



BOARD OF DIRECTORS MEETING

April 27, 2022
3:30 PM
Carnegie Building



explore
LAWRENCE



eXplore Lawrence Board Meeting Agenda

Wednesday, April 27 – 3:30 PM Zoom

1. Approval of Minutes – March board meeting
2. Financial Report – Heidi Champagne
3. Staff Reports
4. Executive Director Report
5. 2023 Operating Agreement
6. Jayhawk Community Partners

eXplore Lawrence
DRAFT - Board Minutes
March 23, 2021
3:30 p.m.
Carnegie Building

Members Present: Ivan Simac, Anthea Scouffas, David Hoyab, Amber Sellers*, Peter Bobkowski, Mike Logan

Members absent: Fally Afani*, Heidi Champagne, Sally Zogry*, Porter Arniel*

*ex-officio members

Staff: Kim Anspach, Executive Director

Meeting Materials provided by email: March Board Packet

Meeting began at 3:37 p.m. at the Carnegie

1. Approval of Minutes –January board meeting

Action: Motion Anthea, Peter second. Approved Unanimous

2. Finance Report

Ivan would like to discuss whether the Board should discuss early repayment of the EIDL loan after the operating agreement is finalized.

Questions about accrual and funds disbursement schedule.

David Moved to approve the financials, Mike Second. Approved Unanimous

3. Staff Reports

Discussion of Visibility at SPL for and group dining options. Also in the downstairs.

Visitors Center:

- 367 Visitors in January.
- New Saturday volunteer who also volunteers at The Watkins
- Purchase State Travel Guide Listings on behalf of hotels and some strategic partners. Purchased 47 total listings on behalf of partners: hotels, large attractions, wineries and breweries.
- Final Fridays event this Friday with Jason Daily our "Why Lawrence" videographer and photographer and portrait/video subjects .

Sales:

- Kendra is attending the Destinations International Sales and Service Summit this week.
- Currently sitting at 10% of our lead goal for 2022 of securing 65 leads

- \$142,623 in estimated room revenue generated for Lawrence hotels. The goal for '22 is \$3,000,000.00
- Attend the Statehouse Industry Event at the Capitol with the State of Tourism Department
- Created the citywide calendar and presented it to the DOS. This has been a long term goal for the sales department.
- Attended a quarterly Sports Kansas meeting to discuss upcoming trade show opportunities for 2022.

Marketing:

- Total unique website visitors for February were 16,122, a 61% INCREASE from last month and 149% more than February of last year.
- In February, users averaged 1.94 pages per session (compared to 1.7 pages last February) and averaged 1:49 minutes (compared to 1:23 last February). The leading source for our traffic was Organic, Social, and Paid Search.
- Top Viewed pages:
Lawrence Restaurant Week
A Guide to Lawrence Restaurant Week blog
Events Calendar
Home page
Cradle of Basketball
- Lawrence Restaurant Week Advertising
In February, we ran a Lawrence Restaurant Week digital campaign through Datafy, Social Media, LJWorld, and Midco.
 - Datafy retargeted people who visited downtown in the past with the RW message. 621 of the people who saw the campaign arrived in market after the ad. The estimated revenue from these visitors is \$48750. 28 of those people also visited a hotel in Lawrence.
 - On social we target roadtripper, daytripper and local foodie targets. ½ million impressions 9700 clicks and over 900 event responses.
- Why Lawrence:
 - Digital campaign began in February. So far we have featured subjects at Haskell, The Eldridge, Leid Centr, and Spencer in February. New videos premier at noon on Friday. These are our main tik tok content.

Approval of Staff Reports: Peter moves, David Seconds

4. Executive Director Report

- Hybrid Work schedule is underway with all staff on Monday's and Friday's are required to meet in person and other days as needed. As we bring our staffing back to pre-pandemic levels, a more in person schedule may naturally appear.
- There is no Strategic plan document this month. Working with Jonathan post retreat to add some new points: new reporting dashboard, deeper Haskell connections, sales plan implementation benchmarks, looking at current objectives through the DEI + belonging

lense, and how to best leverage our work within the Unmistakable Identity Strategic Outcome with the city.

- TGT Collections in February were \$108,425.
- STR report is tracking increase rate and revenue and occupancy. ADR is the most robust recovery.
- Tourism Economics report:
 - 2020 report came out last month.
 - The pandemic hit Douglas county harder than our peers, with a loss of 30% in lodging and recreational spending, whereas the state as a whole was at 26%. The spending decline contributed to a lost of 770 direct jobs and \$20 million in household income.
 - The overall drop in lodging tax was worse than the state. Dg Co fell 25% below 2011 levels whereas the state was at 15% below.
 - Hospitality and leisure employment was down 15% over 2011 while the state was 4%
 - Even on our most challenging year travel and tourism still generated \$189 million in the county and supported 2900 jobs and \$88 million in household income.
 - Retail Sales rose in the county
 - Visitor spending directly supported 2024 jobs or one out of 11.5 non-farm jobs.
 - Tourism is the 7th largest industry in Douglas County.
 - Visitor activity supported 39 million in government revenues with 21 million accrued to state and local government.
 - In 2020 DGCo unemployment reate was 6.1%, without tourism that would have been 10/6%
- City Manager update:
 - I drafted a letter to update the City Manager on el's Status. I wanted to be clear that we ended 2021 with a surplus because 604K of our total 996K budget was awarded in December 21.
 - We are spending allocations strategically. Outlined our progress in 21 even with reducedresources and shared our plans for success in 22 and beyond.
- CEO Summit Travel in April. I will be out the 4th and fly back on the 7th.
 - Key Topics: DMOs as a community asset, workforce development and retention, Diversity equity and inclusion for DMOs.
- Final Fridays at the VC!

Move to accept Executive Report: David moves, Anthea second. All approved.

5. KOMA – Tabled for time. Powerpoint is included in the board packet. Please review and be mindful of board communication.

6. TGT Grant Program

Peter gave an overview of the program.

Seven committee members, each column on the matrix, is one member. Max points are 50.

What is the Board's role in educating the committee members on where the TGT is generated and what the grant intends to do?

Anthea offered feedback as an applicant. Is it about hotels or what Lawrence is meant to represent? What is the intended mix of cultural events and room night generating?

Also sports is culture in Lawrence. What does it mean to promote Lawrence as a sports town?

Ivan mentioned that there is a need for balance in the approach. We need to support cultural events and also support events that regenerate the fund

Mike talked from a planner's perspective and discussed the building "postcard" events into our budget. Those Unmistakable Identity events should be supported in our marketing.

Amber asked about the resolution creating the program

David moved to accept report , Anthea seconded.

7. Operating Agreement

- Value to having a war chest to go after significant events
- We have to communicate the value of funding increases based on TGT Fund growth.
- We need to collaborate with arts and other cultural organizations
- Benchmarking with other communities to get
- What is our pathway to communication on the operating agreement changes needed?
- Kim will email a draft of the agreement and what else is funded TGT by the fund.
- Send out an agreement to the Board for input.
- TGT grant process is doing too many things to focus on and provide a return on investment

Motion to Adjourn Mike motions to adjourn 5.27, Anthea seconds

Next meeting April 20 , 2022 - 3:30 p.m.

Explore Lawrence Inc
Statement of Financial Position
As of March 31, 2022

	Mar 31, 22
ASSETS	
Current Assets	
Checking/Savings	
1020 · US Bank Checking	216,162.27
1030 · US Bank Money Market	415,881.39
1050 · Reserve Fund	203,679.33
Total Checking/Savings	835,722.99
Total Current Assets	835,722.99
Fixed Assets	
2200 · Leasehold Improvement	107,174.01
2500 · Accumulated Depreciation	-17,415.78
Total Fixed Assets	89,758.23
Other Assets	
1225 · Deposits	3,100.00
Total Other Assets	3,100.00
TOTAL ASSETS	928,581.22
LIABILITIES & EQUITY	
Liabilities	
Current Liabilities	
Accounts Payable	
3000 · Accounts Payable	23,657.39
Total Accounts Payable	23,657.39
Credit Cards	
2109 · Credit Card - US Bank	500.00
Total Credit Cards	500.00
Other Current Liabilities	
3100 · Payroll Liabilities	
3105 · Accrued Payroll	9,740.06
3110 · Federal & FICA Payable	745.11
3111 · KS Withholding Payable	-6.00
3112 · FUTA Payable	183.36
3113 · KS SUTA Payable	653.12
Total 3100 · Payroll Liabilities	11,315.65
3150 · 401(K) W/H Payable	561.37
3300 · Sales Tax Payable	25.33
Total Other Current Liabilities	11,902.35
Total Current Liabilities	36,059.74
Long Term Liabilities	
3700 · EIDL Loan June 19.2020	157,308.00
Total Long Term Liabilities	157,308.00
Total Liabilities	193,367.74
Equity	
4100 · Beginning Fund Balance	691,946.51
Net Income	43,266.97
Total Equity	735,213.48
TOTAL LIABILITIES & EQUITY	928,581.22

Explore Lawrence Inc
Statement of Financial Income and Expenses
For the One Months Ended March 31, 2022 and 2021

	Mar 22	Mar 21	\$ Change	% Change
Ordinary Income/Expense				
Income				
5000 · Guest Tax	249,000.00	0.00	249,000.00	100.0%
5200 · Merchandise Sales	708.46	106.15	602.31	567.4%
5500 · DMI	0.00	3,000.00	-3,000.00	-100.0%
Total Income	249,708.46	3,106.15	246,602.31	7,939.2%
Gross Profit	249,708.46	3,106.15	246,602.31	7,939.2%
Expense				
7000 · Payroll Expense				
7081 · Payroll	29,092.18	28,461.72	630.46	2.2%
7260 · Retirement Plan	1,556.26	0.00	1,556.26	100.0%
7065 · Health Insurance	2,249.44	2,480.42	-230.98	-9.3%
Total 7000 · Payroll Expense	32,897.88	30,942.14	1,955.74	6.3%
7100 · Payroll Tax Expense				
7100.1 · FICA Expense	2,225.55	0.00	2,225.55	100.0%
7100.2 · FUTA Expense	12.94	0.00	12.94	100.0%
7100.3 · SUTA Expense	143.69	0.00	143.69	100.0%
Total 7100 · Payroll Tax Expense	2,382.18	0.00	2,382.18	100.0%
7600 · Programs				
7601 · Advertising				
7601.10 · Magazine	1,506.80	685.00	821.80	120.0%
7601.12 · Content	150.00	4,000.00	-3,850.00	-96.3%
7601.15 · COOP Marketing Expense	5,384.00	0.00	5,384.00	100.0%
7601.2 · Design	57.92	57.92	0.00	0.0%
7601.21 · Opportunity Fund	2,300.00	0.00	2,300.00	100.0%
7601.22 · Tracking	848.50	0.00	848.50	100.0%
7601.4 · Public Relations	29.78	1,000.00	-970.22	-97.0%
7601.8 · Digital	6,200.06	2,079.52	4,120.54	198.2%
Total 7601 · Advertising	16,477.06	7,822.44	8,654.62	110.6%
7625 · Simpleview Data Base	14,871.80	18,500.00	-3,628.20	-19.6%
7642 · Trade Shows				
7642.0 · General Fund	1,038.80	0.00	1,038.80	100.0%
7642.1 · Trade Show Travel	379.22	0.00	379.22	100.0%
Total 7642 · Trade Shows	1,418.02	0.00	1,418.02	100.0%
7644 · Printing and Reproduction	2,119.26	210.00	1,909.26	909.2%
Total 7600 · Programs	34,886.14	26,532.44	8,353.70	31.5%
7620 · Meeting programs	1,100.00	1,086.64	13.36	1.2%
8200 · Admin and General				
8202 · Accounting	600.00	1,350.00	-750.00	-55.6%
8203 · Rent	2,970.23	2,970.28	-0.05	0.0%
8204 · Software	38.25	23.50	14.75	62.8%
8210 · Technology Repair & Maintenance	0.00	2,266.26	-2,266.26	-100.0%
8214 · Bank Service Charges	25.95	35.90	-9.95	-27.7%
8214.1 · Bank Fees - Square	2.31	0.00	2.31	100.0%
8218 · Cash Over/Short	33.06	0.00	33.06	100.0%
8225 · Board Expenses	2,719.82	0.00	2,719.82	100.0%
8226 · Leased Equipment	218.67	237.31	-18.64	-7.9%
8230 · Dues/Subscriptions/Memberships	3,221.18	2,204.00	1,017.18	46.2%
8234 · Insurance	259.06	329.72	-70.66	-21.4%

	Mar 22	Mar 21	\$ Change	% Change
8238 · Utilities	269.77	296.54	-26.77	-9.0%
8242 · Legal	0.00	137.50	-137.50	-100.0%
8244 · Janitorial/Cleaning	296.13	100.00	196.13	196.1%
8245 · Retirement Plan Fees/Admin	425.00	0.00	425.00	100.0%
8247 · Office Supplies	48.54	58.53	-9.99	-17.1%
8248 · Postage and Delivery	1,309.19	0.00	1,309.19	100.0%
8250 · Storage	153.03	153.03	0.00	0.0%
8251 · Misc. Office General	9.95	0.00	9.95	100.0%
8282 · Travel & Meetings				
8282.10 · Professional Development	1,890.00	0.00	1,890.00	100.0%
8282.12 · Staff Travel	480.11	0.00	480.11	100.0%
8282.13 · Meetings	231.88	0.00	231.88	100.0%
8282.14 · Staff Employee Benefits	11.61	0.00	11.61	100.0%
8282 · Travel & Meetings - Other	0.00	50.24	-50.24	-100.0%
Total 8282 · Travel & Meetings	2,613.60	50.24	2,563.36	5,102.2%
8283 · Telephone/Internet	2,774.56	1,388.74	1,385.82	99.8%
Total 8200 · Admin and General	17,988.30	11,601.55	6,386.75	55.1%
Total Expense	89,254.50	70,162.77	19,091.73	27.2%
Net Ordinary Income	160,453.96	-67,056.62	227,510.58	339.3%
Other Income/Expense				
Other Income				
9020 · Interest Income	265.04	137.54	127.50	92.7%
Total Other Income	265.04	137.54	127.50	92.7%
Other Expense				
9510 · Depreciation	446.56	446.56	0.00	0.0%
Total Other Expense	446.56	446.56	0.00	0.0%
Net Other Income	-181.52	-309.02	127.50	41.3%
Net Income	160,272.44	-67,365.64	227,638.08	337.9%

Explore Lawrence Inc
Statement of Financial Income and Expenses
For the Three Months Ended March 31, 2022 and 2021

	Jan - Mar 22	Jan - Mar 21	\$ Change	% Change
Ordinary Income/Expense				
Income				
5000 · Guest Tax	249,000.00	249,000.00	0.00	0.0%
5100 · Visitors Guide	23,884.00	0.00	23,884.00	100.0%
5200 · Merchandise Sales	846.94	384.69	462.25	120.2%
5500 · DMI	3,000.00	6,000.00	-3,000.00	-50.0%
5600 · Co-Op Marketing	0.00	1,000.00	-1,000.00	-100.0%
5660 · DTN	1,076.00	0.00	1,076.00	100.0%
Total Income	277,806.94	256,384.69	21,422.25	8.4%
Cost of Goods Sold				
6100 · Merchandise Cost				
6190 · Miscellaneous Costs	0.00	72.63	-72.63	-100.0%
Total 6100 · Merchandise Cost	0.00	72.63	-72.63	-100.0%
Total COGS	0.00	72.63	-72.63	-100.0%
Gross Profit	277,806.94	256,312.06	21,494.88	8.4%
Expense				
7000 · Payroll Expense				
7081 · Payroll	71,794.86	85,882.76	-14,087.90	-16.4%
7260 · Retirement Plan	3,888.78	1,248.50	2,640.28	211.5%
7065 · Health Insurance	7,806.10	6,942.10	864.00	12.5%
Total 7000 · Payroll Expense	83,489.74	94,073.36	-10,583.62	-11.3%
7100 · Payroll Tax Expense				
7100.1 · FICA Expense	5,492.31	0.00	5,492.31	100.0%
7100.2 · FUTA Expense	183.36	0.00	183.36	100.0%
7100.3 · SUTA Expense	653.12	0.00	653.12	100.0%
Total 7100 · Payroll Tax Expense	6,328.79	0.00	6,328.79	100.0%
7600 · Programs				
7601 · Advertising				
7601.10 · Magazine	4,678.80	5,137.00	-458.20	-8.9%
7601.12 · Content	600.00	4,300.00	-3,700.00	-86.1%
7601.14 · Outdoor	0.00	700.00	-700.00	-100.0%
7601.15 · COOP Marketing Expense	5,676.50	0.00	5,676.50	100.0%
7601.2 · Design	115.84	2,915.84	-2,800.00	-96.0%
7601.21 · Opportunity Fund	2,300.00	0.00	2,300.00	100.0%
7601.22 · Tracking	2,545.50	0.00	2,545.50	100.0%
7601.24 · New Technology	0.00	1,656.22	-1,656.22	-100.0%
7601.4 · Public Relations	29.78	1,000.00	-970.22	-97.0%
7601.6 · I-70 Distribution	8,155.47	0.00	8,155.47	100.0%
7601.8 · Digital	9,600.78	4,533.12	5,067.66	111.8%
7601.9 · Partner Media Buy Program	0.00	11.56	-11.56	-100.0%
Total 7601 · Advertising	33,702.67	20,253.74	13,448.93	66.4%
7623 · Marketing				
7623.1 · Website Design	0.00	17,137.51	-17,137.51	-100.0%
Total 7623 · Marketing	0.00	17,137.51	-17,137.51	-100.0%
7625 · Simpleview Data Base	14,871.80	18,500.00	-3,628.20	-19.6%
7641 · Promotional Materials	0.00	637.30	-637.30	-100.0%
7642 · Trade Shows				
7642.0 · General Fund	1,276.75	0.00	1,276.75	100.0%
7642.1 · Trade Show Travel	379.22	0.00	379.22	100.0%
Total 7642 · Trade Shows	1,655.97	0.00	1,655.97	100.0%
7643 · Website Hosting	6,500.00	208.87	6,291.13	3,012.0%
7644 · Printing and Reproduction	2,543.14	227.69	2,315.45	1,016.9%

	Jan - Mar 22	Jan - Mar 21	\$ Change	% Change
7645 · Special Projects				
7649 · Visitors Guide	42,675.77	0.00	42,675.77	100.0%
Total 7645 · Special Projects	42,675.77	0.00	42,675.77	100.0%
Total 7600 · Programs	101,949.35	56,965.11	44,984.24	79.0%
7620 · Meeting programs	4,864.21	8,144.09	-3,279.88	-40.3%
8200 · Admin and General				
8202 · Accounting	1,400.00	7,700.00	-6,300.00	-81.8%
8203 · Rent	8,910.79	8,936.59	-25.80	-0.3%
8204 · Software	73.50	70.50	3.00	4.3%
8206 · Hardware	65.67	0.00	65.67	100.0%
8210 · Technology Repair & Maintenance	0.00	2,739.95	-2,739.95	-100.0%
8214 · Bank Service Charges	87.80	125.70	-37.90	-30.2%
8214.1 · Bank Fees - Square	5.61	0.00	5.61	100.0%
8218 · Cash Over/Short	84.41	0.00	84.41	100.0%
8225 · Board Expenses	2,755.33	476.30	2,279.03	478.5%
8226 · Leased Equipment	1,209.63	1,532.79	-323.16	-21.1%
8230 · Dues/Subscriptions/Memberships	4,501.11	6,384.70	-1,883.59	-29.5%
8234 · Insurance	2,920.18	5,036.16	-2,115.98	-42.0%
8238 · Utilities	939.64	807.82	131.82	16.3%
8242 · Legal	192.50	137.50	55.00	40.0%
8244 · Janitorial/Cleaning	636.13	380.00	256.13	67.4%
8245 · Retirement Plan Fees/Admin	425.00	425.00	0.00	0.0%
8247 · Office Supplies	274.49	439.81	-165.32	-37.6%
8248 · Postage and Delivery	1,309.19	87.99	1,221.20	1,387.9%
8250 · Storage	612.12	765.14	-153.02	-20.0%
8251 · Misc. Office General	19.90	1,246.02	-1,226.12	-98.4%
8282 · Travel & Meetings				
8282.10 · Professional Development	3,090.00	0.00	3,090.00	100.0%
8282.12 · Staff Travel	569.00	0.00	569.00	100.0%
8282.13 · Meetings	395.35	0.00	395.35	100.0%
8282.14 · Staff Employee Benefits	181.22	0.00	181.22	100.0%
8282 · Travel & Meetings - Other	0.00	96.13	-96.13	-100.0%
Total 8282 · Travel & Meetings	4,235.57	96.13	4,139.44	4,306.1%
8283 · Telephone/Internet	5,585.38	4,426.56	1,158.82	26.2%
Total 8200 · Admin and General	36,243.95	41,814.66	-5,570.71	-13.3%
8900 · Misc Expense	0.00	0.00	0.00	0.0%
Total Expense	232,876.04	200,997.22	31,878.82	15.9%
Net Ordinary Income	44,930.90	55,314.84	-10,383.94	-18.8%
Other Income/Expense				
Other Income				
9020 · Interest Income	407.75	426.05	-18.30	-4.3%
Total Other Income	407.75	426.05	-18.30	-4.3%
Other Expense				
9510 · Depreciation	1,339.68	1,339.68	0.00	0.0%
9530 · Interest Expense	732.00	0.00	732.00	100.0%
Total Other Expense	2,071.68	1,339.68	732.00	54.6%
Net Other Income	-1,663.93	-913.63	-750.30	-82.1%
Net Income	43,266.97	54,401.21	-11,134.24	-20.5%

Explore Lawrence Inc
Statement of Income and Expenses Budget Performance
For the One and Three Months Ended March 31, 2022

	Mar 22	Budget	Jan - Mar 22	YTD Budget	Annual Budget
Ordinary Income/Expense					
Income					
5000 · Guest Tax	249,000.00	83,000.00	249,000.00	249,000.00	996,000.00
5100 · Visitors Guide	0.00	2,083.34	23,884.00	6,250.02	25,000.00
5200 · Merchandise Sales	708.46	333.34	846.94	1,000.02	4,000.00
5300 · Carryover from LY Funds	0.00	18,083.34	0.00	54,250.02	217,000.00
5500 · DMI	0.00	1,000.00	3,000.00	3,000.00	12,000.00
5600 · Co-Op Marketing	0.00	250.00	0.00	750.00	3,000.00
5680 · DTN	0.00	500.00	1,076.00	1,500.00	6,000.00
5700 · Miscellaneous Income	0.00	116.67	0.00	350.01	1,400.00
Total Income	249,708.46	105,386.69	277,806.94	316,100.07	1,264,400.00
Gross Profit	249,708.46	105,386.69	277,806.94	316,100.07	1,264,400.00
Expense					
7000 · Payroll Expense					
7081 · Payroll	29,092.18	29,583.34	71,794.86	88,750.02	355,000.00
7260 · Retirement Plan	1,556.26	833.34	3,888.78	2,500.02	10,000.00
7065 · Health Insurance	2,249.44	3,083.34	7,896.10	9,250.02	37,000.00
7070 · Incentive Program	0.00	833.34	0.00	2,500.02	10,000.00
Total 7000 · Payroll Expense	32,897.88	34,333.36	83,489.74	103,000.08	412,000.00
7100 · Payroll Tax Expense					
7100.1 · FICA Expense	2,225.55	2,000.00	5,492.31	6,000.00	24,000.00
7100.2 · FUTA Expense	12.94	25.00	183.36	75.00	300.00
7100.3 · SUTA Expense	143.69	70.00	653.12	210.00	840.00
Total 7100 · Payroll Tax Expense	2,382.18	2,095.00	6,328.79	6,285.00	25,140.00
7600 · Programs					
7601 · Advertising					
7601.10 · Magazine	1,506.80	1,160.42	4,678.80	3,481.26	13,925.00
7601.12 · Content	150.00	1,137.50	600.00	3,412.50	13,650.00
7601.14 · Outdoor	0.00	833.34	0.00	2,500.02	10,000.00
7601.15 · COOP Marketing Expense	5,384.00	250.00	5,676.50	750.00	3,000.00
7601.2 · Design	57.92	306.67	115.84	920.01	3,680.00
7601.21 · Opportunity Fund	2,300.00	2,083.34	2,300.00	6,250.02	25,000.00
7601.22 · Tracking	848.50	850.00	2,545.50	1,500.00	10,200.00
7601.24 · New Technology	0.00	500.00	0.00	1,500.00	6,000.00
7601.4 · Public Relations	29.78	791.67	29.78	2,375.01	9,500.00
7601.6 · I-70 Distribution	0.00	1,083.34	8,155.47	3,250.02	13,000.00
7601.8 · Digital	6,200.06	12,250.00	9,600.78	36,750.00	147,000.00
7601.9 · Partner Media Buy Program	0.00	333.34	0.00	1,000.02	4,000.00
Total 7601 · Advertising	16,477.06	21,578.62	33,702.67	64,738.86	258,955.00
7619 · Incentive Travel					
7619.0 · General Fund	0.00	250.00	0.00	750.00	3,000.00
7619.1 · Committed Incentives	0.00	1,375.00	0.00	4,125.00	16,500.00
7619.2 · New Business	0.00	875.00	0.00	2,625.00	10,500.00
Total 7619 · Incentive Travel	0.00	2,500.00	0.00	7,500.00	30,000.00
7625 · Simpleview Data Base					
7641 · Promotional Materials	14,871.80	1,291.67	14,871.80	3,875.01	15,500.00
7642 · Trade Shows	0.00	1,250.00	0.00	3,750.00	15,000.00
7642.0 · General Fund	1,038.80	625.00	1,276.75	1,875.00	7,500.00
7642.1 · Trade Show Travel	379.22	250.00	379.22	750.00	3,000.00
Total 7642 · Trade Shows	1,418.02	875.00	1,655.97	2,625.00	10,500.00

Explore Lawrence Inc
Statement of Income and Expenses Budget Performance
For the One and Three Months Ended March 31, 2022

	Mar 22	Budget	Jan - Mar 22	YTD Budget	Annual Budget
7643 · Website Hosting	0.00	2,166.67	6,500.00	6,500.01	26,000.00
7644 · Printing and Reproduction	2,119.26	583.34	2,543.14	1,750.02	7,000.00
7645 · Special Projects					
7648 · Bids	0.00	2,083.34	0.00	6,250.02	25,000.00
7649 · Visitors Guide	0.00	3,333.34	42,675.77	10,000.02	40,000.00
Total 7645 · Special Projects	0.00	5,416.68	42,675.77	16,250.04	65,000.00
Total 7600 · Programs	34,886.14	35,662.98	101,949.35	106,988.94	427,955.00
7620 · Meeting programs					
8200 · Admin and General	1,100.00	3,333.34	4,864.21	10,000.02	40,000.00
8202 · Accounting					
8203 · Rent	600.00	1,250.00	1,400.00	3,750.00	15,000.00
8204 · Software	2,970.23	4,166.67	8,910.79	12,500.01	50,000.00
8206 · Hardware	38.25	250.00	73.50	750.00	3,000.00
8210 · Technology Repair & Maintenance					
8214 · Bank Service Charges	0.00	416.67	65.67	1,250.01	5,000.00
8214 · Technology Repair & Maintenance	0.00	1,666.67	0.00	5,000.01	20,000.00
8214 · Bank Fees - Square	25.95	50.00	87.80	150.00	600.00
8214 · Bank Fees - Square	2.31		5.61		
8218 · Cash Over/Short	33.06		84.41		
8225 · Board Expenses	2,719.82	366.67	2,755.33	1,100.01	4,400.00
8226 · Leased Equipment	218.67	416.67	1,209.63	1,250.01	5,000.00
8230 · Dues/Subscriptions/Memberships	3,221.18	1,250.00	4,501.11	3,750.00	15,000.00
8234 · Insurance	259.06	1,000.00	2,920.18	3,000.00	12,000.00
8238 · Utilities	269.77	500.00	939.64	1,500.00	6,000.00
8242 · Legal	0.00	416.67	192.50	1,250.01	5,000.00
8244 · Janitorial/Cleaning	296.13	208.34	636.13	625.02	2,500.00
8245 · Retirement Plan Fees/Admin	425.00	183.34	425.00	550.02	2,200.00
8247 · Office Supplies	48.54	486.34	274.49	1,375.02	5,500.00
8248 · Postage and Delivery	1,308.19	685.42	1,308.19	2,066.26	8,225.00
8250 · Storage	153.03	125.00	612.12	375.00	1,500.00
8251 · Misc. Office General	9.95	208.34	19.90	625.02	2,500.00
8282 · Travel & Meetings					
8282.10 · Professional Development	1,890.00	333.34	3,090.00	1,000.02	4,000.00
8282.11 · EL Hosted Events	0.00	166.67	0.00	500.01	2,000.00
8282.12 · Staff Travel	480.11	250.00	569.00	750.00	3,000.00
8282.13 · Meetings	231.88	166.67	365.35	500.01	2,000.00
8282.14 · Staff Employee Benefits	11.61	83.34	181.22	250.02	1,000.00
Total 8282 · Travel & Meetings	2,613.60	1,000.02	4,235.57	3,000.06	12,000.00
8283 · Telephone/Internet	2,774.56	1,458.34	5,585.38	4,375.02	17,500.00
Total 8200 · Admin and General	17,988.30	16,077.16	36,243.95	48,231.48	192,925.00
8900 · Misc Expense			0.00		
Total Expense					
Net Ordinary Income					
Other Income/Expense					
Other Income					
9020 · Interest Income	265.04	83.34	407.75	250.02	1,000.00
Total Other Income	265.04	83.34	407.75	250.02	1,000.00

Explore Lawrence Inc

Statement of Income and Expenses Budget Performance

For the One and Three Months Ended March 31, 2022

	Mar 22	Budget	Jan - Mar 22	YTD Budget	Annual Budget
Other Expense					
9510 - Depreciation	446.56	446.59	1,339.68	1,339.77	5,359.00
9530 - Interest Expense	0.00	363.34	732.00	1,090.02	4,360.00
Total Other Expense	446.56	809.93	2,071.68	2,429.79	9,719.00
Net Other Income	-181.52	-726.59	-1,663.93	-2,179.77	-8,719.00
Net Income	160,272.44	13,138.26	43,266.97	39,414.78	157,661.00



Sales Team Board Report, March 2022

Lead Production

- 4 Leads generated (Room Nights: 4,512/ ERR: \$717,408) out of those leads- 1 Repeat, 3 New leads
- 2 Definite generated (Room Nights: 1,257 ERR: \$199,863)- both repeat leads for eXplore Lawrence

RRN = Requested

Room Nights

Service efforts are all groups that eXplore Lawrence Sales is actively working with on service needs for their upcoming event/conference needs.

NACADA Region #7 Conference
KCA 2022 Spring Conference
KCAC Women's Golf Tournament
Fur Takers of America 54th Rendezvous
KC Pre Nationals Volleyball Tournament

Sales Team Highlights

- Currently sitting at 14% of our lead goal for 2022 of securing 65 leads
- \$262,423.00 in estimated definite room revenue generated for Lawrence hotels
- Attended Destination International Sales & Services Summit in D.C. with 150 other Sales & Services CVB National reps
- Partnership Meeting with Jayhawk Community Partnerships
- Partnership Meeting with Revel XP & Jayhawk Experiences contacts

Users

14,344

↑ 53.8%

Sessions

18,641

↑ 68.4%

Pageviews

34,543

↑ 78.0%

Bounce Rate

57.1%

↓ -20.5%

Avg. Session Duration

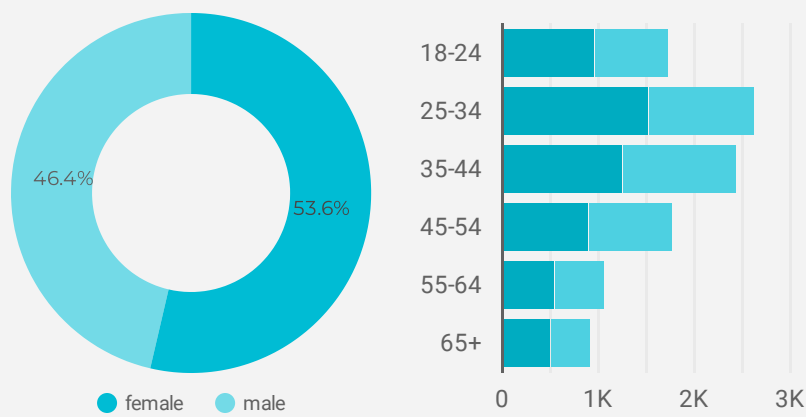
00:01:39

Pages / Session

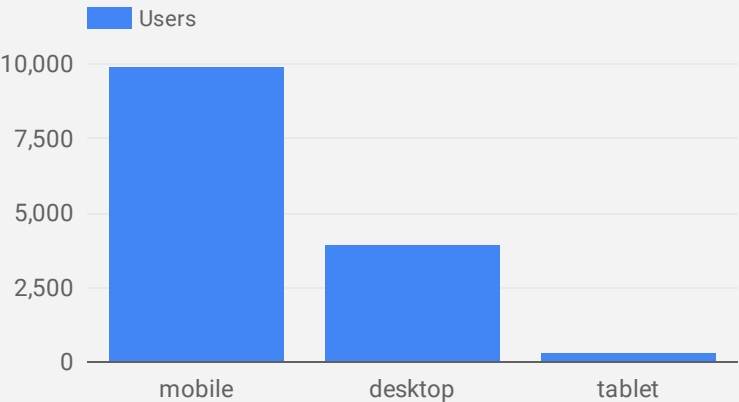
1.85

↑ 5.7%

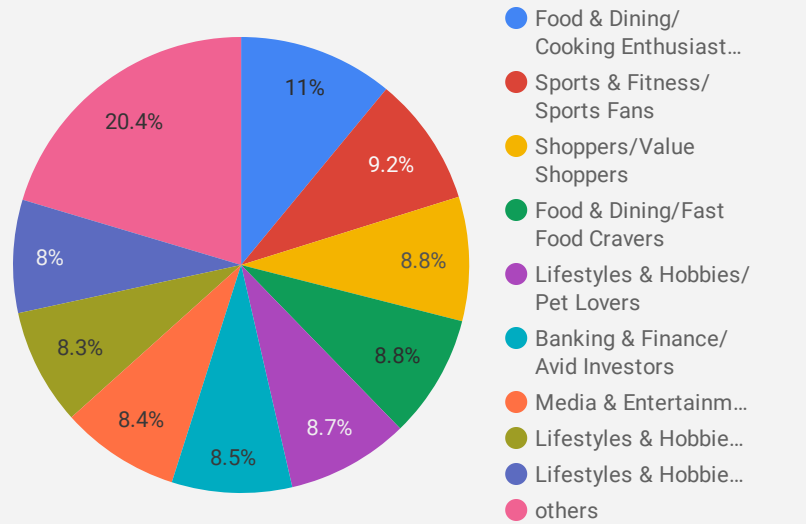
Engagement by Age & Gender



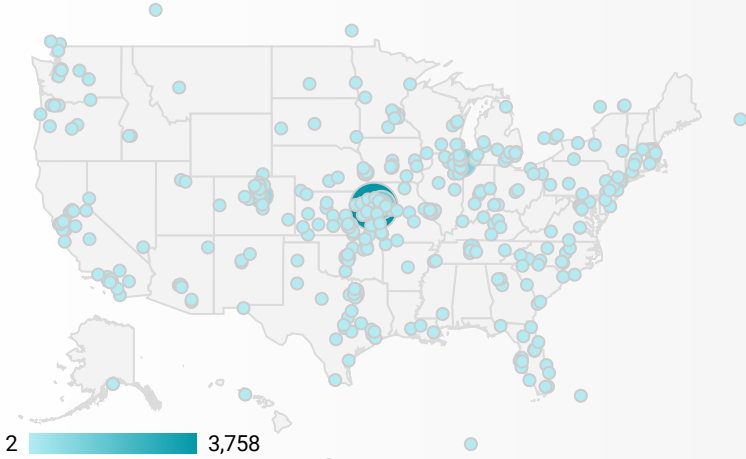
Device Category by Users



User Interests



What are the top cities by users?



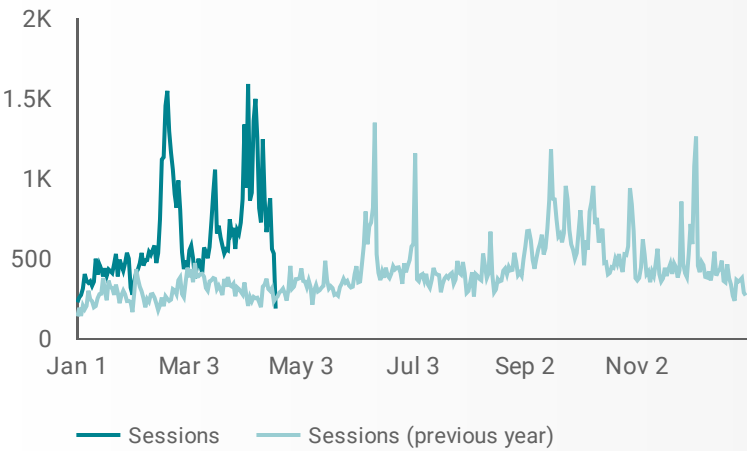
	City	Users ▾	Pageviews
1.	Lawrence	3,769	
2.	Kansas City	1,771	
3.	Chicago	1,088	
4.	Denver	687	
5.	(not set)	442	
6.	Topeka	428	
7.	Overland Park	268	
8.	Wichita	237	
9.	Oklahoma City	209	
10.	Nashville	187	

1 - 10 / 1529

<

>

How are site sessions trending?





Default Data
Click to select your data

Medium

Mar 1, 2022 - Mar 31, 2022

BEHAVIOR

Data From Google Analytics

Top Pages by Unique Pageviews

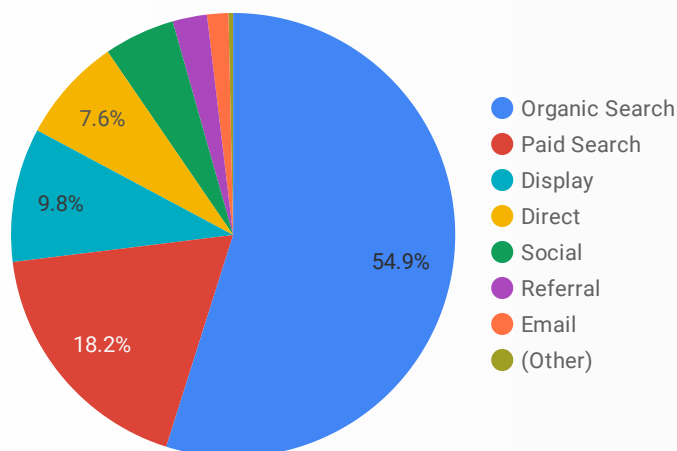
	Page Title	Unique Pageviews
1.	Events Calendar - Unmistakably Lawrence	3,158
2.	Visitors Guide - Unmistakably Lawrence	1,988
3.	Explore - Unmistakably Lawrence	1,832
4.	Eat - Unmistakably Lawrence	1,035
5.	Cradle of Basketball	1,004
6.	St. Patrick's Day Parade - Unmistakably Lawrence	855
7.	Concerts & Live Music	756
8.	Play - Unmistakably Lawrence	695
9.	Kiddos - Unmistakably Lawrence	592
10.	History & Heritage - Unmistakably Lawrence	414

1 - 10 / 1146

AQUISITION

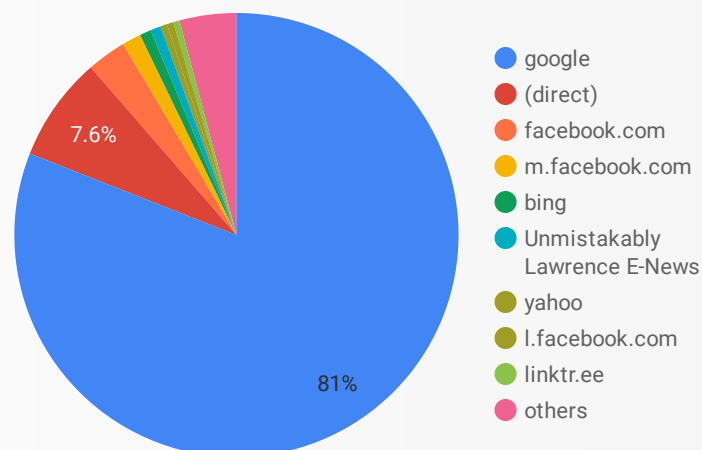
Which channels are driving engagement?

Goal: Engaged Users



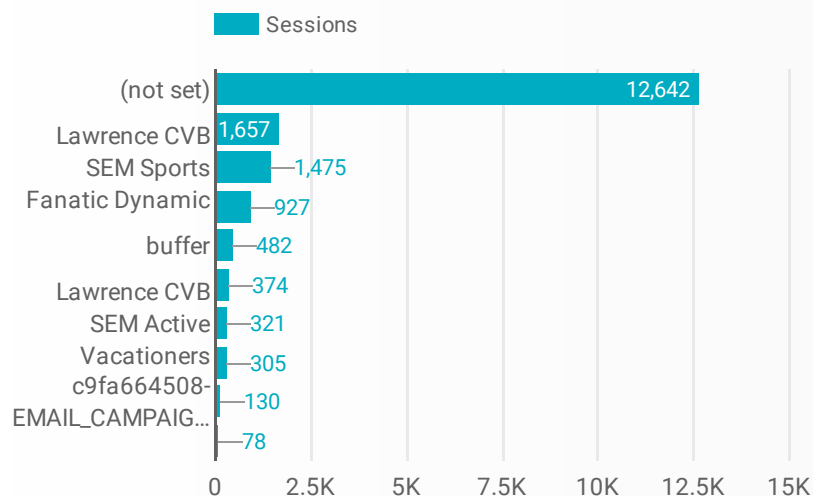
Where are referrals coming from?

Goal: Engaged Users



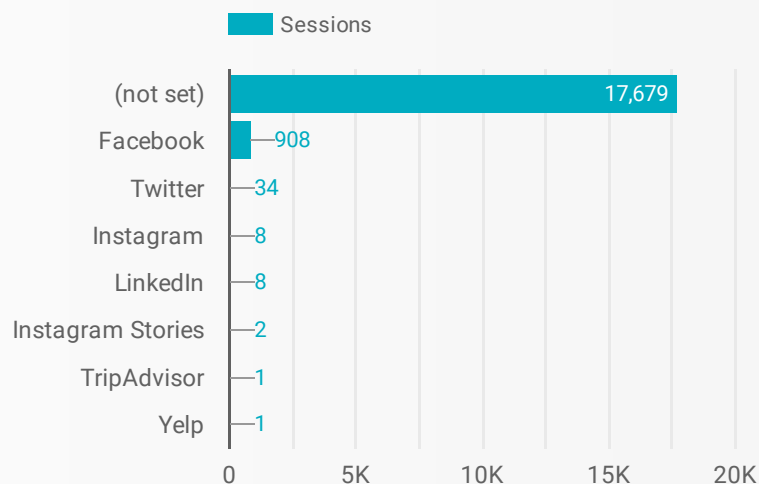
Ad Campaign Referrals

Goal: Engaged Users



Social Referrals

Goal: Engaged Users



Overview

Click Through Rate

by Clicks, CTR

Clicks

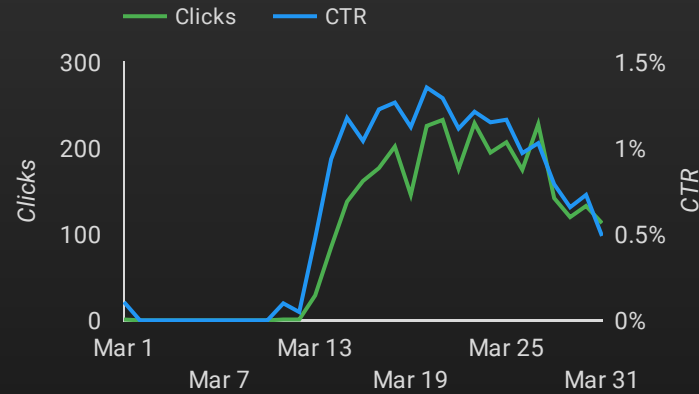
3.1K

↑ 51,883.3%

CTR

1.0%

↑ 3,828.7%



Impressions

by Impressions and CPM

Impressions

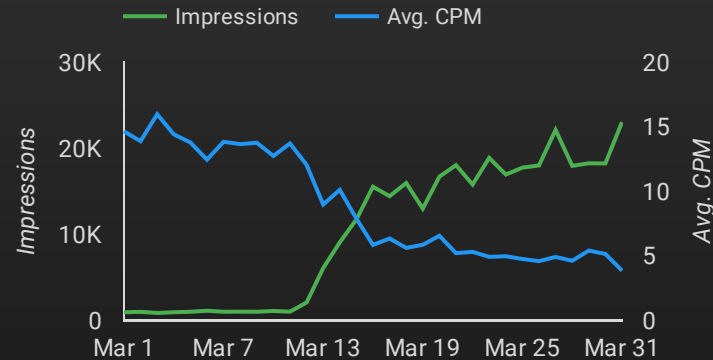
320.6K

↑ 1,223.2%

Avg. CPM

\$5.83

↓ -58.1%



Cost Per Click

by Cost and CPC

Cost

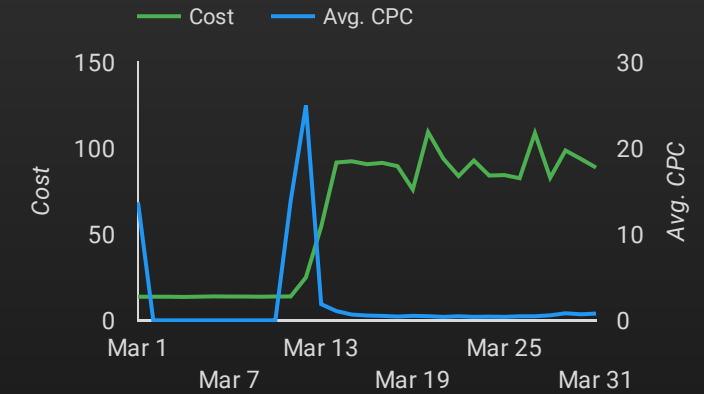
\$1.87K

↑ 454.0%

Avg. CPC

\$0.60

↓ -98.9%



Top Campaigns

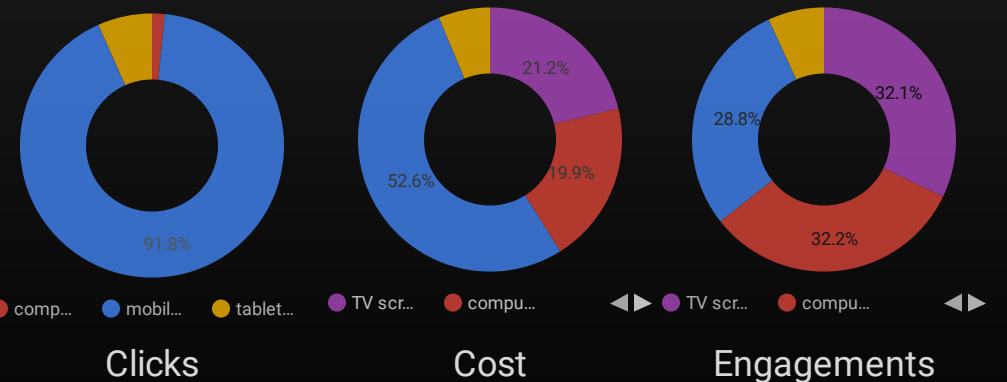
by CTR, Avg. CPC, and Cost / Conv.

Campaign	Clicks ▾	CTR	Avg. CPC
1. 2022 Visitors Guide	3,075	1.3%	\$0.24
2. Vibe Videos	37	0.07%	\$19.33
3. Why Lawrence	7	0.02%	\$61.04
4. Cradle of Basketball	0	0%	\$0
5. Encountering John Brown	0	0%	\$0
6. Epic Football Weekend 2021	0	0%	\$0
7. LP Video Skippable	0	0%	\$0
8. Lawrence Busker Festival 2021 - EL Roadtrip Campaign	0	0%	\$0

1 - 10 / 13

Device Breakdown

by Clicks, Cost, and Engagements



Clicks

Cost

Engagements



Overview



Unique Visitors

52,838

In-State 14,840

Out-of-State 37,998

Visitor Days Spent

169,684

In-State 50,171

Out-of-State 119,513

Avg Trip Length

2.361

In-State 2.2387

Out-of-State 2.4250

Number of Trips

71,696

In-State 22,414

Out-of-State 49,282

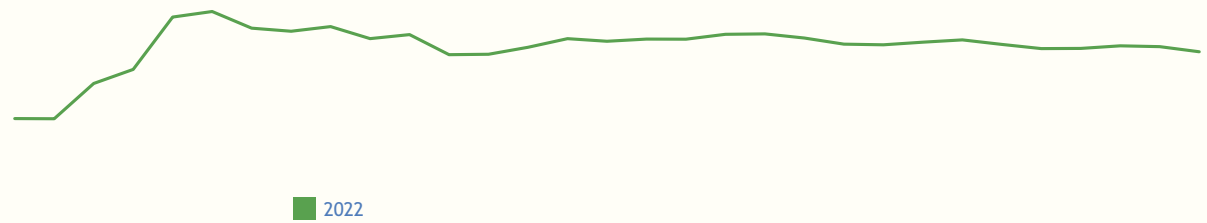


Visitation

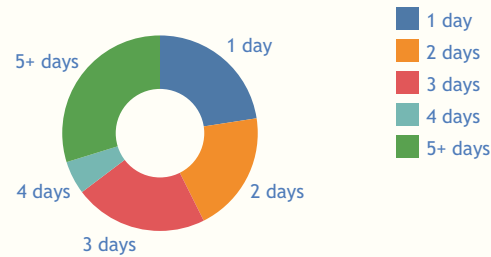
Year to Date

		In-State	Out-of-State
2022	Unique Vis..	37,002	92,546
	Visitor Da..	153,233	337,585
2021	Unique Vis..	17,110	47,436
	Visitor Da..	67,854	162,712
2020	Unique Vis..	30,908	79,873
	Visitor Da..	125,327	279,544
2019	Unique Vis..	31,690	92,350
	Visitor Da..	131,890	343,144
2018	Unique Vis..	24,517	72,578
	Visitor Da..	87,409	236,956

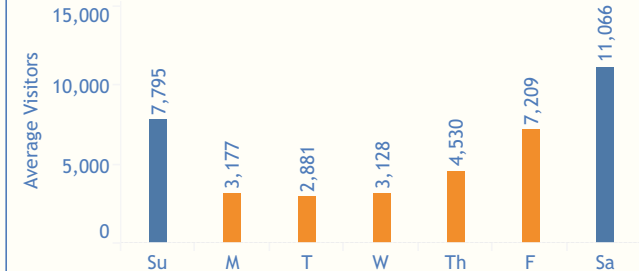
Visitor Trend



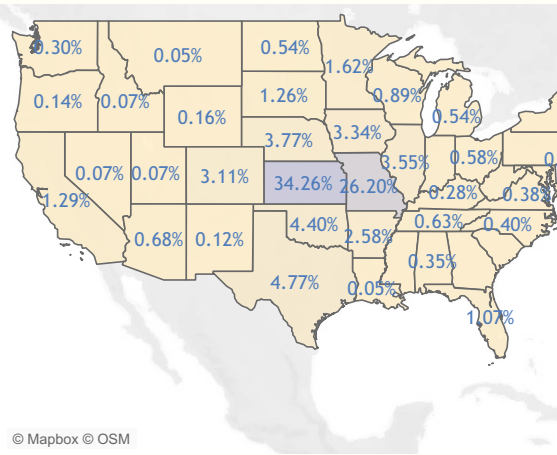
Trip Length



Weekday vs Weekend



Visitors by State



Top POI's

Downtown Lawrence	83,082
Hotels	69,985
Sports	54,441
Restaurant	18,079
Outdoors	12,908
Live Music	3,548

DMAs

Top Markets



Wichita-Hutchinson Plus	8,562
Kansas City	5,476
Topeka	4,091
Springfield- MO	2,557
St. Louis	2,211
Joplin-Pittsburg	2,002



Prevalent Demographic Group:

Age: Gen X (45-64) Income: 100k+ Education: Bachelors
Household: 3-5 in HH Ethnicity: Caucasian

Overview

Video View Rate

by Video Views, Video View Rate, and Impressions

Video views

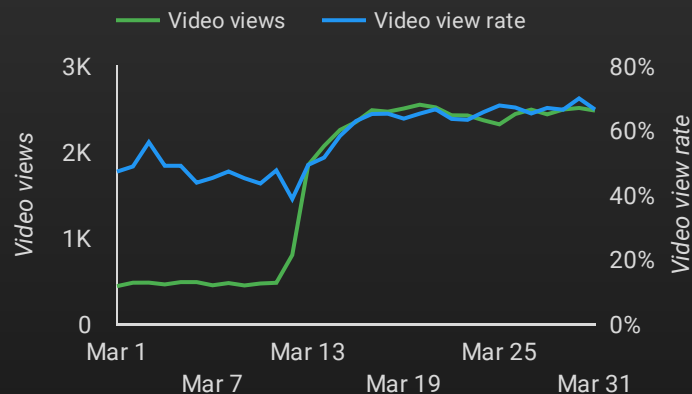
51.5K

↑ 368.3%

Video view rate

61.0%

↑ 34.3%



Impressions

by Impressions and CPM

Impressions

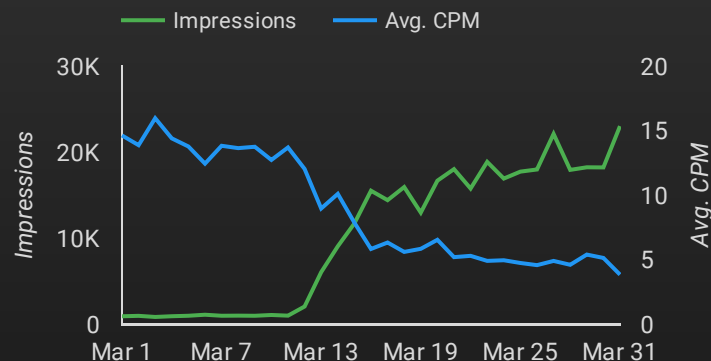
320.6K

↑ 1,223.2%

Avg. CPM

\$5.83

↓ -58.1%



Cost Per View

by Cost, CPV

Cost

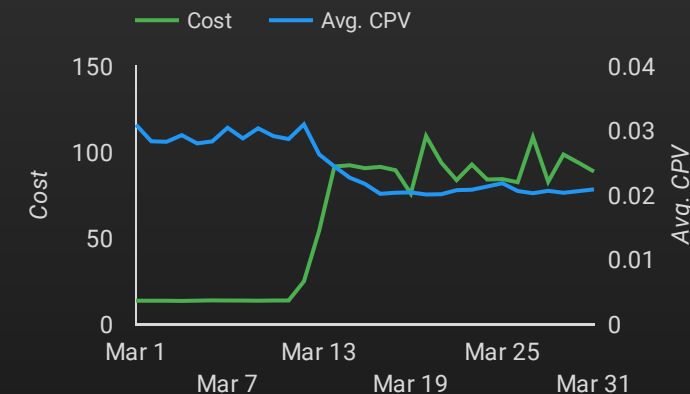
\$1.87K

↑ 454.0%

Avg. CPV

\$0.02

↓ -27.6%



Top Campaigns

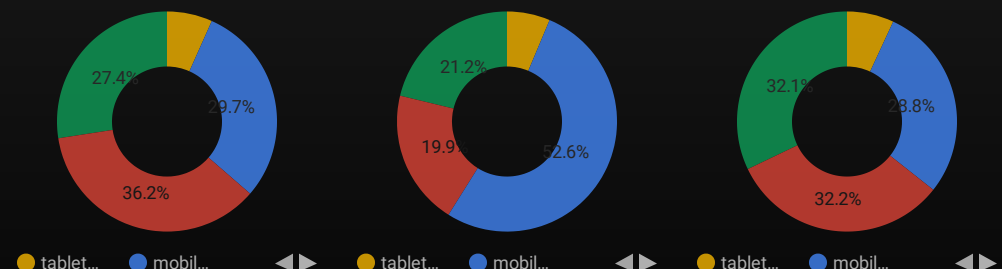
by Views, View Rate and Cost / View

	Campaign	Video vi...	Video vie...	Avg. CPV
1.	Vibe Videos	37,435	69.62%	\$0.02
2.	Why Lawrence	14,091	45.89%	\$0.03
3.	2022 Visitors Guide	0	0%	\$0
4.	Cradle of Basketball	0	0%	\$0
5.	Encountering John Brown	0	0%	\$0
6.	Epic Football Weekend 2021	0	0%	\$0
7.	LP Video Skippable	0	0%	\$0
8.	Lawrence Busker Festival 2021 - EL Roadtri...	0	0%	\$0

1 - 13 / 13

Device Breakdown

by Video Views, Costs, and Engagements



Video Views

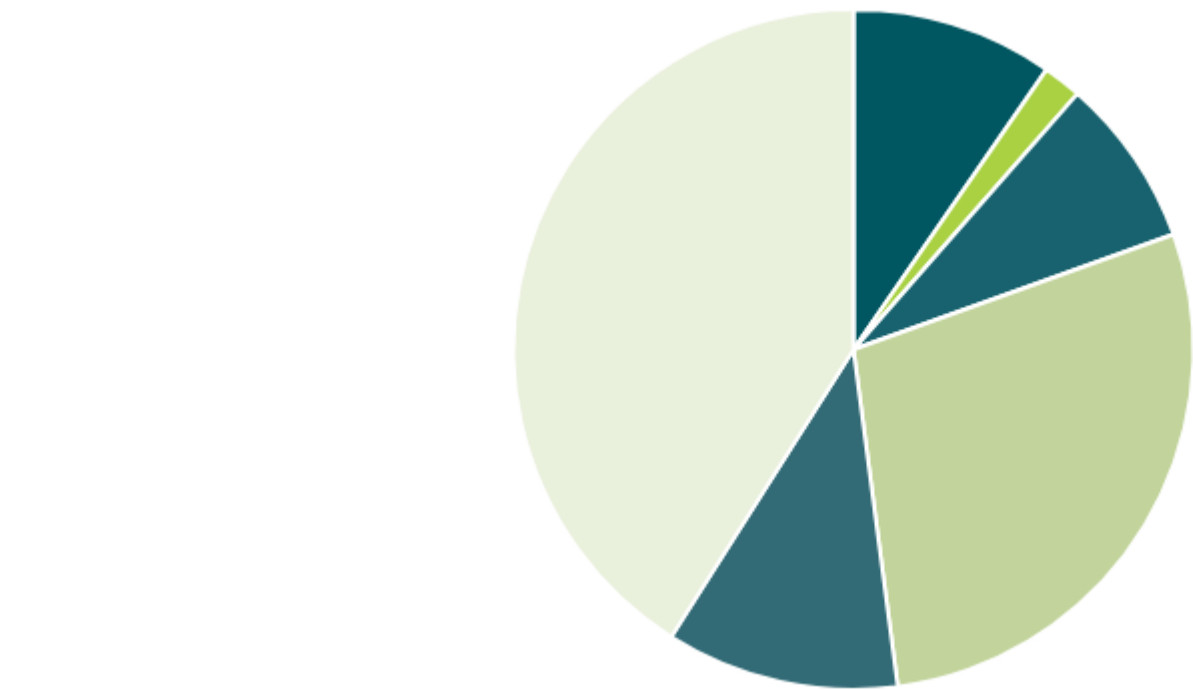
Cost

Engagements

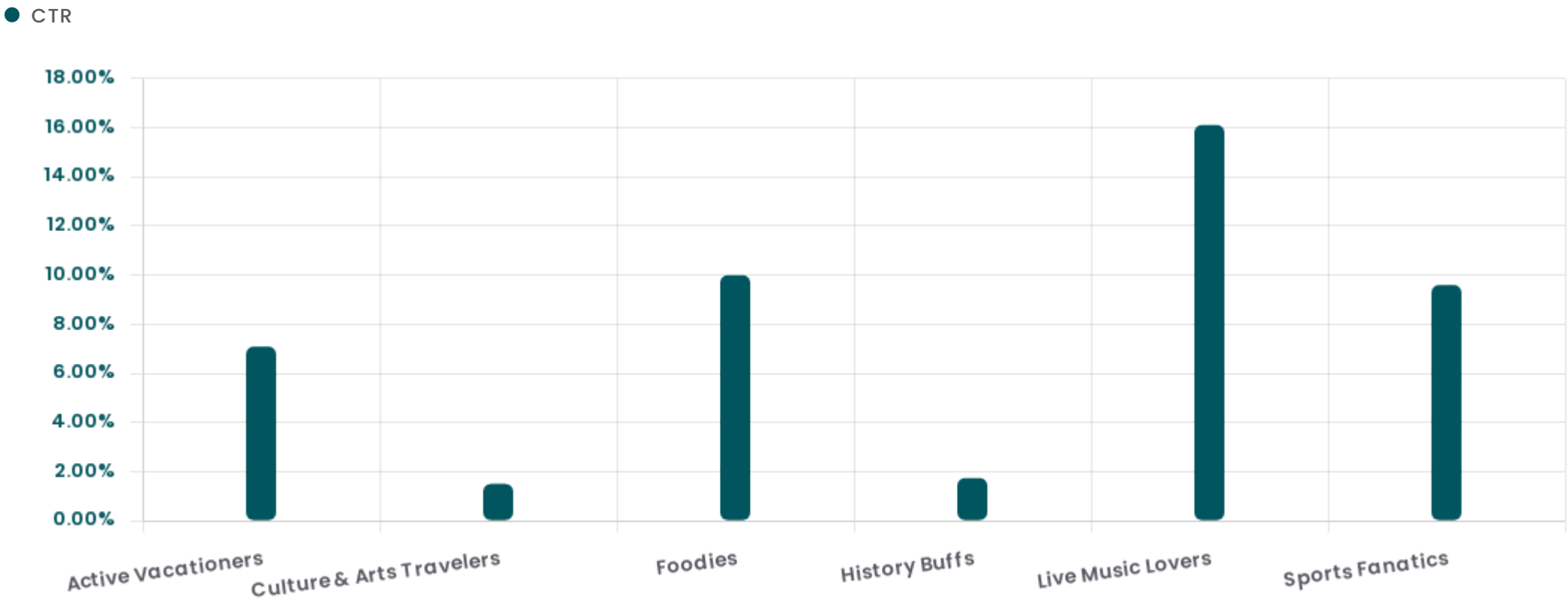
SEM Campaign Overview



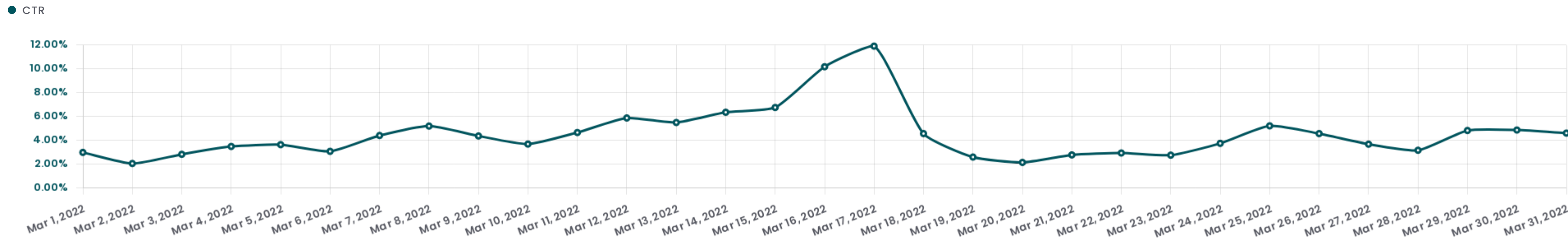
Sports Fanatics (41.00%) History Buffs (28.41%) Live Music Lovers (11.09%) Active Vacationers (9.61%)
Foodies (8.05%) Culture & Arts Travelers (1.84%)



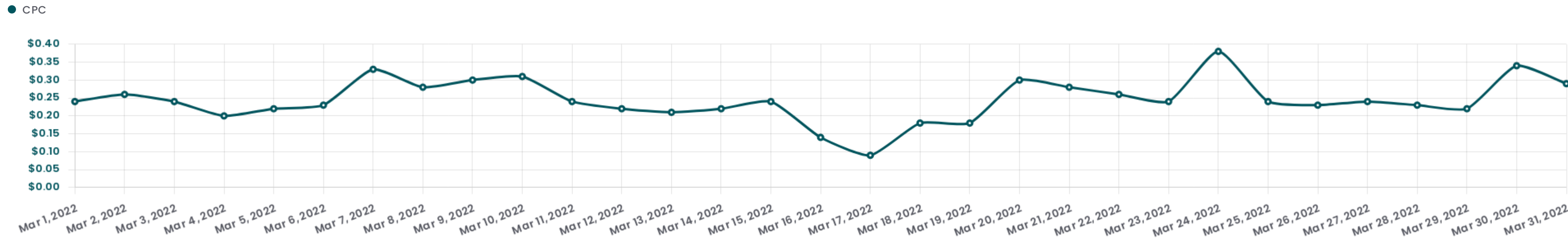
Click Through Rate by Campaign



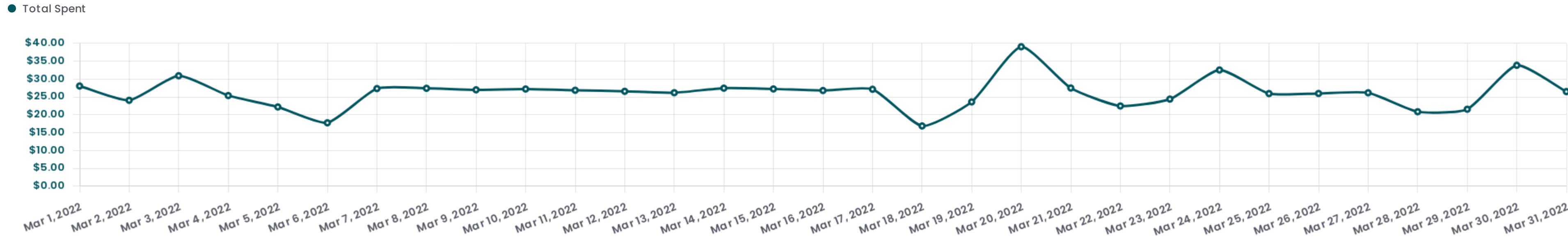
CTR By Day



CPC By Day



Spend By Day



Top Keywords by CTR

Keyword	Clicks	CTR	Total Spent
+hiking +trails +near +lawrence +ks	3	30.00%	\$1.22
+lawrence +ks +walking +trails	23	28.75%	\$8.00
+food +specials +lawrence +ks	88	28.48%	\$10.17
downtown lawrence	16	25.81%	\$2.20
lawrence food specials	19	25.68%	\$2.05
+lawrence +ks +bike +trails	43	24.86%	\$15.75
+hiking +trails +lawrence +ks	40	24.84%	\$14.88
	2,011	2.87%	\$711.98

Ready Or Not, Here Comes Spring Time Events!

Sent

Wed, Mar 16, 2022 10:26 am

Ready or not, here comes Spring time events!

Sent 3/16/22 10:26AM

Overview

4,307 Recipients

Audience: Unmistakably Lawrence E-News

Delivered: Wed, Mar 16, 2022 10:26 am

Subject: Ready or not, here comes Spring time events! 🌸

1,283 Opened	120 Clicked	57 Bounced	12 Unsubscribed
-----------------	----------------	---------------	--------------------

Successful deliveries	4,250	98.7%	Clicks per unique opens	9.4%
Total opens	1,859		Total clicks	193
Last opened	4/19/22 8:55AM		Last clicked	4/6/22 10:29AM
Forwarded	0		Abuse reports	1

0 Orders	\$0.00 <u>Average order revenue</u>	\$0.00 <u>Total revenue</u>
-------------	--	--------------------------------

Ready or not, here comes Spring time events!

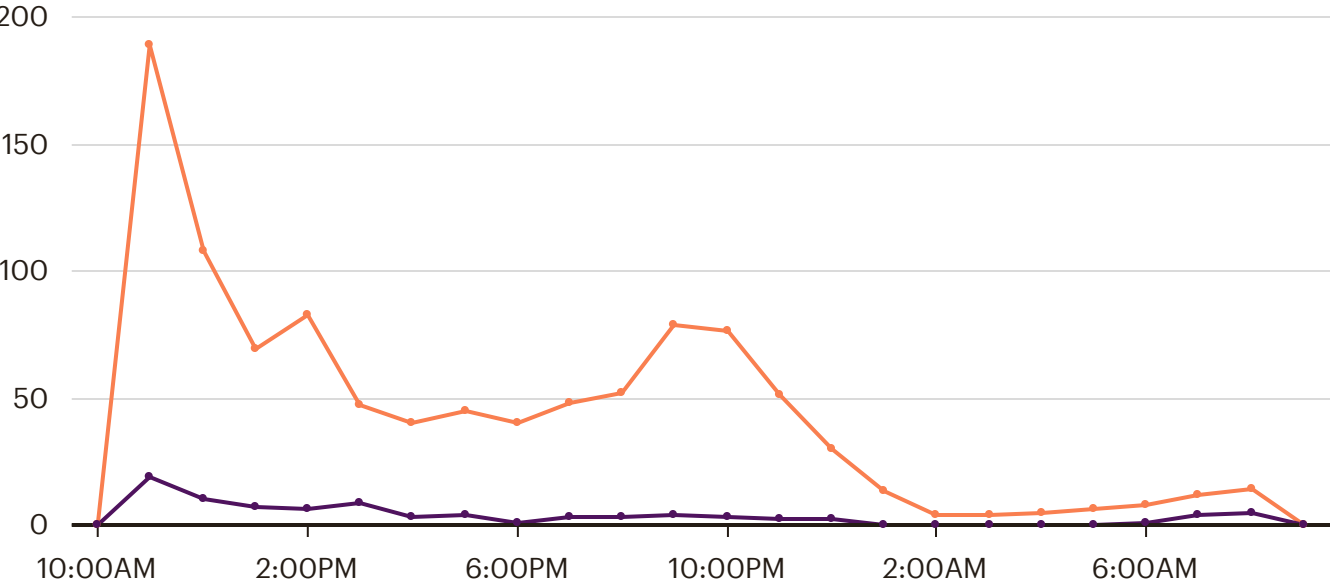
Sent 3/16/22 10:26AM

Subscriber activity

24-hour performance

Opens

Clicks



Subscribers with most opens

hchcom@ku.edu	8
gloria339@volcano.net	10
garywlogan@me.com	11
jnicklaus@sunflower.com	11
jcoester@kc.rr.com	11

Ready or not, here comes Spring time events!

Sent 3/16/22 10:26AM

Click performance

URL	Total	Unique
https://www.explorelawrence.com/events/annual-eve...	45 (23.3%)	40 (24.0%)
https://www.explorelawrence.com/why-lawrence/	44 (22.8%)	37 (22.2%)
https://www.explorelawrence.com/blog/post/back-in-...	21 (10.9%)	21 (12.6%)
https://www.explorelawrence.com/event/celtic-roots-f...	17 (8.8%)	15 (9.0%)
https://www.explorelawrence.com/blog/post/explorin...	16 (8.3%)	12 (7.2%)
https://www.eventbrite.com/e/lfk-cornhole-king-1000...	10 (5.2%)	10 (6.0%)
https://www.paperplains.org/	9 (4.7%)	9 (5.4%)
https://www.explorelawrence.com/events/annual-eve...	8 (4.1%)	7 (4.2%)
https://www.explorelawrence.com/things-to-do/attrac...	7 (3.6%)	4 (2.4%)
https://fnsapowwow.ku.edu/	6 (3.1%)	5 (3.0%)
https://www.explorelawrence.com/events/annual-eve...	6 (3.1%)	5 (3.0%)
https://www.explorelawrence.com/	4 (2.1%)	2 (1.2%)
https://www.twitter.com/eXploreLawrence/	0 (0.0%)	0 (0.0%)
http://explorelawrence.com/	0 (0.0%)	0 (0.0%)
http://instagram.com/explorelawrence	0 (0.0%)	0 (0.0%)
http://www.facebook.com/explorelawrence	0 (0.0%)	0 (0.0%)
https://www.youtube.com/explorelawrence	0 (0.0%)	0 (0.0%)

Ready or not, here comes Spring time events!

Sent 3/16/22 10:26AM

Advanced reports

It may take some time for new data to display. To view current data, visit your Google Analytics account. Learn more about Google Analytics data in Mailchimp

Google Analytics - All Web Site Data (UA-62869806-1)

0.0% Campaign ROI	2.6% Conversion rate	\$0.00 Revenue created	38.6% Bounce rate
More info	More Info	More info	More info
Campaign cost 3.52	Per visit goal value 0.00	Transactions 0	Visits 153
Revenue created \$0.00	Goal 1: November FF Map D... 0	E-commerce conversion rate 0.0%	New visits 88
	Goal 2: VG Request 4	Per visit value 0.00	Avg time on site 05:43
		Average value 0.00	Pages/visit 3.02

Email Domain Performance

Domain	Email	Bounces	Opens	Clicks	Unsubs
gmail.com	1748 (41%)	5 (0%)	365 (21%)	29 (2%)	1 (0%)
yahoo.com	729 (17%)	7 (1%)	275 (38%)	16 (2%)	4 (1%)
hotmail.com	350 (8%)	1 (0%)	99 (28%)	12 (3%)	1 (0%)
aol.com	174 (4%)	0 (0%)	59 (34%)	7 (4%)	2 (1%)
ku.edu	102 (2%)	5 (5%)	34 (35%)	5 (5%)	0 (0%)
Other	1204 (28%)	39 (3%)	451 (39%)	51 (4%)	4 (0%)



Monthly Report

March 1 - 31, 2022

Totals

Facebook, Instagram, Twitter



Total Audience
25,648 ↗ 0.5%



Total Impressions
215,850 ↘ 45%



Total Engagement
7,429 ↘ 42%

Performance

[Explore Lawrence](#)

Facebook Performance in March 2022

Engaged Users
5,034 ↘ 46%

Post Impressions
171,848 ↘ 26%

Reactions
1,074 ↘ 39%

Post Reach
132,422 ↘ 24%

Page & Post Engagements
6,861 ↘ 43%

Link Clicks
2,322 ↘ 67%

New Fans
92 ↗ 7%

Posts
39 ↘ 4%

Post insights

[Explore Lawrence](#)

Top 5 most engaging Facebook posts in February

Showing 5 posts in total

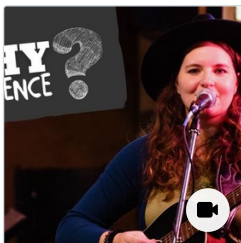
Sorted by Eng. Rate



March 10, 2022 07:33pm

38 Kansas Craft Brewers - 3 Delicious Food Vendors - 1 Helluva Good Time! A limited number of tickets are available for this weekend's Kansas Craft Brewers Expo. Get yours now... <https://buff.ly/3687k8m>

Post Clicks	Reactions	Impressions	Reach	Eng. Rate	Spend
906	14	9,232	7,308	55.78%	\$35



March 25, 2022 05:00pm

Meet Megan Luttrell. She's a singer-songwriter with powerhouse vocals and compelling original music. She hosts open mic nights and the Women's Songwriter Showcase at Kaw Valley Public House - a friendly neighborhood.

Post Clicks	Reactions	Impressions	Reach	Eng. Rate	Spend
368	35	3,983	2,693	32.92%	\$14



March 4, 2022 06:28pm

Meet Justin. He's the owner of River Rat Skate and Print. In addition to being Lawrence's only skateboard shop, it's a local print shop and has its own apparel line. Watch to see what Justin thinks about Lawrence, Kansas.

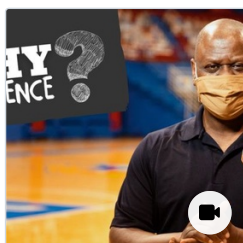
Post Clicks	Reactions	Impressions	Reach	Eng. Rate	Spend
470	27	14,617	9,814	31.18%	\$108
\$		\$	\$		



March 1, 2022 09:31pm

March's best bets for live music...

Post Clicks	Reactions	Impressions	Reach	Eng. Rate	Spend
436	7	17,173	10,441	22.34%	\$78
\$		\$	\$		



March 11, 2022 06:00pm

Meet Al. He's an expert tour guide for The Jayhawk Experience. The Jayhawk Experience is a walking tour that gives guests the opportunity to get a behind-the-scenes look at many of the KU's iconic facilities, including Allen Fieldhouse.

Post Clicks	Reactions	Impressions	Reach	Eng. Rate	Spend
347	21	11,942	7,554	20.78%	\$103
\$		\$	\$		

Performance

explorelawrence

Instagram Performance in March 2022

Posts	Impressions	Reach
12 ↘ 20%	34,544 ↘ 35%	19,191 ↘ 30%
Likes	Comments	New Followers
541 ↘ 26%	9 ↘ 52%	40 ↘ 24%

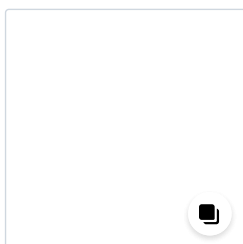
Post insights

explorelawrence

Top 5 engaging Instagram posts in March

Showing 5 posts in total

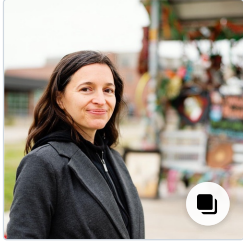
Sorted by Eng. Rate



March 4, 2022 06:04pm

Meet Justin. He's the owner of River Rat Skate and Print. In addition to being Lawrence's only skateboard shop, it's a local print shop and has its own apparel line. Click the link in our bio to see what Justin thinks about Lawrence, Kansas.

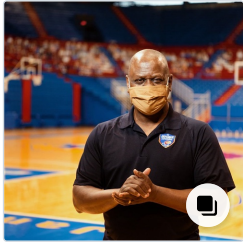
Likes	Comments	Impressions	Reach	Eng. Rate	Spend
149	1	2,445	1,941	6.18%	—



March 18, 2022 05:12pm

Meet Marlo. She's a filmmaker, the director of the Free State Festival, and the Curator for media and film at the Lawrence Arts Center. Marlo shares why the Wishing Bench, an East Lawrence landmark, is remarkable to her in

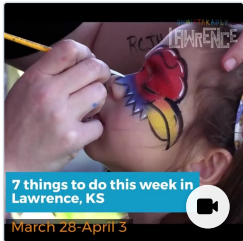
Likes	Comments	Impressions	Reach	Eng. Rate	Spend
108	0	1,881	1,545	5.90%	—



March 11, 2022 06:32pm

Meet Al. He's an expert tour guide for The Jayhawk Experience. The @JayhawkExperience is a walking tour that gives guests the opportunity to get a behind-the-scenes look at many of the KU's iconic facilities, inc

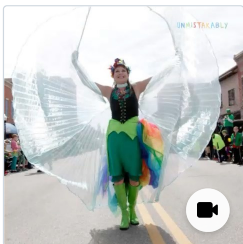
Likes	Comments	Impressions	Reach	Eng. Rate	Spend
61	2	1,517	1,178	4.22%	—



March 28, 2022 04:46pm

7 things to do this week in Lawrence, Kansas. Watkins Museum of History The Lied Center of Kansas The Bottleneck Great Blue Heron Lucia Beer Garden Grill KU University Theater Cider Gallery #WhyLawrence

Likes	Comments	Impressions	Reach	Eng. Rate	Spend
31	1	991	951	3.63%	—



March 14, 2022 07:08pm

7 things to do this week in Lawrence, Kansas. #whylawrence #unmistakablylawrence

Likes	Comments	Impressions	Reach	Eng. Rate	Spend
39	3	1,536	1,402	3.06%	—

Stories summary

 explorelawrence

Instagram Stories Performance

Stories	Impressions	Reach
12 ↘ 25%	2,044 ↘ 26%	2,011 ↘ 27%
Replies	Exits	Engagement Rate
1 ↘ 80%	172 ↘ 37%	0.03% ↘ 83%

Stories with most reach

 explorelawrence



Reach
308

Completion Rate
89.71%

🕒 Mar 27, 09:17



Reach
205

Completion Rate
93.30%

🕒 Mar 26, 01:27



Reach
193

Completion Rate
92.23%

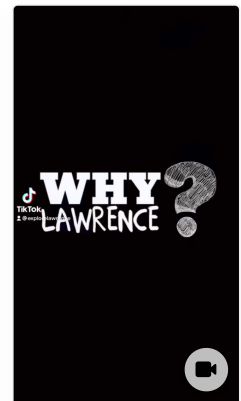
🕒 Mar 26, 02:09



Reach
179

Completion Rate
93.44%

🕒 Mar 13, 04:50



Reach
167

Completion Rate
90.64%

🕒 Mar 3, 08:07

Impressions
2,044

Average Reach
168

Completion Rate
91.45%

Exits
172

Performance

 eXploreLawrence

Twitter performance in March

Tweets

42 ↘ 8%

Retweets

18 ↘ 40%

Impressions

11,125 ↘ 7%

Engagements

160 ↘ 17%

Replies

3 ↗ 200%

Clicks

62 ↘ 1%

Likes

55 ↘ 28%

New Followers

12 ↗ 20%

Delivering

17 Mar 2022 - 01 May 2022

Impressions

of 62.5 K

Clicks

CTR

Spend

of 2 K USD

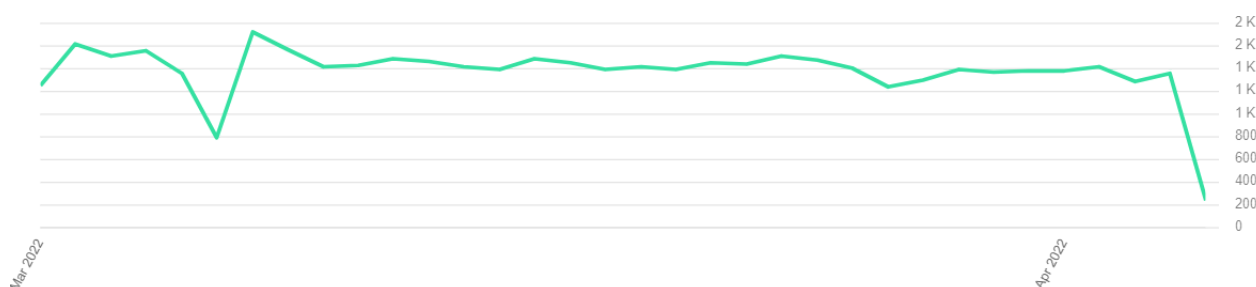
Show more ▾

All times ▼







Impressions

Clicks

CTR

 **Creatives**

Show 10 entries

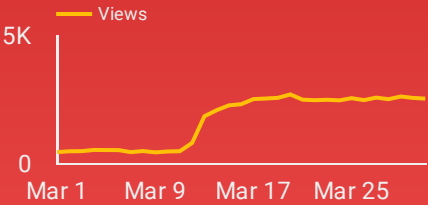
Preview & type	Name & ID	Size	Status	URL	Impressions	Clicks
 Image	Travel Guide Ad 39371	320 x 50	Delivering		22,899	14
 Image	Travel Guide Ad 39372	300 x 250	Delivering		17,439	9
 Image	Travel Guide Ad 79373	728 x 90	Delivering		6,252	2

Showing 1 to 3 of 3 entries

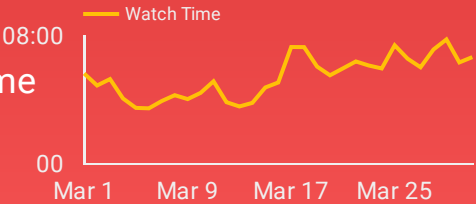


Trending by Views, Watch Time, & Shares

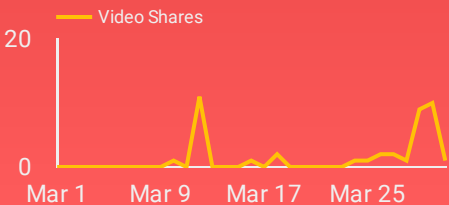
Views
53.3K



Avg Watch Time
07:09



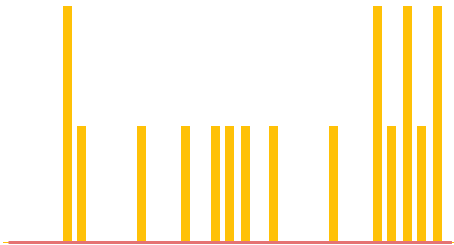
Video Shares
42.0



Likes Added & Removed

+ 18.0

- 0.0



Dislikes Added & Removed

+ 0.0

- 0.0



Top Videos Watched

Filter by video title

Title	Views	Watch Time	Shares
Welcome to Unmistakably Lawren...		00:09:46	3
Welcome to Unmistakably Lawren...		00:07:00	4
Why Lawrence? Al at The Jayhawk ...		00:04:49	8
Why Lawrence? Justin at River Rat...		00:04:39	0
Why Lawrence? Marlo at The Wish...		00:04:16	2
Why Lawrence? Lisa at the Spence...		00:05:06	0
Welcome to Unmistakably Lawren...		00:06:58	3
Why Lawrence? Megan at Kaw Vall...		00:03:14	3
2016 Downtown Men's Olympic S...		00:01:44	0
The Cradle of Basketball HD		00:03:29	17

1 - 10 / 73



Subscriptions Added & Removed

+ 3.0

- 0.0



User Comments

+ 0

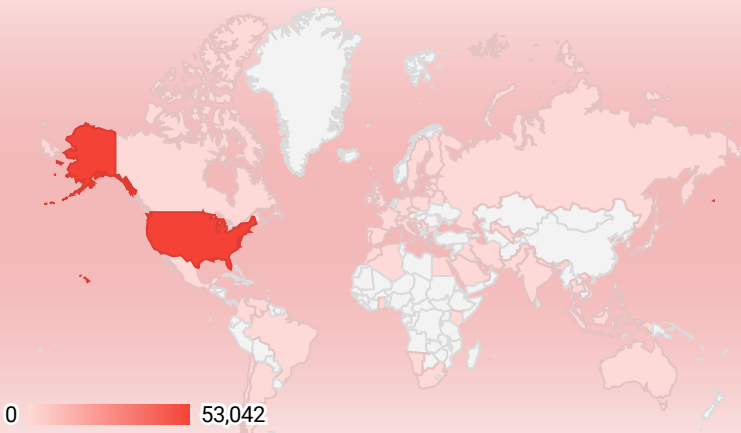


Video Comments

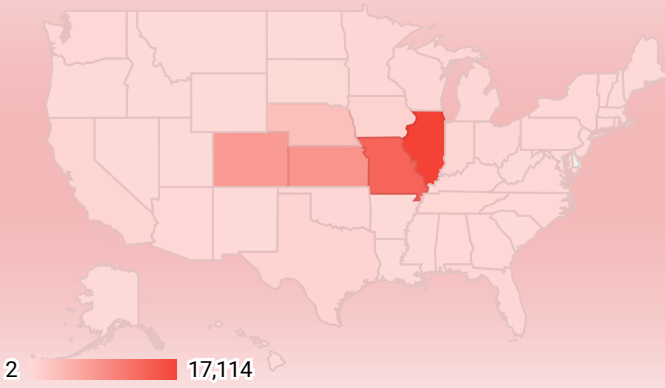
+ 0



Top Countries By Views



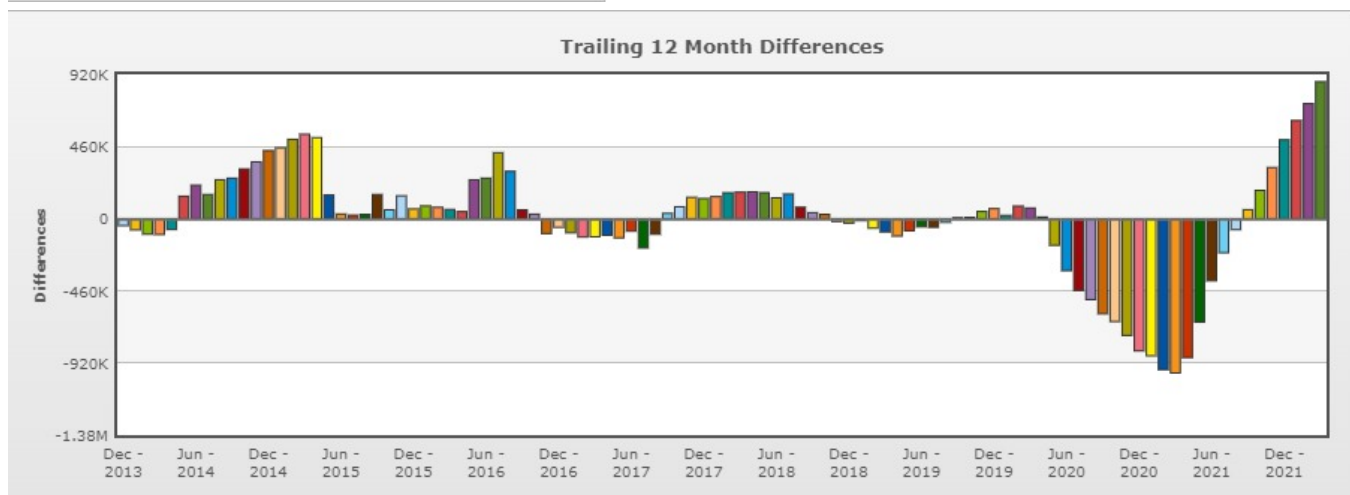
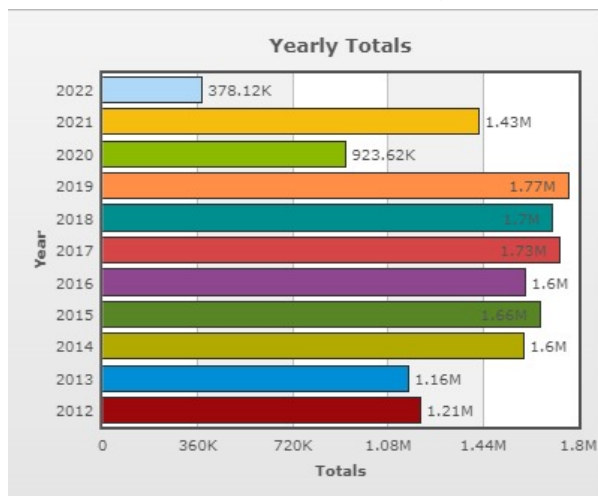
Top US States By Views





Month	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022	2021/2022 % change
January	57,788	75,379	65,431	73,828	101,382	93,738	98,184	118,323	95,446	41,690	111,162	166.64%
February	64,806	69,236	46,262	77,086	99,205	94,007	113,533	84,797	115,542	58,116	108,425	86.57%
March	87,533	80,486	71,663	95,280	105,298	116,791	132,019	123,763	103,118	61,061	158,537	159.64%
Qtr 1	210,127	225,101	183,356	246,194	305,885	304,536	343,736	326,883	314,106	160,867	378,124	135.05%
April	70,550	74,396	109,986	124,152	124,594	134,997	147,412	133,185	61,358	87,896	0	
May	150,761	123,298	308,157	126,642	147,762	152,491	152,041	184,797	37,870	116,471	0	
June	107,760	126,460	215,298	183,250	161,930	183,216	171,487	185,634	38,022	154,237	0	
Qtr 2	329,071	324,154	633,441	434,044	434,286	470,704	470,940	503,616	137,250	358,604	0	
July	145,312	151,194	97,830	37,085	138,574	133,188	152,087	168,245	58,308	127,254	0	
August	98,698	71,944	139,165	211,166	164,378	204,992	161,411	149,099	78,147	154,104	0	
September	81,238	83,284	95,602	235,022	128,957	155,957	148,506	170,578	102,374	161,468	0	
Qtr 3	325,248	306,422	332,597	483,273	431,909	494,137	462,004	487,922	238,829	442,826	0	
October	101,090	126,849	211,198	197,756	156,868	157,890	148,412	140,822	83,871	150,112	0	
November	134,366	88,763	88,345	177,325	142,512	167,915	147,600	164,907	93,603	167,993	0	
December	106,266	90,707	146,836	119,115	131,421	136,028	130,316	142,582	55,963	145,672	0	
Qtr 4	341,722	306,319	446,379	494,196	430,801	461,833	426,328	448,311	233,437	463,777	0	
Year Totals:	1,206,168	1,161,996	1,595,773	1,657,707	1,602,881	1,731,210	1,703,008	1,766,732	923,622	1,426,074	378,124	135.05%

** Transient Guest Tax increased from 5 to 6% in January of 2010





MARCH 2022 LODGING REPORT

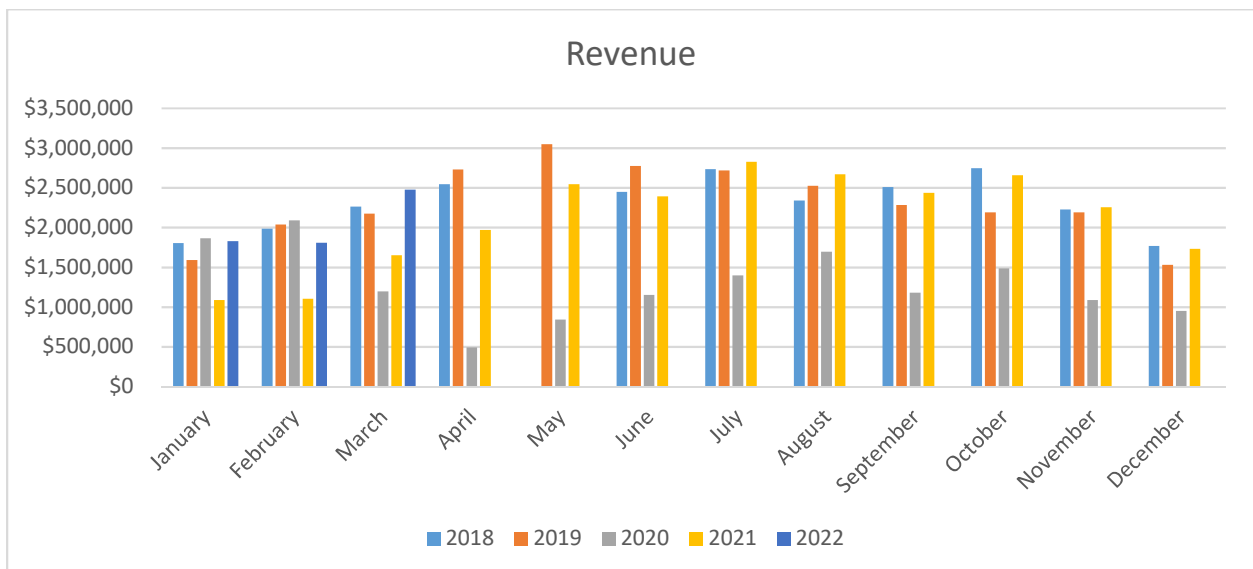
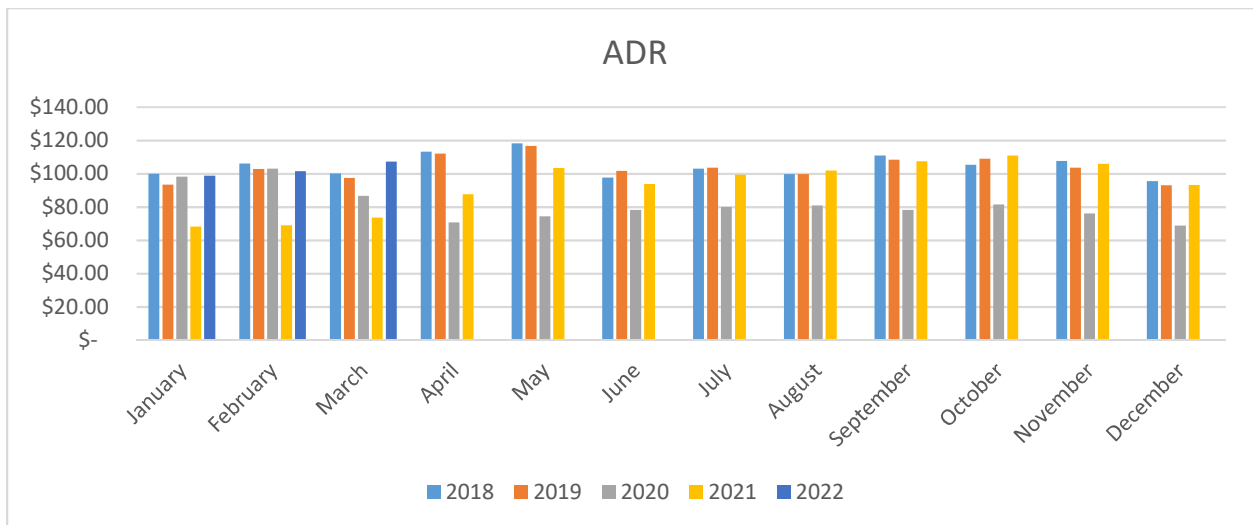
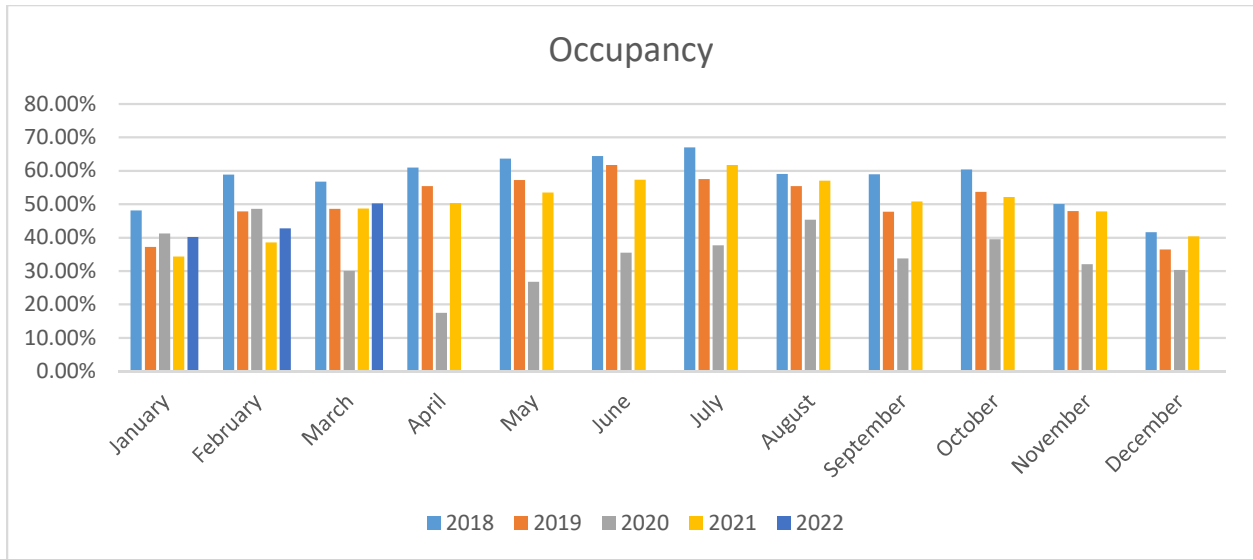
eXplore Lawrence has contracted with STR, Inc., a leading lodging industry research company, to provide monthly and annual lodging data for Lawrence, Kansas. The following report provides an analysis of the city.

There are six major areas of analysis contained in this report:

- 1) Occupancy Percent: Reflects the percentage of rooms occupied
- 2) Average Daily Rate (ADR): Reflects the average rate paid for rooms sold
- 3) RevPAR: Reflects the revenue per available room
- 4) Room Supply: Reflects the number of rooms available
- 5) Room Demand: Reflects the number of rooms sold
- 6) Room Revenue: Reflects the amount of revenue collected

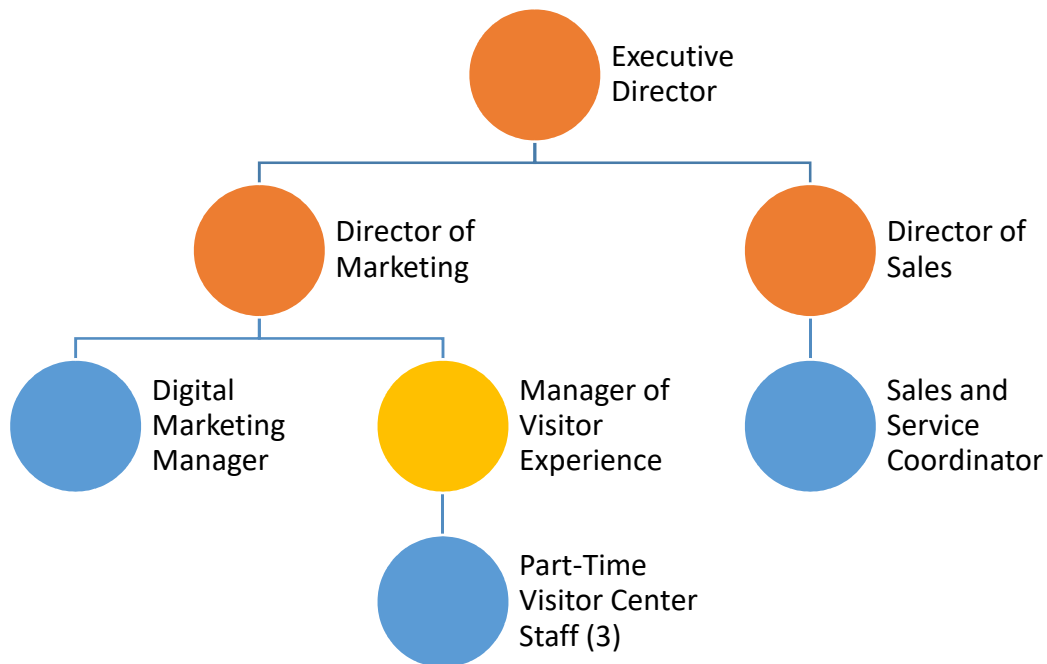


Year over Year comparison. For internal use only.

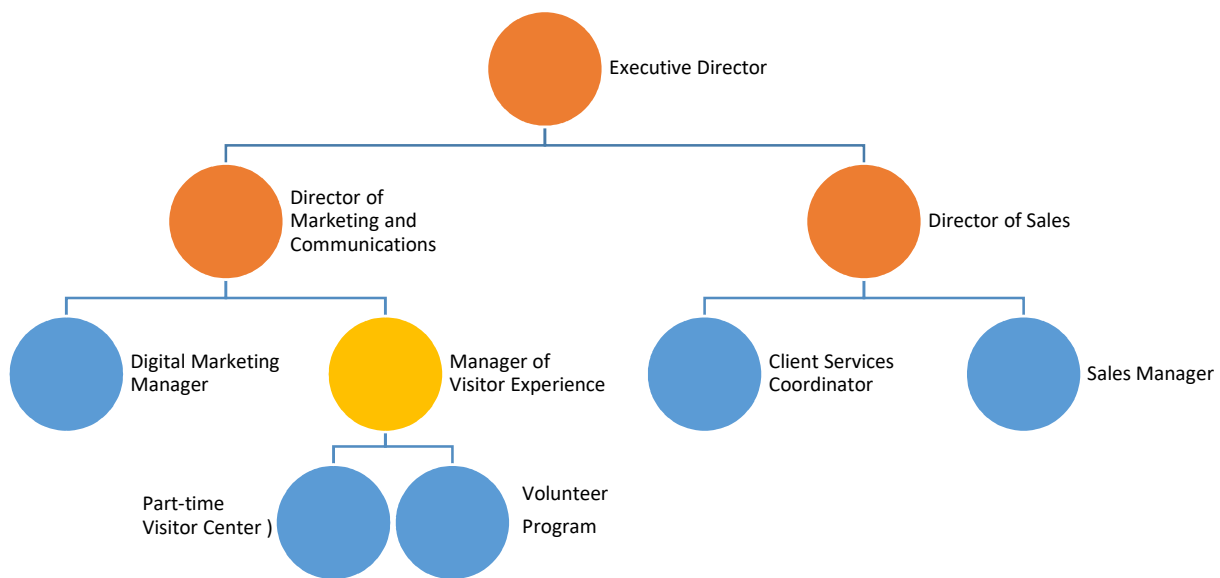


eXplore Staffing Plan

Phase 1 Staffing: Immediate support for staff and enables us to deploy our mission. This is a functioning staff.



Phase 2 Staffing: Ideal Staffing level. This provides a path for growth for the Sales and Service Coordinator and includes a robust volunteer program. This could reduce our need for part-time staff at the Visitors Center in the future.



Lease Extension

In consideration of the modification and extension of the Commercial Lease Agreement dated February 14, 2018 between the parties, the promises contained herein, and for other good and valuable consideration, the parties agree as follows:

The Commercial Lease Agreement made by and between Gerling LLC and Explore Lawrence Inc, dated February 14, 2018, covering premises located at 812 Massachusetts Street, Lawrence, Kansas 66044, and more particularly described in the Lease (the "Existing Premises").

The landowner Gerling LLC is authorized as the landowner to enter into this agreement as per the lease

GERLING LLC, a Kansas limited liability company ("Lessor") and **Explore Lawrence Inc.**, a Kansas Corporation ("Lessee"), hereby extend and amend the Lease upon the following terms and conditions:

- 1) Lessee certifies that the Lease is unmodified and is in full force and effect. Such statement may be relied upon by Lessor or by a purchaser of Lessor's interest or by any mortgagee or prospective mortgagee of any mortgage affecting the building.
- 2) Effective on and as of January 1, 2022 (the "Extension Date"), Lessor and Lessee hereby agree that the rent will be accepted at the original rate through March 30, 2022 and the new rate will begin April 1, 2022
- 3) Base Rent shall be due on or before the first day of each month in advance as represented by the following schedule beginning on January 1, 2022 and ending December 31, 2024

<u>Period</u>	<u>Base Rent</u>
January 1, 2022 – March 30, 2022	\$2505.00
April 1, 2022 – December 31, 2022	\$2630.00
January 1, 2023 – December 31, 2024	\$2760.00

- 4) Additional Rent : The estimated amount for the 2022 real estate taxes and insurance is Eight Thousand Eight Hundred and Twenty Four and 35/100 Dollars (\$8,824.35), or Seven Hundred Thirty Five and 36/100 Dollars (\$735.36) per month. Base Rent adjustments will begin April 1, 2022.
- 5) Lessor and Lessee each represents, covenants and warrants to the other that it has not had any dealings with any broker or agent in connection with the negotiation or execution of this Lease Extension and Lessee and Lessor each agrees to indemnify and hold each other harmless from and against any and all costs, expenses, or liabilities for commissions or other compensations or charges claimed by any broker or agent claiming to have represented or dealt with the indemnifying party with respect to this Lease Extension
- 6) The Lease, as hereby amended, contains and is intended as a complete statement of all of the terms of the arrangements between the parties with respect to the matters described therein and herein, supersedes any previous agreements and understandings between the parties with respect to those matters, and can be changed or modified only upon written agreement of the parties. With the exception of those terms and conditions specifically modified and amended herein, the herein

referenced Lease shall remain in full force and effect in accordance with all its terms and conditions. In the event of any conflict between the terms and provisions of this Lease Extension and Amendment (5) and the terms and provisions of the Lease, the terms and provisions of this Lease Extension and Amendment (5) shall supersede and control. This Lease Extension and Amendment (5) shall be binding upon and inure to the benefit of the parties and their respective successors and assigns.

- 7) This Lease Extension may be executed in any number of counterparts, each of which shall be deemed an original, and all of such counterparts shall constitute one agreement. To facilitate execution of this Lease Extension the parties may execute and exchange e-mailed pdf counterparts of the signature pages and such counterparts shall serve as originals.

SIGNATURE PAGE TO FOLLOW

IN WITNESS WHEREOF, the parties have hereto executed this Lease Extension and Amendment (5) on this ____ day of _____, 2020.

LESSOR: GERLING LLC

By: _____ TITLE: _____ Date: _____

By: _____ TITLE: _____ Date: _____

LESSEE: EDUCATIONAL TESTING SERVICE

By: _____ TITLE: _____ Date: _____