



**eXplore Lawrence Board Meeting Agenda**

**Wednesday July 26<sup>th</sup>, 2023**

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

1. Approval of Minutes
2. Financials
3. Staff Reports
4. Executive Director Report
5. ED Board Appointments Discussion
6. Strategic Plan

Explore Lawrence  
June 2023 Board Meeting  
June 29, 2023  
Carnegie Building

Members Present: David Hoyab, Kathy Gerstner, Drew Gashler, Mike Logan, Andrew Holt, Anthea Scouffas, Heidi Champagne

Staff Present: Kim Anspach, Amy Schmidt Cowardin, Laura Hiebert-Carbrey

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

Meeting Called to order at 4:04pm

Introduction of Andrew Holt, the new Director of Downtown Lawrence, Inc.

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

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

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

- a) Kim and Anthea met during the month to review the budget and spending reported on target
- b) 2nd TGT disbursement was received this month in June 2023, not reflected in May 2023 report
- c) Received the entire year of shared services fees from Freedom Frontier all at once. The \$12,000 contracted annual fee was received this month and will not have to do quarterly invoices. Will be reflected in June 2023 financials next month/meeting.
- d) Spent hardware budget in May 2023 to replace outdated computers
- e) EL Annual Audit 2022 performed by Karlin & Long included in May 2023 financial report. The auditor states there is a Concentration of credit risk because some accounts go above \$250,000. Noted only, the auditor did not suggest any action to be taken at this time.
- f) Reminder to the board that the annual audit is done in conjunction with taxes, as non-profit taxes are due at the end of May each year.

### **3) Department of Sales Report (Laura Carbrey)**

- a) Currently at 78% of newly generated leads goal (YTD)
- b) Currently at \$2 million of \$3 million goal (YTD)
- c) Has been spending more time networking and being out and about as much as possible.
  - i) List of all events provided in the board meeting agenda/packet.
- d) Large future events in progress
  - i) National Fishing League
  - ii) FIFA - World Cup 2026
  - iii) KCAC Events (Kansas Collegiate Athletic Conference) all the way through 2026
  - iv) Table Tennis Event
- e) Upcoming Events
  - i) List of all provided in the board meeting agenda/packet
  - ii) Working with Jayhawk Hospitality and splitting costs for fees, trying to keep cost down.
  - iii) In June 2023, EL had its first start-to-finish collaborative event hosted with Jayhawk Hospitality. CUSP Conference. Went well.

- iv) Planning on using volunteers/ambassadors at events
- f) Economic Impact Calculator (EIC) explanation. It was used after KU Relays to show the economic impact to our community. Goal to use EIC for all events and assists.
- g) National Fishing League
  - i) In-depth description
  - ii) The economic impact is estimated at \$227,000 for pre-fishing and \$1 Million for the tournament itself
  - iii) A very different event for Lawrence and impacts the community in new ways. Activates Clinton State Park and the use of the marina. Locals can participate.
  - iv) \$25,000 Bid Fee

#### **4) Marketing Report (Kim Anspach)**

- a) Events Promoting in May: Final Fridays, Sporting Kansas City II, Live Music, Buskerfest, Pride Fest, and St. John's Fiesta
- b) Website engagement was greater than the number of visitors to site
  - i) Texas state with the second most visitors to the site (after KS). Has always been Missouri before.
- c) Summer of Fun Pass launched May 29th
  - i) 567 sign-ups and 287 check-ins
  - ii) promoted SOF Pass at Midsommer Sidewalk Sale
  - iii) will promote at SummerFest 2023 and Float Local Friday on the first Friday of July

#### **5) Visitor Center Report (Kim Anspach)**

- a) May 2023 the biggest month of visitors on record
- b) Great sales
- c) Had extended hours Sunday and Monday during Buskerfest/Memorial Day Weekend.

#### **6) Executive Report (Kim Anspach)**

- a) STR Report
  - i) Occupancy up 10%, ADR up 5%, Revenue up 16%
  - ii) May numbers up overall even though hotels reported occupancy down graduation weekend
- b) TGT revenue up and trending well
- c) Sales Manager hiring update.
  - i) Have 7 good applicants and will be interviewing 3
  - ii) Start date will be end of July
- d) FIFA - Meeting with local CVBs and with FIFA Officials
  - i) World Cup coming in 2026 – June 11, 2026, to July 19, 2026
  - ii) For every ticket sold, 20 people come
  - iii) Tens of thousands of people are expected to the surrounding area
  - iv) Lawrence is still in the running as a basecamp for a team
  - v) Already talk of legacy that will occur due to hosting the World Cup
  - vi) FIFA identified transportation as one of the biggest hurdles in this region
  - vii) Drew addressed 37 Day Fan Fest and staffing. Discussion of possible volunteer corp to help.

#### **7) Bid Fund Policy (Proposal and Review of Parameters for Employing the Bid Fund)**

- a) In the meeting agenda/packet, there is a document with the draft of the new Bid Fund policy that includes scoring criteria that must be met in order for the fund to be deployed.
- b) Bid Fund for 2023 is \$48,000 (have made a budgetary request that the Bid Fund for 2024 be 5% of TGT Revenue, which will increase the bid fund).
- c) The policy's purpose is to have a tool kit to compete for high economic impact, high visibility events. To deploy the funds in a thoughtful manner that allows EL to remain true to the intent of benefitting the partners that regenerate the TGT funds. To have the ability to collaborate and compete at the regional level along with Topeka, Kansas City, etc.

- d) Scoring Criteria for Deploying Funds (Has 9 different areas totaling 100 points)
  - i) See the draft in the meeting agenda for the original proposal
  - ii) After discussion, the following was laid out as the new/correct Scoring Criteria with only 8 different areas, totaling 100 points)
    - 1) Days of the Week for Overnight Stays (25 points)
    - 2) Time of the Year of the Event (15 points)
    - 3) Projected Economic Impact to the Community (15 points)
    - 4) Utilization of Local Vendors (10 points)
    - 5) Repeat Opportunities (15 points)
    - 6) Media Coverage and Promotion of Lawrence (10 points)
    - 7) Diversity of Attendees and Participants (10 points)
    - 8) Promotion of Sustainability or Environmental Celebration (10 points)
- e) Motion to approve the Bid Fund Policy with Scoring Criteria
  - i) Heidi moved to approve policy with the changes as discussed
  - ii) David seconded the motion
  - iii) None opposed

#### **8) National Fishing League – Proposal for use of Bid Fund**

- a) Laura and Kim presented NFL Tournament as a candidate to receive bid funds.
  - i) A high economic impact, high visibility, annually repeated event.
  - ii) The first event is scheduled for 2024.
  - iii) NFL taking \$10,000 off the originally requested bid fee. Now \$25,000 instead of \$35,000.
  - iv) Bid Fund can be paid in 3 different installments.  $\frac{1}{3}$  upon signing.  $\frac{1}{3}$  in April 2024.  $\frac{1}{3}$  in October 2024.
  - v) Will guarantee lots of overnight stays at multiple hotels
  - vi) Will have TV Network and Live Stream coverage
  - vii) They utilize local businesses
- b) Motion to approve the use of Bid Fund for NFL Tournament
  - i) Anthea moved to approve the use of the bid fund
  - ii) Heidi seconded it
  - iii) No opposed

#### **9) Explore Lawrence High-Level Strategic Plan Draft (created in conjunction with Coneflower)**

- a) Includes a Written Strategic Plan and an Activation Document
- b) Contains Measurable goals and is a guiding document that is easy to follow
- c) Kim asked if the board agrees with the language in this draft before moving on to the next step
- d) David began a discussion of adding verbiage that allows growing staff
  - i) Once EL meets the goal of having 3 person sales team, the next staffing goal is to grow the marketing team by one person, so content manager and digital ad manager.
- e) Motion to approve Written Strategic Plan and Activation Document
  - i) Mike made a motion to approve with added verbiage in regard to staff growth
  - ii) David seconded it
  - iii) None opposed
- f) Mike as that the revised document be electronically sent out to the board to read

#### **10) Motion to adjourn the meeting**

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

**EXPLORE LAWRENCE INC**  
**Statement of Financial Position**  
As of June 30, 2023

|                                       | Jun 30, 23        |
|---------------------------------------|-------------------|
| <b>ASSETS</b>                         |                   |
| Current Assets                        |                   |
| Checking/Savings                      |                   |
| 1020 · US Bank Checking               | 448,213.25        |
| 1030 · US Bank Money Market           | 48,041.29         |
| 1050 · Reserve Fund                   | 302,489.76        |
| 1060 · Petty Cash                     | 215.00            |
| Total Checking/Savings                | 798,959.30        |
| Other Current Assets                  |                   |
| 1220 · Due from Employee              | -16.55            |
| Total Other Current Assets            | -16.55            |
| Total Current Assets                  | 798,942.75        |
| Fixed Assets                          |                   |
| 2200 · Leasehold Improvement          | 107,174.01        |
| 2500 · Accumulated Depreciation       | -24,114.18        |
| Total Fixed Assets                    | 83,059.83         |
| Other Assets                          |                   |
| 1225 · Deposits                       | 3,100.00          |
| Total Other Assets                    | 3,100.00          |
| <b>TOTAL ASSETS</b>                   | <b>885,102.58</b> |
| <b>LIABILITIES &amp; EQUITY</b>       |                   |
| Liabilities                           |                   |
| Current Liabilities                   |                   |
| Accounts Payable                      |                   |
| 3000 · Accounts Payable               | 29,170.71         |
| Total Accounts Payable                | 29,170.71         |
| Credit Cards                          |                   |
| 2109 · Credit Card - US Bank 2981     | 2,536.76          |
| Total Credit Cards                    | 2,536.76          |
| Other Current Liabilities             |                   |
| 3100 · Payroll Liabilities            |                   |
| 3105 · Accrued Payroll                | 8,562.85          |
| 3110 · Federal & FICA Payable         | 4,284.85          |
| 3111 · KS Withholding Payable         | 1,112.00          |
| 3112 · FUTA Payable                   | 285.48            |
| 3113 · KS SUTA Payable                | 188.23            |
| 3114 · Health Insurance Payable       | -6,942.75         |
| Total 3100 · Payroll Liabilities      | 7,490.66          |
| 3300 · Sales Tax Payable              | 117.80            |
| Total Other Current Liabilities       | 7,608.46          |
| Total Current Liabilities             | 39,315.93         |
| Total Liabilities                     | 39,315.93         |
| Equity                                |                   |
| 4100 · Beginning Fund Balance         | 759,035.23        |
| Net Income                            | 86,751.42         |
| Total Equity                          | 845,786.65        |
| <b>TOTAL LIABILITIES &amp; EQUITY</b> | <b>885,102.58</b> |

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Accrual Basis

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

|   | Jun 23            | Budget            | Jan - Jun 23      | YTD Budget        | Annual Budget       |
|---|-------------------|-------------------|-------------------|-------------------|---------------------|
| <b>Ordinary Income/Expense</b>          |                   |                   |                   |                   |                     |
| Income                                  |                   |                   |                   |                   |                     |
| 5000 · Guest Tax                        | 300,000.00        | 100,000.00        | 648,000.00        | 600,000.00        | 1,200,000.00        |
| 5100 · Visitors Guide                   | 0.00              | 2,333.33          | 20,531.00         | 14,000.02         | 28,000.00           |
| 5200 · Merchandise Sales                | 580.85            | 333.33            | 1,921.34          | 2,000.02          | 4,000.00            |
| 5500 · DMI                              | 0.00              | 1,000.00          | 0.00              | 6,000.00          | 12,000.00           |
| 5600 · Co-Op Marketing                  | 0.00              | 883.33            | 11,269.22         | 5,300.02          | 10,600.00           |
| 5660 · DTN                              | 0.00              | 500.00            | 3,640.00          | 3,000.00          | 6,000.00            |
| 5670 · Bld Fund                         | 0.00              | 4,000.00          | 0.00              | 24,000.00         | 48,000.00           |
| 5700 · Miscellaneous Income             | 0.00              | 116.67            | 920.00            | 700.02            | 1,400.00            |
| <b>Total Income</b>                     | <b>300,580.85</b> | <b>109,166.66</b> | <b>686,281.56</b> | <b>655,000.08</b> | <b>1,310,000.00</b> |
| <b>Cost of Goods Sold</b>               |                   |                   |                   |                   |                     |
| 6100 · Merchandise Cost                 |                   |                   |                   |                   |                     |
| 6190 · Miscellaneous Costs              | 60.00             | 166.67            | 2,549.60          | 1,000.02          | 2,000.00            |
| <b>Total 6100 · Merchandise Cost</b>    | <b>60.00</b>      | <b>166.67</b>     | <b>2,549.60</b>   | <b>1,000.02</b>   | <b>2,000.00</b>     |
| <b>Total COGS</b>                       | <b>60.00</b>      | <b>166.67</b>     | <b>2,549.60</b>   | <b>1,000.02</b>   | <b>2,000.00</b>     |
| <b>Gross Profit</b>                     | <b>300,500.85</b> | <b>108,999.99</b> | <b>683,731.96</b> | <b>654,000.06</b> | <b>1,308,000.00</b> |
| <b>Expense</b>                          |                   |                   |                   |                   |                     |
| 7000 · Payroll Expense                  |                   |                   |                   |                   |                     |
| 7081 · Payroll                          | 43,231.67         | 35,166.67         | 177,874.81        | 211,000.02        | 422,000.00          |
| 7083 · Accrued Payroll Expense          | -5,582.42         |                   | 2,372.65          |                   |                     |
| 7260 · Retirement Plan                  | 1,128.48          | 1,916.67          | 4,950.08          | 11,500.02         | 23,000.00           |
| 7065 · Health Insurance                 | 3,054.75          | 3,290.00          | 12,682.90         | 19,500.00         | 39,000.00           |
| 7070 · Incentive Program                | 0.00              | 1,250.00          | 2,200.00          | 7,500.00          | 15,000.00           |
| <b>Total 7000 · Payroll Expense</b>     | <b>41,832.48</b>  | <b>41,583.34</b>  | <b>200,080.44</b> | <b>249,500.04</b> | <b>499,000.00</b>   |
| 7100 · Payroll Tax Expense              |                   |                   |                   |                   |                     |
| 7100.1 · FICA Expense                   | 2,880.17          |                   | 13,957.24         |                   |                     |
| 7100.2 · FUTA Expense                   | 11.16             |                   | 285.48            |                   |                     |
| 7100.3 · SUTA Expense                   | 46.97             |                   | 752.47            |                   |                     |
| <b>Total 7100 · Payroll Tax Expense</b> | <b>2,938.30</b>   |                   | <b>14,995.19</b>  |                   |                     |
| <b>7600 · Programs</b>                  |                   |                   |                   |                   |                     |
| 7601 · Advertising                      |                   |                   |                   |                   |                     |
| 7601.10 · Magazine                      | 685.00            | 1,746.50          | 8,346.00          | 10,479.00         | 20,958.00           |
| 7601.12 · Content                       | 150.00            | 1,083.33          | 4,010.10          | 6,500.02          | 13,000.00           |
| 7601.14 · Outdoor                       | 278.35            | 833.33            | 7,997.56          | 5,000.02          | 10,000.00           |
| 7601.15 · COOP Marketing Expense        | 0.00              | 708.33            | 7,169.22          | 4,250.02          | 8,500.00            |
| 7601.19 · Publications                  | 0.00              | 541.67            | 0.00              | 3,250.02          | 6,500.00            |
| 7601.2 · Design                         | 860.10            | 909.17            | 2,640.40          | 5,455.02          | 10,910.00           |
| 7601.21 · Opportunity Fund              | 2,266.76          | 2,026.83          | 12,544.43         | 12,161.02         | 24,322.00           |
| 7601.22 · Tracking                      | 0.00              | 833.33            | 6,045.00          | 5,000.02          | 10,000.00           |
| 7601.24 · New Technology                | 0.00              | 416.67            | 0.00              | 2,500.02          | 5,000.00            |
| 7601.4 · Public Relations               | 570.99            | 2,125.00          | 1,440.99          | 12,750.00         | 25,500.00           |
| 7601.6 · I-70 Distribution              | 0.00              | 1,583.33          | 8,155.47          | 9,500.02          | 19,000.00           |
| 7601.8 · Digital                        | 13,384.07         | 14,166.67         | 55,286.78         | 85,000.02         | 170,000.00          |
| 7601.9 · Partner Media Buy Program      | 0.00              | 666.67            | 4,000.00          | 4,000.02          | 8,000.00            |
| <b>Total 7601 · Advertising</b>         | <b>18,195.27</b>  | <b>27,640.83</b>  | <b>117,635.95</b> | <b>165,845.22</b> | <b>331,690.00</b>   |
| 7619 · Incentive Travel                 |                   |                   |                   |                   |                     |
| 7619.0 · General Fund                   | 0.00              | 166.67            | 122.96            | 1,000.02          | 2,000.00            |
| 7619.1 · Committed Incentives           | 0.00              | 2,500.00          | 7,000.00          | 15,000.00         | 30,000.00           |
| 7619.2 · New Business                   | 0.00              | 1,250.00          | 0.00              | 7,500.00          | 15,000.00           |
| <b>Total 7619 · Incentive Travel</b>    | <b>0.00</b>       | <b>3,916.67</b>   | <b>7,122.96</b>   | <b>23,500.02</b>  | <b>47,000.00</b>    |
| 7625 · Simpleview Data Base             | 0.00              | 1,416.67          | 17,071.79         | 8,500.02          | 17,000.00           |

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Accrual Basis

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

|  | Jun 23     | Budget     | Jan - Jun 23 | YTD Budget | Annual Budget |
|--|------------|------------|--------------|------------|---------------|
| 7641 · Promotional Materials           | 15,549.33  | 2,500.00   | 20,043.19    | 15,000.00  | 30,000.00     |
| 7642 · Trade Shows                     |            |            |              |            |               |
| 7642.0 · General Fund                  | 5,750.00   | 1,166.67   | 8,411.56     | 7,000.02   | 14,000.00     |
| 7642.1 · Trade Show Travel             | 0.00       | 500.00     | 0.00         | 3,000.00   | 6,000.00      |
| Total 7642 · Trade Shows               | 5,750.00   | 1,666.67   | 8,411.56     | 10,000.02  | 20,000.00     |
| 7643 · Website Hosting                 | 1,500.00   | 2,166.67   | 29,000.00    | 13,000.02  | 26,000.00     |
| 7644 · Printing and Reproduction       | 2,734.56   | 416.67     | 6,316.44     | 2,500.02   | 5,000.00      |
| 7645 · Special Projects                |            |            |              |            |               |
| 7648 · Bids                            | 0.00       | 4,000.00   | 0.00         | 24,000.00  | 48,000.00     |
| 7649 · Visitors Guide                  | 0.00       | 3,583.33   | 52,492.44    | 21,500.02  | 43,000.00     |
| Total 7645 · Special Projects          | 0.00       | 7,583.33   | 52,492.44    | 45,500.02  | 91,000.00     |
| Total 7600 · Programs                  | 43,729.16  | 47,307.51  | 258,094.33   | 283,845.34 | 567,690.00    |
| 7620 · Meeting programs                | 507.00     | 2,500.00   | 15,309.39    | 15,000.00  | 30,000.00     |
| 8200 · Admin and General               |            |            |              |            |               |
| 8202 · Accounting                      | 6,800.00   | 1,250.00   | 9,800.00     | 7,500.00   | 15,000.00     |
| 8203 · Rent                            | 5,740.36   | 5,130.00   | 37,682.52    | 30,780.00  | 61,560.00     |
| 8204 · Software                        | 51.00      | 166.67     | 1,455.86     | 1,000.02   | 2,000.00      |
| 8206 · Hardware                        | 0.00       | 333.33     | 4,131.38     | 1,999.98   | 4,000.00      |
| 8210 · Technology Repair & Maintenance | 0.00       | 1,166.67   | 1,550.48     | 7,000.02   | 14,000.00     |
| 8214 · Bank Service Charges            | 37.25      | 83.33      | 220.75       | 500.02     | 1,000.00      |
| 8214.1 · Bank Fees - Square            | 16.34      |            | 62.44        |            |               |
| 8218 · Cash Over/Short                 | 77.64      |            | 202.31       |            |               |
| 8225 · Board Expenses                  | 30.49      | 1,083.33   | 9,585.60     | 6,500.02   | 13,000.00     |
| 8226 · Leased Equipment                | 0.00       | 416.67     | 2,046.43     | 2,500.02   | 5,000.00      |
| 8230 · Dues/Subscriptions/Memberships  | 1,378.48   | 1,333.33   | 4,251.54     | 8,000.02   | 16,000.00     |
| 8234 · Insurance                       | 464.68     | 1,000.00   | 6,683.28     | 6,000.00   | 12,000.00     |
| 8238 · Utilities                       | 350.43     | 375.00     | 2,287.57     | 2,250.00   | 4,500.00      |
| 8239 · Janitorial / Cleaning           | 0.00       | 0.00       | 0.00         | 0.00       | 0.00          |
| 8242 · Legal                           | 150.00     | 416.67     | 240.00       | 2,500.02   | 5,000.00      |
| 8244 · Janitorial/Cleaning             | 490.00     | 433.33     | 3,026.00     | 2,600.02   | 5,200.00      |
| 8245 · Retirement Plan Fees/Admin      | 856.38     | 183.33     | 1,281.38     | 1,100.02   | 2,200.00      |
| 8247 · Office Supplies                 | 183.85     | 458.33     | 1,786.87     | 2,750.02   | 5,500.00      |
| 8248 · Postage and Delivery            | 100.00     | 333.33     | 3,392.58     | 2,000.02   | 4,000.00      |
| 8250 · Storage                         | 196.75     | 195.83     | 983.75       | 1,175.02   | 2,350.00      |
| 8251 · Misc. Office General            | 0.00       | 375.00     | 1,430.52     | 2,250.00   | 4,500.00      |
| 8282 · Travel & Meetings               |            |            |              |            |               |
| 8282.10 · Professional Development     | 0.00       | 833.33     | 3,215.90     | 5,000.02   | 10,000.00     |
| 8282.11 · EL Hosted Events             | 0.00       | 166.67     | 206.05       | 1,000.02   | 2,000.00      |
| 8282.12 · Staff Travel                 | 591.57     | 500.00     | 3,939.53     | 3,000.00   | 6,000.00      |
| 8282.13 · Meetings                     | 27.60      | 250.00     | 661.83       | 1,500.00   | 3,000.00      |
| 8282.14 · Staff Employee Benefits      | 27.32      | 166.67     | 978.17       | 1,000.02   | 2,000.00      |
| Total 8282 · Travel & Meetings         | 646.49     | 1,916.67   | 9,001.48     | 11,500.06  | 23,000.00     |
| 8283 · Telephone/Internet              | 1,087.83   | 958.33     | 7,361.42     | 5,750.02   | 11,500.00     |
| Total 8200 · Admin and General         | 18,657.97  | 17,609.15  | 108,464.76   | 105,655.30 | 211,310.00    |
| 8252 · Storage                         | 0.00       |            | 196.75       |            |               |
| Total Expense                          | 107,664.91 | 109,000.00 | 597,140.86   | 654,000.68 | 1,308,000.00  |
| Net Ordinary Income                    | 192,835.94 | -0.01      | 86,591.10    | -0.62      | 0.00          |
| Other Income/Expense                   |            |            |              |            |               |
| Other Income                           |            |            |              |            |               |
| 9020 · Interest Income                 | 1,033.04   |            | 2,839.68     |            |               |
| Total Other Income                     | 1,033.04   |            | 2,839.68     |            |               |
| Other Expense                          |            |            |              |            |               |

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Accrual Basis

EXPLORE LAWRENCE INC  
Profit & Loss Budget Performance  
June 2023

|                     | Jun 23     | Budget | Jan - Jun 23 | YTD Budget | Annual Budget |
|---------------------|------------|--------|--------------|------------|---------------|
| 9510 - Depreciation | 446.56     |        | 2,679.36     |            |               |
| Total Other Expense | 446.56     |        | 2,679.36     |            |               |
| Net Other Income    | 586.48     |        | 160.32       |            |               |
| Net Income          | 193,422.42 | -0.01  | 86,751.42    | -0.62      | 0.00          |





# JUNE 2023 MARKETING REPORT

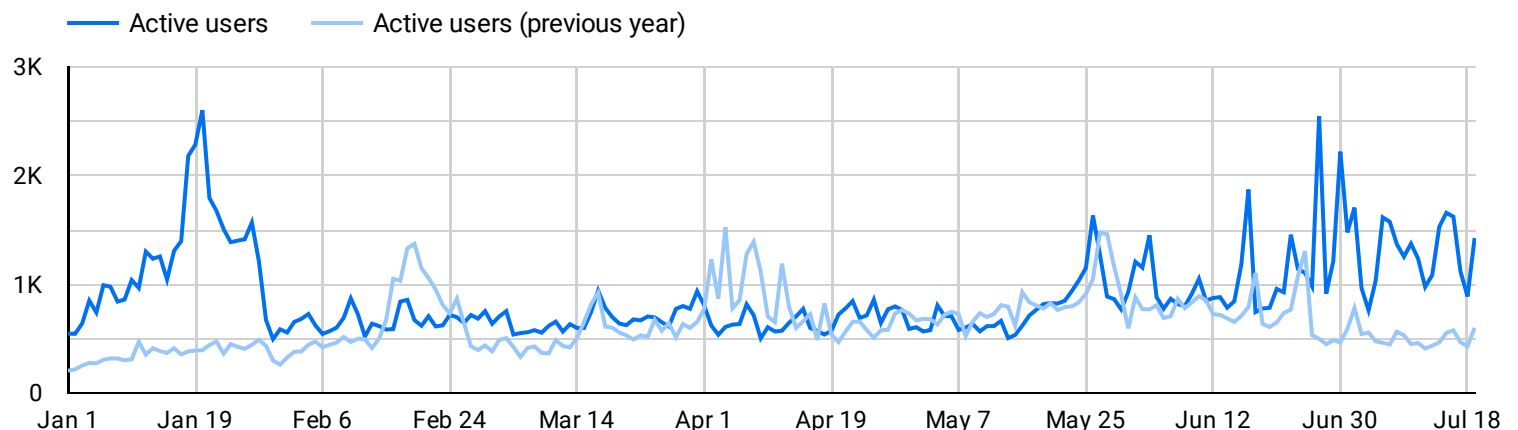
## JUNE MARKETING SUMMARY

Marketing was an extremely busy month for festivals and events. Marketing messages in June focused on the Summer of Fun Pass, Final Fridays, Sporting KC II at Rock Chalk Park, Live Music, Pride, Juneteenth, St. John's Mexican Fiesta, and Free State Festival. All of the website metrics we track increased from May to June. The Lawrence Summer of Fun Pass took off in June with hundreds of users and check-ins.. Digital Display campaigns are running for the Belgian Waffle Ride, The Kaw Valley Craft Pass, Summer of Fun Pass, and Final Fridays. We worked with local voice actor Kim Murphree to produce an audio spot for our Live Music campaign that will be launching very soon. New blogs include live music, summer birding, come for Final Friday, stay for the weekend, and Sporting KC II. Laurel attended several events and captured photo and video assets. Here Pride Proposal photo was extremely popular with thousands of views and engagements.

## EXPLORELAWRENCE.COM

Total website users for June were 30,000, 55% more than the same period last year and a 35% increase over last month. 28,092 of the users in June this year were first-time visitors to the site. Each user averaged 14.83 "events" on the site (up 74% from last month), including page views, scrolls, link clicks, video views, etc. There were 6,676 partner referrals from our website to our partners' sites in June. Page views were up 47.8% over last year, with 112,667. The most viewed content in June was the Events Calendar, Lawrence Summer of Fun Pass, Restaurant Listings, Home Page, and Concerts & Live Music.

|             |           |             |                      |         |
|-------------|-----------|-------------|----------------------|---------|
| Total users | New users | Event count | Event count per user | Views   |
| 30,000      | 28,092    | 442,477     | 14.83                | 112,667 |
| ↑ 55.7%     | ↑ 53.9%   | ↑ 147.3%    | ↑ 59.6%              | ↑ 47.8% |

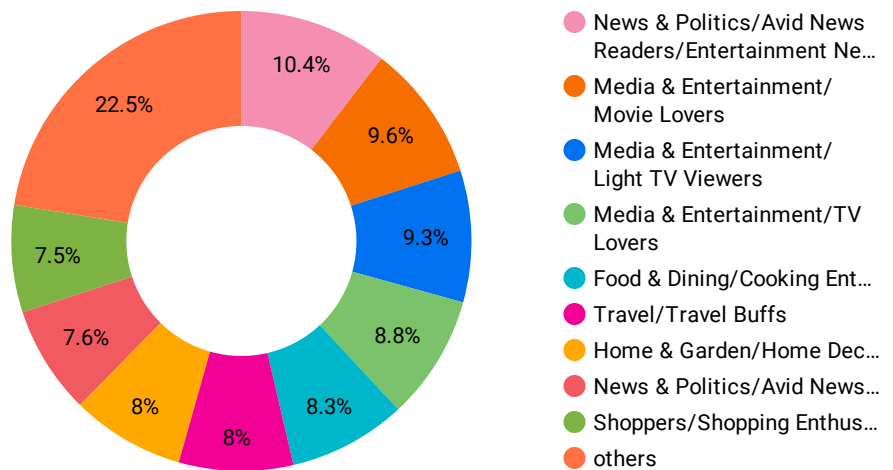
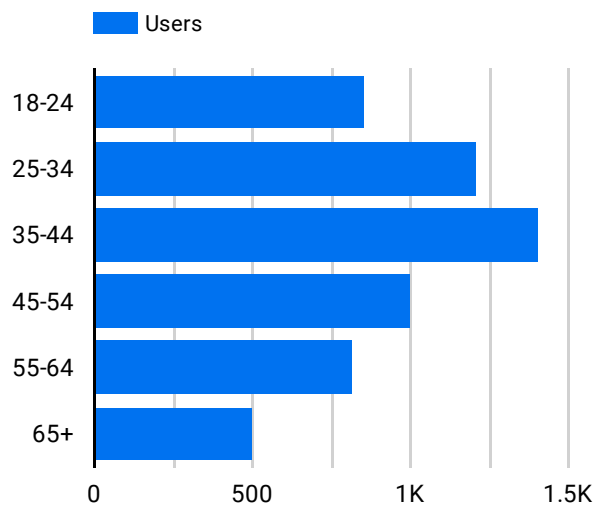
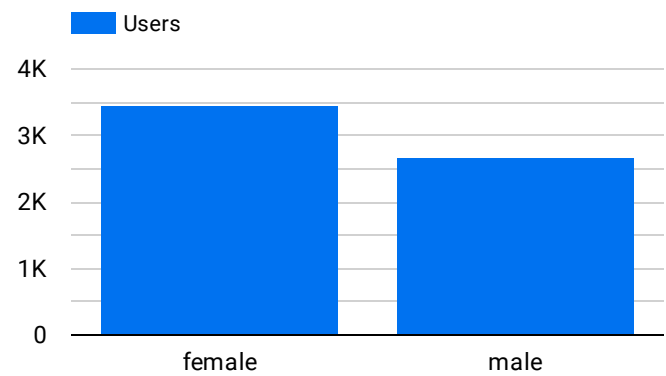
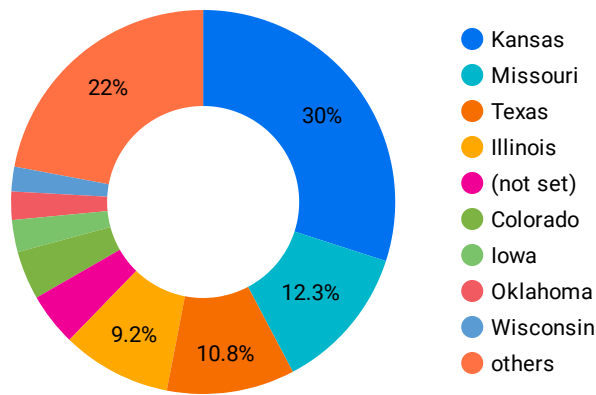


| Event name ▾        | Event count | % Δ       |
|---------------------|-------------|-----------|
| view_search_results | 217         | 31.5% ↑   |
| view_item           | 147         | -         |
| video_start         | 112         | -47.4%... |
| video_progress      | 226         | -59.4%... |
| video_complete      | 28          | -68.9%... |
| vg_request          | 112         | -         |
| user_engagement     | 34,704      | -10.3%... |
| session_start       | 39,012      | 51.8% ↑   |
| scroll              | 145,158     | 900.6%... |
| purchase_referral   | 121         | -         |

| Page title                             | Views ▾ | % Δ     |
|--|---------|---------|
| Events Calendar - Unmistakably Lawr... | 24,205  | 37.0... |
| Lawrence Summer of Fun Pass            | 8,017   | -       |
| Eat - Unmistakably Lawrence            | 5,899   | 10.5... |
| Explore - Unmistakably Lawrence        | 3,979   | 26.8... |
| Concerts & Live Music                  | 2,470   | 77.8... |
| Shop - Unmistakably Lawrence           | 2,125   | 70.0... |
| Kiddos - Unmistakably Lawrence         | 2,083   | 26.2... |
| Lawrence, Kansas Daily Deals. See w... | 1,952   | 62.8... |
| See - Unmistakably Lawrence            | 1,923   | 10.5... |
| Kaw Valley Craft Pass                  | 1,494   | -       |

EXPLORELAWRENCE.COM USERS

In June, 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. Users share interests in news, movies, TV, cooking, travel, home decor, and shopping.



EXPLORELAWRENCE.COM ACQUISITION

The leading traffic channels were organic search, organic social, paid search, direct traffic, and organic social. The top traffic sources were Google, Facebook, Bing, and our e-newsletter. 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      |
|---------------------------------|------------|----------|------------------------------|------------|----------|
| Organic Search                  | 19,997     | 37.0%... | google                       | 26,347     | 56.7...  |
| Paid Search                     | 7,476      | 159.7... | (direct)                     | 5,381      | 77.2...  |
| Direct                          | 5,381      | 77.2%... | facebook.com                 | 2,635      | 128.9... |
| Organic Social                  | 4,617      | 18.6%... | fb                           | 942        | -12.5... |
| Referral                        | 998        | 97.2%... | bing                         | 530        | 45.6...  |
| Email                           | 399        | 73.5%... | m.facebook.com               | 468        | -46.5... |
| Display                         | 216        | 50.0%... | Unmistakably Lawrence E-News | 298        | 74.3...  |
| Unassigned                      | 211        | 14.7%... | ku.edu                       | 263        | 806.9... |
| Organic Video                   | 1          | -75.0... | yahoo                        | 253        | 65.4...  |
|                                 |            |          | duckduckgo                   | 225        | 67.9...  |

SOCIAL MEDIA

June surpassed May's fantastic month for social media. June's social media activity on Twitter, Instagram, TikTok, YouTube, and Facebook resulted in 314 new fans, 667,531 impressions, 21,377 post engagements, and 31,387 video views. Popular content included Pride, Juneteenth & Macy Gray, Final Fridays, and Summertime Birding.

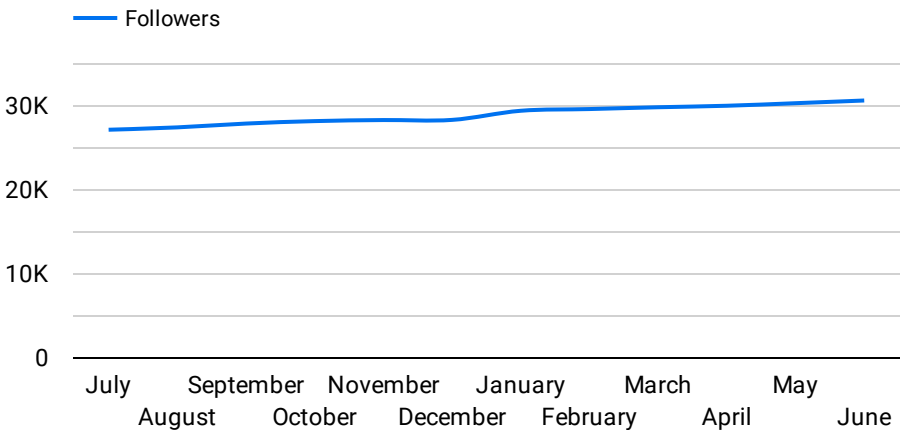
| Platform  | Impressions 📊 ... | Engagements... | Video Views | New Followers |
|-----------|-------------------|----------------|-------------|---------------|
| null      | 667,531           | 21,377         | 31,387      | 314           |
| Facebook  | 528,383           | 17,914         | 17,465      | 113           |
| Instagram | 132,597           | 3,169          | 10,608      | 152           |
| Twitter   | 3,292             | 100            | 55          | 16            |
| TikTok    | 2,664             | 162            | 2,664       | 35            |

Impressions  
1,335,062

Engagements  
42,754

Video Views  
62,774

New Followers  
628



YOUTUBE

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

| Video Title  | Views ▾ | % Δ      |
|--|---------|----------|
| Welcome to Unmistakably Lawrence, Kansas             | 119     | -17.9% ↓ |
| Eagle Bend Public Golf Course in Lawrence, Kansas    | 35      | 12.9% ↑  |
| Why Lawrence? Shiloh "Shy" at Haskell Memorial ...   | 28      | -28.2% ↓ |
| Why Lawrence? Christina at Haskell Indian Nation...  | 27      | -30.8% ↓ |
| No Free Lunches at Lawrence Beer Co.                 | 20      | -76.7% ↓ |
| Welcome to Unmistakably Lawrence, Kansas :30         | 18      | -10.0% ↓ |
| The Cradle of Basketball HD                          | 14      | -12.5% ↓ |
| Trivedi Wine in Lawrence, Kansas                     | 14      | -30.0% ↓ |
| No Free Lunches at Chebaro, Mediterranean Grill: ... | 14      | 7.7% ↑   |
| No Free Lunches at Terrebonne: Hidden Gems           | 13      | -27.8% ↓ |

ENEWS

The June leisure e-blast was sent to 4,740 recipients. 1,762 recipients opened the email, and there were 357 clicks on links within the email. The most popular content was Summer of Fun Pass, Live Music, Fiesta Blog, Events Calendar, and Pride.

Recipients  
4,740

Opens  
1,762

Clicks  
357

| Link                                 | Clicks |
|--------------------------------------|--------|
| Summer of Fun Pass                   | 73     |
| Live Music                           | 65     |
| Fiesta Blog                          | 57     |
| Events Calendar                      | 39     |
| Pride                                | 28     |
| Mid Summer Night on Mass             | 20     |
| Something Rotten at Theatre Lawrence | 15     |
| Sporting KC II                       | 13     |
| Explore Lawrence                     | 12     |

EARNED MEDIA

eXplore Lawrence is using Meltwater to monitor tourism-related mentions in the news. In June, there were 174 media mentions about Lawrence as a destination and its visitor assets, with a potential reach of 1.19 billion. The top sources based on reach were msn.com, Yahoo News, AOL.com, the Kansas City Star, and ca.style.yahoo. The Lawrence Journal-World produced the most number of mentions. The tourism location with the most mentions was the Liberty Hall, the University of Kansas, and Rock Chalk Park. Top stories covered sites like the Spencer Museum of Art, Constitution Hall in Lecompton, the Free State Film MFestival, Watkins Museum of History, our BBQ restaurants, and Rock Chalk Park.

Mentions  
174

Potential Reach  
1,190,000,000

| Publication                   | Reach       |
|-------------------------------|-------------|
| 1. msn.com                    | 676,000,000 |
| 2. Yahoo! News                | 360,000,000 |
| 3. AOL.com                    | 35,100,000  |
| 4. ca.style.yahoo             | 19,600,000  |
| 5. The Kansas City Star (...) | 16,900,000  |

| Top Lawrence Locations Ment... | Count |
|--------------------------------|-------|
| 1. Lawrence                    | 120   |
| 2. Kansas                      | 79    |
| 3. Liberty Hall                | 28    |
| 4. University of Kansas        | 20    |
| 5. Rock Chalk Park             | 16    |

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| Article                                     | Source           | Mentions                                | Reach       | Social Echo |
|---|------------------|---|-------------|-------------|
| 1. Least-Visited States (and Why The...     | msn.com          | Spencer Museum of Art                   | 169,000,000 | 0           |
| 2. Road trip! One tank is all you need ...  | The Kanas Cit... | Constitution Hall                       | 31,400,000  | 181         |
| 3. ALMOST FAMOUS                            | AOL News         | Free State Film Festival, Liberty Hall  | 17,600,000  | 0           |
| 4. 9 Oldest Founded Towns to Visit in...    | World Atlas      | Watkins Museum of History, The Gr...    | 3,720,000   | 70          |
| 5. 8 Most Charming Cities In Kansas         | World Atlas      | Spencer Museum of Art                   | 3,720,000   | 9           |
| 6. Joe's Kansas City Bar-B-Que teams...     | Yahoo! Canada    | Downtown Lawrence, Free State Bre...    | 3,260,000   | 4           |
| 7. Guía de barbacoas en el área de K...     | Kansas City S... | Biemer's BBQ, Bigg's BBQ, Stanley Ja... | 3,140,000   | 0           |
| 8. Kansas City works behind-the-scen...     | WDAF-TV          | Rock Chalk Park                         | 1,340,000   | 51          |
| 9. '80s cult band The Embarrassment...      | BrooklynVegan    | Liberty Hall                            | 1,070,000   | 37          |
| 10. Dole Institute brings in Kansas arti... | WIBW TV          | Dole Institute of Politics              | 633,000     | 2           |

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SEARCH ENGINE MARKETING

• The campaigns are performing well. Summer is a good time for tourism search due to increased relevant search demand. CTR was over 13% and was up 5% month over month.

• CPA was down, and both conversions and conversion rate were up month over month. Conversions include both "smart conversions" and VG requests.

Spend

1,597.97

Impressions

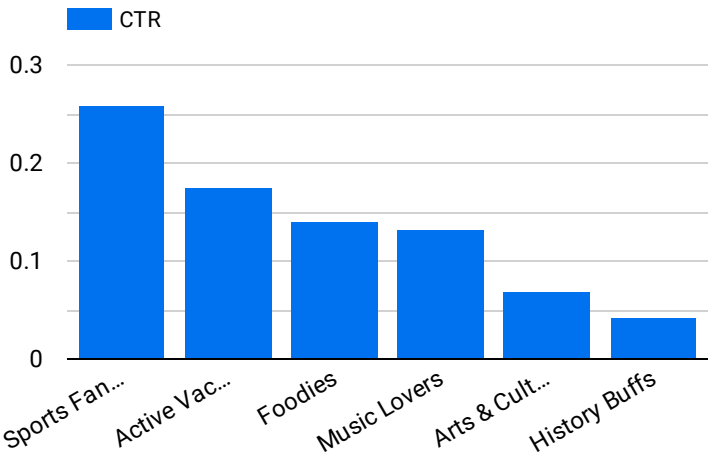
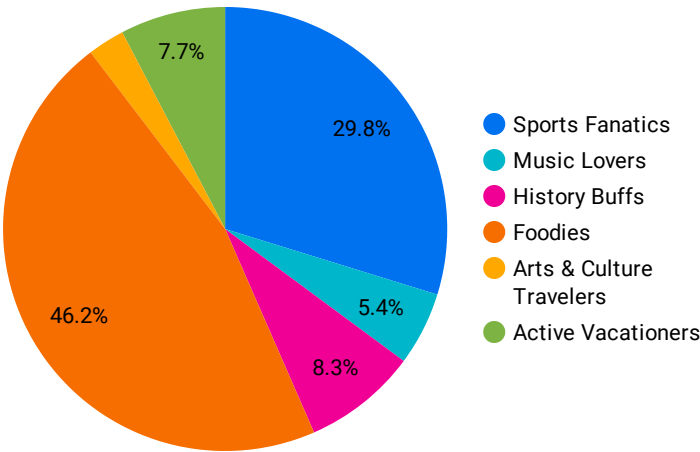
25,978

Clicks

3,416

CTR

13.15%



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..."  | 1,972       | 60      | 3.040%       | \$0.19          |
| Post: "St. John's Mexican Fiesta returns this summer on..." | 17,015      | 391     | 2.300%       | \$0.14          |
| Post: "It's Finally Final Friday! June's Final Friday..."   | 11,428      | 267     | 2.370%       | \$0.19          |
| No Free Lunches - Breweries                                 | 84,895      | 60,045  | 70.730%      | \$2.42          |
| Mid Summer Night on Mass Awareness                          | 87,642      | 3,040   | 3.500%       | \$0.1           |
| Live Music Blog 2023  | 27,562      | 745     | 2.700%       | \$0.13          |
| Lawrence Summer of Fun                                      | 106,697     | 1,064   | 1.000%       | \$0.53          |
| Lawrence Pride 2023   | 40,736      | 773     | 1.900%       | \$0.29          |

LAWRENCE PASSPORTS

In June, the Kaw Valley Craft Pass had 63 new pass sign-ups, 28 check-ins, 4 offer redemption. 44 new passholders opted-in to our emails. The Lawrence Summer of Fun Pass had 382 new pass sign-ups, 292 check-ins, 11 offer redemptions, and 219 email opt-ins. These numbers have increased significantly so far in July.

| Pass ▾                    | Pass Sign-ups | Check-ins | Offer Redemptions | Email Opt-ins |
|---------------------------|---------------|-----------|-------------------|---------------|
| 1.. Summer of Fun Pass    | 382           | 292       | 11                | 219           |
| 2.. Kaw Valley Craft Pass | 63            | 28        | 4                 | 44            |

DIGITAL DISPLAY ADVERTISING

Summer of Fun Pass - GDN

- This campaign started on 6/20 and front-end metrics are very strong already. CTR was higher than the Google Display average of 0.46%.
- We are running a good selection of ad sizes in this campaign, also. The 1020x768 ad size delivered the highest CTR at a very impressive 5.49%. The 320x50 ad size delivered the most impressions and clicks.

Kaw Valley Craft Pass - GDN

- This campaign started on 6/21 and will run through the end of the year. It is also off to a very good start. CTR for June was a very high 2.34%.
- Again, this campaign has a good amount of ad sizes. The 320x480 size delivered the highest CTR (an astonishing 8.52%) and the most clicks. The 728x90 size delivered the most ad impressions.

Kaw Valley Craft Pass - Stackadapt Geofencing

- The geo-fencing campaign served nearly 43,000 impressions to folks that have frequented a brewery in Emporia, Wichita, Manhattan, Salina, Topeka or KC recently.
- Our click-thru rate wasn't great at 0.09%, but the website traffic was solid.
- Average session duration on par with the GDN placements and 63% of the website visitors through the Stackadapt campaign had engaged sessions compared to only 35% of the GDN visitors.
- Our best CTRs are coming from the 320x480, 300x600 & the 728x90 ad sizes.
- Our geo-fence in Kansas City helped us serve the most impressions followed by Wichita and then Topeka. Our highest CTR was the Wichita audience, then Topeka.

Belgian Waffle Ride - GDN

- This campaign started on 6/9 and got off to a rocky start. It was paused 6/14 6/19 while we waited for any controversy from a previous race to die down. Google Ads allowed ad spend on 6/13 to skyrocket due to audience awareness. Budgets for the rest of the campaign were reworked to accommodate this.
- Despite the rocky start, campaign performance is very good. CTR is higher than the Google Display average of 0.46%.
- We are running a good amount of ad creative sizes. The 320x50 size delivered the most impressions, and the 320x480 size delivered most clicks and the highest CTR (3.57%)

Belgian Waffle Ride - Stackadapt

- We have a really strong frequency with this group – over the course of the month, the average person saw the ad 40 times. It's safe to say they know the race exists.
- The down side to the high frequency is that it will lower your CTR. This is definitely the case here.
- We're running a list of other races in the region to grow our audience.

| Campaign                 | Impressions | Clicks | CTR  | CPC  |
|--------------------------|-------------|--------|------|------|
| 1. Kaw Valley Craft Pass | 134,277     | 2,087  | 0.02 | 0.37 |
| 2. Belgian Waffle Ride   | 165,309     | 1,812  | 0.01 | 1.8  |
| 3. Summer of Fun         | 522,367     | 3,212  | 0.01 | 0.39 |





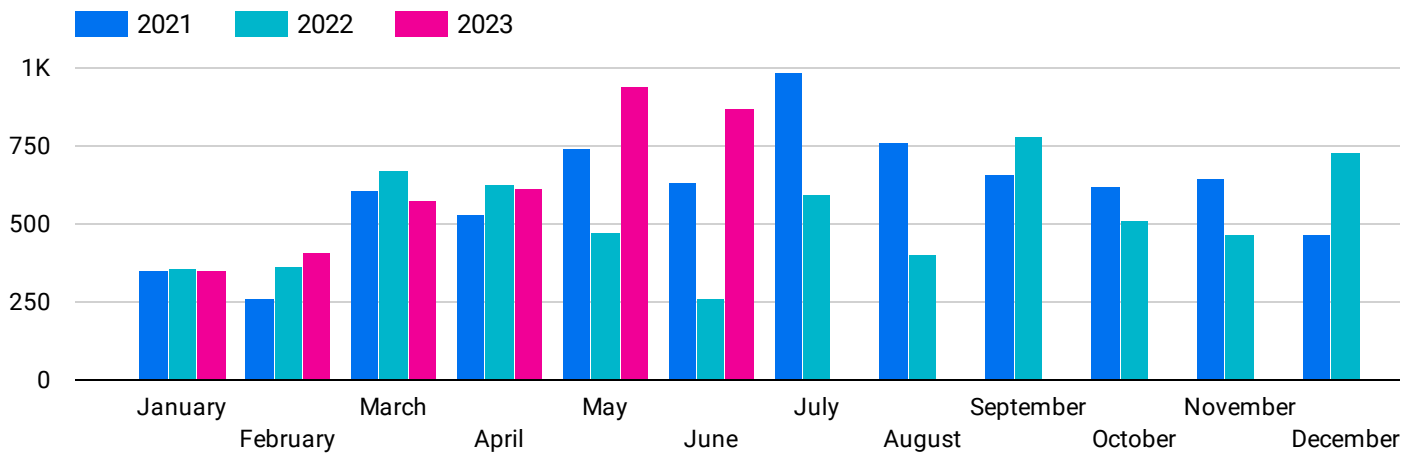


# JUNE 2023 VISITOR CENTER REPORT

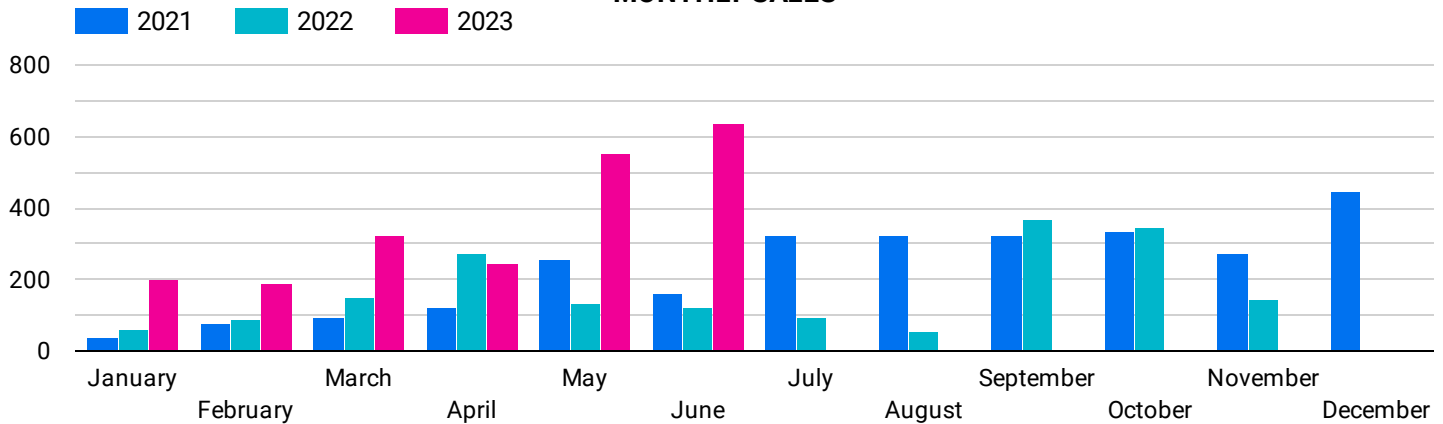
## June VISITOR CENTER SUMMARY

In June, the Visitor Center had a steady stream of visitors with an average of 30 visiting per day. We had one of our best Final Fridays Events yet with a total of 102 visitors. Our featured artist, Craig Mellinger will display his "Kansas Skies" paintings through July. The Juneteenth event created a draw of visitors downtown providing a visitor count of 88 in one day. For Midsummer Night on Mass, we extended our hours and featured tables for the Free State Film Festival and for EL's Lawrence Summer of Fun Pass. June was our best sales month this year with a total of \$636 in sales. Postcards continue to be our top-selling item followed by stickers and t-shirts for last month. We are continuing to add more unique items to our retail inventory.

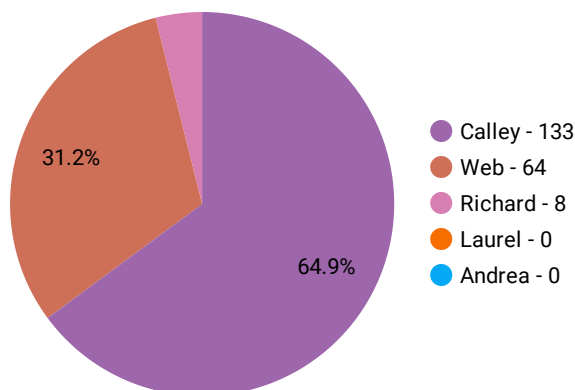
## VISITORS CENTER WALK-INS



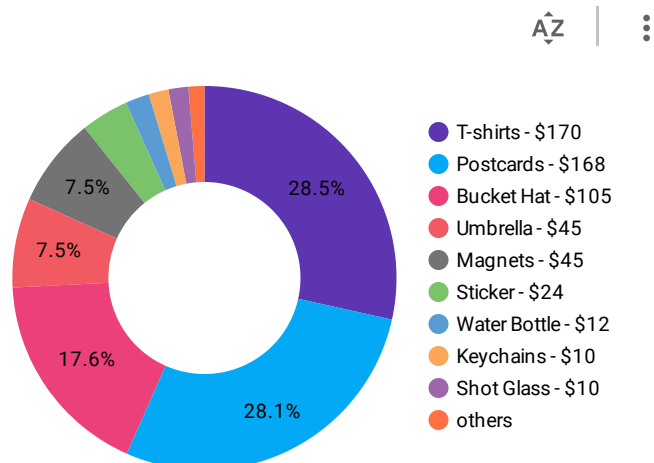
## MONTHLY SALES



## CALENDAR OF EVENT ENTRIES



## PRODUCT SALES



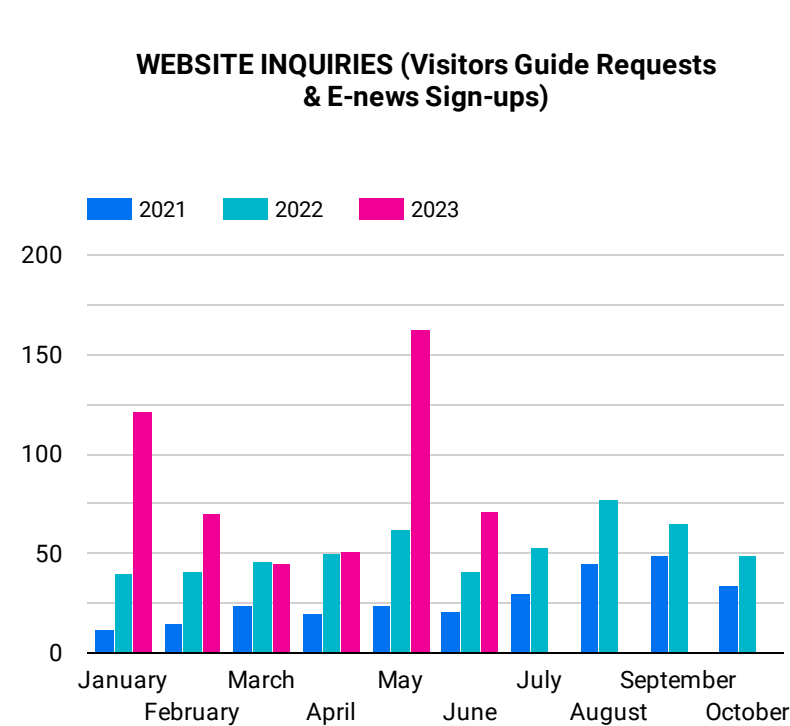
## VISITORS CENTER PARTNER REFERRALS

|     | Account Name                        | June ▾ |
|-----|-------------------------------------|--------|
| 1.  | Ruff House Paperie                  | 6      |
| 2.  | Striped Cow                         | 6      |
| 3.  | ACME                                | 5      |
| 4.  | Black Stag Brewery                  | 4      |
| 5.  | Phoenix Gallery                     | 4      |
| 6.  | Third Planet                        | 4      |
| 7.  | 1900 Barker on Mass                 | 4      |
| 8.  | WheatFields Bakery & Cafe           | 4      |
| 9.  | Hi Tea                              | 3      |
| 10. | Limestone PKB                       | 3      |
| 11. | Merchants Pub & Plate               | 3      |
| 12. | Fields & Ivy Brewery                | 3      |
| 13. | Zen Zero                            | 2      |
| 14. | Grounded Coffee                     | 2      |
| 15. | Sunflower Outdoor & Bike Shop       | 2      |
| 16. | Free State Collectibles & Antiques  | 2      |
| 17. | Lawrence Antique Mall               | 2      |
| 18. | Signs of Life                       | 2      |
| 19. | Little Saigon Cafe                  | 2      |
| 20. | 23rd Street Brewery                 | 2      |
| 21. | Raven Book Store                    | 2      |
| 22. | Topiary Tree                        | 1      |
| 23. | The Dusty Bookshelf                 | 1      |
| 24. | Lucky Dog Outfitters and Pet Bakery | 1      |
| 25. | Swansons                            | 1      |
| 26. | Replay Lounge                       | 1      |
| 27. | Quality Inn & Suites                | 1      |
| 28. | Henryr's Upstairs                   | 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       | 59      |
| 2.  | Arts/Culture | 56      |
| 3.  | Food         | 53      |
| 4.  | History      | 43      |
| 5.  | Shopping     | 39      |
| 6.  | Recreation   | 32      |
| 7.  | Haunted      | 31      |
| 8.  | Family       | 30      |
| 9.  | Wellness     | 27      |
| 10. | Basketball   | 22      |
| 11. | Agri-Tourism | 21      |
| 12. | Universities | 19      |

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## 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. Association of Academic Museums and Gal... | 250               | 2          | 0        | 250  | 0        | 0    | 0              | 0               |
| 2. Restorative Justice                        | 200               | 2          | 0        | 200  | 0        | 200  | 0              | 200             |
| 3. Holiday Inn Express & Suites               | 100               | 0          | 0        | 50   | 0        | 0    | 0              | 0               |
| 4. Kansas Geological Society                  | 85                | 0          | 0        | 85   | 0        | 85   | 0              | 0               |
| 5. Klebe Wedding                              | 50                | 0          | 0        | 0    | 0        | 0    | 0              | 0               |
| 6. Byrd Family Reunion                        | 35                | 1          | 35       | 35   | 35       | 35   | 105            | 0               |
| 7. Motel 6                                    | 0                 | 0          | 0        | 30   | 0        | 0    | 0              | 0               |
| 8. First District Committee                   | 0                 | 0          | 0        | 150  | 150      | 150  | 0              | 0               |
| 9. Midwest Travel                             | 0                 | 0          | 0        | 0    | 0        | 0    | 0              | 45              |
| 1... Baymont Inn & Suites                     | 0                 | 1          | 0        | 100  | 25       | 0    | 0              | 0               |
| 1... DoubleTree by Hilton                     | 0                 | 0          | 0        | 75   | 0        | 0    | 0              | 50              |
| 1... null                                     | null              | null       | null     | null | 210      | 470  | null           | 295             |

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



## Report: Lead Production Detail

Month To Date

| Alias                            | OppID | Account                                 | Meeting Name                               | Leads | Room Nights | Delegates | Econ. Impact   |
|----------------------------------|-------|---|--|-------|-------------|-----------|----------------|
| Meeting Sales                    |       |   |  |       |             |           |                |
| Icarb                            | 1374  | Central States District of BHS          | BHS - Central States Fall Contest 2026     | 0     | 0           | 0         | \$0.00         |
| Icarb                            | 1375  | Central States District of BHS          | BHS - Central States Fall Contest 2027     | 0     | 0           | 0         | \$0.00         |
| Icarb                            | 3435  | National Christian Homeschool Champions | 2023 Volleyball NCHC                       | 0     | 400         | 0         | \$63,600.00    |
| Icarb                            | 3470  | Black and Veatch                        | Black and Veatch Conference                | 0     | 0           | 0         | \$0.00         |
| Icarb                            | 3477  | Delta Gamma Sorority                    | Delta Gamma Reunion '63 - 67 (2023)        | 1     | 40          | 0         | \$6,360.00     |
| Icarb                            | 3478  | Higher Education Protection Network     | HEPNet Annual Conference 2024              | 1     | 625         | 125       | \$99,375.00    |
| Icarb                            | 3479  | People Grove                            | People Grove Conference                    | 1     | 186         | 80        | \$29,574.00    |
| Icarb                            | 3480  | KU Athletics Department                 | Kansas Relays 2024                         | 1     | 2600        | 1500      | \$413,400.00   |
| Icarb                            | 3481  | National Christian Homeschool Champions | NCHC Basketball Heartland Regionals        | 1     | 900         | 300       | \$143,100.00   |
| Icarb                            | 3482  | KU Athletics Department                 | Rim Rock XC Collegiate Classic '23         | 1     | 400         | 0         | \$63,600.00    |
| Icarb                            | 3483  | KU Athletics Department                 | Rim Rock Farm High School Classic '23      | 1     | 450         | 150       | \$71,550.00    |
| Icarb                            | 3484  | KU Athletics Department                 | Bob Timmons Indoor Invite - Collegiate '23 | 1     | 300         | 200       | \$47,700.00    |
| Icarb                            | 3485  | KU Athletics Department                 | Rock Chalk Open - High School '23          | 1     | 300         | 150       | \$47,700.00    |
| Icarb                            | 3486  | Mix Master 2023                         | Mix Master 2023                            | 1     | 40          | 20        | \$6,360.00     |
| Icarb                            | 3487  | Varsity Brands                          | 2023 Varsity Spirit Camp KS1 UDA           | 1     | 279         | 100       | \$44,361.00    |
| Icarb                            | 3488  | Varsity Brands                          | Varsity Spirit Camp KSLAW1                 | 1     | 102         | 100       | \$16,218.00    |
| Icarb                            | 3489  | National Fishing League                 | National Crapple Tournament                | 1     | 700         | 150       | \$111,300.00   |
| Icarb                            | 3490  | National Fishing League                 | National Bass Tournament '24               | 1     | 700         | 150       | \$111,300.00   |
| Totals for Laura Carbrey (Icarb) | -     | -                                       | -  | 14    | 8,022       | 3,025     | \$1,275,498.00 |
| Totals for Meeting Sales         | -     | -                                       | -  | 14    | 8,022       | 3,025     | \$1,275,498.00 |

Year to Date

| Alias                             | OppID | Account  | Meeting Name   | Leads | Room Nights | Delegates | Econ. Impact |
|-----------------------------------|-------|--|--|-------|-------------|-----------|--------------|
| Meeting Sales                     |       |  |  |       |             |           |              |
| kschu                             | 3464  | Paper Plains Literary Festival                     | Paper Plain Zine Fest 2023                           | 1     | 0           | 20        | \$0.00       |
| Totals for Kendra Schultz (kschu) | -     | -  | -  | 1     | 0           | 20        | \$0.00       |
| Icarb                             | 3465  | Kansas Geological Survey                           | CUSP Conference 2023                                 | 1     | 300         | 100       | \$47,700.00  |
| Icarb                             | 3466  | Kansas Statewide Homeless Coalition                | Kansas Statewide Homeless Coalition Conference 2024  | 1     | 300         | 100       | \$47,700.00  |
| Icarb                             | 3467  | K-State Research & Extension-- Douglas County      | Kansas Association of County Agriculture Agents 2024 | 1     | 80          | 50        | \$12,720.00  |
| Icarb                             | 3468  | Kanas Association of Osteopathic Medicine          | 2024 Spring Continuing Ed                            | 1     | 62          | 70        | \$9,858.00   |
| Icarb                             | 3469  | Golf Course Superintendents Association of America | GCSAA Women's Leadership Journey 2023                | 1     | 180         | 60        | \$28,620.00  |
| Icarb                             | 3470  | Black and Veatch                                   | Black and Veatch Conference                          | 1     | 40          | 20        | \$6,360.00   |
| Icarb                             | 3471  | Black and Veatch                                   | Black and Veatch Conference                          | 1     | 40          | 20        | \$6,360.00   |
| Icarb                             | 3472  | Missouri State University                          | Missouri State vs KU Football 2023                   | 1     | 30          | 50        | \$4,770.00   |
| Icarb                             | 3473  | Inferno Dance                                      | Inferno Dance Regional 2024                          | 1     | 47          | 30        | \$7,473.00   |
| Icarb                             | 3475  | Wounded Warrior Project                            | Dallas/Kansas City Summit 2023                       | 1     | 62          | 40        | \$9,858.00   |
| Icarb                             | 3476  | 2024 Highway Geology Symposium                     | 2024 Highway Geology Symposium                       | 1     | 420         | 110       | \$66,780.00  |
| Icarb                             | 3477  | Delta Gamma Sorority                               | Delta Gamma Reunion '63 - 67 (2023)                  | 1     | 40          | 0         | \$6,360.00   |
| Icarb                             | 3478  | Higher Education Protection Network                | HEPNet Annual Conference 2024                        | 1     | 625         | 125       | \$99,375.00  |
| Icarb                             | 3479  | People Grove                                       | People Grove Conference                              | 1     | 186         | 80        | \$29,574.00  |
| Icarb                             | 3480  | KU Athletics Department                            | Kansas Relays 2024                                   | 1     | 2600        | 1500      | \$413,400.00 |
| Icarb                             | 3481  | National Christian Homeschool Champions            | NCHC Basketball Heartland Regionals                  | 1     | 900         | 300       | \$143,100.00 |

| Alias                            | OppID | Account                                       | Meeting Name                               | Leads | Room Nights | Delegates | Econ. Impact   |
|----------------------------------|-------|---|--|-------|-------------|-----------|----------------|
| Icarb                            | 3482  | KU Athletics Department                       | Rim Rock XC Collegiate Classic '23         | 1     | 400         | 0         | \$63,600.00    |
| Icarb                            | 3483  | KU Athletics Department                       | Rim Rock Farm High School Classic '23      | 1     | 450         | 150       | \$71,550.00    |
| Icarb                            | 3484  | KU Athletics Department                       | Bob Timmons Indoor Invite - Collegiate '23 | 1     | 300         | 200       | \$47,700.00    |
| Icarb                            | 3485  | KU Athletics Department                       | Rock Chalk Open - High School '23          | 1     | 300         | 150       | \$47,700.00    |
| Icarb                            | 3486  | Mix Master 2023                               | Mix Master 2023                            | 1     | 40          | 20        | \$6,360.00     |
| Icarb                            | 3487  | Varsity Brands                                | 2023 Varsity Spirit Camp KS1 UDA           | 1     | 279         | 100       | \$44,361.00    |
| Icarb                            | 3488  | Varsity Brands                                | Varsity Spirit Camp KSLAW1                 | 1     | 102         | 100       | \$16,218.00    |
| Icarb                            | 3489  | National Fishing League                       | National Crappie Tournament                | 1     | 700         | 150       | \$111,300.00   |
| Icarb                            | 3490  | National Fishing League                       | National Bass Tournament '24               | 1     | 700         | 150       | \$111,300.00   |
| Icarb                            | 1374  | Central States District of BHS                | BHS - Central States Fall Contest 2026     | 0     | 0           | 0         | \$0.00         |
| Icarb                            | 1375  | Central States District of BHS                | BHS - Central States Fall Contest 2027     | 0     | 0           | 0         | \$0.00         |
| Icarb                            | 2421  | Central States District of BHS                | BHS - Central States Fall Contest 2025     | 0     | 0           | 0         | \$0.00         |
| Icarb                            | 2422  | Federation International Football Association | 2026 FIFA World Cup                        | 0     | 0           | 0         | \$0.00         |
| Icarb                            | 2427  | Prince Hall Grand Lodge                       | 2027 Celebration                           | 0     | 0           | 0         | \$0.00         |
| Icarb                            | 3426  | KIPCOR  | Restorative Justice Conference 2023        | 0     | 80          | 0         | \$12,720.00    |
| Icarb                            | 3431  | Barber Challenge                              | Cuttin up Barber Showcase                  | 1     | 40          | 20        | \$6,360.00     |
| Icarb                            | 3432  | Chamber of Commerce Executives of Kansas      | 2023 CCEKS Annual Conference               | 1     | 90          | 40        | \$14,310.00    |
| Icarb                            | 3433  | Free State Brewing Co                         | Kansas Craft Beer Brewers Expo 2023        | 1     | 60          | 30        | \$9,540.00     |
| Icarb                            | 3434  | KU Athletics Department                       | 100th Year Kansas Relays 2023              | 1     | 105         | 250       | \$16,695.00    |
| Icarb                            | 3435  | National Christian Homeschool Champions       | 2023 Volleyball NCHC                       | 1     | 860         | 200       | \$136,740.00   |
| Icarb                            | 3436  | MOKAN Basketball                              | Hoop City Classic 2023                     | 1     | 600         | 1000      | \$95,400.00    |
| Icarb                            | 3437  | MOKAN Basketball                              | Hardwood Classic 2023 #1                   | 1     | 400         | 1000      | \$63,600.00    |
| Icarb                            | 3438  | MOKAN Basketball                              | Hardwood Classic 2023 #2                   | 1     | 400         | 1000      | \$63,600.00    |
| Icarb                            | 3439  | Sunflower Outdoor & Bike Rental               | Belgian Waffle Gravel Race 2023            | 1     | 1100        | 500       | \$174,900.00   |
| Icarb                            | 3440  | CSI   | CSI St. Joseph March 2023                  | 1     | 625         | 50        | \$99,375.00    |
| Icarb                            | 3441  | Topeka Impact                                 | KC Pre Nationals 2023                      | 1     | 3600        | 1500      | \$572,400.00   |
| Icarb                            | 3442  | Kansas Lions                                  | Kansas Lions State Convention 2024         | 1     | 130         | 100       | \$20,670.00    |
| Icarb                            | 3443  | Bespoke Sports Marketing                      | NAPA Kansas City                           | 1     | 75          | 30        | \$11,925.00    |
| Icarb                            | 3444  | Suez Water Technologies                       | Incineration Network Forum 2023            | 1     | 105         | 50        | \$16,695.00    |
| Icarb                            | 3445  | ESPN  | College Game Day Studio Show '23           | 1     | 315         | 110       | \$50,085.00    |
| Icarb                            | 3446  | Lawrence Art Guild                            | Art in the Park-Artist Block               | 1     | 90          | 30        | \$14,310.00    |
| Icarb                            | 3447  | Black Hills Energy                            | Extended Leadership Training               | 1     | 100         | 50        | \$15,900.00    |
| Icarb                            | 3448  | ESPN  | Game Day Hoops 2023                        | 1     | 125         | 50        | \$19,875.00    |
| Icarb                            | 3449  | NE Bee Keepers Association                    | NE Bee Keepers 2023 Meeting                | 1     | 100         | 50        | \$15,900.00    |
| Icarb                            | 3450  | Kansas University Native Americans            | FNSA Powwow & Indigenous Cultures Festival | 1     | 24          | 50        | \$3,816.00     |
| Icarb                            | 3451  | REV IT UP Car Show                            | REV IT UP 2023                             | 1     | 225         | 75        | \$35,775.00    |
| Icarb                            | 3452  | Los Angeles Football Club 2                   | LAFC2 - 2023                               | 1     | 30          | 30        | \$4,770.00     |
| Icarb                            | 3453  | Houston Dynamo 2                              | Houston Dynamo 2 2023                      | 1     | 32          | 32        | \$5,088.00     |
| Icarb                            | 3454  | Tacoma Defiance 2                             | Tacoma Defiance 2                          | 1     | 30          | 0         | \$4,770.00     |
| Icarb                            | 3455  | North Texas SC                                | North Texas SC 2023                        | 1     | 30          | 30        | \$4,770.00     |
| Icarb                            | 3456  | Vancouver Whitecaps 2                         | Vancouver Whitecaps 2 2023                 | 1     | 32          | 35        | \$5,088.00     |
| Icarb                            | 3457  | San Jose Earthquakes 2                        | San Jose Earthquakes 2 2023                | 1     | 28          | 14        | \$4,452.00     |
| Icarb                            | 3458  | Colorado Rapids 2 2023                        | Colorado Rapids 2 2023                     | 1     | 28          | 50        | \$4,452.00     |
| Icarb                            | 3459  | Portland Timbers 2                            | Portland Timbers 2 2023                    | 1     | 40          | 50        | \$6,360.00     |
| Icarb                            | 3460  | Minnesota United FC 2                         | Minnesota United FC 2                      | 1     | 34          | 50        | \$5,406.00     |
| Icarb                            | 3461  | Association of Academic Museums and Galleries | AAMG 2023                                  | 1     | 450         | 150       | \$71,550.00    |
| Icarb                            | 3462  | Kansas Half Marathon/5K                       | Kansas 1/2 Marathon + 5K                   | 1     | 0           | 250       | \$0.00         |
| Icarb                            | 3463  | Lawrence Art Center                           | Free State Film Festival 2023              | 1     | 210         | 50        | \$33,390.00    |
| Totals for Laura Carbrey (Icarb) | -     | -   | -  | 58    | 19,376      | 10,601    | \$3,080,784.00 |
| Totals for Meeting Sales         | -     | -   | -  | 59    | 19,376      | 10,621    | \$3,080,784.00 |

Previous Year to Date

| Alias         | OppID | Account                               | Meeting Name                     | Leads | Room Nights | Delegates | Econ. Impact |
|---------------|-------|---------------------------------------|----------------------------------|-------|-------------|-----------|--------------|
| Meeting Sales |       |                                       |                                  |       |             |           |              |
| kschu         | 1380  | Topeka Impact                         | KC Power Pre-National Tournament | 0     | 850         | 400       | \$135,150.00 |
| kschu         | 1386  | Kansas Collegiate Athletic Conference | KCAC Women's Golf Tournament     | 0     | 105         | 0         | \$16,695.00  |

| Alias                             | OppID | Account  | Meeting Name                                     | Leads | Room Nights | Delegates | Econ. Impact   |
|-----------------------------------|-------|--|--|-------|-------------|-----------|----------------|
| kschu                             | 1405  | Institute for Digital Research in the Humanities, The KU | Education Training                               | 1     | 210         | 30        | \$33,390.00    |
| kschu                             | 1406  | Kansas Association of Public Information Officers        | 2022 KAPIO Annual Conference                     | 1     | 80          | 40        | \$12,720.00    |
| kschu                             | 1407  | Free State Brewing Co                                    | Kansas Craft Beer Brewers Expo 2022              | 1     | 60          | 30        | \$9,540.00     |
| kschu                             | 1408  | Kansas Physical Therapy Association                      | Kansas Physical Therapy Association (KPTA) 2023  | 1     | 47          | 50        | \$7,473.00     |
| kschu                             | 1409  | Mother Earth News Institute                              | Real Food Experiences                            | 1     | 40          | 25        | \$6,360.00     |
| kschu                             | 2407  | Lawrence Art Guild                                       | Art in the Park-Artist Block                     | 1     | 90          | 30        | \$14,310.00    |
| kschu                             | 2408  | Kansas Association of REALTORS                           | Region #9 Conference                             | 1     | 317         | 150       | \$50,403.00    |
| kschu                             | 2409  | Heart of America Volleyball                              | Show Me Qualifier-Week 2                         | 1     | 2070        | 500       | \$329,130.00   |
| kschu                             | 2410  | Heart of America Volleyball                              | Show Me Qualifier-Week 1                         | 1     | 2035        | 500       | \$323,565.00   |
| kschu                             | 2411  | National Guard Association of Kansas                     | April Yellow Ribbon Event Deployment Event       | 1     | 600         | 600       | \$95,400.00    |
| kschu                             | 2412  | MOKAN Basketball   | Hardwood Classic Tournament Week 1 & Week 2      | 1     | 2800        | 800       | \$445,200.00   |
| kschu                             | 2413  | Sunflower Outdoor & Bike Rental                          | Belgian Waffle Ride Kansas 2022 Race             | 1     | 2800        | 1200      | \$445,200.00   |
| kschu                             | 2414  | Zeta Phi Beta Sorority, Inc. Chi Delta Zeta Chapter      | Founder's Day Celebration/Weekend with the Grand | 1     | 65          | 25        | \$10,335.00    |
| kschu                             | 2415  | National Christian Homeschool Champions                  | NCHC Basketball Heartland Regionals              | 1     | 900         | 300       | \$143,100.00   |
| Totals for Kendra Schultz (kschu) | -     | -  | -  | 14    | 13,069      | 4,680     | \$2,077,971.00 |
| Totals for Meeting Sales          | -     | -  | -  | 14    | 13,069      | 4,680     | \$2,077,971.00 |



**Guest Tax (221)**

|                                   | <b>2022</b>      | <b>2023 Adopted</b> | <b>2023 Revised</b> | <b>2024 Requested</b> |
|-----------------------------------|------------------|---------------------|---------------------|-----------------------|
| <b>Revenues</b>                   | <b>Audited</b>   | <b>Budget</b>       | <b>Budget</b>       | <b>Budget</b>         |
| Intergovernmental                 | \$ 1,987,099     | \$ 1,850,000        | \$ 2,386,000        | \$ 2,500,000          |
| Interest                          | 7,902            | 1,000               | 5,000               | 5,000                 |
| Miscellaneous                     | 7,442            | -                   | -                   | -                     |
| Transfer In                       | -                | -                   | -                   | -                     |
| <b>Total</b>                      | <b>2,002,443</b> | <b>1,851,000</b>    | <b>2,391,000</b>    | <b>2,505,000</b>      |
| <b>Expenditures</b>               |                  |                     |                     |                       |
| Personal Services                 | 180,908          | 199,000             | 199,000             | 523,000               |
| Internal Services                 | 73,000           | 94,000              | 94,000              | 129,000               |
| Operating Expenses                | 1,272,889        | 1,767,000           | 1,815,000           | 2,138,000             |
| Vehicles/Equipment                | -                | -                   | -                   | 150,000               |
| Allotted for CIP                  | -                | 150,000             | -                   | -                     |
| Transfers Out                     | -                | -                   | -                   | -                     |
| <b>Total</b>                      | <b>1,526,797</b> | <b>2,210,000</b>    | <b>2,108,000</b>    | <b>2,940,000</b>      |
| Revenue over/(under)              |                  |                     |                     |                       |
| Expenditure                       | 475,646          | (359,000)           | 283,000             | (435,000)             |
| Beginning Balance                 | 624,212          | 739,000             | 1,099,858           | 1,382,858             |
| <i>Less: Reserve by Policy</i>    | <i>250,980</i>   | <i>363,288</i>      | <i>346,521</i>      | <i>483,288</i>        |
| Available for Use                 | 848,878          | 16,712              | 1,036,337           | 464,570               |
| Total Fund Balance                | \$ 1,099,858     | \$ 380,000          | \$ 1,382,858        | \$ 947,858            |
| <b>Expenditures by Department</b> |                  |                     |                     |                       |
| Parks and Recreation              | 1,526,797        | 2,210,000           | 2,108,000           | 2,940,000             |
| <b>Total</b>                      | <b>1,526,797</b> | <b>2,210,000</b>    | <b>2,108,000</b>    | <b>2,940,000</b>      |





# JUNE 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



|                 | Current Month - June 2023 vs June 2022 |      |        |        |        |       |                               |      |        |          |            |           | Year to Date - June 2023 vs June 2022 |      |        |        |        |       |                              |     |        |          |            |           | Participation |        |        |        |
|-----------------|--|------|--------|--------|--------|-------|-------------------------------|------|--------|----------|------------|-----------|---------------------------------------|------|--------|--------|--------|-------|------------------------------|-----|--------|----------|------------|-----------|---------------|--------|--------|--------|
|                 | Occ %                                  |      | ADR    |        | RevPAR |       | Percent Change from June 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    | 65.6                                   | 65.0 | 106.84 | 100.81 | 70.11  | 65.49 | 1.0                           | 6.0  | 7.1    | 5.7      | -1.3       | -0.3      | 57.5                                  | 54.1 | 101.16 | 94.53  | 58.13  | 51.17 | 6.1                          | 7.0 | 13.6   | 12.0     | -1.4       | 4.7       | 715           | 440    | 48065  | 37037  |
| Emporia, KS+    | 71.1                                   | 67.6 | 109.98 | 102.85 | 78.16  | 69.47 | 5.2                           | 6.9  | 12.5   | 12.5     | 0.0        | 5.2       | 61.9                                  | 57.7 | 95.57  | 90.66  | 59.18  | 52.35 | 7.2                          | 5.4 | 13.1   | 13.1     | 0.0        | 7.2       | 12            | 9      | 611    | 494    |
| Lafayette, IN+  | 80.3                                   | 70.3 | 106.10 | 96.07  | 85.23  | 67.58 | 14.2                          | 10.4 | 26.1   | 26.1     | 0.0        | 14.2      | 68.7                                  | 60.8 | 107.59 | 98.35  | 73.88  | 59.79 | 13.0                         | 9.4 | 23.6   | 23.6     | 0.0        | 13.0      | 25            | 24     | 2234   | 2154   |
| Lincoln, NE+    | 69.4                                   | 73.9 | 108.25 | 106.35 | 75.11  | 78.59 | -6.1                          | 1.8  | -4.4   | -4.8     | -0.4       | -6.4      | 54.5                                  | 56.4 | 104.41 | 97.28  | 56.94  | 54.86 | -3.3                         | 7.3 | 3.8    | 4.0      | 0.2        | -3.1      | 66            | 49     | 5324   | 4492   |
| Iowa City, IA+  | 61.9                                   | 60.2 | 120.91 | 111.75 | 74.88  | 67.33 | 2.8                           | 8.2  | 11.2   | 11.5     | 0.2        | 3.0       | 53.1                                  | 49.4 | 121.70 | 115.61 | 64.68  | 57.08 | 7.6                          | 5.3 | 13.3   | 13.6     | 0.2        | 7.9       | 12            | 10     | 1244   | 1120   |
| Stillwater, OK+ | 56.0                                   | 57.4 | 105.47 | 102.13 | 59.10  | 58.60 | -2.3                          | 3.3  | 0.9    | 10.8     | 9.8        | 7.3       | 48.0                                  | 48.7 | 103.86 | 100.30 | 49.87  | 48.82 | -1.3                         | 3.5 | 2.2    | 7.2      | 5.0        | 3.5       | 19            | 15     | 1542   | 1359   |

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| 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          | 0              |                    |
| <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>384,275</b> | <b>9.33%</b>       |
| July                | 151,194          | 97,830           | 37,085           | 138,574          | 133,188          | 152,087          | 168,245          | 58,308         | 127,254          | 174,977          | 0              |                    |
| 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>0</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>840,871</b> | <b>15.25%</b>      |

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

