

One alternative would be for New Mexico's golf industry to promote itself, perhaps with state support. Both the Tourism Department and EDD manage "cooperative advertising" programs that provide matching funds to communities and non-profit organizations for the promotion of tourism and economic development. If New Mexico's golf industry has formed or will form a non-profit organization to promote its interests, it could apply for and possibly receive funds for advertising and promotion.

FISCAL IMPLICATIONS

HJM 116 contains no appropriation. Both EDD and Tourism note that they will incur costs such as travel expenses in order to carry out the objectives of this memorial.

ADMINISTRATIVE IMPLICATIONS

Both EDD and Tourism would have to devote staff and other resources to the tasks required by this memorial.

POSSIBLE QUESTIONS

1. Is golf of sufficient economic importance to merit special study by two cabinet departments?
2. Has the golf industry organized itself for the purposes of promotion and advertising? Can it benefit from EDD and Tourism "cooperative advertising" programs?

LP/njw