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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

April 3, 2015

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

REQUESTED ACTION

Authorize the Department of Resources and Economic Development, Division of Travel and Tourism Development to award grants to the organizations listed on the attached in the total amount of \$9,036.50 for their 2014/2015 in-state and out-of-state marketing projects under the Joint Promotional Program for the grant period upon Governor and Executive Council approval through the dates indicated on the attached sheet. 100% General Funds.

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

	<u>FY 2015</u>
03-35-35-352010-36200000-075-500590 Grants, Subsidies and Relief	\$9,036.50

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. Governor and Executive Council approval is required as the organizations listed on the attached have exceeded the \$25,000 grant award threshold for FY2015.

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



April 3, 2015

JOINT PROMOTIONAL PROGRAM GRANTS SUBMITTED

2015-16 MT. WASHINGTON VALLEY CHAMBER OF COMMERCE

Vendor ID # 160581

Grant Amount: Up to \$2,758.50

Completion Date: June 30, 2015

Grant is for MWVCC Spring Campaign

2015-17 WHITE MOUNTAIN ATTRACTIONS ASSOCIATION

Vendor ID # 160047

Grant Amount: Up to \$6,278.00

Completion Date: September 30, 2015

Grant is for WMA Marketing 2015



RECEIVED

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

MAR 30 2015

D.R.E.D.

for office use only:

Grant # 2015-16

Vendor Code: 160551

Amount of Grant Approved: \$ _____

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

APPLICATION

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

ORIGINAL

GENERAL INSTRUCTIONS:

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

SECTION A – Organization Information

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

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

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

Primary Contact Person: Melody Nester Title: Assistant Director

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

Phone: 603-356-5701 Fax: 603-356-7069 Email: melody@mtwashingtonvalley.org

Billing Contact: Melissa Sidoti, CB Title: Bookkeeper

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

Phone: 603-356-5701 or 603-447-1000 Fax: 603-356-7069 Email: melissa@debitone.biz

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

Title: MWVCC Spring Campaign

Marketing Campaign Includes: Print Material/Brochure Online/Website Radio TV PR Other: Distribution & Photography

First Start Date April 18, 2015 Last Completion Date: June 30, 2015

Dates to be covered by evaluation: From April 18, 2015 To June 30, 2015

Total cost (all projects): \$ 55,5170.00

Total funds to be provided by applicant: \$ 27,758.50

TOTAL JPP INVESTMENT REQUESTED: \$ 27,758.50 In-State Total: \$ 496.00 Out-of-State Total: 27,262.50
27,758.50 27,262.50

Section B2 - Projects

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

Project A Title: Website Design Phase 1 & 2

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

Project Start Date April 18, 2015 Anticipated Completion Date: August 30, 2015

Dates to be covered by JPP Evaluation Report: From April 18, 2015 To August 30, 2015

Total cost for Project A: \$ 50,000

Total Funds to be provided by applicant: \$ 25,000

TOTAL JPP INVESTMENT REQUESTED: \$ 25,000 (In-State Total: \$ _____ Out-of-State Total \$ 25,000)

denied

Project B Title: Distribution

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

Project Start Date April 18, 2015 Anticipated Completion Date: June 30, 2015 & 2015-16

Dates to be covered by JPP Evaluation Report: From April 18, 2015 To June 30, 2015 & 2015-16

Total cost for Project B: \$ 1,000.00

Total Funds to be provided by applicant: \$ 500.00

TOTAL JPP INVESTMENT REQUESTED: \$ 500.00 (In-State Total: \$ _____ Out-of-State Total \$ 500.00)

Project C Title: Herb Tour Promotion

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

Project Start Date April 18, 2015 Anticipated Completion Date: June 30, 2015

Dates to be covered by JPP Evaluation Report: From April 18, 2015 To June 30, 2015

Total cost for Project C: \$ 4,517.00

Total Funds to be provided by applicant: \$ 2,258.50

TOTAL JPP INVESTMENT REQUESTED: \$ 2,258.50 (In-State Total: \$ 496.00 Out-of-State Total \$ 1762.50)

Project D Title: _____

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

Project Start Date _____ Anticipated Completion Date: _____

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

Total cost for Project D: \$ _____

Total Funds to be provided by applicant: \$ _____

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

FOR ADDITIONAL PROJECTS, PLEASE ATTACH A SECOND SHEET

Section C -Checklist

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

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

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

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

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

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

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

Section D1 – Applicant Responsibilities

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

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

Section D2 - Reporting and Reimbursement Requirements

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

Section E – Signatures

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

Three different signatures are required from the organization.

Melody Nester Melody A. Nester 3/17/15
Type Name and Title of Applicant Signature Date
(Contact Person Representing Organization)

Michelle Capozzoli, Pres. Michelle Capozzoli 3/17/15
Type Name & Title of Organization Officer Signature Date

Kim Tibbetts, Treas. Kimberly E. Tibbetts 3/17/15
Type Name & Title of Organization Officer Signature Date

(DO NOT WRITE BELOW THIS LINE)

DTTD AND COMMITTEE USE ONLY

JPP Screening Committee Use Only:

Recommendation: Approval Partial Approval Denial

Amount Total: \$ 2,758.50 In-State Amount \$ 496.00 Out-of-State Amount \$ 2,262.50

Sayre O'Connell
SCREENING COMMITTEE CHAIRPERSON

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

Conditions of Approval:

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



RECEIVED

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

MAR 26 2015

D.R.E.D.

for office use only:

Grant # 2015-17

Vendor Code: 160047

Amount of Grant Approved: \$ _____

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

APPLICATION

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

ORIGINAL

GENERAL INSTRUCTIONS:

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

SECTION A – Organization Information

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

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

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

Primary Contact Person: Charyl Reardon Title: Operations Manager

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

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

Billing Contact: Sally Bevin Title: Bookkeeper

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

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

SECTION B1 – Application Summary

Use this section for the total of ALL your projects

Title: WMA Marketing 2015

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

First Start Date 05/01/2015 Last Completion Date: 09/30/2015

Dates to be covered by evaluation: From 05/01/2015 To 09/30/2015

Total cost (all projects): \$ 12,556.00

Total funds to be provided by applicant: \$ 6278.00

TOTAL JPP INVESTMENT REQUESTED: \$ 6278.00 In-State Total: \$ 0 Out-of-State Total: 6278.00

Section B2 - Projects

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

Project A Title: Guest Blog Feature

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

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

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

Total cost for Project A: \$ 5956

Total Funds to be provided by applicant: \$ 2978

TOTAL JPP INVESTMENT REQUESTED: \$ 2978 (In-State Total: \$ 0 Out-of-State Total \$ 2978)

Project B Title: PR Services

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

Project Start Date 05/01/15 Anticipated Completion Date: 04/30/16

Dates to be covered by JPP Evaluation Report: From 05/01/15 To 09/30/15

Total cost for Project B: \$ 6600

Total Funds to be provided by applicant: \$ 3300

TOTAL JPP INVESTMENT REQUESTED: \$ 3300 (In-State Total: \$ _____ Out-of-State Total \$ 3300)

Project C Title: _____

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

Project Start Date _____ Anticipated Completion Date: _____

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

Total cost for Project C: \$ _____

Total Funds to be provided by applicant: \$ _____

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

Project D Title: _____

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

Project Start Date _____ Anticipated Completion Date: _____

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

Total cost for Project D: \$ _____

Total Funds to be provided by applicant: \$ _____

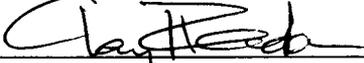
TOTAL JPP INVESTMENT REQUESTED: \$ _____ (In-State Total: \$ _____ Out-of-State Total \$ _____)

FOR ADDITIONAL PROJECTS, PLEASE ATTACH A SECOND SHEET

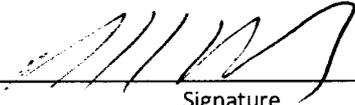
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Instructions: Your signature is a commitment to follow the rules and regulations of the program as stated in the Joint Promotional Program Administrative Rules (RES 3300), Section D1 Applicant Responsibilities and D2 Reporting & Reimbursement Requirements.

Three different signatures are required from the organization.

Charyl Reardon, Marketing Manager  3/18/15
Type Name and Title of Applicant Signature Date
(Contact Person Representing Organization)

Andrew Noyes, Chair  3/18/15
Type Name & Title of Organization Officer Signature Date

Ben Clark, Treasurer  3/18/15
Type Name & Title of Organization Officer Signature Date

(DO NOT WRITE BELOW THIS LINE)

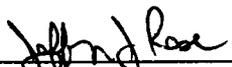
DTTD AND COMMITTEE USE ONLY

JPP Screening Committee Use Only:

Recommendation: Approval Partial Approval Denial

Amount Total: \$6,278.00 In-State Amount \$ -0 - Out-of-State Amount \$ 6,278.00


SCREENING COMMITTEE CHAIRPERSON


COMMISSIONER, DEPARTMENT OF RESOURCES
AND ECONOMIC DEVELOPMENT

Conditions of Approval:

1. As detailed in the rules governing JPP grants, each project must adhere to graphic standards requirements as provided in the **Industry Members** section of the DTTD website, under **Grants**: www.visitnh.gov/industrymembers.
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3. Work with the Institute of NH Studies to complete research requirements – mokrant@plymouth.edu.
4. Additional conditions may be placed on your approval.

Section C -Checklist

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

1. CR Prior to applying for a grant, review the following important documents, available on the DTTD Industry Members website under *Grants* (<http://www.visitnh.gov/industry-members/login.aspx>): 1.) NH State Law 12-A:1-e , Joint Promotional Program, 2.) CHAPTER Res 3300 RULES FOR JOINT PROMOTIONAL PROGRAM, 3). FAQs, 4.) Online Media Guidelines and 5.) Grant Conditions.
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7. CR Describe how the organization will specifically measure the results of the (project) using the guidelines outlined within the JPP program. (JPP-5) 200 word maximum
8. CR If we cannot fund the entire project, will the project go forward? Yes No

Explain _____

9. CR Provide a Project Budget: Include Income and Expenses. Include funds that have or will be raised for the proposed project as well as total cost for the project, including matchable and non-matchable parts of the project, funds to be provided by the applicant, and total of grant funds requested. (Sample available on the DTTD Industry Members website under *Grants*.)
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11. N/A Printed materials: Include at least 3 competitive bids (identify which vendor was awarded the bid), and a conceptual or design *mock-up reflecting a true sense of what the printed material will look like.*
12. CR Professional services: Include a contract for the applicable dates of the project.

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

Section D1 – Applicant Responsibilities

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

18. CR Once the application is acknowledged as complete, the organization will be notified as to the date and time of the interview. An authorized person listed on the application must attend the JPP Screening Committee meeting and will be asked to provide answers to any questions about the application.
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Section D2 - Reporting and Reimbursement Requirements

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