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FISCAL IMPACT REPORT

ORIGINAL DATE 1/30/2007

SPONSOR Grubestic LAST UPDATED _____ HB _____

SHORT TITLE Georgia O’Keefe Museum 10th Anniversary SB 545

ANALYST Schuss

APPROPRIATION (dollars in thousands)

Appropriation		Recurring or Non-Rec	Fund Affected
FY07	FY08		
	\$250.0	Non-Recurring	General Fund

(Parenthesis () Indicate Expenditure Decreases)

SOURCES OF INFORMATION

LFC Files

Responses Received From

New Mexico Tourism Department (TD)

Department of Cultural Affairs (DCA)

SUMMARY

Synopsis of Bill

Senate Bill 545 appropriates \$250,000 from the General Fund to the Tourism Department to promote the tenth anniversary celebration of the Georgia O’Keefe Museum.

FISCAL IMPLICATIONS

The appropriation of \$250,000 contained in this bill is a non-recurring expense to the General Fund. Any unexpended or unencumbered balance remaining at the end of FY08 shall revert to the General Fund.

The TD notes that no other funding is available for this purpose.

SIGNIFICANT ISSUES

The TD states that Senate Bill 545 will not only benefit the city of Santa Fe and its tourism industry partners but also the entire state. The celebration will draw people from all over the

world with many cultural interests and have a great financial impact on all museums, both public and private.

PERFORMANCE IMPLICATIONS

According to the TD, Senate Bill 545 will have a positive impact on their performance, increasing visitation to New Mexico. Specifically, Senate Bill 545 will help them meet performance measures related to increased domestic tourism market share, percent change in lodger's tax and economic impact of tourism in the state of New Mexico.

The DCA notes that their understanding is the funds are intended to promote and advertise, statewide and nationally, the following: the museum's year-long 10th anniversary events, including a concert by an internationally-recognized performing artist, a lecture by Justice Ruth Bader Ginsburg, and a theatrical performance by Joan Allen of film and theater; exhibitions organized by the museum that will travel outside of the state and will provide national exposure of New Mexico's cultural treasures; and a statewide community day celebration at which time the museum will be free and open to the public.

The Georgia O'Keeffe Museum – which is not a part of the State museum system as administered by the DCA – will be celebrating its 10th anniversary during 2007 and New Mexico as a whole could benefit from increased national and international attention for this popular museum. The museum is an important economic driver through tourism, as well as an important educational outreach tool.

It should be noted that when the O'Keeffe Museum opened in 1997, DCA's state-run museums in Santa Fe enjoyed sizeable increases in attendance.

CONFLICT

Senate Bill 545 conflicts with House Bill 150, which appropriates \$250,000 to the Department of Cultural Affairs for the same purpose.

The DCA believes that these funds were intended for the TD and that Senate Bill 545 corrects HB 150 for this purpose.

POSSIBLE QUESTIONS

Will the TD accomplish this through the request of an RFP?

BS/csd