



**Testimony to  
The Senate Ways and Means Committee  
on Senate Bill 440  
by Peter Jasso  
Kansas Department of Commerce  
March 8, 2012**

Thank you for the opportunity to present testimony today in support of Senate Bill 440 that creates the Creative Arts Industries Commission within the Department of Commerce.

The Kansas Department of Commerce is currently home to the Kansas Film Commission, which is a program in the Business Development Division. The Kansas Film Commission was created to support the film and video industry in the state of Kansas. The Commission consists of one full time employee and an appointed board of 19 members. The Kansas Film Commission is the first point of contact for any production interested in shooting in Kansas and assists companies with a wide variety of production issues, including locations, facilities, government assistance, personnel, and support services. Additionally, the commission works closely with community contacts in all branches of state and local government to make filming in Kansas more efficient. The Kansas Film Commission assists over 100 productions per year and estimates that film production dollars spent in the state in FY'11 totaled a minimum of \$20 million.

Senate Bill 440, creating the Kansas Creative Arts Industries Commission would broaden the scope of our current services to include business related activities in all areas of the creative arts and would create a Creative Arts Industries Fund that would provide direct assistance incentives designed to promote job creation and economic development in this field. The duties and responsibilities of the new Commission will be a natural extension of our current activities and can be accomplished with minimal adjustments to our existing infrastructure and the

additional resources outlined in the proposed budget allocation combined with existing assets within Commerce would have a positive impact on economic development within the field of the arts. The department and the commission will work together to develop metrics that demonstrate the impact that this initiative has on job growth and expansion of arts-related industries.

The Department of Commerce is committed to providing quality support services to encourage economic development activity in all sectors of the Kansas economy. We look forward to extending this mission to all areas of the creative arts industries and fulfilling the duties set out in the proposed legislation.