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-.209415.1
eight million dollars ($458,000,000) in state and local tax revenue; and

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

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

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

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

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

BE IT FURTHER RESOLVED that this study also evaluate the economic potential of recruiting and developing industries that provide products and services related to outdoor recreation to the state; and
BE IT FURTHER RESOLVED that the tourism and economic
development departments consult with representatives of the
outdoor recreation industry and other individuals appropriate
for the study; and

BE IT FURTHER RESOLVED that the tourism and economic
development departments present their findings to the governor,
the legislative finance committee and other appropriate
legislative interim committees by October 1, 2018; and

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

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