

February 4, 2025

House Taxation Committee
Written Testimony in Support of SB 52
Natalie Bright, Executive Director

Chair Smith and members of the Committee:

Thank you for the opportunity today to submit written testimony on behalf of the Travel Industry Association of Kansas (TIAK) in support of SB 52-Grow Kansas Film and Media Tax Incentive legislation.

The Travel Industry Association of Kansas (TIAK) is a member association comprised of tourism and travel professionals from across our State. The industry is an independent economic driver, which historically adds \$7.3 billion to the Kansas economy and sustains more than 94,000 jobs in the state.

As the lead association in marketing what Kansas has to offer and attracting visitors to our state, SB 52 would incentivize the film industry by assisting our members with showcasing our state's landscape, beauty, and people with the world. However, because Kansas is one of only thirteen states without film tax incentives, projects and financiers do not consider Kansas as an option. SB 52 would make Kansas competitive in attracting film production in Kansas which ultimately assists our TIAK members in attracting people to visit Kansas.

Kansas lawmakers work hard to keep a favorable business environment and lower cost of living than coastal states. In addition, our midwestern regulatory and tax environment make for a favorable business environment. SB 52 is an incentive we need to attract the film and media industry to Kansas.

Thank you for the opportunity submit comments and support SB 52. The members of TIAK respectfully ask you to support its passage and help us with our efforts to grow the number of visitors to Kansas.