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STATE OF NEW HAMPSHIRE
DEPARTMENT of RESOURCES and ECONOMIC DEVELOPMENT
DIVISION OF PARKS AND RECREATION

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July 28, 2015

Her Excellency, Governor Margaret Wood Hassan
and the Honorable Executive Council
State House
Concord, New Hampshire 03301

REQUESTED ACTION

Authorize the Department of Resources and Economic Development, Division of Parks and Recreation, to renew memberships for The Flume Gorge and Cannon Mountain with the White Mountain Attractions Association (VC #160047), Woodstock, NH in the amount of \$8,500 for the first portion of Fiscal Year 2016 upon Governor and Executive Council approval through December 31, 2015. 50% Park Fund and 50% Ski Area Fund

Funds to support this request are anticipated to be available in the following accounts in State FY 2016 upon the availability and continued appropriation of funds in the future operating budget:

	<u>FY 2016</u>
03-35-35-351510-37010000 Parks Administration	
026-5000251 Organizational Dues	\$4,250
03-35-35-351510-37030000 Cannon Mountain	
026-5000251 Organizational Dues	\$4,250

EXPLANATION

The White Mountain Attractions Association (WMAA) is a not for profit organization comprised of the major tourist attractions in the White Mountain's region of New Hampshire. Membership provides cooperative advertising opportunities for The Flume Gorge and Cannon Mountain well beyond what could be achieved on an individual basis. The WMAA markets its member attractions locally, regionally and nationally through brochures, travel shows, media placements and direct mail.

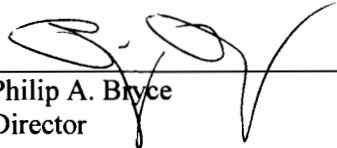
Listed below are the answers to the required questionnaire developed for organizational dues and membership requests:

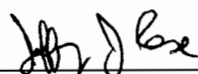
1. How long has this organization been in existence and how long has this agency been a member of this organization? **The WMAA has been in business since 1958. The Flume Gorge and Cannon Mountain have been members since 1958.**
2. Is there any other organization which provides the same or similar benefits which your agency belongs to? **No.**

3. How many other states belonging to this organization and is your agency the sole New Hampshire state agency that is a member? **None. This is a marketing association for attractions in the White Mountains of New Hampshire.**
4. How is the dues structure established? **There is a standard fee for all qualifying attractions, and all qualifying attractions receive the same advertising benefits.**
5. What benefit does the state receive from participating in this membership? **The Flume Gorge and Cannon Mountain receive marketing and promotional benefits from WMAA currently valued at \$42,750. The organization markets the participating attractions and the White Mountain Region as a whole within New England, the country and internationally, as well as to individual visitors, groups and travel writers.**
6. Are training or educational/research materials included in the membership? If so, is the cost included? **No, not applicable.**
7. Is the membership required to receive any federal grants or required in order to receive or participate in licensing or certification exams? **No, not applicable.**
8. Is there any travel included with this membership fee? **No, not applicable.**
9. Which state agency employees are directly involved with this organization? **John DeVivo, Managing Director at Cannon Mountain and also Board Member of the Cannon Mountain Advisory Committee, and Gregory Keeler Marketing Director at Cannon Mountain.**
10. Explain in detail any negative impact to the State if the Agency did not belong to this organization. **The Flume Gorge and Cannon Mountain would not receive any of the marketing or promotion benefits as explained above. This would negatively impact both businesses, and the tourism economy of the White Mountains region.**

Respectfully submitted,

Concurred,


Philip A. Bryce
Director


Jeffrey J. Rose
Commissioner

White Mountains Attractions

PO Box 10
 N Woodstock, NH 03262
 603-745-8720
 Fax: 603-745-6765

Invoice

Date	Invoice #
6/30/2015	16587

Bill To
Flume Gorge Nicole 9 Franconia Notch Franconia NH 03580

P.O. No.	Terms	Project
	Upon Receipt	

Quantity	Description	Rate	Amount
	Fiscal Year 2016 Advertisement Fees, first half. Includes advertisements, brochure distribution, brochure display, public relations, board representation	4,250.00	4,250.00
		Total	\$4,250.00

White Mountains Attractions

PO Box 10
N Woodstock, NH 03262
603-745-8720
Fax: 603-745-6765

Invoice

Date	Invoice #
6/30/2015	16586

Bill To
Cannon Mountain Nicole 9 Franconia Notch Franconia NH 03580

P.O. No.	Terms	Project
	Upon Receipt	

Quantity	Description	Rate	Amount
	Fiscal Year 2016 Advertisement Fees, first half. Includes advertisements, brochure distribution, brochure display, public relations, board representation	4,250.00	4,250.00
		Total	\$4,250.00