

# CHAMBER CONNECTION

A Publication of the Salina Area Chamber of Commerce  
May 2023 Volume 63, Number 5



**SculptureTour**  
SALINA



**AT A GLANCE**  
*Mark your Calendar!*

Business After Hours . . . Thursday, May 4  
Big Booty Trudy's Speakeasy & Cigar Bar  
509 S. Broadway – 5-7pm

SculptureTour Salina  
UNwrap Party . . . . . May 6  
City Lights Stage and Plaza  
Santa Fe & Ash Street - 11am

KSHSAA State 4A  
Softball & Baseball. . . . . May 25 & 26  
South High School (Softball)  
Dean Evans Stadium (Baseball)

*Details inside!*

**SculptureTour UNwrap -**  
**– MAY 6**

See pg 3



# Salina

Area Chamber of Commerce

## OFFICIAL PUBLICATION

The Salina Area Chamber of Commerce **Chamber Connection** (USPS 478-100) is published by the Salina Area Chamber of Commerce, 120 W. Ash, Salina, Kansas 67401. Periodical Postage paid at Salina, Kansas. Subscription rate to members is \$1.25 per year. Sylvia A. Rice, Editor. Consolidated Printing, layout and design. Postmaster: Send address changes to: **Chamber Connection**, PO Box 586, Salina, KS 67402-0586.

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## From the President/CEO



Renee Duxler

April showers bring May flowers, and its so great to see all of the greenery begin to come back to the community, and our downtown. We are lucky to have an organization like Salina Downtown, Inc. that works so diligently at beautification efforts along the corridor. All just in time for the SculptureTour UNWrap Party on May 6th to reveal the new public art that is being placed along Santa Fe Avenue. You can read more about all of the events that are scheduled that weekend in this week's cover story.

This month also kicks off National Travel and Tourism Week, from May 7-13, marking the 40th anniversary of this annual celebration. This sector of our economy is extremely valuable from a revenue impact, but also in the workforce and the jobs this industry creates. Our Visit Salina division will also be busy with Kansas State High School Activities Association (KSHSAA) 4A state baseball and softball tournaments, May 25-26. These events bring in visitors from all over the state every year, and also require a lot of volunteer effort. If you're available to help with the ticket gate, selling programs and t-shirts, and filling water coolers, get a hold of Tiffany Benien in our office.

We're excited to collaborate with the Salina Human Resource Management Association (SHRMA) again this year for their annual SHRMANar event. For 2023, we're focusing on helping our employers understand registered apprenticeships, and how to utilize them as a recruitment tool. The state is putting more funding into registered apprenticeships because of evidence across the country showing their effectiveness in recruiting and retaining talent. Apprenticeships can be used across industry and occupations; this isn't just for trade skills industries anymore! In fact, Governor Kelly just signed bi-partisan legislation that creates grant funding and tax credits for employers utilizing apprenticeships. This year's SHRMANar is Wednesday, May 10th from 10a to 2p at the Salina Area Chamber of Commerce Annex. To register, visit [www.salinahr.com](http://www.salinahr.com).

Finally, May brings the end of another school year and graduation. Summer internships will be starting off soon, and if you're an employer with interns then we encourage you to get connected with the Salina Area Young Professionals. This groups provide community engagement and networking opportunities throughout the summer, and it's a great organization for summer interns to get connected with while they're here. Information about our SAYP group can be found at [www.salinakansasyp.com](http://www.salinakansasyp.com).

Bring on Spring, we're ready for it!

Best,

Renee Duxler, President/CEO

## HERE'S HOW TO CONTACT OUR CHAMBER STAFF

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# The Sculptures are Here! The Sculptures are Here! 13th Annual SculptureTour Salina exhibit features 22 NEW sculptures

[SculptureTour Salina](#) will unveil the new 2023 exhibit during the UNwrap Party on Saturday, May 6. The 22 sculptures created by artists from throughout the Midwest will be simultaneously unwrapped at precisely 11am. Everyone is encouraged to come downtown for the **BIG** reveal and bring family and friends!

- Pick up a 2023 Walking Tour/Ballot from:
- the silver boxes at the mid-block pedestrian crossings on Santa Fe
  - many of the downtown merchants
  - the Visit Salina Info trailer during the event, located in City Lights plaza – parking lot at Ash and Santa Fe Avenues.

Walk the SculptureTour and vote for your favorite piece. Or hold on to your ballot and mull it over if you'd rather. Each year, the People's Choice Award is determined by viewers who complete and submit a ballot through December 31. After New Year's votes are tallied and the sculpture with the most votes is purchased by the City of Salina for its purchase price, up to \$15,000, and permanently placed where it can be enjoyed by the public as part of Salina's community art collection.

**Voting is open to ALL ages**, with special promotions and contests for voters throughout the year. All ballots cast on opening weekend of May 6 & 7 will be entered into a drawing for \$50 in Smoky Hill Silver!

Be sure to get back to the City Lights Stage at 1pm where the 2023 Juror's Merit

Awards, including Best of Show, will be announced. We hope to have some of our 2023 artists in attendance as well.

If you are a fan and enjoy having this changing exhibit of sculpture on loan from May-April each year, show your support and become a **Friend of SculptureTour Salina**.

Donations made by Friends, plus the generous support of our Charter Sponsors, Site Sponsors, and Partners make this project possible. We are also looking for volunteers to help in areas including research, database management and event support. For more information, visit our website at [www.sculpturetoursalina.net](http://www.sculpturetoursalina.net) or contact Sylvia Rice at Visit Salina - [srice@salinakansas.org](mailto:srice@salinakansas.org) or 785-827-9310, Ext 138.

### BIG WEEKEND!

SculptureTour Salina is pleased to be a part of SDI's **Santa Fe Weekender**. It's a wonderful weekend of entertainment and fun starting with First Friday featuring The Radicles at City Lights Stage from 6-8pm on the 5th. Saturday brings SculptureTour UNwrap starting at 11am, followed by Visual Lies opening for Sunset Sinners, 2-5pm. The Prickly Pear presents live music at the Campbell Plaza Stage on Saturday from 5-7pm and again Sunday during their brunch.

For more information about SculptureTour Salina, contact Sylvia Rice at [srice@salinakansas.org](mailto:srice@salinakansas.org)



**SculptureTour Salina**  
**UNwrap party**  
**Saturday, May 6**  
Along Santa Fe in Salina Downtown

Pack up the family and head downtown and watch as 22 new sculptures are unveiled at 11am with juror awards to be announced at 1pm at City Lights Stage!

Pick up a ballot at any one of the downtown merchants and...  
**VOTE FOR YOUR FAVORITE SCULPTURE**  
Remember that the "People's Choice" with the most votes is purchased and placed in our community! Be a part of Salina's art!

Head over to the Visit Salina trailer at City Lights Stage to get more info

**Charter Sponsors:**  
BENNINGTON STATE BANK, SUNFLOWER BANK, The Bank of Tescott, Nex-Tech.

# Kansas Physical Therapy Partners Wins 2023 Charlie Walker Pitch Challenge

Original posted by Jennifer Lamer on Salina 311



Local businesses competed fiercely in this year's 2nd Annual Charlie Walker Pitch Challenge. Out of the eleven participants who presented their business concepts to the judges, Kansas Physical Therapy Partners emerged as the ultimate victor, securing the coveted first place and a \$7,500 cash prize.

Entrepreneur Charlie Walker had a mission to improve the Salina community and beyond with his kindness. He built a small empire with well-known ventures like Rolling Hills Zoo, Green Lantern, and Blue Beacon, but fame was not his goal. Instead, his focus remained on enhancing his community.

To ensure that Charlie Walker's legacy of fostering a community of entrepreneurs endures, those who worked closely with him have initiated the Charlie Walker Pitch Challenge. Local businesses were given an opportunity to submit their applications, highlighting how their enterprise contributes to the betterment of the community and the necessity of their business

within it. The pitch competition was intense, featuring a diverse range of businesses such as restaurants, junk removal, and event planning, among others. After all the ideas were presented, only five lucky business owners received the much-coveted prize money. The winners and their corresponding prizes were as follows:

- Kansas Physical Therapy Partners - 1st Place - \$7,500
- Revive Integrative Health - 2nd Place - \$4,500
- Rosie's On Iron - 3rd Place - \$3,000
- Salina Selfie Station - 4th Place - \$2,000
- QuickTime Composites - 5th Place - \$1,000

Link to original story: <https://salina311.com/kansas-physical-therapy-partners-wins-2nd-annual-charlie-walker-pitch-challenge/>



# HELLO FROM LEADERSHIP SALINA 67401 SALINA, KS

## TESTIMONIALS

### ■ Cameron Maier – The Bank of Tescott – 2016



“It was a diverse group of people that were from many different career paths. Leadership Salina allowed for many great networking opportunities. We were all introduced to many different municipal groups and organizations and were allowed to meet with those groups. It’s been fun to see the group projects within the community, projects for previous years, projects from my class and projects since I was in class. Everyone can lead at something.”

### ■ Erica Kruckenberg – Salina Area Technical College – 2018



“Leadership Salina created connections with individuals and industries that I would have not otherwise tapped into in the career field I was working with at the time, and I have grown a network of professional colleagues and friends that is out of this world!”

### ■ Hillary Richards – Woods and Durham, Chtd. – 2019



“As a graduate of the 2019 class, I highly recommend Leadership Salina. I was a participant concurrently while starting a new professional role and Leadership Salina helped me flourish at a new organization. The program taught new leadership and communication skills, and encouraged me to further build on skills I already had. It helped me network with other community members whom I still collaborate with today. This immersive program is hands-down one of the best steps

I could have taken to better myself as a professional, as a community member, as a leader, and as a person.”

### ■ Nancy Nickell – Eaglecrest – 2019

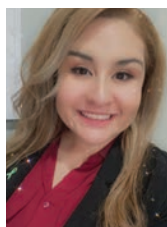


“Leadership Salina was an opportunity for a newcomer to Salina to not only learn about the history and workings of Salina, but also to make valuable business contacts, and some good friends. This program not only provided growth it also identified ways to give back to the community utilizing my passion and skill sets.

It was a multiple week commitment that paid big dividends personally and to the company I represented.

Having participated in similar programs in Florida I found this experience to be better organized, diverse and targeted to what “leaders” needed to learn to enhance the community for which they live and work. To be able to work on a team for the end projects was a rewarding and valuable experience. It is with confidence that I highly recommend this program to anyone in small or large business in Salina.”

### ■ Cristina Nieto – Central Kansas Mental Health Center – 2022



“Leadership Salina was a great opportunity to interact and network with amazing people and organizations. I learned so much about myself and the community. It provided the opportunity to step outside my comfort zone and empowered me to utilize my voice effectively. The Leadership Salina program was organized in an interactive and engaging manner that made learning the material fun, and most importantly relevant to my leadership

journey, I was able to implement and develop the leadership skills in my work life and personal life. My favorite part was getting to see the leadership projects develop and turn into reality. Witnessing all the hard work and dedication, paying attention to the small details that are needed to make the big pictures a reality. The projects that came out of the 2022 leadership class will positively impact the community. I am very grateful I was able to participate in this program, and to continue implementing the material in my leadership journey as we learned “Leadership is an Activity”.

### ■ Cory Wellbrock – Vortex – 2022



“The opportunity to participate in Leadership Salina has opened my eyes to what this amazing community has to offer. I’ve lived here for 25 years and had no idea how many wonderful organizations we have right here in Salina supporting our community.”

## 2022 VOLUNTEER(S) OF THE YEAR ANNOUNCED!



The Dr. Mace Braxton “Volunteer of the Year” award was presented at the 2023 Salina Area Chamber of Commerce Annual Banquet on April 4th. The award is given in memory of Dr. Mace Braxton, who served this community, and the Chamber Board in particular, as a dedicated volunteer, prior to his untimely death in February 2008.

The 2022 Blue Coat Ambassadors received this award in recognition for their extension of the Chamber’s signature ribbon cuttings and ground-breaking ceremonies. In 2022, the Blue Coats represented the Chamber of Commerce at 25 Ribbon Cuttings ceremonies.

The 2022 Blue Coat Ambassadors include (pictured left to right)

Back Row: Cara Emig (First Bank Kansas), Dusty Farris (Sunflower Bank), Lani Newton (Sunflower Bank), Valerie Andrews (Fund Administrative Services, LLC), Kathy Schwerdtfager (The Bank of Tescott), James Lambert (Retired). Front Row: Ashley Finan (Salina Area Chamber of Commerce), Hannah Crickman (Salina Arts Center), Nancy Nickell (Eaglecrest), Audrey George (Design Central), Jeni Adams (The Bank of Tescott), Hank Boyer (HCB Management Services), and Stephanie Gillig (Salina Area Chamber of Commerce). Not Pictured: Rob Carlson, Sier Hieronymus, and Amber Slater.



# take to meet



*Catering to your inner chef*

Owner(s): Henning Family  
Email: [vaughn.perry@cashwa.com](mailto:vaughn.perry@cashwa.com)



**What service/product do you provide?**

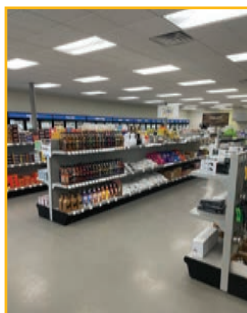
*We provide restaurant quality food and supplies available to the public.*

**When did you start your business and why?**

*Our first Cash-Wa Direct store opened in 2020 and we opened our Salina location in December of 2022. Cash-Wa Direct was started to bring restaurant quality food and supplies to the public that can't be found in a grocery or big box store.*

**Anything else you would like the community to know?**

*We offer a variety of programs such as Fundraising, Event Planning, Online Ordering, Loyalty/Rewards, and Corporate Gifts.*



**What is something that no one knows about you?**

*The products we sell are used in many of the restaurants in Salina and the surrounding area.*

**Tell us a memorable experience that you've had in your business:**

*The Grand Opening in Salina was a big moment and a big success for Cash-Wa Direct. It brought attention to our store and made it possible for us to meet many members of the community.*



See the entire interview, and others, posted at:  
<https://www.salinakansas.org/take-5.html>

## Featured Member Benefit: Enhanced Business Listing

You, our members, are the heart of our association and we couldn't do what we do without you. You spend countless hours working every angle of your business, nurturing relationships, leading your organization into the future, and hopefully using your Chamber membership to get your word out and make business to business connections. But are you taking full advantage of all the benefits that the Chamber offers?

Providing your business with an enhanced online member directory listing and search optimized business profile on SalinaKansas.org will put your business in front of more consumers searching for services that your business has to offer.

An enhanced business listing guarantees that your business listing will appear in the top one-third of all of the categories that you are listed in. Your company logo will be added to help create brand recognition and you can add a description of your business and the services that you provide.

If you are interested in adding this benefit to your membership, contact **Ashley Finan** at [afinan@salinakansas.org](mailto:afinan@salinakansas.org) or 785.827.9310 x 132

## FIND US ON SOCIAL MEDIA!



**Salina Chamber of Commerce**



**Visit Salina**



**Imagine Salina**






**Sayp** Salina Area Young Professionals **May Lunch Club**

**Martinelli's Little Italy**  
May 11th, 2023 | 11am - 12pm



**Sayp** Salina Area Young Professionals **May Education Event**


**Responsible Ergonomics & You**  
May 3rd, 2023 | 6:30pm



**Salina Area Young Professionals**

THE SALINA AREA YOUNG PROFESSIONALS invites you to help collect & donate the items below for Salina Shares:

- TRAVEL SIZE SHAMPOO, CONDITIONER, LOTION, TOOTHPASTE, DEODORANT
- INDIVIDUALLY PACKAGED SNACKS, FRUIT CUPS, CANNED PASTA MEALS, GRANOLA BARS
- MEN'S COATS
- FULL SIZE SHEETS (NEW OR GENTLY USED)
- CAN OPENERS AND SILVERWARE (NEW OR GENTLY USED)
- ADULT BACKPACKS AND SLEEPING BAGS (NEW OR GENTLY USED)
- TOILET BOWL BRUSHES AND BOWL CLEANER, DISH SOAP, SPONGES, MULTI-SURFACE CLEANERS




**Sayp** Salina Area Young Professionals **May Social Event**

**A Mixology Showcase: Big Booty Trudy's**  
May 18th, 2023 | 6pm - 8pm

**THANK YOU!**

FOR ITEM PICK UP - PLEASE TEXT JULIE MINDRUP 785-404-9286.

FOR ITEM DROP-OFF PLEASE BRING TO SALINA CENTRAL HIGH SCHOOL ATTENDANCE OFFICE. (MON-FRI 8AM-3PM)

**ITEMS ARE DUE BY JUNE 1ST, 2023**

THANK YOU FOR GIVING SO GENEROUSLY TO HELP US MEET THE NEEDS OF OUR COMMUNITY!






# RIBBON CUTTINGS with the Bluecoat Ambassadors!



Smoky Hill Vineyards and Winery celebrated their Grand Re-Opening with a Chamber ribbon cutting on April 7.



Bluecoat Ambassadors held a ribbon cutting at Superior Contracting and Manufacturing April 13.



Happy Grand Opening to Ashley HomeStore Distribution Center on April 19!



HAVE SOMETHING TO CELEBRATE AT YOUR BUSINESS?  
**AN EXPANSION? ANNIVERSARY? AWARD?**  
Consider a Bluecoat Ribbon Cutting to help celebrate the occasion.  
For more information, contact **Stephanie Gillig** at: [sgillig@salinakansas.org](mailto:sgillig@salinakansas.org)  
or 785-827-9310, ext. 124

**CHAMBER**  
International Trips!

Vietnam  
**October 2023**

Australia & New Zealand  
**March 2024**

Places still available on both experiences.  
Contact Sandy today [scole@salinakansas.org](mailto:scole@salinakansas.org)  
or 785.827.9310, ext 123





# In The News



**The Smoky Hill Museum**, 211 W. Iron, will present, "The Things They Carried: Vietnam Veteran Panel" A First Thursday Presentation, May 4, 5:30-6:45pm. Fifty years ago, in 1973, the Paris Peace Accords were signed, signaling the end of America's combatant role in Vietnam. But, what was Vietnam? To some, it's just words on a page. To others, it's grainy, eerie images. To others, Vietnam has become part of their life stories. Three Vietnam veterans bring history alive, share their stories and answer questions. Veterans include Doug Randolph, 1st Marine Division; Jim Deister, Combat Engineer, 9th Infantry Division; and Mario G. Mata, 1st Cavalry Division. Thank you to the Vietnam Veterans Association of America, VFW, VVA, DAV, USMC League, American Legion, friends and many others. Experience the panel in-person or register to watch it via Zoom, at [www.smokyhillmuseum.org](http://www.smokyhillmuseum.org). It will also be available on Facebook until noon on Tuesday, May 9.

## GOT NEWS?

Do you have news to share about your business or organization? Email [srice@salinakansas.org](mailto:srice@salinakansas.org) and we'll publish it in an upcoming issue of *Chamber Connection*.

**Salina Downtown Inc.** Has been designated as an Accredited Main Street America™ program for meeting rigorous performance standards. Each year, Main Street America and its partners announce the list of Accredited programs to recognize their exceptional commitment to preservation-based economic development and community revitalization through the Main Street Approach™. Salina Downtown's performance is annually evaluated by Kansas Main Street, which works in partnership with Main Street America to identify the local programs that meet national performance standards. To qualify, communities must meet a set of standards that include commitments to building grassroots revitalization programs, fostering strong public-private partnerships, nurturing economic opportunity for small businesses and entrepreneurs, and actively preserving historic places, spaces, and cultural assets.



May is National Bike Month and **OCCK Transportation** is celebrating with free rides in their KANcycle bike sharing program, a partnership with Blue Cross Blue Shield. May 7 is National Ride a Bike Day and May 19 is National Bike to Work Day. KANcycle is offering the promo code "bike2023" for free rides good at all locations in the KANcycle service area, including Salina. Bikes are easy to check out. Riders need to download the Movatic app, find a rack with an available bike, enter the promo code on the payment screen, and start riding. To end the ride, the process is reversed.

# THANK YOU

to these Chamber members who continue to support our programs through their membership renewal:

- ▶ Chinese Massage
- ▶ Drains Plus, LLC
- ▶ Exchange Bank
- ▶ Hays Academy of Hair Design
- ▶ Hilton Garden Inn and Convention Center
- ▶ Holiday Resort
- ▶ Huseman Veterinary
- ▶ Interim Healthcare of Salina
- ▶ Jim's Formal Wear, LLC
- ▶ KAKE Channel 10
- ▶ Lockton Companies
- ▶ Mahaney Group
- ▶ McCownGordon Construction
- ▶ NU Image Audio
- ▶ Paramount Bar
- ▶ Revive Integrative Health LLC
- ▶ Salina Area United Way
- ▶ St. John's Military School Historical Museum

# WELCOME ABOARD

## **JOYFUL NOISE STUDIOS, LLC**

Melissa Burrows  
2075 S. Ohio  
785-787-2283  
<http://www.joyfulnoisesalina.com>

## **WATTS MANUFACTURING**

Brian Hedgespeth  
785-404-6003  
230 S. Broadway Blvd., Ste. F  
[www.wattsmfg.com](http://www.wattsmfg.com)

## **ADECCO PHONE**

Tim Martin  
316-267-3737  
356 N. Rock Road, Wichita, KS 67206  
<http://www.adeccousa.com>

## **BHAKTA CONSTRUCTION, INC.**

Roger Bhakta  
785-342-8808  
1220 W. North St.

## **MORRISON ROOFING AND SOLAR**

Deanna Vannoster  
316-202-8000  
161 S. Broadway  
<http://www.morrisonroofing.biz>

## **PRICKLY PEAR GRILL & CANTINA**

Tim Blake  
785-515-2350 123 S. Santa Fe  
<https://pricklypearsalina.com>

- ▶ State Farm Insurance - Bill Roberts
- ▶ Stonecreek Financial Solutions
- ▶ Wedel Financial Group

*Thank You*



## Marquee Welcomes

### May

- 6 MAYB Basketball Tournament
- 6 SAYS! Youth Baseball Tournament
- 6 USA Blue & Gold Fast Pitch Softball Tournament
- 13-14 NBC Wake & Rake Youth Baseball Tournament
- 25-26 KSHSAA 4A State Baseball & Softball Tournaments
- 27-28 6-4-3 Youth Baseball Tournament

### June

- 3 USA Dick's Sporting Goods Fun In The Sun Fast Pitch Softball Tournament
- 3 XWE Wrestling

# National Travel & Tourism Week Celebrates 40 years, May 7-13!

*Provided by U.S.Travel Association*

Established in 1983, National Travel and Tourism Week (NTTW) is an annual tradition to celebrate the U.S. travel community and travel's essential role in stimulating economic growth, cultivating vibrant communities, creating quality job opportunities, inspiring new businesses and elevating the quality of life for Americans every day.

This year, we're moving forward by spotlighting travel's essential role in stimulating economic growth, cultivating diverse communities, creating fresh job opportunities, inspiring new businesses and uniting millions of Americans in a fundamental connection—travel.

The travel industry plays an indispensable role in driving economic growth, creating jobs and supporting communities across the country. A thriving travel industry moves our nation forward. The data below showcases our industry as a critical component to the economic vitality of America.

Visit Salina will be sharing industry data throughout the week, via our social media platforms. Like Visit Salina on Facebook for NTTW updates! See full page NTTW fact sheet!

## A glimpse at prepping for recent convention!



## KSHSAA 4A State Baseball and Softball

Preparations are underway for the KSHSAA 4A State Baseball and Softball Tournaments to be held **Thursday, May 25 and Friday, May 26**. Softball will be at the South High Softball Complex and Baseball at Dean Evans Stadium.

Volunteers are needed in many areas including ticket sales and gate keeping, t-shirt and program sales, game day setup and tear down, t-shirt inventory and folding, signage making and more. Shifts are available in 2-3 hour increments starting at 8am through 9pm on Thursday and Friday. Sign making and

t-shirt folding will take place the week prior. To volunteer, contact Tiffany at [tbenien@salinakansas.org](mailto:tbenien@salinakansas.org) with times you are available.





The travel industry plays an indispensable role in driving economic growth, creating jobs and supporting communities across the country. A thriving travel industry moves our nation forward.

The data below showcases our industry as a critical component to the economic vitality of America.

**TRAVEL AS AN ECONOMIC ENGINE:**

- In 2022, **direct travel spending totaled \$1.2 trillion**, powering communities and livelihoods across the nation.
  - **Did you know:** 68% of Americans agree travel and tourism to their region are important economic contributors to local businesses and jobs.<sup>1</sup>
  - **Click [here](#)** to learn more about how travel directly impacts your Congressional district.
- **With an economic output of \$2.6 trillion in 2022**, travel serves as an essential catalyst for a productive U.S. economy and helps to fuel connection and innovation within other industries.
- Travel spending generated nearly **\$160 billion** in total tax revenue, including **\$84 billion** in state and local tax revenue in 2022.
  - **What's more:** 62% of Americans agree taxes paid by travelers help fund essential services in their communities.<sup>2</sup>

**TRAVEL AS A MAJOR EMPLOYER:**

- **Eight million** workers are directly employed within the travel industry.
- The travel industry's impact goes beyond direct employment to support a total of **15 million American jobs**.
  - Prior to the pandemic, **1 out of 10 jobs** depended on travel.
- **Bonus:** 2.3 million domestic person-trips were taken in 2022—injecting dollars into local communities and contributing to the success of countless small businesses.

**THE POWER OF TRAVEL'S UNTAPPED POTENTIAL:**

- Prior to the pandemic, travel was our nation's #1 services export and generated a significant trade surplus.
  - In 2022, travel's trade surplus declined to just \$3 billion—from a peak of \$86 billion in 2015—due to the slow return of inbound international travel and full recovery of outbound travel.<sup>3</sup>
  - **How we build back:** Drastically lower visa wait times and welcome more international visitors to the U.S.
- **Domestic leisure travel spending reached \$837 billion in 2022.** While far above pre-pandemic levels in nominal terms, it has essentially recovered to 2019 levels when adjusted for inflation.
- As domestic business and international inbound travel remain further behind, **there is much room to grow:**
  - Domestic business travel spending remained at just 74% of 2019 levels (inflation-adjusted).
  - International inbound visitations were 64% recovered, while inflation-adjusted spending was just 55% recovered.<sup>4</sup>

LET'S MOVE #TRAVELFORWARD

Source: U.S. Travel Association, Tourism Economics | <sup>1,2</sup>Ipsos, <sup>3,4</sup>U.S. Department of Commerce

1100 New York Avenue, NW Suite 450 Washington, D.C. 20005 | TEL 202.408.8422 | [ustravel.org](http://ustravel.org)



## Visit Salina Active in Groups to Promote Salina...and Kansas as a Destination!

SportsKS is a coalition of Kansas destination marketing professionals with expertise in the Sports Industry, formed to promote Kansas as a major sports destination. SportsKS offers members networking opportunities, education, advocacy and cooperative programs. Members of SportsKS can opt to be a part of several sports tradeshow and professional development opportunities that maximize exposure, which provide savings in comparison to going as a singular city.

Visit Salina is a member of SportsKS as well as a member of SportsETA. SportsETA is an international professional association for the sports tourism industry.

Tiffany Benien, Sports Manager for Visit Salina will be attending the SportsETA Symposium May 8-11 in Kansas City. The event rotates throughout the nation on an annual basis. In addition to professional development sessions and individual meetings with NGBs (National Governing Bodies) and event rights holders to promote Salina, Tiffany will assist SportsKS to host a rights holder invitation-only tour and social event at Children's Mercy Park. The Park is home of the professional Sporting KC Soccer Team, and will host to the 2026 World Cup. A behind the scenes locker room tour, members only field box and Boot Lounge access will be provided to the guests of SportsKS. Professional Soccer Player Matt Besler, who plays for Sporting KC, has been named MLS All Star 5 times, and is a two-time Gold Cup Champion will be on-site for a meet and greet.



**SMOKY HILL SILVER**

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## Long McArthur – April 6



Darin Lee, Long McArthur Salina, announces their new Luxury Car Line and services, and introduces Avery Johnson as the spokesperson for the line.



Attendance Drawing Winner Gary Stansberry, Salina Blueprint and Micrographic Systems, receives his 'check' from Blue Coat Hospitality Cami Dinkel, Big Brothers/Big Sisters and Darin Lee, Long McArthur Salina.

## Superior Contracting & Manufacturing – April 13



Attendance Drawing Winner Emili Garcia, Bennington State Bank, shown here with Blue Coat Ambassador Cara Emig, First Bank Kansas and Mark Millard, Superior Contracting and Manufacturing



Mark Millard and Trevor Franzen from Superior address the attendees about services provided by Superior Contracting and Manufacturing



Emig and Millard present the Superior Drawing Prize to Winner Erica Chapel, Bennington State Bank.

## The Yard, April 18



The Yard welcomed Chamber members to their BAH for a special announcement!



Audrey George with Design Central is presented the \$250 attendance winner 'check' from Blue Coat Ambassador Cara Emig, First Bank Kansas and Brian Guyett, The Yard.



The Yard announcing naming rights holder while unveiling JRI Hospitality Field!

## MAY

Mark your calendars to attend the following Business After Hours in May.

**BIG BOOTY TRUDY'S  
SPEAKEASY & CIGAR BAR**  
509 S. BROADWAY BLVD.

THUR.  
**5-04**  
5:00-7:00 PM



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