



The Legislature
of the
State of New Mexico

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LAWS 2012

CHAPTER _____

SENATE MEMORIAL 61

Introduced by

SENATOR JOHN PINTO
SENATOR MARY JANE M. GARCIA
SENATOR LYNDY M. LOVEJOY
SENATOR GERALD ORTIZ y PINO



1 A MEMORIAL

2 REQUESTING THE INDIAN AFFAIRS DEPARTMENT TO UNDERTAKE A STUDY
3 REGARDING THE FEASIBILITY OF IMPLEMENTING A PROGRAM TO
4 INCREASE MARKETING EFFORTS TO PROMOTE NATIVE AMERICAN
5 ENTERPRISES.

6
7 WHEREAS, during the 2011 state-tribal leaders summit,
8 Governor Susana Martinez made a commitment to tribal leaders
9 to increase marketing efforts to promote Native American
10 enterprises nationally and internationally; and

11 WHEREAS, the Indian affairs department and the
12 New Mexico senate recognize that the presence of Native
13 American communities and Native American enterprises provides
14 unique economic development opportunities such as ecotourism,
15 outdoor recreation, hunting, fishing, camping, historical and
16 cultural tourism and Native American-owned gaming enterprises
17 and resorts; and

18 WHEREAS, Indian tourism currently ranks fourth among
19 tourists' reasons for visiting the land of enchantment; and

20 WHEREAS, the state has no consolidated marketing effort
21 specific to Native American enterprises; and

22 WHEREAS, Native American enterprises do not receive
23 significant promotion outside of New Mexico as tourist
24 attractions; and

25 WHEREAS, promotion of Native American enterprises to a

1 national and international market will advance the state's
2 tourism industry and significantly increase economic growth
3 and sustainability for the state and for New Mexico's tribes,
4 nations and pueblos; and

5 WHEREAS, the promotion of Native American enterprises to
6 a national and international market will create employment in
7 New Mexico and in New Mexico's tribes, nations and pueblos;
8 and

9 WHEREAS, the senate and the Indian affairs department
10 regard tribal economic development as a key initiative;

11 NOW, THEREFORE, BE IT RESOLVED BY THE SENATE OF THE
12 STATE OF NEW MEXICO that the Indian affairs department be
13 requested to collaborate with New Mexico's tribes, nations
14 and pueblos, the tourism department and other necessary state
15 departments and interested organizations to conduct a study
16 to determine the feasibility of developing and implementing a
17 program to increase marketing efforts to promote Native
18 American enterprises; and

19 BE IT FURTHER RESOLVED that the study examine the
20 feasibility of implementing a program that would:

21 A. work collaboratively with New Mexico's tribes,
22 nations and pueblos to develop promotional and marketing
23 initiatives and to develop partnerships and financial
24 leveraging opportunities;

25 B. develop and run local, regional and

1 international commercials and advertisements to promote
2 Native American enterprises;

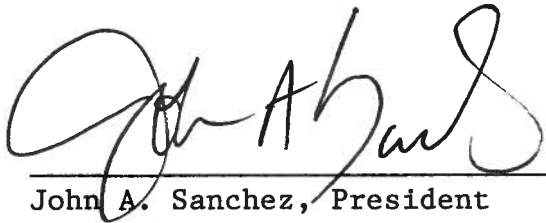
3 C. coordinate and collaborate with out-of-state
4 and international journalists and travel writers who have
5 specific interests in writing about New Mexico Native
6 American enterprises;

7 D. cultivate relationships with tourist
8 organizations, tour operators, travel agents and non-tribal
9 business entities to develop, package and promote offers to
10 visit Native American enterprises; and

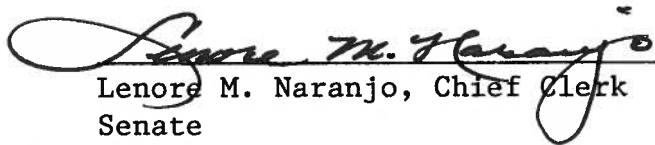
11 E. develop an economic impact study that reveals
12 the economic impact of Native American enterprises, including
13 the impact on job creation and the impact to the state
14 budget; and

15 BE IT FURTHER RESOLVED that the findings of the study,
16 including any costs associated with implementation of the
17 program, be reported by the Indian affairs department to the
18 appropriate legislative interim committee by November 2012;
19 and

20 BE IT FURTHER RESOLVED that copies of this memorial be
21 transmitted to the governor, the secretary of Indian affairs,
22 the secretary of tourism and the leaders of the tribes,
23 nations and pueblos of New Mexico. _____



John A. Sanchez, President
Senate



Lenore M. Naranjo, Chief Clerk
Senate