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FISCAL IMPACT REPORT

ORIGINAL DATE 1/23/12
 LAST UPDATED 1/31/12 HB _____

SPONSOR SIAC

SHORT TITLE Statehood Centennial Programs SB 60/SIACS

ANALYST Wilson

APPROPRIATION (dollars in thousands)

Appropriation		Recurring or Nonrecurring	Fund Affected
FY12	FY13		
\$250.0		Nonrecurring	General Fund

(Parenthesis () Indicate Expenditure Decreases)

SOURCES OF INFORMATION

LFC Files

Responses Received From

Department of Cultural Affairs (DCA)

Tourism Department (TD)

SUMMARY

Synopsis of Bill

Senate Indian & Cultural Affairs Committee substitute for Senate Bill 60 appropriates \$250,000 from the general fund to the Cultural Affairs Department (CAD) for developing and promoting educational and cultural programs that focus attention on the centennial of New Mexico statehood.

This bill has an emergency clause.

FISCAL IMPLICATIONS

The appropriation of \$250,000 contained in this bill is a non-recurring expense to the general fund for expenditure in fiscal years 2012 and 2013 to develop and promote educational and cultural programs that focus attention on the centennial of New Mexico statehood. Any unexpended or unencumbered balance remaining at the end of fiscal year 2013 shall revert to the general fund.

These educational and cultural programs shall be done in coordination with the Centennial Office and the Centennial Steering Committee.

SIGNIFICANT ISSUES

On January 6, 1912, New Mexico became the 47th State in the US. Beginning on August 28, 2011 and continuing throughout 2012, communities statewide will commemorate one hundred years of New Mexico statehood: telling stories of the past, while envisioning the state's next hundred years.

With participation in 33 counties statewide, the commemoration encompasses a wide range of centennial-themed events, projects, and initiatives, including statehood history timelines for schools, libraries, and parks; educational programming for students and visitors; and workshops for teachers to enhance the teaching of New Mexico history. In addition, Centennial special events include the Centennial SalsaFest kickoff in Las Cruces on August 28, 2011; a historic steam locomotive event from Tucumcari to Lordsburg on November 4, 2011; and a Centennial Hot Air Balloon will promote the Centennial at events statewide throughout the 16-month commemoration.

The New Mexico Centennial Foundation is a 501c3 nonprofit organization created to support commemorative activities leading up to, and throughout 2012. Established in June of 2010, the Foundation works in cooperation with the CAD other agencies to seize this important moment for increased education, tourism and economic growth in communities throughout New Mexico.

Initiated at the CAD in 2003, The Steering Committee was initiated by CAD in 2003. It is a group of scholars, historians and tourism experts who review and approve proposals for official projects and events.

TD has created a yearlong, centennial specific marketing promotion, "Get the Picture" designed to encourage in-state travel by residents and those residents within New Mexico's drive market.

TD, CAD, the New Mexico Centennial Foundation and the New Mexico Steering Committee are working together to support and promote centennial related activities and events statewide.

ADMINISTRATIVE IMPLICATIONS

CAD is the lead agency for the centennial commemoration with administrative oversight.

DW/amm:svb