

TIAK TIMES

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KANSAS TOURISM ROAD SHOW



The Kansas Tourism staff is hitting the road to meet with you! Make plans now to attend one of the upcoming tourism workshops July 19-22, 2016. You will have the opportunity to meet one-on-one with staff to assist you with your marketing plan or to answer your questions on the programs that their office administers (for a list, visit their [industry website](http://www.travelks.com/industry/education/tourism-roadshow/)). There is no cost to attend the workshop, but would appreciate an RSVP by registering no later than Thursday, July 14, 2016 through this link: <http://www.travelks.com/industry/education/tourism-roadshow/>. The sites include Oberlin, Tipton, Marysville and Leavenworth. Be sure to invite your candidates! ■

MACEY'S A HIT FOR KANSAS!



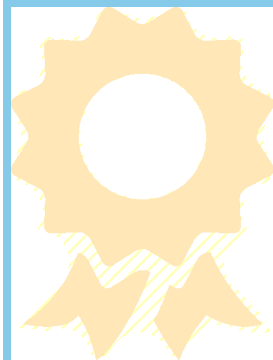
Kansas Department of Wildlife, Parks & Tourism's (KDWPT) spring marketing campaign included digital, print and television—all supported by social media. Digital impressions were well over 30 million with nearly 26,000 clicks generating traffic to both TravelKS.com and KSOutdoors.com. The highlight was the 6-year-old box of dynamite from Council Grove, Kan., Macey Hensley. TV impressions, alone, were 4.3 million, but the big news was the number of video views on Facebook. The "I Like Ike" :30 second commercial exceeded 157,000 views with nearly 1,300 post shares! The "Exploration Place" commercial had over 90,000 views. Macey also appeared on another episode of *The Ellen DeGeneres Show* and gave a great endorsement of Kansas, encouraging people to visit our state.

TravelKS.com web traffic was up 4.14% for the year with nearly 47% of those views from Kansans. Sessions by device showed desktop at 54%, mobile at 34% and tablet at 12%. As the use of mobile devices continues to rise, KDWPT anticipates the launch of the new TravelKS.com website on the responsive web design platform in mid-August. This platform adjusts the website content format to match the screen used by the viewer. ■

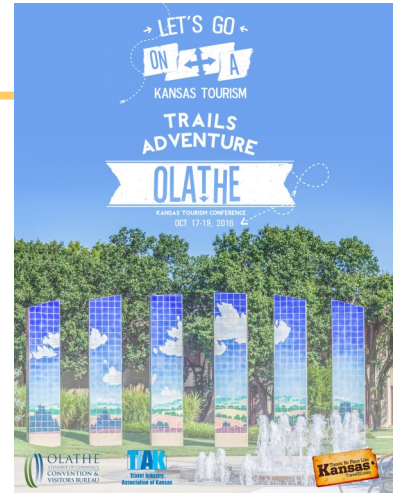
KANSAS TOURISM CONFERENCE

TO REGISTER, go to:

<https://tiak.org/events/kansas-tourism-conference/>



The 2016 TIAK Marketing Awards are now open for submissions. New this year is the addition of placement levels. At the Kansas Tourism Conference in October, awards will be given for 1st, 2nd, and Honorable Mention in each category. The goal is to recognize the outstanding marketing efforts of tourism throughout Kansas. Submit your presentation on the [Marketing Awards](#) webpage.



Donate an auction item at the Kansas Tourism Conference and you could win a prize while helping to support TIAK! Bidders will vote for the best themed item (must have a value of at least \$50) to determine the 2016 Theme winner. Enter your auction donation through the form on the TIAK conference page .



Share the conference adventure with a worthy student in a Kansas hospitality/tourism program of study. It takes \$600 to send a student to the conference each year, and we're only one-third of the way there! Support a student by making a contribution through the Student Scholarship Fund

available on the TIAK website at <https://tiak.org/payments/>.



2018 KTC RFP

APPLICATIONS NOW ACCEPTED

The RFP for the 2018 Kansas Tourism Conference can be found on the TIAK website [here](#). Responses are due Monday, August 15, 2016.

KDS RENEWAL REMINDER

2016 is a renewal year for all current KDS. TIAK established the KDS certification program in 2003, which is designed to familiarize and further one's knowledge of the State of Kansas, tourism marketing and leadership. Since its inception, 46 people from the Kansas hospitality industry have earned this recognition.

Learn more on the TIAK website [here](#).

taste OF



Travel Industry
Association of Kansas

Travel Industry Association of Kansas (TIAK)

**Not sure if you should bite off more than you can chew?
Well, how about a little “taste” then?**

**Any new member can join TIAK in 2016 for just \$50!
This special “Taste of TIAK” is good for new members only,
and is being offered through the end of the year.**



Become a member today at
<https://tiak.org/tiak-membership/join-tiak/>
and start enjoying the benefits of
membership that only TIAK can offer!

“This membership program got me in the door. Once I was involved and attending the tourism conference, I saw the value of the networking opportunities and educational components. Our TIAK membership became a priority to my organization.”

—Board Member Roger Hrabe, Rooks County Economic Development Director

“TIAK has been a valuable partner with Kansas Travel & Tourism in gaining exposure for our industry. Through increased membership, our unified voice grows even stronger in leading the charge for the 3rd largest industry in the state: a relationship benefiting every Kansas community, large and small.”

—Linda Craghead,
Kansas Department of Wildlife,
Parks and Tourism Assistant Secretary



GOVERNOR CALLS SPECIAL SESSION



On Tuesday, June 7th, Governor Brownback announced he was calling legislators back to Topeka for a Special Session to address the May 27th Kansas Supreme Court ruling that the current school finance formula is unconstitutional because it is inequitably funded. The Court gave the Legislature until June 30th to remedy the funding or said it will close all schools effective July 1st. School supporters hoped the Legislature would address the ruling on June 1st when they returned for Sine Die, however, legislative leadership said there was not sufficient time to craft a fix to the Court's ruling and therefore took no action. After significant pressure from many Republicans running for reelection, and a petition started by the Democrats, the Governor called the Special Session.

This most recent school funding ruling from the Kansas Supreme Court deals with the equity portion of the school lawsuits (adequacy also is in question, but has yet to be taken up by the Court) and says the Local Option Budget (LOB) portion of the current K-12 finance system is unconstitutional. Essentially this ruling is over tax relief for poor districts with none of the money going to the classrooms, but instead being sent to districts not able to raise as much money as wealthier districts through their LOBs. Estimates range that at least another \$30-40 million is needed to equalize the funding throughout the state to satisfy the court. With state revenues already in the red, the sentiment has been there isn't state money to pay for this order without either cutting other areas of government or raising revenue (i.e. taxes), which is never popular in an election year.

To muddy the water even more, some legislators are unhappy with the Court's remedy to close schools when the amount of money needed is less than 1% of the overall school spending in the state and is more politically motivated. Others would like for the schools to close so there is the potential for the United States Supreme Court to review the case when the federally mandated programs, such as special education and free and reduced lunch, are not funded. However, those concerned with ramifications of schools actually closing as well as fear of facing angry voters during what is already a contentious election season, won the argument when the Governor called a Special Session.

Fortunately, a solution was reached after just a two-day Special Session with a fix that boosted equity spending by

\$38 million for school year 2016-2017. The legislation ultimately passing received broad, bipartisan support that included a signed agreement between plaintiff's counsel and state officials that the legislation satisfies the court's order and will keep K-12 school doors open this fall.

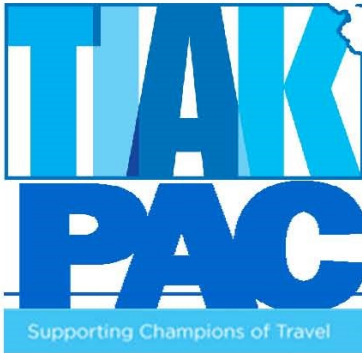
House Bill 2001 passed the House by a vote of 116-6 and the Senate 38-1. The bill raises \$38 million in additional Local Option Budget state aid, which the court said was necessary to fully fund the old school finance formula and equalize the local option budgets across wealthy and poor districts. The \$38 million comes from a variety of funding sources:

- \$13 million – Kansas Bioscience Authority sale proceeds above \$25 million
- \$10.5 million – tobacco master settlement agreement
- \$7.2 million – extraordinary needs supplemental school aid (\$15 million total in the fund)
- \$4.1 million – shifting of Temporary Assistance for Needy Families (TANF) funds for a preschool pilot program
- \$2.8 million – virtual school program state aid

The largest source of equity dollars comes from the Kansas Bioscience Authority (KBA) sale proceeds above \$25 million. Should the sale generate less than \$38 million, the bill triggers two mechanisms to make up for the shortage. Those include clearing out the \$7.8 million remaining in the extraordinary needs fund – dollars within the Kansas Department of Education that are available to school districts that experience sharp changes in student enrollment or property values – and \$5 million from the Kansas Department of Transportation's motor vehicle registration fund.

The original proposal introduced at the start of the Special Session drew \$13 million from cutting all school districts general state aid by .5%. The plan passed both the House Appropriations and Senate Ways and Means Committees on Thursday, but lost steam on Friday when a group of Legislators voiced strong opposition and began crafting the new plan.

Governor Brownback has stated that he supports the HB 2001 and plans to sign the bill into law. Plaintiffs' attorneys in the school finance lawsuit and Kansas lawmakers have also signed a letter of support stating that the bill fixes equity and will meet constitutional muster.



Travel Industry Association of Kansas
Political Action Committee
215 Broadway
Cottonwood Falls, KS 66845

Kevin Fern, Chairman
Shawnee

Suzan Barnes, Treasurer
Cottonwood Falls

Maureen Hofrenning
Wichita

Roger Hrabe
Stockton

Bridgette Jobe
Kansas City

Shelia Lampe
Iola

Dana Markel
Overland Park

Gloria Moore
Washington

Brett Oetting
Topeka

Donna Price
Goodland

Jim Zaleski
Parsons

Make a Commitment Today.
Ensure the Voice of Tourism is Heard...
in the Legislature come January.

Today I am sending my personal check to TIAK PAC for \$100, to help build up the funds, so we will be in a position this fall to help the candidates who will help us. Will you join me?

We need friends in the State Senate and State House who will have our back and the best way to make those friends is to have theirs. If we learned anything these past few years during the session, it is that our industry could be wiped out with a single vote. I am proud we were able to kill shortsighted legislation before it got momentum. The reason we were able to stop it in its tracks was because legislators, who we have contributed to before, stood firmly in our corner.

Any amount will help, \$25, \$50, \$75, \$100, more or less, it all adds up.

Thank you for your consideration, I hope I can count on you.

Yes, Kevin, you can count on me to help candidates who will help us build the tourism industry in Kansas. Enclosed is my contribution made payable to TIAK PAC for:

- \$ 100.00
- \$ 75.00
- \$ 50.00
- \$ 25.00

Please mail checks to: 215 Broadway, Cottonwood Falls, KS 66845



The 2016 Election Season is upon us.
Be sure to make your voice heard
at the polls this year.
Every vote counts!



You must present a government-issued photo ID every time you vote in Kansas. Valid IDs include your driver's license, nondriver ID card, U.S. passport or Kansas college ID. Visit www.gotvoterid.com for a full list of approved IDs as well as additional voting information.

At this time, you are unable to request to change party affiliation. By law, from noon on June 1 through August 31, 2016, anyone affiliated with the Democratic, Republican, or Libertarian party may not switch to another party or elect to become unaffiliated.

OFFICES TO BE ELECTED OR RETAINED

National Level

U.S. President / Vice-President
One U.S. Senator (Senator Jerry Moran)
All four U.S. Representatives

State Level

All 40 State Senators
All 125 State Representatives
State Board of Education (#2, 4, 6, 8, 10)
4 Kansas Supreme Court Justices (#1, 2, 3, 5)
5 Kansas Court of Appeals Judges
District Court Judges (45 retained, 44 elected)
District Magistrate Judges (18 retained, 37 elected)



2016 ELECTION DATES

July 12, 2016

Last Day to register to
vote in primary

July 13, 2016

Advance voting by mail
begins

August 2, 2016

Fall Primary Election

October 18, 2016

Last Day to register to
vote in general

October 19, 2016

Advance voting by mail
begins

November 8, 2016

Fall General Election

"I have come to the conclusion that politics are too serious a matter to be left to the politicians."

—Charles de Gaulle

For a full candidate roster with all races, [click here](#).

TRAVEL INDUSTRY MAINTAINS HEALTHY PERFORMANCE IN MAY

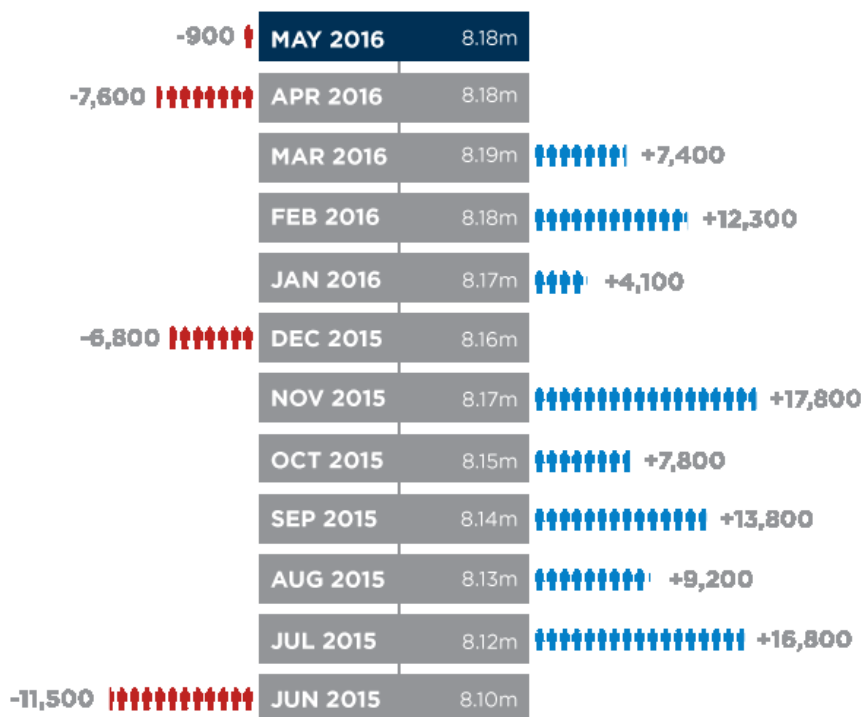
From [U.S. Travel](#)

Food and beverage services and the airline industry saw growth, while lodging and entertainment experienced slight contraction.

Travel employment edged down by 900 jobs in May, according to U.S. Travel Association estimates. However, the travel industry added 15,300 jobs overall in the first five months in 2016.

Early June's jobs report from the Bureau of Labor Statistics indicates that growth in total nonfarm payroll employment slowed significantly last month, increasing by just 38,000 jobs in May. The overall employment rate, though, dipped to 4.7 percent.

Monthly Travel Employment



Source: U.S. Travel Association based on Bureau of Labor Statistics data

The travel jobs added last month were mainly seen in the airline and food and beverage service industries. The lodging and arts/entertainment/recreation industries lost jobs in May.

Overall, the travel industry remains a consistent job creator for the current U.S. economy, adding new jobs 15 out of the last 20 months. Since the post-recession employment recovery began in early 2010, travel has outpaced job creation in the rest of the economy by 17 percent. The travel industry continues to support one in nine American jobs. ■

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!

T-WORKS PROGRAM

From *Kansas Economic Progress Council*



Graphic courtesy of Economic Lifelines

What's left of the 2010 T-WORKS transportation program is essentially gutted by the actions of the Administration and the Kansas Legislature. Economic Lifelines Executive Director Mike Johnston calls it "an unnatural disaster" for transportation.

Johnston, former KDOT Secretary and Kansas Turnpike Manager, said, "The continued drain on earmarked transportation dollars by the governor and legislature has finally required KDOT to downsize T-Works about which we have repeatedly warned."

Johnston noted that nearly \$300 million in preservation lettings were "delayed" in FY 16 and 17. These are essentially needed maintenance projects to keep existing roads and bridges in safe condition. KDOT sources say 1200 miles of maintenance has become 200, while bridge maintenance is cut in half.

Now because of the state's budget woes, 25 modernization and expansion projects totaling over half a billion dollars have also been "delayed." Some KDOT personnel are saying privately they may never be completed.

Johnston said, "Not only have these recent actions broken a promise to all Kansans, they also will have a profound negative impact on our state's economy. Jobs in the transportation industry create new wealth by using natural resources to create products that did not previously exist."

The Kansas Legislature and the Governor have diverted an estimated \$1.4 billion from transportation since 2011.

Meanwhile, following the adjournment of the Legislature, Moody's Investors Service adjusted Kansas highway revenue bonds outlook from stable to negative. That's due to \$185 million being diverted from KDOT in sales tax that was originally earmarked for transportation.

Moody's also changed the State of Kansas general outlook to negative.

"By continuing to balance its budget with unsustainable nonrecurring resources, including pension underfunding, it is accumulating large and expensive long-term liabilities that it will be paying off for a long time," Moody's said. ■

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

July 14, 2016

TIAK Executive Cmte Mtng

August 2, 2016

Kansas Primary Election

August 11, 2016

TIAK Board Meeting
Facility Marketing Seminar
Garden City, Kan.

September 2, 2016

Agritourism webinar

September 8, 2016

TIAK Executive Cmte Mtng
Hutchinson, Kan.

October 17-19, 2016

Kansas Tourism Conference
Olathe, Kan.

November 4, 2016

Engaging Your Community
webinar

November 8, 2016

General Election

November 10, 2016

TIAK Executive Cmte Mtng

December 8, 2016

TIAK Board Meeting
Topeka, Kan.

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