

1 A bill to be entitled
 2 An act relating to the sponsorship of state greenways
 3 and trails; creating the "John Anthony Wilson Bicycle
 4 Safety Act"; creating s. 260.0144, F.S.; providing for
 5 the Department of Environmental Protection to enter
 6 into concession agreements for naming rights of state
 7 greenway and trail facilities or property or for
 8 commercial advertising to be displayed on state
 9 greenway and trail facilities or property; providing
 10 for distribution of proceeds from such concession
 11 agreements; providing an effective date.

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 13 Be It Enacted by the Legislature of the State of Florida:

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 15 Section 1. This act may be cited as the "John Anthony
 16 Wilson Bicycle Safety Act."

17 Section 2. Section 260.0144, Florida Statutes, is created
 18 to read:

19 260.0144 Sponsorship of state greenways and trails.—The
 20 department may enter into a concession agreement with a not-for-
 21 profit entity or private sector business or entity for naming
 22 rights of state greenway and trail facilities or property or for
 23 commercial sponsorship to be displayed on state greenway and
 24 trail facilities or property.

25 (1) A concession agreement under this section shall be
 26 administered by the department and must include the requirements
 27 of subsections (3) and (4).

28 (2) (a) Naming rights or space for a commercial sponsorship

29 display may be provided through a concession agreement on
 30 certain state-owned greenway or trail facilities or property.

31 (b) Signage or displays erected under this section shall
 32 comply with the provisions of s. 337.407 and chapter 479, and
 33 shall be limited to trailheads, trail intersections, directional
 34 or distance markers, interpretive exhibits, and parking areas.

35 (c) The size of any sign or display shall be limited as
 36 follows:

37 1. A sign or display located at a trailhead or parking
 38 area may not exceed 16 square feet.

39 2. All other signs or displays may not exceed 4 square
 40 feet.

41 (d) Naming rights of a facility and commercial sponsorship
 42 pursuant to a concession agreement under this section are for
 43 public relations or advertising purposes of the not-for-profit
 44 entity or private sector business or entity, and shall not be
 45 construed by that not-for-profit entity or private sector
 46 business or entity as having a relationship to any other actions
 47 of the department.

48 (3) A concession agreement under this section shall be for
 49 a minimum of 1 year but may be for a longer period under a
 50 multiyear agreement, and may be terminated for just cause by the
 51 department with 60 days' advance notice.

52 (4) (a) Before installation, each name or sponsorship
 53 display must be approved by the department, as appropriate.

54 (b) The department shall set materials and construction
 55 standards for all signage displayed.

56 (c) All costs of a display, including its development,

CS/HB 181

2012

57 construction, installation, operation, maintenance, and removal,
58 shall be paid by the concessionaire.

59 (5) This section does not create a proprietary or
60 compensable interest in any sign or display site or location.

61 (6) Proceeds from concession agreements under this section
62 shall be distributed as follows:

63 (a) Eighty-five percent shall be deposited into the
64 appropriate department trust fund that is the source of funding
65 for management and operation of state greenway and trail
66 facilities and properties.

67 (b) Fifteen percent shall be deposited into the State
68 Transportation Trust Fund for use in the Traffic and Bicycle
69 Safety Education Program and the Safe Paths to School Program
70 administered by the Department of Transportation.

71 (7) The department may adopt rules to administer this
72 section.

73 Section 3. This act shall take effect July 1, 2012.