AN ACT

RELATING TO MOTOR VEHICLES; PROVIDING THAT SPECIAL

REGISTRATION LOGOS SHALL BE MADE AS ATTACHABLE DECALS AND

STANDARDIZED SPECIAL REGISTRATION PLATES SHALL BE MADE WITH A

BLANK SPACE TO ATTACH A LOGO; DEPLETING EXISTING MANUFACTURED

PLATES BEFORE CREATING ATTACHABLE LOGOS; REQUIRING THE MOTOR

VEHICLE DIVISION OF THE TAXATION AND REVENUE DEPARTMENT TO

APPLY FOR A LICENSE TO USE THE SMOKEY BEAR IMAGE AND NAME;

PROVIDING FOR THE ISSUANCE OF A SMOKEY BEAR FIRE PREVENTION

SPECIAL REGISTRATION PLATE; MAKING AN APPROPRIATION.

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

     SECTION 1. Section 66-3-424 NMSA 1978 (being Laws 2003,

Chapter 172, Section 1 and Laws 2003, Chapter 174, Section 1

and Laws 2003, Chapter 175, Section 1 and Laws 2003, Chapter

176, Section 1 and Laws 2003, Chapter 177, Section 1 and Laws

2003, Chapter 178, Section 1 and Laws 2003, Chapter 179,

Section 1 and Laws 2003, Chapter 180, Section 1 and Laws

2003, Chapter 181, Section 1 and Laws 2003, Chapter 197,

Section 1 and Laws 2003, Chapter 198, Section 1 and Laws

2003, Chapter 201, Section 1 and Laws 2003, Chapter 211,

Section 1 and also Laws 2003, Chapter 212, Section 1) is

amended to read:

     "66-3-424. STANDARDIZED SPECIAL REGISTRATION PLATES--

ATTACHABLE LOGOS.--

A. Standardized special registration plates with logos may be authorized by statute to show state support for worthy public purposes. The authorizing statute shall provide for collection of fees that, at a minimum, will cover the costs to the division of development, manufacture and issuance of the special registration plates and logos. Logos shall be made as attachable decals, and the standardized special registration plates shall be made with a blank space for a logo to be attached. For special registration plates manufactured pursuant to this section before June 16, 2023, any remaining supply of the manufactured plates shall be depleted before developing and issuing attachable logos.

B. Standardized special registration plates, on the standardized areas, shall:

(1) display the colors of the state flag, red lettering on a yellow background;

(2) display the phrases "New Mexico USA" and "Land of Enchantment";

(3) provide a space for applying the special registration logo, centered at the left edge of the plate, between the attachment holes, beginning one-fourth inch in from the edge of the plate and having the following dimensions: four and one-eighth inches in height and three and one-eighth inches in width; and

(4) provide a vehicle registration number,

to be assigned by the division, that consists of five

alphanumeric characters displayed to the right of the special

logo area.

C.   Special registration logos, except for the

standard dimension specified in Paragraph (3) of Subsection B

of this section, shall be left to the design discretion of

the division, in consultation with the public purpose

interest group that requests the special registration plate.

D.   Standardized special registration plates with

logos, when authorized by statute for a particular public

purpose interest group, shall meet the requirements specified

in this subsection prior to plate issuance by the division.

The public purpose interest group, no later than the

effective date of the authorizing statute:

(1)   shall provide evidence acceptable to the

division that it will generate a minimum number of prepaid

applications as determined by the division for the special

registration plate with logo;

(2)   shall provide a prepayment to the

division in an amount sufficient to cover the plate and logo

cost of the initial order;

(3)   shall provide a sample of the requested

artwork design in a format specified by the plate

manufacturer for the specialized logo; and

(4)   in cases where the authorizing statute

includes revenue-sharing with distribution directed to a particular group or fund, shall show that the recipient is a governmental entity or a fund authorized for the use of a governmental entity.

E.   The division may promulgate rules for implementation of the provisions of this section."

SECTION 2.   A new section of the Motor Vehicle Code is enacted to read:

"SPECIAL SMOKEY BEAR FIRE PREVENTION REGISTRATION PLATE.--

A.   The division shall apply for a long-term license from the United States department of agriculture forest service to use the image and name of Smokey Bear on a standardized special registration plate to raise fire prevention awareness and to raise money for state forest fire prevention efforts.

B.   Upon finalizing a license agreement pursuant to Subsection A of this section, the division shall issue a standardized Smokey Bear fire prevention special registration plate with a logo designed pursuant to Section 66-3-424 NMSA 1978 indicating that the recipient supports forest fire prevention awareness.

C.   For an initial fee of fifty dollars ($50.00), which shall be in addition to the regular motor vehicle registration fees, the owner of a vehicle may apply for

issuance of a Smokey Bear fire prevention awareness special

registration plate. The vehicle owner shall pay a renewal

fee of forty dollars ($40.00) each year to retain and renew

the Smokey Bear forest fire prevention special registration

plate.

D. After payment for any licensing fee required

for the use of the Smokey Bear name or image, the revenue

from the additional fee for a Smokey Bear fire prevention

special registration plate shall be distributed as follows:

(1) ten dollars ($10.00) of the initial fee

collected shall be retained by and is appropriated to the

department to defray the cost of making and issuing the

special registration plate with the Smokey Bear logo; and

(2) the remaining portion of the initial

registration fee and the entire portion of subsequent renewal

fees remaining after payment of licensing fees shall be

distributed to the energy, minerals and natural resources

department for forest fire prevention."

SECTION 3. EFFECTIVE DATE.--The effective date of the

provisions of this act is July 1, 2023.