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STATE OF NEW HAMPSHIRE
DEPARTMENT of NATURAL AND CULTURAL RESOURCES
DIVISION OF PARKS AND RECREATION

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

January 30, 2019

His Excellency, Governor Christopher T. Sununu
and the Honorable Executive Council
State House
Concord, New Hampshire 03301

REQUESTED ACTION

The Department of Natural and Cultural Resources, Division of Parks and Recreation (Department) respectfully requests **RETROACTIVE** renewal of its membership with SnoCountry (VC #177219), Lebanon, NH in the amount of $9,390 for Cannon Mountain Ski Area upon Governor and Executive Council approval for the period October 1, 2018 through September 30, 2019. **100% Agency Income**

Funding is available as follows:

		FY 2019
03-35-35-351510-37030000 Cannon Mountain 026-500251-35CA0313 Organizational Dues		$1,215
03-35-35-351510-37030000 Cannon Mountain 069-500567-35CA0313 Promotional / Marketing Expenses		$8,175
	Total:	$9,390

EXPLANATION

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. As a matter of practice, membership relationships are considered an ongoing and fundamentally necessary practice within the ski industry. On that basis of understanding, the management of invoicing and submission of timely payment has typically retained less emphasis while the value of the economic exchange that occurs as a result of the membership relationship is the primary focus. This has caused membership renewal paperwork processing to, in many cases, lapse beyond a prudent standard of timeliness of approval and payment of the membership. For this reason, we seek retroactive approval for our membership with SnoCountry. Going forward, the Department will be actively managing a comprehensive list of all memberships in order to proactively seek renewal approval and payment prior to the expiration date of any current membership.

Following is a completed questionnaire developed for organizational dues and membership requests. A copy of the invoice is also attached.

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.

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.

Respectfully submitted,

Philip A. Bryce
Director

Concurred,

KW

Sarah L. Stewart
Commissioner

'18-19 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 Regions	Premium Rotation Member Pricing	Standard Rotation Member Pricing	Resort Selection
Boston North	$4,050	$2,150	2150.00
Boston South	$4,050	$2,150	$2,150.00
NH Sea-Ski	$1,950	$1,200	$1,950.00
North VT	$1,000	n/a	
South VT	$1,000	n/a	
Connecticut	$1,950	$990	
West Mass	$900	$500	
Maine	$875	$550	
No. Country	$675	$300	$675.00
NYC & L.I.	$4,050	$2,500	
Albany	$1,200	$850	
Hudson Vly	$1,175	$850	
Philly	$1,650	$800	
Northern NJ	$1,350	$925	
Upstate NY	$675	n/a	
Keystone	$975	n/a	
S.E./Chespeake	$1,950	n/a	
Great Lakes	$1,250	n/a	
Midwest	$225	n/a	
Chicago	$1,000	n/a	
Rockies	$2,725	n/a	
Idaho	$325	n/a	
Montana	$225	n/a	
New Mexico	$225	n/a	
Tahoe	$550	n/a	
So. Cali	$550	n/a	
Northwest	$1,750	n/a	
A. TOTAL:			$ 1825.00

TELEVISION

TV Region	Price	Resort Selection
Boston	$1,250	$1,250.00
Hartford/Spfld	$975	
Burlington	$500	
Portland	$650	
New York City	$1,250	
Albany	$975	
Erie/West NY	$650	
Philadelphia	$975	
DC/Balt.	$975	
SHOOT	Price	
Top Shelf Shoot	$3,050	
Primary Shoot	$2,000	
Secondary Shoot	$1,050	
B. TOTAL:		$ 1250.00

C. Eblasts:	Tuesday Dates (please list below):
$2,000 East	
$500 Midwest	

D. SnoNews:	Thursday Dates: (please list below):
$1,500 East	
$500 Midwest	

Please include this page when sending back your signature agreement page

SNOCOUNTRY

'18-19 Member Agreement & Insertion Order Page #2

RESORT: Cannon Mountain, NH

Ski Area Members to receive the benefits associated with memberhip in SnoCountry, Inc. ("SnoCountry"), a not-for-profit trade association, through September 30, 2019 upon payment of membership fees an receipt of ski product:

♦ **SNOCOUNTRY ANNUAL MEMBER FEES:** (based on past three-year average of gross annual ski visits):

	3 yr average skier visits	2018-19 Rate
☐	Less than 45,000	$335
☐	45,000-105,000	$665
☒	105,001-190,000	$1,215
☐	190,001-350,000	$1,820
☐	350,001-500,000	$2,765
☐	500,001-650,000	$3,700
☐	650,001+	$4,700

♦ **SKI PRODUCT: = 59 lift tickets valid for the 2018-19 season.**
RESORT will ship tickets to SnoCountry by October 1, 2018, to: SnoCountry, 10 Water Street, Suite 250, Lebanon, NH 03766.

♦ 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 2018-19 will be: Greg Keeler and John DeVivo.

SnoCountry Totals:	PO#
A: On-Air Radio	$ 6925
B: SnapShot Weekly TV	$ 1250
C: Eblasts	$
D: SnoNews Newsletter	$
SUBTOTAL:	$
-3% Discount when paid in full by August 15, 2018	$
2018-19 Membership Fees: Based on 3-yr skier visits see above * Membership NOT discountable *	$ 1215.00
TOTAL:	$ 9390

1. RESORT agrees to honor SNOCOUNTRY invoices for membership and services within the designated time limits. Invoices will be emailed to your accounting department. Full payment due November 1, 2018. 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 2018-19 services will be rendered. SNOCOUNTRY will not make refunds if a resort is unable to operate at any time during the contract period.

2. 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 SNOCOUNTRY's service, including any warranty of merchantability of 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 other product sold by customer, its agents, employees, or assigns.

I have read and understand the terms of this agreement. Invoices will be mailed to your accounting department.

SKI AREA NAME: Cannon Mountain, NH

NAME & TITLE: Greg Keeler - Marketing Director

SIGNATURE: _____ **DATE:** 11/20/18

BILLING CONTACT: Ashley Larue

BILLING EMAIL: ashley.larue@dncr.nh.gov

Please send payment and tickets to: 10 Water Street, Suite 250, Lebanon, NH 03766