



## 2021 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.

### **2021 Initiatives of the Travel Industry Association of Kansas (TIAK)**

- Work with elected officials to secure adequate funding for Division of 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.
- Maintain a TIAK reserve fund that is fiscally responsible and will help ensure the long-term stability of the association.
- Continue the development of a "Kansas Welcomes All" program that provides materials and information on how Kansas is open and welcome to all travelers and visitors.
- Continue to coordinate with the Division of Tourism on the Tourism Huddles, an opportunity to share information and educate those in the tourism industry.
- Work with stakeholders on a Kansas reopening plan that assures the health and safety of both Kansans and travelers while encouraging the Kansas tourism industry to again proactively market the State of Kansas to individual travelers and groups from across the nation and the world.
- Work with stakeholders on pandemic relief measures for the Kansas tourism industry in the form of grants, tax forgiveness and economic development investment that will stimulate recovery and incentivize visitors to return to Kansas.

**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 the Division of 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**

- Coordinate and oversee the annual marketing awards program for the Annual Tourism Conference.
- Maintain and provide a media list to members through the TAIK website.
- Market TIAK activities (National Tourism Week, Destination Statehouse, KDS, Kansas Tourism Conference, and education session) as directed by the TIAK Executive Committee through blogs, online newsletter articles and social media posts.

### **Advocacy Committee**

- Continue to interact with the Division of Tourism, 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 other technologies as appropriate.
- Host Destination Statehouse activities as an educational and advocacy opportunity for members.



**Travel Industry  
Association of Kansas**

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**2021**