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FISCAL IMPACT REPORT

SPONSOR: King DATE TYPED: 02/21/01 HB HJM-47
 SHORT TITLE: National Diamond Jubilee of Historic Route 66 SB _____
 ANALYST: Woodlee

APPROPRIATION

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

(Parenthesis () Indicate Expenditure Decreases)

Relates to House Bill 801

SOURCES OF INFORMATION

Tourism Department

SUMMARY

Synopsis of Bill

House Joint Memorial 47 requests the Tourism Department and the State Highway and Transportation Department to promote the 75th Anniversary of Route 66 as the “National Diamond Jubilee of Historic Route 66. It also requests these departments to encourage all departments with jurisdiction over the development, preservation, conservation, interpretation, promotion and marketing of Historic Route 66 assets to cooperate with municipalities and the New Mexico Route 66 Association in there efforts to celebrate the event.

Significant Issues

According to the Tourism Department, there have been significant efforts in promoting the event since Albuquerque was selected to host the celebration in July 2001. The agency has incorporated the Route 66 theme in its print and broadcast ads, the 2001 NM Vacation Guide, and the February issue of the New Mexico Magazine. Also, the Scenic Byways Program produced a CD-ROM entitled, “Centuries of Scenic Byways” that features Route 66. In addition to these efforts, the agency has incorporated the Historic Route 66 theme in its Visitors’ Centers, Media Relations Program and the Tour Trade Program.

FISCAL IMPLICATIONS

This joint memorial does not contain an appropriation or any significant fiscal implication.

RELATIONSHIP

House Joint Resolution 47 relates to House Bill 801 which appropriates \$25.0 to the Tourism Department to promote the event to be held in Albuquerque in July 2001.

MW/njw