

HCS HB 967 -- State Designations

SPONSOR: Seitz

COMMITTEE ACTION: Voted "Do Pass with HCS" by the Special Committee on Tourism by a vote of 10 to 0.

The following is a summary of the House Committee Substitute for HB 967.

JOHN DONALDSON DAY (Section 9.005)

This bill designates every February 20th as "John Donaldson Day" in Missouri.

This section is identical to SB 303 (2025) and SB 1417 (2024).

EMMETT KELLY DAY (Section 9.386)

This bill designates the last Saturday of April of each year as "Emmett Kelly Day" in Missouri.

This section is identical to SB 580 (2025), HB 310 (2025) and SB 1144 (2024).

BELIEVE IN GIANA DAY (Section 9.401)

This bill designates November 13th of each year as "Believe in Gianna Day". The citizens of this State are encouraged to participate in appropriate events and activities to raise awareness for Sanfilippo syndrome, which causes Alzheimer's-like symptoms in children, and celebrates Gianna Wacker, a Missourian who has defied the odds by exceeding the life expectancy for children suffering from Sanfilippo syndrome.

This bill is the same as HB 604 (2025) and HCS HB 2580 (2024).

AMYLOIDOSIS AWARENESS DAY (Section 9.402)

This bill establishes May 8th each year as "Amyloidosis Awareness Day" in Missouri.

This section is identical to SB 304 (2025), SB 1490 (2024) and HB 2591 (2024).

LIVE ENTERTAINMENT CAPITAL (Section 10.254)

This bill designates Branson as the "Live Entertainment Capital" of Missouri.

This bill is the same as HB 109 (2025) and HB 2320 (2024).

ROCK STATION OF MISSOURI (Section 10.260)

This bill designates "KSHE 95" as the official rock station of the State of Missouri.

This bill is the same as HB 602 (2025).

TAX CREDITS FOR SPORTING EVENTS (Sections 67.3000 and 67.3005)

This bill amends a current tax credit to nonprofit organizations, described as "certified sponsors", that are active members of the Sports Events and Tourism Association. The term "certified sponsor" previously referred to nonprofit organizations that are active members of the National Association of Sports Commissions. The certified sponsor currently must supply the Department of Economic Development (DED) with eligible costs and documentation of the costs evidenced by receipts, paid invoices, event settlements, or other documentation in a manner prescribed by the Department. Eligible costs can be paid by the applicant or an entity cohosting the event with the applicant, no more than 90 days after the sporting event.

This bill requires the certified sponsor to provide a ticket sales or a box office statement verifying the total number of tickets sold for a qualifying sporting event, or, if the event was participant based, a list of all registered participants, no more than 90 days after the sporting event.

After DED receives documentation of the ticket sales or registered participants, it must issue refundable tax credits in the following manner:

- (1) An amount equal to \$6 for every admissions ticket; or
- (2) An amount equal to \$12 for every registered participant.

The Department of Revenue must pay the amount of the refundable tax credit to the applicant within 90 days of the applicant's submission of a valid tax credit certificate.

Currently, the amount of tax credits issued by the DED cannot exceed \$3 million in any fiscal year. This bill raises that amount to \$6 million. Currently, for all events located within Jackson County, St. Louis County, or St. Louis City, the total amount of tax credits issued cannot not exceed \$2.7 million in any fiscal year. This bill raises that amount to \$5.5 million.

Currently, support contracts cannot be certified by DED after August 28, 2025, provided that the support contracts may be certified on or prior to August 28, 2025, for sporting events that will be held after such date. This bill changes that date to August 28, 2031. Currently, a certified sponsor or local organizing committee can apply for a tax credit that is equivalent to 50% of the amount of an eligible donation.

Tax credits for eligible donations cannot exceed \$10 million dollars in any fiscal year. The bill lowers that amount to \$5 million dollars.

Currently, both tax credits will sunset on August 28, 2025.

This bill extends that sunset to August 28, 2031.

This bill is the similar to HB 501 (2025) and HCS HB 1483 (2024).

INCENTIVES FOR INTERSTATE BUSINESS RELOCATION (Section 135.1670)

Currently, the law establishes restrictions on economic incentives for jobs relocating from a "Kansas border county" to a "Missouri border county". This bill extends the deadline on these restrictions from August 28, 2025, to August 28, 2035.

This section is the same as HCS HB 1350 (2025).

POW/MIA CPT STEVEN N BEZOLD MEMORIAL HIGHWAY (Section 226.886)

This bill designates a portion of State Highway 19 from State Highway 94 in Montgomery County as "POW/MIA CPT Steven N Bezold Memorial Highway". The Department of Transportation will erect and maintain appropriate signs and the costs will be paid by the Department.

This section is the same as HB 1106 (2025)

OZARK HIGHLAND SPIRITS REGION (Section 226.1170)

This bill specifies that the Department of Transportation, in consultation with the Ozark Highland Distillers Guild, will erect and maintain suitable markings and signs designating the Ozark Highlands Spirits Region.

This bill is the same as HB 201 (2025) and HB 2414 (2024).

BRIDGE AND HIGHWAY DESIGNATIONS ON THE STATE HIGHWAY SYSTEM (Section 227.299)

Currently, the Missouri Highways and Transportation Commission can charge a fee to cover the costs of constructing and maintaining signs for a memorial highway or bridge designations. This bill would specify that the fee may not exceed the cost of the materials needed to construct each sign. In addition, the bill clarifies that designations honoring fallen law enforcement, members of the Armed Forces killed in the line of duty, Missouri recipients of the Medal of Honor, certain emergency personnel, and certain state employees are not required to collect signatures or pay a fee.

This bill is the same as HB 841 (2025).

SENATOR BILL FOSTER BRIDGE (Section 227.830)

This bill designates the bridge on State Highway WW that crosses over the railroad in the city of Poplar Bluff in Butler County as the "Senator Bill Foster Bridge". The Department of Transportation will erect and maintain appropriate signs with the costs to be paid by private donations.

This bill is the same as HB 37 (2025) and HB 1407 (2024).

DEPUTY MARSHAL DAVID THURMAN MEMORIAL HIGHWAY (Section 227.857)

This bill designates the "Deputy Marshal David Thurman Memorial Highway" in McDonald County. The Department of Transportation will erect and maintain appropriate signs designating such highway, with the costs to be paid by the Department of Transportation.

This bill is the same as HB 734 (2025) and HB 2461 (2024).

CORPORAL RICHARD E RUTHERFORD MEMORIAL HIGHWAY (Section 227.875)

This bill establishes the "Corporal Richard E Rutherford Memorial Highway" on the portion of State Highway 161 from CRD Meadowlark

Road continuing north to State Highway CC in Montgomery County. The Department of Transportation will erect and maintain appropriate signs with the costs to be paid by the Department of Transportation.

This section is the same as HB 64 (2024).

PFC BYRON LEA BROWN MEMORIAL HIGHWAY (Section 227.876)

This bill establishes the "PFC Byron Lea Brown Memorial Highway" on the portion of State Highway A from Hopewell Church Road continuing east to State Highway 161 in Montgomery County. The Department of Transportation will erect and maintain appropriate signs with the costs to be paid by the Department of Transportation.

This section is the same as HB 65 (2025).

LCPL KEO JOE KESHNER MEMORIAL HIGHWAY (Section 227.877)

This bill establishes the "LCPL Keo Joe Keshner Memorial Highway" on the portion of State Highway F from CRD Long Road continuing north to State Highway V in Montgomery County. The Department of Transportation will erect and maintain appropriate signs with the costs to be paid by the Department of Transportation.

This section is the same as HB 63 (2025).

POLICE OFFICER PHYLICIA CARSON MEMORIAL BRIDGE (Section 227.878)

This bill designates the bridge on U.S. Highway 54 crossing over the Grand Glaize Arm at Lake of the Ozarks in Camden County as the "Police Officer Phylricia Carson Memorial Bridge". The Department of Transportation will erect and maintain the signs, with the costs paid by the Department.

This section is the same as HB 107 (2025).

SERGEANT COLIN I ARSLANBAS MEMORIAL HIGHWAY (Section 227.879)

This bill establishes the "Sergeant Colin I Arslanbas Memorial Highway" on the portion of State Highway 364 from CST Bryan Road continuing east to State Highway K in St. Charles County. The Department of Transportation will erect and maintain appropriate signs with the costs to be paid by the Department.

This section is the same as HB 636 (2025).

LLOYD MEMORIAL HIGHWAY (Section 227.881)

This bill establishes the "Lloyd Memorial Highway" on the portion of U.S. Highway 60 from Kodiak Road continuing east to Cemetery Road in Newton County. The Department of Transportation will erect and maintain appropriate signs with the costs to be paid by private donations.

This section is the same as HB 810 (2025).

POLICE OFFICER DAVID LEE MEMORIAL HIGHWAY (Section 227.883)

This bill establishes the "Police Officer David Lee Memorial Highway" on the portion of Interstate 70 from Carrie Avenue continuing east to Adelaide Avenue in St. Louis City. The Department of Transportation will erect and maintain appropriate signs with the costs to be paid by the Department of Transportation.

This section is the same as HB 957 (2025).

TOURISM SUPPLEMENTAL REVENUE FUND (Section 620.467)

Current law establishes the Division of Tourism Supplemental Revenue Fund, and provides for appropriations to the Fund from certain tourism-related taxes. The bill repeals this language and provides that the Fund will consist of any moneys appropriated by the General Assembly and any gifts, contributions, grants, or bequests from Federal, private, or other sources.

Currently, prior to each appropriation from the Fund, the Division of Tourism must present to the Committee on Tourism, Recreational and Cultural Affairs of the House of Representatives, and to the Transportation and Tourism Committee of the Senate, a promotional marketing strategy. This bill updates the committees to the Special Committee on Tourism of the House of Representatives, and to the Economic and Workforce Development Committee of the Senate.

This section is the same as SB 555 (2025) and HB 967 (2025).

LEGACY TRAILS (Section 620.471)

This bill designates certain trails in the State as "Historic Legacy Trails of Missouri". The bill lists 29 trails in Missouri and requires at least two signs be placed along each trail denoting the trail's status as a historic legacy trail.

This section is the same as HB 510 (2025) and HCS HB 1934 (2024).

The following is a summary of the public testimony from the committee hearing. The testimony was based on the introduced version of the bill.

PROPONENTS: Supporters say that the changes make sense and should create a more efficient process. Giving funding to the Division each year is vital to the State's economy. It is an investment in the State as taxes collected from our visitors greatly outweighs the appropriation. Those taxes help to fund many necessary items in the State budget.

Testifying in person for the bill were Representative Seitz; Missouri Hotel Lodging Association; City of Branson; and Missouri Association of Convention and Visitors' Bureaus.

OPPONENTS: There was no opposition voiced to the committee.

Written testimony has been submitted for this bill. The full written testimony and witnesses testifying online can be found under Testimony on the bill page on the House website.