



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 ROSE  
Commissioner

LORI HARNOIS  
Director

TEL: 603-271-2665  
FAX: 603-271-6870  
TRAVEL GUIDE: 800-386-4664  
WEBSITE: [www.visitnh.gov](http://www.visitnh.gov)  
E-MAIL: [travel@dred.state.nh.us](mailto:travel@dred.state.nh.us)

May 9, 2014

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 contract with Plymouth State University, Institute for New Hampshire Studies (INHS), Plymouth, New Hampshire, (Vendor Code #177866 (B007)) in the amount of \$200,000.00 for research services from July 2, 2014 through June 30, 2016. The original contract with the option to renew for one two-year period upon consent of both parties and approval by the Governor and Executive Council was approved on July 11, 2012, Item #52. 100% General Funds.

Funds are available in accounts titled Division of Travel - Tourism and Travel - Tourism Development Fund for FY 15 and pending budget approval for FY16 as follows with the authority to adjust encumbrances in each of the state fiscal years through the Budget Office if needed and justified.

		<u>FY 2015</u>	<u>FY 2016</u>
03-35-35-352010-36200000-069-500567	Promotion & Marketing Exp	\$70,000	\$70,000
03-35-35-352010-58740000-069-500567	Promotion & Marketing Exp	\$30,000	\$30,000

**EXPLANATION**

INHS has been providing research services to the Division of Travel and Tourism Development (DTTD) since July 1, 1990, in the areas of evaluation and market analysis. INHS will continue to provide support for the Joint Promotional Program, conduct conversion studies, perform visitor analysis and report on economic impact, forecasts, business activity, and market share under the scope of this contract. INHS determines the return on investment (ROI) on DTTD's activities during each fiscal year. The ROI



calculation provides the return to New Hampshire in state and local taxes and fees for each dollar expended by DTTD.

DTTD's mission is to develop and promote New Hampshire, domestically and internationally, as a preferred travel destination to increase visitation and expenditures, business activity, and employment throughout the state. INHS has the experience, knowledge, and research history to continue to conduct, monitor, and measure the impact of travel and tourism on the State's economy and the effectiveness of DTTD's programs.

The annual and periodic research services provided by the INHS are vital to the evaluation and planning of the DTTD programs. INHS has provided excellent research services concerning methodology and travel trends to the DTTD for the past twenty years. INHS is respected in the New Hampshire travel industry, has assisted the legislature with budget projects, and the Division receives positive feedback from those who work with the INHS team.

The Attorney General's office has approved this contract as to form, substance and execution.

Submitted by,



Lori Harnois, Director  
Division of Travel and Tourism Development  
Development

Approved by, 



Jeffrey Rose, Commissioner  
Department of Resources and Economic  
Development

**COOPERATIVE PROJECT AGREEMENT**  
STATE OF NEW HAMPSHIRE  
and  
PLYMOUTH STATE UNIVERSITY  
of the  
UNIVERSITY SYSTEM OF NEW HAMPSHIRE

- A. This Cooperative Project Agreement (hereinafter "Project Agreement") is entered into by the State of New Hampshire, **DRED, Division of Travel & Tourism Development**, (hereinafter "State"), and the University System of New Hampshire, acting through **Plymouth State University**, (hereinafter "Campus"), for the purpose of undertaking a project of mutual interest. This Cooperative Project shall be carried out under the terms and conditions of the Master Agreement for Cooperative Projects between the State of New Hampshire and the University System of New Hampshire dated November 13, 2002, except as may be modified herein.
- B. This Project Agreement and all obligations of the parties hereunder shall become effective on the date the Governor and Executive Council of the State of New Hampshire approve this Project Agreement ("Effective date") and shall end on **June 30, 2016**. If the provision of services by Campus precedes the Effective date, all services performed by Campus shall be performed at the sole risk of Campus and in the event that this Project Agreement does not become effective, State shall be under no obligation to pay Campus for costs incurred or services performed; however, if this Project Agreement becomes effective, all costs incurred prior to the Effective date that would otherwise be allowable shall be paid under the terms of this Project Agreement.
- C. The work to be performed under the terms of this Project Agreement is described in the proposal identified below and attached to this document as Exhibit A, the content of which is incorporated herein as a part of this Project Agreement.

**Project Title: FY 2015-2016 Institute for NH Studies Tourism Research**

- D. The Following Individuals are designated as Project Administrators. These Project Administrators shall be responsible for the business aspects of this Project Agreement and all invoices, payments, project amendments and related correspondence shall be directed to the individuals so designated.

**State Project Administrator**

Name: Hilary E. Denoncourt

Address:

172 Pembroke Road, Concord NH  
03302

Phone: 271-2665 ext. 426

**Campus Project Administrator**

Name: Jahnay Pickett

Address:

17 High Street, MSC #6, Plymouth NH  
03264

Phone: 535-3233

- E. The Following Individuals are designated as Project Directors. These Project Directors shall be responsible for the technical leadership and conduct of the project. All progress reports, completion reports and related correspondence shall be directed to the individuals so designated.

**State Project Director**

Name: Lori Harnois

172 Pembroke Road, Concord NH  
03302

Phone: 271-2665

**Campus Project Director**

Name: Mark Okrant, Ph.D.

17 High Street, MSC #29, Plymouth NH  
03264

Phone: 535-2364

F. Total State funds in the amount of **\$200,000.00** have been allotted and are available for payment of allowable costs incurred under this Project Agreement. State will not reimburse Campus for costs exceeding the amount specified in this paragraph.

Check if applicable

Campus will not cost-share during the term of this Project Agreement.

G. Check if applicable

If amended by mutual agreement of the parties, Article(s) of the Master Agreement for Cooperative Projects between the State of New Hampshire and the University System of New Hampshire dated November 13, 2002 are hereby amended to read:

H. State has chosen to **not take** possession of equipment purchased under this Project Agreement.

This Project Agreement and the Master Agreement constitute the entire agreement between State and Campus regarding this Cooperative Project, and supersede and replace any previously existing arrangements, oral or written; all changes herein must be made by written amendment and executed for the parties by their authorized officials.

IN WITNESS WHEREOF, the University System of New Hampshire, acting through the **Plymouth State University** and the State of New Hampshire, **DRED, Division of Travel and Tourism Development**, have executed this Project Agreement.

**By An Authorized Official of:**

Plymouth State University

Name:

Stephen J Taksar

Title:

VP Finance & Administration

Signature and Date:

*Step J Taksar* 5/6/14

**By An Authorized Official of:**

NH Dept. of Resources and Economic Dev.

Name:

Jeffrey J. Rose

Title:

Commissioner

Signature and Date:

*J Rose* 5/16/14

**By An Authorized Official of:** the New Hampshire Office of the Attorney General

Name:

*Dorinda Quenon*

Title:

*AAC*

Signature and Date:

*[Signature]* 4/13/14

**By An Authorized Official of:** the New Hampshire Governor & Executive Council

Name:

Title:

Signature and Date:

**EXHIBIT A**

See attached Research Services Proposal

**EXHIBIT B**

See attached Research Services Proposal

**EXHIBIT C**

N/A

## PROPOSAL – Research Services

### Issuing Agency

State of New Hampshire  
Department of Resources and Economic Development  
**Division of Travel & Tourism Development**  
172 Pembroke Road, PO Box 1856  
Concord, NH 03302-1856

### Offerer Contact Person

Dr. Mark J. Okrant  
**Institute for New Hampshire Studies**  
17 High Street, MSC #39  
Plymouth, New Hampshire USA 03264  
Tel. 603.535.2364  
Fax 603.535.2351  
mokrانت@plymouth.edu  
[www.plymouth.edu/inhs](http://www.plymouth.edu/inhs)

**Two-Year Calendar for  
Delivering Tourism Research Services to DTTD**

	<u>FY2015</u>	<u>FY2016</u>
4.1 <u>Annual</u>		
4.1.1 Return on Investment	<i>\$ 1,836.00</i>	<i>\$ 1,836.00</i>
4.1.2 Joint Promotional Program	<i>\$ 2,172.00</i>	<i>\$ 2,172.00</i>
4.1.3 Travel Volume Evaluation	<i>\$21,026.93</i>	<i>\$21,026.93</i>
4.1.4 Visitor Estimates	<i>\$ 650.00</i>	<i>\$ 650.00</i>
4.1.5 Forecasts	<i>\$ 2,676.40</i>	<i>\$ 2,676.40</i>
4.2 <u>Periodic</u>		
4.2.1 Seasonal Visitor Profiles		<i>\$ 7,951.00</i>
4.2.2 Tourism Satellite Account	<i>\$17,272.04</i>	
4.2.2 Conversion Studies	<i>\$11,895.00</i>	
4.3 <u>Other Market Studies</u>		
4.3.1 Canadian Travelers	<i>\$ 1,998.24</i>	<i>\$ 1,998.24</i>
4.3.2 Other Projects		<i>\$21,216.04</i>
4.4 <u>Industry/Community Training</u>		
4.4.1 Assist with Familiarization Workshops (DTTD/JPP)	<i>\$ 1,503.20</i>	<i>\$ 1,503.20</i>
4.5 <u>Secondary Research</u>		
4.5.1 Written Reports	<i>no charge</i>	<i>no charge</i>
4.5.2 Assessment of Second. Research Tools	<i>no charge</i>	<i>no charge</i>
0.0.0 Administration of Contract	<i>\$29,879.25</i>	<i>\$29,879.25</i>
<b>SUBTOTAL</b>	<b>\$90,909.00</b>	<b>\$90,909.00</b>
<b>PSU Overhead (10%)</b>	<b>9,090.90</b>	<b>9,090.90</b>
<b>TOTAL</b>	<b>\$99,999.90</b>	<b>\$99,999.90</b>

## Cost of Services

### 4.1 Annual

#### 4.1.1 Return on Investment

D. Lee 3.0 days @ \$395.66	=	\$ 1,187.00
FICA 46.3%	=	550.00
Telephone, copies, postage	=	100.00
<b>Total</b>	=	<b>\$ 1,836.00</b>

#### 4.1.2 Support for Joint Promotional Program

Salary (M. Okrant) 25hrs @\$80/hr.	=	\$ 2,000.00
Fringe benefits 8.6%	=	172.00
<b>Total</b>	=	<b>\$ 2,172.00</b>

#### 4.1.3 Travel Volume Evaluation

D. Lee 21.45 days @ 395.66	=	\$ 8,486.90
FICA 46.3%	=	3,929.43
D. Lee 7.15 days @ 395.66	=	2,829.00
FICA 8.6%	=	243.00
M. Okrant 12.75 hours @ \$80/hr.	=	1,020.00
FICA 8.6%	=	87.72
M. Okrant 38.25 hours @ \$80/hr.	=	3,060.00
FICA 44.8%	=	1,370.88
<b>Total</b>	=	<b>\$ 21,026.93</b>

#### 4.1.4 Visitor Estimates

D. Lee 0.9 day @ \$395.66	=	356.00
FICA 46.3%	=	165.00
D. Lee 0.3 day @ \$395.66	=	119.00
FICA 8.6%	=	10.00
<b>Total</b>	=	<b>\$ 650.00</b>

#### 4.1.5 Forecast

M. Okrant 30 hours @ \$80/hr.	=	\$ 2,400.00
FICA 8.6%	=	206.40
Telephone, fax, copies, postage, misc.	=	70.00
<b>Total</b>	=	<b>\$ 2,676.40</b>

#### 4.2 Periodic

##### 4.2.1 Visitor Profiles

B. Amsden 15 days @ \$356.00	=	5,340.00
FICA 38.5%	=	2,056.00
Student Engagement Lab 2 days @ \$80/ Travel	=	160.00 395.00
<b>Total</b>	=	<b>\$ 7,951.00</b>

##### 4.2.2 Tourism Satellite Account Analysis

D. Lee 38 days @ 395.66	=	\$ 15,034.00
FICA 8.6%	=	1,293.00
M. Okrant 8 hours @ \$80/hr.	=	640.00
FICA 8.6%	=	55.04
Telephone, fax, copies, postage, misc.	=	250.00
<b>Total</b>	=	<b>\$ 17,272.04</b>

##### 4.2.3 Conversion Studies

B. Amsden 23 days @ \$356.00	=	8,188.00
FICA 38.5%	=	3,152.00
Student Engagement Lab 2 days @ \$80/ Travel	=	160.00 395.00
<b>Total</b>	=	<b>\$ 11,895.00</b>

### 4.3 Other Market Studies

#### 4.3.1 Canadian Travelers

M. Okrant	23 hours @ \$80/hr.	=	\$ 1,840.00
FICA	8.6%	=	158.24
<b>Total</b>		=	<b>\$ 1,998.24</b>

#### 4.3.2 Other Projects

**\$ 21,216.04**

### 4.4 Industry/Community Training

#### 4.4.1 Assist with Familiarization Workshops

M. Okrant	15 hours @ \$80/hr.	=	\$ 1,200.00
FICA	8.6%	=	103.20
Travel		=	200.00
<b>Total</b>		=	<b>\$ 1,503.20</b>

### 4.5 Secondary Research

No charge

### 0.0.0 Administration of the Research Contract

Salary (M. Okrant)	20 hrs. @ \$80/hr	=	\$ 1,600.00
FICA	8.6%	=	137.60
Travel, telephone, fax/copies		=	1,500.00
Purchase of Data Sets	FY15	=	26,641.65
	FY16	=	26,641.65
<b>Total</b>		=	<b>\$29,879.25</b>
			<b>\$29,879.25</b>

### Payment Plan:

Monthly invoices will be submitted the Plymouth State University Grants Office, by the 15th of the following month, itemized as defined by DTTD. Payment terms are net 30.

### Billable rates:

B. Amsden	\$356.00 per diem
D. Lee	\$395.66 per diem
M. Okrant	\$80 per hour



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

GEORGE M. BALD  
 Commissioner

TEL: 603-271-2665  
 FAX: 603-271-6870  
 TRAVEL GUIDE: 800-386-4664  
 WEBSITE: [www.visitnh.gov](http://www.visitnh.gov)  
 E-MAIL: [travel@dred.state.nh.us](mailto:travel@dred.state.nh.us)

June 18, 2012

His Excellency, Governor John H. Lynch  
 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 enter into a contract with Plymouth State University, Institute for New Hampshire Studies (INHS), Plymouth, New Hampshire, (Vendor Code #177866 (B007)) in the amount of \$200,000.00 for research services from July 1, 2012 through June 30, 2014 with the option to renew for one two-year period upon consent of both parties and approval by the Governor and Executive Council. 100% General Funds.

Funds are available in accounts titled Division of Travel - Tourism and Travel - Tourism Dev Fund for FY 13 and pending budget approval for FY14 as follows with the authority to adjust encumbrances in each of the state fiscal years through the Budget Office if needed and justified.

		<u>FY 2013</u>	<u>FY 2014</u>
03-35-35-352010-36200000-069-500567	Promotion & Marketing Exp	\$70,000	\$70,000
03-35-35-352010-58740000-069-500567	Promotion & Marketing Exp	\$30,000	\$30,000

**EXPLANATION**

INHS has been providing research services to the Division of Travel and Tourism Development (DTTD) since July 1, 1990, in the areas of evaluation and market analysis. INHS will provide support for the Joint Promotional Program, conduct conversion studies, perform visitor analysis and report on economic impact, forecasts, business activity, and market share under the scope of this contract. In addition, INHS will determine DTTD's return of investment (ROI) by fiscal year. The ROI is the return to New Hampshire in state and local taxes and fees for each dollar expended by DTTD.

A Request for Proposal was issued in March 2012 with legal notice published for three days in the Union Leader, emails to 7 prospective research companies and a posting on the state's purchasing website. INHS was the sole respondent to the RFP. DTTD's mission is to develop and promote New Hampshire, domestically and internationally, as a preferred travel destination to increase visitation and expenditures,



business activity, and employment throughout the state. INHS has the experience, knowledge, and research history to continue to conduct, monitor, and measure the impact of travel and tourism on the State's economy and the effectiveness of DTTD's programs.

The annual and periodic research services provided by the INHS are vital to the evaluation and planning of the DTTD programs. INHS has provided excellent research services concerning methodology and travel trends to the DTTD for the past twenty years. INHS is respected in the New Hampshire travel industry, has assisted the legislature with budget projects, and the Division receives positive feedback from those who work with the INHS team.

The Attorney General's office has approved this contract as to form, substance and execution.

Submitted by,



Lori Harnois, Director  
Division of Travel and Tourism Development  
Development

Approved by,



George M. Bald, Commissioner  
Department of Resources and Economic  
Development