



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
 Web: www.nhstateparks.org

41

July 18, 2023

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, Division of Parks and Recreation to **Retroactively** pay the New Hampshire Campground Owners Association (VC #154892), Epsom, NH the amount of \$4,603 for Fiscal Year 2024 membership dues effective upon Governor and Executive Council approval for the period July 1, 2023 through June 30, 2024. 100% Other Funds.

Funds are available in Fiscal Year 2024 in the following account:

03-035-035-351510-37010000, Parks Administration

026-500251- Membership Fees

	<u>FY 2024</u>
	\$4,603

EXPLANATION

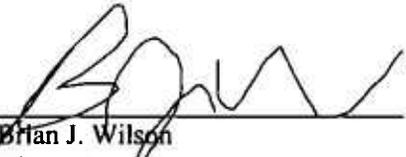
This request is **retroactive** because of staff turnover and it was an oversight until the invoice was submitted for payment. The Division of Parks and Recreation (Division) has been a member of the New Hampshire Campground Owners Association (NHCOA) for over 20 years. This membership maintains the Division's public/private relationship with other campground owners in the State as well as provides better coordination of activities, programs, and promotions. As an active member, all State Park campgrounds and RV Parks are listed in the NHCOA's promotional guide, included on their website, and highlighted in social media campaigns.

Listed below are answers to standard questions required for Governor and Executive Council organizational dues and membership approval submissions. A copy of the invoice from the NHCOA is also attached.

1. How long has this organization been in existence and how long has this agency been a member of this organization? **The NHCOA was established in 1960 and the Division has been a member for over 20 years.**
2. Is there any other organization which provides the same or similar benefits which your agency belongs to? **No, there is no other statewide campground association.**
3. How many other states belong to this organization and is your agency the sole New Hampshire state agency that is a member? **The NHCOA is exclusive to NH so no other states are involved; the Division is the only state agency involved (other partners are private enterprises).**

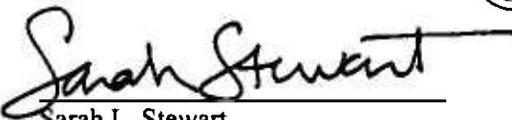
4. How is the dues structure established? (Standard fee for all states, based on population, based on other criteria, etc.). **The standard membership fee for a campground is \$545 per campground membership and \$1.50 per site, however the Division and the NHCOA agreed to a reduced membership fee of \$125 per campground.**
5. What benefit does the state receive from participating in this membership? **The NHCOA produces a comprehensive camping guide of New Hampshire campgrounds and prints over 195,000 copies which are distributed throughout New England and Canada. As a member, not only are we listed in the camping guide but we are also able to add a NH State Parks campground insert as part of the marketing. Additionally, members are listed on the NHCOA's website and highlighted in social media campaigns.**
6. Are training or educational/ research materials included in the membership? If so, is the cost included? Explain in detail. **No.**
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.) **Not applicable.**
10. Explain in detail any negative impact to the State if the Agency did not belong to this organization. **The NHCOA distributes more than 195,000 camping guides each year to potential campers throughout New England and Canada. Recognizing the importance of having a membership that includes both private and public campgrounds, the NHCOA has graciously negotiated a special rate for the Division, which includes the NH State Parks campground insert in the camping guide. If membership is not renewed, the Division will be limited in their advertising to this very important tourism market.**

Respectfully submitted,



Brian J. Wilson
Director

Concurred,



Sarah L. Stewart
Commissioner

(15M)



New Hampshire Campground Owners Assoc.
PO Box 1074 1545 Dover Road
Epsom, NH 03234-1074
(603)736-5540
info@ucampnh.com

INVOICE

BILL TO

NH Department of Natural and
Cultural Resources (DNCR)
172 Pembroke Road
Concord, NH 03301

INVOICE # 9612
DATE 07/01/2023
DUE DATE 07/01/2023
TERMS Net 30

ACTIVITY	QTY	RATE	AMOUNT
Annual Dues Membership Dues	20	125.00	2,500.00
Annual Dues:Dues Per Site Dues Per Site Assessment	1,402	1.50	2,103.00
NeHaCa Membership 2023-2024		BALANCE DUE	\$4,603.00

New Hampshire *Loves* Campers®



2024 Member Advertising

The Ultimate Guide for Campers and New Hampshire Visitors!

NEW HAMPSHIRE CAMPING GUIDE 2023



*Why have your
Campground listed
in the 2024 New
Hampshire
Camping Guide?*

- **The Guide is distributed at** RV & Camping Shows from Florida to Quebec, Travel & Destination Shows, AAA, RV Dealers, In and Out-of-State Information Centers, Retail Outlets, Chamber of Commerce, New Hampshire Travel Association, New Hampshire Division of Travel & Tourism, Member Campgrounds, NeHaCa direct mail program in the US & Canada and everywhere the internet reaches.
- **A trusted FREE resource for over 50 years.** Campers use the guide to locate campgrounds and services and plan their next vacation.
- More New Hampshire and New England residents are using the New Hampshire Camping Guide every year because they are **traveling closer to home.**

Your Guide to Quality Campgrounds and RV Parks
nhlovescampers.com

Compare the "Basic Listing" with the Enhanced "Photo Listing"

You be the judge!

"Basic Listing"

8 Shir-Roy Camping Area

136 Athol Road, Richmond, NH 03470 • (603) 239-4768
camp@shir-roy.com • www.shir-roy.com

For over 65 years, we have provided a quiet and family-friendly camping area to reconnect with family and friends and create memories to last a lifetime. Our hope is to continue this tradition and for you to be a part of it.

Directions 14 miles South of Keene on Route 32. 11 miles North of Athol via Route 32. 20 miles from I-91 via Northfield, exit Route 10 to Winchester then East on Route 119 to Route 32 S 1/2 mile. 7 miles from Route 12 via 119.

Amenities 123 RV and tent sites under the pines or the stars. Located on Cass pond, a 54-acre spring fed quiet body of water with a sandy beach for swimming, fishing, boating: pedalboat, kayak, canoe and rowboat rentals. Clean modern restrooms, free hot showers, and laundry room. Camp Canteen: groceries, candy, ice cream, firewood, camping and RV supplies, etc. Rec hall, game room, two playgrounds, volleyball, horse shoes, bocce, ballfield, basketball hoop, pedal carts, free WiFi, dump station. Pet friendly must be leashed with paperwork. Large groups welcome: large safari area. Sites: wooded or grassy with water, 20, 30 & 50-amp service, sewer, picnic table, firepit w/ grill, some pull-thru sites. On site rentals: RV, tent cottage, and tent trailer.

SEE AD BELOW

"Photo Listing"

Eye-Catching "Photo Listing" Includes...

- ✓ All "Basic Listing" campground information
- ✓ One 4-color photo of your campground or area attraction (3.5"w x 1.5"h at 300dpi)
- ✓ Caption (60 characters or less)
- ✓ Region color box around entire listing
- ✓ Campground name displayed in contrasting color.

All for only \$499!

Purchase a Full Page Display Ad FREE Photo Listing
Purchase a 1/2 Page Display Ad 50% off Photo Listing
Purchase a 1/3 Page Display Ad or smaller 25% off Photo Listing
No Display Ad \$499 for Photo Listing

8 Shir-Roy Camping Area



Enjoy swimming and boating in a relaxed natural environment!

136 Athol Road, Richmond, NH 03470 • (603) 239-4768
camp@shir-roy.com • www.shir-roy.com

For over 65 years, we have provided a quiet and family-friendly camping area to reconnect with family and friends and create memories to last a lifetime. Our hope is to continue this tradition and for you to be a part of it.

Directions 14 miles South of Keene on Route 32. 11 miles North of Athol via Route 32. 20 miles from I-91 via Northfield, exit Route 10 to Winchester then East on Route 119 to Route 32 S 1/2 mile. 7 miles from Route 12 via 119.

Amenities 123 RV and tent sites under the pines or the stars. Located on Cass pond, a 54-acre spring fed quiet body of water with a sandy beach for swimming, fishing, boating: pedalboat, kayak, canoe and rowboat rentals. Clean modern restrooms, free hot showers, and laundry room. Camp Canteen: groceries, candy, ice cream, firewood, camping and RV supplies, etc. Rec hall, game room, two playgrounds, volleyball, horse shoes, bocce, ballfield, basketball hoop, pedal carts, free WiFi, dump station. Pet friendly must be leashed with paperwork. Large groups welcome: large safari area. Sites: wooded or grassy with water, 20, 30 & 50-amp service, sewer, picnic table, firepit w/ grill, some pull-thru sites. On site rentals: RV, tent cottage, and tent trailer.



Member Advertising Form

Please complete all sections of this Advertising Form. If mailing the form, please make a copy for your records before sending.

Region _____

Campground _____ Contact _____

Physical Address _____

City _____ State _____ Zip _____

Tel _____ Fax _____

Email _____ Website _____

Enhanced "Photo Listing": @\$499 (Discount available for Enhanced "Photo Listing" with ad placement. Purchase full page ad, get free Photo Listing; purchase 1/2 page ad: 50% off Photo Listing; purchase 1/3 page or smaller ad: 25% off Photo Listing.) \$ _____

Advertising Insertion Order:

Order Deadline: Sept. 15, 2023 / Materials Deadline: Sept. 29, 2023

Ad Size	Full Color	Ad Size	Full Color	Ad Size	Full Color
Full Page \$3,140	1/3 Page \$1,440	1/5 Page \$1,050
1/2 Page \$1,795	1/4 Page \$1,185	1/10 Page \$725

Check one: Rerun 2023 ad. No changes. New ad for 2024 to come.

Ad Size: Full Page 1/2 Page 1/3 Page 1/4 Page 1/5 Page 1/10 Page \$ _____

If new ad for 2024: Campground supplied. To be produced by Sullivan Creative* (designer of 2024 Guide)

GRAND TOTAL for ADVERTISING \$ _____

Pay by Check Visa MC Expiration Date (MM/YY) ____/____ CVC Code: _____ (last 3 digits in signature block area)

Acct No. _____ Name on Account _____

Signature _____

***Note:** Ad production costs: Full Page: \$215, 1/2 Page: \$145, 1/3 Page & 1/4 Page: \$120, 1/5 & 1/10 Page: \$85. Minor ad revisions to existing ads: \$40. Fees paid directly to Sullivan Creative at PO Box 475 in Bethlehem, NH, 03574. Checks only please; no credit cards accepted.

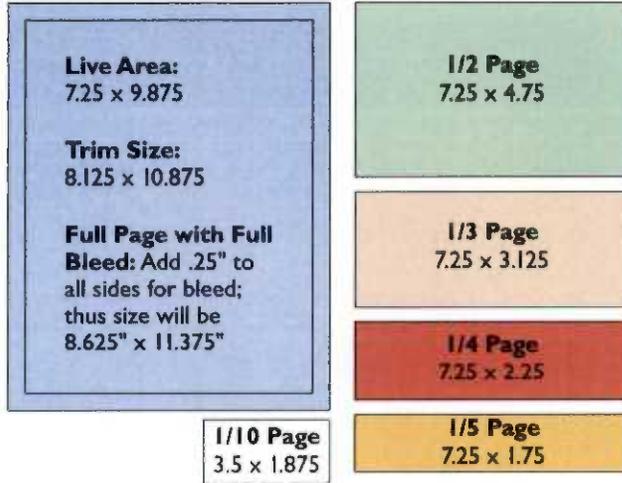
Return this completed signed form with check or credit card information to: New Hampshire Campground Owners' Association (NeHaCa). **Note: All financial obligations, including listing, grid and ad materials must be paid in full no later than Sept. 29, 2023.** Membership dues and other payments to the Association are not deductible as charitable contributions. However, they may be deductible under other IRS provisions.

NEW HAMPSHIRE CAMPGROUND OWNERS' ASSOCIATION

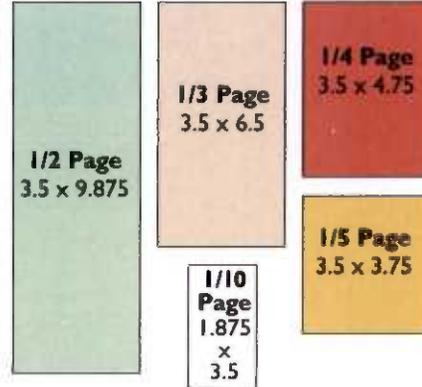
PO Box 1074, 1545 Dover Road • Epsom, NH 03234 • Tel: 603.736.5540 • Email: info@ucampnh.com

Member Ad Rates & Specifications

Horizontal Ad Sizes



Vertical Ad Sizes



ORDER DEADLINE: Sept. 15, 2023 / MATERIALS DEADLINE: Sept. 29, 2023

	Full Color	Preferred Positions
■ Full Page.....	\$3,140	Full Color, Full Page Only
■ 1/2 Page.....	\$1,795	Back Cover: \$6,305
■ 1/3 Page.....	\$1,440	Inside Cover: \$4,960
■ 1/4 Page.....	\$1,185	Second Cover: \$4,080
■ 1/5 Page.....	\$1,050	Center Spread: \$5,975
□ 1/10 Page.....	\$ 725	

Ad File Submission Guidelines

The **2024** New Hampshire Loves Campers Guide is being produced using Adobe InDesign CC for Windows.

Preferred file format is Press Ready PDF's (created with Acrobat 4.05 or higher due to printing quality standards). We will also accept packaged files (all fonts, graphics, photos, etc.) in InDesign CC. Any files submitted that do not meet these requirements will be returned for proper formatting.

Ads created and formatted as an EPS or TIF are not acceptable due to potential font issues. Other applications, such as Microsoft Publisher, Powerpoint, or Word are not acceptable for high-end print output.

SUBMITTING ADS:

PDF or Collected/Stuffit compressed files under 15 megabytes can be emailed to: jill@sullivancreative.com (Certain graphic or font files compressed using Win Zip may be "modified" through the application making them unusable for output.)

FONTS:

Collected files must include all fonts. Do not use font "style" feature in any application to create bold or italic fonts. Stylized fonts will not print in high-end output. Actual font must be used and included. You can also convert all fonts to outlines to avoid any issues.

COLOR:

CMYK only; do not use RGB. All "spot" colors must be converted to CMYK. 2 or 3 color ads must be CMYK as project will print as 4-color process. No actual spot/Pantone colors will be used on press.

IMAGES:

All photos must be a minimum of 300dpi resolution at 100% of size. All line art or bitmap logos must be 600 dpi at 100% of size. If sized down from 100%, the resolution will maintain quality but sizing up from 100% will degrade image quality. Images in EPS or TIF must have WINDOWS preview. Only EPS or TIF files should be used in graphic application program. JPG, GIF, BMP, WMF or other files will not print to high resolution format.

PROOFS:

A pdf proof should accompany or follow the submitted ad file so that all elements can be checked for accuracy and placement.

If any questions, contact:

Jill Greenleaf, Sullivan Creative
email: jill@sullivancreative.com
or Pam Sullivan, Sullivan Creative
email: pam@sullivancreative.com
tel: 603-228-0836