

27 JAW



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

TEL: 603-271-2665
FAX: 603-271-6870
TRAVEL GUIDE: 800-386-4664
WEBSITE: www.visitnh.gov
E-MAIL: travel@dred.state.nh.us

January 29, 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 1-year membership with the U.S. Travel Association (USTA) (VC #170732), located in Washington, DC in the amount of \$11,700 for the 2014 calendar year upon Governor and Executive Council approval through December 31, 2014. 100% General Funds

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

		<u>FY 2014</u>
03-35-35-352010-36200000-026-5000251	Organizational Dues	\$11,700

EXPLANATION

The U.S. Travel Association is an organization dedicated to increasing travel to and within the United States. The Division of Travel and Tourism has been an active member of this organization for many years. By collaborating with USTA and it's over 1,300 members, we are able to strengthen New Hampshire's position as a preferred travel destination. As regular members of the U.S. Travel Association, we are kept informed of industry and U.S. Travel news through the USTA website, toolkits and weekly and monthly newsletters. We are also kept abreast of national travel trends on a regular basis. We have online access to the executive summary of USTA publications and use of the USTA logo if needed. Additionally, we are included in and have access to the USTA Online Membership Directory which allows us to connect with a wealth of peer resources. We receive discounted registration fees to events and international trade shows as well as discounted research subscription packages when needed. Many of the research products we use are included in the membership price. Membership with USTA also provides for our Director to be a member of one of the USTA National Councils and we are given exclusive access to ENGAGE, an online community of state tourism office members. Currently, our Director serves on the State Travel Destinations Council.



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

Respectfully submitted,

 Concurring,



Lori Harnois, Director
Division of Travel and Tourism Development
Development



Jeffrey J. Rose, Commissioner
Department of Resources and Economic

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 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?**

As regular members of the U.S. Travel Association, we are kept informed of industry and U.S. Travel news through the USTA website, toolkits and weekly and monthly newsletters. We are also kept abreast of national travel trends on a regular basis. We have online access to the executive summary of USTA publications and use of the USTA logo if needed.

Additionally, we are included in and have access to the USTA Online Membership Directory which allows us to connect with a wealth of peer resources. We receive discounted registration fees to events and international trade shows as well as discounted research subscription packages when needed. Many of the research products we use are included in the membership price.

Membership with USTA also provides for our Director to be a member of one of the USTA National Councils and we are given exclusive access to ENGAGE, an online community of state tourism office members. Currently, our Director serves on the State Travel Destinations Council.

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 the USTA publications as well as access to the 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 membership 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.

The membership is not required to receive any federal grants and is not required in order 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.)

With regular membership, all staff of the Division of Travel and Tourism Development are considered members of the organization. Our division Director, in addition to being a USTA member, is a voting member of the State Travel Destinations Council.

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

If the Division of Travel and Tourism were not a USTA member, we would not have access to national research data and information regarding national travel trends. We would also lose our 30% registration fee discount to events and international trade shows. The Division Director would not be eligible to serve on the State Travel Destinations Council and we would lose our access to the State Tourism Office online community.

2014 RENEWAL MEMBERSHIP INVOICE

U.S. TRAVEL
ASSOCIATION

Customer#: 0000001850

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

1100 New York Avenue, NW
Suite 450
Washington, DC 20005-3934
Phone: (202) 408-8422
Fax: (202) 408-1255
www.ustravel.org

Invoice#: 64293

Date: 11/06/2013

Renewal Regular Membership	\$11,500.00
National Council of State Tourism Directors (NCSTD) Assessment	\$200.00
Voluntary Destination & Travel Foundation Contribution	\$50.00
Total:	\$11,750.00 \$ 11,700.00

2014 Membership Invoice (1/01/2014 - 12/31/2014)

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, 79% of your dues investment in 2014 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#: 64293

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

Remit Payment To:

U.S. Travel Association
1100 New York Avenue, NW; Suite 450
Washington, D.C. 20005-3934
UNITED STATES

Select Payment Method	
<input type="checkbox"/>	Check Enclosed (Payable to U.S. Travel Association)
___ AMEX ___	MasterCard ___ Visa ___ Diners Club ___ Discover
Card # _____	
Exp. Date ____/____	
Card Holder's Name _____	
Card Holder's Signature _____	
Credit Card Billing Address Zip Code: _____	

Your organization is a
registered booth holder at
IPW 2014.

To ensure you keep the
discounted member rate
please renew by
February 28th, 2014.

Contact:
membership@ustravel.org



