



**eXplore Lawrence Board Meeting Agenda**

**Friday 9/26/25**

**1 P.M. Carnegie Building**

1. Approval of Minutes
2. Financials
3. Staff Reports
4. Executive Director Report:
5. The board will enter executive session pursuant to K.S.A. 75-4319(b)(1) to discuss a personnel matter related to non-elected personnel. No action will be taken during the executive session.



## Explore Lawrence

Board of Directors Meeting

August 29, 2025

Present: Heidi Champagne (acting as chair), Heather Shull, Emily Peterson, Tina Tourtillott, Luis Ruiz, Margann Bennett, Mike Logan (new DLI ex-officio)

Present online: Commissioner Amber Sellers,

Absent:, Drew Gaschler (chair), Kirk Goodman, Anthea Scouffas

Staff: Kim Anspach, Executive Director, Ruth DeWitt (notetaker)

Heidi called the meeting to order at 1:02 PM

### MINUTES/FINANCIALS:

Approved July minutes (Tina, Heather)

Tina and Kim presented the financials, everything in the report is correct. Tina and Kim did not have a chance to meet in advance. The TGT disbursement hit the first week of August, and will be reported in the next month's financial report. Other points of interest:

- Large amounts in the public relations like item for now, but that will be spent on the TBEX conference coming in early October.
- We have three months of operating expenses as required for the reserve fund.
- Luis asked how expenses were tracking for the Mobile Visitor Center. Kim said things are on track and nothing has seemed out of line so far. We are slated to have the build done in October, so as that process gets underway, we will know more.
- Board members asked Kim about starting the 2026 budget process. As we learn more from the city about our budget and the TGT increase, that process will start shortly.

The board accepted the financials.

### STAFF REPORTS:

#### MARKETING:

##### **Website:**

Our website growth is 13% over July 2024, the event count is 11 events per user, which reflects how long and how many clicks people are doing on the website. The Summer of Fun passport, the Visitor Guide promotions, and the events calendar remain the highest traffic pages on the site.

##### **Social Media:**

Our social media platforms continue to grow. We increased by 2,600 followers in July! We are reaching new levels of engagement, and had 840 video views in July. Laurel has been reaching these goals and managing content calendars, gathering content, and editing and designing video and has done a terrific job in Allison's absence.

The enews letter is also doing well. We have 9,000 subscribers on our distribution list, and the last newsletter had over 4,000 opens. We continue to grow the list with the IMG sports package.

**Crowdriff Content Creators:**

Created content for Wine Night at Irvines, Fall Reels, and Pizza Nights at Paradise.

**Passports:**

Summer of fun pass is wrapping up for the season. We will report those numbers next month, but had terrific participation.

**Visitors Guide:**

Kim suggested to the board we postpone creating the Fall digital Inspiration Guide Allison proposed and keeping our printed guide through the end of the year. This will ease pressure on the staff and allow the new director to drive that vision a bit more. We anticipate making the change for the Spring/Summer of 2026.

**MOBILE VISITOR CENTER:**

The visitor center continues to move forward. We had some adjustments to the technology and screens for the inside, and we are slated for Le to do the interior build in October. We have been discussing wrap concept plans with the designers and have previewed three concepts we're evaluating.

**SALES:**

Sales is down in July (typical) and it has been a transition month as Laura moves from director to sales and services manager. She is heading to Small Market Meetings in Buffalo in September, and has a FAM/Site Visit tour coming up that came from the Small Market Summit in Branson earlier this summer.

The assists are still coming in, and the economic impact from assists are reaching goals. Occupancy and STR numbers were flat for July too, the ADR is pretty similar to July of last year.

The AirDNA report is getting close to showing occupancy for the summer of 2026.

**EXECUTIVE DIRECTOR'S REPORT:**

**Hiring Report:**

Kim has received over 100 applications from Linked In for the Director of Marketing position. Kim, Emily and Drew will conduct an application review next week. Kim will then conduct screenings

before narrowing the field for in-person interviews. Finalists will be asked to come present a plan of some kind before we make a decision.

The Director of Sales position is going a little slower, with 6 or so applications received so far. Kim is posting it on Indeed and will boost the post to get more applicants.

### **TGT Increase:**

Kim updated the board that the vote to increase the TGT rate from 6%-8% passed the city commission on 8/19 by a 4-1 vote. That moves the matter to second reading on the consent agenda. Once it passes second reading, it will be published twice in the paper, then a 60 day protest period begins. This timeline allows collection rates to begin Jan 1, 2026, for disbursement in April, 2026.

Commissioner Sellers shared with the board her plans to remove it from the consent agenda and propose increasing the tax on short-term rental properties from 8%-10%. She still has not received information from city staff or KDOR whether or not this is allowed. She is looking for a way to recover costs from the extra strains the World Cup will put on our city.

There was discussion about the tight timeline of passing and collecting TGT in time for World Cup activities. At the commission meeting on 8/19 the city asked Kim about paying for things before disbursements came in, and she said the board would be discussing authorizing some reserve fund spending in a future meeting.

### **Organizational Health Committee - Bylaws:**

Kim distributed a summary of recommendations from the committee about changes to the bylaws and how to move forward with the city. Luis shared the process of board action, then changes would go to legal at the city, and then the commission would vote on a waiver to allow eXplore Lawrence to vary from the city ordinance governing advisory boards. The action would need to focus on how the variance allows eXplore Lawrence to meet the city KPIs more effectively. Some points from the committee:

The ability to expand the board to up to 9 members

Appointment process: have the board nominate people to serve with mayoral approval, not the current language that the mayor appoints and the board approves

Make bylaws consistent with what we use and what's posted on the city website

Refining officer and chair positions, keep hotel on executive team, but not rotating as chair every second year

Move the annual reporting date to the end of Q1 as our budget is done on an accrual basis

Flexibility of meeting frequency – 10 required meetings currently

Desire to have reciprocal ex-officio seats with the organizations that are EO on our board

Luis suggested the board focus on the items that need to be changed via ordinance: board size, appointment process, meeting frequency. Stress why these need to be changed and why they are different than the city's ordinance.

The board did not need to take action to submit to the city, but if those changes are made, then they'll vote as a board.

### **SWOT Analysis**

The board conducted a SWOT analysis we also did with the sales working group and the Director of Sales meeting group. The board shared thoughts about the sales environment in Lawrence and how we can work in community to meet challenges.

Ruth will send to the board.

### **ADJOURNMENT:**

Heidi requested a motion for adjournment at 2:15 (Tina/Heather).

Next meeting is September 26 at 1:00 pm in the Carnegie Building.

Respectfully submitted,  
Ruth DeWitt

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

	Aug 31, 25
<b>ASSETS</b>	
Current Assets	
Checking/Savings	
1020 · US Bank Checking	450,542.16
1030 · US Bank Money Market	130,570.11
1050 · Reserve Fund	331,079.65
1060 · Petty Cash	40.00
Total Checking/Savings	912,231.92
Other Current Assets	
1220 · Due from Employee	600.00
1420 · Prepaid Expenses	925.28
Total Other Current Assets	1,525.28
Total Current Assets	913,757.20
Fixed Assets	
2150 · Vehicles	29,000.00
2200 · Leasehold Improvement	107,174.01
2500 · Accumulated Depreciation	-64,724.74
Total Fixed Assets	71,449.27
Other Assets	
1225 · Deposits	3,100.00
Total Other Assets	3,100.00
<b>TOTAL ASSETS</b>	<b>988,306.47</b>
<b>LIABILITIES &amp; EQUITY</b>	
Liabilities	
Current Liabilities	
Accounts Payable	
3000 · Accounts Payable	8,839.62
Total Accounts Payable	8,839.62
Credit Cards	
2109 · Credit Card - US Bank 2981	3,958.94
Total Credit Cards	3,958.94
Other Current Liabilities	
3100 · Payroll Liabilities	
3105 · Accrued Payroll	13,528.48
3110 · Federal & FICA Payable	1,034.93
3111 · KS Withholding Payable	492.00
3112 · FUTA Payable	304.94
3113 · KS SUTA Payable	4.96
3114 · Health Insurance Payable	-5,228.85
Total 3100 · Payroll Liabilities	10,136.46
Total Other Current Liabilities	10,136.46
Total Current Liabilities	22,935.02
Total Liabilities	22,935.02
Equity	
4100 · Beginning Fund Balance	1,035,188.86
Net Income	-69,817.41
Total Equity	965,371.45
<b>TOTAL LIABILITIES &amp; EQUITY</b>	<b>988,306.47</b>

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

	Aug 25	Budget	Jan - Aug 25	YTD Budget	Annual Budget
Ordinary Income/Expense					
Income					
5000 - Guest Tax	347,750.00	115,833.33	695,500.00	926,666.68	1,390,000.00
5100 - Visitors Guide	0.00	2,083.33	28,052.50	16,666.68	25,000.00
5200 - Merchandise Sales	0.00	833.33	798.06	6,666.68	10,000.00
5500 - DMI	0.00	1,250.00	9,711.46	10,000.00	15,000.00
5600 - Co-Op Marketing	0.00	833.33	11,000.00	6,666.68	10,000.00
5660 - DTN	1,501.60	500.00	4,425.20	4,000.00	6,000.00
5665 - Kansas Tourism Grant	0.00	3,333.33	0.00	26,666.68	40,000.00
5670 - Bid Fund	24,750.00	8,250.00	49,500.00	66,000.00	99,000.00
5700 - Miscellaneous Income	101.67	250.00	101.67	2,000.00	3,000.00
<b>Total Income</b>	<b>374,103.27</b>	<b>133,166.65</b>	<b>799,088.89</b>	<b>1,085,333.40</b>	<b>1,598,000.00</b>
Cost of Goods Sold					
6100 - Merchandise Cost	0.00	416.67	0.00	3,333.36	5,000.00
<b>Total COGS</b>	<b>0.00</b>	<b>416.67</b>	<b>0.00</b>	<b>3,333.36</b>	<b>5,000.00</b>
<b>Gross Profit</b>	<b>374,103.27</b>	<b>132,749.98</b>	<b>799,088.89</b>	<b>1,082,000.04</b>	<b>1,593,000.00</b>
Expense					
7000 - Payroll Expense					
7081 - Payroll	31,296.50	39,452.92	289,090.30	315,623.32	473,435.00
7083 - Accrued Payroll Expense	-2,408.73		2,343.93		
7260 - Retirement Plan	1,422.23	1,916.67	12,099.51	15,333.36	23,000.00
7065 - Health Insurance	3,521.52	4,166.67	31,239.14	33,333.36	50,000.00
7070 - Incentive Program	0.00	1,250.00	5,000.00	10,000.00	15,000.00
<b>Total 7000 - Payroll Expense</b>	<b>33,831.52</b>	<b>46,786.26</b>	<b>319,762.88</b>	<b>374,290.04</b>	<b>561,435.00</b>
7100 - Payroll Tax Expense					
7100.1 - FICA Expense	2,209.92		21,146.46		
7100.2 - FUTA Expense	0.00		304.94		
7100.3 - SUTA Expense	2.48		291.24		
<b>Total 7100 - Payroll Tax Expense</b>	<b>2,212.40</b>		<b>21,742.64</b>		
7600 - Programs					
7601 - Advertising					
7601.4 - Public Relations	2,000.00	3,208.33	8,143.19	25,666.64	38,500.00
7601.6 - Visitor Guide Distribution	0.00	1,916.67	12,825.00	15,333.36	23,000.00
7601.8 - Digital	13,391.99	22,949.58	121,587.43	183,596.68	275,395.00
7601.9 - Partner Media Buy Program	0.00		250.00		
7601.10 - Magazine	0.00		7,730.00		
7601.12 - Content	471.86	1,750.00	16,459.98	14,000.00	21,000.00
7601.14 - Outdoor	0.00	916.67	0.00	7,333.36	11,000.00
7601.15 - COOP Marketing Expense	0.00		4,241.78		
7601.19 - Publications	0.00	416.67	0.00	3,333.36	5,000.00
7601.2 - Design	1,185.60	433.33	9,739.45	3,466.68	5,200.00
7601.21 - Opportunity Fund	1,763.54	3,250.00	4,100.06	26,000.00	38,000.00
7601.22 - Tracking	0.00	1,625.00	19,500.00	13,000.00	38,000.00
7601 - Advertising - Other	0.00	1,787.92	0.00	14,303.36	21,465.00
<b>Total 7601 - Advertising</b>	<b>18,812.99</b>	<b>38,254.17</b>	<b>204,576.89</b>	<b>306,033.44</b>	<b>459,050.00</b>
7619 - Incentive Travel					
7619.0 - General Fund	1,607.55	166.67	1,607.55	1,333.32	2,000.00
7619.1 - Committed Incentives	4,092.00	583.33	4,092.00	4,666.68	7,000.00
7619.2 - New Business	0.00	1,250.00	0.00	10,000.00	15,000.00
7619 - Incentive Travel - Other	0.00		286.25		
<b>Total 7619 - Incentive Travel</b>	<b>5,699.55</b>	<b>2,000.00</b>	<b>5,965.80</b>	<b>16,000.00</b>	<b>24,000.00</b>

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

	Aug 25	Budget	Jan - Aug 25	YTD Budget	Annual Budget
7625 · Simpleview Data Base	0.00	1,416.67	13,205.00	11,333.32	17,000.00
7641 · Promotional Materials	2,562.62	1,666.67	11,376.54	13,333.32	20,000.00
7642 · Trade Shows					
7642.0 · General Fund	0.00	583.33	5,247.09	4,666.68	7,000.00
7642.1 · Trade Show Travel	0.00	250.00	1,867.38	2,000.00	3,000.00
<b>Total 7642 · Trade Shows</b>	<b>0.00</b>	<b>833.33</b>	<b>7,114.47</b>	<b>6,666.68</b>	<b>10,000.00</b>
7643 · Website Hosting	0.00	2,500.00	26,103.75	20,000.00	30,000.00
7644 · Printing and Reproduction	0.00	500.00	3,324.41	4,000.00	6,000.00
7645 · Special Projects					
7648 · Bids	0.00	8,250.00	2,083.00	66,000.00	99,000.00
7649 · Visitors Guide	0.00	4,166.67	65,574.18	33,333.32	50,000.00
<b>Total 7645 · Special Projects</b>	<b>0.00</b>	<b>12,416.67</b>	<b>67,657.18</b>	<b>99,333.32</b>	<b>149,000.00</b>
<b>Total 7600 · Programs</b>	<b>27,075.16</b>	<b>59,587.51</b>	<b>345,324.04</b>	<b>476,700.08</b>	<b>715,050.00</b>
7620 · Meeting programs	6,000.00	2,500.00	28,263.84	20,000.00	30,000.00
7650 · Mobile Visitors Center					
7650.11 · Vehicle Reg and Licensing	0.00	166.67	3,197.97	1,333.32	2,000.00
7650.12 · Vehicle Insurance	0.00	166.67	0.00	1,333.32	2,000.00
7650.13 · Event Registrations	0.00	833.33	0.00	6,666.68	10,000.00
7650.14 · Travel Expenses	0.00	666.67	0.00	5,333.32	8,000.00
7650.15 · Vehicle Maintenance	0.00	333.33	0.00	2,666.68	4,000.00
7650.16 · Merchandise	0.00	416.67	0.00	3,333.36	5,000.00
7650.2 · Van Build and Purchase Expenses	1,884.47	7,333.33	44,273.35	58,666.64	88,000.00
<b>Total 7650 · Mobile Visitors Center</b>	<b>1,884.47</b>	<b>9,916.67</b>	<b>47,471.32</b>	<b>79,333.32</b>	<b>119,000.00</b>
8200 · Admin and General					
8202 · Accounting	600.00	1,250.00	13,000.00	10,000.00	15,000.00
8203 · Rent	2,500.00	3,447.08	27,283.56	27,576.64	41,365.00
8204 · Software	3,194.04	416.67	6,439.10	3,333.36	5,000.00
8206 · Hardware	0.00	250.00	3,304.00	2,000.00	3,000.00
8210 · Technology Repair & Maintenance	0.00	833.33	4,275.43	6,666.64	10,000.00
8214 · Bank Service Charges	27.95	83.33	223.60	666.64	1,000.00
8214.1 · Bank Fees - Square	0.00	0.00	24.40	0.00	0.00
8218 · Cash Over/Short	0.00	0.00	-165.15	0.00	0.00
8225 · Board Expenses	135.31	333.33	893.02	2,666.64	4,000.00
8226 · Leased Equipment	283.65	250.00	2,800.12	2,000.00	3,000.00
8230 · Dues/Subscriptions/Memberships	1,310.61	1,666.67	14,866.99	13,333.36	20,000.00
8234 · Insurance	415.02	666.67	5,008.16	5,333.36	8,000.00
8238 · Utilities	0.00	0.00	1,440.78	0.00	0.00
8242 · Legal	870.00	416.67	2,025.00	3,333.36	5,000.00
8244 · Janitorial/Cleaning	183.00	362.50	1,856.12	2,900.00	4,350.00
8245 · Retirement Plan Fees/Admin	0.00	183.33	1,604.59	1,466.64	2,200.00
8247 · Office Supplies	128.08	416.67	3,532.96	3,333.36	5,000.00
8248 · Postage and Delivery	150.00	258.33	1,867.49	2,066.64	3,100.00
8250 · Storage	196.84	208.33	1,574.45	1,666.64	2,500.00
8251 · Misc. Office General	1,195.86	416.67	1,421.02	3,333.36	5,000.00
8282 · Travel & Meetings					
8282.10 · Professional Development	1,388.00	666.67	2,383.00	5,333.36	8,000.00
8282.11 · EL Hosted Events	49.20	416.67	96.39	3,333.36	5,000.00
8282.12 · Staff Travel	688.65	750.00	4,072.70	6,000.00	9,000.00
8282.13 · Meetings	102.04	291.67	1,703.76	2,333.36	3,500.00
8282.14 · Staff Employee Benefits	353.66	208.33	1,010.21	1,666.64	2,500.00
<b>Total 8232 · Travel &amp; Meetings</b>	<b>2,571.55</b>	<b>2,333.34</b>	<b>9,226.06</b>	<b>18,666.72</b>	<b>28,000.00</b>
8283 · Telephone/Internet	1,355.16	583.33	9,331.17	4,666.64	7,000.00

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

	Aug 25	Budget	Jan - Aug 25	YTD Budget	Annual Budget
Total 8200 - Admin and General	15,117.07	14,376.25	111,832.87	115,010.00	172,515.00
8900 - Misc Expense	0.00		201.41		
Total Expense	86,120.62	133,166.69	874,599.00	1,065,333.44	1,598,000.00
Net Ordinary Income	287,982.65	-416.71	-75,510.11	-3,333.40	-5,000.00
Other Income/Expense					
9020 - Interest Income	1,195.98		9,265.18		
Total Other Income	1,195.98		9,265.18		
Other Expense					
5510 - Depreciation	446.56		3,572.48		
Total Other Expense	446.56		3,572.48		
Net Other Income	749.40		5,692.70		
Net Income	288,732.05	-416.71	-69,817.41	-3,333.40	-5,000.00



# AUGUST 2025 MARKETING REPORT

## AUGUST MARKETING SUMMARY

Our August marketing campaigns focused on events, live music, promotion of the 2025 Cocktail Trail, the Gameday Guide, 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

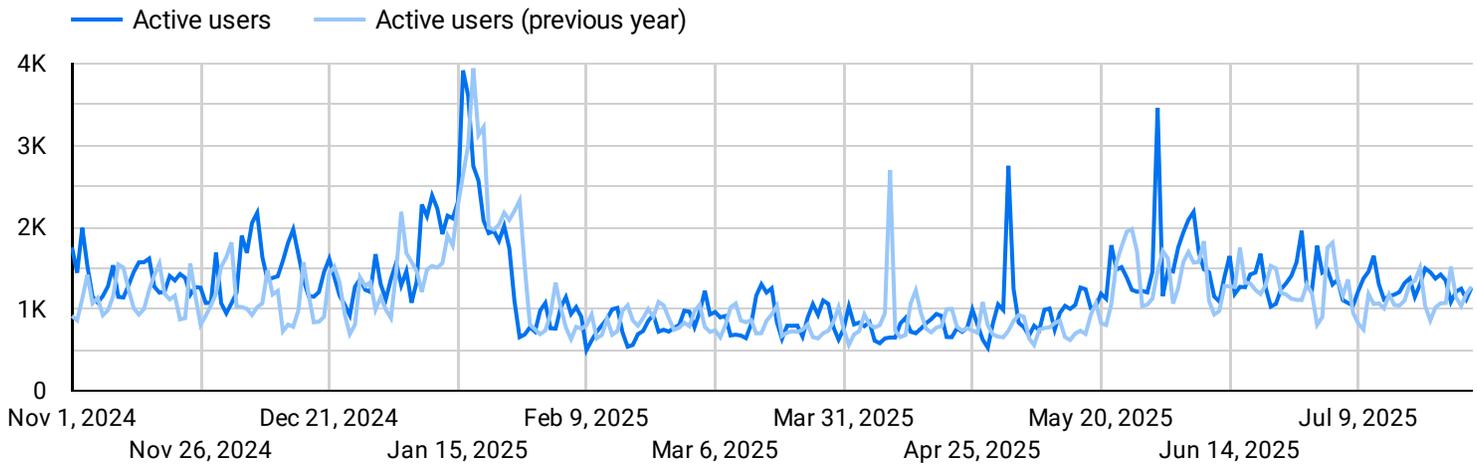
In August, the total number of website users was 41,305, an increase of 17.1% from August last year. Each user averaged almost 10 "events" on the site, including page views, scrolls, link clicks, video views, etc. Page views slightly dropped from August of last year, to 105,644.

Total users  
**41,305**  
↑ 17.1%

Event count  
**415,168**  
↓ -7.2%

Event count per user  
**10.3**  
↓ -19.5%

Views  
**105,644**  
↓ -15.4%



## PAGE PERFORMANCE

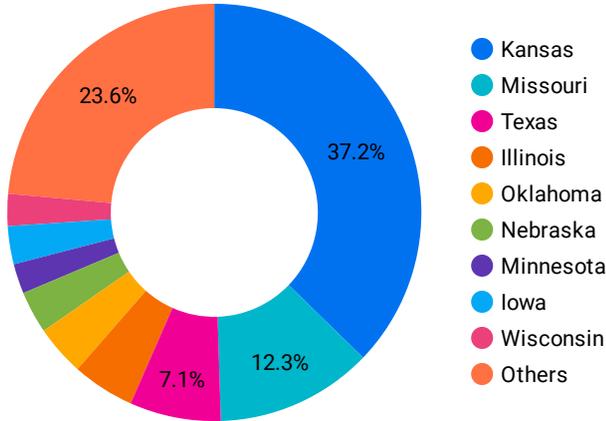
Page title	Views ▾	% Δ
Events Calendar - Unmistakably Lawren...	20,277	-16.8% ↓
Lawrence Summer of Fun Pass	4,953	-60.0% ↓
Eat - Unmistakably Lawrence	4,448	-17.0% ↓
See - Unmistakably Lawrence	4,021	126.9% ↑
Explore - Unmistakably Lawrence	3,621	-13.8% ↓
Grinter's Sunflower Farm	2,861	21.2% ↑
Concerts & Live Music	2,681	-25.6% ↓
Art in the Park	2,559	975.2% ↑
Arts & Culture - Unmistakably Lawrence	2,535	630.5% ↑
Jayhawk Football Game Day Guide	2,492	364.9% ↑
Downtown & Mass Street	2,320	-25.1% ↓
Agri-Tourism - Unmistakably Lawrence	2,269	1,133.2% ↑

## ACQUISITION

Session default channel group	Sessions ▾	% Δ
Organic Search	21,128	-9.0% ↓
Organic Social	10,568	293.4% ↑
Paid Search	5,771	-48.4% ↓
Paid Social	5,191	-
Direct	3,342	-20.6% ↓
Display	3,040	10.6% ↑
Referral	1,180	-29.4% ↓
Email	586	92.8% ↑
Paid Other	160	-
Unassigned	136	23.6% ↑
Cross-network	43	-

## EXPLORELAWRENCE.COM

Monthly user demographics and traffic acquisition



Session source	Sessions	% Δ
google	28,651	-19.0% ↓
facebook	9,391	28,357.6% ↑
fb	5,118	511,700.0% ↑
(direct)	3,342	-20.6% ↓
stackadapt	755	67.4% ↑
bing	679	9.5% ↑
m.facebook.com	647	-62.5% ↓
Unmistakably Lawrence E-News	410	425.6% ↑
yahoo	306	6.3% ↑
duckduckgo	303	47.1% ↑

## LEISURE ENEWS

Monthly tourism industry enews statistics

Recipients  
**9,133**

Opens  
**2,043**

Clicks  
**661**

	Link	Clicks
1.	Live Music Blog - August	109
2.	KU Game Day Guide	70
3.	Events Calendar	65
4.	Grinters Sunflower Farm	59
5.	Sumer of Fun Passport	56
6.	Civil War on the Border	56
7.	Explore Lawrence Homepage	49
8.	Sandbar Block Party	39

1 - 8 / 8 < >

## INDUSTRY ENEWS

Monthly tourism industry enews statistics

Recipients  
**1,287**

Opens  
**662**

Clicks  
**835**

	Link	Clicks
1.	Tourism Summit Registration	275
2.	2025 Lawrence Sertoma Grant	109
3.	Explore Lawrence Homepage	93
4.	Explore Lawrence Events	75
5.	Kansas Tourism Marketing Grants	67
6.	Submit Your Event	61
7.	Partner Portal Login	60

1 - 7 / 7 < >

## SOCIAL MEDIA

August's social media activity on Facebook, Instagram, and TikTok increased by over 1,200 new fans, earning 786,742 impressions, 49,861 post engagements, and over 330,000 video views. Popular content included Reels/TikToks focused on the Downtown Lawrence "cat walk", sunflower season, Art in the Park, and the Jayhawk Game Day Guide. Our social channels reached a milestone of over 40,000 cumulative followers across platforms.

Impressions  
**786,742**

Engagement  
**49,861**

Video Views  
**332,129**

New Followers  
**1,279**

Platform	Impressions	Engagement	Video Views	New Followers
Facebook	474,311	24,647	139,614	469
Instagram	227,587	13,986	108,515	522
TikTok	84,844	11,228	84,000	288

## LAWRENCE PASSPORTS

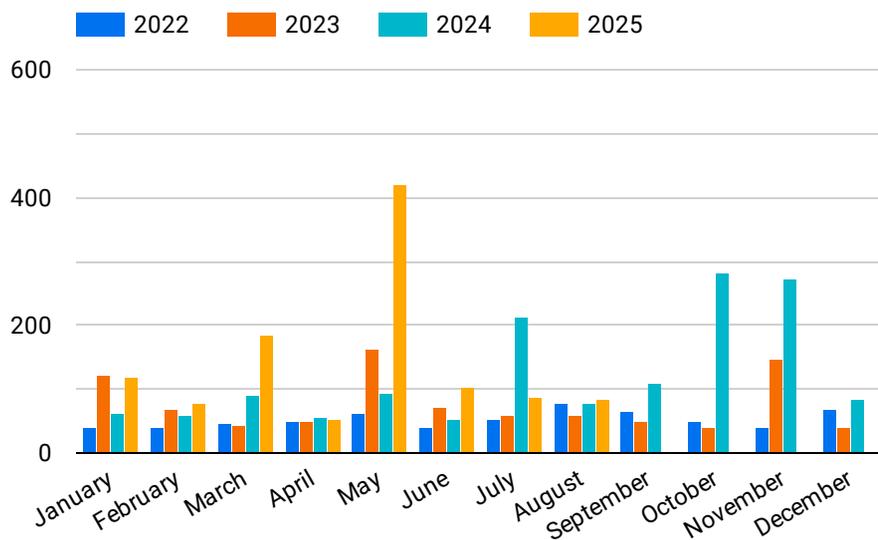
Pass	Pass Sign-ups	Check-ins	Offer Redemptions	Email Opt-ins
1. Summer of Fun	1651	1975	1977	1089

1 - 1 / 1 < >

## WEBSITE INQUIRIES

The Visitors Center fulfills requests for Visitors Guides through the website. In August, there were 84 website inquiries for Visitors Guides and e-newsletter sign-ups. Visitors are asked about their interests when they request information.

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



**WEBSITE INQUIRIES - INTERESTS**

Interest	Count
1. Wellness	40
2. Universities	36
3. Shopping	54
4. Recreation	42
5. Other	7
6. History	54
7. Haunted	37
8. Food	57

1 - 14 / 14 < >

# Sales Performance Report

## August 2025



### Economic Impact BOOKED YTD

**\$1,123,494**

37.4% of goal



### Leads / Assists

AUGUST PRODUCTION

**1 LEAD**

**2 ASSISTS**

YTD OCCUPANCY ↑ 1.4%  
YOY

**56.2%**

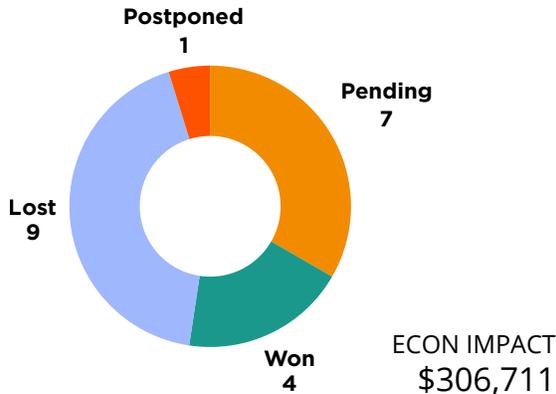
YTD ADR ↑ 5.1%  
YOY

**\$128.47**

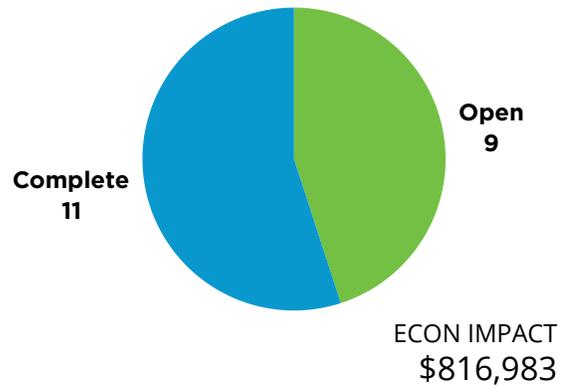
YTD REVENUE ↑ 2.8%  
YOY

**\$24,352,697**

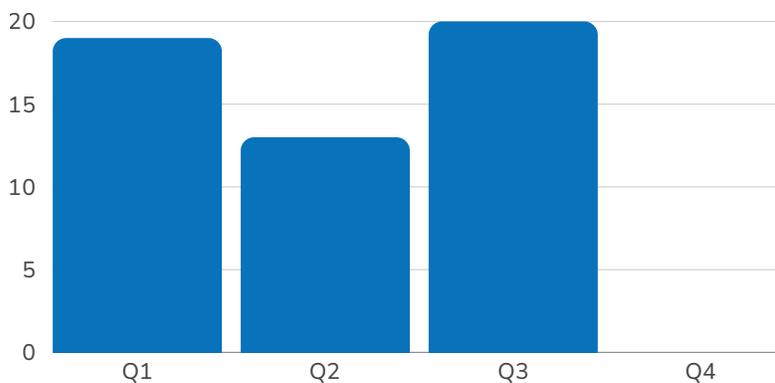
LEADS YTD = 21 | GOAL 30 (70%) Q2



ASSISTS YTD = 20



### PROSPECTING ACTIVITY



GOAL = 15/ QUARTER

Q1	19
Q2	13
Q3	20
Q4	0
TOTAL	52



# August 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:

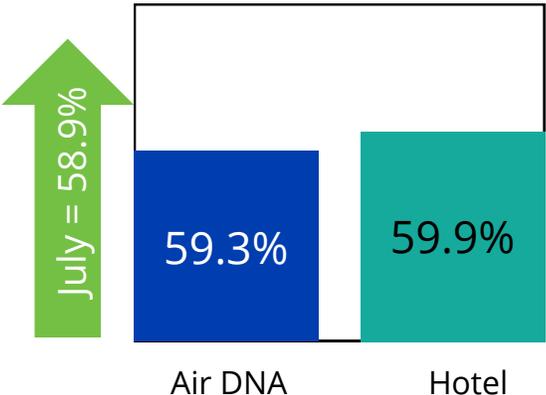
- 1) Occupancy Percent: Reflects the percentage of rooms occupied
- 2) Average Daily Rate (ADR): Reflects the average rate paid for rooms sold
- 3) RevPAR: Reflects the revenue per available room
- 4) Room Supply: Reflects the number of rooms available
- 5) Room Demand: Reflects the number of rooms sold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



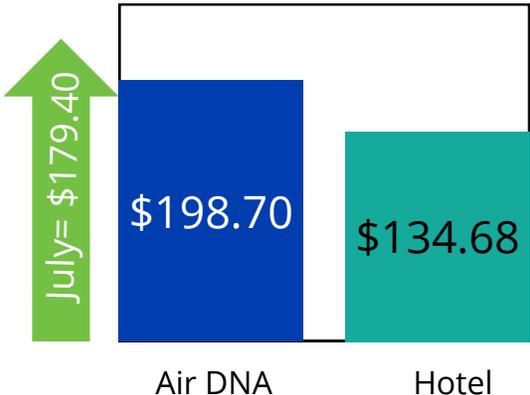
# August Air DNA Report

A comparison of hotel vs short term rental data

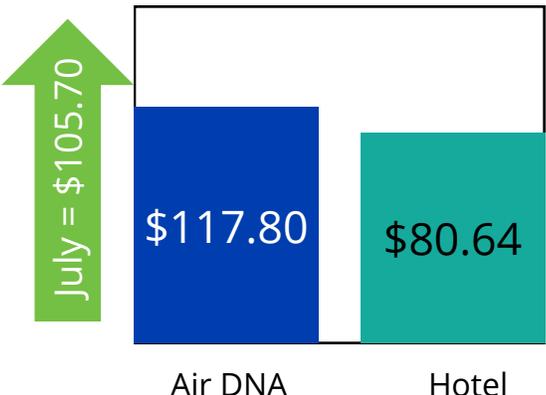
August Occupancy



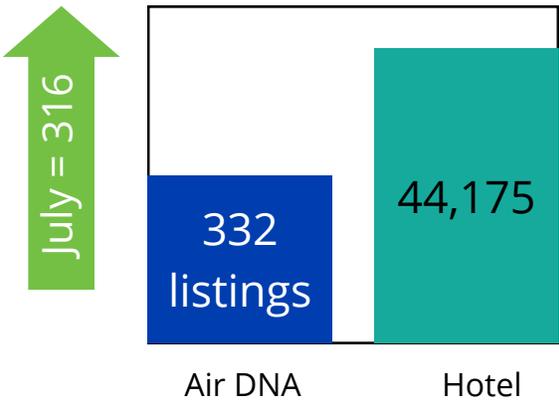
August ADR



August RevPAR



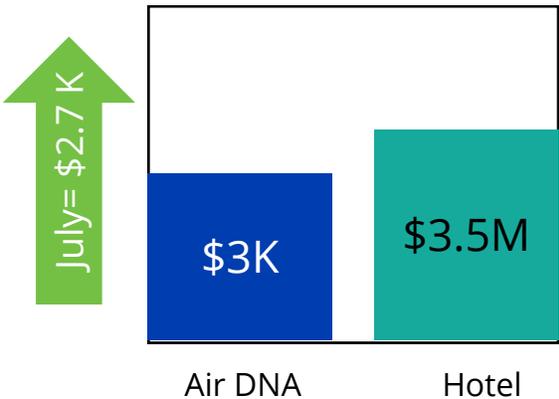
August Room Supply



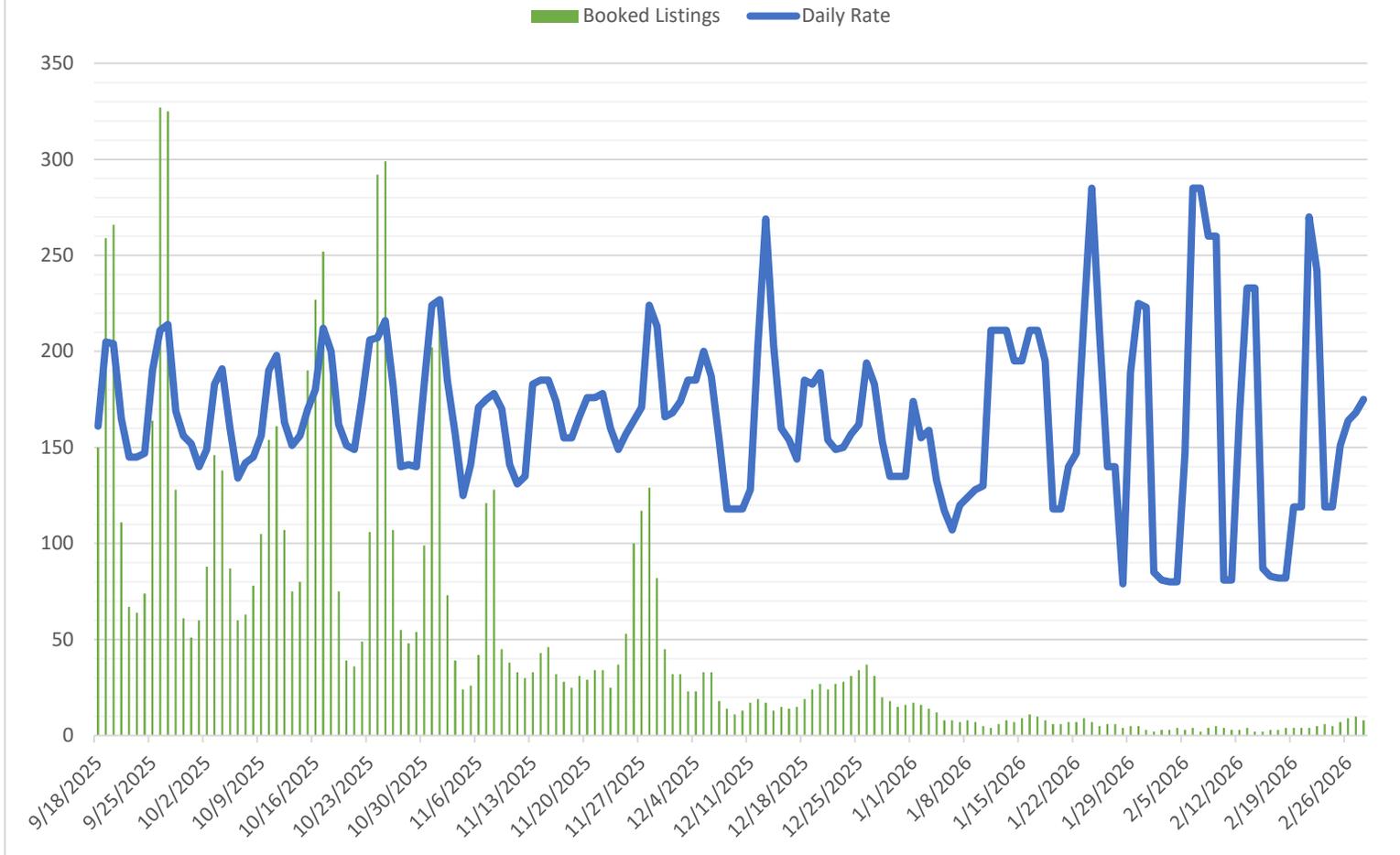
ADR/Bedroom

- 6 br \$447.80
- 5 br \$493.00
- 4 br \$389.00
- 3 br \$232.90
- 2 br \$160.20
- 1 br \$121.70

August Revenue



# Air DNA Futures: 9/18/25 - 2/18/26





**Transient Guest Tax Fund**  
221

	2024 Actuals	2025 Adopted Budget	2025 Revised Budget	2026 Proposed Budget
<b>Revenues</b>				
Property	\$ -	\$ -	\$ -	\$ -
Sales Tax	-	-	-	-
Franchise Fees	-	-	-	-
Licenses and Permit Fees	-	-	-	-
Intergovernmental	2,213,520	2,500,000	2,500,000	2,801,000
Charges for Services	-	-	-	-
Fines, Forfeitures and Penalties	-	-	-	-
Interest	72,408	5,000	5,000	5,000
Miscellaneous	-	-	-	-
Transfer In	-	-	-	-
<b>Total</b>	<b>2,285,927</b>	<b>2,505,000</b>	<b>2,505,000</b>	<b>2,806,000</b>
<b>Expenditures</b>				
Personnel Services	\$ 481,087	\$ 526,000	\$ 526,000	\$ 554,000
Internal Service Charges	129,000	133,000	133,000	183,000
Operating Expenses	2,052,628	2,138,000	2,138,000	2,138,000
Debt Service	-	-	-	-
Capital Expenses	-	-	-	-
Transfer Out	-	-	-	-
<b>Total</b>	<b>2,662,715</b>	<b>2,797,000</b>	<b>2,797,000</b>	<b>2,875,000</b>
Revenue Over / (Under) Expenditure	(376,787)	(292,000)	(292,000)	(69,000)
Beginning Balance	1,326,775	949,988	949,988	657,988
Less: Reserve by Policy (60 days)	437,707	459,781	459,781	472,603
Available for Use	512,281	198,207	198,207	116,385
<b>Total Fund Balance</b>	<b>\$ 949,988</b>	<b>\$ 657,988</b>	<b>\$ 657,988</b>	<b>\$ 588,988</b>
<b>Expenditures by Department</b>				
Parks, Recreation & Culture	2,662,715	2,797,000		2,875,000
<b>Total</b>	<b>2,662,715</b>	<b>2,797,000</b>		<b>2,875,000</b>



Month	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	2025	2024/2025 % change
January	73,828	101,382	93,738	98,184	118,323	95,446	41,690	111,162	174,977	80,181	88,003	9.76%
February	77,086	99,205	94,007	113,533	84,797	115,542	58,116	108,425	119,220	119,371	115,753	-3.03%
March	95,280	105,298	116,791	132,019	123,763	103,118	61,061	158,537	162,399	208,819	269,213	28.92%
<b>Qtr 1</b>	<b>246,194</b>	<b>305,885</b>	<b>304,536</b>	<b>343,736</b>	<b>326,883</b>	<b>314,106</b>	<b>160,867</b>	<b>378,124</b>	<b>456,596</b>	<b>408,371</b>	<b>472,969</b>	<b>15.82%</b>
April	124,152	124,594	134,997	147,412	133,185	61,358	87,896	151,582	167,214	194,623	177,542	-8.78%
May	126,642	147,762	152,491	152,041	184,797	37,870	116,471	199,887	217,061	210,991	229,942	8.98%
June	183,250	161,930	183,216	171,487	185,634	38,022	154,237	180,085	224,361	252,388	281,796	11.65%
<b>Qtr 2</b>	<b>434,044</b>	<b>434,286</b>	<b>470,704</b>	<b>470,940</b>	<b>503,616</b>	<b>137,250</b>	<b>358,604</b>	<b>531,554</b>	<b>608,636</b>	<b>658,002</b>	<b>689,280</b>	<b>4.75%</b>
July	37,085	138,574	133,188	152,087	168,245	58,308	127,254	174,977	200,428	228,298	301,900	32.24%
August	211,166	164,378	204,992	161,411	149,099	78,147	154,104	190,619	193,987	168,231	182,532	8.50%
September	235,022	128,957	155,957	148,506	170,578	102,374	161,468	154,860	200,813	184,465	0	
<b>Qtr 3</b>	<b>483,273</b>	<b>431,909</b>	<b>494,137</b>	<b>462,004</b>	<b>487,922</b>	<b>238,829</b>	<b>442,826</b>	<b>520,456</b>	<b>595,228</b>	<b>580,994</b>	<b>484,432</b>	<b>22.17%</b>
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	
<b>Qtr 4</b>	<b>494,196</b>	<b>430,801</b>	<b>461,833</b>	<b>426,328</b>	<b>448,311</b>	<b>233,437</b>	<b>463,777</b>	<b>556,990</b>	<b>620,792</b>	<b>566,147</b>	<b>0</b>	
<b>Year Totals:</b>	<b>1,657,707</b>	<b>1,602,881</b>	<b>1,731,210</b>	<b>1,703,008</b>	<b>1,766,732</b>	<b>923,622</b>	<b>1,426,074</b>	<b>1,987,124</b>	<b>2,281,252</b>	<b>2,213,514</b>	<b>1,646,681</b>	<b>12.56%</b>

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

