



New Hampshire Department of
**BUSINESS AND
ECONOMIC AFFAIRS**

June 9, 2021

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

REQUESTED ACTION

Authorize the New Hampshire Department of Business and Economic Affairs, Division of Travel and Tourism Development (BEA/DTTD) and the New Hampshire Employment Security (NHES) to enter into a Memorandum of Understanding to continue a marketing project uniting NHES with tourism marketing for the State effective upon Governor and Council approval through June 30, 2023.

EXPLANATION

The New Hampshire Department of Business and Economic Affairs, Division of Travel and Tourism (BEA/DTTD) wishes to enter into a Memorandum of Understanding with the New Hampshire Employment Security (NHES) to conduct marketing activities for NHES in conjunction with economic development. This partnership will allow NHES to utilize BEA/DTTD's contracted advertising agency to continue to build a strategic marketing campaign for employment opportunities that ties into BEA/DTTD's state economic development.

In order to best serve New Hampshire businesses and job seekers, we need to continue to align our marketing efforts to create a seamless workforce branding strategy. NHES is dedicated to marketing New Hampshire's reemployment services and workforce expansion. Over the past year, BEA/DTTD and NHES have worked together on promoting virtual job fairs and an integrated job portal through the COVID-19 pandemic. Continuing this partnership would continue the momentum of economic recovery and help reduce unemployment throughout New Hampshire.

Your consideration of this joint request is appreciated.

Respectfully submitted,

Taylor Caswell, Commissioner
Department of Business and Economic Affairs

Concurred,

George Copadis, Commissioner New
Hampshire Employment Security

I hereby certify that the foregoing Memorandum of Understanding was approved by the Governor and Executive Council of the State of New Hampshire at the Meeting on:

Date of Meeting

Item #