

## NH State Parks Value of Complimentary Entry - 2015

Statutory Free Entry	Quantity	Rate	Value
<b>*NH Seniors: RSA 218:5-c</b>			
Day Use	19,903	\$4/\$5/\$16/\$17	\$ 88,689
Beach Parking	7,704	\$15	\$ 115,560
Skiing One Day Pass	2,112	\$53	\$ 111,936
Skiing Midweek Season's Pass*	135	\$360	\$ 48,600
Tram Summer	2,107	\$17	\$ 35,819
Tram Winter	12	\$19	\$ 228
Flume Summer	1,523	\$16	\$ 24,368
Subtotal	33,496		\$ 425,200
<b>Other Statutory Free Entry</b>			
Active Military RSA 216-A:3-g V	6,304	\$4/\$5/\$15/\$16/\$17	\$ 61,409
Disabled Veteran RSA 216-A:3-g IV	1,437	\$4/\$5/\$15/\$16/\$17	\$ 15,374
Walking Disability Parking RSA 265:74 (Beaches)	1,357	\$4/\$15	\$ 19,794
Subtotal	9,098		\$ 96,577
<b>Total Statutory Free Entry</b>	<b>42,594</b>		<b>\$ 521,777</b>
<b>Park Specific (deeded right to Towns)</b>	<b>9,864</b>	<b>\$4/\$5</b>	<b>\$ 36,602</b>
<b>State Collective Bargaining Agreement</b>	<b>7,702</b>	<b>\$2/\$2.50/\$7.50/\$8/\$8.50</b>	<b>\$ 49,395</b>
<b>Fee Package Discounted &amp; Free Entry</b>			
Children under 6 years of age	42,297	\$2	\$ 84,594
General Court/Executive Council	38	\$4/\$5/\$15	\$ 460
Amercia the Beautiful Pass (permanent disability)	511	\$4/\$5/\$15	\$ 3,918
NH School Groups	7,100	\$4/\$5/\$13/\$14/\$15/\$16/\$17	\$ 81,252
Senior Camping	1,892	\$5	\$ 9,460
Annual Pass (promotional)	3,187	\$4/\$5/\$15/\$16/\$17	\$ 38,773
Friends Groups/Volunteers	1,327	\$4/\$5/\$15	\$ 5,526
Special Needs	426	\$4/\$5/\$15	\$ 1,931
Division Employee	213	\$2/\$4/\$5/\$15/\$17	\$ 1,569
Voucher	86	\$4/\$5/\$15	\$ 343
90 Mile Challenge (promotional)	316	\$4/\$5	\$ 1,160
Red Cross (promotional)	6	\$4/\$5/\$15	\$ 24
Subtotal	57,399		\$ 229,010
<b>TOTAL</b>	<b>117,559</b>		<b>\$ 836,784</b>
<b>Other Statutory/Fee Package Passes</b>			
Discount Book RSA 218:5-b	306	\$6	\$ 1,836
License Plate RSA 216-A3-g VI & RSA 261:75:c	13,650	\$4/\$5	\$ 48,680
License Plate Beach Parking	6,054	\$15	\$ 90,810
Cannon Senior Unrestricted Season's Pass**	32	\$247	\$ 7,904

\*Compared to Bold & Beautiful Pass valued at \$399 minus the processing fee of \$39 - rate: \$360

\*\*Difference between Teen/Sr NH Res and Adult NH Res. Full detail on discounted entry for Cannon in Fee Package

Estimated fiscal impacts of SB 441: 2015 data  
RSA 218:5-c

State Park Account (-3702) (currently free for NH65+)	Current Price / Person	Current Status RSA 218:5-c		Max Revenue Under SB441 (3)	
		# NH 65+ 7 Day Visitation	Total Value NH 65+ Free Visitation	# NH Seniors Weekends/ Holidays (1)	Max Revenue Potential (2)
Day Use	\$4 / \$5	19,903	\$88,689	8,973	\$39,982
Beach parks	\$15.00	7,704	\$115,560	2,867	\$42,998
Flume	\$16.00	1,523	\$24,368	687	\$10,985
A. Est. Value of Comp or Revenue		29,130	\$228,617	12,527	<u>\$93,965</u>

Notes

- (1) Breakout of weekend and holiday from midweek based upon % of each from 2013 data
- (2) Value does not equal revenue. Assumes visitation continues at 2015 rates with fees charged
- (3) Does not account for increasing NH65+ population
- (4) Visitation represents the # of visits, not the # of individuals

Cannon Mountain Ski Account (-3703) Weekdays (currently free for NH65+)	Current Price / Person	Current Status RSA 218:5-c		Max Revenue Under SB441	
		# NH 65+ Visitation Midweek	Total Value 65+ Free Midweek	1/3 of Adult Pass During Week	Max Revenue Potential Midweek
Tram Summer	\$17.00	2,107	\$35,819	\$5.67	\$11,940
One Day Ski Pass (1)(2)	\$53.00	2,112	\$111,936	\$25.00	\$52,795
Midweek Bold & Beautiful Ski Pass (3)	\$360.00	135	\$48,600	\$120	\$16,200
		4,354	\$196,355		<u>\$80,934</u>

Notes

- (1) Breakout of weekend and holiday from weekday based upon 2013 % data
- (1) Fee package one-day rate for non-NH 65+ is \$53. Full price adult is \$75
- (2) Adult regular one-day pass is \$75 to determine discount amount under SB 441
- (3) Bold and Beautiful Season Pass (midweek combo with Bretton Woods) used to determine value

Subtotal State Park Account and Cannon Mountain Ski Account	# NH 65+ Participation	Total Value	Max Revenue Potential
State Park Account	29,130	\$228,617	\$93,965
Cannon Mountain Ski Account	4,354	\$196,355	\$80,934
Total	33,484	\$424,972	\$174,899

Cannon Mountain Fund Weekends (currently not free for NH65+, discounts in fee package)	Current Price / Person	Current Status RSA 218:5-c		Change in Revenue Under SB441		SB 441 W/D Revenue Loss ( ) or Gain
		# NH 65+ Visitation Weekends	Current Revenue from NH65+	2/3 of Adult Pass During Weekend	Change in Fee	
Tram Summer (1)	\$17.00	1,728	\$29,372	\$11.33	\$ (5.67)	\$ (9,792.48)
One Day Ski Pass Weekends/Holidays (2)	\$53.00	unknown	\$111,936	\$50.00	\$ (3.01)	unknown

Notes

- (1) Breakout of weekend and holiday from midweek based upon % of each from 2013 data
- (1) Fee package one-day rate for non-NH 65+ is \$53. Full price adult is \$75
- (2) Data not available for NH65+ attendance on weekends and holidays, included with adult

NET: \$165,107

## MARKET RATE COMPARISONS FOR SKI AREAS & NH ATTRACTIONS

(prepared on 012216 for SB441)

Ski Areas	Ski Areas (2015-2016 Season)								
	Adult			Senior					
	Midweek	Wknd/Hol	Season Pass	Midweek		Weekend/Holidays		Season Pass 7 days	
	\$	\$	\$	\$	% discnt	\$	% discnt	\$	% discnt
NH									
Cannon	\$75	\$75	\$859	\$0	100%	\$53	29%	\$529	38%
Attitash	\$75	\$79	\$739	\$50	33%	\$54	32%	\$669	9%
Sunapee 1	\$72	\$82	\$1,919	\$58	19%	\$66	20%	\$1,159	40%
Bretton Woods	\$78	\$89	\$999	\$25	68%	\$89	0%	\$739	26%
Waterville	\$77	\$77	\$949	\$57	26%	\$57	26%	\$579	39%
Loon Mtn 2	\$85	\$85	\$1,245	\$65	24%	\$65	24%	\$869	30%
NY 3									
Whiteface Mtn 65-69	\$92	\$92	\$999	\$72	22%	\$72	22%	\$999	0%
70+ Rate				\$40	22%	\$40	22%	\$300	70%
Gore Mtn 65+	\$75	\$75	\$549	\$75	0%	\$75	0%	\$210	62%
Belleayre Mtn 65-69	\$54	\$54	\$1,039	\$40	26%	\$40	26%	\$549	47%
70+ Rate				\$20	26%	\$20	26%	\$340	67%

- 1 Season Pass incl skiing at Mt Sunapee, Okemo VT & Crested Butte CO
  - 2 Loon Mtn Gold Pass (no blackout dates)
  - 3 NY Whiteface Mountain's season passes are based off Nov. 4 and on rate (adult 30-69)
  - 4 One day ticket price rounded to nearest whole number to adjust from sale price  
formula used: (original price)-(discount %)= total price
- This document is based off one day tickets and season passes.

## MARKET RATE COMPARISONS FOR SKI AREAS & NH ATTRACTIONS (con't)

(prepared on 012216 for SB441)

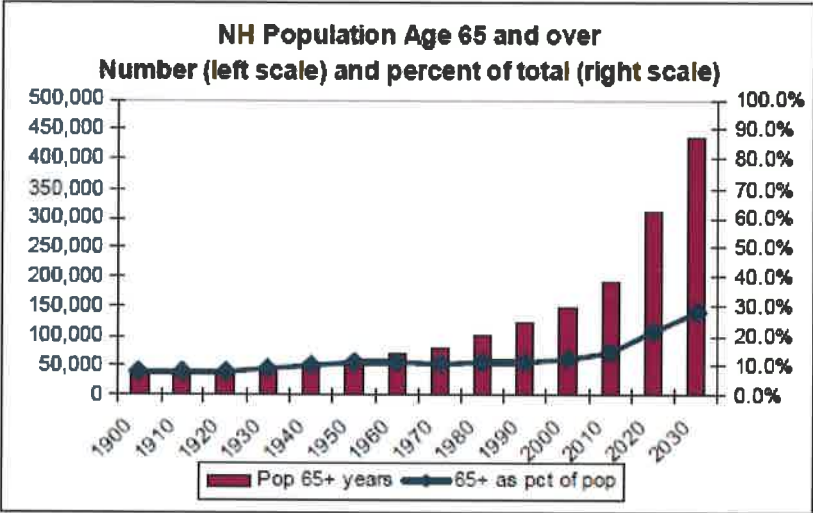
NH Attractions	NH Attractions		
	Adult	Senior	
	\$	\$	% discount
<b>Franconia Notch Flume Gorge</b>	\$ 16.00	\$0.00	100%
<b>Franconia Notch Tram (weekdays)</b>	\$ 17.00	\$0.00	100%
<b>(weekends)</b>	\$ 17.00	\$ 17.00	0%
<b>Alpine Adventures (Lincoln)</b>			
Treetop tour	\$ 65.00	\$ 65.00	0%
Sky Rider	\$ 95.00	\$ 95.00	0%
Super Sky Rider	\$ 115.00	\$ 115.00	0%
<b>Canobie Lake Park (60+)</b>	\$ 38.00	\$ 29.00	24%
<b>Castle in the Clouds (65+)</b>	\$ 16.00	\$ 14.00	13%
<b>Clarks Trading Post (65+)</b>	\$ 22.00	\$ 20.00	9%
<b>Cog Railway (65+)</b>	\$ 68.00	\$ 63.00	7%
<b>Conway Scenic Railroad (N Conway)</b>	\$ 16.50	\$ 16.50	0%
<b>Hobo Railroad (Lincoln)</b>	\$ 16.00	\$ 16.00	0%
<b>Loon Mtn Adventure Park (65+ Lincoln)</b>	\$ 51.00	\$ 51.00	0%
<b>Lost River Gorge &amp; Boulder Caves</b>	\$ 19.00	\$ 19.00	0%
<b>Mt Washington Auto Road (62+)</b>			
Car and Driver	\$ 29.00	\$ 29.00	0%
Guided Tour	\$ 36.00	\$ 31.00	14%
<b>Polar Caves Park</b>	\$ 17.50	\$ 17.50	0%
<b>Santa's Village (62+)</b>	\$ 31.00	\$ 28.00	10%
<b>Story Land (Glen)</b>	\$ 32.99	\$ 32.99	0%
<b>Water Country (65+ Portsmouth)</b>	\$ 39.99	\$ 27.00	32%
<b>Whale's Tale Water Park (70+ Lincoln)</b>	\$ 35.00	\$ 5.00	86%

NH Center for Public Policy Studies

New Hampshire's Silver Tsunami: Aging and the Health care system, September 2011

“... By the year 2030, nearly half a million New Hampshire residents will be 65 years or older, representing almost one third of the population.” (pg. 8-9)

Figure 7: New Hampshire will have a higher proportion of elderly residents in the future



**Table 3: Percent in each Age Cohort Reporting they Voted in Congressional Elections**

	Presidential election years				Congressional election years		
	1996	2000	2004	2008	2002	2006	2010
<b>Total</b>	<b>54.2</b>	<b>54.7</b>	<b>58.3</b>	<b>58.2</b>	<b>42.3</b>	<b>43.5</b>	<b>41.8</b>
18-20	31.2	28.4	41.0	41.0	15.1	17.1	16.4
21-24	33.4	35.4	42.5	46.6	18.7	21.9	22.0
25-34	43.1	43.7	46.9	48.5	27.1	28.3	26.9
35-44	54.9	55.0	56.9	55.2	40.2	40.1	37.7
45-64	64.4	64.4	66.6	65.0	53.1	54.3	51.1
65 and over	67.0	67.6	68.9	68.1	61.0	60.5	58.9

Source: U.S. Census Bureau, *Table 399. Voting-Age Population — Reported Registration and Voting by Selected Characteristics: 1996 to 2010* ([www.census.gov/compendia/statab/2012/tables/12s0399.pdf](http://www.census.gov/compendia/statab/2012/tables/12s0399.pdf)).

neighborhoods are exemplified by attractive landscaped streets, trails and recreation opportunities.



#### Enhanced Leisure Literacy

A consistent finding from leisure research has been empirical verification of the aphorism, “You are what you were yesterday.” That is, leisure behaviors learned in our youth tend to endure throughout the lifespan. For the most part, people’s leisure interests and skills are established by the time they leave high school or college. Older seniors who reached these milestones before the 1960s generally have limited leisure skills and interests, because there were relatively few opportunities for them to be acquired in their youth.

The level of leisure literacy among baby boomers is much higher, since they were exposed to many more leisure opportunities in their youth. This means that the desire among new seniors for recreation opportunities is much greater than that expected by seniors a decade ago. Communities that fail to recognize this much higher level of leisure literacy or accommodate this greater demand are likely to both lose existing GRAMP-IES and fail to attract any newcomer seniors in the community.



#### Disproportionate Political Influence

“Gray power” is a political reality,

and the prognosis is that it will continue to gain in strength. It is a function of the substantial increase in seniors’ numbers, their growing proportion of the total population and their high level of political participation. They have the time to invest in personally lobbying elected officials, and in many government bodies, a preponderance of elected officials are in the same age cohort. This makes it likely that seniors have relatively strong personal networks with these people, and that the officials can fully empathize with their concerns.

Table 3 shows that the percentage of seniors who report voting in congressional elections is greater than that of any other age group. In the high-profile presidential election years, those under 35 typically voted at approximately two-thirds the level of those over 45. In nonpresidential election years, the difference is especially prominent. In the 2010 congressional election, the percentage of eligible voters aged 45 and older who voted was nearly double that of those aged 18 to 34.

This latter scenario is reflective of the situation in local elections, where the lack of high-profile campaigns results in disinterest among many younger voters while seniors vote in disproportionately high numbers.

Thus, a monitoring organization reported, “In many cities, mayors for example are elected with a single-digit turnout. In recent elections in Dallas, Charlotte and Austin, they were elected by a turnout of five percent, six percent and seven percent, respectively.”

#### The Senior Discount Issue

The dramatic shift in seniors’ status described here indicates they are likely to be the fastest-growing target market for recreation and park agencies, and central to their future viability. This suggests the tradition of giving price discounts to this group should be reviewed.

Senior discounts became part of the marketing lexicon in the 1950s. They made both commercial sense in the private sector and equity sense in the public sector, because at that time, one-third of all seniors were below the federal poverty level. Today, however, seniors’ standard of living and their economic well-being is better than that of their younger counterparts. The great majority of elderly persons are not poor. The U.S. still has a poverty problem, but it is pervasive across all age groups and is not selectively concentrated among seniors. Hence, the ultimate goal of park and recreation agencies should be to end discounts for adults that are defined by age, and

offer them only to those who are economically disadvantaged irrespective of age. To offer price discounts to the nonpoor elderly is unfair to those who are not elderly. It requires the younger generations, regardless of economic status, to reach into their wallets in order that seniors may save money, when there is no economic rationale to support this requirement.

Traditionally, 65 was the age when people were defined as senior citizens. This was the age at which full Social Security payments could be obtained, and for more than half a century it has been used by the Census Bureau to define seniors. This suggests that when the Social Security age for full payment was raised to 66 in 2009, then agencies' definition of seniors would also be raised, but no such linkage has occurred.

The data in Table 2 show the per-capita median income of \$21,779 of those in the 65–74 age cohort is above the national average, while among those 75 and over, it falls to \$16,423, which is lower than all other age groups except the 15–24 cohort. This suggests that if senior discounts are to be retained, then the eligibility age should be 75.

While these data suggest the rational decision would be to raise the eligibility age from 65 to 66 or 75, agencies have not done this. Rather, the problem has been exacerbated by many departments reducing the eligibility age.

Airlines, cable television companies, resorts, movie theaters and other private-sector service providers of leisure services that used to give senior discounts have recognized the changed status of seniors and no longer do so. Those that are still available tend to be relatively small, typically 10 percent, so they meet the expectation from patrons of there being a discount, but only at a minimum level. Further, many businesses (e.g., hotels)

do not advertise such discounts and give them only if they are requested. General acceptance by seniors to the private leisure sector's actions suggests recreation and park departments would have similar success.

Many factors have changed for seniors' status over the last 50 years, and park and recreation agencies would be wise to revisit their policies to account for these shifts among members of their communities. Otherwise, they

risk becoming outdated and imprudent in their customer service and financial practices. Embracing the changing demographics and trends now is the best way to provide for community needs and maintain financially responsible and relevant operations.

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## Local Parks and Recreation Identified as Critical Ally for Arthritis Intervention Programs

With their ability to reach and serve thousands of people, local park and recreation agencies have been identified as essential partners to help contribute to the prevention and management of arthritis, which affects 50 million Americans. NRPA and the Arthritis Foundation, with support from the Centers for Disease Control and Prevention, have partnered to provide Walk with Ease (WWE) and the Arthritis Foundation Exercise Program (AFEP) in 24 communities across the country.

Madison School and Community Recreation (MSCR) in Wisconsin recently led a new WWE walking program, where trained staff led 72 participants to help them reduce arthritis pain and increase balance and strength. Participants also received a manual and pedometer. MSCR held free introduction events to kick off the program, and the MSCR FIT2GO Van also provided fun fitness activities. The WWE program session took place from September 23 to November 1. Classes ran three days a week at Tenney Park, Madison Senior Center and Garner Park. The program was held in cooperation with the Madison Senior Center and Madison Parks, and participants were charged \$10 per session.

East Las Vegas Community Center in Las Vegas, Nevada, implemented the AFEP in October 2013. To date, the center has had 30 individuals registered with average class sizes of 15 to 20 participants, who have indicated that the program has improved their aerobic fitness, such as allowing them to walk longer without pain, or reducing pain in their joints. In addition, it has provided a routine fitness class and sense of togetherness among the participants. In January, the staff are planning to offer the AFEP program to two other centers in the city.

For more information, visit [www.nrpa.org/Grants-and-Partners/Recreation-and-Health/Arthritis-Interventions](http://www.nrpa.org/Grants-and-Partners/Recreation-and-Health/Arthritis-Interventions).



## Charging seniors

### The right policy for state parks

Every New Hampshire resident can get into our state parks and historic sites, as well as Cannon Mountain Ski Area, for free. All you have to do is reach the age of 65. Or you can be an elected legislator or Executive Council member — or one of their staffers. Finally, some politicians have realized what a bad policy this is and have acted to change it.

New Hampshire has a user-supported parks system. To keep general taxes low, the state charges a modest entry fee at the state parks and at many historic sites. The individual entry fee for state parks is only \$4. That is an entire day at a place like Bear Brook State Park for less than the price of one movie ticket.

The senior exception is generally thought of as a kindness. In reality, it is a cross-subsidy. Every other user subsidizes the "free" access for senior citizens. If the general admission price is to stay low, the exception cannot continue. The parks system cannot afford to let so many people in for free. (The politician exception is inexcusable and never should have been passed in the first place.)

Sen. Nancy Stiles, R-Hampton, has proposed legislation

to offer seniors a \$20 parks pass. For less than the price of a dinner for two, senior citizens could purchase a pass that would let them into every state park and historic site — and Cannon Mountain — for the year. On Thursday, the Senate passed the bill by a vote of 17-7.

Stiles says that by charging seniors and the political class, the state parks will see about \$300,000 a year in increased revenue. That money will go directly to the parks system, which has struggled financially in recent years even after some reforms that have improved revenues.

It is understandable that seniors would be annoyed by this change, and that Democrats (every senator to vote against the bill was a Democrat) would oppose it for purely self-interested political reasons. But really the current policy is indefensible. State parks fees are modest. Stiles' \$20 pass is modestly priced (too modestly) as well. (The bill should include a separate, higher-priced pass for Cannon Mountain.) It is neither cruel nor unreasonable to ask seniors to contribute a tiny bit to the upkeep of the state parks if they want to use them.

NH Sunday News-Union Leader 03/24/13



## EDITORIAL

# Seniors, too, should help support parks

**G**eezers have been freeloading long enough. As of today, senior citizen discounts are outlawed. Graybeards and bluehairs have to pay full price, just like everyone else.

Happy April Fools Day. The preceding paragraph is false. What's true, however, is that a bill has been filed that would end the venerable practice of letting senior citizens use New Hampshire state parks free of charge, a policy that's also extended to people with disabilities, legislators, executive councilors, active duty military members and their families, National Guard soldiers and retirees, and Blue Star mothers with a family member in the armed forces.

*Lawmakers should approve a new \$20 park pass for older residents.*

The change, one we support, is not as drastic as it sounds. Residents age 65 or older will be able to purchase an annual pass to state parks for \$20. The pass will allow seniors free entrance to the 38 state parks that charge an entrance fee and let them continue to ski or snowboard for free at Cannon Mountain on weekdays. The legislation, sponsored by Hampton Republican Sen. Nancy Stiles, appropriately eliminates the state park freebies for members of the Legislature, Executive Council and governor and their staffs, but leaves the policy unchanged with respect to other groups now allowed to use the parks gratis.

Fairness, the needs of the badly underfunded parks system, and demographic realities justify the change. The parks system is chronically short of money. It is the only state parks system in the nation that's expected to be self-funded, a goal that may be impossible to meet unless park prices are increased to a level that puts them out of reach for many.

A 10-year plan for the parks system developed in 2008 identified \$750,000 in immediate needs to replace worn-out equipment, \$28.5 million to catch up with deferred maintenance in the plan's first five years, and \$71 million

over the decade to replace and redevelop park facilities. Compared with that, the money raised by reducing senior discounts is small. Stiles estimates that if 40 percent of the senior citizens who now use the state parks frequently purchase a pass, it would raise about \$300,000. That estimate is probably low. A survey done for the 10-year plan found that 12 percent of the system's frequent users were age 65 or older. By 2030, that figure will be 29 percent, largely because, as the report said, "expectations and behaviors for those over 65 are changing."

No self-funded system can be expected to survive when one-third of its users pay nothing. In time, in order to keep prices affordable for the young and economically struggling, the discount given seniors will have to shrink.

Free use of state parks by seniors is the rule in New England, but discounts in most states are less generous. Half-off is a common approach.

Senior discounts came about in an age when a majority of older Americans were poor or nearly so. That's not the case today, though many are struggling. The demise of the defined benefit pensions, flat wages and poor saving history of many in the baby boom generation has led economists to predict that, while roughly half of the baby boom generation will have at least an adequate income in old age, half will live in poverty. At least one state, Washington, uses an approach that may someday be appropriate in that situation, Washington's allows free use of state parks and half-price camping, mooring and boat launch fees, but only for seniors in households with an income below \$35,000.

While it won't be popular with seniors who get a free ride now, that policy is one that New Hampshire lawmakers should consider down the road.