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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](mailto:nhparks@nh.gov)  
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November 23, 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 (DNCR), Division of Parks and Recreation, Cannon Mountain Ski Area to make a **Retroactive** payment to Ski New Hampshire, Inc. (VC#157688), Conway, NH the amount of \$5,426.62 for membership dues effective upon Governor and Executive Council approval for the period December 1, 2021 through April 30, 2022. 100% Other Funds (Agency Income).

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

	<u>FY 2022</u>
03-035-035-351510-37030000-026-500251-35CA0313 – Organizational Dues	\$5,426.62

**EXPLANATION**

Ski New Hampshire, Inc. (Ski NH) is an organization which combined two former organizations, i.e. Ski the White Mountains and The NH Ski Areas Association. Through Ski NH's cooperative marketing efforts with sixteen ski areas, we are able to reach distant markets not normally marketed by individual ski areas. This membership includes advertisement on Ski NH's websites, Ski NH magazine, mobile marketing, social media, email marketing, digital advertising, learn to ski and snowboard program promotions, and other youth programs. In addition, Cannon staff is able to access all of Ski NH's research programs and results thus allowing Cannon to operate and market more efficiently and effectively. Ski NH also works cooperatively with its members on many issues that directly affect the operation of New Hampshire's ski areas. 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 Ski NH.

Listed below are the answers to the 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? **Ski NH began operating in 1977 as Ski the White Mountains and changed its name in 1993 to Ski New Hampshire. Cannon has been a member since 1977.**
2. Is there any other organization which provides the same or similar benefits which your agency belongs to? **No.**

3. How many other states belonging to this organization and is your agency the sole New Hampshire state agency that is a member? **Membership in Ski NH is limited to New Hampshire based ski areas only.**
4. How is the dues structure established? (Standard fee for all states, based on population, based on other criteria, etc.). **Cash dues are based on the ski area's chairlift infrastructure, i.e. vertical drop of a lift, times the manufacturer's rated skiers capacity per hour, divided by 100, add the total of all lifts and multiply by .04 for the dues total. Ticket (a/k/a trade) dues are based on the ski area's business levels, i.e. annual skier visits (winter visitors only).**
5. What benefit does the state receive from participating in this membership? **Integration into all of Ski NH's marketing and promotional programs, targeting the Boston and Providence markets, including but not limited to, Ski NH's websites, Ski NH magazine, mobile marketing, social media, email marketing, digital advertising, learn to ski and snowboard program promotion, and youth programs; access to all of Ski NH's research programs/results; access to Ski NH's member website with industry information and links to many useful resources; and ability to take advantage of member training and development programs.**
6. Are training or educational/research materials included in the membership? If so, is the cost included? Explain in detail. **Yes, see answer to question 5 above.**
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 and General Manager John DeVivo (also a Board Member).**
10. Explain in detail any negative impact to the State if the Agency did not belong to this organization. **Cannon Mountain would not receive any of the marketing or promotional benefits detailed in the answer to question 5 above.**

Respectfully submitted,



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Philip A. Bryce  
Director

Concurred,



(15M)

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Sarah L. Stewart  
Commissioner

**Ski New Hampshire, Inc.**

PO Box 521  
Conway, NH 03818

# Invoice

Date	Invoice #
10/1/2021	2434

<b>Bill To</b>
Cannon Mountain 260 Tramway Drive Franconia, NH 03580

**Terms**

30 days

Description	Quantity	Rate	Amount
Alpine Area Base Dues	1	1,000.00	1,000.00
VTFH Dues	1	4,426.62	4,426.62
<b>Total</b>			\$5,426.62
<b>Payments/Credits</b>			\$0.00
<b>Balance Due</b>			<b>\$5,426.62</b>

*Thank You for being a valued Ski New Hampshire customer!*