

Approved

Feb 18, 1992

Date

MINUTES OF THE HOUSE COMMITTEE ON ECONOMIC DEVELOPMENT

The meeting was called to order by Representative Diane Gjerstad
Chairperson

3:35 ~~xxx~~ p.m. on Monday, February 10, 1992 in room 423-S of the Capitol.

All members were present except:

Representatives Bishop, Baker, Edlund, Wagnon and Wisdom. Excused.

Committee staff present:

Lynne Holt, Legislative Research
Jim Wilson, Legislative Revisor
Betty Manning, Secretary

Conferees appearing before the committee:

Representative Eloise Lynch, Vice-Chair, Jnt. Committee of the Arts
Ramon Powers, State Historical Society
B. J. Smart, Washington County Economic Development
Barbara Burgess, Ph.D., Journalism Dept, Washburn University
Judy Billings, Lawrence Convention Bureau
Sonja Woertz, KDOC, Department of Tourism

Chairperson Gjerstad called the meeting to order at 3:35 p.m.

The Chair opened hearings on **HCR 5036** a resolution directing the Kansas Historical Society and the Kansas Department of Commerce, Travel and Tourism Division, to coordinate activities commemorating the sesquicentennial of the Oregon Trail.

First conferee called was Representative Eloise Lynch, Vice-Chair on the Joint Committee of the Arts and Cultural Resources committee who strongly urged adoption of this resolution. Attachment 1.

Second conferee, Ramon Powers, Kansas State Historical Society gave an historical background of the Oregon Trail and stated the historical society fully supports this resolution. Attachment 2.

B. J. Smart, Washington County, third proponent, urged the committee to budget funds for the publicity of this sesquicentennial and local projects planned. Attachment 3.

Fourth conferee, Barbara Burgess, Ph.D., encouraged support of the events planned and was strongly in favor of this resolution. Attachment 4.

Next conferee, Judy Billings, Director of the Lawrence Convention and Visitors Bureau stated Kansas should capitalize on this event and commended the legislature for recognizing the Oregon Trail as an important attraction to tourism. Attachment 5.

Final conferee, Sonja Woertz, Travel and Tourism Development Division, KS Department of Commerce, stated Kansas is one of seven states proposing to capitalize on this public relations opportunity and the Department of Commerce feels it will be beneficial to the future economic growth of Kansas. Attachment 6.

CONTINUATION SHEET

MINUTES OF THE HOUSE COMMITTEE ON ECONOMIC DEVELOPMENT,
room 423-S, Statehouse, at 3:35 ~~xxx~~ p.m. on Monday, February 10, 1992

The hearing was closed on **HCR 5036**.

Representative Chronister made a motion the resolution be passed on put on the Consent Calendar. Seconded by Representative Weimer. Motion carried.

Chairperson Gjerstad opened discussion on **HB 2683**.

Representative Chronister made a motion to amend the bill to allow each legislative leader an appointment of a businessperson on the board to correct the problem of selecting a Chair. Seconded by Representative Wempe. Motion carried.

Representative Chronister made a motion the bill be passed as amended. Seconded by Representative Dean. Motion carried.

The Chair opened discussion on **HB 2682**.

Representative Mead made a motion the bill be passed. Seconded by Representative Wempe. Motion carried.

Chairperson Gjerstad requested a bill be introduced amending the basic loan program to provide gap financing on small business loans.

Representative Sader made a motion the bill be introduced. Seconded by Representative Weimer. Motion carried.

The meeting adjourned at 4:35 p.m.



TOPEKA

HOUSE OF
REPRESENTATIVES

COMMITTEE ASSIGNMENTS

CHAIRMAN: JOINT COMMITTEE ON ARTS AND
CULTURAL RESOURCES
MEMBER: ENERGY AND NATURAL RESOURCES
LABOR AND INDUSTRY
PUBLIC HEALTH AND WELFARE

LEGISLATIVE, JUDICIAL AND
CONGRESSIONAL APPORTIONMENT

ELOISE LYNCH
REPRESENTATIVE, 71ST DISTRICT
705 S. SANTA FE
SALINA, KANSAS 67401
(913) 823-3594 HOME
(913) 296-7639 CAPITOL OFFICE

To: Economic Development Committee
From: Eloise Lynch
Subject: Oregon Trail Sesquicentennial

My name is Eloise Lynch, vice-chairman of the Joint Committee of the Arts and Cultural Resources. I appreciate the opportunity to appear before this committee to bring to your attention the upcoming Oregon Trail Sesquicentennial.

Two of the purposes of the Arts and Cultural Resources Committee are to make those resources available and an integral part of the lives of all Kansans and to develop and enlarge the economic impact of Arts and Cultural Resources in Kansas.

Today, the following people have been kind enough to bring you information on an upcoming celebration which commemorates an important episode in our state and nation's history;

Ramon Powers, Kansas Historical Society
Barbara Burgess, Washburn University
B.J. Smart, Washington County
Judy Billings, Lawrence Convention and Visitors Bureau
Betty Simecka, Topeka Convention and Visitors Bureau
Sonya Wertz, Department of Commerce

*Eco-Devo
Attach #1
02-10-92*

Testimony to the House Committee on Economic Development, Monday, February 10, 1992, on House Concurrent Resolution 5036; Committee Chair Representative Diane Gjerstad.

Representative Gjerstad and members of the Committee on Economic Development, I am Ramon Powers, Executive Director of the Kansas State Historical Society.

I am here today to add the Society's support to HCR 5036, and we urge you to adopt the resolution.

The resolution directs the Society to work with the Division of Tourism of the Department of Commerce to coordinate events that will be taking place during 1993 commemorating the 150th year of the beginning of the Oregon Trail. (I would note that a trail existed before 1843, but that year marked the beginning of the major flow of emigration over the trail.) Kansas will be celebrating this event with the other states through which the trail traversed. The Division of Tourism requested state funding for support of activities involved in coordinating with the other states; that funding was not recommended in the Governor's budget.

For my part in this hearing, let me sketch a few historical themes and briefly travel the trail through the northeast part of the state.

First, the Oregon Trail was a trail of emigration in contrast to the Santa Fe Trail which was a trail of commerce. As such, the Oregon (and after the opening of the gold fields) the Oregon-California Trail was the avenue for the settlement of the Far West which took place before the settlement of the Plains. Some people took ships around Cape Horn at the tip of South America and a few went across the Isthmus, but most went overland. The estimates for the overland travel range as high as a quarter of a million during the existence of the trail.

Indian Territory (and Kansas Territory after 1854) was the point where easterners started the trek west. Some called Westport Landing, Independence, Atchison, Leavenworth, and other towns along the river the "jumping off" places for travel overland. Some started out and turned back; some died of diseases, particularly cholera during the years when it was virulent along the trail; but the vast majority made it to a land of new opportunity. Yet like all new lands open for the first time, life for many was not improved. Native peoples along the trail and in California died of the new diseases carried by the emigrants and many who came to find fortune, found squalor and degradation. Many returned to the East or stopped along the way in places like Kansas to settle down.

*Eco-Devo
Attach #2
02-10-92*

We have a number of sites in Kansas that were important in the days of the Oregon-California Trail. First, the trail cut through the Shawnee Methodist Mission in Fairway, Kansas. Apparently the trail went between the north building and the two that remain to the south. The mission was the center of a thriving community committed to the christianizing and civilizing of the native peoples. Around Gardner the combined Oregon-California Trail and Santa Fe Trail split with the Oregon-California Trail heading more to the north and west toward Topeka.

Like all overland trails, the Oregon-California Trail was not simply one track; it often cut a wide swatch over the prairie. According to Gregory Franzwa, skylarking emigrants often climbed Blue Mound east and south of Lawrence, and the trail passed along the south side of Lawrence (along 23rd street). Big Springs was on the route west to Topeka (which did not exist until 1854) and many travelers crossed at Papan's Landing (Charles Curtis' maternal grandmother was Julie Gonville Pappan), or some went west along the river and crossed south of Rossville at Uniontown. We have accounts of some travelers who stopped at the Pottawatomie Mission where the Kansas Museum of History is located.

The trail headed west to St. Marys and west of there at the Red Vermillion turned north. In 1857, a chief of the Pottawatomie, Louis Vieux, was given an allotment of land on the Red Vermillion and he bought the bridge over the river and charged \$1 per outfit to cross. At the site is a graveyard now fenced with wire.

The last two sites in Kansas I want to mention are Alcove Spring in Marshall County and Hollenberg Station in Washington County. Unfortunately, the Alcove Spring site is on private property and access to it is difficult to secure. The spring was an important watering place on the trail. A member of the Donner party left his initials on a rock at the spring in 1846 before moving on to the tragic fate suffered by the party in the Sierra Nevadas during the winter of 1846-1847. Finally, the trail passed next to the cabin of Gerat H. Hollenberg near present-day Hanover. Later when much of the Oregon-California Trail was used for the short-lived Pony Express, the Hollenberg Station was a remount station.

The Kansas State Historical Society operates both the Shawnee Methodist Mission and the Hollenberg Pony Express Station as state historic sites. This past summer the Society completed a major stabilization and restoration project at the Hollenberg site, and we intend to continue developing both sites to better inform the public about these important historic places and the trails leading to them and heading on westward, and use the sites in our programs to interpret and educate the public about Kansas history and the history of the American West.

Thank you for this opportunity to appear before you. I would be pleased to respond to questions.

I am B.J. Smart of Washington County. As director of the Washington County Economic Development, I can appreciate the economic impact the Sesquicentennial of the Oregon Trail could have on our rural county. The Hollenberg Pony Express Station located in Washington County, which is the only original Pony Express Station still standing on its original site, also sat beside the Oregon Trail. Ruts of the trail are still evident in the immediate locality.

Additional tourism to the county will benefit our economy with tourists purchasing meals, gas, and motel rooms, plus any other shopping they might do while there.

We all realize the economic impact the Eisenhower Centennial had on the state and the tax dollars used to promote such a celebration. The Oregon Trail Sesquicentennial will affect not only the six counties of the state the Oregon Trail passed through, but the entire state the same as the Eisenhower Centennial. With the other states involving the Oregon Trail actively celebrating this Sesquicentennial, we would certainly be making a big mistake ^{by} not capitalizing on the additional national publicity this celebration will be receiving. I would request on behalf of Washington County, ~~and~~ the other counties involved, and the State of Kansas, that you budget funds for the publicity of this Sesquicentennial ~~and~~ ^{for} the state and local projects planned.

Eco-Devo
Attach #3
02-10-92

TESTIMONY IN SUPPORT OF HOUSE CONCURRENT RESOLUTION NO. 5036

by Barbara Burgess, Ph.D.

I am here to speak in favor of House Concurrent Resolution No. 5036. Kansans have many reasons for commemorating the Oregon Trail Sesquicentennial because both the land and the people in this state have been shaped by the overland migration on the Oregon Trail.

The landscape was affected by the founding of cities along the trail, by the numbers of overland travelers who returned to settle in Kansas after their overland trail journey, and by the national attention that was focused on the trail. Kansas City, Lawrence, Topeka, Westmoreland were jumping-off places, campgrounds and trading posts on the trail before they became towns. Land records and genealogy studies show that many Oregon Trail travelers returned to Kansas to become some of the first homesteaders, farmers, business owners, and land developers.

The action of emigrating changed the people and provided them with new information about the landscape and the Native Americans who lived along the trail. In the mid 1800s, people from all over the world crossed Kansas as they traveled west on the trail to Oregon or California. This first leg of the journey was usually a great adventure and a pleasant experience. The river and creek crossings tested the pioneers and their livestock, but Native Americans helped them by swimming livestock across rivers and by building bridges and ferries across streams and rivers. In May and June, the Kansas river valley and flint hills were in bloom with wild flowers and strawberries and were carpeted with grasses that provided nourishing feed for the livestock. Overland trail travelers learned about the prairies, the soil, the Native Americans, and other emigrants as they journeyed for 4 or 5 months on the overland trail.

Signs were erected by the Kansas Department of Transportation to mark the trail as it crosses roads and highways in Kansas after legislation was passed in 1985, so modern travelers can easily retrace the trail and see the landmarks along the trail.

This 150th anniversary of the Oregon Trail is an appropriate time for Kansans to remember the past, to retrace the old trail, and to enjoy the journals written by the pioneers as they traveled west. Kansans and people in other states can be encouraged to trace their roots to ancestors who went west on the Oregon/California trail.

The Kansas State Historical Society and the Division of Travel and Tourism Development in the Department of Commerce should be encouraged to plan events that will commemorate the trail as a place, the overland trail experience of families moving westward, and the impact of the overland migration on the history of the state and the nation.

*Eco-Devo
Attach #4
02-10-92*

February 10, 1992

Testimony of Judy Billings, Director
Lawrence Convention and Visitors Bureau

to the 1992 Joint Committee on the Arts and Cultural Resources

Good Afternoon. My name is Judy Billings. I am Director of the Lawrence Convention and Visitors Bureau. I appreciate the opportunity to speak to you in support of the House Concurrent Resolution No. 5036 urging commemoration of the Oregon Trail Sesquicentennial.

I believe celebration of this event will offer high visibility for our state beginning immediately and continuing through and beyond the Sesquicentennial celebration during 1993.

As you know, competition for the tourism dollar is extraordinarily high, and to have any level of success at it, requires us to do something uniquely different from our competitors. This year-long celebration puts us in partnership with five other states to begin to draw attention to our uniqueness in a highly visible way.

Those six states are already organized and working together to promote this event. With the exception of Kansas, all have committed a minimum of \$25,000 toward its promotion. Several of the states have hired consultants to create a plan, others have hired an individual to coordinate activities much the same as Kansas did during the Eisenhower Centennial. I believe, in order to capitalize on the success this event will surely have, the state of Kansas must commit some dollars as others have.

There are two distinct markets for us to capitalize on this event...the group tour market and the general travel market.

Last fall when many of us attended the National Tour Association meeting in Cleveland, we got a taste of the interest in the Oregon Trail. Through a dramatic presentation commissioned with sponsorship dollars, the six-state organization introduced the Sesquicentennial of the Oregon Trail to hundreds of group tour planners from around the country. The reception was overwhelming. Group tour planners are already planning itineraries following the trail. This market is one we are already involved with and one that takes a tremendous amount of personal contact to encourage spending time in Kansas.

*Eco-Devo
Attach #5
02-10-92*

Page two
Judy Billings

The general travel market is already knocking on our door. In Lawrence, we have had a number of travelers stopping in our office for trails information. This market takes a tremendous amount of dollar expenditures in advertising inviting travelers to visit our state and experience our rich history.

If we are not a strong player in the six state partnership, we will be left out or, at best, low on the list when the group promotes the Oregon Trail Sesquicentennial celebration. We were not represented at the last organizational meeting because of limited financial resources.

I certainly commend you for recognizing the Oregon Trail as a major historical and cultural feature of Kansas and an important attraction to tourism in this state. I believe that people outside our state, or the children in our own schools, will only recognize its importance to Kansas if we educate them to that end. To do so effectively will take some financial resources. I encourage you to allocate \$50,000 to coordinate Kansas' efforts and participate with the other five states already involved in promoting this celebration.

Kansas Department of Commerce
Travel and Tourism Development Division
Testimony for
House Concurrent Resolution #5036

1993 is the sequicentennial of the Oregon Trail, and Kansas is one of seven (7) states posed to capitalize on this unique public relations opportunity. The benefits from this celebration include: a growing recognition of Kansas' role in the opening of the west for in-state residents and out-of-state travelers; the economic growth as a result of the increase of travelers following the Oregon Trail - in-state, out-of-state and internationally; and, the positive press that will be generated from travel journalists and historians writing about the Oregon Trail.

Currently, the Travel and Tourism Development Division is working with the National Park Service and the state tourism offices of Missouri, Nebraska, Wyoming, Idaho and Oregon and Washington to develop a comprehensive, multi-state marketing plan. The seven states began working together the latter part of 1990 and have already co-hosted a successful major promotional event during the National Tour Association (NTA) Convention in November, 1991. Activities that have taken place and are outlined for the future include: a musical, dramatization of pioneers following the Oregon Trail (Nov., 1991); development of a six (6) state motorcoach tour itinerary brochure (Nov., 1991); a comprehensive media campaign (March, 1992); a motorcoach tour operator familiarization tour (May, 1992); a wagon train re-creation; and, a several hundred thousand dollar cooperative advertising campaign.

*Eco-Devo
Attach #6
02-10-92*

Funding for these activities are provided through contributions from each state tourism office. Oregon, Wyoming and Idaho will have contributed in excess of \$300,000 each by the completion of the program. Nebraska will have contributed in excess of \$15,000 and Missouri in excess of \$50,000, and Washington will be contributed over the three year period. Kansas has contributed \$5-7,000 to date, and is considering a contribution of \$10-15,000 for the final year of the program. The final decision will be determined by available promotional funds.

In addition to the multi-state marketing program, each state is working with their individual communities along the trail to develop an in-state commemorative campaign. Our division is working with a committee of local representatives that include community tourism officials or designees, the Kansas Historical Society and the Oregon-California Trail Association. Activities that have been outlined for tentative completion include: an automobile tour brochure of the trail in Kansas, and side trips to communities within 60 miles of the trail; a commemorative limited edition poster; a comprehensive press kit with color slides; and, in July, 1993 community events that follow the trail through Kansas on a weekend by weekend basis. The division will also be requesting that a representative from the State Board of Education and the Kansas Arts Commission be assigned to work with the Kansas Oregon Trail Committee - to assist with educating Kansas residents about this celebration.

Finally, the division attended a meeting in Denver last week with representatives from Continental Airlines (Midwest District General Manager, Marketing Manager and Sales Manager), Director of Marketing for AAA of the Colorado region (includes Colorado, Idaho, Wyoming and New Mexico) and the Director of Marketing for Metro Traffic Control nationwide to discuss a possible promotional sponsorship. Continental Airlines would like to sponsor an event that would feature the states of Kansas, Missouri, Nebraska and Wyoming. Metro Traffic Control and AAA of Colorado would be involved at some undetermined level. Promotional programs that were discussed included: Continental Airlines sponsorship of the musical production performed for NTA in each state; AAA of Colorado reprinting individual state brochures to make available to their 1 million+ membership (camera ready art would need to be provided); and, Metro Traffic Control would possibly provide public service announcements during their traffic reports in several major U.S. cities. All state and company representatives will be meeting in Kansas City, in April, to begin finalizing details of the promotion.

In conclusion, the Oregon Trail celebration offers Kansas several leveraged marketing opportunities. The trail is a significant part of our nation's past, and we now feel it will also prove to be of significant benefit to the future economic growth of Kansas.