| 1 | A bill to be entitled |
| :---: | :---: |
| 2 | An act relating to specialty license plates; |
| 3 | amending ss. 320.08056 and 320.08058, F.S.; |
| 4 | increasing the annual use fee for the Florida |
| 5 | educational license plate; creating the Save |
| 6 | Our Seas license plate; creating the |
| 7 | Aquaculture license plate; creating a Family |
| 8 | First license plate; creating a Sportsmen's |
| 9 | National Land Trust license plate; creating the |
| 10 | Live the Dream license plate; creating a |
| 11 | Florida Food Banks license plate; creating a |
| 12 | Discover Florida's Oceans license plate; |
| 13 | creating the Family Values license plate; |
| 14 | creating the Parents Make A Difference license |
| 15 | plate; creating the Support Soccer license |
| 16 | plate; creating a Kids Deserve Justice license |
| 17 | plate; creating the Animal Friend license |
| 18 | plate; providing for the distribution of annual |
| 19 | use fees received from the sale of such plates; |
| 20 | amending s. $320.08053, \mathrm{~F} . \mathrm{S.;}$ revising |
| 21 | requirements for establishing a specialty |
| 22 | license plate; requiring submission of a sample |
| 23 | plate; increasing the number of motor vehicle |
| 24 | owners who must indicate, according to a |
| 25 | scientific sample survey, that they intend to |
| 26 | purchase a proposed specialty plate; defining |
| 27 | the term "scientific sample survey"; requiring |
| 28 | the Department of Highway Safety and Motor |
| 29 | Vehicles to adopt rules relating to design |
| 30 | specification for speciality license plates; |
| 31 | amending s. $320.08056, \mathrm{~F} . \mathrm{S}$.; revising design |

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    requirements; revising conditions and
    procedures for the discontinuation of specialty
    license plates; changing the number of plates
    that must be purchased to prevent a plate from
    being discontinued; requiring the department,
    in cooperation with local tax collectors and
    the Prison Rehabilitative Industries and
    Diversified Enterprises, Inc., to study the
    possibility of using direct-to-customer
    distribution; requiring an analysis of the
    impact of certain technologies; requiring the
    department to report its findings to the
    Legislature; providing an effective date.
    Be It Enacted by the Legislature of the State of Florida:
    Section 1. Paragraph (h) of subsection (4) of section
320.0056, Florida Statutes, is amended and paragraphs (ss),
(tt), (uu), (vv), (ww), (xx), (yy), (zz), (aaa), (bbb), (ccc),
and (ddd) are added to that subsection, to read:
    320.08056 Specialty license plates.--
    (4) The following license plate annual use fees shall
be collected for the appropriate specialty license plates:
    (h) Florida educational license plate,$20$15.
    (ss) Save Our Seas license plate, $25, except that for
an owner purchasing the specialty license plate for more than
10 vehicles reqistered to that owner, the annual use fee shall
be $10 per plate.
    (tt) Aquaculture license plate, $25, except that for
an owner purchasing the specialty license plate for more than
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10 vehicles reqistered to that owner, the annual use fee shall
be $10 per plate.
    (uu) Family First license plate. $25.
    (vv) Sportsmen's National Land Trust license plates,
$25.
    (ww) Live the Dream license plate, $25.
    (xx) Florida Food Banks license plate, $25.
    (yy) Discover Florida's Oceans license plate, $25.
    (zz) Family Values license plate, $25.
    (aaa) Parents Make A Difference license plate, $25.
    (b.b) Support Soccer license plate, $25.
    (ccc) Kids Deserve Justice license plate, $25.
    (ddd) Animal Friend license plate, $25.
        Section 2. Subsections (45), (46), (47), (48), (49),
    (50), (51), (52), (53), (54), (55), and (56) are added to
    section 320.08058, Florida Statutes, to read:
            320.08058 Specialty license plates.--
    (45) SAVE OUR SEAS LICENSE PLATES.--
    (a) The department shall develop a Save Our Seas
license plate as provided in this section. Save Our Seas
license plates must bear the colors and design approved by the
department. The word "Florida" must appear at the top of the
plate, and the words "Save Our Seas" must appear at the bottom
of the plate.
    (b) The annual use fees shall be distributed to the
Harbor Branch Oceanographic Institution, Inc. After
reimbursement for documented costs expended for establishing
the license plate, the Harbor Branch Oceanographic
Institution, Inc., shall use the remaining funds for marine
science research and education programs as follows:
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    1. Ten percent of the funds shall be distributed to
    the Guy Harvey Research Institute of the Nova Southeastern
    University Oceanographic Center to conduct fisheries and shark
research in the state.
    2. Up to 15 percent of the funds may be used for
administrative costs directly associated with the Harbor
Branch Oceanographic Institution's marine science and marine
education programs and administrative costs associated with
the Save Our Seas license plate.
    3. Up to 10 percent of the funds may be used for
continuing promotion and marketing of the license plate.
    4. The remaining funds shall be used to conduct
scientific research and education on marine plants and animals
and coastal oceanography in state marine waters; to collect
and analyze long-term data sets on the state's critical marine
habitats; to determine changes in populations and communities
of marine organisms and their impacts on the use of the
state's marine resources; to maintain reference collections of
scientific specimens and photographic archives of the state's
marine plants and animals; and to conduct scientific
conferences of relevance to the state's marine resources and
their management, utilization, and conservation.
    (46) AQUACULTURE LICENSE PLATES.--
    (a) The department shall develop an Aquaculture
license plate as provided in this section. Aquaculture license
plates must bear the colors and design approved by the
department. The word "Florida" must appear at the top of the
plate, and the word "Aquaculture" must appear at the bottom of
the plate.
    (b) The annual use fees shall be distributed to the
Harbor Branch Oceanographic Institution, Inc. After
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reimbursement for documented costs expended for establishing
the license plate, the Harbor Branch Oceanographic
Institution, Inc., shall use the remaining funds for
aquaculture research and education programs as follows:
    1. Ten percent of the funds shall be distributed to
the Guy Harvey Research Institute of the Nova Southeastern
University Oceanoqraphic Center to conduct outreach and
education regarding aquaculture in the state.
    2. Up to 15 percent of the funds may be used for
administrative costs directly associated with the Harbor
Branch Oceanoqraphic Institution's aquaculture proqrams and
administrative costs associated with the Aquaculture license
plate.
    3. Up to 10 percent of the funds may be used for
continuing promotion and marketing of the license plate.
    4. The remaining funds shall be used to conduct
Scientific research on environmentally responsible and
sustainable methods of farming freshwater and saltwater
organisms such as fish, shellfish, and crustaceans for food;
biomedical species for pharmaceutical and nutriceutical
compounds; and marine ornamentals for the aquarium trade.
These funds shall also be used to expand the institution's
educational programs that include secondary school field
experiences, college degree programs, and intensive courses in
order to further the objective of increasing aquaculture's
contribution to the state's economy.
    (47) FAMILY FIRST LICENSE PLATES.--
    (a) The department shall develop a Family First
license plate as provided in this section. The word "Florida"
must appear at the top of the plate, and the words "Family
First" must appear at the bottom of the plate.
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    (b) The annual use fees shall be distributed to Family
First to fund programs, projects, seminars, events, and family
resources that promote principles for building marriages,
guiding parents, and raising children. Family First shall
retain all revenues from the sale of the plate until its
startup costs for developing and establishing the plate have
been recovered. Up to 5 percent of the funds received by
Family First may be expended for administrative costs directly
associated with the operations of Family First. Up to 20
percent of the funds received by Family First may be expended
for promoting and marketing the license plate. Family First
may expend all remaining funds for programs.
    (48) SPORTSMEN'S NATIONAL LAND TRUST LICENSE PLATES. - -
    (a) The department shall develop a Sportsmen's
National Land Trust license plate as provided in this section.
The word "Florida" must appear at the top of the plate, and
the words "Sportsmen's National Land Trust" must appear at the
bottom of the plate.
    (b) The annual revenues from the sales of the license
plate shall be distributed to the Sportsmen's National Land
Trust. Such annual revenues must be used by the trust in the
following manner:
    1. Fifty percent may be retained until fifty percent
of all startup costs for developing and establishing the plate
have been recovered.
    2. Twenty-five percent must be used to fund programs
and projects within the state that preserve open space and
wildlife habitat, promote conservation, improve wildlife
habitat, and establish open space for the perpetual use of the
public.
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6

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    3. Twenty-five percent may be used for promotion,
marketing, and administrative costs directly associated with
operation of the trust.
    (c) When the provisions of subparagraph 1. are met
those annual revenues shall be used for the purposes of
subparagraph 2.
    (49) LIVE THE DREAM LICENSE PLATES.--
    (a) The department shall develop a Live the Dream
license plate as provided in this section. Live the Dream
license plates must bear the colors and design approved by the
department. The word "Florida" must appear at the top of the
plate, and the words "Live the Dream" must appear at the
bottom of the plate.
    (b) The proceeds of the annual use fee shall be
distributed to the Dream Foundation, Inc. The Dream
Foundation, Inc., shall retain the first $60,000 in proceeds
from the annual use fees as reimbursement for administrative
costs, startup costs, and costs incurred in the approval
process. Thereafter, up to 25 percent shall be used for
continuing promotion and marketing of the license plate and
concept. The remaining funds shall be used in the following
manner:
    1. Twenty-five percent shall be distributed as grants
for programs that provide research, care, and treatment for
sickle cell disease.
    2. Twenty-five percent shall be distributed to the
Florida chapter of the March of Dimes for programs and
services that improve the health of babies through the
prevention of birth defects and infant mortality.
    3. Ten percent shall be distributed to the Florida
Association of Healthy Start Coalitions to decrease racial
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7

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disparity in infant mortality and to increase healthy birth
outcomes. Funding will be used by local Healthy Start
Coalitions to provide services and increase screening rates
for high-risk pregnant women, children under 4 years of age,
and women of childbearing age.
    4. Ten percent shall be distributed to the community
Partnership for Homeless, Inc., for programs that provide
relief from poverty, hunger, and homelessness.
    5. Five percent of the proceeds shall be used by the
foundation for administrative costs directly associated with
operations as they relate to the management and distribution
of the proceeds.
    (50) FLORIDA FOOD BANKS LICENSE PLATES.--
    (a) The department shall develop a Florida Food Banks
license plate as provided in this section. The word "Florida"
must appear at the bottom of the plate, and the word "Imagine"
must appear at the top of the plate.
    (b) The annual use fees shall be distributed to the
Florida Association of Food Banks, Inc., which may use up to
25 percent of the proceeds to market the association's concept
and the license plate. The balance of the proceeds shall be
used by the association to fund programs to end hunger in this
state.
    (c) An advisory board, composed of a representative of
each member food bank of the Florida Association of Food
Banks, Inc., shall review the distribution of funds by the
association.
    (51) DISCOVER FLORIDA'S OCEANS LICENSE PLATES.--
    (a) The department shall develop a Discover Florida's
Oceans license plate as provided in this section. The word
"Florida" must appear at the top of the plate, and the words
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8

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"Discover Florida's Oceans" must appear at the bottom of the
    plate.
            (b) The annual use fees shall be distributed to the
Hubbs Florida Ocean Fund, Inc., which shall administer the
fees as follows:
    1. Twenty percent of the funds shall be distributed to
the Wildlife Foundation of Florida, Inc., to be used for
ocean, estuarine, or coastal scientific research,
    conservation, and education projects.
    2. Up to 10 percent of the funds may be used for
    administrative costs directly associated with research,
    conservation, and education programs of the Hubbs-SeaWorld
    Research Institute and with the license plate.
            3. Up to 15 percent of the funds may be used for
    continuing promotion and marketing of the license plate.
            4. The remainder of the funds shall be used to
    collect, analyze, archive, and publish scientific data
    regarding the state's ocean, estuary, and coastal habitats and
    the species that inhabit, use, or migrate in state waters or
    along the state's coastal areas; to provide response, care,
    assistance, and research as part of the Hubbs-SeaWorld
    Research Institute's role in responding to and archiving data
    on stranded marine species; to construct and maintain a marine
    and coastal research center in association with the Archie
    Carr National Wildlife Refuge on lands donated to the
    Hubbs-SeaWorld Research Institute by the Richard King Mellon
    Foundation; to train teachers and students to enhance
    scientific literacy, research competency, and technology
    development; to conduct ocean-space aquatic research and
    scientific research focused on ocean observations from space;
    to conduct research on economic benefits of the state's ocean,
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estuary, and coastal resources and public use of those
resources; to create research and education programs that
contribute to the development of the state's knowledge and
diversify the economy; and to implement programs that seek
objective, common-sense, scientific solutions to the complex
marine and coastal ecological problems facing the state.
    (52) FAMILY VALUES LICENSE PLATES.--
    (a) The department shall develop a Family Values
license plate as provided in this section. Family Values
license plates must bear the colors and design approved by the
department. The words "Family Values" must appear at the top
of the plate, and the word "Florida" must appear at the bottom
of the plate.
    (b) The annual use fees shall be distributed to
Sheridan House, Inc., to be used in the following manner:
    1. Sheridan House, Inc., shall retain all revenues
from the sale of Family Values license plates until all
startup costs for developing and establishing the plates have
been recovered.
    2. Up to 5 percent of the funds received by Sheridan
House, Inc., shall be expended for administrative costs
directly associated with the operations of Sheridan House,
Inc., and up to 20 percent of the funds received shall be
expended for promotion and marketing of the license plate.
    3. All remaining funds shall be expended by Sheridan
House, Inc., to fund residential care programs, family
counseling, social services for single parents and their
children, resources materials, and facility construction.
    (53) PARENTS MAKE A DIFFERENCE LICENSE PLATES.--
    (a) The department shall develop a Parents Make A
Difference license plate as provided in this section. The
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10

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words "Parents Make A Difference" must appear at the top of
the plate, and the word "Florida" must appear at the bottom of
the plate.
    (b) The annual use fees shall be distributed to The
Gathering/USA, Inc., to fund personal counseling for parents,
marriage seminars, Dads and Moms That Make A Difference
seminars, father-and-son retreats, mother-and-daughter
retreats, and personal parenting behavioral assessments. The
Gathering/USA, Inc., shall distribute the Parents Make A
Difference license plate annual use fees in the following
manner:
    1. The Gathering/USA, Inc., shall retain all revenues
from the sale of such plates until all startup costs for
developing and establishing the plate have been recovered.
    2. Up to 5 percent of the funds received by The
Gathering/USA, Inc., shall be expended for administrative
costs directly associated with the operations of The
Gathering/USA, Inc., and up to 20 percent of the funds
received shall be expended for promotion and marketing of the
license plate.
    3. All remaining funds shall be expended by The
Gathering/USA, Inc., for programs.
    (54) SUPPORT SOCCER LICENSE PLATES.--
    (a) The department shall develop a Support Soccer
license plate as provided in this section. Support Soccer
license plates must bear the colors and design approved by the
department. The word "Florida" must appear at the top of the
plate, and the words "Support Soccer" must appear at the
bottom of the plate.
    (b) The annual use fees shall be distributed to the
Lighthouse Soccer Foundation, Inc., which shall retain the
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initial revenues from the sale of such plates until all
startup costs for developing and establishing the plate have
been recovered, not to exceed $85,000. Thereafter, the
proceeds of the annual use fee shall be used in the following
manner:
    1. Up to 25 percent of the proceeds may be used by the
Lighthouse Soccer Foundation, Inc., for continuing promotion
and marketing of the license plate and concept.
    2. Twenty percent shall be distributed to the Florida
Youth Soccer Association for programs and services that foster
the physical, mental, and emotional growth and development of
Florida's youth through the sport of soccer at all levels of
age and competition, including a portion to be determined by
the Florida Youth Soccer Association for the TOPSoccer program
to promote participation by the physically and mentally
disadvantaged.
    3. Twenty percent shall be distributed as grants for
programs that promote participation by the economically
disadvantaged and to support soccer programs where none
previously existed.
    4. Ten percent shall be distributed to the Florida
State Soccer Association to promote the sport of soccer and
the long-term development of the sport.
    5. Ten percent shall be distributed as grants for
programs that promote and support the construction of fields
and soccer-specific infrastructure.
    6. Ten percent shall be distributed as grants for
programs that foster and promote health, physical fitness, and
educational opportunities through soccer.
    7. Five percent shall be expended by the Lighthouse
Soccer Foundation, Inc., for administrative costs directly
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associated with the foundation's operations as they relate to
the management and distribution of the proceeds.
    (55) KIDS DESERVE JUSTICE LICENSE PLATES.--
    (a) The department shall develop a Kids Deserve
Justice license plate as provided in this section. The word
"Florida" must appear at the top of the plate, and the words
"Kids Deserve Justice" must appear at the bottom of the plate.
    (b) The annual use fees shall be distributed to the
Florida Bar Foundation, Inc., which shall use the funds to
operate a grant award process to fund legal services programs
for children, including legal services programs, programs to
obtain federal benefits for disabled children, programs to
obtain testing and services required by law for
learning-disabled children, and programs to obtain permanent
placement for abused and neqlected children. The foundation
may retain all proceeds until all costs for developing the
plate have been recovered.
    (56) ANIMAL FRIEND LICENSE PLATES.--
    (a) Notwithstanding the provisions of s. 320.08053,
the department shall develop an Animal Friend license plate as
provided in this section. Animal Friend license plates must
bear the colors and design approved by the department. The
word "Florida" must appear at the top of the plate, and the
words "Animal Friend" must appear at the bottom of the plate.
    (b) The department shall retain all annual use fee
revenues from the sale of such plates until all startup costs
for developing and issuing the plates are recovered, not to
exceed $60,000.
    (c) After the department has recovered all startup
costs for developing and issuing the plates, the annual use
fees shall be distributed to the Humane Society of the United
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States for animal welfare programs and spay and neuter
programs in the state.
    (d) No more than 10 percent of the fees collected may
be used for administrative costs directly associated with
marketing and promotion of the Animal Friend license plate and
distribution of funds as described in subsection (c) of this
section.
    (e) Funds received from the purchase of the Animal
Friend license plate shall not be used for litigation.
    Section 3. Section 320.08053, Florida Statutes, is
amended to read:
    320.08053 Requirements for requests to establish
specialty license plates.--
    (1) An organization that seeks authorization to
establish a new specialty license plate for which an annual
use fee is to be charged must submit to the department:
    (a) A request for the particular specialty license
plate being sought, describing the proposed specialty license
plate in specific gencwal terms, including a sample plate that
conforms to the specifications set by the department and this
chapter, and that is in substantially final form.
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(b) The results of a scientific sample survey of Florida motor vehicle owners that indicates at least 30,000 15,000 motor vehicle owners intend to purchase the proposed specialty license plate at the increased cost. As used in this paragraph, the term "scientific sample survey" means information that is gathered from a representative subset of the population as a whole. The sample survey of registered motor vehicle owners must be performed independently of the requesting organization by an organization that conducts similar sample surveys as a normal course of business. Prior

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to conducting a sample survey for the purposes of this section, a requesting organization must obtain a determination from the department that the organization selected to conduct the survey performs similar surveys as a normal course of business and is independent of the requesting organization. The methodology, results, and any evaluation by the department of the scientific sample survey shall be validated by the Auditor General as a condition precedent to submission of the specialty license plate for approval by the Leqislature.
(c) 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. State funds may not be used to pay the application fee, except for collegiate specialty license plates authorized in s. 320.08058(3) and (13). The specialty license plate application provisions of this act shall not apply to any organization which has requested and received the required forms for obtaining a specialty license plate authorization from the Department of Highway Safety and Motor Vehicles, has opened a bank account for the funds collected for the specialty license tag and has made deposits to such an account, and has obtained signatures toward completing the requirements for the specialty license tag. All applications requested on or after the effective date of this act must meet the requirements of this act.
(d) A marketing strategy outlining short-term and long-term marketing plans for the requested specialty license plate and a financial analysis outlining the anticipated revenues and the planned expenditures of the revenues to be derived from the sale of the requested specialty license plates.

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The information required under this subsection must be submitted to the department at least 90 days before the convening of the next regular session of the Legislature.
(2) If the specialty license plate requested by the organization is approved by law, the organization must submit the proposed art design for the specialty license plate to the department, in a medium prescribed by the department, as soon as practicable, but no later than 60 days after the act approving the specialty license plate becomes a law. If the specialty license plate requested by the organization is not approved by the Legislature, the application fee shall be refunded to the requesting organization.
(3) The department shall adopt rules providing
viewpoint-neutral specifications for the design of speciality license plates that promote or enhance the readability of all speciality license plates and that discourage counterfeiting. The rules shall provide uniform specifications requiring inclusion of the word "Florida" in the same location on each specialty license plate, in such a size and location that is clearly identifiable on the specialty license plate when mounted on a vehicle, and shall provide specifications for the size and location of any words or logos appearing on a specialty license plate.

Section 4. Subsections (6), (7), and (8) of section 320.08056, Florida Statutes, are amended to read:
320.08056 Specialty license plates.--
(6) Specialty license plates must bear the design required by law for the appropriate specialty license plate, and the designs and colors must conform to the department's design specifications appathe In

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addition to a design, the specialty license plates may bear the imprint of numerals from 1 to 999, inclusive, capital letters "A" through "Z," or a combination thereof. The department shall determine the maximum number of characters, including both numerals and letters. All specialty license plates must be otherwise of the same material and size as standard license plates issued for any registration period. In small letters, the word "Florida" must appear at either the betom or top of the plate, depending upon the design. If dition, A specialty license plate may bear an appropriate slogan, emblem, or logo in a size and placement that conforms to the department's design specifications.
(7) The department shall annually retain from the first proceeds derived from the annual use fees collected an amount sufficient to defray each specialty plate's pro rata share of the department's costs directly related to the specialty license plate program ing the speialy plate. Such costs shall include inventory costs, distribution costs, direct costs to the department, costs associated with reviewing each organization's compliance with audit and attestation requirements of $s .320 .08062$, and any applicable increased costs of manufacturing the specialty license plate. Any cost increase to the department related to actual cost of the plate, including a reasonable vendor profit, shall be verified by the Department of Management Services. The balance of the proceeds from the annual use fees collected for that specialty license plate shall be distributed as provided by law.
(8) (a) The department must discontinue the issuance of an approved specialty license plate if the number of valid specialty plate reqistrations falls below 1,000 plates for at

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least 12 consecutive months. A warning letter shall be mailed
to the sponsoring organization following the first month in
which the total number of valid specialty plate reqistrations
is below 1,000 plates.:
    1. Iess than 0,000 plates, ineluding ammual renewals,
are issued for that specialty license plate by the end of the
5th year of sales.
    Z. Less than 8,000 plates, including annual renewals,
are issued for that specialty license plate during any
subsequent 5 year period.
(b) The department is authorized to discontinue the issuance of a specialty license plate and distribution of associated annual use fee proceeds if the organization no longer exists, if the organization has stopped providing services that are authorized to be funded from the annual use fee proceeds, or pursuant to an organizational recipient's request. Organizations are required to notify the department immediately to stop all warrants for plate sales if any of the conditions in this section exist, and must meet the requirements of s. 320.08062 for any period of operation during a fiscal year.
(c) The requirements of paragraph (a) shall not apply to eollegiate specialty lieense plates authorized in s. \(320.08058(3),(13),(21)\), and \((26)\).
Section 5. The Department of Highway Safety and Motor Vehicles shall, in cooperation with representatives of the local tax collectors and with Prison Rehabilitative Industries and Diversified Enterprises, Inc., at Union Correctional Facility, study the operational and economic feasibility of direct-to-customer delivery of specialty license plates. The study shall include, but not be limited to, an analysis of the
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potential operational and economic impact of various
manufacturing, inventory control, and product distribution
technologies on the speciality license plate program. The
department shall report its findings to the President of the
Senate and the Speaker of the House of Representatives no
later than December 31, 2004.
    Section 6. This act shall take effect July 1, 2004.
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