



CREATING A NEW FLORIDA SPECIALTY LICENSE PLATE

10/23/2018

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Approximately 45 proposed specialty license plates have failed to pass.

During the 2014 Legislative Session, the Florida Legislature extended a moratorium passed by the 2008 Legislature on the prohibition of creating of any new specialty plates to **July 1, 2016**. This bill also revised the requirements for requesting the approval of a specialty license by replacing the scientific sample survey of 30,000 Florida motor vehicle owners and an application fee of \$60,000.00 with a pre-sale voucher, requiring the pre-sale of 1,000 vouchers at \$30.00, after legislative approval.

In 2008, 5 new plates were created. Florida Tennis, Lighthouse Association, In God We Trust, Horse Country and autism.

During the moratorium, 17 new plates were enacted, 15 of which were able to complete the pre-sell.

The last 4 plates to be created by the legislature, effective 2014, were Fallen Law Enforcement Officers, Florida Sheriff's Association, Kaiser University and Moffitt Cancer Center.



In 2017 there were a total of 123 specialty license plates. Fallen Law Enforcement Officers (ranked 59) sold 6,950, Florida Sheriff's Association (ranked 76) sold 3,891, Moffitt Cancer Center (ranked 106) sold 1,235, and Kaiser University (ranked 118) sold 275.

American Red Cross, Clearwater Christian College, Donate Organs, Pass it On, Hispanic Achievers and St. John's River specialty license plates have been de-listed for lack of sales in 2015/2016. Support Soccer has been de-listed in 2018 due to the sponsoring charity dissolving.

The only way to create a new specialty plate now is to get a legislative bill sponsor and get a bill passed. Once passed, the DMV will require the design to their specifications and the voucher pre-sell of 1,000, as referenced in the document below.



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