

Business Impact Estimate

Proposed ordinance's title/reference: Ord 43-25 An Ordinance of the Mayor and City Council of the City of Cape Coral, Florida, Amending the City of Cape Coral, Florida, Code of Ordinances, Chapter 12, Offenses and Miscellaneous Provisions, Article I, General Provisions, by Adding Section 12-1, "Designation of Official City Seal and Official City Logos – Prior Authorization Required; Penalties;" Providing for Codification and Resolution of Conflicting Laws; Providing for Severability and an Effective Date.

This Business Impact Estimate is provided in accordance with section 166.041(4), Florida Statutes.

1. Summary of the proposed ordinance: The Ordinance designates the official City Seal and official City Logos, delegates authority to the City Manager or their designee to designate further official City Logos, makes unauthorized use of official City Seal or official City Logos punishable by a minimum fine of \$100 and a maximum fine of \$500, and imprisonment of up to sixty days.

2. An estimate of the direct economic impact of the proposed ordinance on private, for-profit businesses in the City of Cape Coral, if any:

(a) An estimate of direct compliance costs that businesses may reasonably incur: The City does not anticipate there would be any cost of direct compliance with the Ordinance. The only possible monetary cost would be a fine for violation of the Ordinance.

(b) Any new charge or fee imposed by the proposed ordinance or for which businesses will be financially responsible: No business will be financially responsible for the Ordinance, unless a business violates the ordinance. In which case, the only charge or fee imposed would be a fine for violating the Ordinance.

(c) An estimate of the City of Cape Coral's regulatory costs, including estimated revenues from any new charges or fees to cover such costs: Any regulatory costs would be negligible and only present themselves in instances where a firm or person has violated the Ordinance. If no firm or person violates the Ordinance, there will be no new charges or fees.

3. Good faith estimate of the number of businesses likely to be impacted by the proposed ordinance: If no business uses the official City Seal or official City Logos without authorization, the number of businesses likely impacted will be zero. The number of businesses likely to be impacted will correlate precisely with the number of businesses that violate the Ordinance.

4. Additional information the governing body deems useful (if any): The City wishes to protect its intellectual property and prevent unauthorized use thereof, as it is expressly authorized to do by the Florida Legislature.