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HOUSE MEMORIAL 93

51ST LEGISLATURE - STATE OF NEW MEXICO - SECOND SESSION, 2014

INTRODUCED BY

Antonio "Moe" Maestas

A MEMORIAL

REQUESTING THE GOVERNOR TO CONDUCT AN EXPLORATION OF THE
POSSIBILITIES FOR BRINGING A MAJOR LEAGUE SOCCER TEAM TO NEW
MEXICO AND BUILDING A SOCCER STADIUM TO HOUSE THE SOCCER TEAM.

WHEREAS, soccer, usually called "football" worldwide, is
the most popular sport around the world, with billions of
ardent fans; and

WHEREAS, soccer is rapidly gaining popularity in the
United States, with the Nielsen television ratings company
reporting that a total of twenty-four million three hundred
thousand viewers in the United States watched the 2010 world
cup final soccer championship between Spain and the
Netherlands; and

WHEREAS, in 2013, twenty thousand one hundred forty-one
children in New Mexico played soccer; and

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1 WHEREAS, in terms of participants, soccer is four times
2 more popular than American football in New Mexico; and

3 WHEREAS, for the past decade, the university of New Mexico
4 Lobos men's soccer team has ranked in the top fifteen for
5 attendance and recently made the national collegiate athletic
6 association final four; and

7 WHEREAS, Albuquerque now has its own minor league soccer
8 team, the Albuquerque Sol; and

9 WHEREAS, more than nine thousand people attended the 2013
10 international professional soccer match, at the university of
11 New Mexico stadium, between the Colorado Rapids team of major
12 league soccer and Mexico's first division Santos Laguna team;
13 and

14 WHEREAS, in the major league soccer association, or "MLS",
15 there are nineteen active, and two pending, soccer clubs
16 throughout the United States and Canada, with the closest clubs
17 to New Mexico being the Denver-based Colorado Rapids and the
18 Dallas-area FC Dallas club; and

19 WHEREAS, several former university of New Mexico Lobos
20 soccer players now play in the MLS; and

21 WHEREAS, the journal *Sports Business Daily* reported in
22 November 2013 that the average MLS franchise is now worth one
23 hundred three million dollars (\$103,000,000), an increase of
24 more than one hundred seventy-five percent in the past five
25 years;

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1 NOW, THEREFORE, BE IT RESOLVED BY THE HOUSE OF
2 REPRESENTATIVES OF THE STATE OF NEW MEXICO that Governor Susana
3 Martinez be requested to lead a dialogue with representatives
4 from the department of finance and administration, the economic
5 development department, the tourism department, the athletics
6 community, the state's chambers of commerce, the bureau of
7 business and economic research at the university of New Mexico,
8 New Mexico business owners and other experts to explore the
9 feasibility of building a soccer-specific stadium with the hope
10 of establishing an MLS team in New Mexico in the future; and

11 BE IT FURTHER RESOLVED that copies of this memorial be
12 transmitted to the governor, the mayor of Albuquerque and the
13 chair of the Bernalillo county commission.

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