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## FISCAL IMPACT REPORT

SPONSOR Varela ORIGINAL DATE 02/22/13  
LAST UPDATED \_\_\_\_\_ HB 620  
SHORT TITLE NM Scenic State Park Video SB \_\_\_\_\_  
ANALYST McCoy

### APPROPRIATION (dollars in thousands)

Appropriation		Recurring or Nonrecurring	Fund Affected
FY13	FY14		
	\$75.0	Nonrecurring	General Fund

(Parenthesis ( ) Indicate Expenditure Decreases)

Relates to Appropriation in the General Appropriation Act

### SOURCES OF INFORMATION

LFC Files

### Responses Received From

Energy, Minerals and Natural Resources Department (EMNRD)

### SUMMARY

#### Synopsis of Bill

House Bill 620 (HB620) appropriates \$75.0 thousand from the general fund to the State Parks Division of the Energy, Minerals and Natural Resources Department (EMNRD) for expenditure in fiscal year 2014 to contract for a video highlighting New Mexico's scenic state parks.

### FISCAL IMPLICATIONS

The appropriation of \$75.0 thousand contained in this bill is a nonrecurring expense to the general fund. Any unexpended or unencumbered balance remaining at the end of fiscal year 2014 shall revert to the general fund.

### SIGNIFICANT ISSUES

According to the EMNRD, completion of such a video would allow the State Parks Division to augment its marketing and outreach efforts to increase visitation to 35 state parks. The number of visitors to state parks decreased from 4.6 million in FY10 and FY11 to 4.1 million in FY12.

The EMNRD notes, the video could educate the public about park recreational and programmatic offerings, and provide messages as to how to enjoy parks safely and could be an important promotional tool both within and outside New Mexico, and could be important as part of the marketing and social media campaign currently undertaken by the State Parks Division. Such a video could also support economic development in communities near state parks.

#### **ADMINISTRATIVE IMPLICATIONS**

The EMNRD notes, the State Parks Division would need to procure a contractor to produce the video and oversee the services rendered. Additionally, the State Parks Division staff would need to work with the contractor to ensure a quality product and to integrate video as part of the overall State Parks Division marketing plan, as part of promotions, advertising, and social media.

MTM/blm