



March 10, 2025

House Commerce, Labor, and Economic Development Committee
Written Proponent Testimony for HB 2346
Presented by: Amanda Shank, Unrivaled Sports
3/11/2025

Chairman Tarwater and Members of the House Commerce Committee,

Unrivaled Sports creates youth sports experiences for athletes and families across the country, with more than 2.3 million visitors annually, 15 owned venues and brands, and diverse programming in baseball, softball, flag football, soccer and action sports. Across our event portfolio, we drive more than \$500 million in economic impact each year to our partner communities.

An integral part of our site and venue selection process is building a compelling, mutually beneficial partnership with destinations. States like Texas, Florida and Maryland have advanced sports tourism grant programs to help attract key events in youth sports, as well as collegiate championships and pro sports events. We've hosted premier events like the All-Ripken Games and SHS Flag Football World Championships in these states. Grant programs like those contemplated in HB 2346 empower your state's sports tourism leaders to bid for and secure events that will drive new visitors to your state and their associated spending on lodging, attractions, restaurants and other amenities.

As a prospective event operator in Kansas, I support the passage of HB 2346.

Thank you,

A handwritten signature in black ink, appearing to read 'A. Shank'.

Amanda Shank
EVP, Strategic Initiatives
Unrivaled Sports