

March 10, 2025

House Commerce, Labor, and Economic Development Committee
Written Proponent Testimony for HB 2346
Presented by: John David, Sports Events & Tourism Association
3/11/2025

Chairman Tarwater and Members of the House Commerce Committee,

I am the President & CEO of the Sports Events & Tourism Association (Sports ETA). I am submitting this testimony in strong support of House Bill 2346, with its proposed amendments. As the leading national association dedicated to advancing the sports events and tourism industry, we recognize the tremendous economic and community impact that sports tourism delivers to cities and states across the country.

Kansas has long been a key player in the sports tourism landscape, but as 23 other states have established dedicated sports tourism funding programs, Kansas is now at a competitive disadvantage. Neighboring states are leveraging these funds to attract premier sporting events, generate millions in visitor spending, and drive local business growth. Without similar state-level support, Kansas risks losing lucrative opportunities to host high-profile events that bring out-of-state dollars into the economy.

Key Benefits of HB 2346:

- **Boosting Kansas' Competitive Edge** – A dedicated sports tourism grant program would allow communities across the state to compete for national and international sporting events, filling hotel rooms, restaurants, and local businesses with out-of-state visitors.
- **Driving Economic Growth** – Sporting events generate millions in direct spending, creating jobs, increasing tax revenue, and supporting small businesses in host communities.
- **Maximizing Existing Investments** – Kansas has world-class sports facilities and infrastructure, yet without a competitive funding mechanism, communities are struggling to bring in the events that maximize these assets.
- **Strengthening Kansas' National Reputation** – A strong investment in sports tourism will enhance the state's reputation as a premier destination for major events, from youth and amateur competitions to professional and collegiate championships.

Sports ETA fully endorses HB 2346 and the proposed amendments as a critical step in ensuring Kansas remains a competitive and attractive destination for high-impact sports events. Thank you for your time and consideration. Please do not hesitate to reach out if we can provide any additional insights into the national sports tourism landscape and the significant return on investment that states see when they prioritize sports tourism

