



CITY OF CONCORD

New Hampshire's Main Street™

REPORT TO THE MAYOR AND CITY COUNCIL

FROM: Suzi Pegg, Economic Development Director

DATE: January 29, 2018

SUBJECT: Appropriation Resolution for Sponsorship of Governor's Conference on Tourism

Recommendation

Accept this report and set the attached appropriation resolution for public hearing to fund the City's sponsorship of the New Hampshire Travel Council's Governor's Conference on Tourism.

Background

The City of Concord wishes to become "The Main Street Sponsor" of the 2018 Governor's Conference on Tourism: NH's Main Street, which will be held in Concord on May14-15, 2018. A donation of \$7,000 is required to become "The Main Street Sponsor."

Discussion

The City will benefit from this exclusive sponsorship in that it will have continuous name recognition and alliance with the NH Travel Council in all aspects of the 2018 Governor's Conference on Tourism in the months before, during and after the conference. These benefits include branding of the City of Concord's name and logo via a premium full page ad in the Conference Program; placement of the City's logo on the conference's website, Facebook page, and other social media; one article provided by the City to be featured in the NH Travel Council e-newsletter in a mutually selected month; one ad in six issues of the NH Travel Council's e-newsletter; complimentary registration to the Conference for two; one representative of the City to make opening remarks during the Day 1 Opening Session; one representative of the City to be seated at the head table during the Awards Luncheon; and access to press visitors for both the Economic Development Director and the Public Information Officer.