

1 HOUSE BILL 267

2 **55TH LEGISLATURE - STATE OF NEW MEXICO - FIRST SESSION, 2021**

3 INTRODUCED BY

4 Meredith Dixon and Candie G. Sweetser and Antonio Maestas and
5 Roberto "Bobby" J. Gonzales and William F. Burt
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10 AN ACT

11 MAKING APPROPRIATIONS TO THE TOURISM DEPARTMENT TO PROVIDE
12 DESTINATION MARKETING SERVICES AND SUPPORT TO CERTAIN BUSINESS
13 IMPROVEMENT DISTRICTS, TO PROVIDE TECHNICAL ASSISTANCE TO
14 TOURISM EVENTS THROUGH A TOURISM EVENT REVITALIZATION PROGRAM
15 AND TO DEVELOP A TOURISM INDUSTRY CAREER ADVANCEMENT PILOT
16 PROGRAM.
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18 BE IT ENACTED BY THE LEGISLATURE OF THE STATE OF NEW MEXICO:

19 SECTION 1. APPROPRIATION.--Seven million dollars
20 (\$7,000,000) is appropriated from the general fund to the
21 tourism department for expenditure in fiscal years 2022 and
22 2023 to provide destination marketing services, promotion,
23 technical assistance and other support to business improvement
24 districts pursuant to the Business Improvement District Act
25 that meet criteria the tourism department shall establish to

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1 increase business retention and support business expansion.
2 Any unexpended or unencumbered balance remaining at the end of
3 fiscal year 2023 shall revert to the general fund.

4 SECTION 2. APPROPRIATION.--Eight million dollars
5 (\$8,000,000) is appropriated from the general fund to the
6 tourism department for expenditure in fiscal years 2022 and
7 2023 to provide technical assistance to tourism events through
8 a tourism event revitalization program to be established by the
9 tourism department to improve efficiency, efficacy and
10 sustainability of attracting out-of-state visitors to New
11 Mexico tourism events. Any unexpended or unencumbered balance
12 remaining at the end of fiscal year 2023 shall revert to the
13 general fund.

14 SECTION 3. APPROPRIATION.--

15 A. Thirty million dollars (\$30,000,000) is
16 appropriated from the general fund to the tourism department
17 for expenditure in fiscal years 2022 and 2023 to develop a
18 tourism industry career advancement pilot program to provide
19 professional development opportunities to upskill the leisure
20 and hospitality workforce following the losses in employment
21 caused by the coronavirus disease 2019 pandemic. Any
22 unexpended or unencumbered balance remaining at the end of
23 fiscal year 2023 shall revert to the general fund.

24 B. The pilot program shall include provision for:

25 (1) curriculum development and procurement;

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- 1 (2) a staff coordinator;
- 2 (3) an outreach and recruitment coordinator;
- 3 (4) program enrollment courses;
- 4 (5) special events; and
- 5 (6) supplies.

6 C. The pilot program shall include:

7 (1) a college fellowship program to retain New
8 Mexico college graduates and support job placement post-
9 graduation;

10 (2) on-the-job training and mentorship at
11 hospitality and tourism business establishments to reduce
12 workforce migration and retain New Mexico's talent; and

13 (3) nationally recognized online professional
14 certificates to increase skills and provide career advancement.