

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 February 6, 1997 in Room 254-E of the Capitol.

All members were present except:

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

Conferees appearing before the committee: Jean Barbee
Jan Peters
Dorene Anderson

Others attending: See attached list

TOURISM - TRAVEL INDUSTRY ASSOCIATION OF KANSAS

Jean Barbee, Executive Director, Travel Industry Association of Kansas (TIAK), gave members a brief look at Kansas tourism, the role of the legislature in its development, the unique local promotional system in marketing the state and TIAK's role in the industry (Attachment 1).

Jan Peters, Director of Lenexa Visitors and Convention Bureau and current president of TIAK, provided the commentary for a video on tourism in the State. A written outline of material covered in the video is contained in Attachment 2. TIAK has been working to get tourism to the forefront of economic development. Ms. Peters asked that the members pay particular attention to the TIAK 1997 Legislative Agenda as well as the ERA Market Research Study findings and recommendations.

Discussion related to the amount of state expenditures as compared to neighboring states. Kansas spends far less. Another problem is the fact that the promotion "image" goes with the administration and every time the administration changes so does the promotional image for the state. It takes at least four years for an image to begin to stick in the minds of the traveling public, so just about the time it would become effective, it's changed.

TOURISM - LINDSBORG, KANSAS

Dorene Anderson, Executive Director, Lindsborg Chamber of Commerce, spoke to the committee on the roots of tourism in Lindsborg, listing their primary attractions. Ms. Anderson talked about their marketing strategy and how small communities can be helped to enhance their tourism promotions (Attachment 3). Ms. Anderson pointed out that although they have many important periodic attractions to offer, their primary goal is to find a way to "fill the valleys between the high traffic times and the low traffic times." They have found highway signage to be a very important resource in attracting tourists off the main highways. Also, the State Travel Information Centers are very helpful. Ms. Anderson advised that it would also be helpful to have some leeway on the placement of logo signs outside of the three mile area. Members discussed economic impact and tourism development.

The meeting adjourned at 10:15 a.m.

The next meeting is scheduled for Monday, February 10, 1997



Jayhawk Tower
700 S.W. Jackson St., Suite 702
Topeka, Kansas 66603-3758
913/233-9465 FAX 913/357-6629

PRESIDENT
Jan Peters
Lenexa CVB

DATE: February 6, 1997

1ST VICE-PRESIDENT
Becky Blake
Manhattan CVB

TO: SENATE TRANSPORTATION & TOURISM COMMITTEE MEMBERS

FROM: Jean Barbee, Executive Director

RE: Kansas Travel & Tourism Industry

2ND VICE-PRESIDENT
Jan Hiebert
AAA Kansas

Mr. Chairman and members of the committee, my name is Jean Barbee. I am the Executive Director of the Travel Industry Association of Kansas (TIAK). Oh behalf of TIAK, thank you for this opportunity to provide information to your committee.

SECRETARY
Denise Koehn
Liberal CVB

About twenty years ago the Kansas Legislature made a policy decision regarding Kansas tourism promotion. That policy decision was that tourism marketing and promotion, for the most part, would be better accomplished at the local level. In 1975 KSA 12-1692 through KSA 12-1695 were adopted by the Legislature to authorize transient guest tax collection in Wichita. In 1977, KSA 12-1696 through KSA 12-16,101 were adopted to authorize 'local option' transient guest tax collection. Any city or county in Kansas may implement transient guest tax by ordinance.

TREASURER
Ron Harding
Sherman County CVB

CHAIR
Pat McKee
Rolling Hills Refuge

Kansas is unique in this 'local option' approach. Many states have just a few cities collecting transient guest tax, promoting conventions and tourism. But Kansas is unique and is a diverse state in more ways than one and the system has worked well. Today, more than \$12 million is collected in transient guest tax in Kansas, 98% of which goes back to local communities for convention and tourism promotion.

EXECUTIVE DIRECTOR
Jean Barbee

Comparing the Kansas Division of Travel and Tourism with other state travel offices is often like comparing apples and oranges. Most other states do not have the widespread local promotional funding and system that Kansas has. The Kansas Division of Travel and Tourism is just one small piece of the marketing and promotional pie in this state. Later you will hear from the Lindsborg Chamber of Commerce. The Wichita and Overland Park CVBs made presentations in the House.

The members of TIAK are primarily these entities, the local convention and visitors bureau staff people, and other organizations who are in the business of marketing and promoting convention and tourism in Kansas. You have heard from the Division of Travel & Tourism which is a TIAK member. There are other TIAK members we think you should hear from. Specifically, we would suggest that you schedule presentations from the Kansas Sampler Foundation, the Department of Wildlife and Parks, and the State Historical Society.

As good a job as we are doing both at the state and local level of marketing and promoting Kansas, we are limited in what we have to market. No one has to remind us we do not have mountains and oceans.

SENATE TRANSPORTATION
DATE: 2/6/97
ATTACHMENT: 1

— 1-1

We do have a rich cultural heritage and history. Our historical sites such as Fort Hays, the Pawnee Indian Village in Republic, the Mine Creek Battlefield, and the Kaw Mission in Council Grove and our state parks and wildlife areas are our best 'natural' attractions in Kansas.

The long-range plan developed by the Society is for restoration of state owned property. We believe the state could find no better investment for economic development funds than to fully support the plan of the historical society. Some would say we should even speed up the process and fund those projects immediately. Certainly, the way those sites are spread across the state, nearly every community will benefit once the projects are complete.

With me today is Jan Peters, Director of the Lenexa Convention and Visitors Bureau, formerly Director of the Hutchinson Convention & Visitors Bureau and the current President of TIAK. Jan is indicative of the professional experience we have in local marketing and promotion in this state. The executive committee of TIAK has put together a great presentation for you to show you a little more about who TIAK is, an overview of local promotion, and what our other recommendations are for you.

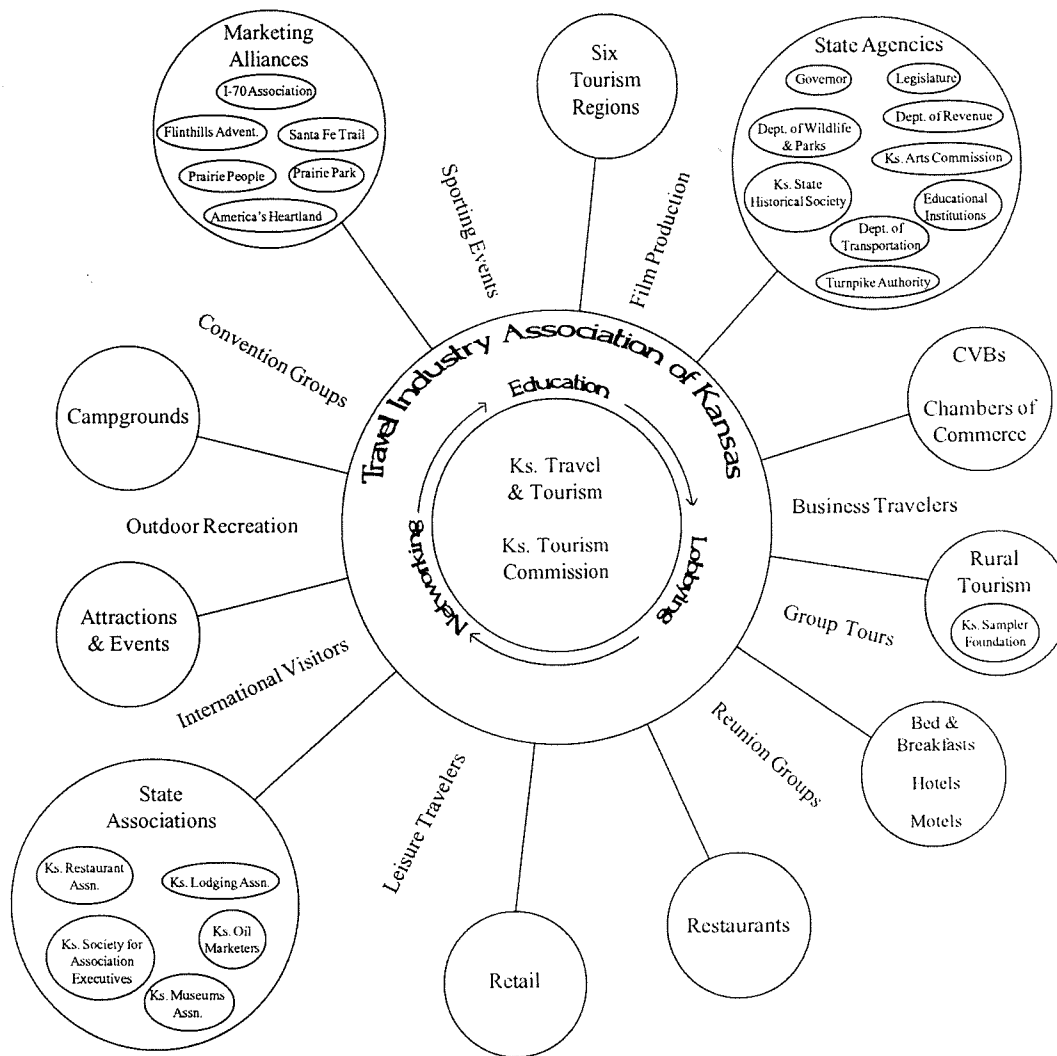
WHAT IS TIAK?

The **Travel Industry Association of Kansas (TIAK)** is a private, non-profit organization dedicated to the promotion and development of travel and tourism in Kansas.

The primary mission of TIAK is to speak with a unified voice for the travel industry in Kansas, influencing, educating and supporting all components of the travel industry. TIAK's goals are to:

- ♦ Influence government decisions which affect the travel industry
- ♦ Develop programs which communicate the cultural, social and economic impact of the travel industry on Kansas and individual communities
- ♦ Provide a forum for interaction among all sectors of the travel industry

KANSAS TRAVEL INDUSTRY



MEMBER BENEFITS:

Educational Opportunities

- ♦ Certificate Education Program sharpens skills needed to work in the travel industry.
- ♦ Educational Events:
 - ♦ Annual Conference on Tourism
 - ♦ Semi-quarterly seminars

Legislative Resources & Services

- ♦ Solid governmental relations services are provided through experienced and respected professional lobbyists.
- ♦ The weekly *Legislative Bulletin* focuses on issues of special concern to you during the legislative session.
- ♦ The annual Legislative Reception provides a unique opportunity for you to talk with Legislators.

State Travel Office Liaison

- ♦ Representation on the state Travel and Tourism Commission is assured.
- ♦ Input on state travel promotion efforts can be offered on your behalf.

Travel Industry Networking

- ♦ Peer contacts provide opportunity for cooperative efforts.
- ♦ Diverse membership provides marketing opportunities.

Public Relations Services

- ♦ National Tourism Week promotion and year-round media relations efforts effectively communicate the true impact of the travel and tourism industry.

MEMBERSHIP:

Active Membership

- ♦ Active Membership may be held by any organization which promotes Kansas as a travel destination. These can be attractions, hotels, motels, restaurants, chambers of commerce, convention and visitors bureaus, regional promotional organizations and others. There is a graduated fee schedule for each type of Active Membership. Each Active Member designates one delegate.

Associate Membership

- ♦ Associate Members are additional delegates from Active Members. This allows staff to become actively involved in the association.

Sustaining Membership

- ♦ Sustaining Membership provides for up to five additional delegates (Associate Members). Sustaining Members receive additional bonuses to Active Membership such as free advertising in the *TIAK Update* and special discounts for seminar participation by staff members.

How Do I JOIN?

- ♦ Return a membership application to TIAK, or call: **913/233-9465**.

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TIAK.

*An organization created
to unify the travel
and tourism industry
in Kansas, so your
business will grow
and prosper.*



**Travel
Industry
Association of
Kansas**

700 S.W. Jackson, Ste. 702
Topeka, KS 66603-3758

Phone 913/233-9465 • Fax 913/357-6629

Committee Meetings

Tuesday evening is reserved for committee meetings. A meeting room will be provided in the Downtown Ramada in Topeka. The Chair of each committee will contact you directly about the specific time and place of your meeting.

The 1997 committees which will meet are:

Chair(s)

Conference — Tracy Hill

Education — Judy Billings and Pat McKee

Hospitality Training — Dorene Anderson
and Tracy Hill

Membership — Becky Blake

Motorcoach Task Force — Jan Hiebert

Promotion — Sonya Woertz-Butler

Technology — Ron Harding

Accommodations

Downtown Ramada
420 SE 6th
Topeka, Kansas
(913) 234-5400

\$59 - Main Building (single or double)

\$69 - Town Building (single or double)

Be sure to mention TIAK when you phone for reservations in order to receive the above rates. When making reservations over the phone, it is always a good idea to request a written confirmation.



700 S.W. Jackson, Ste. 702
Topeka, KS 66603-3758

Phone: (913) 233-9465 • FAX: (913) 357-6629
barbee@smartnet.net



Legislative Awareness Conference

includes TIAK Seminars
&
Committee Meetings

Downtown Ramada, Topeka
January 21-22, 1997



About the Sessions...

The topic for the educational session on Tuesday, Jan. 21, will be "New Postal Regulations for Non-profits." You'll learn how to save big money on your direct mail. This session, a comprehensive, how-to-do-it right program, is presented by the people who know it best — the U.S. Postal Service.

The topic on Wednesday, Jan. 22, will be "Legislative Issues." The TIAK Legislative Agenda will be discussed. Special invited luncheon guests will be members of the Kansas House Tourism Committee, chaired by Representative Barbara Allen.

In addition to the House Tourism Committee, we would like to get as many legislators as possible to attend the lunch. You can sponsor your hometown legislators for just \$25 each. A list of legislators and their home addresses and phone numbers are included with this brochure. Pick up the phone, or write a note today.

Schedule of Events

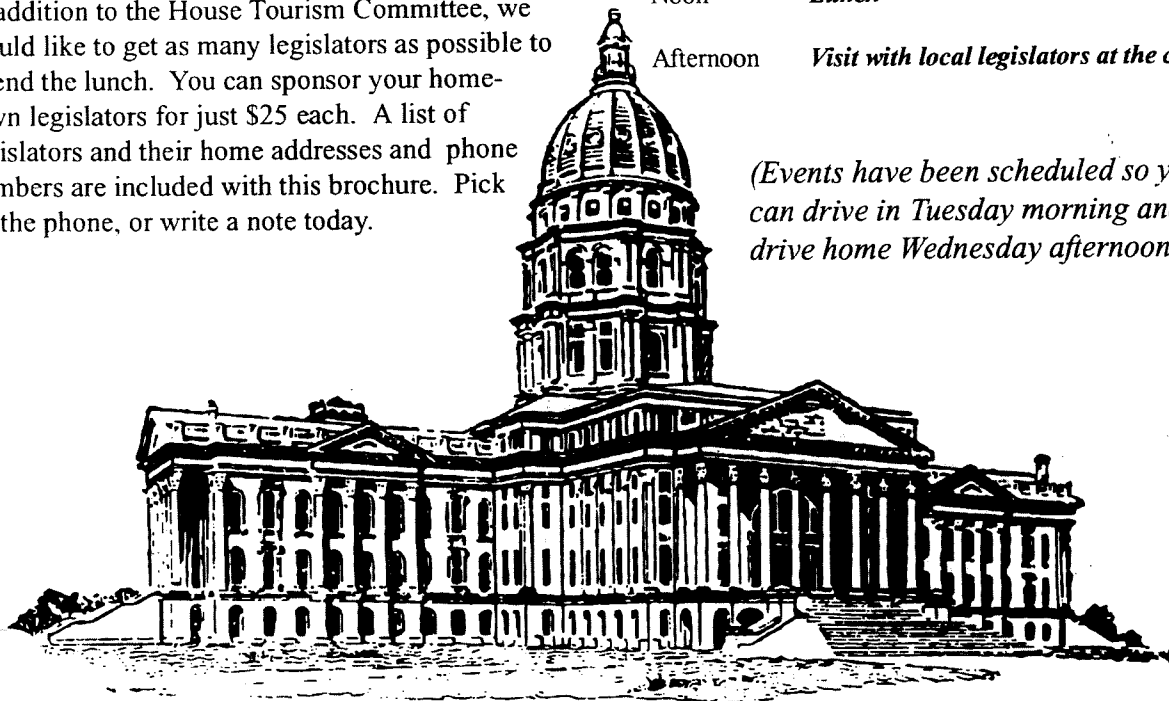
Tuesday

- 1:30 p.m. *Trolley from Downtown Ramada to U.S. Post Office*
- 2:00-4:00 *New Postal Regulations for Non-profits Session*
- 4:15 *Trolley back to Ramada*
- 6:00 *Committee Meetings*

Wednesday

- 10:00 a.m. *Legislative Issues Session TIAK's Legislative Agenda*
- Noon *Lunch*
- Afternoon *Visit with local legislators at the capitol*

(Events have been scheduled so you can drive in Tuesday morning and drive home Wednesday afternoon.)



Registration Form

Name: _____

Organization: _____

Address: _____

City, State, Zip: _____

Phone: _____

	Member	or	Non-member	=	\$
Postal Seminar:	\$30		\$45		_____

Legislative Issues Seminar:	\$35	or	\$50	=	\$	_____
<i>(includes lunch)</i>						

Sponsor Legislator @ \$25 ea. = \$ _____

Bill me or Total Enclosed: \$ _____

Sponsored Legislator(s): _____

Are there any special accommodations which would enable you to more fully participate in the seminar? If so, what are they? _____

Please limit one name per registration form.
(Feel free to copy this form for multiple registrations.)

Please return by 1/10/97 to:

TIAK Travel Industry Association of Kansas
700 S.W. Jackson, Ste 702
Topeka, KS 66603-3758

*Kansans are
discovering
what a
special state this is!*

*Help get the
word out --
make sure your
library has a copy
of this
important video.*



**Travel Industry Association of Kansas
700 S.W. Jackson, Suite 702
Topeka, KS 66603-3758
Jean Barbee, Executive Director**

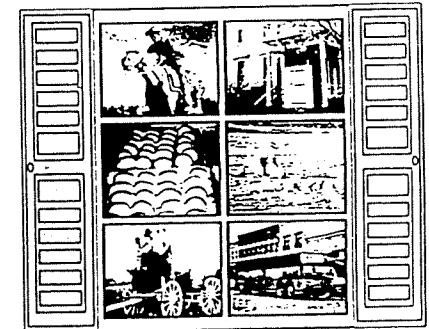
**Phone: (913) 233-9465
FAX: (913) 357-6629**

*Learn to see
Kansas
with new eyes!*

**The
Travel Industry
Association
of Kansas**

presents

There's No Place Like Home:



**The Discovery of Rural Tourism
And How It Helps Preserve
Small Towns In Kansas**

*A new video
Length: 29 minutes
with workbook*

This entertaining video should be seen by every Kansas - student and local citizen alike.

It reminds us of the diversity of the state, and teaches us to appreciate Kansas even more.

You'll travel all regions of the state, seeing...

☆ **Remnants of the ocean floor in Northwest Kansas...**

☆ **How residents of a "living ghost town" in Southeast Kansas entertain thousands of people each year...**

☆ **History living on through our forts, western towns, and Victorian architecture...**

and so much more. The video and its companion workbook teach you how to look at Kansas with new eyes, as if you were a visitor yourself!

You'll meet some delightful Kansas characters and learn to explore your community's:

- ☆ **HISTORY**
- ☆ **CUISINE**
- ☆ **ETHNIC HERITAGE**
- ☆ **EVENTS**
- ☆ **ARCHITECTURE**
- ☆ **SHOPPING**
- ☆ **ART**
- ☆ **SCENIC ATTRACTIONS**
- ☆ **HOSPITALITY**
- ☆ **UNUSUAL ATTRACTIONS AND MUSEUMS**

On its own, the video is a delightful and informative program.

Used with the workbook, it provides an excellent classroom session or basis for a community planning session.

While the spotlight of the video is on small towns in Kansas, the principles in it apply to every size community.

And when we really appreciate our hometown, we can make it even better.

Order Form

Name _____

Organization _____

Address _____

City, State Zip _____

Phone _____

(#) _____ videos @ \$35.00
 (#) _____ videos @ \$25.00
 (for TIAK members only)
 (#) _____ additional workbooks
 @ \$5.00
 + \$4.00 shipping and handling
 _____ + 6.15% sales tax on total,
 including S & H

\$ _____ **TOTAL ENCLOSED**

Mail to:
TIAK Rural Tourism Video
700 S.W. Jackson, Suite 702
Topeka, KS 66603-3758



TIAK MEMBERS
1996-97

	Senator Ben Vidricksen	Kansas State University	Rebecca Gould
	Senator Nick Jordan	Larned Tourism Committee	Ruth Olson Peters
AAA Home & Away Magazine	Bob Knudson	Lawrence CVB	Judy Billings
AAA Kansas	James Hanni	Lawrence CVB	Chris Beurman
AAA Kansas	Jan Hiebert	Lawrence Riverfront Factory Outlets	David Longhurst
Abilene CVB	Marciea Weaver	Lawrence Travelodge	Jimmie Higby
Admark Group, Inc.	Kimberly Marney	Leavenworth/Lansing CVB	Connie Hachenberg
Andover CVB	Sonya Moore	Lecompton Historical Society Inc.	Paul Bahnmaier
Arkansas City CVB	Arnold Arrowood	Lenexa CVB	Jan Peters
Assn of Comm Arts Agencies of KS	Ellen Morgan	Lenexa CVB	Lora Walker
Atchison Tourism Bureau	Stan Lawson	Liberal CVB	Denise Koehn
BW Silver Spur Lodge	George Henrichs	Lindsborg Chamber of Commerce	Dorene Anderson
Best Western Hallmark Inn Exec Ctr	C. Philip Griffin	Linn County Economic Development	Dennis Arnold
Big Brutus Inc.	Betty Becker	Manhattan CVB	Becky Blake
The Big Well	Terri Bratcher	Marion Chamber of Commerce	Margo Yates
The Bond Group/Vista USA	Cathy Bond	Maupintour, Inc.	Pete Anderson
Boot Hill Museum, Inc.	Shirley McLoughlin	McPherson CVB	Judy Casey
Cloud County	Dolores Landry	Merriam Chamber of Commerce	Jane Conley
Cloud County Community College	Dr. Patricia Altvegg	Miami County Economic Development	Jacci Stewart
Cloud County Convention & Tourism	Bill Cave	Mount Conference Center	David Spurlock
Coffeyville CVB	Heather Hood	Museum of Independent Telephony	Peg Chronister
Colby CVB	Leilani Thomas	NCAA Hall of Champions	Jeff Hiller
Combat Air Museum	John Swihart	Natural History Museum	Leonard Krishtalka
Council Grove CVB	Jan White	The New Theatre Restaurant	Teresa Scott
Crawford County CVB	Ann Dee Ward	Newton Convention & Tourism Bureau	Jacque Wedel
Dalton Gang Hideout	Nancy Dye	Northeast Kansas Tourism Region	Janice Walker
Dane G. Hansen Memorial Museum	Jo Ann Sammons	Northwest Kansas Travel Council	Kathie Terry
Dodge City CVB	Nancy Jo Trauer	Norton CVB	Charlotte Kindall
Doniphan County Eco Devo/Chamber	Janice Walker	Olathe CVB	Deb Larimore
Edwards County Economic Development	Faye Trent	Old Cowtown Museum	Elizabeth Kennedy
El Dorado CVB	Marv McCown	Oregon Trail Adventure Company, Inc	Mary Allison Haynie
City of Ellsworth	Georgina Bates	Overland Park CVB	Jerry Cook
Emporia CVB	Elizabeth Befort	Overland Park CVB	Elizabeth Jones
Emporia CVB	Susan Rathke	Phillips County CVB	Joyce Rupp
Finney County CTB	Tracy Hill	Prairie Oak Farms	Fred Burgess
First Generation Video	Martha Slater	Prairie People Tourism Assn	Lisa Smith
Fort Scott Chamber of Commerce	Mary Lynn Stevenson	Pratt Area Chamber of Commerce	Jeanette Siemens
Franklin County CVB	Murray McGee	Prom Management Services, Inc.	Phil Griffin
Geary County CVB	Mayumi Ameku	Radisson Hotel	Margie Miller
George Lay Signs, Inc.	John Lay	Rice County Economic Development	Shirley Fair
Grant County Chamber of Commerce	B. Dennis Zimmerman	Riverfront Community Center	Julie McQuillan
Great Bend CVB	Cris Collier	Rolling Hills Ranch	Bob Brown
Great Mall of the Great Plains	Donna Pottier	Rolling Hills Refuge	Pat McKee
Greyhound Hall of Fame	Ed Scheele	Russell County CVB	Susan NeuPoth Cadoret
Hays CVB	Jana Jordan	Salina Area Chamber of Commerce	Tiffany Green
Hays CVB	Jayne Inlow	Salina Area Chamber of Commerce	Sylvia Rice
Hedrick Exotic Animal Farm	Joe Hedrick	Salina Bicentennial Center	Karen Fallis
Heritage House	Michael Guernsey	Sherman County CVB	Ron Harding
High Plains Museum	Linda Holton	Sherman County CVB	Buella True
Hillsboro CVB	Tracy Isaac	Simecka and Associates	Betty Simecka
Holiday Inn - Olathe	Stephanie Selby	South Central Kansas Tourism Region	Judy Bittle
Hotel/Motel Assn of Greater KC	Mary Jacobi	Southeast Kansas Tourism Region	Cheryl Betts
Hutchinson CVB	Olivia Hecker	Southwestern Bell Telephone	David Nichols
Independence CVB	Cheryl Betts	Sumner County Eco Development	Cathy Royston
Joyland Amusement Co., Inc.	Margaret Nelson	Sunflower Travel Corporation	Barbara Hansen
KDOCH, Tourism Division	Norine Kruse	Sunset Zoo	Angie Fenstermacher
KS Association of Broadcasters	Harriet Lange	Tallgrass Prairie National Preserve	Barbara Zurhellen
KS Cosmosphere & Space Center	Wendy Johnson	Tanger Outlet Center	Sonya Woertz-Butler
KS Department of Transportation	Gene Anderson	Tanger Outlet Center	Amy Feldman-Bawarshi
KS Restaurant & Hospitality Assn	George Puckett	Thorman-Wright Corporation	Steve Fredrickson
KS Restaurant & Hospitality Assn	Ralph Tevis	Topeka Convention Bureau	Wayne Bennett
Kansas Campground Association	Daryl Johnson	Topeka Convention Bureau	Duane McGregor
Kansas City Kansas/WYCO CVB	Nancy Schmidt	Tour Butler County, Inc.	Jean Plummer
Kansas Dept. of Wildlife & Parks	Dick Carter, Jr.	Washington County Eco Devo	B.J. Smart
Kansas Expocentre	Kathy Jackson	Wichita Airport Hilton	Michael Phipps
Kansas I-70 Association	Sylvia Rice	Wichita CVB	Joe Boyd
Kansas Kountry Inn	Lynn Huncovsky	Wichita Greyhound Park	Shelli Baker
Kansas Lodging Association	Kevin Robertson, CAE	Wild West Country, Inc.	Tracy Hill
Kansas Museums Association	Bob Keckeisen		
Kansas Oil Marketers Association	Tom Palace		
Kansas Oil Museum	Robert Burgess		
Kansas Sampler Foundation	Marci Penner		
Kansas State Fair	Bob Gottschalk		
Kansas State Historical Society	Ramon Powers		

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1996-97

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Phil Griffin
Best Western Hallmark Inn Exec
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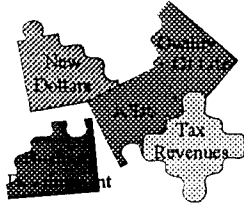
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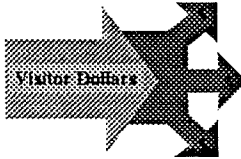
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TOURISM:



Stimulates
The
Kansas
Economy

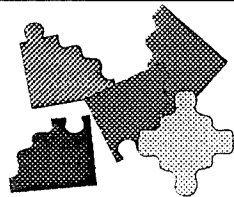
Tourism = Economic Development



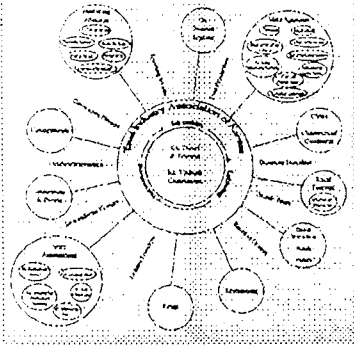
- New City, County & State Tax Revenues
- Create & Sustain Service Industry Jobs
- Create & Sustain Business Development
- Educational & Cultural Opportunities
- Builds a Positive Image for Kansas,

Identifying the Kansas "Tourism Industry"

How does
it all fit
together?



Kansas Travel & Tourism Industry



Tourism Is A Statewide Industry

■ 57 cities and 23 counties in Kansas currently levy a **Transient Guest Tax** (TGT) on overnight guests, resulting in over **\$12 million** in local revenues. By statute, these funds are to be used for convention and tourism promotion.

Tourism Marketing Partnerships

- TIAK
- Kansas Sampler Fndtn.
- KS Travel & Tourism
- MAMA Alliance
- 6 Tourism Regions
- Chisholm Trail Assoc.
- I-70 Assoc. of KS
- Santa Fe Trail Anniv.
- Flint Hills Adventures
- Oregon Trail Anniv.
- Prairie Park Country
- KAW Valley Heritage
- Prairie People
- NTA Coalition
- America's Heartland
- Golden Triangle

Target Markets

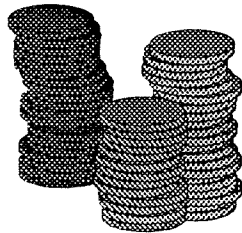
- Out-of-state visitors
- International visitors
- Motorcoach tours
- Convention groups
- Leisure travelers
- Business travelers
- Kansas week-end travelers

Marketing Efforts Include:

- Print media advertising (newspapers, magazines).
- Brochure printing & distribution.
- Familiarization tours.
- Target mailings & direct sales.
- Broadcast media campaigns.
- Public relations campaigns.
- Travel & trade shows.
- Internet marketing.
- Outdoor advertising campaigns.

Return On Investment...

Dollars
Invested In
Tourism
Promotion
Impact
State & Local
Economies



Economic Impact Formula

The International Association of CVB's calculates economic impact using "lodging" as representative of 40% of the total visitor dollar.

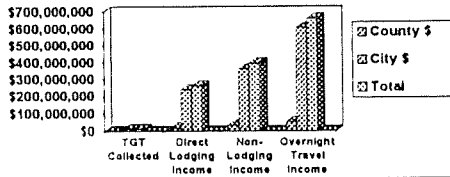
Formula

- A. Annual TGT Collection divided
- B. TGT %rate levied by city X100
- C. Equal gross annual hotel sales

$$\frac{\text{Gross Annual Hotel Sales (40\%)} - \text{Non-lodging Revenue (60\%)}}{\text{Total Visitor Industry Income}}$$

1996 Kansas Overnight Travel & Tourism Revenue

1996 Transient Guest Tax Revenues



Total TGT Collected	\$ 12,237,863
Total Overnight Traveler Income	\$714,166,023

Direct Overnight Impact

City	'96 TGT	Overnight Visitor Impact
Abilene	\$ 90,770	\$ 4,538,450
Liberal	\$ 176,488	\$11,255,612
Hutchinson	\$ 186,942	\$11,922,321
Manhattan	\$ 395,188	\$20,162,653
Hays	\$ 237,529	\$20,198,044
KANSAS	\$12,237,863	\$714,166,023

Kansas Tourism Development: A Public/Private Partnership



- Travel Industry Association of Kansas
- Kansas Division of Travel & Tourism
- Kansas Tourism Commission

The Role Of The Kansas Tourism Commission

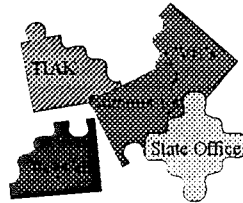
Citizens appointed by the Governor to serve in an advisory capacity to the Kansas Division of Travel & Tourism.

The Role Of The Kansas Division Travel & Tourism

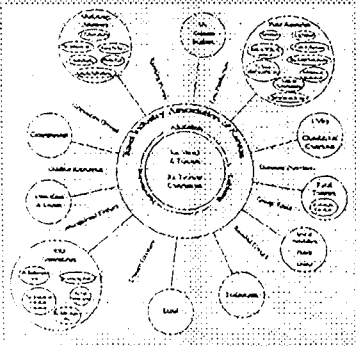
- Develop partnership opportunities in domestic marketing for the Kansas travel industry .
- Develop and implement a strong image-building campaign for Kansas, through paid media and public relations.
- Publish and supply a comprehensive Kansas Travel Guide and brochures for statewide or multi-state special events.
- Maintain Kansas Visitor Information Centers.
- Support development of Kansas attractions.
- Develop and conduct international marketing campaigns or coordinate international marketing coalitions.
- Develop a central inquiry fulfillment service.

T ravel
I ndustry
A ssociation Of
K ansas

What Is
TIAK's Role
In Kansas
Tourism
Development?



Kansas Travel & Tourism Industry



TIAK Mission Statement

- The purpose of the Travel Industry Association of Kansas is to speak with a unified voice for the travel industry in the State of Kansas; influencing, educating and supporting all components of the travel industry.

TIAK's Membership Includes:

- Convention & Visitors Bureaus
- Chambers of Commerce
- Lodging Industry
- Oil Marketer Industry
- Restaurant Industry
- Museums & Attractions
- State Agencies
- Retail Establishments
- Special Events
- Travel Agencies

TIAK Maintains A Broad-based Membership;

With Representation From:

- Public & Private Sectors
- Small & Large Communities
- Six Geographic Regions
- New & Established Entities

A Complete Listing of TIAK Members is Included in Your Pocket.

The Role of TIAK In Kansas Tourism Development

- Provide networking and educational opportunities for tourism industry professionals.
- Monitor and support public policy which will strengthen the Kansas tourism industry.
- Host the annual Kansas Conference on Tourism, Lodging & Hospitality (October 13-15, 1997).
- Serve as an industry liaison to the State Tourism Office and Tourism Commission.
- Develop high profile cooperative marketing opportunities for TIAK members.

TIAK Funding Sources

- Annual Membership Dues
- Professional Development Seminars
- Annual Tourism & Lodging Conference
- Cooperative Marketing Consortia
- Grants For Special Projects

TIAK Legislative Priorities

- Support public policy which will:
 - Insure adequate public access to natural resources which provide recreational opportunities.
 - Sustain historical preservation.
 - Create an environment conducive to tourism business.
 - Provide for the promotion and marketing of tourism activities, attractions, events & businesses.
 - Assure adequate servicing of the tourist.
 - Encourage efficiency in state government through partnerships.

1997 TIAK Legislative Agenda

- Insure adequate public access to natural resources which provide recreational opportunities:
 - Transfer Prairie Spirit Rail Trail into the state parks system.
 - Expand the non-resident deer permit process, allowing non-residents to apply each year.
 - Allow students and military to purchase big-game as well as hunting and fishing licenses, as residents.

1997 TIAK Legislative Agenda

■ Support public policy which sustains historical preservation

- Support funding of \$431,200 for capitol improvements at Kaw Mission, Ft. Hays Block & Guard House & 1st Territorial Capital.
- Support Historical Society's request for a \$25,000 emergency repair budget.
- Support the Historical Society's request for \$100,000 cyclical maintenance budget.

1997 TIAK Legislative Agenda

■ Create an environment conducive to tourism.

- Support elimination of property tax lids on local government.
- Support development of a new comprehensive highway plan.
- Support development of a strategic plan for air accessibility.
- Support KLA's position on legislation dealing with Innkeeper rights and transient use of apartment buildings.

1997 TIAK Legislative Agenda

■ Provide for promotion and marketing of tourism activities, attractions, events and businesses.

- Support the budget request of the Kansas Division of Travel and Tourism, Department of Commerce and Housing, including a \$100,000 increase for Attraction Development Grant Funds.
- Support additional funding of \$50,000 for the Kansas State Historical Society for promotion of historic sites and attractions; to include media advertising, billboard advertising & brochures.

1997 TIAK Legislative Agenda

■ Assure adequate servicing of tourist

- Support an initiative to build a new visitor information center at Goodland, Kansas.

1997 TIAK Legislative Agenda

■ Encourage efficiency in state government through partnership development.

- Support funding to conduct a comprehensive study of the Kansas Tourism Industry, which would result in a long-range strategic marketing & development plan. Encourage use of public and private resources to support implementation and use of this study.
- Support additional funding of \$38,784 for the Kansas State Historical Society for a Heritage Assistance Program, providing the Society's expertise in heritage preservation, interpretation, etc. to communities for the purpose of community planning and development of historic sites, attractions or events.

ERA Market Research Study

In 1991, the State office contracted with ERA (Economics Research Associates) to conduct a study of the Kansas Tourism Industry. The findings and recommendations of this study stated that:

ERA Findings And Recommendations:

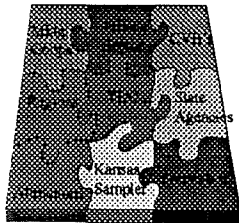
- Kansas' tourism system is comprised of a network of individuals, organizations and agencies who are increasingly active in tourism development.
- The presence of a unified community of interests within the state's travel industry could be stronger.
- Unity of purpose needs to be generated through a combination of new or expanded organizational structures, funding mechanisms, innovative programs and tourism facilities.

ERA Recommendations (cont'd.)

- Industry "improvements" must be accompanied by a more positive perception of the Kansas travel industry.
- Stronger leadership must be developed within the Kansas tourism industry, to stimulate and encourage unity of purpose, leadership roles and coordination of effort.

A Long-range Strategic Plan For The Kansas Tourism Industry Would:

- Identify roles of existing tourism entities.
- Identify industry strengths and weaknesses.
- Allow for more effective planning & marketing
- Strengthen the public/private tourism partnership in Kansas.



Tourism...

- is the #1 industry in the world.
- is the 2nd largest employer in the U.S.
- means \$56 billion in U.S. tax revenues.
- means 6.2 million direct jobs.

By the year 2005...

Tourism
will be the #1 industry
in the
United States

Our Future Depends On
The Partnerships
Established Today



PRESIDENT
Jan Peters
Lenexa CVB

1997 Legislative Agenda

1ST VICE-PRESIDENT
Becky Blake
Manhattan CVB

The legislative goals of TIAK are to support public policy which will:

2ND VICE-PRESIDENT
Jan Hiebert
AAA Kansas

- **Insure adequate public access to natural resources which provide recreational opportunities**
- **Sustain historical preservation**
- **Create an environment conducive to tourism business**
- **Provide for the promotion and marketing of tourism activities, attractions, events and businesses**
- **Assure the adequate servicing of the tourist**
- **Encourage efficiency in state government through partnerships**

SECRETARY
Denise Koehn
Liberal CVB

TREASURER
Ron Harding
Sherman County CVB

CHAIR
Pat McKee
Rolling Hills Refuge

EXECUTIVE DIRECTOR
Jean Barbee

As issues arise throughout the legislative session, they will be addressed based on how each issue fits within the overall legislative goals of TIAK. To date, the following issues have been identified as those which fit the TIAK legislative profile.

Public access to natural resources which provide recreational opportunities

These legislative initiatives of the Division of Wildlife & Parks will be supported:

1. Transfer the Prairie Spirit Rail Trail into the state parks system.
2. Expansion of the non-resident deer permit process, allowing non-residents to apply each year.
3. Allowing students and military to purchase big-game as well as hunting and fishing licences as a resident.
4. Monitor discussion of a "broad tax" to fund federal parks.

Sustain historical preservation

These legislative initiatives of the Kansas Historical Society will be supported:

1. Funding in the amount of \$431,200 for capitol improvements at three historical sites:
 - Kaw Mission Educational Center in Council Grove
 - Block and Guard House rehabilitation at Ft. Hays
 - Bringing the 1st Territorial Capitol in Ft. Riley up to ADA standards and adding rest rooms to an existing building.
2. Support the request of the Historical Society for a \$25,000 emergency repair budget.
3. Support the request of the Historical Society for a \$100,000 cyclical maintenance budget.

Create an environment conducive to tourism business

1. Monitor legislation that would eliminate property taxes and replace them with an increase in sales taxes.
2. Monitor legislation regarding spending lids on local governments.
3. Support elimination of property tax lids on local government.
4. Monitor legislation regarding appraisal/valuation of commercial property.
5. Support development of a new comprehensive highway plan
6. Monitor gaming legislation
7. Support development of strategic plan for air accessibility

Provide for the promotion and marketing of tourism activities, attractions, events and businesses

1. Support additional funding of \$50,000 for the Kansas Historical Society for promotion of historic sites and attractions. This would include media advertising, billboard advertising and printed brochures.
2. Support the budget request of the Division of Travel & Tourism, Department of Commerce and Housing.

Assure the adequate servicing of the tourist

1. Support an initiative to build a new visitor information center at Goodland

Encourage efficiency in state government through partnerships

1. Support additional funding of \$38,784 for the Kansas Historical Society for a Heritage Assistance Program. The program would provide the Society's expertise in heritage preservation, interpretation, etc. to communities for the purpose of community planning and development of historic sites, attractions or events.

COMMENTS PREPARED
FOR THE
SENATE TRANSPORTATION AND TOURISM COMMITTEE

FEBRUARY 6, 1997

by

Dorene Anderson, Executive Director

Lindsborg Chamber of Commerce

P.O. Box 191

Lindsborg, Kansas 67456

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— SENATE TRANSPORTATION
DATE: 2/6/97
ATTACHMENT: 3 —

3-1

TOURISM IN LINDSBORG

The **roots of the tourism industry in Lindsborg** take us back to the beginning, back to the arrival of the Swedish immigrants in the late 1860's. These settlers were determined to pursue more than mere survival on the prairie. They brought deep religious convictions, traditions of learning, and an appreciation of beauty which have all played prominent roles in shaping the character of the community.

The distinctive nature of Lindsborg today flows around the community's Swedish heritage and the legacy in the fine arts. It is a unique community of 3200 offering a special blend of history and culture.

Primary attractions include the Old Mill Museum, a complex of twelve buildings telling the story of early life on the prairie. Cornerstones are the restored Smoky Valley Roller Mills and the Swedish pavilion from the 1904 World's Fair. Both are on the National Register of Historic Places. Other points of historic interest: Bethany Lutheran Church, Hoglund dugout, REO Antique Auto Museum and the Stenfors mansion.

The crown jewel of Lindsborg's cultural attractions is the Sandzen Art Gallery. Here work of the internationally recognized painter and print maker Birger Sandzen is regularly on display. Special monthly exhibits feature the work of other artists from the region. The Raymer Center for the Arts is reopening the Red Barn Studio and home of Lester Raymer this spring. It will be a showplace for the diverse creations of Raymer. The center will also provide motivation for contemporary artists through artist in residency programs. Lindsborg is home to a number of smaller galleries and working studios as well.

Exploring the unique shops of downtown Lindsborg is a favorite attraction of many who visit Lindsborg. Scandinavian imports, original art and fine crafts, and other specialty shopping are found in an old world atmosphere. Restaurants and lodging offer friendly service, wide menu options and quaint character.

To others, special events are the primary attraction to Lindsborg. Rehearsals are now underway for the Messiah Festival of Music and Art which has been held in Lindsborg during Easter week since 1882. The Messiah at Lindsborg has been broadcast live twice over National Public Television in recent years. This spring the chorus will travel to New York to perform at Carnegie Hall. The Messiah tradition was begun as an expression of faith and song. It has endured because the music continues to speak to what we are and what is important to us.

Other festivals celebrate the ethnic heritage of Lindsborg. Largest and best known is the Svensk Hyllningsfest, a biennial tribute to the Swedish pioneers who settled the Smoky Valley (held in October of odd numbered years). Midsummer's Day Festival and the Lucia Fest are annual events. Midsummer's is the traditional welcome to summer, celebrating nature at its loveliest. The Lucia Fest

officially begins the Christmas season. As a symbol of light and hope, Lucia heralds the good news of Christmas.

The "feel" of Lindsborg attracts those who are looking for an opportunity to pull out of the fast lane and slow down for a relaxing weekend. There is something nostalgic and warm about small towns. Friendly greetings, home cooking, ethnic food, and a relaxed atmosphere recreate and lift up spirits that have grown weary.

Tourism development in Lindsborg has grown considerably over the past twenty years. Commitment has been reinforced by genuinely interested visitors. There has been a steady increase in pride and awareness of what we are.

Consequently, **Lindsborg's marketing strategy** is derived from a philosophy that we have something real to share that is of interest to visitors. We are committed to telling our story honestly, tastefully and in a manner which fosters local quality of life. Within this context, the primary goal is to fill the valleys between special events and high traffic times. Interstate billboards, destination marketing, group development, encouraging longer stays and promoting editorial features are all part of this focus.

Lindsborg's location near the crossroads of Kansas (I-70 and I-135) is an advantage - if we can get people off the interstate to travel the four miles into Lindsborg. The people of our town have viewed signage as an important alley since the interstate was opened in the 60's. At that time businesses joined together to purchase six billboards on I-135 between I-70 and McPherson to draw people off the interstate. A decade later the first billboards were leased on I-70 to draw traffic the twenty miles to Lindsborg. Today our cooperative billboard budget is \$12,000 a year with fifty businesses, attractions, and organizations providing the support for eight billboards (four on I-70, one north on US-81, one south on I-35 near the Oklahoma boarder, one on US-54 just west of Pratt. Another will go up on K-61 north of Hutchinson soon). It is not uncommon to have travelers say "I saw your signs so I came by to see your town."

Recently we have worked with the Department of Transportation to acquire the general motorist service signs ("food, gas, lodging, hospital, phone, camping") at the two Lindsborg exits on I-135. We look forward to having these in place by the time spring traffic begins.

Official attraction signs denoting the Old Mill Museum and the Sandzen Art Gallery are on I-135. While these signs help, we have been looking at Oklahoma's pilot project for destination signage with great interest. We see the Oklahoma signs offering more information in a more interesting way (see attached illustration). Our signage task force has been gathering information on the Oklahoma plan to present to Kansas officials with the hope they will expand the Kansas attraction signage program in a similar way.

The State Travel Information Centers provides lots of help in educating those who plan stops as they travel. The personnel at those centers do a great job for us.

Our marketing plan also calls for advertising which motivates visiting Lindsborg as a destination. At the current time the Kansas City area is one of our target markets. It is far enough away to require an overnight stay, yet close enough for a weekend trip to be a real possibility. The plan is sound. Yet advertising to metropolitan markets is very expensive. That is why the further away from home we advertise, the more important it is for us to pool our resources and advertise as a community rather than individual businesses or attractions. Still, saturating such a market is a real challenge. Marketing grants through the Travel and Tourism Division have been helpful and we encourage your continued support of this program.

Another marketing thrust is group development. Our current focus is to attract small meetings, reunions and specialty tours. Our experience says these groups are staying longer and doing more during their visit. Having a tour bus stop for lunch with an hour to browse through the downtown shops is nice, but it doesn't have the impact needed from group travel. We need full day visits with overnight stays even more desirable.

The final part of our marketing strategy is image development. One of the greatest values of our festivals is image building - both among our own citizens and for those who view our community from the outside. Media features are a tremendous way to develop image. Requests from travel writers get number one priority in our office. Even a few lines in respected publications can have more value than paid advertising. Full features have more impact than we can afford to buy. Add good photos and the value goes higher. The public reads features with greater interest than they read ads. Features are perceived to present an objective view while ads are perceived as developed with bias.

Tourism projects in Lindsborg are funded through a two percent bed tax, although with only 60 rooms available that revenue is modest (\$8,300 in 1996). Industrial levy funds are utilized to print our community brochures. Major advertising is often a cooperative venture of businesses and attractions (i.e. the cooperative billboard program we have already spoken about). State marketing grants have been utilized in four out-of-state marketing campaigns. The local development company has also invested in some tourism projects including putting Lindsborg visitor information on the world wide web this past year. Festivals and special events are designed to be self-supporting. Limited **funding** does force one to be creative. It also causes some good projects to be left undone.

How can you help small communities enhance their tourism promotion?

1. Out-of-state advertising: It is very difficult for small communities to fund this kind of advertising. We must rely on the Travel and Tourism Division's efforts in this area. In our opinion, additional state funds are badly needed here. There are wonderful attractions and great scenic diversity in Kansas waiting to be discovered by out-of-state visitors. Help us tell the story.

2. Highway improvement: We look to you for a new comprehensive highway plan. Good roads are critical to Kansas tourism.

3. Highway signage: Travelers look to signage for destination information as well as road direction. We agree that guidelines should require signage to be tasteful and not clutter the countryside. Yet signage must be both possible to acquire and affordable to communities and attractions on limited budgets.

4. Transient guest tax usage: State statues authorize this tax as a dedicated funding source for tourism and convention promotion. Loopholes occur when government units charter out and siphon funds to other projects. Kansas tourism would benefit greatly from closing that loophole.

5. Development funds: Good marketing programs don't happen or continue without a great deal of planning and positioning. Often communities need professional help with the development process. Significant growth in Lindsborg's tourism development occurred following a feasibility study in 1979-1980 funded by Ozark Region Planning Grant. The State Travel and Tourism office has talked about the possibility of adding a staff person to work in development. This would be helpful, especially to small and moderate sized communities. The availability of planning grants would be very helpful to these same communities. The role of planning cannot be overemphasized.

6. Business environment: Creating an environment conducive to tourism business is extremely important to sustaining the tourism industry in Lindsborg. Despite the fact that bed tax revenues and sales tax receipts show nice gains in 1996, businesses and attractions both tell us their profit lines do not tell the same story. Increasing costs of doing business coupled with narrowing profit margins to meet competition have left them sensing local tourism development has hit a plateau. The seven points under this area of TIAK's legislative agenda are particularly important to us.

SUMMARY

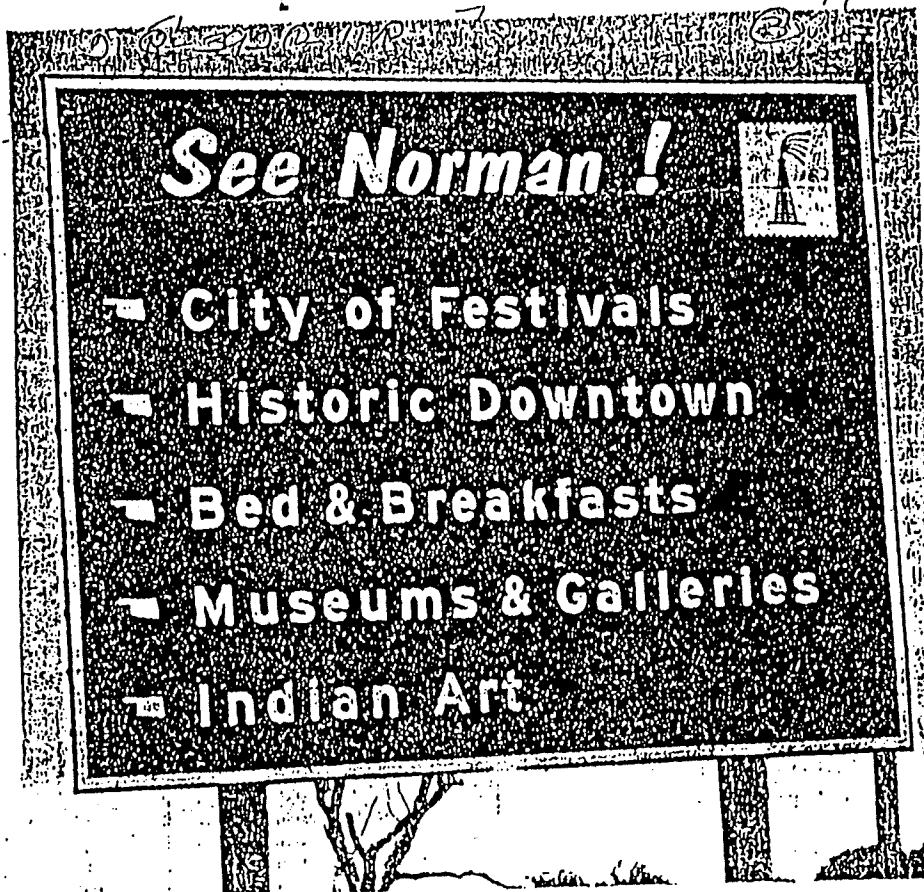
Tourism is an important component in the economy of Lindsborg. It is important to our social and cultural fabric as well. The same factors which draw visitors to this community are ones which enhance the quality of our lives as residents of Lindsborg - museums which preserve our past; galleries which showcase creative endeavors; special events bringing the finest of music, drama and dance to our stages; and festivals which capture the spirit of our heritage and faith. We see much opportunity ahead for tourism development and are committed as a community to continue to plan carefully and to strive for a quality tourism development program.

There is great untapped potential for growth of tourism all across Kansas. As partners, government and private enterprise can grow this industry to provide a boost to the Kansas economy and enhance the quality of life for Kansans as well.

Norman Transcript

Daily • (405) 321-1800

JUN 21 1996



State transportation and tourism officials are spending \$10,000 each on signs to attract travelers to cities along Oklahoma's highways. The tourism department said in-state and out-of-state travelers spend \$3.5 billion a year within the state. (Transcript Photo by Janice Higgins-Blunck)

Signs seek to lure tourists

By OMER GILLHAM
Of The Norman Transcript

State transportation officials have spent \$20,000 to erect two signs along Interstate 35 in hopes the signs will tempt highway travelers to stop over in Norman.

Terri Angier, spokeswoman for the Oklahoma Department of Transportation, said the billboards are being placed near key Oklahoma cities to draw tourists into those towns.

Norman's signs tell travelers they will find a city of festivals, Indian art, museums, historic downtown buildings and bed and breakfasts.

The idea originated with Gov. Frank Keating and became possible through a combined effort between

ODOT and Oklahoma's tourism agency, Angier said.

"The governor thought of the idea to pull travelers into cities that have interesting sites and events," Angier said. "He wants to catch more of the out-of-state tourism traffic."

The tourism department said in-state and out-of-state travelers spend \$3.5 billion a year while making 15 million trips on Oklahoma roadways.

Norman's signs were erected in early June near exits 106 and 114 just in time for the travel season, Angier said.

The signs are 16 feet tall and 12 feet wide and constructed of state highway sign materials.

Danna Fowble, executive director of Norman's Convention and Visitors Bureau said the Bureau

appreciates the billboards and the governor's effort to tap tourism traffic.

"We're very happy with the signs since we've been trying for years to get I-35 signage for Norman," Fowble said.

Fowble, commenting on the sign's wording, said the transportation department did an adequate job of "selling" Norman.

"We would have liked to have had some input on the wording," Fowble said. "We would have sold the city a little differently and would have added some logos."

Other signs will be placed along Interstate 40 and Interstate 44 near Shawnee, Lawton, Guthrie, Chandler, Claremore and Sallisaw. About 15 towns will receive the signs, Angier said.