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Re: Testimony in support of HB 2182

Thank you, esteemed House Tax Committee. My name is Steph Shannon and I serve as the Kansas City Film Office Director and Secretary of Grow Kansas Film. My role as a film commissioner is to recruit as many projects as I can to the Kansas City metro and assist in recruitment efforts for the entire area. Basically I market our area to industry – representing our destination at tradeshow and industry events and picking up the phone/responding to email when producers call with interest and questions.

On the phone, in emails and at industry events, the first question I get is “what is your incentive offering?” Unfortunately, my answer is we have no active state incentives. This vital tool to recruit projects bringing economic impact, work opportunities and jobs, and to incite residual tourism has been non-existent. But we can change that together. You on this committee and your fellow House members can change that. You can put us on the map and give us a seat at the table.

Why > Tourism:

**Popular Movies Can Increase Tourism to the Film’s Location Between 25%-300%**

- **Harry Potter** – 50% increase in tourism to all filming locations (in some cities/towns as much as 200%)
- **Frozen** – 37% increase in tourism to Norway
- **The Beach** – 22% increase to Thailand
- **Braveheart** – 300% increase in tourism to Wallace Monument, Scotland
- **Mission Impossible 2** – 200% increase to Sydney National Park
- **Twilight saga** – 600% increase to Forks, WA
- Spikes in economies last between 3-4 years
- This explains why governments offer incentives for films – not only does it bring jobs, but it also incites tourism

I'm here today to put it plainly about our wins and losses when it comes to films and episodic television series opportunities.

**Why > Wins:** On the other side of the state line there was a win in 2013 before the sunset of the former Missouri film incentive program with the Academy Award nominated movie *Gone Girl*, filmed in Cape Girardeau. The direct spend in Missouri was close to \$7.9M, the state gave out \$2.36M tax credit, which meant over \$5.5M stayed in the state. Examples of this impact - security service providers benefitted from an influx of over \$250,000 in a little over a month; signage and graphics companies made close to \$300,000; equipment providers made over \$800,000; at least 7,000 hotel room nights were booked and in 5 weeks more than \$700,000 of hotel income+ taxes were generated; and the list goes on...

This example and the many others represent big cash infusions to communities and small businesses that otherwise they would not have had. Businesses then use the money to invest in and grow.

**Why > Losses:** Most episodic series are produced between \$3-7 Million per episode, multiplied by 10-14 episodes a season, multiply that by multiple seasons = \$30-70 Million per season... that equals the opportunity for jobs, economic impact, and a path to grow infrastructure in our area and the state of Kansas.

It was announced in December 2021 a new series for Paramount starring Sylvester Stallone named *Kansas City*, set in Kansas City. Because we did not have an active state incentive program, our location was not even considered as a filming location. The series ended up filming in Oklahoma, using their state incentive program, thusly renamed and reframed itself as "Tulsa King". If I use the information from the show "Yellowstone" from a study by the state of Montana, the state made an impact of \$70 Million over three seasons of the show. "Yellowstone" is made by the same producers as "Tulsa King." Applying this impact information - **we lost an opportunity for \$23.3 Million for one season and another \$23.3 for season two which was just announced.** In addition to the infusion of dollars, we missed out on jobs for our crew and actors, support for small businesses and the residual tourism that could have followed.

There is nothing else that will equalize the smallest town and the biggest metro, other than a statewide film incentive like this.

I vow as a film commissioner to represent our destination well and market a new state film incentive program to the industry with vigor. There is interest, and soon we will be able to vie for the very projects we know we deserve.

I ask you to pass HB 2182. We have crews, an emerging workforce graduating from our schools, the locations, and the interest from the industry. There are current and future projects set in Kansas in development.

Thank you for your time today.

Sincerely,  
Steph Shannon