



February 2, 2023

Senate Committee on Commerce
Written Testimony in Support of SB 91
Susie Santo, President & CEO Visit Wichita

Chair Erickson and Members of the Committee:

Thank you for the opportunity to submit written testimony on behalf of Visit Wichita, the Destination Marketing Organization for Wichita.

Visit Wichita markets the Greater Wichita area as a major convention and tourist destination, thereby enhancing the economic impact of the city, county, region and state. Each year, visitors spend over \$1 billion in the Wichita area.

We have seen the successes other states have enjoyed when the film industry selects their destination. Not only does the project provide an immediate economic impact and jobs for the community, but many times the aftermath is even more impactful. For example, in Louisiana, the office of tourism developed a statewide film trail to encourage enthusiastic fans to travel, stay and enjoy the amenities of the cities that their favorite movies were made in. This can create a continual revenue stream and positive economic impact on the state.

Currently, Wichita and the state of Kansas are missing out. Kansas is one of only 13 states without film tax incentives. Without incentives, which are commonplace in the industry, financiers will not consider Kansas as an option. SB 91 would make Kansas competitive in attracting film production to the state.

When the film Industry comes to Kansas, we can showcase our beautiful landscape and offerings to the world. SB 91 is an incentive we need to attract the film and media industry to Kansas.

Thank you for the opportunity to submit comments and support SB 91. Visit Wichita respectfully asks you to support its passage and help us with our efforts to grow the number of visitors and visitor spending to Wichita and Kansas.

