

A MEMORIAL

PROCLAIMING GALLUP AS THE "ADVENTURE CAPITAL OF NEW MEXICO".

WHEREAS, Gallup has historically been a tourism hub for the state of New Mexico and has focused mainly on being a cultural destination where regional and international tourists can experience native cultures and attractions and purchase art and crafts directly from local New Mexican artisans; and

WHEREAS, Gallup is surrounded by an array of mountains, mesas, valleys, rocky terrains and rock formations that are enhanced by panoramic views; and

WHEREAS, the city of Gallup and McKinley county have worked for more than ten years to develop and market Gallup as a world-class adventure tourism destination that offers an enhanced quality of life, to develop a positive image and to work collaboratively with strong cultural tourism marketing; and

WHEREAS, adventure Gallup and beyond, a broad-based nonprofit organization, was established to advance adventure tourism as an economic driver for the region; and

WHEREAS, adventure Gallup and beyond and its partners have positioned Gallup and the surrounding region as an international hub for both soft- and hard-adventure tourism enthusiasts by:

- A. establishing a year-round schedule of

adventure-based participant and spectator events, including:

(1) the dawn-till-dusk mountain bike endurance race, a twelve-hour mountain bike event that has a five-year history and has drawn almost two thousand participants and generated three hundred seventy-four thousand one hundred forty-three dollars (\$374,143) in revenues;

(2) the squash blossom classic, a two-day series of events for runners and mountain bikers that has involved one thousand six hundred forty participants and generated three hundred thirty-two thousand six hundred forty dollars (\$332,640) in revenues;

(3) the Gallup triathlon, a mini-triathlon that focuses on swimming, biking and running;

(4) the tour of the nations, a multi-day family road ride through Native American pueblos and the Navajo Nation;

(5) the Chuska challenge, a forty-two-mile mountain bike race in the Chuska mountain range;

(6) the twenty-four hours in the enchanted forest mountain bike race, New Mexico's first and only twenty-four-hour mountain bike race hosted in the majestic Zuni mountain range;

(7) the red rock balloon rally, the world's second-largest balloon rally;

(8) the route 66 freedom ride and flight, a

motorcycle and balloon rally event with the motorcycle rally running from the Texas-New Mexico state line to the New Mexico-Arizona state line;

(9) the national junior high finals rodeo, a major annual rodeo event hosted by Gallup since 2005 that provides a venue for almost nine hundred competitors from around the nation;

(10) the world-class rodeo, during which the Gallup area hosts a full schedule of rodeo events each weekend in the spring and summer months, including the lions club rodeo, wild thing bull riding event, eastern Navajo fair and rodeo and United States team roping championships; and

(11) the all-Indian rodeo, part of the Gallup intertribal Indian ceremonial, which is in its ninetieth year and features only Native American performers from across the continent; and

B. offering venues and building world-class facilities for recreation opportunities for local residents and tourists alike, including:

(1) building, and providing access to, more than one hundred fifty miles of single-track adventure trails and urban trail systems suitable for multiple uses, including hiking, running, biking, cross-country skiing, snowshoeing and equestrian activity;

(2) trail improvements accomplished in

partnership with the youth conservation corps and other groups, with trails such as Pyramid Rock trail, Church Rock trail, the Hogback trail system, the High Desert trail system and the Zuni Mountain trail system;

(3) a world-class, national rifle association-designed shooting range built by the city of Gallup to provide a safe facility for local shooters that hosts many events throughout the year;

(4) a top-notch motorized all-terrain vehicle and off-trail vehicle park built by the city of Gallup;

(5) the Mentmore rock climbing area purchased and improved by the city of Gallup, which provides more than one hundred ten bolted rock climbing routes; and

(6) Red Rock park, offering a picturesque venue for rodeos, outdoor festivals and balloon events; and

WHEREAS, Gallup has gained exposure and publicity in regional and national magazines, newspapers and television, as well as from the national geographic society, international mountain bike association, United States forest service, national park service and others; and

WHEREAS, Gallup's focus on promoting adventure tourism has created a significant economic impact on the region through increased tourism-based revenues, as reflected in gross receipts and occupancy taxes and the creation and

expansion of new and existing businesses; and

WHEREAS, Gallup is working on a branding campaign focused on gaining market share in the Four Corners region and establishing itself as an international household name synonymous with "adventure";

NOW, THEREFORE, BE IT RESOLVED BY THE HOUSE OF REPRESENTATIVES OF THE STATE OF NEW MEXICO that Gallup, New Mexico, be declared the "Adventure Capital of New Mexico" to honor and showcase Gallup's adventure tourism assets and the region's emerging status as an international hub for adventure tourism in New Mexico; and

BE IT FURTHER RESOLVED that copies of this memorial be transmitted to the mayor of the city of Gallup and the board of county commissioners of McKinley county.