



OneMarysville

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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

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