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1 WHEREAS, visitor spending in New Mexico hit \$6.4 billion in 2016 which
2 generated \$642 million in state and local taxes from cultural tourism alone;
3 and

4 WHEREAS, according to Visit Albuquerque the City of Albuquerque
5 attracted 6.2 million visitors in 2017 and during that same year cultural tourism
6 accounted for a \$2 billion share of the tourism industry in the City, and the
7 tourism industry in Albuquerque which employed more than 40,000 people in
8 Bernalillo County and generated about \$69 million in tax revenue; and

9 WHEREAS, there is a demonstrated interest in tourism and cultural
10 activities associated with special interest vehicles such as cruising as
11 demonstrated by the 2018 Lowrider Supershow in Albuquerque, which
12 garnered an estimated attendance of over 9000; and

13 WHEREAS, continuing to promote and cultivate responsible special
14 interest vehicle club events could help sustain and promote a part of the City's
15 cultural heritage while contributing to and developing the cultural tourism
16 industry in the City.

17 BE IT RESOLVED BY THE COUNCIL, THE GOVERNING BODY OF THE CITY OF
18 ALBUQUERQUE:

19 Section 1. The Cultural Services Department shall develop a special
20 interest vehicle club recognition program that recognizes organized groups or
21 clubs of one or more licensed motor vehicle enthusiasts who specialize in
22 collecting, purchasing, trading, disposing of, restoring, and operating Special
23 Interest Vehicles (the "Program").

24 A. For purposes of this Resolution, a special interest vehicle is a
25 licensed motor vehicle which is either already operative, or is being diligently
26 worked on for the purpose of making the vehicle operative, for purposes of
27 preservation and exhibition because of its historic or cultural interest.

28 B. For purposes of the Program, the Cultural Services Department shall,
29 in collaboration with the Albuquerque Police and Fire and Rescue
30 Departments, establish a code of conduct that identifies specific forms of
31 behavior that are neither tolerated at events nor at any other location within
32 City limits. In order to gain City recognition as a special interest vehicle club,
33 members will be required to review, sign, and comply with the code of conduct

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1 when operating a special interest vehicle under the membership of a Special
2 Interest Vehicle Club.

3 C. The Cultural Services Department shall, in collaboration with special
4 interest vehicle enthusiasts, establish an official City of Albuquerque
5 recognition placard that will be disseminated to participants in the Program
6 who have entered into an agreement with the City to abide by and promote the
7 code of conduct. The recognition placard shall embody a culturally and
8 artistically appropriate design and have the capability of being displayed on or
9 in club member vehicles on dashboards or other appropriate, highly visible
10 location on or in the vehicle. The Cultural Services Department, City Council
11 Constituent Services, and Special Interest Vehicle Clubs shall be given the
12 opportunity to provide input on the design of the recognition placard.

13 Section 2. In addition to the foregoing, and any other reasonable
14 considerations, the Program shall consider the following factors:

15 A. Establishment of an agreement between the City of Albuquerque and
16 individual special interest vehicle clubs wherein clubs commit their individual
17 members to agree to the code of conduct in exchange for recognition placards
18 from the City. This agreement shall include general expectations for Special
19 Interest Vehicle Clubs to be recognized by the City, including standards for
20 organizing, promoting, attending, and operating events. This agreement shall
21 also include quarterly meetings with the Cultural Services Department and
22 City Council Constituent Services. The Cultural Services Department may
23 establish a reasonable fee to be charged to clubs for administration of this
24 program;

25 B. The findings and recommendations provided by the Cruising Task
26 Force in April 2018;

27 C. The public safety recommendations of the Albuquerque Police
28 Department and the Albuquerque Fire and Rescue Department.

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