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## FISCAL IMPACT REPORT

SPONSOR Soules LAST UPDATED 3/12/2023  
ORIGINAL DATE 1/30/23  
SHORT TITLE Official Aroma of the State BILL NUMBER Senate Bill 188/aHGEIC  
ANALYST Dick-Peddie

### ESTIMATED ADDITIONAL OPERATING BUDGET IMPACT\* (dollars in thousands)

	FY23	FY24	FY25	3 Year Total Cost	Recurring or Nonrecurring	Fund Affected
	No fiscal impact	No fiscal impact	No fiscal impact			

Parentheses ( ) indicate expenditure decreases.

\*Amounts reflect most recent version of this legislation.

### Sources of Information

LFC Files  
New Mexico State University

## SUMMARY

### Synopsis of HGEIC Amendment to Senate Bill 188

The House Government, Elections and Indian Affairs Committee amendment removes “in the fall” from the bill. The amendment would clarify that the state aroma includes green chile roasting at any time of the year.

### Synopsis of Original Senate Bill 188

Senate Bill 188 establishes the official state aroma of New Mexico as the smell of green chile roasting in the fall.

This bill does not contain an effective date and, as a result, would go into effect June 16, 2023, (90 days after the Legislature adjourns) if signed into law.

## FISCAL IMPLICATIONS

No fiscal impact.

## SIGNIFICANT ISSUES

Senate Bill 188 may have a positive, though difficult to calculate, impact on tourism to the state.

The New Mexico Tourism Department reports that peak tourist season typically begins in March and tapers down toward the end of October, which would intersect with peak green-chile-aromas. New Mexico has consistently lower visitation rates than neighboring Colorado, which reported 84.2 million visitors in 2021 compared to approximately 40 million visitors to New Mexico in the same year. The new state aroma could help draw visitors away from Colorado, which, for some reason, thinks it has green chile comparable to that of New Mexico.

In addition to potentially increasing New Mexico-related-trivia, the legislation could increase contention in the great “Red or Green?” debate, swaying the answer towards green, despite the codified answer to that question being “Christmas, please.” Further comment on the definitive answer to the “Red or Green?” question is (unfortunately) beyond the scope of this analysis.

ADP/rl/ne