



**Travel Industry
Association of Kansas**

**THE VOICE OF THE TRAVEL
INDUSTRY IN KANSAS**

January 2016

Volume 11, Issue 1

TIAK TIMES

HAPPY NEW YEAR

By Suzan Barnes, 2016 TIAK President



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Once again, we welcome Kansas' tourism industry to a new year. Happy 2016 to all! As your new president, I am very excited to see what this year brings. For many of us, 2015 was a fun, productive and busy year with many opportunities. And, once again, we are given those opportunities to celebrate this wonderful industry in our great state. Kansas continues to be (and become) the destination we all know it to be.

I want to take this time to thank you all for giving me the chance to represent you this year. I look forward to working with each of you. I also encourage all of us to take advantage of the partnership we share with the Kansas Department of Wildlife, Parks and Tourism. Their dedication to TIAK with support, education, representation and our annual conference is important and sincerely appreciated.

As we approach February, please mark your calendars for the many events we have to look forward to. We start with the TIAK Day on the Hill. February 10th is our day to spend with our congressional partners. If you have not registered, please go to www.tiak.org to sign up, sponsor and get further details. During that evening, we will get to host our legislators with a fun evening at the Ramada Convention Center from 5:30pm to 7:30pm.

I am proud to share that I have appointed three people to join the Board of Directors as president's appointments. These individuals represent different segments of our membership. They include Jake Huyett, Jones Huyett Partners; Holly Lofton, Lindsborg CVB; and Scott Allen, Kanza Rails-Trails Conservancy. Also, we will have a great team representing our committees as chairs and co-chairs: Roger Hrabe & Donna Price (Advocacy co-chairs), Kelly Peetoom (Conference), Kerry Green (Education), Sally Fuller (KDS), BJ Harris & Holly Lofton (Marketing co-chairs), Connie Hall (Membership), Jan Stevens (Finance), and Sally Fuller (Governance).

If you would like to serve on a committee, we would welcome your participation, perspectives and new ideas! ■



**Travel Industry
Association of Kansas**

DAY ON THE HILL

FEBRUARY 10, 2016



HIGHLIGHTS:

8:30 am Check-in, breakfast buffet, networking (Ramada Inn)

10 am Welcome to Tourism presentation (Ramada Inn)

11 am Statehouse Office visits & lunch on your own

2 pm Popcorn break at the Statehouse for Legislators

5:30 pm TIAK Legislative Reception (Ramada Inn)

For a detailed agenda, please visit the [TIAK website](http://www.tiak.org)

Join the Travel Industry Association of Kansas as we celebrate the Power of Travel Kansas and speak to our Kansas legislators with a unified voice. Help us advocate for the travel industry in the state of Kansas.

Please consider sponsoring this important event. For more information on sponsorship levels, contact Amy Billquist at BillquistA@gmail.com.

Sponsorship Levels:

Event sponsor \$600

Day on the Hill sponsor \$300

Legislative Evening sponsor \$400

Attendee Levels:

Day on the Hill attendee \$35

Legislative Reception attendee \$50

www.tiak.org/events/day-on-the-hill

TIAK DAY ON THE HILL SPONSORSHIP OPPORTUNITIES

BECOME A SPONSOR

Sponsorship rates are as follows:

All sponsorships include recognition in the TIAK Times newsletter.

In addition, benefits also include:

Event Sponsor (\$600)

- Two admissions to the day events
- Admittance for up to 5 attendees at evening event
- Logo placement on various event materials, including materials provided to elected officials
- Logo signage at the evening event and on all event promo materials
- Community banner displayed at evening event

Day on the Hill Sponsor (\$300)

- Two admissions to the day events
- Logo placement on various event materials, including materials provided to elected officials

Legislative Evening Sponsor (\$400)

- Admittance for up to 5 attendees at evening event
- Recognition of sponsorship in invitation to elected officials
- Logo on signage on evening event promo materials
- Community banner displayed during event

Single attendee rates are as follows:

Day on the Hill Attendee Level (\$35)

- Participation in Day on the Hill events

Legislative Reception Evening Attendee Level (\$50)

- Admittance to evening legislative reception

Either way, just plan to
Join Us!

LAST CHANCE: TIAK DOH LEGISLATIVE RECEPTION

This is your last chance to be a part of the most popular reception each legislative session. You don't want to miss the opportunity to be a part of TIAK's Day on the Hill on February 10, 2016. The evening event for our legislators will be held at the Ramada Convention Center in Topeka.

As part of the reception, each of our tourism regions will showcase how they promote their unique attractions in a fun, relaxed tradeshow environment. Each regional display is coordinated by your region's liaison to the TIAK Board. If you would like to join in your region's display, please contact your regional coordinator. We would love to have as many communities involved as we can.

Our goal for the evening is to educate our state officials on all of the ways we market our great tourism attractions. We have had positive feedback on the event from our legislators in the last two years, so we hope to have good participation in this unique event to help showcase our great industry to our elected officials. If you have questions, please also feel free to contact Natalie Bright at natalie@brightcarpenter.com, or Jan Stevens (jans@dodgecity.org) or Donna Price (cvb@goodlandnet.com), evening event co-chairs. ■



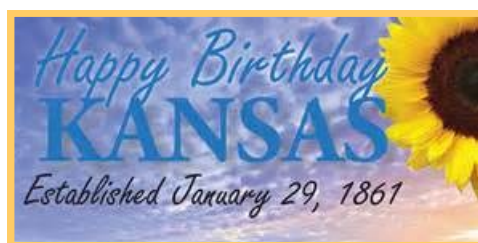
TIAK LEGISLATIVE UPDATE

Three weeks have passed in the 2016 Legislative Session and the budget remains the top issue. The FY 2017 budget was passed last session but adjustments need to be made to account for the revenue shortfall. The state's budget continues to grow but revenue continues to trend below estimates.

The two main tourism issues we continue to watch include the Kansas Department of Wildlife, Parks and Tourism (KDWPT) budget and a statewide transient guest tax (TGT). The Governor's budget did not propose any changes to this year's funding of KDWPT. However, we remain watchful as the legislature continues to look for money to fill a budget hole. In addition, last session, a statewide transient guest tax was proposed that would go to the state's general fund to help prop up the budget. No statewide TGT has been proposed this year but we continue to be mindful of the effect this would have on local communities and continue to watch legislative action.

Discussions continue over transportation funding and the continued transfer of dollars to the state General Fund. We will continue to see additional transfers this session as the legislature looks for dollars. We also hear from the Kansas Department of Transportation (KDOT) that all projects are on schedule and will be completed on time.

The halfway point of session, or Turnaround Day, is late February. This marks the point in which bills need to be out of the House of Origin or can no longer be acted on. After Turnaround Day, we will see more clarity on the budget and, hopefully, an end to the legislative session that is less than 90 days. ■



Kansas became the 34th state to enter the Union on January 29, 1861, now affectionately known each year as "Kansas Day." Kansas Day is not a public holiday, but it is a statewide observation, and this year we celebrated its 155th anniversary.

"This state has this fantastic gift that it has given the nation. It came in fighting for liberty and freedom for everybody. Kansas Day is a day for us to celebrate that gift we gave the country—to do away with the issues of slavery and bring liberty for everybody," said Governor Sam Brownback.

TIAK TOURISM CAUCUS KICK-OFF



Last week, TIAK, the Kansas Department of Wildlife, Parks and Tourism (KDWP), and the Kansas Restaurant and Hospitality Association (KRHA) jointly hosted a first-ever tourism caucus. Governor Sam Brownback joined the meeting along with sixteen Kansas House and Senate members, despite several conflicts.

The idea of the tourism caucus was introduced for two reasons. First, the Tourism Caucus will help legislators to be the best ambassadors for Kansas when they travel on behalf of the state by keeping them updated on what is happening in Kansas. This information will guide them in experiencing the various tourism assets around the state. In addition, caucus legislators will become tourism advocates in the Kansas Legislature, who better understand, and are able to address, issues impacting the tourism industry and its resulting economic impact on Kansas.

This caucus meeting is only the first event and will be followed by a second hosted event planned for March at the new Evel Knievel Museum in Topeka, Kan., with additional venues anticipated throughout the state.

Because this was the debut for the Tourism Caucus, and introducing the involved legislators to our state is of primary importance, partner communities are encouraged to participate. If your community would like to showcase our industry, please contact TIAK staff to make your interest known.

We are excited for the success of this new endeavor and look forward to promoting all our state has to offer. ■

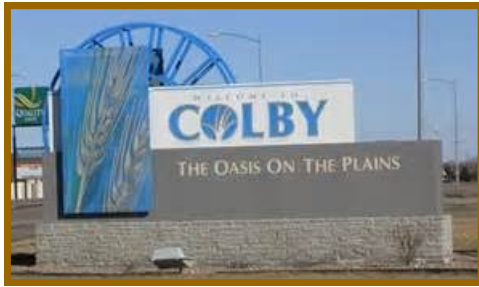
A caucus is a meeting of supporters with shared concerns within a political party or larger organization

Gov. Brownback poses with TIAK President Suzan Barnes, TIAK Past President Kevin Fern, and TIAK Secretary Jan Stevens



Group at Left from L-R: KDWP Sect. Robin Jennison; Kevin Fern, Visit Shawnee; Suzan Barnes, Grand Central Hotel; Jan Stevens, Dodge City CVB; and Rep. Kyle Hoffman (R-Coldwater)

COLBY CVB SEEKING EXECUTIVE DIRECTOR



The Colby Convention and Visitors Bureau is seeking candidates for the position of Executive Director. The ideal candidate will have a passion for the community, experience in sales and marketing, social media, public relations, business administration and strong interpersonal skills. Previous tourism experience is preferred.

The position is full time, with benefits. Travel and evenings or weekends are required as necessary for meetings and events. To apply, please submit resume and salary requirements to: Colby Convention

and Visitors Bureau, 350 S. Range Ave, Colby KS 67701; or email mbrewer@st-tel.net. The position will remain open until filled. ■

Be sure to check out all of the employment opportunities on the TIAK website at:

<https://tiak.org/resources/jobs-and-internships/>.

EXPLORE LAWRENCE SEEKING DIRECTOR

eXplore Lawrence is the recently re-branded Convention and Visitors Bureau for the City of Lawrence and is seeking a Director for its organization. eXplore Lawrence coordinates and develops resources to create an exceptional visitor experience for both leisure and business travelers that result in increased overnight stays, direct visitor spending and repeat visits. Activities of this position revolve around the solicitation of travel and tourism-related business for Lawrence in cooperation with area hotels, restaurants, local arts and cultural amenities, local sports organizations, premier University communities, and other sports and travel-related businesses.



The essential elements of the duties of the Director of eXplore Lawrence will be to coordinate and oversee budgeting, financial reporting, staff planning and program activities. The Director must maintain a thorough knowledge of the community and a working relationship with the staff of area hotels, partner organizations, and opportunities at the state/regional level. The Director must keep abreast of functions in the Lawrence and regional area.

eXplore Lawrence is an equal opportunity employer and offers a comprehensive healthcare and retirement benefits package. The organization also offers paid time off for recognized national holidays, personal leave and sick time.

To apply, send a cover letter, resume and general salary requirements to the Board of Directors via email to info@explorelawrence.com. The estimated hiring time for this position is prior to March 11, 2016. This position will close on February 19, 2016 but the Governing Board may begin interviews with potential candidates before the position closes. ■

REGISTRATION IS OPEN FOR THE DC FLY-IN



Destination Capitol Hill is a one-of-a-kind opportunity for you to learn about upcoming legislation that impacts travel, network with industry colleagues and meet with Mem-

bers of Congress to stress the importance of travel as an economic driver. And registration is now open!

Join us—and hundreds of your colleagues from around the country—at The Mayflower Hotel, from March 16-17, 2016. U.S. Travel will provide you with everything needed to go into your meetings with confidence. We'll host educational webinars prior to the event, coordinate your meetings and provide a personalized schedule. ■

VIDEO: THE STATE OF THE TRAVEL INDUSTRY

What do the latest travel numbers mean for the economy, and what's in store for this year? Click on the image to the right to watch a video from U.S. Travel Association President and CEO Roger Dow on the State of the Travel Industry. ■



GARDEN CITY BLOGS FOR SENIORS



Garden City, Kan. recently published a travel blog on Garden City for senior travelers. The City averages over 2,000 visits per week from folks all over the world. Be sure to check it out: <http://seniorcitizen.travel/types-of-vacationtravel/family-travel/seniors-enjoy-traveling-through-kansas/>. ■

WHITE PAPERS



There's a new addition to the Resources Section of the TIAK website: White Papers.

Our Education Committee has researched and collected white papers on various topics. Current White Paper listings include:

- The State of the American Traveler
- EppersonDest Product Development: A Review and Analysis of the Role of CVBs in Destination Product Development
- Destination Brand Building
- Five Destination Branding Principles to Boost Economic Recovery
- Toll Advocacy: It's Not Just For a Crisis
- Amadeus: Shaping the Future of Travel—Macro trends driving industry growth over the next decade

All of these white papers can be found on the TIAK website at: www.tiak.org/resources/white-papers-reports. Be sure to check them out!

DODGE CITY HONORED AS TOP TEN TRUE WESTERN TOWN BY TRUE WEST MAGAZINE

From *Kansas AgLand*



Founded in 1872, few Western frontier towns are more famous than Dodge City. The wild former railhead became legendary for clashes between the droves of Texas cowboys who tangled with legendary lawmen, including Wyatt Earp and Bat Masterson.

That is one reason Dodge City is No. 2 among True West Magazine's 2016 Top Western Towns. Lubbock, Texas, won the top award. They will be featured in the February 2016 issue, on newsstands Jan. 5. Dodge City is home to the Boot Hill Museum, where visitors can stroll along an 1876 replica Front Street, including the Long Branch Saloon, and tour the original Boot Hill cemetery.

A trolley tour will take visitors to the city's historic sites, such as the 1881 Mueller-Schmidt House, and Dodge City Days includes an actual longhorn cattle drive down Wyatt Earp Boulevard.

"Dodge City is unique in terms of its Western heritage," explains True West Executive Editor Bob Boze Bell. "Not only in terms of history but the many museums and annual heritage events. We're pleased to recognize Dodge City as a Top True Western Town."

This is the 11th year True West has presented this annual award. Editors base their selection on criteria demonstrating how each town has preserved its history through old buildings, museums and other institutions, events, and promotions of historic resources.

"Dodge City has been listed on this list through the entire process. The whole community gets behind the pride in their western heritage," said Bell. "You really do feel you're walking in the steps of those cowboys of old."

Click [here](#) to read the article. ■



CALENDAR OF EVENTS
(CLICK ON EACH LINK FOR
MORE INFORMATION):

February 10, 2016

[TIAK Day on the Hill](#)

State Capital, Topeka, Kan.

February 11, 2016

TIAK Board Meeting

Topeka & Shawnee County
Public Library, Topeka, Kan.

February 26, 2016

Turnaround Day in the
Kansas Legislature

March 10, 2016

TIAK Executive Cmte Mtng

March 16-17, 2016

[Destination: Capitol Hill](#)

Washington, D.C.

April 1, 2016

Last Day of 2016 Session

April 14, 2016

TIAK Board Meeting

April 27, 2016

Veto Session begins

May 12, 2016

TIAK Executive Cmte Mtng

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