

BILL ANALYSIS

Senate Research Center
89R24305 PRL-F

H.B. 4396
By: King (King)
Economic Development
5/16/2025
Engrossed

AUTHOR'S / SPONSOR'S STATEMENT OF INTENT

The Major Events Reimbursement Program (MERP) is a Texas initiative that offers financial incentives to attract large-scale events, aiming to boost local economies through tourism and spending. It reimburses certain event-related costs and is periodically updated to expand eligible events and clarify qualification criteria based on economic impact and recognized site selection organizations. The purpose of H.B. 4396 is to update and expand the list of events and site selection organizations eligible for funding under the Major Events Reimbursement Program (MERP). The bill adds several new high-profile events to the eligibility list, including the Academy of Country Music Awards, the American Rodeo, the American Performance Horseman, and a series of cricket matches associated with the T20 World Cup. It also expands the roster of recognized site selection organizations to include Teton Ridge Live Productions, SX Global, Encore Live, and entities related to the American Performance Horseman. These changes aim to ensure that Texas remains a competitive and attractive location for hosting major events that drive significant economic impact.

H.B. 4396 amends current law relating to the eligibility of the American Performance Horseman and the American Rodeo for funding under the major events reimbursement program.

RULEMAKING AUTHORITY

This bill does not expressly grant any additional rulemaking authority to a state officer, institution, or agency.

SECTION BY SECTION ANALYSIS

SECTION 1. Amends Sections 478.0001(3) and (7), Government Code, as follows:

(3) Provides that "event" means certain events and includes any activity related to or associated with certain events, including the American Performance Horseman and the American Rodeo.

(7) Provides that "site selection organization" means certain organizations, including Teton Ridge Live Productions and Teton Ridge The American, LLC.

SECTION 2. Effective date: September 1, 2025.