

# SENATE STAFF ANALYSIS AND ECONOMIC IMPACT STATEMENT

(This document is based on the provisions contained in the legislation as of the latest date listed below.)

BILL: SB 94-B  
 SPONSOR: Senator Dyer  
 SUBJECT: License Plates  
 DATE: October 22, 2001      REVISED: 10/24/01 \_\_\_\_\_

	ANALYST	STAFF DIRECTOR	REFERENCE	ACTION
1.	<u>Vickers</u>	<u>Meyer</u>	<u>TR</u>	<u>Fav/1 amendment</u>
2.	_____	_____	<u>RC</u>	_____
3.	_____	_____	_____	_____
4.	_____	_____	_____	_____
5.	_____	_____	_____	_____
6.	_____	_____	_____	_____

**I. Summary:**

This bill directs the Department of Highway Safety and Motor Vehicles to issue an American Red Cross license plate. In addition to applicable motor vehicle registration taxes and fees, a \$25 annual use fee will be charged for this new specialty license plate.

The annual use fees shall be distributed to the American Red Cross chapters in this state and used for education and disaster relief in Florida.

This bill substantially amends sections 320.08056 and 320.08058 of the Florida Statutes.

**II. Present Situation:**

Currently, s. 320.08053, F.S., provides that an organization seeking authorization to establish a specialty license plate must submit the following:

- A request for the particular license plate with a description of the proposed plate in general terms.
- The results of a scientific sample survey of Florida motor vehicle owners that indicates at least 15,000 motor vehicle owners intend to purchase the proposed specialty license plate at the increased costs.
- An application fee, not to exceed \$60,000, to defray the Department's cost for reviewing the application and developing the specialty license plate, if authorized.

- A marketing strategy outlining both the short and long term marketing plans and a financial analysis outlining the anticipated revenue and the planned expenditures of the requested specialty license plate.

The required documentation and fees must be submitted at least 90 days before the convening of the next regular session of the Florida Legislature. If a specialty license plate is approved by law, the organization must submit a proposed art design for the specialty plate to the Department no later than 60 days after the act becomes a law. If the specialty license plate is not approved by the Legislature, then the application fee shall be refunded to the requested organization.

Section 320.08056, F.S., provides the Department is responsible for developing the specialty license plates and must begin production and distribution within one year after approval of the specialty license plate by the Legislature. Specialty license plates must bear the design required by law for the appropriate specialty plate, and the designs and colors must be approved by the Department. In addition, the specialty license plate must bear the imprint of numerals from 1 to 999, inclusive, capital letters “A” through “Z”, or a combination thereof. The word “Florida” must appear at either the top or the bottom of the plate, depending upon the design and may bear an appropriate slogan.

The Department is authorized to annually retain the first proceeds derived from the annual use fees collected in an amount sufficient to defray each specialty plates pro rata share of the Department’s costs directly related to issuing the specialty license plate.

### **III. Effect of Proposed Changes:**

This bill directs the Department to issue an “American Red Cross” license plate. In addition to applicable motor vehicle registration taxes and fees, a \$25 annual use fee will be charged for this new specialty license plate.

The Department is directed to retain all revenues generated through the sale of license plates until all start-up costs for developing and issuing the plate have been recovered. After such costs have been recovered, the annual use fees shall be distributed to the American Red Cross chapters in this state and used for education and disaster relief in Florida.

### **IV. Constitutional Issues:**

#### **A. Municipality/County Mandates Restrictions:**

None.

#### **B. Public Records/Open Meetings Issues:**

None.

**C. Trust Funds Restrictions:**

Article III, section 19(f)(1) of the Florida Constitution provides that no trust fund of the state or other public body may be created by law without three-fifths vote of the membership of each house of the Legislature in a separate bill for that purpose only.

**V. Economic Impact and Fiscal Note:**

**A. Tax/Fee Issues:**

None.

**B. Private Sector Impact:**

Persons who apply for the American Red Cross license plate would have to pay the annual use fee of \$25.

A portion of the revenues generated through the sale of the “American Red Cross” license plate, after all start-up costs have been recovered, will be disbursed to American Red Cross chapters in this state for education and disaster relief in Florida.

**C. Government Sector Impact:**

The Department estimates administrative and design costs to be approximately \$60,000 per specialty license plate. Any additional cost of issuing the license plate will be retained from the first proceeds derived from the annual use fees as provided in s. 320.08056(7), F.S.

**VI. Technical Deficiencies:**

According to the Department, no organization has submitted the documentation set forth in s. 320.08053, F.S.

**VII. Related Issues:**

None.

**VIII. Amendments:**

#1 by Transportation:

Provides that revenue generated through sales of the American Red Cross license plate is to be distributed to the American Red Cross Chapter of Central Florida. The American Red Cross Chapter of Central Florida is directed to distribute these funds to the various American Red Cross Florida chapters based on license plate sales in the counties covered by the respective chapters.

Directs the Department of Highway Safety and Motor Vehicles to issue a “United We Stand” license plate. In addition to applicable motor vehicle registration taxes and fees, a \$25 annual use fee will be charged for this new specialty license plate. The Department is directed to retain

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all revenues generated through the sale of license plates until all start-up costs for developing and issuing the plate have been recovered. After such costs have been recovered, the annual use fees shall be distributed to the Department of Transportation to fund a grant program to enhance security at airports throughout the state. (WITH TITLE AMENDMENT)

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This Senate staff analysis does not reflect the intent or official position of the bill's sponsor or the Florida Senate.

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