

MINUTES OF THE JOINT HOUSE ECONOMIC DEVELOPMENT & TOURISM/SENATE
COMMERCE COMMITTEE

The meeting was called to order by Chairman Senator Nick Jordan at 3:30 P.M. on January 30, 2008 in Room 123-S of the Capitol.

All House members were present except:

Owen Donohoe- excused
Gary Hayzlett- excused
Broderick Henderson- excused

Committee staff present:

Kathie Sparks, Kansas Legislative Research Department
Ryan Hoffman, Kansas Legislative Research Department
Jason Long, Office of the Revisor of Statutes
Matt Todd, Office of the Revisor of Statutes
Ann Deitcher, Committee Assistant

Conferees appearing before the committee:

Jason Long, Asst. Revisor, Office of Revisor of Statutes
Rob Canton, PriceWaterhouseCoopers
Dick Carter, Travel Industry Assoc. Of Kansas
Bob Lancaster
Mike Taylor, KCK/Wyandotte County Unified Gov
John Myers, Myers Consulting
Stephen Koranda, Stephen Koranda & Assoc.
Barbara Nelson, Strecker Nelson Art Gallery
Suzan Barnes, Grand Central Hotel
Donna Price, Northwest Kansas Tourism Region
Linda Craghead, Flinthills Tourism Coalition
Jerry Cook, Overland Park CVB

The Chair introduced Jason Long who offered a briefing of **SB 501**. (Attachment 1). An overview of the bill was offered explaining that its purpose was to transfer the powers, duties and functions of the Department of Commerce's Division of Travel and Tourism Development to the KTC and abolishes that division within the department. The bill also creates various funding sources for the KTC and abolishes other tourism programs.

Questions and answers followed.

Next on the agenda was Rob Canton who gave a power point presentation overview on the case for change; what Kansas would accomplish with more funding and what organization was the right one to lead these efforts. (Attachment 2).

Questions and answers followed.

Dick Carter spoke to the Committee regarding the final work product of the Kansas Tourism Initiative taskforce and the recommendations that would shape the way to approach tourism promotion and development in Kansas in the future. (Attachment 3).

Questions and answers followed.

CONTINUATION SHEET

MINUTES OF THE House Economic Development and Tourism Committee at 3:30 P.M. on January 30, 2008 in Room 519-S of the Capitol.

Offering testimony in support of the Kansas Tourism Initiative, was Robert Lancaster who told the Committee that Kansas ranked 48th of the 50 states in tourism support and how the surrounding states greatly exceeded Kansas in their commitment to tourism. ([Attachment 4](#)).

Mike Taylor told the Committee that his organization supports the Kansas Tourism initiative and urges the State of Kansas to enact a comprehensive tourism plan and increase funding of tourism promotion and marketing. ([Attachment 5](#)).

John Myers spoke of the Visit Kansas/Kansas Tourism Initiative saying what they were considering was a visionary plan that focused on strengthening the industry, promoting and marketing it at a more appropriate level and increasing the industry's Return On Investment in the form of employment, business revenue and local and state tax revenue. ([Attachment 6](#)).

Appearing next was Stephen Koranda who spoke of the Kansas Tourism Initiative not as a proposal to assist merely the hotels, restaurants and museums but to grow the tourism economy. The proposal was to grow the Kansas economy. ([Attachment 7](#)).

He said that PriceWaterhouse estimated the proposed initiative would have a return of \$260 million to the Kansas economy.

Barbara Nelson told what she saw as the potential for the Kansas Tourism Initiative which was an opportunity for the Kansas tourism industry to promote Kansas in an integrated manner, to potential tourists, whether passing through, Kansans traveling in their own home state or coming to Kansas as a destination. ([Attachment 8](#)).

Offering testimony in support of the Kansas Tourism Initiative was Suzan Barnes. ([Attachment 9](#)). She said she felt it was critical that we recognize the importance of our state's scenic beauty to the economic well-being of our communities through tourism opportunities.

Donna Price told the Committee that the mission statement of the Northwest Kansas Travel Council, Inc. read, "Committed to the Promotion and Development of Travel in Northwest Kansas. ([Attachment 10](#)). She said that their vision for promoting tourism went well beyond just the northwest part of the state. They believed that the state of Kansas had just scratched the surface on what it could accomplish by increasing promotion of the many things that Kansas had to offer.

Speaking in favor of the Kansas Tourism Initiative, Linda Craghead she felt that we must dare to change from the "what has been" to the "what could be" and to create a system that encourages us to think regionally, to set aside our selfishness and unify our efforts regardless of our municipality, party affiliation or our individual motives. ([Attachment 11](#)).

Gerald Cook appeared in support of the Kansas Tourism Initiative and the creation of a new statewide tourism organization: "Visit Kansas". ([Attachment 12](#)). He said he believed that "Visit Kansas" would provide our best opportunities to invest our resources wisely, rather than continue as a subset within a department of state government.

CONTINUATION SHEET

MINUTES OF THE House Economic Development and Tourism Committee at 3:30 P.M. on January 30, 2008 in Room 519-S of the Capitol.

Offering written only testimony (Attachments 13 - 31) were: Marci Penner - Kansas Sampler Foundaton; Bridgett Jobe - KCK/Wyandotte County CVB; Anna Methvin - Southeast Kansas Tourism Region & Chanute Area C of C; LeAnn Cox - Hutchinson CVB; Clauddia Larkin - Freebird Business Solutions; Janet Bean - Fick Fossil Museum; Nita Jones - Sedan, Kansas; Katie Casper - Ft. Scott Kansas C of C; Mary Arlington - Kansas Assoc. Of RV Parks & Campgrounds; Connie Hachenberg/Charles Gregor - Leavenworth Chamber & Leavenworth CVB; Don Saylor - Ks Restaurant & Hospitality Assoc.; Amy Finney - Little House on the Prairie; John Rolfe - Greater Wichita CVB; Michael Phipps - Hilton Wichita Airport Conference Ctr.; Sylvia Rice - Visit Salina; Marlee Carpenter - KCCI; Susan Henderson, Lawrence Convention & Visitors Bureau; Kathleen Taylor-Olsen - KBA; Gloria Moore, Washington County Tourism.

The meeting was adjourned at 5:20 pm. The next regular meeting of the Committee is scheduled for Thursday, January 31, 2008.

MARY ANN TORRENCE, ATTORNEY
REVISOR OF STATUTES

JAMES A. WILSON III, ATTORNEY
FIRST ASSISTANT REVISOR

GORDON L. SELF, ATTORNEY
FIRST ASSISTANT REVISOR



OFFICE OF REVISOR OF STATUTES
KANSAS LEGISLATURE

Legal Consultation—
Legislative Committees and Legislators
Legislative Bill Drafting
Legislative Committee Staff
Secretary—
Legislative Coordinating Council
Kansas Commission on
Interstate Cooperation
Kansas Statutes Annotated
Editing and Publication
Legislative Information System

Briefing of Senate Bill 501

Jason B. Long
Assistant Revisor
Office of Revisor of Statutes

January 30, 2008

Overview

Senate bill 501 establishes the Kansas Tourism Corporation (KTC) as an independent, quasi-public government body whose purpose is to provide for the collaboration of public and private organizations responsible for influencing tourism spending in the state and growing the state economy by enhancing the visitor experience through targeted marketing, product development, professional development and research. The bill transfers the powers, duties and functions of the department of commerce's division of travel and tourism development to the KTC and abolishes that division within the department. The bill also creates various funding sources for the KTC and abolishes other tourism programs.

Creation of the Kansas Tourism Corporation

Section 4 of the bill establishes the KTC. The KTC is to be governed by a board of 13 directors appointed as follows: (1) Three members appointed by the governor, each of whom shall be recognized for outstanding knowledge and leadership in the fields of tourism, tourism marketing and tourism market research; (2) two members appointed by the speaker of the house of representatives, at least one of whom shall be a current member of the house of

representatives; (3) two members appointed by the president of the senate, at least one of whom shall be a current member of the senate; (4) one member appointed by the minority leader of the house of representatives; (5) one member appointed by the minority leader of the senate; and (6) four members appointed by the travel industry association of Kansas. The appointees are subject to senate confirmation. The initial board will be appointed to staggered terms, while successor members shall serve four-year terms. No member may serve more than three consecutive four-year terms. The KTC will pay expenses incurred by board members in attending meetings.

Under section 5 of the bill the board is subject to the open meetings act, however, the board may go into executive session to discuss matters the disclosure of which could harm the competitive position of the KTC. Likewise, section 6 provides that the board's written records are subject to the open records act, but an exception is made for certain proprietary documents. Section 7 requires disclosure of any interest a board member or employee may have in any contract or transaction the KTC is considering.

Section 8 sets forth the general powers of the KTC. The corporation may execute contracts, borrow money, purchase and sell real or personal property, open a bank account for corporation funds, own and license trademarks, patents and copyrights, accept gifts and donations and hire any technical assistance it deems necessary. Powers more specific to its purpose include developing business plans to advance tourism in the state, developing research and development programs with educational institutions, establishing a program of grant awards, providing marketing and promotion of the state and exercising all powers and duties transferred from the division of travel and tourism development. The KTC may also adopt a trade name for use on all of its publications, loan money and make investments.

The board will hire a president to act as the chief executive officer of the corporation. The KTC may also hire any other employees as necessary. These employees will be unclassified employees of the state. The KTC may also elect to affiliate with KPERS with respect to any of its employees, and the corporation may provide other employment benefits such as retirement plans, death benefits or disability benefits.

The KTC is required to publish an annual report on its operations, transactions and use of funds. The report is to be presented to the legislature, the governor and Kansas, Inc. Every three

years Kansas, Inc. is to perform a review and report on the activities of the KTC.

The corporation is exempt from all real or personal property taxes on property of the corporation that is used for its public purposes, and all income taxes on income derived from projects or operations of the corporation. The KTC is also exempt from certain statutory requirements as set forth in section 27 of the bill. A detailed list of these exemptions is attached. The KTC, its directors and employees are subject to the Kansas tort claims act.

Funding Sources for the KTC

Section 15 of the bill establishes the travel and tourism development fund. This is the primary fund from which expenditures of the corporation shall be made. The fund is outside of the state treasury and belongs exclusively to the KTC. There are various revenue sources that will be utilized to fund the corporation.

First, the KTC is to be funded from a percentage of the state sales tax growth in the tourism industry. A base year is to be established as the 2007 state sales taxes collected from tourism companies. The KTC and the secretary of revenue are to work together to determine the base year. The requirements for what constitutes a tourism company is set forth in the definitions in section 3. Subsection (h), in particular, includes a list of the specific NAICS codes that are assigned to tourism companies. Any company assigned a NAICS code included in the list is to be considered a tourism company. Each year the state treasurer will pay 50% of the state sales tax collected above the base year from tourism companies to the KTC.

The second revenue source is from cash contributions from private individuals and businesses. Section 17 of the bill provides a tax credit for taxpayers equal to 50% of the total amount of their contribution to the KTC. The aggregate amount of tax credits available each year is capped at \$1,000,000.

The third revenue source comes from expanded gaming revenues. Section 33 of the bill amends K.S.A. 74-8734 to provide that 3% of the annual lottery gaming facility revenues is to be paid to the KTC. This amendment is on page 22 of the bill and is an amendment to the terms that must be included in a management contract. This amount would be on top of the 22% already being paid to the state.

The fourth revenue source is the funds already appropriated to the division of travel and tourism development. These funds would be transferred to the KTC upon abolition of the division.

Transferred Powers and Duties

Sections 19 through 23 of the bill transfer all of the powers, duties and functions of the division of travel and tourism development to the KTC. Included in this transfer are all funds and liabilities of the division, all property, records and employees. All rules and regulations of the division would become rules and regulations of the KTC and all references to the division in statute or contract would be to the KTC. Any conflicts that may arise with the disposition of property, personnel or records of the division is to be determined by the governor and her decision is final. The transfer shall be effective January 1, 2009, and on that date the division is abolished.

Section 24 of the bill transfers all remaining money in the state tourism fund to the KTC and abolishes the fund and the council on travel and tourism. Section 25 of the bill transfers all remaining money in the Kansas tourist attraction matching grant development fund to the KTC and abolishes the fund and the state matching grant program established by K.S.A. 74-5089. These sections also take effect on January 1, 2009.

Sections 29, 30 and 31 amend certain laws to change references to the division of travel and tourism development to the KTC. Section 32 amends K.S.A. 74-5005, which provides the powers and duties of the department of commerce. Subsection (k) requiring the secretary to encourage and promote tourism in the state is stricken.

Effective Dates

Sections 1 through 18, 26, 27, 28, 33 and 34 of the bill pertain to the establishment of the KTC and its funding sources. These provisions take effect on publication in the statute book, July 1, 2008. Sections 19 through 25 and 29 through 32 pertain to the transfer of powers, duties, functions and funds to the KTC. These provisions do not take effect until January 1, 2009, after the corporation has been established.

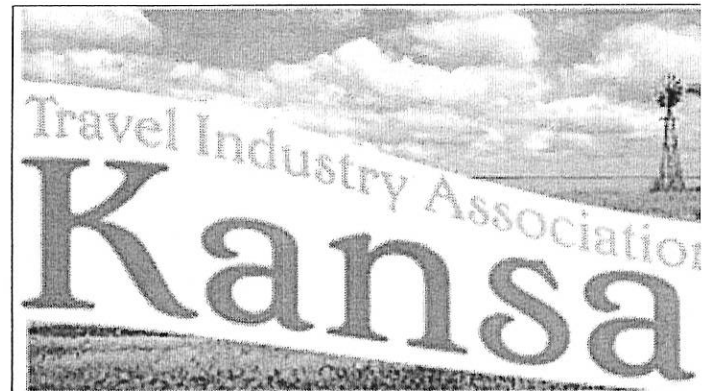
Attachment

Exemptions From Certain Statutes

<u>K.S.A. citation</u>	<u>Exemption</u>
12-1675 through 12-1677	From the conditions and limitations on the investment of public funds.
45-401 through 45-413	From the requirements for the preservation of government records.
75-2925 through 75-2975	From the Kansas Civil Service Act.
75-3701 through 75-37,119	From the provisions relating to administration by the Department of Administration.
75-4362	From the drug screening program for certain state employees administered by the Department of Administration.
75-4701 through 75-4717	From the requirements regarding information systems and communications.
77-501 through 77-550	From the Kansas administrative procedure act.

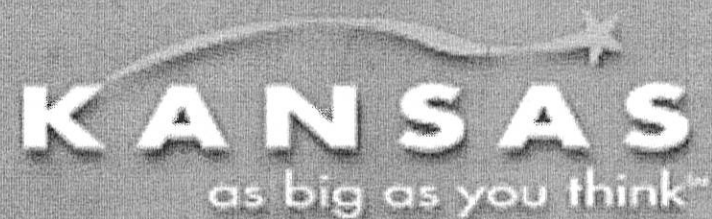
VISIT KANSAS

Taking Tourism
to a Higher Level



Joint Committee on Senate
Commerce and House
Economic Development &
Tourism

January 30, 2008



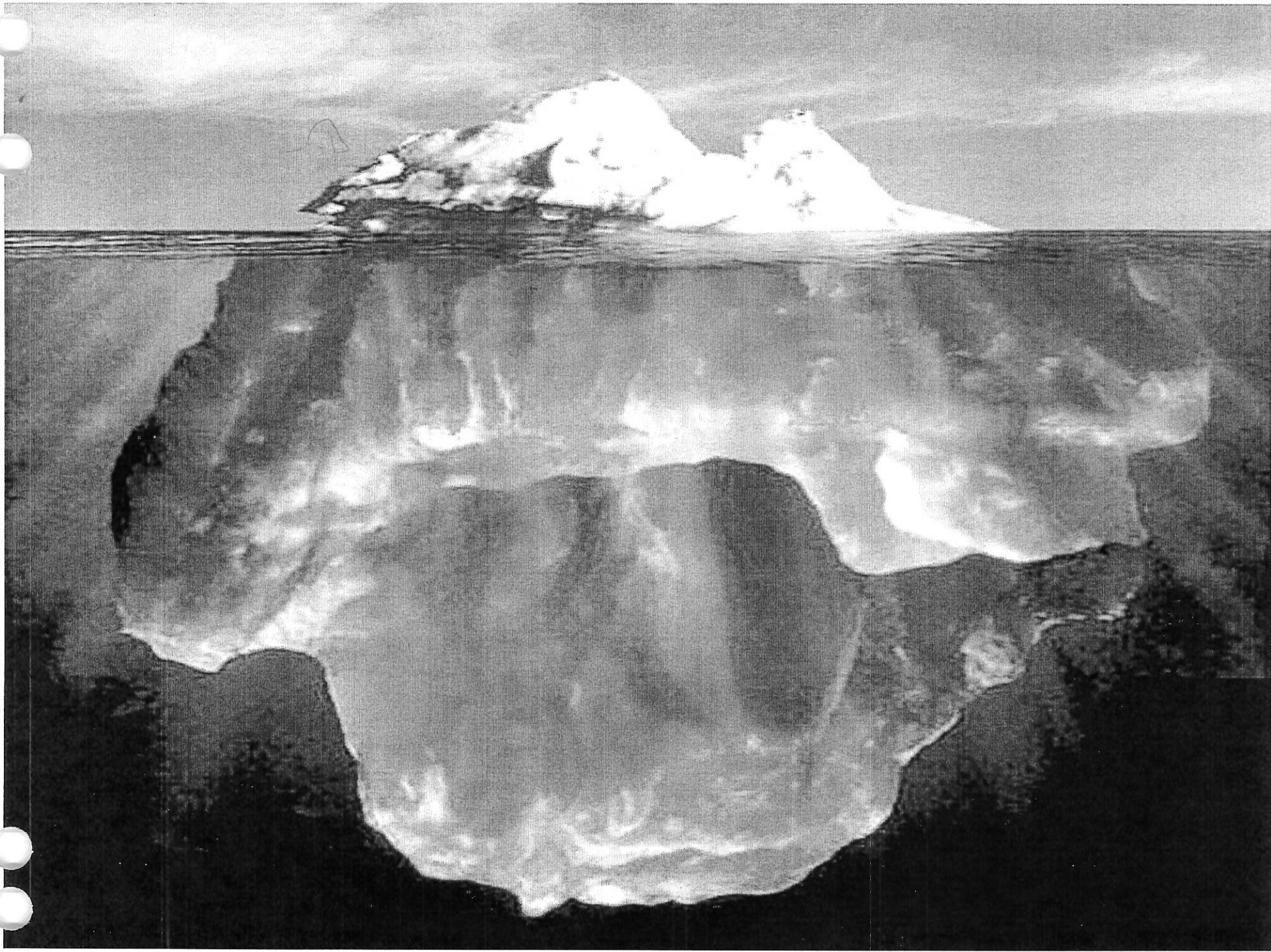
Presentation Overview

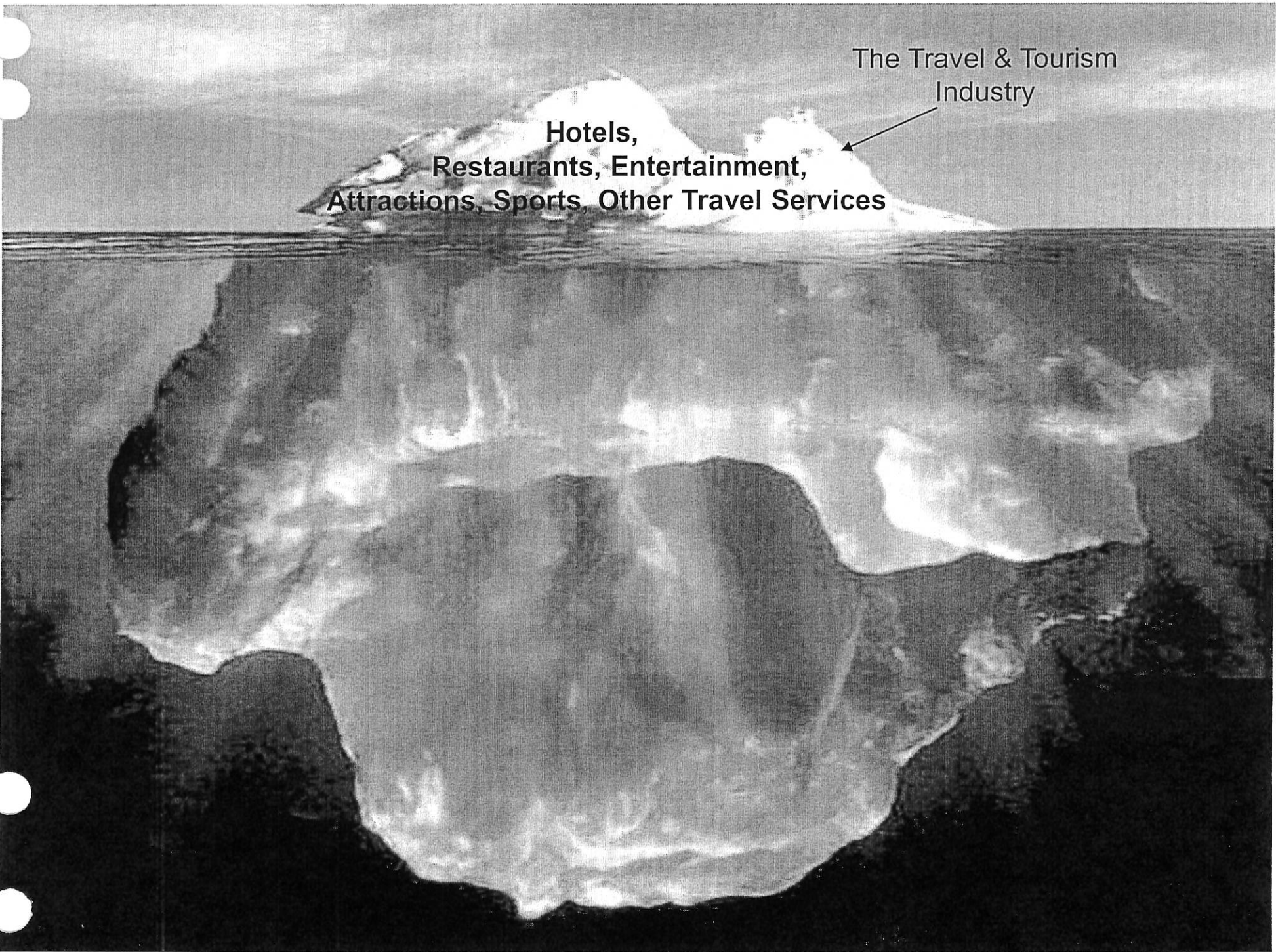
2-2

- I. The Case for Change
- II. What can Kansas Accomplish with more Funding?
- III. What is the Right Organization to Lead these Efforts?

The Case for Change

7-4





The Travel & Tourism Industry

Hotels,
Restaurants, Entertainment,
Attractions, Sports, Other Travel Services





The Travel & Tourism Industry

**Hotels,
Restaurants, Entertainment,
Attractions, Sports, Other Travel Services**

**Printing & Publishing, Utilities, Financial Services
Sanitation Services, Furnishings, Equipment Suppliers,
Security Services, Automobile Manufacturers,
Automobile Repair, Shops, Banking, Insurance,
Real Estate, Ship Building, Glass Products, Iron/Steel,
Concrete, Computers & Technology, Beverage Suppliers,
Grocery Retailers, Grocery Suppliers, Laundry Services,
Oil & Gas Wholesalers, Wholesalers, Mining,
Plastics, Chemicals, Textiles, Uniform
Suppliers, Metal Products, Wood Products,
Oil & Gas Retailers, Construction Services,
Shipping, Receiving, Lighting,
Farming, Ranching,
Etc., Etc.**

The Case for Change

2006-2007 Projected State Tourism Office Budgets (TIA)

Ranking	State	FY 2006-2007 Total Budget
1	Hawaii	\$70,700,000
2	Pennsylvania	\$64,732,000
3	Illinois	\$48,957,900
4	Florida	\$33,066,588
5	Texas	\$29,112,987
6	California	\$28,845,965
7	Colorado	\$22,173,832
8	Arizona	\$20,669,758
9	Virginia	\$20,390,579
10	New York	\$19,270,000
11	Louisiana	\$18,958,639
12	South Carolina	\$18,786,826
13	Tennessee	\$18,219,600
14	Missouri	\$17,767,811
15	Utah	\$16,481,700
16	Kentucky	\$15,830,500
17	Michigan	\$15,629,143
18	Nevada	\$15,040,008
19	Wisconsin	\$14,973,300
20	Arkansas	\$14,805,353
21	North Carolina	\$14,597,000
22	New Mexico	\$13,937,300
23	Maryland	\$13,057,151
24	Alaska	\$12,664,562
25	New Jersey	\$12,110,000

**Total
Average**

Ranking	State	FY 2006-2007 Total Budget
26	Georgia	\$11,482,467
27	Wyoming	\$10,744,264
28	Oklahoma	\$10,592,889
29	Minnesota	\$10,524,584
30	Alabama	\$10,441,580
31	Montana	\$9,525,413
32	South Dakota	\$9,367,472
33	Oregon	\$9,311,960
34	Massachusetts	\$9,100,002
35	Mississippi	\$8,946,188
36	West Virginia	\$7,868,004
37	Maine	\$7,554,190
38	Idaho	\$6,864,438
39	Ohio	\$6,712,845
40	Connecticut	\$6,409,726
41	Nebraska	\$6,268,714
42	New Hampshire	\$5,435,997
43	Vermont	\$4,536,011
44	Kansas	\$4,453,447
45	Indiana	\$4,360,000
46	Washington	\$3,674,931
47	Iowa	\$3,544,443
48	North Dakota	\$2,919,515
49	Delaware	\$2,200,000
50	Rhode Island	\$1,562,629

**\$765,180,211
\$15,303,604**

**Kansas
\$4.5 million**

The Case for Change

2006-2007 Projected State Tourism Office Budgets (TIA)

8-8

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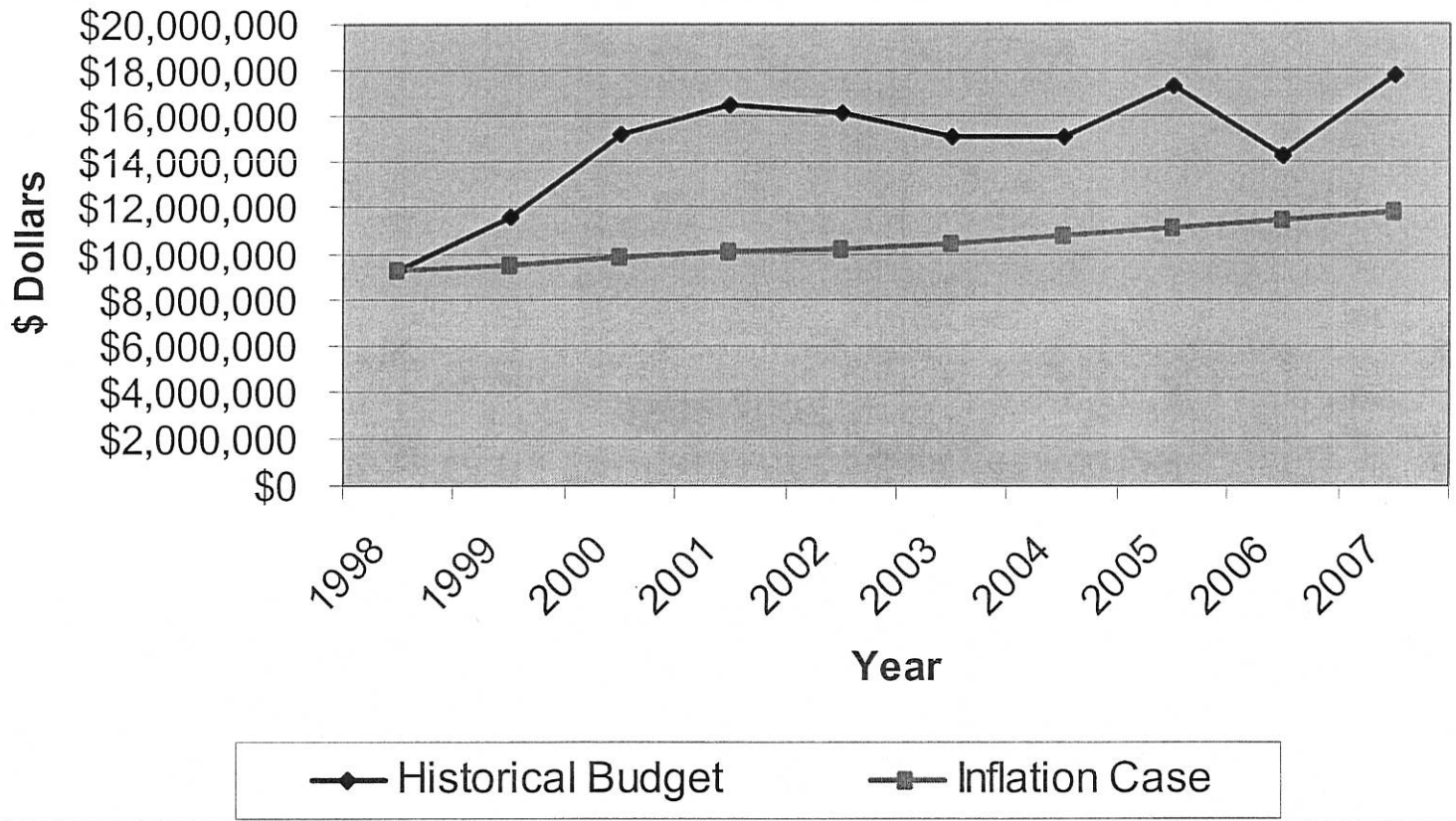
**Total
Average**

**\$765,180,211
\$15,303,604**

***Less than
50% of Other
Heartland States
(\$9.5 million)***

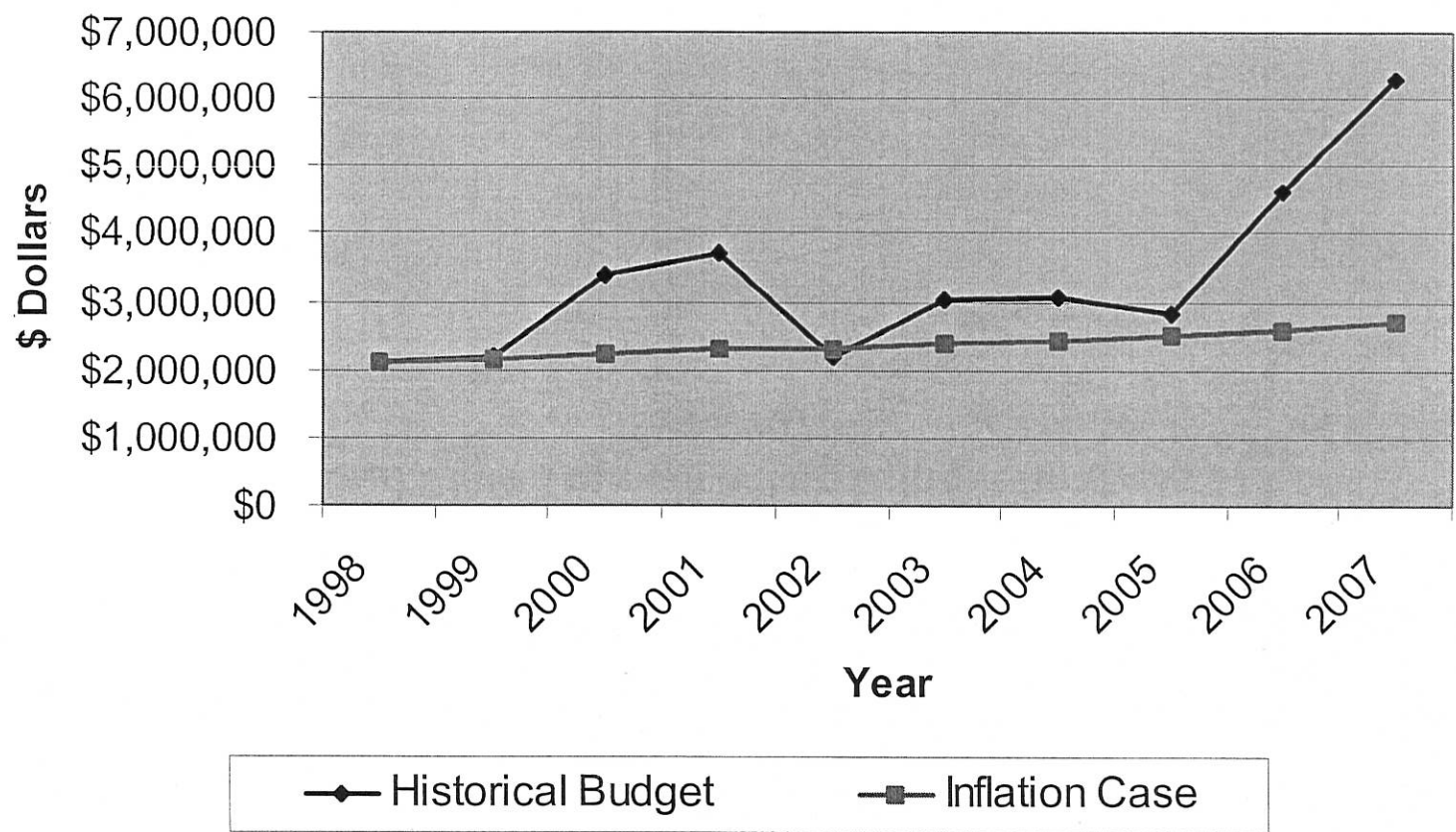
Other Heartland States' Budget Growth Relative to Inflation

Missouri State Tourism Office Budget Analysis 1998-2007

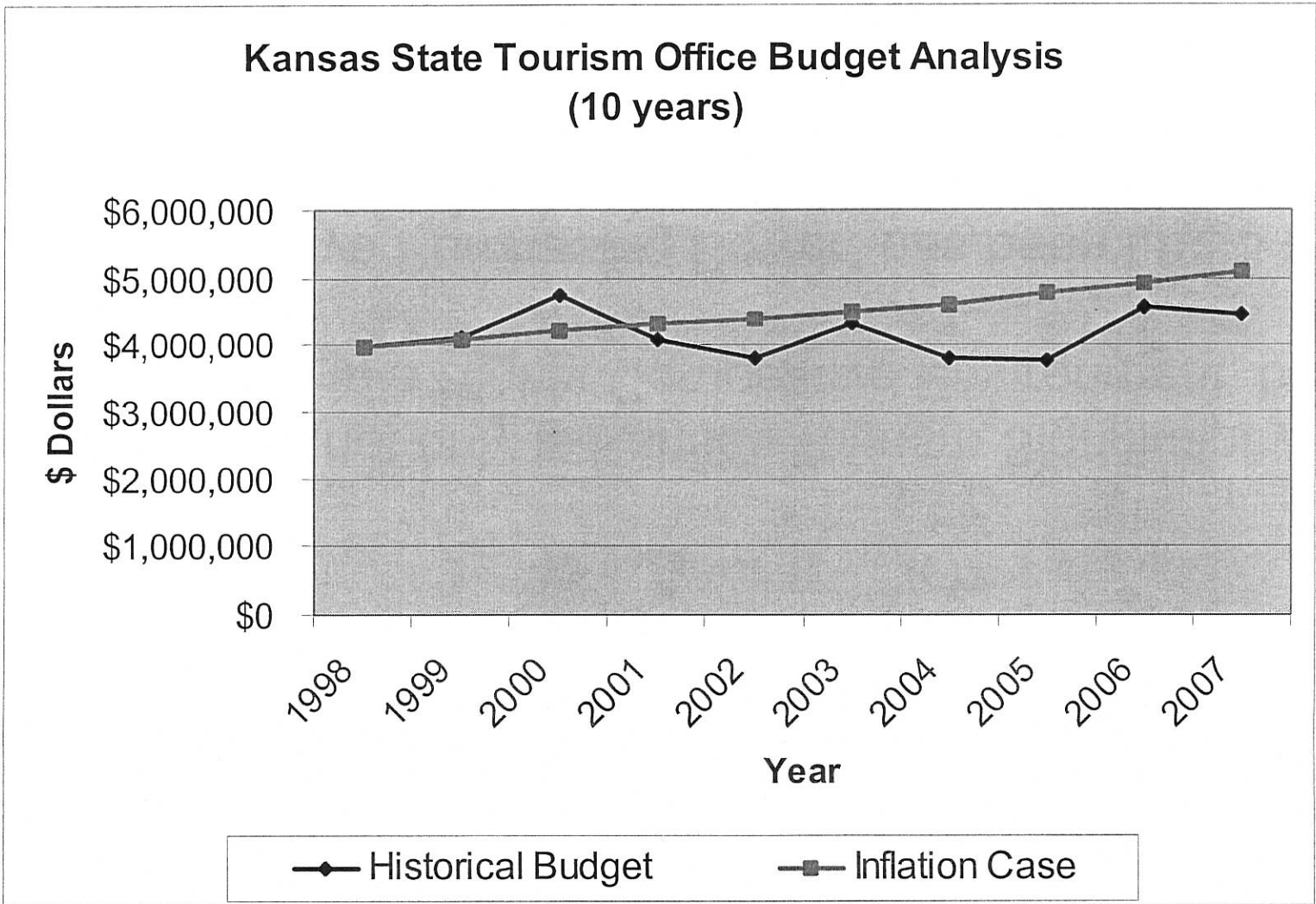


Other Heartland States' Budget Growth Relative to Inflation

Nebraska State Tourism Office Budget Analysis 1998-2007



Kansas Budget Growth Relative to Inflation



Kansas Budget Growth Relative to Inflation

Therefore, not only is Kansas Tourism Significantly Under-Funded in a Highly Competitive Environment, but...

Your "Effective Purchasing Power" has been LESS in 7 of the past 9 years than it was in 1998!

What Initiatives are Other States Funding with More Money?

- Education (industry relations, outreach, conference)
- Research Programs (economic impact, ROI, visitor profiles)
- Regional Initiatives (grants, matching grants)
- Product Development (expanded grant program, attractions, welcome centers, etc.)
- Marketing & Advertising (television, image and brand development, public relations, matching grants, co-op programs, etc.)

2-14

Marketing & Promotion Budget

“Marketing and promotion-related” budget combines allocations for domestic and international advertising (media purchase and production) and sales promotion, cooperative marketing dollars, and website development/maintenance.

47 States Spend More on Marketing & Promotion...

2-1-2

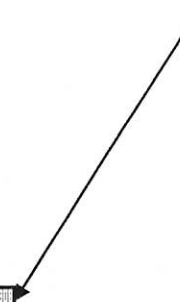
Ranking	State	FY 2006-2007 Total Budget
1	California	\$21,035,719
2	Florida	\$16,916,164
3	Hawaii	\$15,693,998
4	Texas	\$15,158,319
5	Colorado	\$14,688,485
6	Missouri	\$12,967,511
7	Utah	\$12,540,700
8	Arizona	\$11,364,031
9	Michigan	\$10,742,625
10	Illinois	\$10,524,486
11	Pennsylvania	\$9,407,000
12	New York	\$9,125,000
13	New Jersey	\$8,695,482
14	South Carolina	\$8,686,452
15	Arkansas	\$8,659,871
16	Louisiana	\$8,026,433
17	Tennessee	\$7,534,000
18	Alaska	\$7,286,354
19	North Carolina	\$7,178,000
20	Virginia	\$6,711,081
21	Wyoming	\$6,675,594
22	Wisconsin	\$6,467,728
23	South Dakota	\$6,339,000
24	Nevada	\$6,045,644
25	Georgia	\$5,907,629

Total
Average

Ranking	State	FY 2006-2007 Total Budget
26	Maryland	\$4,894,152
27	Minnesota	\$4,810,400
28	Oklahoma	\$4,588,415
29	Massachusetts	\$4,489,641
30	Montana	\$3,942,981
31	Maine	\$3,860,684
32	Oregon	\$3,765,000
33	New Hampshire	\$3,614,550
34	West Virginia	\$3,508,346
35	Ohio	\$3,440,000
36	Alabama	\$3,075,000
37	New Mexico	\$2,924,580
38	Connecticut	\$2,548,000
39	Vermont	\$2,493,616
40	Mississippi	\$2,384,363
41	Idaho	\$2,143,500
42	North Dakota	\$1,637,423
43	Washington	\$1,400,518
44	Kentucky	\$1,353,000
45	Iowa	\$1,221,822
46	Nebraska	\$1,220,000
47	Indiana	\$1,156,063
48	Kansas	\$1,093,949
49	Delaware	\$821,000
50	Rhode Island	\$725,000

\$321,489,309
\$6,429,786

Kansas
\$1.1 million



9/16

47 States Spend More on Marketing & Promotions...

Ranking	State	FY 2006-2007 Total Budget
1	California	\$21,035,719
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49	Delaware	\$821,000
50	Rhode Island	\$725,000

\$321,489,309
\$6,429,786

**21% of Other
Heartland States
(\$5.2 million)**

Potential Funding Opportunity

8/18

Potential Funding Sources Include:

• Existing (public and private)	\$ 4 million
• NAICS*	5 million
• Gaming	4 million
• Tax Credits	<u>2 million</u>
• Total Public & Private Sources	\$15 million

* North American Industry Classification System (NAICS)
has replaced the U.S. Standard Industrial Classification (SIC) system

What can Kansas Accomplish with a
State Tourism Office Budget of
\$15 million?

2006

R.O.I. Studies Seek to Answer State Legislators Questions Regarding Impact of More Ad Dollars...

- Missouri 110:1
- North Dakota 81:1
- Minnesota 65:1
- Iowa 41:1
- Oklahoma 18:1
- Arkansas 17:1

- Average for Heartland States Reporting ROI 55:1
(Each dollar of advertising yields \$55 dollars of visitor spending)

Source: Individual State Travel Offices – Using Various Methods

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(Each dollar of advertising yields \$55 dollars of visitor spending)

Source: Individual State Travel Offices – Using Various Methods

These figures are consistent with estimates for the State of Kansas' Tourism Advertising ROI of \$52

This suggests that \$5 million in effective advertising could result in \$260 million in visitor spending within the State.

Return on Investment

\$260 million in State visitor spending can impact throughout the Kansas Economy:

- Total Economic Value \$200 million
- Total Wages & Salaries \$125 million
- Total State Employment 6,000

- State and Local Taxes \$33 million

(Each \$1.00 of effective advertising can yield \$6.60 in State and Local Taxes)

Note: Figures calculated based findings from the 2006 Global Insight Tourism Satellite Account

Potential Uses of Funds

Focus on Three Key Areas:

- I. Marketing & Promotion
- II. Product Development & Grants
- III. Research & Professional Development

Potential Uses of Funds – Examples

12/2

I. Marketing & Promotion

1. Print / Television / Outdoor
2. Interactive (Website, Newsletters, etc.)
3. Trade Shows
4. Brand / Image Enhancement
5. Public / Media Relations
6. Co-op Advertising
7. Statewide Marketing Matching Grants
8. Regional Marketing Program
9. Regional Representation

Potential Uses of Funds – Examples

II. Product Development & Grants

1. Matching Grant Program (for local government & non-profits)
2. Welcome / Visitor Centers Facilitation
3. Arts & Cultural Heritage Programs
4. Nature-based Development
5. Agri-tourism Development
6. Scenic Byways (w/KDOT)
7. Priority Initiatives
8. Kansas Commemorative Events
9. STARbonds

Potential Uses of Funds – Examples

25.9

III. Research & Professional Development

1. Annual Tourism Conference
2. Educational Institution Collaboration
3. Technical Training / Consulting
4. Customer Service / Hospitality Training
5. Economic Impact Studies
6. ROI Studies
7. Conversion Studies
8. Rural Tourism Workshops
9. Annual Marketing Plan
10. Annual Report
11. Strategic Planning

12-2

Opportunities for More / Better State Agency Interaction

(not intended as an all-inclusive list)

A better funded State Tourism Office
could encourage more collaboration with other State Agencies...

- Kansas Arts Commission
- Kansas Department of Agriculture
- Kansas Department of Transportation
- Kansas Department of Wildlife and Parks
- Kansas Forest Service
- Kansas Inc.
- Kansas State Conservation Commission
- Kansas State Gaming
- Kansas State Historical Society
- Higher Education Institutions

Opportunities for More / Better Interaction w/Other Organizations

(not intended as an all-inclusive list)

...and could encourage more interaction with private organizations, for example:

- Kansas Association of Counties
- Kansas Bankers Association
- Kansas Bed & Breakfast Association
- Kansas Chamber of Commerce Executives
- Kansas Chamber of Commerce & Industry
- Kansas Economic Development Alliance
- Kansas Humanities Council
- Kansas League of Municipalities
- Kansas Museums Association
- Kansas Restaurant and Hospitality Association
- Kansas RV Parks & Campgrounds
- Kansas Sampler Foundation
- Kansas Speedway
- Kansas Sport Hunting Association
- Petroleum Marketers & Convenience Store Association of Kansas
- Travel Industry Association of Kansas
- Other regional & local organizations & coalitions

2-29

Illustrative Budgetary Allocation

Marketing & Promotion	\$6.0 million	40%
Product Development & Grants	5.0 million	33%
Research & Professional Development	1.5 million	10%
Staff / Overhead	<u>2.5 million</u>	<u>17%</u>
Total	\$15.0 million	100%

030

\$6 million takes Kansas' Advertising Budget from 48th to 25th

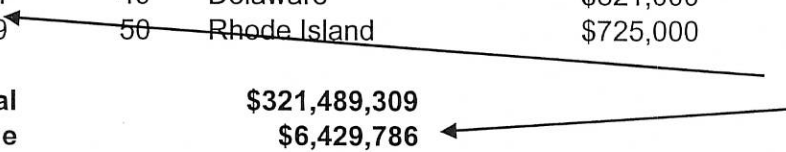
Ranking	State	FY 2006-2007 Total Budget
1	California	\$21,035,719
2	Florida	\$16,916,164
3	Hawaii	\$15,693,998
4	Texas	\$15,158,319
5	Colorado	\$14,688,485
6	Missouri	\$12,967,511
7	Utah	\$12,540,700
8	Arizona	\$11,364,031
9	Michigan	\$10,742,625
10	Illinois	\$10,524,486
11	Pennsylvania	\$9,407,000
12	New York	\$9,125,000
13	New Jersey	\$8,695,482
14	South Carolina	\$8,686,452
15	Arkansas	\$8,659,871
16	Louisiana	\$8,026,433
17	Tennessee	\$7,534,000
18	Alaska	\$7,286,354
19	North Carolina	\$7,178,000
20	Virginia	\$6,711,081
21	Wyoming	\$6,675,594
22	Wisconsin	\$6,467,728
23	South Dakota	\$6,339,000
24	Nevada	\$6,045,644
25	Georgia	\$5,907,629

Ranking	State	FY 2006-2007 Total Budget
26	Maryland	\$4,894,152
27	Minnesota	\$4,810,400
28	Oklahoma	\$4,588,415
29	Massachusetts	\$4,489,641
30	Montana	\$3,942,981
31	Maine	\$3,860,684
32	Oregon	\$3,765,000
33	New Hampshire	\$3,614,550
34	West Virginia	\$3,508,346
35	Ohio	\$3,440,000
36	Alabama	\$3,075,000
37	New Mexico	\$2,924,580
38	Connecticut	\$2,548,000
39	Vermont	\$2,493,616
40	Mississippi	\$2,384,363
41	Idaho	\$2,143,500
42	North Dakota	\$1,637,423
43	Washington	\$1,400,518
44	Kentucky	\$1,353,000
45	Iowa	\$1,221,822
46	Nebraska	\$1,220,000
47	Indiana	\$1,156,063
48	Kansas	\$1,093,949
49	Delaware	\$821,000
50	Rhode Island	\$725,000

Total
Average

\$321,489,309
\$6,429,786

\$6 million



What is the Right Organization
to Lead these Efforts?

The Right Organization

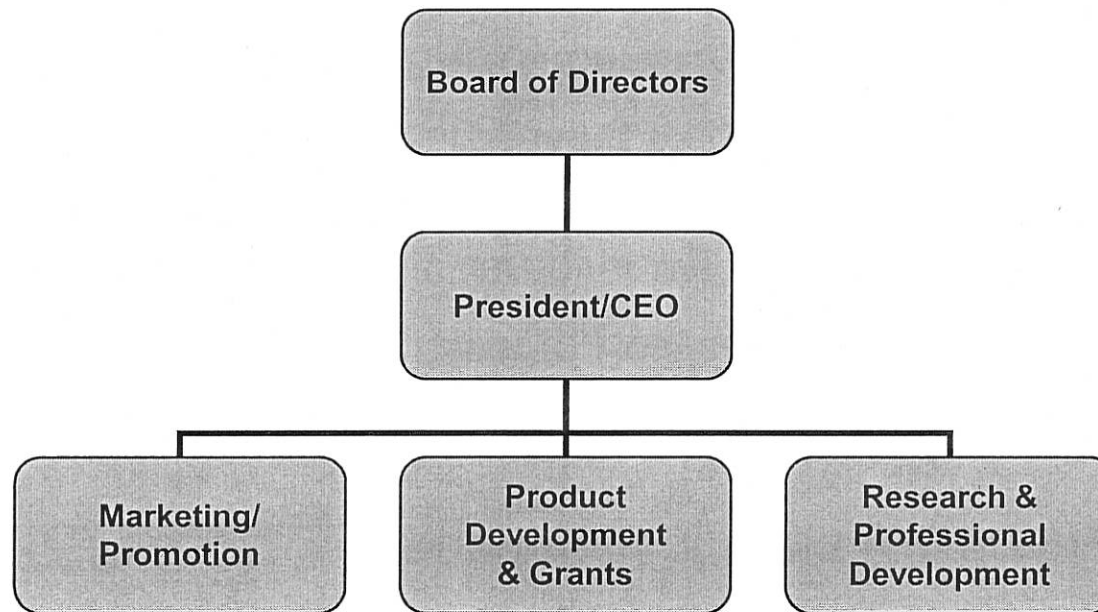
An Organization That Is:

- 1. Professional
- 2. Properly (and Legislatively) Funded
- 3. Not subject to unnecessary political influence
- 4. Accountable

2.3.5

The Right Organization

VISIT KANSAS



VISIT Kansas Organizational Structure

2.34

STATUS QUO: Department of State Government

- Funding is Appropriated
- Structure Most Subject to Political Influences
- Risk of Leadership Turnover with Change in State Administration
- Subject to State Purchasing Regulations
- Subject to State Employment Regulations
- Difficult to be Competitive

VISIT Kansas Organizational Structure

2.3

RECOMMENDED: Quasi-Governmental Public/Private Entity

- Overseen by Board Comprised of Government and Industry Leaders
- Chief Executive Reports to Board
- Management Includes Chief Financial Officer / Chief Operating Officer
- Organized as Quasi-State Government Agency, yet Exempt from Difficult State Regulations (e.g. Purchasing, Personnel)
- Funding is Legislated (NOT Appropriated)
- Some Opportunity for Private Funding
- Insulated From Political Influences
- Subject to State Audits

VISIT Kansas Organizational Structure

2-36

Board of Directors

- Smaller (7-11 members) is Preferable
- Members Represent Primary Stakeholders & Legislature
- Members Can Be Nominated by Tourism Industry
- Appointed by the Governor / Legislature
- Staggered Terms
- Removal of Members Only for Just Cause
- Solely Responsible for Hiring and Firing of Chief Executive
- Responsible for Approving: Marketing Plan, Operating Budget, Chief Executive Compensation
- Submit Plan/Budget for Government Review & Recommendations, but NOT Approval
- Guided by Advisory Council Representing Statewide Tourism

VISIT Kansas Organizational Structure

2.31

Chief Executive Officer

- Tourism Professional (as Defined by Board)
- Ability to Hire and Fire Department Staff Outside State Personnel Regulations
- Cannot Approve Marketing Plan or Budget Unilaterally
- Can Only be Removed by the Board
- Subject to State Audits & Testimony Before Legislature



Travel
Industry
Association of
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**Testimony to the Joint Committee on Senate Commerce and
House Economic Development & Tourism**

**By
Dick Carter, Jr.
Executive Director
Travel Industry Association of Kansas**

Committee Chairs Brownlee, Jordan and Gordon, and members of the Senate Commerce Committee and House Economic Development & Tourism Committee:

My name is Dick Carter, and I serve as the executive director for the Travel Industry Association of Kansas. I am pleased to present to you today the final work product of the Kansas Tourism Initiative taskforce – and the recommendations that will shape the way we approach tourism promotion and development in Kansas into the future.

My comments to you will be brief – the real experts are in the room with us today, and it is important that we hear what a successful passage and implementation of SB 501 means to local communities, the attractions, and the folks that provide the “visitor experience” in this great state.

I will summarize several important points for your consideration:

- These recommendations have been developing in the industry since the creation of a formal tourism division in 1982. Visit Kansas will empower the state and the industry to better work together to take our message to a new audience...an audience willing to explore all our state has to offer if we just invite them.
- It has never been our intent to diminish the great work presently occurring in the division of travel & tourism. Unlike most industries, the relationship between the industry and the state travel office is more like a fraternity. We depend on each other to work together to get the message out – and to better develop our product. Equipped properly, we believe we could accomplish great results and bring more dollars to the Kansas economy.
- Inclusion – this two-year process has involved traveling the state and meeting with industry (and non-industry partners) to develop what you have before you today. This work product represents a unified voice that is a result of folks getting together who have in some cases been on the opposite side of issues - around one table to find a solution for elevating the cause of tourism.

Economic Development & Tourism

Date: 1-30-08

Attachment # 3-1

- Structure – we recommend that the Kansas Tourism Corporation be established to oversee tourism development and promotion.
 - 13 member board
 - Quasi (public/private) agency accountable to the Legislature
 - Flexible, free of bureaucracy, Competitive

Twelve travel directors in twenty-five years does not say much about a consistent “effort and message” to the industry. We have to curtail the revolving door effect, based on ever-changing administrations, for travel directors at the state level. The industry is also concerned that the reorganization of efforts at Commerce further buries the travel & tourism division under a marketing arm – when the intent of the statute was to have the division director report directly to the Secretary (K.S.A 74-5032). That move sends a message to the industry that tourism is now just a “marketing decision.”

Tourism as an independent operation is not a new idea or recommendation. In its report to the Legislature in 2006 and 2007, the Joint Committee on Arts & Cultural Resources recommended that a new “Department of Tourism” be established to focus exclusively on tourism in Kansas. The 2007 report went on to say, “The Committee believes that, currently, the Department of Commerce is an agency with multiple duties and facets and more attention would further tourism in Kansas.”

- Funding Stream – Recommendations for a dedicated mix of funding streams to support tourism efforts are being viewed by experts in other states as, “some of the most innovative and creative funding streams” to be discussed in years. Funding is based on industry performance and is broken down into four categories:
 - Current funding to the division would be retained – approximately \$4.1 M
 - Growth in NAICS revenue collections, establish 2007 as a base year – approximately \$4-5 M
 - Identify a percentage of state gaming revenues – approximately \$4-5 M
 - Tax credit opportunities to allow businesses to invest in the new organization – capped at \$2 M (total receipts)

Recently the press reported a reduction in the division of travel & tourism budget for FY 2009. We understand that reorganization and re-allocations have occurred at the Department of Commerce to support a more robust marketing effort to attract business development as well as tourism promotion.

That is a tough sell to the industry – we’ve heard it for 20 plus years. What’s worse is that when we receive reports on the 50 state tourism budget figures next year, Kansas will rank even lower, based on the FY 2009 recommended amount that is part of the budget recommendations. Other states are investing in their tourism offices at significant levels; Kansas continues to fall further behind.

3-27

Let's look back to the early 1900s for a glimpse of what our ancestors were saying about how we could "operate better" with respect to gaining more of the tourism market.

1905	"...travel east and west has gone directly through [Kansas] and we have profited little by it." [What is needed is a campaign to advertise to the world] "the material, industrial and moral advantage" of Kansas.
1924	Improve road to increase tourism
1927	Advertise the State's natural resources "to the world at large"
1934	Identify key historical sites
1977/78	Talk up Kansas Tourism to Kansans

Source: Robert Smith Bader, Hayseeds, Moralizers & Methodists, 1988. pp 163-173

I think Marci Penner of the Kansas Sampler Foundation says it best in the conclusion of her written comments, which you have in your packet of submitted materials,

"...The new model must be run as a high-tech business fueled by innovation. Skepticism to this plan is not unexpected. Tourism has been misunderstood in regards to our assets, under-appreciated as an economic development tool, and completely overlooked in terms of funding support. The message to the tourism assets in the state and the rest of the world is that we, as a state, haven't believed in ourselves. So, then, why should anyone else? We must all stand up together now and find a way to make this work. This is an economic development that can truly help cities of every size.

KTI is the best option on the table now to develop this new paradigm, to breathe life into the many possibilities that exist. Kansas could wow the nation if we do this right. The time is now."

Today marks the day we change the mindset of how industry professionals, policy makers, and visitors will view tourism in Kansas. Please join us in supporting the successful passage of SB 501.

3.3

Statement to the Joint Committee Hearing
Senate Commerce Committee & House Economic Development
and Tourism Committee

January 30, 2008

By

Robert L. Lancaster

COMMITTEE CHAIRS BROWNLEE, JORDAN AND GORDON AND MEMBERS OF THE SENATE COMMERCE COMMITTEE AND HOUSE ECONOMIC DEVELOPMENT & TOURISM COMMITTEE, MY NAME IS ROBERT LANCASTER AND I AM A RESIDENT OF DODGE CITY, KANSAS. THANK YOU FOR THE OPPORTUNITY TO ADDRESS THE JOINT COMMITTEE THIS AFTERNOON. MY REMARKS WILL BE IN SUPPORT OF THE KANSAS TOURISM INITIATIVE.

IN APRIL 1939 HOLLYWOOD CAME TO DODGE CITY FOR THE WORLD PREMIERE OF THE MOVIE "DODGE CITY" THE FIRST OF SEVERAL BIG BUDGET WESTERNS. WARNER BROTHERS BROUGHT THE STARS OF THE FILM ERROLL FLYNN AND OLIVIA DEHAVILAND PLUS MANY ADDITIONAL CONTRACT ACTORS SUCH AS HUMPHREY BOGART, JOHN GARFIELD AND HOOT GIBSON. RESIDENTS AND VISITORS TO DODGE CITY ATTENDED THIS HISTORIC EVENT.

PREWAR TRAVEL HAD GENERALLY BEEN LIMITED TO THOSE WITH FINANCIAL MEANS. FAMILIES REMAINED CLOSE TO HOME AND "VACATIONS" WERE EVENTS READ ABOUT OR PORTRAYED IN MOVIE THEATERS PRIOR TO THE MAIN FEATURE.

FOLLOWING THE WAR, YOUNG AMERICAN FAMILIES (LATER TO BE CALLED "BABY BOOMERS") BEGAN TOURING THE U.S. DURING "SUMMER VACATION" PERIODS. IT WAS AT THIS TIME THAT DODGE CITY'S BOOTHILL WAS DEVELOPED AS THE FACINATION WITH THE OLD WEST CONTINUED IN THE MOVIES AND ON TELEVISION. THIS WAS ALSO THE TIME OF DISNEYLAND AND THE DESTINATION FAMILY VACATION.

TODAY'S TRAVEL HABITS HAVE CHANGED. AS THOSE EARLY "BABY BOOMERS" MATURED AND RETIRED, TRAVEL AND TOURISM IS NO LONGER LIMITED TO THE SUMMER MONTHS. NEW RETIREES AND MANY YOUNGER FAMILIES NOW TRAVEL THROUGHOUT THE YEAR TO DESTINATIONS FOR ENTERTAINMENT, LEARNING AND FOR NEW OR RENEWED EXPERIENCES.

DODGE CITY AND SOUTHWEST KANSAS HAVE SEEN THESE REVISIONS IN TRAVEL HABITS. BABY BOOMERS ARE SEARCHING TO RELIVE THE COWBOY EXPERIENCE DURING THE TIME OF GUNSMOKE AND SEEK OUT WESTERN HERITAGE SIGHTS.

SET ON US HIGHWAY 50, THE LONGEST HIGHWAY IN AMERICA, DODGE CITY RESIDENTS SEE DAILY THE STREAM OF MOTOR HOMES, TRAVEL TRAILERS, MOTORCYLES AND AUTOMOBILES DRIVING ALONG WYATT EARP BOULEVARD. UNFORTUNATELY MANY ARE JUST PASSING THROUGH ON THEIR WAY TO OTHER TRAVEL DESTINATIONS.

COMMUNITIES SUCH AS DODGE CITY NEED A STRONG PARTNER TO ASSIST COMMUNITY LEADERS AND LOCAL CONVENTION AND TOURISM BUREAUS TO MEET THE NEEDS OF TODAY'S VISITOR. I BELIEVE THE KANSAS TOURISM INITIATIVE WILL BE BETTER EQUIPED TO ASSIST COMMUNITIES THAN THE EXISTING DEPARTMENT OF COMMERCE MODEL.

KANSAS RANKS 48TH OF THE 50 STATES IN TOURISM SUPPORT FUNDING. THE SURROUNDING STATES GREATLY EXCEED KANSAS IN THEIR COMMITMENT TO TOURISM. HIGHWAY 50 AND I 70 SHOULD BE AVENUES TO KANSAS AND NOT THROUGH KANSAS.

THE KANSAS TOURISM INITIATIVE AND ITS PROPOSED "VISIT KANSAS" PROGRAM WILL ACTIVELY PROMOTE TOURISM IN THE STATE. THE PROPOSED EFFORTS TO PROVIDE RESEARCH AND EDUCATION TO LOCAL COMMUNITIES CAN ASSIST IN MEETING THE CHANGING WANTS AND NEEDS OF VISITORS TO THE STATE.

THE RETURN ON INVESTMENT ASSOCIATED WITH INCREASED TOURISM FUNDING WILL FURTHER ENHANCE THE ABILITY OF SMALL COMMUNITIES TO GROW AND ATTRACT RESIDENTS.

AGAIN, I REQUEST THAT YOU SUPPORT THE KANSAS TOURISM INITIATIVE. THANK YOU FOR THIS OPPORTUNITY TO ADDRESS THE JOINT COMMITTEE.



Testimony

Unified Government Public Relations
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Kansas City, Kansas 66101

Mike Taylor, Public Relations Director
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Kansas Tourism Initiative

Delivered January 30, 2008

Senate Commerce Committee and House Economic Development and Tourism Committee

The Unified Government supports the Kansas Tourism Initiative and urges the State of Kansas to enact a comprehensive tourism plan and increase funding of tourism promotion and marketing.

Wyandotte County and Kansas City, Kansas offer destination attractions which draw millions of visitors a year to Kansas. People from across Kansas and other parts of the United States are vacationing in Wyandotte County. That's something that just a short time ago would have been unthinkable. More than 10-million people a year visit the Kansas Speedway, The Great Wolf Lodge, Chateau Avalon, The Legends at Village West and soon, the \$750-million Schlitterbahn Vacation Village.

Wyandotte County is of course continuing to support and promote our traditional manufacturing businesses, but tourism represents a new economy in Wyandotte County. Because of great partnerships with the Legislature and innovative economic tools like STAR Bonds, Wyandotte County is doing it's part to make Kansas the hottest tourist destination in the Midwest.

There is a direct economic benefit to having all of those visitors. Village West and The Legends Shopping Center generated more than \$13-million in property taxes in 2007. Before the development, that land produced only about \$200,000 in annual property taxes. The nearly 100 businesses open at Village West employ almost 6,000 people. Those are almost all new jobs which did not exist before and are contributing to a significant reduction in the unemployment rate, from 11.1% in 2003 to 7.4% in 2007.

The tourism industry created by the Kansas Speedway and Village West has generated more than just new tax revenues. The population of Wyandotte County has stabilized, new single family housing permits have increased by nearly 250 percent, retail sales have increased by 56 percent and assessed valuation for the county has exceeded \$1.1-billion. Wyandotte County is now the fifth most active new housing market in the Kansas City metro, issuing more new housing permits than Shawnee, Gardner and Lenexa and only about 20 fewer than Overland Park. That is all because of tourism and its economic spin-offs.

One of the interesting things to develop from the booming tourism business in Wyandotte County is a unique cross-state partnership formed with Dodge City. I've attached an article about it which appeared in the Kansas Government Journal. The partnership resulted in a delegation from Kansas City heading to the famous Dodge City Days, and a Dodge City contingent traveled to Kansas City for Dodge City Days at Village West. It is a partnership which is benefiting both communities and promises to grow into something even bigger.

Spending more money on marketing and promoting Kansas as a great place to visit and vacation is an investment which will pay back the State of Kansas and its citizens many times over.

Economic Development & Tourism

Date: 1-30-08

Attachment # 5-1



In an effort to promote a cross-state tourism partnership, community leaders from Kansas City traveled to Dodge City to attend Dodge City Days, which features, among other things, a world-class rodeo. (Photos provided by Dodge City Roundup Rodeo Inc.)

EAST MEETS WEST



*The Wild West
a C*

**DODGE
CITY**



BY WILDE

In Kansas, the divide between east and west sometimes seems too wide to cross. Bustling urban areas crowded with people and six-lane interstates lined with shops, restaurants, and tourist attractions make up the east. Sprawling grasslands scattered with cattle and acres of fields filled with crops cover the west. The lifestyles, the economies, the interests, and attitudes all seem far too different for easterners and westerners to find much common ground.

Despite seeming to be worlds apart, a group of civic, business, and tourism officials from Dodge City and Kansas City, Kansas are forging a partnership which promises to benefit both cities and promote Kansas tourism.

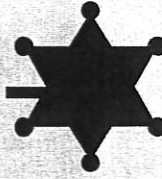
The idea was born at a meeting of the Kansas City, Kansas/Wyandotte County Convention and Visitors Bureau (CVB). Wyandotte County is often asked about its new found status as a major tourism destination. Members of the CVB board suggested reaching out to another Kansas community to promote a tourism event. The idea of recreating the popular Dodge City Days in the Village West tourism area near the Kansas Speedway won out. CVB Board Member Randy Smiley, the general manager of

Cabela's, the World's Foremost Outfitters, called Dodge City to say howdy. The Wild West and Village West became partners.

A posse of merchants, community leaders, and tourism officials visited Kansas City in April. They spent a couple of days touring Village West. The area includes Nebraska Furniture Mart, Cabela's, Great Wolf Lodge, The Legends Shopping Center, including T-Rex Café, Dave and Busters, and dozens of shops and restaurants. The Kansas Speedway NASCAR track is just next door. The visit helped further the idea of a cross-Kansas partnership. A few months later, a group from Kansas City headed west.

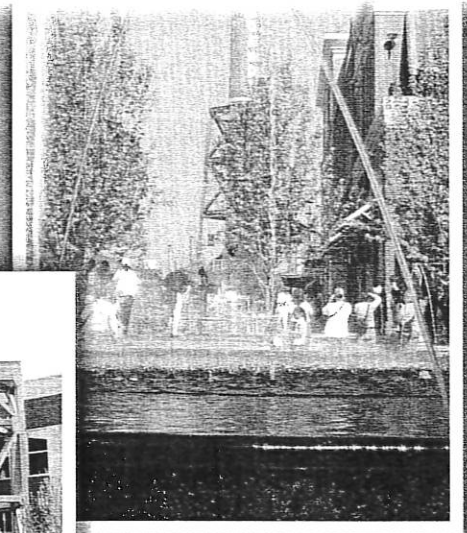
Much like the early pioneers who forged across the Kansas prairie, we loaded up soon after sunrise and hit the trail. Of course, our trail was a smooth interstate highway and not a pair of wagon wheel ruts. And we made it in hours, not weeks. Our posse of urban cowboys strolled into town for the magnificent Dodge City Days, a wild west festival that features, among other things, a world-class rodeo. During our visit to the world-famous Boot Hill Museum, we drank a Sarsaparilla at the Long Branch Saloon, chowed down from a chuck wagon, and watched gunfighters play out a western

KANSAS
CITY



KANSAS WEST

*West and Village West Connect for
Cross-State Tourism Partnership*



TAYLOR

The Legends Shopping Center, which is part of the Village West development, has become the state's number-one tourist destination. (Photos provided by the Unified Government of Wyandotte County/Kansas City, Kansas)



melodrama right in the streets. We saw firsthand why the quick draw was a major tourist draw. Wonderful art exhibits, a tour of the beautifully refurbished downtown rail depot, now home to a popular dinner theater company, and a visit to the local racetrack were also on the itinerary.

The number of connections between KCK and Dodge City was striking. While KCK has Kansas Speedway, it also has a smaller oval track for sprint cars. Many of the same drivers who race in KCK at Lakeside Speedway race on the circuit in Dodge City. Dodge City has Amtrak passenger train service; so does Kansas City. Many of these similarities and connections were talked about during discussions at a breakfast meeting the last day of the trip. From setting up group-tour train excursions between Kansas City and Dodge City, to common interests in some legislative issues, the ideas for partnerships poured out in conversation as quickly as the coffee into the white china cups.

Village West will stage a Dodge City Days event in Kansas City on April 21, 2007. Plans are still being drawn up, but there's talk of stagecoaches, gunfighters, and maybe even a taste of a rodeo in

the urban setting of the state's number-one tourist destination. The event will also give Dodge City a chance to promote the authentic Dodge City Days and rodeo held in August. The idea is for Dodge City folks to visit KCK and sell Kansas City residents on heading west and getting the heck into Dodge. Already the two Convention and Visitors Bureaus are cross promoting at trade shows and talking up the partnership in interviews with travel writers.

Neither city is sure where this bold experiment in partnerships and tourism will lead. But, like the wild west settlers of yesteryear, we're willing to drive ahead and blaze a trail which will benefit Dodge City, Kansas City, and the entire State of Kansas.

Mike Taylor is the Public Relations Director for the Unified Government of Wyandotte County/Kansas City, Kansas. He can be reached at mtaylor@wycokck.org or (913) 573-5565.



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REMARKS

To a joint meeting of the
Kansas Senate Commerce Committee
and the
Kansas House Economic Development & Tourism Committee

January 30, 2008

Good afternoon, ladies and gentlemen.

Thank you for this chance to speak briefly to you today. It is a pleasure to be here as you discuss a critically important investment opportunity for our state.

In 1982, I had the pleasure along with other members of Kansas's public and private sectors, to start the Travel Industry Association of Kansas. TIAK, which just celebrated its Silver Anniversary this past fall, was founded to accomplish a number of important goals:

1. To provide for a stronger and more unified private sector tourism industry which would work together on behalf of the State of Kansas.
2. To promote a better understanding of the positive economic impact of the visitor industry in our state.
3. To support and encourage a stronger comprehensive effort by the state's Travel and Tourism Division to assist individual communities, attractions and facilities.

It was an exciting time. Communities across the state were forming Convention and Visitors Bureaus, major convention hotels were being built, and the public was becoming aware of the great potential that visitor industry development had for them and the communities that

Economic Development & Tourism

Date: 1-30-08

Attachment # 6-1

they represented. Perhaps the greatest early accomplishments of the organization were in building a collaborative private sector industry that began to share best practices, common marketing strategies, and came to realize that we could accomplish much more by working and growing together.

It became and is still clear to everyone in this 5.5 Billion Dollar Kansas Industry that success and growth will only occur when the individual efforts of our communities and their visitor industry resources are combined with a well-coordinated, well-funded effort on a state-wide level.

Public and private sectors must work together if we are to increase the economic benefits that can come to our communities, their businesses and taxpayers.

The Visit Kansas / Kansas Tourism Initiative that you are considering is a visionary plan that focuses on strengthening the industry, promoting and marketing it at a more appropriate level, and increasing the industry's Return On Investment in the form of employment, business revenue, and local and state tax revenue.

Make no mistake about it; the Kansas Visitor Industry is big in Kansas. It touches communities and businesses large and small in every corner of our state, and it IS Economic Development.

I have often said that it is the cleanest industry a community can have. We bring people to town, show them a good time, take their money, and then they go home! That's clean industry.

It is a sad fact that we continue to linger at the bottom in terms of public state dollars invested in promotion, marketing, and advertising efforts, when we have some outstanding communities and attractions to offer to out-of-state visitors. In a highly competitive industry, Kansas can not afford to invest less and less while expecting more and more.

For many reasons, the Visit Kansas/Kansas Tourism Initiative has come at the perfect time. While state resources are always tight and demands on state spending are always increasing, the investment

opportunities for increased promotion of the visitor industry can return rich rewards to the state and her people:

1. The State of Kansas is ready to be promoted. Over the past twenty-five years communities have strengthened their visitor resources, local attractions and promotional efforts. They are ready to join the state in its efforts to promote Kansas the way it should be promoted to potential visitors. The vast majority of these attractions and facilities are small businesses who need cooperative assistance from the state.
2. The spectacular developments in Wyandotte County, including the Kansas Speedway, Village West, The Legends, and the coming Schlitterbahn facility, are creating a national destination for both U.S. and international visitors.
3. The new Freedom's Frontier National Heritage Area will encompass a large portion of our state in a nationally recognized program that has the potential to bring increased numbers of tourists, scholars, historians, and other visitors to learn about our history and our resources.
4. The State of Kansas is inviting private developers to invest in excess of one billion dollars in four casinos that will be located in four strategic areas of the state. The casinos and the private developments that will spring up around them will be world-class, and have the potential to be "magnet" facilities that will attract and retain out of state visitors who can be encouraged to take advantage of other visitor attractions. The State of Kansas has a major stake in the success of these new facilities.
5. The Visitor Industry covers every corner of the state and brings benefits to small communities more than any other Kansas industry with the possible exception of agriculture. Attractions, facilities and events that can be marketed to visitors can also be enjoyed by local residents. In many cases, the attraction of out-of-area visitors and the dollars that they bring with them can make a substantial difference

to the bottom lines of small businesses' nonprofit organizations and community events.

I hope you will give serious consideration to this proposal for an expanded, realistically funded development and promotion program for our state's visitor industry. The return on your investment will be exceptional and those returns will be spread across the length and breadth of the state in a way that few other economic development programs can match.

Thank you very much for your interest and your consideration of this very important initiative.

Respectfully,

John A. Myers
Myers Consulting Services
Topeka, Kansas

Statement to the Joint Committee on Senate Commerce and House Economic
Development & Tourism

January 30, 2008

Stephen Koranda

Please reflect on an iceberg. We're all familiar with icebergs – that large mass of ice floating in the ocean. When viewing an iceberg, one sees the tip above the water. Often one can mistakenly forget about the much larger mass of ice below the water.

If you recall the PowerPoint presentation from the Kansas Tourism Initiative representatives, we used the iceberg to represent travel and tourism. Above the water are the hotels, the museums, the restaurants and the entertainment venues – the tourism industry. The large mass of the "tourism iceberg" below the water and out of our minds as related to travel and tourism includes hairdressers, dentists, teachers and those many more that make up the tourism economy.

The tourism economy is the support for the tourism industry. Hairdressers and dentists... seriously, what sort of impression would Kansans make to visitors if our hair was un-kept and we flashed dirty, rotten teeth? And the skills to operate a hotel, manage a museum or prepare meals, they don't come through osmosis – they are developed through teachers.

Stretch? Perhaps but how is a hotel or restaurant or museum built? Business professionals research the market for a new, say, hotel. Financial advisors advise as to the viability of the project. Bankers analyze and provide a loan. Architects and engineers design the building. Concrete is poured. Steel manufactured. Wood cut. Both erected by construction companies. A parking lot paved. Roofers, plumbers, electricians, painters, glass manufacturers, masons, heating and air conditioning, lighting, computers, landscaping, security. Interior designers are fixing up the place with art and flowers. We have to furnish the place – beds, plumbing fixtures, tables, chairs, lamps, sheets, towels, and of course those little bars of soap. Utility companies are feeding electricity, gas, and water to the property. Market the property and you would need graphic designers, webmasters, printers, publishers, and media. Insurance agents insure the property. Banks deposit the funds. And of course attorneys have been involved all along the way.

Is there an industry that has not been touched by the construction and operation of a hotel? Is there an industry that is not touched by the construction and operation of a restaurant or museum?

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Back to those hairdressers and dentists... clothing for the employees, cars so they can get to and from their job, daycare providers, groceries so they can be energized to do their job. Beds to sleep in. Appliances, furniture, TV... and that's all in a house. We just utilized another construction company! Health care providers, insurance, financial advisors, paychecks deposited into banks...

The proposal by the Kansas Tourism Initiative is not a proposal to assist merely the hotels and the restaurants and the museums. The proposal is to grow the tourism economy! The proposal is to grow the Kansas economy!

PriceWaterhouse estimates the proposed initiative would have a return of \$260 million dollars to the Kansas economy. That's not \$260 million to hotels alone or \$260 million dollars to museums. It is \$260 million to the construction companies, plumbers, furniture stores, florists, banks, printers, dentists and hairdressers. It's \$260 million for the state of Kansas.

Thank you in advance for your support of Visit Kansas! And thank you for your time, service and leadership in Topeka.

Stephen Koranda
Stephen Koranda & Associates
409 North Locust
Gardner, KS 66030
913-575-4538



STRECKER
NELSON
GALLERY

Fine Art
Conservation Framing

Testimony to the Joint Committee on Senate Commerce and House Economic
Development and Tourism

January 30, 2008

Barbara Nelson

Committee Chairs: Brownlee, Jordan & Gordon, and members of the Senate
Commerce Committee and House Economic Development and Tourism
Committee, Hello.

I am Barbara Nelson, chairperson of the Manhattan Convention and Visitors
Bureau Steering Committee, and co-owner of the Strecker-Nelson Art Gallery
in Manhattan.

I come to talk to you about what I see is the potential for the Kansas Tourism
Initiative, which is an opportunity for the Kansas tourism industry to
promote Kansas in an integrated manner, to potential tourists – whether
passing through, Kansans traveling in their own home state, or coming to
Kansas as a destination.

For me, the words are local and authentic. This is an investment we must
make for the future of Kansas.

Kansas tourism is the exploration of the authentic Kansas, that which is
unique and local, and which flourishes in spite of national flags shouting
their brand. But how is the tourist – the person traveling for pleasure or
culture – able to find that which is the authentic Kansas in the current
landscape?

What Kansas has to offer is a hidden treasure – not only the geography but
the history and the towns which dot the landscape, towns which can offer the
flavor of Kansas if there was a more integrated tourism opportunity which
would enable travelers to find that local and authentic experience.

It is my hope that the KTI will be able to promote the experience of Belleville
or Logan or Oberlin or Overland Park in a cooperative way that incorporates
the current Division of Travel & Tourism and expands the possibilities for all
of us, making the outreach even greater.

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Date: 1-30-08

Attachment # 8-1



Fine Art
Conservation Framing

My business represents and promotes Kansas artists; one cannot get much more local or authentic than that. There are many other attractions and opportunities in Kansas which also promote the local and the authentic and there isn't a coalition to help with their promotion.

The KTI or VISIT KANSAS will be able to integrate these opportunities so that all of the state will benefit. It is not an expense; it is an investment in not only the tourism opportunities, but on a wider range, the economic development of Kansas.

Thank you.

8-2



Testimony to the Joint Committee on
Senate Commerce and House Economic Development and Tourism Committee
January 30, 2008

By Suzan Barnes, CTC

Committee Chairs Brownlee, Jordan and Gordon, and members of the Senate Commerce Committee and House Economic Development and Tourism Committee, my name is Suzan Barnes. I am the owner of The Grand Central Hotel in Cottonwood Falls in Chase County – the heart of the Flint Hills of our great state. I have been in the travel and hospitality business for 39 years, first as a travel agent concentrating on “outbound” travel and now as a hotel owner relying on “inbound” travel. In 1995, when I opened the hotel, I knew that tourism would flourish in the Flint Hills ... that our beautiful tallgrass prairie would become a destination for travelers from all over the world. We are now realizing this and have the ability to tap into the largest industry in the United States – travel and tourism. But not just any tourism. It must relate to the unique features of the land, the history and the people of the area. This tourism is called eco-tourism, agri-tourism, experiential tourism and nature tourism. It’s the fastest growing segment of the travel industry, fueled by people who have had their fill of artificial attractions and are seeking to experience something real. For many, Kansas is the answer. We are directly or indirectly involved in people fulfilling dreams, whether it’s a dream of riding a horse across the Flint Hills or of getting off the beaten path and watching our glorious sunsets. Through tourism, we fulfill these dreams. Some of these people are tourists and some are adventurous travelers. Regardless, they seek the uniqueness of Kansas.

As Past Board Chair of Symphony in the Flint Hills, we have successfully brought symphonic music to the Flint Hills for all Kansans to enjoy. This is one way that we are beginning to make a difference in the economies of small rural communities in Kansas. However, it’s time to recognize the ability of this state to become a world-class destination. It is critical that we recognize the importance of our state’s scenic beauty to the economic well being of our communities through tourism opportunities. We tourism experts intend to make a difference. We can assure you that, with your help, we will succeed.

Please support the Kansas Tourism Initiative. Please help us move Kansas forward – the right way.

Respectfully submitted,
Suzan Barnes, CTC



Northwest Kansas Travel Council, Inc.
317 N. Pomeroy
P.O. Box 248
Hill City, KS 67642
www.northwestkansas.org

Testimony to the

Joint Committee on Senate Commerce and House Economic Development & Tourism
January 30, 2008

Given By
Donna Price, Immediate Past President, NWKTC

Committee Chairs Brownlee, Jordan, and Gordon, and members of the Senate Commerce Committee and House Economic Development & Tourism Committee:

My name is Donna Price, and I am Director of the Sherman County Convention & Visitor's Bureau located in Goodland, Kansas. I am also immediate Past President of the Northwest Kansas Travel Council (NWKTC), an organization of 18 counties in Northwest Kansas stretching from U.S. Highway 281 on the east to the Colorado border on the west, and from Interstate 70 on the south, to the Nebraska border on the north.

With a membership of over 50, the Travel Council has representatives from CVB's, Chambers of Commerce, Economic Development, highway organizations, attractions, and private business. Even though the majority of our membership is from NW Kansas, we also have members from as far away as Salina, Wichita, and Ulysses.

While our mission statement reads, "Committed to the Promotion and Development of Travel in Northwest Kansas," our vision for promoting tourism goes well beyond just the northwest part of the state. It is our belief that the state of Kansas has just scratched the surface on what it can accomplish by increasing promotion of the many things that Kansas has to offer. Our goal is the same as that of Visit Kansas and the Kansas Tourism Initiative, and that is to "Take Tourism to a Higher Level."

Too long in Kansas we have taken a backseat to those in our state and our communities who cannot make the connection between "tourism" and "Kansas." This, despite the fact that year 2006 estimates show that visitors to Kansas injected \$7.3 billion dollars in direct and indirect spending into the state's economy and generated \$1.7 billion in federal, state, and local taxes.

And all of this income, despite having one of the smallest tourism promotion budgets in the United States. The state of Kansas deserves better, and the Kansas Tourism Initiative is a step in the right direction.

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Attachment # 10-1

I know that to some the KTI is just going to appear as another effort by the tourism industry to get more money allocated to their cause. But it is very important that you understand that the KTI is not a half-baked plan to try to bilk more money out of the state coffers.

- **It is Broad-based.** The KTI has come together as the result of the efforts of people from all over the state of Kansas and from all sectors of the economy and government.
- **It is Long-term.** The KTI is not a short-term solution and is not simply a slogan or new ad campaign. It is a long-term visionary plan that will take the state's tourism to another level.
- **It is Performance-based.** More than 2/3rds of the funding is based on performance. The budget will grow as the tourism industry continues to earn additional revenue.

To put it quite simply, We did it right! The KTI is not "The Land of Ah's," "Simply Wonderful," "Ah, Kansas," or even "As Big as You Think." It is a strategic plan for the future—the future of tourism in Kansas.

As for the Northwest Kansas Travel Council, we have always taken the "pull em' up by the boot straps" kind of attitude and have not waited on the state to get their act together regarding tourism promotion. We know what we have to offer, and we set out each year to not only promote our assets, but also to build on them.

Each year the Travel Council works sport and travel shows in Kansas City, Denver, and Wichita. We are one of the few in Kansas who make that yearly effort. And while we have every intention of continuing our efforts, we need the help of the state, and we need the help of a unified Kansas voice. The KTI is that voice and Visit Kansas would be the organization behind that voice.

The KTI and Visit Kansas would greatly enhance our efforts to promote not only NW Kansas, but the whole state. We all know that we have a lot to offer, but it is now time that we let everyone else know that. It will take a concerted effort, but the KTI is the first step in that effort.

I speak for all of Northwest Kansas and the Travel Council when I ask for your support of the Kansas Tourism Initiative.

Thank you for your time and consideration of this proposal.



Testimony to the
JOINT COMMITTEE on SENATE COMMERCE and HOUSE ECONOMIC
DEVELOPMENT AND TOURISM

January 30th, 2008

By
Linda Craghead, Executive Director
Flint Hills Tourism Coalition, Inc.

Committee Chairs Brownlee, Jordan and Gordon, and members of the Senate Commerce Committee and House Economic Development & Tourism Committee, my name is Linda Craghead, the Executive Director of the Flint Hills Tourism Coalition. I am speaking today on behalf of the Coalition to the Kansas Tourism Initiative and legislative changes that it is encouraging. The Flint Hills Tourism Coalition is made up of representatives of several organizations & representatives from 22 counties throughout the Flint Hills...From the Nebraska border all the way down south to the Oklahoma border. We consist of a group of people from multiple counties & diverse backgrounds of whom many reside in the areas you represent.

We consist of a group of people from multiple counties & diverse backgrounds who initially got together in the Winter of 2004 to discuss the potential of working together to market ourselves as the Flint Hills Region at the Kansas Sampler Festival. Little did we know that Governor Sebelius had a similar idea...however, her ideas were just a tad bit bigger.... In the Fall of 2004, with full support of the Governor, the Kansas Department of Commerce, Travel and Tourism Division contracted with FERMATA, to provide a strategic assessment of tourism opportunities within the Flint Hills. The recommendations received broad based support early on from the Governor and her administration. As a result, in the Fall of 2005 the Coalition was charged with the responsibility to effectively and responsibly pursue the development of the Flint Hills as a tourism destination.

A tourism destination you say? Hmmm....when I graduated from K-State, I would have said "people who thought this way were crazy". After all, Kansas was a great place to be FROM. However, as a member of Cargill's management team, I had the wonderful opportunity to live in and travel to many places throughout the United States & beyond. Because of this experience, I was enlightened. Not only was Kansas a great place to be from, I realized it's also a great place to live, work, raise a family AND VACATION.

Economic Development & Tourism

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Recently a friend from the amusement park capital of the world, Orlando, brought his family to Kansas for vacation. His friends thought he was crazy. However, I can assure you they've since been enlightened as well...by the time Tom left, his family was begging to come back next year. His kids claimed it was the best family vacation they had ever had.....too bad it's been such a secret.

Why is Kansas such a secret? Why is Kansas' Tourism marketing & promotion budget ranked 48th in the nation? Is it because we don't have the money to promote it, or is it really because we don't consider tourism to be a priority....are we ourselves among those who would look comically at people who tell us they are planning a vacation in Kansas?

The Flint Hills Tourism Coalition knows we have a great opportunity to help our rural communities enhance their economic vitality through tourism. Over the last two years, we've come a long way. We have used the Fermata report as a springboard to set our priorities and pursue our potential. We have accomplished many of its objectives; however, it doesn't benefit a winning team to bask in the glory of winning a couple games, instead, we have to focus on the challenges & opportunities that lie ahead of us. We must dare to dream....to challenge ourselvesWe must dare to change from the "what has been", to the "what could be".....to create a system that encourages us to think regionally, to set aside our selfishness and unify our efforts regardless of our municipality, party affiliation or our individual motives. We must make our choices based on the greater good. Over the last two years, the Coalition has met on a monthly basis to dialogue and collaborate on what that "greater good" should be. The process continues, however. the Coalition firmly believes that we must seriously discuss and consider the alternative ideas presented in the Visit Kansas Legislation. We believe that the successful passage of the Visit Kansas Legislation would enhance our overall ability to achieve our goals....Goals that were identified in the Fermata report. Goals that include significant product development such as our intent to build a Regional Visitor Center in the Flint Hills, to enhance our National Preserve with an interpretive center, and to pursue a National Heritage Area Designation for our Region....We must do our part to improve the economic vitality of our rural communities through our commitment to tourism. Passage of the Visit Kansas Legislation will truly enhance our ability to do this.

Thank your for your time and due consideration in this matter.

Linda Craghead, Executive Director
Flint Hills Tourism Coalition, Inc.
P.O. Box 244
Alma, KS 66401

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Testimony to the
Joint Committee on Senate Commerce and House Economic Development & Tourism
January 30, 2008

By: Gerald L. Cook, President
Overland Park CVB
9001 W. 110th Street
Overland Park, Kansas 66210

Committee Chairs Brownlee, Jordan, Gordon and Vice-Chair Huntington, and members of the Senate Commerce Committee and House Economic Development & Tourism Committee, good afternoon. My name is Jerry Cook, President of the Overland Park Convention & Visitors Bureau.

I am here this afternoon to speak in full support of the **Kansas Tourism Initiative** and the creation of a new statewide tourism organization: **Visit Kansas**. I am in support of this initiative, not only for reasons of advantage to Overland Park, but for reasons of advantage to the entire state of Kansas! The Initiative is a widespread collaboration of industry representatives that has developed a foundation of statewide integration, rather than statewide interdependency. An attitudinal shift of cooperation and alliance is transcending self-serving emotions and positions of isolation. Local, regional and state agencies are beginning to understand and appreciate the economic benefits of operational strategies that are driven by “empowered cooperative efforts”. **Visit Kansas** is embedded with organizational goals that drive such strategies and efforts.

For decades, Kansans have been most proud of their university athletic teams’ rankings in the nation’s top ten. We should be equally embarrassed by the State’s consistent and historical ranking in the bottom five for commitment to the travel and tourism industry.

Economic Development & Tourism

Date: 1-30-08

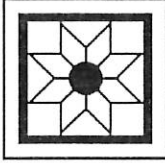
Attachment # 12-1

A state industry, by the way, that ranks in the top five in Kansas in private-sector employment.

I am supportive of **Visit Kansas** for a new focus establishing tourism policy. I believe the Initiative will reduce barriers and more effectively facilitate policy decisions which will enhance economic outcomes.

I applaud **Visit Kansas** for its vision of a new and fresh organizational framework and structure. Travel and tourism strategies should not be buried within a department of state government. Tourism is a non-traditional state business and should not be held captive of state mandates or regulations. Spontaneous creative visioning and responsive behavioral actions need to flow in a timely fashion. The creation of an independent board of directors, including a representation of industry stakeholders, is truly a breath of fresh air.

I support **Visit Kansas** for its commitment to clarify and emphasize operational strategies which will enhance the state's effectiveness in: **Marketing, Product Development and Research/Professional Development**. The success of marketing is directly related to the message, the receiver of the message and the timing of the message. And, does the message accurately describe the product or experience the visitor will encounter? Frequency and sustainability contribute to long-term results. Proper tourism policy, aforementioned, will assist in the creation, production and placement of the marketing message. I believe **Visit Kansas** will provide our best opportunities to invest our resources wisely, rather than continue as a subset within a department of state government. Likewise, product development and research/professional development will receive the attention they deserve within the structure of **Visit Kansas** which will enhance economic outcomes for the entire state!



Kansas Sampler Foundation
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Testimony to the Joint Committee on Senate Commerce and House
Economic Development Tourism
Room 123-S
January 30, 2008
By Marci Penner, Director, Kansas Sampler Foundation

Committee Chairs Brownlee, Jordan and Gordon, and members of the Senate Commerce Committee and House Economic Development and Tourism Committee. My name is Marci Penner, director of the Kansas Sampler Foundation. The mission of the Kansas Sampler Foundation is to preserve and sustain rural culture. The focus of my testimony will be rural Kansas.

I had the great pleasure to visit every one of the 627 incorporated cities in Kansas for the book, *Kansas Guidebook for Explorers*. Because of that research, and my work with small towns since 1990, I feel confident in saying that Kansas might not be at the top of the chart in many tourism nationwide categories but I think we rank at the top in terms of what we can offer an explorer-type audience.

Explorer Tourism is a whole strategy that makes tourism a viable community and economic development tool for the 91% of the cities in the state that have less than a 5,000 population. What is even more important is that Explorer Tourism can work for the 75% of the cities in the state that have less than a 1,500 population. The majority of these cities share common characteristics such as few have paid city managers or administrators, few have paid chamber directors, and if there is an economic development director they likely represent the whole county. In other words, most of these cities are volunteer-led. Another characteristic of these cities is that very few have lodging establishments, thus most tourism programs in these towns do not operate with the luxury of a transient guest tax and struggle to find any funding dollars.

The great news is that despite being small, some of the most unique attractions are found in small towns. Those attractions include local cafes with terrific homemade food, the Garden of Eden in Lucas, Constitution Hall in LeCompton, Big Brutus near West Mineral, St. Mary's Church in St. Benedict, the Chase County Courthouse in Cottonwood Falls, and many, many more places. There is a target audience that absolutely loves these small town exper'

Economic Development & Tourism
Date: 1-30-08
Attachment # 13-1

Explorer Tourism and traditional tourism can be integrated to create a unique and attractive offering to a large and diverse audience. A new statewide tourism model would allow that integration to occur and to thrive. With the current system, the budget, red tape, and policy constraints don't allow the necessary flexibility for a new model to flourish.

I have been serving on the Kansas Tourism Initiative Committee since its inception. I am encouraged how diverse partners are being brought together to develop this plan. It's not only metro and rural representatives that are coming together but a full array of agencies and organizations like the League of Kansas Municipalities, Kansas Bankers Association, Kansas State Historical Society, Kansas Arts Commission, Kansas Humanities Council, and more. The coming together of all these agencies finally makes it possible for tourism to make a tremendous difference in the Kansas economy. KTI has created a synergy among these many groups. A new tourism model could provide a spark that would slice across the many levels of the Kansas economy.

As it is, tourism in Kansas has been doing the best it can despite being handicapped by a budget that is at the lower end of almost every category when compared to other states. The longer we move along with an inadequate budget and other restrictions, the larger the gap grows between possibilities that would make an economic difference and realities. A larger budget with the current state tourism model would be a huge help but to take Kansas tourism to a dynamic level, a new model is essential. A tourism machine is needed that can respond to the many variables that make up Kansas tourism. Wichita, Overland Park, Topeka, Wyandotte County, and other metro areas have some tremendous tourism attractions. Small cities do, too, but are so different in how they can operate. We need a state tourism organization that is flexible enough to respond to the many different needs.

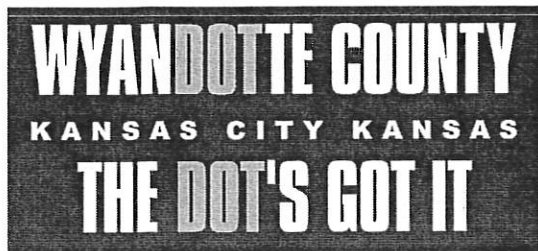
Many small cities are at a tipping point. Will they make it or not? Tourism is one tool that can allow grassroots efforts to take place and flourish enough to make a noticeable economic difference. One desirable attribute of tourism in rural communities is that it doesn't always require a great deal of financial investment. A few dollars can go a long way. Yet, there are many common issues shared by small communities and addressing those would be as valuable as anything. For instance, hands on technical support and even group buying of technical equipment would be a big boost.

In the last couple of decades, most cities in Kansas are undergoing a major transformation in regards to their purpose and their economic strengths. Tourism must be effective as an economic development tool for it to work in Kansas.

What is needed in a new tourism model is a marketing system, a signage program, an attraction development grant program, consulting, partnering, and education that isn't compromised by attending to cities of all sizes. This can be achieved with a program that is flexible, stable, free of red tape, has some dedicated legislative funding, and is responsive. The old politically driven tourism paradigm is no longer effective. The new model must be run as a high-tech business fueled by innovation.

Skepticism to this plan is not unexpected. Tourism has been misunderstood in regards to our assets, under-appreciated as an economic development tool, and completely overlooked in terms of funding support. The message to the tourism assets in the state and the rest of the world is that we, as a state, haven't believed in ourselves. So, then, why should anyone else? We must all stand up together now and find a way to make this work. This is an economic development that can truly help cities of every size.

KTI is the best option on the table now to develop this new paradigm, to breathe life into the many possibilities that exist. Kansas could wow the nation if we do this right. The time is now.



*Kansas City Kansas – Wyandotte County
Convention & Visitors Bureau
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Kansas City, KS 66117
913-321-5800 800-264-1563
www.visitthedot.com*

Statement to the Joint Committee on Senate Commerce and
House Economic Development & Tourism

January 30, 2008

By Bridgette Jobe

During the past two years, a task force of representatives from state agencies and private organizations has been meeting to develop the Kansas Tourism Initiative (KTI). KTI is designed to be a collaborative effort to enhance the Kansas tourism product, strengthening the positioning of Kansas travel and tourism, and will be a significant return on investment to the State of Kansas and its communities. The Kansas City Kansas – Wyandotte County Convention & Visitors Bureau strongly supports KTI.

I believe that this new model is required to take tourism in Kansas to the next level. Currently the Kansas tourism budget is significantly below our neighboring states. Being located next to Missouri, I often partner with the CVB's throughout Missouri, and am amazed at the disadvantage Kansas has in being able to adequately promote ourselves to tourists. Missouri is currently looking to increase their tourism budget by 4 million dollars, which almost equals the entire Kansas tourism budget. In 2005, the Kansas City Travel Information Center operated by Kansas Travel and Tourism was closed due to lack of funding. Currently there is not a Visitor Information Center on the eastern side of our state. For a visitor center to operate on this side of the state, it would have to be operated with 100% local funds. How can we compete with our neighboring states?

The growth of tourism in the last few years in Wyandotte County is a perfect example of the potential that is possible throughout the state. Less than 10 years ago, no one would have thought that Kansas City Kansas would be bringing thousands of visitors and their tourism dollars to our community each year. It was through bold and courageous actions by local and state officials that made Kansas City Kansas a tourism destination. I encourage you to see the potential for our entire state.

Sincerely,

Bridgette Jobe, Director

Kansas City Kansas – Wyandotte County Convention & Visitors Bureau

Economic Development & Tourism

Date: 1-30-08

Attachment # 14



Statement to the Joint Committee on Senate Commerce and
House Economic Development & Tourism
January 30, 2008
By Anna Methvin

Committee Chairs Brownlee, Jordan and Gordon and members of the Senate Commerce Committee and the House Economic Development & Tourism Committee:

My name is Anna Methvin. I am speaking on behalf of the Chanute Area Chamber of Commerce & Office of Tourism.

We support the formation of an independent organization to manage Kansas tourism initiatives. We believe that an organization separate from the Kansas Department of Commerce would be better equipped to respond to the changing needs of tourism.

In addition, we support the concept of a separate entity that has tourism as its only focus. With the three-prong approach of Product Development, Marketing and Promotion and Research and Education, we believe that such an agency would be well positioned to help promote all of Kansas, including the tourist destinations in rural areas of our state.

Thank you for your time.

Economic Development & Tourism
Date: 1-30-08
Attachment # 15-1



Statement to the
Joint Committee on Senate Commerce and House Economic Development & Tourism
January 30, 2008

By Anna Methvin
Southeast Kansas Tourism
Legislative Chair

Committee Chairs Brownlee, Jordan and Gordon and members of the Senate Commerce Committee and House Economic Development & Tourism Committee, my name is Anna Methvin representing the Southeast Kansas Tourism Region, where I serve as elected Legislative Chair.

Southeast Kansas Tourism as a regional organization has supported KTI not only financially but through education of our members and citizens and is very pleased to be part of such an exciting opportunity for Kansas. We are in hopes that you will truly understand the Kansas Tourism Initiative for what it will bring to our state's economic well-being. In my experience, I have never before witnessed such unity in the Travel & Tourism Industry leading up to what is now the final proposal given to you today and hope that you will please look at this as an opportunity to grow Kansas.

In 2006, it is estimated that visitors to Kansas injected more than \$7.3 billion dollars in direct and indirect spending into the state's economy and generated \$1.7 billion in federal, state and local taxes. KTI is a broad-based, strategic plan designed to increase available funding for this important industry. We believe this plan will have a positive impact on our state's economy.

Proposed funding would come from existing dollars flowing to the Travel & Tourism Division today (approximately \$4.5 million in total), plus another \$10-11 million from a mix of new dollars produced by casino gaming, a percentage of growth in the sales tax codes related to tourism expenditures and tax credits made available to businesses and corporations located throughout Kansas. More than 2/3rds of the funding is based on performance from the industry. This is not an attempt to raise taxes; it is an opportunity to generate additional revenues throughout the state by attracting more visitors through increased efficiencies and collaboration among all entities that attract visitors to Kansas.

KTI studies show how simple investment in promoting, building up and measuring impact can increase travelers in - and to - this state. However, we believe that a change in structure is necessary to achieve such results as it will allow a directed focus on Kansas tourism.

Southeast Kansas as a tourism region will most definitely benefit from the additional resources that will be available to our region through the KTI plan. We anticipate that our next-door neighbors from Oklahoma and Missouri will be here visiting the new casino in our area very soon and we hope that through these new resources we will help them realize the many reasons for our passion for the region and the state as a whole. Through Visit Kansas we can harness our history and our knowledge to promote our attractions. You can help us with the efforts to deliver the message clearly and effectively through the creation of an independent organization to promote Kansas tourism. We know we are at a pivotal moment in tourism history and hope that you will also share in the vision we have for the advancement of our industry.

Thank you for this opportunity.

Anna Methvin, SEKTR Legislative Chair

15-2

C O M E S H A R E O U R S P A C E

HUTCHINSON

The Greater Hutchinson
Convention / Visitors Bureau

Statement to the
Joint Committee on Senate Commerce and House Economic Development & Tourism
January 30, 2008

By LeAnn Cox, Director of the Greater Hutchinson Convention/Visitor's Bureau

Committee Chairs Brownlee, Jordan, and Gordon, and members of the Senate Commerce Committee and House Economic Development & Tourism Committee:

I am writing in support of the **Kansas Tourism Initiative (KTI)** and of the first organized and coordinated approach to tourism in Kansas.

As many of you know, Hutchinson is blessed to be the home to many world class attractions. Two of the more well know within the state of Kansas are the *Kansas Underground Salt Museum* and the *Kansas Cosmosphere and Space Center*. Recently both of these attractions earned the distinction of being named to the "8 Wonders of Kansas", which gave Hutchinson the honor of being the only community in the state with TWO winners. Both of these facilities need funding assistance to remain operational. And both of these facilities could increase their programming, if more state funding were available, thereby increasing their attendance and economic impact.

Hutchinson was proud to have been the host city of the *2002 U.S. Women's Open* and *2006 U.S. Senior Open*. Both events accounted for over \$35 million being pumped into the State's economy. These events would not have been possible without the financial support of the City, County and the State of Kansas. Because of the limited amount of funds available within the state travel office, the Department of Commerce had to step up and contribute in order to make these events possible.

The KTI is proposing to operate as a cooperative effort involving both public and private sectors. It would establish strategies and goals, allocate resources, evaluate plans and programs, and maximize the economic benefits of the Kansas tourism industry. Hutchinson has been a beneficiary of 'maximizing the economic benefits', but there are many other events and attractions within the tourism umbrella that are left out.

There are many opportunities that are out of reach simply because of a lack of available funds. If Kansas is going to compete with the other Heartland states, we must step up and establish a funding stream that is competitive with our neighboring states. Kansas ranks 44th in State Tourism Office Budget, and 48th in State Tourism Office Marketing and Promotion Budget. By increasing the marketing and promotion budget, we will all see a significant increase in the return on investment resulting from an improved product. We must intensify our promotion to visitors nationally and internationally. It's a win-win situation for both the individual community and state of Kansas. The bottom line is the **Kansas Tourism Initiative would generate an additional \$200-\$300 million in direct visitor spending resulting in increased tax revenues and more jobs to support roads, education, health care and basic needs for the entire state of Kansas.**

I urge you to join me in supporting the **Kansas Tourism Initiative** and help us all to promote the extraordinary tourism assets in Kansas.

117 North Walnut / P.O. Box 519
Hutchinson, Kansas 67504-0519
620 662

800-691

e-mail: ir

website:

Economic Development & Tourism

Date: 1-30-08

Attachment # 16

Testimony to the
Joint Committee on Senate Commerce and House Economic Development & Tourism
January 30, 2008
By
Claudia Larkin

Committee Chairs Brownlee, Jordan and Gordon, and members of the Senate Commerce Committee and House Economic Development & Tourism Committee:

My name is Claudia Larkin and I am pleased to provide this testimony in support of the Kansas Tourism Initiative.

From 1994-2000, I worked in the Kansas Department of Commerce in the Travel and Tourism Division and had the pleasure of serving for two years as the State Tourism Director. In this position, I came to understand intimately the trials and tribulations of accomplishing effective marketing within a system that was structured, justifiably, to ensure specific processes are followed.

There were three areas specifically that were hindering to doing the best job possible, and the Kansas Tourism Initiative provides alternatives to overcoming these obstacles so that the state may better compete for today's travel dollar.

1. **Lack of funding to market competitively.**

There is no doubt about it that tourism marketing is an "out of sight, out of mind" game. Creating an awareness of Kansas as a viable and enjoyable tourism destination is, unfortunately, directly related to the dollars available to promote it. The states of Missouri and Oklahoma provide excellent examples to this fact. These states at one time suffered as Kansas does today from inadequate funding that made competitive marketing impossible. As funding sources were dedicated by these states' legislatures, the economic impact of tourism in these states began to turn. Today, both states, due to increased budgets that allowed for more frequent and more competitive marketing, have developed into major competitors with regard to attracting international travelers, particularly from the United Kingdom and Germany.

KTI allows for a responsible funding stream that would provide the dollars for Kansas to compete competitively with a consistent message in this out of sight out of mind environment. Let's face it; why do we really buy Coke? We buy it because we see ad after ad after ad telling us that "Coke is it." Just like Coke, in the world of tourism marketing where we compete globally, having an adequate advertising budget doesn't cost; it pays.

2. **Required processes that do not allow for flexibility and responsiveness within a competitive marketing environment.**

Please don't get me wrong. As a Kansas taxpayer, I appreciate the process that ensures my tax dollars are spent appropriately and efficiently by state employees. But as a professional

marketer with nearly 20 years of experience, I know firsthand that the multi-step processes utilized legitimately in other areas of the State's business can hinder project execution and effectiveness when it comes to travel marketing, where competition is the rule of the day, and where nimble, responsive, decisive decisionmaking are necessary to take advantage of advertising opportunities to influence decisions and traveler spending.

For example, how does the Travel and Tourism Division, which regularly purchases photography, "spec and bid" for a photograph of a Kansas sunset? It is not possible and I'm sure you would agree that a photo I might take as an occasional picture taker would look much different from a photo taken by a professional photographer. I may charge less for my photos, but the pro's photos are going to be markedly better than mine. The process doesn't work.

How does the Travel and Tourism Division, which must seek out the best advertising talent to compete effectively within a global market, rely on the competitive bid process when seeking the services of an advertising agency? The process can't be applied here either because selecting an agency that has the creativity and contacts that can move the state forward relies on so much more than who provides the lowest bid.

These are both illustrations of how some processes within a marketing environment can cause bureaucrats to be "penny wise and pound foolish." The recommendation in KTI which allows for Tourism marketing initiatives to be exempt from the State's competitive bid process, make good sense and allows a responsible leader to make good decisions within fast moving and constantly changing environment.

3. *The turnover within the State Tourism Director's position, which leads to scattered messages, abandoned strategies, and limited marketing traction.*

As you may know, the position of State Tourism Director serves at the pleasure of the Governor. As a result, as the chief position transitions, it has been typical for this position to transition as well.

In the world of marketing, where pounding away at repeated messages over the duration of time is one of only a few ways to create awareness and consumer spending, having the top position change as the winds of politics change leads to ineffectiveness and staggering waste, as previous initiatives are abandoned because they are not understood or because new leadership wants to "create their own legacy." Until there is some consistency in this position, the economic traction that comes from repeated and consistent messaging is difficult if not near impossible to achieve.

KTI, with the recommendation that the top tourism position serve a board appointed by the Governor ensures proper accountability, but also enables this important position to remain in place as the political winds change.

The *Topeka Capital Journal* recently made this statement in an editorial:

Unfortunately, Kansas is a tough sell to tourists, no matter how much money is spent in the effort. No mountains, no beaches and no major theme parks are hardly the best formula for attracting visitors.

17-2

It's that kind of thinking that we Kansans tend to use to tell ourselves that we can't possibly be appealing to others. It's that self-defeating "we don't deserve it" attitude that keeps us from thinking that what we have is not valuable.

Who would have thought that Oklahoma would position itself as the hub of Native America? Who expected Missouri to create itself into a haven for resort seekers looking to enjoy the outdoors? These states were successful in breaking the paradigms Kansas tends to suffer from today because it believes it doesn't have what it takes to compete.

While director, I was interviewed by a writer for *The Economist*. This writer, who had traveled the globe, was in Kansas for the first time, so I couldn't resist asking him about his perceptions. His comment I still remember vividly today. He said, "Kansas isn't viscerally beautiful. What makes Kansas beautiful are her stories. Who she was and who she is and what she has stood for through the years." Why is it that a stranger to Kansas can see the value in this beauty when we Kansans sometimes can't?

I urge you to consider KTI as a long-term economic development tool that can help our state, not by stripping away dollars from other programs that need them, but as a strategy that can create wealth for funding Kansas' toughest challenges.

When I was the Tourism Director talking about funding, I used to speak of it this way, because there is no doubt that there are many immediate needs within our state competing for limited resources. But you can put a dollar into something important like education and get a dollar of value back. But in tourism, you can put a dollar into strategic advertising and get \$9 back to use for education. Who wouldn't make this kind of investment for themselves? We need to be confident in making the same investment for Kansas.

Thank you.

Fick Fossil & History Museum
700 W. 3rd
Oakley KS 67748
Janet Bean, Director

Statement to the Joint Committee on Senate Commerce and
House Economic Development & Tourism
January 30, 2008
By Janet Bean

To: Committee Chairs Brownlee, Jordan and Gordon, and members of the Senate Commerce Committee and House Economic Development & Tourism Committee.

My name is Janet Bean and I am the director of the Fick Fossil & History Museum in Oakley, Kansas.

This unique museum is located in a community of less than 2000 residents in the northwest corner of Kansas. We do not charge admission to the museum but only accept donations, as per the wishes of our benefactors. We are dependent on the much larger resources of the State of Kansas to keep our tourism attraction on a level that competes with what other states have to offer.

The Kansas Tourism Initiative will be a perfect vehicle to allow promotion of everything that Kansas has to offer. However, the KTI is more than just an advertising program. It places Kansas in a nationally competitive position and allows for the development of our tourism product through local and regional grant opportunities. It also incorporates brand image, marketing and promotion and research and education as three key areas.

The funding stream includes the state's current dollars going through the Kansas Department of Commerce and matches it with new dollars produced by casino gaming, a percentage of growth in sales tax codes related to tourism expenditures and tax credits made available to businesses in Kansas.

One of the major goals of the Kansas Tourism Initiative is to attract more visitors to our state through increased efficiency and collaboration among all the entities that attract visitors to Kansas. Your support of KTI is crucial to keeping small attractions like the Fick Fossil & History Museum and all that Oakley has to offer on an even footing with what other states offer.

The more we can do to put people in our motels, visit our stores, gas stations, restaurants and attractions, the more Kansas will benefit.

I firmly believe that the KTI will propel Kansas to a competitive level that will rival any in the nation.

Thank you for your consideration of support for the Kansas Tourism Initiative.

Sincerely,
Janet Bean, Director
Fick Fossil & History Museum

Economic Development & Tourism
Date: 1-30-08
Attachment # 18

YELLOW BRICK ROAD VISITOR CENTER

NITA JONES

215 E. MAIN ST.

SEDAN, KANSAS 67361

TO THE LEGISLATURE:

RE: TOURISM FOR KANSAS

Tourism is an industry for the State of Kansas and we have to keep preaching that, because so many people, especially in Topeka do not realize that.

Sedan has 40,000+ visitors per year to see our attractions, one being the Emmett Kelly Museum. Our main attractions are the Yellow Brick Road, which has over 11,000 bricks with people's names printed on the bricks, our unique shopping, all on a 2 block area, coffee bar, ice cream shoppe, 4 art galleries, hunting shop, gift shops, where you can find different items that you don't find at Wal-Mart. People want to be able to drive up in front of the business and stroll down the street and into shops that were built in the late 1800's & early 1900's and sit on the benches on the streets. We have 7 restaurants and 5 B&B's and we NEED the State to let the world know where they can find this "Prairie Chic" lifestyle here in rural America. Remember our population is only 1300.

We think Big

WE NEED MORE ADVERTISING BY THE STATE. It is embarrassing the small amount of money in the tourism budget.

We appreciate everything the State has done, but they don not think BIG ENOUGH for what they have to offer to the world.

Thank you

Nita Jones-jonesrealtyusa@yahoo.com

Tourism Volunteer for 20 years

Economic Development & Tourism

Date: 1-30-08

Attachment # 19-1

Yellow Brick Road Visitor Center

Chautauqua Co. Economic Development Board

SouthEast Kansas Tourism Region Office

Act Tourism Board- 4 States

Sedan Area Economic Development Board

QUAD Member

Sedan Chamber of Commerce member

Be a better friend, newshound, and know-it-all with Yahoo! Mobile. **Try it now.**

19-2



TESTIMONY TO THE JOINT COMMITTEE ON SENATE COMMERCE AND HOUSE
ECONOMIC DEVELOPMENT & TOURISM

January 30, 2008

by Katie Casper, Director of Tourism

Committee Chairs Brownlee, Jordan and Gordon and members of the Senate Committee and House Economic Development & Tourism Committee...my name is Katie Casper and I am the Director of Tourism in historic Fort Scott, KS. It is my belief that the Kansas Tourism Initiative (KTI) IS the necessary and progressive step for promotion of tourism in our great state.

Not only will this initiative and the implementation of Visit Kansas benefit the state as a whole, but it will be an extremely valuable asset to the marketing efforts of Fort Scott and other communities in rural Kansas. In our case, and in many others, it is becoming increasingly difficult to steer visitors to our destinations and keep them in the state, rather than traveling just a few miles across the state line into Missouri, with our limited marketing budgets.

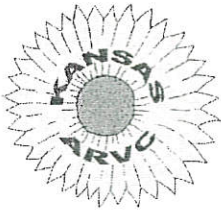
The KTI presents a bonus for Kansas communities that has not been available to them in the recent past. Through this initiative communities, such as ours, that have struggled with availability of marketing funds will have the opportunity to reach out to a much larger number of potential visitors without relying solely on transient guest tax revenues. This would present a huge advantage for Fort Scott, as our current marketing budget is a mere \$10,000 per year.

With our close proximity to Missouri it has proven difficult to compete for the overnight stay as Branson is just a short drive away. The state budget, in comparison to that of Missouri, has not shown the capability to help remedy this problem. The KTI and Visit Kansas implementation would help give us the competitive edge that we need, here in Eastern Kansas, to keep visitors in our state and help them to discover all that we have to offer.

Kansas IS a great place to visit and we need to spread that message in a much more effective way than our current dollars are allowing us. Through the Kansas Tourism Initiative this goal can be achieved and we would greatly appreciate your support.

Thank you for your time.

Katie K. Casper



Kansas Association of RV Parks & Campgrounds
462 US Hwy 83 Phone / Fax: (877) 225-2782
Oakley KS 67748 CampKansas@ksrvparks.com

**Statement to the
Joint Committee on Senate Commerce and House Economic Development & Tourism
January 30, 2008
By Mary Arlington, Executive Director**

Committee Chairs Brownlee, Jordan and Gordon, and members of the Senate Commerce Committee and House Economic Development & Tourism Committee,

I'm writing to you on behalf of the members of our association, who are all small business owners of RV parks and campgrounds. We cater to the needs of the Kansas tourists who prefer to spend their nights in RVs or tents.

- Our outdoor hospitality caters to the needs of 7.92 million RVs (motorhomes, travel trailers, fifth-wheel trailers, truck campers, and folding camper trailers).
- The state of Kansas is stereo-typically referred to as the drive-through state. Like all of us in the tourism sector, we prefer they stop for a night, if not several.
- In 2004 our customers left behind an average of \$324.39 per campsite on a holiday weekend (according to a survey by the National Association of RV Parks and Campgrounds).
- Every night they spend in Kansas equates to more money being left behind in a Kansas campgrounds, restaurants, attractions, stores, service centers, and gas stations.
- The National Association of RV Parks and Campgrounds reports that Colorado was the first most desired destination for all active campers (The American Camper: Profiles & Perspectives; by Yesawich, Pepperdien, Brown & Russell, 2005).

Given the number of families who camp, and with their statistical spending habits, this sector of tourism is a significant factor to many businesses in Kansas. However, without our state properly funding and supporting the tourism sector and properly investing in tourism marketing opportunities, we will remain a pass-through state, allowing our surrounding states to capture RV tourism dollars.

Kansas tourism deserves a much larger return on its investment than we have historically witnessed. I urge you to make the Kansas Tourism Initiative a reality.

Economic Development & Tourism
Date: 1-30-08
Attachment # 21

LEAVENWORTH KANSAS

The Great Escape

STATEMENT OF SUPPORT
LEAVENWORTH CONVENTION AND VISITORS BUREAU &
LEAVENWORTH-LANSING AREA CHAMBER OF COMMERCE
JOINT COMMITTEE ON SENATE COMMERCE & HOUSE ECONOMIC
DEVELOPMENT & TOURISM COMMITTEE
KANSAS TOURISM INITIATIVE

January 29, 2008

Co-Chairs Jordan and Brownlee, Chair Gordon, members of the Committees, thank you for the opportunity to submit this statement of support for the Kansas Tourism Initiative (KTI). It is our considered opinion that the KTI VISIT KANSAS proposal offers the opportunity to raise the efforts of Kansas to attract visitors to a significantly higher level, with a commensurate increase in the success rate of those efforts.

We are all familiar with the benefits of the tourism industry. It is a clean industry that creates jobs and produces revenue distributed to a broad spectrum of businesses. The return on investment for an effective and successful tourism marketing program is dramatically positive.

The State of Kansas has not yet even begun to effectively penetrate the potential tourism market available to it. This, despite the hard work of many and the expenditure of hard earned dollars over a variety of media. There are several reasons for this failure.

First, the state organization that is responsible for the development of tourism marketing (as well as marketing to conventions and other organizational gatherings) has always been a division of the Department of Commerce, often directed by an appointed economic development specialist of one bent or another with no meaningful experience in the area of conventions and tourism marketing. The supporting staff is small and in many cases the tourism marketing effort is part time.

Second, the budget allocated to convention and tourism marketing is the one of the smallest in the nation. Yet for its relatively small budget of less than four and a half million dollars, it has provided an excellent fifty-five million dollars return on investment.

The KTI will be directed by professional convention and tourism staff that know and fully understand the dynamics of the tourism industry and are able to focus available resources effectively. The KTI approach to statewide coordination and integrated planning will promote additional private sector partnerships and more thoroughly involve

Leavenworth Convention & Visitors Bureau

518 Shawnee, P.O. Box 44, Leavenworth, KS 66048 • (913) 682-4113 • 800-844-4114 • FAX (913) 682-8170

E-mail: conmic.cvb@sbcglobal.net • Internet: www.lvarea.com/cvb

Economic Development & Tourism

Date: 1-30-08

Attachment # 22-1

local private and public sector organizations and attractions in the tourism marketing plans and efforts.

KTI will create an organization that will integrate and coordinate the various Kansas tourism and marketing entities, creating cooperation and collaboration between those entities and tying together the various geographic areas of the state into a combined effort, providing a strong and unified tourism marketing that will meet all needs across our great state.

We feel strongly that it is time to step up to a professionally directed tourism marketing effort for the State of Kansas. We are confident such a step will reap great benefits for our great state. We urge your support for the Kansas Tourism Initiative. Thank you for your consideration on this issue.



CHARLES H. GREGOR, JR.
Executive Vice President
Chamber of Commerce



CONNIE HACHENBERG
Director, Conventions & Visitors Bureau



**Testimony to the
Joint Committee on Senate Commerce and House Economic Development & Tourism
January 30, 2008
Presented by Don Sayler
On Behalf of
Kansas Restaurant & Hospitality Association**

Committee Chairs Brownlee, Jordan and Gordon, and members of the Senate Commerce Committee and House Economic Development & Tourism Committee:

My name is Don Sayler, and I am the President & CEO for the Kansas Restaurant & Hospitality Association (KRHA). KRHA is the leading business association for restaurants, hotels, motels, country clubs and allied business in Kansas. Along with the Kansas Restaurant & Hospitality Association Educational Foundation, the association works to represent, educate and promote the rapidly growing industry of hospitality in Kansas. KRHA is the voice for the hospitality industry in Kansas.

Travel and tourism in the state of Kansas directly affects our industry. Restaurateurs and hoteliers see travelers staying at their hotels and eating in their restaurants while visiting attractions across the state, dollars are being generated and staying in Kansas. In order to grow the travel and tourism dollars in Kansas, we have to advertise to the people about what we have to offer and with the money to promote and market, it will be possible. As reported, Governor Sebelius wants to cut the budget on tourism. However, if we don't change what we have been doing and how we are doing it, the travel and tourism in Kansas will remain 44th of the 50 states and we won't see an increase in dollars or return on investment. Given an adequate budget for program development and staffing needs, partnerships and collaboration should prove very successful in expanding the overall tourism message and image of the entire State of Kansas.

This same collaboration also allows VISIT KANSAS to create statewide educational programs in conjunction with its partners in hospitality training, customer service and product enhancement, all leading to improved customer satisfaction and increased visitation.

On behalf of KRHA, we hope you will join us in this effort to:

- Significantly increase the ROI from an improved tourism product
- Build collaboration among all segments of the tourism industry
- Address the needs of all tourism partners, including smaller rural communities
- Address the needs of all tourism segments
- Improve the tourism infrastructure and products throughout the state
- Encourage private co-op funding through better tourism promotions
- Generate an additional \$300 million in visitor spending and increased tax revenues to support roads, education, health care and basic needs for the entire State of Kansas

Thank you very much for permitting me to testify on this important matter.

LITTLE HOUSE ON THE PRAIRIE

P. O. BOX 110
INDEPENDENCE, KANSAS 67301
(620-289-4238)

The Little House on the Prairie is the historical home site of renowned children's book author, Laura Ingalls Wilder located 13 miles southwest of Independence, Kansas. It is a global destination and one of the most popular attractions in the state. The "Little House" books and TV series "Little House on the Prairie" is a part of home entertainment in life all over the world, which brings visitors from over 30 countries annually. Three fourths of the 12,000 plus visitors are either from out of state or other countries and know very little about the "real" Kansas. Many of them express their delight in learning that their attitudes and preconceived notions about Kansas are not correct. It is often said "Kansas is getting a bum rap, the stigma of "flat, dry and boring" just isn't true. We have truly enjoyed our visit and appreciate your good roads. You just need to let us know what you have". They do complain about our lack of visitor centers, because once they arrive, there is nothing to invite them to stay and visit. Entry from Oklahoma and Missouri is not acknowledged in any way by the State of Kansas inviting them to "stay a spell" and check us out.

The Little House site is 2 miles off Highway 75 so "just driving by" doesn't produce high visitation numbers. Most of our visitors find us because we were on their map, they called and ask, or checked out our website before starting their trip. The site is deep in the southeast corner of the state with the closest interstate highway around 75 miles away, while only 13 miles to the Kansas/Oklahoma state line on Highway 75 and 2 hours from the Missouri state line on Highway 166. Being so far removed from the interstate, State Visitors Centers and 13 miles to the nearest town, increased effort to attract attention is necessary and difficult to do alone.

The Little House on the Prairie site is in position to grow with its vast natural resources, reaching out to Boy & Girl Scouts, 4-H Clubs, Future Farmers of America Organizations and any other nature lovers with camping and nature educational opportunities. We have approximately 1,200 students come each year to learn about pioneer life and see where Laura Ingalls and her family lived in Indian Territory. The Little House book series is part of their class curriculum and it is exciting to actually be there. Expanding the student pioneer experience by offering classroom activities, daily chores and play is a goal for this year. Currently, recruiting a volunteer staff is in progress.

We have 4 major events a year, Grand Opening in March; Prairie Days in June; Bluegrass on the Prairie in October and Christmas Open House with "Santa Comes to Little House" in November. Little House fans come from everywhere for our Prairie Days and Bluegrass on the Prairie Festivals. Prairie Days hosts a crowd of 1,000 and Bluegrass on the Prairie 300 but growing. Prairie Days has grown to the point that vendors and crafters call us to participate. Our Little House Character Contest pulls in fans from many states, one year with 42 contestants. Plans for the Bluegrass on the Prairie Festival is to grow to become a major Bluegrass festival.

Economic Development & Tourism
Date: 1-30-08
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The Little House site has a replica cabin of the one the Ingalls lived in from 1869 to 1871, original 1885 Wayside Post Office, Sunnyside School House built in 1871, 1880's farm house, 1920's barn and nature trail. The barn is scheduled to be restored and used as a learning and activity center this year. Upkeep is expensive, especially for historical buildings, and grants will play an important part in the growth and maintenance of the Little House on the Prairie site.

KTI is the answer to the Tourism Industry's initiative to market Kansas and make it a place people just have to visit. Although the Little House on the Prairie is a global destination, it is small and in an isolated area, as are many other historical sites in Kansas. We need the team work of the Tourism Industry and KTI to make a difference. Tourism is a very lucrative, although not recognized, part of the economy of Kansas. Implementation of KTI is the answer.

Over 10,000 visitors annually from all over the world come to see where Laura lived as a child in Indian Territory. Three fourths of those visitors are from states other than Kansas or from other countries. The Little House on the Prairie is a global destination, not just an interesting historical site that caught their eye while in the vicinity.

Kansas is a plains state and historical sites are spread all over the state, small and very little resources to advertise. KTI is just the means to help remedy this situation. Pooled resources and teamwork will strengthen our voice.

Greater Wichita Convention & Visitors Bureau

January 30, 2008

**Testimony to the Joint Committee on Senate Commerce and
House Economic Development & Tourism**

**From: John Rolfe, President/CEO
Greater Wichita Convention & Visitors Bureau**

Re: Kansas Tourism Initiative (KTI)

Dear Committee Chairs Brownlee, Jordan and Gordon, and members of the Senate Commerce Committee and House Economic Development & Tourism Committee:

This testimony is in regards to the Kansas Tourism Initiative (KTI) which will be presented today to your committee. As the largest city in the state of Kansas, tourism is a key part of the economic development component for Wichita and the South Central region.

Kansas continues to lag behind in its tourism efforts and ranks very low in comparison to the other 49 states. In an effort to address this issue, a committed and passionate group of individuals from various sectors and industries came together over a year ago to put Kansas on the map as a tourist destination.

I have had the privilege to serve on the KTI committee which spent significant time researching, analyzing and strategizing to develop this initiative. The KTI plan focuses primarily on three areas:

- Marketing & Promotion
- Product Development and Grants
- Research & Professional Development

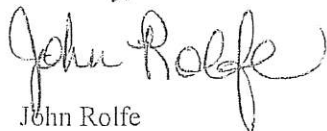
All three of these elements are key to our efforts in marketing the South Central region and successfully attracting visitors to our area. It has proven very effective; our latest research (completed in 2004 and currently being conducted again) showed that out of 6 million people residing within a 200 mile radius of Wichita (excluding the MSA), 3.2 million visitors came to the Greater Wichita area and had an economic impact of \$355 million. We continue to increase these visitations.

The KTI, if passed and successfully implemented, could do the same for Kansas and the communities within Kansas, thereby making tourism another significant economic engine for the State.

As you continue to review, discuss and hold committee hearings about the KTI plan, I hope that you will ultimately support its passage and implementation during the 2008 legislative session.

Should you have questions that I might answer, please feel free to contact me at (316) 265-2800 or by e-mail at jrolfe@visitwichita.com.

Sincerely,



John Rolfe
President/CEO



100 S. Main, Ste. 100, Wichita, KS 67202 www.visitwichita.com
Tel 316.265.2800 Toll free 800.288.9424 Fax 316.265.0162

We Got the Goods

Economic Development & Tourism

M Date: 1-30-08
Attachment # 25



Hilton
Wichita Airport
Executive Conference Center

Tuesday, January 29, 2008

Committee Chairs Brownlee, Jordan and Gordon, and members of the Senate Commerce Committee and House Economic Development and Tourism Committee....my name is Michael Phipps and I am the General Manager of the Hilton Wichita Airport Executive Conference Center.

I have been the General Manager of this Hotel since 1986 and have had the fortune to experience many changes in our industry over the past 22 years. Kansas has changed in that time and the type of business, resource for business and business partnerships have changed significantly. The tourist has become smarter, more savvy and the world has become smaller, more attainable and more affordable from more places.

Hotels can no longer depend on the drive by guest. We must work harder to attract guests to our hotels as well as work harder to attract the public to our community and State. Attractions have become more important as an incentive to visit our communities and the need to connect all our tourist associations has become ever more obvious. Our convention bureaus are connected through a national association and we need to make sure that some agency focused on the business of tourism is watching, working and connecting the various agencies to entice that visitor to our State and our various communities.

Economic Development & Tourism
Date: 1-30-08
Attachment # 26-1

In Kansas, we are well aware of other communities such as Colorado, Missouri and Nevada due to their effective advertising. Colleagues that I have in this industry are less aware of Kansas due to the lack of funding for more advertising. The need to increase external advertising is paramount if we hope to grow tourism in the State. The need to reach out in to other countries is becoming more apparent. More collaboration between State agencies and private groups is needed to fund this effort as we seek to grow this partnership.

In Wichita, construction of new hotels and motels continues and the opportunity for more competition is growing. Job opportunities are constant and the need for competent employees in this industry makes it ever more challenging. At the same time, if growth in this industry is to be short lived, the security for a worker to belong in tourism will not be attractive and we will not be able grow this work force or be able to attract additional business to our State.

Convention and Tourism play a major part in the economy of our State and local communities. Losing a convention in the winter months can be catastrophic to business owners and workers alike. Having an agency that is solely committed to the business of tourism and travel, committed to connecting all the organizations in this great industry is certainly a way to help grow and perpetuate our State presence in North America.

VISIT KANSAS is an important initiative. The stakeholders in this industry are many and we are an impassioned group of people working hard and believing deeply in how to grow what we do for the benefit of many.

Thank you for allowing me to address this issue with you.

Michael J Phipps

26-2



120 W. Ash, PO Box 586 - Salina, Kansas 67402-0586 785-827-9301 - www.VisitSalina.org

Testimony to the
Joint Committee on Senate Commerce and House Economic Development & Tourism
January 30, 2008

By
Sylvia Rice

Committee Chairs Brownlee, Jordan & Gordan, and members of the Senate Commerce Committee and House Economic Development & Tourism Committee:

My name is Sylvia Rice. I am the director of Visit Salina, a division of the Salina Area Chamber of Commerce; serving as the destination marketing organization for the Salina area.

Today is the culmination of two years of research, study, discussion, and visioning by and for the Kansas tourism industry. The Kansas Tourism Initiative (KTI) was created to look at our industry with new eyes. To question what tourism in this state is...what it should be...what it *could* be.

Throughout the KTI process, tourism professionals have come together to share information and ideas in order to evaluate:

- The Kansas tourism product...what the product is today, and how it could be developed;
- The philosophy and strategy behind marketing that product;
- How we compare to our competition in the marketplace as we are vying for those visitor dollars that are so important to the economy;

And even more importantly, *what is our potential*, when we dream big and make the appropriate commitment and investment in time, expertise and dollars? In the very broadest sense, given the opportunity as an industry to create a plan for Kansas tourism – what would that plan look like? We have arrived at this day with that very plan – VISIT KANSAS.

The final report, as presented by the KTI Task Force and PricewaterhouseCoopers, provides a strong argument for moving in a new direction. And it recommends bold change as we move this industry forward. I support the KTI plan recommendations for many reasons – but today I will concentrate my comments on just a few points that are paramount in my mind.

The Product: I believe we have tremendous assets in this state to attract visitors – and their new dollars – to our economy. Natural resources that many native Kansans take may take for granted – open sky for stary nights and beautiful sunrises and sunsets, the rolling landscape, wildlife, wineries; Easily traveled highways and byways; Welcoming people creating an ambiance of true heartland hospitality; Unique opportunities that speak to visitors seeking 'their Kansas' – whether that is the wild west of Dodge City, the Civil War history of the Freedoms Frontier, aviation heritage of the Air Capital and Kansas Cosmosphere, or Dorothy and Toto – Kansas has

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the potential to be uniquely positioned to attract those visitors. VISIT KANSAS emphasizes the need to further develop that product.

Marketing: So much is said about how Kansas should be marketed. Debates across the state and comments in the media regarding slogans, logos, and how effective past campaigns have been – those discussions and comments overshadow what I believe is so much more important. The philosophy of marketing Kansas as a destination to a visitor, and the message to that audience, must be diametrically different than marketing the state to potential residents, business developers and entrepreneurs. While the idea of combining those efforts may seem efficient, in actuality they must be approached so differently that the messages can become lost. For example, as mentioned earlier, many of our visitors have an expectation of wide-open spaces, fields of sunflowers, cowboys, and the yellow brick road. While I do not suggest these are our only assets in attracting visitors, they ARE integral in reaching much of our audience.

However, these are not the attributes that would be most important, or in some cases prudent at all, in attracting other types of business development. A young professional today may be more likely to make a decision about where she wants to live and then how to make her living. She may be motivated by access to technology, vibrant nightlife, and diverse cultural opportunities. A company looking for a site to develop has very different motivation as well, from a strong workforce to business friendly environments, transportation and distribution. Some of the very images and messages crucial to marketing Kansas as a destination might be considered negative messages in those other examples. This is crucial...we must recognize the differences in our varying audiences, what their motivators and expectations are, and play to those differences. We cannot market Kansas to all audiences in the same manner, with the same messages, using the same approach.

Competition/Funding: It is clear as you read editorials and listen to commentary, that the KTI movement has succeeded in driving home at least one major point, without question. Kansas ranks at nearly the bottom in the level of investment being made to attract visitors to our state. Whether you compare nationwide, or consider our 'peers' to be our geographic neighbors in the heartland, or demographically similar states, or those with similar product, we simply fall short...in every instance. We cannot compete effectively until we are committed to making a more appropriate investment. We have done reasonably well as you look at the ROI created, but imagine – as KTI has – what could be done with greater investment! The KTI plan outlines a \$15 million budget overall, and suggests various funding mechanisms. The \$15 million dollar figure is not a magic number. It was arrived at solely because it would rank Kansas midway as compared to other states. While the proposed \$15 million has garnered a lot of editorial comment, I believe the most important message is being overlooked. Much of that budgeted income is performance based, in that the income increases in ratio to increased visitors. The better job we do in attracting those NEW dollars, the more investment is available to enhance programming. It's a win-win.

In closing, I would say that the KTI has already accomplished a great deal. It has enlightened us as tourism professionals. It has broadened our thinking about the state, and about the industry. It has created more cooperative involvement with both traditional and non-traditional tourism entities. This could be the start of a tremendous success story for Kansas. I thank you for your time, and encourage your thoughtful consideration as the 2008 session continues.

Sylvia Rice, Director
Visit Salina, a division of the Salina Area Chamber of Commerce

Legislative Testimony

January 30, 2008

**Testimony before the Kansas House Committee on Economic Development and Tourism
By Marlee Carpenter, Vice President of Government Affairs**

Madam Chair and members of the Committee:

I am Marlee Carpenter Vice President of Government Affairs for the Kansas Chamber of Commerce. Thank you for this opportunity to voice our support for the Kansas Tourism Initiative.

The Kansas Chamber along with our local chamber's of commerce support this initiative and its positive impact on the Kansas economy. The Chamber believes that the expansion and elevation of tourism will directly result in increased economic investment and job creation in Kansas. This initiative will directly benefit communities in all parts of the state.

With tourism already a contributor to the Kansas economy, an additional investment can only work to create more jobs and economic activity. In 2004 alone, tourism in Kansas generated \$7.3 billion and created 166,952 of direct and indirect jobs. That same year the federal, state and local governments received \$1.8 billion in revenue from Kansas tourism. The return on investment from this initiative has been estimated at \$260 million in visitor spending for \$5 million in enhanced advertising efforts. The estimated economic value is an increase of \$200 million in tourism spending, \$125 million in increased wages and salaries, 6,000 new jobs and a \$33 million increase in state and local taxes.

Again, the Kansas Chamber and our local chamber's of commerce support this program and expansion of this section or the economy. Thank you for the opportunity to express our support for the Kansas Tourism Initiative.



Kansas Chamber, with headquarters in Topeka, is the leading statewide pro-business advocacy group moving Kansas towards becoming the best state in America to live and work. The Chamber represents small, medium and large employers all across Kansas.

835 SW Topeka Blvd. Topeka, KS 66612 785.357.6321

Economic Development & Tourism

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CONVENTION & VISITORS BUREAU

**Statement to the Joint Committee on Senate Commerce
and House Economic Development & Tourism**

January 30, 2008

**Submitted by Susan Henderson,
Lawrence Convention & Visitors Bureau, Marketing Director**

Committee Chairs Brownlee, Jordan and Gordon, and members of the Senate Commerce Committee and House Economic Development & Tourism Committee, thank you for your consideration of this statement, submitted on behalf of the Lawrence Convention & Visitors Bureau. I am pleased to provide information about how I believe the Kansas Tourism Initiative (KTI) will impact Lawrence and the entire state of Kansas.

The Kansas Tourism Initiative (KTI) is a broad-based, strategic plan designed to increase available funding for the tourism industry in Kansas and grow its ability to positively impact the economy of our state and our communities. In 2006, it is estimated that visitors to Kansas injected more than \$7.3 billion dollars in direct and indirect spending into the state's economy and generated \$1.7 billion in federal, state, and local taxes. Few industries can demonstrate this kind of return on investment.

The KTI presents an opportunity to leverage the state's current funding stream for Travel and Tourism and match it with *new* dollars to grow the budget for tourism development and promotion in Kansas to a potential \$15 million -- when the potential of the various funding sources is maximized. The structure of the proposed funding makes it incumbent upon every city and county across the state to work locally to grow their visitor industry, thus helping the state's effort to be fully funded. This structure will serve to further the collaboration between Kansas communities in Kansas and Travel and Tourism, as we all work toward a common goal.

In Lawrence, in 2006, it is estimated that visitors generated \$46.1 million in direct spending in our community resulting in \$922,626 in local sales tax revenue. While these numbers are small in comparison to the impact of the industry across the state as a whole, they are important for our local economy and we believe that the work of the Lawrence Convention & Visitors Bureau can be enhanced through the plan put forth in the KTI in the following ways.

- **IMPROVED MARKETING REACH.** Lawrence's visitor industry is comprised largely of leisure travelers. We use a variety of marketing tools to reach this audience including direct mail, e-blast newsletters and paid advertising. Advertising to this market is particularly important because of the relationship it begins and the groundwork it lays for other types of communication. Reaching this audience with advertising is costly, but its effectiveness in generating visitor traffic can be measured. According to an Advertising Effectiveness Study conducted by Kansas State University professor Dr. Cristian Morosan, for every dollar spent on advertising Lawrence, \$59.07 were returned to the community in 2006. That return is substantial and one that points to the importance of advertising our community as a visitor destination.

Unfortunately, our ability to purchase advertising is limited both by our local budget and by a single community's negotiating power. The Lawrence CVB relies heavily upon cooperative advertising to help stretch our local dollars. Kansas Travel and Tourism's ability to present

cooperative advertising opportunities for communities has also historically been limited as Kansas' marketing budget has been among the lowest in the entire nation for decades and is also among the lowest of all heartland states, not even keeping pace with inflation. Any potential for more cooperative offerings is great news for Lawrence and other communities. With the KTI comes the exciting possibility of increased funding for advertising Kansas as a visitor destination in general. As the public is more aware of Kansas as a whole, it makes promoting our individual destinations a more focused and effective effort.

Kansas Travel and Tourism's current ROI from advertising is \$52:\$1. Imagine the possibilities for our state and local economies as we're each able to leverage new dollars to spend competitively in promoting Lawrence and our state.

BETTER ACCESS TO RESEARCH & PROFESSIONAL DEVELOPMENT. The Lawrence CVB staff is lean and as a result, we wear many hats. We constantly seek to stay on top of technology trends, industry trends and gather current research to make our local bureau as effective and accountable as possible but are limited in our abilities. With KTI comes the prospect of greater access to research and educational opportunities within the state and the opportunity to collaborate with other communities and VISIT KANSAS to improve our local efforts. With a more streamlined organizational structure, VISIT KANSAS will be able to better coordinate research from which many communities like Lawrence will benefit. Better access to good research and professional development helps us do our jobs better and in turn helps us grow our local economies.

PRODUCT DEVELOPMENT. Douglas County is part of the federally-designated Freedom's Frontier National Heritage Area that encompasses 29 Kansas counties. A Management Plan for that area is under development. Once that is completed and approved through the Department of the Interior, it will serve as roadmap for how the area will be managed and allow partners to begin seeking federal funding for the area. Improved access to state product development resources could help make those federal dollars go further for a variety of potential projects in the area. Collaboration with the state as this Heritage Area develops is crucial.

The Lawrence CVB enjoys a positive relationship with Kansas Travel & Tourism and is grateful for the work they do to bring visitors to our state. The KTI represents an unprecedented opportunity to improve that collaboration with competitive funding, professional staffing not subject to ever-changing political environments and better efficiency-- as an entity not tied by state regulations but instead directed by a widely-representative Board of Directors overseeing accountability.

This is an exciting time for Kansas tourism and in Lawrence, the impact of the KTI would be immediate. We look forward to working with VISIT KANSAS as we all develop the economic impact of the visitor industry in our state. We believe this is the time to make an investment that will pay dividends for the citizens of Kansas.

Thank you for your interest and support.



January 30, 2008

To: Senate Commerce Committee
House Committee on Economic Development and Tourism

From: Kathleen Taylor Olsen, Kansas Bankers Association

Re: Kansas Tourism Initiative

The Kansas Bankers Association appreciates the opportunity to present written testimony in support of the Kansas Tourism Initiative (KTI). The KBA was asked in 2006, to be present at meetings where the idea of KTI was being discussed. We believed then, as we do now, that there is a natural link between enhanced tourism and economic development for our state.

In fact, in January of 2006 the KBA, along with the Community Bankers of Kansas, commissioned a study on the impact of public funds investment in the Kansas economy. The study was performed by Dr. John D. Wong, J.D., Ph.D., a professor in the Hugo Wall School of Urban and Public Affairs at Wichita State University.

Significant in that study, was an analysis of the "rollover effect" of a dollar spent in the Kansas economy, also referred to as the "income multiplier". The study contains an example of an initial expenditure of \$10,000 on goods and services produced in Kansas. Of the \$10,000 income generated by this expenditure, 50% or \$5,000 will be spent on Kansas produced goods and services and 20% or \$2,000 would be spent on goods and services produced elsewhere. The remaining 30% is estimated to be used for federal and state tax payments and saving.

This process is repeated in the next round with the \$5,000 of income resulting from spending on Kansas produced goods and services in the previous round and so on, so that **the total gained on the initial \$10,000 will double or will result in \$20,000 in total income accruing to Kansans.**

We believe the KTI represents a strategic plan that will expand tourism in Kansas. As the study referred to above indicates, each dollar spent in Kansas has an amazing ability to regenerate income for Kansans and that is good for the economy. The KBA and all of our member banks have a long history of supporting efforts to boost the economy of Kansas and so are excited about this opportunity.

Washington County Tourism

Courthouse Square
214 "C" Street
Washington, KS 66968

Testimony to the
JOINT COMMITTEE on SENATE COMMERCE and HOUSE ECONOMIC
DEVELOPMENT AND TOURISM

January 30th, 2008

By

Gloria J. Moore, Tourism Director
President North Central Kansas Tourism Council

Committee Chairs Brownlee, Jordan, and Gordon, and members of the Senate Commerce Committee and House Economic Development & Tourism Coalition. I am speaking today on behalf of Washington County Tourism and the North Central Kansas Tourism Council to the Kansas Tourism Initiative and legislative changes that we feel will strengthen the objectives to promote tourism within the state. The North Central Kansas Tourism Council is made up of 13 counties and 2 CVB's that run from the Nebraska border to I-70. The largest city within the region is Salina; the balance of the region is very rural with a declining population. The Washington County Commissioners decided in January of 2003 to establish an office for tourism. Washington County has a population of 6,000 and has been declining.

Tourism in Washington County? This is a unique office in a very rural and sparsely populated county. The county has 12 incorporated cities and we promote them as the 12 villages. Our budget is very small, however with the cooperation of all of the counties we are able to slowly chip-away the misunderstood idea there is nothing to see or do in a rural setting.

Not a destination? Well, perhaps; but we have groups that want to visit KSDS, located in Washington, the service dog training facility. The Ohlde Dairy, located near Linn has become a popular stop for motor coaches. The 4th generation family dairy has even built a viewing platform for visitors. Yes, the visitors can "get close to the cows and smell the essence". The Hollenberg Pony Express Station, a State Historic Site near Hanover, is another of the assets found in Washington County. Washington County is the "Pie Capital" of Kansas. Marcon Pies was founded in Washington in a double garage.

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Washington County is not any different than any of the other counties within the North Central region or Kansas. We all have historic, interesting, and entertaining venues for the visitors. The question could be, "To Be" a tourist destination; or "Not To Be" a destination? We need to promote tourism throughout the State, however this requires additional funding. The small budgets do not allow for mass marketing to visitors that are being lost to the highly competitive states bordering Kansas.

We believe that the Visit Kansas Legislation would strengthen the economic vitality of our rural communities. I am a native of Kansas and could have lived and worked anywhere in the world. I chose to stay in Kansas and have promoted the state throughout by life and career. Traveling throughout the world, "there is no place like home" and Kansas cannot take a backseat to any place in the world. We are progressive, creative, and innovative. We feel the passage of the Visit Kansas Legislation will be another step towards not only promoting tourism, but sharing our many treasures with the world.

Thank you for your time this afternoon and consideration in this matter.

Gloria J. Moore
Tourism Director
Telephone 785-325-2116 Mondays
Telephone 785-763-4569 Balance of Week

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