



494412

LEGISLATIVE ACTION

Senate	.	House
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The Committee on Transportation (Wise) recommended the following:

**Senate Amendment (with title amendment)**

Delete everything after the enacting clause and insert:

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

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

260.0144 Sponsorship of State Greenways and Trails.—The department may enter into a concession agreement with a not-for-profit entity or private sector business or entity for naming rights of state greenway and trail facilities or property or for



494412

13 commercial sponsorship to be displayed on state greenway and  
14 trail facilities or property.

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

18 (2) (a) Naming rights or space for a commercial sponsorship  
19 display may be provided through a concession agreement on  
20 certain state-owned greenway or trail facilities or property.

21 (b) Signage or displays erected under this section shall  
22 comply with the provisions of s. 337.407 and ch. 479, and shall  
23 be limited to trailheads, trail intersections, directional or  
24 distance markers, interpretive exhibits, and parking areas.

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

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

29 2. All other signs or displays may not exceed 4 square  
30 feet.

31 (d) Naming rights of a facility or commercial sponsorship  
32 pursuant to a concession agreement under this section are for  
33 public relations or advertising purposes of a not-for-profit  
34 entity or private sector business or entity, and shall not be  
35 construed by that not-for-profit entity or business or entity as  
36 having a relationship to any other actions of the department.

37 (3) A concession agreement under this section shall be for  
38 a minimum of 1 year but may be for a longer period under a  
39 multiyear agreement, and may be terminated for just cause by the  
40 department with sixty days advance notice.

41 (4) (a) Before installation, each name or sponsorship



494412

42 display must be approved by the department, as appropriate.

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

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

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

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

52 (a) Eighty-five percent shall be deposited into the  
53 appropriate department trust fund that is the source of funding  
54 for management and operation of state greenway or trail  
55 facilities and properties.

56 (b) Fifteen percent shall be deposited into the State  
57 Transportation Trust Fund for use in the Florida Traffic and  
58 Bicycle Safety Education program and the Florida Safe Routes to  
59 School program, administered by the Department of Transportation  
60 Safety Office.

61 (7) The department may adopt rules to administer this  
62 section.

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

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66 ===== T I T L E A M E N D M E N T =====

67 And the title is amended as follows:

68 Delete everything before the enacting clause  
69 and insert:

70 A bill to be entitled



494412

71           An act relating to the sponsorship of state greenways and  
72 trails; creating the "John Anthony Wilson Bicycle Safety Act";  
73 creating s. 260.0144, F.S.; providing for the Department of  
74 Environmental Protection to enter into concession agreements for  
75 naming rights of state greenway and trail facilities or property  
76 or commercial advertising to be displayed on state greenway and  
77 trail facilities or property; providing for distribution of  
78 proceeds from such concession agreements; providing an effective  
79 date.