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‘Texas flag’ specialty license plate supports the arts, ranks as best seller

AUSTIN – Texans love their flag, and they love to “wave” it on the bumpers of their cars and trucks. Since the State of the Arts “Texas flag” license plate was introduced in 1995, it has been the top seller among specialty license plates. That success has translated into more than \$3 million raised by the Texas Commission on the Arts to promote and support the arts and culture of Texas. The State of the Arts plate is the Texas Department of Transportation’s (TxDOT’s) featured specialty plate for the month of April.



“In addition to looking great on your car or truck, the State of the Arts license plate generates funds that result in educational programming, economic stimulus and the preservation of our unique Texan culture,” said Gaye Greever McElwain, director of marketing for Texas Commission on the Arts. “The State of the Arts license plate program is recognized nationally as a model public-private venture in support of the arts.”

The State of the Arts specialty plate closely resembles the Texas state flag and features a bold lone star. The words “State of the Arts” appear on the bottom of the plate in white letters on a red background. In 2004, more than 22,000 State of the Arts license plates were issued or renewed.

The State of the Arts license plate is available to motorists for a \$30 annual fee, plus \$40 if personalized, in addition to regular vehicle registration fees. Of the \$30 annual fee, \$22 is appropriated to the Texas Commission on the Arts to fund arts and cultural programs, including arts education, folk art, performing, visual and literary arts, and film.

Applications for the State of the Arts specialty license plates are available at county tax offices, on TxDOT’s Web site (www.dot.state.tx.us), or by calling the TxDOT Help Desk at (512) 465-7611 or Fax-On-Demand forms line at (888) 232-7033. Customers requesting orders for specialty license plates through the fax service should enter the code 0999 to receive the form for the license plate they are ordering.

TxDOT started its specialty license plate program in 1965. Today, there are more than 100 different plate designs, many of them benefiting a particular group, organization, college or university. Since 1994, more than \$10 million have been raised for sponsoring organizations and scholarship funds.