49 DRAW

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

Jeffrey J. Rose
Commissioner

TEL: 603-271-2665
FAX: 603-271-6870
TRAVEL GUIDE: 800-386-4664
WEBSITE: www.visitnh.gov
E-MAIL: travel@dred.state.nh.us

July 17, 2013

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

REQUESTED ACTION

Authorize the Department of Resources and Economic Development, Division of Travel and Tourism to award grants to the organizations listed on the attached in the total amount of $544,948.33 for their 2013/2014 in-state and out-of-state marketing projects under the Joint Promotional Program for the grant period upon Governor and Executive Council approval through the dates indicated on the attached sheet. 100% General Funds.

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

	FY 2014
03-35-35-352010-36200000-075-500590 Grants, Subsidies and Relief	$544,948.33

EXPLANATION

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

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

Respectfully submitted,

Lori Harnois, Director
Division of Travel and Tourism Development

Approved,

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

New Hampshire
visitnh.gov

JOINT PROMOTIONAL PROGRAM GRANTS SUBMITTED

2014-01 GREATER MANCHESTER CHAMBER OF COMMERCE
Vendor ID No. 154033
Grant Amount: UP TO: $10,000.00
Completion Date: August 31, 2014
Grant is for Downtown Manchester Map & Guide

2014-02 LACONIA MOTORCYCLE WEEK
Vendor ID No. 157300
Grant Amount: UP TO: $4,665.00
Completion Date: August 31, 2014
Grant is for Laconia Motorcycle Week

2014-03 NORTHERN COMMUNITY INVESTMENT CORP.
Vendor ID No. 154916
Grant Amount: UP TO: $34,925
Completion Date: June 30, 2014
Grant is for NH Grand Marketing Campaign

2014-04 LAKE SUNAPEE REGION CHAMBER OF COMMERCE
Vendor ID No. 154605
Grant Amount: UP TO: $5,281.50
Completion Date: June 30, 2014
Grant is for Lake Sunapee Region Chamber Print & Website

2014-05 LEAGUE OF NH CRAFTSMEN
Vendor ID No. 154205
Grant Amount: UP TO: $11,002.14
Completion Date: November 30, 2013
Grant is for NH Open Doors 2013

2014-06 WATERVILLE VALLEY RESORT ASSOCIATION
Vendor ID No. 158025
Grant Amount: UP TO: $61,222.50
Completion Date: June 30, 2014
Grant is for Annual Campaign

2014-07 WHITE MOUNTAINS ATTRACTIONS ASSOCIATION
Vendor ID No. 160047
Grant Amount: UP TO: $85,000.00
Completion Date: October 15, 2014
Grant is for Internet/TV/Cross Media

2014-08 MT WASHINGTON VALLEY CHAMBER OF COMMERCE
Vendor ID No. 160581
Grant Amount: UP TO: $85,696.50
Completion Date: June 30, 2014
Grant is for MWVCC Marketing Out of State

2014-09 MT WASHINGTON VALLEY CHAMBER OF COMMERCE
Vendor ID No. 160581
Grant Amount: UP TO: $7,521.50
Completion Date: June 30, 2014
Grant is for MWVCC Marketing In State

2014-10 LAKES REGION TOURISM ASSOCIATION
Vendor ID No. 154146
Grant Amount: UP TO: $112,598.00
Completion Date: June 30, 2014
Grant is for 2014 Lakes Region Tourism Marketing Programs

2014-11 SKI New Hampshire
Vendor ID No. 157688
Grant Amount: UP TO: $62,059.94
Completion Date: April 30, 2014
Grant is for 2013-14 Marketing Campaign

2014-12 LINCOLN WOODSTOCK CHAMBER OF COMMERCE
Vendor ID No. 154300
Grant Amount: UP TO: $23,780.00
Completion Date: October 31, 2014
Grant is for 2014 Destination Marketing

2014-13 PORTSMOUTH CHAMBER OF COMMERCE
Vendor ID No. 154051
Grant Amount: UP TO: $32,319.25
Completion Date: April 30, 2014
Grant is for 2014 Tourism Marketing Campaign

2014-14 ANDROSCOGGIN VALLEY CHAMBER OF COMMERCE
Vendor ID No.
Grant Amount: UP TO: $8,877.00
Completion Date: December 31, 2013
Grant is for Gorham Regional Tourism Brochure

ORIGINAL

RECEIVED

JUN 11 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 #: 2014-01
Vendor ID#: _____
Amount of Grant Approved: _____
☐ 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 Manchester Chamber of Commerce

Address: 54 Hanover Street (Street) — Manchester, NH (City/State) — 03101 (Zip)

Phone: 603-666-6600 — Website: Www.Manchester-Chamber.Org

Person Authorized to Represent Organization:

Name: Gemma French — Title: VP of Marketing & Public Relations — E-mail: gemmaf@manchester-chamber.org

Person Responsible for Billing: (must be different from person listed above) — Name: Ann Makowski — Title: Chief Financial Officer

Address: 54 Hanover Street (Street) — Manchester, NH (City/State) — 03101 (Zip)

Phone: 603-792-4119 — Fax: 603-626-0910 — E-mail: Annm@Manchester-Chamber.Org

SECTION B

►Use this section for the TOTAL of ALL elements◄

Project Title: Downtown Manchester Map & Guide

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

Starting Date: September 1, 2013 — ☒ In-State ☐ Out-of-State
Completion Date: August 31, 2014
Dates to be Covered by Evaluation: From September 1, 2013 To August 31, 2014

Total Cost of this project: $20,000
Total Funds to be provided by applicant: $10,000
JPP INVESTMENT REQUESTED: $10,000

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

4. Project Budget: On a separate page, provide a detailed budget sheet for this project, detailing expenses, matchable and unmatchable and funds raised or will be raised by your organization for the proposed project. PLEASE NOTE**: If you are requesting investment in several elements, include detailed budget page for each and a summary page**

5. Board Resolution: Include a Board Resolution, signed by an officer of your organization which indicates support for this application, and certifies that if funded, will enhance the organization's commitment to tourism marketing and not decrease the organization's own funding for tourism promotional activities.

6. If applicable, attach the following:

   - **Marketing Plan – 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.

Gemma French Type Name of Applicant (Contact Person Representing Organization)	Gemma French Signature	6-6-2013 Date
Robin Comstock, President Type Name & Title of Organization Officer	Robin Comstock Signature	6-6-2013 Date
Dianne Mercier, Chairman Type Name & Title of Organization Officer	Dianne Mercier Signature	6-6-2013 Date

(DO NOT WRITE BELOW THIS LINE)

DTTD AND COMMITTEE USE ONLY

JPP Screening Committee Use Only:

Recommendation: ☒ ***Approval*** ☐ ***Denial***

Amount: $ _____

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

Robert A. Bradley SCREENING COMMITTEE CHAIRMAN	Jeffrey J. Rose COMMISSIONER, DEPARTMENT OF RESOURCES AND ECONOMIC DEVELOPMENT
7-9-13 DATE	7/29/13 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 Manchester Chamber of Commerce

Project Title: 2013-2014 Downtown Manchester Map & Guide

Element A Title: Downtown Manchester Map and Guide___In State

Income:

	Matchable	Non Matchable	Total
16 1/2 page ads at $495	$ 7,920.00	$ -	$ 7,920.00
5 full page ads at $795	$ 3,975.00		$ 3,975.00
1 inside front cover at $1095	$ 1,095.00		$ 1,095.00
1 inside back cover at $1095	$ 1,095.00		$ 1,095.00
1 back cover at $1095	$ 1,095.00		$ 1,095.00
	$ -	$ -	$ -
Total Income Raised:	$ 15,180.00	$ -	$ 15,180.00
JPP Request:**		$ 10,000.00	$ 10,000.00
Total Income	**$ 15,180.00**	**$ 10,000.00**	**$ 25,180.00**

Expense:

	Matchable	Non Matchable	Total
1) Advertsing			
Print (describe)	$ -	$ -	$ -
Broadcast (describe)	$ -	$ -	$ -
Other: (describe)	$ -	$ -	$ -
2) Printing & Distribution			
Production		$ 2,590.00	$ 2,590.00
Printing	$ 9,262.00	$ 9,262.00	$ 18,524.00
Distribution	$ 738.00	$ 738.00	$ 1,476.00
Other: (Administrative)	$ -	$ 2,590.00	$ 2,590.00
3) Web			
Design	$ -	$ -	$ -
Development	$ -	$ -	$ -
Hosting	$ -	$ -	$ -
Promotion	$ -	$ -	$ -
Other: (describe	$ -	$ -	$ -
4) Public Relations			
Contract Services	$ -	$ -	$ -
Trade Show	$ -	$ -	$ -
Special Event	$ -	$ -	$ -
Other: (describe)	$ -	$ -	$ -
5) Direct Mail	$		$ -
Total Expenses	**$10,000.00**	**$15,180.00**	**$25,180.00**

Notes:

* Describe each income source separately, i.e. Membership dues, vendor ads, etc.
** JPP funds go under Non-Matchable
***Refer to exhibits attached which are corresponding samples, contracts, quotes, etc., 1,2...

Revised 6/20/2013

ORIGINAL

Form JPP-2

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

JOINT PROMOTIONAL PROGRAM

Office Use Only:
Grant #: 2014-02
Vendor ID#: _____
Amount of Grant Approved: _____
☐ 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** (Street) **Laconia, NH** (City/State) **03247** (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** (Street) **Laconia, NH** (City/State) **03247** (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 **Public Relations**

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: **$11,830.00**
Total Funds to be provided by applicant: **$7,165.00**
JPP INVESTMENT REQUESTED: **$4,665.00**

SECTION B-1

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

Element A Title: Laconia Passport Program

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: $5330.00
Total Funds to be provided by applicant: $3915.00
JPP INVESTMENT REQUESTED: $1415.00

Element B Title: Public Relations

Type: ☐ Brochure ☐ Website ☐ Event ☐ Adv Media: ☐ Radio ☐ Print ☐ TV ☐ Online ☒ Other Public Relations

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 element: $6500.00
Total Funds to be provided by applicant: $3250.00
JPP INVESTMENT REQUESTED: $3250.00

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 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.

Charlie St. Clair Type Name of Applicant (Contact Person Representing Organization)	Charlie St. Clair Signature	6-11-13 Date
Jennifer Anderson - Secretary Type Name & Title of Organization Officer	Signature	6-11-13 Date
Richard Ray - Treasurer Type Name & Title of Organization Officer	Signature	6-11-13 Date

(DO NOT WRITE BELOW THIS LINE)

DTTD AND COMMITTEE USE ONLY

JPP Screening Committee Use Only:

Recommendation: ☑ ***Approval*** ☐ ***Denial***

Amount: $ _____

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

Robert A. Bradley SCREENING COMMITTEE CHAIRMAN	Lloyd Rose COMMISSIONER, DEPARTMENT OF RESOURCES AND ECONOMIC DEVELOPMENT
7-9-13 DATE	7/29/13 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.

Revised: July 2008

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

Joint Promotional Program
Application Budget Summary
(For use with multiple elements)

Project Title: Laconia Motorcycle Week

Expenses

Element:	Matchable	NonMatchable	Total
A: Laconia Passport Program	$ 1,415.00	$ 3,915.00	$ 5,330.00
B: Public Relations	$ 3,250.00	$ 3,250.00	$ 6,500.00
Total Expenses:	**$ 4,665.00**	**$ 7,165.00**	**$ 11,830.00**

Income:

JPP Request		**$ 4,665.00**
Rally Patron Fund Raiser	$ 7,165.00	
Total Income:	**$ 11,830.00**	

RECEIVED

JUL 11 2013

D.R.E.D.

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 #: _____
Vendor ID#: _____
Amount of Grant Approved: _____
☐ 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: **Northern Community Investment Corporation**

Address: **1 Middle Street, Suite 201** (Street) **Lancaster** (City/State) **03584** (Zip)

Phone: **603-788-2700** Website: **www.ncic.org**

Person Authorized to Represent Organization:

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

Person Responsible for Billing: (must be different from person listed above) Name: **Cathy Conway** Title: **Vice President, Economic Development**

Address: **1 Middle Street, Suite 201** (Street) **Lancaster** (City/State) **03584** (Zip)

Phone: **603-788-2700** Fax: **603-788-2702** E-mail: **cconway@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: **August 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: **$69,850**
Total Funds to be provided by applicant: **$34,925**
JPP INVESTMENT REQUESTED: **$34,925**

SECTION B-1

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

Element C Title: Television Advertising
Type: ☐ **Brochure** ☐ **Website** ☐ **Event** ☒ **Adv Media:** ☐ Radio ☐ Print ☒TV ☐ Online ☐ Other ____

Starting Date: August 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: $5,000
Total Funds to be provided by applicant: $2,500
JPP INVESTMENT REQUESTED: $2,500

Element D Title: Internet Advertising
Type: ☐ **Brochure** ☐ **Website** ☐ **Event** ☒ **Adv Media:** ☐ Radio ☐ Print ☐TV ☒ Online ☐ Other ____

Starting Date: August 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: $27,750
Total Funds to be provided by applicant: $13,875
JPP INVESTMENT REQUESTED: $13,875

Element F Title: Participation in Boston Globe Travel Show
Type: ☐ **Brochure** ☐ **Website** ☐ **Event** ☐ **Adv Media:** ☐ Radio ☐ Print ☐TV ☐ Online ☒ Other Travel Trade Show

Starting Date: August 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: $3,950
Total Funds to be provided by applicant: $1,975
JPP INVESTMENT REQUESTED: $1,975

Element G Title: Video Production
Type: ☐ **Brochure** ☐ **Website** ☐ **Event** ☐ **Adv Media:** ☐ Radio ☐ Print ☒TV ☐ Online ☒ Other Video

Starting Date: August 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: $6,150
Total Funds to be provided by applicant: $3,075
JPP INVESTMENT REQUESTED: $3,075

Element H Title: Email Marketing

Type: ☐ **Brochure** ☐ **Website** ☐ **Event** ☐ **Adv Media:** ☐ Radio ☐ Print ☐ TV ☐ Online ☒ Other **Email Marketing**

Starting Date: August 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: $4,000
Total Funds to be provided by applicant: $2,000
JPP INVESTMENT REQUESTED: $2,000

Element I Title: Website Enhancements

Type: ☐ **Brochure** ☒ **Website** ☐ **Event** ☐ **Adv Media:** ☐ Radio ☐ Print ☐ TV ☐ Online ☐ Other

Starting Date: August 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: $4,000
Total Funds to be provided by applicant: $2,000
JPP INVESTMENT REQUESTED: $2,000

Element J Title: Social Media Strategy

Type: ☐ **Brochure** ☐ **Website** ☐ **Event** ☐ **Adv Media:** ☐ Radio ☐ Print ☐ TV ☐ Online ☒ Other **Social Media Strategy**

Starting Date: August 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: $2,000
Total Funds to be provided by applicant: $1,000
JPP INVESTMENT REQUESTED: $1,000

Element K Title: Public Relations (Domestic)

Type: ☐ **Brochure** ☐ **Website** ☐ **Event** ☐ **Adv Media:** ☐ Radio ☐ Print ☐ TV ☐ Online ☒ Other **Public Relations**

Starting Date: August 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: $5,000
Total Funds to be provided by applicant: $2,500
JPP INVESTMENT REQUESTED: $2,500

Element M Title: Copywriting

Type: ☐ **Brochure** ☐ **Website** ☐ **Event** ☐ **Adv Media**: ☐ Radio ☐ Print ☐TV ☐ Online ☒ Other **Copywriting**

Starting Date: August 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: $3,000
Total Funds to be provided by applicant: $1,500
JPP INVESTMENT REQUESTED: $1,500

Element N Title: Graphic Design

Type: ☐ **Brochure** ☐ **Website** ☐ **Event** ☐ **Adv Media**: ☐ Radio ☐ Print ☐TV ☐ Online ☒ Other **Graphic Design**

Starting Date: August 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: $8,000
Total Funds to be provided by applicant: $4,000
JPP INVESTMENT REQUESTED: $4,000

Element O Title: Illustration Services

Type: ☐ **Brochure** ☐ **Website** ☐ **Event** ☒ **Adv Media**: ☐ Radio ☐ Print ☐TV ☐ Online ☒ Other **Illustration Services**

Starting Date: August 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: $1,000
Total Funds to be provided by applicant: $500
JPP INVESTMENT REQUESTED: $500

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.

Cathy Conway, VP Economic Development Type Name of Applicant (Contact Person Representing Organization)	Signature	7/10/13 Date
Jon Freeman, President Type Name & Title of Organization Officer	Signature	7/10/13 Date
Cathy Conway, Vice President Economic Development Type Name & Title of Organization Officer	Signature	7/10/13 Date

(DO NOT WRITE BELOW THIS LINE)

DTTD AND COMMITTEE USE ONLY

JPP Screening Committee Use Only:

Recommendation: ☑ ***Approval*** ☐ ***Denial***

Amount: $ _____

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

SCREENING COMMITTEE CHAIRMAN	COMMISSIONER, DEPARTMENT OF RESOURCES AND ECONOMIC DEVELOPMENT
7-29-13 DATE	7/29/13 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.

Revised: July 2008

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

Joint Promotional Program

Application Budget Summary

NCIC- New Hampshire Grand Initiative

Project Title: 2013-2014 Marketing Campaign Phase I

	Matchable	Non Matchable	Total
Element C			
Television Advertising			
Income:	$ 2,500.00	$ 2,500.00	$5,000.00
Expenses:	$ 2,500.00	$ 2,500.00	$5,000.00
Element D			
Internet Advertising			
Income:	$ 13,875.00	$ 13,875.00	$27,750.00
Expenses:	$ 13,875.00	$ 13,875.00	$27,750.00
Element F			
Participation in Boston Globe Travel Show Event			
Income:	$ 1,975.00	$ 1,975.00	$3,950.00
Expenses:	$ 1,975.00	$ 1,975.00	$3,950.00
Element G			
Video Production			
Income:	$ 3,075.00	$ 3,075.00	$6,150.00
Expenses:	$ 3,075.00	$ 3,075.00	$6,150.00
Element H			
Email Marketing			
Income:	$ 2,000.00	$ 2,000.00	$4,000.00
Expenses:	$ 2,000.00	$ 2,000.00	$4,000.00
Element I			
Website Enhancements			
Income:	$ 2,000.00	$ 2,000.00	$4,000.00
Expenses:	$ 2,000.00	$ 2,000.00	$4,000.00
Element J			
Social Media Strategy			
Income:	$ 1,000.00	$ 1,000.00	$2,000.00
Expenses:	$ 1,000.00	$ 1,000.00	$2,000.00

Element K			
Public Relations (Domestic)			
Income:	**$ 2,500.00**	**$ 2,500.00**	**$5,000.00**
Expenses:	**$ 2,500.00**	**$ 2,500.00**	**$5,000.00**
Element M			
Copywriting			
Income:	**$ 1,500.00**	**$ 1,500.00**	**$3,000.00**
Expenses:	**$ 1,500.00**	**$ 1,500.00**	**$3,000.00**
Element N			
Graphic Design			
Income:	**$ 4,000.00**	**$ 4,000.00**	**$8,000.00**
Expenses:	**$ 4,000.00**	**$ 4,000.00**	**$8,000.00**
Element O			
Illustration Services			
Income:	**$ 500.00**	**$ 500.00**	**$1,000.00**
Expenses:	**$ 500.00**	**$ 500.00**	**$1,000.00**
PROJECT APPLICATION TOTAL			
Income:	**$ 34,925.00**	**$ 34,925.00**	**$69,850.00**
Expenses:	**$ 34,925.00**	**$ 34,925.00**	**$69,850.00**

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JUN 05 2013

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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 #: 2014-04
Vendor ID#: _____
Amount of Grant Approved: _____
☐ 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: **Lake Sunapee Region Chamber of Commerce**

Address: **328 Main Street/Po Box 532** (Street) **New London, NH** (City/State) **03257** (Zip)

Phone: **603-526-6575** Website: **www.lakesunapeenh.org**

Person Authorized to Represent Organization:

Name: **Jennifer Tockman** Title: **Executive Director** E-mail: **chamberinfo@tds.net**

Person Responsible for Billing: Name: **Tina Blythe** Title: **Treasurer**
(must be different from person listed above)

Address: **10 N. Main St., Po Box 569** (Street) **Newport, NH** (City/State) **03773** (Zip)

Phone: **603-843-6255** Fax: _____ E-mail: **tblythe@sugarriverbank.com**

SECTION B

►Use this section for the TOTAL of ALL elements◄

Project Title: **Lake Sunapee Region Chamber Print & Website**

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

Starting Date: **9-1-13** ☒ **In-State** ☒ **Out-of-State**
Completion Date: **6-30-14**
Dates to be Covered by Evaluation: **From** **9-1-13** **To** **8-15-14**

Total Cost of this project: **$10563**
Total Funds to be provided by applicant: **$5281.50**
JPP INVESTMENT REQUESTED: **$5281.50**

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: Mount Sunapee Magazine (Winter 2013/14)
Type: ☐ Brochure ☐ Website ☐ Event ☒ Adv Media: ☐ Radio ☒ Print ☐ TV ☐ Online ☐ Other ____

Starting Date: 11-1-13 ☒ In-State ☒ Out-of-State
Completion Date: 3-1-14
Dates to be Covered by Evaluation: From 11-1-13 To 3-1-14
Total Cost of this element: $1089.00
Total Funds to be provided by applicant: $544.50
JPP INVESTMENT REQUESTED: $544.50

Element B Title: Mount Sunapee Magazine (Summer 2014)
Type: ☐ Brochure ☐ Website ☐ Event ☒ Adv Media: ☐ Radio ☒ Print ☐ TV ☐ Online ☐ Other ____

Starting Date: 4-15-14 ☒ In-State ☒ Out-of-State
Completion Date: 6-30-14
Dates to be Covered by Evaluation: From 5-1-14 To 6-30-14
Total Cost of this element: $1089.00
Total Funds to be provided by applicant: $544.50
JPP INVESTMENT REQUESTED: $544.50

Element C Title: Yankee Magazine (Summer 2014 Ad)
Type: ☐ Brochure ☐ Website ☐ Event ☒ Adv Media: ☐ Radio ☒ Print ☐ TV ☐ Online ☐ Other ____

Starting Date: 4-15-14 ☒ In-State ☒ Out-of-State
Completion Date: 6-15-14
Dates to be Covered by Evaluation: From 6-15-14 To 8-15-14
Total Cost of this element: $5385
Total Funds to be provided by applicant: $2692.50
JPP INVESTMENT REQUESTED: $2692.50

Element D Title: Web Development -New "Explore Our Area" Section
Type: ☐ Brochure ☒ Website ☐ Event ☐ Adv Media: ☐ Radio ☐ Print ☐ TV ☒ Online ☐ Other ____

Starting Date: 9-1-13 ☒ In-State ☒ Out-of-State
Completion Date: 11-30-13
Dates to be Covered by Evaluation: From 9-1-13 To 11-30-13
Total Cost of this element: $3000
Total Funds to be provided by applicant: $1500
JPP INVESTMENT REQUESTED: $1500

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: _____

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.

Jennifer Tockman, Executive Director Type Name of Applicant (Contact Person Representing Organization)	Signature	**May 29, 2013** Date
Peter Fenton, Jr., President Type Name & Title of Organization Officer	Signature	5/30/13 Date
Marie Pelletier, Secretary Type Name & Title of Organization Officer	Signature	5/31/13 Date

(DO NOT WRITE BELOW THIS LINE)

DTTD AND COMMITTEE USE ONLY

JPP Screening Committee Use Only:

Recommendation: ☒ ***Approval*** ☐ ***Denial***

Amount: $ _____

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

SCREENING COMMITTEE CHAIRMAN	COMMISSIONER, DEPARTMENT OF RESOURCES AND ECONOMIC DEVELOPMENT
7-9-13 DATE	7/29/13 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.

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)

Lake Sunapee Region Chamber of Commerce

Project Title: 2013-14 Marketing Campaign

	Matchable	Non Matchable	Total
Element A Title			
Mount Sunapee Magazine (winter 13-14)			
Income :	$544.50	$544.50	$1,089.00
Expenses:	$544.50	$544.50	$1,089.00
Element B Title			
Mount Sunapee Mag (summer 2014)			
Income:	$ 544.50	$ 544.50	$ 1,089.00
Expenses:	$ 544.50	$ 544.50	$ 1,089.00
Element C Title			
Yankee Magazine Ad			
Income:	$ 2,692.50	$ 2,692.50	$5,385.00
Expenses:	$ 2,692.50	$ 2,692.50	$5,385.00
Element D Title			
Website Development			
Income:	$ 1,500.00	$ 1,500.00	$3,000.00
Expenses:	$ 1,500.00	$ 1,500.00	$3,000.00
PROJECT APPLICATION TOTAL			
Income:	$5,281.50	$5,281.50	$10,563.00
Expenses:	$5,281.50	$5,281.50	$10,563.00

ORIGINAL

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JUN 07 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 #: 2014-05
Vendor ID#: _____
Amount of Grant Approved: _____
☐ 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: **League of NH Craftsmen**

Address: **49 South Main Street, Suite 100** (Street) **Concord, NH** (City/State) **03301** (Zip)

Phone: **603-224-3375** Website: **www.nhcrafts.org**

Person Authorized to Represent Organization:

Name: **Terri Wiltse** Title: **Operations Manager** E-mail: **twiltse@nhcrafts.org**

Person Responsible for Billing: Name: **Prudence Gagne** Title: **Finance Director**
(must be different from person listed above)

Address: **49 South Main Street, Suite 100** (Street) **Concord, NH** (City/State) **03301** (Zip)

Phone: **603-224-3375** Fax: **603-225-8452** E-mail: **pgagne@nhcrafts.org**

SECTION B

►Use this section for the TOTAL of ALL elements◄

Project Title: **NH Open Doors 2013**

Type: ☐ **Brochure** ☐ **Website** ☒ **Event** ☐ **Adv Media:** ☐ Radio ☐ Print ☐ TV ☐ Online ☐ Other

Starting Date: **August 1, 2013** ☒ **In-State** ☒ **Out-of-State**
Completion Date: **November 30, 2013** 5815.39 5176.89
Dates to be Covered by Evaluation: **From** **September 1, 2013** **To** **November 5, 2013**

Total Cost of this project: **$22,004.28**
Total Funds to be provided by applicant: **$11,002.14**
JPP INVESTMENT REQUESTED: **$11,002.14**

SECTION B-1

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

Element A Title: Print Advertising

Type: ☐ Brochure ☐ Website ☐ Event ☒ Adv Media: ☐ Radio ☒ Print ☐ TV ☐ Online ☐ Other ____

Starting Date: August 1, 2013 ☒ In-State ☒ Out-of-State
Completion Date: November 30 , 2013 1971.77 2057.7
Dates to be Covered by Evaluation: From September 1, 2013 To November 5, 2013
Total Cost of this element: $4,574.28
Total Funds to be provided by applicant: $2,287.14
JPP INVESTMENT REQUESTED: $2,287.14

Element B Title: Radio Advertising

Type: ☐ Brochure ☐ Website ☐ Event ☒ Adv Media: ☒ Radio ☐ Print ☐ TV ☐ Online ☐ Other ____

Starting Date: August 1, 2013 ☒ In-State ☒ Out-of-State
Completion Date: November 30 , 2013 1281 1739
Dates to be Covered by Evaluation: From September 1, 2013 To November 5, 2013
Total Cost of this element: $6,020
Total Funds to be provided by applicant: $3,010
JPP INVESTMENT REQUESTED: $3,010

Element C Title: Rack Card

Type: ☐ Brochure ☐ Website ☐ Event ☐ Adv Media: ☐ Radio ☐ Print ☐ TV ☐ Online ☒ Other **Rack Card**

Starting Date: August 1, 2013 ☒ In-State ☒ Out-of-State
Completion Date: November 30 , 2013 267 267
Dates to be Covered by Evaluation: From September 1, 2013 To November 5, 2013
Total Cost of this element: $1,068
Total Funds to be provided by applicant: $534
JPP INVESTMENT REQUESTED: $534

Element D Title: Poster

Type: ☐ Brochure ☐ Website ☐ Event ☐ Adv Media: ☐ Radio ☐ Print ☐ TV ☐ Online ☒ Other **Poster**

Starting Date: August 1, 2013 ☒ In-State ☒ Out-of-State
Completion Date: November 30 , 2013 56 56
Dates to be Covered by Evaluation: From September 1, 2013 To November 5, 2013
Total Cost of this element: $224
Total Funds to be provided by applicant: $112
JPP INVESTMENT REQUESTED: $112

Element E Title: NH Open Doors Map

Type: ☐ **Brochure** ☐ **Website** ☐ **Event** ☐ **Adv Media**: ☐ Radio ☐ Print ☐TV ☐ Online ☒ Other **NH Open Doors Map**

Starting Date: August 1, 2013 ☒ **In-State** ☒ **Out-of-State**

Completion Date: November 30 , 2013 29.50 29.50

Dates to be Covered by Evaluation: From September 1, 2013 To November 5, 2013

Total Cost of this element: $118

Total Funds to be provided by applicant: $59

JPP INVESTMENT REQUESTED: $59

Element F Title: Graphic Design

Type: ☐ **Brochure** ☐ **Website** ☐ **Event** ☐ **Adv Media**: ☐ Radio ☐ Print ☐TV ☐ Online ☒ Other **Graphic Design**

Starting Date: August 1, 2013 ☒ **In-State** ☒ **Out-of-State**

Completion Date: November 30 , 2013 625 625

Dates to be Covered by Evaluation: From September 1, 2013 To November 5, 2013

Total Cost of this element: $2,500

Total Funds to be provided by applicant: $1,250

JPP INVESTMENT REQUESTED: $1,250

Element G Title: Media Buying

Type: ☐ **Brochure** ☐ **Website** ☐ **Event** ☐ **Adv Media**: ☐ Radio ☐ Print ☐TV ☐ Online ☒ Other **Media Buying**

Starting Date: August 1, 2013 ☒ **In-State** ☒ **Out-of-State**

Completion Date: November 30 , 2013 325 175

Dates to be Covered by Evaluation: From September 1, 2013 To November 5, 2013

Total Cost of this element: $1,000

Total Funds to be provided by applicant: $500

JPP INVESTMENT REQUESTED: $500

Element H Title: Public Relations

Type: ☐ **Brochure** ☐ **Website** ☐ **Event** ☐ **Adv Media**: ☐ Radio ☐ Print ☐TV ☐ Online ☒ Other **Public Relations**

Starting Date: August 1, 2013 ☒ **In-State** ☒ **Out-of-State**

Completion Date: November 30 , 2013 62.50 562.50

Dates to be Covered by Evaluation: From September 1, 2013 To November 5, 2013

Total Cost of this element: $1,500

Total Funds to be provided by applicant: $750

JPP INVESTMENT REQUESTED: $750

Element I Title: Email Marketing/Copywriting

Type: ☐ **Brochure** ☐ **Website** ☐ **Event** ☐ **Adv Media:** ☐ Radio ☐ Print ☐TV ☐ Online ☒ Other **Email Marketing/Copywriting**

Starting Date: August 1, 2013 ☒ **In-State** ☒ **Out-of-State**
Completion Date: November 30 , 2013 125 375
Dates to be Covered by Evaluation: From September 1, 2013 To November 5, 2013
Total Cost of this element: $1,000
Total Funds to be provided by applicant: $500
JPP INVESTMENT REQUESTED: $500

Element J Title: Social Media Plan

Type: ☐ **Brochure** ☐ **Website** ☐ **Event** ☐ **Adv Media:** ☐ Radio ☐ Print ☐TV ☐ Online ☒ Other **Social Media Plan**

Starting Date: August 1, 2013 ☒ **In-State** ☒ **Out-of-State**
Completion Date: November 30 , 2013 62.50 187.50
Dates to be Covered by Evaluation: From September 1, 2013 To November 5, 2013
Total Cost of this element: $500
Total Funds to be provided by applicant: $250
JPP INVESTMENT REQUESTED: $250

Element K Title: Video Production

Type: ☐ **Brochure** ☐ **Website** ☐ **Event** ☐ **Adv Media:** ☐ Radio ☐ Print ☐TV ☐ Online ☒ Other **Video Production**

Starting Date: August 1, 2013 ☒ **In-State** ☒ **Out-of-State**
Completion Date: November 30 , 2013 875 875
Dates to be Covered by Evaluation: From September 1, 2013 To November 5, 2013
Total Cost of this element: $3,500
Total Funds to be provided by applicant: $1,750
JPP INVESTMENT REQUESTED: $1,750

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 overall project will go forward. However, the JPP funding will enable us to implement the entire media and marketing plan and enable us to reach a wider audience in New Hampshire and beyond.

4. Project Budget: On a separate page, provide a detailed budget sheet for this project, detailing expenses, matchable and unmatchable and funds raised or will be raised by your organization for the proposed project. PLEASE NOTE**: If you are requesting investment in several elements, include detailed budget page for each and a summary page**

5. Board Resolution: Include a Board Resolution, signed by an officer of your organization which indicates support for this application, and certifies that if funded, will enhance the organization's commitment to tourism marketing and not decrease the organization's own funding for tourism promotional activities.

6. If applicable, attach the following:

   - **Marketing Plan – 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.

Terri Wiltse, Operations Manager — Signature — 6/7/13
Type Name of Applicant — Date
(Contact Person Representing Organization)

Susie Lowe-Stockwell, Executive Director — Signature — 6/7/13
Type Name & Title of Organization Officer — Date

Prudence Gagne, Finance Director — Signature — 6/7/13
Type Name & Title of Organization Officer — Date

(DO NOT WRITE BELOW THIS LINE)

DTTD AND COMMITTEE USE ONLY

JPP Screening Committee Use Only:

Recommendation: ☒ ***Approval*** ☐ ***Denial***

Amount: $ _____

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

SCREENING COMMITTEE CHAIRMAN — 7-9-13 — DATE

COMMISSIONER, DEPARTMENT OF RESOURCES AND ECONOMIC DEVELOPMENT — 7/29/13 — 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.

Revised: July 2008

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

Joint Promotional Program

Application Budget Summary

(For use in multiple elements)

2013 NH Open Doors

Project Title: 2013 NH Open Doors Marketing Activities

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

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

ORIGINAL

RECEIVED

JUN 10 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 #: 2014-07
Vendor ID#: _____
Amount of Grant Approved: _____
☐ 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 (Street) North Woodstock / NH (City/State) 03262 (Zip)

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

Person Authorized to Represent Organization:

Name: Charyl Reardon Title: Operations Manager E-mail: charyl@visitwhitemountains.com

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

Address: PO Box 10 (Street) North Woodstock / NH (City/State) 03262 (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: Internet/TV/Cross Media

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

Starting Date: 4/1/2014 ☒ In-State ☒ Out-of-State
Completion Date: 10/15/2014
Dates to be Covered by Evaluation: From 4/1/2014 To 9/30/2014

Total Cost of this project: $204,347.00
Total Funds to be provided by applicant: $119,347.00
JPP INVESTMENT REQUESTED: $85,000.00

SECTION B-1

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

Element A Title: Internet Advertising

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

Starting Date: 4/1/2014 ☒ **In-State** ☒ **Out-of-State**
Completion Date: 10/15/2014
Dates to be Covered by Evaluation: **From** 4/1/2014 **To** 9/30/2014
Total Cost of this element: $92,997.00
Total Funds to be provided by applicant: $48,922.00
JPP INVESTMENT REQUESTED: $44,075.00

Element B Title: Television

Type: ☐ **Brochure** ☐ **Website** ☐ **Event** ☒ **Adv Media:** ☐ Radio ☐ Print ☒ TV ☐ Online ☐ Other

Starting Date: 4/1/2014 ☒ **In-State** ☒ **Out-of-State**
Completion Date: 8/3/2014
Dates to be Covered by Evaluation: **From** 4/1/2014 **To** 8/3/2014
Total Cost of this element: $73,003.00
Total Funds to be provided by applicant: $38,501.50
JPP INVESTMENT REQUESTED: $34,501.50

Element C Title: Cross Media Mailer

Type: ☐ **Brochure** ☐ **Website** ☐ **Event** ☒ **Adv Media:** ☐ Radio ☐ Print ☐ TV ☒ Online ☒ Other **Mailing**

Starting Date: 4/1/2014 ☐ **In-State** ☒ **Out-of-State**
Completion Date: 6/15/2014
Dates to be Covered by Evaluation: **From** 4/1/2014 **To** 6/15/2014
Total Cost of this element: $38,347.00
Total Funds to be provided by applicant: $31,923.50
JPP INVESTMENT REQUESTED: $6423.50

Element D Title:

Type: ☐ **Brochure** ☐ **Web** ☐ **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: $

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 — Date: 6/10/13

Rob Arey, Chairperson
Type Name & Title of Organization Officer
Signature — Date: 6/10/13

Benjamin Clark, Secretary
Type Name & Title of Organization Officer
Signature — Date: 6/10/13

(DO NOT WRITE BELOW THIS LINE)

DTTD AND COMMITTEE USE ONLY

JPP Screening Committee Use Only:

Recommendation: ☑ ***Approval*** ☐ ***Denial***

Amount: $ _____

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

SCREENING COMMITTEE CHAIRMAN

7-9-13
DATE

COMMISSIONER, DEPARTMENT OF RESOURCES AND ECONOMIC DEVELOPMENT

7/29/13
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.

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)

White Mountains Attractions Association

Project Title: 2013 Internet/PR/TV/TAPS

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

ORIGINAL

Form JPP-2

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

JOINT PROMOTIONAL PROGRAM

Office Use Only:
Grant #: _____
Vendor ID#: _____
Amount of Grant Approved: _____
☐ 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: Waterville Valley Resort Association

Address: Po Box 365 (Street) — Waterville Valley (City/State) — 03215 (Zip)

Phone: 603-236-3333 — Website: Www.Visitwatervillevalley.Com

Person Authorized to Represent Organization:

Name: Bill Cantlin — Title: President — E-mail: bcantlin@worldpath.net

Person Responsible for Billing: (must be different from person listed above) — Name: Mike Somma — Title: Accountant

Address: Po Box 365 (Street) — Waterville Valley (City/State) — 03215 (Zip)

Phone: 603-236-6535 — Fax: 603236-4529 — E-mail: Tsbg44@Hotmail.Com

SECTION B

►Use this section for the TOTAL of ALL elements◄

Project Title: Annual Campaign

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

Starting Date: July 1, 2013 — ☒ **In-State** ☒ **Out-of-State**

Completion Date: June 30, 2014

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

Total Cost of this project: $139,549

Total Funds to be provided by applicant: $69,774.50

JPP INVESTMENT REQUESTED: ~~$69,774.50~~ 61,222.50

Delete TODC 10% reduction due to previous non use of funds granted

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: Media Relations Program

Type: ☐ Brochure ☐ Website ☐ Event ☒ Adv Media: ☐ Radio ☐ Print ☐ TV ☒ Online ☐ Other ____

Starting Date: July 1, 2013 ☐ In-State ☒ Out-of-State
Completion Date: June 30, 2014
Dates to be Covered by Evaluation: From July 1, 2013 To June 30, 2014
Total Cost of this element: $25,000
Total Funds to be provided by applicant: $12,500
JPP INVESTMENT REQUESTED: $12,500

Element B Title: Social Media Marketing Strategy Plan

Type: ☐ Brochure ☐ Website ☐ Event ☒ Adv Media: ☐ Radio ☐ Print ☐ TV ☐ Online ☒ Other ____

Starting Date: July 1, 2013 ☐ In-State ☒ Out-of-State
Completion Date: June 30, 2014
Dates to be Covered by Evaluation: From July 1, 2013 To June 30, 2014
Total Cost of this element: $3,000
Total Funds to be provided by applicant: $1,500
JPP INVESTMENT REQUESTED: $1,500

Element C Title: Television Program

Type: ☐ Brochure ☐ Website ☐ Event ☒ Adv Media: ☐ Radio ☐ Print ☒ TV ☐ Online ☐ Other ____

Starting Date: July 1, 2013 ☐ In-State ☒ Out-of-State
Completion Date: June 30, 2014
Dates to be Covered by Evaluation: From July 1, 2013 To June 30, 2014
Total Cost of this element: $22,000
Total Funds to be provided by applicant: $11,000
JPP INVESTMENT REQUESTED: $11,000

Element D Title: Advertising Program

Type: ☐ Brochure ☐ Website ☐ Event ☒ Adv Media: ☐ Radio ☒ Print ☐ TV ☐ Online ☐ Other ____

Starting Date: July 1, 2013 ☒ In-State ☐ Out-of-State
Completion Date: June 30, 2014
Dates to be Covered by Evaluation: From July 1, 2013 To June 30, 2014
Total Cost of this element: $5,500
Total Funds to be provided by applicant: $2,750
JPP INVESTMENT REQUESTED: $2,750

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: Advertising Program

Type: ☐ Brochure ☐ Website ☐ Event ☒ Adv Media: ☐ Radio ☒ Print ☐ TV ☐ Online ☐ Other ____

Starting Date: July 1, 2013 ☐ In-State ☒ Out-of-State
Completion Date: June 30, 2014
Dates to be Covered by Evaluation: From July 1, 2013 To June 30, 2014
Total Cost of this element: $7,500
Total Funds to be provided by applicant: $3,750
JPP INVESTMENT REQUESTED: $3,750

Element F: Digital Marketing Campaign

Type: ☐ Brochure ☐ Website ☐ Event ☒ Adv Media: ☐ Radio ☐ Print ☐ TV ☒ Online ☐ Other ____

Starting Date: July 1, 2013 ☐ In-State ☒ Out-of-State
Completion Date: June 30, 2014
Dates to be Covered by Evaluation: From July 1, 2013 To June 30, 2014
Total Cost of this element: $60,749
Total Funds to be provided by applicant: $30,374.50
JPP INVESTMENT REQUESTED: $30,374.50

Element G: Digital Marketing Campaign

Type: ☐ Brochure ☐ Website ☐ Event ☒ Adv Media: ☐ Radio ☐ Print ☐ TV ☒ Online ☐ Other ____

Starting Date: July 1, 2013 ☒ In-State ☐ Out-of-State
Completion Date: June 30, 2014
Dates to be Covered by Evaluation: From July 1, 2013 To June 30, 2014
Total Cost of this element: $6,500
Total Funds to be provided by applicant: $3,250
JPP INVESTMENT REQUESTED: $3,250

Element H: Website Program

Type: ☐ Brochure ☒ Website ☐ Event ☐ Adv Media: ☐ Radio ☐ Print ☐ TV ☐ Online ☐ Other ____

Starting Date: July 1, 2013 ☐ In-State ☒ Out-of-State
Completion Date: June 30, 2014
Dates to be Covered by Evaluation: From July 1, 2013 To June 30, 2014
Total Cost of this element: $2,000
Total Funds to be provided by applicant: $1,000
JPP INVESTMENT REQUESTED: $1,000

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 I: Advertising Program

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

Starting Date: July 1, 2013 ☐ **In-State** ☒ **Out-of-State**
Completion Date: June 30, 2014
Dates to be Covered by Evaluation: **From** July 1, 2013 **To** June 30, 2014
Total Cost of this element: $7,300
Total Funds to be provided by applicant: $3,650
JPP INVESTMENT REQUESTED: $3,650

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: $_____
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 D - SIGNATURES

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

Type Name of Applicant (Contact Person Representing Organization)	Signature	6/20/2013 Date
Type Name & Title of Organization Officer	Signature	6/20/2013 Date
Type Name & Title of Organization Officer	Signature	6/20/2013 Date

(DO NOT WRITE BELOW THIS LINE)

DTTD AND COMMITTEE USE ONLY

JPP Screening Committee Use Only:

Recommendation: ☑ ***Approval*** ☐ ***Denial***

Amount: $ _____

☑ **In-State Funds** ☐ **Out-of-State Funds**

SCREENING COMMITTEE CHAIRMAN

7-9-13
DATE

COMMISSIONER, DEPARTMENT OF RESOURCES AND ECONOMIC DEVELOPMENT

7/29/13
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.

Revised: July 2008

WATERVILLE VALLEY RESORT ASSOCIATION
JOINT PROMOTIONAL PROGRAM
2014 APPLICATION DETAILED BUDGET
2013/2014 ANNUAL MARKETING CAMPAIGN
NOTE: WVRA WORKS ON A CALENDAR TAX YEAR. JPP BUDGETS ARE PART OF TWO TAX AND BUDGET YEARS

INCOME	**MATCHABLE**	**NON MATCHABLE**	**TOTAL**
MENBERSHIP DUES	$ 20,000		
RESORT FEE TO MARKETING JPP QUALIFIED EXPENSES	49,774		
TOTAL INCOME RAISED FOR JPP QUALIFIED EXPENSES	69,774		
JPP		$ 69,774	
TOTAL	**$ 69,774**	**$ 69,774**	**$ 139,549**

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

ORIGINAL

RECEIVED

JUN 24 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 #: _____
Vendor ID#: _____
Amount of Grant Approved: _____
☐ 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** (Street) **North Conway, NH** (City/State) **03860** (Zip)

Phone: **356-5701** Website: **Mtwashingtonvlley.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** (Street) **No Conway, NH** (City/State) **03860** (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 **Tradeshows, distr, video, photo, PR**

Starting Date: July. 1, 2013 ☐ **In-State** ☒ **Out-of-State**
Completion Date: June 30, 2014
Dates to be Covered by Evaluation: From July 2013 To June 2014

Total Cost of this project: $171,139.90
Total Funds to be provided by applicant: $85,696.45
JPP INVESTMENT REQUESTED: $85,696.5

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 Marketing

Type: ☒ **Brochure** ☐ **Website** ☐ **Event** ☐ **Adv Media:** ☒ Radio ☒ Print ☒TV ☒ Online ☒ Other **distribution**

Starting Date: July. 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: $15,043.00
Total Funds to be provided by applicant: $7,521.50
JPP INVESTMENT REQUESTED: $7,521.50

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: $_____
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 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.

Janice Crawford, Executive Director Type Name of Applicant (Contact Person Representing Organization)	Signature	**6/10/13** Date
Greg Frizzell, President Type Name & Title of Organization Officer	Signature	6/10/13 Date
Kim Tibbetts, Treasurer Type Name & Title of Organization Officer	Signature	06/10/13 Date

(DO NOT WRITE BELOW THIS LINE)

DTTD AND COMMITTEE USE ONLY

JPP Screening Committee Use Only:

Recommendation: ☑ ***Approval*** ☐ ***Denial***

Amount: $ _____

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

SCREENING COMMITTEE CHAIRMAN

7-9-13
DATE

COMMISSIONER, DEPARTMENT OF RESOURCES AND ECONOMIC DEVELOPMENT

7/29/13
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.

Revised: July 2008

ORIGINAL

RECEIVED

JUN 11 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 #: 2014-11
Vendor ID#: _____
Amount of Grant Approved: _____
☐ 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 (Street) — Tilton, NH (City/State) — 03276 (Zip)

Phone: 603-286-8008 Website: Www.Lakesregion.Org

Person Authorized to Represent Organization:

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

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

Address: Po Box 737, 61 Laconia Road (Street) — Tilton, NH (City/State) — 03276 (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: 2014 Lakes Region Tourism Marketing Programs

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

Starting Date: July 1, 2013-
Completion Date: June 30, 2014
Dates to be Covered by Evaluation: From July 1, 2013 To June 30, 2014

☒ In-State 9,000- ☒ Out-of-State 103,598-

Total Cost of this project: $ 273,751.00

Total Funds to be provided by applicant: $ 161,153.00

JPP INVESTMENT REQUESTED: $112,598.00

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: Lakes Region Map & Guide
Type: ☒ Brochure ☐ Website ☐ Event ☒ Adv Media: ☐ Radio ☐ Print ☒TV ☒ Online ☐ Other ____

Starting Date: August 1, 2013 ☐ In-State ☒ Out-of-State
Completion Date: June 30, 2014
Dates to be Covered by Evaluation: From August 1, 2013 To June 30, 2014
Total Cost of this element: $118,550.00
Total Funds to be provided by applicant: $ 70,330.00
JPP INVESTMENT REQUESTED: $ 48,220.00

Element B Title: Website/ Group Promotion
Type: ☐ Brochure ☒ Website ☒ Event ☐ Adv Media: ☐ Radio ☐ Print ☐TV ☐ Online ☒ Other Conference

Starting Date: August 1, 2013 ☐ In-State ☒ Out-of-State
Completion Date: June 30, 2014
Dates to be Covered by Evaluation: From August 1, 2013 To June 30, 2014
Total Cost of this element: $ 23,065.00
Total Funds to be provided by applicant: $ 17,892.50
JPP INVESTMENT REQUESTED: $ 5,172.50

Element C Title: Northeast Marketing
Type: ☐ Brochure ☐ Website ☐ Event ☒ Adv Media: ☐ Radio ☒ Print ☐TV ☒ Online ☒ Other Billboard

Starting Date: August 1, 2013 ☐ In-State ☒ Out-of-State
Completion Date: June 30, 2014
Dates to be Covered by Evaluation: From August 1, 2013 To June 30, 2014
Total Cost of this element: $ 55,896.00
Total Funds to be provided by applicant: $ 28,698.00
JPP INVESTMENT REQUESTED: $ 27,198.00

Element D Title: Comunications/ PR/Social Media
Type: ☐ Brochure ☒ Website ☐ Event ☐ Adv Media: ☐ Radio ☒ Print ☐TV ☒ Online ☐ Other ____

Starting Date: August 1, 2013 ☐ In-State ☒ Out-of-State
Completion Date: June 30, 2014
Dates to be Covered by Evaluation: From August 1, 2013 To June 30, 2014
Total Cost of this element: $ 18,900.00
Total Funds to be provided by applicant: $ 9,450.00
JPP INVESTMENT REQUESTED: $ 9,450.00

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~~ E Title: Lakes & Mountains International
Type: ☐ Brochure ☐ Website ☐ Event ☐ Adv Media: ☐ Radio ☒ Print ☐ TV ☐ Online ☒ Other Tradeshows

Starting Date: August 1, 2013 ☐ In-State ☒ Out-of-State
Completion Date: June 30, 2014
Dates to be Covered by Evaluation: From August 1, 2013 To June 30, 2014
Total Cost of this element: $ 39,340.00
Total Funds to be provided by applicant: $ 25,782.50
JPP INVESTMENT REQUESTED: $ 13,557.50

Element ~~B~~ F Title: Southern New Hampshire Promotion
Type: ☐ Brochure ☐ Website ☐ Event ☐ Adv Media: ☒ Radio ☒ Print ☐ TV ☒ Online ☐ Other ____

Starting Date: August 1, 2013 ☒ In-State ☐ Out-of-State
Completion Date: June 30, 2014
Dates to be Covered by Evaluation: From August 1, 2013 To June 30, 2014
Total Cost of this element: $18,000.00
Total Funds to be provided by applicant: $ 9,000.00
JPP INVESTMENT REQUESTED: $ 9,000.00

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 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.

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

(DO NOT WRITE BELOW THIS LINE)

DTTD AND COMMITTEE USE ONLY

JPP Screening Committee Use Only:

Recommendation: ☑ ***Approval*** ☐ ***Denial***

Amount: $ _____

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

SCREENING COMMITTEE CHAIRMAN

7-9-13
DATE

COMMISSIONER, DEPARTMENT OF RESOURCES AND ECONOMIC DEVELOPMENT

7/29/13
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.

Revised: July 2008

5 Board Resolution

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

The motion to submit an application to the State of New Hampshire for Joint Promotional funding for the association's marketing and advertising projects that will enhance the organization's commitment to tourism promotion for the Lakes Region was passed in the affirmative.

It was confirmed that the Lakes Region Tourism Association will not be reducing its commitment to funding these promotional projects in this fiscal year.

Gail M Batstone 6/6/13

Gail Batstone, President

Date

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

Joint Promotional Program
Application Budget Summary

Lakes Region Tourism Association

Project Title: 2014 Lakes Region Tourism Association Marketing Programs

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

RECEIVED

JUN 10 2013

D.R.E.D.

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 #: 2014-12
Vendor ID#: _____
Amount of Grant Approved: _____
☐ 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: **Ski New Hampshire, Inc.**

Address: **Po Box 528** (Street) **N. Woodstock, NH** (City/State) **03262** (Zip)

Phone: **603-745-9396** Website: **Www.Skinh.Com**

Person Authorized to Represent Organization:

Name: **Karl Stone** Title: **Marketing Director** E-mail: **Karl@SkiNH.com**

Person Responsible for Billing: Name: **Kim Pickering** Title: **Program Director**
(must be different from person listed above)

Address: **Po Box 528** (Street) **N. Woodstock, NH** (City/State) **03262** (Zip)

Phone: **603-745-9396** Fax: **603-745-3002** E-mail: **Kim@Skinh.Com**

SECTION B

►Use this section for the TOTAL of ALL elements◄

Project Title: 2013-14 Marketing Campaign

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

Starting Date: September 14, 2013 ☐ **In-State** ☒ **Out-of-State**
Completion Date: April 30, 2014
Dates to be Covered by Evaluation: From October 15, 2013 To April 30, 2014

Total Cost of this project: $124,120.94
Total Funds to be provided by applicant: $62,061.00
JPP INVESTMENT REQUESTED: $62,059.94

SECTION B-1

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

Element A Title: Boston Media Reception

Type: ☐ Brochure ☐ Website ☒ Event ☐ Adv Media: ☐ Radio ☒ Print ☐ TV ☐ Online ☒ Other ____

Starting Date: September 14, 2013 ☐ In-State ☒ Out-of-State
Completion Date: April 30, 2014
Dates to be Covered by Evaluation: From October 15, 2013 To April 30, 2014
Total Cost of this element: $7,401.50
Total Funds to be provided by applicant: $3,701.00
JPP INVESTMENT REQUESTED: $3,700.50

Element B Title: B-roll video

Type: ☐ Brochure ☒ Website ☐ Event ☒ Adv Media: ☐ Radio ☐ Print ☒ TV ☒ Online ☐ Other ____

Starting Date: November 1, 2013 ☐ In-State ☒ Out-of-State
Completion Date: March 30, 2014
Dates to be Covered by Evaluation: From November 1, 2013 To March 30, 2014
Total Cost of this element: $14,330.00
Total Funds to be provided by applicant: $7,165.00
JPP INVESTMENT REQUESTED: $7,165.00

Element C Title: SkiNH.com, xcSkiNH.com, Mobile Device versions, Content Management System, Email Newletter Service, and Text Alerts

Type: ☐ Brochure ☒ Website ☐ Event ☐ Adv Media: ☐ Radio ☐ Print ☐ TV ☒ Online ☒ Other ____

Starting Date: September 1, 2013 ☐ In-State ☒ Out-of-State
Completion Date: March 30, 2014
Dates to be Covered by Evaluation: From October 1, 2013 To April 30, 2014
Total Cost of this element: $17,783.94
Total Funds to be provided by applicant: $8,892.00
JPP INVESTMENT REQUESTED: $8,891.94

Element D Title: Multi-media advertising

Type: ☐ Brochure ☒ Website ☐ Event ☒ Adv Media: ☐ Radio ☐ Print ☒ TV ☒ Online ☐ Other ____

Starting Date: October 1, 2013 ☐ In-State ☒ Out-of-State
Completion Date: April 30, 2014
Dates to be Covered by Evaluation: From December 1, 2013 To April 30, 2014
Total Cost of this element: $60,000
Total Funds to be provided by applicant: $30,000
JPP INVESTMENT REQUESTED: $30,000

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: Ski NH Magazine

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

Starting Date: September 1, 2013 ☐ **In-State** ☒ **Out-of-State**
Completion Date: March 30, 2014
Dates to be Covered by Evaluation: From October 1, 2013 To April 30, 2014

Total Cost of this element: $24,605.50
Total Funds to be provided by applicant: $12,303.00
JPP INVESTMENT REQUESTED: $12,302.50

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 overall project will go forward, but will be implemented in a significantly-reduced manner.

4. Project Budget: On a separate page, provide a detailed budget sheet for this project, detailing expenses, matchable and unmatchable and funds raised or will be raised by your organization for the proposed project. PLEASE NOTE**: If you are requesting investment in several elements, include detailed budget page for each and a summary page**

5. Board Resolution: Include a Board Resolution, signed by an officer of your organization which indicates support for this application, and certifies that if funded, will enhance the organization's commitment to tourism marketing and not decrease the organization's own funding for tourism promotional activities.

6. If applicable, attach the following:

   - **Marketing Plan – 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.

Karl Stone		6-10-13
Type Name of Applicant (Contact Person Representing Organization)	Signature	Date
Ben Wilcox - Chairperson		6-6-2013
Type Name & Title of Organization Officer	Signature	Date
Grey Goddard - Treasurer		6/6/13
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*** ☐ ***Denial***

Amount: $ _____

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

SCREENING COMMITTEE CHAIRMAN	COMMISSIONER, DEPARTMENT OF RESOURCES AND ECONOMIC DEVELOPMENT
7-9-13	7/29/13
DATE	DATE

Conditions of Approval:

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

Revised: July 2008

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

Ski New Hampshire, Inc.

Project Title: 2013-14 Marketing Campaign

		Matchable	Non Matchable	Total
Element A: Boston Media Reception and Ski Show Banner				
	Income	$ 3,701.00	$ 3,700.50	$ 7,401.50
	Expenses	$ 3,700.50	$ 3,701.00	$ 7,401.50
Element B: B-roll Video				
	Income	$ 7,165.00	$ 7,165.00	$ 14,330.00
	Expenses	$ 7,165.00	$ 7,165.00	$ 14,330.00
Element C: SkiNH.com, XCSkiNH.com, mobile versions, CMS, Email Newsletter Service, and Text Alerts				
	Income	$ 8,892.00	$ 8,891.94	$ 17,783.94
	Expenses	$ 8,891.94	$ 8,892.00	$ 17,783.94
Element D: Multi-media advertising				
	Income	$ 30,000.00	$ 30,000.00	$ 60,000.00
	Expenses	$ 30,000.00	$ 30,000.00	$ 60,000.00
Element E: Ski NH Magazine				
	Income	$ 12,303.00	$ 12,302.50	$ 24,605.50
	Expenses	$ 12,302.50	$ 12,303.00	$ 24,605.50
PROJECT APPLICATION TOTAL				
	Income	$ 62,061.00	$ 62,059.94	$ 124,120.94
	Expenses	$ 62,059.94	$ 62,061.00	$ 124,120.94

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JUN 11 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 #: 2014-13
Vendor ID#: _____
Amount of Grant Approved: _____
☐ 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** (Street) **Lincoln, NH** (City/State) **03251** (Zip)

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

Person Authorized to Represent Organization:

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

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

Address: **Same As Above** (Street) _____ (City/State) _____ (Zip)

Phone: _____ 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 _____

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: $47,560.00
Total Funds to be provided by applicant: $23,780.00
JPP INVESTMENT REQUESTED: $23,780.00

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: Winter Destination Marketing

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

Starting Date: October 2013 ☐ In-State ☒ Out-of-State
Completion Date: April 2014
Dates to be Covered by Evaluation: From November 2013 To April 2014
Total Cost of this element: $47,560.00
Total Funds to be provided by applicant: $23,780.00
JPP INVESTMENT REQUESTED: $23,780.00

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: $_____
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: _____

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.

Mark LaClair, Executive Director Type Name of Applicant (Contact Person Representing Organization)	Signature	06/10/13 Date
Molly Mahar, President Type Name & Title of Organization Officer	Signature	6.10.13 Date
Christine Jessen, President-Elect Type Name & Title of Organization Officer	Signature	6/10/13 Date

(DO NOT WRITE BELOW THIS LINE)

DTTD AND COMMITTEE USE ONLY

JPP Screening Committee Use Only:

Recommendation: ☒ ***Approval*** ☐ ***Denial***

Amount: $ _____

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

SCREENING COMMITTEE CHAIRMAN

7-9-13
DATE

COMMISSIONER, DEPARTMENT OF RESOURCES AND ECONOMIC DEVELOPMENT

7/29/13
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.

Revised: July 2008

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

Joint Promotional Program
Application Budget Summary

Lincoln Woodstock Chamber of Commerce

Project Title: 2014 Destination Marketing

ELEMENT A: Winter Destination Marketing

Income:	Matchable	Non Matchable	Total
Partner Income	$23,780.00	$23,780.00	$47,560.00
Total Income Raised:	$23,780.00	$23,780.00	$47,560.00
JPP Request:			
Total Income	**$23,780.00**	**$23,780.00**	**$47,560.00**

Expense:	Matchable	Non Matchable	Total	**In-State**	**Out Of State**
1) Advertsing					
Print: Loon Magazine Lodging Guide	$5,000.00	$5,000.00	$10,000.00		$10,000.00
Print: SkiNH Magazine	$3,780.00	$3,780.00	$7,560.00		$7,560.00
Broadcast: TV	$4,000.00	$4,000.00	$8,000.00		$8,000.00
2) Web					
Promotion: OnlineCampaign	$11,000.00	$11,000.00	$22,000.00		$22,000.00
Total Expenses	**$23,780.00**	**$23,780.00**	**$47,560.00**		**$47,560.00**

Notes:

* Describe each income source separately, i.e. Membership dues, vendor ads, etc.
** JPP funds go under Non-Matchable
***Refer to exhibits attached which are corresponding samples, contracts, quotes, etc., 1,2...
NOTE: If multiple projects, attach a summary sheet

samplebudgetformatfilledout.xls

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JUL 26 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 #: _____
Vendor ID#: _____
Amount of Grant Approved: _____
☐ 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

25 July 2013

SECTION A

Organization: **Greater Portsmouth Chamber of Commerce**

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

Phone: **603.610.5510** Website: **Goportsmouthnh.Com**

Person Authorized to Represent Organization:

Name: **Valerie T. Rochon** Title: **Tourism Manager** E-mail: **tourism@portsmouthchamber.org**

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

Address: **Same** (Street) _____ (City/State) _____ (Zip)

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**

Type: ☒ **Brochure** ☒ **Website** ☒ **Event** ☒ **Adv Media:** ☒ Radio ☒ Print ☐ TV ☒ Online ☒ Other **Direct Mail** ◄ PR

Starting Date: **7/9/2013** ☒ **In-State** ☒ **Out-of-State**
Completion Date: **6/30/2014**
Dates to be Covered by Evaluation: **From** **7/9/2013** **To** **6/30/2014**

Total Cost of this project: **$83,098.50**
Total Funds to be provided by applicant: **$50,779.25**
JPP INVESTMENT REQUESTED: **$32,319.25**

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: Tourism Website Promotion
Type: ☐ Brochure ☑ Website ☐ Event ☐ Adv Media: ☑ Radio ☐ Print ☐ TV ☑ Online ☑ Other Direct Mail

Starting Date: 8/15/13 ☑ In-State ☑ Out-of-State
Completion Date: 3/30/14
Dates to be Covered by Evaluation: From 8/15/13 To 6/30/14
Total Cost of this element: $13,267
Total Funds to be provided by applicant: $7,633.50
JPP INVESTMENT REQUESTED: $5,633.50

Element B Title: Map of Portsmouth
Type: ☑ Brochure ☐ Website ☐ Event ☐ Adv Media: ☐ Radio ☑ Print ☐ TV ☐ Online ☐ Other ____

Starting Date: 7/9/13 ☑ In-State ☑ Out-of-State
Completion Date: 6/30/14
Dates to be Covered by Evaluation: From 7/9/13 To 6/30/14
Total Cost of this element: $33,825
Total Funds to be provided by applicant: $18,437.50
JPP INVESTMENT REQUESTED: $15,387.50

Element C Title: Harbor Guide Distribution
Type: ☑ Brochure ☐ Website ☐ Event ☐ Adv Media: ☐ Radio ☑ Print ☐ TV ☐ Online ☐ Other ____

Starting Date: 7/9/13 ☑ In-State ☐ Out-of-State
Completion Date: 6/30/14
Dates to be Covered by Evaluation: From 7/9/13 To 6/30/14
Total Cost of this element: $1,410
Total Funds to be provided by applicant: $1,235
JPP INVESTMENT REQUESTED: $175

Element D Title: Consumer E Newsletters
Type: ☐ Brochure ☑ Website ☐ Event ☐ Adv Media: ☐ Radio ☐ Print ☐ TV ☑ Online ☐ Other ____

Starting Date: 7/9/13 ☑ In-State ☑ Out-of-State
Completion Date: 6/30/14
Dates to be Covered by Evaluation: From 7/9/13 To 6/30/14
Total Cost of this element: $4,220
Total Funds to be provided by applicant: $3,310
JPP INVESTMENT REQUESTED: $910

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: Group Program
Type: ☐ Brochure ☐ Website ☑ Event ☐ Adv Media: ☐ Radio ☑ Print ☐ TV ☐ Online ☑ Other Trade Show

Starting Date: 7/9/13 ☐ In-State ☑ Out-of-State
Completion Date: 6/30/14
Dates to be Covered by Evaluation: From 7/9/13 To 6/30/14
Total Cost of this element: $4,809
Total Funds to be provided by applicant: $4,054.50
JPP INVESTMENT REQUESTED: $754.50

Element F Title: Discover New England Summit
Type: ☐ Brochure ☐ Website ☑ Event ☐ Adv Media: ☐ Radio ☐ Print ☐ TV ☐ Online ☑ Other Trade Show

Starting Date: 3/15/14 ☐ In-State ☑ Out-of-State
Completion Date: 5/31/14
Dates to be Covered by Evaluation: From 2/1/14 To 6/30/14
Total Cost of this element: $1,750
Total Funds to be provided by applicant: $1,475
JPP INVESTMENT REQUESTED: $275

Element G Title: Canadian Brochure Distribution - web
Type: ☑ Brochure ☑ Website ☐ Event ☐ Adv Media: ☐ Radio ☑ Print ☐ TV ☑ Online ☐ Other ____

Starting Date: 7/9/13 ☐ In-State ☑ Out-of-State
Completion Date: 6/30/14
Dates to be Covered by Evaluation: From 7/9/13 To 6/30/14
Total Cost of this element: $1,178.50
Total Funds to be provided by applicant: $589.25
JPP INVESTMENT REQUESTED: $589.25

Element H Title: Boston Globe Travel Show
Type: ☐ Brochure ☐ Website ☐ Event ☐ Adv Media: ☐ Radio ☐ Print ☐ TV ☐ Online ☑ Other Trade Show

Starting Date: Feb 2014 ☐ In-State ☑ Out-of-State
Completion Date: Feb 2014
Dates to be Covered by Evaluation: From 2/1/14 To 2/28/14
Total Cost of this element: $3,610
Total Funds to be provided by applicant: $2,130
JPP INVESTMENT REQUESTED: $1,480

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~~ I Title: Harbour Trail - Removed
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: $ Ø

Element ~~B~~ J Title: Restaurant Weeks - Withdrawn, will resubmit
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: $ Ø

Element ~~C~~ K Title: Hit the Decks
Type: ☐ Brochure ☐ Website ☐ Event ☐ Adv Media: ☑ Radio ☐ Print ☐ TV ☐ Online ☐ Other ____

Starting Date: 4/27/2014 ☐ In-State ☑ Out-of-State
Completion Date: 5/2/2014
Dates to be Covered by Evaluation: From 4/27/2014 To 5/3/14
Total Cost of this element: $2500
Total Funds to be provided by applicant: $1,750
JPP INVESTMENT REQUESTED: $750

Element ~~D~~ L Title: Shop Portsmouth
Type: ☑ Brochure ☑ Website ☐ Event ☐ Adv Media: ☐ Radio ☑ Print ☐ TV ☑ Online ☐ Other ____

Starting Date: 7/9/13 ☑ In-State ☐ Out-of-State
Completion Date: 6/30/14
Dates to be Covered by Evaluation: From 7/9/13 To 6/30/14
Total Cost of this element: $3,029
Total Funds to be provided by applicant: $2,664.50
JPP INVESTMENT REQUESTED: $364.50

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~~ M Title: Public Relations
Type: ☐ Brochure ☐ Website ☐ Event ☐ Adv Media: ☐ Radio ☐ Print ☐ TV ☐ Online ☑ Other PR

Starting Date: 7/9/13 ☑ In-State ☑ Out-of-State
Completion Date: 6/30/14
Dates to be Covered by Evaluation: From 7/9/13 To 6/30/14
Total Cost of this element: $13,500
Total Funds to be provided by applicant: $7,500
JPP INVESTMENT REQUESTED: $6,000

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 descriptions.

4. Project Budget: On a separate page, provide a detailed budget sheet for this project, detailing expenses, matchable and unmatchable and funds raised or will be raised by your organization for the proposed project. PLEASE NOTE: **If you are requesting investment in several elements, include detailed budget page for each and a summary page**

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	Valerie T. Rochon	July 24, 2013
Type Name of Applicant (Contact Person Representing Organization)	Signature	Date
Ben Wheeler, Vice Chair, Board of Directors, Greater Portsmouth Chamber of Commerce		July 24, 2013
Type Name & Title of Organization Officer	Signature	Date
Shari Donnermeyer, Chair, Board of Directors, Greater Portsmouth Chamber of Commerce		July 24, 2013
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*** ☐ ***Denial***

Amount: $ _____

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

SCREENING COMMITTEE CHAIRMAN	COMMISSIONER, DEPARTMENT OF RESOURCES AND ECONOMIC DEVELOPMENT
7-29-13	7/29/13
DATE	DATE

Conditions of Approval:

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

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 | **7/23/2013** | **REVISED**

Income:	**Matchable**	**Non Matchable**	**Total**
Portsmouth Chamber	$7,319.25	$18,460.00	**$25,779.25**
Membership/Contributions	$ 25,000.00		**$25,000.00**
Total Income Raised:	**$ 32,319.25**	**$ 18,460.00**	**$50,779.25**
JPP Request:**		$ 32,319.25	$ 32,319.25
Total Income	**$ 32,319.25**	**$ 50,779.25**	**$ 83,098.50**

Expense:	**Matchable**	**Non Matchable**	**Total**	**Exhibit #**
ELEMENT A - New Tourism Website Promotion				
Banner ads - Boston.com	$ 1,050.00	$ -	$ 1,050.00	1, pages 1-4
Design, copywriting for ads	$ 385.00		$ 385.00	2
E Newsletters - Boston	$ 2,500.00	$ -	$ 2,500.00	3, pages 1-3
Radio NHPR	$ 1,260.00		$ 1,260.00	4
Google Adwords	$ 660.00		$ 660.00	5, pages 1-2
Facebook Ads	$ 350.00		$ 350.00	6, pages 1 - 3
Direct Mail	$ 2,047.00		$ 2,047.00	7, pages 1-3
SEO Optimization, social media strategy	$ 990.00		$ 990.00	8, pages 1-11
Photography	$ 1,025.00		$ 1,025.00	9, pages 1-5
Video Production	$ 1,000.00		$ 1,000.00	10, pages 1-3
Public Relations (see Element M)	$ -		$ -	
Personnel	$ -	$ 2,000.00	$ 2,000.00	
Subtotal	**$ 11,267.00**	**$ 2,000.00**	**$ 13,267.00**	
	$ 5,633.50			
ELEMENT B - Official Map of Portsmouth & Seacoast (In and Out of State)				11, pages 1-4
Design update & redesign	$ 4,000.00		$ 4,000.00	12
Printing	$ 13,310.00		$ 13,310.00	13, pages 1-3
Distribution in-state	$ 4,922.00		$ 4,922.00	14, 15, pages 1-25, 16, pages 7-8
Distribution out-of-state	$ 8,543.00		$ 8,543.00	14, 15, pages 1-25, 16, pages 1-10
Distribution local (est Dave Maloney)	$ -	$ 500.00	$ 500.00	17
Distribution racks	$ -	$ 550.00	$ 550.00	18
Personnel	$ -	$ 2,000.00	$ 2,000.00	
Subtotal	**$ 30,775.00**	**$ 3,050.00**	**$ 33,825.00**	
	$ 15,387.50			
ELEMENT C - Harbor Guide: The Official Guide to Portsmouth & the Seacoast				19
Distribution in-state	**$ 350.00**		**$ 350.00**	20, 21, pages 1-4
Distribution out-of-state by mail (500*$2.1	$ -	$ 1,060.00	$ 1,060.00	
Subtotal	**$ 350.00**	**$ 1,060.00**	**$ 1,410.00**	
	$ 175.00			
ELEMENT D - Consumer E-Newsletters				22, pages 1-2
Design newsletter template	$ 800.00		$ 800.00	23
Monthly fees for 10,000+ names	$ 1,020.00		$ 1,020.00	24
Personnel	$ -	$ 2,400.00	$ 2,400.00	
Subtotal	**$ 1,820.00**	**$ 2,400.00**	**$ 4,220.00**	
	$ 910.00			

Expense:	Matchable	Non Matchable	Total	Exhibit #
ELEMENT E - Group Program (Out of State)				
ABA Registration	$ 1,295.00		$ 1,295.00	25
ABA Dues	$ -	$ 500.00	$ 500.00	26
ABA New England Event (est)	$ 150.00		$ 150.00	27
ABA Sell sheet design	$ -	$ 400.00	$ 400.00	28
ABA Sell sheet print	$ 64.00		$ 64.00	29, pages 1-3
ABA Travel	$ -	$ 1,400.00	$ 1,400.00	
Personnel	$ -	$ 1,000.00	$ 1,000.00	
Subtotal	**$ 1,509.00**	**$ 3,300.00**	**$ 4,809.00**	
	$ 754.50			
ELEMENT F - Discover New England (Out of country)				
Summit Registration	$550.00		$ 550.00	30
Travel		$700.00	$ 700.00	
Personnel		$500.00	$ 500.00	
Subtotal	**$550.00**	**$ 1,200.00**	**$ 1,750.00**	
	$ 275.00			
ELEMENT G - Canadian Brochure Dist (Out of country)				31, pages 1-3
NETC distribution @ trade shows w tax e	$374.50		$ 374.50	32, pages 1-3
Monthly Newsletter for 4 months	$170.00		$ 170.00	33
Website link ad	$50.00		$ 50.00	33
East CoastTraveler Magazine ad 1/6 pge	$300.00		$ 300.00	34, pages 1-2
Shipping collateral to Canada	$284.00		$ 284.00	34, pages 3-4
Subtotal	**$1,178.50**	**$ -**	**$ 1,178.50**	
	$ 589.25			
ELEMENT H - Boston Globe Travel Show (Out of state)				35
Single Booth	$ 2,850.00		$ 2,850.00	36, pages 1-2
Electricity in booth	$ 110.00		$ 110.00	37
Travel	$ -	$ 350.00	$ 350.00	
Personnel	$ -	$ 300.00	$ 300.00	
Subtotal	**$ 2,960.00**	**$ 650.00**	**$ 3,610.00**	
	$ 1,480.00			
ELEMENT I - Harbour Trail Walking Tour Guide - REMOVED - RETAIL COMPO			Associated Exhibits:	38 - 41
ELEMENT J - Restaurant Week Portsmouth & the Seacoast - WITHDRAWN, WILL RESUBMIT			Associated Exhibits:	42 - 68
ELEMENT K - Hit the Decks Portsmouth				69, 70 pages 1 2
Rack card & poster design sponsored	$ -		$ -	71, 72
Advance promotion on RW rack card (ab	$ -		$ -	
Printing (5K) + posters sponsored	$ -		$ -	
Radio ads 92.5 River Boston	$ 1,500.00		$ 1,500.00	73 page 1-2, 74
Personnel	$ -	$ 1,000.00	$ 1,000.00	
PR (see Element M)	$ -		$ -	75 page 1-2
Subtotal	**$ 1,500.00**	**$ 1,000.00**	**$2,500.00**	
	$ 750.00			
ELEMENT L - Retail - Shop Portsmouth & the Seacoast (In and Out of state)				81, 82, 83 page 1-2
Rack card design in house	$ -	$250.00	$ 250.00	76
Rack card print 10K	$ 554.00		$ 554.00	77 page 1-4
Distribution NH State Rest Areas	$ 175.00		$ 175.00	78, 79 page 1-3
Distribution local (est Dave Maloney)	$ -	$50.00	$ 50.00	80
Personnel		$2,000.00	$ 2,000.00	
PR (see Element M)	$ -		$ -	
Subtotal	**$ 729.00**	**$2,300.00**	**$3,029.00**	
	$ 364.50			

Expense:	Matchable	Non Matchable	Total	Exhibit #
ELEMENT M - Public Relations (In and Out of state)				
Campaign, twelve months	$12,000.00		$ 12,000.00	84
Travel, desk side visits, NYC & BOS (est)		$ 1,000.00	$ 1,000.00	
Personnel		$ 500.00	$ 500.00	
Subtotal	**$12,000.00**	**$ 1,500.00**	**$ 13,500.00**	
	$ 6,000.00			
Total Expenses	**$ 64,638.50**	**$ 18,460.00**	**$ 83,098.50**	
		crosscheck	$ 83,098.50	

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 #: _____
Vendor ID#: _____
Amount of Grant Approved: _____
☐ In-State Funds
☐ Out-of-State Funds

APPLICATION FORM

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

SECTION A

Organization: Androscoggin Valley Chamber of Commerce

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

Phone: 603-752-6060 Website: Www.Androscogginvalleychamber.Com

Person Authorized to Represent Organization:

Name: Joanne Roy Title: President E-mail: jroydbar@gmail.com

Person Responsible for Billing: Name: Paula Kinney Title: Office Manager
(must be different from person listed above)

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

Phone: 603-752-6060 Fax: 603-752-1002 E-mail: Info@Androscogginvalleychamber

SECTION B

▶Use this section for the TOTAL of ALL elements◀

Project Title: Gorham Regional Tourism Brochure

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

Starting Date: 7/1/2013 ☒ In-State ☒ Out-of-State
Completion Date: 12/31/2013
Dates to be Covered by Evaluation: From 1/1/2014 To 1/1/2015

Total Cost of this project: $18,547
Total Funds to be provided by applicant: $9,670
JPP INVESTMENT REQUESTED: $8,877

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: Gorham Regional Tourism Brochure
Type: ☒ Brochure ☐ Website ☐ Event ☐ Adv Media: ☐ Radio ☐ Print ☐ TV ☐ Online ☐ Other ____

Starting Date: 7/1/2013 ☒ In-State ☒ Out-of-State
Completion Date: 12/31/2013
Dates to be Covered by Evaluation: From 1/1/ 2014 To 1/1/2015
Total Cost of this element: $18,547
Total Funds to be provided by applicant: $9,670
JPP INVESTMENT REQUESTED: $8,877

Element B Title: Gorham Regional Tourism Brochure
Type: ☐ Brochure ☒ Website ☐ Event ☐ Adv Media: ☐ Radio ☐ Print ☐ TV ☐ Online ☐ Other ____

Starting Date: 7/1/2012 ☒ In-State ☒ Out-of-State
Completion Date: 12/31/2013
Dates to be Covered by Evaluation: From 1/1/2014 To 1/1/2015
Total Cost of this element: $0.00 (Digital Web Brochure
Total Funds to be provided by applicant: $0.00 included in distribution bid)
JPP INVESTMENT REQUESTED: $0.00

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 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 JPP Funding Need section of project marketing plan.

4. Project Budget: On a separate page, provide a detailed budget sheet for this project, detailing expenses, matchable and unmatchable and funds raised or will be raised by your organization for the proposed project. PLEASE NOTE: **If you are requesting investment in several elements, include detailed budget page for each and a summary page**

5. Board Resolution: Include a Board Resolution, signed by an officer of your organization which indicates support for this application, and certifies that if funded, will enhance the organization's commitment to tourism marketing and not decrease the organization's own funding for tourism promotional activities.

6. If applicable, attach the following:

   - **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.

Paula Kinney, Office Manager Type Name of Applicant (Contact Person Representing Organization)	Paula Kinney Signature	7/01/2013 Date
Joanne Roy, President Type Name & Title of Organization Officer	Joanne Roy Signature	7/01/2013 Date
Lucinda Bragg, Treasurer Type Name & Title of Organization Officer	Lucinda M Bragg Signature	7/01/2013 Date

(DO NOT WRITE BELOW THIS LINE)

DTTD AND COMMITTEE USE ONLY

JPP Screening Committee Use Only:

Recommendation: ☑ ***Approval*** ☐ ***Denial***

Amount: $ _____

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

Robert A. Bradley SCREENING COMMITTEE CHAIRMAN	Jeffrey J. Rose COMMISSIONER, DEPARTMENT OF RESOURCES AND ECONOMIC DEVELOPMENT
7-29-13 DATE	7/29/13 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.

Revised: July 2008

Project Budget: fiscal 2014

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

Joint Promotional Program
Application Budget Sheet
Androscoggin Valley Chamber of Commerce

Project Title: Gorham Regional Tourism Brochure

Income:	Matchable	Non Matchable	Total Funds
Ad Revenue	$ 2,250	$ -	$ 2,250
Other Sponsors	$ 1,000		$ 1,000
Mr. Pizza Silver Sponsor*	$ 1,420		$ 1,420
Chapman Gold Sponsor*	$ 5,000	----------	$ 5,000
Total Income Raised:	$ 9,670	$ -	**$ 9,670**
JPP Request.		$ 8,877	**$ 8,877**
Total Income	**$ 9,670**	**$ 8,877**	**$ 18,547**

Expense:	Matchable	Non Matchable	Total Funds
Printing & Distribution			
Production (bal.)	$ 1,080	$ 1,080	$ 2,160
Printing,20M,32P	$ 3,400	$ 3,407	$ 6,807
Distribution	$ 4,397	$ 5,183	$ 9,580
Administrative	$ -	$ -	$ - -
Total Expenses	**$ 8,877**	**$ 9,670**	**$ 18,547**

*Mr. Pizza and Chapman Metals are committed sponsors.