



New Hampshire Department of Resources and Economic Development  
 Division of Travel and Tourism Development

**JOINT PROMOTIONAL PROGRAM**

New Hampshire Division of Travel and Tourism Development  
 Joint Promotional Program  
 Screening Committee

**APPLICATION REVIEW FORM**

Meeting Date \_\_\_\_\_

**FOR OFFICE USE ONLY**

Applicant: \_\_\_\_\_

Project Title: \_\_\_\_\_

Type:     Brochure     Website     Adv: Media:     Radio     TV     Print     Other \_\_\_\_\_

Amount of Request: \$ \_\_\_\_\_

The primary goals of this program are to increase the level, quality and effectiveness of the promotion of New Hampshire as a visitor destination, to reinforce and augment the state's marketing strategies, and to maintain a viable and strong economic base in the state. To that end, the JPP Screening Committee views these funds not as simply a grant, but as an investment in tourism development which is a significant component of New Hampshire's overall economic development initiatives.

This review form is used in the evaluation of each application. Written responses to all relevant sections of the application form, supported by oral responses to questions listed below will be combined to evaluate each project using Sections I – V.

Each of the five sections of this evaluation is weighted to give more value to the more important aspects of the project and that will provide the best return on the state's investment in tourism promotion and development. A maximum of 100 points is available. A minimum of 60 points is required for your project to qualify for matching funds from the Joint Promotional Program.

- 0 = Unacceptable
- 2 = Poor
- 3 = Satisfactory
- 4 = Above average
- 5 = Excellent

## I. Application

- How well does the applicant explain the project in the *written* application, its target audience (i.e. seasonal, geographic, niche), desired results and his/her rationale for expecting the promotional methods proposed to achieve those results?
- How does this project fit into the applicant's overall marketing plan?
- How clearly are the sources and uses of funds for this project detailed in budget section of the *written* application?
- In the *oral* presentation, does the applicant present an understandable overview of the organization's marketing plan and where this project fits in the overall plan?
- If this is not the first time the organization has applied for JPP funds for a substantially similar project, is it clear in the *oral* presentation how this project will target new or expanded markets and improve results?
- In the *oral* presentation, does the applicant present results of research conducted over the last several years that have guided the rationale for this particular project proposal?

Score \_\_\_\_\_ x weight (x3) = Points \_\_\_\_\_ (0 to 15)

## II. Collaboration

- Does this project include logical partners 1) within the applicant's region or sector, 2) from other neighboring regions or allied sectors, 3) throughout the state, 4) along a specific thematic line?
- Are there extenuating circumstances (e.g., financial need of the applicant's community or sector) that handicap the applicant's ability to expand this project's reach?
- How well does this project attract interest and cooperation from a broad constituency of potential stakeholders?
- If this is a new initiative, are community leaders aware and/or supportive?
- How will local businesses benefit?

Score \_\_\_\_\_ x weight (x3) = Points \_\_\_\_\_ (0 to 15)

## III. Design, Implementation, and Measurement

- Is the design of this project high quality and well-targeted at the intended audience?
- Are the implementation strategies proposed for this project logical relative to desired results?
- How will the results of this project be quantified, measured and proven?
- Is this the logical next step in the evolution of applicant's approach to tourism development?

Score \_\_\_\_\_ x weight (x6) = Points \_\_\_\_\_ (0 to 30)

**IV. Economic Impact**

- What is the potential for this project to produce a reasonable return on investment for the state?
- What is the likelihood that this project will have a substantive affect on raising state revenues through means in addition to the Rooms and Meals Tax?
- How well might this project attract overnight visitors to the state who are likely to stay for several nights?
- Does this project promote New Hampshire to visitors who might visit during slower seasons of the year, or on midweek days? Which new markets of potential visitors are likely to be attracted?
- If this is a new initiative, does it have the potential to create additional jobs?
- Is this an opportunity to develop tourism in an area that has not taken advantage of its potential?

Score \_\_\_\_\_ x weight (x5) = Points \_\_\_\_\_ (0 to 25)

**V. Reinforcing the State's Marketing Efforts**

- How does this project support and complement the state's marketing initiatives?
- Will this project enhance the image of the state of New Hampshire?
- Is it likely that the return on the state's investment in this project will be at least equal to, if not greater than, other applications being presented at this review?

Score \_\_\_\_\_ x weight (x3) = Points \_\_\_\_\_ (0 to 15)

**Total Score I – V = \_\_\_\_\_  
(Must total 60 or more to qualify)**

\_\_\_\_\_  
Initials

**Additional Feedback from Committee:**

How could this project be better?

What type of training/mentoring would be helpful to this applicant to strengthen future applications?