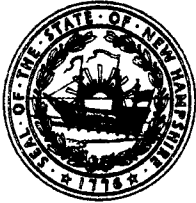


YAR 86



STATE OF NEW HAMPSHIRE
DEPARTMENT of RESOURCES and ECONOMIC DEVELOPMENT
DIVISION of TRAVEL and TOURISM DEVELOPMENT
172 Pembroke Road, Concord, New Hampshire 03301

Jeffrey J. Rose
Commissioner

Victoria Cimino
Director

TEL: 603-271-2665
FAX: 603-271-6870
TRAVEL GUIDE: 800-386-4664
WEBSITE: www.visitnh.gov
E-MAIL: travel@dred.state.nh.us

May 5, 2017

His Excellency, Governor Christopher T. Sununu
and the Honorable Executive Council
State House
Concord, NH 03301

REQUESTED ACTION

Authorize the New Hampshire Department of Resources and Economic Development, Division of Travel and Tourism Development (DTTD) and the Department of Agriculture, Markets & Food, Division of Agricultural Development to enter into a Memorandum of Understanding to continue a marketing project uniting New Hampshire agriculture with tourism marketing for the State in an amount not to exceed \$160,375.77 effective upon Governor and Council approval through June 30, 2019. **100% Federal Funds.**

Funds are available as follows:

	<u>FY 2018</u>	<u>FY 2019</u>
02-18-18-185010-28200000 Specialty Crop State Grant 072-502643 Prog Dev & Info	\$ 80,375.77	
02-18-18-185010-33460000 Spec Crop Block Grant 072-502643 Prog Dev & Info		<u>\$ 80,000.00</u>
<i>Totals</i>	<u>\$ 80,375.77</u>	<u>\$ 80,000.00</u>

EXPLANATION

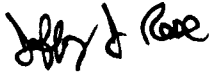
The New Hampshire Department of Resources and Economic Development, Division of Travel and Tourism (DTTD) wishes to enter into a Memorandum of Understanding with the New Hampshire Department of Agriculture, Markets & Food, Division of Agricultural Development (DAMF) to conduct marketing activities for New Hampshire agriculture in conjunction with tourism marketing, per the attached Scope of Work document. This partnership will allow DAMF to utilize DTTD's contracted advertising agency to continue to build the "Buy Local New Hampshire Agriculture" campaign that ties into DTTD's state marketing campaign.



The "Buy Local New Hampshire Agriculture" campaign is dedicated to the marketing of New Hampshire agritourism. Agritourism activities include farmer's markets, pick your own produce, the Christmas tree industry and more. Through previous partnerships, DTTD and DAMF have worked together on projects like the Wine and Cheese Trail and the Garden Trail.

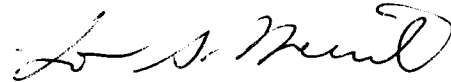
Your consideration of this joint request is appreciated.

Respectfully submitted,



Jeffrey J. Rose, Commissioner
Department of Resources and Economic
Development

Concurred,



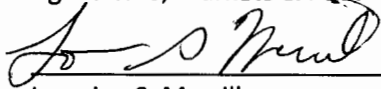
Lorraine S. Merrill, Commissioner
Department of Agriculture, Markets &
Food

**Memorandum of Understanding
Between
New Hampshire Department of Agriculture, Markets & Food
And
New Hampshire Department of Resources & Economic Development
For
Marketing Partnership**

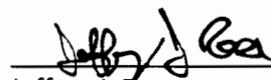
1. This Memorandum of Understanding (MOU) constitutes an agreement between New Hampshire Department of Agriculture, Markets & Food, Division of Agricultural Development, (DAMF) located at 25 Capitol Street, Concord, NH 03301 and New Hampshire Department of Resources and Economic Development (DRED), Division of Travel and Tourism Development (DTTD), located at 172 Pembroke Road, Concord, NH 03301.
2. A partnership between DAMF and DRED will allow DAMF to work with DTTD and continue to utilize the division's contracted advertising agency to build the established "Buy Local New Hampshire Agriculture" marketing campaign that ties into DTTD's state marketing campaign. The total value of this MOU shall not exceed \$160,375.77. This MOU is effective upon Governor & Council approval through June 30, 2019.
3. Services provided by DRED, DTTD include consulting time to develop a plan specific to marketing New Hampshire agriculture and conducting the activities in the plan as approved by DAMF, Division of Agricultural Development and DRED, DTTD. A Scope of Work (SOW) is attached and will form the basis for the more detailed project plan.
4. Contracts and other procurement activities will be carried out in accordance with appropriate state and federal policies and procedures.
5. DAMF agrees to allow the Department of Resources and Economic Development to obligate DAMF funds through the Governor and Executive Council approval process.
6. DAMF will pay GYK Antler and contracted website vendor directly for allowable costs upon receipt of an itemized invoice. DAMF shall have final authority for approval of costs as submitted.
7. The conditions and responsibilities outlined in this agreement are subject to the availability of resources. Either party may terminate this agreement by written notice to the other party effective upon delivery to that party, if funds become unavailable to carry out this agreement. Upon termination, all expenses incurred by DRED prior to the termination will be reimbursed.

In witness whereof, the parties hereto have caused this Memorandum of Understanding to be executed:

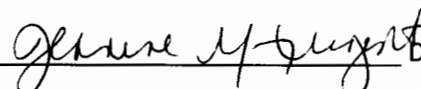
New Hampshire Department of
Agriculture, Markets & Food

 4-27-17
Lorraine S. Merrill Date
Commissioner

New Hampshire Department of Resources
and Economic Development

 5/10/17
Jeffrey J. Rose Date
Commissioner

Approval by the Attorney General

By:  Date: 5/16/17

Attachment(s)



NH DEPARTMENT OF RESOURCES AND ECONOMIC DEVELOPMENT

Specialty Crops Industry Advertising
Scope of Work

May 1, 2017

GYKANTLER

gykantler.com | 603 625 5713

175 Canal Street Manchester, NH 03101

745 Atlantic Ave, 9th Floor Boston, MA 02111

34 Front Street #40 Indian Orchard, MA 01151



NH DEPARTMENT OF RESOURCES AND ECONOMIC DEVELOPMENT

Scope of Work

May 1, 2017

The purpose of this Scope of Work ("SOW") is to provide an overview of the services to be performed by GYK Antler ("Agency") for New Hampshire Department of Resources and Economic Development ("Client").

As Brand Agency of Record (AOR) for Department of Resources and Economic Development, GYK Antler (GYKA) will be positioned as the brand steward to ensure creative and strategic alignment between DTTD and NH Department of Agriculture, Markets & Food. GYKA will strategically lead all integrated brand campaigns throughout this contract and will partner and collaborate with specialty agencies, as required, to ensure the consistency and quality of the brand messaging and creative approach across all mediums.

The primary purpose of this SOW is to extend creative, production and paid media services to execute work supporting the New Hampshire Department of Agriculture, Markets & Food, specifically the specialty crops industry.

This Scope of Work is entered into by the parties pursuant to the Agreement for Services dated May 11, 2015, which is incorporated and made an integral part hereof. All terms, provisions and conditions of the Agreement for Services are hereby incorporated and made a part of this SOW as if such terms, provisions and conditions were fully set forth in this SOW. By their execution and delivery of this SOW, the parties hereby reaffirm all the terms, provisions and conditions of the Agreement for Services. This scope applies to the period of Governor & Council's approval through June 30, 2019, and applies to services and execution expectations within that period.

The following program overview and agreement outlines the scope and budget of this SOW agreement.



PROGRAM DETAILS

DTTD and GYKA will provide with Department of AG on the following:

- Development of marketing strategy and tactical plan
- Development of media strategy and recommended plan and buying negotiations
- All subject matter expertise and execution across strategy and planning, creative ideation, content, production and program management, and account management
- Tactics may include:
 - Specialty Crops Advertising (TV/Digital)
 - Use of Comcast, WMUR and other options (network and website)
 - New digital channels
 - Multiple social media platforms
- Modify AG logo to highlight specialty crops within advertising channels
- Budget allocation per crop:
 - Maple: 15%
 - Honey: 5%
 - Christmas Trees: 20%
 - Fruit (including wine): 20%
 - Vegetables: 20%
 - Flowers/shrubs/sod: 20%

Assumptions:

- All Creative Development/Execution will be developed based on the existing Brand Positioning or existing Brand Standards. Should the development of a new Creative Concept be required, that will be estimated as incremental to this Statement of Work.
- All third-party expenses including, but not limited to such items as stock photography, licenses, software, printing, production of materials, travel, per diem and supplies (out-of-pocket expenses) will be included in the fees outlined above per approval by Client prior to expenditure.

Deliverables:

- Marketing strategy
- Integrated marketing plan
- Creative execution to support marketing plan
- Media planning and buying
- Campaign reporting and analysis (end of campaign)



ASSUMPTIONS & AGREEMENTS

EXCLUSIONS

The following services are not included in this SOW.

GYKA is able to support in any of these areas and should these services be requested these will be considered incremental and estimated as separate to this SOW. Production Estimates or additional SOWs will be delivered for review/approval per the New Request process outlined below.

CREATIVE CONCEPTING

All Creative Development/Execution will be developed based on the existing NH DTTD Brand Positioning (“Live Free”). Should the development of a new Creative Concept be required, that will be estimated as incremental to this Scope of Work.

CLIENT ACCEPTANCE

All deliverables include two rounds of client review and two rounds of agency revision. If additional rounds are requested or substantial additional days are required, they will be considered incremental and estimated as separate and incremental to this Scope of Work.

CHANGE CONTROL

Throughout any engagement, changes are required to deal with unanticipated needs and/or new information that is discovered. This change control process is meant to put in place a process to ensure changes are tracked and approved appropriately throughout the project. In cases where changes are identified, a Change Request or Addendum to this Scope of Work will be processed as follows:

- Agency will document the relevant information, including: change description, rationale (e.g. potential benefit), impact assessment, effort, and associated cost (if applicable) to implement the change.
- This Change Request or Addendum will be provided to the Client and reviewed for final approval before any work will begin.

NEW REQUESTS

Requests for services, excluding above or services not explicitly included in this document, can be added at any time. These requests should be made directly to the Account lead who will traffic the request for scoping/estimating. An estimate will then be provided for final approval before any work will begin.

BUDGET

The initial term will be from Governor & Council's approval – June 30, 2019. Total paid media budget planned is \$160,375.77.

	Fee
Agency Services (14% of total 160,375.77)	\$ 22,452.61
Paid Media	\$160,375.77
PROJECT TOTAL	\$182,828.38



PAYMENT TERMS

In accordance with Section 6. Billing and Terms of Exhibit A – Scope and Services of the Marketing and Advertising Agency Services Agreement dated May 11, 2015. Agency Services to be paid directly by NH Department of Resources and Economic Development. Paid Media to be paid directly by NH Department of Agriculture, Markets and Food.

Griffin York & Krause, LLC. dba GYK Antler

By:
Name: Francis M. Ferraro, Jr
Title: VP Finance
Date: 5/2/17

NH Department of Resources and Economic Development

By:
Name: Victoria Cimino
Title: Director
Date: 5/4/17