

Approved March 25, 1992
Date

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 March 20, 1992 in room 123-S of the Capitol.

All members were present except:

Senator Paul Feleciano, Senator Jerry Moran (Excused), Senator Lana Oleen (Excused), Senator Marge Petty and Senator Wint Winter

Committee staff present:

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

Conferees appearing before the committee:

Representative Eloise Lynch
Senator Audrey Langworthy
Judy Billings, Lawrence Convention & Visitors Bureau
Betty Simecka, Travel Industry Association of Kansas
Sonia Woertz, Department of Commerce
Ramon Powers, Executive Director, State Historical Society
Barbara Burgess

HCR 5036 - Oregon Trail Sesquicentennial

Representative Eloise Lynch testified in favor of the bill and noted that she was appearing on behalf of the Joint Committee on Arts and Cultural Resources. She said that the bill is recommended highly by that committee.

Senator Audrey Langworthy spoke in support of HCR 5036 (Attachment 1).

Judy Billings urged that the resolution be adopted and noted that she was pleased to learn that funding has been recommended. Ms. Billings advised that there is a partnership with six other states working to promote the sesquicentennial taking place in 1993. She said they are targeting two markets; the group tour market and the general travel market. Ms. Billings mentioned plans for a train of 75 wagons to follow the entire trail next year.

In response to questions from Senator Brady, Greg Gilstrap (Division of Travel and Tourism), described the dramatically increased demand for brochures and information from visitors and tourists and said that if these trends continue, the division's entire budget could be tied up just in printing brochures. Mr. Gilstrap said that the Governor did not include any funding for the sesquicentennial in her budget.

Betty Simecka testified in support of HCR 5036 (Attachment 2). She mentioned the appeal of the "old west" to domestic and international tourists and the particular appeal of the Oregon Trail sesquicentennial. Ms. Simecka suggested that funds be appropriated to hire a statewide coordinator.

Sonia Woertz testified in favor of the bill and described the activities of the Travel and Tourism Division relating to the sesquicentennial (Attachment 3).

Ramon Powers spoke in support of the bill and mentioned the growing importance of tourism as an economic resource for the state.

Barbara Burgess urged that the resolution be adopted.

Senator Vidricksen moved that HCR 5036 be recommended favorably for adoption. Senator McClure seconded the motion, and the motion carried.

Senator Vidricksen moved that the minutes of the March 19, 1992 meeting be

CONTINUATION SHEET

MINUTES OF THE Senate COMMITTEE ON Economic Development,
room 123-S, Statehouse, at 8:00 a.m.~~p.m.~~ on March 20, 1992

approved. Senator Salisbury seconded the motion, and the motion carried.

The meeting was adjourned at 8:40. The next meeting of the Committee will be Tuesday, March 24, 1992.



TOPEKA

SENATE CHAMBER

AUDREY LANGWORTHY

SENATOR, 7TH DISTRICT
JOHNSON COUNTY6324 ASH
PRAIRIE VILLAGE, KANSAS 66208-1369
(913) 362-4067STATE CAPITOL BUILDING, ROOM 143-N
TOPEKA, KS 66612
(913) 296-7369

COMMITTEE ASSIGNMENTS

CHAIRMAN: LOCAL GOVERNMENT
VICE-CHAIRMAN: ASSESSMENT AND TAXATION
VICE-CHAIRMAN: PUBLIC HEALTH AND WELFARE
MEMBER: CONFIRMATIONS
EDUCATION
ENERGY AND NATURAL RESOURCES
JOINT COMMITTEE ON
ARTS AND CULTURAL RESOURCES
LEGISLATIVE EDUCATIONAL PLANNING
MEMBER: CHILDREN AND YOUTH ADVISORY COUNCIL

I am here to speak on behalf of HB 5036 urging the Kansas State Historical Society and the Division of Travel and Tourism Development of the Department of Commerce to develop and implement, and to cooperate with other states in developing and implementing, special events and activities commemorating the Oregon Trail Sesquicentennial.

Some of you may remember that the Legislature passed a bill in 1985 designating the Oregon Trail as an official trail which required official signage. We were the last state to designate but the first state to receive the brown and white signs from the National Park Service. The first sign was put up by the Park Service on state line in Leawood at about 121st street.

Since much of the Trail is still visible and accessible to the public, a six-state celebration of the Trails' heritage is an opportunity for state tourism officials to promote special Trail-related activities and attractions unique to our state.

There are many people interested in the Oregon Trail and there is actually an Oregon Trail Association with state chapters and they hold a meeting somewhere along the trail every summer.

As we are all being told tourism is flourishing in Kansas, and foreign visitors are trying to find the "real" United States. I think we can all conjure up romantic visions of crossing the prairie in a covered wagon.

This is a significant part of our heritage and we need to participate - for Kansans to relive our own past and to share this historical memory with those who have only read or dreamed about this unique slice of history.

I urge your support of the resolution.

Attachment 1
3/24/92
Sen. Eco. Dev.

Topeka Convention and Visitors Bureau

3 Townsite Plaza • 120 E. Sixth, Suite 100 • Topeka, Kansas 66603
913-234-1030 • 1-800-235-1030 • FAX 913-234-8282

DATE: MARCH 20, 1992
TO: SENATE COMMITTEE ON ECONOMIC DEVELOPMENT
FROM: BETTY SIMECKA, PRESIDENT
RE: OREGON TRAIL (HCR-5036)

Chairman Kerr and members of the committee, my name is Betty Simecka and I am President of the Topeka Convention and Visitors Bureau, President of the Travel Industry Association of Kansas and past-President of the I-70 Association.

TIAK is an organization consisting of members in both the private and the public sectors of tourism promotion in the state. The I-70 Association is an organization formed to promote cities along the I-70 "Main Street". The Topeka Convention and Visitors Bureau promotes, markets and sells conventions and tourism for the city of Topeka.

All of the above organizations work together to promote any event of major importance which will bring visitors to our state and the Oregon Trail celebration is one of national importance. The trails which distinguish our state with their timeless historical significance symbolizing the trailblazing efforts of the pioneers, adventurers, cowboys, enterprising merchants...and a few scalawags, evoke a sense of nostalgia in the traveler of today. It is this "old west" romance which is intriguing to the domestic and international tourist and one reason Kansas has gained such a strong appeal in today's tourism market.

Attachment 2
3/24/92
Sen. Eco. Dev.

TIAK, the I-70 Association and the Topeka Convention and Visitors Bureau support 5036 and request that an additional \$30,000 be considered to contract a director to oversee the coordination and portion of the Oregon Trail celebration in Kansas.

During the Eisenhower Centennial year all the activities throughout the state were coordinated by a director and it helped create a smooth operation bringing all efforts together for a very successful celebration. The amount of time necessary to handle the promotion and coordination would be considerable and I know the state travel and tourism office is extremely busy with a heavy workload, so having a director specifically assigned for a nine-month period would provide everyone involved with the direction needed for a major celebration.

As one who grew up on the Oregon Trail in a town founded by Jesuits who established an school for Indian boys and the first church west of the Mississippi and as one who now has the pleasure of helping promote the Kansas Museum of History which sits on the Oregon Trail, I am very excited about the possibilities this celebration and what it can do for Kansas in helping people learn about our rich heritage.

Thank you for allowing me this time today.

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, dramization 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.

Attachment 3
3/20/92
Sen. Eco. Dev.

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.

The Oregon Trail . . . The Adventure is Still Here

ates of Missouri, Kansas, Nebraska, Wyoming, Idaho and Oregon invite you to come and experience the Oregon Trail . . . from the west bank of the Mississippi River to the western edge of the continent. Registration information is on the back of this invitation . . . including a wonderful \$70.00 round trip airfare offer from Continental Airlines. Take a look at the highlights of the FAM noted below . . . then fill out the enclosed registration form and return it today. **The Oregon Trail . . . The Adventure IS Still Here.** Come . . . discover it for yourself!

MISSOURI - Saturday, May 2, to Tuesday, May 5

St. Louis . . . get-acquainted with your fellow pioneers . . . soar to the top of the Gateway Arch.
St. Charles . . . starting point for Lewis & Clark's epic journey.

Arrow Rock . . . a tiny village on the Missouri River "highway".

Independence . . . where the Trail started, home of the National Frontier Trails Center.

Kansas City . . . Westport . . . the new Treasures of the Steamboat Arabia Museum.

KANSAS - Tuesday, May 5 to Wednesday, May 6

Shawnee Methodist Mission . . . established as a school for Native Americans.

Lawrence . . . tour of Oregon Trail sites and a one-woman reading from Oregon Trail diaries.

Topeka . . . Historic Ward-Meade Park & Prairie Crossings . . . authentic "prairie meal" at Kansas Museum of History.

Hollenberg Pony Express Station in Hanover . . . the only original, unaltered station remaining.

NEBRASKA - Wednesday, May 6 to Friday, May 8

Rock Creek Station . . . where Wild Bill Hickok gained notoriety.

Harold Warp's Famed Pioneer Village.

Fort Kearny . . . a welcome sight at the end of the day for pioneers and for us.

Ranches . . . Buffalo Bill's and Thunder Valley, a real working spread.

Ogallala . . . Queen of the Cowtowns.

Scottsbluff . . . for a covered wagon dinner on the prairie and a visit to Scotts Bluff Monument.

Half-way point on our journey . . . you may depart or join the FAM in Scottsbluff.

WYOMING - Friday, May 8 to Sunday, May 10

Fort Laramie National Historic Site . . . the most important outpost on the emigrant trails.

Register Cliff . . . here pioneers etched their names in the soft sandstone.

Casper . . . Fort Caspar and a wagon train breakfast.

Oregon Trail Landmarks . . . Independence Rock, Devil's Gate, Split Rock and Ice Slough.

Atlantic City & South Pass City . . . remnants of Gold Rush days.

Fort Bridger . . . multi-use stop on the Trail.

IDAHO - Sunday, May 10 to Tuesday, May 12

Lava Hot Springs . . . a stop to soak and soothe our "trail-weary" bodies.

City of Rocks . . . where spires up to 60-stories tall soar into the air.

Shoshone Falls . . . the "Niagara of the West".

Thousand Springs . . . where we'll round up home-grown trout for a great feed near the Snake River Canyon.

Boise . . . Idaho's capital, where the Oregon Trail is now the city's main streets.

OREGON - Tuesday, May 12 to Wednesday, May 13

Old Stone House . . . lunch in an Oregon Trail trading post.

National Oregon Trail Center . . . operated by the BLM, this \$10 million facility brings the Trail to life.

Pendleton Underground . . . discover the sordid past of the old west in Pendleton's tunnels and bordellos (of the past, that is!)

The Columbia River Gorge . . . the last major challenge for the pioneers and a visual delight for modern-day travelers.

Oregon City . . . the end of your journey and beginning of life in the promised land for the pioneers.

OPTIONAL OREGON COAST TOUR - Thursday, May 14

Day trip to the new Oregon Coast Aquarium in Newport and a look at the spectacular Oregon coast. Lodging in Portland will be provided that evening.



3/20/92
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OREGON TRAIL 1992 FAM TOUR
SPONSORS

Missouri Division of Tourism
Kris Lokemoen, Group Tour Contact
(800) 535-3210/(314) 751-1910

Kansas Travel & Tourism
Sonya Woertz, Group Tour Contact
(913) 296-2009

Nebraska Travel & Tourism Division
Lois Johnson, Group Tour Contact
(800) 228-4307/(402) 471-3800

Wyoming Division of Tourism
Jeff Olson, Group Tour Contact
(800) 225-5996/(307) 777-7777

Idaho Division of Tourism Development
Roberta Rene, Group Tour Contact
(208) 334-2470

Oregon Tourism Division
Alice Trindle, Group Tour Contact
(503) 523-2481

Continental 
One Airline Can Make A Difference.™



ARROW Stage Lines 

GENERAL REGISTRATION INFORMATION

The 1992 Oregon Trail FAM Tour is a cooperative venture of the six Oregon Trail states . . . Missouri, Kansas, Nebraska, Wyoming, Idaho and Oregon. We invite you to travel with us . . . from St. Louis, MO to Portland, OR . . . from May 2 - May 14. For your convenience, however, we are offering the option of taking the entire trip . . . or just the eastern or western half, with the split scheduled for Scottsbluff, Nebraska.

Continental Airlines has joined with the Oregon Trail states as a partner on the FAM. They are generously offering a **\$70.00 round-trip** or **\$35.00 one-way fare from anywhere in the domestic United States**. These fares are good into St. Louis, Denver, and Scottsbluff; and from Scottsbluff or Portland. Information on how to make air reservations will be sent to you upon receipt of your registration.

Continental 
One Airline Can Make A Difference.™

Registration for the 1992 Oregon Trail FAM is open to decision-making/tour-planning personnel. **ONLY**. The registration fee is \$75.00 per person and is not refundable should you cancel after April 15, 1992. There is no additional charge for the one-day trip to Newport, Oregon.

If you have any questions regarding the Oregon Trail FAM, please contact "Wagon Master" Kris Lokemoen, Missouri Division of Tourism, at (800) 535-3210 or (314) 751-1910. The toll-free number is good from the United States and Canada.

OREGON TRAIL
FAMILIARIZATION
TOUR

St. Louis, Missouri — Portland, Oregon



May 2-14, 1992

3/22/92
3-5

SIX-STATE OREGON TRAIL PRESS KIT

A Conceptual Proposal

January 10, 1992

Project Goal

Stimulate national awareness of the six-state route along the Oregon Trail.

Purpose

Encourage selected national news media to develop stories about the Oregon Trail's route through the states by offering story ideas and information resources.

Target Audience

A core group of special interest and consumer magazine travel editors, network news directors and producers, major daily travel editors, members of the Society of American Travel Writers. Core group audience estimated at 1,171 (531 belonging to SATW).

Project Overview and Strategy

The Oregon Trail turns 150 in 1993. Since much of the Trail is still visible and accessible to the public, a six-state celebration of the Trail's heritage is an opportunity for state tourism officials to promote special Trail-related activities and attractions unique to their state.

Distributing information about the Trail to the news media can be efficiently achieved if the six states (Missouri, Kansas, Nebraska, Wyoming, Idaho and Oregon) cooperated on an effort to produce an Oregon Trail Press Kit. Such a kit would include:

- General Trail information;
- Dates of Special Events/Celebrations;
- Historical Landmarks and Present Day Attractions, Interpretive Centers and Visitor Centers;
- Colloquialism, Diary Entries, Trail Personalities;
- Trail Routes in relationship to today's highways;
- Story ideas and how to pursue them;
- State Contacts for more information.

Once the states agree on a final list of core group media, individual states would be responsible for sending additional state packets to their local press and free-lancers not belonging to the SATW or appearing on the core group list.

Each state is responsible for their own media follow-ups.

Oregon Trail Press Kit Proposal - Page Two

Kit Design Concept

The kit could contain six separate sets of state information plus a General Trail Information Folder or insert. Each state's stapled packet contains the same categorical subject matter as listed above.

The overall kit design could have a "period" look similar in fashion to what Oregon has done with their folders.

For options on the development and layout consider the preliminary budget "a la carte menu" below.

Ballpark Budget:*

* Please note that the dollar figures below are not cost estimates. They are only ballpark figures. When more substantial discussions concerning design, printing quantity, copyrighting and project coordination occur, cost estimates will be prepared.

COPYRIGHTING:	States Provides
DESKTOP PUBLISHING OF COPY:	\$ 3000.
PRINTING OF COPYSHEETS:	\$ 5000.
TOTAL KIT DESIGN :	\$ 1500.
PRINTING KIT (Assumes quantity = 2,000):	\$10000.
ENVELOPES (N/A):	Self-mailer
PROJECT MANAGEMENT:	\$ 2500.
POSTAGE (If under 1lb.):	\$ 700.
ASSEMBLY:	\$ 403.
Sub-total	23,103
(Divided by seven states = \$3300 each)	

Oregon Trail Press Kit Proposal - Page Three

East and West Coast Media Blitz

Individual contacts made by the six-state Trail group with key writers, editors and producers in Los Angeles and New York City will provide a one-on-one opportunity to provide the press with Oregon Trail story ideas. Information presented to a captive audience often has more impact than information sent through the mail. Arrangements would be made for a brief on-location meeting in advance of a summer trip. Kits could be delivered along with some sort of Trail specialty item or gift. A special Oregon Trail press reception or presentation could be made to several writers/editors at once. This six-state sponsored program might be the best way to attract sincerely interested media representatives. Estimating the cost of such a reception or program will take some time and research. Below is an idea of what an east-west press trip might cost. Again, these are ballpark figures, not an actual cost estimate.

RESEARCH AND PLANNING:	\$ 1800.
ITINERARY DEVELOPMENT & COORDINATION:	\$ 4000.
TRAVEL & EXPENSES:	State
PROMOTIONAL ITEMS: (This could change pending item).	\$ 2500.
FOLLOW-UP (Information Clarification):	\$ 600.
CONTINGENCY:	\$ 2500.
Sub-total:	\$11400.
(Divided by seven state =	\$1,628)

Timeframe

January 15:	Concept proposal, pencil sketch design and preliminary cost estimates mailed to all states for review.
January 22:	States meet in Portland to discuss proposal.
January 30:	Deadline for state participation.
March 1:	All copy due to Georgia Smith in Idaho. Production begins.
April 1:	Copy proofs and rough layouts sent to states for approval.

Oregon Trail Press Kit Proposal - Page Four

- May 1:** Press Kit is printed, assembled in Idaho.
- June 1:** Kits sent to Core Group of media.
- Summer/Fall '92:** Media Blitzes.

Measurement:

States are encouraged to have internal and cooperative measurement plans in place to justify budget. Clippings, inquires, visitation figures, collections, are all applicable.

3/20/92
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OREGON TRAIL COORDINATING COUNCIL
 SPRING 1993
 MEDIA DEVELOPMENT
 OPTION I

TARGET: Adults 35+
 BUDGET: \$170,000

DATE: 1/23/92

MEDIUM	FEBRUARY				MARCH					APRIL				MAY			JUNE				TOTAL				
	1	8	15	22	1	8	15	22	29	5	12	19	26	4	11	18	25	2	9	16		23	30		
PRINT					SPREAD 4CB + BRC																				
Sunset (Full Run)					SPREAD 4CB + BRC																				\$100,300
					\$100,300																				
Midwest Living (Full Run)					SPREAD 4CB + BRC																				\$54,600
					\$54,600																				
American Heritage (Full Run)										SPREAD 4CB + BRC														\$32,100	
										\$32,100															
Total:	\$0				\$154,900					\$32,100				\$0			\$0				\$187,000				

Months of activity may change pending editorial. Rates based on 1992 rates + projected 7% increase.

OREGON TRAIL COORDINATING COUNCIL
 SPRING 1993
 MEDIA DEVELOPMENT
 OPTION II

3/22/92
3-11

TARGET: Adults 35+
 BUDGET: \$340,000-\$500,000

DATE: 1/23/92

MEDIUM	FEBRUARY				MARCH					APRIL				MAY				JUNE					TOTAL
	1	8	15	22	1	8	15	22	29	5	12	19	26	4	11	18	25	2	9	16	23	30	
PRINT																							
Sunset (Full Run)	SPREAD 4CB + BRC																						\$100,300
	\$100,300																						
Midwest Living (Full Run)					SPREAD 4CB + BRC																		\$54,600
					\$54,600																		
American Heritage (Full Run)														SPREAD 4CB + BRC									\$32,100
														\$32,100									
People (Western Edition)	SPREAD 4CB + BRC									SPREAD 4CB + BRC													\$206,600
	2/15									4/19													
	\$103,300									\$103,300													
Motorland (Full Run)					SPREAD 4CB + BRC																		\$42,200
					\$42,200																		
Country Living (Travel West Edition)														SPREAD 4CB + BRC									\$23,100
														\$23,100									
Backpacker (Western Edition)										SPREAD 4CB + BRC													\$15,200
										\$15,200													

Total: \$203,600 \$96,800 \$118,500 \$55,200 \$0 \$474,100

Months of activity may change pending editorial. Rates based on 1992 rates + projected 7% increase.

OREGON TRAIL COORDINATING COUNCIL
 SPRING 1993
 MEDIA DEVELOPMENT
 OPTION III

TARGET: Adults 35+
 BUDGET: \$1,090,000-\$1,250,000

DATE: 1/23/92

3/20/92
 3-12

MEDIUM	FEBRUARY				MARCH					APRIL				MAY				JUNE				TOTAL			
	1	8	15	22	1	8	15	22	29	5	12	19	26	4	11	18	25	2	9	16	23		30		
PRINT																									
Sunset (Full Run)	SPREAD 4CB + BRC																					\$100,300			
	\$100,300																								
Midwest Living (Full Run)					SPREAD 4CB + BRC																	\$54,600			
					\$54,600																				
American Heritage (Full Run)														SPREAD 4CB + BRC								\$32,100			
														\$32,100											
People (Western Edition)	SPREAD 4CB + BRC									SPREAD 4CB + BRC												\$206,600			
	2/15									4/19															
	\$103,300									\$103,300															
Motorland (Full Run)					SPREAD 4CB + BRC																	\$42,200			
					\$42,200																				
Country Living (Travel West Edition)														SPREAD 4CB + BRC								\$23,100			
														\$23,100											
Backpacker (Western Edition)										SPREAD 4CB + BRC												\$15,200			
										\$15,200															
SPOT TELEVISION																									
Marks to be selected. Could include:					TBD*					TBD*												\$750,000			
WY-Cheyenne, Jackson NE-Lincoln KS-Topeka, Kansas City, Wichita MO-Independence, Kansas City, St. Louis ID-Boise, Idaho Falls, Pocatello CA-San Francisco NV-Reno UT-Salt Lake City CO-Denver MT-Helena, Billings WA-Seattle IO-Des Moines OK-Tulsa					\$375,000					\$375,000															
*GRPs, dayparts and weeks of activity TBD																									
Total:	\$203,600				\$471,800					\$493,500				\$55,200				\$0				\$1,224,100			

Months of activity may change pending editorial. Rates based on 1992 rates + projected 7% increase.



SESQUICENTENNIAL POSTER

Competition Fact Sheet

- 1. Competition:** An open competition is being held for the design of a poster to be issued by the Jefferson National Expansion Historical Association in 1992-93 for the Oregon Trail Sesquicentennial.
- 2. Theme:** The poster is to celebrate the 150th anniversary of the "Great Migration" -- the Oregon Trail's first great migration from Missouri to Oregon across the continental divide. Although the occasion celebrates the great wagon train of 1843, the poster does not have to depict or refer to a covered wagon or any other symbolic item. It is, therefore, left to the prospective designer to devise a depiction using theme symbols that seem appropriate.
- 3. Exhibition:** The top 35 pieces submitted for the competition will be used to make a traveling exhibition. The Association will travel the exhibition throughout the period of the Sesquicentennial celebration and for related purposes. Unless explicitly stated otherwise by a submitter, all pieces submitted will be able to travel with the exhibition. The Association will make all decisions relative to the type, dates, places, insurance and any other aspect for the exhibition.
- 4. Submissions:** Designs will be accepted either in two-dimensional (watercolor, oil, pastel, etc.) or photographic formats. All submissions should be anonymous, with a symbol on the back of the design or on the back of the photograph or slide holder. That same symbol should be on the outside of an envelope containing the complete identification of the artist and delivered at the same time as the submission.

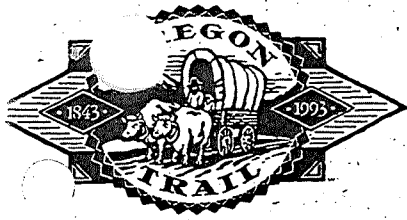
Because of the number of historic locations along the Oregon Trail, it is probable that the chosen poster will be used in a variety of ways and for a variety of events any place along the Trail during the Sesquicentennial period. The Association will consult with the winning design maker to select type for such texts as may appear on the poster in various locations. All other decisions as to use, distribution, etc., are left up to the Association.
- 5. Award:** A total of \$3,000.00 will be paid for the winning design. If the jury selects a design submitted as a photograph, the photograph as well as the actual design become the property of the Association. It is probable the jury will select a set of primary designs from which the final design will be selected. That set of primary designs will not exceed 35.

In Cooperation With:
Jefferson National Expansion
Historical Association
11 North Fourth Street
St. Louis, Missouri 63102
Phone (314) 425-4468

National Park Service
Pacific Northwest Region
83 South King Street, Suite 212
Seattle, Washington 98104
Phone (206) 553-5366

3/20/92
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6. **Jury:** The Association shall appoint a three-person jury which will include a National Park Service person, a recognized expert on the history of the Oregon Trail, and a person from the artistic community. Upon the recommendation of that committee, an award will be made. The Association is not obliged to make any award from among submissions, and if a selection is made, the Association reserves the right to make moderate revisions in the design.
7. **Schedule:** Submissions must be in the hands of the Association by June 1, 1992. The final design, with any required modifications, must be accepted by the jury by June 20, 1992. It is the goal to offer the poster for distribution by August 1992.
8. **Ownership:** Upon payment of award money, all rights of ownership, use and display of the winning design, in any form, are to be vested in the Jefferson National Expansion Historical Association. The piece will bear (on the edge or other appropriate surface) the Association's copyright. All other designs will be the property of the artists, but no designs will be returned unless such return is requested at the time of submission. Jefferson National Expansion Historical Association will not make public information regarding unsuccessful participants in this competition or their designs. The Association reserves the right to purchase other designs for other purposes related to the Oregon Trail.
9. **Inquiries and submissions should be addressed to:**
- Dr. Raymond Breun
 - Executive Development Director
 - Jefferson National Expansion Historical Association
 - 11 North Fourth Street
 - St. Louis, Missouri 63102
 - 314-425-4472



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222 N.W. Davis, Suite 309
Portland, Oregon 97209
503-22-TRAIL 503-228-7245

Date: March 3, 1992
To: Oregon Trail State Wagon Train Coordinators
From: Jaci Wilson-OTCC Marketing/Events Director
Subject: Tentative Wagon Train Route for 1993
cc: Trail State Tourism Directors

Greetings,

The following is the tentative route for the 1993 Oregon Trail Authentic Wagon Train and Gregory Franzwa's Maps of the Oregon Trail with your states section highlighted. Also enclosed is the wagon train detailed budget, sponsorship information, wagon master press release and Council information packet.

WAGON TRAIN HISTORY

When asked how the 150th anniversary of the Oregon Trail should be celebrated, the public's first response is usually "reliving the journey with a wagon train." The Oregon Trail Coordinating Council feels that the wagon train would be an excellent way of educating the public on the importance of the Oregon Trail to U.S. history while bringing hundreds of thousands of visitors to all Oregon Trail states.

The Council has established a wagon train subcommittee that consists of experienced wagon train organizers and participants. The subcommittee has recommended a wagon train that is:

- 1-Safe
- 2-Authentic
- 3-12 wagons. 1 sesquicentennial wagon, 1 wagon for each of the six Trail states and 5 sponsor wagons.
- 4-Participatory, allowing other wagons, outriders and wagon riders to pay to participate with the official wagon train.
- 5-The wagon train is scheduled to travel 5 days per week.
- 6-The wagon train is scheduled to leave Independence, Missouri mid-April and arrive in Oregon City, Oregon in September.

The Council hired Metropolitan Events to organize the wagon train and assist in raising \$1.4 million in sponsorship dollars to fund a 180 day event. The Council would like each state to provide their own wagon and driver to assist in reducing the budget and promoting their individual states to the public.

3/20/92
3-15

WAGON MASTER

The Council solicited applications for several months for the wagon master position. After receiving eight applications from across the country, the Council's wagon train subcommittee selected two candidates to interview. The committee was looking for an experienced wagon master with solid wagon train experience, organizational skills and people skills. We are pleased to announce that Jerry Schubert of Pendleton, Oregon is the wagon master for the 1993 wagon train. A press release on Jerry is enclosed. If you would like a 5x7" b & w photo, please contact me.

Jerry will be traveling the route in June and will be in touch with each wagon train coordinator.

BUDGET

A detailed wagon train budget is enclosed. It lists the core group wagon train budget and does not include insurance, port-a-potty's or the participatory wagon train budget. The participatory fees obtained from those who wish to join with the train, will cover the additional expenses of having a participatory wagon train. Please note that we are seeking in kind sponsors for as much of the wagon train as possible. The Council would like to keep the expenses to a minimum yet requires a safe and quality wagon train.

PRELIMINARY ROUTE

The preliminary route for the wagon train was set by Jerry Schubert, wagon master and Dick Ackerman of the Oregon California Trails Association (OCTA).

When working on the route for Oregon, the meeting included representatives from the Bureau of Land Management, National Forest Service, Oregon Department of Transportation and OCTA. The next meeting for Oregon will also include representatives from the state patrol and state parks. There will be a multi-agency meeting March 12 in Boise, Idaho. Representatives from the B.L.M. and National Forest Service will be attending as will Jerry Schubert. The agencies are considering performing one environmental appraisal for the entire trip as well as securing all necessary permits for the wagon train.

When setting the preliminary route, basic requirements were:

- * Maximum 8% grade for 1/2 mile
- * Route that 2 head of stock can handle
- * Minimum 24' width for major roads
- * Using a twin track route when appropriate

Campground requirements:

- * Recommended campgrounds are:
 - State and county fairgrounds
 - Rodeo grounds
 - State parks
- * Prefer campgrounds with accessible electricity and water
- * Space that will accommodate a minimum of 12 and a maximum of 75 wagons and adequate support vehicles.
- ***Note: If there are limits on the size of the campground, we would like to know this when you return the routes.

STATE WAGON TRAIN COMMITTEE

Please remember that this is a national Oregon Trail wagon train and will represent all the Trail states to the nation. Though the Council is coordinating the organization of the wagon train, we are seeking the assistance and input from six Trail states.

When reviewing the preliminary route for your state with your wagon train committee, please include all the groups and organizations that will be key participants and offer assistance for 1993.

We would like to have the route approved prior to March 16 in order to have the final wagon train route distributed by April 6. We realize this is a tight time schedule, but we are all receiving many requests for this information.

When working on the final route, please note morning, noon and afternoon break communities when applicable. Each community has the option to participate or not participate. Further information on how they may participate will be sent with the final route.

SPONSORSHIP OF THE WAGON TRAIN

The Council, with the assistance of Metropolitan Events, has been seeking corporate sponsorship of the wagon train since November. To date, we do not have a major commitment from a national sponsor for the wagon train. If a large sponsor is not obtained by the end of March, the Council will approach each state to sponsor their wagon and to assist in further obtaining sponsorship for the wagon train.

If anyone has key contacts with national sponsors, the Council would like them to assist in taking proposals to these sponsors. The Council staff will be calling to ask for your assistance. Remember that the wagon train will bring hundreds of thousands of visitors to the Trail states and generate international and national press in 1993.

Sponsors are being asked for in-kind contributions, financial contributions and promotional and advertising support for the wagon train. The Council feels that a large national sponsor will assist in obtaining the desired national media coverage. A copy of the sponsorship proposal is enclosed.

TIMELINES

March 3 - preliminary routes distributed to all Trail states.

March 16 - Routes returned to the Council from all Trail states.

April 6 - Final routes distributed to all Trail states.

Please contact either myself, Jerry Schubert or Metropolitan Events if you have any questions.

Oregon Trail Coordinating Council (503) 228-7245
Metropolitan Events (503) 223-3299
Jerry Schubert (Pendleton Diesel) (503) 276-6066

...a doubt arose in my mind whether the advantages which were expected to result from the trip, would be likely to compensate for the time and expense necessary to accomplish it, but I believe I was right, hoped for the best, and pressed onward.

- Rev. Samuel Parker, 1845