

MINUTES OF THE HOUSE ECONOMIC DEVELOPMENT COMMITTEE

The meeting was called to order by Chairwoman Lana Gordon at 3:30 P.M. on January 25, 2005 in Room 526-S of the Capitol.

All members were present except:

Todd Novascone- excused
Tom Burroughs- excused

Committee staff present:

Kathie Sparks, Kansas Legislative Research Department
Susan Kannarr, Kansas Legislative Research Department
Rena Jefferies, Revisor of Statutes
Helen Pedigo, Revisor of Statutes
Carlene Maag, Committee Secretary

Conferees appearing before the committee:

Terry Leatherman, Kansas Chamber of Commerce
Jerry Lindberg, Kansas Economic Development Alliance
Cindy Cash, Kansas City Ks Chamber of Commerce
Mickey Fornaro-Dean, Harvey County Economic Development Council
Gary Gore, Great Bend Chamber of Commerce

Others attending:

See attached list.

Chairwoman Gordon introduced Terry Leatherman, who represented the Kansas Economic Development Alliance. Mr. Leatherman requested introduction of a a bill concerning rural enterprise zones. Representative Carlin made the motion to introduce the legislation proposed by Mr. Leatherman and Representative Huntington seconded the motion. A vote was taken, motion passed.

Jerry Lindberg, representing the Kansas Department of Commerce presented testimony before the Committee stating Kansas is taking measured and determined steps toward increasing revenue from tourism, business development, and other economic development sources. (Attachment 1) He also presented committee members with information regarding research which relates to business development and Kansas image. (Attachment 2).

This campaign has the strongest business legs of any marketing campaign that Kansas has utilized. The brand image will work for both business development and tourism. Continued use of this campaign will build market wares over time and increase the impact of the brand message. The sizeable openness and opportunities that are part of the Kansas landscape are character in heritage. That's what this whole brand image campaign is about. It's a business investment that makes very good sense.

Mickey Fornaro-Dean, Executive Director of the Harvey County Economic Development Council talked about the image campaign and showed slides of the various ads being used. To do an image campaign that is centered towards tourism, business development, community development and our state in general is a smart move. Based on what is authentic, distinctive and relevant to our target audience, the following positioning statement was developed. In Kansas, our wide open spaces give people the freedom to dream and make big things happen. Kansas does not put limitation on what you think. Beginning on January 10, Kansans were exposed to television and radio spots featuring the new slogan, Kansas, as big as you think. Newspaper and print ads are also being featured. The goal with the image campaign is to create a strong, dynamic, durable and flexible brand for the state of Kansas. Set goals, dream big and watch neighboring states catch up.

Cindy Cash from the Kansas City, Kansas Chamber of Commerce gave an overview of the Image Campaign. This campaign is designed to communicate the same branding message to at least four different audiences. Our own state citizens, tourists looking for the very real historical, cultural and recreational experiences Kansas can offer, businesses looking to expand or re-locate their business and our current and future workforces who have training and skills that our current businesses and new businesses need to grow and

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expand. With this new campaign we have the message getting out and we as business partners throughout the state can also help spread the message in using the branding in our own marketing messages. The tourism industry continues to create new job opportunities in our state. Kansas, as big as you think. (Attachment 3)

Gary Gore of the Great Bend Chamber of Commerce gave his views on the image campaign. In marketing only two things matter: 1) the message a person receives and, 2) the frequency that the person is exposed to the message. Kansas as big as you think can easily become "...explore the Kansas wetlands. Visit North America's largest inland wetlands...Cheyenne Bottoms...where nature is a big as you think! (Attachment 4)

A question and answer session followed. The meeting was adjourned at 4:30 p.m. The next meeting is scheduled for Thursday, January 27, 2005.