

NOTE: As provided in LFC policy, this report is intended for use by the standing finance committees of the legislature. The Legislative Finance Committee does not assume responsibility for the accuracy of the information in this report when used in any other situation.

Only the most recent FIR version, excluding attachments, is available on the Intranet. Previously issued FIRs and attachments may be obtained from the LFC office in Suite 101 of the State Capitol Building North.

FISCAL IMPACT REPORT

 NSOR: Maes DATE TYPED: 01/29/02 HB

SHORT TITLE: Market NM for Economic Development SB 214

ANALYST: Woodlee

APPROPRIATION

Appropriation Contained		Estimated Additional Impact		Recurring or Non-Rec	Fund Affected
FY02	FY03	FY02	FY03		
	\$1,000.0			Recurring	General Fund
	\$900.0			Recurring	General Fund

Duplicates HB 39 and SB 230

Relates to an appropriation in the General Appropriations Act

SOURCES OF INFORMATION

Economic Development Department

SUMMARY

Synopsis of Bill

Senate Bill 214 appropriates \$1,000.0 from the general fund to the Economic Development Department to support the cooperative advertising program. SB 214 also appropriates \$900.0 to the Economic Development Department for general marketing. In addition, the bill amends current statute to allow travel and other expenses related to attracting new business investment into New Mexico communities to be covered by the matching funds provided by the cooperative advertising program.

Significant Issues

The cooperative advertising program is currently funded at \$150.0. This program matches expenditures of communities for advertising directed toward increasing business development within New Mexico communities. Additionally, the current policies of the cooperative advertising program do not allow such expenses as travel to be covered by the matching funds.

The general marketing program of the Economic Development Department is currently funded at \$450.0. This bill would double the amount of funds for economic development marketing, and,

according to the agency, would increase communities' ability to partner with the department at trades shows and maximize marketing funds.

FISCAL IMPLICATIONS

The appropriation of \$1,900.0 contained in this bill is a recurring expense to the general fund. Any unexpended or unencumbered balance remaining at the end of fiscal year 2003 shall revert to the general fund.

DUPLICATION/RELATIONSHIP

Senate Bill 214 duplicates House Bill 39 and Senate Bill 230.

The bill relates to appropriations contained in the General Appropriations Act, where \$150.0 for cooperative advertising is found in the Economic Development Department operating budget.

MW/ar