Please support the

SUNFLOWER SUMMER PROGRAM

To ensure the continuation of this impactful program, ***we respectfully request an additional allocation of $3 million for FY 2025 and $5 million in total funding for the Sunflower Summer's Program in FY 2026***. This investment will ensure Sunflower Summer remains a vital resource for Kansas families, offering affordable and meaningful opportunities to educate and inspire children while creating lasting memories.

What is Sunflower Summer?

The Sunflower Summer Program was created by the Legislature as a way to educate pre K-12th grade school aged children and encourage them to fall in love with Kansas. The Sunflower Summer program provides complimentary access to over 220 tourism attractions across the state over the summer months. The program inspires children to engage with Kansas' history and culture, fostering a greater connection to their communities and state. At the same time, the program drives economic growth by increasing visitation to local attractions that are vital to Kansas communities. Designed for Kansas students and their families, the Sunflower Summer program provides complimentary access to over 220 tourism attractions across the state. The program, originally established in the Department of Education, was moved to the Department of Commerce, and is managed by the Division of Tourism.

Testimonials from Kansas Families

"This is an amazing experience for our family. We chose our summer mini vacations based on places that hosted several sunflower summer activities. I can't help but think it was great for the economy of those areas. But for our family, it was used to build experiences that directly affect our little ones vocabulary and background knowledge. We LOVE this opportunity and hope to participate again next year!"

- Survey Response

"I switched my family's vacation plans from Florida to Kansas because of the Sunflower Summer program. We will be taking a family round trip across the state, including stops in Topeka, Abilene, Wichita area, Dodge City, and Hays. I am excited about our road trip and can't believe this is a program that they can use."

- Kansas Resident, Topeka, KS

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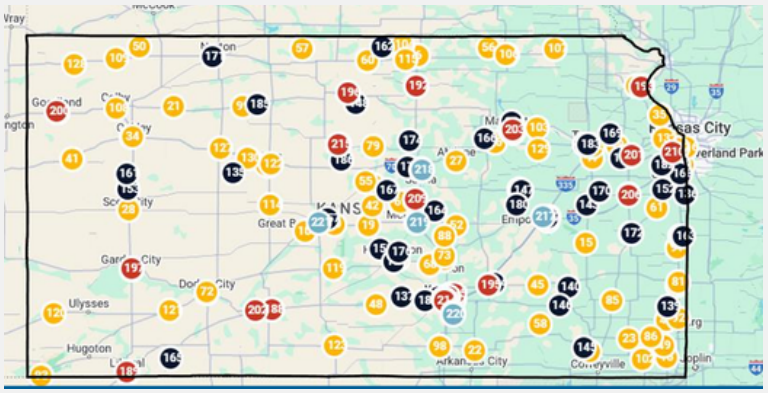
Travel Industry Association of Kansas

During 2024, the Sunflower Summer Program had:

- 497,573 Total ticket claimed at attractions
  - Largest Single Day Tickets - 13,578
  - Largest Week for Tickets - Week 12 - 67,460
- 223 participating attractions
  - Rural - 176
  - Non-Rural - 47
- 1,487,271 TravelKS.com views
- User Survey results:
  - 20% reported an overnight stay in Sunflower Summer travels
  - 31% visited 6 or more attractions
  - 76% purchased meals during Sunflower Summer visits
  - 70% purchased gas
  - 72% made a purchase at an attraction gift shop (average of $30 per attraction visit)
  - 97% would recommend Sunflower Summer to friends or family
  - 89.5% of attraction respondents reported an increase in visitation due to Sunflower Summer

Sunflower Summer offers widespread benefits for Kansas Students:

- Accessibility - offers students opportunities to explore places they have never had the ability to visit
- Education - provides continued learning for students all summer long
- Family Time - provides an opportunity for families to get out and explore Kansas together
- Statewide Pride – kids experience cool things they can do in Kansas, and to helping develop a love and pride for their home state



220+ Attractions Across Kansas
www.sunflowersummer.org

Sunflower Summer creates important, long-term advantages for Kansas:

- Leader – Kansas is the first state in the country to offer a program like this, other states are reaching out to learn more
- Build Workforce – pride in place plays a pivotal role in attracting the workforce of tomorrow
- Product Development – driving incremental attendance/revenue to attractions creates a healthy environment for product investment
- Resident Benefit – experiencing the vast array of Kansas offerings improves the quality of life for Kansans