



HOSPITALITY PROGRAM

The City of Dodge City is pleased to offer targeted retailers in Dodge City a way to increase traffic flow and hospitality services. Making visitor's information available for your customers will increase awareness of events in Dodge City, drive visitors to your location, increase the services of your business, and aid you in increased sales and traffic. Ultimately, the longer visitors stay in Dodge City, the more likely they will become repeat customer and return to your business during their stay due to your hospitality.

REQUIREMENTS:

- Hang the *Hospitality Poster* predominately in the front window of your business.
- -OR- Display the *Hospitality Door Logo* on front door.
- Place the *Visitor's Brochure Rack* in an area that can be seen by customers.
- Make the *Hospitality Reference Book* available to employees for inquiries.
- Train employees to answer questions on activities in Dodge City.

The signage rack will contain Dodge City Visitors Guides, and it will be the responsibility of the retailer to stock the rack and order more guides [at no cost] when supplies are low (Call the Visitors Center for supplies at 225-8186). It is encouraged that all employees, supervisors, and owners participate in the online training for customer service at www.travelks.com/kays.

BENEFITS:

- Increased business: visitors will recognize the door logo, identifying you as an information source.
- Electronic notification of events in town (*please provide a valid email address*).
- A free hospitality reference book for use in your business. (This book is also available at www.visitdodgecity.org.)
- Free brochures for distribution, delivered by the Convention & Visitors Bureau. Call 225-8186 for more supplies!
- Flyers for your display of upcoming events available by request.
- Free admission to hospitality seminars hosted by the Convention & Visitors Bureau.

For more information and paperwork, contact the Chris Haselhorst at christinah@dodgecity.org or 620-225-8194.





HOSPITALITY PROGRAM SIGN-UP

Business Name:

Owner/Manager Name:

Mailing Address:

City:

State:

Zip:

Valid Email Address:

Phone Number:

Owner/Manager Signature:

Make customer service training a requirement for your employees! A 2-hour online course called “*Kansas At Your Service*” is available at www.travelks.com/kays. Contact Chris Haselhorst at christinah@dodgecity.org for more information on this wonderful program!

For CVB Office Use Only:

Completed paperwork

Materials (hospitality book, visitors guides, maps, display, door logo/poster) Delivered