

Approved 3/26/87  
Date

MINUTES OF THE HOUSE COMMITTEE ON ECONOMIC DEVELOPMENT

The meeting was called to order by Phil Kline at  
Chairperson

3:30 a.m./p.m. on Wednesday, March 18, 1987 in room 423-S of the Capitol.

All members were present except: Representatives Barkis, Goossen, Helgerson and Mainey (all excused)

Committee staff present:

Jim Wilson, Revisor  
Lynn Holt, Research  
Molly Mulloy, Secretary

Conferees appearing before the committee:

Senator Ben Vidricksen  
George Barbee, representing Kansas Lodging Association  
Nick Jordan, Travel Industry Association of Kansas  
Kathy Kruzic, director, Travel and Tourism Development, Department of Commerce  
George Boyd, director of aviation, Kansas Department of Transportation  
George Puckett, Kansas Restaurant Association  
Charles Nicolay, Kansas Oil Marketers Assn

Chairman Kline called the meeting to order and introduced Senator Ben Vidricksen, who briefed the committee on S.B. 100 (Attachment 1). Senator Vidricksen said that the Redwood/Krider study called for the establishment of an overall travel and tourism strategy for the state, and S.B. 100 addresses that recommendation. In responding to questions from committee members, Senator Vidricksen stated that the fiscal note could be anywhere from \$2600 to \$8000, depending on how much the Governor chooses to pay commission members. Rep. Hassler suggested that the director of the state Historical Society could be an ex-officio member of the Tourism Commission and Sen. Vidricksen responded that this would be a very good idea.

The next conferee supporting the bill was George Barbee, representing the Kansas Lodging Association. Mr. Barbee testified that tourism in Kansas is the second largest employer and that the industry is continuing to grow. He said that H.B. 100 would provide a formal link between the public and private sector, which would allow for a much stronger statewide effort in promoting the tourism industry. He stated that although the Act is to become effective when published in the Kansas Register, he urged that the bill be adopted in time for a commission to be appointed prior to the Tenth Annual Governor's Conference on Tourism to be held May 17 in Hays, KS. He pointed out that lines 54-58 of the bill require that there be one person from the general public to be appointed to each of the state's tourism regions, and that the bill allows for four members of the general public. Since there are five tourism regions, this inconsistency might need to be addressed in the bill (Attachment 2).

Nick Jordan, representing the Travel Industry Association of Kansas, spoke in support of the bill, saying it was very important for public and private sectors to pool their resources. He gave statistical data on tourism in Kansas (Attachment 3) and said that state-wide travel commissions have been very important in developing tourism in other states.

Kathy Kruzic, director of the Travel and Tourism Development Division in the Department of Commerce, supports S.B. 100, stating that her department had long sought active involvement with the private sector. The establishment of a tourism commission will provide a leadership mechanism for the travel industry and encourage additional growth, according to Ms. Kruzic. (Attachment 4)

George Boyd, director of Aviation for the Department of Transportation, testified in support of the bill but suggested a change in line 0054, to add a representative from the Kansas Airport Association to the commission, and in line 0070 to add the

CONTINUATION SHEET

MINUTES OF THE HOUSE COMMITTEE ON ECONOMIC DEVELOPMENT,  
room 423S, Statehouse, at 3:30 a.m./p.m. on Wednesday, March 18, 19    .

words "... commission and shall receive all minutes/reports and other information published by the commission." (Attachment 5)

Goerge Puckett, representing the Kansas Restaurant Association, said the KRA enthusiastically supports S.B. 100 and is pleased to have the opportunity to provide a member of the tourism commission (see Attachment 6).

Charles Nicolay, Kansas Oil Marketers Association, testified in support of the bill (Attachment 7). Stating that his organization represents thousands of retail gasoline outlets and convenience stores in Kansas, he reported that employees of KOMA have the prime opportunity to project the friendly image of Kansas and to point out scenic attractions in their vicinity to tourists.

As there were no opponents to S.B. 100, the chairman concluded the hearing and asked committee members if they would like to work the bill. With the committee agreeing, the chairman opened the floor to discussion on S.B. 100.

Rep. Campbell suggested that it might be wise to have a commission member from the field of tourism education, and reduce the number of public members to three. Rep. Miller suggested adding flexibility to the choice of commission members by taking out all of the designations and just stating that a certain number of members should be from the general public and a certain number from various organizations. Rep. Sader commented that if the number of commission members were increased to 15, then representatives from both education and aviation could be accommodated. She also suggested that section (d) regarding reimbursement to commission members upon attending meetings could be eliminated.

Rep. Aylward moved to amend S.B. 100 by taking out the bold type in lines 52-54 and changing the word "four" to "five" on line 54, so that there would be five members representing the public. She said that this would give the Governor the flexibility to appoint public members from various areas such as agriculture, education, racing or aviation etc. Rep. Dyck seconded the motion and it carried.

Rep. Hassler moved to amend the bill conceptually by adding that the state historical society director or his designee be an ex-officio member. The motion was seconded by Rep. Leach. Motion carried.

Rep. Miller moved to change the number of commission members to 15 and to delete section (d). Rep. Sader seconded the motion. Rep. Teagarden asked that the motion be divided. On the amendment to raise the number of members to 15, the motion carried. On the amendment to delete section (d), the motion failed.

Rep. Miller moved to eliminate the legislative members from the tourism commission and Rep. Leach seconded the motion. The motion failed.

Rep. Leach moved to pass, as amended, S.B. 100 and to instruct the staff to add appropriate cleanup language to the bill. Rep. Heinemann seconded the motion. Rep. Aylward offered a substitute motion to strike lines 59 and 60 through the words "or industry." in line 61. Rep. Heinemann seconded and the motion carried.

Rep. Heinemann moved to pass, as amended, with cleanup language, H.B. 100. Rep. Aylward seconded the motion. Rep. Miller noted that cleanup language would be needed in regard to the quorum and pointed out that lines 87-90 contained awkwardly worded phrases. He suggested changing the words in line 87-90 to "governor appoints the chairperson" instead of the current wording. Rep. Heinemann moved, and Rep. Moomaw seconded, that section (c) be amended so that the governor appoints the chairman and vice chairman. The motion carried.

Rep. Heinemann moved, and Rep. Hassler seconded, to pass the bill as amended. The motion carried.

The meeting adjourned at 4:50pm. The next meeting is scheduled for Monday, March 23.

Date: \_\_\_\_\_

GUEST REGISTER

H O U S E

Committee on Economic Development

3/18

NAME

ORGANIZATION

ADDRESS

GEORGE M. BYD

KDOT AVIATION

Topeka

Nick Jordan

Travel Industry Assn of KS.

Abertail Park.

Larry Lamm

Ks Dept of Commerce

Topeka

Judy Bellings

Travel Industry Assn of KS

Lawrence

George Barber

Ks Lodging Assn.

Topeka

Charles Nicolay

KOOTA

Topeka

Tenn. Robertson

Ks Lodging Assn

Topeka

BEN E. VIDRICKSEN

SENATOR, DISTRICT 24  
 SALINE, ELLSWORTH,  
 LINCOLN COUNTIES  
 713 N 11TH STREET  
 SALINA, KANSAS 67401  
 (913) 827-4251  
 827-2551  
 827-5964  
 STATE CAPITOL  
 TOPEKA, KANSAS 66612  
 (913) 296-7390



TOPEKA

SENATE CHAMBER

## COMMITTEE ASSIGNMENTS

CHAIRMAN GOVERNMENTAL ORGANIZATION  
 VICE-CHAIRMAN ENERGY AND NATURAL RESOURCES  
 MEMBER CONFIRMATIONS  
 FEDERAL AND STATE AFFAIRS  
 PUBLIC HEALTH AND WELFARE  
 TRANSPORTATION AND UTILITIES  
 ELECTIONS  
 LEGISLATIVE POST AUDIT  
 MEMBER WATER PLANNING ADVISORY COMMITTEE  
 MEMBER NATIONAL CONFERENCE OF STATE  
 LEGISLATURES

TO: House Economic Development Committee  
 RE: SB 100 - Travel and Tourism Commission  
 FROM: Senator Ben E. Vidricksen

SB 100, introduced by the Committee on Economic Development, is the outgrowth of both a recommendation in the Krider/Redwood Kansas Economic Development Study, which called for the establishment of a comprehensive state travel and tourism strategy, and a 1986 interim study on Proposal No. 39.

My remarks will be directed to a partial explanation of the bill and the merits of the measure as it pertains to Economic Development.

I have been involved in the Tourism and Travel Business for many years. I have seen a slow growth over the years, with very limited resources being directed to the goals of the travel industry. Several conferees will give you information regarding the accomplishments up to now and the efforts that have been made both by the private sector and the public sector.

The Redwood/Krider report recommends establishing an overall travel and tourism strategy for the state.

1. research on travel and tourism
2. marketing of Kansas attractions in and out of the state, and
3. development of state parks or other major attractions.

Travel and tourism is a growth industry in the United States, but Kansas is not currently competitive in developing this industry. Kansas's spending on travel and tourism has not kept pace with other states, and Kansas currently ranks 44th among the states in funding for its travel and tourism office. We believe Kansas has greater potential in this industry than has previously been recognized."

The interim report for Ways and Means concludes that "the tourism industry has an important fiscal impact on the state's economy and that state parks and locally supported tourist attractions will continue to play an important

Attachment 1  
 03/18/87

role in further development of this resource. The Committee also recognizes that state promotion and assistance play an important role in increasing the number of tourists who stop in the state while traveling, but the development of the tourism industry in the state will also require the efforts of the private sector and local units of government."

SB 100 would address both of these recommendations.

The time has come to give full recognition to the potential of the travel and tourism industry, our number 2 source of revenue in our state.

The bill brings together several organizations and their representatives. The 13 person commission would include a member from the TIAK, the Kansas Lodging Association, the Kansas Restaurant Association, and the Kansas Oil Marketers and Convenience Store Association. Each of these industries are on the front line and will provide the Commission with the expertise needed to make the commissions strategy work. The Wildlife Federation was added to put emphasis on our hunting and fishing potential in our state. A very important part of our overall tourism and travel plans.

They, the travelers, are here. A recent study I conducted shows that we have as many as 75,000 visitors a day in our state. These are people who are here visiting relatives or friends, conventioning, passing through or for many various reasons. The travelers provide us with a great potential. They are here now, we don't have to speculate if we can land a new business, we just need to figure out ways to keep them here or make sure we are a destination state. SB 100 has this potential.

The remainder of the commission would be 4 legislators and 4 people from the general public. Three ex officio members round out the Commission. Secretary of Commerce, Secretary of Transportation and the State Parks and Resource Authority or their designees.

The charge for the commission is spelled out in Section 2. They will

- (A) "advise the department of commerce in the development and implementation of the state's tourism marketing and business development program including, but not limited to, long-range strategies for attracting visitors to the state; (b) report to the department of commerce information for preparation of the annual budget for the division of travel and tourism development;

(c) identify and review tourism related issues and current state policies and programs which directly or indirectly affect travel and tourism in the state and, as appropriate, recommend the adoption of new or the modification of existing, policies and programs; (d) prepare and submit to the governor and the legislature on or before December 31 each year a report of findings and recommendations of the commission concerning the promoting of travel and tourism in Kansas and such related matters as the commission deems appropriate; and (e) perform such other acts as may be necessary in carrying out the duties of the commission.

I would hope you would act favorably on this proposal so we could have the commission in place before the Governor's Conference on Tourism and Travel in May.

I stand for questions.



STATEMENT

DATE: March 18, 1987

TO: House Committee on Economic Development

FROM: George Barbee, Executive Director  
KANSAS LODGING ASSOCIATION

RE: Senate Bill 100

Mr. Chairman and members of the committee, my name is George Barbee, President of Barbee & Associates, an association management company. Today I am appearing before you as Executive Director of the Kansas Lodging Association in support of SB-100.

A few years ago at one of the early Governor's Conference on Tourism, the tourism industry suggested a few programs, including some sort of tourism council, to some legislators that were attending the conference. We were advised by those legislators that we should get ourselves organized, determine needs, and then approach the Legislature with our suggestion. That was good advice and I can tell you that Kansas tourism now has its act together and here we are.

The Kansas Lodging Association, made up of approximately 200 hotels and motels merged two parallel associations together about three years ago and now it is a strong organization with a commitment to staying in the forefront of the new wave of economic development.

The Travel Industry Association of Kansas is also now a strong and active group with Chambers of Commerce, Convention & Visitors Bureaus, Hotels, Motels, Attractions, and many others that are eager to accept their position as Kansas tourism, the second largest employer in the state.

As already mentioned in testimony today, tourism in Kansas is the second largest employer in the state, and the industry continues to grow. How can that be? Because tourism is an industry that is working together with excitement and enthusiasm. This spirit to promote Kansas resides in the Kansas Lodging Association, the Travel Industry Association of Kansas, the Kansas Restaurant Association and the Division of Travel and Tourism with the Department of Commerce. However, while the Division of Tourism is doing a creditable job with limited funds, we are lacking a formal link that is needed between the private and public sector. This link would be provided by Senate Bill 100.

Attachment 2

We feel the establishment of a Travel and Tourism Commission will solidify the cooperation and efforts of the public and private sector in Kansas allowing for a much stronger effort in promoting the continued growth of this industry.

We have reviewed this legislation and are in agreement with the makeup of the commission in the legislation and hope as many travel related members as possible will be appointed to the commission.

Concerning the purpose of the commission, we feel strongly that all the purposes listed in Section 3, lines 97 through 114, are extremely important.

Of utmost importance to us are purposes "a" and "b" relating to the marketing plan and budget of the State Tourism's marketing efforts. Obviously, these two items go hand-in-hand. A good marketing plan can be developed, however, if the proper funds are not recommended, the marketing plan will be worthless. WE WANT TO EMPHASIZE THE WORD "ADVISE" IN THE BILL. We are not asking for authority to develop the marketing plan and budget, but feel it is necessary that the commission be empowered to advise in their development. Not only will this help us to develop a strong effort statewide, but it certainly offers the opportunity for a stronger coordination of efforts between the private and public sector.

You will note that the legislation calls for the act to become effective when published in the Kansas Register. There is certainly no emergency, but you should be aware that the Tenth Annual Governor's Conference on Tourism will be held May 17 through 19 in Hays, Kansas. We would like for the Department of Commerce, Division of Travel and Tourism Development and the Travel Industry Association of Kansas to be able to introduce the members of the commission to those attending the Governor's Conference on Tourism. In order to do this, it would be necessary for the bill to be adopted in time for the commission to be appointed prior to that date.

As amended, there is a small discrepancy in lines 54-58 of the bill. The bill would require one person from the general public to be appointed to each of the state's tourism regions. The bill now allows for four members of the general public to be appointed to the commission, however, there are five tourism regions as designated by the Department of Commerce. Something must obviously be done to correct this minor problem.

Thank you for the opportunity to appear today in support of this bill as we urge you to vote favorably for the passage of Senate Bill 100.



LEGISLATIVE TESTIMONY

SENATE BILL NO. 100

HOUSE ECONOMIC DEVELOPMENT COMMITTEE

WEDNESDAY, MARCH 18, 1987

BY

NICK JORDAN

LEGISLATIVE CHAIRMAN

TRAVEL INDUSTRY ASSOCIATION OF KANSAS

Attachment 3  
03/18/87

PAGE 1

Thank you Mr. Chairman and members of the Committee. My name is Nick Jordan and I am appearing as Legislative Chairman for the Travel Industry Association of Kansas.

We are appearing today in support of Senate Bill 100, creating a commission on travel and tourism in Kansas.

The travel industry is the one industry on the grow in the State of Kansas. According to a U.S. Travel Data Center study, travel expenditures in the State grew to \$1.9 billion in 1985. This represented a 9.7 percent increase over 1984. The industry is now the SECOND LARGEST EMPLOYER IN THE STATE employing 41,900 people with a \$374 million payroll. State tax revenues generated were \$63.5 million.

We highlight these figures because they prove the economic benefits of the industry and show the economic growth of the industry. The Data Center report also relates three important facts pertaining to economic development. THE TRAVEL INDUSTRY IS CREATING JOBS, IMPORTING DOLLARS AND BROADENING THE TAX BASE.

One of the major benefits of creating a commission on travel and tourism will be the joining of the public and private sector. A successful state travel marketing program must have broad grassroots participation by travel industry businesses in the state. It must also have the support and participation of major state travel organizations. It addition, these state travel businesses and organizations should have a role in the on-going planning process related to a state effort. A better coordinated marketing effort equals greater success and continued growth.

PAGE 2

Nick Jordan's Testimony

A successful state marketing effort also includes a commitment of resources by the private sector. We now have three examples of cooperative commitment of resources in the state. Both the state travel office and organizations throughout the state are participating in the Linger Longer program and promotions leading up to the 1988 Society of American Travel Writers and National Tour Association conventions in Kansas City. Both of these conventions can benefit Kansas tremendously in the press and with actual business.

We are certainly in agreement with the current make up of the commission and its purposes.

The fiscal note for the commission will probably be the smallest in the state compared to other commissions. It will, most likely, fall between \$2500 to \$4000.

As one last point, we would certainly like to see this act take effect and be in force upon publication in the Kansas register. On May 17-19 the Department of Commerce, Division of Travel and Tourism Development, and the Travel Industry Association of Kansas will join forces to host the 1987 Governor's Conference on Tourism in Hays, Kansas. We would like, at the conference, to introduce the members of the Commission on Travel and Tourism.

Thank you once again for this opportunity to speak in support of Senate Bill No. 100. We look forward to your favorable vote on this bill.

STATE OF KANSAS



DEPARTMENT OF COMMERCE  
400 S.W. 8th, 5th Floor  
Topeka, Kansas 66603-3957  
Phone (913) 296-3481  
Telex No.—4931494KS

Mike Hayden, Governor

Harland E. Priddle, Secretary

Mr. Chairman and Members of the Committee:

My name is Cathy L. Kruzic, Director of the Travel and Tourism Development Division of the Kansas Department of Commerce.

I appear before you today to encourage your support for SB 100, establishing a Tourism Commission to advise the Department of Commerce.

The travel and tourism industry in Kansas has long struggled for both recognition as a valid industry, and necessary funding to design and implement statewide programs. Certainly, growth within the agency has been steady in the past five years, however, not at a level high enough to compete with other states' activities.

Our division has long sought the active involvement of the private sector. Our industry is very much a grass roots level industry and we encourage statewide involvement through activities of the five tourism regions, Tourist Information Centers, Convention and Visitors Bureaus and Chambers of Commerce, as well as individuals. This provides us opportunities to better understand the needs and requests of industry members.

The formation of such a commission would even further our efforts to feel the "pulse" of the industry through its statewide appointments. The commission would also be better able to gather more detailed input from the various industry members and then share that information with us as we prepare our budgets and program plans.

In addition, the commission will provide a real leadership mechanism for the industry as it begins to realize its potential. The advice of such a commission would be most helpful to the Department of Commerce.

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The value of the travel and tourism industry in Kansas is a well kept secret. No one seems to get very excited, for example, when a new hotel is constructed employing 100 + people, and then trading daily with other local and state businesses. In fact, very often such "grand openings" happen and are really never realized as economic development since they are not "industry" as it is commonly perceived. A Travel and Tourism Commission could certainly help garner attention for this important industry, thereby encouraging additional growth.

The Kansas travel and tourism industry employs nearly 42,000 Kansans, contributes more than \$86 million in state and local taxes, and is a \$1.9 billion industry. Such an industry would be well served by establishing a Travel and Tourism Commission.

I urge your support of SB 100.

# KANSAS DEPARTMENT OF TRANSPORTATION

DOCKING STATE OFFICE BUILDING—TOPEKA, KANSAS 66612—1568



KANSAS AVIATION CONFERENCE 10, 11, 12 APRIL 1987

March 17, 1987

Memorandum to: The Honorable Phil Kline, Chairman  
House Committee on Economic Development

From: George M. Boyd, Director  
KDOT Division of Aviation

Regarding: Senate Bill No. 0100

Mr. Chairman, members of the Committee, thank you for the opportunity to appear before you today to comment on Senate Bill Number 0100.

As the Director of Aviation, Kansas Department of Transportation, I would like to present the following remarks and recommendations concerning the referenced bill. The Kansas Legislature has determined that aviation should be promoted as an economical entity in our Great State. Your attention is invited to K.S.A. 75-5010 and K.S.A. 75-5011 (copies attached). The Aviation Advisory Committee of the Kansas Department of Transportation has been supportive of the efforts which we have directed toward economic development of our aviation industry. The Aviation Division has worked closely with the Department of Commerce (KDOC) with what we consider excellent results. KDOC has provided us with guidance and other assistance such as publications, and they recommended that KDOT join the Travel Industry Association of Kansas (TIAK). KDOT is now a member of TIAK, and we enjoy that association, finding it helpful in keeping in touch with tourism in Kansas and the nation.

Problem: We believe that there is an administrative problem based on the fact that our efforts concerning aviation tourism have been mainly due to the initiatives of the KDOC, Division of Tourism, and the KDOT Division of Aviation on an informal basis. It is our concern that should there be a change of personnel administering these programs that aviation tourism will be neglected because it will not be a mandated requirement in any agency.

Recommendation: We believe that aviation tourism, an economic function of aviation, should be addressed in specific terms in the proposed legislation as follows:



ONE EXPOCENTRE DRIVE TOPEKA, KS 66604



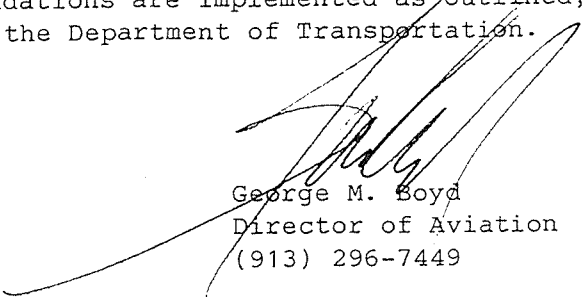
NASAO

AAHSTO

Attachment 5  
03/18/87

- a. Line 0054, SB 0100, be changed to read, "federation and one shall be appointed from a list of three nominations made by the Kansas Airport Association and three . . ."
- b. Line 070, SB 0100, be changed to read, ". . . commission and shall receive all minutes/reports and other information published by the commission."

If the recommendations are implemented as outlined, there will be no fiscal impact on the Department of Transportation.



George M. Boyd  
Director of Aviation  
(913) 296-7449

GMB:jkr

Attachments

cc: Horace B. Edwards  
Secretary of Transportation

**75-5010.** Division of aviation; director of aviation, appointment and salary. There is hereby established within and as a part of the department of transportation a division of aviation, which shall be administered, under the supervision of the secretary of transportation, by the director of aviation, who shall be the chief administrative officer of said division. The director of aviation shall be appointed by the secretary of transportation and shall serve at the pleasure of the secretary. The director of aviation shall be in the unclassified service under the Kansas civil service act and shall receive an annual salary fixed by the secretary of transportation, with the approval of the state finance council.

History: L. 1975, ch. 426, § 10; July 1.

**75-5011.** Transfer of powers, duties and functions relating to aviation of secretary of economic development to secretary of transportation. Except as otherwise provided in this act, on August 15, 1975, all of the powers, duties and functions of the secretary of economic development relating to aviation are hereby transferred to and conferred and imposed upon the secretary of transportation, and except as otherwise provided in this act, the secretary of transportation shall be the successor in every way to such powers, duties and functions of the secretary of economic development in which the same were vested prior to August 15, 1975. Every act performed in the exercise of such powers, duties and functions under the authority of the secretary of transportation shall be deemed to have the same force and effect as if performed by the secretary of economic development prior to August 15, 1975.

History: L. 1975, ch. 426, § 11; L. 1975, ch. 427, § 251; Aug. 15.



KANSAS HOSTED AN ESTIMATED 3.1 MILLION AIR TRAVELERS IN 1986. AN ESTIMATED 1.8 MILLION OR 58% OF THESE TRAVELERS WERE TOURISTS, AND 1.0 MILLION OR 31% WERE BUSINESS OR CONVENTION RELATED.

AIR TRAVELERS SPENT AN ESTIMATED \$314.3 MILLION IN KANSAS DURING 1986. TOURISTS VISITING KANSAS BY AIR IN 1986 SPENT AN ESTIMATED \$182.3 MILLION AND AN ESTIMATED \$96.8 MILLION WAS SPENT BY CONVENTION RELATED AIR TRAVELERS.

THESE EXPENDITURES BY AIR TRAVELERS DIRECTLY GENERATED AN ESTIMATED 8.9 THOUSAND JOBS OR 4.5% OF THE TOTAL EMPLOYMENT IN KANSAS. TOURISTS TRAVELING BY AIR ACCOUNTED FOR 5.2 THOUSAND OF THESE JOBS.

EMPLOYEES IN THESE JOBS, GENERATED BY AIR TRAVEL IN KANSAS, EARNED \$62.0 MILLION IN WAGE AND SALARY INCOME.

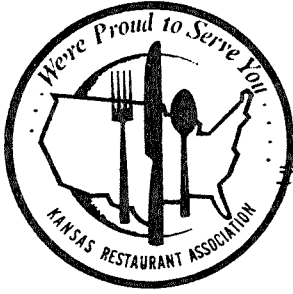
AIR TRAVELER SPENDING GENERATED OVER \$12.7 MILLION IN STATE TAX REVENUE, APPROXIMATELY 3.5% OF ALL STATE TAX COLLECTIONS IN 1986.

AIR TRAVEL EXPENDITURES AVERAGED AN ESTIMATED \$2.9 MILLION PER KANSAS COUNTY IN 1986, AND EVERY SINGLE COUNTY BENEFITED FROM THIS SPENDING.

SEDGWICK COUNTY, INCLUDING THE CITY OF WICHITA, RECEIVED OVER \$105.6 MILLION IN AIR TRAVEL SPENDING DURING 1986, TO LEAD ALL KANSAS COUNTIES.

REFERENCE MATERIAL:

1. THE ECONOMIC IMPACT OF TRAVEL ON KANSAS COUNTIES--1981.
2. PROFILE OF THE KANSAS TRAVEL MARKET - 1981-82, U.S.T.D.C.



The Kansas Restaurant Association

359 South Hydraulic, Wichita, Kansas 67211 (316)267-8383

MY NAME IS GEORGE PUCKETT, AND I REPRESENT THE KANSAS RESTAURANT ASSOCIATION, A STATEWIDE GROUP REPRESENTING THE FOODSERVICE AND HOSPITALITY INDUSTRY.

WHEREAS KANSAS IS IN DESPERATE NEED OF A SUCCESSFUL TOURISM PROGRAM, THE KRA ENTHUSIASTICALLY SUPPORTS SB 100, WHICH WOULD ESTABLISH A THIRTEEN MEMBER COMMISSION ON TRAVEL AND TOURISM FOR OUR STATE. THE KRA ALSO CONSIDERS IT AN HONOR TO HAVE THE OPPORTUNITY TO PROVIDE A MEMBER OF THIS COMMISSION, AS SPECIFIED IN THE MEASURE.

THE KANSAS RESTAURANT ASSOCIATION WOULD CONSIDER IT A PRIVILEGE TO ASSIST THE NEWLY FORMED COMMISSION IN ANY MANNER POSSIBLE TO IMPROVE TOURISM IN OUR GREAT STATE OF KANSAS, AND ASKS YOUR SUPPORT OF SB 100.

STATEMENT

BY THE

KANSAS OIL MARKETERS ASSOCIATION  
CONVENIENCE STORE ASSOCIATION OF KANSAS

REGARDING SB 100

PRESENTED MARCH 18, 1987 TO THE  
HOUSE COMMITTEE ON ECONOMIC DEVELOPMENT  
REP PHIL KLINE, CHAIRMAN

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MR. CHAIRMAN AND MEMBERS OF THE COMMITTEE:

My name is Charles Nicolay and I am here today in support of Senate Bill 100. I speak on behalf of two statewide associations whose members are pleased to be able to provide input into the promotion of travel and tourism in Kansas. Together, the members of the Kansas Oil Marketers Association and the Convenience Store Association of Kansas represent the business interests of thousands of retail gasoline outlets and convenience stores from border to border.

As frontline ambassadors to the tourists visiting Kansas, the employees of our members have the prime opportunity to project the friendly image of Kansas as they serve visitors with the two most vital commodities of the road: gasoline and food. And with a minimal amount of education, these same employees can become proficient "tour guides," engaged in pointing out the scenic attractions of the vicinity. Our members and their employees would be pleased to be able to showcase the good things evident in our state.

Attachment 7  
03/18/87

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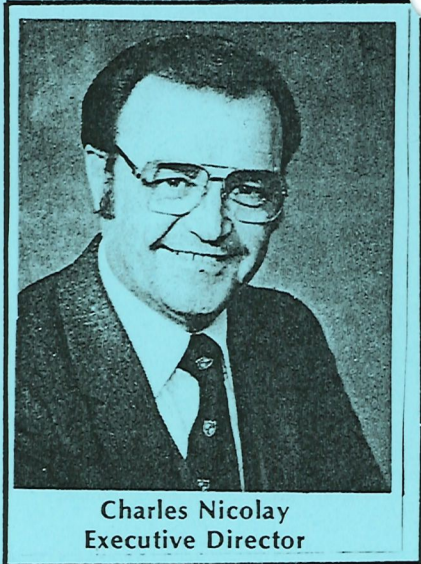
Statement - S.B.#100

The members of this committee and the Kansas Legislature are to be commended for seeking to establish the commission on travel and tourism. We would be delighted to play a part in the commission since it is our belief that looking for the positive is always a worthwhile activity that will grow and flourish in direct proportion to the enthusiasm of the people involved.

Since we are on the tourism frontline, we appreciate being represented on the commission.

Thank you for the opportunity to voice our support of this bill.

(The attached sheet contains editorial material appearing in the Kansas Oil Marketer magazine. It is submitted as evidence of our express desire to promote Kansas.)



Charles Nicolay  
Executive Director

## ATTACHMENT

House Economic Development Committee

March 18, 1987

From Kansas Oil Marketer - June, 1985

## Notes from Nick

As a native Kansan who has been fortunate enough to have spent my entire life here, I can only conclude that there are a lot of things within the borders of this state for Kansans to be proud of. During the past 25 years, I have travelled Kansas extensively, and yet I never cease to marvel at what Kansas has to offer her citizens and her visitors.

Unfortunately, the glories of our state are one of our best kept secrets. Maybe we can attribute our reluctance to "sound off" about our state's virtues to a basic low-key approach to our surroundings. Put another way, Kansans simply aren't prone to brag a great deal. They really believe the old saying that actions speak louder than words. An underlying belief that we can draw our own conclusions without a lot of arm twisting or outside influence abounds in the Sunflower State.

So what we are left with is 80,000 square miles of beautiful, clean landscape, terrific people and interesting sites. And we keep all of these things to ourselves.

Now because of our central location, thousands of tourists crisscross our state every year.....and we just sit back and let them zip by without much effort to detain them for a while to see what we really have to offer.

Of course, if we could stop them and get them looking around, they might just wish to toss a few dollars about. That's OK, too.

Let's face it, tourism is big bucks and an important industry in every state. Kansas is no exception. Tourist dollars trickle throughout the state, making their presence felt in every phase of the economy.

Coaches are always encouraging their players to "talk it up," and that's exactly what this team of 2 million plus Kansas citizens needs to do. Talk it up.....Kansas. Tell those tourists who stop in your stations, truck stops and C-stores about the local attractions. There's a lot more to Kansas than gasoline pumps, restrooms, tornadoes and wheat fields.

According to the Kansas Department of Economic Development, during the past year, 160,000 visitors stopped at our state's Tourist Information Centers. That number represents approximately 20% of the visitors who passed through Kansas during that same period. Together these tourists spent nearly \$303,000,000 in payment to the 40,000 Kansans who served them in various capacities - food servers, filling station attendants, etc. - in the travel and tourism industry (which, by the way, is the state's fourth largest industry).

Speaking of the KDED and promoting Kansas, if you don't subscribe to their wonderful magazine *Kansas!*, you should. The photos alone depict the scenic beauty of our state and the character of the citizens better than any amount of verbal description.

But back to tourism. Let's each make a more determined effort to first appreciate what Kansas has to offer. Then as business people, you have a prime opportunity to promote your state. You and your employees are on the front line of tourism. With the possible exception of the restaurant industry, our industry has the most contact with the people passing through Kansas.

The courtesy and friendliness of the people of an area are remembered and appreciated by visitors even more than the natural beauty or manmade attractions that the region has to offer. Since we've got both the scenic beauty and the easy-going friendliness common to the people of the Midwest, we've got all the ingredients we need to sell our state's fine qualities to our out-of-state guests.

I think each of you would make a good ambassador for the Sunflower State, and your actions might just go a long way in encouraging visitors to return next summer.