

HOUSE MEMORIAL 91

**53RD LEGISLATURE - STATE OF NEW MEXICO - FIRST SESSION, 2017**

INTRODUCED BY

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A MEMORIAL

REQUESTING THE TOURISM AND ECONOMIC DEVELOPMENT DEPARTMENTS TO STUDY THE COST AND FINANCIAL IMPACT OF CREATING A STATE OFFICE OF OUTDOOR RECREATION AND THE ECONOMIC POTENTIAL OF RECRUITING OUTDOOR RECREATION PRODUCTS AND SERVICE INDUSTRIES TO NEW MEXICO.

WHEREAS, nationwide, the outdoor recreation industry generates six hundred forty-six billion dollars (\$646,000,000,000) in consumer spending and six million one hundred thousand jobs; and

WHEREAS, in New Mexico, the outdoor recreation industry generates six billion one hundred million dollars (\$6,100,000,000) in consumer spending, sixty-eight thousand direct jobs, one billion seven hundred million dollars (\$1,700,000,000) in wages and salaries and four hundred fifty-

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1 eight million dollars (\$458,000,000) in state and local tax  
2 revenue; and

3 WHEREAS, each year, sixty-five percent of New Mexicans  
4 participate in outdoor recreation activities, including  
5 hunting, fishing, skiing, mountain biking, running,  
6 backpacking, birding, boating and camping; and

7 WHEREAS, thirty-four million travelers visited New Mexico  
8 in 2015, many for the recreational opportunities available on  
9 public lands; and

10 WHEREAS, New Mexico's rich public lands and the culture of  
11 outdoor recreation provide an opportunity to recruit and  
12 develop industries that provide products and services related  
13 to outdoor recreation in the state; and

14 WHEREAS, Colorado and Utah have offices of outdoor  
15 recreation to aid in the development of outdoor recreation  
16 industries within those states;

17 NOW, THEREFORE, BE IT RESOLVED BY THE HOUSE OF  
18 REPRESENTATIVES OF THE STATE OF NEW MEXICO that the tourism and  
19 economic development departments be requested to study the cost  
20 and potential economic impact of a state office of outdoor  
21 recreation; and

22 BE IT FURTHER RESOLVED that this study also evaluate the  
23 economic potential of recruiting and developing industries that  
24 provide products and services related to outdoor recreation to  
25 the state; and

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1 BE IT FURTHER RESOLVED that the tourism and economic  
2 development departments consult with representatives of the  
3 outdoor recreation industry and other individuals appropriate  
4 for the study; and

5 BE IT FURTHER RESOLVED that the tourism and economic  
6 development departments present their findings to the governor,  
7 the legislative finance committee and other appropriate  
8 legislative interim committees by October 1, 2017; and

9 BE IT FURTHER RESOLVED that copies of this memorial be  
10 transmitted to the governor, the secretary of tourism, the  
11 secretary of economic development, the chair of the legislative  
12 finance committee and the co-chairs of the New Mexico  
13 legislative council.

