



State of New Mexico

Office of the Governor

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Governor Bill Richardson To Pitch NFL Regional Partnership To Top Executives in Mexico

New Mexico hires Barrett Sports Group as NFL consultant

SANTA FE- New Mexico Governor Bill Richardson today announced that he will travel to Chihuahua and Nuevo Leon to pitch Mexican business and political leaders about establishing a regional partnership that could attract an NFL franchise to the region.

“Attracting the NFL franchise to New Mexico is a huge economic development opportunity that could create good jobs and new opportunities for business in our state,” said Governor Richardson. “We clearly are not ready today to host an NFL team, but we could be in five years. If we are going to accomplish this ambitious goal, we need a clear road map, with clear objectives.”

The Legislature appropriated \$300,000 this year to pay for the due diligence tied to bringing an NFL team to New Mexico. A portion of the money will be used to hire Mr. Dan Barrett and Barrett Sports Group. Barrett Sports Group will lead a team of sports industry experts that will help New Mexico specifically identify what will make the state competitive in attracting an NFL franchise.

“New Mexico is in a unique position to coordinate a public-private partnership with Mexico that could potentially attract the NFL to the Paseo del Norte region,” stated Dan Barrett, President of Barrett Sports Group.

“Because of our good relations and strong trade with Mexico the partnership would be a great fit for New Mexico and the entire region,” said Department of Finance and Administration Secretary James Jimenez.

While in Mexico the Governor will also deliver a breakfast keynote address to a group of prestigious Mexican business executives, hosted by Coparmex. Governor Richardson will meet later with Fortune 500 CEO's to discuss the possibility of Mexican investments in New Mexico's renewable energy, aerospace and technology industries.

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