

1                                   A bill to be entitled  
 2       An act relating to corporate license plates; creating s.  
 3       320.08052, F.S.; authorizing the Department of Highway  
 4       Safety and Motor Vehicles to create the Corporate License  
 5       Plate Program and enter into certain agreements with  
 6       certain entities; requiring that corporate license plates  
 7       meet specified criteria and that certain aspects of such  
 8       license plates be approved by the department; authorizing  
 9       vehicle owners to apply for such license plates; requiring  
 10      that specified minimum fees be paid by applicants and  
 11      corporate sponsors for such applications; requiring that  
 12      the department, upon approval of an application, issue the  
 13      appropriate corporate plate to the vehicle owner along  
 14      with a registration and decal valid for a specified  
 15      period; providing for the distribution of fees collected;  
 16      authorizing corporate sponsors to participate in the  
 17      program by submitting a specified minimum initial  
 18      application fee; requiring that a corporate sponsor meet  
 19      specified eligibility requirements; requiring that the  
 20      department adopt rules; providing an effective date.

21  
 22   Be It Enacted by the Legislature of the State of Florida:

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 24           Section 1.   Section 320.08052, Florida Statutes, is created  
 25   to read:

26           320.08052 Corporate license plates.-

27           (1) The department is authorized to create a Corporate  
 28   License Plate Program. The department may enter into agreements

HB 473

2011

29 with any business entity, advertising firm, or for-profit  
30 business that provides the department the required legal  
31 documentation to use corporate logos on Florida license plates.

32 (2) The design of corporate license plates must be  
33 approved by the department and must have the word "Florida" at  
34 the top. Corporate license plates may be personalized as  
35 provided in s. 320.0805 but must be approved by the corporate  
36 sponsor and the department before issuance.

37 (3) A vehicle owner may apply for a corporate license  
38 plate for any motor vehicle registered in the owner's name  
39 weighing 7,999 pounds or less and also registered as a private-  
40 use vehicle. Each application must be accompanied by an  
41 application fee that is 50 percent less than the current  
42 registration fee. The application by any vehicle owner for a  
43 corporate license plate shall, upon acceptance, authorize the  
44 department to provide the applicant's name and address to the  
45 corporate sponsor in compliance with s. 119.0712(2). Upon  
46 approval of the application, the corporate sponsor shall  
47 immediately remit to the department a fee of no less than \$75.  
48 The department shall issue the appropriate corporate plate to  
49 the vehicle owner, along with a registration and decal, and the  
50 registration is valid for one registration period, which may not  
51 exceed 15 months. All applicable registration fees authorized by  
52 this chapter shall be distributed as provided in this chapter  
53 from the proceeds of the fees paid pursuant to this subsection.  
54 Excess revenues remaining after the distribution of all required  
55 fees shall be deposited into the Highway Safety Operating Trust  
56 Fund to fund the general operations of the department.

HB 473

2011

57        (4) Corporate sponsors may participate in the program by  
58 submitting an initial application fee to the department of at  
59 least \$5,000 for the purchase of initial inventory. To be  
60 eligible to participate in the program, a corporate sponsor must  
61 provide evidence of the ability to pay \$75 per vehicle owner for  
62 a minimum of 5,000 vehicle owners.

63        (5) The department shall adopt rules to administer this  
64 section.

65        Section 2. This act shall take effect October 1, 2011.