



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 in a professional style.

Sarah Werner

CEO, Winfield Area Chamber of Commerce