

A MEMORIAL

REQUESTING THE TOURISM DEPARTMENT TO DESIGNATE THE CARLSBAD CHAMBER OF COMMERCE OFFICE AS A WELCOME CENTER FOR NEW MEXICO'S SOUTHEAST REGION.

WHEREAS, the city of Carlsbad is located at the junction of two United States highways; and

WHEREAS, Carlsbad is a gateway to New Mexico for visitors, tourists and business travelers entering the state from Texas; and

WHEREAS, Carlsbad is a year-round destination community for tens of thousands of visitors to New Mexico; and

WHEREAS, Carlsbad is the world-renowned home of Carlsbad Caverns national park, Living Desert zoo and Gardens state park and is conveniently located near Guadalupe Mountains national park and Brantley Lake state park, providing a vast array of vacation and recreation opportunities; and

WHEREAS, Carlsbad is also the home of "Christmas on the Pecos", attracting visitors from throughout New Mexico and the surrounding states to enjoy the magic of Christmas lights decorating the banks of the Pecos river and the warmth and joy of the Christmas season;

NOW, THEREFORE, BE IT RESOLVED BY THE HOUSE OF REPRESENTATIVES OF THE STATE OF NEW MEXICO that the tourism department be requested to designate the Carlsbad chamber of

commerce office as a welcome center for New Mexico's southeast region; and

BE IT FURTHER RESOLVED that a copy of this memorial be transmitted to the secretary of tourism.