



March 10, 2025

House Commerce, Labor and Economic Development Committee
Proponent Testimony for HB 2346
Presented by: Warren R. Wilkinson

3/11/2025

Chairman Tarwater and House Commerce committee members,

I am Warren Wilkinson, representing Visit Overland Park in support of HB 2346 (with new draft amendment language).

I am the President & CEO of Visit Overland Park, our organization is a 501c6 Destination Marketing Organization that also serves as the official marketing organization for the city of Overland Park, Kansas. The organization is responsible for promoting the community as a vibrant and inviting place to visit and as a dynamic place to live and work.

Visit Overland Park supports HB2346. The passing of this legislation will allow Kansas communities like Overland Park to compete to host economically impactful sporting events and drive out of state visitation through sports tourism. Our community has the infrastructure and facilities to compete and host regional and national sporting events. This sports tourism legislation will allow us to be competitive.

- Kansas is losing out on sports tourism dollars.
- The state of Kansas is at a competitive disadvantage. Our neighboring states and 23 others across the United States have dedicated sports tourism funds that help them attract major sports events, driving millions in economic impact.
- Without a similar fund, Kansas is missing key opportunities to bring revenue to the state, fill hotel rooms, and support local businesses.

A dedicated Kansas sports tourism grant program means more major sporting events, more out of state visitors, and more out of state dollars spent in Kansas. It allows communities to attract higher quality sporting competitions, national tournaments, and championship events that drive economic impact and enhance Kansas reputation as a premier sports destination.

Visit Overland Park submits this testimony as an enthusiastic endorsement of House Bill 2346 and its new language and respectfully asks that this bill be passed out of committee and submitted for full approval of the House of Representatives.
Respectfully,

A handwritten signature in blue ink, reading "Warren R. Wilkinson", with a long horizontal flourish extending to the right.

Warren R. Wilkinson
President & CEO
Visit Overland Park

