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STATE OF NEW HAMPSHIRE
DEPARTMENT of NATURAL AND CULTURAL RESOURCES
DIVISION OF PARKS AND RECREATION

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Web: www.nhstateparks.org

November 21, 2019

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

REQUESTED ACTION

For inclusion on the Governor and Executive Council Consent Calendar, pursuant to MOP 1200, I. D., authorize the Department of Natural and Cultural Resources, Division of Parks and Recreation, Cannon Mountain Ski Area to pay the White Mountains Attractions Association (VC #160047), Woodstock, NH the amount of \$17,000 for membership dues for Cannon Mountain and The Flume Gorge effective upon Governor and Executive Council approval for the period January 1, 2020 through December 31, 2020. 100% Other Funds (Agency Income)

Funding is available in account, Cannon Mountain, as follows:

	<u>FY 2020</u>
03-035-035-351510-37030000-026-500251-35CA0302 - Organizational Dues	\$8,500

Funding is available in account, Service Parks, as follows:

03-035-035-351510-37200000-026-500251-35P02400 - Organizational Dues	<u>\$8,500</u>
<i>Total:</i>	\$17,000

EXPLANATION

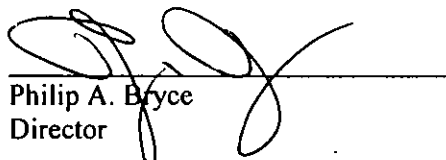
The White Mountain Attractions Association (WMAA) is a not for profit organization comprised of the major tourist attractions in the White Mountain's region of New Hampshire. Membership provides cooperative advertising opportunities for Cannon Mountain and The Flume Gorge well beyond what could be achieved 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 standard questions required for Governor and Executive 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 WMAA has been in business since 1958. Cannon Mountain and The Flume Gorge have been members since 1958.**
2. Is there any other organization that provides the same or similar benefits that 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? (Standard fee for all states, based on population, based on other criteria, etc.) **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? **Cannon Mountain and The Flume Gorge 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, 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? 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. **No, not applicable.**
9. Which state agency employees are directly involved with this organization? **General Manager John DeVivo 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. **Cannon Mountain and The Flume Gorge would not receive any of the marketing or promotion benefits as explained above. This would negatively affect both businesses, and the tourism economy of the White Mountains region.**

Respectfully submitted,


Philip A. Bryce
Director

Concurred,


Sarah L. Stewart
Commissioner

White Mountains Attractions

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

Invoice

Date	Invoice #
10/1/2019	20548

Bill To
Cannon Mountain Nicole 9 Franconia Notch Franconia NH 03580

P.O. No.	Terms	Project
	Upon Receipt	

Quantity	Description	Rate	Amount
	2020 Advertisement Fees. Full Year - Includes advertisements, brochure distribution, brochure display, public relations, board representation	8,500.00	8,500.00
		Total	\$8,500.00

White Mountains Attractions

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

Invoice

Date	Invoice #
10/1/2019	20552

Bill To
Flume Gorge Nicole 9 Franconia Notch Franconia NH 03580

P.O. No.	Terms	Project
	Upon Receipt	

Quantity	Description	Rate	Amount
	2020 Advertisement Fees. Full Year - Includes advertisements, brochure distribution, brochure display, public relations, board representation	8,500.00	8,500.00
		Total	\$8,500.00