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New Hampshire Department of
BUSINESS AND
ECONOMIC AFFAIRS

May 4, 2023

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 (BEA) and the New Hampshire Department of 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, 2025.

EXPLANATION

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

100 North Main Street, Suite 100
Concord, New Hampshire 03301
603.271.2341
visitnh.gov nheconomy.com choosenh.com

Memorandum of Understanding
Between
New Hampshire Employment Security
And
New Hampshire Department of Business and Economic Affairs
For
Marketing Partnership

1. This Memorandum of Understanding (MOU) constitutes an agreement between New Hampshire Employment Security, (NHES) located at 45 S. Fruit Street, 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 NHES and BEA will allow NHES to work and continue to utilize the department's contracted advertising agency to build the marketing campaign for reemployment services and workforce expansion that ties into state economic development. The total value of this MOU shall not exceed $400,000. This MOU is effective upon Governor & Council approval through June 30, 2025.
3. Services provided by BEA include consulting time to develop a plan specific to marketing job fairs and conducting the activities in the plan as approved by NHES and BEA.
4. Contracts and other procurement activities will be carried out in accordance with appropriate state and federal policies and procedures.
5. NHES agrees to allow BEA to obligate NHES funds through the Governor and Executive Council approval process.
6. NHES will pay the contracted agency vendor directly for allowable costs upon receipt of an itemized invoice. NHES shall have final authority for approval of costs as submitted.
7. 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 Employment Security

5/4/23

George N. Copadis — Date
Commissioner

New Hampshire Department of Business and Economic Affairs

5/4/2023

Taylor Caswell — Date
Commissioner

Approval by the Attorney General

By: _____ Date: 05/10/2023

Attachment(s)

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 #