



Joint Promotional Program
New Hampshire Division of Travel and Tourism Development
New Hampshire Department of Business and Economic Affairs

LIVE FREE

EVALUATION REPORT

This form must be completed within 90 days of project completion date

Project region (e.g., White Mts., Lakes):
Agency/organization receiving funding:
Completed by (your name/email):

JPP Grant #:
Total JPP funds received for this project:
Total additional funds spent on this project

For Each Project provide the following:

Name:
Total JPP funds received for this project:
Total additional funds spent on this project:
Goal (s):

Were the goals met?

Provide results (use the relative information below to show results depending on project type):

Advertising/Marketing Projects, include:

Table with 3 columns: Market, Market Area, Total JPP funds in each market. Rows include New Hampshire, New England, Northeast US, Midwest US, Southeastern US, National US, Canada, UK/Europe, and Other (please specify).

Tactics

<u>Media</u>	<u>Total JPP funds in each tactic</u>	<u>Results (Where applicable, please include reports from each outlet)</u>		
<input type="checkbox"/> Websites Advertising	\$ _____	# of Impressions _____	# of Clicks _____	
<input type="checkbox"/> Newspaper ads	\$ _____			
<input type="checkbox"/> Magazine ads	\$ _____			
<input type="checkbox"/> Brochures/guides	\$ _____			
<input type="checkbox"/> Trade shows	\$ _____	# of Attendees _____		
<input type="checkbox"/> Coop newspaper ads	\$ _____			
<input type="checkbox"/> Radio ads	\$ _____	# of Final Impressions _____		
<input type="checkbox"/> Television ads	\$ _____	# of Final Impressions _____		
<input type="checkbox"/> Media receptions	\$ _____	# of Attendees _____	Any results from the reception (FAM, Article) _____	
<input type="checkbox"/> Facebook	\$ _____	# of Impressions _____	# of Clicks _____	# of Engagements _____
<input type="checkbox"/> Instagram	\$ _____	# of Impressions _____	# of Clicks _____	# of Engagements _____
<input type="checkbox"/> Pinterest	\$ _____	# of Impressions _____	# of Clicks _____	# of Engagements _____
<input type="checkbox"/> Snapchat	\$ _____	# of Impressions _____	# of Clicks _____	
<input type="checkbox"/> TikTok	\$ _____	# of Impressions _____	# of Clicks _____	
<input type="checkbox"/> Google	\$ _____	# of Impressions _____	# of Clicks _____	
<input type="checkbox"/> Other (please specify)	\$ _____			

Brochure Projects, provide a pdf of samples of completed project:

Number of brochures printed _____
 Number distributed _____
 Where _____

Website Projects:

Provide completed website URL: _____
 Number of web visits: _____

Photography Projects, provide a pdf of samples of completed project:

Complete and submit to: JPPAdministrator@livefree.nh.gov