

Director's Report
STATE PARK SYSTEM ADVISORY COUNCIL
Division of Parks and Recreation
June 11, 2021
(Last report date was April 2, 2021)

FINANCIAL PERFORMANCE * EMERGING OUT OF SPRING COVID-19 CONDITIONS *****

- **FY2021 Park System Comparative Statement** (sent separately) covering Week 48 from July 1, 2020 to June 3, 2021, has day use revenue at \$10.5M, up by 24.5% from the previous fiscal year and up from \$9.0M for Week 48 in 2019. Cannon Mountain is currently at \$7.5M, up 8.5% from this time period in 2020, and slightly down from \$7.9M for Week 48 in FY2019. Hampton Meters is at \$1.6M, up 2.1% from this time period in the previous fiscal year and slightly down from \$1.8M in Week 48 in FY2019.
- **FY2021 Parks Retail Comparative Statement** (sent separately) covering Week 48 of FY2021, Parks retail is at \$1.6M, down 28% from this period in the last fiscal year and down from \$2.3M in Week 48 for FY2019. Mt Washington retail is at \$740K, down by 43% from the previous fiscal year and down from \$3.3M in Week 48 for FY2019.
- **NH State Park Plate** As of 06/08/21, there were 15,010 plates registered. Fiscal Year 2021 to date revenue is \$1.1M, compared to \$976K earned in Fiscal Year 2020.
- **Donations** Online donations YTD total \$89,318 from 12,290 donors, up from \$22,107 received from 3,163 donors in calendar year 2019.

PARK OPERATIONS

MOUNT WASHINGTON

- Mount Washington State Park staff persevered through this winter season on the summit without any significant issues, despite the mountain's notoriously **fierce weather**, including a high wind gust of the winter season of 157 mph, wind chills values in January that hit -81F, and a winter season snow total of 244".
- Mount Washington State Park opened the **Sherman Adams Building** on the summit for the 2021 season on May 21 through May 31st, we have already welcomed more than 12,000 visitors into the facilities.
- The Sherman Adams Building will operate this season with no COVID related capacity limitations or a reservation system, as were in place in 2020.
- Mount Washington State Park will once again, cooperatively with the **Mount Washington Cog Railway** and **Mount Washington Auto Road**, add portable toilets outdoors at the summit for the benefit and convenience of summit visitors. It will help to draw down demands on the summit's sewage treatment facility.
- The **Tip Top House** will be closed to the public for the beginning of the 2021 season as it undergoes much needed interior renovations by Mount Washington State Park maintenance staff.
- Mount Washington State Park was granted an increase in visitor capacity on the main floor of the Sherman Adams Building by the **State Fire Marshal's office**, following an onsite visit with DD&M and park staff to evaluate the building's egress and signage.
- Christa Rousseau was promoted to the position of **Retail and Food Service Manager**. The now vacated Assistant Manager position will be filled shortly.

- Mount Washington State Park is on track to close **Fiscal Year 21** with revenues greater than expenses, which was achieved despite the limited operating season and limited visitor capacity and visitation.

CENTRAL REGION

- The theme for central region this spring was **hiring staff**. This was probably echoed all over the state as we struggled to be competitive in wages for entry level workers, and especially for managers. Manager positions pay considerably less than many other jobs with similar responsibilities. We hired 5 new managers at 4 parks this year. What is to our advantage is we offer the most beautiful places to work in the state and we still find great people.
- The other challenges we faced were opening dates for parks. There is a small window between snow melt in late March and the time we have to get staff hired, trained and working, as well as getting the parks, beaches and campgrounds ready to welcome visitors.
- With the exception of lifeguards, most of the positions are filled in the central region and we are ready for the summer season.

SEACOAST REGION

- We are welcoming a new Park Manager hired at South Beach, William Carpenter after the retirement of Ken Murby, who had managed South Beach for 15 years. The RV campground remains in high demand. We are still hiring here, and most other locations, but are experiencing staff shortages all over.
- At Hampton main beach we are up in meter revenue compared to previous years, with current Year to Date figures reaching \$491,082.33 as of June 6th. Our park patrol staff has increased to accommodate expanded duties and longer coverage from 7am-10:30pm. Patrol staff are now assisting with locking and securing bathrooms at night, as well as closing gates up the coast to Odiorne Point.
- Lifeguard were staffed at Hampton Beach earlier than normal this year, due to the larger than normal crowd sizes. They currently have conducted:
 - Ocean Rescues: 24
 - Major Medical calls: 6
 - Alcohol violations: 1,416
 - Lost children: 22
 - Dogs removed (owner compliant): 320
 - Dogs removed (owner argumentative): 23
 - Training for our new lifeguard staff is wrapping up and we are welcoming some great new people to the team.
- Our Maintenance department will be receiving help with bathroom cleaning via a contract to allow the small staff base that we have to focus on trash removal (only 14 of 48 maintenance staff needed are in place). New larger capacity trash barrels and our compacting trash truck have been extremely helpful in this operation.
- We have operated in the past with 20 J1 international students on the maintenance staff. This year we have been able to bring on 6. There have been major delays in getting them to work because of quarantine time and the delays in getting appointments with to get their social security number as well as bank accounts. We still have two J1's who have been here for weeks who won't be starting until well into July.
- Also on the main beach: We have 7 pairs of nesting piping plovers. 5 nests are located in the areas near the sand dunes down south, however two nesting pairs have returned further up the beach, one

by Bernie's beach bar and the other by the Lady of the sea statue. We are working closely with NH Fish and Game, US Fish and Wildlife Services, and the Hampton area chamber of commerce and Village District to determine how this might impact scheduled events such as fireworks, as well as the potential to impact beach raking.

- Also at the main beach: A new ADA accessible ramp was placed at the seashell to replace the wooden one. This is slightly wider to allow two wheelchairs to pass one another, and is level with the sand making it easier to get on and off of.
- At North Beach a contractor has been working on stairwells to rearrange the granite blocks that help protect the seawall. With high tide reaching the wall every 12 hours, the rocks shift, and needed to be adjusted. Signage has been added due to resident and town official's request to require the lot to close at 10pm, as well as the addition of "no idling vehicles", and "head in parking only" rules.
- North Hampton Parking lot has been restriped, and additional ADA compliant parking spaces have been added.
- The "Kelp Wave" statue at Jenness has been refinished and reinstalled on site.
- Wallis Sands has opened at full capacity. The Beach was re-graded to bring sand back up to the stairwells, and allow placement of ADA mats
- Odiorne Point is remaining busy, and school groups are coming back! Work will be starting next week to remove the old chain link fencing that is acting as a trellis for bittersweet. Rockingham County Conservation District (RCCD) will continue with invasive species treatment with the help of the SCA once the fence is removed. Plans to update the playground (currently closed) are in the works.

BUREAU OF TRAILS (BOT)

- On May 21st, 2021, [Craig Rennie started as new Chief of the Trails Bureau](#). Craig comes to Parks from DES and with 24 years' experience in natural resource management.
- All districts have projects being done on the rail trails in 2021, some of which include:
 - Two miles of rails were removed from the recently abandoned segment of the **Ammonoosuc Rail Trail** in Littleton in fall of 2020, with the majority of funds coming from a Northern Borders grant and Recreational Trails Program grant. The Bureau is planning to remove two additional miles of rails from this segment in the fall of 2021, with the generous donation of \$120,000 from the Cross NH Adventure Trail (xNHAT) to match a Recreational Trails Program grant.
 - The xNHAT also donated \$6,400 for an excavator rental for maintenance projects on the **Presidential Rail Trail**.
 - The **Rockingham Recreational Rail Trail** (Freemont Branch) will see significant maintenance this summer with a combination of a Land and Water Conservation Fund grant and Recreational Trails Program grant.
 - The **Sugar River Rail Trail** will repair a major washout and stabilize ongoing bank erosion using a Recreational Trails Program grant.
- **Snowmobile registrations and report:**
 - There was limited snow this winter for snowmobile season. Despite the lack of snow, registration numbers were high with 47,993.

- **OHRV registrations and report:**

- The opening to the 2021 OHRV season is off to a good start with no accidents reported over Memorial Day weekend. The OHRV registration numbers increased from previous years. The registrations for 2020-2021 were 45,424 as of May 14, 2021. Average of last four years was 36,212 registrations.
- In May 2021, there was a public meeting to close the Route 2 parking lot in Gorham to OHRV loading and unloading and parking from May 23rd to October 30th of each year. The OHRV parking ban is currently in effect and a new parking lot off Route 16 is being utilized.
- A portion of the Presidential Rail Trail in Gorham was paved on May 13, 2021 from the Route 2 parking lot to the bridge over Moose Brook.

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

- The 2020/21 Snowmobile Grooming Agreements ended on May 31, 2021. 100 snowmobile clubs had grooming awards totaling \$2,222,756 and plow awards totaling \$54,593.
 - Eight snowmobile clubs' grooming agreements were increased during the season as they had more than usual snow and needed further assistance to perform grooming. Those amounts are in the above total.
 - The following counties were declared low snow for the season: Belknap, Carroll, Cheshire, Hillsborough, Merrimack, Rockingham, and Strafford. Clubs in these counties were eligible to submit a request for reimbursement of 50% of their groomer liability insurance. To date the Program has reimbursed \$8,074.
 - To date the Program has reimbursed 24,532 hours of grooming totaling \$1,483,695 and plowing totaling \$15,107.
- The 2020 OHRV agreements ended on May 31, 2021. 20 OHRV clubs had construction awards totaling \$635,476, grading awards totaling \$22,893, and equipment awards totaling \$22,750.
 - To date the Program has reimbursed \$491,000 for construction, \$5,760 for grading, and \$16,513 for equipment.
- The Department in conjunction with NHOHVA and a North Country legislator worked to increase the percentages of payment to OHRV clubs for the 2021 award season from 60% to 90% as part of HB2.
- The Program received applications for the 2021 OHRV season from 16 OHRV clubs. Requests are for construction \$1,117,098, equipment \$16,200, grading \$30,177, and calcium chloride \$86,470. Award amounts and agreements are in the process of being finalized.
- The Program received 60 applications for the 2021 snowmobile summer grant season. Requests are for construction \$495,136 and equipment \$1,181,336. Award amounts and agreements are in the process of being finalized.

- **Recreational Trails Program (RTP) Fund**

- The [RTP Full Funding Act of 2021 \(H.R. 1864\)](#) is continuing to [move forward](#). The [Coalition for Recreational Trails](#) is the RTP advocate in Congress and does an excellent job promoting and pushing for RTP funds to be correctly allocated to the states.
- The Coalition for Recreational Trails met to discuss proposing a change to the RTP federal law to include e-bikes as an exception to non-motorized transportation. This change would align the U.S. Code that governs RTP (Title 23 USC section 206) to current U.S. code that governs bicycles (Title 23 USC section 217). This proposed change would allow land managers the choice to include e-bikes as an allowed use on non-motorized trails funded under RTP.
- Federal Fiscal Year (FFY) 2020 is ongoing with project costs being incurred. Projects are scheduled to be completed by the end of this calendar year.
- FFY 2021 was approved for incurring costs on May 28th from the Federal Highway Administration through the NH Department of Transportation. There are 23 community led projects that are tentatively scheduled to start after Governor and Executive Council approval on June 16th.
- FFY 2022 community applications are due on June 18th. Department applications are due on July 30th. The RTP office has started to receive applications from the community.

BUREAU OF HISTORIC SITES (BHS)

- The **Hannah Duston Advisory Committee**, a diverse group of stakeholders, continues to meet and draft interpretive and physical improvements to the historic site. The committee is charged with broadening and contextualizing the narrative of Hannah Duston.
- Trees and brush were removed from the west side of **Livermore Falls**, the first part of planned improvements to the historic site including the expansion of the parking lot.

ENTERPRISE SYSTEM NH State Parks has worked hard to merge the pre-COVID systems with our new technology and software, as utilized during the pandemic, to create a comprehensive operation that works for a wider consumer base. The Enterprise system has been essential to the success of our transition away from COVID protocols and into a more modern version of standard business.

- **Day Use Reservations.** We are continuing to use the day use reservation system given its success in improving overall visitor experience. As anticipated, the 2021 season is still expected to see very high occupancy and visitation rates at this point. Since January 1st, there have been 26,216 day use reservations made, accounting for 66,203 people. This does not include walk-in admissions where the capacity has recently been expanded.
- **Camping Reservations.** All of our campgrounds are open at 100% capacity and the limitations on group sites have been removed. Campgrounds had a strong Memorial Day weekend despite the poor weather with campgrounds occupied at 89% during a rainy weekend. Our current camping reservations have the Division on track to see 32,000 campsites reserved which would encompass approximately 94,000 campers. We expect this number to grow as the season continues.
- **Season Pass Sales.** NH State Parks has seen an increased demand for our season pass program over the past year. The Division has sold 1,293 season passes YTD for CY21. Comparatively, the Division sold 763

season passes during the entirety of CY19. Additionally, we have improved the pass program by offering hard plastic serialized cards that can be reloaded and used year after year. These new passes have made it easier for pass holders to use the reservation system and has allowed for real time validation.

PLANNING & DEVELOPMENT OFFICE

CONSTRUCTION & IMPROVEMENT PROJECTS.

- Two (2) bids were received for the Ellacoya RV Bathhouse Project. The low bid was from Brookstone Builders of \$445,778.00. The P-37 is in progress.
- Bids for the Milan Hill Park Office Foundations are due June 17, 2021, with a start date of August 23, 2021 and completion date of September 16, 2022.
- Shieling Forest McGreal House Renovations are out to bid. Pre –bid is June 4, 2021, bids are due June 15, 2021, with a start date of September 27, 2021 and completion date of June 1, 2022.
- Bid documents for Pawtuckaway Toilet Building #4, approved by DHR, are being completed and should be out to bid in the next week or two, with an anticipated start date of Fall 2022.
- Proposals for the reconstruction of the Wentworth-Coolidge seawall are due on June 17, 2021
- NH State Library request for quotes for engineering services, issued May 17, 2021, due June 14, 2021.
- Cannon Summit Sprinkler system project is ongoing.

CONSULTANT SERVICES.

- Contract being prepared for trail pro-crew for Monadnock State Park (RTP & Park Ops)
- Contract being prepared for consultant to research and prepare a NH Historic District Area Form for Pawtuckaway State Park (Moose Plate)

PARTNERSHIPS. The **SCA NH Corps:**

- Contract being prepared for trail pro-crew for Monadnock State Park (RTP & Park Ops)
- Contract being prepared for consultant to research and prepare a NH Historic District Area Form for Pawtuckaway State Park (Moose Plate)

COMMUNITY RECREATION OFFICE

VOLUNTEER PROGRAM

- **Bear Brook State Park Trail Cooperative** and **Pisgah State Park Trail Cooperative** met in March and April, these working groups consist of state staff and user group representatives and will meet twice a year to discuss how to cooperatively manage the trail system in each park
- Volunteer Program Manager attended **UNH's Invasive Academy**, a 5 week course designed to address the threat of invasive non-native plants in New Hampshire
- Department entered into an agreement with the **White Mountain Trail Collective** to perform up to \$200,000.00 worth of trail work at Whitehorse Ledge in Cathedral Ledge State Park
- Volunteer Program hosted its first virtual **spring gathering to celebrate volunteer accomplishments** in 2020 and to look ahead to 2021
- A bench was dedicated to **Dick Hamilton**, a member of the Old Man of the Mountain Legacy Fund, at the Old Man of the Mountain Profile Plaza in Franconia Notch State Park

Two **chainsaw training classes** were held free of charge for DNCR Volunteers, DNCR Volunteers can request approval to use a chainsaw to cut downed debris on state land

A Department led **volunteer clean-up day** was held at Bear Brook State Park with the help of partner volunteer organizations.

New signage is going up at parks to recognize volunteer organizations that help in the park.

LAND AND WATER CONSERVATION FUND

- Grant Round 32 of the LWCF Local Assistance Program was released on March 29, 2021. Prospective applicants had from the release date to May 28, 2021 to submit an “intent-to-apply” form for consideration. Of those received by the deadline:
 - Seventeen intents received: 13 municipalities (one city submitted 2); 3 school districts;
 - The total estimated potential grant requests = \$2,017,904.00;
 - Sixteen of the projects are for development assistance, while one is for land acquisition and development assistance.
 - Each intent received is now being reviewed for basic program eligibility, and is being followed up by an on-site inspection for further eligibility review. Eligibility determination is anticipated to last until approximately August 2021. Sponsors and their projects determined to be eligible will receive a formal “invitation-to-apply” shortly thereafter. Full applications for Grant Round 32 will be due sometime between October-November 2021.
- Grant Round 31 is currently within the federal application submission stage. Of the nine proposals selected in February, 2021:
 - Six have been submitted to the National Park Service (NPS) for review;
 - Two are being prepared for submittal to the NPS;
 - One has been withdrawn by the applicant.
 - As of this report, the NPS has not yet completed the reviews or granted approval for any of the above-mentioned Grant Round 31 proposals.
- **Current Program Apportionments Amounts and Available Balances (by Federal FY):**

Apportionment	Amount	Available	Expiration
GOMESA* FY:2009-2017	\$122,193.00	\$25,919.00	None
LWCF FY:2019	\$1,004,160.00	\$1,004,160.00	9/30/2021
GOMESA FY:2019	\$709,512.00	\$577,803.81	9/30/2021
LWCF FY:2020	\$1,028,240.00	\$1,028,240.00	9/30/2022
GOMESA FY:2020	\$1,094,842.00	\$1,094,842.00	9/30/2022
SRA FY:2020	\$27,047.94	\$27,047.94	9/30/2021
LWCF FY:2021	\$2,056,481.00	\$2,056,481.00	9/30/2023
GOMESA FY:2021	\$769,818.00	\$769,818.00	9/30/2023
SRA FY:2021 (<i>pending FY'21 close</i>)	\$0.00	\$0.00	9/30/2022
Total:	\$6,812,293.94	\$6,584,311.75	-----
*Section 105 of the Gulf of Mexico Energy Security Act designates 12.5 percent of the proceeds from leases in Areas 181, 181 South and the 2002-2007 planning areas to be dispensed to the States in accordance with Section 6 of the LWCF Act.			
** <u>Special Reapportionment Account</u> , unspent funds from previously closed or terminated projects. Not available until regular (LWCF) apportionment of the same federal fiscal year is fully obligated.			

• **Current Open LWCF Projects (18 local, 6 state):**

PROJECT #	NAME	SPONSOR	SCOPE	FED GRANT
33-00705	Hartford Brook Ballfields	Town of Deerfield	Improvements to playfield, parking, and support facilities	\$25,000.00
33-00706	Nissitissit River Park	Town of Brookline	Development of accessible trail, and acquisition abutting rail trail	\$50,050.00
33-00707	Greeley Park Boat Ramp Improvements	City of Nashua	Boat ramp and parking improvements on the Merrimack River	\$200,200.00
33-00710	Monadnock Park Playground	City of Claremont	Construction of a New Playground	\$53,753.00
33-00715	Ellacoya State Park-II	State of NH DNCR	Construction of a new playground, and renovation of campground bathrooms	\$265,330.90
33-00716	Mill City Park at Franklin Falls	City of Franklin	Purchase of 2.2 acres, development of trails, restrooms, parking, picnic area, and pavilion	\$200,200.00
33-00717	Landroche Field Splash Pad and Bathhouse	Town of Newmarket	Construction of a splash-pad, restrooms, and accessible pathway, and kiosk	\$199,606.41
33-00718	Riverfront Park	Town of Lincoln	Construction of a skate park, parking, bike-ped trails, river access, and utilities	\$200,200.00
33-00719	New Boston Rail Trail Rehabilitation	Town of New Boston	Installation of surface material, new/fixed drainage, grading, benches, kiosk	\$100,100.00
33-00720	PARC Trail Network	Town of Plaistow	Development of a trail network on Town lands	\$51,551.50
33-00721	Littleton Riverfront Commons	Town of Littleton	Purchase of 7.5 acres, construction of parking, events area, pathway, landscaping	\$200,200.00
33-00722	Maplewood Field Bleachers/Playground	Town of Salisbury	Installation of new bleachers, swing set, play equipment, and pathway	\$25,000.00
33-00723	Moeckel Pond Dam Reconstruction	Town of Windham	Reconstruction of historic mill site dam, car-top boat, and parking	\$150,150.00
33-00724	Jules Bisson Park Rejuvenation	City of Somersworth	Construction of a playground, picnic shelter, and accessibility enhancements	\$45,000.00
33-00725	Winslow SP Toilet Building	State of NH DNCR	Renovation of exiting toilet building with accessibility enhancements, new well drilled, and new septic and leach field	\$231,481.25
33-00726	Kraime Meadow Park Improvements	Town of Moultonborough	Construction of a picnic shelter with concession area and composting toilets	\$62,562.50
33-00727	Pawtuckaway SP Toilet Building	State of NH DNCR	Renovation and expansion of an existing campground toilet building	\$218,318.10
33-00728	Bear Brook SP-Bear Hill Toilet Building	State of NH DNCR	Renovation of an existing toilet building at the historic Bear Hill Camps	\$222,096.87
33-00729	Remich Park Improvements	Town of Littleton	Demolition and reconstruction of service building (concession, bathrooms, storage), field drainage improvements, resurfacing of perimeter pathway, installation of new playground	\$200,200.00

PROJECT #	NAME	SPONSOR	SCOPE	FED GRANT
33-00730	Northwood Playground	Town of Northwood	Construction of a new playground, athletic fields site work, fencing	\$88,898.81
33-00731	West Swanzey AA Memorial Park	Town of Swanzey	Construction of picnic pavilion, half-size basketball court, Ashuelot River car-top boat access, landscaping	\$46,956.91
33-00732	Rockingham Recreational Trail-II	State of NH DNCR	(Fremont Branch) Replacement of control gates, bridge re-decking, trail resurfacing	\$128,938.81
33-00733	Daniell Park Improvements	City of Franklin	Demolition and reconstruction of bathroom facility, installation of accessible ramp between parking area	\$45,045.00
TOTAL OPEN GRANTS:				\$3,010,840.06

DIVISION ADMINISTRATION

LEGISLATIVE / STATUTORY / GOVERNOR'S INITIATIVES Legislation 2021 Session Report (sent separately)

RIGHT TO KNOW / REQUEST FOR INFORMATION

- FY21: 34 requests; 90.3 hours
- FY21: 35 requests to date; 90.75 hours

SPECIAL USE PERMIT PROGRAM (SUP)

- YTD Applications Received: 48
- Total # of People associated with permits: 10785

SEACOAST PARKING ENFORCEMENT

- YTD Citations issued: 5,056
- YTD Revenue Collected: \$84,315.95

LIBRARY PASS PROGRAM The program mimics our Resident Family season pass. Valid for 2 adults and up to 4 dependents. Pass is valid at all day-use parks. We have issued a total of 67 passes to 59 communities. Of these passes, we have received requests from 15 communities that have never purchased a library pass before. This is due to a mass email sent to all communities through the state library that announced the program.

TOTAL DAY-USE VISITATION:

1/1/21 – 6/6/21: 183,009

Please note that we are working with our software vendor to streamline the visitation report and will have better visitation information broken down into category type soon. The above number does not include summer Tram information or winter activities at Cannon Mountain. Further, it also does not capture camping visitation or use of the seacoast parking meters.

PUBLIC INFORMATION OFFICER AND MARKETING REPORT

The Division of Parks and Division of Tourism in DBEA are continuing with a joint marketing agreement where BEA will match our contribution to the advertising agency contract and provide website support services. Cooperation between the agencies is called out in RSA 216-A:3-f Promotion of Park Facilities.

There is a need to review our website and develop a plan to upgrade the features and operating system. Our primary attention has been to look at ways to increase viewability on all platforms (computer and mobile devices.) The website is very extensive with 262 webpages within the website. We have contacted our web services provider, SilverTech to develop a plan for upgrades and improvements. As part of these website upgrades, SilverTech will perform an analytical review of the NH State Parks website in order to understand current user behavior, trends and patterns.

To help inform:

- What areas of the websites are being used the most by visitors.
- What areas are being underutilized and possible reasons why?
- Bounce rates (the percentage of visitors to a particular website who navigate away from the site after viewing only one page) and time on page.
- Current usability.
- Search engine optimization performance (the process of optimizing your webpages and content to rank high on a search engine.)
- Benchmark how visitors are accessing and using the website.
- User habits.

These same upgrades were performed by SilverTech for the Division of Travel and Tourism Development Visit NH website.

- **NHStateParks.org website performance** (April-May 2021)

- **Total Page views:** 1,522,616
 - 30% increase from April-May, 2020
 - 131% increase from April-May, 2019

Average time on page: 00:56 minutes

Top 10 pages:

Page	Page views
1. Homepage	88,889
2. Flume Gorge	85,042
3. Monadnock	63,170
4. State Parks	52,998
5. Camping	47,492
6. Day-Use Reservations	47,325
7. Campgrounds	40,413
8. Franconia Notch	38,099
9. Hiking Maps/Information	33,931
10. Odiorne Point	29,600

Top 10 Source/Medium:

Source/Medium describes where our traffic comes from.

Source/Medium	Users
1. Google / Organic	228,857
2. Direct / None	62,897
3. Bing / Organic	8,588
4. m.facebook.com / referral	8,198

5. Facebook / social	6,502
6. ReserveAmerica / referral	5,261
7. Yahoo / Organic	4,029
8. DuckDuckGo / Organic	3,074
9. prod.uhrs.playmsn.com / referral	2,163
10. visitnh.gov / referral	1,854

Top 5 NH cities:

City	Users
1. Manchester	12,852
2. Concord	6,216
3. Nashua	5,949
4. Dover	5,297
5. Portsmouth	4,471

Top 5 states:

State	Users
1. Massachusetts	119,179
2. New Hampshire	115,010
3. New York	27,014
4. Connecticut	17,231
5. Maine	10,535

Demographics:

Age	Users
1. 25-34	25%
2. 45-54	17%
3. 35-44	17%

Gender	Users
1. Female	52%
2. Male	48%

Device Category:

Device	Users
1. Mobile	61%
2. Desktop	35%
3. Tablet	3%

• **PIO's picks for favorite Media coverage:**

Tourism expected to be strong heading into summer; initiatives in place to focus on outdoors, Union leader
Apr 10, 2021.

https://www.unionleader.com/nh/outdoors/tourism-expected-to-be-strong-heading-into-summer-initiatives-in-place-to-focus-on-outdoors/article_d8effed6-a4c7-5a29-9ccd-273bb687d48f.html

NH Bureau of Trails welcomes new chief supervisor, The Conway Daily Sun Apr 19, 2021.

www.conwaydailysun.com/news/local/n-h-bureau-of-trails-welcomes-new-chief-supervisor/article_a644f54e-9ed6-11eb-a5c2-63c19dd55bca.html

The Best Places in NH (for Everyone in Your Life): Recommendations on where to go and what to do from our local experts, the Granite State Ambassadors, NH Magazine Apr 14, 2021.

www.nhmagazine.com/the-best-places-in-nh-for-everyone-in-your-life/

#Super603Day: Sununu Takes His Cousin From Mass. on Ultimate NH Road Trip, NBC Boston May 20, 2021.

www.nbcboston.com/news/local/super603day-sununu-takes-his-cousin-from-mass-on-ultimate-nh-road-trip/2385891/

The 7 Highest Rated Campgrounds In New Hampshire Will Remind You Why We Love The Outdoors With Friends (Five of the Seven campgrounds listed are NH Parks campgrounds!), Only In Your State May 22, 2021

www.onlyinyourstate.com/new-hampshire/highest-rated-campgrounds-nh/?fbclid=IwAR1_OyMBdmkpwPy9Ri6W4wuHzRV_2_z-yTg_w_mdgpI3XpxOXy-N4QMAdsQ

This moment atop Mt. Washington to honor our fallen service members will give you chills, Q96.1 06/01/2021

<https://q961.com/this-moment-atop-mt-washington-to-honor-our-fallen-service-members-will-give-you-chills/>

Press Releases:

5/19/2021 - [NH State Parks License Plate Program Reaches a New Milestone](#)

In 2010, HB 1620 was passed and signed into law establishing a special registration plate to benefit visitors and the New Hampshire State Park System. The “park plate”, sporting the NH State Division of Parks and Recreation logo, reached total revenues of \$1 Million on April 30, 2021, with over 14,000 license plates in circulation.

5/18/2021 - [NH State Parks Virtual Job Fair](#)

New Hampshire State Parks will be hosting a Virtual Job Fair on Thursday, May 20, 2021 from 3:30-5 pm via Microsoft Teams Meeting.

4/19/2021 - [Spring in NH brings blue skies, warmer temperatures – and wildfire season](#)

Governor Chris Sununu has proclaimed April 18-24 “Wildfire Awareness Week,” part of an effort to raise the level of public consciousness about the dangers of wildfire and its impact not only on New Hampshire’s forested landscape, but also the potential impact to homes, personal property and the state’s wide variety of recreational opportunities.

4/16/2021 - [NH Bureau of Trails welcomes new Chief Supervisor](#)

The Commissioner of NH Department of Natural and Cultural Resources (DNCR), Sarah L. Stewart, is pleased to announce the appointment of Craig D. Rennie as the new Chief Supervisor of NH Bureau of Trails.

4/5/2021 - [Public Information Session Notice: Use of Route 2 Parking Lot in Gorham for OHRVs](#)

The N.H. Department of Natural and Cultural Resources will hold a virtual public information session on Monday, April 12, 2021 at 7 p.m. about the use of the parking lot on Route 2 in Gorham for OHRVs.

3/31/2021 - [Recreational Trails Program Grant Applications for 2022 Available](#)

The New Hampshire Division of Parks and Recreation, Bureau of Trails Recreational Trails Program (RTP) grant applications for 2022 are now available.

IN APPRECIATION ~~

"I recently stayed at **Mollidgewock**, and found it wonderfully groomed and attractive. Despite heavy rain, cold weather and winds that didn't help my first fly fishing lesson- I had a very nice visit.

"But the highlight was chatting w the Park Manager Tammy. She was so enthusiastic, friendly-talking of the otter family on the river, the grounds and praised her staff twice for their efforts to open the park. I love people who enjoy their work-and especially if they share credit with their staff.

"She's a great spokesperson for your parks-and to share a little credit, an excellent hire!

"Thanks again for the experience-which was my first trip away from home for over 18 months."

(B. Walker)

"The **Colebrook SkiBee's** can't THANK the DPCR and their staff enough for all the hard work that went into preparing and making the GOFERR Awards happen!! This will truly make a big difference to this club and also in promoting snowmobiling in the general area.

"Thank you for your support of the SkiBee's and snowmobiling in Coos County!!" (G. Hanson)

"Just wanted to give you some unsolicited feedback on the state of **Cannon Mt** from my perspective as a lifelong skier there. I'm usually skiing 3-4 days a week this winter. JD and his crew are doing a fantastic job. The Mt is in great condition. The skiing is as good as it's ever been. We miss the Tram but a small sacrifice in the big scheme of things. Staff has been helpful, pleasant and truly "on it" regarding masks and distancing management. Overall very high marks for providing a great ski season in what I'm sure are very challenging conditions.

"Happy and proud to call Cannon my home mt." (G Connolly)

REPORTS TO BE PROVIDED SEPARATELY:

- Parks Comparative Statements FY2021, as of June 3, 2021
- Parks Forecasting Report
- Parks Legislative Tracking Report
- 2020 Volunteer Program Report