

In this time of economic uncertainty, and to reduce the size government, the Executive is proposing to combine the Tourism and Cultural Affairs departments into one entity. To come up with this option the same guiding principles that were put forward by the Government Restructuring Task Force were used: efficiency, effectiveness, accountability, and transparency. The possible cost savings could be as high as \$1,000.0. Further cost savings beyond that could be realized with the consolidation of the New Mexico Magazine and the Museum Press. In addition, cost savings could be realized by the combining of administrative core functions at the division level making one division out of several eliminating the need for a number of directors and duplicative administrations. The merger of the two agencies that have distinct but complimentary missions provides an opportunity for them to work together. Both departments have valuable professional expertise in marketing and promotion, and a coordinated collaborative advertising and marketing effort will achieve a greater impact maximizing efforts to attract tourists and events to the state and our rich cultural heritage.