

SECOND REGULAR SESSION

# SENATE BILL NO. 1607

## 103RD GENERAL ASSEMBLY

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INTRODUCED BY SENATOR LEWIS.

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KRISTINA MARTIN, Secretary

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### AN ACT

To repeal section 301.472, RSMo, and to enact in lieu thereof one new section relating to professional sports team special license plates.

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*Be it enacted by the General Assembly of the State of Missouri, as follows:*

Section A. Section 301.472, RSMo, is repealed and one new  
2 section enacted in lieu thereof, to be known as section 301.472,  
3 to read as follows:

301.472. 1. Any motor vehicle owner may receive  
2 special license plates for any motor vehicle the person  
3 owns, either solely or jointly, other than an apportioned  
4 motor vehicle or a commercial motor vehicle licensed in  
5 excess of twenty-four thousand pounds gross weight as  
6 prescribed in this section after an annual payment of an  
7 emblem-use authorization fee to a professional sports team  
8 which has made an agreement pursuant to subsection 5 of this  
9 section. For the purposes of this section a "professional  
10 sports team" shall mean an organization located in this  
11 state franchised by the National Professional Soccer League,  
12 **the National Women's Soccer League**, the National Football  
13 League, the National Basketball Association, **the Women's**  
14 **National Basketball Association**, the National Hockey League,  
15 the International Hockey League, or the American League or  
16 the National League of Major League Baseball or a team  
17 playing in Major League Soccer.

18        2. The professional sports team which has made an  
19 agreement pursuant to subsection 5 of this section and which  
20 receives the emblem-use authorization fee hereby authorizes  
21 the use of its official emblem to be affixed on multiyear  
22 personalized license plates as provided in this section.  
23 Any vehicle owner may annually apply for the use of the  
24 emblem. The director of revenue shall not authorize the  
25 manufacturer of the material to produce such license plates  
26 with the individual seal, logo, or emblem until the  
27 department of revenue receives a minimum of one hundred  
28 applications for each specific professional sports team.

29        3. Upon annual application and payment of a thirty-  
30 five dollar emblem-use contribution to the professional  
31 sports team such team shall issue to the vehicle owner,  
32 without further charge, an emblem-use authorization  
33 statement, which shall be presented by the owner to the  
34 director of the department of revenue at the time of  
35 registration of a motor vehicle. Upon presentation of the  
36 annual statement and payment of a fifteen dollar fee in  
37 addition to the regular registration fees, and presentation  
38 of other documents which may be required by law, the  
39 director shall issue a personalized license plate, which  
40 shall bear the official emblem of the professional sports  
41 team in a manner determined by the director. Such license  
42 plates shall be made with fully reflective material with a  
43 common color scheme and design, shall be clearly visible at  
44 night, and shall be aesthetically attractive, as prescribed  
45 by section 301.130. A fee for the issuance of personalized  
46 license plates issued pursuant to section 301.144 shall not  
47 be required for plates issued pursuant to this section.

48        4. A vehicle owner, who was previously issued a plate  
49 with a professional sports team emblem authorized by this

50 section but who does not provide an emblem-use authorization  
51 statement at a subsequent time of registration, shall be  
52 issued a new plate which does not bear the professional  
53 sports team emblem, as otherwise provided by law.

54 5. The director of the department of revenue is  
55 authorized to make agreements with professional sports teams  
56 on behalf of the state which allow the use of any such  
57 team's official emblem pursuant to the provisions of this  
58 section as consideration for receiving a thirty-five dollar  
59 emblem-use contribution.

60 6. Except as provided in subsection 7 of this section,  
61 a professional sports team receiving a thirty-five dollar  
62 contribution shall forward such contribution, less an amount  
63 not in excess of five percent of the contribution for the  
64 costs of administration, to the Jackson County Sports  
65 Authority or the St. Louis Regional Convention and Visitors  
66 Commission. The moneys shall be administered as follows:

67 (1) The sports authority may retain not in excess of  
68 five percent of all funds forwarded to it pursuant to this  
69 section for the costs of administration and shall expend the  
70 remaining balance of such funds, after consultation with a  
71 professional sports team within the authority's area, on  
72 marketing and promoting such team. The amount of money  
73 expended from the funds obtained pursuant to this section by  
74 the authority per professional sports team shall be in the  
75 same proportion to the total funds available to be expended  
76 on such team as the proportion of contributions forwarded by  
77 the team to the authority is to the total contributions  
78 received by the authority;

79 (2) The regional convention and visitors commission  
80 shall hold the revenues received from the professional  
81 sports teams in the St. Louis area in separate accounts for

82 each team. Each team may submit an annual marketing plan to  
83 the commission. Expenses of a team which are in accordance  
84 with the marketing plan shall be reimbursed by the  
85 commission as long as moneys are available in the account.  
86 The commission may retain not in excess of five percent for  
87 the costs of administration. If no marketing plan is  
88 submitted by a team, the commission shall market and promote  
89 the team.

90 7. The Kansas City Chiefs shall forward all emblem-use  
91 fees received, less an amount not in excess of five percent  
92 of the costs of administration, to the Chiefs' Children's  
93 Fund, a not-for-profit fund established to benefit children  
94 in need in the Kansas City area.

95 8. The director of the department of revenue shall  
96 promulgate rules and regulations for the administration of  
97 this section. No rule or portion of a rule promulgated  
98 pursuant to the authority of this section shall become  
99 effective unless it has been promulgated pursuant to the  
100 provisions of chapter 536.

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