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## FISCAL IMPACT REPORT

**SPONSOR** Dow/Small/Gallegos/Jones/Brown **LAST UPDATED** \_\_\_\_\_  
**ORIGINAL DATE** 2/14/25  
**BILL**  
**SHORT TITLE** “New Mexico Red & Green Chile Month” **NUMBER** House Bill 172  
**ANALYST** Lesemann

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

Agency/Program	FY25	FY26	FY27	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 analysis of this legislation.

### Sources of Information

LFC Files

## SUMMARY

### Synopsis of House Bill 172

House Bill 172 (HB172) would establish August as “Red and Green Chile Month” in New Mexico.

This bill does not contain an effective date and, as a result, would go into effect 90 days after the Legislature adjourns if enacted, or June 20, 2025.

## FISCAL IMPLICATIONS

This bill would have no fiscal impact.

## SIGNIFICANT ISSUES

The New Mexico Tourism Department provided the following analysis for Senate Bill 365 from the 2023 legislative session, which would have appropriated funds for a statewide chile marketing and promotional program:

Chile is an important cultural and culinary export in New Mexico and serves as an easily-identifiable tourism product. Through extensive research, the tourism department has found that cultural assets—including New Mexico’s unique cuisine—serve as the main point of differentiation between us and our competitive set of states. Overnight visitors to New Mexico report attending cultural activities in 48% of visits, a full 19 points higher than the rest of the nation. Additionally, 50% of overnight visitors report seeking out unique and local food while in New Mexico, 10 points higher than the national average.

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