



KANSAS
S P E E D W A Y



House Committee on Commerce
Neutral testimony regarding Sub for Senate Bill 197
Presented by Pat Warren, President of Kansas Speedway

Monday, March 10, 2025

Mister Chair and members of the committee, my name is Pat Warren, and I am the President of Kansas Speedway. We host two NASCAR Cup Series events each year in Kansas City, Kansas, usually involving three to four races over two three-day weekends. I appreciate the opportunity to offer neutral testimony regarding Substitute for Senate Bill 197, which pertains to the STAR Bond projects in the state.

As most of you probably know, Kansas Speedway was one of the state's earliest STAR Bond projects, and we will pay off our bonds on schedule in 2027. In the nearly 25 years since our STAR bond project first welcomed race fans from across the country to Kansas, the legislature has revised the law and associated requirements several times for projects that followed Kansas Speedway.

Regarding this bill, one provision that I would like to draw the committee's attention to pertains to Section 5(n)(1)-(3) (page 15) of the bill. This section would require the collection of zip code and potentially more data by all entities on all sales inside a STAR bond district. Currently, Kansas Speedway already collects zip code data on our ticket sales and would be happy to provide that data in aggregate form. However, we are concerned that requiring zip code data (and potentially more) to be collected on each and every one of the thousands of sales transactions (food, drinks, t-shirts, souvenirs, etc.) that occurs each day over each event weekend will create a significant burden on our merchandise and concession vendors, who work very hard to serve customers as quickly as possible in order to minimize wait times, prevent long lines, and provide the best experience possible.

I suggest that to resolve this issue, the legislature should require entities within STAR bond districts that host paid ticketed events to only collect zip code data on ticket sales, and that other transactions should not carry the data collection requirement. If the goal of the reporting requirement is to understand where customers in a STAR bond district are coming from, capturing the ticket data should provide the needed information without increasing wait times for food and merchandise for everyone attending the event or activity. It will also reduce the burden on vendors and businesses from the requirement to collect data that will offer little if any additional insight regarding the geographic distribution of customers.

We fully support efforts by the legislature to increase transparency and accountability for STAR bond projects but hope that these goals can be achieved without diminishing our event experience or creating an unnecessary burden on ticketed events in STAR bond districts.