



## **Talking Points for Executive Order to Move Kansas Tourism to Kansas Department of Commerce**

### **Kansas Tourism Should Make the Move Now**

- Due to the COVID pandemic, tourism in Kansas has been devastated and will require substantial resources to recover. Relocating Kansas Tourism to Commerce will provide greater opportunities to assist local communities in their recovery. This is the right time for this change.

### **Kansas Tourism and Economic Development Will Be Better Aligned**

- Kansas Tourism is an independent economic driver which historically adds \$7.3 billion to the Kansas economy.
- Kansas Tourism marketing efforts are designed to attract new visitors and revenue to the state, while the Commerce is to attract new business to the state. Moving Kansas Tourism to Commerce will afford more opportunities for coordinated efforts for business development as well as attraction development.
- With Kansas Tourism under Kansas Department of Wildlife, Parks and Tourism, sharing of information is restricted as we try and align development efforts. Realigning the agencies will allow us to capture missed opportunities and provide greater impact to our local economies and the state. Tourism and economic development will be partners in growth instead of competing for scarce resources.

### **Kansas Tourism and Commerce Economic Development Efforts**

- At Commerce, Kansas Tourism is better positioned for economic growth because there are more opportunities to impact strategic economic development discussions.
- Moving Kansas Tourism will provide greater coordination with the Lt. Governor's Office of Rural Prosperity, which is housed in the Department of Commerce.
- Relocating Kansas Tourism will allow for better partnering with Commerce programs such as the Kansas Main Street Program, the Creative Arts Commission and the Sports Commission, through its natural connection of the arts, culture, events and attractions.

### **Creation of a Uniformed Marketing Strategy**

- Commerce and Kansas Tourism have a shared goal of bringing visitors and revenue into the state. A coordinated marketing effort will help establish and promote a consistent, strong state brand and a single "front door" to the state.
- Cost savings will be realized through consolidating spending on creative development, ad buys and coordinated promotion efforts.