

1 SENATE BILL 131

2 **56TH LEGISLATURE - STATE OF NEW MEXICO - SECOND SESSION, 2024**

3 INTRODUCED BY

4 Mark Moores and Antonio Maestas

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10 AN ACT

11 MAKING AN APPROPRIATION TO THE TOURISM DEPARTMENT TO PURCHASE  
12 ADVERTISEMENTS, COMMERCIALS AND PUBLICITY FOR THE ISLETA NEW  
13 MEXICO BOWL VIA TELEVISION AND OTHER PLATFORMS.

14  
15 BE IT ENACTED BY THE LEGISLATURE OF THE STATE OF NEW MEXICO:

16 SECTION 1. APPROPRIATION.--Nine hundred thousand dollars  
17 (\$900,000) is appropriated from the general fund to the tourism  
18 department for expenditure in fiscal years 2025 through 2027 to  
19 purchase advertisements, commercials and publicity for the  
20 Isleta New Mexico Bowl via national television and other  
21 platforms. The department shall not spend more than three  
22 hundred thousand dollars (\$300,000) in each fiscal year. Any  
23 unexpended or unencumbered balance remaining at the end of  
24 fiscal year 2027 shall revert to the general fund.

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