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BEA New Hampshire Department of BUSINESS AND ECONOMIC AFFAIRS

May 30, 2025

Her Excellency, Governor Kelly A. Ayotte
and the Honorable Council
State House
Concord, NH 03301

REQUESTED ACTION

Authorize the New Hampshire Department of Business and Economic Affairs to amend an existing memorandum of understanding with the Department of Agriculture, Markets & Food, Division of Agricultural Development for marketing activities by expanding the scope and extending the completion date from June 30, 2025 to June 30, 2027, effective upon Governor and Council approval. The original MOU was approved by Governor and Council on May 31, 2023, Item# 81 and amended December 4, 2024, Item#5B.

EXPLANATION

The New Hampshire Department of Business and Economic Affairs (BEA), wishes to extend the Memorandum of Understanding with the New Hampshire Department of Agriculture, Markets & Food, Division of Agricultural Development (DAMF) for an additional two years, to conduct marketing activities for New Hampshire agriculture in conjunction with tourism marketing. This partnership will allow DAMF to utilize BEA's contracted advertising agency to continue to build the "Buy Local New Hampshire Agriculture" campaign including promotion of the brand identity and logo currently under development that ties into BEA's state marketing campaign.

Your consideration of this joint request is appreciated.

Respectfully submitted,

Taylor Caswell
Commissioner
Dept. of Business & Economic Affairs

Concurred,

Josh Marshall
Assistant Commissioner
Dept. of Agriculture, Markets & Foods

100 North Main Street, Suite 100
Concord, New Hampshire 03301
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State of New Hampshire

Amendment #2,
Memorandum of Understanding
Between
New Hampshire Department of Agriculture, Markets, and Food
And
New Hampshire Department of Business and Economic Affairs
For
Marketing Partnership

1) This Memorandum of Understanding was originally approved by Governor and Council on May 31, 2023, Item #81, and amended on December 4, 2024, Item #5B and is hereby amended to add an additional project as follows:

2) Amend Paragraph 2 to add $202,673. Increasing the total value of the contract from $252,200.57 to **$454,873.57** and extending the effective date to **June 30, 2027**.

    a. **$130,000** from Accounting Unit 02-18-18-185010-28200000-406807 (#AM23SCBGPNH1200), and
    b. **$72,673** from Accounting Unit 02-18-18-185010-33460000- 405583 (#AM24SCBGPNH1252).

3) Following Paragraph 2a, insert new Paragraph 2b ad follows:

    The scope of this MOU includes an additional two-year Specialty Crop Block Grant Promotional Campaign as part of the ongoing "Buy Local New Hampshire Agriculture" campaign and to specifically promote NH produced specialty crops using the new brand identity and logo initiative currently under development through this contract, paragraph 2a.

4) The remainder of the terms of the MOU remain in full force and effect and shall be effective upon Governor & Council approval.

In witness whereof, the parties hereto have caused this Memorandum of Understanding to be executed:

New Hampshire Department of Agriculture, Markets, and Food

5/30/25

Joshua Marshall Date
Assistant Commissioner

New Hampshire Department of Business & Economic Affairs

5/30/2025

Taylor Caswell Date
Commissioner

Approval by the Attorney General

By: Louise Williams 603-271-1418 Date: June 5, 2025

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 #

5B

BEA New Hampshire Department of BUSINESS AND ECONOMIC AFFAIRS

November 7, 2024

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

REQUESTED ACTION

Authorize the Department of Business and Economic Affairs, Division of Travel and Tourism Development and the Department of Agriculture, Markets & Food, Division of Agricultural Development to amend an existing Memorandum of Understanding (MOU) to expand the scope of an ongoing marketing project uniting New Hampshire agriculture with tourism marketing for the State and no change to the completion date of June 30, 2025 effective upon Governor and Council approval. The original MOU was approved by Governor and Council on May 31, 2023, Item #81.

EXPLANATION

The Department of Business and Economic Affairs, Division of Travel and Tourism (DTTD) wishes to amend 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 DTTD's contracted advertising agency to continue to build the "Buy Local New Hampshire Agriculture" campaign that ties into DTTD's state marketing campaign and add an additional scope of work specific to the promotion of a brand identity and logo for NH produced specialty crops.

Your consideration of this joint request is appreciated.

Respectfully submitted,

Taylor Caswell, Commissioner
Department of Business and Economic Affairs

Concurred,

Joshua Marshall, Assistant Commissioner
Department of Agriculture, Markets & Food

Amendment Memorandum of Understanding
Between
New Hampshire Department of Agriculture, Markets, and Food
And
New Hampshire Department of Business and Economic Affairs
For
Marketing Partnership

1. This Memorandum of Understanding was originally approved by Governor and Council on May 31, 2023, Item #81, and is hereby amended to add an additional project as follows:

2. Delete and replace Paragraph 1 with the following to correct the Department of Agriculture, Markets, and Foods' new physical address:
   a. This Memorandum of Understanding (MOU) constitutes an agreement between New Hampshire Department of Agriculture, Markets & Food, Division of Agricultural Development, (DAMF) located at 1 Granite Place, Suite 211, 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.

3. Amend Paragraph 2 to add $38,875 from Accounting Unit 02-18-18-23290000-180010, increasing the total value of the contract from $213,325.57 to **$252,200.57**.

4. Following Paragraph 2, insert new Paragraph 2a as follows:
   i. The scope of this MOU will additionally include a 3-month project to develop a specialty crop brand identity and logo to promote the production and sale NH produced specialty crops as described in the scope of work provided by the DTTD's advertising agency and hereby incorporated by reference.

5. The remainder of the terms of the MOU remain in full force and effect and shall be effective upon Governor & Council approval.

In witness whereof, the parties hereto have caused this Memorandum of Understanding to be executed:

New Hampshire Department of Agriculture, Markets, and Food	New Hampshire Department of Business & Economic Affairs
11/7/24	11/7/2024
Joshua Marshall — Date	Taylor Caswell — Date
Assistant Commissioner	Commissioner

Approval by the Attorney General

By: Asst.A.G. Date: November 19, 2024

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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

100 North Main Street, Suite 100
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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

5/3/23

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 #**