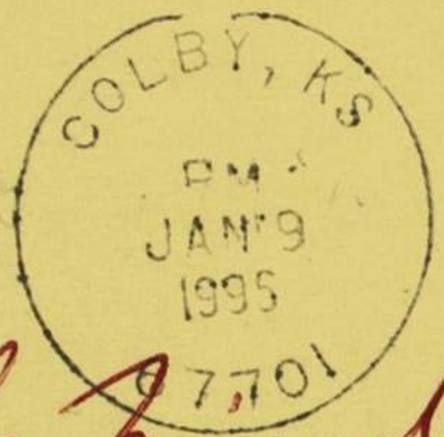


The Goodland Historical Society

P. O. Box 139

Bogue, Kansas 67625

Mailed 1/25

KANSAS TRAVEL INFORMATION CENTER
Route HCR 3 PO Box 618
Goodland KS 67735 Phone: (913) 899-6695

Your brochures help us fill mail requests or display travel and tourism information about Kansas. We have distributed all of the below listed brochures. Would you help us restock by sending 200 brochures to the above address? Storage space is limited, so please send no more than requested.

NICODEMUS, KANSAS HISTORIC BROCHURE

THANK YOU VERY MUCH!

If your brochure is no longer available, please let us know, and we will remove it from our brochure inventory file.

Natalie Austin
Supervisor

KANSAS

DEPARTMENT OF COMMERCE & HOUSING

Bill Graves
Governor

Gary Sherrer
Secretary

TO: **GROUP TOUR MARKETING MANAGER and/or CVB DIRECTOR**

FROM: Sonya Woertz

DATE: February 20, 1995

RE: **FAM TOUR TRAVEL SHOW OPPORTUNITIES**

Kansas Travel and Tourism has the unique opportunity to host two group tour fams this spring. The first follows the Santa Fe Trail and the second follows the Oregon Trail. Unfortunately, this routing does not allow us to feature the entire state of Kansas. As a result, I am working with the communities of Council Grove and Manhattan to coordinate mini-trade shows. I would like to invite you to participate in one or both shows and interact with approximately 35 tour operators that will be on the fam tours (a combined 70 personal sales contact)!

The trade show for the Santa Fe Trail fam tour will be held in **Council Grove on Tuesday, April 25 from 5:00 - 6:30 pm at the Methodist Church on East Main Street.** The registration fee is a minimal **$15** and includes a 8X10' table (no draping provided), 2 chairs, beverages and snacks. Registration will be **limited to 15 communities.** Registration must be **received by April 1- in the Kansas Travel & Tourism office**! See attached for more details and registration form.

The Oregon Trail fam trade show will be held in **Manhattan on Wednesday, May 10 from 5:00 - 6:30 pm at the Ramada Inn - 17th & Anderson.** The registration fee for the Manhattan trade show will be **$50** and include an 8X10' table with draping, 2 chairs, open bar, snacks and 1 representative for dinner at the Manhattan Oregon Trail tour operator event (Manhattan CVB has graciously invited community representatives to join the fam event.) Additional representatives may attend dinner for a fee of $15 each. Registration, with payment, must be received by **April 21 - in the Manhattan CVB office!** Registration will be **limited to 20 communities.** See attached for more details and registration form.

If you have questions regarding the Council Grove trade show, please contact me. For additional information about the Manhattan trade show, please contact Becky Blake. Both events offer a wonderful to opportunity to meet and talk with tour operators that are interested in developing a tour program that includes Kansas. If you are interested in marketing your destination to the group travel industry - this is an opportunity that you will not want to miss! Individual attractions, restaurants and lodging facilities are also welcome to participate. After reviewing the attached information, return your registration form as soon as possible!

700 S.W. Harrison Street, Suite 1300 / Topeka, Kansas 66603-3712 / (913) 296-3481
FAX (913) 296-5055 / TELEX #4931494KS / V/TDD (913) 296-3487

Council Grove
Santa Fe Trail
Group Tour Trade Show

Tuesday, April 25, 1995

Event:	Trade Show & Reception
Date:	**Tuesday, April 25**
Time:	1:00 - 3:30 pm; set-up 5:00 - 6:30 pm; event 6:30 - 8:00 pm; tear down
Location:	Council Grove Methodist Church East Main Street (E. U.S. Hwy. 56)
Materials Provided:	8X10' Table 2 chairs beverages & snacks
Community Provide:	Table draping
Registration Fee:	$15/community
Dinner:	Hays House - not included in registration fee
Registration Information:	Limited to 15 communities - registered as received Registration received by April 1 - see below

---

Council Grove Trade Show
April 25, 1995

Name:_____ **Community:**_____

Payment Enclosed_____ **Please Invoice**_____

Address:_____

Return no later than April 1, 1995 to:

Sonya Woertz, Travel Trade Manager
Kansas Travel and Tourism
700 SW Harrison, Suite 1300
Topeka, KS 66603
TEL: 913-296-2009
FAX: 913-296-6988

Manhattan/Oregon Trail
Group Tour Fam Trade Show

Wednesday, May 10, 1995

Event:	Trade Show & Reception
Date:	**Wednesday, May 10**
Time:	1:00 - 4:30 pm; set-up 6:30 - 7:30 pm; event 7:30 - 9:00 pm; tear down
Location:	Manhattan Ramada Inn 17th & Anderson
Materials Provided:	8X10' Table Draping 2 chairs cocktails & snacks 1 meal
Registration Fee:	$50/community $15 additional representatives
Dinner:	Ramada Inn with fam
Registration Information:	Limited to 20 communities - registered as received Registration received by April 21 - Manhattan CVB
Hotel Information:	Ramada Inn is offering a reduced rate; please contact CVB for more information.

Manhattan Trade Show
May 10, 1995

Name:_____ **Community:**_____

Payment Enclosed _____

Booth/Dinner $50 _____
Additional Rep $15 _____
Total Payment: _____

Address:_____

Return no later than April 21, 1995 to:

Becky Blake, Director
Manhattan CVB
Box 988
Manhattan, KS 66502
TEL: 913-776-8829
FAX: 913-776-0679

KANSAS

DEPARTMENT OF COMMERCE & HOUSING

Bill Graves
Governor

Gary Sherrer
Secretary

February 20, 1995

Dear Tourism Partner:

We need your help right away !! Contact your legislator !

Unless the Legislature votes to renew the Lottery, it will discontinue in 1996. This could greatly affect most of the programs within the Travel and Tourism Division. In Fiscal Year 1995, close to $3 million ($2,963,669) will be received from the lottery.

Lottery funds our advertising campaign, our Travel Guide and Event Guide, the Kansas Secrets program, our sales efforts with the group tour market as well as travel journalists, our sales efforts with film producers and the Travel Information Centers. If it were not for the lottery we would not have the tourism matching grant programs for marketing and attraction development.

I have enclosed tourism economic impact figures for economic development programs managed through the Tourism Division.

We also from time to time hear comments that people feel the majority of our grants are distributed to entities in eastern Kansas. Please find enclosed a list of our marketing and attraction development grants that were awarded to communities west of Highway 81.

We've enclosed a possible letter to send to your legislator, or you might devise one of your own. We've been advised that the next two weeks are critical for this issue.

Thank you very much for any help you can give us..

Sincerely,

Norine Kruse

Norine Kruse, Director
Travel & Tourism Development Division

700 S.W. Harrison Street, Suite 1300 / Topeka, Kansas 66603-3712 / (913) 296-3481
FAX (913) 296-5055 / TELEX #4931494KS / V/TDD (913) 296-3487

February 20, 1995

Dear _____:

I urge you to vote to keep the Kansas State Lottery. Funds from lottery ticket sales mean economic development for Kansas.

Two-thirds of all Kansans voted in favor of the lottery, and citizens' approval of the lottery is confirmed each week by the number of tickets sold.

Kansans will continue to purchase lottery tickets whether they buy them in Kansas or elsewhere. By voting to discontinue the lottery you will be voting to send the funds it generates to other states to be used in the improvement of their economies—and we, as Kansas taxpayers, will be required to fill the void through higher taxes once lottery funding is no longer available.

The Kansas lottery is good for Kansas!

Sincerely,

IMPACT OF EDIF PROJECTS
TRAVEL AND TOURISM DEVELOPMENT DIVISION

The following represents economic impact figures pertaining to travel expenditures for the state as a whole, as well as specific tourism division programs. The source of these numbers is indicated for each .

* One-third of travelers requesting information in 1993 actually traveled to Kansas, accounting for over $23 million being spent in our state. (Nicholson-Reid Research Group)

* The Travel and Tourism marketing campaign brought in nearly $55 in visitor expenditures for every dollar spent in the division's 1993 advertising campaign. (Nicholson-Reid Research Group)

* Group tour travel in Kansas generated nearly $60 million in travel expenditures in 1993. (International Association of Convention & Visitors Bureau and National Tour Association Research Report).

* U.S. travelers spent over $2.45 billion in Kansas during 1993, a 5.4 percent increase from the nearly $2.33 billion travelers spent in 1992. (U.S. Travel Data Center, Washington, D.C.)

* International travelers spent $65 million in Kansas in 1993, creating 1,000 jobs from international spending.

* Total of domestic and international traveler spending in Kansas in 1993 equaled $2.5 billion.

* Direct U.S. travel expenditures generated 37.8 thousand jobs in Kansas in 1993. (U.S. Travel Data Center, Washington, D.C.)

* Kansas had the strongest growth in person-visits from Canada to the United States in 1993, a 28.6% improvement over 1992. This compares to a 6.9% decline nationally. (U. S. Travel and Tourism Administration).

* Visitors to our four state-owned Travel Information Centers totaled nearly 500,000 in 1994.

* Eleven Attraction Development grants awarded in 1994 were to generate thirteen (13) new jobs in the state.

* Film production brought in over $3 million in revenues to the state in 1993.

TRAVEL & TOURISM GRANTS
Awarded to Western Kansas Communities
1991 - 1995

Marketing Grants		Attraction Development Grants	
1991			
Boot Hill	2,500		
Coronado Museum	1,671		
Ellsworth Eco. Dev.	2,500		
High Plains Museum	1,000		
Liberal Air Museum	1,400		
Lindsborg C of C	1,267		
McPherson C of C	2,500		
North Central KS Tourism Reg.	2,500		
Prairie People Tourism Assoc.	1,149		
	$16,487		
1992			
Northwest Kansas Planning Council	1,000		
McPherson CVB	2,500		
Flint Hills Group	700		
Hays	600		
I-70 Association	2,500		
Quinter	1,382		
Prairie People Tourism Assoc.	2,153		
Seward Co. Hist. Soc.	888		
Sternberg Museum	1,030		
North Central KS Tourism Reg.	1,250		
	$14,003		
1993		**1993**	
South Central KS Tourism Reg.	1,000	Kansas Cosmosphere & Space Center	130,000
Boot Hill Musuem	836	Lucas Arts	52,000
Cloud Co.	1,250	Liberal Air Museum	47,200
Great Bend CVB	2,000	Post Rock (Wilson)	28,900
I-70 Association	1,131	Boot Hill Museum	8,580
Lindsborg C of C	2,500	Big Well (Greensburg)	806
Prairie People Tourism Assoc.	2,460		**$267,486**
Stafford County	2,500		
Trego Eco. Dev.	1,425		
Dodge City CVB	2,500		
Hutchinson CVB	2,500		
Northwest Planning Comm.	1,000		
	$21,102		
1994		**1994**	
Dodge City CVB	2,500	Dodge City CVB	23,053
Hutchinson CVB	2,500	Lee Richardson Zoo	37,125
Kansas Cosmosphere & Space Center	2,500	State Fair	37,125
Liberal C of C	2,500		**$97,303**
Mennonite Museum	775		
Flint Hills Group	787		
Northwest Travel Council	894		
Prairie People Tourism Region	2,497		
South Central Kansas Tourism Reg.	1,500		
	$16,453		
1995		**1995**	
Decatur Co.	2,500	Dyck Arboretum (Hesston)	2,696
Hillsboro C of C	1,258	Hutchinson Fox Theatre	50,000
Dodge City	2,500	Carnival Foundation (Kinsley)	51,000
	$6,258	Pratt Co. Hist. Soc.	14,030
		Sternberg Museum	51,000
		Stevens Co. Hist. Soc.	30,422
			$199,148

Farm Bureau Insurance

FARM BUREAU MUTUAL INSURANCE COMPANY • KFB INSURANCE COMPANY
KANSAS FARM BUREAU LIFE INSURANCE COMPANY • FB SERVICES INSURANCE AGENCY

EVENTS - LIABILITY

3/09/95

DEAR FRIEND OF KANSAS:

AS MARCI HAS INTRODUCED, MY NAME IS ROGER ANDERSON, AN AGENT WITH FARM BUREAU INSURANCE, A KANSAS COMPANY. MARCI'S LETTER WAS DATED FEBRUARY 27, BUT A COUPLE OF THINGS POSTPONED OUR SENDING THIS OUT TO YOU. ONE, MARCI WAS ASKED TO TESTIFY AT THE LEGISLATURE ON A BILL CONCERNING LANDOWNERS LIABILITY, AND SHE WANTED TO UNDERSTAND THE PROSPECTS OF THAT. IT APPEARS THAT WOULD BE OF GREAT BENEFIT TO SOME OF YOU. MARCI IS TO BE COMMENDED FOR HER DEDICATION AND WILLINGNESS TO FIGHT FOR AND SUPPORT THE WE KAN! NETWORK. ALSO, I MET WEDNESDAY, 3/08/95, WITH THE REPRESENTATIVE OF THE COMPANY WHO WOULD WRITE THE SPECIAL EVENT INSURANCE WE ARE INVESTIGATING HERE. I WAS VERY PLEASED WITH THE ATTITUDE OF COOPERATION FROM HIM AND THE POTENTIAL RATES DISCUSSED SEEMED VERY ATTRACTIVE. THERE IS STRENGTH IN NUMBERS. I'M PLEASED TO HAVE THE CHANCE TO WORK WITH YOU ON THIS COMPLICATED ISSUE OF LIABILITY AND I HOPE IT WORKS TO SAVE YOU MONEY.

FIRST OF ALL, I WANT TO MAKE IT CLEAR THAT FARM BUREAU ITSELF CAN WRITE MANY KINDS OF YEAR-AROUND BUSINESS LIABILITY EXPOSURES LIKE SOME OF YOU HAVE. THE SPECIAL EVENTS--FESTIVALS, FAIRS, RODEOS, ETC.--AND UNIQUE ENTERTAINMENT OPPORTUNITIES, WOULD BE WRITTEN THROUGH FARM BUREAU SERVICES INSURANCE AGENCY BY ANOTHER COMPANY THAT HANDLES THESE RISKS. THIS IS A FACT FINDING PROCESS RIGHT NOW. I NEED TO EARN YOUR TRUST AND ASK FOR SOME INFORMATION.

THE BASE QUESTIONS ENCLOSED ARE FROM A LIABILITY APPLICATION FOR SPECIAL EVENTS. IF YOU ARE INTERESTED IN YEAR-AROUND OR SEASONAL COVERAGE FOR YOUR BUSINESS, PLEASE DESCRIBE THE OPERATION AS BEST YOU CAN ON THAT FORM. IF YOU CAN PROVIDE ME WITH YOUR PRESENT RATES AND COVERAGES, THEY WOULD BE USED CONFIDENTIALLY BY ME TO GAUGE THE EFFECTIVENESS OF THIS EFFORT.

I LOOK FORWARD TO YOUR RESPONSES AND WILL CERTAINLY KEEP MARCI INFORMED AS TO PROGRESS. YOUR INFORMATION WILL REMAIN CONFIDENTIAL.

SINCERELY,

Roger W. Anderson

ROGER W. ANDERSON
AGENT
FARM BUREAU INSURANCE

ROUTE 1
BOX 176
INMAN, KS 67546
316.585.2389
316.585.2374

K A N S A S S A M P L E R F O U N D A T I O N

February 27, 1995

Hi Grassroots Solution Finders,

One thing I have learned to admire most about many of you in the We Kan! network is that you are determined to find solutions that will help many towns, not just your own town. The support you show for one another is remarkable. If we kan find a solution for the issue of high liability premiums because of this determination and regard for each other it will be a great accomplishment. Please read this.

The issue is how high liability premiums have forced many of us to alter plans, cancel events, or turn-off a dream. We were hoping that an agency like TIAK could be a group insurer and then we could purchase policies from that master policy at a reduced rate. That doesn't seem to be working out. However, we have kept looking for a solution and may have a plan here.

The degree of success of this plan depends totally on the participation of each of us. This has to be a group effort. I have found an insurance agent and insurance company willing to devote time and effort into helping us find a solution. The agent is Roger Anderson from Inman. Roger represents Farm Bureau Insurance.

The idea is that if many, many of us go through one company for our liability policies the premiums could be reduced because of volume of similiar types of risks. It's simply a matter of volume purchasing resulting in discount premiums. How much would the discount be? The more people who participate the lower we could drive the premiums.

In order for Roger to make a proposal to his company he needs some information from you. We are sending this letter to 200 representatives of events. We need a 100% return rate. We must find a solution about liability and the ONLY way in this case, at least at this point, is to rely on the volume of the group.

Now, there are many insurance agents in the We Kan! network and in small towns that support rural development. I know many events are insured through your local agent, as is ours. I'm not sure what to do about that except that in this case it is essential to create a volume to be able to reduce premiums. Are there better ideas out there?

Please respond within a week. Many events are just around the corner and there is really no reason why this plan couldn't go into effect quickly. Send your response to: Kansas Sampler Foundation, 978 Arapaho Road, Inman, KS 67546.

Determined,

Marci

Marci Penner
Believer in Grassroots Solutions

KANSAS VISITOR INFORMATION CENTER
P.O. Box 228, I-35 North, Milepost 2
South Haven, Kansas 67140
Phone (316) 892-5283

WICHITA KS 67
PM
R
1995

The Nicodemus Historical Society
P.O. Box 139
Bogue, Ks. 67625

KANSAS TRAVEL INFORMATION CENTER
1-35 Kansas Turnpike Milepost 2 PO Box 228
South Haven KS 67140-0228 Phone: (316) 892-5283

Your brochures help us fill mail requests or display travel and tourism information about Kansas. We have distributed all of the below listed brochures. Would you help us restock by sending 200 brochures to the above address? Storage space is limited, so please send no more than requested.

The Nicodemus Historical Society

THANK YOU VERY MUCH!

If your brochure is no longer available, please let us know, and we will remove it from our brochure inventory file.

"Wild About Kansas"

KANSAS DEPARTMENT OF COMMERCE & HOUSING
TRAVEL & TOURISM DEVELOPMENT DIVISION April 1995

KRUSE REAPPOINTED

KDOC&H Secretary Gary Sherrer appointed Norine Kruse as Director of the Travel and Tourism Development Division in January.

Kruse has been a part of the division for over seven years, having been hired initially in the position of Travel Information Center Coordinator. From June to November 1993, Kruse served as acting director, at which time she was appointed to the director's position.

ARY APPOINTED TO CHAIR COMMISSION

Max Ary, President and CEO of the Kansas Cosmosphere and Space Center in Hutchinson, was recently named Chairman of the Travel and Tourism Commission. Max is a native of Greensburg, Kansas, and has been with the Space Center since 1976. He is serving a three year term on the Tourism Commission representing the Travel Industry Association of Kansas (TIAK).

Senator U.L. "Rip" Gooch was named Vice-Chairman of the Commission. Senator Gooch has represented the 29th District in Wichita since 1992. He was appointed to the tourism commission in May 1994.

LOTTERY PROCEEDS FUND TOURISM

As you may already know, Senate Bill 27, introduced this session, repeals the statute abolishing the lottery. While the bill cleared the Senate handily, it has had a much more difficult time in the House.

The Division of Travel and Tourism receives nearly $3 million in lottery funds for our advertising campaign, publishing our travel guide, operating the Kansas Secrets program, sales efforts with the group tour market and travel journalists, film services, and Travel Information Centers. The Marketing and Attraction Development grant programs are also funded solely with gaming funds.

FAVORITE SECRETS WINNERS SELECTED

Last month, Travel and Tourism officials selected the winners for the 1994 Favorite Kansas Secret contest.

The division was pleased to have received nearly 80 entries for the contest. The selection team chose one set each of first, second and third place winners from both in-state and out-of-state entries.

First place winners are Betsy G. Bartels from Santa Fe, NM and Diane Wiser from Wichita. Second place winners include Mary Ellen Hicks from Raleigh, NC and Jack Hays from Manhattan. Finally, third place winners are Lorraine Orton from Syracuse, NY and Shirley Krebs from Powhattan.

Contest prizes were donated by the Coleman® Company of Wichita. First prize winners will receive a complete family camping package. Second prize winners will receive a 32-quart Thermoelectric II® cooler. Third prize winners will each receive a Coleman Powerhouse® lantern.

Currently, the division is planning a special event to take place when first-place winners are awarded their prizes.

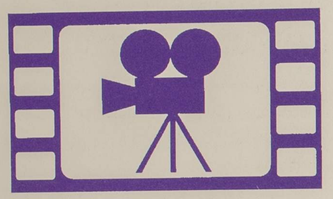
1995 KANSAS SECRETS PROGRAM BEGINS

The Travel and Tourism Division launched the 1995 Kansas Secrets program in January. This year's premium is a Coleman® personal canteen with a colorful cloth shoulder strap.

1995 marks the eighth year for this award-winning program. It is designed to provide an incentive for visitors to extend their travel plans while in Kansas. Last year it was expanded to include Kansas residents as well.

This year, 671 establishments in Kansas are enrolled in the program. 1995 Travel Guides, which contain Kansas Secrets information, are now available at Travel Information Centers and Convention & Visitors Bureaus throughout the state.

For more information about the Kansas Secrets program, contact the Kansas Division of Travel and Tourism: (913) 296-2009, TTY (913) 296-3487.



KANSAS FILM COMMISSION NEWS

Vicky Henley, manager of the Kansas Film Commission, had a busy January attending the Showbiz Expo East in New York, and the Sundance Film Festival in Park City, Utah. Both events were an opportunity to promote Kansas to the film industry.

This was the second year that Kansas had a booth at the Showbiz Expo East. The state came back with over 100 leads. Many of them requested a copy of the new 1995 Kansas production guide. However, several inquiries came from producers with "go" projects that were looking to find the best locations to film their movies.

At Sundance, Kansas hosted a brunch at one of Park City's popular restaurants. Over 200 film industry professionals attended. This was the second year Kansas hosted an event at Sundance, and the contacts established were outstanding.

OUTDOOR REC MARKETING UNDERWAY

$300,000 was recently received from the United States Travel and Tourism Administration (USTTA), in an effort to counteract the effects of the 1993 flood. As a result the Travel & Tourism Division will market outdoor recreation activities through various media avenues this spring. This marks the first time the Tourism Division has targeted this market.

Print ads will run between March and May in nine outdoor publications. An extensive in-state campaign will also be launched. Thirty-second radio spots will begin airing in April, and ads will be placed in all daily Kansas newspapers with circulations over 3,000.

These funds were also used to print a 12-page Outdoor Recreation section in our 1995 Travel Guide.

GROUP TOUR UPDATE

Sonya Woertz represented the Travel and Tourism Development Division at the National Tour Association (NTA) and American Bus Association (ABA) National Conventions in November and December 1994.

Attendence and participation in the NTA Marketplace resulted in 36 appointments with tour operators. Since the convention, one operator has made a site visit in preparation for developing a tour program that will follow the Santa Fe Trail.

During the ABA Marketplace, the division had 20 appointments with tour operators. All tour operators received the new Kansas Tour Planner.

MARKETING GRANTS AVAILABLE

The Travel and Tourism Division has marketing grant applications available for fiscal year 1996. These grants are primarily for out-of-state marketing activities.

This is a dollar-for-dollar match program with application amounts ranging from $500 to $2,500. The deadline for submission is June 15, 1995.

Please call Janet in the Travel and Tourism Division at (913) 296-7091 to receive an application.

1994 KANSAS SECRETS YEAR-END REPORT

December 1, 1994 marked the close of last year's Kansas Secrets program. Here are the program results:

Out-of-state participants:	6,932
In-state participants:	296
Number of participating businesses:	798
% of visitors who changed plans:	53%
% of visitors rating Travel Guide 8, 9, or 10:	82%
% of visitors rating ads in Travel Guide as useful:	67%
Gross travel expenditure:	$3.1 mil

TOURISM MARKETING ACTIVITIES & RESULTS
FEBRUARY 1995

TRAVEL WRITERS MARKETING	Month	YTD
Articles Published on Kansas	39	39
Dollar Value (Jan '95)	$38,137	$38,137
Articles Directly Assisted by Division	22	22
Dollar Value (Jan '95)	$21,928	$21,928
Press Information Mailed Out	0	0
Responses to Mailings	0	0
Journalists Visiting Kansas	0	3
Assistance Provided to Journalists	10	28
Sales Calls Division Initiated	1	1

GROUP TOUR MARKETING	Month	YTD
Operators Adding Stops in Kansas	0	0
Dollar Value (estimated)		
Group Tour Operators Visiting Kansas	0	1
Group Tour Information Mailed Out	0	0
Direct Mail Campaign Mailings		
Information Requests from Operators		
From Group Tour Planner Form	12	32
From Direct Mail Campaign	0	2
Sales Calls Division Initiated	0	0

FILM PRODUCTION MARKETING	Month	YTD
Projects Filmed in Kansas	3	3
# of Days on Location in Kansas	8	8
Film Producers Visiting Kansas	2	2
Requests from Producers		
For Location Assistance	23	29
For Production Guide	102	238
For Photographs	4	15
State-wide Searches for Locations	1	5
Counties Scouted/File Photos Sent	7	44
Sales Calls Division Initiated	2	2
Camera-Ready Seminars/Speeches	4	8

KANSAS! MAGAZINE	
Total Subscribers	48,004
% Change from Last Month	.64%
KANSAS TOO! Subscribers	3,990
% Change from Last Month	.86%
Outlets Selling Magazine/Calendar	58
% Change from Last Month	0%

ADVERTISING CAMPAIGN: INFORMATION REQUESTS	Month	YTD
800 Number	5,527	9,093
State Office	3,140	5,984
Reader Response Cards	3,011	817
Total Information Requests	**11,678**	**15,894**
Request Origination by % of Total		
Out-of-state	90%	90%
Kansas	7%	7%
International	3%	3%

KANSAS SECRETS TRAVEL INCENTIVE	Month	YTD
Number of Traveling Parties	54	54
Average Expenditure Per Party	$123.90	$123.90
Total Travel Expenditures	$6,691	$6,691
% of Parties Adding Time in KS	57%	57%
% of Parties Indicating Improved Image	59%	59%
% of Parties Rating Travel Guide 8-10 (on a scale of 1-10)	68%	68%
Participant Origination by % of Total		
Out-of-state	94%	94%
Kansas	4%	4%
International	2%	2%

INTERSTATE MARKETING: INFORMATION CENTERS	Month	YTD
Total Visitors Signing Registers	15,636	30,753
% Change from Last Year	19.4%	12.9%
% Change from 5-yr Average	8.2%	8%
Total Person-Days Traveling in KS	33,779	65,862
Dollar Value of Travels	$2.3 mil	$4.6 mil
(based on $70/person-day, rounded)		
Visitor Origination By % of Total		
Out-of-state	80.3%	79.3%
Kansas	17.2%	18.3%
International	2.5%	2.4%

TOURISM HIGHWAY SIGNAGE	Month	YTD
Signage Applications Received	2	4
Signage Applications Approved	0	0
Tourism Signs Installed by KDOT	0	0

Kansas Department of Commerce & Housing
Travel & Tourism Development Division
700 SW Harrison St., Suite 1300
Topeka KS 66603-3712

300-14

MS ANGELA BATES
RURAL ROUTE 2
PO BOX 139
BOGUE KS 67625

BULK RATE
U.S. POSTAGE
PAID
PERMIT # 157
TOPEKA, KANSAS

Group Tour Leads

The following tour companies have recently requested Kansas information from the division, but they would also benefit from specific community information.

Darlene Marlow
Tyson Biological Research Center
6969 Dartmouth
St. Louis MO 63130-3133
Comments: **Cheyenne Bottoms, Quivera**

Rhonda Cain Group Tour Coordinator
AAA Travel
1315 Zenith Drive
Sioux City IA 51103

Donna Yahraes Owner
Yahraes Travel Agency
1600 Riverside Drive
Dillon MT 59725
Comments: **new agency just opening**

Norma Phillips
Platte Travel
6502 N.W. Prairie View Road
Kansas City MO 64151

Wanda Swisher
6th and Humboldt
Manhattan KS 66502-0032

Kay Homewood
P.O. Box 713
Russell KS 67665

Rebecca Clark
Uniglobe Embassy Travel
3910 Summitview, Suite 220
Yakima Washington 98902
Comments: **Santa Fe Trail information**

Wendy Lilman
Seacoast Tours
3 South 6th Street
New Bedford MA 02740

Marty Carson
Tour & Convention Consultants
219 S. Jefferson
Springfield MO 65806

Diedra M. Woll
MSW Columbia Travel
108 Woodlands Avenue
White Plains NY 10607

Susan Lundy
6200 East Central
Wichita KS 67208

Laura Gulick
Discover Mid-America Magazine
15621 N.E. 144th Street
Kearney MO 64060

Susan Jay Cox
Mountain Magic
1212 East Custer Street
Laramie WY 82070

Nancy Raich
828 Greenway Terrace
Kansas City MO 64113-1538

Francoise Gillespie
France Louisiana Tours
7701 Hampson Street
New Orleans LA 70118

Cindy Lewis, Secretary
American Pioneer Tours
Two Waterfront Place, 86 Lake St.
Burlington VT 05401

Dorie Dickinson
Travel With Us
15328 Manchester Rd
Baldwin MO 63011

Jerri Button
Travel Tyme
118 Belly Drive
Cassville MO 65625

Sharon Kornoelje
Brenner Tours, Inc
2938 22nd St.
Hopkins MI 49328

Laura Wheeler
Cosmopolitan Motor Coach Tours
11601 Rodney Parham
Little Rock AR 72212
Comments: Wants to set up FAM tour

Janet Arnold
Flint Hills Consultants
804 N. Elm
Peabody KS 66866

Sheila Gilbert
Holiday Travel, Inc.
903 N. Jackson St.
Tullahoma TN 37388
Comments: **Tour in May**

Nancy
Universal Travel
4955 E. Craig Rd
Las Vegas NV 89115

[illegible] Garrido
[illegible]rs
[illegible] San Pedro, 19-21
Barcelona Spain 08010

Jackie Berger
Red Carpet Travel
4 E. National Highway
Washington IN 47501

Maria M. Rivera
Hols Travel
410 Mende's Vigo
Donado PR 00646

Martha Howald
Midwest Tour & Travel
Rt 2 Box 2459
Center MO 63436
Comments: **brings bus tours to KS**

Karin Dietrich
Globus Travel
5301 S Federal Circle
Littleton CO 80123

Peter Behrens
Apex US Travel
PO Box 3405
Copper Mountain CO 80443

Simon Miles
Product Manager
Titan Travel Limited
28-30 Holmethorpe Avenue
Redhill, Surrey RH12NL England UK
Comments: **tour op dealing exclusively in U.S.**

Al Dubord, Agent
Lacroix Bus Service Inc
43 6e rue, Smooth Rock Falls
Ontario Canada P0L 2B0
Comments: **tours for seniors groups**

Michael Wax
Sterling Publications - Office J
57 North Fourth Road
London England W21VR
United Kingdom

Kansas Dept. of Commerce & Housing
Travel & Tourism Development Division
700 SW Harrison St., Suite 1300
Topeka KS 66603-3712
(913) 296-2009
FAX (913) 296-6988
TTY (913) 296-3487
Norine Kruse, Director
Mary Lou McPhail, Operations & Admin. Program Manager
Sonya Woertz, Travel Trade Manager
Claudia Larkin, Leisure Marketing Manager
Vicky Henley, Film Commission Director

KANSAS

DEPARTMENT OF COMMERCE & HOUSING

Bill Graves
Governor

Gary Sherrer
Secretary

April 24, 1995

Dear Conference Participant:

This fall there will be a National White House Conference on Travel and Tourism in Washington, D.C. where nine key industry issues will be discussed. This conference will help formulate a comprehensive national strategy to fulfill the industry's economic potential, i.e. job creation, export growth, and increased return on investment. Further, the conference will raise the visibility of this under-recognized industry among policy makers and the general public.

Prior to that conference, each state is encouraged to have a "State White House Conference on Travel and Tourism" which will provide the opportunity to discuss the issues and submit recommendations to the National White House Conference Committee. Additionally, each state will select a specific number of delegates who may attend the national conference to represent their state. Kansas will have four delegates, plus the governor and the state travel director. Delegates will be responsible for their own expenses.

The Travel and Tourism Development Division invites you to the Kansas White House Conference on Travel and Tourism which will be held in Topeka, June 13, 1995 at the Kansas Expocentre. Your expertise in the tourism industry is important to the success of our state's conference. Therefore, I am enclosing a registration form, as well as a delegate application if you are interested in being a delegate for our state. Delegates will be selected by a committee of tourism industry people, prior to our conference.

We are eager to have all facets of our tourism industry represented at this conference, so we encourage you to plan on attending as your input is valuable to us. Hope to see you June 13th in Topeka!

Sincerely

Norine Kruse

Norine Kruse
Director
Travel & Tourism Development Division

700 S.W. Harrison Street, Suite 1300 / Topeka, Kansas 66603-3712 / (913) 296-3481
FAX (913) 296-5055 / TELEX #4931494KS / V/TDD (913) 296-3487

KANSAS DELEGATE APPLICATION
FOR
WHITE HOUSE CONFERENCE ON TRAVEL & TOURISM
OCTOBER 30 & 31, 1995
WASHINGTON, D.C.

Name _____

Business/Organization _____

Title _____

Address _____
(Street/PO Box, etc.) City State Zip

Telephone _____

Please provide brief biographical information (a *maximum of one page,* typed or printed) on a separate sheet. Include such information as work experience, how long you have served in your current position, education, highlights of your career and other pertinent facts. Return your application with your conference registration.

Brief comments on **why** you wish to be considered to serve as a White House Conference on Travel and Tourism Delegate for the state of Kansas:

_____

_____

_____

_____

_____

_____

_____

_____

Please read the following information thoroughly so that you will understand the criteria to serve as a White House Conference Delegate:

1. I understand that I must participate in the Kansas White House Conference in order to be considered as a delegate to the National White House Conference.

2. I understand that in order to fulfill my obligations as a White House Conference Delegate that my financial commitment will be approximately **$1500**. (Cost includes transportation, hotel, meals, and incidentals for Oct. 30 & 31 trip to Washington, D.C.)

3. Also, I understand that I may be expected to particiapte in one (possibly two) meetings in Topeka to review White House Conference instructional information and Kansas recommendations on the nine issues identified at the Kansas White House Conference. If necessary, I will participate in conference calls to further discuss issues. I will review and become familiar with White House Conference procedures in order to be an effective delegate. And, following the White House Conference, I will participate in summarizing the results for the Kansas Travel & Tourism Commission and Kansas' travel industry.

4. If I determine that I am unable to fulfill any of the aforementioned obligations, I will withdraw my name as a White House Conference Delegate. I will promptly advise the Director of the Kansas Division of Travel & Tourism in writing of my decision.

5. Should affiliation with my business/organization be terminated after I am selected to serve as a White House Conference Delegate, I understand that I may become ineligible to serve as a White House Conference Delegate for the state of Kansas. I will notify the Director of the Kansas Division of Travel & Tourism in writing of any such change in my employment/affiliation status. A committee of industry associates will review my situation and determine if my eligibility has been affected. If it is ruled that I am ineligible to serve as a White House Conference Delegate, a pre-approved alternate from the category I represent will be appointed to fill this vacancy.

I have read and agree with the criteria outlined to serve as White House Conference Delegate.

Name _____
(Please print or type)

Signature _____ Date _____

IMPORTANT: All applications must be received at the Kansas Division of Travel & Tourism office no later than May 25, 1995, in order to be considered as a delegate.

Delegates will be selected by a committee of industry associates on a fair representation across the state according to the applicant's industry experience.

This application must be completed and submitted to:

White House Conference on Travel & Tourism
Kansas Division of Travel & Tourism
ATTN: Mary Lou McPhail
700 SW Harrison St.
Suite 1300
Topeka KS 66603-3712

Any questions regarding this WHC application, please call Mary Lou McPhail at (913) 296-3810

Kansas White House Conference on Travel & Tourism

June 13, 1995

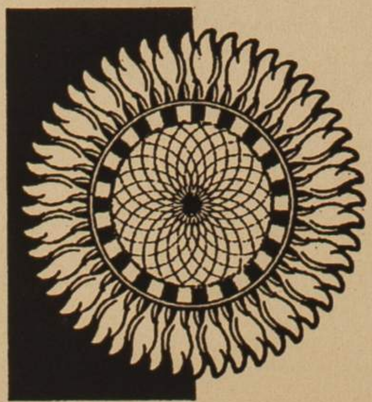
Kansas ExpoCentre

Topeka, Kansas

Sponsored by:

Kansas Department of Commerce & Housing,
Travel & Tourism Development Division

AAA of Kansas



KANSAS WHITE HOUSE CONFERENCE ON TRAVEL AND TOURISM

REGISTRATION FORM

Name(s) _____

Organization _____

Address _____

City,state,zip _____

Phone _____

Return this form to:
Travel and Tourism Division
700 SW Harrison St., Suite 1300
Topeka Ks 66603-3712
Attn: Janet Boskill
(913) 296-7091 Fax (913) 296-6988 TTY (913) 296-3487

____ Enclosed is my registration fee of $20.00 each for ____ Person(s) $_____

____ Please make checks payable to:
Travel and Tourism Division

____ Fee includes all conference materials, lunch, and breaks.

Registration Deadline: June 1, 1995

CANCELLATION POLICY: Full refund 3 business days prior to event. Full registration fee will be retained thereafter.

____ Yes, I would like to receive a copy of Travel & Tourism Issue Papers before the conference.

KANSAS WHITE HOUSE CONFERENCE ON TRAVEL & TOURISM

JUNE 13, 1995

KANSAS EXPOCENTRE

TOPEKA, KANSAS

SPONSORED BY:

KANSAS DEPARTMENT OF COMMERCE & HOUSING,
TRAVEL & TOURISM DEVELOPMENT DIVISION

AAA OF KANSAS

Dear Conference Attendees,

Welcome to the Conference! I appreciate you gathering to provide input on the nine issues which will be addressed at the National White House Conference this fall in Washington, D.C.

I truly recognize the importance of tourism in Kansas and I understand that it sustains many smaller rural communities as other sources of revenues have diminished in those areas. Tourism, employing over 37,000 people in our state, is a major contributor to the state's economy and plays an important role in our wonderful quality of life.

This conference represents a great opportunity to bring so many different aspects of your industry together and I'm sure you will be successful in offering positive recommendations.

Good luck and my best wishes for a successful meeting!

Bill Graves

Governor
State of Kansas

"The travel and tourism industry is one of the unsung heroes of our economy. Your businesses employ more than six million Americans and, equally important, international tourism is one sector of our economy that consistently generates a trade surplus. This White House Conference will provide you and your colleagues an opportunity to meet with leaders in the Executive branch and Congress, and, I hope, develop a shared vision—both of the industry's future and the role of the industry in our nation's future."

President Bill Clinton

"The White House Conference on Travel and Tourism is a once in a lifetime opportunity for this industry to underscore the enormous impact it makes on the American economy. The White House Conference will not be window dressing and rhetoric. It will be a directed, comprehensive effort with specific outcomes and recommendations that will ensure growth of this industry."

Greg Farmer, Under Secretary of Commerce for Travel and Tourism

"What a great opportunity for the people of Kansas to have input on these important issues to be covered at the national conference. Tourism deserves more recognition for the vital role it plays in our state's economy and this administration is dedicated to supporting your efforts in marketing our state as a travel destination."

Gary Sherrer, Secretary, Kansas Department of Commerce & Housing

"The White House Conference on Travel & Tourism provides the travel and tourism industry with an unprecedented forum to outline the challenges it faces and the opportunities it has to produce jobs and provide economic stability and growth throughout the nation.

Robert L. Darbelnet, AAA, President

Conference Agenda

Morning

7:45 a.m.-8:15	Registration/Coffee & light refreshments
8:30 - 9:20	General Assembly **Opening Remarks:** Secretary Gary Sherrer, Department of Commerce & Housing Governor Bill Graves also invited
9:30 - 10:30	Concurrent Sessions on Conference Issues
10:30 - 10:45	Break
10:45 - 11:45	Concurrent Sessions on Conference Issues
11:45 - 1:15	Lunch - Heritage Hall **Conference Remarks:** Phil Jones, Director of Legislative & Intergovernmental Affairs, USTTA **Speaker:** Kathy Sudeikis, CPC, Vice-President of Corporations, All About Travel & King Travel Past President, America Society of Travel Agents (ASTA)

Afternoon

1:30 - 2:30	Concurrent Sessions on Conference Issues
2:30 - 2:45	Break
2:45 - 4:00	General Assembly
4:00	Adjourn

Breakout Sessions

Conference Issues

1. RESEARCH - A Tool for Guiding Economic Growth
   Facilitators: Kathy Reid, Nicholson-Reid Group , Overland Park, KS
   Pat McKee, Abilene Convention & Visitors Bureau, Abilene, KS
   River Room A

2. TECHNOLOGY - Keeping Pace with Change
   Facilitator: Nick Jordan, The Hospitality Group, Overland Park, KS
   River Room B

3. INFRASTRUCTURE DEVELOPMENT - Preparing for the 21st Century
   Facilitators: Susan Pikrallidas, AAA, Washington DC
   Deb Miller, Director Planning & Development, KDOT, Topeka, KS
   Bison Room A

4. PRODUCT DEVELOPMENT - Keeping Pace with Changing Demand
   Facilitator: Pete Anderson, Maupintour Travel, Lawrence, KS
   Bison Room B

5. PROMOTION - Key to the Global Marketplace
   Facilitator: Judy Billings, Lawrence Convention & Visitors Bureau, Lawrence, KS
   Pioneer Room

6. FACILITATION/REDUCTION OF BARRIERS - Putting out our Welcome Mat
   Facilitator: Gil Langley, Executive Director, America's Heartland, Kansas City, MO
   Homestead Room A

7. EDUCATION/TRAINING - Job Creation and Customer Satisfaction
   Facilitator: Pat Altwegg, Cloud County Community College, Concordia, KS
   Homestead Room B

8. ENVIRONMENTAL CONCERNS - Preserving a Path to the Future
   Facilitator: Marv McCown, El Dorado Convention & Visitors Bureau, El Dorado, KS
   Wheat Room A

9. TRAVELER SAFETY AND SECURITY - An Industry Challenge
   Facilitators: Jim Hanni & Mitch Fuqua, AAA Kansas, Topeka KS
   Wheat Room B

All guests of the Kansas White House Conference are cordially invited to a free reception at the

Combat Air Museum,

Forbes Field

at 5:00 pm

Monday June 12

It is hosted by the Combat Air Museum and will include a tour of the facility and light refreshments.

RSVP to Velma at the museum by May 15 at (913) 862-3303

Kansas City, Kansas
Wyandotte County
Convention and Visitors Bureau
727 Minnesota Ave. ◆ PO Box 171517
Kansas City, Kansas 66117

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KANSAS CITY KANSAS/WYANDOTTE COUNTY
ACCOMMODATIONS LIST

AMERICAN INN
78th Street & I-70
7949 Splitlog
Kansas City, KS 66112
913-299-2999
158 rooms

BEST WESTERN FLAMINGO
4725 State Avenue
Kansas City, KS 66104
913-287-5511
60 rooms

BEST WESTERN INN
501 Southwest Blvd.
Kansas City, KS 66103
913-677-3060 800-368-1741
113 rooms

CANDLELIGHT COTTAGE Bed/Bkfast
626 N. Nettleton
Bonner Springs, KS 66012
913-441-4688
3 rooms

CIVIC CENTRE HOTEL
424 Minnesota Ave.
Kansas City, KS 66101
913-342-6919
201 rooms

CLARK MOTEL
1807 Merriam Lane
Kansas City, KS 66106
913-262-9960
9 rooms

CREST MOTEL
8600 State Avenue
Kansas City, KS 66112
913-299-4269
11 rooms

EAGLE'S INN
199 South 18th Street
Kansas City, KS 66102
913-342-8592
69 rooms

GABLES MOTEL
6831 State Avenue
Kansas City, KS 66112
913-299-8111
19 rooms

HARVEST MOON
7933 State Avenue
Kansas City, KS 66103
913-788-9170
87 rooms

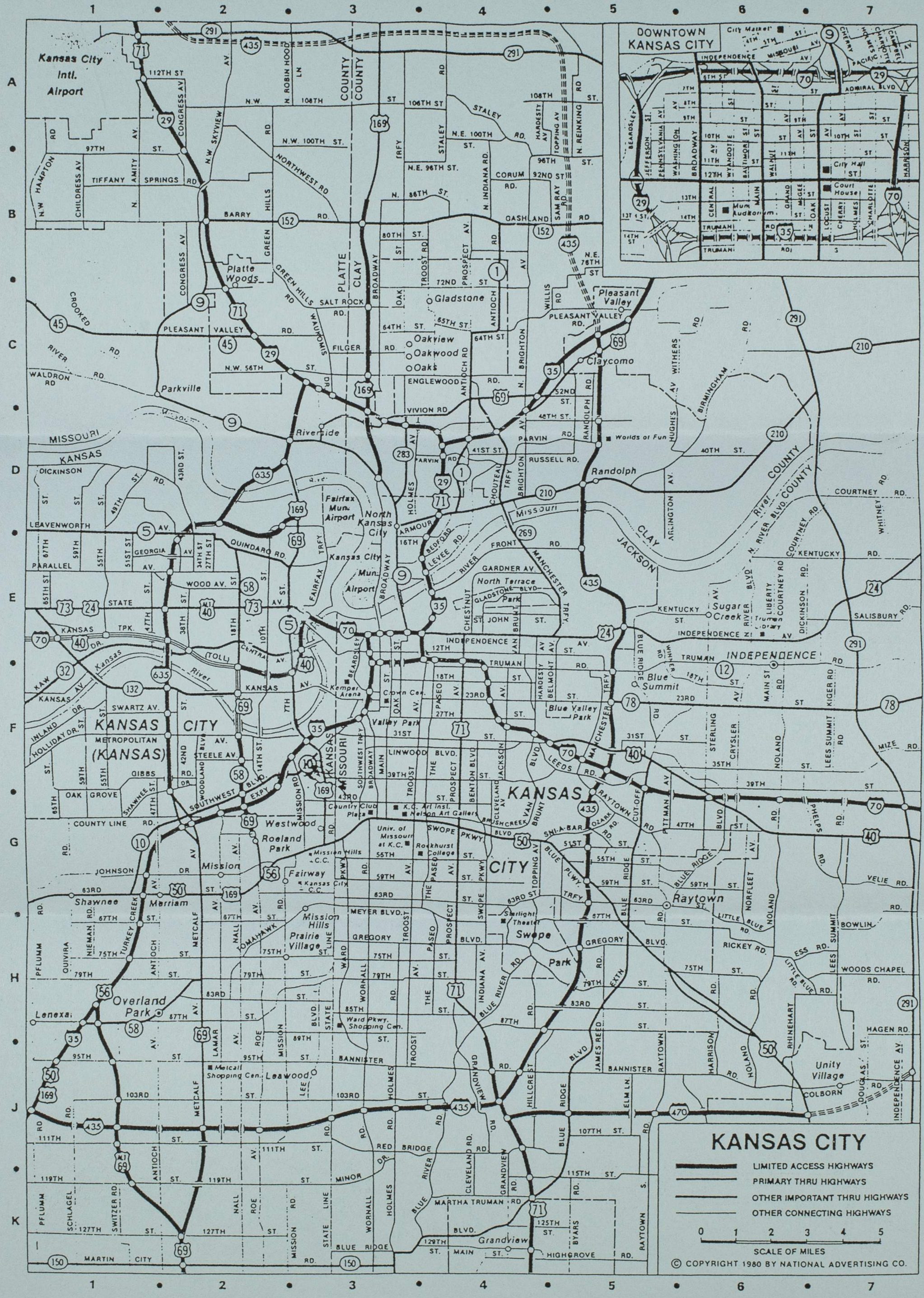
HOME & HEARTH INN/TRAVELODGE
3930 Rainbow
Kansas City, KS 66103
913-236-6880 800-766-6521
87 rooms

PENROD MOTEL
224 South 86th Street
Kansas City, KS 66112
913-299-9090
16 rooms

RELAX INN
3228 State Ave.
Kansas City, KS 66102
913-342-3333
27 rooms

WEST HAVEN MOTEL
5250 State Ave.
Kansas City, KS 66104
913-287-5250
20 rooms

KANSAS CITY METRO MAP



Compliments of 3M — Where Magazine

KANSAS CITY, KANSAS/WYANDOTTE COUNTY

CONVENTION & VISITORS BUREAU

1995 ANNUAL CALENDAR OF EVENTS

MAY

6 — **LOYALTY DAY PARADE** — Annual VFW Event, Downtown Bonner Springs, (913) 441-4185

6 — **POLSKI DAY** — Annual parade and festival celebrating Polish heritage. Lots of food & entertainment, Mass at 4:00 p.m., 8th & Vermont, (913) 375-1411

6 — **PIPER SPRING ARTS & CRAFTS** — Up to 100 booths, lunch, Piper High School, 440 N. 107th. (913) 721-3243 or 721-1113

12 — **FRONTIER DAY** — Crafts, food, and barn dance, Grinter House, 1420 S. 78th St., (913) 299-0373

JUNE

10 — **FISHING DERBY FOR YOUTH** — Wyandotte County Lake, (913) 788-3988

17-18 — **OLD FASHIONED DAYS** — National Agricultural Center & Hall of Fame, 630 N. 126th St., Bonner Springs, (913) 721-1075

24 — **GOLD RUSH DAZE** — Wyandotte County Park, Bonner Springs, (913) 299-0550

JULY

28-30 — **FARM HERITAGE DAYS** — Wheat threshing demos, tractor pull, craft show, train rides, and more. National Agricultural Center & Hall of Fame, 630 N. 126th St., Bonner Springs, (913) 721-1075

AUGUST

1-5 — **WYANDOTTE COUNTY FAIR** — Community family event featuring educational exhibits, livestock shows, entertainment, youth rodeo & carnival, Wyandotte County Fairgrounds, 1405 N. 98th St., (913) 788-7898

26-27 — **TIBLOW DAYS** — Parade, music, talent show, craft booths, carnival and lots of food, Downtown Bonner Springs, (913) 441-4538

SEPTEMBER

2-Oct. 14 — **RENAISSANCE FESTIVAL** — 16th century festival features 160 craft shops, live theater on 12 staging areas, music, comedy, romance, chivalry and more on 14 acres adjacent to the Agricultural Hall of Fame in Bonner Springs, Weekends, (816) 561-8005 or (800) 373-0357

10 — **GRANDPARENTS DAY** — National Agricultural Hall of Fame, 630 N. 126th St., Bonner Springs, (913) 721-1075

17 — **LEAVENWORTH ROAD AUTUMN GOLD** — Parade on Leavenworth Road from 51st to 64th, 100+ booths, (913) 788-3988

23 — **CENTRAL AVENUE PARADE** — Parade, beginning at 19th & Central heading east on Central to 5th St., (913) 371-4511

23-24 — **GRINTER APPLEFEST** — Vendors highlight apple-theme with foods & crafts, pioneer re-enactments, dancing, entertainment, Grinter House, 1420 S. 78th St., (913) 299-0373

OCTOBER

7 — **SILVER CITY CELEBRATION** — Festival featuring a parade, selection of Little Mr. and Mrs. Silver City, crafts, and food booths, Emerson Park, 29th & Strong, (913) 831-1888

7 — **EDWARDSVILLE AUTUMN FEST** — Town celebration in City Park, (913) 441-3707

14-15 — **TURNER DAYS** — Homecoming festivities Friday evening, parade on Saturday, craft & food booths, petting zoo, family entertainment, 1312 S. 55th St., (913) 287-7500

NOVEMBER

21 — **AVENUE AREA CHRISTMAS LIGHTING CEREMONY** — Free sleigh rides at 4:30 p.m., muscial entertainment, arrival of Santa. Lighting at 7:00 p.m., 7th St. & Minnesota. (913) 371-0065

DECEMBER

9-17 — **SANTA'S EXPRESS** — Hayrides & train rides, National Agricultural Center & Hall of Fame, 630 N. 126th St., Bonner Springs, (913) 721-1075

Times and dates may change, please call listed numbers to confirm.

KANSAS CITY, KANSAS/WYANDOTTE COUNTY
ACCOMMODATIONS LIST

AMERICAN INN
78th Street & I-70
7949 Splitlog
Kansas City, KS 66112
913-299-2999

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501 Southwest Blvd.
Kansas City, KS 66103
913-677-3060 800-368-1741

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913-342-6919

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Kansas City, KS 66112
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199 South 18th Street
Kansas City, KS 66102
913-342-8592

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7933 State Avenue
Kansas City, KS 66103
913-788-9170

PENROD MOTEL
224 South 86th Street
Kansas City, KS 66112
913-299-9090

WEST HAVEN MOTEL
5250 State Ave.
Kansas City, KS 66104
913-287-5250

Kansas City, Kansas/Wyandotte County
Convention and Visitors Bureau
727 Minnesota Ave. • PO Box 171517 • Kansas City, KS 66117
913-321-5800

KANSAS CITY, KANSAS/WYANDOTTE COUNTY

CONVENTION & VISITORS BUREAU

APRIL - MAY - JUNE

1995
CALENDAR OF EVENTS

4/03	**History & Culture of Wyandotte County** at Grinter House Heritage Center, 1420 S. 78th St. 6:00-9:00 p.m. Can be credit/non-credit from KCKCC. Admission charge. 913-299-0373.
4/05	**Tips for Your Spring Yard** at Grinter House Heritage Center, 1420 S. 78th St. 7:00-9:00 p.m. 913-299-0373.
4/07	**Skoal Racing Night** at Lakeside Speedway, 5615 Wolcott Dr. 913-299-2040.
4/08	**Spring Beef Show** at Livestock Pavilion, WYCO Fairgrounds, 1405 N. 98th St. 9:30 a.m. 913-299-9300.
4/10	**History & Culture of Wyandotte County** at Grinter House Heritage Center, 1420 S. 78th St. 6:00-9:00 p.m. Can be credit/non-credit from KCKCC. Admission charge. 913-299-0373.
4/12	**Spring Music Concert Series** at KCK Community College, Performing Arts Center, 7250 State Ave. 3:00 p.m. 913-334-1100, Ext 317.
4/13	**Kiwanis Pancake Day** at Memorial Hall, 600 N. 7th.
4/14	**Sunoco Racing Fuel Night** at Lakeside Speedway, 5615 Wolcott Dr. 913-299-2040.
4/17	**History & Culture of Wyandotte County** at Grinter House Heritage Center, 1420 S. 78th St. 6:00-9:00 p.m. Can be credit/non-credit from KCKCC. Admission charge. 913-299-0373.
4/19	**Brown Bag Concert** featuring "Neon Blues" at 7th & Minnesota. 11:30 a.m.-1:00 p.m. 913-371-0065.
4/21	**Greater KC Great Dane Dog Show** at Auditorium, WYCO Fairgrounds, 1405 N. 98th. 8:00 a.m. 913-361-2242.
4/21	**March for Parks Walk-a-Thon** at Pierson Park, 1800 S. 55th St., Turner. 913-287-7636.
4/21	**Fast Lane Racing News Night** at Lakeside Speedway, 5615 Wolcott Dr. 913-299-2040.
4/21-23	**Mo-Kan Rottweiler Dog Club Show** at Livestock Pavilion, WYCO Fairgrounds, 1405 N. 98th St. 7:00 a.m. 913-361-2242.
4/22-23	**Quilt Show & Herb Sale** at Grinter House, 1420 S. 78th St., 10:00 a.m.-5:00 p.m., Sat.; 12-4:30 p.m., Sun.; 913-299-0373.

4/24 **History & Culture of Wyandotte County** at Grinter House Heritage Center, 1420 S. 78th St. 6:00-9:00 p.m. Can be credit/non-credit from KCKCC. Admission charge. 913-299-0373.

4/25 **Earth Day Celebration** at Jack Reardon Civic Center, 500 Minnesota. 913-371-1610.

4/25 **Kansas Old Time Pickers and Fiddlers** at Banquet Hall, WYCO Fairgrounds, 1405 N. 98th St. 6:00 p.m. 913-236-4731.

4/26 **Jessie Hunter Concert** at Land of Oz, 5648 State Ave. 913-287-TOTO.

4/26 **Spring Music Concert Series** at KCK Community College, Performing Arts Center, 7250 State Ave. 3:00 p.m. 913-334-1100, Ext 317.

4/27-30 **Friends of the Library Annual Book Sale** at West Wyandotte Library, 1737 N. 82nd St. Thousands of books at bargain prices. 913-596-5800.

4/28 **Carrot Top** at Memorial Hall, 600 N. 7th. 913-371-7555.

4/28 **98.9 The Rock Night at the Races** at Lakeside Speedway, 5615 Wolcott Dr. 913-299-2040.

4/29 **4-Him** at Memorial Hall, 600 N. 7th. 7:30 p.m. 913-371-7555.

4/30 **Eagles** at Sandstone Amphitheatre, Bonner Springs. 913-721-3400.

5/01 **History & Culture of Wyandotte County** at Grinter House Heritage Center, 1420 S. 78th St. 6:00-9:00 p.m. Can be credit/non-credit from KCKCC. Admission charge. 913-299-0373.

5/02 **World War II: The Wyandotte Connection** exhibit opens at WYCO Historical Museum, 631 N. 126th St., Bonner Springs. 913-721-1078.

5/02 **Queensryche & Type O Negative** at Sandstone Amphitheatre, Bonner Springs. 913-721-3400.

5/05 **Alabama & Neal McCoy** at Sandstone Amphitheatre, Bonner Springs. 913-721-3400.

5/05 **Engine Pro/Clevite Engine Parts Night** at Lakeside Speedway, 5615 Wolcott Dr. 913-299-2040.

5/06 **Piper Spring Craft Show** at Piper High School, 440 N. 107th St. Up to 100 booths, lunch available. 9:00 a.m.-4:00 p.m. 913-721-3243 or 721-1113.

5/06 **Loyalty Day Parade** in Downtown Bonner Springs. Annual VFW event. 10:00 a.m. 913-441-4185.

5/06 **Polski Day** at 8th & Vermont Streets. 11th Annual parade & festival celebrating Polish Heritage. Lots of food & entertainment, Mass at 4:00 p.m. 913-375-1411.

5/07 **Toy & Train Show** at Jack Reardon Civic Center, 500 Minnesota. 913-371-1610.

5/08 **History & Culture of Wyandotte County** at Grinter House Heritage Center, 1420 S. 78th St. 6:00-9:00 p.m. Can be credit/non-credit from KCKCC. Admission charge. 913-299-0373.

5/12 **Black Crowes** at Memorial Hall, 600 N. 7th. 913-371-7555.

5/12 **Frontier Day** at Grinter House, 1420 S. 78th St. 9:00 a.m. - 3:00 p.m. 913-229-0373.

5/12 **101-KCFX Foxilla Fox Hunt Night** at Lakeside Speedway, 5615 Wolcott Dr. 913-299-2040.

5/12-13 **KCK Community College Blue Devil BBQ Cookoff** at Wyandotte County Fairgrounds, 1405 N. 98th St. 913-334-1100.

5/13 **Martin Luther King Parade** at 14th & Garfield Streets. 913-321-8039.

5/15 **History & Culture of Wyandotte County** at Grinter House Heritage Center, 1420 S. 78th St. 6:00-9:00 p.m. Can be credit/non-credit from KCKCC. Admission charge. 913-299-0373.

5/17 **Brown Bag Concert** at 7th & Minnesota. Band to be announced. 11:30 a.m.-1:00 p.m. 913-371-0065.

5/17 **"Moms on the Prairie"** at Grinter House, 1420 S. 78th St., 7:00 p.m.-9:00 p.m. 913-299-0373.

5/19 **KY-102 Radio Night** at the Races at Lakeside Speedway, 5615 Wolcott Dr. 913-299-2040.

5/19-20 **Rodeo** at WYCO Fairgrounds, 1405 N. 98th St. 913-788-7898.

5/20-21 **Kansas City Comic Book Show** at Jack Reardon Civic Center, 500 Minnesota. 913-371-1610.

5/23 **Kansas Old Time Pickers and Fiddlers** at Banquet Hall, WYCO Fairgrounds, 1405 N. 98th St. 6:00 p.m. 913-788-7898.

5/26 **Miller Genuine Draft Charger 50 Lap Classic** at Lakeside Speedway, 5615 Wolcott Dr. 913-299-2040.

5/31 **Holly Dunn Concert** at Land of Oz, 5648 State Ave. 913-287-TOTO.

6/02 **Young Country Q-104 presents NASCAR Souvenir Night** at Lakeside Speedway, 5615 Wolcott Dr. 913-299-2040.

6/03 **National Trails Day** at National Agricultural Center & Hall of Fame, 630 N. 126th St., Bonner Springs. 913-721-1075.

6/03 **Tom Petty and the Heartbreakers** at Sandstone Amphitheatre, Bonner Springs, 913-721-3400.

6/04 **Heart of America Kennel Club** at Klempnauer Exhibition Bldg., Wyandotte County Fairgrounds, 1405 N. 98th St., 10:00 a.m. 913-891-6367.

6/08-11 **Wyandotte Players present "Little Women"** at Performing Arts Center of KCK Community College, 7250 State Ave., 8:00 p.m. Thursday-Saturday and 2:30 p.m. Sunday. 913-596-9690.

6/09 **John Michael Montgomery & The Tractors** at Sandstone Amphitheatre. 913-721-3400.

6/09 **Huckaby Ambulance Night at the Races** at Lakeside Speedway, 5615 Wolcott Dr. 913-299-2040.

6/10 **Fishing Derby for Youth** at Wyandotte County Lake. 913-788-3988.

6/11 **Heart of America Model A Car Swap Meet** at Wyandotte County Fairgrounds, 1405 N. 98th St., 7:00 a.m. 913-453-2747.

6/16 **ARTGO Challenge Series-100 Lap Late Model Feature** at Lakeside Speedway, 5615 Wolcott. 913-299-2040.

6/16-18 **Wyandotte Players present "Little Women"** at Performing Arts Center of KCK Community College, 7250 State Ave. 8:00 p.m., Thursday-Saturday. 913-596-9690.

6/17-18 **Kansas Pony of America Horse Show** at Wyandotte County Fairgrounds Arena, 1405 N. 98th St., 8:00 a.m. 316-672-6448.

6/17-18 **Old Fashioned Days** at National Agricultural Center & Hall of Fame, 630 N. 126th St., Bonner Springs. 913-721-1075.

6/21 **Brown Bag Concert** at 7th & Minnesota Streets. 11:30 a.m.-1:00 p.m. Band to be announced. 913-371-0065.

6/23 **Central Auto Racing Boosters Night** at Lakeside Speedway, 5615 Wolcott Dr. 913-299-2040.

6/24 **Gold Rush Daze** at Wyandotte County Park, Bonner Springs. 10:00 a.m.-5:00 p.m. 913-299-0550.

6/27 **Kansas Old Time Pickers and Fiddlers** at Banquet Hall, Wyandotte County Fairgrounds, 1405 N. 98th St., 6:00 p.m. 913-236-4731.

6/30 **U.S. Air Night at the Races** at Lakeside Speedway, 5615 Wolcott Dr. 913-299-2040.

KANSAS CITY, KANSAS/WYANDOTTE COUNTY

ACCOMMODATIONS LIST

AMERICAN INN
78th Street & I-70
7949 Splitlog
Kansas City, KS 66112
913-299-2999

BEST WESTERN INN
501 Southwest Blvd.
Kansas City, KS 66103
913-677-3060 800-368-1741

CIVIC CENTRE HOTEL
424 Minnesota Ave.
Kansas City, KS 66101
913-342-6919

CREST MOTEL
8600 State Avenue
Kansas City, KS 66112
913-299-4269

GABLES MOTEL
6831 State Avenue
Kansas City, KS 66112
913-299-8111

HOME & HEARTH INN/ TRAVELODGE
3930 Rainbow
Kansas City, KS 66103
913-236-6880 800-766-6521

RELAX INN
3228 State Ave.
Kansas City, KS 66102
913-342-3333

BEST WESTERN FLAMINGO
4725 State Avenue
Kansas City, KS 66104
913-287-5511

CANDLELIGHT COTTAGE Bed/Breakfast
626 N. Nettleton
Bonner Springs, KS 66012
913-441-4688

CLARK MOTEL
1807 Merriam Lane
Kansas City, KS 66106
913-262-9960

EAGLE'S INN
199 South 18th Street
Kansas City, KS 66102
913-342-8592

HARVEST MOON
7933 State Avenue
Kansas City, KS 66103
913-788-9170

PENROD MOTEL
224 South 86th Street
Kansas City, KS 66112
913-299-9090

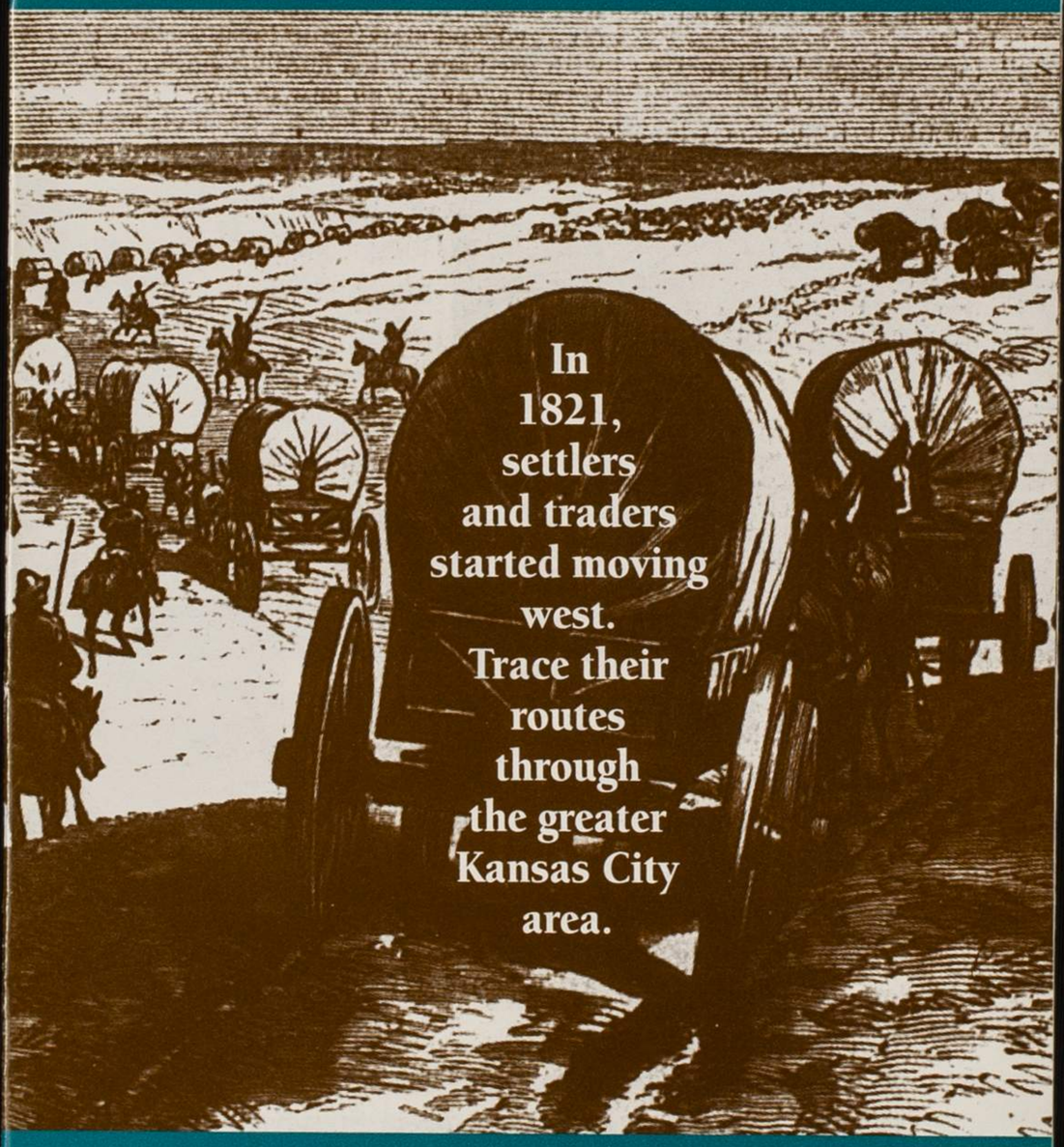
WEST HAVEN MOTEL
5250 State Ave.
Kansas City, KS 66104
913-287-5250

Kansas City, Kansas/Wyandotte County
Convention and Visitors Bureau
727 Minnesota Ave. • PO Box 171517 • Kansas City, KS 66117
913-321-5800

DISCOVER WHERE IT ALL STARTED...

Kansas City Area Historic Trails

The Santa Fe , Oregon, California and Military Trails



Relive the adventure.

1. Bingham–Waggoner Estate

313 W. Pacific St., Independence, MO 64050
(816) 461–3491

Take pleasure from touring this beautiful estate, which sat astride the great commercial and military road known as the Santa Fe Trail. Travel back to the early 1800s and imagine the long line of traders, missionaries and settlers passing by on their way west. View paintings, chandeliers, oriental carpeting and other Victorian and Edwardian furnishings collected by the Waggoner family, who called this house their home for 98 years.

Apr–Oct: Mon–Sat, 10–4; Sun, 1–4.
Escorted tours available.
Admission: Adults–$3, seniors–$2.50;
children (6–16)–$1; children under 6, no charge.

2. National Frontier Trails Center

318 W. Pacific St.
Independence, MO 64050
(816) 325–7575

The three great trail routes—the Oregon, California and Santa Fe Trails—all began in or near Independence. Retrace the steps of the pioneers through their own words. Read and listen to diary entries of the pioneer families, and inspect period artifacts. Located near the Public Spring Site where the settlers filled their water barrels. Experience what life was like on the trails at the only interpretive center, museum and archives dedicated to the three major trails.

Weekdays, 9–4:30;
Weekends, 12:30–4:30. Closed major holidays.
Admission: Adults–$2.50, children (10 to 17)–$1;
no charge for children under 10.

3. Rice–Tremonti Home

8801 E. 66th St.
Raytown, MO 64133
(816) 353–4023

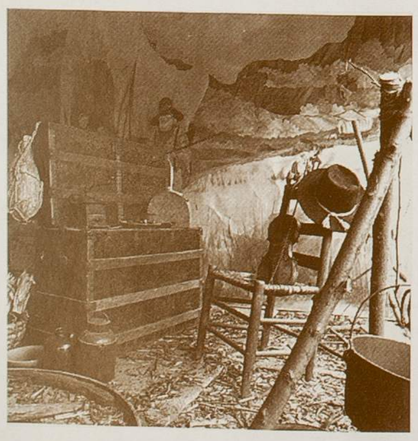
Visit this popular camping site along the Santa Fe Trail, less than a day's journey by wagon from Independence. Listed on the National Register of Historic Places, this farmhouse had space for wagons, springs for watering, and corn and prairie grass for feeding animals.

Open by appointment. Escorted tours available.
Admission: $2.

4. Cave Springs Interpretive Center

8701 E. Gregory Blvd.
Kansas City, MO 64138
(816) 358–2283

Enjoy history in progress at this 36–acre historic site and outdoor education facility. Cave Springs was a day's journey from Independence. Its land owner, Jesse Barnes, traded with the westward travelers. The Center now offers interpretive programs about the pioneers and their relationships with the land. Learn how early settlers adapted their life-styles to live in harmony with a harsh and ever–changing environment.



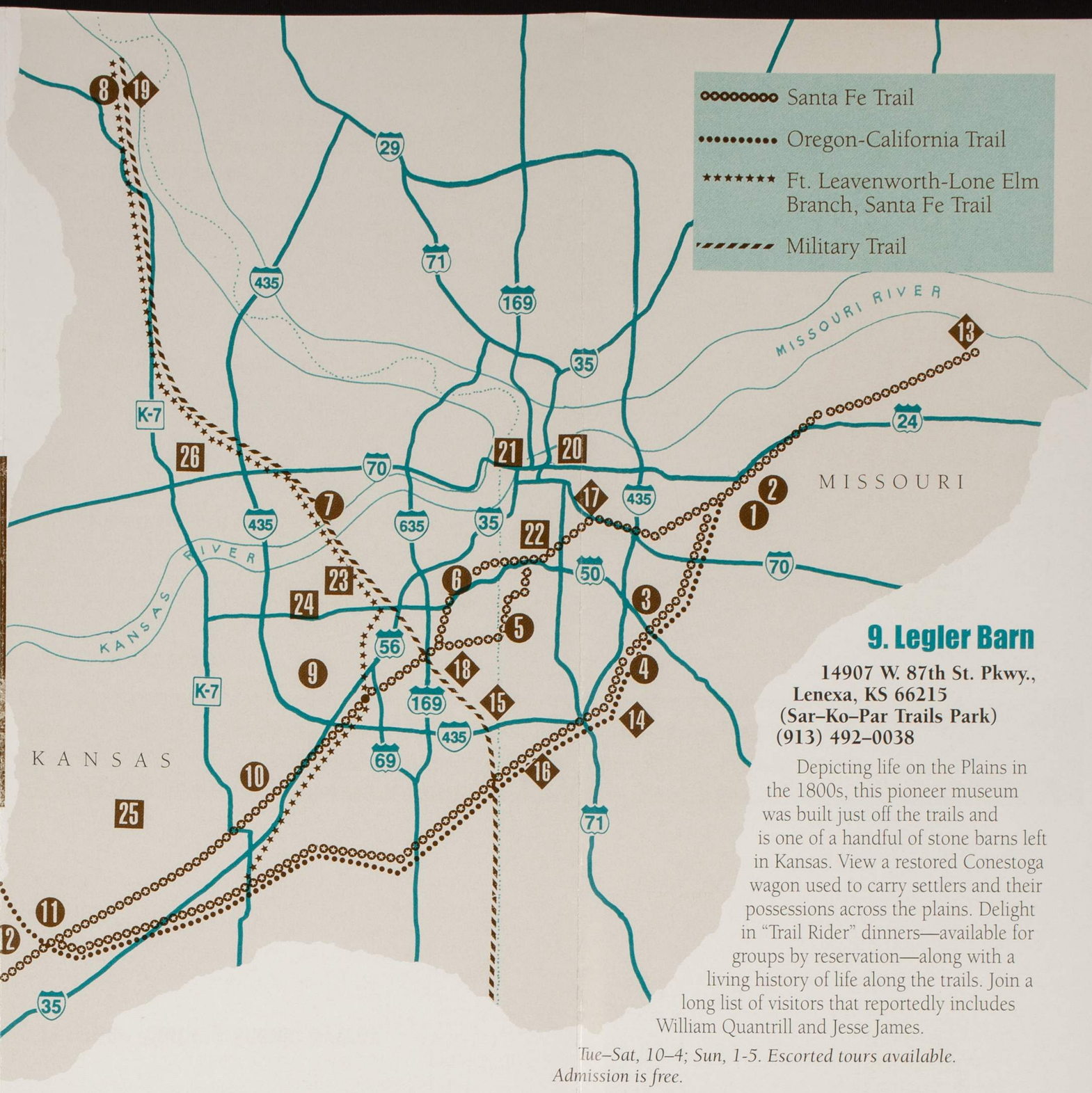
Tue–Sat, 10–5.
Admission: $1. Escorted tours available.
Program fees are based on the length of the program and the age of the group.

5. Alexander Majors House and Park

8201 State Line Rd.
Kansas City, MO 64114
(816) 333–5556

Many believe the future of the American West began with Russell, Majors & Waddell—operators of the largest freighting operation on the trails and founders of the famous Pony Express. Step back into history as you walk through Majors' 1856 antebellum home. Experience a working blacksmith shop. Stop at the wagon museum, and the barn and gift shop.

Apr-Dec: Thu–Sun, 1–4. Escorted tours available.
Admission: Adults–$2.50, children–$1.



9. Legler Barn

14907 W. 87th St. Pkwy.,
Lenexa, KS 66215
(Sar–Ko–Par Trails Park)
(913) 492–0038

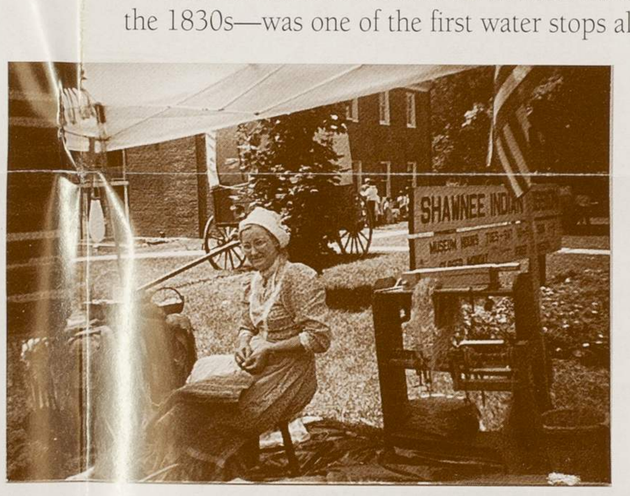
Depicting life on the Plains in the 1800s, this pioneer museum was built just off the trails and is one of a handful of stone barns left in Kansas. View a restored Conestoga wagon used to carry settlers and their possessions across the plains. Delight in "Trail Rider" dinners—available for groups by reservation—along with a living history of life along the trails. Join a long list of visitors that reportedly includes William Quantrill and Jesse James.

Tue–Sat, 10–4; Sun, 1-5. Escorted tours available.
Admission is free.

6. Shawnee Indian Methodist Mission

3403 W. 53rd St., Fairway, KS 66205
(913) 262–0867

This manual labor school for Indian children—dating from the 1830s—was one of the first water stops along the Oregon and Santa Fe Trails. The Westport branch of the trails crossed right through the grounds, where Indian children from many tribes learned basic academics, manual arts and agriculture. The first territorial legislature met here in 1855. The main building contains original furnishings depicting life in the Indian territories. Visit the exhibit gallery and view artifacts made by the nearly 200 American Indian students.

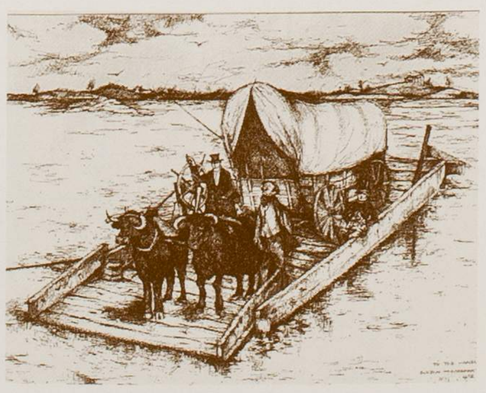


Tue–Sat, 10–5; Sun, 1–5. Escorted tours available.
Admission is free.

7. Grinter House

1420 S. 78th St., Kansas City, KS 66112
(913) 299–0373

Moses Grinter ran the first ferry across the Kansas River in 1831, used by trail travelers heading for California and Oregon in the 1840s and early 1850s. Tour Grinter's 1857 two–story southern colonial home overlooking the Kansas River. Interesting slide presentation features trail travel and Indian immigration.



Tue–Sat, 10–5; Sun, 1–5. Escorted tours and slide programs available by request.
Admission: Donations are requested.

8. Frontier Army Museum

Bldg. 80, Reynolds Ave., Fort Leavenworth, KS 66027
(913) 684–1719

Upon entering Fort Leavenworth, stop and see the magnificent Buffalo Soldier Monument, dedicated to the black troopers of the 9th and 10th Cavalry who helped protect the trails heading west. Starting at the museum, walk parts of the Santa Fe and Oregon Trails on a 2½ mile walking tour of the Main Post. View the largest collection of horse drawn vehicles in the country, including a carriage that Abraham Lincoln rode in while campaigning for the Presidency in 1859.

Mon–Fri, 9–4; Sat, 10–4; Sun, noon–4. Closed major holidays.
Escorted tours available by appointment.
Admission is free.

10. Mahaffie Farmstead and Stagecoach Stop

1100 Kansas City Rd., Olathe, KS 66061
(913) 782–6972

Relive the adventures of early stagecoach passengers at the first station for westbound travelers and today's only existing stagecoach stop on the Santa Fe Trail. Tour the Mahaffie House with its two–feet thick native limestone walls, and an icehouse and wood peg barn. Travelers ate their first meal on the trail here. Imagine the activity in the basement where food was prepared and served to a never–ending stream of weary stage passengers.

Sep–May: Mon–Fri;
Jun–Aug: Wed–Sun.
Call for hours. Closed January and all major holidays.
Guided tours available.
Admission: Adults–$2.50 plus tax;
children age 3–11–$1.50 plus tax;
children under 3, no charge.

11. Historical Marker

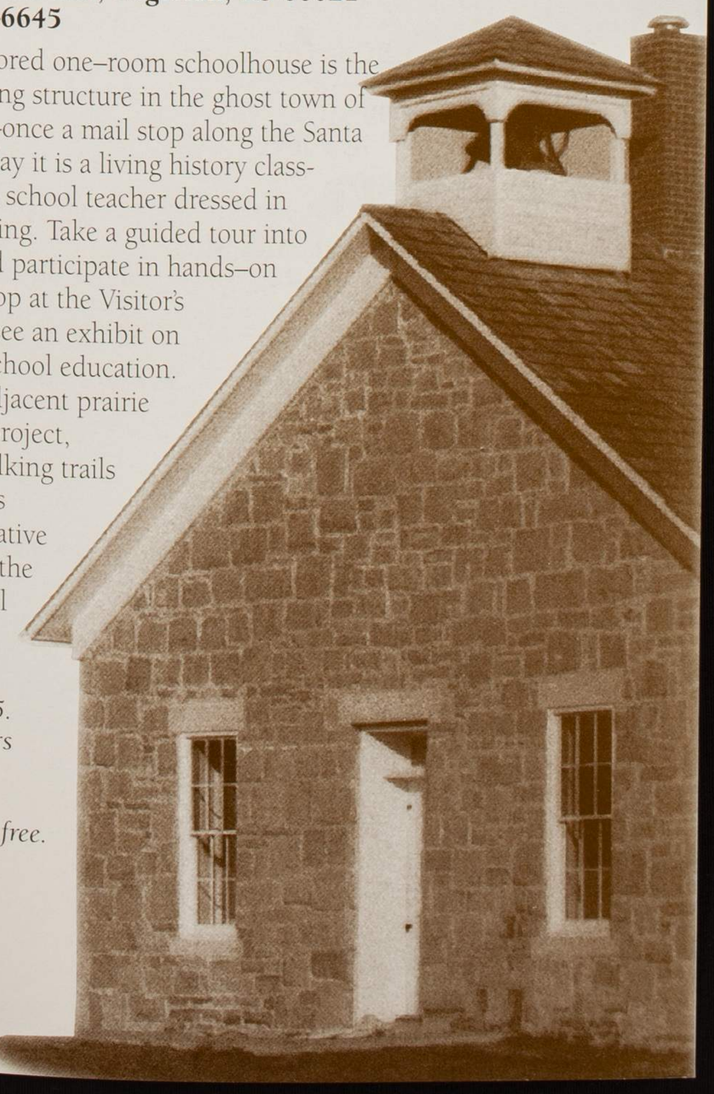
(denoting where the trails split)
Highway 56 and 183rd St.,
Gardner, KS

More than 200,000 travelers passed this point where the common route of the Santa Fe, Oregon and California Trails ended. Here the settlers headed northwest toward a new life in the rich, fertile Western United States. The traders and trappers headed southward toward the commercial center of Santa Fe.

12. Lanesfield School Historic Site

18745 S. Dillie Rd., Edgerton, KS 66021
(913) 893–6645

This restored one–room schoolhouse is the sole remaining structure in the ghost town of Lanesfield—once a mail stop along the Santa Fe Trail. Today it is a living history classroom. Join a school teacher dressed in period clothing. Take a guided tour into the past, and participate in hands–on activities. Stop at the Visitor's Center and see an exhibit on one–room school education. Relish the adjacent prairie restoration project, featuring walking trails with markers describing native grasses, and the Santa Fe Trail ford at Bull Creek.



Tue–Sun, 1–5. Escorted tours available by appointment.
Admission is free.

"The vast prairie itself soon opened before us in all its grandeur and beauty.... The view of the illimitable succession of green undulations and flowery slopes of every gentle and graceful configuration, stretching away and away, until they fade from the sight in dim distance, creates a wild and scarcely controllable ecstacy of admiration."

Edwin Bryant, 1846

The ruts remain...

Although unused for over 100 years, the thousands of wagons that traveled the trails left a permanent mark on the region's landscape. Ruts and swales carved into the prairie by wagon wheels can be found at several locations throughout the area. You can enhance your enjoyment of the greater Kansas City trails experience with a stop at any of the trail rut sites listed below.

13. **Fort Osage Park**
    105 Osage St., Sibley, Mo.
14. **Schumacher Site**
    6601 E. 93rd St., Kansas City, Mo.
15. **Fitzhugh Mill–Watts Mill Site**
    East of 103rd St. and State Line Rd. on Indian Creek, Kansas City, Mo.
16. **Minor Park Site**
    Red Bridge Rd., east of 110th St. and Holmes Rd., Kansas City, Mo.
17. **Blue Valley Park Site**
    27th and Topping, Kansas City, Mo.
18. **Harmon Park Site**
    78th St. and Mission Rd., Prairie Village, Kan., near the pavilion.
19. **Fort Leavenworth Wagon Cut**
    East of Memorial Chapel, on Riverside Ave. (On the Main Post walking tour.)

How to identify ruts and swales. Ruts and swales appear as wide depressions, which are heavily grassed over. The appearance of the vegetation in these wagon–width indentations differs from season to season. It's greener than surrounding grass in the spring; the surrounding foliage grows higher in the summer. In the fall, the vegetation in the ruts has a more copper–colored hue; snow settles into the ruts in the winter.

Information on additional attractions, lodging and meals is available from these Kansas City area tourism development agencies:

Convention and Visitors Bureau of Greater Kansas City
1100 Main St., Suite 2550
Kansas City, MO 64105
(816) 221–5242 · (800) 767–7700

Independence Tourism Department
111 E. Maple
Independence, MO 64050
(816) 325–7111

Kansas City, Kansas Area Convention and Visitors Bureau
P.O. Box 171517
Kansas City, KS 66117
(913) 321–5800

Leavenworth–Lansing Convention & Visitors Bureau
518 Shawnee, P.O. Box 44
Leavenworth, KS 66048
(913) 682–4113 · (800) 844–4114

Lenexa Convention and Visitors Bureau
11900 W. 87th St.
Lenexa, KS 66215
(913) 888–1414 · (800) 950–STOP (7867)

Olathe Convention and Visitors Bureau
P.O. Box 98
Olathe, KS 66051
(913) 764–1050

Overland Park Convention and Visitors Bureau
10975 Benson, Suite 360
Overland Park, KS 66210
(913) 491–0123 · (800) 262–PARK (7275)

KANSAS
The secret's out!

WAKE UP TO MISSOURI

Walk in the steps of the early pioneers who undertook Americas greatest adventure—the settlement of the West.

During Americas expansion in the 1800s, three renowned routes led the pioneers west: the Oregon, California and Santa Fe Trails. The area surrounding Kansas City provided supplies, marshaling areas, grazing land and water for thousands of settlers and traders who were beginning their journey west.

Branches of the trails ran parallel from "jumping off" towns such as Westport (now part of Kansas City) and Independence, Mo. Southwest of Gardner, Kan., the trails divided. The Santa Fe heading southwest, and the Oregon–California route heading northwest. The Oregon–California route split again in Wyoming.

Emigrant diaries describe hazardous river crossings, treacherous weather, sickness and wagon breakdowns as the wagon trains rumbled westward. They also describe beautiful prairies, wildlife and interesting rock formations.

Travelers on both trails averaged fifteen to twenty miles a day.

Oregon–California Trail

A quarter of a million emigrants traveled the Oregon and California Trails between 1842 and 1870, making this the greatest peacetime migration in the history of the world. Beginning in Independence as one trail—and ending at the Pacific Ocean—the trails stretched almost 2,000 miles across six states.

In the early years, the trip took four to five months.

Santa Fe Trail

One thousand years ago native people traded and traveled up and down the Arkansas, Cimarron and Canadian Rivers. Following the same route, Captain William Beckwell left Franklin, Mo., on September 1, 1821, with a small cargo loaded on pack mules. The next year he and others brought wagons over the same route, proving it could be done and blazing the way for the thousands who would follow.

A two–way commercial route linking Missouri and New Mexico, the Santa Fe Trail was the economic lifeline of the great Central and Southwestern United States. It was 900 miles long, and required a four–month round trip. In 1866, as many as 5,000 wagons traveled the Santa Fe Trail.

Frontier Military Scenic Byway

Between 1838 and 1845, a military road was constructed through the Indian Territory to connect Fort Leavenworth, in Kansas, and Fort Gibson, in Oklahoma. Fort Leavenworth was the first of the frontier forts assigned to protect travelers on the westward trails. The northern portion of the Military Trail was used by Fort Leavenworth troopers to get to the Santa Fe and Oregon–California Trails.

Today the prairie and civilization have reclaimed the original military road. But modern Highway 69 and other connecting roads located near its original trace have been designated as the Frontier Military Scenic Byway, providing travelers with an interesting historic journey through eastern Kansas.

Discover where it all started...

Freight wagons and stately prairie schooners no longer rumble across the prairie. But buildings and other historical sites—the landmarks that guided the trail travelers—still exist.

The thousands of people, wagons and livestock created a recognizable road—as well laid out as any modern highway. In many places, the original ruts of the wagon wheels worn into the prairie grass are just as visible as they were over 100 years ago. Walk in the steps of the early pioneers who undertook Americas greatest adventure—the settlement of the West.

Trace the trails through the greater Kansas City area by using the map and site descriptions on the fold–out. The following are also excellent attractions to add to your trail experience:

20. Kansas City Museum
3218 Gladstone Blvd., Kansas City, MO 64123 (816) 483–8300
Climb aboard a fully stocked covered wagon and handle the staples which would have been carried along the trails. Learn how wagon train families stocked their small, traveling homes.

21. Arabia Steamboat Museum
400 Grand Ave., (in the historic River Market) Kansas City, MO 64106 (816) 471–4030
See 200 tons of preserved frontier supplies which might have been used by trail emigrants if the ship carrying this 1850s cargo had not sunk deep in the Missouri River. The side wheeler, the "Great White Arabia," has been raised and its cargo is on display.

22. Westport
4000 Broadway, Kansas City, MO 64111 (816) 561–1821
Renovated historic district where trail travelers outfitted their wagon trains. Now a popular entertainment and retail district with markers dedicated to the areas rich trails heritage.

23. Old Shawnee Town
11515 W. 57th St., Shawnee, KS 66203 (913) 268–8772
Originally known as Gum Springs, this restored and replicated pioneer settlement was a popular overnights stop on the trail branch linking Fort Leavenworth with the Santa Fe Trail.

24. Johnson County Historical Museum
6305 Lackman Rd., Shawnee, KS 66217 (913) 631–6709
Exhibits and hands–on activities depicting pioneer life on the plains including a display dedicated to the trails' experience in Johnson County.

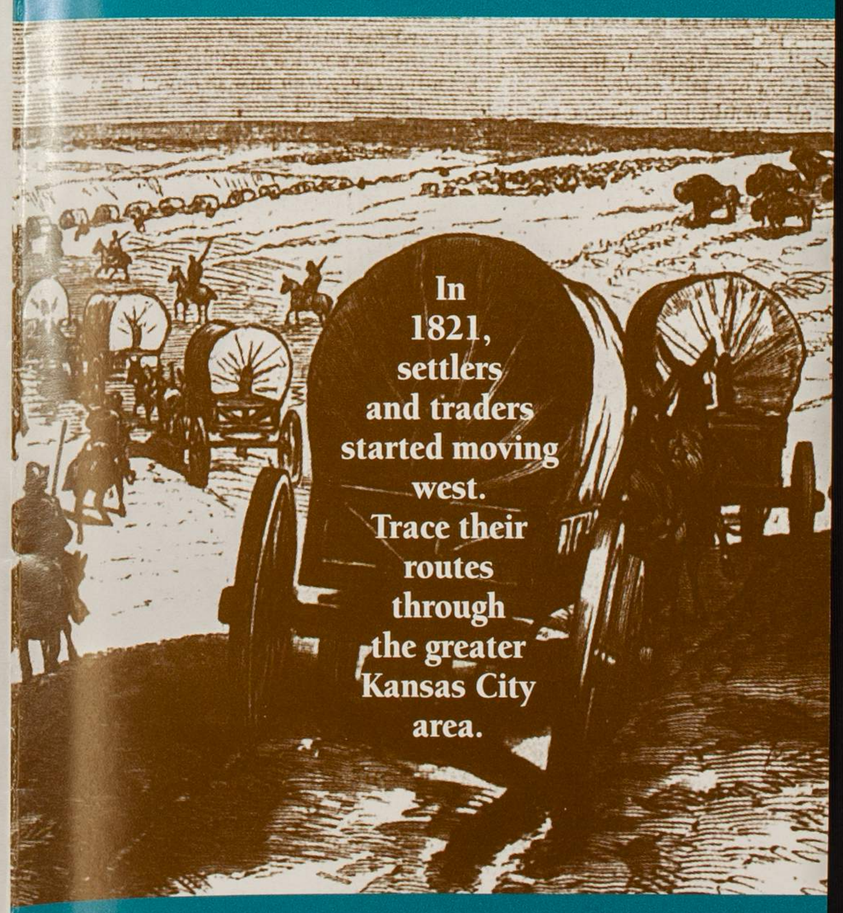
25. The Prairie Center
26325 Prairie Center Rd., Olathe, KS 66061 (913) 856–8832
A stop at the Prairie Center will give visitors a look at the tallgrass prairie as it would have appeared to the travelers on the westward trails.

26. Wyandotte County Museum
631 N. 126th St., Bonner Springs, KS 66012 (913) 721–1078
Exhibits on local and regional history including special presentations on the Military Trails which ran from Fort Leavenworth through Wyandotte County.

DISCOVER WHERE IT ALL STARTED...

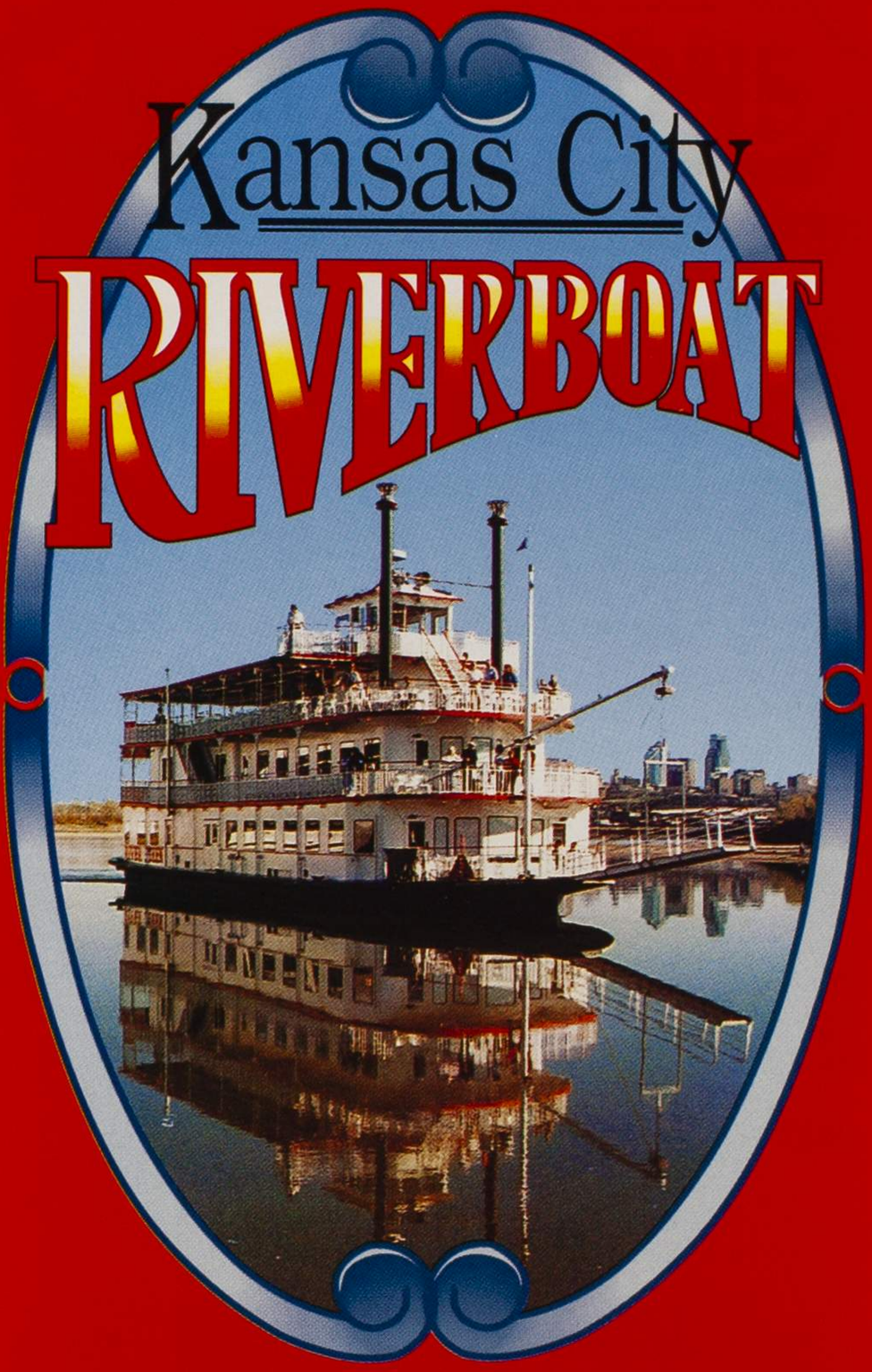
Kansas City Area Historic Trails

The Santa Fe , Oregon, California and Military Trails



Relive the adventure.

Kansas City RIVERBOAT



MISSOURI RIVER QUEEN

Enjoy part of the past while making a little history of your own...

1 River City Drive
Kansas City, Kansas 66115
(913) 281-5300
or
1-800-373-0027

SCHEDULE

DINNER ENTERTAINMENT: Features a buffet of Kansas City's very own Roast Prime of Beef with Savory Baked Chicken, Cajun Style Seafood Creole, mystifying magician, live entertainment and 2 1/2 hours on the Missouri River.
Friday & Saturday (No Discounts) .....$28.95 p.p.
Tuesday Thru Thursday & Sunday.....Adult $26.95 p.p.
RESERVATIONS REQUIRED Child $13.50 p.p.
Plus Tax

SUNSET DINNER ENTERTAINMENT: There's no better way to start your Saturday evening festivities than on a 2 hour sunset dinner cruise. While cruising you will enjoy a buffet of mouth watering Prime Rib, Golden Brown Baked Chicken, and Seafood Creole. Live entertainment and the beautiful Missouri River scenery.
Saturday only June, July & August..... Adult $23.95 p.p.
RESERVATIONS REQUIRED Child $12.00 p.p.
Plus Tax

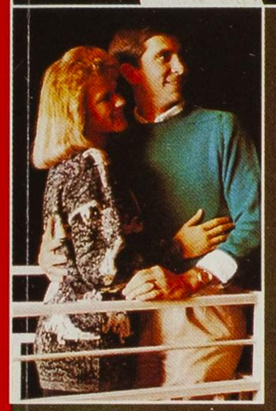
GOSPEL ENTERTAINMENT: The whole family will enjoy our 2 hour live Gospel music cruise featuring our chefs famous Southern Fried Chicken buffet.
Monday night only May thru October..... Adult $18.95 p.p.
RESERVATIONS REQUIRED Child $ 9.50 p.p.
Plus Tax

BRUNCH: You have never had a brunch until you have experienced one on the Missouri River Queen. Array of Salads, French Toast, Roast Beef, Ham, Turkey Fettucini and Pastries are just a few of the items on our 2 hour Cruise. You can sit back and listen to live music, watch the elusive magician or just stroll the decks.
Saturday and Sunday only..... Adult $18.95 p.p.
RESERVATIONS REQUIRED Child $ 9.50 p.p.
Plus Tax

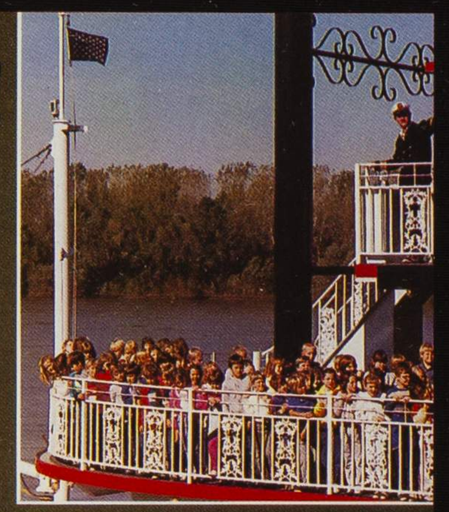
MOONLIGHT ENTERTAINMENT: Start your week-end right on a romantic cruise under the stars, featuring live entertainment and a bewildering magician.
Friday night only April thru October ..... Adult $11.00 p.p.
RESERVATIONS SUGGESTED Child $ 5.50 p.p.
Plus Tax

SIGHTSEEING: Enjoy our 1 hour sightseeing cruise aboard the Missouri River Queen. Our Captain's narration includes river tales and truths of yesteryear as well as today. Concession stand available.
DAILY June thru August..... Adult $ 7.00 p.p.
Saturday & Sunday - March thru May Child $ 3.50 p.p.
September thru December Plus Tax
NO RESERVATIONS REQUIRED

Prices and times subject to change w/o notice.
Cruises feature a cash bar and souvenir shop on board.
Senior Citizen discounts available.
WE SAIL YEAR ROUND!



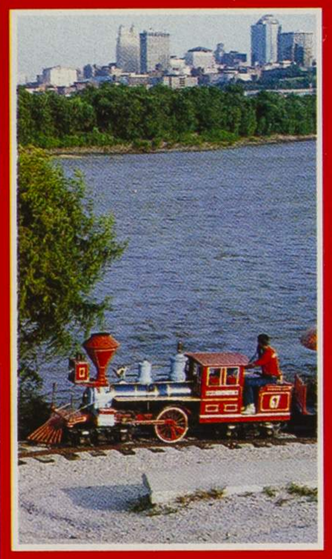
WELCOME ABOARD!



ATTRACTIONS

River City U.S.A.

CAROUSEL RIDES



TRAIN RIDES

DREDGE TOURS

RIVERBOAT CRUISES

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Coming from west, take Exit 423B on I-70.
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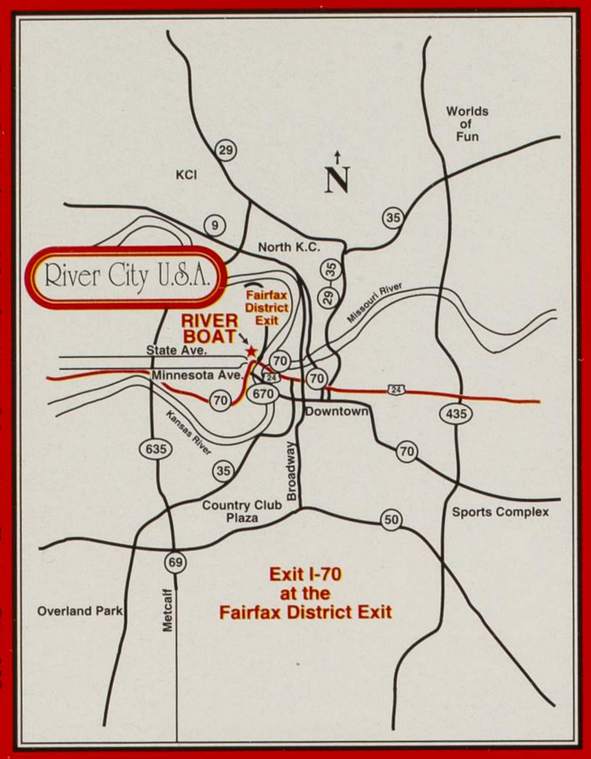

THE MISSOURI RIVER QUEEN

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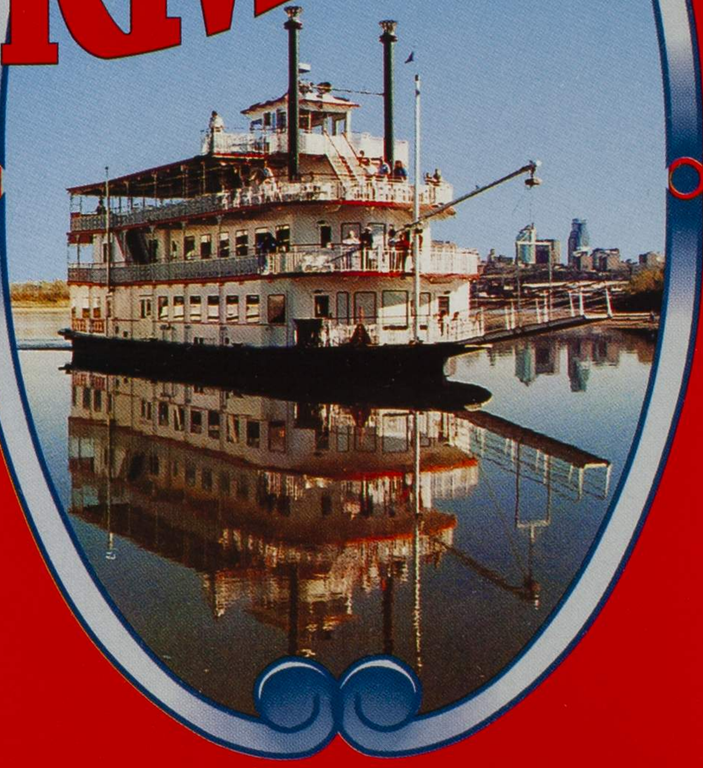

MISSOURI RIVER QUEEN

Enjoy part of the past while making a little history of your own...

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Kansas City, Kansas 66115
(913) 281-5300
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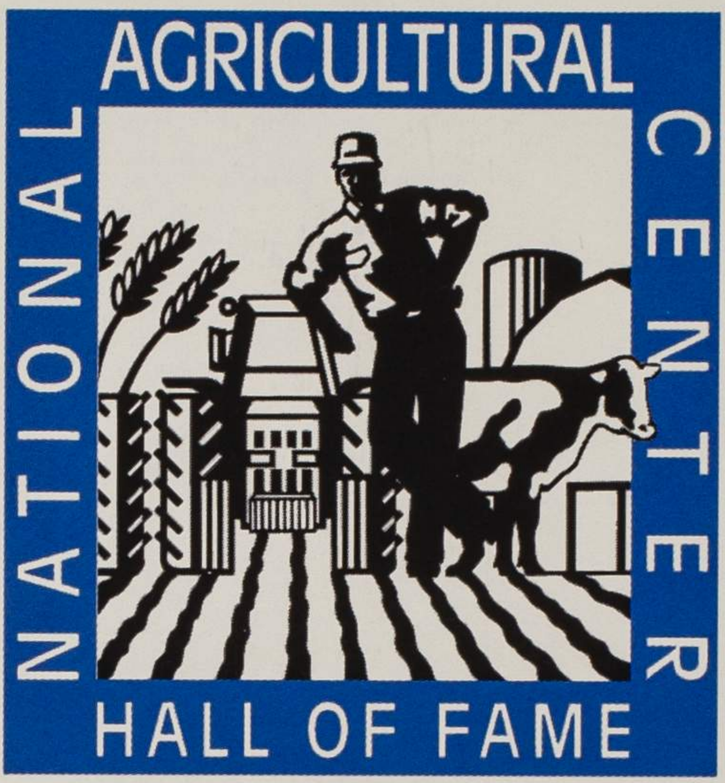
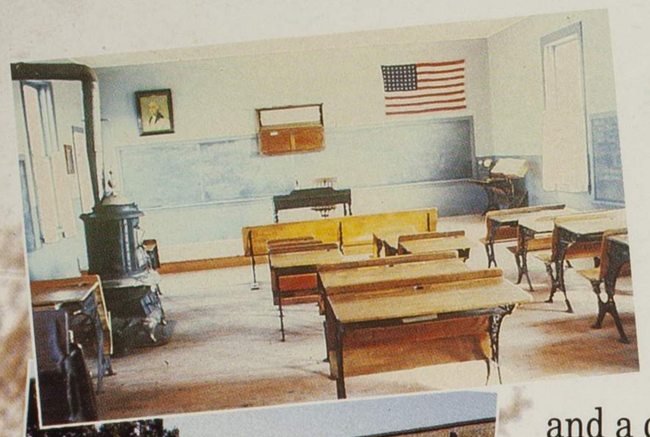
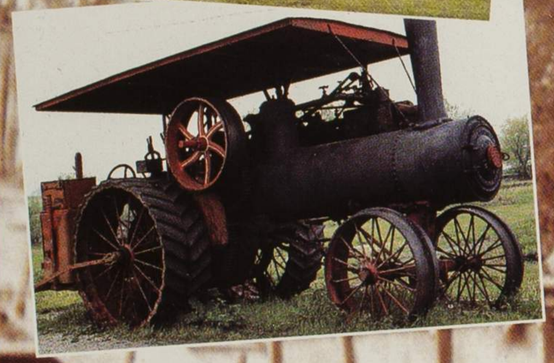


Chartered by Congress to honor farm men and women.

KANSAS CITY





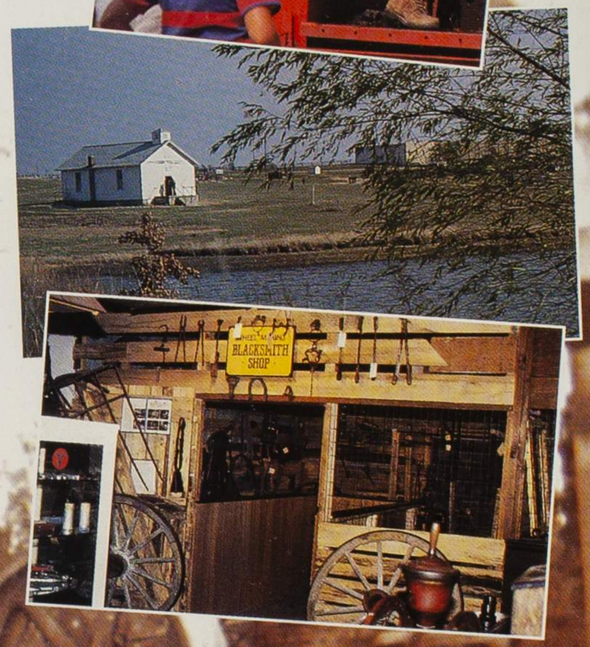
Visit the Center chartered by Congress to honor America's farmers.

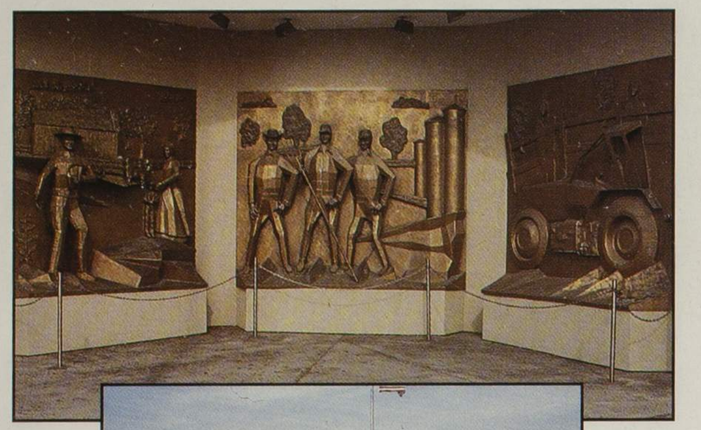
This unique Center and Hall of Fame is both an educational tour of the importance of agriculture and a celebration of the outstanding achievements by farmers.

See thousands of historical relics and an extensive collection of rural art. You'll see the first farm truck, steam engines, threshing machines, other antique trucks, a covered wagon, a one-room school, a country store, a veterinarian's office, Harry Truman's plow, ice harvesting tools and a unique collection of barbed wire. All these and much more are displayed in a beautiful 172-acre setting.

It will enable you to get a complete picture of America's farming history. You'll be able to experience the real rural world of your ancestors in our special interactive museum.

Come and visit this important tribute to America's most important industry – farming.





The National Farmers' Memorial

Three massive, high-relief bronze panels honor farmers past, present and future in this distinctive memorial. This is the only national memorial dedicated to America's food producers.

Added Attractions

Take a trip through FarmTown. Explore the Hall of Rural Living. Stroll along a one-mile, marked nature trail. Browse in the agricultural library. Tour the train museum and 1887 train depot. Then ride around our grounds on an authentic narrow-gauge railroad built by Union Pacific employees.

Greater Kansas City Metro Area

The National Agricultural Center is conveniently located near the interchange of I-70 and Kansas Route 7 at Bonner Springs, Kansas.

18 miles west of downtown Kansas City on Interstate 70.

Open 7 days a week from mid-March through November (except on major holidays). Available for special tours and events year 'round, with a 200-seat conference theater for meetings.

Monday – Saturday — 9 a.m. to 5 p.m.
Sunday — 1 p.m. to 5 p.m.

The National Agricultural Center and Hall of Fame
630 Hall of Fame Dr. (North 126th Street)
Bonner Springs, Kansas 66012-9000

Call **(913) 721-1075**
or fax (913) 721-1202 for information.

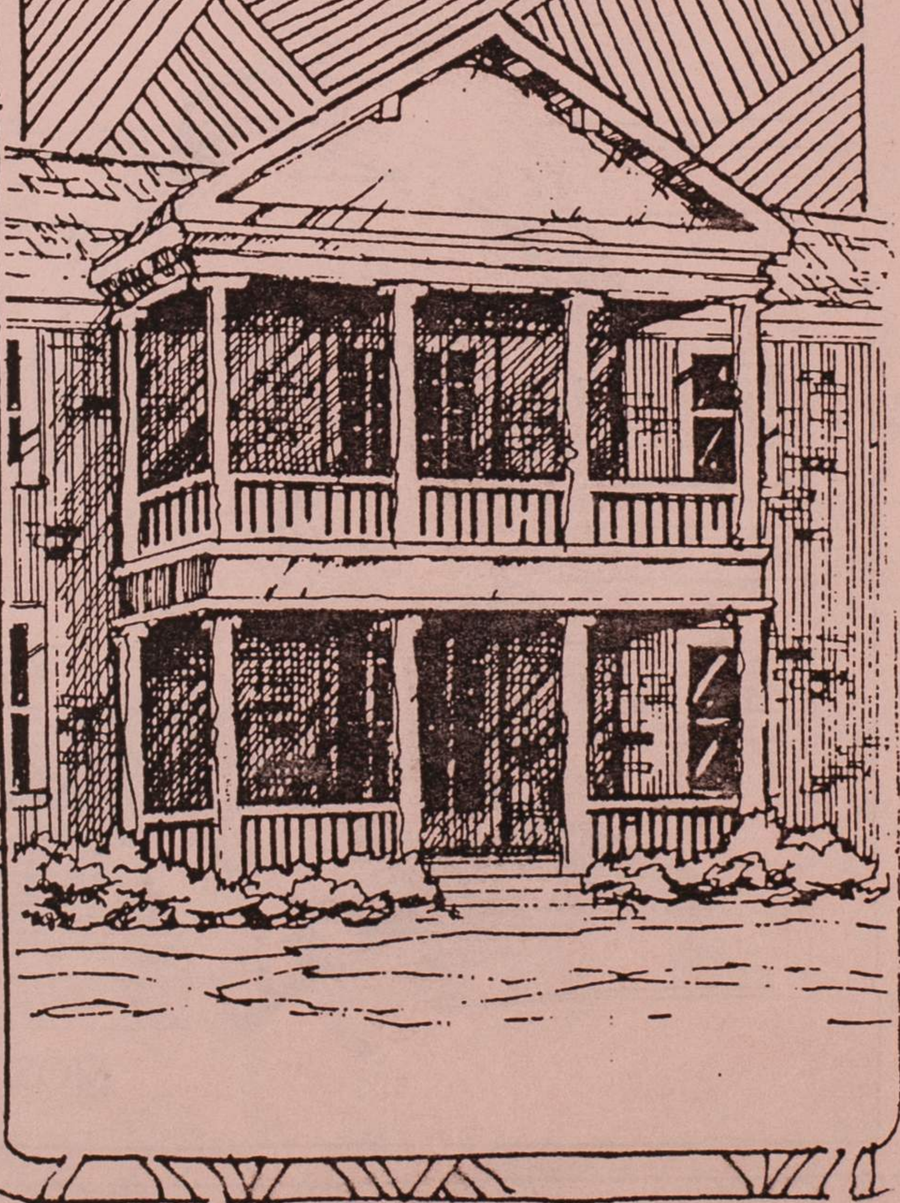
NATIONAL AGRICULTURAL CENTER HALL OF FAME

Chartered by Congress to honor farm men and women.

KANSAS CITY

Grinter House

Kansas City, Kansas



The Delaware Indian Reserve, established in northeastern Kansas by treaty in 1829, had just been occupied when young Moses Grinter, a native of Kentucky, arrived in present Wyandotte County to establish the first ferry across the Kansas River. By December, 1830, nearly all the Delaware nation had Immigrated from the east and a thriving settlement began to develop.

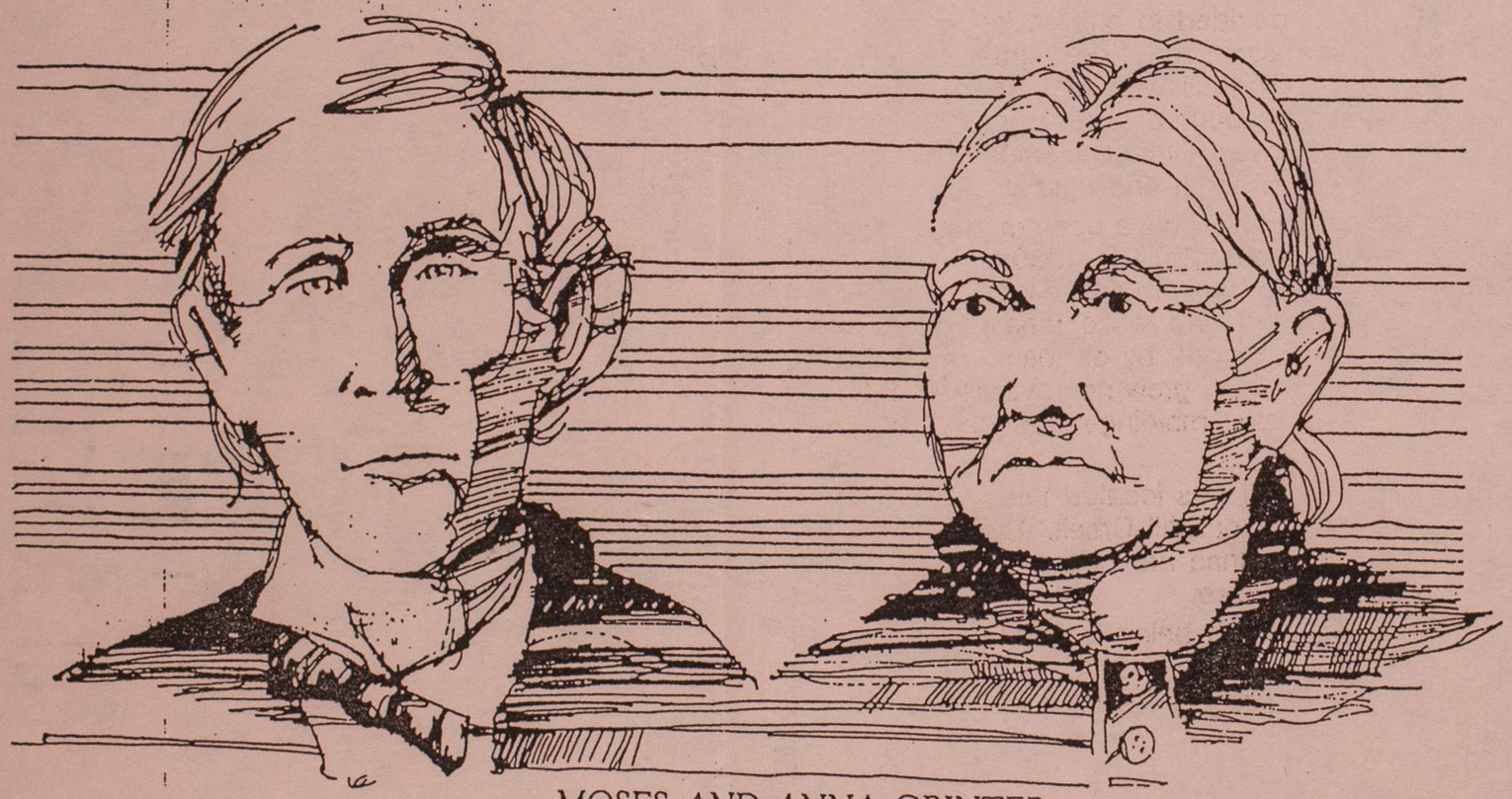
In January, 1831, Grinter began the operation of his ferry. It was an ingenious affair which used a rope windlass to alter the angle of the hull to the current and thus was pushed across the river by water power.

The ferry was known by several names including Grinter's, Delaware Crossing and, later, Secondine Crossing in honor of Secondine, son of the chief of the Delawares. During the 1830's and 1840's travelers on foot, horseback, and in wagons crossed for 50 cents per person or $2 per wagon.

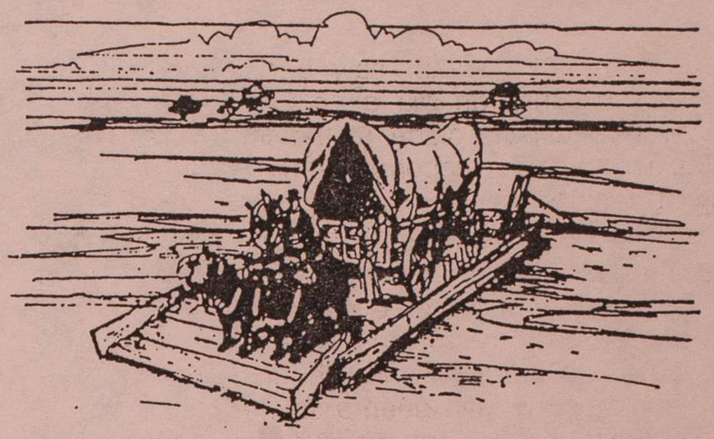
Many immigrants to Oregon and California used the Crossing in the 1840's and early 1850's. As traffic increased Grinter saw a need for postal service and through his efforts the government established a post office at the ferry landing in 1850. This was the second nonmilitary post office in what was to be the state of Kansas.

It is not known whether Grinter was a civilian or a soldier at the time he came to Kansas. If a civilian, he may have come with the Indians, hired to operate the ferry so the Delaware could communicate with the Shawnee, who lived across the river. Or he may have been a soldier stationed at Cantonment Leavenworth who was detailed to provide military access to the Santa Fe Trail south of the river.

In 1836 a military road was authorized to be built from Fort Leavenworth southward along the Missouri line to Fort Gibson, in present Oklahoma, crossing the Kansas at Grinter's ferry. By 1840 the road was completed to the Arkansas River crossing in Oklahoma and during the Mexican War, 1846-1848, it was used as a feeder route to the Santa Fe Trail for the transportation of supplies to the army in New Mexico.



MOSES AND ANNA GRINTER



GRINTER FERRY *from a sketch by Gordon and Barbara Kensler*

The same year Grinter built his ferry he constructed a small log cabin near the landing. In 1836 he married Anna Marshall, daughter of an Indian trader and a Delaware woman, and began raising a family which ultimately numbered 10 children. In 1844, after a flood washed away the ferry landing and cabin, Grinter rebuilt the ferry, built a new cabin, and afterward opened a trading post.

In 1857 Grinter decided to build a larger house, the present two-story red brick structure. Lime from the surrounding hills was used to make mortar. The brick was burned on the ground, using local clay and Kansas River sand, with animal hair incorporated for strength and rigidity.

Grinter House is said to have been modeled after a Kentucky farmhouse built in 1800 by Grinter's uncle. Structural timbers are native walnut. Interior woodwork is walnut and white pine which was hauled from Leavenworth by ox team. The floors are linden wood, which grew nearby. Mill work on columns and cornice moldings was done in St. Louis.

A grist and saw mill was located three fourths of a mile downstream on Mill Creek. The cemetery where Moses and Anna are buried is one fourth mile north of the house.

Grinter is credited with being the first permanent white settler in present Wyandotte County and one of the earliest in present Kansas. A gentle and

benevolent man, he lent large sums of money to his Delaware friends and extended credit at his trading post. He continued to operate the ferry until sometime in the 1870's.

Grinter died in 1878. Anna lived on in the house until her death in 1905. Mr. and Mrs. Harry E. Hanson purchased the property in 1950 and for the next 20 years devoted themselves to preserving and restoring it. In 1971 the house was listed on the National Register of Historic Places.

Through the efforts of the Junior League of Kansas City, Kan., an organization called Friends of Grinter Place was formed to raise funds to purchase the property and donate it to the state. In 1968 the state legislature authorized its acceptance and in 1971 Grinter House came under the administration of the Kansas State Historical Society.

You can join us...

Kansans have a past to be proud of, and the Kansas State Historical Society invites you to join in preserving and promoting that fascinating and exciting history. What's more, your membership in the Society will be a good investment in the future, insuring that our proud heritage will be shared by Kansans in the years ahead.

Join the Kansas State Historical Society. There's an exciting past ahead of us!

For membership information or additional material on the Historical Society write or call

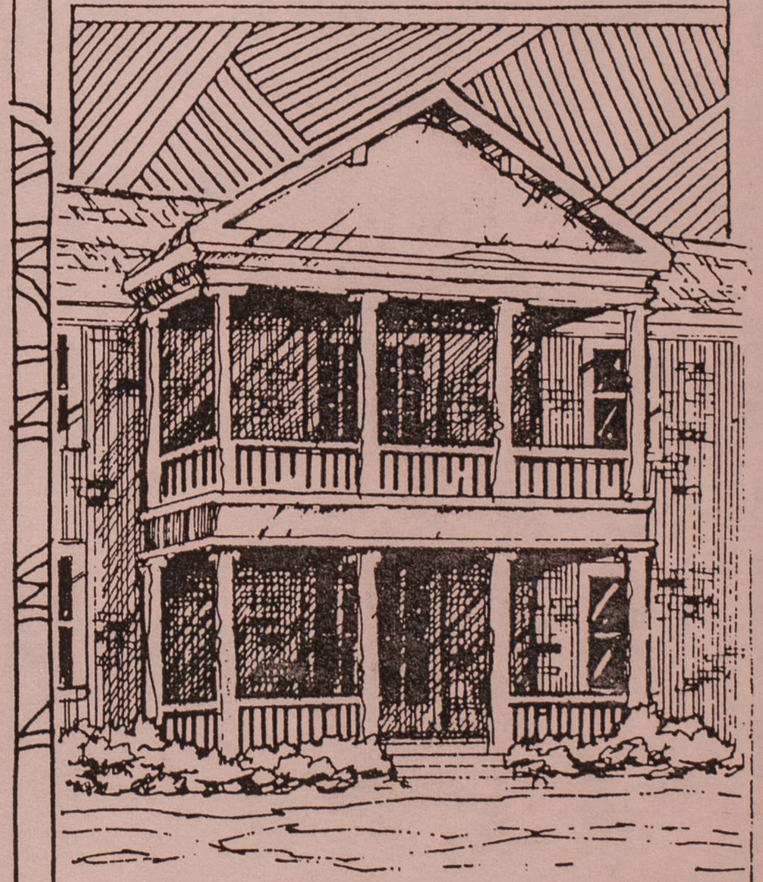
Kansas State Historical Society
120 W. 10th
Topeka, Ks. 66612
913-296-3251

GRINTER HOUSE
1420 S. 78th
KANSAS CITY
KS. 66111
913-299-0373

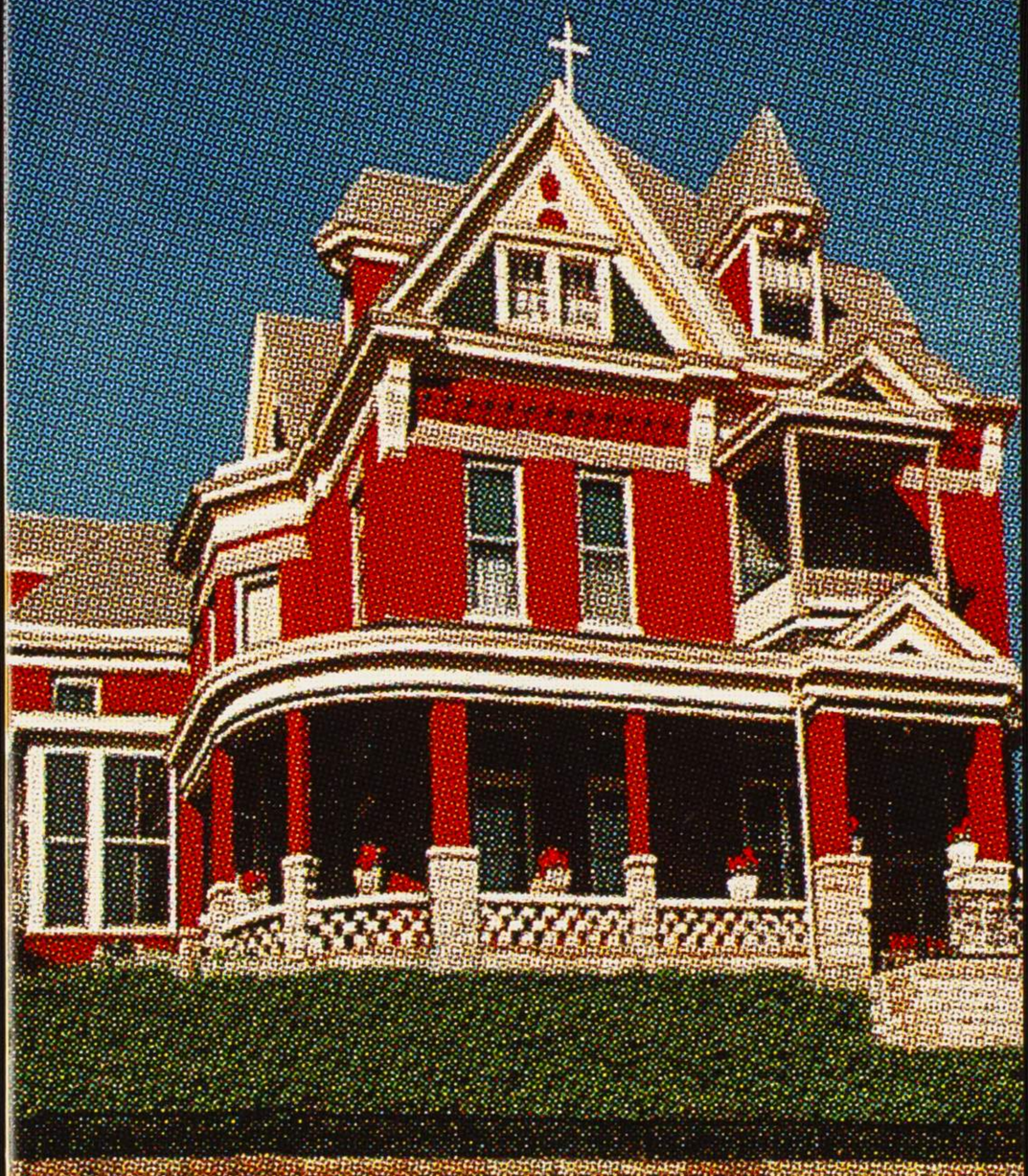
Funds for the restoration of the Grinter House were provided in part by the U.S. Department of the Interior.

Grinter House

Kansas City, Kansas



Heritage...
Tradition...
Community...



STRAWBERRY HILL
MUSEUM AND
CULTURAL CENTER

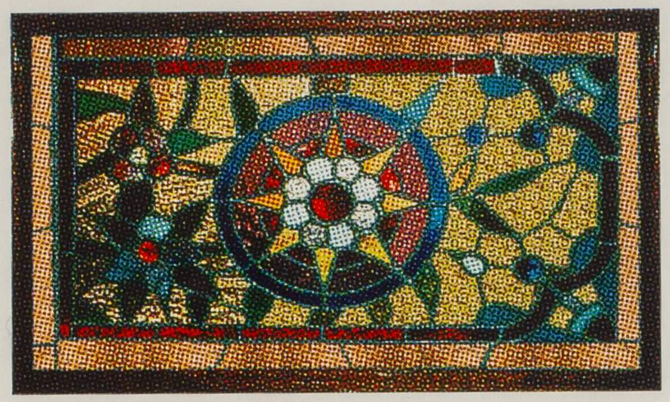
720 North 4th Street

Kansas City, Kansas

The Strawberry Hill Ethnic Cultural Society was formed in 1988 to promote, sponsor and preserve the ethnic heritage prevalent in Kansas City, Kansas. The Cultural Center is housed in the Strawberry Hill Museum.

Educational activities at the Center include classes in cooking, languages, crafts, folklore, music, dance and genealogy as well as seasonal events.

In years to come, in addition to sponsoring displays of many cultures, the Center will provide space for a Baltic -Slavic cultural and historic research center for the entire community and bring other special events and traditional ethnic programs to Strawberry Hill.



Around the turn of the century, immigrants from Eastern Europe's oldest cultures settled in areas now contained in the city of Kansas City, Kansas. More followed as the earlier immigrants, having established themselves, sponsored others so they too might gain entry to America.

First attracted by the area's agricultural life-style and the proximity of the Kansas and Missouri Rivers which join the city's edge, these immigrants relied on each other due to common customs, languages and their traditional family units. One after another small tightly-knit communities, each with a distinct ethnic influence, grew together in the area.

This heritage forms the community spirit so recognizable in Kansas City, Kansas today. The history of the city is symbolized in diverse ethnic neighborhoods' architecture and social events which contribute to the ethnic uniqueness of the city.

The Strawberry Hill area of Kansas City, Kansas is a living ethnic community. One of the most identifiable landmarks in the metropolitan area, Strawberry Hill is primarily a Croatian community, yet represents the cultural diversity of all the people who have come to, grown up in, and raised families here.

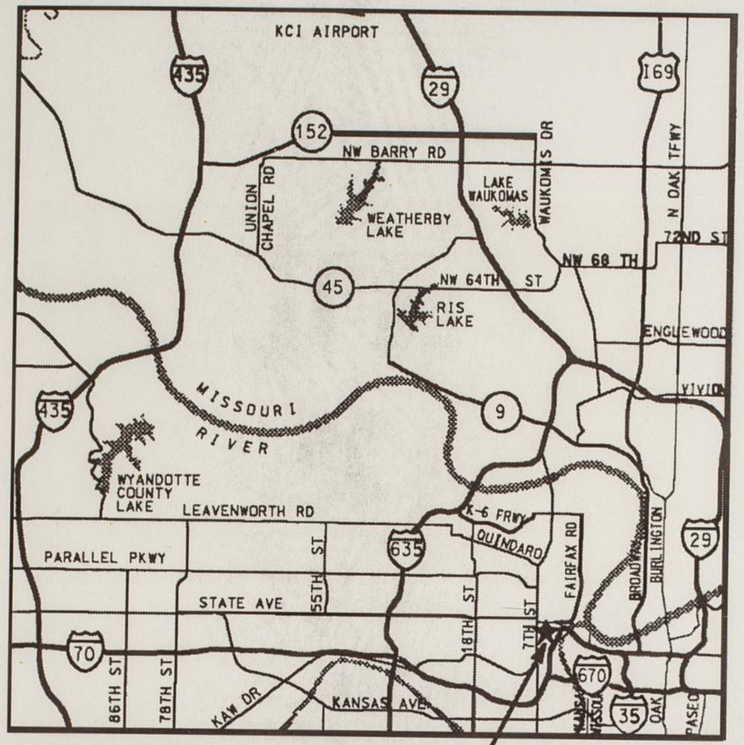
The Museum Gift Shop is open during normal museum hours and offers a variety of unique items, many of them original works of art and craftsmanship from the Baltic -Slavic countries of Europe and the Kansas City, Kansas community.

Educational programs are offered during the year at the Strawberry Hill Ethnic Cultural Center: in March there is the costumed-doll show; April is Quilt Show month; May is Artists of Strawberry Hill month; June is Arts and Crafts month; July is Special Event month; ethnic costumes are on display during August; September is Croatian Heritage month; October is Polish-American month; and during December, "Ethnic Holiday Celebration at Christmas."

While focusing on the Croatian culture, the Strawberry Hill Museum also hosts exhibits representing other cultures in the community which include Czechoslovakian, German, Lithuanian, Polish, Russian, Serbian and Slovenian. Traditional Croatian items are on permanent display including colorful handmade clothing, original works of glass, wood craftsmanship and musical instruments.

The museum is located in the former St. John the Baptist Children's Home, an original Queen Anne style home built in 1887. The 1918 Flu Epidemic in America left many orphans among the Croatian community. The pastor, Martin Krmpotic, who himself had sponsored many of the original immigrating families, encouraged the parishioners to raise the funds to purchase the home in 1919 for an orphanage.

The house, including the additions for the orphans, is in excellent condition. Solid oak was used as wood trim - floors throughout are parquet. Rooms contain some of the home's original pieces of furniture, stained glass windows and chandeliers of Bavarian Crystal with gold inlay from Czechoslovakia.



STRAWBERRY HILL MUSEUM
4TH AND ANN

NORTH

OFF 5TH ST EXIT ON I-70 FROM WEST
OFF MINNESOTA EXIT ON I-70 FROM EAST

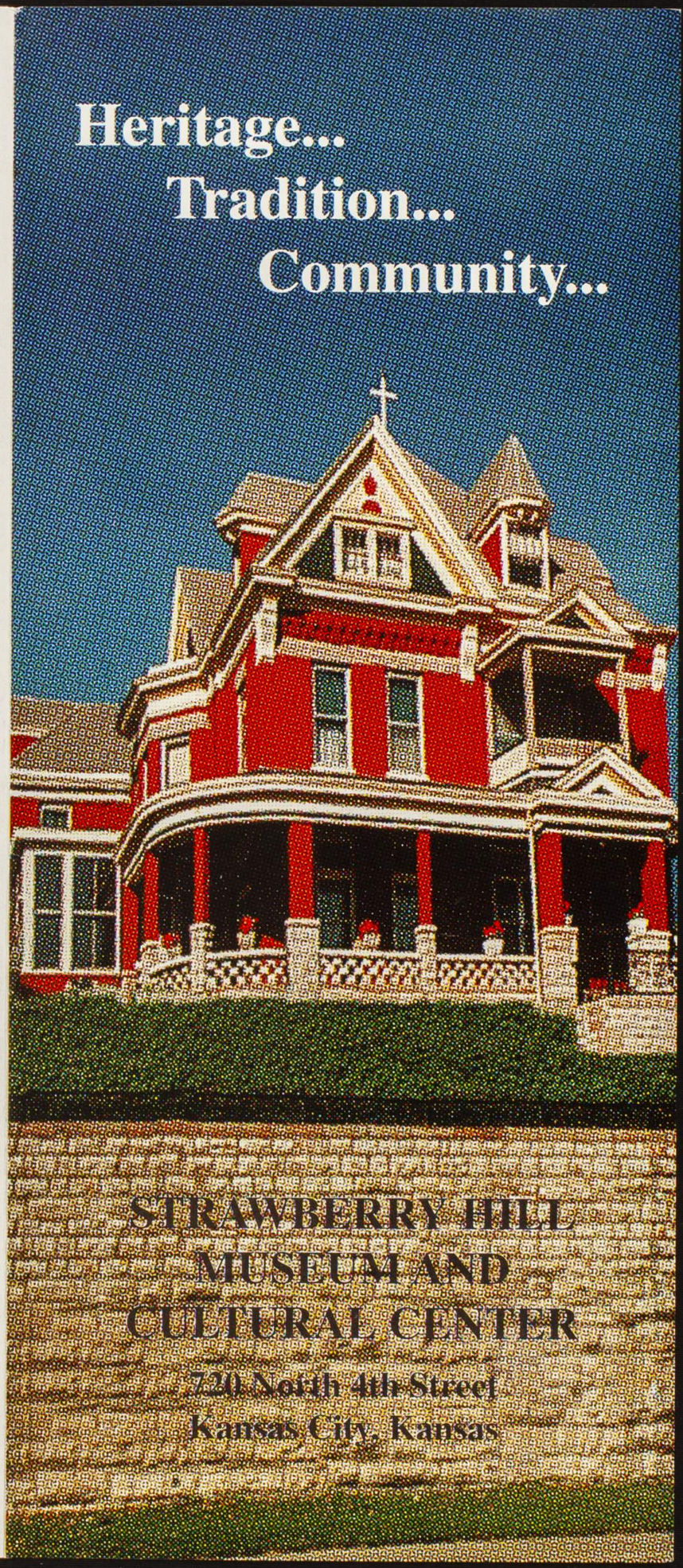
STRAWBERRY HILL MUSEUM AND CULTURAL CENTER

MUSEUM HOURS
Saturday - Noon to 5:00 p.m.
Sunday - Noon to 5:00 p.m.

$3.00 General Admission
Last tour starts at 4:15p.m.
Rooms and kitchen facilities are available for rent for receptions, parties and meetings.

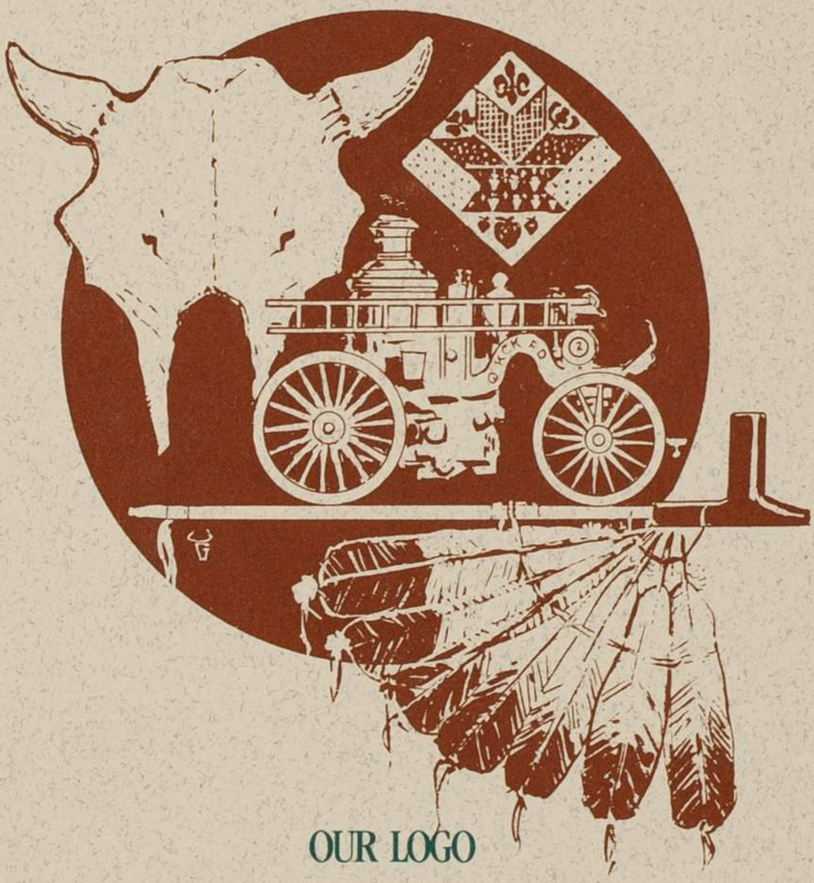
(913) 371-3264

Heritage... Tradition... Community...



STRAWBERRY HILL MUSEUM AND CULTURAL CENTER
720 South 4th Street
Kansas City, Kansas

Wyandotte County Historical Society and Museum



OUR LOGO

Contained in our logo are objects from our collections surrounded by the unending circle of life.

Bisecting the circle is a Native American ceremonial pipe, sometimes called the peace pipe.

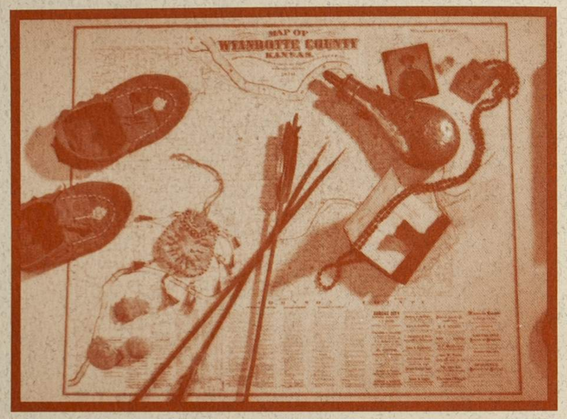
The buffalo skull is prominent because this animal provided the primary economic base for the Indians of the Kaw Valley river basin for millenniums before the white man came.

Symbolic of the diversity of Wyandotte County cultures is the Prairie Basket quilt pattern, with Strawberries from Strawberry Hill, Irish Shamrocks, French fleur-de-lis, Indian arrowheads and other symbols representative of our mosaic heritage.

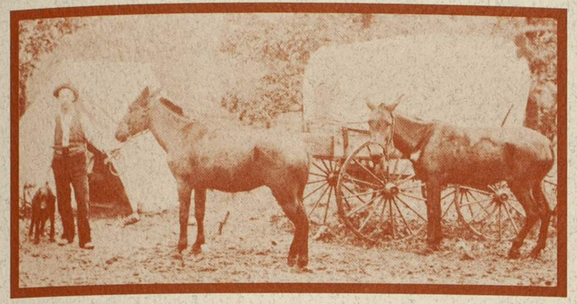
The beautiful old fire engine has been central to our collection for many years. It represents the urban way of life which came with the European, African American and Hispanic settlers who developed Wyandotte County.

Charles Goslin

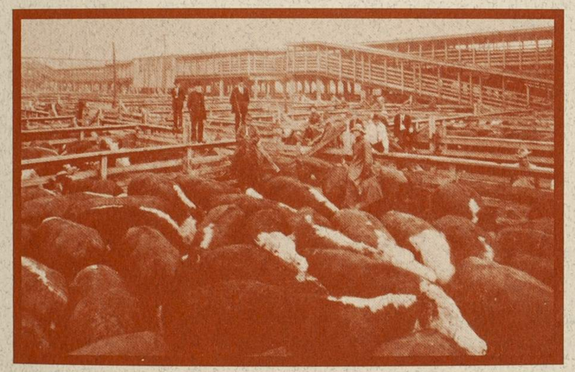
Exhibits at the Wyandotte County Historical Society and Museum cover 350 million years of development. Fossil remains and shells are examples of the area's first geologic ages of swamp land and inland sea. Representing the later mastodons, ground sloths and other giant mammals who once occupied the woods and plains of the middle west, are teeth and bone artifacts. Pottery and stone tools attest to the nature of some of our earliest human residents, spanning a period from the Stone Age to the later Woodland and Hopewell cultures.



The native Kanza Indian culture is documented in maps and pictures as are the travels and settlements of the emigrant Shawnee, Delaware and Wyandotte tribes. These people made their homes in Wyandotte County for over two decades, leaving a legacy of pride and accomplishment. When they were forced to move to Oklahoma in 1857, the westward expansion movement brought hundreds of pioneer settlers onto the former Indian lands. Heirlooms, tools and clothing tell the story of the pioneers as they moved their households by way of covered wagon across the country, hoping to establish new beginnings in Kansas Territory.



By the time Wyandotte County was organized in 1859, it had already grown from a primarily agricultural area to a busy river port location. The 1850s were turbulent years for residents of Wyandott and Quindaro, two Missouri River port towns that operated under constant threat of border raids. Civil War and post-Civil War industrial expansion brought the railroads, the meat packing plants and the stockyards.



Other industries developed through the years bringing factories, soap manufacturers, grain elevators, foundries, smelters, oil refineries and steel industries. These in turn created an extensive job market, resulting in a massive wave of immigration from the 1880's to the 1920's. Foreign laborers came from Sweden, Russia, Poland, Germany, Belgium, Croatia, Serbia, Slovenia, Greece, England, Scotland, Ireland and Mexico.

Although Wyandotte County's ethnic and economic base has changed throughout the twentieth century, descendants of our early Indian, Exoduster and immigrant residents remain, as do landmark reminders of our past. Photographs and artifacts relating to Wyandotte County's industrial heritage and multi-cultural background may be found throughout the exhibit gallery and in the archives.

The Harry M. Trowbridge Research Library offers scholars and historians a wealth of information about Wyandotte County and its environs. Newspapers, county records and personal papers comprise part of our collections as do books, maps and photographs. Holdings also include extensive genealogical materials for those interested in family history. A fully trained staff of professionals and volunteers is available for your assistance.

Outreach programs include periodically scheduled arts events and exhibits at the Museum. Lectures on local history and other subjects of community interest are also available for presentation in the Kansas City metropolitan area. Information on scheduling may be obtained by contacting the Museum.

The Wyandotte County Historical Society and Museum welcomes you to join our efforts to save the heritage of our area and to present our story to future generations.

An individual membership of $10 will pay for the cost of the newsletters which are mailed to you during the year. Please consider a contributing or sustaining membership, your tax deductible donation will help the Museum acquire additional artifacts, present programs of historical significance and create exhibits that reflect the rich and varied ancestry of our community.

*Persons donating in the life, patron and benefactor categories will have their name permanently inscribed within the museum.

The Museum is a private, 501(C)3 non-profit organization, incorporated within the State of Kansas. A portion of the membership fee is tax deductible.

Please indicate Membership Catagory:

☐ Student (under 18)	$ 5.00
☐ Individual	$ 10.00
☐ Family/Contributing	$ 20.00
☐ Sustaining	$ 30.00
☐ Life-Single	$ 150.00
☐ Life-Joint	$ 200.00
☐ Memorial	$ 100.00
☐ Corporate	$ 100.00
☐ Corporate-Permanent	$ 500.00
☐ Patron*	$ 500.00
☐ Benefactor*	$ 1,000.00
☐ Senior Citizen	$ 7.50

Name _____

Address _____

City _____

State & Zip Code _____

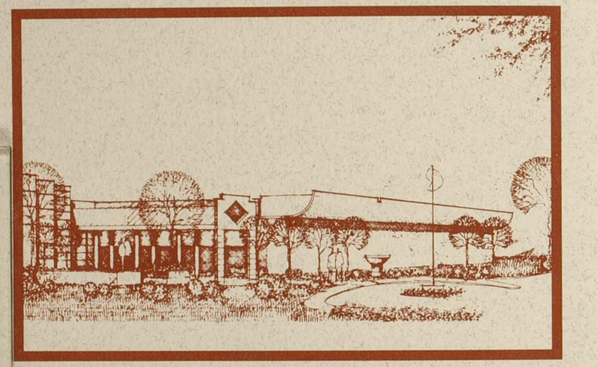
I would like to make a donation _____

Does your company match employee gifts? _____

If so, please name: _____

I would like to volunteer _____

Expansion of the Wyandotte County Museum Complex is an ongoing concern among its members. Through time, all growing museums must develop additional storage and exhibit spaces in their efforts to maintain quality collections and to provide adequate care for those items left in their trust. Just as a successful business expands to fit its assets, so must a museum adjust to its increasing number of artifacts. Unlike private businesses, most museums are non-profit institutions which rely heavily upon donations for their existence. The Wyandotte County Museum needs your support to serve you.



History is not a tangible product nor can it be marketed or sold but the records of the past enhance our lives in ways that cannot be measured in monetary terms. The story of where we began, our triumphs and failures and our sense of identity as individuals, communities and as a nation can be told through artifacts. Chairs, hats, toys and tools saved from the past can be as enlightening to the student of history as books. But books and artifacts need homes where they will be appreciated and cared for. The Wyandotte County Museum wants you to help us care for your past because we think your descendants in the next century would be proud that you did.

I would like to make a special contribution for the care of the collections and the building expansion and have enclosed the amount of $ _____.

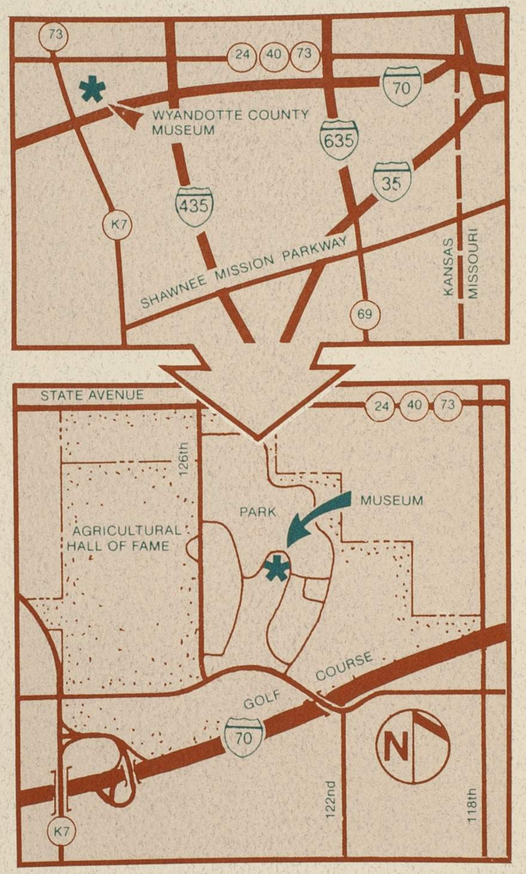
Mail to: Wyandotte County
Historical Society & Museum
631 N. 126 Street
Bonner Springs, Kansas 66012

The Wyandotte County Historical Society was founded in 1889 by local residents who sought to erect markers on specific places of historic significance. These endeavors continued exclusively through volunteer efforts, and in 1955, the Society became the sponsor of the Wyandotte County Museum. The Museum building has been completed in sections. With the help of county funds, construction began on the first section in 1962. The second and third sections followed, and by 1975, a fourth section was completed giving the Society approximately 7,800 square feet of building space, which is used for membership programs and activities as well as storage, research and exhibit areas for artifacts. In 1991, plans were developed for a fifth expansion of approximately 4,000 square feet. When completed, this will provide much needed space to exhibit stored artifacts, including the Harry M. Trowbridge archaeological collection.

Donations of artifacts, photographs, books and other relevant materials are vital to our continual progress as an educational resource. All donations are tax deductible and will be gratefully acknowledged. Financial support from individuals, businesses, foundations and institutions is warmly welcomed.

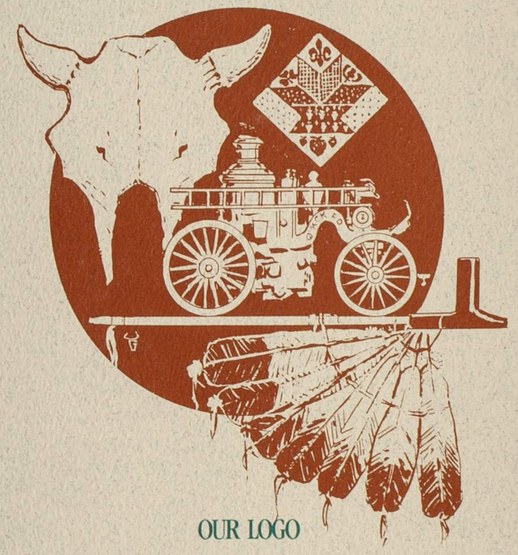
Logo Designed by Charles Goslin
Text written by Lisa Schwarzenholz
Design/Production by Louise Jones/Andrew McMullen
Photographer Walt Whitaker
Photos from Museum Collections

Wyandotte County Historical Society and Museum
631 N. 126 Street
Bonner Springs, Kansas 66012



Across from the Agricultural Hall of Fame
1 Minute from Interstate 70
5 minutes from Interstate 435
10 minutes from The Woodlands Race Track
Open:
10 AM to 5 PM Tuesday-Saturday
1 PM to 5 PM Sunday
Closed Mondays and Holidays
Museum closed to the public from the
Third Saturday in December until January 2
FREE ADMISSION
Bus Tours welcome.
Please phone in advance
(913) 721-1078

Wyandotte County Historical Society and Museum



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Bisecting the circle is a Native American ceremonial pipe, sometimes called the peace pipe.

The buffalo skull is prominent because this animal provided the primary economic base for the Indians of the Kaw Valley river basin for millenniums before the white man came.

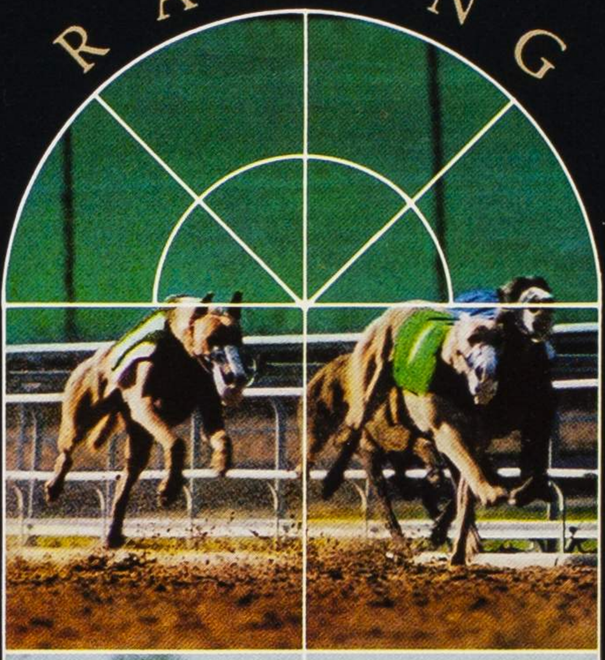
Symbolic of the diversity of Wyandotte County cultures is the Prairie Basket quilt pattern, with Strawberries from Strawberry Hill, Irish Shamrocks, French fleur-de-lis, Indian arrowheads and other symbols representative of our mosaic heritage.

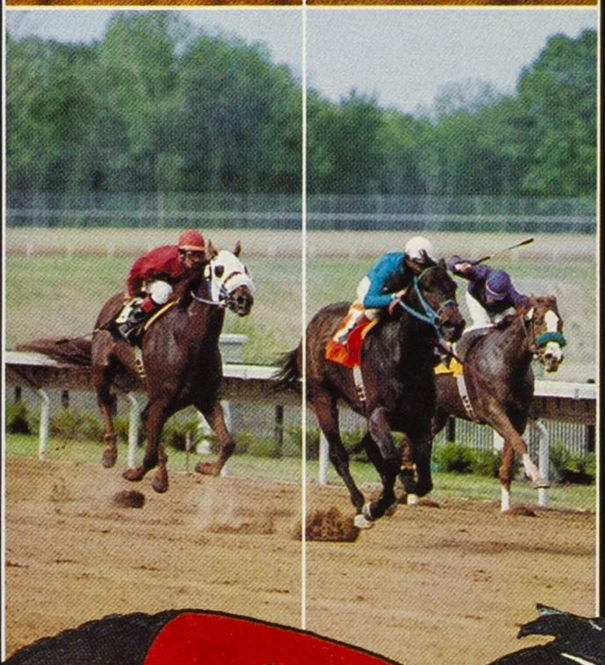
The beautiful old fire engine has been central to our collection for many years. It represents the urban way of life which came with the European, African American and Hispanic settlers who developed Wyandotte County.

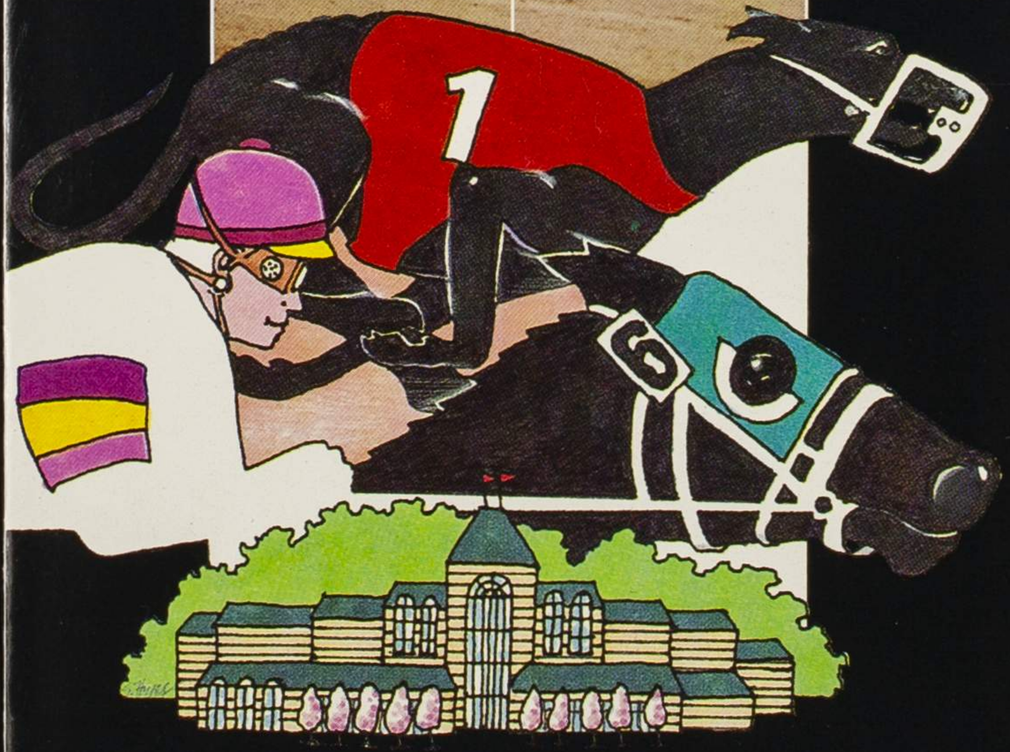
Charles Goslin

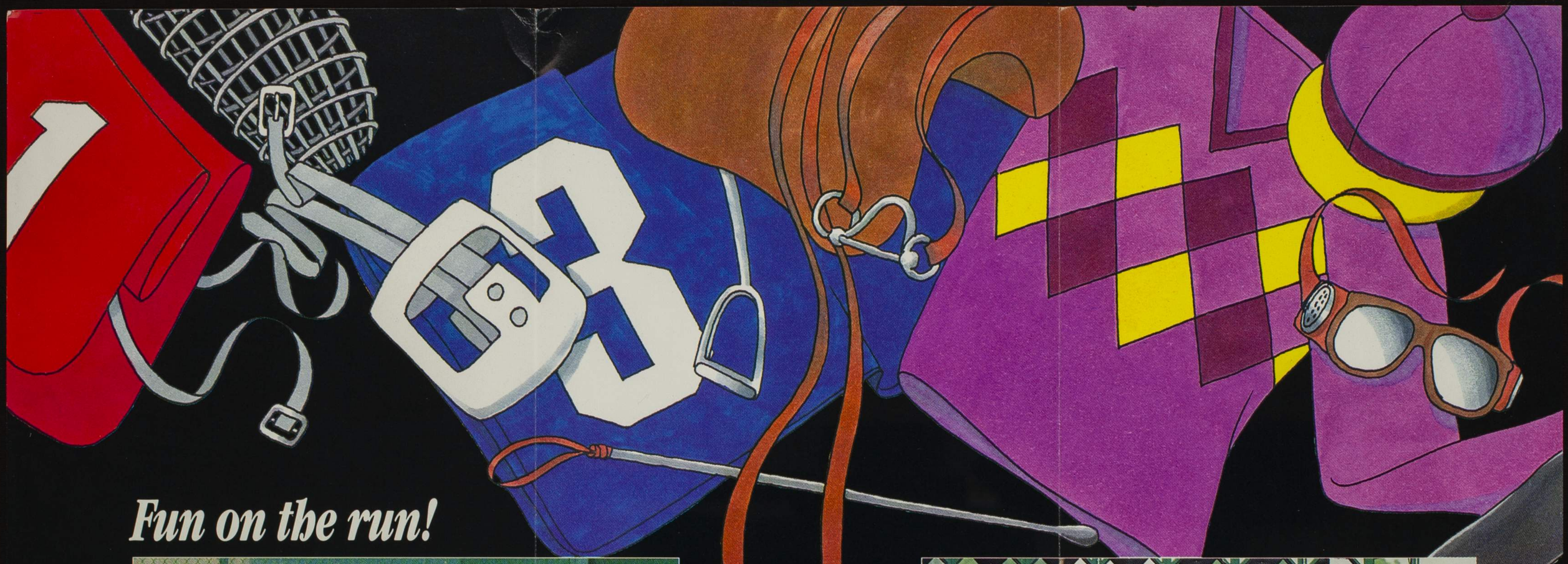
the WOODLANDS

RACING









Fun on the run!

Catch the non-stop action of the greyhounds burning up the track with the hottest new sport in Kansas City. In our fully enclosed, all-season grandstand, you can be a part of the excitement no matter what the weather. Fans can choose terraced, lower-level seating or enjoy upper-level viewing complete with elegant dining in our clubhouse.

C'mon out & play!

Whether it's the thundering rhythm of the thoroughbreds or the lightning-quick speed of the quarter horses, you're sure to enjoy the Sport of Kings! Get a first-hand look at the horses from our European-style paddock. Anywhere you are—the grandstand, infield, apron, or inside our renowned clubhouse—you're sure to enjoy all the action.

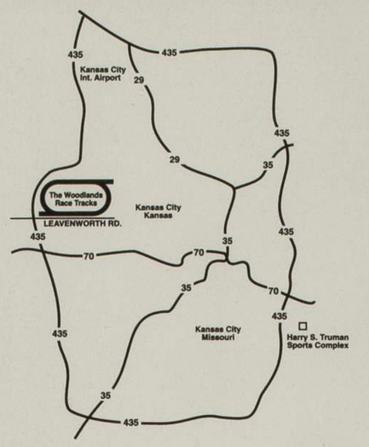
the WOODLANDS

More than just great racing

Not only does The Woodlands offer top-quality racing year round, but the hospitality and ambiance are first class too. The Woodlands Kennel Club and Turf Club have quickly been established as superb dining spots in Kansas City. Choose from a vast array of regular menu features, or let our Executive Chef prepare something special. And if you're new to the racing world, be sure and catch one of our free handicapping seminars held each racing day. Conducted by members of the Woodlands staff, these short seminars give valuable information to the novice and the experienced fan alike. The Woodlands wants your visit to be the best possible. The entire staff at the Woodlands is proud to serve you.

the WOODLANDS RACING

P.O. Box 12036
99th and Leavenworth Road
Kansas City, KS 66109



Greyhound Racing Dates
Year Round

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
Mat. 1 pm	No Racing	Eve. 7 pm	Mat. 1 pm Eve. 7 pm	Eve. 7 pm	Eve. 7 pm	Mat. 1 pm Eve. 7 pm

** Special holiday post times. Post times and racing dates subject to change. Gates open one hour prior to post.*

Horse Racing Dates
August 11 - November 5, 1995

Admission & Seating

General Admission	$1.50
Clubhouse Level	$3.50

Telephone Information

Reservations	(800) 695-RACE
	(913) 299-3434
Race Results	(913) 299-3636
General Information	(913) 299-3636
Administrative Offices	(913) 299-9797
Group Sales	(913) 299-3432

Parking is free. Children 17 and under admitted free.

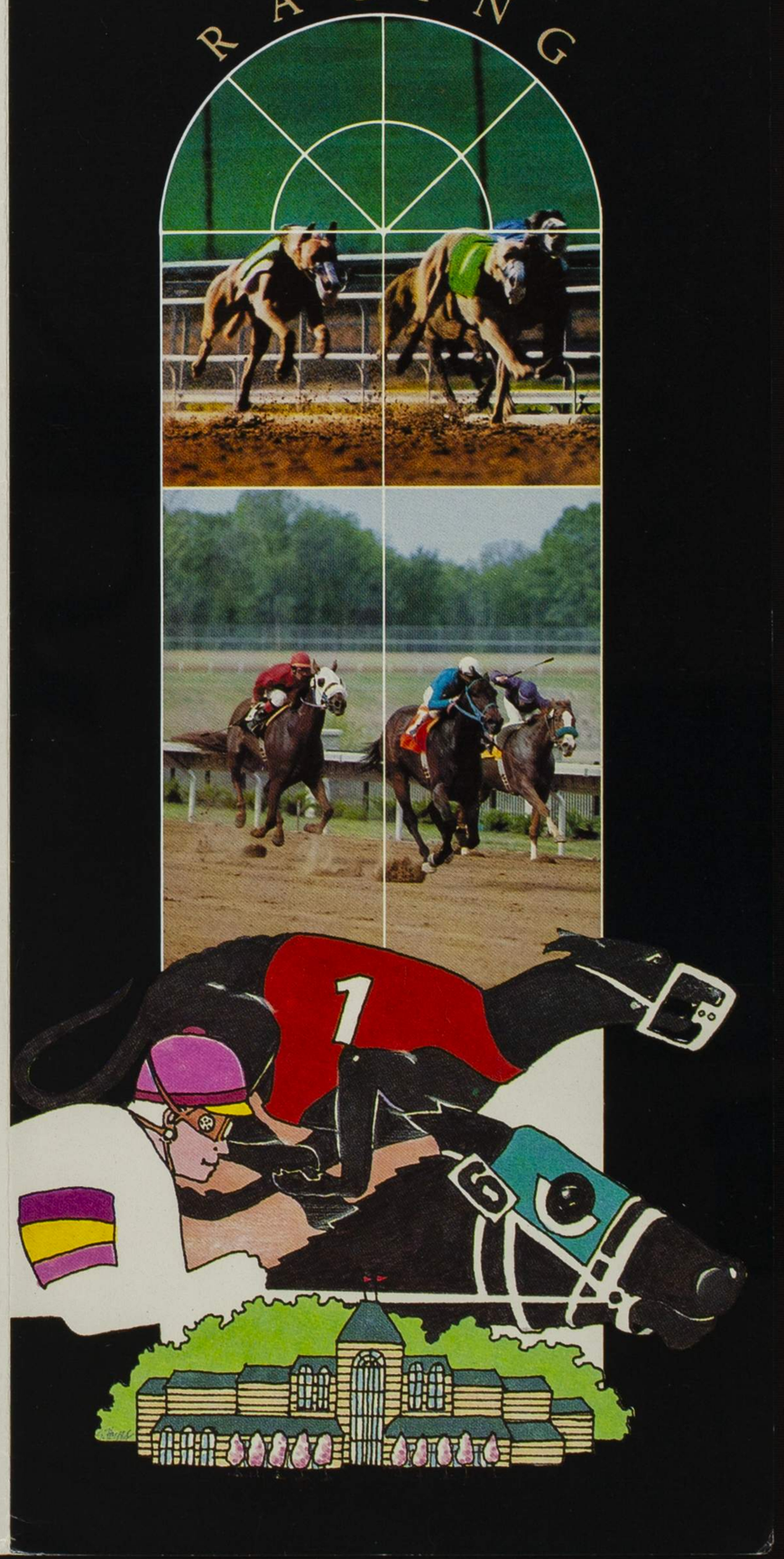
The Woodlands

To ensure the best in viewing of both exciting types of racing, The Woodlands provides two unique facilities, each with its own special flavor. The Woodlands is the only racing complex in the world to feature both greyhound and horse racing at separate facilities.

FREE General Admission

Offer valid now through December 30, 1995.

Present at any Woodlands ticket booth.
Not valid with any other offer.



I'll keep you posted, Angela. I want you to know how much I appreciate the help you gave us.
Michelle

Christiansen & Young
MULTICULTURAL WORKS
2411 East Huntington Drive
Tempe, AZ 85282-4159

May 1, 1995

Angela Bates
PO Box 29
Bogue, KS 67625

Dear Angela:

Our book, Yesterday, Today and Tomorrow: Meeting the Challenge of Our Multicultural America and Beyond, is finally done after more than two years of researching, interviewing, writing and editing. We have enclosed a written version of your experience as you submitted it to us in print or in interview, an authorization form in which you give us permission for publication of your experience and a stamped addressed envelope.

Please review the copy for accuracy. If a correction needs to be made, please attach a note to those pages and return them to us with the authorization form by May 20. If changes need to be made, we'll modify those pages and return the final correction pages to you.

Thank you again for your assistance and cooperation. Your experiences have allowed us to enrich the book's portrayal of the world mosaic, and we appreciate your input and the time you spent with us.

Sincerely,

Michelle Young

Michelle Young

Angela Bates

African American Culture

President, Nicodemus Historical Society

Where you are determines the amount of black history you learn. I lived in Washington, D.C. about 13 years. I had assumed all blacks were alike, that we all had the same perspectives. The minute I went to the east coast, I had the shock of my life that blacks there were so drastically different. There was no closeness, just cliques. In Atlanta, I felt--for the first time in my life--I met some people who seemed like it was just right out of a book.

We as black people have a tendency to not know black history. We don't have a very good and diversified perspective on certain events that even occurred in our lifetime. It's a lot of leftover slavery mentality. The whole concept of Malcolm X, many blacks disassociate with him because he was too radical at the time. We have this perspective that we psychologically divorce ourselves from it.

Ask the average black about their history, even in their lifetime, either they don't have one or it's based on other things. It's a leftover mentality from slavery. You have to reach a point of coming to grips with it. You have to be brave enough, psychologically, to come to grips with it. A lot of people don't understand this. It's leftover brainwashing from slavery.

We're not interested in our own history. We really do believe what was taught to us, that we're nobody. It's easier for the masses to identify with the motherland, Africa, than with our own history.

I was invited to speak at a conference about the African American experience in the West, and I've never been so shocked and disappointed. I don't identify with African garb.

We must realize that Africa is a continent made up of many countries, not just one country. People are so quick to negate what happened right here in America. I had a major confrontation with the social studies coordinator who is black, because she didn't want the Buffalo soldiers taught [in classes] because she thought [the Buffalo soldiers] slaughtered Indians. That's the very reason why we need to tell the story and get it straight. That was done in a major African American school system with a 98 per cent black student population.

If they understood the history of Egypt, they wouldn't even discuss it. Kids don't even understand the geographical location of Detroit, much less Egypt on a damn globe.

I'm closer to my African American pioneer relatives than I am to those who came over on the boat. I'm closer to my grandparents. Once you negate this experience and hop on that boat, you do exactly what they've brainwashed you to do. It's a diversion.

To have someone say to me, "We have to go back to Africa,"

it's like saying the slave experience was all in vain, like it wasn't important. We need to look at the slave experience not with malice. One of the most important things that happened as a result during Reconstruction [of the South, following the Civil War] was education. These people wanted to learn. They were denied education and had a thirst for it. They were literally putting their lives on the line and dying to learn. Now we have a generation of complacent kids in regard to education.

I grew up in southern California, and my interest in [Nicodemus] happened when I was very young in Pasadena. Two weeks every summer, I spent in Nicodemus. There was no doubt in anyone's mind that home was where Nicodemus was. I had a perspective of the world and my place as it relates to Nicodemus, that Nicodemus was a very special place. During the Sixties' riots in Los Angeles, I never had an identity problem. I'm sure I was accused of that because I always said we had Nicodemus.

We had the family, the extended family and the town. We had Nicodemus in common. We had a sense of who we are. It was truly our own town.

I come from black settlers who settled in the frontier. In the last 20 years, I got a really good perspective of what Nicodemus was all about. It's always been there. Nicodemus was named after the first African slave who purchased his freedom

in the United States. I developed an expanded interest of black history about ten years ago. Breaking the psychological barrier, I used to say to myself, subconsciously, "Oh, I didn't want to study the history," because I didn't think it was interesting. What you read about African Americans was that they were descended from slaves. Ask any African Americans whether they had been interested in school, the answer was "no."

You learned to hate history because it wasn't about you. Psychological barrier there that's very difficult to break through. Now it's starting to come to the surface more and more. African Americans are pretty much tired of hearing about the political icons. What's important to us in our own back yard?

I retraced roots for myself. I'm related to everybody. I write about all the families because they're all related. As I started to do the research, I tried to put the stories with the faces. I wanted to know about them, and I went to the places and met some of the people who were descendants of these people who came out of slavery.

***

A wide variety of terrains, languages, peoples and cultures make up the 54 nations on the continent of Africa. Yet unless one views the thousands of years behind the overall picture, this global region can still be falsely represented and generally misunderstood. Centuries of interaction have taken place between

Angela Bates
President, Nicodemus Historical Society

A Perspecitive of Our African American History

Where you live determines your exposure to the amount of black history you learn. I lived in Washington, D.C. for about 13 years. When I was younger assumed that all blacks were alike and we had the same perspective about our history and view of the white world. The minute I went to the east cost, I had the shock of my life. Blacks were so drastically different than the blacks I knew back home in California. There was no closeness that I felt at home in California, just cliques. In Atlanta, I felt that the blacks were about 20 years behind times, they were just like I had seen in movies, subservient. They seem like they were just right out of a book.

As black people we have a tendency to not know black history. It is because we were not formally taught it in school, however, it is also because we were taught through slavery that we were not important and therefore, from that experience we have a left over mentality that our history is not important either. As a result most do not want to know anything about our slave experience and or other aspects of our history. The whole concept of Malcolm X during the time I was growing up was one of two perspectives. One, that you disassociated yourself from his thinking or you embraced it. Many disassociated with his thinking because he was too radical, but he had many valid points about our history and our lives that we chose not to relate to because of his radical views. So many psychologically divorce themselves from him and his perspective.

We are ignorant about our history in general and it is very sad. However, like I said partly because we have not been formally given the history through the educational system and also because we have been brainwashed to believe that we and our history are not important. If you ask the average black on the street about various historical figures or events in our history, most do not know who or what you are talking about.

My own experience is that I had to break free from the mentality that our history is not important and that was a major struggle on various levels. It was easy for me to identify with my pioneer black heritage experience because of Nicodemus and my connection to it, however, other aspects of our history slavery especially, I stayed away from until I started to research my genealogy as it related to Nicodemus and the pioneers that settled there, then I opened a new chapter in our American past that was so rich that I regret that it took me so long to come to grips with it. You have to be brave enough to look slavery in the eye and really look at it with an open and receptive and non-judgemental mind. Our anger about it prevents us from looking closer at it and what happen not only in states where they grew cotton and had large plantations, but in states like Kentucky who had less than 5% of the white population owning slaves. Slavery takes on a different bent when the slave master ratio changes.

Back To History Camp
Historic Nicodemus, Kansas

Established in 1877
Only All African American Town in Kansas
National Historic Site Designee

Bring your children out for an action packed weekend in Historic Nicodemus Kansas. This camp will be a fun-filled learning experience. Children ages 6 -17 will have the time of their life learning about the African American pioneer experience in historic Nicodemus. Parents are encouraged to attend. A Special Camp for parents is available.

Date: June 20, 1994 **Fee:** $155.00
July 25, 1994
(Emancipation Celebration July 29 - August 1, 1994)

History, Life and Times of the Settlers

Historic Townsite Tour

Farm Life Tour

Historic Grames

Bar-B-Q Picnic

Kid Video and Talent Show

Historic Dramatizations

Much, Much, More!

Staff: Certified teachers and counselors.
Lodging Provided

_____Please send me more information about the camp.

_____I would like to sign my child(ren) up, please send enrollment forms.

_____
Name of Parent or Guardian Address

_____
State ZipCode Day Phone Evening Phone

I was invited to speak at a conference about the African American experience in the West and I have never been so shocked and disappointed in blacks as I was then. The entire conference was focused on the African perspective in education. I ask now, why was I even invited to speak, because all that was being promoted was the Africancentric perspective. I have problems with identifying with the mother land when I haven't come to grips with my most recent historical past here in America! Most children in urban area have never even left their neighborhoods and have difficulty relating to whats going on across town, or in another state, let alone relating to another continent. Many children think that Africa is a country in and unto itself. They don't even realize that when they relate to Egyptian history that Egypt is a country unto itself. I say let start giving our children a firm and positive history lesson from the pages of American history before we negate the experiences of our forefathers right here. To negate slavery is to say that our ancestors here in America did not exist and their existence was worthless and is worthless to us today. I can look upon the faces in the photos of my great,great, great grand parents and know that their lives were not in vain and that I am here because of the pain and struggles they had to endure. I want to pay homage to them for experiences.

When I think about them, I think about how they were denied education and now we can pay our kids to go or stay in school. Many died learning to read and write, now our children our killing each other in schools over clothing items or even in response to the way someone has looked at them. Something is terribly wrong with this picture. We have a generation of complacent kids and this is our future - we have to be responsible enough to know that if we don't give them something to be proud of and to live for that is worthy than we don't really have a future.

I grew up in southern California and my interest in Nicodemus was stimulated at an early age because we spent summer vacations there. There was not doubt in anyones mind that home was where Nicodemus was. I had a perspective of the world and my place as it relates to Nicodemus. Nicodemus was a special place for my family for my relatives. We had our own town - and it was all black. I knew who I was when during the 60's we were going through an identity crisis as a race. We still are going through an identity crisis. We are now referring to ourselves as African Americans.

In Nicodemus we had the family, the extended family and the town. We had Nicodemus in common with all who were from there. We had a real sense of who we were. I am a descendent from the black settlers of the West and I'm very proud of my history as it relates to the western frontier.

If we take the time to educate our children with the rich American history that is our and is real and not just the negative aspects of slavery, we can give our children a good foundation to stand on psychologically as well as academically. There is finally a movement in the academic environment where our history is finally coming to surface. We must realize that what is important to us is in our own back yard.

As I started to do the research on my own family I wanted to know about the faces of the people that I saw in many photos and I tried to put the faces with the stories. As I started to do this, each bit of information I found pulled me further and further

Representative

Date

into the history. I've walked the same ground where my forefathers were enslaved in Kentucky, looked into the slave cabins where they live. With my interest and love of my history, I have truly touched their lives and I know that what they experienced was important and that their lives and history was not, is not, in vain. Now I am obsessed with our African American history and what a blessing!

THE NICODEMUS GROUP
P.O. Box 70
Bogue, Kansas 67625
(913) 674-3311

PERFORMANCE AGREEMENT

The _____ has agreed to contract with The Nicodemus Group to present _____ presentation/s of the Life and Times of the Buffalo Soldier on _____, 1995 at _____(am.pm.). The fee for the presentation/s is $_____._____ and due upon completion of the performance/s, unless otherwise stated herein.

Make checks payable to: THE NICODEMUS GROUP

COMMENTS/SPECIAL ARRANGEMENTS:

We will need a table (4 x 6), 2 music stands, an extension cord, and a microphone.

AGREED AND ACCEPTED:

_____ _____
Angela Bates, Executive Director Date

_____ _____
Representative Date

FIRST NAME: J.B.

LAST NAME: Miller

ADDRESS:

CITY: Lexington

STATE: KY

ZIP CODE: 40324

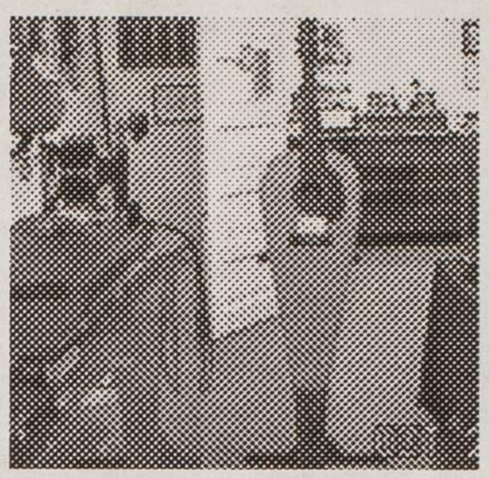
HOME PHONE:

BUSINESS PHONE:

ITEM: Sand up Guitar

DESCRIPTION: Stand up Guitar, made by Mr. J.B. MIller, only one that he made. Dated 1986

PICTURE



LOAN:

DONATED: y

INVENTORY #

VALUE: $2000.00

LOCATION: Museum

DATE RECEIVED: May 15, 1995

DATE RETURNED:

KANSAS TRAVEL INFORMATION CENTER
Route HCR 3 PO Box 618
Goodland KS 67735 Phone: (913) 899-6695

Your brochures help us fill mail requests or display travel and tourism information about Kansas. We have distributed all of the below listed brochures. Would you help us restock by sending 500 brochures to the above address? Storage space is limited, so please send no more than requested.

Sent
6/29

NICODEMUS HISTORICAL SOCIETY

THANK YOU VERY MUCH!

If your brochure is no longer available, please let us know, and we will remove it from our brochure inventory file.

THE NICODEMUS HISORICAL SOCIETY

PO BOX 139

NICODEMUS KS 67625

THE NICODEMUS HISTORICAL SOCIETY

PO BOX 139

BOGUE KS 67625

KANSAS TRAVEL INFORMATION CENTER
Route HCR 3 PO Box 618
Goodland KS 67735 Phone: (913) 899-6695

Your brochures help us fill mail requests or display travel and tourism information about Kansas. We have distributed all of the below listed brochures. Would you help us restock by sending 1000 brochures to the above address? Storage space is limited, so please send no more than requested.

THE NICODEMUS HISTORICAL SOCIETY

THANK YOU VERY MUCH!

If your brochure is no longer available, please let us know, and we will remove it from our brochure inventory file.

10/4/55 Sent 25

Dan Chu & Associates
Editorial Services

July 19, 1995

Angela Bates, President
The Nicodemus Historical Society
R.R. #2, Box 139
Bogue, KS 67625

Dear Angela:

You certainly have a very big weekend coming up soon. Please permit me to add my congratulations and my very best wishes to you and Barrie for all the happiness in the world.

The rest of this letter deals with mundane matters that you can take up at a more convenient time. First, I'm enclosing a check for my annual dues. Though my own Nicodemus project has been completed, I hope to maintain a personal interest and involvement with the Nicodemus community in the years to come. So keep your newsletters coming.

I have also received your Historical Society's photo use fee invoice dated 7/5/95 in the amount of $300.00. In accordance with my contract with my publisher, I have forwarded that invoice to Julian Messner/Silver Burdett Press for payment to you. I have found the Julian Messner people to be quite reliable in these matters but not especially fast working. So please give this a little time to work through their bureaucracy. If months go by and you don't see a check, then give me a call or drop me a note, and I'll yell at them. As I pledged earlier, I take full responsibility for seeing that you will be paid what's properly due you, even if the money has to come out of my own pocket (though I don't think it will come to that).

I hope you received the additional copy of my book that you requested and that you got my message on your answering machine about discounted orders. Again, all the best for a successful 117th Emancipation Celebration and, of course, on your personal milestone.

Sincerely,

Dan

601 West End Avenue, New York, NY 10024 212.787.5705

Northwest Kansas Travel Council, Inc.
July 19, 1995 Minutes
WaKeeney, KS

Present: Charlotte Kindall Norton; Jana Jordan, Hays; Leilani Thomas, ~~Colby; Judie~~ Withers, Wallace County; Donna Terry; Cheyenne Co. Kerry Benisch; Trego Co. and Tanya Dusin, Graham Co.

President Charlotte Kindall called the meeting to order at the Jade Garden Restaurant in WaKeeney.

Agenda Additions: Sampler Festival was added to the agenda.

Approval of Minutes: The June election was for Vice-President rather than secretary. Bennisch moved the minutes be approved with the election correction; seconded by Jordan; motion carried.

Approval of Financial Report: Dusin moved for approval of June Financial Report; seconded by Jordan; motion carried.

Bills: No bills were presented.

State Fair: Fair dates are September 8-17. Please call Weaver at Sherman Co. CVB if you can work any of those dates.

Tri-State Initiative: Thomas distributed copies of the initial brochure for the November 1-2 conference. She also announced that art work is being sought for the CONEKA regional brochure cover. If there are art teachers or councils, please encourage them to submit their art by the next Travel Council Meeting August 16. There will be no payment, but credit will be given for the cover. The size is 71/2" wide by 81/2" long. Letters of authorization for photo use were also signed; letters will be sent to those not in attendance.

TIAK Update: Jordan reminded those in attendance of the Motorcoach Marketing Seminar to be held in Salina June 25. It promises to be a good one.

Memberships: It was requested that ~~Kathie Terry~~send a copy of County members paid so that council members can solicit dues from those who are not current or are new.

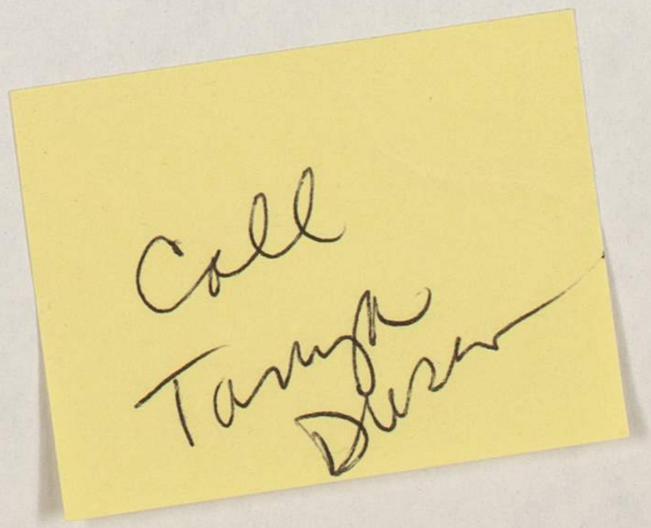
Sampler Festival: It was requested that Thomas contact Marci Penner for tent costs and then write a letter to Rural telephone to see if sponsorship was available.

August Meeting Date: Mark your calendars for **August 16** in Colby. Jean Barbee, Association Director for TIAK (Travel Industries of Kansas) will be in attendance. Please **RSVP** to Leilani if you will be eating lunch at the Ramada Inn at Noon. RSVP by August 14 to 462-7643. Meet at Prairie Museum of Art & History at 1:00 PM with meeting to begin at 1:30 PM.

Adjournment: Jordan moved for adjournment; meeting adjourned.

_____
Charlotte Kindall, President

_____
Date



"Wild About Kansas"

KANSAS DEPARTMENT OF COMMERCE & HOUSING
TRAVEL & TOURISM DEVELOPMENT DIVISION August 1995

STATE WORKING ON 1996 TRAVEL & EVENT GUIDE

The state tourism office has begun work on marketing materials for 1996. For the first time in a number of years, the travel and event guide will be combined into one concise marketing piece for the state.

To assemble the travel and event guides in past years, the state office solicited information from CVB/Chamber officials. This year, in an effort to cover the state more comprehensively, the state office has compiled a mailing list of tourism-related organizations around the state. By this time, most of these organizations should have received materials for inclusion in next year's guide. Tourism industry professionals should begin assembling their information–particularly calendar dates–for upcoming community events.

If you would like to receive information about the 1996 Travel and Event Guide, please call Melody at the state office: (913) 296-1143.

WHITE HOUSE CONFERENCE A HUGE SUCCESS!!

The Kansas Travel and Tourism Development Division and AAA co-sponsored the state's White House Conference on Travel and Tourism June 13, 1995. Over 140 travel industry professionals gathered in Topeka to provide input on nine specific travel related topics. These issues will be addressed at the National White House Conference on Travel and Tourism in Washington, D.C. October 30-31, 1995.

Phil Jones, Director of Legislative and Intergovernmental Affairs for the United States Travel and Tourism Administration (USTTA), Washington, D.C. was the featured luncheon speaker.

Delegates selected at the conference to represent Kansas at the national conference are Max Ary, Kansas Cosmosphere and Space Center, Hutchinson; Jean Ellen Jantzen, Emporia CVB; Pat McKee, Abilene CVB; and Pat Altwegg, Cloud County Community College, Concordia, Kansas. Judy Billings, Lawrence CVB, was selected as an alternate delegate.

SLOGAN BEING DISCUSSED

As many of you know, last year we pursued developing a tourism slogan with more effectiveness than "The Secret's Out."After much discussion, we decided to use "Wild about Kansas" as an advertising theme for 1995.

We are using the input gathered last year to continue our pursuit of a new long-term slogan for 1996 and beyond.

KRUSE ELECTED TO NCSTD

Norine Kruse was recently elected to the Board of Directors of the National Council of State Travel Directors (NCSTD) representing the Frontier West Region (Kansas, Missouri, Oklahoma, Texas, New Mexico and Arizona) for a two-year term beginning in July 1995. The NCSTD is an industry council of the Travel Industry Association of America (TIAA).

TRUMAN SHOOTS KANSAS

Kansas Supreme Court Chief Justice Richard Holmes makes his acting debut in the upcoming HBO film, "Truman." Holmes plays the United States Supreme Court Justice who swears Harry S. Truman in as president of the United States. The film was shot on location in Kansas and Missouri from April 1 to May 17, 1995, utilizing all three branches of the Kansas government.

On April 17 and 18 the Kansas State Capitol was filmed to represent the U.S. Capitol. Secretary of State Ron Thornburgh lent his office to recreate Harry's office when he served as a Senator in Washington D.C. The Kansas House of Representatives served as a stand-in for the U.S. Senate and House. Seven Kansas legislators could be seen dressed as 1940's "Capitol Hill types" during the filming. Senator Ben Vidricksen makes his film debut as a featured extra – he plays the Vice President and is seen standing behind Truman during an address to Congress.

Gary Sinise, who recently received an Academy Award nomination for his role as Lt. Dan in "Forrest Gump," stars as Harry Truman in the film. The film is directed by Frank Pierson who received an Academy Award for his screenplay, "Dog Day Afternoon." It is expected to air on HBO in September.

1994 ADVERTISING EFFECTIVENESS STUDY

To assess the effectiveness of the 1994 advertising campaign, the Kansas Travel and Tourism Division conducted a market research study. The primary purpose of this study was to assess how effective the 1994 advertising campaign was in drawing potential visitors and their subsequent travel dollars to Kansas.

Based on the findings from this research study, 41% who responded to the 1994 advertising campaign traveled to Kansas in 1994, spending more than 25.5 million dollars.

When looking at the trip characteristics of those who traveled to Kansas in 1994, visitors made an average of 2.27 trips to Kansas. On their most recent trip to Kansas, visitors spent seven nights away from home, of which three nights were spent in Kansas. The main reason for their most recent trip to Kansas was vacation or pleasure (44%). Kansas was the primary destination for over half of the visitors (56%).

The top five activities among visitors include visiting a historic site (50%), shopping (44%), visiting museums (32%), shopping at outlet malls (25%), and shopping for antiques (18%).

KANSAS PARTICIPATES IN CANADIAN SALES MISSION

Kansas joined representatives of America's Heartland (a five-state international marketing group) in a sales mission to approximately one hundred Canadian travel writers and group tour operators in Winnipeg, Manitoba, and Vancouver, British Columbia on March 6 - 10, 1995.

The overwhelming concern of tour operators–the lop-sided exchange rate–was addressed in both cities. Using gasoline and name-brand jeans as examples, U.S. dollars were converted to Canadian dollars to demonstrate that items were still cheaper in the Heartland than in Canada.

NEW SUPERVISOR AT KANSAS CITY TIC

Barbara Crouse was appointed last winter to the supervisory position at the Kansas City Travel Information Center on I-70.

Crouse is an alumna of Saint Mary College and has worked as Assistant Director of Admissions for the college. She has also served as Director of Recreational Services for the Community Service Center in Kansas City, Kansas. Most recently, Crouse was employed as a computer programmer/analyst with the Marine Corps Reserves in Overland Park.

SANTA FE TRAIL PROMOTION CONTINUES

Plans continue for next year's celebration of the 175th anniversary of the Santa Fe Trail. Multi-state domestic and international marketing plans are being finalized. These plans include promotions to the travel trade, as well as to consumers. A multi-state print advertising plan will be implemented, as was done for the Oregon Trail several years ago.

The Travel & Tourism Division organized a familiarization (fam) tour of the Santa Fe Trail in April for nine group tour operators from across the country and from Germany. This was very well received, with almost all the operators reporting plans to organize a Santa Fe Trail tour. Missouri and New Mexico have cooperated with trail tours in their areas.

TOURISM MARKETING ACTIVITIES & RESULTS
JUNE 1995

TRAVEL WRITERS MARKETING	Month	YTD
Articles Published on Kansas	50	613
Dollar Value	$74,499	$408,229
Articles Directly Assisted by Division	5	65
Dollar Value	$68,754	$201,261
Press Information Mailed Out		
Responses to Mailings	28	286
Journalists Visiting Kansas	1	4
Assistance Provided to Journalists	10	68
Sales Calls Division Initiated	4	22

GROUP TOUR MARKETING	Month	YTD
Operators Adding Stops in Kansas	0	0
Dollar Value (estimated)		
Group Tour Operators Visiting Kansas	2	43
Group Tour Information Mailed Out	7	454
Direct Mail Campaign	250	500
Mailings	32	68
Information Requests from Operators	7	
From Group Tour Planner	3	55
Form	13	15
From Direct Mail Campaign		
Sales Calls Division Initiated	0	20

FILM PRODUCTION MARKETING	Month	YTD
Projects Filmed in Kansas	2	10
# of Days on Location in Kansas	5.5	27.5
Film Producers Visiting Kansas	2	12
Requests from Producers		
For Location Assistance	38	157
For Production Guide	86	979
For Photographs	11	63
State-wide Searches for Locations	0	7
Counties Scouted/File Photos Sent	47	215
Sales Calls Division Initiated	0	28
Camera-Ready Seminars/Speeches	3	14

TOURISM HIGHWAY SIGNAGE	Month	YTD
Signage Applications Received	0	6
Signage Applications Approved	0	0
Tourism Signs Installed by KDOT	0	0

ADVERTISING CAMPAIGN: INFORMATION REQUESTS	Month	YTD
800 Number	4,549	28,160
State Office	1,862	16,960
Reader Response Cards	1,538	30,269
Total Information Requests	**7,949**	**75,389**
Request Origination by % of Total		
Out-of-state	84%	87%
Kansas	13%	10%
International	3%	3%

KANSAS SECRETS TRAVEL INCENTIVE	Month	YTD
Number of Traveling Parties	606	1,416
Average Expenditure Per Party	$149	$166
Total Travel Expenditures	$90,415	$234,759
% of Parties Adding Time in KS	66%	66%
% of Parties Indicating Improved Image	83%	83%
% of Parties Rating Travel Guide 8-10 (on a scale of 1-10)	76%	74%
Participant Origination by % of Total		
Out-of-state	94%	94%
Kansas	4%	4%
International	2%	2%

INTERSTATE MARKETING: INFORMATION CENTERS	Month	YTD
Total Visitors Signing Registers	64,437	186,145
% Change from Last Year	2.8%	4.8%
% Change from 5-yr Average	3.1%	
Total Person-Days Traveling in KS		
Dollar Value of Travels	$4.5 mil	$13 mil
(based on $70/person-day, rounded)		
Visitor Origination By % of Total		
Out-of-state	86.8%	84%
Kansas	17.6%	14%
International	1.6%	2%

KANSAS! MAGAZINE	
Total Subscribers	49,902
% Change from Last Month	4%
KANSAS TOO! Subscribers	3,634
% Change from Last Month	-6%
Outlets Selling Magazine/Calendar	67
% Change from Last Month	6%

Kansas Department of Commerce & Housing
Travel & Tourism Development Division
700 SW Harrison St., Suite 1300
Topeka KS 66603-3712

300-14

MS. ANGELA BATES
RURAL ROUTE 2
PO BOX 139
BOGUE KS 67625

BULK RATE
U.S. POSTAGE
PAID
PERMIT # 157
TOPEKA, KANSAS

Press Leads

The following journalists have recently requested Kansas information from the division, but they would also benefit from community press releases.

Dan Schlossberg
10 Ballard Place
Fair Lawn, NJ 07410-3601

Alice Ross
24 Bella Vista Street
Locust Valley, NY 11560

Steve Wheeler
The Advocate
PO Box 588
Baton Rouge, LA 70821-0588

Beth Hardison
3566 Prescott
Columbia, MO 65201

Phil Kuepper
Folio Magazine
PO Box 4949
Stanford, CT 06907

Nancy Muenker
1770 South Sherman St
Denver, CO 80210-3115

Ana M. Wagner-Hoffman
The Write-Stuff
18901 Highstream Drive
Germantown, MD 20874

Larry Jordan, Editor
Midwest Today Magazine
205 N 1st St
Panora, IA 50216

Mary-Jill Johnston
Travel Ideas
5 Carey Place
Melba ACT 2615
Austrialia

Laurance Aiuppy
522 West Chinook
Livingston, MT 59047

Cindy Mines
Wichita Times
140 N Hydraulic Ste 700
Wichita, KS 67214

Mr. Bill Tappe
Bowdens
2206 Eglington Ave., East,Ste 190
Scarborough Quebec
Canada M1L 4T5

Mr. Robert Fried
29 Aries Lane
Novato, CA 94947

Nicki Chodnoff
Editor Value Season Traveler
706 Vernon Road
Columbus, OH 43209

Ms. Phyllis Steinberg
South Florida Newspaper Network
4280 Galt Ocean Dr. #8W
Fort Lauderdale, FL 33308

Ms. Susan Cingari
Starquest Prime Time Productions
1900 B South Congress Ave
West Palm Beach, FL 33406

Mr. Buddy Basch
Buddy Basch Feature Syndicate
771 West End Ave.
New York, NY 10025-5572

Mr. Alan Sands
Alan Sands Productions
6 East 45th St. #800
New York, NY 10017-2414

Mr. John Corris
14 Robin Trail
Carrol Valley, PA 17320

Ms. Janet Groene
206 Lake Mamie Road
DeLand, FL 32724
Comments: **RV travel**

Ms. Melanie Young
218 Duee Drive
San Antonio, TX 78201

Ms. Amy Igolka
Travel My Way Magazine
1 Northfield Plaza
Northfield, IL 60093

Todd Epp
PO Box 370
Harrisburg, SD 57032

Attn: Jennifer Maurawski
Trade and Culture Magazine
3500 Bank Street
Baltimore, MD 21234

ATTRACTION DEVELOPMENT GRANTS AVAILABLE

The Travel and Tourism Division has attraction development grant applications available for fiscal year 1996. These grants are for the development of new tourism attractions or the enhancement of existing tourism attractions.

This program funds up to 40% of an eligible project with the maximum application amount ranging from $17,000 for private entities to $51,000 for public entities. The deadline for submission is September 25, 1995.

Please call Janet in the Travel and Tourism Division at (913) 296-7091 to receive an application.

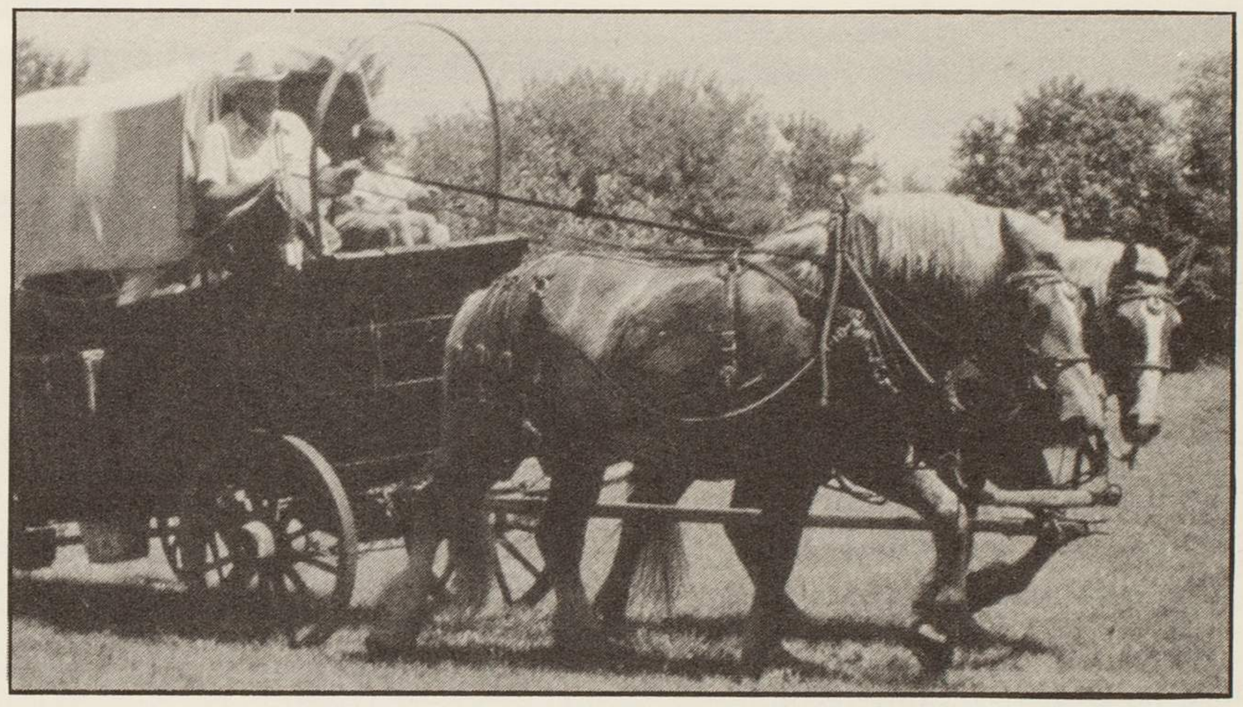
Kansas Dept. of Commerce & Housing
Travel & Tourism Development Division
700 SW Harrison St., Suite 1300
Topeka KS 66603-3712
(913) 296-2009
FAX (913) 296-6988
TTY (913) 296-3487
Norine Kruse, Director
Mary Lou McPhail, Administrative Manager
Sonya Woertz, Travel Trade Manager
Claudia Larkin, Leisure Marketing Manager
Vicky Henley, Film Commission Manager

2/9 Requested

"Wild About Kansas"

KANSAS DEPARTMENT OF COMMERCE & HOUSING
TRAVEL & TOURISM DEVELOPMENT DIVISION September 1995

FLINT HILLS WAGON TRAIN TRIP BRINGS #1 TOUR OPERATOR TO KANSAS



Connecticut-based Tauck Tours, the largest tour company in the United States, will come to Kansas for the first time next year. Tauck will launch 25 eight-day Heartland tours stretching from Chicago through Iowa, Missouri and Kansas. Tour participants will get two days in Kansas, including an overnight in Wichita. The centerpiece of the Kansas segment will be the Flint Hills Overland Wagon Train Trip in El Dorado. Other stops include the Kansas Museum of History in Topeka, the Eisenhower Center in Abilene and Cowtown Museum in Wichita.

Sonya Woertz has worked for the last five years to get Tauck to come to Kansas. Efforts over the past few years have included: continuing to meet with Tauck representatives during the National Tour Association marketplace; providing updated tour information and ideas on a consistent basis; and including Tauck in all direct mail efforts.

Additionally, many members of the travel industry in Kansas have worked to promote their destinations to Tauck individually.

Finally, Tauck director of product operations Phil Otterson's interest was piqued with the suggestion, by Woertz, of the Flint Hills Overland Wagon Train Trip! This became the idea for the centerpiece that Tauck would use to promote their new Heartland program. In June, Otterson and product manager Chris Ryan came to Kansas for a special familiarization tour. Their experience with the hospitality and people of Kansas, the quality attractions, and the wagon train in particular, convinced them to bring Tauck to Kansas.

"Tauck is known worldwide for their quality programs and discerning criteria for including destinations and attractions," Sonya said. "As the tour company that has been named number one in the nation for the past five years by the American Society of Travel Agents, many of the country's other leading operators look to Tauck for successful program ideas - and follow their lead when developing new destinations." Sonya continued, "We can expect to experience spin-off business from other tour companies as a result of Kansas' inclusion in the Tauck 1996 catalog."

Tauck has scheduled the Heartland program tour dates for May through October 1996. Current plans call for the Heartland tour to become an ongoing Tauck program.

KANSAS HOSTS TOP PRODUCER AND ACTRESS AT KAN

Producer and director Bob Misiorowski and actress Dee Wallace Stone were the featured speakers and festival judges at the Fourth Annual KAN Film Festival held June 2 & 3 at Johnson County Community College. Bob Misiorowski, who produced TOMBSTONE and MEDICINE MAN, conducted a workshop on producing feature films. Dee Wallace Stone led a workshop on breaking into acting in Hollywood. Ms. Stone is a native of Kansas City, Kansas, and veteran of many feature films, including THE HOWLING and CUJO. She is best known for her role as Elliott's mom in the boxoffice smash, ET.

At the festival, Kansas City High School student John Stewart Muller came away the big winner receiving $1,200 worth of U.S. Savings Bonds. Muller entered four different films in all four categories in the Secondary Division (grades 10-12). Two of his films placed first and two placed second. His documentary "Save A Connie" received the Dickinson Best of Division Award.

The festival, the only event of its kind that accepts entries from students as young as first grade, drew 135 entries in four student divisions and two open divisions. This year over 200 people attended the festival. The festival is open to students and residents of Kansas and Missouri.

KANSAS FILM ACTIVITY IN JULY

July 24-28, the FX Cable Network series "Breakfast Time" shot five segments on location in Kansas, including spots featuring artist Stan Herd in Linwood, the surviving four Morris quintuplets from Manhattan, a miniature-horse club, a Santa Fe Railway engine shop and a swim club in Topeka. The segments were aired live from 6:00 a.m. to 8:00 a.m. during the week.

Noted photographer Annie Leibowitz came to Lawrence in July to shoot photos of William Burrows for a *Vanity Fair* article to appear in a fall issue of the magazine. Watch the September through November issues for Mr. Burrows.

STS Film & Video shot two days in Hutchinson and Lyons for an industrial video on salt companies.

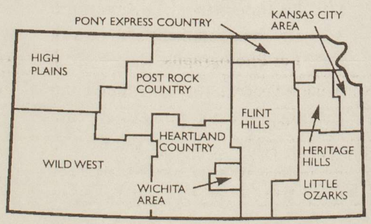
Tudor Owen and his crew from Wales shot in and were escorted around Ford County by Nancy Jo Trauer for a Kids Educational Show back in the U.K.

KANSAS CITY, the feature film directed by noted filmmaker Robert Altman, wrapped up filming and production in Kansas City in July. The feature film, starring Jennifer Jason Leigh, Miranda Richardson, and Harry Belafonte, will be in theatres next year.

1996 TRAVEL GUIDE

Many changes are planned for the 1996 Travel Guide.

1. The Travel Guide and Event Guide will be combined.
2. The Kansas Secrets program will sunset.
3. Attractions and tourism businesses will be listed alphabetically rather than by regions. We had many concerns expressed about the difficulties of locating cities by region.
4. Ten areas in Kansas are featured with beautiful photos and narrative sections. We have given these areas names which are designed to present the character of the area and draw special attention from travelers. (See diagram.) We looked at the state physiographic regions and considered tourism attractions and travel patterns in designing these areas. Topical areas or travel corridor areas have also been considered and may be used in the future.



5. Ad costs increased. Our goal is to have the Travel Guide self-supporting with advertising and listing fees. We compared ad costs in state Travel Guides and state magazines in the Midwest area. We also considered the 35-40% increases in paper costs since we printed the 1995 Guide.
6. We've upgraded the quality of the paper for the cover, and, because of the increased size, will use perfect binding rather than saddle stitched. We're also increasing the size and quality of the photography.

TOURISM MARKETING ACTIVITIES & RESULTS
JULY 1995

TRAVEL WRITERS MARKETING	Month	YTD
Articles Published on Kansas	40	653
Dollar Value	$103,894	$512,123
Articles Directly Assisted by Division	6	71
Dollar Value	$33,479	$234,740
Press Information Mailed Out	32	312
Journalists Visiting Kansas	2	6
Assistance Provided to Journalists	17	85
Sales Calls Division Initiated	2	24

GROUP TOUR MARKETING	Month	YTD
Operators Adding Stops in Kansas	0	0
Dollar Value (estimated)		
Group Tour Operators Visiting Kansas	0	43
Group Tour Information Mailed Out	4	458
Direct Mail Campaign	0	500
Mailings	0	68
Information Requests from Operators		
From Tour Planner Form	0	55
From Direct Mail Campaign	0	15
Sales Calls Division Initiated	0	20

FILM PRODUCTION MARKETING	Month	YTD
Projects Filmed in Kansas	4	14
# of Days on Location in Kansas	9	36.5
Film Producers Visiting Kansas	0	12
Requests from Producers		
For Location Assistance	46	203
For Production Guide	109	1,088
For Photographs	11	74
State-wide Searches for Locations	0	7
Counties Scouted/File Photos Sent	21	236
Sales Calls Division Initiated	0	28
Camera-Ready Seminars/Speeches	0	14

TOURISM HIGHWAY SIGNAGE	Month	YTD
Signage Applications Received	3	9
Signage Applications Approved	4	4
Tourism Signs Installed by KDOT	0	0

ADVERTISING CAMPAIGN: INFORMATION REQUESTS	Month	YTD
800 Number	3,443	32,199
State Office	1,336	18,296
Reader Response Cards	2,873	33,142
Total Information Requests	**7,652**	**83,637**
Request Origination by % of Total		
Out-of-state	87%	87%
Kansas	10%	10%
International	3%	3%

KANSAS SECRETS TRAVEL INCENTIVE	Month	YTD
Number of Traveling Parties	726	2,142
Average Expenditure Per Party	$139	$157
Total Travel Expenditures	$100,914	$335,716
% of Parties Adding Time in KS	67%	66%
% of Parties Indicating Improved Image	84%	83%
% of Parties Rating Travel Guide 8-10 (on a scale of 1-10)	74%	74%
Participant Origination by % of Total		
Out-of-state	96%	95%
Kansas	3%	4%
International	1%	1%

INTERSTATE MARKETING: INFORMATION CENTERS	Month	YTD
Total Visitors Signing Registers	74,445	260,693
% Change from Last Year	10%	.21%
Total Person-Days Traveling in KS	160,356	603,294
Dollar Value of Travels	$7.4 mil	$21 mil
(based on $70/person-day, rounded)		
Visitor Origination By % of Total		
Out-of-state	87%	85%
Kansas	11%	13%
International	2%	2%

KANSAS! MAGAZINE	
Total Subscribers	49,758
% Change from Last Month	-.28%
KANSAS TOO! Subscribers	3,644
% Change from Last Month	.28%
Outlets Selling Magazine/Calendar	69
% Change from Last Month	3%

BULK RATE
U.S. POSTAGE
PAID
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TOPEKA, KANSAS

Kansas Department of Commerce & Housing
Travel & Tourism Development Division
700 SW Harrison St., Suite 1300
Topeka KS 66603-3712

300-14

MS ANGELA BATES
RURAL ROUTE 2
PO BOX 139
BOGUE KS 67625

Group Tour Leads

The following tour companies have recently requested Kansas information from the division, but they would also benefit from specific community information. Also, 1995 International Pow Wow leads are now available. Please call Ann at (913) 296-2009 to request a copy.

Mary Bender
UMB Bank
1623 Main
Great Bend KS 67530

Steve Pokorski
2902 Irene Street
Omaha NE68147
Comments: planning trip for retiree group

Kersten Martensen
Guest Services
Alyeska Prince Hotel
PO Box 249
Girdwood AK 99587

Lori J. Timony
Saga International Holidays Ltd
222 Berkley Street
Boston MA 02116
Comments: SFT info

Kim Lowery
Travel Plus
PO Box 882
Bardstown KY 40004

Shannon
International Travel Services
221 Scott Street
Fort Frances Ontario Canada P9A-1G8
Comments: planning tour here

Beatrice Bottinelli
Travel Bee
PO Box 1860, 8604 Volketswil
Schweiz Switzerland ZKB, 8600 Cubendorf
Comments: doing music trip/jazz/blues/country

Tammy Johnson
Travel Now of Roseau
105 Main Avenue North
Roseau MN 56751

Sherry Durham
Sherry's Tours
18 Lilac Lane
Belton MO 64012
Comments: planning trip to Council Grove

Jennie Potter
Tour Director
Jefferson Tours
7207 Pheasant Cove
Oklahoma City OK 73162

Charles J Sellens
International Education Services
PO Box 10, 639 Main
Russell KS 67665
Comments: wants to market tours in Japan for a fee

Gretchen Gregory
Tour Planner
First Assembly of God Church
6650 Vintage Drive
Hudsonville MI 49426
Comments: plan tours for Seniors

Valeska Jimenez
Media Center Coordinator
Travalco USA Inc
1666 Kennedy Causeway, 6th Floor
Miami Beach FL 33141-4134

Morgan Bristow
Avery Dennison Decorative Films Div
650 West 67th Avenue
Schererville IN 46375-1390

Dina Mitchell, President
Best Value Travel, Inc
170 Quarry Road
West Springfield MA 01089
Comments: opening two locations as part of a franchise called First Discount Travel

Valeska Jimenez
Media Center Coordinator
Travalco USA Inc
1666 Kennedy Causeway 6th Fl
Miami Beach FL 33141-4134

Dave Prescher
Chippewa Trails Tour
18500 Beech Drive, Suite 5
Chippewa Falls WI 54729

Jan Turpel
Designer Travel
6424 Highway 98 West
Hattiesburg MS 39402

Briggs Hensley
Abbott Tours
1703 Granby Street
Roanoke VA 24012
Comments: Oregon Trail

Dawn Hedges
Diamond Tours
16601 Chenal Parkway
Little Rock AR 72211

Maria Barry
Group Marketing Manager
Suncoast Destination Management Services
6149 Chancellor Drive, Suite 700
Orlando FL 32809

Bob Winfree
Bob Winfree Travel
1208 N. Pine Street
Deridder LA 70634

Kincaid Bus Lines & Tour Company
514 S.E. 83rd Street
Oklahoma City OK73149

Eva Pierson
FFP Travel
15455 Conway Road
Chesterfield MO 63017

Terry Homer
Resort Express
419 N. State Street
Litchfield IL 62056

Grant Guinn
American Tours International Inc.
6053 West Century Blvd.
Los Angeles CA90045

Kansas Dept. of Commerce & Housing
Travel & Tourism Development Division
700 SW Harrison St., Suite 1300
Topeka KS 66603-3712
(913) 296-2009
FAX (913) 296-6988
TTY (913) 296-3487
Norine Kruse, Director
Mary Lou McPhail, Administrative Manager
Sonya Woertz, Travel Trade Manager
Claudia Larkin, Leisure Marketing Manager
Vicky Henley, Film Commission Manager

THE NICODEMUS HISTORICAL SOCIETY

PO BOX 139

NICODEMUS KS 67625

KANSAS TRAVEL INFORMATION CENTER
Route HCR 3 PO Box 618
Goodland KS 67735 Phone: (913) 899-6695

Your brochures help us fill mail requests or display travel and tourism information about Kansas. We have distributed all of the below listed brochures. Would you help us restock by sending 500 brochures to the above address? Storage space is limited, so please send no more than requested.

THE NICODEMUS HISTORICAL SOCIETY

THANK YOU VERY MUCH!

If your brochure is no longer available, please let us know, and we will remove it from our brochure inventory file.

Sent 10/4/95
50

071895

Kansas Department of Commerce & Housing
Travel & Tourism Development Division
Kansas Travel Information Center - Olathe
700 SW Harrison St Suite 1300
Topeka KS 66603-3712

300-14

THE NICODEMUS HISTORICAL SOCIETY
PO BOX 139
NICODEMUS KS 67625

Kansas Department of Commerce & Housing
Travel & Tourism Development Division
Kansas Travel Information Center - Olathe
700 SW Harrison St., Suite 1300
Topeka KS 66603-3712 Phone: (913) 296-7091

We are opening a new Travel Information Center in Olathe, Kansas later this year. Your brochures help us promote your attraction and tourism in Kansas. Would you help us stock our new center by sending 100 brochures to the above address? Storage space is limited, so please send no more than requested.

[The Nicodemus Historical Society]

10/~~25~~ 4/95

Sent 25

THANK YOU VERY MUCH.
If your brochure is no longer available, please let us know, and we will remove it from our brochure inventory file.

"Wild About Kansas"

KANSAS DEPARTMENT OF COMMERCE & HOUSING

TRAVEL & TOURISM DEVELOPMENT DIVISION November 1995

Kansas Tourism Stronger Than Ever

Travel and tourism in the state of Kansas is stronger than ever.

"The popularity of Kansas as a vacation destination is on the rise," says Norine Kruse, director of the Travel and Tourism Division for the Kansas Department of Commerce and Housing. "With a $2.5 billion economic impact, tourism is big business in Kansas."

Recent studies show that interest in Kansas as a vacation spot is growing. Other studies show emerging trends that make the state's tourism future even brighter.

For instance, Kansas has the second most effective tourism effort in the country. According to the U.S. Travel Data Center's 1994-95 Survey of State Travel Offices, Kansas attracted 124,600 travel-related inquiries with a promotions budget of $196,000. That's a mere $1.57 spent per inquiry and second in effectiveness only to Ohio. The average is $9.13 per inquiry, but some states spend considerably more.

Kruse looks at those numbers in a different way.

A wedding at Old Cowtown

"Our budget is on the low end, but travel studies show we rank 37th in total domestic travel expenditures in all 50 states and the District of Columbia," she says. "I think that says a lot about the state's ability to attract travelers on its own."

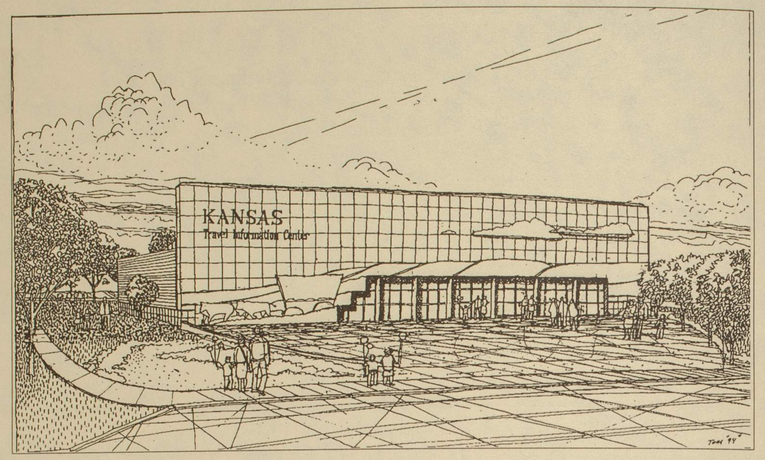
Additionally, more people are coming to Kansas as a travel destination than just happen to be passing through. And visitors are pleased with what they find in Kansas. Of those who responded to the state's advertising campaign, 56 percent of the visitors to Kansas indicated the state was their primary destination. Overall, 85 percent of these visitors reported being "very satisfied" with their trip.

Kruse attributes the state's rising popularity to emerging travel trends that play to Kansas' strengths.

"Authentic and historic experiences are gaining popularity with travelers," Kruse explains. "Kansas has significant historical attractions including the Santa Fe and Oregon Trails, Kansas Historic Forts, Abilene, Dodge City, and Wichita's Cowtown, to name just a few. And we have seen an explosion of interest and visits to the state's old west attractions like Serenata

(cont. on page 4)

OLATHE TIC APPROACHES COMPLETION



Construction crews are currently completing the finish work at the Olathe Travel Information Center, with construction expected to be completed by December 5, 1995.

The 5,600 square foot facility has attracted a great deal of attention since construction began. The highlight of the center is the 27-foot high billboard-like facade depicting the Flint Hills, with the focal point being a bronze relief sculpture of an oxen-pulled covered wagon. Artist Eldon Tefft of Lawrence and his partner Ron Barnhardt of Barnhardt Drywall and Plaster of Topeka are donating this sculpture and the time and materials to produce it. The sculpture is valued in excess of $100,000.

The first day of operation for the center is scheduled for January 2, 1996. A grand opening event is being planned for this spring.

TIC MARKETING OPPORTUNITIES AVAILABLE!

Last month, the Division of Travel and Tourism sent a mass mailing to the travel industry explaining the marketing opportunities available at the state-run TICs in Goodland, Kansas City, South Haven and Olathe.

"We consistently look for ways to help our industry promote itself to travelers," said Claudia Larkin, Leisure Marketing Manager with KT&T. "These advertising opportunities will enable tourism-related businesses to reach a highly targeted market. Last year, our TICs welcomed over 450,000 people to our state." According to research conducted by CERI and Associates of Overland Park, traveler projections for Olathe should exceed 300,000 travelers annually.

There are four different marketing opportunities available: backlit displays (Olathe and South Haven only), hotel telephone reservation systems, menu displays and refreshment host opportunities.

Put your business on the fast track by reaching this audience first! For more information about marketing opportunities at the TICs, call Claudia Larkin at the Division of Travel and Tourism.

NEW SUPERVISORS AT THE TICS

The Division of Travel and Tourism welcomes three new supervisors to the state operated TICs.

Mike Lind joins the division as the supervisor in South Haven. Mike is a retired military colonel with extensive experience in personnel administration and public relations. Mike is also an avid Kansas history buff.

Byron Darlington will serve as supervisor in Kansas City. Byron, who is relocating to the Kansas City area from Wichita, has a broad background in public and media relations and has served in supervisory positions in the past.

In Goodland, Julia Crotinger will be joining the division. Julia has worked in the recreation industry, has good public relations experience and a solid background in staff administration.

New TIC supervisors will be scheduling appointments around the state to get acquainted with industry leaders. If they can be of assistance to you or your community, please do not hesitate to call on them. In South Haven - (316) 892-5283; in Kansas City - (913) 299-2253; and in Goodland - (913) 899-6695.

KANSAS HOSTS TRAVEL JOURNALISTS

The Travel and Tourism Development Division coordinated and/or escorted several journalists on site visits of Kansas in late September and October. One journalist, Eva Kiebach, visited the state with a photojournalist to write and photograph a multi-state Santa Fe Trail story for the German publication *American Journal*. Both journalists have sold additional stories to three European travel publications that will be published during Spring,1996.

Syndicated travel columnist, John Corris, joined the SFT German press trip for the Missouri and Kansas portion. John's stories will be featured in his east coast column within the next few months. Additionally, John has indicated that he may return to Kansas in late Spring, 1996 to visit other communities and attractions that are not located on the Santa Fe Trail.

Kansas journalist Beth Reiber visited several communities to research a travel program that she is writing for a future computer program being developed by a major travel publication. Beth writes for *Frommer's Travel Guides* and other nationally and internationally recognized travel publications. For the upcoming publication, Beth is researching travel information that includes bed & breakfasts, historic inns, historic restaurants, statewide attractions, festivals and other information. Beth spent a week traveling Kansas on her own and will complete the program in December.

SANTA FE TRAIL
175 • YEARS

PROMOTIONAL OUTLETS SOUGHT

As part of the division's strategic long-range plan, we will no longer sell memento items from the state travel office as of November 1st. This includes clothing items, books, lapel pins, paperweights, etc. While we will have some of these items available at our travel information centers in small quantities, we would like to compile a comprehensive list of businesses that might carry the small promotional items in bulk quantities to refer to our past customers and future requests.

If you know of an establishment in your community or nearby, please call Mary Jo Swietek, (913) 296-3479, who will in turn contact the business for further details. Thanks to you all for your help.

SANTA FE TRAIL INTERESTS GERMAN TRAVELERS

During the month of October, the Travel and Tourism Development Division hosted three members of the German travel media and nine German tour operators on the Santa Fe Trail. The groups visited Kansas as a component of the multi-state, international marketing effort the states of Kansas, Missouri, New Mexico and Oklahoma are currently conducting. The effort is partially funded through the USTTA Regional Development Marketing Grant Program.

The travel journalists and operators were welcomed by the Missouri Tourism Division and given a brief tour of trail-related attractions in the Kansas City, Missouri metro area. From Missouri, Sonya Woertz and Jerry Jones joined the group and escorted them on a tour that included stops in Olathe, Council Grove, Maxwell Wildlife Refuge, Great Bend, Larned, Dodge City, Ulysses and Elkhart. Stops included local museums, wildlife sites, historic trail attractions, lodging and dining sites. From Elkhart the groups continued through Oklahoma into New Mexico.

Results from the tours include stories in three German travel publications with a combined circulation of over 986,000. Additionally, one journalist is a freelance writer that will continue to sell trail stories to other German and European publications. For the tour operators, two have indicated that they will be developing a 1996 Santa Fe Trail program. The remaining operators were extremely pleased with their experience, and the division expects to see business over the next few years.

Axel Kalb, of American Ranch Holidays, is one of two operators who will begin developing a program in the immediate future - and will also be featuring ranch activities and western heritage sites that are located off the trail in Kansas. In addition to participating in the Santa Fe Trail tours, Mr. Kalb has also met with the division staff over the past few years during the annual Travel Industry Association International Pow Wow.

German tour operator Gabriela Wieckhorst of Menzel First Reiseburo at a reception at the Seeheim Seminar

WOERTZ ATTENDS INTERNATIONAL TRAVEL SHOWS

As a component of our multi-state international marketing effort and USTTA Regional Development Marketing Grant Program, Sonya Woertz attended the 1995 Pow Wow Europe trade show in Paris, France and USTTA Seeheim Marketing Seminar in Germany. Kathleen Marks, Director of Oklahoma Tourism also attended the Germany show. Registration and participation fees were sponsored through the USTTA grant funds.

Interest in the Santa Fe Trail as a destination was extremely high with over 32 companies visiting the Santa Fe Trail booth at Pow Wow Europe to discuss travel opportunties and request additional information. The seminar offered the opportunity to present the trail as a destination to over 250 tour operators/travel agents. Additionally, both Woertz and Marks staffed booths during a five hour travel show where over 200 diverse state, community, and attraction brochures were distributed.

HENLEY ELECTED TO INTERNATIONAL BOARD

Vicky Henley, manager of the Kansas Film Commission, was elected to the Association of Film Commissioners International (AFCI) board of directors at their annual conference this last September.

About 150 film commissioners from all over the globe attended the conference, called Cineposium, this year held on board the Queen Mary in Long Beach, California. Doreen Seely and Vicky Henley represented Kansas.

KANSAS IS SUBJECT OF CABLE TV SHOW

Kansas and the Santa Fe Trail will be the sole topic of an upcoming episode of *Gallagher's Travels*, a half-hour cable television show originating in Washington, D.C. The program is also seen in Minneapolis, Baltimore and other east coast markets by approximately one million viewers.

Show host Mary Gallagher and producer Carl Price spent six days in Kansas in early November, traveling the Santa Fe Trail and visiting several off-trail communities. Their itinerary included 43 stops at different Kansas lodging facilities, restaurants and attractions.

Gallagher had never been to Kansas and was impressed by what she saw.

"There's so much history here," she said, "and the hospitality we've received from everyone has been outstanding."

She said that she had enough material to perhaps do two half-hour shows about Kansas, but had not made a final decision about doing a second show. The Kansas episode of *Gallagher's Travels* is scheduled to air sometime after the first of the year.

Kansas Tourism Stronger Than Ever (cont. from page 1)

Farms in Big Springs and the Overland Wagon Trip in the Flint Hills."

These trends, coupled with the high number of inquiries (41%) that turn into visits to the Sunflower State spell good things for Kansas' tourism outlook.

"Because our promotional efforts are so effective and cost efficient, and with these new travel trends emerging, I believe Kansas will enjoy an impressive increase in the number of people visiting the state," Kruse says.

Here's what visitors to Kansas are saying:

"We thoroughly enjoyed ourselves and just wished we had more time to spend in your wonderful state." — **Moyok, NC**

"To the people of Kansas, you have the friendliest and most interesting state I have ever been in. Whatever you are doing, keep it up. Job well done." — **Iva, SC**

"Keep up the very excellent work - it may just rub off on other states in the region." — **Wroy, CO**

SUMMARY OF THE MOST CRITICAL RECOMMENDATIONS SELECTED BY THE DELEGATES TO THE WHITE HOUSE CONFERENCE ON TRAVEL AND TOURISM

The most critical recommendations are in italics.

Goal One - Demonstrate the economic power of the Travel and Tourism Industry.

Objective One - Articulate the economic significance of the industry to economic, social and political segments that will result in greater awareness of travel and tourism as a generator of quality jobs, tax revenues for federal, state and local governments, and the number one service export in our national economy.

Beginning in 1996, state travel offices and local convention and visitors bureaus should work together to expand their communications with constituent populations on the significance of the travel and tourism industry to national and local economies.

Objective Two - Develop a reliable economic analysis of the $417 billion-a-year travel and tourism industry by adopting uniform public and private sector data collection and reporting methods and better representation of the industry in government accounting systems.

By December 1998, the US Department of Commerce should accurately account for the expansion of travel and tourism-related businesses in the new North American Standard Industrial Classification System as a revision to the Standard Industrial Classification (SIC).

Objective Three - Increase awareness of travel and tourism's contribution to job creation and enhance career and employment opportunities and worker skills through improved public and private sector coordination of educational training initiatives.

By the year 2000, the Travel Industry Association of America (TIA) should convene a consortium of industry, government, and school system leaders and consult with the National Employer Leadership Council and National School to Work office to develop a specific strategic plan for curricula and development of tourism-related programs including K-12, apprenticeships, retraining, and higher education in 1,000 schools.

Goal Two - Ensure an American travel experience that is second to none.

Objective Four - Preserve our natural, historic and cultural resources for future generations and expand urban and rural economic development opportunities through a national strategy for fostering environmental and cultural travel and tourism.

By January 1998, the National Council of State Travel Directors should convene a series of Regional Natural and Cultural Tourism Summits to identify conservation and management strategies to meet the unique needs of each region of the country.

Objective Five - Mobilize the industry to respond to concerns about traveler safety and security, through community partnerships and disaster preparedness programs.

By January 1997, TIA, working with key associations of the industry, should consult with the telecommunications industry on extending toll-free multilingual visitor information services to include emergency assistance to all parts of the country.

Objective Six - Increase use of new and emerging technologies that will enhance the visitor experience and dramatically change the way the travel and tourism industry does business.

Beginning in January 1996, federal inspection agencies should leverage technology to enhance facilitation of travel to and within the U.S.

Objective Seven - Ensure appropriate funding for the U.S. transportation and national resource tourism infrastructure needed to keep pace with increasing demand and changing travel patterns.

By September 1996, Congress should adequately fund current and future transportation needs through the use of the transportation trust funds.

Goal Three - Promote and facilitate travel to the U.S. as the international destination of choice.

Objective Eight - Improve visitors' experiences with gaining access to and arriving in the United States by reducing barriers to entry, continuing and expanding the Visa Waiver Pilot Program, and improving customer services at international ports of entry.

By September 30, 1996, Congress should enact legislation to make the Visa Pilot Program permanent.

Objective Nine - Create Visit USA, Inc., a private-sector managed, federal sanctioned entity to promote the United States as the premier destination in the world, stemming the tide against fragmented industry efforts and lost global market shares.

By September 1996, Congress should enact legislation to create a structural framework and funding strategy for a new national tourism office. This organization should be chartered by the federal government but managed by the private sector. Its purpose should be to improve U.S. competitiveness in international markets through the promotion of travel to and within the United States.

Goal Four - Create a structural framework to implement this national tourism strategy

Form a public/private partnership that will drive the efforts of the industry, Congress, federal agencies involved in tourism development, and state and municipal travel and tourism organizations to achieve the collective goals of the travel and tourism industry established by the White House Conference on Travel and Tourism.

Santa Fe Trail Leads

The following names are leads from Pow Wow Europe, or have participated in a Santa Fe Trail Fam tour, or have recently requested Santa Fe Trail information from the division. They might also benefit from specific community information off the trail.

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TOURISM MARKETING ACTIVITIES & RESULTS
SEPTEMBER 1995

TRAVEL WRITERS MARKETING	Month	YTD
Articles Published on Kansas	20	753
Dollar Value	$133,153	$712,776
Articles Directly Assisted by Division	4	76
Dollar Value	$36,406	$276,375
Press Information Mailed Out	15	331
Journalists Visiting Kansas	0	8
Assistance Provided to Journalists	10	105
Sales Calls Division Initiated	4	36

GROUP TOUR MARKETING	Month	YTD
Operators Adding Stops in Kansas	0	0
Dollar Value (estimated)		
Group Tour Operators Visiting Kansas	0	43
Group Tour Information Mailed Out	9	477
Direct Mail Campaign	0	500
Mailings	0	78
Information Requests from Operators		
From Tour Planner Form	0	55
From Direct Mail Campaign	0	15
Sales Calls Division Initiated	0	20

FILM PRODUCTION MARKETING	Month	YTD
Projects Filmed in Kansas	2	18
# of Days on Location in Kansas	7	48.5
Film Producers Visiting Kansas	2	16
Requests from Producers		
For Location Assistance	41	275
For Production Guide	32	1,173
For Photographs	8	92
State-wide Searches for Locations	1	9
File Photos Sent	35	340
Sales Calls Division Initiated	9	37
Camera-Ready Seminars/Speeches	0	14

TOURISM HIGHWAY SIGNAGE	Month	YTD
Signage Applications Received	1	11
Signage Applications Approved	-	4
Tourism Signs Installed by KDOT	0	0

ADVERTISING CAMPAIGN: INFORMATION REQUESTS	Month	YTD
800 Number	2,639	38,040
State Office	1,884	21,391
Reader Response Cards	2,212	39,012
Total Information Requests	**6,735**	**98,443**
Request Origination by % of Total		
Out-of-state	87%	
Kansas	10%	
International	3%	

KANSAS SECRETS TRAVEL INCENTIVE	Month	YTD
Number of Traveling Parties	623	3,539
Average Expenditure Per Party	$138	$149
Total Travel Expenditures	$85,974	$527,311
% of Parties Adding Time in KS	55%	63%
% of Parties Indicating Improved Image	84%	83%
% of Parties Rating Travel Guide 8-10 (on a scale of 1-10)	66%	72%
Participant Origination by % of Total		
Out-of-state	94%	
Kansas	6%	
International	0%	

INTERSTATE MARKETING: INFORMATION CENTERS	Month	YTD
Total Visitors Signing Registers	42,633	346,497
% Change from Last Year	5%	5%
Total Person-Days Traveling in KS	96,091	794,535
Dollar Value of Travels	$4.45mil	$32.5 mil
(based on $70/person-day)		
Visitor Origination By % of Total		
Out-of-state	86%	
Kansas	12%	
International	2%	

KANSAS! MAGAZINE	
Total Subscribers	40,660
% Change from Last Month	4.94%
KANSAS TOO! Subscribers	3,071
% Change from Last Month	.02%
Outlets Selling Magazine/Calendar	75
% Change from Last Month	11.5%

STATE HOSTS FIRST FILM FAM TRIP!

The Kansas Film Commission staff are still flying high from the results of their first ever familiarization (fam) trip of Kansas for film production executives last October 12-15.

"Our goal was to raise the visibility of Kansas as a film location site within the film industry," said Vicky Henley, manager of the film commission. "We made new contacts and friends with key film industry personnel and we were able to dispel the visual stereotype some have with Kansas."

Film executives from Los Angeles included: from Metro Goldwyn Mayer (MGM), Senior VP of Production, Mel Swope and Director of Production, Robert Curran; from the Walt Disney Company Locations Department, Laura Rohrer; producer Debbie Hemela from MDM Entertainment and freelance location manager Laura Matteson whose recent production credit includes *BATMAN III*. All were escorted around the state by Henley, Mary McCaffrey, and Doreen Seely.

After his return to Los Angeles Mel Swope from MGM wrote: "Thank you for the fastest, busiest fam trip of my career....you are on your way to building one of the top film commissions in the USA."

The trip started in Topeka with a small reception at the Governor's Mansion. Highlights of the trip included the Flint Hills Skyline Drive, Manhattan, Russell, the Smoky Hills, Hays, Dodge City, Hutchinson, Wichita, Fort Scott, Lawrence and Overland Park.

Community representatives' comments on the fam trip included:

"We have seen time and again that first-hand experience and meeting the people of Kansas can show us off better than any other form of promotion." — Judy Billings, Lawrence CVB

"The fam trip was extremely worthwhile...this kind of personal, first-hand exposure is an asset." — Ken Breidenbach, Overland Park CVB

"This seems a very efficient method, both in cost and time, for showcasing the wide variety of film locations available in our state." — Gene Countryman, Wichita CVB

Fam participants at KCSC Spaceworks in Hutchinson

"For us it was another step in learning what interests and attracts the producers." — Mary Lynn Stevenson, Fort Scott Chamber of Commerce

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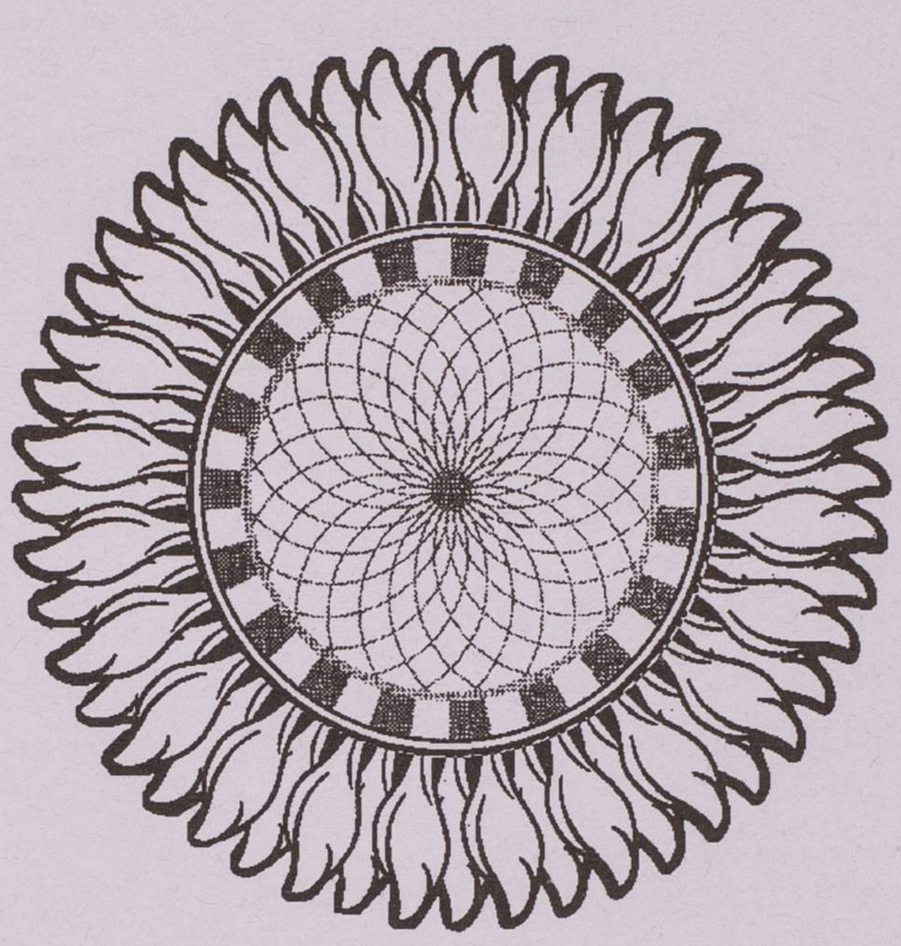

KANSAS TRAVEL STATISTICS AND TOURISM & FILM MARKETING RESULTS

September 1995

Travel & Tourism Development Division
Kansas Department of Commerce & Housing

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Overview

Kansas Tourism Statistics

Economic Impact of Domestic and International Travel on Kansas

- Direct travel expenditures, including both domestic and international travel, in Kansas in 1993 totaled $2.52 billion.
- Almost $433 million in payroll income or earnings was directly generated by traveler spending.
- Over 39 thousand jobs were created from traveler spending within Kansas in 1993.
- Travel expenditures generated more than $112 million in state revenue during 1993.
- Local tax generated through direct travel spending totaled $33 million during 1993.

Volume

- The volume of business and leisure person-trips to Kansas was estimated at 25.7 million in 1994, an increase of 6 percent from 1993.
- U.S. residents took 18.5 million pleasure person-trips in Kansas in 1994.
- The volume of person-days (business and leisure) to Kansas was estimated at 50.5 million in 1994, an increase of 3 percent from 1993.

Multiplier Impact of Travel Spending

- The average travel dollar generated an additional 44 cents in secondary sales. In addition, each dollar of expenditures generated 43 cents in the Kansas economy. Furthermore, every $1 million of travel expenditures produced 31 jobs in the area.

Economic Impact of the Group Tour Travelers in Kansas

- The economic impact of group tours in Kansas in 1994 was 21.4 million dollars.

Source: USTTA, U.S. Travel Data Center, DKS&A: Executive DIRECTIONS & NTA/IACVB Economic Impact Study

Overview

National Tourism Statistics

- Travel and tourism in the U.S. in 1994 generated an estimated $416 billion in expenditures.
- As in the past five years, travel and tourism in 1994 was once again the nation's leading export. It generated an estimated $74 billion in expenditures from 44 million international visitors while the 46 million Americans traveling abroad only spent an estimated $52 billion...creating a $22 billion surplus because international visitors spent more money here than Americans spent abroad.
- In 1994, travel and tourism is still the nation's third-largest retail industry, behind automotive dealers and food stores.
- In 1994, the travel industry is still the second-largest in terms of employment behind health services.
- In 1994, an estimated 6.2 million direct jobs were generated as the result of travel and tourism. In 1993, 6.1 million jobs were created as a result of travel and tourism which generated over $104 billion in payroll. The Travel Industry Association Foundation reports that travel and tourism provides more than 650,000 executive level positions.
- Travel and tourism is the first-, second-, or third-largest employer in 34 states.
- 1993 estimates show that travel and tourism generated $56 billion in tax revenue for federal, state, and local governments.
- States allocated $399 million to tourism promotion for fiscal year 1994-1995, up 7 percent.
- Americans took 1.13 billion person-trips (one person traveling 100 miles or more away from home) in 1994, up 7 percent from 1993.

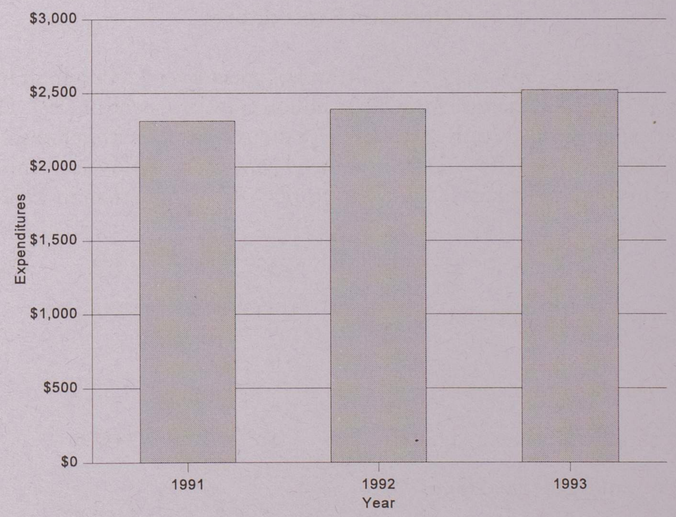
Source: Tourism Works For America Council, Washington, D.C.: The Tourism Works for America Report 1994 Annual Edition

Direct Impact of Travel on the Kansas Economy

Domestic and International Travelers

The following economic impact estimates represent expenditures by visitors traveling in Kansas on overnight trips or on day trips of 100 miles or more. These figures represent direct spending only, excluding any secondary or multiplier effects. During 1993, travelers spent 2,519 million dollars in Kansas, a 5 percent increase from 1992.

	Domestic ($mil)	International ($mil)	Total ($mil)	% Chg
1991	$2,258	$53	$2,311	
1992	$2,329	$62	$2,391	3.5%
1993	$2,454	$65	$2,519	5.3%



Source: USTTA & U.S. Travel Data Center

Breakdown of Traveler Spending

Domestic & International Expenditures

As the table below indicates, traveler spending generates receipts for a variety of businesses, income, and employment for many Kansans, and tax revenues for all levels of government.

	1993
Total travel expenditures ($mil)	$2,519
Jobs generated (thousands)	39
Payroll income generated ($mil)	$433
Tax revenue generated ($mil)	
State	$112
Local	$33

Domestic Expenditures

When comparing 1993 to 1992, U.S. travelers spent over $2.45 billion in Kansas during 1993, a 5.4% increase from $2.33 billion travelers spent in 1993. Domestic traveler expenditures directly generated 37.8 thousands jobs within Kansas in 1993, a 2.3% increase from 1992. Domestic travel-generated employees earned $418.5 million in wage and salary income during 1993, 4.8% more than in 1992.

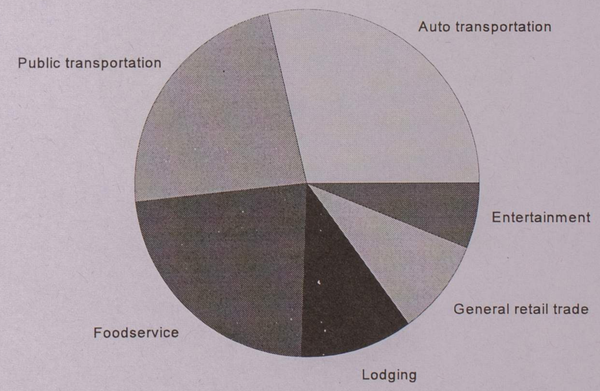
	1992	1993	% Chg
Domestic travel expenditures ($mil)	$2,329.0	$2,454.0	5.4%
Jobs generated (thousands)	36.9	37.8	2.3%
Payroll income generated ($mil)	$399.3	$418.5	4.8%
Tax revenue generated ($mil)			
State	$98.8	$109.2	10.6%
Local	$29.6	$32.1	8.8%

Source: U.S. Travel Data Center and USTTA

Direct Domestic Travel Expenditures in Kansas by Category

Travelers in Kansas spent the following amounts on the categories specified during their 1993 travel away from home overnight in paid accommodations, or on day-trips to places 100 miles or more away from home. Spending on auto transportation was the largest expenditure for travelers, totaling $703.9 million, 28.7 percent of the state total. Foodservice is spending in restaurants, fast food establishments and grocery stores by travelers.

Expenditure Category	Expenditures ($millions)	Percent of Total
Auto transportation	703.9	28.7
Public transportation	563.9	23.0
Foodservice	562.4	22.9
Lodging	261.3	10.6
General retail trade	214.8	8.8
Entertainment	148.0	6.0
TOTAL	2,454.4	100.0



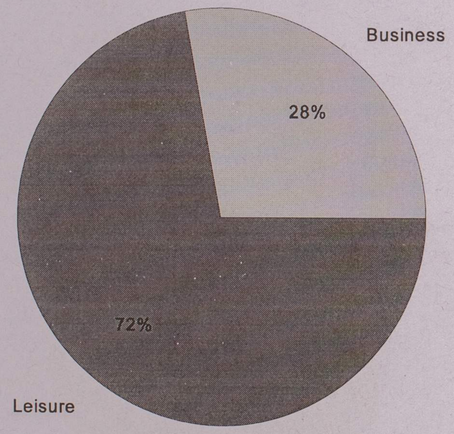
Source: U.S. Travel Data Center

Domestic Leisure & Business Travel

Leisure travel constitutes 72 percent of all domestic Kansas travel while 28 percent constitutes business travel. Leisure and business travel is defined as travel with at least one night away from home or a day-trip out of the local area (50+ miles one way) for both leisure or business purposes. Using this definition, U.S. residents took 25.7 million person- trips in Kansas in 1994, a 6 percent increase from 24.3 person-trips in 1993.

	1993	1994	% Chg
Leisure	18.6	18.5	-1.0%
Business	6.5	7.2	11.0%
Total	24.3	25.7	6.0%

1994 Person-Trips



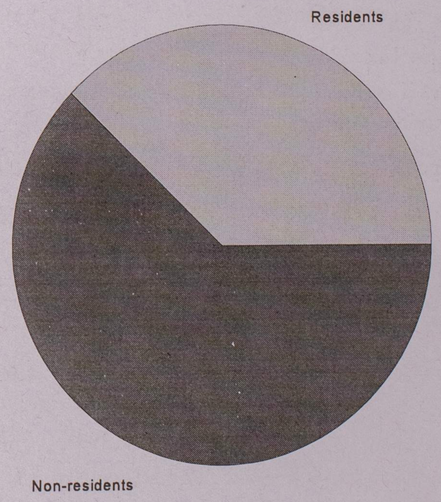
Source: DKS&A: Executive DIRECTIONS

Leisure Travel
Origin Markets

Person-Trips
Kansas and its seven surrounding states account for the vast majority (87%) of leisure travel to the state. In 1994, over half of all leisure travel was by residents (55%), a slight increase from 1993 (53%). Almost half of the person-trips to Kansas were non-residents (45%). Oklahoma (9%), contributed the largest share of leisure travel among non-residents. This was followed by Missouri (7%), Texas (6%), Nebraska (3%), Colorado (3%), and Arkansas and Iowa with 2% each.

Person-Days
Person-days differ from person-trips because it takes length of stay into account. For example, if two people travel to Topeka for five days, that is two person-trips but 10 person-days. When looking at person-days, residents accounted for 38% of person-days to Kansas, and non-residents accounted for 62%.

1994 Person-Days



Source: DKS&A: Executive DIRECTIONS

Trip Characteristics

Expenditures
Leisure travelers to Kansas spent $60 per person per day in 1994, an increase of three dollars compared to 1993, but below the average for U.S. leisure travelers ($78).

Party Composition
Over one-third (34%) of all leisure trips to Kansas were by families. This was followed by couples (27%) and adults traveling alone (28%).

Average Length of Stay/Visit
The average length of leisure visits to Kansas was 1.9 days. Day trips were responsible for over half (52%) of leisure travel to Kansas in 1994.

Source: DKS&A: Executive DIRECTIONS

Kansas Travel Indicators*

The following table presents statewide indicators for the Kansas travel industry:

	1993 (mil)	1994 (mil)	% Chg
Restaurant Sales Tax	$82.7	$94.5	6.6
Hotel/Motel Sales Tax	$15.8	$16.6	1.9
Amusement Sales Tax *(i.e., amusement parks, theatres, etc.)*	$3.4	$4.6	25.1
Hotel/Motel Occupancy	59.9%	61.6%	2.8
State Parks Visitation	4,119,093	4,294,242	4.3
Average daily traffic count for 82 major highways	264,132	277,686	5.1
Airport Passenger Boardings			
Kansas City	3,961,664	4,457,481	12.5
Topeka	10,719	7,906	-26.2
Wichita	637,399	582,530	-8.6

Source: State Sales Tax Collection - KS Dept. of Revenue, Smith Travel, Dept. of Transportation, Dept. of Wildlife & Parks, and KC, Wichita and Topeka Airports.

**Please note these figures include both visitors and non-visitors.*

Activities of the Kansas Travel & Tourism Division

Marketing and Media Efforts

The Kansas Travel & Tourism division promotes Kansas as a travel destination through national and international marketing and media efforts. In 1994, advertising Kansas as a destination generated 95,799 requests for travel information. In 1993, requests reached an all time high of 123,620 requests, with approximately 20% coming from the special promotion for the 150th anniversary of the Oregon Trail.

Year	Inquiries
1994	95,799
1993	123,620
1992	92,886

1994 Advertising Effectiveness Study

To assess the effectiveness of the 1994 advertising campaign, the Division conducted a market research study. The primary purpose of this study was to assess how effective the 1994 advertising campaign was in drawing potential visitors and their subsequent dollars to Kansas.

Below are the key findings from the study:

- Forty-one percent who responded to the 1994 advertising campaign traveled to Kansas in 1994, up from 35% in 1993 and 34% in 1992.
- Visitors spent more than 25.5 million dollars while they were in Kansas in 1994.
- Visitors made an average of 2.27 trips to Kansas.
- On average, visitors spent seven nights away from home, of which three nights were spent in Kansas.
- The main reason for their most recent trip to Kansas was vacation or pleasure (44%)
- Kansas was the primary destination for over half of the visitors (56%).

Source: Kansas Travel & Tourism Development Division

1994 Advertising Effectiveness Study Cont.

- The top five activities among visitors include visiting a historic site (50%), shopping (44%), visiting museums (32%), shopping at outlet malls (25%), and shopping for antiques (18%).
- Sixty-eight percent of the inquirers who responded to the 1994 advertising campaign received their Kansas travel packets earlier than expected. And another 27 percent said about when they expected.

Kansas Secrets Program

Kansas Travel and Tourism Division implemented an incentive program, Kansas Secrets in 1992. The Kansas Secrets program rewards travelers with a Coleman cooler for visiting a Kansas attraction, staying in a participating Kansas lodging or eating at a participating Kansas restaurant. In 1994, 7,221 visitors participated in the program.

Below is a profile of the visitors who participated in the program in 1994:

- Eighty-two percent of the visitors rated the Kansas Travel Guide Book excellent.
- Over two-thirds (67%) of the visitors said the ads in the Kansas Travel Guide Book were very useful in planning their trip to Kansas.
- Eighty-two percent of visitors stated their overall impression of Kansas improved as a result of participating in the Kansas Secrets Program.
- Visitors on average spent three nights in Kansas.
- Seventy percent of the visitors who participated in the program were from the following 10 states:

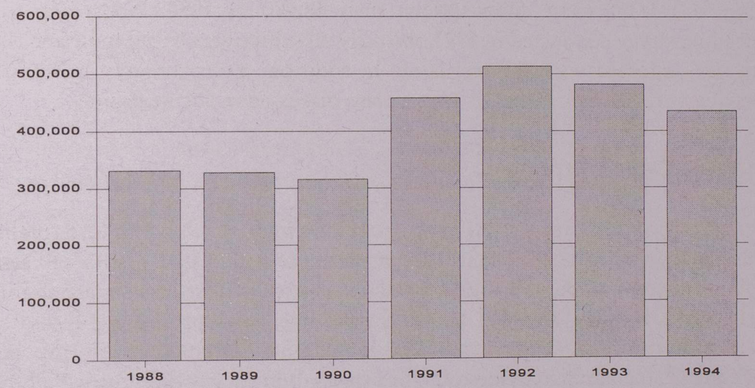
1.	Missouri	15%	6.	California	5%
2.	Colorado	12%	7.	Kansas	5%
3.	Texas	8%	8.	Ohio	5%
4.	Oklahoma	8%	9.	Florida	3%
5.	Illinois	6%	10.	Indiana	3%

Source: Kansas Travel & Tourism Development Division

Travel Information Centers

During 1994, 435,891 visitors stopped at one of the three interstate Travel Information Centers (TICs). As indicated in the chart below, in 1994 the total number of visitors decreased by 10% from 1993.

Year	Total Number of Visitors	% Chg
1994	435,017	-9.7
1993	481,891	-6.2
1992	513,557	12.1
1991	458,323	45.1
1990	315,822	-3.6
1989	327,717	-1.0
1988	331,179	



Kansas and nine other states accounted for 66% of visitors who stopped at one of the three interstate Travel Information Centers.

1.	Kansas	12.4%	6.	Illinois	3.6%
2.	Colorado	10.4%	7.	California	3.0%
3.	Missouri	10.1%	8.	Ohio	2.6%
4.	Oklahoma	9.8%	9.	Iowa	2.3%
5.	Texas	9.7%	10.	Indiana	2.3%

Source: Kansas Travel & Tourism Development Division

The Group Tour Industry

In 1994, the direct impact generated by multi-group tours in Kansas was 21.4 million dollars.

	1993 ($mil)	1994 ($mil)
Spent by tour operators	20.0	11.5
Spent by passengers	15.8	9.9
Total Expenditures	**35.8**	**21.4**

KANSAS! Magazine

The number of subscriptions to the Kansas! Magazine reached 50,051 in 1994, which was 3,071 more subscriptions than 46,980 in 1993. According to a readership survey conducted in 1993, virtually all subscribers (93%) indicated they were very satisfied with the magazine. In addition, approximately half of the subscribers stated they attend or visit a place discussed in the magazine.

Tourism Development

The Attraction Development Grant program awarded twelve grants totaling $340,000 to eleven different counties throughout the state. These grants will assist communities to develop new tourist attractions or to enhance existing attractions. Marketing grants are awarded to not-for-profit entities promoting Kansas to out-of-state travelers. Typical projects include ad placements, creating new brochures, doing familiarization tours or other group tour promotions. Eighteen grants totaling $39,267 were awarded in FY95 to communities in twenty counties throughout the state.

Kansas Film Commission

Nearly 3 million production dollars were spent directly in Kansas in Fiscal Year 1994, which was significantly lower than the 10 million dollars spent in FY93, This decrease in 1994 was due to the low Canadian exchange rate. The film commission assisted 37 film projects for on location filming in FY94, which was slightly higher than 34 film projects in FY93.

Source: NTA/IACVB Economic Impact Study and Kansas Travel and Tourism Development Division.

1994 Top 25 Attractions By Attendance In Kansas
-Total Visitors-

	ATTRACTIONS	CITY	TOTAL VISITORS
1	The Woodlands	Kansas City	1,200,816
2	Wichita Greyhound Park	Wichita	497,000
3	Sedgwick County Zoo	Wichita	460,596
4	Kansas Cosmosphere & Space Center	Hutchinson	344,697
5	Lee Richardson Zoo	Garden City	253,961
6	Topeka Zoological Park	Topeka	233,815
7	Deanna Rose Children's Farmstead	Overland Park	232,961
8	New Theatre Restaurant	Overland Park	227,143
9	Cultural Education Center of JCCC	Overland Park	210,000
10	Heartland Park	Topeka	204,000
11	Old Shawnee Town	Shawnee	150,000
12	Kansas Museum of History	Topeka	149,834
13	81 Speedway	Wichita	138,000
14	Boot Hill Museum/Santa Fe Trail Site	Dodge City	123,821
15	Dyche Museum of Natural History- KU	Lawrence	120,000
16	Botanica, the Wichita Gardens	Wichita	107,844
17	Eisenhower Center	Abilene	101,151
18	Fort Leavenworth	Leavenworth	100,000
19	Old Cowtown	Wichita	95,305
20	Sunset Zoological Park	Manhattan	92,298
21	Hutchinson Zoo	Hutchinson	73,788
22	Fort Scott National Historic Site	Ft. Scott	73,050
23	Wonderscope Children's Museum	Shawnee	70,000
24	NCAA Visitors Center	Overland Park	63,300
25	Spencer Museum of Art	Lawrence	62,281

**Source: Based on figures obtained from each attraction.*

Please note attendance figures include both local residents and visitors (Kansas' residents or out-of-state visitors). As a result, in some instances, figures are impacted by repeat local traffic.

SOURCES OF DATA

This appendix presents the sources of data used in this report. Only the most current year is presented.

1994 Advertising Effectiveness Study
During 1994 the Kansas Travel and Tourism Division implemented an advertising campaign, as it has in previous years, to inform people in Kansas' travel markets about the state's attractions, facilities, and events and to influence them to visit the state. Major components of this campaign were selected for evaluation. Study results are reported in terms of economic analysis, travel characteristics, travel packet, and visitor profile. This study was conducted by Nicholson-Reid Research Group, Lenexa, Kansas.

Economic Impact of Travel on Kansas, Its Counties & Tourism Regions 1993
This report contains the economic impact of traveler expenditures on Kansas and its 105 counties and six regions. Kansas Travel & Tourism Division commissioned U.S. Travel Data Center, Washington D.C. to conduct this study.

1994 Kansas Travel Overview
This reports contains 1994 volume and market share, for both business and leisure travel, for Kansas and the surrounding states. A demographic profile and trip characteristics for both business and leisure travel and the top origin markets to Kansas are included in the study. This study was conducted by D.K. Shifflet & Associates, McLean, Virginia.

1994 Economic Impact Study of Leisure Travelers and Group Tour Takers
This study examines the economic impact of the tour traveler market on Kansas and on the United States. In addition, this study contains an analysis of expenditures by leisure travelers and group tour travelers in Kansas. This study was conducted by Davidson-Peterson Associates, Inc., York, Maine.

1994 Kansas Secrets Market Research Study
This study presents the findings to the questionnaire that was included on the validation form. Study results are reported in terms of economic analysis, visitor profile, and Kansas Travel Guide Book. This report was conducted by Nicholson-Reid Research Group, Lenexa, Kansas.

The above reports are available from the Division for the cost of $5.00 for each report.

Kansas Department of Commerce & Housing
Travel & Tourism Development Division
Kansas Travel Information Center
I-35 Kansas Turnpike, Milepost 2
PO Box 228
South Haven KS 67140

WICHITA KS 672
PM
29 NOV
1995

The Nicodemus Historical Society
P.O. Box 139
Bogue, Ks. 67625

Mailed 3/19/96 SV

Kansas Department of Commerce & Housing
Travel & Tourism Development Division
Kansas Travel Information Center
I-35 Kansas Turnpike, Milepost 2
PO Box 228
South Haven KS 67140 Phone: (316) 892-5283

Your brochures help us fill mail requests or display travel and tourism information about Kansas. We have distributed all of the below listed brochures. Would you help us restock by sending 200 brochures to the above address? Storage space is limited, so please send no more than requested.

The Nicodemus Historical Society

THANK YOU VERY MUCH.
If your brochure is no longer available, please let us know, and we will remove it from our brochure inventory file.

The Nicodemus Historical Society
P.O. Box 139
Bogue, KS 67625

Mailed
3/15/96

KANSAS TRAVEL INFORMATION CENTER
Route HCR 3 PO Box 618
Goodland KS 67735 Phone: (913) 899-6695

Your brochures help us fill mail requests or display travel and tourism information about Kansas. We have distributed all of the below listed brochures. Would you help us restock by sending 500 brochures to the above address? Storage space is limited, so please send no more than requested.

THE NICODEMUS HISTORICAL SOCIETY

THANK YOU VERY MUCH!

If your brochure is no longer available, please let us know, and we will remove it from our brochure inventory file.

VINE ARTS

Yr. 95-96, No. 2

Exchanging Arts and Cultural Resources for Kansas Communities

December, 1995

Grassroots Grants Available

The Grassroots category of Kansas Arts Commission (KAC) grants contains opportunities for many Kansas communities. Understanding the various subcategories - who's eligible, when and how to apply - can lead to getting support for local arts programming. (Grassroots grants are just one of the KAC grants categories; the others are not being addressed in this article).

Three groups can access most Grassroots grants:

- Rural (population - under 20,000 FY96; under 25,000 FY97),
- Multi-cultural or cultural specific,
- Community service agencies targeting specific social groups.

The Grassroots category is not intended for use by those already receiving a Major Grant in the same year (exception - Rural Cultural Opportunities FY97).

There are still Grassroots funds available for use this fiscal year (FY96 ends June 30, 1996). Additionally, it's not too early to start planning for use of next year's Grassroots funds (FY97 is 7/1/96-6/30/97). To get a picture of the different Grassroots possibilities, refer to the chart on page 3.

***NOW* is the time to apply** for funding to do a **Grassroots Activity** or use **Consultant/Technical Assistance** this coming winter, spring and early summer. These applications must be submitted at least six weeks ahead of the beginning use of funds; funds must be used by June 30, 1996. May 1, 1996 will be the last date an FY96 grant application can be submitted. If something is planned to span the two fiscal years, applications for the two parts (one for what will occur in each of the two years) are a possibility.

The KAC Grants Guidelines **FY97** are now available. There are three subcategories under Grassroots next year.

1. **Grassroots Cultural Activity FY97** is similar to the Grassroots Activity FY96.
2. **Grassroots Leadership Exchange FY97** could be described as a refinement of the Consultant/Technical Assistance subcategory offered this year; experienced personnel and arts agencies across the state have undergone training in preparation for serving as consultants to applicants in this subcategory in FY97.
3. **Grassroots Rural Cultural Opportunity Grants** are new FY97, and somewhat specific in eligibility, etc. (See more about Rural Opportunity Grants on page 2.) It is important to start NOW to consider this particular grant (Rural Cultural Opportunity) since the *application deadline is May 1, **1996***. A workshop on writing this grant will be held Feb. 17, 1996, in Salina.

Applications for both 1) Cultural Activity FY97 and 2) Leadership Exchange FY97 must be submitted at least six weeks ahead of use; they may be submitted earlier, but no funds will be awarded or made available until after July 1, 1996.

Assistance in preparing any KAC Grassroots Grant as well as clarification about how the program works is available from both ACAAK and KAC staff. Call either office with questions and requests: KAC - Phil Jones for rural and community service questions or Conchita Reyes for multi-cultural groups - phone (913) 296-3335/fax (913) 296-4989; ACAAK - Sharon Tally or Ellen Morgan - phone (913) 825-2700/fax (913) 823-1992. TTY via Kansas Relay Service: 1-800-766-3777.

Take advantage of Grassroots opportunities to further the arts in your community!