



**eXplore Lawrence Board Meeting Agenda**

**Wednesday, February 16 – 3:30 PM Zoom**

1. Approval of Minutes – January board meeting
2. Financial Report – Heidi Champagne
3. Staff Reports
4. Executive Director Report
5. KOMA – Porter Arneil
6. TGT Grant Program Update – Peter Bobkowski
7. 2023 Operating Agreement

**eXplore Lawrence**  
**DRAFT - Board Minutes**  
**January 19, 2022**  
**3:30 p.m.**  
**Zoom**

Members Present: Mike Logan, Ivan Simac, Danny Caine, Jamie Hays Szalc, Heidi Champagne, Peter Bobkowski, Porter Arneill\*, and Commissioner Amber Sellers\*

Members absent: Fally Afani\*, Sally Zogry\*, Hugh Carter\*  
\*ex-officio members

Staff: Kim Anspach, Executive Director  
Kendra Brayfield, Director of Sales  
Andrea Johnson, Director of Marketing and Communications

Guests: Anthea Scouffas

Meeting Materials provided by email: January 2022 Board Packet

Meeting began at 3:33 p.m.

1. Introduction of new members and guests

- Introduced new member Commissioner Amber Sellers
- Introduced guest - Anthea Scouffas from the Lied Center

2. Mike explained that Fally's seat will shift from the Arts & Culture industry to the ex-officio Chamber seat which will open her current board seat. The Mayor will be appointing a new member.

The City Commission voted to allow Mike to serve another term for continuity.

Ivan has already been nominated and has agreed to serve as Chair. Mike asked for a motion.

Action: Moved for approval by Jamie; Heidi seconded. Approved Unanimously

Ivan took over as Chair for the rest of the meeting.

3. Approval of Minutes – December board meeting

Action: Heidi moved; Peter seconded. Approved.

4. Sales Plan Presentation – in packet – Kendra Brayfield, Director of Sales

- Kendra introduced herself and shared a presentation that included her personal background and the background on sales and bookings that she's been involved with since she started with eXplore Lawrence in 2018.
- Shared the overarching Sales Plan for 2022.
- SWOT analysis - Strengths, Weaknesses, Opportunities and Threats

- Reviewed Objectives, Sales Strategies, Sales Goals, Services Strategies

Ivan asked for a motion to approve the Sales Plan.

Action: Heidi moved to adopt the sales plan; Jamie seconded. Approved.

#### 5. Marketing Plan Presentation – in packet - Andrea Johnson, Director of Marketing and Communications

- Andrea introduced herself and shared a presentation about her background.
- Group Marketing: Goal, Message and Target Markets
- Tools
- Shared background on eXplore Lawrence (CVB) and Unmistakably Lawrence (Brand for Leisure Marketing – come to Unmistakably Lawrence)
- Situation – data report
- Trends – travel predictions
- Shared SWOT Analysis, Strengths, Weaknesses, Opportunities and Threats
- Target Markets – geographical and personas
- Tactics
- Campaigns
  - Shared some of the “Why Lawrence” videos
- Key Performance Indicators – measure success

Mike asked for a motion to approve the Marketing Plan.

Action: Peter moved to adopt the marketing plan; Jamie seconded. Approved.

#### 6. Financial Report – Heidi Champagne

- Shared the reports from the packet
- Mike reminded the board that, because of the recent increase in hotel stays and TGT revenues, \$217K of 2021 funds are being “returned” to eXplore Lawrence by the City to backfill lost 2021 budget due to the pandemic. This means that there is \$1.2 million available in 2022.

#### 7. 2022 Budget & Operating Agreement

- Kim reported that the City shared the updated operating agreement which is ready for signing.

Mike asked for a motion for Kim sign the agreement.

Action: Moved by Danny; Seconded by Heidi. Approved

- Proposed changes and increases to line items in 2022 - Shared a spreadsheet reallocating the budget backfill from the end of 2021. 2021 was a depressed budget due to COVID.
  - EIDL loan repayment

- Visitor center maintenance and improvements
- Health Insurance increase for new employees and cost increases
- Payroll was reduced in 2021 with Michael's absence, want to add staff to cover gaps
- Employee retirement plan
- Marketing plan
- Public Relations for events and subscriptions from state
  - I-70 distribution
  - Digital
- Promotional materials
- Bids incentives
- Rent increase
- Insurance
- Storage – reduce
- Travel & Meetings increase
- Will audit telephone and Internet expenses
- With “surplus” funds, propose a savings fund for emergencies and opportunities
  - Professional development
  - Bid increase

Mike pointed out that the actual 2022 budget is \$996,000. He asked if the financial fluidity of the budget stays the same. Kim would be concerned about hiring staff and possibly not being able to keep them in 2023 without future budget increase.

Looking at benchmark communities to learn more about other CVBs. Budget request will be submitted in April.

Mike asked for a motion to approve the proposed revised 2022 budget.\*

Action: Moved by Jamie; Seconded by Heidi. Approved

\*There was clarification after the vote that the approval was made for the overall proposed revised budget but not for the entire 2021 additional funds. Those funds will be revisited by the board later.

#### 8. TGT Grant Program Update – Peter Bobkowski

- In the interest of time, Peter proposed tabling this to next meeting. Asked board to review allocation.

#### 9. Board Retreat

- Kim – Doodle Poll result – Retreat will be March 3<sup>rd</sup> from 11 a.m. to 3 p.m.

Mike and the board bid Danny a fond farewell and reminded him to visit often.

**Motion to Adjourn**

Danny moved to adjourn; Heidi seconded. Approved  
Meeting adjourned at 5:41 p.m.

Next meeting February 16, 2022 - 3:30 p.m.

**Phoenix Tax and Accounting Inc**  
*Certified Public Accountant*  
4311 W 6<sup>th</sup> Street Suite D  
Lawrence, Kansas 66049  
785-592-0552

**Accountant's Compilation Report**

March 16, 2022

To the Board of Directors  
Explore Lawrence Inc  
Lawrence, Kansas

Management is responsible for the accompanying financial statements of Explore Lawrence Inc, which comprise the Statement of Financial Position as of February 28, 2022, and the related Statements of Activities for the one months ended February 28, 2022, and 2021, in accordance with the accrual basis of accounting, and for determining that the accrual basis of accounting is an acceptable financial reporting framework. We have performed compilation engagements in accordance with Statements on Standards for Accounting and Review Services promulgated by the Accounting and Review Services Committee of the AICPA. We did not audit or review the financial statements nor were we required to perform any procedures to verify the accuracy or completeness of the information provided by management. We do not express an opinion, a conclusion, nor provide any form of assurance on these financial statements.

The financial statements are prepared in accordance with the accrual basis of accounting, which is a basis of accounting generally accepted in the United States of America.

Management has elected to omit the statement of cash flows and substantially all of the disclosures ordinarily included in financial statements prepared in accordance with the accrual basis of accounting. If the omitted disclosures were included in the financial statements, they might influence the user's conclusions about the company's assets, liabilities, equity, revenue and expenses. Accordingly, the financial statements are not designed for those who are not informed about such matters.

We are not independent with respect to Explore Lawrence Inc.

**Phoenix Tax and Accounting Inc.**  
Lawrence, Kansas

**Explore Lawrence Inc**  
**Statement of Financial Position**  
As of February 28, 2022

	Feb 28, 22
<b>ASSETS</b>	
Current Assets	
Checking/Savings	
1020 · US Bank Checking	195,109.83
1030 · US Bank Money Market	315,878.52
1050 · Reserve Fund	203,417.16
Total Checking/Savings	714,405.51
Total Current Assets	714,405.51
Fixed Assets	
2200 · Leasehold Improvement	107,174.01
2500 · Accumulated Depreciation	-16,969.22
Total Fixed Assets	90,204.79
Other Assets	
1225 · Deposits	3,100.00
Total Other Assets	3,100.00
<b>TOTAL ASSETS</b>	<b>807,710.30</b>
<b>LIABILITIES &amp; EQUITY</b>	
Liabilities	
Current Liabilities	
Accounts Payable	
3000 · Accounts Payable	60,764.53
Total Accounts Payable	60,764.53
Credit Cards	
2109 · Credit Card - US Bank	2,034.77
Total Credit Cards	2,034.77
Other Current Liabilities	
3100 · Payroll Liabilities	
3105 · Accrued Payroll	10,675.67
3110 · Federal & FICA Payable	816.69
3112 · FUTA Payable	170.42
3113 · KS SUTA Payable	509.43
Total 3100 · Payroll Liabilities	12,172.21
3150 · 401(K) W/H Payable	476.88
3300 · Sales Tax Payable	12.87
Total Other Current Liabilities	12,661.96
Total Current Liabilities	75,461.26
Long Term Liabilities	
3700 · EIDL Loan June 19.2020	157,308.00
Total Long Term Liabilities	157,308.00
Total Liabilities	232,769.26
Equity	
4100 · Beginning Fund Balance	691,946.51
Net Income	-117,005.47
Total Equity	574,941.04
<b>TOTAL LIABILITIES &amp; EQUITY</b>	<b>807,710.30</b>

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03/16/22

Accrual Basis

Explore Lawrence Inc  
Statement of Income and Expenses Budget Performance  
February 2022

	Feb 22	Budget	Jan - Feb 22	YTD Budget	Annual Budget
Ordinary Income/Expense					
Income					
5000 · Guest Tax	0.00	83,000.00	0.00	166,000.00	996,000.00
5100 · Visitors Guide	0.00	2,083.34	23,884.00	4,166.68	25,000.00
5200 · Merchandise Sales	80.84	333.34	138.48	666.68	4,000.00
5300 · Carryover from LY Funds	0.00	18,083.34	0.00	36,166.68	217,000.00
5500 · DMI	0.00	1,000.00	3,000.00	2,000.00	12,000.00
5600 · Co-Op Marketing	0.00	250.00	0.00	500.00	3,000.00
5660 · DTN	0.00	500.00	1,076.00	1,000.00	6,000.00
5700 · Miscellaneous Income	0.00	116.67	-50.00	233.34	1,400.00
Total Income	80.84	105,366.69	28,048.48	210,733.38	1,264,400.00
Gross Profit	80.84	105,366.69	28,048.48	210,733.38	1,264,400.00
Expense					
7000 · Payroll Expense					
7081 · Payroll	21,351.34	29,583.34	42,702.68	59,166.68	355,000.00
7260 · Retirement Plan	1,430.64	833.34	2,332.52	1,666.68	10,000.00
7065 · Health Insurance	2,662.84	3,083.34	5,556.66	6,166.68	37,000.00
7070 · Incentive Program	0.00	833.34	0.00	1,666.68	10,000.00
Total 7000 · Payroll Expense	25,444.82	34,333.36	50,591.86	68,666.72	412,000.00
7100 · Payroll Tax Expense					
7100.1 · FICA Expense	1,633.38	2,000.00	3,266.76	4,000.00	24,000.00
7100.2 · FUTA Expense	43.06	25.00	170.42	50.00	300.00
7100.3 · SUTA Expense	253.21	70.00	509.43	140.00	840.00
Total 7100 · Payroll Tax Expense	1,929.65	2,095.00	3,946.61	4,190.00	25,140.00
7600 · Programs					
7601 · Advertising					
7601.10 · Magazine	2,487.00	1,160.42	3,172.00	2,320.84	13,925.00
7601.12 · Content	450.00	1,137.50	450.00	2,275.00	13,650.00
7601.14 · Outdoor	0.00	833.34	0.00	1,666.68	10,000.00
7601.15 · COOP Marketing Expense	292.50	250.00	292.50	500.00	3,000.00
7601.2 · Design	0.00	306.67	57.92	613.34	3,680.00
7601.21 · Opportunity Fund	0.00	2,083.34	0.00	4,166.68	25,000.00
7601.22 · Tracking	848.50	850.00	1,697.00	1,700.00	10,200.00
7601.24 · New Technology	0.00	500.00	0.00	1,000.00	6,000.00
7601.4 · Public Relations	0.00	791.67	0.00	1,583.34	9,500.00
7601.6 · I-70 Distribution	8,155.47	1,083.34	8,155.47	2,166.68	13,000.00
7601.8 · Digital	2,206.13	12,250.00	3,400.72	24,500.00	147,000.00
7601.9 · Partner Media Buy Program	0.00	333.34	0.00	666.68	4,000.00
Total 7601 · Advertising	14,439.60	21,579.62	17,225.61	43,159.24	258,955.00
7619 · Incentive Travel					
7619.0 · General Fund	0.00	250.00	0.00	500.00	3,000.00
7619.1 · Committed Incentives	0.00	1,375.00	0.00	2,750.00	16,500.00
7619.2 · New Business	0.00	875.00	0.00	1,750.00	10,500.00
Total 7619 · Incentive Travel	0.00	2,500.00	0.00	5,000.00	30,000.00
7625 · Simpleview Data Base	0.00	1,291.67	0.00	2,583.34	15,500.00
7641 · Promotional Materials	0.00	1,250.00	0.00	2,500.00	15,000.00
7642 · Trade Shows					
7642.0 · General Fund	0.00	625.00	0.00	1,250.00	7,500.00
7642.1 · Trade Show Travel	0.00	250.00	0.00	500.00	3,000.00
7642 · Trade Shows - Other	237.95		237.95		
Total 7642 · Trade Shows	237.95	875.00	237.95	1,750.00	10,500.00

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Accrual Basis

**Explore Lawrence Inc**  
**Statement of Income and Expenses Budget Performance**  
**February 2022**

	Feb 22	Budget	Jan - Feb 22	YTD Budget	Annual Budget
7643 - Website Hosting	0.00	2,166.67	6,500.00	4,333.34	26,000.00
7644 - Printing and Reproduction	0.00	583.34	423.88	1,166.68	7,000.00
7645 - Special Projects					
7648 - Bids	0.00	2,083.34	0.00	4,166.68	25,000.00
7649 - Visitors Guide	42,675.77	3,333.34	42,675.77	6,666.68	40,000.00
Total 7645 - Special Projects	42,675.77	5,416.68	42,675.77	10,833.36	65,000.00
Total 7600 - Programs	57,353.32	35,662.98	67,063.21	71,325.96	427,955.00
7620 - Meeting programs	3,764.21	3,333.34	3,764.21	6,666.68	40,000.00
8200 - Admin and General					
8202 - Accounting	800.00	1,250.00	800.00	2,500.00	15,000.00
8203 - Rent	2,970.23	4,166.67	5,940.56	8,333.34	50,000.00
8204 - Software	23.50	250.00	35.25	500.00	3,000.00
8206 - Hardware	65.67	416.67	65.67	833.34	5,000.00
8210 - Technology Repair & Maintenance	0.00	1,666.67	0.00	3,333.34	20,000.00
8214 - Bank Service Charges	25.95	50.00	61.85	100.00	600.00
8214.1 - Bank Fees - Square	1.65		3.30		
8218 - Cash Over/Short	40.35		51.35		
8225 - Board Expenses	35.51	366.67	35.51	733.34	4,400.00
8226 - Leased Equipment	218.67	416.67	990.96	833.34	5,000.00
8230 - Dues/Subscriptions/Memberships	308.25	1,250.00	1,279.93	2,500.00	15,000.00
8234 - Insurance	284.06	1,000.00	2,661.12	2,000.00	12,000.00
8238 - Utilities	371.67	500.00	669.87	1,000.00	6,000.00
8242 - Legal	192.50	416.67	192.50	833.34	5,000.00
8244 - Janitorial/Cleaning	240.00	208.34	340.00	416.68	2,500.00
8245 - Retirement Plan Fees/Admin	0.00	183.34	0.00	366.68	2,200.00
8247 - Office Supplies	168.05	458.34	225.95	916.68	5,500.00
8248 - Postage and Delivery	0.00	685.42	0.00	1,370.84	8,225.00
8250 - Storage	306.06	125.00	459.09	250.00	1,500.00
8251 - Misc. Office General	9.95	208.34	9.95	416.68	2,500.00
8282 - Travel & Meetings					
8282.10 - Professional Development	1,200.00	333.34	1,200.00	666.68	4,000.00
8282.11 - EL Hosted Events	0.00	166.67	0.00	333.34	2,000.00
8282.12 - Staff Travel	24.10	250.00	88.89	500.00	3,000.00
8282.13 - Meetings	0.00	166.67	113.47	333.34	2,000.00
8282.14 - Staff Employee Benefits	120.51	83.34	169.61	166.68	1,000.00
Total 8282 - Travel & Meetings	1,344.61	1,000.02	1,571.97	2,000.04	12,000.00
8283 - Telephone/Internet	1,370.96	1,468.34	2,810.82	2,916.68	17,500.00
Total 8200 - Admin and General	8,777.64	16,077.16	18,205.65	32,154.32	192,925.00
8900 - Misc Expense	0.00		0.00		
Total Expense	97,269.64	91,501.84	143,571.54	183,003.68	1,098,020.00
Net Ordinary Income	-97,188.80	13,864.85	-115,523.06	27,729.70	166,380.00
Other Income/Expense					
Other Income					
9020 - Interest Income	2.42	83.34	142.71	166.68	1,000.00
Total Other Income	2.42	83.34	142.71	166.68	1,000.00

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Accrual Basis

**Explore Lawrence Inc**  
**Statement of Income and Expenses Budget Performance**  
**February 2022**

	Feb 22	Budget	Jan - Feb 22	YTD Budget	Annual Budget
Other Expense					
9510 - Depreciation	446.56	446.59	893.12	893.18	5,359.00
9530 - Interest Expense	366.00	363.34	732.00	726.68	4,360.00
Total Other Expense	812.56	809.93	1,625.12	1,619.86	9,719.00
Net Other Income	-810.14	-726.59	-1,482.41	-1,453.18	-8,719.00
Net Income	-97,998.94	13,138.26	-117,005.47	26,276.52	157,661.00

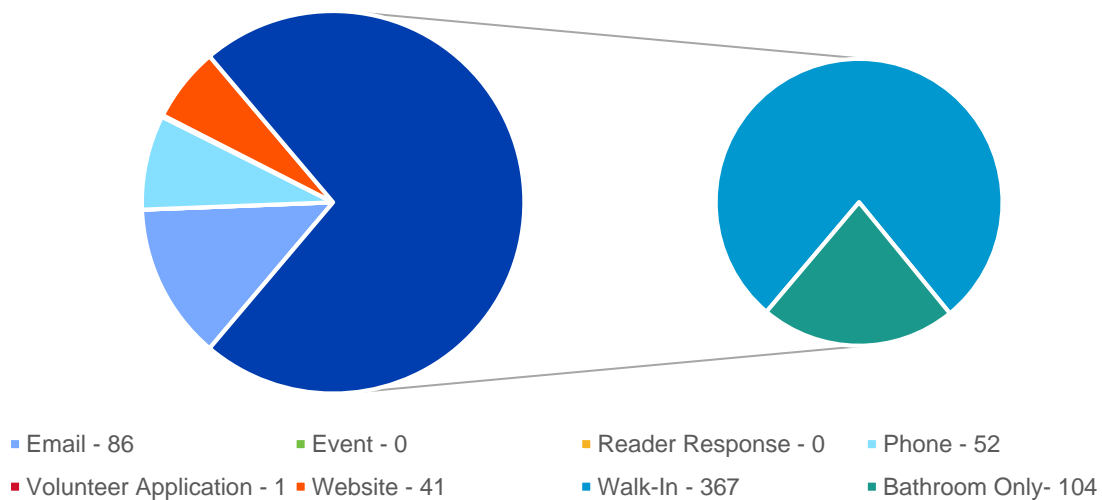
# Visitors Services Report

## Overview

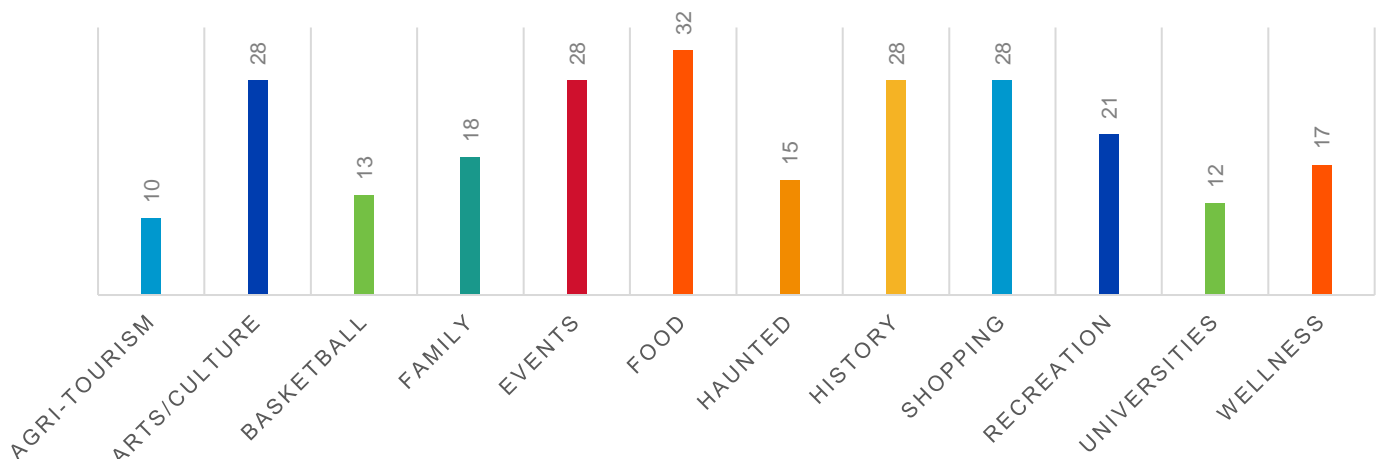
The month of February was a bit busier than January, but the snow and cold weather definitely kept our numbers lower with 367 visitors. We are still receiving new products from other destinations. With some destinations, this is their first time releasing new product since the pandemic. We have had an update on our volunteer program as well as some other servicing projects coming up.

## Visitors Center Guests

### February Inquiries

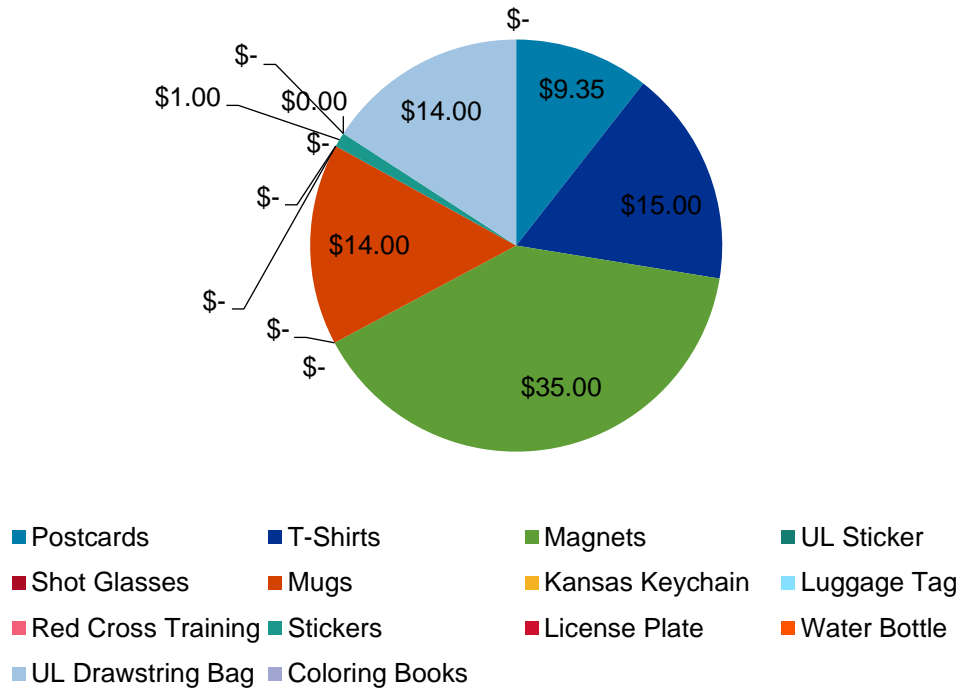


### Visitor Interests

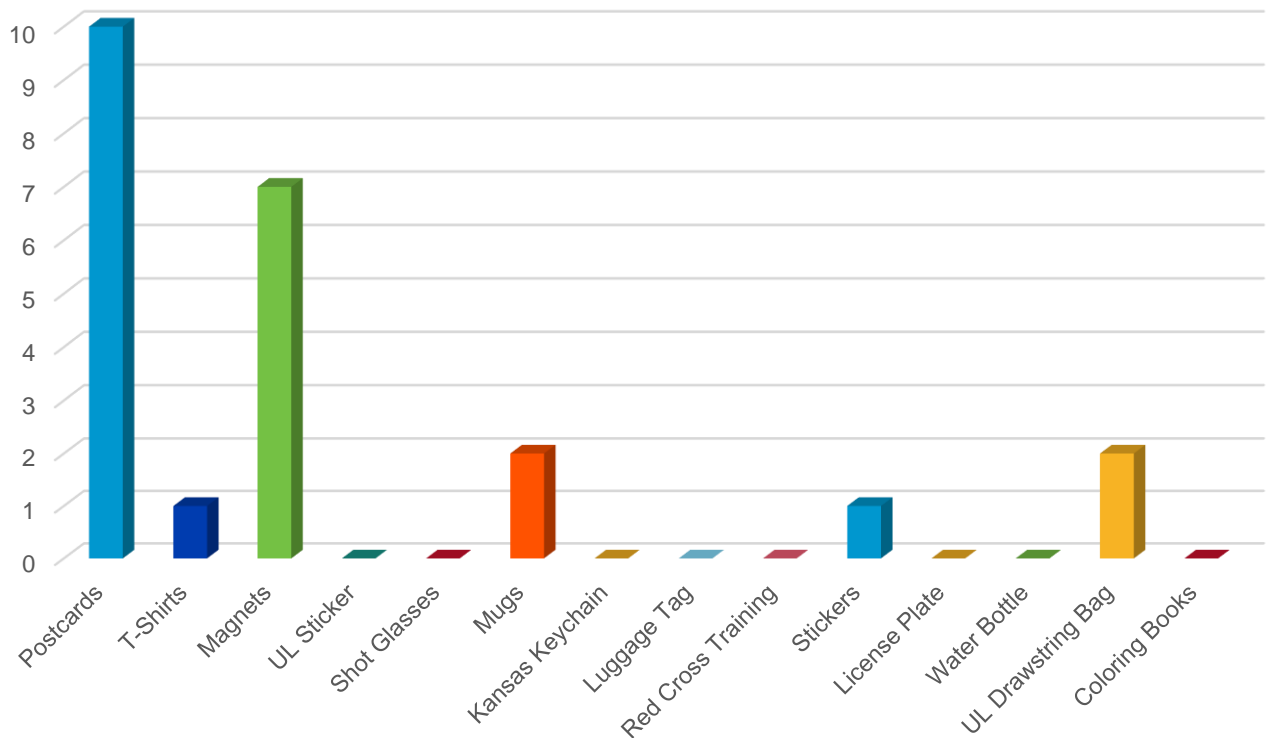


## Visitors Center Sales

### Gross Sales - \$88.35



### Number of Items Sold



Sales for February picked up a bit from January. Postcards still tend to be the best selling item, however our new magnets have been doing pretty well and almost outsold postcards in February.

I have finished the Kansas State Guide listing for our partners in the community. We purchased listings in the guide for 47 different partners. These are made up of all the hotels, wineries, breweries, and attractions in Lawrence.

Kendra and I have been busy at work with servicing upcoming events and groups coming to Lawrence. I compiled a list of restaurants around town that would be able to accommodate group dining for the NACADA group. I am confident that we will be able to utilize this list for future group needs. I was also able to gather welcome bag supplies for NACADA to pick up before their event. I was also able to meet with John Borrow with the Kansas Fur takers and make sure that we can successfully attend to his event's needs coming up in June.

I was excited to pick up some new Douglas County Bike Maps from City Hall. These maps have been one of the most sought after piece of literature since I have worked here.

Jess and I have been busy with adding events to both the website calendar as well as the new city calendar. It is good to see a lot of events popping up now that it is getting warmer and Covid seems to be calming down.

I have been working on a project with a local partner, Tyler Lindquist in creating and distributing Pride Flag window clings for our Lawrence businesses. The goal of this mini project is to have welcoming businesses display that they are safe places for our LGBTQ+ tourists. We in Lawrence understand that our town is welcoming and affirming to LGBTQ+ individuals but this will help people who are visiting who might not be privy to that information.

We now have the new volunteer application on the website. I have also brought on a new volunteer named Claire, who will be starting this week. I am really excited to have her become a part of the Visitors Center team.



## Sales Team Board Report, February 2022

### Lead Production

- 5 Leads generated (Room Nights: 437/ ERR: \$70,278) out of those leads- 1 Repeat, 4 New leads
- 2 Definite generated (Room Nights: 450/ ERR: \$72,345)- both New leads for eXplore Lawrence

*RRN = Requested*

*Room Nights*

### Leads:

**Kansas Craft Beer Expo**-March 11-13, 2022 / RRN: 60; EER: \$10,335.00 (repeat)

**Real Food Experiences**-May 27-29, 2022 / RRN: 40; EER: \$6,360.00 (new)

**Education Training For KU Humanities**-June 5-12, 2022 / RRN: 210; EER: \$33,390.00 (new)

**2022 KAPIO Conference**-August 24-26, 2022 / RRN: 80; EER: \$12,720.00 (new)

**Kansas Physical Therapy Association**-March 23-26, 2023 / RRN: 47; EER: \$7,473.00 (new)

### Definite:

**KCAC Women's Golf Tournament**-April 23-27, 2022 / RRN: 245; EER: \$38,955.00 (new)

**Education Training For KU Humanities**-June 5-12, 2022 / RRN: 210; EER: \$33,390.00 (new)

**Service efforts** are all groups that eXplore Lawrence Sales is actively working with on service needs for their upcoming event/conference needs.

**Kansas Craft Beer Expo**  
**NACADA Region #7 Conference**  
**KCA 2022 Spring Conference**  
**KCAC Women's Golf Tournament**  
**Fur Takers of America 54<sup>th</sup> Rendezvous**  
**KC Pre Nationals Volleyball Tournament**

**Groups that met in February-**  
*HOA Volleyball Tournaments at Sports Pavilion Lawrence*

## Sales Team Board Report, February 2022



### Sales Team Highlights

- Currently sitting at 10% of our lead goal for 2022 of securing 65 leads
- \$142,623 in estimated room revenue generated for Lawrence hotels/ Goal for '22 is \$3,000,000.00
- Director of Sales & Executive Director attend Statehouse Industry Event at the Capitol with the State of Tourism Department
- Created the city wide calendar and presented it to the DOS hoteliers, this has been a long term goal for the sales department and was excited to roll this out for 2022
- Posted STR report of Jan '22 to extranet for hoteliers
- Had a partner one on one with the GM of the Best Western Plus
- Attended a networking Education in Kansas City with MPI
- Attended a quarterly Sports Kansas meeting to discuss upcoming trade show opportunities for 2022.



## Marketing & Communications Report – February 2022

### Website

Total unique website visitors for February were 16,122, a 61% decrease from last month and 149% more than February of last year. In February, users averaged 1.94 pages per session (compared to 1.7 pages last February) and averaged 1:49 minutes (compared to 1:23 last February). The leading source for our traffic was Organic, Social, and Paid Search.

New content on the site in February was:

- Why Lawrence?
- Love Language: Musicians, artists, and community pen a love letter to Lawrence
- A Guide to Lawrence Restaurant Week

Top viewed content in February was:

- Lawrence Restaurant Week
- A Guide to Lawrence Restaurant Week blog
- Events Calendar
- Home page
- Cradle of Basketball

### Search Engine Marketing

With some of the changes we've been testing (with Google's participation), we saw a 64.40% drop in CPC in February. This is especially interesting because February tends to be lackluster due to its shortness and the added competition it brings. Since we are ramping search back up for spring, we should have seen a 100% click increase month over month. But, due to the lower click cost we delivered almost 5x as many clicks as in January! We did see a dip in CTR which corresponded closely to an increase in Jayhawks and cemetery search demand. We've made some tweaks to the keywords that will reign these in. – Chris Callahan, Cohort Digital

### Lawrence Restaurant Week Advertising Campaign

We ran a Lawrence Restaurant Week digital campaigns in February through Datafy, Social Media, LJWorld, and Midco.

- **Lawrence Restaurant Week Datafy Ad Campaign Results**
  - Retargeted people who have visited Downtown Lawrence in the past with a Lawrence Restaurant Week message
  - 237,697 impressions
  - 447 clicks for a .19% click-thru-rate.

- 621 of the people who saw this campaign arrived in Lawrence afterward
- The estimated revenue from these visitors is \$48,750.
- 28 of the people who saw the ad also visited a Lawrence hotel
- **Lawrence Restaurant Week Facebook/Instagram Campaign**
  - Roadtripper, Daytripper, and Local Foodie Targets
  - 502,488 impressions
  - 8,745 clicks
  - >900 event responses

### **Why Lawrence? Campaign**

We kicked off the Why Lawrence? video series campaign in February. In February we released the episodes: Shy at Haskell Stadium, Pam at The Eldridge Hotel, Derek at the Lied Center, and Lisa at Spencer Museum. Each episode is posted to [explorelawrence.com](http://explorelawrence.com), YouTube, and Facebook, and shared through all those channels plus Instagram and TikTok. The TikTok videos are receiving about 250 views each. Follow us @explorelawrence

- **Why Lawrence? Google/YouTube Video Campaign**
  - Roadtripper and Daytripper Targets
  - 24,227 impressions
  - 11,003 video views for a 45.42% View-thru-rate
  - \$.03 cost/video view
- **Why Lawrence? Facebook/Instagram Campaign**
  - Roadtripper, Daytripper, and Local Targets
  - 31,042 impressions
  - 18,108 thruplays (watched at least 15 seconds)
  - \$.03 cost/thruplay

### **Unmistakably Lawrence E-News**

The February e-blast was sent to 4,319 recipients. 1,158 recipients opened the email, and 147 of those who opened it clicked on at least one link. The most popular content was the Restaurant Week, Love Languages blog, and Kansas Craft Brewers Expo.

### **Social Media**

February social media activity on Twitter, Instagram, and Facebook resulted in 155 new fans, 219,158 impressions, and 11,692 post engagements.

### **Datafy (formerly SeeSource)**

Datafy is a tool that gives us insight into visitors to Lawrence: where they are visiting while here, how long they stay, where they come from, and more.

- We counted 69,434 unique visitors from more than 50 miles away to Lawrence in February.
- Top in-state cities (>50 miles away) that people visited from in February are:
  - Wichita

- Manhattan
  - Lees Summit
  - Omaha
  - Emporia
- Top states that people visited from in February are:
  - Missouri
  - Texas
  - Illinois
  - Oklahoma
  - Nebraska
- The top 5 clusters of POIs in February were:
  - Downtown
  - Lawrence Hotels
  - Sports (Memorial Stadium, Allen Fieldhouse, Rock Chalk Park)
  - Outdoors (Clinton State Park, Baker Wetlands)
  - Breweries



## Overview



### Unique Visitors

39,569

In-State 13,546

Out-of-State 26,023

### Visitor Days Spent

100,722

In-State 31,352

Out-of-State 69,370

### Avg Trip Length

1.907

In-State 1.5938

Out-of-State 2.0986

### Number of Trips

52,706

In-State 19,663

Out-of-State 33,042

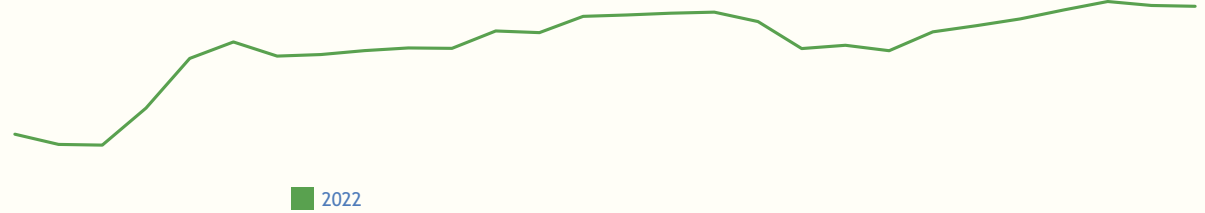


### Visitation

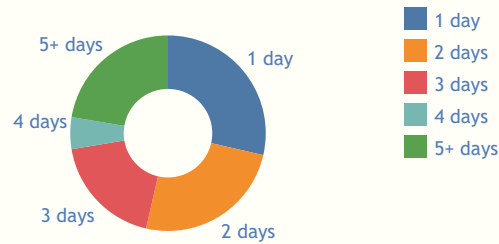
Year to Date

		In-State	Out-of-State
2022	Unique Vis..	24,572	54,531
	Visitor Da..	73,129	157,844
2021	Unique Vis..	12,025	31,028
	Visitor Da..	41,238	95,833
2020	Unique Vis..	31,264	76,589
	Visitor Da..	116,993	251,976
2019	Unique Vis..	28,179	73,809
	Visitor Da..	100,035	242,318
2018	Unique Vis..	18,753	52,148
	Visitor Da..	57,051	150,131

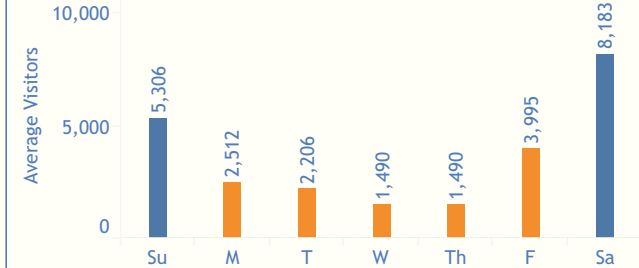
### Visitor Trend



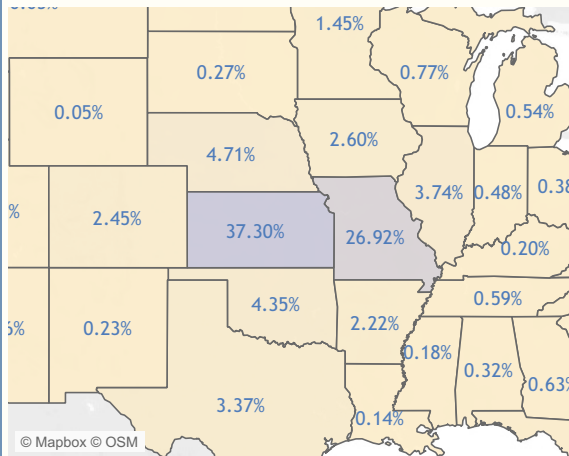
### Trip Length



### Weekday vs Weekend



### Visitors by State



### Top POI's

Downtown Lawrence	46,867
Hotels	43,098
Sports	39,435
Outdoors	5,542
Breweries	2,677
Arts	2,102

### DMAs

### Top Markets



Wichita-Hutchinson Plus	7,401
Kansas City	5,328
Topeka	3,693
Joplin-Pittsburg	2,161
Springfield- MO	1,507
St. Louis	1,495



### Prevalent Demographic Group:

Age: Gen X (45-64) Income: 100k+ Education: Bachelors  
Household: 3-5 in HH Ethnicity: Caucasian

AUDIENCE

Data From Google Analytics

Users  
16,122  
↑ 149.4%

Sessions  
20,933  
↑ 170.1%

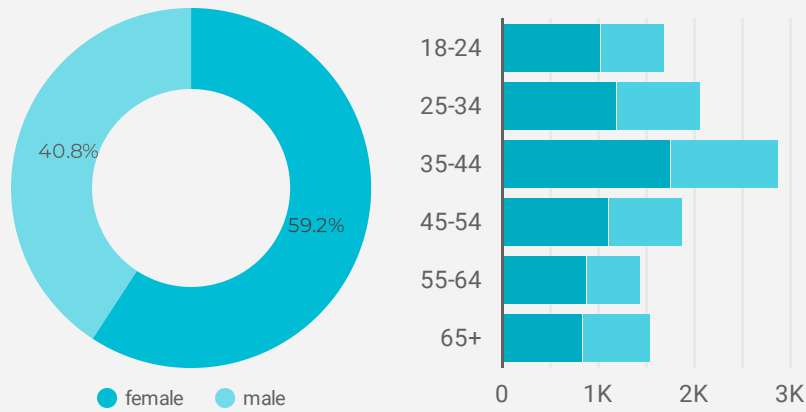
Pageviews  
40,648  
↑ 195.7%

Bounce Rate  
51.3%  
↓ -29.5%

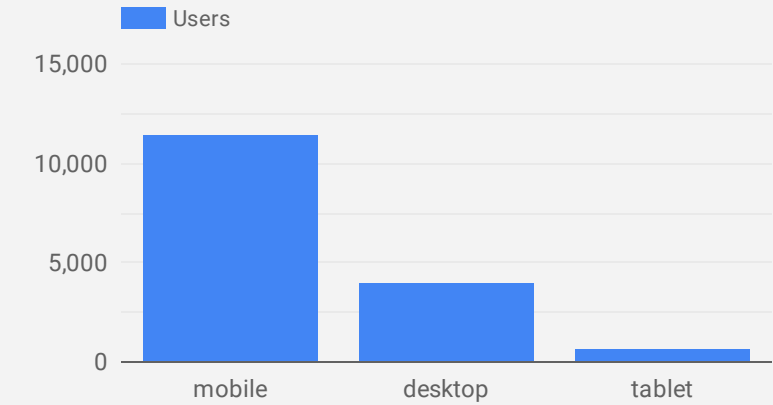
Avg. Session Duration  
00:01:48

Pages / Session  
1.94  
↑ 9.5%

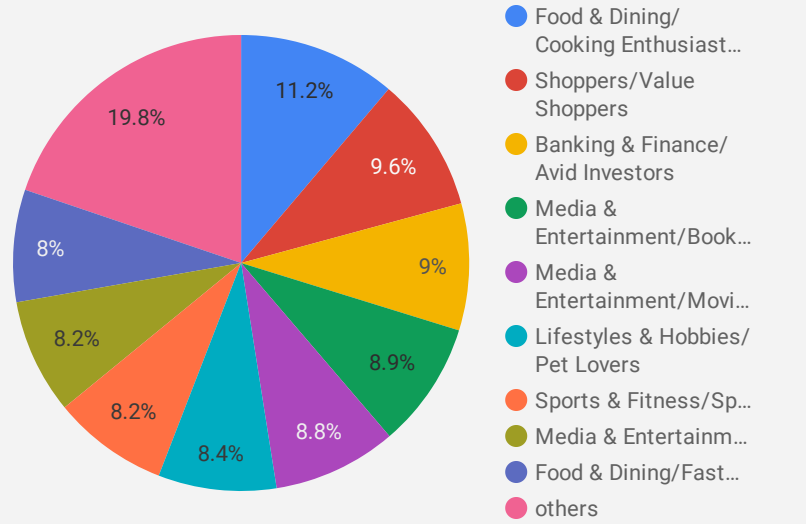
Engagement by Age & Gender



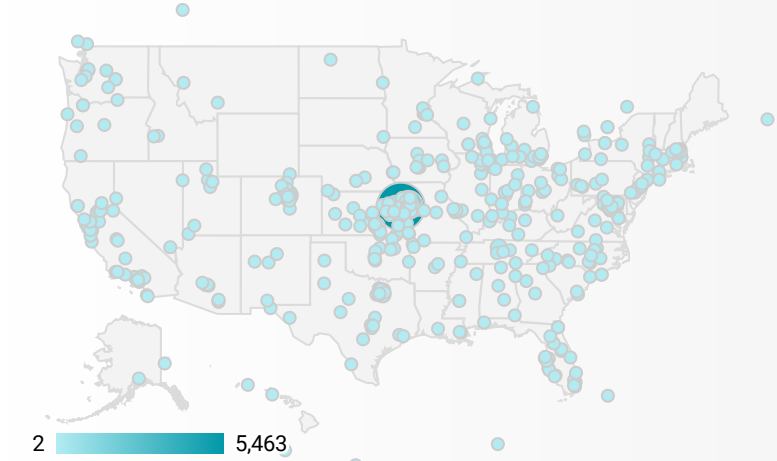
Device Category by Users



User Interests



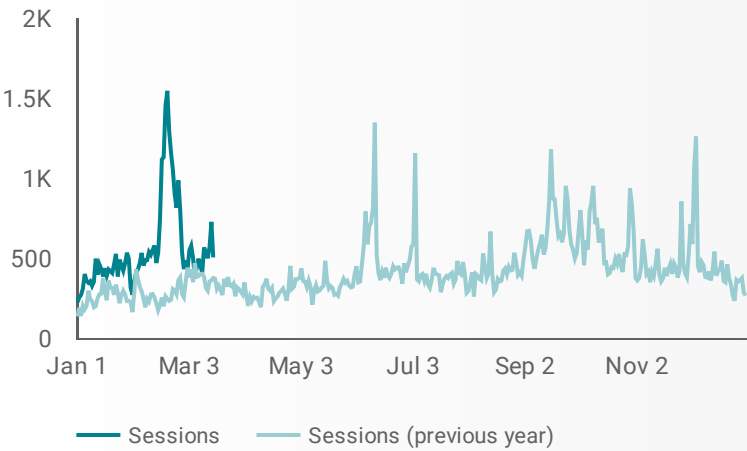
What are the top cities by users?



	City	Users	Pageviews
1.	Lawrence	5,472	
2.	Kansas City	1,973	
3.	Chicago	762	
4.	Topeka	746	
5.	Denver	577	
6.	(not set)	487	
7.	Overland Park	358	
8.	Wichita	212	
9.	Olathe	193	
10.	Nashville	170	

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How are site sessions trending?





## BEHAVIOR

Data From Google Analytics

### Top Pages by Unique Pageviews

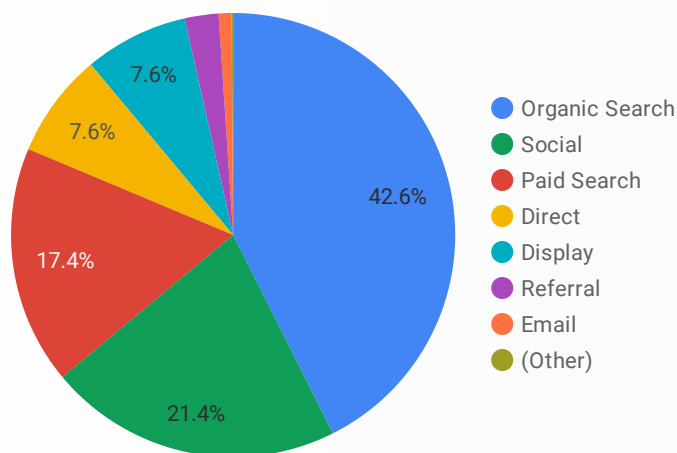
	Page Title	Unique Pageviews
1.	Lawrence Restaurant Week - February 18-27, 2022	5,410
2.	A Guide to Lawrence Restaurant Week 2022	2,420
3.	Events Calendar - Unmistakably Lawrence	2,319
4.	Explore - Unmistakably Lawrence	1,536
5.	Cradle of Basketball	1,366
6.	Eat - Unmistakably Lawrence	1,359
7.	Ideas for celebrating Black History Month in Lawrence, Kansas	676
8.	History & Heritage - Unmistakably Lawrence	578
9.	Emo Nite at The Granada	484
10.	Play - Unmistakably Lawrence	431

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## AQUISITION

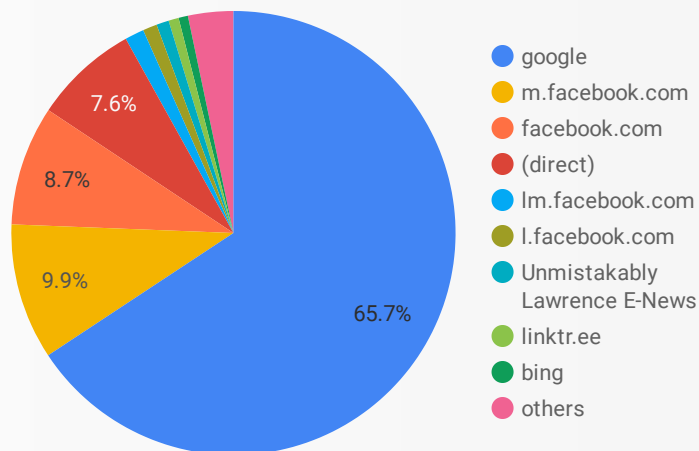
### Which channels are driving engagement?

Goal: Engaged Users



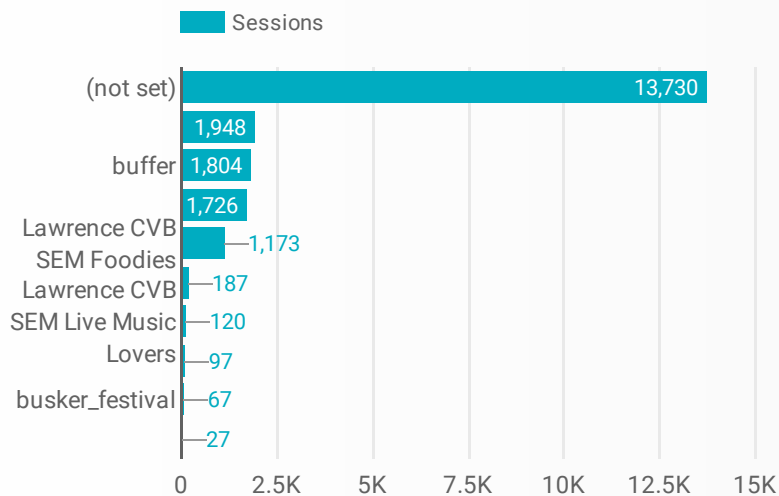
### Where are referrals coming from?

Goal: Engaged Users



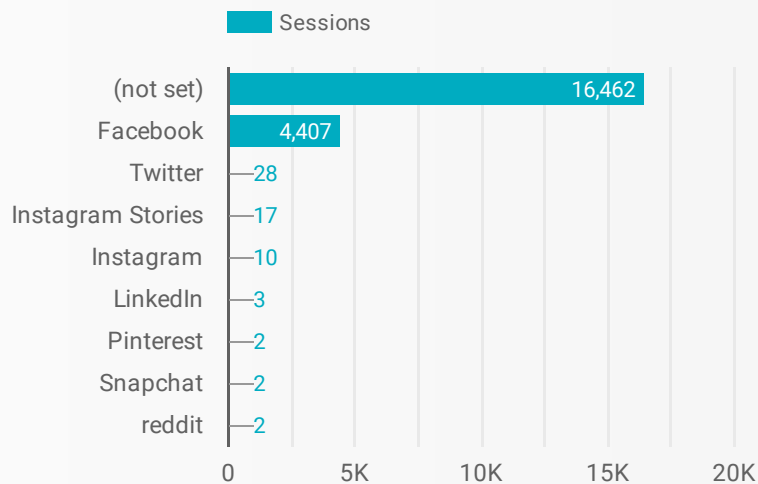
### Ad Campaign Referrals

Goal: Engaged Users



### Social Referrals

Goal: Engaged Users



## Overview

## Video View Rate

by Video Views, Video View Rate, and Impressions

Video views

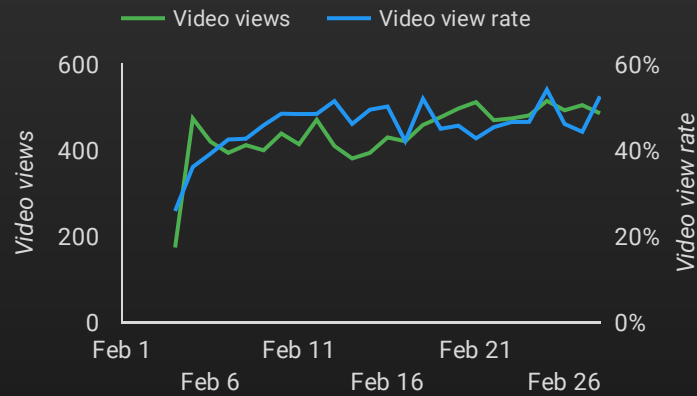
11.0K

↑ N/A

Video view rate

45.4%

↑ N/A



## Impressions

by Impressions and CPM

Impressions

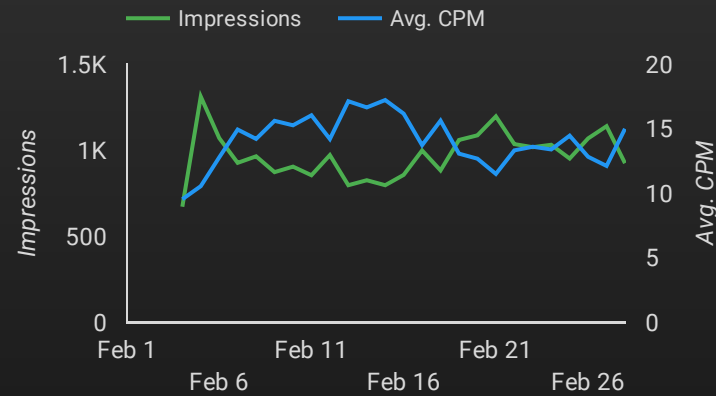
24.2K

↑ N/A

Avg. CPM

\$13.91

↑ N/A



## Cost Per View

by Cost, CPV

Cost

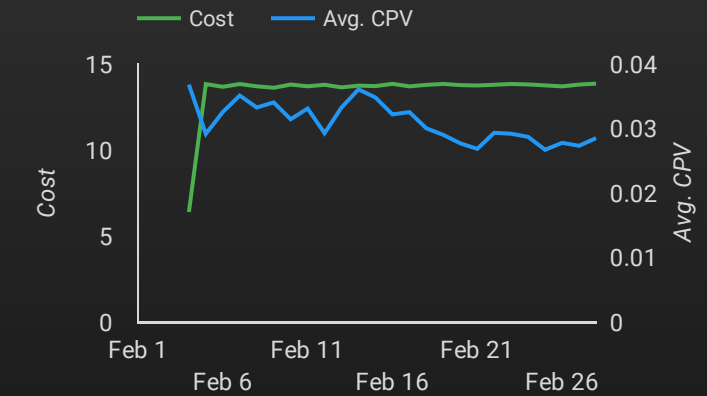
\$337.09

↑ N/A

Avg. CPV

\$0.03

↑ N/A



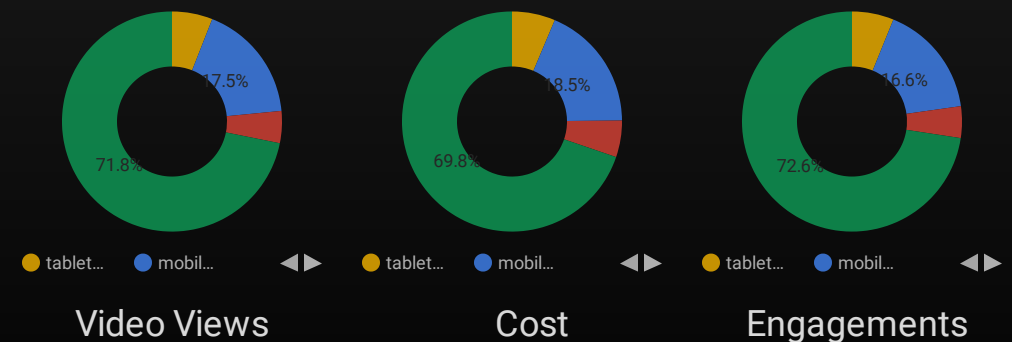
## Top Campaigns

by CTR, Avg. CPC, and Cost / Conv.

	Campaign	Video vi...	Video vie...	Avg. CPV ▾
1.	Why Lawrence	11,003	45.42%	\$0.03
2.	2022 Visitors Guide	0	0%	\$0
3.	Encountering John Brown	0	0%	\$0
4.	Epic Football Weekend 2021	0	0%	\$0
5.	LP Video Skippable	0	0%	\$0
6.	Lawrence Busker Festival 2021 - EL Roadtri...	0	0%	\$0
7.	Lawrence Busker Festival 2021 - Regional c...	0	0%	\$0
8.	Lawrence Restaurant Week - Website traffic	0	0%	\$0
1 - 12 / 12 < >				

## Device Breakdown

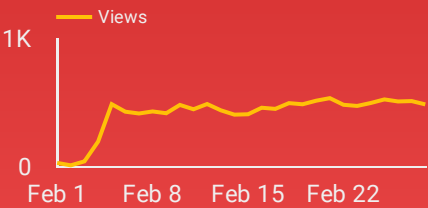
by Video Views, Costs, and Engagements



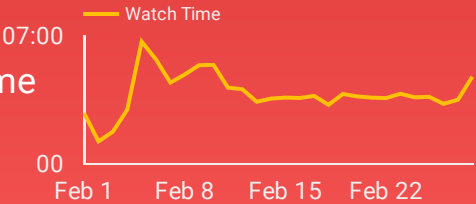


Trending by Views, Watch Time, & Shares

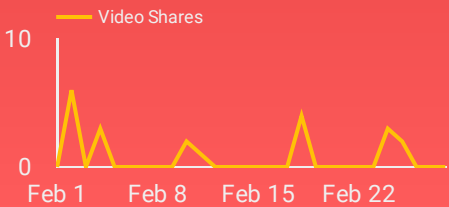
Views  
11.6K



Avg Watch Time  
04:41



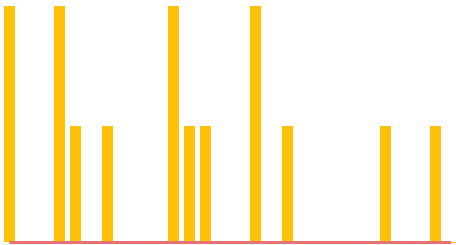
Video Shares  
21.0



Likes Added & Removed

+ 15.0

- 0.0



Dislikes Added & Removed

+ 0.0

- 0.0



Top Videos Watched

Filter by video title

Title	Views	Watch Time	Shares
Why Lawrence? Episode 2: Pam ...		00:04:37	2
Why Lawrence? Episode 3: Derek ...		00:04:17	3
Why Lawrence? Episode 1: Shiloh ...		00:06:04	8
Why Lawrence? Episode 4: Lisa at ...		00:03:29	4
2016 Downtown Men's Olympic S...		00:02:12	0
Welcome to Unmistakably Lawren...		00:00:58	1
Why Lawrence?		00:00:41	2
The Cradle of Basketball HD		00:01:44	0
Climb Lawrence Video Tour		00:02:26	0
Unmistakably Lawrence		00:01:29	0

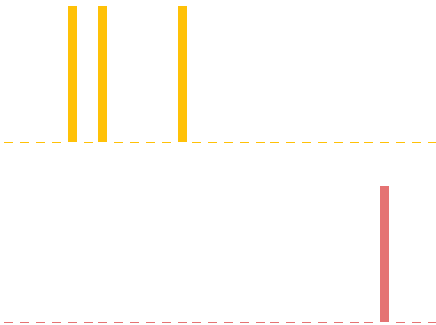
1 - 10 / 76



Subscriptions Added & Removed

+ 3.0

- 1.0



User Comments

+ 0

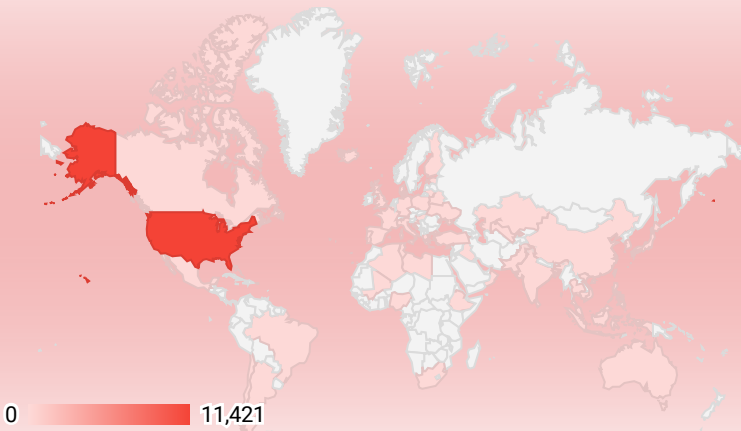


Video Comments

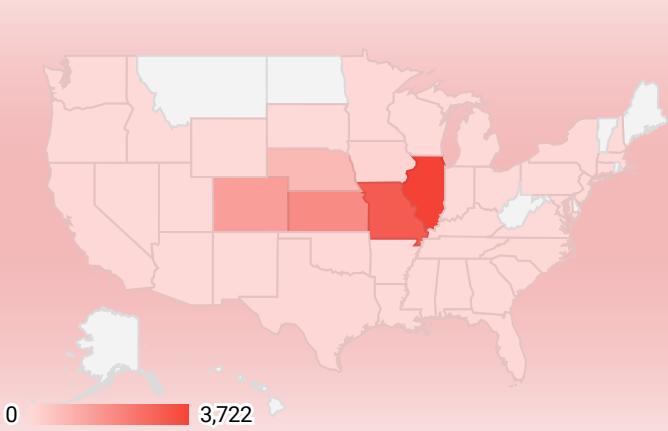
+ 0



Top Countries By Views



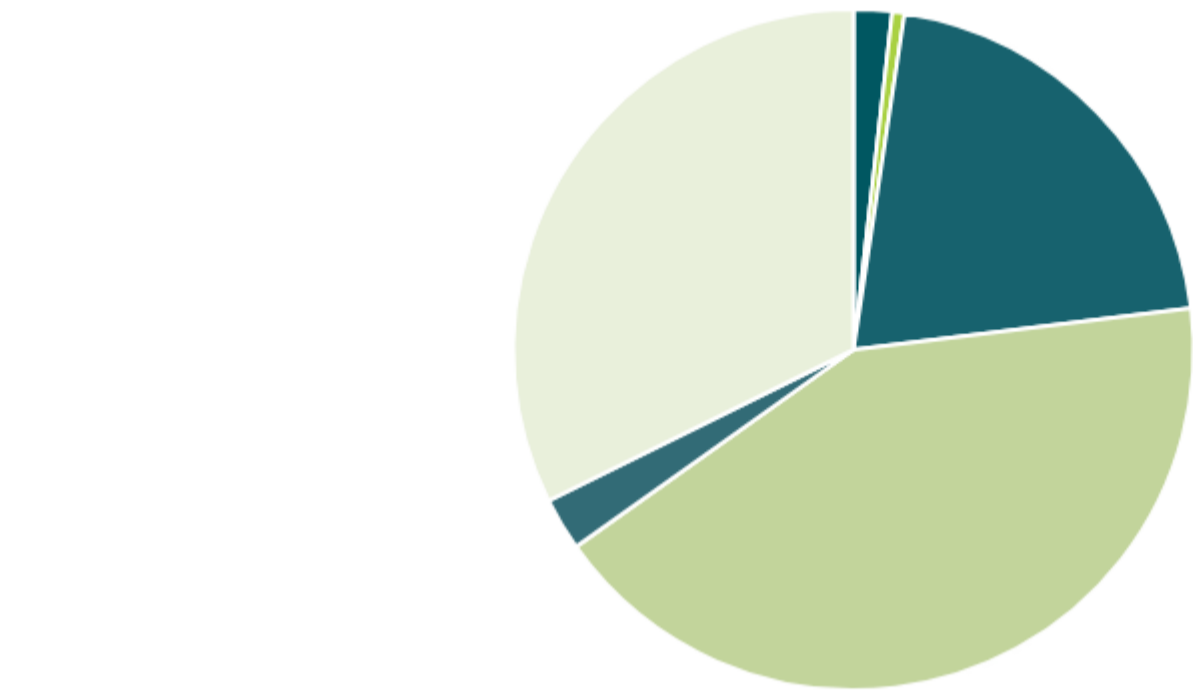
Top US States By Views



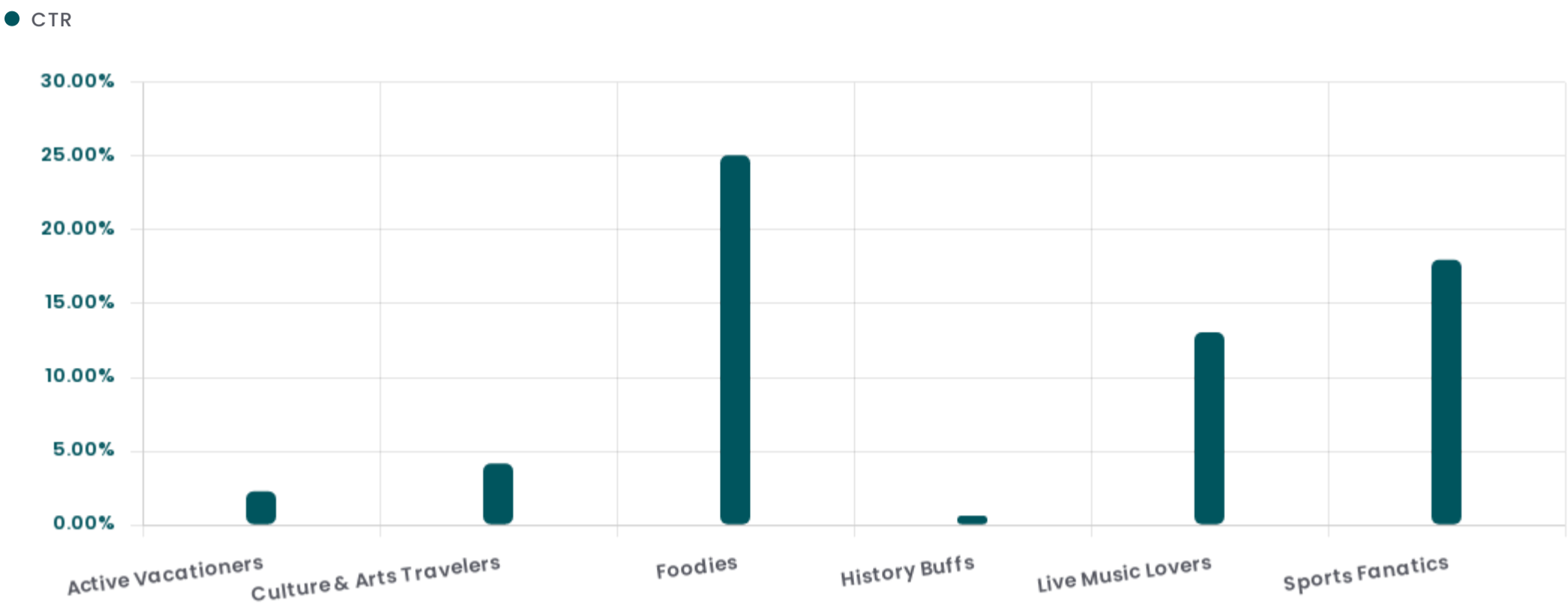
# SEM Campaign Overview



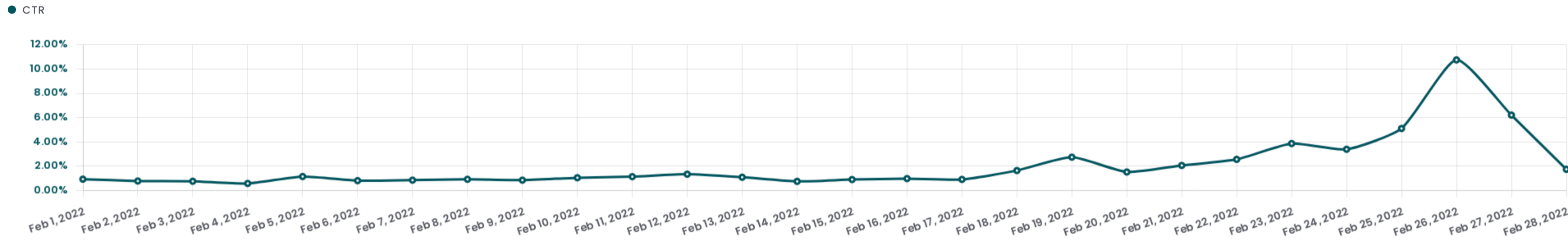
History Buffs (42.14%) Sports Fanatics (32.32%) Foodies (20.64%) Live Music Lovers (2.50%) Active Vacationers (1.82%) Culture & Arts Travelers (0.58%)



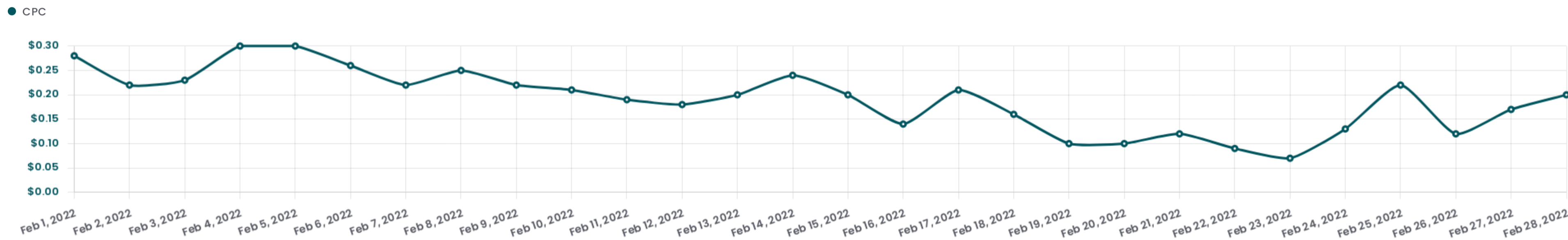
Click Through Rate by Campaign



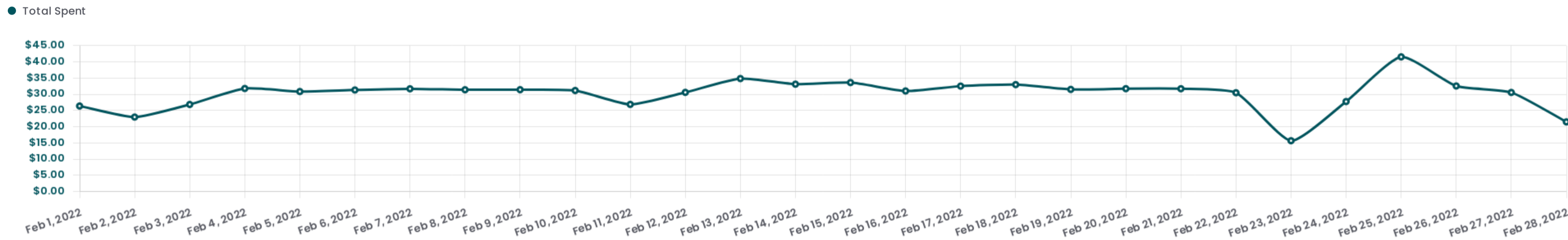
CTR By Day



CPC By Day



Spend By Day



Top Keywords by CTR

Keyword	Clicks	CTR	Total Spent
+hiking +trails +near +lawrence +ks	3	50.00%	\$1.30
+hiking +trails +lawrence +ks	14	41.18%	\$4.02
restaurant week lawrence ks	887	39.58%	\$49.53
+lawrence +ks +walking +trails	11	31.43%	\$3.43
Jazzhaus lawrence ks	4	28.57%	\$1.58
lawrence kansas concert	14	26.92%	\$5.11
+food +specials +lawrence +ks	52	25.74%	\$6.92
	3,303	0.96%	\$767.47

# Leisure - February 2022

**Sent**

Fri, Feb 18, 2022 1:56 pm

Leisure - February 2022

Sent 2/18/22 1:56PM

## Overview

---

### 4,319 Recipients

**Audience:** Unmistakably Lawrence E-News**Delivered:** Fri, Feb 18, 2022 1:56 pm**Subject:** To the weekend and beyond!

1,158 Opened	147 Clicked	61 Bounced	14 Unsubscribed
-----------------	----------------	---------------	--------------------

Successful deliveries	4,258 98.6%	Clicks per unique opens	12.7%
Total opens	1,846	Total clicks	255
Last opened	3/16/22 10:19PM	Last clicked	3/8/22 9:15PM
Forwarded	0	Abuse reports	1

0 Orders	\$0.00 <u>Average order revenue</u>	\$0.00 <u>Total revenue</u>
-------------	--	--------------------------------

Leisure - February 2022

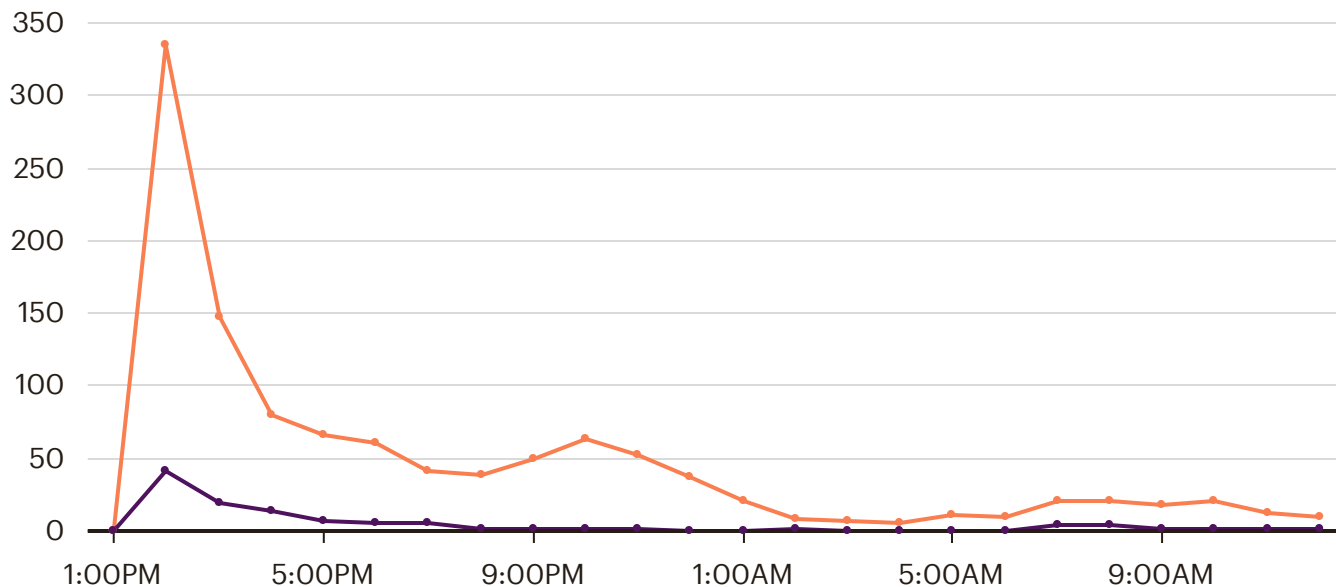
Sent 2/18/22 1:56PM

## Subscriber activity

## 24-hour performance

Opens

Clicks



## Subscribers with most opens

ryoxall@yoxallfirm.com	12
heidi.champagne@marriott.com	13
jmshobe@comcast.net	21
Lindykharden@hotmail.com	12
emgjayhawk@gmail.com	15

Leisure - February 2022

Sent 2/18/22 1:56PM

# Click performance



---

URL	Total	Unique
<a href="https://www.explorelawrence.com/blog/post/a-guide-...">https://www.explorelawrence.com/blog/post/a-guide-...</a>	132 (51.8%)	92 (51.7%)
<a href="https://www.explorelawrence.com/blog/post/love-lan...">https://www.explorelawrence.com/blog/post/love-lan...</a>	22 (8.6%)	18 (10.1%)
<a href="https://www.explorelawrence.com/event/10th-annual-...">https://www.explorelawrence.com/event/10th-annual-...</a>	17 (6.7%)	11 (6.2%)
<a href="https://www.explorelawrence.com/why-lawrence/">https://www.explorelawrence.com/why-lawrence/</a>	14 (5.5%)	13 (7.3%)
<a href="https://www.explorelawrence.com/blog/post/ideas-fo...">https://www.explorelawrence.com/blog/post/ideas-fo...</a>	13 (5.1%)	10 (5.6%)
<a href="http://instagram.com/explorelawrence">http://instagram.com/explorelawrence</a>	10 (3.9%)	2 (1.1%)
<a href="https://www.explorelawrence.com/event/rent-25th-an...">https://www.explorelawrence.com/event/rent-25th-an...</a>	9 (3.5%)	9 (5.1%)
<a href="https://www.explorelawrence.com/event/wild-%26-sc...">https://www.explorelawrence.com/event/wild-%26-sc...</a>	8 (3.1%)	7 (3.9%)
<a href="https://www.explorelawrence.com/event/and-then-the...">https://www.explorelawrence.com/event/and-then-the...</a>	7 (2.7%)	5 (2.8%)
<a href="http://www.facebook.com/explorelawrence">http://www.facebook.com/explorelawrence</a>	7 (2.7%)	1 (0.6%)
<a href="https://www.explorelawrence.com/events/annual-eve...">https://www.explorelawrence.com/events/annual-eve...</a>	5 (2.0%)	3 (1.7%)
<a href="https://www.twitter.com/eXploreLawrence/">https://www.twitter.com/eXploreLawrence/</a>	5 (2.0%)	1 (0.6%)
<a href="https://www.explorelawrence.com/event/roald-dahl%e...">https://www.explorelawrence.com/event/roald-dahl%e...</a>	4 (1.6%)	4 (2.2%)
<a href="https://www.youtube.com/explorelawrence">https://www.youtube.com/explorelawrence</a>	1 (0.4%)	1 (0.6%)
<a href="https://www.explorelawrence.com/">https://www.explorelawrence.com/</a>	1 (0.4%)	1 (0.6%)
<a href="https://www.explorelawrence.com/event/pass-me-the...">https://www.explorelawrence.com/event/pass-me-the...</a>	0 (0.0%)	0 (0.0%)
<a href="http://explorelawrence.com/">http://explorelawrence.com/</a>	0 (0.0%)	0 (0.0%)



**Sent 2/18/22 1:56PM**

## Google Analytics - All Web Site Data (UA-62869806-1)

 More info		 More Info		 More info		 More info	
Campaign cost		Per visit goal value		Transactions	0	Visits	196
Revenue	3.53	Goal 1:	0.00	E-commerce		New visits	131
created	\$0.00	November FF Map		conversion rate		Avg time on site	
		D...	0	Per visit value	0.0%	Pages/visit	03:41
		Goal 2: VG Request		Average	0.00		2.30
			1	value	0.00		

## Email Domain Performance

Domain	Email	Bounces	Opens	Clicks	Unsubs
gmail.com	1741 (40%)	3 (0%)	233 (13%)	32 (2%)	2 (0%)
yahoo.com	736 (17%)	9 (1%)	276 (38%)	26 (4%)	8 (1%)
hotmail.com	350 (8%)	1 (0%)	110 (32%)	13 (4%)	1 (0%)
aol.com	175 (4%)	0 (0%)	60 (34%)	11 (6%)	1 (1%)
ku.edu	104 (2%)	6 (6%)	34 (35%)	9 (9%)	0 (0%)
Other	1213 (28%)	42 (3%)	445 (38%)	56 (5%)	2 (0%)

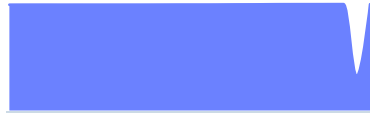


# Monthly Report

February 1 - 28, 2022

## Totals

Facebook, Instagram, Twitter



Total Audience  
**25,527** ↗ 0.5%



Total Impressions  
**364,741** ↗ 240%



Total Engagement  
**11,692** ↗ 362%

## Performance

[Explore Lawrence](#)

Facebook Performance in February 2022

Engaged Users  
**8,801** ↗ 545%

Post Impressions  
**219,158** ↗ 322%

Reactions  
**1,399** ↗ 168%

Post Reach  
**167,925** ↗ 556%

Page & Post Engagements  
**11,289** ↗ 501%

Link Clicks  
**7,135** ↗ 1,556%

New Fans  
**80** ↗ 221%

Posts  
**30** ↘ 11%

## Post insights

[Explore Lawrence](#)

Top 5 most engaging Facebook posts in February

Showing 5 posts in total

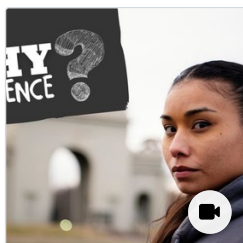
Sorted by Eng. Rate



**February 25, 2022 06:00pm**

Meet Lisa. She's a Lawrence resident and a painter and printmaker. Her works can be found in private homes, corporations, schools, libraries, hospitals, and museums, including the Spencer Museum of Art at the University of

Post Clicks	Reactions	Impressions	Reach	Eng. Rate	Spend
<b>677</b>	<b>18</b>	<b>15,209</b>	<b>10,465</b>	<b>64.03%</b>	<b>\$101</b>



**February 4, 2022 06:00pm**

Meet Shiloh "Shy" LeBeau, a USIBA National Champion Boxer. Listen as she shares why she loves Lawrence from one of her favorite places, Haskell Memorial Stadium. #whylawrence #unmistakablylawrence

Post Clicks	Reactions	Impressions	Reach	Eng. Rate	Spend
<b>438</b>	<b>8</b>	<b>9,259</b>	<b>5,816</b>	<b>41.67%</b>	<b>\$100</b>



**February 11, 2022 06:00pm**

Meet Pam, the General Manager of the Eldridge Hotel. She shares why visitors to Lawrence are amazed when they come here. #whylawrence #unmistakablylawrence 📍 & 📍: Jason Dailey

Post Clicks	Reactions	Impressions	Reach	Eng. Rate	Spend
385	13	8,180	6,588	29.50%	\$100



**February 1, 2022 09:12pm**

Check out these ideas for celebrating and commemorating Black History Month in Lawrence. <https://buff.ly/3ANSj7f> #BlackHistoryMonth #UnmistakablyLawrence

Post Clicks	Reactions	Impressions	Reach	Eng. Rate	Spend
1,930	169	34,112	20,588	28.42%	\$100



**February 18, 2022 06:00pm**

Meet Derek, the Executive Director of the Lied Center of Kansas at the University of Kansas in Lawrence. See why he says you should come to Lawrence for a visit. #whylawrence #unmistakablylawrence 📍 & 📍

Post Clicks	Reactions	Impressions	Reach	Eng. Rate	Spend
320	27	11,767	9,177	10.17%	\$100

## Performance

explorelawrence

Instagram Performance in February 2022

Posts	Impressions	Reach
9 ↘ 43%	43,009 ↗ 13%	23,710 ↗ 67%
Likes	Comments	New Followers
388 ↘ 36%	8 ↘ 55%	47 ↗ 236%

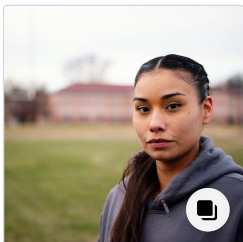
## Post insights

explorelawrence

Top 5 engaging Instagram posts in February

Showing 5 posts in total

Sorted by Eng. Rate



**February 4, 2022 06:33pm**

Meet @shylebeau , a USIBA National Champion Boxer. She shares why she loves Lawrence from one of her favorite places, Haskell Memorial Stadium. Watch the video at the link in our bio. 📍: @jasondaileyphoto

Likes	Comments	Impressions	Reach	Eng. Rate	Spend
87	1	1,613	1,247	5.52%	—



**February 18, 2022 06:05pm**

Meet Derek. He is the Executive Director of the Lied Center at the University of Kansas in Lawrence, where you can see world-class theatre, music, comedy, dance, and more! See why he says you should come to Lawrence for

Likes	Comments	Impressions	Reach	Eng. Rate	Spend
64	1	1,598	1,202	4.07%	—



**February 25, 2022 06:14pm**

Meet Lisa. She's a Lawrence resident and a painter and printmaker. Her works can be found in private homes, corporations, schools, libraries, hospitals, and museums, including the Spencer Museum of Art at the University of

Likes	Comments	Impressions	Reach	Eng. Rate	Spend
51	1	1,610	1,238	3.23%	—



**February 11, 2022 06:02pm**

Meet Pam. She's the General Manager of the historic Eldridge Hotel in Downtown Lawrence, Kansas. See what she says amazes people when they visit Lawrence in episode 2 of Why Lawrence Click the link in our bio

Likes	Comments	Impressions	Reach	Eng. Rate	Spend
58	1	2,009	1,569	3.04%	—



**February 1, 2022 09:12pm**

Ideas for celebrating Black History Month in Lawrence, Kansas. You can find the link in our bio! #BlackHistoryMonth #UnmistakablyLawrence

Likes	Comments	Impressions	Reach	Eng. Rate	Spend
32	1	1,130	1,053	3.01%	—

## Stories summary



### Instagram Stories Performance

Stories	Impressions	Reach
14 ↗ 56%	2,296 ↗ 25%	2,266 ↗ 24%
Replies	Exits	Engagement Rate
4 ↗ 300%	238 ↗ 82%	0.16% ↗ 263%

## Stories with most reach

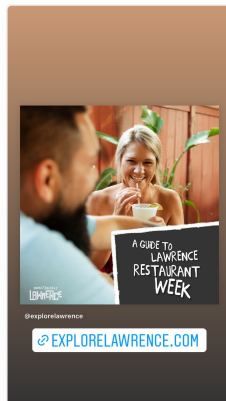
 explorelawrence



Reach  
**280**

Completion Rate  
**90.71%**

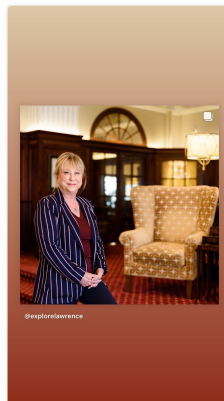
🕒 Feb 15, 02:36



Reach  
**252**

Completion Rate  
**96.88%**

🕒 Feb 18, 03:02



Reach  
**250**

Completion Rate  
**89.02%**

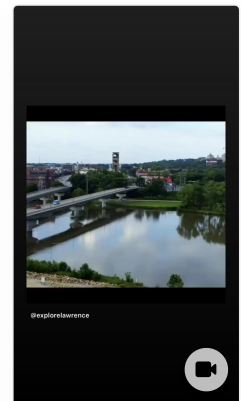
🕒 Feb 12, 01:00



Reach  
**184**

Completion Rate  
**86.24%**

🕒 Feb 2, 03:34



Reach  
**183**

Completion Rate  
**86.56%**

🕒 Feb 14, 03:46

Impressions  
**2,296**

Average Reach  
**162**

Completion Rate  
**89.19%**

Exits  
**238**

## Performance

 eXploreLawrence

Twitter performance in February

Tweets

**37** ↘ 26%

Retweets

**21** ↘ 19%

Impressions

**8,691** ↘ 48%

Engagements

**139** ↘ 35%

Replies

**1** ↘ 50%

Clicks

**58** ↘ 30%

Likes

**40** ↘ 54%

New Followers

**8** ↘ 50%

Pandemic influenced travel limitations and restrictions significantly affected visitor spending results in Douglas County for 2020. With closures and the safety fears travelers had in 2020, visitor spending fell by \$84 million, a loss of over 30%. Travel limitations and restrictions significantly affected large events and indoor facilities – many were curtailed or cancelled. This resulted in the more significant spending losses seen in the lodging and recreational area in 2020.

But people did want to travel. Their travel was more likely to be to visit friends and relatives or to close-by places with space – like an outdoor destination. There was also essential travel that continued – trips needed for retail activities. Visitors spent \$61 million at restaurants and other food providers in the county in 2020 with spending falling only 22%.

Overall, Douglas County visitors spent \$189 million in 2020. Visitor spending in Douglas County fell more than 30% in 2020 as the losses from lodging and recreational spending by visitors led spending lower. The spending decline is larger than state visitor spending losses of 26% as the loss of football games and graduations associated with KU were more concentrated in the county.

The results provide two strong stories showing the importance of tourism to Douglas County. Even in the pandemic, people wanted to travel and travel was an important industry to the county. Those visitors that did travel spent \$189 million in the county in 2020, supporting a total of more than 2,900 jobs and \$88 million in household income to those job holders.

And the second story is, the decline in travel as the result of the pandemic and its impact on Douglas County. The pandemic drove overall spending down nearly 30% - back to levels previously seen in 2010. This spending decline resulted in a loss of 770 direct jobs and \$20 million in household income. These losses affect all aspects of life in Douglas County – businesses that sell to visitors as well as the workers that live in the county and the income lost by those households for which jobs were eliminated.

Please take a look over the analysis and feel free to ask any questions or provide any comments regarding this report.

Best of luck for a successful 2022.

# ECONOMIC IMPACT OF TOURISM IN DOUGLAS COUNTY 2020

Prepared for:  
Explore Lawrence



[WWW.TOURISMECONOMICS.COM](http://WWW.TOURISMECONOMICS.COM)

# INTRODUCTION

The travel sector is an important part of the Douglas County economy. Visitors generate significant economic benefits to households, businesses, and government alike and represent a critical driver of Douglas County's future.

By monitoring the visitor economy, policymakers can inform decisions regarding the funding and prioritization of the sector's development. They can also carefully monitor its successes and future needs. This is particularly true for Douglas County as its tourism economy recovers. By establishing a timeline of economic impacts, the industry can track its progress.

To quantify the economic significance of the tourism sector in Douglas County, Tourism Economics has prepared a comprehensive model detailing the far-reaching impacts arising from visitor spending. The results of this study show the scope of the travel sector in terms of direct visitor spending, as well as the total economic impacts, jobs, personal income, and fiscal (tax) impacts in the broader economy.

The analysis draws on the following data sources:

- Longwoods International: survey data, including spending and visitor profile characteristics for visitors to Kansas
- Kansas Department of Revenue – sales tax data by county, select industries and other data points
- Bureau of Economic Analysis and Bureau of Labor Statistics: employment and wage data, by county and industry
- STR: Lodging performance data, including room demand, room rates, occupancy, and room revenue
- US Census: business sales by industry and seasonal second homes inventory
- Transient Guest Tax Collections

# KEY FINDINGS

# KEY FINDINGS

Tourism's importance to the county shown from both levels and losses in 2020

While the size of the losses as the result of the pandemic is important to acknowledge, so is the continued size of the industry and what it means to Douglas County.

Tourism activity brought in significant revenue to businesses in the county along with supporting 8.7% of all jobs in Douglas County, attesting to tourism's importance to the county even in 2020 during the pandemic.

Losses from the pandemic also provide evidence of tourism's impact on the county as the decline in visitor activity hit local businesses, jobs, and tax revenues. Pandemic losses cut 30% from visitor spending levels resulting in a loss of nearly one-in-four tourism jobs in the county and significant cuts to state and local governmental revenues compared to 2019.



## Visitor spending

In 2020, visitors spent \$189 million in Douglas County, Kansas. Visitor spending fell by more than \$84 million.



## Employment supporter

Total employment supported by visitor spending registered 2,910 Douglas County jobs.



## Fiscal contributions

Visitors generated \$21.4 million in state and local taxes in 2020.

# VISITATION AND SPENDING

# VISITOR INDICATOR TRENDS

## Visitor-centric industry performance

### Performance measures of visitor-focused industries point to the pandemic's impact in Douglas County.

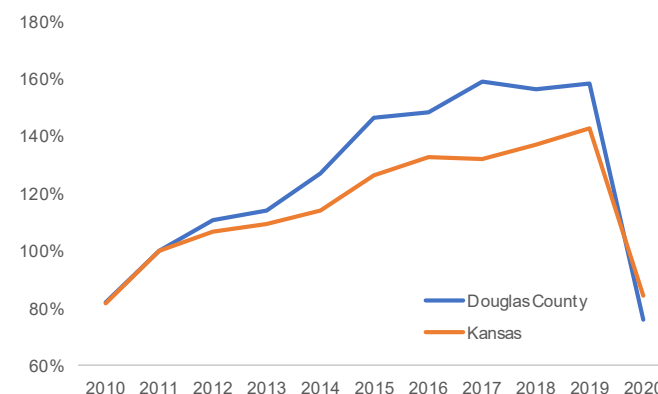
Understanding the performance of local industries in the county that are impacted by travel along with their comparison to the state and other industries helps support the analysis.

After reaching a level nearly 60 points higher than in 2011 and outpacing the state by more than 15 points, sales tax collections from lodging businesses in the county significantly declined in 2020 as the result of travel interruptions and changes from the pandemic. The overall drop in the county was worse than the state. With the drop, lodging sales tax collections fell to nearly 25% below 2011 levels in Douglas County while state lodging collections were 15% below 2011 levels in 2020, both at levels not seen since the previous recession.

Helping point out that some travel did happen, retail sales rose in Douglas County in 2020. While much of the growth will be residential demand, the fact that retail sales didn't fall despite the significant travel decline shown in the lodging data shows that the traveler portion of retail sales did not decline as sharply.

### Taxable lodging sales

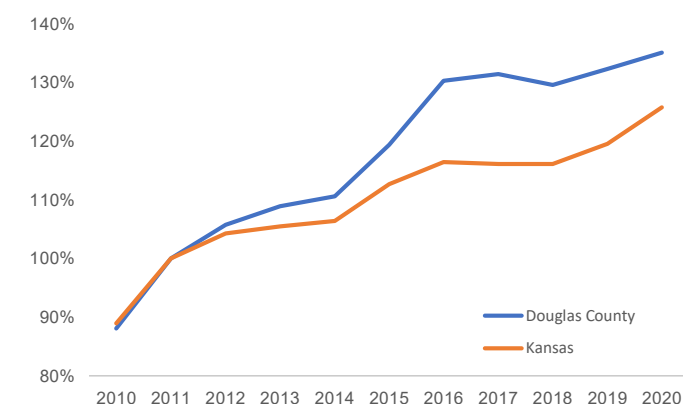
Indexed 2011=100



Source: Tourism Economics

### Taxable retail sales

Indexed 2011=100



Source: Tourism Economics

# VISITOR INDICATOR TRENDS

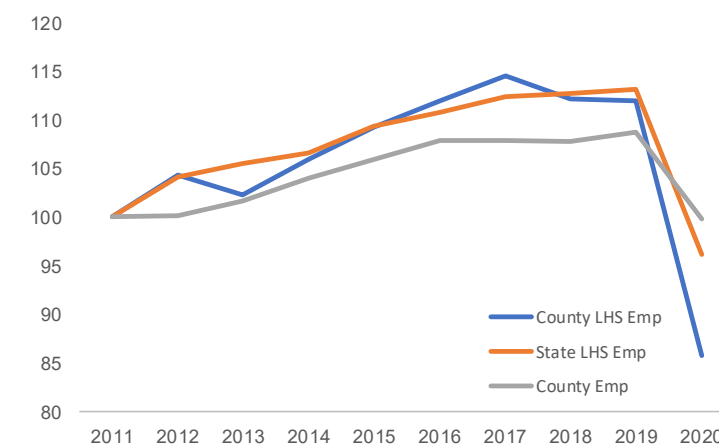
## Employment measures

**Along with sales tax data, employment growth in key visitor-supported industries points to the significant impact the pandemic had in Douglas County.**

Leisure and hospitality employment in Douglas County contracted sharply in 2020. Employment in this sector in 2020 was nearly 15% below 2011 levels in the county. This compares with a 4% decline statewide. With the loss of tourism, jobs in the local economy disappeared.

It is worth noting that county employment also fell nearly ten points in 2020 and are now just below 2011 levels indicating Douglas County's exposure to service industries.

**Employment growth,  
Indexed 2011=100**



LHS = Leisure and Hospitality Services  
Source: Tourism Economics

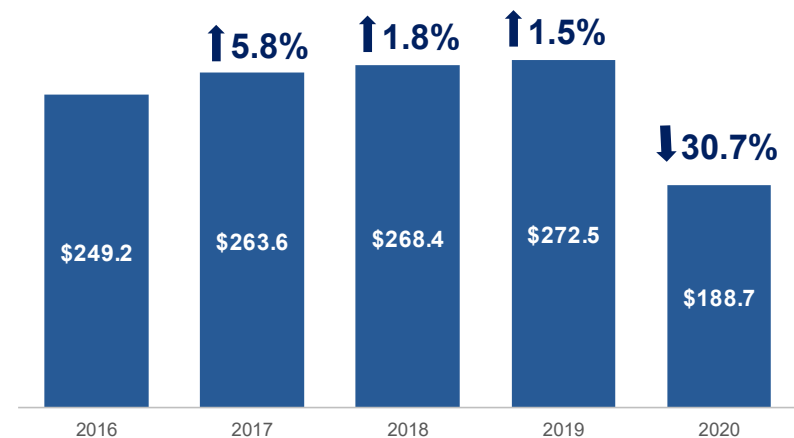
# SPENDING

## Total visitor spending

Douglas County visitors spent \$189 million at county businesses in 2020. Spending fell by \$84 million, a decline of over 30%.

Visitor spending fell to 2011 levels in 2020.

Douglas County visitor spending (\$ millions)



Source: Tourism Economics

# SPENDING DETAILS

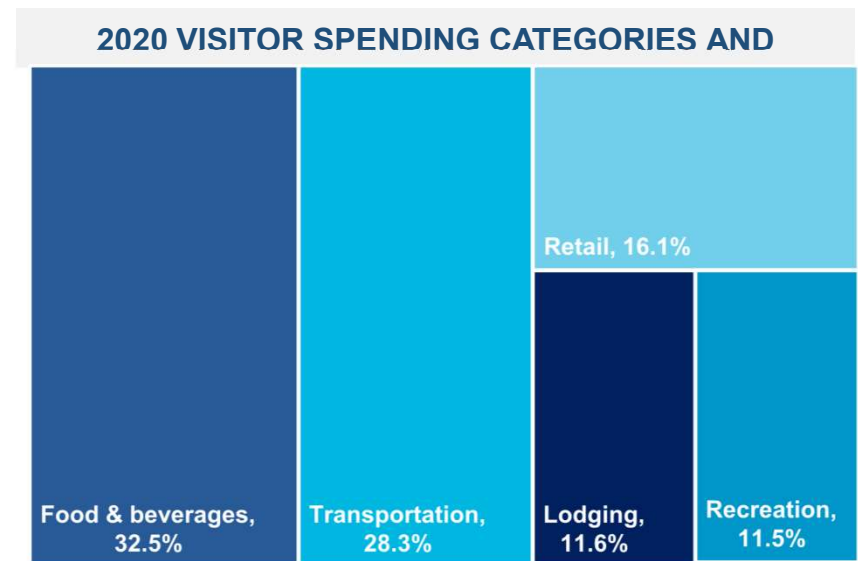
Spending by category, 2020

**Home to key events and institutions and reachable from nearby population centers, food & beverages is a key spending category.**

Spending at restaurants, bars, and grocery stores captures the largest share of visitor spending in the county, registering 32.5 cents of the average visitor dollar.

Transportation costs are the 2<sup>nd</sup> largest category by share in Douglas County with 28% of each visitor dollar.

Spending on lodging needs—including both room rentals as well as 2<sup>nd</sup> home rental income —receive 11.6 cents of each visitor dollar, dropping below retail spending, which captures 16% of each visitor dollar.



Source: Tourism Economics

# SPENDING TIMELINE

## Visitor spending timeline

**Even in the pandemic, visitors spent \$189 million at local businesses.**

With travel in 2020 leaning towards visiting friends and family or for essential retail purposes, categories like retail and food had smaller declines. Food & beverage spending fell 22.4% in 2020 and remained around 2014 levels.

With limitations on event attendance in 2020, recreational spending fell 35%. Consumer sentiment on traditional lodging stays cut room demand, helping drop lodging spending by more than half in 2020.

## Visitor Spending in Douglas County, 2016-2020

Amounts in millions of dollars

	2016	2017	2018	2019	2020	2020 Growth	2016-2020 CAGR
<b>Total visitor spending</b>	<b>\$249.2</b>	<b>\$263.6</b>	<b>\$268.4</b>	<b>\$272.5</b>	<b>\$188.7</b>	<b>-30.7%</b>	<b>-6.7%</b>
 Lodging*	\$43.2	\$46.7	\$46.1	\$46.3	\$21.9	-52.6%	-15.6%
 Food & beverages	\$69.4	\$73.7	\$76.7	\$79.1	\$61.4	-22.4%	-3.0%
 Retail	\$41.3	\$41.6	\$42.4	\$41.8	\$30.3	-27.3%	-7.4%
 Recreation	\$27.2	\$30.8	\$31.8	\$33.5	\$21.7	-35.4%	-5.5%
 Transportation**	\$68.1	\$70.8	\$71.4	\$71.8	\$53.4	-25.6%	-5.9%

\* Lodging includes 2nd home spending

\*\* Transportation includes both ground and air transportation

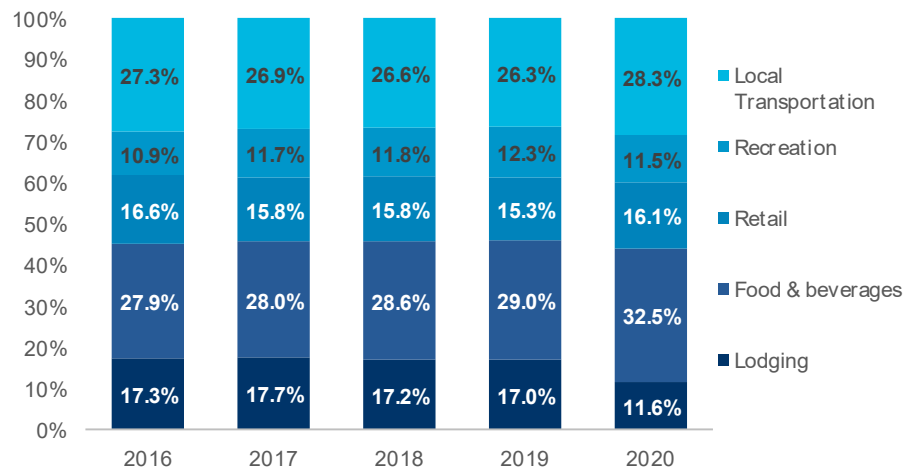
Source: Tourism Economics

# SPENDING BY CATEGORY TIMELINE

Visitor spending shares

Pandemic-related changes in visitor activity resulted in significant shifts in visitor spending shares in 2020. Categories like food & beverage and retail, which had smaller declines, had their shares increase substantially while the lodging share sharply decreased.

Douglas County visitor spending (shares)



Source: Tourism Economics

# ECONOMIC IMPACTS



## ECONOMIC IMPACTS

How visitor spending generates employment and income

Our analysis of tourism's impact on Douglas County begins with actual spending by visitors, but also considers the downstream effects of this injection of spending into the local economy. To determine the total economic impact of tourism in Douglas County, we input visitor spending into a model of the economy created in IMPLAN. Visitor spending and impacts are first calculated at the state level and local indicators are used to share out state results to local areas. This move calculates three distinct types of impact: direct, indirect, and induced at local levels.

The impacts on business sales, jobs, wages, and taxes are calculated for all three levels of impact.

- 1. Direct Impacts:** Visitors create direct economic value within a discrete group of sectors (e.g. recreation, transportation). This supports a relative proportion of jobs, wages, taxes, and GDP within each sector.
- 2. Indirect Impacts:** Each directly affected sector also purchases goods and services as inputs (e.g. food wholesalers, utilities) into production. These impacts are called indirect impacts.
- 3. Induced Impacts:** Lastly, the induced impact is generated when employees whose wages are generated wither directly or indirectly by visitors, spend those wages in the local economy.

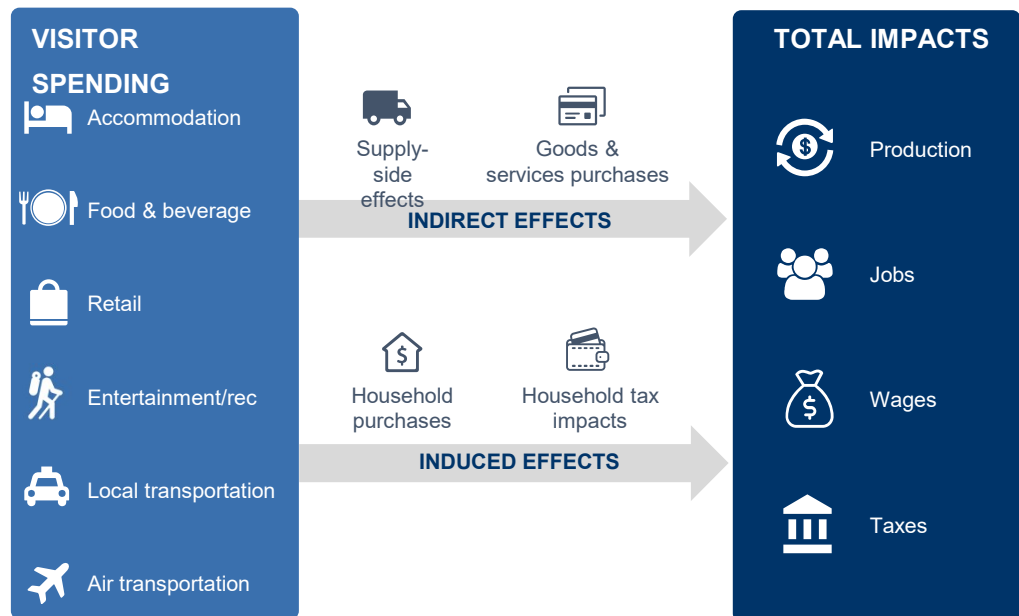
# ECONOMIC IMPACTS

How visitor spending generates employment and income

## Economic impact flowchart

IMPLAN calculates these three levels of impact – direct, indirect, and induced – for a broad set of indicators. These include the following:

- Spending
- Wages
- Employment
- Federal Taxes
- State Taxes
- Local Taxes



# DIRECT TOURISM INDUSTRY

Tourism employment growth

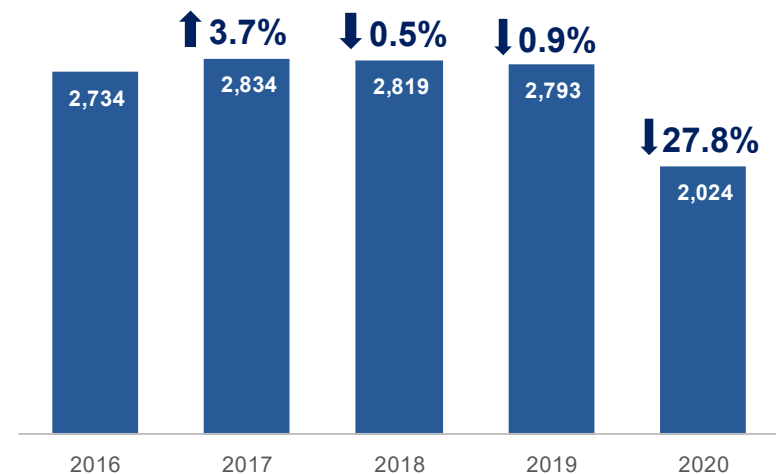
**Visitor spending directly supported 2,024 jobs in 2020.**

Visitor spending supports one out of every 11.5 non-farm jobs in the county.

Direct tourism employment fell by 770 jobs in 2020.

## Tourism supported employment in Douglas County

Amounts in number of jobs and year-on-year percentage growth



Source: Tourism Economics

# DIRECT TOURISM INDUSTRY

## Tourism employment ranking

**Ranking directly supported employment would make tourism the 7<sup>th</sup> largest industry in Douglas County.**

Using the number of directly supported jobs, tourism can be compared with other local industries to help understand its impact on the local economy.

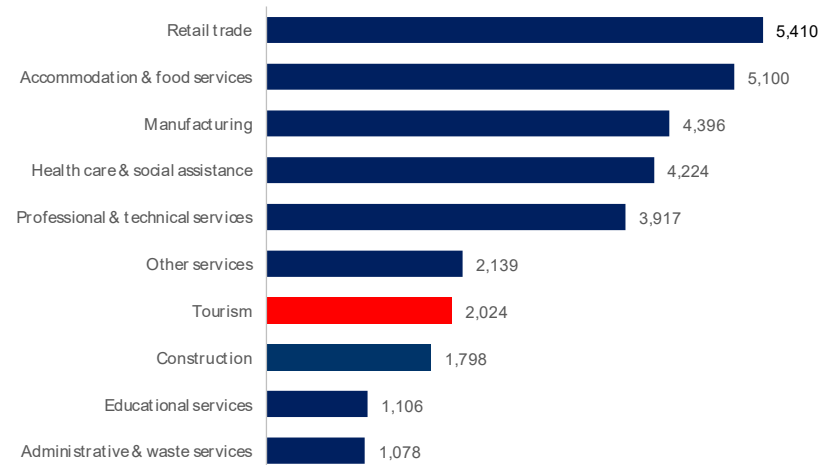
Local tourism supports 2,024 jobs which would make it the 7<sup>th</sup> largest industry in the county.

This ranking of industries shows the number of jobs in 2020 in each industry in Douglas County. While 'Tourism' isn't an official industry under governmental accounting methodology, examining the number of tourism jobs directly supported by visitor activity allows for the comparison of tourism to other industries.

Tourism jobs are not removed from the other industries.

## Tourism supported employment in Douglas County

Amounts in number of jobs



Source: Tourism Economics

# ECONOMIC IMPACTS

## Summary impacts

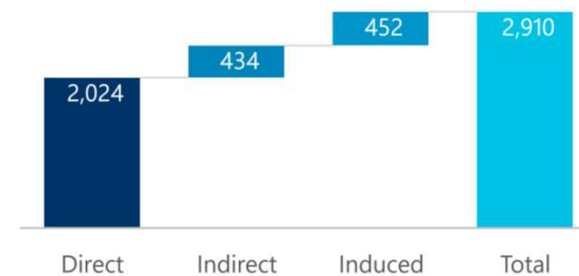
Visitor spending in Douglas County directly supported 2,024 jobs in the county. In total, visitor activity supports 2,910 jobs in the county. This includes the 434 jobs at suppliers to businesses directly interacting with tourism businesses.

Examples of this indirect effect include building services and business services like advertisers, printers, and bankers.

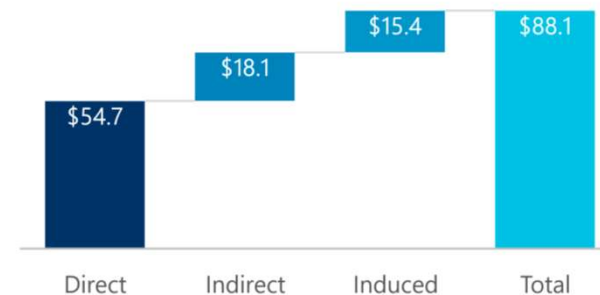
The induced effect supported 452 jobs earning \$15.4 million in Douglas county—these jobs are supported by the income from tourism-supported jobs. A share of these jobs will be in retail or education/health care businesses.

In total, visitor activity supported 2,909 jobs which earned local job holders \$88 million in labor income.

### Summary employment impacts (number of jobs)



### Summary personal income impacts (\$ millions)



Source: Tourism Economics

# ECONOMIC IMPACTS

## Direct impacts

Douglas County's \$189 million in visitor spending represents 3.5% of all visitor spending in Kansas. Douglas County's share of visitor spending fell in 2020 as visitor spending growth in the county underperformed the state.

Of all jobs directly supporting visitors in Kansas, 3.8% are located in Douglas County.

With wage pressures pushing wages higher, wages and other income directly from visitor activity only fell 21% to \$55 million.

## Direct impact comparisons

	2016	2017	2018	2019	2020	% Chg
<b>Visitor Spending</b> (millions)						
Douglas County	\$249	\$264	\$268	\$272	\$189	-30.7%
Kansas	\$6,691	\$6,794	\$7,107	\$7,327	\$5,446	-25.7%
Share	3.72%	3.88%	3.78%	3.72%	3.47%	
<b>Employment</b>						
Douglas County	2,734	2,834	2,819	2,793	2,024	-27.5%
Kansas	63,708	64,701	65,352	66,007	53,084	-19.6%
Share	4.29%	4.38%	4.31%	4.23%	3.81%	
<b>Labor Income</b> (millions)						
Douglas County	\$63.4	\$67.8	\$68.3	\$69.2	\$54.7	-21.0%
Kansas	\$1,612.9	\$1,673.1	\$1,745.7	\$1,801.4	\$1,516.6	-15.8%
Share	3.93%	4.05%	3.91%	3.84%	3.60%	

Source: Tourism Economics

# ECONOMIC IMPACTS

## Total impacts

As businesses directly interacting with visitors spend to support their businesses, jobs in areas like business services or wholesale trade are supported. As the visitor money flows through the Douglas County economy, tourism supports 2,910 jobs in the County – 8.7% of all jobs in the county.

Douglas County jobholders that are supported by visitor activity earned \$88 million in wages and benefits from their jobs.

Visitor activity supported \$39 million in governmental revenues, of which \$21 million accrued to state and local governmental authorities.

## Total impact comparisons

	2016	2017	2018	2019	2020	% Chg
<b>Employment</b>						
Douglas County	3,703	3,824	3,810	3,784	2,910	-23.1%
Kansas	86,511	87,709	88,606	89,540	75,470	-15.7%
Share	4.28%	4.36%	4.30%	4.23%	3.86%	
<b>Labor Income</b> (millions)						
Douglas County	\$99.4	\$105.3	\$106.2	\$107.8	\$88.1	-18.2%
Kansas	\$2,630.0	\$2,709.9	\$2,808.3	\$2,890.8	\$2,504.7	-13.4%
Share	3.78%	3.88%	3.78%	3.73%	3.52%	
<b>Taxes</b> (millions)						
Federal	\$19.8	\$20.7	\$20.6	\$20.8	\$17.5	-16.1%
State & Local	\$23.9	\$25.2	\$24.7	\$26.6	\$21.4	-19.3%

Source: Tourism Economics

# IMPACT SUMMARY

Douglas County's visitor spending total of \$189 million ranks 5<sup>th</sup> among all counties in the state.

Visitor activity directly supports 4.1% of the county's employment and 2.7% of all income earned in the county – levels higher than the state. Visitor activity in Douglas County is more important to the overall economy of the county than that of the state.

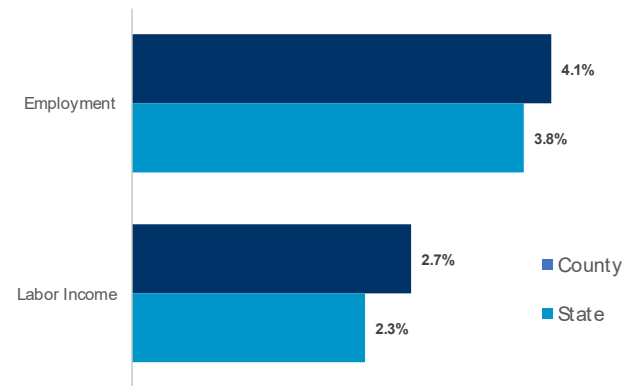
In 2020, Douglas County's unemployment rate was 6.1%. Without tourism jobs, the rate would have jumped to 10.6%

## County Rank

5

Source: Tourism Economics

## Summary impacts (share of totals)



Source: Tourism Economics, BLS

## County unemployment rate without tourism

10.6%

Source: Tourism Economics, BLS

# APPENDIX

## GLOSSARY – SPENDING

Term	Description
<b>Lodging</b>	Includes visitor spending in the accommodation sub-sector (i.e. hotels and second homes). This includes food and other services provided by hotels and similar establishments.
<b>Food and beverage</b>	Includes all visitor spending on food & beverages, including at restaurants, bars, grocery stores and other food providers.
<b>Recreation</b>	Includes visitors spending within the arts, entertainment and recreation sub-sector.
<b>Retail</b>	Includes visitor spending in all retail sub-sectors within the local economy.
<b>Transportation</b>	Includes visitor spending on both ground and air transportation, such as taxis, ride sharing, limos, trains, rental cars, buses, gas, and airfare.

# GLOSSARY - IMPACTS

Term	Description
<b>Direct Impact</b>	Impacts (business sales, jobs, income, and taxes) created directly from spending by visitors to a destination within a discreet group of tourism-related sectors (e.g. recreation, transportation, lodging).
<b>Indirect Impact</b>	Impacts created from purchase of goods and services used as inputs (e.g. food wholesalers, utilities, business services) into production by the directly affected tourism-related sectors (i.e. economic effects stemming from business-to-business purchases in the supply chain).
<b>Induced Impact</b>	Impacts created from spending in the local economy by employees whose wages are generated either directly or indirectly by visitor spending.
<b>Employment</b>	Jobs directly and indirectly supported by visitor activity (includes part-time and seasonal work). One job is defined as one person working at least one hour per week for fifty weeks during the calendar year.
<b>Personal Income</b>	Income (wages, salaries, proprietor income and benefits) supported by visitor spending.
<b>Local Taxes</b>	City and County taxes generated by visitor spending. This includes any local sales, income, bed, usage fees, licenses and other revenues streams of local governmental authorities – from transportation to sanitation to general government.
<b>State Taxes</b>	State tax revenues generated by visitor spending. This includes sales, income, corporate, usage fees and other assessments of state governments.

# ABOUT TOURISM ECONOMICS

Tourism Economics is an Oxford Economics company with a singular objective: combine an understanding of the travel sector with proven economic tools to answer the most important questions facing our clients. More than 500 companies, associations, and destination work with Tourism Economics every year as a research partner. We bring decades of experience to every engagement to help our clients make better marketing, investment, and policy decisions. Our team of highly-specialized economists deliver:

- Global travel data-sets with the broadest set of country, city, and state coverage available
- Travel forecasts that are directly linked to the economic and demographic outlook for origins and destinations
- Economic impact analysis that highlights the value of visitors, events, developments, and industry segments
- Policy analysis that informs critical funding, taxation, and travel facilitation decisions
- Market assessments that define market allocation and investment decisions

Tourism Economics operates out of regional headquarters in Philadelphia and Oxford, with offices in Belfast, Buenos Aires, Dubai, Frankfurt, and Ontario.

Oxford Economics is one of the world's foremost independent global advisory firms, providing reports, forecasts and analytical tools on 200 countries, 100 industrial sectors and over 3,000 cities. Our best-of-class global economic and industry models and analytical tools give us an unparalleled ability to forecast external market trends and assess their economic, social and business impact. Headquartered in Oxford, England, with regional centers in London, New York, and Singapore, Oxford Economics has offices across the globe in Belfast, Chicago, Dubai, Miami, Milan, Paris, Philadelphia, San Francisco, and Washington DC, we employ over 250 full-time staff, including 150 professional economists, industry experts and business editors—one of the largest teams of macroeconomists and thought leadership specialists.

For more information:

[info@tourismeconomics.com](mailto:info@tourismeconomics.com)



3/15/2022

City of Lawrence

ATT: Craig Owens

Re: eXplore Lawrence Update

I'm pleased to share an update on eXplore Lawrence's activities and economic impact reports. eXplore Lawrence is uniquely positioned to support our Unmistakable Identity in marketing and event promotion and directly impact Prosperity and Economic Security by attracting visitors to our community.

In 2020, Douglas County experienced a significant economic downturn in tourism activities. This downturn was more severe than our neighbors and the state as a whole. But, even in our worst year on record, Douglas County visitors spent \$189 million in 2020. Visitor spending in Douglas County fell more than 30% in 2020 led by losses from lodging and recreational spending by visitors. The spending decline is larger than state visitor spending losses of 26%. This severe and abrupt decline created budget instability for eXplore Lawrence through 2021.

During 2021 our funding remained inconsistent. While eXplore Lawrence ended 2021 with our funding disbursements at \$995,210 out of our \$996,000 allocation, \$604,000 of that disbursement was received in December 2021. From June 12, 2021, until December 6, 2021, eXplore Lawrence received no funding disbursement causing us to decrease our marketing and sales efforts and delay efforts to restaff to required levels. While our neighbors to the east and west received their expected funding and were well-positioned to leverage their assets as the recovery began.

This unexpected end-of-year funding windfall helped close 2021 with more resources than anticipated and is allowing us to increase the impact of our 2022 TGT allocation. Our board of Directors approved a revised budget in January, allocating additional resources to our marketing and sales efforts to ensure that

our end-of-year windfall was spent strategically to support EL's strategic initiatives and City of Lawrence's strategic outcome areas. We are also reorganizing our workload and hiring staff to increase efficiency in sales and marketing.

As you will see in the attached annual report, eXplore Lawrence still made progress in marketing Lawrence as a visitor destination and promoting our hotel and meeting assets to encourage overnight stays. Our sales team generated 60 leads for stakeholders and won 39 of those leads for 10,438 room nights booked in Lawrence and an estimated room revenue of \$1,659,642. Our marketing department launched a rebuilt and redesigned website, made possible by a grant from Kansas Tourism, that met our goals of creating a premier mobile-first website and increasing engagement and time on site.

Looking forward, we have set up a plan for continued success. I have included our multi-year Sales and Service plan and our Marketing plan for 2022 in the attachments to this letter. - The sales plan helps our sales team focus on what will move the economic impact needle for Lawrence by focusing on Sales goals and creating Service goals to encourage repeat business. Our marketing plan outlines the strategies and tactics we will employ to market Lawrence to visitors and locals and previews our new campaign, "Why Lawrence." "Why Lawrence" will resonate with locals and visitors and aims to share what makes Lawrence unmistakable thought short, authentic, candid video interviews with residents and stakeholders.

As Transient Guest Tax collections continue to recover and our hotel occupancy and revenue benchmarks meet or exceed 2019 levels, eXplore Lawrence will continue to lead the post-pandemic recovery of the visitor economy and grow the economic prosperity of all Lawrence hospitality, service, recreation, and retail businesses by promoting our unmistakable identity to visitors and locals.

Sincerely,

*Kim Anspach*

Kim Anspach, Executive Director  
eXplore Lawrence

# Kansas Open Meetings Act or KOMA

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K.S.A. 75-4317 *et seq.*

**EXPLORE LAWRENCE (CVB) GOVERNING BOARD**



City of Lawrence

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# Open Meetings Principle

- The open meetings principle is based on the belief that the people have a right to know the public business; and
- Information is essential to the effective functioning of our democratic process.

# Purpose of KOMA

*“In recognition of the fact that a representative government is dependent upon an informed electorate, it is declared to be the policy of this state that meetings for the conduct of governmental affairs and the transaction of governmental business be open to the public.”*

K.S.A. 75-4317 *et seq.*

# KOMA Applies When

- The body involved is a covered entity;  
and
- There is a “meeting.”



# **Bodies Subject to the Act**

- Applies to all legislative and administrative bodies, state agencies and political and taxing subdivisions;  
(including city advisory/governing boards and commissions)
- Which receive or expend and are supported in whole or in part by public funds.

# Meeting

3 conditions must be met for a “meeting” to occur. All 3 must be present:

1. A gathering of a majority of the members of the body;
2. Interactive communication – in person, by telephone or any other medium; and
3. Discussion of the business or affairs of the body.

# **1. Majority of Membership**

- For the seven (7) voting-member eXplore Lawrence Governing Board, a majority of the membership of the body is four (4).

## 2. Interactive Communication

Act applies when there is  
“*interactive communication...*”

- clearly applies when members are in physical presence of one another;
- telephone calls, including conference calls;
- work sessions, staff briefings, video conferencing, online communications (when there is the opportunity for contemporaneous interaction)

### 3. Discussing the Business of the Body



- **Discussion** of public business is what triggers the application of KOMA (a vote or binding action is not necessary for KOMA to apply).
  - **Social gatherings** are not subject to KOMA if there is no discussion of the business of the body;
  - **Conferences** may be attended by Board members where items of general interest are discussed as long as specific business of the body is not discussed by a majority of the eXplore Lawrence Governing Board.

# Electronic Communications

- The Attorney General has indicated that the mere fact that a communication is electronic does not raise a KOMA issue.
- If a majority of the body uses an electronic communication to engage in “interactive discussions” such contact may raise a KOMA issue.
- A single email sent to other members would likely not be considered a violation, but participation in an online chat room or instant messaging may be considered a violation of KOMA because of its interactive nature.

# E-mails

- Avoid initiating an on-line discussion with fellow advisory board members through email.
- You may receive emails about a city matter in which other advisory board members are also sent or copied on the email.
- Avoid the “REPLY ALL” function.



# Serial Meetings



A series of interactive communications of less than a majority is not permitted under KOMA.

A violation of KOMA may occur if the communications:

- 1) Collectively involve a majority of the membership of the body;
- 2) Share a common topic of discussion concerning business or affairs of the body; and
- 3) Are intended by any or all of the participants to reach agreement on a matter that would require binding action to be taken by the body or agency.

# Review: KOMA Applies When...

- The body involved is a covered entity and
- There is a “meeting”
  - ✓ Majority of the membership of the body; and
  - ✓ Interactive communication; and
  - ✓ Members discuss the business of the body.

# KOMA Requirements

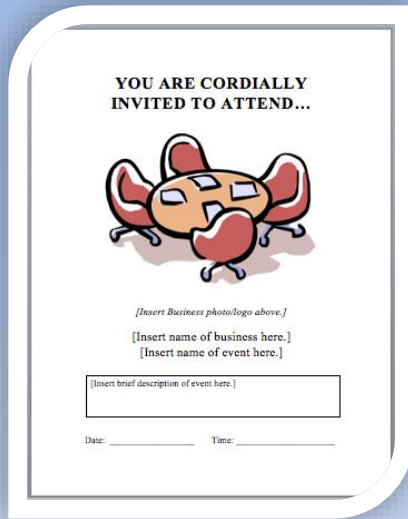
- All meetings of entities covered by KOMA must be open to the public and proper notice must be given.



# Meetings Open to the Public

- Meetings must be held in places accessible to the general public.
- Meetings must be conducted so the public may observe or listen to the proceedings.

# Notice



Notice of the date, time and place of any regular or special meeting must be given to any person requesting such notice.

- ☐ KOMA does not require notice to be given within any particular time frame.
- ☐ Notice must first be requested before a body is required to provide it.

# Agendas

- KOMA does not require an agenda be created.
  - If a body creates one, it should include the topics planned for discussion.
  - Agendas can be amended.
  - If agendas exist, copies must be available to those who request them.



# Executive Sessions

- Meetings closed to the public (executive sessions) are permitted in limited circumstances.
- City boards should not have an executive session without the prior approval of the City Attorney's Office.
- Certain procedures must be followed, and only certain topics may be discussed.

# Possible ramifications for violation of KOMA requirements

- The Attorney General or the District Attorney investigates potential KOMA violations.
- The Attorney General has stated that his office seeks compliance with the Act and his office wants to assure future violations do not occur. They may require the body to receive additional KOMA training.
- 2015 changes to the act provide the Attorney General with new enforcement authority and creates an Open Government Fund. The AG can determine by a “preponderance of the evidence” KOMA violations. If violations are found, the AG can enter into a consent order with public agencies and may apply to district court to enforce a consent order.

# The consent order may:

- Impose civil penalties up to \$250 / violation
- Require training
- District court action may impose court costs, investigative and attorney fees if the AG must enforce compliance through district court
- The AG may also enter into a consent judgment with a violator which may contain any remedy available to the court
- Invalidation of actions
- Removal from office (ouster or recall)





## Questions?

- Contact your staff liaison.
- You may also contact the City Attorney's Office at 832-3475.

Thank you for your attention to this important law!

Original Order	Event/Program	Funding Request	Group Total	MM	SH	SS	HS	TM	DF	CS	% Funded	Funded Amount	Total	\$ 150,000.00
21	Lawrence Busker Festival	\$ 15,000.00	307	49	44	47	37	49	35	46	100%	\$ 15,000.00		
23	Lawrence Old Fashioned Christmas Parade	\$ 15,000.00	293	47	38	46	44	37	43	38	75%	\$ 11,250.00		Value Discussion
10	Granny Basketball Nationals 2019	\$ 4,000.00	280	31	44	33	39	53	31	49	100%	\$ 4,000.00		
20	KU FNSA Powwow and Indigenous Cultures Festival	\$ 8,000.00	280	41	35	30	42	49	35	48	100%	\$ 8,000.00		
25	Live on Mass 2019	\$ 15,000.00	276	36	39	41	37	37	40	46	100%	\$ 15,000.00		
3	2nd Annual Young Professionals Powwow + Trade Show and Convention	\$ 10,000.00	269	34	36	33	44	30	43	49	100%	\$ 10,000.00		
1	Lawrence Pre National Volleyball Tournament	\$ 15,000.00	254	34	40	35	45	27	35	38	0%	\$ -		Voucher
11	Hardwood Classic - Session 2	\$ 15,000.00	254	39	39	36	42	28	35	35	0%	\$ -		Voucher
12	Holiday Show at Theatre Lawrence 2019	\$ 15,000.00	252	23	41	37	38	37	33	43	50%	\$ 7,500.00		Value Discussion
28	RecruitLook Hoops Session II	\$ 15,000.00	249	42	36	37	46	24	30	34	0%	\$ -		Voucher
33	Tour of Lawrence, 2019	\$ 15,000.00	249	42	37	41	28	37	28	36	100%	\$ 15,000.00		
2	2019 Lawrence US Air Guitar Championships	\$ 2,700.00	244	40	32	24	34	15	48	51	100%	\$ 2,700.00		
26	National Conference for the Alliance for the Arts in Research Universities	\$ 10,000.00	237	30	38	30	42	25	28	44	50%	\$ 5,000.00		Value Discussion
4	5th Annual Never Walk on the Hardwood	\$ 14,250.00	236	38	33	36	46	18	30	35	0%	\$ -		Voucher
35	Wonder Fair's Secret Society Grand Opening Gala	\$ 10,000.00	230	42	34	37	33	25	20	39	100%	\$ 10,000.00		Value Discussion
9	GO FOURTH - Lawrence 4th of July Celebration	\$ 6,250.00	229	26	32	45	38	20	32	36	100%	\$ 6,250.00		
32	The Lawrence St. Patrick's Day Parade	\$ 15,000.00	228	47	42	42	38	15	21	23	0%	\$ -		Charity/Fundraiser
31	The G.O.A.T. Nationals	\$ 12,625.00	226	43	39	37	46	3	27	31	0%	\$ -		Voucher
5	April Fool's Futbol Festival	\$ 15,000.00	225	27	36	36	45	23	28	30	0%	\$ -		Remove
13	Honoring Our Warriors Pow Wow	\$ 8,500.00	222	22	29	32	33	29	28	49	0%	\$ -		Remove
18	Kansas State Fiddling and Picking Championships	\$ 4,275.00	222	37	37	31	36		40	41	100%	\$ 4,275.00		
24	LBDA Pilgrim's Progression Dance Weekend	\$ 2,175.00	219	26	33	27	28	40	24	41	100%	\$ 2,175.00		
30	Second Annual Living River Festival	\$ 2,692.00	219	31	34	27	35	21	32	39	100%	\$ 2,692.00		
6	Civil War on the Western Frontier/Quantrill Symposium	\$ 5,577.80	218	31	34	31	24	39	23	36	100%	\$ 5,577.80		
8	Firecracker Crit & Family Festival	\$ 7,500.00	215	34	29	38	23	30	28	33	100%	\$ 7,500.00		
34	USECF Gravel Grinder National Championship	\$ 15,000.00	214	41	31	24	37	25	26	30	0%	\$ -		Dates lack value return / outside lawrence
15	Kansas ChorAll Children's Choir Festival	\$ 3,080.00	211	21	28	33	22	50	18	39	100%	\$ 3,080.00		
17	Kansas Repertory Theatre	\$ 12,000.00	206	28	33	39	31	32	15	28	50%	\$ 6,000.00		Value Discussion
16	Kansas Half Marathon & 5k - Heartland Community Health Center	\$ 6,650.00	195	29	29	29	20	24	28	36	0%	\$ -		Charity/Fundraiser
22	Lawrence Field Day Fest	\$ 5,000.00	193	26	34	29	29	15	30	30	100%	\$ 5,000.00		Value Discussion
19	Kaw Valley FC- Semi-Professional Soccer Team	\$ 15,000.00	189	29	37	34	32	16	20	21	0%	\$ -		Remove
29	Salute! A Festival of Wine & Food	\$ 12,000.00	182	29	32	33	31	12	20	25	0%	\$ -		Charity/Fundraiser
14	Jayhawk Cycling Classic	\$ 5,000.00	171	24	29	23	8	32	18	37	0%	\$ -		Remove
27	PARK(ing) Day LFK 2019	\$ 14,325.00	162	16	27	26	19	18	20	36	28%	\$ 4,000.00		Value Discussion
7	Evaluating Final Fridays: An Applied Humanities Summer Fellowship	\$ 3,850.00	118	5	14	31	8	10	35	15	0%	\$ -		

Minimum	118	5	14	23	8	3	15	15
-1 Std Dev	190	23	29	28	24	16	22	28
Avgerage	228	33	34	34	34	28	29	37
+1 std dev	266	42	40	40	44	40	37	45
+2 std dev	304	51	46	46	54	52	45	53
Maximum	307	47	42	45	46	50	48	51
Std Dev Value	38	9	6	6	10	12	8	8

\$ 150,000.00 Total



## AGREEMENT

THIS AGREEMENT is hereby made and entered into DATE HERE by and between the City of Lawrence, a duly organized municipal corporation, hereinafter referred to as the "City" and eXplore Lawrence, Inc., hereinafter referred to as the "Contractor."

WHEREAS, on Replace with date of ordinance

WHEREAS, the City may, pursuant to the provisions of STATUTE enter into contracts to implement convention and tourism programs; and

WHEREAS, the City desires that some of the proceeds derived from the transient guest tax be used to contract for the implementation of convention and tourism programs within the City of Lawrence.

NOW, THEREFORE, IN CONSIDERATION OF THE MUTUAL COVENANTS CONTAINED HEREIN THE PARTIES AGREE AS FOLLOWS:

1. PURPOSE. The Contractor shall implement convention and tourism programs for the City in accordance with the performance indicators attached as ***Exhibit A*** which is incorporated herein by reference.

2. TERM. Upon acceptance of this Agreement by the City Manager, this Agreement commenced on DATE and will terminate on DATE (3 YEAR TERM)

3. BUDGET AND PAYMENT. The City shall remit to the Contractor seventy-nine percent (70%) of the transient guest tax funds collected on a quarterly basis;

*provided, however, that:* (a) performance outcome reports, as specified in Section 5, are received; and (b) an accounting of the Contractor's expenditures at the end of each quarter is received (provided in budgetary format and in accordance with generally accepted accounting practices).

In the event that the City determines that the Contractor has not expended transient guest tax funds in accordance with this Agreement, the City may refuse payment or may offset the improper expenditure against future distributions due the Contractor. Neither the exercise of this remedy nor the failure to exercise this remedy shall limit or restrict the ability of the City to take other legal action to enforce its rights under this Agreement.

4. BID FUND. The City shall remit to the Contractor eleven Percent (10%) of the transient guest tax funds collected on a quarterly basis and said amount shall be deposited into a BID Fund to be used solely for the attraction of conventions and events to the City; *provided, however, that each condition stated in Section 3 above is met.*

5. PERFORMANCE OUTCOMES. The Contractor shall submit reports on a quarterly basis during the contract term; as well as a report covering the three-year contract term by DATE Such reports shall identify and quantify the performance indicators set forth.

6. INSPECTION AND ACCESS TO CONTRACTOR RECORDS. The City, through its authorized agents, shall be entitled to inspect and audit all books and records of the Contractor to ensure compliance with the terms of this Agreement. The Contractor shall cooperate fully with all such inspections or audit requests. The Contractor shall provide copies of its records to members of the public in accordance with the Contractor's

Information Request Policy and Procedures, which is attached hereto as **Exhibit B** and incorporated herein by reference.

7. TERMINATION. Notwithstanding Section 2, either party may terminate this Agreement for no cause, upon sixty (60) calendar days' advance written notice; provided, however, that if the termination is based upon breach of a material provision of this Agreement, the party in breach shall be allowed a period of time not to exceed thirty (30) calendar days to cure the breach. Upon termination, the Contractor shall deliver to the City all transient guest tax funds in the possession of the Contractor after payment of all allowable expenses, including all items of tangible personal property purchased by the Contractor with transient guest funds which remain in the Contractor's possession as of the date of termination of this Agreement.

8. INDEMNIFICATION AND INSURANCE. The Contractor agrees to indemnify, save harmless, and defend the City from any and all claims, causes of action and damages of every kind arising from the operations and activities of the Contractor, its officers, agents and employees, carried out in furtherance of this Agreement. The Contractor shall carry commercial general liability in the amount of one million dollars (\$1,000,000.00); bodily injury insurance on all automobiles used in the operations embraced by this Agreement in the amount of two hundred thousand dollars (\$200,000.00) for each person and five hundred thousand dollars (\$500,000.00) for each occurrence; and property damage liability insurance in the amount of twenty-five thousand dollars (\$25,000.00) for each occurrence. The Contractor shall bear the cost of said insurance policies at its own expense. The Contractor shall also furnish, at its own expense, evidence of a satisfactory workers' compensation insurance policy covering all

of the Contractor's employees to the statutory limit. If the Contractor is not required to maintain workers' compensation insurance, the Contractor shall sign an agreement indemnifying the City from any and all liability which may arise as a result of the Contractor's failure to secure workers' compensation coverage. Should any insurance policy be cancelled, the Contractor shall ensure that the City is notified of such cancellation within ten (10) business days after the effective date of cancellation. All insurance policies shall name the City as an additional insured. A certificate of liability insurance demonstrating compliance with this section shall be filed with the City within ten (10) business days after the Agreement is signed by the City Manager.

9. DEBTS TO CITY; SECRETARY OF STATE CERTIFICATION. The Contractor shall not owe any debt due to the City, including, but not limited to property taxes and special assessments. The Contractor shall be in good standing with the Kansas Secretary of State and shall submit a certificate from the Secretary of State as evidence of this status.

10. NO JOINT VENTURE; INDEPENDENT CONTRACTOR. Nothing herein contained shall be construed or held to make the City a partner, joint venturer or associate of the Contractor in the conduct of its business, nor shall either party be deemed the agent of the other, it being expressly understood and agreed that the relationship between the parties hereto is and shall at all times remain contractual as provided by the terms and conditions of this Agreement.

11. DISCRIMINATION. The Contractor shall not unlawfully discriminate against any employee, applicant for employment, recipient of service or applicant to receive services because of race, color, religion, sex, age, disability, national origin, or any other

class or status protected by law. The Contractor shall take affirmative action to ensure that employees, applicants for employment, recipients of service and applicants for service are treated equally and fairly without regard to their race, color, religion, sex, age, disability, national origin, or any other class or status as provided for by law. The Contractor shall, in all solicitations or advertisements for employees, or of services placed by or on behalf of the Contractor, state that all applicants shall receive consideration for employment or services without regard to race, color, religion, sex, age, disability, or national origin, or any other class or status as provided for by law.

12. ADA COMPLIANCE. The Contractor shall comply with Title II of the Americans with Disabilities Act (ADA) and the implementing regulations of 28 C.F.R. Part 35 as to all of its facilities and programs. If at any time during the term of this Agreement, the City determines that the Contractor is not in compliance, the City shall issue a notice of non-compliance and the Contractor shall have sixty (60) calendar days to cure the non-compliance. If the Contractor remains in non-compliance after the cure period, the City may terminate this Agreement.

13. ASSIGNMENT. The Contractor shall not assign any interest in this Agreement and shall not transfer any interest in the same, whether by assignment or notation; provided, however, that claims for money due or that become due to the Contractor under this Agreement may be assigned to a bank, trust company or other financial institution upon written consent of the City thereto.

14. ENTIRE AGREEMENT. This Agreement and Exhibits A and B constitute the entire agreement of the parties and supersedes any and all prior agreements between the parties. As such, neither party shall rely upon any verbal representations, either

express or implied, which are not specifically stated herein. This Agreement shall not be amended or modified except by written agreement of both parties.

15. REPRESENTATIONS. By signing this Agreement, the Contractor represents that the person signing this Agreement is authorized to execute this Agreement on behalf of the Contractor, and that the Contractor agrees to be bound by the provisions of this Agreement.

16. NOTICES. Any and all notices contemplated by this Agreement shall be given as follows:

*TO THE CITY:*

*TO THE CONTRACTOR:*

With a copy to the Board Chair

Such notices shall be given in writing and transmitted by U.S. Mail, postage prepaid; or hand delivered.

IN WITNESS WHEREOF, the parties have hereto executed this Agreement as of the day and year first above written.

CITY OF LAWRENCE, KANSAS

**EXHIBIT A**  
**VISIT LAWRENCE,**  
**INC.**  
**Convention and Tourism Program Performance Indicators**  
**2018**

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In accordance with Contract No.\_\_\_\_ between the City of Lawrence and Visit Lawrence, Inc. (VTI), VTI will implement convention and tourism programs in accordance with the following performance indicators and will provide the following reports:

1. **Year to Date Profit and Loss Statements:** Financial Statement from Visit Lawrence demonstrating sound financial position.
2. **Year to Date Smith Travel Research (STR) Report:** STR (Smith Travel Research) is the source for benchmarking and analytical insights within the hotel industry, with over 6.8 million hotels worldwide reporting their data on a daily basis. The data tracked covers all of Shawnee County and includes Average Daily Rate (ADR), occupancy %, Revenue per available room (RevPAR), total hotel nights, and total hotel revenues. **The goal is for the main hotel revenue indicators Occupancy %, Average Daily Rate (ADR) and Revenue Per Available Room (RevPAR) to outpace the 5 year citywide historical average.**
3. **Transient Guest Tax Annual Comparison:** This report illustrates transient guest tax collections and allocations compared to prior year.
4. **Attraction Attendance:** This report tracks attendance to major tourism attractions in the City on an annual basis. **The goal is to increase attendance numbers over the prior year.**
5. **Bid Fund Committed/Paid:** Reports bid fund recipients and future commitments. **The goal is that at least 50% of all bid fund collections in a year will be committed to events 24 months out or longer.**
6. **Marketing Report:** This report includes analytics for the website, social media, and ads. **The goal is to increase website views and social media followers over the prior year.**
7. **Tourism Development Report:** This report includes information regarding upcoming events.
8. **Sales Report:** Shows upcoming convention and leads. **The goal is that all Bid Fund commitments will be contracted at a higher ADR than the citywide ADR in an effort to increase total revenues.**



**EXHIBITS**  
**eXplore LAWRENCE, INC. PUBLIC DISCLOSURE POLICY**

eXplore Lawrence, Inc. (EL) is a not-for-profit, non-partisan, and non-sectarian organization pursuant to Section 501(c)(6) of the Internal Revenue Code. VTI is not a governmental entity subject to the Kansas Open Meetings Act or the Kansas Open Records Act. However, VTI will make the following documents available to the public upon written request:

1. Articles of incorporation;<sup>1</sup>
2. Form 1024 and all attachments;
3. Form 990;
4. Any other IRS forms required to be available for public inspection;
5. Contracts with governmental agencies and any attachments thereto;
6. Reports, accountings, or financial reports submitted to any governmental agency that would be deemed by that agency to be open pursuant to the Kansas Open Records Act;
7. Certificates of insurance required for governmental contracts; and
8. Policies required for governmental contracts.

EL may charge reasonable fees, not to exceed actual costs, for access to records, copies of records and staff time for processing such requests. EL will endeavor to respond to such written requests within 5 business days.

Written requests should be sent to the attention of the ELI President/CEO and include the following information:

1. Name of requester (individual, business, or organization);
2. Preferred method of transmission (street address, P.O. Box, or e-mail address);
3. Phone number (daytime); and
4. Specific information requested and reason for request.

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<sup>1</sup> Also available on the Kansas Secretary of State's Web site: [www.sos.ks.gov](http://www.sos.ks.gov)