

A JOINT MEMORIAL

REQUESTING THE NEW MEXICO LEGISLATIVE COUNCIL TO DIRECT THE APPROPRIATE LEGISLATIVE INTERIM COMMITTEE TO STUDY THE POTENTIAL FOR A DEDICATED STREAM OF REVENUE TO FUND THE TOURISM DEPARTMENT'S PROMOTIONAL BUDGET.

WHEREAS, tourism is a six-billion-dollar (\$6,000,000,000) industry in New Mexico; and

WHEREAS, tourism generates six hundred seventy-six million dollars (\$676,000,000) in state and local tax revenues; and

WHEREAS, tourism is the largest private-sector employer in the state, with one hundred ten thousand employees; and

WHEREAS, tourism is the second-largest private-sector industry; and

WHEREAS, tourism is the only industry that consistently provides a forty-to-one return on taxpayer investment dollars: for every one dollar (\$1.00) spent on advertising New Mexico to tourists, forty dollars (\$40.00) is spent by tourists in New Mexico; and

WHEREAS, New Mexico was far behind all but one of the surrounding states in the amount spent on tourism marketing and advertising in fiscal year 2011: New Mexico spent two million two hundred ten thousand dollars (\$2,210,000) on tourism marketing and advertising, compared with Utah at six

million nine hundred fifty thousand dollars (\$6,950,000), Colorado at fourteen million four hundred thousand dollars (\$14,400,000), Arizona at two million two hundred thousand dollars (\$2,200,000) and Texas at twenty-five million dollars (\$25,000,000); and

WHEREAS, tourism is important to the state and should have a promotional budget commensurate with that of surrounding states;

NOW, THEREFORE, BE IT RESOLVED BY THE LEGISLATURE OF THE STATE OF NEW MEXICO that the New Mexico legislative council be requested to direct the appropriate legislative interim committee to study the potential for a dedicated stream of revenue to fund the promotional budget of the tourism department; and

BE IT FURTHER RESOLVED that copies of this memorial be transmitted to the co-chairs of the New Mexico legislative council.