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HOUSE MEMORIAL 103

52ND LEGISLATURE - STATE OF NEW MEXICO - FIRST SESSION, 2015

INTRODUCED BY

Paul A. Pacheco

A MEMORIAL

REQUESTING THE ECONOMIC DEVELOPMENT DEPARTMENT, IN CONJUNCTION WITH THE TOURISM AND CULTURAL AFFAIRS DEPARTMENTS, TO CONDUCT AN ECONOMIC FEASIBILITY STUDY OF A TRICULTURAL CENTER OF THE SOUTHWEST ON THE WEST SIDE OF ALBUQUERQUE.

WHEREAS, New Mexico has had the great fortune in its four-hundred-plus year history to be the hub for American Indian, Spanish-Mexican and Anglo-cowboy music and culture; and

WHEREAS, New Mexicans consider the maintenance of their heritages and cultures to be of paramount importance, including the unique music and dance particular to each group; and

WHEREAS, New Mexico reaps many millions of dollars each year through tourism because these cultures are a vibrant part of the fabric of the state; and

WHEREAS, since 1983, the gathering of nations, the world's
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1 largest powwow, has been held in Albuquerque in a space that is
2 increasingly too small to contain this worldwide attraction,
3 which generates twenty-five million dollars (\$25,000,000) to
4 thirty million dollars (\$30,000,000) for hotels, restaurants
5 and other businesses; and

6 WHEREAS, the annual mariachi spectacular generates
7 approximately six million dollars (\$6,000,000) and is
8 outgrowing its usual space at the Sandia casino amphitheater;
9 and

10 WHEREAS, the western music association has held
11 conventions in Albuquerque since 2005 and hopes to move its
12 hall of fame, museum and offices to New Mexico if adequate
13 space is available; and

14 WHEREAS, the three groups envision a single "tricultural
15 center of the southwest" that will provide adequate
16 performance, classroom, meeting and office space, as well as
17 display complexes, for the groups and will offer a venue for
18 other performances, conventions and trade shows of a size for
19 which there is no other space available in Albuquerque; and

20 WHEREAS, Albuquerque and the state have an opportunity to
21 help drive a significant economic and tourism engine by
22 collaborating with these three groups to draw hundreds of
23 thousands of visitors to the area and provide jobs in
24 construction, production, operation, recording and
25 broadcasting, sales, tour guiding, restaurants, maintenance and

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1 other occupations and professions necessary to the management
2 of the tricultural center of the southwest;

3 NOW, THEREFORE, BE IT RESOLVED BY THE HOUSE OF
4 REPRESENTATIVES OF THE STATE OF NEW MEXICO that the economic
5 development department, in collaboration with the tourism and
6 cultural affairs departments, be requested to conduct an
7 economic feasibility study of a tricultural center of the
8 southwest on the west side of Albuquerque; and

9 BE IT FURTHER RESOLVED that the departments be requested
10 to consider:

11 A. the number, types and salaries of potential
12 jobs that would be created during construction and operation of
13 a tricultural center of the southwest;

14 B. the number of expected destination tourists to
15 the center;

16 C. the value in advertising that the three major
17 events – the gathering of nations, the mariachi spectacular and
18 the western music association's annual event and hall of fame –
19 will bring to the state;

20 D. the economic benefit to Albuquerque, Bernalillo
21 county and the state through employment and tourism; and

22 E. any other matters the departments deem
23 necessary; and

24 BE IT FURTHER RESOLVED that the economic development
25 department report its findings and recommendations to the

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1 legislative finance committee and the appropriate interim
2 committees; and

3 BE IT FURTHER RESOLVED that copies of this memorial be
4 transmitted to the secretaries of economic development, tourism
5 and cultural affairs.

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