

1 A MEMORIAL

2 REQUESTING THE TOURISM AND ECONOMIC DEVELOPMENT DEPARTMENTS  
3 TO STUDY THE COST AND FINANCIAL IMPACT OF CREATING A STATE  
4 OFFICE OF OUTDOOR RECREATION AND THE ECONOMIC POTENTIAL OF  
5 RECRUITING OUTDOOR RECREATION PRODUCTS AND SERVICE INDUSTRIES  
6 TO NEW MEXICO.

7  
8 WHEREAS, nationwide, the outdoor recreation industry  
9 generates six hundred forty-six billion dollars  
10 (\$646,000,000,000) in consumer spending and six million one  
11 hundred thousand jobs; and

12 WHEREAS, in New Mexico, the outdoor recreation industry  
13 generates six billion one hundred million dollars  
14 (\$6,100,000,000) in consumer spending, sixty-eight thousand  
15 direct jobs, one billion seven hundred million dollars  
16 (\$1,700,000,000) in wages and salaries and four hundred  
17 fifty-eight million dollars (\$458,000,000) in state and local  
18 tax revenue; and

19 WHEREAS, each year, sixty-five percent of New Mexicans  
20 participate in outdoor recreation activities, including  
21 hunting, fishing, skiing, mountain biking, running,  
22 backpacking, birding, boating and camping; and

23 WHEREAS, thirty-four million travelers visited  
24 New Mexico in 2015, many for the recreational opportunities  
25 available on public lands; and

1           WHEREAS, New Mexico's rich public lands and the culture  
2 of outdoor recreation provide an opportunity to recruit and  
3 develop industries that provide products and services related  
4 to outdoor recreation in the state; and

5           WHEREAS, Colorado and Utah have offices of outdoor  
6 recreation to aid in the development of outdoor recreation  
7 industries within those states;

8           NOW, THEREFORE, BE IT RESOLVED BY THE SENATE OF THE  
9 STATE OF NEW MEXICO that the tourism and economic development  
10 departments be requested to study the cost and potential  
11 economic impact of a state office of outdoor recreation; and

12           BE IT FURTHER RESOLVED that this study also evaluate the  
13 economic potential of recruiting and developing industries  
14 that provide products and services related to outdoor  
15 recreation to the state; and

16           BE IT FURTHER RESOLVED that the tourism and economic  
17 development departments consult with representatives of the  
18 outdoor recreation industry and other individuals appropriate  
19 for the study; and

20           BE IT FURTHER RESOLVED that the tourism and economic  
21 development departments present their findings to the  
22 governor, the legislative finance committee and other  
23 appropriate legislative interim committees by  
24 October 1, 2017; and

25           BE IT FURTHER RESOLVED that copies of this memorial be

1 transmitted to the governor, the secretary of tourism, the  
2 secretary of economic development, the chair of the  
3 legislative finance committee and the co-chairs of the  
4 New Mexico legislative council. \_\_\_\_\_

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