



March 10, 2025

House Commerce, Labor and Economic Development Committee

Proponent Testimony for HB 2346

Presented by Jeff Wallace 3/11/2025

Chairman Tarwater and House Commerce committee members,

I am Jeff Wallace, representing Top Gun Events in support of HB2346 (with new draft amendment language).

I am the Vice-President of Business Development with Top Gun Events, and 18-year member of the youth sports community in Kansas. In my role at Top Gun Events, and supporter of youth sports for my children, I support the growth of youth sports in Kansas. Hosting elite level Fastpitch Softball events in Kansas should be a position of pride for state residents, as they support the growth of our leaders of tomorrow.

As a parent of three children that were impacted by youth sports and sports tourism, I hope the need for funding is recognized. My children are beneficiaries of youth sports. Paige Wallace, retired college softball player, is now a small business owner and marketing/media professional for Top Gun Events. Reese Wallace, a former club softball player, is a graduate of the University of Kansas and entering medical school. Zack Wallace, a former Rugby player, is a private in the U.S. Army and student at the University of Kansas.

Top Gun Events is a nationally recognized brand in the Fastpitch Softball space. We host 40+ events annually, recently hosted a college tournament, and announced we will field a team that will compete against professionals during the June Top Gun Invitational. The Top Gun Invitational is one of the top recruiting events in the country and plays host to 330 teams from 32 states. Thousands of families will travel to the Kansas City metro area for 5 to 7 days to attend this event.

This bill comes into play not only to assist Top Gun Events, but other companies that provide sports tourism throughout the state of Kansas. This bill is not an expense to the

state but rather an opportunity to impact the state via sports tourism tax dollars to the 100s of families that visit Kansas for youth sports events. Below are highlights of the bill and how it provides ROI for the state.

- \$3.57 million initial investment
  - The fund pays for itself as money is granted
- Grant program allows for small and large events to be a source of attraction for the state, this covers multiple sports
- Money is not paid/granted until post event following an economic report is provided to the state tourism department
- The initial investment returns \$14 million plus in tax revenue to the state

I appreciate the opportunity to provide my testimony to adopt HB2346. This is a unique opportunity for the State of Kansas to become a national leader in the game of sports tourism. As the Vice-President of Business Development for Top Gun Events, I can tell you other communities are using grant funds to generate interest in sports tourism events. As a brand leader in this space I believe with this bill Kansas can provide huge benefits to like event providers.

I submit this testimony as an endorsement of House BILL 2346 and the new language and respectfully asks that the bill be passed and submitted for approval with the House of Representatives.

Respectfully,

Jeff Wallace  
Top Gun Events  
56-year citizen of Kanas  
25-year citizen of Olathe, KS