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## FISCAL IMPACT REPORT

**SPONSOR** Munoz **ORIGINAL DATE** 02/18/15  
**LAST UPDATED** 03/18/15 **HB** \_\_\_\_\_  
**SHORT TITLE** Study Gallup Indian Market **SM** 92  
**ANALYST** Cerny/Clark

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

	FY15	FY16	FY17	3 Year Total Cost	Recurring or Nonrecurring	Fund Affected
<b>Total</b>		Indeterminate				

(Parenthesis ( ) Indicate Expenditure Decreases)

Relates to HB 2

### SOURCES OF INFORMATION

LFC Files

Responses Received From  
Tourism Department (TD)

### SUMMARY

#### Synopsis of Bill

Senate Memorial 92 requests that the Tourism Department (TD) study the feasibility of creating an annual Gallup Indian Market. Additionally, this memorial requests that TD identify possible venues, cost estimates, and possible income sources for funding the event. Lastly, SM 92 requests that TD prepare a report and provide recommendations to interim legislative committees by November 1, 2015.

### FISCAL IMPLICATIONS

SM 92 carries no appropriation and has indeterminate fiscal impact on the TD.

### SIGNIFICANT ISSUES

Citing Gallup's assets and location in proximity to many of the places where Native American art is made, SM 92 requests that the TD study the feasibility of creation of an annual Indian market there. The study would identify possible venues and provide cost estimates and potential funding sources.

TD analysis states that it recently implemented a competitive Event Sponsorship Grant Program to support local events (both new and existing) that have the ability to drive travel and increase visitor spending in New Mexico:

To the extent that this grant program intends to support events such as the Market proposed in SM 92, TD would prefer action through this program versus the process defined in the Memorial.

The study might also give consideration to potential competition from other market events for Native American Art, many of which are firmly established, including those at the Heard Museum in Phoenix, the University of Arizona in Tucson, and two such markets in Santa Fe.

### **ADMINISTRATIVE IMPLICATIONS**

TD analysis states that “SM 92 might require significant time from TD staff.”

### **RELATIONSHIP**

This memorial relates to HB 2, which includes a recurring appropriation for the Tourism Department of \$100 thousand for an Indian jewelry market in Gallup.

### **ALTERNATIVES**

Gallup might consider partnering either with the Santa Fe Indian Market, with its 93-year history, to potentially become an additional venue for them or to request training for any anticipated staff that would launch such an event, or even perhaps the new Indigenous Fine Art Market that launched in Santa Fe last summer. Spanish Market, for example has just opened an additional market in Las Cruces in order to provide additional opportunities for artists.

CAC/je/aml/jc/je