Another specialty license plate hits Florida's roads

Richard Tribou, Orlando Sentinel

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Florida's arsenal of specialty tags has grown by one with the addition of the Moffitt Cancer Center license plate.

The plate, one of four new ones approved by the 2014 Legislature, met its 1,000-preorder requirement earlier this year and has been shipped to tag agencies.

The plate becomes the 123rd Florida tag on the roads, although two of those, the St. Johns River and Hispanic Achievers plates, are no longer for sale.

"We hope this plate raises awareness for the center and the continued need for cancer research," said the Tampa-based center's founder H. Lee Moffitt in 2014 when the plate was headed for approval. "Revenue from the plate will go directly to funding research programs and expanding clinical trials at Moffitt. Our many grateful patients and supporters, along with our more than 4,000 employees, will have an opportunity to show their pride in our institution and support our research initiatives."

Of the tags approved in 2014, Moffitt joins a plate for Keiser University, which was made available in December after reaching its 1,000-presale requirement. The two other plates approved last year, but shy of the 1,000 plateau are for Fallen Law Enforcement Officers, which has 649 presales as of March 26, and Florida Sheriffs Association, which has 706 presales. Those two have until Sept. 30, 2016 to reach the 1,000 presale requirement.

There are also two from 2013 for the American Legion, which has 720 presales, and Big Brothers and Big Sisters, which has 342. Those two plates have only until June 30 of this year to reach the presale requirement.
If any of the plates fail to reach the presale requirement in the two-year period from which presales began, they will not be put into production.

In addition, the plates for St. Johns River Alliance, which has 30 presales, and Hispanic Achievers, which has 24 presales, have until June 30, 2016 to garner enough presales so that combined with existing plates on the road, would have 1,000 total. These two plates were given a two-year respite by the Legislature, despite falling under the state's 1,000-plate minimum to stay in production.

Seven specialty plates have been retired under this 1,000-plate threshold in the past including those for Arena Football League teams Orlando Predators and Tampa Bay Storm as well as a plate that raised money for the Girl Scouts of America.

The Moffitt plate will raise money for the center through a $25 fee that drivers pay on top of their registrations. In 2014, there were more than 1.4 million registered vehicles in the state sporting specialty tags, which cost an extra $15 or $25. The top selling plate in the state is for the University of Florida that had nearly 89,000 sales in 2014.

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