

MINUTES OF THE SENATE COMMERCE COMMITTEE

The meeting was called to order by Chairperson Nick Jordan at 8:30 A.M. on January 25, 2007 in Room 123-S of the Capitol.

All members were present.

Committee staff present:

Kathie Sparks, Kansas Legislative Research Department  
Norm Furse, Revisor of Statutes  
Jackie Lunn, Committee Assistant

Conferees appearing before the committee:

Dick Carter, Jr.

Others attending:

See attached list.

**Chairperson Jordan announced to the Committee that they had a bill introduction and recognized Senator Barownlee. Senator Brownlee made a motion to introduce a bill regarding debt management for the state. Senator Barone seconded. Motion carried.**

**Senator Emler made a motion to introduce a bill on prompt pay regarding heavy equipment contractors. Senator Reitz seconded. Motion carried.**

Chairperson introduced Mr. Dick Carter, Jr. to give a power point presentation on the Kansas Tourism Initiative (KTI). (Attachment 1)Mr. Carter stated KTI had been created to research and manage the preparation of a comprehensive plan that will envision the full potential of the Kansas tourism industry statewide, including tourism product message and return on investment. They will operate as an empowered cooperative effort setting strategies and goals, allocating resources, evaluating plans and programs with the intent of creating a mechanism to maximize the economic benefits of the Kansas tourism industry. He stated they have created a KTI Taskforce and a Core Committee to begin research, inventory and evaluation of Kansas tourism product. They plan to begin the creation of the KTI final plan this summer and draft legislation incorporating that plan to bring to the Legislature in the 2008 session.

In closing, KTI is the force behind the development and implementation of a nationally recognized strategic plan to promote the Kansas tourism industry and ultimately improve the quality of life for every Kansas. KTI will replace statewide interdependency with statewide integration creating collaboration and cooperation among all Kansas industries and geographic regions.

Questions and answers followed.

Chairperson Jordan introduced Judy Billings who gave an update on Freedom's Frontier.

Chairperson Jordan introduced Becky Blake from the Department of Commerce. Ms. Blake stated that National Geographic Magazine will be having a several page article in the next issue on the Flint Hills of Kansas.

Questions and answers followed.

Chairperson Jordan recognized Senator Brownlee who announced that the Committee would be going on a field trip to Innovia and Heartland Park next Friday, February 2<sup>nd</sup>; the stated they would leave the Statehouse at 8:30 a.m. and be back to the Statehouse by 10:30 a.m.

Chairperson Jordan adjourned the meeting at 9:20 a.m. with the next meeting scheduled for tomorrow, Friday, January 26,2007 at 8:30 a.m. in room 123S.



Senate Commerce Committee



January 25, 2007

**Why KTI?**



*Created to research and manage the preparation of a comprehensive plan that will envision the full potential of the Kansas tourism industry statewide, including tourism product, message and return on investment.*

*KTI will encompass all diverse components, sectors and geographical regions.*

*KTI will operate as an empowered cooperative effort setting strategies and goals, allocating resources, evaluating plans and programs with the intent of creating a mechanism to maximize the economic benefits of the Kansas tourism industry.*

Senate Commerce Committee

January 25, 2007

Attachment 1-1

## **What are KTI Goals?**

- Build for the future of the tourism industry statewide through cooperation and partnership
- Evaluate existing public and private resources to identify strategic issues and opportunities



## **KTI Goals continued. . .**

- Maintain open communications with all segments of the state's tourism industry, challenging "all participants to dream big, with no barriers or boundaries" related to funding, resources, structure and execution for the KTI plan



## **KTI Goals continued. . .**

- Educate Kansans of the resulting benefits of tourism development, including government officials, public and private leaders, business owners and operators and private citizens
- Establish a clear, concise, collective and empowered voice for the Kansas tourism industry



## **KTI Goals continued. . .**

- Establish an acceptable and approved ROI measurement of the impact of the tourism industry – including baseline data and benchmarks to demonstrate success
- Create a nationally recognized and respected strategy for tourism development that will encourage and enable the industry to grow new tourism products and ideas, through public and private coalitions



## **KTI Goals continued. . .**

- Present a sound public policy KTI Recommendation to Kansas Legislature and Governor for approval and support



## **Why Do We Need KTI?**

- To transform the current day “inter-dependent tourism industry” to a “highly integrated tourism industry”
- To educate and gain support of business leaders, elected officials and citizens of Kansas about the economic benefits of a healthy, optimal tourism industry - including tax benefits, improved quality of life and workforce development



## **What KTI is NOT!**

- An effort to simply secure more funding for the existing Kansas Division of Travel & Tourism
- An opportunity for individuals, communities and/or special interest groups to dictate the agenda and process with single focused goals
- A marketing tool! KTI is not a one-time special event with a unique marketing purpose



## **Why Does KTI Need YOU?**

- Industry-wide “buy-in” is critical to KTI plan development, legislative support and passage
- ROI requires an investment from the tourism industry
- Investment of time, dollars and ideas will enable you and all tourism industry partners to maximize economic benefits for all sectors of the tourism industry



## How Will KTI Function?

- **KTI Taskforce – Core Committee Members** are responsible for the strategic guidance and execution of KTI efforts
  - Senator Nick Jordan
  - Judy Billings, Lawrence CVB
  - Jeff Boerger, Kansas Speedway
  - Scott Nichols, Governor's Council on Economic Development
  - Michael Phipps, Hilton Wichita Airport Executive Conference Center
  - Stephen Koranda, Olathe Chamber & CVB
  - Becky Blake, Kansas Division of Travel & Tourism
  - Dick Carter, TIAK



## KTI Taskforce Members:

Randall Allen, Kansas Association of Counties  
Marlee Carpenter, Kansas Chamber of Commerce & Industry  
Jennie Chinn, Kansas State Historical Society  
Jerry Cook, Overland Park CVB  
Llewellyn Crain, Kansas Arts Commission  
Karen Hibbard, Manhattan CVB  
Sandy Jacquot, League of Kansas Municipalities  
Jerry Lindberg, Kansas Economic Development Alliance President  
Bob Mathews, Kansas Department of Wildlife & Parks  
Don Moler, League of Kansas Municipalities  
Judy Moler, Kansas Association of Counties  
Julie Mulvihill, Kansas Humanities Council  
Kathy Olsen, Kansas Bankers Association  
Tom Palace, Petroleum Marketers & Convenience Store Association of Kansas  
Marc Penner, Kansas Sampler Foundation  
Gina Riedel, Kansas Chamber of Commerce Executives President  
John Rolfe, Greater Wichita CVB  
Chuck Stones, Kansas Bankers Association  
Jennifer Willits, Kansas Restaurant/Hospitality Association  
Shari Wilson, Kansas Division of Wildlife & Parks Commissioner



## **How Will KTI Function cont . .**

- **KTI Taskforce Members**
  - Responsible for on-going and regular communication and guidance in the process of KTI plan development and approval
  - Help communicate KTI message locally, encouraging “buy-in”
  - Assist in gathering information and research from industry sectors
  - Provide continued information updates to local communities and industry segments



## **How Will KTI Function cont. .**

- **Kruzic Communications, Inc.**
  - PR & Marketing firm specializing in providing service to the hospitality industry
  - To facilitate the process and communicate progress to the industry and appropriately interested leaders



## How Can YOU Participate?

- Talk to KTI Taskforce members to share new thoughts and ideas
- Stay current on KTI activity via the intranet [www.thekti.net](http://www.thekti.net)
- Provide KTI financial funding support through TIAK
- Serve as KTI ambassador in your community and/or your segment of the tourism industry



## www.thekti.net



The screenshot shows the homepage of the Kansas Tourism Initiative website. At the top, there is a navigation bar with the KTI logo and the text "Kansas Tourism Initiative". To the right of the logo is a search bar with the text "All sources" and a search icon. Below the navigation bar, there is a sidebar on the left with a "Home" link and a list of menu items: "About the KTI", "Get Involved", "Meeting Minutes", "Research", "Calendars", "Progress Reports", "Speaker's Bureau", "Media Room", and "Contact Us". The main content area features a section titled "What is The KTI?" with a sub-heading "What is The KTI?". The text below this heading describes the KTI's mission: "KTI has been created to research and manage the preparation of a comprehensive plan that will envision the full potential of the Kansas tourism industry statewide, including tourism product, message and return on investment. KTI will encompass all diverse components, sectors and geographical regions." It also states: "KTI will operate as an empowered cooperative effort setting strategies and goals, allocating resources, evaluating plans and programs with the intent of creating a mechanism to maximize the economic benefits of the Kansas tourism industry." and "KTI will educate and gain support of business leaders, elected officials and citizens of Kansas about the economic benefits of a healthy, optimal tourism industry - including tax benefits, improved quality of life and workforce development." At the bottom of the screenshot is the KTI logo.

## **Funding the KTI**

- Anticipated Campaign – including national firm involvement - \$160,000
- Amount Pledged as of January 24, 2007 - \$135,000



## **What is KTI's Timeline?**

- Fall 2006
  - Creation of KTI, Taskforce, Core Committee
  - First meeting of KTI Core Committee and Taskforce for preliminary discussions about resources, direction, goals and strategies – encouraging buy-in from all industry partners
  - Create KTI intranet - a communication & resource tool for the industry
  - Draft organizational outline for KTI document/plan
  - Core Committee and Taskforce member committee assignments
  - Begin research, inventory and evaluation of Kansas tourism product



## **KTI Timeline cont. . .**

- **Winter 2006-07**
  - Continued meetings with KTI Core Committee
  - Second meeting of KTI Taskforce
  - Preliminary outline for KTI plan, solidifying the KTI message
  - Initial discussions with Kansas legislators and elected officials
- **Summer 2007**
  - Begin creation of the KTI final plan/document
  - Prepare for 2008 legislative session through summer interim committee meetings



## **KTI Timeline cont. . .**

- **Fall/Winter 2007-08**
  - Incorporate changes to create final KTI plan
  - Facilitate endorsement by accredited firm such as Ernst & Young
  - Coordinate support and draft of legislation incorporating KTI plan
- **Winter/Spring 2008**
  - Introduction of KTI legislation, including management and coordination of industry representatives
  - Assist in securing Legislative and Office of the Governor's approval of KTI plan



## Get On Board!

*Kansas Tourism Initiative (KTI) is the force behind the development and implementation of a nationally recognized strategic plan to promote the Kansas tourism industry and ultimately improve the quality of life for every Kansan. KTI will replace statewide interdependency with statewide integration creating collaboration and cooperation among all Kansas industries and geographic regions.*



*So –  
create,  
collaborate &  
Get involved!*

### For More Information Contact

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