



Date: Feb. 27, 2025

To: House Committee on Taxation

From: Daryn Keeter, Owner Keeter Roofing & Remodeling

RE: Verbal Testimony on HB2276 – Proponent

Good Afternoon, Chairman Smith and Members of the Committee,

My name is Daryn Keeter, and I am the owner of Keeter Roofing & Remodeling in Wichita, KS. We are a small, locally owned business of just 14 employees that provides exterior repairs and replacements for many residential homeowners and commercial properties in Kansas. I am here today to express my support for House Bill #2276, as it will have a positive impact not only on my business but also on other small businesses throughout Kansas. Today, I aim to explain why supporting the Small Business Tax Credit Bill will benefit not only small businesses in Kansas but also the state as a whole.

Small businesses like mine use advertising as a primary method for acquiring customers and generating revenue. Google has become one of the leading sources of advertising in the nation for many industries. One of the key challenges we face when using Google as our primary advertising source is the constant struggle to maintain our ranking. The bar is always shifting, and we find ourselves in continuous competition with other businesses to stay ahead. As a small business owner, it is difficult to keep up with the ever-changing requirements to be a preferred business. We often have to alter our processes to meet these standards, and it is not cost effective. It also provides no assistance or benefits to Kansas itself. As many of us know, there has been a decline in small businesses due to the fact that Google seems to support bigger Corporations and National brands in lieu of locally owned and operated ones within the state.

This Tax Credit Bill will enable us to utilize local news as a media outlet to reach homeowners in our community who live and shop locally. Unfortunately, Kansas has lost more newsroom employees than any other state in the nation. Utilizing local news media can enhance the news sector while supporting small business owners. Creating advertisements through these local avenues will be more impactful and effective than relying solely on digital campaigns. If we maintain consistent advertising, we will stay top of mind for consumers, resulting in repeat customers and stronger brand recognition. The more business we attract, the easier it becomes to expand our operations, hire more employees, and contribute to local economic development. One additional benefit is that it will provide financial flexibility and relief through this tax credit, allowing businesses to carry forward unused credits for up to 10 years. This strategy maximizes benefits during less profitable years, reduces costs, and helps drive revenue.

As a small business, Keeter Roofing relies on local consumers, and passing the Small Business Tax Credit Bill would provide support to many businesses like ours. We all witnessed the impact of Covid on local businesses, and this bill would help us continue to thrive if another epidemic were to affect our country. If we want to boost local businesses, we must prioritize support for local options over large conglomerates. Our goal is to remain a reputable company in Kansas that supports local businesses, such as news outlets, emphasizing Kansas-owned and operated enterprises over larger national corporations. By passing this bill, you would impact not only our business but also the state of Kansas. We must protect our small businesses to ensure our state's success.

Thank you,
Daryn Keeter