

MINUTES OF THE SENATE COMMERCE COMMITTEE

The meeting was called to order by Chairperson Nick Jordan at 8:30 A.M. on January 25, 2005 in Room 123-S of the Capitol.

All members were present except:

Jean Shodorf- excused
Susan Wagle- excused

Committee staff present:

Susan Kannarr, Kansas Legislative Research Department
Kathie Sparks, Kansas Legislative Research Department
Helen Pedigo, Revisor of Statutes
Jackie Lunn, Committee Secretary

Conferees appearing before the committee:

Jerry Lindberg, President KEDA and Economic Development Official in Pittsburg
Mickey Fornero, Director of Harvey County Economic Development in Newton
Cindy Cash, President of the Kansas City Kansas Area Chamber of Commerce
Gary Gore, President of the Great Bend Chamber of Commerce

Others attending:

See attached list.

Chairperson Jordan opened the meeting by announcing the Bioscience bill, SB 1, that the Committee passed out yesterday had a notation that shouldn't be there. The Committee needs to amend it today. A motion to reconsider SB 1 was made by Senator Reitz. Senator Kelly seconded. Motion carried. A motion to delete verbiage Page 2 line 33 "2004 Supp." and to pass out favorably as amended was made by Senator Kelly. Senator Brownlee seconded. Motion carried.

Next Chairperson Jordan recognized Senator Barone to request a bill introduction which would give cities more authority and responsibility on speed limits and accessing within the city limits. He called it a main street business and growth act. Motion to introduce the bill was made by Senator Brownlee and seconded by Senator Kelly. Motion carried..

Chairperson Jordan stated the Kansas Economic Development Alliance would be giving a presentation on "The States New Brand Image Campaign" to the Committee today. Chairperson Jordan introduced Jerry Lindberg, President of the Kansas Economic Development Alliance (KEDA) and an Director of Economic Development in Pittsburg, Kansas.

Mr. Lindbert stated tourism and economic development professionals from around the state played a critical role in this effort of developing this program. A 21-member State Image Task Force representing urban and rural Kansas was assembled to work closely with the State and marketing professionals to create the new Brand Image for Kansas. He stated Kansas is taking measured and determined steps toward increasing revenue for tourism, business development, and other economic development sources. This new brand image is to create a more positive image targeted at both in-state and out-of-state audiences. The Kansas Brand Image "Kansas, As Big As You Think" is to build pride among Kansans about how our wide open spaces allow people to dream and make big things happen. It encourages tourists to create their own big adventure. It will attract innovative businesses to think big in Kansas. It will enable Kansas communities to cost effectively extend the campaign for their own communities with impressive tools and financial support. He stated it is a business investment that makes good sense. Upon the conclusion of his testimony Mr. Lindberg introduced Mickey Foreno-Dean, Director of the Harvey County Economic Development in Newton and a member of the State Image Task Force, to give her presentation. (Attachment 1)

Ms. Foreno-Dean stated this new campaign is not only for tourism but for business development and community development as well. that she would be explaining the ads in the campaign. Ms. Foreno-Dean referred to written copy entitled "Kansas Research" (Attachment 2) stating a great amount of research had gone into this program. Next Ms. Foreno-Dean gave a video presentation of the ads for tv and radio featuring Amelia Earhart and Dwight D. Eisenhower. She explained the "Kansas As Big As You Think Campaign".

CONTINUATION SHEET

MINUTES OF THE Senate Commerce Committee at 8:30 A.M. on January 25, 2005 in Room 123-S of the Capitol.

She also offered a video presentation of the news paper and community magazine ads also featuring Amelia Earhart and Dwight D. Eisenhower. The State Image Task Force feels that Kansas doesn't set limits and there are many opportunities in our state. She stated the campaign will also include a comprehensive website linked to other official state websites allowing one point of contact. Strong brands are built from the inside out. Changing the way Kansans think and feel about Kansas is critical to the success of this program. Building pride and appreciation for the state ultimately increases jobs, capital investment and tourism spending across the state. Attracting business development and travelers to our state adds revenue and encourages jobs and growth. Ms. Fornero-Dean presented another video presentation to promote tourism and business development by presenting ads that will be in national magazines. The goal of the State Image Task Force is to create a strong dynamic and durable flexible brand in the state of Kansas building state pride and supporting more successful business development and tourism efforts and ultimately having a quality economic impact on our state. During her presentation she referred the Committee to "Slogan play up expansive influence", an article written by Lewis W. Diuguid which appeared in the Kansas City Star on 01-21-05 (Attachment 3) Upon completion of her presentation Ms. Foreno-Dean introduced Cindy Cash, the President of the Kansas City Kansas Area Chamber of Commerce.

Ms. Cash stated she is very excited about and supports the new brand image campaign. This campaign is designed to communicate the same branding message to Kansas citizens, tourist looking for an historical experience, cultural and recreational experience Kansas can offer, businesses looking to expand or relocate their business, Kansas' current and future workforces who have training and skills that our current businesses and new businesses need to grow and expand. Ms. Cash presented written testimony. (Attachment 4) Upon conclusion of her testimony, Ms. Cash introduced Gary Gore, President/CEO of the Great Bend Chamber of Commerce and also a member of the State Image Task Force.

Mr. Gore stated the world we live in is packaged, marketed and positioned to capture the public's perception. He stated this campaign presents Kansas in a way that immediately rings true, yet doesn't undersell the state. It also will give communities a tool to build upon creating a greater campaign. By choosing a campaign that is universally acceptable and easily adaptable it allows smaller communities to expand their resources by playing off of and adding to the greater state campaign. The entire state will benefit each time a community adds to the exposure of the state-wide campaign. In closing he stated this funding is money well spent. Mr. Gore presented written testimony. (Attachment 5)

Upon the conclusion of Mr. Gore's presentation the floor was opened for discussion. Senator Barone made reference to the big blue skies featured in the ads and stated a majority of states in the United States have big blue skies. He wanted to know what sets Kansas above the other states. Matt Jordan, Department of Commerce, joined the discussion in an effort to address Senator Barone's question. Mr. Jordan stated what they attempted to identify from the research data received was what business customers and travel customers wanted and then identify the things they say they expected and liked about the state and match that with what we knew the state has to offer. There is a metaphor built into "Kansas, As Big As You Think", it does not mean geographically. While we are focusing on the big blue skies we have looked at other options. Also they felt in Kansas ideas have room to grow. Hoping that this builds the platform to say something about the landscape, geography, history and character of this state that breeds opportunity. Other states can say that but we are hoping we stake out that territory first and most adamantly. Senator Reitz voiced concern on the cost and where the ad's would appear. Mr. Jordan explained the ad's are being placed in newspapers around the state and on television and some ads would be placed in national magazines. Mr. Jordan stated the entire program would cost \$1.7 million. The discussion continued in regard to the costs. Senator Jordan stated that Kansas was not competitive with other states in regard to what was being spend to market the state of Kansas. Senator Jordan also stated there seems to be a lot excitement about this new program. Senator Barone stated he feels there are mixed signals being given in regard to the funding of the program. Mr. Jordan stated they were not asking for any more money, they were just trying to convey what they can accomplish with what is in the budget now. The discussion continued and Mr. Jordan called on John Cather with Callahan Creek who helped develop the campaign to assist in answering the questions concerning the budget. He stated the first year is a start up year with a percent going to the development of the campaign and in subsequent years there would be more to spend on tv and radio spots.

With no further comments, Chairperson Jordan adjourned the meeting at 9:29 a.m. with the next meeting

CONTINUATION SHEET

MINUTES OF THE Senate Commerce Committee at 8:30 A.M. on January 25, 2005 in Room 123-S of the Capitol.

scheduled for Wednesday, January 26, 2005 at 8:30 a.m. in room 123S.

AN IMPORTANT INVESTMENT FOR KANSAS

With a clear mandate from business and community leaders that the state's image and marketing are top priorities to the growth and development of Kansas and its economy, the Kansas Department of Commerce launched a brand image campaign in January 2005. By creating a more positive image targeted at both in-state and out-of-state audiences, **Kansas is taking measured and determined steps toward increasing revenue from tourism, business development, and other economic development sources.**

The Kansas brand image is the result of a rigorous process designed to deliver a positive result for the state.

A talented group of experts guided the work

Tourism and economic development professionals from around the state played a critical role in this effort. A **21-member State Image Task Force** representing urban and rural Kansas was assembled to work closely with the State and with marketing professionals. The Task Force:

- Tapped a wide variety of resources through interviews, surveys, and group work.
- Was geographically and professionally diverse, and included tourism and economic development professionals and business leaders from across the state.

A positive brand image is vital to Kansas

Branding has been around for a long time. It began as a way to distinguish one rancher's cattle from all the others. Imagine the confusion of thousands of cattle owned by different ranchers all grazing in the same pasture! The purpose of branding is not to *describe* but to *distinguish*.

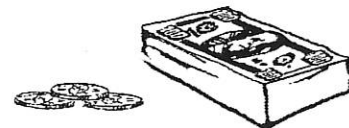
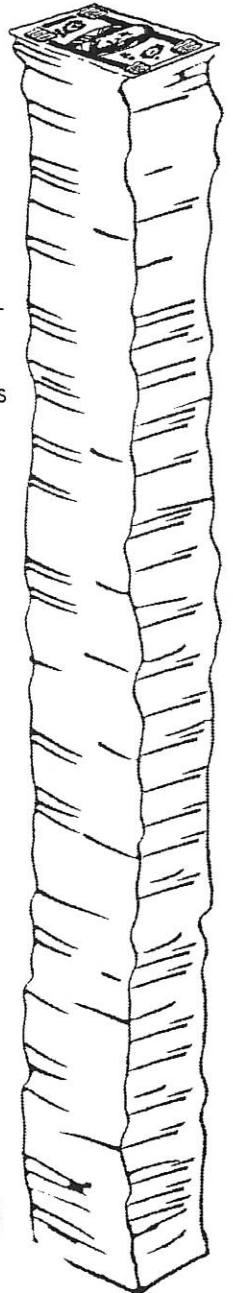
Our brand is a reflection of our core values, a promise, and all of the customer experiences that deliver that promise. A well-executed brand will differentiate Kansas from other states in an authentic and relevant way. We are providing the foundation and the tools for the state to

embrace this brand and build its impact over time with consistent communications from Kansas state agencies, communities, and businesses.

Kansas has historically conjured up images of tornadoes and vast, dusty plains. We know it is much more. In order to **attract tourism and business development dollars**, it is important to tap into what people believe about Kansas as it relates to what they want.

Research revealed:

- Travelers are seeking historic, cultural, and "experiential travel." A confident Kansas can boast a multitude of these travel options.
- Businesses are seeking bottom-line performance. While important, incentives alone won't win Kansas new business. A positive, well-balanced offer featuring the Kansas lifestyle and unstinting work ethic will win in the long term.



Brand Image
\$1.7 Million

EDIF
\$38 Million

State Budget
\$5 Billion

Spending for image and marketing is 0.034% of the state's budget.

Senate Commerce Committee

1-25-05

Attachment 1-1

Return on investment

While no one can predict the exact return on investment Kansans can expect from this work, one thing is clear: **enhanced economic development and increased tourism positively impact every Kansan.** Line-item expenditures for the work clearly show the emphasis was on **impact and effectiveness of the campaign**, not merely for development of a clever slogan:

- \$1,100,000 (64.8%) for advertising, web site, marketing activities, and materials
- \$261,500 (15.4%) for strategic planning and final creative production of numerous advertisements
- \$181,500 (11.3%) for qualitative and quantitative research and development of the brand image campaign and slogan
- \$137,000 (8.5%) for Travel and Tourism research

The 2004 Legislature appropriated \$700,000 for the state image work. In addition, the Kansas Department of Commerce allocated \$1,000,000 from its internal marketing budgets, including \$300,000 received from KDOT's Blue Sign proceeds.

A perspective on spending

Kansas has historically spent fewer dollars marketing itself than almost any other state. The resources used come from lottery proceeds, not state tax revenues. Kansas' spending for image and marketing for 2004-05 (\$1.7 million) is 0.034% of the state's budget. Since 1995, Commerce has spent an annual average of \$854,500 on separate advertising campaigns for tourism and business development. Most importantly, **Commerce believes this strategic investment, in support and partnership with communities and regions, is a prudent economic development strategy.**

Commerce received a sizable investment by the Legislature last year to implement new rural development, entrepreneurship, and state image initiatives. No additional funds are needed to

maintain this enhanced image campaign. Commerce will be able to sustain this initiative and others if funding is held at the FY 2005 level. Continued use of the campaign builds consistency over time to increase the impact of the brand message. It also reduces future research and development expenses.

Commerce programs perform for Kansas

Historically speaking, it's hard to out-perform programs made possible by the Economic Development Initiatives Fund (EDIF). Since 2001, the EDIF:

- Expanded the Kansas payroll by \$1.1 billion (\$290 million annually).
- Created or retained 67,800 jobs (16,950 annually).
- Generated \$2.8 billion in capital investment (\$705 million annually).
- Increased tourism visitation by more than 1.3 million (335,000 visitors annually).
- Helped more than 300 cities in Kansas strengthen their downtown districts and complete major community improvement projects.

The Kansas Brand Image:

- Builds pride among Kansans about how our wide open spaces allow people to dream and make big things happen.
- Encourages tourists to create their own big adventure.
- Attracts innovative businesses to think big in Kansas.
- Enables Kansas communities to cost-effectively leverage and extend the campaign for their own communities with impressive tools and financial support.

Kansas Department of Commerce Contacts:

Matt Jordan
Director of Operations
(785) 296-7834

Cindee Stratton
Marketing Manager
(785) 296-7911

as big as you thinkSM

Senate Commerce Committee

1-25-05

Attachment

1-2

Research

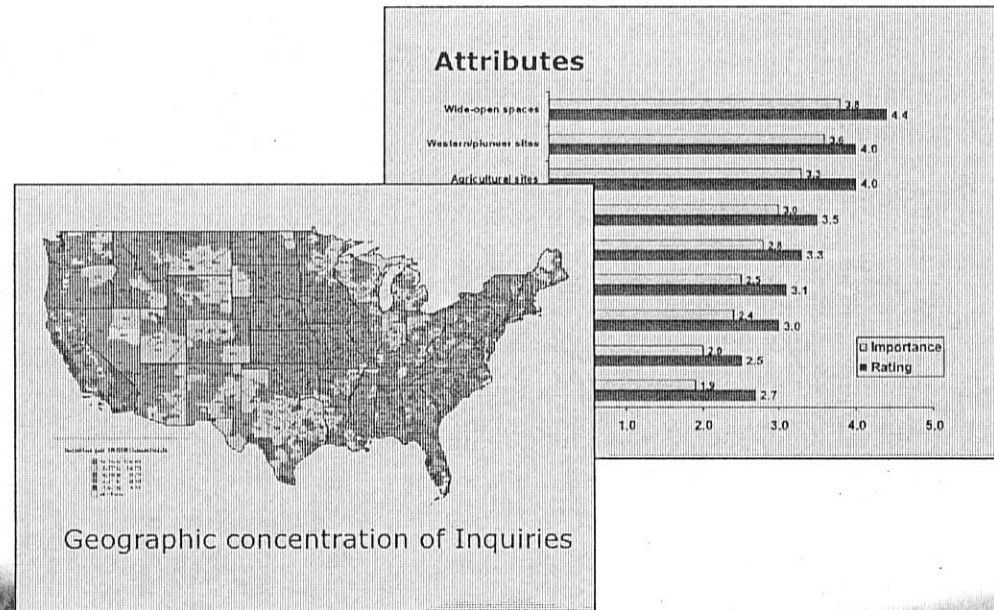
- For a brand to be distinctive, compelling, and effective it must be *authentic*
- In-depth research was key to the Kansas brand image development process in order to uncover the unique benefits of Kansas that create engagement with our target audiences
- Research identified core values, attitudes, perceptions, and misperceptions from both in-state and out-of-state so we could build on our strengths to create an authentic brand image



KANSAS

Research Conducted

- Kansas Legislators Qualitative Research
- Out-of-State Qualitative Research (business development, travel writers, consumers)
- Tourism Conversion, Image, and Trends Studies
- Economic Impact Analysis
- Database Analytics
- Competitive Overview
- Creative Testing



KANSAS

Business Development Interviews

Before visiting Kansas...

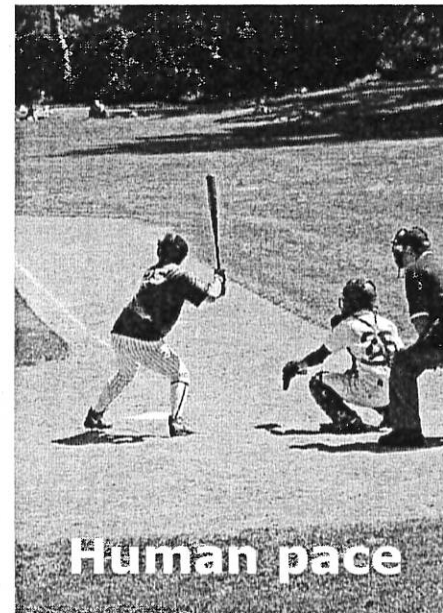
- Unclear image/"blank slate"
- Flat, farms, tornadoes, boring landscapes
- Blends into the other Midwest/Heartland states
- Not sexy or chic
- Slow-paced

KANSAS

Business Development Interviews

Appreciation improves after visiting...

- More green rolling hills than imagined
- History piques interest
- Honest, trustworthy, hardworking
- Trust a handshake
- Baseball and cherry pie: appealing pace
- America the way it's supposed to be



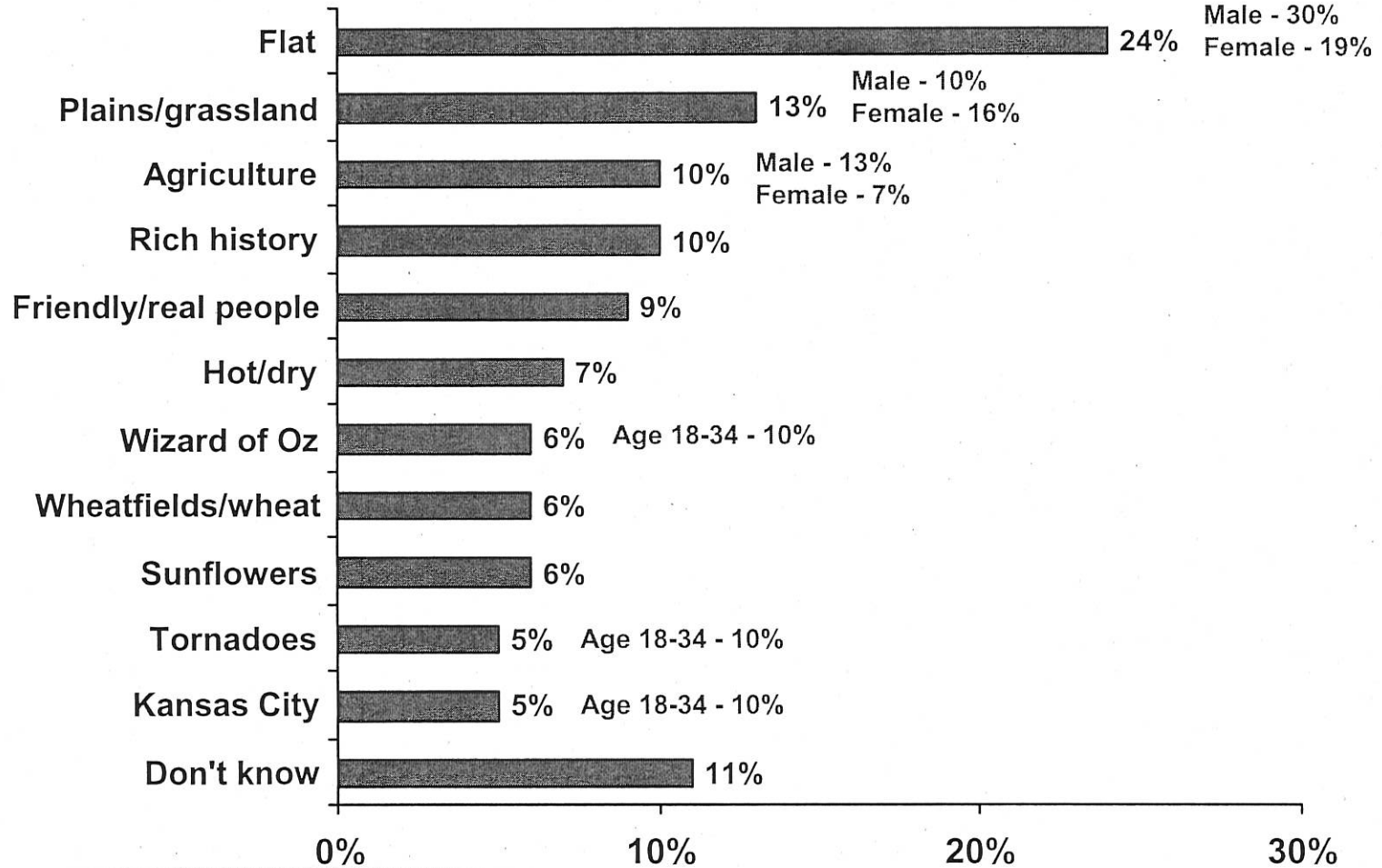
Tourism Research

- Advertising/Conversion Study
- Central Region Traveler Profile
- Consumer Image Survey
- Consumer/Travel Trends

The following pages present a small sampling of findings

KANSAS

Image of Kansas

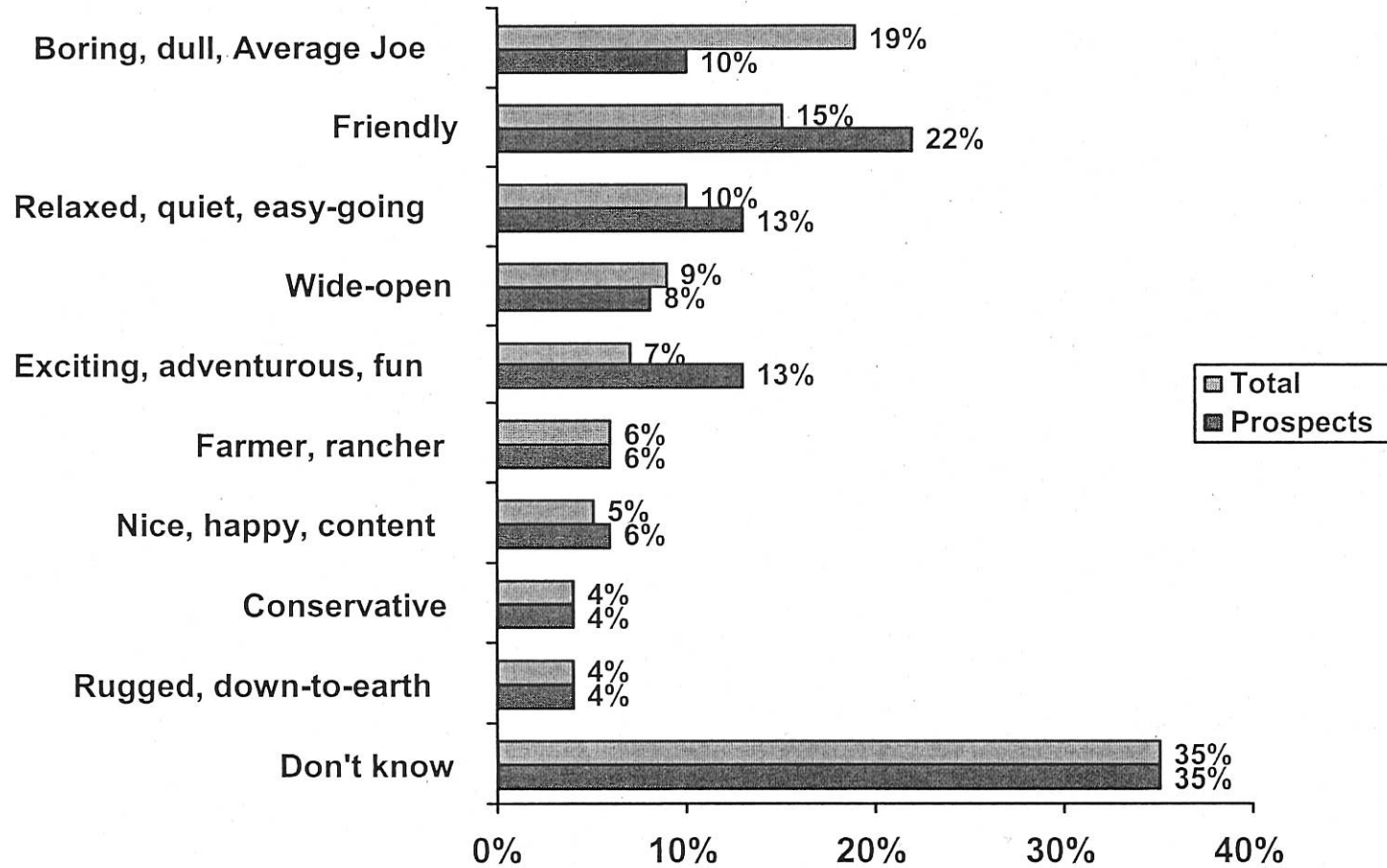


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Attachment 2-6

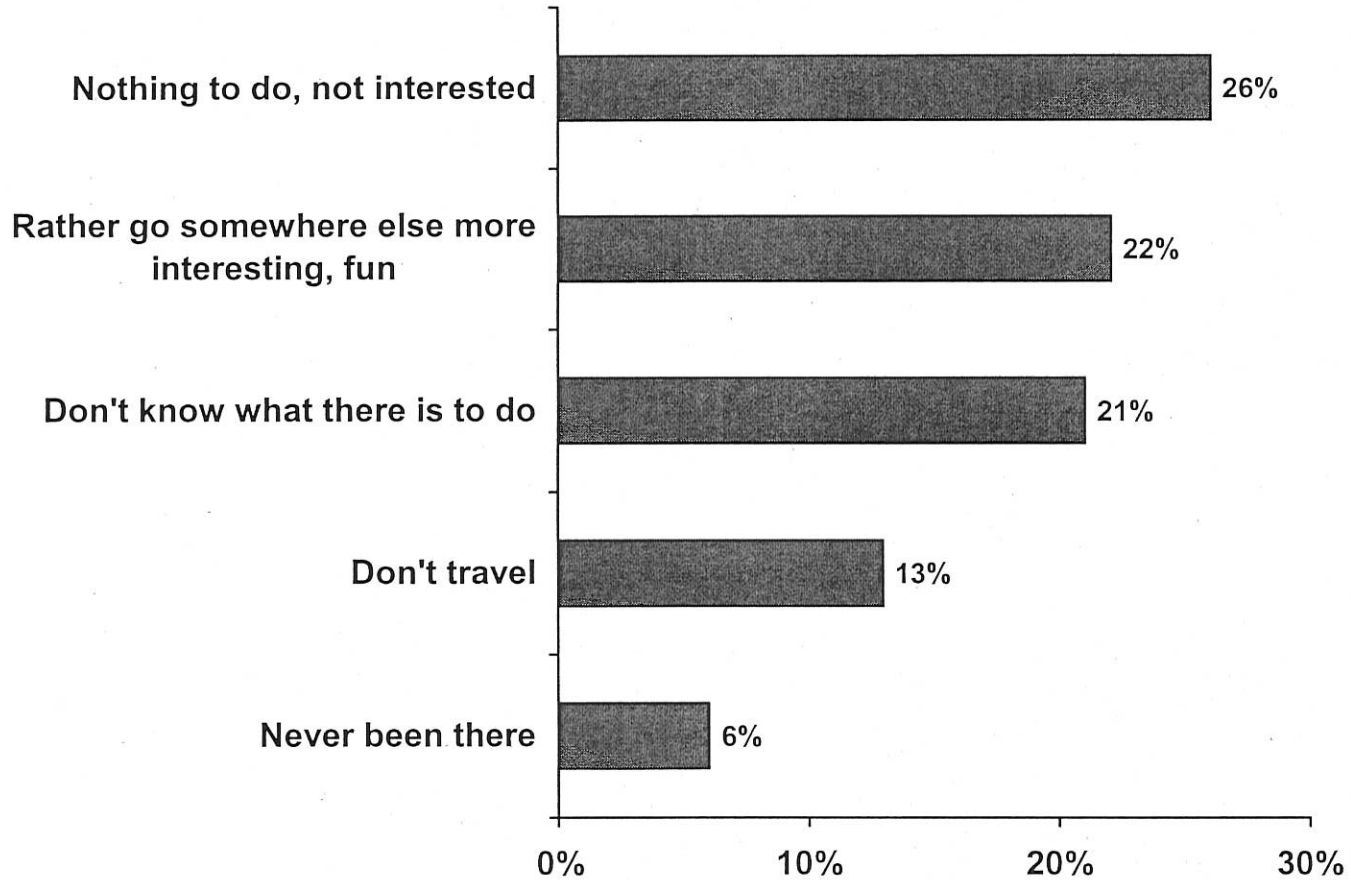
KANSAS

Kansas Image—Personality



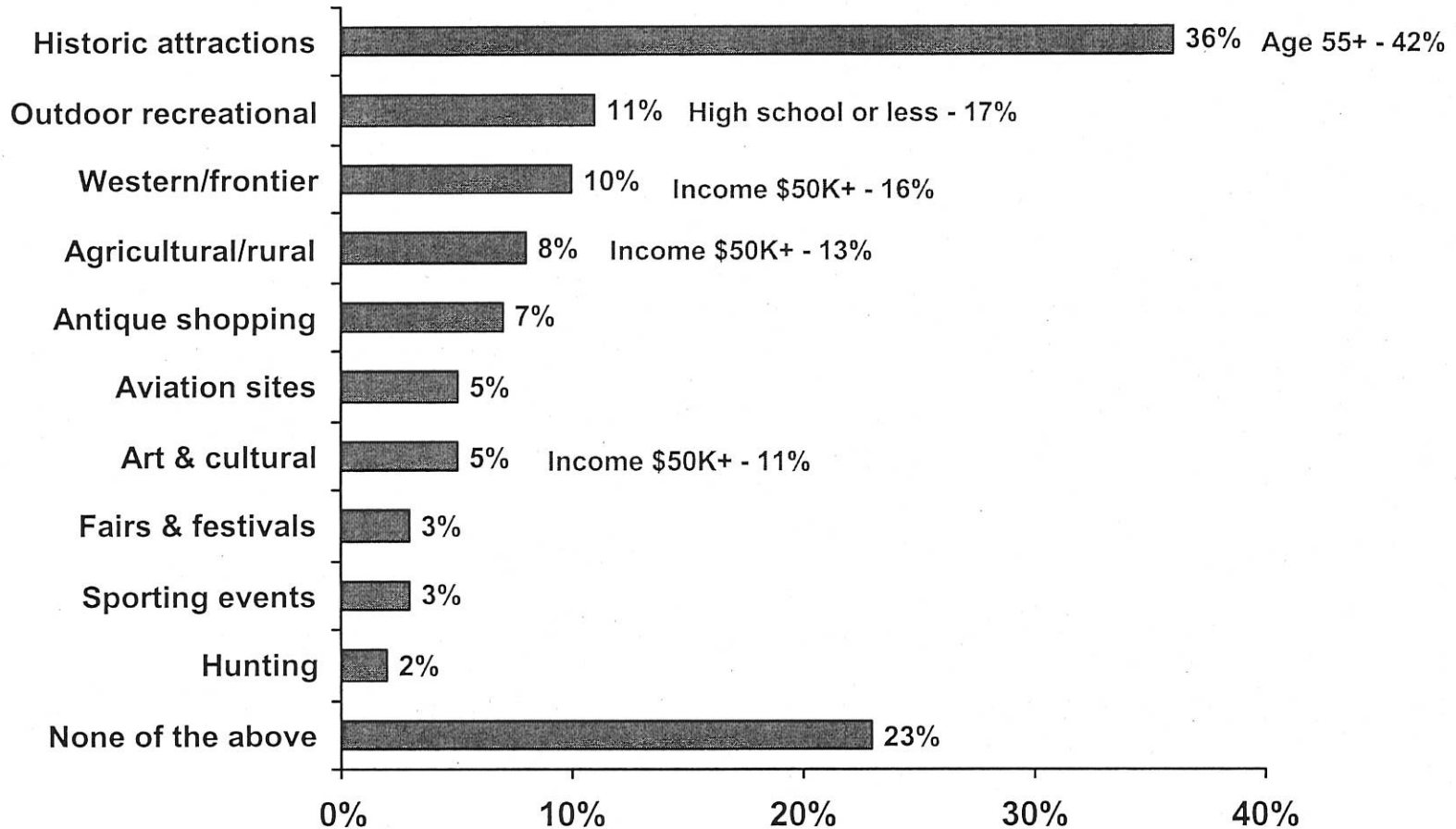
KANSAS

Reasons Would Not Visit Kansas




KANSAS

Activities—Most Enjoyed



Tourism Secondary Research/Trends

- History/Culture
 - More than half of travelers include cultural, arts, historic, or heritage activities/events
 - Agri-Tourism
 - “City Slicker Syndrome”—take kids to corn maze, or live the life of a farmer for a week
 - Geo-Tourism
 - Desire to experience preserved natural, historic, or cultural sites, and outstanding scenery
 - Authenticity
 - Activities, participation
- 

Tourism Secondary Research/Trends

- 2005 travel spending expected to surpass record level set in 2000
- Enhanced desire to unwind (pent-up demand)—they need to get out!
- Family travel
 - “Togetherring”—people have turned to family/friends for comfort
 - 80% travel with extended family or friends
 - “Grandtravel”—Boomers traveling with grandkids

Slogan plays up expansive influence

LEWIS W. DIUGUID

Kansas City Star 1-21-05



The morning darkness, fog and freezing rain made it impossible to see much beyond the bouncing beams of my van's headlights.

Eventually the sun punched through as I traveled last week to Bethany College in Lindsborg, Kan. I'd been down this road before, dating back to 1969.

But a new slogan for the nation's 34th state made me look at Kansas differently. The Kansas State Image Task Force announced that the marketing buzz phrase is "Kansas, As Big As You Think."

A lot of guffaws followed. But the slogan actually makes people see the largeness of all the things they'd otherwise take for granted. The Kansas Speedway and the surrounding commercial and housing developments in Kansas City, Kan., are among the latest examples.

Later, radio ads told of Gen. Dwight D. Eisenhower growing up in Abilene and leading the Allies to victory in World War II. I passed Eisenhower's hometown on my Interstate 70 drive.

I'd visited his presidential library on a 1981 family vacation. Seeing that history is as illuminating as you'd think.

But I passed other inspiring things on the drive to Bethany College. Lawrence has a history that can't be overlooked.

Missouri pro-slavery forces burned the city. Slavery opponents, including John Brown, fought back, making the territory known as "Bleeding Kansas."

The Civil War taught in schools was foreshadowed in Kansas. That history is as big as you think.

Farther down I-70 the domed Capitol peeks through the steel gray sky. Just a few miles from it is what used to be Monroe Elementary. It's now the Brown vs. Board of Education National Historic Site.

The old school now tells how Kansas in the 1954 Supreme Court ruling played a pivotal role in ending legal segregation in the United States. That life-changing ruling for people of color was as monumental as you'd think in extending long-withheld constitutional guarantees to everyone.

A large, colorful Sunday ad in *The Kansas City Star* went with me to Bethany College. It pictured a boy in a white shirt and overalls running with his dog across a vast green wheat field under a great blue sky in Kansas.

Endless furrows of wheat fields that I passed were only budding with a tinge of green. Such scenes had to have inspired Katharine L. Bates to write "O beautiful for spacious skies, for amber waves of grain..." in her song, "America the Beautiful." This aspect of Kansas is as heartwarming as you'd think.

Driving through the Flint Hills always makes my spirit soar. This part of Kansas had to have been rough-hewn by God's hands. A thin layer of snow and ice covered this mammoth country. With grazing cattle

Senate Commerce Committee

1-25-05

Attachment 3-1

and horses and without the litter of billboards in neighboring Missouri, this land is as picturesque as you'd think.

The scenery easily accommodated ribbons of heavily insulated wire carrying phone lines and electricity draped between an enormous army of wooden and metal poles. They efficiently get the job done hauling power and communications throughout the state and the nation. That's as industrious as you'd think.

A banner on an overpass welcomed home our troops from Iraq and told that this gorgeous but brutal country is the home of the "Big Red One," or 1st Infantry Division at Fort Riley, Kan. Its legendary strength in battle is as formidable as the land it calls home. That's as awesome as you'd think.

A hawk flew low over the highway hunting for its meal. I braked and swerved to miss it. The bird embodies the state's frontier past, which included buffalo, deer and American Indians. Seeing them live is as cool as you'd think.

I hadn't quite made it to Salina when nature called, prompting me to exit at a rest stop. The place was spotless, heated and featured vending machines, a map and a recording of weather reports.

I counted four rest stops on I-70 between Kansas City and Salina and two service areas with gasoline and food for travelers. No other state that I know offers as much for people on the road.

Trucks lined up in the service stop parking lots like cattle in feed troughs. They appreciated the Kansas amenities, too. That's hospitality as big as you'd think.

A sign at the rest stop told how grain elevators here are called "prairie cathedrals" because "Kansas produces nearly a fifth of the nation's wheat crop." Large rolling irrigation machinery helps.

Kansas' agricultural might is as big as you think. And so are a lot of other attractions for people who bother to look.

Lewis W. Diuguid is a member of The Star's Editorial Board. To reach him, call **(816) 234-4723** or send e-mail to

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Senate Commerce Committee

1-25-05

Attachment 3-2

State image

Hays Daily News 1-21-05

Kansas' new brand image will be only as great as we think it can be.

Some armchair marketers don't think much of it, but we think it has potential. The message behind it has meaning; it all depends how well it gets communicated, both to Kansans and to people outside the state.

"Kansas: As big as you think" is the line summarizing the new brand image. State officials are calling it a brand rather than a slogan, because it is a central image for the state that for the first time will be used across many applications - namely economic development as well as tourism.

And it all starts with how Kansans feel about themselves. It is a sometimes-inferiority complex that was identified in Prosperity Summits held across the state in 2003.

So, new television and radio ads featuring the brand and the new tag line feature the dreams and accomplishments of two famous Kansans - Dwight D. Eisenhower and Amelia Earhart. The ads are inspirational if not dynamically exciting.

But that some people are critical - such as Kansas House Speaker Doug, Mays, R-Topeka, who said he was "not enamored with it" - is not surprising. A creative solution is not easily decided by consensus of a large group. Someone has to develop the concept, and the rest of us need to trust their creativity - and realize that it might fail.

"Kansas: As big as you think" challenges us to be big thinkers. It also conjures images of our wide open spaces, blue skies and opportunities to dream big. That bigness is something we can run with. Not only is it time for us Kansans to see that our space is a good thing, but it has some appeal on the outside.

Consider how Texas has capitalized on a similar approach, using "Texas: It's like a whole other country."

Tourism has changed in America. People are not looking for sameness, and Kansas offers character - towns with flavor, history, room to roam, ruggedness and real-life experiences available in agri-tourism, which is growing in popularity.

The only problem we see with the slogan for Kansas is that it gives some people the opportunity to think small. They may be just Kansans, and we suppose we just don't worry about them. We know Kansas is bigger than they think.

Senate Commerce Committee

1-25-05

Attachment 3-3

The execution of this theme needs to get people thinking big. And that can work for Kansans' self-image, for potential visitors and for business.

It is early, which is not the time to be narrow-minded about this. The challenge is there, the challenge to be open-minded, to imagine the possibilities, even to dream about what could be. Thinking big is a powerful message, really, and it has the potential to reshape the state's image, inside and out.

editorial by John D. Montgomery

jmont@dailynews.net

Senate Commerce Committee

1-25-05

Attachment

3-4



KCK Chamber
Partnering for Success

**THE KANSAS CITY KANSAS AREA
CHAMBER OF COMMERCE**

727 Minnesota Avenue
P.O. Box 171337
Kansas City, Kansas 66117
Phone: 913-371-3070
Fax: 913-371-3732
www.kckchamber.com

**TESTIMONY ON KANSAS STATE BRANDING AND IMAGE CAMPAIGN
Tuesday, January 25, 2005**

My name is Cindy Cash. I'm the President/CEO of the Kansas City Kansas Area Chamber of Commerce. As Chamber President, I am also responsible for the contract we have with our local government to perform the Convention and Visitor function for our community as a division of our Chamber.

I have been at the KCK Chamber since 1993. I have worked with the Convention & Visitor Bureau function since 1994. I served on the State's Tourism Board in 1994 and was a co-chair of the Prosperity Summit Task force event for the East Central Region. Prior to my years at the Chamber I spent almost twenty years in retail and shopping center management throughout the eastern part of the United States. During my entire career I have worked with marketing products, projects and entities. Over this time my definition of marketing has been: repeating the correct message information over and over again.

In this day and age, I cannot tell you how important this is when you consider we are bombarded with at least 3,000 marketing messages a day. You have to get through the media clutter.

I am here today to tell you how glad I am to see the new State Branding and Image Campaign that has been developed by the Department of Commerce. This campaign is designed to communicate the same branding message to at least four different audiences:

1. Our own state' citizens
2. Tourists looking for the very real historical, cultural and recreational experiences Kansas can offer
3. Businesses looking to expand or re-locate their business
4. Our current and future workforces who have training and skills that our current businesses and new businesses need to grow and expand

Our state is no different from most states I've lived in throughout my career. Many people who live here don't realize how many things the state of Kansas has to offer. We need to remind them and this campaign does that. How many

Senate Commerce Committee

1-25-05

Attachment

4-1

other states can boast of not only a great military leader who oversaw one of the biggest battles to save the free world, but also a President? How many other states have a historical female pioneer in aviation that continues to be a mystery to this day over 60 years since she disappeared? How many states have as much open space so close to its urban centers? We do and this campaign is already making an impact on our citizens. Several have told me already how much they appreciate and really like the ads that are currently running.

Tourism is big business; in fact it truly can be "As BIG As You Think." I believe we've begun to prove that in Wyandotte County/Kansas City, Kansas with the millions of tourists who have come to spend their time and dollars at Kansas Speedway, Nebraska Furniture Mart, Cabela's, Great Wolf Lodge, the restaurants and other amenities now there and yet to come. This development has also had a positive economic impact in Johnson, Leavenworth and Douglas Counties. There are also other parts of Kansas that have opportunities to parlay their attractions and natural resources into tourism dollars and impact. But it must be marketed consistently and repeatedly. This campaign offers the opportunity to tie into existing marketing and repeat a message that will hopefully be repeated throughout the state and again get through the Marketing Message Clutter when a family is making their travel plans.

In the past week, I read in the Kansas City Star newspaper, some in Missouri will be encouraging its legislature to look at its business incentives and improve upon them because Kansas has beaten them with incentives on several business opportunities. Of course, you can have great incentives, but if you don't tell people or businesses about them repeatedly, they won't know about them. With this new campaign we have the message getting out and we as business partners throughout the state can also help spread the message in using the branding in our own marketing messages. This helps spread the message by leveraging the messaging in conjunction with others across the state.

This is also an expansion of the Commerce Department's efforts to build partnerships. I believe we have a great partnership with Commerce in the Kansas City area in tourism, business development and workforce development. We now have a shared message and tool that we can help expand upon by using it with our own individual messages.

Businesses can use it as a tag line for their advertising. Chambers, Convention and Visitors Bureaus and Economic Development Organizations can use it as either a minor or major part of their efforts.

In addition with marketing to firms to come to our state, we need to make sure our current and future workforce know there is a good strong economic future for them in our state. The Tourism industry continues to create new job opportunities in our state. Manufacturing is still an important factor in our state. The new field of Bioscience is creating new opportunities in our state. These

Senate Commerce Committee

1-25-05

Attachment 4-2

three sectors alone are perfect examples of "As BIG As You Think". But we need to be sure we have the best talented people in our state to grow these industries. We need to market the industries and the job opportunities to our current workforce. We need to be on our campuses and in our community colleges with this message.

"As BIG As You Think" is quite an idea when you sit and think about it awhile. It's really four messages for the price of one. Sure you can have or make fun of it, but you can also visualize what our pioneer mothers and fathers must have thought when they came to this territory. You can remember from your history books that this state was a BIG prize in the question on slavery in the 1850s. You can think about the BIG part our agricultural industries play in feeding not only our country but also the world. You can think about the BIG invasion of Normandy on D-Day and remember the man who oversaw it all. You can see the BIG crowds at Kansas Speedway who come to cheer their favorite driver.

We are not looking for an "As BIG As You Think" budget to continue this process. We are only asking for the same dollars appropriated to the Department of Commerce as last year so across the state we can create the partnerships, the messages, the opportunities that can and will be "As BIG As You Think".

Thank you for listening.

Senate Commerce Committee

1-25-05

Attachment 4-3



Honorable members of the Senate Commerce Committee,

Thank you for this opportunity to comment on economic development activity in Kansas and specifically on the state's image campaign.

My name is Gary Gore and I am the President/CEO of the Great Bend Chamber of Commerce. I have also served for two years as the President of the western Kansas Rural Economic Development Alliance and I am the current President of the Kansas Chamber of Commerce Executives. I mention this so you know the perspective that I bring before you today. I am also a member of the State's Brand Image Task Force.

I was very active in my region's Prosperity Summit and I accepted my position as a member of the State's Brand Image Task Force because of the reaction I saw during those Prosperity Summit Meetings. In every region of the state, people told us that Kansas needed to work on its image. Kansans are proud of their state and while we often are more comfortable with understatement, than we are with braggadocio, we still understand that if we want respect from the rest of the world, we have to position ourselves properly.

The world that we live in is packaged, marketed and positioned to capture the public's perception. That is the game that we enter. How do we present Kansas in a way that the message immediately rings true, yet doesn't undersell the state? This campaign does that. Maybe just as importantly, it also gives communities a tool to build upon a greater campaign.

In marketing only two things matter: 1) The message a person receives. 2) The frequency that the person is exposed to the message. The more exposures the better. Our dollar commitment isn't great enough to overwhelm anyone, but by combining Business Development marketing with Travel & Tourism under one message Kansas can improve the number of exposures that any given person will be exposed to. But the real beauty comes from the fact that any community whether it is Olathe or Oakley, can easily join into and build upon the greater campaign. Kansas...As Big As You Think" can easily become "...explore the Kansas wetlands. Visit North America's largest inland wetlands...Cheyenne Bottoms...where nature is as Big As You Think!"

By choosing a campaign that is universally acceptable and easily adaptable it allows communities such as Great Bend to expand its resources by playing off of and adding to the greater state campaign. Conversely, the entire state benefits each time a community adds to the exposure of the state-wide campaign.

With the new cooperative program, which assists communities in funding business-development marketing campaigns that utilize the brand image theme, KDOC has devised a plan that will expand the campaign's exposure. At the same time, the community's marketing dollars go further by being part of the greater campaign.

Commerce is not suggesting an increase in funding...only an extension of the current block grant. It is money well spent.

Senate Commerce Committee

1-25-05

Attachment 5-1