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HR 122

New Hampshire Department of
BUSINESS AND ECONOMIC AFFAIRS

May 10, 2021

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 (DTTD) and the Department of Natural and Cultural Resources, Division of Parks and Recreation to enter into a Memorandum of Understanding to continue a marketing project uniting New Hampshire State Parks 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 (DTTD) wishes to enter into a Memorandum of Understanding with the New Hampshire Department of Natural and Cultural Resources (DNCR) to conduct marketing activities for the Division of Parks and Recreation (DPR). This partnership will allow DNCR to utilize DTTD's contracted advertising agency to continue to build a strategic marketing campaign that ties into DTTD's state marketing campaign.

The Division of Parks and Recreation's marketing efforts will focus on building awareness of State Parks as New England's premier location for outdoor recreation, promote the state park's license plate to increase sales, and increase mid-week camping occupancy in the parks.

Your consideration of this joint request is appreciated.

Respectfully submitted,

Taylor Caswell, Commissioner
Dept. of Business and Economic Affairs

Concurred,

Sarah Stewart, Commissioner
Dept. of Natural and Cultural Resources

100 North Main Street, Suite 100
Concord, New Hampshire 03301
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Memorandum of Understanding
Between
New Hampshire Department of Natural and Cultural Resources
And
New Hampshire Department of Business and Economic Affairs
For
Marketing Partnership

1. This Memorandum of Understanding (MOU) constitutes an agreement between New Hampshire Department of Natural and Cultural Resources, (DNCR) located at 172 Pembroke Rd, Concord, NH 03301 and New Hampshire Department of Business and Economic Affairs (BEA), located at 100 North Main Street, Suite 100, Concord, NH 03301.
2. A partnership between DNCR and BEA will allow DNCR to work and continue to utilize the department's contracted advertising agency to build the marketing campaign that ties into state marketing campaign. The total value of this MOU shall not exceed $285,054.00. This MOU is effective upon Governor & Council approval through June 30, 2023.
3. BEA will match DNCR's contribution to the advertising agency contract and will pay the associated agency fee.
4. Services provided by BEA include consulting time to develop a plan specific to marketing New Hampshire State Parks and conducting the activities in the plan as approved by DNCR and BEA.
5. Contracts and other procurement activities will be carried out in accordance with appropriate state and federal policies and procedures.
6. DNCR agrees to allow BEA to obligate DNCR funds through the Governor and Executive Council approval process.
7. DNCR will pay the contracted agency vendor directly for allowable costs upon receipt of an itemized invoice. DNCR shall have final authority for approval of costs as submitted.
8. 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 BEA 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 Natural and Cultural Resources

Sarah Stewart 6/8/21

Sarah Stewart Date
Commissioner

New Hampshire Department of Business and Economic Affairs

6/10/2021

Taylor Caswell Date
Commissioner

Approval by the Attorney General

By: /s/ Stacie M. Moeser Date: June 15, 2021

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 #