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FISCAL IMPACT REPORT

ORIGINAL DATE 3/1/07

SPONSOR Wirth LAST UPDATED _____ HM 55

SHORT TITLE "Making a World of Difference Day" SB _____

ANALYST Hanika Ortiz

APPROPRIATION (dollars in thousands)

Appropriation		Recurring or Non-Rec	Fund Affected
FY07	FY08		
	NFI		

(Parenthesis () Indicate Expenditure Decreases)

SOURCES OF INFORMATION

LFC Files

SUMMARY

Synopsis of Bill

House Memorial 55 declares March 2, 3007 as "MAKING A WORLD OF DIFFERENCE DAY" at the House of Representatives in honor of the Santa Fe Internal Folk Art Market.

The memorial provides for the following:

- The Santa Fe international folk art market in partnership with the museum of international folk art and the museum of New Mexico foundation host an annual festive, two-day venue for artists from around the world to create and sell high-quality artwork.
- The purpose of the market is to foster economic and cultural sustainability for folk artists and folk art worldwide and to create intercultural exchange opportunities uniting the peoples of the world.
- Many of the artists are from developing countries where they are confronting daunting political, social and environmental situations.
- Other artists are reviving and revitalizing traditional art forms.
- The Santa Fe international folk art market is the largest international folk art market in the United States with one hundred select folk artists traveling to Santa Fe each summer from forty countries.
- A small but dedicated staff works year-round with over seven hundred volunteers to make the market a success.
- Fourteen thousand to eighteen thousand attendees are expected in July 2007.

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- In 2006, thirty-six percent of visitors to the market were from out-of-state, generating five hundred thirty thousand dollars (\$530,000) in occupancy tax and gross receipts tax from one million three hundred thousand dollars (\$1,300,000) in artists' sales paid to the state.
- In 2005 the market's success led to Santa Fe's designation as a United Nations educational, scientific and cultural organization creative city in the areas of folk art and design, the first United States city named to the prestigious creative cities network and one of only six such cities around the world.

The memorial resolves that the House of Representatives recognize the founders, staff and volunteers and all those involved in creating and sustaining the Santa Fe International Folk Art Market for their accomplishments, and that they be acknowledged for their combined efforts that are helping to make a difference in the world.

FISCAL IMPLICATIONS

In 2006, artists' sales totaled over \$1.3 million. The Market does not take a commission on artists' sales. Those dollars go directly to the artists and provide immediate benefit to the home communities where the artists live. In many cases, artists and artists' cooperatives are able to purchase needed supplies, provide humanitarian aid in the form of healthcare and nutrition, contribute to building materials to house artists, provide for a more adequate work environment, and more.

SIGNIFICANT ISSUES

The Santa Fe International Folk Art Market was begun in 2004 by a group of volunteers who banded together to form the Market Committee. They had a vision to bring a handful of living masters of folk art to Santa Fe to share with a small audience of collectors and community members. The first Market wildly exceeded their expectations, with more than 60 folk artists selling to an audience of over 12,000 people. The Market grew in 2005, its second year - artist revenues increased by 46% and the audience went from 12,000 to over 15,000. In 2006, there were 100 folk artists and the Market again drew a solid crowd of close to 15,000. Over two days, artists' revenues totaled over \$1.3 million.

PERFORMANCE IMPLICATIONS

The Santa Fe International Folk Art Market is presented by The Market Committee, the New Mexico Department of Cultural Affairs, the Museum of International Folk Art, and the Museum of New Mexico Foundation.

WHAT WILL BE THE CONSEQUENCES OF NOT ENACTING THIS BILL

March 2, 2007 will not be set aside in recognition of the founders, staff and volunteers and others involved in creating and sustaining the Santa Fe International Folk Art.

AHO/mt