

# COMMUNITY TRAVEL INFORMATION CENTER

PROGRAM GUIDELINES AND APPLICATION



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Kansas Travel Information Centers (TICs) offer an opportunity for the visitor to become acquainted with the destination experiences within the state. Travelers stopping at our travel information centers will often increase their stay in the state by one day and increase their spending by an average \$150 per vehicle.

The Kansas Division of Tourism recognizes the need for Community Travel Information Centers (C-TIC) at visitor accessible locations throughout the state. The Division believes that a partnership between the Division and Kansas communities will increase the number of C-TICs, assist the tourist in identifying the location of the C-TICs and provide increased access to materials and information on Kansas destinations and experiences.

**What can the Division of Tourism provide to the C-TIC?**

The Division of Tourism can provide marketing opportunities for the C-TIC, identification as a state designated C-TIC in the state published guide, listed on the state tourism website, opportunities to exchange information and inquiries with other C-TICs and staff training.

**What can the community provide?**

The C-TIC can provide valuable services that expand the reach of the state’s TICs through a dedicated site facility and Kansas tourism knowledgeable staff.

**How will the program work?**

Following is a matrix to help determine which type of C-TIC you may qualify for. Additional criteria for all levels are outlined on the following pages. Once an application is submitted, the Division will review the application and do a site visit. Both the designated site and the Division will become partners in the C-TIC program fulfilling the obligations as outlined in this document.

	<b>Level I Regional</b>	<b>Level II Local</b>	<b>Level III Weather Protected Kiosk</b>
<b>Days Open</b>	5 days per week to include a Saturday or Sunday	4 days per week to include a Saturday or Sunday	Accessible 5 days per week to include a Saturday or Sunday
<b>Hours of Operation May 15<sup>th</sup> – Sept. 15<sup>th</sup>*</b>	6 hours per day	6 hours per day	Accessible 6 hours per day
<b>Hours of Operation Sept. 16<sup>th</sup> to May 14<sup>th</sup>*</b>	6 hours per day	6 hours per day	Accessible 6 hours per day
<b>Staffing</b>	One paid staff on site during business hours, may supplement with volunteers	Paid and/or volunteer staff	Unstaffed
<b>Parking</b>	On-site	On-site or within one block of facility	Walk up accessibility

\*The Division will consider alternate scheduling based on a community’s travel session.

## Level I (Regional)

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### What are Regional C-TICs?

Regional C-TICs promote regional tourism sites and services within the region where the C-TIC is located. Only one C-TIC shall be recognized as a state designated C-TIC. If more than one entity from a community applies, the Division shall request a letter from the Destination Marketing Organization (DMO) approving the applicant as the official C-TIC site for the community.

### Level I Criteria

- Shall be open a minimum of 6 hours a day, 5 days per week, which one day should be a Saturday or Sunday.
- Shall have one paid staff on site during business hours, which may be supplemented with volunteers. Staff should be trained and knowledgeable on the tourism industry. (Annual training opportunities may be supported by state tourism office.)
- Shall have adequate space available for parking on-site.
- Shall have adequate space to distribute regional tourism promotional printed materials with permanent brochure racks located in an area accessible to the public and visible upon entering the visitor center.
- Shall have the state guide and map available to visitors 24 hours a day, seven days a week. (This can be accomplished with informational racks placed outside of the center.)
- Shall have a “Travel Information Center” sign located adjacent to the street in front of the facility or hung on the front of the facility. (When located on the front of the facility, the sign shall be visible from the street.) When needed, trail blazing signs shall be provided to direct visitors from the highway to the C-TIC.
- Shall provide accessible restroom facilities, drinking water and public access to a telephone for emergency purposes.
- Shall comply with all applicable laws concerning the provision of public accommodations without regard to age, race, religion, color, sex, national origin, or accessibility by the physically handicapped.

**Upon Level I designation the C-TIC will agree to the following:**

- Shall, with assistance from the Division, participate in special tourism promotions that benefit the entire state.
- Shall, with assistance from the Division, recognize special events that benefit the tourism region.
- Shall work in cooperation with the local Destination Marketing Organization (DMO) and be recognized as an official C-TIC.
- Shall refrain from displaying any literature, product or materials that the Kansas Division of Tourism finds objectionable.
- Shall maintain a method (as defined by the Division) of collecting visitor data and report this information to the state monthly.
- Shall display a large (39" - 26") state map, provided by the Kansas Division Tourism.
- Shall display the Kansas C-TIC logo in a window or door visible to the visitor from outside of the information center facility. The Kansas Division Tourism will provide the logo decal.
- Shall promote a cooperative communication and sharing of inquiries and information with other Kansas designated C-TICs.
- Shall sell the *KANSAS!* Magazine if the C-TIC has a gift shop. Fifty percent of the retail product shall be Kansas made and represent the state favorably.

**Upon Level I designation, the division agrees to the following:**

- Shall list as a regional C-TIC in a state travel information brochure.
- Shall coordinate with the KDOT for official signage. (See page 9 for signage details.)
- Promote in other Division marketing materials when appropriate.
- Shall provide training, informational contacts and promotional ideas that deems useful.
- Shall designate on the state map, mention in the state travel guide
- Shall annually share C-TIC collected research data with the C-TICs.
- Shall designate as a C-TIC on the state travel guide map.
- Shall list the C-TIC on the official state tourism website, TravelKS.com.
- Shall provide a copy of any reports generated by C-TIC quality control programs such as a Secret Shopper Program, etc. with the C-TIC.
- Shall provide promotion materials for National Tourism Week.
- Shall perform annual visits to ensure compliance with the eligibility requirements. A site visit report shall be sent to the center after each annual visit. Failure by C-TIC to comply with the eligibility requirements will result in the removal C-TIC designation and highway signs.
- Due to budget restraints and policy changes within the Kansas Tourism it may be necessary to make changes to the above support.
- Upon annual review, if it is determined by the Division that a C-TIC no longer meets the above qualifications and cannot or will not come into compliance, the Division will no longer promote or support the C-TIC through the above listed activities.

## Level II (Local)

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### What are Local C-TICs?

Local C-TICs promote tourism sites and serves within the community where the C-TIC is located. Only one C-TIC shall be recognized as a state designated C-TIC. If more than one entity from a community applies, the Division shall request a letter from the Destination Marketing Organization (DMO) approving the applicant as the official C-TIC site for the community.

### Level II Criteria

- Shall be open a minimum of 6 hours a day, 4 days per week, which one day should be a Saturday or Sunday.
- Shall be staffed with paid and/or volunteers. Staff should be trained and knowledgeable on the tourism industry. (Annual training opportunities may be supported by state tourism office.)
- Shall have adequate space available for parking on-site or within one block of facility.
- Shall have permanent brochure racks located in an area accessible to the public and visible upon entering the visitor center.
- Shall have the state guide and map available to visitors 24 hours a day, seven days a week. (This can be accomplished with informational racks placed outside of the center.)
- Shall have a “Travel Information Center” sign located adjacent to the street in front of the facility or hung on the front of the facility. (When located on the front of the facility, the sign shall be visible from the street.) When needed, trail blazing signs shall be provided to direct visitors from the highway to the C-TIC.
- Shall provide accessible restroom facilities, drinking water and public access to a telephone for emergency purposes.
- Shall comply with all applicable laws concerning the provision of public accommodations without regard to age, race, religion, color, sex, national origin, or accessibility by the physically handicapped.

### Upon Level II designation the C-TIC will agree to the following:

- Shall work in cooperation with the local Destination Marketing Organization (DMO) and be recognized as an official C-TIC.
- Shall refrain from displaying any literature, product or materials that the Kansas Division of Tourism finds objectionable.

- Shall maintain a method (as defined by the Division) of collecting visitor data and report this information to the state monthly.
- Shall display a large (39" - 26") state map, provided by the Kansas Division of Tourism.
- Shall display the Kansas C-TIC logo in a window or door visible to the visitor from outside of the information center facility. The Kansas Division of Tourism will provide the logo decal.
- Shall promote a cooperative communication and sharing of inquiries and information with other Kansas designated C-TICs.
- Shall sell the *KANSAS!* Magazine if the C-TIC has a gift shop. Fifty percent of the retail product shall be Kansas made and represent the state favorably.

**Upon Level II designation, the division agrees to the following:**

- Shall provide training, informational contacts and promotional ideas useful in the operation of the C-TIC.
- Shall designate on the state map, mention in the state travel guide
- Shall annually share C-TIC collected research data with the C-TICs.
- Shall designate as a C-TIC on the state travel guide map.
- Shall list the C-TIC on the official state tourism website, TravelKS.com.
- Shall provide a copy of any reports generated by C-TIC quality control programs such as a Secret Shopper Program, etc. with the C-TIC.
- Shall provide promotion materials for National Tourism Week.
- Shall perform annual visits to ensure compliance with the eligibility requirements. A site visit report shall be sent to the center after each annual visit. Failure by C-TIC to comply with the eligibility requirements will result in the removal C-TIC designation and highway signs. Due to budget restraints and policy changes within the Kansas Tourism it may be necessary to make changes to the above support.
- Upon annual review, if it is determined by the Division that a C-TIC no longer meets the above qualifications and cannot or will not come into compliance, the Division will no longer promote or support the C-TIC through the above listed activities.

### Level III (Weather Protected Kiosk)

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#### What are Weather Protected Kiosk C-TICs?

Weather protected kiosks provide access to the state travel guide, state map, and other appropriate tourism promotional materials.

#### Level III Criteria

- Shall Display a state map.
- Shall stock state guides, state maps.
- Shall stock a limited number of community tourism printed promotional materials.
- Shall be community promoted and signed.
- Shall work in cooperation with the local Destination Marketing Organization (DMO), a local Convention & Visitors Bureau (CVB), local Chamber of Commerce or local government and be recognized as an official C-TIC by these groups.

#### Upon Level III designation, the division agrees to the following:

- Shall promote by indicating location of the Weather Protected Kiosk on the official travel guide map located within the guide.
- Shall share C-TIC collected research data information with the community that maintains the kiosk.
- Shall provide support through any C-TIC promotional activities that appropriately fit this designation.
- Due to budget restraints and policy changes within the Kansas Tourism it may be necessary to make changes to the above support.
- Upon annual review, if it is determined by the Division that a C-TIC no longer meets the above qualifications and cannot or will not come into compliance, the Division will no longer promote or support the C-TIC through the above listed activities.



## Other Information

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### Examples

#### **Eligible Sites**

- Stand Alone C-TIC Facility
- Tourism Attraction
- Historical Site
- Cultural Center
- Nature Center
- Chamber of Commerce
- Convention & Visitors Bureau
- Recreational Sites i.e. State Lake, State Park, Corp of Engineer Reservoir

#### **Non-Eligible Sites**

- Restaurants
- Convenience Stores
- Liquor Stores
- Gas Stations
- Truck Stops\*

\*Considerations will be given to facilities that have dedicated space and provide trained staff whose main function is to provide travel and tourism information to the visitor. Businesses must be able to meet the qualifications as outlined in this document.

### Signage for Level I

The application for signage is a two part approval process. The submitted application will be reviewed by the Division. Upon determining if the applicant meets all qualifications and the proposed C-TIC is able to provide the services as listed in this document, the request for signage will be sent to the Kansas Department of Transportation (KDOT). KDOT will do a sign feasibility review, considering sign location, appropriate sign size, and type of sign. Upon KDOT's recommendation signage will be approved and the Division will proceed with the approval of the C-TIC as a Level I designated C-TIC.

#### **Types of Highway Signage**

- Signage that contains the wording "Travel Information Center" are referred to as "Legend" signs and are used for a stand-alone facility or C-TICs that does not share an entrance with another business or attraction.
- The question mark "?" is used for a C-TIC that is located within another business or where a common door is shared by both the business/ tourism attraction and the C-TIC.
- KDOT will determine the size of the sign based on the type of highway and where the sign is located. KDOT will contact the community prior to erecting signage.

### **KDOT Requirements for Signage**

- KDOT will not erect highway signage until all trailblazing signs (where needed) have been put up within the C-TIC community. Trailblazing signs are informational signs designed to provide the traveling public with route guidance in following a trail to a particular tourism attraction or C-TIC after leaving a major highway or road.
- If a trailblazing sign is located on a highway maintained by KDOT, the city is required to obtain a permit from the local KDOT area office in order to install the signs. Contact your local KDOT district office.
- The cost to manufacture and erect trailblazing signs is the responsibility of the C-TIC community.
- Upon determination by the Division that the C-TIC no longer meets the qualifications as defined in this document, KDOT will be notified and the C-TIC highway signage will be removed.

## Kansas Community Travel Information Center Application

### Community Information

Community:	
Contact:	
Title:	
Mailing Address:	
City, State, Zip:	
Telephone:	
Fax:	
Email:	
Website:	
Site Location:	
Site Mailing Address:	

### Community Travel Information Center Information

1. Number of Days and days of the week open May 15<sup>th</sup> to September 15<sup>th</sup> :

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2. Number of days and days of the week open September 16<sup>th</sup> to May 14<sup>th</sup> :

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3. Number of paid (full and part time) staff on site during hours of operation and the number of hours they will be working per week:

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4. Number of volunteer staff on site during hours of operation and number of hours they will be working:

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5. Number of parking spaces for visitors:

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6. Please check where parking is available.

On-site or adjacent to the C-TIC

Within one walking block

7. Please provide a photo of the exterior C-TIC sign that identifies the facility as a C-TIC.

8. Are C-TIC highway signs currently in place that direct the tourist to exit the highway into your community?

a. Yes

b. No

If yes, please list the locations and include photos of the signs.

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9. If applying for Level I signage, please list the interstate or highways adjacent to the community that will need signage to direct visitor to exit for access to the C-TIC.

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10. Are trailblazing signs currently in place that direct the tourist to your C-TIC?

a. Yes

b. No

If yes, please list the locations and include photos of the signs.

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If no, please provide the graphic artwork for the trailblazing signs that will be erected.

11. Please attach a community map detailing the location of the C-TIC and of trailblazing signs that are presently in place or the location where future signs will be placed if needed.

12. Do you have a gift shop? If yes what percent of product sold is made in Kansas?

- a. Yes  \_\_\_\_\_ %
- b. No

13. Do you have restroom facilities, drinking water and public access to a telephone for emergency purposes?

- a. Yes
- b. No

14. If you presently do business as a C-TIC how do you obtain your visitation numbers?

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15. What tourism organizations, alliances, groups, etc. do you represent, work with, or are involved with?

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To the best of my knowledge and belief, the information in this application is true and correct, and the governing body of the Applicant Organization has duly authorized this document.

Signature \_\_\_\_\_

Title: \_\_\_\_\_ Date: \_\_\_\_\_

Return Completed Application To:

Kansas Tourism  
Mona Carver  
I-70 E. Milepost 7  
Goodland, KS 67735-0618  
[Mona.Carver@ks.gov](mailto:Mona.Carver@ks.gov)