



## **eXplore Lawrence Board Meeting Agenda**

**Wednesday August 30 – 4:00 Carnegie Conference Room**

1. New Staff Introduction: Laurel Nagengast, Digital Marketing Manager & Calley Vance Part-time Visitors Center and Admin Support
2. Approval of Minutes – July Board meeting
3. Financial Report – Heidi Champagne
4. Staff Reports
5. Executive Director Report
6. Budget Update

**eXplore Lawrence**  
**Board Minutes**  
**July 26, 2022**  
**4:00 p.m.**  
**Carnegie Building**

Members Present: Mike Logan, Sally Zogry\*, Derek Rogers\*, Anthea Scouffas, Peter Bobkowski  
Drew Gaschler, Amber Sellers\*, David Hoyab

Members Absent: Ivan Simac, Heidi Champagne

\*ex-officio members

LPRD Guests: Roger Steinbrock, Stephen Mason, Abby Bush-Wilder

Staff: Kim Anspach, Executive Director, DeBarre Johnson, Visitor Experience Manager, Andrea Johnson, Director of Marketing and Communications

Meeting Materials provided by email: July Board Packet

Meeting began at 4:04 p.m. at the Carnegie.

1. Approval of Minutes – June board meeting

- Mike Moved, David Second

2. Finance Report

- Heidi Champagne
  - Accounting appeared high- Kim paid for an audit. The audit had no errors, submitted to the city.

3. Staff Reports

- Marketing (Andrea)
  - Introduction to Bandwango App  
For info on lodging, attractions, shopping, dining & deals/discounts
  - Lawrence Bucket List Challenge (Sept. – March)  
For deals/discounts, incentives, check-ins. Winners receive a Lawrence bucket hat as a prize.  
David asked if other cities are using the app. App is used by Topeka & KC.  
Derek asked if we are promoting outside of the city. We are promoting using google ads, retargeting, Facebook & datafy.
- Visitor Center (DeBarre Johnson)
  - Goals for Visitor Center & Community Engagement  
Street Team (USD497 & KU Students) to assist us with promo & advertising by hanging flyers, social media engagement, assisting with event set-up, etc.  
Internship opportunity for students to receive marketing, communications,

community engagement, and networking experience in the travel/tourism industry. Street Team internship can be used to acquire community service hours required for programs like the National Honor Society, listed on college applications and resumes. This also allows staff time for more significant projects and is a growth opportunity for the company.

4. Sales – DOS Search Update

- Kendra's last day is 8/12
- DOS job has been posted. Hope to hire by the end of August. Requested hiring committee to assist. Mike suggested one board hotel seat & one non-board hotel seat for the committee. Kim is acting as DOS temporarily.
- Services position on hold – New DOS to help build the team.

5. Executive Director Report

- Strategic Plan update – lots of progress has been made
- August 9<sup>th</sup> Unmistakably Identity Group Updates to City Commission – Kim Attending.
- Employee Handbook Revision – requested a working committee to support ED efforts. Sally volunteered to assist. The goal is to ensure comp time and other procedures are legal and use best practices. Derek suggested searching for a general best practices handbook online.
- Jayhawk Experience Event Wed the 27<sup>th</sup> Board welcome to attend the 5 pm tour.

6. Budget Update

- \$1.2 million operating budget – back to pre-pandemic levels.
- Revisiting operating agreement. We need to revise and review the bylaws.
- Discussed the opportunity to expand the board.

7. Kim is on vacation from July 31<sup>st</sup>-Aug 6<sup>th</sup>. Andrea Johnson is in charge of staff.

Adjourn 4:47 Motion: Mike. All approves

**Explore Lawrence Inc**  
**Statement of Financial Position**  
As of July 31, 2022

	Jul 31, 22
<b>ASSETS</b>	
Current Assets	
Checking/Savings	
1020 · US Bank Checking	375,775.86
1030 · US Bank Money Market	215,895.05
1050 · Reserve Fund	204,222.50
Total Checking/Savings	795,893.41
Total Current Assets	795,893.41
Fixed Assets	
2200 · Leasehold Improvement	107,174.01
2500 · Accumulated Depreciation	-19,202.02
Total Fixed Assets	87,971.99
Other Assets	
1225 · Deposits	3,100.00
Total Other Assets	3,100.00
<b>TOTAL ASSETS</b>	<b>886,965.40</b>
<b>LIABILITIES &amp; EQUITY</b>	
Liabilities	
Current Liabilities	
Accounts Payable	
3000 · Accounts Payable	6,687.20
Total Accounts Payable	6,687.20
Credit Cards	
2109 · Credit Card - US Bank	-1,067.71
Total Credit Cards	-1,067.71
Other Current Liabilities	
3100 · Payroll Liabilities	
3105 · Accrued Payroll	5,075.00
3110 · Federal & FICA Payable	2,937.55
3111 · KS Withholding Payable	420.00
3112 · FUTA Payable	47.97
3113 · KS SUTA Payable	46.53
Total 3100 · Payroll Liabilities	8,527.05
3150 · 401(K) W/H Payable	242.96
3300 · Sales Tax Payable	8.19
Total Other Current Liabilities	8,778.20
Total Current Liabilities	14,397.69
Long Term Liabilities	
3700 · EIDL Loan June 19.2020	157,308.00
Total Long Term Liabilities	157,308.00
Total Liabilities	171,705.69
Equity	
4100 · Beginning Fund Balance	692,079.94
Net Income	23,179.77
Total Equity	715,259.71
<b>TOTAL LIABILITIES &amp; EQUITY</b>	<b>886,965.40</b>

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

	Jul 22	Jul 21	\$ Change	% Change
<b>Ordinary Income/Expense</b>				
Income				
5200 · Merchandise Sales	88.11	188.43	-100.32	-53.2%
5250 · Meeting Max Income	0.00	2,970.00	-2,970.00	-100.0%
<b>Total Income</b>	<b>88.11</b>	<b>3,158.43</b>	<b>-3,070.32</b>	<b>-97.2%</b>
<b>Cost of Goods Sold</b>				
6100 · Merchandise Cost				
6190 · Miscellaneous Costs	0.00	105.54	-105.54	-100.0%
<b>Total 6100 · Merchandise Cost</b>	<b>0.00</b>	<b>105.54</b>	<b>-105.54</b>	<b>-100.0%</b>
<b>Total COGS</b>	<b>0.00</b>	<b>105.54</b>	<b>-105.54</b>	<b>-100.0%</b>
<b>Gross Profit</b>	<b>88.11</b>	<b>3,052.89</b>	<b>-2,964.78</b>	<b>-97.1%</b>
<b>Expense</b>				
7000 · Payroll Expense				
7081 · Payroll	28,531.43	23,184.69	5,346.74	23.1%
7083 · Accrued Payroll Expense	-3,217.73	0.00	-3,217.73	-100.0%
7260 · Retirement Plan	1,270.24	937.92	332.32	35.4%
7065 · Health Insurance	2,356.84	2,480.42	-123.58	-5.0%
7070 · Incentive Program	1,000.00	0.00	1,000.00	100.0%
<b>Total 7000 · Payroll Expense</b>	<b>29,940.78</b>	<b>26,603.03</b>	<b>3,337.75</b>	<b>12.6%</b>
7100 · Payroll Tax Expense				
7100.1 · FICA Expense	2,012.96	0.00	2,012.96	100.0%
7100.2 · FUTA Expense	30.71	0.00	30.71	100.0%
7100.3 · SUTA Expense	46.52	0.00	46.52	100.0%
<b>Total 7100 · Payroll Tax Expense</b>	<b>2,090.19</b>	<b>0.00</b>	<b>2,090.19</b>	<b>100.0%</b>
7600 · Programs				
7601 · Advertising				
7601.10 · Magazine	0.00	2,430.00	-2,430.00	-100.0%
7601.12 · Content	517.92	3,800.00	-3,282.08	-86.4%
7601.2 · Design	57.92	237.20	-179.28	-75.6%
7601.22 · Tracking	848.50	0.00	848.50	100.0%
7601.24 · New Technology	0.00	1,500.00	-1,500.00	-100.0%
7601.4 · Public Relations	1,279.76	0.00	1,279.76	100.0%
7601.8 · Digital	6,144.27	1,164.58	4,979.69	427.6%
<b>Total 7601 · Advertising</b>	<b>8,848.37</b>	<b>9,131.78</b>	<b>-283.41</b>	<b>-3.1%</b>
7619 · Incentive Travel				
7619.0 · General Fund	81.48	0.00	81.48	100.0%
7619 · Incentive Travel - Other	0.00	7,830.00	-7,830.00	-100.0%
<b>Total 7619 · Incentive Travel</b>	<b>81.48</b>	<b>7,830.00</b>	<b>-7,748.52</b>	<b>-99.0%</b>
7641 · Promotional Materials	1,295.21	0.00	1,295.21	100.0%
7642 · Trade Shows				
7642.0 · General Fund	534.50	0.00	534.50	100.0%
7642 · Trade Shows - Other	0.00	155.06	-155.06	-100.0%
<b>Total 7642 · Trade Shows</b>	<b>534.50</b>	<b>155.06</b>	<b>379.44</b>	<b>244.7%</b>
7643 · Website Hosting	6,500.00	0.00	6,500.00	100.0%
<b>Total 7600 · Programs</b>	<b>17,259.56</b>	<b>17,116.84</b>	<b>142.72</b>	<b>0.8%</b>
7620 · Meeting programs	0.00	3,461.56	-3,461.56	-100.0%

	Jul 22	Jul 21	\$ Change	% Change
8200 - Admin and General				
8202 - Accounting	600.00	675.00	-75.00	-11.1%
8203 - Rent	4,240.36	5,940.51	-1,700.15	-28.6%
8204 - Software	27.00	23.50	3.50	14.9%
8206 - Hardware	901.73	0.00	901.73	100.0%
8210 - Technology Repair & Maintenance	2,240.43	0.00	2,240.43	100.0%
8214 - Bank Service Charges	26.20	35.90	-9.70	-27.0%
8214.1 - Bank Fees - Square	2.55	0.00	2.55	100.0%
8218 - Cash Over/Short	26.03	0.00	26.03	100.0%
8225 - Board Expenses	0.00	188.12	-188.12	-100.0%
8226 - Leased Equipment	467.37	218.67	248.70	113.7%
8230 - Dues/Subscriptions/Memberships	229.13	292.23	-63.10	-21.6%
8234 - Insurance	259.06	243.32	15.74	6.5%
8238 - Utilities	66.44	291.03	-224.59	-77.2%
8244 - Janitorial/Cleaning	0.00	100.00	-100.00	-100.0%
8245 - Retirement Plan Fees/Admin	0.00	425.00	-425.00	-100.0%
8247 - Office Supplies	58.36	0.00	58.36	100.0%
8248 - Postage and Delivery	535.21	0.00	535.21	100.0%
8250 - Storage	153.03	153.03	0.00	0.0%
8251 - Misc. Office General	407.51	0.00	407.51	100.0%
8282 - Travel & Meetings				
8282.13 - Meetings	44.37	0.00	44.37	100.0%
8282.14 - Staff Employee Benefits	184.62	0.00	184.62	100.0%
8282 - Travel & Meetings - Other	0.00	394.90	-394.90	-100.0%
Total 8282 - Travel & Meetings	228.99	394.90	-165.91	-42.0%
8283 - Telephone/Internet	1,211.14	839.22	371.92	44.3%
Total 8200 - Admin and General	11,680.54	9,820.43	1,860.11	18.9%
Total Expense	60,971.07	57,001.86	3,969.21	7.0%
Net Ordinary Income	-60,882.96	-53,948.97	-6,933.99	-12.9%
Other Income/Expense				
Other Income				
9020 - Interest Income	141.47	137.53	3.94	2.9%
Total Other Income	141.47	137.53	3.94	2.9%
Other Expense				
9510 - Depreciation	446.56	446.56	0.00	0.0%
Total Other Expense	446.56	446.56	0.00	0.0%
Net Other Income	-305.09	-309.03	3.94	1.3%
Net Income	-61,188.05	-54,258.00	-6,930.05	-12.8%

**Explore Lawrence Inc**  
**Profit & Loss Budget Performance**  
For the One and Seven Months Ended July 31, 2022

	Jul 22	Budget	Jan - Jul 22	YTD Budget	Annual Budget
<b>Ordinary Income/Expense</b>					
<b>Income</b>					
5000 · Guest Tax	0.00	83,000.00	498,000.00	581,000.00	996,000.00
5100 · Visitors Guide	0.00	2,083.33	23,884.00	14,583.35	25,000.00
5200 · Merchandise Sales	88.11	333.33	1,423.43	2,333.35	4,000.00
5300 · Carryover from LY Funds	0.00	18,083.33	0.00	126,583.35	217,000.00
5500 · DMI	0.00	1,000.00	9,000.00	7,000.00	12,000.00
5600 · Co-Op Marketing	0.00	250.00	9,992.71	1,750.00	3,000.00
5660 · DTN	0.00	500.00	1,786.00	3,500.00	6,000.00
5700 · Miscellaneous Income	0.00	116.67	3,130.26	816.69	1,400.00
<b>Total Income</b>	<b>88.11</b>	<b>105,366.66</b>	<b>547,216.40</b>	<b>737,566.74</b>	<b>1,264,400.00</b>
<b>Gross Profit</b>	<b>88.11</b>	<b>105,366.66</b>	<b>547,216.40</b>	<b>737,566.74</b>	<b>1,264,400.00</b>
<b>Expense</b>					
7000 · Payroll Expense					
7081 · Payroll	28,531.43	29,583.33	144,713.05	207,083.35	355,000.00
7083 · Accrued Payroll Expense	-3,217.73		5,075.00		
7260 · Retirement Plan	1,270.24	833.33	8,237.86	5,833.35	10,000.00
7065 · Health Insurance	2,356.84	3,083.33	18,151.46	21,583.35	37,000.00
7070 · Incentive Program	1,000.00	833.33	2,128.00	5,833.35	10,000.00
<b>Total 7000 · Payroll Expense</b>	<b>29,940.78</b>	<b>34,333.32</b>	<b>178,305.37</b>	<b>240,333.40</b>	<b>412,000.00</b>
7100 · Payroll Tax Expense					
7100.1 · FICA Expense	2,012.96	2,000.00	11,621.54	14,000.00	24,000.00
7100.2 · FUTA Expense	30.71	25.00	229.03	175.00	300.00
7100.3 · SUTA Expense	46.52	70.00	749.58	490.00	840.00
<b>Total 7100 · Payroll Tax Expense</b>	<b>2,090.19</b>	<b>2,095.00</b>	<b>12,600.15</b>	<b>14,665.00</b>	<b>25,140.00</b>
7600 · Programs					
7601 · Advertising					
7601.10 · Magazine	0.00	1,160.42	9,668.80	8,122.94	13,925.00
7601.12 · Content	517.92	1,137.50	1,867.92	7,962.50	13,650.00
7601.14 · Outdoor	0.00	833.33	5,850.00	5,833.35	10,000.00
7601.15 · COOP Marketing Expense	0.00	250.00	5,676.50	1,750.00	3,000.00
7601.2 · Design	57.92	306.67	347.52	2,146.69	3,680.00
7601.21 · Opportunity Fund	0.00	2,083.33	18,344.65	14,583.35	25,000.00
7601.22 · Tracking	846.50	850.00	7,291.00	5,950.00	10,200.00
7601.24 · New Technology	0.00	500.00	675.45	3,500.00	6,000.00
7601.4 · Public Relations	1,279.76	791.67	4,407.45	5,541.69	9,500.00
7601.6 · I-70 Distribution	0.00	1,083.33	8,155.47	7,583.35	13,000.00
7601.8 · Digital	6,144.27	12,250.00	56,596.70	85,750.00	147,000.00
7601.9 · Partner Media Buy Program	0.00	333.33	0.00	2,333.35	4,000.00
<b>Total 7601 · Advertising</b>	<b>8,848.37</b>	<b>21,579.58</b>	<b>118,881.46</b>	<b>151,057.22</b>	<b>258,955.00</b>
7619 · Incentive Travel					
7619.0 · General Fund	81.48	250.00	1,964.17	1,750.00	3,000.00
7619.1 · Committed Incentives	0.00	1,375.00	8,881.90	9,625.00	16,500.00
7619.2 · New Business	0.00	875.00	57.44	6,125.00	10,500.00
<b>Total 7619 · Incentive Travel</b>	<b>81.48</b>	<b>2,500.00</b>	<b>10,903.51</b>	<b>17,500.00</b>	<b>30,000.00</b>
7625 · Simpleview Data Base	0.00	1,291.67	16,003.05	9,041.69	15,500.00
7641 · Promotional Materials	1,295.21	1,250.00	6,377.90	8,750.00	15,000.00
7642 · Trade Shows					
7642.0 · General Fund	534.50	625.00	2,036.25	4,375.00	7,500.00
7642.1 · Trade Show Travel	0.00	250.00	2,050.90	1,750.00	3,000.00
<b>Total 7642 · Trade Shows</b>	<b>534.50</b>	<b>875.00</b>	<b>4,087.15</b>	<b>6,125.00</b>	<b>10,500.00</b>

	Jul 22	Budget	Jan - Jul 22	YTD Budget	Annual Budget
7643 · Website Hosting	6,500.00	2,166.67	21,031.25	15,166.69	26,000.00
7644 · Printing and Reproduction	0.00	583.33	2,894.68	4,083.35	7,000.00
7645 · Special Projects					
7648 · Bids	0.00	2,063.33	0.00	14,583.35	25,000.00
7649 · Visitors Guide	0.00	3,333.33	42,675.77	23,333.35	40,000.00
Total 7645 · Special Projects	0.00	5,416.66	42,675.77	37,916.70	65,000.00
Total 7600 · Programs	17,259.56	35,662.91	222,854.77	249,640.65	427,955.00
7620 · Meeting programs	0.00	3,333.33	17,402.35	23,333.35	40,000.00
8200 · Admin and General					
8202 · Accounting	600.00	1,250.00	9,500.00	8,750.00	15,000.00
8203 · Rent	4,240.36	4,166.67	28,872.23	29,166.69	50,000.00
8204 · Software	27.00	250.00	1,103.71	1,750.00	3,000.00
8206 · Hardware	901.73	416.67	3,967.40	2,916.69	5,000.00
8210 · Technology Repair & Maintenance	2,240.43	1,666.67	2,240.43	11,686.69	20,000.00
8214 · Bank Service Charges	26.20	50.00	191.85	350.00	600.00
8214.1 · Bank Fees - Square	2.55		18.81		
8218 · Cash Over/Short	26.03		131.44		
8225 · Board Expenses	0.00	366.67	2,755.33	2,566.69	4,400.00
8226 · Leased Equipment	467.37	416.67	3,142.80	2,916.69	5,000.00
8230 · Dues/Subscriptions/Memberships	229.13	1,250.00	6,652.58	8,750.00	15,000.00
8234 · Insurance	259.06	1,000.00	4,121.42	7,000.00	12,000.00
8238 · Utilities	66.44	500.00	2,026.84	3,500.00	6,000.00
8242 · Legal	0.00	416.67	1,416.00	2,916.69	5,000.00
8244 · Janitorial/Cleaning	0.00	208.33	931.13	1,458.35	2,500.00
8245 · Retirement Plan Fees/Admin	0.00	183.33	997.42	1,283.35	2,200.00
8247 · Office Supplies	58.36	458.33	748.07	3,208.35	5,500.00
8248 · Postage and Delivery	535.21	685.42	1,844.40	4,797.94	8,225.00
8250 · Storage	153.03	125.00	1,224.24	875.00	1,500.00
8251 · Misc. Office General	407.51	208.33	588.01	1,458.35	2,500.00
8282 · Travel & Meetings					
8282.10 · Professional Development	0.00	333.33	3,493.13	2,333.35	4,000.00
8282.11 · EL Hosted Events	0.00	166.67	383.97	1,166.69	2,000.00
8282.12 · Staff Travel	0.00	250.00	1,862.80	1,750.00	3,000.00
8282.13 · Meetings	44.37	166.67	749.74	1,166.69	2,000.00
8282.14 · Staff Employee Benefits	184.62	83.33	741.20	583.35	1,000.00
Total 8282 · Travel & Meetings	228.99	1,000.00	7,230.84	7,000.08	12,000.00
8283 · Telephone/Internet	1,211.14	1,458.33	9,796.27	10,208.35	17,500.00
Total 8200 · Admin and General	11,680.54	16,077.09	89,500.22	112,539.91	192,925.00
8900 · Misc Expense	0.00		347.00		
Total Expense	60,971.07	91,501.65	521,009.86	640,512.31	1,098,020.00
Net Ordinary Income	-60,882.96	13,865.01	26,206.54	97,054.43	166,380.00
Other Income/Expense					
Other Income					
9020 · Interest Income	141.47	83.33	831.15	583.35	1,000.00
Total Other Income	141.47	83.33	831.15	583.35	1,000.00

	Jul 22	Budget	Jan - Jul 22	YTD Budget	Annual Budget
Other Expense					
9510 - Depreciation	446.56	446.58	3,125.92	3,126.10	5,359.00
9530 - Interest Expense	0.00	363.33	732.00	2,543.35	4,360.00
Total Other Expense	446.56	809.91	3,857.92	5,669.45	9,719.00
Net Other Income	-305.09	-726.58	-3,026.77	-5,086.10	-8,719.00
Net Income	-61,188.05	13,138.43	23,179.77	91,968.33	157,661.00



# JULY 2022 MARKETING REPORT

## JULY MARKETING SUMMARY

July content featured Why Lawrence and new history and live music blogs. The Why Lawrence campaign continued with videos featuring Robert Philips (Victorian Veranda Country Inn) Aundrea Walker (Disc Golfer), Matt Williams (Lawrence Beer Company), Catalina Del Campo (La Tropicana). New blog content included the top live music picks for the month from I Heart Local Music's Fally Afani and a history blog by local historic Robert Dinsdale about the Robert Miller Home. The Robert Miller Home blog has experienced extreme success. The next initiative, the Lawrence Bucket List, will launch next week.

## EXPLORELAWRENCE.COM

Total website users for July were 14,293, a 57% decrease from June and 32% more than July of last year. 13,277 of the users were first-time visitors to the site. Each user averaged 10.5 "events" on the site, including page views, scrolls, link clicks, video views, etc.. The most viewed content in July was the Events Calendar, Eat Listings, the home page, kiddos , and Things To Do Listings.

Users

14,293

↑ 32.8%

New users

13,277

↑ 32.0%

Event count

147,603

↑ 90.5%

Event count per user

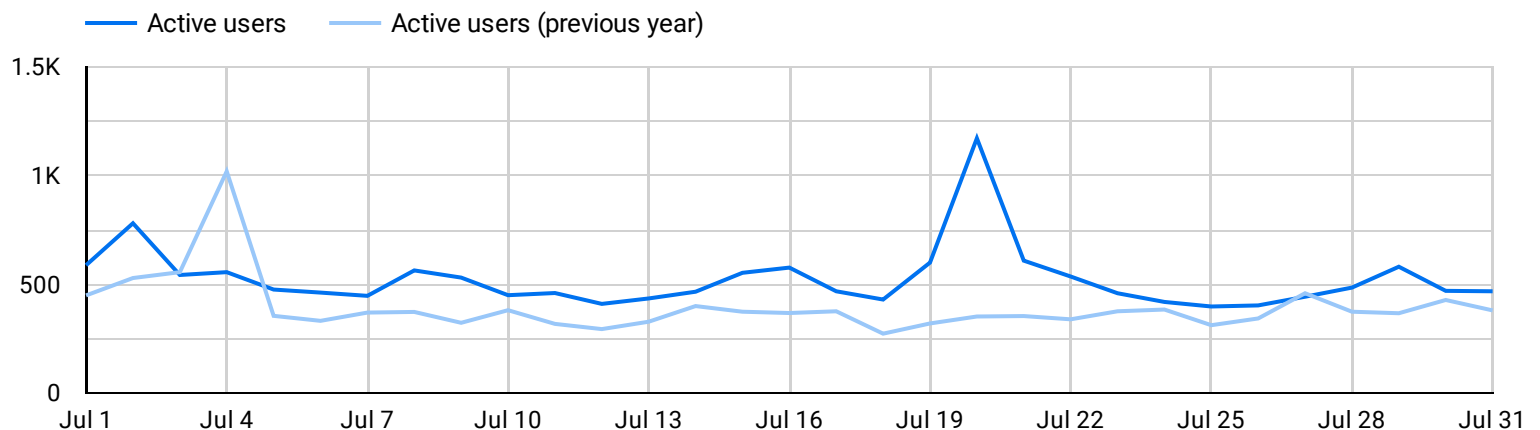
10.5

↑ 46.1%

Views

68,116

↑ 181.8%

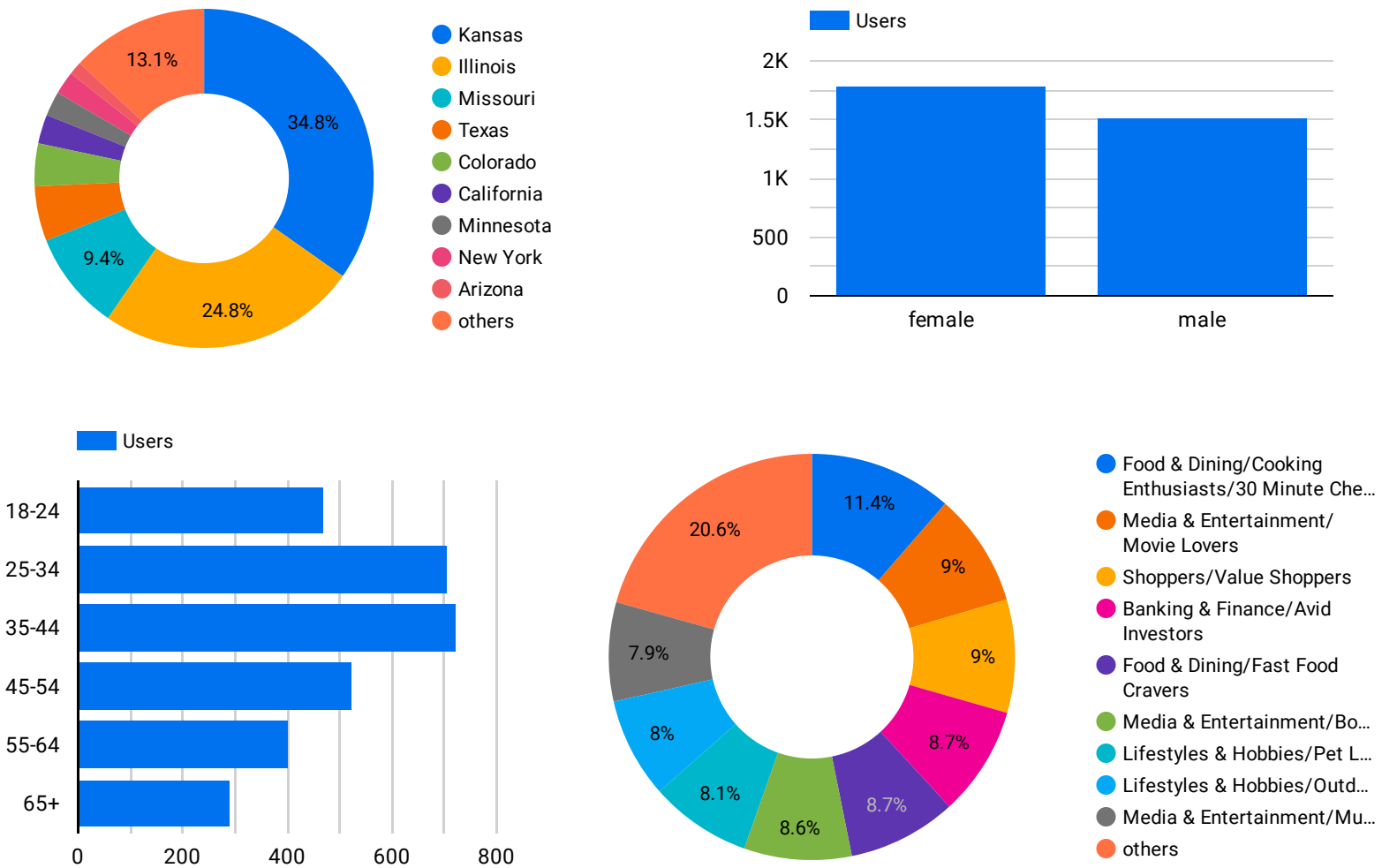


Event name ▾	Event count
view_search_results	131
video_start	161
video_progress	470
video_complete	82
user_engagement	32,353
session_start	18,548
scroll	10,957
page_view	68,116
first_visit	13,277
file_download	46

Page title	Views ▾
Events Calendar - Unmistakably Lawrence	17,049
Eat - Unmistakably Lawrence	5,531
Explore - Unmistakably Lawrence	2,837
Kiddos - Unmistakably Lawrence	2,327
See - Unmistakably Lawrence	2,173
Shop - Unmistakably Lawrence	2,166
Concerts & Live Music	1,596
Robert Miller Home: Lawrence's Ground Zero f...	1,326
Lawrence, Kansas Daily Deals. See what's on ...	1,271
Play - Unmistakably Lawrence	1,199

EXPLORELAWRENCE.COM USERS

In July explorelawrence.com users visited the most from Kansas, Illinois, Missouri, Texas, and Colorado. There were more female than male users. The majority of users were between the ages of 25-44. Users share interests in food and dining, movies, pets, books, shopping, music, and the outdoors.



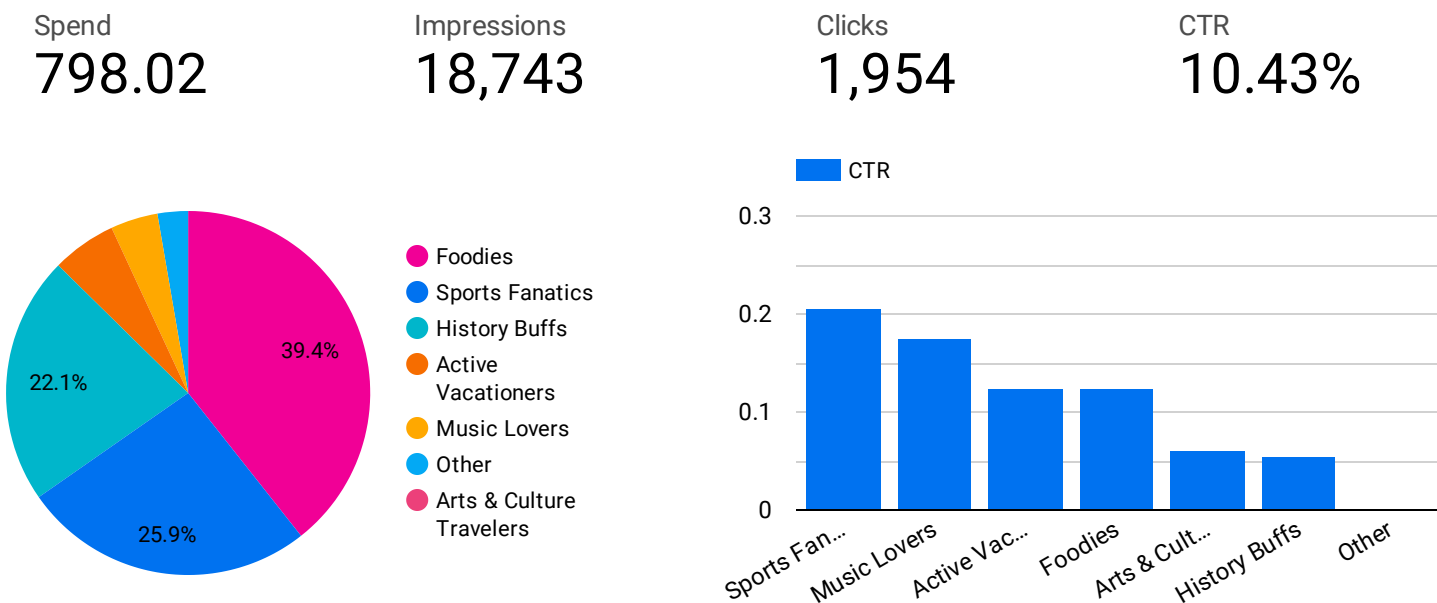
EXPLORELAWRENCE.COM ACQUISITION

The leading traffic channels were organic search, direct traffic, and paid search. The top sources of traffic were Google, Facebook, Datafy ads, Bing, and our e-newsletter

Session default channel grouping	Sessions ▾	Session source	Sessions ▾
Organic Search	11,644	google	13,178
Direct	2,469	(direct)	2,469
Paid Search	2,080	facebook.com	1,309
Organic Social	1,527	datafy	327
Referral	492	bing	282
Unassigned	405	Unmistakably Lawrence E-News	163
Email	165	yahoo	151
Display	9	duckduckgo	93
Organic Video	3	m.facebook.com	92
Paid Video	3	(not set)	88

SEARCH ENGINE MARKETING

- The Sports Dynamic Search campaign, Foodies, and History Buffs campaigns drove between them 8 VG requests.
- We saw a 53.37% increase in VG request and Smart Goal conversion rate month over month and a decrease in cost per acquisition (CPA) of 4.79%.
- The Historic Cemeteries keyword led the pack with 1,875 impressions in June, an increase of 51.25%. This is also a keyword that we had to split into a separate ad group because Google awarded us a very low quality score. Optimizing that keyword separately allowed us to get it back to eligible status and delivering.



SOCIAL MEDIA

July social media activity on Twitter, Instagram, TikTok, and Facebook resulted in 151 new fans, 250,316 impressions, and 9,877 post engagements. The best performing content was Why Lawrence Videos, Live Music Blog, and the Robert Miller Home blog.

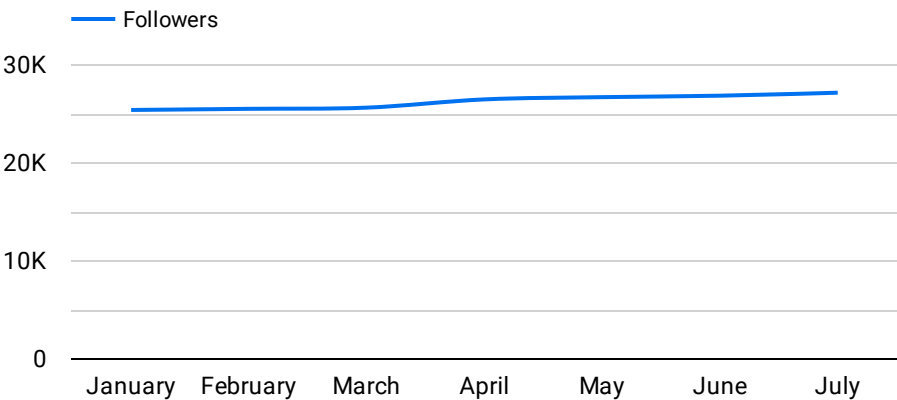
Platform	Impressions	Engagements	Video Views	New Followers
Facebook	203,116	8,995	39,758	82
Instagram	39,326	680	3,034	34
Twitter	5,309	152	0	15
TikTok	2,565	50	2,565	20

Impressions  
250,316

Engagements  
9,877

Video Views  
45,357

New Followers  
151



YOUTUBE

Top videos in July on the eXplore Lawrence YouTube Channel were the Why Lawrence videos. These videos were advertised.

Video Title	Views ▾
Why Lawrence? Rob at Victorian Veranda Country Inn	4,452
Why Lawrence? Marla at Marla Quilts African American Quilt Mu...	3,724
Why Lawrence? Aundrea at Centennial Park Disc Golf Course	3,132
Why Lawrence? Catalina at La Tropicana	1,548
Why Lawrence? Huascar Medina at the Lawrence Levee Trail	1,214
Why Lawrence? Cuee at Replay Lounge	476
Why Lawrence? Deja Brooks	410
2016 Downtown Men's Olympic Shot Put HD	263
Why Lawrence? Matt at Lawrence Beer Co. West	239

ENEWS

The July e-blast was sent to 4,327 recipients. 1,170 recipients opened the email, and 132 of those who opened it clicked on at least one link. The most popular content was the Lawrence Fireworks Celebration, Ice Cream and Desserts, and July Live Music Blog.

Recipients  
4,327

Opens  
1,170

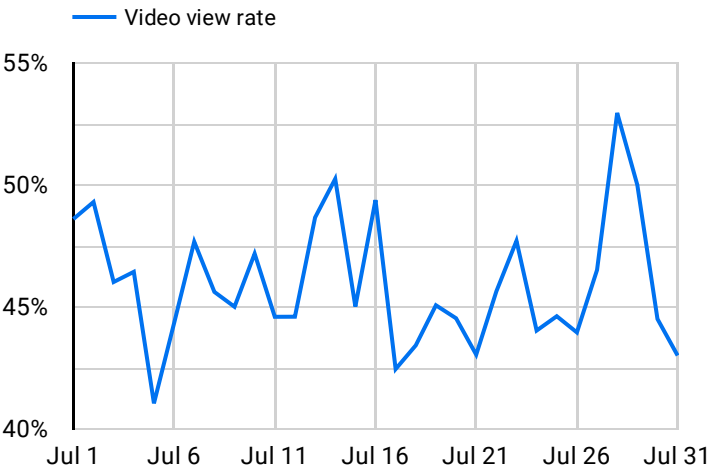
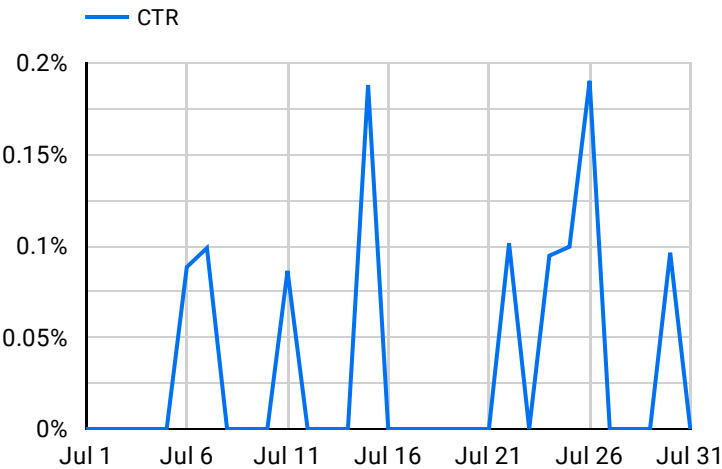
Clicks  
132

Link	Clicks ▾
Lawrence Fireworks	41
Ice Cream and Desserts	39
July Live Music Blog	37
Events	21
Twitter	19
Instagram	16
Why Lawrence	15
Jet Ski Races	14
Facebook	13
Black Jack Battlefield Event	10

GOOGLE DISPLAY AND VIDEO ADVERTISING

We used Google Video advertising to drive Why Lawrence video views. This campaigns resulted in 32.7k impressions, 11 clicks to our site and 14,999 video views in July.

Campaign	Impressions ▾	Clicks	CTR	Video views	Video view rate
Why Lawrence	32,721	11	0.03%	14,999	45.84%



SOCIAL MEDIA ADVERTISING

Ads on Facebook and Instagram promote the Why Lawrence and the July Live Music blog. The ads resulted in 69,403 impressions, 191 clicks, and 21,975 video views of at least 15-seconds.

Campaign ▾	Impressions	Results	Results Rate
Why Lawrence	58,715	21,975	0.37
Live Music Blog	10,688	191	0.02

DATAFY ADVERTISING

We used the Datafy advertising platform to promote the Why Lawrence campaign in July. This campaign resulted in 114k impressions, 292 clicks to our site, and a video completion rate of 89% for the month. This ad plus the May Busker Fest ads also resulted in visits to Lawrence (attribution). Of those who saw our ads from at least 50 miles away from Lawrence, 539 visited Lawrence, 253 visited Downtown Lawrence, and 52 visited Lawrence hotels. Considering an average daily hotel rate of \$108 and an average daily spend of \$30, the estimated revenue generated from those visitors is \$73,632.

Campaign ▾	Impressions	Clicks	CTR	Video View Completion Rate (VCR)
Why Lawrence	114788	292	0.25%	89.00%

Attribution City  
539

Attribution Downtown  
253

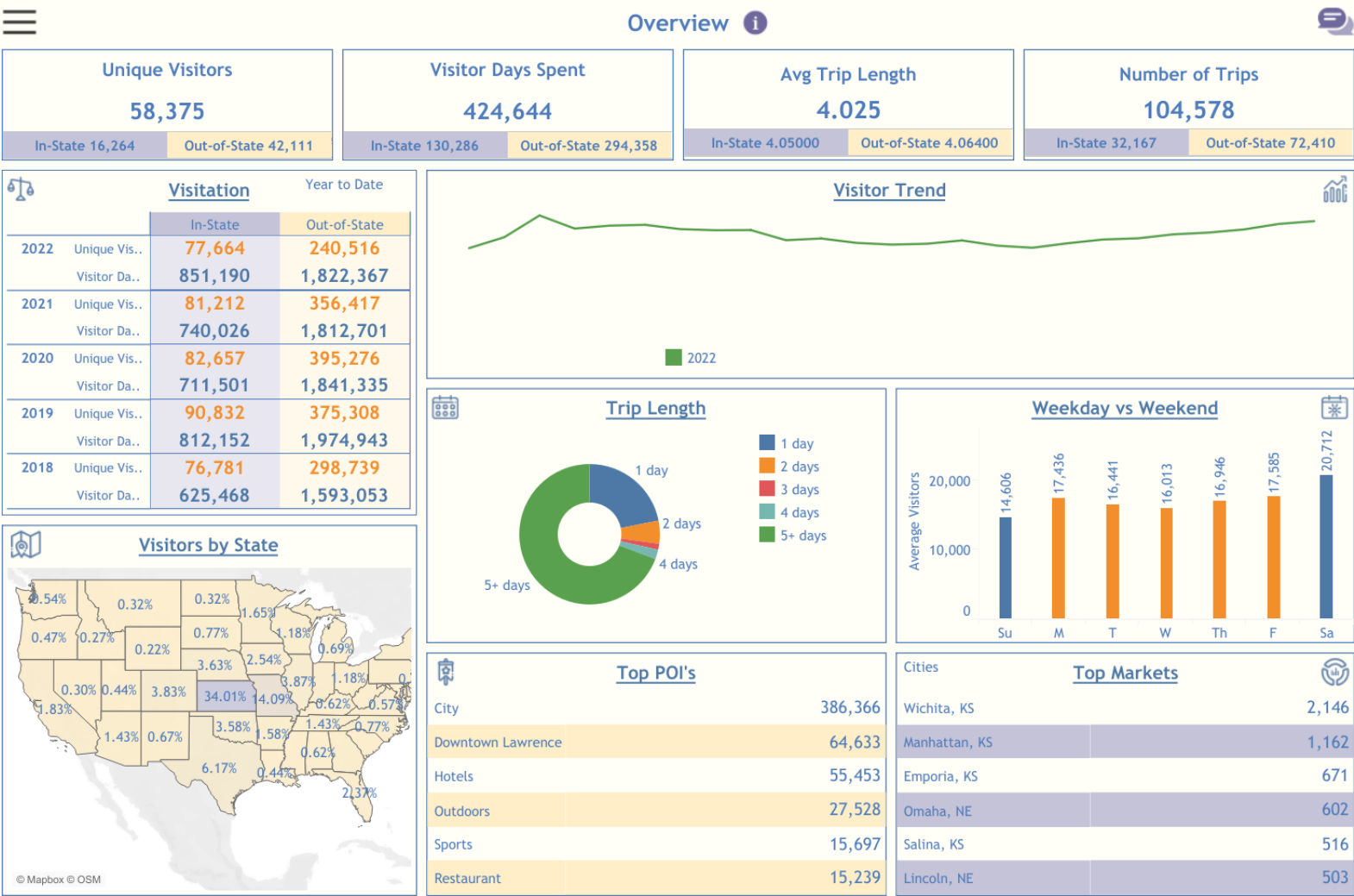
Attribution Hotels  
52

Estimated Revenue Generated  
\$73,632.00

DATAFY

Datafy 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. The entire July data has not been populated yet. The info below is for June 2022.

There were 58,375 unique visitors from more than 50 miles away to Lawrence in June. They spent 424,644 visitor days in Lawrence and stayed an average of 4.025 days. 34% of our visitors came from within Kansas. The top cities people traveled from in June are Wichita, Manhattan, Emporia, Omaha, Salina, and Lincoln, NE. Top points of interest in May for visitors were Downtown, Lawrence Hotels, Outdoors Sites (Clinton Lake, Baker Wetlands), Sports Sites (Rock Chalk Park/Sports Pavilion, Allen Fieldhouse, Memorial Stadium), and Restaurants (counting Lawrence Restaurant Week participating restaurants only).





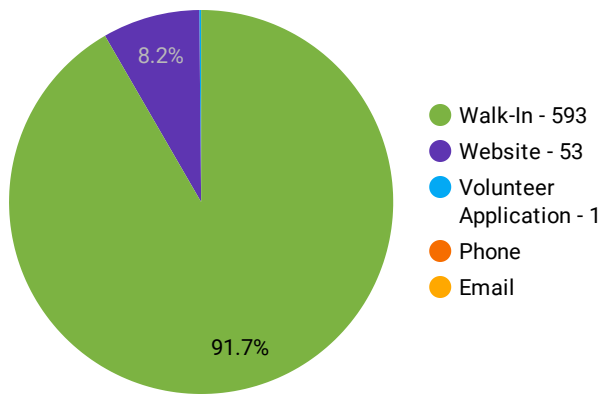
# JULY 2022 VISITOR EXPERIENCE REPORT

## JULY VISITOR EXPERIENCE SUMMARY

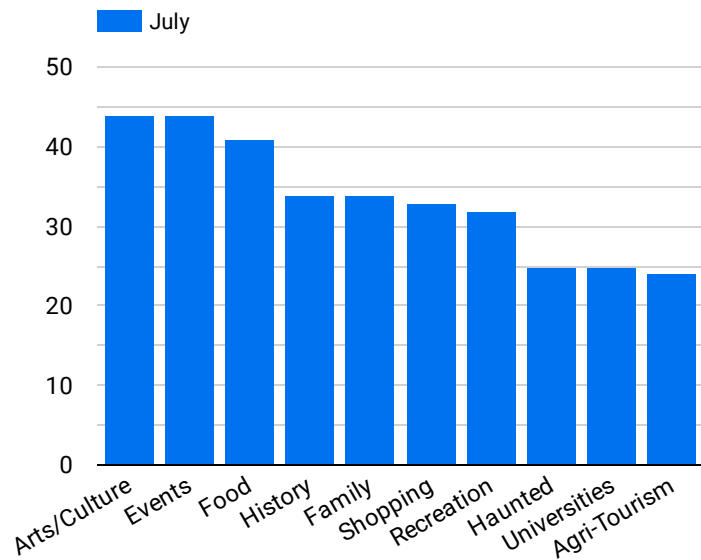
July was an excellent month for the Visitors Center as DeBarre Johnson joined the staff as the Visitor Experience Manager and got the Visitors Center open during regular operating hours., Tuesday - Saturday, 10:00 AM - 5:00 PM. Since joining the staff, DeBarre has organized the Visitors Center into a more functional and less cluttered space, especially in the storage areas. With the increase in hours, we saw a significant increase in walk-in visitors, with 593 for the month. Calley Vance also joined the VC staff and is providing excellent customer service to guests.

Jess has continues to help out with adding events to the events calendar. That function will be shifted to Visitor Center staff in September.

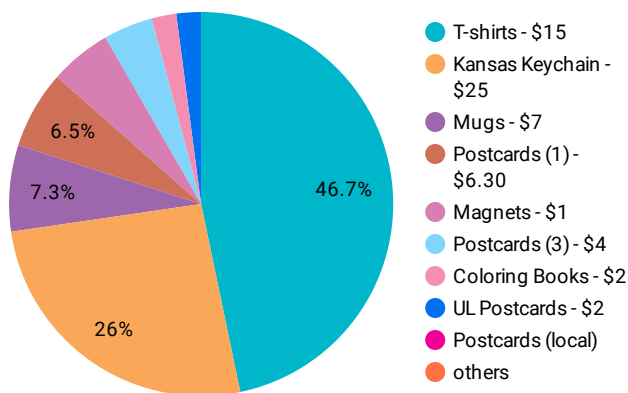
### INQUIRIES



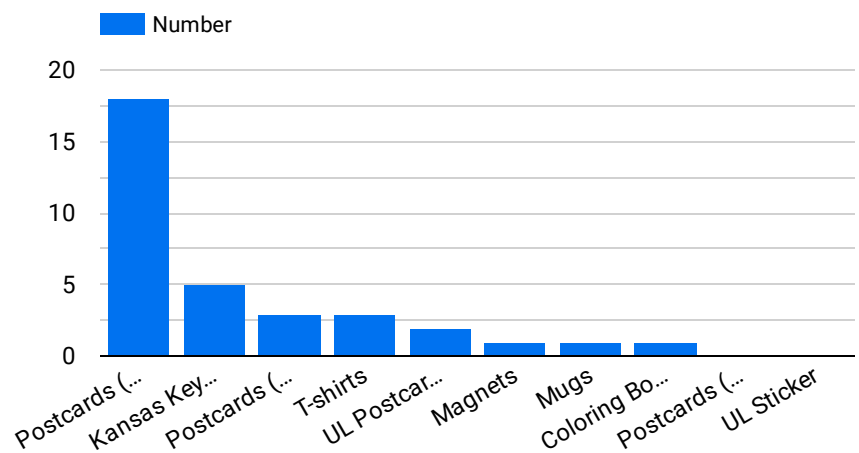
### INTERESTS



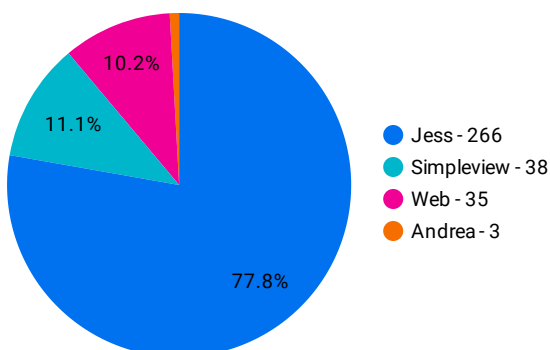
### PRODUCT SALES



### ITEMS SOLD



### CALENDAR OF EVENT ENTRIES



## Sales Team Board Report, June 2022



### Lead Production –

- 1 Lead was generated in June (Room Nights: 900/ ERR: \$104,940) out of those leads- this lead was a new account for eXplore Lawrence.
- 1 Assist was generated in June- see in service effort notes

**Definite Leads booked in the year for the year of '22 (see chart below)**

Account Name	Count	SUM:
Free State Brewing Co	1	65
Institute for Digital Research in the Humanities, The KU	1	210
Kansas Collegiate Athletic Conference	1	245
Kansas Department of Commerce	1	100
Lawrence Art Guild	1	60
Missouri Phenom	2	680
Mother Earth News Institute	1	40
Topeka Impact	1	1130
Zeta Phi Beta Sorority, Inc. Chi Delta Zeta Chapter	1	65
<b>Grand Totals</b>	<b>10</b>	<b>2595</b>

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

### Groups that met in June

**Fur Takers of America 54<sup>th</sup> Rendezvous**  
**KC Pre Nationals Volleyball Tournament**  
**Prince Hall Lodge Conference**  
**University of Kansas Department of Humanities**  
**AASHTO**

### Upcoming future groups efforts

**Kansas REALTORS Region #9 Conference**  
**KCAC '23 Women's Golf**  
**BWR Kansas Race**

- Currently sitting at 21% of our lead goal for 2022 of bringing in 65 leads.
- 10 of the 65 leads that have been sourced through eXplore Lawrence Sales have been turned definite in the year for the year of '22.
- Coordinated and delivered service items for the following groups
  - AASHTO
  - KU Department of Humanities
  - Prince Hall Lodge
  - Fur Takers of America 54<sup>th</sup> Rendezvous
- KC Pre Nationals event took place at Sports Pavilion Lawrence post event recap summary at the end of the board report.
- Kendra and Kim welcomed the Fur Takers of America at the Fairgrounds with Mayor Country Shipley. The group had a welcome opening ceremony in which Explore Lawrence and the Mayor said a few opening remarks and toured the site afterwards. Economic Impact calculation coming soon.
  - Pick up report from Fur Takers 54<sup>th</sup> Rendezvous- 146 rooms total generated
- KCAC Women's Golf event is looking to come back to Lawrence for '23 and '24. Kendra met with KCAC Commissioner and Jayhawk Club to discuss agreement for '23 and '24 and possibly '25.
- Attended the PCMA Heartland Education 3 Conference at Lake of the Ozarks June 12<sup>th</sup> to June 15<sup>th</sup>, 2022. Attended the conference which hasn't be held since 2019. The conference was attended by varies planners from the Heartland Chapter which the region is Arkansas, Missouri, Kansas, Oklahoma, Iowa and Illinois. The conference had education and networking opportunities. Kendra was on the CVB panel in which she gave an update on opportunities and challenges Kansas and Lawrence has had since COVID19. The other panelist were Nathan from VisitKC and another sales manager from the Oklahoma City CVB.
- Attended the MPI annual award event with Kim Anspach, Explore Lawrence, Sally from Downtown Lawrence and Laura, sales manager from the Oread. The event was to recognize Kendra as an incoming board member of MPIKC and supplier of the year for eXplore Lawrence.
- Attended the World Education Conference for MPI in San Francisco. Kendra attended multiple education and networking opportunities to promote Lawrence and continue her connections in the industry. Several other CVBs and DMOs attended.



## Sales Team Board Report, June 2022

### KC Pre National Pick up: June 9<sup>th</sup>-12<sup>th</sup>, 2022

Lawrence Hotels total pick up:

Thurs: 48 Friday: 276 Saturday: 280

Topeka Hotels total pick up:

Thurs: 5 Friday: 67 Saturday: 69

Overland Park Hotel total pick up:

Thurs: 3 Friday: 29 Saturday: 28

Total Pick for '22 event:

Thurs: 57 Friday: 372 Saturday: 377

### History on event:

Total Pick for '21 event:

Thurs: 33 Friday: 353 Saturday: 354

The tournament was CXL in '20 due to COVID19

Total pick up for '19 event:

Thurs: 54 Friday: 288 Saturday: 285

### Fur Takers Pick up report:

Tuesday-June 14<sup>th</sup>- 18 rooms

Wednesday-June 15<sup>th</sup>- 31 rooms

Thursday-June 16<sup>th</sup>- 37 rooms

Friday-June 17<sup>th</sup>- 35 rooms

Saturday-June 18<sup>th</sup>- 25 rooms

Total: 146 rooms

**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	First Quarter 2022 strongest qtr on record. Second Quarter is also outperforming expectations

**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	Budget process underway. Waiting on approval of \$1.2 operating budget and \$48,000 Bid Fund
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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
ED	05/01/21	BoD not planning to apply for more EIDL funds at this time

Objective 1.32 Consider applying for increased Economic Disaster Injury Loan by May 2021

**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 will pick this discussion up in Fall 22 after budget process concludes
Board + ED	10/01/21	

Objective 1.42 Review and update Operating Agreement with City to ensure sufficient resources to support City CVB goals and expectations by October 2021.

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. Ka is working on in person contacts with hotels and one on ones with commissioners
Board + Staff		KA Met with Brit and will be leading the Tourism component of the plan. Will be forming a working group. Presentation created to align City strategic KPIs with our activities

Objective 2.12 Complete introductions and outreach by new Executive Director to key stakeholders and community leaders within the first three months of hire

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 engage Lawrence hospitality, service, retail, attraction, events and other 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 November. - AJ
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**Goal 2.2 Maintain robust network of regional CVB partners.**

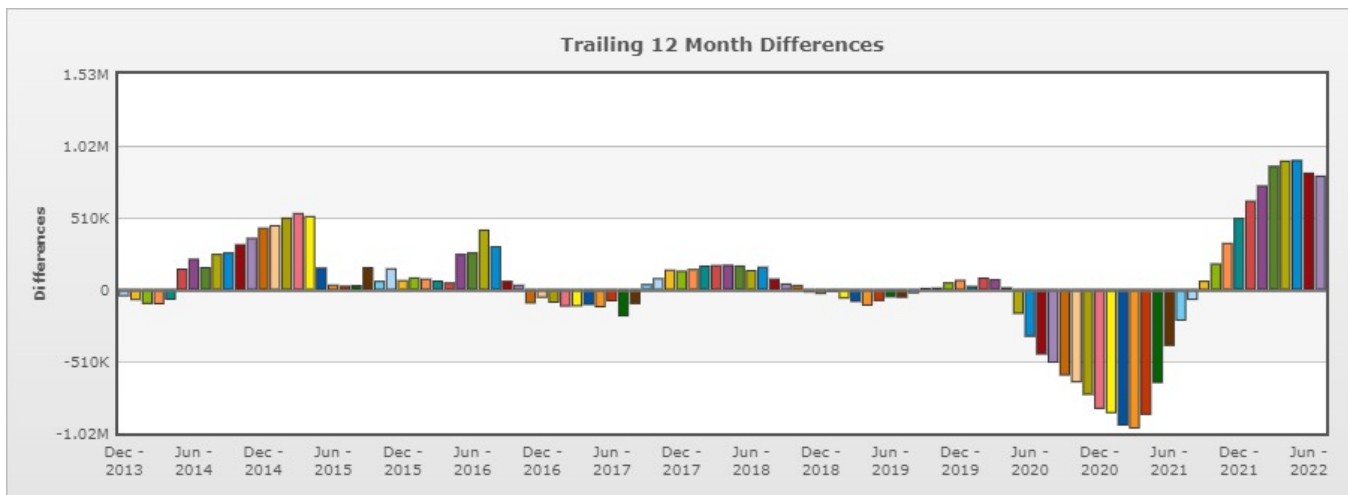
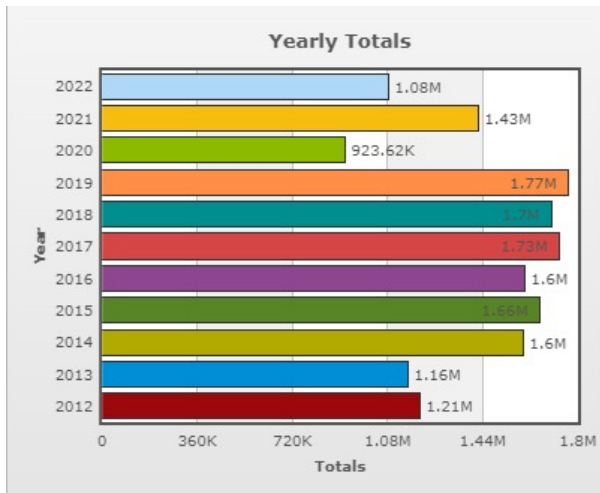
Objective 2.21 Convene regular meetings to cultivate relationships with regional CVB partners by September 2021.	CE	09/01/22	KA met with ED of Topeka and Emporia to discuss working on a regional Ale Trail.
Objective 2.22 Establish a regional CVB entity to attract and support major events by June 2022.	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	Parks and Rec is on Board. Kendra is working on KU. Need to work on format and schedule. Will not wait on schools to start.
<b>FOCUS AREA 3: EVENTS AND ACTIVITIES</b>			
<b>Goal 3.1 Promote Lawrence signature events and other high impact events and activities to attract individuals to Lawrence.</b>			
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
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	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 3.13 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	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. - 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	Events on the horizon: Fall Kansas Football, Belgian Waffle Ride 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		
<b>Goal 3.3 Promote major regional events in partnership with regional CVBs.</b>			
Objective 3.31 Secure one new major regional event thru regional partnership by 2023.	ED + Sales	12/31/21	ongoing
<b>FOCUS AREA 4: SALES AND MARKETING</b>			
<b>Goal 4.1 Secure robust sales thru Tourism and Destination Management.</b>			
Objective 4.11 Develop a Sales Plan with expanded focus on sales by October 2021.	Sales	10/31/21	Complete

Objective 4.12 Explore possibilities to increase sales thru staffing priorities by April 2022.	Sales	04/30/22	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
Objective 4.13 Create incentive program for meetings, conventions and sporting events by Mach 2021	Sales	03/31/21	shows. Ongoing. Need to figure out best pratices and roles that support those best practices within the servicing and sales efforts.
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	Sales + VS		Ongoing. Working on best pratices 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	Sales + VS	07/01/21	report narrative.
<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 - AJ
Objective 4.22 Complete a Marketing Plan and an expanded digital presence by January 2022	Marketing	01/31/22	In-progress. - AJ
<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	Approved for 2022 Funding agreement, will work on operating agreement changes in 22
<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	discusion in progress
Objective 5.42 Review and update Board Member orientation and onboarding by October 2021.	ED + Board	10/31/21	KA needs to reach back out to Jonathon Morris



Month	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022	2021/2022 % change
January	57,788	75,379	65,431	73,828	101,382	93,738	98,184	118,323	95,446	41,690	111,162	166.64%
February	64,806	69,236	46,262	77,086	99,205	94,007	113,533	84,797	115,542	58,116	108,425	86.57%
March	87,533	80,486	71,663	95,280	105,298	116,791	132,019	123,763	103,118	61,061	158,537	159.64%
<b>Qtr 1</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>378,124</b>	<b>135.05%</b>
April	70,550	74,396	109,986	124,152	124,594	134,997	147,412	133,185	61,358	87,896	151,582	72.46%
May	150,761	123,298	308,157	126,642	147,762	152,491	152,041	184,797	37,870	116,471	199,887	71.62%
June	107,760	126,460	215,298	183,250	161,930	183,216	171,487	185,634	38,022	154,237	180,085	16.76%
<b>Qtr 2</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>531,554</b>	<b>48.23%</b>
July	145,312	151,194	97,830	37,085	138,574	133,188	152,087	168,245	58,308	127,254	174,977	37.50%
August	98,698	71,944	139,165	211,166	164,378	204,992	161,411	149,099	78,147	154,104	0	
September	81,238	83,284	95,602	235,022	128,957	155,957	148,506	170,578	102,374	161,468	0	
<b>Qtr 3</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>442,826</b>	<b>174,977</b>	<b>37.50%</b>
October	101,090	126,849	211,198	197,756	156,868	157,890	148,412	140,822	83,871	150,112	0	
November	134,366	88,763	88,345	177,325	142,512	167,915	147,600	164,907	93,603	167,993	0	
December	106,266	90,707	146,836	119,115	131,421	136,028	130,316	142,582	55,963	145,672	0	
<b>Qtr 4</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>463,777</b>	<b>0</b>	
<b>Year Totals:</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>1,426,074</b>	<b>1,084,655</b>	<b>67.72%</b>

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





# July 2022 LODGING REPORT

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

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

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



	Current Month - July 2022 vs July 2021												Year to Date - July 2022 vs July 2021												Participation			
	Occ %		ADR		RevPAR		Percent Change from July 2021						Occ %		ADR		RevPAR		Percent Change from YTD 2021						Properties		Rooms	
	2022	2021	2022	2021	2022	2021	Occ	ADR	RevPAR	Room Rev	Room Avail	Room Sold	2022	2021	2022	2021	2022	2021	Occ	ADR	RevPAR	Room Rev	Room Avail	Room Sold	Census	Sample	Census	Sample
Kansas State	61.2	63.4	99.86	92.89	61.07	58.88	-3.5	7.5	3.7	3.0	-0.7	-4.2	55.4	50.6	95.35	83.03	52.86	42.05	9.5	14.8	25.7	25.8	0.1	9.6	706	442	48466	37381
Emporia, KS+	58.5	60.6	85.94	88.27	50.31	53.45	-3.3	-2.6	-5.9	-5.9	0.0	-3.3	56.8	59.0	90.49	85.32	51.37	50.36	-3.8	6.1	2.0	7.6	5.5	1.5	12	9	611	494
Lafayette, IN+	69.1	76.9	97.83	87.58	67.57	67.39	-10.2	11.7	0.3	0.2	-0.0	-10.3	62.1	59.1	98.29	80.02	61.04	47.32	5.0	22.8	29.0	38.5	7.3	12.7	25	24	2234	2154
Lincoln, NE+	67.2	70.7	102.51	95.68	68.88	67.62	-4.9	7.1	1.9	2.9	1.1	-3.9	59.2	52.5	97.49	84.71	57.69	44.50	12.6	15.1	29.6	32.4	2.1	15.1	62	47	5160	4388
Iowa City, IA+	63.8	60.3	116.62	114.33	74.45	68.95	5.9	2.0	8.0	7.8	-0.2	5.7	52.2	43.4	117.23	104.19	61.16	45.19	20.3	12.5	35.4	46.9	8.5	30.6	12	10	1241	1117
Stillwater, OK+	49.1	44.1	90.38	82.14	44.36	36.21	11.4	10.0	22.5	22.5	0.0	11.4	49.5	45.1	99.27	84.85	49.09	38.23	9.8	17.0	28.4	28.4	0.0	9.8	18	14	1404	1221

A blank row indicates insufficient data.

Year over Year comparison. For internal use only.

