



INSIDE THIS ISSUE:

KTC Survey & 2017 Information	2
KTC Pictures	3
Thank You Sponsors	4
2016 TIAK Marketing Awards	5
KDWPT Awards	6
#KTC16	7
Kansas Destination Specialist	8
Scholarship Recipient Ulises Gonzalez	8
Save the Dates	9
TGT Survey Results	9
White Papers	9
Get Out the Vote	10
STAR Bonds Lure American Royal	11
Adequate Transportation Funding is Required	12
Richard Carlson Appointed as KDOT Secretary	12
Abilene CVB Hires Director	13
Welcome to New Members	13
Calendar of Events	13

TIAK TIMES

A PRESIDENTIAL THANK YOU!



From Suzan Barnes, TIAK President

Greetings! I cannot tell you how honored I am to have had the privilege of helping with the Kansas Tourism Conference in Olathe! What a wonderful city, property and conference center. It is always so much fun to be with old and new friends.

And so many people to thank, starting with: The Embassy Suites Olathe staff, all of the KTC attendees, Jones Huyett Partners, Merriam CVB and IKEA staff, Ulises Gonzalez 2016 scholarship recipient, our wonderful sponsors (without you, well...), our devoted vendors, Alexis Woodall and Mahaffie Stagecoach Stop and Farm, all of the newcomers to the industry—WELCOME!

A big thank you to our DYNAMITE SPEAKERS: Olathe Mayor Michael Copeland; Mitch Holthus, Voice of the Kansas City Chiefs; Mike Fullerton, Brand USA; Bart Hickey, Director of Restaurant Excellence; Emcee Brad Plumb; and all of the breakout speakers, panelists and moderators.

A very special thank you to Kelly Peetoom, Olathe CVB and staff; Karen Crane, Merriam CVB; and our very own PAC-MAN, Kevin Fern.

A very, very special thank you to Governor Sam Brownback; Secretary Robin Jenison, KDWPT; Assistant Secretary Linda Craghead, KDWPT; the KDWPT staff and the entire TIAK Board of Directors.

I want to personally thank Bridgette Jobe, LeAnn Cox, Jan Stevens, BJ Harris and Kevin Fern for a wonderful year. Although it's not quite over yet, and the gavel has not been passed, I must say I had a great year as your leader. And none of this could have been as successful, or run as smoothly as it did, without Bright & Carpenter Consulting! Natalie, Marlee and Amy: thank you from the bottom of my heart for everything you do for us. YOU HELP MAKE US KANSAS NICE! ■

A PRESIDENTIAL THANK YOU (CONT.)

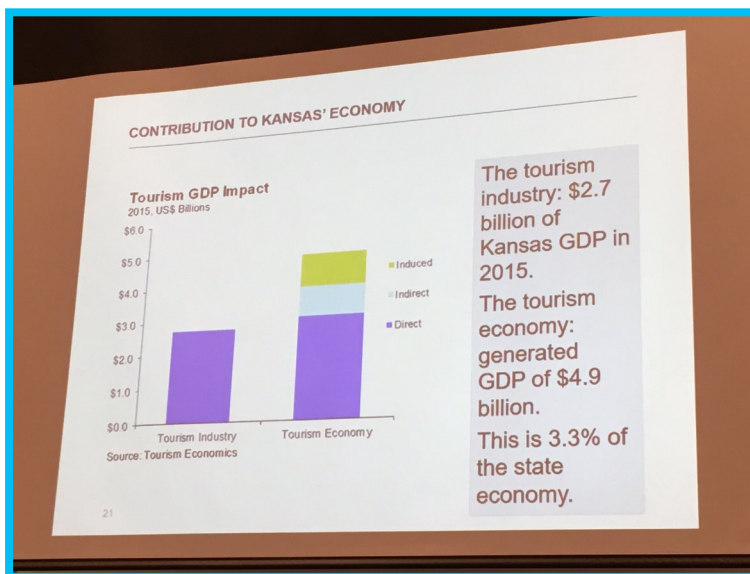
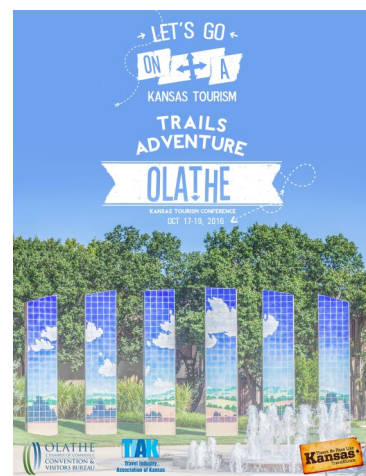


THANK YOU !

Thank you Olathe CVB! The 2016 Kansas Tourism Conference was very well-organized and captured everyone's attention. From the amazing events touring to the many incredible sessions, conference attendees were able to gather tourism tools and network with many of their colleagues. And a special thank you to our sponsors who are identified on the following pages. Without you, this conference would not have been possible!

SEE YOU AT NEXT YEAR'S CONFERENCE!

We hope to see you next year at the 2017 Kansas Tourism Conference in Garden City, Kan. Be ready to celebrate tourism again next fall with all of the great friends you made this year. Mark your calendars for October 23-25, 2017! And be sure to watch the TIAK website for more information as the event draws near.



SURVEY ✓

WE NEED YOUR FEEDBACK

Please take a few minutes to complete [this survey](#) to help us evaluate this year's conference and plan for future Kansas Tourism Conferences.



2016 KTC VIDEO:
[HTTPS://TIAK.ORG/EVENTS/KANSAS-TOURISM-CONFERENCE/](https://tiak.org/events/kansas-tourism-conference/)



THANK YOU SPONSORS

SANTA FE TRAIL



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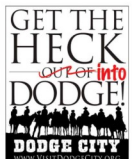


MidwestLiving

CALIFORNIA TRAIL

KANSAS STAR
casino * hotel * event center
ALL. RIGHT. HERE.

HASTY AWARDS
EST. 1986

COWBOY / CHUCK WAGON

RANCHER / FARMER






















2016 TIAK MARKETING AWARDS

Congratulations to our 2016 Marketing Award winners! TIAK Marketing Awards focus on overall marketing initiatives and recognize state-level winners only.

People's Choice: *Marysville Convention & Tourism* was honored for its first annual Light Up Marysville Christmas lighting contest as an integrated marketing campaign. More than 50 local residences and businesses participated in the event.



Visitor Guide (designed in-house): *Visit Wichita* won for its 2016 Official Wichita Visitors Guide, designed to be a one-stop, absolute source for guests visiting the city. *Visit Topeka* received second place with their Visit Topeka Visitor Guide, and Honorable Mention went to *Geary County Convention & Visitors Bureau* for their Junction City/Geary County Visitor Guide.



Visitor Guide (outsourced): *eExplore Lawrence* was awarded for its 2015-16 Unmistakably Lawrence Visitor Guide, which integrated the printed guide with digital identity. *Merriam Visitors Bureau* received second place with their 2016 Merriam Community & Visitors Guide, and *Kansas City Kansas Convention & Visitors Bureau* received Honorable Mention for their 2016 Kansas City, KS Visitors Guide.



Online Marketing: *Visit Topeka* was recognized for its redesigned website with its new responsive design that improves mobile functionality and increases social engagement. *Crawford County Convention & Visitors Bureau* received second place for its redesigned website that reflects the diverse offerings of the destination, and *eExplore Lawrence* received Honorable Mention for its Social Lounge to increase social media engagement and inspire travel to and within Lawrence.



Integrated Campaign: *Emporia Convention & Visitors Bureau* was honored for its promotion of the Dirty Kanza 200 Bike Race, increasing awareness and attention to the sport. *Kansas City Kansas Convention & Visitors Bureau* received second place for their "SelfieMadeSummer" Campaign educating visitors on what there is to do in Kansas City, Kansas, and *Kansas Turnpike Authority* received Honorable Mention for its K-TAG Campaign to increase usage of its electronic toll collection program.



Print Marketing: *Kansas I-70 Association* won for its "70 Things to do on I-70" publication, which provided a clean and updated brochure listing attractions, events and things to do along I-70. *Wamego Area Chamber of Commerce* received second place for their Tourism Rack Card, a two-sided die-cut rack card featuring Wamego attractions and top events, and *Visit Wichita* received Honorable Mention for their Meeting Planner Guide to combat the lack of knowledge about Wichita within the meetings industry.



Community Awareness: *Kansas Turnpike Authority* was honored for its 60th Anniversary Video celebrating the good work, achievements and benefits of the Kansas Turnpike. *Merriam Visitors Bureau* received second place for its 10-year open house celebration of the Merriam Historic Plaza, and *eExplore Lawrence* received Honorable Mention for its Unmistakably Lawrence Pokemon Go Guide to familiarize locals with the Unmistakably Lawrence brand.



Traditional Multi-Media: *Visit Wichita* won for the launch of its largest and most comprehensive campaign in its history, emphasizing the reasons to visit Wichita. *eExplore Lawrence* received second place for its Cradle of Basketball promotional video. There was no Honorable Mention in this category.

(Continued on page 6)

2016 TIAK MARKETING AWARDS (CONT.)

(Continued from page 5)

Thank you to the Marketing Awards judges: Martha Bartlett Piland, Dan Lindquist, Emily Crawford, Kevin Fullerton and Katie Olsen.

And a special thank you to the Marketing Awards sponsor, Hasty Awards, as well as to [Merriam Visitors Bureau](#) for hosting the TIAK judges on judging day. ■



“The travel industry is a vibrant part of the Kansas economy and I am very pleased that we were able to honor the creativity of tourism professionals from Goodland to Kansas City, Wichita to Marysville. These individuals work hard every day to promote our state as a destination for visitors, and their marketing expertise received some well-deserved recognition through these awards.”

*—Suzan Barnes,
TIAK President*

KDWPT AWARDS

The Kansas Department of Wildlife, Parks and Tourism (KDWPT) also presented the following awards:

Governor’s Tourism Award

Jerry Moran has been a long-time supporter and ambassador of the Kansas tourism industry. He loves Kansas and has been in every corner, every county, and maybe every town in the state of Kansas. The award recognizes Kansans for outstanding contributions to the travel and tourism industry and is presented to an individual or group that demonstrates cooperation, sustainability, quality and accountability in their support of the growth of tourism in Kansas.

Kansas Tourism Partnership Award

The 24/7 Travel Stores were honored for implementing that all employees take the Kansas At Your Service Hospitality program. The 24/7 Travel Stores front line staff are typically the first to greet travelers crossing our state and are an important piece to the tourism industry by offering the best service possible. The award recognizes the importance of collaboration in the successful development of tourism in Kansas.

(Continued on page 7)

2016 TIAK MARKETING AWARDS (CONT.)

(Continued from page 6)

Kansas' Finest Award

El Dean Holthus, community advocate and proprietor of the Home on the Range Cabin in Smith Center; Tobe Zwegart, historian and tour guide of the Airkaree Breaks in St. Francis; Cheryl Unruh of Emporia, author of *Flyover People*; Charlie Meaded, special duty Marshall and walking guide in Dodge City; and Hannah Heatherman, student and Bike Across Kansas committee member in Ottawa. The Kansas' Finest award recognizes and honors advocates who promote the state's attributes and maintain an abiding love for the sunflower state, exhibiting passion, perseverance, and pride in promoting destinations with statewide significance and national or international relevance. ■

Thank you to Roxanne Morgan and Stacy Barnes for their tireless efforts in coordinating this year's auction items. Thank you, as well, to all members who participated in, and donated to, the auction and helped us to raise \$4,526!



#KTC16



Contribute to the Kansas Tourism Conference online photo gallery.

Share your conference photos on Instagram & Twitter using #KTC16, then visit TravelKS.com/KTC16 to see your photos and others in the online gallery.

You may also view the [jones huyett Partners](#) video on the TIAK website on the KTC event [page here](#).

KANSAS DESTINATION SPECIALIST

Congratulations to several hard-working and dedicated tourism professionals for earning their Kansas Destination Specialist (KDS) designation this year.

- **Mike Bell, Visit Topeka Vice President of Sales**

Mike has worked in the hospitality industry since 1993 starting in hotels. He directed sales staffs, managed two full service hotels and was a corporate revenue manager for a hotel management company. He started working for Visit Topeka as the Director of Sales in August 2014.



- **Rosa Cavazos, Visit Topeka Director of Tourism Development**

Rosa joined the team at Visit Topeka 4 1/2 years ago as Tourism Sales Manager and was also Tourism Development Manager. Her current job includes putting together themed tours for tour groups as well as creating and developing festivals and events. She loves working to promote her city.



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, 48 people from the Kansas hospitality industry have earned this recognition. ■

SCHOLARSHIP RECIPIENT ULISES GONZALEZ



Dear Travel Industry Association of Kansas and members of the TIAK Education Committee:

I wanted to take the time to say thank you to all for giving me the amazing opportunity to attend the Kansas Tourism Conference. Thank you to TIAK for providing the funding to allow students to experience this conference and a special thank you to the TIAK Education Committee for selecting me as the recipient of this scholarship.

Attending this conference was a valuable experience for me as it allowed me to gain knowledge from many professionals in the industry. The information I learned was enriching and truly shows that this industry is like no other. It's unique. It's remarkable. It's refreshing. I also learned the importance of what the people in this industry do and how crucial it is to the success of our state. I noticed one theme throughout the three days of the conference and that is Kansas. The passion and motivation to serve our beautiful state was represented in each one of the attendees that I met throughout the week. It's the people that I met at this conference that reassured me that this is where I want to be and the industry I want to immerge in. It was truly inspiring.

I also want to say that I cannot thank you enough for welcoming me in right away. During the orientation, it was mentioned that TIAK is like a family and I knew they weren't lying. All attendees were extremely welcoming and showed genuine interest in my attendance. I truly appreciated that.

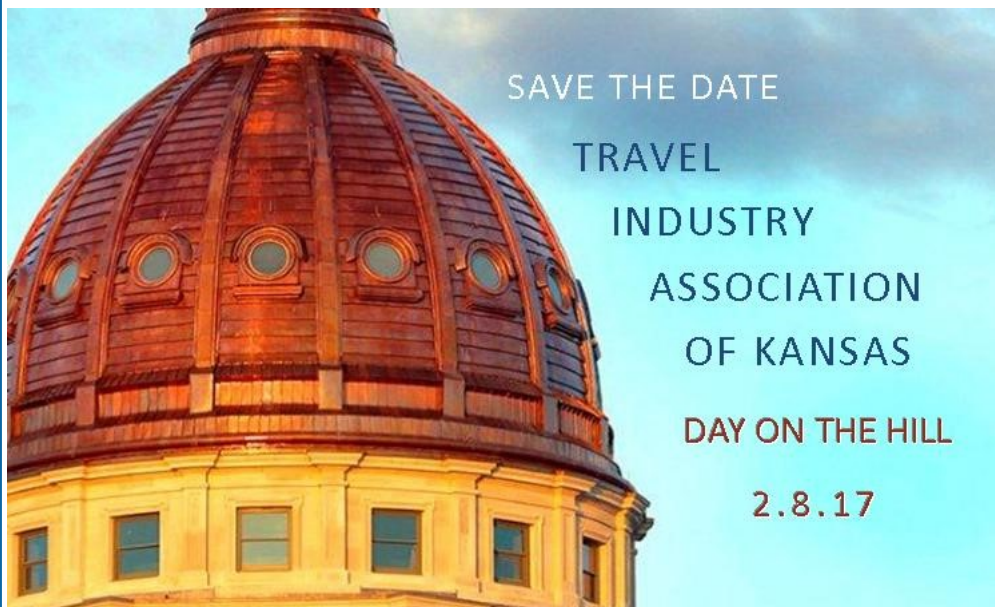
The Kansas Tourism Conference was truly a one-of-a-kind experience! I hope to connect with you all soon in the not so distant future.

Best Wishes,

Ulises Gonzalez

Student, Tourism & Hospitality Management • Fort Hays State University • u_gonzalez@mail.fhsu.edu

SAVE THE DATES



DESTINATION CAPITOL HILL

March 28-29, 2017
Washington, D.C.

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 Members of Congress to stress the importance of travel as an economic driver.

Join us—and hundreds of your colleagues from around the country March 28-29, 2017. 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.

DCH registration opens December 5, 2016. ■

TGT SURVEY RESULTS

In an effort to better understand how the Transient Guest Tax (TGT) is collected and spent, TIAK conducted a survey of its members. Each organization was asked to limit their feedback to only one person so responses would not be duplicated.

You may view the results of the survey on the TIAK website at <https://tiak.org/wp-content/uploads/2015/09/Transient-Guest-Tax.pdf>. ■

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!



2016 IMPORTANT ELECTION DATES

- * **October 18—Deadline to Register**
- * **October 19—Advanced voting by mail begins**
- * **October 24—Advanced voting in person begins**
- * **November 8—Election Day**

Click [HERE](#) to view your sample ballot and find information about candidates.



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. Click [HERE](#) for a full list of approved IDs as well as additional voting information.

How Do I Advance Vote?

Click [HERE](#) to contact your county election officer to request an application for an advance voting ballot.

Where Do I Vote?

Click [HERE](#) to determine where you vote.

Click [HERE](#) for a State Candidate Listing.

DID YOU KNOW THERE IS A CONSTITUTIONAL AMENDMENT ON THE 2016 BALLOT?

The Kansas Right to Hunt and Fish Constitutional Amendment will be on the November ballot. Below is the language of the proposed amendment:

Right of public to hunt, fish and trap wildlife. The people have the right to hunt, fish and trap, including by the use of traditional methods, subject to reasonable laws and regulations that promote wildlife conservation and management and that preserve the future of hunting and fishing. Public hunting and fishing shall be a preferred means of managing and controlling wildlife. This section shall not be construed to modify any provision of law relating to trespass, property rights or water resources.

If Amendment 1 is approved, Kansas will become the 20th state to establish and ensure the constitutional right to hunt, fish, and trap wildlife in the state of Kansas. The proposed amendment will become part of the constitution if a majority of voters approve the measure.

Travel Industry Association of Kansas

825 S. Kansas Avenue, Suite 502C Topeka, KS 66612, www.TIAK.org, 785-233-9465



STAR BONDS LURE AMERICAN ROYAL

From [Hawver's Capitol Report](#)



Gov. Sam Brownback and the American Royal announced an agreement to bring the nationally famous American Royal livestock/entertainment/barbecue enterprise to Wyandotte County.

The announcement, made at the Kansas Speedway in Wyandotte County, would fuel the move from Kansas City, Mo.'s stockyards district to a new STAR bond development area northwest of the Speedway.

American Royal officials and the governor said the new facility would likely cost about \$160 million, roughly half of it paid for by foregone sales tax revenue to the state. Key is the state's approval of use of those STAR (Sales Tax as Revenue) bonds for financing much of the capital improvement needed to bring the regionally famous program to Kansas, after the Kansas City, Mo., government has stalled on efforts by the American Royal leaders for a new facility on the east side of the state line.

That loss of sales tax won't be apparent immediately, but at some point represents—probably after Brownback's second and final term as governor has ended—a loss of revenue to the state.

Brownback has sought the premiere livestock show and rodeo event in the Midwest to move across the

state line into Kansas. Besides the tourism and emphasis on agriculture, the facility also is a legacy for the governor, who formerly was Kansas Secretary of Agriculture from 1986 to 1993.

The announcement was just the formal unveiling of the move. Earlier this year, the American Royal moved its famous barbecue contest to the Speedway. It will be this weekend.

The move uses the state's share of sales tax collected in the district to help repay the bonds for the construction. That money just never arrives in the Kansas treasury during the length of the STAR bond issue, generally 20 years. But it's hoped that the American Royal will lure other economic development.

Edwin Birch, PR chief for the Unified Government of Wyandotte County, said the county commission will meet Thursday, Oct. 28, to start talks on the procedure of creating a new STAR bond district, but said that panels and public forums on the designation of the district—which carries an additional sales tax on transactions there—will continue through Dec. 15, when the issue goes to the Unified Government for a final vote.

The application then goes to the Kansas Secretary of Commerce, who as a Brownback appointee is expected to sign off on creation of the district.

Brownback earlier this year proposed using the state's sales tax proceeds from another STAR bond district to help finance the American Royal move, but was slapped down by the Legislature. The creation of a new district for the American Royal is the key to the deal.

The American Royal, with extensive livestock events, was started in 1899 in Kansas City's stockyards area, and has moved a time or two in the past century.

The American Royal has about 50 events a year and is said to attract newly 270,000 attendees, with an economic impact of \$60 million a year—much of it subject to sales taxes. The American Royal has 14 employees, but hires temporary workers when needed. ■

ADEQUATE TRANSPORTATION FUNDING IS REQUIRED

From [Economic Lifelines](#)



There is growing anxiety and concern among local communities in our state regarding the transfer of earmarked transportation funds (over \$1 billion in FY 2016 & 2017 alone) to fill holes in the state budget. And while some have pointed out that the surface condition of our Kansas roads are in good shape, many do not believe this will continue to be the situation if these huge transfers continue.

Kansas roads have received high marks as a direct result of significant investments in our state's transportation system, dating back to 1989 when the Comprehensive Highway Program was passed. That was followed by the Comprehensive Transportation program in 1999 and finally with the passage of T-WORKS in 2010. But now, with the legislature and governor having taken fully one-third of KDOT's income in FY 16 & 17, they have begun to reduce T-WORK's scope. If the legislature and governor continue these highway transfers, KDOT will have no choice but to continue reducing the scope of their work and the overall condition of the highway system will decline.

However differently individuals might characterize the current Kansas economy, everyone agrees that the current condition of the state highway system positively influences the economy. Conversely, if the system condition is allowed to drop to the minimum targets, one can only assume a corresponding negative effect to the economy.

Kansans overwhelmingly support adequate funding for transportation. Recent polling shows a strong majority of Kansans asked believe the funds earmarked for transportation should be used for those purposes. Economic Lifelines strongly agrees!

TIAK is a member of Economic Lifelines. Economic Lifelines is comprised of local businesses and organizations who support a vibrant economy through strong transportation programs. You can find out more at www.economiclifelines.com. ■

RICHARD CARLSON APPOINTED AS PERMANENT KDOT SECRETARY

From [The Topeka Capital-Journal](#)



Gov. Sam Brownback named the current acting head of the Kansas Department of Transportation as its permanent leader, an appointment that must be confirmed by the Senate. Richard Carlson has served as interim secretary since mid-July, and replaced Mike King.

In picking Carlson, Brownback is promoting from within and picking a known face to head the transportation agency at a time when highway funding is a political flashpoint. More than a billion dollars have been transferred out of the highway fund to plus budget shortfalls over the past few years and some projects have been delayed.

The administration has defended the transfers, arguing the quality of the state's roads hasn't been compromised. The administration has pointed to an internal quality analysis, though the report showed a decline in interstate highway quality between 2015 and 2016—a fall from 97.7 percent to 96.7 percent. Brownback has also touted a 2016 report by the Reason Foundation that is based on 2013 data.

(Continued on page 13)

RICHARD CARLSON (CONT.)

(Continued from page 12)

Brownback said Carlson brings experience and a “deep understanding” of Kansas and its citizens to the position. Carlson served 10 years in the House, where he was chairman of the House Tax Committee and also the Appropriations and Labor committees. After leaving the Legislature, he was the legislative liaison for the Kansas Department of Revenue. ■

ABILENE CVB HIRES DIRECTOR

From Abilene-RC.com



Julie Roller has been named director for the Abilene Convention and Visitors Bureau. She will assume her duties beginning Nov. 28, 2016.

As CVB director, Roller will oversee the operations of the Civic Center, Visitors Information Center, Trolley and the marketing program for the City of Abilene. The CVB has an annual operating budget of about \$230,000, which is mostly funded from transient guest tax receipts.

Originally from Woodbine, Roller has a diverse experience in tourism, marketing, communications and economic development that will add value to the Convention and Visitors Bureau and the community, according to City Manager David Dillner. She has worked for Downtown Augusta, Inc. and Pottawatomie County Economic Development Corporation, where she recruited and coordinated the Kansas Sampler Festival in Wamego. Most recently, Roller worked for the Kansas Department of Agriculture.

“There is also much appreciation to be extended to Glenda Purkis for her leadership and guidance during the recent transition,” Dillner said. “Glenda will once again enjoy retirement, although she will likely be involved in the planning and implementation of the upcoming Trails, Rails and Tales event scheduled for Labor Day weekend, September 2017. We wish her the best in the next adventure.” ■

Big Sugar Ranch & Centerville Farm & Feed, Inc.
KAN-RVT—Kansas RV Parks & Travel, Inc.
Super 8



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

November 4, 2016

Engaging Your Community
webinar

November 8, 2016

General Election

November 10, 2016

Advocacy Committee Meeting

December 8, 2016

TIAK Board Meeting
Topeka, Kan.

February 8, 2017

TIAK Day on the Hill
Topeka, Kan.

March 28-29, 2017

Destination: Capitol Hill
Washington, D.C.

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