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STATE OF NEW HAMPSHIRE
DEPARTMENT of RESOURCES and ECONOMIC DEVELOPMENT
DIVISION of TRAVEL and TOURISM DEVELOPMENT
172 Pembroke Road, Concord, New Hampshire 03301

Jeffrey J. Rose
Commissioner

Victoria Cimino
Director

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

November 20, 2015

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

Dear Governor Hassan and Honorable Council:

REQUESTED ACTION

Authorize the New Hampshire Department of Resources and Economic Development, Division of Travel and Tourism Development (DTTD) and the Department of Agriculture, Markets & Food, Division of Agricultural Development to enter into a Memorandum of Understanding to continue a marketing project uniting New Hampshire agriculture with tourism marketing for the State in an amount not to exceed \$177,208.68 effective upon Governor and Council approval through June 30, 2017. **44% Federal Funds – Specialty Crop Block Grant and 56% General Funds.**

Funds are available as follows:

	<u>FY 2016</u>	<u>FY 2017</u>
02-18-18-185010-70380000 Specialty Crop Block Grant #14-SCBGP-NH-0033 072-500576 Grants to Other State Agencies	\$ 77,208.68	
02-18-18-185010-28100000 Div Agricultural Development 069-500567 Promotional & Marketing	<u>\$ 50,000.00</u>	<u>\$50,000.00</u>
<i>Totals</i>	<u>\$127,208.68</u>	<u>\$50,000.00</u>

EXPLANATION

The New Hampshire Department of Resources and Economic Development, Division of Travel and Tourism (DTTD) wishes to enter into a Memorandum of Understanding with the New Hampshire Department of Agriculture, Markets & Food, Division of Agricultural Development (DAMF) to conduct marketing



activities for New Hampshire agriculture in conjunction with tourism marketing, per the attached Scope of Work document. This partnership will allow DAMF to utilize DTTD's contracted advertising agency to build a "Buy Local New Hampshire Agriculture" campaign that ties into DTTD's state marketing campaign.

The "Buy Local New Hampshire Agriculture" campaign is dedicated to the marketing of New Hampshire agritourism. Agritourism activities include farmer's markets, pick your own produce, the Christmas tree industry and more. Through previous partnerships, DTTD and DAMF have worked together on projects like the Wine and Cheese Trail and the Garden Trail.

This partnership would continue to build on this campaign and would additionally allow for the development of an agritourism specific website that would highlight all of the tourist activities based around New Hampshire's agriculture.

Your consideration of this joint request is appreciated.

Respectfully submitted,



Jeffrey J. Rose, Commissioner
Department of Resources and Economic
Development

Concurred,



for Lorraine S. Merrill, Commissioner
Department of Agriculture, Markets &
Food

**Memorandum of Understanding
Between
New Hampshire Department of Agriculture, Markets & Food
And
New Hampshire Department of Resources & Economic Development
For
Marketing Partnership**

1. This Memorandum of Understanding (MOU) constitutes an agreement between New Hampshire Department of Agriculture, Markets & Food, Division of Agricultural Development, (DAMF) located at 25 Capitol Street, Concord, NH 03301 and New Hampshire Department of Resources and Economic Development (DRED), Division of Travel and Tourism Development (DTTD), located at 172 Pembroke Road, Concord, NH 03301.
2. A partnership between DAMF and DRED will allow DAMF to work with DTTD and continue to utilize the division's contracted advertising agency to build the established "Buy Local New Hampshire Agriculture" marketing campaign that ties into DTTD's state marketing campaign. The total value of this MOU shall not exceed \$177,208.68. This MOU is effective upon Governor & Council approval through June 30, 2017.
3. Services provided by DRED, DTTD include consulting time to develop a plan specific to marketing New Hampshire agriculture and conducting the activities in the plan as approved by DAMF, Division of Agricultural Development and DRED, DTTD. A Scope of Work (SOW) is attached and will form the basis for the more detailed project plan.
4. Contracts and other procurement activities will be carried out in accordance with appropriate state and federal policies and procedures.
5. DAMF agrees to allow the Department of Resources and Economic Development to obligate DAMF funds through the Governor and Executive Council approval process.
6. DAMF will pay GYK Antler and contracted website vendor directly for allowable costs upon receipt of an itemized invoice. DAMF shall have final authority for approval of costs as submitted.
7. The conditions and responsibilities outlined in this agreement are subject to the availability of resources. Either party may terminate this agreement by written notice to the other party effective upon delivery to that party, if funds become unavailable to carry out this agreement. Upon termination, all expenses incurred by DRED prior to the termination will be reimbursed.

In witness whereof, the parties hereto have caused this Memorandum of Understanding to be executed:

New Hampshire Department of
Agriculture, Markets & Food



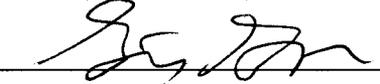
for Lorraine S. Merrill Date: 11/20/15
Commissioner

New Hampshire Department of Resources
and Economic Development



Jeffrey J. Rose Date: 11/20/15
Commissioner

Approval by the Attorney General

By:  Date: 11/23/15

Attachment(s)

Department of Resources and Economic Development/Division of Travel and Tourism Development

Statement of Work

November 4, 2015

SOW OVERVIEW

The primary goal of this SOW is to extend creative, production, and paid media services in order to execute work supporting the New Hampshire Department of Agriculture, Markets & Food, specifically the specialty crops industry.

This SOW covers services from G&C approval through June 30, 2017.

SPECIFICS & SCOPE

DTTD and Agency of Record will provide with Dept of AG on the following:

- Development of marketing strategy and tactical plan
- Development of media strategy and recommended plan and buying negotiations
- All subject matter expertise and execution across strategy and planning, creative ideation, content, production and program management
- Tactics may include:
 - Specialty Crops Advertising (TV/Digital)
 - Use of Comcast & WMUR
 - New digital channels
 - Social Media
- Modify AG logo to highlight specialty crops within advertising channels
- Budget allocation per crop:
 - Maple: 15%
 - Honey: 5%
 - Christmas Trees: 20%
 - Fruit: 20%
 - Vegetables: 20%
 - Flowers/shrubs/sod: 20%
- Development of an Agritourism specific website, similar to diginvt.com. The site will highlight all of the tourist activities based around agriculture.

BUDGET: \$177,208.68