

HCS SCS SB 348 -- TOURISM

SPONSOR: Fitzwater

COMMITTEE ACTION: Voted "Do Pass with HCS" by the Special Committee on Tourism by a vote of 11 to 0. Voted to return to the Committee of Origin by a vote of 8 to 0.

The following is a summary of the House Committee Substitute for SB 348.

JOHN DONALDSON DAY (Section 9.005)

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

This section is the same as SB 303 (2025) and SB 1417 (2024).

LINKS, INCORPORATED DAY (Section 9.171)

This bill designates every November 9th as "Links, Incorporated Day" in Missouri.

This section is the same as SB 433 (2025).

OVARIAN CANCER AWARENESS MONTH (Section 9.234)

This bill designates September every year as "Ovarian Cancer Awareness Month" in Missouri.

This section is the same as SB 111 (2025).

EDDIE GAEDEL DAY (Section 9.292)

This bill designates every August 19th as "Eddie Gaedel Day" in Missouri.

This section is the same as SB 799 (2025) and SB 1465 (2024).

CHRIS SIFFORD DAY (Section 9.367)

This bill designates August 6th each year as "Chris Sifford Day" in Missouri.

This section is the same as SB 156 (2025) and HB 1924 (2024); sections in HCS#2 SS#2 SB 964 (2024), HCS HB 1619 (2024), and SCS HCS HB 2797 (2024), and similar to SB 584 (2023).

MICHAEL COLLINS DAY (Section 9.385)

This bill designates every October 16th as "Michael Collins Day" in Missouri in honor of Michael Collins, an Irish revolutionary, soldier, and politician.

This section is the same as SB 798 (2025).

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 the same as to SB 580 (2025), HB 310 (2025) and SB 1144 (2024).

CELIA DAY (Section 9.388)

This bill designates the second Tuesday of April of each year as "Celia Day" in Missouri. The teachers and students of the schools of this state are encouraged to observe the day with age-appropriate instruction regarding Celia and her story.

These sections are the same as sections in SB 1512 (2024), sections in SCS HCS HB 2797 (2024), and sections in HCS#2 SS#2 SB 964 (2024).

HUMAN TRAFFICKING AWARENESS WEEK (Section 9.389)

This bill designates the week in which the second Tuesday of April falls each year as "Human Trafficking Awareness Week". Citizens of this state are encouraged to participate in appropriate events and activities to promote awareness of human trafficking, victim remedies and services, trafficking prevention, and the history of slavery in our state.

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 celebrate Gianna Wacker, a Missourian who has defied the odds by exceeding the life expectancy for children suffering from Sanfilippo syndrome.

This section 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 the same as to SB 304 (2025), SB 1490 (2024) and HB 2591 (2024).

KAPPA ALPHA PSI DAY (Section 9.409)

This bill designates January 5th of each year as "Kappa Alpha Psi Day" in Missouri.

This section is the same as SCS SB 110 (2025) and similar to sections in HCS#2 SS#2 SB 964 (2024), and sections in SCS HCS HB 2797 (2024).

END NEIGHBORHOOD GUN VIOLENCE DAY (Section 9.416)

This bill designates June 17th of each year as " End Neighborhood Gun Violence Prevention Day" in honor of Preston Ja'mon "Tink" Jones, Sr.

This section is the same as SB 777 (2025) and HB 1403 (2025).

LIVE ENTERTAINMENT CAPITAL (Section 10.254)

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

This section 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 section 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 may 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 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 section 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 changes jobs to economic activities and 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 section 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 specifies that the fee may not exceed the cost of the materials needed to construct each sign. 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).

CELIA MEMORIAL HIGHWAY (Section 227.840)

This bill designates "Celia Memorial Highway" in Callaway County. Costs for the designation shall be paid by private donations.

This section is the same as sections in SB 1512 (2024), and substantially similar to sections in SCS HCS HB 2797 (2024) and sections in HCS#2 SS#2 SB 964 (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 section 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 that 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 that 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 that 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 Phylcia 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 that 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 this will bring awareness to diseases and issues in our state while also honoring famous Missourians.

Testifying in person for the bill were Senator Fitzwater; Precious Jones, Breaking Generational Poverty Foundation, Inc..

OPPONENTS: There was no opposition voiced to the committee.

OTHERS: There was no other testimony 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.