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FISCAL IMPACT REPORT

SPONSOR Garcia/Martinez ORIGINAL DATE 1/30/2020
LAST UPDATED _____ HB 212
SHORT TITLE Santa Fe Indian Market Advertising SB _____
ANALYST Martinez

APPROPRIATION (dollars in thousands)

Appropriation		Recurring or Nonrecurring	Fund Affected
FY20	FY21		
	\$50.0	Recurring	General Fund

(Parenthesis () Indicate Expenditure Decreases)

SOURCES OF INFORMATION

LFC Files

Responses Received From

Cultural Affairs Department (DCA)

SUMMARY

Synopsis of Bill

House Bill 212 appropriates \$50 thousand from the general fund to the Cultural Affairs Department for advertisement of the Santa Fe Indian market.

There is no effective date of this bill. It is assumed that the effective date is 90 days following adjournment of the Legislature.

FISCAL IMPLICATIONS

The appropriation of \$50 thousand contained in this bill is a recurring expense to the general fund. Any unexpended or unencumbered balance remaining at the end of 2021 shall revert to the general fund.

DCA will not incur any additional operating budget impact due to House Bill 212.

SIGNIFICANT ISSUES

The following was provided by the Cultural Affairs Department:

An appropriation to advertise or promote a single event in New Mexico duplicates the purpose and intent of the tourism department's cooperative marketing program. It offers a way for tourism related, non-profit organizations, local and tribal governments to connect with an effort greater than their own, one that leverages the power of New Mexico True. The cooperative marketing program was designed to help communities, tribal governments and non-profit entities market and promote events and destinations, such as the Southwestern Association for Indian Arts. As such, the structure is already in place for this sort of marketing and promotion.

ADMINISTRATIVE IMPLICATIONS

The following was provided by the Cultural Affairs Department:

Tourism Department staff would need to create and execute a marketing plan, as well as appropriate levels of national and local public relations (both earned and owned media) for promotion of this event.

JM/al