



ATTN: Rep. Adam Smith, Chair
Members of the House Committee on Taxation
Kansas Statehouse

From: Joanne Morrell, MBA and Jeff Carson, President
Historic Jayhawk Theatre, Inc.
720 SW Jackson St., Topeka, KS 66603

Date: March 10, 2025

Subject: Written Testimony in Support of SB 227
State Tax Credit Incentive for Historic Preservation

As the last remaining historic theater in our Capital City, and the Official State Theatre of Kansas, we are grateful for the opportunity to work with the State Historic Preservation Office (SHPO) and the State of Kansas to ensure this important and historic gem's quality restoration. **Without the historic tax credits incentive, this endeavor would not be possible.**

The historical significance of the Jayhawk Hotel, Theatre and Walk is substantial, and Kansas' historic preservation program provides economic benefits to ensure historic treasurers not only remain intact, but continue to play a critical role as vibrant, economic drivers, supporting nearby restaurants, hotels, retail and other hospitality venues.

The economic power of historic theatres is substantial. Restored theatres are proven catalysts for eliminating vacant storefronts. Additionally, they fill nearby restaurants week in and week out before and after live performances. Mid-sized historic theatres are cultural hubs that consistently bring live music, comedy, theater, film and more to Main Streets across our great State.

From data collected (League of Historic American Theatres & Americans for the Arts), in communities our size, a single historic theater helps to sustain 79 FTE jobs, creates \$2.4M in total annual expenditures, and adds \$1.7M in household incomes to their communities.

Founded in 1926, the Jayhawk Hotel, Theatre and Walk Complex was both cutting edge and visionary. The goal was to create a unique and vibrant economic driver, that combined retail, entertainment and hospitality, serving the state, region and beyond. Its vision was a success for fifty years, opening as one of the nation's first indoor shopping malls, hosting dignitaries from across the nation, and even serving as the National Republican Headquarters in 1936 following Governor Alf Landon's acceptance of the Republican nomination for President on our stage.

JAYHAWKTHEATRE.ORG | 720 SW JACKSON ST | TOPEKA, KS 66603

Historic tax credits are vital to ensuring important projects across our State continue to positively impacting local economic growth, tourism, business attraction, increased property values and expanded tax bases. SB 227 supports non-profits, small businesses, and Kansas families, and will assuredly enhance Kansans' quality of life. **We respectfully request, and deeply appreciate, your support of SB 227.**

Sincerely,

A handwritten signature in blue ink that reads "Joanne Morrell".

Joanne Morrell, MBA
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A handwritten signature in blue ink that reads "Jeff Carson".

Jeff Carson, President
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