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New Hampshire Department of
BUSINESS AND
ECONOMIC AFFAIRS

October 13, 2025

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

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

The Honorable Sharon Carson, 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, 2025:

Fiscal Year 2025		**Expenditures**	
FY24 Balance Forward	$ 1,862,646.28	Advertising	$ 1,132,722.38
Fiscal 2024 Encumbrances Forward	$ 3,212,391.56	Public Relations	$ 157,388.88
FY25 Appropriation	$ 5,000,000.00	Canadian Marketing/Public Relations	$ 139,188.96
FY25 Expenditures	$ (4,285,903.64)	Fullfilment	$ (2,795.58)
Balance of Encumbrances	$ (4,514,980.05)	Marketing Research Services	$ 2,859,399.00
Other Addition (Interest)	$ 268,144.32		$ 4,285,903.64
Available Balance 6/30/2025	$ 1,542,298.47		

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

Respectfully submitted,

Taylor Caswell
Commissioner

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