



REC-00119 BY 2/17/05

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

172 Pembroke Road Concord, New Hampshire 03301
Phone: (603) 271-3556 Fax: (603) 271-3553 E-Mail: nhparks@nh.gov
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

Authorize the Department of Natural and Cultural Resources, Division of Parks and Recreation, Cannon Mountain Ski Area to make a **Retroactive** payment to SnoCountry (VC #177219), Lebanon, NH in the amount of \$10,050 for membership dues effective upon Governor and Executive Council approval for the period November 1, 2019 through October 31, 2020. 100% Other Funds (Agency Income)

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

	FY 2020
03-035-035-351510-37030000-026-500251-35CA0313 - Organizational Dues	\$1,275
03-035-035-351510-37030000-069-500567-35CA0313 - Promotional / Marketing Exp	\$8,775
<i>Total:</i>	\$10,050

EXPLANATION

SnoCountry is responsible for gathering and publishing daily ski condition reports in major newspapers and wire services throughout the northeast. SnoCountry dues are a prerequisite for participating in radio ski reports that are broadcast on key radio stations and the Weather Channel in several markets. The markets targeted for Cannon Mountain are Boston, Providence, and the North Central New England areas. Each daily report reaches a minimum of 12 million listeners. Cannon has been a long time member of SnoCountry as their services are an important part of our overall marketing strategy. As a matter of practice, membership relationships are considered an ongoing and fundamentally necessary practice within the ski industry. On that basis of understanding, the management of invoicing and submission of timely payment has typically retained less emphasis while the value of the economic exchange that occurs as a result of the membership relationship is the primary focus. This has caused membership renewal paperwork processing to, in many cases, lapse beyond a prudent standard of timeliness of approval and payment of the membership. For this reason, we seek retroactive approval for our membership with SnoCountry.

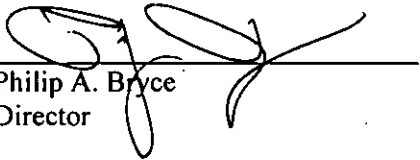
Listed below are the answers to the standard questions required for Governor and Executive Council organization dues and membership approval submissions:

1. How long has this organization been in existence and how long has this agency been a member of this organization? **SnoCountry has been in existence since 1968 and Cannon Mountain has been a member every year.**
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? **New York has State-owned ski areas that are members.**

4. How is the dues structure established? (Standard fee for all states, based on population, based on other criteria, etc.) **Dues are determined by linear lift-line length of all ski area lifts. Ski areas pay the membership dues and can also add on additional promotional services such as radio and TV advertising.**
5. What benefit does the state receive from participating in this membership? **Cannon Mountain receives radio, TV, newspaper, news wire, and internet coverage, with thousands of media outlets as part of this organization.**
6. Are training or educational/ research materials included in the membership? If so, is the cost included? Explain in detail. **No.**
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.**
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.**
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.) **Marketing Director Greg Keeler is the main contact for SnoCountry. Cannon itself is the member so Greg Keeler is not a voting/committee member or an officer of the organization.**
10. Explain in detail any negative impact to the State if the Agency did not belong to this organization. **If Cannon did not belong to this organization, the mountain would not receive all the marketing and promotional benefits that every other ski area in New England receives by being part of SnoCountry.**

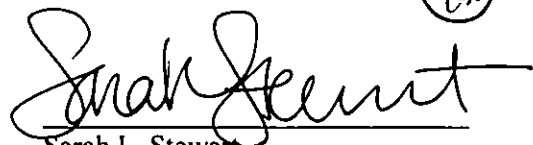
Respectfully submitted,

Philip A. Bryce
Director



Concurred,

Sarah L. Stewart
Commissioner





'19-20 Member Agreement & Insertion Order

RESORT: Cannon Mountain, NH

SnoCountry has reserved the following Radio Region Coverage Areas/Rotations, and SnapShot TV for your resort based upon participation last winter ... see "Resort Selection" columns below. To modify your selection, simply strike through and/or enter your desired rotation. SnoNews and Eblasts ad buys are subject to availability. Indicate your preferences now, your selection is not guaranteed, but will be confirmed with SnoCountry sales team, subject to availability, based on first come first served. After completion, please total the columns on this page, carry the totals to the following page, then enter a PO# (if applicable) and sign the Agreement.

Return both pages to: SNOCOUNTRY, Attention: ROB CHANDLER, FAX: 603-443-8819, or scan and email to: rob.chandler@snocountry.org

RADIO

Radio Regions	PREMIUM ROTATION Member Pricing	STANDARD ROTATION Member Pricing	Resort Selection
Boston North	\$3,950	\$2,000	\$2,000
Boston South	\$3,950	\$2,000	\$2,000
Providence	\$1,250	\$775	\$775
NH Sea-Ski	\$2,010	\$1,240	\$2,010
Upper Vfy	\$1,100	n/a	
North VT	\$1,030	n/a	
South VT	\$1,030	n/a	
Connecticut	\$1,250	\$775	
Hart/N. Hvn	\$1,250	\$775	
West Mass	\$1,000	\$550	
Maine	\$900	\$575	
No. Country	\$700	\$310	\$700
NYC & Li.	\$4,100	\$3,000	
Albany	\$1,250	\$950	
Adirondacks	\$300	n/a	
Hudson	\$1,210	\$875	
CNY/W NY	\$675	n/a	
Philly	\$1,700	\$825	
Northern NJ	\$1,400	\$950	
Keystone	\$1,000	n/a	
SE/CHE/NC	\$2,010	n/a	
SE/NC	\$1,100	n/a	
CHE	\$950	n/a	
N. Carolina	\$550	n/a	
Great Lakes	\$1,250	n/a	
Midwest	\$285	n/a	
Minneapolis	\$500	n/a	
Chicago	\$600	n/a	
Rockies	\$2,800	n/a	
Dallas	\$325	n/a	
Idaho	\$340	n/a	
Montana	\$230	n/a	
New Mexico	\$230	n/a	
Tahoe	\$570	n/a	
So. Cali	\$570	n/a	
Northwest	\$1,800	n/a	
./A./TOTAL:			\$

TELEVISION

TV Region	Member Price	Resort Selection
Boston	\$1,290	\$1,290
Hartford/Spfld	\$1,000	
Burlington	\$525	
Portland	\$670	
New York City	\$1,290	
Albany	\$1,000	
Erie/West NY	\$670	
Philadelphia	\$1,000	
DC/Balt.	\$1,000	
SHOOT: Price:		
Shoot	\$3,200	
./B./TOTAL:		\$

C/Eblasts:	Tuesday Dates (list below):
\$2,000 East	
\$500 Midwest	
\$2,000 West	
\$4,500 Nation	

SnoNews:	Thursday Dates (list below):
\$1,300 East	
\$250 Midwest	
\$1,300 West	
\$2,850 Nation	

Please include this page when sending back your signature agreement page



19-20 Member Agreement & Insertion Order Page #2

RESORT: Cannon Mountain, NH

Ski Area Members to receive the benefits associated with membership in SnoCountry, Inc. ("SnoCountry"), a not-for-profit trade association, through September 30, 2020 upon payment of membership fees and receipt of ski product:

♦ SNO-COUNTRY ANNUAL MEMBER FEES: (based on past three-year average of gross annual ski visits):

	3 yr average skier visits	2019-20 Rate
<input type="checkbox"/>	Less than 45,000	\$355
<input type="checkbox"/>	45,000-105,000	\$700
<input type="checkbox"/>	105,001-190,000	\$1,275
<input type="checkbox"/>	190,001-350,000	\$1,900
<input type="checkbox"/>	350,001-500,000	\$2,900
<input type="checkbox"/>	500,001-650,000	\$3,900
<input type="checkbox"/>	650,001+	\$4,950

♦ SKI PRODUCT: = 59 lift tickets valid for the 2019-20 season. RESORT will ship tickets to SnoCountry by November 1, 2019, to: SnoCountry, 10 Water Street, Suite 250, Lebanon, NH 03766.

♦ Resort agrees to honor and participate in the SnoCountry Gold Card program. Two cards are issued annually to SnoCountry staff, VIPs, and to the General Manager and Marketing Director of each participating member ski area. Gold Cards will be sent in December to member resorts in good standing. Our resort's 2 Gold Card recipients for 2019-20 will be: Greg Keeler and John DeVivo.

SnoCountry Totals:	PO#
A: On-Air Radio	\$ 7,485.00
B: SnapShot Weekly TV	\$ 1,290.00
C: Eblasts	\$
D: SnoNews Newsletter	\$
SUBTOTAL:	\$
-3% Discount when paid in full by August 15, 2019	\$
2019-20 Membership Fees: Based on 3-yr skier visits see above * Membership NOT discountable *	\$ 1,275.00
TOTAL:	\$10,050.00

- RESORT agrees to honor SNO-COUNTRY invoices for membership and services within the designated time limits. Invoices will be emailed to your accounting department. Full payment due November 1, 2019. Interest will be charged on all past due accounts at 1% monthly, 12% annually on unpaid balance. Services will be discontinued due to non-payment. Prior season past due balances must be paid in full before any 2019-20 services will be rendered. SNO-COUNTRY will not make refunds if a resort is unable to operate at any time during the contract period.
- SNO-COUNTRY will not be responsible for any damages suffered by RESORT. SNO-COUNTRY's service is provided on an "as-is as available" basis. SNO-COUNTRY gives no warranty, expressed or implied, for SNO-COUNTRY's service, including any warranty of merchantability of fitness for a particular purpose. Any damages incurred by RESORT due to disruption in service by SNO-COUNTRY or its affiliates shall be expressly limited to fees paid by RESORT to SNO-COUNTRY and shall under no circumstances include reimbursement for losses of income or other consequential damages claimed by RESORT.

I have read and understand the terms of this agreement. Invoices will be mailed to your accounting department.

SKI AREA NAME: Cannon Mountain, NH

NAME & TITLE: Christopher S Marnon CFO

SIGNATURE: _____ DATE: 10/29/19

BILLING CONTACT: _____

BILLING EMAIL: _____

Please send payment and tickets to: 10 Water Street, Suite 250, Lebanon, NH 03766