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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

September 20, 2013

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 \$207,755.98 for their 2013/2014 in-state and out-of-state marketing projects under the Joint Promotional Program for the grant period upon Governor and Executive Council approval through the dates indicated on the attached sheet. 100% General Funds.

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

	<u>FY 2014</u>
03-35-35-352010-36200000-075-500590 Grants, Subsidies and Relief	\$207,755.98

EXPLANATION

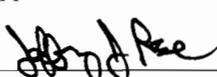
The Joint Promotional Program is a matching funds program within the Division of Travel and Tourism Development designed to invest in tourism promotion initiatives developed by groups such as chambers of commerce and regional associations, in advertising and promoting projects in-state and out-of-state. 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,


Lori Harnois, Director
Division of Travel and Tourism Development

Approved


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



2014-15 NEW HAMPSHIRE CAMPGROUND OWNERS' ASSOCIATION

Vendor ID No. 154892

Grant Amount: UP TO: \$28,978.73

Completion Date: October 31, 2014

Grant is for 2014 NeHaCa Marketing Plan

2014-16 New Hampshire Restaurant and Lodging Association

Vendor ID No. 154090

Grant Amount: UP TO \$19,750.00

Completion Date: July 2014

Grant is for Restaurant Week 2014

2014-17 Northern Community Investment Corporation

Vendor ID No. 154916

Grant Amount: UP TO: \$7,685.75

Completion Date: July 30, 2014

Grant is for NH Grand Marketing Campaign

2014-18 Mt. Washington Valley Chamber of Commerce

Vendor ID No. 160581

Grant Amount: UP TO \$13,975.00

Completion Date: June 2014

Grant is for MWVCC Marketing

2014-19 White Mountains Attractions Association

Vendor ID No. 160047

Grant Amount: UP TO: \$63,766.34

Completion Date: September 30, 2014

Grant is for 2013-2014 Web/Billboard/Brochure

2014-20 Greater Portsmouth Chamber of Commerce

Vendor ID No. 154051

Grant Amount: UP TO: \$11,290.67

Completion Date: May 31, 2014

Grant is for 2014 Tourism Marketing Campaign – Round 2

September 20, 2014

Page 2 of 2

2014-21 Laconia Motorcycle Week Association

Vendor ID No. 157300

Grant Amount: UP TO \$25,400.24

Completion Date: August 2014

Grant is for Laconia Motorcycle Week

2014-22 Jackson Area Chamber of Commerce

Vendor ID No. 160122

Grant Amount: UP TO \$7,152.75

Completion Date: June 30, 2014

Grant is for 2014 Marketing Plan

2014-23 Lakes Region Tourism Association

Vendor ID No. 154146

Grant Amount: UP TO \$3,635.00

Completion Date: June 30, 2014

Grant is for International Marketing

2014-24 Lincoln-Woodstock Chamber of Commerce

Vendor ID No. 154300

Grant Amount: UP TO \$26,121.50

Completion Date: October 2014

Grant is for 2014 Destination Marketing



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AUG 23 2013

Form JPP-2

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

D.R.E.D. Office Use Only:
Grant #: 2014-15
Vendor ID#: 154892
Amount of Grant Approved: 28975.00
 In-State Funds
 Out-of-State Funds

APPLICATION FORM

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

ORIGINAL

SECTION A

Organization: New Hampshire Campground Owners' Association

Address: PO Box 1074 1545 Dover Rd. Epsom, NH 03234
Street City/State Zip

Phone: 736-5540 Website: www.nhlovescampers.com

Person Authorized to Represent Organization:

Name: Gregg Pitman Title: Executive Director E-mail: info@ucampnh.com

Person Responsible for Billing: Name: Walter Rebele Title: Treasurer
(must be different from person listed above)

Address: PO Box 1074 1545 Dover Rd. Epsom, NH 03234
Street City/State Zip

Phone: 736-5540 Fax: 736-5544 E-mail: info@ucampnh.com

SECTION B

► Use this section for the total of all elements ◀

Project Title: 2014 NeHaCa Marketing Plan

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

Starting Date: October 1, 2013 In-State Out-of-State

Completion Date: December 31, 2014

Dates to be Covered by Evaluation: From October 1, 2013 To October 31, 2014

Total Cost of this project: \$108,530.27

Total Funds to be provided by applicant: \$64,711.04

JPP INVESTMENT REQUESTED: \$43,819.23

SECTION B-1

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

Element A Title: Camping & Trade Shows - Eastern Seaboard from Florida to Quebec

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

Starting Date: September 20, 2013 In-State Out-of-State

Completion Date: December 31, 2014

Dates to be Covered by Evaluation: From September 24, 2013 To October 31, 2014

Total Cost of this element: \$38,039.19

Total Funds to be provided by applicant: \$29,965.50

JPP INVESTMENT REQUESTED: \$9,073.69

Element B Title: Literature Distribution

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

Starting Date: January 1, 2014 In-State Out-of-State

Completion Date: December 31, 2014

Dates to be Covered by Evaluation: From January 1, 2014 To October 31, 2014

Total Cost of this element: \$6,025.00

Total Funds to be provided by applicant: \$3,012.50

JPP INVESTMENT REQUESTED: \$3,012.50

Element C Title: Distribution Companies and Information Centers

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

Starting Date: January 1, 2014 In-State Out-of-State

Completion Date: December 31, 2014

Dates to be Covered by Evaluation: From January 1, 2014 To October 31, 2014

Total Cost of this element: \$15,315.08

Total Funds to be provided by applicant: \$7,657.54

JPP INVESTMENT REQUESTED: \$7,657.54

Element D Title: Canadian Marketing

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

Starting Date: January 1, 2014 In-State Out-of-State

Completion Date: December 31, 2014

Dates to be Covered by Evaluation: From January 1, 2014 To December 31, 2014

Total Cost of this element: \$2,130.00

Total Funds to be provided by applicant: \$1,065.00

JPP INVESTMENT REQUESTED: \$1,065.00

FOR ADDITIONAL ELEMENTS, PLEASE ATTACH A SECOND SHEET

SECTION B-1

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

Element A Title: Element E: Marketing & Public Relations

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

Starting Date: October 1, 2013

In-State

Out-of-State

Completion Date: September 30, 2014

Dates to be Covered by Evaluation: From October 1, 2013

To September 30, 2014

Total Cost of this element:

\$10,000.00

Total Funds to be provided by applicant:

\$5,000.00

JPP INVESTMENT REQUESTED:

\$5,000.00

Element B Title: Element F: Trade Show Display Carts

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

Starting Date: October 1, 2013

In-State

Out-of-State

Completion Date: December 31, 2014

Dates to be Covered by Evaluation: From October 1, 2013

To December 31, 2014

Total Cost of this element:

\$2,060.00

Total Funds to be provided by applicant:

\$1,030.00

JPP INVESTMENT REQUESTED:

\$1,030.00

Element C Title: Element G: Radio Marketing Campaign

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

Starting Date: September 1, 2013

In-State

Out-of-State

Completion Date: October 31, 2014

Dates to be Covered by Evaluation: From September 1, 2013

To October 31, 2014

Total Cost of this element:

\$12,300.00

Total Funds to be provided by applicant:

\$6,150.00

JPP INVESTMENT REQUESTED:

\$6,150.00

Element D Title: Element H: Magazine Advertising

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

Starting Date: October 1, 2013

In-State

Out-of-State

Completion Date: September 30, 2014

Dates to be Covered by Evaluation: From October 1, 2013

To September 30, 2014

Total Cost of this element:

\$3,280.00

Total Funds to be provided by applicant:

\$1,640.00

JPP INVESTMENT REQUESTED:

\$1,640.00

FOR ADDITIONAL ELEMENTS, PLEASE ATTACH A SECOND SHEET

SECTION B-1

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

Element A Title: Element I: Newspaper Advertising

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

Starting Date: October 1, 2013 In-State Out-of-State

Completion Date: September 30, 2014

Dates to be Covered by Evaluation: From October 1, 2013 To September 30, 2014

Total Cost of this element: \$7,381.00

Total Funds to be provided by applicant: \$3,690.50

JPP INVESTMENT REQUESTED: \$3,690.50

Element B Title: Element J: On-Line Advertising

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

Starting Date: October 1, 2013 In-State Out-of-State

Completion Date: December 31, 2014

Dates to be Covered by Evaluation: From October 1, 2013 To December 31, 2014

Total Cost of this element: \$11,000.00

Total Funds to be provided by applicant: \$5,500.00

JPP INVESTMENT REQUESTED: \$5,500.00

Element C Title: _____

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

Starting Date: _____ In-State Out-of-State

Completion Date: _____

Dates to be Covered by Evaluation: From _____ To _____

Total Cost of this element: \$ _____

Total Funds to be provided by applicant: \$ _____

JPP INVESTMENT REQUESTED: \$ _____

Element D Title: _____

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

Starting Date: _____ In-State Out-of-State

Completion Date: _____

Dates to be Covered by Evaluation: From _____ To _____

Total Cost of this element: \$ _____

Total Funds to be provided by applicant: \$ _____

JPP INVESTMENT REQUESTED: \$ _____

FOR ADDITIONAL ELEMENTS, PLEASE ATTACH A SECOND SHEET

SECTION B-1- CONTINUED

INSTRUCTIONS: On a separate sheet, clearly describe each element listed, responding to items 1 through 8. If there is more than one element, please type a separate sheet for each element. Please be brief and to the point. If the item is not applicable, write in N/A.

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

Please Explain: The various elements of the NeHaCa's 2013-2014 Marketing Project will go forward without JPP funds but on a more limited scale.

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

SECTION C - APPLICANT RESPONSIBILITIES

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

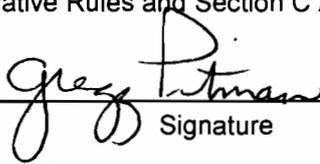
REPORTING AND REIMBURSEMENT

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

SECTION D - SIGNATURES

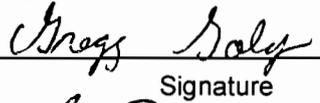
INSTRUCTIONS: Your signature is a commitment (RES 3300) to follow the rules and regulations of the program as stated in the Joint Promotional Program Administrative Rules and Section C Applicant Responsibilities.

Gregg Pitman
Type Name of Applicant
(Contact Person Representing Organization)


Signature

7/18/13
Date

Gregg Goldberg, President
Type Name & Title of Organization Officer


Signature

7/18/13
Date

Walter Rebele, Treasurer
Type Name & Title of Organization Officer


Signature

7/18/13
Date

(DO NOT WRITE BELOW THIS LINE)

DTTD AND COMMITTEE USE ONLY

JPP Screening Committee Use Only:

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

Amount: \$ 28,978.73

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


SCREENING COMMITTEE CHAIRMAN

9-10-13
DATE


COMMISSIONER, DEPARTMENT OF RESOURCES AND
ECONOMIC DEVELOPMENT

9/30/13
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.

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

New Hampshire Campground Owners' Association

Project Title: 2014 NeHaCa Marketing Campaign

		<u>Matchable</u>	<u>NON</u> <u>Matchable</u>	<u>Total</u>
Element A				
Camping & Trade Shows	Income	\$ 29,965.50	\$ 9,073.69	\$ 39,039.19
	Expense	\$ 9,073.69	\$ 29,965.50	\$ 39,039.19
Element B				
Literature Distribution	Income	\$ 3,012.50	\$ 3,012.50	\$ 6,025.00
	Expense	\$ 3,012.50	\$ 3,012.50	\$ 6,025.00
Element C				
Distribution Companies Information Centers	Income	\$ 7,657.54	\$ 7,657.54	\$ 15,315.08
	Expense	\$ 7,657.54	\$ 7,657.54	\$ 15,315.08
Element D				
Canadian Marketing	Income	\$ 1,065.00	\$ 1,065.00	\$ 2,130.00
	Expense	\$ 1,065.00	\$ 1,065.00	\$ 2,130.00
Element E				
Marketing & Public Relations	Income	\$ 5,000.00	\$ 5,000.00	\$ 10,000.00
	Expense	\$ 5,000.00	\$ 5,000.00	\$ 10,000.00
Element F				
Trade Show Display Carts	Income	\$ 1,030.00	\$ 1,030.00	\$ 2,060.00
	Expense	\$ 1,030.00	\$ 1,030.00	\$ 2,060.00
Element G				
Radio Marketing Campaign	Income	\$ 6,150.00	\$ 6,150.00	\$ 12,300.00
	Expense	\$ 6,150.00	\$ 6,150.00	\$ 12,300.00
Element H				
Magazine Advertising	Income	\$ 1,640.00	\$ 1,640.00	\$ 3,280.00
	Expense	\$ 1,640.00	\$ 1,640.00	\$ 3,280.00
Element I				
Newspaper Advertising	Income	\$ 3,690.50	\$ 3,690.50	\$ 7,381.00
	Expense	\$ 3,690.50	\$ 3,690.50	\$ 7,381.00

Element J

On-Line Advertising

Income	\$ 5,500.00	\$ 5,500.00	\$ 11,000.00
Expense	\$ 5,500.00	\$ 5,500.00	\$ 11,000.00

Project Application Total

Income	\$ 64,711.04	\$ 43,819.23	\$ 108,530.27
Expense	\$ 43,819.23	\$ 64,711.04	\$ 108,530.27

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Form JPP-2



D.R.E.D.

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

Office Use Only:
Grant #: 2014-16
Vendor ID#: 154090
Amount of Grant Approved: 19,750.00
 In-State Funds
 Out-of-State Funds

APPLICATION FORM

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

ORIGINAL

SECTION A

Organization: New Hampshire Restaurant & Lodging Association

Address: P.O. Box 1175 | 341 Loudon Concord, NH 03301
Road, Unit 3 City/State Zip
Street

Phone: 603-228-9585 Website: Nhlra.Com

Person Authorized to Represent Organization:

Name: Mike Somers Title: President & CEO E-mail: msomers@nhlra.com

Person Responsible for Billing: (must be different from person listed above) Name: Celia Nardo Title: Chief Operations Officer

Address: 341 Loudon Road, Unit 3 Concord, NH 03301
Street City/State Zip

Phone: 603-228-9585 Fax: 603-226-1829 E-mail: Cnardo@Nhlra.Com

SECTION B

► Use this section for the TOTAL of ALL elements ◀

Project Title: Restaurant Week 2014

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

Starting Date: November 2013 In-State Out-of-State

Completion Date: June 2014

Dates to be Covered by Evaluation: From August 2013 To July 2014

Total Cost of this project: \$202,119

Total Funds to be provided by applicant: \$125,619

JPP INVESTMENT REQUESTED: \$76,500

SECTION B-1

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

Element A Title: In-State

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

Starting Date: February 2014 In-State Out-of-State
 Completion Date: June 2014

Dates to be Covered by Evaluation: From February 2014 To June 2014

Total Cost of this element: \$70,725
 Total Funds to be provided by applicant: \$59,850

JPP INVESTMENT REQUESTED: \$10,875 *only 10,875 allowed*

Element B Title: Web Promotion

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

Starting Date: October 2013 In-State Out-of-State
 Completion Date: June 2014

Dates to be Covered by Evaluation: From October 2013 To June 2014

Total Cost of this element: \$14,644
 Total Funds to be provided by applicant: \$7,394

JPP INVESTMENT REQUESTED: \$7,250

Element C Title: Mobile App

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

Starting Date: November 2013 In-State Out-of-State
 Completion Date: June 2014

Dates to be Covered by Evaluation: From November 2013 To June 2014

Total Cost of this element: \$3,000
 Total Funds to be provided by applicant: \$1,500

JPP INVESTMENT REQUESTED: \$1,500

Element D Title: National Advertising

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

Starting Date: February 2014 In-State Out-of-State
 Completion Date: June 2014

Dates to be Covered by Evaluation: From February 2014 To June 2014

Total Cost of this element: \$113,750
 Total Funds to be provided by applicant: \$56,875

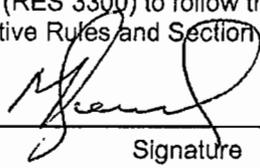
JPP INVESTMENT REQUESTED: \$56,875

FOR ADDITIONAL ELEMENTS, 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.

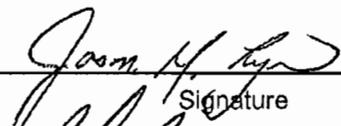
Mike Somers
Type Name of Applicant
(Contact Person Representing Organization)



Signature

8-20-13
Date

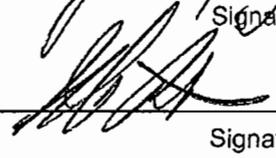
Jason Lyon, Secretary/Treasurer
Type Name & Title of Organization Officer



Signature

8-20-13
Date

Jeff Pelletier, Vice President Lodging
Type Name & Title of Organization Officer



Signature

8/22/14
Date

(DO NOT WRITE BELOW THIS LINE)

DTTD AND COMMITTEE USE ONLY

JPP Screening Committee Use Only:

Recommendation: Approval Denial

Amount: \$ 19,750.00

In-State Funds Out-of-State Funds



SCREENING COMMITTEE CHAIRMAN

9-10-13
DATE



COMMISSIONER, DEPARTMENT OF RESOURCES AND ECONOMIC DEVELOPMENT

9/30/13
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.

SECTION B-1- CONTINUED

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

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

Please Explain: _____

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

SECTION C - APPLICANT RESPONSIBILITIES

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

REPORTING AND REIMBURSEMENT

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

Department of Resources and Economic Development
Division of Travel and Tourism Development
Joint Promotional Program
Application Budget Summary
New Hampshire Lodging & Restaurant Association

Project Title: 2014 Restaurant Week NH

	<u>Matchable</u>	<u>Non Matchable</u>	<u>Total</u>
Element A Title			
In State Marketing			
Income:	\$ 10,000.00	\$ 60,725.00	\$70,725.00
Expenses:	\$ 10,000.00	\$60,725.00	\$70,725.00
Element B Title			
Web Promotion - Out of State			
Income:	\$ 7,250.00	\$ 7,394.00	\$14,644.00
Expenses:	\$ 7,250.00	\$ 7,394.00	\$14,644.00
Element C Title			
Mobile App - Out of State			
Income:	\$ 1,500.00	\$ 1,500.00	\$3,000.00
Expenses:	\$ 1,500.00	\$ 1,500.00	\$3,000.00
Element D Title			
National Advertising - Out of State			
Income:	\$ 56,875.00	\$ 56,875.00	\$113,750.00
Expenses:	\$ 56,875.00	\$ 56,875.00	\$113,750.00
PROJECT APPLICATION TOTAL			
Income:	\$75,625.00	\$126,494.00	\$202,119.00
Expenses:	\$75,625.00	\$126,494.00	\$202,119.00

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AUG 06 2013

Form JPP-2



D.R.E.D.

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

Office Use Only:
Grant #: 2014-17
Vendor ID#: 154916
Amount of Grant Approved: 7,685.75
 In-State Funds
 Out-of-State Funds

APPLICATION FORM

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

ORIGINAL

SECTION A

Organization: Northern Community Investment Corporation

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

Phone: 603-788-2700 Website: Www.Ncic.Org

Person Authorized to Represent Organization:

Name: Cathy Conway Title: Vice President E-mail: cconway@ncic.org
Economic Development

Person Responsible for Billing: Name: Jane Newland Title: Chief Operating Officer
(must be different from person listed above)

Address: 51 Depot Square, Suite #2 St Johnsbury, VT 05819
Street City/State Zip

Phone: 802-748-5101 Fax: 802-748-1884 E-mail: Jnewland@Ncic.Org

SECTION B

► Use this section for the TOTAL of ALL elements ◀

Project Title: NH Grand Marketing Campaign

Type: Brochure Website Event Adv Media: Radio Print TV
 Online Other Tourism Promotion Campaign

Starting Date: September 1, 2013 In-State Out-of-State

Completion Date: June 30, 2014

Dates to be Covered by Evaluation: From September 1, 2013 To July 30, 2014

Total Cost of this project: \$37,871.50

Total Funds to be provided by applicant: \$18,935.75

JPP INVESTMENT REQUESTED: \$18,935.75

SECTION B-1

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

Element A Title: Radio Advertising

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

Starting Date: September 1, 2013 In-State Out-of-State
Completion Date: June 30, 2014

Dates to be Covered by Evaluation: From September 1, 2013 To July 30, 2014

Total Cost of this element: \$22,500
Total Funds to be provided by applicant: \$11,250
JPP INVESTMENT REQUESTED: \$11,250

Element B Title: Print Advertising

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

Starting Date: September 1, 2013 In-State Out-of-State
Completion Date: June 30, 2014

Dates to be Covered by Evaluation: From September 1, 2013 To July 30, 2014

Total Cost of this element: \$8,741.50
Total Funds to be provided by applicant: \$4,370.75
JPP INVESTMENT REQUESTED: \$4,370.75

Element C Title: Moose Map Brochure

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

Starting Date: September 1, 2013 In-State Out-of-State
Completion Date: June 30, 2014

Dates to be Covered by Evaluation: From September 1, 2013 To July 30, 2014

Total Cost of this element: \$6,630
Total Funds to be provided by applicant: \$3,315
JPP INVESTMENT REQUESTED: \$3,315

Element D Title: n/a

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

Starting Date: _____ In-State Out-of-State
Completion Date: _____

Dates to be Covered by Evaluation: From _____ To _____

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

FOR ADDITIONAL ELEMENTS, PLEASE ATTACH A SECOND SHEET

SECTION B-1- CONTINUED

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

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

Please Explain: The project will go forward as far as funding will allow. If we do not receive the matching grant, we may need to scale back some of the marketing activities to align with the funding available.

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

SECTION C - APPLICANT RESPONSIBILITIES

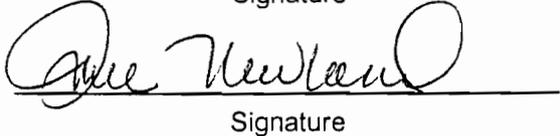
1. Attend the meeting of the screening committee of the Joint Promotional Program and give up to a 15 minute presentation describing the proposed project.
2. Adhere to graphic standards requirements as provided on the industry section of the DTTD website under JPP.
3. Submit to a project audit if requested.

REPORTING AND REIMBURSEMENT

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

SECTION D - SIGNATURES

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

<p><u>Cathy Conway</u> Type Name of Applicant (Contact Person Representing Organization)</p>	 _____ Signature	<p><u>7/25/13</u> Date</p>
<p><u>Cathy Conway, VP Economic Development</u> Type Name & Title of Organization Officer</p>	 _____ Signature	<p><u>7/25/13</u> Date</p>
<p><u>Jane Newland, Chief Operating Officer</u> Type Name & Title of Organization Officer</p>	 _____ Signature	<p><u>7/25/13</u> Date</p>

(DO NOT WRITE BELOW THIS LINE)

DTTD AND COMMITTEE USE ONLY

JPP Screening Committee Use Only:

Recommendation: Approval Denial

Amount: \$ 7,685.⁷⁵

In-State Funds Out-of-State Funds



SCREENING COMMITTEE CHAIRMAN



COMMISSIONER, DEPARTMENT OF RESOURCES AND ECONOMIC DEVELOPMENT

9-10-13

DATE

9/30/13

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.

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

NCIC- New Hampshire Grand Initiative

Project Title: 2013-2014 NH Grand Marketing Campaign

	Matchable	Non Matchable	Total
Element A			
Radio Advertising			
Income:	\$11,250.00	\$11,250.00	\$22,500.00
Expenses:	\$11,250.00	\$11,250.00	\$22,500.00
Element B			
Print Advertising			
Income:	\$ 4,370.75	\$ 4,370.75	\$ 8,741.50
Expenses:	\$ 4,370.75	\$ 4,370.75	\$ 8,741.50
Element C			
Moose Map Brochure			
Income:	\$ 3,315.00	\$ 3,315.00	\$6,630.00
Expenses:	\$ 3,315.00	\$ 3,315.00	\$6,630.00
PROJECT APPLICATION TOTAL			
Income:	\$18,935.75	\$18,935.75	\$37,871.50
Expenses:	\$18,935.75	\$18,935.75	\$37,871.50

ORIGINAL



Form JPP-2

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

JOINT PROMOTIONAL PROGRAM

Office Use Only:
Grant #: 2011-18
Vendor ID#: 160581 00
Amount of Grant Approved: 13,975.
 In-State Funds
 Out-of-State Funds

APPLICATION FORM

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

SECTION A

Organization: Mt Washington Valley Chamber of Commerce

Address: Po Box 2300 North Conway, NH 03860
Street City/State Zip

Phone: 356-5701 Website: Mtwashingtonvley.Org

Person Authorized to Represent Organization:

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

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

Address: Po Box 2300 No Conway, NH 03860
Street City/State Zip

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

SECTION B

► Use this section for the TOTAL of ALL elements ◀

Project Title: MWVCC Marketing

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

Starting Date: Oct. 2013 In-State Out-of-State

Completion Date: June. 2014

Dates to be Covered by Evaluation: From July 2013 To June 2014

Total Cost of this project: \$68,550

Total Funds to be provided by applicant: \$34,275

JPP INVESTMENT REQUESTED: \$34,275

SECTION B-1

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

Element A Title: Canadian Group Business
Type: Brochure Website Event Adv Media: Radio Print TV
 Online Other **Contract Labor**

Starting Date: Oct. 2013 In-State Out-of-State
Completion Date: June 2014
Dates to be Covered by Evaluation: From July 2013 To June 2014
Total Cost of this element: **\$8,600**
Total Funds to be provided by applicant: **\$4,300**
JPP INVESTMENT REQUESTED: **\$4,300**

Element B Title: TV Campaign
Type: Brochure Website Event Adv Media: Radio Print TV
 Online Other _____

Starting Date: Dec. 2013 In-State Out-of-State
Completion Date: Feb. 2014
Dates to be Covered by Evaluation: From Dec. 2013 To Feb. 2014
Total Cost of this element: **\$59,950**
Total Funds to be provided by applicant: **\$29,975**
JPP INVESTMENT REQUESTED: **\$29,975**

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

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

Element D Title: _____
Type: Brochure Website Event Adv Media: Radio Print TV
 Online Other _____

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

FOR ADDITIONAL ELEMENTS, PLEASE ATTACH A SECOND SHEET

SECTION B-1- CONTINUED

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

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

Please Explain: We would not be able to generate the additional \$34,275 necessary to pay for these projects.

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

SECTION C - APPLICANT RESPONSIBILITIES

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

REPORTING AND REIMBURSEMENT

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

SECTION D - SIGNATURES

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

<u>Janice Crawford, Executive Director</u> Type Name of Applicant (Contact Person Representing Organization)		<u>8/13/13</u> Date
<u>Greg Frizzell, President</u> Type Name & Title of Organization Officer		<u>8/13/13</u> Date
<u>Kim Tibbetts, Treasurer</u> Type Name & Title of Organization Officer		<u>8/13/13</u> Date

(DO NOT WRITE BELOW THIS LINE)

DTTD AND COMMITTEE USE ONLY

JPP Screening Committee Use Only:

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

Amount: \$ 13,975.00

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



 SCREENING COMMITTEE CHAIRMAN

9-10-13

 DATE



 COMMISSIONER, DEPARTMENT OF RESOURCES AND
 ECONOMIC DEVELOPMENT

9/30/13

 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.

JPP APPLICATION- Out of State
August 13, 2013
FROM MT WASHINGTON VALLEY CHAMBER OF COMMERCE
BUDGET SUMMARY

ELEMENT A- International Marketing -Canadian Group Sales

Income	Match	JPP	Total
	\$4,300	\$4,300	\$8,600
Expenses	Match	JPP	Total
	\$4,300	\$4,300	\$8,600

ELEMENT B – Boston TV – Winter Campaign

Income	Match	JPP	Total
	\$29,975	\$29,975	\$59,950
Expenses	Match	JPP	Total
	\$29,975	\$29,975	\$59,950
TOTAL	\$34,275	\$34,275	\$68,550

ORIGINAL



RECEIVED

AUG 12 2013

Form JPP-2

D.R.E.D.

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

Office Use Only:
Grant #: 2014-19
Vendor ID#: 160017
Amount of Grant Approved: 63,766.34
 In-State Funds
 Out-of-State Funds

APPLICATION FORM

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

SECTION A

Organization: White Mountains Attractions Association

Address: Po Box 10 North Woodstock / NH 03262
Street City/State Zip

Phone: 603-745-8720 **Website:** www.VisitWhiteMountains.com

Person Authorized to Represent Organization:

Name: Charyl Reardon **Title:** Operations Manager **E-mail:** charyl@visitwhitemountain
s.com

Person Responsible for Billing: (must be different from person listed above) **Name:** Meg Cowan **Title:** Marketing Assistant

Address: PO Box 10 North Woodstock / NH 03262
Street City/State Zip

Phone: 603-745-8720 **Fax:** 603-745-6765 **E-mail:** meg.cowan@visitwhitemountains
.com

SECTION B

▶ Use this section for the TOTAL of ALL elements ◀

Project Title: 2013-2014 Web/Billboard/Brochure

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

Starting Date: 03/01/2014 In-State Out-of-State

Completion Date: 09/30/2014

Dates to be Covered by Evaluation: From 03/01/2014 To 09/30/2014

Total Cost of this project: \$198,326.67

Total Funds to be provided by applicant: \$107,905.34

JPP INVESTMENT REQUESTED: \$90,421.34

SECTION B-1

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

Element A Title: VisitWhiteMountains.com

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

Starting Date: 01/01/2014 In-State Out-of-State

Completion Date: 03/01/2014

Dates to be Covered by Evaluation: From 03/1/2014 To 09/30/2014

Total Cost of this element: \$19,010.00

Total Funds to be provided by applicant: \$9505.00

JPP INVESTMENT REQUESTED: \$9505.00

Element B Title: Brochure Translation

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

Starting Date: 12/01/2013 In-State Out-of-State

Completion Date: 03/01/2014

Dates to be Covered by Evaluation: From 12/01/2013 To 09/30/2014

Total Cost of this element: \$4667.67

Total Funds to be provided by applicant: \$2333.84

JPP INVESTMENT REQUESTED: \$2333.84

Element C Title: WM Map & Guide

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

Starting Date: 12/01/2013 In-State Out-of-State

Completion Date: 03/01/2014

Dates to be Covered by Evaluation: From 03/01/2014 To 09/30/2014

Total Cost of this element: \$153,349.00

Total Funds to be provided by applicant: \$85,416.50

JPP INVESTMENT REQUESTED: \$67,932.50

Element D Title: Billboard Posters

Type: Brochure Web Event Adv Media: Radio Print TV
 Online Other Billboards

Starting Date: 06/15/2014 In-State Out-of-State

Completion Date: 08/15/2014

Dates to be Covered by Evaluation: From 06/15/2014 To 08/15/2014

Total Cost of this element: \$21,300.00

Total Funds to be provided by applicant: \$10,650.00

JPP INVESTMENT REQUESTED: \$ 10,650.00

SECTION B-1- CONTINUED

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

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

Please Explain: _____

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

SECTION C - APPLICANT RESPONSIBILITIES

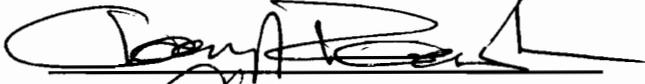
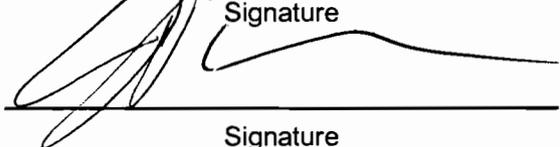
1. Attend the meeting of the screening committee of the Joint Promotional Program and give up to a 15 minute presentation describing the proposed project.
2. Adhere to graphic standards requirements as provided on the industry section of the DTTD website under JPP.
3. Submit to a project audit if requested.

REPORTING AND REIMBURSEMENT

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

SECTION D - SIGNATURES

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

Charyl Reardon Type Name of Applicant (Contact Person Representing Organization)	 _____ Signature	8/9/13 _____ Date
Rob Arey, Chairperson Type Name & Title of Organization Officer	 _____ Signature	8/9/13 _____ Date
Benjamin Clark, Secretary Type Name & Title of Organization Officer	 _____ Signature	8/9/13 _____ Date

(DO NOT WRITE BELOW THIS LINE)

DTTD AND COMMITTEE USE ONLY

JPP Screening Committee Use Only:

Recommendation: Approval Denial

Amount: \$ 63,766.34

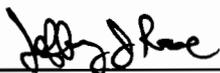
In-State Funds Out-of-State Funds



SCREENING COMMITTEE CHAIRMAN

9-10-13

DATE



COMMISSIONER, DEPARTMENT OF RESOURCES AND
ECONOMIC DEVELOPMENT

9/30/13

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.

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

White Mountains Attractions Association

Project Title: 2013-2014 Web/Billboard/Brochure

	<u>Matchable</u>	<u>Non Matchable</u>	<u>Total</u>
Element A Title			
VisitWhiteMountains.com			
Income:	\$ 9,505.00	\$ 9,505.00	\$ 19,010.00
Expenses:	\$ 9,505.00	\$ 9,505.00	\$ 19,010.00
Element B Title			
Brochure Translations			
Income:	\$ 2,333.84	\$ 2,333.84	\$ 4,667.67
Expenses:	\$ 2,333.84	\$ 2,333.84	\$ 4,667.67
Element C Title			
WM Map & Guide			
Income:	\$ 85,416.50	\$ 67,932.50	\$ 153,349.00
Expenses:	\$ 67,932.50	\$ 85,416.50	\$ 153,349.00
Element D Title			
Billboard			
Income:	\$ 10,650.00	\$ 10,650.00	\$ 21,300.00
Expenses:	\$ 10,650.00	\$ 10,650.00	\$ 21,300.00
PROJECT APPLICATION TOTAL			
Income:	\$ 107,905.34	\$ 90,421.34	\$ 198,326.67
Expenses:	\$ 90,421.34	\$ 107,905.34	\$ 198,326.67

ORIGINAL



Form JPP-2

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

Office Use Only:
Grant #: 2014-20
Vendor ID#: 154051
Amount of Grant Approved: 11290.67
 In-State Funds
 Out-of-State Funds

APPLICATION FORM

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

SECTION A

Organization: Greater Portsmouth Chamber of Commerce

Address: 500 Market Street Portsmouth, NH 03801
Street City/State Zip

Phone: 603.610.5510 Website: Goportsmouthnh.Com

Person Authorized to Represent Organization:

Name: Doug Bates Title: President E-mail: president@portsmouthchamber.org

Person Responsible for Billing: Name: Samantha Engel Title: Business Manager
(must be different from person listed above)

Address: Same City/State Zip
Street

Phone: 603.610.5515 Fax: 603.436.5118 E-mail: Business@Portsmouthchamber.Org

SECTION B

► Use this section for the TOTAL of ALL elements ◀

Project Title: 2014 Tourism Marketing Campaign - Round 2

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

Starting Date: 9/15/2013 In-State Out-of-State

Completion Date: 5/31/2014

Dates to be Covered by Evaluation: From 9/15/2013 To 5/31/2014

Total Cost of this project: \$57,250.64

Total Funds to be provided by applicant: \$41,102.97

JPP INVESTMENT REQUESTED: \$16,147.67

SECTION B-1

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

Element A Title: Restaurant Week Portsmouth & the Seacoast

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

Starting Date: 9/15/2013 In-State Out-of-State

Completion Date: 5/31/2014

Dates to be Covered by Evaluation: From 9/15/2013 To 5/31/2014

Total Cost of this element: \$57,250.64

Total Funds to be provided by applicant: \$41,102.97

JPP INVESTMENT REQUESTED: \$16,147.67

Element B Title: N/A

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

Starting Date: _____ In-State Out-of-State

Completion Date: _____

Dates to be Covered by Evaluation: From _____ To _____

Total Cost of this element: \$ _____

Total Funds to be provided by applicant: \$ _____

JPP INVESTMENT REQUESTED: \$ _____

Element C Title: N/A

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

Starting Date: _____ In-State Out-of-State

Completion Date: _____

Dates to be Covered by Evaluation: From _____ To _____

Total Cost of this element: \$ _____

Total Funds to be provided by applicant: \$ _____

JPP INVESTMENT REQUESTED: \$ _____

Element D Title: N/A

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

Starting Date: _____ In-State Out-of-State

Completion Date: _____

Dates to be Covered by Evaluation: From _____ To _____

Total Cost of this element: \$ _____

Total Funds to be provided by applicant: \$ _____

JPP INVESTMENT REQUESTED: \$ _____

FOR ADDITIONAL ELEMENTS, PLEASE ATTACH A SECOND SHEET

SECTION B-1- CONTINUED

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

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

Please Explain: See attached Element description.

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

SECTION C - APPLICANT RESPONSIBILITIES

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

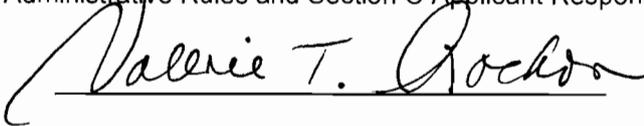
REPORTING AND REIMBURSEMENT

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

SECTION D - SIGNATURES

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

Valerie T. Rochon, Tourism Manager,
Greater Portsmouth Chamber of
Commerce



August 8, 2013

Type Name of Applicant
(Contact Person Representing Organization)

Signature

Date

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

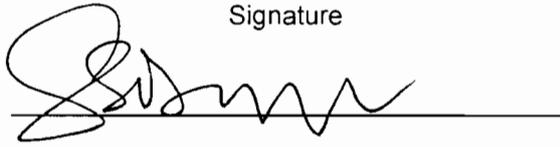


August 8, 2013

Signature

Date

Shari Donnermeyer, Chair, Board of
Directors, Greater Portsmouth Chamber
of Commerce
Type Name & Title of Organization Officer



August 8, 2013

Signature

Date

(DO NOT WRITE BELOW THIS LINE)

DTTD AND COMMITTEE USE ONLY

JPP Screening Committee Use Only:

Recommendation: Approval Denial

Amount: \$ 11,290.67

In-State Funds Out-of-State Funds


SCREENING COMMITTEE CHAIRMAN
COMMISSIONER, DEPARTMENT OF RESOURCES AND
ECONOMIC DEVELOPMENT

9-10-13
DATE

9/30/13
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.

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

GREATER PORTSMOUTH CHAMBER OF COMMERCE

Project Title: 2014 Tourism Marketing Campaigns - Round 2

8/9/2013

Income:	Matchable	Non Matchable	Total
Portsmouth Chamber	\$8,852.33	\$24,955.30	\$16,102.97
Membership/Contributions	\$ 25,000.00		\$25,000.00
Total Income Raised:	\$ 16,147.67	\$ 24,955.30	\$41,102.97
JPP Request:**		\$ 16,147.67	\$ 16,147.67
Total Income	\$ 16,147.67	\$ 41,102.97	\$ 57,250.64

Expense:

	Matchable	Non Matchable	Total	Exhibit #
ELEMENT A - Restaurant Week Portsmouth & the Seacoast, November & March (In and Out of state)				
* Rack card & poster design - in-house	\$ -	\$ 375.00	\$ 375.00	1 pages 1-2, 2
* Photography	\$ -	\$ 100.00	\$ 100.00	3 pages 1-3; 4
* Printing (2 X 10,000) rack cards	\$ -	\$ 1,207.00	\$ 1,207.00	5 pages 1-4
* Printing (2 X 150) posters	\$ -	\$ 198.50	\$ 198.50	6 pages 1-4
* Printing sponsor boards x 4	\$ -	\$ 140.00	\$ 140.00	7 pages 1-3
Diner Survey cards, in-house design	\$ -	\$ 75.00	\$ 75.00	8 pages 1-3
Diner Survey cards, print	\$ -	\$ 484.00	\$ 484.00	
Distribution local	\$ -	\$ 517.00	\$ 517.00	
* Online ad design	\$ -	\$ 770.00	\$ 770.00	9 pages 1-2
Print ad design - in-house	\$ -	\$ 250.00	\$ 250.00	
Summary of advertising expenses		\$ -	\$ -	10
* Print advertising In-state (see summary)	\$ -	\$ 3,028.98	\$ 3,028.98	11, pages 1-4, 12, pages 1-5
Print Advertising out of state (see summary)	\$ 3,225.02	\$ -	\$ 3,225.02	13 pages 1-3, 14 pages 1-3, 15, pages 1-5
* Web advertising In-state		\$ 2,548.80	\$ 2,548.80	16 page 1-4, 17 pages 1-2
Web advertising Out-of-state	\$ 8,431.20		\$ 8,431.20	17, pages 1-2; 18, pages 1-2; 19, pages 1-3; 20, pages 1-2; 21, pages 1-3
* Radio Ads In-state (incl. PSAs)	\$ -	\$ 5,624.00	\$ 5,624.00	22 pages 1-3; 23 pages 1-3; 24 pages 1-3
Radio Ads Out-of-state	\$ 4,280.00		\$ 4,280.00	25 page 1-11

Expense:	Matchable	Non Matchable	Total	Exhibit #
Television Out-of-state incl production	\$ 4,000.00		\$ 4,000.00	26 pages 1-2
** Direct Mail in state	\$ 5,434.00	\$ 6,637.02	\$ 12,071.02	27 pages 1-2 & 5-8
Direct Mail out of state	\$ 6,925.12		\$ 6,925.12	27 pages 1 & 3-8
Personnel	\$ -	\$ 3,000.00	\$ 3,000.00	
PR (see Round 1, Element M)	\$ -		\$ -	
Subtotal	\$ 32,295.34	\$ 24,955.30	\$ 57,250.64	
	\$ 16,147.67			

* These expenses would normally be matchable except that we have hit the \$10,000 limit for in-state marketing funds.
 ** Round 1 in-state grants totalled \$7283. Balance to request a match is \$2717. \$2717 x 2 = \$5434 remaining eligible to match.

ORIGINAL



Form JPP-2

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

JOINT PROMOTIONAL PROGRAM

Office Use Only:
Grant #: 2014-21
Vendor ID#: 157300
Amount of Grant Approved: 25,400.24
 In-State Funds
 Out-of-State Funds

APPLICATION FORM

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

SECTION A

Organization: Laconia Motorcycle Week Association

Address: Po Box 5399 Laconia, NH 03247
Street City/State Zip

Phone: 603-366-2000 Website: www.Laconiamcweek.Com

Person Authorized to Represent Organization:

Name: Charlie St. Clair or Jennifer Anderson Title: Executive Director & Director E-mail: info@laconiamcweek.com

Person Responsible for Billing: Name: Debbie Blais Title: Book-Keeper
(must be different from person listed above)

Address: Po Box 5399 Laconia, NH 03247
Street City/State Zip

Phone: 603-366-2000 Fax: 603-366-2200 E-mail: Info@Laconiamcweek.Com

SECTION B

► Use this section for the TOTAL of ALL elements ◀

Project Title: Laconia Motorcycle Week

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

Starting Date: September 2013 In-State Out-of-State

Completion Date: August 2014

Dates to be Covered by Evaluation: From September 2013 To August 2014

Total Cost of this project: \$116,402.48

Total Funds to be provided by applicant: \$58,201.24

JPP INVESTMENT REQUESTED: \$58,201.24

SECTION B-1

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

Element A Title: Print Ads

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

Starting Date: September 2013

In-State Out-of-State

Completion Date: August 2014

Dates to be Covered by Evaluation: From December 2013

To June 2014

Total Cost of this element:

\$22,165.00

Total Funds to be provided by applicant:

\$11,082.50

JPP INVESTMENT REQUESTED:

\$11,082.50

Element B Title: Billboards

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

Starting Date: September 2013

In-State Out-of-State

Completion Date: August 2014

Dates to be Covered by Evaluation: From March 2014

To August 2014

Total Cost of this element:

\$4,205.00

Total Funds to be provided by applicant:

\$2,102.50

JPP INVESTMENT REQUESTED:

\$2,102.50

Element C Title: Trade Shows

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

Starting Date: September 2013

In-State Out-of-State

Completion Date: August 2014

Dates to be Covered by Evaluation: From December 2013

To May 2014

Total Cost of this element:

\$24,429.86

Total Funds to be provided by applicant:

\$12,214.93

JPP INVESTMENT REQUESTED:

\$12,214.93

Element D Title: Laconia Rally News

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

Starting Date: September 2013

In-State Out-of-State

Completion Date: August 2014

Dates to be Covered by Evaluation: From November 2013

To June 2014

Total Cost of this element:

\$65,602.62

Total Funds to be provided by applicant:

\$32,801.31

JPP INVESTMENT REQUESTED:

\$32,801.31

FOR ADDITIONAL ELEMENTS, PLEASE ATTACH A SECOND SHEET

SECTION B-1- CONTINUED

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

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

Please Explain: We request funds each year from JPP because it alleviates some of the financial burden associated with our day-to-day advertising operations. However, without grants, we would still continue the same advertising plan because it is essential to our mission and vision of this Association *(see marketing plan).

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

SECTION C - APPLICANT RESPONSIBILITIES

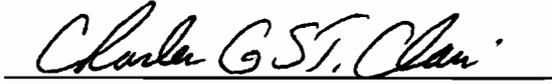
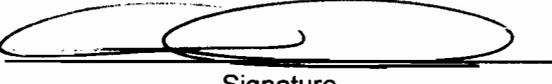
1. Attend the meeting of the screening committee of the Joint Promotional Program and give up to a 15 minute presentation describing the proposed project.
2. Adhere to graphic standards requirements as provided on the industry section of the DTTD website under JPP.
3. Submit to a project audit if requested.

REPORTING AND REIMBURSEMENT

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

SECTION D - SIGNATURES

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

<u>Charlie St. Clair</u> Type Name of Applicant (Contact Person Representing Organization)	 _____ Signature	<u>8-12-13</u> Date
<u>Jennifer Anderson - Secretary</u> Type Name & Title of Organization Officer	 _____ Signature	<u>8-12-13</u> Date
<u>Richard Ray - Treasurer</u> Type Name & Title of Organization Officer	 _____ Signature	<u>8-12-13</u> Date

(DO NOT WRITE BELOW THIS LINE)

DTTD AND COMMITTEE USE ONLY

JPP Screening Committee Use Only:

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

Amount: \$ 25,400.24

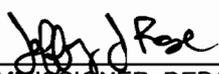
In-State Funds **Out-of-State Funds**



SCREENING COMMITTEE CHAIRMAN

9-10-13

DATE



COMMISSIONER, DEPARTMENT OF RESOURCES AND
ECONOMIC DEVELOPMENT

9/30/13

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/industry members
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.

Revised: July 2008

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

Laconia Motorcycle Week Association

Project Title: Laconia Motorcycle Week

	<u>Matchable</u>	<u>Non Matchable</u>	<u>Total</u>
Element A Title			
Print Ads			
Income:	\$11,082.50	\$11,082.50	\$22,165.00
Expenses:	\$11,082.50	\$11,082.50	\$22,165.00
Element B Title			
Billboards			
Income:	\$ 2,102.50	\$ 2,102.50	\$ 4,205.00
Expenses:	\$ 2,102.50	\$ 2,102.50	\$ 4,205.00
Element C Title			
Trade Shows			
Income:	\$ 12,214.93	\$ 12,214.93	\$24,429.86
Expenses:	\$ 12,214.93	\$ 12,214.93	\$24,429.86
Element D Title			
Laconia Rally News			
Income:	\$ 32,801.31	\$ 32,801.31	\$ 65,602.62
Expenses:	\$ 32,801.31	\$ 32,801.31	\$ 65,602.62
PROJECT APPLICATION TOTAL			
Income:	\$58,201.24	\$58,201.24	\$116,402.48
Expenses:	\$58,201.24	\$58,201.24	\$116,402.48
JPP			
Request:	\$ 58,201.24		



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

Office Use Only:
Grant #: 2014.22
Vendor ID#: 160122
Amount of Grant Approved: 1,152.75
 In-State Funds
 Out-of-State Funds

APPLICATION FORM

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

SECTION A

Organization: Jackson Area Chamber of Commerce

Address: Po Box 304 Jackson, NH 03846
Street City/State Zip

Phone: 603-383-9356 Website: www.Jacksonnh.Com

Person Authorized to Represent Organization:

Name: Sue Ann Methot Title: President E-mail: sue.methot@gmail.com

Person Responsible for Billing: Name: Kathleen L. Driscoll Title: Exeutive Director
(must be different from person listed above)

Address: Po Box 304 Jackson, NH 03846
Street City/State Zip

Phone: 603-383-9356 Fax: 603-383-0931 E-mail: Kathleen@Jacksonnh.Com

SECTION B

► Use this section for the TOTAL of ALL elements ◀

Project Title: <u>2014 Marketin Plan</u>	
Type: <input checked="" type="checkbox"/> Brochure <input checked="" type="checkbox"/> Website <input checked="" type="checkbox"/> Event <input type="checkbox"/> Adv Media:	<input type="checkbox"/> Radio <input checked="" type="checkbox"/> Print <input type="checkbox"/> TV <input type="checkbox"/> Online <input checked="" type="checkbox"/> Other <u>Training</u>
Starting Date: <u>09/01/13</u>	<input type="checkbox"/> In-State <input checked="" type="checkbox"/> Out-of-State
Completion Date: <u>06/30/14</u>	
Dates to be Covered by Evaluation: From <u>07/01/13</u>	To <u>06/30/14</u>
Total Cost of this project:	<u>\$17,745.50</u>
Total Funds to be provided by applicant:	<u>\$8,872.75</u>
JPP INVESTMENT REQUESTED:	<u>\$8,872.75</u>

SECTION B-1

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

Element A Title: Boston.com

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

Starting Date: 11/01/13 In-State Out-of-State
Completion Date: 06/30/14

Dates to be Covered by Evaluation: From 09/01/13 To 06/30/14

Total Cost of this element: \$6,008.00
Total Funds to be provided by applicant: \$3,004.00
JPP INVESTMENT REQUESTED: \$3,004.00

Element B Title: Google AdWords

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

Starting Date: 09/01/13 In-State Out-of-State
Completion Date: 06/30/14

Dates to be Covered by Evaluation: From 09/01/13 To 06/30/14

Total Cost of this element: \$6,000.00
Total Funds to be provided by applicant: \$3,000.00
JPP INVESTMENT REQUESTED: \$3,000.00

Element C Title: Boston Ski + Snowboard Expo

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

Starting Date: 11/14/13 In-State Out-of-State
Completion Date: 11/17/13

Dates to be Covered by Evaluation: From 09/01/13 To 06/30/14

Total Cost of this element: \$2,250.00
Total Funds to be provided by applicant: \$1,125.00
JPP INVESTMENT REQUESTED: \$1,125.00

Element D Title: NH Winter Guide

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

Starting Date: 10/2013 In-State Out-of-State
Completion Date: 03/31/14

Dates to be Covered by Evaluation: From 09/01/13 To 06/30/14

Total Cost of this element: \$1,200
Total Funds to be provided by applicant: \$600.00
JPP INVESTMENT REQUESTED: \$600.00

FOR ADDITIONAL ELEMENTS, PLEASE ATTACH A SECOND SHEET

SECTION B-1

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

Element E Title: Return of the Pumpkin People Map

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

Starting Date: 09/15/13 In-State Out-of-State
Completion Date: 10/20/13

Dates to be Covered by Evaluation: From 09/01/13 To 06/30/14

Total Cost of this element: **\$1097.50**
Total Funds to be provided by applicant: **\$548.75**
JPP INVESTMENT REQUESTED: \$548.75

Element F Title: Paid Search Consulting and Social Media Training

Type: Brochure Website Event Adv Media: Radio Print TV
 Online Other Consulting/Training

Starting Date: 09/01/13 In-State Out-of-State
Completion Date: 11/30/13

Dates to be Covered by Evaluation: From 09/01/13 To 06/30/14

Total Cost of this element: **\$1190.**
Total Funds to be provided by applicant: **\$595.**
JPP INVESTMENT REQUESTED: \$595.

Element C Title: _____

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

Starting Date: _____ In-State Out-of-State
Completion Date: _____

Dates to be Covered by Evaluation: From _____ To _____

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

Element D Title: _____

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

Starting Date: _____ In-State Out-of-State
Completion Date: _____

Dates to be Covered by Evaluation: From _____ To _____

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

FOR ADDITIONAL ELEMENTS, PLEASE ATTACH A SECOND SHEET

SECTION B-1- CONTINUED

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

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

Please Explain: Some could be completed but the programs would have to be much less.

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

SECTION C - APPLICANT RESPONSIBILITIES

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

REPORTING AND REIMBURSEMENT

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

SECTION D - SIGNATURES

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

Kathleen L. Driscoll Type Name of Applicant (Contact Person Representing Organization)	 _____ Signature	<u>8-12-13</u> Date
Sue Ann Methot, President Type Name & Title of Organization Officer	 _____ Signature	<u>8-12-13</u> Date
Robert Bowman, Treasurer Type Name & Title of Organization Officer	 _____ Signature	<u>8/12/13</u> Date

(DO NOT WRITE BELOW THIS LINE)

DTTD AND COMMITTEE USE ONLY

JPP Screening Committee Use Only:

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

Amount: \$ 7,152.75

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



SCREENING COMMITTEE CHAIRMAN

9-10-13

DATE



COMMISSIONER, DEPARTMENT OF RESOURCES AND
ECONOMIC DEVELOPMENT

9/30/13

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.

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

JACKSON AREA CHAMBER OF COMMERCE

Project Title: 2012/2013 Marketing Plan

	<u>Matchable</u>	<u>Non Matchable</u>	<u>Total</u>
Element A			
Boston.com			
Income:	\$3,004.00	\$3,004.00	\$6,008.00
Expenses:	\$3,004.00	\$3,004.00	\$6,008.00
Element B			
Google AdWords			
Income:	\$ 3,000.00	\$ 3,000.00	\$ 6,000.00
Expenses:	\$ 3,000.00	\$ 3,000.00	\$ 6,000.00
Element C			
Boston Ski + Snowboard Expo			
Income:	\$ 1,125.00	\$ 1,125.00	\$2,250.00
Expenses:	\$ 1,125.00	\$ 1,125.00	\$2,250.00
Element D			
NH Winter Guide			
Income:	\$ 600.00	\$ 600.00	\$1,200.00
Expenses:	\$ 600.00	\$ 600.00	\$1,200.00
Element E			
Return of the Pumpkin People Map Brochure			
Income:	\$ 548.75	\$ 548.75	\$1,097.50
Expenses:	\$ 548.75	\$ 548.75	\$1,097.50
Element F			
Paid Search Consulting and Social Media Training			
Income:	\$ 595.00	\$ 595.00	\$1,190.00
Expenses:	\$ 595.00	\$ 595.00	\$1,190.00
PROJECT APPLICATION TOTAL			
Income:	\$8,872.75	\$8,872.75	\$17,745.50
Expenses:	\$8,872.75	\$8,872.75	\$17,745.50

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AUG 23 2013 Form JPP-2

D.R.E.D

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

Office Use Only:
Grant #: 2014-23
Vendor ID#: 154146
Amount of Grant Approved: 3,635.00
 In-State Funds
 Out-of-State Funds

APPLICATION FORM

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

SECTION A

Organization: Lakes Region Tourism Association

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

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

Person Authorized to Represent Organization:

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

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

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

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

SECTION B

► Use this section for the TOTAL of ALL elements ◀

Project Title: International Marketing

Type: Brochure Website Event Adv Media: Radio Print TV
 Online Other Sales & Training Missions

Starting Date: September 15, 2013 In-State Out-of-State

Completion Date: June 30, 2014

Dates to be Covered by Evaluation: From September 15, 2013 To June 30, 2014

Total Cost of this project: \$ 12,170

Total Funds to be provided by applicant: \$ 8,535

JPP INVESTMENT REQUESTED: \$ 3,635

SECTION B-1

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

Element A Title: International Marketing Campaign

Type: Brochure Website Event Adv Media: Radio Print TV
 Online Other Sales Mission
Tradeshow

Starting Date: September 15, 2013 In-State Out-of-State
Completion Date: June 30, 2014

Dates to be Covered by Evaluation: From September 15, 2013 To June 30, 2014

Total Cost of this element: \$ 12,170
Total Funds to be provided by applicant: \$ 8,535
JPP INVESTMENT REQUESTED: \$ 3,635

Element B Title: _____

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

Starting Date: In-State Out-of-State
Completion Date: _____

Dates to be Covered by Evaluation: From _____ To _____

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

Element C Title: _____

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

Starting Date: In-State Out-of-State
Completion Date: _____

Dates to be Covered by Evaluation: From _____ To _____

Total Cost of this element: \$ _____
Total Funds to be provided by applicant: \$ 0
JPP INVESTMENT REQUESTED: \$ _____

Element D Title: _____

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

Starting Date: In-State Out-of-State
Completion Date: _____

Dates to be Covered by Evaluation: From _____ To _____

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

FOR ADDITIONAL ELEMENTS, PLEASE ATTACH A SECOND SHEET

SECTION B-1- CONTINUED

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

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

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

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

SECTION C - APPLICANT RESPONSIBILITIES

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

REPORTING AND REIMBURSEMENT

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

SECTION D - SIGNATURES

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

<u>Kimberly S. Sperry</u> Type Name of Applicant (Contact Person Representing Organization)	<u></u> Signature	<u>6/6/13</u> Date
<u>Gail Batstone, President</u> Type Name & Title of Organization Officer	<u></u> Signature	<u>6/6/13</u> Date
<u>Mary Lamprey Bare, Secretary</u> Type Name & Title of Organization Officer	<u></u> Signature	<u>6/6/13</u> Date

(DO NOT WRITE BELOW THIS LINE)

DTTD AND COMMITTEE USE ONLY

JPP Screening Committee Use Only:

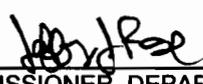
Recommendation: **Approval** **Denial**

Amount: \$ 3,635.00

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


SCREENING COMMITTEE CHAIRMAN

9-10-13
DATE


COMMISSIONER, DEPARTMENT OF RESOURCES AND
ECONOMIC DEVELOPMENT

9/30/13
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.

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

Lakes Region Tourism Association

Project Title: 2014 Lakes Region Tourism Marketing Programs

Element E Title: Lakes& Mountains International Tradeshow Participation

<u>Income:</u>	<u>Matchable</u>	Non <u>Matchable</u>	<u>Total</u>
White Mountain Attractions	\$ 1,817.50	\$ 2,450.00	\$ 4,267.50
Lakes Region Tourism	\$ 1,817.50	\$ 2,450.00	\$ 4,267.50
	\$ -	\$ -	\$ -
Total Income Raised:	\$ 3,635.00	\$ 4,900.00	\$ 8,535.00
JPP Request:**		\$ 3,635.00	\$ 3,635.00
Total Income	\$ 3,635.00	\$ 8,535.00	\$ 12,170.00

Expense:

	<u>Matchable</u>	Non <u>Matchable</u>	<u>Total</u>	<u>Exhibi t #</u>
1) Tradeshow				
LA Event - Japanese Market (2)	\$ 1,000.00	\$ 1,000.00	\$ 2,000.00	1
Tokyo Sales Mission (1)	\$ 2,000.00	\$ -	\$ 2,000.00	1
Airfare		\$ 1,600.00	\$ 1,600.00	
Lodging		\$ 1,400.00	\$ 1,400.00	
Meals		\$ 300.00	\$ 300.00	
Misc Travel		\$ 100.00	\$ 100.00	
MidAtlantic Travel Show	\$ 1,300.00	\$ -	\$ 1,300.00	2
Meals	\$ -	\$ 400.00	\$ 400.00	
Misc. travel	\$ -	\$ 100.00	\$ 100.00	
2) Advertising				
Essentially America UK	\$ 1,260.00		\$ 1,260.00	3
Essentially America Germany	\$ 1,710.00		\$ 1,710.00	3
Total Expenses	\$ 7,270	\$ 4,900	\$ 12,170	

Notes:

ORIGINAL



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AUG 13 2013
D.R.E.D.

Form JPP-2

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

JOINT PROMOTIONAL PROGRAM

Office Use Only:

Grant #: 2014-24

Vendor ID#: 1543CC

Amount of Grant Approved: 26,121.50

In-State Funds

Out-of-State Funds

APPLICATION FORM

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

SECTION A

Organization: Lincoln Woodstock Chamber of Commerce

Address: 25 South Mountain Drive Lincoln, NH 03251
Street City/State Zip

Phone: 603-745-6621 Website: Lincolnwoodstock.Com

Person Authorized to Represent Organization:

Name: Mark LaClair Title: Executive Director E-mail: mark@lincolnwoodstock.com

Person Responsible for Billing: (must be different from person listed above) Name: Alyssa Yolda Title: Assistant Director

Address: 25 South Mountain Drive Lincoln, NH 03251
Street City/State Zip

Phone: 603-745-6621 Fax: _____ E-mail: Alyssa@Lincolnwoodstock.Com

SECTION B

► Use this section for the TOTAL of ALL elements ◀

Project Title: 2014 Destination Marketing

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

Starting Date: October 2013 In-State Out-of-State

Completion Date: October 2014

Dates to be Covered by Evaluation: From November 2013 To October 2014

Total Cost of this project: \$70,863.00

Total Funds to be provided by applicant: \$35,431.50

JPP INVESTMENT REQUESTED: \$35,431.50

SECTION B-1

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

Element A Title: Year Round

Type: Brochure Website Event Adv Media: Radio Print TV
 Online Other **Creative Design**

Starting Date: October 2013 In-State Out-of-State
Completion Date: October 2014
Dates to be Covered by Evaluation: From November 2013 To October 2014
Total Cost of this element: **\$31,920.00**
Total Funds to be provided by applicant: **\$15,960.00**
JPP INVESTMENT REQUESTED: **\$15,960.00**

Element B Title: Summer

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

Starting Date: April 2014 In-State Out-of-State
Completion Date: October 2014
Dates to be Covered by Evaluation: From May 204 To October 2014
Total Cost of this element: **\$38,943.00**
Total Funds to be provided by applicant: **\$19,471.50**
JPP INVESTMENT REQUESTED: **\$19,471.50**

Element C Title: _____

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

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

Element D Title: _____

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

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

FOR ADDITIONAL ELEMENTS, PLEASE ATTACH A SECOND SHEET

SECTION B-1- CONTINUED

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2. How will you measure results?
3. If we cannot fund this entire request, will the project go forward? Yes No

Please Explain: _____

4. **Project Budget:** On a separate page, provide a detailed budget sheet for this project, detailing expenses, matchable and unmatchable and funds raised or will be raised by your organization for the proposed project. **PLEASE NOTE: If you are requesting investment in several elements, include detailed budget page for each and a summary page**
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 - **Television and Billboard:** Storyboard, scripts and placement schedule
 - **Radio:** Script and proposed media placement schedule
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SECTION C - APPLICANT RESPONSIBILITIES

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3. Submit to a project audit if requested.

REPORTING AND REIMBURSEMENT

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

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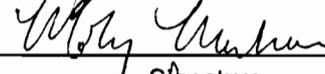
Mark LaClair, Executive Director
Type Name of Applicant
(Contact Person Representing Organization)



Signature

8/13/13
Date

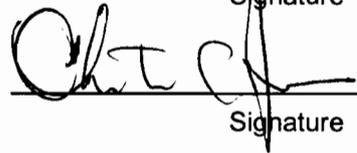
Molly Mahar, President
Type Name & Title of Organization Officer



Signature

8/13/13
Date

Christine Jessen, President-Elect
Type Name & Title of Organization Officer



Signature

8/13/13
Date

(DO NOT WRITE BELOW THIS LINE)

DTTD AND COMMITTEE USE ONLY

JPP Screening Committee Use Only:

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

Amount: \$ 26,121.50

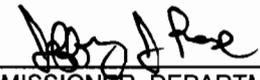
In-State Funds **Out-of-State Funds**



SCREENING COMMITTEE CHAIRMAN

9-10-13

DATE



COMMISSIONER, DEPARTMENT OF RESOURCES AND
ECONOMIC DEVELOPMENT

9/30/13

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.

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

Lincoln Woodstock Chamber of Commerce

Project Title: 2014 Destination Marketing

	<u>Matchable</u>	<u>Non Matchable</u>	<u>Total</u>	<u>In State</u>	<u>Out of State</u>
Element A: Year Round					
Income:	\$15,960.00	\$15,960.00	\$31,920.00		
Expenses:	\$15,960.00	\$15,960.00	\$31,920.00	\$5,060.00	\$26,860.00
Element B: Summer					
Income:	\$ 19,471.50	\$ 19,471.50	\$ 38,943.00		
Expenses:	\$ 19,471.50	\$ 19,471.50	\$ 38,943.00	-	\$38,943.00
PROJECT APPLICATION TOTAL					
Income:	\$35,431.50	\$35,431.50	\$70,863.00		
Expenses:	\$35,431.50	\$35,431.50	\$70,863.00	\$5,060.00	\$65,803.00