

MINUTES OF THE HOUSE ECONOMIC DEVELOPMENT AND TOURISM COMMITTEE

The meeting was called to order by Chairman Lana Gordon at 3:30 p.m. on March 3, 2010, in Room 152-S of the Capitol.

All members were present except:

Representative Don Hill- excused

Representative Mike Slattery- excused

Committee staff present:

Jason Long, Office of the Revisor of Statutes

Doug Taylor, Office of the Revisor of Statutes

Reed Holwegner, Kansas Legislative Research Department

Brandon Riffel, Kansas Legislative Research Department

Ann Deitcher, Committee Assistant

Conferees appearing before the Committee:

Rick Dykstra, Assistant Director, Geary County Convention & Visitors Ctr.

Mike Hayden, Secretary, Kansas Wildlife & Parks

The Chair introduced Rick Dykstra who thanked the Committee for the opportunity to appear before them and bring them good news regarding tourism, partnerships and their future. (Attachment 1).

Mr. Dykstra said that the number of visitors reported by the Milford Lake Corps of Engineers and Milford State Park for the year 2006, was 681,085 and 467,786. In 2009 it jumped to 897,090 and 525,677 for a total of 1,422,767. They felt that the outdoors of Geary County and Kansas was keeping many businesses and individuals employed and profitable.

Saying that Social Media Networks were all being used to further tourism, Mr. Dykstra said that the Geary County CVB was not lagging behind. They feel they have a very strong presence.

He spoke of a new event to Kansas and Junction City, the 2010 National Biplane Fly-In to be held on June 4 and 5. Bi-planes, antique and vintage planes from across the United States will be flying to Freeman Field in Junction City. Formerly held in Bartlesville, Oklahoma, this will be their first year to bring what he considered a large group of air enthusiasts to the state.

Questions and answers followed.

Next on the agenda, Secretary Mike Hayden spoke to the Committee regarding the impact tourism has on the State economy. He spoke of the role both fishing and hunting and the State park system played in promoting tourism within the State. (Attachment 2).

Data provided by the 2006 National Survey of Fishing, Hunting and Wildlife Associated Recreation was:

Total number of anglers	-	404,000
Number of non-resident anglers	-	85,000

Total number of hunters	-	271,000
Number of non-resident hunters	-	88,000

The survey reported that the average non-resident angler spent \$505 per trip and the average non-resident hunter had expenditures of \$919 per trip. The average Kansas resident who fishes spent \$626 per trip and the average resident hunter had expenditures of \$827 per trip.

CONTINUATION SHEET

Minutes of the House Economic Development and Tourism Committee at 3:30 p.m. on March 3, 2010, in Room 152-S of the Capitol.

Secretary Hayden called the Committee's attention to the Department of Wildlife and Parks' 8 Wonders of Kansas, (Attachment 3).

He said that the 24 state parks had experienced increased visitation within the last several years. In 2006 the number was 6,043,412 and in 2009 the number had risen to 7,201,743. This increase in visitation had also impacted the state economy. A 2004 survey on state park visitors reported that 30% of the visitors were non-residents and spent approximately \$40.50 per day while visiting a state park for a total impact of \$77.5 million to the state economy.

Questions and answers followed.

The meeting was adjourned at 4:10 p.m.

The next meeting is scheduled for Monday, March 8, 2010.

**Kansas House Economic Development and Tourism Committee**  
**Written testimony on Local Tourism**

Chairman Gordon and Honorable Committee Members

Thank you for the opportunity to appear before you on behalf of the citizens of Junction City, Geary County and the Board of Directors of the Geary County Convention and Visitors Bureau.

I'm here to share good news! Good news on tourism, partnerships and our future.

As we move forward in 2010, we would like to share with you some of our 2009 successes.

681,085 and 467,786! That was the visit number reported by the Milford Lake Corps of Engineers and Milford State Park for the year 2006. In 2009, it jumped to 897,090 and 525,677, for a total of 1,422,767. The outdoors of Geary County and Kansas is keeping many businesses and individuals employed and profitable. It's keeping Kansas in the local, regional and national spotlight. Just using the Milford Lake numbers of 1.4 million with a very low economic impact number of \$15.00 per, it provided 21-million dollars!

In 2009, we invited the Northwest Kansas Travel Council to one of the largest travel shows in America – Adventures in Travel. I think everyone knows someone in Kansas.

We just returned from the 2010 Adventures in Travel show where we partnered with Great Bend. We highlighted Wetlands, Flint Hills and Scenic Byways. While at the show, we surveyed attendees using an "Audience Response System." We discovered that 85% of persons surveyed changed perspective of Kansas to the positive as a result of our trade show display and information. Using the same survey system, 25% of persons surveyed stated they would be motivated to travel to Kansas for Old West and Historic Attractions. 22% of persons stated they would be motivated to travel to Kansas for Birding and Wildlife Watching. We'll be working hard to motivate them!

Speaking of the outdoors, "Extreme Adventure Racing" has come to Geary County. The owners of Acorns Resort at Milford Lake have taken the lead in sponsoring and organizing this new event. In its first year (2009), just over 400 participants came from KS, NE, MO, OK, TX and CO to swim, bike and run.

It's "Wildcat" time once again at Milford Lake. The annual KSU Ahearn Scholarship Fund Fishing Tournament will be May 1 at Milford State Park. This fishing event has grown to become the largest fishing tournament in Kansas.

**Economic Development & Tourism**  
Date: 3-3-10  
Attachment # 1-1

Facebook, Flickr, Youtube and Twitter...Social Media Networks are all being used to further tourism and the Geary County CVB is not lagging behind. We have a strong presence on each and would invite you to visit.

Speaking of media, we are currently in the process of upgrading our video hardware and software to be all digital and HD. We just completed a new ""Central Flint Hills Region"" video which we have been distributing.

One of the biggest highlights in 2009 for Junction City was the first full season of the C.L. Hoover Opera House. Built in 1882, the opera house recently went through a multi-million dollar renovation. The opera house is now a state-of-the-art entertainment venue featuring local, regional and national performances.

We wanted to tell you about two other events coming to our area, one new and one existing, both bringing national attention to Kansas.

The Kansas Birding Festival will be April 23 – 25, 2010. The festival will be headquartered in Wakefield, KS, though birders will be led on tours spanning a five county area. As of March 1, over 25 people have paid to attend, from a multi-state area.

A new event to Kansas and Junction City is the 2010 National Biplane Fly-In. On June 4 and 5, biplanes, antique and vintage planes from across the United States will be flying to Freeman Field in Junction City.

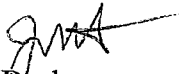
In 2008, Jim Richardson, a Lindsborg resident and National Geographic photographer said, ""It's time we stop looking beyond the borders of our State for inspiration and learn to see what has been here all along."" We have never had to look beyond our borders for inspiration and passion. You can count on us to continue our efforts to help make Kansas a national tourism destination.

Testimony Regarding Kansas Department on Wildlife and Parks (KDWP) and  
Tourism

To

House Committee on Economic Development and Tourism

By

J. Michael Hayden, Secretary   
Kansas Department of Wildlife and Parks

March 3, 2010

The Kansas Department of Wildlife and Parks (KDWP) appreciates the opportunity to discuss the activities of the Department regarding tourism within the State and the impact of those activities to the State economy. This morning I would like to discuss the role of both fishing and hunting and the State park system in promoting tourism within the State.

KDWP has for over a hundred years provided hunting and fishing opportunities to the public. During that time the Department, through management efforts, has increased the number of species available for both hunting and fishing. In addition, KDWP has acquired land both through acquisition and leasing to increase the access of the public for hunting and fishing. These efforts now provide to the public a whitetail deer population that is one of the best in the nation and is increasingly enjoyed by non-resident hunters. KDWP is also now offering an increased number of permits for hunting antelope and recently elk within the State.

KDWP has also made efforts to increase fishing opportunities within the State. The Department operates four fish hatcheries which provide for stocking of various species of fish in public waters. There are a variety of species that have been developed by Department staff such as the wiper and the saugeye. KDWP also provides trout fishing during certain seasons. These are in addition to catfish and bass which continue to be popular. The Department also leases fishing sites which increase fishing opportunities beyond reservoirs and state fishing lakes. These sites are on streams and ponds that are not normally available.

KDWP operates twenty-four state parks and the Prairie Spirit Rail Trail. These parks are located throughout the State and provide picnic and camping opportunities for the public. Since most of the state parks are also located adjacent to water, they provide water based recreational opportunities such as skiing and sailing. In addition, the parks have trails which allow for hiking, biking, and bird watching.

What do the activities of KDWP, described above, mean to the State? The 2006 National Survey of Fishing, Hunting, and Wildlife Associated Recreation provided the following data for fishing and hunting in Kansas:

Total number of anglers	404,000
Number of Non-Resident Anglers	85,000
Total number of hunters	271,000
Number of Non-Resident Hunters	88,000

The non-resident anglers and hunters are important to the Kansas economy and rural communities. The Survey reports that the average non-resident angler spends \$505 per trip and the average non-resident hunter has expenditures of \$919 per trip. While attracting non-residents to the State for fishing and hunting activities is important to tourism, the residents of this State also impact local communities by their activities. The average Kansas resident who fishes spends \$626 per trip and the average resident hunter has expenditures of \$827 per trip. The total impact to the Kansas economy in 2006 from non-resident hunting and fishing exceeded \$140 million. Attached is the summary page from the 2006 survey for the State of Kansas.

The above example was for all hunting. Recently the State of Kansas has become a destination point for white tail deer hunting. In 1994 only 615 non-residents hunted deer in Kansas while in 2008, KDWP issued 20,909 non-resident deer permits. This increase has provided additional income within the state for leasing of land, guide services, lodging, and eating establishments.

2-2

The state parks also provide tourism opportunities within the State. The 24 state parks have experienced increased visitation within the last several years. The table below displays the visitation that has occurred by number of visitors:

2009	7,201,743
2008	6,519,423
2007	6,236,610
2006	6,043,412

This increase in visitation has also impacted the state economy. A 2004 survey on state park visitors reported that 30% of the visitors were non-residents and spent approximately \$40.50 per day while visiting a state park for total impact of \$77.5 million to the state economy. The impact in current dollars would be larger.

The State parks have also been able to increase visitation by providing public use cabins at numerous state parks and public land areas. As of 12/15/2009 there were 75 cabins located at 21 state parks and wildlife areas. Twenty three additional cabins are planned for 2010. These cabins, at most locations, provide indoor accommodations such as bathroom, bedrooms, and small kitchens. This has been well received by the public. For 2009, cabin reservations totaled 9,532 nights.

KDWP continues to cooperate with the Department of Commerce in the promotion of Kansas tourism. The two departments share data bases for survey and promotion efforts. Publications by Department of Commerce emphasize the outdoor recreational opportunities provided by KDWP. KDWP has a person who regularly attends meetings by groups within the State who promote Kansas tourism. The Department realizes the importance of tourism to the local communities especially in rural areas and will continue to provide quality outdoor recreation opportunities and encourage additional visitors to take advantage of these opportunities.

If the members of the Committee have any questions, please advise. Thank you.

# 2006 Kansas Summary

## Activities in Kansas by Residents and Nonresidents

### Fishing

<b>Anglers</b> .....	<b>404,000</b>
Days of fishing .....	5,314,000
Average days per angler .....	13
Total expenditures .....	\$242,444,000
Trip-related .....	\$127,996,000
Equipment and other .....	\$114,448,000
Average per angler .....	\$587
Average trip expenditure per day .....	\$24

### Hunting

<b>Hunters</b> .....	<b>271,000</b>
Days of hunting .....	3,017,000
Average days per hunter .....	11
Total expenditures .....	\$248,674,000
Trip-related .....	\$121,162,000
Equipment and other .....	\$127,512,000
Average per hunter .....	\$827
Average trip expenditure per day .....	\$40

### Wildlife Watching

<b>Total wildlife-watching participants</b> .....	<b>816,000</b>
Away-from-home participants .....	248,000
Around-the-home participants .....	723,000
Days of participation away from home .....	3,244,000
Average days of participation	
away from home .....	13
Total expenditures .....	\$156,185,000
Trip-related .....	\$52,778,000
Equipment and other .....	\$103,407,000
Average per participant .....	\$179
Average trip expenditure per day .....	\$16

## Activities in Kansas by Nonresidents

### Fishing

<b>Anglers</b> .....	<b>85,000</b>
Days of fishing .....	431,000
Average days per angler .....	5
Total expenditures .....	\$42,738,000
Trip-related .....	\$37,279,000
Equipment and other .....	\$5,459,000
Average per angler .....	\$505
Average trip expenditure per day .....	\$86

### Hunting

<b>Hunters</b> .....	<b>88,000</b>
Days of hunting .....	442,000
Average days per hunter .....	5
Total expenditures .....	\$80,704,000
Trip-related .....	\$53,219,000
Equipment and other .....	\$27,485,000
Average per hunter .....	\$919
Average trip expenditure per day .....	\$120

### Wildlife Watching

<b>Total wildlife-watching participants</b> .....	...
Away-from-home participants .....	...
Around-the-home participants .....	...
Days of participation away from home .....	...
Average days of participation	
away from home .....	...
Total expenditures .....	...
Trip-related .....	...
Equipment and other .....	...
Average per participant .....	...
Average trip expenditure per day .....	...

... Sample size too small to report data reliably.



# KDWP Sites in the 8 Wonders of Kansas

**Cheyenne Bottoms and  
Quivira National Wildlife  
Refuge, Barton and Stafford  
counties**

Honoree, Overall 8 Wonders of  
Kansas

Photo by Bob Gress



**Maxwell Wildlife Refuge,  
McPherson County**

Honoree, 8 Wonders of Kansas  
Geography

Photo by Jim Griggs



**Mushroom Rock State Park  
and Rock City, Ellsworth and  
Ottawa counties**

Honoree, 8 Wonders of Kansas  
Geography

KDWP Photo



**Pillsbury Crossing Wildlife  
Area, Riley County**

Honoree, 8 Wonders of Kansas  
Geography

Photo by Dennis Toll



# KDWP Sites in the 8 Wonders of Kansas

## Lake Scott State Park, Scott County

Finalist, Overall 8 Wonders of  
Kansas

Finalist, 8 Wonders of Kansas  
Geography

Photo by Barb Shelton



## Converting rails to trails, Ottawa to Iola (Prairie Spirit Rail Trail)

Finalist, 8 Wonders of Kansas  
Customs

Garnett Tourism Photo



## Big Basin Prairie Preserve, Clark County

Finalist, 8 Wonders of Kansas  
Geography

Photo by Mike Blair



## Mined Land Wildlife Area, Cherokee, Crawford, and Labette counties

Finalist, 8 Wonders of Kansas  
Geography

KDWP Photo



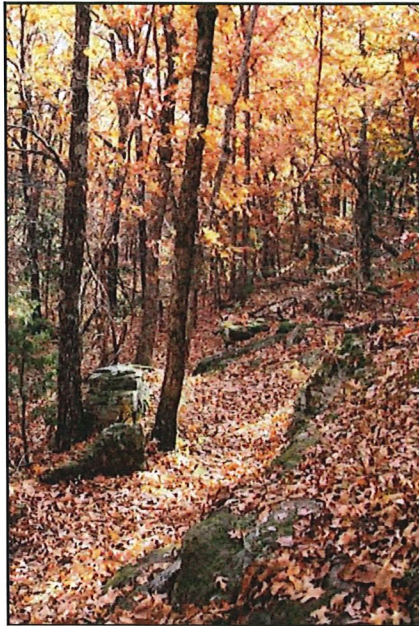


# RDWP Sites in the 8 Wonders of Kansas

**Cross Timbers State Park at  
Toronto Reservoir,  
Woodson County**

Finalist, 8 Wonders of Kansas  
Geography

Photo by Cross Timbers State  
Park



**Elk River Hiking Trail at Elk  
City Lake, Montgomery  
County**

Finalist, 8 Wonders of Kansas  
Geography

kansastrailscouncil.org Photo

