



March 13, 2023

To: House Taxation Committee Chair Rep. Adam Smith and the House Taxation Committee
From: Alan Carr, Executive Director, Visit Kansas City Kansas
Re: Written testimony in support of SB 91

Dear Chairman Smith,

On behalf of the Visit Kansas City Kansas please accept this letter in support of Senate Bill 91, which will create a film and digital media incentive program that will spur economic development and workforce development in our state.

Visit Kansas City Kansas is a tourism-based economic development organization that uses the temporary movement of people—visitors, conventions and sporting events—to generate economic benefit for our community. We work to attract out-of-state visitors to “spend their money and leave” bringing new spending into the state that wouldn’t have happened otherwise. Film projects play a similar role, bringing together production crews for a day or weeks at a time and leaving behind money in the local and state economies by creating jobs, utilizing local vendors, patronizing local hotels and restaurants, and building a positive impression of the city and state.

The immediate economic benefits during a production are easy to quantify, but film projects can also have a long-tail impact, reaching untapped audiences, generating awareness, and creating a demand for tourism. Productions like *The Walking Dead* in Georgia, *Gone Girl* in Missouri or *Yellowstone* in Utah and Montana can attract visitors for years to come.

Fewer than 20 states don’t have film incentives as an economic development tool. Kansas is one of them. Film and tourism are important tools for economic development in the Sunflower State. Your support of this program gives Kansas a chance to compete for these projects...to find our *Yellowstone*. We hope you’ll support Senate Bill 91.

Sincerely,

A handwritten signature in black ink, appearing to be "Alan Carr".

Alan Carr
Executive Director