



eXplore Lawrence Board Meeting Agenda

Friday 6/27/25

1 P.M. Carnegie Building

1. Approval of Minutes
2. Financials
3. Staff Reports
4. Executive Director Report:
 - 2026 Budget
 - TGT Rate Discussions
 - Mobile Experience Van



Explore Lawrence

Board of Directors Meeting

May 30, 2025

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

Present online: Anthea Scouffas, Heidi Champagne, Commissioner Amber Sellers

Absent: Andrew Holt, Emily Peterson, Margann Bennett, Anthea Scouffas, Heidi Champagne, Amber Sellers

Staff: Sara Harley, Office and Sales Coordinator (notetaker)

Drew called the meeting to order at 1:03 PM

MINUTES/FINANCIALS:

April minutes were approved with an edit to the TGT Conversation section to clarify that both Kim and Luis will be leading the initiative.

Financials were presented to the group, including the first quarterly disbursement of funds from the city. The funds were split into appropriate buckets and moved into the money market account. We expect to have \$200,000 in the bid fund by EOY and are researching higher interest accounts to place funds in.

Miscoded expenses have been corrected. We expect marketing and digital spending to increase during Spring/Summer, along with spending in the mobile van budget lines.

The budget for the Lawrence Tourism Summit is set and will come from a \$5,000 budget line which also supports quarterly DOS meetings. Freedom's Frontier NHA has moved out of the office after paying \$7,500 of their expected \$15,000 in annual shared services costs. Space will be cleared out.

We are on track with our current budget and there are no changes to expected spending.

STAFF REPORTS:

Marketing:

Kim presented a proposal prepared by Allison, proposing to move next year's Visitor's Guide from a printed to a digital model. The current Visitor's Guide costs approximately \$100,000 per year in printing and distribution; a digital-only inspiration guide with a flipbook format and printed rack cards with QR codes would significantly reduce cost and storage space. The digital guide is expected to include inspirational content, articles, and recommendations from local influencers. We do not plan to sell ads for the digital guide. There was a question about the guide being translatable like the

website, which we will look into. The board is in favor of the proposal and feels that it aligns with the direction of the overall industry.

In other marketing news, we experienced a dip in year-over-year page views during the past month (13% decline) which we attribute to high interest news stories happening around this time last year, which inflated page view numbers.

Sales:

Kim provided an explanation of our definitions of Leads and Assists and explained their equal importance in achieving our sales goals.

TGT income was down a little in April but remains up overall YTD. We are seeing a slight decline in room demand overall but the lodging report is otherwise consistent. We expect to see short term rentals spike over football weekends.

The monthly report was delivered in its new format, with feedback from the Board. There is interest in continuing to see a monthly list of leads/events for the coming month, possibly linked externally. Our goals are aligned with encouraging a quality over quantity mentality, going after high value leads rather than chasing raw numbers.

EXECUTIVE DIRECTOR'S REPORT:

2026 Budget Request:

Kim presented a draft memo to the city with proposed allocations and an increase of \$247,870 over last year's operating budget and a \$25,000 reduction of EL's request for bid funds. We plan to redirect money to support marketing and sales efforts, especially for World Cup in the coming year.

The increase also supports increases to staffing and payroll, and health insurance cost increases. We propose a ~\$27,000 increase to these costs and the creation of a \$70,000 dedicated World Cup budget line with an additional \$10,000 for promotional items.

The Board is comfortable with this request and encourages us to submit it with an emphasis on World Cup and TGT increases.

Drew called a vote, in favor of editing the memo to add World Cup and TGT increase language, with a final copy sent to the board before sending. All in favor.

2025 Budget Reallocation:

Any reallocation over \$7,500 must be approved. We propose to reallocate \$30,000 from payroll to the marketing and design budget line to shift money into contract services with our designer. Drew called a vote, no questions. All in favor.

TGT Increases:

We have an email drafted to explore the possibility of increases to the TGT rate. We will be convening a working group to look into rate options and provide recommendations to the city manager's office.

Preview of the Mobile Experience Van:

Kim presented a visual preview and mockup of the current plan for the Mobile Experience Van, complete with personality board and color palette within brand guidelines. We are working to add a Meetings experience to support Sales use of the van. The plan is for the design to be self-contained and to function without wi-fi but we would like to include a hotspot in the van.

The Board is excited about the design and encourages us to question the designers on continuous tech support and maintenance.

ADJOURNMENT:

Drew requested a motion to adjourn (Heather, Kirk). The meeting adjourned at 2:12 pm.

Next meeting is June 27 at 1:00 pm in the Carnegie Building.

Respectfully submitted,
Sara Harley

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

	May 31, 25
ASSETS	
Current Assets	
Checking/Savings	
1020 · US Bank Checking	383,573.22
1030 · US Bank Money Market	130,487.87
1050 · Reserve Fund	327,624.57
1060 · Petty Cash	215.00
Total Checking/Savings	841,900.66
Other Current Assets	
1420 · Prepaid Expenses	1,619.30
Total Other Current Assets	1,619.30
Total Current Assets	843,519.96
Fixed Assets	
2150 · Vehicles	29,000.00
2200 · Leasehold Improvement	107,174.01
2500 · Accumulated Depreciation	-63,385.06
Total Fixed Assets	72,788.95
Other Assets	
1225 · Deposits	3,100.00
Total Other Assets	3,100.00
TOTAL ASSETS	919,408.91
LIABILITIES & EQUITY	
Liabilities	
Current Liabilities	
Accounts Payable	
3000 · Accounts Payable	29,961.16
Total Accounts Payable	29,961.16
Credit Cards	
2109 · Credit Card - US Bank 2981	5,533.86
Total Credit Cards	5,533.86
Other Current Liabilities	
3100 · Payroll Liabilities	
3105 · Accrued Payroll	7,821.16
3110 · Federal & FICA Payable	4,844.62
3111 · KS Withholding Payable	1,152.00
3112 · FUTA Payable	297.29
3113 · KS SUTA Payable	25.09
3114 · Health Insurance Payable	-4,745.74
Total 3100 · Payroll Liabilities	9,394.42
3150 · 401(K) W/H Payable	1,353.87
Total Other Current Liabilities	10,748.29
Total Current Liabilities	46,243.31
Total Liabilities	46,243.31

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

	May 31, 25
Equity	
4100 · Beginning Fund Balance	1,035,188.86
Net income	-162,023.26
Total Equity	873,165.60
TOTAL LIABILITIES & EQUITY	919,408.91

EXPLORE LAWRENCE INC

Profit & Loss Budget Performance

May 2025

	May 25	Budget	Jan - May 25	YTD Budget	Annual Budget
Ordinary Income/Expense					
Income					
5000 - Guest Tax	0.00	115,833.33	347,750.00	579,166.69	1,390,000.00
5100 - Visitors Guide	0.00	2,083.33	28,052.50	10,416.69	25,000.00
5200 - Merchandise Sales	0.00	833.33	798.06	4,166.69	10,000.00
5500 - DMI	1,250.00	1,250.00	9,711.46	6,250.00	15,000.00
5600 - Co-Op Marketing	0.00	833.33	11,000.00	4,166.69	10,000.00
5660 - DTN	1,491.60	500.00	2,923.60	2,500.00	6,000.00
5665 - Kansas Tourism Grant	0.00	3,333.33	0.00	16,666.69	40,000.00
5670 - Bid Fund	0.00	8,250.00	24,750.00	41,250.00	99,000.00
5700 - Miscellaneous Income	0.00	250.00	0.00	1,250.00	3,000.00
Total Income	2,741.60	133,166.65	424,985.62	665,833.45	1,598,000.00
Cost of Goods Sold					
6100 - Merchandise Cost	0.00	416.67	0.00	2,083.35	5,000.00
Total COGS	0.00	416.67	0.00	2,083.35	5,000.00
Gross Profit	2,741.60	132,749.98	424,985.62	663,750.10	1,593,000.00
Expense					
7000 - Payroll Expense					
7081 - Payroll	46,926.96	39,452.92	175,214.52	197,264.56	473,435.00
7083 - Accrued Payroll Expense	-12,513.88		-3,363.39		
7260 - Retirement Plan	2,091.45	1,916.67	7,718.68	9,583.35	23,000.00
7085 - Health Insurance	5,765.62	4,166.67	20,043.46	20,833.35	50,000.00
7070 - Incentive Program	0.00	1,250.00	1,500.00	6,250.00	15,000.00
Total 7000 - Payroll Expense	42,260.15	46,786.26	201,113.27	233,931.26	561,435.00
7100 - Payroll Tax Expense					
7100.1 - FICA Expense	2,532.58		13,261.36		
7100.2 - FUTA Expense	7.20		297.29		
7100.3 - SUTA Expense	3.72		283.80		
Total 7100 - Payroll Tax Expense	2,843.50		13,842.45		
7600 - Programs					
7601 - Advertising					
7601.4 - Public Relations	143.19	3,208.33	6,143.19	16,041.65	38,500.00
7601.6 - Visitor Guide Distribution	0.00	1,916.67	8,550.00	9,583.35	23,000.00
7601.8 - Digital	28,890.98	22,949.58	67,185.46	114,747.94	275,395.00
7601.9 - Partner Media Buy Program	0.00		250.00		
7601.10 - Magazine	3,265.00	1,750.00	7,280.00	8,750.00	21,000.00
7601.12 - Content	5,825.00	916.67	6,625.00	4,583.35	11,000.00
7601.14 - Outdoor	0.00		0.00		
7601.15 - COOP Marketing Expense	0.00	416.67	4,241.78	2,083.35	5,000.00
7601.19 - Publications	65.60	433.33	4,525.83	2,166.69	5,200.00
7601.2 - Design	0.00	3,250.00	1,155.50	16,250.00	39,000.00
7601.21 - Opportunity Fund	0.00		19,500.00	8,125.00	19,500.00
7601.22 - Tracking	0.00	1,625.00			
7601 - Advertising - Other	0.00	1,787.92	0.00	8,939.60	21,455.00
Total 7601 - Advertising	38,189.77	38,254.17	125,456.76	191,270.93	459,050.00
7619 - Incentive Travel					
7619.0 - General Fund	0.00	166.67	0.00	833.31	2,000.00
7619.1 - Committed Incentives	0.00	583.33	0.00	2,916.69	7,000.00
7619.2 - New Business	0.00	1,250.00	0.00	6,250.00	15,000.00
Total 7619 - Incentive Travel	0.00	2,000.00	0.00	10,000.00	24,000.00
7625 - Simpleview Data Base	0.00	1,416.67	19,205.00	7,083.31	17,000.00
7641 - Promotional Materials	0.00	1,666.67	4,466.69	8,333.31	20,000.00

EXPLORE LAWRENCE INC

Profit & Loss Budget Performance

May 2025

	May 25	Budget	Jan - May 25	YTD Budget	Annual Budget
7642 · Trade Shows					
7642.0 · General Fund	0.00	583.33	947.09	2,916.69	7,000.00
7642.1 · Trade Show Travel	1,441.03	250.00	1,867.36	1,250.00	3,000.00
Total 7642 · Trade Shows	1,441.03	833.33	2,814.47	4,166.69	10,000.00
7643 · Website Hosting	0.00	2,500.00	16,825.00	12,500.00	30,000.00
7644 · Printing and Reproduction	0.00	500.00	3,324.41	2,500.00	6,000.00
7645 · Special Projects					
7648 · Bids	0.00	8,250.00	0.00	41,250.00	99,000.00
7649 · Visitors Guide	0.00	4,166.67	65,574.18	20,833.31	50,000.00
Total 7645 · Special Projects	0.00	12,416.67	65,574.18	62,083.31	149,000.00
Total 7600 · Programs	39,630.80	59,587.51	237,686.51	297,937.55	715,050.00
7620 · Meeting programs					
7650 · Mobile Visitors Center	0.00	2,500.00	22,283.84	12,500.00	30,000.00
7650.11 · Vehicle Reg and Licensing	0.00	166.67	3,197.97	833.31	2,000.00
7650.12 · Vehicle Insurance	0.00	166.67	0.00	833.31	2,000.00
7650.13 · Event Registrations	0.00	833.33	0.00	4,166.69	10,000.00
7650.14 · Travel Expenses	0.00	666.67	0.00	3,333.31	8,000.00
7650.15 · Vehicle Maintenance	0.00	333.33	0.00	1,666.69	4,000.00
7650.16 · Merchandise	0.00	416.67	0.00	2,083.35	5,000.00
7650.2 · Van Build and Purchase Expenses	5,000.00	7,333.33	34,126.15	36,666.65	88,000.00
Total 7650 · Mobile Visitors Center	5,000.00	9,916.67	37,324.12	49,593.31	119,000.00
8200 · Admin and General					
8202 · Accounting					
8203 · Rent	600.00	1,250.00	10,500.00	6,250.00	15,000.00
8204 · Software	2,500.00	3,447.08	19,783.56	17,235.40	41,365.00
8206 · Hardware	115.75	416.67	3,083.06	2,083.35	5,000.00
8210 · Technology Repair & Maintenance	0.00	250.00	3,304.00	1,250.00	3,000.00
8214 · Bank Service Charges	1,111.94	833.33	3,042.96	4,166.65	10,000.00
8214.1 · Bank Fees - Square	27.95	83.33	139.75	416.65	1,000.00
8218 · Cash Over/Short	0.00	0.00	24.40		
8225 · Board Expenses	163.51	333.33	-360.15	1,666.65	4,000.00
8226 · Leased Equipment	283.65	250.00	507.96	1,250.00	3,000.00
8230 · Dues/Subscriptions/Memberships	7,035.78	1,666.67	1,772.05	8,333.35	20,000.00
8234 · Insurance	277.02	666.67	12,816.90	3,333.35	8,000.00
8238 · Utilities	10.70		3,763.10		
8242 · Legal	490.00	416.67	1,440.78	2,083.35	5,000.00
8244 · Janitorial/Cleaning	148.00	362.50	875.00	1,812.50	4,350.00
8245 · Retirement Plan Fees/Admin	0.00	183.33	1,129.59	916.65	2,200.00
8247 · Office Supplies	1,935.75	416.67	2,668.99	2,083.35	5,000.00
8248 · Postage and Delivery	250.00	258.33	1,217.49	1,291.65	3,100.00
8250 · Storage	196.84	208.33	983.93	1,041.65	2,500.00
8251 · Misc. Office General	0.00	416.67	225.16	2,083.35	5,000.00
8282 · Travel & Meetings					
8282.10 · Professional Development	0.00	666.67	0.00	3,333.35	8,000.00
8282.11 · EL Hosted Events	0.00	416.67	0.00	2,083.35	5,000.00
8282.12 · Staff Travel	1,773.56	750.00	1,801.86	3,750.00	9,000.00
8282.13 · Meetings	367.14	291.67	1,336.04	1,458.35	3,500.00
8282.14 · Staff Employee Benefits	326.54	208.33	531.67	1,041.65	2,500.00
Total 8282 · Travel & Meetings	2,467.24	2,333.34	3,669.37	11,666.70	28,000.00
8283 · Telephone/Internet					
Total 8200 · Admin and General	15,691.15	583.33	6,318.73	2,916.65	7,000.00
Total Expense	108,225.60	133,166.69	590,503.94	71,881.25	172,515.00
					1,598,000.00

4:45 PM

06/19/25

Accrual Basis

EXPLORE LAWRENCE INC
Profit & Loss Budget Performance
May 2025

	May 25	Budget	Jan - May 25	YTD Budget	Annual Budget
Net Ordinary Income					
Other Income/Expense					
Other Income	-105,484.00	-416.71	-165,518.32	-2,083.27	-5,000.00
9020 - Interest Income	1,183.75		5,727.86		
Total Other Income	1,183.75		5,727.86		
Other Expense					
9510 - Depreciation	446.56		2,232.80		
Total Other Expense	446.56		2,232.80		
Net Other Income	737.19		3,495.06		
Net Income	-104,746.81	-416.71	-162,023.26	-2,083.27	-5,000.00

Sales Performance Report

May 2025



Economic Impact

YTD STATUS

\$639,204 21%
of goal



Leads / Assists

MAY PRODUCTION

7 LEADS
2 ASSISTS
1 LOST 46% of Q2
lead goal

YTD OCCUPANCY ↑ 4.8%
YOY

53.6%

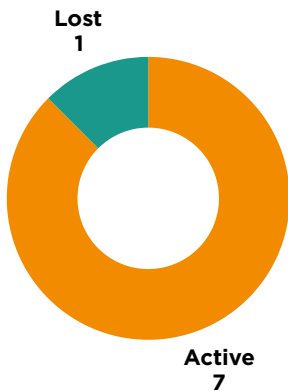
YTD ADR ↑ 3.5%
YOY

\$131.96

YTD REVENUE ↑ 3.5%
YOY

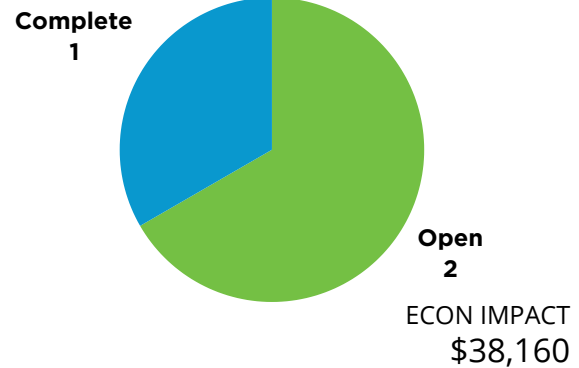
\$15,234,337

LEADS = 9 MAY 2025

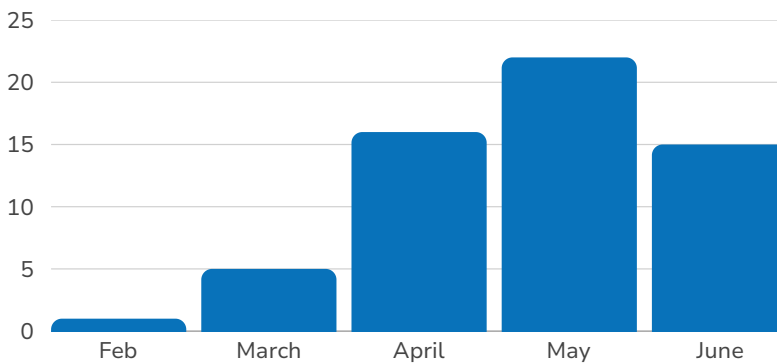


ECON IMPACT
\$279,045

MAY ASSISTS = 3



PROSPECTING ACTIVITY



February	1
March	5
April	16
May	22
June	15
TOTAL	59



May 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:

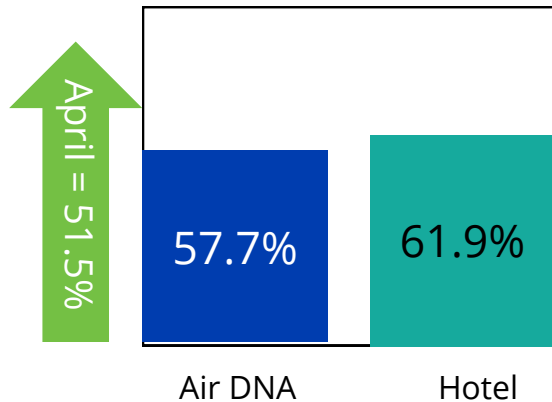
- 1) Occupancy Percent: Reflects the percentage of rooms occupied
- 2) Average Daily Rate (ADR): Reflects the average rate paid for rooms sold
- 3) RevPAR: Reflects the revenue per available room
- 4) Room Supply: Reflects the number of rooms available
- 5) Room Demand: Reflects the number of rooms sold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



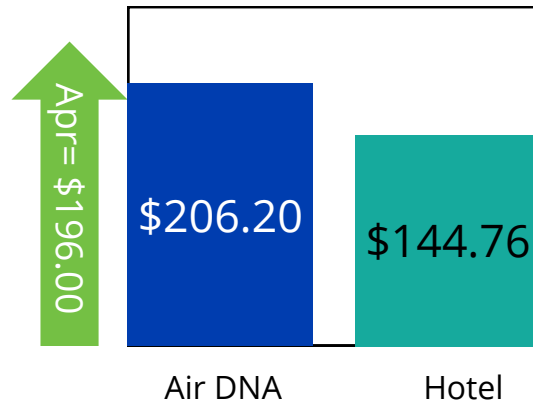
May Air DNA Report

A comparison of hotel vs short term rental data

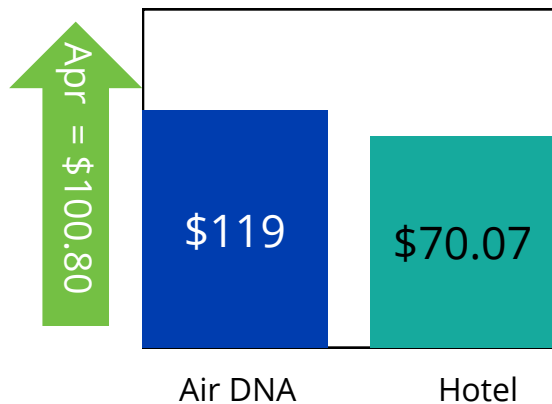
May Occupancy



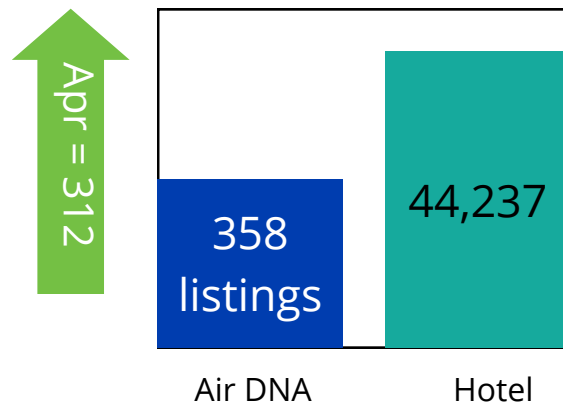
May ADR



May RevPAR



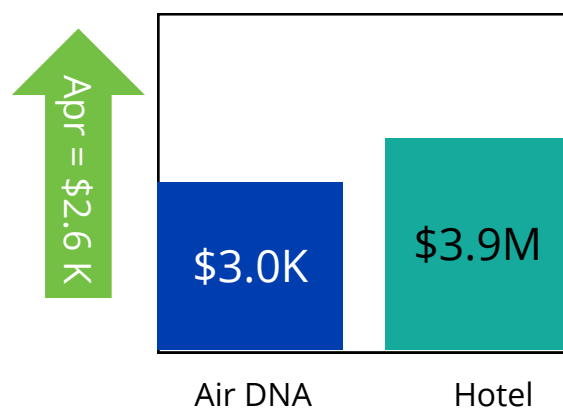
May Room Supply



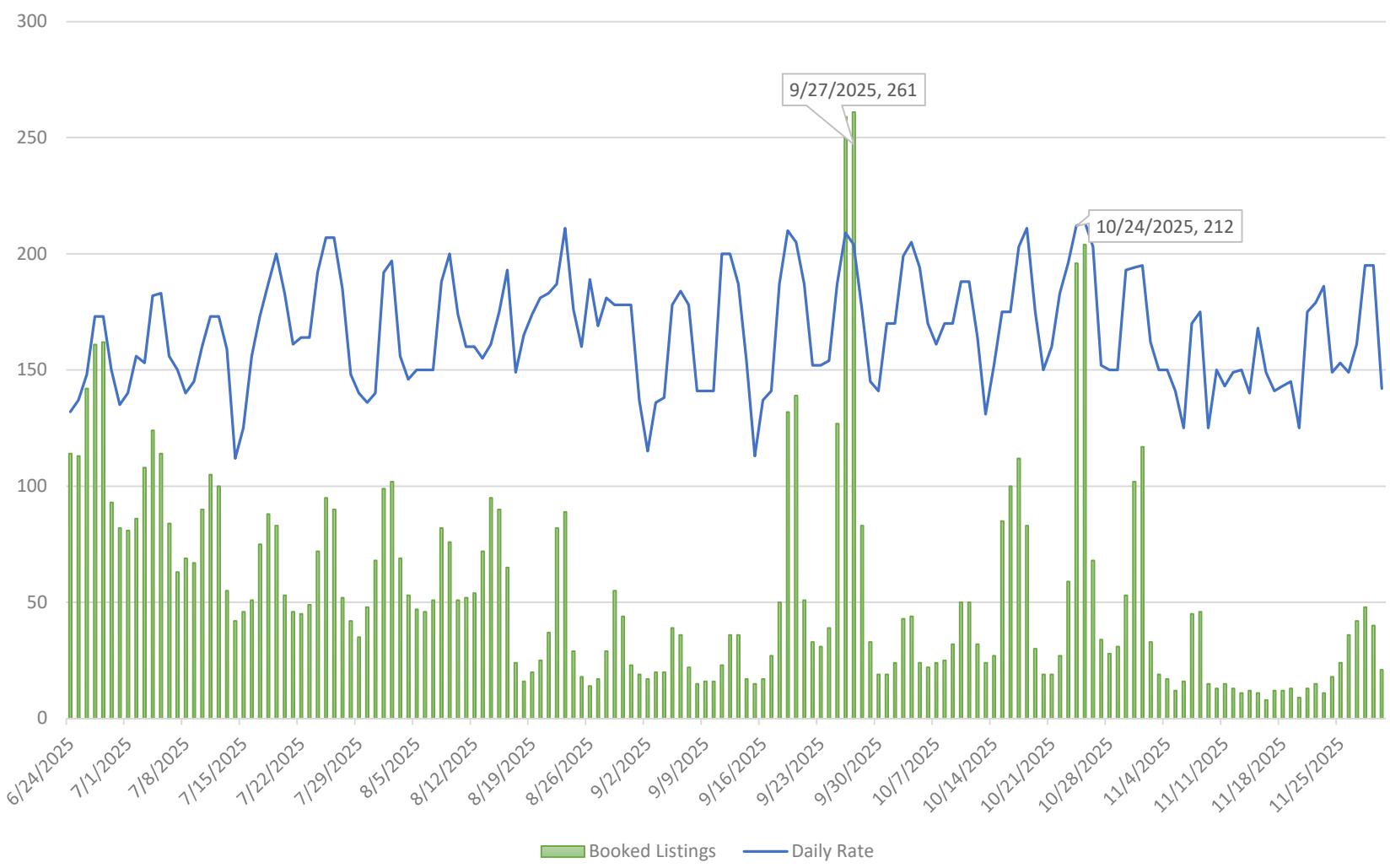
ADR/Bedroom

- 6 br	\$477.00
- 5 br	\$568.60
- 4 br	\$391.60
- 3 br	\$249.30
- 2 br	\$169.80
- 1 br	\$123.20

May Revenue



Air DNA Futures





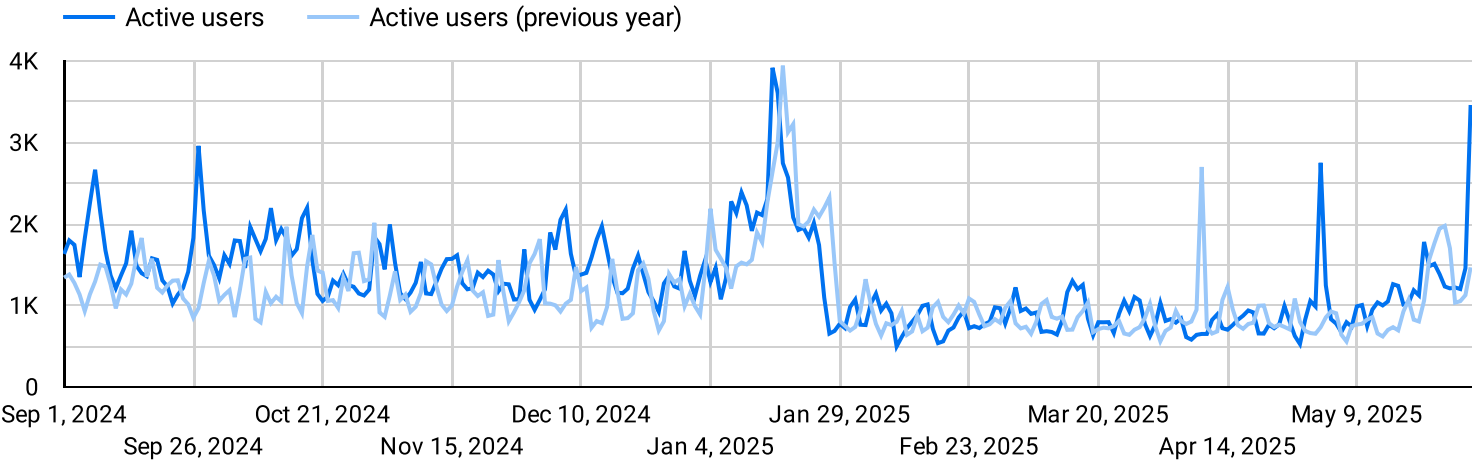
MAY 2025 MARKETING REPORT

MAY MARKETING SUMMARY

Our May marketing campaigns focused on events, live music, launching the Summer of Fun pass, upcoming summer travel, 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 May, the total number of website users was 36,069, an increase of 22% from May last year. Each user averaged over 12 "events" on the site, including page views, scrolls, link clicks, video views, etc. Page views were up over 20% from May of last year, totaling 129,084.



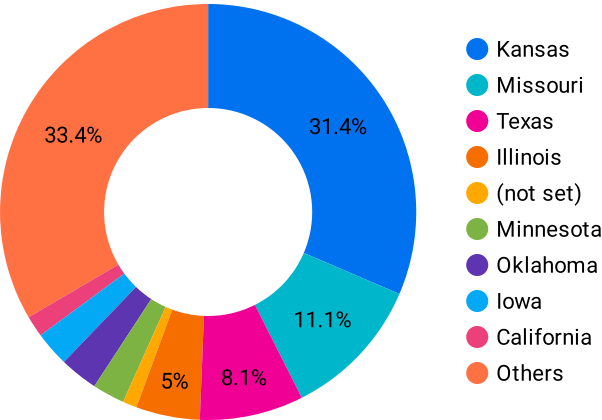
PAGE PERFORMANCE

Page title	Views ▾	% Δ
(not set)	25,092	828.6% ↑
Events Calendar - Unmistakably Lawren...	22,879	5.9% ↑
Lawrence Summer of Fun Pass	9,522	48.4% ↑
Eat - Unmistakably Lawrence	4,538	-14.2% ↓
Explore - Unmistakably Lawrence	3,639	2.4% ↑
See - Unmistakably Lawrence	3,392	92.6% ↑
Concerts & Live Music	2,936	-10.4% ↓
Final Fridays in Lawrence, Kansas	2,190	-13.7% ↓
Downtown & Mass Street	1,803	-21.4% ↓
Shop - Unmistakably Lawrence	1,658	-14.0% ↓
Kiddos - Unmistakably Lawrence	1,645	-22.1% ↓
Play - Unmistakably Lawrence	1,645	-12.8% ↓

ACQUISITION

Session default channel group	Sessions ▾	% Δ
Organic Search	21,182	6.3% ↑
Direct	6,749	74.4% ↑
Paid Search	5,524	2.7% ↑
Organic Social	4,391	-16.1% ↓
Display	2,676	185.9% ↑
Paid Social	1,538	562.9% ↑
Referral	1,166	-9.6% ↓
Email	702	-1.0% ↓
Unassigned	220	74.6% ↑
Paid Other	126	-
Cross-network	61	-

EXPLORELAWRENCE.COM
Monthly user demographics and traffic acquisition



Session source	Sessions ▾	% Δ
google	27,020	9.7% ↑
(direct)	6,749	74.4% ↑
facebook	3,380	-
fb	1,470	533.6% ↑
stackadapt	1,013	68.3% ↑
Unmistakably Lawrence E-News	649	16.1% ↑
bing	594	2.9% ↑
m.facebook.com	435	-89.2% ↓
travelks.com	325	10.5% ↑
yahoo	236	-7.1% ↓

LEISURE ENEWS
Monthly tourism industry enews statistics

Recipients
8,583

Opens
1,648

Clicks
491

	Link	Clicks ▾
1.	Summer of Fun Pass	88
2.	Events	66
3.	Outdoors	61
4.	Celebrate May with Live Music Blog	53
5.	Art Togeau	37
6.	Summer Reading Event	34
7.	Homepage	24

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INDUSTRY ENEWS
Monthly tourism industry enews statistics

Recipients
1,318

Opens
628

Clicks
131

	Link	Clicks ▾
1.	Fifa World Cup	16
2.	Best Winery Disc Golf Course	16
3.	Annual Report	14
4.	Destinations International	13
5.	Family Destinations Guide	11
6.	KS Tourism Programs	9
7.	Midsummer Night on Mass	6

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SOCIAL MEDIA

May's social media activity on Facebook, Instagram, and TikTok increased by over 670 new fans, earning over 572,500 impressions, 32,851 post engagements, and over 270,000 video views. Popular content included reels, athletic events, Summer of Fun pass, unmistakable events, and blogs.,

Impressions	Engagement	Video Views	New Followers
572,552	32,851	273,434	678

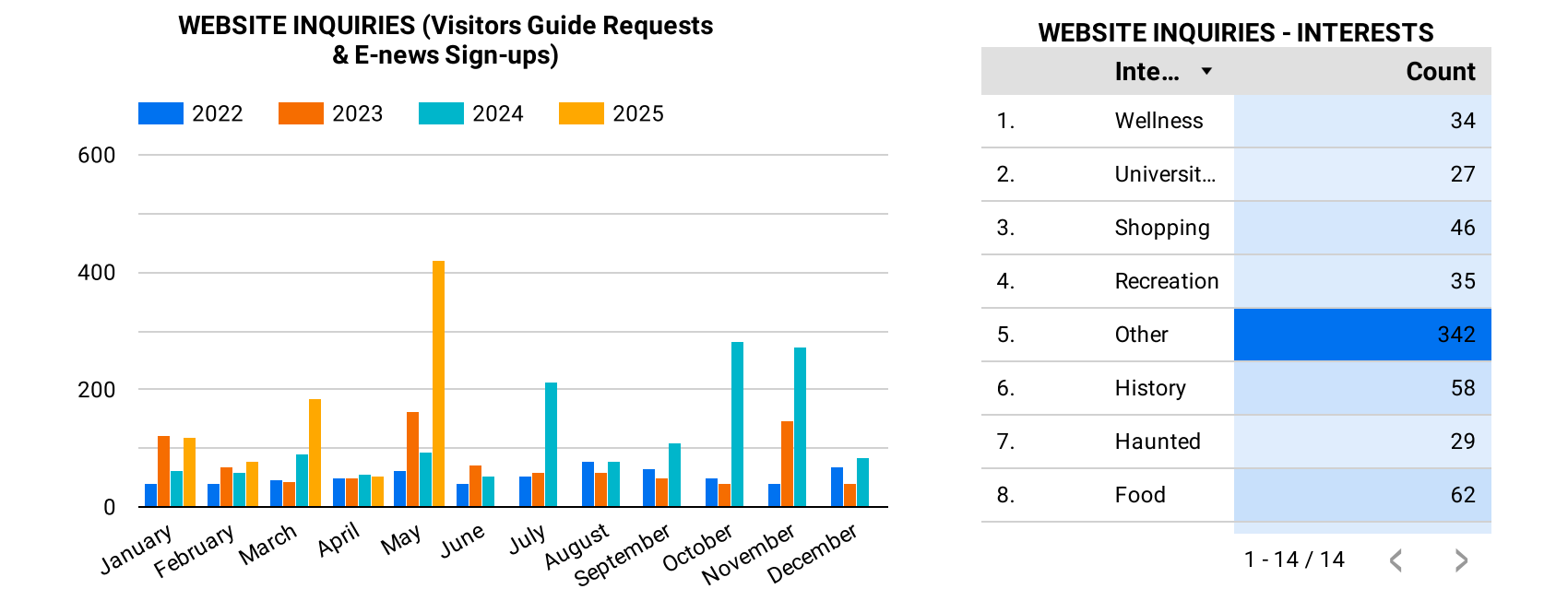
Platform	Impressions ▾	Engagement	Video Views	New Followers
Instagram	239,366	7,925	152,883	320
Facebook	230,318	7,204	18,551	176
TikTok	102,868	17,722	102,000	182

LAWRENCE PASSPORTS

Pass ▾	Pass Sign-ups	Check-ins	Offer Redemptions	Email Opt-ins
1.. Summer of Fun	827	301	0	364

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.



NOTABLE UPDATES

The **mobile visitor center** draft phase has produced a great start in our experience and design phase. We are looking forward to the build-out this summer.

Allison received a **Destinations International grant**, covering her registration for the Destinations International Annual Conference in July.

We hosted a travel writer in 2024, who submitted Squishington's for the Best Candy Store in the US. Squishingtons made it to the voting round of USA 10Best Candy Stores.



TO: Casey Toomay, Assistant City Manager
CC: Luis Ruiz, Director of Parks & Recreation, Arts and Culture
FROM: Kim Anspach, Executive Director, eXplore Lawrence
RE: 2026 Budget Proposal for World Cup Readiness and Strategic Tourism Investments

Introduction

As Lawrence prepares for the unparalleled opportunity presented by the FIFA World Cup 2026™, eXplore Lawrence respectfully submits its proposed 2026 operating budget of \$1,880,000, representing an increase of \$380,000 over the 2025 allocation.

Additionally, we request that \$50,000 of additional funding be allocated towards our bid fund allotment. This will enable us to remain competitive in securing high-impact events in future years and drive measurable economic impact.

This budget builds the organizational and community capacity necessary to position Lawrence as a welcoming, visible, and unforgettable destination for World Cup travelers. It also ensures adequate resources for our marketing and sales operations to sustain growth in the visitor economy.

Strategic Investments for 2026 World Cup Readiness

This request includes one-time, high-impact investments integrated into our annual operating budget to support tourism readiness and community engagement during the World Cup. These targeted allocations focus on visitor experience, brand visibility, volunteer coordination, and enhanced digital communications.

1. World Cup Marketing and Communications – \$100,000

- Digital advertising and content to promote Lawrence as a fan-friendly destination.
- Campaign alignment with regional and statewide tourism efforts.
- Press kits, social media assets, and PR materials to reinforce Lawrence's visibility.

2. Wayfinding, Signage, and Collateral – \$50,000

- Temporary and semi-permanent signage at key corridors and gateways.
- Branded banners, sidewalk graphics, and welcome materials.
- QR-coded maps, event tips, and digital guides.

3. Volunteer Coordination and Public Engagement – \$30,000



- Volunteer recruitment and training in partnership with community and campus organizations.
- Uniforms, hospitality kits, and on-site materials.
- Communication tools and scheduling platforms.

4. Logo Development, Branding, and Merchandise – \$30,000

- A unified visual identity for Lawrence's World Cup Unified Command.
- Branded merchandise (shirts, totes, pins) and giveaways to support awareness and community pride.

5. Operational Support: Project & Initiatives Support – \$70,000

- Up to an internship position to support World Cup volunteer coordination, logistics, and execution of sponsor benefits.
- Attribution tools to quantify community engagement and marketing efforts
- Enables greater collaboration, capacity, and oversight of temporary initiatives.

Strategic Alignment and Context

This proposal directly supports the City's Strategic Plan, particularly the goals outlined in Unmistakable Identity, Prosperity, and Economic Security. . It also responds to stakeholder input gathered over the past year regarding the city's readiness for global visibility and sustained tourism growth.

Although this request is independent of ongoing conversations around potential changes to the Transient Guest Tax (TGT), it reflects the high-value investment those future revenues could support.

Conclusion

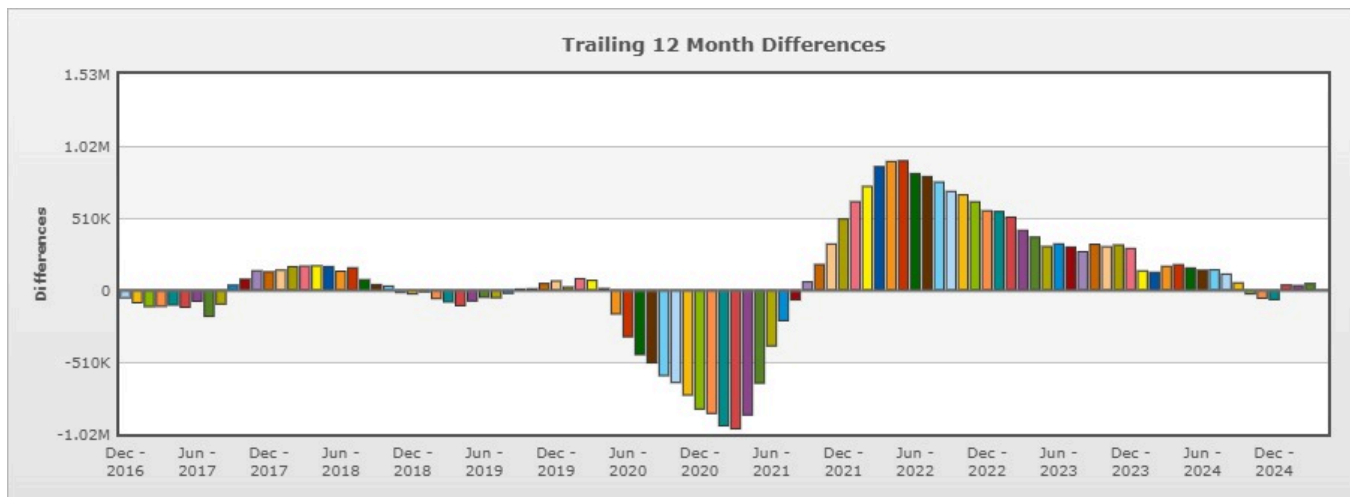
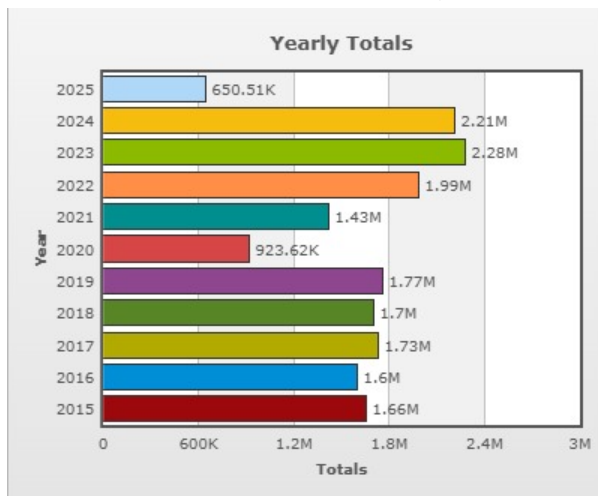
The FIFA World Cup is a once-in-a-generation opportunity for Lawrence to shine. With focused investment in communications, signage, branding, and community engagement, we can ensure visitors feel welcomed and inspired—and that our city earns a lasting place on their travel maps.

We appreciate your partnership and shared commitment to elevating Lawrence's role on the global stage and look forward to advancing these plans together in 2026.



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%
Qtr 1	246,194	305,885	304,536	343,736	326,883	314,106	160,867	378,124	456,596	408,371	472,969	15.82%
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	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	177,542	-8.78%
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	650,511	7.88%

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



EXPLORE LAWRENCE

Mobile Visitor Center



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Sketch: Mobile Visitor Center
Scale: None
Date: 06.24.25

BRAND GUIDELINES



COLOR PALETTE



KEYWORDS

Personalized

Memorable

Eye-catching

Immersive

Exciting

Curious

PRIMARY

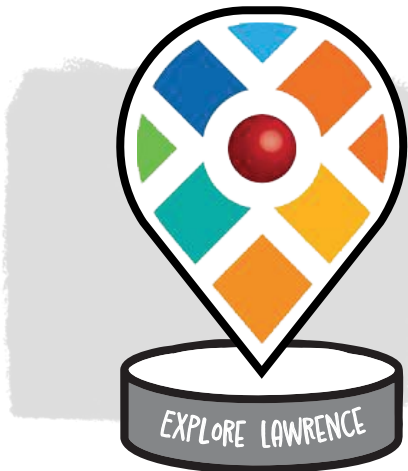
Live music lovers
Sports fans
Foodies

SECONDARY

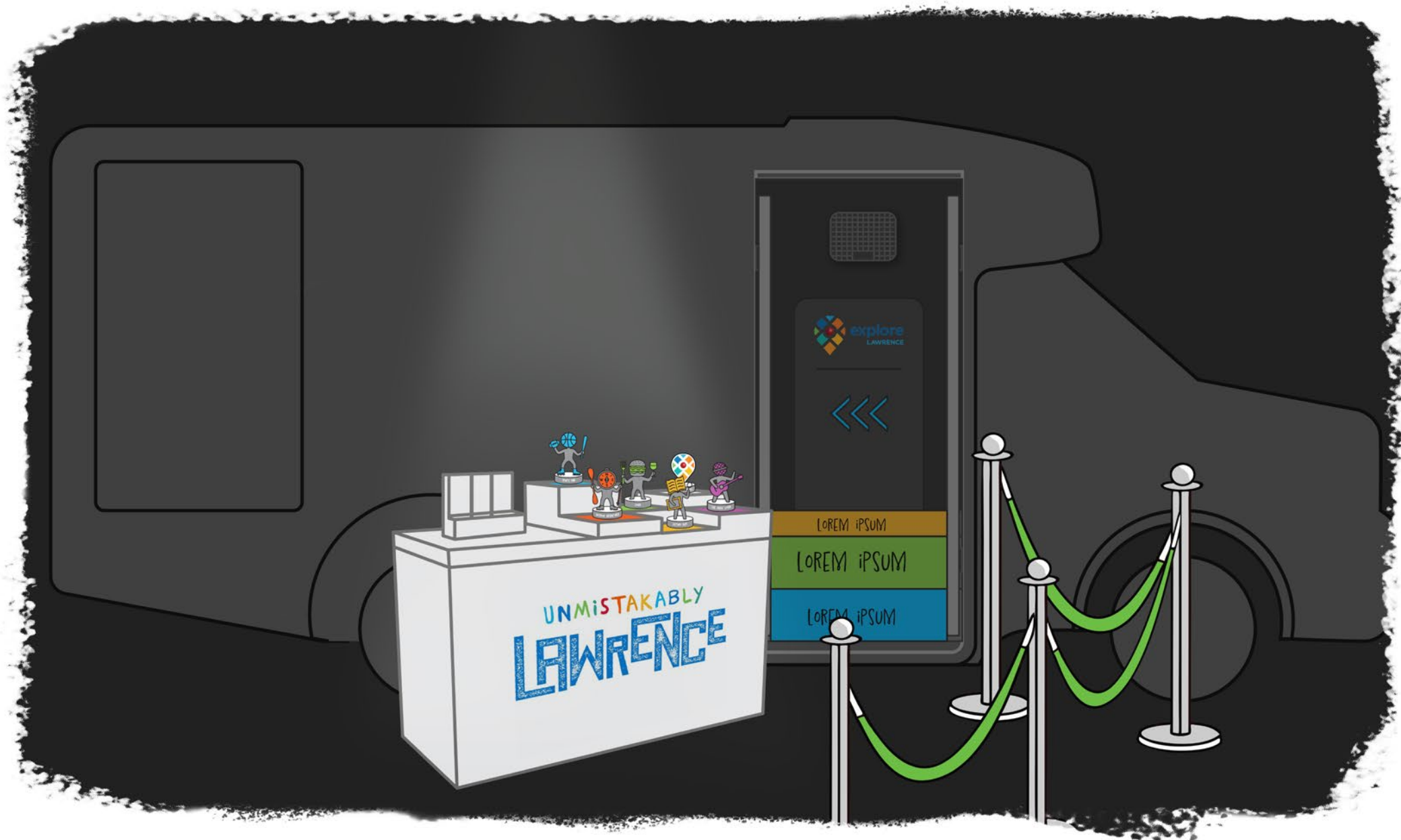
History buffs
Outdoor adventurers



**How do we get people to
see themselves in Lawrence?**

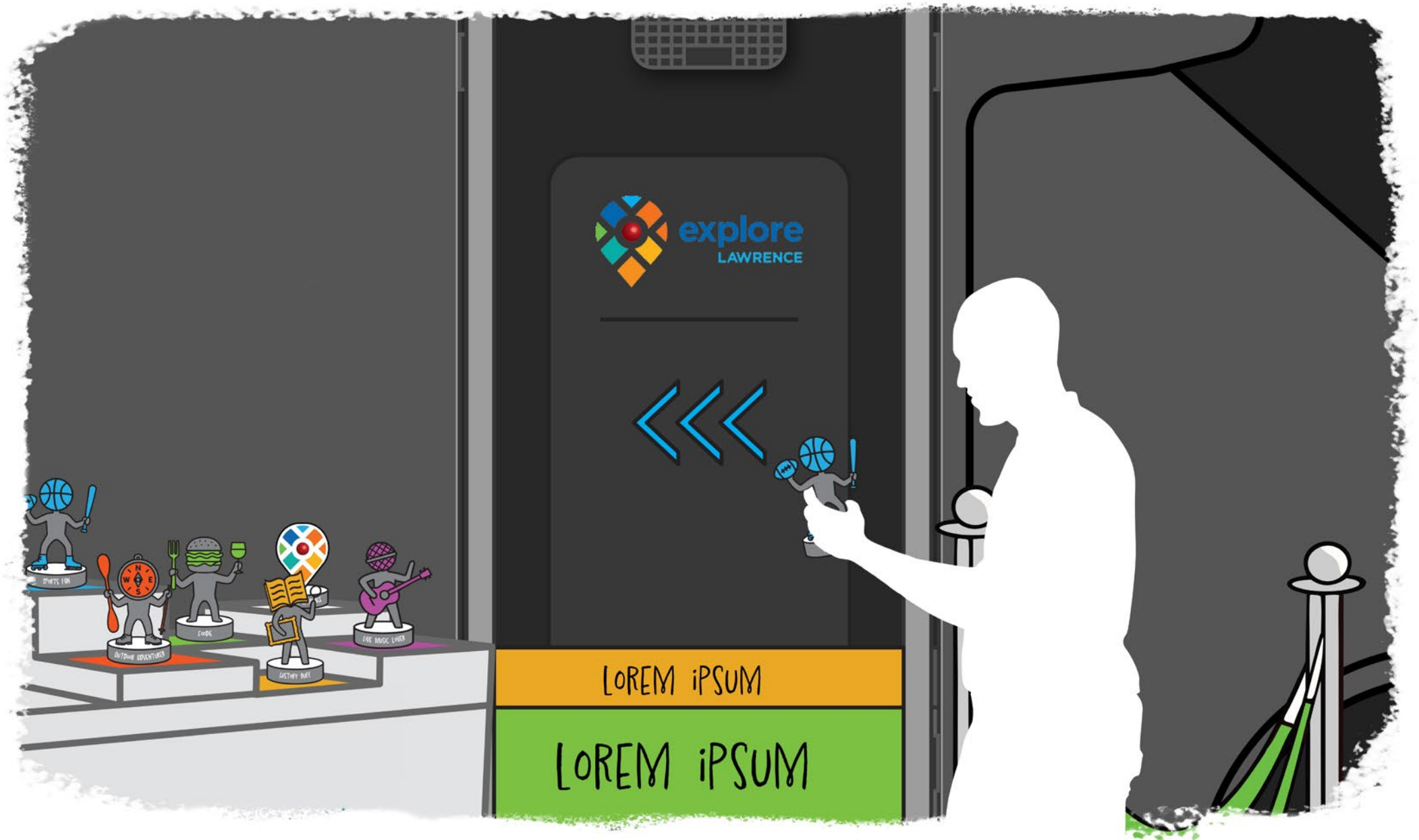


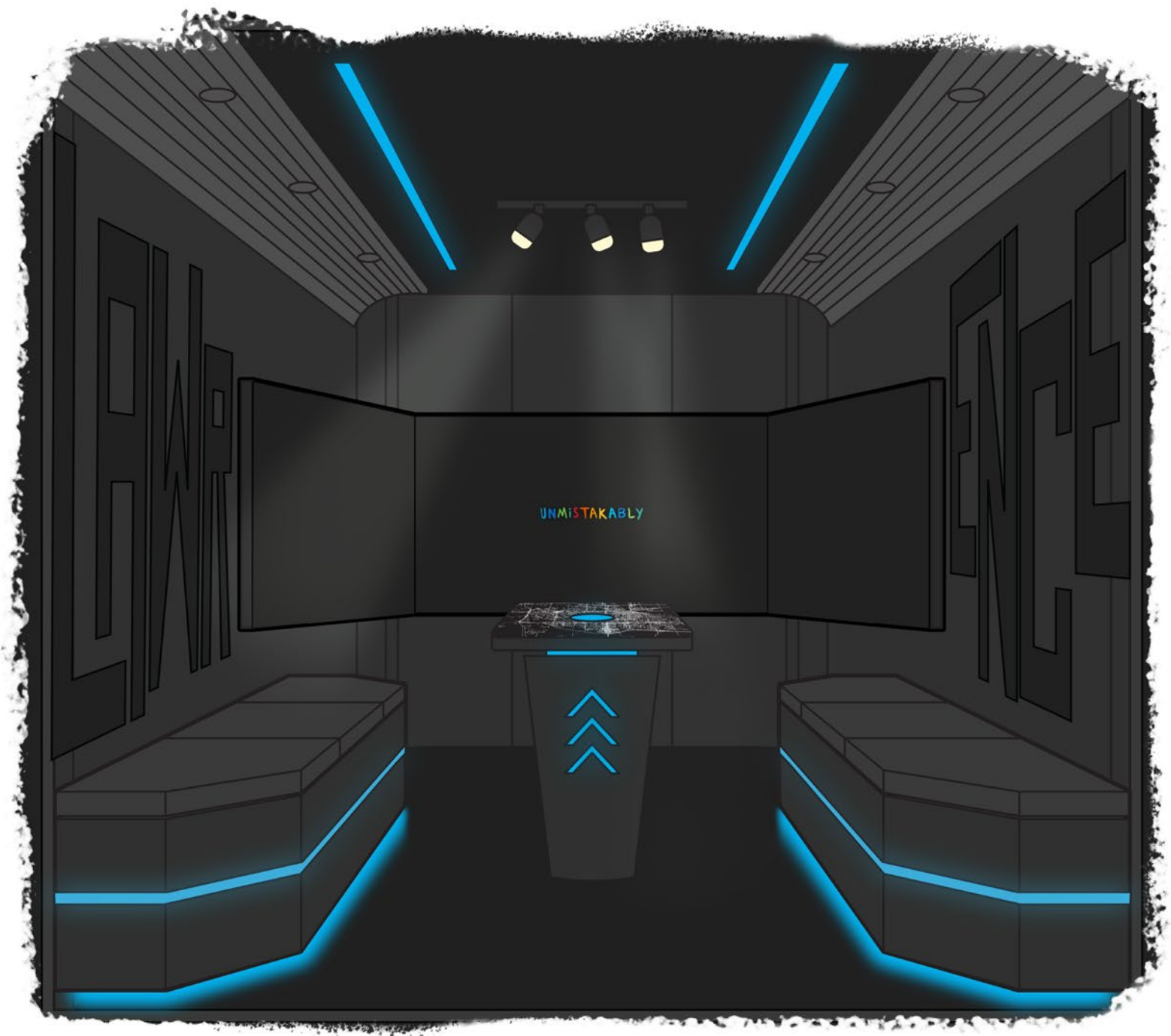
-----> Meeting mode



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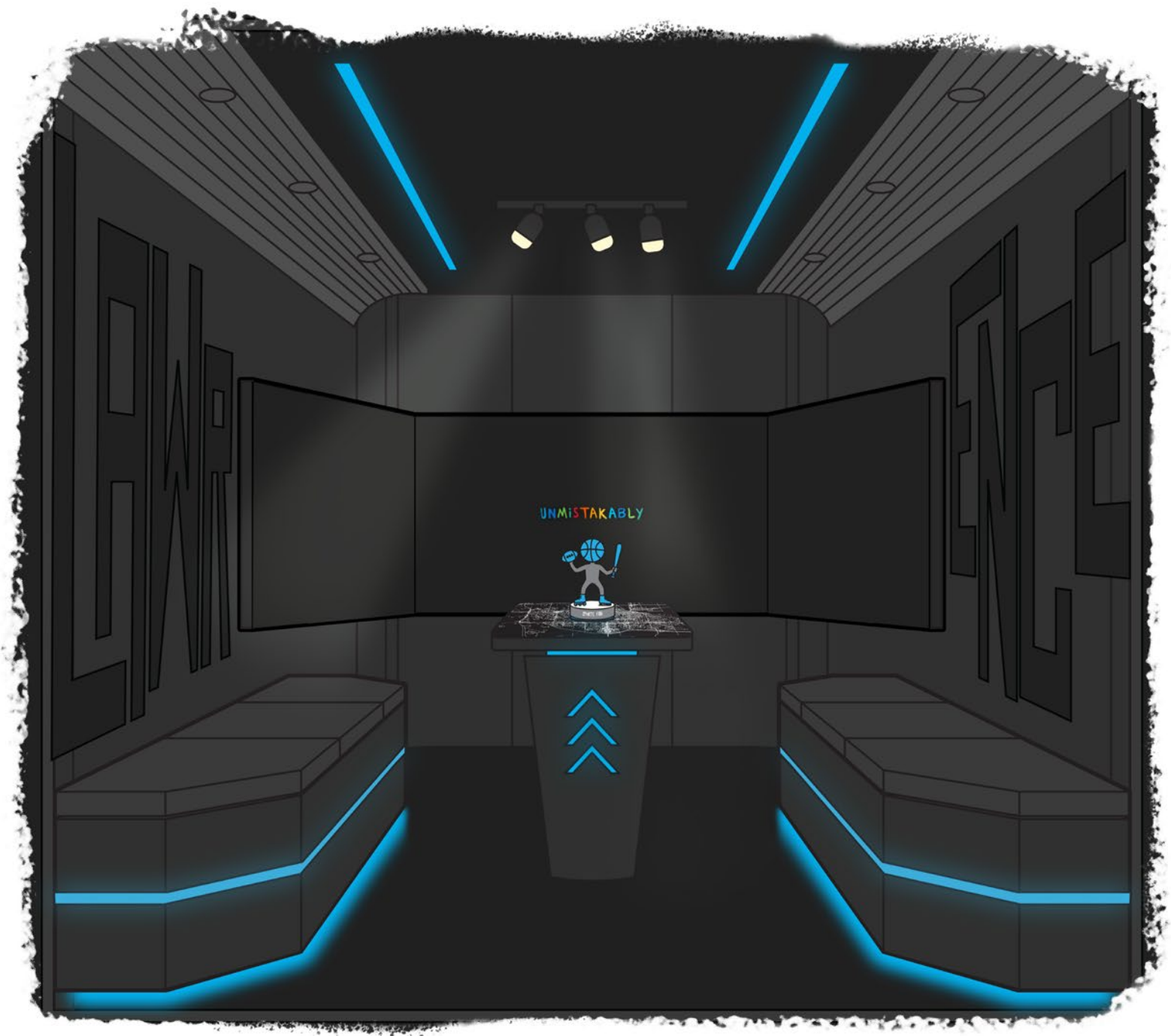
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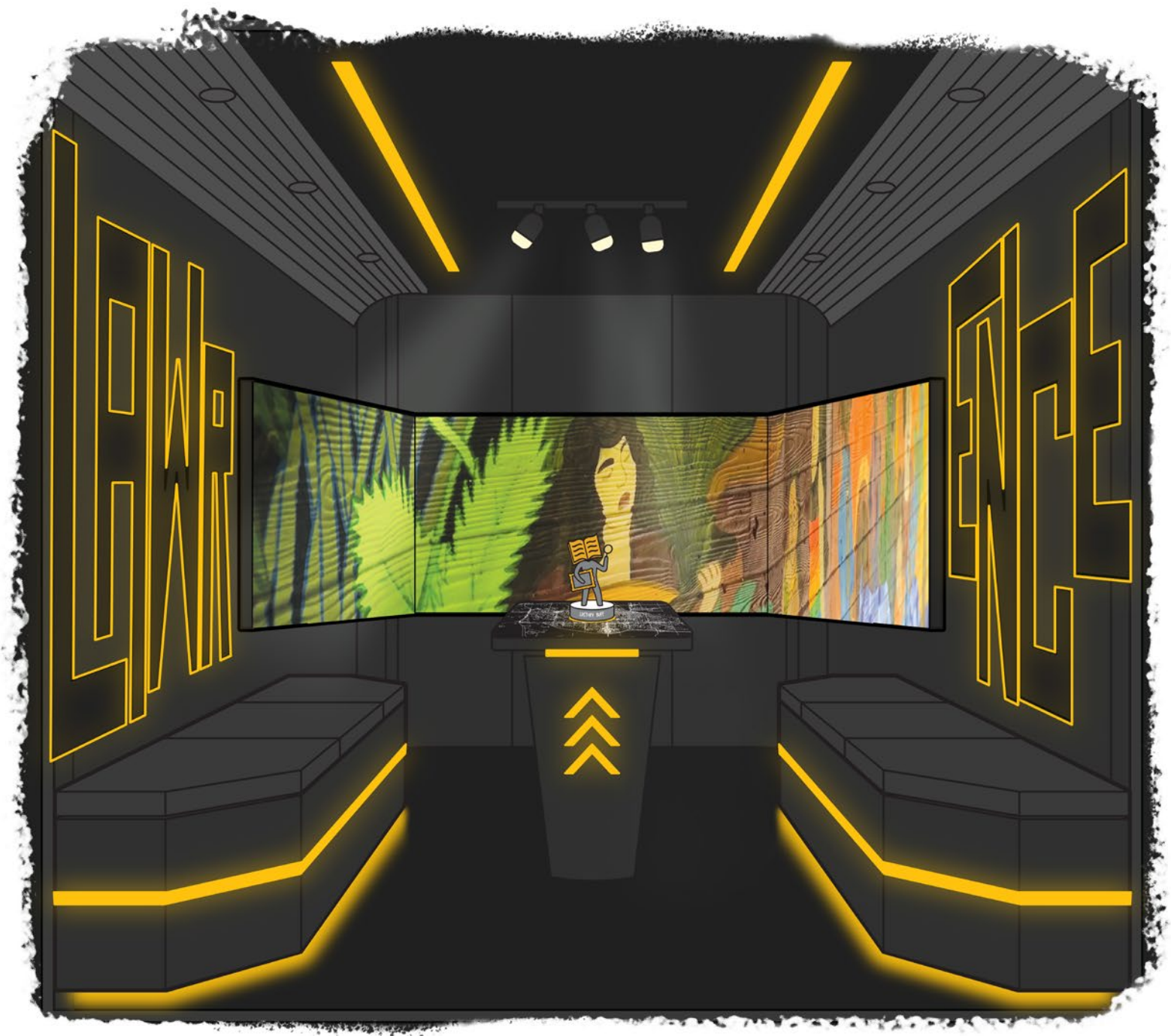


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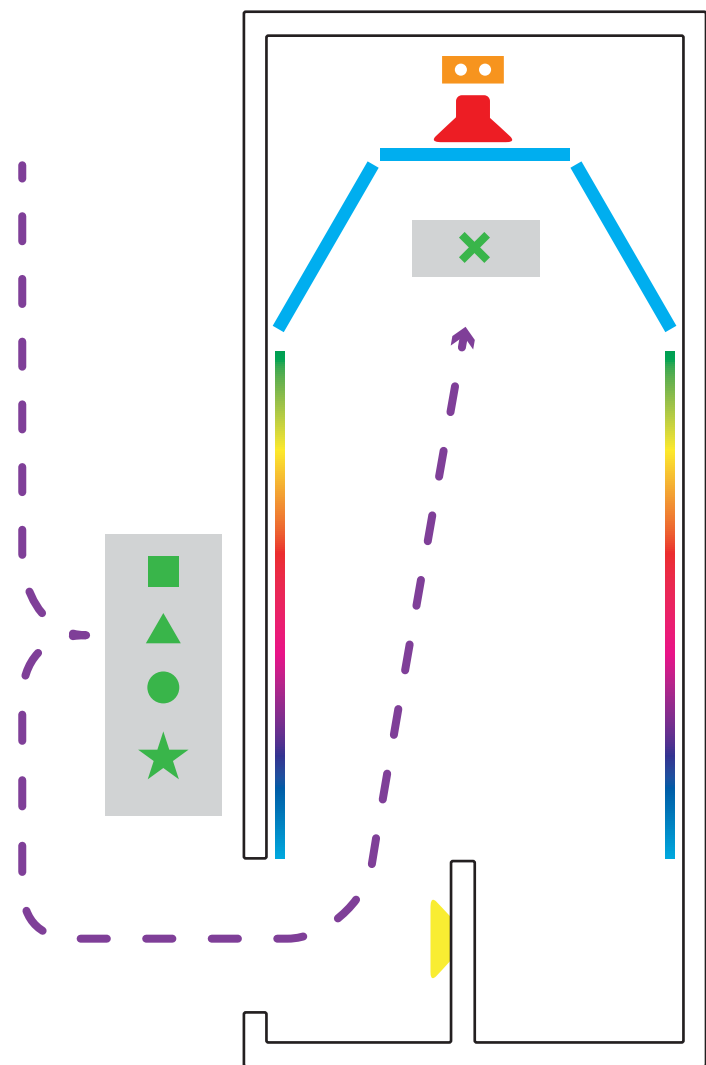
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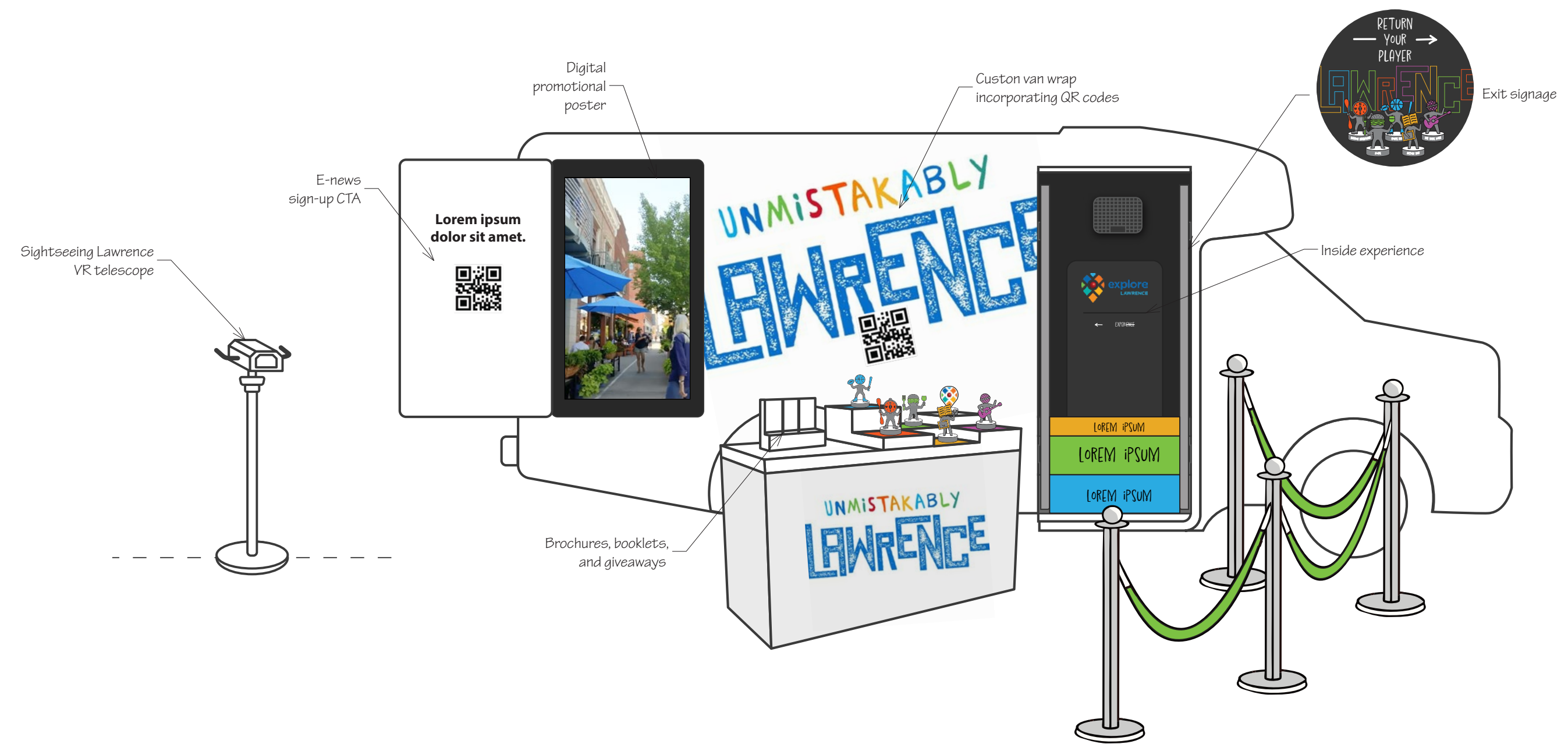






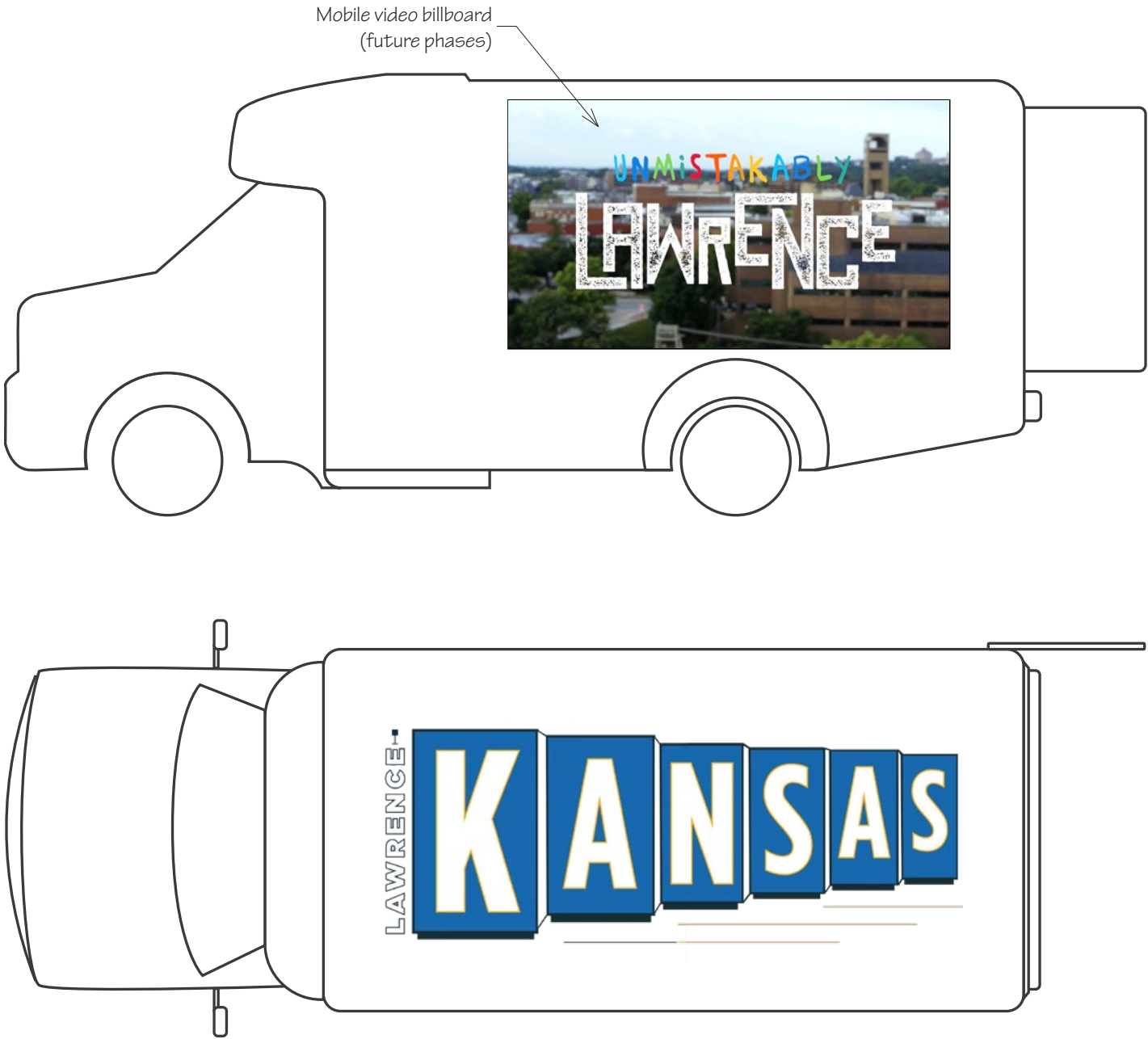
The **PURPLE** line represents the visitor’s path. It shows them picking up an object, boarding the bus, and then placing the object on a podium inside.

1. The visitor picks up a **GREEN** object from a stand outside the bus. A lift sensor will activate audio from the **YELLOW** speaker.
2. As the visitor boards the bus, the **BLUE** screens display video only on the center screen.
3. The **ORANGE** proximity sensor will trigger audio from the **RED** speaker.
4. As the visitor approaches the podium, both the audio and video will intensify.
5. The visitor places the **GREEN** object (embedded with an RFID fob) onto the podium marked with a **GREEN X** (which contains a hidden RFID sensor). Once the object is placed, all **BLUE** monitors will erupt with synchronized video and the **RED** speaker will play accompanying audio. Additional **LED lights** will illuminate along the length of the bus interior.
6. When the visitor begins to leave, a proximity sensor will play a final audible exit message.



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Patrick McCullough, MBA

President

pat@shootforthemoon.com

McCullough Creative, Inc.
10446 Ironwood Drive
Tamarack Business Park
Dubuque, IA 52003

563 556 2392

shootforthemoon.com

