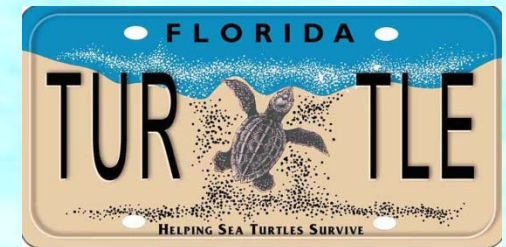


Number of Active Specialty Tags As of February 1, 2021

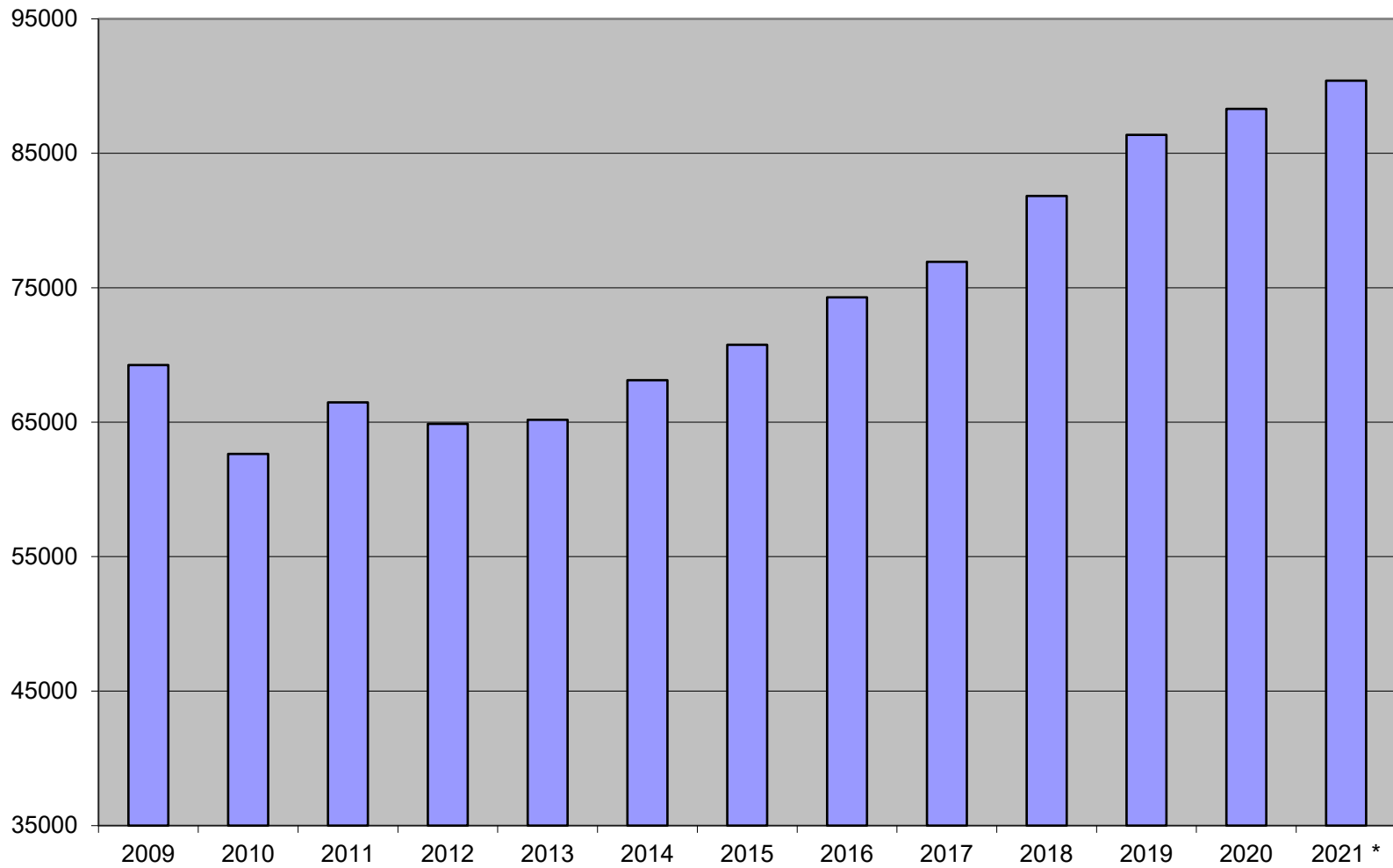
- #1 University of Florida (93,693)
- #2 Endless Summer (93,117)
- #3 Sea Turtle Plate (90,405)
- #4 Florida State (70,814)
- #5 Dolphin Plate (51,654)
- #6 Manatee Plate (47,227)
- #7 Marine Corps (47,466)
- #8 Panther Plate (40,860)



NOTE: Sales of the Sea Turtle tag increased by nearly **5,000** since this time last year.

Endless Summer took over 2nd place, but we are gaining on UF.

Sea Turtle License Plate Sales 2009 - 2021 (*February)

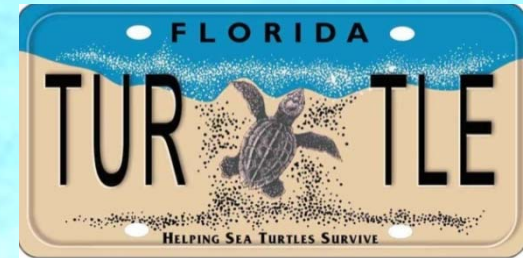




Sea Turtle Grants Program Funding Summary

- Since 2001, \$6,087,138 has been awarded to 135 organizations, agencies, counties & institutions representing 422 projects.
- For the 2021-2022 funding cycle, just over \$736,000 in funding has been requested in 36 proposals.
- An estimated \$380,000 will be awarded this cycle.
- If you have submitted a proposal, the Committee will be meeting at the end of March, and announcements will be made shortly after.

Promotional Video Campaign Ongoing



- **STC still working with Two-Head Video to produce short promotional videos featuring examples of the good work supported by the Sea Turtle Tag.**
- **Each 3-4 minute video feature a project funded by the Sea Turtle Grants Program.**



- **Videos are reaching hundreds of thousands of Floridians through sponsored social media posts (Facebook, Twitter, Instagram, etc).**
- **If you have received a Sea Turtle License Plate Grant in the last two years and would like your project featured, please contact me. Ideally, we need projects that are good visually.**



Keep
promoting the
turtle tag!



www.helpingseaturtles.org