

MINUTES OF THE HOUSE ECONOMIC DEVELOPMENT AND TOURISM COMMITTEE

The meeting was called to order by Chairman Lana Gordon at 3:30 p.m. on February 11, 2009, in Room 711 of the Docking State Office Building.

All members were present except:

Representative Ron Worley- excused

Committee staff present:

Jason Long, Office of the Revisor of Statutes
Doug Taylor, Office of the Revisor of Statutes
Reed Holwegner, Kansas Legislative Research Department
Ann Deitcher, Committee Assistant

Conferees appearing before the committee:

Mike Hayden, Secretary, Ks Department of Wildlife & Parks
Becky Blake, Director of Travel & Tourism, Ks Department of Commerce
Peter Jasso, Manager, Kansas Film Commission

The Chair introduced Secretary Mike Hayden who spoke to the Committee regarding the state parks and the income pointing out that there were no general funds in Wildlife and Parks. (Attachment 1).

Saying that most of the money came from the rental of cabins, the Secretary said that at this time there were 67 constructed and in use. Built by inmates at the 3 state prisons, the income goes mostly to the cost of building more cabins.

Speaking then of hunters coming from out-of-state, Secretary Hayden said that they came from states that while they might offer the same wildlife for hunting, Kansas offered other opportunities. He gave an example of deer hunters coming from other states, saying that while they had one million deer hunters in Pennsylvania, those hunters preferred Kansas because of the open spaces.

According to the 2006 National Survey of Fishing, Hunting and Wildlife Associated Recreation prepared by the U.S. Fish and Wildlife Service, the total economic impact to the state, of non-resident (N/R) hunting and fishing in 2006 was \$123,442,000.

Questions and answers followed.

Next on the agenda was Becky Blake who addressed the Committee regarding a Travel and Tourism Division update on their initiatives and accomplishments. (Attachment 2).

Ms. Blake said that following the success of the 2007 ad campaign, television ads were once again utilized in 2008. Their television campaign was expanded to eight out-of-state drive markets with an increased reach of 4.3 million households over 2007. She said they also added an in-state schedule and eight communities supported the TV campaign by contributing 20,000 each in 2008.

Saying that the success of the program was significant, she pointed out that research conducted by Strategic Marketing and Research, Inc. Concluded Kansas received \$68 return on each \$1 invested in the campaign. For 2009, they are moving beyond the traditional marketplace into Minneapolis and St. Louis with a brand message and they'll continue with a cable and spot television buy in 7 markets in surrounding states. They have added one additional community partner which brings the sponsorship to \$180,000.

Questions and answers followed.

CONTINUATION SHEET

Minutes of the House Economic Development And Tourism Committee at 3:30 p.m. on February 11, 2009, in Room 711 of the Docking State Office Building.

Peter Jasso explained to the Committee that the Kansas Film Commission was a program in the Department of Commerce's Business Development Division created to encourage and service film and video production in the state of Kansas. The Commission budget currently provides for one full time employee with an operational budget of \$48,314. The Commission also includes a gubernatorially appointed advisory board. (Attachment 3).

Mr. Jasso said that over the past year, the Commission provided assistance to several productions including independent features, cable TV shows, commercials, documentaries and shorts. During FY 08, film production dollars spent in the state totaled an estimated \$25 million. He told the Committee that since 1985, a total of \$352,033,707 in production dollars has spent in Kansas.

Questions and answers followed.

The meeting was adjourned at 4:50 p.m. The next meeting is scheduled for Monday, February 16, 2009.