

**Director's Report**  
**STATE PARK SYSTEM ADVISORY COUNCIL**  
**Division of Parks and Recreation**  
**January 10, 2020**  
 (Last report date was Oct 4, 2019)

**FINANCIAL PERFORMANCE**

- **FY2020 Parks & Retail Comparative Statement** (attached) covering period July 1<sup>st</sup> to Dec 19, 2019, has day use revenue at \$7.073M, up 5.6% from the previous year. Cannon Mtn/FNSP is at \$2.093M, up 14.6% and Hampton Meters ended at \$1.551M, up 3.7% from the previous year. Parks retail is at \$2.162M, up 6.5% from last year. Cannon/FNSP retail is at \$647.8K, up 6.4% and Mt Washington ended strong at \$1.297M, up 39.8% from the previous year.
- **NH State Park Plate** As of 01/06/20, there are 11,169 plates registered. FY2019 revenues earned are \$854,185 and FYTD2020 revenues earned are at \$447,670. For calendar year 2019, a total of 48,363 park visitors (adults and youths) have entered state parks using the State Park Plate.
- **Day-Use Visitation** for the 2019 season is up by 3% over last year with 1,065,888 visitors. 849,319 visitors paid admission at the gate; 105,229 pre-paid (e.g., season passes, park plate, gift cards); and 111,340 visitors were granted free admission (up 11% from 2018).
- **Free & Discounted entry to day-use areas, camping, Franconia Notch attractions and Cannon Mtn** that is granted by statute, deed, the CBA, the Fee Package, and by donation was provided to 115,466 guests, valued at \$1.1M (see Report).
- **Camping** The Division closed out 2019 with a record breaking revenue total for the calendar year of \$3,588,783.20 with over 47,000 reservations made. The Division also had our highest revenue total for the month of December recording \$103,509.60. The Division is up 5.28% in revenue YTD over FY19.
- **Donations** received through November 2019, total \$19.3K from over 3,000 donors. This amount is expected to surpass the \$19.3K received in 2018.
- **E-Commerce & Gift Cards** The Division had another strong month in e-commerce and gift cards. There were 130 gift cards sold totaling \$8,634.50 and 351 e-commerce items sold totaling \$8,610.03. We closed out 2019 (calendar year) with \$29,113.00 in gift card sales and \$20,799.08 in e-commerce. Both programs continue to grow. Ongoing marketing of these programs via social media and other outlets, along with continuing to improve our product mix will be the key to our success. State Parks gift cards are now sold at select NH Liquor stores!
- The **Department of Administrative Service (DAS)** charged the Division of Parks and Recreation \$304,400 in Fiscal Year 2019 for the administrative services they provide the Division (AG's office, human resources, accounting, etc.). This assessment has not been paid by the Division since it became operationally self-funded in 1992. The charge is to all other sources of funds and affects all bureaus. The funds are used to offset general funds used to run DAS. Parks prepared a waiver request that will be provided under separate cover. The waiver is in the process of being reviewed by DAS and if denied, the agency will seek a change to the statutes to exempt all or a portion of the Division's activities from this charge. (RSA 21-I:74 Allocation of Statewide Central Services Costs; Allocation of Statewide Indirect Costs.)

## CANNON MOUNTAIN

- In Week 7 (Dec 30-Jan 5) of the **ski season**, season-to-date visitation of 54,378 is only 4% behind last season and 18% ahead of the 9-yr average. Season-to-date revenue of \$1.9M is 5% ahead of last year and 6% ahead of the 9-yr average. Cannon made a nice recovery from the previous week. (Note: visitation stats are based on car counts, then averaged with the ticket counts at the end of the season to approximate skier visit totals.)
- The contractor hired to install a new sprinkler system at **Summit Station** has begun the onsite evaluation.

## BUREAU OF TRAILS (BOT)

- **OHRV registrations** It is anticipated that we will register approximately 35,000 OHRVs this year, this is similar to last year. The season ended in October for most of Coos County. There is still some riding available over the winter, however it is limited. Trails will reopen for the 2020 riding season on May 23<sup>rd</sup>.
- The **2019-2020 Snowmobile Season** is underway. Southern NH received significant snow in early December and some limited riding opened up two weeks before the typical opening date of Dec 15<sup>th</sup>. Trails in Northern NH are partially open as of Dec 23; however December riding is typically limited in the state. February is traditionally the busiest month for registrations and riding.
- The Bureau is working on improvements to the CCC (Civilian Conservation Corps) Nature Center at **Bear Brook**. This building will be used to expand the NH Snowmobile Museum, which has a larger collection of sleds than the current building can hold. This building will also house the NH Snowmobile Hall of Fame, which will be dedicated in June.

## BUREAU OF HISTORIC SITES (BHS)

- Andrew Cushing was hired as the **new Administrator** for the Bureau of Historic Sites, beginning January 17<sup>th</sup>. Andrew is a native of Grafton, NH. He earned his undergraduate degree in Environmental Studies and History from Bowdoin College (Brunswick, Maine) in 2012, and his graduate degree in Historic Preservation from the University of Pennsylvania (Philadelphia, PA) in 2016. Andrew has most recently worked as a field representative with the NH Preservation Alliance in Concord, NH; as an architectural historian with Preservation Company in Kensington, NH; and as a conservation tech intern with the Fairmount Park Conservancy in Philadelphia, PA. He is president and founder of Mascoma Valley Preservation and also serves as secretary of the Grafton, NH Historical Society. In 2018, Andrew received a "40 Under Forty" award from the Manchester Union Leader in recognition of his many contributions to the State of New Hampshire.
- The Division is drafting an agreement with the Nansen Ski Club to enable the Club to implement a \$250,000 NBRC (Northern Border Regional Commission) grant that they received for the continued restoration and upgrade of the **Nansen Ski Jump** for the purposes of historic interpretation and future FIS (Federation for International Skiing) sanctioned jumping competitions.

## BUREAU OF PARK OPERATIONS

### CENTRAL REGION

- We finished the year with some really strong growth in revenue from the previous year in all of our **central region parks**, with the exception of Sunapee which had some beach advisories that set back

visits during key times. FY '20 revenue, as of 12/19, is up 4.7%, at \$1.1M. Revenue has steadily increased over the past 5 years.

- We continued with tree removal at **Sunapee** and **White Lake**. Coincidentally, we were lucky that Urban Tree's scheduled visit to Sunapee happened after a freak storm that left several hazard trees that were removed without additional cost.
- The SCA (Student Conservation Association) finished a very challenging staircase on the Bryce Path at **Echo Lake State Park**.
- **Crawford Notch** had a very busy fall and retail revenues were way up at 20.4% over the previous FYTD. Creative renovations for displaying products helped with those numbers!
- The Sea Wall (technically, a lake wall) was finally completed at **Ellacoya**.
- The **Wellington** pavilion that was moved to a new location and upgraded with accessible ramps was a big success providing more beach space and more usable area for pavilion groups.
- The big news for Central is the retirement of two key people who will be sorely missed in their roles.
  - **Crawford Notch Manager**, John Dickerman who has been with parks for 30 years retired this fall. He was extremely devoted to Crawford and its employees. His charm, devotion, and dependability will be missed as a manager. The good news is he plans on still helping part time this upcoming season.
  - **Central Region Supervisor**, Art Charbonneau will retire at the end of January. Art was the White Lake manager for 12 years and the regional for the last 3 years. Under Art's leadership and direction, the region has upheld our director's priorities and focus areas and tackled many big projects, executing most of the them in an amazingly a short amount of time. He has also built a strong team of new managers that continue to be passionate towards their parks and their visitors. On top of all that, he is a very talented trades person that can fix and build just about anything. If we are lucky, we may see him return this summer part time to help keep our parks moving forward.

#### SEACOAST REGION

- On October 4, 2019, **Patrick Murphy and Hans Morris** were awarded the New Hampshire Congressional Law Enforcement Associate Service Award for their responsiveness and quick-thinking of the rescue and safety of several individuals in August 2018. Their actions were recognized by the New Hampshire law enforcement community, which nominated and selected them for the award.
- **Hampton South Beach** received 25,000 cubic yards of sand to refurbish the area near the jetty. Sand was pumped directly from the Harbor in coordination with the Army Corps of Engineers Hampton Harbor dredging project.
- **Seafood festival** implemented new events and longer event hours, increasing the amount of people the event drew.
- **Hampton main beach** has had berms built on the southern end of the Seashell to protect the boardwalk from storm damage. The berms act as "artificial dunes" and help catch sand that is being blown up the beach.
- **Bathhouses** remain open for the winter at the main beach and North Beach for public use.
- Equestrian use has increased significantly at the **main beach**, and we are finding more and more groups looking to charge people to ride on the beach. We are currently working on permits to ensure that the equestrian rules are followed by the groups.

- **Boardwalks and parking areas** are plowed and maintained.
- **North Hampton, Jenness and Rye Harbor** facilities are closed for the season, but are continuing to see visitors enjoying the parks.
- **Odiorne** staff continue to struggle with enforcement of dog rules. **Hampton beach** also struggles with enforcement of leash law.
- **Seacoast Science Center** staff are putting final touches on two new exhibits that will open in January.

#### MOUNT WASHINGTON

- Very busy season with visitorship. **Attendance** is 370,000 for the 2019 season, May 11-October 20.
- **Retail and Food Concessions** had a record breaking sales season with a total of over \$1.5 million. The Park set a single day all time dollar sales record 3 different times this season (\$24,000+). Food concessions also added new equipment for the beginning of the 2019 season, including a new steam table, new beverage cooler, new baking oven, and new coffee and cocoa machines.
- New **SnowCat** delivered at the end of October and made its first summit trip on November 22. (2019 Pisten Bully 400).
- The **Cog Railway** submitted a proposal to the Coos County Planning Board to extend its tracks and construct a platform within the Cog's right of way. The planning board requires DNCR approval of the project before it will act on the request. The new footprint of rails and platform would increase from 1680 square feet existing prior to 2014 to 3303 square feet and would be approximately 11.5 feet high at the deck and 15 feet at the railing. The Mount Washington Commission has reviewed the plans and DNCR is working with the Cog to address concerns.

#### SOUTH REGION

- **Kingston:** Repairs will be made to the office/garage building
- **Pawtuckaway:** Bathroom renovation to Bathroom #4 on Horse Island started in the fall and will be complete by June 2020, with updates and new showers; conducted major tree removal effort throughout the campground
- **Bear Brook:** Bear Hill will be open for the 2020 season; successful first day hikes were held; management plan is ongoing
- **Clough:** Pavilion rental will be online for the 2020 season
- **Greenfield:** Roadways were brushed back and trees cut; floor repairs were made to the bathrooms
- **Monadnock:** Parking reservation system was successful and we're considering permanent implementation; successful first day hikes were held; professional trail work is tentatively scheduled for July
- **Pisgah:** Park Manager retired after 7 years; recruitment for a new manager will start in March
- **South Region:** kiosks are being built by park staff for installation in multiple parks

#### **RETAIL OPERATIONS**

- NH State Parks transferred \$512,000 of profit to the **parks fund** for fiscal year 2019. Retail has contributed \$3 million in bottom line profit over the last 6 fiscal years.
- Additional investments, outside of the retail profit transfer, and within the retail budget included:
  - Expanded retail with a new store at **Echo Lake Beach Conway** scheduled to open in the Spring of 2020- Cost- \$100,000.

- Finalized the **Trademarks** on all NH State Park sub branded logos and Cannon Mountain logos. \$3,500.
- Added a new **Store Manager Retail POS system** to 30+ locations. Hardware, IT support and reporting costs \$50,000.
- Implemented a new **E-Commerce platform** that has generated \$15,000 YTD in retail gross sales. (excludes passes, gift cards, and coupon books) .
- Renovated **Crawford Notch Willey House** with new fixtures, slat wall, and lighting. Cost- \$10,000. Sales grew by 20%. From \$160,000 to \$200,000.
- Upgraded the **Mt. Washington kitchen** with a new oven, hot food serving station, and storage. Cost- \$10,000.
- Purchases 20 Grumman canoes, pushing the state parks **boat rental fleet** to 285 watercraft. Cost- \$25k.
- Generated \$308,000 in **retail boat rental revenue**. 11,178 rentals were processed across the state. This configures to the average renter spending \$27.53 per rental. This represents a 3% increase over 2018 (299k). Echo Lake Conway will be an added boat for 2020.
- Produced \$314k in gross **firewood revenue** as 52,336 bundles were delivered and sold across the state park system. This accounts for over 400 cords of wood that is cut, split, processed, and delivered over a span of 5 months. The DOC (Corrections Farm) account for approximately 80% of that production.
- **Mt. Washington**, a separate account, generated \$1.5 million in retail revenue for the first time in its history. The operation is currently up 40% in gross sales over last season. Changes in product mix, improvements in processing stock, a new pricing strategy, a more efficient kitchen, and a committed staff all contributed to the success and milestone season. Projected 2019 annual profit from Mt. Washington retail is expected to be \$600k-700k. A finalized annual report will be completed mid to late January.
- **Fiscal year revenue** beginning July 1st is up 6.5% for parks, 10% for Cannon Mountain, and 40% for Mt. Washington over the previous year.

Ten year Revenue snapshot of the 3 retail accounts.

<b>Year</b>	<b>NH State Parks</b>	<b>Cannon MT</b>	<b>Mt. Washingto</b>	<b>Fiscal Revenue</b>
2010	1,364,000	1,356,000	752,000	3,472,000
2011	1,400,000	1,608,000	842,000	3,850,000
2012	1,604,000	1,309,000	860,000	3,773,000
2013	1,603,000	1,653,000	876,000	4,132,000
2014	1,750,000	1,612,000	1,009,000	4,371,000
2015	1,811,000	1,640,000	1,121,000	4,572,000
2016	2,280,000	1,224,000	1,159,000	4,663,000
2017	2,258,000	1,553,000	1,274,000	5,085,000
2018	2,494,247	1,598,352	1,232,654	5,325,253
2019	2,643,127	1,789,200	1,216,110	5,648,437

## COMMUNITY RECREATION OFFICE

### FIRST DAY HIKES

This is the tenth year New Hampshire has participated in the **First Day Hikes program**. The program is part of a nationwide initiative led by America's State Parks to encourage people to get outdoors. The 2020 New Hampshire's First Day Hikes were held at Milan Hill, Monadnock, Odiorne Point, Flume Gorge, and Bear Brook. Final numbers on participation will be provided at the SPAC meeting.

### VOLUNTEER PROGRAM

- For the 2019 calendar year **18,082 volunteer hours** were donated on DNCR land, this equates to an estimated value of \$465,806.
- The Department is currently working with **23 different non-profit Friends groups**, organizations, and non-motorized trail maintenance organizations to perform approved volunteer activities throughout the State.
- 1,031 pounds of trash removed from NH Seacoast State Parks by the **Surfrider Foundation**.
- 2 new bridges constructed at Pisgah State Park, combined they span 36 feet, by the **Friends of Pisgah**
- 27 rock steps installed at Franconia Notch State Park by Trailwrights.
- 200+ drains and ditches cleaned over 16 miles of trails and 35 rock steps installed at Mount Cardigan State Forest by the **Cardigan Highlanders** Volunteer Trail Crew.
- 2 volunteer work days with **Eversource**: one at Monadnock State Park reestablishing the Nature trail, and one at Rye Harbor removing invasive bittersweet.
- Other volunteer work day partners included: **SNHU, ARS Restoration, Vapotherm, SPNHF and the Derry Village Rotary Club**.
- **Insurance** provided by and paid for by the Department to 14 different small non-profit organizations while volunteering on Department lands.

### CHILDREN IN NATURE COALITION

- The Children in Nature Coalition is a collaborative network of organizations and individuals interested in getting kids and families outdoors. NH Fish and Game is seeking grant funding for the **Nature Backpack Loan Program** that came from the idea that new visitors of the outdoors often don't know what they can do when visiting a park, especially in an unstructured setting, nor do they have the basic equipment for a robust nature experience. This pilot program will partner with the City of Manchester library and Parks and Rec Dept. to loan out backpacks filled with maps, books, binoculars, nets, etc. to families and encourage them to visit their local park and state parks, such as Bear Brook.

### LAND AND WATER CONSERVATION FUND

- **GRANT ROUND 30**: The application period for eligible local project proposals closed on December 6, 2019. Five applications were received, totaling \$442,548.00 in requests for assistance. All of these proposals are for development projects. Review of these proposals will now be coordinated with the Open Project Selection Process Advisory Panel. The Panel will then make recommendations to the State Liaison Officer (Commissioner Stewart) regarding submissions to the National Park Service for final federal approvals. The next federal submission period, set by the National Park Service, is anticipated to be between March and April of 2020, for grant agreement start date of May 1, 2020.

- PROGRAM APPORTIONMENTS/AVAILABLE FUNDS:

Apportionment	Obligation Deadline	Apportioned Amount	Available Balance
GOMESA* FY 09-17	None	\$122,193.00	\$25,919.00
LWCF FY 18	9/30/2020	\$1,004,160.00	\$1,004,160.00
GOMESA* FY 18	9/30/2020	\$618,445.00	\$234,656.96
LWCF FY 19	9/30/2021	\$1,004,160.00	\$1,004,160.00
GOMESA* FY 19	9/30/2021	\$709,512.00	\$709,512.00
<b>Total:</b>		<b>\$3,458,470.00</b>	<b>\$2,978,407.96</b>

\*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.

- Open LWCF projects:

PROJECT #	NAME	SPONSOR	TYPE	PROJECT SCOPE	GRANT \$
33-00699	Cocheco River Park	City of Dover	Development	Construction of a paddle sports access and boat dock	\$159,675.00
33-00700	Merrimack River Greenway Trail	City of Concord	Development	Construction of a trail bridge at Terrill Park	\$106,450.00
33-00701	Pulpit Rock Conservation Area	Town of Bedford	Development	Trail accessibility enhancements and construction of trail bridges	\$45,241.00
33-00702 33-00702.1	Osgood Pond Restoration Phase I-II	Town of Milford	Development	Pond dredging and improvements to water access facilities at Adams Field	\$159,675.00 \$175,175.00
33-00705	Hartford Brook Ballfields	Town of Deerfield	Development	Improvements to playfield, parking, and support facilities	\$25,000.00
33-00706	Nissitissit River Park	Town of Brookline	Combination	Development of accessible trail, and acquisition abutting rail trail	\$50,050.00
33-00707	Greeley Park Boat Ramp Improvements	City of Nashua	Development	Boat ramp and parking improvements on the Merrimack River	\$200,200.00
33-00708	Bristol Falls Park	Town of Bristol	Development	Restoration of access to a high-bank viewing area of the Pemi and Newfound	\$153,155.00
33-00709	B. Rowell Community Center Playground	City of Franklin	Development	Construction of a New Playground	\$45,045.00
33-00710	Monadnock Park Playground	City of Claremont	Development	Construction of a New Playground	\$53,753.00
33-00711	Monroe Consolidated School Playground	Monroe Consolidated SD	Development	Construction of a New Playground	\$96,396.00
33-00713	Kearsarge Mtn State Forest-Tusoni Lot	State of NH DNCR	Acquisition	Purchase of 33.4 acres 1.5 miles up from the Rollins State Park tollbooth	\$21,354.00
33-00714	Franconia Notch SP - Lafayette Playground	State of NH DNCR	Development	Construction of a New Playground	\$76,742.50
33-00715	Ellacoya State Park Playground	State of NH DNCR	Development	Construction of a New Playground	\$76,742.50
33-00716	Mill City Park at Franklin Falls	City of Franklin	Combination	Purchase of 2.2 acres, development of trails, restrooms, parking, picnic area, and pavilion	\$200,200.00
33-00717	Landroche Field Splash Pad and	Town of Newmarket	Development	Construction of a splash-pad, restrooms, and accessible pathway, and kiosk	\$199,606.41
33-00718	Riverfront Park	Town of Lincoln	Development	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	Development	Installation of surface material, new/fixed drainage, grading, benches, kiosk	\$100,100.00
33-00721	Littleton Health Park	Town of Littleton	Combination	5 acre acquisition, construction of parking area, pavilion, community gardens, fitness area, trail	\$200,200.00

33-00722	Maplewood Field Bleachers/Playground	Town of Salisbury	Development	<i>Installation of new bleachers, swing set, play equipment, and pathway</i>	\$25,000.00
33-00723	Moeckel Pond Dam Reconstruction	Town of Windham	Development	<i>Reconstruction of historic mill site dam, car-top boat, and parking</i>	\$150,150.00
33-00724	Jules Bisson Park Rejuvenation	City of Somersworth	Development	<i>Construction of a playground, picnic shelter, and accessibility enhancements</i>	\$45,000.00
33-00726	Kraime Meadow Park Improvements	Town of Moultonborough	Development	<i>Construction of a picnic shelter with concession area and composting toilets</i>	\$62,562.50
<b>TOTAL OPEN GRANTS:</b>					<b>\$2,627,672.91</b>

## PLANNING & DEVELOPMENT OFFICE

PARTNERSHIPS. The **SCA NH Corps** completed their program year in October. The conservation crews completed 17 hitches at various NH State Parks. In total the crews worked in 16 parks, some parks more than once, accomplishing a variety of tasks including spring clean-up in campgrounds, shelter & kiosk building, trail maintenance, rock staircases, invasive species removal, and painting.

The **Discover the Power of Parks** program had 22,347 program attendees and 42,639 park visitor contacts. Once again the DPP Rangers hosted about 1,000 4<sup>th</sup> and 5<sup>th</sup> graders for a field trip to Bear Brook State Park in the spring and also presented fall outreach programs to 48 community groups.

### CONSULTANT SERVICES.

- Tahawus Trails LLC (a professional trail construction firm) has submitted a proposed scope of work for trail work at **Monadnock State Park**. The division has prioritized the projects and work on “Troop Rock” on the White Cross trail is expected to start next summer.
- **Fort Stark State Historic Site** Historic District Area Form and Phase 1 Archaeological study has been completed by the Public Archaeology Library (PAL). The fort has been eligible for the national register because for its military associations with the development of the US coastal defense system and retains engineering significance as an intact example of a military installation. The archaeological investigations showed that the property has been too compromised to convey meaningful information about its evolving pre-contact or post-war use.

## DIVISION ADMINISTRATION

RIGHT TO KNOW / REQUEST FOR INFORMATION – The Division has received 15 **RTK / RFI requests** to date in FY20. 32 hours have been logged to date with four requests still active. One person has filed 10 requests since April 2019.

### LEGISLATIVE ACTIVITIES

Director Bryce attended a meeting of the **Study Committee on outdated non-regulatory boards, commissions, councils, and advisory boards**. He provided the study committee with general information pertaining to the committees administratively assigned to the Division. He asked the study committee to provide agencies with guidelines for committee reporting requirements so that such reports are useful to the General Court.

AGREEMENTS – The Division is working on the following:

- **Mount Washington Observatory** lease
- **Mount Washington Cog Railway** track expansion at the summit of Mt Washington
- **Nansen Ski Club** agreement for the Nansen Ski Jump site
- **Seacoast Science Center** contract amendment
- **Student Conservation Association** contract

- Lease to operate a portion of **SPNHF** lands as part of Monadnock State Park.
- **White Mountain Attractions** lease
- **3<sup>rd</sup> Party** buildings & improvements
- **Communications sites**

#### SPECIAL USE PERMIT PROGRAM (SUP)

- The **Special Use Permit Program** is growing steadily every year. We have many different activities that take place within the State Park System such as triathlons, bike races, guided hikes, and fundraising by specific organizations or for a cause – to name a few. Additionally, we issue filming permits to organizations who wish to shoot still photos or by using hand-held cameras and drones.
  - Fees associated with these permits include an administrative fee, event fee, facility use fee (for pavilions and other reserved areas), impact fees (such as electricity and additional staff hours), and day-use fees. The total permit fees collected through park headquarters for 2019 is \$111,380.37. In 2018, the total fees collected was \$93,118.45. This number has increased by 20%.
  - The total gross revenue collected by permittees is \$2.6M, with a net revenue of \$979.8K. Permittees fund-raised and donated \$105K.
  - Below is a breakdown of the type of permits issued with 2019 year to date versus 2018 calendar year:

#### • SUP by Permit Type:

Permit Type	2018	2019	% Change
Cancelled	0	7	100.0
Filming Permits	10	17	70.0
Guiding Permits	2	1	(50.0)
Special Use Permits	154	156	1.3
<b>Grand Total</b>	<b>166</b>	<b>181</b>	<b>9.0</b>

#### SUP by Management Region:

Mgmt. Region	2018	2019	% Change
Central Region	16	21	31.3
Franconia Notch	7	8	14.3
Great North Woods	13	10	(23.1)
Historic Sites	1	1	0.0
Mt. Washington	8	10	25.0
Multiple locations	8	8	0.0
Seacoast Region	56	52	(7.1)
South Region	26	32	23.1
Trails Bureau	31	39	25.8
<b>Grand Total</b>	<b>166</b>	<b>181</b>	<b>9.0</b>

#### PUBLIC INFORMATION OFFICER AND MARKETING REPORT

- On Dec. 16, NH State Parks met with our marketing firm, GYK Antler to review the **2019 marketing plan** and plan for **2020 marketing campaigns**. Efforts last fall concentrated on targeting the fall leaf peepers and ramping up gift card and online store sales. These marketing campaigns revolved around a Search Engine Marketing ads and social media ads, both paid and organic. Timing was a priority to maximize holiday sales.
- Following the **retail sales campaign**, we shifted to promoting **First Day Hikes** by utilizing paid social media ads, organic social media posts and promoting media attention with two press releases and providing images and quotes. This campaign is a prime example of how important it is to keep State Parks in the thoughts of our customers year round.
- Parks also discussed with GYK the necessity of starting our **summer season campaigns** even earlier than we did in 2019. Last year's summer campaign paid advertising began in April however, with our

participation in spring outdoor shows, we plan to begin marketing for summer in late February and early March.

- The majority of these early season ads included TV spots, public displays, and social media ads. In 2020 we will experiment with spots on **targeted smart TV channels**. Network TV in NH and the Boston area is very expensive and hard to track ROI. Testing out connected TV in the future would be more efficient and provide us with more targeting and tracking capabilities.
- **Social media** numbers (as of December 31, 2019):
  - Facebook: 270,262 followers
  - Instagram: 47K
  - Twitter: 21.9K
  - YouTube: 1.41K
- **Facebook highlights** (September 30 – December 30, 2019):
  - Daily Engaged Users: 111,100  
(Daily: The number of people who engaged with your Page. Engagement includes any click or story created. (Unique Users))
  - Daily Total Impressions: 3,380,086  
(Daily: The number of times any content from your Page or about your Page entered a person's screen. This includes posts, stories, check-ins, ads, social information from people who interact with your Page and more. (Total Count))
  - Daily Total Reach: 2,934,332  
(Daily: The number of people who had any content from your Page or about your Page enter their screen. This includes posts, check-ins, ads, social information from people who interact with your Page and more. (Unique Users))
  - Video Views: 55,866
  - New Followers: 871
- **NHStateParks.org** (September 30-December 31, 2019)
  - Total page views: 539,064
  - Top pages:
    - Flume Gorge - 34,337
    - Hiking/Trail Maps - 23,395
    - Monadnock - 17,040
    - Snowmobile Conditions - 16,061
    - Franconia Notch - 10,440
  - Geography:
    - Massachusetts: 67,538
    - New Hampshire: 61,348
    - New York: 15,599
  - Demographics:
    - Female: 51%
    - Male: 49%
    - Age 25-34: 25%
    - Age 45-54: 19%
    - Age 35-44: 19%

- **Press Releases:**

12/27/2019 - Celebrate New Year's Day with NH State Park First Day Hikes

Come join New Hampshire Division of Parks and Recreation and our partners on a rejuvenating family-friendly hike this New Year's Day. Five state parks across New Hampshire will host free hikes to providing the opportunity for individuals and families to welcome in 2020 in the outdoors, exercising and connecting with nature.

12/27/2019 - Cancelled due to the Winter Storm - New Year's Eve Open House and Fireworks at Hampton Beach State Park

The NH Division of Parks and Recreation will host an open house on Tuesday, December 31, 2019 from 6 to 8 p.m. at the Seashell Oceanfront Pavilion at Hampton Beach State Park.

12/22/2019 - Celebrate the New Year in a New Hampshire State Park

New Hampshire State Parks invites the public to kick off the New Year and New Year's Day with a hike. Five state parks across New Hampshire will host free hikes to providing the opportunity for individuals and families to welcome in 2020 in the outdoors, exercising and connecting with nature.

11/08/2019 - Hampton Beach State Park Community Meeting Nov. 19

The Department of Natural and Cultural Resources – Division of Parks and Recreation will host a community meeting on Tuesday, November 19 from 5 to 6:30 p.m. at Seashell Oceanfront Pavilion, 2nd Floor at 180 Ocean Blvd, Hampton, NH 03842.

10/21/2019 - NH Bureau of Trails hosts a public information session on extension of the Ammonoosuc Recreational Trail Oct 30

The N.H. Division of Parks & Recreation, Bureau of Trails, will host a public information session Oct. 30, 2019 regarding the northern extension of the Ammonoosuc Recreational Trail. The session will take place from 6 to 7:30 p.m. at the Littleton Senior Center. The Senior Center is located at 77 Riverglen Lane in Littleton, NH.

10/11/2019 - Public information session to address utility safety upgrade project at Miller State Park

N.H. Department of Natural and Cultural Resources will host a public information session regarding a utility safety upgrade project at Miller State Park on Oct. 16. The session will take place from 6-8 p.m. at Shieling State Forest in Peterborough.

9/27/2019 - Monadnock State Park welcomes new facility expansion project

NH State Parks will host a ribbon cutting celebration for the expansion and renovation of the toilet building at the Monadnock State Park headquarters at 116 Poole Road Jaffrey, NH at 1 p.m. on Oct. 4. The public is invited. Heading into the busy summer hiking season, state officials issue reminders of efforts underway to ensure safety for people visiting Franconia Notch State Park (FNSP).

**REPORTS PROVIDED SEPARATELY:**

- a. Parks Financial Report FY 2019, Summaries only (*DRAFT*)
- b. Parks Forecast Report FY 2020
- c. Parks Comparative Statements FY2020, as of 12-19-19
- d. Visitation & State Park Plate Usage Reports for 2019 season
- e. Complimentary & Discounted Access to State Parks Report FY 2019
- f. Capital, Deferred Maintenance & Park Improvement Projects
- g. SWCAP exemption request on State Park Funds, Oct 3, 2019
- h. Legislation 2020 session