Designates the portion of La. Hwy. 371, specifically from the Arkansas state line, the northern city limits of Springhill, to the southern most city limits of Cullen, as the "John David Crow Memorial Highway". Requires appropriate signage be posted on the left and right hand side of the highway.

Directs the Dept. of Transportation and Development (DOTD) to erect and maintain appropriate signage reflecting this highway designation provided local or private monies are received by DOTD equal to its actual costs for material, fabrication, mounting posts, and installation of each sign, not to exceed the sum of $550 per sign.