



House Committee on Tax

Kansas House of Representatives

Dear Chairman Smith and Committee Members:

With the overall changes in market conditions and the impacts of advanced technology, small businesses in Kansas find it more difficult than ever before to effectively compete and capture market share.

We are not even three years out of the negativity COVID created for small businesses in Kansas and many are still not back to levels they were in 2019 or before. In fact, I had a business owner in South Central Kansas tell me just a few weeks ago they might get back to the revenue levels they had before COVID, sometime this year. That means maybe 5 years of no comparative growth in their business, rather all they were able to do was to catch up.

Many businesses have attempted to adapt their products and services in ways that would better fit today's consumers. But those benefits can be lost if they are unable to communicate their new message to prospects. And then they have to compete with companies who come into a market, take out local marketing dollars, never to reinvest them back in the community.

To say the least, House Bill 2276 could be an opportunity for support for small businesses and, more importantly, an added reason for them to fight on.

Local news media outlets in many communities can be the only resource that effectively reaches their target consumers. It is usually the lack of dollars available that keeps them from investing. This bill can allow businesses to increase their marketing investments, getting to a level that produces stronger results. Better results can bring on more sales and growth to create jobs – And these locally owned businesses can and will reinvest in their communities.

House Bill 2776 can encourage long-term growth and help level the playing field for locally owned small businesses. Offering a simple tax credit helps businesses easily participate in the savings without having to deal with other difficult-to-understand requirements.

We encourage you to support this bill for your local businesses and help keep Kansas growing.

Jeff Cott

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