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FISCAL IMPACT REPORT

ORIGINAL DATE 1/29/07

SPONSOR Varela LAST UPDATED _____ HB 226

SHORT TITLE Santa Fe Fiesta SB _____

ANALYST Earnest

APPROPRIATION (dollars in thousands)

Appropriation		Recurring or Non-Rec	Fund Affected
FY07	FY08		
	\$100.0	Recurring	General Fund

(Parenthesis () Indicate Expenditure Decreases)

SOURCES OF INFORMATION

LFC Files

Responses Received From
NM Tourism Department (NMTD)

SUMMARY

Synopsis of Bill

House Bill 226 appropriates \$100 thousand from the general fund to the Tourism Department to plan, promote, and conduct the Santa Fe fiesta.

FISCAL IMPLICATIONS

The appropriation of \$100 thousand contained in this bill is a recurring expense to the general fund. Any unexpended or unencumbered balance remaining at the end of fiscal year 2008 shall revert to the general fund.

SIGNIFICANT ISSUES

The Santa Fe Fiesta traces its roots to a 1712 proclamation establishing the first Fiesta de Santa Fe. La Fiesta de Santa Fe is organized each year by the Santa Fe Fiesta Council. The Santa Fe Fiesta Council is a volunteer organization created by the original proclamation and including 100 members plus representatives of 20 civic organizations and businesses. Events include the Fiesta Queen and her Court, a reenactment of the entry of Don Diego de Vargas and his 17-member

retinue, two parades, dancing, singing, arts and crafts, and religious processions. La Fiesta begins the Thursday after Labor Day, with the burning of Zozobra (Old Man Gloom), the most distinctively Anglo contribution to the more than 290-year-old celebration. Festivities continue throughout the weekend with a children's pet parade, a historical/hysterical parade, regional food and more.

September 2007 will mark the 295th consecutive Santa Fe Fiesta. The activities of the Fiesta are an important part of Santa Fe's attraction for tourists. Fiesta offers tourists, as well as New Mexicans from other parts of the state, a compelling reason to visit Northern New Mexico.

PERFORMANCE IMPLICATIONS

According to NMTD, the Santa Fe Fiesta increases tourism to the state, thus positively affecting key performance measures for the department, such as the domestic tourism market share, the percent increase in lodger's tax and the economic impact of tourism in the state of New Mexico.

ADMINISTRATIVE IMPLICATIONS

None identified.

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