



Joint Promotional Program Overview

PURPOSE

To guide 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 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 Bea 300 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.

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 will be reduced by the average amount lapsed (as reflected in JPP administrative records) in the past two years.

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-3) and submitted to DTTD within 90 days of completion of the project.

The applicant shall describe the proposed quantitative research methodology they will use as part of the grant application as stated in Bea 306.01.