

**The Florida Senate**  
**BILL ANALYSIS AND FISCAL IMPACT STATEMENT**

(This document is based on the provisions contained in the legislation as of the latest date listed below.)

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Prepared By: The Professional Staff of the Committee on Transportation

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BILL: SB 7062

INTRODUCER: Transportation Committee

SUBJECT: Specialty License Plates

DATE: February 5, 2016

REVISED: \_\_\_\_\_

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| ANALYST  | STAFF DIRECTOR | REFERENCE | ACTION                                |
|----------|----------------|-----------|---------------------------------------|
| 1. Jones | Eichin         |           | <b>TR Submitted as Committee Bill</b> |

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**I. Summary:**

SB 7062 directs the Department of Highway Safety and Motor Vehicles (DHSMV) to develop a number of new specialty license plates.

The bill also modifies the distribution and use of annual use fees for the “In God We Trust” and the “Share the Road” specialty plate, as well as modifies the use of fees for the “Conserve Wildlife” specialty plate.

The bill takes effect October 1, 2016, if SB 1390 or similar legislation is adopted this session or an extension thereof and becomes law. SB 1390 increases the minimum pre-sale requirement for specialty license plates to be manufactured.

**II. Present Situation:**

Presently, there are over 120 specialty license plates available for purchase, and two in the pre-sale phase. Specialty license plates are available to an owner or lessee of a motor vehicle who is willing to pay an annual use fee, ranging from \$15 to \$25, paid in addition to required license taxes and service fees.<sup>1</sup> The annual use fees are distributed to an organization or organizations in support of a particular cause or charity signified in the plate’s design and designated in statute.<sup>2</sup>

In order to establish a specialty license plate, the plate must first be adopted into statute. Upon becoming law:

- Within 60 days, the organization must submit an art design for the plate, in a medium prescribed by the DHSMV;
- Within 120 days, the DHSMV must establish a method to issue pre-sale vouchers for the approved specialty license plate; and

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<sup>1</sup> Section 320.08056, F.S.

<sup>2</sup> Section 320.08058, F.S.

- Within 24 months after the pre-sale vouchers are established, the organization must obtain a minimum of 1,000 voucher sales before manufacturing may begin.

If, at the end of the 24-month pre-sale period, the minimum sales requirement has not been met, the DHSMV will de-authorize the specialty plate, discontinue development, and discontinue issuance of the pre-sale voucher. Upon deauthorization of the plate, a purchaser of a presale voucher may use the annual use fee as a credit towards any other specialty license plate or apply for a refund with the DHSMV.<sup>3</sup>

The annual use fees collected by an organization and any interest earned from the fees may be expended only for use in this state unless the annual use fee is derived from the sale of United States Armed Forces and veterans-related specialty plates.<sup>4</sup> Additionally, the fees may not be used for the purpose of marketing to, lobbying, entertaining, or rewarding a member or employee of the Legislature.<sup>5</sup>

### **DHSMV Costs Defrayed**

The DHSMV retains sufficient annual use fees, from the sale of the specialty license plates, to defray its costs for inventory, distribution, and other direct costs associated with the specialty license plate program. The remainder of the proceeds collected are distributed as provided by law.<sup>6</sup>

### **Discontinuance of Specialty Plates**

The DHSMV must discontinue the issuance of an approved specialty license plate if the number of valid specialty plate registrations falls below 1,000 plates for at least 12 consecutive months. A warning letter is mailed to the sponsoring organization following the first month in which the total number of valid specialty plate registrations is below 1,000 plates. Collegiate plates are exempt from the minimum plate requirement.<sup>7</sup> Additionally, the specialty license plate must be discontinued if the organization no longer exists, stops providing services that are authorized to be funded from the annual use fee proceeds, or pursuant to an organizational recipient's request.<sup>8</sup>

Organizations must adhere to certain accountability requirements, including an annual attestation document affirming that funds received have been spent in accordance with applicable statutes.<sup>9</sup>

### **Moratorium**

Currently, there is a statutory moratorium on the issuance of new specialty license plates. Except for a specialty license plate proposal which has submitted a letter of intent to the DHSMV prior to May 2, 2008, and which has submitted a survey, marketing strategy, and application fee prior

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<sup>3</sup> Section 320.08053(2)(b), F.S.

<sup>4</sup> Section 320.08056(10)(a), F.S.

<sup>5</sup> Section 320.08056(11), F.S.

<sup>6</sup> Section 320.08056(7), F.S.

<sup>7</sup> Section 320.08056(8)(a), F.S.

<sup>8</sup> Section 320.08056(8)(b), F.S.

<sup>9</sup> Section 320.08062, F.S.

to October 1, 2008, or was included in a bill filed during the 2008 Legislative Session, the DHSMV may not issue any new specialty license plates.<sup>10</sup>

The moratorium ends July 1, 2016, and does not affect the plates included in this bill.

### **Florida Professional Sports Team License Plates**

Section 320.08058(9), F.S., directs the DHSMV to develop Florida Professional Sports Team license plates for Major League Baseball, National Basketball Association, National Football League, Arena Football League, National Hockey, and Major League Soccer teams domiciled in this state. Fifty-five percent of the annual use fee proceeds from these plates is distributed to the Professional Sports Development Trust Fund within the Department of Economic Opportunity to attract and support major sports events in the state. The remaining proceeds are allocated to Enterprise Florida, Inc., to:

- Promote the economic development of the sports industry;
- Distribute licensing and royalty fees to participating professional sports teams;
- Promote education programs in Florida schools that provide an awareness of the benefits of physical activity and nutrition standards;
- Recognize schools whose students demonstrate excellent physical fitness or fitness improvement;
- Institute a grant program for communities bidding on minor sporting events that create an economic impact for the state;
- Distribute funds to Florida based charities designated by Enterprise Florida and the participating professional sports teams; and
- Fulfill the sports promotion responsibilities of the Department of Economic Opportunity.

### **Organizations**

Organizations receiving money from the sale of proposed specialty plates are described below under their corresponding specialty plate.

## **III. Effect of Proposed Changes:**

### **Proposed Specialty Plates**

The bill directs the DHSMV to develop 36 new specialty license plates. All the proposed specialty plates have an annual use fee of \$25.

#### ***Sun Sea Smiles License Plate***

The Sun Sea Smiles plate annual use fees will be distributed as follows:

- 35 percent to the Florida Caribbean Charitable Foundation, Inc. Of the funds received, 5 percent is for marketing the plate. From the remaining funds:
  - 60 percent is for a college scholarship program;
  - 15 percent is to promote health and wellness among Florida residents of Caribbean descent; and

<sup>10</sup> Section 45, ch. 2008-176, L.O.F., as amended by s. 21, ch. 2010-223 and s. 45, ch. 2014-216, L.O.F.

- 25 percent is to promote awareness of Caribbean Culture within the state.
- 20 percent to the American Friends of Jamaica, Inc., for use as grants to promote social and community development among Florida residents;
- 10 percent to the Sant La Haitian Neighborhood Center, Inc., to promote social and community development;
- 10 percent to Fanm Ayisyen nan Miyami, Inc., to promote social and community development;
- 20 percent to Greater Caribbean American Cultural Coalition, Inc., to promote awareness of Caribbean culture within the state; and
- 5 percent to Little Haiti Optimist Foundation, Inc., to promote awareness of Caribbean culture and youth development within the state.

In addition, each organization receiving funds may use up to 5 percent for administrative expenses.

Florida Caribbean Charitable Foundation, Inc.<sup>11</sup>

The Florida Caribbean Charitable Foundation, Inc., a civic and social organization, is a domestic non-profit corporation located in North Miami Beach, established in 2007.

American Friends of Jamaica, Inc.<sup>12</sup>

The organization is a non-profit “dedicated to supporting Jamaican charitable organizations and social initiatives targeted at improving the lives of Jamaicans through systemic development in the areas of education, healthcare, and economic development.”

Sant La Haitian Neighborhood Center, Inc.<sup>13</sup>

The mission of the Center is to “empower, strengthen, and stabilize South Florida’s Haitian community, through access for free services and resources, to ensure its successful integration.” This is accomplished through services such as citizenship assistance, college scholarships, community outreach, employment services, community partnerships, and educational services.

Fanm Ayisyen nan Miyami, Inc.<sup>14</sup>

Fanm Ayisyen nan Miyami, Inc., also known as Haitian Women of Miami, has a mission to empower Haitian women and their families socially and politically, and facilitate their adjustments to South Florida. The organization has provided counseling, outreach, education, access to care, and advocacy services to low and moderate-income families for the past 16 years.

<sup>11</sup> Florida Department of State - Division of Corporations, *Florida Caribbean Charitable Foundation, Inc.*, <http://search.sunbiz.org/Inquiry/CorporationSearch/SearchResultDetail?inquirytype=EntityName&directionType=Initial&searchNameOrder=FLORIDACARIBBEANCHARITABLEFOUN%20N070000070260&aggregateId=domnp-n07000007026-231a2bc8-5eb0-42f9-8fa3-f6660756ccc1&searchTerm=florida%20caribbean%20charitable%20foundation&listNameOrder=FLORIDACARIBBEANCHARITABLEFOUN%20N070000070260> (last visited Jan. 29, 2016).

<sup>12</sup> See The American Friends of Jamaica website, <http://www.theamericanfriendsofjamaica.org/> (last visited Jan. 29, 2016).

<sup>13</sup> See Haitian Neighborhood Center Sant La website, <http://santla.org> (last visited Jan. 29, 2016).

<sup>14</sup> See Fanm Ayisyen Miyami website, <http://www.fanm.org/> (last visited Jan. 29, 2016).

Greater Caribbean American Cultural Coalition, Inc.<sup>15</sup>

The Coalition is “an umbrella organization serving the Caribbean people and other members of the community, by bringing together the various Caribbean countries and islands, and their rich cultural heritage.” The coalition’s mission is to enrich the cultural environment by fostering multicultural understanding through an appreciation of Caribbean cultures.

Little Haiti Optimist Foundation, Inc.<sup>16</sup>

Little Haiti Optimist Foundation, Inc., is a charitable organization located in Miami, established in 2010 to provide assistance, guidance, and programs to the youth of Little Haiti.

***Support Special Needs Kids License Plate***

Annual use fees from the sale of the plate will be distributed to the Dan Marino Foundation, Inc. 10 percent of fees are to promote and market the plate. The remaining fees are to be invested and reinvested. Interest thereon is to assist Floridians with developmental and intellectual disabilities by funding scholarships, assisting with job placement, and promoting education, independence, and awareness.

Dan Marino Foundation, Inc.<sup>17</sup>

The Foundation was established in 1992. Its mission is “empowering individuals with autism and other developmental disabilities.” The Foundation has raised over \$50 million since its inception, which has been used to perform quality-of-life research, build the Miami Children’s Hospital Dan Marino Center, and the Marino Campus.

***America the Beautiful License Plate***

Annual use fees from the sale of the plate are to be distributed to the American the Beautiful Fund. Up to 10 percent of funds may be used to offset administrative costs and to market and promote the plate. The remaining proceeds are for programs in support of military service members and their families and:

- Advancing self-sufficiency in children and families;
- Educational scholarships; and
- Land and wildlife conservation.

America the Beautiful Fund

America the Beautiful Fund is a fictitious name registered by Live Laugh Love Give, Inc.<sup>18</sup>

The mission statement of Live Laugh Love Give, Inc., is “Empowering children and families against dependency. Animal assistance, sanctuaries, and wildlife preservation. Education grants to better the world. Enhancing lives of military families.”<sup>19</sup>

<sup>15</sup> See Greater Caribbean American Cultural Coalition website, <http://www.gcacoalition.com/> (last visited Jan. 29 2016).

<sup>16</sup> See The Little Haiti Optimist Foundation website at <http://www.littlehaitioptimist.org/> (last visited Jan. 29, 2015).

<sup>17</sup> See Dan Marino Foundation website, <http://www.danmarinofoundation.org/> (last visited Jan. 29, 2016).

<sup>18</sup> Florida Department of State – Division of Corporations website, *Fictitious Name Detail*, <http://www.sunbiz.org/scripts/ficidet.exe?action=DETREG&docnum=G15000109272&rdocnum=G15000109272> (last visited Jan. 29, 2016).

<sup>19</sup> See Live Laugh Love website, <https://www.livelaughlove.com/give> (last visited Jan. 29, 2016).

***Team Hammy License Plate***

Annual use fees will be distributed to Team Hammy, Inc., to grant wishes to families living with ALS, provide continuing education to caretakers and physicians, and increase ALS awareness in the community. Up to 10 percent of fees may be used for administrative costs and marketing the plate.

**Team Hammy, Inc.**<sup>20</sup>

Team Hammy is an organization created in the name of Hamilton Vance Paris, who was diagnosed with amyotrophic lateral sclerosis (ALS) in July of 2010. Team Hammy strives to bring awareness, education, and hope to people with ALS and their families through fundraising and participating in events.

***Vision for Excellence License Plate***

Annual use fees will be distributed to Vision for Excellence, Inc., which will use the proceeds for direct support of programs, services, and activities provided to children who participate in the organization's youth development programs. Up to 10 percent may be used for promotion and marketing of the plate, and up to 10 percent may be used for administrative costs directly associated with the programs.

**Vision for Excellence, Inc.**<sup>21</sup>

The organization was established in 2011 as a non-profit youth organization that provides social development programs and services to low-income and at-risk males, ages 9-15. The organization was designed to help Jacksonville's youth develop assets that enable them to become healthy productive adults with a focus to give back to their community. Its programs link male youth with local law enforcement and other professional adults for relationship building, and efforts to educate, motivate, and inspire participants to stay on the right path and become successful law abiding citizens.

***Go Boating License Plate***

Annual use fees are distributed to Eckerd College to fund the Eckerd College Search and Rescue Team, which provides 24-hour assistance to the Tampa Boating community. Up to 10 percent of the proceeds may be used for promotion and marketing of the plate. Remaining funds must be used to acquire boats and other equipment or for operation expenses.

**Eckerd College Search and Rescue Team**<sup>22</sup>

The team was founded in 1971 and extended its rescue services to the Tampa Bay boating community in 1977. The team is a highly trained group of full-time, degree seeking, student volunteers who work closely with the U.S. Coast Guard, 911 Emergency Medical response, and other state and local agencies to answer more than 500 maritime distress calls per year. The team is the only marine rescue team in the country. The members are trained in technical rescue,

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<sup>20</sup> See Team Hammy on Facebook, [https://www.facebook.com/TeamHammy/info/?tab=page\\_info](https://www.facebook.com/TeamHammy/info/?tab=page_info) (last visited Feb. 3, 2016).

<sup>21</sup> See Vision for Excellence website, <http://www.visionforexcellence.org/> (last visited Jan. 29, 2016).

<sup>22</sup> See Eckerd College website, *Eckerd College Search and Rescue*, <https://www.eckerd.edu/waterfront/ecsar/> (last visited Jan. 29, 2016)

boating safety, seamanship, searching, firefighting, dewatering, navigation, medical response, and evening piloting rescue vessels.

### ***Paddle Florida License Plates***

Annual use fees from the plate are distributed to Paddle Florida, Inc., to be used by the Florida Forever program to support activities that further outdoor recreation and natural resource protection. Up to 10 percent of proceeds may be used for administrative costs and marketing of the plate.

#### Paddle Florida, Inc.<sup>23</sup>

Paddle Florida, Inc., is a non-profit organization that supports canoeing and kayaking in Florida. The organization holds events to “expose paddlers to Florida’s natural beauty and rich cultural heritage while promoting water conservation, wildlife preservation, springs restoration, and waterways protection.” Paddle Florida also promotes Florida as an international destination for nature-based tourism, by providing trips featuring Florida’s most scenic rivers, canoe trails, and coastal environments.

### ***I Stand with Israel License Plate***

Annual use fees from the plate are distributed to I Stand with Israel, Inc., to be used for the direct support of the Israeli Youth Program to send Florida university students between the ages of 18 and 26 and program chaperones to Israel. Up to 10 percent of the proceeds may be used for marketing and promotion of the plate, and up to 10 percent may be used for administrative costs directly associated with its programs.

#### I Stand with Israel, Inc.<sup>24</sup>

According to corporate filings with the Department of State, the organization was created in 2016 for the specific purpose of managing the proceeds of the license plate sales and distribute such proceeds for the purpose stated in law.

### ***Save our Shores Florida License Plate***

Annual use fees are distributed to Adore the Shore, Inc., which may use up to 15 percent for administrative costs of the organization and up to 10 percent for promotion and marketing of the plate program. The remaining proceeds are to fund activities on the beaches of this state following natural or manmade occurrences that threaten the pristine nature of the beaches, and for any other legal purpose as allowed by the Internal Revenue Code.

#### Adore the Shore, Inc.<sup>25</sup>

According to corporate filings with the Department of State, the organization states that it is a not-for-profit corporation whose purpose is “to conduct activities that are charitable, religious,

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<sup>23</sup> See Paddle Florida website, <http://www.paddleflorida.org/> (last visited Jan. 29, 2016).

<sup>24</sup> See Florida Department of State – Division of Corporations, *I Stand With Israel, Inc.* (Jan. 15, 2016), <http://search.sunbiz.org/Inquiry/CorporationSearch/ConvertTiffToPDF?storagePath=COR%5C2016%5C0120%5C40050014.tif&documentNumber=N1600000516> (last visited Jan. 29, 2016).

<sup>25</sup> See Florida Department of State – Division of Corporations, *Adore the Shores, Inc.*, (Feb. 6, 2015), <http://search.sunbiz.org/Inquiry/CorporationSearch/ConvertTiffToPDF?storagePath=COR%5C2015%5C0212%5C69225064.Tif&documentNumber=N15000001461> (last visited Jan. 29, 2016).

educational, scientific, literary, testing for public safety, fostering national or international amateur sports competition, or preventing cruelty to children or animals.”

### ***Furry Friends License Plate***

Annual use fees are distributed to Furry Friends of Florida, Inc., which may use up to 15 percent of proceeds for administrative, handling, and disbursement of expenses, and up to 10 percent for promotion, advertising, and marketing costs. The remaining proceeds are to be used for activities, programs, and projects, including, but not limited to, pet rescue, animal shelters, pet vaccinations, veterinary services, and service animals.

### **Furry Friends of Florida, Inc.**<sup>26</sup>

According to corporate filings with the Department of State, the organization states that it is a not-for-profit corporation whose purpose is “to conduct activities that are charitable, religious, educational, scientific, literary, testing for public safety, fostering national or international amateur sports competition, or preventing cruelty to children or animals.”

### ***Orlando City Soccer Club License Plate***

The Orlando City Soccer Club is a professional Major League Soccer team based in Orlando, Florida. The team was formed in 2010, and became the league’s twenty-first franchise on November 19, 2013.<sup>27</sup>

Annual use fees are provided as specified for Florida Professional Sports Team license plates.

### ***Support Our Constitution License Plate***

Annual use fees are distributed to The Constitution Foundation, Inc., which may use up to 15 percent for administrative costs of the organization and 10 percent for promotion and marketing of the license plate. The remaining proceeds are used to fund activities, programs, projects, and mission of the Foundation to increase awareness and understanding of the United States Constitution in Florida’s public schools. Funds are also used to recruit and train school leaders to make presentations and provide students learning materials and a pocket constitution.

### **The Constitution Foundation, Inc.**<sup>28</sup>

The Constitution Foundation, Inc., is a non-partisan educational organization founded in 2011 in Kissimmee, Florida. The foundation’s mission is to increase awareness and understanding of the United States Constitution in Florida’s schools, recruit and train leaders to make presentations in each school district, and provide to each student, at no cost, learning materials and a pocket Constitution.

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<sup>26</sup> See Florida Department of State – Division of Corporations, *Furry Friends of Florida, Inc.* (Feb. 6, 2015), <http://search.sunbiz.org/Inquiry/CorporationSearch/ConvertTiffToPDF?storagePath=COR%5C2015%5C0213%5C69225073.Tif&documentNumber=N15000001468> (last visited Jan. 29, 2016).

<sup>27</sup> See Orlando City Soccer Club website, <http://www.orlandocitysc.com/> (last visited Jan. 29, 2016).

<sup>28</sup> See The Constitution Foundation website, <http://constitutionfoundation.org/about/> (last visited Jan. 29, 2016).

***Alpha Phi Alpha Fraternity License Plate***

Annual use fees are distributed as follows:

- 5 percent for the United Negro College Fund (UNCF) to be used for scholarships for Florida residents attending historically black colleges and universities
- 10 percent to the Florida Federation of Alpha Chapters to market the plate; and
- 85 percent to the Florida Federation of Alpha Chapters to promote community awareness and action through educational, economic, and cultural service activities.

**United Negro College Fund (UNCF)<sup>29</sup>**

The UNCF is the nation's largest minority education organization. UNCF provides operating funds for historically black colleges and universities, scholarships and internships for students, and provides for faculty and administrative professional training.

**Florida Federation of Alpha Chapters<sup>30</sup>**

Alpha Phi Alpha's mission statement is "develop leaders, promotes brotherhood and academic excellence, while providing service and advocacy for our communities." The Fraternity's programs and projects include community outreach mentoring initiatives.

***Omega Psi Phi Fraternity License Plate***

Annual use fees are distributed as follows:

- 5 percent for the UNCF to be used for scholarships for Florida residents attending historically black colleges and universities
- 10 percent to State of Florida Omega Friendship Foundation, Inc., to market the plate; and
- 85 percent to State of Florida Omega Friendship Foundation, Inc. to promote community awareness and action through educational, economic, and cultural service activities.

**State of Florida Omega Friendship Foundation, Inc.<sup>31</sup>**

Omega Psi Phi Fraternity, Inc., was the first international fraternal organization to be founded on the campus of a historically black college. Founded in 1911 at Howard University, "Manhood, Scholarship, Perseverance and Uplift" were adopted as Cardinal Principles.

***Kappa Alpha Psi Fraternity License Plate***

Annual use fees are distributed as follows:

- 5 percent for the UNCF to be used for scholarships for Florida residents attending historically black colleges and universities
- 10 percent to Southern Province of Kappa Alpha Psi Fraternity, Inc., to market the plate; and
- 85 percent to Southern Province of Kappa Alpha Psi Fraternity, Inc. to promote community awareness and action through educational, economic, and cultural service activities.

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<sup>29</sup> See United Negro College Fund website, <http://www.uncf.org/sections/WhoWeAre/index.asp> (last visited Jan. 29, 2016).

<sup>30</sup> See Florida Federation of Alpha Chapters website, <http://flfederation.org/about-us/> (last visited Jan. 29, 2016).

<sup>31</sup> See Omega Friendship Foundation, Inc. website, [http://oppf.org/about\\_omega.asp](http://oppf.org/about_omega.asp) (last visited Jan. 29, 2016).

Southern Province of Kappa Alpha Psi Fraternity, Inc.<sup>32</sup>

Kappa Alpha Psi was founded on the campus of Indiana University at Bloomington, Indiana in 1911. The objectives of this fraternity are to:

- Unite men of culture, patriotism, and honor in a bond of Fraternity;
  - Encourage honorable achievement in every field of human endeavor;
  - Promote the spiritual, social, intellectual, and moral welfare of members;
  - Assist the aims and purposes of Colleges and Universities; and
- Inspire service in the public interest.

***Phi Beta Sigma Fraternity License Plate***

Annual use fees are distributed as follows:

- 5 percent for the UNCF to be used for scholarships for Florida residents attending historically black colleges and universities
- 10 percent to the TMB Charitable Foundation, Inc., to market the plate; and
- 85 percent to the TMB Charitable Foundation, Inc., to promote community awareness and action through educational, economic, and cultural service activities.

TMB Charitable Foundation, Inc.<sup>33</sup>

According to corporate filings with the Department of State, the Foundation's principal address is in Tallahassee, Florida. The Foundation is a not-for-profit corporation "operated exclusively for charitable purposes, including, without limitation, acting as an instrument to which youth are encouraged and inspired to achieve academic success through mentoring."

***Zeta Phi Beta Sorority License Plate***

Annual use fees are distributed as follows:

- 5 percent for the UNCF to be used for scholarships for Florida residents attending historically black colleges and universities
- 10 percent to Florida Pearls, Inc., to market the plate; and
- 85 percent to Florida Pearls, Inc., to promote community awareness and action through educational, economic, and cultural service activities.

The Florida Pearls, Inc.<sup>34</sup>

The Florida Pearls, Inc., is a not-for-profit corporation established to provide Florida communities with scholarships, health initiative programs, cultural and humanities program, youth programs, and feeding the hungry programs.

<sup>32</sup> See Southern Province Kappa Alpha Psi Fraternity, Inc. website, <http://southernprovince.org/> (last visited Jan. 29, 2016).

<sup>33</sup> See Department of State – Division of Corporations, *TMB Charitable Foundation, Inc.* (Apr. 10, 2014), <http://search.sunbiz.org/Inquiry/CorporationSearch/ConvertTiffToPDF?storagePath=COR%5C2014%5C0411%5C58641349.Tif&documentNumber=N14000003486> (last visited Jan. 29, 2016).

<sup>34</sup> See The Florida Pearls, Incorporated, brochure, available at: <http://www.zphibfl.org/Forms/Brochure-%20The%20Florida%20Pearls,%20Inc..pdf> (last visited Jan. 29, 2016).

***Delta Sigma Theta Sorority License Plate***

Annual use fees are distributed as follows:

- 5 percent for the UNCF to be used for scholarships for Florida residents attending historically black colleges and universities
- 10 percent to the Delta Research and Educational Foundation to market the plate; and
- 85 percent to the Delta Research and Educational Foundation to promote community awareness and action through educational, economic, and cultural service activities.

**Delta Research and Educational Foundation**<sup>35</sup>

Delta Sigma Theta Sorority established the Foundation in 1967. The Foundation's mission is to promote research which identifies and fashions solutions to issues affecting African American women and their families, nationally and globally through funding and support of programs of the sorority and collaborative organizations.

***Alpha Kappa Alpha Sorority License Plate***

Annual use fees are distributed as follows:

- 5 percent for the UNCF to be used for scholarships for Florida residents attending historically black colleges and universities
- 10 percent to the Alpha Kappa Alpha Educational Advancement Foundation, Inc., to market the plate; and
- 85 percent to the Alpha Kappa Alpha Educational Advancement Foundation, Inc., to promote community awareness and action through educational, economic, and cultural service activities.

**Alpha Kappa Alpha Educational Advancement Foundation, Inc.**<sup>36</sup>

The Foundation was created in 1980 by the Alpha Kappa Alpha Sorority, Inc. "The mission of the Alpha Kappa Alpha Educational Advancement Foundation is to promote lifelong learning. This is accomplished by securing charitable contributions, gifts and endowed funds to award scholarships, fellowships and grants."

***Sigma Gamma Rho Sorority License Plate***

Annual use fees are distributed as follows:

- 5 percent for the UNCF to be used for scholarships for Florida residents attending historically black colleges and universities
- 10 percent to the Sigma Gamma Rho Sorority National Education Fund, Inc., to market the plate; and
- 85 percent to the Sigma Gamma Rho Sorority National Education Fund, Inc., to promote community awareness and action through educational, economic, and cultural service activities.

<sup>35</sup> See Delta Sigma Theta Sorority website, *Delta Research and Education Foundation*, [http://www.deltasigmatheta.org/programs\\_delta\\_foundation.html](http://www.deltasigmatheta.org/programs_delta_foundation.html) (last visited Jan. 29, 2016).

<sup>36</sup> See Alpha Kappa Alpha Educational Advancement Foundation website, <http://www.akaef.org/> (last visited Jan. 29, 2016).

Sigma Gamma Rho Sorority National Education Fund, Inc.<sup>37</sup>

The Fund was developed by the Sigma Gamma Rho Sorority to provide scholarship aid to needy students and to conduct educational programs, workshops, symposiums, and forums to enhance the quality of life.

***Safe and Free Florida License Plate***

Annual use fees are distributed to the Department of Legal Affairs to establish a program to award grants to nongovernmental organizations that assist sexually abused, exploited, or trafficked victims. Funds may not be distributed to any organization that charges victims for services received through this funding. An organization receiving such funds must use them to provide material needs, detoxification services, prenatal and postnatal care, safe houses or recovery care centers, counseling and training programs, or emergency legal advocacy for victims. The department may use up to 15 percent of the proceeds to promote and market the plate, and is authorized to adopt rules to implement this plate.

Department of Legal Affairs

The Department of Legal Affairs,<sup>38</sup> also known as the Office of the Attorney General, is responsible for numerous duties, including conducting various programs to assist victims of crime. The Statewide Council on Human Trafficking is a 15-member council chaired by Florida's Attorney General.<sup>39</sup> The council was created by legislation passed in 2014, to combat human trafficking and assist victims of human trafficking.<sup>40</sup> Membership includes law enforcement, prosecutors, legislators, and experts in the fields of health, education, and social services. The council's purpose is to:

- Develop recommendations for comprehensive programs and services for victims of human trafficking;
- Make recommendations for apprehending and prosecuting traffickers and enhancing coordination of responses;
- Hold an annual statewide policy summit with an institute of higher learning;
- Work with the Department of Children and Families to create and maintain an inventory of human trafficking programs and services in each county; and
- Develop policy recommendations that further the efforts to combat human trafficking in this state.

***Bonefish and Tarpon Trust License Plate***

Annual use fees are distributed to the Bonefish and Tarpon Trust to invest and reinvest the proceeds and use the interest to conserve and enhance Florida bonefish and tarpon fisheries and their respective environments. Up to 10 percent of the proceeds may be used to promote and market the plate.

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<sup>37</sup> See Sigma Gamma Rho Sorority, *National Education Fund*, <http://sgrho1922.celect.org/nef> (last visited Jan. 29, 2016).

<sup>38</sup> See Department of Legal Affairs website at <http://www.myfloridalegal.com/#> (last visited Feb. 3, 2016).

<sup>39</sup> Office of the Attorney General, *Statewide Council on Human Trafficking*, <http://myfloridalegal.com/pages.nsf/Main/8AEA5858B1253D0D85257D34005AFA72> (last visited Feb. 3, 2016).

<sup>40</sup> Chapter 2014-161, s. 6, L.O.F. See s. 16.617, F.S.

### Bonefish and Tarpon Trust<sup>41</sup>

The Bonefish and Tarpon Trust is a non-profit organization dedicated to conserving and enhancing global bonefish, tarpon, and permit fisheries and their environments. The trust does this through stewardship, research, education, and advocacy, including funding studies and providing educational materials to the public and fisherman on bonefish, tarpon, and permit fisheries. The trust also works with regulatory authorities and the public to ensure protection of these species is enforced.

### ***Jacksonville Armada Football Club License Plate***

The Jacksonville Armada Football Club is an American professional soccer team. The team is part of the North American Soccer League (NASL) and based in Jacksonville, Florida. The team was established in 2013, and started competing in the NASL in the 2015 spring season.<sup>42</sup>

Annual use fees are provided as specified for Florida Professional Sports Team license plates.

### ***Ronald Reagan License Plate***

Annual use fees are distributed to Florida Ronald Reagan Centennial, Inc. Of the proceeds:

- Up to 15 percent may be used for administrative costs;
- Up to 10 percent may be used for promotion and marketing of the plate;
- Up to 10 percent shall be donated to the Florida National Guard Foundation; and
- The remainder is to fund activities, programs, and projects that educate Florida's students and citizens about the contributions of President Reagan and to support ongoing research of Alzheimer's disease.

### Florida Ronald Reagan Centennial, Inc.<sup>43</sup>

According to corporate filings with the Department of State, the organization was created in 2016 to support, promote, and fund activities, programs, and projects educating individuals about the contributions of President Reagan; supporting Alzheimer disease research; supporting the Florida National Guard Foundation; and establishing, operating, maintaining, and funding related programs.

### ***Florida Bay Forever License Plate***

Annual use fees are distributed to the Florida National Park Association, Inc., to supplement the Everglades National Park service's budgets and to support educational, interpretive, historical, and scientific research relating to the Everglades National Park. Up to 10 percent of such fees may be used for administrative costs and marketing of the plate.

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<sup>41</sup> See Bonefish & Tarpon Trust website, <https://www.bonefishtarpontrust.org/> (last visited Feb. 3, 2016).

<sup>42</sup> See Jacksonville Armada FC website, <http://www.armadafc.com/home> (last visited Feb. 3, 2016).

<sup>43</sup> See Florida Department of State – Division of Corporations, *Florida Ronald Reagan Centennial, Inc.*, (Jan. 14, 2016), <http://search.sunbiz.org/Inquiry/CorporationSearch/ConvertTiffToPDF?storagePath=COR%5C2016%5C0119%5C00011637.Tif&documentNumber=N16000000398> (last visited Feb. 3, 2016).

Florida National Park Association, Inc.<sup>44</sup>

The Florida National Park Association, also known as the Everglades Association, is a non-profit organization founded in 1951 to support educational, interpretive, and historical and scientific research responsibilities to help support the Everglades National Park, Big Cypress National Preserve, Biscayne National Park, and Dry Tortugas National Park. The association has provided more than 2.5 million dollars in aid to the National Park Service areas of south Florida.

***Medical Professionals Who Care License Plate***

Annual use fees are distributed to Florida Benevolent Group, Inc., to assist low income individuals in obtaining a medical education and career through scholarships, support, and guidance. Up to 10 percent of fees may be used for administrative costs and marketing of the plate.

Florida Benevolent Group, Inc.

The Florida Benevolent Group provides scholarships and ongoing support to individuals who desire a career in the medical profession.<sup>45</sup>

***Florida Native License Plate***

Annual use fees are distributed to Florida Native Plant Society to fulfill its mission. Of the fees:

- Up to 10 percent may be used for administrative costs;
- Up to 10 percent may be used to market and promote the plate;
- At least 25 percent must be dedicated to maintaining, improving, and restoring public hunting and fishing habitats; and
- 25 percent used to promote the cultivation of Florida's agricultural products.

Florida Native Plant Society<sup>46</sup>

The mission of the Florida Native Plant Society is to promote the preservation, conservation, and restoration of Florida's native plants through support for conservation land acquisition, land management, research, public policies, and education.

***Protect Pollinators License Plate***

Annual use fees are distributed to Florida Wildflower Foundation, Inc. Up to 10 percent of annual use fees are for promotion and marketing of the plate. The remaining proceeds are to be invested and reinvested, and the interest used to establish pollinator wildflower habitats and pollinator education and research programs.

Florida Wildflower Foundation, Inc.<sup>47</sup>

The organization's mission is to "enrich lives with Florida native wildflowers through education, planting and research."

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<sup>44</sup> See Florida National Parks Association website, *Everglades Association*, <http://www.evergladesassociation.org/index.html> (last visited Feb. 3, 2016).

<sup>45</sup> See Florida Benevolent Group website, <http://www.floridabenevolentgroup.org/> (last visited Feb. 3, 2016).

<sup>46</sup> See Florida Native Plant Society website, <http://www.fnps.org/> (last visited Feb. 3, 2016).

<sup>47</sup> See Florida Wildflower Foundation website, <http://flawildflowers.org/> (last visited Feb. 4, 2016).

### ***National Wild Turkey Federation License Plate***

Annual use fees are distributed to the Florida State Chapter of the National Wild Turkey Federation. Up to 25 percent of proceeds may be used for marketing of the plate, administrative costs, and promotion and education regarding Florida's hunting heritage. At least 75 percent of proceeds are to be used to fund programs and projects within the state that promote conservation or improve or increase turkey wildlife habitat.

### **National Wild Turkey Federation**

The National Wild Turkey Federation was founded in 1973. The organization is dedicated to the conservation of wild turkey habitat and preserving hunting heritage. According to its website, the organization has invested \$488 million in its mission, and has improved more than 17 million acres of wildlife habitat.<sup>48</sup> The Florida State Chapter of the organization is made up of officers and board of directors from local chapter members, and has a focus on local events and conservation projects around the state.<sup>49</sup>

### ***Ducks Unlimited License Plate***

Annual use fees will be distributed to Ducks Unlimited, Inc., to support the organization's mission and efforts for the conservation, restoration, and management of Florida wetlands and associated habitats for the benefit of waterfowl, other wildlife, and people. Up to 5 percent of proceeds may be used for administrative costs and marketing of the plate.

### **Ducks Unlimited, Inc.**<sup>50</sup>

Ducks Unlimited, Inc., is a non-profit and volunteer-based organization whose mission is to conserve, restore, and manage wetlands and associated habitats for North America's waterfowl. According to the Ducks Unlimited website, it is the world's largest and most effective waterfowl and wetlands conservation organization. The organization currently has habitat projects in all 50 states, every Canadian province, and key areas of Mexico.

### ***Dogs Making a Difference License Plate***

Annual use fees will be distributed to Southeastern Guide Dogs, Inc., for the training and promotion of dogs for use by veterans and citizens who are blind. Up to 10 percent of proceeds may be used for administrative costs and marketing of the plate.

### **Southeastern Guide Dogs, Inc.**<sup>51</sup>

Southeastern Guide Dogs, Inc., is a non-profit organization located in Palmetto, Florida. The organization is accredited by the International Guide Dog Federation and Assistance Dogs International. It was founded in 1982, and employs "the latest in canine development and behavior research to create and nurture partnerships between visually impaired individuals and extraordinary guide dogs." According to its website, Southeastern Guide Dogs has matched over 2,800 guide dogs with individuals, and continues to place more than 100 dogs each year to help

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<sup>48</sup> See National Wild Turkey Federation website, <http://www.nwtf.org/about/know-us/our-history> (last visited Feb. 4, 2016).

<sup>49</sup> See Florida State Chapter of the National Wild Turkey Federation website, <http://www.floridanwtf.org/about.aspx> (last visited on Feb. 4, 2016).

<sup>50</sup> See Ducks Unlimited website, <http://www.ducks.org/> (last visited Feb. 4, 2016).

<sup>51</sup> See Southeastern Guide Dogs website, <http://www.guidedogs.org/> (last visited Feb. 4, 2016).

people with visual impairments, and veterans. The charity provides its services free of charge and receives no government funding.

***Educate Engage Empower License Plate***

Annual use fees are distributed to the Circuelle Foundation, Inc. Of the proceeds:

- Up to 10 percent may be used to market and promote the plate;
- Up to 10 percent may be used for administrative costs;
- 20 percent is to support breast cancer research; and
- The remainder is for Circuelle Foundation’s programs, services, and activities to educate women about the risk factors of breast cancer and importance of breast health awareness.

Circuelle Foundation, Inc.<sup>52</sup>

This non-profit organization was founded in 2013, with a mission to “empower and educate women to know their breasts, support healthy breast rituals, and feel comfortable with their body”. The foundation promotes healthy body image and breast health education, and donates mammograms, ultrasounds, and imagery for women with limited financial resources.

***Diabetes Awareness License Plate***

Annual use fees are remitted to the Department of Health to be distributed. Of the fees:

- 35 percent is retained by the Department of Health for diabetes-specific health services for state residents, of which up to 10 percent may be used for administrative and marketing expenses;
- 35 percent is distributed to the Florida American Diabetes Association, Inc., for scholarships in the health fields, promote health and wellness among minority populations, and diabetes awareness based on identified needs. Up to 5 percent of this amount may be used for administrative expenses; and
- 30 percent is distributed to LIFT Health Organization, Inc., for grants to promote community engagement; education, scholarships, and research; and provide medical bracelets to persons with diabetes. Up to 5 percent of this amount may be used for administrative and marketing expenses.

Florida American Diabetes Association, Inc.

At the time of publication, staff was unable to find information about or a corporate filing for this organization. It is unclear if the organization is affiliated with the American Diabetes Association<sup>53</sup>.

LIFT Health Organization, Inc.<sup>54</sup>

L.I.F.T. (Life Is Full of Truth) Health Organization aides in creating solutions for health issues and lifestyle inadequacies.

<sup>52</sup> See Circuelle Foundation website, <https://www.circuellefoundation.org/about.html> (last visited Feb. 4, 2016).

<sup>53</sup> American Diabetes Association website, <http://www.diabetes.org/about-us/> (last visited Feb. 4, 2016).

<sup>54</sup> See LIFT Health Org. website, <http://www.lifthealth.org/> (last visited Feb. 4, 2016).

### ***Rotary License Plate***

Annual use fees are distributed to the Community Foundation of Tampa Bay, Inc., who distributes the funds as follows:

- Up to 10 percent for administrative costs and for marketing the plate;
- 10 percent to Rotary's Camp Florida for direct support to all programs and services provided to special needs children who attend the camp; and
- The remainder to each Rotary district in the state in support of Rotary youth programs in Florida.

### **Rotary's Camp Florida**<sup>55</sup>

Rotary's Camp Florida is a non-profit organization providing camping facilities to children and adults with special needs. The facility is a 21-acre camp located in Brandon, Florida, which provides user groups with clean, safe, and barrier-free camping. The facility meets the full standards of the Americans with Disabilities Act. Half of the cost to rent the camp is paid by the disability user group and half is subsidized by Rotary Clubs throughout Florida. There is no charge to a child attending the camp.

### **Rotary Club**<sup>56</sup>

Rotary is a 1.2 million-member, international organization dedicated to service. Rotary clubs bring together individuals to exchange ideas, build relationships, and take action. There are numerous Rotary clubs throughout the state.

### ***Tampa Bay Rowdies License Plate***

The Tampa Bay Rowdies is an American professional soccer team.<sup>57</sup> The Rowdies are part of the NASL, and play home games in St. Petersburg, Florida. The team was originally established in 1975 and won the NASL Soccer Bowl in its inaugural year. It was reestablished in 2008, began playing in 2010, and won the NASL Soccer Bowl Championship in 2012.

Annual use fees are provided as specified for Florida Professional Sports Team license plates.

### ***Margaritaville License Plate***

Annual use fees will be distributed to the Singing for Change Foundation for the organization's programs that focus on developing creative and sustainable communities through educational, economic, and cultural projects that will improve the quality of life in Florida. Up to 10 percent of the proceeds may be used for promotion and marketing of the plate.

### **Singing for Change Foundation**<sup>58</sup>

Singing for Change is a private foundation established by Jimmy Buffet in 1995. \$1 of every Jimmy Buffet concert ticket goes to the Foundation. Its mission is to fund organizations that bring about positive change, focusing on grassroots organizations that rely heavily on volunteer

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<sup>55</sup> See Rotary's Camp Florida website, <http://www.rotaryscampflorida.org/> (last visited Feb. 4, 2016).

<sup>56</sup> See Rotary website, <https://www.rotary.org/en> (last visited Feb. 4, 2016).

<sup>57</sup> See Tampa Bay Rowdies website, <http://www.rowdiessoccer.com/> (last visited Feb. 4, 2016).

<sup>58</sup> See Singing for Change website, <http://www.singingforchange.org/about.html> (last visited Feb. 4, 2016).

efforts. The foundation has disbursed almost \$9 million in grants. According to its website, the foundation looks for groups:

- Working to engage individuals in their communities;
- Helping people realize their full potential and become self-sufficient; and
- Creating lasting change in the communities they serve.

### **Changes to Existing Specialty Plates**

#### ***Conserve Wildlife License Plate***

The bill modifies the use of annual fees from the sale of the Conserve Wildlife specialty plates.<sup>59</sup> The bill allows the specialty plate revenue to be used by the Fish and Wildlife Conservation Commission to provide bear-resistant residential garbage containers.

#### ***In God We Trust License Plate***

The distribution and use of annual use fees of the In God We Trust specialty plate<sup>60</sup> are modified to allow a *maximum* of 10 percent of annual use fees to be used to offset marketing, administration, and promotion of the plate. The bill repeals provisions requiring the fees to be used for the children of public safety employees and U.S. military members who have died in the line of duty who are not covered by existing law. Instead, the fees will be used to address the needs of military service members and public safety employees, their spouses and dependents, in addition to uses already in statute.

#### ***Share the Road License Plate***

The bill decreases the amount of annual use fees from the Share the Road plate for marketing and promotion of the concept and plate, from up to 25 percent to up to 15 percent. It removes the Florida Bicycle Association, Inc., from receiving funds from the sale of the plate, and requires Bike Florida, Inc., to use up to 25 percent of annual use fees for the marketing and promotion of Bike Florida Tours. The bill also adds that Bike Florida must use the remaining funds to give an annual presentation on bicycle and motorist safety in North, Central, and South Florida, and use funds for the promotion of safe bicycling as well as uses already in statute.

### **Florida Professional Sports Team License Plates**

The bill adds the North American Soccer League to the Florida Professional Sports Team license plates for the purpose of adding two NASL teams: The Jacksonville Armada Football Club and Tampa Bay Rowdies.

### **Effective Date and Contingency Clause**

The bill takes effect October 1, 2016, if SB 1390 or similar legislation is adopted this session or an extension thereof and becomes law.

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<sup>59</sup> Section 320.08058(24), F.S.

<sup>60</sup> Section 320.08058(66), F.S.

SB 1390 increases the minimum pre-sale requirement for specialty plates from 1,000 plates to 4,000. If both bills become law, all proposed specialty plates within this bill must sell 4,000 pre-sale vouchers within the 24-month pre-sale period to be manufactured.

**IV. Constitutional Issues:**

A. Municipality/County Mandates Restrictions:

None.

B. Public Records/Open Meetings Issues:

None.

C. Trust Funds Restrictions:

None.

**V. Fiscal Impact Statement:**

A. Tax/Fee Issues:

None.

B. Private Sector Impact:

Individuals who choose to purchase a specialty license plate created in the bill will pay a \$25 annual use fee in addition to appropriate license taxes and fees. The organization designated to receive those fees, after retention of funds by the DHSMV to defray departmental expenditures, will receive revenue from each purchase.

C. Government Sector Impact:

According to the DHSMV, the cost for the minimum required number of each specialty license plate to be designed and manufactured is \$11,280. In addition, the DHSMV will also have programming costs to develop all new specialty license plates. The DHSMV is authorized to retain revenues from the first proceeds of specialty license plate sales to defray departmental expenditures related to the specialty license plate program.<sup>61</sup>

**VI. Technical Deficiencies:**

None.

**VII. Related Issues:**

None.

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<sup>61</sup> Section 320.08056(7), F.S.

**VIII. Statutes Affected:**

This bill substantially amends the following sections of the Florida Statutes: 320.08056 and 320.08058.

**IX. Additional Information:**

A. **Committee Substitute – Statement of Changes:**

(Summarizing differences between the Committee Substitute and the prior version of the bill.)

None.

B. **Amendments:**

None.

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This Senate Bill Analysis does not reflect the intent or official position of the bill's introducer or the Florida Senate.

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