

1 A bill to be entitled
2 An act relating to specialty license plates; amending s.
3 320.08056, F.S.; establishing annual use fees for the
4 Support Our Troops license plate and the Florida NASCAR
5 license plate; authorizing placement of a sponsoring
6 organization's Internet domain name on specialty license
7 plates; requiring the specialty license plate application
8 form to provide the applicant the option to instruct the
9 Department of Highway Safety and Motor Vehicles to provide
10 certain information to the sponsoring organization;
11 amending s. 320.08058, F.S.; creating the Support Our
12 Troops license plate; requiring the use of certain images
13 and marks of Support Our Troops, Inc.; providing that the
14 right to use a certain mark is reserved to that
15 corporation; authorizing that corporation to change the
16 design of the Support Our Troops license plate under
17 certain circumstances; providing that issuance of the
18 Support Our Troops license plate shall not be discontinued
19 if the number of registrations falls below a certain
20 number; providing for the distribution of use fees
21 received from the sale of such plates to Support Our
22 Troops, Inc.; creating the Florida NASCAR license plate;
23 providing for the distribution of use fees received from
24 the sale of such plates to the Florida Sports Foundation,
25 the National Association for Stock Car Auto Racing, and
26 the NASCAR Foundation; requiring the Florida Sports
27 Association to provide for an annual audit to be submitted
28 to the Office of Tourism, Trade, and Economic Development

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29 | for certification to the Auditor General; providing an
30 | effective date.

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32 | WHEREAS, to create a concrete statement of thanks to our
33 | troops for their service, civilians stepped forward and founded
34 | Support Our Troops, Inc., a national nonprofit organization
35 | based in Florida and dedicated to permanently assisting active
36 | duty troops and their families, and

37 | WHEREAS, through a comprehensive program that enables
38 | individuals to offer support through multiple charitable
39 | methodologies, Support Our Troops, Inc., provides the means
40 | through which individuals may take direct personal financial
41 | responsibility for their troops and engage in direct financial
42 | assistance for the troops and their families, and

43 | WHEREAS, Support Our Troops, Inc., also provides the means
44 | through which people may publicly display support for their
45 | troops, and

46 | WHEREAS, the Support Our Troops license plate will serve
47 | these very important functions and will, by example, encourage
48 | others to do the same, and

49 | WHEREAS, the NASCAR Foundation is committed to helping
50 | improve the lives of people, including those in need, and

51 | WHEREAS, the NASCAR Foundation endeavors to create as many
52 | avenues as possible through which people can enrich the lives
53 | of children with chronic and medical conditions or serious
54 | illnesses, assist children in need, educate and inspire, and
55 | advance family values among youth, and

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56 WHEREAS, the Florida NASCAR license plate will serve these
57 very important functions and will, by example, encourage others
58 to do the same, NOW, THEREFORE,

59
60 Be It Enacted by the Legislature of the State of Florida:

61
62 Section 1. Subsection (6) of section 320.08056, Florida
63 Statutes, is amended, paragraphs (iii) and (jjj) are added to
64 subsection (4), and subsection (11) is added to that section, to
65 read:

66 320.08056 Specialty license plates.--

67 (4) The following license plate annual use fees shall be
68 collected for the appropriate specialty license plates:

69 (iii) Support Our Troops license plate, \$25.

70 (jjj) Florida NASCAR license plate, \$25.

71 (6) Specialty license plates must bear the design required
72 by law for the appropriate specialty license plate, and the
73 designs and colors must conform to the department's design
74 specifications. In addition to a design, the specialty license
75 plates may bear the imprint of numerals from 1 to 999,
76 inclusive, capital letters "A" through "Z," or a combination
77 thereof. The department shall determine the maximum number of
78 characters, including both numerals and letters. All specialty
79 license plates must be otherwise of the same material and size
80 as standard license plates issued for any registration period. A
81 specialty license plate may bear an appropriate slogan, emblem,
82 or logo in a size and placement that conforms to the

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83 department's design specifications. The sponsoring
84 organization's Internet domain name may appear on the plate.

85 (11) The application form for a specialty license plate
86 shall provide the applicant the option to instruct the
87 department to provide his or her name, address, and renewal date
88 to the sponsoring organization.

89 Section 2. Subsections (61) and (62) are added to section
90 320.08058, Florida Statutes, to read:

91 320.08058 Specialty license plates.--

92 (61) SUPPORT OUR TROOPS LICENSE PLATES.--

93 (a) The department shall develop a Support Our Troops
94 license plate as provided in this section. Support Our Troops
95 license plates must bear the colors and design approved by the
96 department and must contain the soldier and child emblem and
97 "Support Our Troops" marks of Support Our Troops, Inc. The right
98 to use the mark of an eagle head upon a United States flag field
99 on a specialty license plate is reserved to Support Our Troops,
100 Inc., and such mark may be used alternatively. The word
101 "Florida" must appear on the plate and may be in approximately
102 85-point Mistral font, and the words "Support Our Troops" must
103 appear on the plate and may be in approximately 60-point Vandijk
104 font. Upon compliance with s. 320.08056(9), Support Our Troops,
105 Inc., may alternate the phrase at the bottom of the plate to
106 "Support Our Heroes" or "Salute Our Heroes." The field of the
107 plate may be colored.

108 (b) The license plate annual use fees shall be distributed
109 to Support Our Troops, Inc., to be used for the benefit of
110 Florida troops and their families in accordance with its

111 articles of incorporation. Support Our Troops, Inc., may retain
112 all revenue from the annual use fees until all startup costs for
113 developing and establishing the plate have been recovered.
114 Thereafter, up to 25 percent of the annual use fee revenue may
115 be used for administrative costs and promotion and marketing of
116 the specialty license plate.

117 (c) Notwithstanding s. 320.08056, the department shall
118 begin production and distribution of the Support Our Troops
119 specialty license plate within 90 days after its approval by the
120 Legislature. Section 320.08056(8)(a) shall not apply to the
121 Support Our Troops license plate. The Support Our Troops license
122 plate shall also be issued in similar design in a size
123 appropriate for motorcycles.

124 (62) FLORIDA NASCAR LICENSE PLATES.--

125 (a) The department shall develop a Florida NASCAR license
126 plate as provided in this section. Florida NASCAR license plates
127 must bear the colors and design approved by the department. The
128 word "Florida" must appear at the top of the plate, and the term
129 "NASCAR" must appear at the bottom of the plate. The National
130 Association for Stock Car Auto Racing, following consultation
131 with the Florida Sports Foundation, may submit a sample plate
132 for consideration by the department.

133 (b) The license plate annual use fees shall be distributed
134 to the Florida Sports Foundation, a direct-support organization
135 of the Office of Tourism, Trade, and Economic Development. The
136 license plate annual use fees are to be annually allocated as
137 follows:

138 1. Up to 5 percent of the proceeds from the annual use

139 fees may be used by the Florida Sports Foundation for the
140 administration of the NASCAR license plate program.

141 2. The National Association for Stock Car Auto Racing
142 shall receive up to \$80,000 in proceeds from the annual use fees
143 to be used to pay startup costs, including costs incurred in
144 developing and issuing the plates. Thereafter, 10 percent of the
145 proceeds from the annual use fees shall be provided to the
146 association for the royalty rights for the use of their marks.

147 3. The remaining proceeds from the annual use fees shall
148 be distributed to the Florida Sports Foundation. The Florida
149 Sports Foundation will retain 15 percent to support their
150 regional grant program, attracting sporting events to Florida;
151 20 percent to support the marketing of motorsports-related
152 tourism in the state; and 50 percent to be paid to the NASCAR
153 Foundation, an s. 501(c)(3) charitable organization, to support
154 Florida-based charitable organizations.

155 (c) The Florida Sports Foundation shall provide an annual
156 financial audit in accordance with s. 215.981 of its financial
157 accounts and records by an independent certified public
158 accountant pursuant to the contract established by the Office of
159 Tourism, Trade, and Economic Development as specified in s.
160 288.1229(5). The auditor shall submit the audit report to the
161 Office of Tourism, Trade, and Economic Development for review
162 and approval. If the audit report is approved, the office shall
163 certify the audit report to the Auditor General for review.

164 Section 3. This act shall take effect July 1, 2007.