

1 A bill to be entitled
 2 An act relating to the sale of advertising; providing
 3 a short title; providing for the Department of
 4 Economic Opportunity to sell naming rights and lease
 5 space for commercial advertising to be displayed on
 6 state transportation property; providing an effective
 7 date.

8
 9 Be It Enacted by the Legislature of the State of Florida:

10
 11 Section 1. This act may be cited as the "State Revenue
 12 Enhancement Act of 2012."

13 Section 2. The Department of Economic Opportunity may sell
 14 to a private sector business or entity the naming rights for a
 15 state transportation facility and lease space for commercial
 16 advertising to be displayed on state transportation facilities
 17 or property.

18 (1) A contract for sale or lease under this section must
 19 include the requirements of subsections (3) and (4), shall be
 20 administered by the office, and may be a multiyear contract.

21 (2) (a) Naming rights or space for a commercial advertising
 22 display may be sold for exhibition on any state-owned
 23 transportation facility or property, including, but not limited
 24 to, the Florida Turnpike and other roads and highways, highway
 25 lanes, on-ramps and off-ramps, road rights-of-way, toll
 26 facilities, buildings, barriers, parks, rest areas, and
 27 railways.

28 (b) Naming rights of a transportation facility pursuant to

29 a contract under this section are for public relations or
30 advertising purposes and may not be construed to require any
31 action by a local government or private party regarding the
32 changing of any street signs, mailing address, or 911 emergency
33 telephone number system listing.

34 (3) Sale or lease under this section shall be for a 1-year
35 period but may be for a longer period under a multiyear
36 contract.

37 (4) (a) Before installation, each name or advertising
38 display must be approved by the Florida Turnpike Enterprise or
39 the Department of Transportation, as appropriate.

40 (b) The Florida Turnpike Enterprise or the Department of
41 Transportation, as appropriate, shall set materials and
42 construction standards for all signage displayed and shall
43 provide for the installation of all displays on its facilities
44 or property.

45 (c) All costs of a display, including its development,
46 construction, installation, operation, maintenance, and removal,
47 shall be paid by the buyer.

48 (5) Proceeds from contracts under this section shall be
49 distributed as follows:

50 (a) Eighty percent shall be deposited into the State
51 Transportation Trust Fund.

52 (b) Ten percent shall be retained by the Department of
53 Economic Opportunity.

54 (c) Ten percent shall be distributed, prorated by
55 population, to district school boards and must be used to
56 enhance funds for the school district's driver education

HB 185

2012

57 program. The prorated share of such funds for a district that
58 does not provide a driver education program may not be
59 distributed to that district and shall be deposited into the
60 State Transportation Trust Fund.

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