

Approved: March 10, 1997
Date

MINUTES OF THE SENATE COMMITTEE ON TRANSPORTATION AND TOURISM

The meeting was called to order by Chairman Ben Vidricksen at 9:05 a.m. on January 30, 1997 in Room 254-E of the Capitol.

All members were present except: Senator Nick Jordan

Committee staff present: Hank Avila, Legislative Research Department
Emalene Correll, Legislative Research Department
Bruce Kinzie, Revisor of Statutes
Marian Holeman, Committee Secretary

Conferees appearing before the committee: Senator Mike Harris
Gene Johnson
Wayne Bennett
Len Lehman

Others attending: See attached list

INTRODUCTION OF BILLS:

Senator Mike Harris spoke to the committee on behalf of the square dancers and polka dancers in the state of Kansas who are asking that a bill be introduced designating the square dance as official folk dance and the polka dance as the official ethnic dance of the state of Kansas. He briefly outlined the tourism and economic importance of this designation. Senator Nancy Harrington moved to introduce the bill. Senator Larry Salmans seconded the motion. Motion carried.

Gene Johnson, Kansas Alcohol Safety Action Project Coordinators Association, requested introduction of a drivers' education bill for people first applying for a Kansas driver's license. It was moved and seconded to introduce the bill. Motion carried.

Senator Salmans moved a conceptual introduction on a license for Parks to allow non-resident deer hunting. Senator Huelskamp seconded the motion. Motion carried.

TOURISM - TOPEKA, KS.:

Wayne Bennett, President of Topeka Convention and Visitors Bureau, addressed the committee regarding the Topeka Bureau's work in promoting tourism (Attachment 1). Members discussed Transient Guest Tax, potential childrens' museum in Topeka, and the Chisolm Trail with Mr. Bennett. It was pointed out that Kansas spends a fraction of the amount expended in neighboring states on tourism promotion and that Kansas needs a financial formula to compete. Discussed the National Guard Museum at Forbes Field and development of the old Dillard building, now owned by Western Resources.

Len Lehman, Heartland Park provided information on track history, scheduling, and general information regarding Heartland Park Topeka (Attachment 2). Members explored the types of races held at Heartland, hotel space, the Park's "place" in motor racing. Mr. Lehman advised they were fortunate in getting in on the ground floor of pick up truck racing. Have had good success in obtaining corporate sponsors. Events fill up all available hotel rooms. Have space in the infield for motor homes, but do not have hook ups. Each race event generates a tremendous economic impact on the community.

The meeting adjourned at 10:05 a.m.

The next meeting will be at the rail on adjournment of the Senate January 30, 1997.

SENATE TRANSPORTATION AND TOURISM
COMMITTEE GUEST LIST

DATE: JANUARY 30, 1997

NAME	REPRESENTING
Len Lehmann	Heartland Park Topeka
Tom WHITAKER	Ks Motor Carriers Assn



1275 SW Topeka Blvd
Topeka, Kansas 66612

913-234-1030
1-800-235-1030
FAX 913-234-8282

TOPEKA, KANSAS

The Topeka Convention & Visitors Bureau was formed in the early '70s to promote Topeka as a destination for conventions and to promote Topeka to tourists. Topekans had only been tourists, they had never courted tourists. The original effort was started as a division of the Greater Topeka Chamber of Commerce. In 1990, the Topeka CVB had grown and the focus was entirely different than the chambers so the decision was made to make the Topeka CVB a free standing bureau.

The Transient Guest Tax in the city of Topeka is 5%. The Topeka CVB receives 65% of that tax to perform its operations. We operate on a calendar year and for 1997, the bureau's budget is \$ 650,000. The Topeka CVB receives no other income for operations.

While a large portion of our budget is spent on attracting conventions to the city, an equal amount is spent on attracting tourists to Topeka. Being adjacent to I-70 has its advantages as over 7.5 million people travel this route every year, the trick is to get them off the Interstate and to spend time in Topeka. I have included several of the brochures that attractions use as well as a copy of our most recent visitor's guide.

Topeka has worked with the state on FAMs (Familiarization Tours) for both travel writers and tour operators. Topeka has attended trade shows such as NTA, ABA, and POW WOW with the state travel



1275 SW Topeka Blvd
Topeka, Kansas 66612

office, and the Topeka CVB has worked with the Kansas Film Commission on location needs for movie producers.

Entities in Topeka have received financial help from the state in the form of "Attraction Development Grants", and "Marketing Grants".

Many times, locals have a better idea of what should be promoted than an ad agency who may never have seen the city. In the case of "Treasures of the Czars", the Kansas Department of Commerce loaned start up money to the Kansas International Museum and later during the exhibition, the moneys were repaid.

The state has many good programs in place to assist cities, counties, regions, and individual attractions, but, the amount of available funding is rather small.

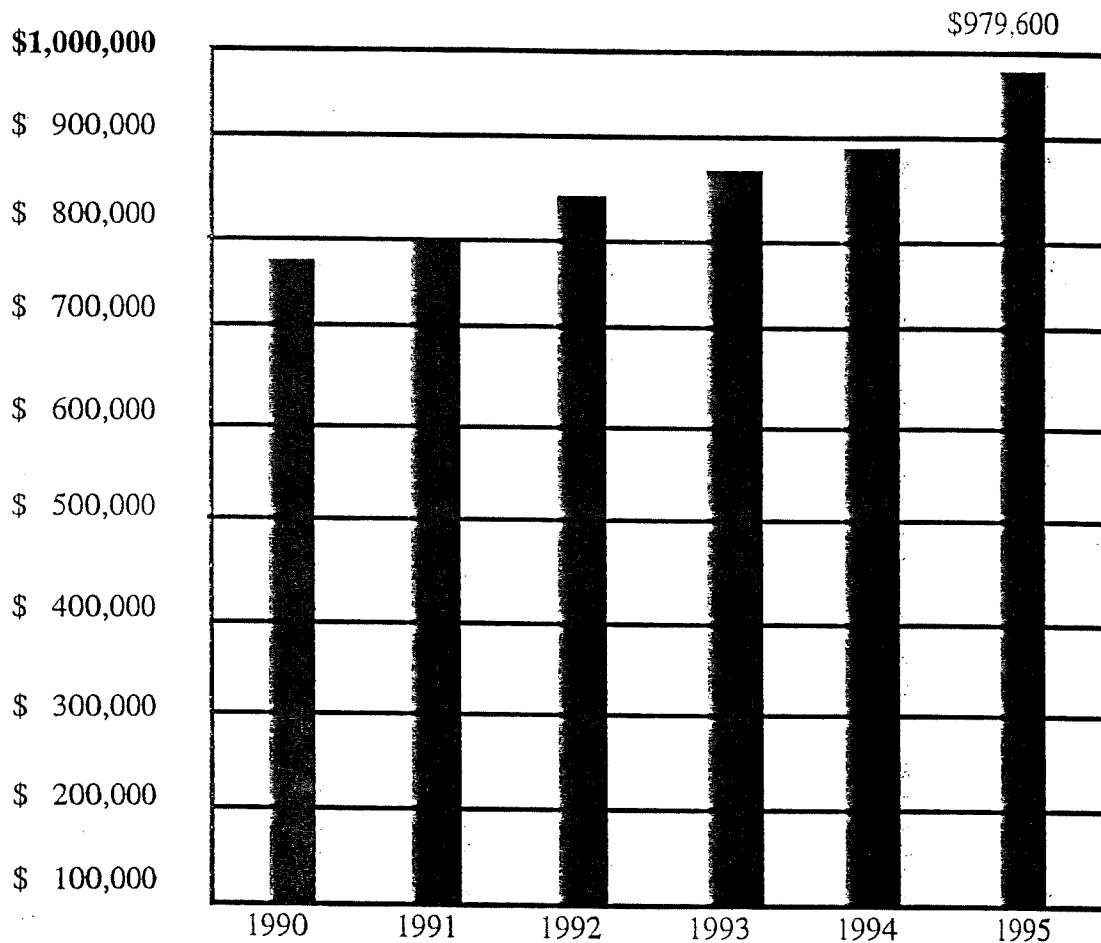
How do we compare with our peers? Kansas tourism budget is small and the amount of money spent on electronic advertising is even smaller. The state of Oklahoma has one of the leading programs in the country when it comes to electronic and print advertising. Missouri also has a tremendous program in place.

Travel and tourism is one of the largest employers in the state of Kansas and it is something that any city, county or region can do.

You don't have to be the state capital, you don't have to have Front Street, you don't have to have a presidential museum. The only downside is that the competition is fierce among states and those who get the best message out are those who will be the most successful.

913-234-1030
1-800-235-1030
FAX 913-234-8282

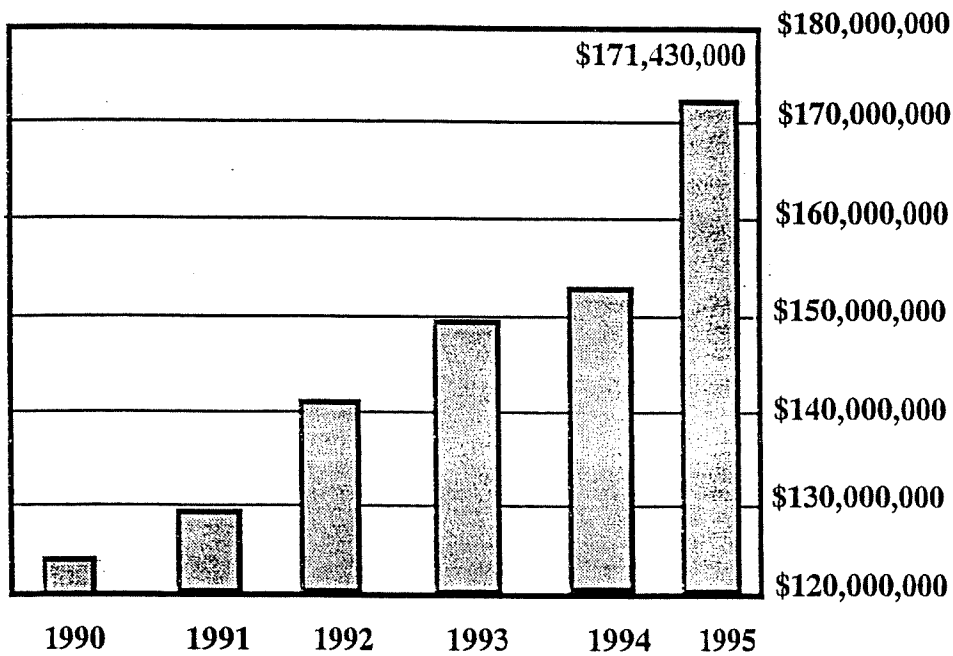
Transient Guest Tax Revenue



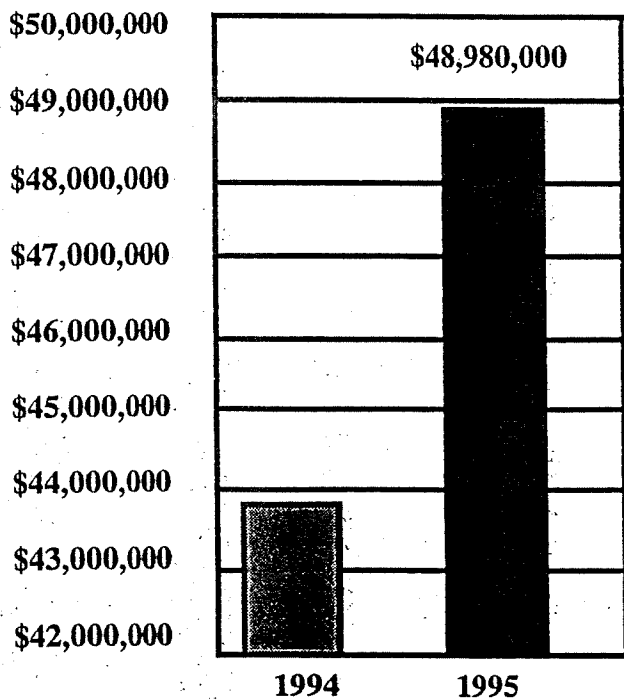
The transient guest tax was established by state statute in 1980 as a means of promoting tourism and conventions. In 1987, the city of Topeka chartered out of the state statute and instituted a 5% transient guest tax on hotel rooms that are rented in the city. The marketing efforts of the Topeka Convention and Visitors Bureau assist those in the travel and convention industries to bring new visitors to Topeka, thereby replenishing the "guest tax" funds.

The Topeka Convention and Visitors Bureau receives 65% of the funds generated by the tax as its sole means of support. The Mayor and the City Council distribute the remainder of the funds to different organizations in the city. In 1995, the distribution was made to the Topeka Performing Arts Center, Kansas Expocentre, Heartland Park Topeka, Economic Development Fund and the Promote Topeka Fund which is administered by the Economic Development Committee of the City Council.

Economic Impact of Conventions & Tourism



Direct Revenue Generated for Topeka's Economy



1994 Direct Revenue = \$43,999,400.00

1995 Direct Revenue = \$48,980,000.00

1-4

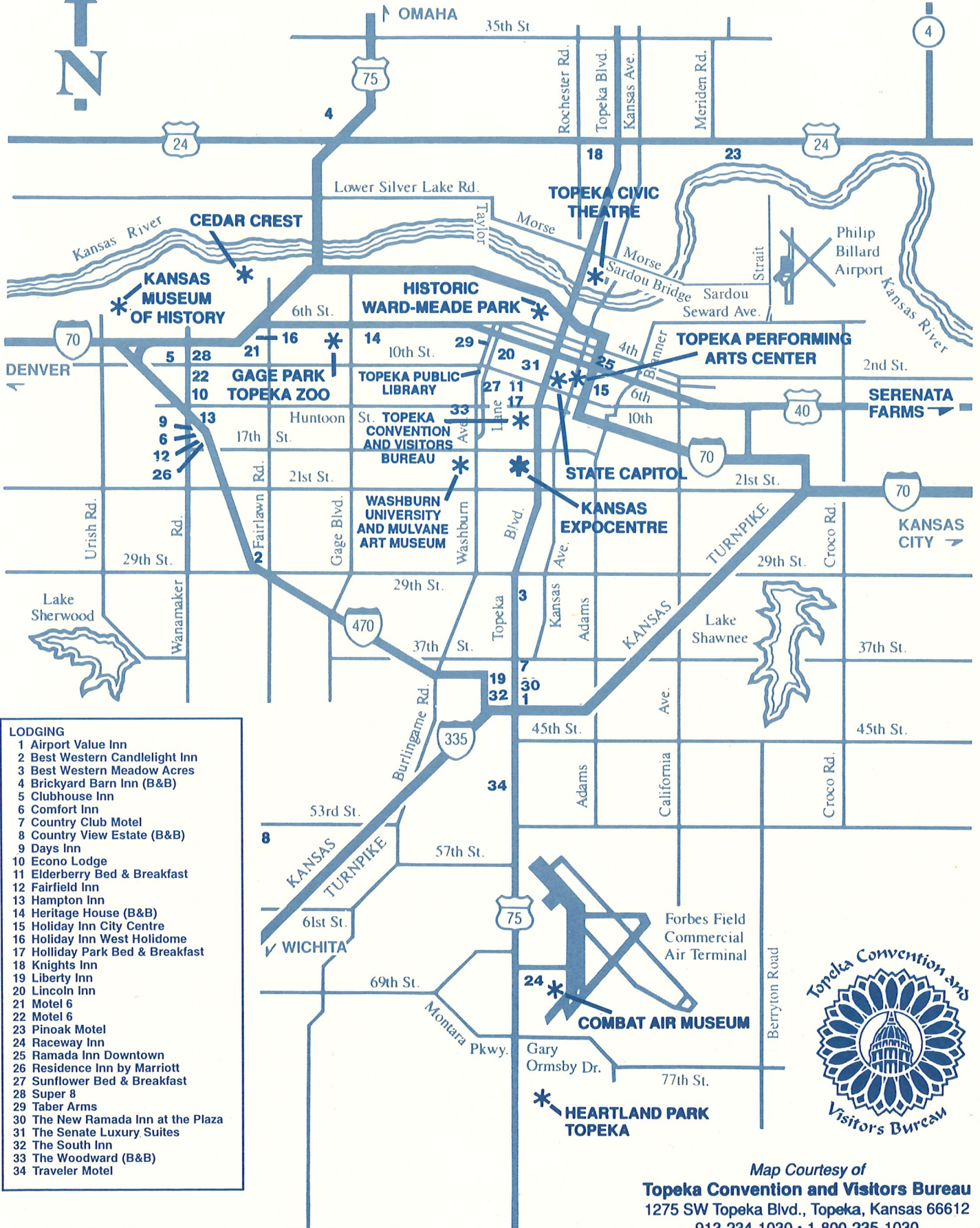
RECORD ATTENDANCE

Kansas Expoentre	555,477
Treasures of the Czars	522,640
Heartland Park Topeka	240,000
Topeka Zoological Park	202,047
Kansas Museum of History	169,701
Topeka Performing Arts Center	154,000
Gage Park Mini Train	110,575
KSNT Go 4th	110,000
Topeka Railroad Days	81,754
Historic Ward-Meade Park	70,000
Carousel in the Park	66,211
Topeka Public Golf Course	50,571
St. Patrick's Day Parade	40,000
State Capitol	66,870
Fiesta Mexicana	35,000
Cider Days	25,000
Huff N' Puff	25,000
Topeka Civic Theatre	23,542
Combat Air Museum	18,051
First Presbyterian Church (Tiffany Windows)	15,000
Festival of Trees	15,000
Mulvane Art Museum	11,671
Great Plains Rowing Championship	10,800
Apple Festival	10,000
Kansas River Valley Art Fair	7,500
Serenata Farms	5,764
Festival of Carols	<u>2,500</u>
TOTAL ATTENDANCE 1995	2,644,674

TOPEKA VISITOR MAP



↑ ATCHISON



- LODGING**
- 1 Airport Value Inn
 - 2 Best Western Candlelight Inn
 - 3 Best Western Meadow Acres
 - 4 Brickyard Barn Inn (B&B)
 - 5 Clubhouse Inn
 - 6 Comfort Inn
 - 7 Country Club Motel
 - 8 Country View Estate (B&B)
 - 9 Days Inn
 - 10 Econo Lodge
 - 11 Elderberry Bed & Breakfast
 - 12 Fairfield Inn
 - 13 Hampton Inn
 - 14 Heritage House (B&B)
 - 15 Holiday Inn City Centre
 - 16 Holiday Inn West Holidome
 - 17 Holliday Park Bed & Breakfast
 - 18 Knights Inn
 - 19 Liberty Inn
 - 20 Lincoln Inn
 - 21 Motel 6
 - 22 Motel 6
 - 23 Pinoak Motel
 - 24 Raceway Inn
 - 25 Ramada Inn Downtown
 - 26 Residence Inn by Marriott
 - 27 Sunflower Bed & Breakfast
 - 28 Super 8
 - 29 Taber Arms
 - 30 The New Ramada Inn at the Plaza
 - 31 The Senate Luxury Suites
 - 32 The South Inn
 - 33 The Woodward (B&B)
 - 34 Traveler Motel



Map Courtesy of
Topeka Convention and Visitors Bureau
 1275 SW Topeka Blvd., Topeka, Kansas 66612
 913-234-1030 • 1-800-235-1030

1-6

Lodging

Value Inn
924 SW Topeka, 913/267-1222

Best Western Candlelight Inn
2831 SW Fairlawn Rd., 913/272-9550

Best Western Meadow Acres
2950 SW Topeka, 913/267-1681

Brickyard Barn Inn (B&B)
4020 NW 25th, 913/235-0057

ClubHouse Inn
924 SW Henderson Rd., 913/273-8888

Comfort Inn
1518 SW Wanamaker Rd., 913/273-5365

Country Club Motel
3732 SW Topeka, 913/266-3732

Country View Estate (B&B)
5425 SW Fairlawn Rd., 913/862-0335

Days Inn
1510 SW Wanamaker Rd., 913/272-8538

Econo Lodge
1240 SW Wanamaker Rd., 913/273-6969

Elderberry Bed and Breakfast
1035 SW Fillmore, 913/235-6309

Fairfield Inn
1530 SW Westport Dr., 913/273-6800

Hampton Inn
1402 SW Ashworth Place, 913/273-0003

Heritage House (B & B)
3535 SW 6th Street, 913/233-3800

Holiday Inn City Centre
914 SE Madison, 913/232-7721

Holiday Inn West Holidome
605 SW Fairlawn, 913/272-8040

Holliday Park Bed & Breakfast
1135 SW Western, 913/234-8384

Knights Inn
601 NW US Hwy 24, 913/233-7704

Liberty Inn
3839 SW Topeka, 913/266-4700

Lincoln Inn
904 SW Lincoln, 913/233-4200

Lippincott's Fyshe House Homestay
8720 W 85th St., 913/256-2772

Motel 6
709 SW Fairlawn Rd., 913/272-8283

Motel 6
1224 SW Wanamaker Rd., 913/273-9888

Pinoak Motel
1001 NE US Hwy 24, 913/232-2393

Raceway Inn
Forbes Industrial Park, 913/862-1414

Ramada Inn Downtown
420 SE 6th, 913/234-5400

Residence Inn By Marriott
1620 SW Westport Dr., 913/271-8903

Sunflower Bed and Breakfast
915 SW Munson, 913/357-7509



Super 8 Motel
5968 SW 10th, 913/273-5100

Taber Arms
700 SW Washburn Ave., 913/232-3551

The New Ramada Inn at the Plaza
3802 SW Topeka, 913/266-8880

The Senate Luxury Suites
900 SW Tyler, 913/233-5050

The South Inn
3847 SW Topeka, 913/267-1800

The Woodward (B&B)
1272 SW Fillmore 913/354-7111

Traveler Motel
4725 SW Topeka, 913/862-0980

Area Camping

Lake Shawnee & Campgrounds
3435 SE East Edge Rd., 913/267-1859

KOA Campground
NE US Hwy 24, 913/246-3419

Perry State Park & Reservoir
County Hwy 13, 913/246-3449

Transportation

Topeka Transit
735 SW Kansas, 913/354-9571

Yellow Cab
2861 S Kansas, 913/267-4444

Capital City Taxi
439 E 29th, 913/267-3777

Greyhound Bus
200 SE 3rd, 913/233-2301

Metropolitan Topeka Airport Authority
Forbes Field, 913/862-2362

Crescent Limousine
4047 SE Croco Rd., 913/266-9366

Traveler's Express Airport Shuttle
400 SE Madison Ave., 913/357-4750

KCI Roadrunner
1004 SW Fairlawn Rd., 913/272-4877
Toll Free Dial 1-800-826-8294

Medical Facilities

St. Francis Hospital and Medical Center
1700 SW 7th, 913/295-8000

Stormont-Vail Regional Medical Center
1500 SW 10th, 913/354-6000

Veterans Affairs Medical Center
2200 SW Gage, 913/272-3111

Med-Assist
3124 SW 29th, 913/272-2161

Helpful Information

Topeka Convention & Visitors Bureau
1275 SW Topeka, 913/234-1030 or 1-800-235-1030

Topeka Public Library
1515 SW 10th, 913/233-2040

Entertainment

Topeka Performing Arts Center
214 SE 8th, 297-9000 (Box office)

Kansas Expocentre
One Expocentre Drive, 913/235-1986
Box Office, 913/297-1000

Washburn University
1700 SW College, 913/231-1010

Topeka Parks & Recreation
215 SE 7th, 295-3838

Mulvane Art Gallery & Museum
17th and Jewell, 913/231-1010 ext. 1324

Topeka Civic Theatre
534-1/2 N. Kansas Ave., 913/357-5211
(Box office)

Attractions

CEDAR CREST
The Governor's residence is located on a hill overlooking the Kansas River on the west edge of the City at Cedar Crest and Fairlawn Road. Tours: Fridays 1:00-3:00 pm. Free. 913/296-3966.

COMBAT AIR MUSEUM

Displaying aircraft from every armed conflict since powered aircraft has been involved. Located south at Forbes Field on Hwy 75. (9:00 am - 4:30 pm Monday-Saturday, 10:00 am - 4:30 pm Sunday. Admission charged. 913/862-3303.

GAGE PARK

A 160-acre park located on Gage Blvd. between 6th and 10th Streets with children's playground, swimming, tennis, and featuring:

CAROUSEL IN THE PARK & MINI TRAIN

A 1908 fully restored carousel and narrow gauge mini-train. Operating daily from 10 am to 5 pm, May through Labor Day. Weekends during April, Sept., Oct. 50¢ admission.

REINISCH ROSE GARDEN

An extensive garden with over 350 varieties and 7,000 bushes in a setting of rock gardens and pools.

TOPEKA ZOOLOGICAL PARK

One of the most popular spots in the midwest featuring "The Lions Pride", "The Gorilla Encounter", the Tropical Rain Forest and the hands-on Security Benefit Children's Zoo area. Open daily 9:00 to 4:30 p.m., Summer hours 9:00 to 8:00 p.m. Admission charged. 913/272-5821.

HEARTLAND PARK TOPEKA

This motor sports race track features a 2.5 mile road course and the fastest quarter-mile drag strip in the world. Located just South of Topeka on US 75. Tickets or schedule call 1-800-43-RACES, in Topeka 862-RACE.

HISTORIC WARD-MEADE PARK

Enjoy more than five acres of living history, including a restored 1870 mansion, wood cabin, train depot, one-room schoolhouse, botanical gardens, and the Mulvane General Store. Gift shop open: 10:00-4:00 Tues.-Sat. Hours subject to flexibility. Tours of mansion and cabin: 11am or 2pm, Tues.-Fri, Mar-Dec. 1pm or 2pm, Sat & Sun, April-Oct. Tours in Jan. and Feb. by reservation. 124 NW Fillmore, (913)368-3888. Admission charged.

KANSAS MUSEUM OF HISTORY

Located on the Oregon Trail, just north off 1-70 and Wanamaker. The museum features one of the nation's two largest prairie collections providing a story of Kansas from the Indian era to the Civil War, up to the present. 9 am to 4:30 pm, Mon-Sat, 12:30-4:30 pm Sun. Free. 913/272-8681.

SERENATA FARMS

See what life was like on the Oregon Trail! Witness and experience pioneer life first hand. Inspect covered wagon tracks that leave a remembrance of the difficult journey the pioneers faced in their movement West. Hayrack rides and chuckwagon dinners available for small groups! 1895 E 56 Road at Big Springs, 913/887-6660.

STATE CAPITOL

Located at 10th & Jackson, the five-story building houses Kansas' most famous works of art by native-born John Steuart Curry. Tours available weekdays, 9 am to 3 pm, hourly. Saturday tours at 9:00, 11:00, 1:00, and 3:00. Free admission. 913/296-3966.

CONCERTS • FAMILY SHOWS • TRADE SHOWS • SPORTS • ENTERTAINMENT, ETC!



Call us and find out what's happening while you're in town!

(913) 235-1986

WE'RE ALSO THE PLACE FOR YOUR NEXT MEETING, CONFERENCE, CONVENTION OR BANQUET!

1 Expocentre Drive • Topeka, Kansas • 66612-1442



Heartland Park Topeka is the first non-NHRA owned facility in history to host two National events in one season. The track's oldest and largest event is the NHRA Sears Craftsman Nationals. Held each fall, the Sears Craftsman Nationals have been staged at Heartland Park since the facility opened in 1989 and now draw more than 90,000 spectators annually (98,000 in 1996). The track inherited its second NHRA National event in 1993 when the long running LeGrandnationals were cancelled in Montreal, Quebec, because of new Canadian fuel regulations. With only 100 days lead time, NHRA management decided to move the event to Topeka because of belief that the Heartland Park staff was the only one capable of putting the event together in such a short time frame. In fact, the short-term planning was so successful, the event set an NHRA attendance record for an inaugural National event. The 1995 Western Auto event was the first NHRA National event to be held primarily at night, thanks to a brilliant, state of the art, MUSCO Lighting system installed in 1994. The 1996 Western Auto Nationals were held primarily at night and were highlighted by an unprecedented four NHRA national records being set at the event.

In 1995, Heartland Park Topeka joined the NASCAR family. The track was the first road course on the schedule for the inaugural NASCAR Craftsman Truck Series. Stock Car greats Dale Earnhardt, Darrell Waltrip, Terry Labonte, Ken Schrader and Todd Bodine are just a few of the Winston Cup regulars who have raced on the Heartland Park Topeka road course. With a reputation as being an innovator, Heartland Park Topeka also hosted a massive "Truck Jamboree" in conjunction with the race. The jamboree features a wide variety of displays from truck after-market companies as well as a giant truck show featuring eye-catching antique and customized trucks. The NASCAR Craftsman Truck Series along with the truck jamboree will return to the 1997 Heartland Park schedule.

Heartland Park Topeka also receives considerable national television exposure. In 1996, ESPN2 carried its first live telecast of NHRA Drag Racing from Heartland Park Topeka. In addition, ESPN, Fox Sports Net and TNN regularly carry events from Heartland Park. The NHRA Sears Craftsman Nationals, and the Lund Look 275 NASCAR Craftsman Truck Series were all broadcast live on TNN. **During 1996, more than 32 hours of Heartland Park coverage was seen on national cable networks such as TNN, ESPN, and ESPN2.**

With more than 260,000 spectators in 1996, the number of consumers who attended Heartland Park events more than doubled the crowds from the 1989 inaugural season. In that same time frame, corporate sponsorship each season has more than tripled.

The track has a significant impact on the region's travel and tourism industry. The track fills the local hotels and restaurants many weekends throughout the race season and provides millions in economic benefits to the economy of northeast Kansas. A recent economic study revealed that the two NHRA National events pump \$19 million into the Northeast Kansas economy each year. *Furthermore, more than 80 percent of NHRA attendance is non-local and more than 50 percent non-Kansan. By becoming a regional draw in the central United States, the track is the area's leading "magnet" for bringing dollars to Kansas from neighboring states.*

The track has been successful by providing events and facilities that are entertaining to a wide variety of people, not just "gearheads." The facility is modern, clean, and includes permanent rest rooms, concession stands, extensive asphalt walkways and a permanent air-conditioned souvenir store. Many of the events take on a state fair type atmosphere, with many fun and exciting things to see and do during the events. All areas of promotion for the track emphasize this G-Rated family atmosphere. The track staff has instituted many policies that appeal to families who attend the events. These efforts include free parking, free pit area access at many events and free admission to children 12 years and younger.

Already the dominant motorsports facility between the Mississippi River and the Rocky Mountains and from Texas to Canada, the future for the track looks brighter still. With two NHRA National events, the drag racing schedule is sure to continue a successful ride. As for the road course, The NASCAR Craftsman Truck Series returns in 1997 with the NASCAR Shootout stock car race. Throw in a regular bracket racing series and an NHRA Division points race and Heartland Park Topeka has a schedule as prestigious and diverse as any track in the country.

TOTAL FACILITY ATTENDANCE:

1996: 261,000

1995: 244,700

1994: 220,000

1993: 209,500

1992: 198,500

1991: 201,900

1990: 173,000

1989: 160,000

BREAKDOWNS: These are estimates of the breakdown of locations based on spectator surveys and detailed car counts at major events...

1996

Total Attendance: 261,000

<u>Location</u>	<u>Attendance</u>	<u>% of Total Attendance</u>
Kansas	122,750	47%
Missouri	70,200	27%
Nebraska	32,700	13%
Iowa	18,750	7%
Other States	16,600	6%

Kansas Counties (in order of total attendance)

- 1.) Shawnee (Topeka)
- 2.) Johnson (Kansas City suburbs)
- 3.) Sedgwick (Wichita)
- 4.) Douglas (Lawrence)
- 5.) Wyandotte (Kansas City, KS)

1997 Schedule

(Tentative)



- | | |
|-----------------------------|--|
| April 12-13
April 11 | Bracket Drag Racing Series
Grudge Night |
| April 26-27 | NHRA Federal Mogul Heartland Championships
Division V |
| May 10 | Concert (To Be Announced) |
| May 17-18
May 16 | Bracket Drag Racing Series
Grudge Night |
| May 29-June 1 | NHRA Western Auto Nationals |
| June 28-29
June 27 | Bracket Drag Racing Series
Grudge Night |
| July 25-27 | <i>The Lund Look</i> 275 NASCAR
Craftsman Truck Series &
NASCAR Coca-Cola Shootout |
| August 23-24
August 22 | Bracket Drag Racing Series
Grudge Night |
| August 31 | SCCA Fan Appreciation Day (Free Admission) |
| September 6-7 | Heartland Park Topeka Car Show |
| September 25-28 | NHRA Sears Craftsman Nationals |
| October 11-12
October 10 | Quaker State ET Bracket Drag Racing Series
Grudge Night |

For Ticket Information: Call 1-800-43-RACES