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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

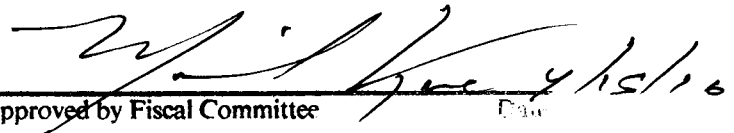
Jeffrey J. Rose  
Commissioner

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March 21, 2016

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

  
Approved by Fiscal Committee

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 \$150,000 to reallocate direct Promotional and Marketing Funds in FY2016. Effective upon Fiscal Committee and Governor and Executive Council through June 30, 2016. 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.	\$406,124.00	\$0	\$406,124.00
011	500126	Personal Services – Unclass.	\$97,483.00	\$0	\$97,483.00
018	500106	Overtime	\$3,600.00	\$0	\$3,600.00
020	500200	Current Expenses	\$33,650.00	\$0	\$33,650.00
022	500255	Rents-Leases Other than State	\$4,043.00	\$0	\$4,043.00
026	500251	Organizational Dues	\$14,000.00	\$0	\$14,000.00
029	500290	Intra-Agency Transfers	\$10,000.00	\$0	\$10,000.00
030	500301	Equipment New Replacement	\$2,500.00	\$0	\$2,500.00
039	500188	Telecommunications	\$13,200.00	\$0	\$13,200.00
049	500246	Transfer to Other State Agencies	\$200.00	\$0	\$200.00



060	500601	Benefits	\$278,450.00	\$0	\$278,450.00
069	500567	Promotional-Marketing Exp.	\$1,596,260.86	\$150,000.00	\$1,746,260.86
070	500704	In State Travel Reimbursement	\$8,600.00	\$0	\$8,600.00
075	500590	Grants Subsidies and Relief	\$1,642,425.60	(\$150,000.00)	\$1,492,425.60
080	500710	Out of State Travel Reimb.	\$24,600.00	\$0	\$24,600.00
			<b>\$4,135,136.46</b>	<b>\$0.00</b>	<b>\$4,135,136.46</b>

**Explanation**

The mission of the Division of Travel and Tourism Development (DTTD) is to promote New Hampshire as a preferred travel destination in order to increase visitor expenditures, business activity and employment throughout the state. DTTD's promotional activities are focused within eight key markets, both domestic and international. Efforts include integrated advertising campaigns, media/travel trade relations, digital/social media programming, publication development, and research/data collection.

RSA 78-A:26(b) requires an amount equal to 3.15% of the Meals and Rooms Tax net income (after the deduction of the Department of Revenue Administration's administrative costs and payments of principal and interest on school building aid bonds and notes) be credited to the Department of Resources and Economic Development, Division of Travel and Tourism. The final version of HB2 suspended RSA 78-A:26(b) and the Division's allocation decreased by \$500,000.

The transfer will increase the FY2016 Class 069 appropriation for Promotional-Marketing Expense and decrease the Class 075 appropriation for Grants, Subsidies and Relief. Class 075 typically accounts for approximately nine percent of the Division's total budget. This transfer is in response to the Division's final budget allocation, dedicating eleven percent of the Division's total budget to Class 075 (rather than thirteen percent).

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

*Does transfer involve continuing programs or one-time projects?* The transfer involves the continuation of the Division of Travel and Tourism Development's promotional program.

*Is this transfer required to maintain existing program level or will it increase the program level?* This transfer will increase FY2016 Class 069 appropriation for Promotional-Marketing Expense.

*Cite any requirements which make this program mandatory.* In addition to several other outlined duties, RSA 12-A:43 requires the director of travel and tourism development to promote New Hampshire as a domestic and international travel destination in order to increase visitation and travel expenditures, business activity, and employment throughout the state.

*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?* DTTD utilizes promotional and marketing funds 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