

## **QUICK FACTS**

### **New specialty plate fees effective September 1, 2009 = \$33.00 (in addition to the charitable contribution of \$15-\$25):**

New plate fee: \$28.00 (was \$12.00)

New processing fee: \$5.00 (was \$2.00)

(The actual total cost to the state of issuing a title is \$2.82)

### **New fees caused 67% decrease in new specialty tag sales (69% in January 2010):**

November/December 2008 & January 2009: 81,782

November/December 2009 & January 2010: 26,670

### **Florida will lose more than \$10 million in next ten years due to reduced new specialty tag sales, caused by the new fees.**

2008 (actual): 336,097 - multiplied by old plate fee of \$12.00 = \$4,033,164.00 revenue to state.

Nov.'09-Oct '10 (estimated, based on Nov/Dec/Jan sales): 106,680 - multiplied by new plate fee of \$28.00 = \$2,987,040.00 revenue to state.

This reflects a net loss to the state of \$1,046,124.00, annually.

DMV also collects a specialty plate administrative fee directly from sales of SLP's from the organizations @ \$1.87 per plate. FY 2009-10 \$3,019,524.40 – this will also be reduced significantly if SLP sales continue to decline.

### **State agencies and nonprofits funded by plates may lose \$57 million over the next 10 years**

New issues: 2008 (actual): 336,097 - Nov '09-Oct '10 (estimated): 106,680

229,417 x \$25 = \$5,735,425 x 10 year plate life

### **Specialty plate program is a self-funded state revenue center and provides revenue to cover all expenses of its administration and additional profit to state:**

\$60,000.00 application fee is paid.

DMV specialty plate administrative fee of \$1.87 per plate

11 organizations have posted \$60,000 application fees - \$660,000.00 - which the State will have to return within 30 days if plates fail this session (due to Statutory limitation on the validity of the required scientific survey), even though DMV has worked on them for three years. Yet they could be passed and start making money for both state and charities.

### **New increased registration fees resulted in a 19.72% decrease in new vehicle registrations:**

November, December 2009 and January 2010: 340,336.

November, December 2008 and January 2009: 407,457

### **Chilling effect on Florida's economy**

Hiring freeze by DHSMV leaving 62 positions vacant. "We're not filling any positions and we're not spending any money except to buy gas, cardstock – the blank driver's license in other words, and the actual metal plates."

Sales have slowed on other items that saw fees increased, like driving records - where the customer did not have to buy and when the fees went up, they choose not to, including insurance agents and car rental companies

### **THE FIX**

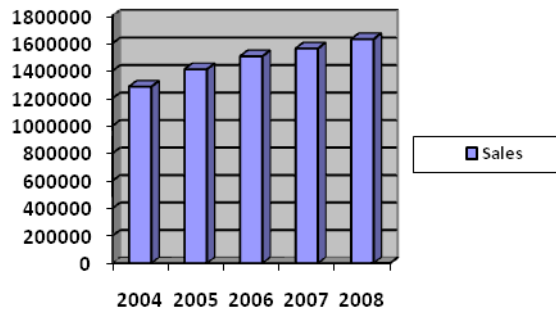
1. Revert the New Plate Fee / Plate Swap Fee to \$10 (pre-Sept 1, 2009 rate)
2. Set the Specialty Plate Processing Fee to \$2.00 (pre-Sept 1, 2009 rate)
3. Do this and the State will make many times more in revenue from SLPs than it would have made from the increased fees (and all of the agencies, organizations and colleges can start recouping the lost revenue and reinstitute valuable programs that have been canceled as a result of the decrease in revenue).

Despite the economy, specialty license plate sales continued to improve to September, 2009.

**Total Annual Sales of specialty license plates\*:**

<b>2004</b>	<b>1,284,632</b>
<b>2005</b>	<b>1,411,091</b>
<b>2006</b>	<b>1,506,081</b>
<b>2007</b>	<b>1,562,856</b>
<b>2008</b>	<b>1,630,330</b>

(\*Calendar Year, Source: DHSMV)



On September 1, 2009, the fee to acquire a new specialty plate increased to \$33.

Registration Fee Increases, effective September 1, 2009

	<b>Old</b>	<b>New</b>	<b>Increase Amount</b>
Registration Fee	\$46.10	\$71.15	\$25.05
Specialty Plate Processing Fee	\$2.00	\$5.00	\$3.00
New Plate Fee	\$12.00	\$28.00	\$16.00
Specialty Plate Fee	\$15 -\$25	\$15-\$25.00	\$0
	<b>\$75.10-\$85.10</b>	<b>\$119.25-\$129.25</b>	<b>\$44.05</b>

The increase in registration fees has already resulted in a decrease in overall sales (**1,623,487**) for 2009. There were almost **82,000** specialty tags sold in November and December 2008 and January 2009 - for those months a year later, there were only **26,670**.

New Specialty License Plate Sales:

<b>Plate</b>	<b>January 2009</b>	<b>January 2010</b>	<b>% Change</b>
University of Florida	2,562	659	-74%
FSU	1,371	321	-76%
Save the Manatee	970	190	-80%
Support Education	411	64	-84%
Marine Corps	748	274	-63%
Protect Wild Dolphins	1,111	254	-77%
Protect the Panther	1,293	228	-82%
State of the Arts	418	74	-82%
Challenger/Columbia	494	51	-90%
Invest in Children	266	33	-88%
Sea Turtles	1,358	301	-78%

*Source: Florida Department of Highway Safety and Motor Vehicles*