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| <b>LFC Requester:</b> | <b>Ginger Anderson</b> |
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**AGENCY BILL ANALYSIS  
2024 REGULAR SESSION**

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

**Analysis.nmlegis.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}*

Check all that apply:  
**Original**     **Amendment**      
**Correction**     **Substitute**   

**Date** 1/16/2024  
**Bill No:** HB53

**Sponsor:** Representative Duncan  
**Short Title:** SMOKEY BEAR LICENSE PLATE

**Agency Name and Code**    Tourism - 418  
**Number:** \_\_\_\_\_  
**Person Writing**    Victoria Gregg  
**Phone:** 505-795-2176    **Email** Victoria.Gregg@td.nm.gov

**SECTION II: FISCAL IMPACT**

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

|              | <b>FY24</b> | <b>FY25</b> | <b>FY26</b> | <b>3 Year Total Cost</b> | <b>Recurring or Nonrecurring</b> | <b>Fund Affected</b> |
|--------------|-------------|-------------|-------------|--------------------------|----------------------------------|----------------------|
| <b>Total</b> | 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:

House Bill 53 requires the motor vehicle division of taxation and revenue to apply for a license to use the Smokey Bear name and issue a fire prevention license plate. Funds from the registration of the special plate will be allocated in part to the Energy, Minerals and Natural Resources Department for forest fire prevention. The bill also provides for a cessation of issuance based on the average number of plates issued compared to previous fiscal years.

## **FISCAL IMPLICATIONS**

There are no fiscal implications directly for the tourism department.

## **SIGNIFICANT ISSUES**

Smokey Bear is a beloved figure in New Mexico history and a special registration plate is a way to export this aspect of New Mexico culture.

As the last years have shown, forest fires do an incredible amount of damage, not only to our beautiful outdoor spaces, but also to businesses and homes affected by them. The damage to our tourism industry is long-lasting, and educational activities related to forest fire prevention are an important aspect of conservation.

## **PERFORMANCE IMPLICATIONS**

## **ADMINISTRATIVE IMPLICATIONS**

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

## **TECHNICAL ISSUES**

## **OTHER SUBSTANTIVE ISSUES**

## **ALTERNATIVES**

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

## **AMENDMENTS**