

Annual Overview and Future Vision

VISIT Ark City

May 11, 2021

Prepared by Pam Crain

This is an account of the events and projects carried out by VISIT Ark City made possible through the collection of local transient guest taxes. We respectfully request the amount of \$90,000 for 2022 to continue with these projects and add new visions.

Much of what is done by the VISIT Ark City is working with or assisting the City of Arkansas City, businesses, festivals and nonprofits. This is achieved by building relationships and partnerships that will strengthen our community. The following is a list of such projects:

Working with the City of Arkansas City

Partnership to produce promotional videos
150th Celebration – Planning, Promotion and Execution of 5 day celebration
Hosting/Planning events for City Manager
Provide street banners for Summit and 5th Ave. to promote events
Appreciation Dinner for the Sanitation/Parks Employees
Appreciation Dinner for the Police and Fire Departments
Raise and manage the funding of the City Fireworks Display

Working with local businesses and non-profits

Chamber of Commerce – Christmas in the City
Cowley College – Back to School Party for students
Chestnut Venue –Bridal Fair Sponsor Junkin at the Barn
Ark City Community Band – sponsor of one concert
Creekstone Farms – assist with Chef Tours
Etzanoa Project
 Solicit Motor Coach Tours – plan and escort
 Boy Scout archeological dig for badge support
 Kayak Trip on Walnut River for volunteers
 Provide meals for dig participants for month of June
Ark City Recreation – Provide dining/shopping information and water bottles at tournaments

Working with Festivals and Events

Arkalalah – assist with ticket sales, phone calls and promotion of festival
Last Run Car Show – plan and fund Ladies Day Event, provide shuttle to downtown, host the Ladies Tea
Cowley Spring and Fall Outdoor Market – assist in organizing event and provide breakfast to vendors
Ark City Farm and Art Market – fund the addition of live music to the market each week
Toy Train Show – coordinate show with Wichita Train Club and provide welcome meal
Tacolalah – co-host event with City of Ark City
Host Oklahoma FreeWheel
Provide greenroom meals/refreshments for Burford performers

Working with Regional and State-wide Associations

Member of Cowley County Tourism Alliance
 Barn Quilt Project and Stone Bridge Tours
Member of the Flint Hills Tourism Alliance
Member of South Central Kansas Tourism Region
 Host a meeting in Arkansas City
 Represent Arkansas City at State Fair Booth
Member of Tour Kansas
 Set up at trade shows for motor coach operators
Member of Travel Industry of Kansas
 Attend Day on the Hill event in Topeka
 Attend State TIAK Conference

Ongoing projects

Welcome packets for visitors
Informational packets for potential visitors
Assistance with phone and in-person inquiries
Way to Represent Award
Sudden Opportunity Grants and Annual Grants
Community Showcase on I-35 (2 times a year)
Prominent and regularly updated Facebook page
Recruit, host and coordinate motor coach tours
Pay for listings in the State of Kansas travel guide for tourism businesses
Pay for listings in the South-Central Kansas travel guide for tourism businesses
Welcome Baskets for performing talent and prospective professionals.

Goals for 2022

Continue to actively solicit group tours for the Etzanoa Project
Increase our online presence through the State of Kansas website and new VISIT Ark City website
Continue our current program of works

I strongly believe in the mission statement of VISIT Ark City which is “To promote our community and provide a memorable visitor experience”. It is an honor to be able to serve my community as the director of VISIT Ark City.

Respectfully submitted,

Pam Crain, VISIT Ark City Director