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SENATE MEMORIAL 61

50TH LEGISLATURE - STATE OF NEW MEXICO - SECOND SESSION, 2012

INTRODUCED BY

John Pinto

A MEMORIAL

REQUESTING THE INDIAN AFFAIRS DEPARTMENT TO UNDERTAKE A STUDY REGARDING THE FEASIBILITY OF IMPLEMENTING A PROGRAM TO INCREASE MARKETING EFFORTS TO PROMOTE NATIVE AMERICAN ENTERPRISES.

WHEREAS, during the 2011 state-tribal leaders summit, Governor Susana Martinez made a commitment to tribal leaders to increase marketing efforts to promote Native American enterprises nationally and internationally; and

WHEREAS, the Indian affairs department and the New Mexico senate recognize that the presence of Native American communities and Native American enterprises provides unique economic development opportunities such as ecotourism, outdoor recreation, hunting, fishing, camping, historical and cultural tourism and Native American-owned gaming enterprises and resorts; and

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1 WHEREAS, Indian tourism currently ranks fourth among
2 tourists' reasons for visiting the land of enchantment; and

3 WHEREAS, the state has no consolidated marketing effort
4 specific to Native American enterprises; and

5 WHEREAS, Native American enterprises do not receive
6 significant promotion outside of New Mexico as tourist
7 attractions; and

8 WHEREAS, promotion of Native American enterprises to a
9 national and international market will advance the state's
10 tourism industry and significantly increase economic growth and
11 sustainability for the state and for New Mexico's tribes,
12 nations and pueblos; and

13 WHEREAS, the promotion of Native American enterprises to a
14 national and international market will create employment in New
15 Mexico and in New Mexico's tribes, nations and pueblos; and

16 WHEREAS, the senate and the Indian affairs department
17 regard tribal economic development as a key initiative;

18 NOW, THEREFORE, BE IT RESOLVED BY THE SENATE OF THE STATE
19 OF NEW MEXICO that the Indian affairs department be requested
20 to collaborate with New Mexico's tribes, nations and pueblos,
21 the tourism department and other necessary state departments
22 and interested organizations to conduct a study to determine
23 the feasibility of developing and implementing a program to
24 increase marketing efforts to promote Native American
25 enterprises; and

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1 BE IT FURTHER RESOLVED that the study examine the
2 feasibility of implementing a program that would:

3 A. work collaboratively with New Mexico's tribes,
4 nations and pueblos to develop promotional and marketing
5 initiatives and to develop partnerships and financial
6 leveraging opportunities;

7 B. develop and run local, regional and
8 international commercials and advertisements to promote Native
9 American enterprises;

10 C. coordinate and collaborate with out-of-state and
11 international journalists and travel writers who have specific
12 interests in writing about New Mexico Native American
13 enterprises;

14 D. cultivate relationships with tourist
15 organizations, tour operators, travel agents and non-tribal
16 business entities to develop, package and promote offers to
17 visit Native American enterprises; and

18 E. develop an economic impact study that reveals
19 the economic impact of Native American enterprises, including
20 the impact on job creation and the impact to the state budget;
21 and

22 BE IT FURTHER RESOLVED that the findings of the study,
23 including any costs associated with implementation of the
24 program, be reported by the Indian affairs department to the
25 appropriate legislative interim committee by November 2012; and

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BE IT FURTHER RESOLVED that copies of this memorial be transmitted to the governor, the secretary of Indian affairs, the secretary of tourism and the leaders of the tribes, nations and pueblos of New Mexico.