

1 SENATE MEMORIAL 130

2 **53RD LEGISLATURE - STATE OF NEW MEXICO - FIRST SESSION, 2017**

3 INTRODUCED BY

4 Jeff Steinborn

5  
6  
7  
8  
9  
10 A MEMORIAL

11 INVITING THE OUTDOOR RETAILER TRADE SHOW TO NEW MEXICO.

12  
13 WHEREAS, New Mexicans' livelihoods are rooted in the  
14 state's open spaces; and

15 WHEREAS, families have long histories of using public  
16 lands for hiking, hunting, fishing and other outdoor  
17 traditions; and

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

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

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

25 WHEREAS, New Mexico's public lands are diverse,

.207974.1

underscored material = new  
~~[bracketed material] = delete~~

underscored material = new  
~~[bracketed material] = delete~~

1 encompassing the high deserts, rugged lava flows, deep canyons  
2 and badlands; and

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

7 WHEREAS, the United States forest service manages the  
8 Carson, Coronado, Lincoln, Cibola, Gila, Apache-Sitgreaves and  
9 Santa Fe national forests and the Kiowa national grassland,  
10 which provide a great diversity of outdoor recreational  
11 opportunities; and

12 WHEREAS, New Mexico boasts a wealth of majestic state  
13 parks, hiking and biking trails, naturally occurring bodies of  
14 water, world-class ski areas and other outdoor recreational  
15 activities; and

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

18 WHEREAS, New Mexico aggressively promotes the outdoor  
19 recreation activities available in the state through the multi-  
20 million dollar New Mexico true campaign of the tourism  
21 department; and

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

24 WHEREAS, the outdoor recreation industry is one of the  
25 largest sources of economic growth in New Mexico, directly

.207974.1

underscoring material = new  
~~[bracketed material] = delete~~

1 supporting sixty-eight thousand jobs and providing more than  
2 four hundred fifty million dollars (\$450,000,000) in tax  
3 revenue and six billion one hundred million dollars  
4 (\$6,100,000,000) in consumer spending annually; and

5 WHEREAS, New Mexico is proud to host outdoor recreation  
6 conventions and special events; and

7 WHEREAS, the outdoor retailer trade show, drawing  
8 approximately twenty-nine thousand attendees and creating  
9 direct spending of approximately forty-five million dollars  
10 (\$45,000,000), is soliciting bids for states to host its annual  
11 event; and

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

14 NOW, THEREFORE, BE IT RESOLVED BY THE SENATE OF THE STATE  
15 OF NEW MEXICO that New Mexico enthusiastically invite the  
16 outdoor retailer trade show to locate in New Mexico, the land  
17 of enchantment; and

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

