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AN ACT

RELATING TO MOTOR VEHICLES; 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; PROVIDING FOR CESSATION OF ISSUANCE BASED
ON NEW ISSUANCE AND RENEWALS; MAKING AN APPROPRIATION.

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

SECTION 1. 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.

1 C. For an initial fee of fifty dollars (\$50.00),
2 which shall be in addition to the regular motor vehicle
3 registration fees, the owner of a vehicle may apply for
4 issuance of a Smokey Bear fire prevention awareness special
5 registration plate. The vehicle owner shall pay a renewal
6 fee of forty dollars (\$40.00) each year to retain and renew
7 the Smokey Bear forest fire prevention special registration
8 plate.

9 D. After payment for any licensing fee required
10 for the use of the Smokey Bear name or image, the revenue
11 from the additional fee for a Smokey Bear fire prevention
12 special registration plate shall be distributed as follows:

13 (1) twelve dollars (\$12.00) of the initial
14 fee collected shall be retained by and is appropriated to the
15 department to defray the cost of making and issuing the
16 special registration plate with the Smokey Bear logo; and

17 (2) the remaining portion of the initial
18 registration fee and the entire portion of subsequent renewal
19 fees remaining after payment of licensing fees shall be
20 distributed to the energy, minerals and natural resources
21 department for forest fire prevention.

22 E. Beginning on July 1, 2027, and on July 1 of
23 each subsequent year, the department shall compare the number
24 of the Smokey Bear fire prevention special registration
25 plates issued, or registration renewals for those plates in

1 the previous fiscal year, with the average of the number of
2 such plates issued in fiscal years 2025 and 2026.

3 F. By September 1 of a fiscal year in which the
4 department determines that the number of Smokey Bear fire
5 prevention special registration plates issued and
6 registration renewals for those plates in the previous fiscal
7 year is less than fifty percent of the average number of such
8 plates issued in fiscal years 2025 and 2026, the department
9 shall stop issuing Smokey Bear fire prevention special
10 registration plates."

11 SECTION 2. EFFECTIVE DATE.--The effective date of the
12 provisions of this act is July 1, 2024. _____

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