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The most recent FIR version (in HTML & Adobe PDF formats) is available on the Legislative Website. The Adobe PDF version includes all attachments, whereas the HTML version does not. Previously issued FIRs and attachments may be obtained from the LFC in Suite 101 of the State Capitol Building North.

## FISCAL IMPACT REPORT

SPONSOR:	Romero		DATE TYPED:	2/25/03	HB	
SHORT TITL	E: Pror	note Indian Tour	ism		SB	834
				ANALY	ζST:	Collard

## APPROPRIATION

Appropriatio	on Contained	Estimated Add	litional Impact	Recurring or Non-Rec	Fund Affected
FY03	FY04	FY03	FY04		
	\$300.0			Recurring	General Fund

(Parenthesis ( ) Indicate Expenditure Decreases)

Duplicates HB 942 and HB 887

### SOURCES OF INFORMATION

Responses Received From Tourism Department

## SUMMARY

#### Synopsis of Bill

Senate Bill 834 appropriates \$300,000 from the general fund to the Tourism Department for the purpose of promoting Indian tourism and tourist-related industries.

## FISCAL IMPLICATIONS

The appropriation of \$300.0 contained in this bill is a recurring expense to the general fund. Any unexpended or unencumbered balance remaining at the end of FY04 shall revert to the general fund. The department indicates this represents a significant increase to the program's existing funding level of approximately \$100.0 per year.

## **OTHER SUBSTANTIVE ISSUES**

The department notes Indian tourism is a major component of the tourism industry in New Mexico. The department's 2002 General Print Conversion Study indicates scenic beauty, historic sites and Indian culture are the top three reasons for visiting New Mexico. New tribal

## Senate Bill 834 -- Page 2

destination resorts are also major draws for the Mexican market and other domestic and international visitors.

Additionally, since its establishment, the Indian tourism program's primary function has been outreach. This bill will enable the Indian tourism program to engage in promotion, marketing and advertising, greatly expanding its scope and effectiveness. Tribal governments and non-profits are currently eligible for cooperative advertising funding through the New Mexico Tourism Department; however, these entities only receive a small percentage of cooperative advertising funds and are often deterred by the matching requirement. This appropriation would provide tribal governments and non-profits with direct access to marketing funds.

# KBC/njw