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HOUSE MEMORIAL 75

50TH LEGISLATURE - STATE OF NEW MEXICO - FIRST SESSION, 2011

INTRODUCED BY

Antonio "Moe" Maestas

A MEMORIAL

REQUESTING THE ECONOMIC DEVELOPMENT DEPARTMENT TO CONVENE A
WORKING GROUP TO STUDY SPORTS AND SPORTS-RELATED EXPENDITURES,
CREATE A LONG-TERM STRATEGIC PLAN FOR SPORTS AND SPORTS TOURISM
AND ASSESS AND RECOMMEND IF THE SPORTS AUTHORITY DIVISION OF
THE TOURISM DEPARTMENT SHOULD BE TRANSFERRED TO THE ECONOMIC
DEVELOPMENT DEPARTMENT.

WHEREAS, New Mexico sports tourism is a vital and
important part of the state's economy that is enjoyed by the
state's residents and helps to attract thousands of tourists to
the state each year; and

WHEREAS, New Mexico sports and sports tourism are
important functions of both economic development and tourism in
the state; and

WHEREAS, sports tourism can be described as travel away

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1 from one's primary residence to participate in a sports
2 activity for recreation or competition, to observe sports at
3 the grassroots or elite level or to visit a sports attraction
4 such as a sports park or hall of fame and can be measured by
5 the number of people that attend the hosted sporting event; and

6 WHEREAS, the economic development of sports is the gaining
7 of sports business, such as real estate development and
8 redevelopment infrastructure, to support sports tourism and job
9 creation through relocation of sports businesses; and

10 WHEREAS, the sports authority division of the tourism
11 department has the duty to develop an overall strategic plan
12 for recruiting and retaining all forms of professional and
13 amateur sporting events, but it is not specifically directed to
14 create a long-term strategic plan to benefit economic
15 development in the state; and

16 WHEREAS, a purpose of the tourism department is to monitor
17 the progress of state-supported tourism activities and prepare
18 annual reports of such activities, their status and their
19 impact; and

20 WHEREAS, the legislature has found that the economic
21 development department, with resources from the New Mexico
22 finance authority, should be used for the effective promotion
23 of economic development within the state; and

24 WHEREAS, it is important to New Mexico's economic
25 development to create a long-term strategic plan for sports

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1 tourism, including spending requirements and return-on-
2 investment criteria, that will help to meet the current and
3 emerging needs of New Mexico's sports tourism industry; and

4 WHEREAS, developing a long-term strategic plan may help
5 New Mexico realize the full potential of the economic benefits
6 that New Mexico sports and the sports tourism marketplace could
7 bring to the state; and

8 WHEREAS, to ensure that New Mexico realizes the full
9 economic potential of New Mexico sports and the sports tourism
10 industry, it should be determined whether the sports authority
11 division should be transferred from the tourism department to
12 the economic development department;

13 NOW, THEREFORE, BE IT RESOLVED BY THE HOUSE OF
14 REPRESENTATIVES OF THE STATE OF NEW MEXICO that the secretary
15 of economic development be requested to convene a working group
16 to study sports and sports-related expenditures, including the
17 actual return on investment for all sports and sports-related
18 expenditures made by the state, and create a long-term
19 strategic plan for New Mexico sports tourism to meet the
20 current and emerging needs of New Mexico's sports tourism
21 industry; and

22 BE IT FURTHER RESOLVED that the working group be composed
23 of a representative from the economic development department; a
24 licensed attorney with at least three years' experience working
25 in sports law; a professor of law learned in sports law; an

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1 economist; and a certified public accountant; and

2 BE IT FURTHER RESOLVED that the working group assess and
3 recommend whether the state would be better served by
4 transferring the sports authority division from the tourism
5 department to the economic development department; and

6 BE IT FURTHER RESOLVED that the working group present its
7 findings and legislative recommendations to the appropriate
8 interim legislative committee with oversight over economic
9 development and tourism issues in New Mexico by October 1,
10 2011; and

11 BE IT FURTHER RESOLVED that copies of this memorial be
12 transmitted to the economic development department, the tourism
13 department and the New Mexico legislature.