



Florida's Specialty Tags to "Kid Tags"

"Take a drive anywhere in Florida, and your eyes take in a plethora of various license plate designs. Florida offers over 100 different designs for license tags, the second highest of any state in the nation."

The above quote from the News Chief tells about the popularity of state specialty tags, their creative art, and the role they play as a fund-raising source for state-wide community sector organizations.

Each state specialty tag is approved by the Florida Legislature and is distributed through local tax collector offices. These specialty tags benefit universities, public schools, environmental organizations, sports foundations, and other causes promoted by non-profit sponsoring organizations.

Back in 2002, Joe Tedder, Polk County's Tax Collector, encouraged his staff to get involved in the Great American Teach-In, where community leaders were invited into classrooms across the county. Randy Hunt, Tedder's Chief Deputy of Administration, spear-headed the effort with a visit to Valleyview Elementary School. There he presented an educational program to 5th graders that included the opportunity for the students to create their own specialty license plate artwork. Later, these "kid tags" were showcased on the Tax Collector's website www.PolkTaxes.com.

The program was a hit in the classroom. The children enjoyed designing their tags. Many of the tags were very clever and exhibited good, artistic work. Today those tags can still be seen on the Tax Collector website, www.PolkTaxes.com.

Subsequently, the Tax Collector's Office began to think of a way to let everyone in on the fun!

...And so the POLK COUNTY KIDS TAG ART PROJECT was born.

Now, into its 5th year, Kids Tag Art seeks to provide an informative classroom art project, as well as lasting representation of the children's art which can be displayed either on the front bumper of the family car or in the child's home. The project is designed to generate much-needed dollars that will come back to the Polk County Schools' Art Teachers for their use in the classroom.

The following page is a list of fun facts relating to license plates which you can share with your students.



POLK COUNTY KIDS TAG ART FUN FACTS

What are the symbols on Florida's regular license plate?
State of Florida and the Orange

Where do auto owners get there license plates?
Tax Collector's Offices

License tags must be renewed by when?
Your birthday

How much more do specialty tags cost?
It varies from \$15 - \$25; Maximum is \$25

How much money is collected for license tags each year?
\$32 Million in Polk County; \$1 Billion in the State

Which was the first specialty tag and why was it developed?
The Challenger tag; it provides funds for astronaut memorials and space research and economic development. \$ 1.1 million annual in 2004

What is the best selling specialty tag?
The Panther tag; it generated \$2.4 million in 2004-05

What are the next 5 top selling tags?
UF - \$ 2.1, FSU - \$ 1.8, Wild Dolphins - \$1.7, Manatee - \$1.5, Sea Turtle - \$1.3

How many tags are sold each year and how much money is raised?
1 Million Specialty Tags; \$29 Million Statewide

How many character spaces can you use to personalize a tag?
If the specialty tag has a center design, you can use 7 characters and a space or a dash; otherwise, only 5 characters are available.