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October 16, 2020

Sarah L. Stewart, Commissioner
Department of Natural and Cultural Resources
172 Pembroke Road
Concord, New Hampshire 03301

Dear Commissioner Stewart,

The Fiscal Committee, pursuant to the provisions of RSA 216-A:3-g, on October 16, 2020, **amended** and approved the request of the Department of Natural and Cultural Resources, Division of Parks and Recreation, of; 1) the fee package for the primary winter 2020/21 and summer 2021 products at Cannon Mountain Aerial Tramway and Ski Area (FNSP/Cannon), in addition to Discovery Pass and Flume Gorge entry for summer 2021, and 2) the 2020/21 Cannon Mountain Winter Special Use Policy **to reflect the Department's current practice which maintains both the New Hampshire senior resident mid-week season pass and the child New Hampshire resident season pass at \$0 with a \$39 processing fee**, as specified in your letter dated September 24, 2020.

Sincerely,

/s/ Michael W. Kane

Michael W. Kane
Legislative Budget Assistant

MWK/pe
Attachment

Cc: Philip A. Bryce, Director
Division of Parks and Recreation

GR

FIS 20-208



STATE OF NEW HAMPSHIRE
DEPARTMENT of NATURAL and CULTURAL RESOURCES
DIVISION of PARKS and RECREATION
172 Pembroke Road Concord, New Hampshire 03301
Phone: (603) 271-3556 Fax: (603) 271-3553
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September 24, 2020

The Honorable Mary Jane Wallner, Chairman
Fiscal Committee of the General Court
State House
Concord, New Hampshire 03301

REQUESTED ACTION

1. Pursuant to RSA 216-A:3-g, the Department of Natural and Cultural Resources, Division of Parks and Recreation (Department) requests approval of the attached fee package for the primary winter 2020/21 and summer 2021 products at Cannon Mountain Aerial Tramway & Ski Area (FNSP/Cannon), in addition to Discovery Pass and Flume Gorge entry for summer 2021.
2. The Department also requests approval of the 2020/21 Cannon Mountain Winter Special Use Policy, which expands upon Cannon's standard operating parameters.

EXPLANATION

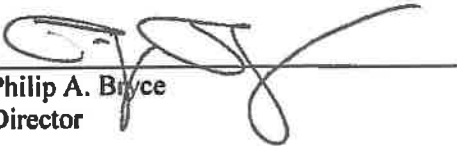
RSA 216-A:3-g requires that fees for use of park areas be designed to cover a reasonable portion of operating costs, and that these fees shall be comparable with fees for use of similar privately owned facilities, all in accordance with the Department's statutory mission. The FNSP/Cannon team conducts an extensive market review when setting rates on both its marquee products and its hundreds of other products, seeking to better align its winter day ticket and season pass prices - in addition to its summer rates - with those of its competitors, all while maintaining its position as a value leader in New England and achieving the mission of the NH Parks System.

COVID-19 and the ongoing pandemic struck a massive blow across the ski industry last spring, and throughout the summer and fall, as well. Alignment of prices will also help to offset a portion of its heavy revenue losses last spring as a result of closing five weeks earlier than anticipated and the ongoing revenue losses resulting from the closure of the Aerial Tramway during the summer and fall season. Price increases on its marquee items and some limitation on discounted products will help to that end, yet Cannon will still be very well positioned in northern New England from a value perspective. Please see the attachments for a fiscal impact calculation and a competitive comparison of ticket and season pass rates. Also, please note that the requested fees are maximums and may be adjusted downward to address market conditions, and that Cannon's other winter revenues derived from its hundreds of other products that stem from these marquee items will certainly increase and provide added revenue.


We anticipate that due to expected limitations on the number of guests permitted on the property at one time, particularly to ensure proper distancing indoors, demand will exceed supply, as has been the case throughout the NH State Park System for both day use and camping during the pandemic. While these rate increases will not offset the loss of revenue resulting from a reduction in skier visits, these changes reflect the direction provided in statute to account for marketplace conditions. All discounted products were reviewed and some were removed, such as our Tuesday/Thursday 2-for-1 days and our \$29 NH Resident Wednesday ticket, which we'll consider as a promotional item later on in the season if market conditions improve markedly.

The Winter Special Use Policy sets out how passes and programs are distributed and administered, consistent with ski industry standard practices. The team at FNSP/Cannon has taken a far more active approach in the last decade in utilizing the policy as a marketing and merchandising tool, and heavily targets the specific audiences receiving benefits as a result of its use. The policy is adapted and adjusted annually to remain consistent with snowsports industry standards, and to meet specific needs and requests while achieving the Department's stewardship and recreation mission.

Respectfully submitted,


Philip A. Bryce
Director

Concurred,


Sarah L. Stewart
Commissioner

Franconia Notch State Park Cannon Mountain Aerial Tramway & Ski Area

To: The Honorable Mary Jane Wallner, Chairman
Fiscal Committee of the General Court

From: Sarah L Stewart, Commissioner
Philip Bryce, Director, Parks and Recreation
John M. DeVivo, General Manager / Cannon & FNSP

Re: Winter 2020/21 Marquee Products Fee Package
Summer 2021 Aerial Tramway, Flume Gorge, and Discovery Pass fee package

Date: September 24, 2020

Pursuant to RSA 216-A:3-g, the Department of Natural and Cultural Resources requests approval of the attached rate changes to the marquee winter 2020/21 and summer 2021 Aerial Tramway, Flume Gorge, and Discovery Pass products at Cannon Mountain Aerial Tramway & Ski Area / Franconia Notch State Park. Winter rate package also includes pricing for 2020/21 season pass products, which go on sale annually during the Presidents' Week holiday period. The department also requests the approval of the 2020/21 Cannon Mountain Winter Special Use Policy. RSA 216-A:3-g requires that fees for use of NH State Park areas be designed to recover a reasonable portion of operating costs, and that these fees shall be comparable with fees at similar privately owned facilities.

- Cannon Mountain (21/22) season pass rates bumped at customary increments (from 20/21);
- This pricing package has an added comparison against the average NH-based pricing for similar experiences, and accounts for competition from multi-mountain pass products. Most current listed pricing from Cannon's five nearest competitors has been shown, and is likely to increase;
- This Cannon fee package is designed to both maximize consumer value and cover a reasonable portion of costs, per RSA 216-A:3-g;
- This fee package shows the potential for an added \$703,780 in revenue (*on just the marquee summer and winter items shown*) while proposing said rate increases, reflecting an expectation of a 25% reduction in visitation due to restricted capacities based upon the ongoing COVID-19 pandemic;
- Other summer and winter products stem from these marquee items and will also lead to increased winter and summer revenues;
- The overall pricing strategy is aimed at a surplus of revenue over expense, in addition to offsetting a sizeable portion of the heavy revenue losses suffered during Spring-Summer-Fall 2020 due to the Global COVID-19 pandemic;
- Of the 23 winter products & prices before you for consideration:
 - 9 offer a better price than the NH average and 10 have no comparable NH product;
 - 3 exceed the NH average and 1 matches the NH average
- Of the 4 summer products & prices before you for informational purposes:
 - 4 have no comparable product among competitors reviewed;
 - 2 exceed the NH average among competitors reviewed
- Cannon's Winter Special Use Policy is also included for consideration:
 - This policy meets RSA's, policies, and ski industry standards;
 - This policy is designed to maximize upon usage by fringe user groups;
- This fee package submission includes 4 documents:
 - Fee Package Request Letter
 - Summary Memo
 - Fee Package and Comparison Spreadsheet
 - Cannon Mountain 2020/21 Winter Special Use Policy

9/24/2020

Description	Current Price 2019/20 Season	Proposed Price 2020/21 Season	Proposed Price Change	PROJECTED REV			COMPARATIVE PRICING						Cannon ticket Price vs NH Average
				3-Year Ave Ticket Sales Volume	Est revenue Increase @ New price	Est Revenue Increase @ 25% attendance reduction	Most recent competitors' max prices listed for either 2019/20 or 20/21. Any and all 2019/20 competitor max prices are expected to increase in 20/21						
							Attitash	B-Woods	Loon	Sunapee	Waterville	Avg	
Cannon Winter Products													
Lift Ticket (unrestricted)													
Adult 1-Day	\$82	\$89	\$7	12,534	\$87,738	\$85,804	\$89	\$104	\$88	\$95	\$93	\$96	(\$7)
Teen/College 1-Day	\$69	\$76	\$7	4,112	\$28,784	\$21,588	\$67	\$74	\$88	\$75	\$83	\$77	(\$1)
Military 1-Day	\$58	\$58	\$0	541	\$0	\$0	N/A	N/A	N/A	N/A	N/A	N/A	N/A
Jr/Sr 1-Day	\$80	\$86	\$6	1,973	\$11,838	\$8,879	\$67	\$98	\$83	\$65	\$73	\$77	(\$11)
Tuckerbrook/Eagle Area Ticket	\$52	\$54	\$2	1,250	\$2,500	\$1,875	N/A	N/A	N/A	N/A	N/A	N/A	N/A
Tuckerbrook Only	\$39	\$43	\$4	1,250	\$5,000	\$3,750	N/A	N/A	N/A	N/A	N/A	N/A	N/A
NH Senior 65+ Midweek	\$0	\$0	\$0	2,860	\$0	\$0	N/A	N/A	N/A	N/A	N/A	N/A	N/A
Sub-Total - Lift Ticket Revenue					\$135,880	\$101,895							
Season Pass (unrestricted)													
Adult Non-NH Res	\$829	\$879	\$50	524	\$28,200	\$26,200	\$999	\$1,149	\$1,049	\$999	\$999	\$1,039	(\$160)
Adult NH Res (prior to Dec 15)	\$621	\$659	\$38	846	\$32,148	\$32,148	N/A	N/A	N/A	N/A	N/A	N/A	N/A
Adult Military Non-NH Res	\$399	\$399	\$0	42	\$0	\$0	\$189	\$499	\$1,049	\$189	\$479	\$481	(\$82)
Adult Military NH Res (prior to Dec 15)	\$289	\$289	\$0	104	\$0	\$0	N/A	N/A	N/A	N/A	N/A	N/A	N/A
Teen/Sr Non-NH Res	\$0	\$0	\$0	0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0
Teen/Sr Non-Res	\$529	\$579	\$50	30	\$1,500	\$1,500	\$999	\$499	\$869	\$999	\$599	\$793	(\$214)
Teen/Sr NH Res (prior to Dec 15)	\$397	\$434	\$37	258	\$9,472	\$8,472	N/A	N/A	N/A	N/A	N/A	N/A	N/A
Senior Military Non-NH Res	\$235	\$235	\$0	28	\$0	\$0	\$189	\$499	\$869	\$189	\$479	\$445	(\$210)
Senior Military NH Res (prior to Dec 15)	\$176	\$176	\$0	33	\$0	\$0	N/A	N/A	N/A	N/A	N/A	N/A	N/A
Junior Non-NH Res	\$459	\$509	\$50	240	\$12,000	\$12,000	\$509	\$499	\$449	\$509	\$527	\$499	\$10
Junior NH Res (prior to Dec 15)	\$344	\$381	\$37	236	\$8,732	\$8,732	N/A	N/A	N/A	N/A	N/A	N/A	N/A
Young Adult Non-NH Res	\$569	\$619	\$50	130	\$8,500	\$8,500	\$999	\$499	\$569	\$999	\$723	\$762	(\$143)
Young Adult NH Res (prior to Dec 15)	\$426	\$464	\$38	140	\$5,320	\$5,320	N/A	N/A	N/A	N/A	N/A	N/A	N/A
Sub-Total - Season Pass					\$101,872	\$101,872							
Other Marquee Items													
Adult Single Day Rental Package	\$45	\$48	\$3	2,242	\$8,728	\$5,045	\$48	\$48	\$49	\$45	\$48	\$48	\$0
Junior Group Snowsports Clinic	\$35	\$49	\$14	747	\$10,458	\$7,844	\$40	\$55	\$99	\$70	\$49	\$63	(\$14)
Adult Tramway Round Trip	\$20	\$25	\$5	2,389	\$11,945	\$8,959	N/A	\$21	\$19	N/A	N/A	\$20	\$6
Junior Tramway Round Trip	\$17	\$20	\$3	276	\$828	\$621	N/A	\$21	\$17	N/A	N/A	\$19	\$1
Sub-Total - Other Marquee Items					\$29,967	\$22,468							
Total Estimated Winter Revenue Increase							\$267,669	\$226,235					
FNSP Summer Products													
Adult Discovery Pass (Tram/Fume Gorge)*	\$31	\$35	\$4	30,274	\$121,098	\$90,822	N/A	N/A	N/A	N/A	N/A	N/A	N/A
Junior Discovery Pass (Tram/Fume Gorge)*	\$25	\$30	\$5	4,415	\$17,660	\$13,245	N/A	N/A	N/A	N/A	N/A	N/A	N/A
Adult Fume Gorge Entry	\$16	\$18	\$2	110,958	\$221,918	\$168,437	N/A	N/A	N/A	N/A	N/A	N/A	N/A
Junior Fume Gorge Entry	\$14	\$16	\$2	14,499	\$28,998	\$21,749	N/A	N/A	N/A	N/A	N/A	N/A	N/A
Adult Tramway Round Trip *	\$19	\$25	\$6	38,816	\$232,896	\$174,672	\$18	\$21	\$19	\$17	\$20	\$19	\$6
Junior Tramway Round Trip *	\$17	\$20	\$3	4,720	\$14,160	\$10,820	\$15	\$21	\$15	\$13	\$16	\$16	\$4
Total Estimated Summer Revenue Increase					\$636,726	\$477,546							
Grand Total Estimated Revenue Increase							\$904,415	\$703,780					
Winter													
Cannon will streamline its product mix relative to season passes, day tickets, snowsports school programs, and equipment rentals. This list is ONLY the marquee items; there are hundreds of other products that branch off of these marquee items, and revenue increases will result from those sales as well. Cannon will continue to examine market conditions as the COVID-19 pandemic situation plays out during the winter season, and may present the public with appropriate promotional products during the winter season. Aerial Tramway pricing listed with presumption that it will operate during 20/21 winter season. Adjusted increase shows a 25% reduction where applicable to reflect expected restrictions on admissions due to COVID-19.													
Summer							Requested fees are maximums and may be adjusted downward to address market conditions.						
* Discovery Passes (both venues / combined ticket) were not sold in 2020, as the COVID-19 pandemic forced the closure of the Aerial Tramway. Listed with presumption that it will operate in 2021 and hit 75% of prev visitation.													
* Aerial Tramway tickets were not sold in 2020, as the COVID-19 pandemic forced its closure for the entire spring-summer-fall season. Listed with presumption that it will operate in 2021 and hit 75% of prev visitation.													
Discovery Pass and Aerial Tramway rates increased in response to anticipated demand and to partially offset heavy revenue losses in 2020. Adjusted increase shows a 25% reduction where applicable to reflect expected restrictions on admissions due to COVID-19.													
							Requested fees are maximums and may be adjusted downward to address market conditions.						



Cannon Mountain Winter Special Use Policy 2020/21 Winter Season

NOTE:

Cannon Mountain Snowsports School offers a different set of (season pass / family member benefit) protocols for its paid team members, some with a lesser set of benefit parameters and a lesser work schedule requirement, and others with a greater set of benefit parameters and a greater work schedule requirement. Snowsports Instructors: please see the Snowsports School Director or Assistant Director for full details and specifications.

Cannon Mountain Team Members and Dependents

Season Passes

To qualify for a season pass for himself/herself and his/her dependent(s)... each Cannon, Centerplate, or FSC paid employee, each Cannon non-paid affiliate, and each ASPNC volunteer must abide by the standards established by the "Team Member Guide" and/or "Snowsports School Contract." Employee/volunteer passes and/or family passes may be revoked at any time, for any reason, by the Commissioner, Director of Parks and Recreation, General Manager (GM), or the employee's or volunteer's department head. If an employee's (or volunteer's) season pass privileges are revoked, the revocation will apply to his/her dependents' privileges, as well.

All team members must show a valid day ticket or season pass to load a lift, and must show a season pass or Cannon Mountain ID when applicable for discounts.

For the purposes of this policy, DEPENDENTS are those individuals who may legally be claimed as dependents in accordance with Federal and State I.R.S. regulations. **Violation of this policy may lead to termination and / or prosecution.**

Season passes will only be issued after the employee or volunteer has completed a season pass application and eligibility form, **and attended any required departmental training program**, and the general manager has signed the appropriate forms. **Only the general manager may waive any part of this requirement.** A processing fee will be charged for all passes. **Season passes are not transferable and may not be sold.** Passes are valid during employment (or while a team member is in good standing), and through the end of the ski season if the employee or volunteer is released in good standing and by agreement of the GM.

REMINDER:

There may be different sets of parameters (than those listed below) for privileges relative to Snowsports School, ASPNC, or FSC, as negotiated between those department heads and the

General Manager.

Class 10 and Class 59 employees, and FTYR Centerplate, FSC, and ASPNC employees:

- * Employee pass for \$10 processing fee
- * Each legal dependent pass for \$10 processing fee

Full-Time Seasonal Cannon, Centerplate, FSC, and ASPNC employees (30+ hrs a week):

- * Employee pass for \$10 processing fee
- * Each legal dependent pass for \$25 processing fee

Part-Time Seasonal Cannon, Centerplate & FSC employees (29/fewer hrs a week):

- * Employee pass for \$10 processing fee
- * First legal dependent pass for \$25 processing fee
- * Other dependent passes at 50% discount

Cannon Mountain non-paid affiliates and Adaptive Sports Partners of the North Country Volunteers (all such team members must meet minimum requirements set by supervisor):

- * Affiliate / Volunteer pass for \$10 processing fee
- * First legal dependent pass for \$25 processing fee
- * Other dependent passes at 50% discount

Note: See previous statement regarding changes to Snowsports School privilege programs, and those of other programs such as ASPNC or FSC.

Employee & Affiliate - Volunteer Complimentary Vouchers

All Cannon paid employees & non-paid volunteers / Centerplate paid employees / FSC paid employees / ASPNC paid employees / ASPNC "full time" volunteers (all current and in good standing):

Shall be eligible for a promo code card loaded with **three (3) \$50% day tickets** per month worked. These vouchers are earned in December, January, February, and March... and are available after the first day in January, February, March, and April... and will **expire after the 20/21 winter season.**

These cards may not be sold, and their sale may result in that team member's immediate termination. These privileges may be revoked at any time by the General Manager, Commissioner, or Director of Parks and Recreation.

NOTES:

Each month, each department head will verify the eligibility of his / her team members. Vouchers will only be issued to **current team members in good standing.**

These cards will not be issued by managers. Team members must check in for them at the Guest Services Desk at Notchview Lodge, and must sign for them. Exception – Snowsports team members will pick them up at the Brookside Learning Center.

Cards earned in March may be picked up in April (valid until the end of the 20/21 winter season).

Rental Shop

All Cannon paid employees / Cannon volunteers / Centerplate paid employees / FSC paid employees / ASPNC paid employees (all current and in good standing):

May use basic rental equipment from the Cannon rental shop at no charge **during non-peak periods**. The Rental/Repair Manager must be contacted in advance to authorize equipment use, and the team member must book online.

Non-peak periods are defined as:

Midweek/non-holiday (anytime), and/or weekends and holidays after 12:00 Noon.

Repair Shop

All Cannon paid employees / Cannon volunteers / Centerplate paid employees / FSC paid employees / ASPNC paid employees (all current and in good standing):

- Shall be eligible for one (1) voucher per month, valid for a \$25 *Wintersteiger* basic tune-up rate.
MIDWEEK, non-holiday eligibility (work completed Mon – Fri, non-holiday periods)

Retail Shops

The Cannon Mountain Sports Shop (Notchview) and the Old Man Country Store (Tramway) shall extend a 25% discount on various non-sale items to Cannon paid employees and Cannon volunteers only. In addition, the shop manager may announce special discount days on specific items. Said employees and volunteers must present their season pass to be eligible for these discounts. Pre-packaged food and beverage items at Cannon retail outlets may not be discounted.

Retail shop discount privileges do not extend to family members or friends.

Food Service (including Centerplate, Inc. venues)

All Cannon paid employees and Cannon volunteers, all paid FSC employees, and all paid ASPNC employees (in good standing):

Shall be eligible for a 50% discount on regular retail rate food items (not specialty items or off-retail items such as outdoor deck BBQ's, etc.), excluding pre-packaged food and drinks and alcoholic beverages. Please inform the cashier that you are a team member before items are rung on the register; your employee or volunteer pass MUST be presented in order to be eligible for the discount. *Said discount does not apply to peak periods at the Cannonball Pub, or during specialty / after-hours functions. Food & beverage discount privileges do not extend to family members or friends.*

Snowsports programs for team members

Cannon Mountain paid employees and Cannon volunteers (not family members or friends) may participate at no charge in scheduled group lessons during midweek, non-holiday periods. Such uses, however, must be requested at the desk in advance, and are subject to availability in any given scheduled group.

Other privileges for Cannon Mountain paid employees and Cannon volunteers:

Cannon Kids / Mtn Explorer 50% discount (must book online)

There are no discounts on private lessons, junior development, or nursery programs.

General Court (NH Legislature)

The complimentary ticket program for NH General Court members was deemed inappropriate by the Legislative Ethics Committee (January 2012).

DNCR Advisory Commission, Executive Council, and Cannon Mtn Advisory Commission

The Commissioner or Director may issue members of the DNCR Advisory Commission, the Executive Council, and the Cannon Mountain Advisory Commission up to five (5) complimentary day tickets per individual, per season, for use at their discretion. These tickets may not be sold. Any exceptions to this policy will be made in writing by the Commissioner and/or Division Director, and the General Manager will be informed of the exception. Legislators who are members of said bodies are advised that complimentary ticket programs for NH General Court members were deemed inappropriate by the Legislative Ethics Committee (January 2012). **Promo codes will be issued, and the users must book online and in advance.**

Adaptive Skiers

In order to receive discounted day tickets, an adaptive (handicapped) skier/rider must present his/her Golden Access Passport (available for blind or permanently disabled individuals through the federal government) or a letter from a doctor on that doctor's letterhead. Upon presentation of the Golden Access Passport or the aforementioned letter, an adaptive skier/rider and one assistant (if required) may purchase an all-day ticket at half price. Day tickets may be purchased at Guest Services at Notchview. Adaptive skiers/riders may opt to purchase a season pass at a 50% discount by using said Golden Access Passport. Said season pass discount is available to the adaptive guest; it is not available to an assistant. **Promo codes and online booking may have to be used.**

Military Discounts

Pending Fiscal Committee approval, all active, retired, veteran and reserve United States Military personnel may purchase day tickets and season passes at the applicable / approved 2019/20 day ticket and season pass rates with proper Military ID or discharge ID/paperwork. **Note:** the NH resident discount deadline of December 14th @ midnight (*prior to the 15th*) still applies. The discounted rates are for the service person only, and do not apply to family members or friends. **Promo codes and online booking may have to be used.**

Visiting Ski Area Personnel

Ski NH member areas:

Full time employees may ski free Monday - Thursday during non-holiday periods;
Part time employees may ski for \$25 Monday - Thursday during non-holiday periods

Non-Ski NH member areas:

Full and part-time employees may ski for \$50 Monday - Thursday during non-holiday periods

Criteria:

A. Visitor's home ski area is operating that day

B. The individual must present a letter of introduction that meets the following criteria:

- 1) Original letterhead (no desk-top letterhead, no copies)
- 2) Original signature by manager or personnel director.
- 3) Letter must be dated (current), and must specify the date of skiing
- 4) Employee and his/her job must be named in letter
- 5) Letter must state that employee is a full-time employee
- 6) Specify that the home ski area is open
- 7) Must be accompanied by a current payroll stub that substantiates the employee's FT status.
- 8) Must be accompanied by photo ID.
- 9) One letter per person per visit; no more than 2 visits per person per week.

Note – this protocol may be altered to reflect online / advance ticketing.

The General Manager and Director of Sales & Marketing may establish other reciprocal policies with other areas or organizations on a limited case-by-case basis.

Tickets on this program may be acquired only at Guest Services at Notchview Lodge.

PSPA, PSIA, NSPA

Members of the Professional Ski Patrol Association (PSPA), Professional Ski Instructor's Association (PSIA) and the National Ski Patrol Association (NSPA) may ski for \$50. The member must present a current PSPA, PSIA or NSPA card at the Guest Services desk at Notchview when redeeming the bar code. **Must call ahead and receive a promo code to book online.**

Rescue Services

Members of the following services may ski for \$50 on any day:

Androscoggin Valley Search & Rescue, Pemi Valley Search & Rescue, Mountain Rescue Service, New England K-9, Upper Valley Wilderness Rescue Team

Criteria:

Member service must provide a list of its members;

Visiting member must provide a valid ID card from the member service when redeeming bar code

Privilege extends only to the service member, not to friends or family members

Must call ahead and receive a promo code to book online.

Visiting Ski & Snowboard Shop Employees

Cannon Mountain may choose to offer free or discounted privileges to New Hampshire and/or other area ski and snowboard shop employees on a limited basis.

Must call ahead and receive a promo code to book online.

The General Manager and Director of Sales & Marketing may establish reciprocal policies with other shops or organizations on a limited case-by-case basis.

Ski & Snowboard Industry representatives

Cannon Mountain may choose to offer free or discounted privileges to New Hampshire and/or other area ski and snowboard shop employees on a limited basis.

Must call ahead and receive a promo code to book online.

Special programs for NH youths: Teams, Special Needs, School/Recreation Groups

Qualifying organizations wishing to participate in these programs must organize and make reservations through the Sales Office prior to the first ski date. All lift tickets will be issued at Guest Services at Notchview. Misuse of special group programs and tickets may result in revocation of all privileges for users of these programs.

New Hampshire School Teams:

Competitive ski teams from all secondary schools, and collegiate teams representing the University System of New Hampshire and the New Hampshire Technical Institute/Colleges, consisting of a minimum of four (4) and a maximum of twelve (12) members under supervision, will be permitted to ski for ten (10) midweek/non-holiday days at an annual \$175 registration fee rate. One permit per season is allowed for each men and women's team, though one permit may be used for both male and female athletes. Weekend/holiday tickets will be sold at regular group rates by pre-arrangement with the mountain's Sales Manager. Race Day Tickets: when bibs are to be used for lift access, New Hampshire School Team program tickets may not be issued. If athletes and coaches wish to ski as a team on that date, then tickets will be issued after the race has finished. These team tickets are not for parents / chaperones, only for training / racing athletes / coaches. ***On-hill gate training must be pre-arranged with the Franconia Ski Club.***

The ski area will log the team's days of skiing, team members and serial numbers of tickets issued. After the permitted number of days/tickets have been used, the team may utilize the rate structure outlined in the section titled "New Hampshire School and Recreation Youth Groups."

Special Needs Children's Groups:

Special needs childrens groups from New Hampshire not associated with a public school system (e.g. *disabled, orphaned, emotionally disturbed, abused and underprivileged*) may ski/snowboard mid-week/non-holiday through prior arrangement with the Sales Manager (reservations required). Organizations wishing to participate in the program must present a copy of their license from the State of New Hampshire upon their first visit. Groups may not exceed 50 youths per visit. No minimum number of people to qualify for rates; five (5) visits per organization per season. **Fees are as follows:** Youth (age 6-17) \$12 // Chaperone (1 per 6-10 youths) \$12 // Additional adult @ current adult group rate. Snowsports School Group Lessons @ \$15 per person // Basic Rental Package @ \$15 per person // Helmet rental @ \$5 per person // Damage waiver @ \$1 per person.

New Hampshire School and Recreation Youth Groups:

Any and all NH elementary or secondary students engaged in a school or community field trip may

ski/snowboard during non-holiday periods through prior arrangement with the Sales Manager (reservations required). Groups may not exceed 100 youths per visit and must have at least 12 people per visit to qualify for rates. Maximum of five (5) visits per organization per season. **Fees are as follows:** Midweek Youth (age 6 – 17) \$18 // Weekend – Holiday Youth \$24 // Midweek Chaperone \$18 (1 per 6-10 youths) // Weekend – Holiday Chaperone \$24 // Additional adults @ current adult group rate. Snowsports School Group Lessons: \$15 midweek / \$18 weekend – holiday // Basic Rental Package: \$15 midweek / \$20 weekend – holiday // Helmet Rental \$5 // Damage Waiver \$1.

School Release Programs:

Schools that wish to commit to bring students to Cannon one day per week (midweek/non-holiday) for 4 - 6 consecutive weeks may pay a one-time (per child) flat rate for day tickets, Snowsports School lessons and rentals that will be determined by the Snowsports School Director and Rental Shop Manager, and approved by the General Manager.

New Hampshire State Employees

Individuals currently employed by the State of New Hampshire, and whose agency or working group is a part of the **State's current Collective Bargaining Unit (CBA)** and listed as such, may ski for **half the price of that particular day's FULL-DAY ticket price** (ex. \$82 @ 50% = \$41 ticket) on any particular winter season date. Adult day tickets and Tuckerbrook-Eagle tickets only, employee only, no other discounts apply. Also – said CBA member State Employee may purchase his/her applicable season pass at half of the applicable rate (no stacking discounts, ex. ½ price State Employee + NH 25% NH Res discount), only the higher of the two discounts will be acceptable. Said CBA member State Employee **MUST** show **proper and current** State Employee identification. **Must book online and in advance for both tickets and season passes.**

Members of the Media

Writers and other journalists may receive complimentary day tickets by arrangement with the Director of Sales and Marketing, or in his/her absence the General Manager. These day tickets will be issued at the Guest Services Desk at Notchview Lodge. **Promo code will be used for booking.**

Commissioner, Director, GM, and DSM Discretion

At the discretion of the Commissioner, Director of Parks & Recreation, General Manager, or Director of Sales & Marketing, complimentary day tickets (or use at a reduced cost) may be issued in exchange for volunteer ski patrol, courtesy patrol, photography, promotional, medical or other services of operational or marketing benefit to Cannon Mountain or the Division of Parks and Recreation. Complimentary lift privileges shall not be exchanged for goods / product.

Non-paid Affiliates

The General Manager or applicable department head may approve persons interested in participating in Cannon's various non-paid affiliate programs in writing. Non-paid affiliate programs may have clear and concise written job duties, which may be approved by General Manager. Non-paid affiliates may be asked to sign a liability release form.

Non-paid affiliates may offer to assist on a number of days specified by that particular program leader. The affiliate will receive a team member season pass for himself / herself for a \$10 processing fee. Non-paid affiliate dependent passes can be purchased for the applicable discounts outlined in section I.

Non-paid affiliates may or may not be asked to return as such in each (any) successive winter season, depending upon his / her success rate with meeting Cannon's standards / protocols during the current season, and whether or not he / she may be deemed a good fit for the Cannon team.

NH Seniors aged 65 and older

Pursuant to RSA #218:5-c, NH residents aged 65 and older **effective December 14th, 2020** are eligible for complimentary lift tickets for **personal use** during midweek periods (defined as Monday – Friday). Proper identification, such as a NH Driver's License or non-driver NH ID card, is required when redeeming bar code.

A NH Senior Midweek Pass, valid each Monday – Friday without exception, is available for an annual processing fee. Transactions may be made at the Guest Services desk at Notchview.

Children under the age of 6

Children who are **under the age of 6 on that day** may ski/snowboard for free (with a day ticket) when a ticketed (or season pass holding) adult accompanies them. A season pass (no restrictions) is available for children who will be **under the age of 6 effective December 14th, 2020** for an annual processing fee. Transactions may be made at the Guest Services desk at Notchview. **Tickets and passes must be purchased online and in advance.**

Holiday Definition

Christmas Holiday Period: December 26, 2020 – January 3, 2021

- a. Holiday rates every day
- b. NH Seniors may ski free Monday - Friday
No free/discounted tickets for: groups covered in Section VI (Visiting Ski Area Personnel) and Section IX (Special Programs for NH Youths)
- c. Ski Shop Employees, Owners and Managers pay applicable fee

Martin Luther King Jr. Weekend: January 16-18, 2021

- a. Holiday rates every day
- b. NH Seniors may ski free on that Monday
- c. No free/discounted tickets for groups covered in Section VI (Visiting Ski Area Personnel) and Section IX (Special Programs for NH Youths)
- d. Ski Shop Employees, Owners and Managers pay applicable fee

Presidents' Week Holiday Period: February 15-19, 2021

- a. Weekend/Holiday rate every day.
- b. NH Seniors may ski free Monday - Friday
No free/discounted tickets for: groups covered in Section VI (Visiting Ski Area Personnel) and Section IX (Special Programs for NH Youths)
- d. Ski Shop Employees, Owners and Managers pay applicable fee

TITLE XIX

PUBLIC RECREATION

CHAPTER 216-A

EXPANSION OF STATE PARK SYSTEM

Section 216-A:3-g

216-A:3-g Fees for Park System. –

The commissioner of the department of natural and cultural resources, in consultation with the director of parks and recreation, shall establish fees for access to and use of the state park system. The fees approved by the commissioner, after prior approval of the fiscal committee, shall not be subject to the provisions of RSA 541-A, so as to provide the department with the ability to maximize revenues and to adjust fees according to market conditions and trends as is the common practice in private industry. Any change to the fees for access to or use of the state park system proposed by the commissioner shall take effect no later than 60 days after such change is proposed, unless the fee change is denied by the fiscal committee of the general court. Said fees shall be consistent with the following criteria:

I. Fees for the use of park areas shall be designed to recover a reasonable portion of budget expenses consistent with the purposes of RSA 216-A:1 and 216-A:3. The general court does not intend that all park facilities be self-supporting.

II. Fees for the use of campgrounds and ski lifts shall be comparable with the fees for use of similar privately owned facilities. The operation of all enterprise functions within the park system, including ski lifts, food service, retail facilities, campgrounds, and other concession activities, shall be as profitable as possible, within the purposes of the park system.

III. [Repealed.]

IV. No disabled veteran of this state, upon providing satisfactory proof of a service-connected disability, shall be charged a fee for day-use admission to the state park system. Special number plates issued to disabled veterans pursuant to RSA 261:86 or a letter issued by the United States Department of Veterans Affairs certifying that the veteran suffers from a service-connected disability shall constitute satisfactory proof under this section. Any fees for the use of enterprise activities as defined in paragraph II shall be charged.

V. (a) Upon presentation of military identification, any active member of the armed forces who meets the minimum requirements for satisfactory membership, as defined in federal regulations, shall not be charged a fee for admission to day-use areas of the state park system. In this section, "armed forces" means armed forces as defined in RSA 21:50, II and includes active and reserve members of the New Hampshire national guard.

(b) Any New Hampshire national guard member who retired in pay grade E6 or below shall not be charged a fee for day-use admission to the state park system.

(c) Any fees for the use of enterprise activities as described in paragraph II of this section shall be charged.

VI. No admission fee shall be charged for day use of the state park system to the occupants of a vehicle with a number plate bearing a special registration plate symbol authorized by RSA 261:75-c. Any fees for: (a) enterprise activities as defined in paragraph II, (b) metered parking after June 15 and before September 16, (c) metered parking on weekends and holidays on or before June 15 and on or

after September 16, (d) more than 6 consecutive hours of metered parking, or (e) metered parking for residential use or business employee use, shall be charged to occupants of such vehicles.

VII. (a) The commissioner shall periodically review all fees paid for entrance into and use of state parks.

(b) The commissioner may immediately begin to accept donations for the use and maintenance of Jericho Mountain state park and shall require fees for the entrance into and use of Jericho Mountain state park beginning on or before January 1, 2011. All fees generated by Jericho Mountain state park shall be deposited into the state park fund established in RSA 216-A:3-i. Such fees shall be based on revenue projected in the master plan and shall be in addition to registration fees for vehicles, all terrain vehicles as defined in RSA 215-A:1, I-b, and off highway recreational vehicles as defined in RSA 215-A:1, VI.

(c) [Repealed.]

VIII. The commissioner may adopt parking fees or charges within the state park system that assess an increased rate for parking on holidays and weekend days with high traffic rates unless such plan for parking fees and charges is denied by the fiscal committee of the general court as provided by this section.

Source. 1985, 389:6. 1991, 355:62. 1993, 358:24. 1995, 308:127, X. 1996, 210:6. 2003, 153:1; 282:1. 2010, 373:1, eff. Jan. 1, 2011; 374:6, eff. July 26, 2010. 2011, 184:2, eff. June 14, 2011. 2012, 274:2, eff. June 20, 2012 at 12:01 a.m.; 276:1, eff. Aug. 18, 2012; 276:4, eff. June 20, 2012 at 12:02 a.m.; 277:1, eff. June 20, 2012. 2016, 191:1, 2, eff. July 1, 2016. 2017, 156:14, I, eff. July 1, 2017.

State of New Hampshire // Department of Natural & Cultural Resources
Cannon Mountain Aerial Tramway & Ski Area // Franconia Notch State Park - Marquee Products

Proposed Pricing and Comparative Data Submitted for Fiscal Committee review (Fall 2020)

Description	PROJECTED REV						COMPARATIVE PRICING						Cannon ticket Price vs NH Average
	Current Price 2019/20 Season	Proposed Price 2020/21 Season	Proposed Price Change	3-Year Ave Ticket Sales Volume	Est revenue Increase @ New price	Est Revenue Increase @ New price w/ 25% attenance reduction	Most recent competitors' max prices listed for either 2019/20 or 20/21. Any and all 2019/20 competitor max prices are expected to increase in 20/21						
Cannon Winter Products							Attitash	B-Woods	Loon	Sunapee	Waterville	Avg	
Lift Ticket (unrestricted)													
Adult 1-Day	\$82	\$89	\$7	12,534	\$87,738	\$65,804	\$89	\$104	\$98	\$95	\$93	\$96	(\$7)
Teen/College 1-Day	\$69	\$76	\$7	4,112	\$28,784	\$21,588	\$67	\$74	\$88	\$75	\$83	\$77	(\$1)
Military 1-Day	\$58	\$58	\$0	541	\$0	\$0	N/A	N/A	N/A	N/A	N/A	N/A	N/A
Jr/Sr 1-Day	\$60	\$66	\$6	1,973	\$11,838	\$8,879	\$67	\$98	\$83	\$65	\$73	\$77	(\$11)
Tuckerbrook/Eagle Area Ticket	\$52	\$54	\$2	1,250	\$2,500	\$1,875	N/A	N/A	N/A	N/A	N/A	N/A	N/A
Tuckerbrook Only	\$39	\$43	\$4	1,250	\$5,000	\$3,750	N/A	N/A	N/A	N/A	N/A	N/A	N/A
NH Senior 65+ Midweek	\$0	\$0	\$0	2,860	\$0	\$0	N/A	N/A	N/A	N/A	N/A	N/A	N/A
		Sub-Total - Lift Ticket Revenue			\$135,860	\$101,895							
Season Pass (unrestricted)													
Child Under 6 (processing fee only)	\$39	\$39	\$0	0	\$0	\$0	N/A	N/A	N/A	N/A	N/A	N/A	N/A
NH Sr 65+ Mdwk (processing fee only)	\$39	\$39	\$0	0	\$0	\$0	N/A	N/A	N/A	N/A	N/A	N/A	N/A
Adult Non-NH Res	\$829	\$879	\$50	524	\$26,200	\$26,200	\$999	\$1,149	\$1,049	\$999	\$998	\$1,039	(\$160)
Adult NH Res (prior to Dec 15)	\$621	\$659	\$38	846	\$32,148	\$32,148	N/A	N/A	N/A	N/A	N/A	N/A	N/A
Adult Military Non-NH Res	\$399	\$399	\$0	42	\$0	\$0	\$189	\$499	\$1,049	\$189	\$479	\$481	(\$82)
Adult Military NH Res (prior to Dec 15)	\$299	\$299	\$0	104	\$0	\$0	N/A	N/A	N/A	N/A	N/A	N/A	N/A
Teen/Sr Non-Res	\$529	\$579	\$50	30	\$1,500	\$1,500	\$999	\$499	\$869	\$999	\$599	\$793	(\$214)
Teen/Sr NH Res (prior to Dec 15)	\$397	\$434	\$37	256	\$9,472	\$9,472	N/A	N/A	N/A	N/A	N/A	N/A	N/A
Senior Military Non-NH Res	\$235	\$235	\$0	28	\$0	\$0	\$189	\$499	\$869	\$189	\$479	\$445	(\$210)
Senior Military NH Res (prior to Dec 15)	\$176	\$176	\$0	33	\$0	\$0	N/A	N/A	N/A	N/A	N/A	N/A	N/A
Junior Non-NH Res	\$459	\$509	\$50	240	\$12,000	\$12,000	\$509	\$499	\$449	\$509	\$527	\$499	\$10
Junior NH Res (prior to Dec 15)	\$344	\$381	\$37	236	\$8,732	\$8,732	N/A	N/A	N/A	N/A	N/A	N/A	N/A
Young Adult Non-NH Res	\$569	\$619	\$50	130	\$6,500	\$6,500	\$999	\$499	\$589	\$999	\$723	\$762	(\$143)
Young Adult NH Res (prior to Dec 15)	\$426	\$464	\$38	140	\$5,320	\$5,320	N/A	N/A	N/A	N/A	N/A	N/A	N/A
		Sub-Total - Season Pass			\$101,872	\$101,872							
Other Marquee Items													
Adult Single Day Rental Package	\$45	\$48	\$3	2,242	\$6,726	\$5,045	\$49	\$49	\$49	\$45	\$49	\$48	\$0
Junior Group Snowsports Clinic	\$35	\$49	\$14	747	\$10,458	\$7,844	\$40	\$55	\$99	\$70	\$49	\$63	(\$14)
Adult Tramway Round Trip	\$20	\$25	\$5	2,389	\$11,945	\$8,959	N/A	\$21	\$19	N/A	N/A	\$20	\$5
Junior Tramway Round Trip	\$17	\$20	\$3	276	\$828	\$621	N/A	\$21	\$17	N/A	N/A	\$19	\$1
		Sub-Total - Other Marquee Items			\$29,957	\$22,468							

	Total Estimated Winter Revenue Increase				\$267,689	\$226,235							
FNSP Summer Products							Att Lifts	BW Gondola	Loon Gondola	Sun Lifts	WV Lifts	Avg	FNSP vs. Avg
Adult Discovery Pass (Tram/Flume Gorge)*	\$31	\$35	\$4	30,274	\$121,096	\$90,822	N/A	N/A	N/A	N/A	N/A	N/A	N/A
Junior Discovery Pass (Tram/Flume Gorge)*	\$25	\$30	\$4	4,415	\$17,660	\$13,245	N/A	N/A	N/A	N/A	N/A	N/A	N/A
Adult Flume Gorge Entry	\$16	\$18	\$2	110,958	\$221,916	\$166,437	N/A	N/A	N/A	N/A	N/A	N/A	N/A
Junior Flume Gorge Entry	\$14	\$16	\$2	14,499	\$28,998	\$21,749	N/A	N/A	N/A	N/A	N/A	N/A	N/A
Adult Tramway Round Trip *	\$19	\$25	\$6	38,816	\$232,896	\$174,672	\$18	\$21	\$19	\$17	\$20	\$19	\$6
Junior Tramway Round Trip *	\$17	\$20	\$3	4,720	\$14,160	\$10,620	\$15	\$21	\$15	\$13	\$16	\$16	\$4
	Total Estimated Summer Revenue Increase				\$636,726	\$477,545							

Grand Total Estimated Revenue Increase					\$904,415	\$703,780							
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Winter
Cannon will streamline its product mix relative to season passes, day tickets, snowsports school programs, and equipment rentals. This list is ONLY the marquee items; there are hundreds of other products that branch off of these marquee items, and revenue increases will result from those sales as well. Cannon will continue to examine market conditions as the COVID-19 pandemic situation plays out during the winter season, and may present the public with appropriate promotional products during the winter season. Aerial Tramway pricing listed with presumption that it will operate during 20/21 winter season. Adjusted increase shows a 25% reduction where applicable to reflect expected restrictions on admissions due to COVID-19.
Requested fees are maximums and may be adjusted downward to address market conditions.

Summer
* Discovery Passes (both venues / combined ticket) were not sold in 2020, as the COVID-19 pandemic forced the closure of the Aerial Tramway. Listed with presumption that it will operate in 2021 and hit 75% of prev visitation. * Aerial Tramway tickets were not sold in 2020, as the COVID-19 pandemic forced its closure for the entire spring-summer-fall season. Listed with presumption that it will operate in 2021 and hit 75% of prev visitation. Discovery Pass and Aerial Tramway rates increased in response to anticipated demand and to partially offset heavy revenue losses in 2020. Adjusted increase shows a 25% reduction where applicable to reflect expected restrictions on admissions due to COVID-19.
Requested fees are maximums and may be adjusted downward to address market conditions.