



eXplore Lawrence Board Meeting Agenda

Wednesday 2/23/23

4 P.M. Carnegie Building Conference Room

1. Approval of Minutes- January Business Meeting
2. Financials
3. Staff Reports
 - 2023 Marketing Plan
4. Executive Director Report
5. 2023 Operating Agreement

Explore Lawrence
Board Minutes
January 25, 2023
12:00pm
Carnegie Building

Members Present: Anthea Scouffas, Sally Zogry, Mike Logan, Drew Gaschler, Derek Rogers, Peter Bobkowski, David Hoyab, Cathy Gerstner, Amber Sellers

Members Absent: Ivan Simac, Heidi Champagne

Staff: Kim Anspach, Andrea Johnson, Laura Carbrey

Meeting began at 12:19 PM at the Carnegie.

1. Approval of Minutes – November/December Board Minutes
 - Anthea moved, David seconds
2. Board Elections
 - In December Board voted Anthea into the Treasurer position
 - Mike puts forth the 2023 slate of Mike as Chair, Ivan as VP, and Anthea as Treasurer
 - i. Amber asked when Mike's term ends – 2024 is the answer
 - ii. Board votes to pass the slate as provided
3. Financial report – presented by Kim
 - Draft financials for 2022: these are the set financials for 2022 besides a \$50 charge that needs to be re-coded.
 - Received last allocation of TGT Funds in 2022 in December
 - Reserve fund includes EIDL Loan plus \$55,000 reserve
 - At the end of 2021 EL received \$600,000 and \$217,000 of this did not get allocated
4. EIDL Loan and Reserve Fund
 - EIDL Loan lives in item 1050
 - A quarter's amount of operating costs should be the amount in reserve
 - The indication is that EIDL Loans will never be forgiven, and we are not using it although it is accruing interest
 - i. EIDL Loan is \$149,000
 - ii. Motion to allow Kim to repay the EIDL Loan in full
 1. David moves, Anthea seconds
 - Motion to set reserve fund balance at one quarter of one year's operating bonus
 - i. Peter moves, Anthea seconds
5. 2023 Budget
 - New Budget includes a Bid Fund of \$48,000, increased payroll expenses to include Sales Manager, added "7648" for Bid Output, Increased rent at Carnegie, Board expenses increased to cover the strategic plan, Freedoms Frontier canceled their desk phones.
 - i. Discussion about Carnegie Building rent
 - ii. Amber asked about Capital Improvement at the Visitors Center – that fund is in "office miscellaneous" and less than had planned, but looking for grant funding for accessibility at the VC

1. Ferguson Group for grant opportunities brought up by Amber. Derek will look into this.
 2. Anthea mentioned how important it is since the VC is the front door to the community for visitors
- Mike motions for approval for the 2023 line-item budget
 - i. David moved, Anthea seconds
6. 2023 TGT Grant
- Peter reported how allocations were decided. Decided in Dec and approved by City Commission in early January. 30+ applicants. The committee decided to give all applicants something.
 - i. The top few received 80% and incrementally less to 25%.
 - ii. The applicants that did not show up for the presentation did not receive anything.
 - iii. There is interest in discussing the entire process by Roger at Parks and Recreation. Peter believes the entire process can be reevaluated and improved, including the scoring matrix. Earlier and better education about the process and the purpose of the grants. Opportunity for eXplore Lawrence to help educate committee members on the grant. Let's start the discussion about the 2023 process soon. Derek reported the feedback is that the awards were balanced between sports and arts/culture. Anthea presented the idea of an information session for the public. Kathy asked if these events would not happen if they did not receive grants, and the answer is unknown. Peter said the application could be revised as well. David asks if there is anything to elevate sports because they bring more Economic Impact. Anthea mentioned that the events should generate hotel rooms, but that is hard to track. Amber mentioned that the committee likely doesn't know the governing guidelines. The committee consists of 2 hotels, 1 Arts Commission rep, 1 EL Board rep, 1 who represents Arts Industry, 2 from the public at large. The Committee is supposed to receive an orientation. There's conflict about what type of events should be supported on the grant. Mike suggested that certain events will "graduate" from the program. Mike also spoke on the idea of having a separate fund for sports. EL would love to be a part of the discussion moving forward on TGT Grant guidelines. Derek spoke on the idea that established events no longer qualifying for TGT and no longer need the grant funds. Sally mentioned that events like Busker Festival, Christmas Parade, etc... are "signature events" and are important to support. Derek mentioned that maybe these "signature events" should be city sponsored. Amber talked about the opportunity to grow the interest of signature events like The Busker Festival, not everybody understands it.

Adjourn at 12:58, Anthea moved, David seconded

EXPLORE LAWRENCE INC
Statement of Financial Position
As of January 31, 2023

	Jan 31, 23
ASSETS	
Current Assets	
Checking/Savings	
1020 · US Bank Checking	320,175.09
1030 · US Bank Money Market	215,938.56
1050 · Reserve Fund	205,044.45
1060 · Petty Cash	215.00
Total Checking/Savings	741,373.10
Other Current Assets	
1216 · Due from US Bank CC	235.50
1220 · Due from Employee	280.00
Total Other Current Assets	515.50
Total Current Assets	741,888.60
Fixed Assets	
2200 · Leasehold Improvement	107,174.01
2500 · Accumulated Depreciation	-21,881.38
Total Fixed Assets	85,292.63
Other Assets	
1225 · Deposits	3,100.00
Total Other Assets	3,100.00
TOTAL ASSETS	830,281.23
LIABILITIES & EQUITY	
Liabilities	
Current Liabilities	
Accounts Payable	
3000 · Accounts Payable	24,939.01
Total Accounts Payable	24,939.01
Credit Cards	
2109 · Credit Card - US Bank	1,020.67
Total Credit Cards	1,020.67
Other Current Liabilities	
3100 · Payroll Liabilities	
3105 · Accrued Payroll	6,152.70
3110 · Federal & FICA Payable	3,392.78
3111 · KS Withholding Payable	483.00
3112 · FUTA Payable	148.37
3113 · KS SUTA Payable	208.38
3114 · Health Insurance Payable	-1,370.96
Total 3100 · Payroll Liabilities	9,014.27
3300 · Sales Tax Payable	16.97
Total Other Current Liabilities	9,031.24
Total Current Liabilities	34,990.92
Long Term Liabilities	
3700 · EIDL Loan June 19.2020	163,252.00
Total Long Term Liabilities	163,252.00
Total Liabilities	198,242.92

	Jan 31, 23
Equity	
4100 - Beginning Fund Balance	758,071.29
Net Income	-126,032.98
Total Equity	632,038.31
TOTAL LIABILITIES & EQUITY	830,281.23

11:28 AM

02/19/23

Accrual Basis

EXPLORE LAWRENCE INC
Profit & Loss Budget Performance
For the One Month Ended January 31, 2023

	Jan 23	Budget	Jan 23	YTD Budget	Annual Budget
Ordinary Income/Expense					
Income					
5000 · Guest Tax	0.00	100,000.00	0.00	100,000.00	1,200,000.00
5100 · Visitors Guide	0.00	2,333.34	0.00	2,333.34	28,000.00
5200 · Merchandise Sales	182.53	333.34	182.53	333.34	4,000.00
5500 · DMI	0.00	1,000.00	0.00	1,000.00	12,000.00
5600 · Co-Op Marketing	0.00	883.34	0.00	883.34	10,600.00
5660 · DTN	0.00	500.00	0.00	500.00	6,000.00
5670 · Bid Fund	0.00	4,000.00	0.00	4,000.00	48,000.00
5700 · Miscellaneous Income	0.00	116.67	0.00	116.67	1,400.00
Total Income	182.53	109,166.69	182.53	109,166.69	1,310,000.00
Cost of Goods Sold					
6100 · Merchandise Cost					
6190 · Miscellaneous Costs	0.00	166.67	0.00	166.67	2,000.00
Total 6100 · Merchandise Cost	0.00	166.67	0.00	166.67	2,000.00
Total COGS	0.00	166.67	0.00	166.67	2,000.00
Gross Profit	182.53	109,000.02	182.53	109,000.02	1,308,000.00
Expense					
7000 · Payroll Expense					
7081 · Payroll	24,805.78	35,166.67	24,805.78	35,166.67	422,000.00
7083 · Accrued Payroll Expense	-37.50		-37.50		
7260 · Retirement Plan	752.32	1,916.67	752.32	1,916.67	23,000.00
7065 · Health Insurance	1,689.13	3,250.00	1,689.13	3,250.00	39,000.00
7070 · Incentive Program	0.00	1,250.00	0.00	1,250.00	15,000.00
Total 7000 · Payroll Expense	27,209.73	41,583.34	27,209.73	41,583.34	499,000.00
7100 · Payroll Tax Expense					
7100.1 · FICA Expense	1,894.78		1,894.78		
7100.2 · FUTA Expense	148.37		148.37		
7100.3 · SUTA Expense	208.37		208.37		
Total 7100 · Payroll Tax Expense	2,251.52		2,251.52		
7600 · Programs					
7601 · Advertising					
7601.10 · Magazine	3,296.00	1,746.50	3,296.00	1,746.50	20,958.00
7601.12 · Content	450.00	1,083.34	450.00	1,083.34	13,000.00
7601.14 · Outdoor	0.00	833.34	0.00	833.34	10,000.00
7601.15 · COOP Marketing Expense	125.00	708.34	125.00	708.34	8,500.00
7601.19 · Publications	0.00	541.67	0.00	541.67	6,500.00
7601.2 · Design	0.00	909.17	0.00	909.17	10,910.00
7601.21 · Opportunity Fund	0.00	2,028.84	0.00	2,028.84	24,322.00
7601.22 · Tracking	0.00	833.34	0.00	833.34	10,000.00
7601.24 · New Technology	0.00	416.67	0.00	416.67	5,000.00
7601.4 · Public Relations	0.00	2,125.00	0.00	2,125.00	25,500.00
7601.6 · 1-70 Distribution	8,155.47	1,583.34	8,155.47	1,583.34	19,000.00
7601.8 · Digital	16,621.34	14,166.67	16,621.34	14,166.67	170,000.00
7601.9 · Partner Media Buy Program	4,000.00	666.67	4,000.00	666.67	8,000.00
Total 7601 · Advertising	32,647.81	27,640.89	32,647.81	27,640.89	331,690.00
7619 · Incentive Travel					
7619.0 · General Fund	0.00	166.67	0.00	166.67	2,000.00
7619.1 · Committed Incentives	0.00	2,500.00	0.00	2,500.00	30,000.00
7619.2 · New Business	0.00	1,250.00	0.00	1,250.00	15,000.00
7619 · Incentive Travel - Other	122.96		122.96		
Total 7619 · Incentive Travel	122.96	3,916.67	122.96	3,916.67	47,000.00

11:28 AM

02/19/23

Accrual Basis

EXPLORE LAWRENCE INC
Profit & Loss Budget Performance
For the One Month Ended January 31, 2023

	Jan 23	Budget	Jan 23	YTD Budget	Annual Budget
7625 · Simpleview Data Base	17,071.79	1,416.67	17,071.79	1,416.67	17,000.00
7641 · Promotional Materials	0.00	2,500.00	0.00	2,500.00	30,000.00
7642 · Trade Shows					
7642.0 · General Fund	0.00	1,166.67	0.00	1,166.67	14,000.00
7642.1 · Trade Show Travel	0.00	500.00	0.00	500.00	6,000.00
Total 7642 · Trade Shows	0.00	1,666.67	0.00	1,666.67	20,000.00
7643 · Website Hosting	26,000.00	2,166.67	26,000.00	2,166.67	26,000.00
7644 · Printing and Reproduction	0.00	416.67	0.00	416.67	5,000.00
7645 · Special Projects					
7645 · Bids	0.00	4,000.00	0.00	4,000.00	48,000.00
7649 · Visitors Guide	0.00	3,583.34	0.00	3,583.34	43,000.00
Total 7645 · Special Projects	0.00	7,583.34	0.00	7,583.34	91,000.00
Total 7600 · Programs	75,842.56	47,307.58	75,842.56	47,307.58	567,690.00
7620 · Meeting programs					
8200 · Admin and General	0.00	2,500.00	0.00	2,500.00	30,000.00
8202 · Accounting	0.00	1,250.00	0.00	1,250.00	15,000.00
8203 · Rent	11,480.72	5,130.00	11,480.72	5,130.00	61,560.00
8204 · Software	27.00	166.67	27.00	166.67	2,000.00
8206 · Hardware	0.00	333.33	0.00	333.33	4,000.00
8210 · Technology Repair & Maintenance	0.00	1,166.67	0.00	1,166.67	14,000.00
8214 · Bank Service Charges	35.90	83.34	35.90	83.34	1,000.00
8214.1 · Bank Fees - Square	6.05		6.05		
8218 · Cash Over/Short	70.00		70.00		
8225 · Board Expenses	0.00	1,083.34	0.00	1,083.34	13,000.00
8226 · Leased Equipment	473.56	416.67	473.56	416.67	5,000.00
8230 · Dues/Subscriptions/Memberships	532.33	1,333.34	532.33	1,333.34	16,000.00
8234 · Insurance	5,162.92	1,000.00	5,162.92	1,000.00	12,000.00
8238 · Utilities	620.60	375.00	620.60	375.00	4,500.00
8239 · Janitorial / Cleaning	0.00	0.00	0.00	0.00	0.00
8242 · Legal	0.00	416.67	0.00	416.67	5,000.00
8244 · Janitorial/Cleaning	506.00	433.34	506.00	433.34	5,200.00
8245 · Retirement Plan Fees/Admin	425.00	183.34	425.00	183.34	2,200.00
8247 · Office Supplies	625.63	458.34	625.63	458.34	5,500.00
8248 · Postage and Delivery	0.00	333.34	0.00	333.34	4,000.00
8250 · Storage	196.75	195.84	196.75	195.84	2,350.00
8251 · Misc. Office General	8.45	375.00	8.45	375.00	4,500.00
8282 · Travel & Meetings					
8282.10 · Professional Development	1.60	833.34	1.60	833.34	10,000.00
8282.11 · EL Hosted Events	0.00	166.67	0.00	166.67	2,000.00
8282.12 · Staff Travel	0.00	500.00	0.00	500.00	6,000.00
8282.13 · Meetings	12.42	250.00	12.42	250.00	3,000.00
8282.14 · Staff Employee Benefits	0.00	166.67	0.00	166.67	2,000.00
Total 8282 · Travel & Meetings	14.02	1,916.68	14.02	1,916.68	23,000.00
8283 · Telephone/Internet	593.85	958.34	593.85	958.34	11,500.00
Total 8200 · Admin and General	20,778.78	17,609.25	20,778.78	17,609.25	211,310.00
Total Expense	126,082.59	109,000.17	126,082.59	109,000.17	1,308,000.00
Net Ordinary Income	-125,900.06	-0.15	-125,900.06	-0.15	0.00
Other Income/Expense					
Other Income					
9020 · Interest Income	313.64		313.64		
Total Other Income	313.64		313.64		

11:28 AM
02/19/23
Accrual Basis

EXPLORE LAWRENCE INC
Profit & Loss Budget Performance
For the One Month Ended January 31, 2023

	Jan 23	Budget	Jan 23	YTD Budget	Annual Budget
Other Expense					
9510 - Depreciation	446.56		446.56		
Total Other Expense	446.56		446.56		
Net Other Income	-132.92		-132.92		
Net Income	-126,032.98	-0.15	-126,032.98	-0.15	0.00

Sales Team Board Report January 2023

Sales Team Highlight

Currently sitting at 22% of our lead Goal for 2023 of bringing in 65 leads.

4 of the 14 leads were brought in through C-Vent

Laura and Kim went to the Legislatures Breakfast at Maceli's – In attendance were Mayor Lisa Larsen, Rep Boog Highberger, Rep Barbara Ballard, Rep Marci Francisco,, Rep Christine Cadue Hazlett, Rep Mike Amyx.

Laura and Andrea met with Tim Byers, New KU Relays Director at the Lawrence Chamber office. All VIPs will be at Stone Hill. This is relays 100th year Birthday. VIPs In attendance : Billy Mills, Jim Ryan as well as several Olympic Athletes. Expecting 8k – 10k people in for the event.

April 13 – 15, 2023 Event.

Laura attended SPORTS 101 Virtually – This History of Sports Kansas.

Laura attended Commercial Real Estate Forecast at Theater Lawrence

Laura 3 on line CRM Training with Simple view

Laura 2 on line Cvent Training classes

DOS Meeting at Spring Hill Suites – 4 DOS were in attendance

Laura brought in new contact with MLS Series II (Sporting Kansas City feeder teams) will be playing all games at Rock Chalk, will work with Laura to get hotels set up for each home game. Explore Lawrence is working with Sporting Kansas City, blogs and stories of Sporting KC Soccer Team enjoying Lawrence with their families to promote Lawrence's Economic Impact enticing more "FAMILIES" to attend games. 6 Games will be played at Rock Chalk Park. This will not only bring in additional visitors, but also, visiting Teams room nights along with F/B for their stay as well.

Toured Juniper Farm, Great new venue owned by Thellman Family. Took Pictures, visited with Nancy about what Juniper Farms can do for our Community.

NO January Events



Prepared On: 02/21/2023
Prepared By: Laura Carbrey

Leads By User

For Lead Status from Jan 1, 2023 to Jan 31, 2023

Laura Carbrey (14)	Meeting Date	Entry Date	Delegates	Total Room Nights	Econ Value
Barber Challenge					
Cuttin up Barber Showcase [3431]	02/05/2023	01/03/2023	20	10	1,590
Bespoke Sports Marketing					
NAPA Kansas City [3443]	09/07/2023	01/17/2023	30	75	11,925
Chamber of Commerce Executives of Kansas					
2023 CCEKS Annual Conference [3432]	11/01/2023	01/04/2023	40	90	14,310
CSI					
CSI St. Joseph March 2023 [3440]	03/03/2023	01/11/2023	50	625	99,375
Free State Brewing Co					
Kansas Craft Beer Brewers Expo 2023 [3433]	03/03/2023	01/05/2023	0	0	0
Kansas Craft Beer Brewers Expo 2023 [3433]	03/03/2023	01/05/2023	30	60	9,540
Kansas Lions					
Kansas Lions State Convention 2024 [3442]	06/07/2024	01/13/2023	100	130	20,670
KU Athletics Department					
100th Year Kansas Relays 2023 [3434]	04/13/2023	01/05/2023	250	0	0
MOKAN Basketball					
Hardwood Classic 2023 #1 [3437]	07/06/2023	01/09/2023	1,000	400	63,600
Hardwood Classic 2023 #2 [3438]	07/06/2023	01/09/2023	1,000	400	63,600
Hoop City Classic 2023 [3436]	07/06/2023	01/09/2023	1,000	600	95,400
National Christian Homeschool Champions					
2023 Volleyball NCHC [3435]	10/19/2023	01/06/2023	200	460	73,140
Suez Water Technologies					
Incineration Network Forum 2023 [3444]	06/04/2023	01/24/2023	50	105	16,695
Sunflower Outdoor & Bike Rental					
Belgian Waffle Gravel Race 2023 [3439]	10/12/2023	01/09/2023	600	1,500	238,500
Topeka Impact					
KC Pre Nationals 2023 [3441]	06/08/2023	01/12/2023	1,100	2,150	341,850
KC Pre Nationals 2023 [3441]	06/08/2023	01/12/2023	400	1,450	230,550
Total for Manager			5,870	8,055	1,280,745
Grand Total(14)			5,870	8,055	1,280,745



JANUARY 2023 MARKETING REPORT

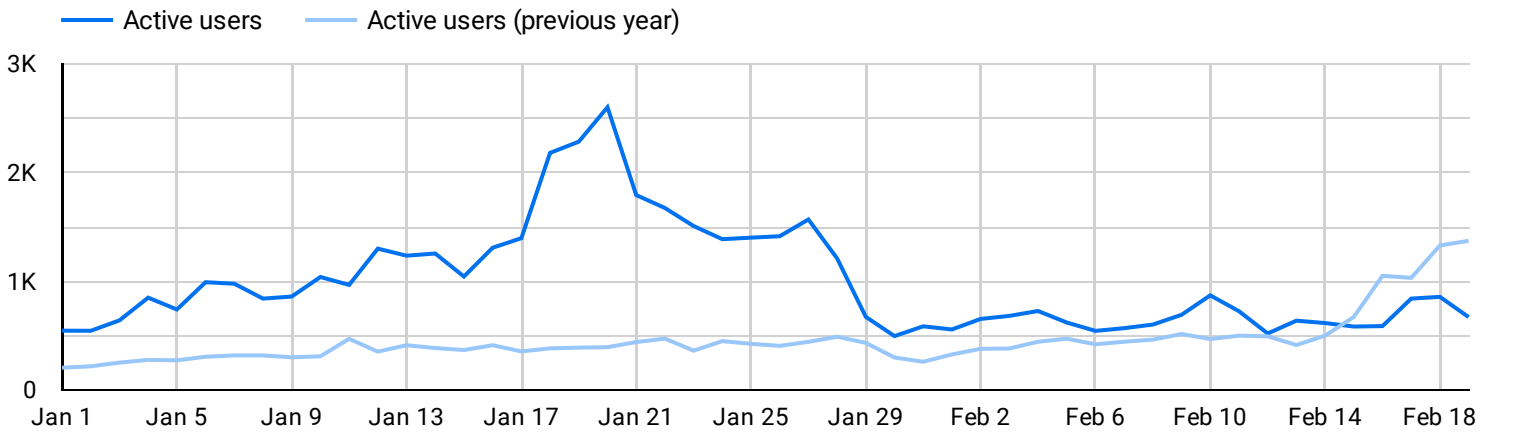
JANUARY MARKETING SUMMARY

It was a great start to the new year for the Marketing Department. Much of our efforts focused on Lawrence Restaurant Week. The Lawrence Restaurant Association contracted with eXplore Lawrence to handle the social media, advertising, and materials distribution for the 2023 Lawrence Restaurant Week. This is the first year that explorelawrence.com was used to host the Lawrence Restaurant Week website. This resulted in record-breaking numbers for our website. January marked the return of our No Free Lunches series featuring Lawrence Breweries - a perfect complement to the recent launch of the Kaw Valley Craft Pass.

EXPLORELAWRENCE.COM

Total website users for January were 30,621, a 205.9% increase from the same time period last year. 29,457 of the users were first-time visitors to the site. Each user averaged 21.07 "events" on the site, including page views, scrolls, link clicks, video views, etc. Total event count and page views were each up more than 700% over last year. The most viewed content in January was Lawrence Restaurant Week, Eat Listings, and A Guide to Lawrence Restaurant Week blog, followed by Restaurant Week Partner Listings.

Users	New users	Event count	Event count per user	Views
30,621	29,457	643,804	21.07	288,513
↑ 205.9%	↑ 201.4%	↑ 717.1%	↑ 171.5%	↑ 743.2%

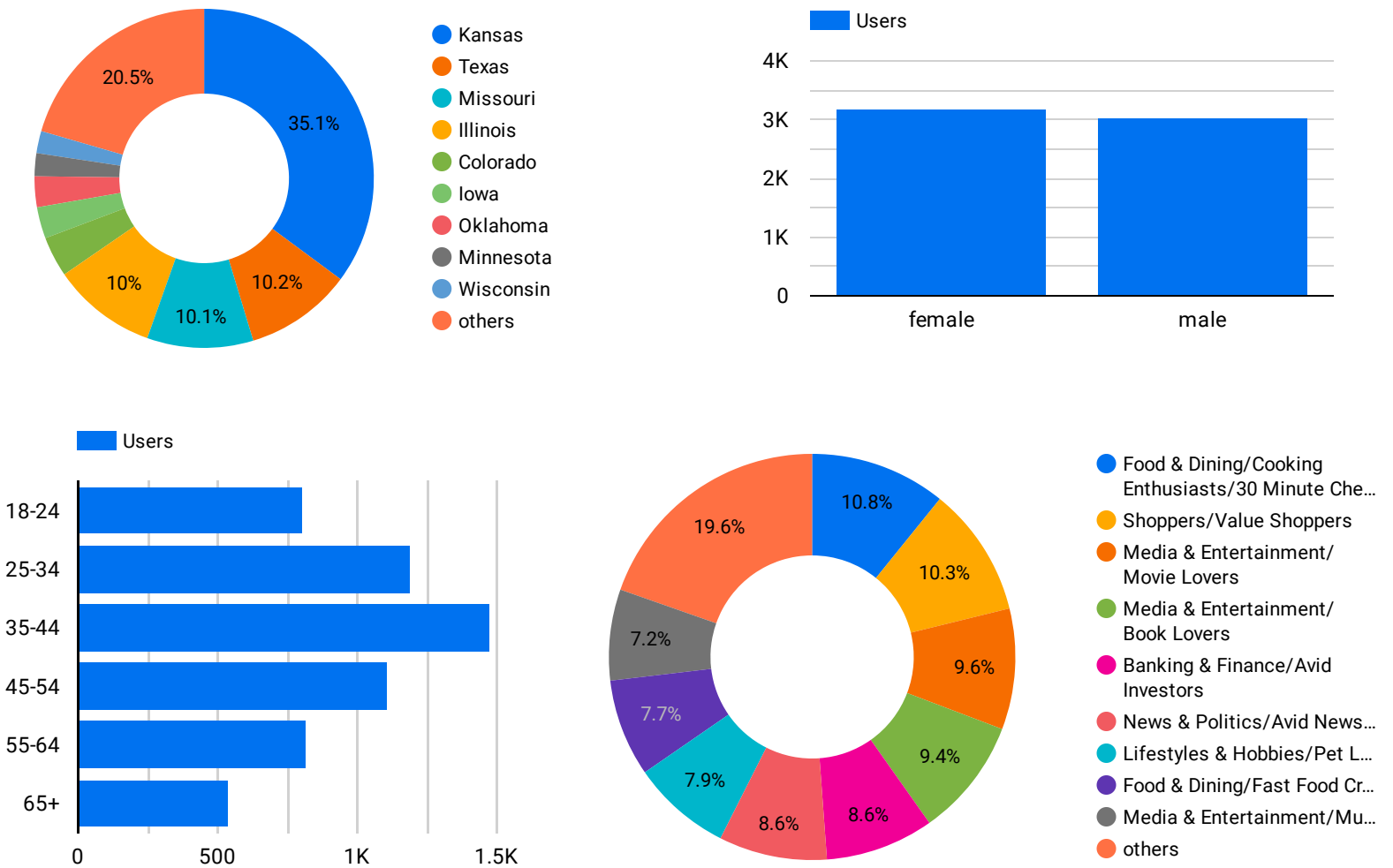


Event name ▾	Event count
view_search_results	211
video_start	42
video_progress	94
video_complete	13
user_engagement	219,419
session_start	47,702
scroll	52,356
page_view	288,513
first_visit	29,457
file_download	64

Page title	Views ▾
Lawrence Restaurant Week	111,720
Events Calendar - Unmistakably Lawrence	11,751
Eat - Unmistakably Lawrence	9,151
A Guide to Lawrence Restaurant Week 2023	6,125
715	5,855
Merchants Pub & Plate	4,747
Mass Street Fish House & Raw Bar	4,335
J. Wilson's	3,892
The Basil Leaf Cafe	3,852
Culinaria	3,715

EXPLORELAWRENCE.COM USERS

In January, explorelawrence.com users visited the most from Kansas, Texas, Missouri, Illinois, and Colorado. There were slightly more female than male users. The majority of users were between the ages of 25-54. Users share interests in food and dining, shopping, movies, books, investing, pets, news, and music.



EXPLORELAWRENCE.COM ACQUISITION

The leading traffic channels were organic search, direct traffic, and organic social. The top traffic sources were Google, Facebook, Spectrum (LRW Advertising) and downtownlawrence.com.

Session default channel grouping	Sessions ▾	Session source	Sessions ▾
Organic Search	18,714	google	21,606
Direct	10,732	(direct)	10,732
Organic Social	10,189	m.facebook.com	3,633
Paid Search	3,846	l.facebook.com	2,273
Referral	2,489	facebook.com	2,179
Display	1,369	lm.facebook.com	1,158
Email	179	Spectrum	986
Unassigned	178	downtownlawrence.com	969
Cross-network	6	l.instagram.com	669
Organic Video	1	bing	596

SEARCH ENGINE MARKETING

- The Foodies campaign was working particularly well last month with the highest CTR at 39.33%! Engagement on the backend for this campaign is solid.
- History Buffs is kind of weird. It has the lowest CTR in the account but fairly strong engagement. We will pay extra attention to that campaign this month and add some negative keywords search terms that are garnering a lot of impressions but few clicks.
- The best backend performance we saw was in the Sports Fanatics campaign. As a reminder, this one is "dynamic" so much of the creative decisions are being made by Google during the auction. We saw a bounce rate of 45.17% which is pretty close to site average and higher than the other SEM campaigns.

Spend

801.01

Impressions

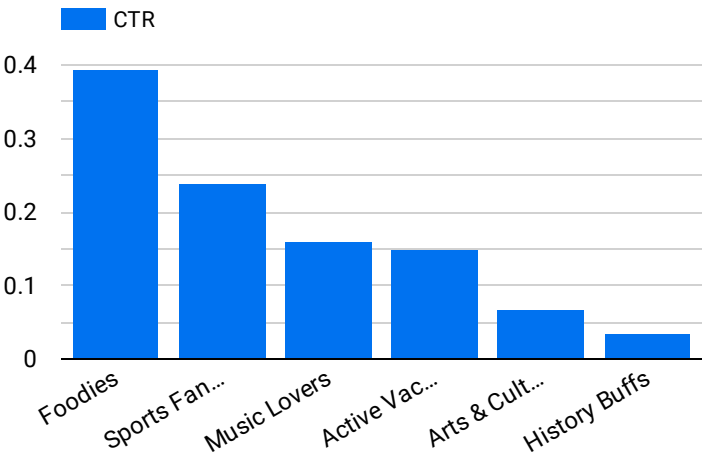
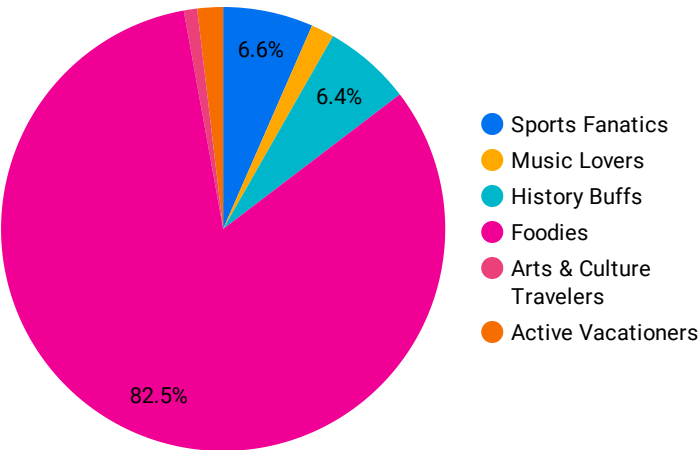
22,296

Clicks

4,930

CTR

22.11%



SOCIAL MEDIA

October and November social media activity on Twitter, Instagram, TikTok, and Facebook resulted in 428 new fans, 586,320 impressions, and 32,047 post engagements. The new reel content that Laurel is creating has become very popular and engaging without audience. Other popular content included blogs and giveaways.

Platform	Impressions	Engagements	Video Views	New Followers
Facebook	256,831	16,082	14,297	146
Instagram	62,954	997	6,131	51
Twitter	5,675	132	0	6
TikTok	1,460	22	1,460	9
YouTube	877	13	733	5

Impressions

327,797

Engagements

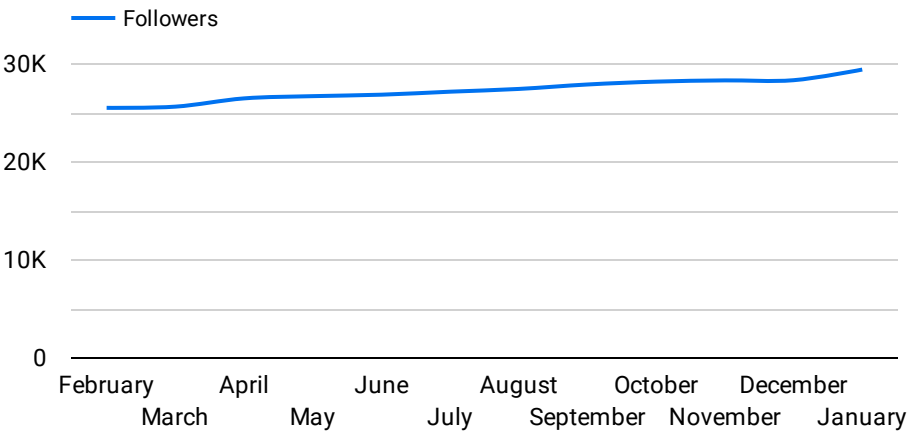
17,246

Video Views

22,621

New Followers

217



YOUTUBE

Top videos in January on the eXplore Lawrence YouTube Channel were Downtown Shotput, Vibe Video, Why Lawrence? featuring Shiloh, and No Free Lunches at 23rd Street Brewery. No videos were advertised in January.

Video Title	Views ▾
2016 Downtown Men's Olympic Shot Put HD	182
Welcome to Unmistakably Lawrence, Kansas	68
Why Lawrence? Shiloh "Shy" at Haskell Memorial Stadium in La...	64
No Free Lunches at 23rd Street Brewery	54
Why Lawrence? Christina at Haskell Indian Nations University	43
The Cradle of Basketball HD	38
Why Lawrence? Marla at Marla Quilts African American Quilt Mu...	24
Why Lawrence? Deja Brooks	23
Why Lawrence? Nicole at Mutt Run Off-Leash Dog Park	22

ENEWS

The January leisure e-blast sent to 4,581 recipients. 1,853 recipients opened the email, and there were 186 clicks on links within the email. The most popular content was Lawrence Restaurant Week, January Live Music, and Lawrence Passports.

Recipients

4,581

Opens

1,853

Clicks

186

Link	Clicks ▾
Lawrence Restaurant Week	104
January Live Music	72
Lawrence Passports	24
LRW - Facebook	14
Explore Lawrence Twitter	12
Watkins Exhibit - Haskell	11
Events Calendar	9
LRW - Instagram	9
Final Fridays	7
The Lifespan of a Fact	7

LAWRENCE PASSPORTS

The Lawrence Bucket List had 30 new pass sign-ups and 2 check-ins in January. 1 offer was redeemed, and 21 users opted in to receive our emails. The getaway package for the Lawrence Bucket List pass is now being promoted and will encourage more check-ins. The Kaw Valley Craft Pass had 64 new pass sign-ups, 60 check-ins, 4 offer redemption, and 49 users opted in to receive our emails.

Pass ▾	Pass Sign-ups	Check-ins	Offer Redemptions	Email Opt-ins
1. Lawrence Bucket List	30	2	1	21
2. Kaw Valley Craft Pass	64	60	4	49

SOCIAL MEDIA ADVERTISING

Ads on Facebook and Instagram promoted Lawrence Restaurant Week, NO Free Lunches, Live Music Blog, Kaw Valley Craft Pass, and the 2023 Lawrence Visitors Guide. These ads resulted in 762,315 impressions and 358.185 results, including link clicks, video views, and event responses.

Campaign ▾	Impressions	Results	Results Rate	Cost Per Result
Restaurant Week Video Campaign	63,917	61,281	95.870%	\$1.63
Restaurant Week Blog 2023	26,319	982	3.730%	\$0.1
Post: "No Free Lunches Co is back! Join ...	7,953	919	11.560%	\$0.03
Post: "Big big news! We are running a ra...	35,753	718	2.010%	\$0.21
No Free Lunches - Breweries	129,128	79,570	61.620%	\$1.95
Live Music Blog 2023	28,027	419	1.490%	\$0.23
Lawrence Restaurant Week Awareness C...	343,599	213,058	62.000%	\$2.82
Kaw Valley Craft Pass	31,792	126	0.390%	\$0.32
Explore Lawrence - Event Responses	120,062	1,177	0.980%	\$0.42
Event: 2023 Lawrence Restaurant Week	7,557	61	0.810%	\$0.82
2023 Lawrence Visitors Guide	108,948	1,753	1.610%	\$0.18

EARNED MEDIA

eXplore Lawrence is using Meltwater to monitor tourism-related mentions in the news. In January there were 150 media mention with a potential reach of 997 million. The sources based upon reach were msn.com, Yahoo! News, AOL.com and the Kansas City Star. The Lawrence Journal-World produced the most number of mentions.

Mentions
150

Potential Reach
997,000,000

Publication	Reach ▾
1. msn.com	830,000,000
2. Yahoo! News	63,400,000
3. AOL.com	31,700,000
4. KC Star	17,700,000
5. KC Star (Premium)	15,500,000

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Top Entities Mentioned	Count ▾
1. Lawrence	108
2. Kansas City	64
3. Kansas	62
4. Univeristy of Kansas	45
5. Haskell Indian Nations University	42
6. Great Promise for American Indians	37
7. Autoretail	37
8. Lawrence KS	37

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Article ▾	Source	Mentions	Reach	Social Echo
1. Top Party Schools in every state	KTVZ	University of Kansas	478,000	0
2. The most beautiful college campu...	msn.com	University of Kansas,	212,000,000	33
3. Spencer Museum of Art's new rede...	KCUR-FM	Spencer Museum of Art	310,000	388
4. One Tank Trips: KU Natural History...	KSHB	KU Natural History Museum	956,000	192
5. Kansas Day activities reveal a Blee...	KSNT-TV	Constitution Hall, Dole Insitute of ...	453,000	37
6. KU's 125 years of basketball celebr...	The Kansas C...	Allen Fieldhouse	2,000,000	1,255
7. KS Tourism celebrates Kansas Day...	WIBW	The Granada	543,000	93
8. Here's what you can do in Kansas	msn.com	Spencer Museum of Art	212,000,000	0
9. DC are Film Producers Screen the ...	Digital Journal	Haskell Indian Nations University	615,000	0

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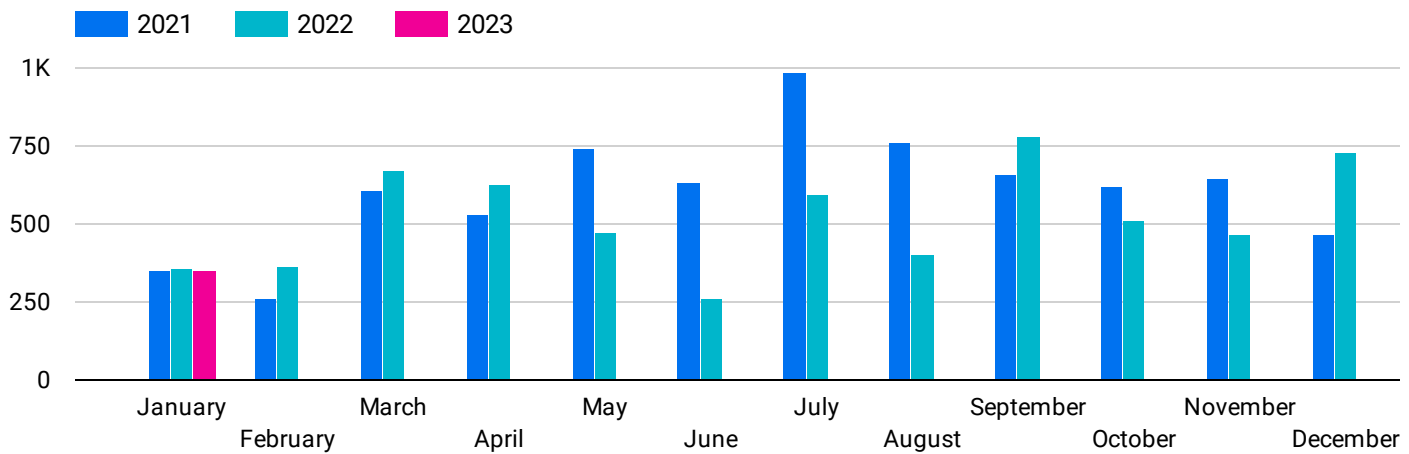


JANUARY 2023 VISITOR CENTER REPORT

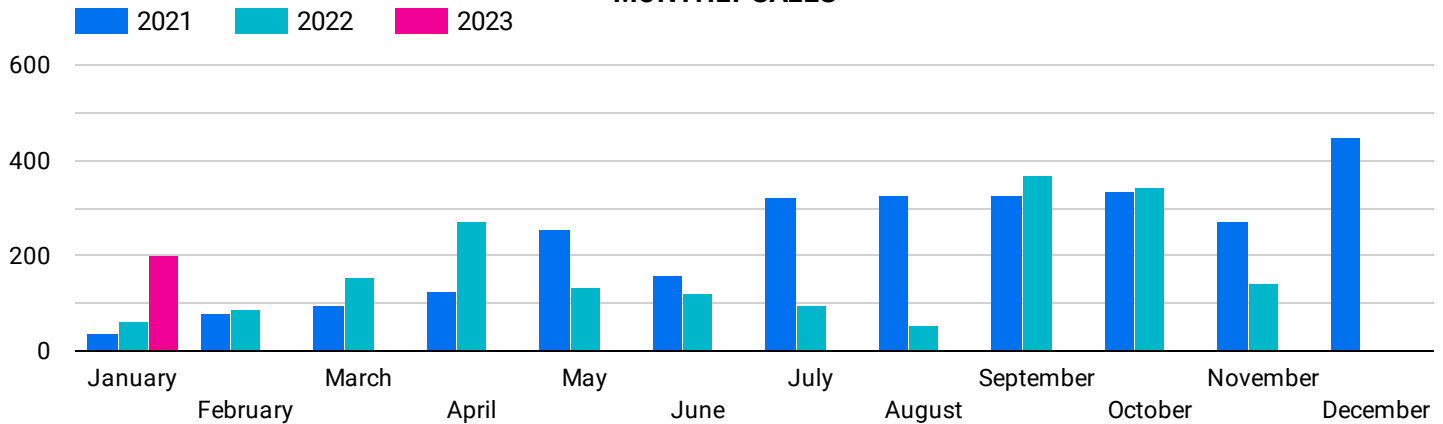
JANUARY VISITOR CENTER SUMMARY

January traffic was steady and in line with what we have seen the last couple of years; however, sales were triple in January of 2022 and nearly five times our sales in 2021. Unmistakably Lawrence T-shirts and postcards were the most popular items. The Visitors Center hosted See Kansas: Parks and Green Spaces in the gallery space for Final Fridays. The art remain in the VC until February Final Fridays. There were 217 new events added to the Calendar of Events in January. Partners entered 34%, and EL Staff entered the rest. Visitors Center staff gave 48 referrals to 26 partner businesses in January.

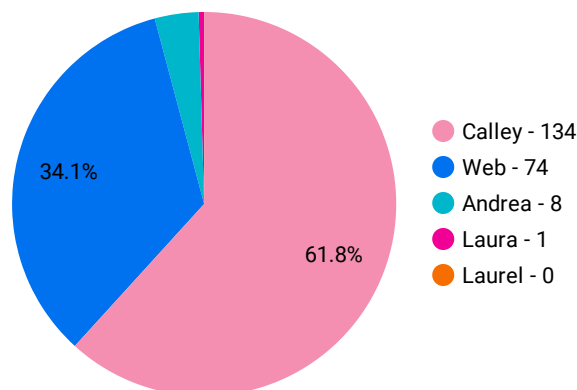
VISITORS CENTER WALK-INS



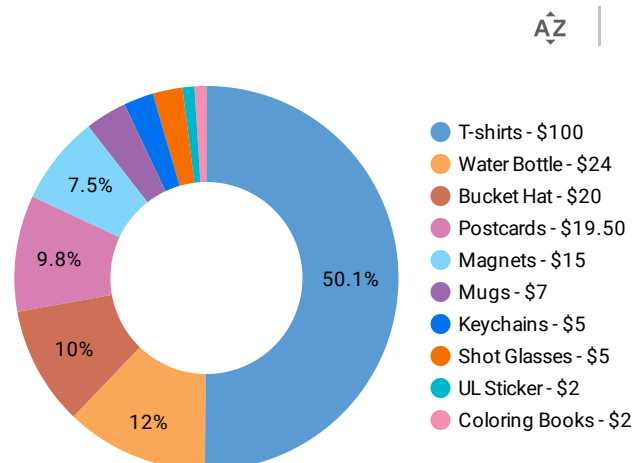
MONTHLY SALES



CALENDAR OF EVENT ENTRIES



PRODUCT SALES

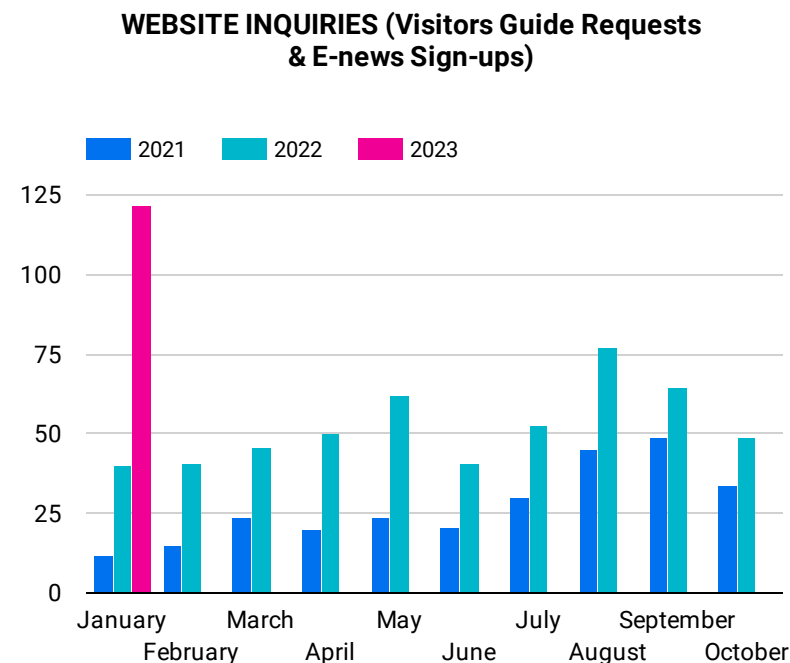


VISITORS CENTER PARTNER REFERRALS

	Account Name	December ▾
1.	WheatFields Bakery & Café	4
2.	Jock's Nitch Sporting Goods	3
3.	Free State Brewing Co.	3
4.	Striped Cow	3
5.	Kansas Sampler/Rally House	3
6.	Ruff House Paperie	3
7.	KU Natural History Museum	3
8.	Phoenix Gallery	2
9.	Waxman Candles	2
10.	Thai Siam Restaurant	2
11.	Sunflower Outdoor & Bike Shop	2
12.	Java Break	2
13.	The Burger Stand at the Casbah	2
14.	Zen Zero	2
15.	Paleteria Chihuahua	1
16.	Little Saigon Cafe`	1
17.	Liberty Hall	1
18.	Encore Café	1
19.	Lawrence Public Library	1
20.	Latchkey Deli	1
21.	Signs of Life	1
22.	Pueblo Mexican Restaurant	1
23.	Pickleman's Gourmet Cafe	1
24.	La Prima Tazza	1
25.	El Potro Mexican Cafe	1
26.	Eccentricity	1

WEBSITE INQUIRIES

The Visitors Center fulfills requests for Visitors Guides that come through the website. In January there were 122 website inquiries for Visitors Guides and/or e-newsletter sign-ups. Visitors are asked their interests when they request information. The most popular interests in January were Events, Arts & Culture, Food, History, and Shopping.



WEBSITE INQUIRIES - INTERESTS

	Interest	Count
1.	Food	83
2.	Events	80
3.	Arts/Culture	68
4.	History	67
5.	Shopping	58
6.	Haunted	44
7.	Basketball	44
8.	Recreation	42
9.	Family	39
10.	Wellness	30
11.	Universities	27
12.	Agri-Tourism	27

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GROUP ORDERS

The Visitors Center is currently fulfilling requests for materials for groups. In January we serviced 7 groups with materials. Through those orders we supplied more than 500 Visitors Guides plus other materials like maps, tour brochures, bags, pens, stickers, and notepads

GROUP ORDERS FULFILLED

Client	Visitors Guides	UL Map Pad	Stickers	Pens	Notepads	Bags	Tour Brochures	Coffee Mugs	Lawrence Magazine
1. KU Band	350	4	0	350	0	0	0	0	0
2. KU International Support Services	110	0	110	110	110	0	330	0	0
3. KU Dept of Educational Leadership Studies	40	0	40	0	40	0	40	0	40
4. Kaw Valley Bridge Club	5	0	0	30	30	30	0	0	0
5. Spring Hill Suites	0	0	0	0	100	0	0	0	0
6. RPG	0	0	0	0	0	0	0	2	0
7. Virginia Inn	0	3	0	0	0	0	0	0	0

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2023 Marketing & Communications Plan

Executive Summary

eXplore Lawrence is responsible for increasing the tourism economy in Lawrence by attracting visitors and events to the city. This Marketing & Communications Plan outlines the current situation for tourism in Lawrence and tourism trends throughout the nation, and the marketing and communications strategies and tactics that will help the department fulfill its mission.

It's an exciting time for tourism in Lawrence as the desire to travel is stronger than ever. Lawrence has experiences travelers want: arts, culture, history, college sports, outdoor adventure, family activities, live music, and incredible food. This plan includes a look at the current situation in Lawrence and traveler trends that have helped inform this plan.

Multiple data sources, including website analytics, Lawrence traveler information, and national traveler demographics, informed the creation of this year's Target Markets and Traveler Personas. We will focus on our best-performing Day Tripper and Road Tripper audiences from 2022 and introduce our advertising into three emerging markets: Nashville, Omaha, and Springfield, MO.

All of this information helped inform the Strategies and Tactics laid out in this plan. In addition to furthering the recognition of the Unmistakably Lawrence brand, this plan includes tactics that will increase travel to and throughout Lawrence and Douglas County through the Lawrence Passports program, tactics to help improve our community engagement, champion diversity, equity, and inclusion, and support the Sales Department in growing meetings and group events.

Finally, this plan includes the Key Performance Indicators we will use to measure this plan's success.

Marketing & Communications Mission

eXplore Lawrence builds the tourism economy in Lawrence by increasing the number and diversity of visitors through innovative, creative, and welcoming marketing and communications strategies.



Situation

Travel Recovery

2021 was a rollercoaster of progress and setbacks regarding travel recovery. COVID spikes halted travel and postponed events intermittently throughout the year. Despite those spikes, Visitor Spending recovered to 90% of pre-pandemic spending.

Lawrence recorded the highest-ever annual Transient Guest Tax collections in 2022. This reflects an increase in accommodation rates, as occupancy hasn't entirely caught up to pre-pandemic levels.

Sunday - Thursday

Business and Conference travel has had a slower recovery than leisure travel. Because of this, our highest need time continues to be Sunday through Thursday business. We have the opportunity to continue increasing TGT collections by focusing our efforts on summer weekday leisure travel and supporting the Sales Department with marketing Lawrence as a convenient, affordable, and unmistakable meeting and event destination.

The Winning Effect

A National Championship Basketball Team, a winning Jayhawk Football team, and an increase of success for nearly all of the Jayhawk's collegiate sports teams have resulted in a heightened interest in Lawrence as a destination for college sports fans. In addition to the Jayhawk's success, Sporting KC's #2 team is now playing their home season at Rock Chalk Park, opening up a new opportunity for soccer fans to enjoy watching up-and-coming professional soccer players in Lawrence and connecting Lawrence to professional soccer just in time for the World Cup's presence in Kansas City.

Itching for Arts, Culture, and Music

In 2022, we saw festivals, live music, and historical and cultural events come back with great enthusiasm from event planners, supporters, the community, and visitors. Attendance and participation were up on all levels. Final Fridays art walk events slowly began to emerge in 2022, and now there are quite a few Final Fridays events taking place every month. Live music calendars are packed with a diversity of local and touring acts.



Travel Trends

Budget Matters. The cost of living is up, so budgets are tight. Travel is still a priority, but travelers seek budget-friendly road trip destinations. They may travel to destinations where they can stay with friends or relatives or add vacations to the front or back end of business and sports trips.

Work from Anywhere. The rise in fully-remote jobs has increased “digital nomads.” Often these folks stay for weeks in short-term rentals and immerse themselves in the communities they travel to.

Sustainable Practices. Travelers care about traveling responsibly and show loyalty to brands and destinations that do their part to put sustainable, environmentally-friendly practices in place.

It’s all about Experience. Experiences reign supreme when it comes to travel. Tours and activities are making a steady comeback after the pandemic.

Family and Multi-Generational Travel. Families are savoring being back together and connecting in person, whether at home or on the road.

Cheers to Craft Beverages and Cocktail Culture. The craft beverage scene and cocktail culture are continuing to gain popularity nationwide. There’s an emergence of zero-proof cocktail bars and restaurants offering zero-proof drinks to make an inclusive environment for those who like the culture but don’t drink alcohol.

More Digital and even more Mobile. The entire travel funnel, from travel inspiration, planning, and booking, to in-destination experience, continues to move more mobile year after year.



Target Markets & Traveler Personas

MARKETS

Locals

- Lawrence/Douglas County

Daytrippers

- Kansas City DMA
- Topeka DMA, excluding Douglas County

Roadtrippers

- Wichita/Hutchinson DMA
- Denver DMA
- Chicago DMA
- Dallas DMA

Emerging Roadtripper Audiences

- Nashville
- Omaha
- Springfield

TRAVELER PERSONAS

College Sports Fanatic

Michael

Age: 45

Marital Status: Married

Education: Bachelor's Degree (the University of Kansas alumni)

Occupation: Business

HHI: \$200k

Location: Chicago suburbs

Biography: Michael is a married businessman with two children, ages 10 and 13. He and his family enjoy two trips a year together. He and his wife enjoy one weekend trip apart from each year with their college friends. Michael is planning this year's weekend trip with his friends. Michael consumes most online media Fridays – Sundays.

Travel Activities: Golf, Sporting Events, Sports Bars, Beer-related events & Breweries

Enjoy ads with: Humor, Athletes, and Team Spirit.

Media/Technology: Traditional TV, OTT, In-Stadium Signage, Word-of-mouth, Mobile web

Social Media: Facebook, Twitter, YouTube



Goals: A break from the routine, enjoy activities and create lasting memories with friends, experience local food, drink, and nightlife, interact with other fans, buy memorabilia to take home to family

Live Music Lover

Jordan

Age: 35

Status: Single

Education: Bachelor's Degree

Occupation: Technology

HHI: \$55,000

Location: Wichita

Biography: Jordan is a single, technologically savvy live music fan. Music is a crucial driver in Jordan's travel decisions, and they have no problem spending a little more than the average traveler for a comfortable, convenient experience. They seek out and download music from local artists before a trip.

Travel Activities: Live music, record stores, nightlife, local food, and culture

Enjoys ads with: Influencers/Digital Stars, bite-sized social videos, authenticity, customer stories

Media/Technology: Spotify, Mobile Web, Reddit, Online Shopping

Social Media: Facebook, Twitter, Snapchat, YouTube

Goals: A memorable and "unplugged" trip connecting with great people and even greater music.

Arts, Culture, & History Traveler

Caroline

Age: 64

Status: Married

Education: Master's Degree

Occupation: Retired teacher

HHI: Well-off

Location: Denver

Biography: Caroline is a married mother of 3 adult children and grandmother to two young children. Caroline and her husband are newly retired, well-off, and ready to experience authentic America on short weekday trips.

Travel Activities: A mix of relaxation and experiences. Local food, interesting places where they can learn something, experience live music, stay active with hiking or biking and experience local culture and events. She seeks out historically significant travel spots and museums, and art exhibitions. If available, she will take in a sporting event and splurge on luxury accommodations and convenience. Values a stress-free experience.

Enjoy ads with: Storytelling, unique cultural/historical representation



Media/Technology: Google, Online Review Sites, Word of mouth

Social Media: Facebook, YouTube

Goals: Learn everything about the rich past associated with the place she visits and be enlightened with magnificent art and local culture.

Foodie

Carissa

Age: 32

Status: single

Education: Bachelor's Degree

Occupation: Marketing Coordinator

HHI: \$45,000

Location: Kansas City

Biography: Carissa is a free-spirited millennial who takes frequent short trips to enjoy, document, and share food and "new-to-her" dining experiences. Carissa researches the food and drink of a destination before she goes. Carissa favors restaurants that show social responsibility. Carissa gets excited about culinary events, classes, and tours.

Travel Activities: Local food, food experiences, new flavors, wineries, and breweries. Travels with friends, nightlife, and an inclusive cocktail culture. Economy hotel or interesting AirBnB experience.

Enjoy ads with: Delicious and colorful foods, fresh ingredients, chefs, and storytelling.

Media/Technology: Mobile web, Word of mouth, Online review sites, Blogs

Social Media: Instagram, Snapchat, TikTok

Goals: Satisfy her soul with scrumptious food and memorable eating and drinking experiences.

Family Vacationer

Maria

Age: 40

Status: Married

Education: Bachelor's Degree

Occupation: Office Assistant

HHI: \$100,000

Location: Springfield, MO

Biography: Maria is a married mother to 2 children, ages 7 and 10. Maria is looking for an easy-to-plan, budget-friendly weekday summer getaway not too far from home where everyone can have fun, and she does not have to worry about cooking or cleaning.

Travel Activities: Includes a cultural experience and a natural experience. She would like her children to get to play with other children. She would enjoy alone time with her husband and would bring her parents along for a multi-generational trip so they could do that.



Enjoys ads with: Families having fun/bonding, couples enjoying each other

Media/Technology: Google, Mobile web, Social Media, Word-of-mouth, blogs

Social Media: Facebook, Instagram, YouTube

Goal: Make the most of a family vacation without breaking the bank or causing too much stress.

Outdoor Adventurer

Amir

Age: 48

Status: In a relationship

Education: Bachelor's Degree

Occupation: Architect

HHI: \$125,000

Location: Dallas, TX

Biography: Amir is an adventure-seeker with no children and a life partner. He and his partner travel together with curious, open minds. They are up for any adventure but are most interested in cycling in new places and cycling events.

Travel Activities: Unique activities where he can connect with nature. Camping, cycling, hiking, water sports. Willing to take risks and explore different cultures. Healthy dining breweries, wineries, live music, and nightlife.

Enjoys ads with: Beautiful nature and scenery, outdoor activity, storytelling

Media/Technology: Google, Mobile web and apps, social media, word-of-mouth, blogs, video

Social Media: YouTube, Facebook

Goal: Enjoy life to the fullest while experiencing mother nature in all of its glory.

Groups Target Markets

Meeting & Conference Planners

- Association
- Corporate
- Education

Sports Event Planners

- Youth/Amateur Sports
- Outdoor Sports
- College Sports

Group Event Planners

- Weddings
- Reunions
- Group Tours



Community Engagement Target Markets

- Community Members
- Local Hospitality Industry
- Government Officials

Strategies & Tactics

Strengthen Brand Awareness among target markets

Destination Branding, aka Place Branding, is all about who we are. It's our unique identity, our promise to travelers, and it differentiates us from the competition. It encompasses our values, history, reputation, and identity.

The Destination Brand: Unmistakably Lawrence

Lawrence celebrates everyone's uniqueness – come here to explore and enjoy our unique spirit and elevate your own.

Brand Personality

Lawrence is your quirky, cool friend who brings fun to the neighborhood. Lawrence works hard and plays hard. Lawrence is both outgoing and welcoming, creating an atmosphere of acceptance and innovation. Its eclectic personality is reminiscent of the proverbial "Renaissance Man," whose expertise spans a broad range of areas: Education, Arts & Culture, Sports & Social Accomplishments. Lawrence is a catalyst for organic creation and original thought, a lightning rod for cultural change. Its energy is contagious. Like a great film, it leaves you wanting more.

Brand Values

Local

We appreciate the craftsmanship and care put into every plate of food, artisan beer, or piece of art. Raise a glass of Free State Wheat while you enjoy viewing the cast of local characters that make Lawrence unique.

Proud

We have a long history of tradition and excellence – all grown out of the spirit and independence that began from the turmoil of the Civil War. Whether sports, arts, food, music, academics, or business, we continually strive to be the best.



Friendly

Bring us your tired, your hungry, your huddled masses yearning to be entertained and in need of a break from the routine. You are guaranteed an escape from the ordinary.

TACTICS

1. Incorporate the Unmistakably Lawrence brand through all leisure marketing and communication channels.
2. Establish the brand in the community through the use of local signage
3. Produce more content (blogs, videos, photos, social media, etc.) to tell the Unmistakably Lawrence story and highlight key assets and personas.
4. Increase efforts to pitch stories that reinforce the Unmistakably Lawrence brand.
5. Identify and solicit key influencers and media for hosted visits.
6. Increase local and visitor website and social interaction by implementing Crowdriff technology.

Inspire and Increase Traveler and Visitor Spending

Capture the attention of potential travelers and provide inspiration and resources for them to stay longer, spend more, and share with their networks, focusing on our highest need times (Sunday-Thursday business).

TACTICS

1. Develop and market “Lawrence Passports” that provide guests with offers and incentives to visit businesses and attractions throughout the city and county.
2. Work with Sales Department and Local Accommodations to turn business travelers into “bleisure” travelers.
3. Create a “hot market” plan for March Madness/Final Four.
4. Personalize content for website visitors by implementing Dynamic Content.
5. Collaborate with regional organizations to market Lawrence with and within the respective organizations.
6. Equip Visitors Center staff with the resources and expertise to provide accurate information and recommendations to visitors

Champion Diversity, Equity, and Inclusion

Establish and promote Lawrence as a safe and welcoming destination that celebrates and embraces people of every race, ethnicity, identity, sexual orientation, religion, age, social status, and background.

TACTICS

1. Identify, support, and promote events and businesses celebrating different cultures and underserved communities
2. Identify media/marketing opportunities to reach LGBTQ audiences
3. Implement accessibility features on explorelawrence.com to make the site user-friendly for people with differing abilities



4. Explore DEI training for staff and hospitality partners
5. Explore a DEI Advisory Group

Improve Community Engagement

Achieve local understanding and support for tourism as an economic engine.

TACTICS

1. Organize community engagement events and meetings to leverage resources and foster a community of collaboration
 - a. Revitalize the monthly Lawrence Arts Roundtable brown bag luncheons
 - b. Quarterly marketing webinar
 - c. Annual Tourism Summit
2. Build an army of Unmistakably Lawrence Brand Ambassadors through the Tourism Ambassador program
3. Build an onboarding program for partners to fully understand the resources we provide and other community resources available to them
4. Build an event-organizer cheat sheet to help event planners navigate the event-planning landscape in Lawrence
5. Organize leadership participation in local media opportunities
6. Quarterly staff visits/tours to key attractions

Expand Meetings and Groups

Provide marketing and communications support to help the Sales Department meet and exceed its sales goals.

TACTICS

1. Research, suggest and deploy strategies to increase awareness of Lawrence as a group/meeting destination among key markets.
2. Maintain a Marketing Toolkit for event planners' use
3. Create Sales Collateral to support the Sales team



Performance Measures

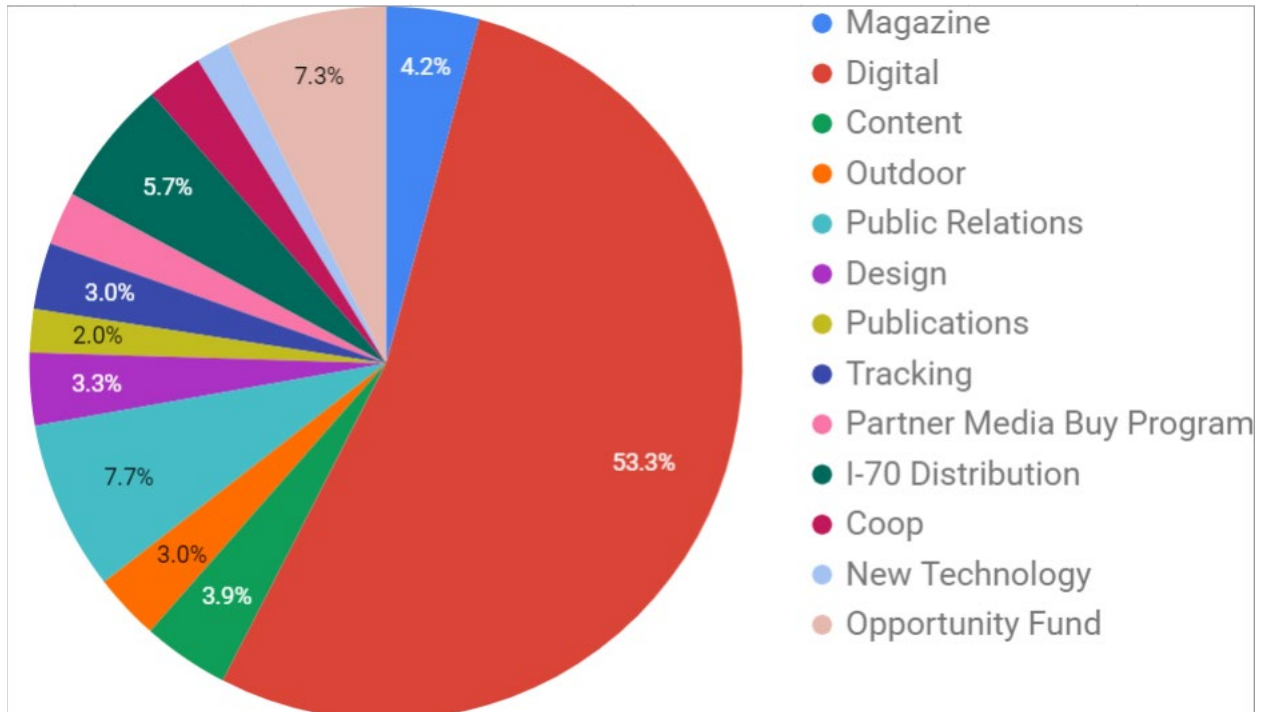
Organizational Objectives

- Grow visitors spending to 100% of pre-pandemic levels in 2023 (won't have these numbers until 2025)
- Restore the share of direct jobs supported by Douglas County visitor activity to 2,792
- Train 40 new Lawrence Tourism Ambassadors

Marketing & Communications Objectives

- Generate 225,000 Social Engagements
- Increase Social Follower Count to 32,500
- Generate 5,000,000 advertising impressions
- Generate 2,500 Lawrence Passport Sign-ups and 5,000 check-ins
- Acquire 250,000 website users
- Distribute 50,000+ Visitors Guides
- Host 6 Travel Writers/Influencers generating 6+ news stories and blogs

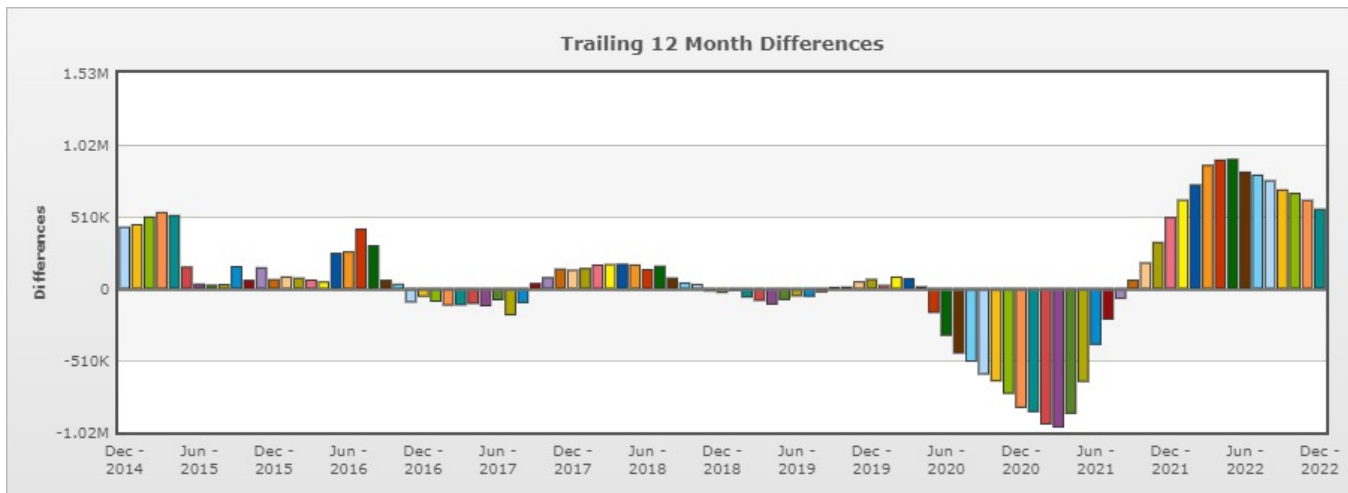
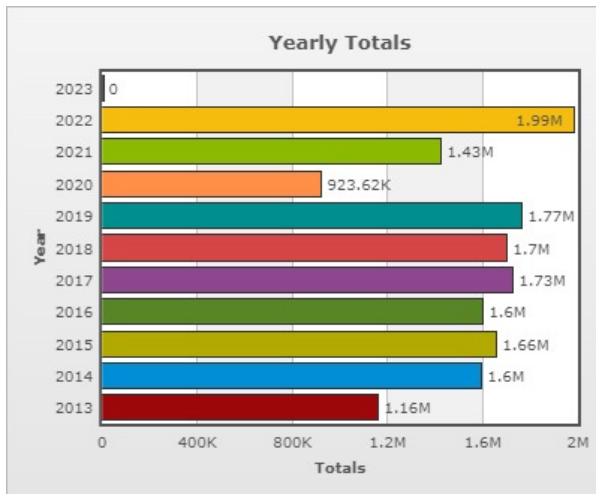
Budgeting





Month	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	2022/2023 % change
January	75,379	65,431	73,828	101,382	93,738	98,184	118,323	95,446	41,690	111,162	0	
February	69,236	46,262	77,086	99,205	94,007	113,533	84,797	115,542	58,116	108,425	0	
March	80,486	71,663	95,280	105,298	116,791	132,019	123,763	103,118	61,061	158,537	0	
Qtr 1	225,101	183,356	246,194	305,885	304,536	343,736	326,883	314,106	160,867	378,124	0	
April	74,396	109,986	124,152	124,594	134,997	147,412	133,185	61,358	87,896	151,582	0	
May	123,298	308,157	126,642	147,762	152,491	152,041	184,797	37,870	116,471	199,887	0	
June	126,460	215,298	183,250	161,930	183,216	171,487	185,634	38,022	154,237	180,085	0	
Qtr 2	324,154	633,441	434,044	434,286	470,704	470,940	503,616	137,250	358,604	531,554	0	
July	151,194	97,830	37,085	138,574	133,188	152,087	168,245	58,308	127,254	174,977	0	
August	71,944	139,165	211,166	164,378	204,992	161,411	149,099	78,147	154,104	190,619	0	
September	83,284	95,602	235,022	128,957	155,957	148,506	170,578	102,374	161,468	154,860	0	
Qtr 3	306,422	332,597	483,273	431,909	494,137	462,004	487,922	238,829	442,826	520,456	0	
October	126,849	211,198	197,756	156,868	157,890	148,412	140,822	83,871	150,112	191,637	0	
November	88,763	88,345	177,325	142,512	167,915	147,600	164,907	93,603	167,993	193,553	0	
December	90,707	146,836	119,115	131,421	136,028	130,316	142,582	55,963	145,672	171,800	0	
Qtr 4	306,319	446,379	494,196	430,801	461,833	426,328	448,311	233,437	463,777	556,990	0	
Year Totals:	1,161,996	1,595,773	1,657,707	1,602,881	1,731,210	1,703,008	1,766,732	923,622	1,426,074	1,987,124	0	

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





JANUARY 2023 LODGING REPORT

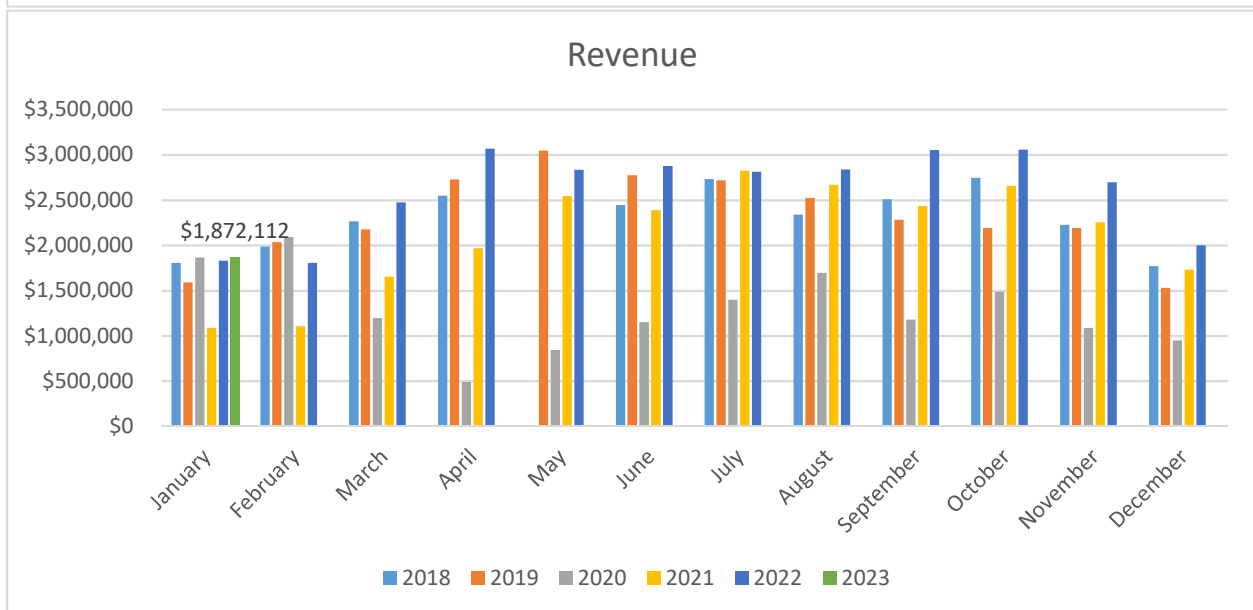
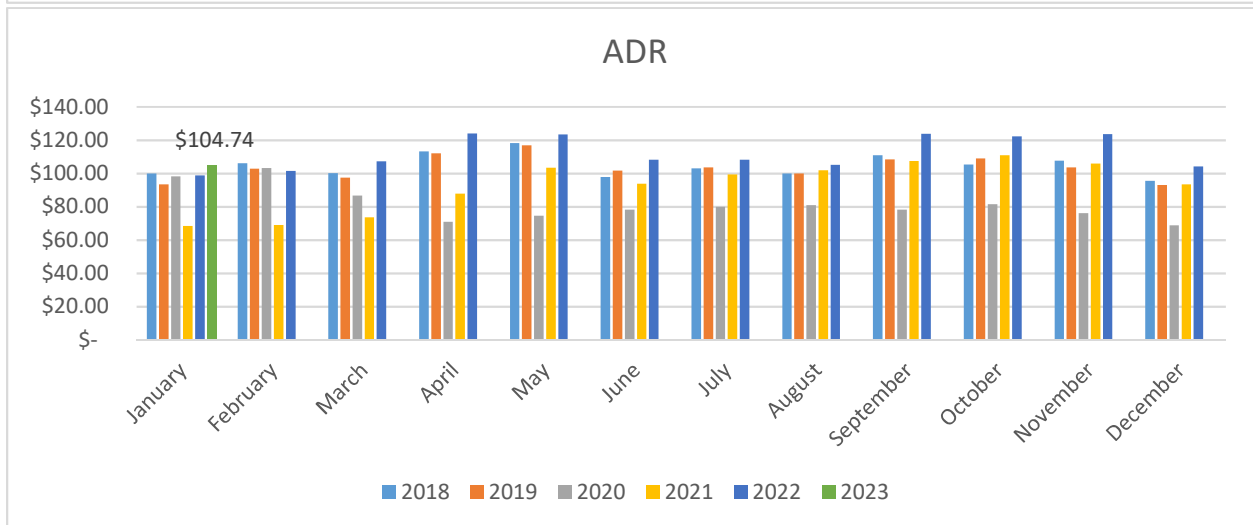
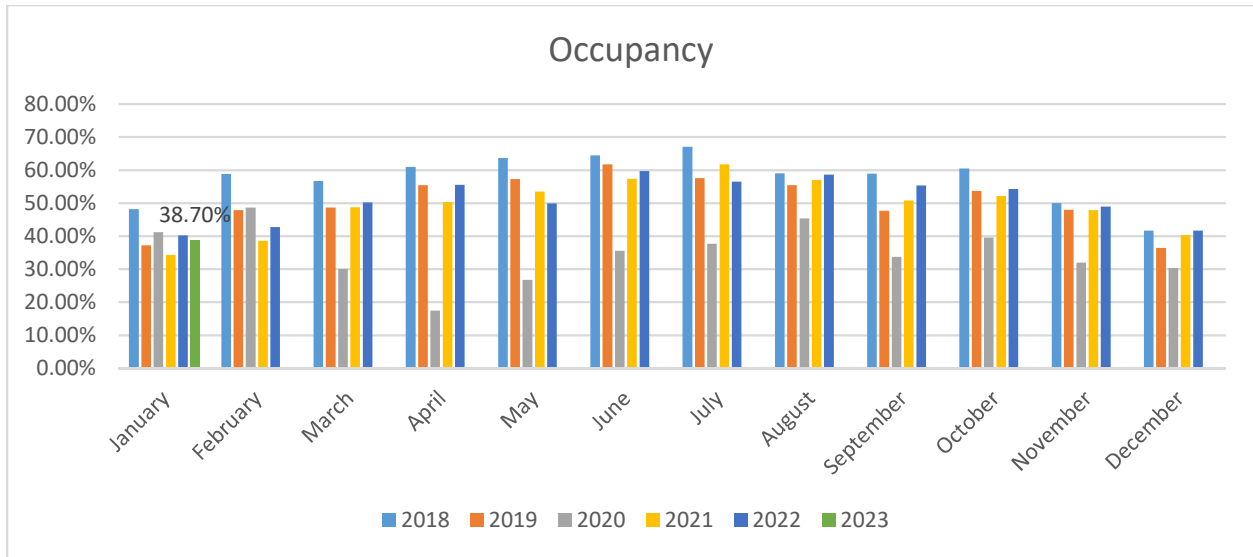
eXplore Lawrence has contracted with STR, Inc., a leading lodging industry research company, to provide monthly and annual lodging data for Lawrence, Kansas. The following report provides an analysis of the city.

There are six major areas of analysis contained in this report:

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



Year over Year comparison. For internal use only.



Douglas County visitor activity rebounded strongly in 2021, driven by leisure travel and recovery in lodging spending. However, the recovery was uneven and, despite the strong growth, visitor spending and impacts remained below pre-pandemic levels.

Visitor spending in Douglas County increased 30% to reach \$245 million in 2021. This was growth of \$57 million, helping visitor spending reach 90% of pre-pandemic levels. Growth was strongest in lodging and recreational spending with lodging spending increasing by more than 50%.

As the indicators show, 2021 rebound in key tourism-centric industries was strong, outpacing state growth but the overall recovery in Douglas County visitor activity lags the state. Kansas visitor spending reached 95% of 2019 levels in 2021, comparing to Douglas County's 90% recovery. Lodging sales tax revenues for the state are 8% below 2019 levels while Douglas County are 20% below pre-pandemic levels. Recreational and employment data also support the story of recovery in 2021 outpacing the state in terms of growth but lagging in comparison to pre-pandemic levels.

Examining the spending categories, growth was strongest in those areas most impacted by the pandemic. Lodging spending surged 53% with recreational spending up 38% as venues and events re-started and re-opened. Day travel was a key recovery area for the state, which shows in retail and food & beverage spending rebounding to levels within 3-6% of pre-pandemic numbers.

The total employment support from the \$245 million in visitor spending grew by 345 jobs to 3,259, regaining about 40% of the jobs lost to pandemic effects. Direct employment grew to 82% of pre-pandemic levels, compared to spending's recovery to 90% of 2019 levels. This shows both the issue that businesses had finding people to work along with the reluctance to hire because of business uncertainty.

Income earned by local job holders rebounded to \$100 million in 2021 – growth of nearly 14% as the employment growth and individual wage growth supported by tourism helped local households. State and local government revenues grew by 22%, rebounding \$4.7 million to \$26.1 million in 2021.

Overall, visitor activity in the county had a strong rebound in 2021. But the size of the drop from the pandemic means that this recovery still has some way to go.

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 2023.



The Douglas County, Kansas Visitor Industry, 2021

January 2023



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INTRODUCTION PROJECT BACKGROUND

The travel sector is an integral part of the Douglas County, Kansas economy. Visitors generate significant economic benefits to households, businesses, and government alike and represent a critical driver of the state's economy. In 2021, tourism-supported jobs accounted for 9.4% of all jobs in the county and \$26 million in revenues to state and local governments.

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, Kansas as its visitor economy rebounds. By establishing a baseline of economic impacts, the industry can track its progress.

To quantify the significance of the visitor economy in Douglas County, Kansas, Tourism Economics developed a comprehensive model detailing the far-reaching impacts arising from visitor spending. The results of this study show the scope of the visitor economy in terms of direct visitor spending, along with total economic impacts, jobs, and fiscal (tax) impacts in the broader economy.

METHODOLOGY AND DATA SOURCES

An IMPLAN input-output model was constructed for the state of Douglas County, Kansas. The model traces the flow of visitor-related expenditures through the state's economy and their effects on employment, wages, and taxes. IMPLAN also quantifies the indirect (supplier) and induced (income) impacts of tourism. Tourism Economics then cross-checked these findings with employment and wage data for each sector to ensure the findings are within reasonable ranges.

Visitors included those who stayed in overnight accommodations or Traveled more than 50 miles to the destination.

The primary source of the employment and wage data is the Regional Economic Information System (REIS), maintained by the Bureau of Economic Analysis.

This is more comprehensive than Bureau of Labor Statistics (ES202/QCEW) data because sole-proprietors do not require unemployment insurance and are not counted in the ES202 data.

The analysis draws on the following data sources:

- D.K. Shifflet: state-level visitation and visitor spending estimates
- Kansas Department of Revenue: tax collections: bed and sales tax receipts
- Bureau of Economic Analysis and Bureau of Labor Statistics: employment and wage data, by industry
- STR lodging performance data, including room demand, room rates, occupancy, and room revenue

ECONOMIC IMPACTS

KEY FINDINGS

DIRECT VISITOR SPENDING IMPACT

With pandemic effects waning and travel confidence increasing, visitor activity in Douglas County jumped in 2021. Visitor spending increased 30%, rebounding to 90% of 2019 levels. Increasing \$57 million over the prior year, visitor spending registered \$245 in 2021 as attractions and events reopened and restarted.

This economic activity supported 3,260 jobs which earned those job-holders a total of \$100 million in income. State and local governmental revenues increased by nearly \$5 million to reach \$26 million flowing to governments from visitor activity in Douglas County in 2021.

SUMMARY ECONOMIC IMPACTS

Douglas County, Kansas Tourism (2021)



\$245M

Direct Visitor
Spending



3,260

Total
Jobs
Generated



\$26M

State & Local
Taxes
Generated



VISITOR INDICATOR TRENDS

SALES TAX COLLECTIONS

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

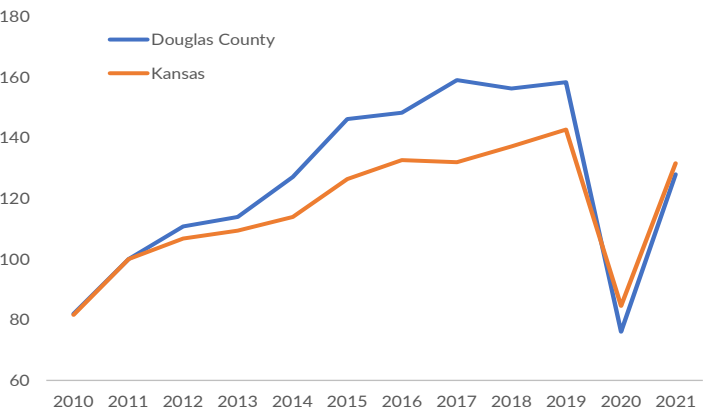
Sales tax collections from lodging businesses in Douglas County rebounded in 2021. But while the rebound was strong, it did not get lodging revenues back to pre-pandemic levels.

Similar behavior was seen in recreational businesses. Sales tax collections fell sharply in 2020, more severe than state losses. The rebound in 2021 was strong but not quite at the same pace as the state.

This data provides evidence of a strong recovery in 2021 but with recovery to pre-pandemic levels a bit more extended than that of the state.

Taxable lodging sales

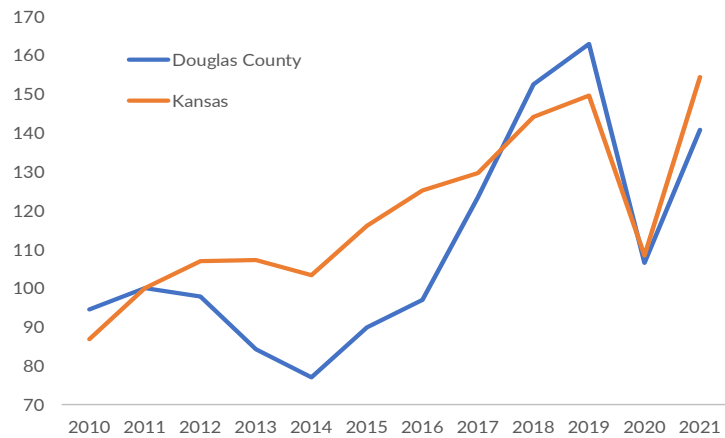
Indexed 2011=100



Source: Kansas Department of Revenue

Taxable recreation and amusement sales

Indexed 2011=100



Source: Kansas Department of Revenue

EMPLOYMENT MEASURES

Along with sales tax data, employment growth in key visitor-supported industries points to the impact of the pandemic.

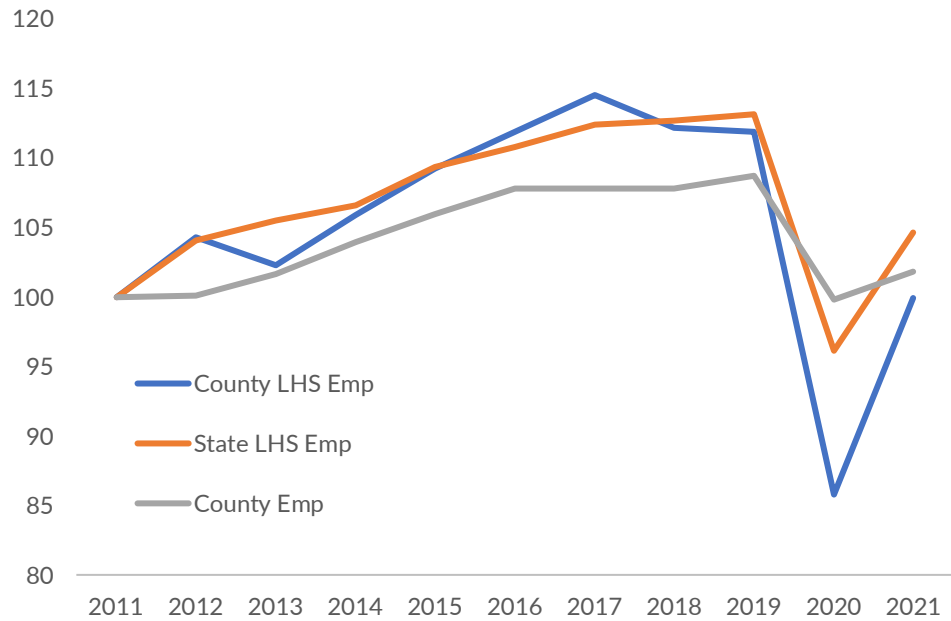
Leisure and hospitality employment increased 16.5% in 2021, the strongest increase in employment seen since at least 2010. This increase recovered about 50% of the leisure employment lost during the pandemic.

The sharp decline in leisure and hospitality employment in 2020 dropped the county's employment index below the state. The strong recovery in this sector in the county in 2021 narrowed the gap and reinforced the extended nature of the recovery in Douglas County.

The data shows that industry sales recovery in 2021 was stronger than the employment recovery. The differences between spending and employment highlighted two issues-- the challenges the leisure and hospitality industry has had re-hiring workers, and price increases driving much of the spending gains.

Employment growth

Indexed 2011=100



Source: BLS



VISITOR SPENDING

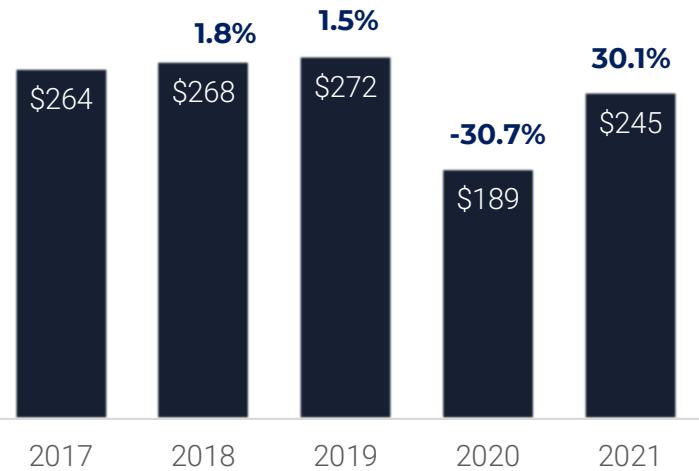
Travel rebounded in Douglas County in 2021. Pandemic effects softened and consumer confidence in travel grew, supporting both people’s desire to and interest in travel. This pushed visitor spending to impressive growth rates. Strength in leisure travel helped drive overall results, countered by the uneven recovery in business and event-related travel.

VISITOR SPENDING

Recovery in 2021

In 2021, travel confidence rebounded with easing restrictions and available vaccines. As a result, visitor spending growth was strong, registering a gain of 30% in 2021, with levels recovering to 90% of pre-pandemic levels.

Douglas County visitor spending
Amounts in \$ millions



Source: Tourism Economics

VISITOR SPENDING

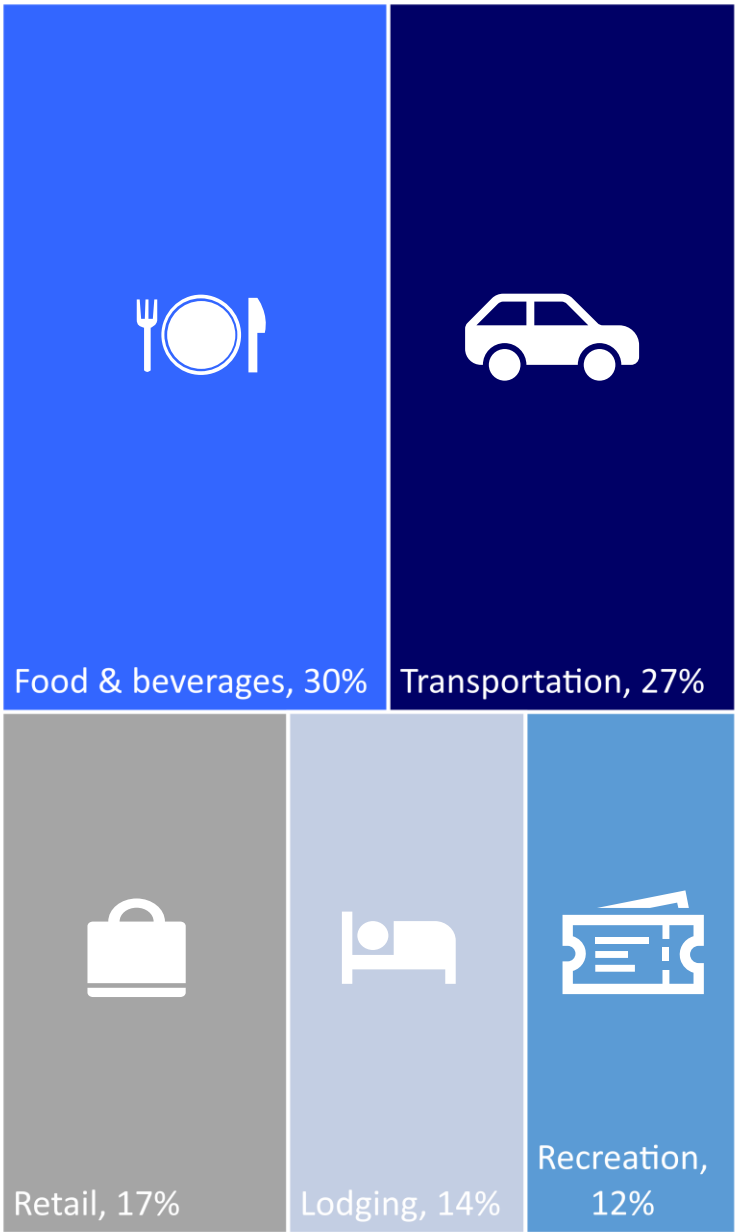
Visitors to Douglas County, Kansas spent \$245 million across a range of sectors in 2021.

Visitors spent 30% of their total budget on food and beverages, including purchases at restaurants, bars, grocery stores, and other food establishments. Coupled with transportation (27% of visitor spending), these two categories accounted for nearly three-fifths of all visitor spending. Transportation spending includes spending on gasoline as well as taxi/Uber/other car rental services.

Shopping for retail goods in Douglas County, Kansas was 17% of the visitor budget in 2021.

Another 14% of visitor spending was spent on lodging with recreational spending by visitors 12% of the visitor dollar spent in Douglas County in 2021.

 **\$245 MILLION**
Total Visitor Spending in 2021



Source: Tourism Economics
Lodging spending also includes second homes. Transport includes both air and local transportation.

VISITOR SPENDING TRENDS

Spending grew across all sectors with the strongest growth seen in the categories that had been hardest hit during the pandemic – lodging and recreation. Lodging spending increased 53% after a fall of over half in 2020. With that historic increase, lodging spending reached 73% of pre-pandemic levels in 2021.

Recreational spending grew 38% in 2021, bringing it to 89% of pre-pandemic levels.

Retail spending came closest to reaching pre-pandemic levels, registering \$40.6 million-- just \$1 million less than in 2019. The support of regional visitors traveling for a day trip to take advantage of retail and restaurant variety in Douglas County supported the recovery of these categories in 2021.

VISITOR CATEGORY TIMELINE

As visitor activity returned closer to normal in 2021, spending category shares shifted away from pandemic-influenced levels. The share of the visitor dollar spent on lodging increased 2.1 percentage points to 13.7%. Lodging’s share was 17% prior to the pandemic – the 2021 recovery regained about a third of the lodging spending share pandemic losses.

The share of the visitor dollar spent on recreational activities in the county increased to 12.2% of each visitor dollar, in-line with pre-pandemic visitor spending patterns.

Douglas County’s retail offerings has been a draw for visitors during this economic upheaval as 16.5 cents of each visitor dollar was spent retail shopping in 2021. This is about a point higher than pre-pandemic levels.

Douglas County, Kansas visitor spending and annual growth

Amounts in \$ millions, 2021 % change, and % recovered relative to 2019

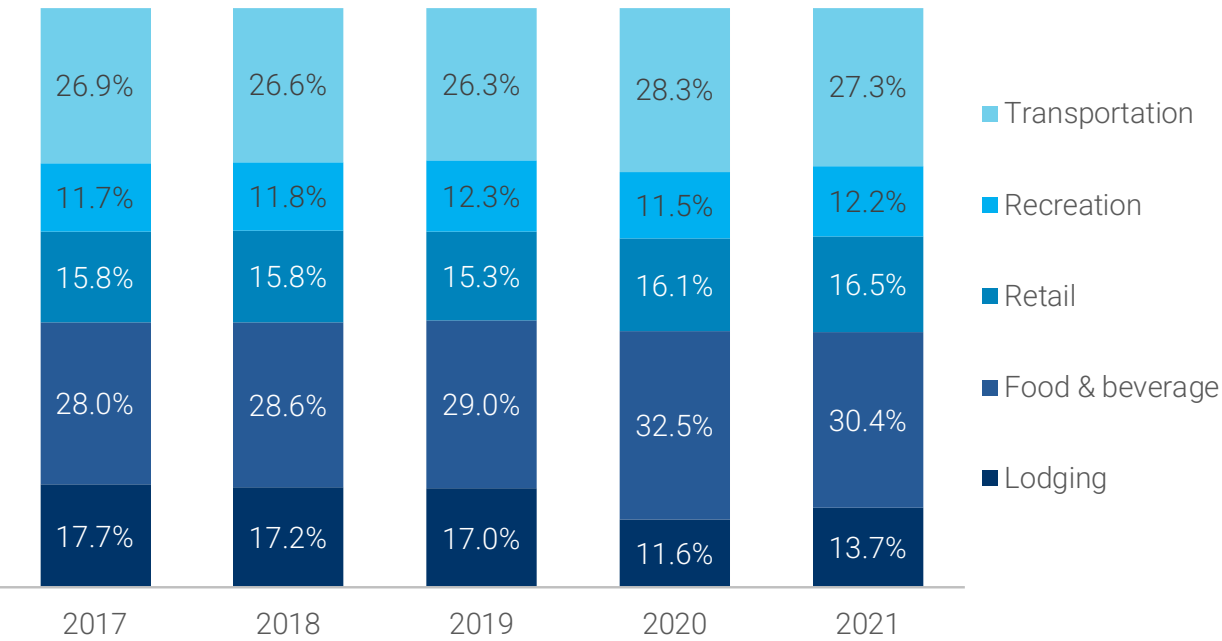
	2017	2018	2019	2020	2021	2021 Growth	% relative to 2019
Visitor spending	\$263.6	\$268.4	\$272.5	\$188.7	\$245.5	30.1%	90.1%
Lodging	\$46.7	\$46.1	\$46.3	\$21.9	\$33.6	53.0%	72.5%
Food & beverage	\$73.7	\$76.7	\$79.1	\$61.4	\$74.5	21.4%	94.2%
Retail	\$41.6	\$42.4	\$41.8	\$30.3	\$40.6	33.8%	97.2%
Recreation	\$30.8	\$31.8	\$33.5	\$21.7	\$29.8	37.7%	89.0%
Transportation	\$70.8	\$71.4	\$71.8	\$53.4	\$67.0	25.4%	93.3%

Source: Tourism Economics

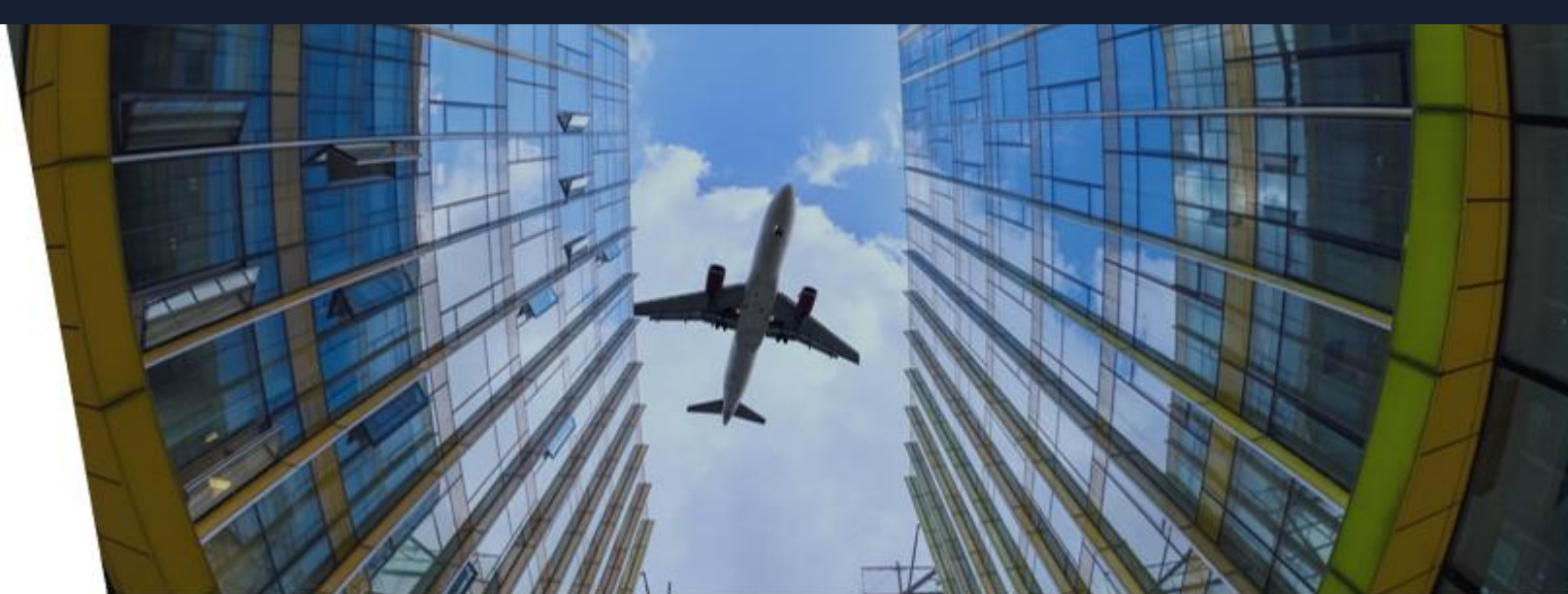
Lodging includes second home spending
Transportation includes both ground and air transportation

Visitor Spending Shares in Douglas County, 2017-2021

By category, %



Source: Tourism Economics



ECONOMIC IMPACT METHODOLOGY

Our analysis of the Douglas County, Kansas visitor economy begins with direct visitor spending and analyzes the downstream effects of this spending on the broader economy. To determine total economic impact, we input direct spending into a model of the Douglas County, Kansas economy, constructed using an IMPLAN input-output (I-O) model. The model traces the full extent of industry impacts as dollars flow through the local economy.

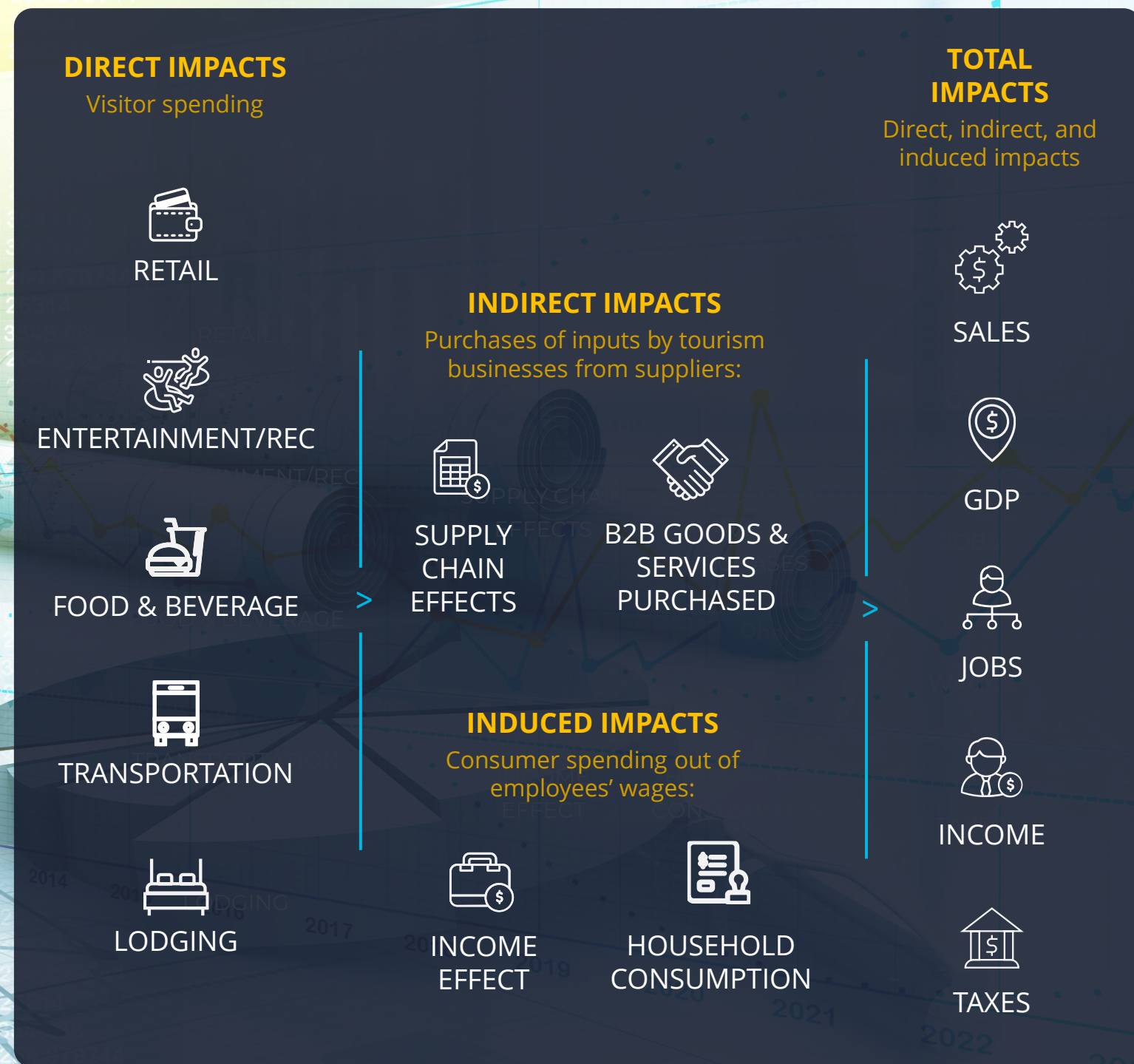
An I-O model represents a profile of an economy by measuring the relationships among industries and consumers and quantifies three levels of impact:

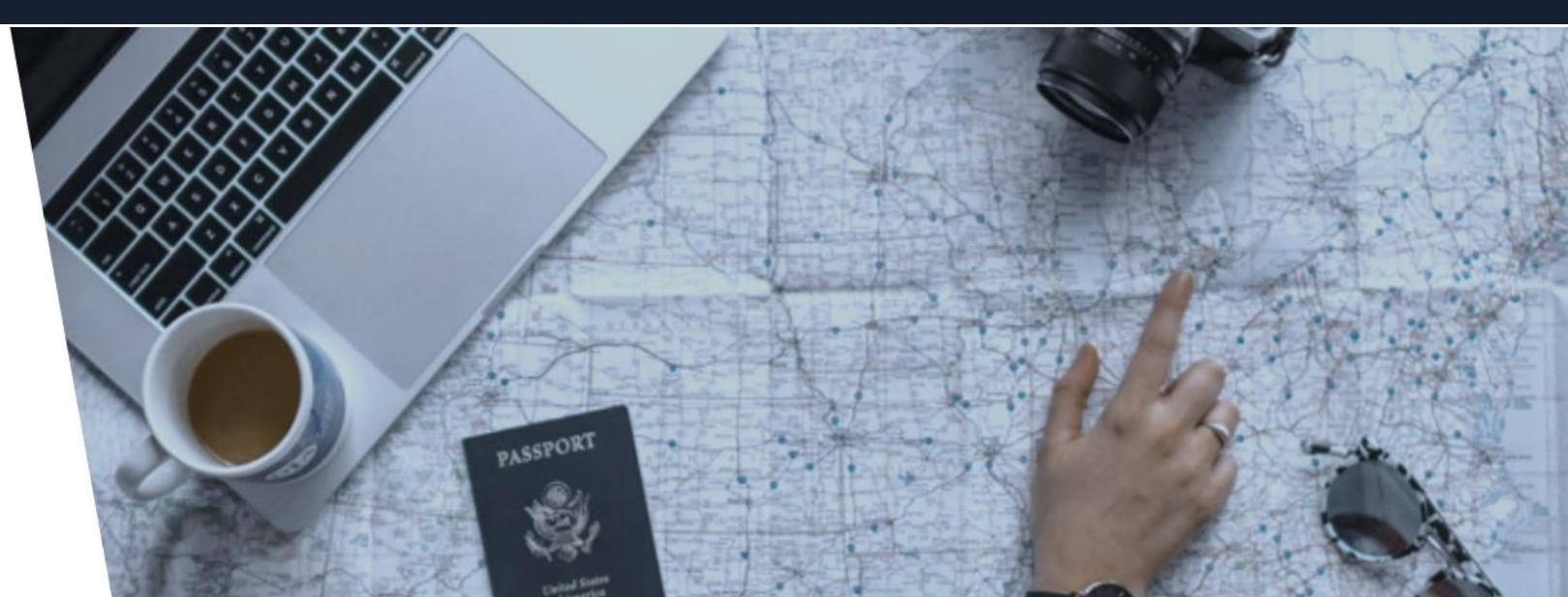
- 1. Direct impacts:** Visitor spending creates direct economic value within a discrete group of sectors (such as recreation and transportation). This supports a relative proportion of spending, jobs, wages, and taxes within each sector.
- 2. Indirect impacts:** Each directly affected sector also purchases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

The Tourism Economics model calculates these three levels of impact - direct, indirect and induced - for a broad set of indicators, including:

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

ECONOMIC IMPACT FRAMEWORK





ECONOMIC IMPACT FINDINGS

DIRECT IMPACTS

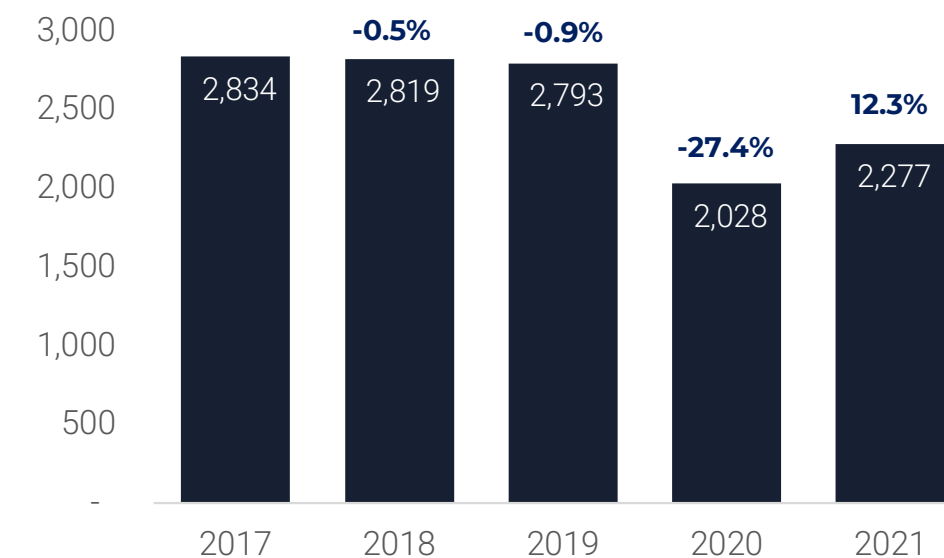
Employment supported by visitor activity rose 12.3% in 2021, rebounding to 2,277 jobs. The number of jobs jumped by 250 in 2021. Despite the increase, the number of jobs directly supported by visitors remains 515 jobs below pre-pandemic levels.

The rebound of visitor-supported jobs has lagged spending, with visitor-supported employment levels at 82% of pre-pandemic levels compared to 90% of spending in 2021.

The evaluation of the direct impact of visitor activity allows for comparisons and rankings against other industries. Comparing employment levels, were direct visitor-associated employment to be ranked against other industries, tourism would rank 6th in the county.

Visitor supported employment in Douglas County

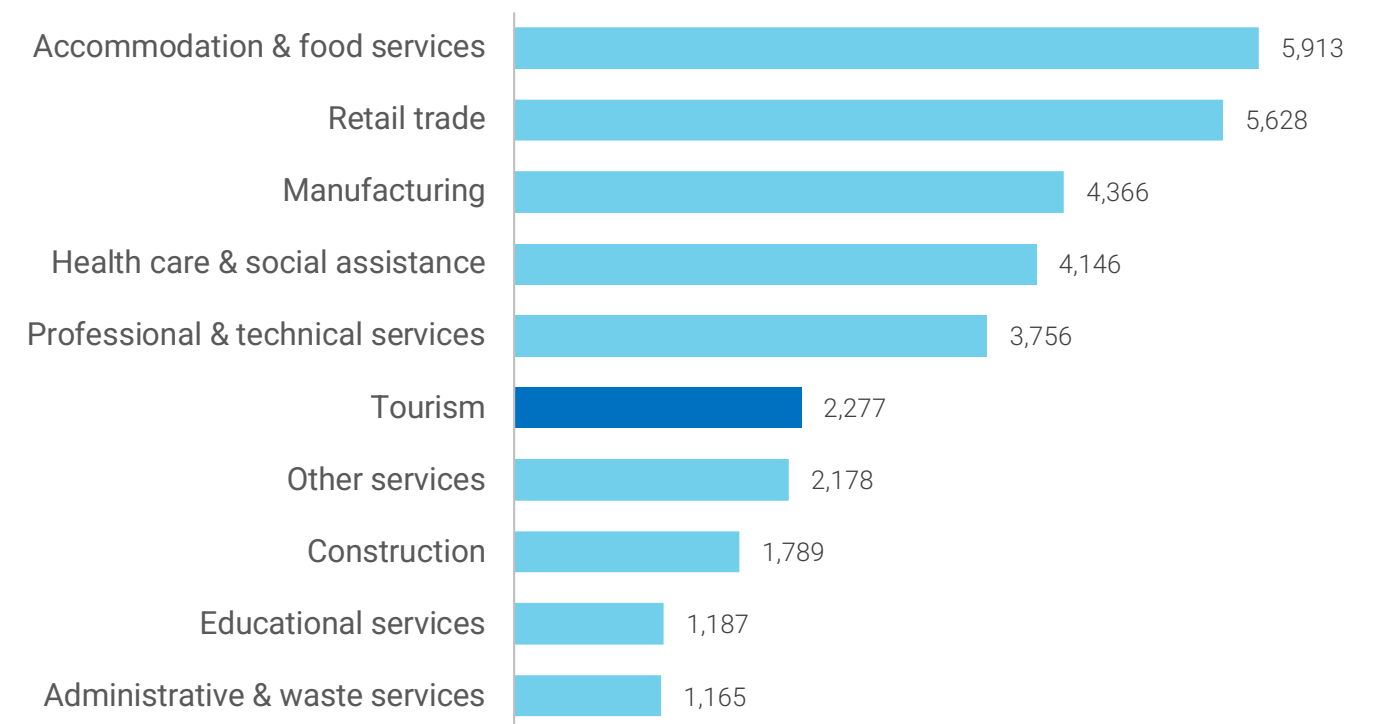
Amounts in number of jobs



Source: Tourism Economics

Employment in Douglas County, by major industry

Amounts in number of jobs



Source: BEA, BLS, Tourism Economics



ECONOMIC IMPACT FINDINGS

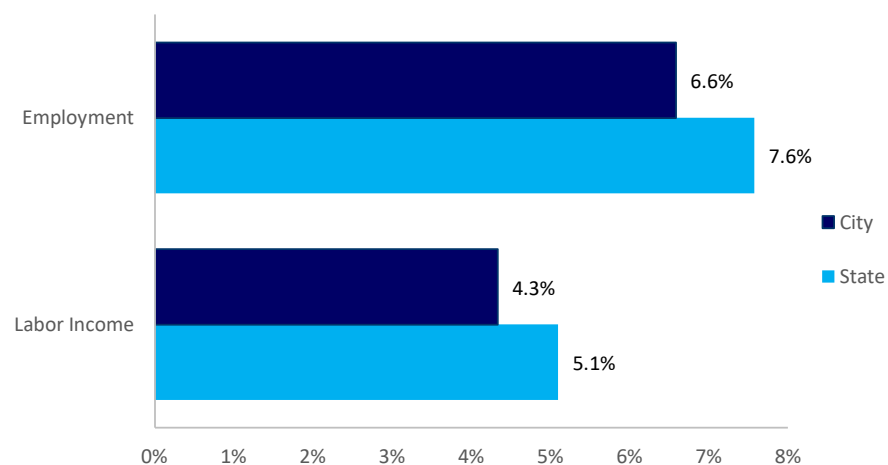
IMPACTS

Visitor activity in Douglas County supported a total of 3,260 jobs in the county, 9.4% of all jobs in Douglas County. These jobs include employment at businesses that interact with tourism businesses. The spending at supplier businesses in Douglas County by tourism businesses supported 471 jobs which earned \$20 million in wages and benefits. Examples of this indirect effect include building services and business services like advertisers, printers, and bankers.

The share of direct jobs supported by Douglas County visitor activity in the county is lower than the statewide share. Douglas County is less reliant on tourism jobs than the state.

Share of county

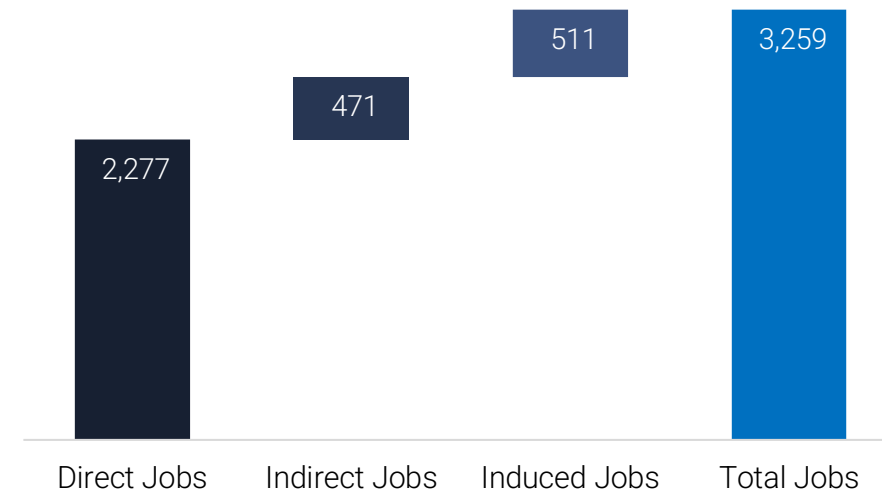
Direct tourism share of county employment and wages



Source: BLS, Tourism Economics

Summary employment impacts (2021)

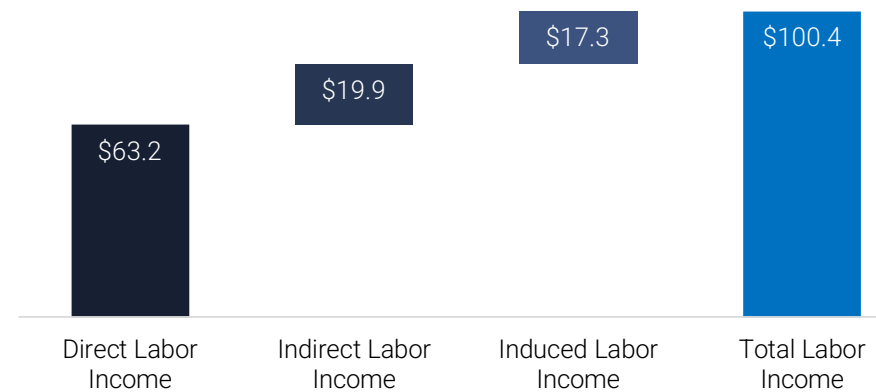
Amounts in number of jobs



Source: Tourism Economics

Summary labor income impacts (2021)

Amounts in \$ millions



Source: Tourism Economics

ECONOMIC IMPACT FINDINGS

DIRECT IMPACTS

Douglas County’s \$245 million in visitor spending represented 3.5% of all visitor spending in Kansas. Douglas County’s share of visitor spending rose slightly in 2021 as visitor spending growth in the county was stronger than that of the state.

Of all jobs directly supporting visitor activity in Kansas, 4.0% were located in Douglas County.

Local employees that directly support visitor activity earned \$63 million in wages and other income.

Direct impacts

Employment in jobs, spending and income in \$ millions

	2017	2018	2019	2020	2021	2021 Growth	% relative to 2019
Visitor Spending							
Douglas County	\$264	\$268	\$272	\$189	\$245	30.1%	90.1%
Kansas	\$6,794	\$7,107	\$7,327	\$5,446	\$6,960	27.8%	95.0%
Share	3.88%	3.78%	3.72%	3.47%	3.53%		
Employment							
Douglas County	2,834	2,819	2,793	2,028	2,277	12.3%	81.5%
Kansas	64,701	65,352	66,007	53,084	57,051	7.5%	86.4%
Share	4.38%	4.31%	4.23%	3.82%	3.99%		
Labor Income							
Douglas County	\$67.8	\$68.3	\$69.2	\$54.7	\$63.2	15.4%	91.3%
Kansas	\$1,545	\$1,746	\$1,801	\$1,517	\$1,721	13.5%	95.6%
Share	4.39%	3.91%	3.84%	3.61%	3.67%		

Source: Tourism Economics

ECONOMIC IMPACT FINDINGS

TOTAL IMPACTS

Tourism supported 3,259 jobs in Douglas County – 1-in-11 jobs in Douglas County.

Douglas County jobholders that are supported by visitor activity earned \$100 million in wages and benefits from their jobs.

Visitor activity supported \$26 million in state and local governmental revenues in 2021.

Total impacts

Employment in jobs, income and taxes in \$ millions

	2017	2018	2019	2020	2021	2021 Growth	% relative to 2019
Employment							
Douglas County	3,824	3,810	3,784	2,915	3,259	11.8%	86.1%
Kansas	96,037	96,590	97,234	80,152	84,431	5.3%	86.8%
Share	3.98%	3.94%	3.89%	3.64%	3.86%		
Labor Income							
Douglas County	\$105.3	\$106.2	\$107.8	\$88.3	\$100.4	13.7%	93.1%
Kansas	\$3,121.0	\$3,182.2	\$3,263.8	\$2,821.7	\$3,112.2	10.3%	95.4%
Share	3.37%	3.34%	3.30%	3.13%	3.23%		
State & Local Taxes							
Douglas County	\$25.2	\$24.7	\$26.6	\$21.5	\$26.1	21.9%	98.4%
Kansas	\$618.4	\$638.3	\$671.3	\$589.1	\$700.5	18.9%	104.3%
Share	4.07%	3.87%	3.96%	3.64%	3.73%		

Source: Tourism Economics

Glossary – Spending Definitions

Term	Description
Lodging	Includes visitor spending in the accommodation sub-sector. This includes food and other services provided by hotels, rentals and similar establishments.
Food and beverage	Includes all visitor spending on food & beverages, including at restaurants, bars, grocery stores and other food providers.
Recreation	Includes visitor spending within the arts, entertainment and recreation sub-sector.
Shopping	Includes visitor spending in all retail sub-sectors within the local economy.
Local transport	Includes visitor spending on local transport services such as taxis, limos, trains, rental cars, buses, and the local share of air transportation spending.
Service stations	Visitor spending on gasoline.
Second homes	Where applicable, spending associated with the upkeep of seasonal second homes for recreational use as defined by the Census Bureau.

Glossary – Economic Impact Definitions

Term	Description
Direct Impact	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).
Indirect Impact	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).
Induced Impact	Impacts created from spending in the local economy by employees whose wages are generated either directly or indirectly by visitor spending.
Employment	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.
Labor income	Income (wages, salaries, proprietor income and benefits) supported by visitor spending.
Value Added (GDP)	The economic enhancement a company gives its products or services before offering them to customers.
Local Taxes	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.
State Taxes	State tax revenues generated by visitor spending. This will include 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, state, and city 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, London, Frankfurt, Ontario, and Sydney.

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 400 full-time staff, including 300 professional economists, industry experts and business editors—one of the largest teams of macroeconomists and thought leadership specialists.

For more information:

admin@tourismeconomics.com

AGREEMENT FOR THE USE OF CITY TRANSIENT GUEST TAX FUNDS

THIS AGREEMENT FOR THE USE OF CITY TRANSIENT GUEST TAX FUNDS is made this ____ day of February, 2023, by and between the City of Lawrence, Kansas, a municipal corporation, and eXplore Lawrence, Inc., a Kansas not for profit corporation.

RECITALS

- A.** At its February 7, 2023, regular meeting, the Governing Body of the City of Lawrence, Kansas ("City"), a municipal corporation, approved the recommendation of the Department of Parks and Recreation to authorize the City Manager to enter into an agreement with eXplore Lawrence, Inc. ("Grantee"), a Kansas not for profit corporation, whereby Grantee would receive a grant from the City Transient Guest Tax Fund in the amount of \$1,248,000.00.
- B.** The application for funds, as approved by the City Commission, states that the funds will be used to fund tourism, visitor, or convention business of the City ("Project"). The Project proposes to achieve the terms outlined in the Agreement for Services between the City and Grantee to Operate the Lawrence Convention and Visitors Bureau, dated January 13, 2016 ("Operations Agreement").
- C.** This Agreement memorializes the terms of that agreement and grants to Grantee the sum of \$1,248,00.00 from the City Transient Guest Tax Fund for completion of the Project, subject to Grantee's execution of this Agreement for the Use of City Transient Guest Tax Funds ("Agreement") and compliance with its terms.

NOW, THEREFORE, in light of the mutual promises and obligations contained herein, and in exchange for good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged by the parties, the parties agree as follows:

TERMS

SECTION 1. Grant of Funds. In consideration of Grantee's completion of its portion of the project, the City hereby grants to Grantee the sum of **ONE MILLION TWO HUNDRED FORTY-EIGHT THOUSAND DOLLARS AND NO CENTS** (\$1,248,000.00).

SECTION 2. Grantee's Covenants. As consideration for the receipt of the grant of funds, Grantee agrees and covenants that it will expend said funds in accordance with:

- (a)** All applicable federal, state, and local laws; and

- (b) The recommendation of the Department of Parks and Recreation, as approved by the Governing Body, which provides that said funds will be used to complete the Grantee's Project outcomes.

SECTION 3. Disbursement of Funds.

- (a) The Grantee shall, in writing, request the disbursement of funds on Grantee's official letterhead.
- (b) Unless otherwise agreed to in writing, Grantee shall submit requests quarterly and no sooner than one week following distribution of the transient guest tax proceeds by the State of Kansas.
 - (i) Grantee shall submit to the City a request for \$348,000 on or after February 1, 2023.
 - (ii) Grantee shall submit to the City a request for \$300,000 on or after May 1, 2023.
 - (iii) Grantee shall submit to the City a request for \$300,000 on or after August 1, 2023.
 - (iv) Grantee shall submit to the City a request for \$300,000 on or after November 1, 2023.
- (c) The City shall not disburse any funds prior to receipt of transient guest tax proceeds from the State of Kansas.
- (e) The City retains the right to withhold subsequent disbursements of funds for failure to provide monthly report as outlined in the Operations Agreement.
- (f) In accordance with the Kansas Cash-Basis Law of 1933, codified as amended at K.S.A. 10-1101 *et seq.*, the City retains the right to unilaterally adjust the amount of the disbursement if the Governing Body determines that insufficient public funds exist to fully fund Grantee at level set forth in this agreement.

SECTION 4. Reporting Requirements.

- (a) Pursuant to the Operations Agreement, monthly reports shall be provided to the City Manager including:

- (i) Reports that indicate the overall economic impact of tourism and sales activities;
 - (ii) Reports for event-specific economic impact for CVB-sponsored or coordinated events;
 - (iii) Monthly transient guest tax collections for the City;
 - (iv) General trends on requests for proposals to hotel properties and sales activities;
 - (v) General reporting on special event activities and bids;
 - (vi) Marketing and communications activities; and
 - (vii) Other timely organizational items of note or requests by the City.
- (b) The Grantee shall deliver a final report to the Governing Body at the completion of the Project that outlines what was accomplished with the outlay of City funds. **The final report shall be due February 15, 2024.**
 - (c) The Grantee agrees to comply with K.S.A. 45-240, which requires not-for-profit entities receiving public funds to document and make available the receipt and expenditures of such funds.

SECTION 5. Retention and Access to Records.

- (a) Grantee will give the City or any other authorized representatives of the City access to and the right to examine all records related to the expenditure of City funds.
- (b) Grantee shall keep financial records and all other records pertaining to the Project being funded for a minimum of three (3) years.
- (c) The City may, at its sole option, conduct an audit related to this funding agreement.
- (d) Grantee shall, upon the City's request, make its records, employees, and property available to the City, promptly.

SECTION 6. Withholding of Payment. The City shall retain the authority to withhold any and all payments to Grantee if, in the sole judgment of the City, the proposed or continued use of the funds violates the terms of this Agreement, any applicable law, or is contrary to the appropriate use of public funds.

SECTION 7. Term. This Agreement will terminate upon Grantee's delivery of the final report or upon the joint agreement of the parties, whichever occurs earlier.

SECTION 8. Compliance with Equal Opportunity Laws, Regulations, and Rules.

- (a) Grantee agrees that it shall comply with all provisions of the Kansas Acts Against Discrimination of 1953 ("KAAD"), codified as amended at K.S.A. 44-1001 *et seq.*, the Kansas Age Discrimination in Employment Act of 1983 ("KADEA"), codified as amended at K.S.A. 44-1111 *et seq.*, and Chapter 10 of the City Code, and shall not discriminate against any person, in the course of performing under this Agreement, because of that person's race, sex, religion, color, national origin, age, ancestry, familial status, sexual orientation, disability, or gender identity.
- (b) Grantee also agrees to comply with the American with Disabilities Act of 1990 ("ADA"), codified as amended at 42 U.S.C. § 12101 *et seq.*, as well as all other federal, state, and local laws, ordinances, rules, and regulations applicable to this project and to furnish any and all certification that may be required by federal, state, or local governmental agencies in connection therewith.
- (c) If Grantee is found guilty or liable for any violation of the KAAD, the KADEA, the ADA, or Chapter 10 of the City Code by the KHRC or any investigating body, then Grantee shall be deemed to have breached the present Agreement.

SECTION 9. Indemnification. Grantee agrees to defend, indemnify, and otherwise hold harmless the City, its commissioners, officers, employees, and agents from any and all claims, actions, damages, costs, liabilities, settlements, judgments, expenses, or lawsuits, including attorneys' fees, arising out of injuries to third parties or damage to property, but only to the extent that such injuries or damage are caused by Grantee's breach of this Agreement or by Grantee's negligence or intentional misconduct in performing the Project.

SECTION 10. Entire Agreement.

- (a) This Agreement represents the entire and integrated agreement between the City and Grantee and supersedes all prior negotiations, representations, or agreements between the parties, whether written or oral. This Agreement may be amended only by a written instrument signed by both the City and Grantee.

- (b) No oral orders, objections, claims, or notices by any party to the other shall affect or modify any of the terms or obligations set forth in this Agreement; and none of its provisions shall be deemed waived or modified by reason of any act whatsoever, other than by a definitely agreed waiver, modification, or amendment made in writing and signed by both parties.

SECTION 11. Assignment. This Agreement is non-assignable by Grantee or by the City.

SECTION 12. Authorizations. Each person executing this Agreement in behalf of the City and Grantee hereby represents and warrants that said person has the authority to bind said person's respective party hereto and that all acts requisite to confer authorization to enter into this Agreement have been taken and completed.

SECTION 13. Independent Contractor. In no event, while performing under this Agreement, shall Grantee, its officers or principal, its employees, its agents, its subcontractors, or its vendors be deemed to be acting as an employee or as employees of the City; rather, Grantee, its officers or principal, its employees, its agents, its subcontractors, and its vendors shall be deemed to be an independent contractor or independent contractors. Nothing expressed herein or implied herein shall be construed as creating between Grantee and the City the relationships of employer and employee, principal and agent, a partnership, or a joint venture.

SECTION 14. Counterparts; Electronic Signatures. This Agreement may be executed in counterparts by the respective parties, each of which when so executed shall be deemed to be an original and all of which taken together shall constitute one and the same agreement, provided that this Agreement shall be of no force and effect until the counterparts are exchanged. Transmission of an executed signature page by email or by other electronic means is as effective as a manually executed counterpart of this Agreement.

SECTION 15. Captions. The Captions of this Agreement are for convenience only and are not meant by the parties to define, limit, or enlarge the scope of this Agreement or its terms.

SECTION 16. Recitals. The recitals set forth at the beginning of this Agreement are adopted and incorporated herein by reference as if set forth in full and shall be effective as if repeated *verbatim*.

SECTION 17. Governing Law. This Agreement, the rights and obligations of the parties, and any claim or dispute arising hereunder shall be construed in accordance with the laws of the State of Kansas.

SECTION 18. Severability. In the event that any provision of this Agreement shall be held invalid and unenforceable, the remaining portions of this contract shall remain valid and binding upon the parties.

[SIGNATURE PAGE FOLLOWS]

IN WITNESS WHEREOF, the undersigned have caused this Agreement for the Use of City Transient Guest Tax Funds to be executed as of the date noted above.

CITY:
CITY OF LAWRENCE, KANSAS, a
municipal corporation

CRAIG S. OWENS
City Manager

GRANTEE:
eXplore Lawrence, INC., a Kansas
not for profit corporation

Signature: _____

Printed Name: _____

Title: _____