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HOUSE MEMORIAL 92

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

INTRODUCED BY

Nathan P. Small

A MEMORIAL

INVITING THE OUTDOOR RETAILER TRADE SHOW TO NEW MEXICO.

WHEREAS, New Mexicans' livelihoods are rooted in the state's open spaces; and

WHEREAS, families have long histories of using public lands for hiking, hunting, fishing and other outdoor traditions; and

WHEREAS, New Mexico's vibrant and vast public lands are a vital part of the state's culture and economy; and

WHEREAS, New Mexicans share a love of the state's natural and cultural heritage; and

WHEREAS, the federal bureau of land management oversees outdoor recreation and many other activities on more than thirteen million acres of public land in New Mexico; and

WHEREAS, New Mexico's public lands are diverse,

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1 encompassing the high deserts, rugged lava flows, deep canyons
2 and badlands; and

3 WHEREAS, all of the bureau of land management public land
4 is open for recreational use, and opportunities abound,
5 including hiking, hunting, fishing, camping, horseback riding,
6 off-road vehicle driving and much more; and

7 WHEREAS, the United States forest service manages the
8 Carson, Coronado, Lincoln, Cibola, Gila, Apache-Sitgreaves and
9 Santa Fe national forests and the Kiowa national grassland,
10 which provide a great diversity of outdoor recreational
11 opportunities; and

12 WHEREAS, New Mexico boasts a wealth of majestic state
13 parks, hiking and biking trails, naturally occurring bodies of
14 water, world-class ski areas and other outdoor recreational
15 activities; and

16 WHEREAS, the enjoyment and protection of the state's great
17 outdoors is among the pillars of New Mexico values; and

18 WHEREAS, New Mexico aggressively promotes the outdoor
19 recreation activities available in the state through the multi-
20 million dollar New Mexico true campaign of the tourism
21 department; and

22 WHEREAS, the campaign seeks to focus on being authentic
23 and true to New Mexico's people, landscapes and culture; and

24 WHEREAS, the outdoor recreation industry is one of the
25 largest sources of economic growth in New Mexico, directly

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1 supporting sixty-eight thousand jobs and providing more than
2 four hundred fifty million dollars (\$450,000,000) in tax
3 revenue and six billion one hundred million dollars
4 (\$6,100,000,000) in consumer spending annually; and

5 WHEREAS, New Mexico is proud to host outdoor recreation
6 conventions and special events; and

7 WHEREAS, the outdoor retailer trade show, drawing
8 approximately twenty-nine thousand attendees and creating
9 direct spending of approximately forty-five million dollars
10 (\$45,000,000), is soliciting bids for states to host its annual
11 event; and

12 WHEREAS, New Mexico is an ideal location for hosting the
13 outdoor retailer trade show;

14 NOW, THEREFORE, BE IT RESOLVED BY THE HOUSE OF
15 REPRESENTATIVES OF THE STATE OF NEW MEXICO that New Mexico
16 enthusiastically invite the outdoor retailer trade show to
17 locate in New Mexico, the land of enchantment; and

18 BE IT FURTHER RESOLVED that a copy of this memorial be
19 transmitted to the secretary of tourism.

