



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

JEFFREY J. ROSE
Commissioner

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January 13, 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 Travel and Tourism Development to renew a 1-year membership with the U.S. Travel Association (USTA) (VC #170732), located in Washington, DC in the amount of \$11,700 for the 2015 calendar year upon Governor and Executive Council approval through December 31, 2015. 100% General Funds

Funding is available in accounting unit titled, Division of Travel - Tourism, as follows:

		<u>FY 2015</u>
03-35-35-352010-36200000-026-500251	Organizational Dues	\$11,700

EXPLANATION

The U.S. Travel Association (USTA) is an organization dedicated to increasing travel to and within the United States. The Division of Travel and Tourism Development (DTTD) has been an active member of this organization for thirty-three years. USTA membership benefits include: online membership directory inclusion, breaking travel industry-related news, exclusive access to USTA publications, discounted registration fees to events and international trade shows, and discounted research subscription packages.

Membership provides a forum for New Hampshire to strengthen its position as a preferred travel destination, allowing for participation in a USTA National Council and access to ENGAGE, an online community of tourism office members.



Attached for your information is the completed questionnaire for organizational dues and membership requests, and a copy of the renewal invoice.

Respectfully submitted,



Victoria Cimino, Director
Division of Travel and Tourism Development

Concurred,



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



Organizational Dues and Memberships

The Governor and Executive Council is concerned with the number of organizations and cost to the State for Agency participation in professional organizations. A series of questions have been developed which should answer the majority of Governor and Executive Councilors concerns related to the value of each membership. Requests by State Agencies to enter into memberships with National, Regional, Professional or Other type of organizations must address the ten questions below in the Governor and Executive Council request letter.

The following questions, along with an associated response, must be included in the “Explanation” section of your request, along with a brief narrative explanation as provided in the past. (Please include the lead in sentence along with the questions and responses.)

Listed below are answers to standard questions required for Governor and Council organization dues and membership approval submissions:

- 1. How long has this organization been in existence and how long has this agency been a member of this organization?**

The U.S. Travel Association (USTA) was established in 1941. New Hampshire has been a member since at least 1982.

- 2. Is there any other organization which provides the same or similar benefits which your agency belongs to?**

This is the only organization that the Division of Travel and Tourism Development belongs to that provides national data and trending reports.

- 3. How many other state’s belonging to this organization and is your agency the sole New Hampshire state agency that is a member?**

Thirty-five other states belong to this organization, including Guam, Puerto Rico and the U.S. Virgin Islands. The Division of Travel and Tourism Development is the only New Hampshire state agency that is a member of the organization. All of the six New England states are members of USTA.

- 4. How is the dues structure established? (Standard fee for all states, based on population, based on other criteria, etc)**

The dues structure is tiered. The structure is based on annual budget appropriations.

- 5. What benefit does the state receive from participating in this membership?**

USTA membership benefits include: inclusion in the online membership directory, breaking travel industry-related news, exclusive access to USTA publications, discounted registration fees to events and international trade shows, and discounted research subscription packages.

Membership provides a forum for New Hampshire to strengthen its position as a

preferred travel destination, allowing for participation in a USTA National Council and access to ENGAGE, an online community of tourism office members.

- 6. Are training or educational/ research materials included in the membership? If so, is the cost included? Explain in detail.**

Online access to the executive summary of USTA publications, travel forecasts, Travel Price Index and the Travel Sentiment Index are included in the membership. Additional research materials and packages are available at a discounted cost.

- 7. Is the membership required to receive any federal grants or required in order to receive or participate in licensing or certification exams? Explain.**

No, membership is not required to receive federal grants, nor is it required to receive or participate in licensing or certification exams.

- 8. Is there any travel included with this membership fee? Explain in detail any travel to include the number of employees involved, the number of trips, destination if known and purposes of membership supported trips.**

There is no travel included with this membership fee.

- 9. Which state agency employees are directly involved with this organization? (Indicate if they are members, voting members, committee members, and/or officers of the organization.)**

The Division of Travel and Tourism Development, its director, and all Division staff, are considered members of the organization.

- 10. Explain in detail any negative impact to the State if the Agency did not belong to this organization.**

New Hampshire would lose access to national research data and information regarding national travel trends. The state would also lose its 30 percent registration fee discount to events and international trade shows. The state would lose the ability to serve on the USTA National Council and access to ENGAGE, an online community of tourism office members.

U.S. TRAVEL
ASSOCIATION

2015 RENEWAL
MEMBERSHIP INVOICE

Customer# 0000001850

Invoice#: 66247

Date: 11/03/2014

RECEIVED

New Hampshire Division of Travel & Tourism Dev.
P.O. Box 1856
172 Pembroke Road
Concord, NH 03302-1856

DEC 15 2014

D.R.E.D.

Attn: Ms. Amy Bassett

Product	Total
Renewal Regular Membership	\$11,500.00
National Council of State Tourism Directors (NCSTD) Assessment	\$200.00
<hr/>	
Total Invoice Amount:	\$11,700.00

2015 Membership Invoice (1/01/2015 - 12/31/2015)

Thank you for your continued support of U.S. Travel Association's work on behalf of the U.S. travel industry. Please call if we can be of assistance in any way.

Since U.S. Travel Association engages in lobbying efforts on behalf of its members, 62% of your dues investment in 2015 is deductible under federal law as a business expense.

(U.S. Travel Association Federal Tax ID #: 530231139)

PLEASE DETACH AND REMIT WITH YOUR PAYMENT

Customer#: 0000001850

Invoice#: 66247

New Hampshire Division of Travel & Tourism Dev.
P.O. Box 1856
172 Pembroke Road
Concord, NH 03302-1856
Attn: Ms. Amy Bassett

Select Payment Method	Amount Paid: _____
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Card # _____	Exp. Date ___ / ___
Card Holder's Name _____	
Card Holder's Signature _____	
Credit Card Billing Address Zip Code: _____	

Remit Payment To:

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1100 New York Avenue, NW
Suite 450
Washington, DC 20005-3934
Phone: (202) 408-8422 Fax: (202) 600-2143
www.ustravel.org