MAR08'21 AM10:58 RCVD

70

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

February 26, 2021

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

REQUESTED ACTION

Authorize the Department of Natural and Cultural Resources, Division of Parks and Recreation, Cannon Mountain Ski Area to **Retroactively** pay the NH Ski for Schools (VC #158025), Waterville Valley, NH the amount of $24,996 for membership dues effective upon Governor and Executive Council approval for the period January 1, 2021 through December 31, 2021. 100% Other Funds (Agency Income).

Funding is available in account, Cannon Mountain, as follows:

	FY 2021
03-035-035-351510-37030000-026-500251-35CA0313 - Organizational Dues	$24,996

EXPLANATION

This membership request for 2021 is retroactive due to the time taken to reassess our forward-looking needs and opportunities, and to negotiate lower pricing given the expected business reductions incurred during the 2020/21 winter season. The need for this continued business partnership (and the incurrence of costs) is clear, however, as we anticipate very robust future sales to this clientele base when normal travel patterns resume for the 2021/22 winter season and beyond, and we and our partners expect to capitalize upon the lack of attention given this market by our former third (resort) partner throughout the global pandemic.

The NH Ski for Schools (NHSS) is a partnership of two major ski resorts and seven 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. NHSS markets for its members internationally through brochures, travel shows, media placements and direct mail.

Listed below are answers to standard questions required for Governor and Executive Council organization dues and membership approval submissions:

1. How long has this organization been in existence and how long has this agency been a member of this organization? **The NHSS was established by Waterville Valley and Cannon Mountain in January 2018, after the NH Ski Group was dissolved by Loon Mountain on December 31, 2017.**

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? **NHSS is exclusive to NH so no other states are involved; Cannon**

Mountain is the only state agency involved (other partners are private ski resorts and local lodging properties).

4. How is the dues structure established? (Standard fee for all states, based on state 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. For 2021, we utilized a pro-rated system based upon past numbers so as to continue funding the program within the U.K. and Ireland.**

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) also visit Cannon Mountain to ski as a direct result of the marketing efforts of the NHSS.**

6. Are training or educational/research materials included in the membership? If so, is the cost included? Explain in detail. **The cost of membership <u>includes</u> inclusion in an annual promotional printed brochure distributed in the UK and Ireland, on the group's website 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 Business to Business (B2B) 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 Familiarization (FAM) 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 be featured 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.**

Respectfully submitted,

Philip A. Bryce
Director

Concurred,

Sarah L. Stewart
Commissioner

Invoice 103618

January 1, 2021

WATERVILLE VALLEY RESORT

Cannon Mountain
Ashley LaRue
Rte 3 Franconia Notch State Park
Franconia, NH 03580

WVSR, LLC
1 Ski Area Road
PO Box 540
Waterville Valley, NH 03215

Customer PO No.		Due Date	Payment Terms
		January 1, 2021	
Order No.	**Shipment Method**	**Payment Method**	
Shipping Agent Code	**Package Tracking No.**		

No.	Description	Shipment Date	Quantity	Unit Price Excl. Tax	Tax %	Line Amount Excl. Tax
	2021 NH Ski For Schools Dues	01/01/21	1	24,996.00	0	24,996.00

Subtotal	24,996.00
Total Tax	0.00
Total USD Incl. Tax	**24,996.00**

Tax Registration No.	Home Page	Phone No.	Email
27-3426310	www.waterville.com	(603)236-8311	ksmith@waterville.com
The Provident Bank	**IBAN**	**SWIFT Code**	**Giro No.**
1 1	1		