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**CITY OF ALBUQUERQUE**  
**CITY COUNCIL**

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**INTEROFFICE MEMORANDUM**

**TO:** Timothy M. Keller, Mayor

**FROM:** Stephanie Yara, Council Finance Officer *SMY 11/5/18*

**SUBJECT:** Transmittal of Legislation

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Transmitted herewith is Bill No. R-18-66 Directing The Cultural Services Department To Develop A Special Interest Vehicle Club Recognition Program (Peña), which was passed at the Council meeting of November 5, 2018 by a vote of 9 FOR AND 0 AGAINST.

In accordance with the provisions of the City Charter, your action is respectfully requested.

# CITY of ALBUQUERQUE

## TWENTY THIRD COUNCIL

COUNCIL BILL NO. R-18-66 ENACTMENT NO. R-2018-078

SPONSORED BY: Klarissa J. Peña

1 RESOLUTION

2 DIRECTING THE CULTURAL SERVICES DEPARTMENT TO DEVELOP A  
3 SPECIAL INTEREST VEHICLE CLUB RECOGNITION PROGRAM.

4 WHEREAS, the City of Albuquerque recognizes cruising and other special  
5 interest vehicle club activities as being deeply ingrained in the cultural fabric  
6 and heritage of the City; and

7 WHEREAS, the City of Albuquerque passed R-17-250 in 2017 creating a  
8 Cruising Task Force that explored options for promoting responsible cruising  
9 and one of the recommendations that was provided by the Task Force was to  
10 establish a Special Interest Vehicle Club Recognition Program; and

11 WHEREAS, establishing a Special Interest Vehicle Club Recognition  
12 Program that requires club members to promote and abide by a standard  
13 Code of Conduct for cruising and special interest vehicle club activities on  
14 public streets and public spaces can help promote public safety, more  
15 efficient traffic flow, and economic activities associated with cruising and  
16 special interest vehicle enthusiasm and cultural tourism; and

17 WHEREAS, many special interest vehicle clubs have already established  
18 their own codes of conduct that could help inform the development of city-  
19 wide standards of behavior for recognized special interest vehicle club  
20 members; and

21 WHEREAS, establishing city-wide standards of behavior, responsibilities,  
22 and incentives for special interest vehicle clubs and procedures for  
23 coordinating their events through agreements with the City could have a  
24 significant impact on the growth of the City of Albuquerque and the State of  
25 New Mexico's cultural tourism industry; and

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1 WHEREAS, the City of Albuquerque already has a process for permitting  
2 special events that this Resolution is not intended to duplicate, this is  
3 intended to complement the special events permitting process by providing  
4 standards for organizing, promoting, attending, and operating events; and

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

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

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

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

21 BE IT RESOLVED BY THE COUNCIL, THE GOVERNING BODY OF THE CITY OF  
22 ALBUQUERQUE:

23 Section 1. The Cultural Services Department shall develop a voluntary  
24 special interest vehicle club recognition program that recognizes organized  
25 groups or clubs of one or more licensed motor vehicle enthusiasts who  
26 specialize in collecting, purchasing, trading, disposing of, restoring, and  
27 operating Special Interest Vehicles (the "Program"). The Program shall be  
28 implemented by July 1, 2019.

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

1       B.     For purposes of the Program, the Cultural Services Department shall,  
2     in collaboration with the Albuquerque Police and Fire and Rescue  
3     Departments, establish a code of conduct that identifies specific forms of  
4     behavior that are neither tolerated at events nor at any other location within  
5     City limits. In order to gain City recognition as a special interest vehicle club,  
6     members will be required to review, sign, and comply with the code of conduct  
7     when operating a special interest vehicle under the membership of a Special  
8     Interest Vehicle Club.

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

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

21       A.     Establishment of an agreement between the City of Albuquerque and  
22    individual special interest vehicle clubs wherein clubs commit their individual  
23    members to agree to the code of conduct in exchange for recognition placards  
24    from the City. This agreement shall include general expectations for Special  
25    Interest Vehicle Clubs to be recognized by the City, including standards for  
26    organizing, promoting, attending, and operating events. Special interest  
27    vehicle enthusiasts who do not affiliate themselves with a particular special  
28    interest vehicle club are required to comply with the same provisions of the  
29    Traffic Code as are members of special interest vehicle clubs. This agreement  
30    shall also include quarterly meetings with the Cultural Services Department  
31    and City Council Constituent Services. The Cultural Services Department may  
32    establish a reasonable fee to be charged to clubs for administration of this

1 program and the fee shall be calculated with the goal of maintaining a  
2 balanced City budget;

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

5 C. The public safety recommendations of the Albuquerque Police  
6 Department and the Albuquerque Fire and Rescue Department.

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1 PASSED AND ADOPTED THIS 5<sup>th</sup> DAY OF November, 2018  
2 BY A VOTE OF: 9 FOR 0 AGAINST.

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9 Ken Sanchez, President  
10 City Council

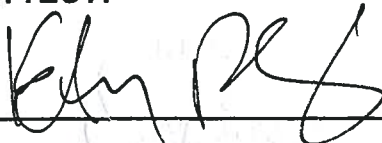
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14 APPROVED THIS 21 DAY OF June, 2018

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17 Bill No. R-18-66

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21 Timothy M. Keller, Mayor  
22 City of Albuquerque

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25 ATTEST:

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28 Katy Duhigg, City Clerk  
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