



State Wildflower license plate history

- 1966** Lady Bird Johnson inaugurated a federal concept titled “The Beautification of America”
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- 1973** The Federal Highway Administration (FHWA) of the United States Department of Transportation established Operation Wildflower for Interstate Highways nationwide
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- 1971** The Florida Department of Transportation begins its official Wildflower Program.
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- 1987** Florida Federation of Garden Clubs (FFGC) began its initiative to collect signatures to create a State Wildflower license plate.
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- 1996** The Florida Department of Transportation (FDOT) took the lead, bringing together FFGC, Keep Florida Beautiful, the Florida Chapter of the American Society of Landscape Architects Inc., the Lt. Governor's office, the University of Florida/Institute of Food and Agricultural Sciences, Think Beauty Foundation, the Florida Department of Environmental Protection, the Florida League of Cities, and the Florida Association of Counties in sponsoring an initiative for adoption of a State Wildflower License Plate.
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- 1998** In November, the group submitted 12,000 signatures in support of the proposal along with a check for \$30,000 from the FDOT to the Florida Department of Highway Safety and Motor Vehicles, as required by law to create the plate.
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- 1999** In June, the legislation creating the State Wildflower License Plate passed. The Legislation placed the Florida Wildflower Advisory Council under Keep Florida Beautiful for utilization of its non-profit tax status.
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- 2000** In February, the Florida Cabinet approved the plate design and it went on sale.
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- 2001** In February, Florida Wildflower Foundation was established as 501(c)3 non-profit in order to receive the funds from the plate.
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- 2002** Legislation was submitted by the Senate Environmental Committee to abolish Keep Florida Beautiful, which was failing to pass license plate funds to the Wildflower Advisory Council. It redirected tag proceeds to the Florida Wildflower Foundation. Legislation did not pass.
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- 2004** Legislation again submitted by the Senate Environmental Committee to abolish Keep Florida Beautiful and redirect the proceeds from the sales of the State Wildflower license plate to the Florida Wildflower Foundation. Legislation did not pass.
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- 2006** Legislation submitted a third time by the Senate Environmental Committee to abolish Keep Florida Beautiful and redirect the proceeds from the sales of the State Wildflower license plate to the Florida Wildflower Foundation. Legislation passed and was effective as of July 1, 2007.
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- 2018** In March, with plate donations reaching a total of \$4.2 million, the Florida Wildflower Foundation submitted a redesign of the license plate for state approval.
In July, the new plate design was approved by the state.
In October, the new State Wildflower license plate design was available at tax collectors’ offices throughout the state.

