

1 A MEMORIAL

2 INVITING THE OUTDOOR RETAILER TRADE SHOW TO NEW MEXICO.

3
4 WHEREAS, New Mexicans' livelihoods are rooted in the
5 state's open spaces; and

6 WHEREAS, families have long histories of using public
7 lands for hiking, hunting, fishing and other outdoor
8 traditions; and

9 WHEREAS, New Mexico's vibrant and vast public lands are
10 a vital part of the state's culture and economy; and

11 WHEREAS, New Mexicans share a love of the state's
12 natural and cultural heritage; and

13 WHEREAS, the federal bureau of land management oversees
14 outdoor recreation and many other activities on more than
15 thirteen million acres of public land in New Mexico; and

16 WHEREAS, New Mexico's public lands are diverse,
17 encompassing the high deserts, rugged lava flows, deep
18 canyons and badlands; and

19 WHEREAS, all of the bureau of land management public
20 land is open for recreational use, and opportunities abound,
21 including hiking, hunting, fishing, camping, horseback
22 riding, off-road vehicle driving and much more; and

23 WHEREAS, the United States forest service manages the
24 Carson, Coronado, Lincoln, Cibola, Gila, Apache-Sitgreaves
25 and Santa Fe national forests and the Kiowa national

1 grassland, which provide a great diversity of outdoor
2 recreational opportunities; and

3 WHEREAS, New Mexico boasts a wealth of majestic state
4 parks, hiking and biking trails, naturally occurring bodies
5 of water, world-class ski areas and other outdoor
6 recreational activities; and

7 WHEREAS, the enjoyment and protection of the state's
8 great outdoors is among the pillars of New Mexico values; and

9 WHEREAS, New Mexico aggressively promotes the outdoor
10 recreation activities available in the state through the
11 multi-million dollar New Mexico true campaign of the tourism
12 department; and

13 WHEREAS, the campaign seeks to focus on being authentic
14 and true to New Mexico's people, landscapes and culture; and

15 WHEREAS, the outdoor recreation industry is one of the
16 largest sources of economic growth in New Mexico, directly
17 supporting sixty-eight thousand jobs and providing more than
18 four hundred fifty million dollars (\$450,000,000) in tax
19 revenue and six billion one hundred million dollars
20 (\$6,100,000,000) in consumer spending annually; and

21 WHEREAS, New Mexico is proud to host outdoor recreation
22 conventions and special events; and

23 WHEREAS, the outdoor retailer trade show, drawing
24 approximately twenty-nine thousand attendees and creating
25 direct spending of approximately forty-five million dollars

1 (\$45,000,000), is soliciting bids for states to host its
2 annual event; and

3 WHEREAS, New Mexico is an ideal location for hosting the
4 outdoor retailer trade show;

5 NOW, THEREFORE, BE IT RESOLVED BY THE SENATE OF THE
6 STATE OF NEW MEXICO that New Mexico enthusiastically invite
7 the outdoor retailer trade show to locate in New Mexico, the
8 land of enchantment; and

9 BE IT FURTHER RESOLVED that a copy of this memorial be
10 transmitted to the secretary of tourism.

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