

**STATE OF NEW HAMPSHIRE  
DEPARTMENT OF BUSINESS AND ECONOMIC AFFAIRS**

**Regional/Seasonal Creative Asset Collection Expansion  
BEA RFP 2024-03**

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## **SECTION 1 – Overview and Schedule**

### **A. Summary and Objectives**

The New Hampshire Department of Business and Economic Affairs (BEA or “the Agency”) seeks proposals from qualified Vendors to contribute to a comprehensive new collection of regionally and seasonally oriented visual assets – in particular, still images, b-roll video, and produced video segments – that will support the promotion of travel and tourism in New Hampshire. Assets created for this collection will feature New Hampshire’s seven tourism regions, see Attachment D and E, in each of the four seasons: Spring, Summer, Fall, and Winter. As detailed below, BEA intends for this collection to: (1) serve as a resource for travel and tourism partners across New Hampshire seeking to promote their services; and (2) incorporate the state’s branded promotional materials.

Funding for this activity was provided and approved under the Travel, Tourism, and Outdoor Recreation Program of the U.S. Economic Development Agency (EDA), as funded by the American Rescue Plan Act of 2021. EDA’s goal for these funds is to help states invest in a variety of projects that help revitalize safe leisure, business, and international travel. This Request for Proposals (RFP) aims to establish multiple contracts for the period from April 1, 2024 through June 30, 2025, with each contract subject to the approval of the Governor and Executive Council.

This RFP seeks to capture two categories of assets:

#### **1. Regional Assets**

Undertaken by Selected Vendors through this RFP, regional assets capture must include still images and b-roll video footage showcasing activities in all of New Hampshire's seven tourism regions throughout each season. These activities may encompass outdoor recreation, arts and culture, and dining and lodging, among others. Once compiled, BEA and stakeholders within the state's travel and tourism industry may access these regional assets to promote New Hampshire as a vibrant four-season vacation destination, while also showcasing the state's attractive work-life balance for talent and business recruitment purposes. BEA will collaborate with its regional stakeholders and leverage existing knowledge to help identify key experiences and locations for each season.

#### **2. Seasonal Campaign Capture**

The seasonal brand capture will encompass BEA's four seasonal tourism campaigns: Spring, Summer, Fall, and Winter. Selected Vendor(s) under this RFP will be accountable for all aspects of the capture, inclusive of pre-and post-production. The Selected Vendor(s) will collaborate closely with the BEA’s Division of Travel and Tourism Development from conceptualization to the final deliverables.

### **B. Schedule**

The following table sets forth a Schedule of Events for this RFP through contract finalization and approval. The Agency reserves the right to amend this Schedule at its sole discretion and at any time through a published Addendum.

EVENT	DATE	LOCAL TIME
RFP Released (Advertisement)	1/12/2024	
Vendor Inquiry Period Ends	1/16/2024	10:00 AM
Final Agency Responses to Inquiries	1/18/2024	5:00 PM
Full Proposals Due	2/8/2024	12:00 PM
Estimated Notification of Selection and Contract Negotiations	2/20/2024	

**C. Description of Agency issuing the Request for Proposals**

BEA is dedicated to enhancing the economic vitality of New Hampshire while promoting the state as a destination for domestic and international visitors. For more information, visit [visithh.gov](http://visithh.gov), [nheconomy.com](http://nheconomy.com) or [choosenh.com](http://choosenh.com).

In this RFP, “Agency” means the Department of Business and Economic Affairs (BEA). "Vendor" means a person or entity that offers products or services for sale. "Selected Vendor" means the qualified bidder or bidders identified by the Agency as having submitted a proposal scored and ranked among the top proposals according to the criteria set forth in this RFP. “Talent” refers to individuals who appear in the assets/visual images created under contract(s) created through this RFP.

**D. Vendor Instructions**

Vendor must read the entire RFP and submit the required documents in the manner specified in Section 8 of this RFP. All Vendors are responsible for reviewing the most updated information related to this RFP before submitting their proposals.

**SECTION 2 – Requirements and Scope of Work**

As a minimum requirement, all Vendors must demonstrate experience with providing services the same as or equivalent to all of those outlined in the Scope of Work below. (Experience gained through a proposed subcontracting relationship with a prime contractor would meet this requirement). Vendors that fail to meet this requirement will not receive any further consideration.

Vendors may bid on one or both of the asset capture categories set forth in this RFP. Below are the requirements, deliverables, and timelines for each category.

**1. Regional Assets Capture**

- All assets captured under a contract created through this RFP will be property of the State of New Hampshire in perpetuity.
- Selected Vendor(s) will capture the contracted tourism region in each season.
  - The captured assets must show at least 25 iconic locations, activities, scenic shots and/or events per season per tourism region.
    - Selected Vendor(s) will ensure the season is prevalent and easily discernable through the images, for example: Fall = colorful foliage; Winter = snowy; Spring = lush or flowering; Summer = full trees, etc.

- All talent must have signed waivers and the waivers must accompany the final invoice.
  - It is Selected Vendors' responsibility to find talent.
  - All talent must complete a waiver that will be provided to Agency.
  - Agency will provide recommended demos for talent.
- All activities captured must show talent following all relevant and applicable rules, regulations, best practices, and safety recommendations. For example:
  - Paid admissions/fees/tickets, etc., where applicable, must be obtained for Vendor's talent and staff at Vendor's expense.
  - Helmets must be worn for skiing, snowboarding, biking, OHRV, etc.
  - Chairlifts must be ridden with bar down.
  - Backcountry must follow trails, as required.
  - [Leave No Trace](#) principles must be practiced.
- Final videos will be at least 4k native footage, not lower than 1080p and at the highest possible quality format. Each activity should have at least a one-minute b-roll.
- Final images will be at the highest resolution possible so that they may be used for large executions. Each activity/location should have ten final retouched images with 25 additional images. Images should include a mix of both horizontal and vertical orientation of all activities.
- The Agency will provide direction on applicable branding requirements.
- Selected Vendors are responsible for all expenses arising under their contract(s).
- Assets may be used for TV, social and digital ads, print publications, websites, and out-of-home placements (such as billboards, transit takeovers, or posters).

**Key deliverables and deadlines:**

- Provide a highlight reel for each season for each region.
- Provide one- minute b-roll for each activity for each region for each season.
- Provide at least 25 images for each activity for each region for each season.
  - Agency will determine which 10 will be retouched.
- Provide agency with all waivers.
- Each prior season is due 45 days after the official season. See below:
  - Spring: March – May, assets due July 15.
  - Summer: June – August, assets due October 15.
  - Fall: September – November, assets due January 15.
  - Winter: December – February, assets due April 15.

**2. “VisitNH” Seasonal Campaign Capture – Video & Photography**

- All branded assets will be property of the State of New Hampshire with a minimum of 5-year talent usage.
- The Selected Vendor(s) will undertake four Seasonal Shoots, one each for Spring, Summer, Fall, and Winter.
- The Selected Vendor(s) will be responsible for all aspects of the pre-production, production, and postproduction.
- The Selected Vendor(s) will work with the Agency and its designees to determine creative direction, precise location, and specific activities. The following assumptions can be made:

- Five (5) days of shooting for each season (however, one season may be less and the other more). For proposal purposes, plan on twenty (20) days of shooting over the year.
- Each season will have at least two demographic focuses determined in collaboration with the Agency, with options of multiple demographics.
- The Agency will approve the shooting schedule and locations.
- The Selected Vendor(s) should not shoot on questionable weather days without Agency's approval.
- With respect to Talent, the following assumptions can be made:
  - The Selected Vendor(s) will be responsible for casting and talent fees. Usage should be for at least five (5) years. Talent will be reviewed and approved by Agency.
  - The Selected Vendor(s) will be responsible for wardrobe/accessories/hair/makeup. Wardrobe will be approved by the Agency.
  - Talent will reflect the diverse array of people that visit New Hampshire each year, including people of color, veterans, individuals with disabilities, and others.
- Locations:
  - The Selected Vendor(s) will be responsible for permitting and working with the locations for filming.
  - As appropriate, the Agency will undertake the initial outreach to selected and connect the Selected Vendor(s) to locations representatives.
- The finished branded assets will be used for the seasonal campaigns and must be approved by the Agency. The Selected Vendor(s) should allow for at least three rounds of review/edits.

**Key deliverables and deadlines:**

- Film deliverables for each season:
  - Two :30 TV Spots
  - Four-Six :15 spots
  - Four-Six :10 videos
  - Four-Six :06 videos
  - Two 2-minute b-roll (for each demographic)
  - All raw video.
- Photography deliverables:
  - Agency to receive six (6) touched-up images of every activity in each season, of Agency's choosing.
  - All images must be provided in folders by activity by season.
- Waivers for talent must be provide for each activity, by season.
- Each prior season deliverables have the following timelines:
  - Spring: March – May, assets due July 15, 2024.
  - Summer: June – August, assets due October 15, 2024.
  - Fall: September – November, assets due January 15, 2025
  - Winter: December – February, assets due April 15, 2025.

## **SECTION 3 – Contract Terms and Conditions**

### **A. Non-Exclusive Contract**

Any resulting Contract from this RFP will be a non-exclusive Contract. The Agency reserves the right, at its discretion, to retain other contractors to provide any of the services or deliverables identified in this RFP or make an award by item, part or portion of an item, or group of items.

### **B. Award**

If the Agency decides to award one or more contracts as a result of this RFP process, any award is contingent upon approval of the contract(s) by the Governor and Executive Council of the State of New Hampshire and upon continued appropriation of funding for the contract.

### **C. Standard Contract Terms**

The Agency will require the Selected Vendor to execute a contract using the Standard Terms and Conditions of the State of New Hampshire (Form P-37) which is attached as Appendix A. In no event is Vendor to submit its own standard contract terms and conditions as a replacement for the state's terms in response to this solicitation.

The terms of this RFP and the Selected Vendor's Proposal will be used to form the terms of any resulting contract. The resulting contract may incorporate some or all of the selected vendor's Proposal. References in the P-37 to Exhibits A, B and C are references to the required structure of any resulting contract (Exhibit A – Special Provisions/Amendments to the P-37; Exhibit B – Scope of Services; and Exhibit C – Payment Terms) and are not references to sections of this RFP.

To the extent that Vendor believes that exceptions to the contract terms in Appendix A will be necessary for Vendor to enter into the contract, Vendor must note those issues during the Vendor Inquiry Period, as further described Section 4B.

## **SECTION 4 – Request for Proposal Process**

### **A. Agency Point of Contact/Restriction of Contact with Agency Employees**

The sole point of contact for this RFP, from the RFP issue date until the approval of the resulting contract by the Governor and Executive Council is:

**Brittany Littlefield** [Brittany.L.Littlefield@livefree.nh.gov](mailto:Brittany.L.Littlefield@livefree.nh.gov)

From the date of release of this RFP until an award is made and announced regarding the selection of one or more Vendors, all communication with personnel employed by or under contract with the Agency regarding this RFP is prohibited unless first approved by the RFP's sole point of contact. Agency employees have been directed not to hold conferences and/or discussions concerning this RFP with any potential contractor during the selection process, unless otherwise authorized by the RFP's sole point of contact. Vendors may be disqualified for violating this restriction on communications.

## **B. Vendor Inquiries**

All inquiries concerning this RFP, including but not limited to, requests for clarifications, questions, any changes to the RFP, and any exceptions to the contract terms in Appendix A, including the Form P-37, shall be submitted via email to the Agency's sole point of contact, specified above. Inquiries must be received by the end of Vendor inquiry period (see Schedule of Events herein). Vendor must identify the RFP name and the number and include Vendor's name, telephone number, and e-mail address.

The Agency will issue responses to properly submitted inquiries on or before the date specified in the Schedule of Events; however, this date is subject to change at the Agency's discretion. The Agency may consolidate and/or paraphrase questions for sufficiency and clarity. The Agency may, at its discretion, amend this RFP on its own initiative or in response to issues raised by inquiries, as it deems appropriate. **In response to requested exceptions to P-37, the Agency will review requested exceptions and accept, reject, or note that it is open to negotiation of the proposed exception at its sole discretion. Questions about or requested exceptions to the RFP, Form P-37 and/or any relevant attachments not raised during the inquiry period are waived.** Oral statements, representations, clarifications, or modifications concerning the RFP shall not be binding upon the Agency. Official responses by the Agency will be made only in writing by the process described above. Vendors shall be responsible for reviewing the most updated information related to this RFP before submitting a proposal.

## **SECTION 5 – RFP Terms and Conditions**

### **A. Debarment**

Vendors who are ineligible to bid on proposals, bids or quotes issued by the Department of Administrative Services, Division of Procurement and Support Services pursuant to the provisions of RSA 21-I:11-c shall not be considered eligible for an award under this RFP.

### **B. Proposal Preparation Cost**

By submitting a proposal, Vendor agrees that in no event shall the Agency be either responsible for or held liable for any costs incurred by Vendor in the preparation of or in connection with the Proposal, or for work performed prior to the Effective Date of a resulting Contract.

### **C. Validity of Proposal**

Proposals must be valid for one hundred and eighty (180) days following the deadline for submission of Proposals in Schedule of Events, or until the Effective Date of any resulting contract, whichever is later.

### **D. RFP Addendum**

The Agency reserves the right to amend this RFP at its discretion, prior to the Proposal submission deadline. In the event of an addendum to this RFP, the Agency, at its sole discretion, may extend the Proposal submission deadline, as it deems appropriate.

**E. Non-Collusion**

Vendor's signature on a Proposal submitted in response to this RFP guarantees that the prices, terms and conditions, and work quoted have been established without collusion with other Vendors and without effort to preclude the Agency from obtaining the best possible competitive Proposal.

**F. Property of the Agency**

All material received in response to this RFP shall become the property of the Agency and will not be returned to Vendor. Upon contract award, the Agency reserves the right to use any information presented in any Proposal.

**G. Proposal Confidentiality**

Unless necessary for the approval of a contract, the substance of a proposal must remain confidential until the Effective Date of any contract resulting from this RFP. A vendor's disclosure or distribution of Proposals other than to the Agency may be grounds for disqualification.

**H. Public Disclosure**

The information submitted in response to this RFP (including all materials submitted in connection with it, such as attachments, exhibits, addenda, and presentations), any resulting contract, and information provided during the contractual relationship may be subject to public disclosure under Right-to-Know law, including RSA 91-A. In addition, in accordance with RSA 9-F:1, any contract entered into as a result of this RFP will be made accessible to the public online via the website Transparent NH (<http://www.nh.gov/transparentnh/>) Confidential, commercial or financial information may be exempt from public disclosure under RSA 91-A:5, IV. If a vendor believes any information submitted in response to this RFP should be kept confidential, Vendor must specifically identify that information where it appears in the submission in a manner that draws attention to the designation and must mark/stamp each page of the materials that the vendor claims must be exempt from disclosure as "CONFIDENTIAL." Vendors must also provide a letter to the person listed as the point of contact for this RFP, identifying the specific page number and section of the information you consider to be confidential, commercial or financial and providing your rationale for each designation. Marking or designating an entire proposal, attachment or section as confidential shall neither be accepted nor honored by the state. Vendors must also provide a separate copy of the full and complete document, fully redacting those portions and shall note on the applicable page or pages that the redacted portion or portions are "confidential."

Submissions which do not conform to these instructions by failing to include a redacted copy (if necessary), by failing to include a letter specifying the rationale for each redaction, by failing to designate the redactions in the manner required by these instructions, or by including redactions which are contrary to these instructions or operative law may be rejected by the state as not conforming to the requirements of the proposal.

Pricing, which includes but is not limited to the administrative costs and other performance guarantees in Proposals or any subsequently awarded contract shall be subject to public disclosure regardless of whether it is marked as confidential.

Notwithstanding a vendor's designations, the state is obligated under the Right-to-Know law to conduct an independent analysis of the confidentiality of the information submitted in a proposal.

If a request is made to the state to view or receive copies of any portion of the proposal, the state shall first assess what information it is obligated to release. The state will then notify Vendor that a request has been made; indicate what, if any, information the state has assessed is confidential and will not be released; and specify the planned release date of the remaining portions of the proposal. To halt the release of information by the state, Vendor must initiate and provide to the state, prior to the date specified in the notice, a court action in the Superior Court of the State of New Hampshire, at its sole expense, seeking to enjoin the release of the requested information.

By submitting a proposal, Vendor(s) acknowledge and agree that:

- The state may disclose any and all portions of the proposal or related materials which are not marked as confidential and/or which have not been specifically explained in the letter to the person identified as the point of contact for this RFP;
- The state is not obligated to comply with Vendor's designations regarding confidentiality and must conduct an independent analysis to assess the confidentiality of the information submitted in your proposal; and
- The state may, unless otherwise prohibited by court order, release the information on the date specified in the notice described above without any liability to Vendor.

**I. Electronic Posting of RFP Results and Resulting Contract**

At the time of receipt of proposals, the Agency will post the number of responses received with no further information. No later than five (5) business days prior to submission of a contract to the Department of Administrative Services, the Agency will post the ranks or scores of each responding Vendor. In the event that the contract does not require Governor & Executive Council approval, the Agency will disclose the rank or score at least 5 business days before final approval of the contract.

Pursuant to RSA 91-A and RSA 9-F:1, the Secretary of State will post to the public any document submitted to G&C for approval, including contracts resulting from this RFP, and posts those documents on its website (<https://sos.nh.gov/administration/miscellaneous/governor-executive-council/>). By submitting a proposal, vendors acknowledge and agree that, in accordance with the above mentioned statutes and policies, (and regardless of whether any specific request is made to view any document relating to this RFP), any contract resulting from this RFP that is submitted to G&C for approval will be made accessible to the public online.

**J. Electronic Posting of RFP Results and Resulting Contract**

Notwithstanding any other provision of this RFP, this RFP does not commit the Agency to award a contract. The Agency reserves the right, at its sole discretion, to reject any and all proposals, or any portions thereof, at any time; to cancel this RFP; and to solicit new proposals under a new acquisition process.

**K. Electronic Posting of RFP Results and Resulting Contract**

From the time this RFP is published until a contract is awarded, no vendor shall offer or give, directly or indirectly, any gift, expense reimbursement, or honorarium, as defined by RSA 15-B, to any elected official, public official, public employee, constitutional official, or family member

of any such official or employee who will or has selected, evaluated, or awarded an RFP, or similar submission. Any vendor that violates RSA 21-G:38 shall be subject to prosecution for an offense under RSA 640:2. Any vendor who has been convicted of an offense based on conduct in violation of this section, which has not been annulled, or who is subject to a pending criminal charge for such an offense, shall be disqualified from bidding on the RFP, or similar request for submission and every such vendor shall be disqualified from bidding on any RFP or similar request for submission issued by any state agency. A vendor that was disqualified under this section because of a pending criminal charge which is subsequently dismissed, results in an acquittal, or is annulled, may notify the department of administrative services, which shall note that information on the list maintained on the state’s internal intranet system, except in the case of annulment, the information, shall be deleted from the list.

**L. Challenges to Identification of Selected Vendor**

Within five (5) business days of the Agency’s posting of the rank or score on its website, vendors may, in accordance with RSA 21-G:37, request that the Agency review its selection process. The request must be in writing and must specify all points on which the vendor believes the Agency erred in its process and shall contain such argument in support of its position as the vendor seeks to present. In its request for review, a vendor shall not submit, and an Agency will not accept nor consider, any substantive information that was not included in the original proposal. The Agency will respond to the request within five (5) business days of its receipt.

**SECTION 6 – Evaluation of Proposals**

**A. Criteria for Evaluation and Scoring**

The Agency will evaluate each responsive Proposal using a scoring scale of 100 points, which will be distributed as set forth in the table below.

CATEGORIES	POINTS
TECHNICAL PROPOSAL with the following potential maximum scores for each Technical Proposal category;	100
Experience and Qualifications of Key Staff and Subcontractors (if any)	30
Overall Strategy and Approach to Scope of Work	30
Creativity/Innovation	20
Budget Approach/Cost Effectiveness of Work	20
TOTAL MAXIMUM POINTS	100

The Agency will select one or more vendors based upon the criteria and standards contained in this RFP and from applying the weighting in this section. Oral interviews and reference checks, to the extent they are utilized by the Agency, may be used to refine and finalize scores.

If the Agency, decides to make one or more awards based on these evaluations, the Agency will notify the Selected Vendor(s). Should the Agency be unable to reach agreement with the Selected Vendor(s) during contract discussions, the Agency may then undertake contract discussions with the next preferred Vendor and so on, or the Agency may reject all proposals, cancel this RFP, or solicit new Proposals under a new acquisition process.

## **B. Planned Evaluations Steps**

The Agency plans to use the following process:

- Step 1. Initial screening to ensure that the Proposals comply with submission requirements;
- Step 2. Preliminary evaluation of the Technical Proposals;
- Step 3. Oral interviews and Product Demonstrations (if necessary);
- Step 4. Final Scoring of Technical Proposals; and
- Final Selection: Select the highest scoring vendor(s) and begin contract execution.

## **C. Step 1: Initial Screening**

The Agency will conduct an initial screening to verify vendor compliance with the proposal submission requirements set forth in Sections 4 and 7. The Agency may waive or offer a limited opportunity to cure immaterial deviations from the RFP requirements if it is determined to be in the best interest of the state.

## **D. Step 2: Preliminary Technical Scoring of Proposals**

The Agency will establish an evaluation team to review for compliance of the minimum requirements as set forth in Section 2. This evaluation team will then review the technical proposals and give a preliminary score to the technical proposals under the guidelines set forth in Section 6. Price proposals will be considered during this review under the “budget approach/cost effectiveness of work” category. Vendors should provide detailed pricing.

## **E. Step 3: Oral Interviews and Product Demonstrations**

If the Agency determines that it is appropriate, vendors may be invited to oral interviews and/or product demonstrations including demonstrations of any proposed automated systems or technology components. The Agency retains the sole discretion to determine whether to conduct oral interviews, with which vendors; and the number of interviews. Vendors are advised that the Agency may decide to conduct interviews with less than all responsive vendors.

The purpose of oral interviews and product demonstrations is to clarify and expound upon information provided in the written proposals. Vendors are prohibited from altering the basic substance of their proposals during the oral interviews and product demonstrations. The Agency may ask the vendor to provide written clarifications of elements in their technical proposal regardless of whether it intends to conduct oral interviews.

Information gained from oral interviews and product demonstrations will be used to refine technical review scores assigned from the initial review of the proposals.

## **F. Step 4: Final Technical Scoring of Proposals**

Following oral interviews, product demonstrations, reference checks (if appropriate) and/or review of written clarifications of proposals requested by the Agency, the evaluation team will determine a final score for each technical proposal, with such final scoring to include the price proposal under the “budget approach/cost effectiveness of work” category. Vendors are advised that this is not a low bid award and that the scoring of the price proposal will be combined with the scoring of the technical proposal to determine the overall highest scoring vendor.

**G. Agency’s Option to Request Best and Final Offer**

All proposals should be submitted on the most favorable terms that the Vendor can offer. Nonetheless, in the event that conditions warrant, the Agency reserves the right to request a Best and Final Offer that allows the Agency to make the most informed decision possible, such as delivery terms, warranty information, and other important details about the products and services being offered.

**H. Final Selection**

The Agency will conduct a final selection based on the final evaluation of the proposals or, if requested, as a result of the Best and Final Offer, and begin contract discussions with the Selected Vendor(s).

**I. Rights of the Agency in Accepting and Evaluating Proposals**

The Agency reserves the right, at its sole discretion, to:

- Make independent investigations in evaluating proposals;
- Request additional information to clarify elements of a proposal;
- Waive minor or immaterial deviations from the RFP and contract requirements, if determined to be in the best interest of the state;
- Omit any planned evaluation step if, in the Agency’s view, the step is not needed;
- Reject any and all proposals at any time; and
- Open contract discussions with the second or next-highest scoring vendor and so on, if the Agency is unable to reach an agreement on contract terms with the higher scoring vendor(s).

**SECTION 7 – Process for Submitting a Proposal**

**A. Proposal Submission, Deadline, and Location Instructions**

Proposals submitted in response to this RFP must be received no later than the Proposal Due Date specified in the Schedule of Events, herein.

The price proposal will be reviewed as part of the overall technical proposal. Vendors must include pricing information with the technical proposal.

Unless waived as a non-material deviation in accordance with Section 6, late submissions will not be accepted and will be returned to Vendor(s) unopened. Delivery of the Proposals shall be at Vendor’s expense. The time of receipt shall be considered when a Proposal has been officially documented by the Agency, in accordance with its established policies, as having been received at the location designated below. The Agency accepts no responsibility for damaged, mislabeled, or undeliverable mailed or emailed proposals. Any damage that may occur due to shipping shall be the vendor’s responsibility.

Proposals must be submitted electronically and must include one full proposal and one with all Confidential Information fully redacted, as provided for in Section 5H of this RFP.

## **Electronic Proposals**

Electronic Proposals must be addressed as follows:

**TO:** Brittany Littlefield, [Brittany.L.Littlefield@livefree.nh.gov](mailto:Brittany.L.Littlefield@livefree.nh.gov)

**CC:** Amy Bassett, [Amy.O.Bassett@livefree.nh.gov](mailto:Amy.O.Bassett@livefree.nh.gov)

*Subject line must include:* RESPONSE TO RFP: Tourism Asset Collection

Electronic Submissions must be submitted using a Searchable PDF Format.

## **SECTION 8 – Proposal Content and Requirements**

Proposals shall follow the below format and provide the required information set forth below:

- Provide UEI number and proof of registration at [SAM.gov](http://SAM.gov).
- Complete Contractor Data Sheet (Attachment B).
- A written one-page introductory statement including:
  - Experience in providing services as described in the Scope of Work in Section 2
  - Summary of technical proposal (with overall price, regions, and activities the Vendor will undertake to respond to the Scope of Work)
- Technical Proposal:
  - Vendor’s background and relevant experience
  - Experience of participating personnel
  - General strategy for delivering assets of highest quality, value, and impact
  - Plan for addressing each item of the Scope of Work in Section 2
    - Include examples of past work relevant to work being proposed
- Financial Terms: Complete “Rates and Fees Schedule” (Attachment C) to identify and delineate the specific category/ies of this RFP that Vendor is bidding on; and
- Any proposed special conditions to the contract the Vendor is seeking, including any changes to the standard terms and conditions in Attachment A.

**ATTACHMENT A - Form P-37, Standard Contract Form**

**FORM NUMBER P-37 (version 2/23/2023)**

**Notice:** This agreement and all of its attachments shall become public upon submission to Governor and Executive Council for approval. Any information that is private, confidential or proprietary must be clearly identified to the agency and agreed to in writing prior to signing the contract.

**AGREEMENT**

The State of New Hampshire and the Contractor hereby mutually agree as follows:

**GENERAL PROVISIONS**

**1. IDENTIFICATION.**

1.1 State Agency Name Click or tap here to enter text.		1.2 State Agency Address	
1.3 Contractor Name		1.4 Contractor Address	
1.5 Contractor Phone Number	1.6 Account Unit and Class	1.7 Completion Date	1.8 Price Limitation
1.9 Contracting Officer for State Agency		1.10 State Agency Telephone Number	
1.11 Contractor Signature  <div style="text-align: right;">Date:</div>		1.12 Name and Title of Contractor Signatory	
1.13 State Agency Signature  <div style="text-align: right;">Date:</div>		1.14 Name and Title of State Agency Signatory	
1.15 Approval by the N.H. Department of Administration, Division of Personnel <i>(if applicable)</i>  By: _____ Director, On: _____			
1.16 Approval by the Attorney General (Form, Substance and Execution) <i>(if applicable)</i>  By: _____ On: _____			
1.17 Approval by the Governor and Executive Council <i>(if applicable)</i>  G&C Item number: _____ G&C Meeting Date: _____			

**2. SERVICES TO BE PERFORMED.** The State of New Hampshire, acting through the agency identified in block 1.1 (“State”), engages contractor identified in block 1.3 (“Contractor”) to perform, and the Contractor shall perform, the work or sale of goods, or both, identified and more particularly described in the attached EXHIBIT B which is incorporated herein by reference (“Services”).

**3. EFFECTIVE DATE/COMPLETION OF SERVICES.**

3.1 Notwithstanding any provision of this Agreement to the contrary, and subject to the approval of the Governor and Executive Council of the State of New Hampshire, if applicable, this Agreement, and all obligations of the parties hereunder, shall become effective on the date the Governor and Executive Council approve this Agreement, unless no such approval is required, in which case the Agreement shall become effective on the date the Agreement is signed by the State Agency as shown in block 1.13 (“Effective Date”).

3.2 If the Contractor commences the Services prior to the Effective Date, all Services performed by the Contractor prior to the Effective Date shall be performed at the sole risk of the Contractor, and in the event that this Agreement does not become effective, the State shall have no liability to the Contractor, including without limitation, any obligation to pay the Contractor for any costs incurred or Services performed.

3.3 Contractor must complete all Services by the Completion Date specified in block 1.7.

**4. CONDITIONAL NATURE OF AGREEMENT.**

Notwithstanding any provision of this Agreement to the contrary, all obligations of the State hereunder, including, without limitation, the continuance of payments hereunder, are contingent upon the availability and continued appropriation of funds. In no event shall the State be liable for any payments hereunder in excess of such available appropriated funds. In the event of a reduction or termination of appropriated funds by any state or federal legislative or executive action that reduces, eliminates or otherwise modifies the appropriation or availability of funding for this Agreement and the Scope for Services provided in EXHIBIT B, in whole or in part, the State shall have the right to withhold payment until such funds become available, if ever, and shall have the right to reduce or terminate the Services under this Agreement immediately upon giving the Contractor notice of such reduction or termination. The State shall not be required to transfer funds from any other account or source to the Account identified in block

1.6 in the event funds in that Account are reduced or unavailable.

**5. CONTRACT PRICE/PRICE LIMITATION/PAYMENT.**

5.1 The contract price, method of payment, and terms of payment are identified and more particularly described in EXHIBIT C which is incorporated herein by reference.

5.2 Notwithstanding any provision in this Agreement to the contrary, and notwithstanding unexpected circumstances, in no event shall the total of all payments authorized, or actually made hereunder, exceed the Price Limitation set forth in block 1.8. The payment by the State of the contract price shall be the only and the complete reimbursement to the Contractor for all expenses, of whatever nature incurred by the Contractor in the performance hereof, and shall be the only and the complete compensation to the Contractor for the Services.

5.3 The State reserves the right to offset from any amounts otherwise payable to the Contractor under this Agreement those liquidated amounts required or permitted by N.H. RSA 80:7 through RSA 80:7-c or any other provision of law.

5.4 The State’s liability under this Agreement shall be limited to monetary damages not to exceed the total fees paid. The Contractor agrees that it has an adequate remedy at law for any breach of this Agreement by the State and hereby waives any right to specific performance or other equitable remedies against the State.

**6. COMPLIANCE BY CONTRACTOR WITH LAWS AND REGULATIONS/EQUAL EMPLOYMENT OPPORTUNITY.**

6.1 In connection with the performance of the Services, the Contractor shall comply with all applicable statutes, laws, regulations, and orders of federal, state, county or municipal authorities which impose any obligation or duty upon the Contractor, including, but not limited to, civil rights and equal employment opportunity laws and the Governor’s order on Respect and Civility in the Workplace, Executive order 2020-01. In addition, if this Agreement is funded in any part by monies of the United States, the Contractor shall comply with all federal executive orders, rules, regulations and statutes, and with any rules, regulations and guidelines as the State or the United States issue to implement these regulations. The Contractor shall also comply with all applicable intellectual property laws.

6.2 During the term of this Agreement, the Contractor shall not discriminate against employees or applicants for employment because of age, sex, sexual orientation, race, color, marital status, physical or

mental disability, religious creed, national origin, gender identity, or gender expression, and will take affirmative action to prevent such discrimination, unless exempt by state or federal law. The Contractor shall ensure any subcontractors comply with these nondiscrimination requirements.

6.3 No payments or transfers of value by Contractor or its representatives in connection with this Agreement have or shall be made which have the purpose or effect of public or commercial bribery, or acceptance of or acquiescence in extortion, kickbacks, or other unlawful or improper means of obtaining business.

6.4. The Contractor agrees to permit the State or United States access to any of the Contractor's books, records and accounts for the purpose of ascertaining compliance with this Agreement and all rules, regulations and orders pertaining to the covenants, terms and conditions of this Agreement.

## **7. PERSONNEL.**

7.1 The Contractor shall at its own expense provide all personnel necessary to perform the Services. The Contractor warrants that all personnel engaged in the Services shall be qualified to perform the Services, and shall be properly licensed and otherwise authorized to do so under all applicable laws.

7.2 The Contracting Officer specified in block 1.9, or any successor, shall be the State's point of contact pertaining to this Agreement.

## **8. EVENT OF DEFAULT/REMEDIES.**

8.1 Any one or more of the following acts or omissions of the Contractor shall constitute an event of default hereunder ("Event of Default"):

8.1.1 failure to perform the Services satisfactorily or on schedule;

8.1.2 failure to submit any report required hereunder; and/or

8.1.3 failure to perform any other covenant, term or condition of this Agreement.

8.2 Upon the occurrence of any Event of Default, the State may take any one, or more, or all, of the following actions:

8.2.1 give the Contractor a written notice specifying the Event of Default and requiring it to be remedied within, in the absence of a greater or lesser specification of time, thirty (30) calendar days from the date of the notice; and if the Event of Default is not timely cured, terminate this Agreement, effective two (2) calendar days after giving the Contractor notice of termination;

8.2.2 give the Contractor a written notice specifying the Event of Default and suspending all payments to be made under this Agreement and ordering that the portion of the contract price which would otherwise

accrue to the Contractor during the period from the date of such notice until such time as the State determines that the Contractor has cured the Event of Default shall never be paid to the Contractor;

8.2.3 give the Contractor a written notice specifying the Event of Default and set off against any other obligations the State may owe to the Contractor any damages the State suffers by reason of any Event of Default; and/or

8.2.4 give the Contractor a written notice specifying the Event of Default, treat the Agreement as breached, terminate the Agreement and pursue any of its remedies at law or in equity, or both.

## **9. TERMINATION.**

9.1 Notwithstanding paragraph 8, the State may, at its sole discretion, terminate the Agreement for any reason, in whole or in part, by thirty (30) calendar days written notice to the Contractor that the State is exercising its option to terminate the Agreement.

9.2 In the event of an early termination of this Agreement for any reason other than the completion of the Services, the Contractor shall, at the State's discretion, deliver to the Contracting Officer, not later than fifteen (15) calendar days after the date of termination, a report ("Termination Report") describing in detail all Services performed, and the contract price earned, to and including the date of termination. In addition, at the State's discretion, the Contractor shall, within fifteen (15) calendar days of notice of early termination, develop and submit to the State a transition plan for Services under the Agreement.

## **10. PROPERTY OWNERSHIP/DISCLOSURE.**

10.1 As used in this Agreement, the word "Property" shall mean all data, information and things developed or obtained during the performance of, or acquired or developed by reason of, this Agreement, including, but not limited to, all studies, reports, files, formulae, surveys, maps, charts, sound recordings, video recordings, pictorial reproductions, drawings, analyses, graphic representations, computer programs, computer printouts, notes, letters, memoranda, papers, and documents, all whether finished or unfinished.

10.2 All data and any Property which has been received from the State, or purchased with funds provided for that purpose under this Agreement, shall be the property of the State, and shall be returned to the State upon demand or upon termination of this Agreement for any reason.

10.3 Disclosure of data, information and other records shall be governed by N.H. RSA chapter 91-A and/or other applicable law. Disclosure requires prior written approval of the State.

**11. CONTRACTOR'S RELATION TO THE STATE.** In the performance of this Agreement the Contractor is in all respects an independent contractor, and is neither an agent nor an employee of the State. Neither the Contractor nor any of its officers, employees, agents or members shall have authority to bind the State or receive any benefits, workers' compensation or other emoluments provided by the State to its employees.

**12. ASSIGNMENT/DELEGATION/SUBCONTRACTS.**

12.1 Contractor shall provide the State written notice at least fifteen (15) calendar days before any proposed assignment, delegation, or other transfer of any interest in this Agreement. No such assignment, delegation, or other transfer shall be effective without the written consent of the State.

12.2 For purposes of paragraph 12, a Change of Control shall constitute assignment. "Change of Control" means (a) merger, consolidation, or a transaction or series of related transactions in which a third party, together with its affiliates, becomes the direct or indirect owner of fifty percent (50%) or more of the voting shares or similar equity interests, or combined voting power of the Contractor, or (b) the sale of all or substantially all of the assets of the Contractor.

12.3 None of the Services shall be subcontracted by the Contractor without prior written notice and consent of the State.

12.4 The State is entitled to copies of all subcontracts and assignment agreements and shall not be bound by any provisions contained in a subcontract or an assignment agreement to which it is not a party.

**13. INDEMNIFICATION.** The Contractor shall indemnify, defend, and hold harmless the State, its officers, and employees from and against all actions, claims, damages, demands, judgments, fines, liabilities, losses, and other expenses, including, without limitation, reasonable attorneys' fees, arising out of or relating to this Agreement directly or indirectly arising from death, personal injury, property damage, intellectual property infringement, or other claims asserted against the State, its officers, or employees caused by the acts or omissions of negligence, reckless or willful misconduct, or fraud by the Contractor, its employees, agents, or subcontractors. The State shall not be liable for any costs incurred by the Contractor arising under this paragraph 13. Notwithstanding the foregoing, nothing herein contained shall be deemed to constitute a waiver of the State's sovereign immunity, which immunity is hereby reserved to the State. This

covenant in paragraph 13 shall survive the termination of this Agreement.

**14. INSURANCE.**

14.1 The Contractor shall, at its sole expense, obtain and continuously maintain in force, and shall require any subcontractor or assignee to obtain and maintain in force, the following insurance:

14.1.1 commercial general liability insurance against all claims of bodily injury, death or property damage, in amounts of not less than \$1,000,000 per occurrence and \$2,000,000 aggregate or excess; and

14.1.2 special cause of loss coverage form covering all Property subject to subparagraph 10.2 herein, in an amount not less than 80% of the whole replacement value of the Property.

14.2 The policies described in subparagraph 14.1 herein shall be on policy forms and endorsements approved for use in the State of New Hampshire by the N.H. Department of Insurance, and issued by insurers licensed in the State of New Hampshire.

14.3 The Contractor shall furnish to the Contracting Officer identified in block 1.9, or any successor, a certificate(s) of insurance for all insurance required under this Agreement. At the request of the Contracting Officer, or any successor, the Contractor shall provide certificate(s) of insurance for all renewal(s) of insurance required under this Agreement. The certificate(s) of insurance and any renewals thereof shall be attached and are incorporated herein by reference.

**15. WORKERS' COMPENSATION.**

15.1 By signing this agreement, the Contractor agrees, certifies and warrants that the Contractor is in compliance with or exempt from, the requirements of N.H. RSA chapter 281-A (*"Workers' Compensation"*).

15.2 To the extent the Contractor is subject to the requirements of N.H. RSA chapter 281-A, Contractor shall maintain, and require any subcontractor or assignee to secure and maintain, payment of Workers' Compensation in connection with activities which the person proposes to undertake pursuant to this Agreement. The Contractor shall furnish the Contracting Officer identified in block 1.9, or any successor, proof of Workers' Compensation in the manner described in N.H. RSA chapter 281-A and any applicable renewal(s) thereof, which shall be attached and are incorporated herein by reference. The State shall not be responsible for payment of any Workers' Compensation premiums or for any other claim or benefit for Contractor, or any subcontractor or employee of Contractor, which might arise under

applicable State of New Hampshire Workers' Compensation laws in connection with the performance of the Services under this Agreement.

**16. WAIVER OF BREACH.** A State's failure to enforce its rights with respect to any single or continuing breach of this Agreement shall not act as a waiver of the right of the State to later enforce any such rights or to enforce any other or any subsequent breach.

**17. NOTICE.** Any notice by a party hereto to the other party shall be deemed to have been duly delivered or given at the time of mailing by certified mail, postage prepaid, in a United States Post Office addressed to the parties at the addresses given in blocks 1.2 and 1.4, herein.

**18. AMENDMENT.** This Agreement may be amended, waived or discharged only by an instrument in writing signed by the parties hereto and only after approval of such amendment, waiver or discharge by the Governor and Executive Council of the State of New Hampshire unless no such approval is required under the circumstances pursuant to State law, rule or policy.

**19. CHOICE OF LAW AND FORUM.**

19.1 This Agreement shall be governed, interpreted and construed in accordance with the laws of the State of New Hampshire except where the Federal supremacy clause requires otherwise. The wording used in this Agreement is the wording chosen by the parties to express their mutual intent, and no rule of construction shall be applied against or in favor of any party.

19.2 Any actions arising out of this Agreement, including the breach or alleged breach thereof, may not be submitted to binding arbitration, but must, instead, be brought and maintained in the Merrimack County Superior Court of New Hampshire which shall have exclusive jurisdiction thereof.

**20. CONFLICTING TERMS.** In the event of a conflict between the terms of this P-37 form (as

modified in EXHIBIT A) and any other portion of this Agreement including any attachments thereto, the terms of the P-37 (as modified in EXHIBIT A) shall control.

**21. THIRD PARTIES.** This Agreement is being entered into for the sole benefit of the parties hereto, and nothing herein, express or implied, is intended to or will confer any legal or equitable right, benefit, or remedy of any nature upon any other person.

**22. HEADINGS.** The headings throughout the Agreement are for reference purposes only, and the words contained therein shall in no way be held to explain, modify, amplify or aid in the interpretation, construction or meaning of the provisions of this Agreement.

**23. SPECIAL PROVISIONS.** Additional or modifying provisions set forth in the attached EXHIBIT A are incorporated herein by reference.

**24. FURTHER ASSURANCES.** The Contractor, along with its agents and affiliates, shall, at its own cost and expense, execute any additional documents and take such further actions as may be reasonably required to carry out the provisions of this Agreement and give effect to the transactions contemplated hereby.

**25. SEVERABILITY.** In the event any of the provisions of this Agreement are held by a court of competent jurisdiction to be contrary to any state or federal law, the remaining provisions of this Agreement will remain in full force and effect.

**26. ENTIRE AGREEMENT.** This Agreement, which may be executed in a number of counterparts, each of which shall be deemed an original, constitutes the entire agreement and understanding between the parties, and supersedes all prior agreements and understandings with respect to the subject matter hereof.

**ATTACHMENT B - Contractor Data Sheet**

**Regional/Seasonal Creative Asset Collection Expansion RFP DBEA 2024-03  
Contractor Data Sheet**

1. Years in Business: Indicate the length of time you have been in business providing this type of service.

\_\_\_\_\_ Years \_\_\_\_\_ Months

2. References: Indicate below at least four (4) accounts for whom you have provided similar work for that has been outlined in the RFP Section 3. Include the date service was furnished, and contacts.

Client	City/State	Date	Contact name/phone
_____	_____	_____	_____
_____	_____	_____	_____
_____	_____	_____	_____
_____	_____	_____	_____

3. Are you a subsidiary firm? \_\_\_ Yes \_\_\_ No

If yes, list parent affiliation:

Company: \_\_\_\_\_

Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_

4. Current Number of Clients: \_\_\_\_\_

5. Number of Full-Time Employees: \_\_\_\_\_

**Authorized Signature(s)**

This form must be completed and signed by an officer of the company:

Name of Firm: \_\_\_\_\_

Contact: \_\_\_\_\_

Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_

Phone: \_\_\_\_\_

Fax: \_\_\_\_\_

Email: \_\_\_\_\_

Date of incorporation: \_\_\_\_\_

If not a corporation, state the type of business organization, names and addresses of owners, address and phone of principle place of business, date business began, and state in which organized.

I certify the accuracy of this information.

Signature: \_\_\_\_\_

Name and title (print or type): \_\_\_\_\_

Date: \_\_\_\_\_

**ATTACHMENT C - Rates and Fees Schedule**

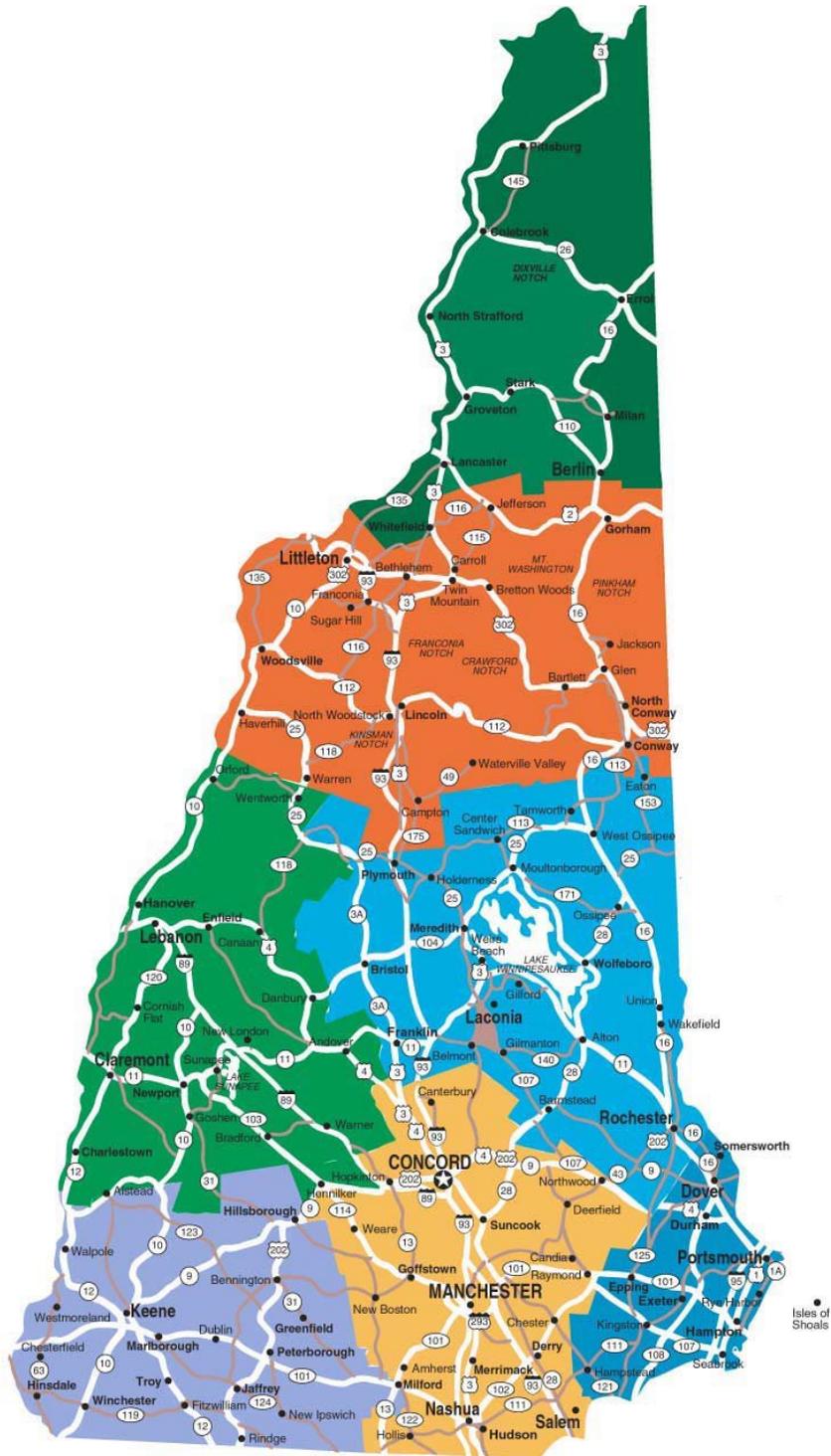
Please provide pricing for the elements of the contract that you would like to bid on, include all expenses in total pricing.

Refer to Section 2: Requirements and Scope of Work for deliverables

**Regional Asset Capture**

<b>Region</b>	<b>Video Only</b>	<b>Photography Only</b>	<b>Video &amp; Photo</b>
Great North Woods			
White Mountains			
Lakes Region			
Dartmouth/Lake Sunapee			
Merrimack Valley			
Monadnock			
Seacoast			
<b>Brand Campaign Capture</b>			
<b>Season</b>	<b>Video Only</b>	<b>Photography Only</b>	<b>Video &amp; Photo</b>
Summer			
Fall			
Winter			
Spring			

# ATTACHMENT D – Tourism Regions



## **ATTACHMENT E - Tourism Regions by Towns**

### ***Great North Woods Region***

Atkinson & Gilmanton Academy Grant

Berlin

Cambridge

Clarksville

Colebrook

Columbia

Dalton

Dix's Grant

Dixville

Dixville Notch

Dummer

Errol

Erving's Location

Green's Grant

Groveton

Kilkenny

Lancaster

Milan

Millsfield

Northumberland

Odell

Pittsburg

Second College Grant

Stark

Stewartstown

Stratford

Success

Wentworth's Location

***White Mountains Region***

Albany  
Bartlett  
Bath  
Bean's Grant  
Bean's Purchase  
Benton  
Bethlehem  
Bretton Woods  
Campton  
Carroll  
Chandler's Purchase  
Chatham  
Conway  
Crawford's Purchase  
Cutt's Grant  
Easton  
Ellsworth  
Franconia  
Glen  
Glenclyff  
Gorham  
Hadley's Purchase  
Hale's Location  
Hart's Location  
Haverhill  
Intervale  
Jackson  
Jefferson  
Landaff  
Lincoln  
Lisbon  
Littleton  
Livermore  
Low & Burbank's Grant  
Lyman  
North Conway  
Martin's Location  
Meadows  
Monroe  
Piermont  
Pinkham's Grant  
Randolph  
Sargent's Purchase  
Shelburne  
Sugar Hill  
Thompson & Meserve's Purchase  
Thornton

Twin Mountain  
Warren  
Waterville Valley  
Whitefield  
Woodstock

***Lakes Region***

Alexandria  
Alton  
Ashland  
Barnstead  
Barrington  
Belmont  
Bridgewater  
Bristol  
Brookfield  
Center Harbor  
Chocorua  
Eaton  
Effingham  
Farmington  
Franklin  
Freedom  
Gilford  
Gilmanton  
Hebron  
Hill  
Holderness  
Laconia  
Lochmere  
Madison  
Melvin Village  
Meredith  
Middleton  
Milton  
Moultonborough  
New Durham  
New Hampton  
Northfield  
Ossipee  
Pittsfield  
Plymouth  
Rumney  
Sanbornton  
Sanbornville  
Sandwich  
Silver Lake  
Strafford  
Tamworth  
Tilton  
Tuftonboro  
Union  
Wakefield  
Weirs Beach

Wolfeboro

***Monadnock Region***

Alstead

Antrim

Ashuelot

Bennington

Chesterfield

Deering

Dublin

Fitzwilliam

Francestown

Gilsum

Greenfield

Greenville

Hancock

Harrisville

Hillsborough

Hinsdale

Jaffrey

Keene

Lyndeborough

Marlborough

Marlow

Mason

Milford

Munsonville

Nelson

New Ipswich

Peterborough

Richmond

Rindge

Roxbury

Sharon

Stoddard

Sullivan

Surry

Swanzey

Temple

Troy

Walpole

Westmoreland

Wilton

Winchester

Windsor

***Merrimack Valley Region***

Allenstown

Amherst

Atkinson

Auburn

Bedford

Boscawen

Bow

Brookline

Candia

Canterbury

Chester

Chichester

Concord

Contoocook

Deerfield

Derry

Dunbarton

Epsom

Goffstown

Henniker

Hollis

Hooksett

Hopkinton

Hudson

Litchfield

Londonderry

Loudon

Manchester

Merrimack

Mont Vernon

Nashua

New Boston

Northwood

Nottingham

Pelham

Pembroke

Penacook

Raymond

Salem

Suncook

Weare

Windham

***Seacoast Region***

Brentwood  
Danville  
Dover  
Durham  
East Kingston  
Epping  
Exeter  
Fremont  
Gonic  
Greenland  
Hampstead  
Hampton  
Hampton Falls  
Kensington  
Kingston  
Lee  
Madbury  
New Castle  
Newfields  
Newington  
Newmarket  
Newton  
North Hampton  
Plaistow  
Portsmouth  
Rochester  
Rollinsford  
Rye  
Sandown  
Seabrook  
Somersworth  
South Hampton  
Stratham

***Dartmouth-Lake Sunapee Region***

Acworth  
Andover  
Bradford  
Canaan  
Charlestown  
Claremont  
Cornish  
Croydon  
Danbury  
Dorchester  
Elkins  
Enfield  
Etna  
Georges Mills  
Goshen  
Grafton  
Grantham  
Groton  
Guild  
Hanover  
Langdon  
Lebanon  
Lempster  
Lyme  
Meriden  
Mount Sunapee  
New London  
Newbury  
Newport  
Orange  
Orford  
Plainfield  
Salisbury  
Springfield  
Sunapee  
Sutton  
Unity  
Warner  
Washington  
Webster  
Wentworth  
Wilmot