



January 31, 2025

To: Senate Commerce Committee Chair Larry Alley and the Senate Commerce Committee
From: Alan Carr, Executive Director, Visit Kansas City Kansas
Re: Written testimony in support of SB 52

Dear Chairman Alley,

On behalf of Visit Kansas City Kansas please accept this letter in support of Senate Bill 52, which will create a film and digital media incentive program that will spur economic development and workforce development in our state.

Visit Kansas City Kansas is a tourism-based economic development organization that uses the temporary movement of people—visitors, conventions and sporting events—to generate economic benefit for our community. We work to attract out-of-state visitors to “spend their money and leave” bringing new spending into the state that wouldn’t have happened otherwise. Film projects play a similar role, bringing together production crews for a day or weeks at a time and leaving behind money in the local and state economies by creating jobs, utilizing local vendors, patronizing local hotels and restaurants, and building a positive impression of the city and state.

Kansas is one of only a dozen states without film incentives as an economic development tool. The immediate economic benefits during a production are easy to quantify, but film projects can also have a long-tail impact, reaching untapped audiences, generating awareness, and creating a demand for tourism. Productions like *The Walking Dead* in Georgia, *Gone Girl* in Missouri or *Yellowstone* in Utah and Montana can attract visitors for years to come.

Film and tourism are important tools for economic development in the Sunflower State. Your support of this program gives Kansas a chance to compete for these projects and grow the Kansas economy through film. Thank you for considering Senate Bill 52.

Sincerely,

A handwritten signature in black ink, appearing to be "A Carr", written over a light blue horizontal line.

Alan Carr
Executive Director
755 Minnesota Ave, Kansas City, KS 66101
Visit Kansas City Kansas