New Hampshire

LIVE FREE

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

JOINT PROMOTIONAL PROGRAM

GLOSSARY OF TERMS

Person Representing Organization	Authorized person who will be presenting the proposed project at the JPP screening meeting and has signed the application.
Project Title	Description that summarizes the application (all elements).
Project Starting Date	The date the project will be marketed to the public.
Project Completion Date	The final date all material has been distributed, broadcast, etc. If beyond end of current fiscal year, all vendor invoices must be paid and submitted for reimbursement within 90 days of June 30. (see reimbursement time limit below)
Project Evaluation Period	The period of time for which the project results will be measured.
Total Project Cost	The total sum of all elements. This total should equal the funds to be provided by you plus the JPP investment requested as stated in Section B of your application.
Single Element	One element to your marketing project, i.e. brochure; web, television, etc.
Element Title	Description that summarizes a single element.
Total Element Cost	The total cost of a single element.
Multi-Element Projects	More than one element that is part of your grant application.
Marketing Plan	Written document that details the actions/strategies necessary to achieve specified marketing objectives.
Financial statements or Annual Report	Reports of financial position prepared by a certified public accountant or tax returns filed by a certified public accountant.
Reimbursement - Time limit	Bills must be paid and submitted to DTTD for reimbursement not later than 90 days after June 30. When the project end date extends beyond June 30, bills must be paid and submitted for reimbursement not later than 90 days after June 30.
Final Accounting - Final funds	Submission of the final paid invoice(s) for reimbursement of costs associated with your project.
Unused funds	The difference (if any) between funds awarded and total funds actually used.
Evaluation Summary Report	Form JPP-4, the assessment of results of your project (all elements) based on research conducted. For example: conversion study; brochure evaluation; cost per inquiry; lodging occupancy; visitor survey; website tracking. Do not include more than one grant # per summary report.