

THE KANSAS SPORTS TOURISM GRANT FUND

HOUSE BILL 2346



KEEP KANSAS COMPETITIVE

Invest In Sports Tourism



Kansas Is Losing Out On Sports Tourism Dollars

The Economic Power of Sports Tourism

Sports tourism isn't just about the games, it is about economic growth.



54% of all sports travelers stayed overnight, spending an average of **\$360 per person per trip***



Day-trippers contributed **\$81 per person per trip***



Lodging alone accounted for **21% of all sports-related travel spending**, generating **73.5 million room nights nationwide***



Eleven Kansas sports tourism organizations out of 26 reported a **direct economic impact of \$318 million****

* 2023 State of the Industry Report - Sports ETA

** 2023 SportsKS Annual Report

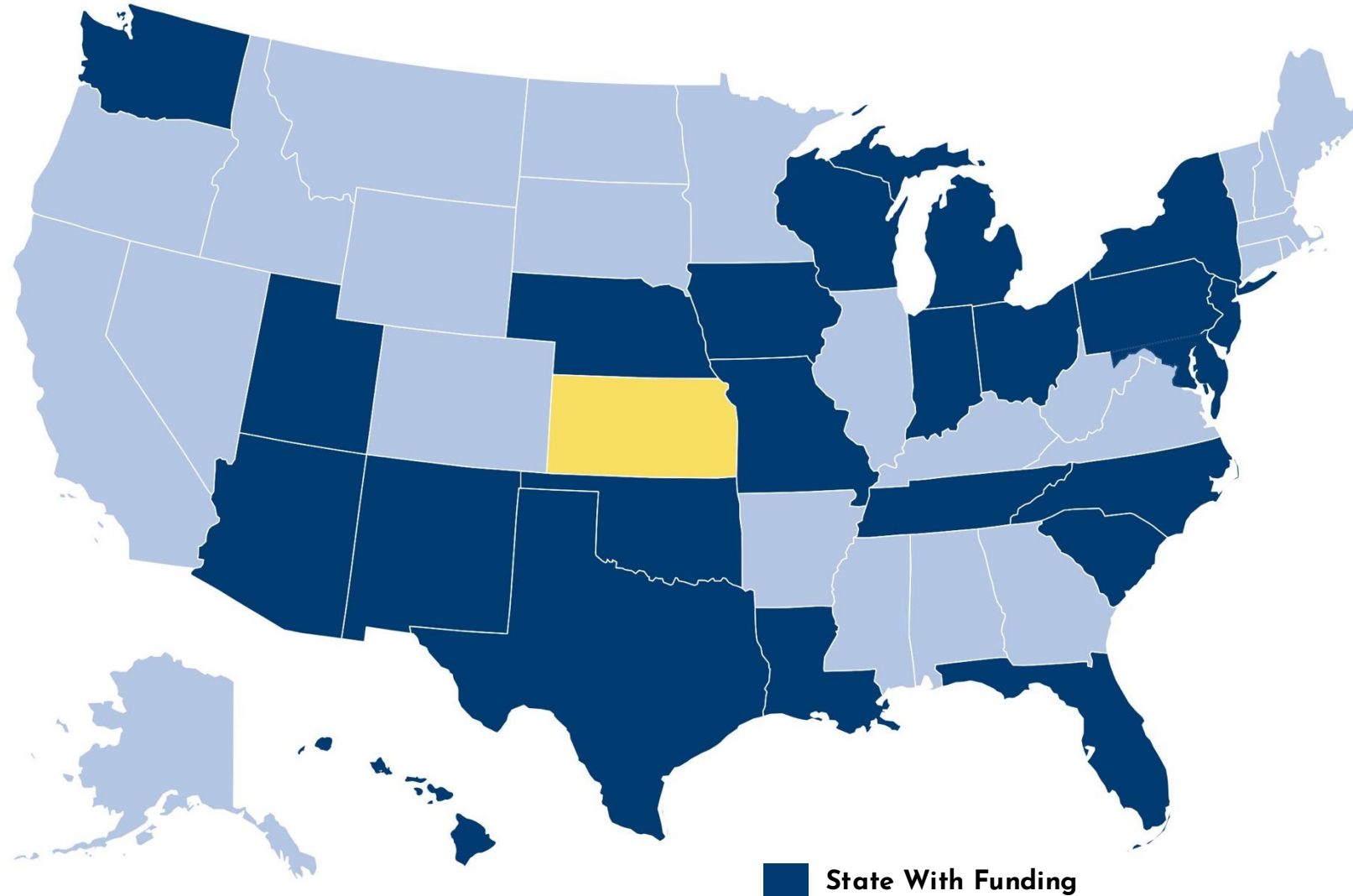
SITUATION - COMPETITION



23 states with state supported event fund

Wisconsin the latest with an annual appropriation of **\$5M**

As of December 2024 - *Stoll Report on State-Level Funding*



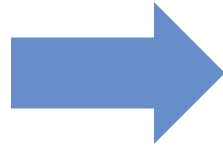
SITUATION - SPORTS TOURISM

Total U.S. Economic Impacts (2023)



\$52.2B

Direct
Business
Sales



\$128B

Total
Economic
Impact



757,600

Total
Jobs
Supported

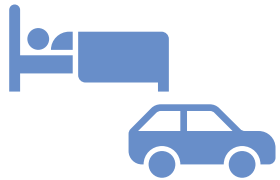


\$20.1B

Total
Taxes
Generated

CURRENT SITUATION - SPORTS TOURISM

Total KS Economic Impacts (2023)



\$163M

Lodging &
Transportation
Revenue



\$65M

Food &
Beverage



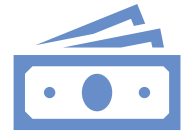
\$89M

Recreation
& Retail



\$1M

State &
Local
Guest Tax
Revenues



\$318M

Total
Direct
Revenues

HOUSE BILL 2346 Overview



Total Annual Fund Request **\$3,575,000**

House Bill 2346 establishes the Kansas Sports Tourism Grant Program.

The purpose of this fund is to help communities attract and grow sporting events.

The program provides grants to tourism and sports organizations to bring high-quality events to Kansas, driving significant economic impact through out-of-state visitor spending.

The program would be administered by Secretary of Commerce or designee.

HOUSE BILL 2346

Recommended Amended Language



As a result of the vast number of meetings with legislators, we have benefited from constructive feedback which has driven the need to update/amend the bill language.

We would like this new language to be amended into HB 2346 when the Committee on Commerce works the bill to show an increased ROI back to the state.

HOUSE BILL 2346

Recommended Amended Language



Allow the Secretary of Commerce to have the flexibility to determine total grant funding for an event that falls between the grant funding levels

A consistent standard for all events through the Destination International Event Impact Calculator

Grant awards shall be made as a pledge, with actual grants awarded 90 days after the event

Grants awarded based on the actual verified economic impact and hotel nights generated.

A minimum of \$500,000 will go to counties outside Johnson, Sedgewick and Wyandotte

HOUSE BILL 2346 Economic Forecast



Examples of criteria for eligibility for the sports tourism grant:

Grant Amount	Economic Impact	Hotel Room Nights	State Return on Investment
\$5,000	\$250,000	500	\$16,250
\$10,000	\$500,000	1,000	\$32,500
\$25,000	1,500,000	1,500	\$97,500
\$50,000	\$3,500,000	2,500	\$227,500
\$70,000	\$4,500,000	3,500	\$292,500
\$100,000	\$6,000,000	5,000	\$390,000
\$150,000	\$8,500,000	7,500	\$552,500

Grant amounts start at \$5,000 and go to \$150,000, with required Economic Impact and Hotel Nights for each tier



Support
HOUSE BILL 2346
*& Help Kansas
Get in the Game!*