



# BOARD OF DIRECTORS MEETING

August 18, 2021  
3:30 PM  
Zoom Meeting



**explore**  
LAWRENCE



## **eXplore Lawrence Board Meeting Agenda**

**Wednesday August 18, 2021 – 3:30 p.m. Zoom Meeting**

1. Approval of Minutes – July board meeting
2. Finance Report – Heidi Champagne
3. Staff reports
4. Executive Director Report
5. Budget Update

**eXplore Lawrence**

**DRAFT - Board Minutes**

**July 21, 2021**

**Zoom meeting – 3:30 p.m.**

Members Present: Mike Logan, Ivan Simac, Jamie Hays Szcl, Peter Bobkowski, Stuart Boley\*, Porter Arneill\*

Members absent: Heidi Champagne, Danny Caine, Sally Zogry\*, Fally Afani, Hugh Carter\*,  
\*ex-officio members

Staff: Kim Anspach, Executive Director

Guests: Commissioner Lisa Larsen

Meeting Materials provided by email: July 2021 Board Packet, Monthly STR Report

Meeting began at 3:35 p.m.

1. Approval of Minutes – June board meeting  
Action: Peter moved; Jamie seconded. Approved.
2. Finance Report – Kim in Heidi's absence
  - Error regarding the PPE loan but fixed
  - Postage is going over projected budget related to an ad for the John Brown exhibit and unexpected mailing.
  - Video work added for extra footage related to added Eagle Bend footage
  - Porter asked about the EIDL Loan – stays in emergency reserve – repayment begins June 2022.
3. Staff Reports
  - Visitor Center – traffic increasing. Exceeding numbers.
    - Caleb is working on a scavenger hunt for groups
    - Final Friday closing show at Visitor Center, Marvin Crum
  - Sales – Busy
    - Triple Crown site tour
    - Topeka Impact
    - KC Prenationals
    - Kendra attending TEAMS conference
    - KCMO bid for World Cup 2026 for added hotel rooms
  - Marketing
    - Traveling Child Blogger visit, Monet as a person of color traveling family blog. Great feedback from her.

- Web site
  - Rebrand and relaunch with partner portal
- Tourism industry Facebook group
- New web site launch on August 5

#### 4. Executive Director Report

- Working on community meetings with board members and others
- Met with Britt Crum Cano from the city on the Economic Development Strategic Plan
  - Wil serve on tourism component
- Ransomware attack did effect the server. Looking at possibly shifting to Microsoft 365.
- Met with accountant. Contract is up at end of year. She's transitioning so we need to start an RFP process for a new accountant service. Current accountant will assist with the RFP process.
- Andrea applying to Leadership Lawrence

#### 5. Voya Authorization

- Need a board resolution to formally authorizing Kim to the Voya account as a decision-maker and communicator

Action: Mike moved to authorize him to sign the letter; Peter seconded. Approved.

#### 6. Budget Update

- STR report is pointing to recovery
- Occupancy rising; revenue getting closer to 2019 levels
- Looking toward 2022 budget - in communication with City Finance still unclear on actual budget amount.
- Third quarter request will be submitted in August. Kim will schedule a meeting with Finance after the June TGT comes in.
- Mike spoke in regard to the reserve fund as discussed at the City Commission meeting related to the quarter 2 request appropriation.
- Can ARPA funds be used to replenish the TGT Fund?
- Discussion about the "arms race" with other municipalities.
- Discussion about the budget
- City of Lawrence transitional budget working to align incrementally with the Strategic Plan moving forward.

#### **Motion to Adjourn**

Action: Jamie moved; Ivan seconded – Approved Unanimously

Meeting Ended at 4:20 p.m.

Next meeting August 18, 2021 - 3:30 p.m.

# Explore Lawrence Inc

## Balance Sheet

As of July 31, 2021

	Jul 31, 21
<b>ASSETS</b>	
Current Assets	
Checking/Savings	
1020 · US Bank checking account	150,785.40
1030 · US Bank Money Market	55,871.46
1050 · Reserve Fund	202,601.73
Total Checking/Savings	409,258.59
Total Current Assets	409,258.59
Fixed Assets	
2200 · Leasehold Improvement	107,174.01
2500 · Accumulated Depreciation	-10,717.40
Total Fixed Assets	96,456.61
Other Assets	
1225 · Deposits/Prepaid expense	4,348.50
Total Other Assets	4,348.50
<b>TOTAL ASSETS</b>	<b>510,063.70</b>
<b>LIABILITIES &amp; EQUITY</b>	
Liabilities	
Current Liabilities	
Accounts Payable	
3000 · Accounts Payable	6,439.20
Total Accounts Payable	6,439.20
Other Current Liabilities	
3100 · Accrued Payroll	27.39
3150 · 401(K) W/H Payable	4,557.03
Total Other Current Liabilities	4,584.42
Total Current Liabilities	11,023.62
Long Term Liabilities	
3700 · EIDL Loan June 19,2020	149,900.00
Total Long Term Liabilities	149,900.00
Total Liabilities	160,923.62
Equity	
4100 · Beginning Fund Balance	293,636.37
Net Income	55,503.71
Total Equity	349,140.08
<b>TOTAL LIABILITIES &amp; EQUITY</b>	<b>510,063.70</b>

Explore Lawrence Inc

Profit & Loss Budget Performance

July 2021

	Jul 21	Budget	Jan - Jul 21	YTD Budget	Annual Budget
Ordinary Income/Expense					
Income					
5000 • Guest Tax	0.00	0.00	391,210.00	498,000.00	996,000.00
5200 • Merchandise Sales	188.43	666.67	1,708.01	4,666.65	8,000.00
5250 • Meeting Max Income	2,970.00	0.00	3,485.00	0.00	0.00
5500 • DMI	0.00	0.00	6,000.00	12,000.00	12,000.00
5600 • Co-Op Marketing	0.00	0.00	1,100.00	15,000.00	15,000.00
5658 • State Grant	0.00	0.00	0.00	10,000.00	10,000.00
5660 • DTN	0.00	0.00	0.00	6,000.00	6,000.00
5700 • Miscellaneous Income	0.00	166.67	50.00	1,166.65	2,000.00
Total Income	3,158.43	833.34	403,553.01	546,833.30	1,049,000.00
Cost of Goods Sold					
6100 • Merchandise Cost					
6190 • Miscellaneous Costs	105.54		213.95		
Total 6100 • Merchandise Cost	105.54	0.00	213.95	0.00	0.00
Total COGS	105.54	0.00	213.95	0.00	0.00
Gross Profit	3,052.89	833.34	403,339.06	546,833.30	1,049,000.00
Expense					
7000 • Payroll Expense					
7065 • Health Insurance	2,480.42	2,333.33	16,863.78	16,333.35	28,000.00
7070 • Incentive Program	0.00	833.33	0.00	5,833.35	10,000.00
7081 • Payroll	23,184.69	28,333.33	191,479.62	198,333.35	340,000.00
7000 • Payroll Expense - Other	0.00		1,097.55		
Total 7000 • Payroll Expense	25,665.11	31,499.99	209,440.95	220,500.05	378,000.00
7260 • Retirement Plan	1,875.84	833.33	9,114.06	5,833.35	10,000.00
7600 • Programs					
7601 • Advertising					
7601.10 • Magazine	2,430.00	0.00	10,102.00	3,425.00	7,425.00
7601.12 • Content	3,800.00	0.00	9,347.65	5,000.00	9,500.00
7601.14 • Outdoor	0.00	0.00	700.00	5,700.00	12,700.00
7601.2 • Design	237.20	700.00	3,268.88	3,800.00	5,980.00
7601.21 • Opportunity Fund	0.00	0.00	(1,500.00)	8,179.00	18,179.00
7601.24 • New Technology	1,500.00	0.00	3,156.22	3,000.00	6,000.00
7601.4 • Public Relations	0.00	1,000.00	2,635.76	1,000.00	8,000.00
7601.8 • Digital	1,164.58	15,000.00	17,945.78	51,716.00	84,216.00
7601.9 • Partner Media Buy Program	0.00	0.00	11.56	4,000.00	4,000.00
Total 7601 • Advertising	9,131.78	16,700.00	45,667.85	85,820.00	156,000.00
7619 • Incentive Travel	7,830.00	5,000.00	8,046.91	14,000.00	30,000.00
7623 • Marketing					
7623.1 • Website Design	0.00	2,856.25	39,275.01	19,993.75	34,275.00
Total 7623 • Marketing	0.00	2,856.25	39,275.01	19,993.75	34,275.00
7625 • Simpleview Data Base	0.00	0.00	25,000.00	38,000.00	38,000.00
7641 • Promotional Materials	0.00	0.00	4,971.71	9,000.00	12,000.00
7642 • Trade Shows	155.06	1,000.00	171.74	7,500.00	10,000.00
7643 • Website Hosting	0.00	0.00	208.87	0.00	1,000.00
7644 • Printing and Reproduction	0.00	563.33	1,285.98	4,083.35	7,000.00
7645 • Special Projects					
7648 • Bids	0.00	1,250.00	0.00	8,750.00	15,000.00
Total 7645 • Special Projects	0.00	1,250.00	0.00	8,750.00	15,000.00
Total 7600 • Programs	17,116.84	27,389.58	124,628.07	187,147.10	303,275.00
7620 • Meeting programs					
8100 • Buildout VC Center-Depreciation	3,461.56	3,000.00	16,156.40	15,500.00	40,000.00
8200 • Admin and General	0.00	28,020.51	0.00	51,576.55	0.00

Explore Lawrence Inc  
Profit & Loss Budget Performance  
July 2021

	Jul 21	Budget	Jan - Jul 21	YTD Budget	Annual Budget
8202 • Accounting	675.00	750.00	9,930.01	11,250.00	15,000.00
8203 • Rent	5,940.51	3,083.33	23,787.84	21,583.35	37,000.00
8204 • Software	23.50	250.00	1,427.36	1,750.00	3,000.00
8206 • Hardware	0.00	416.67	0.00	2,916.65	5,000.00
8210 • Technology Repair & Maintenance	0.00	1,666.67	5,596.70	11,666.65	20,000.00
8214 • Bank Service Charges	35.90	50.00	293.30	350.00	600.00
8225 • Board Expenses	188.12	366.67	4,099.97	2,566.65	4,400.00
8226 • Leased Equipment	218.67	416.67	2,900.43	2,916.65	5,000.00
8230 • Dues/Subscriptions/Memberships	292.23	916.67	9,013.61	6,416.65	11,000.00
8234 • Insurance	243.32	750.00	6,143.84	5,250.00	9,000.00
8238 • Utilities	291.03	500.00	1,552.65	3,500.00	6,000.00
8242 • Legal	0.00	416.67	633.41	2,916.65	5,000.00
8244 • Janitorial/Cleaning	100.00	375.00	914.60	2,625.00	4,500.00
8245 • Retirement Plan Fees/Admin	425.00	125.00	1,475.00	875.00	1,500.00
8247 • Office Supplies	0.00	458.33	1,062.86	3,208.35	5,500.00
8248 • Postage and Delivery	0.00	685.42	973.96	4,797.90	8,225.00
8250 • Storage	0.00	208.33	765.14	1,458.35	2,500.00
8251 • Misc. Office General	0.00	166.67	1,246.02	1,166.65	2,000.00
8282 • Travel & Meetings	394.90	625.00	1,979.68	4,375.00	7,500.00
8283 • Telephone/Internet	839.22	1,458.33	9,567.16	10,208.35	17,500.00
Total 8200 • Admin and General	9,667.40	13,685.43	83,363.54	101,797.85	170,225.00
8252 • Storage	153.03		459.09		
Total Expense	57,939.78	104,428.84	443,162.11	582,355.00	901,500.00
Net Ordinary Income	(54,886.89)	(103,595.50)	(39,823.05)	(35,521.70)	147,500.00
Other Income/Expense					
Other Income					
9020 • Interest Income	137.53	83.33	966.76	583.35	1,000.00
9060 • PPP Loan Forgiven	0.00		94,360.00		
Total Other Income	137.53	83.33	95,326.76	583.35	1,000.00
Other Expense					
9510 • Depreciation	0.00	0.00	0.00	0.00	5,358.70
Total Other Expense	0.00	0.00	0.00	0.00	5,358.70
Net Other Income	137.53	83.33	95,326.76	583.35	(4,358.70)
Net Income	(54,749.36)	(103,512.17)	55,503.71	(34,938.35)	143,141.30

**FOCUS AREA 1: FINANCES****Goal 1.1 Maximize economic opportunity and pandemic recovery thru tourism, destination management and advocacy for local businesses.**

Objective 1.11 Transient Guest Tax collections begin to reach 2019 levels by the second quarter of 2022.

Owner(s)	Due Date	Comments
ED	06/30/22	1st qtr was down 48.79%. Second Quarter 2nd qtr up 161.28%, YTD we are positive 15.09%- KA

**Goal 1.2 Develop viable budget accounting for economic uncertainties of pandemic.**

Objective 1.21 Proposed annual budget prepared, discussed and approved by April 21, 2021.

ED	04/21/21	Submitted : Ka has reached out to City Finance to follow up after the first review of the proposed budget.
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**Goal 1.3 Secure federal, state, and local pandemic relief funding.**

Objective 1.31 Apply for Second Draw Paycheck Protection Program (PPP) loan by May 28, 2021.

ED	05/28/21	This program had been exhausted as of May 7th. We will not be able to access further PPP funds - KA
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Objective 1.32 Consider applying for increased Economic Disaster Injury Loan by May 2021

ED	05/01/21	BoD not planning to apply for more EIDL funds at this time
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**Goal 1.4 Maintain viable funding strategy to support City CVB goals and expectations.**

Objective 1.41 Continue to meet all monthly financial and related reporting requirements for the City by March 2021. (marketing data, tourism data, visitation data)

ED	03/31/21	ongoing
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Objective 1.42 Review and update Operating Agreement with City to ensure sufficient resources to support City CVB goals and expectations by October 2021.

Board + ED	10/01/21	Will begin this process in September- KA
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Objective 1.43 Analyze return on investment of events and activities by using data available to us including STR and TGT reports, website analytics, SeeSource, and event impact calculator to optimize resource allocation.

Ed + Marketing	10/01/21	Ongoing
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**FOCUS AREA 2: PARTNERSHIPS****Goal 2.1 Nurture high quality partnerships and relationships throughout the community.**

Objective 2.11 Restart regular meetings with community leaders by June 2021.

ED	06/30/21	Ka has started meeting one on one with community leaders.
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Objective 2.12 Complete introductions and outreach by new Executive Director to key stakeholders and community leaders within the first three months of hire

Board + Staff		Ka has started meeting one on one with community leaders. KA Met with Brit and will be leading the Tourism component of the plan. Will be forming a working group.
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Objective 2.13 Foster strategic alignment of specific eXplore Lawrence goals and priorities with the City Economic Development Strategic Plan by September 2021.

ED + Board	09/30/21	
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Objective 2.14 Explore and cultivate new opportunities for Staff and Board Members to engage with key organizations and community stakeholders by October 2021.

Staff + Board	10/31/21	
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Objective 2.15 Explore opportunities for roundtables or quarterly meetings of Staff and Board Members to promote economic development with the City and Chamber by January 2022.

Staff + Board	01/01/22	
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Objective 2.16 Explore the organization's optimal role in community conversations regarding the potential need for larger meeting space by July 2022.

Sales + Board + ED	07/31/22	
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Objective 2.17 Facilitate a strong Extranet relaunch campaign to enage Lawrence hospitality, service, retail, attraction, events and outhur tourism industry partners prior to the website launch by July 2021

CE + Marketing	07/31/21	Relaunched Partner Portal July 19 with weekly communications. Will resume the relaunch campaign in September. - AJ
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**Goal 2.2 Maintain robust network of regional CVB partners.**

Objective 2.21 Convene regular meetings to cultivate relationships with regional CVB partners by September 2021.

CE	09/01/22	Meeting scheduled with Topeka to talk about a conference in 2022 in August - KA
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Objective 2.22 Establish a regional CVB entity to attract and support major events by June 2022.	Sales + ED	06/30/22	Working to open doors at KU facilities. - KA & KS
<b>Goal 2.3 Maintain robust partnerships with the University of Kansas, the KU Alumni Association, KU Athletics and Haskell Indian Nations University.</b>			

Objective 2.31 Convene regular meetings with KU, Haskell, Parks & Recreation, and USD 497 to cultivate relationships and partnerships to increase tourism and collaboration by April 2022.	ED + CE	04/30/22	Starting this conversation individually in meetings - KA
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**FOCUS AREA 3: EVENTS AND ACTIVITIES**

**Goal 3.1 Promote Lawrence signature events and other high impact events and activities to attract individuals to Lawrence.**

Objective 3.11 Promote fun and safe events and activities during the pandemic to serve local guests by March 2021.	Marketing	03/31/21	This has begun and is ongoing: being done via events calendar, weekly things-to-do videos, monthly e-newsletters - AJ Website, Digital, and Social promotion of "Dinner Bell" events and activities are ongoing: PRIDE, Free State Festival, Fourth of July, Douglas County Fair, Live on Mass, Lawrence Busker Festival, Civil War on the Border, Encountering John Brown. AJ
Objective 3.12 Promote "Dinner Bell" events and activities to signal the post-pandemic return to major events and a re-opened local economy by July 2021.	Marketing	07/31/21	Digital and social Lawrence Busker Festival campaign to travelers interested in Festivals in our top road trip and regional markets. Digital, print, social campaign for Encountering John Brown exhibit targeting groups and history buff travelers in our regional and roadtrip audiences. -

Objective 3.13 Explore opportunities to leverage existing signature such as Lawrence Busker Festival, Free State Festival, and Live on Mass to increase hotel stays and visitors spending.	Marketing	11/01/22	AJ
<b>Goal 3.2 Promote established and proven events that drive hotel stays and sales.</b>			

Objective 3.21 Promote established events that drive overnight stays including bike races, KU Football and other events.	Marketing	Ongoing	Digital/Social partnership with IMG to promote an Epic Football Weekend contest for the home Oklahoma University game, October 23. Working with Belgian Waffle Ride on marketing opportunities. - AJ ongoing. KA and KB met with HOA and Sports Pavilion to discuss how to support that event and grow overnights associated
Objective 3.22 Support and attract sporting events that drive overnight stays.	Sales + VS		

**Goal 3.3 Promote major regional events in partnership with regional CVBs.**

Objective 3.31 Secure one new major regional event thru regional partnership by 2023.	ED + Sales	12/31/21	ongoing
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**FOCUS AREA 4: SALES AND MARKETING**

**Goal 4.1 Secure robust sales thru Tourism and Destination Management.**

Objective 4.11 Develop a Sales Plan with expanded focus on sales by October 2021.	Sales	10/31/21	drafting
Objective 4.12 Explore possibilities to increase sales thru staffing priorities by April 2022.	Sales	04/30/22	
Objective 4.13 Create incentive program for meetings, conventions and sporting events by Mach 2021			Implemented and using during prospecting calls and trade shows. This has also been sent out to DOS partners to use around their sales efforts and trade
	Sales	03/31/21	shows.
Objective 4.14 Formalize policies and procedures to maximize sales and marketing tool including Threshold 360, Cvent Simpleview CRM, Meeting Max, and Proposal Path by June 2021			Ongoing. Need to figure out best practices and roles that support those best practices within the servicing and sales efforts.
	Sales + VS		Ongoing. Working on best practices and roles within the servicing and sales efforts. Also need to figure out how to report servicing efforts with board
Objective 4.15 Optimize the transition process of group sales from Sales Department to the Visitors Services Department			report narrative.
	Sales + VS	07/01/21	
<b>Goal 4.2 Foster great marketing and maintain attractive brand for CVB activity in Lawrence.</b>			
Objective 4.21 Promote Current and Post-Pandemic Dinner-Bell activities.	Marketing	03/31/21	In progress
Objective 4.22 Complete a Marketing Plan and an expanded digital presence by January 2022	Marketing	01/31/22	In-progress: Research phase
<b>FOCUS AREA 5: HIGH PERFORMING ORGANIZATION</b>			
<b>Goal 5.1 Ensure sustained, high quality executive leadership for eXplore Lawrence.</b>			
Objective 5.11 Convene a Search Committee and onboard new Executive Director by August 2021.	Board	08/31/21	Completed
Objective 5.12 Draft and distribute a position description prospectus for a new ED by March 2021.	Board	03/31/21	Completed
Objective 5.13 Identify and support interim executive leadership by March 2021.	Board	03/31/21	Completed
Objective 5.14 Identify key talking points for ED search and interview process by April 2021.	Board + Staff	04/30/21	Completed
<b>Goal 5.2: Preserve and transfer critical institutional knowledge.</b>			
Objective 5.21 Conduct Retirement and Exit Interview with retiring director by April 2021.	Board	04/30/21	Completed
Objective 5.22 Record and transition knowledge of business processes, key contacts, and professional insights by May 2021	ED	05/07/21	Completed
<b>Goal 5.3 Maintain clear and robust working relationship with the City of Lawrence and key community stakeholders.</b>			
Objective 5.31 Update and finalize the Operating Agreement with the City by October 2021.	ED + Board	10/30/21	Will begin this work in August
<b>Goal 5.4 Maintain clear and robust governance structures for the Board of Directors.</b>			
Objective 5.41 Review and update Bylaws by December 2021.	ED + Board	12/31/21	Will begin this work in August
Objective 5.42 Review and update Board Member orientation and onboarding by October 2021.	ED + Board	10/31/21	



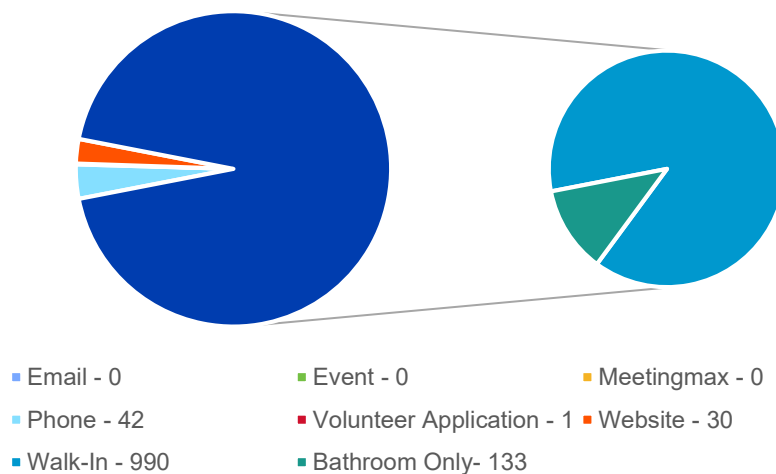
# Visitors Center Report

## Overview

July's warm weather brought the most visitors we have had all year, with a whopping 990 visitors who came in to the Visitors Center. Our busy days continue to be Friday, Saturday, and occasionally Sunday. We have been hard at work with sales, MeetingMax, Group Servicing, and the relaunching of our Extranet (now known as the Partner Portal).

## Visitors Center Guests

### July Inquiries

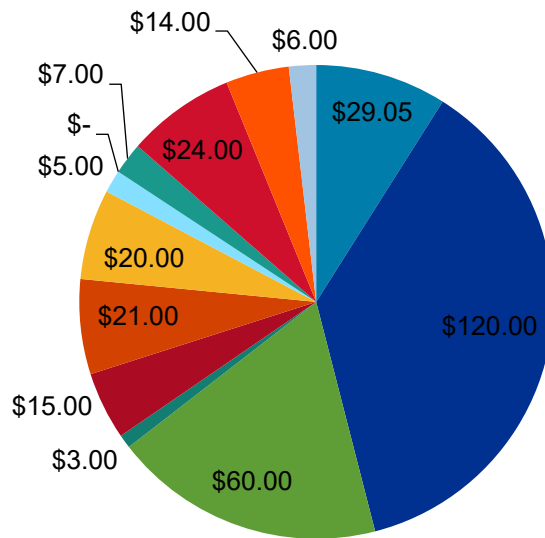


### Visitor Interests



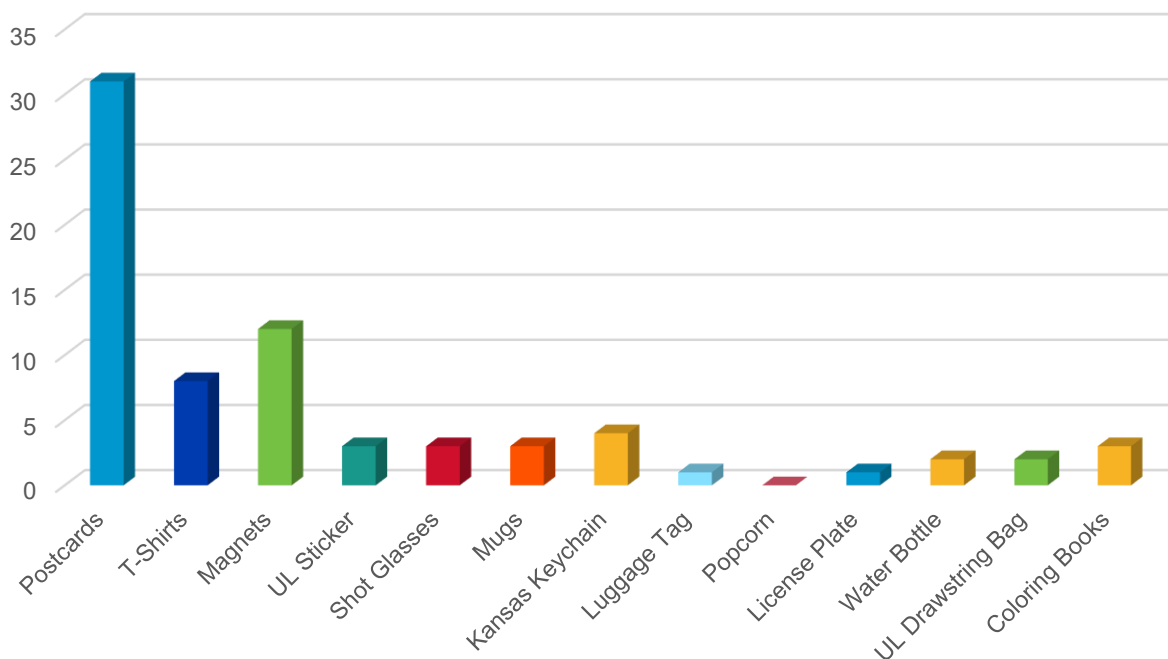
## Visitors Center Sales

### Gross Sales - \$324.05



- Postcards
- T-Shirts
- Magnets
- UL Sticker
- Shot Glasses
- Mugs
- Kansas Keychain
- Luggage Tag
- Popcorn
- License Plate
- Water Bottle
- UL Drawstring Bag
- Coloring Books

### Number of Items Sold



With the large amount of Visitors that we had in July, our sales were up. Postcards and Magnets were our most popular items. With the launch of the new website we are looking to refresh our merchandise selection and offer some fun new options for visitors to choose from. One of these items will be some Unmistakably Lawrence Postcards.

In July, we had the MeetingMax event for the Reebok Tournament take place. I have attached the report from that tournament below. Pick-up for that tournament was not what was expected and I believe it has to do with planning from the director mixed with the uncertainty around the Covid-19 pandemic.

To prepare for our new website, we started the relaunch of our Partner Portal, formally known as the Extranet. My duties for this task was to set up user accounts for business' and attractions in the area as well as helping them configure their listings and answer any questions they may have. Since the relaunch, I have assisted 27 different people. With Andrea releasing tutorial videos every week, we are getting more people engaged with the Partner Portal.

We had our first Final Friday event in months take place in July. We were displaying Marvin Crum's work here and had a successful turnout with 56 people attending the event from 6-8 PM on the 30<sup>th</sup>.

A new project I took on in July was Group Servicing. We have had a few groups come to town that have expressed interest in fun activities that their groups could participate in. One group in particular had asked if we had a Downtown Lawrence Scavenger hunt. We did not, but I thought it would be great for us to have for future events and groups down the line. I have attached the Scavenger hunt that I created below this narrative. See if you can figure out each answer!

# Downtown Lawrence Scavenger Hunt

## 2021

In this scavenger hunt, you will be collecting the answers to the following questions. You will find them along Massachusetts Street at various locations and businesses. Take a picture of your team at each location, this is how we will determine that you were able to find the answer. All entries tied for the most correct answers will be put in a pool and a winner will be drawn. While on this hunt, please be mindful of other people and employees that you encounter.

1. This local brewery opened in 1989 and was the first legal brewery in Kansas in over 100 years. (Hint: It is named after a term Kansas coined during the Civil War) Be sure to try some of their famous beer while you are here!
2. Open for business since 1857, this department store is where Santa gets rescued every year for the Christmas Parade. (Hint: Look for the big W)
3. Clyde from the infamous duo Bonnie and Clyde checked into this historic hotel in 1932. Enjoy a cocktail at the beautiful bar.
4. On this spot in 1897 "Nothing Happened." (Hint: Look for the sign with a crane on it)
5. This candle store which has been a staple of Lawrence since the 1970s, also has a location in Chicago.
6. This theater venue showed the first movie with sound, "The Canary Murder Case" in 1924.
7. What better way to cool off on a hot summer day then with some ice cream? This ice cream shop has had a large presence in Lawrence since its opening in 1997.
8. Sometimes life calls for a relaxing and Zen break, this park showcases Lawrence's relationship with its sister city, Hiratsuka, Japan. (Hint: Look on the 1000<sup>th</sup> block)
9. This concert venue has seen acts such as.... Find its iconic marquee.
10. Find one of the many murals.
11. Need a good slice of artisanal pizza? This restaurant is known for its wood fire pizzas and adventurous flavors. (Hint: It is near the Visitors Center)



## Sales Team Board Report, July 2021



### Lead Production

- 6 Leads generated in July (ERR: \$770,000)

*RRN = Requested  
Room Nights*

*ERR = Estimated  
Room Revenue*

**KC Pre National Tournament** – June '22, '23, / *RRN: 750 per year; EER: \$300,000 per year*

**National Christian Homeschool Volleyball Tournament** Oct 20-Oct 24, 2021 / *RRN: 500; EER: 120,000*

**Red River Rattlers-** Oct 20-Oct 24, 2021 / *RRN: 120; EER: \$19,000.*

**Kzoo Premier Team Volleyball** – Oct 20-Oct 24, 2021 / *RRN: 120; EER: \$19,000.*

**Kansas Physical Therapy Assoc. Fall 2022 Meeting-** Oct 13-16, 2022 / *RRN: 60; EER: \$12,000*

### Prospecting Efforts & Other Sales Team Highlights

#### Active Prospecting/Business Development –

**KU Community Partners-** Kim & Kendra met with Exec. Director David Hayob to discuss the new role at KU for David. David comes from a business development background with the New York Mets, Kansas City Royals, Lockton and AEG. David is coming to KU to develop community relationship within Lawrence to bring more outside involvement to campus and utilize the facilities on campus for revenue generating events & meetings. EL thinks this is a great opportunity to work with KU events and schools to bring more events/meetings/conferences to Lawrence driving the mission of EL.

**KU Athletics-** met with Jamie Szalc, Assistant Director of KU Athletics to discuss the usage of the athletic facilities for outside rentals/events that EL could go after to bring to Lawrence. Jamie sent over rental facility costs and open availability on slower dates of when facilities are not being used by athletes. Very small windows of availability. Hope to bring more outside events to KU/Lawrence using this information to go after RFP opportunities that fit those perimeters.

**Jayhawk Experience & Tailgate Guys-** Shannon stopped by to give the staff updates on the organization. Shannon will be resigning from her position in August. She gave us a new contact within the organization until they hire a new contact. New opportunities with tailgate packages at KU for event rental and home football games. Gave us package info and marketing materials to promote. Updates to Jayhawk Experience tours due to COVID19 and new website.

## Sales Team Board Report, July 2021



**Triple Crown Site Tour-** *Update on this: Triple Crown is holding off on bringing an event to SPL in '22 due to recovery from COVID19 efforts need to keep all events at Bartle Hall in KCMO. Triple Crown will revisit the opportunity for '23.*

**KC Pre Nationals-** Kim and Kendra met with Mike and Mark to review a booking offer for '22-'24. Explore Lawrence would like to keep this event at SPL for many years and looking to grow the event within the community to become more of a regional effort tournament. The booking incentive would be to book the tournament at SPL for 3 years '22, '23, and '24.

**BHS Central States Competition-** Registration has opened for this event. Is a live MMX event. Explore Lawrence is working with the organization and the Lied Center at KU to book the group for a multiple year agreement.

**Oratorical Venue RFP-** KU Director of Events & EL met in July to visit the RFP opportunity. The amount of breakout rooms and space is too large to facilitate on campus. Officially too large for Lawrence to handle.

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

**Varsity Cheer**

**AASHTO**

**Kansas Dental Association**

**Kansas Court Management Association**

**Kansas Museum Association**

### **Meeting Max Current Live events-**

Reebok World Championship Tournament- July 21<sup>st</sup> to July 25<sup>th</sup>, 2021- 280 actualized -924 contracted-*closed*

BHS CSD '21 Fall contest- Oct 7<sup>th</sup>-Oct 10<sup>th</sup>, 2021- 145 *picked up*/316 contracted

BWR Kansas Race- October 27<sup>th</sup> to Nov 1<sup>st</sup>, 2021- 74 *picked up*/1772 contracted





## Sales Team Board Report, July 2021



### Other sales efforts:

**Threshold 360-** *Ongoing project.* Majority of the venues/hotels are completed. Marketing has integrated the tours on the website. 2 New locations shot in July.

**On boarding new hotel partners-** On boarded the new GM of the Quality Inn. Kendra took a tour of the updated Quality Inn while visiting the GM.

**Simpleview Training-** attended CSM training for the new website launch in August

**DOS Meeting:** Met with DOS/GM- agenda below- July 29<sup>th</sup>, 2021- 3 hotels were present-Country Inn & Suites, DoubleTree and Springhill Suites.

### Agenda:

Executive Director update- *Kim*

Website launch/overview- *Andrea*  
Facebook Group

John Brown Exhibit- *Kendra*  
Tailgate Guys/Jayhawk Experience  
Hardwood Classic Meeting  
HOA schedule  
KC Pre Nationals update  
Invoices/Meeting Max flow  
Around the room  
Next meeting

**Tour Kansas-** Still promoting the John Brown exhibit through social media channels and outreach prospecting efforts.

**Sports Kansas-** eXplore Lawrence will be sending Kendra to the T.E.A.M.S. conference with other members of Sports Kansas to Atlantic City in September. Kendra will represent Lawrence and meet with potential sports rights holders for future RFP and bid opportunities. First time eXplore Lawrence is attending the show.

**MPI Kansas City-** Kendra attended the July membership event. Networked with members of the chapter.

**PCMA Heartland Chapter-** Explore Lawrence is being featured for 4 weeks in their chapter newsletter that goes out to all 600 members of the Heartland Chapter.



# Reebok World Championship Tournament

## Post-Event Report

Event Dates: July 22-25, 2021

Location: Sports Pavilion Lawrence

Organizer: Marc Mares

### Hotel Pick-Up

BEST WESTERN PLUS					
	7/21/21	7/22/21	7/23/21	7/24/21	TOTAL
Double Queen	4/5	33/34	49/56	44/55	130/150
<b>TOTALS</b>	<b>4/5</b>	<b>33/34</b>	<b>49/56</b>	<b>44/55</b>	<b>130/150</b>

COUNTRY INN & SUITES BY RADISSON					
	7/21/21	7/22/21	7/23/21	7/24/21	TOTAL
Double Queen	0/10	0/20	0/20	0/20	0/70
<b>TOTALS</b>	<b>0/10</b>	<b>0/20</b>	<b>0/20</b>	<b>0/20</b>	<b>0/70</b>

DOUBLETREE BY HILTON					
	7/21/21	7/22/21	7/23/21	7/24/21	TOTAL
Double Queen	0/140	0/140	18/140	18/140	36/560
<b>TOTALS</b>	<b>0/140</b>	<b>0/140</b>	<b>18/140</b>	<b>18/140</b>	<b>268/444</b>

HAMPTON INN					
	7/23/21	7/24/21			TOTAL
Double Queen Standard	7/20	7/20			14/40
<b>TOTALS</b>	<b>7/20</b>	<b>7/20</b>			<b>14/40</b>

HOLIDAY INN EXPRESS & SUITES					
	7/23/21	7/24/21			TOTAL
Double Queen	8/15	7/15			15/30
<b>TOTALS</b>	<b>8/15</b>	<b>7/15</b>			<b>15/30</b>



SPRINGHILL SUITES					
	7/23/21	7/24/21			TOTAL
Double Queen	2/3	1/2			3/5
<b>TOTALS</b>	<b>2/3</b>	<b>1/2</b>			<b>3/5</b>

TownePlace Suites by Marriott					
	7/21/21	7/22/21	7/23/21	7/24/21	TOTAL
Double Queen	2/30	18/30	31/30	31/30	82/120
<b>TOTALS</b>	<b>2/30</b>	<b>18/30</b>	<b>31/30</b>	<b>31/30</b>	<b>82/120</b>

TOTAL PICKUP			
7/21/21	7/22/21	7/23/21	7/24/21
6/185	51/224	115/284	108/282

## Collections

Fee Type	# of Room/nights	Fee Generated
Organizer Rebate - \$10/room/night	280	\$2,800.00



## Marketing & Communications Report – July 2021

### Website

Total unique website visitors for July were 10,765 a decrease of 11% from last month, and 10% more than July of last year. The top source for our traffic were OrganicSearch, Direct Traffic, and Paid Search.

New content on the site in July was:

- August Best Bets for Live Music

Top viewed content in July was:

- Events Calendar
- Home Page
- Fabulous Fourth
- Eat Listings
- Stay Listings

### Website Redesign Update

The newly redesigned site launched August 5, 2021. We are now working on identifying any and all technical issues to have resolved within 30 days of launch. So far there have been very few updates needed. We will plan a launch event after the 30-day period.

### Search Engine Marketing

Last month the campaigns delivered 1,224 relevant and qualified visits to the site on 21,616 Google search ad impressions for a CTR of 5.66%. Compare this to the industry average of 4.68%. 139 Smart Goals were reported, up from 112 in June. Sports fanatics, History Buffs and Foodies led in search volume and Active Vacationers continues to drive the highest CTR.

### Unmistakably Lawrence E-News

The July e-blast was sent to 2609 recipients. 24% of recipients opened the email, and 16% of those who opened it clicked on at least one link. The most popular content was the Douglas County Fair, Theatre Lawrence, and the Live Music blog.



## Social Media

July social media activity on Twitter, Instagram, and Facebook resulted in 123 new followers, 153,422 impressions, and 2,811 post engagements.

## SeeSource

SeeSource is a tool that gives us insight into visitors to Lawrence: where they are visiting while here, how long they stay, where they come from and more.

- We saw less unique visitors in July than the previous two months, but much more than July of last year.
- Top in-state cities (>50 miles away) that people visited from in July are:
  - Wichita
  - Manhattan
  - Emporia
  - Pittsburg
  - Salina
- Top states that people visited from in July are:
  - Missouri (37.5%)
  - Texas (7.04%)
  - Illinois (5.53%)
  - Nebraska (5.14%)
  - Colorado (5.07%)
- The top 5 points of interest in July were:
  - Downtown Lawrence
  - Lawrence Hotels
  - Clinton Lake State Park
  - Rock Chalk Park
  - Allen Fieldhouse/DeBruce Center

## COMMUNITY ENGAGEMENT REPORT – JULY 2021

### Industry Newsletter

July social media activity on Twitter, Instagram, and Facebook resulted in 179 new followers, 247,912 impressions, and 8,435 post engagements.

### Partner Portal Re-launch

Each week starting July 19 we have sent two emails with training videos and pdf tutorials to remind our industry to update their listing information so it is optimized for the new website. Each week the emails share a new task to complete. Those who log in and complete the weekly tasks are entered into a drawing to win a \$250 social media advertising campaign. We are pausing the next re-launch communications until after Andrea returns from vacation. Results from the re-launch campaign so far are below:

#### Week 1: Accounts and Contacts

271 opens, 21 clicks, 15 partner portal log-ins

#### Week 2: Listings and Media

312 opens, 36 clicks, 29 partner portal log-ins

#### Week 3: Amenities

313 opens, 58 clicks, 26 partner portal log-ins

### NEW – Lawrence. Kansas Tourism and Hospitality Industry Facebook Group

A private industry Facebook group has been created to help eXplore Lawrence reach more partners with our communications and opportunities. Please join us:

<https://www.facebook.com/groups/556802492239049>

# SEM Campaign Overview

Total Spent  
**\$398.43**

Impressions  
**21,616**

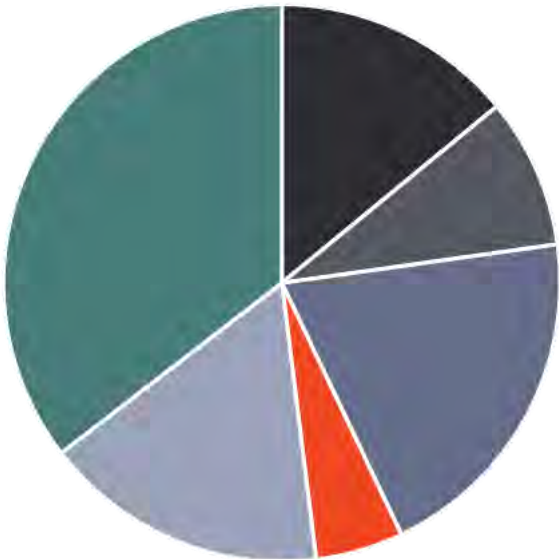
CTR  
**5.66%**  
Industry Average: 4.68%

Clicks  
**1,224**

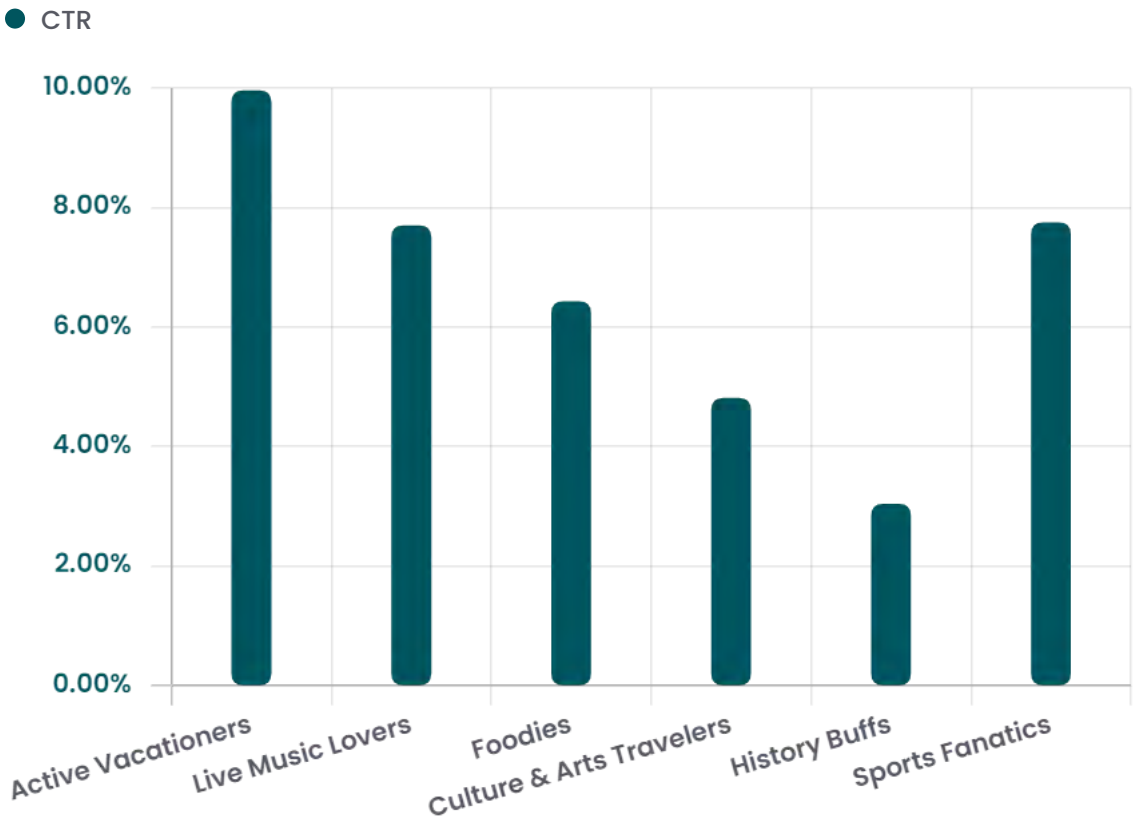
Smart Goals (All Web Site Data)  
**139**

Clicks by Audience

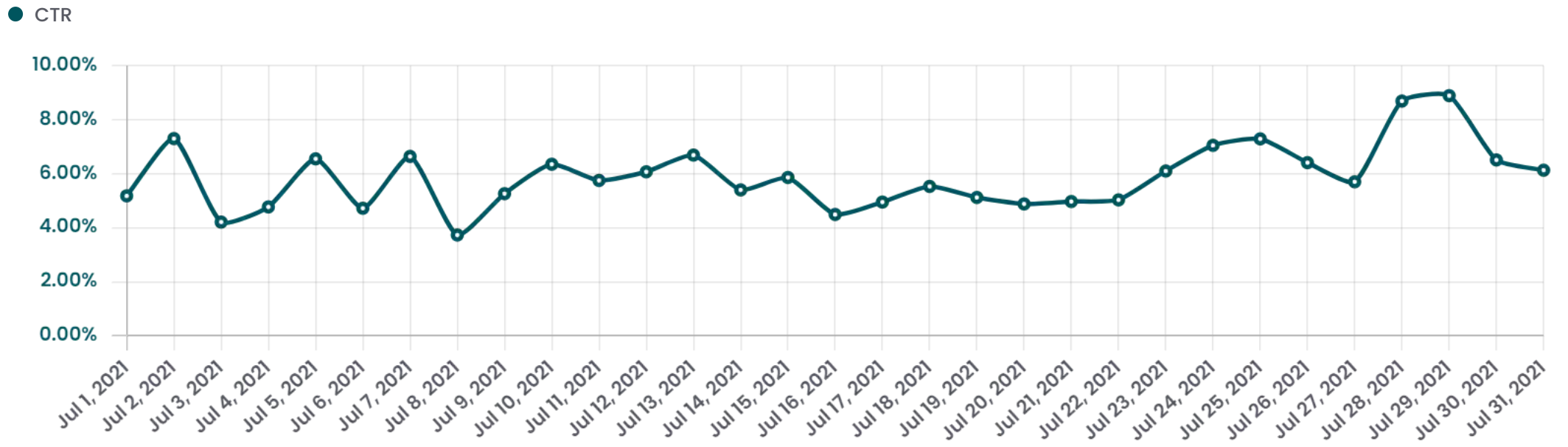
- Sports Fanatics (35.44%)
- Foodies (20.15%)
- History Buffs (16.53%)
- Active Vacationers (14.06%)
- Live Music Lovers (8.72%)
- Culture & Arts Travelers (5.10%)



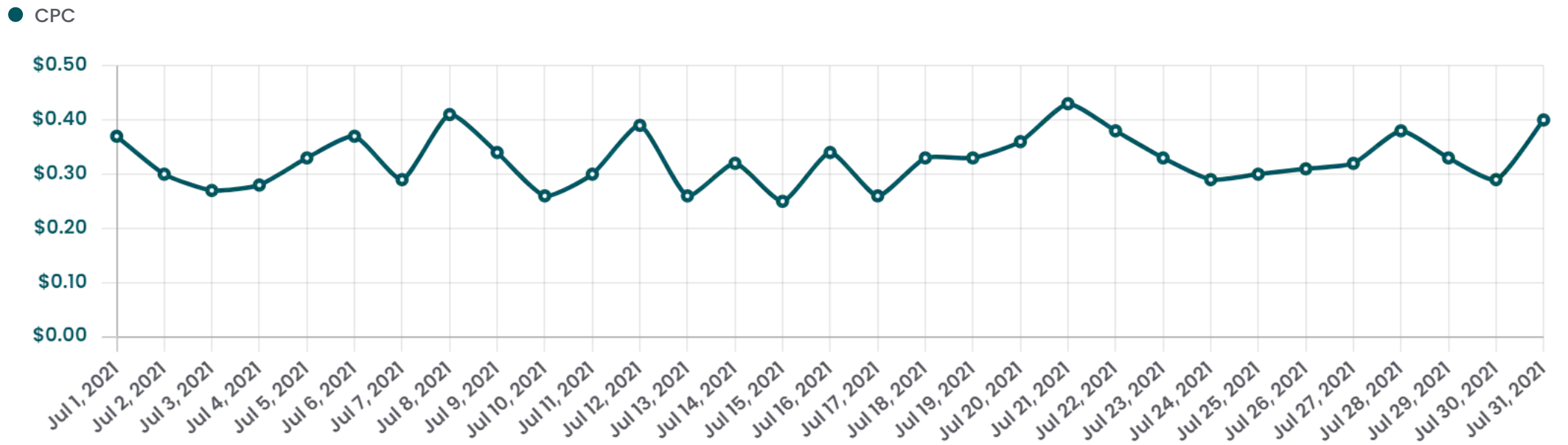
Click Through Rate by Campaign



CTR By Day



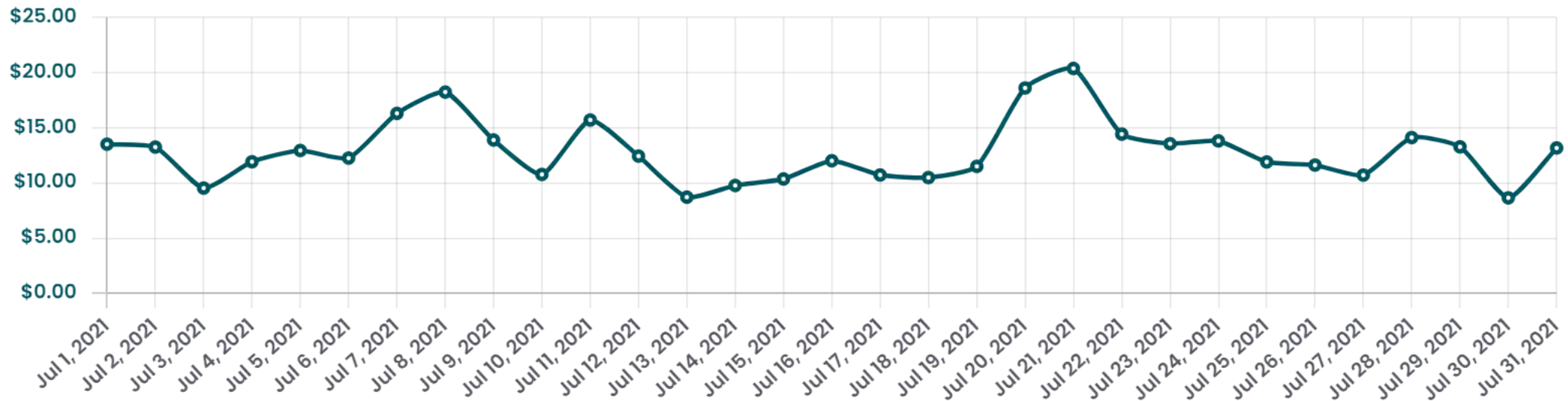
CPC By Day



Spend By Day



● Total Spent



### Top Keywords by CTR

Keyword	Clicks	CTR	Total Spent
+food +specials +lawrence +ks	67	37.64%	\$13.18
+phoenix +gallery +lawrence +ks	11	27.50%	\$13.56
+food +deals +lawrence +ks	13	26.00%	\$2.15
+hiking +trails +lawrence +ks	8	25.81%	\$2.04
+lawrence +ks +bike +trails	31	19.75%	\$9.14
+lawrence +ks +walking +trails	13	18.06%	\$5.12
lawrence ks parks	17	16.35%	\$9.55
	400	4.81%	\$176.34



# Monthly Report

July 1 - 31, 2021

## Totals

Facebook, Instagram, Twitter



Total Audience  
**24,775** ↗ 0.4%




Total Impressions  
**153,422** ↘ 40%



Total Engagement  
**2,811** ↘ 67%

## Performance

 Explore Lawrence

Engaged Users  
**1,843** ↘ 68%

Post Impressions  
**64,361** ↘ 23%

Reactions  
**389** ↘ 72%

Post Reach  
**30,564** ↘ 17%

Page & Post Engagements  
**2,381** ↘ 70%

Link Clicks  
**931** ↘ 59%

New Fans  
**51** ↘ 60%

Posts  
**36** ↘ 47%

## Performance

 explorelawrence

Posts  
**14** ↘ 39%

Impressions  
**56,984** ↘ 20%

Reach  
**16,452** ↘ 28%

Likes  
**411** ↘ 28%

Comments  
**9** ↘ 75%

New Followers  
**47** ↗ 47%

## Performance

 eXploreLawrence

Tweets  
**55** ↘ 36%

Retweets  
**27** ↘ 15%

Impressions  
**32,077** ↘ 22%

Engagements  
**329** ↘ 15%

Replies  
**5** ↘ 16%

Clicks  
**127** ↘ 25%

Likes  
**106** ↘ 10%

New Followers  
**25** ↗ 32%

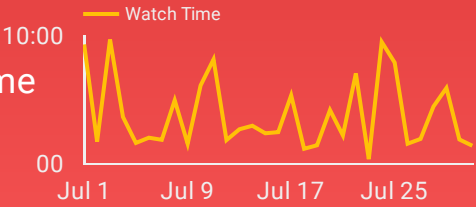


Trending by Views, Watch Time, & Shares

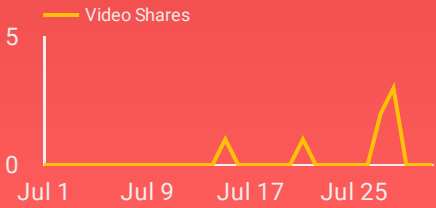
Views  
603.0



Avg Watch Time  
03:50



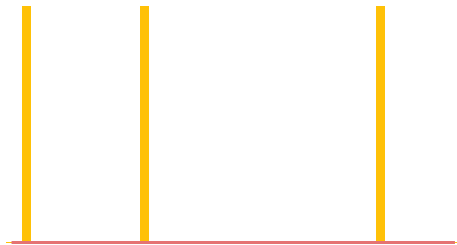
Video Shares  
7.0



Likes Added & Removed

+ 3.0

- 0.0



Dislikes Added & Removed

+ 0.0

- 0.0



Top Videos Watched

Filter by video title

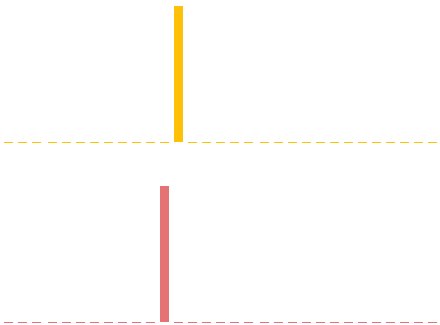
Title	Views	Watch Time	Shares
2016 Downtown Men's Olympic S...	47	00:01:55	0
Eagle Bend Public Golf Course in ...	4	00:05:32	4
7 things to do this week in Lawre...	1	00:00:35	0
No Free Lunches at Wheatfields B...	1	00:02:42	0
No Free Lunches at Ladybird Dine...	1	00:03:52	0
7 Things to do this week in Lawre...	1	00:00:16	0
No Free Lunches at Munchers: Ba...	1	00:02:37	0
The Lawrence Busker Festival pre...	1	00:00:19	2
7 things to do this week in Lawre...	1	00:00:36	0
No Free Lunches at Alchemy Coff...	1	00:04:14	0

1 - 10 / 59

Subscriptions Added & Removed

+ 1.0

- 1.0



User Comments

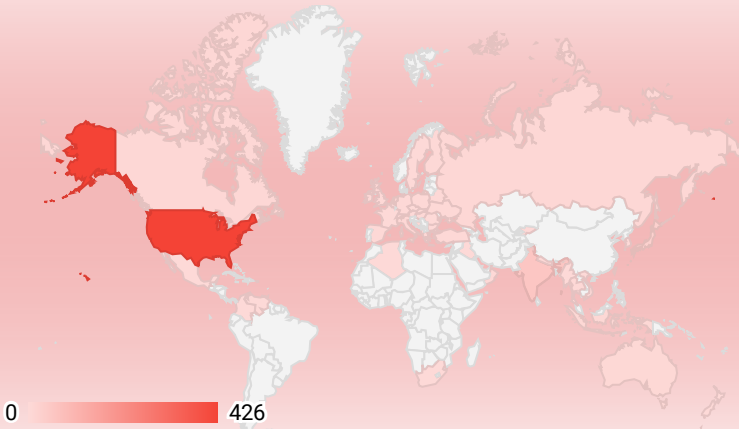
+ 0

Video Comments

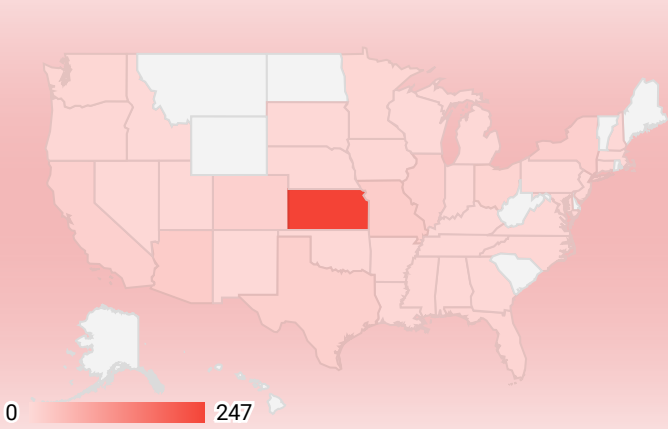
+ 0



Top Countries By Views



Top US States By Views



# July 2021 Leisure

## Sent

Thu, Jul 1, 2021 8:00 am

July 2021 Leisure

Sent 7/1/21 8:00AM

Overview

2,609 Recipients

Audience: Unmistakably Lawrence E-News

Delivered: Thu, Jul 1, 2021 8:00 am

Subject: 10+ things to do in Lawrence, Kansas  
in July 🌞

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

619 Opened	101 Clicked	27 Bounced	9 Unsubscribed
---------------	----------------	---------------	-------------------

Successful deliveries	2,582 99.0%	Clicks per unique opens	16.3%
Total opens	1,290	Total clicks	187
Last opened	8/8/21 4:45PM	Last clicked	8/8/21 4:45PM
Forwarded	0	Abuse reports	0

July 2021 Leisure

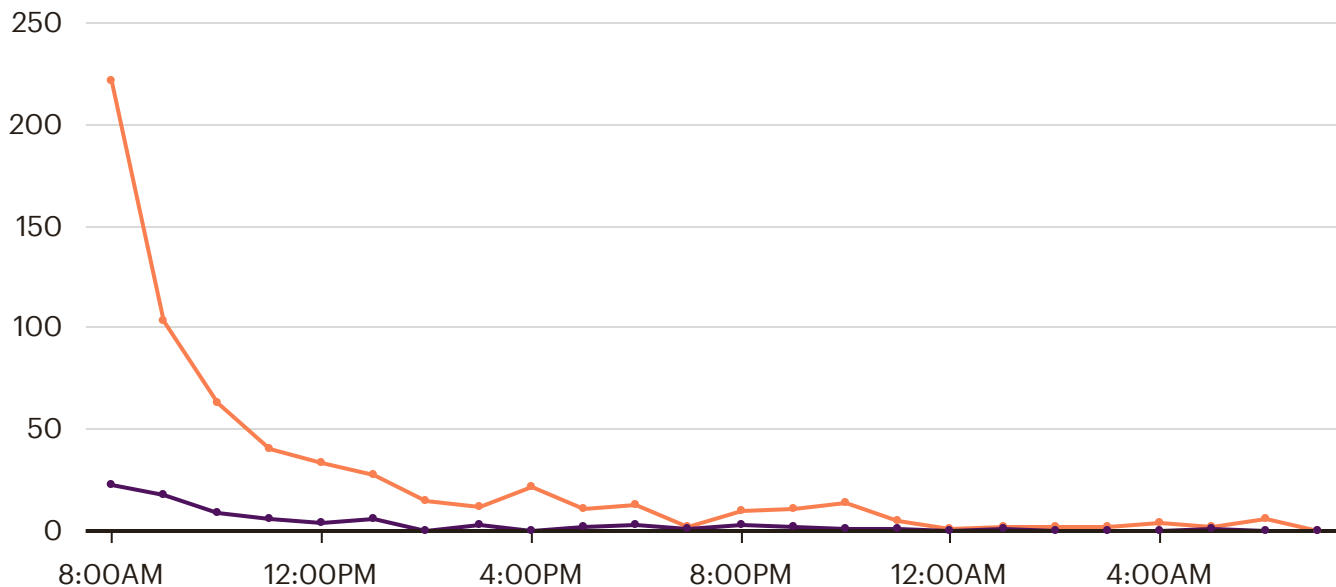
Sent 7/1/21 8:00AM

## Subscriber activity

## 24-hour performance

Opens

Clicks



## Subscribers with most opens

bradk@ku.edu	13
mvanhouse@ku.edu	117
ckarlin@barberemerson.com	60
scraig@ku.edu	26
rcloud@lawrenceks.org	16

July 2021 Leisure

Sent 7/1/21 8:00AM

# Click performance

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URL	Total	Unique
<a href="https://unmistakablylawrence.com/explore/play/unmis...">https://unmistakablylawrence.com/explore/play/unmis...</a>	50 <b>(26.7%)</b>	43 <b>(28.1%)</b>
<a href="https://theatrelawrence.showare.com/eventperforman...">https://theatrelawrence.showare.com/eventperforman...</a>	33 <b>(17.6%)</b>	17 <b>(11.1%)</b>
<a href="https://unmistakablylawrence.com/live-music/july-2021/">https://unmistakablylawrence.com/live-music/july-2021/</a>	30 <b>(16.0%)</b>	23 <b>(15.0%)</b>
<a href="https://lawrenceartscenter.org/event/little-shop-of-ho...">https://lawrenceartscenter.org/event/little-shop-of-ho...</a>	14 <b>(7.5%)</b>	12 <b>(7.8%)</b>
<a href="https://www.youtube.com/watch?v=Kv1TLOrg6P0">https://www.youtube.com/watch?v=Kv1TLOrg6P0</a>	13 <b>(7.0%)</b>	11 <b>(7.2%)</b>
<a href="https://unmistakablylawrence.com/explore/play/unmis...">https://unmistakablylawrence.com/explore/play/unmis...</a>	12 <b>(6.4%)</b>	12 <b>(7.8%)</b>
<a href="https://www.eatthis.com/best-food-cities-america/">https://www.eatthis.com/best-food-cities-america/</a>	11 <b>(5.9%)</b>	8 <b>(5.2%)</b>
<a href="https://www.leadhorsellc.com/open">https://www.leadhorsellc.com/open</a>	10 <b>(5.3%)</b>	10 <b>(6.5%)</b>
<a href="https://unmistakablylawrence.com/explore/play/unmis...">https://unmistakablylawrence.com/explore/play/unmis...</a>	9 <b>(4.8%)</b>	9 <b>(5.9%)</b>
<a href="https://www.travelawaits.com/2667173/interstate-70-b...">https://www.travelawaits.com/2667173/interstate-70-b...</a>	5 <b>(2.7%)</b>	4 <b>(2.6%)</b>
<a href="http://www.facebook.com">http://www.facebook.com</a>	0 <b>(0.0%)</b>	0 <b>(0.0%)</b>
<a href="https://lied.ku.edu/">https://lied.ku.edu/</a>	0 <b>(0.0%)</b>	0 <b>(0.0%)</b>
<a href="https://unmistakablylawrence.com/promise/">https://unmistakablylawrence.com/promise/</a>	0 <b>(0.0%)</b>	0 <b>(0.0%)</b>
<a href="https://lawrenceks.org/lprd/eaglebend/">https://lawrenceks.org/lprd/eaglebend/</a>	0 <b>(0.0%)</b>	0 <b>(0.0%)</b>
<a href="https://www.instagram.com/explorelawrence/">https://www.instagram.com/explorelawrence/</a>	0 <b>(0.0%)</b>	0 <b>(0.0%)</b>
<a href="http://www.twitter.com/">http://www.twitter.com/</a>	0 <b>(0.0%)</b>	0 <b>(0.0%)</b>
<a href="https://www.pinterest.com/eXploreLKS/">https://www.pinterest.com/eXploreLKS/</a>	0 <b>(0.0%)</b>	0 <b>(0.0%)</b>
<a href="https://www.youtube.com/channel/UCYkpWdqq84nak...">https://www.youtube.com/channel/UCYkpWdqq84nak...</a>	0 <b>(0.0%)</b>	0 <b>(0.0%)</b>

URL	Total	Unique
http://unmistakablylawrence.com/	0 (0.0%)	0 (0.0%)

# Industry News - July 2021

**Sent**

Wed, Jul 14, 2021 2:43 pm

Industry News - July 2021

Sent 7/14/21 2:43PM

Overview

1,257 Recipients

**Audience:** Lawrence Tourism Industry

**Delivered:** Wed, Jul 14, 2021 2:43 pm

**Subject:** What's new in the Lawrence Tourism Industry? A LOT!

0 Orders	\$0.00 <u>Average order revenue</u>	\$0.00 <u>Total revenue</u>
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311 Opened	50 Clicked	19 Bounced	0 Unsubscribed
---------------	---------------	---------------	-------------------

Successful deliveries	1,238	98.5%	Clicks per unique opens	16.1%
Total opens	538		Total clicks	79
Last opened	8/7/21 6:42PM		Last clicked	7/31/21 10:47AM
Forwarded	0		Abuse reports	0
Inbox replies	0			

Industry News - July 2021

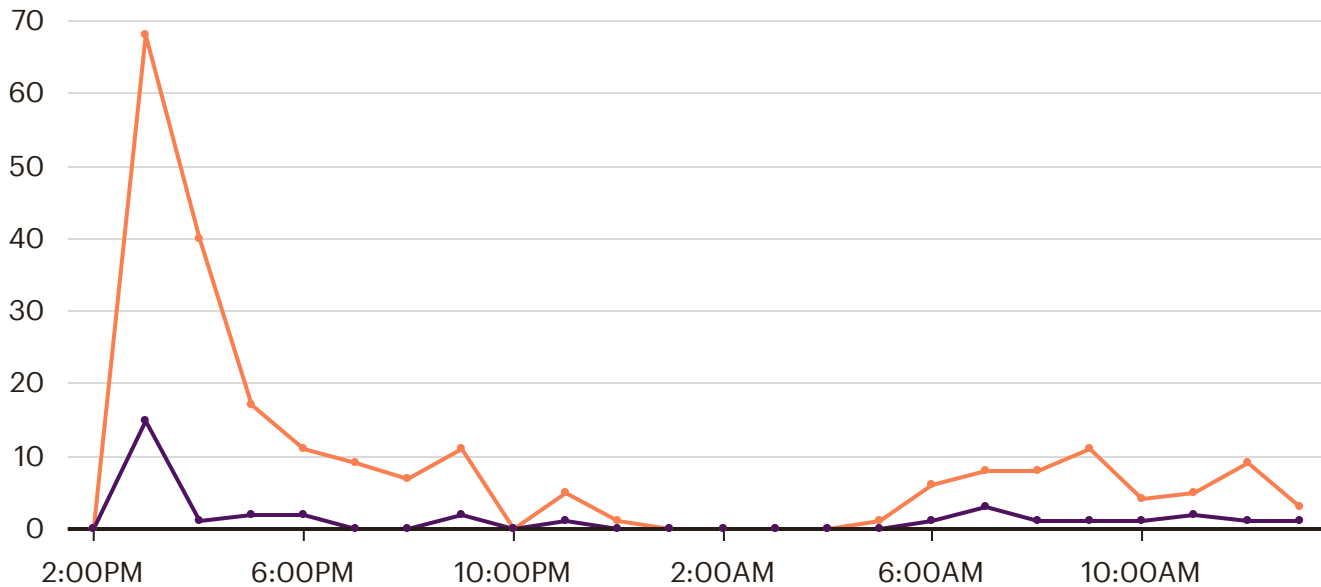
Sent 7/14/21 2:43PM

## Subscriber activity

## 24-hour performance

Opens

Clicks



## Subscribers with most opens

claygirl76@mac.com	11
dstoddard@lawrenceks.org	8
institute@ku.edu	14
lisastofac@stephensre.com	13
Kcrane@merriam.org	19

Industry News - July 2021

Sent 7/14/21 2:43PM

# Click performance

---

URL	Total	Unique
<a href="https://mailchi.mp/explorelawrence/explore-lawrence-...">https://mailchi.mp/explorelawrence/explore-lawrence-...</a>	11 (13.9%)	8 (11.8%)
<a href="https://www.kansascitymag.com/this-dumpling-spot-i...">https://www.kansascitymag.com/this-dumpling-spot-i...</a>	11 (13.9%)	10 (14.7%)
<a href="https://www.facebook.com/groups/556802492239049">https://www.facebook.com/groups/556802492239049</a>	8 (10.1%)	8 (11.8%)
<a href="https://www.kansascity.com/opinion/opn-columns-blo...">https://www.kansascity.com/opinion/opn-columns-blo...</a>	8 (10.1%)	8 (11.8%)
<a href="https://mcusercontent.com/92490bce5a74df8e70797...">https://mcusercontent.com/92490bce5a74df8e70797...</a>	7 (8.9%)	7 (10.3%)
<a href="https://bayrosemary.com/plan/travel-guides/10-things...">https://bayrosemary.com/plan/travel-guides/10-things...</a>	5 (6.3%)	5 (7.4%)
<a href="https://www.dccfoundation.org/dccf-kansas-beats-the...">https://www.dccfoundation.org/dccf-kansas-beats-the...</a>	4 (5.1%)	4 (5.9%)
<a href="https://www.youtube.com/watch?v=8QHrIh8hMxM">https://www.youtube.com/watch?v=8QHrIh8hMxM</a>	4 (5.1%)	2 (2.9%)
<a href="https://www.travelks.com/travel-industry/programs-an...">https://www.travelks.com/travel-industry/programs-an...</a>	4 (5.1%)	2 (2.9%)
<a href="https://about.hootboard.com/destination-marketing/a...">https://about.hootboard.com/destination-marketing/a...</a>	3 (3.8%)	2 (2.9%)
<a href="https://lied.ku.edu/news/lied-center-reopening-2021-2...">https://lied.ku.edu/news/lied-center-reopening-2021-2...</a>	2 (2.5%)	2 (2.9%)
<a href="https://lawrenceks.org/odse/">https://lawrenceks.org/odse/</a>	2 (2.5%)	1 (1.5%)
<a href="https://fox4kc.com/mornings/zip-trips/zip-trip-detours...">https://fox4kc.com/mornings/zip-trips/zip-trip-detours...</a>	2 (2.5%)	1 (1.5%)
<a href="https://thetravelvertical.com/2021/07/13/one-third-of-...">https://thetravelvertical.com/2021/07/13/one-third-of-...</a>	2 (2.5%)	2 (2.9%)
<a href="https://unmistakablylawrence.com/events-calendar/">https://unmistakablylawrence.com/events-calendar/</a>	2 (2.5%)	2 (2.9%)
<a href="https://www.eatthis.com/best-food-cities-america/">https://www.eatthis.com/best-food-cities-america/</a>	2 (2.5%)	2 (2.9%)
<a href="http://thegranada.com/event/2021/08/14/liveonmass-...">http://thegranada.com/event/2021/08/14/liveonmass-...</a>	1 (1.3%)	1 (1.5%)
<a href="https://unmistakablylawrence.com/explore/play/unmis...">https://unmistakablylawrence.com/explore/play/unmis...</a>	1 (1.3%)	1 (1.5%)

URL	Total	Unique
<a href="https://www.phocuswire.com/google-travel-pent-up-d...">https://www.phocuswire.com/google-travel-pent-up-d...</a>	0 (0.0%)	0 (0.0%)
<a href="http://mailchimp.com">http://mailchimp.com</a>	0 (0.0%)	0 (0.0%)
<a href="https://www.destinationanalysts.com/blog-update-on-...">https://www.destinationanalysts.com/blog-update-on-...</a>	0 (0.0%)	0 (0.0%)
<a href="https://skift.com/2021/06/10/new-research-5-things-br...">https://skift.com/2021/06/10/new-research-5-things-br...</a>	0 (0.0%)	0 (0.0%)
<a href="http://www.twitter.com/">http://www.twitter.com/</a>	0 (0.0%)	0 (0.0%)
<a href="http://www.facebook.com">http://www.facebook.com</a>	0 (0.0%)	0 (0.0%)
<a href="https://techcrunch.com/2021/06/23/add-tweets-to-ins...">https://techcrunch.com/2021/06/23/add-tweets-to-ins...</a>	0 (0.0%)	0 (0.0%)





Default Data  
Click to select your data

Medium

Jul 1, 2021 - Jul 31, 2021

## AUDIENCE

Data From Google Analytics

Users  
**10,765**  
↑ 10.2%

Sessions  
**13,339**  
↑ 13.9%

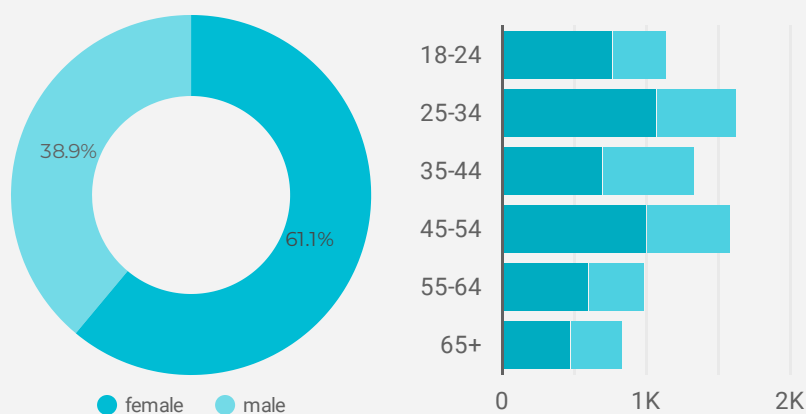
Pageviews  
**24,418**  
↑ 30.3%

Bounce Rate  
**67.6%**  
↓ -12.3%

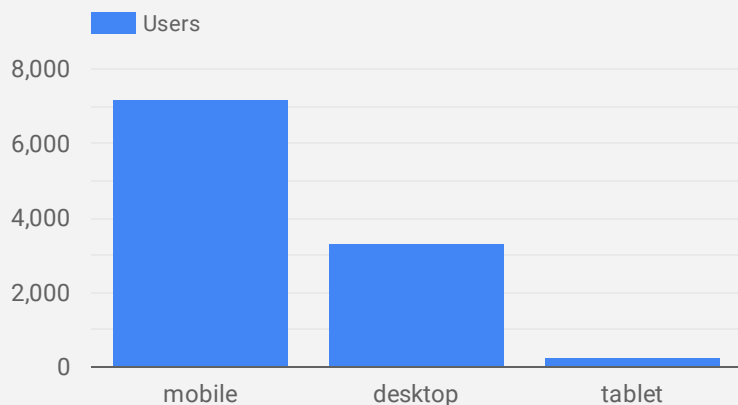
Avg. Session Duration  
**00:01:27**

Pages / Session  
**1.83**  
↑ 14.4%

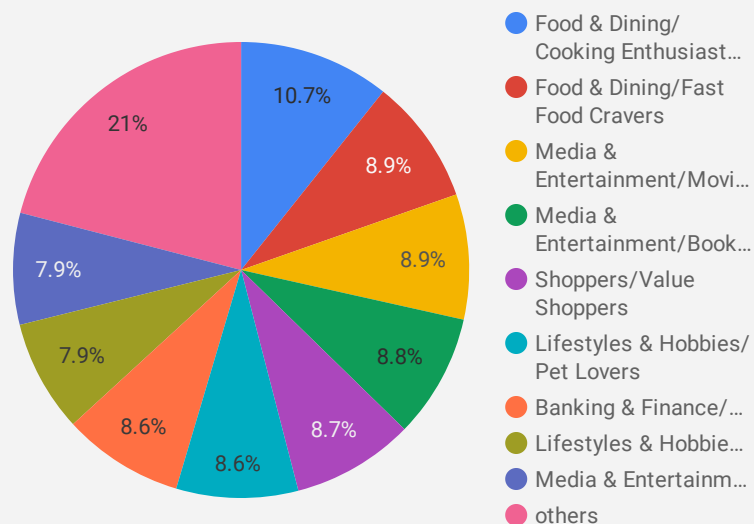
### Engagement by Age & Gender



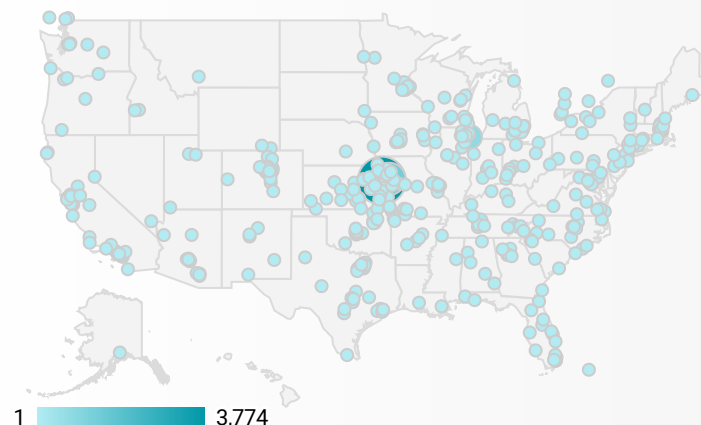
### Device Category by Users



### User Interests



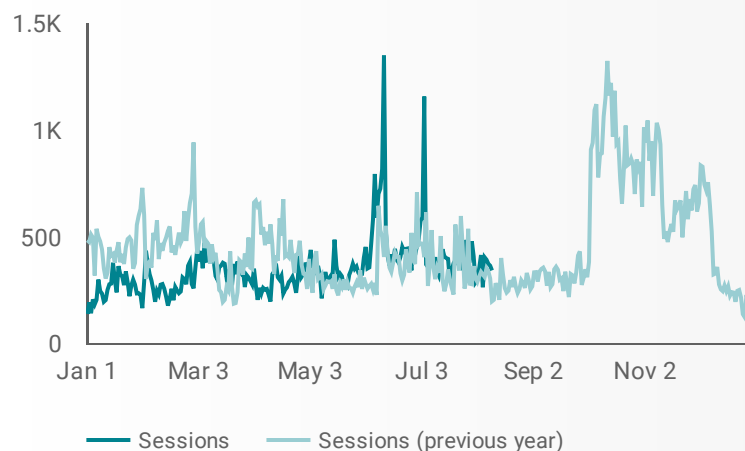
### What are the top cities by users?



	City	Users	Pageviews
1.	Lawrence	3,774	
2.	Kansas City	1,323	
3.	Chicago	751	
4.	Denver	460	
5.	Topeka	358	
6.	(not set)	253	
7.	Overland Park	229	
8.	Nashville	176	
9.	Olathe	129	
10.	Wichita	116	

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### How are site sessions trending?





Default Data  
Click to select your data

Medium

Jul 1, 2021 - Jul 31, 2021

## BEHAVIOR

Data From Google Analytics

### Top Pages by Unique Pageviews

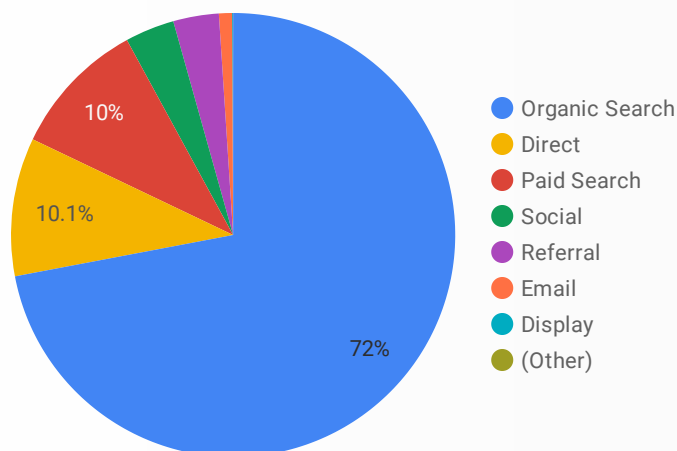
	Page Title	Unique Pageviews
1.	Events Calendar - Unmistakably Lawrence	4,515
2.	Explore - Unmistakably Lawrence	1,866
3.	Fabulous Fourth - Unmistakably Lawrence	1,277
4.	Eat - Unmistakably Lawrence	973
5.	Where To Stay - Unmistakably Lawrence	640
6.	Shop - Unmistakably Lawrence	570
7.	Douglas County Fair - Unmistakably Lawrence	514
8.	Foodies - Unmistakably Lawrence	487
9.	See - Unmistakably Lawrence	485
10.	Kiddos - Unmistakably Lawrence	428

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## AQUISITION

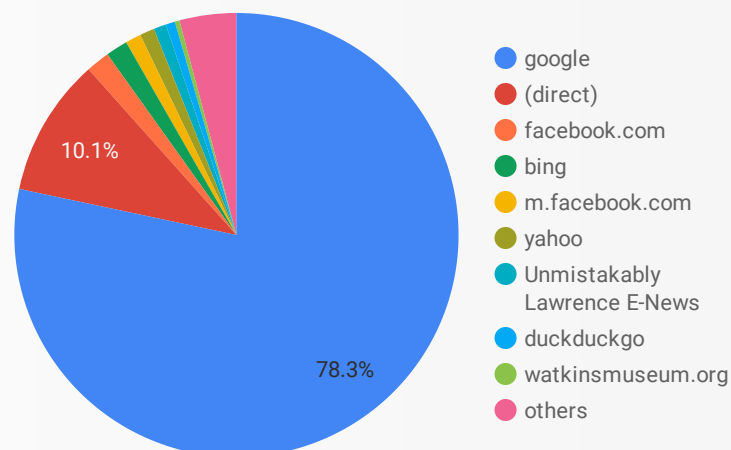
### Which channels are driving engagement?

Goal: Engaged Users



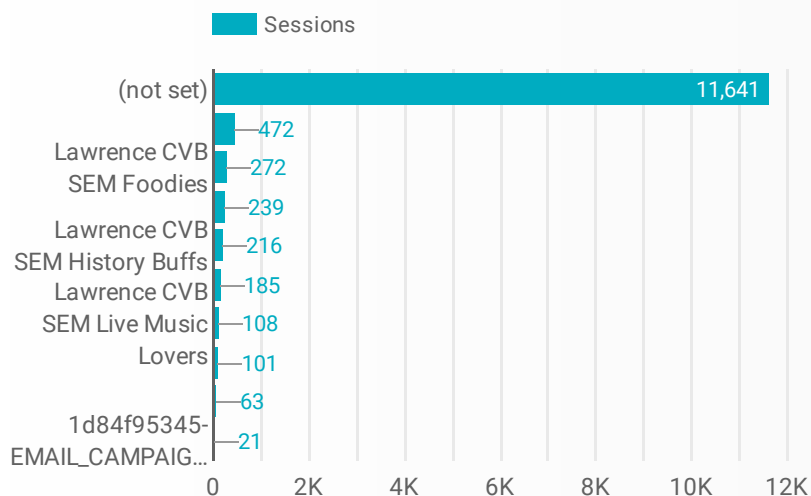
### Where are referrals coming from?

Goal: Engaged Users



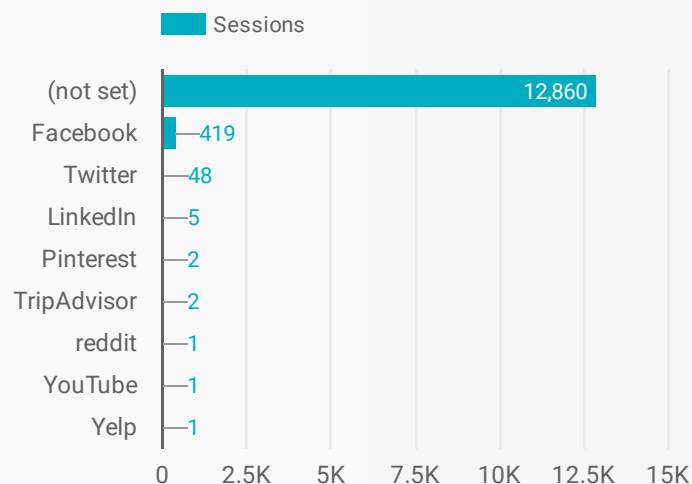
### Ad Campaign Referrals

Goal: Engaged Users



### Social Referrals

Goal: Engaged Users



## 2021 Partner Portal Launch Plan

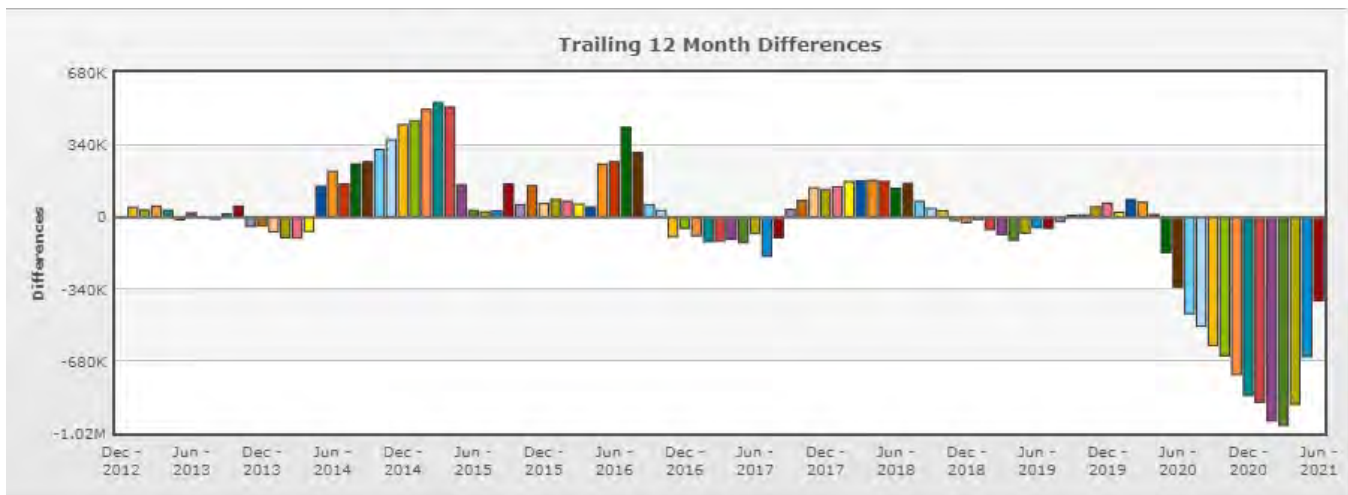
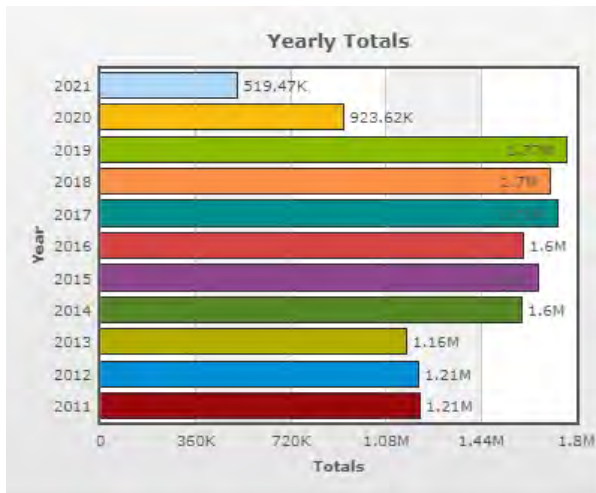
eXplore Lawrence will relaunch and rebrand the Partner Extranet as the Partner Portal in the month leading up to the newly redesigned website launch. This will help us ensure that the data on the website is as accurate as possible when it launches. This plan includes bite-sized weekly tasks that will be sent to the industry. To encourage participation, we will hold a drawing for a \$250 social media campaign. Each person receives an entry when they log-in to the portal to make updates.

Week Of	Topic	Tasks to complete
July 5	Launch Prep	<ul style="list-style-type: none"> <li>Ticket to Anna for renaming Partner Portal and updating the image (Kim)</li> <li>Ticket to Anna for Benefits Summary</li> <li>Update Extranet Sliders (Andrea)</li> <li>Update Partner Bulletins (Andrea) <ul style="list-style-type: none"> <li>Update website inclusion policy</li> </ul> </li> <li>Update Post Board (Andrea)</li> </ul>
July 19	Profile – Accounts & Contacts	<ul style="list-style-type: none"> <li>Training video and document</li> <li>Mailchimp Email x2</li> </ul>
July 26	Collateral – Media & Listings	<ul style="list-style-type: none"> <li>Training video and document</li> <li>Mailchimp Email x2</li> </ul>
August 2	Profile – Accounts - Amenities	<ul style="list-style-type: none"> <li>Training video and document</li> <li>Mailchimp Email x2</li> </ul>
August 5		<ul style="list-style-type: none"> <li>WEBSITE LAUNCH</li> </ul>
August 30	Collateral – Special Offers	<ul style="list-style-type: none"> <li>Training video and document</li> <li>Mailchimp Email x2</li> </ul>
September 6	Collateral - Events	<ul style="list-style-type: none"> <li>Training video and document</li> <li>Mailchimp Email x2</li> </ul>
September 13	Profile – My Benefits	<ul style="list-style-type: none"> <li>Training video and document</li> <li>Mailchimp Email x2</li> </ul>



Month	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	2020/2021 % change
January	87,527	57,788	75,379	65,431	73,828	101,382	93,738	98,184	118,323	95,446	41,690	-56.32%
February	47,623	64,806	69,236	46,262	77,086	99,205	94,007	113,533	84,797	115,542	58,116	-49.70%
March	112,977	87,533	80,486	71,663	95,280	105,298	116,791	132,019	123,763	103,118	61,061	-40.79%
<b>Qtr 1</b>	<b>248,127</b>	<b>210,127</b>	<b>225,101</b>	<b>183,356</b>	<b>246,194</b>	<b>305,885</b>	<b>304,536</b>	<b>343,736</b>	<b>326,883</b>	<b>314,106</b>	<b>160,867</b>	<b>-48.79%</b>
April	46,555	70,550	74,396	109,986	124,152	124,594	134,997	147,412	133,185	61,358	87,896	43.25%
May	133,950	150,761	123,298	308,157	126,642	147,762	152,491	152,041	184,797	37,870	116,471	207.55%
June	120,887	107,760	126,460	215,298	183,250	161,930	183,216	171,487	185,634	38,022	154,237	305.65%
<b>Qtr 2</b>	<b>301,392</b>	<b>329,071</b>	<b>324,154</b>	<b>633,441</b>	<b>434,044</b>	<b>434,286</b>	<b>470,704</b>	<b>470,940</b>	<b>503,616</b>	<b>137,250</b>	<b>358,604</b>	<b>161.28%</b>
July	120,016	145,312	151,194	97,830	37,085	138,574	133,188	152,087	168,245	58,308	0	
August	115,717	98,698	71,944	139,165	211,166	164,378	204,992	161,411	149,099	78,147	0	
September	103,598	81,238	83,284	95,602	235,022	128,957	155,957	148,506	170,578	102,374	0	
<b>Qtr 3</b>	<b>339,331</b>	<b>325,248</b>	<b>306,422</b>	<b>332,597</b>	<b>483,273</b>	<b>431,909</b>	<b>494,137</b>	<b>462,004</b>	<b>487,922</b>	<b>238,829</b>	<b>0</b>	
October	112,257	101,090	126,849	211,198	197,756	156,868	157,890	148,412	140,822	83,871	0	
November	84,843	134,366	88,763	88,345	177,325	142,512	167,915	147,600	164,907	93,603	0	
December	123,338	106,266	90,707	146,836	119,115	131,421	136,028	130,316	142,582	55,963	0	
<b>Qtr 4</b>	<b>320,438</b>	<b>341,722</b>	<b>306,319</b>	<b>446,379</b>	<b>494,196</b>	<b>430,801</b>	<b>461,833</b>	<b>426,328</b>	<b>448,311</b>	<b>233,437</b>	<b>0</b>	
<b>Year Totals:</b>	<b>1,209,288</b>	<b>1,206,168</b>	<b>1,161,996</b>	<b>1,595,773</b>	<b>1,657,707</b>	<b>1,602,881</b>	<b>1,731,210</b>	<b>1,703,008</b>	<b>1,766,732</b>	<b>923,622</b>	<b>519,471</b>	<b>15.09%</b>

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





# June 2021 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 STR Comparison  
Internal Use Only

