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FISCAL IMPACT REPORT

SPONSOR Tripp DATE TYPED 2/21/05 HB 852

SHORT TITLE Bosque Del Apache Center and Festival SB _____

ANALYST Hadwiger

APPROPRIATION (in \$000s)

Appropriation Contained		Estimated Additional Impact		Recurring or Non-Rec	Fund Affected
FY05	FY06	FY05	FY06		
	\$50.0			Recurring	General Fund

(Parenthesis () Indicate Expenditure Decreases)

SOURCES OF INFORMATION

LFC Files

Responses Received From

Tourism Department

Cultural Affairs Department

SUMMARY

Synopsis of Bill

HB852 appropriates \$50,000 from the general fund to the Cultural Affairs Department (DCA) in FY06 to develop and implement a campaign to promote tourism at El Camino Real International Heritage Center in conjunction with the Festival of the Cranes at the Bosque del Apache National Wildlife Refuge.

Significant Issues

The El Camino Real International Heritage Center is a new New Mexico state monument, scheduled to open to the public on November 19, 2005. The Center is a collaborative project of DCA and the federal Bureau of Land Management. The Camino Real Center and the Bosque del Apache are in relative close physical proximity in a rural area of the state, south of Socorro and east of I-25. The Bosque enjoys high attendance at its Festival of the Cranes, held each year in late November. As a new cultural attraction, public attention for the Camino Real Center and its grand opening in November will require aggressive and creative marketing efforts in order to

draw visitors. The Center's association with the Bosque and its successful Festival of the Cranes would assist with these marketing efforts.

The Festival of the Cranes is scheduled for November 15–20, 2005, facilitating a coordinated advertising campaign for the two coinciding events (the Festival and Center opening day).

FISCAL IMPLICATIONS

The appropriation of \$50,000 contained in this bill is a recurring expense to the general fund. Any unexpended or unencumbered balance remaining at the end of FY06 would revert to the general fund.

ADMINISTRATIVE IMPLICATIONS

DCA indicates that agency's existing state monuments staff will work with staff from the Bosque del Apache and local community members to develop and implement this initiative.

OTHER SUBSTANTIVE ISSUES

Positive collaboration between the Center and Bosque de Apache will benefit both attractions and, in the case the Center, will provide an additional cultural resource destination in the area. This collaboration will enhance partnering relationships between DCA and Tourism, Economic Development, the City of Socorro and local Chambers of Commerce. This appropriation could help ensure a strong kick-off event for the Center this year.

DH/lg