



**Travel Industry
Association of Kansas**

Travel Industry Association of Kansas

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2017



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2017 Strategic Plan

Mission Statement

The purpose of the Travel Industry Association of Kansas is to speak with one voice for the travel industry in the State of Kansas, promoting and supporting all components of the travel industry and travel development field.

Travel Industry Association of Kansas Objectives

- Establish and maintain effective governmental relations and communications.
- Promote and facilitate travel to and within the State of Kansas.
- Promote a better understanding of the positive economic impact of the travel industry in the State of Kansas and its individual communities.
- Identify common concerns and interests and thereby provide for a cohesive state travel industry.
- Provide educational and other services as are deemed necessary and desirable by the travel industry.

2017 Goals of the Travel Industry Association of Kansas (TIAK)

- Secure adequate funding for Kansas Wildlife, Parks, and Tourism in order to continue to promote and advance tourism as economic development throughout Kansas.
- Continue to be the lead representative of tourism in the public arena.

The TIAK Board of Directors has implemented a strategy to engage six (6) committees to assist in the work of the organization. Each committee is to be comprised of three or more members and has developed a three (3) year plan to guide its work.

Membership and Member Services Committee

- Work to expand TIAK membership to include representatives from all aspects of the travel industry, via multi-level contact with potential members.
- Continue the 'Refer a Member' program.
- Monitor member retention and formally survey any non-renewals for input on how we can improve service.

Annual Conference Committee

- Plan, Promote and Implement the annual Kansas Tourism Conference in partnership with Kansas Wildlife, Parks and Tourism.

Finance Committee

- Report monthly and annual financials to most accurately reflect the organization's accounts receivables and payables.
- Refine budgeting process and work toward growing an operational reserve fund for the organization.
- Monitor budget to ensure actual expenses remain within acceptable limits.
- Work with Executive Directors and other committees to pursue methods of generating non-dues revenue and securing sponsorships.

Education Committee

- Make available learning opportunities during the year to TIAK members.
- Evaluate best practices for educating our members including topics, methods, and best ways to reach our membership.
- Work with the Conference Committee to determine educational topics and secure speakers for the Annual Conference.
- Increase awareness of, and define the benefits of, the Kansas Destination Specialist certification program.
- Increase the number of new KDS designees and assist current designees with renewing certification.
- Maintain a Speaker's Bureau list of current and relevant speakers. Post this list to the TIAK website.
- Compile and make available a list of all Kansas higher education facilities and associations that provide tourism industry educational programming.
- Offer opportunities for TIAK members to promote their internships through the TIAK website.
- Work with the Conference Committee to find sponsors to host hospitality students at the Annual Conference. If sponsorships are secured, create an application, promote the opportunity to higher education programs and select the right candidate(s) for attendance at the Annual Conference.

Governance Committee

- Conduct thorough annual review of TIAK bylaws and recommend a comprehensive set of revisions to be adopted at year-end.
- At the request of the Executive Committee, review any recommendations that could be impacted by, or could impact, the TIAK bylaws.

Marketing Communication Committee

- Manage the marketing awards to be awarded at the Annual Tourism Conference.
- Assist members and the organization with dissemination of information to the media by creating templates for use.
- Maintain a media list for use by TIAK members to disseminate newsworthy information.
- Market approved TIAK activities such as National Tourism Week, Destination Statehouse and others as directed by the TIAK Executive Committee.
- Maintain TIAK website.

Advocacy Committee

- Continue to interact with Kansas Wildlife, Parks and Tourism office serving as liaison to the industry.
- Develop legislative agenda.
- Continue to monitor tourism funding and issues.
- Build legislative alliances and partnerships statewide with all segments of the tourism industry to support the TIAK legislative agenda.
- Continue to take the lead role in educating the legislature about the importance and impact of tourism on the state's economy.
- Update the membership on legislative activities weekly during the session using email, conference call and podcast technologies as appropriate.
- Host Destination Statehouse activities as an educational and advocacy opportunity for members.

