Form JPP-2 APPLICATION

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

for office use only:
Grant #_____
Vendor Code:_____
Amount of Grant Approved: $_____
{ } In-State Funds { } Out-of-State Funds

APPLICATION

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

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

SECTION A – Organization Information

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

Organization: _____ Phone # _____

Address: _____
Street City/State Zip

Primary Contact Person: _____ Title: _____

Address: _____
Street City/State Zip

Phone: _____ Fax: _____ Email: _____

Billing Contact: _____ Title: _____

Address: _____
Street City/State Zip

Phone: _____ Fax: _____ Email: _____

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

Title: _____

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

First Start Date _____ Last Completion Date: _____

Dates to be covered by evaluation: From _____ To _____

Total cost (all projects): $_____

Total funds to be provided by applicant: $_____

TOTAL JPP INVESTMENT REQUESTED: $_____ In-State Total: $_____Out-of-State Total: _____

Section B2 - Projects

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

Project A Title: _____

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

Project Start Date _____ Anticipated Completion Date: _____

Dates to be covered by JPP Evaluation Report: From_____ To_____

Total cost for Project A: $_____

Total Funds to be provided by applicant: $_____

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

Project B Title: _____

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

Project Start Date _____ Anticipated Completion Date: _____

Dates to be covered by JPP Evaluation Report: From_____ To_____

Total cost for Project B: $_____

Total Funds to be provided by applicant: $_____

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

Project C Title: _____

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

Project Start Date _____ Anticipated Completion Date: _____

Dates to be covered by JPP Evaluation Report: From_____ To_____

Total cost for Project C: $_____

Total Funds to be provided by applicant: $_____

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

Project D Title: _____

Elements: ___ Print Material/Brochure ___Online/Website ___ Radio ___ TV ___ PR ___Other: _____

Project Start Date _____ Anticipated Completion Date: _____

Dates to be covered by JPP Evaluation Report: From_____ To_____

Total cost for Project D: $_____

Total Funds to be provided by applicant: $_____

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

FOR ADDITIONAL PROJECTS, PLEASE ATTACH A SECOND SHEET

Section C -Checklist

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

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

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

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

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

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

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

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

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

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

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

   Explain _____

   _____

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

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

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

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

13. _____ **Website work:** Include a wireframe, design composition and navigation guide.

14. _____**Media placements:** Include a complete schedule with applicable dates for each advertisement and a mockup of the advertisement(s).

15. _____ **Public relations:** Include a sample release, campaign plan or other descriptive information.

16. _____ **Television and Radio:** Include storyboards, scripts and placement schedule with applicable dates

17. _____ **Trade Shows:** Include a valid contract for applicable dates, including space and services. Will show space or brochure space be sublet, sold or traded to members of the organization or anyone else? ☐ Yes ☐ No

Section D1 – Applicant Responsibilities

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

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

19. _____ Adhere to the graphics standard requirements as provided on the Industry Members section of the DTTD website under *Grants*.

20. _____ Submit all (mock-up) advertising and printed materials as attachments with this application. Mock-ups will need JPP Administrator approval only IF they have been changed since being presented at the grant presentation/interview.

Section D2 - Reporting and Reimbursement Requirements

21. _____ Participate in the State's research program as designated by the Division of Travel and Tourism Development.

22. _____ Submit all bills for reimbursement within 90 days after the completion date indicated in Section B1 of this application. Form JPP-3 must be used for submitting invoices. Form JPP-3 will be included in your acceptance packet. Any submissions made without the required form will not be accepted.

23. _____Report any portion of the dollars allocated for the grant that **will not be used as soon as it is realized** or within 90 days from the completion date of the project.

24. _____ Submit a final report within 90 days after the completion date indicated in Section B1 of this application.

25. _____ Adhere to the PROJECT REQUIREMENTS as required by Administrative Rule RES 3300.

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

27. _____ Submit to a project audit, if requested.

Section E – Signatures

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

Three different signatures are required from the organization.

Type Name and Title of Applicant (Contact Person Representing Organization)	Signature	Date
Type Name & Title of Organization Officer	Signature	Date
Type Name & Title of Organization Officer	Signature	Date

(DO NOT WRITE BELOW THIS LINE)

DTTD AND COMMITTEE USE ONLY

JPP Screening Committee Use Only:

Recommendation: ☐ **Approval** ☐ **Partial Approval** ☐ **Denial**

Amount Total: $_____ In-State Amount $_____ Out-of-State Amount $_____

SCREENING COMMITTEE CHAIRPERSON

COMMISSIONER, DEPARTMENT OF RESOURCES AND ECONOMIC DEVELOPMENT

Conditions of Approval:

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

2. If any of the printed materials, ad layouts and/or electronic copies are changed from the original version(s) presented during the Screening Committee meeting, the newer version will be submitted for additional approval(s) by the JPP Administrator, **providing not less than 48 hours for DTTD review/approval(s) process.**

3. Work with the Institute of NH Studies to complete research requirements – mokrant@plymouth.edu.

4. Additional conditions may be placed on your approval.