

SENATE STAFF ANALYSIS AND ECONOMIC IMPACT STATEMENT

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

BILL: SB 1630

SPONSOR: Senator Silver

SUBJECT: Specialty License Plates

DATE: April 13, 2001

REVISED: 4/17/01

	ANALYST	STAFF DIRECTOR	REFERENCE	ACTION
1.	<u>Vickers</u>	<u>Meyer</u>	<u>TR</u>	<u>Fav/1 amendment</u>
2.	<u> </u>	<u> </u>	<u>CM</u>	<u> </u>
3.	<u> </u>	<u> </u>	<u>FT</u>	<u> </u>
4.	<u> </u>	<u> </u>	<u>AGG</u>	<u> </u>
5.	<u> </u>	<u> </u>	<u>AP</u>	<u> </u>
6.	<u> </u>	<u> </u>	<u> </u>	<u> </u>

I. Summary:

This bill directs the Department of Highway Safety and Motor Vehicles to issue a Florida Golf license plate. In addition to applicable motor vehicle registration taxes and fees, a \$25 annual use fee will be charged for this new specialty license plate.

Annual use fees for the license plate are to be distributed to the Tee Off For Opportunity Trust Fund of the Dade Amateur Golf Association. The Tee Off For Opportunity Trust Fund shall utilize the fees to fund amateur and junior golf programs at public and/or private golf courses and other municipal, county, civic, or school programs in communities across the state.

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

II. Present Situation:

Currently, s. 320.08053, F.S., establishes certain requirements to establish specialty license plates. An organization seeking the establishment of a new specialty license plate must adhere to the following guidelines:

- Submit a request for the particular license plate with a description of the proposed plate in general terms.
- Submit the results of a scientific sample survey of Florida motor vehicle owners that indicates at least 15,000 motor vehicle owners intend to purchase the proposed specialty license plate at the increased costs.

- Submit an application fee, not to exceed \$60,000, to defray the Department's cost for reviewing the application and developing the specialty license plate, if authorized.
- Submit a marketing strategy outlining both the short and long term marketing plans and a financial analysis outlining the anticipated revenue and the planned expenditures of the requested specialty license plate.

The above documentation and fees must be submitted at least 90 days before the convening of the next regular session of the Florida Legislature. If a specialty license plate is approved by law, the organization must submit a proposed art design for the specialty plate to the Department no later than 60 days after the act becomes a law. If the specialty license plate is not approved by the Legislature, then the application fee shall be refunded to the requested organization.

Section 320.08056, F.S., provides the Department is responsible for developing the specialty license plates and must begin production and distribution within one year after approval of the specialty license plate by the Legislature. Specialty license plates must bear the design required by law for the appropriate specialty plate, and the designs and colors must be approved by the Department. In addition, the specialty license plate must bear the imprint of numerals from 1 to 999, inclusive, capital letters "A" through "Z", or a combination thereof. The word "Florida" must appear at either the top or the bottom of the plate, depending upon the design and may bear an appropriate slogan.

The Department is authorized to annually retain the first proceeds derived from the annual use fees collected in an amount sufficient to defray each specialty plates pro rata share of the Department's costs directly related to issuing the specialty license plate.

On February 28, 2001, the Department indicated the applicant for the Florida Golf license plate (the Dade Amateur Golf Association) had complied with the statutorily prescribed application requirements.

III. Effect of Proposed Changes:

This bill directs the Department to issue a Florida Golf license plate. In addition to applicable motor vehicle registration taxes and fees, a \$25 annual use fee will be charged for this new specialty license plate.

Annual use fees for the Florida Golf license plate are to be distributed to the Tee Off For Opportunity Trust Fund of the Dade Amateur Golf Association (DAGA). The Tee Off For Opportunity Trust Fund must use the fees to fund amateur and junior golf programs at public or private golf courses and other municipal, county, civic, or school programs that provide youth access to golf in the state. The fees must be used as follows:

- 10 percent will be disbursed to DAGA to administer the Tee Off For Opportunity project statewide, including administrative costs.
- 15 percent will be disbursed to DAGA to market the Florida Golf license plate.

- 60 percent will be distributed to the Tee Off For Opportunity Trust Fund to fund amateur and junior golf programs, tournaments, and events statewide.
- 15 percent will be disbursed to DAGA to operate its existing junior golf program, clinics, summer camps, and tournaments.

IV. Constitutional Issues:

A. Municipality/County Mandates Restrictions:

None.

B. Public Records/Open Meetings Issues:

None.

C. Trust Funds Restrictions:

None.

V. Economic Impact and Fiscal Note:

A. Tax/Fee Issues:

None.

B. Private Sector Impact:

Persons who apply for the Florida Golf license plate would have to pay \$25 for the annual use fee.

A portion of the revenues generated through the sale of the Florida Golf license plate will be disbursed to private entities for the purposes authorized in the bill.

C. Government Sector Impact:

Current law provides an application fee, not to exceed \$60,000, be paid to the Department to defray the administrative costs of reviewing and developing the new specialty license plate. The Department has indicated that \$60,000 has been collected from the applicant to defray these costs. This fee will be refunded if the license plate is not approved by the Legislature.

The Department estimates administrative and design costs to be approximately \$60,000 per specialty license plate authorized. Any additional cost of issuing the license plate will be retained from the first proceeds derived from the annual use fees as provided in s. 320.08056(7), F.S.

VI. Technical Deficiencies:

None.

VII. Related Issues:

None.

VIII. Amendments:

#1 by Transportation:

Permits the Dade Amateur Golf Association (DAGA) in consultation with the PGA TOUR, the Florida Sports Foundation, the LPGA, and the PGA of America to participate in the design of the license plate;

Requires the proceeds from the license plate to be distributed to the Florida Sports Foundation;

Requires the first \$80,000 be distributed to the DAGA to operate youth golf programs and thereafter, 15 percent to DAGA to operate youth golf programs in Miami-Dade County, 5 percent to the Florida Sports Foundation for administering the program, and the remaining 80 percent for grants to non-profit organizations to operate youth programs;

Requires the Florida Sports Foundation to establish a Florida Youth Golf Program and an advisory committee; and

Requires all grants recipients, including DAGA, to provide an annual program and financial report to the Florida Sports Foundation regarding the use of grant funds. (WITH TITLE AMENDMENT)