

LFC Requester:	Julisa Rodriguez
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**AGENCY BILL ANALYSIS
2024 REGULAR SESSION**

WITHIN 24 HOURS OF BILL POSTING, UPLOAD ANALYSIS TO:

Analysis.nmlegis.gov

{Analysis must be uploaded as a PDF}

SECTION I: GENERAL INFORMATION

{Indicate if analysis is on an original bill, amendment, substitute or a correction of a previous bill}

Check all that apply:

Date 1/19/2024

Original **Amendment**
Correction **Substitute**

Prepared: _____
Bill No: SB106 _____

Sponsor: Senator Sharer

Agency Name and Code Tourism - 418
Number: _____

Short Title: _____
 DECLARATION OF INDEPENDENCE ANNIVERSARY

Person Writing Analysis: Victoria Gregg
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 _____ :

SECTION II: FISCAL IMPACT

ESTIMATED ADDITIONAL OPERATING BUDGET IMPACT (dollars in thousands)

	FY24	FY25	FY26	3 Year Total Cost	Recurring or Nonrecurring	Fund Affected
Total	NFI	NFI	NFI			

(Parenthesis () Indicate Expenditure Decreases)

Duplicates/Conflicts with/Companion to/Relates to:
 Duplicates/Relates to Appropriation in the General Appropriation Act

SECTION III: NARRATIVE

BILL SUMMARY

Synopsis:

Senate Bill 106 (SB 106) relates to cultural affairs, specifically creating a commission to plan and implement celebrations commemorating the two hundred fiftieth anniversary of the Declaration of

Independence and the founding of the United States of America. The tourism department secretary (or designee) is named to the commission.

FISCAL IMPLICATIONS

Depending on the amount of time necessary to participate in the commission, it is not anticipated that there will be a fiscal impact to the tourism department.

SIGNIFICANT ISSUES

Supporting and building in-state pride has long been one of NMTD's strategic planks, as in-state visitation amounts to 17% of all overnight visits and 28% of day trips in New Mexico. Furthermore, locals are often the most vocal advocates of New Mexico as a tourism destination, inviting friends and family to visit.

Celebrating a landmark event in US history, such as the semiquincentennial anniversary of the signing of the Declaration of Independence could potentially serve to invite visitors—most likely friends and family of residents—through community events and celebrations through word of mouth.

However, given the local focus of the commission, it is unclear to what extent the outlined duties of the commission will attract visitors from outside of the immediate geographical areas being served. Since the semiquincentennial anniversary of the signing of the Declaration of Independence is a national anniversary, it is unknown whether visitors will choose to come to New Mexico specifically for related events. NMTD defines a tourist as someone visiting a community outside of their normal environment (which is more than 50 miles away).

ADMINISTRATIVE IMPLICATIONS

Staff time, whether directly from the secretary or designee, will be necessary for participation in the commission.