



STATE OF NEW HAMPSHIRE
DEPARTMENT of NATURAL and CULTURAL RESOURCES
DIVISION of PARKS and RECREATION
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To: The Honorable Sherman Packard, House Speaker
The Honorable Jeb Bradley, Senate President
The Honorable Kenneth Weyler, Chair, Joint Legislative Fiscal Committee
The Honorable Christopher T. Sununu, Governor

From: Brian J. Wilson, Director, Division of Parks and Recreation

Cc: Michael York, State Librarian

Date: February 7, 2024

Subject: State of the Parks and Historic Sites, Annual Report FY23

I am pleased to provide you with the FY23 Annual Report of the State of the Parks and Historic Sites. In accordance with RSA 216-A:3-c, VI, the “director of parks and recreation shall report biennially to the house and senate committees with jurisdiction over the state park system on the state of the parks and historic sites.” This progress report highlights the Division’s implementation of its Strategic Development and Capital Improvement Plan, January 2010 (“Plan”).

The Plan identified five main challenges to solve to achieve the Division’s vision for state parks and historic sites: 1) Stewardship, 2) Funding, 3) Statutory Framework, 4) Management and Operations, and 5) Marketing / Programming and Products.

The Division’s Strategic Development and Capital Improvement Plan, January 2010, can be accessed through the NH State Parks Reports website:
<https://www.nhstateparks.org/about-nh-parks/park-administration-legislation/financials-and-reports>

STEWARDSHIP “The State of New Hampshire is responsible for the stewardship and maintenance of every park and historic site in the system, regardless of the ability of the property to generate revenue (Plan, pg. 57).” Notable accomplishments over the course of FY23 include:

ARPA (American Rescue Plan Act of 2021) Project Update in FY23

Five appropriations:

- DNCR (Div Forests & Lands / Div Parks & Recreation) \$22,570,000
- Historic Sites \$4,045,000
- Bureau of Trails \$4,000,000
- Park Operations Trash Compactor Truck \$175,000
- Roads and Parking Lots \$1,000,000 (Greenfield, Rye Harbor)

Projects with Funding re-directed:

- Mt. Washington Sewage treatment
- Mt. Washington Sherman Adams Building Improvements
- Ellacoya RV Park Electrical Upgrade
- Coleman Lodges Renovations
- Bear Brook Bear Hill Revitalization
- Bear Brook Catamount Pond horse camping
- Jericho RV Dump Station (part of the campground expansion)

Completed Projects

- Hampton RV Park Electrical Upgrade
- Ragged Neck Toilet Building Renovation

Projects Under Design

- Greenfield Utilities
- Mollidgewock Campground Expansion: visitor services building
- Pawtuckaway Campground Expansion: 25-30 improved campsites
- Jericho Campground Expansion: 25-30 premium campsites

Projects Waiting to be Bid

- Cannon Sewer Pipeline

Projects for G&C Approval

- Fort Stark Improvements
- Roofing and Repairs (Nursery Irrigation System)

Projects Under Construction

- Mt. Washington Water and Sewage Systems
- Franconia Notch Highway Signs

CAPTIAL & OPERATIONAL PROJECTS.

- **2024-2025 Budget**
 - Roofing & Repair, \$1,200,000

- Forest and Lands Facilities, \$2,800,000
- Trails Bureau Equipment, \$1,000,000
- Mount Washington Summit Infrastructure & Ecology Study, \$1,000,000
- Connecticut Lakes Headwaters Road Repair and Paving, \$1,750,000
- **Tramway Replacement**
 - RFQ issued and DNCR is contracted for design and engineering, tower inspection completed.
 - \$18,000,000 appropriated.

PARK OPERATIONS PROJECTS

- Commissioner Stewart was joined by DNCR staff at **Greenfield State Park** to cut the ribbon on one of the five dishwashing stations that the **185th NH National Guard Engineering Detachment** built. The NH National Guard & DNCR partnered through the Innovative Readiness Training program that delivers training opportunities to increase deployment readiness. This project allowed the guard to train and apply plumbing, electrical and carpentry skills. DNCR staff designed the project, provided logistical support and a master plumber and electrician to assist and supervise the guard members.
- Invasive species management continued at **Odiorne Point** to remove Bittersweet and other non-native species. Planting of native species to continue this summer. This is an ongoing project with our partners at **Rockingham County Conservation District (RCCD)**.

BUREAU OF TRAILS PROJECTS

- District 1 (North)
 - BOT repaired a 95 linear foot washout along the Ammonoosuc Rail Trail in Lisbon which was completed under an emergency DES permit in April 2022 using a bioengineered stabilization techniques that utilizes root wads and trees as a form of soft armoring and additional bank plantings to stabilize the bank.
 - BOT Partnered with the Cross NH Adventure Trail bicycle group and the Ammonoosuc Valley ATV Club to complete various resurfacing of the Presidential and Ammonoosuc Rail Trails. BOT staff graded and compacted about 5 miles of the rail bed in Littleton and Bethlehem and installed gravel on about 1 mile of rail bed in Lisbon to help improve the trail surface for bicyclist.
 - BOT also partnered with the Cross NH Adventure Trail group to complete an additional 2+ miles of rail removal on the Ammonoosuc Rail Trail.
 - District 1 staff completed mowing along the Presidential Rail Trail, which is 18 mile long, mowing along 10 miles of snowmobile/ATV trails in Success and mowing 8 miles of rail grade from Bethlehem to Whitefield.
 - At Jericho Mountain State Park, District 1 staff completed trail excavation work along with road grading using a rock crusher on the road and installing additional gravel on

trails.

- On the Success Pond ATV Trail, District 1 staff rehabilitated sections of the trail and replaced a 30-foot bridge with the help of the Milan Trail Huggers ATV Club.
- On the Connecticut Headwaters Property, BOT staff continued roadside mowing, grading, ditching, culvert replacement and graveling sections of the extensive 260-mile road network. BOT also replaced a culvert with a large bridge on the Deadwater Road.
- As a result of a recent land sale and loss of an existing parking lot, BOT staff completed building a new Snowmobile/OHRV parking lot in Millsfield.
- District 2 (East)
 - BOT District 2 staff completed the construction of a new parking lot for visitors at Pawtuckaway State Park.
 - Trail repair and improvements were made to approximately 1 mile of trail at Bear Brook State Park.
 - District 2 staff completed Phase 1 of an LWCF grant to replace 25 gates and improve road crossing approaches on the Rockingham Recreation Trail. In addition, improvements were done to the Warner Hill ATV parking lot.
 - District 2 staff coordinated the roof replacement of the Fremont Railroad Depot building and the Fernald Railroad Depot building.
 - District 2 staff resurfaced the parking lot Fernald Railroad Station.
 - District 2 staff completed roof and siding repairs of the Bartlett Storage Facility.
 - Corridor 15 bridge re-decking was completed by District 2 staff on the 100' long Gilman Valley Bridge in Tamworth.
 - District 2 staff also completed the re-decking of 2 bridges on Rockingham Recreation Trail in Candia and Raymond.
 - BOT staff spread and graded 800 + tons of gravel on sections of Rockingham Recreation Trail between Manchester and Epping to improve surface conditions.
 - District 2 staff completed improvements to Cotton Valley Rail Trail in Wolfeboro that included adding gravel, mowing, and installing guard rails.
 - Staff spent many hours cleaning up storm damage from various storms that affected the year-round use of rail trails.
 - District 2 staff worked to resolve several beaver dam flooding issues along existing trails.

- District 3 (West)
 - District 3 staff completed annual grading of several of the Rail Trails in April, that included 9.5 miles of the Sugar River Rail Trail, 7.5 miles of the Hillsborough Branch, and 7 miles of the Hopkinton/Everett ATV riding park located on Army Corp of Engineers property.
 - District 3 staff also performed maintenance on other rail trails in the district including the Cheshire Trail (Fitzwilliam to Keene to Walpole) 42 miles, the Ashuelot Trail (Keene to Hinsdale) 21 miles, the Fort Hill Trail (Hinsdale) 8.9 miles, the Monadnock Trail (Rindge to Jaffrey) 7.2 miles and the Greenville Trail 2.2 miles. These are all multi use trails and are used year-round.
 - In May of 2022, District 3 staff completed trail rehabilitation at the Hopkinton/Everett ATV Riding Park to keep conditions safe for riders. Work included grading, filling in holes, ditching, bridge cleaning and repair.
 - In June of 2022, District 3 staff completed several bridge repairs on the Sugar River Rail Trail in Claremont. 5,000 board feet of wear plates were replaced as part of ongoing bridge maintenance.
 - District 3 staff re-decked 5 bridges the Northern Rail Trail (Boscawen to Lebanon) 59.3 miles. All old decking boards were removed and replaced. Two of the bridges were large at 200 feet long. A total of 600 linear feet of decking was completed in 2022.
 - District 3 staff worked to complete the paving of 3 tunnels on the Northern Rail Trail in the Canaan area. These tunnels were very hard to navigate for all multi-use trail user groups. BOT received assistance from the Friends of the Northern Rail Trail group.
 - District 3 staff spent an enormous amount of time responding to storm damage throughout the Southwest region and coordinated directly with FEMA to assess on-site damage to public trails.

BUREAU OF HISTORIC SITES PROJECTS

- **Wentworth Coolidge Mansion** BHS has hired a consultant, Kleinfelder, to complete a conditions assessment with treatment recommendations for the property. The work scope also includes climate resiliency recommendations since the historic mansion is feet from tidal waters. Kleinfelder's recommendations will guide the work on site that BHS will put out to bid in 2024. Riverbend Masonry has been hired to rebuild one of the seawalls at the site. This project is FEMA funded.
- **Fort Constitution** BHS has hired a consultant, Aeon Preservation Services, to complete a Conditions Assessment with Treatment Recommendations at Fort Constitution. The work includes laser scanning the Fort's masonry to prepare a masonry repair work scope which will be put out to bid in 2024.
- **Fort Stark** BHS and DPW have hired the low bidder, Triple Construction. The work scope includes closing door and window openings on Battery Hunter with 1" thick steel

plates and building a new, paved parking area. The parking area also includes a septic tank for a future project of creating permanent bathrooms within the Visitor Center.

- **Weeks State Park** BHS and DPW have partnered on the project and are awaiting proposals from architectural firms to design the renovations at the John Wingate Weeks Historic Site. The work scope is to rebuild the historic rear terrace on the lodge building, install an ADA lift and bathrooms, fix structural issues on the carriage house and repair stucco on both buildings. BHS and the Weeks State Park Association have hired HEB Engineering to assess masonry issues with the Fire Tower.
- **Bear Brook** BHS put a demolition work scope out to bid in June 2023 to remove the Nature Center from the Depot and 12 sleeping cabins from the Spruce Pond complex. The chimney of the Nature Center will be preserved.

FUNDING “The funding model has been interpreted to rely solely on annual profits from park and ski operations to support operations of the entire Division of Parks and Recreation. Consequently, sufficient funding to support the park system through this fund has been achieved only infrequently. The result is a structural deficit that has produced challenges to the integrity of state parks. New funding models need to be investigated, (Plan, pg. 59).” Notable accomplishments over the course of FY2023 include:

- The Division’s **Financial Report** as required under RSA 216-A:3-e, III, is filed under separate cover within the Department of Natural and Cultural Resources, FY2023 Annual Reporting.
- On November 18, 2022, the Fiscal Committee of the General Court approved the **Division’s Fee Package for the marquee winter 2022-23 and summer 2023 seasons for products at Cannon Mountain Aerial Tramway & Ski Area**. Further, the Fiscal Committee approved the 2022/23 Cannon Mountain Winter Special Use Policy, which expands upon Cannon’s standard operating parameters. (FIS 22-348 Replacement).
- On April 21, 2023, the Fiscal Committee of the General Court approved the **Division’s Fee Package for a \$1.00 increase to the hourly metered parking rates at the seacoast parking facilities during peak season**. Further, the Fiscal Committee approved the Division’s seasonal operations dates for metered parking.
- **NH State Park Plates:** For FY23, there were 20,882 plates registered and \$1.7M in revenue. In February, the Division reached \$1M in revenue from the State Park Plate, a program that started in May 2011.
- **Donations:** Parks closed FY23 with \$90,168 from 13,020 online donations.
- **E-Commerce & Season Passes:** Parks closed FY23 having sold 2,953 items through its online store, resulting in \$176,896 in revenue. Of that, \$160,545 is revenue from season passes with 1,643 passes sold.
- **Gift Cards** 640 Gift Cards were sold in FY23, with a total value of \$54,435.

- **Retail Programs**
 - Total annual sales for the 2022 summer season were \$2.2 million for campgrounds and beaches and \$1.4 million for park gift shops. Mt. Washington retail grossed \$1.6 million. Total retail sales for the season were \$5.2 million.
 - Over 600,000 items were sold during the season.
 - Firewood generated \$446k in revenue, selling 74,000 bundles of firewood.
 - Boat rentals generated \$340K in revenue. The current fleet has 336 watercraft and were rented 10,068 times last season. The average is \$34 per rental and \$1,011 per watercraft per season.
 - Concessions generated the most revenue in state parks history with \$ 7,057,762 in retail sales.
 - Beaches, gift shops, and campgrounds generated \$3,600,834 in sales. (highest ever in the history of NH State Parks)
 - Fiscal year concessions revenue was up 17.6% from FY22.
 - Retail transferred \$765k in profit to the Parks Fund for FY23.

- **Bureau of Historic Sites**
 - **Moose Plate** sales are up (10% in overall sales). Plates now number over 73,000. These funds provide critical revenue for the Bureau and other historic assets throughout the Park system.
 - The **Bureau’s Financial Report** as required under RSA 216-A:3-e, III, is filed as part of the Division’s Financial Report and is filed under separate cover within the Department of Natural and Cultural Resources, FY2023 Annual Reporting.

STATUTORY FRAMEWORK “Clarify statutory intent and framework within which the Division operates to reduce cumbersome, conflicting, and contradictory legislative direction so that operations can achieve the vision, (Plan, pg. 61).” The Division actively participated in the following legislative activities during the 2023 Session:

- SB 55** Making an appropriation for the Cannon Mountain Tramway
[SB 55 Testimony Feb. 7, 2023](#)
[Cannon Mt. Aerial Tramway Fact Sheet](#)

- HB 488** Relative to state park campground reservations for New Hampshire residents
[HB 488 Testimony \(01/25/23\)](#)

- SB 122** Relative to construction of a public pier on Hampton Beach and making an appropriation therefor
[SB 122 Testimony \(01/31/23\)](#)
[Feasibility Study Hampton Beach New Pier, October 28, 2022](#)

- HB 141** Relative to dogs on hiking trails in state parks
[HB 141 Testimony \(01/18/23\)](#)

HB 434 Relative to flying drones in state parks
[HB 434 Testimony \(01/18/23\)](#)

HB 60 Camping fees for non-residents
[HB 60 Testimony \(1/17/23\)](#)

MANAGEMENT & OPERATIONS “The Division needs to be more consistent, efficient, and effective and needs to take advantage of innovation and partnerships to increase the quality of stewardship. Additionally, the Division needs to learn more about current and future park use and recreation trends all in an effort to generate more net income from certain facilities and programs, (Plan, pg. 63)” Notable accomplishments over the course of FY23 include:

*** **Brian Wilson was confirmed as new director of NH State Parks** at the October 19, 2022, Governor and Council meeting by a unanimous vote. ***

CANNON MOUNTAIN

- Congresswoman Annie Kuster requested a tour of the new **Mittersill Performance Center** at Cannon Mountain on August 17, 2022. The Center was built in partnership with the Holderness School and the Franconia Ski Club, founded in 1933. The site is an official U.S. Ski Team Training site, the first of its kind on the East Coast.
- **RFID System.** The new Radio Frequency ID (RFID) system rollout was rocky but came around quickly. The system allows for fast and efficient ski lift ticket readers. RFID card sales was our #2 revenue source behind ticket passes.
- The first 10 weeks of the **ski season** were difficult with constant snowmaking at warm temperatures: revenue and skier counts were impacted. However, from an operations perspective, Cannon still scored high marks with sell-outs on many weekends and offering a great ski experience.

PARK OPERATIONS

- **Day Use Reservations:** There were 122,463 day-use reservations were made in CY22, resulting in \$4,255,547. The State Park system welcomed a total of 1,046,267 day-use visitors in 2022. By mid-June of the 2023 season, 33,302 day use reservations were made, resulting in \$509,433 in revenue and 53,574 visitors. Day use reservations continue to prove a valuable asset to the Parks system, offering an option for customers to pre-pay for their entrance, as well as a way for staff to anticipate busy days ahead of time.
- **Camping Reservations:** CY22 ended with \$4.3 million in camping reservation revenue, from 58,085 reservation transactions. Parks closed the year with 141,130 camping visitors (record high # of campers), not including primitive camping transactions conducted through the iron ranger. Parks is working to expand its primitive seasons by offering camping in the beginning of April and through the end of October across the South Region and in select Central Region facilities. There were 8,124 reservations made by mid-June 2023, encompassing 54,632 campers and generating \$1,830,868 in revenue,

excluding primitive camping transactions conducted through the iron ranger. The primitive camping season was delayed due to tree and facility damage from 2022 fall and winter storms.

- **Recruitment** efforts through the Parks website, newspapers, and social media have been largely successful and most of the parks are fully staffed despite the competition offering better pay and benefits.
- Four students have joined seacoast parks from South Dakota's Pine Ridge Indian Reservation, with three more students working at local seacoast businesses. This recruitment effort is in partnership with the **Hampton Beach Area Chamber of Commerce** and a non-profit called "**One Spirit.**" Parks also welcomed five J-1 international students to work in seacoast parks.
- In partnership with **Friends of Pisgah**, Parks celebrated National Trails Day with the opening of the Habitat Trail at Pisgah State Park.
- In partnership with the **NH Timberland Owners Association**, their 2nd Forest Career Day event was held at Bear Brook State Park.
- The Bear Brook Management Plan was completed. The Bear Hill and Catamount Equestrian camping expansion plans are in development, subject to sufficient funding. **Bear Brook State Park** was the Host site for the Division of Historical Resources' SCRAP (State Conservation and Rescue Archaeology Program), two 2-week sessions in June and July when archaeologists and volunteers will conduct fieldwork to find artifacts in accordance with standards set by the National Park Service.
- The **Connecticut Lakes Headwaters Citizens Committee** recommended adoption of a one-year plan to stay in compliance with the easement while a 5-year plan is developed. The CLH landowner signed the one-year plan on 6/14/23. The plan was delayed due to the pandemic which required Division staff to focus on operations with the unprecedented numbers of people visiting the parks in addition to the administration of ARPA funded projects.
- A new 5-year lease was signed with the **Society for the Protection of NH Forests** with new emphasis on Monadnock trail maintenance. The lease also allows for revenue collection at other parking lots.

SEACOAST PARKING ENTERPRISE SYSTEM

- On April 1, 2023, Parks rolled out its new Parking Enterprise System that integrates metered parking and enforcement aspects of the system. It includes an option of payment by mobile phone that will remind the user of when the time is about to expire.
- Meter operations revenue was \$2,676,653 in FY23.

SCA (STUDENT CONSERVATION ASSN) NH CORPS

- Program year 2023 began at the end of March.

- Nine “Discover the Power of Parks” Rangers presented [programming](#) at 14 parks during the 2023 summer season. This program was re-started after the pandemic suspension.
- 15 Conservation Projects statewide, including rerouting a trail impacted by the Bemis Fire in Crawford Notch and constructing 2 camping shelters at Umbagog Lake SP.
- Over 2,000 hours of in-kind service at Spruce Pond Camp and at parks.

MOUNT WASHINGTON STATE PARK

- A big milestone was set in March, with Governor Sununu’s acceptance of the **Mount Washington Master Plan**. This 10-year plan was long overdue and took a lot of effort from Agency staff, the team at Mount Washington State Park, and the Mount Washington Commission. Now that the plan is in place, the real work begins on using this roadmap to work towards many deliverables.
- Mount Washington State Park went viral during the first weekend in February with record setting weather conditions once again. Setting an official **new North America record of lowest wind chill temperature of -108, and matching a previous record of -47 air temp**. The Park proudly claimed coldest recorded location on the planet at that time, and news coverage is comparing conditions to Mars. It was just another day on the rock pile for staff, who kept their cool as doors were literally blowing off the Sherman Adams Building.
- DNCR acquired the former NH DES building in Gorham; will be a **new office space** for Mount Washington State Park and Great North Woods with future expansion desired for Mount Washington’s daily off mountain needs.
- **Public Wi-Fi** was made available to all guests in June.
- Mount Washington State Park staff worked through and continued daily operations and maintenance of the summit through the mountain’s **snowiest June on record** (8.4” of snow with added icing, sleet, and below freezing temperatures through much of the month).

BUREAU OF TRAILS

- The Bureau of Trails is celebrating its **50th year** of managing NH’s trail system since the program’s inception in 1973, which began as the Bureau of Off Highway Vehicles and then later changed to the Bureau of Trails in 1992 to better reflect all users, including non-motorized.
- The Bureau received an **American Rescue Plan Act (ARPA) award** for \$4 million dollars to assist with replacing our aging snowmobile grooming fleet and to help create a statewide trail mapping GIS tool to assist with management of the statewide trail system.
- The NH Department of Transportation completed the **NH Rail Trails Plan** in August of 2022, which highlights the state’s existing rail trail infrastructure, multiple trail user

types, as well as funding deficiencies and recommendations. The Bureau served on the Advisory Committee. The NH Rail Trails Plan can be found online at:

<https://www.nh.gov/dot/org/aerorailtransit/railandtransit/documents/2022-rail-trails-plan-web.pdf>

- **Grant-In-Aid (GIA) Program:**

- In the spring of 2023, the GIA program, with recommendations from the GIA Advisory Committees, awarded the snowmobile clubs \$1,799,876.43 and the OHRV clubs \$1,153,685.84 for summer trail construction/improvement projects throughout the state.
- BOT will be updating and improving the GIA forms and applications to assist clubs in making the grant process more simplified.

- **Recreational Trail Program (RTP):**

- Federal Fiscal Year 2023 Community RTP contracts were approved at the June 14 meeting of Governor & Council, representing \$670,440.70 that will be directly funding the development and maintenance of recreational trails throughout the state.
- BOT hosted several informational **RTP workshops** at both DNCR HQ as well as the Lancaster office, providing necessary background and program updates for organizations that are submitting FY24 RTP applications. Turnout was particularly high and extra sessions will likely be added next year to accommodate the growing interest in the program.
- In April, Deputy Chief Alexis Rudko, RTP Coordinator Jay Scarborough and Non-motorized Coordinator Andrew Pacuk attended the **International Trails Summit** in Reno, Nevada hosted by American Trails and the Professional Trail Builders Association. This conference focuses on RTP programs across the country and reviews federal grant management requirements.

BUREAU OF HISTORIC SITES

- The Division welcomes **Matthew Flanders** as the Director of the Bureau of Historic Sites. Matt brings a great deal of experience and knowledge that will be helpful in working with Park partners, including the legislature and volunteers, and within a large organization like the state system to move Historic Sites and the Division forward. Matt joins the Department of Natural and Cultural Resources after years of working in government including periods with Governor Jon Huntsman and U.S. Senator's John McCain and Kelly Ayotte. Most recently, Matt supported large scale construction projects focusing primarily on stakeholder and municipality relations.
- BHS provided a Moose Plate grant to the **Nansen Ski Club** for the further development of the **Nansen Ski Jump**. Moose Plate grant will go toward projects on site including the addition of 3 Phase electric power, snow making capabilities, restoring the pedestrian

stairway, adding deflection boards to the landing area and structural reinforcement to the steel towers.

MARKETING / PROGRAMMING & PRODUCTS “Create a user experience that meets the current and future recreational needs of all guests and anticipates and meets changing user interests, (Plan, pg. 65).” Notable accomplishments over the course of FY223 include:

- **Cannon Mountain** received some snow late in the season and was able to continue its snowmaking efforts. It hosted both the Eastern HS Championships and the U18 Nationals to RAVE REVIEWS. It stayed open until April 16th... one of just four ski areas in NH remaining open that late.
- The **Aerial Tramway** is 85 this summer! Franconia Notch State Park will host a celebration on July 7th. The legislature approved \$18M for a new aerial tramway. The Division is seeking options to cover the remaining cost from its \$25M initial budget request.
- **Parks Marketing** had a successful first year with the new marketing contract and Drive Brand Studio. Parks was able to drive increased revenue around the holidays for the online store, greatly increase employment opportunity awareness with an aggressive online hiring campaign and successfully promote less utilized park properties through the “Find Your New Point of View” campaign.
- The Division pursued a **large-scale recruitment campaign** with its marketing agency Drive Brand Studio. Drive will deploy traditional and digital tactics to reach potential candidates wherever they are, whether online, social media and/ or radio. These potential employees may be college students, retirees, teachers, high school students and outdoor enthusiasts. Tactics will include a programmatic digital advertising, social media paid advertising, print placement, and radio spots. This is the most robust recruitment campaign that the Division has put forth thus far.
- The **Library Pass Program** began in 2013 and is intended to provide NH residents an opportunity to visit many of the state parks by obtaining the pass from their local library. Each pass is \$105 and allows 2 adults (12+) and up to four dependents to enter most parks (except the Tram, Flume, Hampton Beach South and Wallis Sands) for no additional fee. By June 2023, Parks sold 68 passes to 64 communities across the state with 10 of the communities buying the pass for the first time.
- **Special Use Permits:** 87 permits were issued by June 2023, including the following events:

Event	Location	Dates	Description
Swim with a Mission	Wellington State Park	7/14/23	Fundraising activity for Swim with a mission. It includes a swim race with Navy SEALS. There are also activities that take place off-site.
Overland Summer Camps	Several locations throughout the State	6/24 – 8/2	Overland Summer Camps provide an opportunity for their campers to come to many parks for camping and hiking

			adventures. This event is intended to make a profit.
Swimming lessons	White Lake and Wadleigh	July	This event is intended to offer swim lessons to the local children. There is a small fee to take the lessons meant to cover the expenses of the program.
Seafood Festival	Hampton Beach State Park	9/8 – 9/10	This is a fundraising activity for the Hampton Beach Area Chamber of Commerce. The event includes food and drink, arts and crafts and entertainment and is visited by nearly 100,000 people over the weekend.
Southern NH Flying Eagles Annual Float Fly	Greenfield	9/15 – 9/17	The event is designed to promote the hobby of flying model aircrafts and promoting safe operations of the aircrafts. During the event the members of the club are to fly their model aircraft from the water of Otter Lake. Some offer spectators the opportunity to give it a try too.
Reach the Beach	From Bretton Woods to Hampton Beach	9/16 – 9/17	The is a road race starting at Bretton Woods and ends at Hampton Beach State Park. It goes through Crawford Notch State Park, Echo Lake State Park (North Conway), White Lake State Park, Bear Brook State Park, and Hampton Beach State Park.

- A New Hampshire Historical Highway Marker, commemorating the **Miller State Park** as the first state park in New Hampshire, has been installed atop Pack Monadnock in Peterborough. The marker reads:

MILLER STATE PARK

NEW HAMPSHIRE'S FIRST STATE PARK

A gift of three acres atop Pack Monadnock in 1891 for use as a 'park or pleasure-ground,' Miller State Park has grown to more than 530 acres. 'Pack,' an ancient Abenaki word meaning 'small,' contrasts its summit with nearby Mount Monadnock. The site has included a 'mountain highway,' two different hotels that each succumbed to fire, and a fire look-out tower built by the Civilian Conservation Corps in the 1930s. The park is named for Peterborough native Gen. James Miller."

The marker, which is located within the park, was unveiled on September 23 at a ribbon cutting for the Miller State Park revitalization project. It is the 270th marker in New Hampshire's Historical Highway Marker program.

BUREAU OF HISTORIC SITES

- Hillsborough's 250th Celebration hosted at the **Franklin Pierce Homestead** on 11/12/22.

- NHIAA Ski Jumping Championships hosted at the **Nansen Ski Jump** on 2/16/23. NH is the only state in the country with competitive high school ski jumping.
- Matthew Flanders serves on the **Moose Plate Marketing Committee**. The committee is currently in the planning phase of a celebration for the 25th anniversary of the Moose Plate legislation.
- Governor Sununu's first executive order of 2023 was to retire the Robert Frost Farm governor appointed advisory group that was founded in 1974 to restore the property for the 100th anniversary of Robert Frost's birth. The Frost Farm will move forward with only a self-appointed foundation, known as the **Frost Farm Trustees**.
- The **Wentworth Coolidge Commission** was established under the Governor's Executive Order 89-10. An annual report is filed by separate cover within the Department of Natural and Cultural Resources Annual Report, FY23.

PRESS RELEASES

6/22/2023 - **17th ANNUAL MONADNOCK TRAILS WEEK, JULY 13-JULY 17:** Monadnock Trails Week is an annual collaboration between the Society for the Protection of New Hampshire Forests and NH State Parks. We aim to protect, improve, and promote the trails of the Monadnock Region. Monadnock Trails Week began in 2006.

4/3/2023 - **RECREATIONAL TRAILS PROGRAM GRANT APPLICATIONS FOR 2024 NOW AVAILABLE:** The New Hampshire Division of Parks and Recreation, and NH Bureau of Trails' Recreational Trails Program (RTP) grant applications for 2024 are now available. RTP is a competitive grant program offering funds for quality public trail projects in New Hampshire.

2/16/2023 - **NH STATE PARKS OPENS GRANT ROUND FOR PUBLIC OUTDOOR RECREATION PROJECTS:** The N.H. Division of Parks and Recreation has announced that it has begun accepting proposals for 2023 Land and Water Conservation Fund grants, a program that assists with public outdoor recreational projects.

12/16/2022 - **MORE THAN \$1 MILLION IN LAND AND WATER CONSERVATION FUNDS AWARDED TO NH COMMUNITIES FOR OUTDOOR RECREATION PROJECTS:** The N.H. Division of Parks and Recreation has announced that seven communities across the state will receive a total of \$1,064,931.50 in federal Land and Water Conservation Fund grants to assist with public outdoor recreational projects.

10/19/2022 - **BRIAN WILSON CONFIRMED AS NEW DIRECTOR OF NH STATE PARKS:** At today's Governor and Council meeting, Executive Council members unanimously confirmed Brian Wilson as the new director of the N.H. Division of Parks and Recreation.

BJW/CSC/ttl-020724