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

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 18, 2014

Her Excellency, Governor Margaret Wood Hassan
and the Honorable Executive Council
State House
Concord, NH 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 \$649,676.27 for their 2014/2015 in-state and out-of-state marketing projects under the Joint Promotional Program for the grant period upon Governor and Executive Council approval through the dates indicated on the attached sheet. 100% General Funds.

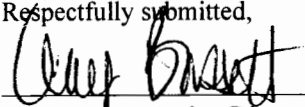
Funding is available in account titled, Division of Travel – Tourism as follows:

	<u>FY 2015</u>
03-35-35-352010-36200000-075-500590 Grants, Subsidies and Relief	\$649,676.27

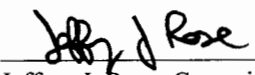
EXPLANATION

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 University 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,


Amy Bassett, Acting Director
Division of Travel and Tourism Development
Development

Approved,


Jeffrey J. Rose, Commissioner
Department of Resources and Economic



JOINT PROMOTIONAL PROGRAM GRANTS SUBMITTED

2015-01 ANDROSCOGGIN VALLEY CHAMBER OF COMMERCE

Vendor ID No. 155140

Grant Amount: Up to \$9,732.13

Completion Date: November 30, 2015

Grant is for Androscoggin Valley Tourism Marketing Program

2015-02 GREATER PORTSMOUTH CHAMBER OF COMMERCE

Vendor ID No. 154051

Grant Amount: Up to \$32,680.75

Completion Date: June 30, 2015

Grant is for 2015 Greater Portsmouth Chamber Destination Marketing Campaign

2015-03 LACONIA MOTORCYCLE WEEK ASSOCIATION

Vendor ID No. 157300

Grant Amount: Up to \$36,870.25

Completion Date: August 2015

Grant is for Laconia Motorcycle Week

2015-04 LAKES REGION TOURISM ASSOCIATION

Vendor ID No. 154140

Grant Amount: Up to \$106,935.00

Completion Date: June 30, 2015

Grant is for 2015 Marketing Campaign

2015-05 LINCOLN WOODSTOCK CHAMBER OF COMMERCE

Vendor ID # 154300

Grant Amount: Up to \$48,881.00

Completion Date: October 2015

Grant is for Lincoln Woodstock Chamber of Commerce 2015 Destination Marketing

2015-06 NEW HAMPSHIRE CAMPGROUND OWNERS ASSOCIATION

Vendor ID # 154892

Grant Amount: Up to \$ 50,664.52

Completion Date: October 31, 2015

Grant is for 2015 NeHaCa Marketing Campaign

2015-07 NORTHERN COMMUNITY INVESTMENT CORPORATION

Vendor ID # 154916

Grant Amount: Up to \$51,552.50

Completion Date: August 31, 2015

Grant is for NH Grand Marketing Campaign

2015-08 SKI NEW HAMPSHIRE, INC.

Vendor ID # 157688

Grant Amount: Up to \$64,655.00

Completion Date: May 31, 2015

Grant is for 2014-15 Marketing Campaign

2015-09 WATERVILLE VALLEY RESORT ASSOCIATION (WVRA)

Vendor ID # 158025

Grant Amount: Up to \$46,650.00

Completion Date: June 30, 2015

Grant is for Waterville Valley Resort Association 2014/2015 Annual Marketing Campaign

2015-10 WHITE MOUNTAIN ATTRACTIONS ASSOCIATION

Vendor ID # 160047

Grant Amount: Up to \$103,247.25

Completion Date: September 30, 2015

Grant is for WMA Marketing 2015

2015-11 MT. WASHINGTON VALLEY CHAMBER OF COMMERCE

Vendor ID # 160581

Grant Amount: Up to \$97,807.87

Completion Date: June 30, 2015

Grant is for 2014/2015 Destination Marketing





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

JOINT PROMOTIONAL PROGRAM

ORIGINAL

Rec'd 6/26/14

for office use only:

Grant # 2015-01

Vendor Code: 155140

Amount of Grant Approved: \$ _____

{ } In-State Funds { } Out-of-State Funds

APPLICATION

Division of Travel and Tourism Development
JPP Administrator
172 Pembroke Road, P.O. Box 1856
Concord, NH 03302-1856
catherine.goff@dred.nh.gov

GENERAL INSTRUCTIONS:

This application consists of five sections: A through E. All sections must be completed prior to submission. Be sure to follow the specific instructions given in each section when completing this application. Once all sections are complete, email the application as an attachment to the address provided above. Once reviewed by the JPP Administrator, an email acknowledgement will be sent. The acknowledgement will include a notice of deficiency or a statement of completion. All items listed in the notice of deficiency must be corrected within 5 business days of the date of the email acknowledgment. The statement of completion requires that the original application (with original signatures and all attachments) and 11 copies of the complete package must be mailed within 5 business days of the date of email.

SECTION A – Organization Information

INSTRUCTIONS: Complete the following section. The primary contact and the billing contact should not be the same person.

Organization: Androscoggin Valley Chamber of Commerce Phone # 603-752-6060

Address: 961 Main Street Berlin, NH 03570
Street City/State Zip

Primary Contact Person: Paula Kinney Title: Executive Coordinator

Address: 961 Main Street Berlin, NH 03570
Street City/State Zip

Phone: 603-752-6060 Fax: 603-752-1002 Email: info@androscogginvalleychamber.com

Billing Contact: Lucinda Bragg Title: Treasurer

Address: 961 Main Street Berlin, NH 03570
Street City/State Zip

Phone: 603-752-6060 Fax: 603-752-1002 Email: llbragg@northwaybank.com

SECTION B1 – Application Summary

Use this section for the total of ALL your projects

Title: Androscoggin Valley Tourism Marketing Program

Marketing Campaign Includes: Print Material/Brochure Online/Website Radio TV PR Other: _____

First Start Date August 1, 2014 Last Completion Date: July 31, 2015

Dates to be covered by evaluation: From September 1, 2014 To November 30, 2015

Total cost (all projects): \$ 20,574.26

Total funds to be provided by applicant: \$ 10,287.13

TOTAL JPP INVESTMENT REQUESTED: \$ 10,287.13 In-State Total: \$ 4,311.34 Out-of-State Total: \$ 5,975.79

Section B2 - Projects

Please complete one box for **each project**. It is not necessary to complete a box for each individual advertisement if they are part of a project. For additional projects, add additional attachments.

Project A Title: Print Advertising

Elements: Print Material/Brochure Online/Website Radio TV PR Other: Print Advertising

Project Start Date August 25, 2014 Anticipated Completion Date: June 1, 2015

Dates to be covered by JPP Evaluation Report: From September 1, 2014 To September 30, 2015

Total cost for Project A: \$ 2,058

Total Funds to be provided by applicant: \$ 1,029

TOTAL JPP INVESTMENT REQUESTED: \$ 1,029 (In-State Total: \$ 617.40 Out-of-State Total \$ 411.60)

Project B Title: Radio Advertising

Elements: Print Material/Brochure Online/Website Radio TV PR Other: _____

Project Start Date September 26, 2014 Anticipated Completion Date: October 18, 2014

Dates to be covered by JPP Evaluation Report: From October 1, 2014 To November 3, 2014

Total cost for Project B: \$ 1,950

Total Funds to be provided by applicant: \$ 975

TOTAL JPP INVESTMENT REQUESTED: \$ 975 (In-State Total: \$ 731.25 Out-of-State Total \$ 243.75)

Project C Title: Television Advertising

Elements: Print Material/Brochure Online/Website Radio TV PR Other: _____

Project Start Date August 1, 2014 Anticipated Completion Date: June 30, 2015

Dates to be covered by JPP Evaluation Report: From August 1, 2014 To August 15, 2015

Total cost for Project C: \$ 4,375

Total Funds to be provided by applicant: \$ 2,187.50

TOTAL JPP INVESTMENT REQUESTED: \$ 2,187.50 (In-State Total: \$ 1640.63 Out-of-State Total \$ 546.87)

Project D Title: Signature Events Rackcard

Elements: Print Material/Brochure Online/Website Radio TV PR Other: _____

Project Start Date January 19, 2015 Anticipated Completion Date: March 20, 2015

Dates to be covered by JPP Evaluation Report: From April 1, 2015 To November 30, 2015

Total cost for Project D: \$ 1,972.26

Total Funds to be provided by applicant: \$ 986.13

TOTAL JPP INVESTMENT REQUESTED: \$ 986.13 (In-State Total: \$ 98.61 Out-of-State Total \$ 887.52)

FOR ADDITIONAL PROJECTS, PLEASE ATTACH A SECOND SHEET

Additional Projects

Project E Title: Adventure Guide **Element:** Print Material/Brochure

Project Start Date: August 25, 2014 **Anticipated Completion Date:** October 31, 2014

Dates to be covered by JPP Evaluation Report: From November 1, 2014 to November 30, 2015

Total Cost for Project E: \$3,219

Total Funds to be provided by Applicant: \$1,609.50

TOTAL JPP INVESTMENT REQUESTED: \$1,609.50

In-State Total: \$160.95 **Out-of-State Total:** \$1448.55

Project F Title: Copywriting **Element:** Other: Creative Services

Project Start Date: August 1, 2014 **Anticipated Completion Date:** June 30, 2015

Dates to be covered by JPP Evaluation Report: From September 1, 2014 to August 15, 2015

Total Cost for Project F: \$2,500

Total Funds to be provided by Applicant: \$1,250

TOTAL JPP INVESTMENT REQUESTED: \$1,250

In-State Total: \$312.50 **Out-of-State Total:** \$937.50

Project G Title: Graphic Design **Element:** Other: Creative Services

Project Start Date: August 1, 2014 **Anticipated Completion Date:** June 30, 2015

Dates to be covered by JPP Evaluation Report: From September 1, 2014 to August 15, 2015

Total Cost for Project G: \$3,000

Total Funds to be provided by Applicant: \$1,500

TOTAL JPP INVESTMENT REQUESTED: \$1,500

In-State Total: \$375 **Out-of-State Total:** \$1,125

Project H Title: Media Plan Development **Element:** Other: Creative Services

Project Start Date: August 1, 2014 **Anticipated Completion Date:** June 30, 2015

Dates to be covered by JPP Evaluation Report: From September 1, 2014 to August 15, 2015

Total Cost for Project H: \$1,500

Total Funds to be provided by Applicant: \$750

TOTAL JPP INVESTMENT REQUESTED: \$750

In-State Total: \$375 **Out-of-State Total:** \$375



Section E – Signatures

Instructions: Your signature is a commitment to follow the rules and regulations of the program as stated in the Joint Promotional Program Administrative Rules (RES 3300), Section D1 Applicant Responsibilities and D2 Reporting & Reimbursement Requirements.

Three different signatures are required from the organization.

Paula Kinney

Paula Kinney

6/9/14

Type Name and Title of Applicant
(Contact Person Representing Organization)

Signature

Date

Mark Belanger

Mark Belanger

6/9/14

Type Name & Title of Organization Officer

Signature

Date

Lucinda Bragg

Lucinda M Bragg

06/09/14

Type Name & Title of Organization Officer

Signature

Date

(DO NOT WRITE BELOW THIS LINE)

DTTD AND COMMITTEE USE ONLY

JPP Screening Committee Use Only:

Recommendation: Approval Partial Approval Denial

Amount Total: \$ 9,432.13 In-State Amount \$ 4,256.34 Out-of-State Amount \$ 5,175.79

Robert A. Braddy 7/8/14
SCREENING COMMITTEE CHAIRPERSON

John J. Roe 7/23/14
COMMISSIONER, DEPARTMENT OF RESOURCES
AND ECONOMIC DEVELOPMENT

Conditions of Approval:

1. As detailed in the rules governing JPP grants, each project must adhere to graphic standards requirements as provided in the **Industry Members** section of the DTTD website, under **Grants**: www.visitnh.gov/industrymembers.
2. If any of the printed materials, ad layouts and/or electronic copies are changed from the original version(s) presented during the Screening Committee meeting, the newer version will be submitted for additional approval(s) by the JPP Administrator, **providing not less than 48 hours for DTTD review/approval(s) process.**
3. Work with the Institute of NH Studies to complete research requirements – mokrant@plymouth.edu.
4. Additional conditions may be placed on your approval.



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

for office use only:

Grant # 2015-02
Vendor Code: 15-4051

Amount of Grant Approved: \$
{ } In-State Funds { } Out-of-State Funds

APPLICATION

Division of Travel and Tourism Development
JPP Administrator
172 Pembroke Road, P.O. Box 1856
Concord, NH 03302-1856
catherine.goff@dred.nh.gov

ORIGINAL

GENERAL INSTRUCTIONS:

This application consists of five sections: A through E. All sections must be completed prior to submission. Be sure to follow the specific instructions given in each section when completing this application. Once all sections are complete, email the application as an attachment to the address provided above. Once reviewed by the JPP Administrator, an email acknowledgement will be sent. The acknowledgement will include a notice of deficiency or a statement of completion. All items listed in the notice of deficiency must be corrected within 5 business days of the date of the email acknowledgment. The statement of completion requires that the original application (with original signatures and all attachments) and 11 copies of the complete package must be mailed within 5 business days of the date of email.

SECTION A - Organization Information

INSTRUCTIONS: Complete the following section. The primary contact and the billing contact should not be the same person.

Organization: Greater Portsmouth Chamber of Commerce Phone # 603.610.5510

Address: 500 Market Street / P.O. Box 239, Portsmouth, NH 03802

Street City/State Zip
Primary Contact Person: Valerie T. Rochon Title: Tourism Director

Address: Same

Street City/State Zip
Phone: 603.610.5517 Fax: 603.436.5118 Email: tourism@portsmouthchamber.org

Billing Contact: Samantha Engel Title: Business Manager

Address: Same

Street City/State Zip
Phone: 603.610.5515 Fax: 603.436.5118 Email: business@portsmouthchamber.org

SECTION B1 - Application Summary

Use this section for the total of ALL your projects

Title: 2015 Greater Portsmouth Chamber Destination Marketing Campaign

Marketing Campaign Includes: [X] Print Material/Brochure [X] Online/Website [] Radio [] TV [X] PR [X] Other: Direct Mail, Trade Shows

First Start Date 7/1/2014 Last Completion Date: 6/30/2015

Dates to be covered by evaluation: From 7/1/2014 To 6/30/2015

Total cost (all projects): \$ 84,756.50

Total funds to be provided by applicant: \$ 52,008.25

TOTAL JPP INVESTMENT REQUESTED: \$ 32,748.25 In-State Total: \$ 9,875.95 Out-of-State Total: 22,872.30

1000

Section B2 - Projects

Please complete one box for **each project**. It is not necessary to complete a box for each individual advertisement if they are part of a project. For additional projects, add additional attachments.

Project A Title: Pop Up Banner Production

Elements: Print Material/Brochure Online/Website Radio TV PR Other: Show Booth Banner

Project Start Date 7/1/2014 Anticipated Completion Date: 6/30/2015

Dates to be covered by JPP Evaluation Report: From 7/1/2014 To 6/30/2015

Total cost for Project A: \$ 1992.00

Total Funds to be provided by applicant: \$ 1121.00

TOTAL JPP INVESTMENT REQUESTED: \$ 871.00 (In-State Total: \$ 0 Out-of-State Total \$ 871.00)

Project B Title: Official Map of Portsmouth & the Seacoast

Elements: Print Material/Brochure Online/Website Radio TV PR Other: _____

Project Start Date 7/1/2014 Anticipated Completion Date: 6/30/2015

Dates to be covered by JPP Evaluation Report: From 7/1/2014 To 6/30/2015

Total cost for Project B: \$ 34125.00

Total Funds to be provided by applicant: \$ 18062.50

TOTAL JPP INVESTMENT REQUESTED: \$ 16062.50 (In-State Total: \$ 6405.65 Out-of-State Total \$ 9656.85)

Project C Title: Harbor Guide: Official Guide to Portsmouth & the Seacoast

Elements: Print Material/Brochure Online/Website Radio TV PR Other: _____

Project Start Date 7/1/2014 Anticipated Completion Date: 6/30/2015

Dates to be covered by JPP Evaluation Report: From 7/1/2014 To 6/30/2015

Total cost for Project C: \$ 1410.00

Total Funds to be provided by applicant: \$ 1235.00

TOTAL JPP INVESTMENT REQUESTED: \$ 175.00 (In-State Total: \$ 175.00 Out-of-State Total \$ 0)

Project D Title: Consumer eNewsletters

Elements: Print Material/Brochure Online/Website Radio TV PR Other: _____

Project Start Date 7/1/2014 Anticipated Completion Date: 6/30/2015

Dates to be covered by JPP Evaluation Report: From 7/1/2014 To 6/30/2015

Total cost for Project D: \$ 3300.00

Total Funds to be provided by applicant: \$ 2850.00

TOTAL JPP INVESTMENT REQUESTED: \$ 450.00 (In-State Total: \$ 90.00 Out-of-State Total \$ 360.00)

FOR ADDITIONAL PROJECTS, PLEASE ATTACH A SECOND SHEET

Section B2 - Projects

Please complete one box for **each project**. It is not necessary to complete a box for each individual advertisement if they are part of a project. For additional projects, add additional attachments.

Project E Title: Group Program

Elements: Print Material/Brochure Online/Website Radio TV PR Other: Trade Show

Project Start Date 7/1/2014 Anticipated Completion Date: 6/30/2015

Dates to be covered by JPP Evaluation Report: From 7/1/2014 To 6/30/2015

Total cost for Project A: \$ 4936.00

Total Funds to be provided by applicant: \$ 4118.00

TOTAL JPP INVESTMENT REQUESTED: \$ 818.00 (In-State Total: \$ 0 Out-of-State Total \$ 818.00)

Project F Title: Discover New England Summit

Elements: Print Material/Brochure Online/Website Radio TV PR Other: Trade Show

Project Start Date 7/1/2014 Anticipated Completion Date: 6/30/2015

Dates to be covered by JPP Evaluation Report: From 7/1/2014 To 6/30/2015

Total cost for Project B: \$ 1800.00

Total Funds to be provided by applicant: \$ 1515.00

TOTAL JPP INVESTMENT REQUESTED: \$ 275.00 (In-State Total: \$ 0 Out-of-State Total \$ 275.00)

Project G Title: Canadian Market

Elements: Print Material/Brochure Online/Website Radio TV PR Other: Ads, Consumer & Trade Shows

Project Start Date 7/1/2014 Anticipated Completion Date: 6/30/2015

Dates to be covered by JPP Evaluation Report: From 7/1/2014 To 6/30/2015

Total cost for Project C: \$ 4210.00

Total Funds to be provided by applicant: \$ 3730.00

TOTAL JPP INVESTMENT REQUESTED: \$ 480.00 (In-State Total: \$ 0 Out-of-State Total \$ 480.00)

Project H Title: Boston Globe Travel Show

Elements: Print Material/Brochure Online/Website Radio TV PR Other: Consumer Show

Project Start Date 7/1/2014 Anticipated Completion Date: 6/30/2015

Dates to be covered by JPP Evaluation Report: From 7/1/2014 To 6/30/2015

Total cost for Project D: \$ 3660.00

Total Funds to be provided by applicant: \$ 2155.00

TOTAL JPP INVESTMENT REQUESTED: \$ 1505.00 (In-State Total: \$ 0 Out-of-State Total \$ 1505.00)

FOR ADDITIONAL PROJECTS, PLEASE ATTACH A SECOND SHEET

Section B2 - Projects

Please complete one box for **each project**. It is not necessary to complete a box for each individual advertisement if they are part of a project. For additional projects, add additional attachments.

Project I Title: New York Times Travel Show

Elements: Print Material/Brochure Online/Website Radio TV PR Other: Trade Show

Project Start Date 7/1/2014 Anticipated Completion Date: 6/30/2015

Dates to be covered by JPP Evaluation Report: From 7/1/2014 To 6/30/2015

Total cost for Project A: \$ 6255.500

Total Funds to be provided by applicant: \$ 4302.75

TOTAL JPP INVESTMENT REQUESTED: \$ 1952.75 (In-State Total: \$ 0 Out-of-State Total \$ 1952.75)

Project J Title: Shop Portsmouth Retail Promotion

Elements: Print Material/Brochure Online/Website Radio TV PR Other: Direct Mail

Project Start Date 7/1/2014 Anticipated Completion Date: 6/30/2015

Dates to be covered by JPP Evaluation Report: From 7/1/2014 To 6/30/2015

Total cost for Project B: \$ 9618.00

Total Funds to be provided by applicant: \$ 5934.00

TOTAL JPP INVESTMENT REQUESTED: \$ 3684.00 (In-State Total: \$ 1405.30 Out-of-State Total \$ 2278.70)

Project K Title: Public Relations

Elements: Print Material/Brochure Online/Website Radio TV PR Other: _____

Project Start Date 7/1/2014 Anticipated Completion Date: 6/30/2015

Dates to be covered by JPP Evaluation Report: From 7/1/2014 To 6/30/2015

Total cost for Project C: \$ 13450.00

Total Funds to be provided by applicant: \$ 6975.00

TOTAL JPP INVESTMENT REQUESTED: \$ 6475.00 (In-State Total: \$ 1800.00 Out-of-State Total \$ 4675.00)

Project Title: Not Applicable

Elements: Print Material/Brochure Online/Website Radio TV PR Other: _____

Project Start Date _____ Anticipated Completion Date: _____

Dates to be covered by JPP Evaluation Report: From _____ To _____

Total cost for Project D: \$ _____

Total Funds to be provided by applicant: \$ _____

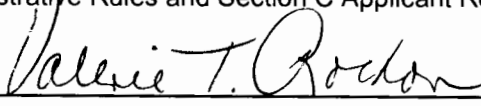

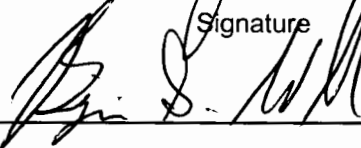
TOTAL JPP INVESTMENT REQUESTED: \$ _____ (In-State Total: \$ _____ Out-of-State Total \$ _____)

FOR ADDITIONAL PROJECTS, PLEASE ATTACH A SECOND SHEET



SECTION D - SIGNATURES

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

<p><u>Valerie T. Rochon, Tourism Director,</u> <u>Greater Portsmouth Chamber of</u> <u>Commerce</u> Type Name of Applicant (Contact Person Representing Organization)</p>	 _____ Signature	<p><u>May 15, 2014</u> _____ Date</p>
<p><u>Doug Bates, President, Greater</u> <u>Portsmouth Chamber of Commerce</u> Type Name & Title of Organization Officer</p>	 _____ Signature	<p><u>May 15, 2014</u> _____ Date</p>
<p><u>Ben Wheeler, Chairman of the Board,</u> <u>Greater Portsmouth Chamber of</u> <u>Commerce</u> Type Name & Title of Organization Officer</p>	 _____ Signature	<p><u>May 15, 2014</u> _____ Date</p>

(DO NOT WRITE BELOW THIS LINE)

DTTD AND COMMITTEE USE ONLY

JPP Screening Committee Use Only:

Recommendation: *Partial* Approval Denial

Amount: \$ 32,680.⁷⁵

In-State Funds 9,808.45 Out-of-State Funds 22,872.30



 SCREENING COMMITTEE CHAIRMAN



 COMMISSIONER, DEPARTMENT OF RESOURCES AND
 ECONOMIC DEVELOPMENT

DATE

7/23/14

 DATE

Conditions of Approval:

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





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

JOINT PROMOTIONAL PROGRAM

for office use only:

Grant # 2015-03

Vendor Code: 157300

Amount of Grant Approved: \$ _____

{ } In-State Funds { } Out-of-State Funds

RECEIVED
JUN 10 2014
ELECTRONICALLY

APPLICATION

Division of Travel and Tourism Development

JPP Administrator

172 Pembroke Road, P.O. Box 1856

Concord, NH 03302-1856

catherine.goff@dred.nh.gov

ORIGINAL

GENERAL INSTRUCTIONS:

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SECTION A – Organization Information

INSTRUCTIONS: Complete the following section. The primary contact and the billing contact should not be the same person.

Organization: Laconia Motorcycle Week Association Phone # 603-366-2000

Address: PO Box 5399 Laconia, NH 03247

Street City/State Zip

Primary Contact Person: Charlie St. Clair Title: Executive Director

Address: PO Box 5399 Laconia, NH 03247

Street City/State Zip

Phone: 603-387-5944 Fax: 603-366-2200 Email: info@laconiamcweek.com

Billing Contact: Debbie Blais Title: Book-keeper

Address: PO Box 5399 Laconia, NH 03247

Street City/State Zip

Phone: 603-366-2000 Fax: 603-366-2200 Email: info@laconiamcweek.com

SECTION B1 – Application Summary
Use this section for the total of ALL your projects

Title: Laconia Motorcycle Week

Marketing Campaign Includes: Print Material/Brochure Online/Website Radio TV PR Other: Trade shows & Billboards

First Start Date September 2014 Last Completion Date: August 2015

Dates to be covered by evaluation: From September 2014 To August 2015

Total cost (all projects): \$ 73,740.50

Total funds to be provided by applicant: \$ 36,870.25

TOTAL JPP INVESTMENT REQUESTED: \$ 36,870.25 In-State Total: \$ _____ Out-of-State Total: 36,870.25

Section B2 - Projects

Please complete one box for **each project**. It is not necessary to complete a box for each individual advertisement if they are part of a project. For additional projects, add additional attachments.

Project A Title: Print Advertising

Elements: Print Material/Brochure Online/Website Radio TV PR Other: _____

Project Start Date September 2014 Anticipated Completion Date: August 2015

Dates to be covered by JPP Evaluation Report: From Dec. 2014 To June 2015

Total cost for Project A: \$ 21,935.50

Total Funds to be provided by applicant: \$ 10,967.75

TOTAL JPP INVESTMENT REQUESTED: \$ 10,967.75 (In-State Total: \$ _____ Out-of-State Total \$ 10,967.75)

Project B Title: Billboards

Elements: Print Material/Brochure Online/Website Radio TV PR Other: Billboards

Project Start Date September 2014 Anticipated Completion Date: August 2015

Dates to be covered by JPP Evaluation Report: From July 2015 To August 2015

Total cost for Project B: \$ 2,180.00

Total Funds to be provided by applicant: \$ 1,090.00

TOTAL JPP INVESTMENT REQUESTED: \$ 1,090.00 (In-State Total: \$ _____ Out-of-State Total \$ 1,090.00)

Project C Title: Trade Shows

Elements: Print Material/Brochure Online/Website Radio TV PR Other: Trade Shows

Project Start Date September 2014 Anticipated Completion Date: August 2015

Dates to be covered by JPP Evaluation Report: From December 2014 To April 2015

Total cost for Project C: \$ 23,175.00

Total Funds to be provided by applicant: \$ 11,587.50

TOTAL JPP INVESTMENT REQUESTED: \$ 11,587.50 (In-State Total: \$ _____ Out-of-State Total \$ 11,587.50)

Project D Title: Public Relations

Elements: Print Material/Brochure Online/Website Radio TV PR Other: _____

Project Start Date September 2014 Anticipated Completion Date: August 2015

Dates to be covered by JPP Evaluation Report: From September 2014 To August 2015

Total cost for Project D: \$ 8,500.00

Total Funds to be provided by applicant: \$ 4,250.00

TOTAL JPP INVESTMENT REQUESTED: \$ 4,250.00 (In-State Total: \$ _____ Out-of-State Total \$ 4,250.00)

FOR ADDITIONAL PROJECTS, PLEASE ATTACH A SECOND SHEET

6,



Section B2 Continued

Project E Title: Laconia Passport Program

Elements: ____ Print Material/Brochure

Project Start Date: September 2014. Anticipated Completion Date: August 2015

Dates to be covered by JPP Evaluation Report: September 2014 to August 2015

Total Cost for Project E: \$5,000.00

Total Funds to be provided by applicant: \$2,500.00

TOTAL JPP INVESTMENT REQUESTED: \$2,500.00 Out of state total: \$2,500.00

Project F Title: Laconia Rally News

Elements: ____ Print Material/Brochure

Project Start Date: September 2014. Anticipated Completion Date: August 2015

Dates to be covered by JPP Evaluation Report: September 2014 to June 2015

Total Cost for Project F: \$12,950.00

Total Funds to be provided by applicant: \$6,475.00

TOTAL JPP INVESTMENT REQUESTED: \$6,475.00 Out of state total: \$6,475.00

Section E – Signatures

Instructions: Your signature is a commitment to follow the rules and regulations of the program as stated in the Joint Promotional Program Administrative Rules (RES 3300), Section D1 Applicant Responsibilities and D2 Reporting & Reimbursement Requirements.

Three different signatures are required from the organization.

Charlie St. Clair, Executive Director 6-9-14
Type Name and Title of Applicant Signature Date
(Contact Person Representing Organization)

Jennifer Anderson, Director & Secretary 6-9-14
Type Name & Title of Organization Officer Signature Date

Rich Ray, Treasurer 6-9-14
Type Name & Title of Organization Officer Signature Date

(DO NOT WRITE BELOW THIS LINE)

DTTD AND COMMITTEE USE ONLY

JPP Screening Committee Use Only:

Recommendation: [X] Approval [] Partial Approval [] Denial

Amount Total: \$36,870.25 In-State Amount \$ -0- Out-of-State Amount \$ 36,870.25

Robert A. Bradley 7/8/14
SCREENING COMMITTEE CHAIRPERSON

[Signature]
COMMISSIONER, DEPARTMENT OF RESOURCES AND ECONOMIC DEVELOPMENT

Conditions of Approval:

- 1. As detailed in the rules governing JPP grants, each project must adhere to graphic standards requirements as provided in the Industry Members section of the DTTD website, under Grants: www.visitnh.gov/industrymembers.
2. If any of the printed materials, ad layouts and/or electronic copies are changed from the original version(s) presented during the Screening Committee meeting, the newer version will be submitted for additional approval(s) by the JPP Administrator, providing not less than 48 hours for DTTD review/approval(s) process.
3. Work with the Institute of NH Studies to complete research requirements – mokrant@plymouth.edu.
4. Additional conditions may be placed on your approval.





RECEIVED

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

JUN 26 2014

JOINT PROMOTIONAL PROGRAM

D.R.E.D.

for office use only:

Grant # 2015-04
Vendor Code: 154146
Amount of Grant Approved: \$ _____
{ } In-State Funds { } Out-of-State Funds

APPLICATION

Division of Travel and Tourism Development
JPP Administrator
172 Pembroke Road, P.O. Box 1856
Concord, NH 03302-1856
catherine.goff@dred.nh.gov

ORIGINAL

GENERAL INSTRUCTIONS:

This application consists of five sections: A through E. All sections must be completed prior to submission. Be sure to follow the specific instructions given in each section when completing this application. Once all sections are complete, email the application as an attachment to the address provided above. Once reviewed by the JPP Administrator, an email acknowledgement will be sent. The acknowledgement will include a notice of deficiency or a statement of completion. All items listed in the notice of deficiency must be corrected within 5 business days of the date of the email acknowledgment. The statement of completion requires that the original application (with original signatures and all attachments) and 11 copies of the complete package must be mailed within 5 business days of the date of email.

SECTION A – Organization Information

INSTRUCTIONS: Complete the following section. The primary contact and the billing contact should not be the same person.

Organization: Lakes Region Tourism Association Phone # 603-286-8008

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

Primary Contact Person: Kimberly Sperry Title: Executive Vice President

Address: _____
Street City/State Zip
Phone: 603-286-8008 cell 603-707-1017 Fax: 603-286-7007 Email: ksperry@lakesregion.org

Billing Contact: Amy Landers Title: Executive Director

Address: PO Box 737, 61 Laconia Road Tilton, NH 03276
Street City/State Zip
Phone: 603-286-8008 Fax: 603-286-7007 Email: alanders@lakesregion.org

SECTION B1 – Application Summary
Use this section for the total of ALL your projects

Title: 2015 Marketing Campaign

Marketing Campaign Includes: Print Material/Brochure Online/Website Radio TV PR Other: Billboard, Video Dev

First Start Date July 1, 2014 Last Completion Date: June 30, 2016

Dates to be covered by evaluation: From July 1, 2014 To June 30, 2015

Total cost (all projects): \$ 280,998

Total funds to be provided by applicant: \$ 174,063

TOTAL JPP INVESTMENT REQUESTED: \$ 106,935 In-State Total: \$ 5,000 Out-of-State Total: 101,935

100

Section B2 - Projects

Please complete one box for **each project**. It is not necessary to complete a box for each individual advertisement if they are part of a project. For additional projects, add additional attachments.

Project A Title: National Worldwide LRTA

Elements: Print Material/Brochure Online/Website Radio TV PR Other: Video Content Development

Project Start Date July 1, 2014 Anticipated Completion Date: June 30, 2015

Dates to be covered by JPP Evaluation Report: From July 1, 2014 To June 30, 2015

Total cost for Project A: \$ 162,078

Total Funds to be provided by applicant: \$ 104,403

TOTAL JPP INVESTMENT REQUESTED: \$ 57,675 (In-State Total: \$ _____ Out-of-State Total \$ 57,675)

Project B Title: 2015 Northeast w/ White Mountain Attractions

Elements: Print Material/Brochure Online/Website Radio TV PR Other: Billboard

Project Start Date July 1, 2014 Anticipated Completion Date: June 30, 2015

Dates to be covered by JPP Evaluation Report: From July 1, 2014 To June 30, 2014

Total cost for Project B: \$ 64,540

Total Funds to be provided by applicant: \$ 33,770

TOTAL JPP INVESTMENT REQUESTED: \$ 30,770 (In-State Total: \$ _____ Out-of-State Total \$ 30,770)

Project C Title: 2015 International w/ White Mountain Attractions

Elements: Print Material/Brochure Online/Website Radio TV PR Other: Tradeshows

Project Start Date July 1, 2014 Anticipated Completion Date: June 30, 2015

Dates to be covered by JPP Evaluation Report: From July 1, 2014 To June 30, 2015

Total cost for Project C: \$ 44,380

Total Funds to be provided by applicant: \$ 30,890

TOTAL JPP INVESTMENT REQUESTED: \$ 13,490 (In-State Total: \$ _____ Out-of-State Total \$ 13,490)

Project D Title: 2015 Southern NH w/ Lakes Region Chamber of Commerce

Elements: Print Material/Brochure Online/Website Radio TV PR Other: _____

Project Start Date July 1, 2014 Anticipated Completion Date: June 30, 2015

Dates to be covered by JPP Evaluation Report: From July 1, 2014 To June 30, 2015

Total cost for Project D: \$ 10,000

Total Funds to be provided by applicant: \$ 5,000

TOTAL JPP INVESTMENT REQUESTED: \$ 5,000 (In-State Total: \$ 5,000 Out-of-State Total \$ _____)

FOR ADDITIONAL PROJECTS, PLEASE ATTACH A SECOND SHEET



Section E – Signatures

Instructions: Your signature is a commitment to follow the rules and regulations of the program as stated in the Joint Promotional Program Administrative Rules (RES 3300), Section D1 Applicant Responsibilities and D2 Reporting & Reimbursement Requirements.

Three different signatures are required from the organization.

Kimberly S. Sperry, Exec. VP
Type Name and Title of Applicant
(Contact Person Representing Organization)

Kim Sperry

Digitally signed by Kim Sperry
DN: cn=Kim Sperry, o=Lower Merion Township, ou, email=ksperry@lmsregion.org, c=US
Date: 2014.05.30 15:54:30 -0400

Kim Sperry
6/9/14

Signature

Date

Gregory Goddard, President

Gregory Goddard

6/9/2014

Type Name & Title of Organization Officer

Signature

Date

GAIL M. BATSTONE, PAST PRESIDENT

Gail M. Batstone
6/9/2014

Type Name & Title of Organization Officer

Signature

Date

(DO NOT WRITE BELOW THIS LINE)

DTTD AND COMMITTEE USE ONLY

JPP Screening Committee Use Only:

Recommendation: Approval Partial Approval Denial

Amount Total: \$ 106,935.00 In-State Amount \$ 5,000.00 Out-of-State Amount \$ 101,935.00

Robert A. Bradley 7/8/14
SCREENING COMMITTEE CHAIRPERSON

Bob Poe
COMMISSIONER, DEPARTMENT OF RESOURCES
AND ECONOMIC DEVELOPMENT

Conditions of Approval:

1. As detailed in the rules governing JPP grants, each project must adhere to graphic standards requirements as provided in the **Industry Members** section of the DTTD website, under **Grants**: www.visitnh.gov/industrymembers.
2. If any of the printed materials, ad layouts and/or electronic copies are changed from the original version(s) presented during the Screening Committee meeting, the newer version will be submitted for additional approval(s) by the JPP Administrator, **providing not less than 48 hours for DTTD review/approval(s) process.**
3. Work with the Institute of NH Studies to complete research requirements – mokrant@plymouth.edu.
4. Additional conditions may be placed on your approval.

1900

1900



Form JPP-2 APPLICATION
RECEIVED

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

JUN 26 2014

D.R.E.D.

for office use only:

Grant # 2015-05
Vendor Code: 154300
Amount of Grant Approved: \$ _____
() In-State Funds () Out-of-State Funds

APPLICATION

Division of Travel and Tourism Development
JPP Administrator
172 Pembroke Road, P.O. Box 1856
Concord, NH 03302-1856
catherine.goff@dred.nh.gov

ORIGINAL

GENERAL INSTRUCTIONS:

This application consists of five sections: A through E. All sections must be completed prior to submission. Be sure to follow the specific instructions given in each section when completing this application. Once all sections are complete, email the application as an attachment to the address provided above. Once reviewed by the JPP Administrator, an email acknowledgement will be sent. The acknowledgement will include a notice of deficiency or a statement of completion. All items listed in the notice of deficiency must be corrected within 5 business days of the date of the email acknowledgment. The statement of completion requires that the original application (with original signatures and all attachments) and 11 copies of the complete package must be mailed within 5 business days of the date of email.

SECTION A – Organization Information

INSTRUCTIONS: Complete the following section. The primary contact and the billing contact should not be the same person.

Organization: Lincoln Woodstock Chamber of Commerce Phone # 603-745-6621

Address: 25 South Mountain Drive, PO Box 1017, Lincoln, NH 03251

Street City/State Zip
Primary Contact Person: Alyssa Yolda Title: Executive Director

Address: PO Box 1017, Lincoln, NH 03251

Street City/State Zip
Phone: 603-745-6621 Fax: 603-745-4908 Email: alyssa@lincolnwoodstock.com

Billing Contact: Colleen Eliason Title: Administrative Assistant

Address: PO Box 1017, Lincoln, NH 03251

Street City/State Zip
Phone: 603-745-6621 Fax: 603-745-4908 Email: colleen@lincolnwoodstock.com

SECTION B1 – Application Summary

Use this section for the total of ALL your projects

Title: Lincoln Woodstock Chamber of Commerce 2015 Destination Marketing

Marketing Campaign Includes: Print Material/Brochure Online/Website Radio TV PR Other: Creative

First Start Date October 2014 Last Completion Date: September 2015

Dates to be covered by evaluation: From December 2014 To October 2015

Total cost (all projects): \$ 123,380

Total funds to be provided by applicant: \$ 61,690

TOTAL JPP INVESTMENT REQUESTED: \$ 61,690 In-State Total: \$ 841.50 Out-of-State Total: 60,848.50



Section B2 - Projects

Please complete one box for each project. It is not necessary to complete a box for each individual advertisement if they are part of a project. For additional projects, add additional attachments.

Project A Title: Winter Destination Marketing

Elements: Print Material/Brochure Online/Website Radio TV PR Other: Print Ads

Project Start Date October 2014 Anticipated Completion Date: April 2015

Dates to be covered by JPP Evaluation Report: From December 2014 To April 2015

Total cost for Project A: \$ 47,077

Total Funds to be provided by applicant: \$ 23,538.50

TOTAL JPP INVESTMENT REQUESTED: \$ 23,538.50 (In-State Total: \$ 0.00 Out-of-State Total \$ 23,538.50)

Project B Title: Summer Destination Marketing

Elements: Print Material/Brochure Online/Website Radio TV PR Other: _____

Project Start Date April 2015 Anticipated Completion Date: October 2015

Dates to be covered by JPP Evaluation Report: From July 2015 To October 2015

Total cost for Project B: \$ 46,750

Total Funds to be provided by applicant: \$ 23,375

TOTAL JPP INVESTMENT REQUESTED: \$ 23,375 (In-State Total: \$ 0.00 Out-of-State Total \$ 23,375)

Project C Title: Year-Round Destination Marketing

Elements: Print Material/Brochure Online/Website Radio TV PR Other: Print Ads

Project Start Date October 2014 Anticipated Completion Date: September 2015

Dates to be covered by JPP Evaluation Report: From December 2014 To October 2015

Total cost for Project C: \$ 29,553

Total Funds to be provided by applicant: \$ 14,776.50

TOTAL JPP INVESTMENT REQUESTED: \$ 14,776.50 (In-State Total: \$ 841.50 Out-of-State Total \$ 13,935)

Project D Title: _____

Elements: Print Material/Brochure Online/Website Radio TV PR Other: _____

Project Start Date _____ Anticipated Completion Date: _____

Dates to be covered by JPP Evaluation Report: From _____ To _____

Total cost for Project D: \$ _____

Total Funds to be provided by applicant: \$ _____

TOTAL JPP INVESTMENT REQUESTED: \$ _____ (In-State Total: \$ _____ Out-of-State Total \$ _____)

FOR ADDITIONAL PROJECTS, PLEASE ATTACH A SECOND SHEET

Section E – Signatures

Instructions: Your signature is a commitment to follow the rules and regulations of the program as stated in the Joint Promotional Program Administrative Rules (RES 3300), Section D1 Applicant Responsibilities and D2 Reporting & Reimbursement Requirements.

Three different signatures are required from the organization.

Alyssa Yolda, Executive Director June 10, 2014
Type Name and Title of Applicant Signature Date
(Contact Person Representing Organization)

Sharon Holt, Secretary 6/10/14
Type Name & Title of Organization Officer Signature Date

Molly Mahar, President 6.10.14
Type Name & Title of Organization Officer Signature Date

(DO NOT WRITE BELOW THIS LINE)

DTTD AND COMMITTEE USE ONLY

JPP Screening Committee Use Only:

Recommendation: [] Approval [x] Partial Approval [] Denial

Amount Total: \$48,881.00 In-State Amount \$ -0- Out-of-State Amount \$ 48,881.00

Robert A. Gagnier 7/8/14
SCREENING COMMITTEE CHAIRPERSON

Jeffrey D. Fox
COMMISSIONER, DEPARTMENT OF RESOURCES AND ECONOMIC DEVELOPMENT

Conditions of Approval:

- 1. As detailed in the rules governing JPP grants, each project must adhere to graphic standards requirements as provided in the Industry Members section of the DTTD website, under Grants: www.visitnh.gov/industrymembers.
2. If any of the printed materials, ad layouts and/or electronic copies are changed from the original version(s) presented during the Screening Committee meeting, the newer version will be submitted for additional approval(s) by the JPP Administrator, providing not less than 48 hours for DTTD review/approval(s) process.
3. Work with the Institute of NH Studies to complete research requirements – mokrant@plymouth.edu.
4. Additional conditions may be placed on your approval.





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

RECEIVED

JUN 25 2014

D.R.E.D.

for office use only:

Grant # 2015-06

Vendor Code: 1541892

Amount of Grant Approved: \$ _____

() In-State Funds () Out-of-State Funds

APPLICATION

Division of Travel and Tourism Development
JPP Administrator
172 Pembroke Road, P.O. Box 1856
Concord, NH 03302-1856
catherine.goff@dred.nh.gov

ORIGINAL

GENERAL INSTRUCTIONS:

This application consists of five sections: A through E. All sections must be completed prior to submission. Be sure to follow the specific instructions given in each section when completing this application. Once all sections are complete, email the application as an attachment to the address provided above. Once reviewed by the JPP Administrator, an email acknowledgement will be sent. The acknowledgement will include a notice of deficiency or a statement of completion. All items listed in the notice of deficiency must be corrected within 5 business days of the date of the email acknowledgment. The statement of completion requires that the original application (with original signatures and all attachments) and 11 copies of the complete package must be mailed within 5 business days of the date of email.

SECTION A – Organization Information

INSTRUCTIONS: Complete the following section. The primary contact and the billing contact should not be the same person.

Organization: New Hampshire Campground Owners Association Phone # 603-736-5540

Address: 1545 Dover Road, P.O. Box 1074, Epsom, NH 03234
Street City/State Zip

Primary Contact Person: Michele Collins Title: Executive Administrator

Address: Same as Above
Street City/State Zip
Phone: 603-736-5540 Fax: 603-736-5544 Email: michele@nhlovescampers.com

Billing Contact: Gregg Pitman Title: Executive Director

Address: Same as Above
Street City/State Zip
Phone: 603-736-5540 Fax: 603-736-5544 Email: info@ucampnh.com

SECTION B1 – Application Summary

Use this section for the total of ALL your projects

Title: 2015 NEHA Co Mktg Campaign

Marketing Campaign Includes: Print Material/Brochure Online/Website Radio TV PR Other: Tradeshows

First Start Date 9/1/14 Last Completion Date: 10/31/15

Dates to be covered by evaluation: From 9/1/14 To 10/31/15

Total cost (all projects): \$ 122404.30

Total funds to be provided by applicant: \$ 71739.78

TOTAL JPP INVESTMENT REQUESTED: \$ 50664.52 In-State Total: \$ 9777.75 Out-of-State Total: 40886.77

1000

Section B2 - Projects

Please complete one box for each project. It is not necessary to complete a box for each individual advertisement if they are part of a project. For additional projects, add additional attachments.

Project A Title: 2015 Camping & Trade Shows

Elements: Print Material/Brochure Online/Website Radio TV PR Other: Trade Shows

Project Start Date 9/20/14 Anticipated Completion Date: 6/20/15

Dates to be covered by JPP Evaluation Report: From 9/1/14 To 10/31/15

Total cost for Project A: \$ 40,020.30

Total Funds to be provided by applicant: \$ 30,547.78

TOTAL JPP INVESTMENT REQUESTED: \$ 9,472.52 (In-State Total: \$ 842.00 Out-of-State Total \$ 8,630.52)

Project B Title: Integrated Marketing Plan

Elements: Print Material/Brochure Online/Website Radio TV PR Other: Video Production

Project Start Date 9/1/14 Anticipated Completion Date: 8/31/15

Dates to be covered by JPP Evaluation Report: From 9/1/14 To 10/31/15

Total cost for Project B: \$ 21,500.00

Total Funds to be provided by applicant: \$ 10,750.00

TOTAL JPP INVESTMENT REQUESTED: \$ 10,750.00 (In-State Total: \$ 2,687.50 Out-of-State Total \$ 8,062.50)

Project C Title: On-Line Marketing

Elements: Print Material/Brochure Online/Website Radio TV PR Other: _____

Project Start Date 1/1/15 Anticipated Completion Date: 8/31/15

Dates to be covered by JPP Evaluation Report: From 9/1/14 To 10/31/15

Total cost for Project C: \$ 23,500.00

Total Funds to be provided by applicant: \$ 11,750.00

TOTAL JPP INVESTMENT REQUESTED: \$ 11,750.00 (In-State Total: \$ 2,312.50 Out-of-State Total \$ 9,437.50)

Project D Title: Radio Advertising

Elements: Print Material/Brochure Online/Website Radio TV PR Other: _____

Project Start Date 9/1/14 Anticipated Completion Date: 9/30/15

Dates to be covered by JPP Evaluation Report: From 9/1/14 To 10/31/15

Total cost for Project D: \$ 11,674.00

Total Funds to be provided by applicant: \$ 5,837.00

TOTAL JPP INVESTMENT REQUESTED: \$ 5,837.00 (In-State Total: \$ 1,459.25 Out-of-State Total \$ 4,377.75)

FOR ADDITIONAL PROJECTS, PLEASE ATTACH A SECOND SHEET

Section B2 - Projects

Please complete one box for **each project**. It is not necessary to complete a box for each individual advertisement if they are part of a project. For additional projects, add additional attachments.

Project E Title: Brochure Distribution

Elements: Print Material/Brochure Online/Website Radio TV PR Other: Distribution Services

Project Start Date 1/1/15 Anticipated Completion Date: 10/31/15

Dates to be covered by JPP Evaluation Report: From 9/1/14 To 10/31/15

Total cost for Project A: \$ 16492.00

Total Funds to be provided by applicant: \$ 8246.00

TOTAL JPP INVESTMENT REQUESTED: \$ 8246.00 (In-State Total: \$ 2061.50 Out-of-State Total \$ 6184.50)

Project F Title: Magazine Advertising

Elements: Print Material/Brochure Online/Website Radio TV PR Other: Magazines

Project Start Date 10/1/14 Anticipated Completion Date: 9/1/15

Dates to be covered by JPP Evaluation Report: From 9/1/14 To 10/31/15

Total cost for Project B: \$ 3320.00

Total Funds to be provided by applicant: \$ 1660.00

TOTAL JPP INVESTMENT REQUESTED: \$ 1660.00 (In-State Total: \$ 415.00 Out-of-State Total \$ 1245.00)

Project G Title: Trade Show Carts

Elements: Print Material/Brochure Online/Website Radio TV PR Other: Events-Trade Shows

Project Start Date 9/1/14 Anticipated Completion Date: 6/20/15

Dates to be covered by JPP Evaluation Report: From 9/1/14 To 10/31/15

Total cost for Project C: \$ 3768.00

Total Funds to be provided by applicant: \$ 1884.00

TOTAL JPP INVESTMENT REQUESTED: \$ 1884.00 (In-State Total: \$ _____ Out-of-State Total \$ 1884.00)

Project H Title: Canadian Marketing

Elements: Print Material/Brochure Online/Website Radio TV PR Other: Brochure Distribution

Project Start Date 1/1/15 Anticipated Completion Date: 10/31/15

Dates to be covered by JPP Evaluation Report: From 9/1/15 To 10/31/15

Total cost for Project D: \$ 2130.00

Total Funds to be provided by applicant: \$ 1065.00

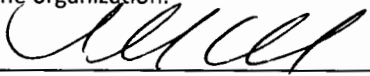
TOTAL JPP INVESTMENT REQUESTED: \$ 1065.00 (In-State Total: \$ _____ Out-of-State Total \$ 1065.00)


FOR ADDITIONAL PROJECTS, PLEASE ATTACH A SECOND SHEET

Section E – Signatures

Instructions: Your signature is a commitment to follow the rules and regulations of the program as stated in the Joint Promotional Program Administrative Rules (RES 3300), Section D1 Applicant Responsibilities and D2 Reporting & Reimbursement Requirements.

Three different signatures are required from the organization.

Michele Collins, Executive Administrator  6/5/14
Type Name and Title of Applicant Signature Date
(Contact Person Representing Organization)

Gregg Pitman, Executive Director  6/5/14
Type Name & Title of Organization Officer Signature Date

Gregg Goldberg, President  6/5/14
Type Name & Title of Organization Officer Signature Date

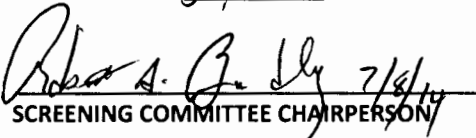
(DO NOT WRITE BELOW THIS LINE)

DTTD AND COMMITTEE USE ONLY

JPP Screening Committee Use Only:

Recommendation: Approval Partial Approval Denial

Amount Total: \$ 50,664.⁵² In-State Amount \$ 9,777.⁷⁵ Out-of-State Amount \$ 40,886.⁷⁷


SCREENING COMMITTEE CHAIRPERSON


COMMISSIONER, DEPARTMENT OF RESOURCES
AND ECONOMIC DEVELOPMENT

Conditions of Approval:

1. As detailed in the rules governing JPP grants, each project must adhere to graphic standards requirements as provided in the **Industry Members** section of the DTTD website, under **Grants**: www.visitnh.gov/industrymembers.
2. If any of the printed materials, ad layouts and/or electronic copies are changed from the original version(s) presented during the Screening Committee meeting, the newer version will be submitted for additional approval(s) by the JPP Administrator, **providing not less than 48 hours for DTTD review/approval(s) process.**
3. Work with the Institute of NH Studies to complete research requirements – mokrant@plymouth.edu.
4. Additional conditions may be placed on your approval.



2015-07
1511916



for office use only:

Grant # _____
Vendor Code: 1511916
Amount of Grant Approved: \$ _____
() In-State Funds () Out-of-State Funds

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

APPLICATION

Division of Travel and Tourism Development
JPP Administrator
172 Pembroke Road, P.O. Box 1856
Concord, NH 03302-1856
catherine.goff@dred.nh.gov

ORIGINAL

GENERAL INSTRUCTIONS:

This application consists of five sections: A through E. All sections must be completed prior to submission. Be sure to follow the specific instructions given in each section when completing this application. Once all sections are complete, email the application as an attachment to the address provided above. Once reviewed by the JPP Administrator, an email acknowledgement will be sent. The acknowledgement will include a notice of deficiency or a statement of completion. All items listed in the notice of deficiency must be corrected within 5 business days of the date of the email acknowledgment. The statement of completion requires that the original application (with original signatures and all attachments) and 11 copies of the complete package must be mailed within 5 business days of the date of email.

SECTION A – Organization Information

INSTRUCTIONS: Complete the following section. The primary contact and the billing contact should not be the same person.

Organization: Northern Community Investment Corporation Phone # 603-788-2700

Address: 1 Middle Street, Suite 201 Lancaster, NH 03584
Street City/State Zip

Primary Contact Person: Cathy Conway Title: Vice President, Economic Development

Address: Same as above
Street City/State Zip
Phone: 603-788-2700 ext. 2141 Fax: 603-788-2702 Email: cconway@nclc.org

Billing Contact: Jan Newland
Cathy Conway Title: Vice President, Economic Development

Address: Same as above
Street City/State Zip
Phone: 603-788-2700 ext. 2141 Fax: 603-788-2702 Email: cconway@nclc.org

SECTION B1 – Application Summary
Use this section for the total of ALL your projects

Title: NH Grand Marketing Campaign

Marketing Campaign Includes: Print Material/Brochure Online/Website Radio TV PR Other: Tourism Promotional Campaign

First Start Date August 1, 2014 Last Completion Date: July 31, 2015

Dates to be covered by evaluation: From September 1, 2014 To August 31, 2015

Total cost (all projects): \$ 103,166

Total funds to be provided by applicant: \$ 51,683

TOTAL JPP INVESTMENT REQUESTED: \$ 51,683 In-State Total: \$ 4,576.60 Out-of-State Total: 47,006.40

Section B2 - Projects

Please complete one box for each project. It is not necessary to complete a box for each individual advertisement if they are part of a project. For additional projects, add additional attachments.

Project A Title: Television Advertising

Elements: Print Material/Brochure Online/Website Radio TV PR Other: _____

Project Start Date August 1, 2014 Anticipated Completion Date: July 31, 2015

Dates to be covered by JPP Evaluation Report: From September 1, 2014 To August 31, 2015

Total cost for Project A: \$ 17,500

Total Funds to be provided by applicant: \$ 8,750

TOTAL JPP INVESTMENT REQUESTED: \$ 8,750 (In-State Total: \$ 4,375 Out-of-State Total \$ 4,375)

Project B Title: Internet Advertising

Elements: Print Material/Brochure Online/Website Radio TV PR Other: _____

Project Start Date August 1, 2014 Anticipated Completion Date: July 31, 2015

Dates to be covered by JPP Evaluation Report: From September 1, 2014 To August 31, 2015

Total cost for Project B: \$ 22,500

Total Funds to be provided by applicant: \$ 11,250

TOTAL JPP INVESTMENT REQUESTED: \$ 11,250 (In-State Total: \$ _____ Out-of-State Total \$ 11,250)

Project C Title: Participation in Boston Globe Travel Show

Elements: Print Material/Brochure Online/Website Radio TV PR Other: Travel Show

Project Start Date December 1, 2014 Anticipated Completion Date: February 28, 2015

Dates to be covered by JPP Evaluation Report: From December 1, 2014 To February 28, 2015

Total cost for Project C: \$ 3,150

Total Funds to be provided by applicant: \$ 1,575

TOTAL JPP INVESTMENT REQUESTED: \$ 1,575 (In-State Total: \$ _____ Out-of-State Total \$ 1,575)

Project D Title: Email Marketing

Elements: Print Material/Brochure Online/Website Radio TV PR Other: _____

Project Start Date August 1, 2014 Anticipated Completion Date: July 31, 2015

Dates to be covered by JPP Evaluation Report: From September 1, 2014 To August 31, 2015

Total cost for Project D: \$ 4,000

Total Funds to be provided by applicant: \$ 2,000

TOTAL JPP INVESTMENT REQUESTED: \$ 2,000 (In-State Total: \$ _____ Out-of-State Total \$ 2,000)

FOR ADDITIONAL PROJECTS, PLEASE ATTACH A SECOND SHEET

Project E Title: Social & Search PPC Advertising

Elements: Online

Project Start Date: August 1, 2014

Anticipated Completion Date: July 31, 2015

Dates to be covered by JPP Evaluation Report:

From: September 1, 2014

To: August 31, 2015

Total Cost for Project E: \$10,000

Total Funds to be provided by applicant: \$5,000

TOTAL JPP INVESTMENT REQUESTED: \$5,000 (In-State Total: Out-of-State Total: \$5,000)

Project F Title: Social Media ~~Monitoring~~ *Monitoring Campaign*

Elements: Online

Project Start Date: August 1, 2014

Anticipated Completion Date: July 31, 2015

Dates to be covered by JPP Evaluation Report:

From: September 1, 2014

To: August 31, 2015

Total Cost for Project E: \$2,000

Total Funds to be provided by applicant: \$1,000

TOTAL JPP INVESTMENT REQUESTED: \$1,000 (In-State Total: Out-of-State Total: \$1,000)

Project G Title: Collateral

Elements: Print Materials/Brochure

Project Start Date: August 1, 2014

Anticipated Completion Date: July 31, 2015

Dates to be covered by JPP Evaluation Report:

From: September 1, 2014

To: August 31, 2015

Total Cost for Project E: \$2,016

Total Funds to be provided by applicant: \$1,008

TOTAL JPP INVESTMENT REQUESTED: \$1,008 (In-State Total: \$201.60 Out-of-State Total: \$806.40)

Project H Title: Public Relations
Elements: PR

Project Start Date: August 1, 2014

Anticipated Completion Date: July 31, 2015

Dates to be covered by JPP Evaluation Report:

From: September 1, 2014

To: August 31, 2015

Total Cost for Project E: \$20,000

Total Funds to be provided by applicant: \$10,000

TOTAL JPP INVESTMENT REQUESTED: \$10,000 (In-State Total: Out-of-State Total: \$10,000)

Project I Title: Copywriting

Elements: Other- Copywriting

Project Start Date: August 1, 2014

Anticipated Completion Date: July 31, 2015

Dates to be covered by JPP Evaluation Report:

From: September 1, 2014

To: August 31, 2015

Total Cost for Project E: \$5,000

Total Funds to be provided by applicant: \$2,500

TOTAL JPP INVESTMENT REQUESTED: \$2,500 (In-State Total: Out-of-State Total: \$2,500)

Project J Title: Graphic Design

Elements: Other- Graphic Design

Project Start Date: August 1, 2014

Anticipated Completion Date: July 31, 2015

Dates to be covered by JPP Evaluation Report:

From: September 1, 2014

To: August 31, 2015

Total Cost for Project E: \$10,000

Total Funds to be provided by applicant: \$5,000

TOTAL JPP INVESTMENT REQUESTED: \$5,000 (In-State Total: Out-of-State Total: \$5,000)

Project K Title: Mobile Website

Elements: Online/Website

Project Start Date: August 1, 2014

Anticipated Completion Date: July 31, 2015

Dates to be covered by JPP Evaluation Report:

From: September 1, 2014

To: August 31, 2015

Total Cost for Project E: \$7,000

Total Funds to be provided by applicant: \$3,500

TOTAL JPP INVESTMENT REQUESTED: \$3,500 (In-State Total: Out-of-State Total: \$3,500)



Section E – Signatures

Instructions: Your signature is a commitment to follow the rules and regulations of the program as stated in the Joint Promotional Program Administrative Rules (RES 3300), Section D1 Applicant Responsibilities and D2 Reporting & Reimbursement Requirements.

Three different signatures are required from the organization

Cathy Conway, VP Economic Development

Cathy Conway
Signature

6/9/14
Date

Type Name and Title of Applicant
(Contact Person Representing Organization)

Jon Freeman, President

Jon Freeman
Signature

6/6/14
Date

Type Name & Title of Organization Officer

Jane Newland, Chief Operating Officer

Jane Newland
Signature

6/6/2014
Date

Type Name & Title of Organization Officer

(DO NOT WRITE BELOW THIS LINE)

DTTD AND COMMITTEE USE ONLY

JPP Screening Committee Use Only:

Recommendation: Approval Partial Approval Denial

Amount Total: \$51,552.50 In-State Amount \$ 9,727.50 Out-of-State Amount \$ 41,825.00

Robert A. Bully 7/8/14
SCREENING COMMITTEE CHAIRPERSON

HB 2014
COMMISSIONER, DEPARTMENT OF RESOURCES
AND ECONOMIC DEVELOPMENT

Conditions of Approval:

1. As detailed in the rules governing JPP grants, each project must adhere to graphic standards requirements as provided in the **Industry Members** section of the DTTD website, under **Grants:** www.visitnh.gov/industrymembers.
2. If any of the printed materials, ad layouts and/or electronic copies are changed from the original version(s) presented during the Screening Committee meeting, the newer version will be submitted for additional approval(s) by the JPP Administrator, **providing not less than 48 hours for DTTD review/approval(s) process.**
3. Work with the Institute of NH Studies to complete research requirements – mokrant@plymouth.edu.
4. Additional conditions may be placed on your approval.



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

for office use only:

Grant # 2015-08

Vendor Code: 157688

Amount of Grant Approved: \$ _____

{ } In-State Funds { } Out-of-State Funds

APPLICATION

Division of Travel and Tourism Development
JPP Administrator
172 Pembroke Road, P.O. Box 1856
Concord, NH 03302-1856
catherine.goff@dred.nh.gov

ORIGINAL

Rec'd 6/9/14

GENERAL INSTRUCTIONS:

This application consists of five sections: A through E. All sections must be completed prior to submission. Be sure to follow the specific instructions given in each section when completing this application. Once all sections are complete, email the application as an attachment to the address provided above. Once reviewed by the JPP Administrator, an email acknowledgement will be sent. The acknowledgement will include a notice of deficiency or a statement of completion. All items listed in the notice of deficiency must be corrected within 5 business days of the date of the email acknowledgment. The statement of completion requires that the original application (with original signatures and all attachments) and 11 copies of the complete package must be mailed within 5 business days of the date of email.

SECTION A – Organization Information

INSTRUCTIONS: Complete the following section. The primary contact and the billing contact should not be the same person.

Organization: Ski New Hampshire Inc. Phone # 603-745-9396 *Jess*

Address: PO Box 528 North Woodstock, NH 03262

Street City/State Zip

Primary Contact Person: Karl Stone Title: Marketing Director

Address: PO Box 528 North Woodstock, NH 03262

Street City/State Zip

Phone: 603-745-9396 Fax: 603-745-3002 Email: Karl@SkiNH.com

Billing Contact: Kim Pickering Title: Program Director

Address: same

Street City/State Zip

Phone: same Fax: same Email: Kim@SkiNH.com

SECTION B1 – Application Summary

Use this section for the total of ALL your projects

Title: 2014-15 Marketing Campaign

Marketing Campaign Includes: Print Material/Brochure Online/Website Radio TV PR Other: Event

First Start Date September 1, 2014 Last Completion Date: May 31, 2015

Dates to be covered by evaluation: From September 1, 2014 To May 31, 2015

Total cost (all projects): \$ 129,551.00

Total funds to be provided by applicant: \$ 64776.00

TOTAL JPP INVESTMENT REQUESTED: \$ 64,775.00 In-State Total: \$ _____ Out-of-State Total: 64,775.00

ORIGINAL

Section B2 - Projects

Please complete one box for **each project**. It is not necessary to complete a box for each individual advertisement if they are part of a project. For additional projects, add additional attachments.

Project A Title: Boston Media and Ski Shop Staff Receptions

Elements: Print Material/Brochure Online/Website Radio TV PR Other: Event

Project Start Date September 1, 2014 Anticipated Completion Date: May 31, 2015

Dates to be covered by JPP Evaluation Report: From September 1, 2014 To May 31, 2015

Total cost for Project A: \$ 9,943.50

Total Funds to be provided by applicant: \$ 4,972.00

TOTAL JPP INVESTMENT REQUESTED: \$ 4,971.50 (In-State Total: \$ _____ Out-of-State Total \$ 4,971.50)

Project B Title: B-roll Video and Montage Video

Elements: Print Material/Brochure Online/Website Radio TV PR Other: _____

Project Start Date September 1, 2014 Anticipated Completion Date: May 31, 2015

Dates to be covered by JPP Evaluation Report: From September 1, 2014 To May 31, 2015

Total cost for Project B: \$ 13,412.00

Total Funds to be provided by applicant: \$ 6,706.00

TOTAL JPP INVESTMENT REQUESTED: \$ 6,706.00 (In-State Total: \$ _____ Out-of-State Total \$ 6,706.00)

Project C Title: SkiNH.com, XCSkiNH.com, Content Management System, Enewsletters, Weather Blog

Elements: Print Material/Brochure Online/Website Radio TV PR Other: _____

Project Start Date September 1, 2014 Anticipated Completion Date: May 31, 2015

Dates to be covered by JPP Evaluation Report: From September 1, 2014 To May 31, 2015

Total cost for Project C: \$ 16,030.00

Total Funds to be provided by applicant: \$ 8,015.00

TOTAL JPP INVESTMENT REQUESTED: \$ 8,015.00 (In-State Total: \$ _____ Out-of-State Total \$ 8,015.00)

Project D Title: Multi Media Advertising

Elements: Print Material/Brochure Online/Website Radio TV PR Other: _____

Project Start Date September 1, 2014 Anticipated Completion Date: May 31, 2015

Dates to be covered by JPP Evaluation Report: From September 1, 2014 To May 31, 2015

Total cost for Project D: \$ 67,000

Total Funds to be provided by applicant: \$ 33,500

TOTAL JPP INVESTMENT REQUESTED: \$ 33,500 (In-State Total: \$ _____ Out-of-State Total \$ 33,500)

FOR ADDITIONAL PROJECTS, PLEASE ATTACH A SECOND SHEET

Section B2 - Projects

Please complete one box for **each project**. It is not necessary to complete a box for each individual advertisement if they are part of a project. For additional projects, add additional attachments.

Project **A** Title: ELEMENT E: Ski NH Magazine

Elements: Print Material/Brochure Online/Website Radio TV PR Other: _____

Project Start Date September 1, 2014 Anticipated Completion Date: May 31, 2015

Dates to be covered by JPP Evaluation Report: From September 1, 2014 To May 31, 2015

Total cost for Project A: \$ 23,165.00

Total Funds to be provided by applicant: \$ 11,583.00

TOTAL JPP INVESTMENT REQUESTED: \$ 11,582.50 (In-State Total: \$ _____ Out-of-State Total \$ 11,582.50)

Project B Title: _____

Elements: Print Material/Brochure Online/Website Radio TV PR Other: _____

Project Start Date _____ Anticipated Completion Date: _____

Dates to be covered by JPP Evaluation Report: From _____ To _____

Total cost for Project B: \$ _____

Total Funds to be provided by applicant: \$ _____

TOTAL JPP INVESTMENT REQUESTED: \$ _____ (In-State Total: \$ _____ Out-of-State Total \$ _____)

Project C Title: _____

Elements: Print Material/Brochure Online/Website Radio TV PR Other: _____

Project Start Date _____ Anticipated Completion Date: _____

Dates to be covered by JPP Evaluation Report: From _____ To _____

Total cost for Project C: \$ _____

Total Funds to be provided by applicant: \$ _____

TOTAL JPP INVESTMENT REQUESTED: \$ _____ (In-State Total: \$ _____ Out-of-State Total \$ _____)

Project D Title: _____

Elements: Print Material/Brochure Online/Website Radio TV PR Other: _____

Project Start Date _____ Anticipated Completion Date: _____

Dates to be covered by JPP Evaluation Report: From _____ To _____

Total cost for Project D: \$ _____

Total Funds to be provided by applicant: \$ _____

TOTAL JPP INVESTMENT REQUESTED: \$ _____ (In-State Total: \$ _____ Out-of-State Total \$ _____)

FOR ADDITIONAL PROJECTS, PLEASE ATTACH A SECOND SHEET

Section E – Signatures

Instructions: Your signature is a commitment to follow the rules and regulations of the program as stated in the Joint Promotional Program Administrative Rules (RES 3300), Section D1 Applicant Responsibilities and D2 Reporting & Reimbursement Requirements.

Three different signatures are required from the organization.

Karl Stone Marketing Director Karl Stone 6/2/14
Type Name and Title of Applicant Signature Date
(Contact Person Representing Organization)

Benjamin E. Wilcox Chairman [Signature] 6-5-14
Type Name & Title of Organization Officer Signature Date

GREG GODDARD, TREASURER [Signature] 6/5/14
Type Name & Title of Organization Officer Signature Date

(DO NOT WRITE BELOW THIS LINE)

DTTD AND COMMITTEE USE ONLY

JPP Screening Committee Use Only:

Recommendation: Approval Partial Approval Denial

Amount Total: \$64,655.00 In-State Amount \$ 1,530.00 Out-of-State Amount \$ 63,125.00

[Signature] 7/8/14
SCREENING COMMITTEE CHAIRPERSON

[Signature]
COMMISSIONER, DEPARTMENT OF RESOURCES
AND ECONOMIC DEVELOPMENT

Conditions of Approval:

1. As detailed in the rules governing JPP grants, each project must adhere to graphic standards requirements as provided in the **Industry Members** section of the DTTD website, under **Grants:** www.visitnh.gov/industrymembers.
2. If any of the printed materials, ad layouts and/or electronic copies are changed from the original version(s) presented during the Screening Committee meeting, the newer version will be submitted for additional approval(s) by the JPP Administrator, **providing not less than 48 hours for DTTD review/approval(s) process.**
3. Work with the Institute of NH Studies to complete research requirements – mokrant@plymouth.edu.
4. Additional conditions may be placed on your approval.



RECEIVED

JUN 30 2014

D.R.E.D.

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

JOINT PROMOTIONAL PROGRAM

for office use only:

Grant # 2015-09

Vendor Code: 15802

Amount of Grant Approved: \$ _____

{ } In-State Funds { } Out-of-State Funds

APPLICATION

Division of Travel and Tourism Development

JPP Administrator

172 Pembroke Road, P.O. Box 1856

Concord, NH 03302-1856

catherine.goff@dred.nh.gov

ORIGINAL

GENERAL INSTRUCTIONS:

This application consists of five sections: A through E. All sections must be completed prior to submission. Be sure to follow the specific instructions given in each section when completing this application. Once all sections are complete, email the application as an attachment to the address provided above. Once reviewed by the JPP Administrator, an email acknowledgement will be sent. The acknowledgement will include a notice of deficiency or a statement of completion. All items listed in the notice of deficiency must be corrected within 5 business days of the date of the email acknowledgment. The statement of completion requires that the original application (with original signatures and all attachments) and 11 copies of the complete package must be mailed within 5 business days of the date of email.

SECTION A – Organization Information

INSTRUCTIONS: Complete the following section. The primary contact and the billing contact should not be the same person.

Organization: Waterville Valley Resort Association (WVRA) Phone # 603-236-3333

Address: PO Box 365, Waterville Valley, NH 03215

Street City/State Zip

Primary Contact Person: Bill Cantlin Title: Board Member, WVRA

Address: PO Box 530, Waterville Valley, NH 03215

Street City/State Zip

Phone: 603-236-3333 Fax: 603-236-4529 Email: bcantlin@worldpath.net

Billing Contact: Jan Steams Title: Communications Director, WVRA

Address: PO Box 530, Waterville Valley, NH 03215

Street City/State Zip

Phone: 603-236-3333 Fax: 603-236-4529 Email: wci@wvnh.com

SECTION B1 – Application Summary

Use this section for the total of ALL your projects

Title: Waterville Valley Resort Association

Marketing Campaign Includes: Print Material/Brochure Online/Website Radio TV PR Other: _____

First Start Date 7/1/14 Last Completion Date: 6/30/15

Dates to be covered by evaluation: From 7/1/14 To 6/30/15

Total cost (all projects): \$ 114,800

Total funds to be provided by applicant: \$ 57,400

TOTAL JPP INVESTMENT REQUESTED: \$ 57,400 In-State Total: \$ 7,050 Out-of-State Total: 50,350

1912

Section B2 - Projects

Please complete one box for **each project**. It is not necessary to complete a box for each individual advertisement if they are part of a project. For additional projects, add additional attachments.

Project A Title: Public Relations

Elements: Print Material/Brochure Online/Website Radio TV PR Other: _____

Project Start Date 7/1/14 Anticipated Completion Date: 6/30/15

Dates to be covered by JPP Evaluation Report: From 7/1/14 To 6/30/15

Total cost for Project A: \$ 24,500

Total Funds to be provided by applicant: \$ 12,250

TOTAL JPP INVESTMENT REQUESTED: \$ 12,250 (In-State Total: \$ 2,250 Out-of-State Total \$ 10,000)

Project B Title: Newsprint & Guides

Elements: Print Material/Brochure Online/Website Radio TV PR Other: _____

Project Start Date 7/1/14 Anticipated Completion Date: 6/30/15

Dates to be covered by JPP Evaluation Report: From 7/1/14 To 6/30/15

Total cost for Project B: \$ 19,500

Total Funds to be provided by applicant: \$ 9,750

TOTAL JPP INVESTMENT REQUESTED: \$ 9,750 (In-State Total: \$ 1,750 Out-of-State Total \$ 8,000)

Project C Title: Email Marketing

Elements: Print Material/Brochure Online/Website Radio TV PR Other: _____

Project Start Date 7/1/14 Anticipated Completion Date: 6/30/15

Dates to be covered by JPP Evaluation Report: From 7/1/14 To 6/30/15

Total cost for Project C: \$ 4,200

Total Funds to be provided by applicant: \$ 2,100

TOTAL JPP INVESTMENT REQUESTED: \$ 2,100 (In-State Total: \$ 600 Out-of-State Total \$ 1,500)

Project D Title: Banner Ads

Elements: Print Material/Brochure Online/Website Radio TV PR Other: _____

Project Start Date 7/1/14 Anticipated Completion Date: 6/30/15

Dates to be covered by JPP Evaluation Report: From 7/1/14 To 6/30/15

Total cost for Project D: \$ 30,700

Total Funds to be provided by applicant: \$ 15,350

TOTAL JPP INVESTMENT REQUESTED: \$ 15,350 (In-State Total: \$ 0 Out-of-State Total \$ 15,350)

FOR ADDITIONAL PROJECTS, PLEASE ATTACH A SECOND SHEET

Section B2 – Projects – Continued, Pg. 2.1

Project E	Search Engine Marketing
Online/Website	
Project Start Date	7/1/14 – 6/30/15
Dates to be covered by JPP Eval	7/1/14 – 6/30/15
Total Cost	\$7,000
Total funds provided by app	\$3,500
Total JPP investment req	\$3,500
In-state	\$0
Out-of-state	\$3,500

Project F	Brochure
Print Material/Brochure	
Project Start Date	7/1/14 – 6/30/15
Dates to be covered by JPP Eval	7/1/14 – 6/30/15
Total Cost	\$5,400
Total funds provided by app	\$2,700
Total JPP investment req	\$2,700
In-state	\$700
Out-of-state	\$2,000

Project G	Web Video
Online/Website	
Project Start Date	7/1/14 – 6/30/15
Dates to be covered by JPP Eval	7/1/14 – 6/30/15
Total Cost	\$2,000
Total funds provided by app	\$1,000
Total JPP investment req	\$1,000
In-state	\$0
Out-of-state	\$1,000

Project H	Website Development
Online/Website	
Project Start Date	7/1/14 – 6/30/15
Dates to be covered by JPP Eval	7/1/14 – 6/30/15
Total Cost	\$4,000
Total funds provided by app	\$2,000
Total JPP investment req	\$2,000
In-state	\$0
Out-of-state	\$2,000

Section B2 – Projects – Continued, Pg. 2.2

Project I	Strategic Plan – Event Organizers
Other	
Project Start Date	7/1/14 – 6/30/15
Dates to be covered by JPP Eval	7/1/14 – 6/30/15
Total Cost	\$2,000
Total funds provided by app	\$1,000
Total JPP investment req	\$1,000
In-state	\$0
Out-of-state	\$1,000
Project J	Advertising Agency Fee for JPP Eligible Grants
Other	
Project Start Date	7/1/14 – 6/30/15
Dates to be covered by JPP Eval	7/1/14 – 6/30/15
Total Cost	\$15,500
Total funds provided by app	\$7,750
Total JPP investment req	\$7,750
In-state	\$1,750
Out-of-state	\$6,000

Section E – Signatures

Instructions: Your signature is a commitment to follow the rules and regulations of the program as stated in the Joint Promotional Program Administrative Rules (RES 3300), Section D1 Applicant Responsibilities and D2 Reporting & Reimbursement Requirements.

Three different signatures are required from the organization.

Bill Cantlin, Board Member William W. Cantlin 6/10/2014
Type Name and Title of Applicant Signature Date
(Contact Person Representing Organization)

Mike Aronson, Treasurer Mike Aronson 6/10/2014
Type Name & Title of Organization Officer Signature Date

Wendi Rathgeber, Vice President Wendi Rathgeber 6/10/14
Type Name & Title of Organization Officer Signature Date

(DO NOT WRITE BELOW THIS LINE)

DTTD AND COMMITTEE USE ONLY

JPP Screening Committee Use Only:

Recommendation: Approval Partial Approval Denial

Amount Total: \$ 46,450. In-State Amount \$ 5,300. Out-of-State Amount \$ 41,350.⁰⁰

Robert A. Gault 7/6/14
SCREENING COMMITTEE CHAIRPERSON

John J. Rose
COMMISSIONER, DEPARTMENT OF RESOURCES
AND ECONOMIC DEVELOPMENT

Conditions of Approval:

1. As detailed in the rules governing JPP grants, each project must adhere to graphic standards requirements as provided in the **Industry Members** section of the DTTD website, under **Grants**: www.visitnh.gov/industrymembers.
2. If any of the printed materials, ad layouts and/or electronic copies are changed from the original version(s) presented during the Screening Committee meeting, the newer version will be submitted for additional approval(s) by the JPP Administrator, **providing not less than 48 hours for DTTD review/approval(s) process.**
3. Work with the Institute of NH Studies to complete research requirements – mokrant@plymouth.edu.
4. Additional conditions may be placed on your approval.





for office use only: 2015-10
Grant # _____
Vendor Code: 160047
Amount of Grant Approved: \$ _____
{ } In-State Funds { } Out-of-State Funds

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

APPLICATION

Division of Travel and Tourism Development
JPP Administrator
172 Pembroke Road, P.O. Box 1856
Concord, NH 03302-1856
catherine.goff@dred.nh.gov

ORIGINAL

GENERAL INSTRUCTIONS:

This application consists of five sections: A through E. All sections must be completed prior to submission. Be sure to follow the specific instructions given in each section when completing this application. Once all sections are complete, email the application as an attachment to the address provided above. Once reviewed by the JPP Administrator, an email acknowledgement will be sent. The acknowledgement will include a notice of deficiency or a statement of completion. All items listed in the notice of deficiency must be corrected within 5 business days of the date of the email acknowledgment. The statement of completion requires that the original application (with original signatures and all attachments) and 11 copies of the complete package must be mailed within 5 business days of the date of email.

SECTION A – Organization Information

INSTRUCTIONS: Complete the following section. The primary contact and the billing contact should not be the same person.

Organization: White Mountains Attractions Association Phone # 603-745-8720

Address: 200 Kancamagus Hwy, PO Box 10 North Woodstock NH 03262
Street City/State Zip

Primary Contact Person: Charyl Reardon Title: Operations Manager

Address: 200 Kancamagus Hwy, PO Box 10 North Woodstock NH 03262
Street City/State Zip

Phone: 603-745-8720 Fax: 603-745-6765 Email: charyl@visitwhitemountains.com

Billing Contact: Sally Bevin Title: Bookkeeper

Address: 200 Kancamagus Hwy, PO Box 10 North Woodstock NH 03262
Street City/State Zip

Phone: 603-745-8720 Fax: 603-745-6765 Email: _____

SECTION B1 – Application Summary
Use this section for the total of ALL your projects

Title: WMA Marketing 2015

Marketing Campaign Includes: Print Material/Brochure Online/Website Radio TV PR Other: Outdoor

First Start Date 04/01/2015 Last Completion Date: 09/30/2015

Dates to be covered by evaluation: From 04/01/2015 To 09/30/2015

Total cost (all projects): \$ 206,494.50

Total funds to be provided by applicant: \$ 103,247.25

TOTAL JPP INVESTMENT REQUESTED: \$ 103,247.25 In-State Total: \$ 6000.00 Out-of-State Total: 97,247.25

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Section B2 - Projects

Please complete one box for **each project**. It is not necessary to complete a box for each individual advertisement if they are part of a project. For additional projects, add additional attachments.

Project A Title: Online Advertising

Elements: Print Material/Brochure Online/Website Radio TV PR Other: _____

Project Start Date 05/01/2015 Anticipated Completion Date: 09/30/2015

Dates to be covered by JPP Evaluation Report: From 05/01/2015 To 09/30/2015

Total cost for Project A: \$ 82,535

Total Funds to be provided by applicant: \$ 41,268

TOTAL JPP INVESTMENT REQUESTED: \$ 41,268 (In-State Total: \$ 0 Out-of-State Total \$ 41,268)

Project B Title: TV Advertising

Elements: Print Material/Brochure Online/Website Radio TV PR Other: _____

Project Start Date 06/01/2015 Anticipated Completion Date: 08/31/2015

Dates to be covered by JPP Evaluation Report: From 06/01/2015 To 08/31/2015

Total cost for Project B: \$ 77,465

Total Funds to be provided by applicant: \$ 38,732.50

TOTAL JPP INVESTMENT REQUESTED: \$ 38,732.50 (In-State Total: \$ 3000 Out-of-State Total \$ 35,732.50)

Project C Title: Outdoor/Billboard

Elements: Print Material/Brochure Online/Website Radio TV PR Other: Outdoor/Billboard

Project Start Date 06/01/2015 Anticipated Completion Date: 08/31/2015

Dates to be covered by JPP Evaluation Report: From 06/01/2015 To 08/31/2015

Total cost for Project C: \$ 20,000

Total Funds to be provided by applicant: \$ 10,000

TOTAL JPP INVESTMENT REQUESTED: \$ 10,000 (In-State Total: \$ 0 Out-of-State Total \$ 10,000)

Project D Title: Cross Media Mailer

Elements: Print Material/Brochure Online/Website Radio TV PR Other: _____

Project Start Date 04/01/2015 Anticipated Completion Date: 06/30/2015

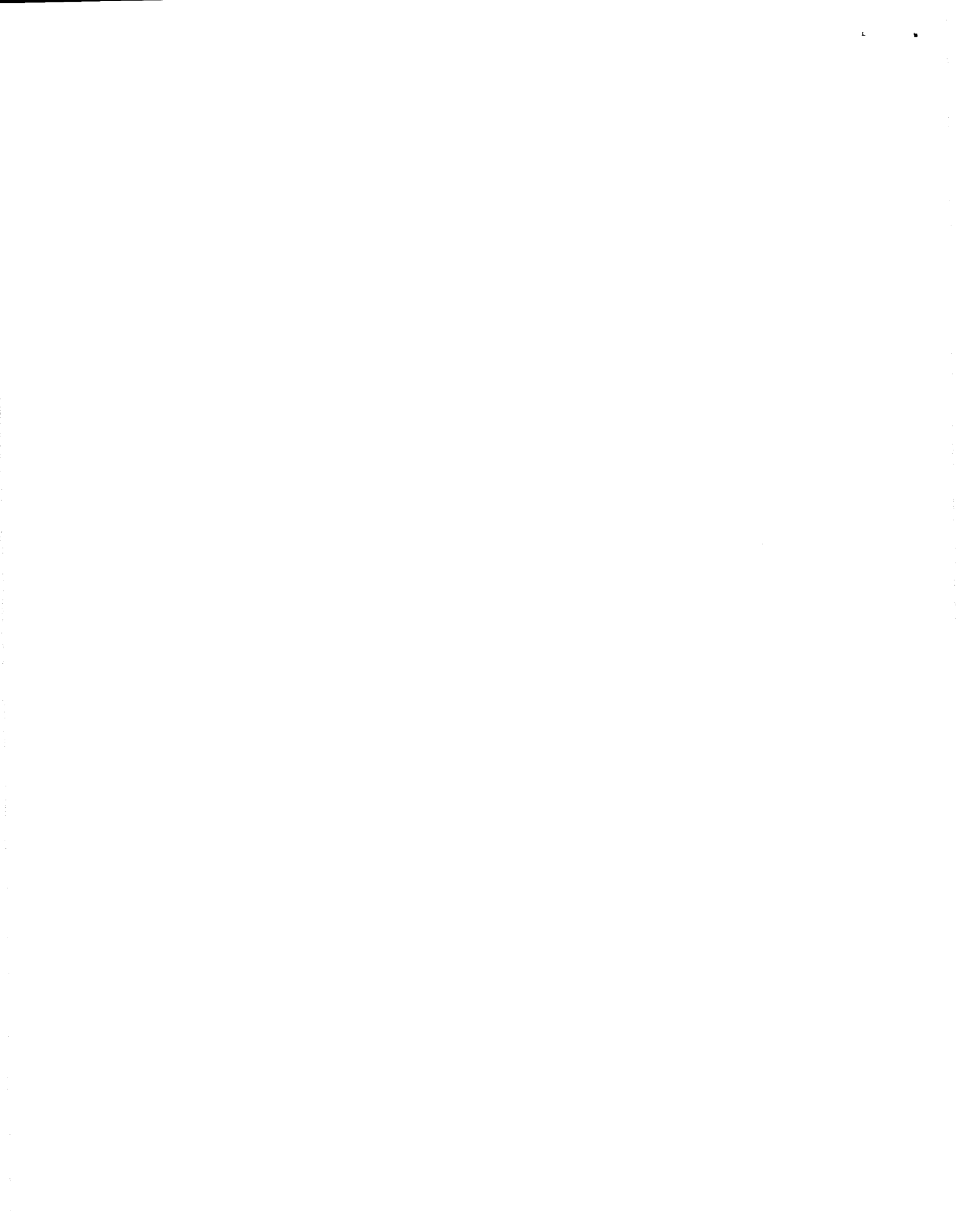
Dates to be covered by JPP Evaluation Report: From 04/01/2015 To 09/30/2015

Total cost for Project D: \$ 26,494.50

Total Funds to be provided by applicant: \$ 13,247.25

TOTAL JPP INVESTMENT REQUESTED: \$ 13,247.25 (In-State Total: \$ 3000 Out-of-State Total \$ 10,247.25)

FOR ADDITIONAL PROJECTS, PLEASE ATTACH A SECOND SHEET



Section E – Signatures

Instructions: Your signature is a commitment to follow the rules and regulations of the program as stated in the Joint Promotional Program Administrative Rules (RES 3300), Section D1 Applicant Responsibilities and D2 Reporting & Reimbursement Requirements.

Three different signatures are required from the organization.

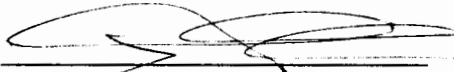
Charyl Reardon, Operations Manager


Signature

6/9/14
Date

Type Name and Title of Applicant
(Contact Person Representing Organization)

Jeffery Woodward, Ex-Officio


Signature

6/9/14
Date

Type Name & Title of Organization Officer

Benjamin Clark, Secretary


Signature

6/9/14
Date

Type Name & Title of Organization Officer

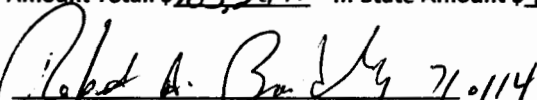
(DO NOT WRITE BELOW THIS LINE)

DTTD AND COMMITTEE USE ONLY

JPP Screening Committee Use Only:

Recommendation: Approval Partial Approval Denial

Amount Total: \$103,247.²⁵ In-State Amount \$6,000.⁰⁰ Out-of-State Amount \$97,247.²⁵


7/1/14
SCREENING COMMITTEE CHAIRPERSON


COMMISSIONER, DEPARTMENT OF RESOURCES
AND ECONOMIC DEVELOPMENT

Conditions of Approval:

1. As detailed in the rules governing JPP grants, each project must adhere to graphic standards requirements as provided in the **Industry Members** section of the DTTD website, under **Grants**: www.visitnh.gov/industrymembers.
2. If any of the printed materials, ad layouts and/or electronic copies are changed from the original version(s) presented during the Screening Committee meeting, the newer version will be submitted for additional approval(s) by the JPP Administrator, **providing not less than 48 hours for DTTD review/approval(s) process.**
3. Work with the Institute of NH Studies to complete research requirements – mokrant@plymouth.edu.
4. Additional conditions may be placed on your approval.





RECEIVED

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

JUN 25 2014

JOINT PROMOTIONAL PROGRAM

D.R.E.D.

for office use only:

Grant # 2015-11

Vendor Code: 160581

Amount of Grant Approved: \$ _____

() In-State Funds () Out-of-State Funds

APPLICATION

Division of Travel and Tourism Development

JPP Administrator

172 Pembroke Road, P.O. Box 1856

Concord, NH 03302-1856

catherine.goff@dred.nh.gov

ORIGINAL

GENERAL INSTRUCTIONS:

This application consists of five sections: A through E. All sections must be completed prior to submission. Be sure to follow the specific instructions given in each section when completing this application. Once all sections are complete, email the application as an attachment to the address provided above. Once reviewed by the JPP Administrator, an email acknowledgement will be sent. The acknowledgement will include a notice of deficiency or a statement of completion. All items listed in the notice of deficiency must be corrected within 5 business days of the date of the email acknowledgment. The statement of completion requires that the original application (with original signatures and all attachments) and 11 copies of the complete package must be mailed within 5 business days of the date of email.

SECTION A – Organization Information

INSTRUCTIONS: Complete the following section. The primary contact and the billing contact should not be the same person.

Organization: Mt Washington Valley Chamber of Commerce Phone # 603-356-5701

Address: PO Box 2300 2617 White Mountain Highway Village Square 1st Floor North Conway NH, 03860

Street City/State Zip

Primary Contact Person: Janice Crawford Title: Executive Director

Address: same as above

Street City/State Zip

Phone: 603-356-5701 ext 303 Fax: 603-356-7069 Email: janice@mtwashingtonvalley.org

Billing Contact: Sarah Verney Title: Bookkeeper

Address: same as above

Street City/State Zip

Phone: 603-356-5701 ext. 301 Fax: 603-356-7069 Email: sarah@mtwashingtonvalley.org

SECTION B1 – Application Summary

Use this section for the total of ALL your projects

Title: 2014/2015 Destination Marketing

Marketing Campaign Includes: Print Material/Brochure Online/Website Radio TV PR Other: Trade Shows, Translation, Distribution

First Start Date July 15, 2014 Last Completion Date: June 30, 2015

Dates to be covered by evaluation: From July 15, 2014 To June 30, 2015

Total cost (all projects): \$ 217,150.94

Total funds to be provided by applicant: \$ 108,575.47

TOTAL JPP INVESTMENT REQUESTED: \$ 108,575.47 In-State Total: \$ 0 Out-of-State Total: 108,575.47

Section B2 - Projects

Please complete one box for **each project**. It is not necessary to complete a box for each individual advertisement if they are part of a project. For additional projects, add additional attachments.

Project A Title: Lead Generation/Niche Marketing

Elements: Print Material/Brochure Online/Website Radio TV PR Other: translation, trade shows, distribution,

Project Start Date July 15, 2014 Anticipated Completion Date: June 30, 2015

Dates to be covered by JPP Evaluation Report: From July 15, 2014 To June 30, 2015

Total cost for Project A: \$ 138,260.94

Total Funds to be provided by applicant: \$ 69,130.37

TOTAL JPP INVESTMENT REQUESTED: \$ 69,130.37 (In-State Total: \$ 0 Out-of-State Total \$ 69,130.37)

Project B Title: Public Relations

Elements: Print Material/Brochure Online/Website Radio TV PR Other: Facebook Adv. and Photography/Video

Project Start Date July 15, 2014 Anticipated Completion Date: June 30, 2015

Dates to be covered by JPP Evaluation Report: From July 15, 2014 To June 30, 2015

Total cost for Project B: \$ 74,140

Total Funds to be provided by applicant: \$ 37,070.00

TOTAL JPP INVESTMENT REQUESTED: \$ 37,070.00 (In-State Total: \$ 0 Out-of-State Total \$ 37,070.00)

Project C Title: SEO

Elements: Print Material/Brochure Online/Website Radio TV PR Other: _____

Project Start Date July 15, 2014 Anticipated Completion Date: June 30, 2015

Dates to be covered by JPP Evaluation Report: From July 15, 2014 To June 30, 2014

Total cost for Project C: \$ 6,750.00

Total Funds to be provided by applicant: \$ 3,375.00

TOTAL JPP INVESTMENT REQUESTED: \$ 3,375.00 (In-State Total: \$ 0 Out-of-State Total \$ 3,375.00)

Project D Title: _____

Elements: Print Material/Brochure Online/Website Radio TV PR Other: _____

Project Start Date _____ Anticipated Completion Date: _____

Dates to be covered by JPP Evaluation Report: From _____ To _____

Total cost for Project D: \$ _____

Total Funds to be provided by applicant: \$ _____

TOTAL JPP INVESTMENT REQUESTED: \$ _____ (In-State Total: \$ _____ Out-of-State Total \$ _____)

FOR ADDITIONAL PROJECTS, PLEASE ATTACH A SECOND SHEET

Section E – Signatures

Instructions: Your signature is a commitment to follow the rules and regulations of the program as stated in the Joint Promotional Program Administrative Rules (RES 3300), Section D1 Applicant Responsibilities and D2 Reporting & Reimbursement Requirements.

Three different signatures are required from the organization.

Janice Crawford, Executive Director [Signature] June 10, 2014
Type Name and Title of Applicant Signature Date
(Contact Person Representing Organization)

Greg Frizzell, President [Signature] June 10, 2014
Type Name & Title of Organization Officer Signature Date

Kim Tibbetts, Treasurer [Signature] June 10, 2015
Type Name & Title of Organization Officer Signature Date

(DO NOT WRITE BELOW THIS LINE)

DTTD AND COMMITTEE USE ONLY

JPP Screening Committee Use Only:

Recommendation: [] Approval [x] Partial Approval [] Denial

Amount Total: \$ 97,807.87 In-State Amount \$ 378.00 Out-of-State Amount \$ 97,429.87

[Signature] 7/8/14
SCREENING COMMITTEE CHAIRPERSON

[Signature]
COMMISSIONER, DEPARTMENT OF RESOURCES AND ECONOMIC DEVELOPMENT

Conditions of Approval:

- 1. As detailed in the rules governing JPP grants, each project must adhere to graphic standards requirements as provided in the Industry Members section of the DTTD website, under Grants: www.visitnh.gov/industrymembers.
2. If any of the printed materials, ad layouts and/or electronic copies are changed from the original version(s) presented during the Screening Committee meeting, the newer version will be submitted for additional approval(s) by the JPP Administrator, providing not less than 48 hours for DTTD review/approval(s) process.
3. Work with the Institute of NH Studies to complete research requirements – mokrant@plymouth.edu.
4. Additional conditions may be placed on your approval.

2014/2015 DESTINATION MARKETING JPP APPLICATION REQUIREMENTS

Section C – Checklist

1. I have reviewed all important documents as outlined on the application check list
2. Certification Materials mailed via snail mail on June 2, 2014
3. **Marketing Plan: Previous applicants must include a statement of progress on the organization's marketing plan.**

The Mt Washington Valley Chamber of Commerce represents over 860 members. 80 percent of these members are directly related to the 4 season tourism product that the valley has become known for. We have found success in staying top of mind in our near market that has a lengthy history of visiting the area.

More recent success has been in the development of the Canadian market. Ease of access, exchange rates and customs changes have been influential in the Canadian psyche's initial interest. Building off of that we have made a concerted effort to engage the Canadian market through attendance at travel/trade shows for both general consumer interest and niche markets, specific PR campaigns, and the gathering of contact information for this market. We hope to continue with our efforts and develop email marketing that is translated into French for their convenience. The Madden Media campaign funded last year garnered over 3000 Canadian email addresses that we will begin to communicate with on a quarterly basis. Always wanting our neighbor to the north to understand our respect and gratitude for their loyalty we will be sending a bi-lingual representative to those shows in predominately French speaking regions of Canada.

Facebook advertising, social media programs, and SEO have increased our fans, unique visitors and stays during traditionally slow periods.

We plan to invest in building the June through July 4th time frame and to continue this investment until we can boast the same success rate as found from our Harvest to Holiday campaign that built the month of November.

Collaboration with the Lincoln/Woodstock, Pemi Valley and NCOCC chambers has begun allowing us to tell a larger story and make our dollars go further through Trade Show presence.

Melody Nester has earned the Certified Destination Manager certification from the Destination Marketing Association.

We have been successful in building partnerships with the Alpine, Nordic Skiing, golf, cycling and shopping industries to help our marketing dollars go further. NEW this year we plan to develop relationships with Competitive Sports Events to attract the Millennial generation and build off season rooms and meals revenue and the Foodie niche through food events, localvores, farmers markets, locally made brews.

4. Board Resolution

The MWVCC&VB Board of Directors fully supports seeking funds from the NH Joint Promotional Program for the grant request(s) contained in this application: Project A – Lead Generation and Niche Marketing, B – Public Relations and C – Search Engine Optimization as