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SENATE BILL 221

52ND LEGISLATURE - STATE OF NEW MEXICO - SECOND SESSION, 2016

INTRODUCED BY
Michael Padilla

AN ACT

MAKING AN APPROPRIATION FOR A COOPERATIVE MARKETING PROGRAM TO
ATTRACT OUT-OF-STATE PROSPECTIVE EMPLOYERS TO LOCATE THEIR
BUSINESSES IN THE STATE.

BE IT ENACTED BY THE LEGISLATURE OF THE STATE OF NEW MEXICO:

SECTION 1. APPROPRIATION.--

A. Two million dollars (\$2,000,000) is appropriated
from the general fund to the economic development department
for expenditure in fiscal year 2017 to develop a cooperative
marketing program:

(1) to attract out-of-state prospective
employers to locate their businesses in the state;

(2) that offers incentives for local
governments and economic development organizations to
participate;

1 (3) that employs consistent brand messaging;

2 and

3 (4) whose effectiveness is measured and

4 reported.

5 B. Any unexpended or unencumbered balance remaining

6 at the end of fiscal year 2017 shall revert to the general

7 fund.