

HCS#2 SCS SB 348 -- TOURISM

SPONSOR: Fitzwater

COMMITTEE ACTION: Voted "Do Pass with HCS #2" by the Special Committee on Tourism by a vote of 9 to 0.

The following is a summary of the House Committee Substitute #2 for SB 348.

JOHN DONALDSON DAY (Section 9.005)

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

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

OVARIAN CANCER AWARENESS MONTH (Section 9.234)

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

This section of the bill 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 of the bill 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 of the bill is the same as SB 156 (2025).

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 of the bill is the same as SB 798 (2025).

EMMETT KELLY DAY (Section 9.386)

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

This section of the bill is the same as SB 580 (2025) and HB 310 (2025) .

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.

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 GIANNA DAY (Section 9.401)

This bill designates November 30th each year as "Believe in Gianna Day" in Missouri. Citizens in the State are encouraged to participate in appropriate events and activities to raise awareness of Sanfilippo Syndrome, and to celebrate Gianna Wacker.

This section of the bill is the same as HB 604 (2025).

AMYLOIDOSIS AWARENESS DAY (Section 9.402)

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

This section of the bill is the same as SB 304 (2025)

KAPPA ALPHA PSI DAY (Section 9.409)

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

This section of the bill is the same as SCS SB 110 (2025).

END NEIGHBORHOOD GUN VIOLENCE DAY (Section 9.416)

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

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

LIVE ENTERTAINMENT CAPITAL OF MISSOURI (Section 10.254)

This bill designates the City of Branson as the official "Live Entertainment Capital" for the State of Missouri.

This section of the bill is the same as HB 109 (2025).

OFFICIAL ROCK RADIO STATION OF MISSOURI (Section 10.260)

This bill designates KSHE 94.7, or "KSHE 95", as the official rock radio station of Missouri.

This section of the bill is similar to HB 602 (2025).

ROUTE 66 (Sections 226.796, 226.804 and 620.2200)

Currently, the Department of Transportation may not use State money for Route 66 signs. This bill repeals that prohibition and creates the "Route 66 Signage Maintenance and Enhancement Act of Missouri". The bill establishes the "Route 66 Maintenance and Enhancement Program" within the Department to maintain and repair existing Route 66 supplemental signage across the State. The Program can be expanded to include enhancement of the signage, including beyond rights-of-way to include county and city roads. Signs must highlight historical roadside features and comply with certain Department standards.

No later than January 31, 2026, the Department, in coordination with the Missouri Route 66 centennial commission, must establish guidelines for supplemental signage design and collaborate with counties and municipalities to implement the installation and maintenance of the signage. The replacement of existing signage and installation of new signage must be completed by May 30, 2026. The program must implement theft prevention measures for the signage.

The Department must seek guidance from the Route 66 Association of Missouri with respect to historical context and expertise on signage placement and must seek assistance from the Association on public outreach and education campaigns. The Department can establish a program to provide matching grants for local governments and organizations to address specific signage needs or enhancements within their jurisdictions. The bill also specifies that the Missouri Route 66 centennial commission can use its funds for the signage program. Currently, the Commission must submit its final report by June 30, 2027. This bill extends the date to June 30, 2030.

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

This bill designates POW/MIA CPT Steven N Bezold Memorial Highway in Montgomery County. Costs for the designation must be paid by the Department of Transportation.

This section of the bill is the same as HB 1106 (2025).

OZARK HIGHLANDS SPIRITS REGION (Section 226.1170)

This bill provides 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 of the bill is the same as HB 201 (2025), and similar to provisions in HCS#2 SS#2 SB 964 (2024), SCS SBs 1067, 1308, & 1303 (2024), SCS HCS HB 2797 (2024), HCS HB 2414 (2024), and HCS HB 2279 (2024).

FEES FOR ADMINISTRATIVELY DESIGNATED HIGHWAYS AND BRIDGES (Section 227.299)

This bill provides that the fee charged by the Highways and Transportation Commission for the 20-year administrative designation of a bridge or highway must not exceed the cost of the materials needed to construct the sign, rather than the cost of constructing and maintaining the proposed signs.

The bill also specifies that highways or bridges designated for certain first responders, military personnel, and State employees must be exempt from the requirement to submit signatures and fees, rather than excluded from this designation method.

SAM GRAVES HEART OF AMERICA BRIDGE (Section 227.503 & 227.887)

This bill renames the Heart of America Bridge, which carries Route nine over the Missouri River in Kansas City, to the "Sam Graves Heart of America Bridge". The Department of Transportation will erect and maintain appropriate signs with the costs to be paid by private donations.

This section of the bill is the same as HB 841 (2025), HB 1596 (2025), and HB 1394 (2025).

STEPHEN LEE IRVIN MEMORIAL HIGHWAY (Section 227.781)

Currently, the signs and statute for the Corporal Steven Lee Irvin Memorial Highway are misspelled. This section changes the incorrect "Steven" to the correct "Stephen". The Department of Transportation will erect and maintain appropriate signs designating the highway and will pay the associated costs.

This section of the bill is the same as HB 1493 (2025).

SENATOR BILL FOSTER BRIDGE (Section 227.830)

This bill designates "Senator Bill Foster Bridge" in Butler County. Costs for the designation will be paid by private donations.

This section of the bill is the same as HB 37 (2025), and similar to HCS#2 SS#2 SB 964 (2024), and HB 1407 (2024).

CELIA MEMORIAL HIGHWAY (Section 227.840)

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

This section of the bill is the same as SB 1512 (2024), and similar to SCS HCS HB 2797 (2024) and HCS#2 SS#2 SB 964 (2024).

ADAM ELLIS MEMORIAL HIGHWAY (Section 227.841)

This bill designates "Adam Ellis Memorial Highway" in Pike County. Costs for the designation will be paid by private donations.

DEPUTY MARSHAL DAVID THURMAN MEMORIAL HIGHWAY (Section 227.857)

This bill designates "Deputy Marshal David Thurman Memorial Highway" in McDonald County. Costs for the designation will be paid by the Department of Transportation.

This section of the bill is the same as HB 734 (2025).

OFFICER CODY ALLEN MEMORIAL HIGHWAY (Section 227.862)

This bill establishes the "Officer Cody Allen Memorial Highway" on that portion of Interstate 70 from State Highway 131 continuing east to State Highway O/M in Lafayette County. The Department of Transportation will erect and maintain appropriate signs with the costs to be paid by the Department.

This section of the bill is the same as HB 787 (2025).

OFFICER JAMES MUHLBAUER K-9 OFFICER CHAMP MEMORIAL BRIDGE (Section 227.871)

This bill designates "Officer James Muhlbauer K-9 Officer Champ Memorial Bridge" in Jackson County. Costs for the designation will be paid by the Department of Transportation.

This section of the bill is the same as SB 422 (2025).

CORPORAL RICHARD E RUTHERFORD MEMORIAL HIGHWAY (Section 227.875)

This bill designates "Corporal Richard E Rutherford Memorial Highway" in Montgomery County. Costs for the designation will be paid by the Department of Transportation.

This section of the bill is the same as (2025).

PFC BYRON LEA BROWN MEMORIAL HIGHWAY (Section 227.876)

This bill designates "PFC Byron Lea Brown Memorial Highway" in Montgomery County. Costs for the designation will be paid by the Department of Transportation.

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

LCPL KEO JOE KESHNER MEMORIAL HIGHWAY (Section 227.877)

This bill designates "LCPL Keo Joe Keshner Memorial Highway" in Montgomery County. Costs for the designation will be paid by the Department of Transportation.

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

POLICE OFFICER PHYLICIA CARSON MEMORIAL BRIDGE (Section 227.878)

This bill designates "Police Officer Phylcia Carson Memorial Bridge" in Camden County. Costs for the designation will be paid by the Department of Transportation.

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

SERGEANT COLIN I ARSLANBAS MEMORIAL HIGHWAY (Section 227.879)

This bill designates "Sergeant Colin I Arslanbas Memorial Highway" in St. Charles County. Costs for the designation will be paid by the Department of Transportation.

This section of the bill is the same as SB 577 (2025) and HB 636 (2025).

US REPRESENTATIVE BILLY LONG HIGHWAY (Section 227.882)

This bill designates a portion of U.S. Highway 65 from State Highway YY continuing north to CRD Valley Water Mill Road in Greene County as the "US Representative Billy Long Highway". The Department of Transportation must erect and maintain appropriate signs with the costs to be paid by private donations.

This section of the bill is the same as HB 809 (2025).

POLICE OFFICER DAVID LEE MEMORIAL HIGHWAY (Section 227.883)

This bill designates "Police Officer David Lee Memorial Highway" in St. Louis City. Costs for the designation will be paid by the Department of Transportation.

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

JOHN LUCAS MEMORIAL HIGHWAY (Section 227.884)

This bill establishes the "John Lucas Memorial Highway" on that portion of U.S. Highway 50 from CRD Cross Lane Road continuing to CRD Springer Hill Road in Moniteau County. The Department of Transportation will erect and maintain appropriate signs with the costs to be paid by private donations.

This section of the bill is the same as HB 1097 (2025).

COL ELMER R PARRISH MEMORIAL BRIDGE (Section 227.885)

This bill designates the bridge on Business Loop 44 crossing over Interstate 44 in Pulaski County as the "COL Elmer R Parrish Memorial Bridge". The Department of Transportation will erect and maintain the signs, with the costs paid by the Department.

This section of the bill is the same as HB 1088 (2025).

PFC LELAND S DEEDS MEMORIAL HIGHWAY (Section 227.888)

This bill designates the portion of State Highway 139 from CRD Jasper Road/240th Street continuing south to CRD Kelp Road in Sullivan County as the "PFC LeLand S Deeds Memorial Highway". The Department of Transportation will erect and maintain appropriate signs with the costs to be paid by the Department.

This section of the bill is the same as HB 1418 (2025).

WILLIAM PATRICK THOMPSON MEMORIAL HIGHWAY (Section 227.889)

This bill designates the portion of U.S. Highway 60 VV from CRD Mill Street continuing east to CRD Porter Crossing Road in Webster County as the "William Patrick Thompson Memorial Highway". The Department of Transportation will erect and maintain appropriate signs designating the highway, with costs to be paid by private donations.

This section of the bill is the same as HB 1539 (2025).

COTTON FITZSIMMONS MEMORIAL HIGHWAY (Section 227.892)

This bill establishes the "Cotton Fitzsimmons Memorial Highway" on a portion of U.S. 54 from Industrial Park Road continuing east to Business 54 in Pike County. The Department of Transportation will erect and maintain appropriate signs with the costs to be paid by private donations.

MAYOR STAN SALVA BRIDGE (Section 227.893)

This bill designates the bridge on State Highway 291 crossing over the BNSF Railway Marceline Sub in the City of Sugar Creek in Jackson County as the "Mayor Stan Salva Bridge". The Department of Transportation will erect and maintain appropriate signs designating such highway, with the costs to be paid by the private donations.

BEULAH POYNTER MEMORIAL BRIDGE (Section 227.894)

This bill designates the bridge on U.S. Highway 136 crossing over the Interstate 35 in the City of Bethany in Harrison County as "Beulah Poynter Memorial Bridge". The Department of Transportation will erect and maintain appropriate signs designating such bridge, with the costs to be paid by private donations.

EE CRADER HIGHWAY (Section 1)

This bill designated the portion of State Highway 77 from Scott County Road 352 South to Mississippi County Road 220 as the "E E Crader Highway". The Department of Transportation will erect and maintain appropriate signs designating such highway with the costs to be paid by private donations.

FREEDOM 13 ORGANIZATION SPECIAL LICENSE PLATES (Section 301.3183)

This bill provides that motor vehicles can be issued The Freedom 13 Organization special license plates by the Department of Revenue.

This section of the bill is the same as SB 358 (2025).

THE DIVISION OF 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. This bill repeals such language and provides that the Fund must consist of any moneys appropriated by the General Assembly, and any gifts, contributions, grants, or bequests from Federal, private, or other sources.

This section of the bill is the same as SB 555 (2025), SB 1456 (2024) and is similar to SCS HB 2719 (2024).

HISTORIC LEGACY TRAILS OF MISSOURI (Section 620.471)

This bill designates certain trails, detailed in the bill, as "Historic Legacy Trails of Missouri". The Department of Economic Development must place at least two signs along each trail, denoting the trail's status as a historic legacy trail.

This section of the bill is the same as HB 510 (2025) and similar to HCS#2 SS#2 SB 964 (2025).

The following is a summary of the public testimony from the committee hearing. The testimony was based on the Senate Perfected 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; and Precious Jones, Breaking Generational Poverty Foundation, Inc..

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.