



## Simply...Agritourism

Agritourism continues to show develop and grow in Kansas. In a survey completed in February 2009, more than 60 percent of responding agritourism businesses reported increased visitors and gross revenues in 2008. In addition, 73 percent of the respondents indicated they had been in business more than five years.

Agritourism is the crossroads where tourism and agriculture meet. It is also the newest category of membership in the Simply Kansas program. The Kansas Department of Commerce continues to see agritourism as a vital part of the rural economy and an industry with growth potential. This emphasizes the important partnership between Simply Kansas food producers and agritourism businesses. Each can benefit from the trend toward utilizing local products and services. Simply Kansas is one way businesses can promote that local selling point.

## Simply Kansas in Magazine Ads

In an effort to increase awareness of the Simply Kansas Program among key buying consumers, the Kansas Department of Commerce recently placed advertisements in several magazines in Kansas. Advertisements ran in the summer issues of the Lawrence, Topeka, Shawnee and Manhattan magazines, introducing readers to the Simply Kansas brand, Web site and companies.

The fall issues of the Manhattan and Shawnee magazines, released in late September and early October, highlighted agritourism; promoting fall, family and fun.

The next set of ads will highlight the gift-giving season and encourage consumers to visit the [SimplyKansas.com](http://SimplyKansas.com) site. These advertisements will be placed in the Topeka and Lawrence magazines and hit the stands in November and December.

Advertising is just one avenue being utilized to promote the program. Be sure to visit the Simply Kansas fan page on Facebook to see how consumers

are learning more about products and experiences available from Simply Kansas members, as well as menus and recipes.

## Did You Know?

**Travel Talk Newsletter**—The Travel and Tourism Division publishes a bi-weekly newsletter with information on upcoming Kansas tourism events, public relations opportunities, tourism research and grant programs for your business. Sign up at [www.travelks.com](http://www.travelks.com).

**Simply Kansas Receptions**—Simply Kansas products will be featured at the upcoming Downtown Symposium for Kansas Mainstreet Program communities.

**Point of Sale Materials**—Stickers, shelf-hangers and bags are available for purchase. Download the order form at [simplykansas.com](http://simplykansas.com) under the Member Benefits tab.

**Simply Kansas Calendar**—Members can place their events on the Simply Kansas calendar. This is one more way to promote activities and events. Periodically, the calendar is featured in the Simply Kansas fan page Facebook post.

## Navigating the Highway Signage Process

Highway signs can be an effective marketing tool, but first you need to understand the process of applying for and designing your sign. According to Dennis Miller, Beautification Administrator with the Kansas Department of Transportation (KDOT), there are a few things you should initially consider.

"For a legally conforming sign, the first consideration is zoning. Second is local approval, and third is spacing," Miller explains. "If we are looking at a rural business sign we need to consider size, location to turn off the highway and location of the business (business must not be visible from the highway)."

Consultants with the Kansas Small Business Development Center network (KSBDC) can help business owners with sign content and strategic placement in order to get the most for their advertising dollars.

"The content for signage placed in a slower speed zone or near a four-way stop, for instance, would be much different than it would be for signage along a highway where the speed limit is 65 mph," says Lisa Brumbaugh, regional director of the Emporia State University KSBDC.

You can find the outdoor signage application and

additional information about outdoor advertising on the KDOT Web site <http://www.ksdot.org:9080/burrow/beaut/>

Consulting services are provided by the KSBDC at no cost. Learn more about the KSBDC at [www.kansas.gov/ksbdc](http://www.kansas.gov/ksbdc).

## Simply Kansas at the Kansas State Fair

Simply Kansas companies showcased their products for visitors to the 2009 Kansas State Fair as part of the activities sponsored by the Kansas Department of Commerce in the Bluestem Building. A total of 26 Simply Kansas members were featured during the fair.

As in past years, the Division hosted the People's Choice Wine Judging event to kick off the week. This year's event featured wines from members of the Simply Kansas trademark program. Judges, who pre-registered for tasting sessions, sampled wines from 12 wineries and then cast ballots for their two favorite wines. Nearly 200 participants determined the following winning wines:

- 1<sup>st</sup> Place:** Holy-Field Vineyard & Winery (Basehor)  
—Yogi Berry Blackberry  
**2<sup>nd</sup> Place:** Smoky Hill Vineyard & Winery (Salina)  
—Traminette

**3<sup>rd</sup> Place:** BlueJacket Crossing Vineyard & Winery (Eudora)  
—Seyval

In addition to the wine judging event, the Bluestem Building was host to the Simply Kansas Showcase. The showcase provided an opportunity for fair-goers to meet with Simply Kansas companies from across the state, learn about Simply Kansas products and services and sample the trademark products. In all, 14 companies were featured in the showcase.

## Simply Kansas Web site Tip

Have you looked at your listing on the Simply Kansas on-line directory? Are you listed in all the appropriate categories? Do you have events to post on the Simply Kansas calendar?

The SimplyKansas.com site can be an excellent resource for information and promoting your products and experiences. Visit the site periodically to see various updates. Soon, consumers will have new ways to search for your company too!

### For more information about marketing opportunities, contact:

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