

**Visioneering
Unified Legislative Alliance
LEGISLATIVE PROPOSAL - 2007**

Instructions: Complete the following information provided below. Proposals should be no longer than two pages total in length (not including any drafts of proposed legislation). Proposals must be received by the Center for Community Support & Research (Wichita State University, Box 201, Wichita, KS 67260-0201 or e-mail at scott.wituk@wichita.edu) by 3 pm on November 1, 2007 for consideration.

***Proposal:** It is requested that the Visioneering Unified Legislative Alliance include in its list of priorities for the 2008 legislative session...(describe in brief detail the proposal)*

The Kansas Tourism Initiative (KTI) – The KTI is the force behind the development and implementation of a nationally recognized plan to fund and promote the Kansas tourism industry and ultimately improve the quality of life for every Kansan. The KTI will replace statewide interdependency with statewide integration creating collaboration and cooperation among all Kansas industries and geographic regions. KTI will request \$15 million:

Marketing & Promotion	\$6.0 million – 40%
Product Development & Grants	\$5.0 million – 33%
Research & Professional Development	\$1.5 million – 10%
Staff/Overhead	\$2.5 million – 17%

Background of issue (i.e., relevant data, history):

Kansas currently ranks 48th for marketing and promotion. The industry is segmented and requests legislative funding needs on an individual basis . Research shows that other states, which have invested in tourism marketing & promotion and product development, see a significant return on that investment in their state’s overall economy.

Describe the regional impact or significance to South Central Kansas:

Although the impact will be statewide, the grant program will infuse additional dollars for regional grants , which means increased potential for product development and product enhancement in the South Central region. When invested properly, it will generate additional visitor spending and increased tax revenues to support roads, education, health care and basic needs.

Describe the relationship of the proposal to job growth, per capita income and/or education:

- KTI will educate about tourism initiatives, strategies, growth and about further development
- KTI will have initiatives that specifically will grow the tourism industry, thus create the need for additional jobs across the State of Kansas

- Locally, a successful KTI could potentially increase the dollars spent on marketing and advertising, which flows to advertising and creative agencies. The initiative could also mean additional spending on product development - which could translate into jobs ranging from construction and remodeling to staffing for attractions, etc.
- In 2004, the total impact of travel & tourism in Kansas was \$5.6 billion representing 12.6% of total employment in the state and \$3.5 billion in wages & salaries. \$1.8 billion was generated in federal, state and local taxes. South Central tourism expenditures represented 26.7% of the total Kansas tourism expenditures in 2004.
- PricewaterhouseCoopers provided an estimated ROI resulting from a more competitive tourism budget. Based on \$15 million (with \$6 million allocated specifically to marketing) Kansas can expect to see an additional \$260 million in visitor spending, resulting in:

Total Economic Value	\$200 million (annually)
Total Wages & Salaries	\$125 million (annually)
State & Local Taxes	\$ 33 million (annually)
Total State Employment	6,000

Persons/Organizations/Groups with primary responsibility for advancing proposed legislation (please provide contact information, including telephone and e-mail):

TIAK
 Dick Carter, Executive Director
 919 S Kansas Ave
 Topeka, KS 66612
 785-233-9465
carterjr@cox.net

Greater Wichita Convention & Visitors Bureau
 John Rolfe, President/CEO
 Olivia Simmons, Vice President
 100 S. Main, Ste. 100
 Wichita, KS 67202
 316-265-2800
jrolfe@visitwichita.com
osimmons@visitwichita.com

Draft of proposed legislation: (if applicable)

Not available at this date

Preparing for Submission:
Questions to Consider
Please send **updated** responses to
Self-Help Network by **3 PM, Nov 1, 2007**
Visioneering Wichita
Unified Legislative Agenda



Background Information:

Name of group/ organization:

- **Locally - Greater Wichita Convention and Visitors Bureau; in cooperation with the Travel Industry Association of Kansas (TIAK).**

Name of your principal ULA item(s):

- **Kansas Tourism Initiative (KTI)**

Name of person(s) who will organize effort for legislative item(s):

- **The KTI Task Force members along with local representation of various cities (in Kansas) will organize the effort.**
- **In Wichita those contacts will be John Rolfe and Olivia Simmons (Greater Wichita Convention & Visitors Bureau)**

Additional resources to organize effort for legislative item(s):

- **As appropriate and as needed we will have additional representatives from the South Central Region Convention & Visitor Bureaus**
- **PriceWaterhouseCoopers was commissioned by TIAK to complete a Kansas travel and tourism study.**

Describe any previous efforts regarding the legislative item(s) during previous legislative sessions:

- **During the 2007 Legislative Session, the KTI concept was introduced to legislators through committee presentations. The findings and recommendations of the KTI Taskforce efforts will be presented to the Joint Economic Development Committee November 6, 2007. Legislation is being pre-filed for introduction to the 2008 Legislature.**

Planned Session Activities:

Describe plans to communicate legislative item(s) during legislative session, including ways to engage legislators & public:

- **The primary communication plan will be delivered through the Travel Industry of Kansas (TIAK) Lobbyist, Dick Carter. Various legislative socials and breakfasts are planned for the 2008 legislative session. PricewaterhouseCoopers will be presenting the findings of the KTI Taskforce to the Kansas Legislature in 2008.**

Amount of time planned to develop and deliver communication plan for legislative item(s) during legislative session:

- **The KTI is a significant legislative initiative that will likely span the length of the 2008 Legislative Session. It is anticipated that several bills may be introduced in both the House and the Senate and that the package will be worked simultaneously throughout the session.**

Person(s) who will be involved in developing and delivering communication plan for legislative item(s) during legislative session:

- **Members of the Greater Wichita Convention & Visitor Bureau (John Rolfe and Olivia Simmons) will be local partners in this effort, as well as Kruzic Communications – a public relations firm of Denver, CO, and PricewaterhouseCoopers – an audit and assurance firm of Tampa, FL. This work will be coordinated and managed by the Travel Industry Association of Kansas (TIAK).**

Describe recruitment of local officials or other representatives to participate in committee testimony or in meeting with state legislators:

- **This broad-based effort will require the input and testimony of other local officials and representatives who have been involved with the KTI initiative, such as Mr. Michael Phipps – Hilton Airport Conference Center & Hotel, Wichita; representatives of the Kansas Restaurant & Hospitality Association, individuals from the arts & culture community; as well as individual legislators.**

Identify any legislators who will carry the bill or be key players in advancing the legislative item(s):

- **Currently, Senator Nick Jordan, Overland Park, KS, is spearheading the legislative component regarding bill introduction. However, it is anticipated that numerous House and Senate members will become sponsors of the KTI legislation once it is pre-filed for introduction.**

What challenges do you expect during the legislative session and what plans do you have to address them?

- **This legislation seeks to streamline the operation of the travel & tourism function of the state of Kansas. One of the recommendations will be to establish an independent authority to oversee tourism marketing and development. This would mean a change in governance of the Travel & Tourism Division located within the Kansas Department of Commerce. Additionally, it is anticipated that another organization (Kansas Inc.) will introduce a similar effort to establish an independent authority to oversee business marketing and state image, which could bolster the efforts of the KTI recommendations.**
- **It would be our anticipation that we would work with groups that have similar intent with respect to strengthening the function of the**

Travel & Tourism efforts in Kansas to produce additional revenue through increased travel expenditures to our state.

Please send to Center for Community Support & Research, Wichita State University
Box 201, Wichita, KS 67260-0201 or Fax (316) 978- 3593. E-mail to
scott.wituk@wichita.edu