



House Committee on tax
Kansas House of Representatives
300 SW 10th Ave.
Topeka, KS 66612

February 24, 2025

Dear Committee Members,

This letter is written to express my support for House Bill 2276 – Kansas Small Business Ad Tax Credit.

As a staunch believer in local advertising, I recognize the challenges facing many small businesses as they juggle rising costs of products and services with a need to build brand awareness with residents of their area. I see many merchants forgo advertising due to these financial burdens, which impacts their longevity and ability to grow product options and hire employees.

Since 2000, there has been an 81 percent drop in newspaper advertising revenue across the U.S., resulting in some 2,000 communities that no longer have a newspaper to provide information critical to their coverage area. Along with that loss, many small communities also face uncertainty among merchants, who no longer have an affordable way to feature products and services.

By turning to digital advertising, which our bank utilizes as supplement to print media, we encounter many small businesses that are forced to compete with national brands. They are often forced to bypass this important feature in their own markets, where advertisers are sometimes awarded top tier placement by paying the highest bid.

This bill not only helps provide Kansas businesses a critical cost savings for engaging the public, but it also helps to save local news from destruction and I am gratified to hear from many local businesses supporting this legislation.

House Bill 2276 makes sense – not only because businesses can use the financial help provided by this tax credit legislation, but also because it helps local news. Without reservation, I urge you to pass this bill as soon as possible.

If you have any questions, please do not hesitate to contact me. I am glad to support of such critical policy for our Kansas business community.

Sincerely,

Ken Knepper

Chief Communications and Marketing Officer

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