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FISCAL IMPACT REPORT

ORIGINAL DATE 1/18/08

SPONSOR Garcia, T. LAST UPDATED _____ HB 79

SHORT TITLE Expand Mora County Tourism SB _____

ANALYST Earnest

APPROPRIATION (dollars in thousands)

Appropriation		Recurring or Non-Rec	Fund Affected
FY08	FY09		
	\$25.0	Recurring	General Fund

(Parenthesis () Indicate Expenditure Decreases)

SOURCES OF INFORMATION

LFC Files

Responses Received From
Tourism Department (TD)

SUMMARY

Synopsis of Bill

House Bill 79 appropriates \$25 thousand from the general fund to the Tourism Department to expand tourism in Mora county by providing staff for a Mora county tourism office, developing brochures and other marketing and promotional materials, providing advertisement and informational copy for magazines, coordinating participation in Mora County events and assisting local attractions in developing cooperative and coordinated advertising campaigns.

FISCAL IMPLICATIONS

The appropriation of \$25 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 2009 shall revert to the general fund.

SIGNIFICANT ISSUES

According to the Tourism Department, this appropriation would not be sufficient to establish a fully functional tourism office. In addition, Mora County may already apply for cooperative advertising funds through the department.

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The Tourism Department currently has a joint powers agreement with the city of Santa Fe, under which the city provides \$25 thousand to the department for a staff position in the Santa Fe visitor center.

ADMINISTRATIVE IMPLICATIONS

Although the bill states that the appropriation is for a contract, the Tourism Department reported the bill requires them to add an FTE.

BE/nt