

Draft Written testimony example for HB2346

Testimony will be due 24 hours before the hearing (so testimony is due Monday at 1:30PM). Testimony will need to be submitted to the committee assistant DelRay Strahm email: commerce.labor.econ@house.ks.gov

March 10, 2025

House Commerce, Labor and Economic Development Committee
Oral (or written) Proponent Testimony for HB 2346
Presented by: Katrina Magaro
3/11/2025

Chairman Tarwater and House Commerce committee members,

I am Katrina Magaro, representing Triple Crown Sports in support of HB 2346 (with new draft amendment language).

I am an Event Organizer with Triple Crown Sports. Triple Crown Sports is based in Fort Collins, CO and was established in 1983. Triple Crown Sports' specialty is running premium must attend sporting events throughout the U.S. and into Mexico. During our time in business we have highly focused on the importance of sports tourism to execute events, not only for Triple Crown Sports but specifically for the host communities we have partnered with.

Sports tourism has been a rapidly growing sector through the tourism industry where teams and families travel from several states to participate in competition, as well as, spending time within the community through hotels, restaurants, local attractions and more. When partnering with a community, Triple Crown Sports promotes and directs participants to many local opportunities available which benefits destinations in various ways. Here are a few written testimonies on how Triple Crown Sports has impacted communities through sports tourism:

Testimony from Travel Portland:

"Triple Crown has been hosting the Valley Invite Softball Tournament in Portland for approximately 9 years, establishing itself as one of our most valued sports clients. Year after year, they deliver a high-quality event that attracts a significant number of players and their families to our city. The tournament generates an estimated annual economic impact of \$2.5 million, contributing a total of almost 23 million dollars to Portland and its surrounding communities over the course of its history here."

"In addition to the Valley Invite, Triple Crown has recently introduced a new event to Portland for 2025, the Fast Pitch World Series. We anticipate this tournament will become another signature event, bringing a similar level of economic benefit to our region."

Working with the Triple Crown team is a privilege. Their professionalism, dedication, and commitment to excellence make them one of our strongest partners in sports tourism."

***Cathy Kretz, CMP
National Account Director, Sports
Travel Portland***

Testimony from Visit Ogden & Florida Sports Foundation:

"Having worked with Triple Crown on multiple occasions, including our successful partnership in Ogden, I have seen firsthand the incredible economic benefits that sports tourism can bring to local communities."

"In Ogden, our collaboration with Triple Crown generated millions of dollars in economic impact, as large numbers of athletes, coaches, and spectators flooded our area. These visitors filled our hotels, dined in our restaurants, and supported local businesses, creating a ripple effect that benefited the entire community. The influx of visitors for sporting events not only bolstered local revenues, but it also helped increase the visibility of our region, attracting further opportunities for growth and development."

"Additionally, through our opportunity to partner with the Florida Sports Foundation, we have witnessed similar results. The events organized by Triple Crown in Florida have demonstrated a tangible and lasting impact on local economies, emphasizing how important sports tourism is as a catalyst for economic development. It is clear that when communities invest in and support sports tourism, they see significant returns in terms of both immediate spending and long-term growth."

***Millie Osguthorpe
Executive Director
Florida Sports Foundation***

Testimony from Visit Fort Collins:

"Triple Crown Sports has been a leader in the sports tourism industry for more than 40 years, and their tournaments have had a tremendous economic impact on Fort Collins and Northern Colorado. As the largest sports group we host, their events bring thousands of athletes, families, and fans to our community, generating millions of dollars in visitor spending through hotel stays, dining, shopping, and entertainment."

Local businesses benefit greatly from the influx of visitors that Triple Crown Sports tournaments bring year after year. Their longstanding success in Northern Colorado is proof of the positive impact sports tourism can have on a community, strengthening local economies and creating opportunities for growth."

Investing in Triple Crown Sports at the state level is an opportunity to fuel local economies, support small businesses, and grow sports tourism in a proven and impactful way. Their track record of success speaks for itself, and their continued growth will only strengthen the communities they serve."

Bri Seifert - Sr. Manager, Sports Sales

Triple Crown Sports supports HB2346, the passing of this legislation will promote sports tourism by impacting economic growth, job creation, and state-level recognition. With strong support, we can help create a legislative framework that boosts the State of Kansas' sports tourism industry and create long-term sustainable growth.

Triple Crown Sports submits this testimony as an enthusiastic endorsement 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,
Katrina Magaro