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## FISCAL IMPACT REPORT

ORIGINAL DATE 01/22/13  
 SPONSOR Campos LAST UPDATED 02/13/13 HB \_\_\_\_\_  
 SHORT TITLE State Monuments to Historic Sites SB 70/aSIAC/aSCONC  
 ANALYST Cerny

### ESTIMATED ADDITIONAL OPERATING BUDGET IMPACT (dollars in thousands)

	FY13	FY14	FY15	3 Year Total Cost	Recurring or Nonrecurring	Fund Affected
<b>Total</b>		\$50.0		\$50.0	Nonrecurring	Private funders

(Parenthesis ( ) Indicate Expenditure Decreases)

### SOURCES OF INFORMATION

LFC Files

#### Responses Received From

Department of Cultural Affairs (DCA)

Department of Transportation (DOT)

### SUMMARY

#### Synopsis of SCONC Amendment

The Senate Conservation Committee amendment to Senate Bill 70 would amend the recommended name change for the division of the Department of Cultural Affairs (DCA) formerly known as the “State Monuments Division” to the “State Historic Sites and Monuments Division.”

#### Synopsis of SIAC Amendment

The Senate Indian and Cultural Affairs Committee amendment to Senate Bill 70 would amend the recommended names changes for two of the existing state monuments by striking the language “interpretive center” and inserting the word “site.” Thus, the names of these two monuments would be changed to El Camino Real Historic Trail Site and Taylor Reynolds Barela Mesilla Historic Site.

#### Synopsis of Original Bill

Senate Bill 70 (SB 70) changes the name of two divisions within the Museum of New Mexico. The State Monuments Division is renamed the Historic Sites Division. The Archeology Services Division is renamed the Archeology Division.

The bill also changes the designation of all but one of the “state monuments” to “state historical sites” In addition, SB 70 changes the name of the “El Camino Real International Heritage Center” to the “El Camino Real Historical Trail Interpretive Center.” Further, it includes Fort Stanton in the list of eight Historic Sites owned by the DCA (Fort Stanton was officially designated as a State Monument in 2007).

### **FISCAL IMPLICATIONS**

The bill does not impact the agency’s budget as funds required by the renaming of the monuments (such as for signage) will be funded privately, and staff costs for administration and design will be absorbed within the operating budget.

The Department of Transportation (DOT) has estimated the cost of highway signage at \$15,000. The remaining funds are anticipated to be used for the marketing roll-out and other changes necessitated by the name changes.

If the name change should result in increased attendance in future years, increased revenues will occur, but the DCA did not assess a dollar amount for this impact.

### **SIGNIFICANT ISSUES**

The DCA notes: “A recent marketing study indicated that the word “monument” does not describe the historic and prehistoric resources and the public programs available at each of the eight State Monument sites. A similar study indicated that one of the primary goals of tourism in New Mexico is to visit historic sites. By changing to the name of the State Monuments to “Historic Sites,” the heritage tourist will quickly understand the nature of the venue, and will be more likely to visit. Further, the word “monument” implies a stone-like motionless entity, whereas “historic site” implies a multifaceted and active adventure in the past.”

### **PERFORMANCE IMPLICATIONS**

One of the DCA’s performance measures is attendance at museum and monument exhibitions, performances films and other presenting programs. The DCA anticipates the name change will results in increased visitation to New Mexico’s historic sites.

### **ADMINISTRATIVE IMPLICATIONS**

The DCA will design a new logo, signage and a marketing “roll-out” utilizing existing staff. The DCA will pay for the cost of replacement highway signage to be produced by the DOT, utilizing private funds. Private fundraising will take place under the aegis of the Museum of New Mexico Foundation.

The DOT concurs on the projected cost of the highway signage at \$15,000 and that the DCA will be responsible for securing the funding and preparing the design specifications for the signs. Further, that the DCA will be responsible for contacting the DOT sign shop to arrange for manufacturing and delivery of the signs, as well as reimbursing the DOT for the costs associated therewith. Finally, the DCA will be responsible for any costs associated with the erection and maintenance of such signage.

**TECHNICAL ISSUES**

Bill resolves an inconsistency in Section 9-4a-4 NMSA 1978 (being Laws 2004, Chapter 25, Section 4 as amended) which was not updated when Fort Stanton became a state monument in 2007.

CC/bm:svb