



**eXplore Lawrence Board Meeting Agenda**

**Friday 12/12/25**

**1 P.M. Carnegie Building**

1. Approval of Minutes
2. Financials
3. 2026 Board of Directors Executive Board
4. Staff Reports
5. Executive Director Report:
  - Goals for the January Board retreat



## Explore Lawrence

Board of Directors Meeting

November 7, 2025

Present: Drew Gaschler, Chair, Anthea Scouffas, Lindsay Hart, Emily Peterson, Margann Bennett, Heidi Champagne

Present Online: Commissioner Amber Sellers, Tina Tourtillott

Absent: Heather Shull, Mike Logan, Kirk Goodman

Staff: Kim Anspach, Executive Director, Ruth DeWitt (notetaker), Chris Herman, Director of Sales

Guest: Ellie Meinen, Tourism Economics

Drew called the meeting to order at 1:04 PM

### MINUTES/FINANCIALS:

Approved August minutes (Emily, Heidi)

Kim presented the financials, Tina noted expenses were down over the last year, but had no other comments. Kim presented the end of September and the Q3 report, including the comparison between Q3 2024 to Q3 2025.

We have flexibility to use the opportunity fund in 2025 to prepare for World Cup expenses.

Heidi had a question about event sponsorships, Kim explained the change in policy from last year to leverage our digital strength to market events rather than give event cash sponsorships. People have appreciated that change.

We are saving on rent from closing the Visitor Center, and staff travel is down. That line will be up next month as October is a heavy travel month.

Emily asked about the budget adjustment when the TGT rates go into effect, and Kim explained that the budget for 2026 is currently flat and will remain similar to 2025's budget after the city does a budget amendment. We have asked for \$230K to market activities and run the volunteer program, and that will be reflected as soon as the city opens that up.

There are pressures about contracts for marketing in the Kansas City area, so Kim is keeping an eye on those opportunities.

The board accepted the financials.

### Presentation from Tourism Economics

Kim reminded the board that the city would be looking for quantifiable information from eXplore Lawrence on the effectiveness of our digital marketing efforts. She has been looking at different tools on the market that do that, and has found one she wanted to share with the board.

Ellie Meinen from Tourism Economics walked the board through the demo of the attribution tool that tracks information from website activity to when they show in market. With this tool, we will be able to present who is coming to our website, what pages they visit to get them here and when they came to visit Lawrence. There is also a tracker for the tax revenue the visits generate, which we currently can't quantify.

Heidi motioned the board to authorize eXplore Lawrence to enter in to a 3-year contract with Tourism Economics. The motion passed unanimously.

## **STAFF REPORTS:**

### **SALES:**

Kim introduced Chris Herman, the new director of sales to the board. Chris joins us from the SpringHill Suites as the director of sales there. He talked about his impressions of the first couple of weeks, setting goals for a great year next year, and ways he is looking to book the year knowing the World Cup activities will be taking place.

### **MARKETING:**

The board received the marketing report for the month. Kim urged members to look through it. Metrics continue to do well. Laurel continues to excel in the social media space, and we are getting high engagement from Fall content.

### **COMMUNITY RELATIONS:**

Ruth discussed lessons Ruth and Kim learned from attending the Tbex conference and the subsequent "fam" trip visits from the influencers. The state has promised to get us 30, 60, and 90-day reports on activity and engagement from the content they worked on while they were in Lawrence.

Ruth also reported on the Destinations International Advocacy Summit and how inspiring it was. She thanked the board for the support they gave in sending her, and took a lot of lessons and information from the conference.

### **MOBILE VISITOR CENTER:**

The team has been working on the van wrap design with Side Studio. The designs are very exciting and we're honing the concepts with consistent meetings. The interior build will start in October. Ruth and Kim have been looking at videographers, and are interviewing one this week.

## **EXECUTIVE DIRECTOR'S REPORT:**

### **Hiring Report:**

After Jenny's departure, Kim has reached out to the other very strong candidate from the search. She is still very much interested in the position, and Kim has made an offer to her. She has accepted the offer, and pending the necessary background check and paperwork, her tentative start date will be December 8.

### **Budget:**

At this point, the projected 2026 budget will be flat, based on the budget approved by the commission. We are on track to have a strong budget. We will be revising the budget to account for increased TGT funding, once approved by the city. Without the adjustments, there will be funding for staff adjustments, health insurance, and other anticipated increases in expenses.

We've increased money for content, and video content and B roll for future projects and the mobile. We'll also be increasing design lines and travel, registration, and staffing increases once the mobile van launches.

We will be meeting with Casey Toomay, Assistant City Manager next week to go over the TGT funding increase and the timing of the budget amendment.

### **Board vacancy:**

Anthea is retiring in 2026, which leaves an open board seat. She serves is in the cultural representative seat on the board. Kim met with Marlo Angell, who is interested in serving. The board voted to accept Marlo's nomination to the board.

## **ADJOURNMENT:**

The meeting adjourned 2:17 pm. (Heidi, Emily)

Kim will be in touch regarding the next meeting – planned to be the end of year board retreat.

Respectfully submitted,  
Ruth DeWitt

**EXPLORE LAWRENCE INC**  
**Statement of Financial Position**  
As of October 31, 2025

|                                       | Oct 31, 25        |
|---------------------------------------|-------------------|
| <b>ASSETS</b>                         |                   |
| Current Assets                        |                   |
| Checking/Savings                      |                   |
| 1020 · US Bank Checking               | 258,675.79        |
| 1030 · US Bank Money Market           | 130,659.56        |
| 1050 · Reserve Fund                   | 333,390.60        |
| 1060 · Petty Cash                     | 40.00             |
| Total Checking/Savings                | 722,765.95        |
| Other Current Assets                  |                   |
| 1220 · Due from Employee              | 300.00            |
| 1420 · Prepaid Expenses               | 462.60            |
| Total Other Current Assets            | 762.60            |
| Total Current Assets                  | 723,528.55        |
| Fixed Assets                          |                   |
| 2150 · Vehicles                       | 76,000.00         |
| 2200 · Leasehold Improvement          | 107,174.01        |
| 2500 · Accumulated Depreciation       | -112,617.86       |
| Total Fixed Assets                    | 70,556.15         |
| Other Assets                          |                   |
| 1225 · Deposits                       | 3,100.00          |
| Total Other Assets                    | 3,100.00          |
| <b>TOTAL ASSETS</b>                   | <b>797,184.70</b> |
| <b>LIABILITIES &amp; EQUITY</b>       |                   |
| Liabilities                           |                   |
| Current Liabilities                   |                   |
| Accounts Payable                      |                   |
| 3000 · Accounts Payable               | 63,420.90         |
| Total Accounts Payable                | 63,420.90         |
| Credit Cards                          |                   |
| 2109 · Credit Card - US Bank 2981     | 1,948.92          |
| Total Credit Cards                    | 1,948.92          |
| Other Current Liabilities             |                   |
| 3100 · Payroll Liabilities            |                   |
| 3105 · Accrued Payroll                | 9,468.08          |
| 3110 · Federal & FICA Payable         | 4,762.47          |
| 3111 · KS Withholding Payable         | 993.00            |
| 3112 · FUTA Payable                   | 314.63            |
| 3113 · KS SUTA Payable                | 8.73              |
| 3114 · Health Insurance Payable       | -3,710.62         |
| Total 3100 · Payroll Liabilities      | 11,836.29         |
| Total Other Current Liabilities       | 11,836.29         |
| Total Current Liabilities             | 77,206.11         |
| Total Liabilities                     | 77,206.11         |
| Equity                                |                   |
| 4100 · Beginning Fund Balance         | 1,035,188.86      |
| Net Income                            | -315,210.27       |
| Total Equity                          | 719,978.59        |
| <b>TOTAL LIABILITIES &amp; EQUITY</b> | <b>797,184.70</b> |

**EXPLORE LAWRENCE INC**  
**Profit & Loss Budget Performance**  
**October 2025**

|   | Oct 25           | Budget            | Jan - Oct 25      | YTD Budget          | Annual Budget       |
|---|------------------|-------------------|-------------------|---------------------|---------------------|
| Ordinary Income/Expense                 |                  |                   |                   |                     |                     |
| Income                                  |                  |                   |                   |                     |                     |
| 5000 - Guest Tax                        | 0.00             | 115,833.33        | 685,500.00        | 1,158,333.34        | 1,380,000.00        |
| 5100 - Visitors Guide                   | 0.00             | 2,083.33          | 28,052.50         | 20,833.34           | 25,000.00           |
| 5200 - Merchandise Sales                | 0.00             | 833.33            | 798.06            | 8,333.34            | 10,000.00           |
| 5500 - DMI                              | 0.00             | 1,250.00          | 9,711.46          | 12,500.00           | 15,000.00           |
| 5600 - Co-Op Marketing                  | 1,300.00         | 833.33            | 12,300.00         | 8,333.34            | 10,000.00           |
| 5660 - DTN                              | 0.00             | 500.00            | 4,425.20          | 5,000.00            | 6,000.00            |
| 5665 - Kansas Tourism Grant             | 0.00             | 3,333.33          | 0.00              | 33,333.34           | 40,000.00           |
| 5670 - Bid Fund                         | 0.00             | 8,250.00          | 49,500.00         | 82,500.00           | 99,000.00           |
| 5700 - Miscellaneous Income             | 0.00             | 250.00            | 1,639.17          | 2,500.00            | 3,000.00            |
| <b>Total Income</b>                     | <b>1,300.00</b>  | <b>133,166.65</b> | <b>801,926.39</b> | <b>1,331,666.70</b> | <b>1,598,000.00</b> |
| Cost of Goods Sold                      |                  |                   |                   |                     |                     |
| 6100 - Merchandise Cost                 | 0.00             | 416.68            | 0.00              | 4,166.68            | 5,000.00            |
| <b>Total COGS</b>                       | <b>0.00</b>      | <b>416.68</b>     | <b>0.00</b>       | <b>4,166.68</b>     | <b>5,000.00</b>     |
| <b>Gross Profit</b>                     | <b>1,300.00</b>  | <b>132,749.99</b> | <b>801,926.39</b> | <b>1,327,500.02</b> | <b>1,593,000.00</b> |
| Expense                                 |                  |                   |                   |                     |                     |
| 7000 - Payroll Expense                  |                  |                   |                   |                     |                     |
| 7081 - Payroll                          | 42,380.83        | 39,452.92         | 338,578.09        | 394,529.16          | 473,435.00          |
| 7083 - Accrued Payroll Expense          | -7,681.94        |                   | -1,716.47         |                     |                     |
| 7260 - Retirement Plan                  | 2,412.89         | 1,916.66          | 15,973.62         | 19,166.68           | 23,000.00           |
| 7065 - Health Insurance                 | 5,123.88         | 4,166.66          | 38,778.94         | 41,666.68           | 50,000.00           |
| 7070 - Incentive Program                | 649.71           | 1,250.00          | 5,649.71          | 12,500.00           | 15,000.00           |
| <b>Total 7000 - Payroll Expense</b>     | <b>42,885.37</b> | <b>46,786.24</b>  | <b>398,263.89</b> | <b>467,862.52</b>   | <b>561,435.00</b>   |
| 7100 - Payroll Tax Expense              |                  |                   |                   |                     |                     |
| 7100.1 - FICA Expense                   | 2,704.15         |                   | 26,202.11         |                     |                     |
| 7100.2 - FUTA Expense                   | 9.69             |                   | 314.63            |                     |                     |
| 7100.3 - SUTA Expense                   | 8.73             |                   | 302.26            |                     |                     |
| <b>Total 7100 - Payroll Tax Expense</b> | <b>2,722.57</b>  |                   | <b>26,819.00</b>  |                     |                     |
| 7600 - Programs                         |                  |                   |                   |                     |                     |
| 7601 - Advertising                      |                  |                   |                   |                     |                     |
| 7601.4 - Public Relations               | 2,532.49         | 3,208.34          | 27,952.42         | 32,083.32           | 38,500.00           |
| 7601.6 - Visitor Guide Distribution     | 4,275.00         | 1,916.66          | 17,100.00         | 19,166.68           | 23,000.00           |
| 7601.8 - Digital                        | 1,949.06         | 22,949.58         | 167,970.87        | 228,495.84          | 275,395.00          |
| 7601.9 - Partner Media Buy Program      | 0.00             |                   | 250.00            |                     |                     |
| 7601.10 - Magazine                      | 450.00           |                   | 8,180.00          | 17,500.00           | 21,000.00           |
| 7601.12 - Content                       | 5,995.70         | 1,750.00          | 22,805.68         | 9,166.68            | 11,000.00           |
| 7601.14 - Outdoor                       | 0.00             | 916.66            | 0.00              |                     |                     |
| 7601.15 - COOP Marketing Expense        | 0.00             | 4,241.78          | 0.00              |                     |                     |
| 7601.19 - Publications                  | 0.00             | 416.66            | 685.00            | 4,166.68            | 5,000.00            |
| 7601.2 - Design                         | 865.60           | 433.33            | 10,670.65         | 4,333.34            | 5,200.00            |
| 7601.21 - Opportunity Fund              | 147.32           | 3,250.00          | 5,016.28          | 32,500.00           | 39,000.00           |
| 7601.22 - Tracking                      | 0.00             | 1,625.00          | 19,500.00         | 16,250.00           | 19,500.00           |
| 7601 - Advertising - Other              | 0.00             | 1,787.91          | 0.00              | 17,879.18           | 21,455.00           |
| <b>Total 7601 - Advertising</b>         | <b>16,215.17</b> | <b>38,254.14</b>  | <b>284,382.68</b> | <b>382,541.72</b>   | <b>459,050.00</b>   |
| 7619 - Incentive Travel                 |                  |                   |                   |                     |                     |
| 7619.0 - General Fund                   | 0.00             | 166.67            | 2,304.52          | 1,666.66            | 2,000.00            |
| 7619.1 - Committed Incentives           | 0.00             | 583.33            | 4,092.00          | 5,833.34            | 7,000.00            |
| 7619.2 - New Business                   | 0.00             | 1,250.00          | 0.00              | 12,500.00           | 15,000.00           |
| <b>Total 7619 - Incentive Travel</b>    | <b>0.00</b>      | <b>2,000.00</b>   | <b>6,396.52</b>   | <b>20,000.00</b>    | <b>24,000.00</b>    |
| 7625 - Simpleview Data Base             | 0.00             | 1,416.67          | 19,205.00         | 14,166.66           | 17,000.00           |
| 7641 - Promotional Materials            | 38.90            | 1,666.67          | 15,871.45         | 16,666.66           | 20,000.00           |

**EXPLORE LAWRENCE INC**  
**Profit & Loss Budget Performance**  
October 2025

|  | Oct 25           | Budget           | Jan - Oct 25      | YTD Budget        | Annual Budget     |
|--|------------------|------------------|-------------------|-------------------|-------------------|
| 7642 - Trade Shows                         |                  |                  |                   |                   |                   |
| 7642.0 - General Fund                      | 0.00             | 583.33           | 5,247.09          | 5,833.34          | 7,000.00          |
| 7642.1 - Trade Show Travel                 | 0.00             | 250.00           | 1,867.38          | 2,500.00          | 3,000.00          |
| <b>Total 7642 - Trade Shows</b>            | <b>0.00</b>      | <b>833.33</b>    | <b>7,114.47</b>   | <b>8,333.34</b>   | <b>10,000.00</b>  |
| 7643 - Website Hosting                     |                  |                  |                   |                   |                   |
| 7644 - Printing and Reproduction           | 0.00             | 2,500.00         | 35,232.50         | 25,000.00         | 30,000.00         |
| 7645 - Special Projects                    | 140.61           | 500.00           | 3,465.02          | 5,000.00          | 6,000.00          |
| 7648 - Bids                                |                  |                  |                   |                   |                   |
| 7649 - Visitors Guide                      |                  |                  |                   |                   |                   |
| <b>Total 7645 - Special Projects</b>       | <b>0.00</b>      | <b>8,250.00</b>  | <b>2,083.00</b>   | <b>82,500.00</b>  | <b>99,000.00</b>  |
|  | 0.00             | 4,166.67         | 65,574.18         | 41,666.66         | 50,000.00         |
| <b>Total 7600 - Programs</b>               | <b>16,394.68</b> | <b>12,416.67</b> | <b>67,657.18</b>  | <b>124,166.66</b> | <b>149,000.00</b> |
| 7620 - Meeting programs                    |                  |                  |                   |                   |                   |
| 7650 - Mobile Visitors Center              | 720.00           | 2,500.00         | 28,983.84         | 25,000.00         | 30,000.00         |
| 7650.11 - Vehicle Reg and Licensing        |                  |                  |                   |                   |                   |
| 7650.12 - Vehicle Insurance                | 0.00             | 166.67           | 3,197.97          | 1,666.66          | 2,000.00          |
| 7650.13 - Event Registrations              | 0.00             | 166.67           | 0.00              | 1,666.66          | 2,000.00          |
| 7650.14 - Travel Expenses                  | 0.00             | 833.33           | 0.00              | 8,333.34          | 10,000.00         |
| 7650.15 - Vehicle Maintenance              | 0.00             | 686.67           | 0.00              | 6,866.66          | 8,000.00          |
| 7650.16 - Merchandise                      | 0.00             | 333.33           | 0.00              | 3,333.34          | 4,000.00          |
| 7650.2 - Van Build and Purchase Expenses   | 0.00             | 416.66           | 0.00              | 4,166.68          | 5,000.00          |
| <b>Total 7650 - Mobile Visitors Center</b> | <b>51,000.00</b> | <b>7,333.34</b>  | <b>90,754.46</b>  | <b>73,333.32</b>  | <b>88,000.00</b>  |
|  |                  |                  |                   |                   |                   |
| <b>Total 8200 - Admin and General</b>      | <b>9,916.67</b>  | <b>9,916.67</b>  | <b>93,952.43</b>  | <b>99,166.66</b>  | <b>119,000.00</b> |
| 8202 - Accounting                          | 600.00           | 1,250.00         | 14,200.00         | 12,500.00         | 15,000.00         |
| 8203 - Rent                                | 2,500.00         | 3,447.09         | 32,283.56         | 34,470.82         | 41,365.00         |
| 8204 - Software                            | 104.00           | 416.66           | 6,609.10          | 4,166.68          | 5,000.00          |
| 8206 - Hardware                            | 0.00             | 250.00           | 3,304.00          | 2,500.00          | 3,000.00          |
| 8210 - Technology Repair & Maintenance     | 1,173.48         | 833.34           | 6,611.36          | 8,333.32          | 10,000.00         |
| 8214 - Bank Service Charges                | 31.90            | 83.34            | 283.45            | 833.32            | 1,000.00          |
| 8214.1 - Bank Fees - Square                | 0.00             | 24.40            | 24.40             |                   |                   |
| 8218 - Cash Over/Short                     | 0.00             |                  | -185.15           |                   |                   |
| 8225 - Board Expenses                      | 224.24           | 333.34           | 1,298.41          | 3,333.32          | 4,000.00          |
| 8226 - Leased Equipment                    | 1,020.10         | 250.00           | 4,103.87          | 2,500.00          | 3,000.00          |
| 8230 - Dues/Subscriptions/Memberships      | 390.76           | 1,966.66         | 18,576.51         | 16,666.68         | 20,000.00         |
| 8234 - Insurance                           | 415.02           | 666.65           | 5,836.20          | 6,666.68          | 8,000.00          |
| 8238 - Utilities                           | 0.00             |                  | 1,440.78          |                   |                   |
| 8242 - Legal                               | 0.00             | 416.66           | 2,025.00          | 4,166.68          | 5,000.00          |
| 8244 - Janitorial/Cleaning                 | 148.00           | 362.50           | 2,152.12          | 3,625.00          | 4,350.00          |
| 8245 - Retirement Plan Fees/Admin          | 0.00             | 183.34           | 2,079.59          | 1,833.32          | 2,200.00          |
| 8247 - Office Supplies                     | 560.98           | 416.66           | 4,284.81          | 4,166.68          | 5,000.00          |
| 8248 - Postage and Delivery                | 136.37           | 258.34           | 2,153.66          | 2,583.32          | 3,100.00          |
| 8250 - Storage                             | 196.84           | 208.34           | 1,968.13          | 2,083.32          | 2,500.00          |
| 8251 - Misc. Office General                | 0.00             | 416.66           | 1,865.50          | 4,166.68          | 5,000.00          |
| 8282 - Travel & Meetings                   |                  |                  |                   |                   |                   |
| 8282.10 - Professional Development         | 250.00           | 666.66           | 1,638.00          | 6,666.68          | 8,000.00          |
| 8282.11 - EL Hosted Events                 | 0.00             | 416.66           | 5,554.63          | 4,166.68          | 5,000.00          |
| 8282.12 - Staff Travel                     | 1,085.03         | 750.00           | 4,858.90          | 7,500.00          | 9,000.00          |
| 8282.13 - Meetings                         | 20.00            | 291.66           | 1,913.51          | 2,916.68          | 3,500.00          |
| 8282.14 - Staff Employee Benefits          | 104.91           | 208.34           | 1,246.12          | 2,083.32          | 2,500.00          |
| <b>Total 8282 - Travel &amp; Meetings</b>  | <b>1,469.94</b>  | <b>2,333.32</b>  | <b>15,211.16</b>  | <b>23,333.36</b>  | <b>28,000.00</b>  |
| 8283 - Telephone/Internet                  | 725.04           | 583.34           | 10,504.75         | 5,833.32          | 7,000.00          |
| <b>Total 8200 - Admin and General</b>      | <b>9,696.67</b>  | <b>14,376.25</b> | <b>136,594.41</b> | <b>143,762.50</b> | <b>172,515.00</b> |

EXPLORE LAWRENCE INC  
Profit & Loss Budget Performance  
October 2025

|                            | Oct 25             | Budget            | Jan - Oct 25        | YTD Budget          | Annual Budget       |
|----------------------------|--------------------|-------------------|---------------------|---------------------|---------------------|
| 8252 · Storage             | 196.64             |                   | 196.64              |                     |                     |
| 8900 · Misc Expense        | 0.00               |                   | 201.41              |                     |                     |
| <b>Total Expense</b>       | <b>123,616.13</b>  | <b>133,166.64</b> | <b>1,124,336.64</b> | <b>1,331,666.72</b> | <b>1,538,000.00</b> |
| Net Ordinary Income        | -122,316.13        | -416.65           | -322,410.25         | -4,166.70           | -5,000.00           |
| Other Income/Expense       |                    |                   |                     |                     |                     |
| Other Income               | 1,231.86           |                   | 11,665.58           |                     |                     |
| 9020 · Interest Income     | 1,231.86           |                   | 11,665.58           |                     |                     |
| <b>Total Other Income</b>  |                    |                   |                     |                     |                     |
| Other Expense              |                    |                   |                     |                     |                     |
| 9510 · Depreciation        | 446.56             |                   | 4,465.60            |                     |                     |
| <b>Total Other Expense</b> | <b>446.56</b>      |                   | <b>4,465.60</b>     |                     |                     |
| Net Other Income           | 785.30             |                   | 7,199.98            |                     |                     |
| <b>Net Income</b>          | <b>-121,530.83</b> | <b>-416.65</b>    | <b>-315,210.27</b>  | <b>-4,166.70</b>    | <b>-5,000.00</b>    |



# OCTOBER 2025 MARKETING REPORT

## OCTOBER MARKETING SUMMARY

Our October marketing campaigns focused on events, live music, Halloween, fall seasonal content, the visitor guide, and unmistakable events. We also focused on evergreen content, visitor guide orders, and marketing our events calendar. Our page hits align with our persona marketing strategy, showing we engage with the correct consumer.

## EXPLORELAWRENCE.COM

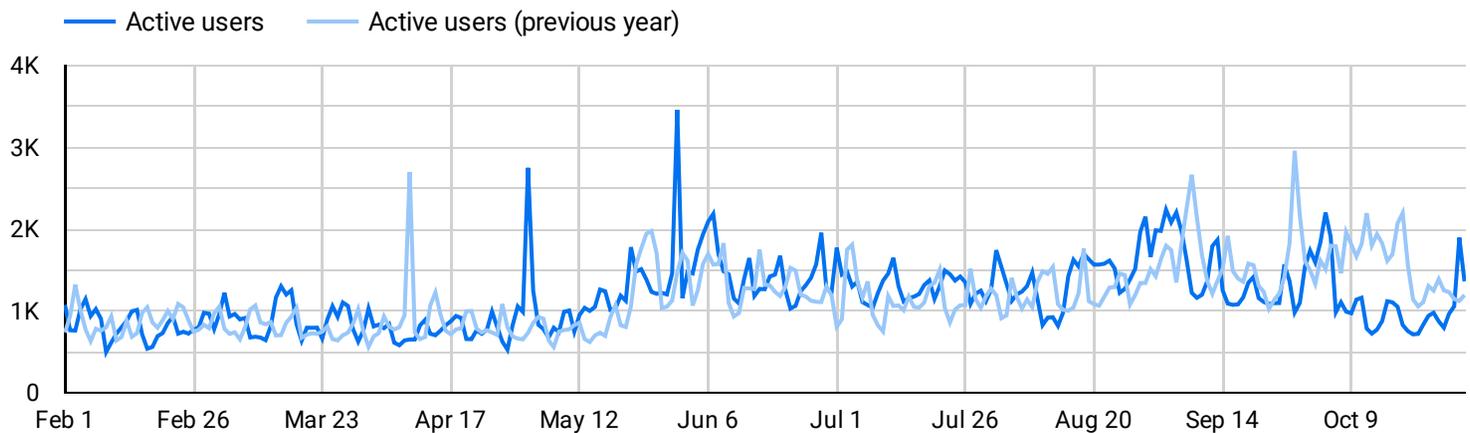
In October, the total number of website users was 31,573, a decrease of 30% from October last year. Each user averaged over 13 "events" on the site, an increase of 13%. This includes page views, scrolls, link clicks, video views, etc. Page views were down approximately 30% from October of last year, totaling 102,789. Last October experienced an unusual spike in overall web traffic, with this year's numbers keeping pace in comparison to previous years.

Total users  
**31,573**  
↓ -30.4%

Event count  
**414,739**  
↓ -22.2%

Event count per user  
**13.43**  
↑ 13.2%

Views  
**102,789**  
↓ -30.5%



## PAGE PERFORMANCE

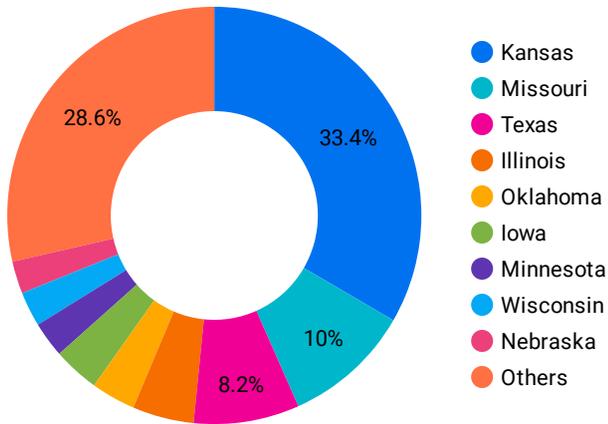
| Page title                               | Views ▾ | % Δ        |
|--|---------|------------|
| Events Calendar - Unmistakably Lawren... | 26,501  | -12.7% ↓   |
| Halloween in Lawrence, Kansas            | 4,319   | -49.5% ↓   |
| Explore - Unmistakably Lawrence          | 4,059   | -11.0% ↓   |
| Eat - Unmistakably Lawrence              | 3,857   | -26.0% ↓   |
| 2025 Kaw Valley Field Day                | 3,602   | -          |
| Haskell Indian Art Market                | 3,358   | 5,689.7% ↑ |
| Concerts & Live Music                    | 2,230   | -20.5% ↓   |
| Arts & Culture - Unmistakably Lawrence   | 2,095   | 414.7% ↑   |
| Downtown & Mass Street                   | 1,899   | -28.0% ↓   |
| See - Unmistakably Lawrence              | 1,815   | 17.1% ↑    |
| Play - Unmistakably Lawrence             | 1,097   | -41.4% ↓   |
| 404                                      | 1,095   | 197.6% ↑   |

## ACQUISITION

| Session default channel group | Sessions ▾ | % Δ         |
|-------------------------------|------------|-------------|
| Organic Search                | 24,952     | 0.4% ↑      |
| Direct                        | 5,956      | -1.6% ↓     |
| Organic Social                | 3,623      | -51.5% ↓    |
| Paid Search                   | 3,021      | -76.4% ↓    |
| Display                       | 2,638      | -37.6% ↓    |
| Paid Social                   | 1,071      | 107,000.... |
| Referral                      | 964        | -42.1% ↓    |
| Email                         | 787        | 24.1% ↑     |
| Unassigned                    | 188        | 16.0% ↑     |
| Paid Other                    | 37         | -           |
| Cross-network                 | 32         | -           |

## EXPLORELAWRENCE.COM

Monthly user demographics and traffic acquisition



| Session source               | Sessions | % Δ      |
|------------------------------|----------|----------|
| google                       | 28,677   | -28.3% ↓ |
| (direct)                     | 5,956    | -1.6% ↓  |
| facebook                     | 3,038    | 157.2% ↑ |
| fb                           | 1,010    | -        |
| Unmistakably Lawrence E-News | 780      | 51.5% ↑  |
| bing                         | 698      | 9.7% ↑   |
| stackadapt                   | 621      | -39.9% ↓ |
| m.facebook.com               | 332      | -93.2% ↓ |
| duckduckgo                   | 300      | 34.5% ↑  |
| yahoo                        | 272      | 6.3% ↑   |

## LEISURE ENEWS

Monthly tourism industry enews statistics

Recipients  
**9,070**

Opens  
**3,549**

Clicks  
**1,608**

|    | Link                        | Clicks |
|----|-----------------------------|--------|
| 1. | Halloween Events            | 511    |
| 2. | Kaw Valley Farm Tour Blog   | 184    |
| 3. | October Live Music Blog     | 180    |
| 4. | Explore Lawrence Instagram  | 134    |
| 5. | Explore Lawrence Homepage   | 128    |
| 6. | Explore Lawrence Facebook   | 121    |
| 7. | Explore Lawrence TikTok     | 116    |
| 8. | Lawrence Autumn Bucket List | 106    |

## SOCIAL MEDIA

October's social media activity on Facebook, Instagram, and TikTok increased by over 1,251 new fans, earning over 1,122,590 impressions, 76,042 post engagements, and over 795,265 video views. Popular content included reels, athletic events, blogs, and seasonal content featuring Halloween and fall themes. The October in Lawrence and Nightmare on Mass reels in particular were popular.

Impressions  
**1,122,590**

Engagement  
**76,042**

Video Views  
**795,265**

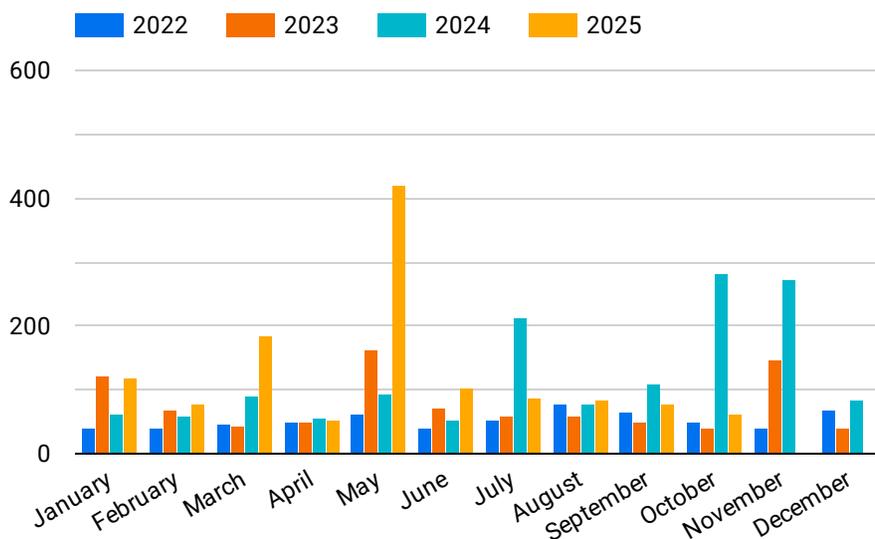
New Followers  
**1,251**

| Platform  | Impressions | Engagement | Video Views | New Followers |
|-----------|-------------|------------|-------------|---------------|
| Facebook  | 525,759     | 25,309     | 352,869     | 597           |
| Instagram | 332,776     | 18,159     | 180,396     | 236           |
| TikTok    | 264,055     | 32,574     | 262,000     | 418           |

## WEBSITE INQUIRIES

The Visitors Center fulfills requests for Visitors Guides through the website. In October, there were 63 website inquiries for Visitors Guides and e-newsletter sign-ups. Visitors are asked about their interests when they request information.

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



**WEBSITE INQUIRIES - INTERESTS**

| Interest        | Count |
|-----------------|-------|
| 1. Wellness     | 25    |
| 2. Universities | 17    |
| 3. Shopping     | 32    |
| 4. Recreation   | 20    |
| 5. Other        | 17    |
| 6. History      | 33    |
| 7. Haunted      | 24    |
| 8. Food         | 42    |

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## NOTABLE UPDATES

Our partnership with Jayhawk Sports Marketing/IMG successfully produced over 130,000 impressions on socials and generated 565 newsletter opt-ins.

Our digital marketing efforts drove 2,217 new users to the site in October.

# Sales Performance Report

## October 2025



**Economic Impact**  
BOOKED YTD

**\$1,305,072**

43% of goal



**Leads / Assists**

AUGUST PRODUCTION

**6 LEADS**

**1 ASSIST**

YTD OCCUPANCY ↑ .06%  
YOY

**56.7%**

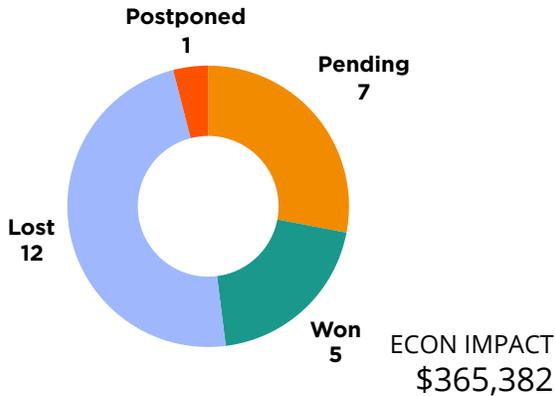
YTD ADR ↑ 7.1%  
YOY

**\$132.44**

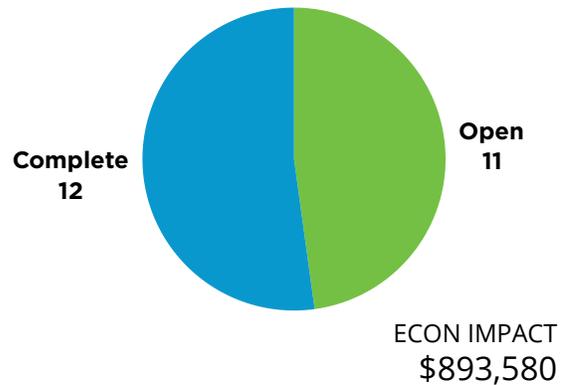
YTD REVENUE ↑ 4.7%  
YOY

**\$32,550,656**

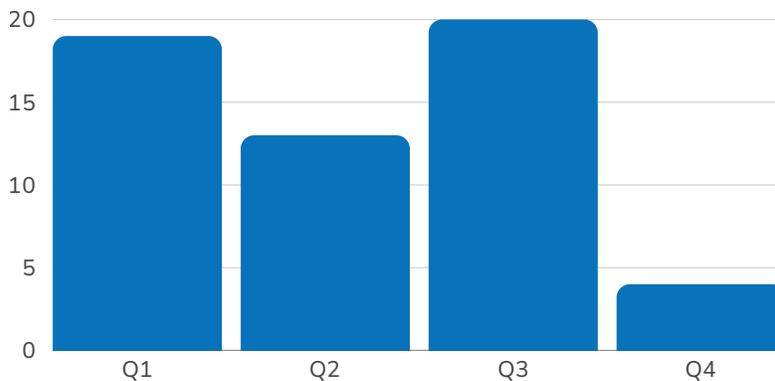
LEADS YTD = 31 | GOAL 30 (23%) Q4



ASSISTS YTD = 23



### PROSPECTING ACTIVITY



GOAL = 15/ QUARTER

|       |    |
|-------|----|
| Q1    | 19 |
| Q2    | 13 |
| Q3    | 20 |
| Q4    | 4  |
| TOTAL | 56 |



# October 2025 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:

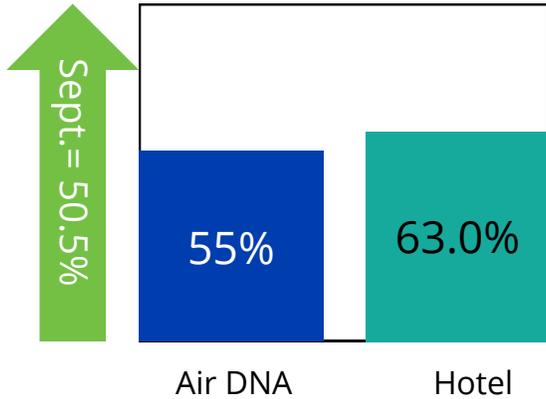
- 1) Occupancy Percent: Reflects the percentage of rooms occupied
- 2) Average Daily Rate (ADR): Reflects the average rate paid for rooms sold
- 3) RevPAR: Reflects the revenue per available room
- 4) Room Supply: Reflects the number of rooms available
- 5) Room Demand: Reflects the number of rooms sold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



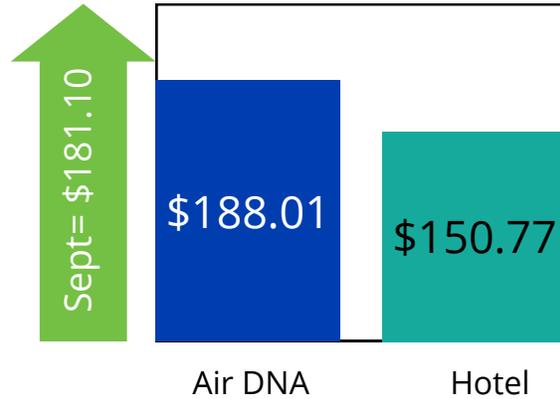
# October Air DNA Report

A comparison of hotel vs short term rental data

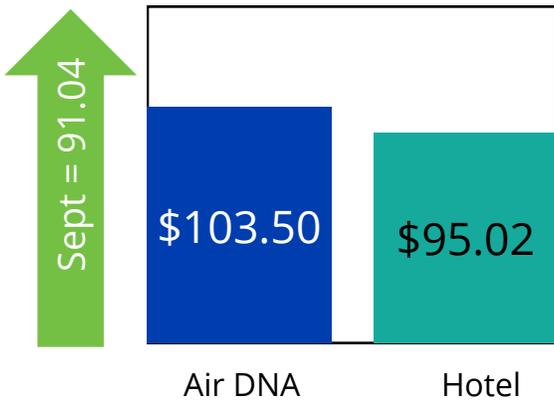
### October Occupancy



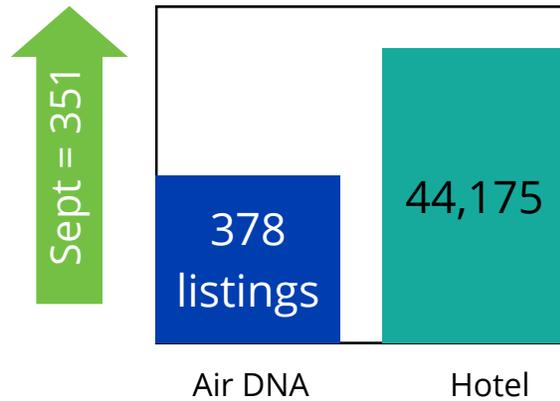
### October ADR



### October RevPAR



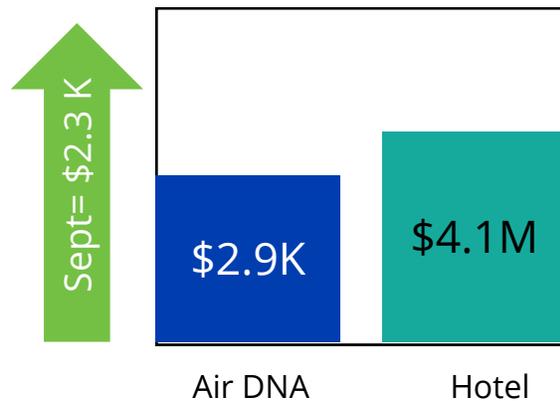
### October Room Supply



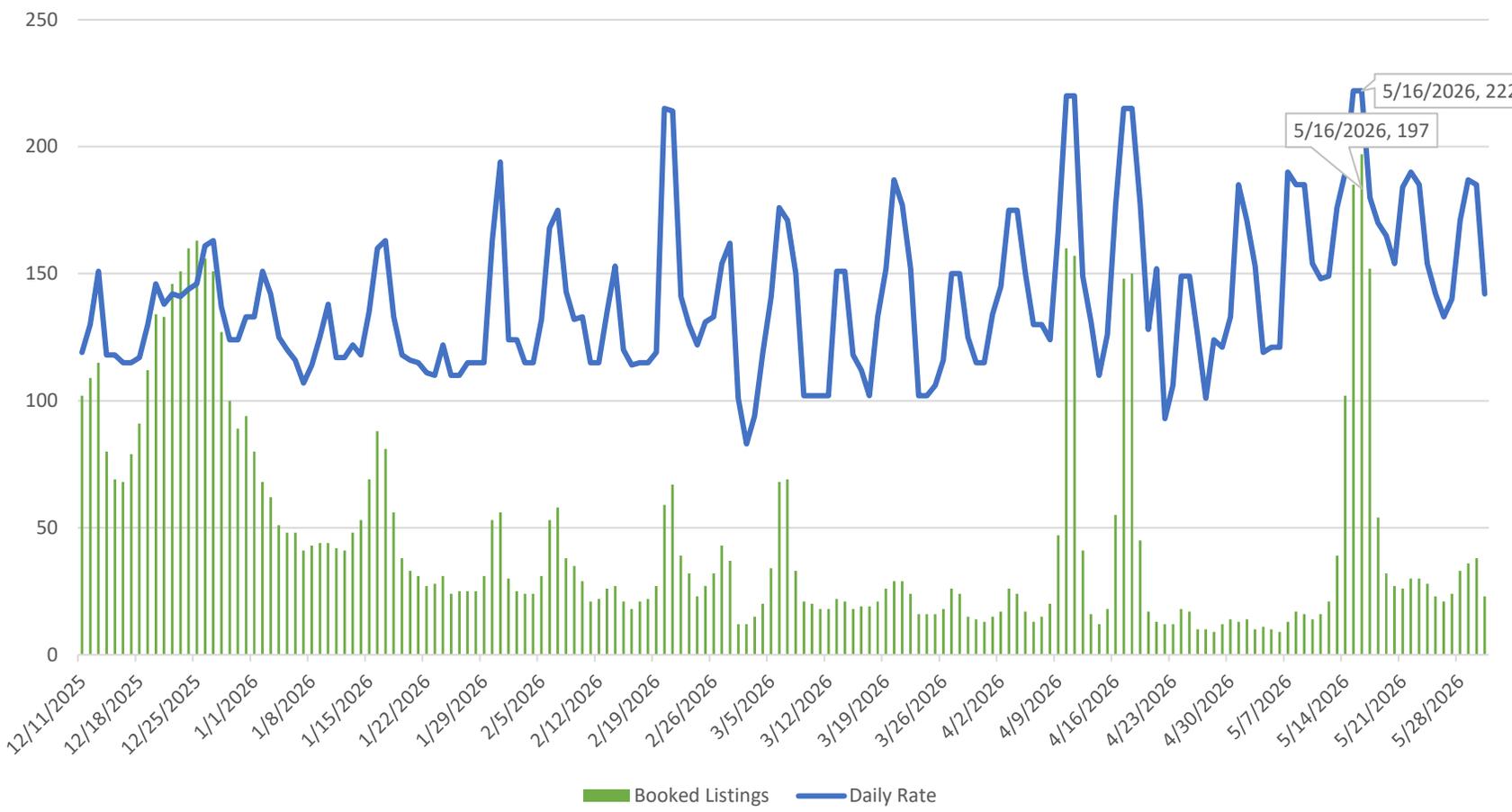
### ADR/Bedroom

- 6 br \$819.80
- 5 br \$477.90
- 4 br \$407.40
- 3 br \$238.10
- 2 br \$148.80
- 1 br \$121.30

### October Revenue



Short Term Rental Futures Dec 11 - May 31





| Month               | 2015             | 2016             | 2017             | 2018             | 2019             | 2020           | 2021             | 2022             | 2023             | 2024             | 2025             | 2024/2025 % change |
|---------------------|------------------|------------------|------------------|------------------|------------------|----------------|------------------|------------------|------------------|------------------|------------------|--------------------|
| January             | 73,828           | 101,382          | 93,738           | 98,184           | 118,323          | 95,446         | 41,690           | 111,162          | 174,977          | 80,181           | 88,003           | 9.76%              |
| February            | 77,086           | 99,205           | 94,007           | 113,533          | 84,797           | 115,542        | 58,116           | 108,425          | 119,220          | 119,371          | 115,753          | -3.03%             |
| March               | 95,280           | 105,298          | 116,791          | 132,019          | 123,763          | 103,118        | 61,061           | 158,537          | 162,399          | 208,819          | 269,213          | 28.92%             |
| <b>Qtr 1</b>        | <b>246,194</b>   | <b>305,885</b>   | <b>304,536</b>   | <b>343,736</b>   | <b>326,883</b>   | <b>314,106</b> | <b>160,867</b>   | <b>378,124</b>   | <b>456,596</b>   | <b>408,371</b>   | <b>472,969</b>   | <b>15.82%</b>      |
| April               | 124,152          | 124,594          | 134,997          | 147,412          | 133,185          | 61,358         | 87,896           | 151,582          | 167,214          | 194,623          | 177,542          | -8.78%             |
| May                 | 126,642          | 147,762          | 152,491          | 152,041          | 184,797          | 37,870         | 116,471          | 199,887          | 217,061          | 210,991          | 229,942          | 8.98%              |
| June                | 183,250          | 161,930          | 183,216          | 171,487          | 185,634          | 38,022         | 154,237          | 180,085          | 224,361          | 252,388          | 281,796          | 11.65%             |
| <b>Qtr 2</b>        | <b>434,044</b>   | <b>434,286</b>   | <b>470,704</b>   | <b>470,940</b>   | <b>503,616</b>   | <b>137,250</b> | <b>358,604</b>   | <b>531,554</b>   | <b>608,636</b>   | <b>658,002</b>   | <b>689,280</b>   | <b>4.75%</b>       |
| July                | 37,085           | 138,574          | 133,188          | 152,087          | 168,245          | 58,308         | 127,254          | 174,977          | 200,428          | 228,298          | 301,900          | 32.24%             |
| August              | 211,166          | 164,378          | 204,992          | 161,411          | 149,099          | 78,147         | 154,104          | 190,619          | 193,987          | 168,231          | 182,532          | 8.50%              |
| September           | 235,022          | 128,957          | 155,957          | 148,506          | 170,578          | 102,374        | 161,468          | 154,860          | 200,813          | 184,465          | 215,064          | 16.59%             |
| <b>Qtr 3</b>        | <b>483,273</b>   | <b>431,909</b>   | <b>494,137</b>   | <b>462,004</b>   | <b>487,922</b>   | <b>238,829</b> | <b>442,826</b>   | <b>520,456</b>   | <b>595,228</b>   | <b>580,994</b>   | <b>699,496</b>   | <b>20.40%</b>      |
| October             | 197,756          | 156,868          | 157,890          | 148,412          | 140,822          | 83,871         | 150,112          | 191,637          | 216,140          | 161,879          | 209,278          | 29.28%             |
| November            | 177,325          | 142,512          | 167,915          | 147,600          | 164,907          | 93,603         | 167,993          | 193,553          | 231,109          | 238,950          | 0                |                    |
| December            | 119,115          | 131,421          | 136,028          | 130,316          | 142,582          | 55,963         | 145,672          | 171,800          | 173,543          | 165,318          | 0                |                    |
| <b>Qtr 4</b>        | <b>494,196</b>   | <b>430,801</b>   | <b>461,833</b>   | <b>426,328</b>   | <b>448,311</b>   | <b>233,437</b> | <b>463,777</b>   | <b>556,990</b>   | <b>620,792</b>   | <b>566,147</b>   | <b>209,278</b>   | <b>29.28%</b>      |
| <b>Year Totals:</b> | <b>1,657,707</b> | <b>1,602,881</b> | <b>1,731,210</b> | <b>1,703,008</b> | <b>1,766,732</b> | <b>923,622</b> | <b>1,426,074</b> | <b>1,987,124</b> | <b>2,281,252</b> | <b>2,213,514</b> | <b>2,071,023</b> | <b>14.47%</b>      |

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

