



eXplore Lawrence Board Meeting Agenda

Friday 4/24/26

1 P.M. Carnegie Building

Time	Agenda Topic	Discussion Leader	Action Needed
1:00-1:05	Welcome and Celebrations	Drew	I
1:05-1:10	Approval of Minutes	Drew	A
1:10-1:20	Financial Report	Heather/Kim	I/D
1:20-1:50	Staff Reports <ul style="list-style-type: none"> • Sales • Marketing • Community Relations 	Kim/Ruth/Jennie	I/D
1:50-2:00	Director Report <ul style="list-style-type: none"> • Revised Funding Agreement (A) • Annual Report and Audit Update (I) • TGT Collections Report (D) 	Kim	A/I/D

Agenda Code: A= Approval C= Consensus D= Discussion I = Information

Mission: eXplore Lawrence benefits the local economy by attracting diverse visitors, groups, and events to the City.



Explore Lawrence

Board of Directors Meeting

March 27, 2026

Members Present: Drew Gaschler (Acting Chair), Margann Bennett, Heather Shull, Marlo Angell, Katie VanderVelde, Lindsay Hart, Mayor Brad Finkeldei, Emily Peterson

Absent: Heidi Champagne (chair), Tina Tourtillott, Mike Logan

Staff: Kim Anspach, Executive Director, Ruth DeWitt, Director of Community Relations (notes), Jennie Nguyen, Director of Marketing

Drew called the meeting to order at 1:02 pm

Shout out to Heather Shull who became a citizen of the US last week! Congratulations, Heather.

MINUTES/FINANCIALS

The board approved the minutes from the February meeting (MSP Heather, Emily).

Kim and Heather met to discuss the January financials; Kim has not received the February report yet. The accountant is working on adding coding for World Cup spending lines, and some of the financials will be reallocated when the codes are complete.

Heather and Kim discussed changing accountants. We are in the third year of a 3-year agreement, so it is time to issue an RFP for services.

Kim mentioned our auditor retired and we are looking for a new one. The process has been challenging as we are either too small or people have not responded to the RFP. Members made some suggestions of others, Kim will follow up. The audit will be slightly delayed this year, but the city is aware of our timeline.

Kim mentioned the board training at United Way and recommended members attend. The United Way offers the training a few times a year. Members should let her know if they're interested.

The board accepted the January financial report.

DEPARTMENT REPORTS

As we went into the department reports Kim asked the board to take in the information through the lens of the new structure of the three departments working together.

Sales:

- The sales department continues to focus on prospecting and building a process to follow up on getting new business in town.
- Chris will be going on paternity leave in early April. He has been working with Laura on the status of leads, and Laura has what she needs to turn that business to definite.
- Chris will be working on protocols and procedures as he phases back into work after paternity leave in a hybrid format.
- Chris and Laura have been working with Jennie to develop sales collateral for trade shows and general inquires.
- Chris and Jennie are drafting a sales marketing plan.
- Chris and Laura attended the Mixmaster Conference and helped with welcoming the conference, presented about our calendar of events, and how musicians can add their events to the calendar.
- We will continue to watch the World Cup bookings closely; we are not seeing room pick up yet. This is a nationwide issue, and extends to short-term rentals too.
- Chris and Jennie are auditing the eXplore Lawrence website for sales information that is out of date, or contains broken QR codes.
- Laura and Chris are working on a "services menu" and a piece explaining why groups should choose to work with eXplore Lawrence rather than booking themselves.

Marketing:

- Jennie attended the Destinations International marketing summit in Cleveland. She made some great contacts and talked to new vendors.
- We are switching over to a new asset management system, Snapsee. This will allow our digital photos to be cataloged in one place, and labeled for easy search. We signed the contract for a large savings over Crowdriff.

- Jennie is working on a new visitors guide. It will have a different format than the traditional magazine. This guide will be an elevated map that people can easily carry and it will have QR codes for information.
- With information about the State Department bond requirements for Algerians to travel to the US, we will be conducting a "Book Your Room in Lawrence" digital campaigns in US cities with large Algerian populations.
- On April 1, we started to use the website impact calculator that the board approved in November. Jennie shared data from Restaurant Week (the only data we have at the moment), but we had 9,000 impressions between December 1, to January 31. We know that 30 people who saw ads came to Lawrence and 180 people came after restaurant week was over.
- One note, restaurants who had menus attached to their listing had higher traffic than those without menus.
- 2025 social impressions doubled over last year, we expect to see a similar growth in 2026.

Community Relations:

- Ruth presented the results of the portal project Sara has been working on so diligently. Account log ins YTD = 123, up from 107 in all of 2025. Account updates YTD = 42, up from 19 all of 2025. Listing updates YTD = 62, up from 31 all of 2025.
- Sara is spearheading the Community Resource fair. We have had a fantastic response from the partners we asked to come table.
- Ruth provided a World Cup update. She continues to present to groups and has been working with MSO on the 8th Street Plaza idea. We're pursuing the Einstein's location for a volunteer HQ. The city RFPs have been awarded for viewing parties. Those details will be announced soon.
- On April 7 our amended budget goes to City Commission. That will authorize spending for our scope of work proposed for World Cup. The city's portion will include the community events and other general arts and culture and general expenses. Coupled with the amended budget is a public hearing for the TGT funding. Lindsey, Ruth, and Kim will be available to answer questions from the Commissioners.
- The TGT grant review process was a bit different this year. No one from eXplore Lawrence was on the committee that reviewed the applications. Lindsay will check into who was on the committee. Kim added that we would be valuable

to the process because we have data for what events bring visitors and which align with the Unmistakable Identity.

- The initial TGT numbers look very good with the new rate. February is our first glimpse, as it reflects January activity. We have an increase of \$39,000 in TGT remits even with a January that had relatively low occupancy. This will help in setting a baseline for next year's budget, which the board may start preliminary conversations about in April.
- Mobile Visitor Center. While we did not make the St. Patrick's Day Parade goal, our work continues on the Mobile Visitor Center. Our proof for the wrap on the van itself is complete. The van is scheduled to go in for the wrap in early April. We had our first video shoot with the videographer, and, we are working with KU to get footage from Allen Fieldhouse in conjunction with the restrictions and markings for KU. We are also shooting our live music one in the next week.

The board had a discussion about hotel rooms and rates being charged for rooms. Rates have come down, but the issue is happening everywhere not only in Lawrence. We will continue to update the board on room pick up and our campaigns and responses to drive visitors to the city.

EXECUTIVE DIRECTOR REPORT:

Legislative Update:

- Kim provided an update on measures working their way through the legislature. The first is the 23-hour liquor law. It has cleared the State Senate and heading to Conference Committee. The Mayor asked about the local interest, and Kim shared the few people we've checked with don't seem interested. More details to follow.
- The second piece of legislation concerns a sports tourism grant program to attract sports tournaments to Kansas. The bill has had some much-needed improvements since last year, to increase the incentives for smaller cities. Kim is watching and will keep an eye on the progress of that legislation.
- There is another provision that has been attached to various bills changing the TGT collections in short-term rental properties to include properties that have one bedroom. One-bedrooms were exempt from collection requirements before. A companion measure also changes the tax code to allow collections past the current 28-days during the tournament months this summer.

ADJOURNMENT:

The meeting adjourned at 2:00 PM (MSP Heather, Mayor Finkeldei)

The next meeting of the board is scheduled for April 24 at 1:00 PM at the Carnegie Building.

Respectfully submitted,

Ruth DeWitt

EXPLORE LAWRENCE INC
Statement of Financial Position
As of December 31, 2025

	Dec 31, 25
ASSETS	
Current Assets	
Checking/Savings	
1020 · US Bank Checking	695,151.75
1030 · US Bank Money Market	229,820.32
1050 · Reserve Fund	335,717.69
1060 · Petty Cash	40.00
Total Checking/Savings	1,260,729.76
Other Current Assets	
1275 · WIP - Van Build Out	102,952.43
1420 · Prepaid Expenses	4,934.06
Total Other Current Assets	107,886.49
Total Current Assets	1,368,616.25
Fixed Assets	
2200 · Leasehold Improvement	107,174.01
2500 · Accumulated Depreciation	-37,510.98
Total Fixed Assets	69,663.03
Other Assets	
1225 · Deposits	3,100.00
Total Other Assets	3,100.00
TOTAL ASSETS	1,441,379.28
LIABILITIES & EQUITY	
Liabilities	
Current Liabilities	
Accounts Payable	
3000 · Accounts Payable	114,019.10
Total Accounts Payable	114,019.10
Credit Cards	
2109 · Credit Card - US Bank 2981	4,543.28
Total Credit Cards	4,543.28
Other Current Liabilities	
3100 · Payroll Liabilities	
Garnishment Payable	1,072.24
3105 · Accrued Payroll	14,867.28
3110 · Federal & FICA Payable	1,137.35
3111 · KS Withholding Payable	944.00
3112 · FUTA Payable	380.49
3113 · KS SUTA Payable	59.15
Total 3100 · Payroll Liabilities	18,460.51
3150 · 401(K) W/H Payable	1,939.25
Total Other Current Liabilities	20,399.76
Total Current Liabilities	138,962.14
Total Liabilities	138,962.14
Equity	
4100 · Beginning Fund Balance	1,035,188.86
Net Income	267,228.28
Total Equity	1,302,417.14

EXPLORE LAWRENCE INC
Statement of Financial Position
As of December 31, 2025

	<u>Dec 31, 25</u>
TOTAL LIABILITIES & EQUITY	<u>1,441,379.28</u>

EXPLORE LAWRENCE INC
Profit & Loss Budget Performance
January through December 2025

	Jan - Dec 25	Budget	Jan - Dec 25	YTD Budget	Annual Budget
Ordinary Income/Expense					
Income					
5000 · Guest Tax	1,391,000.00	1,390,000.00	1,391,000.00	1,390,000.00	1,390,000.00
5100 · Visitors Guide	28,052.50	25,000.00	28,052.50	25,000.00	25,000.00
5200 · Merchandise Sales	798.06	10,000.00	798.06	10,000.00	10,000.00
5500 · DIMI	9,711.46	15,000.00	9,711.46	15,000.00	15,000.00
5600 · Co-Op Marketing	12,300.00	10,000.00	12,300.00	10,000.00	10,000.00
5660 · DTN	5,745.60	6,000.00	5,745.60	6,000.00	6,000.00
5665 · Kansas Tourism Grant	0.00	40,000.00	0.00	40,000.00	40,000.00
5670 · Bird Fund	99,000.00	99,000.00	99,000.00	99,000.00	99,000.00
5700 · Miscellaneous Income	2,212.17	3,000.00	2,212.17	3,000.00	3,000.00
Total Income	1,548,819.79	1,598,000.00	1,548,819.79	1,598,000.00	1,598,000.00
Cost of Goods Sold					
6100 · Merchandise Cost	0.00	5,000.00	0.00	5,000.00	5,000.00
Total COGS	0.00	5,000.00	0.00	5,000.00	5,000.00
Gross Profit	1,548,819.79	1,593,000.00	1,548,819.79	1,593,000.00	1,593,000.00
Expense					
7000 · Payroll Expense					
7081 · Payroll	417,303.39	473,435.00	417,303.39	473,435.00	473,435.00
7083 · Accrued Payroll Expense	3,682.73		3,682.73		
7260 · Retirement Plan	19,841.25	23,000.00	19,841.25	23,000.00	23,000.00
7065 · Health Insurance	46,146.38	50,000.00	46,146.38	50,000.00	50,000.00
7070 · Incentive Program	7,649.71	15,000.00	7,649.71	15,000.00	15,000.00
Total 7000 · Payroll Expense	494,623.46	561,435.00	494,623.46	561,435.00	561,435.00
7100 · Payroll Tax Expense					
7100.1 · FICA Expense	32,790.66		32,790.66		
7100.2 · FUTA Expense	380.49		380.49		
7100.3 · SUTA Expense	352.68		352.68		
Total 7100 · Payroll Tax Expense	33,523.83		33,523.83		
7600 · Programs					
7601 · Advertising					
7601.4 · Public Relations	28,441.92	38,500.00	28,441.92	38,500.00	38,500.00
7601.6 · Visitor Guide Distribution	17,100.00	23,000.00	17,100.00	23,000.00	23,000.00
7601.8 · Digital	241,870.52	275,395.00	241,870.52	275,395.00	275,395.00
7601.9 · Partner Media Buy Program	250.00		250.00		
7601.10 · Magazine	8,865.00		8,865.00		
7601.12 · Content	27,128.79	21,000.00	27,128.79	21,000.00	21,000.00
7601.14 · Outdoor	11,200.00	11,000.00	11,200.00	11,000.00	11,000.00
7601.15 · COOP Marketing Expense	4,241.78		4,241.78		
7601.19 · Publications	665.00	5,000.00	665.00	5,000.00	5,000.00
7601.2 · Design	11,529.31	5,200.00	11,529.31	5,200.00	5,200.00
7601.21 · Opportunity Fund	19,104.82	39,000.00	19,104.82	39,000.00	39,000.00
7601.22 · Tracking	19,500.00	19,500.00	19,500.00	19,500.00	19,500.00
7601 · Advertising - Other	0.00	21,455.00	0.00	21,455.00	21,455.00
Total 7601 · Advertising	389,917.14	459,050.00	389,917.14	459,050.00	459,050.00
7619 · Incentive Travel					
7619.0 · General Fund	1,237.66	2,000.00	1,237.66	2,000.00	2,000.00
7619.1 · Committed Incentives	7,592.00	7,000.00	7,592.00	7,000.00	7,000.00
7619.2 · New Business	102.59	15,000.00	102.59	15,000.00	15,000.00
Total 7619 · Incentive Travel	8,932.25	24,000.00	8,932.25	24,000.00	24,000.00
7625 · Simpleview Data Base	19,205.00	17,000.00	19,205.00	17,000.00	17,000.00
7641 · Promotional Materials	19,167.73	20,000.00	19,167.73	20,000.00	20,000.00

EXPLORE LAWRENCE INC
Profit & Loss Budget Performance

January through December 2025

Accrual Basis

	Jan - Dec 25	Budget	Jan - Dec 25	YTD Budget	Annual Budget
7642 - Trade Shows					
7642.0 - General Fund	5,247.09	7,000.00	5,247.09	7,000.00	7,000.00
7642.1 - Trade Show Travel	1,867.38	3,000.00	1,867.38	3,000.00	3,000.00
Total 7642 - Trade Shows	7,114.47	10,000.00	7,114.47	10,000.00	10,000.00
7643 - Website Hosting					
7644 - Printing and Reproduction	44,361.25	30,000.00	44,361.25	30,000.00	30,000.00
7645 - Special Projects	3,685.06	6,000.00	3,685.06	6,000.00	6,000.00
7648 - Bids	2,083.00	99,000.00	2,083.00	99,000.00	99,000.00
7649 - Visitors Guide	65,574.18	50,000.00	65,574.18	50,000.00	50,000.00
Total 7645 - Special Projects	67,657.18	149,000.00	67,657.18	149,000.00	149,000.00
Total 7600 - Programs	560,040.08	715,050.00	560,040.08	715,050.00	715,050.00
7620 - Meeting programs					
7650 - Mobile Visitors Center	29,251.59	30,000.00	29,251.59	30,000.00	30,000.00
7650.11 - Vehicle Reg and Licensing					
7650.12 - Vehicle Insurance	3,197.97	2,000.00	3,197.97	2,000.00	2,000.00
7650.13 - Event Registrations	0.00	2,000.00	0.00	2,000.00	2,000.00
7650.14 - Travel Expenses	0.00	10,000.00	0.00	10,000.00	10,000.00
7650.15 - Vehicle Maintenance	0.00	8,000.00	0.00	8,000.00	8,000.00
7650.16 - Merchandise	0.00	4,000.00	0.00	4,000.00	4,000.00
7650.2 - Van Build and Purchase Expenses	99,754.46	5,000.00	99,754.46	5,000.00	5,000.00
7650.17 - WIP Van Build out Expense	-102,952.43	88,000.00	-102,952.43	88,000.00	88,000.00
Total 7650 - Mobile Visitors Center	0.00	119,000.00	0.00	119,000.00	119,000.00
8200 - Admin and General					
8202 - Accounting	15,400.00	15,000.00	15,400.00	15,000.00	15,000.00
8203 - Rent	37,283.56	41,365.00	37,283.56	41,365.00	41,365.00
8204 - Software	6,774.10	5,000.00	6,774.10	5,000.00	5,000.00
8205 - Hardware	3,304.00	3,000.00	3,304.00	3,000.00	3,000.00
8210 - Technology Repair & Maintenance	8,237.57	10,000.00	8,237.57	10,000.00	10,000.00
8214 - Bank Service Charges	339.35	1,000.00	339.35	1,000.00	1,000.00
8214.1 - Bank Fees - Square	24.40		24.40		
8218 - Cash Over/Short	-185.15		-185.15		
8225 - Board Expenses	2,200.94	4,000.00	2,200.94	4,000.00	4,000.00
8226 - Leased Equipment	5,065.27	3,000.00	5,065.27	3,000.00	3,000.00
8230 - Dues/Subscriptions/Memberships	28,238.58	20,000.00	28,238.58	20,000.00	20,000.00
8234 - Insurance	6,723.41	8,000.00	6,723.41	8,000.00	8,000.00
8238 - Utilities	1,440.78		1,440.78		
8242 - Legal	2,025.00	5,000.00	2,025.00	5,000.00	5,000.00
8244 - Janitorial/Cleaning	2,448.12	4,350.00	2,448.12	4,350.00	4,350.00
8245 - Retirement Plan Fees/Admin	2,079.59	2,200.00	2,079.59	2,200.00	2,200.00
8247 - Office Supplies	4,480.79	5,000.00	4,480.79	5,000.00	5,000.00
8248 - Postage and Delivery	2,494.98	3,100.00	2,494.98	3,100.00	3,100.00
8250 - Storage	2,755.49	2,500.00	2,755.49	2,500.00	2,500.00
8251 - Misc. Office General	7,134.12	5,000.00	7,134.12	5,000.00	5,000.00
8252 - Travel & Meetings					
8282.10 - Professional Development	4,768.00	8,000.00	4,768.00	8,000.00	8,000.00
8282.11 - EL Hosted Events	5,576.49	5,000.00	5,576.49	5,000.00	5,000.00
8282.12 - Staff Travel	6,841.02	9,000.00	6,841.02	9,000.00	9,000.00
8282.13 - Meetings	2,531.82	3,500.00	2,531.82	3,500.00	3,500.00
8282.14 - Staff Employee Benefits	2,829.28	2,500.00	2,829.28	2,500.00	2,500.00
Total 8282 - Travel & Meetings	22,546.61	28,000.00	22,546.61	28,000.00	28,000.00
8283 - Telephone/Internet	11,934.34	7,000.00	11,934.34	7,000.00	7,000.00
Total 8200 - Admin and General	172,745.85	172,515.00	172,745.85	172,515.00	172,515.00

EXPLORE LAWRENCE INC
Profit & Loss Budget Performance

January through December 2025

	Jan - Dec 25	Budget	Jan - Dec 25	YTD Budget	Annual Budget
8900 - Misc Expense	201.41		201.41		
Total Expense	1,290,386.22	1,598,000.00	1,290,386.22	1,598,000.00	1,598,000.00
Net Ordinary Income	258,433.57	-5,000.00	258,433.57	-5,000.00	-6,000.00
Other Income/Expense					
Other Income					
9020 - Interest Income	14,153.43		14,153.43		
Total Other Income	14,153.43		14,153.43		
Other Expense					
9510 - Depreciation	5,358.72		5,358.72		
Total Other Expense	5,358.72		5,358.72		
Net Other Income	8,794.71		8,794.71		
Net Income	267,228.28	-5,000.00	267,228.28	-5,000.00	-5,000.00

EXPLORE LAWRENCE INC
Statement of Financial Position
As of March 31, 2026

	Mar 31, 26
ASSETS	
Current Assets	
Checking/Savings	
1020 · US Bank Checking	376,179.91
1030 · US Bank Money Market	230,103.82
1050 · Reserve Fund	338,917.37
1060 · Petty Cash	40.00
Total Checking/Savings	945,241.10
Other Current Assets	
1275 · WIP - Van Build Out	115,724.15
1420 · Prepaid Expenses	6,197.15
Total Other Current Assets	121,921.30
Total Current Assets	1,067,162.40
Fixed Assets	
2200 · Leasehold Improvement	107,174.01
2500 · Accumulated Depreciation	-42,650.73
Total Fixed Assets	64,523.28
Other Assets	
1225 · Deposits	3,100.00
Total Other Assets	3,100.00
TOTAL ASSETS	1,134,785.68
LIABILITIES & EQUITY	
Liabilities	
Current Liabilities	
Accounts Payable	
3000 · Accounts Payable	63,411.47
Total Accounts Payable	63,411.47
Credit Cards	
2109 · Credit Card - US Bank 2981	-503.70
Total Credit Cards	-503.70
Other Current Liabilities	
3100 · Payroll Liabilities	
3105 · Accrued Payroll	22,444.92
3110 · Federal & FICA Payable	1,717.84
3111 · KS Withholding Payable	-18.00
3112 · FUTA Payable	307.68
3113 · KS SUTA Payable	616.71
3114 · Health Insurance Payable	-958.12
Total 3100 · Payroll Liabilities	24,111.03
Total Other Current Liabilities	24,111.03
Total Current Liabilities	87,018.80
Total Liabilities	87,018.80
Equity	
4100 · Beginning Fund Balance	1,302,417.14
Net Income	-254,650.26
Total Equity	1,047,766.88
TOTAL LIABILITIES & EQUITY	1,134,785.68

EXPLORE LAWRENCE INC
Statement of Financial Income and Expenses
For the Three Months Ended March 31, 2026 and 2025

	Jan - Mar 26	Jan - Mar 25	\$ Change	% Change
Ordinary Income/Expense				
Income				
5100 · Visitors Guide	0.00	28,052.50	-28,052.50	-100.0%
5200 · Merchandise Sales	0.00	798.06	-798.06	-100.0%
5600 · Co-Op Marketing	1,342.80	0.00	1,342.80	100.0%
5660 · DTN	0.00	1,432.00	-1,432.00	-100.0%
Total Income	<u>1,342.80</u>	<u>30,282.56</u>	<u>-28,939.76</u>	<u>-95.6%</u>
Gross Profit	1,342.80	30,282.56	-28,939.76	-95.6%
Expense				
7000 · Payroll Expense				
7081 · Payroll	112,104.60	96,825.42	15,279.18	15.8%
7083 · Accrued Payroll Expense	7,577.64	3,978.55	3,599.09	90.5%
7260 · Retirement Plan	4,721.40	4,177.22	544.18	13.0%
7065 · Health Insurance	12,612.70	10,450.76	2,161.94	20.7%
7070 · Incentive Program	757.99	500.00	257.99	51.6%
Total 7000 · Payroll Expense	<u>137,774.33</u>	<u>115,931.95</u>	<u>21,842.38</u>	<u>18.8%</u>
7100 · Payroll Tax Expense				
7100.1 · FICA Expense	9,214.49	7,749.79	1,464.70	18.9%
7100.2 · FUTA Expense	307.69	284.23	23.46	8.3%
7100.3 · SUTA Expense	616.71	258.72	357.99	138.4%
Total 7100 · Payroll Tax Expense	<u>10,138.89</u>	<u>8,292.74</u>	<u>1,846.15</u>	<u>22.3%</u>
7600 · Programs				
7601 · Advertising				
7601.4 · Public Relations	770.72	0.00	770.72	100.0%
7601.6 · Visitor Guide Distribution	0.00	4,275.00	-4,275.00	-100.0%
7601.8 · Digital	32,728.80	24,716.47	8,012.33	32.4%
7601.9 · Partner Media Buy Program	0.00	250.00	-250.00	-100.0%
7601.10 · Magazine	2,370.00	4,015.00	-1,645.00	-41.0%
7601.12 · Content	6,866.91	600.00	6,266.91	1,044.5%
7601.15 · COOP Marketing Expense	0.00	4,241.78	-4,241.78	-100.0%
7601.2 · Design	2,295.37	393.33	1,902.04	483.6%
7601.21 · Opportunity Fund	3,030.00	1,155.50	1,874.50	162.2%
7601.22 · Tracking	0.00	19,500.00	-19,500.00	-100.0%
Total 7601 · Advertising	<u>48,061.80</u>	<u>59,147.08</u>	<u>-11,085.28</u>	<u>-18.7%</u>
7625 · Simpleview Data Base	0.00	19,205.00	-19,205.00	-100.0%
7641 · Promotional Materials	753.12	0.00	753.12	100.0%
7642 · Trade Shows				
7642.0 · General Fund	0.00	500.00	-500.00	-100.0%
7642.1 · Trade Show Travel	0.00	30.00	-30.00	-100.0%
Total 7642 · Trade Shows	<u>0.00</u>	<u>530.00</u>	<u>-530.00</u>	<u>-100.0%</u>
7643 · Website Hosting	1,762.12	9,200.00	-7,437.88	-80.9%
7644 · Printing and Reproduction	123.35	2,998.04	-2,874.69	-95.9%
7645 · Special Projects				
7649 · Visitors Guide	1,040.00	65,574.18	-64,534.18	-98.4%
Total 7645 · Special Projects	<u>1,040.00</u>	<u>65,574.18</u>	<u>-64,534.18</u>	<u>-98.4%</u>
Total 7600 · Programs	<u>51,740.39</u>	<u>156,654.30</u>	<u>-104,913.91</u>	<u>-67.0%</u>
7620 · Meeting programs	16,250.00	14,888.00	1,362.00	9.2%
7650 · Mobile Visitors Center				
7650.11 · Vehicle Reg and Licensing	0.00	3,197.97	-3,197.97	-100.0%
7650.14 · Travel Expenses	213.71	0.00	213.71	100.0%
7650.15 · Vehicle Maintenance	130.79	0.00	130.79	100.0%
7650.2 · Van Build and Purchase Expenses	12,771.72	29,126.15	-16,354.43	-56.2%
7650.17 · WIP Van Build out Expense	-12,771.72	-29,000.00	16,228.28	56.0%

EXPLORE LAWRENCE INC
Statement of Financial Income and Expenses
For the Three Months Ended March 31, 2026 and 2025

	Jan - Mar 26	Jan - Mar 25	\$ Change	% Change
7660 · World Cup Fund				
7660.1 · Marketing and Communication	960.00	0.00	960.00	100.0%
7660.5 · Operational Support	36.00	0.00	36.00	100.0%
Total 7660 · World Cup Fund	996.00	0.00	996.00	100.0%
Total 7650 · Mobile Visitors Center	1,340.50	3,324.12	-1,983.62	-59.7%
8200 · Admin and General				
8202 · Accounting	1,800.00	1,800.00	0.00	0.0%
8203 · Rent	7,500.00	14,783.56	-7,283.56	-49.3%
8204 · Software	261.00	273.00	-12.00	-4.4%
8210 · Technology Repair & Maintenance	1,990.13	1,468.38	521.75	35.5%
8214 · Bank Service Charges	85.85	83.85	2.00	2.4%
8214.1 · Bank Fees - Square	0.00	24.40	-24.40	-100.0%
8218 · Cash Over/Short	0.00	-360.15	360.15	100.0%
8225 · Board Expenses	982.90	209.20	773.70	369.8%
8226 · Leased Equipment	434.52	744.10	-309.58	-41.6%
8230 · Dues/Subscriptions/Memberships	5,536.46	3,975.19	1,561.27	39.3%
8234 · Insurance	8,917.49	3,047.06	5,870.43	192.7%
8238 · Utilities	0.00	1,265.78	-1,265.78	-100.0%
8242 · Legal	175.00	0.00	175.00	100.0%
8244 · Janitorial/Cleaning	444.00	1,021.00	-577.00	-56.5%
8245 · Retirement Plan Fees/Admin	475.00	654.59	-179.59	-27.4%
8247 · Office Supplies	550.04	534.07	15.97	3.0%
8248 · Postage and Delivery	446.07	714.19	-268.12	-37.5%
8250 · Storage	590.52	590.25	0.27	0.1%
8251 · Misc. Office General	2.90	225.16	-222.26	-98.7%
8282 · Travel & Meetings				
8282.11 · EL Hosted Events	8.81	0.00	8.81	100.0%
8282.12 · Staff Travel	1,916.23	26.75	1,889.48	7,063.5%
8282.13 · Meetings	191.91	544.14	-352.23	-64.7%
8282.14 · Staff Employee Benefits	2,839.27	205.13	2,634.14	1,284.1%
Total 8282 · Travel & Meetings	4,956.22	776.02	4,180.20	538.7%
8283 · Telephone/Internet	1,944.28	4,058.81	-2,114.53	-52.1%
Total 8200 · Admin and General	37,092.38	35,888.46	1,203.92	3.4%
Total Expense	254,336.49	334,979.57	-80,643.08	-24.1%
Net Ordinary Income	-252,993.69	-304,697.01	51,703.32	17.0%
Other Income/Expense				
Other Income				
9020 · Interest Income	3,483.18	3,402.37	80.81	2.4%
Total Other Income	3,483.18	3,402.37	80.81	2.4%
Other Expense				
9510 · Depreciation	5,139.75	1,339.68	3,800.07	283.7%
Total Other Expense	5,139.75	1,339.68	3,800.07	283.7%
Net Other Income	-1,656.57	2,062.69	-3,719.26	-180.3%
Net Income	-254,650.26	-302,634.32	47,984.06	15.9%

EXPLORE LAWRENCE INC

Profit & Loss Budget Performance

March 2026

	Mar 26	Budget	Jan - Mar 26	YTD Budget	Annual Budget
Ordinary Income/Expense					
Income					
5000 - Guest Tax	0.00	119,500.00	0.00	358,500.00	1,434,000.00
5600 - Co-Op Marketing	0.00	833.33	1,342.80	2,499.99	10,000.00
5660 - DTN	0.00	500.00	0.00	1,500.00	6,000.00
5665 - Kansas Tourism Grant	0.00	3,333.33	0.00	9,999.99	40,000.00
5670 - Bid Fund	0.00	4,563.33	0.00	13,749.99	55,000.00
5700 - Miscellaneous Income	0.00	250.00	0.00	750.00	3,000.00
Total Income	0.00	128,999.99	1,342.80	386,999.97	1,548,000.00
Gross Profit	0.00	128,999.99	1,342.80	386,999.97	1,548,000.00
Expense					
7000 - Payroll Expense					
7081 - Payroll	37,408.20	46,325.50	112,104.60	138,976.50	555,906.00
7083 - Accrued Payroll Expense	5,611.23		7,577.64		
7260 - Retirement Plan	1,558.64	1,916.67	4,721.40	5,750.01	23,000.00
7065 - Health Insurance	5,096.37	4,166.67	12,612.70	12,500.01	50,000.00
7070 - Incentive Program	0.00	1,500.00	757.99	4,500.00	18,000.00
Total 7000 - Payroll Expense	49,674.44	53,908.84	137,774.33	161,726.52	646,906.00
7100 - Payroll Tax Expense					
7100.1 - FICA Expense	3,291.81		9,214.49		
7100.2 - FUTA Expense	4.80		307.69		
7100.3 - SUTA Expense	162.77		616.71		
Total 7100 - Payroll Tax Expense	3,459.38		10,138.89		
7600 - Programs					
7601 - Advertising					
7601.4 - Public Relations	545.04	5,000.00	770.72	15,000.00	60,000.00
7601.8 - Digital	17,332.87	21,631.67	32,728.80	64,895.01	259,580.00
7601.10 - Magazine	685.00	618.75	2,370.00	1,856.25	7,425.00
7601.12 - Content	421.91	1,612.08	6,966.91	4,836.24	19,345.00
7601.14 - Outdoor	0.00	625.00	0.00	1,875.00	7,500.00
7601.19 - Publications	0.00	833.33	0.00	2,499.99	10,000.00
7601.2 - Design	316.53	2,605.00	2,295.37	7,815.00	31,260.00
7601.21 - Opportunity Fund	3,050.00	1,369.50	3,030.00	4,108.50	16,434.00
7601.22 - Tracking	0.00	1,000.00	0.00	3,000.00	12,000.00
Total 7601 - Advertising	22,331.35	35,295.33	48,051.80	105,885.99	423,544.00
7619 - Incentive Travel					
7619.0 - General Fund	0.00	166.67	0.00	500.01	2,000.00
7619.1 - Committed Incentives	0.00	416.67	0.00	1,250.01	5,000.00
7619.2 - New Business	0.00	833.33	0.00	2,499.99	10,000.00
Total 7619 - Incentive Travel	0.00	1,416.67	0.00	4,250.01	17,000.00
7625 - Simpleview Data Base	0.00	1,666.67	0.00	5,000.01	20,000.00
7641 - Promotional Materials	753.12	2,500.00	753.12	7,500.00	30,000.00
7642 - Trade Shows					
7642.0 - General Fund	0.00	583.33	0.00	1,749.99	7,000.00
7642.1 - Trade Show Travel	0.00	250.00	0.00	750.00	3,000.00
Total 7642 - Trade Shows	0.00	833.33	0.00	2,499.99	10,000.00
7643 - Website Hosting	1,690.12	2,916.67	1,762.12	8,750.01	35,000.00
7644 - Printing and Reproduction	0.00	500.00	123.35	1,500.00	6,000.00

EXPLORE LAWRENCE INC Profit & Loss Budget Performance March 2026

Accrual Basis

	Mar 26	Budget	Jan - Mar 26	YTD Budget	Annual Budget
7645 - Special Projects					
7648 - Bids	0.00	4,583.33	0.00	13,749.99	55,000.00
7649 - Visitors Guide	1,040.00	1,666.67	1,040.00	5,000.01	20,000.00
Total 7645 - Special Projects	1,040.00	6,250.00	1,040.00	18,750.00	75,000.00
Total 7600 - Programs	25,814.59	51,378.67	51,740.39	154,136.01	616,544.00
7620 - Meeting programs	0.00	2,500.00	16,250.00	7,500.00	30,000.00
7650 - Mobile Visitors Center					
7650.11 - Vehicle Reg and Licensing	0.00	286.67	0.00	800.01	3,200.00
7650.12 - Vehicle Insurance	0.00	166.67	0.00	500.01	2,000.00
7650.13 - Event Registrations	0.00	2,500.00	0.00	7,500.00	30,000.00
7650.14 - Travel Expenses	213.71	2,166.67	213.71	6,500.01	26,000.00
7650.15 - Vehicle Maintenance	130.79	333.33	130.79	999.99	4,000.00
7650.16 - Merchandise	0.00	416.67	0.00	1,250.01	5,000.00
7650.2 - Van Build and Purchase Expenses	9,596.79	833.33	12,771.72	2,499.99	10,000.00
7650.17 - Wip Van Build out Expense	-9,596.79		-12,771.72		
7660 - World Cup Fund					
7660.1 - Marketing and Communication	960.00	6,250.00	960.00	18,750.00	75,000.00
7660.2 - Wayfinding, Signage, Collateral	0.00	3,333.33	0.00	9,999.99	40,000.00
7660.3 - Volunteer Coordination	0.00	2,916.67	0.00	8,750.01	35,000.00
7660.4 - Logo Development, Branding	0.00	2,083.33	0.00	6,249.99	25,000.00
7660.5 - Operational Support	36.00	4,583.33	36.00	13,749.99	55,000.00
Total 7660 - World Cup Fund	966.00	19,166.66	966.00	57,499.98	230,000.00
Total 7650 - Mobile Visitors Center	1,340.50	25,850.00	1,340.50	77,550.00	310,200.00
8200 - Admin and General					
8203 - Accounting	600.00	1,250.00	1,800.00	3,750.00	15,000.00
8203 - Rent	2,500.00	2,500.00	7,500.00	7,500.00	30,000.00
8204 - Software	86.00	541.67	261.00	1,625.01	6,500.00
8206 - Hardware	0.00	291.67	0.00	875.01	3,500.00
8210 - Technology Repair & Maintenance	639.77	833.33	1,990.13	2,499.99	10,000.00
8214 - Bank Service Charges	28.95	83.33	85.85	249.99	1,000.00
8225 - Board Expenses	158.47	333.33	982.90	999.99	4,000.00
8226 - Leased Equipment	298.74	390.00	434.52	1,050.00	4,200.00
8230 - Dues/Subscriptions/Memberships	3,685.93	2,500.00	5,536.46	7,500.00	30,000.00
8234 - Insurance	1,486.81	666.67	8,917.49	2,000.01	8,000.00
8242 - Legal	175.00	416.67	175.00	1,250.01	5,000.00
8244 - Janitorial/Cleaning	148.00	362.50	444.00	1,087.50	4,350.00
8245 - Retirement Plan Fees/Admin	475.00	183.33	475.00	549.99	2,200.00
8247 - Office Supplies	124.43	416.67	550.04	1,250.01	5,000.00
8248 - Postage and Delivery	100.00	258.33	446.07	774.99	3,100.00
8250 - Storage	196.84	208.33	590.52	624.99	2,500.00
8251 - Misc. Office General	0.00	416.67	2.90	1,250.01	5,000.00
8282 - Travel & Meetings					
8282.10 - Professional Development	0.00	666.67	0.00	2,000.01	8,000.00
8282.11 - EL Hosted Events	8.81	416.67	8.81	1,250.01	5,000.00
8282.12 - Staff Travel	1,326.43	750.00	1,916.23	2,250.00	9,000.00
8282.13 - Meetings	63.07	291.67	191.91	875.01	3,500.00
8282.14 - Staff Employee Benefits	106.93	208.33	2,639.27	624.99	2,500.00
Total 8282 - Travel & Meetings	1,505.24	2,333.34	4,956.22	7,000.02	28,000.00
8283 - Telephone/Internet	688.16	583.33	1,944.28	1,749.99	7,000.00
Total 8200 - Admin and General	12,907.34	14,529.17	37,092.38	43,587.51	174,350.00
Total Expense	93,196.25	148,166.68	254,336.49	444,500.04	1,778,000.00
Net Ordinary Income	-83,196.25	-19,166.69	-252,993.69	-57,500.07	-236,000.00

EXPLORE LAWRENCE INC
Profit & Loss Budget Performance
 March 2026

	Mar 26	Budget	Jan - Mar 26	YTD Budget	Annual Budget
Other Income/Expense					
Other Income					
9020 - Interest Income	1,155.67		3,483.18		
Total Other Income	1,155.67		3,483.18		
Other Expense					
9510 - Depreciation	1,713.25		5,139.75		
Total Other Expense	1,713.25		5,139.75		
Net Other Income	-557.58		-1,656.57		
Net Income	-93,753.83	-19,166.89	-254,650.26	-57,500.07	-230,000.00



Sales Performance Report

March 2026



Economic Impact
BOOKED YTD

\$79,659.00



Service Dept.

Materials requests: 6
Site tours: 3

53.6%

↓ -5.6%
YOY

YTD OCCUPANCY

YTD ADR

↑ 2.6%
YOY

\$128.74

YTD REVENUE

↓ -2.2%
YOY

\$7,528,503

LEADS MAR: 2

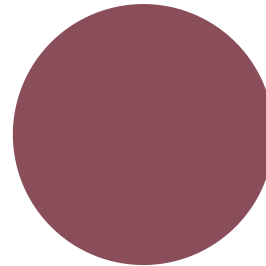
LEADS YTD: 11

LEADS 2025: 14

YOY CHANGE: -3



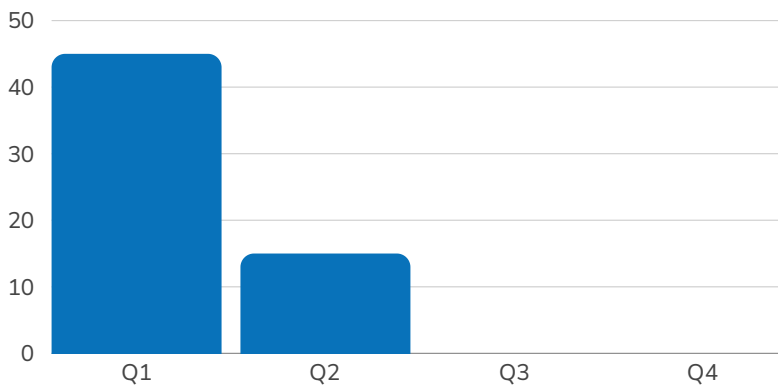
LOST CODES MAR = 1



Diff City
1

YTD ECON IMPACT
\$49,290.00

PROSPECTING ACTIVITY



GOAL = 20/ QUARTER

Q1	45
Q2	15
Q3	0
Q4	0
TOTAL	60



March 2026 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:

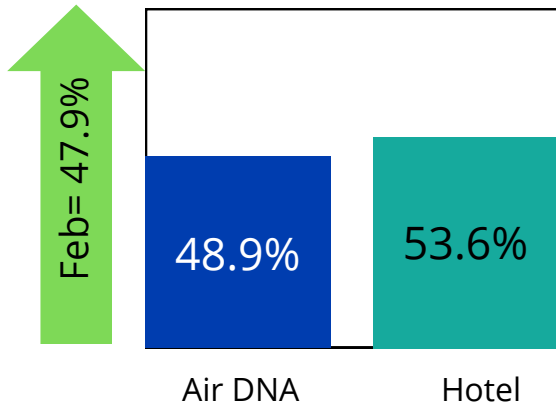
- 1) Occupancy Percent: Reflects the percentage of rooms occupied
- 2) Average Daily Rate (ADR): Reflects the average rate paid for rooms sold
- 3) RevPAR: Reflects the revenue per available room
- 4) Room Supply: Reflects the number of rooms available
- 5) Room Demand: Reflects the number of rooms sold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



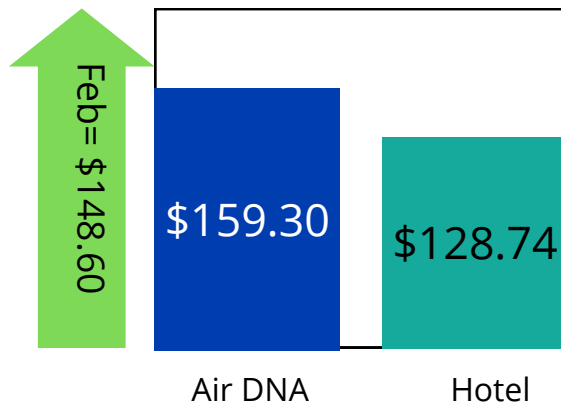
March Air DNA Report

A comparison of hotel vs short term rental data

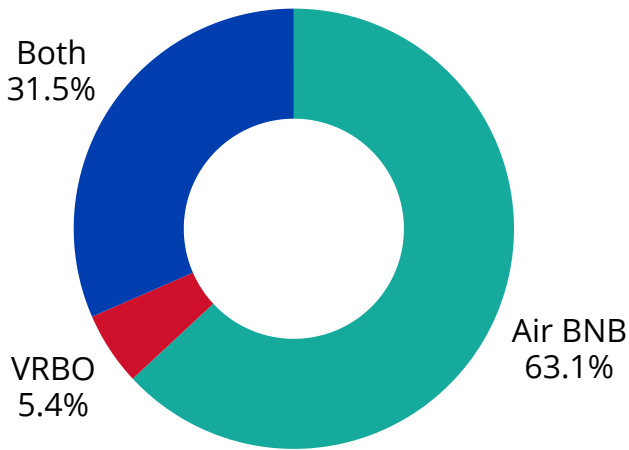
March Occupancy



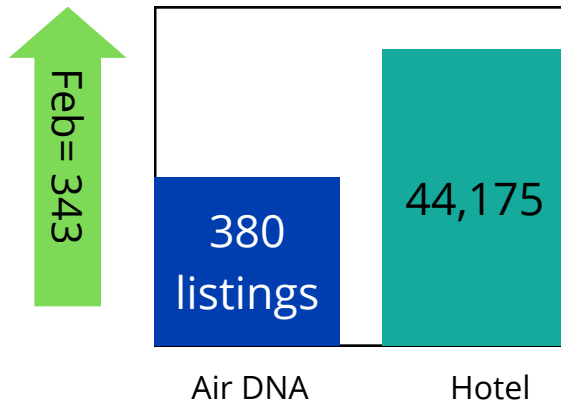
March ADR



March Listings/Channel



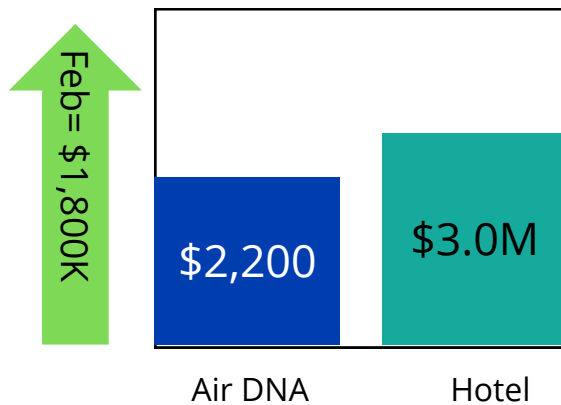
March Room Supply



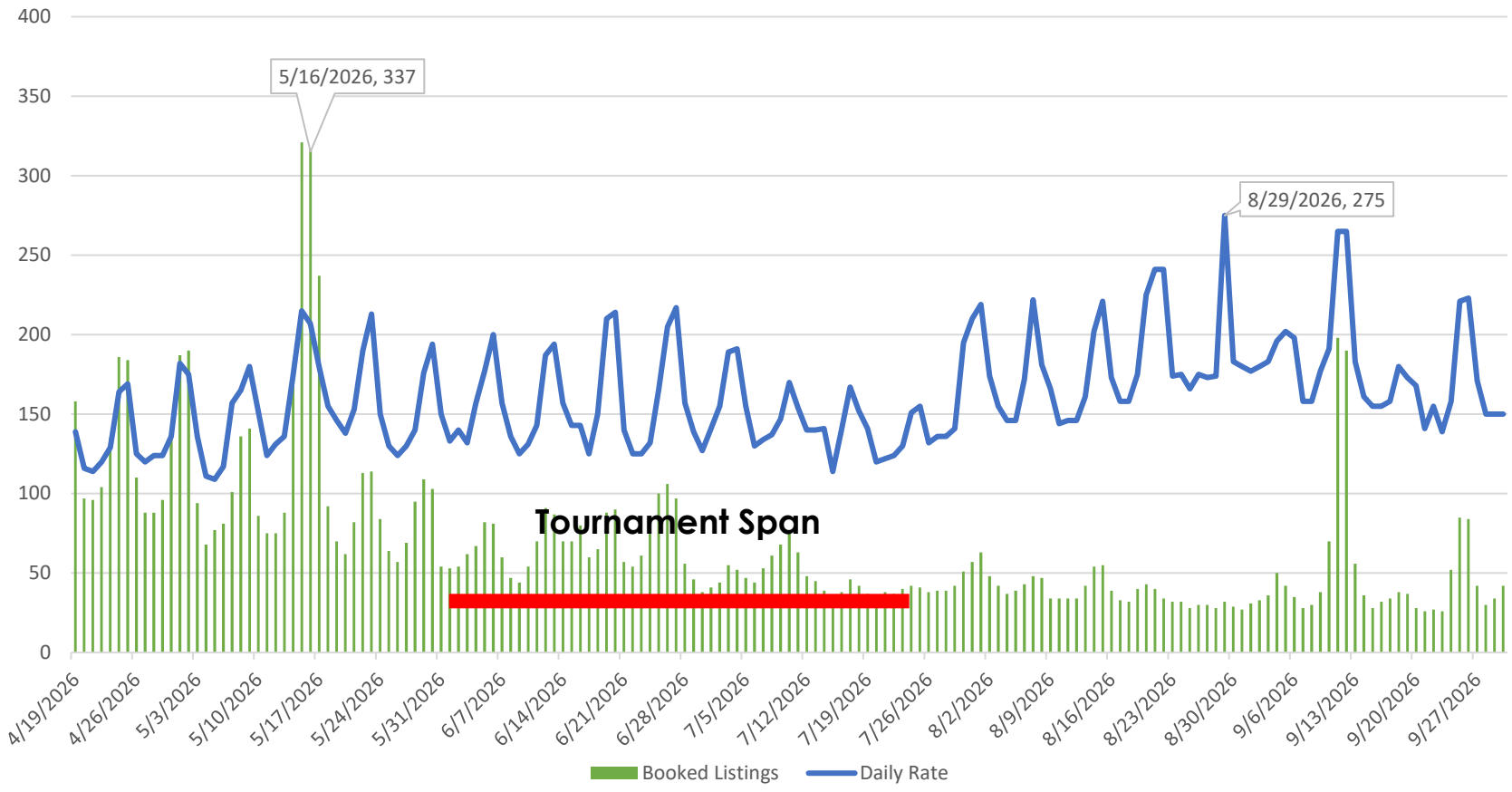
ADR/Bedroom

- 6 br \$522.80
- 5 br \$432.70
- 4 br \$302.80
- 3 br \$193.10
- 2 br \$133.70
- 1 br \$101.80

March Revenue



Future Short Term Rental Bookings April 19 - September 27





MARCH 2026 MARKETING REPORT

MARCH MARKETING SUMMARY

March marketing messages focused on Women's History Month, St. Patrick's Day, spring break activities, and welcoming Spring to Lawrence. Our team also began work on developing a reimagined Visitor Guide to be ready by the time World Cup travelers start arriving in the region in June.

EXPLORELAWRENCE.COM

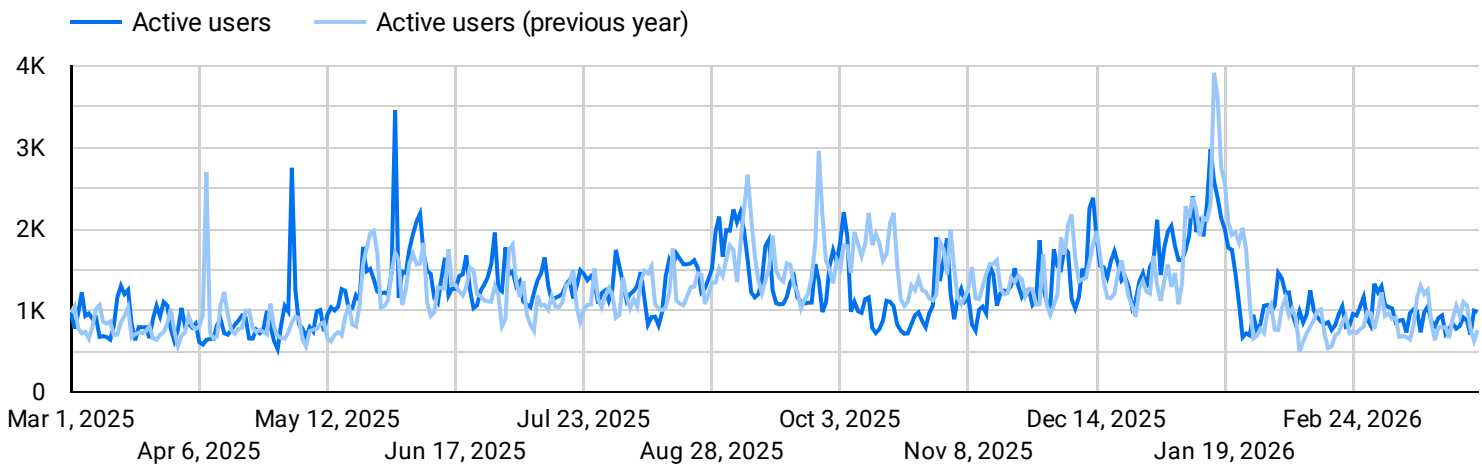
In March explorelawrence.com saw 26,847 total users, an increase of 7.3% from March 2025. Each user averaged about 12 "events" on the site, including page views, scrolls, link clicks, video views, etc. Page views saw a 9% decrease from March of last year for a total of 81,827. The Events Calendar page continues to be the most visited with 22,480 views or 27% of total views, followed by the Restaurants page with 4,083 views. Organic search traffic remains the leading source of site traffic followed by organic social and direct traffic.

Total users
26,847
↑ 7.3%

Event count
322,584
↓ -11.9%

Event count per user
12.26
↓ -17.6%

Views
81,827
↓ -9.1%



PAGE PERFORMANCE

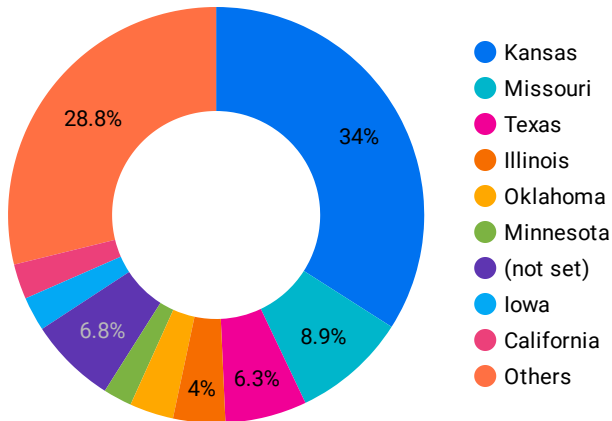
Page title	Views ▾	% Δ
Events Calendar - Unmistakably Lawren...	22,480	3.6% ↑
Eat - Unmistakably Lawrence	4,083	-13.9% ↓
Explore - Unmistakably Lawrence	3,385	-9.7% ↓
Arts & Culture - Unmistakably Lawrence	2,310	699.3% ↑
Concerts & Live Music	2,273	-0.1% ↓
Downtown & Mass Street	1,832	-19.5% ↓
Spring into March with these live music ...	1,630	-
E-Newsletter - Unmistakably Lawrence	1,486	250.5% ↑
See - Unmistakably Lawrence	1,414	-10.3% ↓
Shop - Unmistakably Lawrence	1,361	6.1% ↑

ACQUISITION

Session default channel group	Sessions ▾	% Δ
Organic Search	16,970	-20.4% ↓
Organic Social	7,297	62.7% ↑
Direct	4,977	44.2% ↑
Paid Search	2,679	16.9% ↑
Referral	917	-22.8% ↓
Display	570	-25.4% ↓
Email	339	-26.5% ↓
Unassigned	274	11.8% ↑
Paid Other	112	-
Cross-network	22	340.0% ↑

EXPLORELAWRENCE.COM

Monthly user demographics and traffic acquisition



Session source	Sessions	% Δ
google	18,637	-17.2% ↓
facebook	6,532	217,633.3...
(direct)	4,977	44.2% ↑
bing	638	1.3% ↑
stackadapt	569	-24.6% ↓
m.facebook.com	424	-88.9% ↓
Unmistakably Lawrence E-News	304	-28.0% ↓
yahoo	235	-19.8% ↓
duckduckgo	220	21.5% ↑
ku.edu	189	-13.7% ↓

LEISURE ENEWS

Monthly tourism industry enews statistics

Recipients

9,658

Opens

1,457

Clicks

218

TOP 5 LINKS

	Link	Clicks
1.	Blog: March Live Music	88
2.	Events Calendar	67
3.	Blog:March Hometown Happenings	65
4.	Blog: Celebrating Women's History...	54
5.	St. Patrick's Day Parade	47

INDUSTRY ENEWS

Monthly tourism industry enews statistics

Recipients

1,282

Opens

169

Clicks

33

TOP 5 LINKS

	Link	Clicks
1.	explorelawrence.com Partner Portal	53
2.	lawrencechamber.com Ready!Set!...	37
3.	explorelawrence.com Events Cale...	24
4.	explorelawrence.com Events Sub...	17

SOCIAL MEDIA

March's social media activity on Facebook, Instagram, and TikTok brought us 565 new fans, earning 879,268 impressions, 138,744 post engagements, and 528,538 video views. Popular content included posts about Pi Day, local spring activities, Spring in Lawrence, and Pip and Squeak.

Impressions
879,268

Engagement
138,744

Video Views
528,538

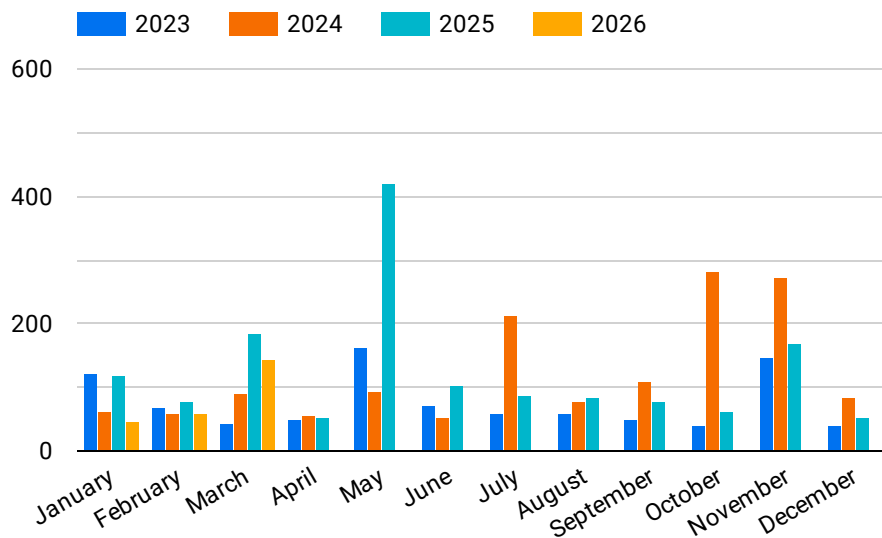
New Followers
565

Platform	Impressions	Engagement	Video Views	New Followers
Instagram	359,166	50,423	331,180	232
Facebook	359,141	14,996	103,676	149
TikTok	160,961	73,325	93,682	184

WEBSITE INQUIRIES

We continue to fulfill requests for Visitors Guides through the website. In March there were 144 website inquiries for Visitors Guides and e-newsletter sign-ups. Visitors are asked about their interests when they request information.

WEBSITE INQUIRIES (Visitors Guide Requests & E-news Sign-ups)



WEBSITE INQUIRIES - INTERESTS

Interest	Count
1. Wellness	64
2. Universities	45
3. Shopping	78
4. Recreation	64
5. Other	15
6. History	79
7. Haunted	46
8. Food	94
9. Family	47
10. Events	118
11. Birding	63
12. Basketball	43
13. Arts/Culture	109
14. Agri-Tourism	41

Notable Meetings/Events

We hosted the Community Resource Fair for the public to ask questions they have about preparations for the World Cup. We estimated about 70-75 people attended and gathered information from cultural, municipal, and civic organizations. All tablers were extremely satisfied with the event.

Dept. Shout-Outs

Sara did a fantastic job organizing and executing the Community Resource Fair. From an idea to fruition she took ownership and planned and organized every detail. She will also be handling our Visitor HQ in the former Einstein's bagel shop. Richard has been a great help with the van and with a group experience survey we will be sending to community partners.

Good News from World Cup (Lawrence Being Lawrence)

01. Stan Herd is doing an Earthworks Algerian Flag east of the Lied Center.

02. The Lawrence New Horizon's Band learned and recorded the Algerian National Anthem. Aired on Algerian TV.

03. Vinland Valley Nursery is working on a greenspace for the team to chill. VanGo students are providing picnic tables for the space.

Portal Project Update on Engagement!

✓ Sara is working on a strategic review of accounty tags with Simpleview Rep.

✓ We are launching our first "marketplace" campaign in Simpleview to get amenities updated enmasse,

✓ Laurel made a fantastic landing page for World Cup, we'll be tagging events as such for visitors.

World Cup

- KC Connect announced its pricing for the bus - day passes are \$5, weekly passes, \$20, and \$50 for the tournament.
- Ruth presented to the Chamber GCA luncheon, at Ready, Set, Score, Rotary, and continues to make a monthly appearance on KLWN with Kim Murphree. Ruth and Jason Booker are "teaching" a class at the Osher Institute of Lifelong Learning on April 21.
- The Culture and Events branch is pulling together signs, volunteers, fan experience, and community events, all of which are coming more into focus. We are aiming for a calendar of events coordinated release April 27.
- We continue to discuss late-night food options for visitors, and with the volunteer HQ space at 1026 Mass.

Mobile Visitor Center

- THE VAN IS WRAPPED. It is back in Lawrence.
- We are planning to roll out the van for Travel and Tourism week May 3-9! We will be finalizing plans for the roll out
- We have a draft of one video (music) to start making edits.
- The tech for the interior is at Extreme Bus Builders for installation.
- We are scheduled to receive Travel and Tourism Week proclamations from the city and the county.

**FIRST AMENDMENT TO AGREEMENT FOR THE USE OF
CITY TRANSIENT GUEST TAX FUNDS**

THIS FIRST AMENDMENT TO AGREEMENT FOR THE USE OF CITY TRANSIENT GUEST TAX FUNDS is made this ___ day of _____, 2026, by and between the City of Lawrence, Kansas, a municipal corporation, and eXplore Lawrence, Inc., a Kansas not for profit corporation.

RECITALS

- A.** On April 13, 2026, the City of Lawrence, Kansas, a municipal corporation ("City"), and eXplore Lawrence, Inc., a Kansas not for profit corporation ("Grantee"), entered into an Agreement for the Use of City Transient Guest Tax Funds ("Original Agreement") whereby, in accordance with the terms of that Original Agreement, the Grantee would receive **\$1,490,000.00** from the City Transient Guest Tax Fund for general operations and to bid on various events.
- B.** The parties now wish to amend the Original Agreement to increase the amount of the Grant from the City's Transient Guest Tax Fund to Grantee by **\$230,000.00** in order to support Grantee's expanded World Cup 2026-related efforts.
- C.** Specifically, the Grant will be used by Grantee for enhanced marketing and communications, wayfinding and signage, branding and merchandise, website updates, volunteer coordination, and operational support for the unified command center.
- D.** It is the intent of the parties, through this Grant, to enhance visitor experience, to increase the visibility of Lawrence's assets, and to assist visitors in navigating and engaging with the community during World Cup 2026.
- E.** Accordingly, subject to Grantee's execution of this First Amendment to Agreement for the Use of City Transient Guest Tax Funds ("First Amendment") and compliance with its terms and conditions, the parties hereby agree to increase the amount of the City's Grant to Grantee, from the City's Transient Guest Tax Fund, to **\$1,720,000.00**

NOW, THEREFORE, in light of the mutual promises and obligations contained herein, and in exchange for good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged by the parties, the parties agree as follows:

TERMS

1. **Amendment.** Section 1 of the Original Agreement is hereby amended to read as follows:

SECTION 1. Grant of Funds. In consideration of Grantee's completion of its portion of the project, the City hereby grants to Grantee the sum of **ONE MILLION SEVEN HUNDRED TWENTY THOUSAND DOLLARS AND NO CENTS** (\$1,720,000.00).

2. **Authorization.** Each person executing this First Amendment represents and warrants that said person has the authority to bind the party in behalf of whom said person has executed this First Amendment to Agreement and that all acts requisite to confer such authorization have been taken and completed.
3. **Amendment; Ratification.** Section 1 of the Original Agreement is hereby superseded by Section 1 of this First Amendment, it being the intent of the parties that Section 1 of this First Amendment shall control. The parties also agree that if there is any other inconsistency between the terms of this First Amendment and the Original Agreement, then the terms of this First Amendment shall control. All other terms of the Original Agreement are unmodified, are hereby ratified by the parties, and shall remain in full force and effect.
4. **Addendum.** This First Amendment shall be affixed to the Original Agreement as an Addendum.

[SIGNATURES APPEAR ON THE FOLLOWING PAGE]

IN WITNESS WHEREOF, the undersigned have caused this First Amendment to Agreement for the Use of City Transient Guest Tax Funds to be executed as of the date noted above.

**CITY:
CITY OF LAWRENCE, KANSAS, a
municipal corporation**

CRAIG OWENS
City Manager

**GRANTEE:
eXplore LAWRENCE, INC., a Kansas
not for profit corporation**

KIM ANSPACH
Director



Request for Proposals (RFP) Accounting and Financial Management Services

eXplore Lawrence, Inc.

1. Organization Overview

eXplore Lawrence is the official destination management organization (DMO) for Lawrence and Douglas County, Kansas. As a 501(c)(6) nonprofit organization, eXplore Lawrence drives economic impact by attracting visitors, meetings, and events to the community.

The organization is primarily funded through Transient Guest Tax (TGT) revenues administered by the City of Lawrence and operates with a strong emphasis on accountability, transparency, and measurable economic impact.

With a staff of six and a growing portfolio of strategic initiatives, including World Cup 2026 readiness, destination marketing campaigns, and community engagement programs. eXplore Lawrence requires a financial partner capable of supporting both day-to-day operations and strategic decision-making.

2. Purpose of the RFP

eXplore Lawrence is seeking proposals from qualified firms to provide comprehensive accounting, bookkeeping, payroll, and **financial management services beginning January 1, 2027.**

The organization is seeking a partner who can:

- Maintain accurate and compliant financial records
- Provide timely, clear, and decision-useful reporting
- Support financial planning and organizational strategy
- Coordinate effectively with the organization's independent audit firm

The initial contract term will be three (3) years, with the option to extend for an additional two (2) years.

3. Scope of Services

A. Accounting & Financial Management

- Maintain general ledger and ensure accuracy of all financial transactions
- Manage accounts payable and accounts receivable
- Reconcile all bank and credit card accounts monthly

- Monitor cash flow and provide insight on financial position

B. Monthly Reporting

- Prepare monthly financial statements no later than the third Wednesday of the month, including:
 - Profit & Loss Statement
 - Balance Sheet
 - Budget vs. Actual Reporting
- Provide clear, board-ready reporting formats
- Support customized reporting for internal and external stakeholders, including City reporting as needed

C. Payroll & Benefits Administration

- Process bi-weekly payroll
- Manage payroll tax filings, including, but not limited to:
 - Federal Form 941 (quarterly)
 - Federal Form 940 (annual)
 - Kansas withholding and unemployment filings
- Administer employee benefit tracking, including:
 - 401(k) contributions
 - Health, disability, and life insurance records
- Set up and onboard new employees as needed

D. Annual Compliance & Filings

- Prepare and file Form W-2 and W-3
- Prepare and file Form 1099 and 1096
- Prepare the organization's annual IRS Form 990, in coordination with the independent audit firm

E. Audit Coordination

- Prepare schedules and documentation required for the annual audit
- Serve as primary liaison with the independent audit firm
- Ensure alignment between financial statements and Form 990

F. Financial Planning & Advisory Support

- Support annual budget development process
- Provide cash flow forecasting, particularly related to TGT revenue variability

- Offer financial insights to support strategic initiatives and organizational decision-making
- Assist in aligning financial reporting with programmatic and departmental priorities

4. Organizational Context

- Operates with public funding accountability expectations through TGT revenues
- Requires accurate, timely reporting for the Board of Directors and City stakeholders
- Is a small, high-performing team requiring responsive and collaborative support

5. Proposal Requirements

- Firm overview and relevant experience
- Experience with nonprofit organizations and/or destination marketing organizations
- Experience working with public funding or municipal reporting requirements
- Description of services and approach to the scope outlined above
- Identification of key staff who will be assigned to the account
- Description of technology platforms used and compatibility with common accounting systems (e.g., QuickBooks)
- Fee structure (monthly, annual, and any additional costs)
- At least three (3) client references

Optional but encouraged:

- Description of advisory or value-added services

6. Evaluation Criteria

- Relevant experience and qualifications
- Understanding of organizational needs and scope
- Ability to provide both transactional and advisory services
- Responsiveness and communication approach
- Cost and overall value
- References

7. Timeline

- RFP Issued: [Insert Date]
- Questions Due: [Insert Date]
- Proposals Due: [Insert Date]
- Interviews (if needed): [Insert Date]
- Selection Notification: [Insert Date]
- Contract Start Date: January 1, 2027



Proposals must be submitted electronically in PDF format to:

Kim Anspach, Executive Director
kanspach@explorelawrence.com

8. Additional Information

- eXplore Lawrence reserves the right to reject any or all proposals
- Request additional information or clarification
- Negotiate scope and pricing with selected firm



Month	2016	2017	2018	2019	2020	2021	2022	2023	2024	2025	2026	2025/2026 % change
January	101,382	93,738	98,184	118,323	95,446	41,690	111,162	174,977	80,181	88,003	117,253	33.24%
February	99,205	94,007	113,533	84,797	115,542	58,116	108,425	119,220	119,371	115,753	185,113	59.92%
March	105,298	116,791	132,019	123,763	103,118	61,061	158,537	162,399	208,819	269,213	168,891	-37.26%
Qtr 1	305,885	304,536	343,736	326,883	314,106	160,867	378,124	456,596	408,371	472,969	471,257	-0.36%
April	124,594	134,997	147,412	133,185	61,358	87,896	151,582	167,214	194,623	177,542	0	
May	147,762	152,491	152,041	184,797	37,870	116,471	199,887	217,061	210,991	229,942	0	
June	161,930	183,216	171,487	185,634	38,022	154,237	180,085	224,361	252,388	281,796	0	
Qtr 2	434,286	470,704	470,940	503,616	137,250	358,604	531,554	608,636	658,002	689,280	0	
July	138,574	133,188	152,087	168,245	58,308	127,254	174,977	200,428	228,298	301,900	0	
August	164,378	204,992	161,411	149,099	78,147	154,104	190,619	193,987	168,231	182,532	0	
September	128,957	155,957	148,506	170,578	102,374	161,468	154,860	200,813	184,465	215,064	0	
Qtr 3	431,909	494,137	462,004	487,922	238,829	442,826	520,456	595,228	580,994	699,496	0	
October	156,868	157,890	148,412	140,822	83,871	150,112	191,637	216,140	161,879	209,278	0	
November	142,512	167,915	147,600	164,907	93,603	167,993	193,553	231,109	238,950	264,833	0	
December	131,421	136,028	130,316	142,582	55,963	145,672	171,800	173,543	165,318	178,202	0	
Qtr 4	430,801	461,833	426,328	448,311	233,437	463,777	556,990	620,792	566,147	652,313	0	
Year Totals:	1,602,881	1,731,210	1,703,008	1,766,732	923,622	1,426,074	1,987,124	2,281,252	2,213,514	2,514,058	471,257	-0.36%

** Transient Guest Tax increased from 6 to 8% in January of 2026

