



**Travel Industry Association of Kansas**

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[www.tiak.org](http://www.tiak.org)

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2008

Working for the Implementation of the  
Kansas Tourism Initiative  
Recommendations



## 2008 Business Plan

### 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 Vision

- Influence government decisions which affect the travel industry through effective governmental relations (lobbying) and communications.
- Develop programs which communicate the cultural, social, and economic impact of the travel industry on Kansas and its many diverse communities.
- Provide a forum for interaction among all sectors of the travel industry to identify common concerns and interests to promote cohesion and cooperation throughout the state.
- Provide education and other services as they are deemed necessary and desirable by the Kansas travel industry.

### Membership

- Improve member retention to 90%.
- Increase new membership by 20%.
- Continue implementation of membership growth and development plan. Continue study of dues structure and modify to fit the needs of current membership.
- Expand membership to include representative from all aspects of travel industry.
- Enhance member services to provide greater returns on membership investment
  - Education and training offerings
  - Cost savings through cooperative opportunities
  - Legislative services
  - Networking opportunities
- Engage members in TIAK decision making through participation in committees and task forces and encourage them to take part in activities that take advantage of their skills, interests, and backgrounds to achieve the association's mission.

### Finances

- Monitor budget expenses to ensure actual expenses remain within acceptable limits. Seek discounts to offset expenses where appropriate.
- Aggressively pursue methods of generating non-dues revenue and secure sponsorships when possible.
- Reduce transaction costs and improve cash flow by encouraging advance payments for programs and events.
- Begin budgeting process which allows for excess revenue amounts to be deposited into a reserve account annually.

## Areas of Emphasis - Goals and Strategies:

### Education/Training

### Advocacy/Legislative Relations

### Communication

### Association Marketing

### Kansas Tourism Initiative

#### Education/Training

The TIAK President will appoint an Education Committee, specifically to work with the Executive Director in coordinating an industry education program to include:

- A continued partnership with Kansas Travel and Tourism in providing opportunities, specifically to include the annual Tourism Conference
- 1-2 additional workshops during the year, held in traditional settings (1/2 to 1 day on site seminars)
- Investigation of 'distance learning' opportunities i.e. webinars, tele-conference seminars and conference calling options
- Continuation of the Kansas Destination Specialist (KDS) Program, with enhancements as proposed by the KDS Committee. The complete KDS program outline is available at [www.tiak.org](http://www.tiak.org)

#### Advocacy/Legislative Relations

- Take the lead on the education of the legislature about the importance and impact of tourism on the state's economy including new and returning legislators. Develop a long-term lobbying strategy with one voice for the whole tourism industry. Develop legislative agenda.
- Conduct weekly legislative conference calls during the session
- Continue to organize and host *State Tourism Day* at The Capitol.
- Continue to interact with the State Travel and Tourism office serving as liaison to the industry.
- Proactively work closely with Governor's Council on Tourism to develop a statewide tourism plan.
- Build legislative relations, alliances, and partnerships statewide alliances with all segments of the tourism industry necessary to achieve the TIAK legislative agenda.
- Explore avenues to build upon Political Action Committee (PAC) account balance. Support legislative candidates/leadership PAC's to further benefit the tourism industry.
- Develop "talking points" section of the website and hand out materials to help individual members educate their candidates. Continue proactive approach to statewide races. Encourage members to share lobbyist information from their communities with all members.

#### Communication

- Continue communication with TIAK members as reflected in member participation in TIAK activities and member retention. Methods of communication to include:
  - Weekly email - *TIAK Happenings*
  - Enhanced Website to include members only resources list including, legislative updates, industry resources, meeting minutes, etc.
  - Weekly Legislative Conference Calls during the session
- Serve as information conduit for new entities and/or new directors of existing bureaus. On website, member only access, post information including transient guest tax materials, sample job descriptions, etc.
- Take advantage of new technologies to communicate with members

#### Association Marketing - Promotion of TIAK

- Organize and implement plan to market mission of TIAK
- Market importance of tourism as economic development impact.
- Take the lead on education about the importance and impact of tourism as an economic development tool on the state's economy.
- Develop more communication with legislators through public relations and education about travel and tourism.
- Use KTI as a building block to market TIAK to potential industry and non-industry partners.

#### Kansas Tourism Initiative

- Serve as the coordinator and overseeing organization for a significant statewide tourism initiative (Kansas Tourism Initiative - KTI) which will develop a long-term plan for tourism in Kansas - and make recommendations to the Kansas Legislature in 2008.
- Develop a grassroots network to educate Kansas constituents on the economic value of tourism and the importance of presenting KTI to policy makers at the state level - and to lobby the state legislature for passage of KTI recommendations.
- Raise \$180,000 to support the KTI goals and objectives.
- Maintain momentum needed to successfully carry out the goals and objectives of KTI.

