



**TRANSIENT GUEST TAX ADVISORY BOARD
TUESDAY, SEPTEMBER 15, 2026 AT 12:00 PM
EVORA WHEELER CONFERENCE ROOM**

ORDER OF BUSINESS

MEMBERS PRESENT

Lucus Moody, Chair
Jan Trelc, Vice Chair
Diane Trofholz
Greg Jordan
Sara Isch
Robert Thompson
Don Loux

APPROVAL OF MINUTES OF PREVIOUS MEETING

1) June 16, 2026 Transient Guest Tax Advisory Board Meeting Minutes

Presented by:

Recommended Action:

NEW BUSINESS

1) 2027 AJGA Junior Championship Presentation

FOR THE GOOD OF THE ORDER

ADJOURNMENT

NEXT MEETING DATE/TIME

October 20, 2026

Attendance

Don Loux, Sara Isch, Greg Jordan, Bobby Thompson

CVB/Chamber Representation

none

City Representation

Christine Torrens

Board Member Greg Jordan called the meeting to order.

Minutes *

Motion was made, seconded, and approved to accept the May meeting minutes.

1. [May 19, 2026, Minutes](#)

Business

Imaginarium

Motion was made, seconded, and approved to accept the appropriation application as presented.

Champions Landing

Motion was made by Bobby Thompson to approve the appropriation application for \$30,000. No second.

Motion was made, seconded, and approved by Don Loux, Greg Jordan, and Sara Isch to decline the appropriation application as presented. Bobby Thompson declined this motion.

Next Meeting

July 21, 2026, 12:00 p.m.

Civic Auditorium, Evora Wheeler Conference Room

* Denotes Board Vote

Recorded by:

Christine Torrens

Communications Manager, City of Emporia



2027 AJGA Junior Championship

Event Recruitment & Hosting Proposal

Presented by: Visit Emporia & Emporia Municipal Golf Course
Presented to: Emporia Transient Guest Tax Advisory Board

The Opportunity

Visit Emporia and the Emporia Municipal Golf Course are working together on an opportunity to bring an American Junior Golf Association (AJGA) tournament to Emporia in 2027.

We are requesting \$28,000 in Transient Guest Tax funding to help secure and host the tournament.

This represents more than adding another sporting event to Emporia's calendar. It is an opportunity to recruit a new, multi-day event that has a demonstrated ability to generate hotel stays, restaurant traffic, visitor spending and national exposure for its host community.

AJGA has identified two potential dates for Emporia: April 22–25, 2027 or August 2–5, 2027.

The American Junior Golf Association is a national nonprofit organization serving more than 10,000 junior golfers ages 12–19 from all 50 states and 56 foreign countries. Its tournaments are designed to give competitive junior golfers exposure to collegiate golf opportunities, with tournament results distributed to more than 1,400 college coaches.

For Emporia, that creates an opportunity to welcome not only approximately 80 competitors, but also their families, AJGA staff and others associated with the tournament for a four-day event.

Proven Tourism Impact

We do not have to speculate about what an AJGA tournament could mean for a Kansas host community. The AJGA Wichita Junior Championship at Terradyne Country Club in Andover provides three consecutive years of comparable data.

	2024	2025	2026
Players	78	77	78
States Represented	16	12	18
Countries Represented	3	6	6
Net Visitors	292	340	342
Hotel Room Nights	441	320	369
Visitor Spending	\$149,341	\$132,930	\$126,850
Total Economic Impact	\$387,261	\$356,169	\$342,005

The 2024 event generated 441 hotel room nights and more than \$149,000 in visitor spending. In 2025, the tournament brought 340 net visitors to the area, generated 320 hotel room nights and more than \$132,000 in visitor spending. The 2026 tournament brought 342 net visitors representing 18 states and six countries, generating 369 hotel room nights and \$126,850 in visitor spending.

Three-Year Average

Those three tournaments average approximately: 78 players, 325 net visitors, 377 hotel room nights, \$136,000 in direct visitor spending, & \$362,000 in total economic impact.

Why Emporia?

Emporia has built a reputation around hosting events and welcoming visitors. Bringing AJGA to Emporia allows us to continue diversifying that event portfolio by adding competitive junior golf to a calendar already known for cycling, disc golf, traditional athletics and community events.

The Emporia Municipal Golf Course gives the community an existing public asset capable of serving as the centerpiece of the tournament, while Visit Emporia can provide the destination support needed to turn the tournament into a broader visitor experience.

Our goal is not simply to bring golfers to Emporia.
Our goal is to bring visitors to Emporia.

Players and their families will need hotels. They will eat in local restaurants. They will purchase fuel, shop, explore the community and spend several days in Emporia. That is where this proposal directly connects with the purpose of Transient Guest Tax investment. AJGA reports that the Wichita Junior Championship has generated more than \$1.08 million in total economic impact since 2024.

A Partnership Approach

The proposed tournament would be a partnership between Visit Emporia, the Emporia Municipal Golf Course and AJGA, with additional opportunities for local businesses and organizations to participate.

The Municipal Golf Course would serve as the host facility and provide the course, facilities and local golf operations necessary to conduct the tournament. **Visit Emporia** would support the tourism and visitor components of the event, including lodging coordination, visitor information, destination promotion, community connections and efforts to encourage participants and families to experience Emporia outside the golf course.

Together, the organizations would work with AJGA to create a tournament experience that meets AJGA standards while maximizing the economic benefit to Emporia.

Funding Request

Visit Emporia and the Emporia Municipal Golf Course request: \$28,000 in Transient Guest Tax funding

The funding would provide the local financial support necessary to secure and successfully host the 2027 AJGA tournament.

The preliminary AJGA event budget anticipates expenses associated with tournament operations including staff lodging and meals, transportation, player and volunteer hospitality, medical services, event staffing, signage, player gifts, awards, technology, photography and other tournament-related costs.

Just as importantly, several of these expenses present opportunities for local sponsorships and in-kind partnerships.

Visit Emporia and the Municipal Golf Course would work to secure local support wherever possible, allowing the TGT investment to be leveraged through donated or discounted lodging, meals, transportation, hospitality and other services.

Return on Investment

Using the recent Wichita tournaments as the most relevant benchmark, a \$28,000 investment can be viewed against an event that has averaged approximately:

377 hotel room nights = \$136,000
direct visitor spending = \$362,000

total economic impact based solely on the comparable average visitor spending, that represents approximately: \$4.87 in direct visitor spending for every \$1 of TGT funding requested.

Building Something for the Future

One of the most attractive parts of this proposal is the opportunity to establish a relationship rather than simply host a one-time event.

The Wichita-area tournament demonstrates the value of retaining AJGA. Across its 2024, 2025 and 2026 tournaments, AJGA reports more than \$1 million in cumulative economic impact.

A successful inaugural tournament in Emporia could position the community to pursue future AJGA events and build another recurring piece of Emporia's sports-tourism calendar.

That long-term potential makes the initial investment particularly valuable.

Funding Recommendation

Visit Emporia and the Emporia Municipal Golf Course respectfully request that the Emporia Transient Guest Tax Advisory Board recommend \$28,000 in funding to recruit and host an American Junior Golf Association tournament in Emporia in 2027.

The funding would be contingent upon finalizing an agreement with AJGA and confirming one of the two proposed dates: April 22–25, 2027 or August 2–5, 2027

This proposal represents an investment in a new multi-day visitor event with a demonstrated history of producing hundreds of hotel room nights and significant visitor spending.

It also represents an opportunity to introduce hundreds of new visitors to Emporia while showcasing one of our community's recreational assets to a national audience.

For Visit Emporia, the objective is simple:

Bring them to Emporia for the tournament.

Give them reasons to experience Emporia while they're here.

Build an event they want to return to year after year.

Prepared By:

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