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LEGISLATIVE ACTION

Senate	.	House
Comm: WD	.	
04/01/2011	.	
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The Committee on Transportation (Garcia) recommended the following:

Senate Amendment (with title amendment)

Delete everything after the enacting clause and insert:

Section 1. Paragraph (b) of subsection (1) of section 320.06, Florida Statutes, is amended to read:

320.06 Registration certificates, license plates, and validation stickers generally.-

(1)

(b) Registration license plates bearing a graphic symbol and the alphanumeric system of identification shall be issued for a 10-year period. At the end of that 10-year period, upon



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13 renewal, the plate shall be replaced. The department shall
14 extend the scheduled license plate replacement date from a 6-
15 year period to a 10-year period. The fee for such replacement
16 for standard and Florida for-profit corporate license plates is
17 \$28, \$2.80 of which shall be paid each year before the plate is
18 replaced, to be credited towards the next \$28 replacement fee.
19 The fee for such replacement for specialty license plates
20 authorized under ss. 320.08056 and 320.08058 is \$10, \$1 of which
21 shall be paid each year before the plate is replaced, and
22 credited towards the next \$10 replacement fee. The fees shall be
23 deposited into the Highway Safety Operating Trust Fund. A credit
24 or refund may not be given for any prior years' payments of such
25 prorated replacement fee if the plate is replaced or surrendered
26 before the end of the 10-year period, except that a credit may
27 be given if a registrant is required by the department to
28 replace a license plate under s. 320.08056(8) (a). With each
29 license plate, a validation sticker shall be issued showing the
30 owner's birth month, license plate number, and the year of
31 expiration or the appropriate renewal period if the owner is not
32 a natural person. The validation sticker shall be placed on the
33 upper right corner of the license plate. Such license plate and
34 validation sticker shall be issued based on the applicant's
35 appropriate renewal period. The registration period is 12
36 months, the extended registration period is 24 months, and all
37 expirations occur based on the applicant's appropriate
38 registration period. A vehicle with an apportioned registration
39 shall be issued an annual license plate and a cab card that
40 denote the declared gross vehicle weight for each apportioned
41 jurisdiction in which the vehicle is authorized to operate.



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42 Section 2. Section 320.08052, Florida Statutes, is created
43 to read:

44 320.08052 The Florida For-Profit Corporate License Plate
45 Program.—

46 (1) The Department of Highway Safety and Motor Vehicles is
47 authorized to create the Florida For-Profit Corporate License
48 Plate Program. The department may enter into agreements with any
49 Florida business entity, advertising firm, or for-profit
50 business that provides the department the required legal
51 documentation to use a corporate logo on a Florida license
52 plate.

53 (2) The design of a for-profit corporate license plate must
54 be approved by the department and must have the word "Florida"
55 at the top and is subject to the same design specifications and
56 requirements applicable to existing nonprofit specialty license
57 plates. A for-profit corporate license plate may be personalized
58 as provided in s. 320.0805 but must be approved by the for-
59 profit corporation and the department before issuance.

60 (3) A vehicle owner may apply for a for-profit corporate
61 license plate for any motor vehicle registered in the owner's
62 name weighing 7,999 pounds or less and registered as a vehicle
63 for private use, except for vehicles that require a restricted,
64 apportioned, motorcycle size, or dual truck license plates. Each
65 application must be accompanied by an application fee that is 50
66 percent less than the current registration fee for that vehicle,
67 as set forth in s. 320.08, plus a processing fee of \$5 to be
68 deposited into the Highway Safety Operating Trust Fund, plus a
69 license plate fee as required by s. 320.06(1)(b). A request may
70 be made at any time during a registration period. If a request



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71 is made for a for-profit corporate license plate to replace a
72 current valid license plate, the for-profit corporate license
73 plate shall be issued with appropriate decals attached at no tax
74 for the plate, but all fees and service charges must be paid. If
75 a request is made for a for-profit corporate license plate at
76 the beginning of the registration period, the tax, together with
77 all applicable fees and service charges, must be paid. The
78 application by any vehicle owner for a for-profit corporate
79 license plate authorizes the department, upon acceptance, to
80 provide the applicant's name and address to the for-profit
81 corporate sponsor in compliance with s. 119.0712(2). Upon
82 approval of the application, the for-profit corporation shall
83 immediately remit to the department a fee of not less than \$75.
84 The department shall issue the appropriate for-profit corporate
85 license plate to the vehicle owner, along with a registration
86 and decal, and the registration is valid for one registration
87 period, which may not exceed 15 months. The proceeds of the fees
88 paid pursuant to this subsection shall be distributed as
89 provided in this chapter. Excess revenues remaining after the
90 distribution of all required fees shall be deposited into the
91 Highway Safety Operating Trust Fund to fund the general
92 operations of the department. If the number of for-profit
93 corporate license plates for a specific for-profit corporation
94 falls below 1,000 plates for at least 12 consecutive months, the
95 department shall discontinue that for-profit corporate specialty
96 license plate.

97 (4) A Florida for-profit corporation may participate in the
98 program by submitting an initial application fee to the
99 department of \$60,000 to defray the department's cost for



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100 reviewing the application and developing the Florida for-profit
101 corporate license plate and defray the potential loss of
102 nonprofit specialty license plate sales, \$10,000, of which shall
103 be retained by the department to be applied directly to the
104 nonprofit specialty license plate program's annual costs
105 retained by the department pursuant to s. 320.08056 (7); a
106 marketing strategy outlining short-term and long-term marketing
107 plans for the proposed specialty license plate, including a
108 financial analysis outlining the anticipated sales of the
109 proposed specialty license plate; and a scientific sample
110 survey, performed independently of the requesting for-profit
111 corporation by an organization that conducts similar sample
112 surveys as a normal course of business of Florida motor vehicle
113 owners that indicates at least 1,000 motor vehicle owners intend
114 to purchase the proposed for-profit corporate license plate. In
115 order to participate in the program, a Florida for-profit
116 corporation must provide additional evidence of the ability to
117 pay \$75 per vehicle owner for a minimum of 5,000 vehicle owners.

118 (5) The department shall adopt rules to administer this
119 section.

120 Section 3. This act shall take effect October 1, 2011.

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

122 And the title is amended as follows:

123 Delete everything before the enacting clause
124 and insert:

125 A bill to be entitled

126 An act relating to the For-Profit Corporate License
127 Plate Program; amending s. 320.06, F.S.; revising
128 provisions relating to registration certificates,



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129 license plates, and validation stickers to conform to
130 changes made by the act; creating s. 320.08052, F.S.;
131 authorizing the Department of Highway Safety and Motor
132 Vehicles to create the For-Profit Corporate License
133 Plate Program and enter into certain agreements with
134 certain entities; requiring that for-profit corporate
135 license plates meet specified criteria and that
136 certain aspects of such license plates be approved by
137 the department; authorizing owners of specified
138 vehicles to apply for such license plates; requiring
139 that specified minimum fees be paid by applicants and
140 Florida for-profit corporations for such applications;
141 requiring that the department, upon approval of an
142 application, issue the appropriate for-profit
143 corporate plate to the vehicle owner, along with a
144 registration and decal valid for a specified period;
145 providing for the distribution of fees collected;
146 authorizing Florida for-profit corporations to
147 participate in the program by submitting a specified
148 minimum initial application fee; requiring that a
149 Florida for-profit corporation meet specified
150 eligibility requirements to participate in the
151 program; requiring that a portion of the proceeds paid
152 by the Florida for-profit corporation be used to
153 defray the administrative costs of the program;
154 requiring that the department adopt rules; providing
155 an effective date.