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FISCAL IMPACT REPORT

SPONSOR: Sanchez, B. DATE TYPED: 02/21/01 HB _____
 SHORT TITLE: State Nickname and History Book SB 408/aSPAC
 ANALYST: Moran

APPROPRIATION

Appropriation Contained		Estimated Additional Impact		Recurring or Non-Rec	Fund Affected
FY01	FY02	FY01	FY02		
		NFI			

Duplicates HB653

SOURCES OF INFORMATION

Relates to HB101

Commission on Public Records
 Office of Cultural Affairs
 Tourism Department
 LFC Files

SUMMARY

Synopsis of SPAC Amendment

SB 408/aSPAC would replace the concept of an official state history book with “chronology of the first four hundred years.” Essentially, this amendment is designed to address concerns of various state agencies regarding an official history book potentially excluding the views of multiple groups.

Synopsis of Original Bill

The bill seeks to officially adopt “Land of Enchantment” as the state nickname and “New Mexico: A Brief Multi-History” by Ruben Salaz Marquez as the official state history book.

Significant Issues

There is little controversy amending the current statute (12-3-4 NMSA) to include the “Land of Enchantment” as the official nickname. According to the Office of Cultural Affairs(OCA), in 1935 the State Tourism Director produced a promotional pamphlet called "Two Weeks in New Mexico: Land of Enchantment." The new slogan caught on fast, with the State Highway Department and New Mexico Magazine also embracing the nickname. In 1941, "Land of Enchantment" was emblazoned for the first time on automobile license plates. In 1947, after more than ten years of unofficial use of

the slogan, "Land of Enchantment" became the official trademark of New Mexico's tourism promotion efforts. Currently, there is no official nickname for the state.

Much of the debate over this bill comes from adopting Mr. Salaz Marquez's history book, "New Mexico: A Brief Multi-History." According to the OCA, it may be inappropriate to adopt or designate any author's work as the official history book, because such an action is limiting and ignores an enormous body of work by numerous other worthy New Mexico authors. The Commission on Public Records echoes this sentiment, suggesting that it would be difficult to select a single view as the official definitive history of New Mexico, since views change and events are re-interpreted.

FISCAL IMPLICATIONS

There are no immediate fiscal implications to this bill, other than a minimal increase in the costs of adding a state nickname and state history book to the official publications that record such facts. Furthermore, according to the Department Of Tourism, presently they hold a trademark to the phrase "Land of Enchantment" as it appears on the logo and the phrase "Put Yourself in a State of Enchantment" as it appears in advertisements. The trademarks will not affect nor be affected by the adoption of the phrase as the official state nickname.

DUPLICATION AND COMPANIONSHIP

HB 653 is a duplicate bill. HB 101 reconciles multiple amendments on the state nickname and includes the hot air balloon as the official state aircraft.

AMENDMENTS

The Commission on Public Records would like the bill amended, with the deletion of page 1, line 24 and page 3, subsection N. These suggested amendments would completely remove any semblance of an official state history book.

RJM/sb:lrs:njw