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BEA New Hampshire Department of BUSINESS AND ECONOMIC AFFAIRS

April 26, 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 and the Department of Agriculture, Markets & Food, Division of Agricultural Development to enter into a Memorandum of Understanding to continue a marketing project uniting New Hampshire agriculture 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 Agriculture, Markets & Food, Division of Agricultural Development (DAMF) to conduct marketing activities for New Hampshire agriculture in conjunction with tourism marketing, per the attached Scope of Work document. This partnership will allow DAMF to utilize BEA's contracted advertising agency to continue to build the "Buy Local New Hampshire Agriculture" campaign that ties into BEA's state marketing campaign.

The "Buy Local New Hampshire Agriculture" campaigns dedicated to the marketing of New Hampshire agritourism. Agritourism activities include farmer's markets, pick your own produce, the Christmas tree industry and more. Through previous partnerships, BEA and DAMF have worked together on projects like the Wine and Cheese Trail and the Garden Trail.

Your consideration of this joint request is appreciated.

Respectfully submitted,

Taylor Caswell, Commissioner
Department of Business and Economic Affairs

Concurred,

Shawn Jasper, Commissioner
Department of Agriculture, Markets & Food

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Memorandum of Understanding
Between
New Hampshire Department of Agriculture, Markets & Food
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 Agriculture, Markets & Food, Division of Agricultural Development, (DAMF) located at 25 Capitol Street, Concord, NH 03301 and New Hampshire Department of Business and Economic Affairs (BEA), Division of Travel and Tourism Development (DTTD), located at 100 North Main Street, Suite 100, Concord, NH 03301.
2. A partnership between DAMF and BEA will allow DAMF Division of Agricultural Development to work with BEA/DTTD and continue to utilize the division's contracted advertising agency to build the established "Buy Local New Hampshire Agriculture" marketing campaign that ties into DTTD's state tourism marketing campaign. The total value of this MOU shall not exceed $213,325.57. This MOU is effective upon Governor & Council approval through June 30, 2025.
3. Services provided by BEA/DTTD include consulting time to develop a plan specific to marketing New Hampshire agriculture and conducting the activities in the plan as approved by DAMF, Division of Agricultural Development and BEA/ DTTD.
4. Contracts and other procurement activities will be carried out in accordance with appropriate state and federal policies and procedures.
5. DAMF agrees to allow the BEA/DTTD to obligate DAMF funds through the Governor and Executive Council approval process.
6. DAMF will pay GYK Antler and contracted website vendor directly for allowable costs upon receipt of an itemized invoice. DAMF 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 Department of Agriculture, Markets & Food

5/2/23

Shawn N. Jasper — Date
Commissioner

New Hampshire Department of Business & Economic Affairs

5/3/2032

Taylor Caswell — Date
Commissioner

Approval by the Attorney General

By: _____ Date: 05/10/2023

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 #