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FISCAL IMPACT REPORT

SPONSOR Grubestic ORIGINAL DATE 2-27-2007
LAST UPDATED _____ HB _____
SHORT TITLE NM History Museum Outreach SB 1072
ANALYST Dearing

APPROPRIATION (dollars in thousands)

Appropriation		Recurring or Non-Rec	Fund Affected
FY07	FY08		
	\$300.0	Non-Recurring	General Fund

(Parenthesis () Indicate Expenditure Decreases)

Relates to Appropriation in the General Appropriation Act

SOURCES OF INFORMATION

LFC Files

Responses Received From

Cultural Affairs Department (CAD)

SUMMARY

Synopsis of Bill

Senate Bill 1072 appropriates \$300 thousand from the general fund for expenditure in FY08 to Cultural Affairs department for promotion and advertising of the opening of the New Mexico State History Museum.

FISCAL IMPLICATIONS

The appropriation of \$300 thousand contained in Senate Bill 1072 is a nonrecurring expense to the General Fund. Any unexpended or unencumbered balance remaining at the end of FY08 shall revert to the General Fund.

SIGNIFICANT ISSUES

The State History Museum is currently under construction adjacent to the Palace of the Governors in downtown Santa Fe. The department believes the facility will be successful if it

reaches out to the very people whose histories and cultures its exhibits will describe. Funding marketing efforts has the potential to encourage visitation upon the opening of the History Museum in 2009, positively influencing attendance figures.

The department has planned a variety of outreach activities for FY08 to raise awareness throughout New Mexico for the museum. Activities have been designed to encourage interaction among residents throughout the state. The department's planned outreach activities and *intended results* are listed below.

- Web Site – The NM History Museum website will provide the platform for all subsequent inter-activities. While the physical plant is under construction, the website will serve as a virtual outreach tool providing a place for input and to share New Mexico history stories and perspectives from around the state. The website will be developed in cooperation with the New Mexico Office of the State Historian.
- Time Capsule – Through a variety of media, the public will be invited to submit items via the museum's website for inclusion in a NM History Museum time capsule. The time capsule project could also raise awareness of New Mexico history, particularly among young people.
- Student History Contest/ History Fair – Targeted to schools and colleges throughout the state, the essay contest will invite students to comment via personal essays or web pages on New Mexico history topics. Results will be displayed on the website resulting in a statewide, online New Mexico History Fair in cooperation with the New Mexico Endowment for Humanities and their History Day program.
- Community and Family History Project – Recognizing that history starts at a local and personal level, this project, targeted to adults, will invite local and family historians to submit information for inclusion in a website section called "A Place For Our Past." Participants can post information, images and maps to their own histories.
- Media Awareness Campaign – A media campaign will also be implemented to reach New Mexicans statewide. The goal of the public service announcement style TV, radio and print ads will be to drive traffic to the website where people can learn more about the significance of New Mexico's history and cultural legacy, allowing critical input from their own histories and perspectives.