



39

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

September 30, 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 Development to award grants to the organizations listed on the attached in the total amount of \$95,347.31 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 the account titled Division of Travel-Tourism as follows:

03-35-35-352010-36200000-075-500590 Grants, Subsidies and Relief	<u>FY2015</u> \$95,347.31
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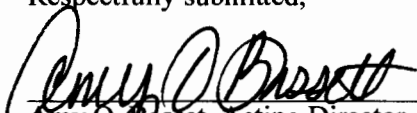
EXPLANATION

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

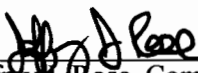
The grant recipient agrees that, to the extent future legislative action by the New Hampshire General Court or by issue of an Executive Order issued in accordance with the laws of the State of New Hampshire by the Governor, said grant may be modified by the Department of Resources and Economic Development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

Respectfully submitted,

Approved,



Amy O. Basset, Acting Director
Division of Travel and Tourism Development



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



JOINT PROMOTIONAL PROGRAM GRANTS SUBMITTED

2015-12 MOUNT WASHINGTON VALLEY CHAMBER OF COMMERCE

Vendor Number 160581

Grant Amount: Up to \$7,013.00

Completion Date: June 30, 2015

Grant is for the 2014/2015 Destination Marketing

2015-13 WHITE MOUNTAINS ATTRACTIONS ASSOCIATION

Vendor Number 160047

Grant Amount: Up to \$70,511.00

Completion Date: September 30, 2015

Grant is for the White Mountains Attractions Map and Guide and for the Canadian Multimedia Campaign

2015-14 GREATER MANCHESTER CHAMBER OF COMMERCE

Vendor Number 154033

Grant Amount: Up to \$9,987.50

Completion Date: September 30, 2015

Grant is for the Downtown Manchester Map and Guide

2015-15 GREATER PORTSMOUTH CHAMBER OF COMMERCE

Vendor Number 154051

Grant Amount: Up to \$7,835.81

Completion Date: June 30, 2015

Grant is for the 2015 Tourism Marketing Campaign



RECEIVED

AUG 18 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 # 2015-12

Vendor Code: 100551

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 ext 303

Address: PO Box 2300, 2617 White Mountain Highway, Village Sq. 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: same as above 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: same as above Email: sarah@mtwashingtonvalley.org

SECTION B1 – Application Summary

Use this section for the total of ALL your projects

Title: 2014/15 Destination Marketing

Marketing Campaign Includes: Print Material/Brochure Online/Website Radio TV PR Other: design work, seo, distribution

First Start Date September 20, 2014 Last Completion Date: June 30, 2015

Dates to be covered by evaluation: From September 20, 2014 To June 30, 2015

Total cost (all projects): \$ 29,796.00

Total funds to be provided by applicant: \$ 14,898.00

TOTAL JPP INVESTMENT REQUESTED: \$ 14,898.00 In-State Total: \$ 14,898.00 Out-of-State Total: 29,796.00

94.50

6,918.50

nd 13.00

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: Design/Email Dist/On-line

Elements: Print Material/Brochure Online/Website Radio TV PR Other: distribution, design,

Project Start Date September 20, 2014 Anticipated Completion Date: June 30, 2015

Dates to be covered by JPP Evaluation Report: From September 20, 2014 To June 30, 2015

Total cost for Project A: \$ 15,151.00

Total Funds to be provided by applicant: \$ 7,575.50

TOTAL JPP INVESTMENT REQUESTED: \$ 7,575.50 (In-State Total: \$ _____ Out-of-State Total \$ 7,575.50)

Project B Title: SEO

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

Project Start Date September 20, 2014 Anticipated Completion Date: June 30, 2015

Dates to be covered by JPP Evaluation Report: From September 20, 2014 To June 30, 2015

Total cost for Project B: \$ 6,045

Total Funds to be provided by applicant: \$ 3,022.50

TOTAL JPP INVESTMENT REQUESTED: \$ 3,022.50 (In-State Total: \$ _____ Out-of-State Total \$ 3,022.50)

eliminated.

Project C Title: Website

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

Project Start Date September 20, 2014 Anticipated Completion Date: June 20, 2015

Dates to be covered by JPP Evaluation Report: From September 20, 2014 To June 30, 2015

Total cost for Project C: \$ 8,600.00

Total Funds to be provided by applicant: \$ 4,300.00

TOTAL JPP INVESTMENT REQUESTED: \$ 4,300.00 (In-State Total: \$ _____ Out-of-State Total \$ 4,300.00)

chamber works proposal

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 \$ _____)

Section C -Checklist

Instructions: As you complete each assigned item below, initial it. If the item is not applicable, write in N/A.

1. *gml* Prior to applying for a grant, review the following important documents, available on the DTTD Industry Members website under *Grants* (<http://www.visitnh.gov/industry-members/login.aspx>): 1.) NH State Law 12-A:1-e , Joint Promotional Program, 2.) CHAPTER Res 3300 RULES FOR JOINT PROMOTIONAL PROGRAM, 3). FAQs, 4.) Online Media Guidelines and 5.) Grant Conditions.

2. *gml* Submit a Certification Form along with required documentation (instructions on DTTD Industry Members website under *Grants*.)

Include the following with the original grant submission and all copies:

3. *gml* Marketing Plan: New applicants must include a copy of the organization's marketing plan for at least the first two years of applications (example available on DTTD Industry Members website under *Grants*). Previous applicants must include a statement of progress on the organization's marketing plan.

4. *gml* Board Resolution: Include a Board Resolution, signed by an officer of the organization. The resolution must indicate support for the application and certify that, if funded; the grant will enhance the organization's commitment to tourism marketing and will not decrease the organization's own funding for tourism promotional activities.

5. *gml* Summary Budget: Includes total cost for application project(s), including matchable and non-matchable parts of the project(s), funds to be provided by the applicant, and total of grant funds requested. (Sample available on the DTTD Industry Members website under *Grants*.)

Include the following in your application for EACH project. Number each project in your application. Number each exhibit or attachment to correspond with this checklist. A project can consist of several elements or types of elements.

6. *gml* Describe the project. Describe, in detail, each project and how it ties into the organization's overall marketing plan. Explain how it will reach the target audience, and what the desired results are. Explain how this method is expected to achieve the desired results. All ads related to the project should be included. It is not necessary to list each individual advertisement in the marketing project as a separate project. 500 word maximum

7. *gml* Describe how the organization will specifically measure the results of the (project) using the guidelines outlined within the JPP program. (JPP-5) 200 word maximum

8. *gml* If we cannot fund the entire project, will the project go forward? Yes No

Explain see document

9. *gml* Provide a Project Budget: Include Income and Expenses. Include funds that have or will be raised for the proposed project as well as total cost for the project, including matchable and non-matchable parts of the project, funds to be provided by the applicant, and total of grant funds requested. (Sample available on the DTTD Industry Members website under *Grants*.)

10. *gml* Distribution of Printed materials: Include a distribution plan and valid distribution contract or letter of commitment with cost from a vendor for the year of the project. (*contracts from prior years will not be accepted*)

11. *gml* Printed materials: Include at least 3 competitive bids (identify which vendor was awarded the bid), and a conceptual or design mock-up reflecting a true sense of what the printed material will look like.

12. *gml* Professional services: Include a contract for the applicable dates of the project.

13. JMC Website work: Include a wireframe, design composition and navigation guide.
14. JMC Media placements: Include a complete schedule with applicable dates for each advertisement and a mockup of the advertisement(s).
15. JMC Public relations: Include a sample release, campaign plan or other descriptive information.
16. JMC Television and Radio: Include storyboards, scripts and placement schedule with applicable dates
17. JMC Trade Shows: Include a valid contract for applicable dates, including space and services. Will show space or brochure space be sublet, sold or traded to members of the organization or anyone else? Yes No

Section D1 – Applicant Responsibilities

Instructions: Initial each item in Sections D1 and D2 to acknowledge each item has been read and understood

18. JMC Once the application is acknowledged as complete, the organization will be notified as to the date and time of the interview. An authorized person listed on the application must attend the JPP Screening Committee meeting and will be asked to provide answers to any questions about the application.
19. JMC Adhere to the graphics standard requirements as provided on the Industry Members section of the DTTD website under Grants.
20. JMC Submit all (mock-up) advertising and printed materials as attachments with this application. Mock-ups will need JPP Administrator approval only IF they have been changed since being presented at the grant presentation/interview.

Section D2 - Reporting and Reimbursement Requirements


21. JMC Participate in the State's research program as designated by the Division of Travel and Tourism Development.
22. JMC Submit all bills for reimbursement within 90 days after the completion date indicated in Section B1 of this application. Form JPP-3 must be used for submitting invoices. Form JPP-3 will be included in your acceptance packet. Any submissions made without the required form will not be accepted.
23. JMC Report any portion of the dollars allocated for the grant that will not be used as soon as it is realized or within 90 days from the completion date of the project.
24. JMC Submit a final report within 90 days after the completion date indicated in Section B1 of this application.
25. JMC Adhere to the PROJECT REQUIREMENTS as required by Administrative Rule RES 3300.
26. JMC Failure to comply with the reporting and reimbursement timeline may result in forfeiture of grant funds for this and future projects.
27. JMC Submit to a project audit, if requested.

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.

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


Signature

8/11/14
Date

GREG Frizzell
Type Name & Title of Organization Officer


Signature

8/11/14
Date

Kim Tibbets
Type Name & Title of Organization Officer


Signature

8/11/14
Date

(DO NOT WRITE BELOW THIS LINE)

DTTD AND COMMITTEE USE ONLY

JPP Screening Committee Use Only:

Recommendation: Approval Partial Approval Denial

Amount Total: \$ 7,013.00 In-State Amount \$ 94.50 Out-of-State Amount \$ 6,918.50


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

AUG 18 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 # 2015-13

Vendor Code: 160017

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: 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 MG & Canada

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

First Start Date 03/01/2015 Last Completion Date: 09/30/2015

Dates to be covered by evaluation: From 03/01/2015 To 09/30/2015

Total cost (all projects): \$ 148,702

Total funds to be provided by applicant: \$ 75,696

TOTAL JPP INVESTMENT REQUESTED: \$ 73,006.00 In-State Total: \$ 3,347.50 Out-of-State Total: 69,658.50

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: White Mountains & NH Map & Guide

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

Project Start Date 03/01/2015 Anticipated Completion Date: 06/30/2015

Dates to be covered by JPP Evaluation Report: From 03/01/2015 To 09/30/2015

Total cost for Project A: \$ 144,456.00

Total Funds to be provided by applicant: \$ 73,573.00

TOTAL JPP INVESTMENT REQUESTED: \$ 70,833.00 (In-State Total: \$ 3,347.50 Out-of-State Total \$ 67,485.50)

Project B Title: Canadian Multimedia Campaign

Elements: Print Material/Brochure Online/Website Radio TV PR Other: Newspaper/Web/EBlast/Leads

Project Start Date 05/01/2015 Anticipated Completion Date: 09/31/2015

Dates to be covered by JPP Evaluation Report: From 05/01/2015 To 09/31/2015

Total cost for Project B: \$ 4246.00

Total Funds to be provided by applicant: \$ 2123.00

TOTAL JPP INVESTMENT REQUESTED: \$ 2123.00 (In-State Total: \$ 0 Out-of-State Total \$ 2123.00)

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 C -Checklist

Instructions: As you complete each assigned item below, initial it. If the item is not applicable, write in N/A.

1. CR Prior to applying for a grant, review the following important documents, available on the DTTD Industry Members website under *Grants* (<http://www.visitnh.gov/industry-members/login.aspx>): 1.) NH State Law 12-A:1-e , Joint Promotional Program, 2.) CHAPTER Res 3300 RULES FOR JOINT PROMOTIONAL PROGRAM, 3.) FAQs, 4.) Online Media Guidelines and 5.) Grant Conditions.
2. CR Submit a Certification Form along with required documentation (instructions on DTTD Industry Members website under *Grants*.)

Include the following with the original grant submission and all copies:

3. CR Marketing Plan: New applicants must include a copy of the organization's marketing plan for at least the first two years of applications (example available on DTTD Industry Members website under *Grants*). Previous applicants must include a statement of progress on the organization's marketing plan.
4. CR Board Resolution: Include a Board Resolution, signed by an officer of the organization. The resolution must indicate support for the application and certify that, if funded; the grant will enhance the organization's commitment to tourism marketing and will not decrease the organization's own funding for tourism promotional activities.
5. CR Summary Budget: Includes total cost for application project(s), including matchable and non-matchable parts of the project(s), funds to be provided by the applicant, and total of grant funds requested. (Sample available on the DTTD Industry Members website under *Grants*.)

Include the following in your application for EACH project. Number each project in your application. Number each exhibit or attachment to correspond with this checklist. A project can consist of several elements or types of elements.

6. CR Describe the project. Describe, in detail, each project and how it ties into the organization's overall marketing plan. Explain how it will reach the target audience, and what the desired results are. Explain how this method is expected to achieve the desired results. All ads related to the project should be included. It is not necessary to list each individual advertisement in the marketing project as a separate project. 500 word maximum
7. CR Describe how the organization will specifically measure the results of the (project) using the guidelines outlined within the JPP program. (JPP-5) 200 word maximum
8. CR If we cannot fund the entire project, will the project go forward? Yes No
Explain If the JPP committee cannot fund this entire project, there is a possibility that the association would not be able to go forward with the project.
 If the association did move forward with the project, it would have to be severely curtailed.
9. CR Provide a Project Budget: Include Income and Expenses. Include funds that have or will be raised for the proposed project as well as total cost for the project, including matchable and non-matchable parts of the project, funds to be provided by the applicant, and total of grant funds requested. (Sample available on the DTTD Industry Members website under *Grants*.)
10. CR Distribution of Printed materials: Include a distribution plan and valid distribution contract or letter of commitment with cost from a vendor for the year of the project. (*contracts from prior years will not be accepted*)
11. CR Printed materials: Include at least 3 competitive bids (identify which vendor was awarded the bid), and a conceptual or design mock-up reflecting a true sense of what the printed material will look like.
12. CR Professional services: Include a contract for the applicable dates of the project.

13. N/A **Website work:** Include a wireframe, design composition and navigation guide.
14. CR **Media placements:** Include a complete schedule with applicable dates for each advertisement and a mockup of the advertisement(s).
15. N/A **Public relations:** Include a sample release, campaign plan or other descriptive information.
16. N/A **Television and Radio:** Include storyboards, scripts and placement schedule with applicable dates
17. N/A **Trade Shows:** Include a valid contract for applicable dates, including space and services. Will show space or brochure space be sublet, sold or traded to members of the organization or anyone else? Yes No

Section D1 – Applicant Responsibilities

Instructions: Initial each item in Sections D1 and D2 to acknowledge each item has been read and understood

18. CR Once the application is acknowledged as complete, the organization will be notified as to the date and time of the interview. An authorized person listed on the application must attend the JPP Screening Committee meeting and will be asked to provide answers to any questions about the application.
19. CR Adhere to the graphics standard requirements as provided on the Industry Members section of the DTTD website under *Grants*.
20. CR Submit all (mock-up) advertising and printed materials as attachments with this application. Mock-ups will need JPP Administrator approval only IF they have been changed since being presented at the grant presentation/interview.


Section D2 - Reporting and Reimbursement Requirements

21. CR Participate in the State's research program as designated by the Division of Travel and Tourism Development.
22. CR Submit all bills for reimbursement within 90 days after the completion date indicated in Section B1 of this application. Form JPP-3 must be used for submitting invoices. Form JPP-3 will be included in your acceptance packet. Any submissions made without the required form will not be accepted.
23. CR Report any portion of the dollars allocated for the grant that will not be used as soon as it is realized or within 90 days from the completion date of the project.
24. CR Submit a final report within 90 days after the completion date indicated in Section B1 of this application.
25. CR Adhere to the PROJECT REQUIREMENTS as required by Administrative Rule RES 3300.
26. CR Failure to comply with the reporting and reimbursement timeline may result in forfeiture of grant funds for this and future projects.
27. CR Submit to a project audit, if requested.

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  8/11/14
Type Name and Title of Applicant Signature Date
(Contact Person Representing Organization)

Jeffery Woodward, Ex-Officio  8/11/14
Type Name & Title of Organization Officer Signature Date

Benjamin Clark, Secretary  8/11/14
Type Name & Title of Organization Officer Signature Date

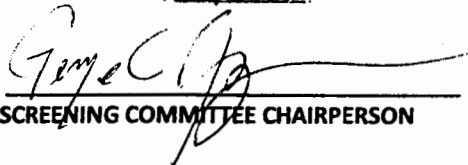
(DO NOT WRITE BELOW THIS LINE)

DTTD AND COMMITTEE USE ONLY

JPP Screening Committee Use Only:

Recommendation: Approval Partial Approval Denial

Amount Total: \$ 70,511.00 In-State Amount \$ 4,000.00 Out-of-State Amount \$ 66,511.00


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.



Form JPP-2 APPLICATION
RECEIVED

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

AUG 27 2014

D.R.E.D.

for office use only:

Grant # 2015-111

Vendor Code: 154033

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:

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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: Greater Manchester Chamber of Commerce Phone # (603) 666-6600

Address: 54 Hanover Street, Manchester, NH 03101

Street 54 Hanover Street City/State Manchester NH Zip 03101
Primary Contact Person: Gemma French Title: VP of Marketing & Public Relations

Address: 54 Hanover Street, Manchester, NH 03101

Street 54 Hanover Street City/State Manchester NH Zip 03101
Phone: (603) 792-4119 Fax: (603) 626-0910 Email: gemmaf@manchester-chamber.org

Billing Contact: Ann Makowski Title: Chief Financial Officer

Address: 54 Hanover Street, Manchester, NH 03101

Street 54 Hanover Street City/State Manchester NH Zip 03101
Phone: (603) 792-4117 Fax: (603) 626-0910 Email: annm@manchester-chamber.org

SECTION B1 – Application Summary

Use this section for the total of ALL your projects

Title: Downtown Manchester Map & Guide

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

First Start Date October 1, 2014 Last Completion Date: September 30, 2015

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

Total cost (all projects): ~~\$ 20,000~~ 25,110.00

Total funds to be provided by applicant: ~~\$ 10,000~~ 15,110.00

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

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: Downtown Manchester Map & Guide

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

Project Start Date October 1, 2014 Anticipated Completion Date: September 30, 2015

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

Total cost for Project A: \$ 20,000

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

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

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 \$ _____)

Section C -Checklist

Instructions: As you complete each assigned item below, initial it. If the item is not applicable, write in N/A.

1. GF Prior to applying for a grant, review the following important documents, available on the DTTD Industry Members website under *Grants* (<http://www.visitnh.gov/industry-members/login.aspx>): 1.) NH State Law 12-A:1-e , Joint Promotional Program, 2.) CHAPTER Res 3300 RULES FOR JOINT PROMOTIONAL PROGRAM, 3). FAQs, 4.) Online Media Guidelines and 5.) Grant Conditions.
2. GF Submit a Certification Form along with required documentation (instructions on DTTD Industry Members website under *Grants*.)

Include the following with the original grant submission and all copies:

3. GF Marketing Plan: New applicants must include a copy of the organization’s marketing plan for at least the first two years of applications (example available on DTTD Industry Members website under *Grants*). Previous applicants must include a statement of progress on the organization’s marketing plan.
4. GF Board Resolution: Include a Board Resolution, signed by an officer of the organization. The resolution must indicate support for the application and certify that, if funded; the grant will enhance the organization’s commitment to tourism marketing and will not decrease the organization’s own funding for tourism promotional activities.
5. GF Summary Budget: Includes total cost for application project(s), including matchable and non-matchable parts of the project(s), funds to be provided by the applicant, and total of grant funds requested. (Sample available on the DTTD Industry Members website under *Grants*.)

Include the following in your application for EACH project. Number each project in your application. Number each exhibit or attachment to correspond with this checklist. A project can consist of several elements or types of elements.

6. GF Describe the project. Describe, in detail, each project and how it ties into the organization’s overall marketing plan. Explain how it will reach the target audience, and what the desired results are. Explain how this method is expected to achieve the desired results. All ads related to the project should be included. It is not necessary to list each individual advertisement in the marketing project as a separate project. 500 word maximum
7. GF Describe how the organization will specifically measure the results of the (project) using the guidelines outlined within the JPP program. (JPP-5) 200 word maximum
8. GF If we cannot fund the entire project, will the project go forward? Yes No

Explain We have raised funds through the sale of ads that will cover the production of 30,000 copies of this publication. The JPP Grant will enable us to expand its reach by printing additional copies for a wider distribution.
The amount of funding the GMCC receives from JPP will dictate the number of copies above and beyond 25K that will be printed. The goal for 2014-2015 is to print 70,000 copies.

9. GF Provide a Project Budget: Include Income and Expenses. Include funds that have or will be raised for the proposed project as well as total cost for the project, including matchable and non-matchable parts of the project, funds to be provided by the applicant, and total of grant funds requested. (Sample available on the DTTD Industry Members website under *Grants*.)
10. GF Distribution of Printed materials: Include a distribution plan and valid distribution contract or letter of commitment with cost from a vendor for the year of the project. (*contracts from prior years will not be accepted*)
11. GF Printed materials: Include at least 3 competitive bids (identify which vendor was awarded the bid), and a conceptual or design *mock-up reflecting a true sense of what the printed material will look like.*
12. N/A Professional services: Include a contract for the applicable dates of the project.

13. N/A **Website work:** Include a wireframe, design composition and navigation guide.
14. N/A **Media placements:** Include a complete schedule with applicable dates for each advertisement and a mockup of the advertisement(s).
15. N/A **Public relations:** Include a sample release, campaign plan or other descriptive information.
16. N/A **Television and Radio:** Include storyboards, scripts and placement schedule with applicable dates
17. N/A **Trade Shows:** Include a valid contract for applicable dates, including space and services. Will show space or brochure space be sublet, sold or traded to members of the organization or anyone else? Yes No

Section D1 – Applicant Responsibilities

Instructions: Initial each item in Sections D1 and D2 to acknowledge each item has been read and understood

18. GF Once the application is acknowledged as complete, the organization will be notified as to the date and time of the interview. An authorized person listed on the application must attend the JPP Screening Committee meeting and will be asked to provide answers to any questions about the application.
19. GF Adhere to the graphics standard requirements as provided on the Industry Members section of the DTTD website under *Grants*.
20. GF Submit all (mock-up) advertising and printed materials as attachments with this application. Mock-ups will need JPP Administrator approval only IF they have been changed since being presented at the grant presentation/interview.

Section D2 - Reporting and Reimbursement Requirements

21. GF Participate in the State's research program as designated by the Division of Travel and Tourism Development.
22. GF Submit all bills for reimbursement within 90 days after the completion date indicated in Section B1 of this application. Form JPP-3 must be used for submitting invoices. Form JPP-3 will be included in your acceptance packet. Any submissions made without the required form will not be accepted.
23. GF Report any portion of the dollars allocated for the grant that will not be used as soon as it is realized or within 90 days from the completion date of the project.
24. GF Submit a final report within 90 days after the completion date indicated in Section B1 of this application.
25. GF Adhere to the PROJECT REQUIREMENTS as required by Administrative Rule RES 3300.
26. GF Failure to comply with the reporting and reimbursement timeline may result in forfeiture of grant funds for this and future projects.
27. GF Submit to a project audit, if requested.

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.

Gemma French, VP of Marketing & Public Relations



8/7/14

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

Signature

Date

Michael Skelton, President & CEO



8/7/14

Type Name & Title of Organization Officer

Signature

Date

Russ Ouellette, Chair-Elect



8/11/2014

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: \$ 9,987.⁵⁰ In-State Amount \$ 9,987.⁵⁰ Out-of-State Amount \$ _____


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.



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

RECEIVED

AUG 27 2014

D.R.E.D.

for office use only:

Grant # 2015-15
Vendor Code: 154051
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 Rochon Title: Tourism Director

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

Billing Contact: Doug Bates Title: President

Address: Same
Street City/State Zip
Phone: 603.610.5516 Fax: same Email: president@portsmouthchamber.org

SECTION B1 -- Application Summary

Use this section for the total of ALL your projects

Title: 2015 Tourism Marketing Campaign - 2

Marketing Campaign Includes: Print Material/Brochure Online/Website Radio TV PR Other: Direct Mail, Social Media

First Start Date 9/1/2014 Last Completion Date: 6/30/2015

Dates to be covered by evaluation: From 9/1/2014 To 6/30/2015

Total cost (all projects): \$ 46,829.71

Total funds to be provided by applicant: \$ 37,098.54
0835.81

7660.51

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: Restaurant Week Portsmouth & the Seacoast

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

Project Start Date 10/1/2014 Anticipated Completion Date: 6/30/2015

Dates to be covered by JPP Evaluation Report: From 10/1/2014 To 6/30/2015

Total cost for Project A: \$ 37,039.71

Total Funds to be provided by applicant: \$ 32,289.05

TOTAL JPP INVESTMENT REQUESTED: \$ 6,750.67 (In-State Total: \$ 5.25 Out-of-State Total \$ 6,745.42)

Project B Title: Hit The Decks

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

Project Start Date 4/1/2015 Anticipated Completion Date: 6/30/2015

Dates to be covered by JPP Evaluation Report: From 4/1/2015 To 6/30/2015

Total cost for Project B: \$ 997

Total Funds to be provided by applicant: \$ 922

TOTAL JPP INVESTMENT REQUESTED: \$ 75 (In-State Total: \$ 70.50 Out-of-State Total \$ 4.50)

Project C Title: Fire & Ice Festival

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

Project Start Date 1/1/2015 Anticipated Completion Date: 2/17/2015

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

Total cost for Project C: \$ 1916.

Total Funds to be provided by applicant: \$ 1449.

TOTAL JPP INVESTMENT REQUESTED: \$ 467 (In-State Total: \$ 0 Out-of-State Total \$ 467)

Project D Title: GoPortsmouthNH.com Promotion

Elements: Print Material/Brochure Online/Website Radio TV PR Other: SEO, Social Media

Project Start Date 9/1/2014 Anticipated Completion Date: 6/30/2015

Dates to be covered by JPP Evaluation Report: From 9/1/2014 To 6/30/2015

Total cost for Project D: \$ 6877

Total Funds to be provided by applicant: \$ 4438.50

TOTAL JPP INVESTMENT REQUESTED: \$ 2438.50 (In-State Total: \$ 99.55 Out-of-State Total \$ 2338.95)

Section C -Checklist

Instructions: As you complete each assigned item below, initial it. If the item is not applicable, write in N/A.

1. VTR Prior to applying for a grant, review the following important documents, available on the DTTD Industry Members website under *Grants* (<http://www.visitnh.gov/industry-members/login.aspx>): 1.) NH State Law 12-A:1-e , Joint Promotional Program, 2.) CHAPTER Res 3300 RULES FOR JOINT PROMOTIONAL PROGRAM, 3). FAQs, 4.) Online Media Guidelines and 5.) Grant Conditions.
2. VTR Submit a Certification Form along with required documentation (instructions on DTTD Industry Members website under *Grants*.)

Include the following with the original grant submission and all copies:

3. VTR Marketing Plan: New applicants must include a copy of the organization's marketing plan for at least the first two years of applications (example available on DTTD Industry Members website under *Grants*). Previous applicants must include a statement of progress on the organization's marketing plan.
4. VTR Board Resolution: Include a Board Resolution, signed by an officer of the organization. The resolution must indicate support for the application and certify that, if funded; the grant will enhance the organization's commitment to tourism marketing and will not decrease the organization's own funding for tourism promotional activities.
5. VTR Summary Budget: Includes total cost for application project(s), including matchable and non-matchable parts of the project(s), funds to be provided by the applicant, and total of grant funds requested. (Sample available on the DTTD Industry Members website under *Grants*.)

Include the following in your application for EACH project. Number each project in your application. Number each exhibit or attachment to correspond with this checklist. A project can consist of several elements or types of elements.

6. VTR Describe the project. Describe, in detail, each project and how it ties into the organization's overall marketing plan. Explain how it will reach the target audience, and what the desired results are. Explain how this method is expected to achieve the desired results. All ads related to the project should be included. It is not necessary to list each individual advertisement in the marketing project as a separate project. 500 word maximum
7. VTR Describe how the organization will specifically measure the results of the (project) using the guidelines outlined within the JPP program. (JPP-5) 200 word maximum
8. VTR If we cannot fund the entire project, will the project go forward? Yes No

Explain Varies by project.

9. VTR Provide a Project Budget: Include Income and Expenses. Include funds that have or will be raised for the proposed project as well as total cost for the project, including matchable and non-matchable parts of the project, funds to be provided by the applicant, and total of grant funds requested. (Sample available on the DTTD Industry Members website under *Grants*.)
10. VTR Distribution of Printed materials: Include a distribution plan and valid distribution contract or letter of commitment with cost from a vendor for the year of the project. (*contracts from prior years will not be accepted*)
11. VTR Printed materials: Include at least 3 competitive bids (identify which vendor was awarded the bid), and a conceptual or design *mock-up reflecting a true sense of what the printed material will look like.*
12. VTR Professional services: Include a contract for the applicable dates of the project.

13. N/A **Website work:** Include a wireframe, design composition and navigation guide.
14. VTR **Media placements:** Include a complete schedule with applicable dates for each advertisement and a mockup of the advertisement(s).
15. N/A **Public relations:** Include a sample release, campaign plan or other descriptive information.
16. VTR **Television and Radio:** Include storyboards, scripts and placement schedule with applicable dates
17. N/A **Trade Shows:** Include a valid contract for applicable dates, including space and services. Will show space or brochure space be sublet, sold or traded to members of the organization or anyone else? Yes No

Section D1 – Applicant Responsibilities

Instructions: Initial each item in Sections D1 and D2 to acknowledge each item has been read and understood

18. VTR Once the application is acknowledged as complete, the organization will be notified as to the date and time of the interview. An authorized person listed on the application must attend the JPP Screening Committee meeting and will be asked to provide answers to any questions about the application.
19. VTR Adhere to the graphics standard requirements as provided on the Industry Members section of the DTTD website under *Grants*.
20. VTR Submit all (mock-up) advertising and printed materials as attachments with this application. Mock-ups will need JPP Administrator approval only IF they have been changed since being presented at the grant presentation/interview.

Section D2 - Reporting and Reimbursement Requirements

21. VTR Participate in the State's research program as designated by the Division of Travel and Tourism Development.
22. VTR Submit all bills for reimbursement within 90 days after the completion date indicated in Section B1 of this application. Form JPP-3 must be used for submitting invoices. Form JPP-3 will be included in your acceptance packet. Any submissions made without the required form will not be accepted.
23. VTR Report any portion of the dollars allocated for the grant that **will not be used as soon as it is realized** or within 90 days from the completion date of the project.
24. VTR Submit a final report within 90 days after the completion date indicated in Section B1 of this application.
25. VTR Adhere to the PROJECT REQUIREMENTS as required by Administrative Rule RES 3300.
26. VTR Failure to comply with the reporting and reimbursement timeline may result in forfeiture of grant funds for this and future projects.
27. VTR Submit to a project audit, if requested.

SECTION D - SIGNATURES

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

Valerie T. Rochon, Tourism Director,
Greater Portsmouth Chamber of
Commerce
 Type Name of Applicant
 (Contact Person Representing Organization)

Valerie T. Rochon

August 8, 2014

Doug Bates, President, Greater
Portsmouth Chamber of Commerce
 Type Name & Title of Organization Officer

Doug Bates
 Signature

Date

August 8, 2014

Ben Wheeler, Chair, Board of Directors,
Greater Portsmouth Chamber of
Commerce
 Type Name & Title of Organization Officer

B. Wheeler
 Signature

Date

August 8, 2014

Date

(DO NOT WRITE BELOW THIS LINE)

DTTD AND COMMITTEE USE ONLY

JPP Screening Committee Use Only:

Recommendation: *Partial* Approval Denial

Amount: \$ 1,835.81

In-State Funds 175.30 Out-of-State Funds 7,660.51

[Signature]
 SCREENING COMMITTEE CHAIRMAN

[Signature]
 COMMISSIONER, DEPARTMENT OF RESOURCES AND
 ECONOMIC DEVELOPMENT

10/2/14
 DATE

DATE

Conditions of Approval:

1. As detailed in the rules governing JPP grants, each project must adhere to graphic standards requirements as provided on the industry section of the DTTD website, under Grants. www.visitnh.gov/industrymembers
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.