



Joint Promotional Program

New Hampshire Division of Travel and Tourism Development
New Hampshire Department of Business and Economic Affairs

EVALUATION REPORT

This form must be completed within 90 days of project completion date

Project region (e.g., White Mts., Lakes): _____
Agency/organization receiving funding: _____
Completed by (your name/email): _____

JPP Grant #: _____
Total JPP funds received for this project: \$ _____
Total additional funds spent on this project \$ _____

For Each Project provide the following:

Name: _____
Total JPP funds received for this project: \$ _____
Total additional funds spent on this project \$ _____
Goal (s): _____

Were the goals met?

Provide results (use the relative information below to show results depending on project type):

Advertising/Marketing Projects, include:

Market	<u>Market Area</u>	<u>Total JPP funds in each market</u>
☐	New Hampshire	\$ _____
☐	New England	\$ _____
☐	Northeast US	\$ _____
☐	Midwest US	\$ _____
☐	Southeastern US	\$ _____
☐	National US	\$ _____
☐	Canada	\$ _____
☐	UK/Europe	\$ _____
☐	Other (please specify)	\$ _____

Tactics

	<u>Media</u>	<u>Total JPP funds in each tactic</u>	<u>Results (Where applicable, please include reports from each outlet)</u>		
☐	Websites Advertising	\$ _____	# of Impressions _____	# of Clicks _____	
☐	Newspaper ads	\$ _____			
☐	Magazine ads	\$ _____			
☐	Brochures/guides	\$ _____			
☐	Trade shows	\$ _____	# of Attendees _____		
☐	Coop newspaper ads	\$ _____			
☐	Radio ads	\$ _____	# of Final Impressions _____		
☐	Television ads	\$ _____	# of Final Impressions _____		
☐	Media receptions	\$ _____	# of Attendees _____	Any results from the reception (FAM, Article) _____	
☐	Facebook	\$ _____	# of Impressions _____	# of Clicks _____	# of Engagements _____
☐	Instagram	\$ _____	# of Impressions _____	# of Clicks _____	# of Engagements _____
☐	Pinterest	\$ _____	# of Impressions _____	# of Clicks _____	# of Engagements _____
☐	Snapchat	\$ _____	# of Impressions _____	# of Clicks _____	
☐	TikTok	\$ _____	# of Impressions _____	# of Clicks _____	
☐	Google	\$ _____	# of Impressions _____	# of Clicks _____	
☐	Other (please specify)	\$ _____			

Brochure Projects, provide a pdf of samples of completed project:

Number of brochures printed _____

Number distributed _____

Where _____

Website Projects:Provide completed website URL: _____

Number of web visits: _____

Photography Projects, provide a pdf of samples of completed project:**Include the following items with this form:**

- (1) A copy of the vendor's distribution report, if applicable.
- (2) A copy of any quantitative research related to grant projects, if applicable.

Complete and submit to: JPPAdministrator@livefree.nh.gov