

LFC Requester: \_\_\_\_\_

**AGENCY BILL ANALYSIS - 2025 REGULAR SESSION**

**WITHIN 24 HOURS OF BILL POSTING, UPLOAD ANALYSIS TO**

**[AgencyAnalysis.nmlegis.gov](http://AgencyAnalysis.nmlegis.gov) and email to [billanalysis@dfa.nm.gov](mailto:billanalysis@dfa.nm.gov)**

*(Analysis must be uploaded as a PDF)*

**SECTION I: GENERAL INFORMATION**

*{Indicate if analysis is on an original bill, amendment, substitute or a correction of a previous bill}*

**Date Prepared:** February 24, 2025 *Check all that apply:*  
**Bill Number:** SB 377 Original  Correction   
 Amendment  Substitute

**Sponsor:** Senator Maestas **Agency Name**  
**Short Title:** NM UNITED LICENSE **and Code** Tourism 418  
PLATE **Number:** \_\_\_\_\_  
**Person Writing** Novela Salazar  
**Phone:** 505-490-7185 **Email** novela.salazar@td.nm.gov

**SECTION II: FISCAL IMPACT**

**APPROPRIATION (dollars in thousands)**

Appropriation		Recurring or Nonrecurring	Fund Affected
FY25	FY26		
NFI	NFI	NFI	NFI

(Parenthesis ( ) indicate expenditure decreases)

**REVENUE (dollars in thousands)**

Estimated Revenue			Recurring or Nonrecurring	Fund Affected
FY25	FY26	FY27		
NFI	NFI	NFI	NFI	NFI

(Parenthesis ( ) indicate revenue decreases)

**ESTIMATED ADDITIONAL OPERATING BUDGET IMPACT (dollars in thousands)**

	FY25	FY26	FY27	3 Year Total Cost	Recurring or Nonrecurring	Fund Affected
<b>Total</b>	NFI	NFI	NFI	NFI	NFI	NFI

(Parenthesis ( ) Indicate Expenditure Decreases)

Duplicates/Conflicts with/Companion to/Relates to:  
Duplicates/Relates to Appropriation in the General Appropriation Act

### **SECTION III: NARRATIVE**

#### **BILL SUMMARY**

Synopsis: SB 377 establishes the New Mexico United license plate and provides a revenue stream for the New Mexico Department of Motor Vehicles and the New Mexico Tourism Department (NMTD). The plate shall have a logo designed pursuant to Section 66-3-424 NMSA 1978 and shall use a format similar to the format the division uses on its Chile vehicle registration plates with the registration numbers and letters in yellow on a field of black. It establishes parameters for issuance of the plate.

#### **FISCAL IMPLICATIONS**

SB 377 creates the New Mexico United license plate and as part of registration fees, allocates \$38 for initial registration and \$20 for renewal of each plate to the NMTD for promotion of sports-related tourism. The total revenue stream for this license plate is uncertain at this time as it is unclear how many plates would be purchased in coming years.

#### **SIGNIFICANT ISSUES**

This license plate would be established to promote the New Mexico United soccer team. Some revenue from the sales of the plate would be allocated to the NMTD for promotion of sports-related tourism. Currently, the NMTD supports sporting events and activities, such as the Special Olympics, the Balloon Fiesta, skiing and other outdoor opportunities. It is unclear how much revenue would result from this license plate to help augment the promotional efforts of NMTD for sports-related tourism.

#### **PERFORMANCE IMPLICATIONS**

None

#### **ADMINISTRATIVE IMPLICATIONS**

None

#### **CONFLICT, DUPLICATION, COMPANIONSHIP, RELATIONSHIP**

None

#### **TECHNICAL ISSUES**

None

#### **OTHER SUBSTANTIVE ISSUES**

None

## **ALTERNATIVES**

None

## **WHAT WILL BE THE CONSEQUENCES OF NOT ENACTING THIS BILL**

The New Mexico United license plate would not be created.

## **AMENDMENTS**

None