



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