

Impact of Tourism

- Key indicators show that in Ford County, leaders in the community are supporting the importance and growth of tourism in the county.
- Visitors spent \$134 million in Ford County, with visitor spending ranking 8th among all counties in the state.
- This spending directly supported 1,102 jobs in Ford County, with overall visitor-supported economic activity supporting more than 1,405 jobs – that is one out of every 16 jobs.
- Tourism in Ford County generated \$18.5 million in tax revenues, with \$11.2 million accruing to state and local governments.
- In 2016, lodging spending increased 20% and represents 18 cents of every dollar spent in Ford County.
- The largest two categories of spending are \$38.1 million in recreation, and food and beverages, with \$28.3 million spending in that category.

*based on 2016 reporting from Tourism Economics, An Oxford Economic Company “The Economic Impact of Tourism in Ford County, Kansas”

Dodge City Convention and Visitors Bureau

The Dodge City Convention and Visitors Bureau’s mission is to promote the area’s resources and assets to meeting planners, group tour operators, travel writers, and prospective leisure travelers to bring convention and travel business to Dodge City. We accomplish this by multiple marketing methods which include operation of the historic trolley, the Dodge City Visitors Center, fulfilling requests from ad placements, numerous marketing plans through several media purchases, trade show presence, travel writer hosting, and many other services. The Convention and Visitors Bureau reports 1,068 groups coming to Dodge City in 2017, creating a \$9,590,098 impact to the community. Staff attended 14 trade shows, promoting Dodge City in various states across the US. Additionally, we served over 44 thousand visitors at the Visitors Center throughout this past year.

Amtrak

The Southwest Chief arrives twice daily in Dodge City, transporting 5,208 passengers in 2017. National Train Day takes place on May 12th 2018.

Boot Hill Casino & Resort

Annually, Boot Hill Casino draws hundreds of thousands of visitors to Dodge City, of which, approximately 90% are from outside of Dodge City. Since inception Boot Hill Casino has directly contributed approximately \$72.7 million in tax revenue to the state of Kansas, \$9.9 million in tax revenue to the City of Dodge City and Ford County and \$2.4 million in contributions to the Mariah Fund.

Boot Hill Distillery

Boot Hill Distillery is housed in the restored, historic Municipal Building on top of Boot Hill. The Distillery features tours on the weekends that educate participants about the history of Dodge City as well as the science behind distillation of spirits. Over 5,000 people from all over the world visit the distillery annually.

Boot Hill Museum

Boot Hill Museum is a recognized destination for people all over the world to come experience Dodge City history in unique ways. Boot Hill Museum is open 362 days per year and features 46 exhibits and a working Long Branch Saloon and Rath General Store. During the summer season, guests can watch the world-famous gunfights and Long Branch Variety Shows daily. Each year, the museum hosts about 85,000 visitors, of which 95% are from out of state. Approximately 5% of the museum's guests are international visitors.

Depot Theater Company

The Depot Theater Company offers live dinner theater entertainment year round, drawing 50% of our patrons from within Dodge City and 50% from the greater SW Kansas area drawing an average annual attendance of nearly 8000 patrons. In addition to the theater productions which include both adult and youth productions, the Depot hosts numerous other events including weddings, parties, conferences, corporate meetings, lectures, murder mystery dinners and many fundraising and artistic events.

Dodge City Area Arts Council

The historic Carnegie Library, built in 1907, houses the Dodge City Area Arts Council. Now the Carnegie Art Center, the building showcases local art for sale and features monthly exhibits revealed on the Final Friday of each month. The Carnegie also provides student & adult lessons and competition opportunities, including a Kids Summer Art Camp. With its newly refurbished original stained glass windows, the building is also a great venue for small events. The Carnegie received over 6,000 visitors last year.

Dodge City Days

The 10 day Dodge City Days celebration is the second largest festival in Kansas. Around 100,000 individuals attend annually and the celebration generates approximately three million dollars, which has an economic impact of about nine million dollars on Dodge City.

DODGE CITY FAMILY YMCA

The mission of the Dodge City Family YMCA is "to put Christian principles into practice through programs that build healthy spirit, mind, and body for all." In 2017, there were 77,313 member check-ins, 1,838 paid guests and 45,357 total program participants. \$159,851.00 was awarded in financial assistance benefiting over 12,000 members and participants in our community!

Dodge City Public Library

Dodge City Public Library provides a comfortable and inviting place to rest while visiting or traveling through Dodge City. Free Wi-Fi and free public access computers allow visitors to contact family, print documents, or take care of other online business. Clean restrooms are open to the public. Travelers may also be entertained by a program or quick browse of a magazine or book.

Dodge City Raceway Park

Dodge City Raceway is operated by Triple T Promotions and is a state-of-the-art dirt racing facility, known as one of the jewels in American dirt track racing. In 2017, 21,144 spectators enjoyed the races which featured over 1,476 cars at DCRP.

Dodge City Trail of Fame

The Dodge City Trail of Fame provides historic markers throughout the downtown historic district. The Trail also provides living history to thousands of tourists from all over the world who have availed themselves of historic walking tours by Special Deputy US Marshal Charlie Meade.

The Kansas Heritage Center

The Kansas Heritage Center promotes and preserves the history of Dodge City, the Great Plains, and Kansas. In 2017 it had over 1,400 visitors. Included were 946 students/teachers from Dodge City and surrounding communities who participated in the Center's Dust Bowl program.

Kansas Teachers Hall of Fame

The Kansas Teachers' Hall of Fame hosted over 4,000 local and out of town visitors from 46 states and 11 foreign countries. The one room Pleasant Hill School House and the Gunfighters Wax Museum provide additional historic attractions and information for groups and individuals to enjoy while they tour our area.

Legends Park is a premier baseball and softball complex in Southwest Kansas. Legends Park hosted 12 baseball and softball tournaments in the summer of 2017. 281 teams played in Dodge City and traveled from Colorado, Nebraska, New Mexico, Oklahoma, Texas and different cities in Kansas.

Long Branch Lagoon

Long Branch Lagoon is the western themed destination water park featuring commercial class slides, a wave pool, lazy river, children's play area and more. The facility attracted over 62,000 visitors in 2017.

Main Street Dodge City

In 2017, there has been over \$2.2 million in the Downtown Historic District of public and private reinvestment. In addition, the various Main Street events calculated over 550 volunteer hours and brought over 2,500 people to the downtown area.

Mariah Hills Golf Course averages 14,000 rounds per year. All kinds of players from members, public, two college teams and four high school teams use the golf course on a daily basis. The golf course brings in people from all over the state of Kansas as well as neighboring

states for company outings, fundraisers, philanthropic events, just for fun tournaments, and competitive tournaments for the Kansas Golf Association, the National Junior College Athletic Association, the Kansas State High School Athletic Association and others.

Mueller-Schmidt House Museum

The Mueller-Schmidt House (1881) is the only home in Dodge City, where a cattle baron actually lived, and Bat Masterson once danced. The original furnishings from 1881 remain in the 22-inch limestone walled mansion where guided tours are provided free to over 4,000 tourists each summer. In 2017, they received visitors from 43 states and 8 countries.

Roundup Rodeo

The Dodge City Roundup PRCA rodeo continues to be the largest event during Dodge City Days and celebrates its 42nd year in 2018. Nearly 40,000 people come through the gates of the facility each year during 16 days of events, with 30,000 of them attending the PRCA rodeo, and a large percentage from out of town.

The Immaculate Heart of Mary Church at Windthorst

Over 2000 people visit this historical church every year to enjoy the early twentieth century Romanesque Revival architecture and the stunning stained glass windows. Twice a year, the Dodge City Choral Union and Dodge City Symphony join the Dodge City Community College to perform concerts at the church. This country church is located 17 miles east of Dodge City and is open year round.

The Mariah Foundation

Mariah Fund is a Private Foundation that has brought long-term financial resources to Western Kansas specifically for the development of Cultural, Heritage and Tourism projects that draw more visitors to the area. Mariah Fund was created locally and exclusively receives donor contributions from Boot Hill Casino & Resort. As of the close of the 2018 Grant Session, Mariah Fund, since 2010 has funded 149 grant applications - totaling in excess of \$1.662 Million - funding projects in 18 Counties of Southwest Kansas. Of those grants, \$685,632 has funded Dodge City and Ford County projects that had combined costs of \$6.840 Million, equaling 41% of all grants awarded in SW Kansas. Mariah Fund is one of the largest funding organizations in the State of Kansas for regional tourism and heritage projects. The Kansas Department of Commerce estimated that Mariah Fund's economic impact to Kansas- Statewide, as a result of their project grants made during the period of 2010 through 2014, to be \$33,560,555. Using the same criteria, Mariah Fund's local economic impact has now been excess of \$80 Million to the Southwest Kansas Region over the last 8-years.

Tournament of Champions

The "TOC" tournament began in 1944. It is the longest running boys' invitational basketball tournament west of the Mississippi and brings fans from all over the state of Kansas each January.

KSHSAA State Basketball Tournament

Dodge City hosted the 1A Div. II State Basketball Tournament at the United Wireless Arena this March. This event welcomed over 6,000 fans from all across the state. This 16 team event was held over 4 days and was hosted by the Dodge City Sports Commission.

United Wireless Arena and Boot Hill Casino & Resort Conference Center

The United Wireless Arena and the Boot Hill Casino and Resort Conference Center hosted over 450 events to almost 100,000 guests in 2017. They offer a wide range of entertainment including concerts, family shows, sporting events, ice skating, trade shows, seminars, conferences, and wedding receptions.

Western State Bank Expo Center

The Western State Bank Expo Center offers 90,000 sq. feet of inside exhibit space, over 76,000 sq. feet of dirt floor plus 1 million sq. feet of outside exhibit space. Trade shows, farm shows, meetings, banquets, rodeos, and athletic events are just a few of the many activities held at the Expo Center and enjoyed by over 70,000 individuals annually.

Young Guns Timed Event Extravaganza

Young Guns is a non-profit organization dedicated to promoting the western lifestyle in our youth and families. We host a youth rodeo event at the Western State Bank Expo 5 weekends from November to February. In the 2017-2018 season, there were 191 members from 5 states including Kansas, Oklahoma, Texas, Colorado and Nebraska. At the finals banquet on February 18, 2018 there were 585 contestants and guests.

Wright Park Zoo

The Wright Park Zoo attracted over 56,000 visitors last year including local and area students, as well as school children from other states. Most of the visitors are not limited to just Dodge City and surrounding communities, but are also from other parts of the state as well as the occasional national traveler.

3i SHOW

The 3i SHOW is a salute to Industry, Implements and Irrigation. Organized and managed by the Western Kansas Manufacturers Association, the 3i SHOW provides an opportunity for exhibitors from all over the world to showcase their agri-business products and services.



NATIONAL
TRAVEL &
TOURISM
WEEK MAY 6-12, 2018