



Frequently Asked Questions and Talking Points For Use With Legislators

Rules of Engagement –

1. Never argue with a legislator. If they disagree with you, politely share your information and position, but never argue your point.
2. If a legislator asks a question and you do not immediately know the answer – DO NOT make up an answer – indicate that “you would be happy to get back with them to provide the information they are seeking.”
3. Timely exchange of information is critical – things change moment by moment in the Statehouse. When a call to action comes, try to communicate the information to your elected official as soon as you are able.
4. Finally, “thank them” for considering the Kansas Tourism Initiative as part of their work during the 2008 Legislative Session.
5. Feedback is king! Let the TIAK office know by email or phone call of any concerns that may arise in your conversations with legislators. Having “all of the information” helps assure us that we are effectively communicating “the message.”

Frequently Asked Questions

Q – What happens to the Division of Travel & Tourism if KTI is enacted into law?

A – The division, as we know it today, becomes an independent functioning office outside of, and separate of the Kansas Department of Commerce.

Q – What happens to the staff at the Division of Travel & Tourism if KTI is enacted into law?

A – The industry is pleased that we have a tourism professional in the position of director, and that the staff operates to the best of their ability, within the limited budget resources that are made available to them. A fully implemented Visit Kansas (the proposed name for the new organization) would provide the necessary resources to retain the qualified staff we have today, and allow for expansion, if necessary, without red tape and state government bureaucracy. We do not foresee a change in staff as it exists today, but it is important to note that a new board of directors will establish the structural criteria for the organization.

Q – Why an independent organization?

A – We need to begin using the phrase “independent organization” or “quasi-governmental agency. There is a reticence to using the word “Authority” by some legislators. Our research and findings show that an organization free of state agency regulation is much better equipped to be responsive to an ever-changing tourism industry. More importantly, the entire focus of the organization would be TOURISM, not tourism that is part of a multi-faceted governmental structure.

Talking Points For Use With Legislators

- The Kansas Tourism Initiative represents the first organized and coordinated approach for the future of tourism in Kansas from the tourism industry in 25-years. The results and recommendations are based on input from meetings held across the state to gather input and promote KTI – as well as findings of our consultant firm, PricewaterhouseCoopers, LLC.
- “Visit Kansas” is the proposed name of the new tourism organization.
- KTI provides the “next step” direction for where many policy makers and tourism professionals would like to see tourism head in Kansas.
- KTI shows that an investment in promoting and improving the tourism product in Kansas will return significant dollars to the State’s coffers through direct and indirect expenditures, as well as dollars collected through increases in income tax collections due to jobs created by the enhancement of tourism in Kansas.
- We believe that a new model is required to help take Tourism in Kansas to the next level. That model would require an independent office of tourism to be established – and a board of directors appointed to oversee tourism functions at the state level.
- It is our intent that a mixture of legislators, Governor’s appointees, and tourism professionals would serve on the board of directors.
- Tourism is more than simply marketing our state. It is complemented with product development, as well as research and education.
- Return on Investment (ROI) measures would be established for greater accountability.
- The three (3) main focus areas of Visit Kansas would be – Product Development, Marketing & Promotion, and Research & Education.
- Proposed funding would come from existing dollars flowing to the Travel & Tourism Division today (approximately \$4.5 million in total), plus another \$10-11 million from a mix of new dollars produced by casino gaming, a percentage of growth in the sales tax codes related to tourism expenditures, and tax credits made available to businesses and corporations located in Kansas.
- The KTI recommendations were developed using a broad base approach by including industry partners, and partners not typically associated with tourism such as the Kansas Bankers Association, Kansas Chamber of Commerce, the League of Kansas Municipalities, and the Kansas Association of Counties.
- Good public policy should be developed based on facts and figures...not personalities. KTI results show how a simple investment in promoting, building up, and measuring impact can increase travelers in – and to this state, but that a change in structure is necessary to achieve such results.