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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

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July 8, 2015

The Honorable Neal Kurk, Chairman
Fiscal Committee of the General Court
State House
Concord, New Hampshire 03301

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

Requested Action

Pursuant to RSA 9:16-a, authorize the Department of Resources and Economic Development, Division of Travel and Tourism to transfer funds within the Division of Travel and Tourism, as outlined below, in the amount of \$375,000 for anticipated shortages in grants, subsidies and relief for the Fiscal Year 2016. Effective upon Fiscal Committee and Governor and Executive Council approvals through December 31, 2015. Funding Source: 100% General Funds

Division of Travel and Tourism					
03-035-035-3520-36200000					
Fiscal Year 2016					
Class	Account	Description	Current Budget	Requested Action	Adjusted Budget
010	500100	Personal Services – Perm.	\$187,340.50	\$0	\$187,340.50
011	500126	Personal Services – Unclass.	\$41,128.00	\$0	\$41,128.00
018	500106	Overtime	\$1,800.00	\$0	\$1,800.00
020	500200	Current Expenses	\$13,325.00	\$0	\$13,325.00
022	500255	Rents-Leases Other than State	\$2,093.00	\$0	\$2,093.00
026	500251	Organizational Dues	\$5,000.00	\$0	\$5,000.00
039	500188	Telecommunications	\$5,620.00	\$0	\$5,620.00
049	500246	Transfer to Other State Agencies	\$100.00	\$0	\$100.00
060	500601	Benefits	\$128,484.00	\$0	\$128,484.00
069	500567	Promotional-Marketing Exp.	\$796,260.86	(\$375,000.00)	\$421,260.86
070	500704	In State Travel Reimbursement	\$4,300.00	\$0	\$4,300.00



075	500590	Grants Subsidies and Relief	\$983,654.03	\$375,000.00	\$1,358,654.03
080	500710	Out of State Travel Reimb.	\$9,750.00	\$0	\$9,750.00
			\$2,178,855.39	\$0.00	\$2,178,855.39

Explanation

The following information is provided in accordance with the Budget Officer's instructional memorandum dated April 17, 1985 to support the above requested actions.

The Division of Travel and Tourism Development administers the Joint Promotional Advertising Program. The funds appropriated for this program are awarded as grants for advertising programs entered into with independent groups and organizations which have been designed to promote travel and tourism in New Hampshire. The program publicizes the advantages of the State for tourism and encourages continuous partnerships with private industry in this promotion in order to maintain a viable and strong economic base in the state.

The purpose of this transfer is to bring the FY2016 appropriation to the FY2015 Adjusted Authorized level. Without the additional funds, industry members risk not being able to fund their fall and winter advertising and marketing campaigns that bring visitors and spending to New Hampshire. Additionally, Spring and Summer 2016 programs could be at risk. Given tourism is NH's second largest industry, it is important that the industry does not see interruption in their marketing and advertising efforts.

Funds are available for transfer from Division Travel-Tourism Class 069 to meet this need as the spend rate of this account has been less than projected.

Does transfer involving continuing programs or one-time projects? The transfer involves continuing the Joint Promotional Grant program.

Is this transfer required to maintain existing program level or will it increase the program level? This transfer is required to maintain existing program level.

Cite any requirements which make this program mandatory. RSA 12-A:1-e

Identify the source of funds on all accounts listed on this transfer. The source of funds for all accounts listed on this transfer is 100% general funds.

Will there be any effect on revenue if this transfer is approved or disapproved? The Joint Promotional Program is a partnership with industry members to promote travel and tourism in New Hampshire. Tourism is New Hampshire's second largest industry and is a key driver behind meals and rooms tax revenues.

Are funds expected to lapse if this transfer is not approved? No, funds are not expected to lapse if the transfer is not approved.

Are personnel services involved? No personnel services are involved.

Respectfully submitted,



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