

CHAPTER Res 3300 RULES FOR JOINT PROMOTIONAL PROGRAM

PART Res 3301 PURPOSE AND SCOPE

Statutory Authority: RSA 12-A:1-e

Res 3301.01 Purpose of the Joint Promotional Program.

(a) The purpose of the New Hampshire joint promotional program (JPP) is to invest in tourism promotional initiatives developed by independent groups or organizations which will compliment the state of New Hampshire's marketing initiative.

(b) The primary goals of the program are to develop New Hampshire as a year-round visitor destination, to increase overnight stays, to enhance the quality and effectiveness of marketing to visitors, and to encourage cooperative marketing efforts for the promotion of New Hampshire.

Res 3301.02 Scope. These rules shall apply to all organizations for which investment by the JPP is requested. Organizations meeting the criteria set forth by Res 3300 shall be eligible for a match of up to 50% on a reimbursement basis.

PART Res 3302 ELIGIBILITY REQUIREMENTS

Res 3302.01 Eligible Organizations. Any New Hampshire organization that is registered and in good standing with the New Hampshire secretary of state which is engaged in or has been formed for the purpose of promoting travel and tourism to New Hampshire and has been in existence for at least 3 years prior to the date of application shall be eligible for investment under this program. Eligible organizations shall include chambers of commerce, regional associations, statewide organizations and other tourism promotional organizations. Organizations shall meet the certification requirements set forth in Res 3302.03.

Res 3302.02 Organizations not Qualifying. Any New Hampshire organization that does not qualify as eligible pursuant to Res 3302.01 may make application for a grant under this part, provided that the organization:

(a) Presents evidence of a need for tourism promotion due to a case of regional depression or financial hardship as reported by the New Hampshire department of employment security, bureau of economic and labor market information;

(b) Presents a cooperative promotion plan;

(c) Has 10% matching funds from private sources;

(d) Agrees that a 10% matched grant shall not be awarded for more than 2 successive years; and

(e) Agrees that an affected area shall not be eligible for any further matching funds for a period of 5 years after the second year following the award of the first 10% matched grant.

Res 3302.03 Certification Required. All groups making application under this chapter shall be certified as eligible by the screening committee established by RSA 12-A:1-e, II and the commissioner prior to applying for investment under this program. Each organization shall apply for and receive

certification prior to its first grant application each fiscal year by completing and submitting Form JPP-1, as described in Res 3302.04.

Res 3302.04 Form JPP-1, Certification Form.

(a) An organization requesting certification shall provide on Form JPP-1 the following information:

- (1) The organization's name, address, telephone number and website;
- (2) The contact person's name, title, address, telephone number and email address;
- (3) The date the organization was founded;
- (4) The organization's statement of purpose or mission;
- (5) A description of its membership;
- (6) The communities included within the organization's designated service area;
- (7) A description of the organization's business activities; and
- (8) The percentage of the organization's annual activities directed at tourism promotion.

(b) All information shall be legible.

(c) The organization requesting certification shall include a copy of the following with the certification form:

- (1) The bylaws or charter;
- (2) The last 3 years' financial statements or annual reports; and
- (3) A certificate showing good standing with the New Hampshire secretary of state.

(d) The contact person representing the organization shall:

- (1) Sign and date the form; and
- (2) Certify by his or her signature that all evaluation reports due on previously funded projects have been completed and submitted.

(e) The organization shall mail or hand-deliver the completed certification form to:

Department of Resources and Economic Development
Division of Travel and Tourism Development
JPP Administrator
172 Pembroke Road
PO Box 1856
Concord, NH 03302-1856

Res 3302.05 Failure to Comply. Failure to provide any of the information for certification shall result in denial of eligibility unless good cause for the lack of such information exists. Good cause shall include, but not be limited to, loss of information due to fire, theft or other

circumstances beyond the control of the organization. Claims of good cause shall be made in writing to the screening committee and the commissioner.

Res 3302.06 Notification of Certification.

(a) Following a recommendation by the screening committee, the commissioner shall approve a request for certification if the information provided by the organization pursuant to Res 3302.04(c) and (d)(2) is accurate.

(b) If the commissioner approves a request for certification, a letter of certification shall be forwarded to the organization within 30 days after receipt of the request.

(c) If the commissioner does not approve a request for certification pursuant to (a) above, the organization shall be notified in writing of the specific reasons for denial within 30 days after receipt of the request.

PART Res 3303 PROGRAM INFORMATION

Res 3303.01 Matching State Funds. Grant awards of state funds shall require a minimum of 50% matching funds from private sources.

Res 3303.02 Funds Eligible for State Match. The following types of funds may be used to match state funds:

(a) Monies raised through memberships from any individual, group or organization; or

(b) Monies received through fundraising projects.

Res 3303.03 Funds Not Eligible for State Match. The following types of funds shall not be used to match state funds:

(a) In-kind services; and

(b) State, city, town, county, precinct, federal or any other public funds.

Res 3303.04 Non-acceptable Use of Funds. State funds shall not be used for:

(a) Administrative expenses, including, but not limited to, salaries, research, non-project related telephone or postage, and office equipment or supplies;

(b) Charity fundraising;

(c) Mileage and travel costs;

(d) Retail merchandising;

(e) Internet website maintenance, hosting, domain name registration, and unsolicited marketing; and

(f) Computer software, hardware or training.

Res 3303.05 Pass Through Funds Prohibited. No applicant shall disburse state matching funds to a private sector business for the promotion of its private functions.

Res 3303.06 Starting and Completion Dates.

(a) Starting dates as specified on the application shall not be prior to the date of the screening committee meeting at which the application will be considered; and

(b) Completion dates shall be specified on the application.

Res 3303.07 Screening Committee Meetings. The screening committee shall hold meetings for the purpose of reviewing applications on the second Tuesday of July, September, January, and March, unless the date is changed at a prior committee meeting. Notification shall be posted on the division of travel and tourism development (DTTD) website and communicated to the industry at least 30 days in advance of a meeting change.

Res 3303.08 Additional Screening Committee Meetings. The screening committee may hold additional meetings for the purpose of reviewing applications for cooperative marketing initiatives as identified by the DTTD and the screening committee. Notification shall be posted on the DTTD website and communicated to the industry at least 60 days in advance of any additional scheduled meetings.

Res 3303.09 Deadline for Submitting Applications. Eligible organizations shall submit their application at least one month prior to a committee meeting. Late applications shall be considered by the committee if the applicant has submitted a letter of explanation stating the extenuating circumstances and 2/3 of the committee vote to consider the application.

Res 3303.10 Incomplete Applications. Applications submitted by the deadline shall be reviewed by the JPP administrator for completeness. If the JPP administrator determines that the application is incomplete in any respect, the JPP administrator shall notify the organization in writing of the specific deficiencies and allow the organization to amend the application within 5 working days of receipt of notification.

Res 3303.11 Presentation on the Application.

(a) Each organization shall make available an authorized person to meet with the screening committee to give a presentation on the application and answer questions relative to all elements of the project.

(b) The person or persons authorized to represent the organization shall be listed on Form JPP-2.

(c) If a person listed on Form JPP-2 is unavailable for good cause to meet with the screening committee, the organization shall notify the JPP administrator prior to the scheduled meeting and amend the application. Good cause shall include illness, death in the family, or other circumstance not under the control of the person or persons.

(d) Failure to have an authorized person appear shall cause the application to be tabled until the next screening committee meeting.

Res 3303.12 Out-of-State and In-State Grant Limits.

(a) The minimum out-of-state grant shall be \$2,000. The maximum out-of-state grant shall be 15% per application of the total appropriation made in the state budget to the JPP for that fiscal year.

(b) The minimum in-state grant shall be \$2,000. The maximum in-state grant shall be \$10,000 for that fiscal year.

(c) Organizations may apply for more than one grant each fiscal year. However, no single organization shall be approved for grants totaling more than 25% of the funds appropriated for any one fiscal year.

Res 3303.13 Grant Addendums. Any addendum to a previously approved application shall be prohibited.

Res 3303.14 Evaluation Report Required. No application for any promotional initiative shall be considered from any organization that has not submitted an evaluation report as required by Res 3309.01 for any previously funded project.

PART Res 3304 APPLYING FOR PROGRAM FUNDS

Res 3304.01 Form JPP-2, Joint Promotional Program Application.

(a) An organization applying for a grant shall provide on Form JPP-2 the following information:

(1) The organization's name, address, telephone number and website address;

(2) The name, title, and email address of the person or persons authorized to represent the organization in accordance with Res 3303.11;

(3) The name, title, address, telephone number, fax number and email address of the person responsible for billing;

(4) The project title;

(5) An indication of the project type and whether project is for out-of-state or in-state promotion or both;

(6) The project starting date and completion date in accordance with Res 3303.06;

(7) The dates the evaluation report will cover;

(8) A detailed budget for the project including:

a. Total project cost;

b. Less funds provided by applicant; and

c. Total of grant requested;

(9) If the project contains more than one element in accordance with Res 3305.01, provide the following:

a. An indication of each element type;

b. An indication whether each element is for out-of-state or in-state promotion or both;

c. The starting date and completion date for each element in accordance with Res 3303.06;

d. The dates the evaluation report will cover for each element;
and

e. A detailed budget for each element including:

1. Total element cost;
2. Less funds provided by applicant; and
3. Portion of grant requested for this element;

(10) A detailed description of the project including the rationale and expectations for the project;

(11) A statement of how the organization shall evaluate the success or failure of the proposed project in accordance with Res 3309; and

(12) A statement indicating whether the project could be completed if the full request is not funded.

(b) All information shall be legible.

(c) The organization shall include a copy of the following with the grant application:

(1) All documents detailing the funds that have been raised or will be raised for the proposed project;

(2) A detailed budget of all expenses, matchable and unmatchable;

(3) A signed statement from an officer of the organization that the named organization supports the request and that the organization is not decreasing its own financial commitment to its advertising as a result of the application;

(4) A marketing plan for at least 2 years if new applicant, or a statement of progress against marketing plan if repeat applicant;

(5) A distribution plan, at least 3 competitive bids, and a conceptual or sample design for printed materials, if applicable;

(6) A proposed contract for professional services, and a wireframe, design comp and navigation guide for a website, if applicable;

(7) A proposed media placement and schedule, and a sample for advertising, if applicable; and

(8) A sample release for public relations.

(d) The applicant shall indicate on the application agreement to:

(1) Have an authorized person attend the meeting of the JPP and give a presentation on the proposed project as required by Res 3303.11;

(2) Adhere to project requirements as required by Res 3305;

(3) Submit to a project audit, if requested, as part of an audit of the DTTD;

(4) Participate in research programs designed by the DTTD;

(5) Submit an evaluation report after completion of the project as required by Res 3309; and

(6) Submit all bills for reimbursement as required by Res 3308.

(e) The applicant and 2 officers of the organization shall sign and date the application.

(f) The applicant shall mail or hand-deliver the original and 11 copies of the application and all attachments to:

Department of Resources and Economic Development
Division of Travel and Tourism Development
JPP Administrator
172 Pembroke Road
PO Box 1856
Concord, NH 03302-1856

PART Res 3305 PROJECT REQUIREMENTS

Res 3305.01 Multi-element Projects. Each applicant shall describe the proposed project in detail to the screening committee regarding all elements of the project, whether or not these elements are being submitted for matching funds. Only one application shall be required per project, although a project may consist of more than one element. Each element shall meet the criteria as outlined in this part.

Res 3305.02 Design, Production and Printing of Materials. Any project which includes the design, production and printing of materials for mass distribution shall:

(a) Be clearly oriented to tourism promotion and designed to attract visitors to New Hampshire;

(b) Include a detailed distribution plan for the total number of materials printed as part of this project;

(c) Include printed materials that:

(1) Showcase the area's best tourism features;

(2) Not allow advertising to be dominated by any one participant;

(3) Provide equivalent opportunities for both large and small industry participants to advertise;

(4) Allow tourism-related national advertising participants if message is pursuant to (a) above and does not preclude advertising opportunities to local participants;

(5) Contain listings categorized by common characteristics; and

(6) Contain grids with non-qualitative descriptions;

(d) Include on brochures, if applicable, the following:

(1) The date printed, with the month and year in the MM/YY format;

(2) The quantity printed, using "K" to indicate thousands and "M" to indicate millions;

(3) The statement "funded in part by the state of New Hampshire";

(4) Prominently display the words "New Hampshire" on the upper quarter of the front and back; and

(5) The logo and website address used by the DTTD in its advertising campaigns;

(e) Include 3 competitive bids for all materials;

(f) Include a conceptual or sample design to be submitted to the screening committee;

(g) Be professionally designed; and

(h) Be reviewed by the director of the DTTD, or the director's designee, to ensure compliance with this section prior to the actual production of the materials;

Res 3305.03 Website Design, Development or Improvement. Any project which includes the design, development or improvement of a website shall:

(a) Be clearly oriented to tourism promotion and designed to attract visitors to New Hampshire;

(b) Include the statement "funded in part by the state of New Hampshire";

(c) Prominently display the words "New Hampshire," and the logo and website address used by the DTTD in its advertising campaigns on the site's homepage;

(d) Be produced by a professional designer;

(e) Include a copy of the contract for professional services to be submitted to the screening committee;

(f) Include a wireframe, design comp and navigation guide for the website to be submitted to the screening committee; and

(g) Be reviewed by the director of the DTTD, or the director's designee, to ensure compliance with this section prior to the website going online.

Res 3305.04 Advertising. Any projects which include internet, television, radio, print media or billboard advertising shall:

(a) Be of a general nature and shall not feature individual businesses;

(b) Prominently display the words "New Hampshire," and the logo and website address used by the DTTD in its advertising campaigns in each advertisement;

(c) Include a proposed media placement and schedule to be submitted to the screening committee;

(d) Include a sample of the advertising to be submitted to the screening committee; and

(e) Be reviewed by the director of the DTTD, or the director's designee, to ensure compliance with this section prior to advertisement.

Res 3305.05 Public Relations Campaigns. Any projects which include public relations campaigns shall:

(a) Be clearly oriented to tourism promotion and designed to attract visitors to New Hampshire;

(b) Prominently display the words "New Hampshire" and the statement "funded in part by the state of New Hampshire" in each campaign;

(c) Include the statement "for further information about New Hampshire, visit www.visitnh.gov", if print or electronic press release;

(d) Include the statement "for further information about New Hampshire and additional digital images, visit www.visitnh.gov", if website press room;

(e) Include the statement "for further information about New Hampshire and additional digital images, visit www.visitnh.gov" and the logo used by the DTTD in its advertising campaigns, if compact disc containing print collateral, portable document formats, or press release;

(f) Include a campaign plan to be submitted to the screening committee; and

(g) Be reviewed by the director of the DTTD, or the director's designee, to ensure compliance with this section prior to beginning the campaign.

PART Res 3306 REVIEW OF GRANT APPLICATIONS

Res 3306.01 Review.

(a) All grant applications and presentations shall be reviewed by the screening committee at its next regular meeting provided that the time requirement in Res 3303.09 has been met. Applicants shall provide verbal responses to the items contained in paragraph (b) as required by Res 3303.11.

(b) Each applicant shall provide the following:

(1) A description of the organization's goals;

(2) The project's purpose and the markets it is designed to address;

(3) The specific methods planned to address these markets;

(4) A description of improvements from past marketing efforts;

(5) Alternatives considered;

(6) A description of how the project compliments the state of New Hampshire's marketing initiative and other regional marketing efforts;

(7) A description of how the project increases length of stay in New Hampshire; and

(8) A description of research methods.

Res 3306.02 Scoring.

(a) All members of the JPP screening committee in attendance shall rate the applications.

(b) JPP screening committee members shall determine a score for each of the following factors of the application after considering if it is consistent with the purpose of the program as provided by Res 3301.01(b):

(1) Written and verbal presentation of the application shall have a multiple of 3 times the points received for a maximum of 15 points;

(2) Collaboration with other tourism organization's marketing efforts shall have a multiple of 3 times the points received for a maximum of 15 points;

(3) Design, implementation and measurement of the project's effectiveness shall have a multiple of 6 times the points received for a maximum of 30 points;

(4) Economic impact shall have a multiple of 5 times the points received for a maximum of 25 points; and

(5) Reinforcing the state's marketing efforts shall have a multiple of 3 times the points received for a maximum of 15 points.

(c) The following scoring scale shall apply to each factor in paragraph (b):

(1) Unacceptable items shall receive a score of 0 points;

(2) Poor items shall receive a score of 2 points;

(3) Satisfactory items shall receive a score of 3 points;

(4) Above average items shall receive a score of 4 points; and

(5) Excellent items shall receive a score of 5 points.

(d) A successful application shall receive a minimum average score of 60 points. The JPP screening committee shall notify successful applicants in writing of a passing score and of its intent to recommend approval of their grant application.

(e) Failure of an application to receive a minimum average score of 60 points shall result in a recommendation to deny the grant application. The JPP screening committee shall advise unsuccessful applicants in writing as to how a proposed project could be improved in order to gain the committee's support.

PART Res 3307 NOTIFICATION

Res 3307.01 Notification.

(a) Following a recommendation by the screening committee, the commissioner shall approve the application if the following is true about the application:

(1) It is consistent with the purpose of the program as provided by Res 3301.01(b);

(2) Sufficient funding is available; and

(3) It provides geographic dispersion of the funding throughout the state.

(b) If the commissioner approves an application pursuant to (a) above, the commissioner shall:

(1) Forward the application to the governor and executive council for approval;

(2) Upon approval by the governor and executive council, forward the applicant one completely executed copy of the grant and a letter of acceptance stating any conditions which have been placed on the grant; and

(3) In the event an application is denied by the governor and executive council, notify the applicant in writing and specify reasons for denial if any are given by the governor and executive council.

(c) If the commissioner does not approve an application pursuant to (a) above, the commissioner shall notify the applicant in writing of the specific reason(s) for denial.

PART Res 3308 REIMBURSEMENT OF FUNDS

Res 3308.01 Form JPP-3, Invoice Form.

(a) An organization requesting reimbursement shall supply on Form JPP-3 the following information:

(1) The approved grant number, issued by the DTTD;

(2) An indication whether reimbursement is for in-state or out-of-state funds;

(3) The organization's name;

(4) The total grant funds approved;

(5) Previously billed amount;

(6) Available balance;

(7) An itemized list of invoices submitted for reimbursement;

(8) The name of the contact person as required in Res 3304.02(a)(2);

(9) The contact person's telephone number; and

(10) The date of the request for reimbursement.

(b) All information shall be legible.

(c) The organization shall include a copy of all invoices and cancelled checks, or other proof of payment, being submitted for reimbursement.

(d) The organization shall include a cover invoice on their letterhead to:

(1) Request amounts to be reimbursed; and

(2) State if the request is for final or partial payment.

(e) The organization shall mail or hand-deliver the original and one copy of the cover invoice, the invoice form and all attachments to:

Department of Resources and Economic Development
Division of Travel and Tourism Development
JPP Administrator
172 Pembroke Road
PO Box 1856
Concord, NH 03302-1856

Res 3308.02 Time Limit for Reimbursement. All requests for reimbursement shall be submitted within 90 days of June 30 of the fiscal year in which grant was made.

Res 3308.03 Proof of Payment Required. Funds shall only be dispersed after proof of payment for the project as outlined in the applicant's letter of acceptance is received.

Res 3308.04 Grant Funds Used or Not Used. All organizations shall report to the JPP administrator a final accounting of funds used and any portions of the dollars allocated for their grant that will not be used within 90 days from the completion date of this project.

Res 3308.05 Failure to Comply. Failure to comply with the rules governing reimbursement of funds shall result in the non-reimbursement of any monies owed.

PART Res 3309 REPORTING

Res 3309.01 Quantitative Research Required.

(a) Results of all promotional initiatives funded by the JPP shall be evaluated by the grant recipient. Direction, guidance and examples of quantitative research methods shall be provided on the DTTD website.

(b) The grant applicant shall describe the proposed quantitative research method(s) to be used in their evaluation as part of the grant application as stated in Res 3303.11.

(c) Following approval of a project, it shall be the responsibility of the grant recipient to ensure that an evaluation of the project is completed. Organizations shall report their quantitative research within 90 days of the completion of the project, by completing and submitting Form JPP-5, as described in Res 3309.02.

Res 3309.02 Form JPP-5, Evaluation Report.

(a) An organization shall provide on Form JPP-5 the following information:

(1) The project region or area;

(2) The grant number, issued by the DTTD;

(3) The organization and contact person's name;

- (4) The project title;
- (5) The total grant funds received;
- (6) An indication of:
 - a. Market area(s);
 - b. Total grant funds expended in each market;
 - c. Rating on the level of satisfaction with marketing efforts;and
 - d. Evaluation method used to base the satisfaction level rating;
- (7) An indication of:
 - a. Project element(s);
 - b. Total grant funds expended in each element;
 - c. Rating on the level of satisfaction with project element(s);and
 - d. Approved evaluation method used on which to base the satisfaction level rating;
- (8) A statement of how the target markets compare with those of New Hampshire;
- (9) A statement of what promotional efforts have been most and least successful in attracting inquiries and converting these to visits in the area and the reason(s) why; and
- (10) A statement of any change(s) planned for next year as a result of (8) and (9) above.

(b) All information shall be legible.

(c) The organization shall include a copy of the following with the evaluation report:

- (1) A copy of the vendor's distribution report, if applicable; and
- (2) A copy of any quantitative research.

(d) The organization shall mail or hand-deliver the completed evaluation report to:

Department of Resources and Economic Development
Division of Travel and Tourism Development
JPP Administrator
172 Pembroke Road
PO Box 1856
Concord, NH 03302-1856

PART Res 3310 PROGRAM INFORMATION

Res 3310.01 Information. The public may obtain information regarding the JPP by contacting the DTTD as described in Res 103.01.

Appendix

Provision of the Proposed Rule	Specific State or Federal Statutes or Regulations which the Rule is Intended to Implement
Res 3301.01 and 3301.02	RSA 12-A:1-e, IX (a)
Res 3302.01	RSA 12-A:1-e, V and IX (b), and 5:18-a
Res 3302.02	RSA 12-A:1-e, X
Res 3302.03	RSA 12-A:1-e, V and IX (a) and (b)
Res 3302.04	RSA 12-A:1-e, IX (a), (b) and (c)
Res 3302.05	RSA 12-A:1-e, IX (b)
Res 3302.06	RSA 12-A:1-e, IX (b)
Res 3303.01 through 3303.03	RSA 12-A:1-e, VI
Res 3303.04	RSA 12-A:1-e, VI and IX (d)
Res 3303.05	RSA 12-A:1-e, IX (d)
Res 3303.06 through 3303.13	RSA 12-A:1-e, IX (a) and (c)
Res 3303.14	RSA 12-A:1-e, IX (a), (c) and (e)
Res 3304.01	RSA 12-A:1-e, IX (a), (c) and (d)
Res 3305.01 through 3305.05	RSA 12-A:1-e, IX (a) and (d)
Res 3306.01 and 3306.02	RSA 12-A:1-e, IX (a), (c) and (d)
Res 3307.01	RSA 12-A:1-e, IX (a), (c) and (d)
Res 3308.01 through 3308.05	RSA 12-A:1-e, IX (a) and (e)
Res 3309.01 through 3309.02	RSA 12-A:1-e, IX (a) and (e)
Res 3310.01	RSA 12-A:1-e, IX (a) and 91-A:4