

KANSAS
DEPARTMENT OF
WILDLIFE
PARKS &
TOURISM

Annual Report
FY2012

SECRETARY'S MESSAGE



Robin Jennison
Secretary

As we look forward to the years ahead, we will focus on increasing the numbers of people who tour our state and participate in our many outdoor activities.

The Kansas Department of Wildlife, Parks and Tourism has grown significantly since its humble beginnings in 1905 as the Kansas Fish and Game Department. The agency has been reorganized or merged with other organizations no less than five times. FY 2012 marked a sixth historic milestone in the life of the agency when Governor Sam Brownback signed Executive Reorganization Order 36 (ERO No. 36) to move the Division of Travel and Tourism from the Department of Commerce to the Department of Wildlife and Parks. The move became effective July 1, 2011 and renamed the agency to the Kansas Department of Wildlife, Parks and Tourism; abolished the Assistant Secretary of Operations position and created an Assistant Secretary for Wildlife, Fisheries, and Boating, and an Assistant Secretary for Parks and Tourism.

Tourism and outdoor recreation are big businesses in Kansas. A 2010 study for the Division of Tourism revealed the following:

- In Kansas, visitor expenditures were \$7.2 billion in 2009.
- Each Kansas visitor generates about \$238 in expenditures, \$57 of which goes to businesses that do not directly “touch” that visitor
- Every 203 visitors create a new job in Kansas
- Each visitor contributes about \$58 in taxes, \$33 of which goes to state & local authorities
- Each visitor generates \$112 in wages paid to workers directly employed in tourism
- Each visitor adds about \$181 to the Gross State Product

The U.S. Fish and Wildlife Service’s *2011 National Survey of Fishing, Hunting, and Wildlife-Associated Recreation – State Overview* released in September 2012 revealed some eye-opening figures for 2011 for Kansas:

- 1.15 million people age 16 years old and over (residents and non-residents) participated in fishing, hunting or wildlife-watching activities.
- Those groups spent more than \$906 million dollars for trip-related, equipment and other expenditures.
- Anglers and hunters spent more than \$698 million
- Wildlife watchers spent more than \$208 million



INTRODUCTION

The Kansas Department of Wildlife, Parks and Tourism (KDWPT) is the public steward of the state’s natural resources and is charged with promoting visitation to these and all attractions in Kansas. KDWPT is a cabinet level agency with a secretary appointed by the governor. A seven-member bipartisan commission – also appointed by the governor – advises the secretary and establishes regulations governing outdoor recreation activities under the department’s jurisdiction. As of January 2013, the agency is authorized to have 417.5 full-time employees.

KDWPT’s mission is to:

- Conserve and enhance Kansas’ natural heritage, its wildlife and its habitats to ensure future generations the benefits of the state’s diverse living resources;
- Provide the public with opportunities for use and appreciation of the natural resources of Kansas, consistent with the conservation of those resources;
- Inform the public of the status of the natural resources of Kansas to promote understanding and gain assistance with this mission.
- Encourage the public to visit and travel in Kansas and stimulate tourism and travel-related spending in the state by promoting recreational, historic, cultural and natural attractions.



SIGNIFICANT LEGISLATIVE ACTIONS

LEGISLATION SIGNED – 2011 SESSION

SB 123 – Allows KDWPPT cabin fees to be established by the KDWPPT Secretary, with consideration of the Kansas Wildlife, Parks and Tourism Commission, streamlining the process of adjusting fees for existing cabins and setting fees for new cabins coming on line.

LEGISLATION SIGNED – 2012 SESSION

HB 2689 – Allows liquor consumption on lands owned or managed by KDWPPT, modernizing the alcohol laws and allowing state parks to be competitive with co-located federal parks. Alcohol possession is still controlled on specific public KDWPPT lands through regulation.

HB 2729 – Established an annual vehicle state park permit for \$15 that could be purchased through the county treasurer when the owner of a vehicle registered the vehicle. The permit would be valid one year from purchase.

SB 314 – Eliminated the hunting and fishing license exemption for residents older than 64. The bill was introduced at the request of KDWPPT to broaden the funding base for wildlife and fisheries programs and

capture license dollars and federal aid from a growing constituency group. It was amended to allow seniors to purchase a lifetime combination hunting/fishing license that would likely cost \$40 or they could purchase an annual fishing or annual hunting license for \$9, which is half-price of the current annual licenses. The amendment also provided a license exemption for those 75 and older.

House Concurrent Resolution No. 5017 – Placed a proposed constitutional amendment on the November 2012 ballot that, if passed, would allow the legislature to consider changing the classification and taxation of watercraft. The resolution cleared both chambers. The proposed amendment was placed on the November 2012 general election ballot, and it was passed by the voters.



KANSAS WILDLIFE, PARKS AND TOURISM COMMISSION

The Kansas Wildlife, Parks and Tourism Commission serves in an advisory and regulatory role to provide an effective interface between the public and the agency. It helps the agency balance sometimes competing interests for limited resources with the demand for more and better outdoor opportunities.

The seven commissioners are appointed by the Governor to serve staggered four-year terms. No more than four members may represent a particular political party. Regulations approved by the commission are adopted and administered by the Secretary. The commission hosts public meetings six to ten times per year at locations around the state which are video-streamed online.

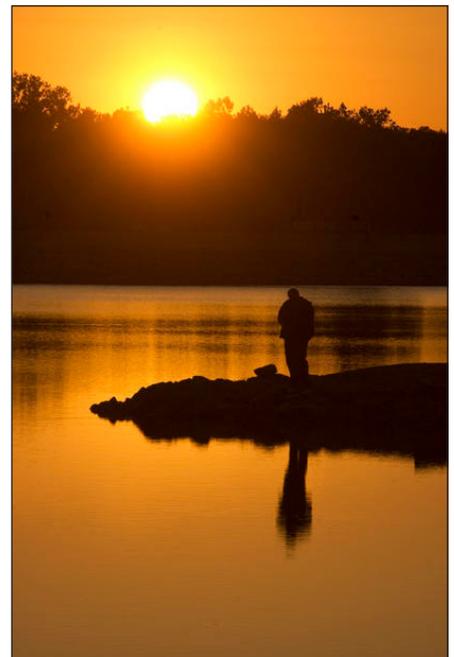
In July 2011, Governor Brownback appointed three new commissioners:

- Donald Budd, Jr., Kansas City
- Randy Doll, Leon
- Tom Dill, Salina

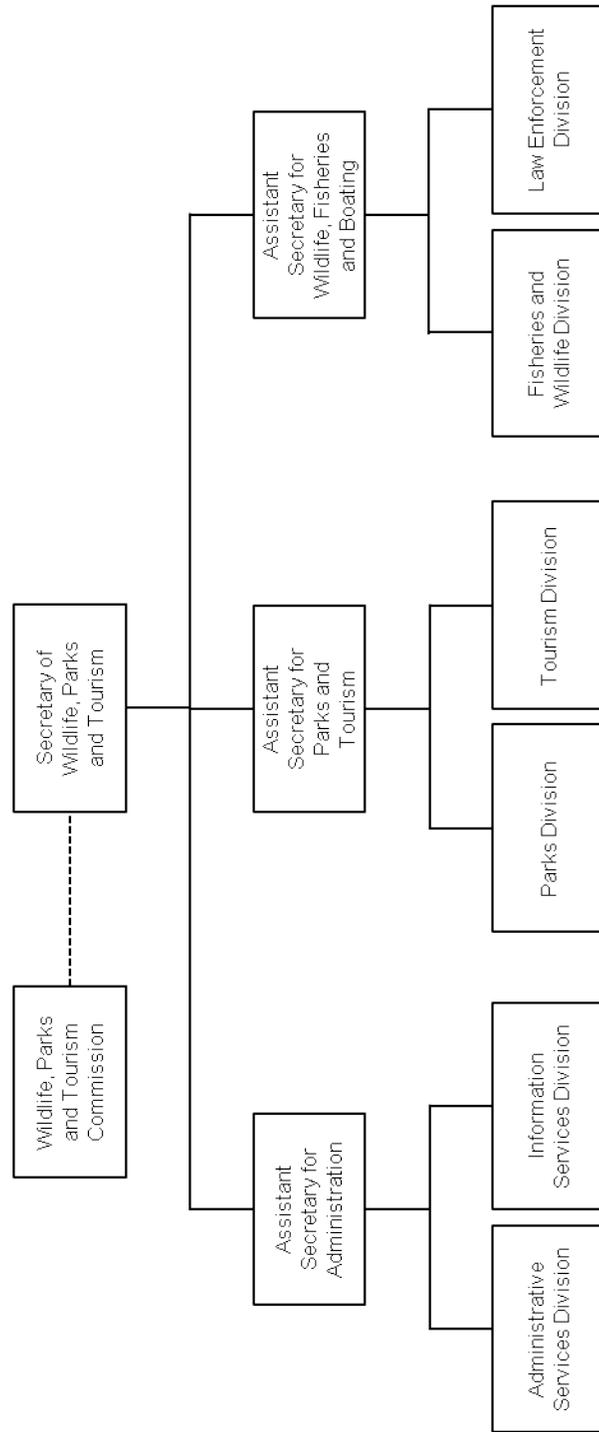
The Governor appointed Roger Marshall, M.D., Great Bend, in August 2012 to replace Frank Meyer, whose term expired in July. The new commissioners joined Chairperson Gerald Lauber, Topeka; Robert J. Wilson, Pittsburg; and Debra Bolton, Garden City.

Some of the regulations the commission approved in 2012 are those that:

- Regulate the commercial sale and commercial harvest of fish bait
- Protect Kansas waters from the risks of spreading aquatic nuisance species by restricting the movement of live bait fish between bodies of water, and requiring that vessels being removed from all waters of the state be properly drained before transport on any public highway.
- Revised the entire set of falconry regulations
- Banned the use of bait for hunting on public lands



Kansas Department of Wildlife, Parks and Tourism Organization Chart



ORGANIZATIONAL STRUCTURE

ASSISTANT SECRETARY FOR ADMINISTRATION

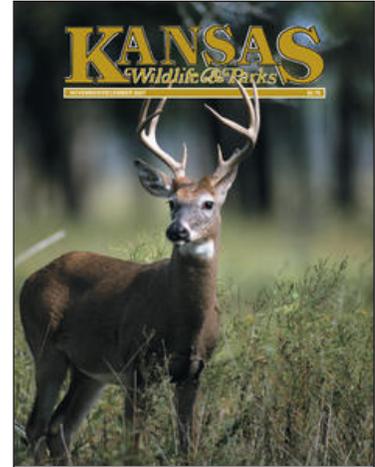
This position oversees two divisions, the Engineering Section and the five regional offices.

ADMINISTRATIVE SERVICES DIVISION

The Administrative Services Division oversees revenue, accounting, licensing and permitting, and purchasing. Other duties of the division include records management, diversion/reversion analysis and resolution, state and federal financial audit response, customer service and vendor support and financial reporting. The License and Revenue Section administers the licensing and permitting of more than 300 outdoor privileges and oversees point-of-sale and two web-based licensing and permitting systems - the Kansas Outdoor Automated Licencing System (KOALS) and the Outdoor Recreation Management System (ORMS) for campground and cabin reservations.

INFORMATION SERVICES DIVISION

The Information Services Division generally handles the agency's public affairs and information technology services. The division produces and distributes the agency's outdoor magazine, Kansas Wildlife and Parks; numerous brochures and seasonal hunting, fishing and parks publications; most news releases; manages the agency website and social media; oversees the Pass It On hunter retention and recruitment program; and manages the agency's information technology activities. The division also partners in operating the Great Plains Nature Center in Wichita.



ASSISTANT SECRETARY FOR PARKS & TOURISM

This position and the reporting structure for the following two divisions were created in 2011 by Governor Brownback's ERO 36.

PARKS DIVISION (STATE PARKS AND STATE PARKS LAW ENFORCEMENT)

The Parks Division is responsible for managing 26 state parks, including 8,000 acres of maintained lawn, 32,200 acres of park-land resources, 510 miles of trails, over 280 miles of roads, more than 10,000 campsites, 35,000 acres of recreational surface water, over 1,000 structures, sewer systems including 24 lagoons and treatment plants, 24 potable water systems, and more than 3,000 miles of utility lines. Over 220 special events are offered annually. Most of the agency's cabins are in the parks (112 in state parks, seven at state wildlife areas and fishing lakes, and one at the Kansas State Fairgrounds). Park managers and park rangers are certified law enforcement officers.



More than 6.7 million people visited Kansas state parks in FY 2012.

TOURISM DIVISION (TRAVEL AND TOURISM)

The mission of the Tourism Division is to promote and encourage the traveling public to visit and travel within Kansas and to generate and facilitate tourism and travel-related spending throughout the state by promoting recreational, historic, cultural and natural attractions.

The division promotes Kansas to travel media, travel trade (group tours, leisure tour market) and leisure independent travelers who originate from the United States and a selection of international countries. The division also produces Kansas! magazine. In cooperation with communities and other state agencies, the division promotes investment in tourism product development. Specific programs include the Attraction Development Grant Program, Flint Hills development initiatives, Kansas Byways, Agritourism, research and technical assistance.

According to an independent study, the division's FY 2012 "There's No Place Like Kansas" marketing campaign generated 133,400 additional visitors to Kansas and contributed \$73.5 million to the Kansas economy, yet cost only \$915,400 – a return on investment of \$80 for every dollar spent. The division directed the campaign, and an independent research company, H2R Market Research, conducted the study.

The campaign ran between July 1, 2011 and June 30, 2012. It used television, print, online and digital advertisements and reached 1.84 million people in seven states: Nebraska, Missouri (including St. Louis), Arkansas, Oklahoma, Colorado and Iowa.

ASSISTANT SECRETARY FOR WILDLIFE, FISHERIES AND BOATING

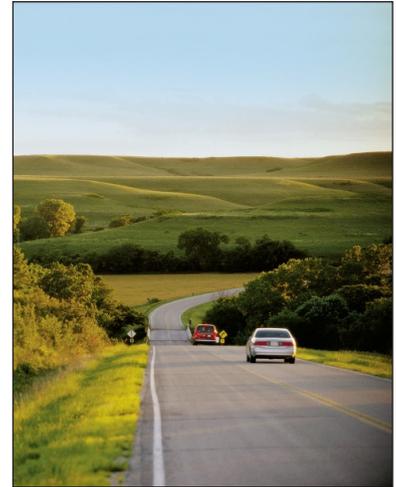
This position oversees two divisions, the boating program, the Ecological Services Section and the Education Section.

LAW ENFORCEMENT DIVISION (WILDLIFE, FISHERIES AND BOATING LAW ENFORCEMENT)

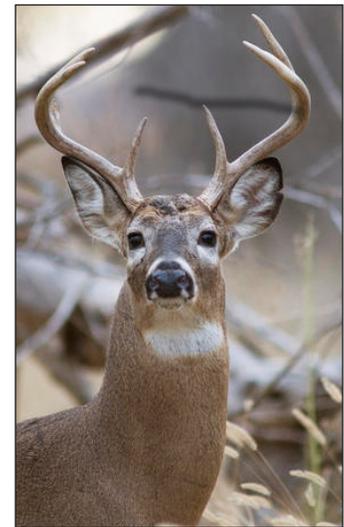
The Law Enforcement Division enforces state and fish and wildlife laws, boating laws, and public lands regulations. Agency natural resource officers are certified law enforcement officials and assist other federal, state and local law enforcement agencies when needed.

FISHERIES AND WILDLIFE DIVISION (HUNTING, FISHING, PUBLIC LANDS AND WATERS)

This division administers programs to manage fish and wildlife populations through harvest management, research, species population and human demographic surveys, and access to fishing and hunting opportunities. The division manages approximately 380,000 acres of public land and water (about one percent of the land base of Kansas)



Kansas has eleven byways: eight scenic, two of which are National Scenic Byways, and three historic byways



and works with private landowners on habitat enhancement and access to private lands (there are about 1 million acres in the Walk-In Hunting Access program). The division works to increase the number of acres of habitat for conservation and public outdoor recreation through acquisition, leasing and easements and has programs to protect, manage, enhance and restore natural habitats on KDWPT managed lands.

BOATING PROGRAM

The goals of the boating program are to identify and serve the needs of boaters for access, education, boat registration, and safety. The program works to offer safe, enjoyable recreation opportunities on Kansas waters by minimizing use conflict and protecting natural and cultural resources. The agency's boating programs include:

- Boating safety and other boating education activities
- Patrolling Kansas waters, boat accident investigations and safety inspections, Boating Under the Influence (BUI) checks

ECOLOGICAL SERVICES SECTION

The Ecological Services Section supports KDWPT's habitat and species conservation efforts by:

- Encouraging and assisting private landowners in protecting, restoring and managing natural habitats
- Striving to restore and conserve wildlife diversity through public education, baseline surveys and scientific research.
- Minimizing habitat losses through regulatory means
- Administering the Kansas Nongame and Endangered Species Conservation Act, monitoring Kansas threatened and endangered species, conducting environmental reviews of proposed development projects when public funding is involved

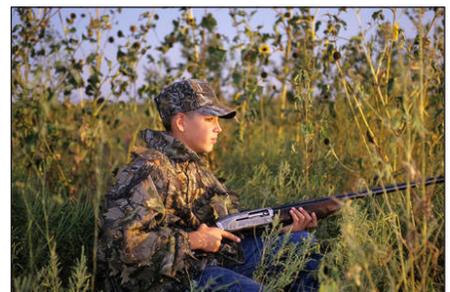
EDUCATION SECTION

This section is responsible for many of the organized education programs offered by the agency. In reality, however, nearly all agency staff play a role in educating, informing and involving our constituencies. The Education Section helps educate outdoor enthusiasts through a wide range of outdoor skills and environmental education programs including:

- Hunter, Furharvester, Boater and Bowhunter Education
- Becoming an Outdoors-Woman (BOW)
- Wildlife Education Services (WES), Outdoor Wildlife Learning Sites (OWLS)
- Museums, nature centers at Pratt, Wichita, Olathe and Milford Reservoir, Kansas Wetlands Education Center
- Shooting range development and enhancement
- Archery in the Schools



Boating education is required for anyone age 12-20 to operate a vessel without direct supervision



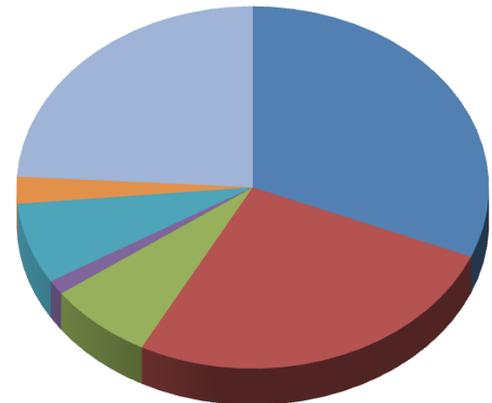
Hunter Education is required of any hunter born on or after July 1, 1957

FINANCIAL OVERVIEW

FY2012 Revenue*

SOURCE	AMOUNT
Hunting and Fishing Licenses & Permits Sold	\$24,022,335
Federal Funds (detailed in chart below)**	20,381,968
Park Permits Sold	5,578,464
Boat Registrations Sold	980,330
State General Fund	5,556,433
Economic Development Initiatives Funds (EDIF)	1,847,924
Other	18,480,968
TOTAL AGENCY REVENUE	\$76,848,422

* Includes carryover appropriations



- Licenses & Permits
- Federal Funds
- Park Permits
- Boat Registrations
- State General Fund
- EDIF
- Other

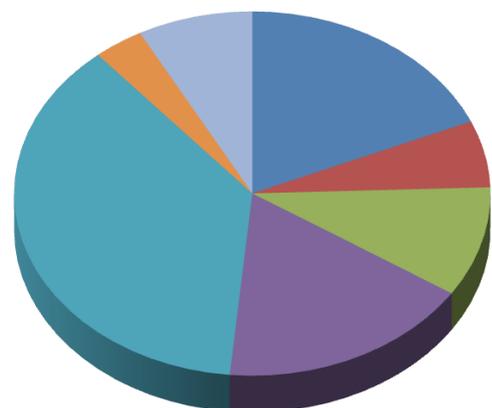
**FY2012 Federal Funds Received

SOURCE	AMOUNT
U.S. Coast Guard – Recreational Boating Safety	\$984,514
U.S. Fish and Wildlife Service – Sport Fish Restoration Act (Fisheries)	6,087,925
U.S. Fish and Wildlife Service – Wildlife Restoration Act (Wildlife)	6,112,265
Other Federal Funds	7,197,264
TOTAL FEDERAL FUNDS RECEIVED	\$20,381,968

FY2012 Agency Expenditures

PROGRAM	AMOUNT
Administration***	\$12,859,409
Tourism	4,120,142
Law Enforcement	6,786,434
Parks	11,995,709
Fisheries and Wildlife	25,864,072
Grants	2,367,896
Debt Service	0
Capital Improvements	5,432,877
TOTAL EXPENDITURES	\$69,426,539

***Includes the costs of Administration, Executive Services, and the Education, Ecological Services, Information Production and Information Technology Sections



- Administration
- Tourism
- Law Enforcement
- Parks
- Fisheries & Wildlife
- Grants
- Capital Imp.

IN FOCUS: SPORT FISH AND WILDLIFE RESTORATION FUNDS

The bulk of KDWP’s fisheries and wildlife management budget is derived from the sale of licenses and permits and the rest comes from the return to Kansas of federal excise taxes paid by hunters and anglers on hunting and fishing equipment they purchase. Called the Sport Fish and Wildlife Restoration (WSFR) program, this approach to funding wildlife conservation – used by all the states – was endorsed by hunters and anglers themselves.

The amount of money returned to the states is based on the numbers of licenses and permits each sells. When hunters and anglers don’t buy a license or permit, the state loses money not only from the lost license dollars, but also from the lost federal funds that could have been reclaimed. Funding is a 75-

25 match, with matching funding coming the sale of hunting and fishing licenses.

Grants from the Sport Fish Restoration program can be used for fishery projects, boating access, and aquatic education. Money from the Wildlife Restoration Program is used for projects to restore, conserve, manage and enhance wild birds and mammals and their habitat, as well as projects that provide public use and access to wildlife resources, hunter education, and development and management of shooting ranges.

2012 marked the 75th anniversary of the WSFR. Since its inception, nearly \$14 billion has been generated and apportioned back to the states. Recipient fish and wildlife agencies have matched these funds

with more than \$3.4 billion.

KDWPT leverages license and permit revenues and WSFR funding to benefit wildlife, as well as anglers, hunters, and boaters. Although WSFR funds are usually specific to game animals and sport fish, the habitat enhancement efforts benefit all fish and wildlife. Popular programs such as Walk-In Hunting Access (WIHA), Fishing Impoundments and Stream Habitat (FISH), and Community Fisheries Assistance Program (CFAP) are possible because of the WSFR program.

Last year, WSFR funds helped KDWP buy land at the Parsons Ammunitions Plant for public hunting, enhance the Fancy Creek Shooting Range at Tuttle Creek State Park and complete Phase 1 of the shooting range complex at Hillsdale State Park.



Illustration courtesy
U.S. Fish and
Wildlife Service

FY 2012 Licenses and Permits Sold

FISHERIES AND WILDLIFE LICENSES & PERMITS	# SOLD	REVENUE
Resident Fish (\$18)	165,409	\$2,977,362
Nonresident Fish (\$40)	10,012	400,480
Resident Combo Hunt/Fish (\$36)	39,740	1,430,640
Nonresident Combo Hunt/Fish (\$110)	1,139	125,290
5 Day Trip Fish (\$20)	4,323	86,460
24 Hour Fish (\$3)	64,400	193,200
3 Pole Permit (\$4)	20,430	81,720
Trout Permit (\$10)	13,335	133,350
Lifetime Fish (\$440)	118	51,920
Lifetime Combo Hunt/Fish (\$880)	401	352,880
Lifetime Hunt (\$440)	672	295,680
Lifetime Furharvester (\$440)	20	8,800
Resident Hunt (\$18)	64,568	1,162,224
Nonresident Hunt (\$70)	60,333	4,223,310
Nonresident Jr Hunt (\$35)	2,669	93,415
Controlled Shoot Area (\$15)	9,395	140,925
48-Hour Waterfowl (\$25)	1,300	32,500
Resident Combo Hunt/Fish Multi-year 16-20 (\$70)	723	50,610
Resident Fish Multi-year 16-20 (\$40)	500	20,000
Resident Hunt Multi-year 16-20 (\$40)	496	19,840
Resident Deer Permits/Tags (variable)	148,646	3,087,097
Nonresident Deer Permits/Tags (variable)	29,632	6,999,830
Resident Turkey Permits/Tags (variable)	48,521	665,545
Nonresident Turkey Permits/Tags (variable)	23,056	637,830
Resident Elk Permits (variable)	46	6,250
Antelope Permits (variable)	491	17,780
Resident Furharvester (\$18)	7335	132,030
Nonresident Furharvester (\$250)	86	21,500
JR Furharvester (\$10)	221	2,210
Nonresident Bobcat License (\$100)	78	7800
Other Hunt/Fish/Big Game Permits (variable)	120,072	413,783
Duplicate Hunt/Fish/Big Game	8271	82,710
Commercial Licenses/Permits	1,179	67,364
TOTAL	847,617	\$24,022,335

Licenses and permits can be purchased at many KDWP offices, with a toll-free telephone call (1-800-918-2877), online, or from one of more than 600 license vendors located around the state. A list of license vendors, organized by county, is available online at ksoutdoors.com.

FY 2012 State Parks Permits Sold

STATE PARKS PERMITS	# SOLD	REVENUE
Annual Vehicle (variable)	63,426	\$1,123,860
Annual Camp (variable)	3,588	573,600
Second Vehicle (variable)	2,141	23,454
Duplicate Vehicle(variable)	294	2,940
Daily Vehicle (variable)	229,566	719,408
Daily Camp (variable)	80,169	607,107
Camp w/utility (variable)	varies	826,895
14-Day Camp (variable)	1,257	114,430
Utilities (variable)	varies	1,243,824
Prime Sites (\$2)	28,306	56,612
Group Camping (variable)	varies	11,226
Annual Trail Permits (\$10)	485	4,850
Daily Trail Permits (\$2)	1,034	3,615
Reservations (\$11)	5,193	57,123
Country Stampede and Other Festivals (variable)	1	52,497
Yellow/Summons Penalties	1,058	15,766
Concession Marina Income PFF	87	136,928
Shelter Revenue (variable)	varies	4,329
TOTAL	416,605	\$5,578,464

The bulk of the Parks Division funding is from the sale of the permits listed above. In FY 2012, a smaller amount was derived from State General Funds. Beginning in FY 2013, the agency will no longer receive State General Funds and, instead, will receive Economic Development Initiatives Funds (EDIF). HB 2729, enacted into law by the 2012 Legislature, created a new annual vehicle permit called the Kansas State Parks Passport, which goes on sale in 2013. Long term, it is expected to help increase and stabilize the funding from annual parks permits.

FY 2012 3-year Boat Registrations Sold

THREE-YEAR BOAT REGISTRATIONS	# SOLD	REVENUE
Boats (\$30)	32,273	\$966,450
Boat Dealers (variable)	57	400
Boat Duplicates (\$10)	1,348	13,480
TOTAL	33,678	\$980,330

FY 2012 State Parks Visitation

STATE PARK	VISITATION
Cedar Bluff	156,864
Cheney	361,241
Clinton	399,576
Crawford*	245,630
Cross Timbers	238,599
Eisenhower	162,419
El Dorado	965,735
Elk City	124,905
Fall River	179,978
Glen Elder	236,075
Hillsdale	548,067
Kanopolis	195,008
Kaw River	0
Lovewell	255,980
Meade	72,860
Milford	436,710
Perry	238,485
Pomona	120,665
Prairie Dog	207,990
Prairie Spirit Trail	58,200
Sand Hills	25,556
Scott	151,333
Tuttle Creek	913,049
Webster	228,717
Wilson	239,544
TOTAL	6,763,186

**Estimates – counters malfunctioned*



Visitation to the state's 26 state parks follows a seasonal trend – most people visit between Memorial Day and Labor Day. As a result, weather and lake conditions strongly influence attendance figures, particularly during holiday weekends, such as Memorial Day, July 4, and Labor Day. Attendance was higher in FY 2012 than 2011 – but lower than previous years – due to heat, drought, and challenging water levels at some reservoirs. Complicating the picture were public concerns about persistent blue-green algae blooms at some reservoirs, and the need to restrict water activities at those lakes.





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