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FISCAL IMPACT REPORT

ORIGINAL DATE 2/6/08

SPONSOR Martinez LAST UPDATED HB

SHORT TITLE Arts Trails Program Support & Employee SB 470

ANALYST Dearing

APPROPRIATION (dollars in thousands)

Appropriation		Recurring or Non-Rec	Fund Affected
FY08	FY09		
	\$70.0	Recurring	General Fund

(Parenthesis () Indicate Expenditure Decreases)

Relates to the General Appropriations Act

SOURCES OF INFORMATION

LFC Files

SUMMARY

Synopsis of Bill

Senate Bill 470 appropriates \$70 thousand from the general fund to Cultural Affairs department to hire a full-time manager and provide support for the arts trails program.

FISCAL IMPLICATIONS

The appropriation of \$70 thousand contained in Senate Bill 470 is a recurring expense to the general fund. Any unexpended or unencumbered balance remaining at the end of FY09 shall revert to the general fund.

SIGNIFICANT ISSUES

The arts-based trails program is an expansion of a program funded in 2006 with a \$250 thousand special appropriation from the Legislature, and a recurring appropriation of \$250 thousand beginning in FY08. New Mexico Arts has been gathering information on location, product and facilities accommodation and sales capacity for applying regional artists working in the fiber media (weaving, beadwork, collage, etc.). The accepted artists' sales venue locations will be incorporated on a "route-map" including addresses and other information for directing tourists and locals towards locally-made arts products. The program provides an opportunity to expand economic conditions in rural areas of New Mexico, at the lowest, grass-roots level. When

completed, the arts-trails program is intended to incorporate economic development for rural communities and program development is now targeted at rural New Mexico communities.

Presently, 71 sites and more than 300 artists in rural New Mexico are represented on the statewide pilot New Mexico Fiber Arts Trails. With a full-time staff manager, New Mexico Arts could facilitate national marketing initiatives for the Arts Trails and thereby increase tourism even further, especially in rural New Mexico, to help boost local communities' economic growth. With a manager devoted to this program, New Mexico Arts also could create educational materials about the Arts Trails for students and families, including CDs and DVDs featuring stories and interviews about the artists along trails, which would deepen awareness and appreciation of the artistic and cultural heritages of New Mexico.

Long-term administration of the Arts Trails Program could benefit the program outcome with a full-time, permanent FTE devoted to management of this important arts-based economic development and cultural tourism initiative. An Arts Trails manager would both free up existing staff.

PERFORMANCE IMPLICATIONS

New Mexico Arts program currently has performance measures tracking outreach and educational attendance. As foot-traffic to arts-based sites will be on privately owned retail operations, it is not known how the division will measure the program's effectiveness. A point-of-sale revenue tracking measure for participating artists and art-dealers is a recommended item for consideration when the program becomes operational.

CONFLICT, DUPLICATION, COMPANIONSHIP, RELATIONSHIP

Senate Bill 470 relates to appropriations in the General Appropriations Act. The department recommendation includes \$250 thousand recurring in the Arts program base for the Arts Trails program.

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