



**eXplore Lawrence Board Meeting Agenda**

**Thursday August 24th, 2023**

**4 P.M. Carnegie Building Conference Room**

1. Approval of Minutes
2. Financials
3. Staff Reports
4. Executive Director Report
5. Hiring Committee Update
6. Executive Session to discuss personnel matters of nonelected personnel.



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Explore Lawrence  
July 2023 Board Meeting  
June 26, 2023  
Carnegie Building

Members Present: Drew Gashler, Mike Logan, Andrew Holt, Anthea Scouffas, Heidi Champagne, Tina Tourtillott, Porter Arneill, Amber Sellers (virtual).  
Staff Present: Kim Anspach, Amy Schmidt Cowardin

All in attendance had in their possession copies of documents pertinent to the discussion.

Meeting Called to order at 4:05 pm by Mike Logan

### **1) Approval of June 2023 Minutes**

- a) Heidi made a motion to approve
- b) Anthea seconded
- c) None opposed
- d) June meeting minutes passes

### **2) Financial Report by Kim Anspach**

- a) Kim and Anthea met during the month to review the budget and it's pacing well.
- b) \$12,000 DMI funds were transferred but didn't clear their account. Working with DMI & FFNHA to reinitiate the transfer.
- c) Merchandise sales at the Visitor Center are doing very well and are already within the \$80 YTD projection.
- d) DTN (website advertising via SimpleView) performing better than expected. Currently \$640 over mid-year prediction.
- e) Kim states looking to audit the EL committed incentives for 2023 as they included an event that did not ask EL for incentive money.
- f) Second-quarter taxes have been paid

### **3) Marketing Report**

- a) June busy month with the launch of the Summer of Fun Pass and Live Music Campaign that is on music streaming services.
- b) Website traffic: Up over 55% over the same period last year and 35% over May. New users are up 54%. Engagement is up 147.3%.
- c) Social Media: Strong with a gain of 314 fans, 667,531 impressions, and over 20,000 engagements
- d) Summer of Fun Pass performed well
  - i) As of the end of June numbers are way up –774 users and 776 check-ins
  - ii) Kim stated she feels much of the success is due to staff engagement (tabling at events) and promotion on the website.
  - iii) Pass speaks to local and to EL's Strategic Plan
- e) Kaw Valley Craft Pass and regional Metal Ale Trail still performing well.

- f) The digital team working on consistent messaging around Explore Lawrence initiatives, not just focusing on event marketing. Focusing on things that EL has committed to within the Marketing budget.
- g) Digital campaigns are going well. EL uses CoHort and it's doing well to optimize ads and put EL in front of engaged consumers.
- h) Outdoor campaign money report: Current focus on Cycling to support the upcoming Belgian Waffle Race. Doing better than the industry average on clicks-through on Google, etc. Have targeted riders and spectators of the Unbound Race out of Emporia.

#### **4) Visitor Center Report**

- a) 847 visitors in June
- b) Calley Vance, VC manager exceeding expectations – creating programs to bring people in, selling more merch than expected.
- c) Final Friday in June 2023 had the best attendance to date with help from the launch of the new City of Lawrence Annual Outdoor Downtown Sculpture Exhibition.

#### **5) Sales Report**

- a) Laura Carbrey making significant progress in sales. Currently at 91% of newly generated leads goal (YTD).
- b) Currently at \$3 million of \$3 million goal (YTD). 59 of 65 leads have been sent out.
- c) Laura is in a great position as already at her goal for the year and now has travel and trade shows coming up during the 3rd & 4th quarters and has time to engage in those events.
- d) Onboarding new Sales Manager, Ruth Dewitt, August 14th. Ruth will be doing all incoming business and be the primary liaison to Jayhawk Hospitality.
- e) With Ruth on the team, Laura will be able to focus on going out and seeking new business
- f) Part of Laura's goals for 2024 is to create a sales and service plan and align it with EL's strategic plan
- g) July 2023 DOS Meeting will be happening again on 7/27/26 in conjunction with Jayhawk Hospitality
- h) Amy Schmidt Cowardin has been working with Economic Impact Calculator and creating consistent pre and post-event workflow to help understand the actualized value of the events in our city

#### **6) Executive Report**

- a) Budget season update. The budget request was included in full to City Manager. Currently working on the line item budget for 2024 based on the ask of \$1,390,986 so everything is in place with the budget approved in full.
- b) Mike asked when City Commission will adopt the budget. Porter advised the final vote is the second week in September 2023, later than usual, as it's typically in August.
- c) TGT Collections: Distributions for the second quarter came through on 7/25/23 in the amount of \$603,637.00. Will wait three weeks per the operating agreement with the City to request the rest of the allocation.
- d) TGT Collections: Up 14.5% over last year and up 17% YTD.
- e) STR Report:

- i) Sidenote, jumping ahead to the beginning of July 2023 for a second. Lawrence had the highest occupancy weekend to date when Hardwood Classic and Taylor Swift happened on the same weekend – July 7th & 8th. 91% Occupancy!
- ii) June was very strong. Occupancy up 9.3% YTD, ADR up 5.1%, RevPar up 15.9%, and Revenue up 16%.
- f) Guidance Requests
  - i) Would like to bring back AirDNA reporting, which is the STR Report for Short-Term Rentals. Had this product back in 2017. At that time Douglas County had 285 short-term Costs \$6,000/year which aligns with the cost of a regular STR report.
    - a) Have funds since canceled Datafy
    - b) Would get essential data that we currently don't have that will fill information holes
    - c) Get 16 similar markets to be able to look at
    - d) Mike advised do not need a formal vote from the board on this
  - ii) Discussion of the statement that the EL Executive Director will make in regard to the MultiUse Gateway Project.
  - iii) Kim announced will be making a statement about Old Fashioned Christmas Parade to Lawrence Business Magazine.
  - iv) Tourism Ambassador Program is back! Will be on August 9, 2023. 17 people already signed up.

## **7) Executive Director Board Appointments**

- a) Kim as Executive Director of EL has begun to get more requests to join boards and asking. Discussion of appropriate deployment of the Executive Director when asked to participate on boards or steering committees.
- b) It was agreed that anything to do with the City is appropriate
- c) Discussion to be mindful of commitment to EL and also own personal time and fairness/equity since EL is part of the City. What the EL does for one group, they would have to do for everyone. If cannot do that, then should say no.
- d) Decided that if the Executive Director wants to serve outside of EL, they may do so if it's personal and tangential to Explore Lawrence.

## **8) Strategic Plan**

- a) A printed document was provided for all in attendance.
- b) Will be reporting on progress at every Board Meeting going forward
- c) This Explore Lawrence's guiding document that supports the City's Strategic Plan in the best way possible at Tourism Organization

## **9) Movement to adjourn**

- a) Anthea moved to adjourn
- b) Heidi seconded it
- c) None opposed

**EXPLORE LAWRENCE INC**  
**Statement of Financial Position**  
As of July 31, 2023

	Jul 31, 23
<b>ASSETS</b>	
Current Assets	
Checking/Savings	
1020 · US Bank Checking	349,258.01
1030 · US Bank Money Market	48,045.30
1050 · Reserve Fund	303,560.90
1060 · Petty Cash	215.00
Total Checking/Savings	701,079.21
Total Current Assets	701,079.21
Fixed Assets	
2200 · Leasehold Improvement	107,174.01
2500 · Accumulated Depreciation	-24,560.74
Total Fixed Assets	82,613.27
Other Assets	
1225 · Deposits	3,100.00
Total Other Assets	3,100.00
<b>TOTAL ASSETS</b>	<b>786,792.48</b>
<b>LIABILITIES &amp; EQUITY</b>	
Liabilities	
Current Liabilities	
Accounts Payable	
3000 · Accounts Payable	14,471.76
Total Accounts Payable	14,471.76
Credit Cards	
2109 · Credit Card - US Bank 2981	4,027.21
Total Credit Cards	4,027.21
Other Current Liabilities	
3100 · Payroll Liabilities	
3105 · Accrued Payroll	7,195.35
3110 · Federal & FICA Payable	4,899.31
3111 · KS Withholding Payable	659.00
3112 · FUTA Payable	292.05
3113 · KS SUTA Payable	9.19
3114 · Health Insurance Payable	-8,300.49
Total 3100 · Payroll Liabilities	4,754.41
3300 · Sales Tax Payable	26.37
Total Other Current Liabilities	4,780.78
Total Current Liabilities	23,279.75
Total Liabilities	23,279.75
Equity	
4100 · Beginning Fund Balance	759,035.23
Net Income	4,477.50
Total Equity	763,512.73
<b>TOTAL LIABILITIES &amp; EQUITY</b>	<b>786,792.48</b>

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08/16/23

Accrual Basis

**EXPLORE LAWRENCE INC**  
**Profit & Loss Budget Performance**  
**July 2023**

	Jul 23	Budget	Jan - Jul 23	YTD Budget	Annual Budget
<b>Ordinary Income/Expense</b>					
Income					
5000 - Guest Tax	0.00	100,000.00	848,000.00	700,000.00	1,200,000.00
5100 - Visitors Guide	0.00	2,333.33	20,531.00	16,333.35	28,000.00
5200 - Merchandise Sales	283.63	333.33	2,204.97	2,333.35	4,000.00
5500 - DMI	0.00	1,000.00	0.00	7,000.00	12,000.00
5600 - Co-Op Marketing	0.00	953.33	11,268.22	8,183.35	10,000.00
5660 - DTN	0.00	500.00	3,640.00	3,500.00	6,000.00
5670 - Bld Fund	0.00	4,000.00	0.00	28,000.00	48,000.00
5700 - Miscellaneous Income	1,360.00	116.67	2,280.00	816.69	1,400.00
<b>Total Income</b>	<b>1,643.63</b>	<b>109,166.66</b>	<b>887,925.19</b>	<b>764,166.74</b>	<b>1,310,000.00</b>
Cost of Goods Sold					
6100 - Merchandise Cost					
6190 - Miscellaneous Costs	0.00	166.67	2,549.60	1,166.69	2,000.00
<b>Total 6100 - Merchandise Cost</b>	<b>0.00</b>	<b>166.67</b>	<b>2,549.60</b>	<b>1,166.69</b>	<b>2,000.00</b>
<b>Total COGS</b>	<b>0.00</b>	<b>166.67</b>	<b>2,549.60</b>	<b>1,166.69</b>	<b>2,000.00</b>
<b>Gross Profit</b>	<b>1,643.63</b>	<b>108,999.99</b>	<b>885,375.59</b>	<b>763,000.05</b>	<b>1,308,000.00</b>
Expense					
7000 - Payroll Expense					
7081 - Payroll	28,615.40	35,166.67	206,491.21	246,166.69	422,000.00
7083 - Accrued Payroll Expense	-1,367.50		1,005.15		
7260 - Retirement Plan	854.32	1,916.67	5,804.40	13,416.69	23,000.00
7665 - Health Insurance	2,036.50	3,250.00	14,719.40	22,750.00	39,000.00
7070 - Incentive Program	4,750.00	1,250.00	6,950.00	8,750.00	15,000.00
<b>Total 7000 - Payroll Expense</b>	<b>34,889.72</b>	<b>41,583.34</b>	<b>234,970.16</b>	<b>291,083.38</b>	<b>499,020.00</b>
7100 - Payroll Tax Expense					
7100.1 - FICA Expense	2,447.93		16,405.17		
7100.2 - FUTA Expense	8.57		292.05		
7100.3 - SUTA Expense	9.18		761.69		
<b>Total 7100 - Payroll Tax Expense</b>	<b>2,465.68</b>		<b>17,458.91</b>		
7800 - Programs					
7601 - Advertising					
7601.10 - Magazine	0.00	1,746.50	8,346.00	12,225.50	20,898.00
7601.12 - Content	150.00	1,083.33	4,166.10	7,583.35	13,000.00
7601.14 - Outdoor	0.00	833.33	7,997.56	5,833.35	10,000.00
7601.15 - COOP Marketing Expense	0.00	708.33	7,169.22	4,858.35	8,500.00
7601.19 - Publications	0.00	541.67	0.00	3,791.69	6,500.00
7601.2 - Design	910.10	909.17	3,550.50	6,364.18	10,910.00
7601.21 - Opportunity Fund	1,000.00	2,026.83	13,544.49	14,187.85	24,322.00
7601.24 - Tracking	0.00	633.33	6,045.00	6,833.35	10,000.00
7601.24 - New Technology	0.00	416.67	0.00	2,916.89	5,000.00
7601.4 - Public Relations	150.00	2,125.00	1,500.99	14,875.00	25,500.00
7601.6 - I-70 Distribution	0.00	1,583.33	8,195.47	11,083.35	19,000.00
7601.8 - Digital	11,626.15	14,166.67	86,912.93	99,166.69	170,000.00
7601.9 - Partner Media Buy Program	0.00	866.67	4,000.00	4,866.69	8,000.00
<b>Total 7601 - Advertising</b>	<b>13,836.25</b>	<b>27,840.03</b>	<b>131,472.20</b>	<b>193,486.05</b>	<b>331,690.00</b>
7619 - Incentive Travel					
7619.0 - General Fund	47.74	166.67	170.70	1,166.69	2,000.00
7619.1 - Committed Incentives	11,485.00	2,900.00	18,495.00	17,500.00	30,000.00
7619.2 - New Business	0.00	1,250.00	0.00	8,750.00	15,000.00
<b>Total 7619 - Incentive Travel</b>	<b>11,532.74</b>	<b>3,816.67</b>	<b>18,665.70</b>	<b>27,416.69</b>	<b>47,000.00</b>



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08/16/23

Accrual Basis

**EXPLORE LAWRENCE INC**  
**Profit & Loss Budget Performance**  
**July 2023**

	Jul 23	Budget	Jan - Jul 23	YTD Budget	Annual Budget
7625 - Simpleview Data Base	0.00	1,416.67	17,071.70	8,916.68	17,000.00
7641 - Promotional Materials	0.00	2,500.00	20,043.19	17,500.00	30,000.00
7642 - Trade Shows					
7642.0 - General Fund	0.00	1,166.67	8,411.56	8,166.68	14,000.00
7642.1 - Trade Show Travel	0.00	600.00	0.00	3,500.00	5,000.00
Total 7642 - Trade Shows	0.00	1,666.67	8,411.56	11,666.69	20,000.00
7643 - Website Hosting	22.17	2,166.67	29,022.17	15,166.69	26,000.00
7644 - Printing and Reproduction	0.00	416.67	6,316.44	2,916.69	5,000.00
7645 - Special Projects					
7648 - Bids	6,333.00	4,000.00	8,333.00	28,000.00	48,000.00
7649 - Visitors Guide	0.00	3,583.33	52,492.44	25,083.35	43,000.00
Total 7645 - Special Projects	6,333.00	7,583.33	60,825.44	53,083.35	91,000.00
Total 7600 - Programs	33,724.16	47,307.51	291,818.48	331,152.85	587,690.00
7620 - Meeting programs					
8200 - Admin and General	48.00	2,500.00	16,354.38	17,500.00	30,000.00
8202 - Accounting	600.00	1,250.00	10,400.00	8,750.00	15,000.00
8203 - Rent	5,740.36	5,130.00	43,422.66	36,910.00	61,560.00
8204 - Software	34.00	166.67	1,488.86	1,166.69	2,000.00
8206 - Hardware	0.00	333.33	4,131.38	2,333.31	4,000.00
8210 - Technology Repair & Maintenance	0.00	1,166.67	1,650.48	8,166.69	14,000.00
8214 - Bank Service Charges	42.95	83.33	263.70	583.35	1,000.00
8214.1 - Bank Fees - Square	7.16		69.60		
8218 - Cash Over/Short	-32.19		120.72		
8225 - Board Expenses	1,659.43	1,083.33	11,255.03	7,583.35	13,000.00
8226 - Leased Equipment	416.74	416.67	2,463.17	2,916.69	5,000.00
8230 - Dues/Subscriptions/Memberships	290.60	1,333.33	4,542.14	9,333.35	16,000.00
8234 - Insurance	-238.32	1,000.00	6,444.96	7,000.00	12,000.00
8238 - Utilities	140.52	375.00	2,428.09	2,625.00	4,500.00
8239 - Janitorial / Cleaning	0.00	0.00	0.00	0.00	0.00
8242 - Legal	0.00	416.67	240.00	2,916.69	5,000.00
8244 - Janitorial/Cleaning	404.00	433.33	3,430.00	3,033.35	5,200.00
8245 - Retirement Plan Fees/Admin	0.00	183.33	1,281.36	1,283.35	2,200.00
8247 - Office Supplies	1,116.67	458.33	2,803.54	3,206.35	5,600.00
8248 - Postage and Delivery	100.00	333.33	3,492.58	2,433.35	4,000.00
8250 - Storage	196.75	195.83	1,180.50	1,370.85	2,350.00
8251 - Misc. Office General	260.13	375.00	1,680.65	2,625.00	4,500.00
8282 - Travel & Meetings					
8282.10 - Professional Development	1,115.14	833.33	4,331.04	5,833.35	10,000.00
8282.11 - EL Hosted Events	0.00	166.67	206.05	1,166.69	2,000.00
8282.12 - Staff Travel	39.59	500.00	3,979.12	3,500.00	8,000.00
8282.13 - Meetings	112.94	250.00	774.77	1,750.00	3,000.00
8282.14 - Staff Employee Benefits	245.01	166.67	1,224.08	1,166.69	2,000.00
Total 8282 - Travel & Meetings	1,513.58	1,916.67	10,515.06	13,416.73	23,000.00
8283 - Telephone/Internet	1,211.20	958.33	8,572.62	6,708.35	11,500.00
Total 8200 - Admin and General	13,423.58	17,609.15	121,888.34	123,264.45	211,310.00
8252 - Storage	0.00		196.75		
Total Expense	84,546.14	109,000.00	681,687.00	763,000.68	1,308,000.00
Net Ordinary Income	-82,902.51	-0.01	3,688.58	-0.63	0.00
Other Income/Expense					
Other Income					
9020 - Interest Income	1,073.18		5,914.63		
Total Other Income	1,073.18		5,914.63		

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08/16/23

Accrual Basis

EXPLORE LAWRENCE INC  
Profit & Loss Budget Performance  
July 2023

	Jul 23	Budget	Jan - Jul 23	YTD Budget	Annual Budget
Other Expense					
9510 - Depreciation	446.56		3,125.92		
Total Other Expense	446.56		3,125.92		
Net Other Income	626.62		788.91		
Net Income	-82,275.89	-0.01	4,477.50	-0.63	0.00



# JULY 2023 MARKETING REPORT

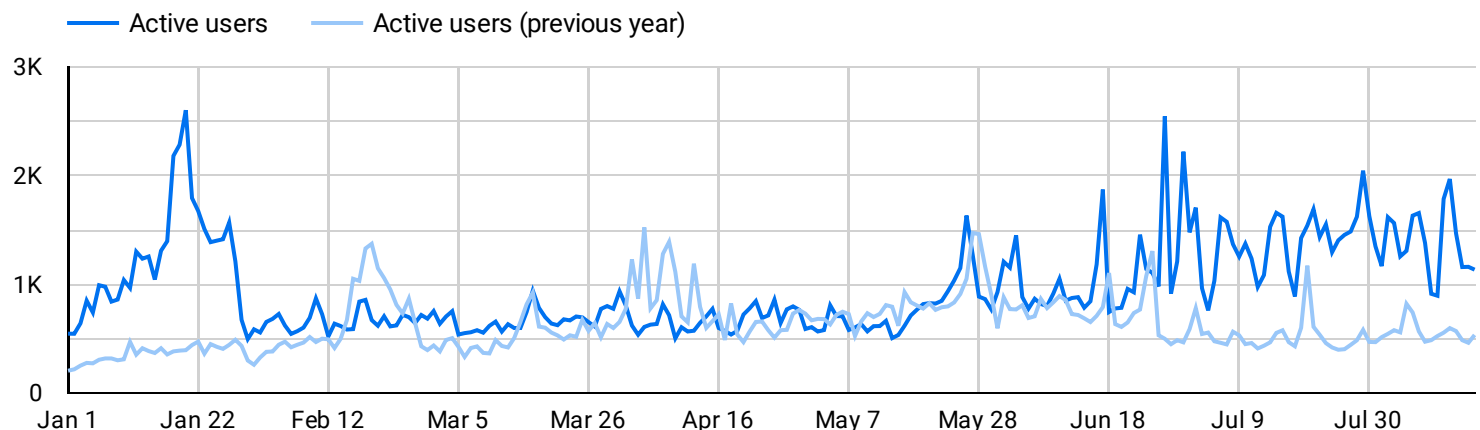
## JULY MARKETING SUMMARY

In July our marketing message focused on our Passports Program, especially the Lawrence Summer of Fun pass., Final Fridays, Live Music, and Sporting KC II. The Lawrence Summer of Fun Pass had a fantastic month with nearly 500 check-ins at our partner locations. Digital Display campaigns are running for Live Music, The Kaw Valley Craft Pass, the Summer of Fun Pass, and Final Fridays. We paused our Belgian Waffle Ride ads due to the controversy surrounding the race categories. New blogs include live music, History blog about the Lawrence Arms Race, Come for Final Friday, stay for the Weekend, and Sporting KC II. Our website traffic and engagement was up significantly over last year and last month.

**It's been a privilege serving as Director of Marketing & Communications. Thank you for your support! - Andrea Johnson**  
**EXPLORELAWRENCE.COM**

Total website users for July were 40,287, 186.4% more than the same period last year and a 34.8% increase over last month. 37,871 of the users in July this year were first-time visitors to the site. Each user averaged 11.25 "events" on the site (up 7.2% from last year), including page views, scrolls, link clicks, video views, etc. There were 5,801 partner referrals from our website to our partners' sites in July. Page views were up 92% over last year, with 130,751. The most viewed content in July was the Lawrence Summer of Fun Pass, Events Calendar, Kaw Valley Craft Pass, Restaurant Listings, and Home Page.

Total users	New users	Event count	Event count per user	Views
40,287	37,871	448,995	11.25	130,751
↑ 186.4%	↑ 185.2%	↑ 204.2%	↑ 7.2%	↑ 92.0%

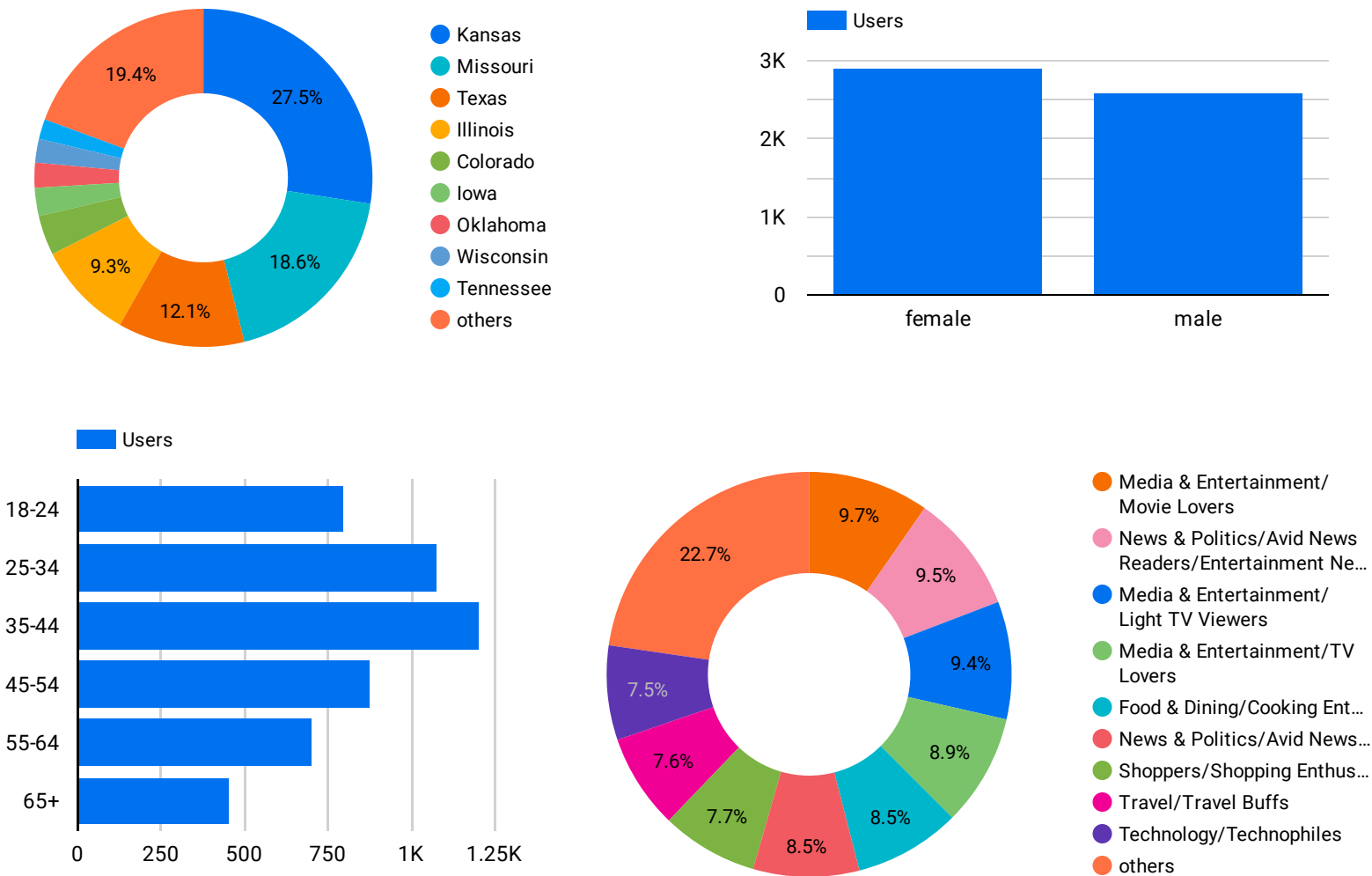


Event name ▾	Event count	% Δ
view_search_results	181	38.2% ↑
view_item	158	-
video_start	135	-16.1%...
video_progress	221	-53.0%...
video_complete	17	-79.3%...
vg_request	78	-
user_engagement	31,364	-3.1% ↓
session_start	51,436	177.3...
scroll	124,982	1,040....
purchase_referral	123	-

Page title	Views ▾	% Δ
Lawrence Summer of Fun Pass	26,764	-
Events Calendar - Unmistakably Lawr...	20,198	18.5...
Kaw Valley Craft Pass	9,137	-
Eat - Unmistakably Lawrence	6,127	10.8...
Explore - Unmistakably Lawrence	4,351	53.4...
Belgian Waffle Ride Kansas	3,233	-
(not set)	3,079	-
Kiddos - Unmistakably Lawrence	2,327	0.0%
Concerts & Live Music	2,326	45.7...
Shop - Unmistakably Lawrence	2,180	0.6% ↑

EXPLORELAWRENCE.COM USERS

In July, the states users visited explorelawrence.com the most from were Kansas, Missouri, Texas, Illinois, and Colorado. There were more female than male users. The majority of users were between the ages of 25-54, although we do seem to be seeing an uptick in users ages 18-24. Users share interests in news, movies, TV, cooking, travel, technology, and shopping.



EXPLORELAWRENCE.COM ACQUISITION

The leading traffic channels were paid search, organic search, direct traffic, organic social, and referral traffic. The top traffic sources were Google, Facebook, stackadapt, kuathletics.com, Bing, and ku.edu. It's encouraging to see the increase in organic traffic by over 40% compared to last year. Our increase in Paid Search budget is working with a 159% increase over this time last year.

Session default channel grou...	Sessions ▾	% Δ	Session source	Sessions ▾	% Δ
Paid Search	23,875	1,047....	google	41,193	212.6...
Organic Search	18,070	55.2%...	(direct)	4,218	70.8...
Direct	4,218	70.8%...	facebook.com	1,186	-9.4%...
Organic Social	2,906	90.3%...	m.facebook.com	735	698.9...
Referral	1,401	184.8...	stackadapt	590	-
Display	1,044	11,50...	kuathletics.com	485	48,40...
Email	255	54.5%...	gdn	454	22,60...
Unassigned	194	-52.1...	bing	392	39.0...
Organic Video	2	-33.3...	ku.edu	315	854.5...
			fb	306	1,430...

SOCIAL MEDIA

July's social media activity on Twitter, Instagram, TikTok, YouTube, and Facebook resulted in 227 new fans, 513,304 impressions, 14,017 post engagements, and 4,177 video views. Popular content included Float Local Friday, Summer of Fun store pets, Summer Fest, Tad's Shaved Ice, and Final Fridays.

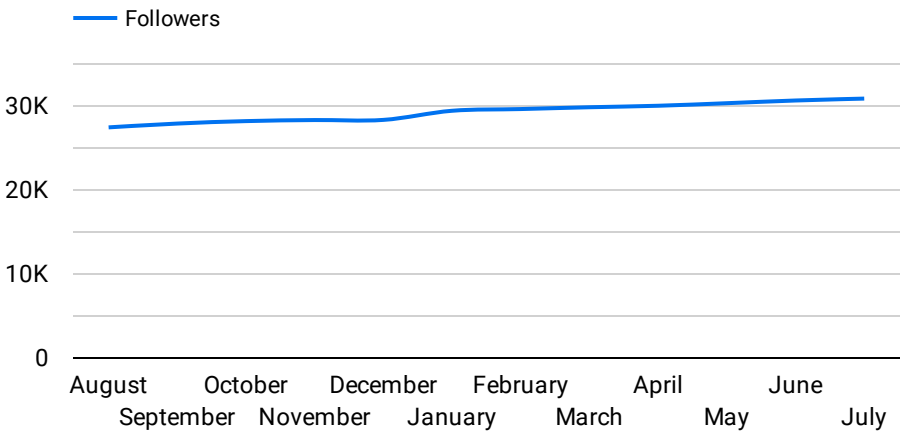
Platform	Impressions ⓘ ...	Engagements...	Video Views	New Followers
Facebook	372,997	11,479	618	82
Instagram	133,221	2,351	1,988	121
Twitter	5,533	126	18	0
TikTok	982	53	982	22
YouTube	571	8	571	2

Impressions  
513,304

Engagements  
14,017

Video Views  
4,177

New Followers  
227



YOUTUBE

Top videos in July on the eXplore Lawrence YouTube Channel were our full Vibe Video, Eagle Bend Golf Course, Why Lawrence? videos featuring Willow, Shiloh, and Christina Haswood, and No Free Lunches at Ladybird Diner, Downtown Shotput. These were all organic video views.

Video Title	Views ▾	% Δ
Why Lawrence? Willow at RPG	53	960.0% 📈
Welcome to Unmistakably Lawrence, Kansas	51	-57.1% 📉
Why Lawrence? Shiloh "Shy" at Haskell Memorial ...	38	35.7% 📈
Eagle Bend Public Golf Course in Lawrence, Kansas	37	5.7% 📈
Why Lawrence? Christina at Haskell Indian Nation...	28	3.7% 📈
Welcome to Unmistakably Lawrence, Kansas :30	21	16.7% 📈
2016 Downtown Men's Olympic Shot Put HD	17	112.5% 📈
The Cradle of Basketball HD	15	7.1% 📈
No Free Lunches at Ladybird Diner: Breakfast	15	200.0% 📈
Climb Lawrence Video Tour	14	7.7% 📈

ENEWS

The July leisure e-blast was sent to 4,715 recipients. 2,912 recipients opened the email, and there were 373 clicks on links within the email. The most popular content was Summer of Fun Pass, Live Music, Kaw Valley Craft Pass, Float Local Fridays, Events Calendar, and Douglas County Fair

Recipients  
4,715

Opens  
2,912

Clicks  
373

Link	Clicks ▾
Summer of Fun Pass	56
Live Music	51
Kaw Valley Craft Pass	46
Float Local Fridays	42
Events Calendar	29
Douglas County Fair	27
Prairie Pour Tour	27
Lawrence Farmers Market	20
Lawrence City Band	17

EARNED MEDIA

eXplore Lawrence is using Meltwater to monitor tourism-related mentions in the news. In July, there we captured 174 media mentions about Lawrence as a destination and its visitor assets, with a potential reach of 784 million. The top sources based on reach were Yahoo News, the Kansas City Star, Yahoo! Sports, and WIBW-TV. The Lawrence Journal-World produced the most number of mentions. Top stories covered sites like Leeway Franks, The DeBruce Center, Downtown Lawrence, our BBQ Restaurants, KU Natural History Museum and Clinton Lake.

Mentions  
168

Potential Reach  
784,000,000

Publication	Reach ▾
1. Yahoo News	300,000,000
2. Kansas City Star	17,400,000
3. Kansas City Star Prem...	17,400,000
4. Yahoo Sports	10,300,000
5. WIBW-TV	3,190,000

Top Lawrence Locations Ment...	Count ▾
1. Lawrence	124
2. Kansas	92
3. University of Kansas	44

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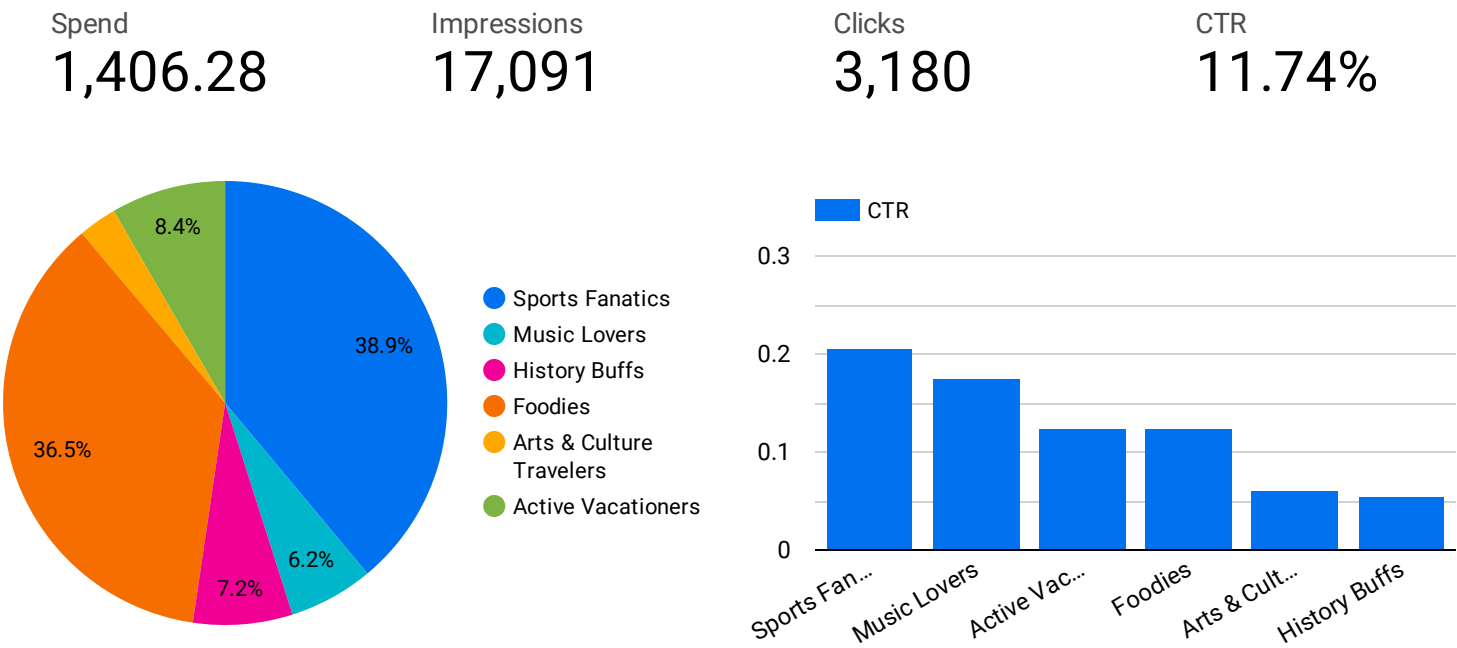
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Article	Source	Mentions	Reach ▾	Social Echo
1. The Best Hot Dog Joint in Every St...	msn.com	Leeway Franks	171,000,000	335
2. KU hoops' Larry Hare talks uniform...	Yahoo! News ...	DeBruce Center	60,100,000	0
3. The 8 Best Places to Live in Kansas	SFGate + 2 m...	Massachusetts Street	12,800,000	0
4. Best College Towns In Kansas	World Atlas	Pendleton's, Clinton Lake, Clinton St...	4,130,000	2
5. Kansas Jayhawks basketball prog...	The Kansas C...	Allen Fieldhouse	2,180,000	28
6. Sweeping Promises Make a Punk ...	Yahoo! News ...	Downtown Lawrence, Love Garden S...	1,920,000	3
7. New Big 12 traditions for Cincinnat...	Cincinnati En...	Stanley James Smokehouse, Biemer...	1,770,000	1
8. KU Natural History Museum to hos...	WIBW-TV	KU Natural History Museum	638,000	1
9. This Lawrence, Kansas, gathering s...	Kansas Reflec...	Downtown Lawrence, RPG	248,000	38

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SEARCH ENGINE MARKETING

·We have been pleased to see that the purchase conversion for the summer passes pull through to GA4. Most of the Google paid traffic reached the summer pass page.



SOCIAL MEDIA ADVERTISING

Ads on Facebook and Instagram promoted Summertime Birding, St. John's Mexican Fiesta, Final Fridays, No Free Lunches - Breweries, Mid Summer Night on Mass, Lawrence Summer of Fun Pass, Lawrence Pride, and live music. These ads resulted in 419,124 impressions and 98,349 results, including link clicks, reach, and landing page views.

Campaign ▾	Impressions	Results	Results Rate	Cost Per Res...
Post: "Summertime—and the birding is easy. In honor of..."	22,057	387	1.75%	\$0.23
Post: ""Ah, summer nights in Lawrence. It's almost..."	22,506	273	1.21%	\$0.37
Lawrence Summer of Fun - Traveling Parents	8,925	82	0.92%	\$0.55
Lawrence Summer of Fun - Locals & Daytrippers	61,997	486	0.78%	\$0.56
Kaw Valley Craft Pass - July-August - Winery Interest	48,261	380	0.79%	\$0.35
Kaw Valley Craft Pass - July-August - Brewery Interest	98,578	806	0.82%	\$0.38

LAWRENCE PASSPORTS

In July, the Kaw Valley Craft Pass had 150 new pass sign-ups, 62 check-ins, 7 offer redemption. 89 new pass holders opted-in to our emails. The Lawrence Summer of Fun Pass had 150 new pass sign-ups, 489 check-ins, 15 offer redemptions, and 124 email opt-ins. The Summer of Fun pass is set to conclude at the end of August.

Pass ▾	Pass Sign-ups	Check-ins	Offer Redemptions	Email Opt-ins
1.. Summer of Fun Pass	189	489	15	124
2.. Kaw Valley Craft Pass	150	62	7	89

## DIGITAL DISPLAY ADVERTISING

### Summer of Fun Pass GDN:

- This campaign continues to perform well. Last month, CTR increased 28% over June and remains higher than the Google Display average of 0.46%.
- CPC decreased by 46% and remains well below the Google Display average of \$0.63.
- The individual ad sizes performed similarly to June; the 320x50 size again delivered the most impressions and clicks, while the 1024x768 size delivered the highest CTR (improving 21% to an even more impressive 6.64%).

### Belgian Waffle Ride:

#### GDN

- Performance on the BWR Google Display campaign improved tremendously. Spend was a little lower than June but impressions and clicks were both up.
- CTR increased an astonishing 729%! It remains well above the Google Display average.
- Individual ad sizes performed a little differently in July: 320x480 delivered the most impressions and clicks, while 300x600 had the highest CTR and improved 285%.

#### StackAdapt

- Our ad frequency remains really high here, dragging down our CTR to 0.11%
- We've turned ads off until we're able to rebuild the geo-fencing audiences as gravel racing in the midwest picks back up again in mid-August; Ads will go live again on 8/14.

### Kaw Valley Craft Pass

#### GDN

- This campaign also showed great improvement from an already high-performing display campaign. CTR increased 276% to 8.42%. This CTR, as well as the Belgian Waffle Ride campaign CTR, delivered Search-level click-through-rate numbers (average CTR for Google Search is 6.11%, while the Display average is 0.46%).
- CPC dropped 63% and remains far below the Google Display average of \$0.63.
- Ad size performance was in line with the Belgian Waffle Ride Display campaign: 320x480 delivered the most impressions and clicks, while 300x600 had the highest CTR.

#### StackAdapt

- The Stackadapt geo-fencing placements wrapped up in July finishing strong with a 0.26% CTR (much higher than last month's 0.09%)
- The bulk of the budget went into the KC & Wichita markets, generating the highest number of impressions (125,212 impressions with a 0.22% CTR) in KC and Wichita following at 54,186 impressions and a 0.26% CTR (the highest of all targets)
- Time on site from the Stackadapt visitors actually out-performed the GDN visitors with them staying 28% longer, but the cost per visit is higher through the Stackadapt placements

### Final Fridays

- This was the first full month we were able to promote Final Fridays
- We served nearly 140,000 ad impressions and generated a CTR of 0.11% - about average for a geofencing campaign.
- Campaign traffic spent 1:14 on the website
- The bulk of the ad spend was in the KC & Omaha markets. We served 84,500+ impressions in KC with a 0.12% CTR. We served a little over 30,000 impressions in Omaha, but our CTR was only 0.08%.
- Overall our geo-fencing collected around 6,500 devices that we targeted in July.

### Live Music

- This campaign launched in late July but is off to a great start.
- The audio ad has been listened to in completion 23,167 times already with a completion rate of 93.96%.
- The display retargeting component of this campaign has a 0.13% CTR – really solid for retargeting! It generated 30 ad clicks and sent 22 new users to the website where they've spent an average of more than 2 minutes on the site!

	Campaign	Impressions	Clicks	CTR	CPC
1.	Summer of Fun	2,696,235	21,505	0.78	0.21
2.	Kaw Valley Craft Pass	362,711	16,971	4.68	0.16
3.	Belgian Waffle Ride	225,000	18,805	4.65	0.16
4.	Final Fridays	139,838	155	0.11	6.5
5.	Live Music Retargeting	22,315	30	0.13	5.42
6.	Live Music Streaming ...	22,315	null	null	7.29



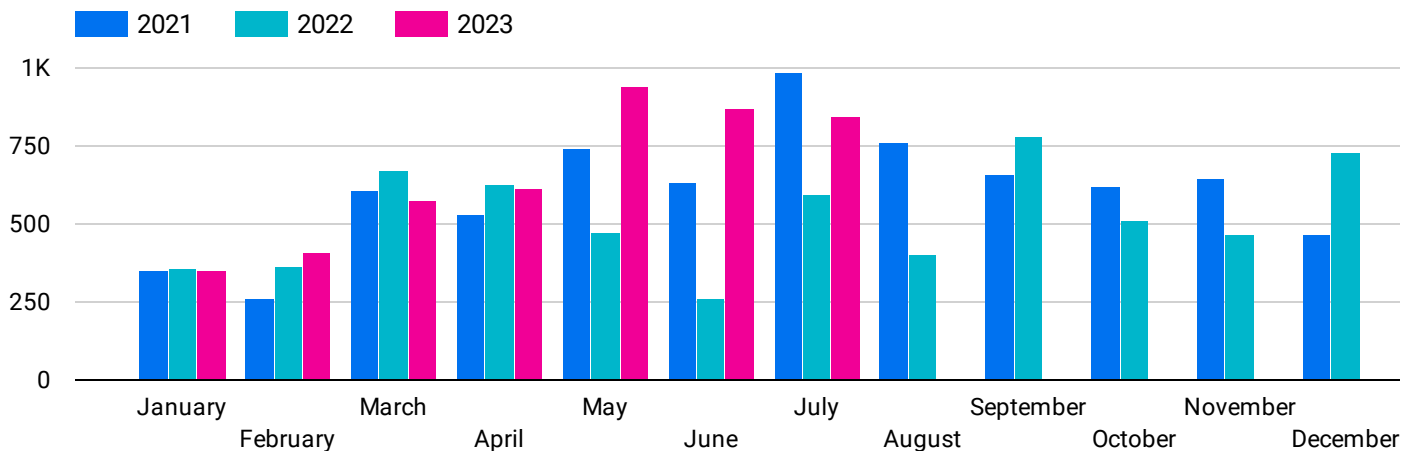


# JUNE 2023 VISITOR CENTER REPORT

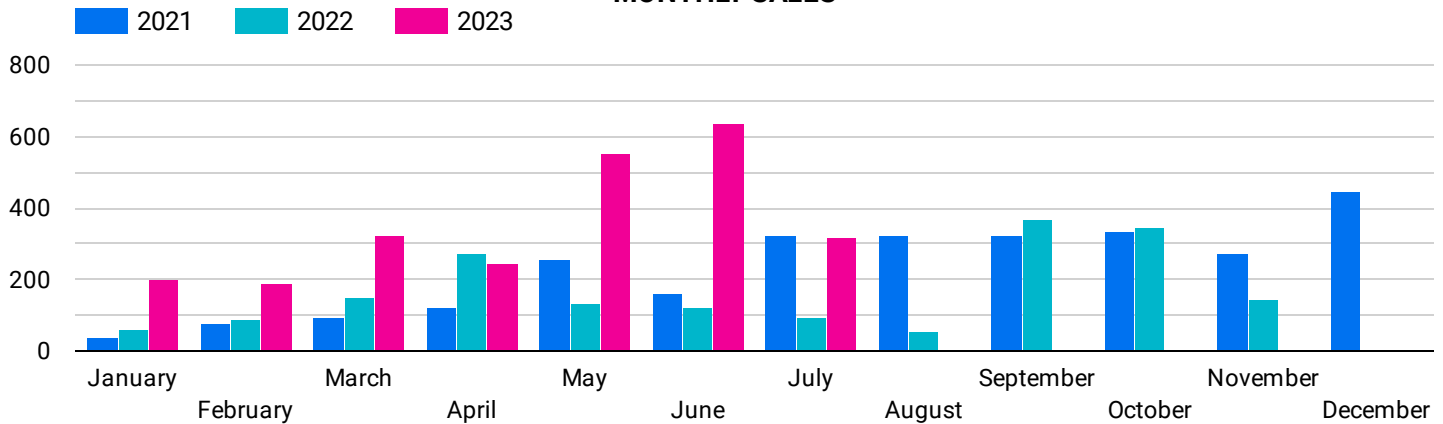
## JULY VISITOR CENTER SUMMARY

For July, our visitor count decreased only slightly compared to our numbers in June. There were not many major downtown events scheduled in July compared to previous months. This may account for the decrease in visitors. However, the day after a major storm, when parts of town were still without electricity, was a situation that created a swarm of downtown visitors. The Visitor Center had 110 visitors in one day. Our featured Final Fridays artists, Roura Young and Heather Duris, will display their "Kansas Perspective" exhibit through the month of August. Sales have cooled this month to a total of \$319. Postcards continue to be our top-selling item followed by stickers and magnets for last month.

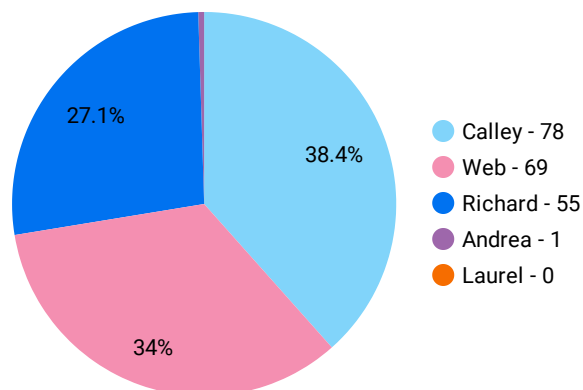
## VISITORS CENTER WALK-INS



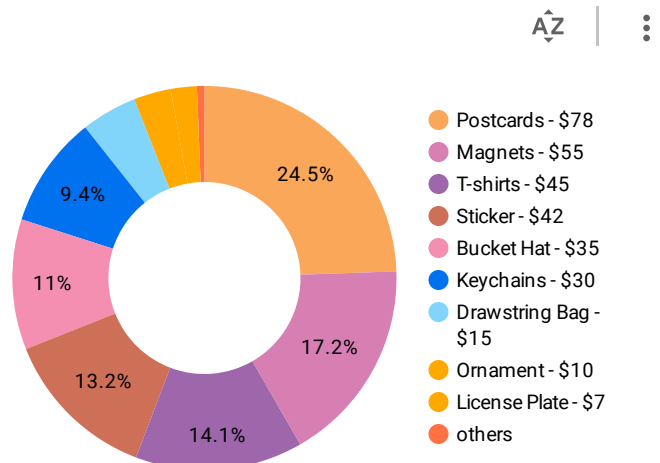
## MONTHLY SALES



## CALENDAR OF EVENT ENTRIES



## PRODUCT SALES

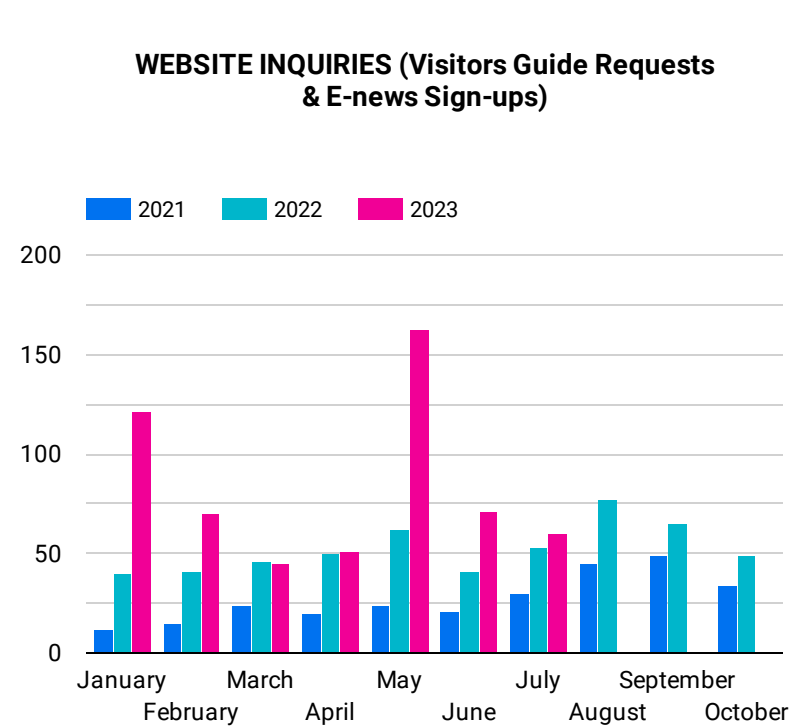


## VISITORS CENTER PARTNER REFERRALS

	Account Name	July ▾
1.	KU Natural History Museum	9
2.	Haskell Cultural Center	7
3.	Watkins Museum of History	5
4.	DeBruce	5
5.	Free State Brewery	5
6.	The Burger Stand	4
7.	Phoenix Gallery	3
8.	Clinton Lake	3
9.	Black Stag Brewery	3
10.	Spencer Museum of Art	3
11.	The Oread	2
12.	Baker Wetlands	2
13.	Stripped Cow	2
14.	Papa Keno's Pizzeria	2
15.	Wakarusa River Valley Museum	1
16.	Art Love Collective	1
17.	Biemer's BBQ	1
18.	Bigg's BBQ	1
19.	Prairie Park Nature Center	1
20.	Tru by Hilton	1
21.	Terrebonne	1
22.	Sylas & Maddy's	1
23.	The Mad Greek	1
24.	Stanley James Smokehouse	1
25.	Noodles & Company	1
26.	Wonder Fair	1
27.	Ruff House Paperie	1
28.	Rudy's Pizzeria	1
29.	River Rat Print and Skate	1

WEBSITE INQUIRIES

The Visitors Center fulfills requests for Visitors Guides that come through the website. There were 71 website inquiries for Visitors Guides and e-newsletter sign-ups in June. Visitors are asked about their interests when they request information. The most popular interests in June were Events, Arts & Culture, Food, History, and Shopping.



WEBSITE INQUIRIES - INTERESTS

	Interest	Count
1.	Events	46
2.	Arts/Culture	46
3.	Food	43
4.	History	40
5.	Shopping	36
6.	Family	34
7.	Wellness	33
8.	Recreation	32
9.	Basketball	30
10.	Agri-Tourism	30
11.	Haunted	28
12.	Universities	27

1 - 12 / 12

GROUP ORDERS

The Visitors Center is currently fulfilling requests for materials for groups. We serviced 11 groups, events, and hotels in June with 702 Visitors Guides, six map pads, 35 stickers, 975 pens, 210 notepads, 470 bags, 295 hand sanitizers, and 105 walking tour brochures.

GROUP ORDERS FULFILLED

Client	Visitors Guides	UL Map Pad	Stickers	Pens	Notepads	Bags	Tour Brochures	Hand Sanitizers
1. KU Alumni Association	500	0	0	0	0	0	0	0
2. The Achievement and Assessment Institute ...	50	0	0	50	50	50	0	0
3. Country Inn & Suites	0	3	0	0	0	0	0	0
4. Freedom's Frontier National Heritage Area	0	0	0	50	50	0	0	0
5. DoubleTree by Hilton	0	2	0	0	0	0	0	0

1 - 5 / 5

## Board Report for June 2023

### GOALS

- Currently sitting at 59 of 65 (Goal) for YTD – 91%
- Currently sitting at 3 million of 3 million (Goal) for YTD – 100

### Laura out and about

- Sporting KC – Lauren Stipp tour of Lawrence / Lunch
- Visit KC – Becky Harsh – Lunch and Meeting – FIFA
- City of Lawrence – Brad Harrell – New Downtown Parking policy
- KUH – Touch base meeting with KU Endowment – The Crossing
- Historic Tour with Bob Dinsdale and Travel writers – Downtown
- Assisted with CUSP Conference on campus and downtown
- Sporting KC – FIFA Meeting
- Trained – Huddle Up
- Met weekly with KUH regarding current RFP's

### June Events Serviced by eXplore Lawrence

- NE Bee Keepers Conference – Lawrence Fairgrounds
- Prince Hall – Double Tree
- Restorative Justice Conference – Haskell University
- AAMG – KU Campus and Spencer
- CUSP Conference – KU Campus and Downtown
- Varsity Spirit – Double Tree

### LARGE FUTURE EVENTS – Work in progress (not reflected in totals)

- FIFA World Cup 2026
- KCAC Future Events
  - Bowling 2024 and 2025
  - Cross Country 2024 and 2025
  - Women's Wrestling 2025 and 2026
  - Men's Wrestling 2025 and 2026

**UPCOMING : Laura on the road (Conferences attending)**

Connect Marketplace Conf - Minneapolis MN	August 21 – 25	EL and KUH
S.P.O.R.T.S. Relationship Conf - South Bend IN	September 10 – 14	
Small Market Meeting Conf - Cedar Rapids IA	September 25 – 30	EL and KUH
TEAMS Conference - Palm Dessert FL	October 1 – 5	EL and KUH
TIAK Conference - Dodge City KS	October 15 – 18	

**eXplore Lawrence**  
**2023 Strategic Plan Action Plan**

Blue = Objective Benchmark  
Green = Actual Number Achieved

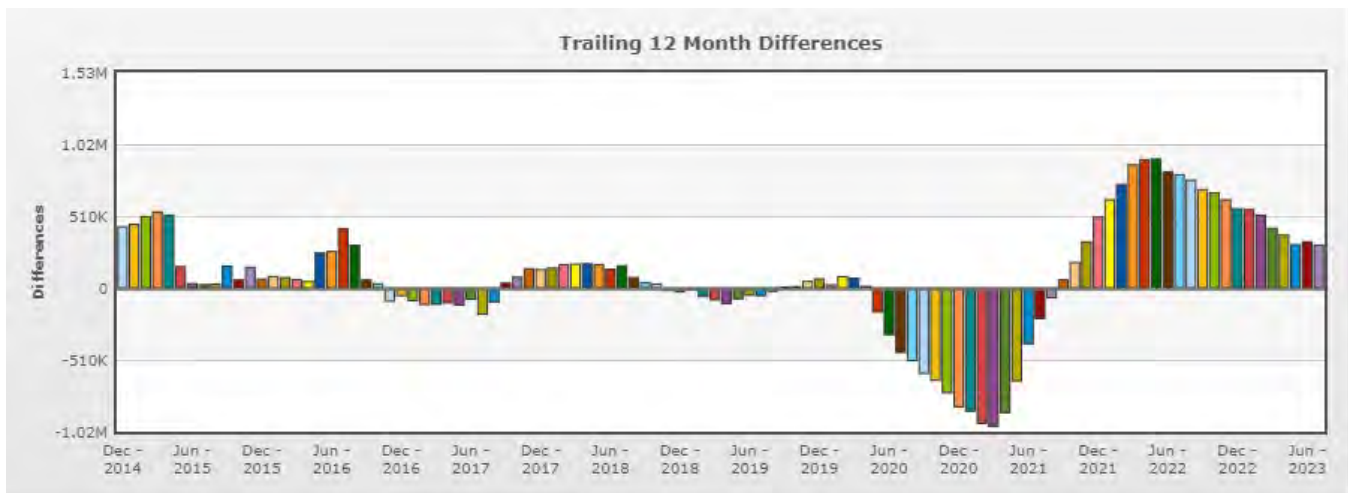
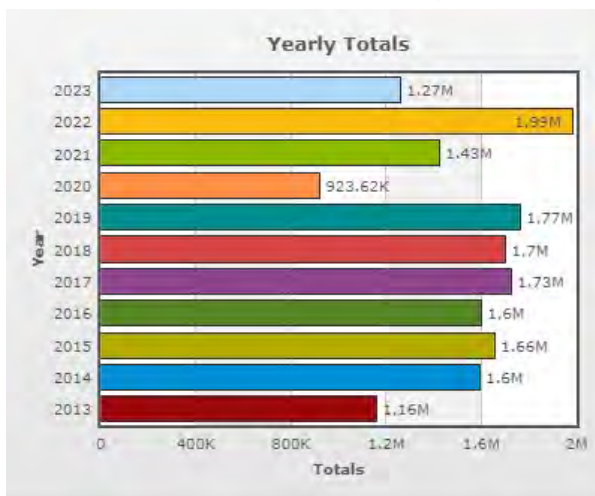
Goal 1: SALES	Owner	Due Date	Notes				
1.1) Research other similarly-sized regional communities and university towns to	Sales Director	12/31/2023	2023 Sales incentives approved by BOD. Laura is deploying them as ne				
1.2) Develop a Lawrence event-organizer "Cheat Sheet," including venue/event	Sales Director	12/31/2023					
1.3) Reverse prospect group and event sales by leveraging local connections to	Sales Director	KU & HU=					
1.4) Develop and implement a plan to incentivize group bookings based on the	Sales Director	Developed =					
1.5) Develop and implement an incentive program for individual	Sales Director	Developed =					
1.6) Support eXplore Lawrence staff in attending 1 new tourism conference, trade	Executive Director	12/31 annually					
1.7) Feature the Director of Sales as a key community resource and recruit, train,	Executive Director	12/31/2023					
Goal 1: SALES Objectives	Starting	FY2023	FY2024	FY2025	FY 2026	FY 2027	
Increase visitor spending on lodging to 100% of 2017 levels by the end of FY 2024	2017 = \$46.7		\$46,700,000	\$49,035,000	\$51,486,750	\$54,061,088	As measured by Tourism Economics report
Increase the number of hotel nights booked as a result of group/business events							
Increase the number of hotel nights booked on Sunday-Thursdays by 3% per year							
Increase the number of leads generated through the proactive work of eXplore							
Goal 2: MARKETING & COMMUNICATIONS	Owner	Due Date	Notes				
2.1) Create regional marketing campaigns focused on roadtrippers from major	Marketing Director	12/31/23 =	Regional Marketing campaigns are currently running or ready to				
2.2) Create a marketing campaign specifically aimed at attracting "bleisure"	Marketing Director	12/31/2024					
2.3) Collaborate with community partners to develop weekend events custom-	Marketing Director	12/31/2024	In 2023 eXplore Lawrence has made a proactive effort to support In 2023, we collaborated with Wineries and Breweries in Douglas				
2.4) Create specialized marketing campaigns for authentic, grassroots Lawrence	Marketing Director	12/31/2024					
2.5) Collaborate with diverse community partners to expand the passport program	Marketing Director	12/31/2024					
2.6) Use the new strategic plan to create an advocacy/marketing campaign for	Marketing Director	12/31/2025					
Goal 2: MARKETING & COMMUNICATIONS Objectives	Starting	FY2023	FY2024	FY2025	FY 2026	FY 2027	
Increase visitor spending in Douglas County to 2019 levels by the end of FY 2023	2019 =	\$263,600,000	\$276,780,000	\$290,619,000	\$305,149,950	\$320,407,448	As measured by Tourism Economics
Restore the share of direct jobs supported by Douglas County visitor activity to		2,792	2,932	3,078	3,232	3,394	Tourism Economics
Acquire 250,000 website users by the end of FY 2023 and increase by 5% annually		250,000	262,500	275,625	289,406	303,877	Google Analytics
Generate 225,000 Social Engagements by the end of FY 2023 and increase by 5%		225,000	236,250	248,063	260,466	273,489	Meltwater Analytics
Increase Social Follower Count to 32,500 by the end of FY 2023 and increase by 5%		32,500	34,125	35,831	37,623	39,504	Meltwater Analytics
Increase public recognition of eXplore Lawrence's organizational identity by 5% per	New.						
Goal 3: COMMUNITY PARTNERSHIPS	Owner	Due Date	Notes				
3.1) Expand strategic partnerships with key community organizations, including but not limited to the University of Kansas, Panasonic, and Uber, as demonstrated by collaborative projects and shared economy-building initiatives.	Sales Director & Executive Director	12/31/23 = KU					
		12/31/24 = Uber					
		12/31/25 = Panasonic					
3.2) Reestablish the arts and nonprofit roundtable sessions, including representatives from local attractions, nonprofit organizations, and community events, that meets monthly to discuss city-wide tourism goals and strategies.	Executive Director	12/31/2023	Lawrence Arts Roundtable restarted in March '23 with regular meeting				
3.3) Attend state legislature sessions and develop relationships with state	Executive Director	12/31/2023					
3.4) Convene an annual summit of tourism industry stakeholders in the region with	Executive Director	12/31/2025					
3.5) Incentivize engagement of hotel industry employees in monthly DOS meetings	Executive Director	12/31/2023					
Goal 3: COMMUNITY PARTNERSHIPS Objectives	Starting	FY2023	FY2024	FY2025	FY 2026	FY 2027	
Hold quarterly meetings with KU, Panasonic, and Uber starting in the third quarter	0 meetings						
Hold monthly arts and nonprofit roundtable meetings starting in the third quarter	0 meetings	Restarted arts roundtable March '23					
Have at least one meeting with a state legislature representative every quarter	1 x annually						
Convene first annual summit of tourism industry stakeholders in FY 2024 with an	New. List date of						
Increase regular attendance of hotel industry staff at eXplore Lawrence meetings	<50%						
Goal 4: FUNDING & ADVOCACY	Owner	Due Date	Notes				
4.1) Finalize a multi-year funding agreement with the City of Lawrence to	Executive Director	12/31/2023	This agreement has been approved by the BOD. Waiting for the 2023				
4.2) Identify and implement 1-2 additional revenue streams to diversify income	Executive Director	12/31/2024					
4.3) Develop and implement a plan to advocate for better and more transportation	Executive Director	Developed =					

4.4) Use eXplore Lawrence's 501(c)6 status and the strategic plan marketing campaign to share the role eXplore Lawrence plays in building the local and regional economy with government officials at the City, county, and state levels.	Executive Director and Marketing Director	12/31/2024					
<b>Goal 4: FUNDING &amp; ADVOCACY Objectives</b>	<b>Starting</b>	<b>FY2023</b>	<b>FY2024</b>	<b>FY2025</b>	<b>FY 2026</b>	<b>FY 2027</b>	
Solidify a multi-year funding agreement with the City of Lawrence by the end of FY	Year-Year Funding	In Progress					
Implement two new revenue streams for eXplore Lawrence by the end of FY 2024.	Predominantly TGT						
Establish one new transportation route for traveling to and from Lawrence, KS by	New						
Increase City, county, and state government officials' understanding of eXplore	New.						
<b>Goal 5: ORGANIZATIONAL HEALTH</b>	<b>Owner</b>	<b>Due Date</b>	<b>Notes</b>				
5.1) Develop an organizational chart, workflow processes document, and clear job	Executive Director	12/31/2023					
5.2) Expand eXplore Lawrence governing board from 7 members to at least 9 and up to 15 members by adding three additional seats—one for a restaurant representative, one for a retail representative, and one for a community nonprofit organization. Seats should be filled with the goal of increasing board diversity in the areas of race, gender, sexuality, age, disability, and economic status.	Executive Director and Board	12/31/2024					
5.3) Develop an eXplore Lawrence advisory board including representatives from	Executive Director	12/31/2025					
<b>Goal 5: ORGANIZATIONAL HEALTH Objectives</b>	<b>Starting</b>	<b>FY2023</b>	<b>FY2024</b>	<b>FY2025</b>	<b>FY 2026</b>	<b>FY 2027</b>	
Develop organizational chart, workflow processes document, and clear job	New.						
Expand eXplore Lawrence governing board from 7 members to 9 members by the	7 members						
Develop an eXplore Lawrence advisory board by the end of FY 2025.	New.						



Month	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	2022/2023 % change
January	75,379	65,431	73,828	101,382	93,738	98,184	118,323	95,446	41,690	111,162	174,977	57.41%
February	69,236	46,262	77,086	99,205	94,007	113,533	84,797	115,542	58,116	108,425	119,220	9.96%
March	80,486	71,663	95,280	105,298	116,791	132,019	123,763	103,118	61,061	158,537	162,399	2.44%
<b>Qtr 1</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>456,596</b>	<b>20.75%</b>
April	74,396	109,986	124,152	124,594	134,997	147,412	133,185	61,358	87,896	151,582	167,214	10.31%
May	123,298	308,157	126,642	147,762	152,491	152,041	184,797	37,870	116,471	199,887	217,061	8.59%
June	126,460	215,298	183,250	161,930	183,216	171,487	185,634	38,022	154,237	180,085	224,361	24.59%
<b>Qtr 2</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>608,636</b>	<b>14.50%</b>
July	151,194	97,830	37,085	138,574	133,188	152,087	168,245	58,308	127,254	174,977	200,428	14.55%
August	71,944	139,165	211,166	164,378	204,992	161,411	149,099	78,147	154,104	190,619	0	
September	83,284	95,602	235,022	128,957	155,957	148,506	170,578	102,374	161,468	154,860	0	
<b>Qtr 3</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>520,456</b>	<b>200,428</b>	<b>14.55%</b>
October	126,849	211,198	197,756	156,868	157,890	148,412	140,822	83,871	150,112	191,637	0	
November	88,763	88,345	177,325	142,512	167,915	147,600	164,907	93,603	167,993	193,553	0	
December	90,707	146,836	119,115	131,421	136,028	130,316	142,582	55,963	145,672	171,800	0	
<b>Qtr 4</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>556,990</b>	<b>0</b>	
<b>Year Totals:</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>1,987,124</b>	<b>1,265,660</b>	<b>16.69%</b>

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







# JULY 2023 LODGING REPORT

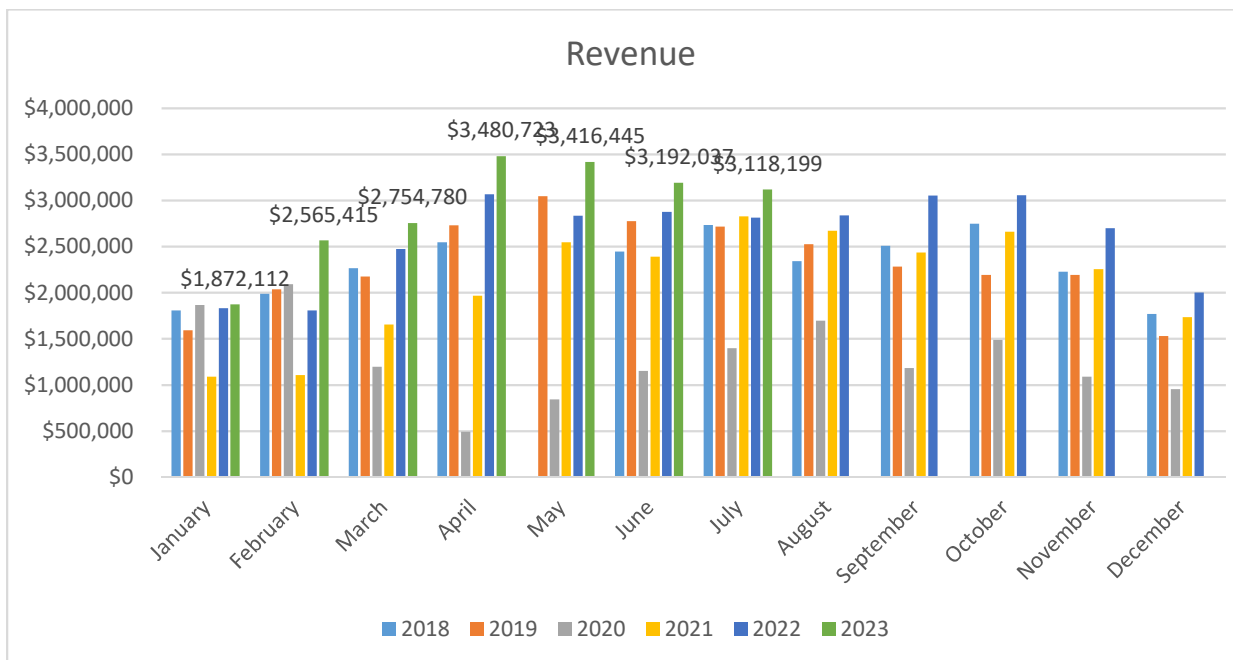
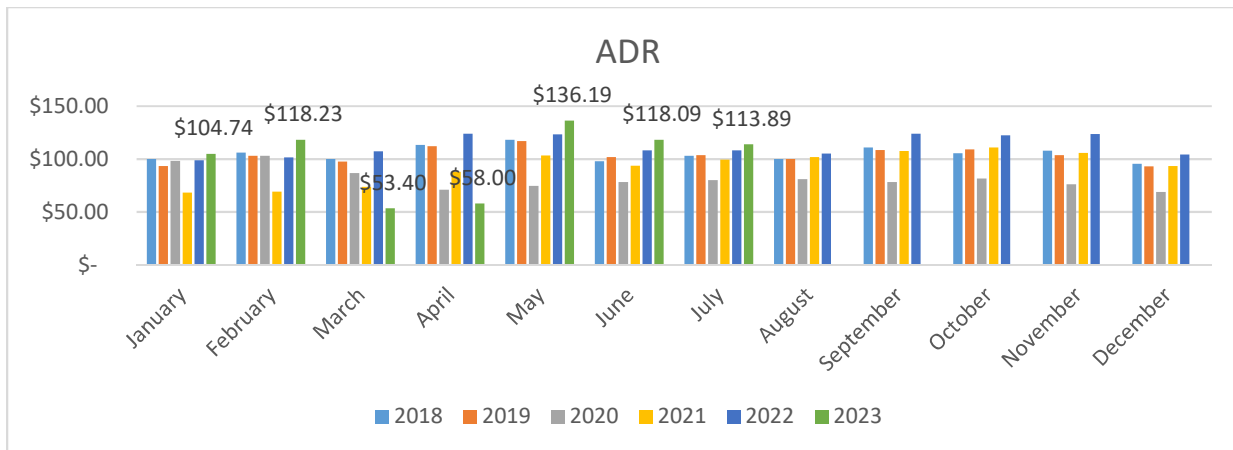
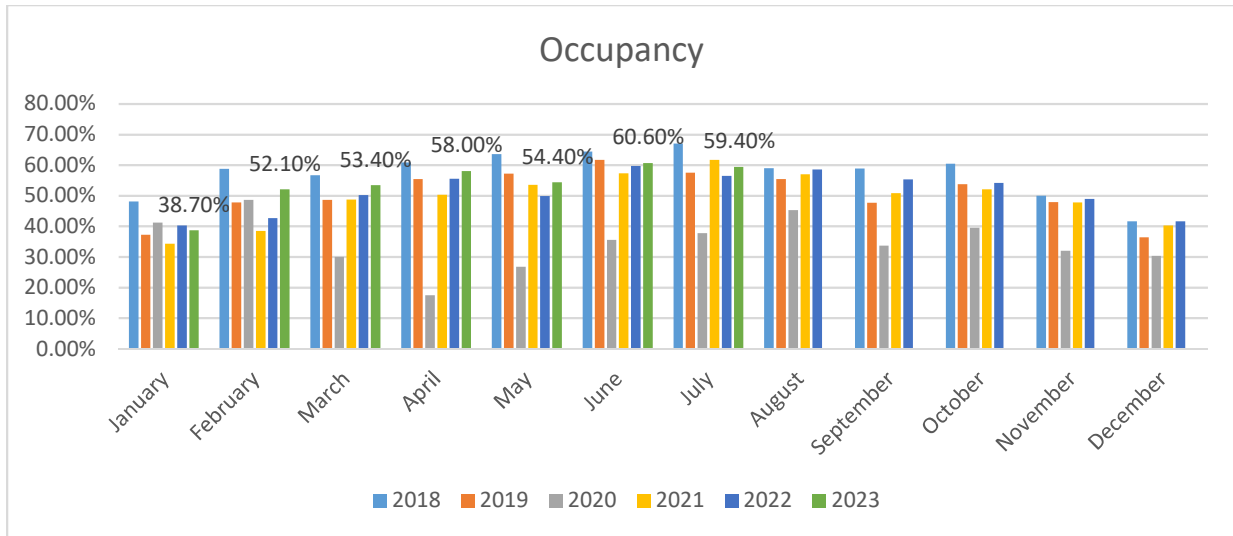
eXplore Lawrence has contracted with STR, Inc., a leading lodging industry research company, to provide monthly and annual lodging data for Lawrence, Kansas. The following report provides an analysis of the city.

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

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



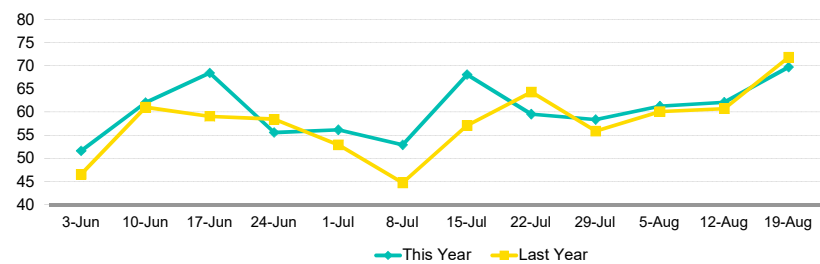
Year over Year comparison. For internal use only.



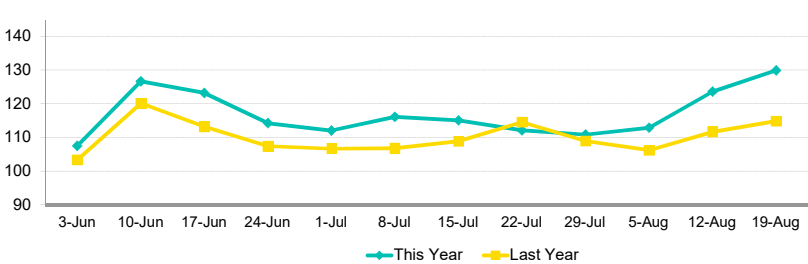
	Current Month - July 2023 vs July 2022												Year to Date - July 2023 vs July 2022												Participation			
	Occ %		ADR		RevPAR		Percent Change from July 2022						Occ %		ADR		RevPAR		Percent Change from YTD 2022						Properties		Rooms	
	2023	2022	2023	2022	2023	2022	Occ	ADR	RevPAR	Room Rev	Room Avail	Room Sold	2023	2022	2023	2022	2023	2022	Occ	ADR	RevPAR	Room Rev	Room Avail	Room Sold	Census	Sample	Census	Sample
Kansas State	61.2	61.3	106.43	99.53	65.08	61.02	-0.3	6.9	6.7	5.5	-1.0	-1.3	58.0	55.2	102.00	95.34	59.16	52.61	5.1	7.0	12.4	10.9	-1.4	3.6	713	437	48113	36946
Emporia, KS+	64.2	60.8	93.33	85.04	59.94	51.68	5.7	9.7	16.0	16.0	0.0	5.7	62.3	58.2	95.23	89.80	59.29	52.25	7.0	6.0	13.5	13.5	0.0	7.0	12	9	611	494
Lafayette, IN+	79.9	68.8	109.58	97.87	87.52	67.36	16.0	12.0	29.9	29.9	0.0	16.0	70.3	62.0	107.92	98.27	75.88	60.90	13.5	9.8	24.6	24.6	0.0	13.5	25	24	2234	2154
Lincoln, NE+	65.9	66.6	105.52	103.40	69.52	68.89	-1.1	2.1	0.9	2.9	2.0	0.8	56.2	57.9	104.59	98.30	58.76	56.89	-2.9	6.4	3.3	3.8	0.5	-2.5	66	50	5324	4543
Iowa City, IA+	65.1	63.3	121.78	114.50	79.33	72.48	2.9	6.4	9.5	9.7	0.2	3.2	54.9	51.4	121.71	115.41	66.82	59.33	6.8	5.5	12.6	12.9	0.2	7.1	12	10	1244	1120
Stillwater, OK+	36.7	48.2	90.28	89.12	33.15	42.91	-23.7	1.3	-22.7	-15.2	9.8	-16.2	46.3	48.6	102.22	98.68	47.33	47.96	-4.7	3.6	-1.3	4.3	5.7	0.7	19	15	1542	1359

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Weekly Occ (%) - Jun 03, 2023 to Aug 19, 2023



Weekly ADR - Jun 03, 2023 to Aug 19, 2023



		Su	Mo	Tu	We	Th	Fr	Sa	Su	Mo													Current Week										
Occupancy (%)	Jul	23	24	25	26	27	28	29	30	31	Aug	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	Current Week	Run 28	Run MTD
	This Year	44.8	59.3	63.3	61.4	64.2	57.9	58.0	43.7	61.9	63.2	65.3	58.2	66.7	70.0	41.3	50.7	55.2	55.9	60.0	83.6	88.2	53.7	65.7	72.6	82.8	84.9	70.3	58.3	69.7	62.9	65.6	
	Last Year	58.5	45.9	50.2	51.0	56.2	61.0	68.5	52.1	54.9	51.6	59.1	62.2	65.9	75.0	45.2	49.0	52.1	53.5	59.7	79.5	86.1	61.0	65.8	71.6	79.1	89.0	75.6	60.9	71.9	62.1	65.0	
	Percent Change	-23.3	29.1	26.0	20.4	14.1	-5.2	-15.3	-16.2	12.6	22.4	10.5	-6.4	1.2	-6.7	-8.7	3.5	5.9	4.4	0.6	5.2	2.5	-12.0	-0.2	1.3	4.7	-4.6	-7.0	-4.4	-2.9	1.2	0.9	
ADR	Jul	23	24	25	26	27	28	29	30	31	Aug	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	Current Week	Run 28	Run MTD
	This Year	107.59	106.13	107.24	107.54	107.86	117.26	122.27	97.52	99.84	102.52	102.13	102.38	136.85	139.17	98.27	97.79	100.19	101.44	104.00	155.71	161.91	104.61	108.74	114.95	131.73	149.60	155.68	133.29	129.90	119.76	124.47	
	Last Year	106.62	99.59	98.83	99.22	102.45	123.10	124.60	93.56	93.36	94.41	96.64	97.42	123.84	131.73	95.42	93.18	94.88	96.21	97.90	133.46	139.69	101.20	101.34	101.38	110.00	119.32	138.19	129.76	114.85	110.64	110.95	
	Percent Change	0.9	6.6	8.5	8.4	5.3	-4.7	-1.9	4.2	6.9	8.6	5.7	5.1	10.5	5.6	3.0	4.9	5.6	5.4	6.2	16.7	15.9	3.4	7.3	13.4	19.8	25.4	12.7	2.7	13.1	8.2	12.2	
RevPAR	Jul	23	24	25	26	27	28	29	30	31	Aug	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	Current Week	Run 28	Run MTD
	This Year	48.23	62.91	67.89	65.98	69.22	67.85	70.91	42.60	61.79	64.84	66.65	59.59	91.23	97.45	40.55	49.62	55.28	56.72	62.42	130.18	142.76	56.17	71.40	83.43	109.06	126.98	109.44	77.66	90.59	75.32	81.65	
	Last Year	62.32	45.74	49.65	50.58	57.60	75.10	85.34	48.76	51.30	48.76	57.07	60.55	81.56	98.82	43.12	45.68	49.45	51.51	58.41	106.05	120.22	61.74	66.67	72.64	86.96	106.14	104.41	79.08	82.52	68.76	72.16	
	Percent Change	-22.6	37.5	36.7	30.5	20.2	-9.7	-16.9	-12.6	20.5	33.0	16.8	-1.6	11.9	-1.4	-5.9	8.6	11.8	10.1	6.9	22.8	18.8	-9.0	7.1	14.9	25.4	19.6	4.8	-1.8	9.8	9.5	13.2	
Supply	Jul	23	24	25	26	27	28	29	30	31	Aug	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	Current Week	Run 28	Run MTD
	This Year	1,488	1,488	1,488	1,488	1,488	1,488	1,488	1,488	1,488	1,488	1,488	1,488	1,488	1,488	1,488	1,488	1,488	1,488	1,488	1,488	1,488	1,488	1,488	1,488	1,488	1,488	1,488	1,488	1,488	10,416	41,664	28,272
	Last Year	1,485	1,485	1,485	1,485	1,485	1,485	1,485	1,485	1,485	1,485	1,485	1,485	1,485	1,485	1,485	1,485	1,485	1,485	1,485	1,485	1,485	1,485	1,485	1,485	1,485	1,485	1,485	1,485	10,395	41,580	28,215	
	Percent Change	0.2	0.2	0.2	0.2	0.2	0.2	0.2	0.2	0.2	0.2	0.2	0.2	0.2	0.2	0.2	0.2	0.2	0.2	0.2	0.2	0.2	0.2	0.2	0.2	0.2	0.2	0.2	0.2	0.2	0.2	0.2	
Demand	Jul	23	24	25	26	27	28	29	30	31	Aug	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	Current Week	Run 28	Run MTD
	This Year	667	882	942	913	955	861	863	650	921	941	971	866	992	1,042	614	755	821	832	893	1,244	1,312	799	977	1,080	1,232	1,263	1,046	867	7,264	26,201	18,547	
	Last Year	868	682	746	757	835	906	1,017	774	816	767	877	923	978	1,114	671	728	774	795	886	1,180	1,278	906	977	1,064	1,174	1,321	1,122	905	7,469	25,841	18,351	
	Percent Change	-23.2	29.3	26.3	20.6	14.4	-5.0	-15.1	-16.0	12.9	22.7	10.7	-6.2	1.4	-6.5	-8.5	3.7	6.1	4.7	0.8	5.4	2.7	-11.8	0.0	1.5	4.9	-4.4	-6.8	-4.2	-2.7	1.4	1.1	
Revenue	Jul	23	24	25	26	27	28	29	30	31	Aug	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	Current Week	Run 28	Run MTD
	This Year	71,763	93,609	101,018	98,183	103,006	100,960	105,519	63,386	91,949	96,476	99,173	88,665	135,757	145,010	60,340	73,830	82,260	84,396	92,875	193,709	212,430	83,585	106,238	124,149	162,289	188,951	162,840	115,562	943,613	3,137,926	2,308,533	
	Last Year	92,544	67,921	73,731	75,112	85,542	111,525	126,723	72,412	76,182	72,411	84,749	89,918	121,119	146,744	64,027	67,837	73,437	76,488	86,737	157,488	178,522	91,691	99,005	107,864	129,140	157,617	155,045	117,436	857,798	2,858,965	2,036,020	
	Percent Change	-22.5	37.8	37.0	30.7	20.4	-9.5	-16.7	-12.5	20.7	33.2	17.0	-1.4	12.1	-1.2	-5.8	8.8	12.0	10.3	7.1	23.0	19.0	-8.8	7.3	15.1	25.7	19.9	5.0	-1.6	10.0	9.8	13.4	
Census %	Jul	23	24	25	26	27	28	29	30	31	Aug	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	Current Week	Run 28	Run MTD
	Census Props	19	19	19	19	19	19	19	19	19	19	19	19	19	19	19	19	19	19	19	19	19	19	19	19	19	19	19	19	19	19	19	
	Census Rooms	1,488	1,488	1,488	1,488	1,488	1,488	1,488	1,488	1,488	1,488	1,488	1,488	1,488	1,488	1,488	1,488	1,488	1,488	1,488	1,488	1,488	1,488	1,488	1,488	1,488	1,488	1,488	1,488	1,488	1,488		
	% Rooms Participants	93.5	93.5	93.5	93.5	93.5	93.5	93.5	93.5	93.5	93.5	93.5	93.5	93.5	93.5	93.5	93.5	93.5	93.5	93.5	93.5	93.5	93.5	93.5	93.5	88.0	93.5	93.5	93.5	93.5	93.5		

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## Kimberlee Anspach

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**From:** Kimberlee Anspach  
**Sent:** Monday, August 21, 2023 4:40 PM  
**To:** 'Marianne Remboldt'  
**Subject:** RE: Belgian Waffle Ride - Event Permit Concern

Good Afternoon Marianne,

Thank you for sharing your concerns regarding the Belgian Waffle Ride event permit. We appreciate your commitment to promoting inclusivity and supporting the LGBTQIA+ community in Lawrence. It's important to clarify that eXplore Lawrence is not directly involved in the permitting process for events in the city. Our role primarily revolves around promoting tourism and enhancing the visitor experience. However, we are more than willing to convey your concerns to our Board of Directors, which includes a city commissioner and the Director of Lawrence Parks and Recreation. Both individuals play integral roles in matters of city policy and community values.

Your insights into the recent changes in the Belgian Waffle Ride event's policies highlight a genuine concern for maintaining an inclusive and welcoming environment for everyone, regardless of gender identity. The misalignment between the event's new policy and the community's values, as reflected in the recent ordinance designating Lawrence as a Safe Haven from discrimination, is a valid point of discussion.

We recognize your efforts in engaging with the city commission and other stakeholders through a letter-writing campaign. Your advocacy amplifies the voices advocating for positive change in our community. We encourage you to continue these conversations, as your persistence contributes significantly to the ongoing dialogue on this issue.

While we do not hold direct authority over event permits, we assure you that our Board of Directors will thoughtfully consider your concerns. We are committed to fostering understanding and collaboration to address such matters.

Again, Thank you for sharing your perspective and dedication to improving Lawrence as an inclusive city. We appreciate your engagement and encourage you to continue to keep us informed.



**Kim Anspach** (she/her/hers)

**Executive Director**

**Email :** [kanspach@explorelawrence.com](mailto:kanspach@explorelawrence.com)

**Phone :** (785) 856-2389 | **Mobile :** (785) 393-4885

200 W 9<sup>th</sup> Street, Lawrence, KS 66044

[explorelawrence.com](http://explorelawrence.com)



**From:** Marianne

Remboldt <mgreboldt@gmail.com>

**Sent:** Wednesday, August 9, 2023 11:52 AM

**To:** Kimberlee Anspach <kanspach@explorelawrence.com>

**Subject:** Belgian Waffle Ride - Event Permit Concern

Kim Anspach,

**I am writing to ask eXplore Lawrence to act to prevent Belgian Waffle Ride from receiving their event permit for their bike event downtown due to discrimination against trans women and men.**

Until very recently, the event had two racing categories: men and women, and trans individuals were able to compete in the category most in line with their identity. However, following a single win by a transgender woman, the organizers almost immediately changed their policies to exclude her and others from competing in the field that aligns with their transitioned gender. Trans women and men can still participate, but only in a Gender Diverse category, which would not honor their identities as women or men.

**Lawrence, especially our downtown area, is a city that shows their support of the LGBTQIA community outwardly and enthusiastically. Hosting Belgian Waffle Ride in our city is in conflict with our values.**

In addition, the city commission recently approved an ordinance that designates Lawrence as a Safe Haven from discrimination and formalized its dedication to building an inclusive community. The ordinance does not directly protect trans women and men from discrimination in sport but it clearly outlines the values of our community which this new rule of the Belgian Waffle Ride does not align with.

**We ask eXplore Lawrence to encourage the city to deny the permit for Belgian Waffle Ride on the grounds of discrimination unless Monuments of Cycling admits their wrongdoing and adopts a more inclusive category policy.**

We have been in contact with the city commission through a letter writing campaign and know they are working with their DEI director and lawyers to review their options. We believe that support from eXplore Lawrence would strengthen our message. We would love to meet with you to talk about the impact of excluding trans women and men from events and to discuss how eXplore Lawrence can engage in this work.

Let us know if you are available for a discussion.

Thanks,

Marianne Remboldt, Hannah Glatte, and Laura Wagner



## ***Director of Marketing and Communications***

eXplore Lawrence  
Lawrence, KS

**Position Title:** Director of Marketing and Communications

**Company:** eXplore Lawrence

**Location:** Lawrence, KS

**Functional Area:** Marketing, Communications, Public Relations

**Reports to:** Exec. Director

**Employment type:** Full-time

**Education Required:** Four-year related degree ( or equivalent experience)

**Experience Required:** Five (5) years of progressively responsible experience in public relations, communications, marketing, or journalism is required.

**Hospitality or Tourism Industry experience is preferred.**

**Salary Range:** \$60,000 - \$69,000 / yr + bonuses

## **Explore Lawrence Mission & Vision**

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

**Vision:** eXplore Lawrence celebrates Lawrence and Douglas County as an unmistakable destination known for its unique identity, inclusive community, and unforgettable visitor experiences.

## **Marketing and Communications Mission**

eXplore Lawrence builds the tourism economy in Lawrence by increasing the number and diversity of visitors through innovative, creative, and welcoming marketing and communications strategies.

### **POSITION SUMMARY:**

Direct, develop, oversee, and manage all marketing, public relations, media, and communications efforts of eXplore Lawrence. Promote and create awareness of the City of Lawrence as a premier visitor and meeting destination to all aspects of the media, meeting planners, business, and leisure travelers. Serve as lead public relations liaison for eXplore Lawrence. Communicate the hospitality industry's importance, value, and economic impact and eXplore Lawrence's role to the local community.

### **ESSENTIAL DUTIES AND TASKS TO INCLUDE**

- A strong, visionary, out-of-the-box thinker with the ability to lead and inspire the marketing team to be highly effective and productive.
- Develop and oversee the implementation of the marketing strategies necessary to build overnight visitation and increase the economic impact of tourism in Lawrence, KS.
- Management of the Unmistakably Lawrence Brand and responsible for brand and messaging consistency across all platforms.
- Establish, cultivate, and maintain good working relationships with local, regional, national, industry, consumer, and trade media representatives on behalf of eXplore Lawrence.



- Develop and maintain a strong, working knowledge of marketing trends, consumer trends, visitor research data, and technology.
- Supervise eXplore Lawrence's digital efforts, including digital advertising, website development, and social media, to ensure high quality is maintained and EL is excelling among its competitive set.
- Create and manage annual marketing, PR, and Visitor Center budgets.
- Demonstrate the proven value of PR initiatives by tracking coverage in print, broadcast, and online; and calculate media/advertising impressions/value for reporting to the Board of Directors.
- Manage Marketing Department vendors and services, ensuring all remain within budget requirements.
- Creation and distribution of press releases on behalf of EL and other stakeholders.
- Supervise branding efforts, content calendar, and the creation and distribution of all digital marketing assets, including but not limited to e-newsletters, advertising (digital and print ads), blogs, videography, photography, digital magazines, and more.
- Oversee the creation of the annual Visitors Guide and other print collateral.
- Manage internal processes and procedures within the marketing team and across the bureau.

## **COMPETENCIES**

- A strong, visionary, out-of-the-box thinker with the ability to lead and inspire the marketing team to be highly effective and productive.
- Excellent interpersonal, writing, and communications skills and the ability to conduct effective group meetings and presentations.
- Proven ability to evaluate market research and analytics to meet the changing market and competitive conditions.
- Excellent time management skills.
- Able to manage projects on budget and deadline.
- Ability to be flexible and resourceful as needs require.
- Ability to work occasional weekends and evenings as needed.

## **SUPERVISORY RESPONSIBILITIES**

- Supervise the EL marketing team and Visitor Center Manager, including setting performance expectations.
- Supervise Visitor Center operations and merchandise development.

## **WORK ENVIRONMENT**

This is a full-time position, and typical hours of operation are Monday through Friday, 8:30 am to 5:00 pm, with a flex schedule and remote work options available. This job operates in a professional, open-officed environment in Downtown Lawrence.

## **OTHER DUTIES**

Please note that this job description is not designed to cover or contain a comprehensive listing of activities, duties, or responsibilities that are required of the employee for this job.

eXplore Lawrence is an equal-opportunity employer with an organizational commitment to the principles of diversity and inclusion. In that spirit, we welcome all qualified individuals regardless of race, religion, color, sex, ancestry, gender, gender identity, sexual orientation, age, marital status, disability, national





origin, medical condition, U.S. veteran/military status, pregnancy, or reasonable accommodation.

eXplore Lawrence offers an exciting opportunity for qualified, career-motivated professionals and provides competitive compensation and the chance to work with talented people in a successful and pleasant environment.

Applications will be accepted through September 8, 2023

Please send a cover letter and resume to Kim Anspach: [kanspach@explorelawrence.com](mailto:kanspach@explorelawrence.com)



## ***Director of Marketing and Communications***

eXplore Lawrence  
Lawrence, KS

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**Company:** eXplore Lawrence

**Location:** Lawrence, KS

**Functional Area:** Marketing, Communications, Public Relations

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**Experience Required:** Five (5) years of progressively responsible experience in public relations, communications, marketing, or journalism is required.

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- Excellent interpersonal, writing, and communications skills and the ability to conduct effective group meetings and presentations.
- Proven ability to evaluate market research and analytics to meet the changing market and competitive conditions.
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- Ability to be flexible and resourceful as needs require.
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- Supervise Visitor Center operations and merchandise development.

## **WORK ENVIRONMENT**

This is a full-time position, and typical hours of operation are Monday through Friday, 8:30 am to 5:00 pm, with a flex schedule and remote work options available. This job operates in a professional, open-officed environment in Downtown Lawrence.

## **OTHER DUTIES**

Please note that this job description is not designed to cover or contain a comprehensive listing of activities, duties, or responsibilities that are required of the employee for this job.

eXplore Lawrence is an equal-opportunity employer with an organizational commitment to the principles of diversity and inclusion. In that spirit, we welcome all qualified individuals regardless of race, religion, color, sex, ancestry, gender, gender identity, sexual orientation, age, marital status, disability, national



origin, medical condition, U.S. veteran/military status, pregnancy, or reasonable accommodation.

eXplore Lawrence offers an exciting opportunity for qualified, career-motivated professionals and provides competitive compensation and the chance to work with talented people in a successful and pleasant environment.

Applications will be accepted through September 8, 2023

Please send a cover letter and resume to Kim Anspach: [kanspach@explorelawrence.com](mailto:kanspach@explorelawrence.com)