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

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January 31, 2019

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

REQUESTED ACTION

The Department of Natural and Cultural Resources, Division of Parks and Recreation respectfully requests **RETROACTIVE** renewal of its memberships with White Mountains Attractions Association (VC #160047), Woodstock, NH in the total amount of \$17,000 for Cannon Mountain and The Flume Gorge upon Governor and Executive Council approval for the period January 1, 2019 through December 31, 2019. **100% Agency Income**

Funding is available as follows:

	<u>FY 2019</u>
03-35-35-351510-37030000 Cannon Mountain	\$8,500
026-500251-35CA0302 Organizational Dues	
03-35-35-351510-37200000 Service Parks	\$8,500
026-500251-35P02400 Organizational Dues	

EXPLANATION

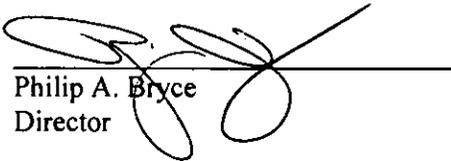
The White Mountain Attractions Association (WMAA) is a not for profit organization comprised of the major tourist attractions in the White Mountain's region of New Hampshire. Membership provides cooperative advertising opportunities for Cannon Mountain and The Flume Gorge well beyond what could be achieved on an individual basis. The WMAA markets its member attractions locally, regionally and nationally through brochures, travel shows, media placements and direct mail. As a matter of practice, membership relationships are considered an ongoing and fundamentally necessary practice within the recreation 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 WMAA. Going forward, the Department will be actively managing a comprehensive list of all memberships in order to proactively seek renewal approval and payment prior to the expiration date of any current membership.

Listed below are the answers to the required questionnaire developed for organizational dues and membership requests:

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 which provides the same or similar benefits which 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?** 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 and 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?** No, not applicable.
9. **Which state agency employees are directly involved with this organization?** John DeVivo, Managing Director 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 impact 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 #
01/02/2019	19770

Bill To
Cannon Mountain Nicole 9 Franconia Notch Franconia NH 03580

P.O. No.	Terms	Project
	Upon Receipt	

Quantity	Description	Rate	Amount
	2019 Advertisement Fees. 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 #
01/02/2019	19774

Bill To
Flume Gorge Nicole 9 Franconia Notch Franconia NH 03580

P.O. No.	Terms	Project
	Upon Receipt	

Quantity	Description	Rate	Amount
	2019 Advertisement Fees. Includes advertisements, brochure distribution, brochure display, public relations, board representation	8,500.00	8,500.00
		Total	\$8,500.00