



House Committee on Tax

Kansas House of Representatives

Dear Chairman Smith and Committee Members:

With the overall changes in market conditions and the impacts of advanced technology, small businesses in Kansas find it more difficult than ever before to effectively compete and capture market share.

We are not even three years out of the negativity COVID created for small businesses in Kansas and many are still not back to levels they were in 2019 or before. In fact, I had a business owner in South Central Kansas tell me just a few weeks ago they might get back to the revenue levels they had before COVID, sometime this year. That means maybe 5 years of no comparative growth in their business, rather all they were able to do was to catch up.

Many businesses have attempted to adapt their products and services in ways that would better fit today's consumers. But those benefits can be lost if they are unable to communicate their new message to prospects. And then they have to compete with companies who come into a market, take out local marketing dollars, never to reinvest them back in the community.

To say the least, House Bill 2276 could be an opportunity for support for small businesses and, more importantly, an added reason for them to fight on.

Local news media outlets in many communities can be the only resource that effectively reaches their target consumers. It is usually the lack of dollars available that keeps them from investing. This bill can allow businesses to increase their marketing investments, getting to a level that produces stronger results. Better results can bring on more sales and growth to create jobs – And these locally owned businesses can and will reinvest in their communities.

House Bill 2776 can encourage long-term growth and help level the playing field for locally owned small businesses. Offering a simple tax credit helps businesses easily participate in the savings without having to deal with other difficult-to-understand requirements.

We encourage you to support this bill for your local businesses and help keep Kansas growing.

Jeff Cott

Publisher/Owner, Derby Weekly Informer – Derby Media Resources
KPA Board President

HOUSE TAXATION COMMITTEE

(Please complete and include this page with electronic PDF copy)

BILL NUMBER: HB 2276

SUPPORT X OPPOSE _____ NEUTRAL _____

TESTIMONY WILL BE:

IN PERSON ORAL _____ WEBEX ORAL _____ WRITTEN ONLY X

FOR MEETING ON 2/27/2025 (DATE)

TESTIMONY BY:

John Kennedy
(NAME OF PERSON TESTIFYING)

ON BEHALF OF:

Greeley County Community Development
(ASSOCIATION, CORPORATION, INDIVIDUAL)

EMAIL ADDRESS: greeleyc@fairpoint.net

TELEPHONE NUMBER: 620-376-2548



House Committee on Tax
Kansas House of Representatives
Kansas State Capitol
300 SW 10th Ave.
Topeka, KS 66612

Re: Testimony in Support of House Bill No. 2276 – Kansas Small Business Ad Tax Credit

Dear Chairman Adam Smith and Members of the Committee,

I am writing to express my strong support for House Bill No. 2276, which seeks to establish a tax credit for small businesses that advertise their products and services through local news outlets. As we work to address the challenges of business recruitment, retention, and expansion in rural Kansas, any form of assistance that helps alleviate the burden of rising interest rates, increasing taxes, and competition with larger enterprises is invaluable. This bill would provide critical support to ensure that rural Kansas communities continue to thrive.

Many businesses in rural Kansas operate with limited marketing budgets and often rely solely on free social media platforms for promotion. While social media can be a useful tool, effectively utilizing these platforms requires significant time and expertise. Furthermore, the concept of free advertising on social media is increasingly misleading, as businesses are frequently required to pay to boost their posts in order to reach a broader audience.

For these reasons, advertising through local news outlets remains a more effective and reliable option for many small businesses. In addition to providing a dependable marketing avenue, it also strengthens the local economy by supporting other local businesses, ensuring that economic benefits remain within the community.

The first year of a business is critical to its long-term success, as it sets the foundation for growth, stability, and sustainability. During this period, business owners must establish their brand, attract and retain customers, manage cash flow, and navigate unexpected challenges. It is often a time of significant financial strain, as startups must invest in marketing, inventory, and operational expenses while working to generate consistent revenue. The ability to effectively market their products and services, build a loyal customer base, and adapt to market demands can determine whether a business thrives or struggles to survive. Given these challenges, support in the form of financial incentives, community engagement, and accessible marketing opportunities can play a crucial role in ensuring a business's success beyond its first year.

As an economic development professional who strongly advocates for local rural entrepreneurs as a means of fostering regional growth, I recognize the importance of providing effective and practical incentives to support businesses. Expanding the resources available to small businesses is essential to ensuring the continued prosperity of our rural communities. Oftentimes, existing programs do not adequately address the unique needs of businesses in

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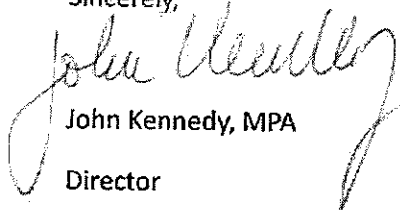


rural areas. However, the tax credit proposed in House Bill No. 2276 presents a valuable opportunity to provide meaningful support. This initiative will not only strengthen local businesses but also bolster local news outlets, which play a vital role in keeping our communities informed and engaged.

Once again, I would like to express my strong support for House Bill 2276 and urge you to do the same. This legislation will provide an invaluable tool for business recruitment, retention, and expansion within our communities. Additionally, it will serve as a critical incentive to support our local news outlets, which are essential pillars of rural communities, ensuring access to reliable information and fostering local engagement.

Thank you for your dedication and tireless efforts on behalf of the State of Kansas. I want to express my sincere appreciation for your time and commitment, and I am grateful for your service to our state.

Sincerely,



John Kennedy, MPA
Director

Greeley County Community Development

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(620) 376-2548
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HOUSE TAXATION COMMITTEE

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BILL NUMBER: HB 2276

SUPPORT X OPPOSE _____ NEUTRAL _____

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IN PERSON ORAL _____ WEBEX ORAL _____ WRITTEN ONLY X _____

FOR MEETING ON 2/27/2025 (DATE)

TESTIMONY BY:

Ken Knepper
(NAME OF PERSON TESTIFYING)

ON BEHALF OF:

Citizen/State Bank
(ASSOCIATION, CORPORATION, INDIVIDUAL)

EMAIL ADDRESS: Knepper@theCSb.com

TELEPHONE NUMBER: 316-283-7478



House Committee on tax
Kansas House of Representatives
300 SW 10th Ave.
Topeka, KS 66612

February 24, 2025

Dear Committee Members,

This letter is written to express my support for House Bill 2276 – Kansas Small Business Ad Tax Credit.

As a staunch believer in local advertising, I recognize the challenges facing many small businesses as they juggle rising costs of products and services with a need to build brand awareness with residents of their area. I see many merchants forgo advertising due to these financial burdens, which impacts their longevity and ability to grow product options and hire employees.

Since 2000, there has been an 81 percent drop in newspaper advertising revenue across the U.S., resulting in some 2,000 communities that no longer have a newspaper to provide information critical to their coverage area. Along with that loss, many small communities also face uncertainty among merchants, who no longer have an affordable way to feature products and services.

By turning to digital advertising, which our bank utilizes as supplement to print media, we encounter many small businesses that are forced to compete with national brands. They are often forced to bypass this important feature in their own markets, where advertisers are sometimes awarded top tier placement by paying the highest bid.

This bill not only helps provide Kansas businesses a critical cost savings for engaging the public, but it also helps to save local news from destruction and I am gratified to hear from many local businesses supporting this legislation.

House Bill 2276 makes sense – not only because businesses can use the financial help provided by this tax credit legislation, but also because it helps local news. Without reservation, I urge you to pass this bill as soon as possible.

If you have any questions, please do not hesitate to contact me. I am glad to support of such critical policy for our Kansas business community.

Sincerely,

Ken Knepper

Chief Communications and Marketing Officer

201 S Christian
Moundridge, KS 67107
(620) 345-6317

100 N Main
Canton, KS 67428
(620) 628-4441

600 E Main
Goessel, KS 67053
(620) 367-2264

201 N Main
Hesston, KS 67062
(620) 327-4941

223 N Main
104 S. Centennial
1300 N Main
McPherson, KS 67460
(620) 241-3732

2315 S Kansas Ave.
1225 N. Main St.
Newton, KS 67114
(316) 283-7478

ALL BANK CUSTOMER CARE LINE (620) 345-6317

HOUSE TAXATION COMMITTEE

(Please complete and include this page with electronic PDF copy)

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IN PERSON ORAL _____ WEBEX ORAL _____ WRITTEN ONLY X

FOR MEETING ON 2/27/2025 (DATE)

TESTIMONY BY:

Arty Hicks
(NAME OF PERSON TESTIFYING)

ON BEHALF OF:

Arkansas City Area Chamber of Commerce
(ASSOCIATION, CORPORATION, INDIVIDUAL)

EMAIL ADDRESS: ceo@arkcitychamber.org

TELEPHONE NUMBER: 620-442-0230



Arkansas City Area Chamber of Commerce
106 S. Summit Arkansas City, KS 67005
(620) 442-0230 ceo@arkcitychamber.org

February 21, 2025

House Committee on Tax
Kansas House of Representatives
Kansas State Capitol
300 SW 10th Ave.
Topeka, KS 66612

Re: Testimony in Support of House Bill No. 2276 – Kansas Small Business Ad Tax Credit

Dear Members of the Committee,

I am writing to express my strong support for House Bill No. 2276, which seeks to introduce a tax credit for small businesses that advertise their products and services through local news outlets. As a Chamber of Commerce professional, I have worked with many startup and expanding businesses, helping them navigate the challenges of launching and growing their operations. One of the most significant barriers small businesses face today is the rising costs of doing business, compounded by higher interest rates that make obtaining adequate financing for startups and expansion even more difficult.

Because of these financial constraints, many businesses either exclude marketing from their budgets altogether or allocate only a minimal amount. Instead, they often rely solely on free social media platforms for promotion. While social media can be an effective tool, many small business owners lack the time or expertise to manage it in a way that drives real growth. This limited approach often fails to reach a diverse range of potential customers, particularly those outside their immediate network or demographic. Without broader marketing strategies, small businesses struggle to build brand recognition and attract new customers, critical components of long-term success.

The reality is that 20% of small businesses fail within their first year, and nearly 50% do not survive beyond five years, according to the U.S. Bureau of Labor Statistics. A key factor in these closures is the inability to generate sufficient revenue, which is directly tied to a business's ability to market itself effectively. House Bill No. 2276 offers a solution by providing a nonrefundable tax credit covering 50% of a small business' advertising expenditures with local media outlets, up to a maximum benefit of \$5,000 per business. This incentive would enable small businesses to expand their customer base, improve visibility, and strengthen their financial footing, ultimately supporting the broader Kansas economy.

Furthermore, as someone who actively supports entrepreneurship and business expansion, being able to share this tax credit opportunity with the businesses I assist would provide another valuable tool to encourage startups and growth. Many entrepreneurs hesitate to take the leap into business ownership due to financial concerns, and this tax credit could serve as an additional incentive, making marketing more affordable and helping them establish a strong customer base from the start.



Arkansas City Area Chamber of Commerce
106 S. Summit Arkansas City, KS 67005
(620) 442-0230 ceo@arkcitychamber.org

This initiative would not only benefit small businesses but also provide essential support to local news organizations, which are vital to keeping Kansas communities informed and engaged and are struggling like many small businesses in rural communities. At a time when many local media outlets are facing financial hardships, this bill offers a dual benefit, strengthening small businesses while reinforcing local journalism.

I urge you to support House Bill No. 2276 and help provide Kansas small businesses with the means to succeed. If you have any questions, please don't hesitate to contact me. Thank you for all you do to make Kansas a great place to live and do business.

Warm Regards,

A handwritten signature in black ink, appearing to be 'Arty Hicks', written over a horizontal line.

Arty Hicks,
Executive Director
The Arkansas City Area Chamber of Commerce

HOUSE TAXATION COMMITTEE

(Please complete and include this page with electronic PDF copy)

BILL NUMBER: HB 2276

SUPPORT X OPPOSE _____ NEUTRAL _____

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FOR MEETING ON 2/27/2025 (DATE)

TESTIMONY BY:

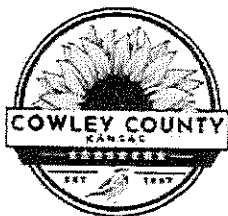
Jessica Falk
(NAME OF PERSON TESTIFYING)

ON BEHALF OF:

Cowley County Economic Development
(ASSOCIATION, CORPORATION, INDIVIDUAL)

EMAIL ADDRESS: jfalk@cowleycountyks.gov

TELEPHONE NUMBER: 620-221-9951



311 E 9th Ave
Winfield, KS 67156

Cowley County Economic Development

Phone: (620) 221.9951
cowleycountyks.gov

Jessica Falk, Coordinator

February 24, 2025

House Committee on Tax
Kansas House of Representatives
Kansas State Capital
300 SW 10th Ave.
Topeka, KS 66612

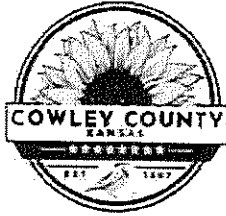
RE: Testimony in Support of House Bill No. 2276 – Kansas Small Business and Tax Credit

Dear Chairman Adam Smith and Members of the Committee,

I'm writing to express my strong support for House Bill No. 2276, which would create a tax credit for small businesses that advertise through local news outlets. As someone who works closely with startups and growing businesses, I've seen firsthand the challenges they face in getting off the ground and sustaining growth. One of the biggest hurdles is the rising cost of doing business, especially with higher interest rates making it even harder to secure funding for startup costs and expansion.

Because of these financial constraints, many small businesses either cut marketing from their budgets entirely or set aside only a small amount. Instead, they often rely on free social media to promote themselves. While social media can be useful, many business owners don't have the time or expertise to use it in a way that actually drives growth. This limited approach makes it harder to reach a broad audience, especially beyond their immediate networks. Without effective marketing, businesses struggle to build brand recognition and attract new customers—both critical for long-term success.

The reality is stark: 20% of small businesses don't make it past their first year, and nearly half close within five years, according to the U.S. Bureau of Labor Statistics. One major factor is the inability to generate enough revenue, which is directly tied to how well they can market themselves. House Bill No. 2276 would help by offering a non-refundable tax credit covering 50% of a small business' advertising costs with local media outlets, up to \$5,000. This kind of support would give small businesses the ability to expand their reach, strengthen their financial standing, and ultimately contribute to a stronger Kansas economy.



311 E 9th Ave
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Cowley County Economic Development

Phone: (620) 221.9951
cowleycountyks.gov

Jessica Falk, Coordinator

Beyond benefiting small businesses, this initiative would also provide essential support to local news organizations, which play a critical role in keeping Kansas communities informed and engaged. At a time when many local media outlets are facing financial hardships, this bill offers a dual benefit—helping small businesses grow while reinforcing the importance of local journalism.

Organizations like the National Restaurant Association have already expressed support for similar advertising incentives at the federal level. By passing this legislation, Kansas would be taking an important step toward ensuring that small businesses have access to the resources they need to overcome financial barriers and thrive in an increasingly competitive market.

I urge you to support House Bill No. 2276 and help provide Kansas small businesses with the means to succeed. If you have any questions, please don't hesitate to contact me. I appreciate your dedication to making Kansas a thriving place for both businesses and communities to grow.

Kind Regards,

Jessica Falk
Cowley County Economic Development Partnership
Cowley County Courthouse
311 E 9th Ave
Winfield, KS 67156

HOUSE TAXATION COMMITTEE

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IN PERSON ORAL _____ WEBEX ORAL _____ WRITTEN ONLY X

FOR MEETING ON 2/27/2025 (DATE)

TESTIMONY BY:

Zoey Wadick
(NAME OF PERSON TESTIFYING)

ON BEHALF OF:

City of Council Grove
(ASSOCIATION, CORPORATION, INDIVIDUAL)

EMAIL ADDRESS: councilgrove.com

TELEPHONE NUMBER: 620-767-5413



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Council Grove, KS 66846
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www.CouncilGrove.com
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February 21, 2025

House Committee on Tax
Kansas House of Representatives
Kansas State Capitol
300 SW 10th Ave.
Topeka, KS 66612

Re: Testimony in Support of House Bill No. 2276 - Kansas Small Business Ad Tax Credit

Dear Chairman Adam Smith and Members of the Committee,

I am writing to express my strong support for House Bill No. 2276, which seeks to introduce a tax credit for small businesses that advertise their products and services through local news outlets.

Because of financial constraints, many businesses either exclude marketing from their budgets altogether or allocate only a minimal amount. Instead, they often rely solely on free social media platforms for promotion. While social media can be an effective tool, many small business owners lack the time or expertise to manage it in a way that drives real growth. This limited approach often fails to reach a diverse range of potential customers, particularly those outside their immediate network or demographic. Small businesses struggle to build brand recognition and attract new customers without broader marketing strategies, which are critical components of long-term success.

The reality is that 20% of small businesses fail within their first year, and nearly 50% do not survive beyond five years, according to the U.S. Bureau of Labor Statistics. A key factor in these closures is the inability to generate sufficient revenue, which is directly tied to a business's ability to market itself effectively. House Bill No. 2276 offers a solution by providing a nonrefundable tax credit covering 50% of a small business' advertising expenditures with local media outlets, up to a maximum benefit of \$5,000 per business. This incentive would enable small businesses to expand their customer base, improve visibility, and strengthen their financial footing, ultimately supporting the broader Kansas economy.

This initiative would not only benefit small businesses but also provide essential support to local news organizations, which are vital to keeping Kansas communities informed and

engaged. At a time when many local media outlets are facing financial hardships, this bill offers a dual benefit, strengthening small businesses while reinforcing local journalism. Organizations such as the National Restaurant Association have already expressed support for similar advertising incentives at the federal level. By passing this legislation, Kansas would be taking an important step toward ensuring that small businesses have access to the resources they need to overcome financial barriers and thrive in an increasingly competitive market.

I urge you to support House Bill No. 2276 and help provide Kansas small businesses with the means to succeed. If you have any questions, please don't hesitate to contact me. Thank you for all you do to make Kansas a great place to live and do business.

Sincerely,

Zoey Wadick
CVB & Communications Director
City of Council Grove

HOUSE TAXATION COMMITTEE

(Please complete and include this page with electronic PDF copy)

BILL NUMBER: HB 2276

SUPPORT X OPPOSE _____ NEUTRAL _____

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IN PERSON ORAL _____ WEBEX ORAL _____ WRITTEN ONLY X

FOR MEETING ON 2/27/2025 (DATE)

TESTIMONY BY:

Stacy Davis
(NAME OF PERSON TESTIFYING)

ON BEHALF OF:

Sumner County Economic Development
(ASSOCIATION, CORPORATION, INDIVIDUAL)

EMAIL ADDRESS: Scedc@co.sumner.ky.us

TELEPHONE NUMBER: 1020-320-8779



SUMNER COUNTY
ECONOMIC
DEVELOPMENT
Empowering a better, brighter future.

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Office Phone Number: (620) 326-8779 Office Fax Number: (620) 326-6544
Email Address: scedc@co.sumner.ks.us
Website: www.qosumner.com

February 21, 2025

House Committee on Tax
Kansas House of Representatives
Kansas State Capitol
300 SW 10th Ave.
Topeka, KS 66612

Re: Testimony in Support of House Bill No. 2276 – Kansas Small Business Ad Tax Credit

Dear Chairman Adam Smith and Members of the Committee,

I am writing to express my strong support for the Kansas House Bill 2276, the Small Business Tax Credit Bill. This legislation is a crucial step toward providing financial relief and marketing opportunities for small businesses, helping them remain competitive and thrive in today's economy.

As the Executive Director of Sumner County Economic Development Commission, I understand the challenges small businesses face in advertising against national brands. HB 2276 offers essential support by reducing advertising costs, leveling the playing field, and encouraging long-term growth. Specifically, the bill provides a tax credit covering up to 50% of advertising expenses in the first year, making high-impact marketing more affordable for small businesses. By making advertising more accessible and cost-effective, the bill helps small businesses compete with larger corporations. Furthermore, its multi-year credit structure—offering 50% in the first year and 25%, therefore encourages businesses to maintain advertising efforts, leading to consistent revenue growth.

This legislation also fosters job creation by enabling businesses to expand operations and hire more employees as they attract more customers. Additionally, it strengthens brand awareness and customer loyalty by ensuring businesses remain top-of-mind for consumers, driving repeat customers and stronger brand recognition. HB 2276 offers essential financial flexibility by permitting businesses to carry forward unused credits for up to ten years, thereby enhancing benefits even during periods of economic downturn.

Moreover, the bill offers immediate financial relief through a straightforward tax credit that directly reduces costs while driving revenue. Studies have shown that local broadcast advertising, including TV and radio, remains one of the most effective ways to reach customers and increase sales. By enabling small businesses to leverage these platforms, the bill ensures that their messages reach the right customers in their communities, enhancing credibility and trustworthiness in ways that digital-only campaigns cannot.

February 21, 2025

Page 2

HB 2276 is a meaningful step toward fostering small business success in Kansas. I respectfully urge you and your colleagues to support its passage and help create a more competitive and prosperous business environment. Thank you for your time and dedication to serving the people of Kansas.

Sincerely,

Stacy L. Davis

Stacy L. Davis
Executive Director

HOUSE TAXATION COMMITTEE

(Please complete and include this page with electronic PDF copy)

BILL NUMBER: HB 2276

SUPPORT X OPPOSE _____ NEUTRAL _____

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IN PERSON ORAL _____ WEBEX ORAL _____ WRITTEN ONLY X _____

FOR MEETING ON 2/27/2025 (DATE)

TESTIMONY BY:

Wayne Krufe
(NAME OF PERSON TESTIFYING)

ON BEHALF OF:

One Marysville
(ASSOCIATION, CORPORATION, INDIVIDUAL)

EMAIL ADDRESS: maryvillecms@gmail.com

TELEPHONE NUMBER: 785-562-3101



OneMarysville

Post Office Box 16
617 Broadway Street
Marysville, KS 66508
785-562-3101

Chairman Rep. Adam Smith
Kansas House Tax Committee
Kansas State Capitol
300 SW 10th Ave.
Topeka, KS 66612

Dear Chairman Smith and Members of the House Tax Committee,

On behalf of OneMarysville, I am writing to express our strong support for the Small Business Tax Credit Bill. This legislation represents a crucial investment in Kansas' small businesses, ensuring they have the necessary tools to compete, grow and contribute to the vitality of our local economies.

As an organization dedicated to fostering economic development and strengthening businesses in Marysville and Marshall County, we recognize the significant role that affordable, effective advertising plays in small business success. By providing a state income tax credit for small businesses investing in local media advertising, this bill directly supports the entrepreneurs who form the backbone of our communities.

Small businesses often face challenges in marketing their products and services. This bill alleviates that burden by covering up to 50% of advertising expenses in the first year, making strategic marketing more accessible. With a multi-year credit structure—50% in year one and 25% thereafter—businesses will be encouraged to maintain long-term advertising investments that drive sustainable growth.

The economic benefits of this bill extend beyond individual businesses. Increased advertising leads to higher consumer engagement, greater brand recognition, and, ultimately, stronger local economies. When small businesses thrive, they create jobs, expand services and contribute to the overall prosperity of their communities. Furthermore, supporting local media through this initiative reinforces trusted sources of information, ensuring Kansans continue to receive high-quality news from local media.

We urge you to pass this bill and provide small businesses with the financial flexibility they need to succeed. This tax credit will make a tangible difference in empowering Kansas businesses to reach new customers, drive revenue and contribute to our state's economic strength.

Thank you for your time and consideration. We appreciate your commitment to policies that support small businesses and strengthen local economies.

Thank you,


Wayne A. Kruse

Executive Director

OneMarysville

marysvillecms@gmail.com

HOUSE TAXATION COMMITTEE

(Please complete and include this page with electronic PDF copy)

BILL NUMBER: HB 2276

SUPPORT X OPPOSE _____ NEUTRAL _____

TESTIMONY WILL BE:

IN PERSON ORAL _____ WEBEX ORAL _____ WRITTEN ONLY X

FOR MEETING ON 2/27/2025 (DATE)

TESTIMONY BY:

Emily Bradbury
(NAME OF PERSON TESTIFYING)

ON BEHALF OF:

Kanjaj Prem Association
(ASSOCIATION, CORPORATION, INDIVIDUAL)

EMAIL ADDRESS: ebradbury@kspreff.com

TELEPHONE NUMBER: 785-271-5304



Kansas Press Association, Inc.

Dedicated to serving and advancing the interests of Kansas newspapers

4011 SW 29th Street, #341 • Topeka, Kansas 66614 • Phone (785) 271-5304 • www.kspress.com

February 27, 2025

House Committee on Tax
Kansas House of Representatives
Kansas State Capitol
300 SW 10th Ave.
Topeka, KS 66612

Re: Testimony in Support of House Bill No. 2276 – Kansas Small Business Ad Tax Credit

Dear Chairman Adam Smith and Members of the Committee,

My name is Emily Bradbury and I am the executive director of the Kansas Press Association. Our association represents local news organizations across the state of Kansas. We are dedicated to supporting the vital role that local journalism plays in our communities.

We strongly support HB 2276, which provides a critical lifeline to both Kansas small businesses and local news organizations. This bill offers a 50% tax credit in the first year, up to \$5,000, and 25% thereafter, up to \$2,500, for advertising expenditures with local news organizations. This directly incentivizes small businesses to invest in local advertising, stimulating economic growth and job creation within our communities.

Our members have a vested interest in a healthy, thriving business community. A recent Forbes article (Jan. 25, 2025) notes that store closures are expected to double in 2025. This highlights the urgent need for support measures like HB 2276. Advertising, often the first budget item cut during economic hardship, is essential for small businesses to reach customers and stay competitive. This bill ensures that advertising dollars stay local, benefiting both small businesses and news organizations serving their communities.

HB 2276 specifically targets businesses with fewer than 50 employees, ensuring that the support reaches those who need it most. The bill also guarantees that these funds support legitimate, established news outlets committed to serving the public interest.

We understand concerns about the potential cost of tax credits. However, we believe the long-term benefits of HB 2276 far outweigh the initial investment. By strengthening both small businesses and local news organizations, this bill will contribute to a more vibrant and

prosperous Kansas.

We urge the Committee to pass HB 2276 and invest in the future of Kansas small businesses and local journalism. This bill will strengthen our communities, support economic growth, and ensure that Kansans continue to have access to reliable and trustworthy local news.

Thank you for your consideration.

Emily Bradbury
Executive Director of the Kansas Press Association

HOUSE TAXATION COMMITTEE

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FOR MEETING ON 2/27/2025 (DATE)

TESTIMONY BY:

Sarah Werner
(NAME OF PERSON TESTIFYING)

ON BEHALF OF:

Winfield Area Chamber of Commerce
(ASSOCIATION, CORPORATION, INDIVIDUAL)

EMAIL ADDRESS: ceo@winfieldpartners.org

TELEPHONE NUMBER: 620-221-2420



House Committee on Tax
Kansas House of Representatives
Kansas State Capitol
300 SW 10th Ave.
Topeka, KS 66612

Re: Testimony in Support of House Bill No. 2276 – Kansas Small Business Ad Tax Credit

Dear Chairman Adam Smith and Members of the Committee,

I am writing to express my support for House Bill No. 2276, which seeks to introduce a tax credit for small businesses that advertise their products and services through local news outlets. At the Winfield Chamber, we regularly work with small startup and expanding businesses. Properly advertising their business is one of the hardest places for a small business to allocate money. Assistance to help defray these costs would be a significant help to Kansas's small businesses.

This new House Bill No. 2276 offers assistance with a nonrefundable tax credit covering 50% of a small business' advertising expenditures with local media outlets, up to a maximum benefit of \$5,000 per business. This incentive would enable small businesses to expand their customer base, improve visibility, and strengthen their financial footing, ultimately supporting the broader Kansas economy.

This initiative would not only benefit small businesses but also provide essential support to local media outlets, which are vital to keeping Kansas communities informed and engaged. At a time when many local news sources are facing financial hardships, this bill offers a dual benefit, strengthening small businesses while reinforcing local journalism.

I encourage you to support House Bill No. 2276 to help Kansas small businesses and local media. If you have any questions, please don't hesitate to contact me.

Sincerely,

A handwritten signature in dark ink, appearing to read "Sarah Werner". The signature is fluid and cursive, written over a light-colored background.

Sarah Werner

CEO, Winfield Area Chamber of Commerce