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# FISCAL IMPACT REPORT

SPONSOR	Ruiz, H.	ORIGINAL DATE LAST UPDATED	HB	806/aHCPAC
SHORT TITLE Market and Advertise Santa Fe Area Golf			 SB	

# ANALYST Earnest

## **APPROPRIATION (dollars in thousands)**

Арргор	riation	Recurring or Non-Rec	Fund Affected
FY06	FY07		
	\$150.0	Recurring	General Fund

(Parenthesis () Indicate Expenditure Decreases)

#### SOURCES OF INFORMATION LFC Files

Responses Received From Sports Authority (SA)

#### SUMMARY

#### Synopsis of HCPAC Amendment

The House Consumer and Public Affairs Committee amendment broadens the scope of the appropriation to promote golf in New Mexico, not just in the Santa Fe area.

Synopsis of Original Bill

House Bill 806 appropriates \$150 thousand from the general fund to the New Mexico Sports Autority to advertise and market golf in the Santa Fe area.

#### **FISCAL IMPLICATIONS**

The appropriation of \$150 thousand contained in this bill is a recurring expense to the general fund. Any unexpended or unencumbered balance remaining at the end of fiscal year 2007 shall revert to the general fund.

## House Bill 806/aHCPAC – Page 2

## **SIGNIFICANT ISSUES**

The Sports Authority indicates that the appropriation would be used to contract with Santa Fe Trails, a group comprising 10 golf courses in central New Mexico, to promote golf. It is not clear whether it will be used to market golf in central NM to in-state or out-of-state travelers.

The Tourism Department devotes a significant portion of its marketing budget on NM golf promotion, including one-fourth of its television advertising budget and sponsorship of golf tournaments.

BE/nt