

HOUSE JOINT MEMORIAL 33

**50TH LEGISLATURE - STATE OF NEW MEXICO - FIRST SESSION, 2011**

INTRODUCED BY

David L. Doyle

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:

.184748.1

underscoring material = new  
[bracketed material] = delete

underscoring material = new  
~~[bracketed material] = delete~~

1 for every one dollar (\$1.00) spent on advertising New Mexico to  
2 tourists, forty dollars (\$40.00) is spent by tourists in New  
3 Mexico; and

4 WHEREAS, New Mexico was far behind all but one of the  
5 surrounding states in the amount spent on tourism marketing and  
6 advertising in fiscal year 2011: New Mexico spent two million  
7 two hundred ten thousand dollars (\$2,210,000) on tourism  
8 marketing and advertising, compared with Utah at six million  
9 nine hundred fifty thousand dollars (\$6,950,000), Colorado at  
10 fourteen million four hundred thousand dollars (\$14,400,000),  
11 Arizona at two million two hundred thousand dollars  
12 (\$2,200,000) and Texas at twenty-five million dollars  
13 (\$25,000,000); and

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

17 WHEREAS, if consolidating the tourism department and the  
18 cultural affairs department is being considered, the money-  
19 generating business, that is, tourism, should be in charge of  
20 the bureaucracy;

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

.184748.1

underscoring material = new  
~~[bracketed material] = delete~~

1 department; and

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

5 - 3 -

6

7

8

9

10

11

12

13

14

15

16

17

18

19

20

21

22

23

24

25