

By Senator Perry

8-01097-20

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1 A bill to be entitled
2 An act relating to fees; amending s. 320.08053, F.S.;
3 requiring an organization that seeks authorization to
4 establish a new specialty license plate for which an
5 annual use fee is to be charged to submit to the
6 Department of Highway Safety and Motor Vehicles an
7 application fee, subject to certain requirements;
8 amending s. 320.08056, F.S.; requiring requests for
9 certain specialty license plates to include an annual
10 use fee of a specified amount unless the amount is
11 otherwise specified for a particular plate; providing
12 a contingent effective date.

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14 Be It Enacted by the Legislature of the State of Florida:

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16 Section 1. Paragraph (b) of subsection (1) of section
17 320.08053, Florida Statutes, as amended by SB __, 2020 Regular
18 Session, is amended to read:

19 320.08053 Requirements for requests to establish specialty
20 license plates.—

21 (1)(b) An organization that seeks authorization to
22 establish a new specialty license plate for which an annual use
23 fee is to be charged must submit to the department, at a
24 minimum:

25 1. A request for the particular specialty license plate
26 being sought which describes the proposed specialty license
27 plate in specific terms, including the proposed art design for
28 the specialty license plate. The proposed art design must be in
29 a medium prescribed by the department, must conform to the

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30 specifications set by the department and this chapter, and must
31 be in substantially final form.

32 2. A marketing strategy outlining short-term and long-term
33 marketing plans for the requested specialty license plate and a
34 financial analysis outlining the anticipated revenues and the
35 planned expenditures of the revenues to be derived from the sale
36 of the requested specialty license plate.

37 3. An application fee, not to exceed \$60,000, to defray the
38 department's cost for reviewing the application and developing
39 the specialty license plate if authorized.

40 Section 2. Paragraph (d) of subsection (3) of section
41 320.08056, Florida Statutes, is amended to read:

42 320.08056 Specialty license plates.—

43 (3) Each request must be made annually to the department or
44 an authorized agent serving on behalf of the department,
45 accompanied by the following tax and fees:

46 (d) Unless the amount of an annual use fee is otherwise
47 specified ~~A license plate annual use fee as required in~~
48 ~~subsection (4) for a particular specialty license plate, an~~
49 ~~annual use fee of \$25 for any specialty license plate that is~~
50 ~~approved by the department to be developed pursuant to s.~~
51 320.08053.

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53 A request may be made any time during a registration period. If
54 a request is made for a specialty license plate to replace a
55 current valid license plate, the specialty license plate must be
56 issued with appropriate decals attached at no tax for the plate,
57 but all fees and service charges must be paid. If a request is
58 made for a specialty license plate at the beginning of the

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59 registration period, the tax, together with all applicable fees
60 and service charges, must be paid.

61 Section 3. This act shall take effect October 1, 2020, but
62 only if SB __ or similar legislation takes effect, if such
63 legislation is adopted in the same legislative session or an
64 extension thereof and becomes a law.