

## HOUSE OF REPRESENTATIVES STAFF ANALYSIS

**BILL #:** HB 263                      Family First Specialty License Plate  
**SPONSOR(S):** Bean  
**TIED BILLS:**                              **IDEN./SIM. BILLS:** SB 502

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REFERENCE	ACTION	ANALYST	STAFF DIRECTOR
1) Highway Safety Subcommittee	8 Y, 0 N	Garner	Miller
2) Transportation	20 Y, 0 N	Garner	Miller
3) Finance & Tax			
4) Trans. & Econ. Dev. Apps. (Sub)			
5) Appropriations			

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### SUMMARY ANALYSIS

HB 263 creates the Family First specialty license plate, and establishes an annual use fee of \$25 to be paid by purchasers of the plate in addition to license taxes and fees. Family First is required to retain the first annual use fee proceeds to offset its costs in developing the plate. Family First is also authorized to spend up to 25 percent of the annual use fees for continuing promotion and marketing of the plate and concept, and to cover administrative costs directly associated with operations. All remaining funds will be used to fund programs, projects, seminars, events, and family resources that promote principles for building marriages, guiding parents, and raising children.

Family First is the registered trade name of Florida Family Council, Inc., a non-profit corporation based in Tampa, Florida. The organization publishes and offers a variety of family-oriented resources, and produces a daily radio broadcast called the *Family Minute*. The organization also offers a number of family-strengthening seminars, and a program called All-Pro Dad, which utilizes professional athletes who are also fathers to promote and model the role of fatherhood.

Family First has completed all statutory requirements for eligibility to seek Legislative approval of its specialty license plate concept.

This document does not reflect the intent or official position of the bill sponsor or House of Representatives.

**STORAGE NAME:** h0263b.tr.doc  
**DATE:** March 9, 2004

## FULL ANALYSIS

### I. SUBSTANTIVE ANALYSIS

#### A. DOES THE BILL:

- |                                      |   |  |   |
|--------------------------------------|---|--|---|
| 1. Reduce government?                | Yes <input type="checkbox"/>            | No <input checked="" type="checkbox"/> | N/A <input type="checkbox"/>            |
| 2. Lower taxes?                      | Yes <input type="checkbox"/>            | No <input type="checkbox"/>            | N/A <input checked="" type="checkbox"/> |
| 3. Expand individual freedom?        | Yes <input type="checkbox"/>            | No <input type="checkbox"/>            | N/A <input checked="" type="checkbox"/> |
| 4. Increase personal responsibility? | Yes <input type="checkbox"/>            | No <input type="checkbox"/>            | N/A <input checked="" type="checkbox"/> |
| 5. Empower families?                 | Yes <input checked="" type="checkbox"/> | No <input type="checkbox"/>            | N/A <input type="checkbox"/>            |

For any principle that received a "no" above, please explain:

#### Reduce Government?

The bill appears to increase government in that it requires DHSMV to develop and provide for the manufacture of a new license plate, and requires county tax collectors offices to maintain an appropriate inventory and administer the new plate.

#### B. EFFECT OF PROPOSED CHANGES:

#### Present Situation

The Florida Legislature created the first specialty license plates in 1986, one commemorating the seven astronauts who died when the space shuttle Challenger exploded after lift-off, and one for each of the nine universities then in the State University System. Since then, the Legislature has authorized seventy-eight more specialty license plates.

Specialty license plates are available to any owner or lessee of a motor vehicle who is willing to pay an annual use fee for the privilege. Annual use fees ranging from \$15 to \$25, paid in addition to required license taxes and service fees, are distributed to an organization or organizations in support of a particular cause or charity signified in the plate's design and designated in statute. The Legislature may create a specialty license plate under its own initiative or it can do so at the request of an organization. Under s. 320.08053, F.S., an organization may seek Legislative authorization for a new specialty license plate by meeting a number of requirements.

An organization is first required to submit to the Department of Highway Safety and Motor Vehicles (DHSMV):

- A request for the plate describing it in general terms;
- The results of a professional, independent, and scientific sample survey of Florida residents indicating that 15,000 vehicle owners intend to purchase the plate at the increased cost;
- An application fee of up to \$60,000 defraying DHSMV's cost for reviewing the application, developing the new plate, and providing for the manufacture and distribution of the first run of plates; and
- A marketing strategy for the plate and a financial analysis of anticipated revenues and planned expenditures.

These requirements must be satisfied at least 90 days prior to the convening of the regular session of the Legislature. Once the requirements are met, DHSMV notifies the committees of the House of Representatives and Senate with jurisdiction over the issue, and the organization is free to find sponsors and pursue Legislative action.

If a proposed specialty plate fails to be enacted by the Legislature, DHSMV returns the application fee and other required documents to the organization. If it passes and becomes law, DHSMV notifies the organization, modifies its computer programming to accommodate the new plate, and requests the laminate manufacturer, 3M Company, to produce a prototype. PRIDE at Union Correctional Facility, the contracted manufacturer of license plates, laminates, embosses and roll-coats sample plates that must be submitted to FHP, the Governor, and the Cabinet for approval. Once approval is given, PRIDE begins full production of the plates and distributes them to the Tax Collectors' Offices for sale to the public.

A particular specialty license plate must be discontinued if less than 8,000 plates, including annual renewals, are issued by the end of the fifth year of sales, or during any subsequent five-year period. To date, only three plates have ever been discontinued for lack of sales. These plates are the Girl Scouts plate, the Orlando Predators plate, and the Tampa Bay Storm plate.

The Legislature has authorized 88 specialty license plates to date. Approximately 100 specialty license plates may be available for sale within the next year. Sales of specialty license plates generated more than \$24 million in annual use fee revenues in 2002, and more than \$24.5 million in 2003. Since the program's inception in 1986, the DHSMV has collected annual use fees totaling more than \$225 million.

#### Effect of Proposed Changes

HB 263 creates the Family First specialty license plate, and establishes an annual use fee of \$25 to be paid by purchasers of the plate in addition to license taxes and fees. Family First is required to retain the first annual use fee proceeds to offset its costs in developing the plate which include the \$60,000 application fee required by s. 320.08053, F.S., and the costs of conducting a scientific sample survey, also required by s. 320.08053, F.S. Family First is also authorized to spend up to 25 percent of the annual use fees for continuing promotion and marketing of the plate and concept, and to cover administrative costs directly associated with the operations of Family First. All remaining funds will be used to fund programs, projects, seminars, events, and family resources that promote principles for building marriages, guiding parents, and raising children.

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#### C. SECTION DIRECTORY:

**Section 1.** Amends s. 320.08056, F.S., providing an annual use fee of \$25.

**Section 2.** Amends s. 320.08058, F.S., creating a Family First specialty license plate and providing for the distribution of annual use fees collected from its sale.

**Section 3.** Provides an effective date of July 1, 2004.

## II. FISCAL ANALYSIS & ECONOMIC IMPACT STATEMENT

#### A. FISCAL IMPACT ON STATE GOVERNMENT:

FY 2003-04

FY 2004-05

FY 2005-06

1. Revenues:			
HS Op. TF (App. Fee):	<u>\$ 60,000</u>	<u>\$ -0-</u>	<u>\$ -0-</u>
2. Expenditures:			
GR (Data Proc.):	<u>\$ 7,560</u>	<u>\$ -0-</u>	<u>\$ -0-</u>
HS Op. TF (Salaries/Bene.):	<u>\$ 15,000</u>	<u>\$ -0-</u>	<u>\$ -0-</u>
(Purch. Plates):	<u>\$ 36,900</u>	<u>\$ -0-</u>	<u>\$ -0-</u>
<b>TOTAL:</b>	<b><u>\$ 59,460</u></b>	<b><u>\$ -0-</u></b>	<b><u>\$ -0-</u></b>

B. FISCAL IMPACT ON LOCAL GOVERNMENTS:

1. Revenues:

None.

2. Expenditures:

None.

C. DIRECT ECONOMIC IMPACT ON PRIVATE SECTOR:

Those persons electing to purchase a Family First license plate would be required to pay a \$25 annual use fee in addition to the license taxes and fees that are due annually.

D. FISCAL COMMENTS:

HB 263 contains language authorizing Family First to use up to 25 percent of the annual use fees distributed to it for continuing promotion and marketing of the license plate and concept, and for administrative costs. In addition, before annual use fees are spent to further the programs supported by the specialty license plate, Family First is required to retain all proceeds to recover its costs incurred in the approval process. These costs presumably include the \$60,000 application fee payable to the department to cover its initial costs and any costs related to the scientific sample survey conducted as part of the application process.

### III. COMMENTS

A. CONSTITUTIONAL ISSUES:

1. Applicability of Municipality/County Mandates Provision:

Not applicable because this bill does not appear to: require cities or counties to spend funds or take actions requiring the expenditure of funds; reduce the authority that cities or counties have to raise revenues in the aggregate; or reduce the percentage of a state tax shared with cities or counties.

2. Other:

None.

B. RULE-MAKING AUTHORITY:

No exercise of rulemaking authority is required to implement the provisions of this bill.

C. DRAFTING ISSUES OR OTHER COMMENTS:

None.

**IV. AMENDMENTS/COMMITTEE SUBSTITUTE CHANGES**