



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

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Jeffrey J. Rose
 Commissioner

Victoria Cimino
 Director

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November 9, 2015

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

REQUESTED ACTION

Authorize the New Hampshire Department of Resources and Economic Development, Division of Travel and Tourism Development (DTTD) and the Department of Revenue Administration to enter into a Memorandum of Understanding to market the Tax Amnesty Program in an amount not to exceed \$50,000 effective upon Governor and Executive Council approval through February 15, 2016. **100% General Funds.**

Funds are available as follows:

	<u>FY2016</u>
01-84-84-840010-78840000	
Admin Division, Department of Revenue Administration	
102-500731 Contracts for Program Services	\$50,000

EXPLANATION

HB 2 of the 2015 legislative session established a tax amnesty program for all taxes administered and collected by the New Hampshire Department of Revenue Administration (DRA). See Chapter 276, Sections 242 and 243, Laws of 2015. From December 1, 2015 through February 15, 2016, taxpayers have a one-time opportunity to receive amnesty from all penalties and one-half interest on outstanding taxes by paying the tax due and one-half of the applicable per annum interest that has accrued since the tax was due. Marketing the Tax Amnesty Program is one of many steps necessary to make the Program successful. In order to efficiently utilize the State's resources, the DRA sought the assistance



of DTTD for its marketing experience and assistance. This partnership will allow the DRA to utilize DTTD's contracted advertising agency to build a marketing campaign for the Tax Amnesty Program.

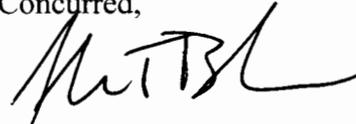
Your consideration of this joint request is appreciated.

Respectfully submitted,



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

Concurred,



John T. Beardmore, Commissioner
Department of Revenue Administration

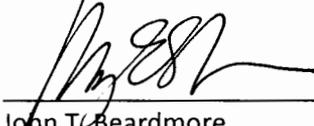
**Memorandum of Understanding
Between
New Hampshire Department of Revenue Administration
And
New Hampshire Department of Resources and Economic Development
For
Marketing Partnership**

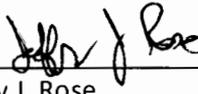
1. This Memorandum of Understanding (MOU) constitutes an agreement between the New Hampshire Department of Revenue Administration (DRA) located at 109 Pleasant Street, Concord, NH 03301 and the New Hampshire Department of Resources and Economic Development (DRED), Division of Travel and Tourism Development (DTTD), located at 172 Pembroke Road, Concord, NH 03301.
2. A partnership between DRA and DRED will allow DRA to work with DTTD to utilize the division's contracted advertising agency to develop a Tax Amnesty Program marketing strategy and plan that ties into DTTD's already established marketing brand. The total value of this MOU shall not exceed \$50,000.00. This MOU is effective upon Governor and Executive Council approval through February 15, 2016.
3. Services provided by DRED, DTTD include consulting time to develop a plan specific to marketing the Tax Amnesty Program and conducting activities in the plan as approved by DRA and DRED, DTTD.
4. DRA agrees to allow the Department of Resources and Economic Development to obligate DRA funds through the Governor and Executive Council approval process.
5. DRA will pay GYK Antler for allowable costs upon receipt of an itemized invoice. DRA shall have final authority for approval of costs as submitted.
6. 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:

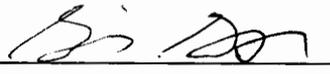
New Hampshire Department of
Revenue

New Hampshire Department of Resources
and Economic Development

For:  _____ 11/20/15
John T. Beardmore Date
Commissioner

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

Approval by the Attorney General

By:  Date: 11/23/15

Department of Resources and Economic Development/Division of Travel and Tourism Development
Statement of Work
November 9, 2015

SOW OVERVIEW

The primary goal of this SOW is to extend creative, production, and account management services in order to execute work supporting the New Hampshire Department of Revenue.

This SOW covers services from G&C approval through February 15, 2016.

SPECIFICS & SCOPE

DTTD and Agency of Record will provide the Department of Revenue with the following:

- Account management (project scoping, budget development, project scheduling, implementation of plan, oversight of subject matter experts and subcontractor)
- 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:
 - Poster
 - Print Ad
 - Digital banner ads
 - Public Relations services

BUDGET: \$50,000.00