

HOUSE JOINT MEMORIAL 33

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

INTRODUCED BY

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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:

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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

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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.

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