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STATE OF NEW HAMPSHIRE
DEPARTMENT of NATURAL and CULTURAL RESOURCES
DIVISION of PARKS and RECREATION
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October 28, 2021

The Honorable Karen Umberger, 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 (Division) requests approval of the attached fee package for the marquee winter 2021/22 and summer 2022 seasons for products at Cannon Mountain Aerial Tramway & Ski Area, in addition to Flume Gorge entry products for summer 2022.
2. Further, the Division requests the approval of the 2021/22 Cannon Mountain Winter Special Use Policy, which expands upon Cannon's standard operating parameters.

EXPLANATION

In accordance with RSA 216-A:3-g "*Fees for the use of campgrounds and ski lifts shall be comparable with the fees for use of similar privately owned facilities.*" And, "*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.*" The Franconia Notch State Park (FNSP)/Cannon Mountain management and marketing 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 as well as 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.

The FNSP/Cannon team took major steps in 2020 and 2021 by engaging proactively in online advance sales, and successfully managed its revenue collection and crowd size control during the COVID-19 pandemic to ensure positive guest experiences. Robust price increases during the winter 2020/21 season and 2021 summer season were well-received when imparted along with reduced crowds, and the scenario led to positive net earnings results in supporting both the ski area and the state park system. Increases were acceptable but in general, have peaked from a perceived value perspective.

With this submission, in order to properly plan its ongoing logistics and more actively steer its market toward online advance sales, the FNSP/Cannon team seeks the authority to maintain its current seasonal pricing for those buying passes online in advance, but to institute a surcharge for same-day online or on-site sales, consistent with ski and outdoor recreation industry standards.

Of Cannon's 5 leading winter competitors and FNSP's 5 leading summer competitors, all but one offer differential pricing between advance purchase and same-day purchase rates. Online sales average 75% of winter transactions and 50% of summer transactions with these competitors. FNSP/Cannon will still be very well-positioned in northern New England from a value perspective.

Please reference the attachment detail documents included with this submission to the fiscal impact calculations and a competitive comparison summary.

Please note that the requested fees are maximums and may be adjusted downward to address market conditions. Promotional items may be added to our product menu throughout the coming winter or summer seasons as we seek to leverage opportunities from improved market conditions or if other such unforeseen opportunities arise.

The Cannon Mountain Winter Special Use Policy outlines those special uses that are consistent with ski industry standard practices. The team at FNSP/Cannon has taken a far more active approach within the last 15 years in utilizing the policy as a marketing and merchandising tool, and heavily targets the specific audiences receiving benefits. The policy is adapted and adjusted annually to remain consistent with industry standards, and to meet specific needs and requests while achieving the Division's stewardship and recreation mission.

Respectfully submitted,



Philip A. Bryce
Director

Concurred,

(15M)



Sarah L. Stewart
Commissioner

Cannon Mountain Aerial Tramway & Ski Area // Relative to Fee Package

- Relative to annual request for approval on Cannon's marquee Summer and Winter season items
 - Relative to annual request for approval on Cannon Mountain Winter Special Use Policy
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Pricing Structure / Revenue Management

Pricing Structure

- Fiscal Committee review (primary winter/summer products) each spring or fall

- Adult, Teen, College, Military, Junior, Senior one-day ticket rates
- Tuckerbrook Family Area (with Eagle Cliff add-on) one-day ticket rate
- NH Resident (Wednesday) one-day ticket rate
- Adult, Teen, College, Military, Junior, Senior, Child regular season pass rates
- Adult, Teen, College, Military, Junior, Senior, Child (NH Resident) season pass rates
- Adult single day rental package / Snowsports clinic rate
- Adult and Junior winter round trip Tramway rates
- Adult and Junior summer round trip Tramway rates
- Cannon Mountain Winter Special Use Policy

A comprehensive annual review of all individual and group ticket and/or season pass pricing shall be undertaken (after annual Fiscal Committee review and approval of primary winter products) by the General Manager, Sales Manager, and Cannon/FNSP Director of Sales and Marketing. The criteria for setting such pricing shall be other NH area comparison, operating cost increases, market segment utilization, and RSA requirements, in addition to Cannon's commitment to providing a good value for price paid at every price point. Said pricing shall be submitted to the DNCR Business Office for review and approval prior to being released, to ensure that RSA's are followed, and that there is neither an assured loss due to undervaluing the area's products, or an undue burden placed upon its guests.

- DNCR Business Office review (in addition to rates above)

- Multi-day ticket rates
- Promotional and partnership ticket and season pass rates
- Snowsports School (including nursery facility) daily and seasonal program rates
- Rental and Repair daily and seasonal program rates
- Retail Operations and self-owned and operated food & beverage rates
- Cannon Mountain Winter Special Use Policy

A comprehensive review of multi-day ticket rates, promotional and partnership ticket and season pass rates, and SnowSports School, and/or Rental/Repair, and/or Retail and F&B pricing shall be undertaken annually (after annual Fiscal Committee review and approval of primary winter products) by the General Manager, Sales Manager, and Cannon/FNSP Director of Sales and Marketing. In addition, the Snowsports School Director, Rental/Repair Manager, and Retail Manager shall be consulted. The criteria for setting such pricing shall be other NH area comparison, operating cost increases, market segment utilization, and RSA requirements, in addition to Cannon's commitment to providing a good value for price paid at every applicable price point. Said pricing shall be submitted to the DNCR Administration Office for review and approval prior to being released, to ensure that RSA's are followed, and that there is neither an assured loss due to undervaluing the area's products, or an undue burden placed upon its guests.

- Special Use Policy / Fiscal Committee Review / Flexibility in Market Experimentation

The *Cannon Mountain Winter Special Use Policy*, which applies to special use by its staff members and/or their families, ski and snowboard industry representatives, Legislative and Executive Branch users, local and regional schools and charitable organizations, and various other individuals and organizations, shall be re-assessed, amended, and/or re-written by the General Manager annually and submitted to the DNCR Administration Office and Fiscal Committee for review and approval prior to being released. The agency benefits internally and externally by following industry standards related to special use by its own team and industry related individuals and organizations. The agency shall follow RSA protocols when utilizing the Winter Special Use Policy to benefit local and regional schools and charitable organizations, as well as various other individuals and organizations.

Annual Review

- Cannon Mountain's marquee product pricing structure shall be reviewed by the Fiscal Committee
- The Cannon Mountain Winter Special Use Policy shall be reviewed by DNCR and the Fiscal Committee
- DNCR/NH Parks/Cannon shall follow RSA's and maintain the authority to adjust any necessary pricing in the event of:
 - * Severe weather challenges
 - * Adverse or positive market conditions / opportunities
 - * Market experimentation or partnership opportunities
 - * Other promotional opportunities which present themselves throughout the season and/or fiscal year

10/28/21

**State of New Hampshire // Department of Natural & Cultural Resources
Cannon Mountain Aerial Tramway & Ski Area // Franconia Notch State Park - Marquee Products
Proposed Fee Pricing and Comparative Data Submitted for Fiscal Committee review (Fall 2021)**

Cannon Mtn Winter Ticket Products

	20/21 Rate	Advanced Purchase Price 21/22	Same Day Purchase Price 21/22	4-yr avg purchase vol	Rev Inc based on 25% purch vol as same day
Adult 1-day	\$89	\$89	\$99	13,000	\$32,500
Teen/Coll 1-day	\$76	\$76	\$86	4,100	\$10,250
Military 1-day	\$58	\$58	\$68	600	\$1,500
Jr/Sr 1-day	\$66	\$66	\$76	2,000	\$5,000
T-Brook/Eagle	\$54	\$54	\$64	1,300	\$3,250
T-Brook Only	\$43	\$43	\$53	1,300	\$3,250
NH Sr Mdwk Ticket	\$0	\$0	\$0	2,900	\$0
Adult Rental Pkg	\$48	\$48	\$53	2,400	\$3,000
Jr Snowsports	\$49	\$49	\$54	850	\$1,063
Adult Aerial Tram	\$25	\$25	\$28	2,400	\$1,800
Junior Aerial Tram	\$20	\$20	\$23	300	\$225
NH Res Wednesday	\$45	\$45	\$55	3,500	\$8,750
NH State Employee*	\$45	\$45	\$50	100	\$125
Rev Increase on marquee items with \$10 increase on same day @ 25% volume					\$70,713

Competitor Information (Listed rates as of early October 2021)

Resort	Online -vs-Window Tiered or Dynamic Pricing?	Online sales % versus Window Sales %
Attitash	\$99 advance / \$104 window <i>Save \$5 online-advance</i>	50% Online -vs- 50% Window
B-Woods	21/22 not yet published <i>No online savings</i>	100% Online sales
Loon Mtn	\$108 advance / \$120 window <i>Save 10% online-advance</i>	75% Online -vs- 25% Window
Sunapee	\$94 advance / \$114 window <i>Save 22% online-advance</i>	100% Online sales
Waterville	21/22 not yet published <i>Dynamic / save online-advance</i>	80% Online -vs- 20% Window

Source: Poll of General Managers at these five competing properties

Cannon Mtn Winter Season Pass Products

	Advanced Purchase Price 21/22	Same Day Purchase Price 21/22	4-yr avg purchase vol	Rev Inc based on 4 Yr ave sales
Under 6 / Processing Fee	\$39	\$39	N/A	\$0
NH Sr Mdwk / Processing Fee	\$39	\$39	N/A	\$0
Adult Non-NH Resident	\$839	\$879	600	\$24,000
Adult NH Resident (pre Dec 15)	\$629	\$659	900	\$27,000
Adult Military Non-NH Resident	\$399	\$399	50	\$0
Adult Military NH (pre Dec 15)	\$299	\$299	100	\$0
Teen/Sr Non-NH Resident	\$539	\$579	40	\$1,600
Teen/Sr NH Resident (pre Dec 15)	\$404	\$434	260	\$7,800
Sr Military Non-NH Resident	\$235	\$235	20	\$0
Sr Military NH Res (pre Dec 15)	\$176	\$176	35	\$0
Jr Non-NH Resident	\$469	\$509	250	\$10,000
Jr NH Resident (pre Dec 15)	\$351	\$381	250	\$7,500
Young Adult Non-NH Resident	\$569	\$619	140	\$7,000
Young Adult NH Res (pre Dec 15)	\$426	\$464	140	\$5,320
Rev Increase based solely on marquee items listed				\$90,220

Competitor Information (Listed rates as of early October 2021)

Attitash	B-Woods	Loon Mtn	Sunapee	Waterville
N/A	\$30	N/A	N/A	\$25
N/A	N/A	N/A	N/A	N/A
\$999	\$1,099	\$1,399	\$999	\$997
\$999	\$1,099	\$1,399	\$999	\$997
\$189	\$529	\$629	\$189	\$479
\$189	\$529	\$629	\$189	\$479
\$509	\$889	\$629	\$509	\$579
\$509	\$889	\$629	\$509	\$579
\$189	\$529	\$629	\$189	\$479
\$189	\$529	\$629	\$189	\$479
\$509	\$479	\$629	\$509	\$527
\$509	\$479	\$629	\$509	\$527
\$999	\$479	\$629	\$999	\$579
\$999	\$479	\$629	\$999	\$579

Franconia Notch State Park Summer Products

	20/21 Rate	Advanced Purchase Price 2022	Same Day Purchase Price 2022	4-yr avg purchase vol	Rev Inc based on 30% purch vol as same day
Adult Flume Gorge	\$18	\$18	\$21	115,000	\$103,500
Junior Flume Gorge	\$16	\$16	\$19	15,000	\$13,500
Adult Aerial Tram	\$25	\$25	\$28	70,000	\$63,000
Junior Aerial Tram	\$20	\$20	\$23	8,500	\$7,650
Revenue Increase based solely on marquee items listed					\$187,650
Net FNSP-Cannon Revenue Increase based solely upon marquee items listed					\$348,583

Competitor Information (Listed rates as of early October 2021)

ATT Lifts	SUN Lifts	B-W Gondola	Polar Caves	Lost River Gorge
N/A	N/A	N/A	\$25	\$25
N/A	N/A	N/A	\$22	\$22
\$19	\$17	\$21	N/A	N/A
\$16	\$13	\$17	N/A	N/A

* State Employees receive a 50% discount on parks fees per Collective Bargaining Agreement



Cannon Mountain Winter Special Use Policy 2021/22 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, all Centerplate paid employees, all FSC paid employees, all ASPNC paid employees, and all ASPNC "full time" volunteers (all current and in good standing):

Shall be eligible for **three (3) vouchers for a \$45 day ticket** 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 2021/22 winter season**. These vouchers will have a code on them to be used during a required online purchase. There is no restriction on when they may be used during the season (midweek / weekend / holiday), but they **MUST** be booked online and are subject to availability on the day / date requested.

These vouchers 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.

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 \$30 *Wintersteiger* Factory Tune.
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 2021/22 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 - Friday during non-holiday periods;
Part time employees may ski for \$25 Monday - Friday during non-holiday periods

Non-Ski NH member areas:

Full and part-time employees may ski for \$50 Monday - Friday 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 through this program may be acquired only at Guest Services at Notchview Lodge.

PSPA, PSIA, NSPA ** also... see Visiting Ski Area Personnel to see if that applies*

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 book online.**

Rescue Services ** also... see Visiting Ski Area Personnel to see if that applies*

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 book online.

Visiting Ski & Snowboard Shop Employees

The employee must present a dated letter of introduction on shop letterhead (no copies, no desk-top letterhead) signed by the shop owner/manager, a photo ID, and current paycheck stub. **No privileges will be extended without a letter.**

The employee's name must appear on a list of approved employees **submitted by the ski shop to Cannon by the shop owner or manager.**

The employee may exchange the letter for the appropriately priced lift ticket at Guest Services at

Notchview, where the letter will be retained and kept on file.

Shops that participate in Cannon marketing programs and/or are full members of Franconia Notch Chamber of Commerce, Lincoln-Woodstock Chamber of Commerce, Littleton Chamber of Commerce, Twin Mountain Chamber of Commerce, Pemi Valley Chamber of Commerce, or the Mt. Washington Valley Chamber of Commerce will have the following privileges:

Shop Owners and Managers:

Maximum of 2 owners per organization, w/1 store manager per location:
Free skiing/riding on any day, with the following exceptions:

Christmas Week 2021, New Year's Weekend 2021-22, MLK Weekend 2022, and Presidents' Week 2022

Full-time and part-time employees:

Free skiing/riding Monday through Friday non-holiday
\$25 skiing on Sundays and holidays (No Saturdays)

All other shops

(Those not on Cannon co-op programs or affiliated with the local Chambers of Commerce):

Owners, managers, full-time and part-time employees:

\$25 skiing Monday through Friday non-holiday
\$50 Skiing on Sundays and holidays (No Saturdays)

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 industry employees and company representatives on a limited basis. **Must 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 \$200 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) \$15 // Chaperone (1 per 6-10 youths) \$15 // 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) \$20 // Weekend – Holiday Youth \$29 // Midweek Chaperone \$20 (1 per 6-10 youths) // Weekend – Holiday Chaperone \$29 // Additional adults @ current adult group rate. Snowsports School Group Lessons: \$18 midweek / \$22 weekend // Basic Rental Package: \$18 midweek / \$22 weekend // 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.

Franconia Ski Club / Affiliated Partners

In light of the ongoing relationship and 40-year agreement between Franconia Ski Club and Cannon Mountain Aerial Tramway & Ski Area, the NH Director of Parks and Recreation and/or the General Manager may set specific rates each season for tickets to be used by home and visiting competitors for training, competition camps, events, and/or racing, whether specifically at the Mittersill terrain area or throughout the Cannon Mountain trail network.

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, 2021** 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, 2021** 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, 2021 – January 2, 2022

- 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 15-17, 2022

- 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 19-27, 2022

- 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.