

The Florida Senate
BILL ANALYSIS AND FISCAL IMPACT STATEMENT

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

Prepared By: The Professional Staff of the Policy and Steering Committee on Ways and Means

BILL: CS/SB 1442

INTRODUCER: Transportation and Economic Development Appropriations Committee and Senator Fasano

SUBJECT: Corporate License Plate

DATE: March 22, 2010 REVISED: _____

	ANALYST	STAFF DIRECTOR	REFERENCE	ACTION
1.	Carey	Noble	TA	Fav/CS
2.	Carey	Coburn	WPSC	Favorable
3.				
4.				
5.				
6.				

Please see Section VIII. for Additional Information:

- | | | |
|------------------------------|-------------------------------------|---|
| A. COMMITTEE SUBSTITUTE..... | <input checked="" type="checkbox"/> | Statement of Substantial Changes |
| B. AMENDMENTS..... | <input type="checkbox"/> | Technical amendments were recommended |
| | <input type="checkbox"/> | Amendments were recommended |
| | <input type="checkbox"/> | Significant amendments were recommended |

I. Summary:

This bill authorizes the Department of Highway Safety and Motor Vehicles (department) to create a Corporate License Plate Program. Corporate sponsors may participate in the program by submitting an application fee of at least \$5,000 and providing evidence of the ability to pay \$200 per vehicle owner for a minimum of 1,000 vehicle owners. The department is authorized to issue corporate license plates to vehicle owners whose vehicles meet certain criteria who make an application for a corporate license plate accompanied by a fee of no more than \$25. The bill authorizes the department to adopt rules to administer the program. This bill will take effect July 1, 2010.

The Revenue Estimating Impact Conference has not reviewed this bill, but an indeterminate positive fiscal impact is anticipated in the Highway Safety Operating Trust Fund in the Department of Highway Safety and Motor Vehicles.

This bill creates section 320.08052 of the Florida Statutes.

II. Present Situation:

Currently, the Department of Highway Safety and Motor Vehicles provides several types of license plates. Other than those issued for governmental or business purposes, the department offers three basic types of plates to the general public.

- The standard license plate currently comes in three configurations which include the county name designation, the state motto designation, and the state slogan designation.
- There are several specialty license plates which are used to generate revenue for colleges, universities and other civic organizations. Organizations seeking to participate in the specialty plate program are required to make application with the department, pay an application fee and obtain legislative authority from the Florida Legislature.
- Finally, certain members of the general public may be eligible to apply for special use license plates if they are able to document their eligibility. This category of plates would primarily include special military license plates as well as plates for the handicapped. Examples include the Purple Heart, Disabled Veteran, and Prisoner of War plates.

III. Effect of Proposed Changes:

The proposed committee substitute creates s. 320.08052, F.S., authorizing the department to create a Corporate License Plate Program. Specifically, relating to the implementation of the program and issuance of corporate license plates, the bill:

- Authorizes the department to enter into agreements with business entities, advertising firms, or for-profit businesses that provide legal documentation for the use a corporate logo on a Florida license plate;
- Authorizes the department to approve the design of the corporate license with the word "FLORIDA" at the top and provides that an application for personalized corporate plates be approved by the corporate sponsor and the department;
- Authorizes corporate participation in the program by submitting an initial application fee to the department of \$5,000 for the purchase of the initial inventory and providing evidence of the ability to pay \$200 per vehicle owner for a minimum of 1,000 vehicle owners;
- Provides that vehicle owners can apply for a corporate license plate for any motor vehicle registered in the owner's name that weighs 7,999 pounds or less and that is also registered as a private use vehicle. Each application must be accompanied by a fee of no more than \$25;
- Provides that the application for a corporate license plate authorizes the department to provide the applicant's name and address to the corporate sponsor as provided in s. 119.0712(2), F.S.;
- Provides that upon approval of the application for a corporate license plate, the corporate sponsor shall remit to the DHSMV a fee of not less than \$200;
- Provides that the corporate license plate is valid for one registration period which may not exceed 15 months;
- Provides that all applicable registration fees authorized in ch. 320, F.S., be distributed as provided in that chapter from the proceeds of fees paid, and that any excess revenues remaining after all required distributions be deposited in the Highway Safety Operating Trust Fund for the general operations of the department;
- Authorizes the department to adopt rules to administer the Corporate License Plate Program;

- Provides an effective date of July 1, 2010.

IV. Constitutional Issues:**A. Municipality/County Mandates Restrictions:**

None.

B. Public Records/Open Meetings Issues:

None.

C. Trust Funds Restrictions:

None.

V. Fiscal Impact Statement:**A. Tax/Fee Issues:**

None.

B. Private Sector Impact:

A vehicle owner may apply for a corporate license plate provided that the motor vehicle being registered is in the owner's name and weighs 7,999 pounds or less and is also registered as a private use vehicle. Each application must be accompanied by fee of no more than \$25.

Vehicle owners who apply and are approved for a corporate plate will realize varying amounts of savings based on the annual vehicle registration fees applied to the vehicle.

The availability of corporate license plates will be determined by sponsor participation. The corporate plate is valid for one registration period not to exceed 15 months.

C. Government Sector Impact:

The Revenue Estimating Impact Conference has not reviewed this bill, but an indeterminate positive fiscal impact is anticipated in the Highway Safety Operating Trust Fund in the Department of Highway Safety and Motor Vehicles.

VI. Technical Deficiencies:

None.

VII. Related Issues:

None.

This Senate Bill Analysis does not reflect the intent or official position of the bill's introducer or the Florida Senate.
