

MINUTES OF THE HOUSE COMMITTEE ON TOURISM AND PARKS

The meeting was called to order by Chairperson Becky Hutchins at 3:30 p.m. on January 27, 2003 in Room 243-N of the Capitol.

All members were present except: Clark Shultz - excused

Committee staff present: Mary Torrence, Revisor of Statutes' Office  
Hank Avila, Legislative Research Department  
Russell Mills, Legislative Research Department  
Sarah Samuelson, Committee Secretary

Conferees appearing before the committee:

Marion Cott, Executive Director, Kansas Humanities Council  
Julie Mulvihill, Director of Programs, Kansas Humanities Council  
Judy Billings, Director of Convention and Visitors' Bureau, Lawrence  
Dave Wilson, Executive Director, Kansas Arts Commission  
Ann Evans, Executive Director, Lawrence Arts Center

Others attending: see attached list

Chairperson Hutchins asked for bill introductions from committee members. Rep. Beggs requested that **HB 2414** from last session be re-introduced. This bill would establish a Kansas Tourism Advertising Fund (KTAF). The KTAF would be used to finance advertising Kansas tourism opportunities to potential tourists within and outside Kansas. The bill provides a mechanism for revenues to be transferred from the State General Fund to the KTAF. The Secretary of Revenue would determine the total amount of Kansas income and sales taxes paid by certain classifications of businesses, such as hotels, restaurants, and parks. This data would be used to determine the amount by which tax revenues increased between two consecutive years. At that point, 50.0 percent of the increase in excess of 3.0 percent over the previous taxable year would be annually transferred from the State General Fund to the KTAF.

The bill was introduced as requested, without objection from the committee members.

Chairperson Hutchins asked for bill requests from the gallery. Ron Hein, representing the Kansas Restaurant and Hospitality Association, requested a bill revising Statute 74-9001 to update the terminology in the election process for the state Council on Travel and Tourism (Attachment 1).

Representative Beggs inquired whether this bill would change the existing membership. Mr. Hein answered in the negative; the bill is merely a change in wording to reflect current realities.

Representative Peterson asked whether the name of the Council would be changed. Mr. Hein replied that it would not; only the nominating entities for individual members of the Council.

Chairperson Hutchins commented that this bill was noncontroversial, simply reflecting the true names of the nominating entities.

The bill was introduced as requested, without objection from the committee members.

Marion Cott, Executive Director of the Kansas Humanities Council, gave an informational hearing (Attachment 2) on the Kansas Sesquicentennial, with particular attention to the event "Bleeding Kansas: Where the Civil War Began," a Kansas Chautauqua. This monthlong event is planned for June 2004, and will be hosted for one week each by Junction City, Colby, Fort Scott, and Lawrence.

Judy Billings, Director of Convention and Visitors' Bureau in Lawrence, gave an informational hearing (Attachment 3) on the Sesquicentennial celebrations, especially "Bleeding Kansas." She emphasized the growing popularity of heritage tourism, and the potential of this event to attract many tourists to Kansas.

Julie Mulvihill, Director of Programs of the Kansas Humanities Council, gave an informational hearing on the impact of hosting a traveling Smithsonian exhibit in Kansas. She reported the results of hosting

## CONTINUATION SHEET

MINUTES OF THE HOUSE COMMITTEE ON TOURISM, PARKS, AND RECREATION at 3:30 p.m. on January 27, 2003 in Room 243-S of the Capitol.

“Yesterday’s Tomorrows” in 2002 (Attachment 4). She introduced the next such exhibit planned, “Produce for Victory,” which will come to Kansas in 2004 (Attachment 5).

Dave Wilson, Executive Director of the Kansas Arts Commission, addressed the committee. He introduced the goals and strategies of the Kansas Arts Commission. He described its programs and activities (Attachment 6) and showed the economic impact of nonprofit arts on a community (Attachment 7).

Ann Evans, Executive Director of the Lawrence Arts Center, gave an informational hearing on the value of the Lawrence Arts Center. This is a loosely-structured organization comprising between 30 and 40 arts organizations in Lawrence, along with the Visitors’ Bureau in Lawrence. She advocated the excellent cooperation that the Arts Center has with the Visitors’ Bureau, saying that such a partnership is beneficial to both parties. For example, they collaborate on advertising, on art shows, and on the Lawrence Sesquicentennial celebration. Recently, the Center participated in a national study examining the economic contributions of arts programs to the city.

Representative Hayzlett asked Mr. Wilson about the source of the statistic he had given that 87% of people approve of increased arts funding. Mr. Wilson replied that it was from a telephone survey, with a demographically representative sample of 500 households. Representative Hayzlett suggested that a survey be conducted regarding attitudes toward fee increases.

Chairperson Hutchins asked when the Lawrence Sesquicentennial would take place. Ms. Evans replied that it would begin in the spring of 2004, and that the main event would take place September 18, 2004.

Representative Merrick questioned the significance of Kansas’ 42<sup>nd</sup>-place ranking in arts funding, remarking that Kansas is not as populous as many other states. Mr. Wilson replied that the ranking is based on per capita funding, so it takes population differences into account.

Representative Peterson requested clarification of an apparent disparity between statistics given. Mr. Wilson replied that the differing statistics reflected different questions.

Chairperson Hutchins commended the presenters, and the organizations they represent, for the partnership and cooperation they exhibit.

The minutes from January 22, 2003 were distributed and approved without amendment.

Chairperson Becky Hutchins adjourned the meeting at 4:40 p.m.

The next meeting is scheduled for January 29, 2003.

HOUSE COMMITTEE ON TOURISM AND PARKS

GUEST LIST

DATE: Jan. 27, 2003

NAME	REPRESENTING
Ann Evans	Lawrence Arb Center
Dore Wilson	Kousser Arts Commission
Marion Coet	Ks Humanities Council
Julie Mulvihill	Ks Humanities Council
Judy Billings	Ks Humanities Council & Lawrence CVB
RaeAnn Davis	RDOC & H
Tanner Lucas	Rep. Hagglett
Sarah Kral	Rep. Judy Morrison
Ron Herin	Ks Restaurant & Hospitality Assoc.
Sandy Beaden	TTAR

# 74-9001

## Chapter 74.--STATE BOARDS, COMMISSIONS AND AUTHORITIES

### Article 90.--COUNCIL ON TRAVEL AND TOURISM

**74-9001. Establishment; composition, voting and nonvoting members; terms, vacancies; chairperson and vice-chairperson; meetings; quorum; travel expenses, sources.** (a) There is hereby established the council on travel and tourism. The council shall consist of 17 voting members as follows: (1) The chairperson of the standing committee on transportation and tourism of the senate, or a member of the senate appointed by the president of the senate; (2) the vice-chairperson of the standing committee on transportation and tourism of the senate, or a member of the senate appointed by the president of the senate; (3) the ranking minority member of the standing committee on transportation and tourism of the senate, or a member of the senate appointed by the minority leader of the senate; (4) the chairperson of the standing committee on tourism of the house of representatives, or a member of the house of representatives appointed by the speaker of the house of representatives; (5) the vice-chairperson of the standing committee on tourism of the house of representatives, or a member of the house of representatives appointed by the speaker of the house of representatives; (6) the ranking minority member of the standing committee on tourism, or a member of the house of representatives appointed by the minority leader of the house of representatives; and (7) eleven members appointed by the governor. Of the 11 members appointed by the governor, one shall be appointed from a list of three nominations made by the travel industry association of Kansas, one shall be an individual engaged in the lodging industry appointed from a list of three nominations made by the Kansas lodging restaurant and hospitality association, one shall be an individual engaged in the restaurant industry appointed from a list of three nominations made by the Kansas restaurant and hospitality association, one shall be appointed from a list of three nominations made by the ~~Kansas oil~~ petroleum marketers and convenience store association of Kansas and seven shall be appointed to represent the general public. In addition to the voting members of the council, four members of the council shall serve ex officio: The secretary of commerce, the secretary of transportation, the secretary of wildlife and parks and the secretary of the state historical society. Each ex officio member of the council may designate an officer or employee of the state agency of the ex officio member to serve on the council in place of the ex officio member. The ex officio members of the council, or their designees, shall be nonvoting members of the council and shall provide information and advice to the council.

(b) Legislator members shall be appointed for terms coinciding with the terms for which such members are elected, except that on July 1, 1997, the four legislator members serving on the commission immediately prior to such date shall cease to be members of the council and the legislator members specified in paragraphs (1) and (2) of subsection (a) shall serve on the council. Of the 11 members first appointed by the governor, six shall be appointed for terms of three years and five shall be appointed for terms of two years as determined by the governor. Thereafter, all members appointed by the governor shall be appointed for terms of three years. All members appointed to fill vacancies in the membership of the council and all members appointed to succeed members appointed to membership on the council shall be appointed in

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like manner as that provided for the original appointment of the member succeeded.

(c) As soon as possible after the effective date of this act and on July 1, thereafter, the council shall elect a chairperson and vice-chairperson from among its members. The council shall meet at least four times each year at the call of the chairperson of the council. Nine voting members of the council shall constitute a quorum.

(d) Members of the council attending meetings of such council, or attending a subcommittee meeting thereof authorized by such council, shall be paid amounts for mileage as provided in subsection (c) of K.S.A. 75-3223 and amendments thereto, or a lesser amount as determined by the secretary of commerce. Amounts paid under this subsection (d) to ex officio members of the council, or their designees, shall be from appropriations to the state agencies of which such members are officers or employees upon warrants of the director of accounts and reports issued pursuant to vouchers approved by the chief administrative officers of such agencies. Amounts paid under this subsection (d) to voting members of the council shall be from moneys available for the payment of such amounts upon warrants of the director of accounts and reports issued pursuant to vouchers approved by the chairperson of the council.

**History:** L. 1987, ch. 279, §§ 1; L. 1997, ch. 171, §§ 5; July 1.

## HOUSE TOURISM COMMITTEE

Testimony Presented by the Kansas Humanities Council  
January 27, 2003

Thank you Representative Hutchins and members of the House Tourism Committee for the opportunity to talk today about programs of the Kansas Humanities Council that contribute not only to the cultural life of our state but also promote heritage tourism. Joining me this afternoon are Julie Mulvihill, KHC Director of Programs, and Judy Billings, Director, Lawrence Convention and Visitors Bureau.

### THE KANSAS SESQUICENTENNIAL, 2004

In 2004, Kansans will commemorate the 150th anniversary of the formation of the Kansas Territory, an important milestone in our state's history, but also an important turning point in our country's history. To help commemorate this event, the Kansas Humanities Council has created Kansas Chautauqua, "Bleeding Kansas: Where the Civil War Began," a month-long festival of learning planned for June 2004.

In 1854, the Kansas-Nebraska Act opened the Kansas Territory for white settlement and gave settlers the right to vote on whether the Territory would enter the Union as a free or slave state. The rush was on to claim Kansas, pitting free-state settlers against Missouri Border Ruffians, abolitionists against defenders of slavery, neighbors against neighbors, town against town. The rhetoric was hot, the battles bloody, and the politics were no-holds-barred. "Bleeding Kansas" aptly describes the seven-year struggle that led to Kansas entering the nation as a free state January 29, 1861, an event we are currently celebrating.

Many important events have shaped the Kansas character and heritage, but the "Bleeding Kansas" Territorial Period is certainly one of the most important. Literally, the eyes of the nation were turned to Kansas as two visions of America - one free, one slave - competed for our nation's future. The outcome in Kansas affected the future of our country.

## **WHY KHC CREATED A SESQUICENTENNIAL PROJECT**

The Kansas Humanities Council felt it was important to help Kansas - and the country - commemorate this important period in our state and national history. Kansans and visitors to our state need to understand better our state history, and the pivotal role that Kansas has played in our country's history

The Council also was confident that it could create an educational and entertaining program that would attract the growing heritage tourism market, thus creating a cultural program that would have an economic impact on the state, and especially on the host sites. We'll share just a bit later with you information about the potential economic impact.

## **BLEEDING KANSAS: WHERE THE CIVIL WAR BEGAN**

"Bleeding Kansas: Where the Civil War Began a Kansas Chautauqua, is a month-long event that will occur statewide in June 2004 and be hosted for one week each in Junction City, Colby, Fort Scott, and Lawrence. These communities were selected in a competitive process from 15 towns that applied. The brochure gives the dates for each community; you'll see that the hosts include convention and visitors bureaus as primary sponsors, as well as an arts council and a national park site.

Kansas Chautauqua follows the model that the Council has perfected over 20 years of summer chautauquas to the state. Each evening under an old-fashioned tent at the city park, history will come alive as historic figures from the "Bleeding Kansas" era tell us in their own words how their lives and actions affected the Territorial struggle and the future of the Union. The Kansas Chautauqua will include presentations by Abraham Lincoln, John Brown, Frederick Douglass, David Atchison, Clarina Nichols, and Stephen F. Douglas. These historical figures will be presented in costume and character by historians selected in a national search by the Humanities Council. They are veterans presenters and will give first-rate characterizations.

During Chautauqua week, there will be a range of complimentary activities for people of all ages: tours to historic sites, craft demonstrations, film series, territorial music, local entertainment, book fairs, encampments. Kansas Chautauqua also includes a

national elderhostel program at each location as well as the Kansas Youth Chautauqua. The Youth Chautauqua includes "Youth Camp" in which middle school students will do research and create their own historical characterization which they'll present under the big tent the last evening of chautauqua week.

## MARKETING

KHC is working with the host communities and the State of Kansas to market Kansas Chautauqua within the state, regionally and nationally. The Kansas Territorial Period is interesting history, Civil War history is a popular topic, chautauquas appeal to all ages and offer family-fun events. Ads are going in the Kansas Travel Guide, there will be a story in Kansas! magazine, a marketing consultant is helping place stories in national magazines, tour companies are being notified, interconnected web sites created, just to mention a few of our efforts.

## HERITAGE TOURISM AND ECONOMIC IMPACT

Heritage tourism is the hottest travel market in the country. Heritage tourists travel to experience historic and cultural attractions and to learn more about the past and living traditions of an area. They appreciate an authentic, high-quality learning experience. Something that tells a story, stimulates the imagination, and is fun at the same time. We think Kansas Chautauqua is just the ticket. Even the wonderful American humorists and author Mark Twain agrees. He once said, "Chautauqua is the only thing in America that can educate and entertain all at the same time."

The really good news about heritage tourists is that they tend to spend more money than other travelers. They like to shop, stay in motels, eat well.

There are any number of ways to measure the economic impact of an event.

5000 people attend in each host community

1000 people p/day x 5 days x 4 towns = 20,000 people

20,000 people x \$80 = \$1,600,000

If only one-third are tourists: \$1,600,000 x 33% of the attendees = \$528,000

If only one-fourth are tourists: \$1,600,000 x 25% = \$400,000



## FUNDING FOR KANSAS CHAUTAUQUA

Support for Kansas Chautauqua is a combination of public and private sources. It has received support from major foundations, corporations, private donors. We are especially pleased that the State of Kansas has provided a \$50,000 appropriation. We think that investment will bring financial returns to the communities as well as provide all Kansans and tourists an opportunity to learn more about our history and the values that shape who we are today. Kansas Chautauqua is endorsed by the Kansas Territorial Sesquicentennial Commission, and is at present the only statewide event being planned to recognize the 150th anniversary of the Territory.

## HOUSE TOURISM COMMITTEE

Testimony Presented by Judy Billings, Director, Lawrence CVB  
January 27, 2003

Thank you Representative Hutchins and members of the House Tourism Committee for the opportunity to speak to you today about the impact that I believe Kansas Chautauqua will have on the citizens of Kansas. I am representing the four communities (Lawrence, Colby, Junction City and Ft. Scott) that will host the Chautauqua and the many communities around us that will have the opportunity to participate in this event.

You've heard an excellent overview of Kansas Chautauqua. The event has been in the conceptual and planning stages for over three years by the staff of the Kansas Humanities Council. Committees in our communities are now working with the staff to plan the many details that must be attended to in order to bring this wonderful experience to life in June of 2004. In addition to the obvious details like where the tent will be placed and where people will park, we are planning music of the period, food and other activities to provide a festival atmosphere at each site as well as working with surrounding communities to provide tours that will add value to the program under the tent.

### What does this mean for Kansas?

**You know that 2004 is the Sesquicentennial of Kansas Territory.** The 1854 map of Kansas Territory encompasses the entire state of Kansas as we know it today, so this celebration is important to all Kansans.

Together with the Humanities Council, the four host communities of Kansas Chautauqua will market the events within the state. This will encourage Kansans to travel within our state providing some of the economic impact you heard Marion present. I believe that understanding our past helps us plan for the future. Not only will this event generate spending but it will offer an opportunity for Kansans to better understand their heritage in an interactive and entertaining way.

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**You know that this period in the history of our state is unique to the history of our nation.** Because Bleeding Kansas history is unique to our nation's development, we believe there will be widespread interest in this program.

We are beginning to get the word to targeted publications that are read by those people from throughout the country who are interested in Bleeding Kansas history. We are already marketing the event to motorcoach tour planners and we are working together to target other potential individual visitors.

**Will this really make an impact?** Partners in Tourism: Culture and Commerce commissioned the Travel Industry Association of America to add a series of questions to its January 2001 National Travel Survey. The purpose was to determine the length of time that travelers extend their trips because of cultural activities or events. Briefly, the study showed that over 92 million travelers included culture on their trip in 2001. Nearly 30 million travelers lengthened their trip because of cultural events and activities. Visiting a historic site remains as the most popular cultural activity with four in ten (43 percent) adult travelers participating in this type of activity while on a trip in 2001. I have attached a copy of the brochure with the findings of the survey.

I believe the cultural travelers referred to in this survey are the travelers that Kansas has the most potential to attract and we are marketing Kansas Chautauqua heavily to them.

**Thank you for your interest in and support of the Kansas Humanities Council. The Council deserves kudos for creating a signature event that recognizes the Sesquicentennial of the Kansas Territory and will be a high-quality educational experience for everyone....AND it will be entertaining at the same time. What a wonderful combination!**

## Impact of Hosting a Traveling Smithsonian Exhibit in Kansas

*Yesterday's Tomorrows: Past Visions of the American Future*  
Toured Kansas March - December, 2002

Sponsored by the **KANSAS HUMANITIES COUNCIL**  
www.kansashumanities.org



**YESTERDAY'S TOMORROWS**

Host Community and Population	Attendance for Exhibit & Programs (6 week period)	Previous Year's Attendance (same time period)	Percent Increase of Attendance
Atchison Population 10,000	3,492	1,700	105%
Burlington Population 2,719	3,931	687	472%
Coffeyville Population 12,242	3,943	250	1477%
Liberal Population 17,551	5,699	4,088	39%
Lucas Population 458	9,427	2,500	277%
Newton Population 16,604	3,526	Less than 100	3426%
<b>TOTAL</b>	<b>29,442</b>		

**Economic Impact for Kansas** (formula developed by the Kansas Department of Travel & Tourism): **\$588,840**

*Formula: Total attendance x \$80 with adjustment of 25% for in-state visitors and one-time events*

**Total Cost for bringing the exhibit to Kansas: Less than \$40,000**

### Statistics

- 1/4 of all visitors were schoolchildren
- More than 1/2 of all visitors were from out-of-town
- Each host community saw a minimum of 15 bus tours
- Each saw increases in sales, as much as 5 times that of a normal period
- New records for visitation occurred at each location

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### Summary of Yesterday's Tomorrows

The **Kansas Humanities Council** partnership provided each community with:

- Free exhibition rental and shipping
- \$2,500 for events and exhibit promotion
- Statewide tour brochure
- Free speakers on related topics
- Statewide publicity

#### Atchison

- 15% of visitors were schoolchildren
- 50% of visitors were from out-of-town

#### Burlington

- 30 bus tours
- \$1,500 in gift shop sales

*"We are pleased that the eating establishments, gift shops, pharmacy, and gas stations have noticed a boost in sales. We are proud of what we've accomplished."*

Deborah Kennamore, director, Coffey County Historical Museum

#### Coffeyville

- 33 % of visitors were schoolchildren
- 60% of visitors were from out of town
- donations in excess of \$6,000

#### Liberal

- 53 bus tours
- Retail sales of \$3,122

#### Lucas

- 86% of visitors were from out-of-town
- 19 bus tours
- Retail sales over 5x normal amount

#### Newton

- donations estimated at \$3,000
- 20% of visitors were from out-of-town

*"We've had a lot more calls and booked a lot more tours. People are coming not only for the Smithsonian exhibit but also to see some of the other attractions."*

Shelley Black, Newton Area Chamber of Commerce & Visitors Bureau

For information contact Marion Cott, executive director, [marion@kansashumanities.org](mailto:marion@kansashumanities.org) or 357-0359.

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Kansas Humanities Council, 112 SW 6<sup>th</sup> Ave, Suite 210, Topeka, KS 66603-3895  
785-357-0359 (v), 785-357-1723 (f), [www.kansashumanities.org](http://www.kansashumanities.org)

# PRODUCE FOR VICTORY

## POSTERS ON THE AMERICAN HOME FRONT, 1941-1945

### October 30, 2003-August 13, 2004

The Kansas Humanities Council presents PRODUCE FOR VICTORY, a special Kansas tour of the traveling Smithsonian exhibition.



TOUR SCHEDULE	
Emporia:	October 30-December 12, 2003 Lyon County Historical Museum
Elkhart:	December 19, 2003-January 30, 2004 Morton County Historical Museum
Lincoln:	February 6-March 19, 2004 Lincoln Arts Center
Goodland:	March 26-May 2, 2004 Carnegie Arts Center
El Dorado:	May 14-June 25, 2004 Butler County Historical Museum
Paola:	July 2-August 13, 2004 Miami County Swan River Museum

Colorful posters, a visual call-to-arms, helped mobilize Americans to “produce for victory” during World War II. Addressing every citizen as a combatant in a war of production, wartime posters united the power of art with the power of advertising to sell the idea that the factory and the home were also arenas of war.



#### EXHIBITION THEMES

**Every Citizen a Soldier** examines how wartime poster art aimed to sell the idea that the home front was also a war front. **The Poster’s Place in Wartime** explores the idea that posters could go places other media could not reach - factories, offices, store windows, and schools. **The Factory Front** documents the attempt by government and businesses to encourage workers to abandon traditional work patterns and make sacrifices in the name of patriotism. The U.S.

**Office of War Information** traces the debate whether wartime posters were art or advertising. **Fighting for an Ideal America** examines how wartime posters conveyed social, political, and economic ideals of the time.

**FOR DETAILS: Contact the Kansas Humanities Council, 112 SW 6th Ave.**

**Suite 210, Topeka, KS 66603 • 785/357-0359 • [www.kan](http://www.kan)**

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## Arts & Cultural Tourism Programs, Activities, and Development by the Kansas Arts Commission

1. The Kansas Arts Commission (KAC) has actively developed and participated in the Arts and Cultural Tourism Alliance. This has included grants to the Alliance by the KAC for promotion, coordination and the development of an Arts Tourism Website: <http://www.DiscoverKansasArts.com>
2. The Executive director of the KAC has participated actively with the Tourism industry as a board member of the Travel Industry Association of Kansas.
3. The KAC performs and funds research on a national, state, and local level to assess the impact and importance of arts & cultural tourism. This includes in-house research based on the final reports by grantees as well as contracted research with the University of Kansas & Americans for the Arts.
4. The KAC has a number of grant programs to stimulate the cooperation and development of the arts community & the tourism industry, and/or develop local events and activities that would encourage tourism including:
  - A. Technical Assistance Grants
  - B. Arts Project support Grants
  - C. Grassroots grants to rural, multicultural, and emerging organizations
  - D. Kansas Touring Program (KTP) Grants
  - E. A Touring Roster of Kansas Artist that can be hired through the KTP grant program, but which also serves as a general artists resource guide.
5. The KAC has actively participated in the Lewis & Clark Bicentennial planning & development.
6. The KAC has provided technical assistance in project or resource development including acquiring Federal NEA grants relating to tourism.

# TOP TEN GOOD REASONS WHY THE ARTS & TOURISM ARE GOOD INVESTMENTS IN KANSAS

1. Nationally, half of the population participated in an arts event or arts education activity in the past year. Those that did participate were likely to attend multiple events. In fact, in FY 2002, over 4 million Kansas residents and tourists benefited from Kansas Arts Commission Grants. Of those benefiting, half were youth under age 18.
2. Above the cost of admission to a Kansas arts event, non-local attendees spent an average \$48 per event and local attendees \$20.
3. In Lawrence Kansas, alone, the non-profit arts community generates over \$33 million in economic activity, employs almost 1,200 full time equivalent persons and generates over \$1.5 million in state revenue.....equal to the entire state appropriation to the arts!! These funds were generated based on KAC grants of \$138,900 to all of Douglas county including Lawrence.
4. Nationally, Kansas ranks 42<sup>nd</sup> in per capita funding of the arts by appropriating 57 cents per capita. The national average is \$1.22.
5. In Wichita, in a WSU study in 1998, the arts had a total economic impact of almost \$42 million, employed 2,403 people and funded 3,875 events with attendees coming from Sedgwick County (70%), other counties in Kansas (21%), and out-of-state (6%).
6. 87% of Kansans overwhelmingly approve of state support for the arts and they expressed an aggregate willingness to pay 19 million dollars more in increased taxes for a substantial increase in local arts activities.
7. In Kansas, visiting arts & cultural attractions was the third most popular tourist activity, ahead of fourth ranked outdoor activities.
8. Local arts organizations raise almost \$19 in local cash match for every \$1 granted by the Kansas Arts Commission. (The national average is \$8)
9. In FY 2002 Arts Commission grants triggered, in local communities around the state, over \$33 million in expenditures (Grants + match), involved over 30,000 artists, involved over 22,000 volunteers, and employed approximately 750 full-time and 2,722 part-time employees.
10. Nationally, arts & cultural tourists spend 50% more and stay an extra day in their travels.





# Arts & Economic Prosperity

The Economic Impact of Nonprofit Arts Organizations and Their Audiences in

Lawrence (KS)

The *Arts & Economic Prosperity* study provides compelling new evidence that the nonprofit arts are a \$33.5 million industry in Lawrence—one that attracts audiences, spurs business development, supports jobs, and generates government revenue.

Nonprofit arts organizations, which spend \$16.9 million each year, leverage a remarkable \$16.5 million in additional spending by arts audiences—spending that pumps vital revenue into local restaurants, hotels, retail stores, parking garages, and other businesses.

*Arts & Economic Prosperity* lays to rest the common misconception that communities support the arts at the expense of local economic development. This study sends a strong signal that when we support the arts, we not only enhance our quality of life, but we also invest in Lawrence's economic well-being.

## Total Impact of the Nonprofit Arts Industry Includes organization and audience expenditures

Total Expenditures	\$33,466,015
Full-Time Equivalent Jobs	1,163
Resident Household Income	\$19,282,000
Local Government Revenue	\$1,062,000
State Government Revenue	\$1,540,000

The impact of spending by arts organizations is far reaching: they pay their employees, purchase supplies, and acquire assets within the local community. Additionally, unlike most other industries, the nonprofit arts leverage significant amounts of event-related spending by their audiences.

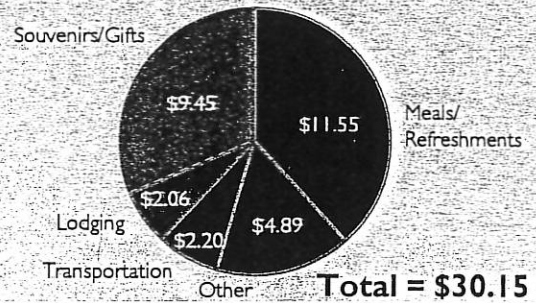
## Impact of Nonprofit Arts Organizations

Total Expenditures	\$16,944,512
Full-Time Equivalent Jobs	583
Resident Household Income	\$10,741,000
Local Government Revenue	\$359,000
State Government Revenue	\$573,000

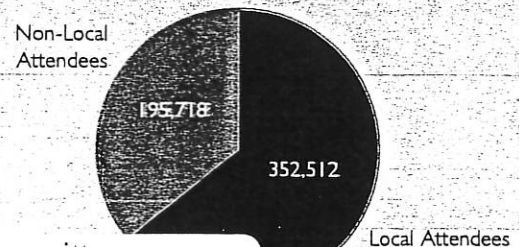
## Impact of Nonprofit Arts Audiences

Total Expenditures	\$16,521,503
Full-Time Equivalent Jobs	580
Resident Household Income	\$8,541,000
Local Government Revenue	\$703,000
State Government Revenue	\$967,000

## Average Spent by Nonprofit Arts Attendees Above the Cost of Admission



## Attendance to Nonprofit Arts Events



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