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STATE OF NEW HAMPSHIRE 400 DAS  
DEPARTMENT of RESOURCES and ECONOMIC DEVELOPMENT  
DIVISION of TRAVEL and TOURISM DEVELOPMENT  
172 Pembroke Road P.O. Box 1856 Concord, New Hampshire 03302-1856

GEORGE M. BALD  
Commissioner

TEL: 603-271-2665  
FAX: 603-271-6870  
TRAVEL GUIDE: 800-386-4664  
WEBSITE: [www.visitnh.gov](http://www.visitnh.gov)  
E-MAIL: [travel@dred.state.nh.us](mailto:travel@dred.state.nh.us)

October 1, 2012

His Excellency, Governor John H. Lynch  
and the Honorable Executive Council  
State House  
Concord, New Hampshire 03301

REQUESTED ACTION

Authorize the Department of Resources and Economic Development, Division of Travel and Tourism to award grants to the organizations listed on the attached in the total amount of \$11,532.00 for their 2012/2013 in-state and out-of-state marketing projects under the Joint Promotional Program for the grant period upon Governor and Executive Council approval through the dates indicated on the attached sheet. 100% General Funds.

Funding is available in accounts titled, Division of Travel -Tourism and Travel-Tourism Development Fund as follows:

	<u>FY 2013</u>
03-35-35-352010-58740000-069-500567 Promotional-Marketing Expenses	\$11,532.00

EXPLANATION

The Joint Promotional Program is a matching funds program within the Division of Travel and Tourism Development designed to invest in tourism promotion initiatives developed by groups such as chambers of commerce and regional associations, in advertising and promoting projects in-state and out-of-state. Funds for specific projects are recommended by the Joint Promotional Screening Committee to the Commissioner of Resources and Economic Development. Each project will be evaluated by the Institute for New Hampshire Studies of Plymouth State College and the Division of Travel and Tourism Development. Conditions listed on grant applications must be met prior to reimbursement of funds approved.

The grant recipient agrees that, to the extent future legislative action by the New Hampshire General Court or by issue of an Executive Order issued in accordance with the laws of the State of New Hampshire by the Governor, said grant may be modified by DRED so as to adhere to any such actions which may change expenditure levels so as to achieve compliance therewith.

Respectfully submitted,

Lori Harnois, Director

Division of Travel and Tourism Development

Approved

George M. Bald, Commissioner

Department of Resources and  
Economic Development





JOINT PROMOTIONAL PROGRAM GRANTS SUBMITTED

October 1, 2012  
Page 1 of 1

58740000-069-500567:

2013-16 LAKES REGION TOURISM ASSOCIATION

Vendor ID No. 154146

Grant Amount: UP TO: \$11,532.00

Completion Date: June 30, 2013

Grant is for 2013 National Campaign, Google AdClick & Communications





# ORIGINAL

Form JPP-2

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

## JOINT PROMOTIONAL PROGRAM

**Office Use Only:**  
Grant #: 2013-16  
Vendor ID#: 134146  
Amount of Grant Approved: 17,332.00  
 In-State Funds  
 Out-of-State Funds

### APPLICATION FORM

Mail or Deliver an Original and 11 copies to: Division of Travel and Tourism  
JPP Administrator  
172 Pembroke Road  
PO Box 1856  
Concord, NH 03302-1856

#### SECTION A

Organization: Lakes Region Tourism Association

Address: Po Box 737, 61 Laconia Road Tilton, NH 03276  
Street City/State Zip

Phone: 603-286-8008 Website: www.lakesregion.org

#### Person Authorized to Represent Organization:

Name: Kimberly S Sperry Title: Executive VP E-mail: ksperry@lakesregion.org

Person Responsible for Billing: Name: Amy L Landers Title: Executive Director  
(must be different from person listed above)

Address: Po Box 737 Tilton, NH 03276  
Street City/State Zip

Phone: 603-286-8008 Fax: 603-286-7007 E-mail: ALanders@Lakesregion.Org

#### SECTION B

► Use this section for the TOTAL of ALL elements ◀

Project Title: National & International Campaign, Google AdClick & Communications

Type:  Brochure  Website  Event  Adv Media:  Radio  Print  TV  
 Online  Other I-Brochure

Starting Date: September 11, 2012  In-State  Out-of-State  
Completion Date: June 30, 2013

Dates to be Covered by Evaluation: From September 11, 2012 To June 30, 2013

Total Cost of this project: \$ 96,011.00  
Total Funds to be provided by applicant: \$ 48,555.50  
JPP INVESTMENT REQUESTED: \$ 47,455.50

11,532.00  
SEE CONDITIONS



**SECTION B-1**

► Please complete one section for each element ◀  
Use the box under Section B on page 1 for the total of all elements

**Element A Title: National Advertising Campaign**

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

Starting Date: September 11, 2012  In-State  Out-of-State

Completion Date: June 30, 2013

Dates to be Covered by Evaluation: From September 11, 2012 To June 30, 2013

Total Cost of this element: \$72,947.00

Total Funds to be provided by applicant: \$37,023.50

JPP INVESTMENT REQUESTED: \$35,923.50

**Element B Title: International Advertising & Brochure Distribution**

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

Starting Date: September 11, 2012  In-State  Out-of-State

Completion Date: June 30, 2013

Dates to be Covered by Evaluation: From September 11, 2012 To June 30, 2013

Total Cost of this element: \$16,664.00

Total Funds to be provided by applicant: \$ 8,332.00

JPP INVESTMENT REQUESTED: \$ 8,332.00

**Element C Title: Google AdClick Campaign**

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

Starting Date: September 11, 2012  In-State  Out-of-State

Completion Date: June 30, 2013

Dates to be Covered by Evaluation: From September 11, 2012 To June 30, 2013

Total Cost of this element: \$ 4,000.00

Total Funds to be provided by applicant: \$ 2,000.00

JPP INVESTMENT REQUESTED: \$ 2,000.00

**Element D Title: Communications**

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

Starting Date: September 11, 2012  In-State  Out-of-State

Completion Date: June 30, 2013

Dates to be Covered by Evaluation: From September 11, 2012 To June 30, 2013

Total Cost of this element: \$ 2,400.00

Total Funds to be provided by applicant: \$ 1,200.00

JPP INVESTMENT REQUESTED: \$ 1,200.00

FOR ADDITIONAL ELEMENTS, PLEASE ATTACH A SECOND SHEET



**SECTION B-1**

► Please complete one section for each element ◀  
Use the box under Section B on page 1 for the total of all elements

**Element A Title: National Advertising Campaign**

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

Starting Date: September 11, 2012  In-State  Out-of-State  
Completion Date: June 30, 2013

Dates to be Covered by Evaluation: From September 11, 2012 To June 30, 2013

Total Cost of this element: \$72,947.00  
Total Funds to be provided by applicant: \$37,023.50  
JPP INVESTMENT REQUESTED: \$35,923.50

**Element B Title: International Advertising & Brochure Distribution**

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

Starting Date: Septemberr 11, 2012  In-State  Out-of-State  
Completion Date: June 30, 2013

Dates to be Covered by Evaluation: From September 11, 2012 To June 30, 2013

Total Cost of this element: \$16,664.00  
Total Funds to be provided by applicant: \$ 8,332.00  
JPP INVESTMENT REQUESTED: \$ 8,332.00

**Element C Title: Google AdClick Campaign**

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

Starting Date: September 11, 2012  In-State  Out-of-State  
Completion Date: June 30, 2013

Dates to be Covered by Evaluation: From September 11, 2012 To June 30, 2013

Total Cost of this element: \$ 4,000.00  
Total Funds to be provided by applicant: \$ 2,000.00  
JPP INVESTMENT REQUESTED: \$ 2,000.00

**Element D Title: Communications**

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

Starting Date: September 11, 2012  In-State  Out-of-State  
Completion Date: June 30, 3013

Dates to be Covered by Evaluation: From September 11, 2012 To June 30, 2013

Total Cost of this element: \$ 2,400.00  
Total Funds to be provided by applicant: \$ 1,200.00  
JPP INVESTMENT REQUESTED: \$ 1,200.00

FOR ADDITIONAL ELEMENTS, PLEASE ATTACH A SECOND SHEET



## SECTION B-1- CONTINUED

**INSTRUCTIONS:** On a separate sheet, clearly describe each element listed, responding to items 1 through 7. If there is more than one element, please type a separate sheet for each element. Please be brief and to the point. If the item is not applicable, write in N/A.

1. Describe this project in detail and how it ties into your overall marketing plan, your target audience, desired results and your rationale for expecting this method to achieve those results.
2. How will you measure results?
3. If we cannot fund this entire request, will the project go forward?  Yes  No

Please Explain: These projects will not go forward without JPP funding

4. Project Budget: On a separate page, provide a detailed budget sheet for this project, detailing expenses, matchable and unmatchable and funds raised or will be raised by your organization for the proposed project. PLEASE NOTE: **If you are requesting investment in several elements, include detailed budget page for each and a summary page**
5. Board Resolution: Include a Board Resolution, signed by an officer of your organization which indicates support for this application, and certifies that if funded, will enhance the organization's commitment to tourism marketing and not decrease the organization's own funding for tourism promotional activities.
6. If applicable, attach the following:
  - **Marketing Plan – Required:** Include a copy of organization's marketing plan (example available on DTTD industry member's website under JPP)
  - **Advertising:** Samples and proposed media placement and schedule
  - **Brochure/direct mail:** Sample or conceptual design that reflects the piece's purpose and true sense of what it will look like. Also provide THREE (3) competitive bids and the proposed Distribution plan
  - **Interactive media:** Layouts for all components
  - **Television and Billboard:** Storyboard, scripts and placement schedule
  - **Radio:** Script and proposed media placement schedule
7. Attach proposed contracts for all relevant professional services.

## SECTION C - APPLICANT RESPONSIBILITIES

1. Attend the meeting of the screening committee of the Joint Promotional Program and give up to a 15 minute presentation describing the proposed project.
2. Adhere to graphic standards requirements as provided on the industry section of the DTTD website under JPP.
3. Submit to a project audit if requested.

### REPORTING AND REIMBURSEMENT

4. Participate in the State's research program as designated by the Division of Travel and Tourism.
5. Submit a final report within 90 days after the completion date indicated in Section B of this application.
6. Submit all bills for reimbursement within 90 days after the project/element completion date. Use the FORM FOR SUBMITTING INVOICES (JPP-3) which will be provided with your acceptance letter.
7. Failure to comply with reporting and reimbursement timeline may result in forfeiture of grant funds for this and future projects.



**SECTION D - SIGNATURES**

**INSTRUCTIONS:** Your signature is a commitment (RES 3300) to follow the rules and regulations of the program as stated in the Joint Promotional Program Administrative Rules and Section C Applicant Responsibilities.

Kimberly S Sperry  
Type Name of Applicant  
(Contact Person Representing Organization)

*Kimberly S Sperry*  
Signature

6/8/12  
Date

Gail Batstone, President  
Type Name & Title of Organization Officer

*Gail Batstone*  
Signature

6-8-12  
Date

Dyan Driscoll, Secretary  
Type Name & Title of Organization Officer

*Dyan S. Driscoll*  
Signature

6-7-12  
Date

(DO NOT WRITE BELOW THIS LINE)

**DTTD AND COMMITTEE USE ONLY**

JPP Screening Committee Use Only:

Recommendation:     Approval                       Denial

Amount: \$ 11,532.00

In-State Funds             Out-of-State Funds

*Robert A. Barry*  
SCREENING COMMITTEE CHAIRMAN

\_\_\_\_\_  
COMMISSIONER, DEPARTMENT OF RESOURCES AND  
ECONOMIC DEVELOPMENT

September 11, 2012  
DATE

\_\_\_\_\_  
DATE

Conditions of Approval:

1. As detailed in the rules governing JPP grants, each project must adhere to graphic standards requirements as provided on the industry section of the DTTD website, under Grants. [www.visitnh.gov/industrymembers](http://www.visitnh.gov/industrymembers)
2. All printed materials, ad layouts and electronic copy to be submitted to the Director of the Division of Travel and Tourism Development (DTTD) for approval, prior to the actual production/placement.
3. Work with the Institute of NH Studies to complete research requirements- [mokrant@plymouth.edu](mailto:mokrant@plymouth.edu).
4. Element A: National Advertising Campaign – this element has been reduced by \$27,591.50. \*This figure is the net result of the initial reduction of \$35,923.50 and your subsequent request, to reallocate \$8,332.00 from your International Campaign. As a result of a second round of voting by the committee it was determined that this re-allocation was a good use of funds with the explicit condition that print funding be excluded altogether.

Re

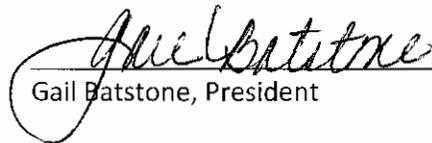


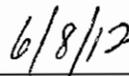
# 5 Board Resolution

Adopted by the Board of Directors of the lakes Region Tourism Association at is scheduled meeting on May 16, 2013 at Gunstock Mountain resort in Gilford, New Hampshire.

The motion to submit an application to the State of New Hampshire for Joint Promotional funding for the association's marketing and advertising projects that will enhance the organization's commitment to tourism promotion for the Lakes Region was passed in the affirmative.

It was confirmed that the Lakes Region Tourism Association will not be reducing its commitment to funding these promotional projects in this fiscal year.

  
\_\_\_\_\_  
Gail Batstone, President

  
\_\_\_\_\_  
Date



Department of Resources and Economic Development  
 Division of Travel and Tourism Development  
**Joint Promotional Program**  
**Application Budget Summary**

**Lakes Region Tourism Association**

Project Title: 2013 Map & Guide/ Communications Project/ Website/ International Trade

	<u>Matchable</u>	<u>Non Matchable</u>	<u>Total</u>
<b>Element A Title</b>			
<b>National Advertising Campaign</b>			
Income:	\$35,923.50	\$37,023.50	\$72,947.00
Expenses:	\$71,847.00	\$1,100.00	\$72,947.00
<i>reduce</i>			
<b>Element B Title</b>			
<b>International Advertising &amp; Brochure Distri</b>			
Income:	\$8,332.00	\$8,332.00	<del>\$16,664.00</del>
Expenses:	<del>\$16,664.00</del>	\$0.00	\$16,664.00
<i>g</i>			
<b>Element C Title</b>			
<b>Google AdClick Campaign</b>			
Income:	\$ 2,000.00	\$ 2,000.00	\$ 4,000.00
Expenses:	\$ 4,000.00	\$ -	\$ 4,000.00
<b>Element D Title</b>			
<b>Communications</b>			
Income:	\$ 1,200.00	\$ 1,200.00	\$ 2,400.00
Expenses:	\$ 2,400.00	\$ -	\$ 2,400.00
<b>PROJECT APPLICATION TOTAL</b>			
Income:	\$47,455.50	\$48,555.50	\$96,011.00
Expenses:	\$94,911.00	\$1,100.00	\$96,011.00

