



STATE OF NEW HAMPSHIRE  
DEPARTMENT OF BUSINESS AND ECONOMIC AFFAIRS  
DIVISION OF TRAVEL AND TOURISM  
172 Pembroke Road, Concord, New Hampshire 03301

TAYLOR CASWELL  
Commissioner

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Director

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January 5, 2018

Dear Industry Partner:

The purpose of this letter is to inform you of changes to the Joint Promotional Program (JPP).

As you may know, the legislation that established the Department of Business and Economic Affairs, House Bill (HB) 517, eliminated all advisory boards and screening committees that had existed under the previous department - including the JPP Screening Committee.

As a result of the elimination of the screening committee, the Division of Travel and Tourism Development (DTTD) has been advised by the Attorney General's office that the committee is no longer statutorily authorized and therefore should no longer meet.

In light of this development, the role of the screening committee, which was primarily to evaluate and make recommendations to the commissioner on applicants' eligible activities, will now be determined by DTTD/Department of Business and Economic Affairs (BEA) staff, who will then provide recommendations to BEA's Commissioner. As consistent with past practice, once a grant is approved by the Commissioner it will then proceed to the Governor and Executive Council for final consideration.

**What does this mean for you?**

**Application Deadlines:** FY18 application deadlines remain intact; the fourth and final round deadline remains February 27, 2018. FY19 deadlines will be posted on [visitnh.gov/industry](http://visitnh.gov/industry) this spring.

**In person Presentations/Meetings:** Presentations to the JPP Screening Committee will no longer be a requirement; therefore the meeting dates posted on [visitnh.gov/industry](http://visitnh.gov/industry) can be disregarded. That said, DTTD reserves the right to request a meeting with applicants on an as needed basis.

**Program Funding:** JPP remains unchanged. The remaining FY18 balance is approximately \$96,000; FY19 funding totals \$850,000.

**Rules:** With the exception of the elimination of the JPP Screening Committee, all Administrative Rules remain intact. A complete list of rules can be found on [visitnh.gov/industry](http://visitnh.gov/industry).



While the JPP grant process has changed, DTTD and the Department of Business and Economic Affairs remains fully committed to working with New Hampshire's tourism industry. JPP is an important program to our strategy to market and promote the state as New England's premier leisure travel destination.

I'd also like to express my sincere gratitude for the time, commitment, and effort the JPP Screening Committee has provided to the state over the course of many decades. Their contributions have been an important part of the success of the program.

As always, please feel free to contact me with any questions at [victoria.cimino@livefree.nh.gov](mailto:victoria.cimino@livefree.nh.gov) or 603-271-2665.

With warm regards,



Victoria Cimino  
Director

