

MINUTES OF THE Senate COMMITTEE ON Economic Development

The meeting was called to order by Senator Dave Kerr at \_\_\_\_\_  
Chairperson

8:00 a.m. ~~xxx~~ on January 28, 1992 in room 123-S of the Capitol.

All members were present ~~xxxx~~:

Committee staff present:

Lynne Holt, Legislative Research Department  
Bill Edds, Revisor of Statutes' Office  
LaVonne Mumert, Committee Secretary

Conferees appearing before the committee:

Mary Lou McPhail, Department of Commerce  
Tom Kirker, Department of Wildlife and Parks  
Dorothy Ilgen, Kansas Arts Commission  
Ramon Powers, State Historical Society

SB 483 - Establishing the Kansas Inter-agency Council on Tourism

Mary Lou McPhail explained SB 483 and testified in support of the bill (Attachment 1). She said establishment of such a council was recommended by a recent study. Ms. McPhail noted that some of the members of the proposed council are currently ex-officio members of the Travel and Tourism Commission, but do not always attend each meeting, and, further, the Travel and Tourism Commission serves in an advisory capacity, whereas the proposed council would have policy-making authority. She said that there is some coordination already occurring among the proposed members of the council, but a statutory directive would enhance and expand that coordination. Ms. McPhail said there would be no fiscal impact associated with the council since any expenses a member might have would come out of that member's own agency budget and the Division of Travel and Tourism would provide support with existing staff.

Tom Kirker spoke in favor of the bill (Attachment 2). He mentioned recent instances of his agency working in conjunction with the Department of Commerce. Senator Francisco asked about the agency's requirement for filing a notarized statement in order to obtain a list of fishing guides. Mr. Kirker agreed to investigate the matter and provide a response.

Dorothy Ilgen testified in favor of the bill (Attachment 3).

Ramon Powers spoke in support of the bill. He said the council could assist in the promotion of state facilities and in working out problems with signage. He noted that the council would provide a forum for dealing with issues such as shifting properties from his agency to another agency.

Senator Vidricksen moved that SB 483 be amended to include the Department of Health and Environment. Senator Winter seconded the motion, and the motion carried.

Senator Oleen moved that the bill be further amended to include a three-year repealer provision. Senator Petty seconded the motion, and the motion carried.

Senator Oleen moved that SB 483, as amended, be recommended favorably for passage. Senator Petty seconded the motion, and the motion carried.

Senator Salisbury moved that the minutes of the January 24, 1992 meeting be approved. Senator McClure seconded the motion, and the motion carried.

The meeting adjourned at 8:50. The next meeting of the Committee will be Wednesday, January 29, 1992.





Joan Finney, Governor

# KANSAS

Greg W. Gilstrap  
Director

DEPARTMENT OF COMMERCE  
Travel and Tourism Development Division

Laura E. Nicholl  
Secretary

Ladies and Gentlemen of the Committee, thank you for the opportunity to appear before you on behalf of SB 483 establishing the Interagency Council on Tourism.

A couple of years ago the legislature appropriated funds to the Travel and Tourism Division to support a market research study of tourism in Kansas. This report was shared with this committee upon its completion last year. The study was to produce a five-year marketing plan and to make recommendations for the division to the travel industry.

One of the recommendations that resulted from the study was to create a "Kansas Inter-agency Council on Tourism" (KIACT). The study indicated a definite lack of coordination among state agencies listed in the bill, all of which dealt with different facets of tourism. This council would provide the mechanism for the "policy-makers" in these agencies to meet throughout the year and discuss tourism related projects and to determine the effects of programs and decisions on other agencies. Not only would this be extremely helpful in encouraging greater cooperative efforts in projects, but would help on legislative issues as well.

I have been a member of the tourism division for over three years and can well attest that there are numerous activities which go on in these agencies that would better serve the citizens of the state if a better coordination of those activities existed.

For instance, our division currently publishes a Calendar of Events, as do a couple of other state agencies. We are attempting to work with the other agencies to coordinate these efforts and put together a more comprehensive calendar which would provide better information to the public.

While we may all agree that these individual efforts should continue, we feel SB 483 would provide a greater impetus for all the agencies to put more emphasis on accomplishing the goals set out in this bill.

We recognize that some of these agencies are represented as ex-officio members on the Travel and Tourism Commission, but they are not all represented. Further, this commission serves only in an advisory capacity to the travel and tourism division and has no policy-making authority as the Inter-agency Council on Tourism would have. It should also be noted that many times ex-officio members have not attended scheduled commission meetings.

The creation of this council would not have a major impact on any agency's budget and would provide the opportunity for our division to market the state to travelers much more effectively than in the past.

Current division staff would gladly support the council in providing assistance as may be required.

Thank you.



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DEPARTMENT OF WILDLIFE AND PARKS  
JOAN FINNEY, Governor  
JACK LACEY, Secretary  
JOHN S. C. HERRON, Assistant Secretary

MEMORANDUM

To: Senator Dave Kerr, Chair, Committee on Economic Development  
From: Jack Lacey, Secretary, Wildlife and Parks  
Date: January 28, 1992  
Regarding: Senate Bill 483

The Department of Wildlife and Parks supports Senate Bill 483 and recognizes the need for coordination among state agencies to promote travel and tourism in the state of Kansas. We, along with the Department of Commerce, are working hard to increase awareness of the Sunflower states hunting, fishing, hiking camping, cycling, wind surfing and boating opportunities.

Last year was really the first year the Department of Commerce and Wildlife and Parks worked together to promote the Kansas outdoors. Heretofore, each agency carved out its own niche for promoting tourism and generating tourism dollars: Wildlife and Parks promoted the outdoors and Commerce promoted fairs, tourist attractions, sporting events, etc. There was no cooperative effort until 1991.

At this time, I want to elaborate on one of the programs and

**Kansas Outdoors "America's Best Kept Secret"**

*Attachment 2  
1/28/92  
Sen. Eco. Dev.*

promotions Wildlife and Parks, along with Commerce, have undertaken to promote the states natural resources. Last year we had over 15 outdoor journalists visit Kansas to do stories on hunting and fishing. It was the largest number of outdoor writers we have ever had visit Kansas in one year! Each of those writers will generate a number of stories to be published in newspapers and magazines; often times they collect enough material to do five or six stories.

Do magazine articles generate tourism? Yes. A few years ago, Wildlife and Parks invited an outdoor writer to hunt ducks in Kansas (see attachment). The article was published in The American Hunter, with a circulation of nearly 2 million. From that one article, we know that over 450 people came to hunt ducks in Kansas the following season and poured over \$45,000 dollars into local economies. Wildlife and Parks realized a return of over \$25,000 from license and duck stamp sales alone. Moreover, Kansas realizes an additional financial reward from federal excise taxes on hunting and fishing equipment, i.e. Pittman-Robertson Act and Dingell-Johnson Act, sold within the state.

Aside from writers, we had two syndicated television program film crews in the state last summer to do shows on hunting and fishing. Over the next 12 months, they will air 10 - 12 original television programs on Kansas hunting and fishing. To make the trip successful, there was strong cooperation between Commerce, local Convention and Visitors Bureaus and

Wildlife and Parks; each entity made its own positive contribution to promoting Kansas outdoor recreation.

Other promotions by Wildlife and Parks and Commerce include: production and distribution of television commercials, development of a new state logo, collaboration on new state travel guide, and maintain the 1-800-2 KANSAS telemarketing number.

To conclude, Wildlife and Parks supports Senate Bill 483 and the continued strong cooperative spirit between the Department of Commerce and Wildlife and Parks. Hopefully, we will be able to build a strong bond with the Historical Society, Department of Transportation, Arts Commission and Kansas Lottery too.

JL:TK:tk

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# Kansas Duck

**T**here's something prepossessing about clear nights, arctic air, and the vastness of the Kansas prairie. Stars shine by the millions. Distance and time lose their significance. Every small sound is amplified, especially that quiet, inner voice which speaks of the past. . . .

It reminds of centuries gone by and hunters with primitive weapons and purposes far more serious than ours. No doubt red men stalked buffalo along this river on other cold predawns. Their frosty breaths drifted into the darkness as they whispered their strategy. They wore hand-sewn buckskins and furs to fend off the chill.

This morning I'm wearing Gore-Tex and carrying a Browning. And it's a comfort knowing I

won't go hungry if our hunt fails. Yet, the instincts are the same; I still feel that queazy anticipation in my stomach. It's an ancient, emotional holdover that's more than simple excitement. It's what makes men want to hunt, what draws them to spots like this at hours like this with intentions like we had.

"Listen to 'em," Mike Cox says, breaking my trance. "Sounds like we gained a few birds last night. With everything freezing over, we might have gotten one more migration of mallards from up north. They'll be super fat from eating Nebraska corn."

The ducks' chorus is continuous, the hens with their roller-coaster runs of high notes and the





Photos By Author



*Located in the heart of the Central Flyway, this state has what waterfowlers dream of—prime hunting spots, lots of birds, and few competitors.*

*By Wade L. Bourne*

# Hunt

drakes adding their softer, raspier *gweeps*. An occasional wiggon whistle mixes in with this avian symphony.

"They're sitting around the point of the island," Mike Cox mentions to his hunting partner, Mike Miller. "With the wind like it is, we may be better off setting up on the other side of the slough."

"I'd agree with that," Miller answers. "We can hide in the cattails. If they're flying good, we shouldn't be there very long."

Indeed, both men expect the ducks to fly, and to decoy. They've done so virtually throughout the season, even before the freeze. Add to this the fact that ice does something to waterfowl's

wariness, diminishes it, and the prognosis for the hunt is good.

The faintest slice of color is now edging its way into the eastern sky. Mike Cox shines a light on his watch. " 'Bout a half hour before shooting time. We'd better get across the slough and set up." He and Miller take one last swig of coffee, pull down ear flaps, fetch shotguns and decoy bags from the pickup's bed, and set off on a laborious trek across the field toward the water.

Both of these Mikes work for the Kansas Department of Wildlife and Parks in Pratt, and they have in their backyards what waterfowlers elsewhere dream of: a good hunting spot, lots of



birds, and few competitors, especially now in the waning days of the season.

Oh, other hunters have been around, mostly back in November when the weather was warmer and the grainfield potholes were still open. The early migration was a good one, and shooting in the fields was consistent. Now, the fair-weather hunters are home by the fire. This leaves the door, and the ducks, open to the few hardy souls willing to put up with the tough late-season conditions. Mike Cox and Mike Miller are among this diminutive legion.

I'd met Cox six months earlier at an outdoor writers' conference. Our "business" included rearing back in easy chairs and discussing the gamebird menu in his home state.

"We've got some of the best quail hunting in the country. We've got prairie chickens. Our pheasant population's on the rebound. And ducks! Kansas is at the very heart of the Central Flyway. A big percentage of the waterfowl heading down to Texas and Louisiana funnels through our state."

He knew how to grab my attention.

Mike Cox explained why the late season offers special gunning opportunity. "We have some exceptional shooting from late October through Thanksgiving, and I think a lot of locals get spoiled by not having to work too hard for their birds. So toward the end of the season, when the shallows freeze over and the ducks move onto the big lakes and rivers, a lot of hunters hang it up. They're not willing to make the effort required to hunt ducks on these places. This leaves some great shooting for those who do.

"Why not come to Kansas after Christmas and see for yourself?" Cox asked. "We'll chase

ducks in the mornings and pheasants and quail in the afternoons."

His invitation was too good to refuse, and soon we'd laid plans to hunt the last three days of the season: January 1-3.

The night of my arrival in Pratt, Mike Cox and I held a strategy session in my motel room, and he was puzzled. "In the morning we'll hunt on the river (South Fork of the Ninnescah) east of town. Shooting was good when I was there a week ago. But I drove out this morning to check on it, and I didn't see the number of ducks I'd hoped for. That's a little unusual. Normally this time of year we don't have any trouble picking greenheads and getting an easy limit. Anyway, we'll give it a try and see what happens."

In the next hour, Cox proceeded to brief me on Kansas' waterfowling picture. He spoke from three different rungs of authority: as a lifelong resident of the Sunflower State; as a hit-it-hard wildfowler; and as an employee of the Kansas wildlife agency. By combining his personal knowledge of this sport with his access to the latest management info, Cox can paint as accurate a picture of Kansas duck hunting as anybody.

He said this state is divided into two waterfowl hunting zones: the "high plains" area, consisting of the western third of the state, and the "low plains" area, covering the eastern two-thirds of the state. He said the duck season in each zone is divided into three segments. In the "high plains," the 1987-88 season ran October 10-30, November 7-December 6, and December 19-January 3. In the "low plains," the dates were October 24-November 9, November 14-December 6, and December 24-January 3.

Cox continued. "Our state is dotted with reser-



Photo By Author

In Kansas, shallow lakes and ponds lock up by late December, forcing waterfowl to search for open water on the rivers.

voirs that are surrounded by grain-fields. When the migration starts, we attract and hold a lot of ducks. They stay mostly in the shallow upper ends of the reservoirs or in potholes or flooded bottoms in adjacent farm country. Our early ducks are mostly gadwall, pintails, wigeon, teal, and a few mallards. Hunting pressure is moderate in the first segment of the season."

Mike Cox noted that hunter interest picks up during the second segment, when big numbers of migratory mallards pour in from up north. "Shooting pressure usually peaks around Thanksgiving. The birds are plentiful, and the weather's still not too bad.

"But all this changes by the time the last part of the season rolls around," Mike Cox said. "By late December, the shallows are all frozen, and the ducks have shifted to the open lakes. Then, when the lakes lock up, they move to the rivers. Hunters who make the effort can find some huge concentrations of ducks, and they're likely to have them all to themselves."

I asked Cox to name specific areas where such opportunity exists. "Tuttle Creek and Milford reservoirs near Manhattan are both excellent late-season spots. So are Kirwin, Glen Elder, and Cedar Bluff reservoirs in the north-central part of the state. Over in the east you've got John Redmond, Marion, Melvern, and Elk City reservoirs. And when these freeze over, you've got such rivers as the Kansas, Republican, Big Blue, Neosho, Arkansas, Saline. These are just a few. Al-



*Hunters who make the effort can find huge concentrations of waterfowl, and they're likely to have them all to themselves.*

most any lake or river in the state that's got open water will have good late-season duck hunting."

Cox said it's very feasible for nonresident hunters to pack up a portable spread, drive into Kansas, and locate birds in a hurry. "Most lakes are surrounded by government-owned lands which are included in our public hunting area system," he said. "Hunters could contact the Kansas Wildlife and Parks ahead of time and get literature listing all these areas. Then right before coming, they could call area managers for up-to-date information on how many ducks their lakes are holding. That's about all they have to do to find a good spot." Cox added that area managers can also provide details about specific hunting sites, boat ramps, refuge boundaries, steel shot rules, etc.

"Once hunters pick a lake, then they should launch their boat and run the shoreline looking

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## Kansas Duck Hunt

continued from pg. 37

for rafting ducks. When they scare some up, they should throw decoys out in that exact spot and hunt from a temporary blind on the bank," Cox advised.

He told a story to illustrate how unbelievably good Kansas' late-season duck hunting can be. "A couple of years back we had some guys drive in from Indiana. They found ducks on a lake up in the north part of the state, and they set up fairly close to a refuge boundary. But when the sky filled up with mallards, and there were no other hunters around, they started wondering if they'd made a mistake and set up on the refuge. They wouldn't shoot until they'd located the refuge manager and made sure they were legal.

"Hunting this good isn't uncommon. The big feeding flights head to the grain-fields at dawn, and then they start coming back to water around midmorning. Usually the best shooting is from 9 a.m. to noon. A lot of times we'll just take one drake from each flight to prolong the hunt," Mike Cox said.

When I asked about equipment to hunt these lakes, he was quick with a warning. "Kansas has some strong winds in the winter, and the lakes can be very dangerous. Hunters shouldn't come out here unless they bring a substantial boat that can carry heavy loads in rough water."

Cox added that late-season duck hunters should dress for sub-zero wind chills. They should bring big decoy spreads for the reservoirs. (A hundred or more mallard and Canada goose decoys aren't too many.) When the ducks shift to the rivers, two dozen decoys are usually sufficient. In either location, a camo net will be handy in fashioning a shore blind. "Also, hunters with boat blinds do very well," he said.

"The best advice I can give is just stay mobile and find where the ducks want to be. It's easy to move from one lake to another one. This is sort of an adventurer's way to hunt, and it'll almost always pan out."

Now, the following morning, we're the adventurers, plodding through the snow and then over the ice at the back of the frozen slough. The sounds of new ducks on the river have raised Mike Cox's spirits. He leads the way toward the dark cattail line on the far bank, his old Lab, Baja, walking calmly at his side. Ten years of retrieving have cut down on the dog's energy but not his enthusiasm. He's ready to handle the fetching detail when birds splash down.

The ice thins and then turns into open water just before the slough empties into the river channel proper. A dozen or more mallards flush from this spot as we

draw near. This is where we'll set the decoys, close to the bank and out of the wind. Working ducks should glide right down in our faces, and the shooting will be easy.

The two Mikes divide the chores. Mike Cox starts unwrapping strings and dropping decoys onto the water. Mike Miller begins fashioning a blind among the cattails, thickening the slot where we'll hide. Baja busies himself by sniffing after an overmatched field mouse.

"Be still!" Mike Cox whispers with a sense of urgency. Mike Miller and I freeze and peep out over the river. A half dozen big ducks are gliding down to

surprise. All but one brightly colored drake escape. A drake and hen mallard come in, and Cox nails the greenhead.

Then, for some unexplained reason, the duck supply dries up. The next hour passes with no shots and only a couple of sightings of birds flying along the opposite bank of the river.

Both hunters expect action to pick up again in midmorning, when the ducks return from the feeding fields; but this also fails to materialize. By 10:30 a.m., it's obvious that we need a new spot. Our early shooting has moved the island concentration of ducks farther down river, and there are no replacements.



Photo By Dale C. Spallars

**A big percentage of waterfowl heading down to Texas and Louisiana funnels through Kansas. Pintails and mallards are among the variety of species that offer exceptional gunning, particularly late in the season, on lots of accessible rivers and reservoirs.**

the decoys like kites, their arched wings rocking back and forth in the stiff breeze. The lead drake backpedals and lands less than five yards from Cox, who is standing like a tree in the knee-deep water. Then the bird makes him out and hurtles skyward again. The small flight sails around the island and drops into the concentration of live birds. "I could've got him with a slingshot," Cox laughs.

The two hunters finish their chores. They slide into the blind, pull shotguns out of their cases, and load them. Mike Miller checks his watch. "We're five minutes past shooting time," he says. The sun is well on its way toward rising, there's plenty light to tell drakes from hens. The next greenhead that swings into range will find himself in dire peril.

In five minutes a lone drake appears from upriver, spotting the decoys and falling to them with no hesitation. "He's yours," Miller whispers to Cox. The hunter rises, points, fires, and misses. He quickly readjusts his aim and shoots again. This time the drake tumbles, and Baja wades in for the retrieve.

Mike Cox is embarrassed by missing the first shot. "He was too easy. I guess I took him for granted," he laughs.

Action is steady in the next 30 minutes. Another single greenhead sails in, and Miller drops him. Four greenwing teal buzz the spread, catching the hunters by

It's funny how duck hunters don't notice the cold when there's action. But when the birds quit flying, the discomfort creeps in. "I have a suggestion," Cox says. "Let's head back in for some lunch and then go quail and pheasant hunting this afternoon. Later on, I'll call around and find some new birds. I've heard there's a big feeding flight coming off Quivira Refuge up north of Pratt. We'll just do like I told you last night: stay mobile and find where the ducks are working. We'll get on 'em somewhere in the next few days. We always do." ■

*Hunters wishing to sample Kansas' late-season duck hunting should contact Mike Cox through the Kansas Department of Wildlife and Parks, R.R. 2, Box 54A, Pratt, KS 67124-9599; phone 316-672-5911. Cox can supply current info on hunting regulations and season dates. He will also provide brochures on reservoirs and public hunting lands in Kansas and the names and phone numbers of individual area managers. A Kansas nonresident small game license costs \$50.50. Hunters also need a \$3.25 state waterfowl stamp in addition to a federal duck stamp. W.B.*

TESTIMONY ON SB: 483

Presented January 28, 1992 before the  
Senate Committee on Economic Development  
of the Kansas Legislature  
by Dorothy L. Ilgen,  
Executive Director,  
Kansas Arts Commission

Chairman Kerr and members of the Committee:

Thank you for permitting the Kansas Arts Commission an opportunity to address Senate Bill 483, which would create an interagency council on tourism among several state agencies having a direct or indirect impact on the tourism industry in Kansas. As the director of one of the agencies which would be part of this council, I speak in support of this bill.

At first glance, the Kansas Arts Commission, which primarily provides funds for arts events throughout our state, might not appear to have a distinct role in the state's tourism industry. However, many of the 400 arts agencies and community events which receive KAC funding have a direct impact on cultural tourism. In recognition of this important link, the KAC's Strategic Cultural Plan and its Mission Statement address the impact of the KAC on cultural tourism.

One example of this impact on cultural tourism is the Design Arts/Capital Aid program, which provides EDIF monies for Kansas communities to build, purchase, or renovate cultural facilities. Examples of recipients of these funds include the Deines Cultural Center in Russell, the Fox Theatre in Hutchinson, the Topeka Performing Arts Center, the Buddy Rogers Theatre in Olathe, the Smoky Hills Museum in Salina and the Prairie Museum of Arts and History in Colby. All of these facilities are, or have the potential to become, major tourism destinations.

The KAC cannot impact upon the tourism industry alone. We must work in concert with the Division of Travel and Tourism and other state agencies to define common goals to work towards. As state agencies continue to maximize limited resources, we need to identify ways to augment our own resources and to work "smarter."

While the KAC has been working informally with the Division of Travel and Tourism, a formal process of cooperation is essential for further growth and development among state agencies affecting tourism. To this end, SENate Bill 483 addresses the need for this formal process.

Attachment 3  
1/28/92  
Sen. Eco. Dev.

## TESTIMONY

Presented August 23, 1991, before the  
Joint Committee on Economic Development  
of the Kansas Legislature  
by Robert T. Burtch,  
Public Information Coordinator,  
Kansas Arts Commission

Madam Chairman and members of the Committee:

Thank you for permitting me this opportunity to address the promotion of tourism in Kansas:

I quote, "The best-kept secret in Kansas is the wealth of our cultural amenities, historic sites, and special arts events...all found within a few miles of a highway. Fascinating arts experiences are waiting to be discovered in Kansas."

Thus begins the section on cultural tourism in the Long-Range Plan adopted by the Kansas Arts Commission in 1989.

The plan continues, "These 'cultural surprises' are important economic resources for the state's convention and visitors' bureaus, but many local clubs and community-based arts organizations need training and technical assistance to develop strategies to maximize these resources for tourism..."

"Communities throughout Kansas have indicated an interest in joint discussions with the Kansas Arts Commission on cultural tourism, and the Commission itself is interested in offering assistance to these communities."

The plan set this goal: "In partnership with local communities, (the Commission should) serve as the catalyst for the development of a state-wide cultural tourism program with local collaborative strategies."

Two objectives were identified:

1. "Create a state-wide cultural tourism development plan in cooperation with the Division of Travel and Tourism..." and
2. "Develop collaborative delivery of technical assistance on cultural tourism to Kansas communities, such as through a conference, a cooperative grants program, etc."

During the past two years, the Kansas Arts Commission has been attempting to achieve these goals and objectives, among others identified in the Long-Range Plan. These efforts, plus the establishment by the Legislature of the Joint Committee on the Arts & Cultural Resources, have brought us into closer partnerships with many state agencies and statewide service organizations.

The Kansas Arts Commission has considered itself a partner in cultural tourism since the agency's inception in 1966. Cultural tourism incorporates the arts, historical sites, and educational institutions of Kansas. During the past quarter-century, the Commission has awarded grants for hundreds of arts programs and activities in Kansas communities. These have encouraged tourism from inside and outside Kansas.

The Commission's primary charge remains funding—not marketing—of the arts. Acting alone, the Commission has not been able to be a major promoter of cultural tourism, because of limited staff and administrative resources. Past requests to the Legislature for funding of specific cultural tourism projects have not been funded, including improved signage for cultural facilities, technical assistance seminars on cultural tourism strategies, and grants for communities to develop cultural marketing programs.

MORE

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It is apparent from the testimony of the Division of Travel and Tourism that the Department of Commerce is eager to expose these "best-kept secrets" of Kansas. It is ironic that the Kansas Arts Commission, while always willing to commit resources to this initiative, is even less able than before to participate because of budget and staff reductions imposed between Fiscal 1991 and 1992. If such promotional efforts are to be a priority, the Commission needs more adequate resources to contribute even upon a collaborative basis.

The Commission continues to serve an important link with the cultural community, networking with the local, state, regional and national levels. I will cite some examples:

## I. CULTURAL RESOURCE DIRECTORY

With federal funding, the Kansas Arts Commission currently is compiling a Kansas Cultural Resource Directory that will be a useful reference for the cultural tourism industry. This publication is being developed from a data base of approximately 1,200 entries, representing hundreds of organizations, sites, activities, and events, which may be custom-tailored for other tourism-related products. The Commission is working with the Division of Travel & Tourism to coordinate the design concept with that of state promotional materials. The Commission intends to continue to collaborate, through the Division, with other agencies to promote tourism in Kansas.

## II. ECONOMIC DEVELOPMENT INITIATIVES

Much of what the Commission has done to date in the area of cultural tourism has been to provide general funding and technical assistance that helps communities of all sizes to prepare cultural programs and facilities that can serve as community and state resources.

The Commission has recognized its commitment to economic development since it requested appropriations of Kansas Lottery revenues from the Economic Development Initiative Fund. A side benefit of programs developed with EDIF has been to leverage more federal funding from the National Endowment for the Arts, which recognizes our Rural Arts and Design Arts programs as national models.

### A. RURAL ARTS PROGRAM

The Kansas Arts Commission works in collaboration with the Cooperative Extension Service at Kansas State University in the administration of the Rural Arts Program. This includes a Rural Arts Circuit Rider who travels to rural communities throughout the state to advise and assist them in developing, expanding or improving rural arts programs. These activities have great potential for the development of cultural tourism, such as the Meade Folklife Festival and Beattie Milo Festival.

One of six national forums on the arts in rural areas will be presented by the National Endowment for the Arts and the Commission in Abilene in November. This conference will attract cultural organizers and administrators from across Kansas and from a six-state region and beyond.

### B. DESIGN ARTS/CAPITAL AID PROGRAM

The development of attractive and adequate housing for the arts is an important component of cultural tourism. The Design Arts/Capital Aid Program was established to help communities and organizations to plan, develop and outfit cultural facilities.

Design Arts/Capital Aid funding has been awarded to renovate existing facilities—including the Brown Grand Opera House in Concordia, the Augusta Theatre, and the Fox Theatre in Hutchinson—and to plan and develop new facilities—including the Prairie Museum of Art & History in Colby, the Deines Cultural Center in Russell, and the Salina Art Center. The program provided some funding for the remodeling of the Topeka Municipal Auditorium into the Topeka Performing Arts Center.

The Commission provides funding to assist with community cultural planning. The City of Wichita has received state and federal support for such a plan, which will have a significant impact on cultural tourism in Wichita and Kansas.

### III. FOLK ARTS APPRENTICESHIP PROGRAM

For many years, the Kansas Arts Commission has worked in partnership with the Kansas State Historical Society for the administration of the highly successful Kansas Folk Arts Apprenticeship Program, which has helped new generations to train with Kansas master folk artists. Two of these master artists—bobbin lace-maker Sonia Domsch of Atwood and Czechoslovakian egg-painter Kepka Belton of Ellsworth—have received national honor and recognition as a result.

### IV. TOURING PROGRAMS

The Commission has long-standing touring programs that make it possible for Kansas communities to present visual arts exhibitions and performances by the finest artists Kansas and surrounding states have to offer. The Kansas Department of Wildlife & Parks has utilized performers from the Kansas Touring Program in staging special events at state parks.

### V. HEARTBEAT

The Commission now is in the fourth year of publishing HEARTBEAT, a monthly newsletter with information of interest to Kansas artists, patrons and organizations. It includes a calendar of cultural events beyond the scope of the Department of Commerce events calendar. Despite budget constraints, HEARTBEAT was expanded to four pages this fiscal year in response to demands from the public and our constituents for more information about the arts in Kansas. This is distributed at no charge by mail and through arts centers and state tourism centers.

### VI. 'OUTSIDER' ART

Kansas has some special tourism potential. For example, the August 7 issue of *USA Today* published feature articles on the current popularity of "outsider" art; non-traditional folk art usually produced by untrained visionaries.

Kansas has some of the most nationally significant sites and collections, including the Garden of Eden at Lucas and the Inez Marshall stone carvings, some of which are in the collection of the Kansas Museum of History. Further, the Grassroots Art Association based in Vinland has documented many sites in Kansas and other states.

The City of Lucas Arts & Humanities Commission has applied for a Design Arts planning grant that would help fund a feasibility study for a museum of "outsider art" and its tourism potential.

## CONCLUSION

While it might seem outside the realm of the Kansas Arts Commission's mandate to focus on cultural tourism, the Commission has identified visitors to our state as one our constituencies. The stated mission of the Kansas Arts Commission is "to enrich the diverse cultural life of Kansans by providing funds, services and information to artists, arts organizations and communities; to promote the arts in their richness and variety for all citizens and visitors (*emphasis added*) to Kansas; and to support works and performances of artists with a continuing commitment to excellence."

We believe that the cultural health and well-being of Kansas has been enhanced and will continue to be strengthened by the Commission's programs, and we are willing to cooperate with all agencies and entities to make our cultural experiences available to all.

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1/28/92  
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