



November 25, 1998

Ms. Gayle Christy-Jones, Assistant Bureau Chief
Titles and Registration, Division of Motor Vehicles
Department of Highway Safety and Motor Vehicles
2900 Apalachee Parkway, Room A334
Tallahassee, Florida 32399

Dear Ms. Christy Jones:

Please accept this letter as our request to establish a new Wildflower Speciality License Plate. Pursuant to Section 320.08, Florida Statutes, we have enclosed the following:

- copy of the draft bill which describes the proposed speciality license plate in general terms.
- a petition, on a form approved by your department, signed by 10,000 or more residents who state their intent to purchase the requested speciality license plate.
- an application fee to defray your department's cost for reviewing the application and developing the speciality license plate. (Copy of the Journal Transfer attached)
- a marketing strategy outlining short-term and long-term marketing plans for the requested speciality license plate and a financial analysis outlining the anticipated revenues and the planned expenditures of the revenues to be derived from the sale of the requested license plate.
- An art design layout

If you have any questions, please contact Mr. Gary L. Henry, L.A., in our Environmental Management Office at 922-7210.

Sincerely,

Thomas F. Barry, Jr.
Secretary

TB/gh

cc: Florida Federation of Garden Clubs, Inc., Keep Florida Beautiful, Inc., Florida Chapter/American Society of Landscape Architects, Inc., Governor's Office, U of F, IFAS, Think Beauty Foundation, Florida Department of Environmental Protection, Florida League of Cities, Florida Association of Counties

A Bill to be entitled
An act relating to specialty license plates;
amending s 320.08056, F.S. providing for the
development of a Florida Wildflower License Plate;
providing for an annual use fee; amending s 320.08058, F.S.;
providing for the design of a Florida Wildflower License plate;
providing for the expenditure of use fees; providing an effective date.

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

Section 1. Paragraph (t) is added to subsection (4) of section 320.08056, Florida Statutes, to read:
320.08056 Speciality license plate,--

(4) The following license plate annual use fee shall be collected for the appropriate speciality license plates:

(t) Florida Wildflower license plate, \$15.

Section 2. Subsection (20) is added to section 320.08058, Florida Statutes, to read:
320.08058 Speciality license plates,--

(20) FLORIDA WILDFLOWER LICENSE PLATES,--

(a) The Department of Highway Safety and Motor Vehicles shall develop a Florida Wildflower license plate. The Florida Wildflower license plate must bear the colors and design approved by the Department. The word "Florida" must appear at the top of the plate design and the words "State Wildflower" and "Coreopsis" must appear at the bottom of the plate design.

(b) The proceeds of the Florida Wildflower license plate annual use fees must be deposited in the wildflower account as established by Keep Florida Beautiful, Inc., the non-profit organization as created in s. 403.4131. The wildflower license plate annual use fees will be used to establish native Florida wildflower research programs, wildflower educational programs and wildflower grant programs to city, county and community based groups in Florida. No more than 10% of the revenue may be used for administration costs.

Section 3. Subsection (11) is added to section 403.4131, Florida Statutes to read: There shall be created within Keep Florida Beautiful, Inc., a Wildflower Advisory Council consisting of a maximum of nine members to direct and oversee the expenditure of the Wildflower Account. The Wildflower Advisory Council shall include a representative from the University of Florida Institute of Food and Agricultural Sciences, the Florida Department Of Transportation, and the Florida Department of Environmental Protection, the Florida League of Cities and the Florida Association of Counties. Other members of the committee may include representatives from The Florida Federation of Garden Clubs, Inc., Think Beauty Foundation, the Florida Chapter/American Society of Landscape Architects, Inc., and a representative of the Master Gardener's Program.

c). The Wildflower Advisory Council shall develop procedures of operation, research contracts, educational programs, and wildflower planting grants of Florida native wildflowers, plants and grasses. The committee shall also make the final determination on what constitutes acceptable species of wildflowers and other plantings supported by these programs.

Section 3. This act shall take effect upon becoming a law.

STATE OF FLORIDA
DEPT OF TRANSPORTATION, PURCHASING OFFICE

PURCHASE ORDER

PO NO: 5-5501-030211

ISSUE DATE: NOVEMBER 24, 1998

PO NUMBER MUST APPEAR ON ALL CORRESPONDENCE,
SHIPMENTS, AND INVOICES. SEE REVERSE SIDE FOR
ADDITIONAL TERMS AND CONDITIONS.

REFER TO: GARY HENRY
SHIP TO: DEPARTMENT OF TRANSPORTATION
ENVIRONMENTAL MGT OFFICE/MS37
605 SUWANNEE ST
TALLAHASSEE FL 32399

INVOICE TO: SAME AS "SHIP TO"
ADDRESS UNLESS
OTHERWISE NOTED
BELOW

ZZ 12345

VENDOR (NOT TRANSFERABLE)

DEPT OF HIGHWAY SAFETY & MOTOR
VEHICLES
NEIL KIRKMAN BLDG RM A414
2900 APALACHEE PKY
TALLAHASSEE FL 32399-0512

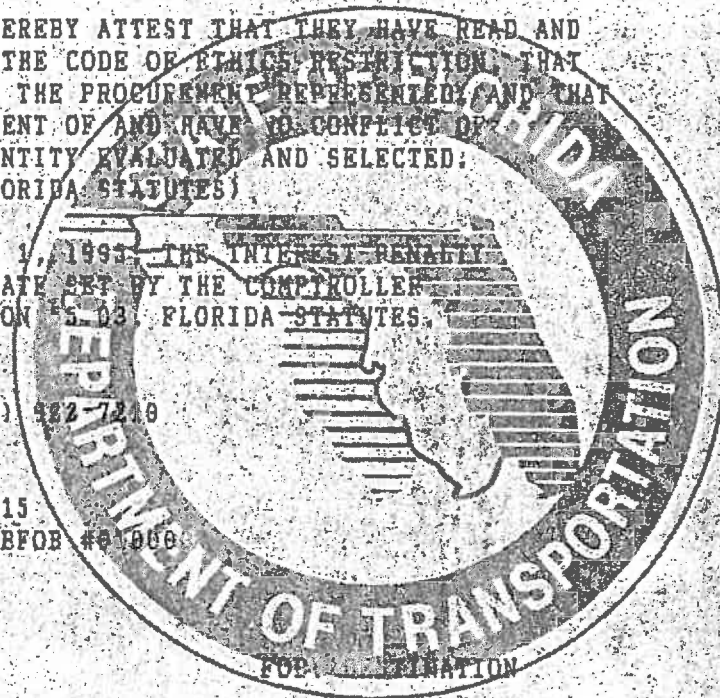
VEN#: F592870670001
CMBE: E
BID/QUOTE/CONT NO:

THE UNDERSIGNED HEREBY ATTEST THAT THEY HAVE READ AND
FULLY UNDERSTAND THE CODE OF ETHICS PROVISION THAT
THEY TOOK PART IN THE PROCUREMENT REPRESENTED AND THAT
THEY ARE INDEPENDENT OF AND HAVE NO CONFLICT OF
INTEREST IN THE ENTITY EVALUATED AND SELECTED:
(287.057 (19), FLORIDA STATUTES)

EFFECTIVE JANUARY 1, 1993, THE INTEREST PENALTY
SHALL BE AT THE RATE SET BY THE COMPTROLLER
PURSUANT TO SECTION 5.03, FLORIDA STATUTES.

INVOICE TO:
GARY HENRY (850) 422-7210

JOURNAL TRANSFER
#4880017500000000015
BFCAT #001903 BFOB #0000



STATE SALES TAX EXEMPT

FGT: FRT INCLUDED IN P

P.O. LINE	COMMODITY CODE/DESCRIPTION	QUANTITY AND UNIT	UNIT PRICE	EXTENDED TOTAL
1	570 600 000 0000 SPECIALTY LICENSE PLATE FEE (WILDFLOWER LICENSE PLATE)	1 LOT	\$30,000.000 0.000% DISC TAKEN	\$30,000

DELIVER ON OR BEFORE: 11/28/1998
PURCHASE CODE: E PRIDE/RESPECT/GOVERNMENT

CONTINUED ON

[Signature]
COST CENTER MANAGER

DATE GOODS RECEIVED

SIGNED

COST CENTER MANAGER

INVENTORY RECEIVED

INVENTORY RECEIVED

2 RECEIVING REPORT

STATE OF FLORIDA
DEPT OF TRANSPORTATION, PURCHASING OFFICE

PURCHASE ORDER

PO NO: 8-5501-030211
ISSUE PAGE: 2

ADDITIONAL CONDITIONS/INSTRUCTIONS

1909701A101 393
REQ. NO. EMO-46

TOTAL \$30,000

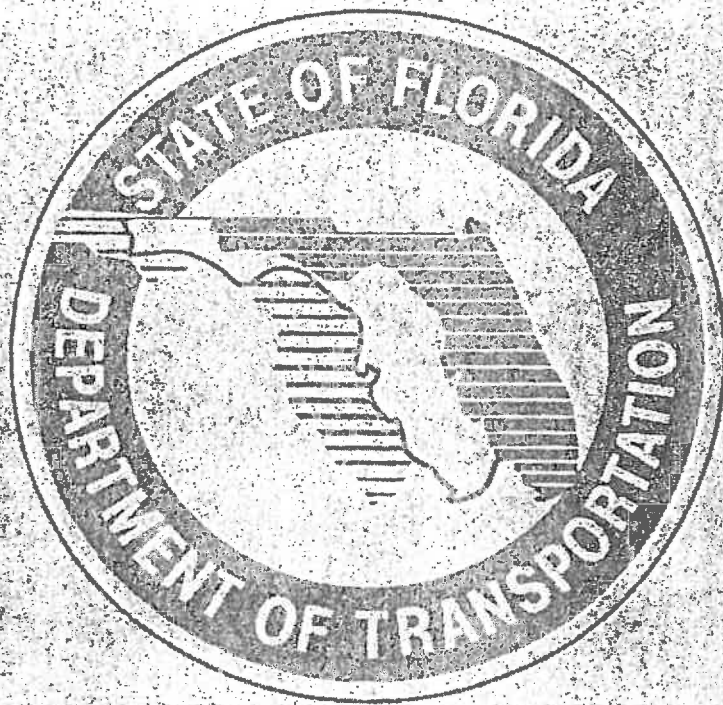
REQ NO
NONE

ORIGINATOR

P.A. / TELEPHONE
JOYCE PLUMMER

850-921-7355

---ORG. CODE---	EO VR OBJECT	ENCUMBRANCE	AMOUNT	VENDOR NO	P/O NUMB
55 40 30 00 975 11 06 139905		\$0.00	\$30,000.00	F592870670 001 S 5501 030211	



BY: *Joyce Plummer*
AS AGENT FOR THE PURCHASING OFFICE

***** END OF PURCHASE ORDER, NO LONGER VALID *****

2 RECEIVING REPORT

THE WILDFLOWER LICENSE PLATE

An Overview

The Florida Department of Transportation (FDOT) joined with the Florida Federation of Garden Clubs, Inc., Keep Florida Beautiful, Inc. (KFB), The Florida Chapter of the American Society of Landscape Architects, Think Beauty Foundation and other interested individuals and organizations in sponsoring an initiative for adoption of a Florida State Wildflower License Plate. Proceeds from plate sales would be distributed by Keep Florida Beautiful, Inc. to establish a native Florida wildflower research program, in Florida, where the requirements for raising native Florida wildflower seed can be developed and to provide education on the importance and growing requirements of our native flora. The research would foster a native seed industry in the state enabling the FDOT to purchase Florida grown seed in it's wildflower program for planting along the state highways. The planting of wildflowers in all public areas of the state through grants to cities and counties will also be a primary objective. Native Florida wildflower seed, through industry development, would be available to the general public. Special focus will be on researching varieties and techniques adapted to the north central and lower half of the Florida peninsular.

With the number of visitors and flow of new comers to the state, there is a greater need to educate our citizens and visitors about the importance of our native wildflowers and plants. The FDOT has been involved in a statewide wildflower program since the early 1960's, planting predominately as close to native varieties of wildflowers as possible. Our efforts across the northern areas of the state have greatly increased public desires to further the program into south Florida. However, only varieties grown out of state are available and do not germinate or survive well in our environment. The FDOT, has sponsored research into native wildflowers and in cooperation with the Federal Highway Administration, sponsored research into the requirements for growing Black-eyed Susan. The department cannot fund research on one species at a time and provide the results the public is desiring without direct involvement in developing a native seed industry in the state. Also, the state lands and right-of-ways are rapidly becoming some of the last vestiges of native vegetation, especially within our urban areas. As a general rule, this vegetation is given little or no importance and destroyed through development access. Educating our public on the importance of erosion and sediment control through the preservation or planting of native plants is paramount to the uniqueness that is Florida.

Marketing the Sale

To inform the general public about the availability of the Wildflower Speciality License Plate, the identified groups will produce a brochure identifying the programs the revenue from the sale of the plate will establish and the process for purchasing such a plate.

The committee established within KFB will be able to utilize KFB's existing membership to disseminate wildflower license plate information to their respective members through their member organizations.

IMPLEMENTATION OF THE FUNDS:

First Year

Develop, print and publish brochure, develop a public service announcement for distribution to all television and radio stations
Identify species for research study by year
Develop contract for research and let to low bid through University system
Develop criteria for contract growing seed
Establish clearing house for native Florida wildflower knowledge and research availability
Develop volunteer based educational programs
Develop Grant Program for cities, counties and community based groups
Develop criteria high profile plantings
Summarize an annual report to the legislature as required in s 320 FS

Second Year

Continue contract research and contract growing for identified species
Disseminate research information through University system and establish web site
Begin Grant program for cities, counties and community based groups
Summarize an annual report to the legislature as required in s 320 FS
Begin volunteer based educational programs

Third Year

Continue contract research and contract growing for identified species and include FDOT trials
Disseminate research information
Continue volunteer based educational program
Continue Grant program for cities, counties and community based groups
Summarize an annual report to the legislature as required in s 320 FS

Fourth Year

Continue Contract Research for identified species
Continue research information
Coordinate state purchase of native Florida wildflower seed with FDOT
Continue volunteer Based educational program
Continue Grant program
Summarize an annual report to the legislature as required in s 320 FS

Fifth Year

Revise and distribute a new public service announcement on the effectiveness of the license plate funds and results of findings
Continue contract research for identified species

Identify additional species for research for possible 5 year continuance of funds
Disseminate research information
Publish results of the research and the effectiveness of the program
Continue volunteer Based educational program
Continue Grant program with Cities and Counties for public properties\
Summarize an annual report to the legislature as required in s 320 FS

In Conclusion

At the end of each five year period, the KFB Wildflower Advisory Committee will evaluate the effectiveness of establishing native Florida wildflower research programs, wildflower educational programs and wildflower grant programs to city, county and community based groups in Florida, and its success in establishing a new industry in the state. Also, the Committee will publish its findings for review and dissemination.

In addition to the work outlined above, funds derived from the Florida Wildflower License Plate will be earmarked each year to ensure appropriate auditing and accounting procedures for the oversight of expended program funds.

**Financial Analysis of Anticipated Revenues
Florida Wildflower License Plate**

Ranking of Specialty License Plates in Florida in 1992-1996 by Quantity Sold

1996 Rank	License Plate Type (Yearly Fee)	Date Enacted	Quantity	\$Collected
1	Manatee (\$15)	3/90	159,732	\$2,395,990
2	Panther (\$25)	10/90	148,181	3,704,544
3	Challenger (\$15)	1/87	98,927	1,483,919
4	University of Florida (\$25)	10/87	57,601	1,440,034
5	Florida State University (\$25)	10/87	55,373	1,384,325
6	U.S. Olympic (\$15)	11/92	36,228	543,420
7	Education (\$15)	10/94	35,160	527,400
8	Florida Arts (\$20)	1/95	30,324	606,480
9	Florida Salutes Veterans (\$15)	11/89	26,837	402,555
10	University of Miami (\$25)	10/89	23,914	597,862
11	Invest in Children (\$20)	5/95	23,638	472,776
12	Indian River Lagoon (\$15)	2/95	21,915	328,737
13	Florida A & M University (\$25)	1/87	13,676	341,904
14	Miami Dolphins (\$25)	1/95	13,425	335,647
15	Orlando Magic (\$25)	1/95	10,969	274,237
16	Florida Special Olympic (\$15)	1/94	9,238	138,583
17	Jacksonville Jaguars (\$25)	6/95	6,384	159,622
18	University of Central Florida (\$25)	1/87	5,985	149,640
19	University of South Florida (\$25)	1/87	4,457	111,425
20	Florida Panthers (\$25)	1/95	4,102	102,550
21	Tampa Bay Lightning (\$25)	6/95	2,762	69,072
22	Florida International University (\$25)	1/87	1,866	46,650
23	Florida Marlins (\$25)	1/95	1,840	46,000
24	University of West Florida (\$25)	1/87	1,613	40,325
25	University of North Florida (\$25)	1/87	1,575	39,375
26	Florida Atlantic University (\$25)	1/87	1,460	36,500
27	Miami Heat (\$25)	1/95	1,163	29,075
28	Orlando Predators (\$25)	6/95	402	10,050
29	Tampa Bay Storm (\$25)	6/95	242	6,050
30	<u>Miami Hooters (\$25)</u>	<u>6/95</u>	<u>155</u>	<u>3,975</u>

Number Plates \$15 sold.....388,037
Average number of \$15 Plates.....55,434
Average Revenue for \$15 Plates(4 year Period).....\$831,515.00

Average yearly quantity expected to sell of the Wildflower License Plate...13,859
Average yearly revenue expected from the Wildflower License Plate.....\$207,885.00