

Granite State Ambassadors Annual Report 2022



Key Partners



Dear partners and friends,
We are incredibly grateful for the support of our volunteers and partners in 2022. Granite State Ambassador volunteers continue to show tremendous dedication to this organization.

Our volunteer numbers are slowly and steadily increasing to pre-Covid statistics. **In 2022, 274 GSAs served a total of 16,849 hours at 19 welcome centers and 31 events**, with approximately 1700 hours spent learning about our state virtually and in person.

We continued our educational opportunities for our GSAs, with a mixture of virtual programs, virtual interviews, meetings, in-person tours, and more. Every month featured a wide variety of organizations and businesses, giving GSAs expanded knowledge to provide high-quality referrals to guests of NH. See the **Educational Programming Summary** document for more details on all of the featured organizations.

Our **GSA Certification** training continued as a hybrid training, completed virtually over several weeks and ending in person in Hampton, Concord, and Manchester. Our annual presenters were able to participate virtually and in person, and we also utilized our recorded content. Our training in 2023 will return to in-person sessions. We will host trainings at the Aviation Museum, Owl's Nest Resort, and the Seacoast Science Center in the spring.



Events returned in full swing during 2022. GSAs worked tirelessly to assist with these events, which included traditional events and new event relationships. For a comprehensive list of events, please see the **2022 Events** document.

Thank you for your continued support, and we look forward to collaborating this year. Please reach out with any questions or suggestions for future partnerships.

Proud to be a GSA,

Kelly Bryer, Executive Director
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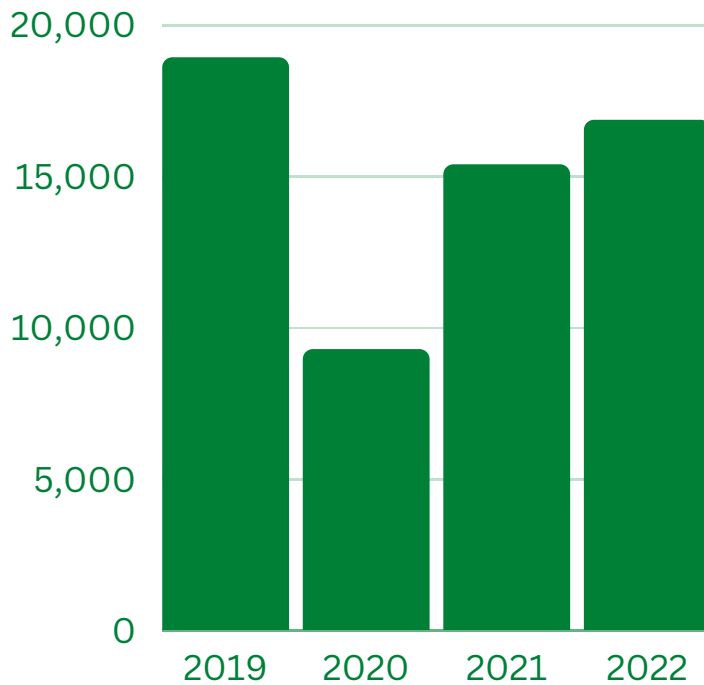
Emily McMaster, Operations and Communications Director
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2022 Highlights

Volunteer Hours

Although the COVID-19 pandemic affected our volunteer hours, we have steadily increased since.



16,849

2022 Volunteer Hours

1700

2022 Educational Hours

274

Active GSAs

19

Welcome Centers

31

Events

47

Certified New GSAs

10

Educational Tours

13

Virtual Programs and Interviews

2022 Updates

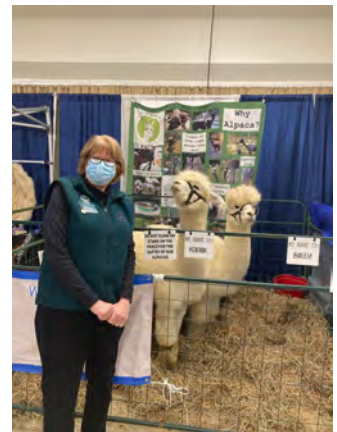
New Centers



- NH LAKES – Lake host program
- Moffatt-Ladd House & Garden, Portsmouth
- Aviation Museum, Londonderry
- Cannon Mountain Tramway Information Booth
- New England Ski Museum, Franconia

NH Farm, Forest & Garden Expo

- NH Granite State Ambassadors coordinated the 2022 NH Farm, Forest & Garden Expo in February.
- The 2022 expo included a garden element, the FARMO competition for children, animals, educational sessions, and a variety of agriculture booths.
- The 2023 expo will take place on May 5th and 6th at the Deerfield Fairgrounds.



Communication Efforts



We maintained consistent contact with our GSA volunteers throughout the year. We published the Sunny Gazette newsletter bi-weekly, with a brief announcement email in the weeks in between. We also published a quarterly report and quarterly industry newsletter.

Our educational programs and events are posted on our website blog – be sure to check out what our GSAs have been up to throughout the year.

2022 Events

Event	Hours	Hours Value	Volunteer Count
NH Farm, Forest & Garden Expo (February)	228	\$6,813.73	39
NH Poetry Out Loud Competition (March)	25	\$741.25	6
Made in NH Expo (April)	279	\$8,341.04	57
Strawbery Banke Baby Animals Heritage Breeds (April)	18	\$546.59	3
Manchester Chamber Taco Tour (May)	6	\$179.70	3
Bacon & Beer Festival (June)	89	\$2,223.78	18
Great American Concerts (June)	248	\$6,641.37	38
Hampton Beach & Brew Festival (June)	11	\$314.46	3
Hampton Beach Senior Day (June)	5	\$149.76	2
Great American Ribfest (July)	254	\$7,599.82	37
Council of State Governments East (August)	229	\$6,903.45	32
Lake Sunapee Region Chamber of Commerce - League of NH Craftsmen Fair (August)	116	\$3,459.06	24
Hampton Children's Festival (August)	44	\$1,317.79	7
Aviation Day at MHT (August)	20	\$584.03	5
Wyman Tavern Brewfest (August)	3.5	\$104.82	1
Bridges House Pollinator Garden Open House (September)	42	\$1,227.96	10
Hampton Beach Seafood Festival (September)	53	\$1,587.34	11

Event	Hours	Hours Value	Volunteer Count
NH Veterans Cemetery 25th Anniversary (September)	10	\$299.50	2
Highland Games at Loon Mountain Resort (September)	52	\$1,564.89	3
Strawbery Banke Vintage & Vine (September)	10	\$299.50	1
The Big E (September-October)	554	\$16,592.30	42
Bedrock Gardens Fairy Festival (October)	16	\$486.69	3
Strawbery Banke Ghosts on the Banke (October)	3	\$89.95	1
NH Rocks Harvest Fest (October)	9	\$254.58	2
New England Apparel Club (October/November)	62	\$1,841.92	16
Bridges House Tree Lighting (November)	6	\$179.70	3
Made in New England Expo (December)	157	\$4,694.66	35
Manchester Holiday Parade (December)	5	\$149.75	1
Strawbery Banke Candlelight Stroll (December)	17	\$509.16	5
Journey to the North Pole (December)	58	\$1,729.64	11
In-State NH Trade Show Booths	Hours	Hours Value	Volunteer Count
NH Farm, Forest & Garden Expo (February)	17	\$509.15	6
Made in NH Expo (April)	41	\$1,227.95	14
Keep NH Brewing - DTTD Booth (July)	15	\$449.25	3
Made in New England Expo (December)	28	\$838.60	9

Granite State Ambassadors 2022

Visitor Center Partners

- Aviation Museum
- Bedrock Gardens
- Cannon Mountain Tramway Information Booth
- Greater Concord Chamber of Commerce - Capital Region Visitor Center
- Chamber Collaborative of Greater Portsmouth
- NH Bureau of Visitor Services
- NH Division of Travel & Tourism Development
- Greater Manchester Chamber of Commerce
- Hampton Beach Area Chamber of Commerce
- Historical Society of Cheshire County
- Lake Sunapee Region Chamber of Commerce
- Lakes Region Tourism Association - Tilton Visitor Center
- Manchester-Boston Regional Airport
- Manchester Historic Association - Millyard Museum
- Moffatt-Ladd House & Garden
- Monadnock Travel Council - Greater Keene and Peterborough Chamber
- New England Ski Museum, Franconia
- NH LAKES - Lake Host Program
- NH State House Visitor Center
- White Mountain National Forest

Event Partners

- Bedrock Gardens: Open Garden Days, Fairy House Festival
- Believe in Books: Journey to the North Pole

- Council of State Governments East
- DoubleTree by Hilton Manchester
- Granite Media Group: Made in New England Expo, Made in NH Expo
- Great American Events: NH Bacon & Beer Festival, Great American Concerts, Great American Ribfest
- Greater Manchester Chamber of Commerce: Taco Tour, Manchester Holiday Parade
- Hampton Area Chamber of Commerce: Beach & Brew, Senior Day, Children's Festival, Seafood Festival
- Hillsboro Summerfest
- Historical Society of Cheshire County: Wyman Tavern Brewfest
- Intown Concord: Market Days
- Keene Ice and Snow Festival
- Keep NH Brewing Festival
- League of NH Craftsman's Fair
- Manchester-Boston Regional Airport: Aviation Day, Customer Appreciation Day
- Monadnock Travel Council
- New England Apparel Club
- NH Brewers Festival
- NH Division of Travel and Tourism
- NH Farm, Forest & Garden Expo
- NH Rocks: Harvest Fest
- NH Scot: Highland Games
- NH State Council on the Arts: Poetry Out Loud
- NH Travel Council
- NH Veterans Cemetery
- Strawberry Banke: Baby Animals Heritage Breeds, Vintage and Vine, Ghosts on the Banke, Candlelight Stroll
- The Big E
- The Bridges House: Pollinator Event, Tree Lighting

Educational Programming Summary

January:

- Virtual Program: Big Trees of NH, presented by Kevin Martin, author of Big Trees of New Hampshire
- Tour: Cog Railway, Winter Experience
- Interviews: KidZone at NH Farm, Forest & Garden Expo; Lef Farms
- Training: MHT program on anti-human trafficking and awareness

Beth Fenstermacher, Assistant City Planner for the City of Concord,

- Interviews: Arts Alive, NH Bed & Breakfast Association
- GSA Certification Training: 3 hybrid sessions and 1 virtual session, which finished at the Greater Concord Chamber of Commerce, Hampton Beach Seashell, and the Manchester Millyard Museum

February:

- Virtual Program: Heritage Tourism & NH Scenic Byways, presented by Michael Provost, heritage tourism scholar
- Interviews: NH LAKES

June:

- Tour: Lakes Region Fam Tour (Weirs Beach, Meredith, and Holderness), hosted by the Lakes Region Tourism Association
- Tour: White Mountain Attractions Fam Tour
- Tour: Manchester-Boston Regional Airport
- Event: NH Gives

March:

- Interviews: Sugar River Region, with Ashlee Rowley, Executive Director of the Lake Sunapee Region Chamber of Commerce, and Elyse Crossman, Executive Director of the Greater Claremont Chamber of Commerce

July

- Tour: Strawberry Banke Museum
- Virtual Program: NH Food Alliance's Live Free + Eat Local Challenge

April:

- Virtual Program: Lake Hosts - Our Lakes' First Line of Defense, presented by Kat Kelleher, NH LAKES Program Assistant
- Tour: Living Shores Aquarium at Storyland
- Tour: State House Visitor Center - Historic State Grounds
- Interviews: Clark's Bears

August:

- Interviews: OLLI

September:

- Focused on Big E

May:

- Tour: MS Mount Washington Shakedown Cruise
- Tour and Information Session: Moffatt-Ladd House & Gardens
- Virtual Program: Introduction to the City of Concord Trails, presented by

October:

- Tour: Portsmouth Area, hosted by Chamber Collaborative of Greater Portsmouth

November:

- Postponed tour to Great North Woods to Spring 2023

December:

- Postponed tour to Portsmouth Historical Society to Summer 2023

Social Gatherings

- April: Merrimack Ten Pin Center

- June: Founders Day Cruise with Sunapee Cruises
- June: Museum of the White Mountains and Common Man Lunch in Ashland
- July: Tuscan Market at Tuscan Village in Salem
- September: Vibes in Concord
- November: AMBIEs at Murphy's Taproom in Bedford

2023 Updates

GSA Certification Training (in-person)

March 14-15, 2023, 9am-4pm – Aviation Museum, Londonderry

Sponsors: Aviation Museum of NH, Granite State Ambassadors, Diz's Cafe

April 10-11, 2023, 9am-4pm – Owl's Nest Resort, Thornton

Sponsors: Owl's Nest Resort

May 16-17, 2023, 9am-4pm – Seacoast Science Center, Rye

Sponsors: Seacoast Science Center, Hampton Area Chamber, Chamber Collaborative of Portsmouth

NH Farm, Forest & Garden Expo

May 5th and 6th at Deerfield Fairgrounds

New Centers

Upper Valley Business Alliance - Lebanon

Aviation Museum will start in full

Important Dates

Founders Day: June 1st - MS Mount Washington Cruise & Lunch

AMBIEs: Nov. 9th at Hart's Turkey Farm

Experience NH Online Auction: November 1-7

Scheduled Tours

Owl's Nest Resort: April

Great North Tour: April

Canterbury Shaker Village: May 18th

NH Boat Museum: May (boat cruise) and Fall (museum)

Lebanon: June

Portsmouth Historical Society: July 12th

To be scheduled: Fire Academy/Transportation Management, Children's Museum

Granite State Ambassadors

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