

1 A MEMORIAL

2 REQUESTING THE INDIAN AFFAIRS DEPARTMENT TO UNDERTAKE A STUDY  
3 REGARDING THE FEASIBILITY OF IMPLEMENTING A PROGRAM TO  
4 INCREASE MARKETING EFFORTS TO PROMOTE NATIVE AMERICAN  
5 ENTERPRISES.

6  
7 WHEREAS, during the 2011 state-tribal leaders summit,  
8 Governor Susana Martinez made a commitment to tribal leaders  
9 to increase marketing efforts to promote Native American  
10 enterprises nationally and internationally; and

11 WHEREAS, the Indian affairs department and the  
12 New Mexico senate recognize that the presence of Native  
13 American communities and Native American enterprises provides  
14 unique economic development opportunities such as ecotourism,  
15 outdoor recreation, hunting, fishing, camping, historical and  
16 cultural tourism and Native American-owned gaming enterprises  
17 and resorts; and

18 WHEREAS, Indian tourism currently ranks fourth among  
19 tourists' reasons for visiting the land of enchantment; and

20 WHEREAS, the state has no consolidated marketing effort  
21 specific to Native American enterprises; and

22 WHEREAS, Native American enterprises do not receive  
23 significant promotion outside of New Mexico as tourist  
24 attractions; and

25 WHEREAS, promotion of Native American enterprises to a

1 national and international market will advance the state's  
2 tourism industry and significantly increase economic growth  
3 and sustainability for the state and for New Mexico's tribes,  
4 nations and pueblos; and

5 WHEREAS, the promotion of Native American enterprises to  
6 a national and international market will create employment in  
7 New Mexico and in New Mexico's tribes, nations and pueblos;  
8 and

9 WHEREAS, the senate and the Indian affairs department  
10 regard tribal economic development as a key initiative;

11 NOW, THEREFORE, BE IT RESOLVED BY THE SENATE OF THE  
12 STATE OF NEW MEXICO that the Indian affairs department be  
13 requested to collaborate with New Mexico's tribes, nations  
14 and pueblos, the tourism department and other necessary state  
15 departments and interested organizations to conduct a study  
16 to determine the feasibility of developing and implementing a  
17 program to increase marketing efforts to promote Native  
18 American enterprises; and

19 BE IT FURTHER RESOLVED that the study examine the  
20 feasibility of implementing a program that would:

21 A. work collaboratively with New Mexico's tribes,  
22 nations and pueblos to develop promotional and marketing  
23 initiatives and to develop partnerships and financial  
24 leveraging opportunities;

25 B. develop and run local, regional and

1 international commercials and advertisements to promote  
2 Native American enterprises;

3 C. coordinate and collaborate with out-of-state  
4 and international journalists and travel writers who have  
5 specific interests in writing about New Mexico Native  
6 American enterprises;

7 D. cultivate relationships with tourist  
8 organizations, tour operators, travel agents and non-tribal  
9 business entities to develop, package and promote offers to  
10 visit Native American enterprises; and

11 E. develop an economic impact study that reveals  
12 the economic impact of Native American enterprises, including  
13 the impact on job creation and the impact to the state  
14 budget; and

15 BE IT FURTHER RESOLVED that the findings of the study,  
16 including any costs associated with implementation of the  
17 program, be reported by the Indian affairs department to the  
18 appropriate legislative interim committee by November 2012;  
19 and

20 BE IT FURTHER RESOLVED that copies of this memorial be  
21 transmitted to the governor, the secretary of Indian affairs,  
22 the secretary of tourism and the leaders of the tribes,  
23 nations and pueblos of New Mexico. \_\_\_\_\_