



752196

LEGISLATIVE ACTION

Senate

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House

The Committee on Transportation (Evers) recommended the following:

1 **Senate Amendment to Amendment (880028) (with title**
2 **amendment)**

3
4 Delete lines 42 - 90

5 and insert:

6 320.08052 Corporate license plate pilot program.-

7 (1) The department may create a Corporate License Plate
8 Pilot Program in Orange, Pasco, or Pinellas Counties. The
9 department may enter into agreements with any business entity,
10 advertising firm, or for-profit business that provides the
11 department with the required legal documentation to use
12 corporate logos on license plates issued in this state.



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13 (2) The design for a corporate license plate must be
14 approved by the department and have the word "Florida" at the
15 top. The department may reject any license plate design deemed
16 by it to be objectionable, including, but not limited to, any
17 design that displays or relates to pornography, alcohol, or
18 tobacco. A corporate license plate may be personalized as
19 provided in s. 320.0805 but must be approved by the corporate
20 sponsor and the department before issuance.

21 (3) A vehicle owner may apply for a corporate license plate
22 for any motor vehicle registered in the owner's name which
23 weighs 7,999 pounds or less, except for a motorcycle or moped,
24 and which is also registered as a vehicle for private use. Each
25 application must be accompanied by an application fee that is 50
26 percent less than the current registration fee. The application
27 by any vehicle owner for a corporate license plate must, upon
28 acceptance, authorize the department to provide the applicant's
29 name and address to the corporate sponsor in compliance with s.
30 119.0712(2). Upon approval of the application, the corporate
31 sponsor shall immediately remit to the department a fee of no
32 less than \$75. The department shall issue the appropriate
33 corporate plate to the vehicle owner, along with a registration
34 and decal, and the registration is valid for one registration
35 period, which may not exceed 15 months. All applicable
36 registration fees authorized by this chapter shall be paid and
37 distributed as provided in this chapter from the proceeds of the
38 fees paid pursuant to this subsection. Of the proceeds remaining
39 after distribution of the registration fees, \$2 shall be
40 distributed pro rata to the sponsors of all other specialty
41 license plates issued under this chapter based on the



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42 proportional amount of each specialty plate's sales relative to
43 the total sales of specialty plates. All remaining proceeds from
44 sales of the corporate license plates and amounts collected
45 under the agreements authorized in subsection (1) shall be
46 deposited into the Highway Safety Operating Trust Fund to fund
47 the general operations of the department.

48 (4) A corporate sponsor may participate in the Corporate
49 License Plate Pilot Program by submitting an initial application
50 fee to the department of at least \$5,000 for the purchase of
51 initial inventory. To be eligible to participate in the program,
52 a corporate sponsor must provide evidence of the ability to pay
53 \$75 per vehicle owner for a minimum of 5,000 vehicle owners.

54 (5) The department shall adopt rules to administer this
55 section.

56 (6) The Corporate License Plate Pilot Program shall begin
57 on October 1, 2011, and end on October 1, 2013. The department
58 shall issue a report to the Speaker of the House of
59 Representatives and the President of the Senate by October 1,
60 2012, outlining the number of corporate license plates sold and
61 the number of corporations participating in the pilot program.

62
63 ===== T I T L E A M E N D M E N T =====

64 And the title is amended as follows:

65 Delete lines 102 - 115

66 and insert:

67 Safety and Motor Vehicles to establish a pilot program
68 to create corporate license plates; authorizing the
69 department to enter into agreements with certain
70 entities that provide the department with the required



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71 legal documentation to use corporate logos; providing
72 requirements for designs used on the corporate license
73 plates; providing for the procedure, including
74 requirements and fees, for vehicle owners who apply
75 for corporate license plates; providing for the
76 distribution of the proceeds from the registration
77 fees and from sales of the corporate license plates
78 and amounts collected under the agreements;
79 authorizing corporate sponsors to participate in the
80 pilot program; providing for the future termination of
81 the program; requiring a report to the Legislature;
82 providing eligibility