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1  
2 An act relating to the sponsorship of state greenways  
3 and trails; creating the "John Anthony Wilson Bicycle  
4 Safety Act"; creating s. 260.0144, F.S.; providing for  
5 the Department of Environmental Protection to enter  
6 into concession agreements for commercial sponsorship  
7 displays to be displayed on certain state greenway and  
8 trail facilities or property; providing requirements  
9 for concession agreements; specifying which greenways  
10 and trails are included in the initial sponsorships;  
11 authorizing the department to enter into sponsorship  
12 agreements with entities to sponsor other state  
13 greenways and trails; providing for distribution of  
14 proceeds from the concession agreements; authorizing  
15 the department to adopt rules; providing an effective  
16 date.

17  
18 Be It Enacted by the Legislature of the State of Florida:

19  
20 Section 1. This act may be cited as the "John Anthony  
21 Wilson Bicycle Safety Act."

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

24 260.0144 Sponsorship of state greenways and trails.—The  
25 department may enter into a concession agreement with a not-for-  
26 profit entity or private sector business or entity for  
27 commercial sponsorship to be displayed on state greenway and  
28 trail facilities or property specified in this section. The  
29 department may establish the cost for entering into a concession

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30 agreement.

31 (1) A concession agreement shall be administered by the  
32 department and must include the requirements found in this  
33 section.

34 (2) (a) Space for a commercial sponsorship display may be  
35 provided through a concession agreement on certain state-owned  
36 greenway or trail facilities or property.

37 (b) Signage or displays erected under this section shall  
38 comply with the provisions of s. 337.407 and chapter 479, and  
39 shall be limited as follows:

40 1. One large sign or display, not to exceed 16 square feet  
41 in area, may be located at each trailhead or parking area.

42 2. One small sign or display, not to exceed 4 square feet  
43 in area, may be located at each designated trail public access  
44 point.

45 (c) Before installation, each name or sponsorship display  
46 must be approved by the department.

47 (d) The department shall ensure that the size, color,  
48 materials, construction, and location of all signs are  
49 consistent with the management plan for the property and the  
50 standards of the department, do not intrude on natural and  
51 historic settings, and contain only a logo selected by the  
52 sponsor and the following sponsorship wording:

53  
54 ...(Name of the sponsor)...proudly sponsors the costs  
55 of maintaining the...(Name of the greenway or  
56 trail)....

57  
58 (e) Sponsored state greenways and trails are authorized at

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59 the following facilities or property:

60 1. Florida Keys Overseas Heritage Trail.

61 2. Blackwater Heritage Trail.

62 3. Tallahassee-St. Marks Historic Railroad State Trail.

63 4. Nature Coast State Trail.

64 5. Withlacoochee State Trail.

65 6. General James A. Van Fleet State Trail.

66 7. Palatka-Lake Butler State Trail.

67 (f) The department may enter into commercial sponsorship  
68 agreements for other state greenways or trails as authorized in  
69 this section. A qualified entity that desires to enter into a  
70 commercial sponsorship agreement shall apply to the department  
71 on forms adopted by department rule.

72 (g) All costs of a display, including development,  
73 construction, installation, operation, maintenance, and removal  
74 costs, shall be paid by the concessionaire.

75 (3) A concession agreement shall be for a minimum of 1  
76 year, but may be for a longer period under a multiyear  
77 agreement, and may be terminated for just cause by the  
78 department upon 60 days' advance notice. Just cause for  
79 termination of a concession agreement includes, but is not  
80 limited to, violation of the terms of the concession agreement  
81 or any provision of this section.

82 (4) Commercial sponsorship pursuant to a concession  
83 agreement is for public relations or advertising purposes of the  
84 not-for-profit entity or private sector business or entity, and  
85 may not be construed by that not-for-profit entity or private  
86 sector business or entity as having a relationship to any other  
87 actions of the department.

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88           (5) This section does not create a proprietary or  
89 compensable interest in any sign, display site, or location.

90           (6) Proceeds from concession agreements shall be  
91 distributed as follows:

92           (a) Eighty-five percent shall be deposited into the  
93 appropriate department trust fund that is the source of funding  
94 for management and operation of state greenway and trail  
95 facilities and properties.

96           (b) Fifteen percent shall be deposited into the State  
97 Transportation Trust Fund for use in the Traffic and Bicycle  
98 Safety Education Program and the Safe Paths to School Program  
99 administered by the Department of Transportation.

100           (7) The department may adopt rules to administer this  
101 section.

102           Section 3. This act shall take effect July 1, 2012.