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FISCAL IMPACT REPORT

SPONSOR Dow ORIGINAL DATE 2/20/19
LAST UPDATED _____ HB 569

SHORT TITLE Elephant Butte Lake Balloon Regatta SB _____

ANALYST Martinez

APPROPRIATION (dollars in thousands)

Appropriation		Recurring or Nonrecurring	Fund Affected
FY19	FY20		
	\$50.0	Recurring	General Fund

(Parenthesis () Indicate Expenditure Decreases)

SOURCES OF INFORMATION

LFC Files

Responses Received From

New Mexico Tourism Department (NMTD)

SUMMARY

Synopsis of Bill

House Bill 569 appropriates \$50 thousand to the Tourism Department for marketing and promotion of the Elephant Butte Lake Balloon Regatta and Fireworks show.

FISCAL IMPLICATIONS

The appropriation of \$50 thousand contained in this bill is a recurring expense to the general fund. Any unexpended or unencumbered balance remaining at the end of FY20 shall revert to the general fund.

SIGNIFICANT ISSUES

HB569 is providing funding for one specific event in one city of New Mexico. If funding is provided to the overall program that benefits New Mexico as a state, New Mexico True, this could be seen as a more efficient use of all taxpayers' dollars.

The Tourism Department provided the following:

An appropriation to promote a single event in New Mexico duplicates the purpose and

intent of the tourism department's cooperative marketing program. The cooperative marketing program offers a way for tourism related, non-profit organizations, local and tribal governments to connect with an effort greater than their own, one that leverages the power of New Mexico True.

The cooperative marketing program was designed to help communities, tribal governments and non-profit entities market and promote events and destinations, such as the Elephant Butte Regatta and Fireworks Show. As such, the structure is already in place for this sort of marketing and promotion.

ADMINISTRATIVE IMPLICATIONS

The Tourism Department provided the following:

Tourism Department staff would need to create and execute a marketing plan, as well as appropriate levels of national and local public relations for promotion of this event.

WHAT WILL BE THE CONSEQUENCES OF NOT ENACTING THIS BILL

The Tourism Department will continue to work with local governments for marketing and promotion of their specific towns through the cooperative marketing program, enabling them to focus on any event which will increase awareness of local events.

JM/sb