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

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July 25, 2016

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 Parks and Recreation, Cannon Mountain Ski Area to enter into memberships with the companies shown below for a total amount of \$41,120.04 for the 2016/17 ski season upon Governor and Executive Council approval through June 30, 2017. **100% Agency Income**

Company Name	Vendor Code	Amount
The New Hampshire Ski Group of Lincoln, NH	155470	\$21,753.00
National Ski Areas Association of Lakewood, CO	164099	\$2,927.50
SnoCountry of Lebanon, NH	177219	\$11,753.00
Ski NH of North Woodstock, NH	157688	\$4,686.54
<i>Total:</i>		\$41,120.04

Funding is available as follows:

	<b><u>FY 2017</u></b>
03-35-35-351510-37030000 Cannon Mountain	\$31,920.04
026-500251-35CA0313 Organizational Dues	
03-35-35-351510-37030000 Cannon Mountain	\$9,200.00
069-500567-35CA0313 Promotional / Marketing Expenses	

**EXPLANATION**

The New Hampshire Ski Group (NHSG) is a partnership of six major ski resorts and 21 quality lodging properties in the White Mountains region. Membership provides cooperative international advertising and marketing for Cannon Mountain well beyond what we could achieve on an individual basis. NHSG markets its member internationally through brochures, travel shows, media placements and direct mail.

The National Ski Areas Association (NSAA) promotes growth in the sport of skiing and snowboarding and ensures the overall health of the industry. NSAA's website is one of our most valuable tools for ordering catalog materials and registration for upcoming events. As a member of NSAA we have access to information and materials that help with training of our employees and staying abreast of the industry issues and statistics.

SnoCountry is responsible for gathering and publishing daily ski condition reports in major newspapers and wire services throughout the northeast. SnoCountry dues are a prerequisite for participating in radio

ski reports which are broadcast on key radio stations and the Weather Channel in several markets. The markets targeted for Cannon Mountain are Boston, Providence, and the North Central New England areas. Each daily report reaches a minimum of 12 million listeners. Cannon has been a long time member of SnoCountry as their services are an important part of our overall marketing strategy.

Ski NH is an organization which combined two former organizations, i.e. Ski the White Mountains and The NH Ski Areas Association. Through Ski NH's cooperative marketing efforts with sixteen ski areas, we are able to reach distant markets not normally marketed by individual ski areas. This membership includes advertisement on Ski NH's websites, Ski NH magazine, mobile marketing, social media, email marketing, digital advertising, learn to ski and snowboard program promotions, and other youth programs. In addition, Cannon staff is able to access all of Ski NH's research programs and results thus allowing Cannon to operate and market more efficiently and effectively. Ski NH also works cooperatively with its members on many issues that directly affect the operation of New Hampshire's ski areas.

Following are completed questionnaires developed for organizational dues and membership requests for each company. Copies of invoices are also attached.

#### The New Hampshire Ski Group (NHSG)

1. How long has this organization been in existence and how long has this agency been a member of this organization? **The NHSG was established in July 2006 and Cannon has been a member from the inception.**
2. Is there any other organization which provides the same or similar benefits which your agency belongs to? **No.**
3. How many other state's belonging to this organization and is your agency the sole New Hampshire state agency that is a member? **NHSG is exclusive to NH so no other states are involved; Cannon Mountain is the only state agency involved (other partners are private enterprises and are other ski resorts and local lodging properties).**
4. How is the dues structure established? (Standard fee for all states, based on population, based on other criteria, etc.). **Fees are based by the percentage of skier visits of each area compared to the sum of all international skier visits of the participating resorts. That percentage is assigned to the budget to determine the rate.**
5. What benefit does the state receive from participating in this membership? **All members are actively promoted as a winter sports destination on the international travel market, with particular emphasis in the UK and Republic of Ireland. As a direct result of Cannon Mountain's membership, the resort receives significant revenue from international student groups who come for multi-day ski trips every winter, purchasing lift tickets, equipment rental and ski lessons and consuming food and beverage in the base lodge. Adult Free Independent Travelers (FIT) travelers also visit Cannon Mountain to ski as a direct result of the marketing efforts of the NHSG.**
6. Are training or educational/ research materials included in the membership? If so, is the cost included? Explain in detail. **The cost of membership includes inclusion in an annual promotional printed brochure distributed in the UK and Ireland, on the group's web-site which is actively promoted in all marketing activity, in regular E-newsletters, and on a blog. The group also exhibits at major consumer ski shows in the UK and an annual travel show in Ireland, and is represented at international B2B (Business to Business) travel shows in the UK, Europe and North America. The group also develops and maintains relationships with Tour Operators in both the school travel and FIT markets, encouraging equal exposure of all it ski resorts members in tour operating programs. Cannon Mountain is also included in Tour**

**operator FAM (Familiarization) and Press Trips which are regularly organized by the group. Only group members are included in such trips.**

7. Is the membership required to receive any federal grants or required in order to receive or participate in licensing or certification exams? Explain. **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. **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. **Sales Manager Julianne Ireland, Marketing Director Greg Keeler, and General Manager John DeVivo.**
10. Explain in detail any negative impact to the State if the Agency did not belong to this organization. **Cannon Mountain would no longer receive pro-active exposure, marketing and promotion on the international market to the level it currently enjoys – it would no longer feature in printed and online marketing material, direct promotion to tour operators would cease and the ultimate end result would be that school travel groups and FIT traveler numbers would fall away, with those revenue streams disappearing.**

National Ski Areas Association (NSAA)

1. How long has this organization been in existence and how long has this agency been a member of this organization? **NSAA was established in 1962 and Cannon Mountain has been a member since 1971.**
2. Is there any other organization which provides the same or similar benefits which your agency belongs to? **No, NSAA provides the only national information for ski resorts. There are regional associations but we are the only national organization.**
3. How many other states belonging to this organization and is your agency the sole New Hampshire state agency that is a member? **NSAA has members in 39 states; though membership is established by individual resorts rather than individual states. Yes, Cannon Mountain is the only state agency member.**
4. How is the dues structure established? (Standard fee for all states, based on population, based on other criteria, etc.) **The following formula is used to compute our dues payment: the total gross winter lift receipts (GWLR), including season pass sales, for the previous season (if below \$175,000, minimum dues are \$200); multiply .114% (.00114) x GWLR up to \$5,000,000 plus .057% (.00057) x GWLR in excess of \$5,000,000 equals membership dues as calculated.**
5. What benefit does the state receive from participating in this membership? **NSAA provides safety information, training modules and industry statics to resorts, including but not limited to, OSHA regulation information, water rights info, resort employee education, public safety initiatives (helmet campaigns, lift safety, terrain park education), etc.**
6. Are training or educational/ research materials included in the membership? If so, is the cost included? Explain in detail. **Training and education materials can be an added cost depending on what each resort is looking for. NSAA does send out a complimentary packet of safety information to every member resort for January's National Safety Awareness week. All other materials for purchase can be found by logging into the NSAA website.**
7. Is the membership required to receive any federal grants or required in order to receive or participate in licensing or certification exams? Explain. **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. **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. **General Manager John DeVivo, Marketing Director Greg Keeler, and Operations Manager George Lemerise.**
10. Explain in detail any negative impact to the State if the Agency did not belong to this organization. **Cannon Mountain would not receive any of the benefits as explained in questions 5 and 6 above which we feel are a necessary part of operating as an active and informed ski industry member.**

#### SnoCountry

1. How long has this organization been in existence and how long has this agency been a member of this organization? **SnoCountry has been in existence since 1968 and Cannon Mountain has been a member every year.**
2. Is there any other organization which provides the same or similar benefits which your agency belongs to? **No.**
3. How many other state's belonging to this organization and is your agency the sole New Hampshire state agency that is a member? **New York has state-owned ski areas that are members. Yes, Cannon Mountain is the only state agency member.**
4. How is the dues structure established? (Standard fee for all states, based on population, based on other criteria, etc.) **Dues are determined by linear lift-line length of all ski area lifts. Ski areas pay the membership dues and can also add on additional promotional services such as radio and TV advertising.**
5. What benefit does the state receive from participating in this membership? **Cannon Mountain receives radio, TV, newspaper, news wire, and internet coverage, with thousands of media outlets as part of this organization.**
6. Are training or educational/ research materials included in the membership? If so, is the cost included? Explain in detail. **No.**
7. Is the membership required to receive any federal grants or required in order to receive or participate in licensing or certification exams? Explain. **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. **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. **Marketing Director Greg Keeler is the main contact for SnoCountry. Cannon itself is the member so Greg Keeler is not a voting/committee member or an officer of the organization.**
10. Explain in detail any negative impact to the State if the Agency did not belong to this organization. **If Cannon did not belong to this organization, the mountain would not receive all the marketing and promotional benefits that every other ski area in New England receives by being part of SnoCountry.**

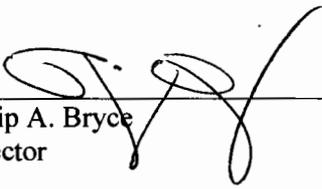
Ski NH

1. How long has this organization been in existence and how long has this agency been a member of this organization? **Ski NH began operating in 1977 as Ski the White Mountains and changed its name in 1993 to Ski New Hampshire. Cannon has been a member since 1977.**
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? **Membership in Ski NH is limited to New Hampshire based ski areas only. Yes, Cannon Mountain is the only state agency member.**
3. How is the dues structure established? (Standard fee for all states, based on population, based on other criteria, etc.). **Cash dues are based on the ski area's chairlift infrastructure, i.e. vertical drop of a lift, times the manufacturer's rated skiers capacity per hour, divided by 100, add the total of all lifts and multiply by .04 for the dues total. Ticket (a/k/a trade) dues are based on the ski area's business levels, i.e. annual skier visits (winter visitors only).**
4. What benefit does the state receive from participating in this membership? **Integration into all of Ski NH's marketing and promotional programs, targeting the Boston and Providence markets, including but not limited to, Ski NH's websites, Ski NH magazine, mobile marketing, social media, email marketing, digital advertising, learn to ski and snowboard program promotion, and youth programs; access to all of Ski NH's research programs/results; access to Ski NH's member website with industry information and links to many useful resources; and ability to take advantage of member training and development programs.**
5. Are training or educational/ research materials included in the membership? If so, is the cost included? Explain in detail. **Yes, see answer to question 5 above.**
6. Is the membership required to receive any federal grants or required in order to receive or participate in licensing or certification exams? Explain. **No.**
7. 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. **No.**
8. 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. **Marketing Director Greg Keeler and General Manager John DeVivo (also a Board Member).**
9. Explain in detail any negative impact to the State if the Agency did not belong to this organization. **Cannon Mountain would not receive any of the marketing or promotional benefits detailed in the answer to question 5 above.**

Respectfully submitted,

Concurred,

*JM*

  
Philip A. Bryce  
Director

  
Jeffrey J. Rose  
Commissioner



NATIONAL  
SKI AREAS  
ASSOCIATION



**DUES INVOICE**

Tax ID. # 13-1973926  
July 1, 2016

**Cannon Mountain**

**100173**

Ski Area Membership dues for the year beginning July 1, 2016 and ending June 30, 2017.  
Please use the following formula to compute your dues payment.

Total gross winter lift receipts (GWLR), including season pass sales, for the 2015/2016 season (if below \$175,000, minimum dues are \$200)	<u>2567983.25</u>
.114% (.00114) x GWLR up to \$5,000,000	<u>2927.50</u>
Plus, .057% (.00057) x GWLR in excess of \$5,000,000	_____
Membership dues as calculated	<u>2927.50</u>

**Dues over \$5,000 must be paid via check. To pay by check, remit dues in U.S. Funds to:**

**National Ski Areas Association**  
133 South Van Gordon Street, Suite 300  
Lakewood, CO 80228  
(303) 987-1111  
Fax (303) 986-2345

**To pay by credit card (Visa, MC, or Amex), complete below and fax to  
(303) 986 - 2345:**

Card Number: \_\_\_\_\_

Card Expiration Date: \_\_\_\_\_

Name on card: \_\_\_\_\_

Signature of Cardholder: \_\_\_\_\_

Contributions or gifts to the National Ski Areas Association (NSAA) are not tax deductible as charitable contributions for income tax purposes. However, they may be tax deductible as ordinary and necessary business expenses subject to restriction imposed as a result of association lobbying activities. The NSAA estimates that the non-deductible portion of your fiscal year 2016/2017 dues allocable to lobbying is 2.42%.

Annual membership dues include \$25 for each 1-year subscription to the *NSAA Journal* sent to your company.

# '16-17 Member Agreement & Insertion Order

## RESORT: Cannon Mountain, NH

SnoCountry has **reserved** the following **Radio Region** Coverage Areas/Rotations, and **SnapShot TV** for your resort based upon participation last winter ... see "Resort Selection" columns below. To modify your selection, simply strike through and/or enter your desired rotation. **SnoNews and Eblasts** ad buys are subject to availability: Indicate your preferences now, your selection is not guaranteed, but will be confirmed with SnoCountry sales team, subject to availability, based on first come first served. After completion, please total the columns on this page, carry the totals to the following page, then enter a PO# (if applicable) and sign the Agreement. Return **both** pages to: **SNOCOUNTRY, Attention: ROB CHANDLER, FAX: 603-443-8819, or scan and email to: rob.chandler@snocountry.org**

### RADIO

Radio Region	Premium Rotation	Standard Rotation	Resort Selection
	Member Pricing	Member Pricing	
Boston North	\$3,650	\$1,875	\$3,650.00
Boston South	\$3,775	\$1,950	\$1,950.00
NH Sea-Ski	\$1,950	\$1,125	\$1,950.00
Vermont	\$1,850	\$1,075	
Connecticut	\$1,675	\$880	
West Mass	\$875	\$450	
Maine	\$875	\$550	
No. Country	\$675	\$300	\$675.00
NYC & L. Island	\$3,985	\$2,150	
Albany	\$1,100	\$800	
Hudson Vly	\$1,100	\$800	
Philly	\$1,650	\$800	
Northern NJ	\$1,285	\$875	
Upstate NY	\$675	n/a	
Keystone	\$975	n/a	
S.E. & Ch'peake Combo, can still buy separately	\$1,950	n/a	
<b>A. TOTAL:</b>			<b>\$ 8,225.00</b>

### TELEVISION

TV Region	Price	Resort Selection
Boston	\$975	\$975.00
Hartford/Springfld	\$975	
Burlington	\$450	
Portland	\$650	
New York City	\$975	
Albany	\$975	
Erie/Western NY	\$650	
Philadelphia	\$975	
DC/Balt./Philly	\$975	
<b>SHOOT</b>	<b>Price</b>	<b>DATE</b>
Top Shelf Shoot	\$2,750	
Primary Shoot	\$1,950	
Secondary Shoot	\$ 995	
<b>B. TOTAL:</b>		<b>\$ 975.00</b>

### EBLAST & SNO NEWS

Preference Month Week:	Price:	
SnoNews Thursdays	Eblast/SnoNews	
Eblast Tuesdays		
July	5/7	\$600 / \$400
July	19/21	\$600 / \$400
August	2/4	\$600 / \$400
August	16/18	\$600 / \$400
Aug/Sept	30/1	\$600 / \$400
September	13/15	\$600 / \$400
September	27/29	\$1,000 / \$600
October	11/13	\$1,000 / \$600
October	25/27	\$1,000 / \$600
November	1/3	\$1,000 / \$600
November	8/10	\$1,000 / \$600
November	15/17	\$1,000 / \$600
November	22/24	\$1,000 / \$600
Nov/Dec	29/1	\$1,000 / \$600
December	6/8	\$1,000 / \$600
December	13/15	\$1,000 / \$600
December	20/22	\$1,000 / \$600
December	27/29	\$1,000 / \$600
January	3/5	\$1,000 / \$600
January	10/12	\$1,000 / \$600
January	17/19	\$1,000 / \$600
January	24/26	\$1,000 / \$600
Jan/Feb	31/2	\$1,000 / \$600
February	7/9	\$1,000 / \$600
February	14/16	\$1,000 / \$600
February	21/23	\$1,000 / \$600
Feb/March	28/2	\$1,000 / \$600
March	7/9	\$1,000 / \$600
March	14/16	\$1,000 / \$600
March	21/23	\$1,000 / \$600
March	28/30	\$1,000 / \$600
April	4/6	\$1,000 / \$600
April	11/13	\$1,000 / \$600
April	25/27	\$600 / \$400
<b>C. TOTAL:</b>		

### D. Online Advertising Worksheet

Impressions	ROS	Cost	Geo-Target	Package Cost
25,000	\$14	\$350	\$17	\$425
50,000	\$14	\$700	\$17	\$850
100,000	\$14	\$1,400	\$17	\$1,700
200,000	\$14	\$2,800	\$17	\$3,400
250,000	\$13	\$3,250	\$16	\$4,000
400,000	\$13	\$5,200	\$16	\$6,400
500,000	\$12	\$6,000	\$15	\$7,500
750,000	\$12	\$9,000	\$15	\$11,250
1,000,000	\$10	\$10,000	\$12	\$12,000
Home Page Takeover	Weekly Price	Home Page Takeover	Weekly Price	
Sept - Nov	\$500	March	\$1,000	
Dec - Feb	\$1,500	April	\$750	



## RESORT: Cannon Mountain, NH

**Membership Fees:** Cannon Mountain ("Resort") applies to receive the benefits associated with membership in SnoCountry Ski Areas Association ("SnoCountry") through September 30, 2017 upon payment of membership fees and receipt of ski product:

- ◆ **ANNUAL FEES:** 12¢ per linear foot of total Lift Line Length (LLL). Resort current total LLL is: **21,275 feet. Please verify.**
- ◆ **SKI PRODUCT:** = **59 lift tickets valid for the 2016-17 season. RESORT will ship tickets to SnoCountry by October 1, 2016.**

1. Resort agrees to honor SnoCountry invoices/product for membership and services within the designated time limits.  
Full Payment Due November 1, 2016, and lift ticket trade due October 1, 2016.

Interest will be charged on all past due accounts at 1% monthly, 12% annually on unpaid balance. Services will be discontinued due to non-payment. Prior season past due balances must be paid in full before any 2016-17 services will be rendered. SnoCountry will not make refunds if a resort is unable to operate at any time during the contract period.

2. Return contract to SnoCountry by August 15, 2016, to insure Resort's radio and TV preferences as purchased in 2015-16. After that date, participation will be open on a first-come, first-served basis and may be limited.

3. In return for full payment of membership dues and ski product, the Resort: a) expects that SnoCountry will make every effort to include them in daily transmissions of snow conditions and special events reports to media partners, b) is entitled to participate in the SnoCountry Mountain Reports radio network, and SnoCountry "SnapShot" television reports, and c) is entitled to participate in SnoNews eNewsletter, SnoCountry.com, Eblasts and special promotions and programs associated with corporate sponsors.

4. Resort agrees to provide: a) complete snow conditions information in accordance with Reporting Standards as published by SnoCountry, b) an updated Resort Profile for use by SnoCountry and its media partners, and c) name of the primary snow reporter(s).

5. SnoCountry will not be responsible for any damages suffered by RESORT. SnoCountry's service is provided on an "as is, as available" basis. SnoCountry gives no warranty, expressed or implied, for the SnoCountry's services, including any warranty of merchantability or fitness for a particular purpose. Any damages incurred by RESORT due to disruption in service by SnoCountry or its affiliates shall be expressly limited to fees paid by RESORT to SnoCountry and shall under no circumstances include reimbursement for losses of income or other consequential damages claimed by RESORT. RESORT agrees that it shall defend, indemnify, save and hold SnoCountry harmless from, and against, any and all demands, liabilities, losses, costs and claims, including reasonable attorney's fees asserted against SnoCountry, its agents, customers, officers, and employees, that may arise or result from any service provided or performed, or agreed to be performed or any product sold by customer, its agents, employees or assigns.

6. Resort agrees to honor the SnoCountry **Gold Card** issued annually to SnoCountry staff, VIPs, and to the General Manager and Marketing Director of each member ski area. The Gold Card will be sent in December to member resorts in good standing. **Please initial \_\_\_\_\_**  
Please confirm the Gold Card recipients for 2016-17 will be: Greg Keeler and John DeVivo.

SnoCountry Totals:	PO#
A: On-Air Radio	\$ 8,225.00
B: SnapShot Weekly TV	\$ 975.00
C: SnoNews Newsletter and/or eBlasts	\$
D: Web ads on SnoCountry.com	\$
<b>SUBTOTAL:</b>	<b>\$ 9,200.00</b>
-3% Discount when paid in full by August 15, 2016	\$
2016-17 Membership Fees: Based on 21,275 LLL	* Membership is NOT discountable * \$ 2,553.00
<b>TOTAL:</b>	<b>\$ 11,753.00</b>

I have read and understand the terms of this agreement.

Agreed to for: Cannon Mountain, NH

Signature: \_\_\_\_\_

Email: \_\_\_\_\_

Title: \_\_\_\_\_

Date: \_\_\_\_\_

**Please return to:**

Rob Chandler  
SnoCountry  
Phone & FAX: 603.443.8819  
[rob.chandler@SnoCountry.org](mailto:rob.chandler@SnoCountry.org)

