

1 SENATE JOINT MEMORIAL 26

2 **53RD LEGISLATURE - STATE OF NEW MEXICO - SECOND SESSION, 2018**

3 INTRODUCED BY

4 William F. Burt

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10 A JOINT MEMORIAL

11 REQUESTING CREATION OF A STATEWIDE TASK FORCE TO FORMULATE AND
12 PROPOSE A MARKETING PLAN AND BUDGET TO PUBLICIZE VIRGIN
13 GALACTIC'S INAUGURAL SUBORBITAL SPACE FLIGHT.

14
15 WHEREAS, New Mexico is host to spaceport America, the
16 first purpose-built commercial spaceport; and

17 WHEREAS, spaceport America is a major generator of
18 space operations, educational programs and tourism,
19 contributing significantly to the economy of southern New
20 Mexico and the entire state; and

21 WHEREAS, Virgin Galactic plans to launch its inaugural
22 suborbital space flight from spaceport America; and

23 WHEREAS, the Virgin Galactic flight represents a momentous
24 event in the history of manned spaceflight and a unique
25 opportunity to promote spaceport America and tourism in New

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1 Mexico; and

2 WHEREAS, no comprehensive statewide plan has been
3 formulated to maximize the potential economic and social
4 benefits presented by the event; and

5 WHEREAS, the relevant agencies and organizations should
6 work together cooperatively and utilize their collective and
7 individual resources to maximize the benefits presented by this
8 unique opportunity;

9 NOW, THEREFORE, BE IT RESOLVED BY THE LEGISLATURE OF THE
10 STATE OF NEW MEXICO that the ambassadors for spaceport America
11 be requested to convene a task force to assess the
12 opportunities for promoting spaceport America and tourism
13 presented by the Virgin Galactic flight; and

14 BE IT FURTHER RESOLVED that the task force include:

- 15 A. the secretary of tourism;
- 16 B. the secretary of economic development;
- 17 C. the executive director of the spaceport
18 authority;
- 19 D. a representative of the New Mexico hospitality
20 association;
- 21 E. the regional chair for each tourism department
22 regional marketing board; and
- 23 F. additional members as the ambassadors for
24 spaceport America determine to be appropriate; and

25 BE IT FURTHER RESOLVED that the task force be requested to

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1 formulate and present a proposed marketing plan and budget to
2 maximize the opportunities offered by the Virgin Galactic
3 flight to the appropriate interim legislative committee in July
4 2018; and

5 BE IT FURTHER RESOLVED that copies of this memorial be
6 transmitted to the governor, the ambassadors for spaceport
7 America, the secretary of tourism, the secretary of economic
8 development, the executive director of the spaceport authority
9 and the New Mexico hospitality association.

