

2009 Top Selling Specialty Tags



- #1 University of Florida
- **#2 Sea Turtle Plate**
- #3 Florida State University
- #4 Dolphin Plate
- #5 Panther Plate
- #6 Manatee Plate
- #7 Marine Corps Plate
- #8 Reef Plate



Sea Turtle Grants Program Funding Summary

- **Over \$2.4 Million awarded to over 70 organizations, agencies & institutions representing 182 projects since 2001 (including 2009-2010 funding cycle).**
- **For the 2010-2011 funding cycle, over \$870,000 in funding has been requested.**
- **We anticipate being able to award \$250,000 in 2010.**
- **\$20,000 Emergency Fund will be depleted because of cold-stun event; should be able to replace those funds this year.**



Specialty Plate Sales Impacted by Fee Increases

- In September 2009, standard fees for renewing vehicle registrations increased by over 60%.
- New sales of all Specialty Plates dropped by about 70%
- Sea Turtle Plate was averaging 1,200 new sales each month. It now averages 320 per month (better than most).
- Renewal rate for existing tags is also dropping.
- 2008 Total Sea Turtle Plate sales = 79,091
- 2009 Total Sea Turtle Plate sales = 76,804 (-2,287)
- Funding is vital to the FWCC Marine Turtle Program & the Sea Turtle Grants Program



2010 Legislative Session Specialty Plate Issues

- Public opposition to the vehicle registration fee increase causes some legislators to consider reversing or decreasing the increase.
- Legislative committee recommends “standardizing” all specialty plates, which would drastically reduce sales.
- CCC may need turtle groups around the state to weigh-in with your local legislators about both these issues.

Disney's "Give-a-Day Get-a-Day" Program wants to let sea turtle volunteers in Florida receive a free day at a Disney theme park!

Disney Parks.com

Log on and enter zip code for the Archie Carr Refuge (32951) and sign up for CCC volunteer opportunities involving coastal cleanups around the state of Florida.

You can do the volunteer work on YOUR beaches.