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

172 Pembroke Road Concord, New Hampshire 03301
Phone: (603) 271-3556 Fax: (603) 271-3553 E-Mail: nhparks@dred.nh.gov
Web: www.nhstateparks.org

August 15, 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, to renew memberships for The Flume Gorge and Cannon Mountain with the White Mountain Attractions Association (VC #160047), Woodstock, NH in the amount of \$17,000 for the Fiscal Year 2017 upon Governor and Executive Council approval through June 30, 2017. **100% Agency Income**

Funds to support this request are available in the following accounts in State FY 2017:

	<u>FY 2017</u>
03-35-35-351510-37030000 Cannon Mountain	\$8,500
026-500251-35CA0302 Organizational Dues	
03-35-35-351510-37200000 Service Parks	\$8,500
026-500251-35P02400 Organizational Dues	

EXPLANATION

The White Mountain Attractions Association (WMAA) is a not for profit organization comprised of the major tourist attractions in the White Mountain's region of New Hampshire. Membership provides cooperative advertising opportunities for The Flume Gorge and Cannon Mountain well beyond what could be achieved on an individual basis. The WMAA markets its member attractions locally, regionally and nationally through brochures, travel shows, media placements and direct mail.

Listed below are the answers to the required questionnaire developed for organizational dues and membership requests:

1. How long has this organization been in existence and how long has this agency been a member of this organization? **The WMAA has been in business since 1958. The Flume Gorge and Cannon Mountain have been members since 1958.**
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? **None. This is a marketing association for attractions in the White Mountains of New Hampshire.**

4. How is the dues structure established? **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? **The Flume Gorge and Cannon Mountain receive marketing and promotional 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, as well as to individual visitors, groups and travel writers.**
6. Are training or educational/research materials included in the membership? If so, is the cost included? **No, not applicable.**
7. Is the membership required to receive any federal grants or required in order to receive or participate in licensing or certification exams? **No, not applicable.**
8. Is there any travel included with this membership fee? **No, not applicable.**
9. Which state agency employees are directly involved with this organization? **John DeVivo, Managing Director at Cannon Mountain and also Board Member of the Cannon Mountain Advisory Committee, and Gregory Keeler, Marketing Director at Cannon Mountain.**
10. Explain in detail any negative impact to the State if the Agency did not belong to this organization. **The Flume Gorge and Cannon Mountain 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.**

Respectfully submitted,

Concurred,

Philip A. Bryce
Director



Jeffrey J. Rose
Commissioner



White Mountains Attractions

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

Invoice

DATE	INVOICE #
7/28/2016	17550

BILL TO
Flume Gorge Nicole 9 Franconia Notch Franconia NH 03580

TERMS
Upon Receipt

QUANTITY	DESCRIPTION	RATE	AMOUNT
	2017 Advertisement Fees - Includes advertisements, brochure distribution, brochure display, public relations, board representation	8,500.00	8,500.00

Total \$8,500.00

Payments/Credits \$0.00

Balance Due \$8,500.00

Items over 30 days will be charged an 18% finance charge. For questions on this invoice, call 745-8720.

White Mountains Attractions

Invoice

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

DATE	INVOICE #
7/28/2016	17549

BILL TO
Cannon Mountain Nicole 9 Franconia Notch Franconia NH 03580

TERMS
Upon Receipt

QUANTITY	DESCRIPTION	RATE	AMOUNT
	2017 Advertisement Fees - Includes advertisements, brochure distribution, brochure display, public relations, board representation	8,500.00	8,500.00

Total \$8,500.00

Payments/Credits \$0.00

Balance Due \$8,500.00

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