



New Hampshire Department of Resources and Economic Development
Division of Travel and Tourism Development
JOINT PROMOTIONAL PROGRAM

NEW HAMPSHIRE STATE LAW

12-A:1-e Joint Promotional Program. A Joint Promotional Advertising Program is hereby established to carry out the duties of the Department of Resources and Economic Development as set forth in RSA 12-A:1-c to publicize the advantages of the State of New Hampshire for tourism and to encourage continuous partnership with private industry in this promotion in order to maintain a viable and strong economic base in the state.

I. The Department of Resources and Economic Development shall administer a Joint Promotional Advertising Program in cooperation with a Joint Promotional Program Screening Committee. The funds appropriated for this program shall be expended for grants for advertising programs entered into with independent groups or organizations which are designed to promote travel and tourism in the State of New Hampshire.

II. The screening committee shall consist of the director of the Division of Travel and Tourism Development and 8 other members appointed as follows:

- (a) One member appointed by the Governor and Council upon nomination by the commissioner of Resources and Economic Development;
- (b) 7 members appointed by the Governor and Council upon nomination by the New Hampshire Travel Council. The members nominated by the Travel Council shall include at least one representative of each of the following: a chamber of commerce, regional association, ski area, attraction, campground and lodging;
- (c) Members, other than the director of the Division of Travel and Tourism Development, shall serve for a term of 3 years and until their successors are appointed and qualified.

III. The screening committee shall elect its own chairman. Members may designate an alternate with the approval of the chairman. A majority of the members of the committee or their alternates shall constitute a quorum.

IV. Members of the screening committee shall not be compensated; however, the commissioner of Resources and Economic Development may set aside up to one percent of the funds appropriated for the Joint Promotional Program in any fiscal year to reimburse committee members for their direct expenses associated with the program. The commissioner shall review and approve all requests for reimbursement.

V. Funds appropriated to the Joint Promotional Program shall only be made available to regional associations, state-wide tourist groups, chambers of commerce or other promotional organizations as may be certified by the screening committee with the approval of the commissioner of the Department of Resources and Economic Development. Such grants shall only be given to those organizations which have been in existence for at least 3 years prior to the date of the grant application.

VI. Grant awards shall require 50 percent matching funds from private sources. Grants shall not be used for the administrative salaries or overhead expenses of any applicant selected for a grant.

VII. Grant applications shall be reviewed by the screening committee which shall recommend approval or disapproval of applications to the commissioner of Resources and Economic Development. A recommendation for disapproval by the screening committee or the commissioner shall be in writing with the reasons for disapproval stated.

VIII. Funds appropriated for the Joint Promotional Program for the first fiscal year of any biennium shall not lapse and shall be available for expenditure during the second fiscal year of the biennium. All funds which have not been expended by the end of the second fiscal year of a biennium shall lapse to the general fund.

IX. The commissioner of Resources and Economic Development shall, with the advice of the screening committee, adopt rules under RSA 541-A after public hearing governing the Joint Promotional Program. These rules shall include:

- (a) A description of the Joint Promotional Program, stating the general course and method of its operations and the methods by which the public may obtain information or make submissions or requests;
- (b) The procedures and criteria used to certify groups or organizations eligible for matching grants;
- (c) The application process, including the information required of applicants;
- (d) The procedures and criteria used to evaluate grant applications;
- (e) Procedures for the administration of grants by recipients including reporting requirements.

X. Three percent of the funds appropriated to the Joint Promotional Program shall be allocated for a grant or grants to organizations that do not qualify under paragraph V of this section. Such grants shall require 10 percent matching funds from private sources, provided that the organization:

- (a) Has a demonstrated program of cooperation for promotion;
- (b) Has a demonstrated need for promotion;
- (c) Has demonstrated a case of regional depression or financial hardship;
- (d) Agrees that this unmatched grant shall not be awarded for more than 2 successive years; and
- (e) Further agrees that the affected area shall not be eligible for any unmatched grant for a period and of 5 years after the second year following the award of the first of any unmatched grant.

HISTORY

Source. 1983, 422:20. 1985, 270:6. 1986, 165:4, eff. July 27, 1986.

AMENDMENTS – 1986. Paragraph X: Substituted “three” for “ten” preceding “percent of the funds” at the beginning of the introductory paragraph.

-- 1985. Amended section generally.

REVISION NOTE. In pars. V and IX, substituted “screening” for “selection” preceding “committee” to correct an error in the references.

CROSS REFERENCES

Tourism policy, see RSA 12-A:23