



January 31, 2025

House Taxation Committee

RE: Proponent Testimony for House Bill 2038: Kansas Film and Digital Media Industry Production Development Act

Chairman Smith and Members of the Committee:

Hello again! It's Joshua Wexler, founder and CEO of Pure Imagination Studios. Many of you met me last year when I passionately shared why **HB 2038 isn't just a "Hollywood" thing—it's a Kansas thing**. This bill is about workforce development, economic growth, and making sure Kansas isn't left behind as the media and technology industries continue to evolve.

We didn't choose Kansas on a whim. We chose Kansas **because of its people**—their work ethic, their passion, and their drive to build the future. That's why, in partnership with KSU, we're investing **tens of millions of dollars** in a state-of-the-art facility at Kansas State University's Salina Campus. Our goal? To create opportunities for **Kansans** to lead the next generation of digital media, entertainment, and technology innovation.

HB 2038 is more than just a tax credit—it's a **competitive advantage**. States like Georgia, New Mexico, and Oklahoma have already leveraged similar incentives to **create thousands of jobs and billions in revenue**. Kansas has the talent and the infrastructure to compete, but without this bill, the opportunities—and the industries of the future—will go elsewhere.

The entertainment industry is shifting. **Movies, TV, gaming, VR, and extended reality are all converging**—and the tools to build that future are exactly what we're developing in Salina, Kansas. SB 52 will ensure that decision-makers across these industries see Kansas not just as flyover country, but as a **prime destination for investment, innovation, and job creation**.

At Pure Imagination Studios, we've spent over a decade developing cutting-edge content and experiences for the world's biggest brands—Marvel, LEGO, Star Wars, Universal, Warner Bros., and more. But our biggest investment yet is in Kansas.

Let's make sure that investment, and the opportunities it brings, **stay here**.

Thank you for your time and consideration.

Joshua Wexler
Chief Executive Of Fun
Pure Imagination Studios, Inc.