

March 10, 2025

House Commerce, Labor and Economic Development Committee

Written Proponent Testimony for HB 2346

Presented by: Kelly Peetoom

Chairman Tarwater and House Commerce committee members,

I am writing in support of HB 2346 (with new draft amendment language).

I am Kelly Peetoom, Vice President, of the Olathe Convention and Visitors Bureau. Our organization is responsible for bringing events to Olathe both sports and other events. We also have one dedicated full-time employee that focuses on the amateur sports market and to bring such events to Olathe.

The Olathe CVB supports HB 2346. The addition of this legislation will add another tool for all Kansas communities to attract regional and national sporting events. The sports market has grown substantially over the past decade with other states adding new attractions and resources allowing them to bring large tournaments to their communities.

This Kansas sports tourism grant would allow us the opportunity to bid on new sporting events plus keep current sporting events that are growing or that are being courted by other states and communities. These sporting events would allow us to attract new visitors and increase tax dollars to local and state revenues.

Olathe CVB submits this testimony in support of House Bill 2346 and its new language and respectfully asks that this bill be passed out of committee and submitted for full approval of the House of Representatives.

Respectfully,

Kelly Peetoom

Vice President

Olathe Convention and Visitors Bureau