

A MEMORIAL

REQUESTING THE GOVERNOR TO CONDUCT AN EXPLORATION OF THE
POSSIBILITIES FOR BRINGING A MAJOR LEAGUE SOCCER TEAM TO NEW
MEXICO AND BUILDING A SOCCER STADIUM TO HOUSE THE SOCCER TEAM.

WHEREAS, soccer, usually called "football" worldwide, is
the most popular sport around the world, with billions of
ardent fans; and

WHEREAS, soccer is rapidly gaining popularity in the
United States, with the Nielsen television ratings company
reporting that a total of twenty-four million three hundred
thousand viewers in the United States watched the 2010 world
cup final soccer championship between Spain and the
Netherlands; and

WHEREAS, in 2013, twenty thousand one hundred forty-one
children in New Mexico played soccer; and

WHEREAS, in terms of participants, soccer is four times
more popular than American football in New Mexico; and

WHEREAS, for the past decade, the university of New
Mexico Lobos men's soccer team has ranked in the top fifteen
for attendance and recently made the national collegiate
athletic association final four; and

WHEREAS, Albuquerque now has its own minor league soccer
team, the Albuquerque Sol; and

WHEREAS, more than nine thousand people attended the

2013 international professional soccer match, at the university of New Mexico stadium, between the Colorado Rapids team of major league soccer and Mexico's first division Santos Laguna team; and

WHEREAS, in the major league soccer association, or "MLS", there are nineteen active, and two pending, soccer clubs throughout the United States and Canada, with the closest clubs to New Mexico being the Denver-based Colorado Rapids and the Dallas-area FC Dallas club; and

WHEREAS, several former university of New Mexico Lobos soccer players now play in the MLS; and

WHEREAS, the journal *Sports Business Daily* reported in November 2013 that the average MLS franchise is now worth one hundred three million dollars (\$103,000,000), an increase of more than one hundred seventy-five percent in the past five years;

NOW, THEREFORE, BE IT RESOLVED BY THE HOUSE OF REPRESENTATIVES OF THE STATE OF NEW MEXICO that Governor Susana Martinez be requested to lead a dialogue with representatives from the department of finance and administration, the economic development department, the tourism department, the athletics community, the state's chambers of commerce, the bureau of business and economic research at the university of New Mexico, New Mexico business owners and other experts to explore the feasibility of

building a soccer-specific stadium with the hope of
establishing an MLS team in New Mexico in the future; and

BE IT FURTHER RESOLVED that copies of this memorial be
transmitted to the governor, the mayor of Albuquerque and the
chair of the Bernalillo county commission.