



New Hampshire Department of
**BUSINESS AND
ECONOMIC AFFAIRS**



May 30, 2023

Ken Gallagher
Office of Planning and Development
Department of Business and Economic Affairs
100 North Main Street, Suite 100
Concord, NH 03301

Subject: Opposition to Proposed Name Change for Mount Washington, New Hampshire

Dear Mr. Gallagher ,

I am writing to express the strong opposition of the New Hampshire Department of Business and Economic Affairs (BEA) to the proposed name change for Mount Washington in the State of New Hampshire. BEA is the lead economic development and tourism marketing organization within State Government. It is without question that changing the name of Mount Washington would be detrimental to the tourism value and overall identity of this iconic landmark.

Mount Washington, standing majestically at 6,288 feet, has been a symbol of New Hampshire's natural beauty and rich heritage for centuries. It is not only one of the most prominent peaks in the United States but also a beloved destination for tourists, adventurers, and nature enthusiasts from around the world. Renaming this mountain would diminish its significance as a renowned tourist attraction.

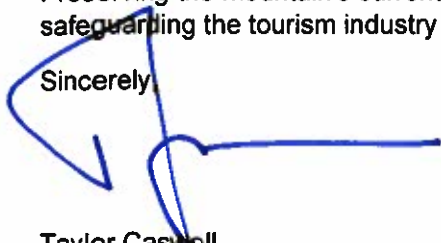
The tourism industry plays a vital role in the economy of New Hampshire, contributing significantly to revenue generation and job creation. Mount Washington, with its breathtaking views, challenging hiking trails, and the world-famous Mount Washington Cog Railway and the Auto Road, attracts over 400,000 people each year to the summit, with many hundreds of thousands more coming to see it. Its existing name carries immense recognition and prestige, drawing tourists who seek to experience the grandeur and natural wonders that our state has to offer. A name change would result in confusion and loss of brand recognition, negatively impacting the tourism industry and, consequently, the economic growth of New Hampshire.

Furthermore, Mount Washington holds significant historical and cultural value. Named after President George Washington, it has stood as a symbol of honor and reverence for our country's first president since 1784. Changing the name would disregard the historical significance associated with Mount Washington and erode the collective memory and identity of our state and nation.

BEA acknowledges the importance of commemorating and celebrating diversity and inclusivity, and we hold that it can be achieved without altering the names of landmarks. New Hampshire celebrates the Native American heritage in the region through numerous popular tourist destinations that utilize Native American place names, including Squam Lake, Lake Sunapee, and the largest lake in New Hampshire, Lake Winnepesaukee. The Pemigewasset and Ammonoosuc Rivers, and the Kancamagus Highway through the White Mountains.

In light of the aforementioned reasons, we urge rejection of the proposed name change for Mount Washington. Preserving the mountain's current name is not only a testament to our state's heritage but also a means of safeguarding the tourism industry that heavily relies on its recognition and appeal.

Sincerely,

A handwritten signature in blue ink, appearing to read 'Taylor Caswell', with a large, sweeping flourish that extends to the right and loops back.

Taylor Caswell
Commissioner