type:   Dioditate   Treasite   Event   Aux me	☐ Online ☐ Other
Starting Date: August 1, 2013	☐ In-State ☐ Out-of-State
Completion Date: June 30, 2014	
Dates to be Covered by Evaluation: From August 1, 2013	To <u>June 30, 2014</u>
Total Cost of this element:	\$ <u>18,900.00</u>
Total Funds to be provided by applicant:	\$ <u>9,450.00</u>
JPP INVESTMENT REQUESTED:	\$ 9.450.00

	Use the box under Section B on page 1 to	
	E	the total of all elements
	Element X Title: Lakes & Mountains International	
	Type: Brochure Website Event Adv Med	dia: ☐ Radio ☒ Print ☐TV ☐ Online ☒ Other <u>Tradeshows</u>
	Starting Date: <u>August 1, 2013</u> Completion Date: <u>June 30, 2014</u>	☐ In-State Out-of-State
	Dates to be Covered by Evaluation: From August 1, 2013	To June 30, 2014
	Total Cost of this element:	\$ <u>39,340.00</u>
	Total Funds to be provided by applicant:	\$ <u>25,782.50</u>
	JPP INVESTMENT REQUESTED:	\$ <u>13,557.50</u>
	F	
	Element Title: Southern New Hampshire Promotion	
	Type: Brochure Website Event Adv Med	dia: ⊠ Radio ⊠ Print □TV ⊠ Online □ Other
	Starting Date: <u>August 1, 2013</u> Completion Date: <u>June 30, 2014</u>	In-State
	Dates to be Covered by Evaluation: From August 1, 2013	To <u>June 30, 2014</u>
	Total Cost of this element:	\$18,000.00
	Total Funds to be provided by applicant:	\$ 9,000.00
	JPP INVESTMENT REQUESTED:	\$ 9,000.00
Į		
	Element C Title:	
	Type: Brochure Website Event Adv Med	dia:
	Starting Date:	☐ In-State ☐ Out-of-State
	Completion Date:	
	Dates to be Covered by Evaluation: From	То
	Total Cost of this element:	<b>\$</b>
	Total Funds to be provided by applicant:	\$
	JPP INVESTMENT REQUESTED:	\$
,		
	Element D Title:	
	Type: Brochure Website Event Adv Med	dia: Radio Print TV Online Other
	Starting Date:	☐ In-State ☐ Out-of-State
	Completion Date:	c.a.c
	Dates to be Covered by Evaluation: From	То
	Dates to be covered by Evaluation. From	
	Total Cost of this element:	
	-	\$ \$

#### **SECTION B-1- CONTINUED**

INSTR	RUCTIONS: On a separate sheet, clearly describe each elem	nent listed,	responding to	items 1 through	7. If	: If the
	is more than one element, please type a separate sheet for e s not applicable, write in N/A.	acii eleme	iii. Flease be	prier and to the	ροιπ.	11 1110
1.	Describe this project in detail and how it ties into your over	all marketir	ng plan, your ta	arget audience,	desired	d

ner	11 15	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:
	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:
		<ul> <li>Marketing Plan – Required: Include a copy of organization's marketing plan (example available on DTTD industry member's website under JPP)</li> <li>Advertising: Samples and proposed media placement and schedule</li> <li>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</li> <li>Interactive media: Layouts for all components</li> <li>Television and Billboard: Storyboard, scripts and placement schedule</li> <li>Radio: Script and proposed media placement schedule</li> </ul>
	7.	Attach proposed contracts for all relevant professional services.
		SECTION C - APPLICANT RESPONSIBILITIES
1.		end the meeting of the screening committee of the Joint Promotional Program and give up to a 15 minute esentation describing the proposed project.
2.	Ad JP	here to graphic standards requirements as provided on the industry section of the DTTD website under P.
3.	Su	bmit to a project audit if requested.
REP	OR	TING AND REIMBURSEMENT
4.	Pa	rticipate in the State's research program as designated by the Division of Travel and Tourism.
5.	Su	bmit a final report within 90 days after the completion date indicated in Section B of this application.
6.	Su FC	bmit all bills for reimbursement within 90 days after the project/element completion date. Use the FORM PR SUBMITTING INVOICES (JPP-3) which will be provided with your acceptance letter.
7.		ilure to comply with reporting and reimbursement timeline may result in forfeiture of grant funds for this difference of grant funds for this

#### **SECTION D - SIGNATURES**

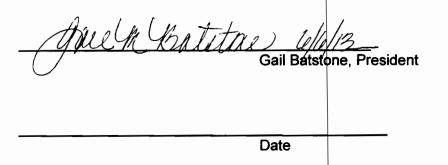
<b>INSTRUCTIONS:</b> Your signature is a commitment (RES 3300) to follow the rules and regulations of the program as stated in the Joint Promotional Program Administrative Rules and Section C Applicant Responsibilities.					
Kimberly S. Sperry Type Name of Applicant (Contact Person Representing Organization)	phature Date				
Gail Batstone, President  Type Name & Title of Organization Officer  Signature  Signatur	1000 6/6/13  phature Date  1000 6/6/13				
Mary Lamprey Bare, Secretary	phature Date				
(DO NOT WRITE BELOW	THIS LINE)				
DTTD AND COMMITTE	USE ONLY				
JPP Screening Committee Use Only:					
Recommendation:	enial				
Amount: \$					
☐ In-State Funds ☐ Out-of-State Funds					
	SIONER, DEPARTMENT OF RESOURCES AND MIC DEVELOPMENT				
7-9-13	/29/B				
DATE					
Conditions of Approval:					
<ol> <li>As detailed in the rules governing JPP grants, each project provided on the industry section of the DTTD website, und</li> <li>All printed materials, ad layouts and electronic copy to be Tourism Development (DTTD) for approval, prior to the ad</li> <li>Work with the Institute of NH Studies to complete research</li> </ol>	er Grants. <u>www.visitnh.gov/industrymembers</u> submitted to the Director of the Division of Travel and tual production/placement.				
Revised: July 2008					

#### # 5 Board Resolution

Adopted by the Board of Directors of the lakes Region Tourism Association at is scheduled meeting on May 17, 2013 at Funspot, in Weirs Beach, 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.



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

#### **Lakes Region Tourism Association**

Project Title: 2014 Lakes Region Tourism Association Marketing Programs

	M	latchable	Non	Matchable		Total
Element A Title						
Map and Guide						
Income:	\$	70,330	\$	48,220	\$	118,550
Expenses:	\$	96,439	\$	22,111	\$	118,550
Element B Title						
Website & Group Promotion			.			
Income:	\$	5,173	<b>\$</b>	17,893	\$	23,065
Expenses:	\$	10,345	\$	12,720	\$	23,065
Element C Title						
Northeast Marketing					•	
Income:	\$	27,198	\$	28,698	\$	55,896
Expenses:	\$	54,396	\$	1,500	\$	55,896
Element D Title						
Public Relations						40.000
Income:	\$	9,450	\$	9,450	\$	18,900
Expenses:	\$	18,900	\$	-	\$	18,900
Element E Title						
International Marketing						
Income:	\$	13,558	\$	25,782	\$	39,340
Expenses:	\$	27,115	\$	12,225	\$	39,340
Element F Title						
In State Southern NH Promo						
Income:	\$	9,000	\$	9,000	\$	18,000
Expenses:	\$	18,000	\$	-	\$	18,000
PROJECT APPLICATION TOTAL						
Income:	\$	134,709	\$	139,043	\$	273,751
Expenses:	\$	225,195	\$	48,556	\$	273,751

#### **RECEIVED**

JUN 1 0 2013



## ORIGINAL Form JPP-2

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

JOINT PROMOTIONAL PROGRAM

Office Use Only:
Grant # 3014-1-1
ndor ID#:

VC11001 1D#-:
Amount of Grant Approved:
☐ In-State Funds
Out-of-State Funds
<u>03262</u>
Zip
Σip
Com
ı.Com
il Karl@CkiNULaam
mail: Karl@SkiNH.com
e: Program Director
2000
<b>03262</b> Zip
Zip
Kim@Skinh.Com
ents <b>⋖</b>

	Out-of-State Fund
APPLICATION	FORM
Mail or Deliver an Original and 11 copies to:  Division of Trav.  JPP Administra  172 Pembroke PO Box 1856 Concord, NH 0	tor Road
Organization: Ski New Hampshire, Inc.	<b>A</b>
	Woodstock, NH 03262 ty/State Zip
Phone: <u>603-745-9396</u> Webs	ite: <u>Www.Skinh.Com</u>
Person Authorized to Represent Organization:	
Name: Karl Stone Title: Marketing D	irector E-mail: Karl@SkiNH.com
Person Responsible for Billing: Name: Kim Pickering (must be different from person listed above)	Title: Program Director
Address: Po Box 528 Street N. Wo	odstock, NH 03262 ate Zip
Phone: <u>603-745-9396</u> Fax: <u>603-745-3002</u>	E-mail: Kim@Skinh.Com
SECTION	В
► Use this section for the TOT	AL of ALL elements ◀
Project Title: 2013-14 Marketing Campaign	
Type: ⊠ Brochure ⊠ Website ⊠ Event ⊠ Adv	Media: ☐ Radio ☑ Print ☑TV ☑ Online ☐ Other
Starting Date: <u>September 14, 2013</u> Completion Date: <u>April 30, 2014</u>	☐ In-State
Dates to be Covered by Evaluation: From October 15,	2013 To April 30, 2014
Total Cost of this project:	\$ <u>124,120.94</u>
Total Funds to be provided by applicant:  JPP INVESTMENT REQUESTED:	\$ <u>62,061.00</u> \$ <u>62,059.94</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: Boston Media Reception ☐ Brochure ☐ Website ☐ Radio ☒ Print Online 🛛 Other ☐ In-State ○ Out-of-State Starting Date: September 14, 2013 Completion Date: April 30, 2014 Dates to be Covered by Evaluation: To April 30, 2014 From <u>October 15, 2013</u> \$7,401.50 Total Cost of this element: Total Funds to be provided by applicant: \$3,701.00 JPP INVESTMENT REQUESTED: **\$3,700.50** Element B Title: B-roll video Type: ☐ Brochure ☒ Website ☐ Event ☒ Adv Media: ☐ Radio ☐ Print Online Other . Starting Date: November 1, 2013 ☐ In-State **⊠** Out-of-State Completion Date: March 30, 2014 From November 1, 2013 Dates to be Covered by Evaluation: To March 30, 2014 Total Cost of this element: **\$14,330.00** Total Funds to be provided by applicant: \$7,165.00 JPP INVESTMENT REQUESTED: **\$**7,165.00 Element C Title: SkiNH.com, xcSkiNH.com, Mobile Device versions, Content Management System, Email Newletter Service, and Text Alerts ☐ Event ☐ Adv Media: ☐ Radio ☐ Print ■ Brochure Website Online Other Starting Date: September 1, 2013 ☐ In-State ○ Out-of-State Completion Date: March 30, 2014 Dates to be Covered by Evaluation: To April 30, 2014 From October 1, 2013 **Total Cost of this element:** \$<u>17,783.94</u> Total Funds to be provided by applicant: \$<u>8,892.00</u> JPP INVESTMENT REQUESTED: \$8,891.94 Element D Title: Multi-media advertising Type: ☐ Brochure ☒ Website ☐ Event ☒ Adv Media: $\boxtimes \mathsf{TV}$ ☐ Radio ☐ Print Online Other Starting Date: October 1, 2013 ☐ In-State **⊠** Out-of-State Completion Date: April 30, 2014

FOR ADDITIONAL ELEMENTS, PLEASE ATTACH A SECOND SHEET

From December 1, 2013

Total Funds to be provided by applicant:

To April 30, 2014

\$30,000

\$60,000

\$30,000

Dates to be Covered by Evaluation:

JPP INVESTMENT REQUESTED:

Total Cost of this element:

▶ Please co	omplete one section for	r each element◀	
Use the box under	r Section B on page 1 for	the total of all elements	}
Element E Title: Ski NH Magazine			
Type: ⊠ Brochure □ Website	☐ Event ☐ Adv Media	a: Radio Print Online Other	□τ <b>ν</b> 
Starting Date: September 1, 2013 Completion Date: March 30, 2014		☐ In-State	⊠ Out-of-State
Dates to be Covered by Evaluation:	From <u>October 1, 2013</u>	To April 30, 20	<u>14</u>
Total Cost of this element:		\$ <u>24,605.50</u>	
Total Funds to be prov	vided by applicant:	\$ <u>12,303.00</u>	
JPP INVESTMENT REQUESTED:		\$ <u>12,30</u>	<u>2.50</u>

#### **SECTION B-1- CONTINUED**

**INSTRUCTIONS:** On a separate sheet, clearly describe <u>each element</u> 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 overall project will go forward, but will be implemented in a significantly-reduced manner.

- 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 <u>Required:</u> 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 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

<b>INSTRUCTIONS:</b> Your signature is a commitment (RES 3300) stated in the Joint Promotional Program Administrative Rules an	o follow the rules and regulations of the program as Section C Applicant Responsibilities.
Type Name of Applicant (Contact Person Representing Organization)	ignature $\frac{6-10-13}{Date}$
Type Name & Title of Organization Officer	6-6-2013 Date
Type Name & Title of Organization Officer	6/6/13
Type Mame & Little of Organization Officer	ignature Date
	W THIS LINE)
DTTD AND COMMITTE	EE USE ONLY
JPP Screening Committee Use Only:	
Recommendation:	Denial
Amount: \$	
☐ In-State Funds ☐ Out-of-State Funds	
SCREENING COMMITTEE CHAIRMAN COMM	ISSIONER, DEPARTMENT OF RESOURCES AND OMIC DEVELOPMENT
7-9-13	1/29/13
DATE	
Conditions of Approval:	
<ol> <li>As detailed in the rules governing JPP grants, each project provided on the industry section of the DTTD website, ure</li> <li>All printed materials, ad layouts and electronic copy to be Tourism Development (DTTD) for approval, prior to the assumption of NH Studies to complete research</li> </ol>	der Grants. <a href="www.visitnh.gov/industrymembers">www.visitnh.gov/industrymembers</a> submitted to the Director of the Division of Travel and stual production/placement.
Revised: July 2008	
	5

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

#### Ski New Hampshire, Inc.

#### Project Title: 2013-14 Marketing Campaign

		Matchable		Non Matchable		Total
SI AND AND SIND STORY OF SIND SIND SIND SIND SIND SIND SIND SIND	. Classic	D				
Element A: Boston Media Reception and Sk						7 404 50
Income	\$	3,701.00	\$	3,700.50	\$	7,401.50
Expenses	\$	3,700.50	\$	3,701.00	\$	7,401.50
Element B: B-roll Video						
Income	\$	7,165.00	\$	7,165.00	\$	14,330.00
Expenses	\$	7,165.00	\$	7,165.00	\$	14,330.00
Element C: SkiNH.com, XCSkiNH.com, mobi	le vers	ions, CMS, Email N	lewsletter S	Service, and Text Alerts		
Income	\$	8,892.00	\$	8,891.94	\$	17,783.94
Expenses	\$	8,891.94	\$	8,892.00	\$	17,783.94
Element D: Multi-media advertising						
Income	\$	30,000.00	\$	30,000.00	\$	60,000.00
Expenses	\$	30,000.00	\$	30,000.00	\$	60,000.00
Element E: Ski NH Magazine						
Income	\$	12,303.00	\$	12,302.50	\$	24,605.50
Expenses	\$	12,302.50	\$	12,303.00	\$	24,605.50
PROJECT APPLICATION TOTAL						
Income	\$	62,061.00	\$	62,059.94	\$	124,120.94
Expenses	\$	62,059.94	Ś	62,061.00	\$	124,120.94
Expenses	*	32,000.0		,202.00	*	,

## **ORIGINAL**



#### **RECEIVED**

JUN 11 2013 Form JPP-2

D.R.E.D.

New Hampshire Department of Resources and Economic Development Division of Travel and Tourism Development Office Use Only:
Grant #: 1914-19
Vendor ID#:

JOINT PROMOTIONAL PROGRAM

Amount of Grant Approved: \_\_\_\_ In-State Funds

Out-of-State Funds

APPLICATION	FORM			
Mail or Deliver an Original and 11 copies to:  Division of Trave JPP Administrat 172 Pembroke I PO Box 1856 Concord, NH 03	tor Road			
Organization: Lincoln Woodstock Chamber of Commercial				
Address: 25 South Mountain Drive Street City	coln, NH 03251 y/State Zip			
Phone: <u>603-745-6621</u> Webs	ite: <u>Www.Lincolnwoodstock.Com</u>			
Person Authorized to Represent Organization:				
Name: Mark LaClair Title: Executive Di	rector E-mail: mark@lincolnwoodstock.c om			
Person Responsible for Billing: (must be different from person listed above)  Name: Alyssa Yolda	Title: <u>Asst. Director</u>			
Address: Same As Above Street City/Sta	zip Zip			
Phone: Fax:	E-mail: Alyssa@Lincolnwoodstock.Com			
SECTION				
►Use this section for the TOT	AL of ALL elements ◀			
Project Title: 2014 Destination Marketing				
Type: ☐ Brochure ☐ Website ☐ Event ☒ Adv I	Media: ☐ Radio ☒ Print ☒TV ☐ Online ☐ Other			
Starting Date: October 2013 Completion Date: October 2014	☐ In-State			
Dates to be Covered by Evaluation: From November 20	70 October 2014			
Total Cost of this project:	\$ <u>47,560.00</u>			
Total Funds to be provided by applicant:	\$ <u>23,780.00</u>			
JPP INVESTMENT REQUESTED:	\$ <u>23,780.00</u>			

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

Flowers A Tister Winter Destination Manhating		
Element A Title: Winter Destination Marketing	<b></b>	<b></b>
Type: ☐ Brochure ☐ Website ☐ Event ☒ Adv Media:	☐ Radio ☒ Print ☒ Online ☐ Other _	
Starting Date: October 2013 Completion Date: April 2014	☐ In-State	☑ Out-of-State
Dates to be Covered by Evaluation: From November 2013	To April 2014	
Total Cost of this element:	\$ <u>47,560.00</u>	
Total Funds to be provided by applicant:	\$ <u>23,780.00</u>	
JPP INVESTMENT REQUESTED:	\$ <u>23,78</u>	<u>0.00</u>
Element B Title:	<b>—</b> —	
Type: Brochure Website Event Adv Media:	☐ Radio ☐ Print ☐ Online ☐ Other _	 
Starting Date: Completion Date:	☐ In-State	☐ Out-of-State
Dates to be Covered by Evaluation: From	То	
Total Cost of this element:	\$	
Total Funds to be provided by applicant:	\$	
JPP INVESTMENT REQUESTED:	·— ,	
OTT INVESTMENT REGOLUTES.		•
Element C Title:		
Type: Brochure Website Event Adv Media:	☐ Radio ☐ Print	пт∨ I
Type:   Diconare   Housele   Housele   Housele	Online Other	_
	□ 1 × 04 × 4 ×	□ 0:4 ·6 04:4:
Starting Date: Completion Date:	☐ In-State	☐ Out-of-State
Dates to be Covered by Evaluation: From	То	
Total Cost of this element:	• —	
Total Funds to be provided by applicant:	*	
	<b>*</b>	
JPP INVESTMENT REQUESTED:	<u></u>	
EL B Titl.		
Element D Title:	□ Dadia □ Daia	
Type: Brochure Website Event Adv Media:	☐ Radio ☐ Print ☐ Online ☐ Other _	□TV ——
Starting Date:	☐ In-State	☐ Out-of-State
Completion Date:		
Dates to be Covered by Evaluation: From	То	
Total Cost of this element:	\$	
Total Funds to be provided by applicant:	<u> </u>	
JPP INVESTMENT REQUESTED:	•	
JEF HAVESTMENT KEWOESTED:	₽	

#### **SECTION B-1- CONTINUED**

the	re is	<b>UCTIONS:</b> On a separate sheet, clearly describe <u>each element</u> listed, responding to items 1 through 7. If more than one element, please type a separate sheet for each element. Please be brief and to the point. If the 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:
	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:
		<ul> <li>Marketing Plan – Required: Include a copy of organization's marketing plan (example available on DTTD industry member's website under JPP)</li> <li>Advertising: Samples and proposed media placement and schedule</li> <li>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</li> <li>Interactive media: Layouts for all components</li> <li>Television and Billboard: Storyboard, scripts and placement schedule</li> <li>Radio: Script and proposed media placement schedule</li> </ul>
	7.	Attach proposed contracts for all relevant professional services.
		SECTION C - APPLICANT RESPONSIBILITIES
1.		end the meeting of the screening committee of the Joint Promotional Program and give up to a 15 minute esentation describing the proposed project.
2.	Ad JP	here to graphic standards requirements as provided on the industry section of the DTTD website under
3.		bmit to a project audit if requested.
REP	OR	TING AND REIMBURSEMENT
4.	Pa	rticipate in the State's research program as designated by the Division of Travel and Tourism.
5.	Su	bmit a final report within 90 days after the completion date indicated in Section B of this application.
6.		bmit all bills for reimbursement within 90 days after the project/element completion date. Use the FORM PR SUBMITTING INVOICES (JPP-3) which will be provided with your acceptance letter.
7.		ilure to comply with reporting and reimbursement timeline may result in forfeiture of grant funds for this d future projects.

2.

4.

5.

6.

7.

#### SECTION D - SIGNATURES

<b>INSTRUCTIONS:</b> Your signature is a communicated in the Joint Promotional Program Adr		follow the rules and regulations of the program as Section C Applicant Responsibilities.
Mark LaClair, Executive Director Type Name of Applicant (Contact Person Representing Organization)  Molly Mahar, President Type Name & Title of Organization Officer  Christine Jessen, President-Elect Type Name & Title of Organization Officer	Moley Mosig	nature    00   10   13     Date     00   10   13     00   10   13     Date     00   10   13     00
	NOT WRITE BELOV	THIS LINE)
DT	TD AND COMMITTEE	USE ONLY
JPP Screening Committee Use Only:		
Recommendation: Approval		enial
Amount: \$		
☐ In-State Funds ☐ Out-of-Stat	e Funds	
SCREENING COMMITTEE CHAIRMAN		SIGNER DEPARTMENT OF RESOURCES AND MIC DEVELOPMENT
DATE	DATE	
Conditions of Approval:		
provided on the industry section of t 2. All printed materials, ad layouts and Tourism Development (DTTD) for a	he DTTD website, und electronic copy to be pproval, prior to the ac	must adhere to graphic standards requirements as er Grants. <a href="www.visitnh.gov/industrymembers">www.visitnh.gov/industrymembers</a> submitted to the Director of the Division of Travel and ual production/placement. requirements- <a href="mailto:mokrant@plymouth.edu">mokrant@plymouth.edu</a> .
Revised: July 2008		4

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

#### Lincoln Woodstock Chamber of Commerce

Project Title: 2014 Destination Marketing

#### **ELEMENT A: Winter Destination Marketing**

		Non			
Income:	Matchable	Matchable	Total		
Partner Income	\$23,780.00	\$23,780.00	\$47,560.00		
Total Income Raised: JPP Request:	\$23,780.00	\$23,780.00	\$47,560.00		
Total Income	\$23,780.00	\$23,780.00	\$47,560.00		
Expense:	Matchable	Non Matchable	Total	In-State	Out Of State
<u> </u>					
1) Advertsing					
Print: Loon Magazine Lodging Guide	\$5,000.00	\$5,000.00	\$10,000.00 °		\$10,000.00
Print: SkiNH Magazine	\$3,780.00	\$3,780.00	\$7,560.00	•	\$7,560.00
Broadcast: TV	\$4,000.00	\$4,000.00	\$8,000.00		\$8,000.00
2) Web					
Promotion: OnlineCampaign	\$11,000.00	\$11,000.00	\$22,000.00	•	\$22,000.00
Total Expenses	\$23,780.00	\$23,780.00	\$47,560.00		\$47,560.00

#### Notes:

samplebudgetformatfilledout.xls

<sup>\*</sup> Describe each income source separately, i.e. Membership dues, vendor ads, etc.

<sup>\*\*</sup> JPP funds go under Non-Matchable

<sup>\*\*\*</sup>Refer to exhibits attached which are corresponding samples, contracts, quotes, etc., 1,2... NOTE: If multiple projects, attach a summary sheet

## **ORIGINAL**



#### **RECEIVED**

JUL 26 2013

Form JPP-2

D.R.E.D.

New Hampshire Department of Resources and Economic Development Division of Travel and Tourism Development Office Use Only:
Grant #:

JOINT PROMOTIONAL PROGRAM

Vendor ID#:

Vendor ID#:

Amount of Grant Approved:

In-State Funds

Out-of-State Funds

	Al	PPLICATION F	ORM	
Mail or De	eliver an Original and 11 copies to	Division of Travel ar JPP Administrator 172 Pembroke Roa PO Box 1856 Concord, NH 03302	d	25 July 2013
Organizat	ion: <u>Greater Portsmouth Cha</u>	SECTION A amber of Commerce		
Address:	500 Market Street Street	<u>Portsn</u> City/St	nouth, NH ate	<u>03801</u> Zip
Phone:	<u>603.610.5510</u>	Website:	Goportsmouth	nnh.Com
Person Au	uthorized to Represent Organizati	on:		
Name:	Valerie T. Rochon Titl	e: <b>Tourism Manag</b>	<u>er</u> E-ma	il: tourism@portsmouth chamber.org
	esponsible for Billing: Name erent from person listed above)	Samantha Engel	Title:	Business Manager
Address:	<u>Same</u> Street	City/State		Zip
Phone:	603.610.5515 Fax:	603.436.5118	E-mail: <u>Bu</u> <u>Or</u>	ısiness@Portsmouthchamber g
		SECTION B		
	► Use this sect	tion for the TOTAL	of ALL elemen	ts◀
Projec Type:	ct Title: <u>2014 Tourism Marketin</u> ⊠ Brochure ⊠ Website ⊠	g Campaign ] Event ⊠ Adv Med		☑ Print ☐TV ☑ Other <u>Direct Mail</u> ◀ <b>우 尺</b>
	g Date: <u>7/9/2013</u> etion Date: <u>6/30/2014</u>		⊠ In-S	State 🖂 Out-of-State
1	· · · · · · · · · · · · · · · · · · ·	rom <u>7/9/2013</u>	To <u>6/3</u>	<u>30/2014</u>
Total C	Cost of this project: Total Funds to be provide	ed by applicant:	\$ <u>83,09</u> \$ <u>50,77</u>	
JPP IN	VESTMENT REQUESTED:			\$ <u>32,319.25</u>

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

- Little Panetica		
Element A Title: Tourism Website Promition		
Type: ☐ Brochure ☑ Website ☐ Event ☐ Adv Med	lia: Radio Print DTV Online Other Direct Mai	· ,
	Online Other Direct Mai	′
Starting Date: 8 15 3	☑ In-State ☑ Out-of-Sta	
Starting Date: 0113/13	In-State Dut-of-Sta	ate
Completion Date: $\frac{3/30}{14}$ Dates to be Covered by Evaluation: From $\frac{\delta}{15/3}$	- //2.//	
, , ,	To 6/30/74	
Total Cost of this element:	то <u>6/30/</u> #/ \$ <u>/3,2</u> 67 \$ <u><b>7,633</b>.50</u>	
Total Funds to be provided by applicant:	\$ <u>7,63</u> 3.50	
JPP INVESTMENT REQUESTED:	\$5, <b>633</b> .50	
Type: Brochure Website Event Adv Med	-	
Type: Brochure Website Event Adv Med	lia: ☐ Radio ☐ Print ☐ TV	
Specific   Steeling   Steeling	Online Other	
Starting Date: 7 9 13 Completion Date: \$\frac{5}{30}/14	In-State YOut-of-Sta	ate
Completion Date: \$\frac{\\$/30}{\psi}/\psi\\$	. 1 . 1	
Dates to be Covered by Evaluation: From 1/9/3	то <u>6/<b>3</b>0</u> /14	
Total Cost of this element:		
Total Funds to be provided by applicant:	\$ <u>33,825</u> \$ <u>18,437</u> .50	
	\$ 10,70 f. 00	
JPP INVESTMENT REQUESTED:	\$ <i>15,3</i> 87.50	
1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1		
Element C Title: Harbor Guide Distribution		
Element C Title: Harbor Guide Distribution  Type: Brochure Website Event Adv Med		
Element C Title: Harbor Guide Distribution  Type: M Brochure Mebsite Event Adv Med	lia: ☐ Radio ☐ Print ☐ TV ☐ Online ☐ Other	
Type:   ☑ Brochure  ☐ Website  ☐ Event  ☐ Adv Med	Online Other	
Type: ✓ Brochure		ate
Starting Date: 7/9/13 Completion Date: 6/39/14	☐ Online ☐ Other ☐ Out-of-State	ate
Starting Date: $\frac{7}{9}$   13 Completion Date: $\frac{6}{3}$   14 Dates to be Covered by Evaluation: From $\frac{7}{9}$   13	☐ Online ☐ Other ☐ Out-of-State	ıte
Starting Date: 7/9/13 Completion Date: 6/30/14 Dates to be Covered by Evaluation: From 7/9/13 Total Cost of this element:	☐ Online ☐ Other ☐ Out-of-State  To 6/30/14 \$ / , 410	ate
Starting Date: 7/9/13 Completion Date: 6/30/14 Dates to be Covered by Evaluation: From 7/9/13 Total Cost of this element:  Total Funds to be provided by applicant:	☐ Online ☐ Other ☐ Out-of-Star  To 6/30/14 \$ /, 410 \$ 1 235	ate
Starting Date: 7/9/13 Completion Date: 6/30/14 Dates to be Covered by Evaluation: From 7/9/13 Total Cost of this element:	☐ Online ☐ Other ☐ Out-of-State  To 6/30/14 \$ / , 410	ate
Starting Date: 7/9/13 Completion Date: 6/30/14 Dates to be Covered by Evaluation: From 7/9/13 Total Cost of this element: Total Funds to be provided by applicant:  JPP INVESTMENT REQUESTED:	☐ Online ☐ Other ☐ Out-of-Star  To 6/30/14 \$ /, 410 \$ 1 235	ate
Starting Date: 7/9/13 Completion Date: 6/30/14 Dates to be Covered by Evaluation: From 7/9/13 Total Cost of this element:  Total Funds to be provided by applicant:  JPP INVESTMENT REQUESTED:  Element D Title: Consumer & Newsletters	☐ Online ☐ Other ☐ Out-of-State  To 6/30/14 \$ /, 410 \$ /, 235 \$   75	ate
Starting Date: 7/9/13 Completion Date: 6/30/14 Dates to be Covered by Evaluation: From 7/9/13 Total Cost of this element:  Total Funds to be provided by applicant:	☐ Online ☐ Other ☐ Out-of-State  To 6/30/14 \$ /, 410 \$ /, 235 \$ 1.75	ate
Starting Date: 7/9/13 Completion Date: 6/30/14 Dates to be Covered by Evaluation: From 7/9/13 Total Cost of this element: Total Funds to be provided by applicant:  JPP INVESTMENT REQUESTED:  Element D Title: Consumer & Newsletters	☐ Online ☐ Other ☐ Out-of-State  To 6/30/14 \$ 1, 410 \$ 1, 235 \$ 1.75	ate
Starting Date: 7/9/13 Completion Date: 6/30/14 Dates to be Covered by Evaluation: From 7/9/13 Total Cost of this element:  Total Funds to be provided by applicant:  JPP INVESTMENT REQUESTED:  Element D Title: Consumer & Newsletters  Type: Brochure Website Event Adv Med	Online Other  In-State Out-of-State  To 6/30/14 \$ 1, 410 \$ 1, 235 \$ 1.75  Iia: Radio Print TV Online Other	
Starting Date: 7/9/13 Completion Date: 6/30/14 Dates to be Covered by Evaluation: From 7/9/13 Total Cost of this element:  Total Funds to be provided by applicant:  JPP INVESTMENT REQUESTED:  Element D Title: Consumer & Newsletters  Type: Brochure Website Event Adv Med	Online Other  In-State Out-of-State  To 6/30/14 \$ /, 410 \$ /, 235 \$ 1.75  Iia: Radio Print TV Online Other  In-State Out-of-State	
Starting Date: 7/9/13 Completion Date: 6/30/14 Dates to be Covered by Evaluation: From 7/9/13 Total Cost of this element:  Total Funds to be provided by applicant:  JPP INVESTMENT REQUESTED:  Element D Title: Consumer & Newsletters  Type: Brochure Website Event Adv Med  Starting Date: 1/9/13 Completion Date: 6/30/14	Online Other  In-State Out-of-State  To 6/30/14 \$ /, 410 \$ /, 235 \$ 1.75  Iia: Radio Print TV Online Other  In-State Out-of-State	
Starting Date: 7/9/13 Completion Date: 6/30/14 Dates to be Covered by Evaluation: From 7/9/13 Total Cost of this element:  Total Funds to be provided by applicant:  JPP INVESTMENT REQUESTED:  Element D Title: Consumer & Newsletters  Type: Brochure Website Event Adv Med	Online Other  In-State Out-of-State  To 6/30/14 \$ /, 410 \$ /, 235 \$ 1.75  Iia: Radio Print TV Online Other  In-State Out-of-State	
Starting Date: 7/9/13 Completion Date: 6/30/14 Dates to be Covered by Evaluation: From 7/9/13 Total Cost of this element:  Total Funds to be provided by applicant:  JPP INVESTMENT REQUESTED:  Element D Title: Consumer & Newsletters  Type: Brochure Website Event Adv Med  Starting Date: 1/9/13 Completion Date: 6/30/14	Online Other  In-State Out-of-State  To 6/30/14 \$ /, 410 \$ /, 235 \$ 1.75  Iia: Radio Print TV Online Other  In-State Out-of-State	
Starting Date: 7/9/13 Completion Date: 6/30/14 Dates to be Covered by Evaluation: From 7/9/13 Total Cost of this element:  Total Funds to be provided by applicant:  JPP INVESTMENT REQUESTED:  Element D Title: Consumer & Newsletters Type: Brochure Website Event Adv Med  Starting Date: 7/9/13 Completion Date: 6/30/14 Dates to be Covered by Evaluation: From 7/9/13	Online Other  In-State Out-of-State  To 6/30/14 \$ 1, 410 \$ 1, 235 \$ 1.75  Iia: Radio Print TV Online Other	

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

-	
Element & Title: Group Program	_
Type: Brochure Website Event Adv Medi	ia: Radio Print Trave Show
	Online Other Trave Show
ماءا ،	
Starting Date: 7/9/13	☐ In-State
Completion Date: 6/30/14	,
Dates to be Covered by Evaluation: From 7/9/13	то <u>6/3<i>0</i>/</u> / <del>4</del>
Total Cost of this element:	e H ENQ
	\$ 17,001 \$11,001
Total Funds to be provided by applicant:	\$ 7,00 4.50
JPP INVESTMENT REQUESTED:	\$ <u>75 9</u> . 50
<u>r</u>	то <u>6/30</u> /14 \$ <u>4,809</u> \$ <u>4,05</u> 4.50 <u>\$754</u> .50
Element & Title: DISCORT NEW England SUM MIT	
Type: Brochure Website Event Adv Medi	in:
Type Blochare website Event Auv medi	ia: Radio Print Trade Show
	Online of Other Trace of the
Starting Date: $3/15/14$ Completion Date: $5/31/14$	☐ In-State
Completion Date: \$\frac{\sigma_{1/2}}{2\langle 1}	
Dates to be Covered by Evaluation: From $21/14$	то 6/30/14
Dates to be covered by Evaluation: From A11/19	•
Total Cost of this element:	\$ <u>1,750</u> \$ <u>1,47</u> 5
Total Funds to be provided by applicant:	\$ 1 475
JPP INVESTMENT REQUESTED:	\$275
JEF HAVESTRIENT REQUESTED.	\$4,70
G O Total I	Luch
Element & Title: Canadian Brochure Distribution	in web
Element Title: Canadian Brochure Distribution Type: Brochure Website Event Adv Medi	ia: Radio Print DTV
Element & Title: Anadian Brochure Distribution Type: Brochure Website Event Adv Medi	ia: Radio Print TV
Type: Brochure Website Event Adv Medi	ia: Radio Print TV Online Other
Type: Brochure Website Event Adv Medi	ia: Radio Print TV Online Other In-State Out-of-State
Starting Date: 4/34/14	ia: Radio Print TV Online Other In-State Out-of-State
Starting Date: 4/34/14	ia: Radio Print TV Online Other Out-of-State
Type: Brochure Website Event Adv Medistry Adv Medistry Date: $\frac{7}{9}/8$ Completion Date: $\frac{6}{3}$	ia: Radio Print TV Online Other Out-of-State
Starting Date: 7/9/15 Completion Date: 6/30/14 Dates to be Covered by Evaluation: From 7/9/13 Total Cost of this element:	ia: Radio Print TV Online Other Out-of-State
Starting Date: 7/9/13 Completion Date: 6/36/14 Dates to be Covered by Evaluation: From 7/9/13 Total Cost of this element: Total Funds to be provided by applicant:	ia: ☐ Radio ☐ Print ☐ TV ☐ Online ☐ Other ☐ Out-of-State  To 6/30/14 \$1,178.50 \$589.25
Starting Date: 7/9/15 Completion Date: 6/30/14 Dates to be Covered by Evaluation: From 7/9/13 Total Cost of this element:	ia: Radio Print TV Online Other Out-of-State
Starting Date: 7/9/13 Completion Date: 6/36/14 Dates to be Covered by Evaluation: From 7/9/13 Total Cost of this element: Total Funds to be provided by applicant:  JPP INVESTMENT REQUESTED:	ia: ☐ Radio ☐ Print ☐ TV ☐ Online ☐ Other ☐ Out-of-State  To 6/36/14 \$1,178.50 \$589.25
Starting Date: 7/9/13 Completion Date: 6/36/14 Dates to be Covered by Evaluation: From 7/9/13 Total Cost of this element: Total Funds to be provided by applicant:  JPP INVESTMENT REQUESTED:	ia: ☐ Radio ☐ Print ☐ TV ☐ Online ☐ Other ☐ Out-of-State  To 6/30/14 \$1,178.50 \$589.25
Starting Date: 7/9/13 Completion Date: 6/36/14 Dates to be Covered by Evaluation: From 7/9/13 Total Cost of this element: Total Funds to be provided by applicant:	ia: Radio Print TV Online Other  In-State Out-of-State  To 6/30/14 \$1,178.50 \$589.25 \$589.25
Starting Date: 7/9/15 Completion Date: 6/30/14 Dates to be Covered by Evaluation: From 7/9/13 Total Cost of this element: Total Funds to be provided by applicant:  JPP INVESTMENT REQUESTED:  Element Title: Boston Globe Travel Show	ia:
Starting Date: 7/9/15 Completion Date: 6/36/14 Dates to be Covered by Evaluation: From 7/9/13 Total Cost of this element: Total Funds to be provided by applicant:  JPP INVESTMENT REQUESTED:  Element Title: Boston Globe Travel Show Type: Brochure Website Event Adv Med	ia: Radio Print DV  Online Other  In-State Out-of-State  To 6/36/14 \$1,178.50 \$589.25 \$589.25  Solution Of Print DV  Online Other Table Show
Starting Date: 7/9/13 Completion Date: 6/36/14 Dates to be Covered by Evaluation: From 7/9/13 Total Cost of this element:  Total Funds to be provided by applicant:  JPP INVESTMENT REQUESTED:  Element Title: Boston Clabe Travel Show Type: Brochure Website Event Adv Med	ia: Radio Print TV Online Other  In-State Out-of-State  To 6/30/14 \$1,178.50 \$589.25 \$589.25
Starting Date: 7/9/13 Completion Date: 6/30/14 Dates to be Covered by Evaluation: From 7/9/13 Total Cost of this element:  Total Funds to be provided by applicant:  JPP INVESTMENT REQUESTED:  Element Title: Boston Clobe Travel Show Type: Brochure Website Event Adv Med  Starting Date: Feb 2014 Completion Date: Feb 2014	ia: Radio Print DV Online Other  In-State Out-of-State  To 6/36/14 \$1,178.50 \$589.25 \$589.25 \$589.25  ia: Radio Print DV Online Other Table Show In-State Out-of-State
Starting Date: 7/9/13 Completion Date: 6/30/14 Dates to be Covered by Evaluation: From 7/9/13 Total Cost of this element:  Total Funds to be provided by applicant:  JPP INVESTMENT REQUESTED:  Element Title: Boston Clobe Travel Show Type: Brochure Website Event Adv Med  Starting Date: Feb 2014 Completion Date: Feb 2014	ia: Radio Print DV Online Other  In-State Out-of-State  To 6/36/14 \$1,178.50 \$589.25 \$589.25 \$589.25  ia: Radio Print DV Online Other Table Show In-State Out-of-State
Starting Date: 7/9/13 Completion Date: 6/30/14 Dates to be Covered by Evaluation: From 7/9/13 Total Cost of this element:  Total Funds to be provided by applicant:  JPP INVESTMENT REQUESTED:  Element Title: Boston Clobe Travel Show Type: Brochure Website Event Adv Med  Starting Date: Feb 2014 Completion Date: Feb 2014 Dates to be Covered by Evaluation: From 2/1/14	ia: Radio Print DV  Online Other  In-State Out-of-State  To 6/36/14 \$1,178.50 \$589.25 \$589.25  Solution Of Print DV  Online Other Table Show
Starting Date: 7/9/13 Completion Date: 6/36/14 Dates to be Covered by Evaluation: From 7/9/13 Total Cost of this element:  Total Funds to be provided by applicant:  JPP INVESTMENT REQUESTED:  Element Title: Boston Globe Travel Show Type: Brochure Website Event Adv Med  Starting Date: Feb 2014 Completion Date: Feb 2014 Dates to be Covered by Evaluation: From 2/1/14  Total Cost of this element:	ia: Radio Print DV  Online Other  In-State Out-of-State  To 6/36/14 \$1,178.50 \$589.25 \$589.25  ia: Radio Print DV Online Other Table Show  In-State Out-of-State
Starting Date: 7/9/13 Completion Date: 6/30/14 Dates to be Covered by Evaluation: From 7/9/13 Total Cost of this element:  Total Funds to be provided by applicant:  JPP INVESTMENT REQUESTED:  Element Title: Boston Clobe Travel Show Type: Brochure Website Event Adv Med  Starting Date: Feb 2014 Completion Date: Feb 2014 Dates to be Covered by Evaluation: From 2/1/14	ia: Radio Print DV  In-State Out-of-State  To 6/36/14  \$1,178.50  \$589.25  \$589.25  ia: Radio Print DV  Online Other Table Show  In-State Out-of-State

#### ▶ Please complete one section for each element ◀ Use the box under Section B on page 1 for the total of all elements Element & Title: Harbour Trail - Removed Type: Brochure Website Event Adv Media: Radio Print $\Box$ TV Online Other ☐ In-State ☐ Out-of-State Starting Date: \_ 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 & Title: Kestaurant Weeks - Withdrawn, will resubmit Type: Brochure Website Event Adv Media: Radio Print Online Other ☐ In-State Out-of-State Starting Date: 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 & Title: Hit the Decks Radio Print Type: ☐ Brochure ☐ Website ☐ Event ☐ Adv Media: Online Other Starting Date: 1/27/2014 Completion Date: 5/2/2014 Dates to be Covered by Evaluation: Out-of-State ☐ In-State Total Cost of this element: Total Funds to be provided by applicant: \$ 750 JPP INVESTMENT REQUESTED: Element Ditle: Shop to rts mouth Type: Brochure Website Event Adv Media: Radio Print ✓ Online ☐ Other Starting Date: <u>7/9</u> In-State ☐ Out-of-State Completion Date: 6/30/14 Dates to be Covered by Evaluation: From $\frac{7/9}{13}$ Total Cost of this element: Total Funds to be provided by applicant: \$364.50 JPP INVESTMENT REQUESTED:

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

(Y)	
Element & Title: Public Relations	
Type: Brochure Website Event Adv Media	Radio Print PR Online Other
Starting Date: 7/9/13 Completion Date: 6/30/14	☑ In-State ☑ Out-of-State
Dates to be Covered by Evaluation: From 7/9/13	то <u>6/3</u> 0/14
Total Cost of this element:	\$13 500
Total Funds to be provided by applicant:	\$ <u>13,500</u> \$ <u>7,50</u> 0
JPP INVESTMENT REQUESTED:	\$ <u>6,00</u> 0
or investment negotials.	* <u>070*</u> 0
Element B Title: N/A  Type: Brochure Website Event Adv Media	: Radio Print TV
Starting Date: Completion Date:	☐ In-State ☐ Out-of-State
Dates to be Covered by Evaluation: From	То
Total Cost of this element:	\$
Total Funds to be provided by applicant:	\$
JPP INVESTMENT REQUESTED:	\$
,	
Element C Title: N/A	
Type: Brochure Website Event Adv Media	
	Online Other
Starting Date:	☐ In-State ☐ Out-of-State
Completion Date:	_
Dates to be Covered by Evaluation: From	То
Total Cost of this element:	\$
Total Funds to be provided by applicant:	\$
JPP INVESTMENT REQUESTED:	\$
Element D Title: M/A	
Type: Brochure Website Event Adv Media	a: Radio Print TV Online Other
Starting Date:	☐ In-State ☐ Out-of-State
Completion Date:	
Dates to be Covered by Evaluation: From	То
Total Cost of this element:	\$
Total Funds to be provided by applicant:	\$
JPP INVESTMENT REQUESTED:	\$

#### **SECTION B-1- CONTINUED**

**INSTRUCTIONS:** On a separate sheet, clearly describe <u>each element</u> 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.	f we cannot fund this entire request, will the project go forward? ⊠ Yes □ No	
		Please Explain: See attached Element descriptions.	
	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	r
	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.	f applicable, attach the following:	
	7.	<ul> <li>Marketing Plan – Required: Include a copy of organization's marketing plan (example available on DTT industry member's website under JPP)</li> <li>Advertising: Samples and proposed media placement and schedule</li> <li>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</li> <li>Interactive media: Layouts for all components</li> <li>Television and Billboard: Storyboard, scripts and placement schedule</li> <li>Radio: Script and proposed media placement schedule</li> <li>Attach proposed contracts for all relevant professional services.</li> </ul>	)
		SECTION C - APPLICANT RESPONSIBILITIES	
1.		and the meeting of the screening committee of the Joint Promotional Program and give up to a 15 minute sentation describing the proposed project.	
2.	Ad JP	ere to graphic standards requirements as provided on the industry section of the DTTD website under	
3.		mit to a project audit if requested.	
REP	OR	ING AND REIMBURSEMENT	
4.	Ра	ticipate in the State's research program as designated by the Division of Travel and Tourism.	
5.	Su	mit a final report within 90 days after the completion date indicated in Section B of this application.	
6.		omit all bills for reimbursement within 90 days after the project/element completion date. Use the FORM R SUBMITTING INVOICES (JPP-3) which will be provided with your acceptance letter.	
7.		ure to comply with reporting and reimbursement timeline may result in forfeiture of grant funds for this future projects.	
		·	
			1
			-

#### **SECTION D - SIGNATURES**

<b>INSTRUCTIONS:</b> Your signature is a computated in the Joint Promotional Program Ad			
Valerie T. Rochon, Tourism Manager, Greater Portsmouth Chamber of	Valerie -	T. Gochor	July 24, 2013
Commerce Type Name of Applicant (Contact Person Representing Organization)		Signature	Date
Ben Wheeler, Vice Chair, Board of Directors, Greater Portsmouth Chamber	12y- X	. /W/V	<u>July 24, 2013</u>
of Commerce Type Name & Title of Organization Officer		Signature	Date
Shari Donnermeyer, Chair, Board of Directors, Greater Portsmouth Chamber of Commerce		<del></del>	July 24, 2013
Type Name & Title of Organization Officer	5	Signature	Date
(De	O NOT WRITE BELO	OW THIS LINE)	
רם	TTD AND COMMITT	EE USE ONLY	
JPP Screening Committee Use Only:			
Recommendation: Approval		Denial	
Amount: \$			
☐ In-State Funds ☐ Out-of-Sta	te Funds		
SCREENING COMMITTEE CHAIRMAN	COMM	MISS ONER, DEPARTM NOMIC DEVELOPMENT	ENT OF RESOURCES AND
7-79-13 DATE	DATE	1/29/13	
Conditions of Approval:			
<ol> <li>As detailed in the rules governing J provided on the industry section of</li> <li>All printed materials, ad layouts and Tourism Development (DTTD) for a</li> <li>Work with the Institute of NH Studie</li> </ol>	the DTTD website, u d electronic copy to b approval, prior to the	nder Grants. <u>www.vis</u> e submitted to the Dir actual production/plac	sitnh.gov/industrymembers ector of the Division of Travel and ement.
			4

## Department of Resources and Economic Development Division of Travel and Tourism Development Joint Promotional Program

Application Budget Sheet
GREATER PORTSMOUTH CHAMBER OF COMMERCE

roject Title: 2014 Tourism Marketing Can	npa	igns		7/23/201	3	REVI	SED	
acomo:		#atabable		Non Matchabl	اما		Total	
ncome: Portsmouth Chamber		#atchable \$7,319.25		\$18,460.0			Total \$25,779.25	
Membership/Contributions	<b>æ</b>	25,000.00		φ10, <del>4</del> 00.0	,0		\$25,000.00	
Total Income Raised:		32,319.25	;	\$ 18,460.0	00		\$50,779.25	
JPP Request:** Total Income	\$	32,319.25		\$ 32,319.2 \$ <b>50</b> ,77 <b>9</b> .2		\$ <b>\$</b>	32,319.25 <b>83,098.50</b>	
				Non				
xpense:		Matchable		Matchabl	<u>e</u>		Total	Exhibit #
LEMENT A - New Tourism Website Prom	otic	on						
Banner ads - Boston.com	\$	1,050.00	$\Gamma = 0$	-		\$	1,050.00	1, pages 1-4
Design, copywriting for ads	\$	385.00				\$	385.00	2
E Newsletters - Boston	\$	2,500.00	!	<u> </u>		\$	2,500.00	3, pages 1-3
Radio NHPR	\$	1,260.00				\$	1,260.00	4
Google Adwords	\$	660.00				\$	660.00	5, pages 1-2
Facebook Ads	\$	350.00			$\perp$	\$	350.00	6, pages 1 - 3
Direct Mail	\$	2,047.00	$\perp \perp$		$\perp$	\$	2,047.00	7, pages 1-3
SEO Optimization, social media strategy	\$	990.00				\$	990.00	8, pages 1-11
Photography	\$	1,025.00				\$	1,025.00	9, pages 1-5
Video Production	\$	1,000.00			_	\$	1,000.00	10, pages 1-3
Public Relations (see Element M)	\$				$\perp$	\$		
Personnel	\$			2, <u>000.0</u>		\$	2,000.00	
Subtotal	\$	11,267.00	;	2,000.0	0	\$	13,267.00	
	\$	5,633.50			4			11 1 1
LEMENT B - Official Map of Portsmouth			ang	ot of Sta	te)	1	4 000 00	11, pages 1-4
Design update & redesign	\$	4,000.00			$\dashv$	\$	4,000.00	12 12
Printing	\$	13,310.00			_	\$	13,310.00	13, pages 1-3
								14, 15, pages
							4 000 00	1-25, 16,
Distribution in-state	\$	4,922.00	$\vdash$		_	\$	4,922.00	pages 7-8
					- (			14, 15, pages
								1-25, 16,
Distribution out-of-state	\$	8,543.00			$\perp$	\$	8,543.00	pages 1-10
Distribution local (est Dave Maloney)	\$			500.0	_	\$	500.00	17
Distribution racks	\$	<u> </u>			_	\$	550.00	18
Personnel	\$			2,000.0		\$	2,000.00	
Subtotal	<b>\$</b> \$	<b>30,775.00</b> 15,387.50	,	3,050.0	0	\$	33,825.00	
LEMENT C - Harbor Guide: The Official (	Gui	de to Portsi	mouth	& the Se	aco	ast		19
								20, 21, pages
Distribution in-state	\$	350.00				\$	350.00	1-4
Distribution out-of-state by mail (500*\$2.1	\$			1,060.0		\$	1,060.00	
Subtotal	<b>\$</b> \$	<b>350.00</b> 175.00	,	1,060.0	0	\$	1,410.00	
	Ψ	175.00						
LEMENT D - Consumer E-Newsletters								22, pages 1-2
Design newsletter template	\$	800.00				\$	800.00	23
Monthly fees for 10,000+ names	\$	1,020.00				\$	1,020.00	24
Personnel	\$	-	-	2,400.0	0	\$	2,400.00	
Subtotal	<b>\$</b>	<b>1,820.00</b> 910.00		2,400.0		\$	4,220.00	
	Ť	,						

ense: `		Matchable	Ma	Non atchable		Total	Exhibit
MENT E - Group Program (Out of Stat	e)						
ABA Registration	\$	1,295.00			\$	1,295.00	2
ABA Dues	\$	-	\$	500.00	\$	500.00	
ABA New England Event (est)	\$	150.00			\$	150.00	2
ABA Sell sheet design	\$		\$	400.00	\$	400.00	2
ABA Sell sheet print	\$	64.00	-		\$	64.00	29, pages 1-
ABA Travel	\$			1,400.00	\$	1,400.00	
Personnel	\$			1,000.00	\$	1,000.00	
Subtotal	<b>\$</b> \$	<b>1,509.00</b> 754.50	\$	3,300.00	\$	4,809.00	
MENT F - Discover New England (Out	of c	country)					
Summit Registration	L	\$550.00			\$_	550.00	3
Travel	<u> </u>			\$700.00	\$	700.00	
Personnel				\$500.00	\$	500.00	
Subtotal		\$550.00	\$	1,200.00	\$	1,750.00	
	\$	275.00					
MENT G - Canadian Brochure Dist (Ou		<del></del>					31, pages 1-
NETC distribution @ trade shows w tax e	_	\$374.50			\$	374.50	32, pages 1-
Monthly Newsletter for 4 months	_	\$170.00			\$_	170.00	3
Website link ad		\$50.00			\$	50.00	3
East CoastTraveler Magazine ad 1/6 pge	_	\$300.00			\$	300.00	34, pages 1-
Shipping collateral to Canada		\$284.00			\$	284.00	34, pages 3-
Subtotal	\$	<b>\$1,178.50</b> 589.25	\$	•	\$	1,178.50	
MENT H - Boston Globe Travel Show	(Out	t of state)					3
Single Booth	\$	2,850.00			\$	2,850.00	36, pages 1-
Electricity in booth	\$	110.00			\$	110.00	3
Trougl	\$	-	\$	350.00	\$	350.00	
iravel	Ψ		Ψ	000.00	Ψ	330.00	
	\$	-	\$	300.00	\$	300.00	
Personnel Subtotal	\$ \$ \$	<b>2,960.00</b> 1,480.00	\$	300.00 <b>650.00</b>	\$	300.00 <b>3,610.00</b>	38 - 4
Travel Personnel Subtotal  MENT I - Harbour Trail Walking Tour G	\$ \$ \$ Guid	2,960.00 1,480.00 e - REMOVEI	\$ \$ D - RET	300.00 650.00	\$ \$ PO Ass	300.00 3,610.00 sociated Exhibits:	42 - 6
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Personnel Subtotal  MENT I - Harbour Trail Walking Tour G  MENT J - Restaurant Week Portsmout  MENT K - Hit the Decks Portsmouth	\$ \$ Suid	2,960.00 1,480.00 e - REMOVEI	\$ \$ D - RET	300.00 650.00	\$ \$ PO Ass WILL R	300.00 3,610.00 sociated Exhibits:	42 - 6 69, 70 pages
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Personnel Subtotal  MENT I - Harbour Trail Walking Tour Grant Ment J - Restaurant Week Portsmouth  MENT K - Hit the Decks Portsmouth  Rack card & poster design sponsored  Advance promotion on RW rack card (ab Printing (5K) + posters sponsored  Radio ads 92.5 River Boston  Personnel  PR (see Element M) Subtotal  MENT L - Retail - Shop Portsmouth & Rack card design in house  Rack card design in house  Rack card print 10K  Distribution NH State Rest Areas  Distribution local (est Dave Maloney)  Personnel  PR (see Element M)	\$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$	2,960.00 1,480.00 e - REMOVEI the Seacoas  1,500.00 - 1,500.00 750.00 Seacoast (In - 554.00 175.00	\$ S And O	300.00 650.00 TAIL COMF THDRAWN, 1,000.00 1,000.00 ut of state) \$250.00 \$50.00	\$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$	300.00 3,610.00 sociated Exhibits: RESUBMIT sociated Exhibits:	42 - 6 69, 70 pages 71, 7 73 page 1-2 7 75 page 1- 81, 82, 8 page 1- 7 77 page 1- 78, 79 page 1

ense: '	Matchable	Non Matchable		Total	Exhibit #
MENT M - Public Relations (In and	Out of state)			10.000.00	
Campaign, twelve months	\$12,000.00	£ 1,000,00	\$	12,000.00	84
Travel, desk side visits, NYC & BOS Personnel	(est)	\$ 1,000.00 \$ 500.00	\$	1,000.00 500.00	
Subtotal	\$12,000.00	\$ 1,500.00	\$	13,500.00	
out to the	\$ 6,000.00	,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,	•	,	
Total Expenses	\$ 64,638.50	\$ 18,460.00	\$	83,098.50	
		crosscheck	\$	83,098.50	

## **ORIGINAL**

Completion Date: <u>12/31/2013</u>

Dates to be Covered by Evaluation:

JPP INVESTMENT REQUESTED:

Total Cost of this project:



Office Use Only: New Hampshire Department of Resources and Economic Development Grant #: \_ Division of Travel and Tourism Development Vendor ID#: Amount of Grant Approved: JOINT PROMOTIONAL PROGRAM ☐ 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: Androscoggin Valley Chamber of Commerce Address: 961 Main Street Berlin, NH 03570 Street City/State Phone: 603-752-6060 Website: Www.Androscogginvalleychamber.Com Person Authorized to Represent Organization: Title: E-mail: jroydbar@gmail.com Name: **Joanne Roy President** Person Responsible for Billing: Title: Office Manager Name: Paula Kinney (must be different from person listed above) 961 Main Street Berlin, NH Address: <u>03570</u> Street City/State Phone: 603-752-6060 Fax: 603-752-1002 Info@Androscogginvalleychambe E-mail: <u>r</u> **SECTION B** ▶ Use this section for the TOTAL of ALL elements ◀ Project Title: Gorham Regional Tourism Brochure ☐ Radio ☐ Print ☐ Online ☐ Other ☐ Type: 

Brochure ☐ Website ☐ Event ☐ Adv Media:  $\Box$ TV **Starting Date: 7/1/2013** 

From 1/1/2014

Total Funds to be provided by applicant:

To <u>1/1/2015</u>

\$<u>8,877</u>

\$18,547

\$<u>9,670</u>

## ▶ 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: Gorham Regional Tourism Brochure			
Type: Brochure Website Event Adv Media	ı: ☐ Radio ☐ Print ☐TV		
Type: 2 Discusses 2 tools 2 tour 2 tour	Online Other		
Starting Date: 7/1/2013	⊠ In-State ⊠ Out-of-State		
Completion Date: 12/31/2013	☑ III-State ☑ Out-01-State		
Dates to be Covered by Evaluation: From 1/1/ 2014	To <u>1/1/2015</u>		
Total Cost of this element:	\$ <u>18,547</u>		
Total Funds to be provided by applicant:	\$ <u>9,670</u>		
JPP INVESTMENT REQUESTED:	\$ <u>8,877</u>		
Element B Title: Gorham Regional Tourism Brochure			
Type: Brochure Website Event Adv Media	: ☐ Radio ☐ Print ☐TV		
//per	Online Other		
Starting Date: 7/1/2012	⊠ In-State ⊠ Out-of-State		
Completion Date: <u>12/31/2013</u>			
Dates to be Covered by Evaluation: From 1/1/2014	To <u>1/1/2015</u>		
Total Cost of this element:	\$0.00 (Digital Web Brochure		
Total Funds to be provided by applicant:	\$0.00 included in distribution bid)		
JPP INVESTMENT REQUESTED:	\$ <u>0.00</u>		
F1			
Element C Title:   Type:	: ☐ Radio ☐ Print ☐TV		
Type.   Blochule   Website   Event   Auv Media	Online Other		
Starting Date: Completion Date:	☐ In-State ☐ Out-of-State		
Dates to be Covered by Evaluation: From	То		
Total Cost of this element:	\$		
Total Funds to be provided by applicant:	\$		
JPP INVESTMENT REQUESTED:	\$		
Element D Title:	. Dodie Driet Dr		
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		
	To		
Total Cost of this element:  Total Funds to be provided by applicant:	**************************************		

#### **SECTION B-1- CONTINUED**

**INSTRUCTIONS:** On a separate sheet, clearly describe <u>each element</u> 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.

iteri	1 13	not applicable, write in two.
	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 JPP Funding Need section of project marketing plan.
	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:
		<ul> <li>Marketing Plan – Required: Include a copy of organization's marketing plan (example available on DTTD industry member's website under JPP)</li> <li>Advertising: Samples and proposed media placement and schedule</li> <li>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</li> <li>Interactive media: Layouts for all components</li> <li>Television and Billboard: Storyboard, scripts and placement schedule</li> <li>Radio: Script and proposed media placement schedule</li> </ul>
	7.	Attach proposed contracts for all relevant professional services.
		SECTION C - APPLICANT RESPONSIBILITIES
1.		rend the meeting of the screening committee of the Joint Promotional Program and give up to a 15 minute esentation describing the proposed project.
2.	Ad JP	here to graphic standards requirements as provided on the industry section of the DTTD website under
3.		bmit to a project audit if requested.
REP	OR	TING AND REIMBURSEMENT
4.	Pa	rticipate in the State's research program as designated by the Division of Travel and Tourism.
5.	Su	bmit a final report within 90 days after the completion date indicated in Section B of this application.
6.		bmit all bills for reimbursement within 90 days after the project/element completion date. Use the FORM DR SUBMITTING INVOICES (JPP-3) which will be provided with your acceptance letter.
7.		ilure to comply with reporting and reimbursement timeline may result in forfeiture of grant funds for this d future projects.

#### **SECTION D - SIGNATURES**

<b>INSTRUCTIONS:</b> Your signature is a communication the Joint Promotional Program Ad			
Paula Kinney, Office Manager Type Name of Applicant (Contact Person Representing Organization)  Joanne Roy, President Type Name & Title of Organization Officer	Jan	nature	7/01/2013 Date 7/01/2013 Date
<u>Lucinda Bragg, Treasurer</u> Type Name & Title of Organization Officer	Lucinda r Sig	A Braza nature	7/01/2013 Date
(DC	NOT WRITE BELOW	THIS LINE)	
דם	TD AND COMMITTEE	USE ONLY	
JPP Screening Committee Use Only:			
Recommendation:		nial	
Amount: \$			
☐ In-State Funds ☐ Out-of-Sta	te Funds		
SEREENING COMMITTEE CHAIRMAN  7-29-13  DATE		SONES, DEPARTMENT OF RIVING DEVELOPMENT	ESOURCES AND
Conditions of Approval:	5/112		
<ol> <li>As detailed in the rules governing Ji provided on the industry section of the secti</li></ol>	the DTTD website, undo I electronic copy to be s pproval, prior to the act	er Grants. <u>www.visitnh.gov/ii</u> ubmitted to the Director of the ual production/placement.	ndustrymembers ne Division of Travel and
Revised: July 2008			

Project Budget: fiscal 2014

# Department of Resources and Economic Development Division of Travel and Tourism Development Joint Promotional Program Application Budget Sheet Androscoggin Valley Chamber of Commerce

#### **Project Title: Gorham Regional Tourism Brochure**

	-0		
		Non	
Income:	<u>Matchable</u>	<u>Matchable</u>	<b>Total Funds</b>
Ad Revenue	\$ 2,250	\$ -	\$ 2,250
Other Sponsors	\$ 1,000		\$ 1,000
Mr. Pizza Silver Sponsor*	\$ 1,420		\$ 1,420
Chapman Gold Sponsor*	\$ 5,000		<u>\$ 5,000</u>
Total Income Raised:	\$ 9,670	\$ -	\$ 9,670
JPP Request.		\$ 8,877	<u>\$ 8,877</u>
<b>Total Income</b>	\$ 9,670	\$ 8,877	\$ 18,547
Expense:		Non	
	<u>Matchable</u>	<u>Matchable</u>	Total Funds
Printing & Distribution			
Production (bal.)	\$ 1,080	\$ 1,080	\$ 2,160
Printing,20M,32I	P \$ 3,400	\$ 3,407	\$ 6,807
Distribution	\$ 4,397	\$ 5,183	\$ 9,580
Administrative	\$ -	\$ -	<u>\$</u>
Total Expenses	s <u>\$ 8,877</u>	<u>\$ 9,670</u>	<u>\$ 18,547</u>

<sup>\*</sup>Mr. Pizza and Chapman Metals are committed sponsors.