



eXplore Lawrence Board Meeting Agenda

Friday 3/28/25

1 P.M. Carnegie Building

1. Approval of Minutes
2. Gateway Project Presentation
3. Financials
4. Staff Reports
5. Executive Director Report



Explore Lawrence

Board of Directors Meeting

January 31, 2025

Present: Drew Gaschler (chair), Kim Anspach, Executive Director, Heather Shull, Tina Tourtillott, Heidi Champagne, Luis Ruiz, Kirk Goodman, Emily Peterson, Andrew Holt

Absent: Anthea Scouffas, Amber Sellers

Staff: Allison Calvin, Director of Marketing, Ruth DeWitt, External Affairs and Sales Operations Manager (note taker)

Drew called the meeting together at 1:06 PM

MINUTES/FINANCIALS:

The board approved the minutes of the December meeting (board retreat) without changes. (Heidi, Heather)

Kim shared a preliminary financial report. The numbers are not final from year's end, but expect those in February. She is adding lines for the Mobile Visitor Center (more below)

Kim also shared accounting issues with the board. The accountant missed the 990 filing and \$30,000 of bills in December. She is obligated to self-report and pay the fine herself on missing the 990 filing. Kim has discussed the issue with the Executive Team, who recommended developing an RFP to find a new accountant. Kim will develop the RFP.

If any board member has a recommendation for a good contact to send the RFP, she would appreciate it.

Kim will be auditing the year-end financials and making sure things are on track.

The board accepted the financial report.

REVISED BUDGET 2025:

Kim presented a revised budget for 2025 that included a specific section for the Mobile Visitor Center to better track expenses and grant spending.

The accountant suggested adding a line #7650 with sublines for MVIC expenses. Sublines are: recurring expenses, maintenance, registration. Line 7650.2 for van purchase, amortized expenses for it to even out expenses over the year. The grant application will be reflected in line #8200 and also reflect savings from moving out of the 812 Mass St location. Payroll for staffing the MVIC will be reflected, but on a separate line.

The board needs to approve the revised budget, which will be sent to the city to update our agreement.

Allison presented a policy change for marketing sponsorships, which are reflected in a change in the marketing lines. She proposed shifting \$22,000 out of sponsorships into digital marketing for events. The TGT grants and the Unmistakable Lawrence marketing grants were redundant, and a better use of our funding was to boost the grantee's marketing through our paid digital efforts for a higher return than giving them money to spend on marketing themselves.

The board approved the revised budget changes – new lines in for the MVIC and switch in marketing lines. (Heidi and Emily)

STAFF REPORTS:

Marketing Report:

Marketing continues to see a rise in engagement. The 2024 year-end results produced 13 million impressions, with a 1% click rate (an average for tourism). Impressions were 1,8 million in 2023, far exceeding the goal of 358-778K.

E-news continues to grow. There were 3,200 passport users and 4,700 check-ins in 2024.

A travel writer who came on a fam trip ended up doing an article in USA Today that nominated Free State Brewery as one of 10 top brewpubs in the country.

We are sponsoring the TBEX conference in Wichita in the fall. TBEX is considered one of the world's premier travel writers conference.

The board asked Allison about using an alternative to Tik Tok if it is banned. She said there are looking into YouTube shorts.

Details of audience engagement and year-end numbers are in the marketing report.

Mobile Visitor Center:

Ruth and Allison have conducted three feedback group meetings to learn what partners could use from a MVIC. They are hearing a desire for more of an experiential connection rather than a brochure rack on wheels! Local partners are also interested in making retail partnerships work. Ruth and Allison continue to develop design ideas with input from design firms.

The timeline currently is: the contractor has a build in front of ours, but once he starts on ours it should take about 4 weeks to complete. We need to get design concepts to him.

812 Mass Street is finished with the lease on March 31. We're closing the doors at the beginning of March and will spend March cleaning out and getting things moved over to the Carnegie Building. We met with the city's sustainability office about recycling items, donation sites, and trash pick up.

The landlord ok'd the lease ending in March, but raised the rent 10% to shorten the year.

Restaurant Week:

There will be a project report when the final numbers come in – but the week was successful by preliminary results. More than 58 locations participated and over 258K views were specific to

Restaurant Week on the website. Emily gave a report and thanked Allison and Laurel for all their hard work on it, and there were big improvements over last year. She mentioned adding the badge to the listing that the menu was available for several reasons. Users liked knowing a menu was listed and it prompted restaurants to get their menus in. Laurel got a shout out for generating terrific visual content.

Sales Team Report:

Sales exceed the goal on Economic Impact generated for the city, in spite of revenue falling a little short of the goal. Kim and Laura are working on new goals that better reflect the sales team's work. New reports will include service reports and assists in addition to leads. The 2025 sales plan will be presented at the February meeting.

Laura has chosen her tradeshow and conference schedule for 2025. She'll be attending Small Market Summit in Branson, Going on Faith conference in August, and Small Market Meeting in Buffalo NY. She is looking into sharing these opportunities with some of the hoteliers once the budget implications are clear.

EXECUTIVE DIRECTOR'S REPORT:

Annual Report:

Allison has started the annual report. We are waiting on financials from the end of the year since they are on an accrual schedule.

Visitors Guide:

Allison is already starting on the 2026 visitor guide, working with Sunflower and Side Studio for new graphics.

Board Action:

Kim passed out board Conflict of Interest forms. [Asked each member to sign and return.](#)

Kim requested board approval to sign the annual agreement with the City to access TGT funds, operating funds, and the bid fund. [Approved](#) (Tina, Emily)

Kim also requested board approval to enter into an agreement with Kansas Tourism for the grant funding for the Mobile Visitor Center. [Approved](#) (Emily, Heidi).

Board Committees:

Now with the new board in place, Kim shared the initiative to form board committees to expand our reach beyond the board members. The background is that eXplore Lawrence had requested a bylaws change to expand the board, but it was not approved by the city attorney. While they continue to work through that, Kim suggested forming various committees to engage stakeholders beyond board reach. She asked for board members to consider serving on a committee of interest, not to exceed three board members, per KOMA requirements. The committees are:

Mobile Visitor Center feedback group – members will meet on an as needed basis to develop the concept, and operations of using the MVIC. (This group is chaired by Allison)

Summit planning committee – members will meet as necessary to plan the 2025 Summit, planned for September 4. (This group is chaired by Ruth)

Organizational Health committee – members will focus on bylaws, City funding agreement, and other operational issues to ensure eXplore Lawrence remains strong.

Advocacy Committee – members will formalize an advocacy plan working with elected officials to communicate our shared community value to the City of Lawrence and Douglas County.

Sales Strategy and Collaboration – members will develop and evaluate sales operations, opportunities, and challenges, and determine strategic and valuable ways to use the bid fund to realistically target teams and conferences to come to Lawrence.

Board committees will be getting underway Q2.

Ex-officio members and not counted among board members, and therefore don't affect the KOMA requirements.

TGT Report:

Looking over the TGT collections for 2024, they are slightly down from 2023, which was the highest year on record. Given KU football wasn't in town all fall, to see receipts down by 3%, is not a cause for alarm.

The STR end of year showed a pretty flat year, occupancy was up nearly 4%, but ADR was down slightly.

Kim shared that there are preliminary discussions about increasing the TGT rates. She passed out a memo that details what TGT collections have been, uses of TGT, and what our rates are compared to other communities. We found that Lawrence is on the low end of surrounding communities at 6% and our rate hasn't been increased since 2010.

Luis mentioned that initial increases in TGT would help to pay expenses related to World Cup, as no funding is currently available. He said the increased funding could be a legacy that allows Lawrence to spend in ways to increase tourism.

Luis is using the research to draft a memo to the City Manager, and the sooner these discussions happen, the sooner it can go before the Commissioners.

There were various reactions from the board, but overall they are looking forward to the discussion. The main concern is that the funding go to support tourism activities. Hotels are on the front line of this, as they interact with the people paying and asking about the increase.

Amber shared that there are not funding proposals in the statehouse that involve World Cup. The funding that passed last year was it. There could be something that comes up at the last minute, but right now there are no discussions.

Board members considered this a good opportunity to work with the City to increase funding, and also find a way to relate this to the City's KPIs and cement the value of tourism in those efforts.

No one on the board is interested in this becoming a way to supplement budget shortfalls at the City level, that the mission of the TGT tax remain forefront.

Kim and Luis ensured these discussions would continue. We plan to discuss this more with the hotels at the Director of Sales meeting scheduled for February 20. We'll report their reaction back after that meeting.

ADJOURNMENT:

Next meeting is February 28. 1:00 Carnegie Building.

Drew requested a motion to adjourn (Heidi, Heather). The meeting adjourned at 2:05 pm.

Respectfully submitted,
Ruth DeWitt

EXPLORE LAWRENCE INC
Statement of Financial Position
As of December 31, 2024

	Dec 31, 24
ASSETS	
Current Assets	
Checking/Savings	
1020 · US Bank Checking	609,897.74
1030 · US Bank Money Market	130,353.00
1050 · Reserve Fund	322,031.58
1060 · Petty Cash	215.00
Total Checking/Savings	1,062,497.32
Accounts Receivable	
1200 · Accounts Receivable	6,000.00
Total Accounts Receivable	6,000.00
Other Current Assets	
1420 · Prepaid Expenses	7,740.33
Total Other Current Assets	7,740.33
Total Current Assets	1,076,237.65
Fixed Assets	
2200 · Leasehold Improvement	107,174.01
2500 · Accumulated Depreciation	-32,152.26
Total Fixed Assets	75,021.75
Other Assets	
1225 · Deposits	3,100.00
Total Other Assets	3,100.00
TOTAL ASSETS	1,154,359.40
LIABILITIES & EQUITY	
Liabilities	
Current Liabilities	
Accounts Payable	
3000 · Accounts Payable	86,215.04
Total Accounts Payable	86,215.04
Credit Cards	
2109 · Credit Card - US Bank 2981	9,721.77
Total Credit Cards	9,721.77
Other Current Liabilities	
3100 · Payroll Liabilities	
3105 · Accrued Payroll	11,184.55
3110 · Federal & FICA Payable	6,652.30
3111 · KS Withholding Payable	791.00
3112 · FUTA Payable	418.46
3113 · KS SUTA Payable	221.23
Total 3100 · Payroll Liabilities	19,267.54
3150 · 401(K) W/H Payable	3,801.71
3300 · Sales Tax Payable	164.48
Total Other Current Liabilities	23,233.73
Total Current Liabilities	119,170.54
Total Liabilities	119,170.54

EXPLORE LAWRENCE INC
Statement of Financial Position
As of December 31, 2024

	Dec 31, 24
Equity	
4100 · Beginning Fund Balance	840,084.86
Net Income	195,104.00
Total Equity	1,035,188.86
TOTAL LIABILITIES & EQUITY	1,154,359.40

EXPLORE LAWRENCE INC
Statement of Financial Income and Expenses
For the Twelve Months Ended December 31, 2024 and 2023

	Jan - Dec 24	Jan - Dec 23	\$ Change	% Change
Ordinary Income/Expense				
Income				
5000 · Guest Tax	1,391,000.00	1,248,000.00	143,000.00	11.5%
5100 · Visitors Guide	25,333.00	20,531.00	4,802.00	23.4%
5200 · Merchandise Sales	7,267.40	4,647.80	2,619.60	56.4%
5500 · DMI	12,000.00	12,000.00	0.00	0.0%
5600 · Co-Op Marketing	12,663.70	12,269.22	394.48	3.2%
5660 · DTN	3,590.00	6,200.00	-2,610.00	-42.1%
5670 · Bid Fund	99,000.00	0.00	99,000.00	100.0%
5700 · Miscellaneous Income	9,084.51	2,350.00	6,734.51	286.6%
Total Income	1,559,938.61	1,305,998.02	253,940.59	19.4%
Cost of Goods Sold				
6100 · Merchandise Cost				
6105 · Souvenir Items	521.00	0.00	521.00	100.0%
6190 · Miscellaneous Costs	4,846.71	5,861.89	-1,015.18	-17.3%
Total 6100 · Merchandise Cost	5,367.71	5,861.89	-494.18	-8.4%
Total COGS	5,367.71	5,861.89	-494.18	-8.4%
Gross Profit	1,554,570.90	1,300,136.13	254,434.77	19.6%
Expense				
7000 · Payroll Expense				
7081 · Payroll	407,662.73	385,780.67	21,882.06	5.7%
7083 · Accrued Payroll Expense	2,755.16	2,239.19	515.97	23.0%
7260 · Retirement Plan	17,868.00	11,343.15	6,524.85	57.5%
7065 · Health Insurance	37,992.29	33,361.83	4,630.46	13.9%
7070 · Incentive Program	12,800.00	14,850.00	-2,050.00	-13.8%
Total 7000 · Payroll Expense	479,078.18	447,574.84	31,503.34	7.0%
7100 · Payroll Tax Expense				
7100.1 · FICA Expense	32,376.17	30,819.55	1,556.62	5.1%
7100.2 · FUTA Expense	418.46	411.06	7.40	1.8%
7100.3 · SUTA Expense	1,576.29	1,045.88	530.41	50.7%
Total 7100 · Payroll Tax Expense	34,370.92	32,276.49	2,094.43	6.5%
7600 · Programs				
7601 · Advertising				
7601.4 · Public Relations	25,801.35	22,687.34	3,114.01	13.7%
7601.6 · Visitor Guide Distribution	21,044.58	16,365.59	4,678.99	28.6%
7601.8 · Digital	209,030.58	186,013.41	23,017.17	12.4%
7601.9 · Partner Media Buy Program	2,762.55	4,000.00	-1,237.45	-30.9%
7601.10 · Magazine	19,751.50	16,006.00	3,745.50	23.4%
7601.12 · Content	8,505.80	13,710.10	-5,204.30	-38.0%
7601.14 · Outdoor	5,450.00	7,997.56	-2,547.56	-31.9%
7601.15 · COOP Marketing Expense	13,817.43	7,169.22	6,648.21	92.7%
7601.19 · Publications	26.82	104.54	-77.72	-74.3%
7601.2 · Design	6,266.84	7,401.90	-1,135.06	-15.3%
7601.21 · Opportunity Fund	30,896.65	21,767.23	9,129.42	41.9%
7601.22 · Tracking	26,000.00	12,045.00	13,955.00	115.9%
7601.24 · New Technology	4,717.69	3,000.00	1,717.69	57.3%
7601.25 · Event Sponsorships	22,395.00	0.00	22,395.00	100.0%
Total 7601 · Advertising	396,466.79	318,267.89	78,198.90	24.6%
7619 · Incentive Travel				
7619.0 · General Fund	1,407.26	3,938.40	-2,531.14	-64.3%
7619.1 · Committed Incentives	6,930.00	21,700.00	-14,770.00	-68.1%
7619.2 · New Business	250.00	125.68	124.32	98.9%
Total 7619 · Incentive Travel	8,587.26	25,764.08	-17,176.82	-66.7%

EXPLORE LAWRENCE INC
Statement of Financial Income and Expenses
For the Twelve Months Ended December 31, 2024 and 2023

	Jan - Dec 24	Jan - Dec 23	\$ Change	% Change
7625 · Simpleview Data Base	19,205.00	17,071.79	2,133.21	12.5%
7641 · Promotional Materials	34,505.46	28,216.67	6,288.79	22.3%
7642 · Trade Shows				
7642.0 · General Fund	14,170.00	13,191.56	978.44	7.4%
7642.1 · Trade Show Travel	3,950.30	4,868.30	-918.00	-18.9%
Total 7642 · Trade Shows	18,120.30	18,059.86	60.44	0.3%
7643 · Website Hosting	35,322.17	32,224.70	3,097.47	9.6%
7644 · Printing and Reproduction	4,692.87	7,016.42	-2,323.55	-33.1%
7645 · Special Projects				
7645.0 · Special Projects General Fund	8,333.33	0.00	8,333.33	100.0%
7648 · Bids	0.00	8,333.00	-8,333.00	-100.0%
7649 · Visitors Guide	54,305.94	52,492.44	1,813.50	3.5%
Total 7645 · Special Projects	62,639.27	60,825.44	1,813.83	3.0%
Total 7600 · Programs	579,539.12	507,446.85	72,092.27	14.2%
7620 · Meeting programs	28,785.31	29,599.76	-814.45	-2.8%
8200 · Admin and General				
8202 · Accounting	13,400.00	13,400.00	0.00	0.0%
8203 · Rent	75,184.68	68,884.32	6,300.36	9.2%
8204 · Software	5,280.77	1,693.86	3,586.91	211.8%
8206 · Hardware	3,375.93	4,131.38	-755.45	-18.3%
8210 · Technology Repair & Maintenance	14,293.92	7,406.70	6,887.22	93.0%
8214 · Bank Service Charges	344.15	348.95	-4.80	-1.4%
8214.1 · Bank Fees - Square	207.96	136.73	71.23	52.1%
8218 · Cash Over/Short	41.80	134.39	-92.59	-68.9%
8225 · Board Expenses	1,930.24	12,599.01	-10,668.77	-84.7%
8226 · Leased Equipment	2,868.05	3,312.47	-444.42	-13.4%
8230 · Dues/Subscriptions/Memberships	23,918.83	17,496.86	6,421.97	36.7%
8234 · Insurance	11,285.16	7,644.36	3,640.80	47.6%
8238 · Utilities	2,853.99	4,084.60	-1,230.61	-30.1%
8242 · Legal	2,070.00	420.00	1,650.00	392.9%
8244 · Janitorial/Cleaning	5,746.00	5,743.00	3.00	0.1%
8245 · Retirement Plan Fees/Admin	2,486.19	1,810.70	675.49	37.3%
8247 · Office Supplies	6,661.89	6,445.35	216.54	3.4%
8248 · Postage and Delivery	2,539.00	4,147.29	-1,608.29	-38.8%
8250 · Storage	2,667.05	3,042.44	-375.39	-12.3%
8251 · Misc. Office General	20,606.13	4,614.01	15,992.12	346.6%
8282 · Travel & Meetings				
8282.10 · Professional Development	8,376.07	7,555.04	821.03	10.9%
8282.11 · EL Hosted Events	7,794.29	2,604.79	5,189.50	199.2%
8282.12 · Staff Travel	12,725.88	9,147.03	3,578.85	39.1%
8282.13 · Meetings	2,029.43	2,059.68	-30.25	-1.5%
8282.14 · Staff Employee Benefits	2,912.20	2,377.73	534.47	22.5%
Total 8282 · Travel & Meetings	33,837.87	23,744.27	10,093.60	42.5%
8283 · Telephone/Internet	14,010.85	14,256.55	-245.70	-1.7%
Total 8200 · Admin and General	245,610.46	205,497.24	40,113.22	19.5%
8255 · Sales Collateral	0.00	600.00	-600.00	-100.0%
Total Expense	1,367,383.99	1,222,995.18	144,388.81	11.8%
Net Ordinary Income	187,186.91	77,140.95	110,045.96	142.7%
Other Income/Expense				
Other Income				
9020 · Interest Income	13,275.81	9,267.40	4,008.41	43.3%
Total Other Income	13,275.81	9,267.40	4,008.41	43.3%

EXPLORE LAWRENCE INC
Statement of Financial Income and Expenses
For the Twelve Months Ended December 31, 2024 and 2023

	<u>Jan - Dec 24</u>	<u>Jan - Dec 23</u>	<u>\$ Change</u>	<u>% Change</u>
Other Expense				
9510 · Depreciation	5,358.72	5,358.72	0.00	0.0%
Total Other Expense	<u>5,358.72</u>	<u>5,358.72</u>	<u>0.00</u>	<u>0.0%</u>
Net Other Income	<u>7,917.09</u>	<u>3,908.68</u>	<u>4,008.41</u>	<u>102.6%</u>
Net Income	<u><u>195,104.00</u></u>	<u><u>81,049.63</u></u>	<u><u>114,054.37</u></u>	<u><u>140.7%</u></u>

EXPLORE LAWRENCE INC
Profit & Loss Budget Performance
December 2024

	Dec 24	Budget	Jan - Dec 24	YTD Budget	Annual Budget
Ordinary Income/Expense					
Income					
5000 - Guest Tax	323,000.00	115,916.66	1,391,000.00	1,391,000.00	1,391,000.00
5100 - Visitors Guide	0.00	2,083.33	25,333.00	25,000.00	25,000.00
5200 - Merchandise Sales	834.34	833.33	7,267.40	10,000.00	10,000.00
5500 - DMI	12,000.00	1,000.00	12,000.00	12,000.00	12,000.00
5600 - Co-Op Marketing	1,764.56	833.33	12,663.70	10,000.00	10,000.00
5660 - DTN	0.00	500.00	3,590.00	6,000.00	6,000.00
5670 - Bid Fund	49,500.00	8,250.00	99,000.00	99,000.00	99,000.00
5700 - Miscellaneous Income	1,973.56	116.66	9,084.51	1,400.00	1,400.00
Total Income	389,072.46	129,533.31	1,559,938.61	1,554,400.00	1,554,400.00
Cost of Goods Sold					
6100 - Merchandise Cost	0.00	0.00	521.00		
6105 - Souvenir Items	300.13	833.33	4,846.71	10,000.00	10,000.00
6190 - Miscellaneous Costs	0.00		0.00		
6100 - Merchandise Cost - Other	300.13	833.33	5,367.71	10,000.00	10,000.00
Total 6100 - Merchandise Cost	300.13	833.33	5,367.71	10,000.00	10,000.00
Total COGS	300.13	833.33	5,367.71	10,000.00	10,000.00
Gross Profit	388,772.33	128,699.98	1,554,570.90	1,544,400.00	1,544,400.00
Expense					
7000 - Payroll Expense					
7081 - Payroll	34,666.14	37,758.34	407,662.73	453,100.00	453,100.00
7083 - Accrued Payroll Expense	2,299.75		2,755.16		
7260 - Retirement Plan	3,585.22	1,916.66	17,868.00	23,000.00	23,000.00
7065 - Health Insurance	3,233.00	3,250.00	37,992.29	39,000.00	39,000.00
7070 - Incentive Program	4,200.00	1,500.00	12,800.00	18,000.00	18,000.00
Total 7000 - Payroll Expense	47,988.11	44,425.00	479,078.18	533,100.00	533,100.00
7100 - Payroll Tax Expense					
7100.1 - FICA Expense	3,149.20		32,376.17		
7100.2 - FUTA Expense	5.66		418.46		
7100.3 - SUTA Expense	38.82		1,576.29		
Total 7100 - Payroll Tax Expense	3,193.68		34,370.92		
7600 - Programs					
7601 - Advertising					
7601.4 - Public Relations	4,031.80	2,541.66	25,801.35	30,500.00	30,500.00
7601.6 - Visitor Guide Distribution	9,074.58	2,016.66	21,044.58	24,200.00	24,200.00
7601.8 - Digital	28,550.71	20,401.66	209,030.58	244,820.00	244,820.00
7601.9 - Partner Media Buy Program	1,299.34	333.34	2,762.55	4,000.00	4,000.00
7601.10 - Magazine	0.00	1,472.50	19,751.50	17,670.00	17,670.00
7601.12 - Content	812.87	833.34	8,505.80	10,000.00	10,000.00
7601.14 - Outdoor	5,000.00	1,250.00	5,450.00	15,000.00	15,000.00
7601.15 - COOP Marketing Expense	3,400.00	416.66	13,817.43	5,000.00	5,000.00
7601.19 - Publications	26.82	1,159.16	26.82	13,910.00	13,910.00
7601.2 - Design	131.14	2,500.00	6,266.84	30,000.00	30,000.00
7601.21 - Opportunity Fund	15,859.00	1,866.66	30,896.65	20,000.00	20,000.00
7601.22 - Tracking	0.00	833.34	28,000.00	10,000.00	10,000.00
7601.24 - New Technology	4,717.69	1,833.34	4,717.69	22,000.00	22,000.00
7601.25 - Event Sponsorships	1,000.00		22,395.00		
Total 7601 - Advertising	73,903.95	37,256.32	396,466.79	447,100.00	447,100.00

EXPLORE LAWRENCE INC

Profit & Loss Budget Performance

December 2024

	Dec 24	Budget	Jan - Dec 24	YTD Budget	Annual Budget
7619 - Incentive Travel					
7619.0 - General Fund	1,366.51	166.66	1,407.26	2,000.00	2,000.00
7619.1 - Committed Incentives	3,500.00	1,250.00	6,930.00	15,000.00	15,000.00
7619.2 - New Business	0.00	2,083.34	250.00	25,000.00	25,000.00
Total 7619 - Incentive Travel	4,866.51	3,500.00	8,587.26	42,000.00	42,000.00
7625 - Simpleview Data Base					
7641 - Promotional Materials	0.00	1,416.66	19,205.00	17,000.00	17,000.00
7642 - Trade Shows	12,366.60	2,500.00	34,505.46	30,000.00	30,000.00
Total 7642 - Trade Shows	12,366.60	2,500.00	34,505.46	30,000.00	30,000.00
7642.0 - General Fund	8,335.00	1,250.00	14,170.00	15,000.00	15,000.00
7642.1 - Trade Show Travel	477.57	583.34	3,950.30	7,000.00	7,000.00
Total 7642 - Trade Shows	8,812.57	1,833.34	18,120.30	22,000.00	22,000.00
7643 - Website Hosting	1,575.00	2,500.00	35,322.17	30,000.00	30,000.00
7644 - Printing and Reproduction	44.99	666.66	4,682.87	8,000.00	8,000.00
7645 - Special Projects					
7645.0 - Special Projects General Fund	0.00	8,250.00	8,333.33	99,000.00	99,000.00
7649 - Visitors Guide	0.00	4,166.66	54,305.94	50,000.00	50,000.00
Total 7645 - Special Projects	0.00	12,416.66	62,639.27	149,000.00	149,000.00
Total 7600 - Programs	101,569.62	62,091.64	579,539.12	745,100.00	745,100.00
7620 - Meeting programs					
8200 - Admin and General	0.00	2,500.00	28,785.31	30,000.00	30,000.00
8202 - Accounting	600.00	1,250.00	13,400.00	15,000.00	15,000.00
8203 - Rent	5,995.36	5,166.66	75,184.68	62,000.00	62,000.00
8204 - Software	78.00	250.00	5,280.77	3,000.00	3,000.00
8206 - Hardware	2,829.43	416.66	3,375.93	5,000.00	5,000.00
8210 - Technology Repair & Maintenance	8,302.87	1,250.00	14,293.92	15,000.00	15,000.00
8214 - Bank Service Charges	27.95	83.34	344.15	1,000.00	1,000.00
8214.1 - Bank Fees - Square	26.66		207.96		
8218 - Cash Over/Short	-13.89		41.80		
8225 - Board Expenses	392.83	333.34	1,930.24	4,000.00	4,000.00
8226 - Leased Equipment	712.68	416.66	2,868.05	5,000.00	5,000.00
8230 - Dues/Subscriptions/Memberships	935.67	1,666.66	23,918.83	20,000.00	20,000.00
8234 - Insurance	4,142.68	1,000.00	11,285.16	12,000.00	12,000.00
8238 - Utilities	161.57	375.00	2,853.99	4,500.00	4,500.00
8242 - Legal	600.00	416.66	2,070.00	5,000.00	5,000.00
8244 - Janitorial/Cleaning	404.00	458.34	5,746.00	5,500.00	5,500.00
8245 - Retirement Plan Fees/Admin	0.00	183.34	2,486.19	2,200.00	2,200.00
8247 - Office Supplies	2,524.15	500.00	6,661.89	6,000.00	6,000.00
8248 - Postage and Delivery	73.00	563.34	2,539.00	7,000.00	7,000.00
8250 - Storage	306.05	208.34	2,667.05	2,500.00	2,500.00
8251 - Misc. Office General	17,279.04	1,666.66	20,606.13	20,000.00	20,000.00
8282 - Travel & Meetings					
8282.10 - Professional Development	1,600.00	1,166.66	8,376.07	14,000.00	14,000.00
8282.11 - EL Hosted Events	0.00	250.00	7,794.29	3,000.00	3,000.00
8282.12 - Staff Travel	93.82	583.34	12,725.88	7,000.00	7,000.00
8282.13 - Meetings	265.91	291.66	2,029.43	3,500.00	3,500.00
8282.14 - Staff Employee Benefits	13.61	208.34	2,912.20	2,500.00	2,500.00
Total 8282 - Travel & Meetings	1,993.34	2,500.00	33,837.87	30,000.00	30,000.00
8283 - Telephone/Internet	1,342.77	958.34	14,010.85	11,500.00	11,500.00
Total 8200 - Admin and General	48,714.16	19,683.34	245,610.46	236,200.00	236,200.00
Total Expense	201,465.57	128,699.98	1,367,383.99	1,544,400.00	1,544,400.00
Net Ordinary Income	187,306.76	0.00	187,186.91	0.00	0.00

EXPLORE LAWRENCE INC
Profit & Loss Budget Performance
 December 2024

	Dec 24	Budget	Jan - Dec 24	YTD Budget	Annual Budget
Other Income/Expense					
Other Income	1,152.19		13,275.81		
9020 - Interest Income			13,275.81		
Total Other Income	1,152.19				
Other Expense	446.56		5,358.72		
9510 - Depreciation	446.56		5,358.72		
Total Other Expense	705.63		7,917.09		
Net Other Income	188,012.39	0.00	195,104.00	0.00	0.00
Net Income					

EXPLORE LAWRENCE INC
Statement of Financial Position
As of February 28, 2025

	Feb 28, 25
ASSETS	
Current Assets	
Checking/Savings	
1020 · US Bank Checking	344,929.85
1030 · US Bank Money Market	130,405.68
1050 · Reserve Fund	324,205.55
1060 · Petty Cash	215.00
Total Checking/Savings	799,756.08
Accounts Receivable	
1200 · Accounts Receivable	6,000.00
Total Accounts Receivable	6,000.00
Other Current Assets	
1420 · Prepaid Expenses	2,544.66
Total Other Current Assets	2,544.66
Total Current Assets	808,300.74
Fixed Assets	
2150 · Vehicles	29,000.00
2200 · Leasehold Improvement	107,174.01
2500 · Accumulated Depreciation	-62,045.38
Total Fixed Assets	74,128.63
Other Assets	
1225 · Deposits	3,100.00
Total Other Assets	3,100.00
TOTAL ASSETS	885,529.37
LIABILITIES & EQUITY	
Liabilities	
Current Liabilities	
Accounts Payable	
3000 · Accounts Payable	73,312.42
Total Accounts Payable	73,312.42
Other Current Liabilities	
3100 · Payroll Liabilities	
3105 · Accrued Payroll	13,841.52
3110 · Federal & FICA Payable	1,058.88
3111 · KS Withholding Payable	617.00
3112 · FUTA Payable	275.03
3113 · KS SUTA Payable	197.28
3114 · Health Insurance Payable	-6,024.85
Total 3100 · Payroll Liabilities	9,964.86
3150 · 401(K) W/H Payable	2,052.76
3300 · Sales Tax Payable	74.21
Total Other Current Liabilities	12,091.83
Total Current Liabilities	85,404.25
Total Liabilities	85,404.25

EXPLORE LAWRENCE INC
Statement of Financial Position
As of February 28, 2025

	Feb 28, 25
Equity	
4100 - Beginning Fund Balance	1,035,188.86
Net Income	-235,063.74
Total Equity	800,125.12
TOTAL LIABILITIES & EQUITY	885,529.37

EXPLORE LAWRENCE INC Profit & Loss Budget Performance February 2025

	Feb 25	Budget	Jan - Feb 25	YTD Budget	Annual Budget
Ordinary Income/Expense					
Income					
5000 - Guest Tax	0.00	115,833.34	0.00	231,666.68	1,390,000.00
5100 - Visitors Guide	28,052.50	2,083.34	28,052.50	4,166.68	25,000.00
5200 - Merchandise Sales	437.62	833.34	798.06	1,666.68	10,000.00
5500 - DMI	0.00	1,250.00	0.00	2,500.00	15,000.00
5600 - Co-Op Marketing	0.00	833.34	0.00	1,666.68	10,000.00
5660 - DTN	1,432.00	500.00	1,432.00	1,000.00	6,000.00
5665 - Kansas Tourism Grant	0.00	3,333.34	0.00	1,000.00	40,000.00
5670 - Bid Fund	0.00	8,250.00	0.00	16,500.00	99,000.00
5700 - Miscellaneous Income	0.00	250.00	0.00	500.00	3,000.00
Total Income	29,922.12	133,166.70	30,282.56	286,333.40	1,599,000.00
Cost of Goods Sold					
6100 - Merchandise Cost	0.00	416.67	0.00	833.34	5,000.00
Total COGS	0.00	416.67	0.00	833.34	5,000.00
Gross Profit	29,922.12	132,750.03	30,282.56	285,500.06	1,593,000.00
Expense					
7000 - Payroll Expense					
7081 - Payroll	32,557.14	39,452.91	64,806.78	79,905.82	473,435.00
7083 - Accrued Payroll Expense	-197.52		2,666.97		
7260 - Retirement Plan	1,314.46	1,916.67	2,598.92	3,833.34	23,000.00
7065 - Health Insurance	3,306.84	4,166.67	6,613.68	8,333.34	50,000.00
7070 - Incentive Program	500.00	1,250.00	500.00	2,500.00	15,000.00
Total 7000 - Payroll Expense	37,480.92	46,786.25	77,176.35	93,572.50	561,435.00
7100 - Payroll Tax Expense					
7100.1 - FICA Expense	2,513.75		5,199.22		
7100.2 - FUTA Expense	86.54		275.03		
7100.3 - SUTA Expense	97.30		197.28		
Total 7100 - Payroll Tax Expense	2,697.59		5,671.53		
7600 - Programs					
7601 - Advertising					
7601.4 - Public Relations	0.00	3,206.33	0.00	6,416.66	36,500.00
7601.6 - Visitor Guide Distribution	0.00	1,916.67	4,275.00	3,833.34	23,000.00
7601.8 - Digital	7,037.60	22,949.59	18,589.96	45,899.18	275,395.00
7601.10 - Magazine	0.00		4,015.00		
7601.12 - Content	200.00	1,750.00	400.00	3,500.00	21,000.00
7601.14 - Outdoor	0.00	916.67	0.00	1,833.34	11,000.00
7601.15 - COOP Marketing Expense	2,600.00		4,241.78		
7601.19 - Publications	0.00	416.67	0.00	833.34	5,000.00
7601.2 - Design	3,142.19	433.34	3,207.76	866.68	5,200.00
7601.21 - Opportunity Fund	1,045.00	3,250.00	1,045.00	6,500.00	39,000.00
7601.22 - Tracking	0.00	1,625.00	0.00	3,250.00	19,500.00
7601 - Advertising - Other	0.00	1,787.92	0.00	3,575.84	21,455.00
Total 7601 - Advertising	14,024.79	38,254.19	35,774.50	76,508.38	459,050.00
7619 - Incentive Travel					
7619.0 - General Fund	0.00	166.66	0.00	333.32	2,000.00
7619.1 - Committed Incentives	0.00	583.34	0.00	1,166.68	7,000.00
7619.2 - New Business	0.00	1,250.00	0.00	2,500.00	15,000.00
Total 7619 - Incentive Travel	0.00	2,000.00	0.00	4,000.00	24,000.00
7625 - Simpleview Data Base	19,205.00	1,416.66	19,205.00	2,833.32	17,600.00
7641 - Promotional Materials	0.00	1,666.66	0.00	3,333.32	20,600.00

EXPLORE LAWRENCE INC Profit & Loss Budget Performance February 2025

	Feb 25	Budget	Jan - Feb 25	YTD Budget	Annual Budget
7642 - Trade Shows					
7642.0 - General Fund	500.00	583.34	500.00	1,166.68	7,000.00
7642.1 - Trade Show Travel	30.00	250.00	30.00	500.00	3,000.00
Total 7642 - Trade Shows	530.00	833.34	530.00	1,666.68	10,000.00
7643 - Website Hosting	0.00	2,500.00	7,625.00	5,000.00	30,000.00
7644 - Printing and Reproduction	0.00	500.00	0.00	1,000.00	6,000.00
7645 - Special Projects	0.00	8,250.00	0.00	16,500.00	99,000.00
7648 - Bids	0.00	4,166.66	65,574.18	8,333.32	50,000.00
7649 - Visitors Guide	0.00	12,416.66	65,574.18	24,833.32	149,000.00
Total 7645 - Special Projects	0.00	33,759.79	128,708.68	119,175.02	715,050.00
Total 7600 - Programs	0.00	0.00	0.00	5,000.00	30,000.00
7620 - Meeting programs	0.00	166.66	0.00	333.32	2,000.00
7650 - Mobile Visitors Center	0.00	166.66	0.00	333.32	2,000.00
7650.11 - Vehicle Reg and Licensing	0.00	833.34	0.00	1,666.68	10,000.00
7650.12 - Vehicle Insurance	0.00	686.66	0.00	1,333.32	8,000.00
7650.13 - Event Registrations	0.00	333.34	0.00	666.68	4,000.00
7650.14 - Travel Expenses	0.00	416.67	0.00	833.34	5,000.00
7650.15 - Vehicle Maintenance	0.00	7,333.33	29,126.15	14,666.66	88,000.00
7650.16 - Merchandise	44.99	0.00	0.00	0.00	0.00
7650.2 - Van Build and Purchase Expenses	44.99	7,333.33	29,126.15	14,666.66	88,000.00
Total 7650 - Mobile Visitors Center	44.99	9,916.66	29,126.15	19,833.32	119,000.00
8200 - Admin and General					
8202 - Accounting	600.00	1,250.00	1,200.00	2,500.00	15,000.00
8203 - Rent	5,995.36	3,447.08	12,283.56	6,894.16	41,365.00
8204 - Software	91.00	416.67	187.00	833.34	5,000.00
8206 - Hardware	0.00	250.00	0.00	500.00	3,000.00
8210 - Technology Repair & Maintenance	502.87	833.33	1,005.74	1,666.66	10,000.00
8214 - Bank Service Charges	27.95	83.33	55.90	166.66	1,000.00
8214.1 - Bank Fees - Square	14.64	83.33	24.40	166.66	1,000.00
8218 - Cash Over/Short	17.85	0.00	-85.62	0.00	0.00
8225 - Board Expenses	174.45	333.33	174.45	666.66	4,000.00
8226 - Leased Equipment	283.53	250.00	744.10	500.00	3,000.00
8230 - Dues/Subscriptions/Memberships	310.74	1,666.67	1,346.47	3,333.34	20,000.00
8234 - Insurance	1,671.68	666.67	2,400.70	1,333.34	8,000.00
8238 - Utilities	321.70	416.67	901.04	833.34	5,000.00
8242 - Legal	0.00	362.50	873.00	725.00	4,350.00
8244 - Janitorial/Cleaning	469.00	183.33	454.59	366.66	2,200.00
8245 - Retirement Plan Fees/Admin	0.00	416.67	265.84	833.34	5,000.00
8247 - Office Supplies	199.70	258.33	518.43	516.66	3,100.00
8248 - Postage and Delivery	176.89	208.33	393.50	416.66	2,500.00
8250 - Storage	196.75	416.67	0.00	833.34	5,000.00
8251 - Misc. Office General	0.00	666.67	0.00	1,333.34	8,000.00
8282 - Travel & Meetings	0.00	416.67	0.00	833.34	5,000.00
8282.10 - Professional Development	0.00	750.00	3.00	1,500.00	9,000.00
8282.11 - EL Hosted Events	0.00	291.67	180.02	583.34	3,500.00
8282.12 - Staff Travel	0.00	208.33	205.13	416.66	2,500.00
8282.13 - Meetings	165.97	0.00	0.00	0.00	0.00
8282.14 - Staff Employee Benefits	0.00	0.00	0.00	0.00	0.00
Total 8282 - Travel & Meetings	165.97	2,333.34	388.15	4,666.68	28,000.00

EXPLORE LAWRENCE INC
Profit & Loss Budget Performance

February 2025

	Feb 25	Budget	Jan - Feb 25	YTD Budget	Annual Budget
8283 - Telephone/Internet	1,707.24	583.33	2,875.87	1,166.66	7,000.00
Total 8200 - Admin and General	12,927.12	14,376.25	25,997.12	28,752.50	172,515.00
Total Expense	86,910.41	133,166.67	266,679.83	266,333.34	1,598,000.00
Net Ordinary Income	-56,988.29	-416.64	-236,397.27	-833.28	-5,000.00
Other Income/Expense					
Other Income	1,058.63		2,226.65		
9020 - Interest Income	1,058.63		2,226.65		
Total Other Income					
Other Expense	446.56		893.12		
9510 - Depreciation	446.56		893.12		
Total Other Expense	812.07		1,333.53		
Net Income	-56,376.22	-416.64	-235,063.74	-833.28	-5,000.00

EXPLORE LAWRENCE INC
Statement of Financial Position
As of January 31, 2025

	Jan 31, 25
ASSETS	
Current Assets	
Checking/Savings	
1020 · US Bank Checking	408,365.33
1030 · US Bank Money Market	130,380.68
1050 · Reserve Fund	323,171.92
1060 · Petty Cash	215.00
Total Checking/Savings	862,132.93
Other Current Assets	
1420 · Prepaid Expenses	2,544.66
Total Other Current Assets	2,544.66
Total Current Assets	864,677.59
Fixed Assets	
2150 · Vehicles	29,000.00
2200 · Leasehold Improvement	107,174.01
2500 · Accumulated Depreciation	-61,598.82
Total Fixed Assets	74,575.19
Other Assets	
1225 · Deposits	3,100.00
Total Other Assets	3,100.00
TOTAL ASSETS	942,352.78
LIABILITIES & EQUITY	
Liabilities	
Current Liabilities	
Accounts Payable	
3000 · Accounts Payable	16,572.66
Total Accounts Payable	16,572.66
Credit Cards	
2109 · Credit Card - US Bank 2981	-4,071.77
Total Credit Cards	-4,071.77
Other Current Liabilities	
3100 · Payroll Liabilities	
3105 · Accrued Payroll	14,039.04
3110 · Federal & FICA Payable	1,073.99
3111 · KS Withholding Payable	580.00
3112 · FUTA Payable	188.49
3113 · KS SUTA Payable	99.98
3114 · Health Insurance Payable	-4,891.56
Total 3100 · Payroll Liabilities	11,089.94
3300 · Sales Tax Payable	33.52
Total Other Current Liabilities	11,123.46
Total Current Liabilities	23,624.35
Total Liabilities	23,624.35

	<u>Jan 31, 25</u>
Equity	
4100 - Beginning Fund Balance	1,031,719.19
Net Income	<u>-112,990.76</u>
Total Equity	<u>918,728.43</u>
TOTAL LIABILITIES & EQUITY	<u>942,352.78</u>

EXPLORE LAWRENCE INC
Profit & Loss Budget Performance
January 2025

	Jan 25	Budget	Jan 25	YTD Budget	Annual Budget
Ordinary Income/Expense					
Income					
5000 - Guest Tax	0.00	115,833.34	0.00	115,833.34	1,390,000.00
5100 - Visitors Guide	0.00	2,083.34	0.00	2,083.34	25,000.00
5200 - Merchandise Sales	360.44	833.34	360.44	833.34	10,000.00
5500 - DIMI	0.00	1,250.00	0.00	1,250.00	15,000.00
5600 - Co-Op Marketing	0.00	833.34	0.00	833.34	10,000.00
5660 - DTN	0.00	500.00	0.00	500.00	6,000.00
5665 - Kansas Tourism Grant	0.00	3,333.34	0.00	3,333.34	40,000.00
5670 - Bid Fund	0.00	8,250.00	0.00	8,250.00	99,000.00
5700 - Miscellaneous Income	0.00	250.00	0.00	250.00	3,000.00
Total Income	360.44	133,166.70	360.44	133,166.70	1,598,000.00
Cost of Goods Sold					
6100 - Merchandise Cost	0.00	416.67	0.00	416.67	5,000.00
Total COGS	0.00	416.67	0.00	416.67	5,000.00
Gross Profit	360.44	132,750.03	360.44	132,750.03	1,593,000.00
Expense					
7000 - Payroll Expense					
7081 - Payroll	32,249.64	39,452.91	32,249.64	39,452.91	473,435.00
7083 - Accrued Payroll Expense	2,854.49		2,854.49		
7260 - Retirement Plan	1,284.46	1,916.67	1,284.46	1,916.67	23,000.00
7065 - Health Insurance	3,306.84	4,166.67	3,306.84	4,166.67	50,000.00
7070 - Incentive Program	0.00	1,250.00	0.00	1,250.00	15,000.00
Total 7000 - Payroll Expense	39,695.43	46,786.25	39,695.43	46,786.25	561,435.00
7100 - Payroll Tax Expense					
7100.1 - FICA Expense	2,685.47		2,685.47		
7100.2 - FUTA Expense	188.49		188.49		
7100.3 - SUTA Expense	99.98		99.98		
Total 7100 - Payroll Tax Expense	2,973.94		2,973.94		
7600 - Programs					
7601 - Advertising					
7601.4 - Public Relations	0.00	3,208.33	0.00	3,208.33	38,500.00
7601.6 - Visitor Guide Distribution	4,275.00	1,916.67	4,275.00	1,916.67	23,000.00
7601.8 - Digital	11,429.33	22,949.59	11,429.33	22,949.59	275,395.00
7601.10 - Magazine	3,565.00		3,565.00		
7601.12 - Content	200.00	1,750.00	200.00	1,750.00	21,000.00
7601.14 - Outdoor	0.00	916.67	0.00	916.67	11,000.00
7601.15 - COOP Marketing Expense	1,641.78		1,641.78		
7601.18 - Direct Mail	450.00		450.00		
7601.19 - Publications	0.00	416.67	0.00	416.67	5,000.00
7601.2 - Design	0.00	433.34	0.00	433.34	5,200.00
7601.21 - Opportunity Fund	0.00	3,250.00	0.00	3,250.00	39,000.00
7601.22 - Tracking	0.00	1,625.00	0.00	1,625.00	19,500.00
7601 - Advertising - Other	0.00	1,787.92	0.00	1,787.92	21,455.00
Total 7601 - Advertising	21,561.11	38,254.19	21,561.11	38,254.19	459,050.00
7619 - Incentive Travel					
7619.0 - General Fund	0.00	166.66	0.00	166.66	2,000.00
7619.1 - Committed Incentives	0.00	583.34	0.00	583.34	7,000.00
7619.2 - New Business	0.00	1,250.00	0.00	1,250.00	15,000.00
Total 7619 - Incentive Travel	0.00	2,000.00	0.00	2,000.00	24,000.00
7625 - Simpleview Data Base	0.00	1,416.66	0.00	1,416.66	17,000.00
7641 - Promotional Materials	0.00	1,666.66	0.00	1,666.66	20,000.00

EXPLORE LAWRENCE INC
Profit & Loss Budget Performance
January 2025

10:53 AM
 02/19/25
 Accrual Basis

	Jan 25	Budget	Jan 25	YTD Budget	Annual Budget
7642 - Trade Shows	0.00	583.34	0.00	583.34	7,000.00
7642.0 - General Fund	477.57	250.00	477.57	250.00	3,000.00
7642.1 - Trade Show Travel					
Total 7642 - Trade Shows	477.57	833.34	477.57	833.34	10,000.00
7643 - Website Hosting	7,625.00	2,500.00	7,625.00	2,500.00	30,000.00
7644 - Printing and Reproduction	0.00	500.00	0.00	500.00	6,000.00
7645 - Special Projects	0.00	8,250.00	0.00	8,250.00	99,000.00
7648 - Bids	0.00	4,166.66	0.00	4,166.66	50,000.00
7649 - Visitors Guide					
Total 7645 - Special Projects	0.00	12,416.66	0.00	12,416.66	149,000.00
Total 7600 - Programs	29,663.68	59,587.51	29,663.68	59,587.51	715,050.00
7620 - Meeting programs	0.00	2,500.00	0.00	2,500.00	30,000.00
7650 - Mobile Visitors Center					
7650.11 - Vehicle Reg and Licensing	0.00	166.66	0.00	166.66	2,000.00
7650.12 - Vehicle Insurance	0.00	166.66	0.00	166.66	2,000.00
7650.13 - Event Registrations	0.00	833.34	0.00	833.34	10,000.00
7650.14 - Travel Expenses	0.00	666.66	0.00	666.66	8,000.00
7650.15 - Vehicle Maintenance	0.00	333.34	0.00	333.34	4,000.00
7650.16 - Merchandise	0.00	416.67	0.00	416.67	5,000.00
7650.2 - Van Build and Purchase Expenses	29,000.00	7,333.33	29,000.00	7,333.33	88,000.00
Total 7650 - Mobile Visitors Center	29,000.00	9,916.66	29,000.00	9,916.66	119,000.00
8200 - Admin and General	600.00	1,250.00	600.00	1,250.00	15,000.00
8202 - Accounting	6,288.20	3,447.08	6,288.20	3,447.08	41,365.00
8203 - Rent	96.00	416.67	96.00	416.67	5,000.00
8204 - Software	0.00	250.00	0.00	250.00	3,000.00
8206 - Hardware	502.87	833.33	502.87	833.33	10,000.00
8210 - Technology Repair & Maintenance	27.95	83.33	27.95	83.33	1,000.00
8214 - Bank Service Charges	9.76		9.76		
8214.1 - Bank Fees - Square	-113.27		-113.27		
8218 - Cash Over/Short	0.00	333.33	0.00	333.33	4,000.00
8225 - Board Expenses	460.57	250.00	460.57	250.00	3,000.00
8226 - Leased Equipment	974.95	1,666.67	974.95	1,666.67	20,000.00
8230 - Dues/Subscriptions/Memberships					
8234 - Insurance	231.34		231.34		
8236 - Liability	314.00		314.00		
8237 - Work Comp	183.68		183.68		
8234 - Insurance - Other		666.67		666.67	8,000.00
Total 8234 - Insurance	729.02	666.67	729.02	666.67	8,000.00
8238 - Utilities	579.34	416.67	579.34	416.67	5,000.00
8242 - Legal	0.00	362.50	0.00	362.50	4,350.00
8244 - Janitorial/Cleaning	404.00	183.33	404.00	183.33	2,200.00
8245 - Retirement Plan Fees/Admin	17.11	416.67	17.11	416.67	5,000.00
8247 - Office Supplies	341.54	258.33	341.54	258.33	3,100.00
8248 - Postage and Delivery	196.75	208.33	196.75	208.33	2,500.00
8250 - Storage	0.00	666.67	0.00	666.67	8,000.00
8251 - Misc. Office General	0.00	416.67	0.00	416.67	5,000.00
8270 - Professional Development	0.00		0.00		
8282 - Travel & Meetings	0.00	416.67	0.00	416.67	5,000.00
8282.11 - EL Hosted Events	3.00	750.00	3.00	750.00	9,000.00
8282.12 - Staff Travel	0.00	291.67	0.00	291.67	3,500.00
8282.13 - Meetings	149.88	208.33	149.88	208.33	2,500.00
8282.14 - Staff Employee Benefits					
Total 8282 - Travel & Meetings	152.88	1,666.67	152.88	1,666.67	20,000.00
8283 - Telephone/Internet	1,017.35	583.33	1,017.35	583.33	7,000.00

EXPLORE LAWRENCE INC
Profit & Loss Budget Performance
January 2025

	Jan 25	Budget	Jan 25	YTD Budget	Annual Budget
Total 8200 - Admin and General	12,739.61	14,376.25	12,739.61	14,376.25	172,515.00
Total Expense	114,072.66	133,166.67	114,072.66	133,166.67	1,598,000.00
Net Ordinary Income	-113,712.22	-416.64	-113,712.22	-416.64	-5,000.00
Other Income/Expense					
Other Income	1,168.02		1,168.02		
9920 - Interest Income	1,168.02		1,168.02		
Total Other Income					
Other Expense	446.56		446.56		
9510 - Depreciation	446.56		446.56		
Total Other Expense	721.46		721.46		
Net Other Income	-112,990.76	-416.64	-112,990.76	-416.64	-5,000.00
Net Income					



EXPLORE LAWRENCE SALES PLAN GOALS 2025

Explore Lawrence Mission

Explore Lawrence benefits the local economy by attracting diverse visitors, groups, and events to the City.

Explore Lawrence Vision

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

Sales Mission

Explore Lawrence measurably increases tourism's economic impact by maximizing hotel occupancy. Work is targeted to increase weekday stays; securing group trips that make use of local conference and event space, and leveraging Lawrence's unmistakable visitor attractions and diverse community.

Target Audiences

Conference and Meeting Planners: Businesses & corporations, associations, civic clubs, military, social groups, weddings, reunions, and other local, state or national organizations that Douglas County hotels and venue properties can effectively accommodate.

Community Events: Local community-organized events that drive overnight stays.

Sports: Sport-organized right holders, including national governing bodies, multi-sports organizations/associations, and college and university conferences that Douglas County hotels and sporting facilities can accommodate.

Leisure: Any visitor traveling to Lawrence outside of an organized convention or meeting interested in Lawrence's attractions, history, culture, and accommodations. Subsets of this audience are group tours, film production, and heritage travelers.

Partner Overview

Partners are defined as hotels and community organizations or businesses that benefit from the travel visitor industry.

Local Partners

- Hotels
- Non-hotel venues
- Downtown Lawrence Inc.
- University of Kansas
- Lawrence Parks and Rec
- Lawrence Chamber of Commerce



- Member of Lawrence Arts Round Table

State/Regional Partners:

- Kansas Tourism Office
- NE Kansas Coalition
- I-70 Coalition
- Travel Industry Association of Kansas
- Kansas Society of Association Executives
- Kansas City Society of Association Executives
- Professional Meeting Conference Association
- Sports Kansas
- Meet Kansas

Sales Definitions

Lead: A meeting, conference, or sports event that was brought to Lawrence as a direct result of the eXplore Lawrence sales staff recruiting, prospecting, or bidding to host the event. Leads can be incentivized, or the board can vote to use the bid fund in recruiting lead business.

Assists: A lead can be assigned “assist” status when eXplore Lawrence’s sales team did not have a direct role in bringing the group or meeting to town. eXplore Lawrence plays a pivotal role in assists by: booking hotel rooms, finding meeting venue space; securing details of group events like opening receptions; connecting catering and/or providing other services.

Prospects: Potential meetings, groups, or teams hosting events in Lawrence. Prospecting work involves identifying, researching, reaching out to, and following through with qualified groups to bring them to town. This can be new business or business that previously came to Lawrence but hasn’t returned.

Bookings (aka definite leads): A future event contracted in writing by the event organization with the hotel. The DMO should receive a copy of the contract OR a written communication from the authorized agent of the hotel that a contract has been signed. The communication should detail dates, space requirements & estimated room block.

Lost Business: Business which, for whatever reason, did not come to Lawrence. This will be marked to the best of our ability with enough explanation that we can attempt to recover the business in the future. Lost business can be turned into prospects in subsequent years.

Sales Department Goals for 2025

DIRECTOR OF SALES

Lead/Activity Goals:

- Capture and track 30 prospects each quarter. Prospects may include lost business or previously hosted meetings/teams that haven’t returned, event planners and meeting organizers, or leisure travel groups that are a good fit for Lawrence but are not currently qualified as leads. The conversation rate goal is



- 10% per quarter.
- Capture and track 15 LEADS each quarter
- Respond to and properly document all incoming assists in Simpleview within 4 business days.
- Potential Economic Impact goal: \$3 million for 2025

Bid Fund: Create a target list of bid fund opportunities for board consideration (pending revision/approval of bid fund policy).

RFP Response Process: Develop a plan to lead hotels in reaching 100% RFP responses and communications through the Simpleview extranet by the end of Q3.

Trade Show/ Out of State Sales Efforts:

- Attend THREE trade shows. Choose meetings based on realistic fits for Lawrence
- Input traces and schedule follow up
- Calculate and report ROI on shows attended
- Take Mobile Visitor Center when possible, appropriate, and available to fulfill grant requirements

Tours:

- Host ONE quarterly site tour with prospects and meeting planners
- Prepare to host a sales FAM trip in 2026 (spring?)

Represent Lawrence at Statewide Coalitions:

- Meet Kansas
- Sports Kansas
- KSAE
- KCSAE
- Regional CVB Partners

Partner/Relationship Building:

- Meet with Jayhawk Hospitality weekly
- Complete round of hotel visits every other month
- Visit event spaces/venues for updates on facilities or construction
- Meet with SPL and Lawrence Parks, Recreation, and Culture re: teams and opportunities for events
- Attend professional development networking events as appropriate to sales mission

SALES TEAM

Board Working Groups:

- Identify and convene a new Sales Working Group for THREE meetings by the end of 2025, first meeting scheduled by the end of Q2.
- First meeting, conduct a SWOT analysis with the group to guide direction and action for the year.
- Use group to share World Cup information and developments
- Keep updated and share information on east side stadium construction and graduation timeline

Bid Fund:

- Revise bid fund policies in terms of eligibility, award schedules, requirements, and processes with



contracts of rights holders and/or event/meeting planners.

- Set target events and bid fund spend goals

Website:

- Ensure sales collateral and leave-behinds point to accurate and up-to-date information on the eXplore Lawrence website. This includes hotel information, venue and event space, and facility listings with contact information. These updates are the responsibility of the sales team members.
- Consider adding a form for interested parties to fill out to receive sales information from the sales team members.

Sales Collateral:

- Develop digital proposal template for use in sales bid responses. This would have a cover page, or two for customization, an array of hotel pages, pulled by appropriate hotels per bid, event venues, and other information requested by the lead.
- Develop a handout/leave behind connecting to our meeting toolkit page through a QR code.
- Develop standard language used for prospecting emails – have you considered Lawrence? Why you should have your next meeting in Lawrence...
- Develop sales “battle rhythm” and for turning leads:
 - Pre-visit email (Laura will be at this event) (Why Lawrence?)
 - Post-visit or trade show meeting follow up
 - X number of months after follow up/incentive offer (if qualifying)
- Add contacts to “sales news” newsletter and keep them updated
- Reach out to accounts to cultivate for the out-years
- “Lawrence Misses You” for lost business
- Document effort in Simpleview
- Develop a “Why Use eXplore Lawrence?” case to share with planners and conference contacts

REPORTING

Develop reports, custom if necessary, that accurately reflect the sales team’s impact on Lawrence to the eXplore Lawrence Board of Directors. Demonstrate activity in:

- Leads
- Assists
- Prospecting Activity
- Lost Business
- Economic Impact on Douglas County
- Business Lost Because of World Cup (can we recover this?)

Develop dashboards that are easy to understand

Incorporate reports in advocacy efforts to be shared with leaders in Lawrence and Douglas County

Assess reports mid-year and adjust if necessary. The sales committee can be helpful in this goal.

Post event follow up: pickup reports, economic impact calculators, Placer (if necessary and/or appropriate).

SERVICE REQUESTS



Fulfill service requests, prioritizing customer service
Inventory service items for office
Suggest items for use in Mobile Visitor Center sales efforts
Inventory MVIC sales items

ORGANIZATIONAL HEALTH/ADMINISTRATION

Continue to train and become proficient on sales systems:

- Simpleview
- Outlook and Calendly
- Office 365
- Teams
- Economic Impact Calculator
- Placer Reports
- Mobile Visitor Center needs (POS System, Scheduler, Paperwork)

Board Report – January 2025 – Sales

Stakeholder Engagements/Prospecting

- Conference Call with Charles Hatton – KICKBALL365 Summer 2025
- Visit with Jamie Ulmer – Theatre Lawrence – Theatre Festival March 2025
- Conference Call with Jeanna Page – KS Dept of Commerce - 2026 Conference
- Legislative Network – KSAE Meet and Greet – Topeka
- Tour Shenk Fields/Central Field – Kickball236 & JHH Summer 2025
- Weekly Calls with Allie Holiday – JHH collaborate future events
- Laura and Ruth to KC RV Show – ideas for MVIC
- KU Union Open House event
- Chamber Annual Meeting – Attended with JHH
- Collaborated with Paul, Paul’s Bakery – MeetKS for April 1
- Collaborated with Bobbie Flory – LHBA – LHBA Show February 2025
- Several Conversations with Snap Soccer – Sprots Rel Conf. 2024 Summer 2027
- Chris Herman – Art of Local Event at Springhill Suites March 8, 2025

Service Materials for incoming Groups

- None during Month of January

New Business for January 2025

- Kansas Theatre Festival – March 2025 WON
- KS Department of Commerce – Retainworks – May 2025 LOST
- REV IT UP – September 2025 – waiting for KUFB Schedule Pending
- Kansas Tourism Conference 2027 – Putting large proposal together Pending
- Topeka Impact – VB PreNationals – Assist with additional rooms – KU Dorms
- KICKBALL 365 – July 2025 – working with EL and JHH Pending
- Kansas Brewers Expo – February 2025 Assist
- KS APCO Conference – September 2026 – proposal sent pending
- Bee Keepers – June 2025 Assist
- Native American POWWOW – April 2025 Assist

Pending : Proposals sent to Hotels, Responses sent to planner – waiting response.

Currently Working : Have sent RFPs out, waiting on responses from Hotels.

Assist : EL requested to assist with Rooms/ for group coming to LK

Board Report – February 2025 – Sales

New LEADS/RFP's for February

- | | | |
|--------------------------------------|----------------|-----------------------------|
| - CCEKS 2025 Annual Conference | October 2025 | Lost will bid again in 2025 |
| - International Campus Ministries | July 2026 | Pending |
| - TIAK | October 2027 | pending |
| - Society of American Travel Writers | May 2026 | Postponing |
| - KEDA | September 2027 | WON |

New ASSISTS for February

- | | | |
|--|------------|------------------|
| - Pre-Nationals – Topeka Impact Volleyball | June 2025 | Hotels |
| - Native American Powwow | April 2025 | Hotels |
| - Rev it up | Sept 2025 | Hotels |
| - International Campus Ministries (KU) | July 2026 | Dorms and Hotels |

Service Materials – None this month

Prospecting Opportunities

- Attended KSAE Legislative Meet and Greet at Celtic Fox, Topeka – was able to visit with random Legislatures prior to the State of Address.
- Met with Mike Ray, GM at Clinton Marina – Visited about additional events we could bring out to the marina.
- Tour Shenk field and KU Common Field with Kickball 365 Rep and Allie Holiday with Jayhawk Hospitality. – Kickball 365 event in LK Summer of 2025
- Attended KSAE “On The Hill Ice Cream Social” – Topeka
- Attended Lawrence Home Show and distributed 2025 Lawrence Visitor Guides.
- Attended “Elevate” – Women’s event held at Innovation Park

Out and About

- Attended KC RV show with Ruth to gather ideas for eXplore Lawrence’s new Mobil Visitor’s Center.
- Attended KU Union open house. Toured and viewed all of KU Memorial Union’s event space, sampled new catering menu options, visited with KU staff and additional planners. Made connections with Ku Catering staff
- Attended Sports Kansas Zoom – talking about new Sports Grant request.

Definite Bookings for February

- Comedy Festival
- Kansas Brewers Expo
- KEDA
- Kansas Theatre Festival



JANUARY 2025 MARKETING REPORT

JANUARY MARKETING SUMMARY

Our January marketing campaigns focused on Lawrence Restaurant Week, the Winter Wonder Pass, the new visitor guide, Burger Battle, winter travel, events, and more. We also focused on evergreen content, including promoting a sale on merchandise at the Visitors Center, 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

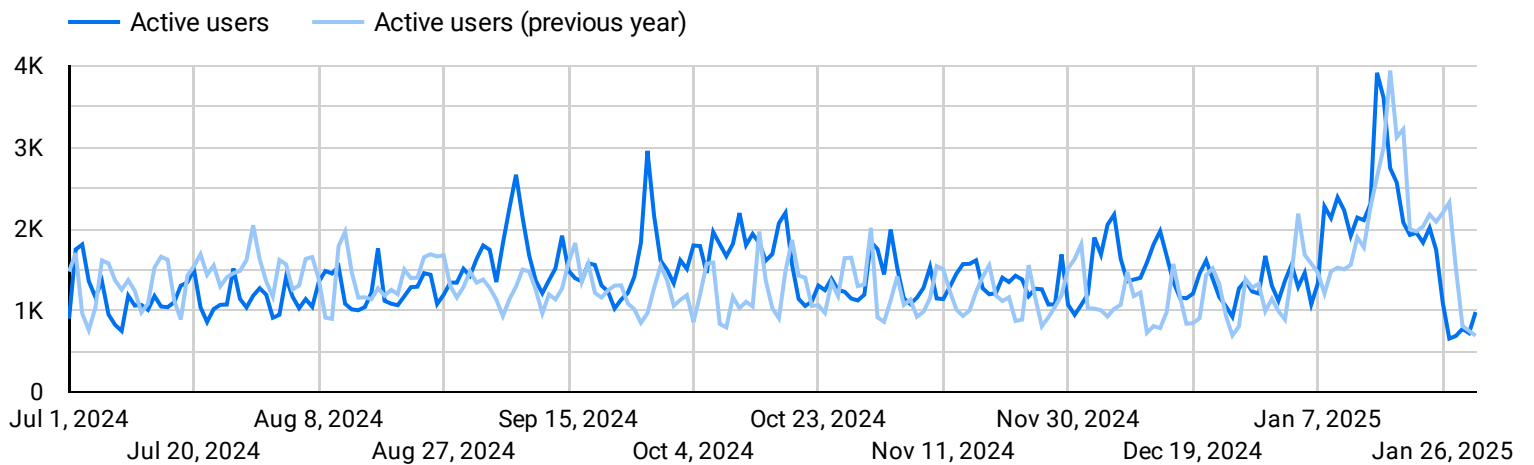
The total number of website users in January was 48,889, down 2% from January last year. Each user averaged almost 28 "events" on the site, including page views, scrolls, link clicks, video views, etc. Page views were down 9% from this month last year, totaling 343,916. This month annually brings a large event count and increased views due to Lawrence Restaurant Week and menus being housed on our website. The event count dropping was expected, as we added "menu available" graphics to menus for restaurant week, eliminating pointless clicks to empty listings.

Total users
48,889
↓ -2.1%

Event count
1,323,927
↓ -7.9%

Event count per user
27.58
↓ -5.8%

Views
343,916
↓ -9.6%



PAGE PERFORMANCE

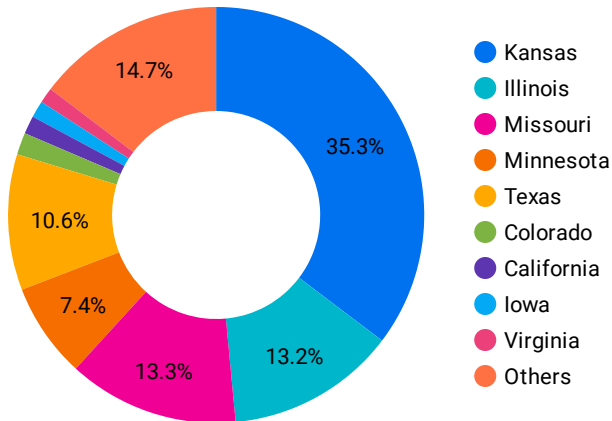
Page title	Views	% Δ
Lawrence Restaurant Week Save the d...	129,590	-8.1% ↓
Events Calendar - Unmistakably Lawren...	13,072	20.2% ↑
Eat - Unmistakably Lawrence	9,249	-31.7% ↓
Burger Battle	7,750	-
(not set)	5,627	115.8% ↑
715	5,254	-18.3% ↓
Merchants Pub & Plate	5,023	-21.6% ↓
Bon Bon Lawrence	4,380	-24.1% ↓
Culinaria	4,288	-6.6% ↓
Explore - Unmistakably Lawrence	4,190	1.6% ↑
Lawrence Restaurant Week	4,121	-70.0% ↓
Mass Street Fish House & Raw Bar	4,006	-21.3% ↓

ACQUISITION

Session default channel group	Sessions	% Δ
Organic Search	21,310	4.5% ↑
Paid Search	19,540	-11.6% ↓
Organic Social	9,837	-19.9% ↓
Direct	8,949	-9.4% ↓
Display	7,703	70.8% ↑
Referral	2,033	-34.3% ↓
Email	842	86.3% ↑
Paid Social	582	-
Unassigned	221	22.1% ↑

EXPLORELAWRENCE.COM

Monthly user demographics and traffic acquisition



Session source	Sessions	% Δ
google	47,550	3.3% ↑
(direct)	8,949	-9.4% ↓
m.facebook.com	6,883	-9.8% ↓
l.facebook.com	1,500	-39.5% ↓
bing	799	21.2% ↑
stackadapt	692	90.1% ↑
l.instagram.com	638	39.0% ↑
lm.facebook.com	603	-7.7% ↓
Unmistakably Lawrence E-News	595	68.1% ↑
fb	546	-

LEISURE ENEWS

Monthly tourism industry enews statistics

Recipients

8,578

Opens

2,437

Clicks

800

	Link	Clicks
1.	Lawrence Restaurant Week	335
2.	2025 restaurant week blog	62
3.	New year blog	61
4.	Winter Wonder Pass	50
5.	Eat Lawrence	44
6.	Events	42
7.	Stand up comedy event	37
8.	LRW Facebook Event	36
9.	Native Gardens Theatre Lawrence	30
10.	explorelawrence.com	25

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INDUSTRY ENEWS

Monthly tourism industry enews statistics

Recipients

1,341

Opens

485

Clicks

720

	Link	Clicks
1.	Lawrence Restaurant Week	117
2.	Explorelawrence.com	101
3.	Events	98
4.	Extranet Login	93
5.	KS Dept of Commerce Grants Cale...	67
6.	Submit your event	65
7.	Douglas County Heritage Conserv...	63
8.	Best college towns	22

1 - 8 / 8 < >

SOCIAL MEDIA

January's social media activity on Facebook, Instagram, and TikTok resulted in an increase of over 450 new fans, over 308,000 impressions, 14,111 post engagements, and over 100,000 video views. Popular content included Lawrence Restaurant Week, winter, basketball weekends, and more. Total followers are 32,194.

Impressions
308,622

Engagement
14,111

Video Views
100,988

New Followers
455

Platform	Impressions ▾	Engagement	Video Views	New Followers
Instagram	174,952	6,622	81,974	260
Facebook	129,746	7,121	11,798	162
TikTok	3,924	368	7,216	33

LAWRENCE PASSPORTS

Pass ▾	Pass Sign-ups	Check-ins	Offer Redemptions	Email Opt-ins
1.. Winter Wonder Pass	660	706	5	302
2.. MET&L Prairie Pour Tour	1229	null	null	null
3.. Cocktail Trail (LRA)	323	286	null	106
4.. Burger Battle	309	159	null	153

1 - 4 / 4 < >

NOTABLE UPDATES

We hosted a travel writer in August who nominated Free State Brewery for USA Today's 10 Best Brewpubs. We are thrilled she enjoyed Lawrence enough to submit this nomination. As of February 10th, Free State was in second place.

Lawrence Restaurant Week was a huge success. The Restaurant Week landing page saw over 130,000 views and exponentially increased our user count.

Allison attended her first Destinations International Small Destination Task Force meeting.

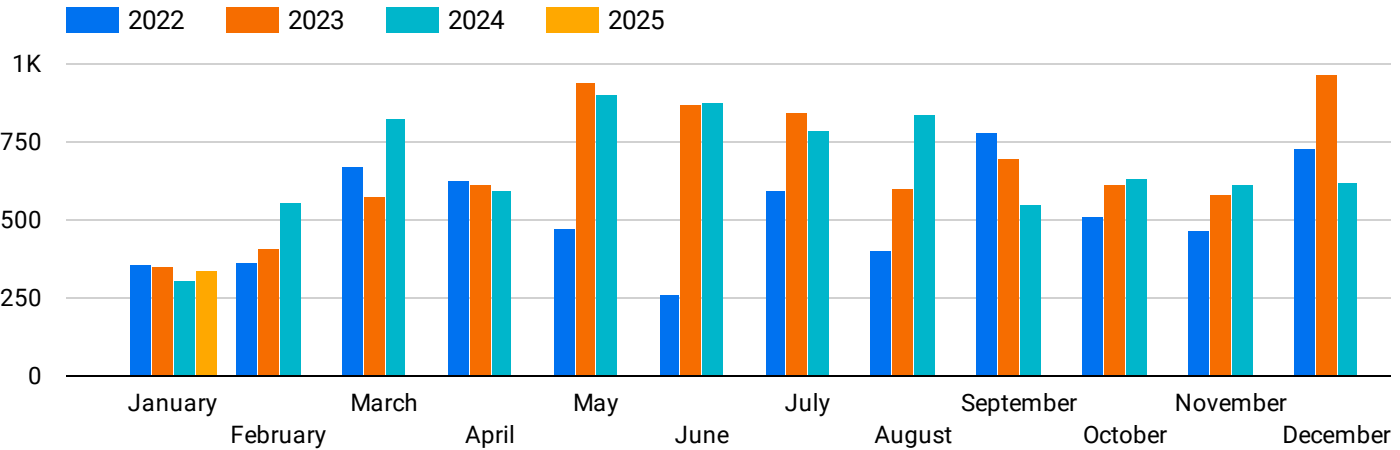


JANUARY VISITOR CENTER REPORT

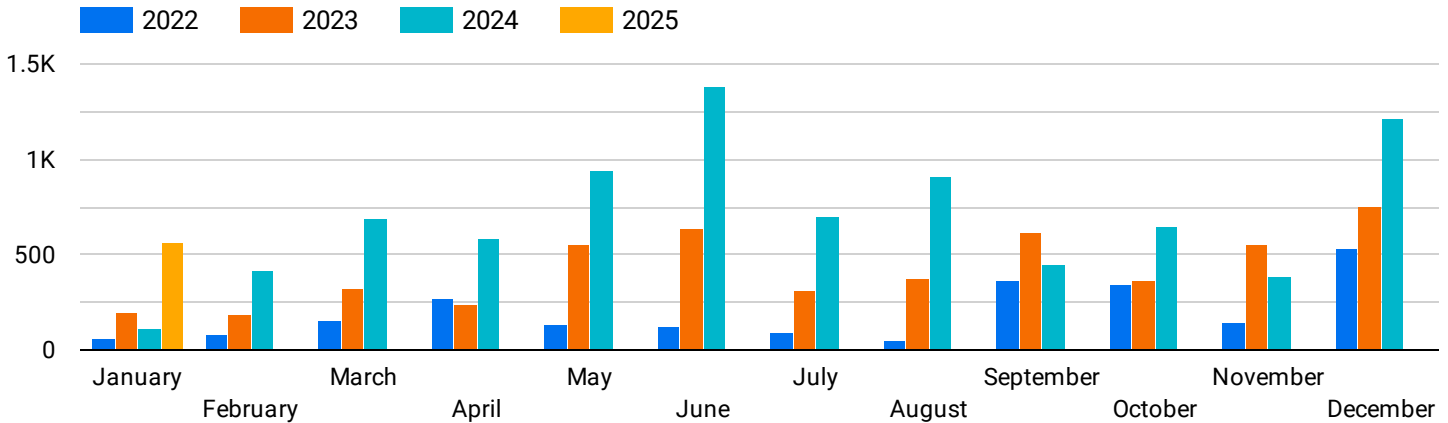
JANUARY VISITOR CENTER SUMMARY

January's walk-in visitors totaled 620, trending very similar to January the previous year. The total gross retail sales for January came to \$571. We had a 30% off everything sale as we shifted to the closing of 812 Massachusetts next month.

VISITORS CENTER WALK-INS



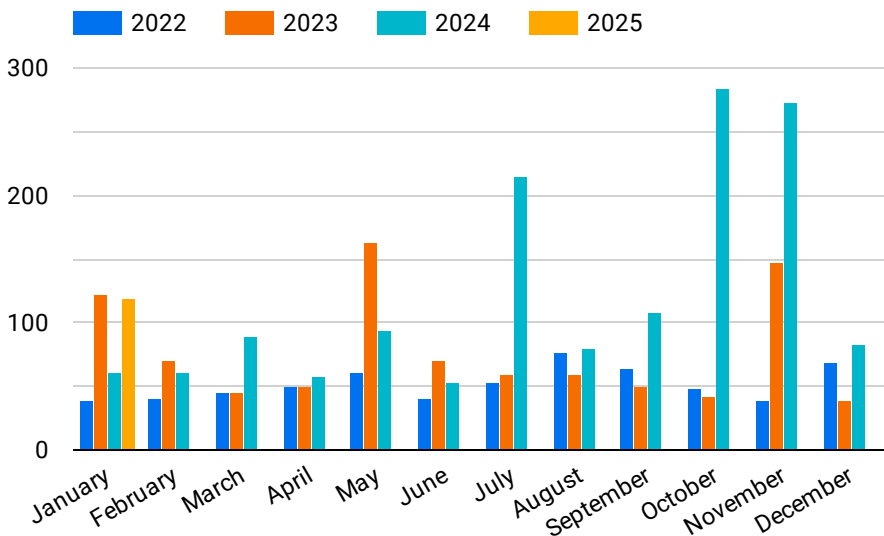
MONTHLY SALES



WEBSITE INQUIRIES

The Visitors Center fulfills requests for Visitors Guides through the website. In January, there were 119 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. Food	65
2. Events	59
3. Arts/Culture	56
4. Shopping	50
5. History	45
6. Recreation	37
7. Family	35
8. Basketball	33



FEBRUARY 2025 MARKETING REPORT

FEBRUARY MARKETING SUMMARY

Our February marketing campaigns focused on events, live music, upcoming spring travel, the new visitor guide, and more. We also focused on evergreen content, including promoting the final sale of merchandise at the Visitors Center, 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

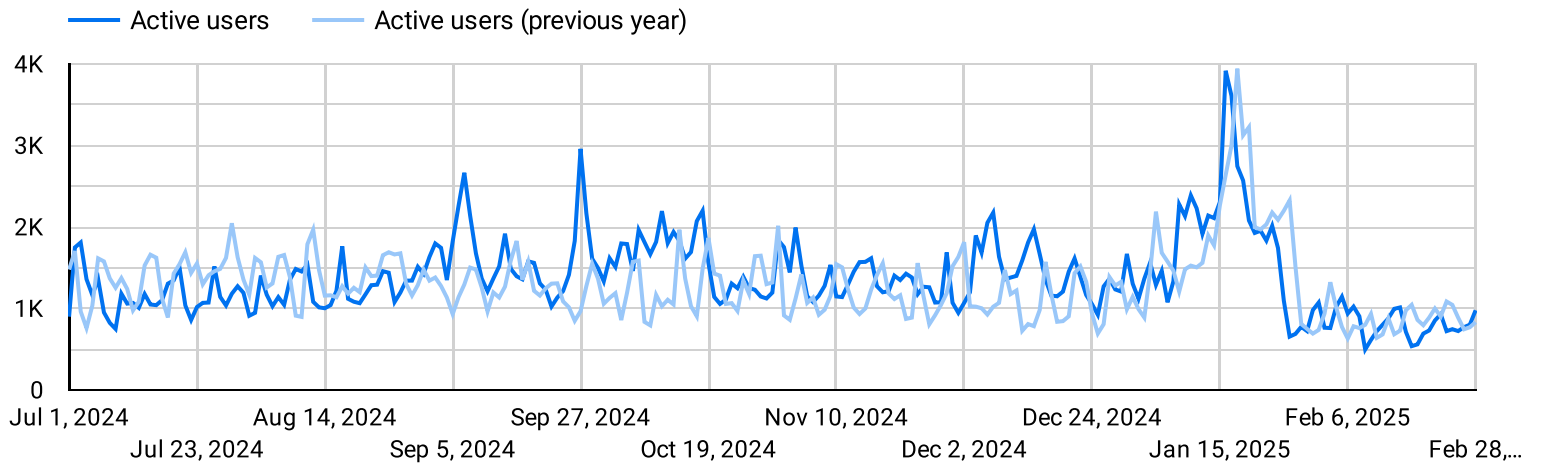
In February, the total number of website users was 20,692, down 8% from February last year. Each user averaged almost 16 "events" on the site, including page views, scrolls, link clicks, video views, etc. Page views were down 5% from this month last year, totaling 77,587.

Total users
20,692
↓ -8.3%

Event count
314,104
↑ 1.4%

Event count per user
15.43
↑ 10.8%

Views
77,587
↓ -5.5%



PAGE PERFORMANCE

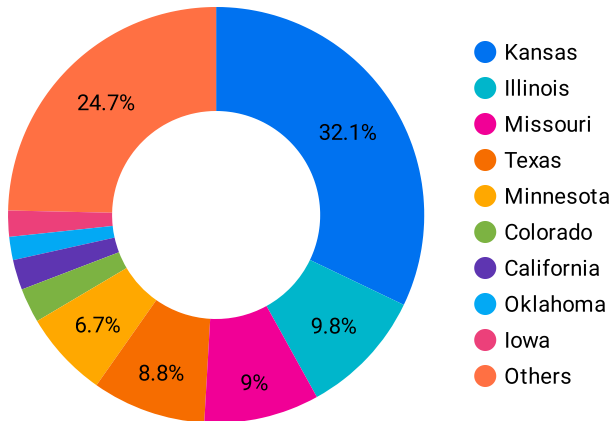
Page title	Views ▾	% Δ
Events Calendar - Unmistakably Lawren...	19,378	10.7% ↑
Eat - Unmistakably Lawrence	4,487	15.3% ↑
Explore - Unmistakably Lawrence	3,510	1.6% ↑
Concerts & Live Music	2,135	23.6% ↑
Kiddos - Unmistakably Lawrence	1,659	-1.8% ↓
Downtown & Mass Street	1,621	-10.9% ↓
Play - Unmistakably Lawrence	1,476	-4.9% ↓
See - Unmistakably Lawrence	1,371	-10.7% ↓
Shop - Unmistakably Lawrence	1,284	-16.0% ↓
Final Fridays in Lawrence, Kansas	1,253	-28.6% ↓
Celebrating Black History Month in Lawr...	1,088	-
Lawrence, Kansas Daily Deals. See what...	950	-34.1% ↓

ACQUISITION

Session default channel group	Sessions ▾	% Δ
Organic Search	17,880	14.5% ↑
Direct	3,059	-17.9% ↓
Organic Social	2,265	134.2% ↑
Paid Search	2,108	-44.4% ↓
Referral	1,193	-51.1% ↓
Display	705	-57.4% ↓
Email	614	64.6% ↑
Unassigned	201	95.1% ↑
Paid Other	1	-

EXPLORELAWRENCE.COM

Monthly user demographics and traffic acquisition



Session source	Sessions	% Δ
google	18,946	-4.2% ↓
(direct)	3,059	-17.9% ↓
m.facebook.com	1,509	127.9% ↑
stackadapt	584	117.9% ↑
bing	557	5.3% ↑
l.facebook.com	420	241.5% ↑
Unmistakably Lawrence E-News	416	29.2% ↑
ku.edu	247	-32.3% ↓
yahoo	203	44.0% ↑
(not set)	186	132.5% ↑

LEISURE ENEWS

Monthly tourism industry enews statistics

Recipients
8,556

Opens
1,468

Clicks
696

	Link	Clicks
1.	Valentine's Holiday Events Calend...	119
2.	Live Music Blog	67
3.	Things to Do - Shopping	55
4.	Kevin Wilmott Film Festival	53
5.	Homepage	50
6.	Lawrence Comedy Fest	47
7.	John Lewis Waller History Blog	47
8.	Super Bowl Watch Parties Calendar	42
9.	Kaw Valley Seed Fair	41
10.	Events	39

1 - 10 / 10 < >

INDUSTRY ENEWS

Monthly tourism industry enews statistics

Recipients
1,341

Opens
485

Clicks
720

	Link	Clicks
1.	Lawrence Restaurant Week	117
2.	Explorelawrence.com	101
3.	Events	98
4.	Extranet Login	93
5.	KS Dept of Commerce Grants Cale...	67
6.	Submit your event	65
7.	Douglas County Heritage Conserv...	63
8.	Best college towns	22

1 - 8 / 8 < >

SOCIAL MEDIA

February's social media activity on Facebook, Instagram, and TikTok resulted in an increase of over 230 new fans, over 216,000 impressions, 11,922 post engagements, and over 65,000 video views. Popular content included reels, athletic events, Valentine's day, and blogs.

Impressions
216,630

Engagement
11,922

Video Views
65,582

New Followers
237

Platform	Impressions ▾	Engagement	Video Views	New Followers
Facebook	125,193	7,891	20,923	61
Instagram	83,907	3,270	33,825	146
TikTok	7,530	761	10,834	30

LAWRENCE PASSPORTS *Same report as January. No new passports to report.

Pass ▾	Pass Sign-ups	Check-ins	Offer Redemptions	Email Opt-ins
1.. Winter Wonder Pass	660	706	5	302
2.. MET&L Prairie Pour Tour	1229	null	null	null
3.. Cocktail Trail (LRA)	323	286	null	106
4.. Burger Battle	309	159	null	153

1 - 4 / 4 < >

NOTABLE UPDATES

We hosted a travel writer in August who nominated Free State Brewery for USA Today's 10 Best Brewpubs. We are thrilled she enjoyed Lawrence enough to submit this nomination. As of February 10th, Free State was awarded 3rd place in the country.

Allison attended her first Destinations International Marketing Committee meeting.

We started interviews for the Manager of Grapher Design and Special Projects position.

Allison met with KC2026 marketing and regional impact to discuss propelling Lawrence forward and partnering together for World Cup marketing.

Allison met with Sharice Davids for a World Cup discussion on hospitality and how Northeast Kansas is preparing for an influx of visitors during World Cup 2026.

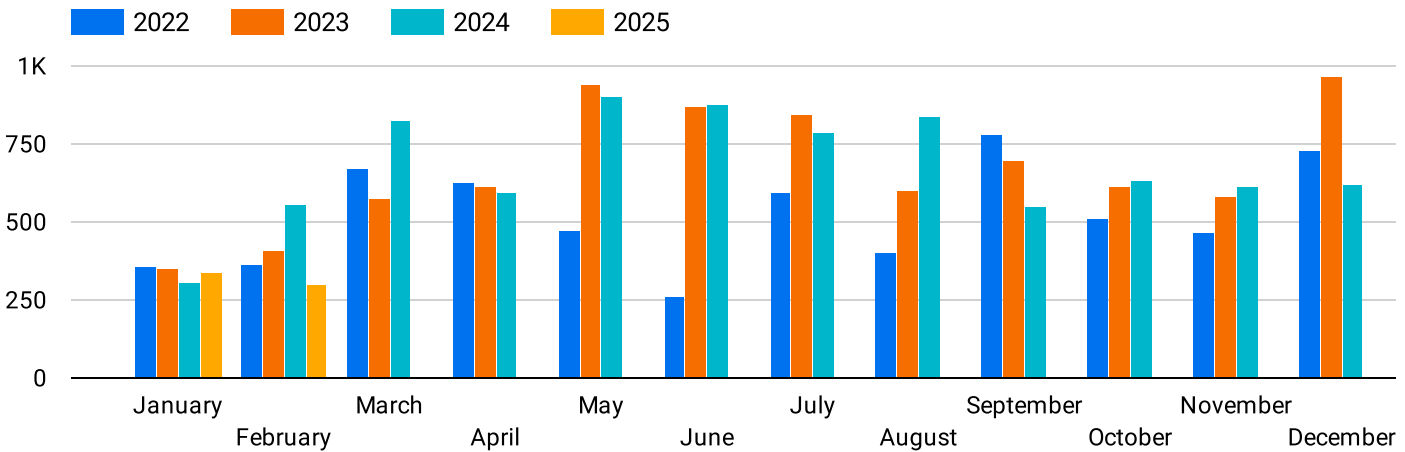


FEBRUARY VISITOR CENTER REPORT

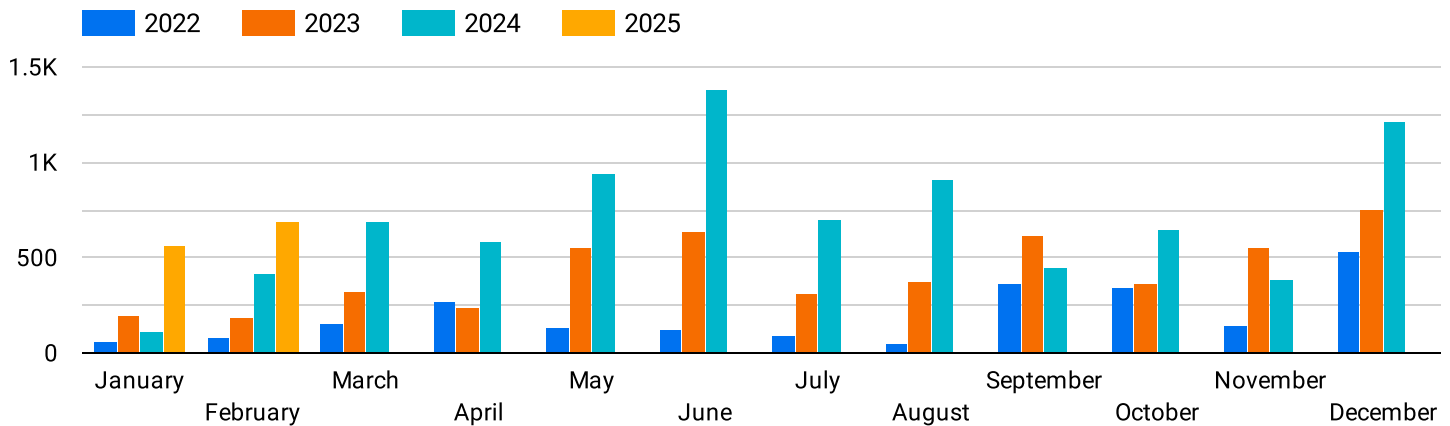
FEBRUARY VISITOR CENTER SUMMARY

February's walk-in visitors totaled 304, trending lower than February the previous year. The total gross retail sales for February came to \$697. We had a 30% off everything sale as we shifted to the closing of 812 Massachusetts at the end of this month.

VISITORS CENTER WALK-INS



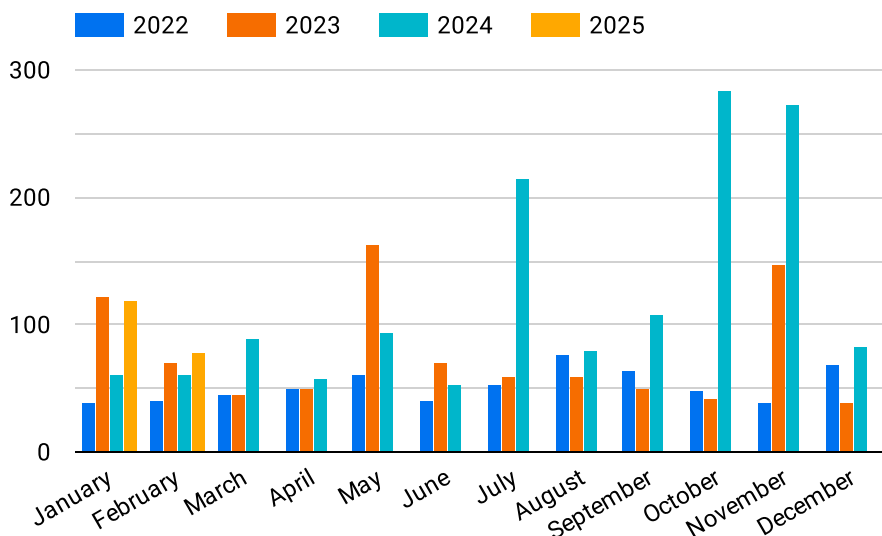
MONTHLY SALES



WEBSITE INQUIRIES

The Visitors Center fulfills requests for Visitors Guides through the website. In January, there were 119 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)



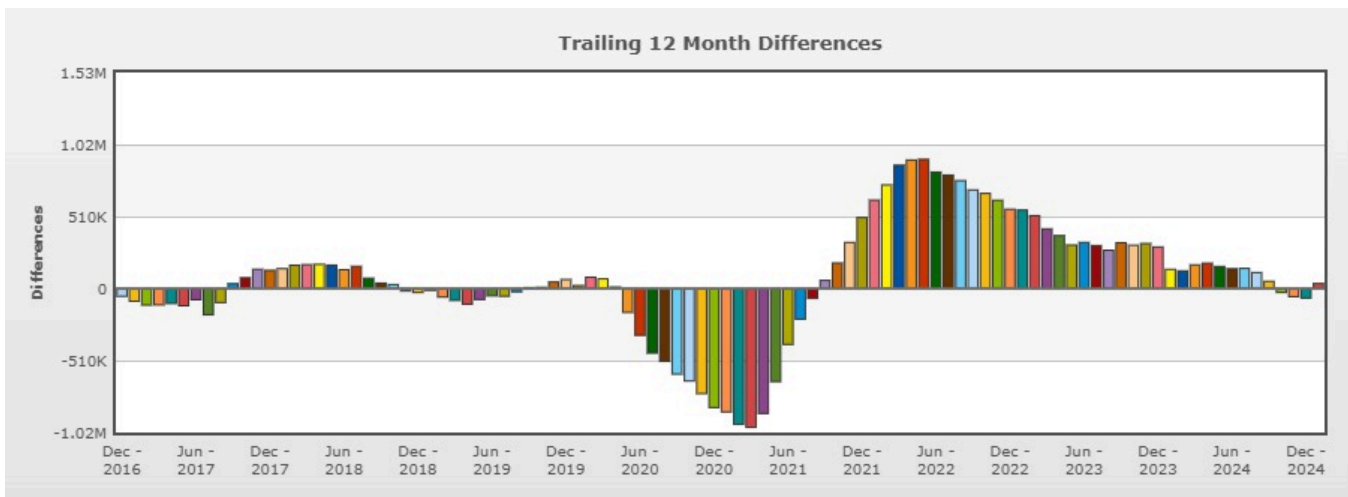
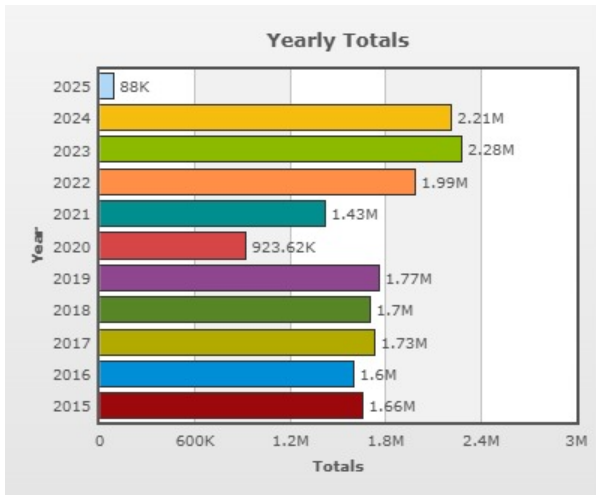
WEBSITE INQUIRIES - INTERESTS

	Interest	Count
1.	Other	48
2.	Food	43
3.	Arts/Cult...	41
4.	Events	40
5.	History	33
6.	Shopping	30
7.	Family	28
8.	Recreation	26



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	0	
March	95,280	105,298	116,791	132,019	123,763	103,118	61,061	158,537	162,399	208,819	0	
Qtr 1	246,194	305,885	304,536	343,736	326,883	314,106	160,867	378,124	456,596	408,371	88,003	9.76%
April	124,152	124,594	134,997	147,412	133,185	61,358	87,896	151,582	167,214	194,623	0	
May	126,642	147,762	152,491	152,041	184,797	37,870	116,471	199,887	217,061	210,991	0	
June	183,250	161,930	183,216	171,487	185,634	38,022	154,237	180,085	224,361	252,388	0	
Qtr 2	434,044	434,286	470,704	470,940	503,616	137,250	358,604	531,554	608,636	658,002	0	
July	37,085	138,574	133,188	152,087	168,245	58,308	127,254	174,977	200,428	228,298	0	
August	211,166	164,378	204,992	161,411	149,099	78,147	154,104	190,619	193,987	168,231	0	
September	235,022	128,957	155,957	148,506	170,578	102,374	161,468	154,860	200,813	184,465	0	
Qtr 3	483,273	431,909	494,137	462,004	487,922	238,829	442,826	520,456	595,228	580,994	0	
October	197,756	156,868	157,890	148,412	140,822	83,871	150,112	191,637	216,140	161,879	0	
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	
Qtr 4	494,196	430,801	461,833	426,328	448,311	233,437	463,777	556,990	620,792	566,147	0	
Year Totals:	1,657,707	1,602,881	1,731,210	1,703,008	1,766,732	923,622	1,426,074	1,987,124	2,281,252	2,213,514	88,003	9.76%

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





February 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:

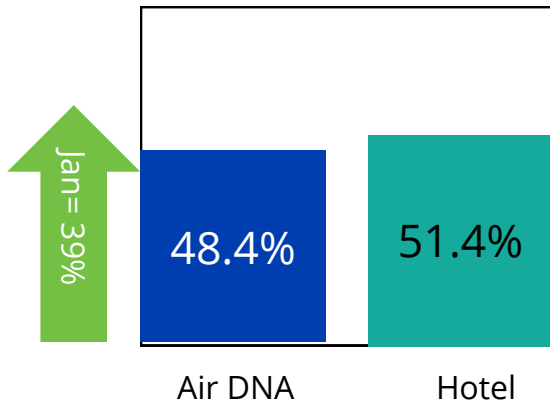
- 1) Occupancy Percent: Reflects the percentage of rooms occupied
- 2) Average Daily Rate (ADR): Reflects the average rate paid for rooms sold
- 3) RevPAR: Reflects the revenue per available room
- 4) Room Supply: Reflects the number of rooms available
- 5) Room Demand: Reflects the number of rooms sold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



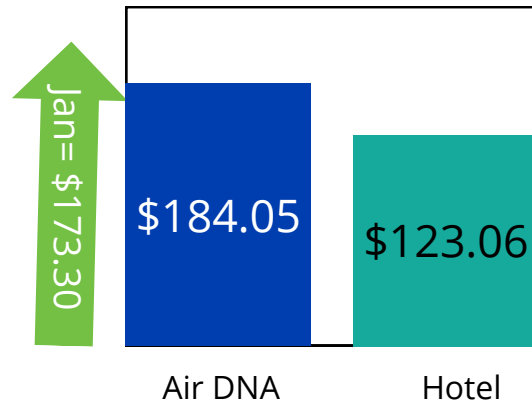
February Air DNA Report

A comparison of hotel vs short term rental data

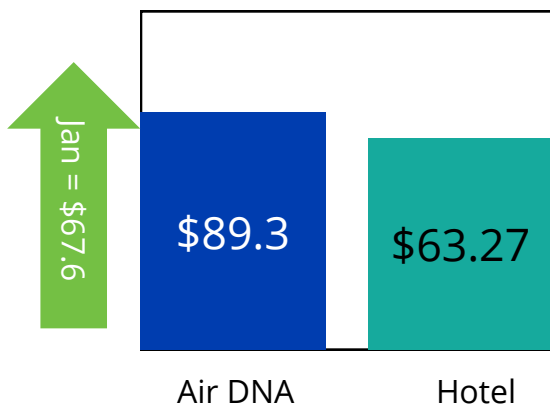
February Occupancy



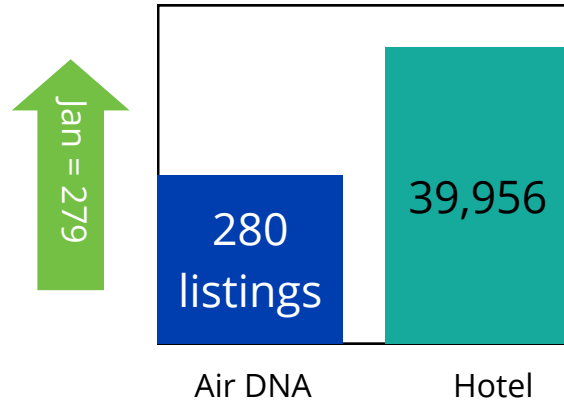
February ADR



February RevPAR



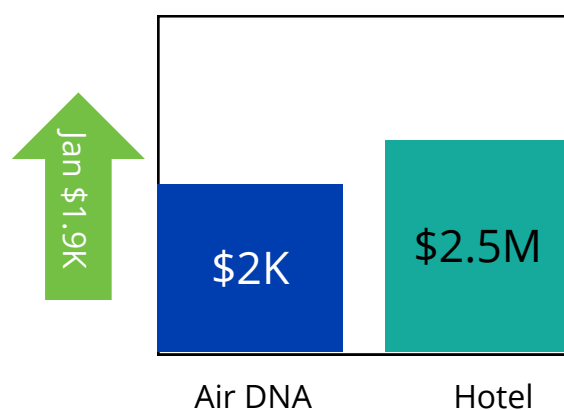
February Room Supply



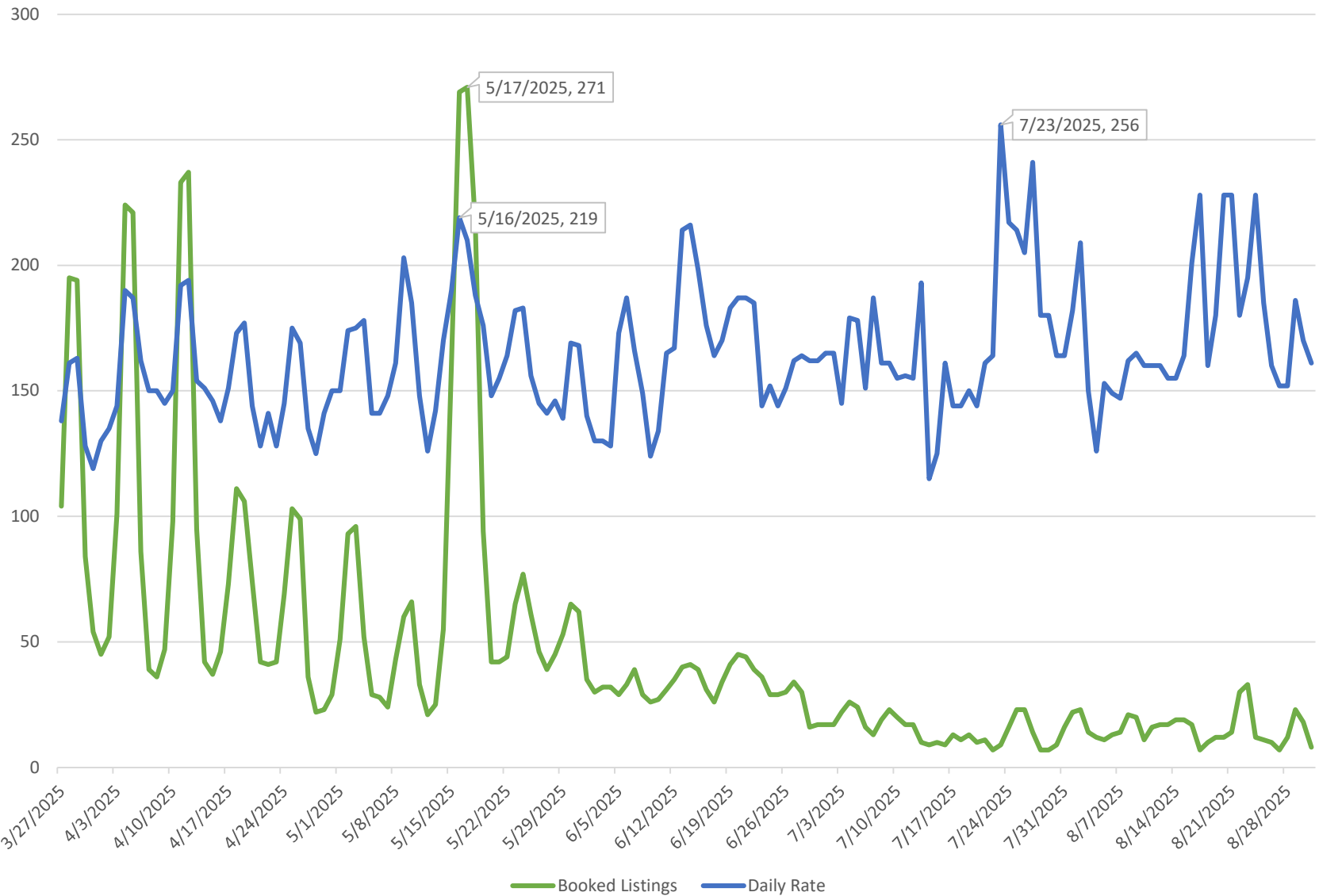
ADR/Bedroom

- 6 br	\$352.90
- 5 br	\$508.50
- 4 br	\$422.40
- 3 br	\$219.30
- 2 br	\$142.70
- 1 br	\$111.70

February Revenue



AIR DNA Future Bookings 3.27.25 -8.27.25



Senator Jerry Moran
Dirksen Senate Office Building
Room 521
Washington, DC 20515

March xx, 2025

Dear Senator Moran:

I write in strong support of full funding for America's National Heritage Areas in both FY 2025 and FY 2026. I have had the pleasure of working closely with and benefiting from Freedom's Frontier National Heritage Area (FFNHA) in eastern Kansas. Its impact on our community is immense and irreplaceable. Freedom's Frontier and the 61 other NHAs around the country deserve adequate funding to continue telling America's story.

[paragraph on how your organization has benefited from FFNHA grants and what program/initiative would go unfunded if federal funding was not provided, community impact, etc. Use both qualitative and quantitative metrics if possible]

FFNHA's contributions to our community are indicative of the work of National Heritage Areas from coast to coast. In FY 2023, NHAs leveraged nearly \$50 million in non-federal contributions, nearly doubling their federal funding. This public-private partnership led to 2.4 million visitors to NHA events in 2023, conducted through partnerships with more than 7,000 organizations like mine. Indeed, one study found that NHAs were responsible for a nearly \$13 billion economic impact in the communities they serve.

Despite growing in numbers, utilization, popularity, and broad bipartisan support, total federal funding for National Heritage Areas has remained relatively flat. In fact, in inflation-adjusted dollars, individual NHAs are currently receiving half of the funding they received 20 years ago. While NHAs have proven they are efficient and effective stewards of taxpayer dollars, any additional reduction in federal support jeopardizes their work and the vital programming they administer. I am particularly concerned about inadequate funding with the 250th Anniversary of America's independence just around the corner; NHAs can and should be central in highlighting the history of our country during an important milestone.

In FY 2025 and FY 2026, the Alliance of National Heritage Areas and its member NHAs are requesting \$33.5 million in annual funding for the National Heritage Area program, administered through the National Park Service. This would amount to approximately \$500,000 for each NHA – a small price to pay given what they provide to communities like mine. Unfortunately, both the current continuing resolution (CR) and House and Senate versions of the Interior, Environment, and Related Agencies Appropriations bill fall several million dollars short of this modest funding request.

During a time of increased scrutiny over federal spending, I hope members of Congress can recognize the programs that are actually working and providing tremendous returns for taxpayers. That's why I encourage you to work with your colleagues to ensure that NHAs like Freedom's Frontier get the funding they need to celebrate what makes America special. Please support \$33.5 million in total funding for The National Heritage Program.

Sincerely,

[Name]

[Organization]



Request for Proposal

Bookkeeping/Accounting Services for eXplore Lawrence

Summary of Request

eXplore Lawrence (EL), a 501 (c) (6) not-for-profit trade association, is seeking proposals from seasoned practices to provide bookkeeping/accounting/benefit administration services for EL beginning for fiscal year January 1, 2022. The contract will be for a three-year period with the option to extend for an additional two years.

To be considered, a proposal must be received via e-mail as an Adobe Acrobat PDF format on or before October 10th, 2021 at the following e-mail address: kanspach@explorelawrence.com.

Questions should be directed to Kim Anspach, Executive Director at 785-856-2389

1. Introduction

EL is the official destination management organization for the city of Lawrence and Douglas County. Serving this function, EL aggressively markets the destination to meeting professionals and leisure travelers. EL is an economic development organization charged with generating and increasing visitor revenue.

Funding for EL comes from a number of sources, including a contract for services with the City of Lawrence, grants, advertising, and sales of merchandise.

2. Scope of Work to be Performed

- a. Accounts Payable/Accounts Receivable
 - i. Monitor bank accounts
 - ii. Prepare monthly reports (Profit & Loss/Balance Sheet/Budget vs. Actual)
 - iii. Submit sales tax returns and payments quarterly with KDOR
 - iv. Work with independent auditor for preparation of the 990, etc.

b. Payroll and Personnel Services

- i. Process payroll twice a month
- ii. Submit 940's with KS withholding twice a month
- iii. Submit 940's and 941's quarterly
- iv. Submit unemployment returns with KDOL quarterly
- v. Maintain benefits records
- vi. 401(k) monthly submissions
- vii. Maintain disability and life insurance records
- viii. Set up new employees as needed

c. Annually prepare:

- i. W-2's to employees
- ii. W-3 and KW-3 to federal and state agencies
- iii. 1099's to all contractors
- iv. 1096 to SSA/IRS

Sent to these Accounting Firms:

Robinhood of Taxes

Chamber for distribution

SSCPAs

Office Helpline – KA completed interest form

Mooberry Financial

McFadden Group

Stonecreek Accounting

Kahn and Associates

Caroline Edinger

~~Walt Kilm~~

Ben Miller

Kindred