

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: CS/SB 624
SPONSOR: Transportation Committee and Senator Silver
SUBJECT: Specialty License Plates
DATE: February 13, 2002 REVISED: _____

	ANALYST	STAFF DIRECTOR	REFERENCE	ACTION
1.	Vickers	Meyer	TR	Favorable/CS
2.	_____	_____	CM	_____
3.	_____	_____	FT	_____
4.	_____	_____	AGG	_____
5.	_____	_____	AP	_____
6.	_____	_____	_____	_____

I. Summary:

This CS requires the Department of Highway Safety and Motor Vehicles (DHSMV) to issue a Florida Golf license plate. In addition to the usual specialty license plate fees, a \$25 annual use fee will be charged for this new specialty license plate.

The CS directs DHSMV to distribute the proceeds from the plate to the Florida Sports Foundation, a direct support organization of the Office of Tourism, Trade, and Economic Development, to be allocated as follows: (1) up to 5 percent may be used for administrative purposes; (2) during the first year of issuance, the first \$80,000 is to be distributed to the Dade Amateur Golf Association (DAGA) to operate youth golf programs, and thereafter 15 percent for the operation of youth golf programs in Miami-Dade County; and (3) the remaining proceeds are to be distributed in the form of grants to non-profit organizations for the operation of youth golf programs.

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

II. Present Situation:

Section 320.08053, F.S., establishes requirements that organizations or agencies must meet in order to create a new specialty license plate. Current law requires that specified information and an application fee be submitted to DHSMV prior to requesting legislative approval for a specialty plate. Information required to be submitted includes:

- The results of a scientific sample survey indicating that at least 15,000 motor vehicle owners intend to purchase the proposed specialty license plate at the increased cost.

- An application fee, not to exceed \$60,000, to defray DHSMV's cost for reviewing the application and developing the license plate, if authorized.
- A marketing plan and financial analysis of anticipated revenues and expenditures.

Once a specialty license plate has been approved by the Legislature, s. 320.08056, F.S., establishes uniform requirements for all specialty license plates, including taxes, fees, and design characteristics. Section 320.08058, F.S., specifies the individual requirements and distribution of annual use fees for approved specialty plates.

On October 31, 2001, DHSMV reported that the Dade Amateur Golf Association had successfully completed its application for the Florida Golf license plate, and has complied with all statutorily prescribed requirements.

III. Effect of Proposed Changes:

The CS requires the DHSMV to issue a Florida Golf license plate. The Dade Amateur Golf Association (DAGA), in consultation with the PGA TOUR, the Florida Sports Foundation, the LPGA, and the PGA of America will be permitted to participate in the design of the license plate. In addition to the usual specialty license plate fees, a \$25 annual use fee will be charged for this new specialty license plate.

Proceeds from the license plate will be distributed to the Florida Sports Foundation as administrator of the program. The foundation will then direct the distribution of the proceeds, distributing the first \$80,000 to DAGA during the first year of issuance to operate youth golf programs, and thereafter, fifteen percent to DAGA to operate youth golf programs in Miami-Dade County, five percent to the Florida Sports Foundation for administering the program, and the remaining eighty percent for grants to non-profit organizations to operate youth programs.

In addition, the Florida Sports Foundation is required to establish a Florida Youth Golf Program, and a seven-member advisory committee to advise the Foundation on the distribution of grants funded from the specialty plate's proceeds. One member must be selected from a group serving youth, and another member must be selected from a group serving disabled youth. The remaining members are selected at large. All grant recipients, including DAGA, must provide an annual program and financial report to the Florida Sports Foundation regarding the use of grant funds.

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:

Persons electing to purchase the Florida Golf specialty plate would pay a \$25 annual use fee.

B. Private Sector Impact:

Proceeds from the license plate will be distributed to the Florida Sports Foundation as administrator of the program. The foundation will then direct the distribution of the proceeds, distributing the first \$80,000 to DAGA during the first year of issuance to operate youth golf programs, and thereafter, fifteen percent to DAGA to operate youth golf programs in Miami-Dade County, five percent to the Florida Sports Foundation for administering the program, and the remaining eighty percent for grants to non-profit organizations to operate youth programs.

C. Government Sector Impact:

Section 320.08053(1)(c), F.S., states that an application fee may not exceed \$60,000. This fee will be paid to DHSMV to defray the costs of reviewing the application and developing the specialty license plate.

DHSMV estimates that it will incur \$59,400 in costs associated with the development and issuance of this specialty license plate. More specifically, DHSMV will incur \$15,000 in personnel costs, \$7,560 in computer programming costs, and \$36,900 in license plate costs. Specialty license plates cost DHSMV \$2.46 each under the current contract. A minimum order of 15,000 plates is required.

VI. Technical Deficiencies:

None.

VII. Related Issues:

None.

VIII. Amendments:

None.