



STATE OF NEW HAMPSHIRE
DEPARTMENT of RESOURCES and ECONOMIC DEVELOPMENT
DIVISION of PARKS and RECREATION

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October 31, 2013

Her Excellency, Governor Margaret Wood Hassan
and the Honorable Executive Council
State House
Concord, New Hampshire 03301

REQUESTED ACTION

1. Authorize the Department of Resources and Economic Development, Division of Parks and Recreation to enter into a 2-year membership with White Mountain Attractions Association (WMAA) (VC#160047), Woodstock, NH in the amount of \$17,000 which includes advertisements, brochure distribution, brochure display, public relations and board representations for Cannon Mountain during the 2013/14 and 2014/15 seasons upon Governor and Executive Council approval through June 30, 2015. 100% Ski Area Fund
2. Further authorize the Department to enter into a 2-year membership with WMAA (VC #160047) in the amount of \$17,000 which includes the same services as noted above for the Flume Gorge during the 2013/14 and 2014/15 seasons upon Governor and Executive Council approval through June 30, 2015. 100% Park Fund

Funding is available in accounts titled, Parks Administration and Cannon Mountain, as follows:

		<u>FY 2014</u>	<u>FY 2015</u>
03-35-35-351510-37010000-026-5000251	Organizational Dues	\$8,500	\$8,500
03-35-35-351510-37030000-026-5000251	Organizational Dues	\$8,500	\$8,500

EXPLANATION

The White Mountain Attractions Association is a not for profit organization comprised of the major tourist attractions in the White Mountain region of New Hampshire. Membership provides cooperative advertising opportunities for Cannon and the Flume Gorge well beyond what we could achieve on an individual basis.

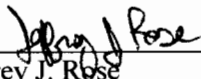
The White Mountains Attractions Association markets its member attractions locally, regionally and nationally through brochures, travel shows, media placements and direct mail.

Attached for your information is the completed questionnaire developed for organizational dues and membership requests, as well as, copies of invoices.

Respectfully submitted,

Concurred,


Philip A. Bryce
Director


Jeffrey J. Rose
Commissioner

CANNON MOUNTAIN
White Mountain Attractions Association

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?
A. White Mountains Attractions Association has been in business since 1958. The Cannon Mountain Aerial Tramway 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?
A. NO
3. How many other states belonging to this organization and is your agency the sole New Hampshire state agency that is a member?
A. 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).
A. 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?
A. Cannon Mountain and the Flume Gorge receive marketing and promotion 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; to individual visitors, groups and travel writers.

6. Are training or educational/ research materials included in the membership? If so, is the cost included? Explain in detail.
A. N/A
7. Is the membership required to receive any federal grants or required in order to receive or participate in licensing or certification exams? Explain.
A. 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.
A. 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).
A. Marketing Director: Greg Keeler, Managing Director: John DeVivo (Board Member).
10. Explain in detail any negative impact to the State if the Agency did not belong to this organization.
A. 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.

White Mountains Attractions

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

Invoice

Date	Invoice #
10/1/2013	14955

Bill To
Cannon Mountain Nicole 9 Franconia Notch Franconia NH 03580

P.O. No.	Terms	Project
	Upon Receipt	

Quantity	Description	Rate	Amount
1	2014 Annual Dues and 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 #
10/1/2013	14956

Bill To	
Flume Gorge Nicole 9 Franconia Notch Franconia NH 03580	

P.O. No.	Terms	Project
	Upon Receipt	

Quantity	Description	Rate	Amount
1	2014 Annual Dues and Advertisement Fees. Includes advertisements, brochure distribution, brochure display, public relations, board representation.	8,500.00	8,500.00
		Total	\$8,500.00