



House Committee on Taxation
Wednesday, February 26, 2025
Support of HB 2336

Thank you, Mr. Chair and members of the House Committee on Taxation, for the opportunity to support HB 2336. Hallmark supports HB 2336 as it would allow a qualifying taxpayer to elect to use a single sales factor apportionment of business income for calculating income taxes instead of a three-factor approach of calculating a company's property, payroll and sales in the state. Twenty-nine states and the District of Columbia have moved to the single sales factor approach to encourage investment in the state.

Hallmark believes that when you care enough, you can change the world. That's why we are dedicated to creating a more emotionally connected world and making a difference in the lives of others. Founded in 1910 by teenage entrepreneur J.C. Hall, and remaining a private company with family members on the board of directors today, Hallmark's businesses employ more than 20,000 people worldwide.

Our three main businesses include Hallmark (our greeting card and gift expressions business); Hallmark Media (our three cable networks and streaming service); and Crayola (our art materials and children's toy business).

Hallmark operates two manufacturing facilities in Kansas, one in Lawrence and one in Leavenworth. There are approximately 1,400 Hallmark employees working in Kansas, and even more Hallmarkers call Kansas home.

Thank you for your consideration.

Erin Brower

Erin Brower, Sr. Director Government Affairs
Hallmark Cards, Inc.
2501 McGee MD 853
Kansas City, MO 64108
Erin.Brower@hallmark.com