

MINUTES OF THE HOUSE TOURISM COMMITTEE.

The meeting was called to order by Chairperson Barbara P. Allen at 1:30 p.m. on January 30, 1997 in Room 522-S of the Capitol.

All members were present except: Rep. Adkins  
Rep. O'Neal

Committee staff present: Carolyn Rampey, Legislative Research Department  
Tom Severn, Legislative Research Department  
Renaë Jefferies, Revisor of Statutes  
Nancy Kirkwood, Committee Secretary

Conferees appearing before the committee: Eric Hayashi, Executive Director, Kansas Arts Commission  
Dr. Edward Hammond, President, Ft. Hays State  
Dr. Leonard Krishtalka, Director, University of Kansas Natural History Museum

Others attending: See attached list

Chairperson Allen announced she had received more newsletters from Kansas Sampler, and for any representative wanting one could pick one up.

Eric Hayashi, Executive Director, Kansas Arts Commission, gave an overview (**Attachment 1**).

Dr. Edward Hammond, President, Ft. Hays State, gave an brief overview of the Sternberg Museum, its history, and "Things to Come" in the future. Dr. Hammond gave a slide presentation on the Sternberg Museum (**Attachment 2**).

Dr. Leonard Krishtalka, Director, University of Kansas Natural History Museum, gave an overview on the Natural History Museum at the University of Kansas **Attachment 3**.

Chairperson Allen announced the next meeting would be Thursday, February 5, 1997.

Chairperson Allen concluded the meeting at 2:35 p.m.



1/30/97

## The Arts and Tourism in Kansas

The Kansas communities profit when people travel to them to attend such events as theatre, music and dance performances; art exhibitions; festivals celebrating many arts disciplines; and literary workshops. The arts in all disciplines attract visitors from other states and from other Kansas communities.

Following are some examples of the many arts events that attract substantial audiences from outside the communities in which they take place. Although not a complete list, the examples provide a partial picture of the role the arts play in tourism. The Kansas Arts Commission provides support through grants to the organizations that present the events listed below, as well as to hundreds of other organizations that present arts events in their communities.

### Abilene

**Great Plains Theatre Festival**, an equity theatre company located in Abilene, has completed two seasons of productions and is preparing for its third season. Seventy-six percent of season ticket holders are from Abilene, while a significant number (24%) are from out-of-town. During the coming year, the Great Plains company plans to target bus tours and group sales to expand the tourism potential. Already, recreation commissions and bank clubs sponsor groups that attend performances.

The total attendance during Great Plains Theatre's first two seasons was 16,000. Audience members came from 69 communities in Kansas, 17 states and 3 foreign countries.

### Atchison

The arts are integral to the extensive plans for a festival in Atchison this summer that will celebrate the 100th anniversary of the birth of Amelia Earhart. **Artist Stan Herd** has designed and begun creating an earthwork art piece that depicts Amelia Earhart's portrait carved into a hillside near Atchison. The artwork, unlike Stan's earlier works, will be perpetual and a permanent part of the landscape.

**Theatre Atchison** has already sold 175 tickets for bus loads of people coming from California, Nebraska and Colorado to attend the play about Amelia Earhart that will be produced. Regularly, audiences to the theatre's productions come from NE Kansas communities and surrounding states. Last summer, 6 bus tours included performances by Theatre Atchison in their itineraries and, for the "Wizard of Oz," the owner of the dog who played Toto flew in friends from throughout the nation for performances.

### Chase County

A symphonic concert sponsored by the **Chase County Arts Council** takes place biennially in an outdoor setting in the middle of the Flint Hills. In the summer of 1996, an all-woman brass ensemble of professional musicians from throughout the United States performed the classical music concert. The event included a festival during which visual artists displayed and sold artworks, and vendors sold food at the site.

*House Tourism  
1-30-97  
Attachment 1*

The 1996 Brass on the Plains concert in Chase County was attended by 2,580 people - 5% from out-of-state, 66% from KS communities outside the area, and 29% from the surrounding 4 counties.

### Dodge City

Since its first production in 1984, the **Boot Hill Repertory Company** has grown dramatically. Starting with four performances in its first season, the theatre company now presents fifteen performances each season, and will dramatically expand its schedule when it moves into its new space, the 32,000 square foot historic Santa Fe Depot with its Harvey House Dining Room. Restoration and retrofitting the Depot for use by the theatre was begun in 1996 and, when finished, will provide a 200-seat theatre and a historically restored dining room for the dinner/theatre company.

The season ticket holders for dinner/theatre productions now total 1,255. Currently, one third of audiences for each Boot Hill Repertory performance is from out-of-town. With its move into the historic building with larger space, the Rep plans to expand its tourism efforts to attract audiences not only from Southwest Kansas, where it is recognized as a regional resource, but to all of Kansas and surrounding states as well. A summer show will be targeted to tourists interested in Dodge City's cowboy past, and occasion-specific entertainment will meet the needs of increased convention bookings.

Also in Dodge City, the **Carnegie Center for the Arts** attracts increasing numbers of visitors, and sales of artworks by Kansas artists tripled in the past year. According to the Dodge City CVB, mail inquiries have increased by 53%, almost all of which specifically request information about cultural attractions.

### Downs

The arts council in this community (pop. 1,324) presents the annual **Downs Storytelling Festival**. Festival events include storytellers' performances, workshops and participatory activities. In 1996, 920 persons attended the Storytelling Festival in this small town, including participants from 18 Kansas communities outside Downs and 4 states outside Kansas.

### Independence

The **William Inge Festival** was founded in 1982 to celebrate Kansas' most renowned playwright, to honor theatre professionals, and to educate and entertain the public through lectures, scholarly presentations, panel discussions, and live performances. Such theatre luminaries as Arthur Miller, August Wilson, and many other of the nation's foremost playwrights, actors, directors and producers have participated, and a number return each year. Playwright Neil Simon will be this year's honoree at the Inge Festival.

Approximately 3,000 people, from a four-state area as well as throughout the nation, participate each year in various aspects of the Inge Festival.

### Iola

The **Bowlus Fine Arts Center**, located in Iola, presents a series of nationally renowned performing artists, the Buster Keaton Celebration and Film Festival, performances by the local community theatre and symphony, and a variety of other performances. The premier performing arts series serves a regional audience and the Keaton Celebration attracts cinema historians and interested patrons from throughout the nation.

Last year, total audiences of more than 35,000 people, half of which came from outside Iola, attended events at the Bowlus.

### Johnson County

The annual **Hidden Glen Arts Festival**, presented near Olathe, celebrates the arts in a premier visual and performing arts festival. Approximately 85 visual artists and 30 performing artists present their work at the festival, which includes a juried exhibition, on-stage and roving performances, and children's hands-on creative arts activities. The 1995 festival attendance was 25,000 people from throughout eastern Kansas and western Missouri.

### Lawrence

The **Lied Center** at the University of Kansas presents a diverse, balanced series of performances of the highest quality for statewide audiences. Each year, national and international orchestras, ballet, opera and theatre companies, and solo artists and ensembles perform at the facility. Twenty-six performances by 19 performing arts organizations are scheduled during the 1996-97 season. More than 33,000 people attended concerts last season, coming primarily from the Lawrence/Kansas City/Topeka area, but attracting patrons from as far away as Hays, Dodge City, Omaha, Tulsa, Columbia and St. Louis.

The annual **Lawrence Indian Art Show**, sponsored each fall by the KU Museum of Anthropology, Haskell Indian Nations University, the Lawrence Art Center, the Spencer Museum of Art, and the Lawrence Public Library, is a city-wide celebration of Native American art and artists. A juried visual arts exhibition, that attracts entries from exemplary Native American artists who live in Kansas and throughout the nation, is exhibited at the Museum of Anthropology. Haskell University presents a 2-day outdoor Indian Market. The Lawrence Arts Center features a nationally known Native American artist in an exhibition and workshops on indigenous artforms, such as beadwork and weaving, conducted by the artist.

Approximately 20,000 people attended events during the Seventh Annual Lawrence Indian Arts Show. The majority of participants were from Lawrence, Topeka and Kansas City; however, visitors from 35 other states signed the Museum's guest book during the exhibition. The Indian Market attracts large crowds, many of whom are collectors of American Indian art.

### Liberal

The **Baker Arts Center**, located in Liberal, is the sole arts agency in a large area of southwestern Kansas, and portions of the Oklahoma and Texas Panhandles. Four galleries in the arts center provide regional audiences with a series of continually changing exhibitions; the Youth Discovery Center encourages children to experience performing and visual arts; and an arts workshop, a library and a sales gallery, where regional artists sell their works, offer a variety of arts experiences and opportunities. During the past year, 17 different exhibits were displayed, 12 programs were offered for latchkey children, 20 art workshops were presented and scholarships made it possible for 20 needy children to participate.

Approximately 8,000 people attended events at the Baker Arts Center last year and 3,825 attended events at other sites sponsored by the Baker - 18% of which were from outside Liberal and 10% from outside Kansas.

## Lucas

Located in Lucas (pop. 524), the **Grassroots Art Center** is a museum that exhibits a significant collection of outsider art and provides arts programming for the community and the surrounding area. Two outsider art sites located in the community, the Garden of Eden and Miss Deeble's Rock Garden, attract visitors from throughout the United States and many countries in the world.

Because of world-wide recognition of the importance of its art sites, Lucas is a stop for bus tours and the Grassroots Art Center is expanding its tourism attraction offerings. For example, the Grassroots Art Center presented a day-long program for a group of 80 campers who toured the outsider art sites and museum, participated in a wheatweaving workshop, were served a traditional German meal, and observed an artist at work on a public mural. The Lucas art treasures were filmed as part of the "Rare Visions and Roadside Revelations" program that documented unusual tourism sites in Kansas, produced and aired by the Kansas City public television station.

## Salina

The **Smoky Hill River Festival**, a statewide event presented annually by the **Salina Arts & Humanities Commission**, attracted 90,000 people - 70% from outside Salina, with 10-15 states represented - over a 3-day period last year. Motels in Salina, and in Abilene and Lindsborg as well, are always full during the Festival. The Smoky Hill Festival has become such an attraction that class and family reunions, golf tournaments, and other events are planned each year to coincide with the event. The local colleges and technical school, as well as businesses, use the Festival as a recruiting tool. The Salina Arts & Humanities Commission also provides an extensive schedule of arts activities in the community and schools throughout the year.

The **Salina Community Theatre**, one of Kansas' oldest and most active theatre programs, produces a season of plays in its well-equipped theatre complex. Productions involve local talent of all ages from the community at large. The theatre also conducts theatre education programs for youth. A recent audience survey revealed that audiences for theatre productions are drawn from a 14-county area.

The **Salina Art Center** displays an exemplary series of art exhibitions, accompanied by educational programs for adults and youth that expand the knowledge and appreciation of contemporary visual arts. The Center enjoys a statewide reputation for its excellent programs, and attracts more than 200 gallery visitors each month, in addition to the hundreds of students and adults who participate in educational programs. Approximately 30% of gallery visitors are from Kansas communities outside Salina, while more than 10% are from other states and 2% from other countries.

## Wamego

The **Columbian Theatre, Museum and Art Center**, that opened in 1994 in a restored century-old facility, displays a collection of historic mural-sized paintings, presents a series of touring performing artists, produces community theatre performances, provides arts education opportunities for all ages, and displays a series of visual arts exhibitions. Since its opening, visitors now total nearly 120,000, coming from throughout Kansas and the United States, and from 18 nations in the world.

## Wichita

The **Wichita Symphony** is the major professional orchestra in Kansas. The Symphony performs an extensive classical music season bringing in nationally prominent solo artists. The Symphony also presents a chamber music series, sponsors the youth orchestra, and provides young audience programs at Symphony Hall for 100,000 students each year.

Nineteen percent of the subscribers in the 1995-96 season were from out-of-town, including audiences from Oklahoma, and from Newton and Winfield who come in by bus loads. Additionally, a large percent of single ticket purchasers come from throughout the state and region.

**Music Theatre of Wichita** presents 5 productions during a 10-week season each summer. The company has the largest number of subscribers of any organization in the state - 10,000 season ticket holders during 1996. Including single ticket purchasers, the total audience for the 1996 season was 73,000, filling 96% of the capacity of the theatre in Century II. Season tickets holders come to productions every two weeks during the season from as far away as Arkansas and Oklahoma and many Kansas communities.

The **Wichita Black Arts Festival** presents an annual 3-day festival during which cultural diversity is celebrated through the arts - in music, dance and theatre performances; visual arts displays and sales; and a variety of participatory activities for all ages. Approximately 4,850 people from Wichita and surrounding communities participated in the Wichita Black Arts Festival last year.

The **Wichita Jazz Festival**, established in 1971, is an annual week-long festival, during which high school and college student musicians from throughout Kansas, Oklahoma and Texas receive intensive instruction through participation in clinics led by professional jazz artists, competitions, and performance opportunities.

Performances by regional and nationally recognized jazz artists take place throughout the week. The Festival culminates in a "Grand Finale" at Century II, ending with a performance by major jazz artists, such as the Wynton Marsalis Quintet in 1995. The Wichita Jazz Festival each year attracts approximately 15,000 people from a ten-state area for part or all of the week-long activities.

The **Wichita Art Museum** is a major museum devoted to the visual arts. Its outstanding collection of American art, its exhibition series, and its education program make the Museum a destination for visitors from throughout Kansas and surrounding states. Attendance for 1995 exhibitions and programs was 56,000; another 85,000 people were served through outreach programs.

## Wilson

The **Kansas Originals Market**, located at the junction of I-70 and K-232 near Wilson, recently completed five years in business. This not-for-profit business provides a sales and exhibition venue for Kansas artists and craftspersons at a site that is convenient for stops by travelers. The Kansas Originals Market was featured in the December, 1996, issue of *Midwest Living* magazine.

During the past year, the Kansas Original Market was on the itinerary for 15 bus tours originating in California, Colorado and other parts of Kansas. Forty-four businessmen and a travel writer from the Czech Republic visited the Market. A group of German students, 60 members of the National Biennial Campvention for the deaf, travelers from 30 foreign

countries, as well as thousands of travelers from throughout Kansas and the nation also stopped and shopped at the Market.

### Winfield

The **Winfield Arts and Humanities Council** presents arts programs and activities throughout the year for community and regional residents. Programs include artists' residencies during which students and adults take part in literature, dance, and song writing workshops; visual arts classes and a gallery exhibition program; summer youth band and theatre camps; a writing competition; and an arts and crafts festival.

Last year, the festival attracted 7,800 visitors and the gallery had 7,260 visitors. Total participation in all Winfield Arts and Humanities programs was 41,500, including people from throughout Kansas, 22 other states, and 4 foreign countries.

### Other Tourism Projects

During the Treasures of the Czars Exhibition in Topeka, the **Johnson County Arts and Humanities Commission** arranged for, scheduled and marketed bus tours to provide opportunities for people in the Kansas City area to view this international exhibition.

Kansas museums and galleries regularly arrange bus tours for their patrons to attend events in other communities; i.e., the **Mulvane Art Museum** in Topeka schedules bus tours during exhibitions of special note at the **Wichita Art Museum**, and the **Spencer Museum of Art** at the University of Kansas sponsored a bus trip to visit the newly opened **Beach Museum of Art** at Kansas State University.



# Fort Hays State University

## NEWS

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### FHSU PRESIDENT REPORTS ON STERNBERG MUSEUM

1/24/97 ekp Special

HAYS, KAN. — Dr. Edward H. Hammond, Fort Hays State University President, gave a progress and financial report on the Sternberg Museum of Natural History today at a press conference. The President emphasized the potential economic impact of the museum on the state of Kansas, the status of charitable giving and the need for donations to complete the museum renovation.

On Thursday, Deaton Museum Services of Minnesota delivered and began mounting the adult dinosaur heads that match the bodies. The heads eventually will be mechanized for movement. In addition, Deaton delivered a life-sized mosasaur, the ground form which will surround the Sternberg dig area and additional vegetation for the display.

President Hammond said, "We began the renovation project as part of Campaign FHSU in 1992. The goal for the museum at the time was \$6.5 million."

"To date, we have committed total gift assets of \$8,200,917 and have taken a bridge loan from the FHSU Endowment Association of \$400,000, thus bringing the current museum project total expenditures to \$8,600,917," he said.

President Hammond said that with the Endowment Association loan, \$215,000 owed Deaton Museum Services and \$885,000 needed for the remaining construction, the cost to complete the renovation is \$1.5 million which will bring the total cost of the project to \$9,700,917.

"The increase from \$6.5 to \$9.7 million has occurred because of expanded educational programming, the increased cost of construction and the sprinkling system redesign and installation," the President said.

"We have expanded classroom and laboratory presence in the facility as more departments have indicated an interest in teaching college credit courses on site. In addition to geosciences and biology, the departments of art, history and sociology now wish to use the museum as a teaching resource."

"We still are raising funds for this important project," the President said. "I'd like to appeal to potential benefactors to join us in this venture, one which is certain to have significant economic impact on Kansas for years to come."

MORE

*House Tourism*  
*1-30-97*  
*Attachment 2*

STERNBERG/add 1

"Keep in mind that while the primary purpose of the Sternberg Museum is to support academic goals in geosciences and biology and other areas, and to educate students of all ages and the general public, we can't ignore the economic impact that the museum will have on the region through tourism," President Hammond said.

"A review of tourist visits to natural history museums in the U.S. clearly shows that the Sternberg can expect between 150,000 and 350,000 visitors in its first full year of operation," President Hammond said.

He cited the Museum of the Rockies, affiliated with Montana State University in Bozeman, as having many similarities with Sternberg. "They are both university affiliated and adjacent to an Interstate. When the Museum of the Rockies added robotic dinosaurs to its display, attendance increased in its first year by 120,000 visitors, and to 20,000 more the second year. Half of those visitors were from out-of-state."

Conservative assumptions for the Sternberg are that the museum will draw 150,000 visitors during its first full year, of which 25,000 will be school children. Half of the remaining 125,000 will be out-of-state visitors, and in-state visitors will spend about half as much as those from out-of-state.

"The university expects tourist-related expenditures to equal \$15,120,000 in the Sternberg's first full year of operation," President Hammond said. "Based on that, annual tax revenues received by city, county and state governments could be in excess of \$285,000. Total personal income generated annually in the regional economy could be nearly \$4.5 million."

Employment-wise, the museum staff will increase by 15 new full-time positions, and on-site food services will provide several additional full- and part-time positions. A survey of 20 Vine Street businesses estimates that the museum would create an additional 87 full-time or equivalent positions in the restaurant, motel and other retail industries.

"What if the museum receives 350,000 visitors during that first full year? Using a conservative multiplier, the financial impact would be \$35.2 million. We could also expect a further increase of 238 full-time employment positions in the community," President Hammond added.

The Kansas Department of Commerce has stated, "Completion of the Sternberg Museum Renovation Project is vital to western and central Kansas. It is an economic boon for all of the state, especially western Kansas and the I-70 corridor. Within a few years, it may well be the premier tourist destination in Kansas."

"With such a positive forecast, I urge any benefactor who would wish to be a part of a project so beneficial to our region to contact me personally," President Hammond said.

"We'd certainly welcome you to the team."

## What's in a name?

Latin is a dead language,  
 dead as it can be.  
 First it killed the Romans,  
 now it's killing me!

Would you like to have a dinosaur named after you? To name a newly discovered animal after someone is one of the highest compliments a scientist can give. Very few people are fortunate enough to have several animals named after them.

It has long been tradition in biological science that the person who describes a new animal may name that animal. Scientists can get very creative with the names, like the scientist who named a dog-like animal *Arfia*. But most scientific names, like the people who bestow them, are very serious. When a scientist wishes to honor a respected person he does so by using the Latin form of the person's name as part of the permanent scientific name for the newly described animal.

For example, Thomas Jefferson, the third president of the United States, himself an amateur naturalist, has several animals named for him like the mammoth *Mammuthus jeffersoni* and a giant ground sloth *Megalonyx jeffersoni*.

The Sternberg Museum of Natural History is named in honor of the Sternberg family, a group of four paleontologists, Charles H., George F., Levi, and Charles M., who were active field collectors from about 1870 to 1970, and who collected many important fossils. Over the years, many scientists have recognized these men by using their name no less than 23 times for extinct animals and plants. These include:

Plants-	<i>Protophyllum sternbergii</i>	Dinosaurs-	<i>Caenagnathus sternbergi</i>
	<i>Cycadeoides sternbergii</i>		<i>Troodon sternbergi</i>
Mollusks-	<i>Actinocamax sternbergi</i>		<i>Albertosaurus sternbergi</i>
	<i>Spinptychus sternbergi</i>		<i>Nodosaurus sternbergii</i>
Fishes-	<i>Sternbergia</i>		<i>Chassternbergia sternbergi</i>
	<i>Fundulus sternbergi</i>		<i>Pentaceratops sternbergi</i>
	<i>Kansius sternbergi</i>	Mammals-	<i>Parancycctoides sternbergi</i>
Reptiles-	<i>Pteranodon (Geosternbergia)</i>		<i>Gentilicamelus sternbergi</i>
	<i>sternbegi</i>		<i>Litaletes sternbergi</i>
	<i>Polyglypanodon sternbergi</i>		<i>Parapontoporia sternbergi</i>
	<i>Rhineura sternbergi</i>		
	<i>Clidastes sternbergi</i>		
	<i>Leidyosuchus sternbergi</i>		

The Sternberg Museum of Natural History also recognizes these early fossil collectors in its name, its collections, and its exhibits. Clearly, the Sternberg family played a major role in developing the science of paleontology.

# Land Sharks!

Today, Kansas is about as far from the ocean as you can get in North America. But at many places in western Kansas, by looking at the ground with a little effort and an experienced eye, you can walk away with a few sharks' teeth.

How can this be? Kansas today is not known for its sharks!

But many millions of years ago Kansas (and the entire Great Plains region) was submerged under a shallow tropical sea, complete with ammonites, sharks, large fish, turtles and long-necked reptiles.

The surface rocks of western Kansas record a time from 75-100 million years ago, when dinosaurs walked upon the land in Colorado, Utah and Wyoming, and sea creatures lived in Kansas, where wheat and cattle now dominate.

The Sternberg Museum of Natural History houses one of the best collections of animals from the Cretaceous Interior Seaway, including the world famous "Fish-Within-a-Fish." This fourteen-foot predatory fish (sort of a killer tuna) swallowed whole a six-foot fish and died soon after.

The museum houses all manner of past life from Kansas, including wood and dinosaur remains that drifted out into the seaway. Burial in the sediments of the seafloor preserved these specimens for millions of years.

The museum's collections are used to entertain and educate the public through exhibits and programs, but many of the objects are not on display. Those objects generally are not as dramatic, but they serve as a treasure-trove of raw information for graduate students, staff and visiting scientists who use them to further our understanding of the past.

Also on display at the museum are two of the best-preserved Cretaceous shark skeletons known. Sharks belong to the group of fish with cartilage skeletons (cartilage is the soft tissue of your ear). Because cartilage decomposes easily, sharks are poorly preserved in the fossil record. However, one of the shark fossils at the Sternberg is almost complete down to the last tail bone.

Thus, we have come full circle: to end our story with the sharks who shed their teeth in great numbers, to be found by numerous school children, 4-H groups, and amateur and professional paleontologists millions of years later, leaving us to wonder and fantasize about a time so long ago.

## Killer Lizards

The warm sea waters are quiet and black. The only movement is the calm grazing of an ammonite, looking like an overgrown snail in its tire-sized shell. As the ammonite slowly pumps water in and out of its shell, changing its buoyancy, it moves up and down in the water, feeding on a multitude of microscopic plankton.

Suddenly, the silence is shattered--there is a loud CRUNCH as massive pointed teeth are driven through the hard shell like spikes through a board. With a toss of its head, the thirty-foot lizard releases the ammonite, only to spin it slowly in the water & attack from a different angle. Crunch! Again and again the shell is tossed. Each time, the animal inside loses more of its tenuous hold on the modest safety of its shell.

The lizard works relentlessly. It alternately punctures the shell and works its jaws backward, sucking on the soft-bodied animal inside. At last the ammonite can no longer hold on to its protective outer skeleton, and is sucked down the throat of this overgrown monitor lizard.

The waters are again quiet as the empty hulk of a shell spirals through the water and settles to the bottom with a final bounce. The rain of sediment from above slowly covers the broken shell.

Millions of years later, a glint of sunlight catches the eye of a itinerant primate who is endowed, not with the large teeth of a sea-swimming lizard, but with an enlarged brain - a brain filled with wonder. Picking up the fossil, this being reads a story from the punctures and gouges left so long ago. Using its overgrown ganglion mass to imagine a scene from the past, the primate rests on a block of sun-warmed limestone and unpacks its lunch.

**Join us at the Sternberg Museum of Natural History. Together we can ponder the past.**

## Frontier Fort

After the Civil War, railroad builders and settlers began pushing into central and western Kansas with increasing intensity, provoking resistance from the native inhabitants of the region. To protect settlers, the federal government established military posts. On the Smoky Hill Trail, a stagecoach road to Denver, the government established Fort Hays. That trail later became the route of the Kansas Pacific Railroad.

The fort was established in 1865 and was located 14 miles southeast of its present location. After a flood in 1867 the fort was moved to its present hilltop site. Unlike the military posts typical of the earlier eastern frontier, Fort Hays had no stockade or fortification wall. A stone blockhouse was equipped with rifle slits, but the fort was never attacked, and the building actually functioned as a post headquarters and adjutant's quarters. George A. Custer, Marcus A. Reno, George A. Forsyth, and Philip H. Sheridan were among the noted military figures associated with Fort Hays.

During the early years Hays City, established near the fort, was a wild town filled with saloons and dance halls. The legendary James B. "Wild Bill" Hickok served as county sheriff for a few months in 1869. Summing up her impressions while her husband was encamped near Fort Hays, Elizabeth Custer wrote that "there was enough desperate history in that little town in one summer to make a whole library of dime novels."

Today, Fort Hays, the Ellis County Historical Society, and the Sternberg Museum of Natural History are popular attractions for thousands of visitors. Come discover "that little town" with so much history.

## KANSAS WILDLIFE ART SERIES

The Sternberg Museum of Natural History operates the Kansas Wildlife Art Series, an annual, international competition. Artists from around the world submit an original painting of an animal selected by the Kansas Wildlife Art Council.

The Wildlife Art Council selects finalists, who are then invited to exhibit their paintings in a show sponsored by the museum. From among the finalists' paintings, the council selects a winning painting, and the winning artist is awarded a cash prize. The program is supported by proceeds from the sale of limited edition prints of the winning painting.

Currently, the series consists of nine signed and numbered limited edition prints: "Kansas Covey Rise" by M. Wayne Willis; "Prairie Pond Mallards" by Orville O. Rice; "Cautious Kansas Gobblers" by Steve Bertels; "Kansas Daybreak" by Jerry Thomas; "Saline River Red-Tailed Hawk" by Robert D. Channell; "Partners - The Kansas Pheasant" by Jo Boswell Lumpkin; "Morning Light - Canada Geese" by Jerry Thomas, "Blue winged teal - Dark water pair" by Cheri Sorensen, and "Golden Days" featuring the Sandhill Crane by Dan Andrews.

All proceeds from the sale of prints support the Wildlife Art Program and education through the Sternberg Museum of Natural History.



## The Quirks of Fate

A museum is often filled with old or dead objects. But a museum is a place of living history, where each of the objects holds a very special story. One example is a gun, given the Museum Number 515, in the collection of the Sternberg Museum of Natural History.

George R. Craig fought as a union soldier in the Civil war for three years, and at the end of the war he continued to serve for another four years in the Seventh Cavalry under the command of George Armstrong Custer. Like all soldiers in the cavalry, George Craig was given a Sharp's Carbine, a short rifle ideally suited for the demands of life as a horse soldier. Craig was to use this rifle when Custer took his men up to the Little Bighorn River in pursuit of the Indians under the leadership of Sitting Bull.

But Craig did not march into the Little Bighorn River valley, into the battle that has been called "Custer's last stand," and into the pages of history books. The records at the Sternberg Museum show that Craig suffered an accident which prevented him from going on that fateful trip. We can only wonder what sort of accident saved George Craig's life.

Had Craig gone with Custer, his carbine might well have ended up in the possession of a proud warrior. Instead, many years after the battle of Little Bighorn, his carbine can be found in the collection of the Sternberg Museum of Natural History serving as a reminder of the quirks of fate.

## Something Fishy

Few pleasures in life are as basic as dropping a line into a river, watching the water and the world drift past while waiting for a tasty bass or catfish to take your bait.

However, much work goes into ensuring that at least some of the fishing trips are successful, and that fish populations are healthy. The Sternberg Museum of Natural History plays a major role in these pursuits.

In recent years the museum has undertaken several studies of the fish populations in the waterways of Kansas. These studies often are sponsored by federal and state agencies like the Fish and Wildlife Service, the Environmental Protection Agency, and Kansas Wildlife and Parks. These agencies are responsible for protecting the environment and providing healthy wildlife communities.

But these agencies cannot do their job without basic information on population diversity, environmental chemistry, effects of reservoir discharge rates, habitat stability, and several other important conditions.

Thus, the Sternberg Museum of Natural History helps to protect our environment. By sampling fish and invertebrate populations, measuring the effects of environmental changes on natural populations, measuring growth rates of fish, and other such basic studies, the managing agencies have the information for making sound decisions.

All of this has the effect of maintaining natural populations, keeping the ecosystems sound, and ensuring that there will always be a "big one" that can get away.

# WHAT IS THE STERNBERG MUSEUM OF NATURAL HISTORY?

Visitors to western Kansas are often surprised to learn that a relatively modest university located in a rural community has an attraction as significant as the Sternberg Museum of Natural History.

The museum, located along Interstate 70 in Hays, Kansas, is a department of Fort Hays State University. The museum has been a part of the Hays community since 1914 when the first curator was appointed. In recent years almost 20,000 visitors annually have enjoyed the exhibits that highlight the fossils, animal and plant life, people and history of the Great Plains region.

In addition to the exhibits, the museum houses significant scientific research collections of fossils, as well as recent mammals, birds, reptiles, amphibians, fishes, insects and plants. The museum also houses collections in history, geology and ethnography.

The museum was named in honor of the Sternberg family. Two generations of Sternbergs collected some of the most spectacular fossils in the world. Their finds are in almost every major museum and have played a dominant role in initiating the study of North American fossil vertebrates.

George F. Sternberg joined the Kansas State Teachers College at Hays in 1927 and established the museum's fossil collection. After George's death in 1969, the museum was named to honor this family that gave so much to the science of paleontology.

Come and explore the museum's exhibits and history. Stay a little longer to visit other museums and attractions of the area. You'll be glad you did.

## THINGS TO COME!

In the future the Sternberg Museum of Natural History will open its doors to exciting and all-new adventures for people of every age. Within a unique four story dome, the museum personnel have recreated a day 88 million years ago when the mighty *Tyrannosaurus* haunted the land and Kansas was covered by an inland sea.

Adventurous visitors will be able to walk among several animated life-sized dinosaurs in a fully restored environment and experience what life was like for some of the most spectacular creatures that have ever lived. Under the Kansas seaway, visitors come face to face with giant sea-swimming lizards and fish that lived millions of years ago in Kansas.

The fossils are evidence that ignites the imagination about the past, and Sternberg museum will also feature a wide array of them. Fossils on display will include the famous "Fish-Within-a-Fish," sharks, plesiosaurs, mosasaurs, flying reptiles, and more.

Families will enjoy learning at their own pace in the hands-on Discovery Room. Here you can enjoy hands-on experience with specimens from the museum's collection, explore the discovery boxes, see live animals and participate in a dinosaur dig.

You will enjoy taking a break from your tour to sit and relax in our restaurant.

See all this and more when the new Sternberg Museum of Natural History opens. Come away from the museum with a better understanding of Kansas' pre-history, and a "family-full" of good memories!

7-12



# **The Sternberg Museum of Natural History**

A Progress and Financial Report



# Primary Purposes of The Sternberg Museum

- Support Academic Goals of Fort Hays State University
- Educate Elementary and Secondary Students in Western Kansas
- Educate General Public
- Promote Tourism
- Increase Economic Stability of Region
- Exhibit Collections

# Use of Museum as a Teaching Resource

- Geosciences

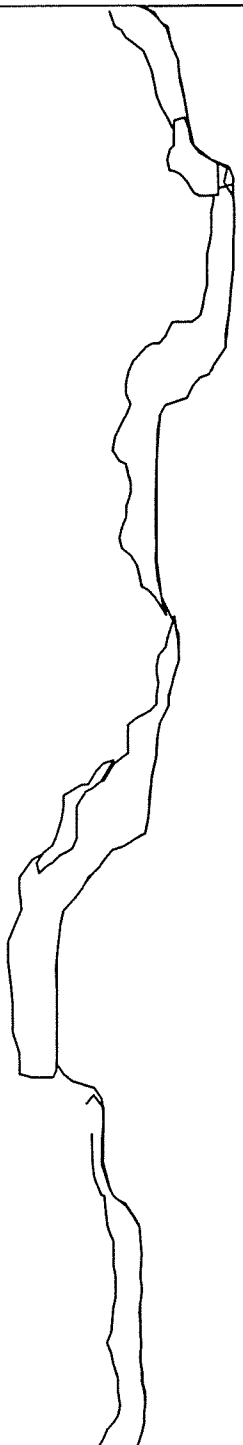
Paleontology of Lower vertebrates

Paleontology of Higher vertebrates

Invertebrate Paleontology

Environmental Geology

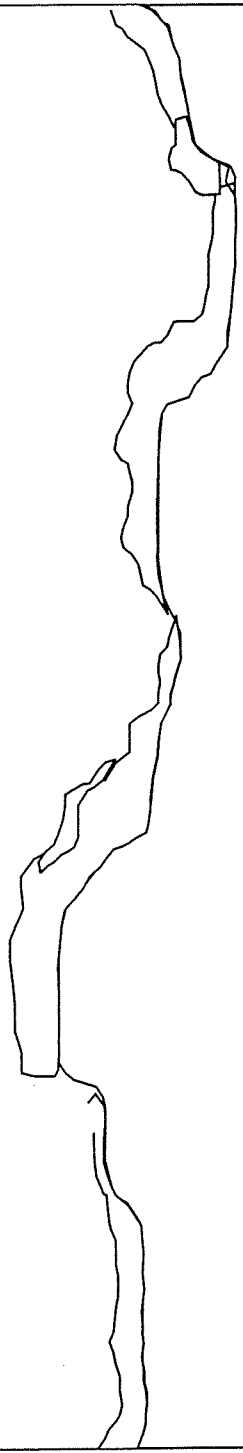
Structural Geology



# Use of Museum as a Teaching Resource

- Biology
  - Taxonomy of Flowering Plants
  - Agrostology
    - (study of grasses)
  - Range Management
  - Range Plants
  - Parasitology

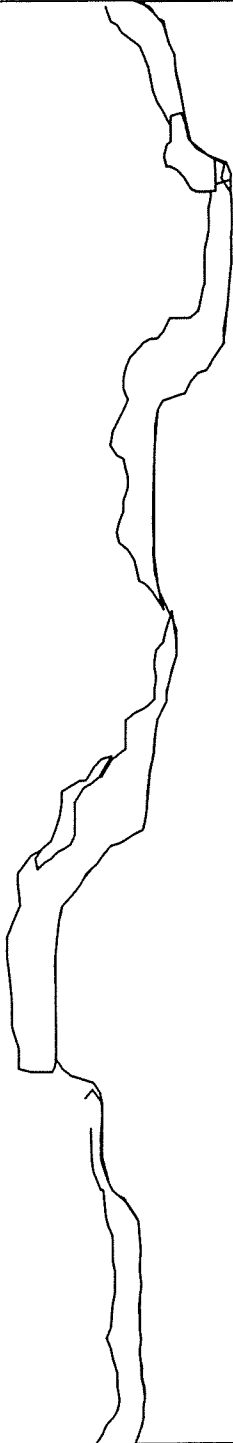
- Mammalogy
- Limnology
- Entomology
  - (study of aquatic biology)
- Ornithology
  - (study of birds)
- Ichthyology
  - (study of fishes)





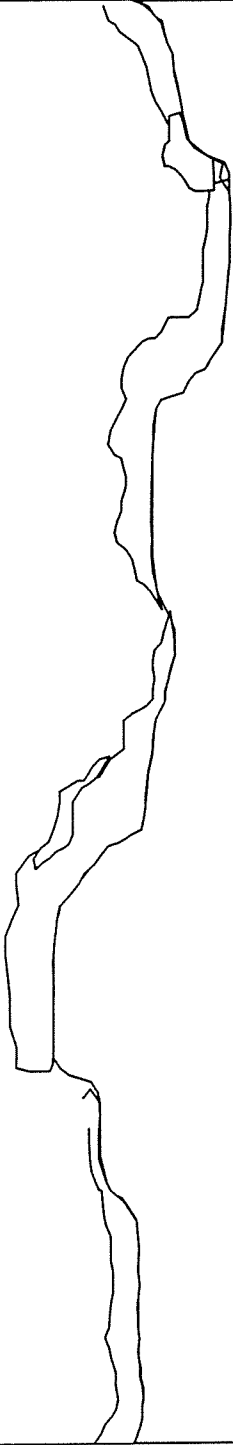
# Other Periodic Use

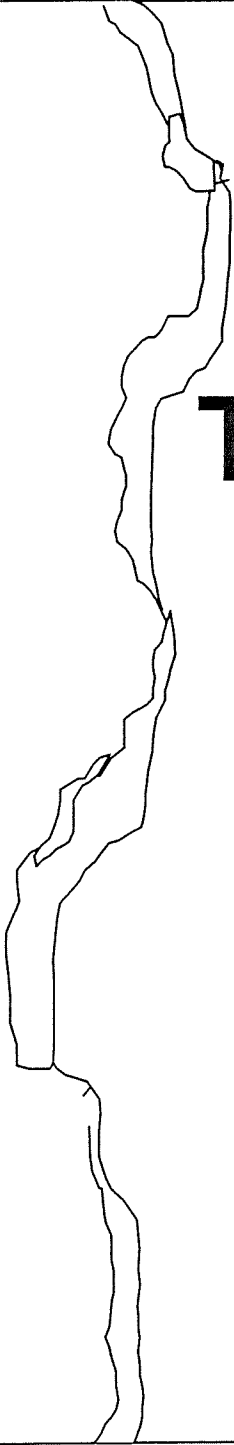
- Department of Art
- Department of History
- Department of Sociology



# Sternberg Action Plans

- Summer Workshops for Kansas Science Teachers
- Summer Camps for Youth
- Teaching Packets for Kansas Elementary Teachers



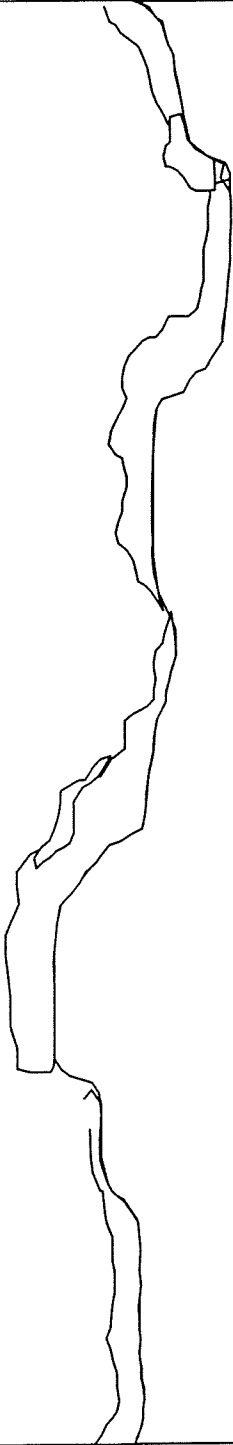


# **The Sternberg Museum of Natural History**

## **Economic Impact**

# How Many Tourists?

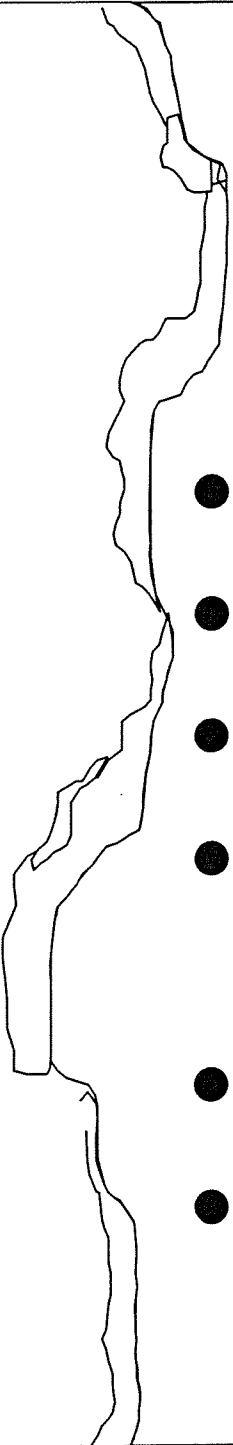
A review of tourist visits to natural history museums in the U.S. clearly shows that the Sternberg should expect **150,000 visitors** in its first full year of operations.



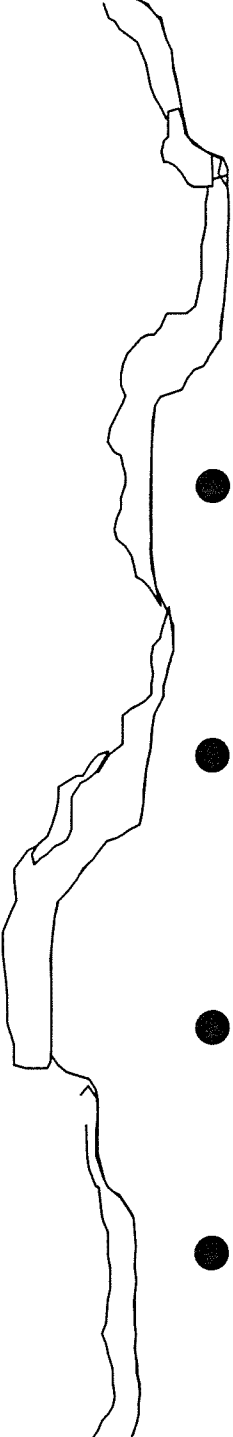
# Museum of the Rockies

Montana State University--Bozeman, Montana

- Affiliated with a university
- Adjacent to Interstate 90
- Built a robotic dinosaur addition
- Attendance increased in its first full year of operations by 120,000 visitors
- Second Year increased another 20,000
- Half of all visitors are out-of-state visitors



# Sternberg Assumptions

- 
- 150,000 visitors during first full year of operations
  - 25,000 of these visitors will be school children from all over the state
  - 50% of remaining 125,000 will be out-of-state visitors
  - In-state visitors spend 1/2 as much as out-of-state visitors

# Expected Tourist-related Expenditures

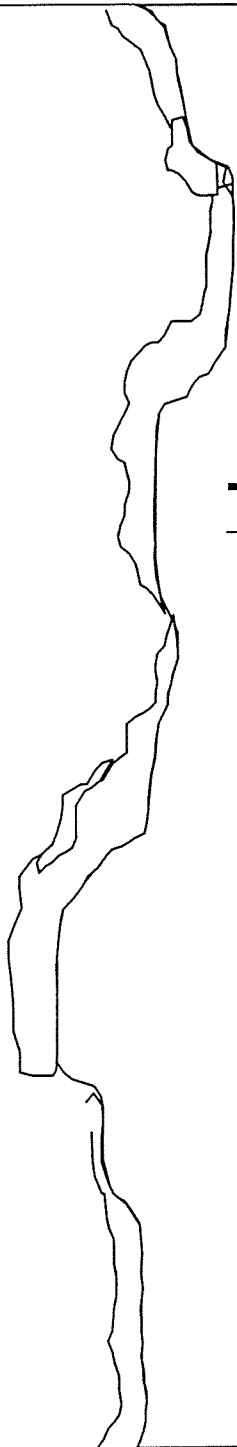
<u>Tourist Days</u>		<u>Total Expenditures</u>
62,500	(out-of-state, overnight visits @ \$89*)	\$5,562,500
62,500	(in-state, day visits @ \$45)	2,812,500
<u>25,000</u>	(school children visits @ \$1)	<u>25,000</u>
150,000	Total Annual Visits	\$8,400,000

**\$8,400,000**

**times 1.8**

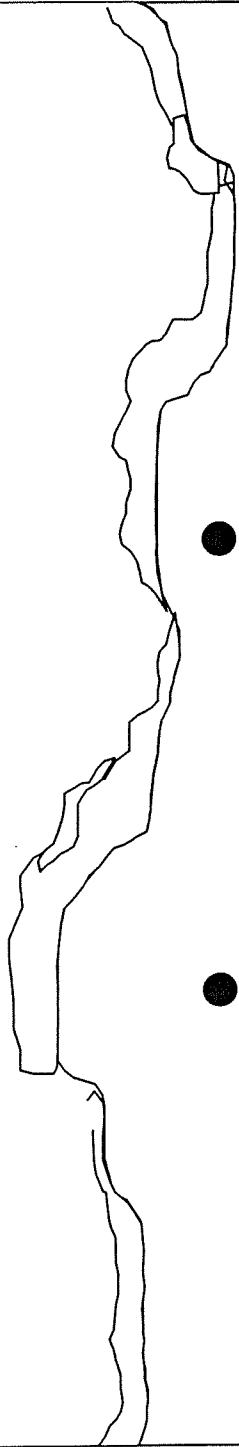
**\$15,120,000**

\*Provided by Kansas Chamber of Commerce



# Effect on Personal Income and Tax Revenues

- Annual tax revenues received by City, County, and State Governments will be in excess of \$285,000
- Total Personal Income generated annually in the regional economy will be nearly \$4.5 million





# Impact on Jobs

- Full-time employment at the **Museum will increase by 15 new positions**. Some of these positions are already filled.
- On-site Food Services will provide an **additional 7 full-time positions** or their equivalent.

# Jobs Multiplier

- A survey of Vine Street Businesses done to estimate the number of new jobs the Museum would create revealed the following estimates:

Restaurant FTE's	47.00
Motel FTE's	31.00
Retail Merchants	<u>9.00</u>
<b>TOTAL NEW FTE'S</b>	<b>87.00*</b>

\*From a survey of 20 Vine Street Merchants

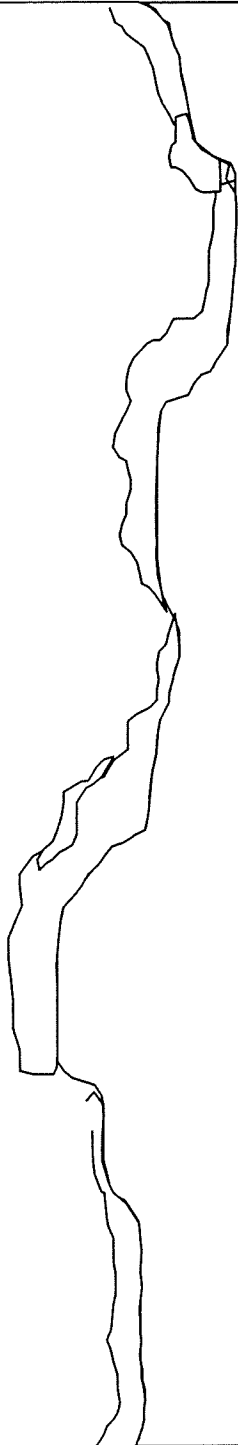
# What if Visits = 350,000

- Using a conservative multiplier, the financial impact would be:

$$\begin{array}{r} \$15,120,000 \\ \underline{\quad \times \quad 2.33} \\ \mathbf{\$35,280,000} \end{array}$$

- A further increase in employment could also be expected:

$$\begin{array}{r} 102.00 \text{ FTE} \\ \underline{\quad \times \quad 2.33} \\ \mathbf{238.00 \text{ FTE}} \end{array}$$

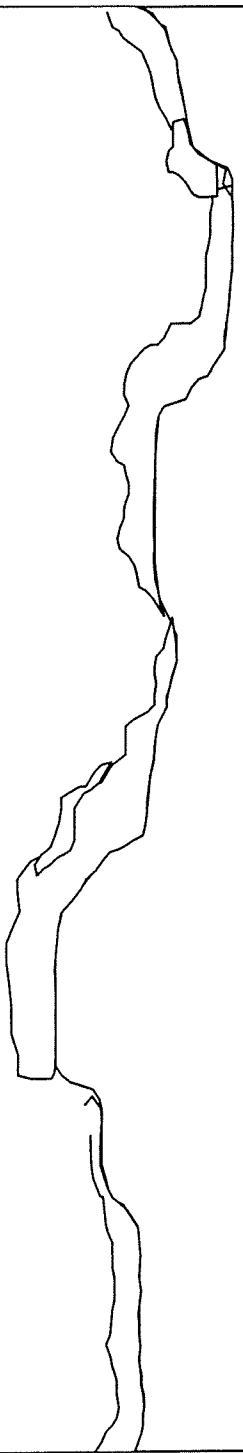


“Completion of the Sternberg Museum Renovation Project is vital to Western and Central Kansas. It is an economic boon for all of the State, especially Western Kansas and the I-70 corridor. Within a few years, it may well be the premier tourist destination in Kansas which is why the department awarded it a grant last year.”

Kansas Department of Commerce

# Completion Assignments

- Deaton Museum Services
- Subcontractor Work
- Museum Staff Assignments
- Physical Plant Assignments

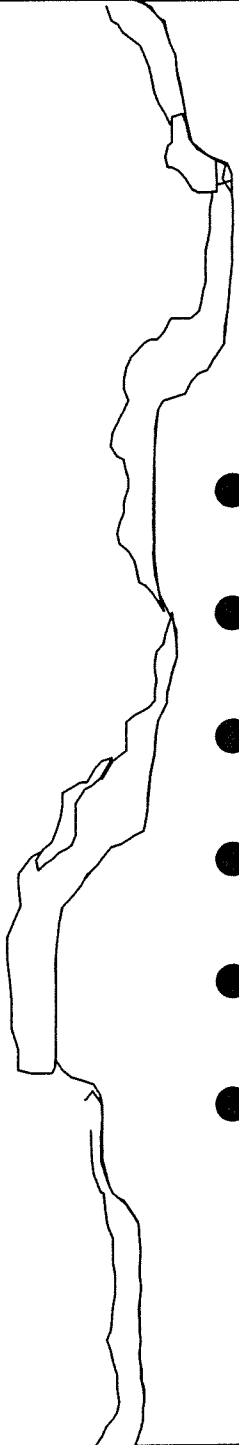


# Deaton Museum Services

- Exhibit Plans, Design and Label Writing
- Exhibit Graphics Production
- Mezzanine Exhibit
- Undersea and Dig Site

# Subcontractor Work

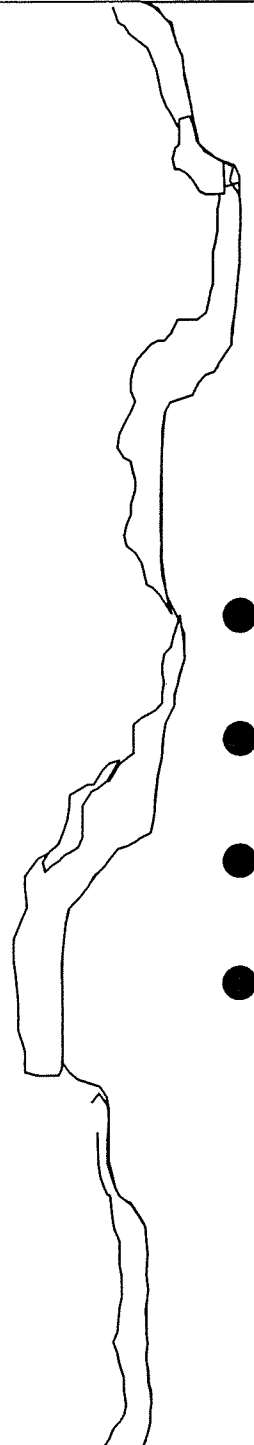
- Drywall/Cove Spray
- Fire Sprinkler System
- Sternberg Blvd
- Entry Canopy
- Aluminum Entrance
- Floor Finishes



# Museum Staff Assignments

- Specimen Mounts for Exhibits
- Exhibit Graphics Installation
- Dig/Discovery Rm Exhibits
- Move & Install Exhibit

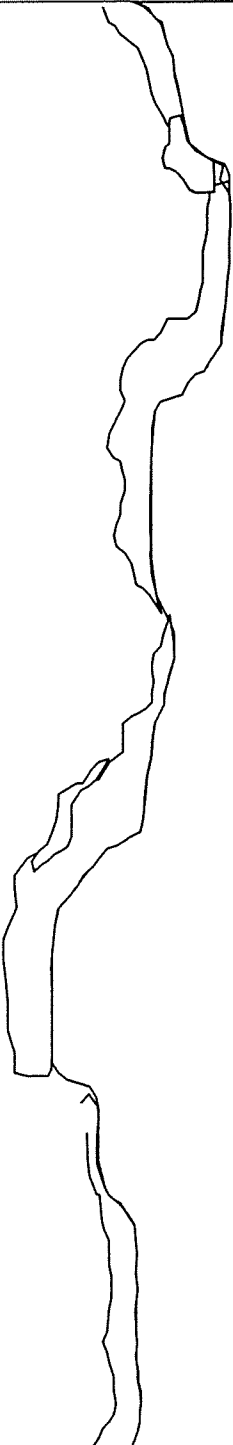
Specimens





# Physical Plant

- Discovery Room Cabinets
- Piping insulation, doors, etc.
- Ductwork
- Ceramic Tile
- Fossil Cabinets
- Ceiling Grid
- Lighting & Electrical
- Painting
- Furniture & Signage



2-33

# Status of Charitable Giving

Project started as part of Campaign FHSU  
with goal of \$6,500,000

as of November, 1996:

Expended & Committed	\$8,200,917
FHSU Endowment Loan	<u>400,000</u>
<b>Current Project Total</b>	<b>\$8,600,917</b>

# Cost to Complete Phase One

● Loan Balance with Endowment Assn.	\$ 400,000
● Deaton Contract Balance	215,000
● Remaining Construction Costs	885,000
<b>TOTAL</b>	<b>\$1,500,000</b>

# TOTAL COST OF PHASE ONE

Total of Gift Assets	\$8,200,917
Remaining Estimate of Cost	<u>1,500,000</u>
<b>Total Project Estimate</b>	<b>\$9,700,917</b>



NATURAL HISTORY MUSEUM  
BIO DIVERSITY • RESEARCH • CENTER

Presentation by Leonard Krishtalka, Museum Director,  
to the Tourism Committee of the Kansas House of Representatives  
Rep. Barbara Allen, Chair  
January 30, 1997

### Who are we?

- The Natural History Museum was established by the Kansas legislature in the original charter of the University of Kansas in 1864. The legislature held that the study of nature was essential to a university education.
- The museum serves the mission of the University of Kansas through education, research, and public service.
- The museum is the No. 1 university museum in the country in education and research as ranked in studies by *U.S. News and World Report* and others.
- The museum's core responsibility is its collections of animals and plants—some 6 million specimens—that document the life of Kansas and the Great Plains and beyond. The museum maintains these collections as a public trust for current and future generations of Kansans.

### How many visitors do we get?

- The Natural History Museum consistently ranks as one of the top 10 tourist attractions in Kansas. We are the largest natural history museum between Chicago and Denver.
- Approximately 200,000 people visit the museum's exhibits on the Lawrence campus each year.
- About 1 million visitors a year see the museum's exhibit in the Lawrence Riverfront Plaza shopping center; about 600,000 of those visitors are from out of town, many from neighboring states.
- In addition to visitors to its exhibits, the museum reached approximately 70,000 schoolchildren in the past two years through educational programs and kits of hands-on specimens and curricular material that travel all over the state.

### Who are our visitors?

- **Travelers** approaching Lawrence on Interstate 70 and highways 10, 54, and 40.
- **Bus tours** on their way to Branson, Missouri, and other destinations.
- **Daytrippers** from greater Kansas City.
- **The KU community**—The museum is the largest and friendliest open door into KU.  
*New and prospective students and their parents, especially from outside Kansas.*  
*Athletes being recruited to KU and their families.*  
*Scientists attending national and international conventions at the museum and their families.*  
*Fans attending football and basketball games and persons attending plays, concerts, speeches, and other cultural activities.*
- **Children** participating in museum educational classes and their parents.

The University of Kansas Natural History Museum and Biodiversity Research Center  
Dyche Hall • Lindley Hall • Snow Hall • Lawrence, KS 66045-2454 U.S.A.  
Bridwell Botanical Laboratory • Lawrence, KS 66047-3729 U.S.A.  
Administration: (913) 864-4540 • fax (913) 864-5335

House Tourism  
1-30-97  
Attachment 3

Presentation by Leonard Krishtalka, Museum Director,  
to the Tourism Committee of the Kansas House of Representatives  
January 30, 1997

### **Why do visitors come to the museum?**

- **Reputation**—The Natural History Museum is renowned internationally as a center of excellence in education and research in natural history.
- **Geography**—The museum is the largest natural history museum between Chicago and Denver.
- **Exhibits**—The museum has classic exhibits on the wildlife of Kansas, the Great Plains, and North America, including
  - The Panorama of North American animals and plants, a world-famous diorama that was part of the Kansas exhibit at the 1893 Columbian Exposition, a world's fair held in Chicago. The exhibit achieved such acclaim that the Kansas legislature provided funds to build a museum to house it in 1901.*
  - The Life of Kansas: Live snakes, bees, and fishes; Kansas birds and plants; how wildlife of Kansas changes with the seasons.*
  - Kansas Past: Mastodons, mammoths, dinosaurs, the sea-reptiles that swam in the ocean that covered Kansas millions of years ago.*
  - Traveling exhibits from the Smithsonian Institution and other museums.*
  - Famous specimens: Comanche, a Seventh Cavalry horse that survived the Battle of the Little Big Horn; the skeleton of Archaeopteryx, the oldest known bird.*
- **Education programs**
  - Classes for schoolchildren year round.*
  - Educational kits that go to schools throughout Kansas and the Kansas City metropolitan area, outreach that brings the children and their families back to the museum.*
- **Educational publications**
  - The museum publishes the Nature in Kansas series: Mammals in Kansas, Birds in Kansas, Amphibians and Reptiles in Kansas, and Fishes in Kansas; the latest addition, Insects in Kansas, is in the works. These popular guides are sold nationwide and bring visitors to the museum to see the real specimens.*
- **People**—our scientists and educators.
  - 21 scientists who study the life of the planet.*
  - One of the best known is Joe Collins, who was named last year by the governor as the Kansas Wildlife Author Laureate.*

### **Vision for the future**

- **Infrastructure improvements**—Making the museum safer and more accessible to visitors.
- **Signage**—Along Interstate 70 in Missouri and Colorado, advertising all Kansas museums.
- **Children's Discovery Center** in the museum—Hands-on discovery of the wildlife of Kansas.
- **Mobile museum**—The Museum Across Kansas, bringing the museum's collections, expertise, exhibits, and educational programs to all Kansans.
- **Online, electronic encyclopedia** of the wildlife of Kansas to bring this knowledge to all Kansans via the Internet.
- **"Mini-Smithsonian"** at KU's main campus in Lawrence: the Natural History Museum, the Spencer Museum of Art, and the Museum of Anthropology.