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FISCAL IMPACT REPORT

SPONSOR:	Varela	DATE TYPED:	01/31/00	HB	251
SHORT TITLE:	Tourism Department Appropriation			SB	
				ANALYST:	Woodlee

APPROPRIATION

Appropriation Contained		Estimated Additional Impact		Recurring or Non-Rec	Fund Affected
FY00	FY01	FY00	FY01		
	\$ 4,900.0			Recurring	General Fund

(Parenthesis () Indicate Expenditure Decreases)

Duplicates SB29

SOURCES OF INFORMATION

LFC Files

Agency analysis not provided

SUMMARY

Synopsis of Bill

The bill appropriates an additional \$4,900.0 to the Tourism Department for travel and marketing services.

Significant Issues

The bill appropriates funds for the following purposes:

- •\$2,500.0 for general advertising;
- •\$1,065.0 for cooperative advertising;
- •\$ 650.0 for inquiry fulfillment;
- •\$ 450.0 for regional programs;
- •\$ 100.0 for research and accountability;
- •\$ 50.0 for trade show programs;
- •\$ 45.0 for printing a museums and monuments fulfillment brochure;
- •\$ 25.0 for printing state park brochures; and
- •\$ 15.0 for updating and printing the access New Mexico guide.

In 1998, the Legislature increased the Travel and Marketing Division's advertising budget by \$2,900.0. Currently, the general advertising program expends \$3,300.0 and the cooperative advertising expends \$1,300.0, totaling \$4,600.0. This bill will bring the total tourism advertising budget to \$8,165.0.

New Mexico has been outspent in tourism marketing by surrounding states. For FY00, the Arizona budget designates \$7,021.9 for tourism marketing. This bill increases the New Mexico tourism promotion budget to comparable levels to surrounding states.

FISCAL IMPLICATIONS

The bill appropriates \$4,900.0 from the general fund to the Tourism Department. Any unexpended or unencumbered balance remaining at the end of fiscal year 2001 shall revert to the general fund.

CONFLICT/DUPLICATION/COMPANIONSHIP/RELATIONSHIP

This bill duplicates SB29.

MW/gm