



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, Director
Travel & Tourism Development Division