



466516

LEGISLATIVE ACTION

Senate	.	House
Comm: RCS	.	
03/29/2011	.	
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The Committee on Transportation (Benacquisto) 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 of 2011."

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

260.0144 Naming rights or space for advertising.—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



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13 commercial advertising 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 advertising
19 display may be provided through a concession agreement on
20 certain state-owned greenway or trail facility or property.

21 (b) Signage or displays erected under this section shall be
22 limited to trailheads, trail intersections, directional or
23 distance markers, interpretive exhibits, and parking areas.

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

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

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

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

36 (3) A concession agreement under this section shall be for
37 a minimum of one year but may be for a longer period under a
38 multiyear agreement, and may be terminated at any time by the
39 department, at its discretion.

40 (4) (a) Before installation, each name or advertising
41 display must be approved by the department, as appropriate.



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71 creating s. 260.0144, F.S.; providing for the
72 Department of Environmental Protection to enter into
73 concession agreements for naming rights of state
74 greenway, trail facilities, and property or commercial
75 advertising to be displayed on state greenway and
76 trail facilities or property; providing for
77 distribution of proceeds from such concession
78 agreements; providing an effective date.