



BOARD OF DIRECTORS MEETING

December 15, 2021
3:30 PM
Carnegie Building



explore
LAWRENCE



eXplore Lawrence Board Meeting Agenda

Wednesday, December 15 – 3:30 PM Carnegie Conference Room

1. Approval of Minutes – November board meeting
2. Finance Report
3. Staff reports
4. Executive Director Report
5. Budget Update
6. Board Continuity
7. Board Retreat
8. 2022 Meeting Schedule

eXplore Lawrence

DRAFT - Board Minutes

November 19, 2021

Zoom meeting – 3:30 p.m.

Members Present: Mike Logan, Fally Afani, Jamie Hays Szclc, Heidi Champagne, Ivan Simac, Porter Arneill, Sally Zogry

Members absent: Hugh Carter, Peter Bobkowski,
*ex-officio members

Staff: Kim Anspach, Executive Director

Guests: None

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

Meeting began at 11:09 a.m.

1. Approval of Minutes – October board meeting

Action: Heidi moved; Ivan seconded. Approved.

2. Finance Report – Heidi

- Heidi went over assets: Reserve funds sitting at \$203,009, Total \$387,638.

3. Staff Reports

- Visitor Center
 - 621 visitors in October. Had to close a couple of Sundays due to staffing. Back up on Sundays through Christmas for DLI gift card sales.
 - Will be open on Black Friday.
 - Vendor Village at Belgian Waffle Race.
 - KU Orientation wants eXplore involved in welcome weekend next year.
 - New merch arriving in December. Restocking t-shirts for Christmas.
- Sales Report
 - Looks like we might get hardwood classic. Will know by December 1st.
 - Belgian Waffle picked up some rooms. Many riders were at Air BnB rentals. The highest number of female riders at any Belgian Waffle race ever.
 - KCAC Golf Tournament Awarded to us 2022 through 2024.
 - Kansas Museum Association was in town last week with a large attendance.

- Marketing
 - Web site
 - Website traffic was down from year-to-year, but in October 2020 we were spending CARES funding on marketing. We had reduced traffic in 2021 but they were spending more time on-site and increased engagement.
 - We have the 2022 Visitor's Guide. Should drop the first week of December.

Executive Director Report

- Kim shared KU Community partners update
 - KU Community partners update organizing site visits for venues
 - eXplore hosted happy hour with the consultants had a large roundtable of conversations about putting on events with KU.
 - Made connections with KU for collaboration and partnership.
- Strategic Plan updates
 - Meeting with Johnathan Morris to develop plans for the near future.
- Accounting RFP
 - Interviewed two accountants. Only one was a CPA and therefore eligible.
Mike put forth a motion to direct Kim to engage in contract negotiations with Phoenix accounting for bookkeeping/payroll/tax services effective December 2021, Heidi seconded. Motion passed 4-0.

4. Budget Update
5. Working closely with Jeremy Willmoth, City Finance Director, on the status of TGT funds and determining the amount of the fourth quarter payment. \$387K Normal is \$249K
6. Kim met with Derek and agreed that a rent reduction to \$1,000 per month is an appropriate amount.
7. 2022 budget of \$996,000 agreement will be on the next City Commission meeting docket for review and approval.
8. Ivan mentioned the EIDL loan and if everything falls in place, perhaps we should repay the loan and get it off the books. Start paying back in June 2022.
9. Board Nominations 2022
 - Discussion needed for changing dates of board meetings.
 - We are losing Mike as board chair and member, Discussion needed to leverage knowledge from Mike's position to the next board leadership position.

- Discuss adding two more board members – Restaurant Industry and At-Large Tourism Seat (Indigenous, attraction, etc.) Currently seven voting members. Move to nine members with existing ex-officio members.
- Nominating committee for 2022. Seats available: Service/Event Management (Mike), Arts & Culture (Fally currently filling through 2021, so Fally is eligible for a second term which would actually be first term), Hotelier (Ivan's seat), going to have another open seat we are not anticipating in January. Fally and Ivan eligible for a second term.
- **Board Retreat**
 - Kim suggested moving it to January.
 - Engaging Jonathan Morris for board retreat again.

Notes

Motion to Adjourn

Action: Moved by Mike, Ivan seconded. Approved unanimously.

Meeting Ended at 12:15 p.m.

Next meeting December 15, 2021 - 3:30 p.m.

Explore Lawrence Inc
Profit & Loss Budget Performance
November 2021

	Nov 21	Budget	Jan - Nov 21	YTD Budget	Annual Budget
Ordinary Income/Expense					
Income					
5000 · Guest Tax	0,00	249,000,00	391,210,00	996,000,00	996,000,00
5200 · Merchandise Sales	242,57	666,67	2,612,05	7,333,33	8,000,00
5250 · Meeting Max Income	0,00	0,00	9,695,00	0,00	0,00
5500 · DMI	0,00	0,00	12,000,00	12,000,00	12,000,00
5600 · Co-Op Marketing	0,00	0,00	4,300,00	15,000,00	15,000,00
5658 · State Grant	0,00	0,00	10,000,00	10,000,00	10,000,00
5660 · DTN	0,00	0,00	0,00	6,000,00	6,000,00
5700 · Miscellaneous Income	166,16	166,67	1,414,24	1,833,33	2,000,00
Total Income	408,73	249,833,34	431,231,29	1,048,166,66	1,049,000,00
Cost of Goods Sold					
6100 · Merchandise Cost					
6190 · Miscellaneous Costs	0,00		265,50		
Total 6100 · Merchandise Cost	0,00	0,00	265,50	0,00	0,00
Total COGS	0,00	0,00	265,50	0,00	0,00
Gross Profit	408,73	249,833,34	430,965,79	1,048,166,66	1,049,000,00
Expense					
7000 · Payroll Expense					
7065 · Health Insurance	2,480,42	2,333,33	26,785,46	25,666,67	28,000,00
7070 · Incentive Program	0,00	833,33	0,00	9,166,67	10,000,00
7081 · Payroll	23,390,25	28,333,33	283,957,96	311,666,67	340,000,00
7000 · Payroll Expense - Other	0,00		1,097,55		
Total 7000 · Payroll Expense	25,870,67	31,499,99	311,840,97	346,500,01	378,000,00
7260 · Retirement Plan	1,406,88	833,33	16,148,46	9,166,67	10,000,00
7600 · Programs					
7601 · Advertising					
7601.10 · Magazine	685,00	3,000,00	12,257,00	7,425,00	7,425,00
7601.12 · Content	150,00	0,00	11,214,09	9,500,00	9,500,00
7601.14 · Outdoor	0,00	3,000,00	700,00	11,700,00	12,700,00
7601.2 · Design	57,92	200,00	3,384,72	5,380,00	5,980,00
7601.21 · Opportunity Fund	0,00	1,000,00	2,273,00	16,179,00	18,179,00
7601.24 · New Technology	0,00	0,00	6,906,22	4,500,00	6,000,00
7601.4 · Public Relations	(6,78)	0,00	3,687,13	7,000,00	8,000,00
7601.8 · Digital	4,786,66	1,000,00	34,230,57	79,216,00	84,216,00
7601.9 · Partner Media Buy Program	0,00	0,00	11,56	4,000,00	4,000,00
Total 7601 · Advertising	5,672,80	8,200,00	74,664,29	144,900,00	156,000,00
7619 · Incentive Travel	0,00	0,00	19,183,91	26,000,00	30,000,00
7623 · Marketing					
7623.1 · Website Design	6,500,00	2,856,25	45,870,00	31,418,75	34,275,00
Total 7623 · Marketing	6,500,00	2,856,25	45,870,00	31,418,75	34,275,00
7625 · Simpleview Data Base	0,00	0,00	25,000,00	38,000,00	38,000,00
7641 · Promotional Materials	0,00	500,00	4,971,71	11,500,00	12,000,00
7642 · Trade Shows	763,69	500,00	5,206,79	9,500,00	10,000,00
7643 · Website Hosting	0,00	0,00	208,87	0,00	1,000,00
7644 · Printing and Reproduction	0,00	583,33	1,472,88	6,416,67	7,000,00
7645 · Special Projects					
7648 · Bids	0,00	1,250,00	1,248,75	13,750,00	15,000,00
Total 7645 · Special Projects	0,00	1,250,00	1,248,75	13,750,00	15,000,00
Total 7600 · Programs	12,936,49	13,889,58	177,827,20	281,485,42	303,275,00
7620 · Meeting programs	0,00	1,500,00	19,947,96	32,000,00	40,000,00
7900 · Rental and Tax Expense					
7910 · Storage	153,03		153,03		
Total 7900 · Rental and Tax Expense	153,03		153,03		

Explore Lawrence Inc
Profit & Loss Budget Performance
November 2021

	Nov 21	Budget	Jan - Nov 21	YTD Budget	Annual Budget
8100 · Buildout VC Center-Depreciation	0,00	9,628,88	0,00	106,775,55	0,00
8200 · Admin and General					
8202 · Accounting	0,00	750,00	11,955,01	14,250,00	15,000,00
8203 · Rent	2,970,23	3,083,33	32,698,53	33,916,67	37,000,00
8204 · Software	23,50	250,00	1,521,36	2,750,00	3,000,00
8206 · Hardware	0,00	416,67	0,00	4,583,33	5,000,00
8210 · Technology Repair & Maintenance	0,00	1,666,67	8,348,87	18,333,33	20,000,00
8214 · Bank Service Charges	35,90	50,00	446,74	550,00	600,00
8225 · Board Expenses	0,00	366,67	4,099,97	4,033,33	4,400,00
8226 · Leased Equipment	218,67	416,67	4,340,12	4,583,33	5,000,00
8230 · Dues/Subscriptions/Memberships	248,18	916,67	11,983,57	10,083,33	11,000,00
8234 · Insurance	259,06	750,00	7,152,05	8,250,00	9,000,00
8238 · Utilities	319,47	500,00	2,675,35	5,500,00	6,000,00
8242 · Legal	0,00	416,67	633,41	4,583,33	5,000,00
8244 · Janitorial/Cleaning	220,94	375,00	1,617,24	4,125,00	4,500,00
8245 · Retirement Plan Fees/Admin	0,00	125,00	2,199,42	1,375,00	1,500,00
8247 · Office Supplies	159,14	458,33	1,558,51	5,041,67	5,500,00
8248 · Postage and Delivery	0,00	685,42	1,083,96	7,539,58	8,225,00
8250 · Storage	0,00	208,33	765,14	2,291,67	2,500,00
8251 · Misc. Office General	0,00	166,67	2,346,54	1,833,33	2,000,00
8282 · Travel & Meetings	270,09	625,00	3,349,65	6,875,00	7,500,00
8283 · Telephone/Internet	828,73	1,458,33	15,005,65	16,041,67	17,500,00
Total 8200 · Admin and General	5,554,91	13,685,43	113,781,09	156,539,57	170,225,00
8252 · Storage	0,00		918,18		
Total Expense	45,921,98	71,037,21	640,616,89	932,467,22	901,500,00
Net Ordinary Income	(45,513,25)	178,796,13	(209,651,10)	115,699,44	147,500,00
Other Income/Expense					
Other Income					
9020 · Interest Income	133,28	83,33	1,508,64	916,67	1,000,00
9060 · PPP Loan Forgiven	0,00		94,360,00		
Total Other Income	133,28	83,33	95,868,64	916,67	1,000,00
Other Expense					
9510 · Depreciation	0,00	0,00	0,00	0,00	5,358,70
Total Other Expense	0,00	0,00	0,00	0,00	5,358,70
Net Other Income	133,28	83,33	95,868,64	916,67	(4,358,70)
Net Income	(45,379,97)	178,879,46	(113,782,46)	116,616,11	143,141,30



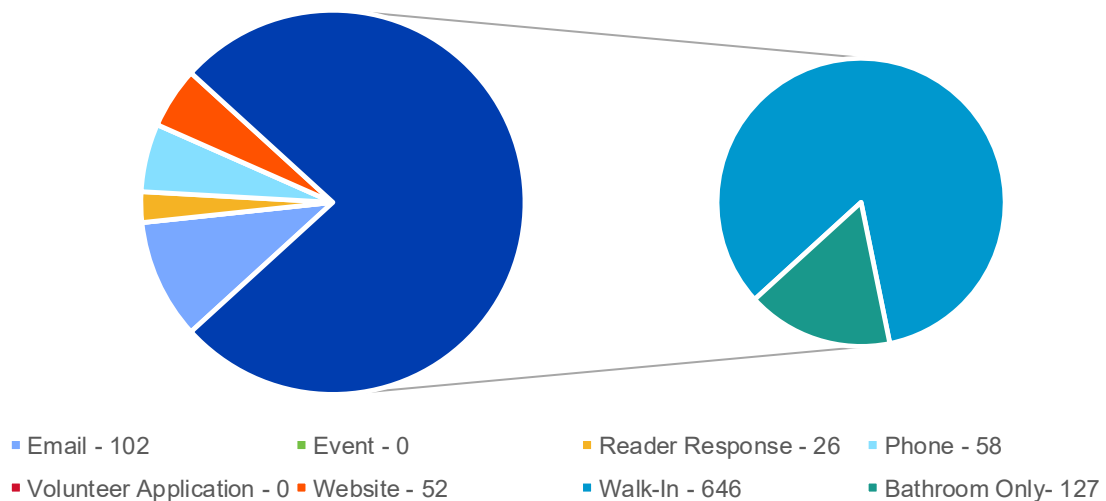
Visitors Center Report

Overview

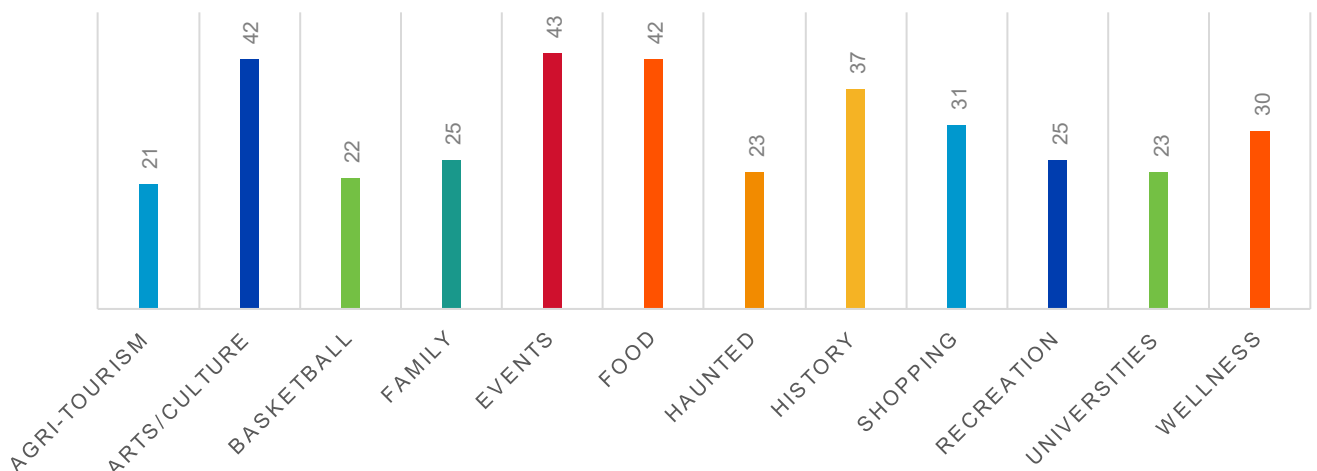
November outpaced of October with a total of 646 visitors who came in our doors. I am pleased with these numbers, seeing how it is starting to get colder out. With the holiday week of Thanksgiving I was surprised to see we still did so well with attendance. I expect that we will continue to see a healthy amount of visitors with the selling of Downtown gift cards.

Visitors Center Guests

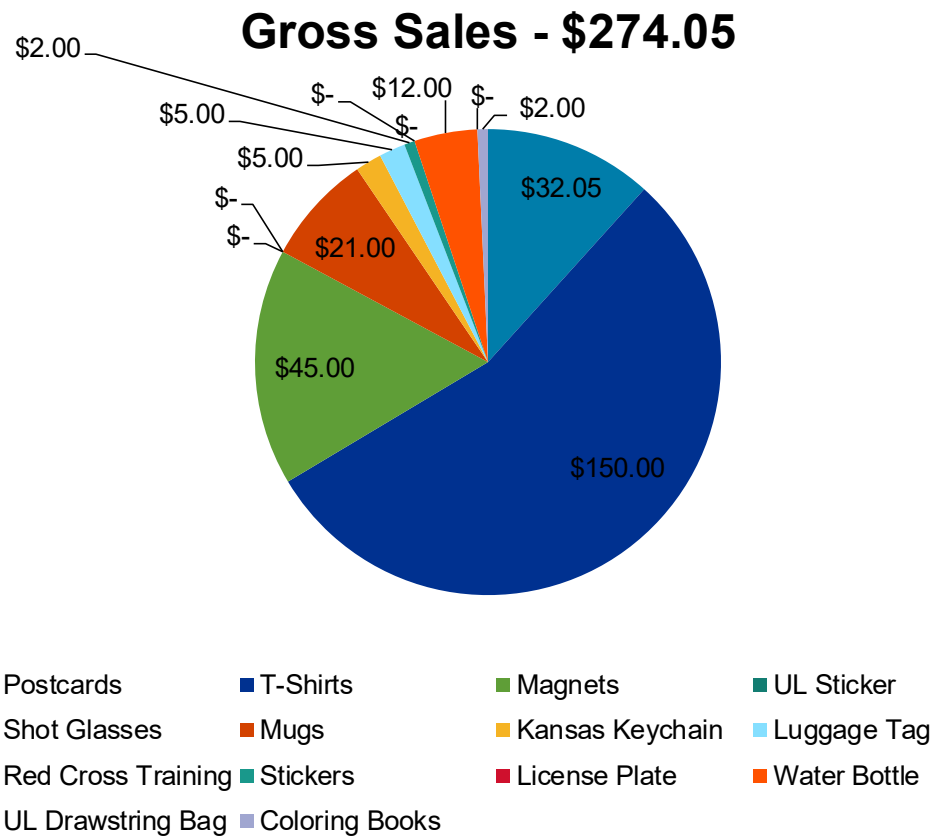
November Inquiries



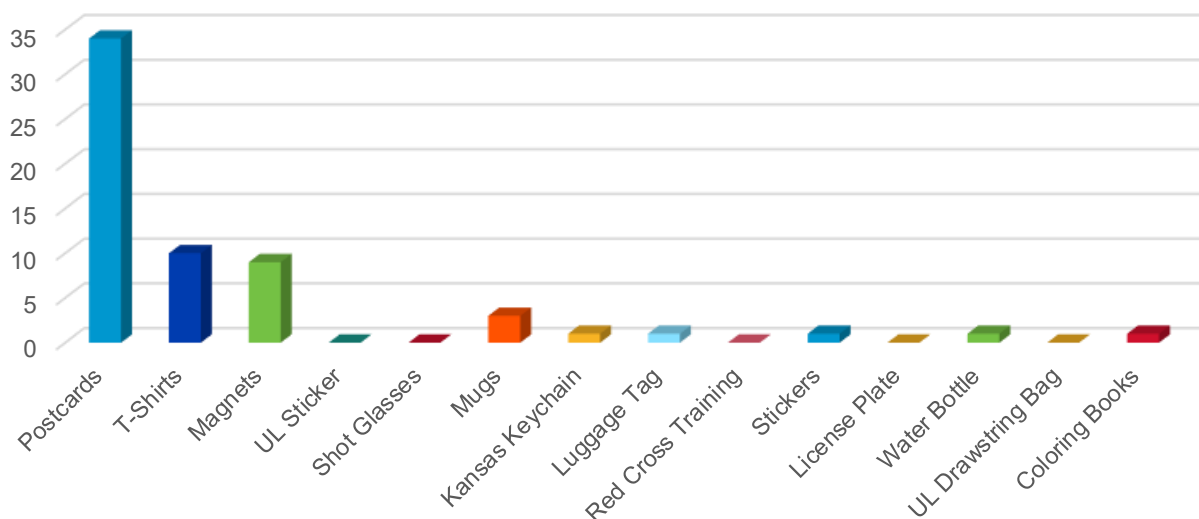
Visitor Interests



Visitors Center Sales



Number of Items Sold



We sold over 30 Postcards in the month of November. We have both our new EL postcards and some other new Kansas ones that have both sold really well over the last few weeks. Postcards are still our highest selling item that we carry. We have also received some new key chains and magnets as well as some new stickers. I am excited that we got them and expect them to each sell really well.

During November I took inventory of products at the Visitors Center. I made sure to re-order products that we were running low on and expect to receive them at the start of the year when some of the new materials for other destinations come out. We have already received the 2022 Kansas Travel Guide and the 2022 Douglas County Newcomers Guide.

We also received our new 2022 Lawrence Visitors guide. I helped to coordinate receiving them at the Visitors Center as well as our Storage. Jess and I will both be helping to distribute them around town in the coming days.

The weekly videos continue to help me stay up to date with events going on in Lawrence and I am glad that it is one of the tasks I do each week. I have decided to feature a restaurant in the videos each week to keep the videos fresh and also spotlight businesses who might not have events we are able to feature often on the weekly videos.

I am taking on a new project with the assistance of both Kim and Andrea. I will be going around Lawrence and cataloging each of the permitted murals. I will be creating listings for them as well as eventually creating blog content for them. Lawrence has so many beautiful murals each with its own character that I am excited to showcase.



Sales Team Board Report, November 2021

Lead Production

- 4 Leads generated in Nov (ERR: \$117,819)
- 1 Definite (ERR: \$30,846.00)

*RRN = Requested
Room Nights*

*ERR = Estimated
Room Revenue*

Leads:

K-State Extension County Training-Feb 28-March 2, 2022 / *RRN: 30; EER: \$4,770*

April Fool's Futbol Festival-April 1- 3rd, 2022 / *RRN: 350; EER: \$55,650*

WSU Workforce Innovation Conference- Oct 2-5th, 2022/ *RRN: 167; EER: \$26,553.00*

Definite:

NACADA Region #7-March 13-16th, 2022 / *RRN: 194; EER: \$30,846.00*

Sales Team Board Report, November 2021



Prospecting Efforts & Other Sales Team Highlights

Active Prospecting/Business Development –

Hardwood Classic Basketball Tournament- MO Kansas Basketball board had not met in November. Needed an extension on deadline to make decision. Gave them until 12/2/21 to give eXplore Lawrence a decision.

BWR Kansas- Recap from Sunflower Outdoor & eXplore Lawrence post event recap

The event was overall a huge success.

Highest ratio of Wana riders-, which are first time riders for the beginning race

High ratio of women participants in any BWR race to date

522 Downtown Lawrence gift cards were spent at downtown Lawrence restaurants and business owners. Estimated around \$10,500 in revenue from gift card sales.

540 racers finished the race/ 580 starters on race day

Lots of out of town traffic. Zip codes range from Colorado, California, Arkansas, Texas, Missouri, Kansas, Oklahoma, etc.

180 rooms picked up from pick up reports/ hotels did not track outside of group blocks so very hard to track guests who were in town were in town specifically for the BWR Kansas race. Did compare occupancy YOY and '21 occupancy at the hotels were higher than in years past which could be because of the BWR Kansas race.

Downtown hotels saw the most pick up and reservation traffic

Great local exposure for Sunflower Outdoor and Bike in the Kansas City market, haven't been able to pull in local traffic before

The city had great feedback on the route and execution of the race

'22 dates will be announced, BWR Kansas hopes to double their riders for the '22 race and establishing the Kansas race as the last leg of the BWR race circuit

KCAC Women's Golf Tournament- Site scheduled in December to finalize '22 & '23 agreement with Jayhawk Club.

Sales Team Board Report, November 2021



Unique Venues- David Hayob, Exec. Director of KU Jayhawk Community partners reached out to eXplore Lawrence to invite the organization to attend a site with Unique Venues. Unique Venues is a third party planning company that sells universities spaces and markets to meeting planners across the United States. The company took a two-day site to all the spaces within Kansas University and meet with key contact within the university on opportunities to sell their different classrooms and meeting spaces. eXplore Lawrence hosted a networking happy hour to meet with the contacts from Unique Venues and Kansas University. In attendance was Jeff Dewitt; CFO Of KU. KU Athletics, KU Dining, KU Events and meetings, KU Alumni Center and a few board members from eXplore Lawrence as well as Kim Anspach and Kendra Brayfield. Unique Venues will be drafting a report from their site and will share the data with all organizations. This report should be coming out in January '22. eXplore Lawrence will follow up with David Hayob and other key contact within KU to collaborate further on finding from the report.

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

None open at this time

Other sales efforts:

Threshold 360- *Ongoing project.* Majority of the venues/hotels are completed. Marketing has integrated the tours on the website. 0 New locations shot in November.

On boarding new hotel partners- None at this time..

CVENT- Gave '22 renewal agreement to Exec. Director for executive discussion and recommendations on renewal.

DOS Meeting: Next meeting schedule in January '22 to discuss Sports Pavilion '22 calendar and new contract agreement set in place at Sports Pavilion. Taylor Martin and Derek Rodgers from Parks and Rec expected to attend.

MPI Kansas City- Kendra attended the annual trivia night at Tshotz. Explore Lawrence hosted a few St. Louis planners from the Meet Missouri and Meet Kansas magazine.

KSAE- Kendra reached out to KSAE Director to float the idea of hosting a FAM tour in Lawrence for KSAE members in '22.

PCMA Heartland- Explore Lawrence was the (1) of the presenting sponsors at the annual state of the industry event. eXplore Lawrence presented the new eXplore Lawrence video.



Marketing & Communications Report – November 2021

What's New

- [Unmistakably Lawrence Vibe Videos](#)
- [Unmistakably Lawrence Visitors Guide](#)

Website

Total unique website visitors for November were 10,144, a 29% decrease from last month and 35% less than November of last year. Our Football and Encountering John Brown digital advertising campaign concluded in October. In November 2020, we ran an extensive CARES Act-funded advertising campaign that explains the difference in traffic. The best news is that visitors have continued to spend more time on the site and view more pages since the launch of the new site. In November, users averaged 2.05 pages on the site (compared to 1.35 pages last November) and averaged 1:34 minutes (compared to :40 last November). One of the top goals for the new site was increasing engagement, and we are doing just that. The leading source for our traffic was Organic, Paid Search, and Direct

New content on the site in November was:

- New Vibe Video in the header
- Trivedi Wine Video Tour
- November Best Bets for Live Music
- Come for the game, stay for the weekend: Kansas vs. West Virginia

Top viewed content in November was:

- Calendar of Events
- Home Page
- Downtown Lighting and Santa Rescue
- Restaurants
- Concerts & Live Music

Search Engine Marketing

Last month the Google Ads paid search campaigns delivered 2,056 relevant clicks and 27,934 search ad impressions for a CTR of 7.36%. As a reminder, the travel industry average is 4.68%.

I had a long call with Google rep Syed about this account. They like to pick one account and make sure I know all the new Google marketing techniques and other changes. During the call, we auto-applied (beta) these rules:

- "Remove redundant keywords."
- "Remove conflicting negative keywords."
- "Bid more efficiently with Maximize conversions."

These changes should make it much easier to keep the account clean and spend time optimizing for less basic issues. Maximizing conversions bidding could result in more engaged users, but we'll be watching that one closely for rising CPCs! – Chris Callahan, Cohort Digital

SeeSource Advertising

We started a branding campaign with the new videos. The campaign retargets people who have visited Lawrence in the past with our :15 and : 30-second videos.

- **Branding Video Campaign November Results**
 - Target: Those who have visited Lawrence Points of Interests and their look-a-likes. Top ad spend cities are Chicago, Denver, St. Louis, Dallas/Ft. Worth, and Wichita.
 - 81,301 impressions
 - 114 clicks for a .14% click-thru-rate.
 - 85.5% video completion rate
 - 551 of the people who saw this campaign arrived in Lawrence afterward
 - The estimated revenue from these visitors is \$45,1510.
 - 71 of the people who saw the ad also visited a Lawrence hotel

Unmistakably Lawrence E-News

The November e-blast was sent to 4,289 recipients. 1,172 recipients opened the email, and 147 of those who opened it clicked on at least one link. The most popular content was the New Website, Vibe Videos, and November's Best Bets for Live Music.

Social Media

November social media activity on Twitter, Instagram, and Facebook resulted in 195 new fans, 200,924 impressions, and 4,433 post engagements.

Social Advertising

Our ads on Facebook and Instagram served 81,227 impressions. We had several different goals with the November campaigns:

- Page Likes Campaign
 - 95 new page likes
- Video Campaign
 - 5,615 ThruPlays
- Live Music Campaign
 - 211 clicks
- Come for the game, stay for the weekend: Sunflower Showdown
 - 105 clicks
- Website ad
 - 526 clicks
- Trivedi Video Tour

- 1,125 ThruPlays
- Come for the game, stay for the weekend: Kansas vs. West Virginia
 - 144 Post Engagements

SeeSource

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

- We counted 83,439 unique visitors from more than 50 miles away to Lawrence in November.
- Top in-state cities (>50 miles away) that people visited from in November are:
 - Manhattan
 - Wichita
 - Emporia
 - Salina
 - Pittsburg
- Top states that people visited from in November are:
 - Missouri
 - Texas
 - Colorado
 - Oklahoma
 - Nebraska
- The top 5 points of interest in November were:
 - Downtown Lawrence
 - Lawrence Hotels
 - Clinton Lake State Park
 - Allen Fieldhouse/DeBruce Center
 - Memorial Stadium

COMMUNITY ENGAGEMENT REPORT – NOVEMBER 2021

Industry Newsletter

The November industry e-newsletter was to announce the premiere of the new videos. It was sent to 1244 recipients. 27.5% of recipients opened the email, and 13.4% of those clicked on at least one link.



Default Data
Click to select your data

Medium

Nov 1, 2021 - Nov 30, 2021

AUDIENCE

Data From Google Analytics

Users
10,144

↓ -39.5%

Sessions
13,449

↓ -36.7%

Pageviews
27,546

↓ -3.4%

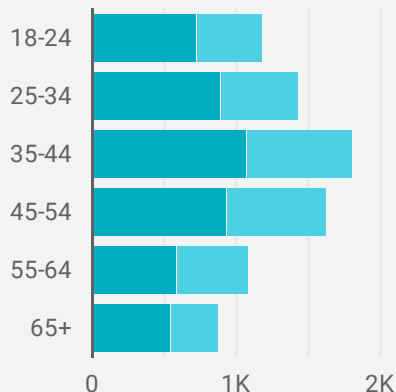
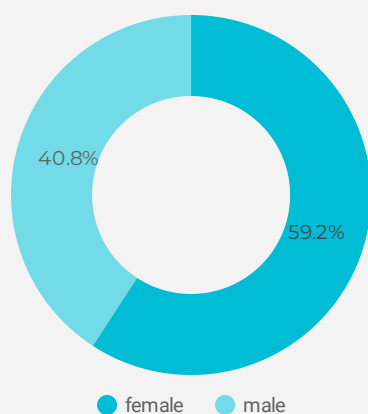
Bounce Rate
54.7%

↓ -35.0%

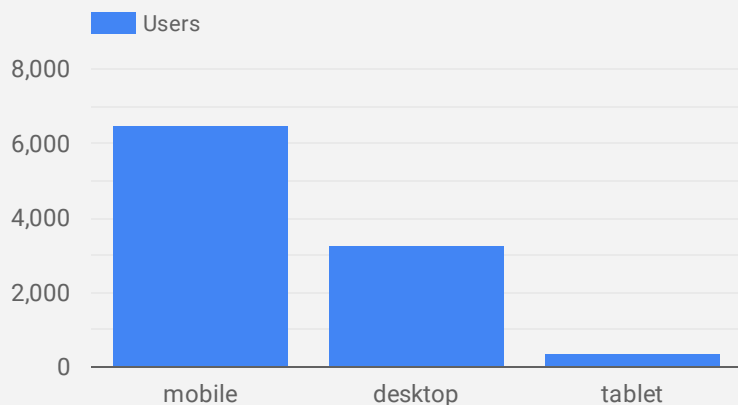
Avg. Session Duration
00:01:48

Pages / Session
2.05
↑ 52.5%

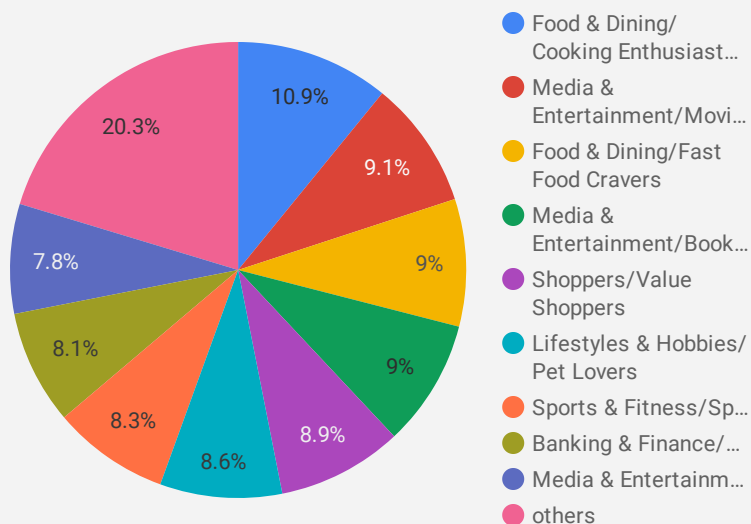
Engagement by Age & Gender



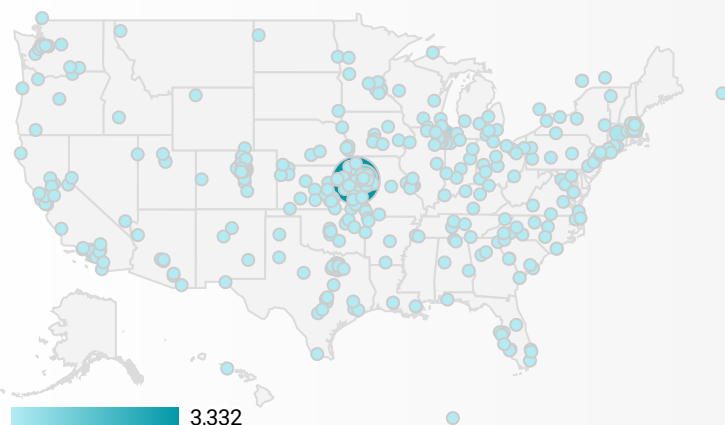
Device Category by Users



User Interests



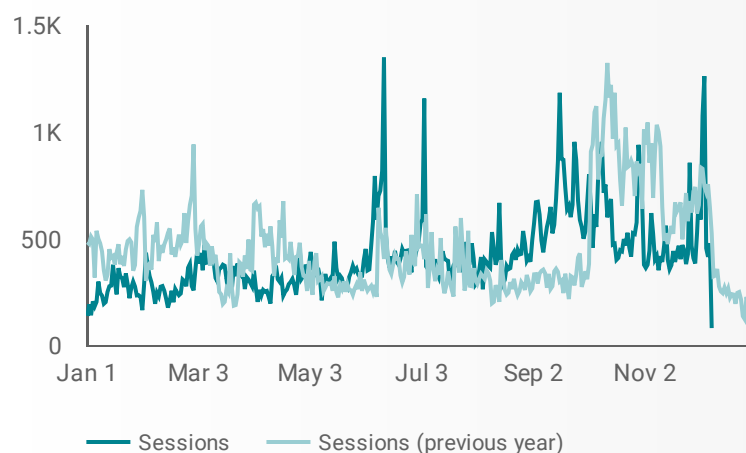
What are the top cities by users?



	City	Users	Pageviews
1.	Lawrence	3,346	
2.	Kansas City	1,351	
3.	Chicago	599	
4.	Overland Park	370	
5.	Denver	366	
6.	Topeka	326	
7.	(not set)	259	
8.	Springfield	180	
9.	Wichita	111	
10.	Olathe	95	

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How are site sessions trending?





Default Data
Click to select your data

Medium

Nov 1, 2021 - Nov 30, 2021

BEHAVIOR

Data From Google Analytics

Top Pages by Unique Pageviews

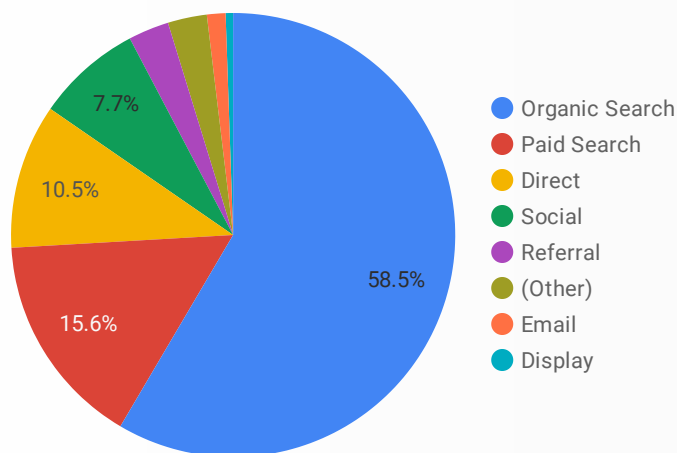
	Page Title	Unique Pageviews
1.	Events Calendar - Unmistakably Lawrence	3,390
2.	Explore - Unmistakably Lawrence	2,330
3.	Downtown Lawrence Holiday Lighting & Santa Rescue	915
4.	Eat - Unmistakably Lawrence	885
5.	Concerts & Live Music	526
6.	Lawrence Old Fashioned Christmas Parade	499
7.	Holiday Lighting	328
8.	Shop - Unmistakably Lawrence	324
9.	Play - Unmistakably Lawrence	285
10.	Downtown - Unmistakably Lawrence	276

1 - 10 / 1081

AQUISITION

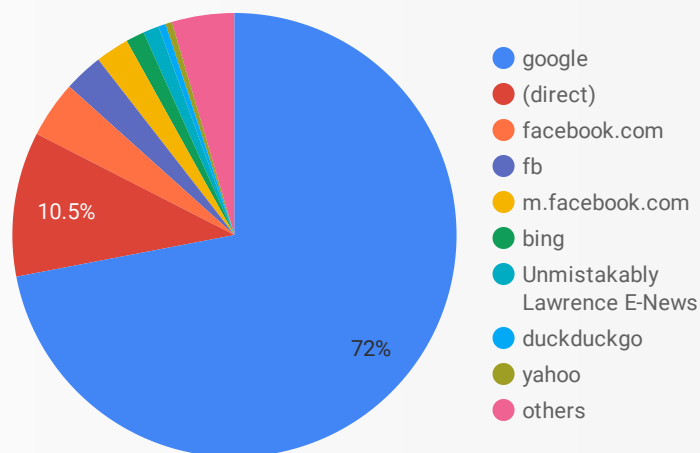
Which channels are driving engagement?

Goal: Engaged Users



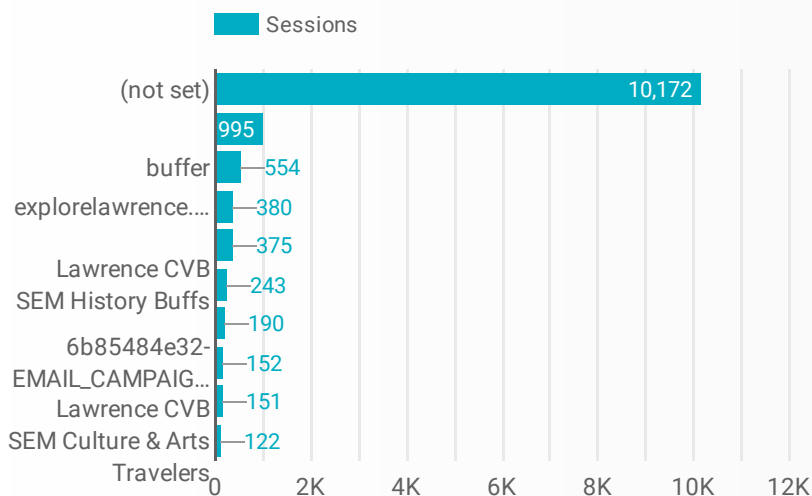
Where are referrals coming from?

Goal: Engaged Users



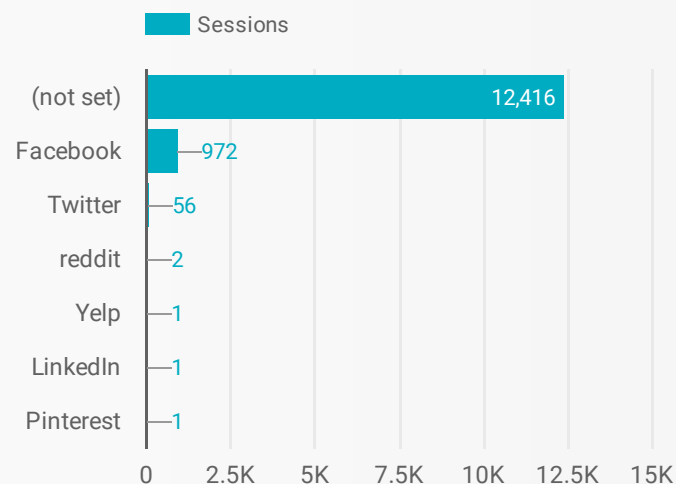
Ad Campaign Referrals

Goal: Engaged Users



Social Referrals

Goal: Engaged Users





Monthly Report

November 1 - 30, 2021

Totals

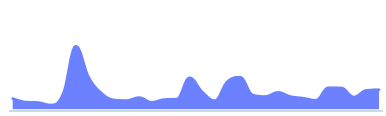
Facebook, Instagram, Twitter



Total Audience
25,210 ↗ 0.6%




Total Impressions
200,924 ↘ 24%




Total Engagement
4,433 ↘ 31%


Performance

 Explore Lawrence


Engaged Users
3,301 ↘ 29%

Post Impressions
113,150 ↗ 22%



Reactions
789 ↗ 12%

Post Reach
80,074 ↗ 23%


Page & Post Engagements
4,207 ↘ 31%

Link Clicks
2,379 ↗ 2%


New Fans
146 ↗ 122%

Posts
42 ↗ 5%


Performance

 explorelawrence

Posts
9 ↘ 10%

Impressions
39,398 ↗ 12%

Reach
18,572 ↗ 28%

Likes
218 ↘ 26%

Comments
8 ↘ 38%

New Followers
33 ↗ 27%

Performance

 eXploreLawrence

Tweets
66 ↗ 14%

Retweets
24 ↗ 5%

Impressions
28,412 ↗ 31%

Engagements
288 ↗ 33%

Replies
3 ↗ 200%

Clicks
131 ↗ 28%

Likes
95 ↗ 31%

New Followers
16 ↗ 46%



Overview



Unique Visitors

83,439

In-State 26,681

Out-of-State 56,758

Visitor Days Spent

327,859

In-State 115,244

Out-of-State 212,615

Avg Trip Length

2.628

In-State 2.3891

Out-of-State 2.7809

Number of Trips

124,677

In-State 48,233

Out-of-State 76,444



Visitation

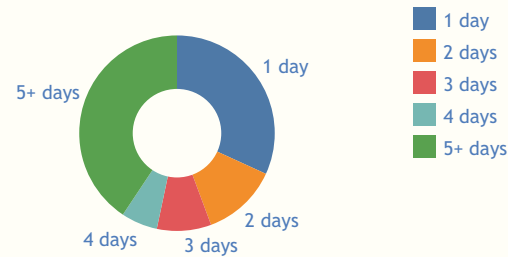
Year to Date

		In-State	Out-of-State
2021	Unique Visitors	110,470	493,931
	Visitor Days Spent	1,267,455	2,829,800
2020	Unique Visitors	108,866	566,622
	Visitor Days Spent	1,131,106	2,808,253
2019	Unique Visitors	131,799	588,893
	Visitor Days Spent	1,424,221	3,330,976
2018	Unique Visitors	109,732	472,668
	Visitor Days Spent	1,145,726	2,789,856

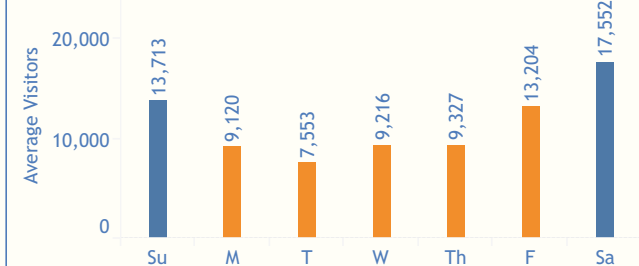
Visitor Trend



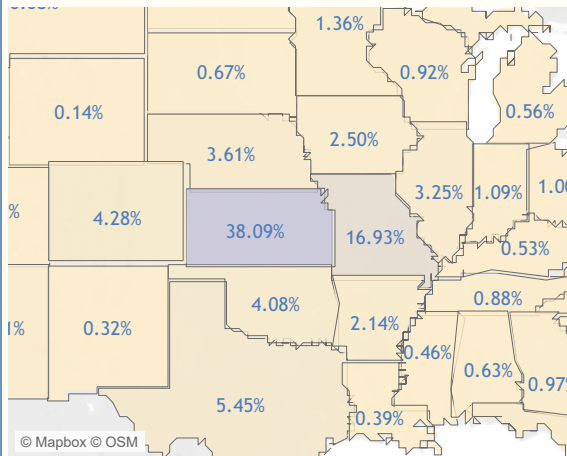
Trip Length



Weekday vs Weekend



Visitors by State



Top POI's

City	314,582
Downtown Lawrence	55,691
Hotels	46,512
Clinton Lake State Park	15,854
Cradle of Basketball	12,695
Memorial Stadium	11,600

States

Kansas	26,681
Missouri	13,147
Texas	4,968
Colorado	3,861
Oklahoma	3,628
Nebraska	3,169

Top Markets



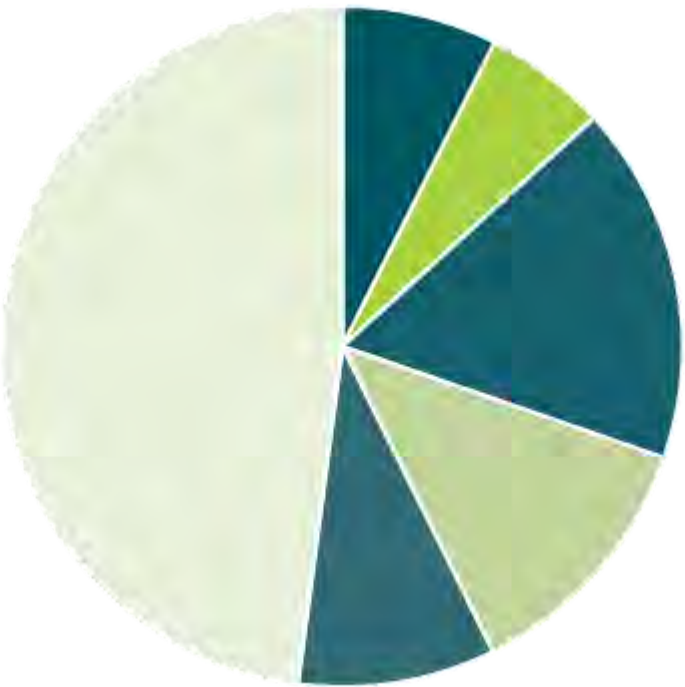
Prevalent Demographic Group:

Age: Gen X (45-64) Income: Under 40K Education: No Degree
Household: 3-5 in HH Ethnicity: Caucasian

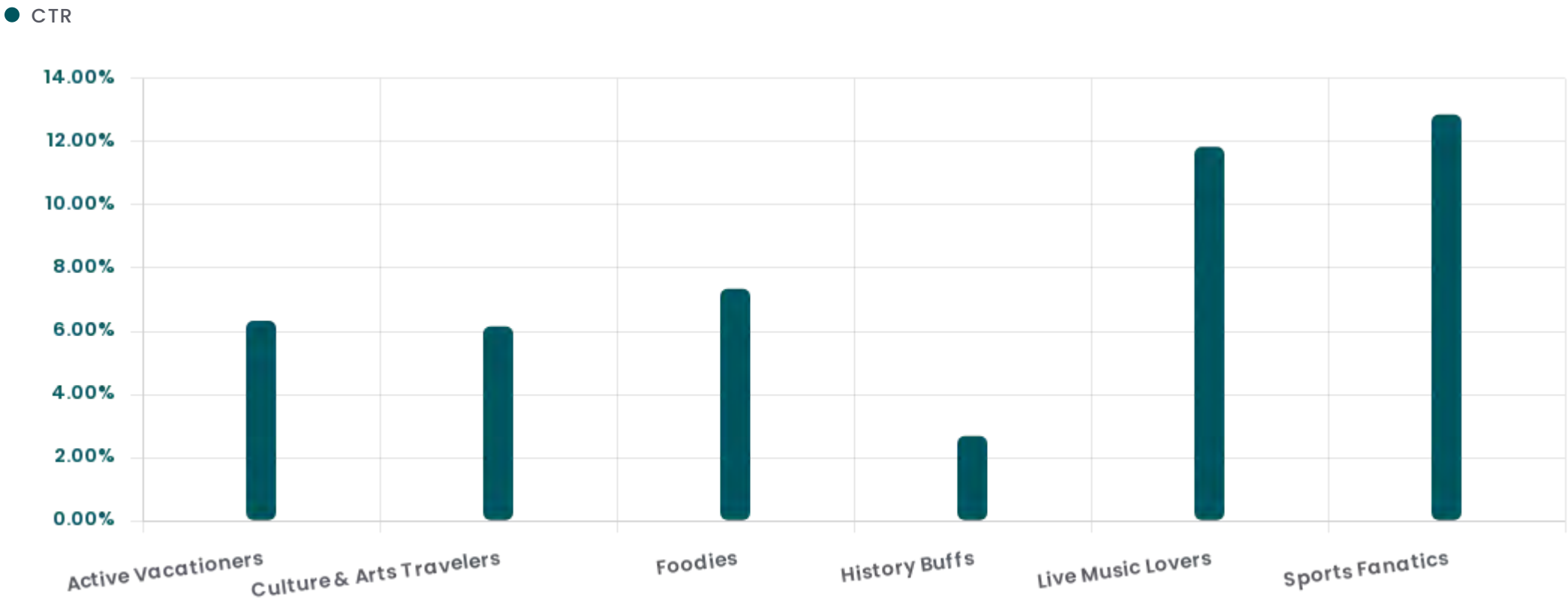
SEM Campaign Overview



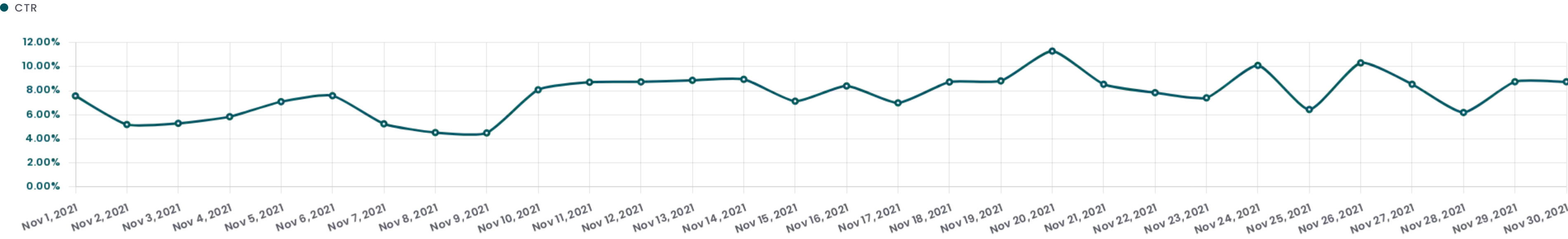
Sports Fanatics (47.91%) Foodies (17.02%) History Buffs (12.40%) Live Music Lovers (9.39%) Active Vacationers (7.39%) Culture & Arts Travelers (5.89%)



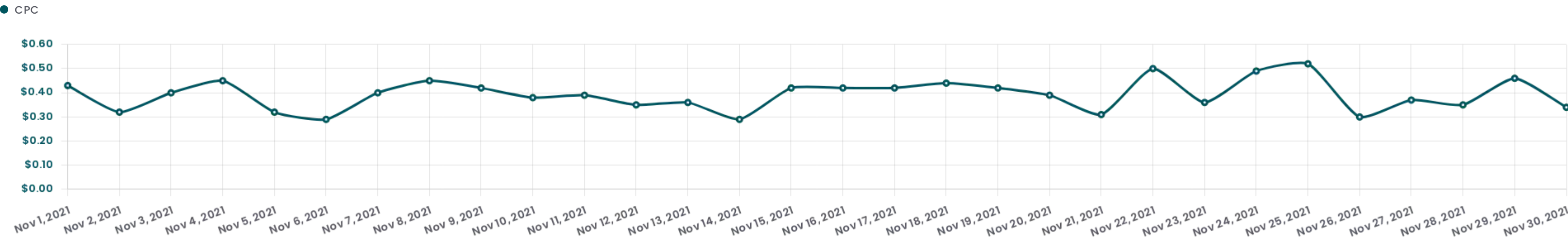
Click Through Rate by Campaign



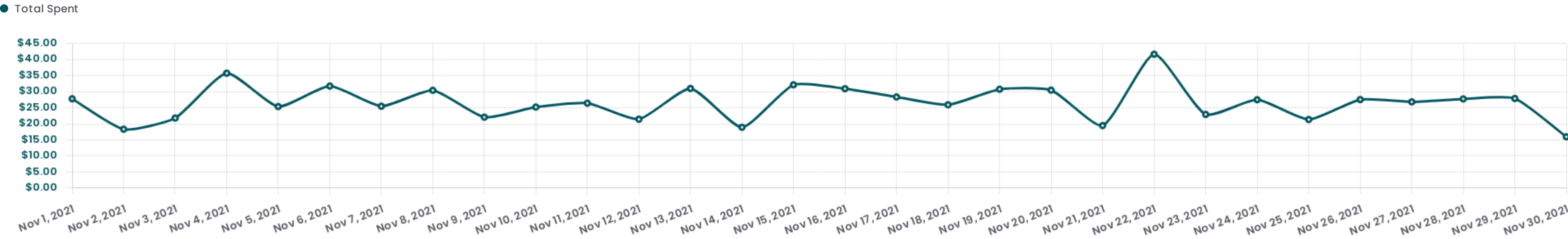
CTR By Day



CPC By Day



Spend By Day



Top Keywords by CTR

Keyword	Clicks	CTR	Total Spent
downtown lawrence	42	24.28%	\$18.07
+food +deals +lawrence +ks	6	24.00%	\$1.08
+lawrence +ks +bike +trails	19	23.17%	\$10.88
+mass +street +lawrence +ks +stores	49	22.37%	\$20.88
lawrence food specials	10	22.22%	\$1.18
+hiking +trails +lawrence +ks	32	21.05%	\$22.00
lawrence kansas concert	36	20.69%	\$24.68
+food +specials +lawrence +ks	30	18.52%	\$5.01

November 2021 Leisure

Sent

Fri, Nov 5, 2021 12:15 pm

November 2021 Leisure

Sent 11/5/21 12:15PM

Overview

4,289 Recipients

Audience: Unmistakably Lawrence E-News

Delivered: Fri, Nov 5, 2021 12:15 pm

Subject: New website, new video, and new reasons to explore Lawrence!

1,172 Opened	147 Clicked	57 Bounced	23 Unsubscribed
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Successful deliveries	4,232	98.7%	Clicks per unique opens	12.5%
Total opens	1,908		Total clicks	253
Last opened	12/6/21 3:02PM		Last clicked	12/5/21 1:58PM
Forwarded	0		Abuse reports	5

0 Orders	\$0.00 <u>Average order revenue</u>	\$0.00 <u>Total revenue</u>
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November 2021 Leisure

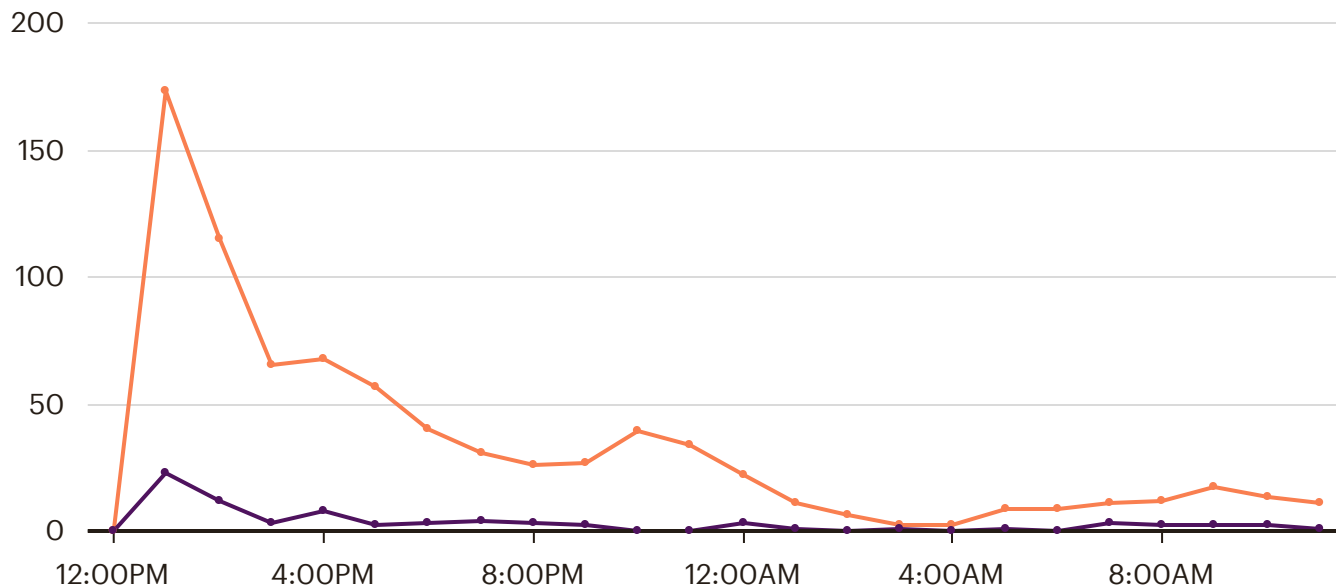
Sent 11/5/21 12:15PM

Subscriber activity

24-hour performance

Opens

Clicks



Subscribers with most opens

aparadis@ku.edu	15
linderbr@mac.com	15
dstoddard@lawrenceks.org	13
scraig@ku.edu	15
debarre@lawrencerealtor.com	69

November 2021 Leisure

Sent 11/5/21 12:15PM

Click performance

URL	Total	Unique
https://www.explorelawrence.com	73 (28.9%)	59 (31.2%)
https://youtu.be/UMy3n41L-jA	32 (12.6%)	25 (13.2%)
https://www.explorelawrence.com/event/downtown-la...	20 (7.9%)	13 (6.9%)
https://www.explorelawrence.com/blog/post/dancing...	16 (6.3%)	16 (8.5%)
https://www.explorelawrence.com/event/*outdoor*-h...	16 (6.3%)	11 (5.8%)
http://instagram.com/explorelawrence	13 (5.1%)	2 (1.1%)
https://www.explorelawrence.com/event/beers-of-the...	12 (4.7%)	10 (5.3%)
http://www.facebook.com/explorelawrence	10 (4.0%)	2 (1.1%)
https://www.twitter.com/eXploreLawrence/	10 (4.0%)	2 (1.1%)
https://www.explorelawrence.com/event/the-hip-hop-...	9 (3.6%)	9 (4.8%)
https://www.explorelawrence.com/events/sports-even...	9 (3.6%)	9 (4.8%)
https://youtube.com/playlist?list=PLatz6F34T63TUWC...	8 (3.2%)	6 (3.2%)
https://www.explorelawrence.com/events/	8 (3.2%)	8 (4.2%)
https://www.explorelawrence.com/events/annual-eve...	5 (2.0%)	5 (2.6%)
https://www.explorelawrence.com/	4 (1.6%)	4 (2.1%)
https://youtube.com/playlist?list=PLatz6F34T63Rbyf8...	4 (1.6%)	4 (2.1%)
https://www.explorelawrence.com/event/not-a-straight...	3 (1.2%)	3 (1.6%)
https://www.explorelawrence.com/event/debut/18419/	1 (0.4%)	1 (0.5%)

URL	Total	Unique
https://www.explorelawrence.com/events/sports-even...	0 (0.0%)	0 (0.0%)
https://www.youtube.com/explorelawrence	0 (0.0%)	0 (0.0%)
http://explorelawrence.com/	0 (0.0%)	0 (0.0%)

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

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

Owner(s)	Due Date	Comments
		1st qtr was down 48.79%. Second Quarter 2nd qtr up 161.28%, August surpassed 2019 collections, Up
ED	06/30/22	36.24% YTD%- KA

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

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

ED	04/21/21	Submitted : Ka has reached out to City Finance to follow up and has been informed our 2022 budget will be flat.
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Goal 1.3 Secure federal, state, and local pandemic relief funding.

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

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

ED	05/01/21	BoD not planning to apply for more EIDL funds at this time
----	----------	--

Goal 1.4 Maintain viable funding strategy to support City CVB goals and expectations.

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

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

Board + ED	10/01/21	Moved to 2022
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Objective 1.43 Analyze return on investment of events and activities by using data available to us including STR and TGT reports, website analytics, SeeSource, and event impact calculator to optimize resource allocation.

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

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

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

Board + Staff		Ka is working on in person contacts with hotels and one on ones with commissioners
---------------	--	--

Objective 2.13 Foster strategic alignment of specific eXplore Lawrence goals and priorities with the City Economic Development Strategic Plan by September 2021.

ED + Board	09/30/21	KA Met with Brit and will be leading the Tourism component of the plan. Will be forming a working group.
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Objective 2.14 Explore and cultivate new opportunities for Staff and Board Members to engage with key organizations and community stakeholders by October 2021.

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

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

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

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

Objective 2.21 Convene regular meetings to cultivate relationships with regional CVB partners by September 2021.	CE	09/01/22	KA met with Kansas State Tourism Director to discuss upcoming grant opportunities and Lawrence's role in the state
Objective 2.22 Establish a regional CVB entity to attract and support major events by June 2022.	Sales + ED	06/30/22	Working to open doors at KU facilities. - KA & KS
Goal 2.3 Maintain robust partnerships with the University of Kansas, the KU Alumni Association, KU Athletics and Haskell Indian Nations University.			
Objective 2.31 Convene regular meetings with KU, Haskell, Parks & Recreation, and USD 497 to cultivate relationships and partnerships to increase tourism and collaboration by April 2022.	ED + CE	04/30/22	Ka and KS have met with Brandy and Taylor they are very receptive to this idea. Need to start outreach to others.
FOCUS AREA 3: EVENTS AND ACTIVITIES			
Goal 3.1 Promote Lawrence signature events and other high impact events and activities to attract individuals to Lawrence.			
Objective 3.11 Promote fun and safe events and activities during the pandemic to serve local guests by March 2021.	Marketing	03/31/21	This has begun and is ongoing: being done via events calendar, weekly things-to-do videos, monthly e-newsletters - AJ Website, Digital, and Social promotion of "Dinner Bell" events and activities are ongoing: PRIDE, Free State Festival, Fourth of July, Douglas County Fair, Live on Mass, Lawrence Busker Festival, Civil War on the Border, Encountering John Brown. AJ
Objective 3.12 Promote "Dinner Bell" events and activities to signal the post-pandemic return to major events and a re-opened local economy by July 2021.	Marketing	07/31/21	Digital and social Lawrence Busker Festival campaign to travelers interested in Festivals in our top road trip and regional markets. Digital, print, social campaign for Encountering John Brown exhibit targeting groups and history buff travelers in our regional and roadtrip audiences. -
Objective 3.13 Explore opportunities to leverage existing signature such as Lawrence Busker Festival, Free State Festival, and Live on Mass to increase hotel stays and visitors spending.	Marketing	11/01/22	AJ
Goal 3.2 Promote established and proven events that drive hotel stays and sales.			
Objective 3.21 Promote established events that drive overnight stays including bike races, KU Football and other events.	Marketing	Ongoing	Digital/Social partnership with IMG to promote an Epic Football Weekend contest for the home Oklahoma University game, October 23. Also using Google Display Network, and See Source to promote the event. Working with Belgian Waffle Ride on marketing opportunities. - AJ

Objective 3.22 Support and attract sporting events that drive overnight stays.	Sales + VS		ongoing. KA and KB met with HOA and Sports Pavilion to discuss how to support that event and grow overnights associated
Goal 3.3 Promote major regional events in partnership with regional CVBs.			
Objective 3.31 Secure one new major regional event thru regional partnership by 2023.	ED + Sales	12/31/21	ongoing
FOCUS AREA 4: SALES AND MARKETING			
Goal 4.1 Secure robust sales thru Tourism and Destination Management.			
Objective 4.11 Develop a Sales Plan with expanded focus on sales by October 2021.			in the final draftin process. Getting feedback from key hoteliers. presentation will be in January 22
Objective 4.12 Explore possibilities to increase sales thru staffing priorities by April 2022.	Sales Sales	10/31/21 04/30/22	
Objective 4.13 Create incentive program for meetings, conventions and sporting events by Mach 2021			Implemented and using during prospecting calls and trade shows. This has also been sent out to DOS partners to use around their sales efforts and trade shows.
Objective 4.14 Formalize policies and procedures to maximize sales and marketing tool including Threshold 360, Cvent Simpleview CRM, Meeting Max, and Proposal Path by June 2021	Sales	03/31/21	Ongoing. Need to figure out best pratices and roles that support those best pratices within the servicing and sales efforts.
Objective 4.15 Optimize the transition process of group sales from Sales Department to the Visitors Services Department	Sales + VS		Ongoing. Working on best pratices and roles within the servicing and sales efforts. Also need to figure out how to report servicing efforts with board report narrative.
Goal 4.2 Foster great marketing and maintain attractive brand for CVB activity in Lawrence.			
Objective 4.21 Promote Current and Post-Pandemic Dinner-Bell activities.	Marketing	03/31/21	In progress - AJ
Objective 4.22 Complete a Marketing Plan and an expanded digital presence by January 2022	Marketing	01/31/22	In-progress. - AJ
FOCUS AREA 5: HIGH PERFORMING ORGANIZATION			
Goal 5.1 Ensure sustained, high quality executive leadership for eXplore Lawrence.			
Objective 5.11 Convene a Search Committee and onboard new Executive Director by August 2021.	Board	08/31/21	Completed
Objective 5.12 Draft and distribute a position description prospectus for a new ED by March 2021.	Board	03/31/21	Completed
Objective 5.13 Identify and support interim executive leadership by March 2021.	Board	03/31/21	Completed
Objective 5.14 Identify key talking points for ED search and interview process by April 2021.	Board + Staff	04/30/21	Completed
Goal 5.2: Preserve and transfer critical institutional knowledge.			
Objective 5.21 Conduct Retirement and Exit Interview with retiring director by April 2021.	Board	04/30/21	Completed
Objective 5.22 Record and transition knowledge of business processes, key contacts, and professional insights by May 2021	ED	05/07/21	Completed
Goal 5.3 Maintain clear and robust working relationship with the City of Lawrence and key community stakeholders.			
Objective 5.31 Update and finalize the Operating Agreement with the City by October 2021.			Approved for 2022 Funding agreement, will work on operating agreement changes in 22
Goal 5.4 Maintain clear and robust governance structures for the Board of Directors.			
Objective 5.41 Review and update Bylaws by December 2021.	ED + Board	12/31/21	discussion in progress
Objective 5.42 Review and update Board Member orientation and onboarding by October 2021.	ED + Board	10/31/21	KA needs to reach back out to Jonathon Morris



eXplore Lawrence

RFP Info	Jan-18 - Nov-18	First Year Partner			2020-2021 YTD % Change YOY
		Jan-19 - Nov-19	Jan-20 - Nov-20	Jan-21 - Nov-21	
Total RFPs	2	13	8	17	113%
Total Room Nights	176	2,004	465	7,975	1615%
Total RFP Value	\$50,728	\$791,097	\$347,027	\$3,212,717	826%
Average Room Nights per RFP	88	154	58	469	707%
Average Value per RFP	\$25,364	\$60,854	\$43,378	\$188,983	336%
City Stats	Jan-18 - Nov-18	Jan-19 - Nov-19	Jan-20 - Nov-20	Jan-21 - Nov-21	2020-2021 YTD % Change YOY
Unique RFPs in City	86	104	61	93	52%
Unique Room Nights in City	16,470	8,122	5,703	9,990	75%
Planner Info	Jan-18 - Nov-18	Jan-19 - Nov-19	Jan-20 - Nov-20	Jan-21 - Nov-21	2020-2021 YTD % Change YOY
Unique Planner Orgs	2	7	6	10	67%
HB-CD Total RFPs	2	8	1	8	700%
HB-CD Total Room Nights	176	1,394	184	5,737	3018%
Incremental Planners Total RFPs	0	5	7	9	29%
Incremental Planners Total Room Nights	0	610	281	2,238	696%

Customer: eXplore Lawrence	Cvent, Inc.
Billing Address: 200 West 9th Street Lawrence, KS 66044	1765 Greensboro Station Place, 7th Floor Tysons Corner, VA 22102 Billing Dept. Phone: 703.226.3522 Billing Dept. Email: Receivables@cvent.com

Software, Enhanced RFP Services, Paid Advertising, Analytics, Fees and Usage Totals

Total Price	USD 22,513.00
Discount	USD 7,337.14
Total Fees Payable in USD*	USD 15,175.86

Listing Advertisement(s), Software, Services and CONNECT	Quantity	Service Term	Fee
CSN Advertising - 2 Diamond	1	1/1/2022 - 12/31/2022	USD 8,271.69

Bundle Advertisement(s) & Microsite Packages	Quantity	Linked To	Ad Location	Service Term
CSN Productivity Tools - CVB Copy Feature	1	N/A	KS - Topeka	1/1/2022 - 12/31/2022
CSN Productivity Tools - CVB Copy Feature	1	N/A	MO - Kansas City	1/1/2022 - 12/31/2022
Bundle Advertisement(s) & Microsite Packages Net Total Price				USD 6,904.17

Contract Term

The term is 1/1/2022 to 12/31/2022.

Services

The Cvent services set forth herein ("Services"), subject to the applicable Terms of Use located at: <http://www.cvent.com/en/product-terms-of-use.shtml>. This Order Form and applicable Terms of Use, collectively, comprise the "Agreement." The Term and Fees Associated with the Services are as set forth above.

Payment Terms

Quarterly by Invoice; Payment due Net 30 from Invoice Date. Tax/VAT/GST/ABN ID #:

Purchase Order #: Price does not include sales tax or any other applicable taxes.

Pricing Valid Through: 11/30/2021

Additional Terms

By opting into diamond waitlist below, Supplier agrees that during the initial twelve months of this Agreement it is being placed on a waiting list for its metropolitan area for Diamond Ad placements. In the event a three or four Diamond Ad placement becomes available in the Supplier's metropolitan area during such twelve month period and Supplier is then in good standing of this Agreement, Cvent reserves the right at its sole discretion to upgrade Supplier to either a three or four Diamond Ad placement upon notice from Cvent. In the event of such upgrade, Supplier shall subscribe to such upgraded level for a minimum of twenty-

four (24) months and the Term of this Agreement shall be automatically extended for such period for the upgraded Diamond Ad placement only. Supplier agrees to pay the Cvent rates for the first twelve months of the term of the three Diamond at [CURRENCY & 3 DIAMOND LIST PRICE AMOUNT] or the four Diamond at [CURRENCY & 4 DIAMOND LIST PRICE AMOUNT] as applicable; with subsequent twelve months term subject to an 8% increase for either the three or four Diamond from the immediately preceding twelve month period (notwithstanding any different rates then in effect with the franchisor or management company of Supplier's property, if any). Such fees for the upgraded Diamond Ad placement annually are due in advance within thirty (30) days of the date of the invoice from Cvent, provided Cvent shall apply a credit to such fees for the first twelve months in the amount of the fees prepaid for the Diamond Ad placement purchased hereunder prior to the upgrade prorated based on the remaining term of the then current twelve month period. If the Term of this Agreement is for twenty-four months or longer, then Supplier shall have a right to renew its placement on the waiting list for another twelve month period provided it provides written notice of such renewal to Cvent no later than ninety (90) days prior to the expiration of the initial twelve month period for the waiting list. Supplier acknowledges and agrees that this Order Form does not guarantee that its Diamond Ad placement will be upgraded during the Term and notwithstanding anything set forth herein, may not be upgraded at all.

Diamond Waitlist Opt-In Signature

By checking this box and providing your initials signature, you are opting into the diamond waitlist terms as outlined herein.

Billing Contact Details:	Billing Address:	Service Address:
Name: Michael Davidson	Street: 200 West 9th Street	Street: 200 West 9th Street
Title: Executive Director	City: Lawrence	City: Lawrence
Email: mdavidson@explorelawrence.com	State: KS	State: KS
Phone: +17858565282	Zip Code: 66044	Zip Code: 66044
	Country: US	Country: US

Cvent Signatory	Customer Signatory <i>Signatory represents that s/he is the authorized to bind the Supplier entity listed above.</i>
Name:	Name:
Title: Regional Account Manager, Hospitality Cloud	Title:
Email: adunn@cvent.com	Email: mdavidson@explorelawrence.com
Phone: (571) 765-5669	Phone: +17858565282
Signature:	Signature:
Date Signed:	Date Signed:

Customer: eXplore Lawrence	Cvent, Inc.
Billing Address: 200 West 9th Street Lawrence, KS 66044	1765 Greensboro Station Place, 7th Floor Tysons Corner, VA 22102 Billing Dept. Phone: 703.226.3522 Billing Dept. Email: Receivables@cvent.com

Software, Enhanced RFP Services, Paid Advertising, Analytics, Fees and Usage Totals

Total Price **USD 27,513.40**

Discount **USD 7,337.14**

Total Fees Payable in USD* **USD 20,176.26**

Listing Advertisement(s), Software, Services and CONNECT	Quantity	Service Term	Fee
CSN Advertising - 2 Diamond	1	1/1/2022 - 12/31/2022	USD 8,271.69

Bundle Advertisement(s) & Microsite Packages	Quantity	Linked To	Ad Location	Service Term
CSN Productivity Tools - CVB Copy Feature	1	N/A	KS - Topeka	1/1/2022 - 12/31/2022
CSN Productivity Tools - CVB Copy Feature	1	N/A	MO - Kansas City	1/1/2022 - 12/31/2022
Bundle Advertisement(s) & Microsite Packages Net Total Price				USD 6,904.17

Retargeting Ads	Quantity	Service Term	Net Total Price
CSN Advertising - Google Display Ads <i>with geotargeting</i>	463	1/1/2022 - 12/31/2022	USD 5,000.40

Contract Term

The term is 1/1/2022 to 12/31/2022.

Services

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Payment Terms

Quarterly by Invoice; Payment due Net 30 from Invoice Date. Tax/VAT/GST/ABN ID #:

Purchase Order #: *Price does not include sales tax or any other applicable taxes.*

Pricing Valid Through: 11/30/2021

Additional Terms

By opting into diamond waitlist below, Supplier agrees that during the initial twelve months of this Agreement it is being placed on a waiting list for its metropolitan area for Diamond Ad placements. In the event a three or four Diamond Ad placement becomes available in the Supplier's metropolitan area during such twelve month period and Supplier is then in good standing of this Agreement, Cvent reserves the right at its sole discretion to upgrade Supplier to either a three or four Diamond Ad placement upon notice from Cvent. In the event of such upgrade, Supplier shall subscribe to such upgraded level for a minimum of twenty-four (24) months and the Term of this Agreement shall be automatically extended for such period for the upgraded Diamond Ad placement only. Supplier agrees to pay the Cvent rates for the first twelve months of the term of the three Diamond at [CURRENCY & 3 DIAMOND LIST PRICE AMOUNT] or the four Diamond at [CURRENCY & 4 DIAMOND LIST PRICE AMOUNT] as applicable; with subsequent twelve months term subject to an 8% increase for either the three or four Diamond from the immediately preceding twelve month period (notwithstanding any different rates then in effect with the franchisor or management company of Supplier's property, if any). Such fees for the upgraded Diamond Ad placement annually are due in advance within thirty (30) days of the date of the invoice from Cvent, provided Cvent shall apply a credit to such fees for the first twelve months in the amount of the fees prepaid for the Diamond Ad placement purchased hereunder prior to the upgrade prorated based on the remaining term of the then current twelve month period. If the Term of this Agreement is for twenty-four months or longer, then Supplier shall have a right to renew its placement on the waiting list for another twelve month period provided it provides written notice of such renewal to Cvent no later than ninety (90) days prior to the expiration of the initial twelve month period for the waiting list. Supplier acknowledges and agrees that this Order Form does not guarantee that its Diamond Ad placement will be upgraded during the Term and notwithstanding anything set forth herein, may not be upgraded at all.

Diamond Waitlist Opt-In Signature

By checking this box and providing your initials signature, you are opting into the diamond waitlist terms as outlined herein.

Billing Contact Details:	Billing Address:	Service Address:
Name: Michael Davidson	Street: 200 West 9th Street	Street: 200 West 9th Street
Title: Executive Director	City: Lawrence	City: Lawrence
Email: mdavidson@explorelawrence.com	State: KS	State: KS
Phone: +17858565282	Zip Code: 66044	Zip Code: 66044
	Country: US	Country: US

Cvent Signatory**Customer Signatory**

Signatory represents that s/he is the authorized to bind the Supplier entity listed above.

Name:

Name:

Title: Regional Account Manager, Hospitality Cloud

Title:

Email: adunn@cvent.com

Email: mdavidson@explorelawrence.com

Phone: (571) 765-5669

Phone: +17858565282

Signature:

Signature:

Date Signed:

Date Signed:



11/17/2021

Mayor Courtney Shipley
6 East 6th St
Lawrence City Commission

Dear Mayor Shipley:

Recently I met with Derek Rogers, Director of Parks & Recreation to discuss eXplore Lawrence's budget shortfalls for 2020 and 2021 and the rental rate of our office space shared with Freedoms Frontier National Heritage Area in the Carnegie Building. Per our discussion I am writing to request a reduction in the 2022 rent for the office space in the Carnegie Building utilized by eXplore Lawrence and Freedom's Frontier National Heritage Area to \$12,000 annually or \$1000 monthly.

This rent reduction will help EL make the best use of the Transient Guest Tax funds we receive in 2022 by allocating them to our sales and marketing activities to drive economic impact for Lawrence and Douglas County.

Sincerely,

A handwritten signature in blue ink that reads "Kimberlee Anspach". The signature is fluid and cursive, with a long horizontal line extending from the end of the name.

Kimberlee Anspach
Executive Director
eXplore Lawrence





12/10/2021

Jeremy Willmoth
Finance Director
City of Lawrence, KS
6 E 6th
Lawrence, KS 66044

Sent via e-mail

RE:2021 Contracted funds

Dear Jeremy Willmoth:

Thank you for your continued collaboration and guidance on eXplore Lawrence's budget throughout 2021. To say this year has been challenging is an understatement, and I appreciate your continued commitment to helping eXplore Lawrence access our 2021 contracted funds as the Transient Guest Tax fund continues to recover.

The pandemic devastated the local tourism industry and eXplore Lawrence (EL). With hotel revenue down by 45% in 2020, EL saw a decrease of \$496,000 in support from the City of Lawrence. While 2021 was off to a slow start, we have begun to meet and exceed 2019 benchmarks for occupancy, revenue, and average daily room rate. This slow start to the year caused a funding deficit in the second and third quarters for EL totaling \$217 due to shortages in the fund. The year is ending with revenue exceeding 2019 benchmarks and TGT collections rebounding.

We are requesting \$217,000 from the Transient Guest Tax Fund to fully fund EL's contracted budget of \$996,000 for 2021. This funding will allow us to start 2022 in a solid financial position, increasing our marketing and sales efforts to support the City of Lawrence Strategic plan.

Sincerely,

Kimberlee Anspach

Kimberlee Anspach
Executive Director
eXplore Lawrence



Month	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	2020/2021 % change
January	87,527	57,788	75,379	65,431	73,828	101,382	93,738	98,184	118,323	95,446	41,690	-56.32%
February	47,623	64,806	69,236	46,262	77,086	99,205	94,007	113,533	84,797	115,542	58,116	-49.70%
March	112,977	87,533	80,486	71,663	95,280	105,298	116,791	132,019	123,763	103,118	61,061	-40.79%
Qtr 1	248,127	210,127	225,101	183,356	246,194	305,885	304,536	343,736	326,883	314,106	160,867	-48.79%
April	46,555	70,550	74,396	109,986	124,152	124,594	134,997	147,412	133,185	61,358	87,896	43.25%
May	133,950	150,761	123,298	308,157	126,642	147,762	152,491	152,041	184,797	37,870	116,471	207.55%
June	120,887	107,760	126,460	215,298	183,250	161,930	183,216	171,487	185,634	38,022	154,237	305.65%
Qtr 2	301,392	329,071	324,154	633,441	434,044	434,286	470,704	470,940	503,616	137,250	358,604	161.28%
July	120,016	145,312	151,194	97,830	37,085	138,574	133,188	152,087	168,245	58,308	127,254	118.24%
August	115,717	98,698	71,944	139,165	211,166	164,378	204,992	161,411	149,099	78,147	154,104	97.20%
September	103,598	81,238	83,284	95,602	235,022	128,957	155,957	148,506	170,578	102,374	161,468	57.72%
Qtr 3	339,331	325,248	306,422	332,597	483,273	431,909	494,137	462,004	487,922	238,829	442,826	85.42%
October	112,257	101,090	126,849	211,198	197,756	156,868	157,890	148,412	140,822	83,871	150,112	78.98%
November	84,843	134,366	88,763	88,345	177,325	142,512	167,915	147,600	164,907	93,603	0	
December	123,338	106,266	90,707	146,836	119,115	131,421	136,028	130,316	142,582	55,963	0	
Qtr 4	320,438	341,722	306,319	446,379	494,196	430,801	461,833	426,328	448,311	233,437	150,112	78.98%
Year Totals:	1,209,288	1,206,168	1,161,996	1,595,773	1,657,707	1,602,881	1,731,210	1,703,008	1,766,732	923,622	1,112,409	43.71%

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

