

BILL ANALYSIS AND FISCAL IMPACT REPORT
Taxation and Revenue Department

February 15, 2025

Bill: SB-377

Sponsor: Senator Antonio Maestas

Short Title: NM United License Plate

Description: This bill creates a New Mexico United Soccer Team supporter special registration plate. The plate shall have a logo designed pursuant to Section 66-3-424 NMSA 1978 that is similar to the format the division uses on its chile vehicle registration plates. The initial fee for the plate is \$50 in addition to regular motor vehicle registration fees and a renewal fee of \$20 each year to retain and renew the plate. Of the additional motor vehicle fees, \$12 of the initial fee collected shall be retained by the department to defray the cost of making and issuing the plate and \$38 of the initial registration fee, and the entire \$20 of subsequent renewal fees, are distributed and appropriated to the tourism department to promote sports-related tourism. The bill provides a formula starting in 2028 to determine whether the Motor Vehicle Division (MVD) shall stop issuing this plate.

Effective Date: July 1, 2025

Taxation and Revenue Department Analyst: Htet Gonzales and Sean Bulian – Motor Vehicle Division

Estimated Revenue Impact*					R or NR**	Fund(s) Affected
FY2025	FY2026	FY2027	FY2028	FY2029		
	Unknown				R	MVD Suspense Fund

* In thousands of dollars. Parentheses () indicate a revenue loss. ** Recurring (R) or Non-Recurring (NR).

Methodology for Estimated Revenue Impact: It is unknown how many of these plates will be requested. MVD’s total cost of manufacturing and distributing each license plate is approximately \$10, which includes materials and shipping. The \$12 fee retained by MVD will be adequate to cover the initial costs for the manufacture and issuance of the initial plate to the applicant. Creation of the new specialty plate must be in accordance with existing state statute under Section 66-3-424 NMSA 1978 (Standardized Special Registration Plates with Logos), in particular “Shall provide a prepayment to the division in an amount sufficient to cover the plate and logo costs of the initial order”. Typically, the initial fee to purchase plates is \$800; \$250 for design/artwork costs while \$5.50 is charged for each plate in the initial batch of 100.

Policy Issues: None

Technical Issues: This bill proposes that MVD shall issue a special registration plate with a logo designed pursuant to Section 66-3-424 NMSA 1978 and shall use a format similar to that the division uses for its standard chile vehicle registration plate with number and letters in yellow on a field of black. Section 66-3-424 NMSA 1978 provides that special registration plates shall display the colors of the state flag, red lettering on a yellow background only. The standard chile vehicle registration plate is issued at no cost to owners at the time of initial registration of a qualified vehicle. To remain consistent with the provisions of Section 66-3-424 NMSA 1978, MVD recommends that reference to the format of the chile vehicle registration plate be removed from the bill.

The process of creating the artwork for specialty plates as well as the approval processes both internal and with the requesting party can be lengthy, MVD requests that the effective date of this bill be January 1, SB-377

2026, instead of July 1, 2025. This bill does not specifically say that the New Mexico United Registration Plate can be issued to motorcycles as well as passenger vehicles. If it is the intent is to allow the issuance of the New Mexico United Registration Plate to motorcycles, a new statute specifically addressing this addition should be enacted to be constant with other specialty plates offered to both vehicles and motorcycles. An example would be the Children Trust Fund plate, under Section 66-3-420 and 66-3-420.1 NMSA 1978.

Other Issues: MVD has not analyzed the implications of a privately-owned athletics team being recognized through State-issued license plates.

Administrative & Compliance Impact: Implementation of this bill will have a moderate impact on Tax & Revenue’s Information Technology Division (ITD). The estimated time to develop, test and implement the changes is approximately 480 hours or 3 months for an estimated \$31,987 of staff workload cost.

This bill requires application and configuration changes to the Tapestry system to create a New Mexico United Soccer Team Supporter license plate process, registration fee calculation and distribution for MVD and the Tourism Department.

Estimated Additional Operating Budget Impact*				R or NR**	Fund(s) or Agency Affected
FY2025	FY2026	FY2027	3 Year Total Cost		
	\$32			NR	MVD Suspense Fund – Staff Workload Cost

* In thousands of dollars. Parentheses () indicate a cost saving. ** Recurring (R) or Non-Recurring (NR).

Related Bills: