



eXplore Lawrence Board Meeting Agenda

Wednesday 3/4/2024

11 A.M Carnegie Building Conference Room

1. Approval of Minutes
2. Financials
3. Staff Reports
4. Executive Director Report



Explore Lawrence

Board of Directors Meeting

January 31, 2024

Present: Ivan Simac (chair), Kim Anspach, Executive Director, Mike Logan, Drew Gaschler, Anthea Scoffas, Tina Tourtillott, Amber Sellers

Staff: Allison Calvin, Director of Marketing, Ruth DeWitt, Sales Manager

Ivan called the meeting (held on zoom) to order at 11:06

MINUTES/FINANCIALS:

The board approved the minutes of the December meeting without changes.

Anthea presented the financial report. Kim reminded the board the financials are on an accrual basis, and we are still waiting on some invoices to come in from 2023. Kim felt as though the final budget stayed very close to the original budget approved by the board, with one exception being an increase in rent at the visitor's center. Kim will look more into what's driving that.

The financials were approved.

STAFF REPORTS:

Marketing Budget Reallocation:

All staff reports are in the packet. Members are encouraged to look over them on their own, to allow time for Allison's presentation.

Allison presented the 2024 marketing plan for the board (attached for detail). The 2024 plan was adopted by the board prior to Allison's hire. It set a plan to increase engagement by 5% year-over-year in 5 years. This goal was greatly surpassed in the first year.

In 2023 we saw:

- Huge increases in website traffic (over 100,000 page views), social media engagement (up 3x over last year), in passport programs, and digital advertising engagement (click throughs), and increased distribution of visitor guides.
- Increases in visitor spending on food and beverage, lodging, recreation and entertainment, retail, and transportation.
- Increases in community engagement with tourism ambassadors, monthly e-newsletters, and arts roundtable.

Allison requested the board revise the goals for 2024 – as a 5% increase over the large increases from 2023 might prove difficult and unsustainable.

Allison went through the spending plan for 2024, and requested a reallocation of the marketing budget to better align with her priorities, but the total amount budgeted for marketing would remain the same.

The board voted to allow Allison to reallocate the marketing budget, based on her expertise, and urged her to create a budget aligned with her priorities. The motion was approved unanimously by the board.

EXECUTIVE DIRECTOR'S REPORT:

Placer AI demonstration:

Kim used her time for a full board presentation by Jordan from PlacerAI, a software tool used to measure foot traffic, trends, and visitor data for assets in Douglas County and Lawrence. (The executive committee had already had a demo previously).

Jordan presented the board with a customer demo about how Placer AI works. Using cell phone data and geo-fencing on various sites, he showed visitor behavior using the Booth Memorial Stadium as an example.

He also demo'd reports the staff can create for the board, businesses, and the city to provide important data information for decision-making. He discussed it as a both a marketing and sales tool for EL.

Kim raised how this information will also be helpful for non-profits in the community in their grant-writing process.

The board asked various questions around accuracy, reporting, students, visitor data, and staff interest. Amber raised the question about Kim developing some data-sharing agreements, and urged her to develop a process about how data is shared among various constituencies who are going to be very interested in this information. David noted all the local applications and the advantages this could bring to the team.

Kim discussed further how it can be used as a sales tool noting the ability to track the visitor behavior from an event and whether or not it is a lead worth pursuing or even incentivizing.

Kim explained to the board she has worked with the sales team to identify \$30K in software they are not currently using, and other programs that will be unnecessary with the implementation of Placer AI. Kim and Allison have also worked to identify funding in the marketing budget that will share the expense cost between those departments.

Placer AI has extended last year's pricing and Kim negotiated a discount allowing Explore Lawrence to enter into a one-year contract without going over in budget expenses.

Anthea moved to enter into the Placer AI contract, David seconded. The motion passed with full board support.

Staff Retreat and Economic Impact Report:

The staff retreat and economic impact report items were tabled to the February meeting, as the demo and discussion went over time.

ADJOURNMENT:

Ivan adjourned the meeting at 12:27.

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

	Jan 31, 24
ASSETS	
Current Assets	
Checking/Savings	
1020 · US Bank Checking	369,920.14
1030 · US Bank Money Market	48,057.39
1050 · Reserve Fund	309,994.27
1060 · Petty Cash	215.00
Total Checking/Savings	728,186.80
Other Current Assets	
1420 · Prepaid Expenses	4,345.00
Total Other Current Assets	4,345.00
Total Current Assets	732,531.80
Fixed Assets	
2200 · Leasehold Improvement	107,174.01
2500 · Accumulated Depreciation	-27,240.10
Total Fixed Assets	79,933.91
Other Assets	
1225 · Deposits	3,100.00
Total Other Assets	3,100.00
TOTAL ASSETS	815,565.71
LIABILITIES & EQUITY	
Liabilities	
Current Liabilities	
Accounts Payable	
3000 · Accounts Payable	77,044.26
Total Accounts Payable	77,044.26
Credit Cards	
2109 · Credit Card - US Bank 2981	1,627.76
Total Credit Cards	1,627.76
Other Current Liabilities	
3100 · Payroll Liabilities	
3105 · Accrued Payroll	10,845.70
3110 · Federal & FICA Payable	829.70
3111 · KS Withholding Payable	688.00
3112 · FUTA Payable	200.99
3113 · KS SUTA Payable	427.92
3114 · Health Insurance Payable	-3,922.72
Total 3100 · Payroll Liabilities	9,069.59
3300 · Sales Tax Payable	9.87
Total Other Current Liabilities	9,079.46
Total Current Liabilities	87,751.48
Total Liabilities	87,751.48
Equity	
4100 · Beginning Fund Balance	840,084.86
Net Income	-112,270.63
Total Equity	727,814.23
TOTAL LIABILITIES & EQUITY	815,565.71

EXPLORE LAWRENCE INC

Profit & Loss Budget Performance

January 2024

	Jan 24	Budget	Jan 24	YTD Budget	Annual Budget
Ordinary Income/Expense					
Income					
5000 - Guest Tax	0.00	115,916.67	0.00	115,916.67	1,391,000.00
5100 - Visitors Guide	25,333.00	2,083.34	25,333.00	2,083.34	25,000.00
5200 - Merchandise Sales	106.13	833.34	106.13	833.34	10,000.00
5500 - DMI	0.00	1,000.00	0.00	1,000.00	12,000.00
5600 - Co-Op Marketing	0.00	833.34	0.00	833.34	10,000.00
5660 - DTN	0.00	500.00	0.00	500.00	6,000.00
5670 - Bid Fund	0.00	8,250.00	0.00	8,250.00	99,000.00
5700 - Miscellaneous Income	0.00	116.67	0.00	116.67	1,400.00
Total Income	25,439.13	129,533.36	25,439.13	129,533.36	1,554,400.00
Cost of Goods Sold					
6100 - Merchandise Cost	0.00	833.34	0.00	833.34	10,000.00
Total COGS	0.00	833.34	0.00	833.34	10,000.00
Gross Profit	25,439.13	128,700.02	25,439.13	128,700.02	1,544,400.00
Expense					
7000 - Payroll Expense					
7081 - Payroll	33,961.14	37,758.33	33,961.14	37,758.33	453,100.00
7083 - Accrued Payroll Expense	2,416.31		2,416.31		
7260 - Retirement Plan	1,095.02	1,916.67	1,095.02	1,916.67	23,000.00
7065 - Health Insurance	2,575.65	3,250.00	2,575.65	3,250.00	39,000.00
7070 - Incentive Program	0.00	1,500.00	0.00	1,500.00	18,000.00
Total 7080 - Payroll Expense	40,048.12	44,425.00	40,048.12	44,425.00	533,100.00
7100 - Payroll Tax Expense					
7100.1 - FICA Expense	2,782.89		2,782.89		
7100.2 - FUTA Expense	200.99		200.99		
7100.3 - SUTA Expense	427.91		427.91		
Total 7100 - Payroll Tax Expense	3,411.79		3,411.79		
7600 - Programs					
7601 - Advertising					
7601.4 - Public Relations	356.32	2,541.67	356.32	2,541.67	30,500.00
7601.6 - Visitor Guide Distribution	3,950.00	2,016.67	3,950.00	2,016.67	24,200.00
7601.8 - Digital	7,360.26	20,401.67	7,360.26	20,401.67	244,820.00
7601.9 - Partner Media Buy Program	0.00	333.33	0.00	333.33	4,000.00
7601.10 - Magazine	2,745.00	1,472.50	2,745.00	1,472.50	17,670.00
7601.12 - Content	950.00	833.33	950.00	833.33	10,000.00
7601.14 - Outdoor	0.00	1,250.00	0.00	1,250.00	15,000.00
7601.15 - COOP Marketing Expense	2,169.14	416.67	2,169.14	416.67	5,000.00
7601.19 - Publications	0.00	1,159.17	0.00	1,159.17	13,910.00
7601.2 - Design	0.00	2,500.00	0.00	2,500.00	30,000.00
7601.21 - Opportunity Fund	0.00	1,666.67	0.00	1,666.67	20,000.00
7601.22 - Tracking	0.00	833.33	0.00	833.33	10,000.00
7601.24 - New Technology	0.00	1,833.33	0.00	1,833.33	22,000.00
7601.25 - Event Sponsorships	0.00		0.00		
Total 7601 - Advertising	17,570.72	37,258.34	17,570.72	37,258.34	447,100.00
7619 - Incentive Travel					
7619.0 - General Fund	0.00	166.67	0.00	166.67	2,000.00
7619.1 - Committed Incentives	0.00	1,250.00	0.00	1,250.00	15,000.00
7619.2 - New Business	0.00	2,083.33	0.00	2,083.33	25,000.00
Total 7619 - Incentive Travel	0.00	3,500.00	0.00	3,500.00	42,000.00
7625 - Simpleview Data Base	0.00	1,416.67	0.00	1,416.67	17,000.00
7641 - Promotional Materials	0.00	2,500.00	0.00	2,500.00	30,000.00

EXPLORE LAWRENCE INC
Profit & Loss Budget Performance
January 2024

Accrual Basis

	Jan 24	Budget	Jan 24	YTD Budget	Annual Budget
7642 - Trade Shows					
7642.0 - General Fund	0.00	1,250.00	0.00	1,250.00	15,000.00
7642.1 - Trade Show Travel	0.00	583.33	0.00	583.33	7,000.00
Total 7642 - Trade Shows	0.00	1,833.33	0.00	1,833.33	22,000.00
7643 - Website Hosting					
7644 - Printing and Reproduction	9,500.00	2,500.00	9,500.00	2,500.00	30,000.00
7645 - Special Projects	306.15	666.67	306.15	666.67	8,000.00
7645.0 - Special Projects General Fund					
7645.9 - Special Projects	0.00	8,250.00	0.00	8,250.00	99,000.00
7649 - Visitors Guide	54,305.94	4,166.67	54,305.94	4,166.67	50,000.00
Total 7645 - Special Projects	54,305.94	12,416.67	54,305.94	12,416.67	149,000.00
Total 7600 - Programs	81,682.81	62,091.68	81,682.81	62,091.68	745,100.00
7620 - Meeting programs					
8200 - Admin and General	0.00	2,500.00	0.00	2,500.00	30,000.00
8202 - Accounting					
8203 - Rent	600.00	1,250.00	600.00	1,250.00	15,000.00
8204 - Software	5,740.36	5,166.67	5,740.36	5,166.67	62,000.00
8206 - Hardware	81.00	250.00	81.00	250.00	3,000.00
8210 - Technology Repair & Maintenance	0.00	416.67	0.00	416.67	5,000.00
8214 - Bank Service Charges	0.00	1,250.00	0.00	1,250.00	15,000.00
8214.1 - Bank Fees - Square	26.95	83.33	26.95	83.33	1,000.00
8218 - Cash Over/Short	3.51		3.51		
8225 - Board Expenses	-113.45	333.33	-113.45	333.33	4,000.00
8226 - Leased Equipment	0.00	416.67	0.00	416.67	5,000.00
8230 - Dues/Subscriptions/Memberships	385.04	1,666.67	385.04	1,666.67	20,000.00
8234 - Insurance	2,745.22	1,000.00	2,745.22	1,000.00	12,000.00
8238 - Utilities	392.85	375.00	392.85	375.00	4,500.00
8242 - Legal	0.00	416.67	0.00	416.67	5,000.00
8244 - Janitorial/Cleaning	442.00	458.33	442.00	458.33	5,500.00
8245 - Retirement Plan Fees/Admin	0.00	183.33	0.00	183.33	2,200.00
8247 - Office Supplies	79.97	500.00	79.97	500.00	6,000.00
8248 - Postage and Delivery	0.00	583.33	0.00	583.33	7,000.00
8250 - Storage	196.75	208.33	196.75	208.33	2,500.00
8251 - Misc. Office General	200.00	1,666.67	200.00	1,666.67	20,000.00
8282 - Travel & Meetings					
8282.10 - Professional Development					
8282.11 - EL Hosted Events	608.00	1,166.67	608.00	1,166.67	14,000.00
8282.12 - Staff Travel	0.00	250.00	0.00	250.00	3,000.00
8282.13 - Meetings	0.00	583.33	0.00	583.33	7,000.00
8282.14 - Staff Employee Benefits	40.94	291.67	40.94	291.67	3,500.00
Total 8282 - Travel & Meetings	0.00	208.33	0.00	208.33	2,500.00
Total 8282 - Travel & Meetings	648.94	2,500.00	648.94	2,500.00	30,000.00
8283 - Telephone/Internet					
8283.1 - Telephone/Internet	924.55	958.33	924.55	958.33	11,500.00
Total 8200 - Admin and General	13,213.37	19,683.33	13,213.37	19,683.33	236,200.00
Total Expense	138,356.09	128,700.01	138,356.09	128,700.01	1,544,400.00
Net Ordinary Income	-112,916.96	0.01	-112,916.96	0.01	0.00
Other Income/Expense					
9020 - Interest Income	1,092.89		1,092.89		
Total Other Income	1,092.89		1,092.89		

EXPLORE LAWRENCE INC
Profit & Loss Budget Performance

January 2024

	Jan 24	Budget	Jan 24	YTD Budget	Annual Budget
Other Expense					
9510 - Depreciation	446.56		446.56		
Total Other Expense	446.56		446.56		
Net Other Income	646.33		646.33		
Net Income	-112,270.63	0.01	-112,270.63	0.01	0.00

Board Report for January 2024 – SALES

GOALS

- Currently sitting at 4 of 65 (goal) new leads YTD 6%
- Currently sitting at \$542,190 of 3 Million (goal) 18%

Sales Department Out and About

- Chamber Legislative meeting
- TIAK Huddle up
- NE Kansas Tourism Q1 Meeting
- Colliers Real Estate outlook meeting
- Chamber Annual Meeting
- Senate Ways and Means Committee presentation (FIFA)
- City Cultural Arts Commission Meeting
- Arts Round Table
- DLI – Journal World presentation
- Staff Retreat
- Site Tours
 - o New Bus Station
 - o Rugby Fields
 - o New Skate Park
 - o SPL
 - o KU – Crossing
 - o YSI
- 11th and Mississippi Conference Calls

Work in Progress

- National Fishing League
- North American Chinese Basketball Association
- Recovering Football Weekends
- Miniature Jr. Herford Nationals
- Kansas Association of Dietary Managers
- Chamber of Commerce Executives
- Cuttin up Barber Shop



JANUARY MARKETING REPORT

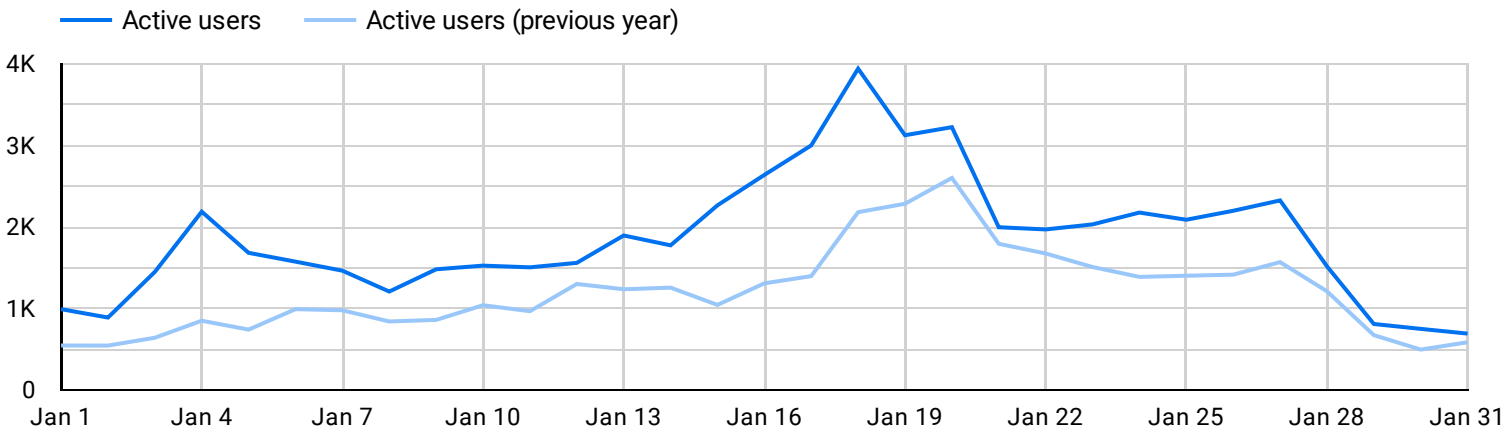
JANUARY MARKETING SUMMARY

Our January marketing campaigns focused on ending the Winter Wonder Pass, live music, events, and Lawrence Restaurant Week. The Winter Wonder Pass ended with a very successful campaign. Our social media focused on promoting Lawrence Restaurant Week, live music events, our events calendar, Kansas Day, Final Fridays, and the wrap-up of the MET&L Prairie Pour Tour. This was an extremely successful January, reaching more users than ever in the first month of the year.

EXPLORELAWRENCE.COM

Total website users for January were 49,714, up 60.8% from last year. Over 46,000 of the users in January this year were first-time visitors to the site. Each user averaged almost 29 "events" on the site (up 39.5% from last year), including page views, scrolls, link clicks, video views, etc. Page views were 31.9% higher than last year, totaling 380,608. The most viewed content in January was the Events Calendar, Kaw Valley Craft Pass, Home Page, Winter Wonder Pass, Restaurants, and more.

Total users	New users	Event count	Event count per user	Views
49,914	47,524	1,437,241	29.27	380,617
⬆ 61.5%	⬆ 61.3%	⬆ 123.2%	⬆ 38.9%	⬆ 31.9%

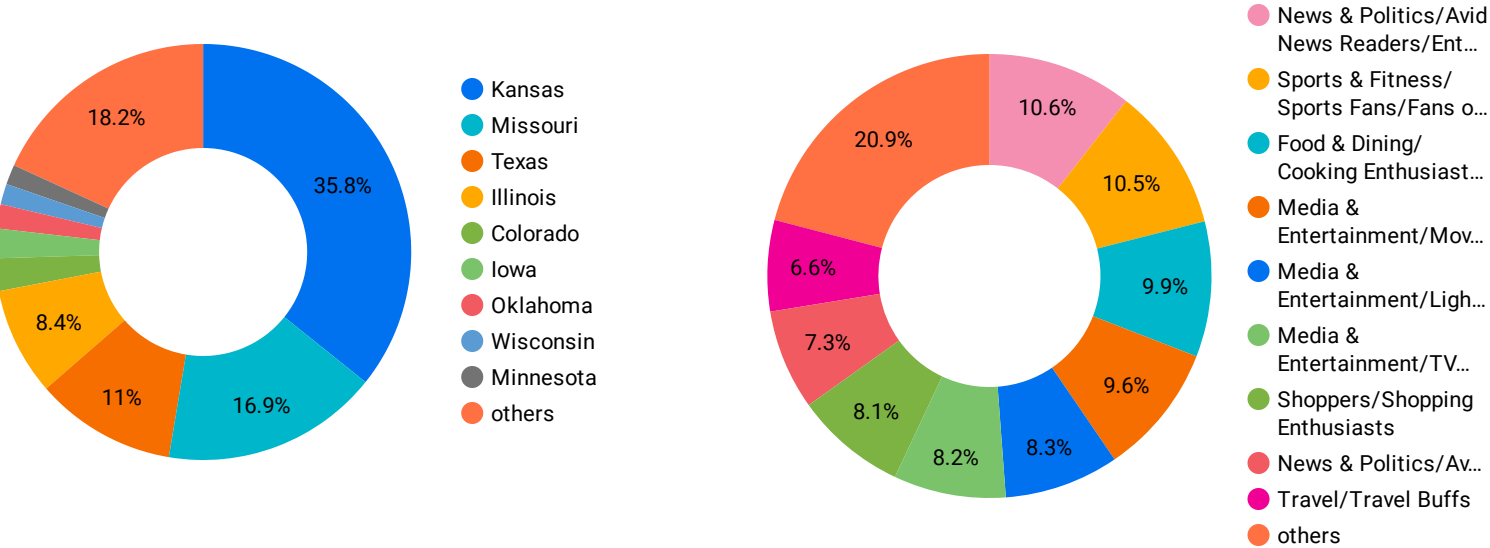


Event name ▾	Event count	% Δ
widget_interaction	62	-
view_search_results	232	10.0% ⬆
view_item	20	-
video_start	79	88.1% ⬆
video_progress	146	55.3% ⬆
video_complete	11	-15.4%...
vg_request	104	-
user_engagement	145,295	-33.8%...
session_start	73,043	53.1% ⬆
scroll	517,370	888.2%...

Page title	Views ▾	% Δ
Lawrence Restaurant Week Save the ...	141,009	-
Lawrence Restaurant Week	13,754	-87.7...
Eat - Unmistakably Lawrence	13,539	48.0...
Events Calendar - Unmistakably Lawr...	10,875	-7.5%...
715	6,433	9.9% ⬆
Merchants Pub & Plate	6,405	34.9...
Bon Bon Lawrence	5,772	-
Mass Street Fish House & Raw Bar	5,088	17.4...
Kaw Valley Craft Pass	5,047	478.1...
Winter Wonder Pass	4,767	-

EXPLORELAWRENCE.COM USERS

In January, the states users visited explorelawrence.com the most from were Kansas, Missouri, Texas, Illinios and Colorado. There were slightly more female than male users. The majority of users were between the ages of 25-54, although we do seem to be seeing an uptick in users ages 18-24. Users share interests in news, sports, movies, TV, cooking, travel, technology, and shopping.



EXPLORELAWRENCE.COM ACQUISITION

The leading traffic channels were paid search, organic search, organic social, direct traffic, and display. The top traffic sources were Google, Facebook, Lawrence Restaurant Association, and Spectrum. It's encouraging to see the increase in organic traffic compared to last year.

Session default channel group	Sessions ▾	% Δ	Session source	Sessions ▾	% Δ
Paid Search	22,114	475.0...	google	46,010	113.0...
Organic Search	20,396	9.0% ↑	(direct)	9,877	-8.0%...
Organic Social	12,274	20.5%...	m.facebook.com	7,630	110.0...
Direct	9,877	-8.0% ↓	l.facebook.com	2,480	9.1% ↑
Display	4,509	229.4...	lawrencerestaurantassociation.com	983	8,091...
Referral	3,093	24.3%...	facebook.com	696	-68.1...
Email	452	152.5...	bing	659	10.6...
Unassigned	181	1.7% ↑	lm.facebook.com	653	-43.6...
Organic Video	2	100.0...	spectrum	497	-
			l.instagram.com	459	-31.4...

SOCIAL MEDIA

January's social media activity on Facebook, Instagram, Twitter, and TikTok resulted in X new fans, over 150,000 impressions, 27,9034 post engagements, and over 11,000 video views. Popular content included welcoming the launch of the Winter Wonder Pass, upcoming Holiday events, Kaw Valley Craft Pass, a Football game day guide, win an epic football weekend, live music, and Final Fridays.

Platform	Impressions ▾	Engagement	Video Views	New Followers
Facebook	72,350	11,049	0	118
Instagram	7,689	1,739	0	130
Twitter	1,990	0	0	0
TikTok	217	146	143	18
-	-	-	-	-

Impressions

82,246

Engagement

12,934

Video Views

143

New Followers

266



ENEWS

The January e-blast was sent to 6,393 recipients. 2,587 recipients opened the email, and there were 279* clicks on links within the email.

Recipients

6,393

Opens

2,587

Clicks

279

Link	Clicks ▾
Lawrence Restaurant Week	193
January Blog	64
Things To Do Art Murals	28
Events	24
Winter Wonder Pass	23
Lawrence Restaurant Week Facebook Event	18
College Sports Calendar	16
Lied Center Mean Girls Event	15
Theatre Lawrence Dead Man's Cell Phone Event	11
Lawrence Restaurant Week Facebook Page	10

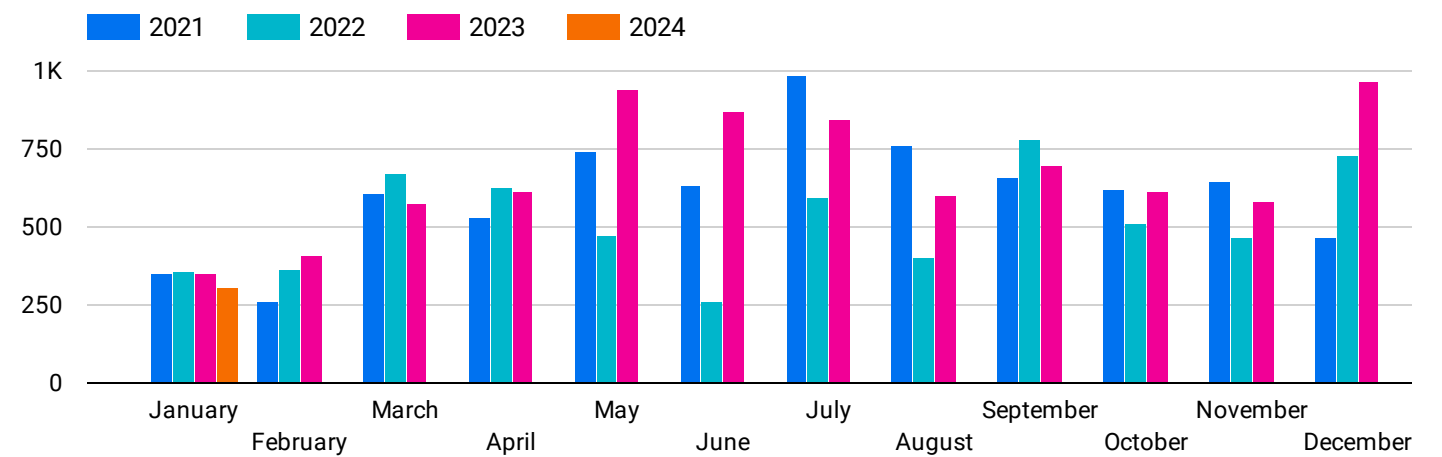


January 2024 VISITOR CENTER REPORT

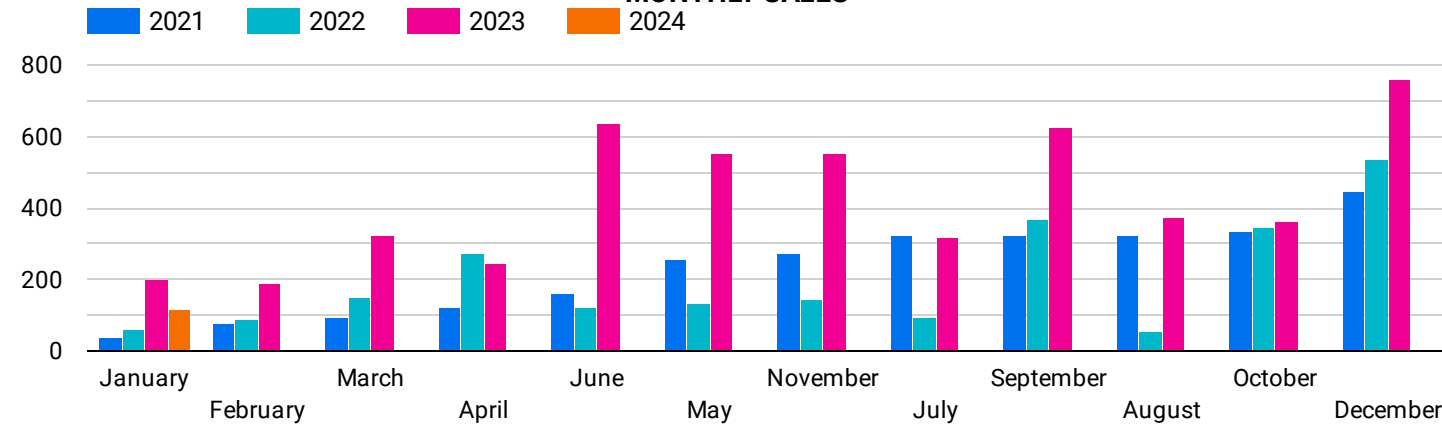
JANUARY VISITOR CENTER SUMMARY

January was a quiet month with the visitor count at 310. This was a significant decrease from 968 visitors in December. The gross retail sales for January came to \$116.00, which was also a decrease from \$758.50 in December. Although these numbers are quite different from last month's, this data is still comparable to January visits and retail sales in past years.

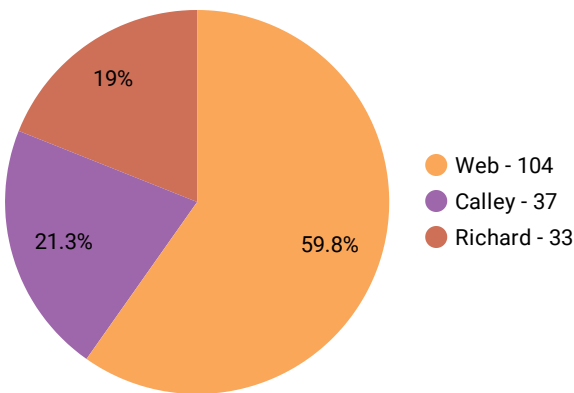
VISITORS CENTER WALK-INS



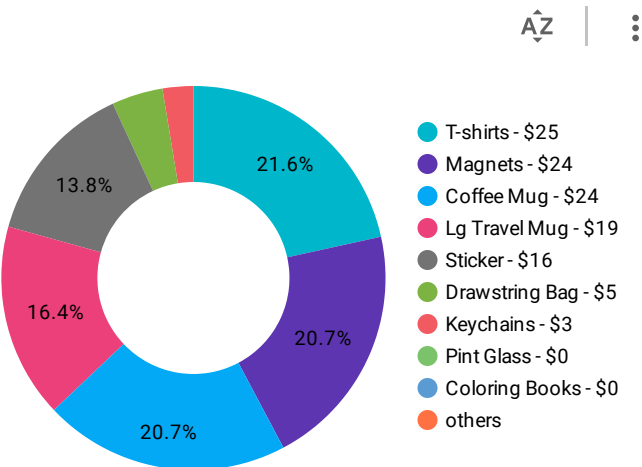
MONTHLY SALES



CALENDAR OF EVENT ENTRIES



PRODUCT SALES

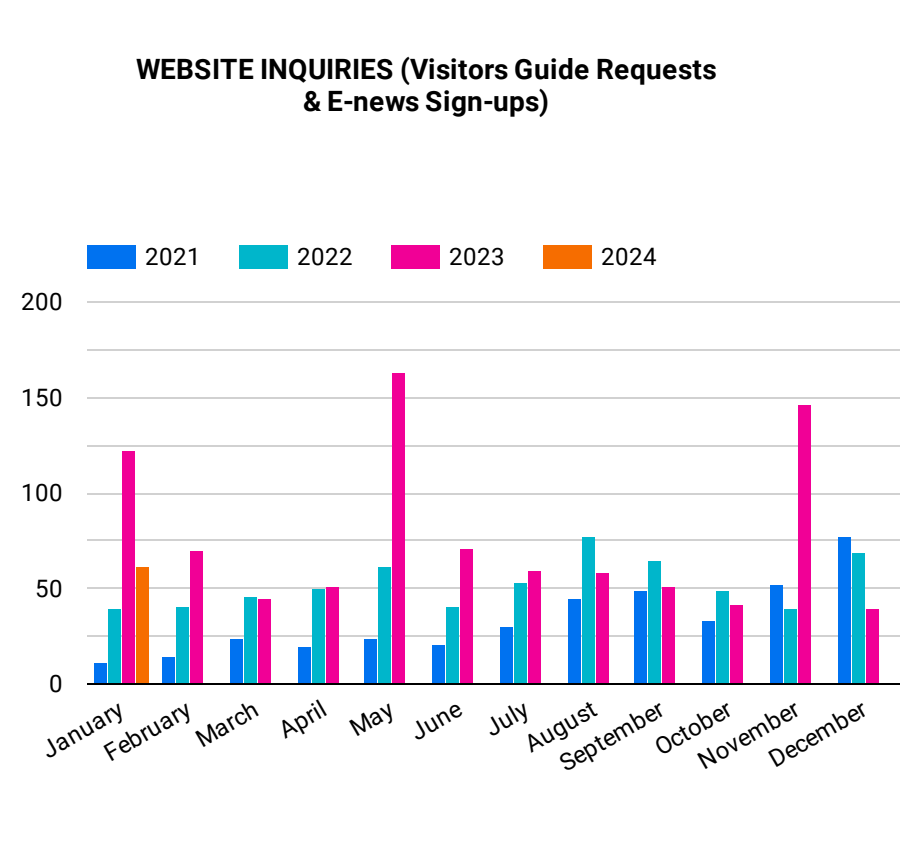


VISITORS CENTER PARTNER REFERRALS

	Account Name ^	January
1.	Amy's Attic Interiors and Antiques	1
2.	Black Jack Battlefield and Nature Park	2
3.	Black Stag Brewery	1
4.	Brits	2
5.	Free State Brewing Co.	2
6.	Haskell Cultural Center	2
7.	John Brown's Underground	1
8.	Lawrence Antique Mall	2
9.	LIMESTONE PKB	3
10.	Papa Keno's Pizzeria	1
11.	Reclaimed by Michele	1
12.	Rudy's Pizzeria	2
13.	Swansons	1
14.	Watkins Museum of History	4
15.	WheatFields Bakery & Café	3

WEBSITE INQUIRIES

The Visitors Center fulfills requests for Visitors Guides that come through the website. There were 62 website inquiries for Visitors Guides and e-newsletter sign-ups in January. Visitors are asked about their interests when they request information. The most popular interests in January were Events, Food, Arts & Culture, History, Shopping, and Recreation.



WEBSITE INQUIRIES - INTERESTS

	Interest	Count ▾
1.	Events	50
2.	Food	47
3.	Arts/Culture	46
4.	History	40
5.	Shopping	38
6.	Haunted	30
7.	Family	28
8.	Recreation	27
9.	Universities	26
10.	Wellness	22
11.	Agri-Tourism	19
12.	Basketball	18

Metrics

● **Lawrence Restaurant Wee**
Custom Chain

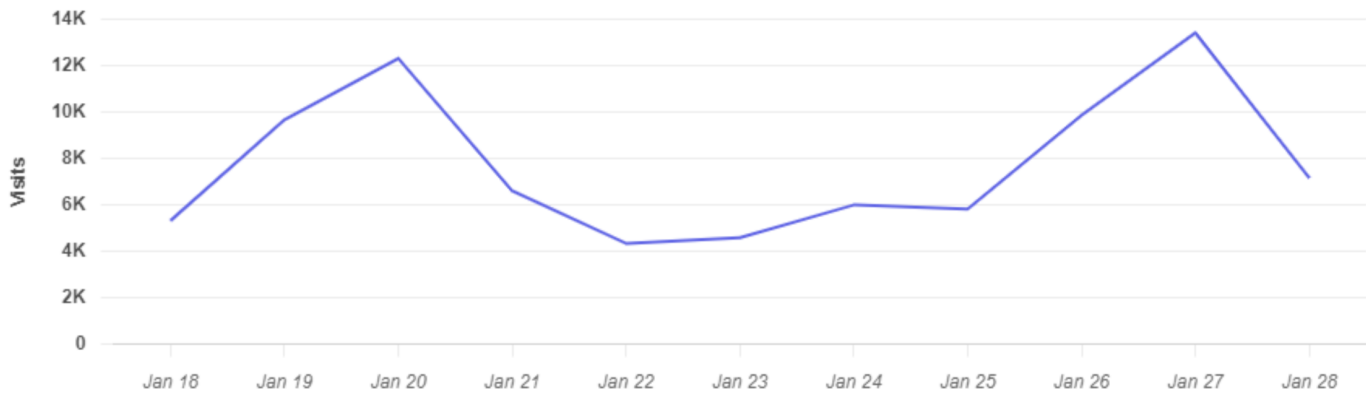
	Avg Visit/Venue	Visits	# of Venues	Coverage
Lawrence Restaurant Week 2024 / Custom Chain	1.77K	84.98K	48	N/A

Total | Jan 18th, 2024 - Jan 28th, 2024
Data provided by Placer Labs Inc. (www.placer.ai)



Visits Trend

● **Lawrence Restaurant Wee**
Custom Chain

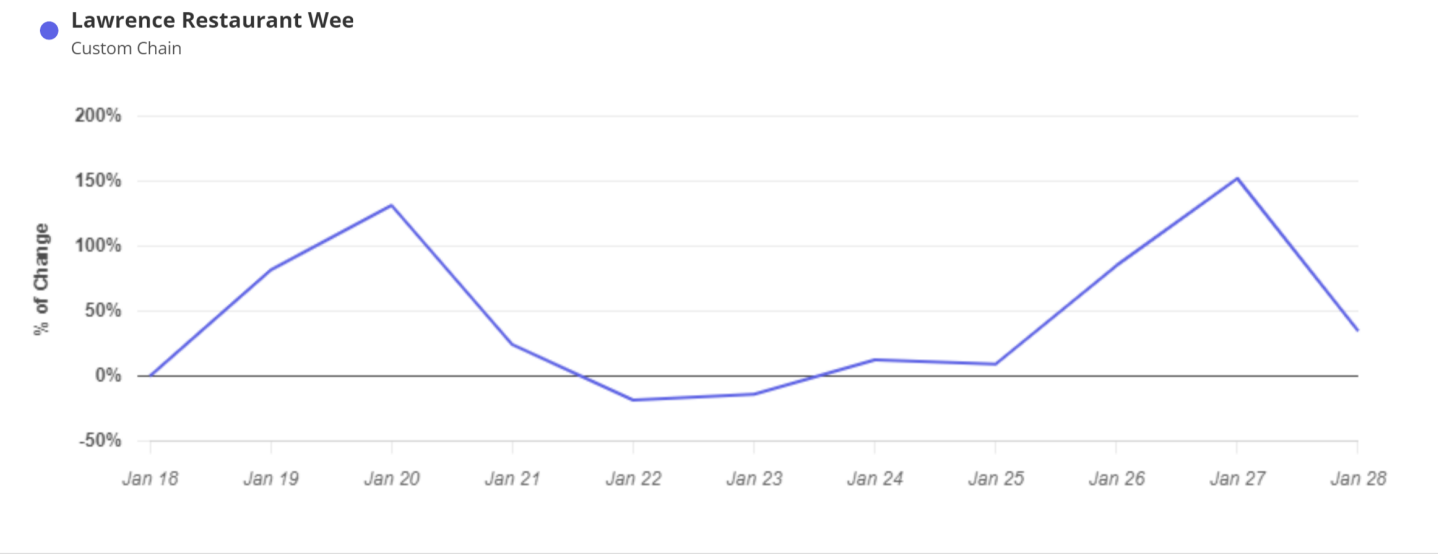


* Chain coverage percentages should be taken into account when comparing absolute numbers

Daily | Visits | Jan 18th, 2024 - Jan 28th, 2024
Data provided by Placer Labs Inc. (www.placer.ai)



Baseline Trend



Daily | Jan 18th, 2024 - Jan 28th, 2024
Data provided by Placer Labs Inc. (www.placer.ai)



Ranked Venues

● **Lawrence Restaurant Week**
Custom Chain

Lawrence Restaurant Week 2024 / Custom Chain

Rank	Name	Total Visits
1	Oread Hotel & Bird Dog Bar / Oread Ave, Lawrence, KS	15.4K
2	Johnny's Tavern / N 2nd St, Lawrence, KS	8.9K
3	Johnny's Tavern / Wakarusa Dr, Lawrence, KS	8.1K
4	Dempsey's Burger Pub / Vermont St, Lawrence, KS	7K
5	Merchants Pub & Plate / Massachusetts Street, Lawrence, KS	6.3K
6	23rd Street Brewery / Clinton Pkwy, Lawrence, KS	6.3K
7	Six Mile Chop House and Tavern / W 6th St, Lawrence, KS	6K
8	Jefferson's / Wakarusa Dr, Lawrence, KS	5.8K
9	The Basil Leaf / Massachusetts St, Lawrence, KS	5.3K
10	The Burger Stand at The Casbah / Massachusetts Street, Lawrence, KS	3.9K

Total | Nationwide | Jan 18th, 2024 - Jan 28th, 2024
Data provided by Placer Labs Inc. (www.placer.ai)



Audience Profile

Lawrence Restaurant Week 2024 / Custom Chain

Lawrence Restaurant Week 2024
Custom Chain

Overview		
Persons per Household	2.4	93
Household Median Income	\$70,217.03	101
Household Median Disposable Income	\$60,967.18	101
Household Median Discretionary Income	\$43,834.22	102
Median House Value	\$409,731.03	100
Households in Poverty	15.1%	120
Household Median Wealth	\$77,236.98	98
Households with Children	24%	87
High School Graduate or Higher	95.9%	108
Bachelor's Degree or Higher	51.2%	154
Population		
Persons per Household	2.4	93
Ethnicity		
Other	5%	139
Hispanic (Ethnic)	6.1%	34
Asian	4.3%	85
Black	4.2%	35

Calculated using Centroid from Block Groups | DataSet: STI: Popstats

Benchmark: Nationwide

Chain Demographics

Jan 18 - Jan 28, 2024



		Lawrence Restaurant Week 2024 Custom Chain	
White	80.4%	<div><div></div><div></div></div>	131
Household by Ethnicity			
Other	5.7%	<div><div></div><div></div></div>	105
Hispanic (Ethnic)	5.2%	<div><div></div><div></div></div>	35
Asian	4.3%	<div><div></div><div></div></div>	97
Black	4.5%	<div><div></div><div></div></div>	40
White	80.3%	<div><div></div><div></div></div>	125
Households Income			
Household Average Income	\$97,578.28	<div><div></div><div></div></div>	100
Household Median Income	\$70,217.03	<div><div></div><div></div></div>	101
<\$15K	10.3%	<div><div></div><div></div></div>	113
\$15K - \$25K	7.6%	<div><div></div><div></div></div>	99
\$25K - \$35K	7.4%	<div><div></div><div></div></div>	92
\$35K - \$50K	11.3%	<div><div></div><div></div></div>	99
\$50K - \$75K	15.8%	<div><div></div><div></div></div>	93
\$75K - \$100K	12.1%	<div><div></div><div></div></div>	93
\$100K - \$150K	16.6%	<div><div></div><div></div></div>	101
\$150K - \$175K	5.9%	<div><div></div><div></div></div>	111
Calculated using Centroid from Block Groups DataSet: STI: Popstats			Benchmark: Nationwide

Chain Demographics

Jan 18 - Jan 28, 2024



		Lawrence Restaurant Week 2024 Custom Chain	
\$175K - \$200K	4.8%	88	
\$200K - \$250K	4.6%	123	
\$250K - \$500K	2%	123	
>\$500K	1.6%	123	
Disposable Households Income			
Household Average Disposable Income	\$76,093.79	103	
Household Median Disposable Income	\$60,967.18	101	
<\$15K	10.9%	110	
\$15K - \$25K	8.5%	94	
\$25K - \$35K	8.8%	94	
\$35K - \$50K	13.7%	102	
\$50K - \$75K	17.1%	92	
\$75K - \$100K	13.8%	99	
\$100K - \$150K	16%	102	
\$150K - \$175K	4.5%	93	
\$175K - \$200K	2%	130	
\$200K - \$250K	1.9%	125	
\$250K - \$500K	2.6%	125	

Calculated using Centroid from Block Groups | DataSet: STI: Popstats

Benchmark: Nationwide

Chain Demographics

Jan 18 - Jan 28, 2024



		Lawrence Restaurant Week 2024 Custom Chain	
>\$500K	<0.5%	<div><div></div><div></div></div>	122
Discretionary Households Income			
Household Average Discretionary Income	\$54,871.42	<div><div></div><div></div></div>	106
Household Median Discretionary Income	\$43,834.22	<div><div></div><div></div></div>	102
<\$10K	12.2%	<div><div></div><div></div></div>	119
\$10K - \$20K	11.8%	<div><div></div><div></div></div>	91
\$20K - \$30K	11.5%	<div><div></div><div></div></div>	92
\$30K - \$40K	11%	<div><div></div><div></div></div>	97
\$40K - \$50K	8.8%	<div><div></div><div></div></div>	92
\$50K - \$75K	17.4%	<div><div></div><div></div></div>	96
\$75K - \$100K	11%	<div><div></div><div></div></div>	104
\$100K - \$125K	7.3%	<div><div></div><div></div></div>	108
\$125K - \$150K	4.9%	<div><div></div><div></div></div>	111
>\$150K	4.2%	<div><div></div><div></div></div>	167
Households Income by Ethnicity			
Average Income - White	\$87,105.77	<div><div></div><div></div></div>	100
Median Income - White	\$76,376.11	<div><div></div><div></div></div>	100
Average Income - Black	\$64,544.29	<div><div></div><div></div></div>	105
Calculated using Centroid from Block Groups DataSet: STI: Popstats		Benchmark: Nationwide	

Jan 18 - Jan 28, 2024



		<div><div></div><div>Lawrence Restaurant Week 2024</div><div>Custom Chain</div></div>
Median Income - Black	\$50,891.23	<div><div></div><div></div><div>106</div></div>
Average Income - Asian	\$75,676.76	<div><div></div><div>73</div><div></div></div>
Median Income - Asian	\$56,773.95	<div><div></div><div>57</div><div></div></div>
Average Income - Hispanic	\$67,476.74	<div><div></div><div>95</div><div></div></div>
Median Income - Hispanic	\$54,969.02	<div><div></div><div>93</div><div></div></div>
Average Income - Other	\$67,981.68	<div><div></div><div>86</div><div></div></div>
Median Income - Other	\$54,113.48	<div><div></div><div>80</div><div></div></div>
Employment by Occupation		
Production & Transportation	9.6%	<div><div></div><div>73</div><div></div></div>
Construction	5.7%	<div><div></div><div>69</div><div></div></div>
Farming, Fishing & Forestry	<0.5%	<div><div></div><div>45</div><div></div></div>
Office Admin	10.6%	<div><div></div><div>95</div><div></div></div>
Sales	9.2%	<div><div></div><div>94</div><div></div></div>
Personal Care	3.8%	<div><div></div><div>146</div><div></div></div>
Building Maintenance & Cleaning	2.7%	<div><div></div><div>75</div><div></div></div>
Food Preparation & Serving	6.9%	<div><div></div><div>129</div><div></div></div>
Protective	1.8%	<div><div></div><div>82</div><div></div></div>
Healthcare support	2.4%	<div><div></div><div>73</div><div></div></div>
Calculated using Centroid from Block Groups DataSet: STI: Popstats		
Benchmark: Nationwide		

Chain Demographics

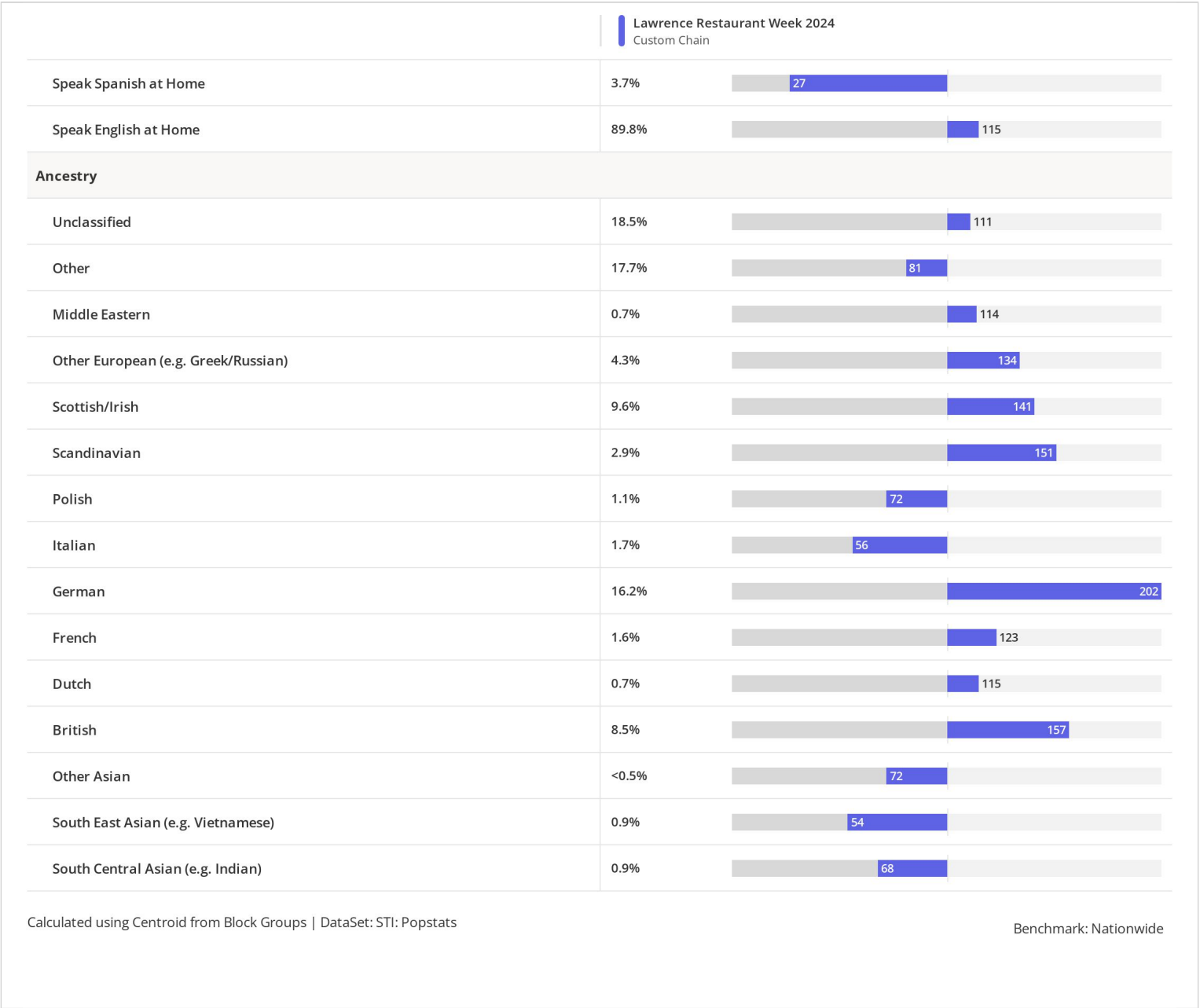
Jan 18 - Jan 28, 2024



		Lawrence Restaurant Week 2024 Custom Chain	
Professional Specialty	30.3%	<div><div></div><div></div></div>	128
Managerial/Executive	16.7%	<div><div></div><div></div></div>	102
Employment by Industry			
Public Administration	4.3%	<div><div></div><div></div></div>	89
Other Professional Services	4.6%	<div><div></div><div></div></div>	97
Entertainment Services	11.1%	<div><div></div><div></div></div>	123
Educational Services	29.1%	<div><div></div><div></div></div>	125
Administrative/Waste Services	3.2%	<div><div></div><div></div></div>	77
Management Services	<0.5%	<div><div></div><div></div></div>	49
Professional Services	8.3%	<div><div></div><div></div></div>	111
Financial, Insurance & Real Estate	7.3%	<div><div></div><div></div></div>	110
Information	1.6%	<div><div></div><div></div></div>	83
Transportation	4.3%	<div><div></div><div></div></div>	76
Wholesale Retail	12.7%	<div><div></div><div></div></div>	94
Manufacturing	8.2%	<div><div></div><div></div></div>	82
Agriculture/Mining/Construction	5.2%	<div><div></div><div></div></div>	61
Language Spoken			
Speak Other Language at Home	6.5%	<div><div></div><div></div></div>	80
Calculated using Centroid from Block Groups DataSet: STI: Popstats		Benchmark: Nationwide	

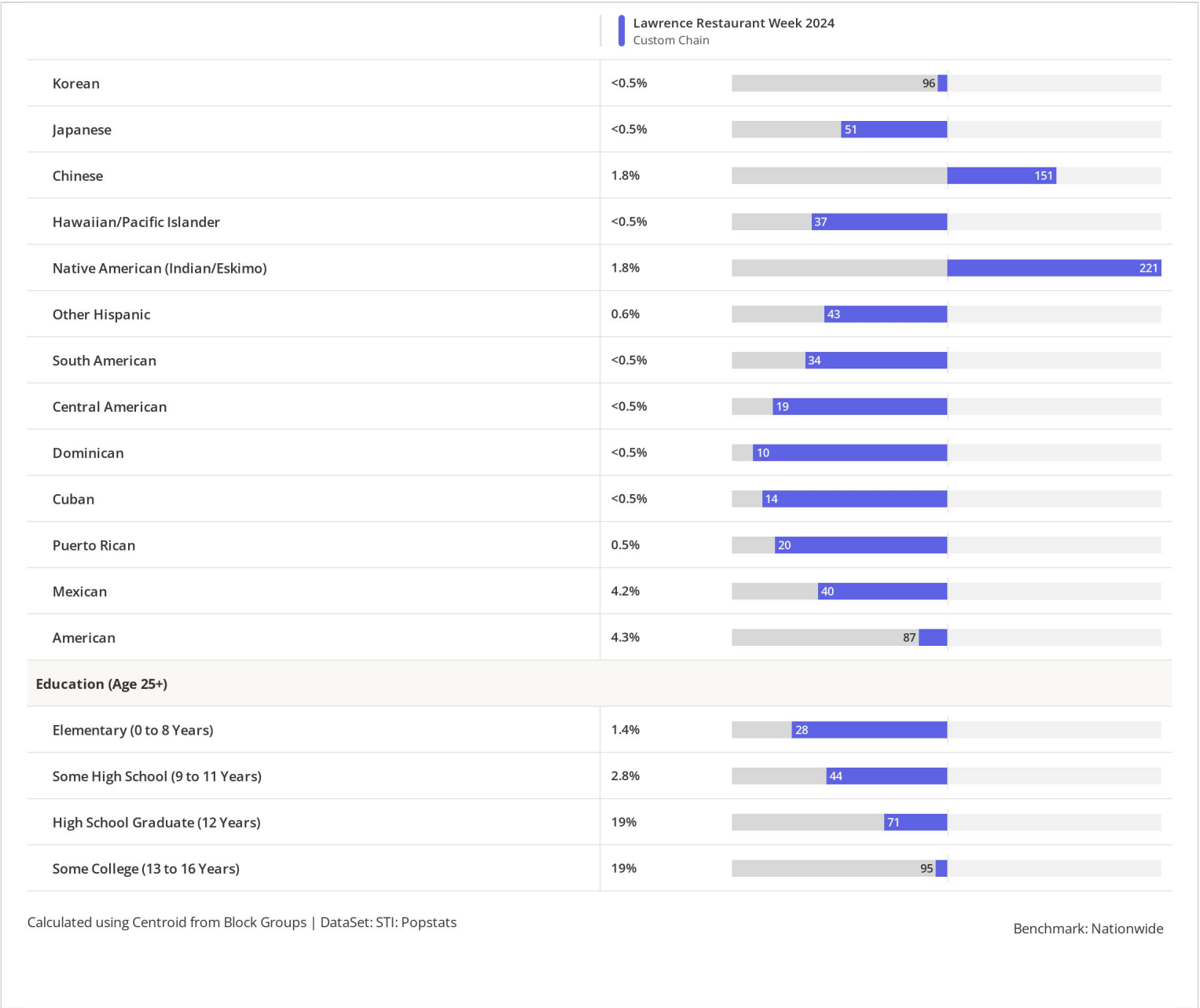
Chain Demographics

Jan 18 - Jan 28, 2024



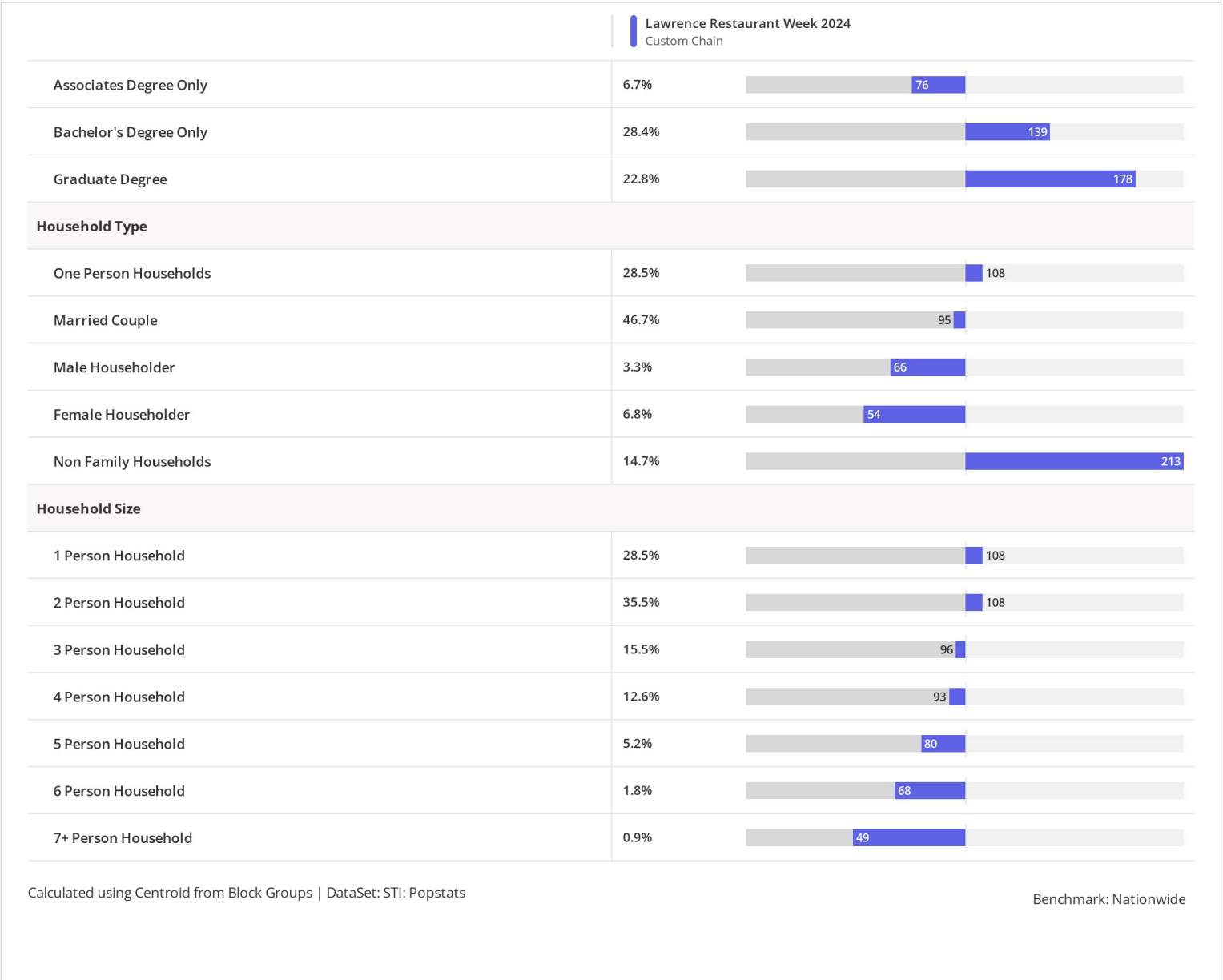
Chain Demographics

Jan 18 - Jan 28, 2024



Chain Demographics

Jan 18 - Jan 28, 2024



Chain Demographics

Jan 18 - Jan 28, 2024



Lawrence Restaurant Week 2024
Custom Chain

Value of Owner-Occupied Housing Units

Median House Value	\$409,731.03	<div><div></div></div> 100
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Poverty

Households in Poverty	15.1%	<div><div></div></div> 120
Households Above Poverty	84.9%	<div><div></div></div> 97
Households in Poverty (Married)	1%	<div><div></div></div> 43
Households in Poverty (Male Householder)	0.5%	<div><div></div></div> 82
Households in Poverty (Female Householder)	1.5%	<div><div></div></div> 50
Households in Poverty (Non-Family)	6.9%	<div><div></div></div> 114
Households in Poverty (Non-Family Student)	5.2%	<div><div></div></div> 825

Wealth per Household

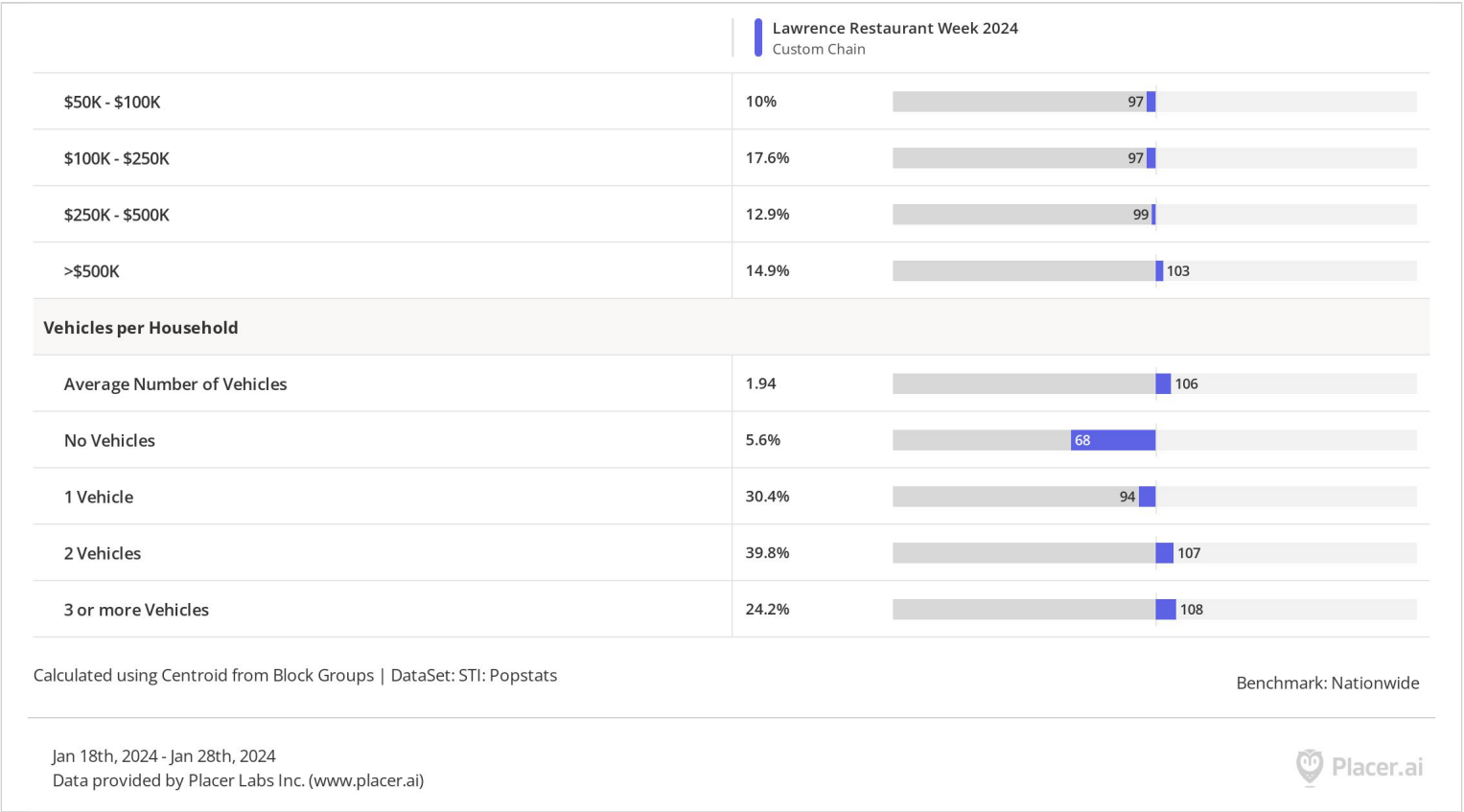
Household Average Wealth	\$240,158.41	<div><div></div></div> 101
Household Median Wealth	\$77,236.98	<div><div></div></div> 98
<\$0K	18%	<div><div></div></div> 102
\$0K - \$5K	8.7%	<div><div></div></div> 100
\$5K - \$10K	4.7%	<div><div></div></div> 102
\$10K - \$25K	6.5%	<div><div></div></div> 101
\$25K - \$50K	6.8%	<div><div></div></div> 99

Calculated using Centroid from Block Groups | DataSet: STI: Popstats

Benchmark: Nationwide

Chain Demographics

Jan 18 - Jan 28, 2024





JANUARY 2024 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:

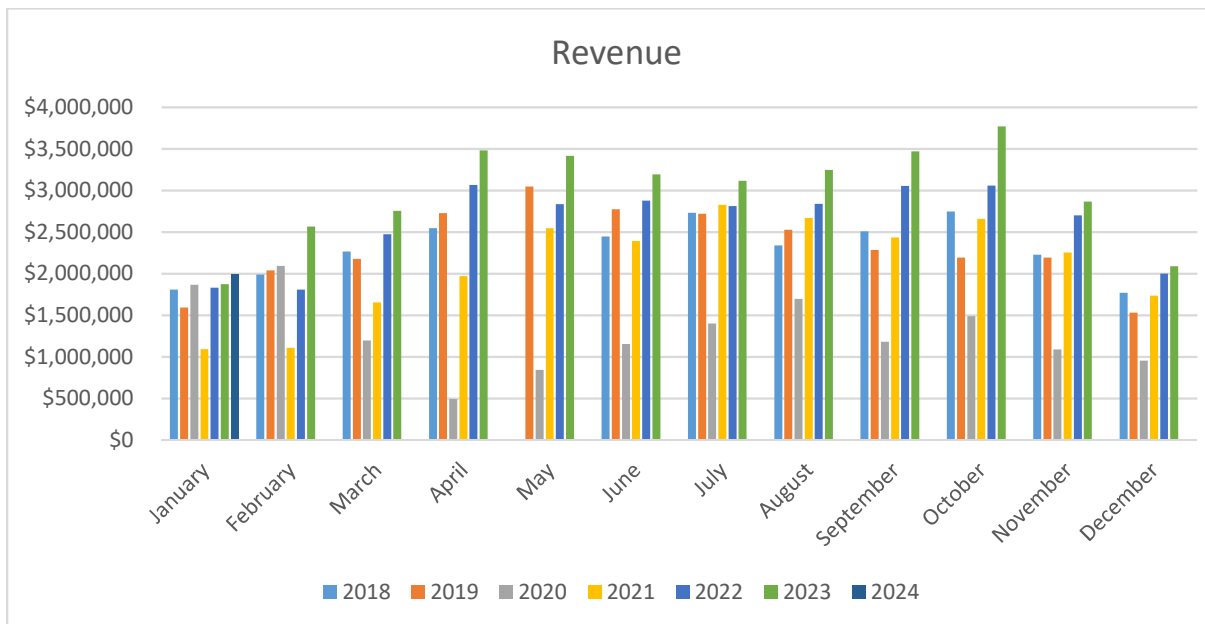
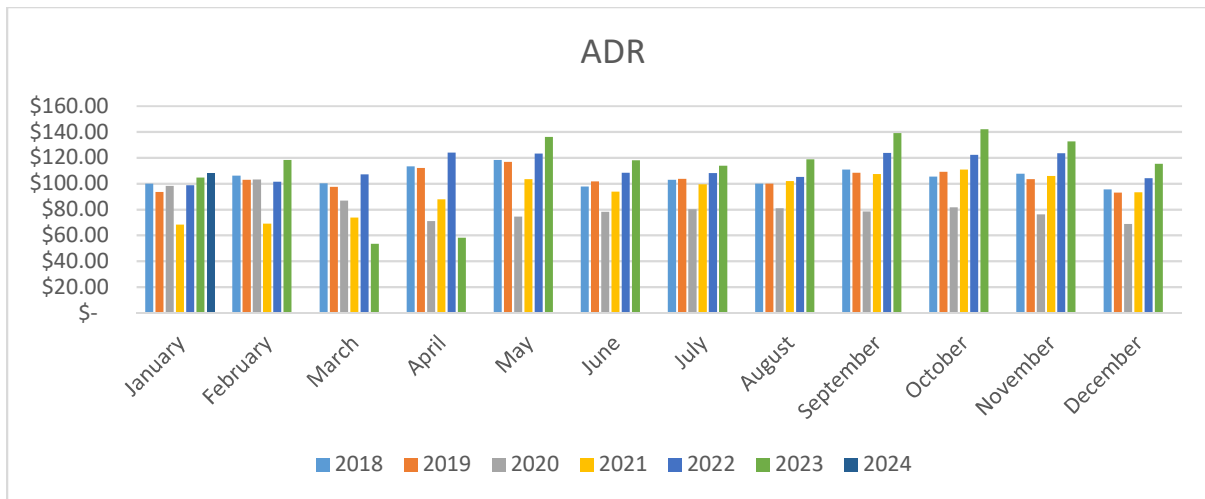
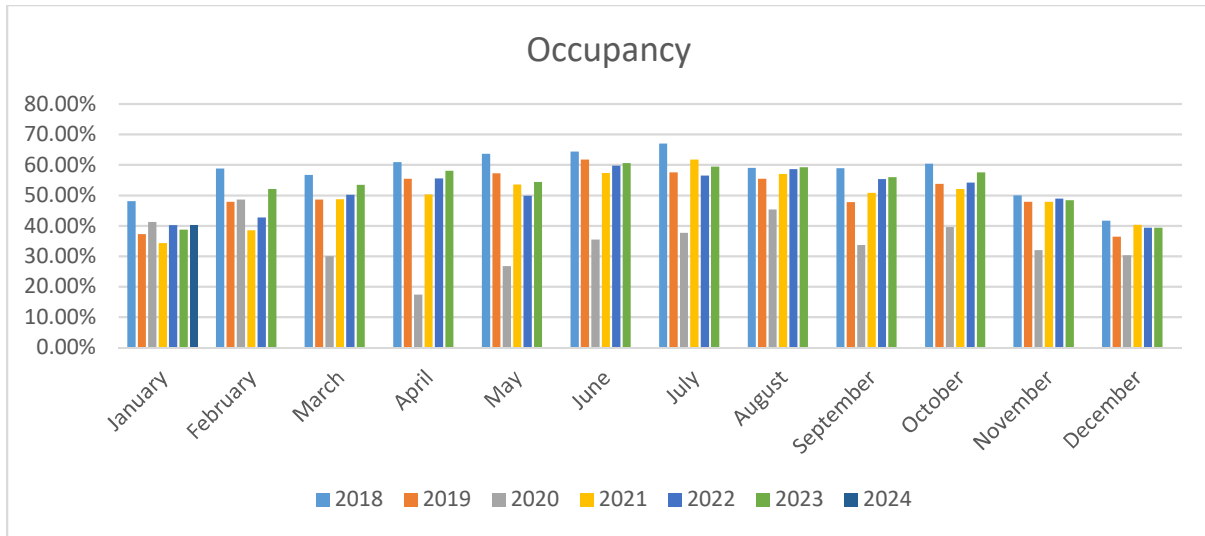
- 1) Occupancy Percent: Reflects the percentage of rooms occupied
- 2) Average Daily Rate (ADR): Reflects the average rate paid for rooms sold
- 3) RevPAR: Reflects the revenue per available room
- 4) Room Supply: Reflects the number of rooms available
- 5) Room Demand: Reflects the number of rooms sold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



	Current Month - January 2024 vs January 2023												Year to Date - January 2024 vs January 2023												Participation			
	Occ %		ADR		RevPAR		Percent Change from January 2023						Occ %		ADR		RevPAR		Percent Change from YTD 2023						Properties		Rooms	
	2024	2023	2024	2023	2024	2023	Occ	ADR	RevPAR	Room Rev	Room Avail	Room Sold	2024	2023	2024	2023	2024	2023	Occ	ADR	RevPAR	Room Rev	Room Avail	Room Sold	Census	Sample	Census	Sample
Kansas State	42.9	45.6	94.39	91.08	40.47	41.54	-6.0	3.6	-2.6	-3.0	-0.4	-6.4	42.9	45.6	94.39	91.08	40.47	41.54	-6.0	3.6	-2.6	-3.0	-0.4	-6.4	714	437	47947	37122
Emporia, KS+	41.7	48.8	94.17	87.61	39.23	42.79	-14.7	7.5	-8.3	-8.8	-0.5	-15.1	41.7	48.8	94.17	87.61	39.23	42.79	-14.7	7.5	-8.3	-8.8	-0.5	-15.1	12	10	608	549
Lafayette, IN+	52.9	51.5	93.38	90.11	49.40	46.43	2.7	3.6	6.4	6.4	0.0	2.7	52.9	51.5	93.38	90.11	49.40	46.43	2.7	3.6	6.4	6.4	0.0	2.7	26	25	2234	2154
Lincoln, NE+	38.4	41.3	90.97	90.73	34.97	37.45	-6.9	0.3	-6.6	-6.7	-0.0	-6.9	38.4	41.3	90.97	90.73	34.97	37.45	-6.9	0.3	-6.6	-6.7	-0.0	-6.9	66	50	5326	4545
Iowa City, IA+	45.6	41.2	103.13	104.21	46.99	42.91	10.7	-1.0	9.5	9.5	0.0	10.7	45.6	41.2	103.13	104.21	46.99	42.91	10.7	-1.0	9.5	9.5	0.0	10.7	12	10	1244	1120
Stillwater, OK+	35.0	39.3	85.01	83.65	29.72	32.84	-10.9	1.6	-9.5	-0.6	9.8	-2.2	35.0	39.3	85.01	83.65	29.72	32.84	-10.9	1.6	-9.5	-0.6	9.8	-2.2	19	14	1542	1220

A blank row indicates insufficient data.

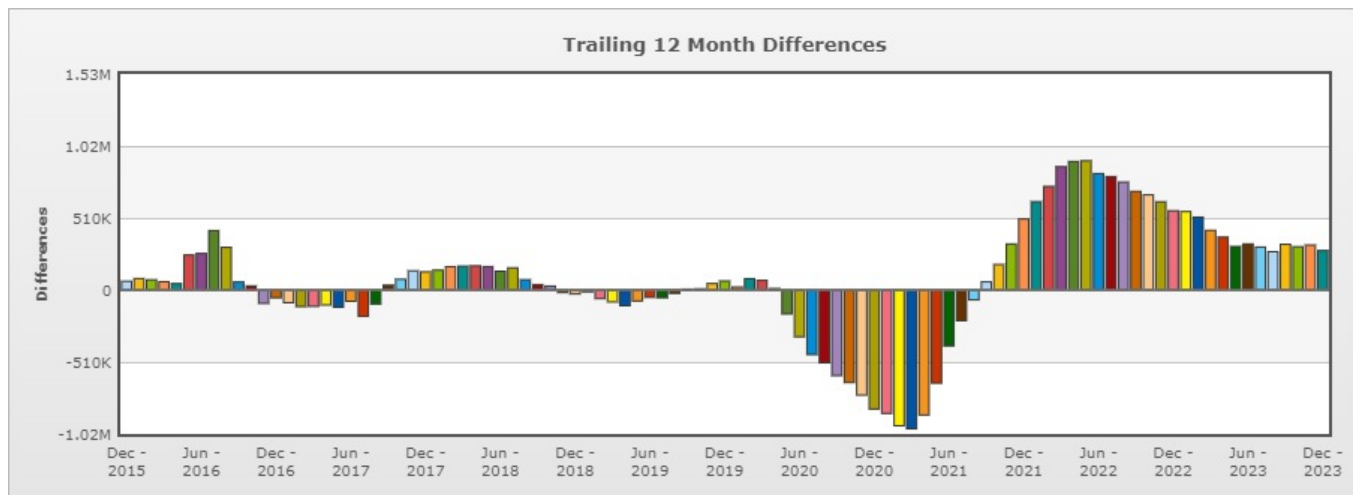
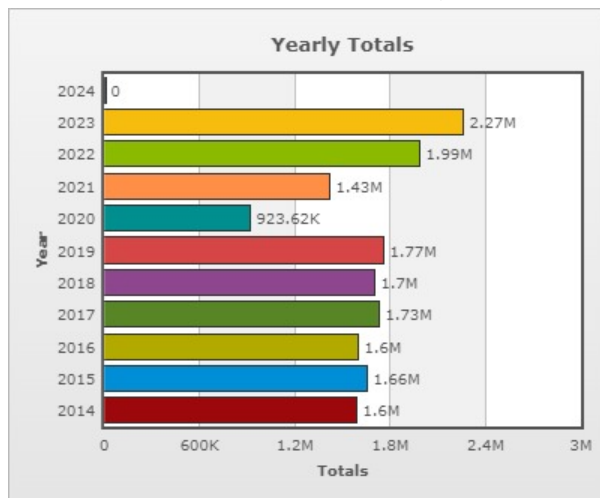
Year over Year comparison. For internal use only.











Month	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	2023/2024 % change
January	65,431	73,828	101,382	93,738	98,184	118,323	95,446	41,690	111,162	174,977	80,181	-54.18%
February	46,262	77,086	99,205	94,007	113,533	84,797	115,542	58,116	108,425	119,220	0	
March	71,663	95,280	105,298	116,791	132,019	123,763	103,118	61,061	158,537	162,399	0	
Qtr 1	183,356	246,194	305,885	304,536	343,736	326,883	314,106	160,867	378,124	456,596	80,181	-54.18%
April	109,986	124,152	124,594	134,997	147,412	133,185	61,358	87,896	151,582	167,214	0	
May	308,157	126,642	147,762	152,491	152,041	184,797	37,870	116,471	199,887	217,061	0	
June	215,298	183,250	161,930	183,216	171,487	185,634	38,022	154,237	180,085	224,361	0	
Qtr 2	633,441	434,044	434,286	470,704	470,940	503,616	137,250	358,604	531,554	608,636	0	
July	97,830	37,085	138,574	133,188	152,087	168,245	58,308	127,254	174,977	200,428	0	
August	139,165	211,166	164,378	204,992	161,411	149,099	78,147	154,104	190,619	193,987	0	
September	95,602	235,022	128,957	155,957	148,506	170,578	102,374	161,468	154,860	200,813	0	
Qtr 3	332,597	483,273	431,909	494,137	462,004	487,922	238,829	442,826	520,456	595,228	0	
October	211,198	197,756	156,868	157,890	148,412	140,822	83,871	150,112	191,637	216,140	0	
November	88,345	177,325	142,512	167,915	147,600	164,907	93,603	167,993	193,553	231,109	0	
December	146,836	119,115	131,421	136,028	130,316	142,582	55,963	145,672	171,800	173,543	0	
Qtr 4	446,379	494,196	430,801	461,833	426,328	448,311	233,437	463,777	556,990	620,792	0	
Year Totals:	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	2,281,252	80,181	-54.18%

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



Year-Over-Year	Supply & Demand	Revenue	Occupancy	Nightly Rates	LOS & BLT	Pacing	Market Compari...	Data
----------------	-----------------	---------	-----------	---------------	-----------	--------	-------------------	------

Monthly Trend: January '24

<div>Revenue</div> <div>\$400k</div> <div> 1.6% vs January '23</div>	<div>Average Daily Rate</div> <div>\$169</div> <div> 13.1% vs January '23</div>	<div>RevPAR</div> <div>\$72</div> <div> 11.7% vs January '23</div>
<div>Available Listings</div> <div>227</div> <div> 11.8% vs January '23</div>	<div>Booked Listings</div> <div>207</div> <div> 12.5% vs January '23</div>	<div>Occupancy Rate</div> <div>43%</div> <div> 1.6% vs January '23</div>

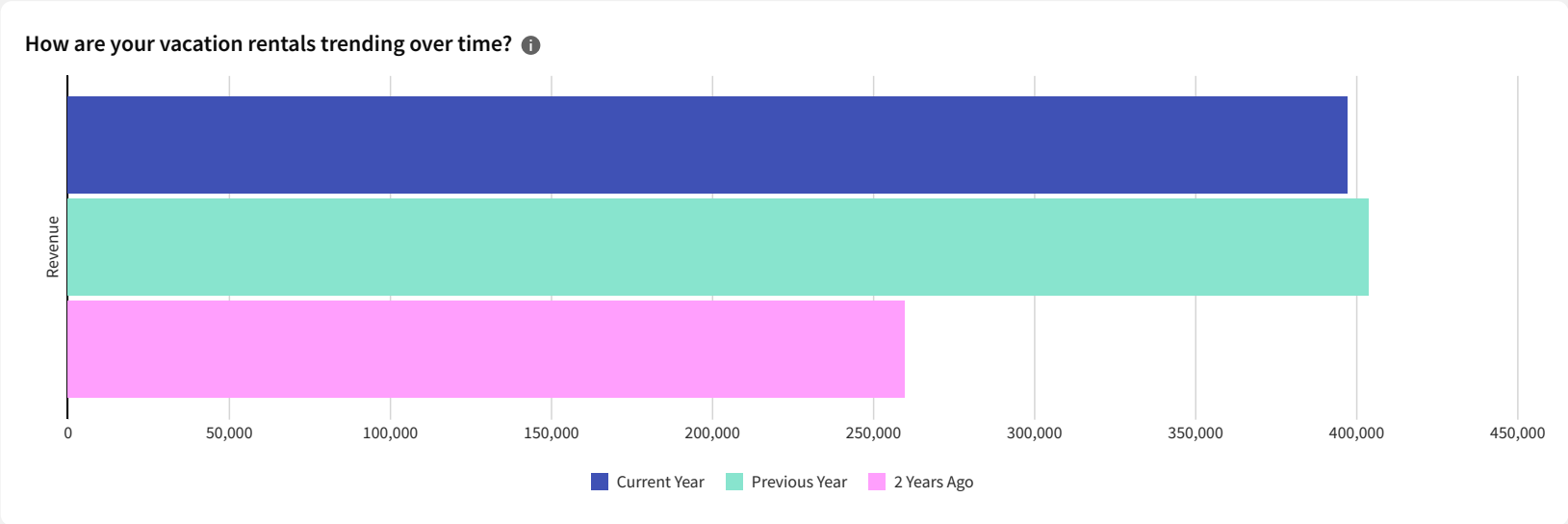
Year-Over-Year Change

Month


Jan 2024

Metric Type


Revenue



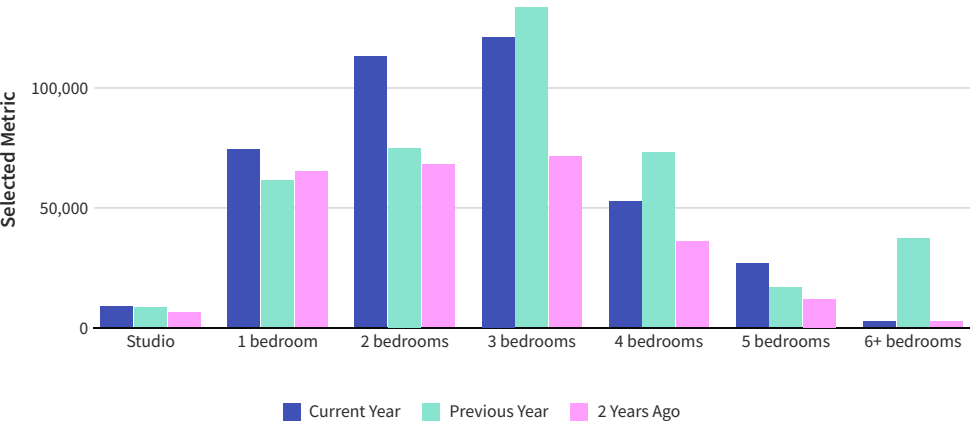
1-Year Percent Change

 1.6%

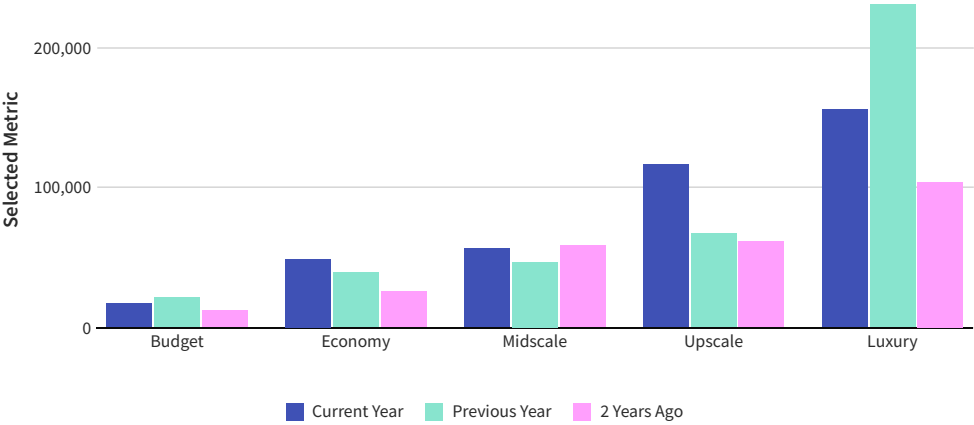
2-Year Percent Change

 53.0%

How are your vacation rentals trending by bedroom?



How are your vacation rentals trending by price tier? ⓘ



Supply & Demand

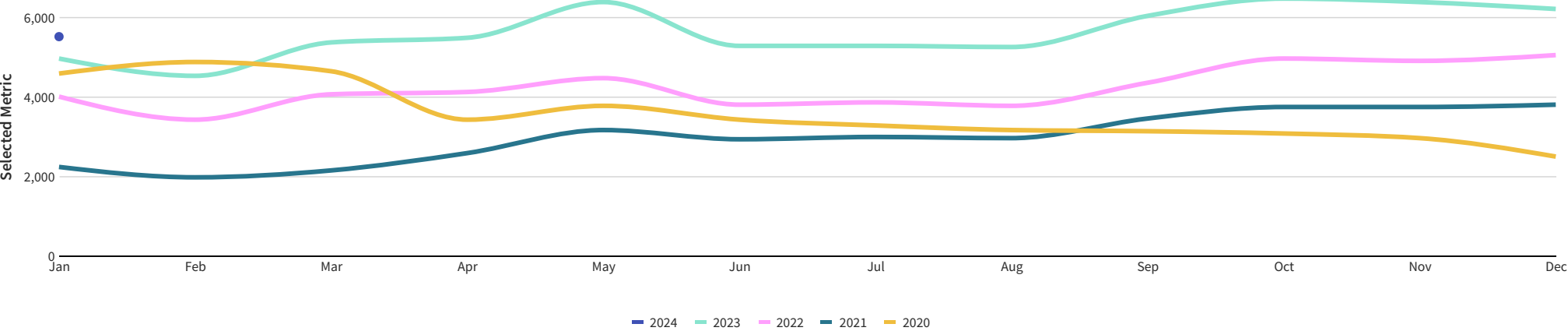
Year

(5) 2024, 2023, 2022, 2021, ... × ▾

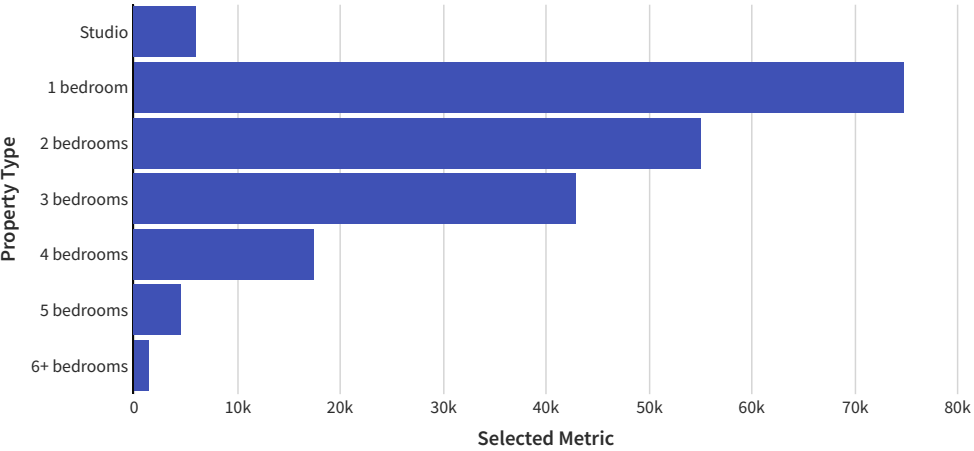
Metric Type

Supply × ▾

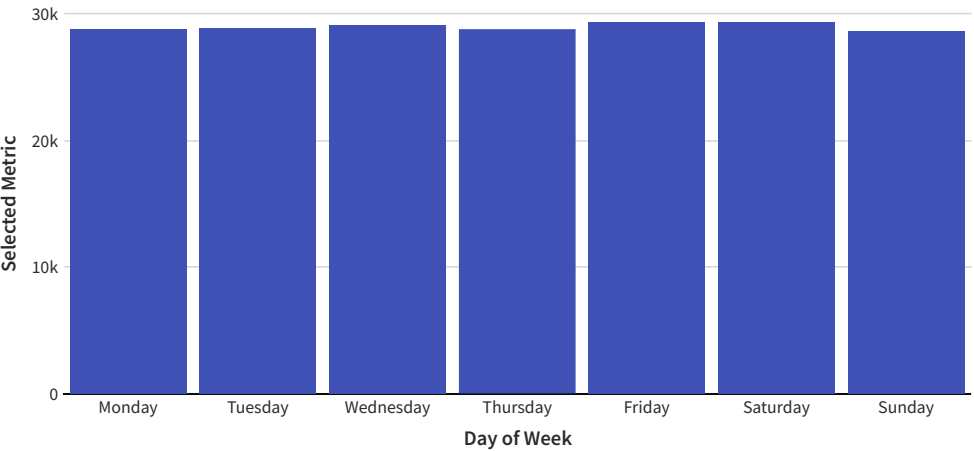
What is the short-term rental supply in your destination?



How much supply is there by bedroom?



How much supply is there by day of week?



Revenue

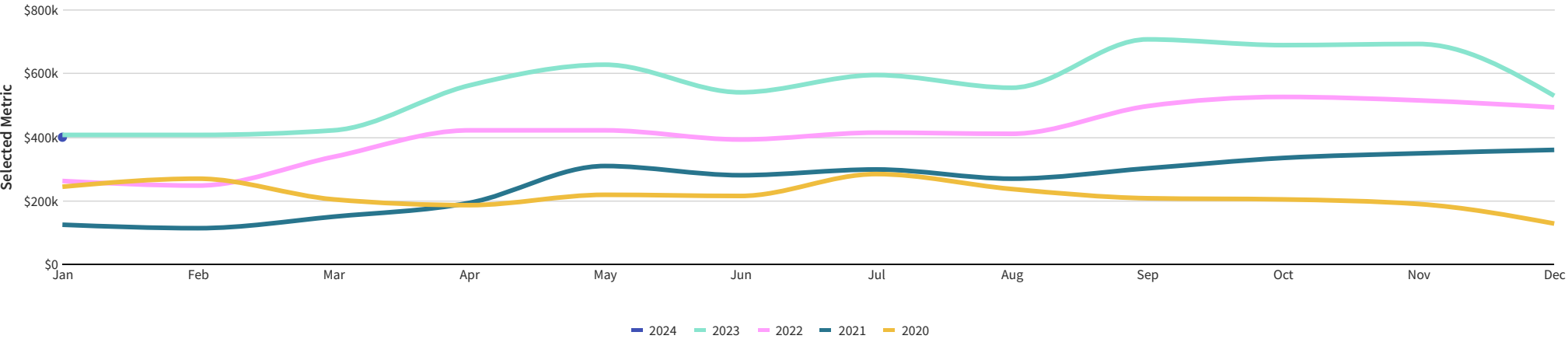
Year

(5) 2024, 2023, 2022, 2021, ... ×

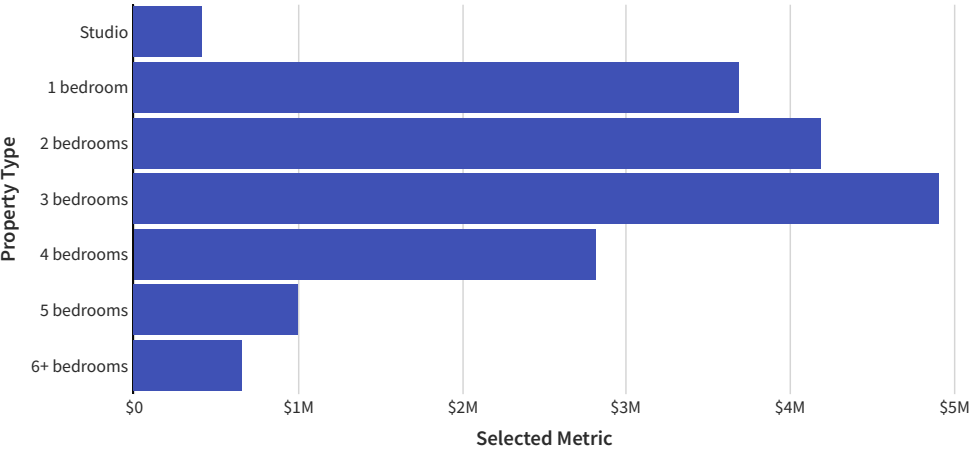
Metric Type

Revenue ×

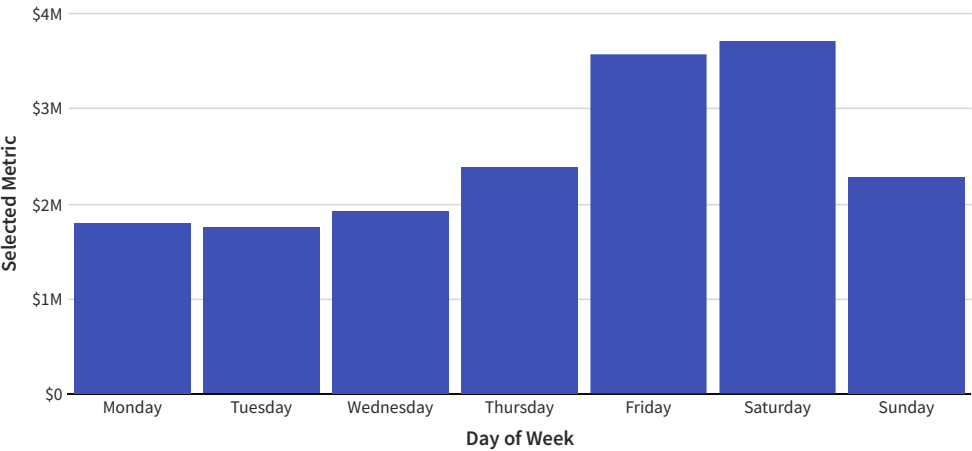
How much revenue do vacation rentals generate in your market? ⓘ



How much revenue did listings earn by bedroom? ⓘ



How much revenue did listings earn by day of week? ⓘ

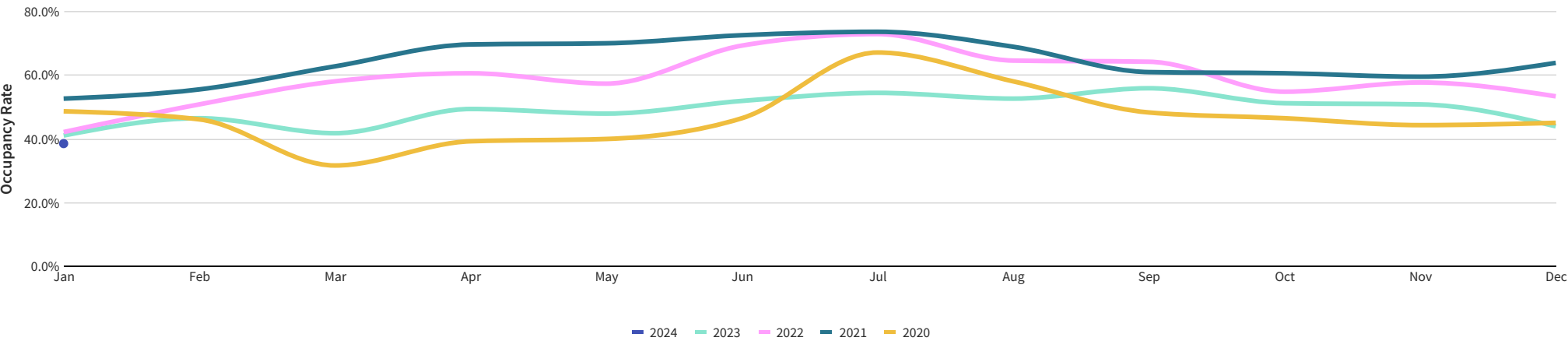


Occupancy

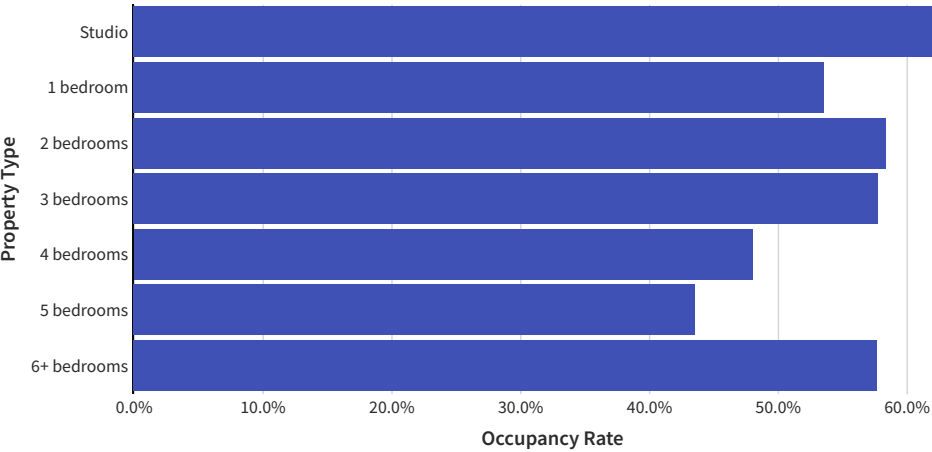
Year

(5) 2024, 2023, 2022, 2021, ... × ▾

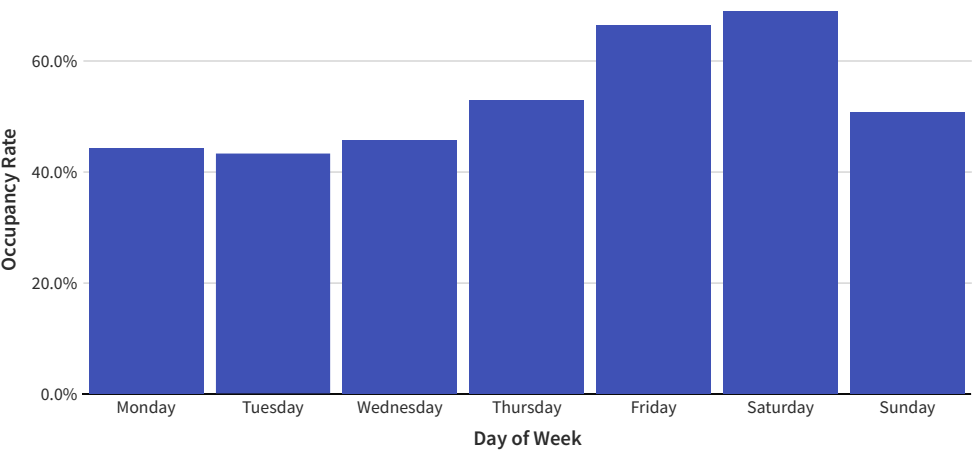
What percentage of the month was occupied?



What was the occupancy rate by bedroom?



What was the occupancy rate by day of week?

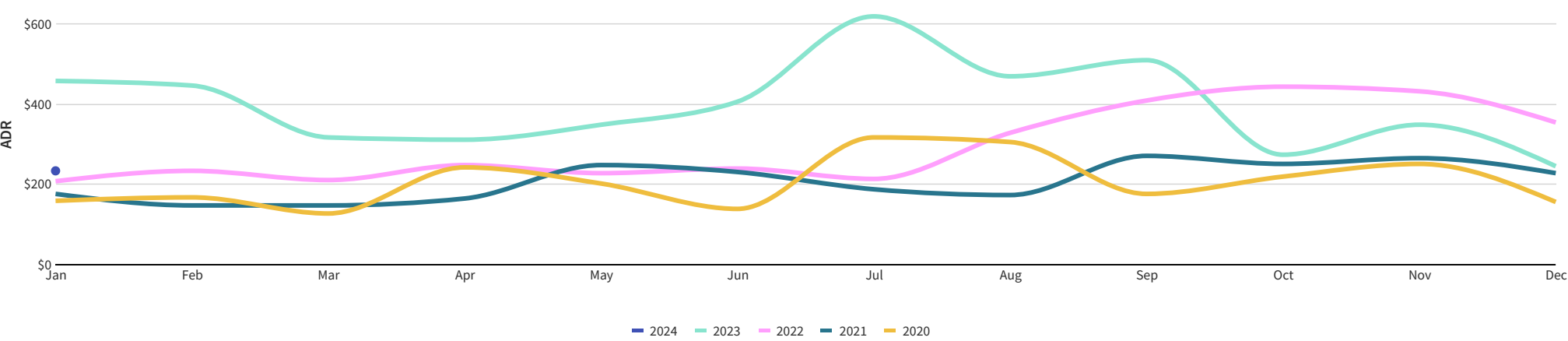


Nightly Rates

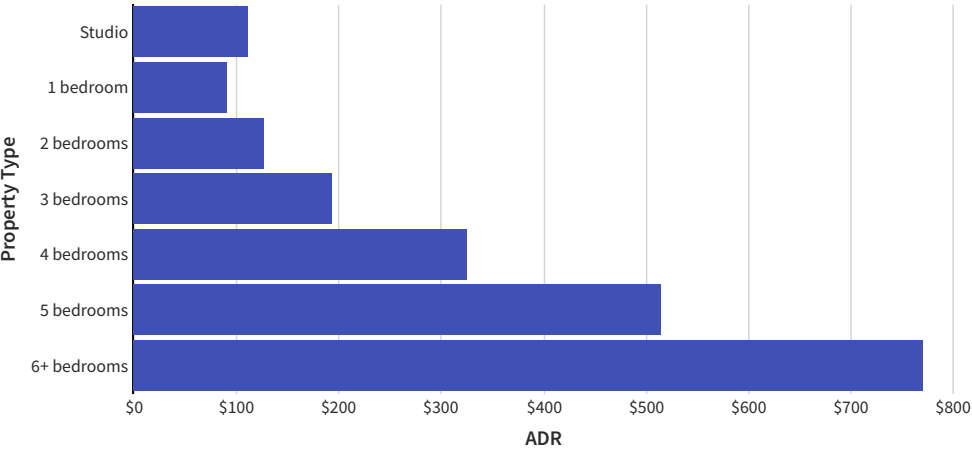
Year

(5) 2024, 2023, 2022, 2021, ... × ▾

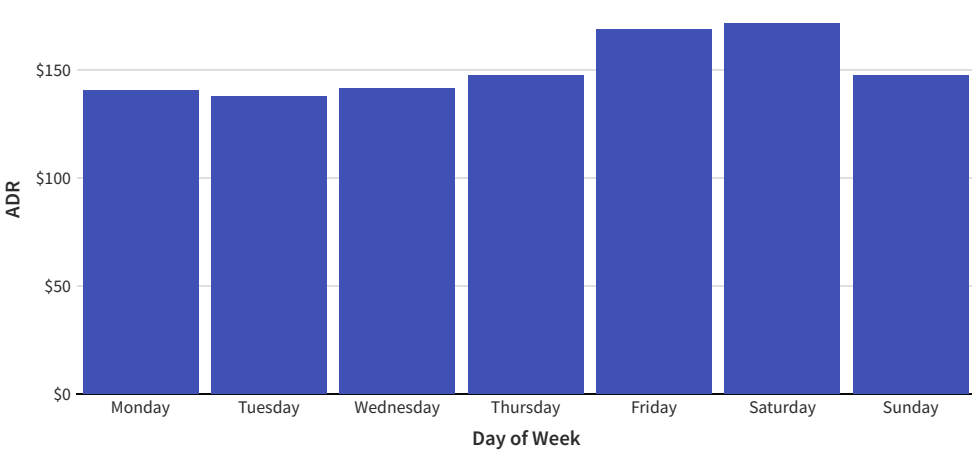
How much do vacation rentals charge per night?



What are the nightly rates by bedroom?



What are the nightly rates by day of week?



Length of Stay & Booking Lead Time

Year

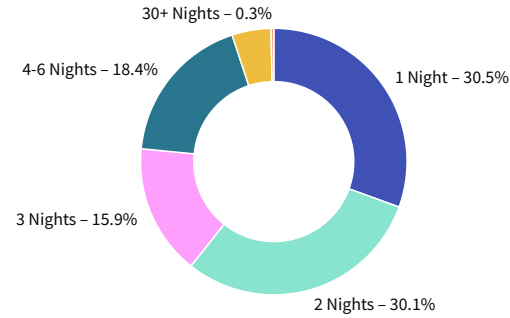
2023

Metric Type

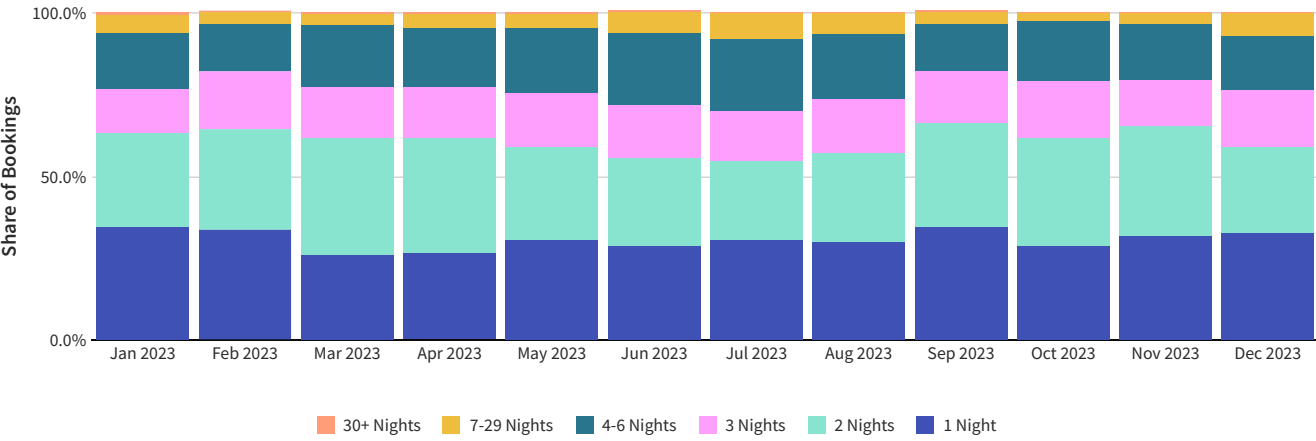
Length of Stay

What is the average length of stay in your destination?

2.8



How have lengths of stay changed over time?



Pacing

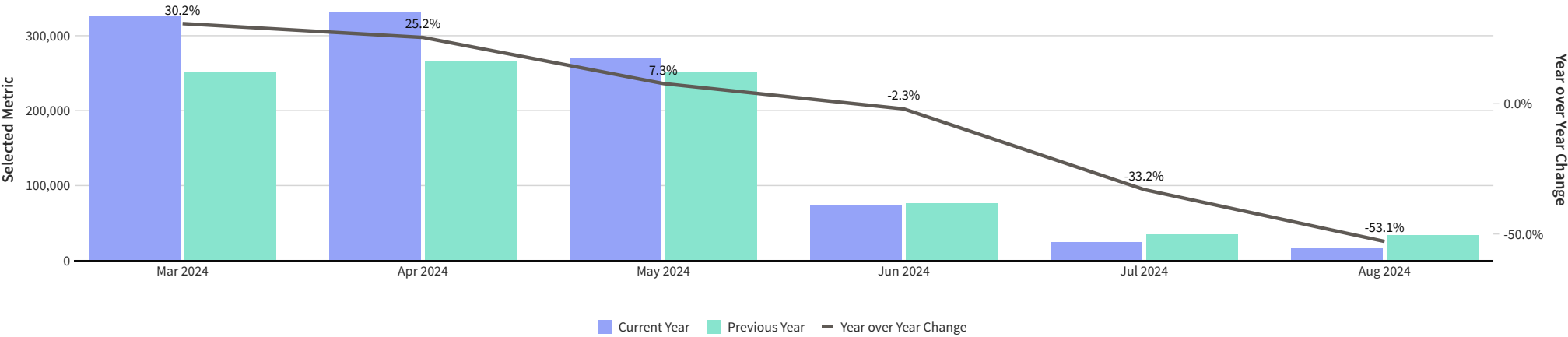
Metric Type

Revenue

Market

Lawrence, Kansas

How is the future pacing compared to the same period last year? ⓘ



Pacing last updated: Feb 01, 2024

Market Comparison

Color Map by

Demand

Submarket

Select values



Market Type

Submarket

Market

Select values

Month Selection

Select values

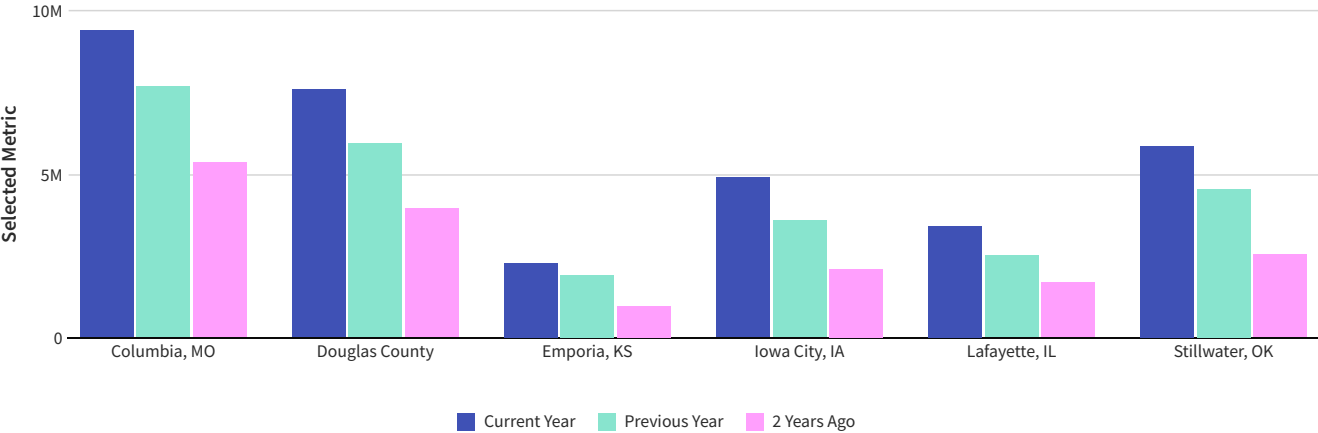
Metric Type

Revenue

How did short-term rentals perform in your submarkets an...

Name	Available Listings	Booked Listings	Supply
Columbia, MO	391	359	109,331
Douglas County	262	247	76,969
Emporia, KS	91	81	23,909
Iowa City, IA	155	145	42,636
Lafayette, IL	150	141	40,796
Stillwater, OK	280	257	79,111

How are short-term rentals trending in your submarkets and comp markets year over year? ⓘ



Data

How are your vacation rentals trending by market over time?

Period	Market Type	Market	Supply	Demand	Revenue	ADR	RevPAR	Available Listings	Booked Listings	Occupancy Rate	Length of Stay
Jan 2024	Competitive Market	Fayetteville, AR	15,896	5,353	\$1,021,980	\$191	\$64	667	544	34%	2.9
Jan 2024	Competitive Market	Johnson County	14,341	5,477	\$946,649	\$173	\$66	603	524	38%	2.9
Jan 2024	Competitive Market	Lawrence, Kansas	5,514	2,350	\$397,336	\$169	\$72	227	207	43%	3.0
Jan 2024	Submarket	Douglas County	6,262	2,594	\$455,336	\$176	\$73	260	234	41%	3.0
Jan 2024	Competitive Market	Manhattan, KS	5,603	1,763	\$289,319	\$164	\$52	256	205	31%	2.7
Jan 2024	Submarket	Columbia, MO	8,266	2,902	\$429,242	\$148	\$52	362	286	35%	3.0
Jan 2024	Competitive Market	Wichita, KS	11,452	3,955	\$536,104	\$136	\$47	484	407	35%	2.9
Jan 2024	Submarket	Stillwater, OK	6,051	1,738	\$220,922	\$127	\$37	278	201	29%	3.3
Jan 2024	Competitive Market	KCK	3,275	1,353	\$207,756	\$154	\$63	148	125	41%	3.0
Jan 2024	Competitive Market	Topeka, KS	2,562	1,113	\$141,763	\$127	\$55	108	99	43%	3.3
Jan 2024	Submarket	Emporia, KS	1,656	402	\$131,212	\$326	\$79	71	58	24%	2.4
Jan 2024	Competitive Market	Salina, KS	1,072	462	\$62,189	\$135	\$58	42	37	43%	3.2
Jan 2024	Submarket	Lafayette, IL	3,199	1,199	\$192,740	\$161	\$60	154	126	37%	2.9
Jan 2024	Competitive Market	Lubbock, TX	20,351	7,459	\$1,191,163	\$160	\$59	941	736	37%	2.9
Jan 2024	Submarket	Iowa City, IA	3,347	1,132	\$233,268	\$206	\$70	140	127	34%	2.9
Dec 2023	Submarket	Stillwater, OK	7,291	2,575	\$501,056	\$195	\$69	322	274	35%	3.3
Dec 2023	Competitive Market	Emporia, KS	10,070	3,070	\$1,100,077	\$200	\$70	500	311	300%	3.0



Staff Retreat

Friday, January 12, 2024 9:30 am – 3:30 pm 10th & Mass - LAC

Attendees: Kim Anspach, Laura Carbrey, Allison Calvin, Ruth DeWitt, Laurel Nagengast, Calley Vance

I. Welcome and Introductions

- Executive Director
 - Plans for the Day; Sorting exercise
- Facilitator
 - *Why is the work of eXplore Lawrence important?*
 - *What is one fun thing you love about your job?*
 - Calley: Our work is a community Service. Loves answering random visitor questions
 - Ruth: Economic Development side of the work and creating a cycle of prosperity
 - Laura: Community and opening up of her perspective. Fun is putting the puzzle together and overcoming a NO
 - Allison: Economic impact of our work and supporting businesses. Building the message of community support. Loves that every day can be different.
 - Laurel: Loves sharing Lawrence with people and being the neutral entity that can uplift diverse voices and help makes difference.
 - Kim: the community impact of our work. The serious work of economic development discussed as fun. Loves seeing the team grow and develop and succeed.

II. Great Team for a Great Year

- Personality Strengths and Work Styles
 - Strength Deployment Inventory (SDI)
 - Similarities, Differences, and Conflict sequences
- SDI Communication and teamwork

- SDI discussions at Staff Meeting. This can help us communicate and deploy ourselves more effectively.
- Adding a post Change/Delta discussion after large projects and events:
 - What went well and would do again
 - What do we need to do differently next time
 - Put these in notes for this event on our shared folder for the next time
 - Frame the future in a positive way.

III. Five Focus Areas

- Team and Self
 1. Clarity
 2. Protecting bandwidth
 3. Using our resources and tools
 4. Proactive thinking
 5. Review and refine process
- What does that mean to us?
 1. Clarity: defining priorities in a given situation.
 - Understanding our purpose and eXplore Lawrence's role in the community
 - Clear and concise goals as team. Are our individual goals helping the entire team?
 - Defining success for 2024. How do we assess next year if this was a good year?
 2. Protecting our Bandwidth
 - a. Saying no to projects that don't align with our priorities and goals.
 - b. Use our strategic plan to be able to say no to a really good idea because it doesn't align to our goals.
 - c. Organization and regular check ins with annual goals.
 - d. No yearend scramble
 - e. Reevaluating the projects we agreed to and if we want to continue with them and how to structure it so they are less taxing.
 - f. Self-preservation on physical and time demands.
 - g. Reasonable and manageable workload.
 - h. Picking projects that are actually doing what we need as an organization.

3. Using our resources and Tools
 - a. Resource audit. What programs do we use? Why do we use them? Do we need them? What can we cut and what do we need?
 - b. What tools are the most robust, what ones have you never heard of?
 - c. How do we fully leverage the tools at our disposal?
 - d. Can we save money and cut these?
 - e. Chunk this out and address a few at a time and not all at once.
4. Proactive Thinking
 - a. Thinking about events and what past struggles we've had and addressing them before they occur again
 - b. After action debriefs. Schedule a time to go over.
 - i. Plus/delta debrief
 - c. Anticipate things
 - d. Give things enough time and space to prepare and debrief
5. Review and refine process
 - a. Sales team needs to build a process from scratch for the sales life cycle.
 - b. What is known to work?
 - c. Who is going to do what?
 - d. Build around one another's strengths.
 - e. Create what works for us.

IV. Strategic Goals and Priorities

- Successes in 2023
 - Retail Sales at the Visitors Center best ever.
 - Increased follower counts on social and organic traffic to website and organic engagement.
 - Sales department 6 difference conferences in 2023 and made a log of good connections.
 - Landed new event from the trade show.
 - We have expanded our knowledge base and working relationships in the Sales department and campus.
 - Winter Wonder Pass development and success
 - Allison hired
 - We are viewing the challenges in our road as opportunities and working on plans to address the issues. Not feeling defeated by these things, but approaching with optimism and

opportunity mindset.

- Conveners of the community.
- Final Fridays at the VC
- Crushing the Sale Goals
- Ruth hired.
- Launched and promoted 4 separate passes. Winter Wonder Pass Blew away previous benchmarks of success
- Blew away our website goals
- Best visitation on record at VC
- Board goals 2024-2026
 - Debriefing the Board Retreat
 - Board is strong
 - Good rapport
 - Diverse Board in sector representation
 - Good access to decision makers and direct line to chancellor through David.
 -
- 2024 Staff priorities
 - *What is my role?*

V. Next Steps

- Staff Retreat follow-up: Mapping 2024 priorities to strategic plan
- Deploying SDI strengths

**LOCAL
FRIENDLY
PROUD**

**BE A LOCAL
EXPERT**

**UNMISTAKABLY
LAWRENCE TOURISM
AMBASSADOR CLASS**



MARCH 26

9:00 AM - 12:00 PM

SPENCER MUSEUM

1301 MISSISSIPPI ST