



eXplore Lawrence Board Meeting Agenda

Thursday, December 8th– 4:00 Carnegie Conference Room

1. Approval of Minutes – October Board meeting
2. Financial Report – Heidi Champagne
3. Staff Reports
4. Executive Director Report
5. 2023 Budget
6. 2023 Board Continuity
 - Executive Committee
 - 2023 Meeting Schedule
 - Board Retreat

Explore Lawrence
Board Minutes
October 26, 2022
4:00pm
Carnegie Building

Members Present: Ivan Simac, Mike Logan, Drew Gaschler, Derek Rogers*, Sally Zogry*, Heidi Champagne, Amber Sellers*, Kathy Gerstner*, Peter Bobkowski. David Hoyab present via zoom.

Members Absent: Anthea Scouffas,

Staff: Kim Anspach, Laurel Nagengast

*= Ex Officio

Meeting began at 4:02 pm at the Carnegie.

1. Consider a motion to recess into an Executive Session to discuss personnel matters
 - Heidi moved, Peter second

Meeting resumed at 4:27 pm at the Carnegie. Nothing to report

2. Approval of Minutes- September Board Meeting
 - Heidi moved, Mike second
3. Financial Report – Heidi Champagne
 - Opportunity fund up 3.9k over budget for editorial Food & Travel Magazine
 - All locks re-keyed, heavy shelves installed at Visitors Center, office supplies over by \$800
 - Travel spend will increase next month from Tourism Conference
 - EIDL loan starts repayment in December
 - Approval of Financial Report - Mike moved, Heidi second
4. Staff Reports
 - Marketing Report Biggest Web Traffic Month ever in September and Biggest Web traffic Day ever on Sept 24th
 - i. Bucket List – 408 sign-ups, 286 check-ins to local businesses, 57 offer redemptions, 15 completions of the trail.
 - ii. Kaw Valley Craft Pass launches in November in time for Visitors guide drop in 3 weeks
 - iii. SEO – foodies performing really well
 - Visitors Center – 2nd highest walk-in in 2 years in September
 - i. Great sales month - \$350
 - ii. Started new part-time employee Sarah Potter working 10-15 hours per week.
 - Sales – Laura started October 10 – visited 8 properties by day 3, attended Tourism conference and currently attending OKC Sports KS Teams conference
5. Executive Director Report
 - Strategic Plan Update – community partnerships. Continuing work on regional ALE Trail talked with our state colleagues at conference and we are looking at more METL collaboration opportunities. Also was able to have a conversation with Bridgette Jobe and Lieutenant Governor Toland at conference. Lt Gov was very excited about Lawrence's assets as a tourism destination and mentioned he comes to Mass st with his family.

- i. Focus on creating a new strategic plan on retreat
 - ii. Belgian Waffle Ride event ran smoothly – more thorough feedback to come
 - iii. TGT collection down but September anticipated to boost those numbers, within \$6000 of total collection by end of 3rd quarter - I suspect our 4th quarter will be very strong with 3 sold-out football stadium weekends!
 - iv. Chamber Blue: received the information on Chamber blue. I included their matrix in the packet. After comparing our plan and our current costs, I do not recommend switching plans at this time. The highest deductible plan is still more expensive than our current plan with a lower deductible. Our new rates will happen in March
- 6. Employee Manual Updates
 - Collaborative effort with John B. at Stephens & Brand, attorney
 - Major change is signatory clause, reviewed by legal counsel
 - Discussions about Comp Time. Page 55. From our counsel: You can give a day for a day, or you can give 0.5 day for 1 day. Both are acceptable and therefore it's up to you to decide what you want to do.
 - I would propose this language in comp time: eXplore Lawrence values a work life balance. From time to time our work schedule requires exempt employees to work outside of the normal business days and on weekends. When this occurs we expect the employee to work out in-lieu time with their direct supervisor to ensure we maintain a healthy balance.
 - Multiple days of Lieu-time is subject to approval at the Executive Director's discretion for certain events demanding an excessive amount of hours.
 - In Lieu time must be approved a minimum of 24 hours in advance by the appropriate Department Head and used within two weeks.
 - Approval of Employee Manual with language suggestion provisions requested
 - i. Heidi moved, Peter second
- 7. TGT Grant Process Update: Peter
 - Applications are due Oct. 20th through Nov. 20th. Three minute presentations will be Dec. 1st.
 - No update from Peter
 - Consideration of weighing sports differently/separately from arts, diversity, culture choices, but that conclusion is on hold. – Heidi
 -
- 8. Other Board Discussions
 - ETC survey as part of Unmistakable Identity Outcomes Group
 - David – strategic partners – full day site visit to meet with stakeholders and members of the city and chamber. Meet with community partners to see how that project can effectively benefit the region. Final study by mid-January.

Next meeting date will be chosen by Doodle Poll for November and December combined meeting

Adjourn 5:01 pm: Peter motions, Mike seconds.

EXPLORE LAWRENCE INC
Statement of Financial Position
As of October 31, 2022

	Oct 31, 22
ASSETS	
Current Assets	
Checking/Savings	
1020 · US Bank Checking	405,796.05
1030 · US Bank Money Market	215,900.48
1050 · Reserve Fund	204,633.06
1060 · Petty Cash	215.00
Total Checking/Savings	826,544.59
Total Current Assets	826,544.59
Fixed Assets	
2200 · Leasehold Improvement	107,174.01
2500 · Accumulated Depreciation	-20,541.70
Total Fixed Assets	86,632.31
Other Assets	
1225 · Deposits	3,100.00
Total Other Assets	3,100.00
TOTAL ASSETS	916,276.90
LIABILITIES & EQUITY	
Liabilities	
Current Liabilities	
Accounts Payable	
3000 · Accounts Payable	32,343.68
Total Accounts Payable	32,343.68
Credit Cards	
2109 · Credit Card - US Bank	-1,135.29
Total Credit Cards	-1,135.29
Other Current Liabilities	
3100 · Payroll Liabilities	
3105 · Accrued Payroll	11,330.03
3110 · Federal & FICA Payable	866.74
3111 · KS Withholding Payable	373.00
3112 · FUTA Payable	170.22
3113 · KS SUTA Payable	114.43
Total 3100 · Payroll Liabilities	12,854.42
3150 · 401(K) W/H Payable	346.39
3300 · Sales Tax Payable	28.21
Total Other Current Liabilities	13,229.02
Total Current Liabilities	44,437.41
Long Term Liabilities	
3700 · EIDL Loan June 19.2020	157,308.00
Total Long Term Liabilities	157,308.00
Total Liabilities	201,745.41
Equity	
4100 · Beginning Fund Balance	692,079.94
Net Income	22,451.55
Total Equity	714,531.49
TOTAL LIABILITIES & EQUITY	916,276.90

EXPLORE LAWRENCE INC
Statement of Financial Income and Expenses
For the One Months Ended October 31, 2022 and 2021

	Oct 22	Oct 21	\$ Change	% Change
Ordinary Income/Expense				
Income				
5200 · Merchandise Sales	303.34	295.62	7.72	2.6%
5500 · DMI	0.00	3,000.00	-3,000.00	-100.0%
5600 · Co-Op Marketing	0.00	3,200.00	-3,200.00	-100.0%
5658 · State Grant	0.00	10,000.00	-10,000.00	-100.0%
5700 · Miscellaneous Income	-27.00	1,198.08	-1,225.08	-102.3%
Total Income	276.34	17,693.70	-17,417.36	-98.4%
Cost of Goods Sold				
6100 · Merchandise Cost				
6190 · Miscellaneous Costs	0.00	51.55	-51.55	-100.0%
Total 6100 · Merchandise Cost	0.00	51.55	-51.55	-100.0%
Total COGS	0.00	51.55	-51.55	-100.0%
Gross Profit	276.34	17,642.15	-17,365.81	-98.4%
Expense				
7000 · Payroll Expense				
7081 · Payroll	19,231.89	22,718.70	-3,486.81	-15.4%
7083 · Accrued Payroll Expense	2,491.40	0.00	2,491.40	100.0%
7260 · Retirement Plan	752.78	937.92	-185.14	-19.7%
7065 · Health Insurance	2,784.50	2,480.42	304.08	12.3%
7070 · Incentive Program	1,000.00	0.00	1,000.00	100.0%
Total 7000 · Payroll Expense	26,260.57	26,137.04	123.53	0.5%
7100 · Payroll Tax Expense				
7100.1 · FICA Expense	1,738.33	0.00	1,738.33	100.0%
7100.2 · FUTA Expense	48.20	0.00	48.20	100.0%
7100.3 · SUTA Expense	92.98	0.00	92.98	100.0%
Total 7100 · Payroll Tax Expense	1,879.51	0.00	1,879.51	100.0%
7600 · Programs				
7601 · Advertising				
7601.10 · Magazine	625.00	0.00	625.00	100.0%
7601.12 · Content	6,345.00	422.00	5,923.00	1,403.6%
7601.2 · Design	57.92	0.00	57.92	100.0%
7601.21 · Opportunity Fund	400.00	2,775.00	-2,375.00	-85.6%
7601.22 · Tracking	848.50	0.00	848.50	100.0%
7601.24 · New Technology	66.67	3,750.00	-3,683.33	-98.2%
7601.4 · Public Relations	212.51	339.06	-126.55	-37.3%
7601.8 · Digital	28,849.34	4,190.14	24,659.20	588.5%
Total 7601 · Advertising	37,404.94	11,476.20	25,928.74	225.9%
7619 · Incentive Travel				
7619.0 · General Fund	3,058.00	0.00	3,058.00	100.0%
7619 · Incentive Travel - Other	0.00	385.00	-385.00	-100.0%
Total 7619 · Incentive Travel	3,058.00	385.00	2,673.00	694.3%
7625 · Simpleview Data Base	733.33	0.00	733.33	100.0%
7642 · Trade Shows				
7642.1 · Trade Show Travel	407.50	0.00	407.50	100.0%
7642 · Trade Shows - Other	0.00	1,316.98	-1,316.98	-100.0%
Total 7642 · Trade Shows	407.50	1,316.98	-909.48	-69.1%
7643 · Website Hosting	6,500.00	0.00	6,500.00	100.0%
7644 · Printing and Reproduction	291.95	186.90	105.05	56.2%
Total 7600 · Programs	48,395.72	13,365.08	35,030.64	262.1%
7620 · Meeting programs	4,962.00	330.00	4,632.00	1,403.6%

	Oct 22	Oct 21	\$ Change	% Change
8200 · Admin and General				
8202 · Accounting	1,200.00	675.00	525.00	77.8%
8204 · Software	23.50	23.50	0.00	0.0%
8210 · Technology Repair & Maintenance	645.42	1,100.87	-455.45	-41.4%
8214 · Bank Service Charges	-3.29	35.90	-39.19	-109.2%
8214.1 · Bank Fees - Square	10.60	0.00	10.60	100.0%
8218 · Cash Over/Short	-81.62	0.00	-81.62	-100.0%
8226 · Leased Equipment	224.63	617.31	-392.68	-63.6%
8230 · Dues/Subscriptions/Memberships	3,179.12	329.11	2,850.01	866.0%
8234 · Insurance	263.92	259.06	4.86	1.9%
8238 · Utilities	126.08	104.26	21.82	20.9%
8242 · Legal	935.00	0.00	935.00	100.0%
8244 · Janitorial/Cleaning	291.00	125.00	166.00	132.8%
8245 · Retirement Plan Fees/Admin	0.00	425.00	-425.00	-100.0%
8247 · Office Supplies	420.85	54.38	366.47	673.9%
8250 · Storage	196.75	153.03	43.72	28.6%
8251 · Misc. Office General	77.19	9.70	67.49	695.8%
8282 · Travel & Meetings				
8282.10 · Professional Development	253.25	0.00	253.25	100.0%
8282.12 · Staff Travel	198.65	0.00	198.65	100.0%
8282.13 · Meetings	77.88	0.00	77.88	100.0%
8282.14 · Staff Employee Benefits	152.81	0.00	152.81	100.0%
8282 · Travel & Meetings - Other	0.00	435.30	-435.30	-100.0%
Total 8282 · Travel & Meetings	682.59	435.30	247.29	56.8%
8283 · Telephone/Internet	1,288.39	3,026.48	-1,738.09	-57.4%
Total 8200 · Admin and General	9,480.13	7,373.90	2,106.23	28.6%
Total Expense	90,977.93	47,206.02	43,771.91	92.7%
Net Ordinary Income	-90,701.59	-29,563.87	-61,137.72	-206.8%
Other Income/Expense				
Other Income				
9020 · Interest Income	140.26	137.71	2.55	1.9%
Total Other Income	140.26	137.71	2.55	1.9%
Other Expense				
9510 · Depreciation	446.56	446.56	0.00	0.0%
Total Other Expense	446.56	446.56	0.00	0.0%
Net Other Income	-306.30	-308.85	2.55	0.8%
Net Income	-91,007.89	-29,872.72	-61,135.17	-204.7%

EXPLORE LAWRENCE INC
Statement of Financial Income and Expenses
For the Ten Months Ended October 31, 2022 and 2021

	Jan - Oct 22	Jan - Oct 21	\$ Change	% Change
Ordinary Income/Expense				
Income				
5000 · Guest Tax	747,000.00	391,210.00	355,790.00	91.0%
5100 · Visitors Guide	23,884.00	0.00	23,884.00	100.0%
5200 · Merchandise Sales	2,048.31	2,369.48	-321.17	-13.6%
5250 · Meeting Max Income	0.00	9,695.00	-9,695.00	-100.0%
5500 · DMI	9,000.00	12,000.00	-3,000.00	-25.0%
5600 · Co-Op Marketing	9,992.71	4,300.00	5,692.71	132.4%
5658 · State Grant	0.00	10,000.00	-10,000.00	-100.0%
5660 · DTN	3,266.00	0.00	3,266.00	100.0%
5700 · Miscellaneous Income	3,759.22	1,248.08	2,511.14	201.2%
Total Income	798,950.24	430,822.56	368,127.68	85.5%
Cost of Goods Sold				
6100 · Merchandise Cost				
6190 · Miscellaneous Costs	0.00	265.50	-265.50	-100.0%
Total 6100 · Merchandise Cost	0.00	265.50	-265.50	-100.0%
Total COGS	0.00	265.50	-265.50	-100.0%
Gross Profit	798,950.24	430,557.06	368,393.18	85.6%
Expense				
7000 · Payroll Expense				
7081 · Payroll	204,882.82	261,665.26	-56,782.44	-21.7%
7083 · Accrued Payroll Expense	11,330.03	0.00	11,330.03	100.0%
7260 · Retirement Plan	10,844.91	8,619.29	2,225.62	25.8%
7065 · Health Insurance	24,691.24	24,305.04	386.20	1.6%
7070 · Incentive Program	3,128.00	0.00	3,128.00	100.0%
Total 7000 · Payroll Expense	254,877.00	294,589.59	-39,712.59	-13.5%
7100 · Payroll Tax Expense				
7100.1 · FICA Expense	16,779.57	0.00	16,779.57	100.0%
7100.2 · FUTA Expense	351.28	0.00	351.28	100.0%
7100.3 · SUTA Expense	972.16	0.00	972.16	100.0%
Total 7100 · Payroll Tax Expense	18,103.01	0.00	18,103.01	100.0%
7600 · Programs				
7601 · Advertising				
7601.10 · Magazine	10,978.80	11,572.00	-593.20	-5.1%
7601.12 · Content	8,662.92	11,064.09	-2,401.17	-21.7%
7601.14 · Outdoor	5,850.00	700.00	5,150.00	735.7%
7601.15 · COOP Marketing Expense	5,676.50	0.00	5,676.50	100.0%
7601.2 · Design	785.28	3,326.80	-2,541.52	-76.4%
7601.21 · Opportunity Fund	24,694.65	2,273.00	22,421.65	986.4%
7601.22 · Tracking	9,836.50	0.00	9,836.50	100.0%
7601.24 · New Technology	742.12	6,906.22	-6,164.10	-89.3%
7601.4 · Public Relations	5,541.41	3,693.91	1,847.50	50.0%
7601.6 · I-70 Distribution	8,155.47	0.00	8,155.47	100.0%
7601.8 · Digital	104,435.70	29,443.91	74,991.79	254.7%
7601.9 · Partner Media Buy Program	0.00	11.56	-11.56	-100.0%
Total 7601 · Advertising	185,359.35	68,991.49	116,367.86	168.7%
7619 · Incentive Travel				
7619.0 · General Fund	15,022.17	0.00	15,022.17	100.0%
7619.1 · Committed Incentives	8,881.90	0.00	8,881.90	100.0%
7619.2 · New Business	144.22	0.00	144.22	100.0%
7619 · Incentive Travel - Other	0.00	19,183.91	-19,183.91	-100.0%
Total 7619 · Incentive Travel	24,048.29	19,183.91	4,864.38	25.4%

	Jan - Oct 22	Jan - Oct 21	\$ Change	% Change
7623 · Marketing				
7623.1 · Website Design	0.00	39,370.00	-39,370.00	-100.0%
Total 7623 · Marketing	0.00	39,370.00	-39,370.00	-100.0%
7625 · Simpleview Data Base	16,736.38	25,000.00	-8,263.62	-33.1%
7641 · Promotional Materials	19,490.87	4,971.71	14,519.16	292.0%
7642 · Trade Shows				
7642.0 · General Fund	3,236.25	0.00	3,236.25	100.0%
7642.1 · Trade Show Travel	2,523.67	0.00	2,523.67	100.0%
7642 · Trade Shows - Other	0.00	4,443.10	-4,443.10	-100.0%
Total 7642 · Trade Shows	5,759.92	4,443.10	1,316.82	29.6%
7643 · Website Hosting	29,031.25	208.87	28,822.38	13,799.2%
7644 · Printing and Reproduction	3,387.52	1,472.88	1,914.64	130.0%
7645 · Special Projects				
7648 · Bids	0.00	1,248.75	-1,248.75	-100.0%
7649 · Visitors Guide	42,675.77	0.00	42,675.77	100.0%
Total 7645 · Special Projects	42,675.77	1,248.75	41,427.02	3,317.5%
Total 7600 · Programs	326,489.35	164,890.71	161,598.64	98.0%
7620 · Meeting programs	42,408.40	19,947.96	22,460.44	112.6%
8200 · Admin and General				
8202 · Accounting	11,300.00	11,955.01	-655.01	-5.5%
8203 · Rent	38,352.95	29,728.30	8,624.65	29.0%
8204 · Software	1,184.21	1,497.86	-313.65	-20.9%
8206 · Hardware	3,967.40	0.00	3,967.40	100.0%
8210 · Technology Repair & Maintenance	9,491.06	8,348.87	1,142.19	13.7%
8214 · Bank Service Charges	240.46	410.84	-170.38	-41.5%
8214.1 · Bank Fees - Square	56.02	0.00	56.02	100.0%
8218 · Cash Over/Short	137.14	0.00	137.14	100.0%
8225 · Board Expenses	2,783.46	4,099.97	-1,316.51	-32.1%
8226 · Leased Equipment	3,804.77	4,121.45	-316.68	-7.7%
8230 · Dues/Subscriptions/Memberships	12,635.19	11,734.39	900.80	7.7%
8234 · Insurance	5,060.56	6,892.99	-1,832.43	-26.6%
8238 · Utilities	2,888.02	2,355.88	532.14	22.6%
8242 · Legal	2,487.50	633.41	1,854.09	292.7%
8244 · Janitorial/Cleaning	2,149.44	1,396.30	753.14	53.9%
8245 · Retirement Plan Fees/Admin	1,622.42	2,199.42	-577.00	-26.2%
8247 · Office Supplies	2,423.53	1,399.37	1,024.16	73.2%
8248 · Postage and Delivery	2,821.43	1,083.96	1,737.47	160.3%
8250 · Storage	1,727.05	1,683.32	43.73	2.6%
8251 · Misc. Office General	1,789.81	2,422.54	-632.73	-26.1%
8282 · Travel & Meetings				
8282.10 · Professional Development	5,241.38	0.00	5,241.38	100.0%
8282.11 · EL Hosted Events	383.97	0.00	383.97	100.0%
8282.12 · Staff Travel	2,064.10	0.00	2,064.10	100.0%
8282.13 · Meetings	837.59	0.00	837.59	100.0%
8282.14 · Staff Employee Benefits	1,123.11	0.00	1,123.11	100.0%
8282 · Travel & Meetings - Other	0.00	3,079.56	-3,079.56	-100.0%
Total 8282 · Travel & Meetings	9,650.15	3,079.56	6,570.59	213.4%
8283 · Telephone/Internet	13,750.90	14,176.92	-426.02	-3.0%
Total 8200 · Admin and General	130,323.47	109,220.36	21,103.11	19.3%
8900 · Misc Expense	347.00	0.00	347.00	100.0%
Total Expense	772,548.23	588,648.62	183,899.61	31.2%
Net Ordinary Income	26,402.01	-158,091.56	184,493.57	116.7%

	<u>Jan - Oct 22</u>	<u>Jan - Oct 21</u>	<u>\$ Change</u>	<u>% Change</u>
Other Income/Expense				
Other Income				
9020 · Interest Income	1,247.14	1,508.79	-261.65	-17.3%
9060 · PPP Loan Forgiven	0.00	94,360.00	-94,360.00	-100.0%
Total Other Income	<u>1,247.14</u>	<u>95,868.79</u>	<u>-94,621.65</u>	<u>-98.7%</u>
Other Expense				
9510 · Depreciation	4,465.60	4,465.60	0.00	0.0%
9530 · Interest Expense	732.00	0.00	732.00	100.0%
Total Other Expense	<u>5,197.60</u>	<u>4,465.60</u>	<u>732.00</u>	<u>16.4%</u>
Net Other Income	<u>-3,950.46</u>	<u>91,403.19</u>	<u>-95,353.65</u>	<u>-104.3%</u>
Net Income	<u><u>22,451.55</u></u>	<u><u>-66,688.37</u></u>	<u><u>89,139.92</u></u>	<u><u>133.7%</u></u>

EXPLORE LAWRENCE INC
Profit & Loss Budget Performance
For the One and Ten Months Ended October 31, 2022

	Oct 22	Budget	Jan - Oct 22	YTD Budget	Annual Budget
Ordinary Income/Expense					
Income					
5000 · Guest Tax	0.00	83,000.00	747,000.00	830,000.00	996,000.00
5100 · Visitors Guide	0.00	2,083.33	23,884.00	20,833.34	25,000.00
5200 · Merchandise Sales	303.34	333.33	2,048.31	3,333.34	4,000.00
5300 · Carryover from LY Funds	0.00	18,083.33	0.00	180,833.34	217,000.00
5500 · DMI	0.00	1,000.00	9,000.00	10,000.00	12,000.00
5600 · Co-Op Marketing	0.00	250.00	9,992.71	2,500.00	3,000.00
5660 · DTN	0.00	500.00	3,266.00	5,000.00	6,000.00
5700 · Miscellaneous Income	-27.00	116.66	3,759.22	1,166.68	1,400.00
Total Income	276.34	105,366.65	798,950.24	1,053,666.70	1,264,400.00
Gross Profit	276.34	105,366.65	798,950.24	1,053,666.70	1,264,400.00
Expense					
7000 · Payroll Expense					
7081 · Payroll	19,231.89	29,583.33	204,882.82	295,833.34	355,000.00
7083 · Accrued Payroll Expense	2,491.40		11,330.03		
7260 · Retirement Plan	752.78	833.33	10,844.91	8,333.34	10,000.00
7065 · Health Insurance	2,784.50	3,083.33	24,691.24	30,833.34	37,000.00
7070 · Incentive Program	1,000.00	833.33	3,128.00	8,333.34	10,000.00
Total 7000 · Payroll Expense	26,260.57	34,333.32	254,877.00	343,333.36	412,000.00
7100 · Payroll Tax Expense					
7100.1 · FICA Expense	1,738.33	2,000.00	16,779.57	20,000.00	24,000.00
7100.2 · FUTA Expense	46.20	25.00	351.28	250.00	300.00
7100.3 · SUTA Expense	92.98	70.00	972.16	700.00	840.00
Total 7100 · Payroll Tax Expense	1,879.51	2,095.00	18,103.01	20,950.00	25,140.00
7600 · Programs					
7601 · Advertising					
7601.10 · Magazine	625.00	1,160.41	10,978.80	11,604.18	13,925.00
7601.12 · Content	6,345.00	1,137.50	8,662.92	11,375.00	13,650.00
7601.14 · Outdoor	0.00	833.33	5,860.00	8,333.34	10,000.00
7601.15 · COOP Marketing Expense	0.00	250.00	5,676.50	2,500.00	3,000.00
7601.2 · Design	57.92	306.66	785.28	3,066.68	3,680.00
7601.21 · Opportunity Fund	406.00	2,083.33	24,694.65	20,833.34	25,000.00
7601.24 · Tracking	848.50	850.00	9,936.50	8,500.00	10,200.00
7601.24 · New Technology	66.67	500.00	742.12	5,000.00	6,000.00
7601.4 · Public Relations	212.51	791.66	5,541.41	7,916.68	9,500.00
7601.6 · I-70 Distribution	0.00	1,083.33	8,155.47	10,833.34	13,000.00
7601.8 · Digital	28,849.34	12,250.00	104,435.70	122,500.00	147,000.00
7601.9 · Partner Media Buy Program	0.00	333.33	0.00	3,333.34	4,000.00
Total 7601 · Advertising	37,404.94	21,579.55	185,359.35	215,795.90	258,955.00
7619 · Incentive Travel					
7619.0 · General Fund	3,058.00	250.00	15,022.17	2,500.00	3,000.00
7619.1 · Committed Incentives	0.00	1,375.00	8,881.90	13,750.00	16,500.00
7619.2 · New Business	0.00	875.00	144.22	8,750.00	10,500.00
Total 7619 · Incentive Travel	3,058.00	2,500.00	24,048.29	25,000.00	30,000.00
7625 · Simpleview Data Base	783.33	1,291.66	16,736.38	12,916.68	15,500.00
7641 · Promotional Materials	0.00	1,250.00	19,490.87	12,500.00	15,000.00
7642 · Trade Shows					
7642.0 · General Fund	0.00	625.00	3,236.25	6,250.00	7,500.00
7642.1 · Trade Show Travel	407.50	250.00	2,523.67	2,500.00	3,000.00
Total 7642 · Trade Shows	407.50	875.00	5,759.92	8,750.00	10,500.00
7643 · Website Hosting	6,500.00	2,166.66	29,031.25	21,666.68	26,000.00
7644 · Printing and Reproduction	291.95	563.33	3,387.52	5,833.34	7,000.00

	Oct 22	Budget	Jan - Oct 22	YTD Budget	Annual Budget
7645 · Special Projects					
7648 · Bids	0.00	2,083.33	0.00	20,833.34	25,000.00
7649 · Visitors Guide	0.00	3,333.33	42,675.77	33,333.34	40,000.00
Total 7645 · Special Projects	0.00	5,416.66	42,675.77	54,166.68	65,000.00
Total 7600 · Programs	48,395.72	35,662.86	326,489.35	356,629.28	427,955.00
7620 · Meeting programs	4,962.00	3,333.33	42,408.40	33,333.34	40,000.00
8200 · Admin and General					
8202 · Accounting	1,200.00	1,250.00	11,300.00	12,500.00	15,000.00
8203 · Rent	0.00	4,166.66	36,352.95	41,666.68	50,000.00
8204 · Software	23.50	250.00	1,184.21	2,500.00	3,000.00
8206 · Hardware	0.00	416.66	3,967.40	4,166.68	5,000.00
8210 · Technology Repair & Maintenance	645.42	1,666.66	9,491.06	16,666.68	20,000.00
8214 · Bank Service Charges	-3.29	50.00	240.46	500.00	600.00
8214.1 · Bank Fees - Square	10.60		56.02		
8218 · Cash Over/Short	-81.62		137.14		
8225 · Board Expenses	0.00	366.66	2,783.46	3,666.68	4,400.00
8226 · Leased Equipment	224.63	416.66	3,804.77	4,166.68	5,000.00
8230 · Dues/Subscriptions/Memberships	3,179.12	1,250.00	12,635.19	12,500.00	15,000.00
8234 · Insurance	263.92	1,000.00	5,060.56	10,000.00	12,000.00
8238 · Utilities	126.08	500.00	2,888.02	5,000.00	6,000.00
8242 · Legal	935.00	416.66	2,487.50	4,166.68	5,000.00
8244 · Janitorial/Cleaning	291.00	208.33	2,149.44	2,083.34	2,500.00
8245 · Retirement Plan Fees/Admin	0.00	183.33	1,622.42	1,833.34	2,000.00
8247 · Office Supplies	420.85	458.33	2,423.53	4,583.34	5,500.00
8248 · Postage and Delivery	0.00	685.41	2,821.43	6,854.18	8,225.00
8250 · Storage	196.75	125.00	1,727.05	1,250.00	1,500.00
8251 · Misc. Office General	77.19	208.33	1,789.81	2,083.34	2,500.00
8282 · Travel & Meetings					
8282.10 · Professional Development	253.25	333.33	5,241.38	3,333.34	4,000.00
8282.11 · EL Hosted Events	0.00	166.66	383.97	1,666.68	2,000.00
8282.12 · Staff Travel	198.65	250.00	2,064.10	2,500.00	3,000.00
8282.13 · Meetings	77.88	166.66	837.59	1,666.68	2,000.00
8282.14 · Staff Employee Benefits	152.81	83.33	1,123.11	833.34	1,000.00
Total 8282 · Travel & Meetings	662.59	999.98	9,650.15	10,000.04	12,000.00
8283 · Telephone/Internet	1,288.39	1,458.33	13,750.90	14,583.34	17,500.00
Total 8200 · Admin and General	9,480.13	16,077.00	130,323.47	160,771.00	192,925.00
8900 · Misc Expense	0.00		347.00		
Total Expense	90,977.93	91,501.51	772,548.23	915,016.98	1,098,020.00
Net Ordinary Income	-90,701.59	13,865.14	26,402.01	138,649.72	166,380.00
Other Income/Expense					
Other Income					
9020 · Interest Income	140.26	83.33	1,247.14	833.34	1,000.00
Total Other Income	140.26	83.33	1,247.14	833.34	1,000.00
Other Expense					
9510 · Depreciation	446.56	446.58	4,465.60	4,465.84	5,359.00
9530 · Interest Expense	0.00	363.33	732.00	3,633.34	4,360.00
Total Other Expense	446.56	809.91	5,197.60	8,099.18	9,719.00
Net Other Income	-306.30	-726.58	-3,950.46	-7,265.84	-8,719.00
Net Income	-91,007.89	13,138.56	22,451.55	131,383.88	157,661.00

First, I want to say, I am SO HAPPY to be part of the Staff at Explore Lawrence. What an incredible group with a plethora of knowledge about Lawrence and Kansas Tourism. Growing up in Lawrence and being a part of our community has always been a priority to me. My entire family is, and has been a huge part of Lawrence's growth. My first 60 days have been incredible. I have experienced many "first times", and for a girl who has lived in Lawrence since 1967, that is saying a lot! I look forward to working closely with the Hotels, Community, University and Staff at Explore Lawrence to increase my knowledge, and bring additional visitors to Lawrence that will have a positive Economic Impact.

Hotel Visits

- Meet and Greet @ Most Hotels
- Did Drop in Visits to Hotels – Quick Meet and Greet
- Re-Stocked EL Supplies
- Inquired needs from EL for 2023

Hotel Tours

- Toured Majority of Hotels
- Explored meeting spaces, room types, familiarized myself with amenities each Hotel has to offer.

Toured Circle S Ranch

- Incredible hidden treasure

Working with them to showcase their serene Venue and promote additional business with Murder Mysteries, family reunions, Corporate Retreats

DOS Meeting

- Host First DOS Monthly Meeting @ S&S Artisan
- Collaboration between Hotels
- Celebrate 2022 Being over
- Future Excitement for 2023

Will continue to do Monthly

FACILITY VISITS – in person and online to become familiar with Lawrence's

- Fairgrounds – GREAT SPACE! Could be utilized more for incoming tourism groups. Ie. BMX, Dance Competitions etc.
- Theater Lawrence
- S and S Artisan
- Abe and Jakes

CONFERENCE and EDUCATION

TIAK

Conference Education Event
Wichita KS
Attended Travel Industry Association

Networked with CVB's, Hotels, Attractions, dining and retail establishments from across Kansas.
Collaborated with many Kansas CVB's on topics such as Best Practices: Creating Local Partnerships, Facing Adversity, Building your Community and Future Tourism

TEAMS

Conference/Trade show
Oklahoma City, OK
Attended Conference, appointments with Rights holders.

Has been named the World's leading conference and expo for the sports industry. Attended/Expo'd with 11 other Regional CVB's from Kansas. A sports-event and appointment based Trade Show. Had set appointments with 40+ Representatives from all over the world in hopes to bring their TEAMS to Kansas.

Trade Shows

KSAE Kansas Society of Association Executives

Collaboration with Kansas Associations to identify needs from community to assist with Meetings, Conferences and Conventions. Educational experiences as well as Networking opportunities. Made Holiday Treat Bags for attendees. Promoting more Sun – Thurs business.

COMMUNITY ENGAGEMENT

Chamber Events

Chamber Sponsored Lunches

MCI New Terminal 10/12/22

Bert Nash 11/9/22

Attended Chamber Sponsored Lunches and Networked with local professionals in our community

Rotary Groups

Attended 2 Separate Meetings

Monday Noon @ Maceli's

Wednesday Noon @ LCC

Great Networking, meeting with our community to educate them in regards to what EL can do for them and what they can do for EL. Lot's of possibilities right here in our community

LAWRENCE ACTIVITIES

DTL Mixer

Festival of Trees Auction

Gingerbread Houses Tour

DTL Christmas Parade

Belgium Bike Race

EL Booth Set-up Day prior to Race. Displayed EL Swag, visited and welcomed attendees and locals.

KU Hospitality

Working Closely with Kendra on EL – KUH Workflow
Setting up FAM Trip to Ames (ISU has similar comp set)
Tour New Facilities that KU is offering
Zooms with KUH as they determine their impact with Lawrence.

Platinum XP

Industry Event in KCKS 11/14/22

Attended by MANY Who's Who in KC Area. Great networking opportunity. (many of the people from the Trivia night were there) great opportunity to re-connect.

MEMBERSHIPS AND INVOLVEMENT

Joined MPI

Attended First MPI Mixer @ Children's Mercy Park

Evening to learn more about MPI (Meeting Professional International). Network with KC Area CVB's and meeting planners. Tour Sporting KC Facility.

Sports Kansas Member

Working with them on 2023 Schedule and TEAMS info

This is the Group that I attended TEAMS with in OKC. We meet quarterly. Work with each other to benefit KANSAS.

TRAINING/COMPUTER

Simpleview
EL Shared Files
SLACK
EL Email
C Vent

Created New Caterer Contact sheet

CURRENTLY WORKING ON

Association of Museums and Galleries Conference – June 2023

Restorative Justice Conference – June 2023

RFP's from TEAM Conference, working through to see what is viable for Lawrence market. Identifying facilities that could possibly be used to bring “out of the ordinary” events to Lawrence to increase the Sunday – Thursday Market.



OCTOBER & NOVEMBER 2022 MARKETING REPORT

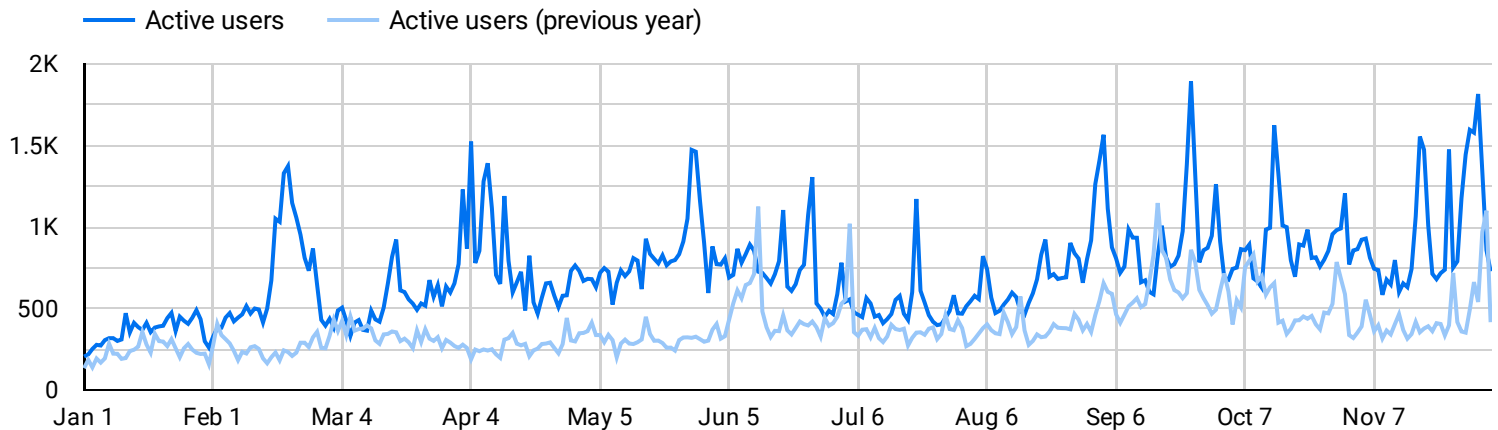
OCTOBER AND NOVEMBER MARKETING SUMMARY

Please note this report encompasses data from October and November. October and November were excellent months for the Marketing Department. In October our marketing focused on the Lawrence Bucket List, Football, Spooky Season, and the Belgian Waffle Ride. In November we continue our Bucket List and Football promotions and began promoting the holidays and the newly launched Kaw Valley Craft Pass. We also produced the 2023 Lawrence Visitors Guide in November and it was out in time for the Old-Fashioned Christmas Parade.

EXPLORELAWRENCE.COM

Total website users for October and November were 50,029, a 107.2% increase from the same time period last year. 49,291 of the users were first-time visitors to the site. Each user averaged 8.02 "events" on the site, including page views, scrolls, link clicks, video views, etc. The most viewed content in October and November was the Events Calendar, Home Page, Eat Listings, Lawrence Bucket List, and the Holiday Guide blog.

Users 50,029 ↑ 107.2%	New users 49,291 ↑ 103.7%	Event count 407,303 ↑ 79.6%	Event count per user 8.02 ↓ -11.2%	Views 167,131 ↑ 62.3%
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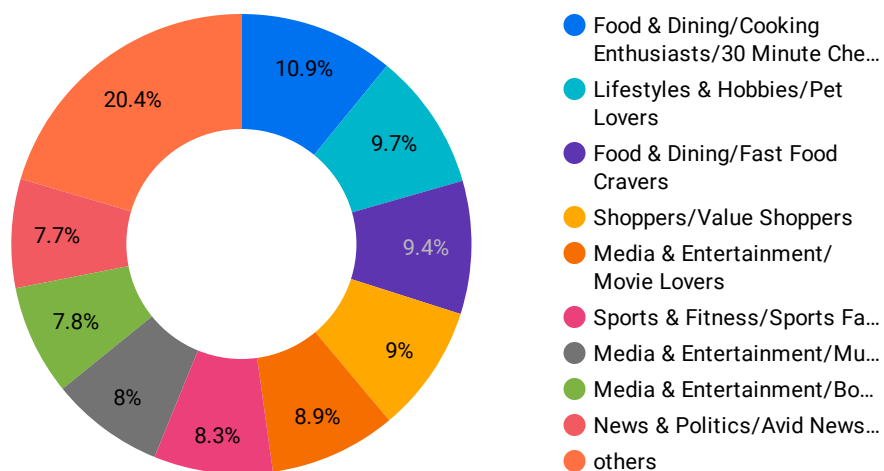
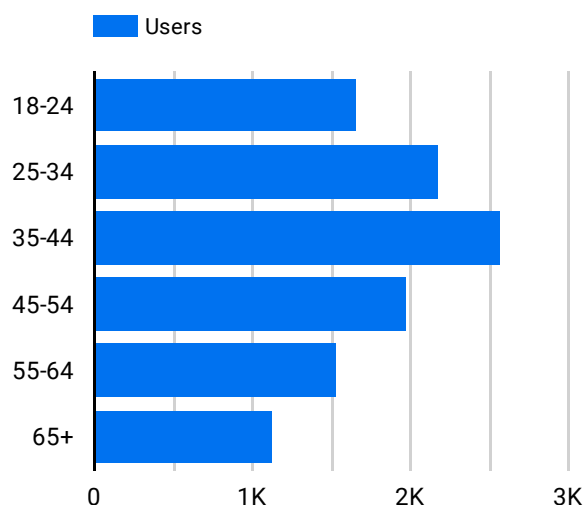
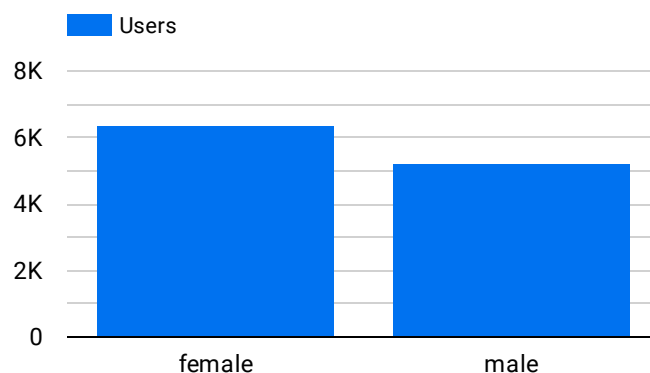
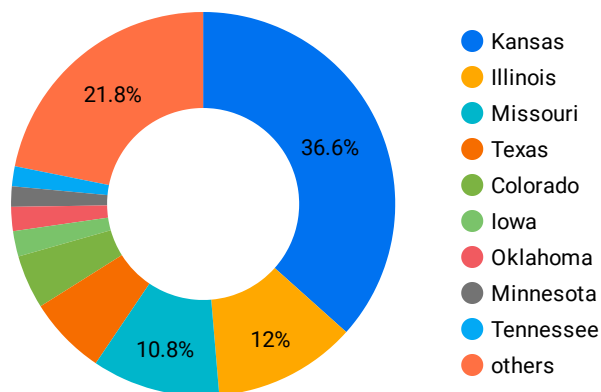


Event name ▾	Event count
view_search_results	309
video_start	145
video_progress	423
video_complete	69
user_engagement	82,388
session_start	66,070
scroll	30,980
page_view	167,131
first_visit	49,291
file_download	235

Page title	Views ▾
Events Calendar - Unmistakably Lawrence	30,786
Explore - Unmistakably Lawrence	11,959
Eat - Unmistakably Lawrence	11,503
Lawrence Bucket List	8,657
A Festive Guide to the Holiday Season in Law...	4,598
Shop - Unmistakably Lawrence	4,430
Downtown Lawrence Holiday Lighting & Sant...	3,115
Lawrence Old Fashioned Christmas Parade	3,019
Concerts & Live Music	2,585
Lawrence, Kansas Daily Deals. See what's on ...	2,348

EXPLORELAWRENCE.COM USERS

In October and November, explorelawrence.com users visited the most from Kansas, Illinois, Missouri, Texas, and Colorado. There were more female than male users. The majority of users were between the ages of 25-54. Users share interests in food and dining, books, shopping, movies, pets, news, music, and sports.



EXPLORELAWRENCE.COM ACQUISITION

The leading traffic channels were organic search, organic social, and direct traffic. The top traffic sources were Google, Facebook, Datafy Ads, and Bing.

Session default channel grouping	Sessions	Session source	Sessions
Organic Search	32,407	google	37,421
Organic Social	12,325	(direct)	11,970
Direct	11,970	facebook.com	7,990
Paid Search	4,266	m.facebook.com	2,029
Display	3,437	fb	1,046
Referral	1,289	datafy	1,001
Email	743	bing	721
Unassigned	204	lm.facebook.com	709
Organic Shopping	114	Unmistakably Lawrence E-News	632
Cross-network	113	l.facebook.com	377
Paid Video	1		

SEARCH ENGINE MARKETING

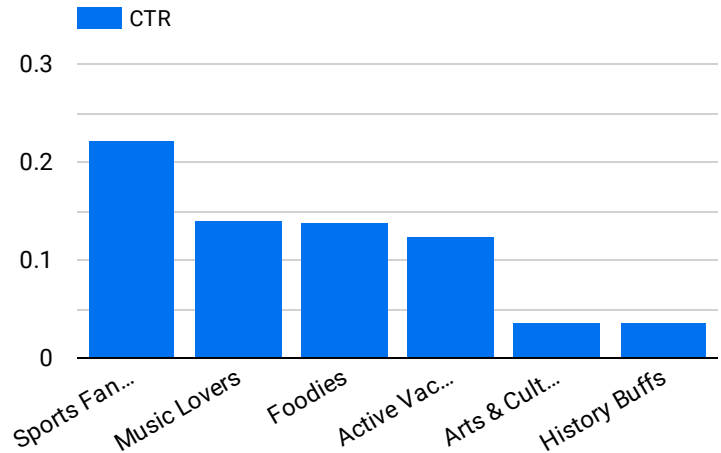
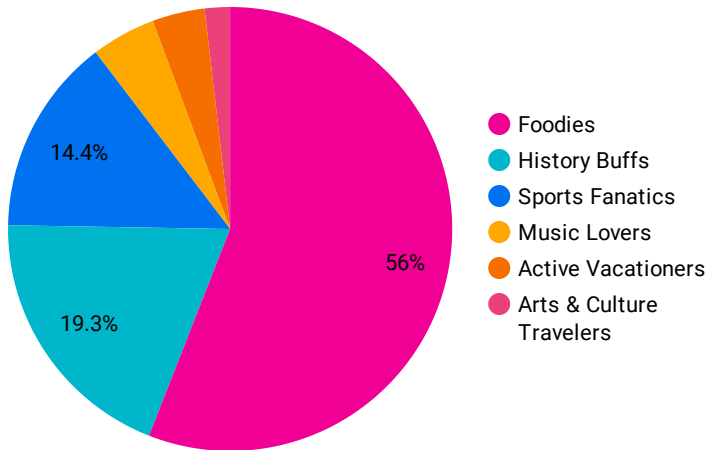
- In October and November, the campaign delivered 3473 clicks from 38,033 impressions for a click-through-rate (CTR) of 9.13%.
- Impressions and clicks were back up
- CTR remains higher than the average Google search CTR of 3.17% and is also higher than the Travel Industry average of 4.68%.

Spend
1,597.84

Impressions
38,033

Clicks
3,473

CTR
9.13%



SOCIAL MEDIA

October and November social media activity on Twitter, Instagram, TikTok, and Facebook resulted in 428 new fans, 586,320 impressions, and 32,047 post engagements. The new reel content that Laurel is creating has become very popular and engaging without audience. Other popular content included blogs and giveaways.

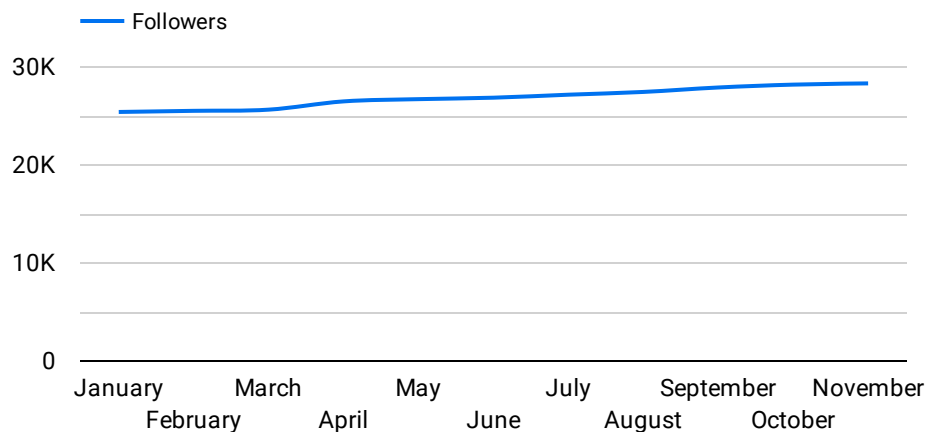
Platform	Impressions	Engagements	Video Views	New Followers
Facebook	394,887	28,003	9,265	302
Instagram	173,227	3,601	43,801	199
Twitter	15,264	291	0	-122
TikTok	2,942	152	2,942	49

Impressions
586,320

Engagements
32,047

Video Views
56,008

New Followers
428



YOUTUBE

Top videos in October and November on the eXplore Lawrence YouTube Channel were the Vibe videos. These videos were advertised.

Video Title	Views ▾
Welcome to Unmistakably Lawrence, Kansas :30	78,950
Welcome to Unmistakably Lawrence, Kansas	41,107
2016 Downtown Men's Olympic Shot Put HD	460
The Cradle of Basketball HD	52
Why Lawrence? Shiloh "Shy" at Haskell Memorial Stadium in La...	30
Why Lawrence? Christina at Haskell Indian Nations University	30
Climb Lawrence Video Tour	29
Explore Schaake's Pumpkin Patch in Lawrence, Kansas	27
Bleeding Kansas: The letters of Edward P. and Sarah Fitch	23

ENEWS

The October and November e-blasts were sent to 8,863 recipients. 3,323 recipients opened the email, and there were 559 clicks on links within the email. The most popular content was the Holiday Guide, Spooky Blog, November Live Music, and Kaw Valley Craft Pass.

Recipients
8,863

Opens
3,323

Clicks
559

Link	Clicks ▾
Holiday Guide	85
Spooky	58
November Live Music	53
Kaw Valley Craft Pass	48
Coffee Shops & Bakeries	29
October Live Music	25
Winter Wonder Weekend	25
Festival of Trees	20
Maple Leaf Festival	17
Lawrence Bucket List	15

LAWRENCE PASSPORTS

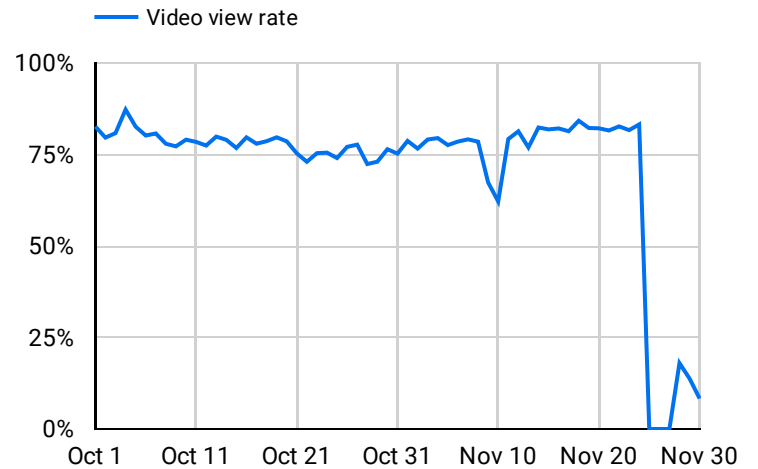
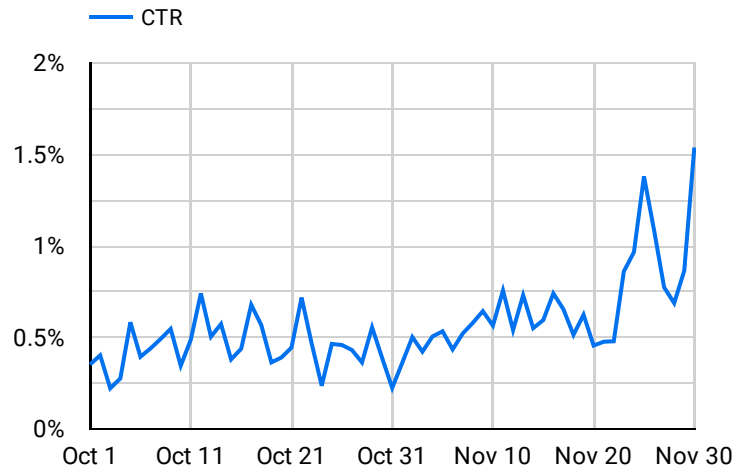
The Lawrence Bucket List continued to perform in October with 128 new pass sign-ups and 120 check-ins. 31 offers were redeemed at partner merchants, and 72 users opted in to receive emails from us. The Kaw Valley Craft Pass launched on the last day of November with 87 pass sign-ups and 53 email opt-ins.

Pass ▾	Pass Sign-ups	Check-ins	Offer Redemptions	Email Opt-ins
1. Lawrence Bucket List	128	120	31	72
2. Kaw Valley Craft Pass	87	0	0	53

GOOGLE DISPLAY AND VIDEO ADVERTISING

We used Google Video advertising to drive Vibe video views. We used Google display advertising to promote the Lawrence Bucket List and the Christmas Parade. These ads resulted in 551,934 impressions, 3168 clicks, and 110,201 video views.

Campaign	Impressions	Clicks	CTR	Video views	Video view rate
Lawrence Bucket List	400,045	2,896	0.72%	0	0%
Vibe Videos	140,112	126	0.09%	110,201	78.65%
Lawrence Old-Fashioned...	11,777	146	1.24%	31	15.58%



SOCIAL MEDIA ADVERTISING

Ads on Facebook and Instagram promoted the Lawrence Bucket List, Why Lawrence, Live Music, History, and several events, including Football, Belgian Waffle Ride, and Lawrence Christmas Parade. The ads resulted in 353,842 impressions, 7,364 link clicks, 476 post engagements, and 3,318 video views of at least 15-seconds, and 40 new page likes.

Campaign	Impressions	Results	Results Rate
Winter Wonder Weekend (landing page views)	9,830	310	0.032
Why Lawrence (video views)	11,456	3,318	0.290
Welcome to the Holiday Season (landing page ...)	29,424	761	0.026
Spooky Season (landing page views)	30,189	827	0.027
Page Likes (new likes)	3,953	40	0.101
Lucy Hobbs Taylor (link clicks)	14,338	236	0.165
Live Music Blog (link clicks)	69,180	1,144	0.017
Lawrence Community Orchestra Blog (landing ...)	5,499	82	0.015
Lawrence Christmas Parade (link clicks)	25,765	1,078	0.042
Lawrence Bucket List (link clicks)	92,610	1,237	0.013
Kaw Valley Farm Tour (link clicks)	948	29	0.031
Kaw Valley Craft Pass (link clicks)	4,211	39	0.093
G. Love and Special Sauce Ticket Giveaway (en...)	6,132	135	0.022
Football Weekend: OSU (15,197	57	0.004
Football Weekend: College Gameday (link clicks)	17,292	139	0.008
Football Ticket Giveaway (engagements)	2,993	284	0.094
Eleanor Coffin Henley (link clicks)	32,622	1,482	0.045

DATAFY ADVERTISING

We used the Datafy advertising platform to promote the Lawrence Bucket List. This campaign resulted in 194k impressions, 442 clicks to our site in October and November. These ads, plus previous ads in 2022, resulted in visits to Lawrence in October and November (attribution). Of those who saw our ads from at least 50 miles away from Lawrence, 3,530 visited Lawrence, 386 visited Downtown Lawrence, and 182 visited Lawrence hotels. The estimated revenue generated from those visitors is \$301,880.

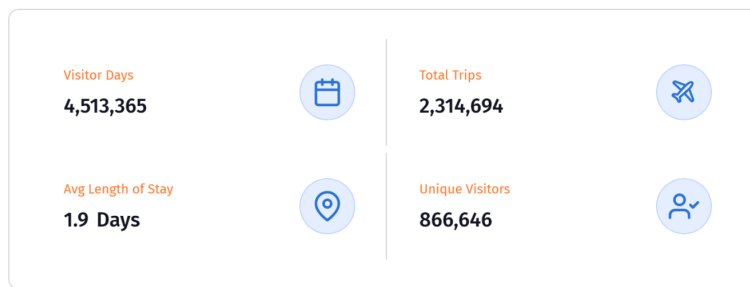
Campaign ▾	Impressions	Clicks	CTR
Lawrence Bucket List	194538	442	0.23%

Attribution City	Attribution Downtown	Attribution Hotels	Estimated Revenue Generated
3,530	386	182	301,880

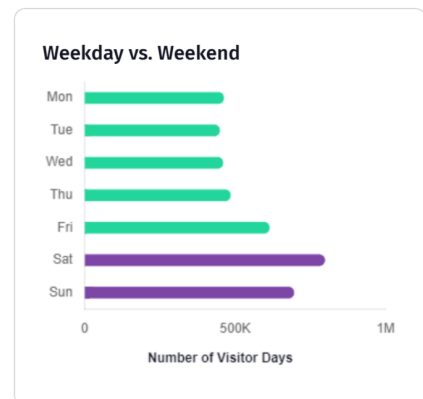
DATAFY

Datafy is a tool that gives us insight into visitors to Lawrence: where they are visiting while here, how long they stay, where they come from, and more. Datafy has recently updated its platform. The first three charts below illustrate visitation to Lawrence in 2022. The final chart shows visitation to the City of Lawrence since 2019. All of the data provided is for VISITORS. We define visitors as those whose origin market is 50+ miles away.

There have been 866,646 unique visitors to Lawrence in 2022 (until 11/19/22). They spent 4,513,365 visitor days in Lawrence and stayed an average of 1.9 days. 40% of our visitors came from within Kansas. This year's top cities people traveled from are Kansas City, MO, Manhattan, Lees Summit, MO, Wichita, and Independence, MO. Top points of interest this year for visitors were Downtown, Lawrence Hotels, Sports Sites (Rock Chalk Park/Sports Pavilion, Allen Fieldhouse, Memorial Stadium), Hotels, and Restaurants.

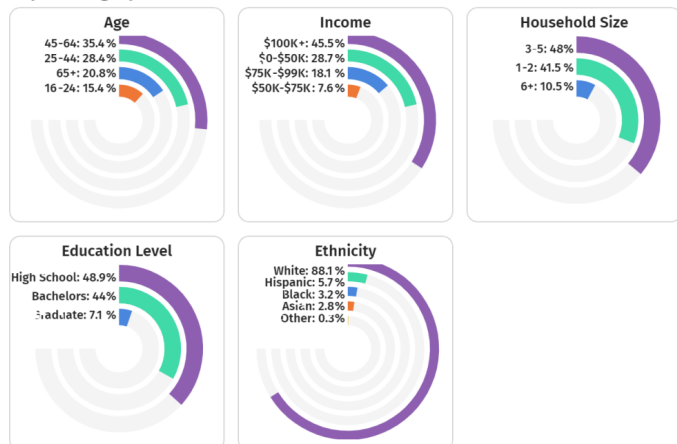


Filters: In-State Out-of-State Distance: 50 mi - 3,944 mi Date Range: 1/1/22 - 11/19/22
 Polygons: Clusters: All POIs: All

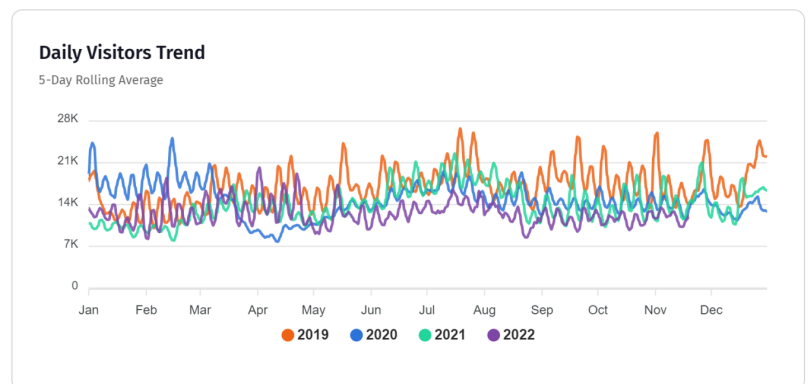


Filters: In-State Out-of-State Distance: 50 mi - 3,944 mi Date Range: 1/1/22 - 11/19/22
 Polygons: Clusters: All POIs: All

Top Demographics



Filters: In-State Out-of-State Distance: 50 mi - 3,944 mi Date Range: 1/1/22 - 11/19/22
 Polygons: Clusters: All POIs: All



Filters: In-State Out-of-State Distance: 50 mi - 3,944 mi Date Range: 1/1/19 - 11/19/22
 Polygons: Clusters: All POIs: All

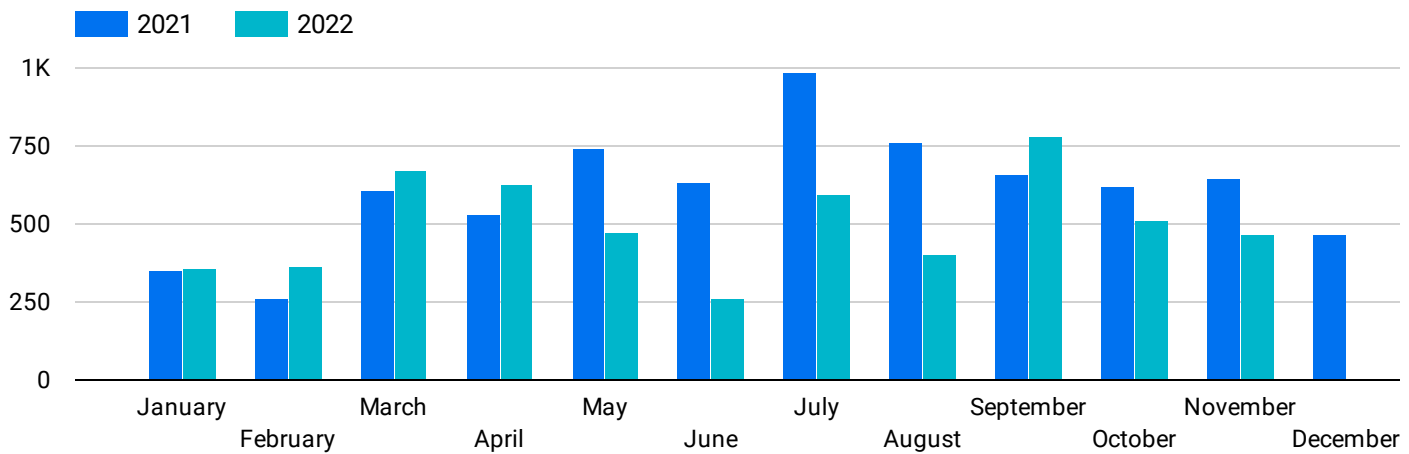


OCTOBER & NOVEMBER 2022 VISITOR CENTER REPORT

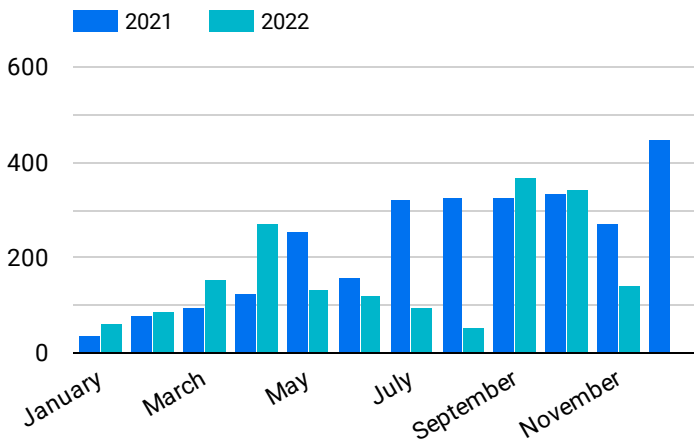
OCTOBER AND NOVEMBER VISITOR CENTER SUMMARY

October and November were steady months for the Lawrence Visitors Center. Sarah Potter began working as a Part-Time Travel Counselor in October and has been a great addition to our team. October was a really great month for sales with \$337 in merchandise sold. Popular items are T-shirts, Keychains, Magnets, and Postcards.

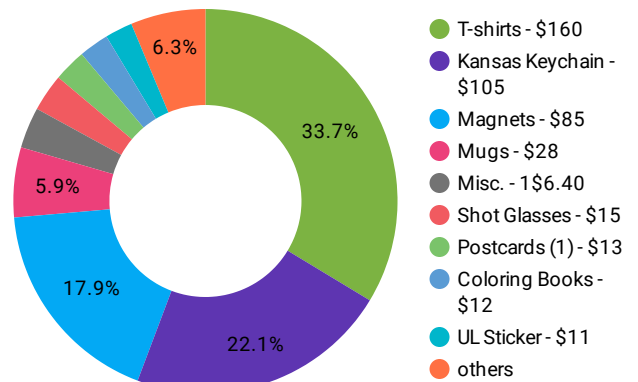
VISITORS CENTER WALK-INS



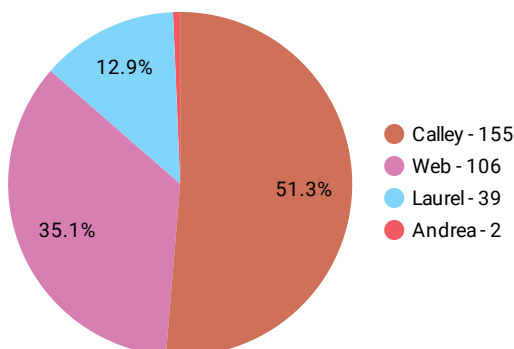
MONTHLY SALES



PRODUCT SALES



CALENDAR OF EVENT ENTRIES



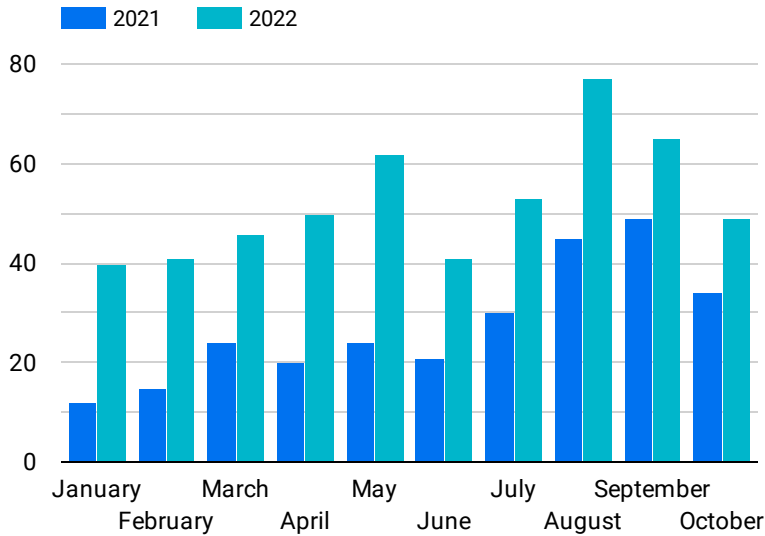
VISITORS CENTER PARTNER REFERRALS

	Account Name	Oct/Nov ▾
1.	Burger Stand at the Casbah	4
2.	WheatFields Bakery & Café	4
3.	Sunflower Outdoor & Bike Shop	3
4.	Free State Brewing Co.	3
5.	Jock's Nitch Sporting Goods	2
6.	Kansas Sampler/Rally House	2
7.	Third Planet	2
8.	Sylas & Maddy's Homemade Ice Cream	2
9.	Latchkey Deli	2
10.	Encore Café	1
11.	Wine Dive + Kitchen	1
12.	Limestone Pizza	1
13.	The Raven Bookstore	1
14.	Thai Siam Restaurant	1
15.	La Prima Tazza	1
16.	Dempsey's Burger Pub	1
17.	Johnny's Tavern West Side	1
18.	Papa Keno's Pizzeria	1
19.	Clinton Lake	1
20.	Terrebonne	1
21.	The Merc	1
22.	Merchants Pub & Plate	1
23.	Mad Greek Restaurant	1
24.	Jefferson's Restaurant	1
25.	Zen Zero	1
26.	Lucky Seb's Dumpling Bar & Grill	1
27.	Little Saigon Cafe`	1
28.	Cellar Door Cafe	1
29.	ACME	1
30.	1313 Mockingbird Lane	1

WEBSITE INQUIRIES

The Visitors Center fulfills requests for Visitors Guides that come through the website. In October and November there were 89 website inquiries for Visitors Guides and/or e-newsletter sign-ups. Visitors are asked their interests when they request information. The most popular interests in October and November were Events, Arts & Culture, Food, History, and Shopping.

WEBSITE INQUIRIES (Visitors Guide Requests & E-news Sign-ups)



WEBSITE INQUIRIES - INTERESTS

Interest	Count
Events	70
Arts/Culture	65
Food	65
History	61
Shopping	49
Wellness	42
Haunted	41
Agri-Tourism	41
Family	38
Recreation	37
Universities	34
Basketball	31

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GROUP ORDERS

The Visitors Center is currently fulfilling requests for materials for groups. In October and November we serviced 6 groups with materials. Through those orders we supplied more than 750 Visitors Guides plus other materials like maps, tour brochures, bags, pens, stickers, notepads, and lanyards.

GROUP ORDERS FULFILLED

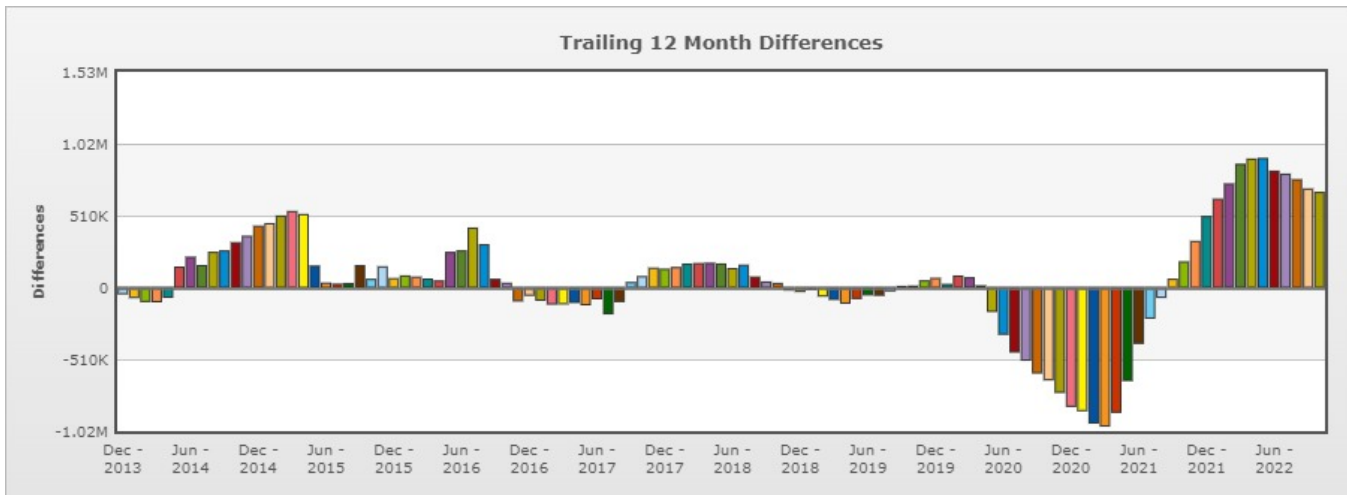
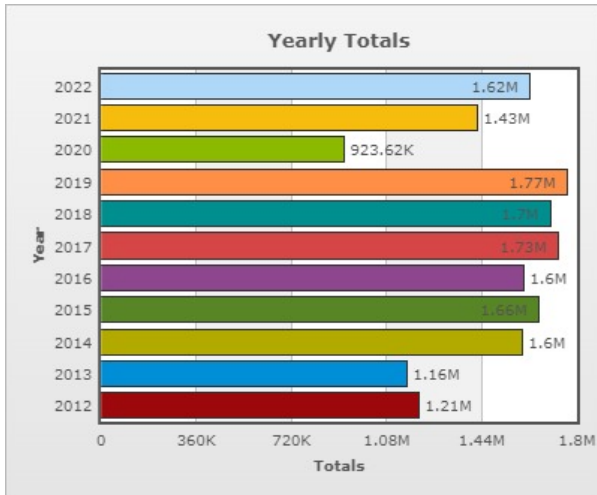
Client	Visitors Guides	UL Map Pad	Stickers	Pens	Notepads	Lanyards	KU Map Pad	Bags	Tour Brochures
1. Barber Shop Harmony	450	0	0	450	450	0	0	450	0
2. 2022 NCI IMAT PI Meeting @ KU	130	0	130	130	130	0	0	130	0
3. KU Engineering Conference	75	1	75	75	0	75	0	0	0
4. Sunset Hills Neighborhood Association	56	0	0	0	0	0	0	0	0
5. KU Center for Montessori Research	25	1	0	25	25	0	1	0	25
6. Robin Rossenberg	25	1	0	25	0	0	0	0	75

1 - 6 / 6 < >



Month	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022	2021/2022 % change
January	57,788	75,379	65,431	73,828	101,382	93,738	98,184	118,323	95,446	41,690	111,162	166.64%
February	64,806	69,236	46,262	77,086	99,205	94,007	113,533	84,797	115,542	58,116	108,425	86.57%
March	87,533	80,486	71,663	95,280	105,298	116,791	132,019	123,763	103,118	61,061	158,537	159.64%
Qtr 1	210,127	225,101	183,356	246,194	305,885	304,536	343,736	326,883	314,106	160,867	378,124	135.05%
April	70,550	74,396	109,986	124,152	124,594	134,997	147,412	133,185	61,358	87,896	151,582	72.46%
May	150,761	123,298	308,157	126,642	147,762	152,491	152,041	184,797	37,870	116,471	199,887	71.62%
June	107,760	126,460	215,298	183,250	161,930	183,216	171,487	185,634	38,022	154,237	180,085	16.76%
Qtr 2	329,071	324,154	633,441	434,044	434,286	470,704	470,940	503,616	137,250	358,604	531,554	48.23%
July	145,312	151,194	97,830	37,085	138,574	133,188	152,087	168,245	58,308	127,254	174,977	37.50%
August	98,698	71,944	139,165	211,166	164,378	204,992	161,411	149,099	78,147	154,104	190,619	23.70%
September	81,238	83,284	95,602	235,022	128,957	155,957	148,506	170,578	102,374	161,468	154,860	-4.09%
Qtr 3	325,248	306,422	332,597	483,273	431,909	494,137	462,004	487,922	238,829	442,826	520,456	17.53%
October	101,090	126,849	211,198	197,756	156,868	157,890	148,412	140,822	83,871	150,112	191,637	27.66%
November	134,366	88,763	88,345	177,325	142,512	167,915	147,600	164,907	93,603	167,993	0	
December	106,266	90,707	146,836	119,115	131,421	136,028	130,316	142,582	55,963	145,672	0	
Qtr 4	341,722	306,319	446,379	494,196	430,801	461,833	426,328	448,311	233,437	463,777	191,637	27.66%
Year Totals:	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	1,426,074	1,621,771	45.79%

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





OCTOBER 2022 LODGING REPORT

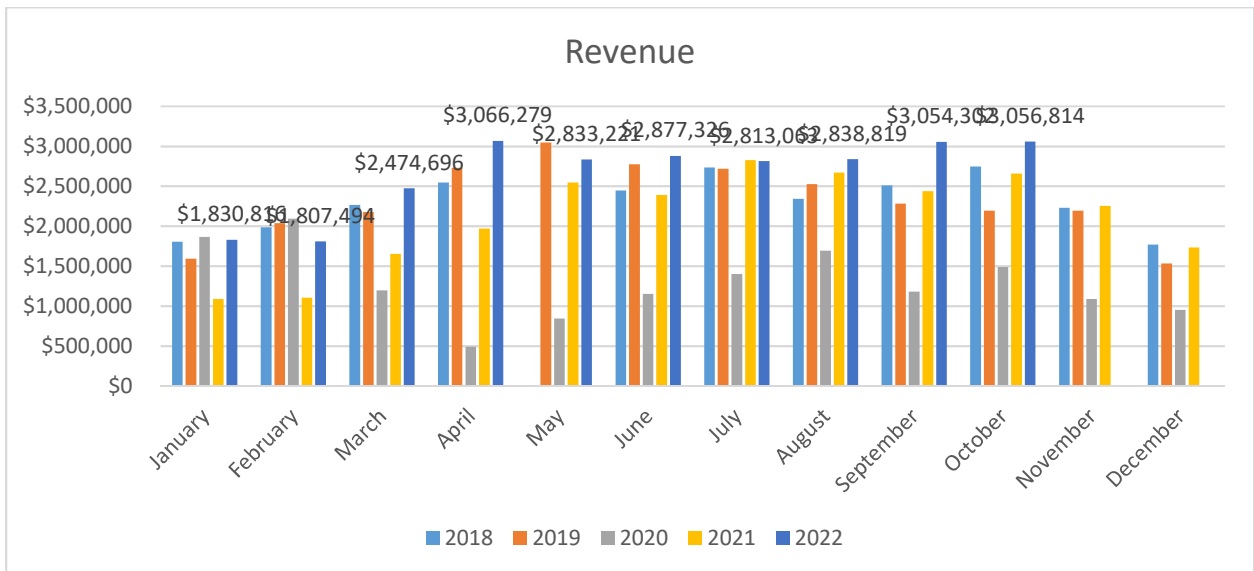
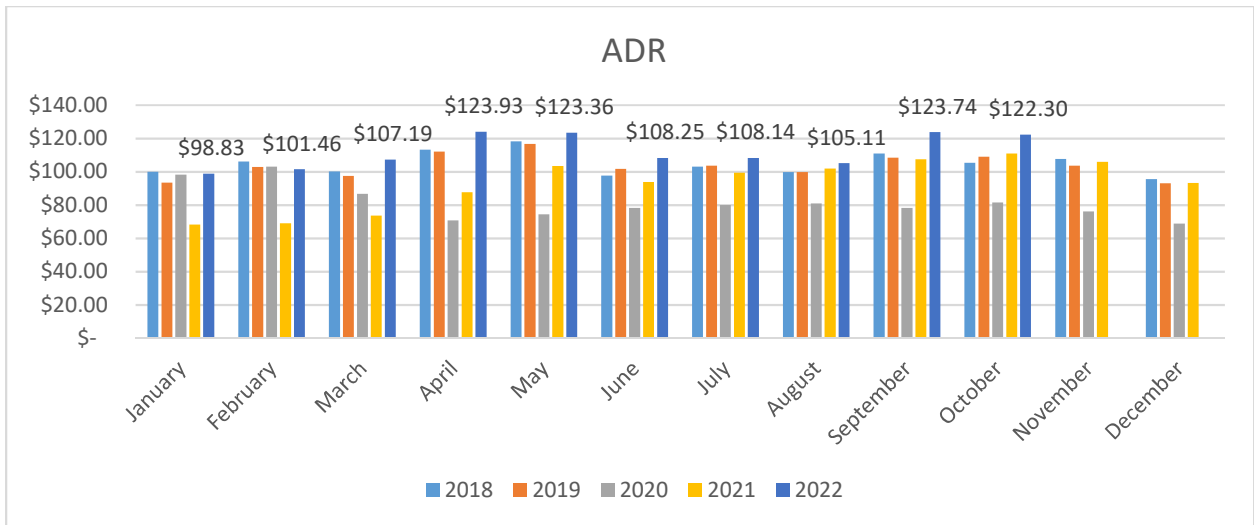
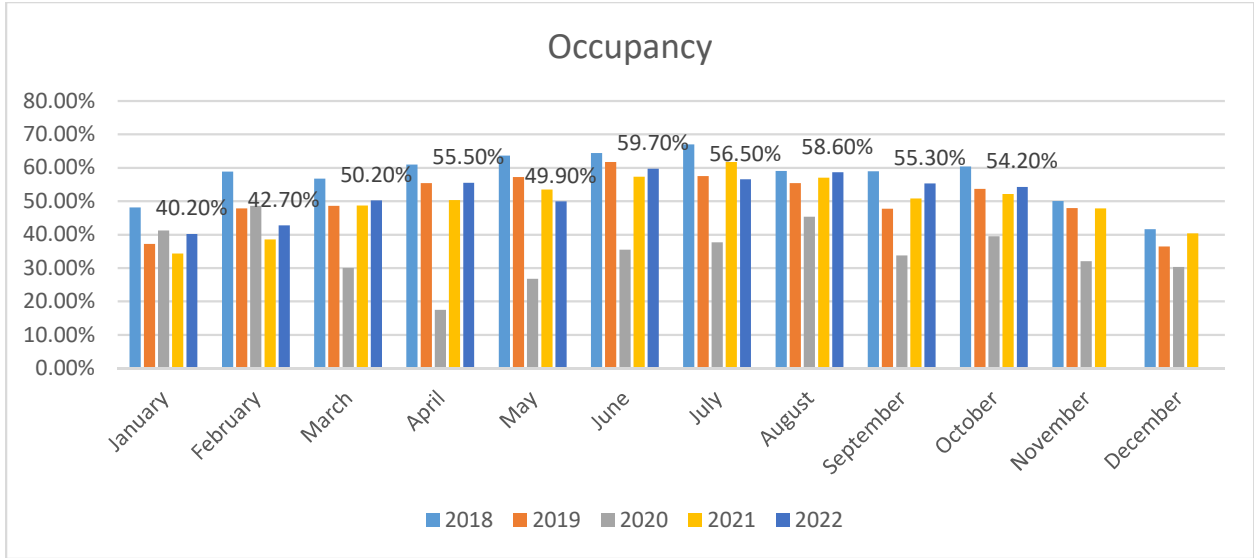
eXplore Lawrence has contracted with STR, Inc., a leading lodging industry research company, to provide monthly and annual lodging data for Lawrence, Kansas. The following report provides an analysis of the city.

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

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



Year over Year comparison. For internal use only.



Year over Year comparison. For internal use only.

Tab 4 - Multi-Segment: eXplore Lawrence

Currency: USD - US Dollar

eXplore Lawrence

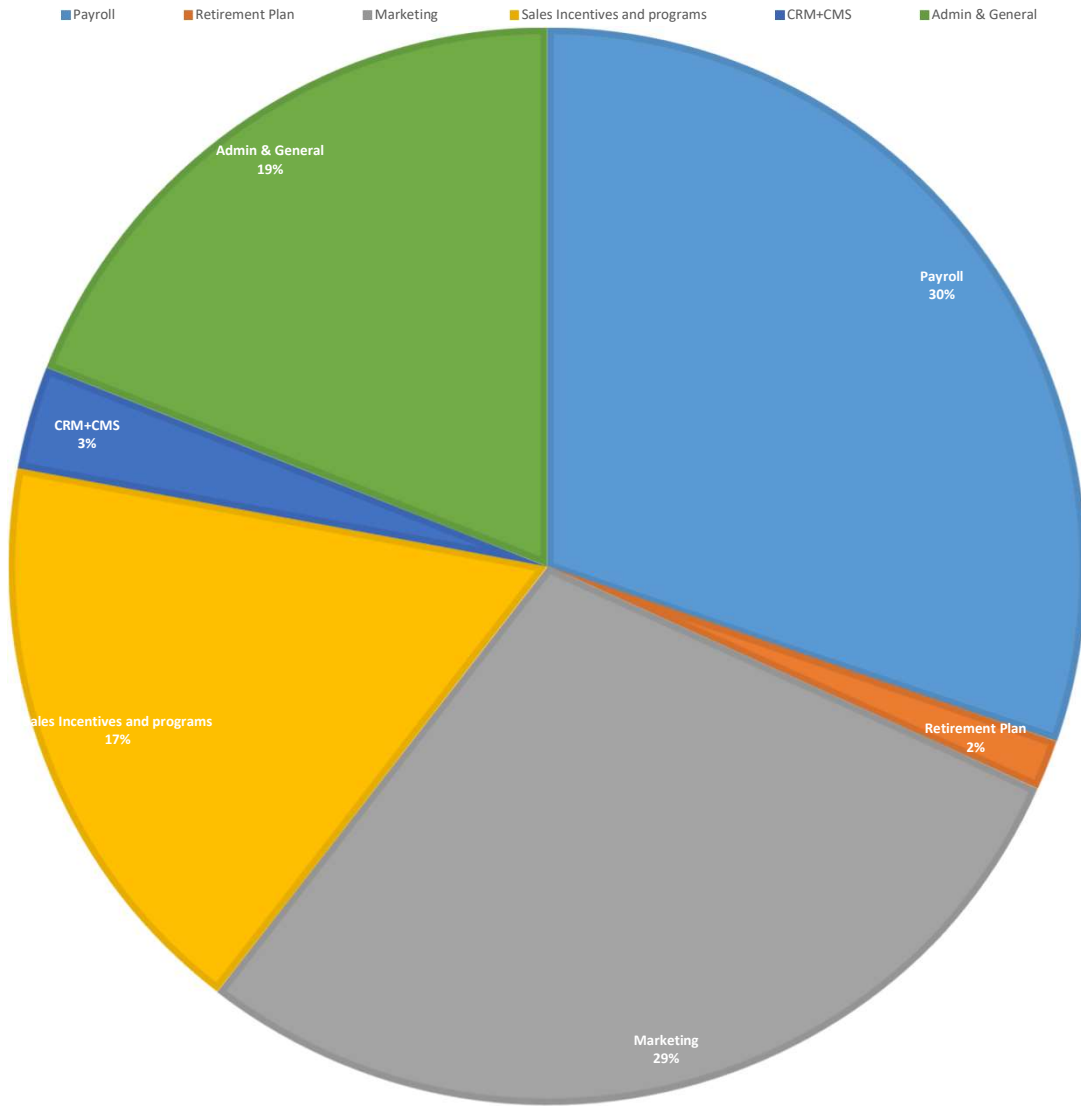
For the month of: October 2022

	Current Month - October 2022 vs October 2021												Year to Date - October 2022 vs October 2021										Participation					
	Occ %		ADR		RevPAR		Percent Change from October 2021						Occ %		ADR		RevPAR		Percent Change from YTD 2021						Properties		Rooms	
	2022	2021	2022	2021	2022	2021	Occ	ADR	RevPAR	Room Rev	Room Avail	Room Sold	2022	2021	2022	2021	2022	2021	Occ	ADR	RevPAR	Room Rev	Room Avail	Room Sold	Census	Sample	Census	Sample
Kansas State	59.9	57.4	100.69	92.37	60.27	53.05	4.2	9.0	13.6	12.7	-0.8	3.4	56.8	52.6	96.59	85.46	54.86	44.98	7.9	13.0	22.0	21.7	-0.2	7.7	706	438	48475	37116
Emporia, KS+	72.3	61.4	100.40	88.00	72.57	54.06	17.7	14.1	34.2	34.2	0.0	17.7	59.9	59.3	92.00	85.51	55.12	50.67	1.1	7.6	8.8	12.9	3.8	4.9	12	9	611	494
Lafayette, IN+	72.2	64.6	116.64	110.36	84.17	71.28	11.7	5.7	18.1	18.1	0.0	11.7	65.8	61.7	105.69	89.58	69.54	55.26	6.7	18.0	25.9	31.8	4.7	11.7	25	24	2234	2154
Lincoln, NE+	60.6	65.1	110.40	112.08	66.87	73.02	-7.0	-1.5	-8.4	-9.9	-1.6	-8.5	60.7	56.3	102.38	91.15	62.12	51.35	7.7	12.3	21.0	22.2	1.0	8.8	62	48	5160	4441
Iowa City, IA+	58.4	55.1	158.94	166.26	92.80	91.59	6.0	-4.4	1.3	1.6	0.2	6.3	55.2	47.0	131.14	119.20	72.36	56.05	17.3	10.0	29.1	36.6	5.8	24.2	12	10	1244	1120
Stillwater, OK+	52.5	47.9	141.23	119.96	74.10	57.46	9.5	17.7	29.0	29.0	0.0	9.5	50.4	45.8	107.20	92.84	54.08	42.54	10.1	15.5	27.1	27.1	0.0	10.1	18	14	1404	1221

A blank row indicates insufficient data.

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2023 BUDGET DISTRIBUTION



	<u>TOTAL</u>	
	<u>Jan - Dec</u>	
Ordinary Income/Expense		
Income		
5000 · Guest Tax	1,200,000.00	
5100 · Visitors Guide	25,000.00	
5200 · Merchandise Sales	20,000.00	
5300 · Carryover from 2022 Funds	250,000.00	
5500 · DMI	12,000.00	
5600 · Co-Op Marketing	12,000.00	
5650 · Special Projects		
5657 · Website	0.00	
Total 5650 · Special Projects	0.00	
5658 · State Grant	0.00	
5660 · DTN	6,000.00	
5700 · Miscellaneous Income	1,400.00	
Total Income	1,526,400.00	
Cost of Goods Sold		
6100 · Merchandise Cost		
6100 · Merchandise Cost - Other	10,000.00	
Total 6100 · Merchandise Cost	0.00	
Total COGS	0.00	
Gross Profit	1,516,400.00	
Expense		
7000 · Payroll Expense		
7065 · Health Insurance	39,000.00	Includes all staff + 5% increase est.
7070 · Incentive Program	20,000.00	See Attached budget notes
7081 · Payroll	402,000.00	See Attached budget notes
Total 7000 · Payroll Expense	461,000.00	
7260 · Retirement Plan	23,000.00	
7600 · Programs		
7601 · Advertising		
7601.10 · Magazine	30,000.00	
7601.12 · Content	18,000.00	
7601.14 · Outdoor	25,000.00	
7601.15 Coop Marketing Expense	12,000.00	this line is directly offset by income line 5600
7601.2 · Design	15,000.00	
7601.21 · Opportunity Fund	65,000.00	Increasing to cover event sponsorships of signature events
7601.22 Tracking	15,000.00	in negotiations with datafy. May cancel this service would be another 10,200. This amount is for Destinations Internation Economic Impact Calculator
7601.24 · New Technology	10,000.00	
7601.4 · Public Relations	35,000.00	
7601.6 · I-70 Distribution	19,000.00	
7601.8 · Digital	201,290.00	
7601.9 · Partner Media Buy Progr	4,000.00	
Total 7601 · Advertising	449,290.00	Increase of \$96545 in Markeing budget
7619 · Incentive general fund	7,000.00	
Add 7619.10 Committed Incentive	50,000.00	\$34K on the books without hardwood or NCHC
Add 7619.20 New Business	60,000.00	
7625 · Simpleview Data Base	17,000.00	
7641 · Promotional Materials	30,000.00	Increase to cover increased tradeshow presence and staff needing new branded apparel
7642 · Trade Shows		
7642.0 General Fund	25,000.00	
7642.1 Trade Show Travel	10,000.00	
7643 · Website Hosting	30,000.00	
7644 · Printing and Reproduction	10,000.00	
7645 · Special Projects		
7648 · Bids		48500 Bid Fund Managed outside of operating budget.

	<u>TOTAL</u>	
	<u>Jan - Dec</u>	
7649 · Visitors Guide	40,000.00	
Total 7645 · Special Projects	40,000.00	
Total 7600 · Programs	728,290.00	
7620 · Meeting programs	65,000.00	See attached budget notes
8100 · Buildout VC Center-Depreciati	0.00	
8200 · Admin and General		
8202 · Accounting	15,000.00	
8203 · Rent	61,560.00	30K in Carnegie Rent
8204 · Software	3,000.00	
8206 · Hardware	5,000.00	
8210 · Technology Repair & Mainte	20,000.00	
8214 · Bank Service Charges	1,000.00	
8225 · Board Expenses	5,000.00	
8226 · Leased Equipment	5,000.00	
8230 · Dues/Subscriptions/Member	15,000.00	
8234 · Insurance	12,000.00	
8238 · Utilities	7,000.00	
8242 · Legal	5,000.00	
8244 · Janitorial/Cleaning	5,200.00	Adding back in office cleaning
8245 · Retirement Plan Fees/Admin	2,500.00	
8247 · Office Supplies	6,000.00	
8248 · Postage and Delivery	10,000.00	
8250 · Storage	2,350.00	Rate Increase
8251 · Misc. Office General	20,000.00	Increasing to cover office reconfiguration for new position + VC Improvement
8282 · Travel & Meetings		
8282.10 Professional Developme	10,000.00	
8282.11 EL Hosted events	4,000.00	
8282.12 Staff Travel	10,000.00	
8282.13 Meetings	4,000.00	
Staff Employee Benefits	3,000.00	
8283 · Telephone/Internet	17,500.00	
Total 8200 · Admin and General	249,110.00	
8900 · Misc Expense	0.00	
Total Expense	1,526,400.00	0.00



Budget notes:

Line

7070: Incentive program

- I will present a bonus program for all employees to the board after our Board Retreat and the completion of a new strategic Plan. This plan will be based on goals outlined in our strategic plan and provide for consistent and predictable bonuses based on progress on EL strategic goals.
- Quarterly bonus opportunities will be available and developed by ED and Department Director.
- Department Directors will be able to earn quarterly bonuses based on their team's progress on department goals and their progress on personal goals.

7081 Payroll

- This increase allows for a 3-person Sales Team and for existing employees to have cost of living and performance increase at anniversary dates.

7601.21 Opportunity Fund

- This fund allows us to respond to marketing and event promotion opportunities throughout the year.
- In 2022 we used these funds for the Final 4 and bball championship event and marketing.
- We also use this line to purchase sponsorships for events aligned with our strategic marketing goals.
- We can also use this for specialized promotions outside of the normal magazine & digital budget.

7601.4 Public Relations

- This line includes Travel Writers and social influencer trips and expenses.
- This also covers our Public relations database Meltwater.
- Includes press kits and FAM trips.
- Relationship development for earned media sources also fall into this line

7619 Incentive Funds

- These are sales incentives based on our Sales Plan
- Incentives already committed from previous year with event taking place in 2023 are covered in 7619.10
- Some of this budget line was committed in previous years to pay in in 23
- Some of this budget line is committed and spent in the same year
- Incentives are based on actual roomnights per our incentive guidelines
- We also will give a flat incentive to secure business. This frequently happens for sports events.



- Contracts are required on these events and paid out after the event takes place and pick-up reports are received.
- We are working off 2021 incentive guidelines. I anticipate updating these guidelines under the DOS.

7620 Meeting Programs

- This line will go towards a dedicated Sunday- Thursday Business 2 Business Campaign.
- This will go to creative design and campaign deployment
- Also covered in this line will be Services hard costs to support meetings.
- This line is dedicated to Sunday – Thursday prospecting and servicing.



Explore Lawrence bid fund Policy

The purpose of the eXplore Lawrence bid fund is to create a sustainable fund for event recruitment and retention. The fund is managed outside of Explore Lawrence's operating budget, and any unused funds from a fiscal year will be allowed to remain in the fund and grow.

A simple majority vote must approve the use of funds for bids and incentives by the eXplore Lawrence Board of Directors.

In order for an event to qualify for Bid Fund assets to access these funds, it must meet 3 out of 5 guidelines:

1. Produce weekday overnight business
2. Occur during slow periods for hotels
3. Provide measurable local economic impact
4. Provide measurable regional economic impact
5. Create the opportunity for repeat occurrences and growth