



Clarification of Frequently Asked Questions for Res 3300

Purpose: To guide both the JPP Screening Committee and individual applicants to:

- Minimize areas and levels of uncertainty
- Clarify statutory language with workable language to the extent possible
- Maximize the return on investment of every available JPP dollar

All Guidelines will be communicated to the industry via email and posting on the DTTD website in the JPP section.

BUDGET – FINANCIALS

For further guidance in evaluating funding priorities in the grant review process, the applicant will provide financial statements or tax returns prepared by a certified public accountant. Where time does not allow for the submission of the prior year prepared documents (i.e. JPP certification), the JPP will accept draft statements for the interim.

AWARD MAXIMUM

The maximum grant limit as set by Res 3300 will be further evaluated in times of funding limitations and considering that all grant requests are weighted against each other, a maximum award (percentage or dollar figure) per application will be established.

FUNDING PRIORITIES

International visitors are a very important part of New Hampshire's visitor mix. However, in reviewing international marketing grant proposals, the committee will take into consideration the then current market conditions along with applicant's rationale and expected outcomes and the role international marketing plays in the applicant's overall marketing plan.

When reviewing applications, the committee will take into consideration the maturity of the organization against the sophistication of the requests being presented. Priority will be give in the case of mature organizations to initiatives that expand upon marketing efforts or explore new initiatives. For newer organizations, the committee will consider requests that strengthen or build upon foundational initiatives.

LAPSED FUNDS

If an applicant lapses funds two years in a row, grant funds that would be available for the applicant for the current year may be reduced by the average amount lapsed (as reflected in JPP administrative records) in the past two years.

GRANT ADDENDUMS AND USE OF FUNDS FOR PURPOSES OTHER THAN PURPOSE APPROVED.

The prohibition of a grant addendum once a grant application has been approved is set by Res 3303.13. To further clarify, this also covers any switch in projects changing the intended use of JPP funds; for example, from website re-design to PR; from brochure distribution to internet advertising, etc. This would be considered a new use of funds and would require a new application in the next round.

WEBSITE

Prominently display on the site's homepage, the DTTD logo (please refer to Logo Standards on the JPP portion of the [visitnh.gov](http://www.visitnh.gov) website), New Hampshire and the words: "go to www.visitnh.gov for more information about New Hampshire".

PUBLIC RELATIONS

Press releases, print or electronic, must include the following: For further information about New Hampshire, visit the New Hampshire Division of Travel & Tourism website at www.visitnh.gov.

Website press rooms funded by JPP as part of website development must link to www.visitnh.gov with the following language: For more information about New Hampshire and additional digital images, visit the New Hampshire Division of Travel & Tourism website at www.visitnh.gov

CDs containing print collateral, PDFs or press releases must include the DTTD Logo and the following Language: For more information about New Hampshire and additional digital images, visit the New Hampshire Division of Travel & Tourism website at www.visitnh.gov

In general, Public Relations efforts funded through the Joint Promotional Program (i.e. email signatures, e-newsletters, event programs, signage and other promotional collateral must include, wherever practical, the following language: Sponsored in part by a Joint Promotional Program grant through the New Hampshire Division of Travel & Tourism Development – www.visitnh.gov

DISTRIBUTION

In cases where the applicant submits a single application for 'distribution' projects that extend beyond June 30, the entire vendor bill is to be paid by June 30 of the fiscal year in which the funds were granted. Paid bills must be submitted to DTTD for reimbursement not later than 90 days after June 30 to qualify for reimbursement. In no case, will invoices submitted for reimbursement after September 30, be paid.

EVALUATION REPORT AND QUANTITATIVE RESEARCH.

Results of all promotion initiatives funded by the JPP shall be evaluated by the grant recipient.

Results must be summarized on JPP Evaluation Report - Form JPP-5 and submitted to DTTD.

Quantitative Research is also required for each of the elements for which JPP provides funding. Examples of methodologies are available on [visitnh.gov](http://www.visitnh.gov)...and through consultation with DTTD.

The applicant shall describe the proposed quantitative research methodology they will use as part of the grant application as stated in Res 3309.01.