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HOUSE MEMORIAL 18

50TH LEGISLATURE - STATE OF NEW MEXICO - FIRST SESSION, 2011

INTRODUCED BY

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A MEMORIAL

PROCLAIMING GALLUP AS THE "ADVENTURE CAPITAL OF NEW MEXICO".

WHEREAS, Gallup has historically been a tourism hub for the state of New Mexico and has focused mainly on being a cultural destination where regional and international tourists can experience native cultures and attractions and purchase art and crafts directly from local New Mexican artisans; and

WHEREAS, Gallup is surrounded by an array of mountains, mesas, valleys, rocky terrains and rock formations that are enhanced by panoramic views; and

WHEREAS, the city of Gallup and McKinley county have worked for more than ten years to develop and market Gallup as a world-class adventure tourism destination that offers an enhanced quality of life, to develop a positive image and to work collaboratively with strong cultural tourism marketing;

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1 and

2 WHEREAS, adventure Gallup and beyond, a broad-based
3 nonprofit organization, was established to advance adventure
4 tourism as an economic driver for the region; and

5 WHEREAS, adventure Gallup and beyond and its partners have
6 positioned Gallup and the surrounding region as an
7 international hub for both soft- and hard-adventure tourism
8 enthusiasts by:

9 A. establishing a year-round schedule of
10 adventure-based participant and spectator events, including:

11 (1) the dawn-till-dusk mountain bike endurance
12 race, a twelve-hour mountain bike event that has a five-year
13 history and has drawn almost two thousand participants and
14 generated three hundred seventy-four thousand one hundred
15 forty-three dollars (\$374,143) in revenues;

16 (2) the squash blossom classic, a two-day
17 series of events for runners and mountain bikers that has
18 involved one thousand six hundred forty participants and
19 generated three hundred thirty-two thousand six hundred forty
20 dollars (\$332,640) in revenues;

21 (3) the Gallup triathlon, a mini-triathlon
22 that focuses on swimming, biking and running;

23 (4) the tour of the nations, a multi-day
24 family road ride through Native American pueblos and the Navajo
25 Nation;

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1 (5) the Chuska challenge, a forty-two-mile
2 mountain bike race in the Chuska mountain range;

3 (6) the twenty-four hours in the enchanted
4 forest mountain bike race, New Mexico's first and only twenty-
5 four-hour mountain bike race hosted in the majestic Zuni
6 mountain range;

7 (7) the red rock balloon rally, the world's
8 second-largest balloon rally;

9 (8) the route 66 freedom ride and flight, a
10 motorcycle and balloon rally event with the motorcycle rally
11 running from the Texas-New Mexico state line to the New
12 Mexico-Arizona state line;

13 (9) the national junior high finals rodeo, a
14 major annual rodeo event hosted by Gallup since 2005 that
15 provides a venue for almost nine hundred competitors from
16 around the nation;

17 (10) the world-class rodeo, during which the
18 Gallup area hosts a full schedule of rodeo events each weekend
19 in the spring and summer months, including the lions club
20 rodeo, wild thing bull riding event, eastern Navajo fair and
21 rodeo and United States team roping championships; and

22 (11) the all-Indian rodeo, part of the Gallup
23 intertribal Indian ceremonial, which is in its ninetieth year
24 and features only Native American performers from across the
25 continent; and

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1 B. offering venues and building world-class
2 facilities for recreation opportunities for local residents and
3 tourists alike, including:

4 (1) building, and providing access to, more
5 than one hundred fifty miles of single-track adventure trails
6 and urban trail systems suitable for multiple uses, including
7 hiking, running, biking, cross-country skiing, snowshoeing and
8 equestrian activity;

9 (2) trail improvements accomplished in
10 partnership with the youth conservation corps and other groups,
11 with trails such as Pyramid Rock trail, Church Rock trail, the
12 Hogback trail system, the High Desert trail system and the Zuni
13 Mountain trail system;

14 (3) a world-class, national rifle association-
15 designed shooting range built by the city of Gallup to provide
16 a safe facility for local shooters that hosts many events
17 throughout the year;

18 (4) a top-notch motorized all-terrain vehicle
19 and off-trail vehicle park built by the city of Gallup;

20 (5) the Mentmore rock climbing area purchased
21 and improved by the city of Gallup, which provides more than
22 one hundred ten bolted rock climbing routes; and

23 (6) Red Rock park, offering a picturesque
24 venue for rodeos, outdoor festivals and balloon events; and

25 WHEREAS, Gallup has gained exposure and publicity in

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1 regional and national magazines, newspapers and television, as
2 well as from the national geographic society, international
3 mountain bike association, United States forest service,
4 national park service and others; and

5 WHEREAS, Gallup's focus on promoting adventure tourism has
6 created a significant economic impact on the region through
7 increased tourism-based revenues, as reflected in gross
8 receipts and occupancy taxes and the creation and expansion of
9 new and existing businesses; and

10 WHEREAS, Gallup is working on a branding campaign focused
11 on gaining market share in the Four Corners region and
12 establishing itself as an international household name
13 synonymous with "adventure";

14 NOW, THEREFORE, BE IT RESOLVED BY THE HOUSE OF
15 REPRESENTATIVES OF THE STATE OF NEW MEXICO that Gallup, New
16 Mexico, be declared the "Adventure Capital of New Mexico" to
17 honor and showcase Gallup's adventure tourism assets and the
18 region's emerging status as an international hub for adventure
19 tourism in New Mexico; and

20 BE IT FURTHER RESOLVED that copies of this memorial be
21 transmitted to the mayor of the city of Gallup and the board of
22 county commissioners of McKinley county.