



March 10, 2025

House Committee on Commerce  
Neutral Testimony on HB 2346  
Alan Carr, Travel Industry Association of Kansas, President

Chair Tarwater and members of the Committee:

Thank you for the opportunity today to submit written neutral testimony on behalf of the Travel Industry Association of Kansas (TIAK) for HB 2346.

TIAK is a member association comprised of tourism and travel professionals from across our State. The industry is an independent economic driver, which historically adds \$7.3 billion to the Kansas economy and sustains more than 94,000 jobs in the state.

TIAK stands in support of creating a Sports Tourism Grant Program but has several questions regarding the proposal outlined in HB 2346. We know that sports tourism is an economic driver for the Kansas economy. We also recognize the importance of such a fund to help keep Kansas competitive with twenty-three other states who already have similar funds to attract major sporting events to their states.

TIAK is submitting neutral testimony because our members have not had adequate time to fully vet HB 2346 with the proposed amendments. Below are a few of the questions and comments we have received regarding HB 2346:

- Is there any requirement for existing events to have a year over year growth in their annual ROI to qualify for the program each year? How will we ensure this is being used to grow the sports tourism industry in Kansas and not just subsidize existing events?
- What will the criteria be for the \$500,000 set aside for the non-urban communities? Will they be the same as the rest of the grant program?
- Some have expressed concern that the program is funded at \$3.5 million which is almost as much as the entire budget for the Division of Tourism. Can we justify this amount for the fund and ensure all Kansas communities are benefiting from the fund? What is the cost for the Division of Tourism to administer the newly created program?
- Will there be specific requirements that all communities use the same criteria for the input data used with Destination Calculator to determine the economic impact of each event?

The members of TIAK look forward to working together with the proponents to find a path forward on a Tourism Grant Program that is accessible to all Kansas communities and will have a statewide impact to grow sports tourism throughout Kansas. Thank you for the opportunity to provide comments on HB 2346.