



2020 Scope of Work

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.

2020 Initiatives of the Travel Industry Association of Kansas (TIAK)

- Work with the new administration to 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.
- Implement a TIAK reserve policy and reserve fund that is fiscally responsible and will help ensure the long-term stability of the association.
- Establish a "Kansas Welcomes All" program that provides materials and information on how Kansas is open and welcome to all travelers and visitors.

The TIAK Board of Directors has implemented a strategy to engage seven (7) 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 'Taste of TIAK' membership 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 including, Kansas higher education facilities and associations that provide tourism industry educational programming.
- 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, benefits and numbers of those that are achieving or renewing the Kansas Destination Specialist certification.
- Compile and make available a list of all Kansas higher education facilities and associations that provide tourism industry educational programming.
- 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.
- Continue to administer the TIAK Scholarship program to send a student to the Kansas Tourism Conference. This program is aimed at promoting tourism to college students interested in the hospitality industry.

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 and Communications 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.
- 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.



**Travel Industry
Association of Kansas**

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