



STATE OF NEW HAMPSHIRE
DEPARTMENT of RESOURCES and ECONOMIC DEVELOPMENT
DIVISION of PARKS and RECREATION

172 Pembroke Road P.O. Box 1856 Concord, New Hampshire 03302-1856
PHONE: (603) 271-3556 FAX: (603) 271-3553 E-MAIL: nhparks@dred.state.nh.us
WEB: www.nhstateparks.org

February 29, 2012

Richard Nichols, Chair
Hampton Board of Selectmen
9 Great Boars Head Ave.
Hampton, NH 03842

Dear Mr. Nichols and Members of the Board of Selectmen;

Thank you for contacting me regarding concerns over the State of New Hampshire's plans for the use of the Hampton Beach State Park Seashell complex. The management of this new facility is a new experience for the Division of Parks and Recreation and we expect to learn much from the first full year of operation. However, I would like to share our current intentions with respect to the management of the Seashell Complex.

State Store in the North Pavilion

The Taste of New Hampshire store promotes locally made New Hampshire products. Six of our current vendors are from Hampton including the Hampton Historical Society and Hutchinson's Candies. The inventory is unique to Hampton Beach as no other storefront sells primarily New Hampshire made products. The concept not only complements the beach, but has received incredible reviews from tourists that visit from out of State and are looking for a Taste of New Hampshire. We will continue to sell only New Hampshire made items and Parks promotional items unless there is general agreement that is appropriate to carry other items. An example would be adding other items during the off season.

The State is extending its season of operation at the State Park providing services such as plowing and bathroom access not provided in the past. Most of the businesses along the beach are closed during the off season leaving visitors with few opportunities to purchase something to make their stay more enjoyable or to take home an item to remind them of their visit. Depending upon the amount of activity, we would hope other businesses would support this and also join us in extending their season of operation.

Seashell Oceanfront Pavilion

This facility will be used as a banquet facility for weddings, anniversaries, corporate retreats, board meetings, reunions and other social events. We will be charging fair market rates for the use of this facility.

In addition, during the off-season the State will hold four themed events to entice the public to Hampton Beach and to show off our new facilities. Examples of themed events are: New Year's Eve Ball, Valentine's Day Diner Party, Comedy Night, and Themed Dinners. In the off-season, when the rest of the businesses are closed, Sunday Brunches may be offered as well.

The banquet facility is unique and is an added attraction at Hampton Beach. Having these new banquet facilities at Hampton Beach will greatly benefit the Town of Hampton, the Precinct and the local businesses that line Ocean Boulevard. Guests attending weddings/events at these new facilities would most likely not otherwise be coming to Hampton Beach on that given day. They will be (and already have) been making hotel reservations at local hotels, they will be parking in the private, Town and Precinct lots, and post celebrations will be held at local restaurants. In the mornings they'll be eating breakfast at a local restaurant and purchasing souvenirs of Hampton Beach for family members.

South Pavilion Conference Room

This 40 occupant conference room will be marketed to the general public and business community to hold business conferences, baby showers, bridal showers and other special occasions. The room will also be used for State Park meetings. In addition, the conference room will be available to Hampton based non-profit and government entities for pre-scheduled meetings at a minimal fee - waiving the \$125/hr fee and charging only State impact fees for employee staffing.

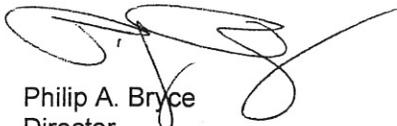
Town/Precinct Events

The unique nature of the relationship between the State and the Town at Hampton Beach State Park makes us think it would be more appropriate to enter into a memorandum of agreement regarding the events that the Town and Precinct put on rather than the special use permit used for other outside parties. We will not be charging the Town and Precinct the event fees we normally charge; however, we will be looking to recoup other fiscal impacts.

The \$14.5 million investment by the State of New Hampshire in the Town of Hampton is the largest in the State Park System history, eclipsing the purchase of interest in 145,000 acres of land in the North Country and creating a world class destination. We understand and support the importance of the Park System to the economy in the State and the role that each Park plays in supporting local businesses. Our plans for the Hampton Beach State Park are intended to complement local businesses, bring new visitors to the Park, and provide revenue to a self funded agency to support Park operations and the maintenance of these spectacular new park facilities.

Thank you for the opportunity to share our plans. Please let me know if you have any questions or suggestions.

Sincerely,



Philip A. Bryce
Director

PAB/mc

Cc: George M. Bald, Commissioner