

LFC Requester: \_\_\_\_\_

**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** 01/24/2024

**Original**  **Amendment** \_\_\_\_\_  
**Correction** \_\_\_\_\_ **Substitute** \_\_\_\_\_

**Prepared:** \_\_\_\_\_  
**Bill No:** SB189

**Sponsor:** Senator Sharer

**Agency Name and Code Number:** Tourism - 418

**Short Title:** CONNIE MACK WORLD SERIES ADVERTISING

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**SECTION II: FISCAL IMPACT**

**APPROPRIATION (dollars in thousands)**

Appropriation		Recurring or Nonrecurring	Fund Affected
FY24	FY25		
	\$450	Recurring	GF

(Parenthesis ( ) Indicate Expenditure Decreases)

**REVENUE (dollars in thousands)**

Estimated Revenue			Recurring or Nonrecurring	Fund Affected
FY24	FY25	FY26		

(Parenthesis ( ) Indicate Expenditure Decreases)

**ESTIMATED ADDITIONAL OPERATING BUDGET IMPACT (dollars in thousands)**

	<b>FY24</b>	<b>FY25</b>	<b>FY26</b>	<b>3 Year Total Cost</b>	<b>Recurring or Nonrecurring</b>	<b>Fund Affected</b>
<b>Total</b>						

(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 189 appropriates four hundred and fifty thousand dollars (\$450,000) to the tourism department for expenditures in fiscal years 2025 through 2027 to purchase advertisements, commercials, and publicity for the Connie Mack World Series via national television and other platforms.

One hundred and fifty thousand dollars (\$150,000) is to be expended each of the three fiscal years for this purpose, with any unencumbered or unexpended balance reverting to the general fund at the end of fiscal year 2027.

**FISCAL IMPLICATIONS**

Senate bill 189 appropriates \$450,000 to the tourism department, of which \$150,000 is to be expended in each of fiscal years 2025, 2026, and 2027. The funds are to be used for advertising, commercials, and publicity for the Connie Mack World Series.

The language of the bill is unclear whether the appropriation allows for a traditional sponsorship agreement (as NMTD has done with other sporting events, like the New Mexico Bowl), or if the appropriation is to be used to advertise on behalf of the Connie Mack World Series. Issues with the latter interpretation are discussed in the Significant Issues section below.

**SIGNIFICANT ISSUES**

Sporting events can provide an economic return for communities; however, it is unclear what the overall economic impact of sports tourism is for New Mexico, as no dedicated study has been completed on this topic. Visitor spending impacts from youth sports is likewise unknown.

NMTD has done sponsorships in the past with sporting events where there is a clear understanding

of deliverables which provide benefit to the state of New Mexico, generally through brand impressions and advertising placements that deliver a measurable advertising equivalency value.

As written, it is not clear if Senate bill 189 provides for event sponsorship. If it does not, and allows only for advertising on behalf of the Connie Mack World Series, this limits any potential direct benefit for the New Mexico True brand, and with it the benefit for the state of New Mexico. This lack of clarity may impact the constitutionality of the bill, as advertising on behalf of the Connie Mack World Series would remove the benefit to the state.

In FY23, the Connie Mack World Series participated in NMTD's Tourism Event Growth and Sustainability program (TEGS) at a sponsorship level of \$15,000. In order to participate at the sponsorship level, applicants must provide brand impressions for New Mexico True equal to the contract amount. If Senate bill 189 allows for traditional sponsorship, it is unclear if the benefit to the state through traditional sponsorship metrics would be commensurate with the appropriated amount.

## **PERFORMANCE IMPLICATIONS**

As with any marketing investment, NMTD will determine the relative return of visitor spending to New Mexico. If the bill language allows for sponsorship, NMTD will assess the impact of any brand impressions and advertising equivalency generated by the event.