



Texas Department of Transportation

VEHICLE TITLES AND REGISTRATION DIVISION • AUSTIN, TEXAS 78779-0001 • (512) 465-7611

February 9, 2001

Registration and Title Bulletin # 016-01

To: All County Tax Assessor-Collectors

Subject: License Plate of the Month /State of the Arts

PURPOSE

To provide a news release to promote the State of the Arts plate, which is the featured specialty plate for February 2001.

DETAILS

As we told you in RTB #115-00 (dated December 20, 2000) we are promoting the specialty plates we offer. In an effort to increase sales, thus benefits, and generate increased public awareness for your offices and our services, we launched the "License Plate of the Month" program in January.

As the name suggests, a different specialty plate is being highlighted each month; the program started with the top seller and is working its way down (there will be exceptions to accommodate seasonal tie-ins). For February, the highlighted plate will be the State of the Arts plate, which benefits programs of the Texas Commission on the Arts.

Attached is a "shell" news release that you can customize and send to your local media, if desired. We plan to send a similar release to the capitol press and other media outlets statewide.

VTR CONTACT PERSON(S)

If you have any questions, please contact your local regional office manager; or, call Mr. Mike Viesca, VTR Public Information Officer, at (512) 302-2076. Thank you very much.

Sincerely,

Jerry L. Dike, Director
Vehicle Titles and
Registration Division

Attachment

cc: Mr. Randall Dillard, PIO
District Engineers, Attn: PIOs
John Paul Batiste, Executive Director,
Texas Commission on the Arts

FOR RELEASE, February 2001

License plates help promote the arts in Texas

People display art in their homes and offices, but Texans can go a step further by displaying art on their bumpers and help an excellent cause. The Texas Department of Transportation (TxDOT) and the (COUNTY NAME) County Tax Assessor-Collectors Office can help you obtain a colorful specialty license plate that also benefits the Texas Commission on the Arts.

“A lot of people like the State of the Arts plate because it looks like the Texas flag,” said (COUNTY TAX COLLECTOR’S NAME), (COUNTY NAME) County Tax Assessor-Collector. “It certainly gets your attention and shows you have Lone Star pride.”

Motorists can get a State of the Arts plate by applying through the county tax office, accessing TxDOT’s web site (www.dot.state.tx.us), calling TxDOT’s Fax-On-Demand forms line at 1-888-232-7033 (number 0409), or calling our TxDOT Help Desk at 512/465-7611. The license plates are manufactured by the Texas prison system in Huntsville and sent to the customer within two weeks of application. The plates are \$25 annually in addition to the regular registration fee. Of the amount charged, \$20 goes directly to the Texas Commission on the Arts to fund a variety of projects statewide. In fiscal year 1999, the program raised close to \$300,000 for the arts. John Paul Batiste, Texas Commission on the Arts Executive Director, stated the funds are for excellent causes “to strengthen arts education in public schools, particularly in underserved communities.”

Lawmakers created the State of the Arts plate in 1993, with the first set going on sale two years later. It was the first three-color license plate ever produced for TxDOT. Sales have increased steadily over the years, and they are currently being displayed on approximately 20,000 vehicles.

The (COUNTY NAME) County Tax Office is an agent for TxDOT, which started its specialty license plate program in 1965. Today, TxDOT has more than 85 different plate designs, with most of them benefiting a particular group or organization.

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For more information, call (COUNTY CONTACT PERSON’S NAME), (CONTACT PERSON’S TITLE), at (CONTACT PERSON’S PHONE NUMBER).

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STATE OF THE ARTS

