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New Hampshire Department of
**BUSINESS AND
ECONOMIC AFFAIRS**



July 18, 2024

The Honorable Ken Weyler, Chairman
Fiscal Committee of the General Court and

His Excellency, Governor Christopher T. Sununu
and the Honorable Council
State House
Concord, New Hampshire 03301

The Honorable Jeb Bradley, President
New Hampshire Senate
State House
Concord, NH 03301

The Honorable Sherman Packard, Speaker
New Hampshire House of Representatives
State House
Concord, NH 03301

INFORMATIONAL ITEM

Pursuant to RSA 12-O:16, II, the Department of Business and Economic Affairs, Division of Travel and Tourism respectfully submits the following report on activity within the Tourism Development Fund for the fiscal year ending June 30, 2024:

| Fiscal Year 2024 | | Expenditures | |
|----------------------------------|------------------------|-------------------------------------|------------------------|
| FY23 Balance Forward | \$ 2,130,001.35 | Advertising | \$ 4,233,865.15 |
| Fiscal 2023 Encumbrances Forward | \$ 4,201,926.07 | Public Relations | \$ 167,437.72 |
| FY24 Appropriation | \$ 5,000,000.00 | Canadian Marketing/Public Relations | \$ 144,761.01 |
| FY24 Expenditures | \$ (6,510,901.47) | Fulfillment | \$ 17,053.64 |
| Balance of Encumbrances | \$ (3,212,391.56) | Marketing Research Services | \$ 1,947,783.95 |
| Other Addition (Interest) | \$ 254,011.87 | | <u>\$ 6,510,901.47</u> |
| Available Balance 6/30/2024 | <u>\$ 1,862,646.26</u> | | |

If you have any questions regarding the information provided, please let me know.

Respectfully submitted,

Taylor Caswell
Commissioner

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