



eXplore Lawrence Board Meeting Agenda

Friday 2/27/26

1 P.M. Carnegie Building

Time	Agenda Topic	Discussion Leader	Action Needed
1:00-1:05	Welcome and Celebrations	Heidi	I
1:05-1:10	Approval of Minutes	Heidi	A
1:10-1:20	Financial Report	Heather/Kim	I/D
1:20-1:45	Staff Reports <ul style="list-style-type: none"> • Sales • Marketing • Community Relations 	Kim/Ruth	I/D
1:45-2:00	Director Report <ul style="list-style-type: none"> • Use of Transient Guest Tax Funds Agreement (A) • Board Retreat and Staff Retreat North Stars (D) • Appointment (I) • Review of TGT Collections (I) 	Kim	A/I/D

Agenda Code: A= Approval C= Consensus D= Discussion I = Information

Mission: eXplore Lawrence benefits the local economy by attracting diverse visitors, groups, and events to the City.



Explore Lawrence

Board of Directors Meeting

January 16, 2026 **BOARD RETREAT**

Present: Heidi Champagne, Chair, Emily Peterson, Margann Bennett, Mike Logan, Heather Shull, Tina Tourillott, Mayor Brad Finkeldei, Marlo Angell, Katie VanderVelde

Absent: Drew Gaschler, Lindsay Hart

Staff: Kim Anspach, Executive Director, Ruth DeWitt, Director of Community Relations, Chris Herman, Director of Sales, Jennie Nguyen, Director of Marketing

Heidi called the retreat to order at 12:16 PM

We started with introductions to welcome new board members.

EXPECTATION SETTING FOR THE RETREAT

This retreat is about setting clear, realistic goals and organizational priorities for the year. We are also spending time in defining the board's role in achieving those goals and what success looks like to them. Staff will incorporate this work in their retreat in mid-February.

BOARD ITEMS/MINUTES/FINANCIALS:

Kim reminded all members to sign their conflict of interest forms.

The Farmer's Market asked for a letter of support for their permanent site project. Kim has drafted the letter and can sign as the director, or on behalf of the board. The board agreed to sign the letter, although Heather remembered that Tina had a conflict with a previous letter. Kim will check.

The board approved the letter (MSP Emily, Heather).

Approved December minutes (Emily, Heidi). Marlo abstained, as she wasn't on the board.

Kim presented the financials. Tina was moving out of the treasurer's role, and Heather hasn't been in office yet. Kim said there are no concerns or discrepancies. All income including TGT remits are in. The merchandise line from the visitor center is not in, because we are no longer there.

We're not receiving income from Freedom's Frontier, and the Kansas Tourism grant reimbursement will start when we submit expenses on the mobile project.

The board accepted the financials.

STAFF AND EXECUTIVE DIRECTOR REPORTS:

Kim encouraged the board to read the staff reports in the packets on their own time.

RETREAT

Kim asked each director to present their department's focus and goals for the upcoming year, and how their department aligns with the other departments.

SALES:

Chris presented the sales report – summarizing 2025, and his goals for the department for 2026. He asked the board for input on conference ideas (associations they belong to) and any groups they might know who meet in the region but haven't been to Lawrence. The board gave great input and had good questions about the sales plan.

MARKETING:

Jennie presented the marketing plan for 2026. She explained the target markets, campaigns, and the world cup activities for the year.

COMMUNITY RELATIONS:

Ruth presented on three initiatives under community relations:

- The Mobile Visitor Center update
- The World Cup Readiness – update and planning under Lawrence 2026 (formerly the Lawrence/Douglas County incident command structure)
- Visitor Economy and Advocacy

BOARD SMALL GROUP WORK:

The board divided into small groups and worked to provide direction and set a vision for the upcoming year in three areas:

- Growth/Leveraging New Opportunities
- The Board as Advocates
- Storytelling

Kim will compile the board feedback, integrate it into the staff retreat planning meeting and provide a summary/document for the board's February meeting.

The board affirmed their commitment to the priorities set, and will work moving forward together in 2026.

ADJOURNMENT:

The meeting adjourned 4:15 pm.

The next meeting of the board is scheduled for February 27 at 1:00 PM at the Carnegie Building.

Respectfully submitted,
Ruth DeWitt

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

	Dec 31, 25
ASSETS	
Current Assets	
Checking/Savings	
1020 · US Bank Checking	695,151.75
1030 · US Bank Money Market	229,820.32
1050 · Reserve Fund	334,533.08
1060 · Petty Cash	40.00
Total Checking/Savings	1,259,545.15
Other Current Assets	
1420 · Prepaid Expenses	4,934.06
Total Other Current Assets	4,934.06
Total Current Assets	1,264,479.21
Fixed Assets	
2150 · Vehicles	76,000.00
2200 · Leasehold Improvement	107,174.01
2500 · Accumulated Depreciation	-113,510.98
Total Fixed Assets	69,663.03
Other Assets	
1225 · Deposits	3,100.00
Total Other Assets	3,100.00
TOTAL ASSETS	1,337,242.24
LIABILITIES & EQUITY	
Liabilities	
Current Liabilities	
Accounts Payable	
3000 · Accounts Payable	102,294.10
Total Accounts Payable	102,294.10
Credit Cards	
2109 · Credit Card - US Bank 2981	4,543.28
Total Credit Cards	4,543.28
Other Current Liabilities	
3100 · Payroll Liabilities	
Garnishment Payable	1,072.24
3105 · Accrued Payroll	14,867.28
3110 · Federal & FICA Payable	1,137.35
3111 · KS Withholding Payable	944.00
3112 · FUTA Payable	380.49
3113 · KS SUTA Payable	59.15
Total 3100 · Payroll Liabilities	18,460.51
3150 · 401(K) W/H Payable	1,939.25
Total Other Current Liabilities	20,399.76
Total Current Liabilities	127,237.14
Total Liabilities	127,237.14
Equity	
4100 · Beginning Fund Balance	1,035,188.86
Net Income	174,816.24
Total Equity	1,210,005.10

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

	Dec 31, 25
TOTAL LIABILITIES & EQUITY	<u>1,337,242.24</u>

EXPLORE LAWRENCE INC
Profit & Loss Budget Performance
December 2025

	Dec 25	Budget	Jan - Dec 25	YTD Budget	Annual Budget
Ordinary Income/Expense					
Income					
5000 - Guest Tax	0.00	115,833.33	1,391,000.00	1,390,000.00	1,390,000.00
5100 - Visitors Guide	0.00	2,083.33	28,052.50	25,000.00	25,000.00
5200 - Merchandise Sales	0.00	833.33	798.06	10,000.00	10,000.00
5500 - DMI	0.00	1,250.00	9,711.46	15,000.00	15,000.00
5600 - Co-Op Marketing	0.00	833.33	12,300.00	10,000.00	10,000.00
5660 - DTN	0.00	500.00	5,745.60	6,000.00	6,000.00
5665 - Kansas Tourism Grant	0.00	3,333.33	0.00	40,000.00	40,000.00
5670 - Bid Fund	0.00	8,250.00	99,000.00	99,000.00	99,000.00
5700 - Miscellaneous Income	53.00	250.00	2,212.17	3,000.00	3,000.00
Total Income	53.00	133,166.65	1,548,819.79	1,598,000.00	1,598,000.00
Cost of Goods Sold					
6100 - Merchandise Cost	0.00	416.66	0.00	5,000.00	5,000.00
Total COGS	0.00	416.66	0.00	5,000.00	5,000.00
Gross Profit	53.00	132,749.99	1,548,819.79	1,593,000.00	1,593,000.00
Expense					
7000 - Payroll Expense					
7081 - Payroll	43,860.38	39,452.92	417,303.39	473,435.00	473,435.00
7083 - Accrued Payroll Expense	4,085.46		3,682.73		
7260 - Retirement Plan	2,106.49	1,916.66	19,841.25	23,000.00	23,000.00
7065 - Health Insurance	2,951.52	4,166.66	46,146.38	50,000.00	50,000.00
7070 - Incentive Program	0.00	1,250.00	7,643.71	15,000.00	15,000.00
Total 7000 - Payroll Expense	53,023.85	46,786.24	494,623.46	561,435.00	561,435.00
7100 - Payroll Tax Expense					
7100.1 - FICA Expense	3,669.41		32,790.66		
7100.2 - FUTA Expense	25.71		380.49		
7100.3 - SUTA Expense	27.19		352.68		
Total 7100 - Payroll Tax Expense	3,722.31		33,523.83		
7600 - Programs					
7601 - Advertising					
7601.4 - Public Relations	100.00	3,208.34	28,441.92	38,500.00	38,500.00
7601.6 - Visitor Guide Distribution	0.00	1,916.66	17,100.00	23,000.00	23,000.00
7601.8 - Digital	55,924.52	22,949.58	241,870.52	275,395.00	275,395.00
7601.9 - Partner Media Buy Program	0.00		250.00		
7601.10 - Magazine	0.00		8,865.00		
7601.12 - Content	4,035.22	1,750.00	27,205.32	21,000.00	21,000.00
7601.14 - Outdoor	0.00	916.66	0.00	11,000.00	11,000.00
7601.15 - COOP Marketing Expense	0.00	416.66	4,241.78	5,000.00	5,000.00
7601.19 - Publications	0.00	433.33	685.00	5,200.00	5,200.00
7601.2 - Design	716.53	433.33	11,452.78	39,000.00	39,000.00
7601.21 - Opportunity Fund	12,500.00	3,250.00	19,104.82	19,500.00	19,500.00
7601.22 - Tracking	0.00	1,625.00	18,500.00	21,455.00	21,455.00
7601 - Advertising - Other	0.00	1,787.91	0.00		
Total 7601 - Advertising	73,276.27	38,254.14	378,717.14	459,050.00	459,050.00
7619 - Incentive Travel					
7619.0 - General Fund	0.00	166.67	1,237.66	2,000.00	2,000.00
7619.1 - Committed Incentives	3,500.00	583.33	7,592.00	7,000.00	7,000.00
7619.2 - New Business	0.00	1,250.00	102.59	15,000.00	15,000.00
Total 7619 - Incentive Travel	3,500.00	2,000.00	8,932.25	24,000.00	24,000.00
7625 - Simpleview Data Base	0.00	1,416.67	19,205.00	17,000.00	17,000.00
7641 - Promotional Materials	3,296.28	1,686.67	19,167.73	20,000.00	20,000.00

EXPLORE LAWRENCE INC
Profit & Loss Budget Performance
December 2025

	Dec 25	Budget	Jan - Dec 25	YTD Budget	Annual Budget
7642 - Trade Shows					
7642.0 - General Fund	0.00	583.33	5,247.09	7,000.00	7,000.00
7642.1 - Trade Show Travel	0.00	250.00	1,867.38	3,000.00	3,000.00
Total 7642 - Trade Shows	0.00	833.33	7,114.47	10,000.00	10,000.00
7643 - Website Hosting					
7644 - Printing and Reproduction	7,475.00	2,500.00	44,361.25	30,000.00	30,000.00
7645 - Special Projects	220.04	500.00	3,685.06	6,000.00	6,000.00
7648 - Bids	0.00	8,250.00	2,093.00	99,000.00	99,000.00
7649 - Visitors Guide	0.00	4,166.67	65,574.18	50,000.00	50,000.00
Total 7645 - Special Projects	0.00	12,416.67	67,657.18	149,000.00	149,000.00
Total 7600 - Programs	87,767.59	59,987.48	548,840.08	715,050.00	715,050.00
7620 - Meeting programs					
7650 - Mobile Visitors Center					
7650.11 - Vehicle Reg and Licensing	0.00	166.67	3,197.97	2,000.00	2,000.00
7650.12 - Vehicle Insurance	0.00	166.67	0.00	2,000.00	2,000.00
7650.13 - Event Registrations	0.00	833.33	0.00	10,000.00	10,000.00
7650.14 - Travel Expenses	0.00	666.67	0.00	8,000.00	8,000.00
7650.15 - Vehicle Maintenance	0.00	333.33	0.00	4,000.00	4,000.00
7650.16 - Merchandise	0.00	416.66	0.00	5,000.00	5,000.00
7650.2 - Van Build and Purchase Expenses	4,000.00	7,333.34	99,754.46	88,000.00	88,000.00
Total 7650 - Mobile Visitors Center	4,000.00	9,916.67	102,952.43	119,000.00	119,000.00
8200 - Admin and General					
8202 - Accounting	600.00	1,250.00	15,400.00	15,000.00	15,000.00
8203 - Rent	2,500.00	3,447.09	37,283.56	41,365.00	41,365.00
8204 - Software	81.00	416.66	6,774.10	5,000.00	5,000.00
8206 - Hardware	0.00	250.00	3,040.00	3,000.00	3,000.00
8210 - Technology Repair & Maintenance	2,174.81	833.34	8,237.57	10,000.00	10,000.00
8214 - Bank Service Charges	27.95	83.34	339.35	1,000.00	1,000.00
8214.1 - Bank Fees - Square	0.00	0.00	24.40	0.00	0.00
8218 - Cash Over/Short	0.00	0.00	-185.15	4,000.00	4,000.00
8225 - Board Expenses	680.80	333.34	2,200.94	3,000.00	3,000.00
8226 - Leased Equipment	322.58	250.00	5,085.27	20,000.00	20,000.00
8230 - Dues/Subscriptions/Memberships	7,862.75	1,666.66	27,713.58	8,000.00	8,000.00
8234 - Insurance	470.19	666.66	6,723.41	8,000.00	8,000.00
8238 - Utilities	0.00	416.66	1,440.78	5,000.00	5,000.00
8242 - Legal	0.00	362.50	2,025.00	4,350.00	4,350.00
8244 - Janitorial/Cleaning	148.00	183.34	2,448.12	2,200.00	2,200.00
8245 - Retirement Plan Fees/Admin	0.00	416.66	2,079.59	5,000.00	5,000.00
8247 - Office Supplies	79.56	258.34	4,480.79	3,100.00	3,100.00
8248 - Postage and Delivery	241.12	208.34	2,755.49	2,500.00	2,500.00
8250 - Storage	393.68	416.66	7,134.12	5,000.00	5,000.00
8251 - Misc. Office General	5,137.41	686.66	4,768.00	8,000.00	8,000.00
8282 - Travel & Meetings					
8282.10 - Professional Development	3,130.00	686.66	4,768.00	8,000.00	8,000.00
8282.11 - EL Hosted Events	21.86	750.00	5,576.49	5,000.00	5,000.00
8282.12 - Staff Travel	0.00	291.65	6,841.02	9,000.00	9,000.00
8282.13 - Meetings	618.31	208.34	2,531.82	3,500.00	3,500.00
8282.14 - Staff Employee Benefits	733.93	2,333.32	2,829.28	2,500.00	2,500.00
Total 8282 - Travel & Meetings	4,504.10	583.34	22,546.61	28,000.00	28,000.00
8283 - Telephone/Internet	802.35	14,376.25	11,934.34	7,000.00	7,000.00
Total 8200 - Admin and General	26,026.30	14,376.25	172,220.65	172,515.00	172,515.00

EXPLORE LAWRENCE INC
Profit & Loss Budget Performance

December 2025

Accrual Basis

	Dec 25	Budget	Jan - Dec 25	YTD Budget	Annual Budget
8900 - Misc Expense	0.00		201.41		
Total Expense	174,807.80	133,166.64	1,381,613.65	1,598,000.00	1,598,000.00
Net Ordinary Income	-174,754.80	-416.65	167,206.14	-5,000.00	-5,000.00
Other Income/Expense					
Other Income	97.57		12,968.82		
9020 - Interest Income	97.57		12,968.82		
Total Other Income					
Other Expense	446.56				
9510 - Depreciation	446.56		5,358.72		
Total Other Expense					
Net Other Income	-348.99		7,610.10		
Net Income	-175,103.79	-416.65	174,816.24	-5,000.00	-5,000.00

EXPLORE LAWRENCE INC

Flat Budget for 2026

	Annual Budget
Ordinary Income/Expense	
Income	
5000 · Guest Tax	1,434,000.00
5100 · Visitors Guide	
5200 · Merchandise Sales	
5500 · DMI	
5600 · Co-Op Marketing	10,000.00
5660 · DTN	6,000.00
5665 · Kansas Tourism Grant	40,000.00
5670 · Bid Fund	55,000.00
5700 · Miscellaneous Income	3,000.00
Total Income	1,548,000.00
Cost of Goods Sold	
6100 · Merchandise Cost	
Total COGS	0.00
Gross Profit	1,548,000.00
Expense	
7000 · Payroll Expense	
7081 · Payroll	555,906.00
7083 · Accrued Payroll Expense	
7260 · Retirement Plan	23,000.00
7065 · Health Insurance	50,000.00
7070 · Incentive Program	18,000.00
Total 7000 · Payroll Expense	646,906.00
7100 · Payroll Tax Expense	
7100.1 · FICA Expense	
7100.2 · FUTA Expense	
7100.3 · SUTA Expense	
Total 7100 · Payroll Tax Expense	
7600 · Programs	
7601 · Advertising	
7601.4 · Public Relations	60,000.00
7601.6 · Visitor Guide Distribution	
7601.8 · Digital	256,455.00
7601.9 · Partner Media Buy Program	
7601.10 · Magazine	7,425.00
7601.12 · Content	19,405.00
7601.14 · Outdoor	7,500.00
7601.15 · COOP Marketing Expense	
7601.19 · Publications	10,000.00
7601.2 · Design	31,259.00
7601.21 · Opportunity Fund	19,500.00

EXPLORE LAWRENCE INC

Flat Budget for 2026

	Annual Budget
7601.22 · Tracking	12,000.00
7601.24 New Technology	0.00
7601 · Advertising - Other	
Total 7601 · Advertising	423,544.00
7619 · Incentive Travel	
7619.0 · General Fund	2,000.00
7619.1 · Committed Incentives	5,000.00
7619.2 · New Business	10,000.00
7619 · Incentive Travel - Other	
Total 7619 · Incentive Travel	17,000.00
7625 · Simpleview Data Base	20,000.00
7641 · Promotional Materials	30,000.00
7642 · Trade Shows	
7642.0 · General Fund	7,000.00
7642.1 · Trade Show Travel	3,000.00
Total 7642 · Trade Shows	10,000.00
7643 · Website Hosting	35,000.00
7644 · Printing and Reproduction	6,000.00
7645 · Special Projects	
7648 · Bids	55,000.00
7649 · Visitors Guide	20,000.00
Total 7645 · Special Projects	75,000.00
Total 7600 · Programs	616,544.00
7620 · Meeting programs	30,000.00
7650 · Mobile Visitors Center	
7650.11 · Vehicle Reg and Licensing	3,200.00
7650.12 · Vehicle Insurance	2,000.00
7650.13 · Event Registrations	30,000.00
7650.14 · Travel Expenses	26,000.00
7650.15 · Vehicle Maintenance	4,000.00
7650.16 · Merchandise	5,000.00
7650.2 · Van Build and Purchase Expenses	10,000.00
Total 7650 · Mobile Visitors Center	80,200.00
8200 · Admin and General	
8202 · Accounting	15,000.00
8203 · Rent	30,000.00
8204 · Software	6,500.00
8206 · Hardware	3,500.00
8210 · Technology Repair & Maintenance	10,000.00
8214 · Bank Service Charges	1,000.00
8214.1 · Bank Fees - Square	
8218 · Cash Over/Short	

EXPLORE LAWRENCE INC

Flat Budget for 2026

	<u>Annual Budget</u>
8225 · Board Expenses	4,000.00
8226 · Leased Equipment	4,200.00
8230 · Dues/Subscriptions/Memberships	30,000.00
8234 · Insurance	8,000.00
8238 · Utilities	
8242 · Legal	5,000.00
8244 · Janitorial/Cleaning	4,350.00
8245 · Retirement Plan Fees/Admin	2,200.00
8247 · Office Supplies	5,000.00
8248 · Postage and Delivery	3,100.00
8250 · Storage	2,500.00
8251 · Misc. Office General	5,000.00
8282 · Travel & Meetings	
8282.10 · Professional Development	8,000.00
8282.11 · EL Hosted Events	5,000.00
8282.12 · Staff Travel	9,000.00
8282.13 · Meetings	3,500.00
8282.14 · Staff Employee Benefits	2,500.00
Total 8282 · Travel & Meetings	28,000.00
8283 · Telephone/Internet	7,000.00
Total 8200 · Admin and General	174,350.00
8900 · Misc Expense	
Total Expense	1,548,000.00
Net Ordinary Income	0.00
Other Income/Expense	
Other Income	
9020 · Interest Income	
Total Other Income	
Other Expense	
9510 · Depreciation	
Total Other Expense	
Net Other Income	
Net Income	0.00

World Cup 2026 TGT Funding

Total Need \$ 230,000.00

eXPLORE LAWRENCE

\$ 230,000.00

Marketing & Communications	\$ 75,000.00
Wayfinding, Signage, Collateral	\$ 40,000.00
Volunteer Coordination	\$ 30,000.00
Logo Development, Branding, Merchandise	\$ 25,000.00
Operational Support (Interns)	\$ 60,000.00



Sales Performance Report

December 2025



Economic Impact
BOOKED YTD

\$2,206,602

% of goal



Service Dept.

Materials requests: 4
Site tours: 2

54.9%

↓ **-.06%**
YOY

YTD OCCUPANCY

YTD ADR

↑ **5.6%**
YOY

\$130.06

YTD REVENUE

↑ **2.5%**
YOY

\$37,193,236

LEADS DEC: 2

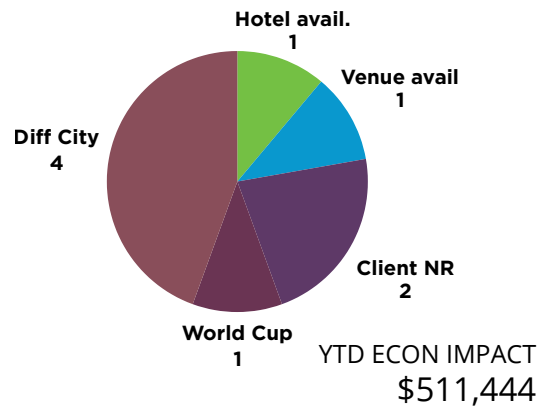


LEADS YTD: 64

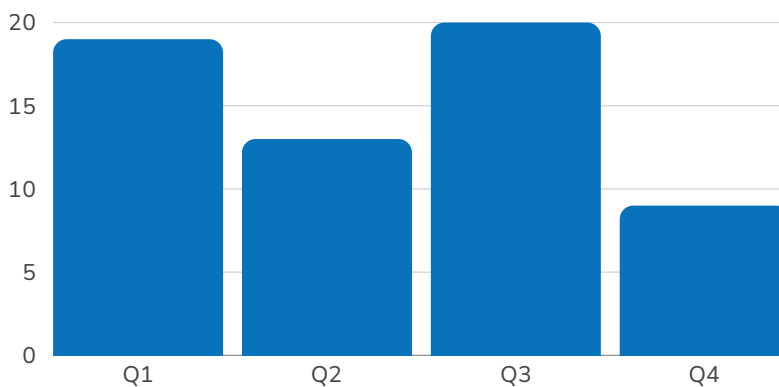
LEADS 2024: 70

YOY CHANGE: -6 (-9%)

LOST CODES DEC = 0



PROSPECTING ACTIVITY



GOAL = 15/ QUARTER

Q1	19
Q2	13
Q3	20
Q4	9
TOTAL	56



December 2025 LODGING REPORT

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

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

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





December 2025 LODGING REPORT

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- 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





Sales Performance Report January 2026



Economic Impact
BOOKED YTD

\$281,271.00



Service Dept.

Materials requests: 4
Site tours: 2

39.8%

↓ -2.1%
YOY

YTD OCCUPANCY

YTD ADR

↓ 1.5%
YOY

\$110.39

YTD REVENUE

↓ 3.7%
YOY

\$1,938,702

LEADS JAN: 8



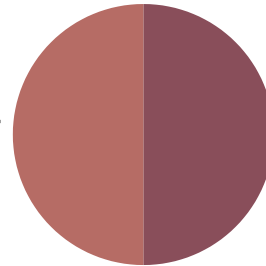
LEADS YTD: 8

LEADS 2024: 9

YOY CHANGE: -1

LOST CODES DEC = 2

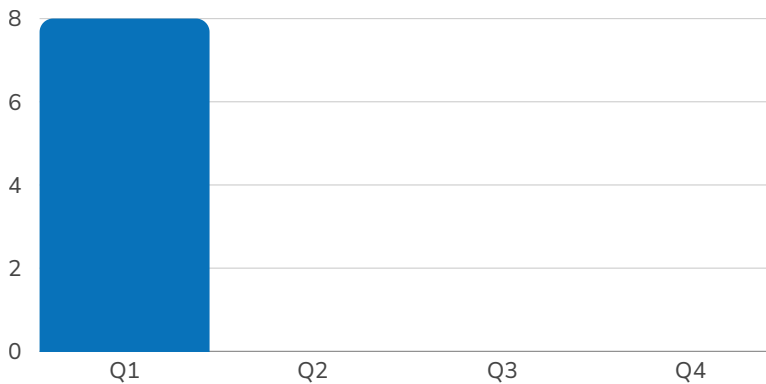
Other
1



Diff City
1

YTD ECON IMPACT
\$209880

PROSPECTING ACTIVITY



GOAL = 20/ QUARTER

Q1	8
Q2	0
Q3	0
Q4	0
TOTAL	08



January 2026 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





January 2026 LODGING REPORT

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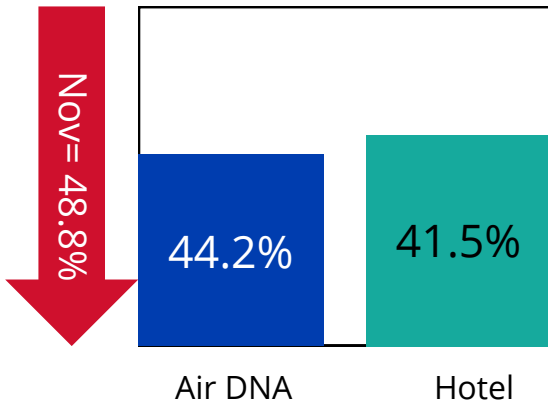
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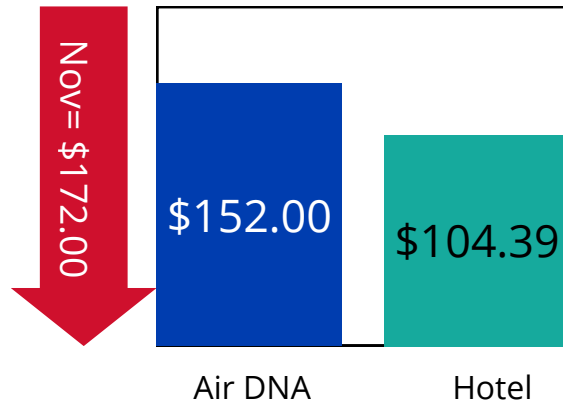
December Air DNA Report

A comparison of hotel vs short term rental data

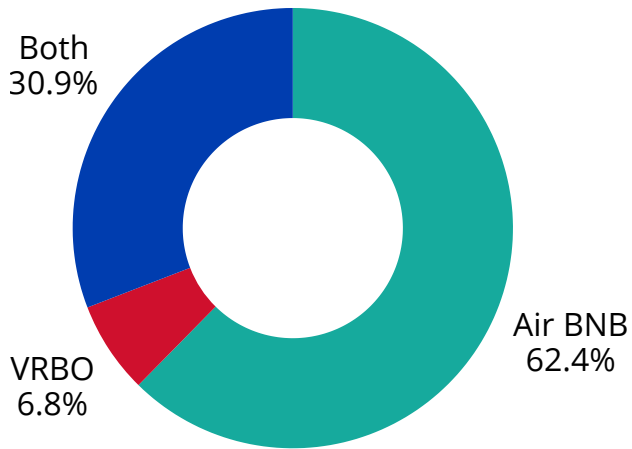
December Occupancy



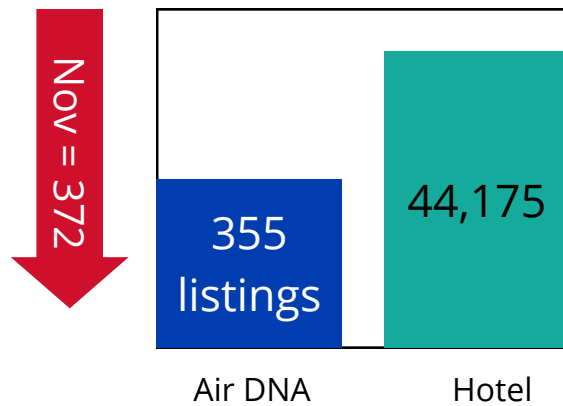
December ADR



December Listings/Channel



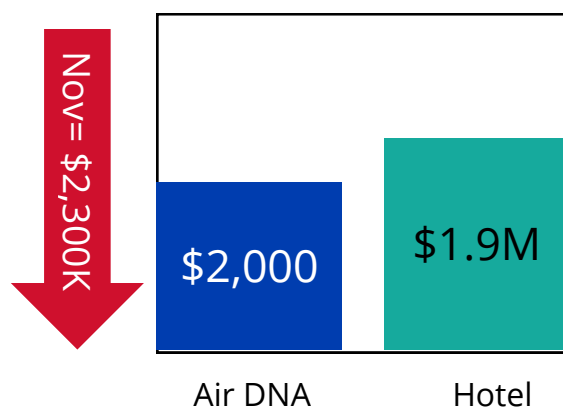
December Room Supply



ADR/Bedroom

- 6 br	\$734.90
- 5 br	\$611.20
- 4 br	\$282.10
- 3 br	\$207.10
- 2 br	\$121.70
- 1 br	\$103.00

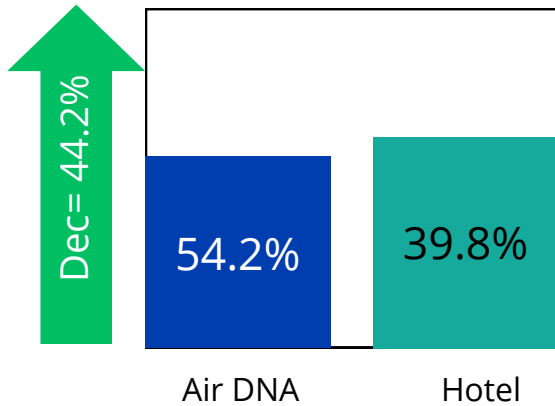
December Revenue



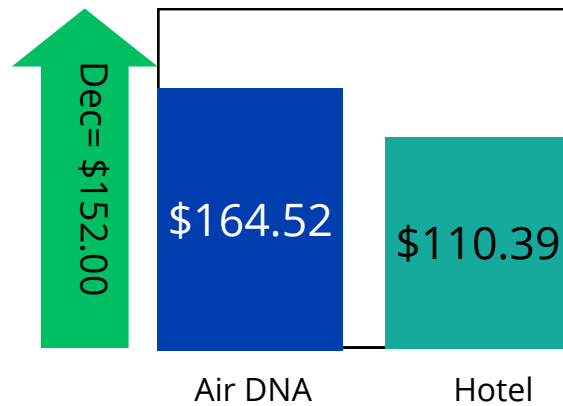
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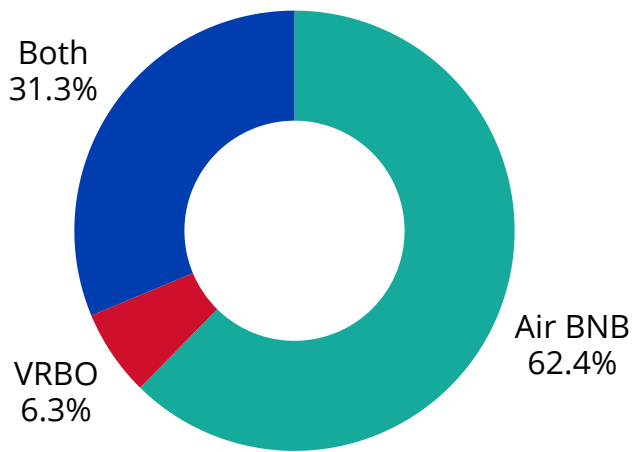
January Occupancy



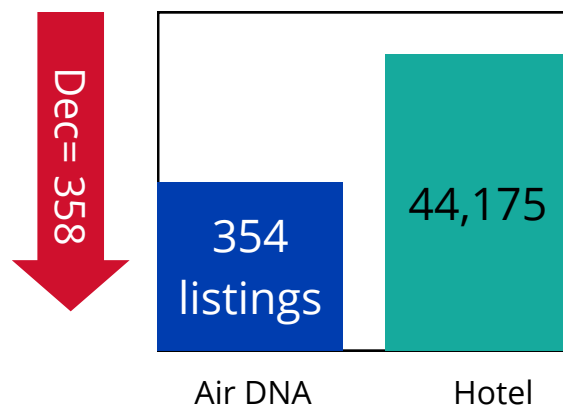
January ADR



December Listings/Channel



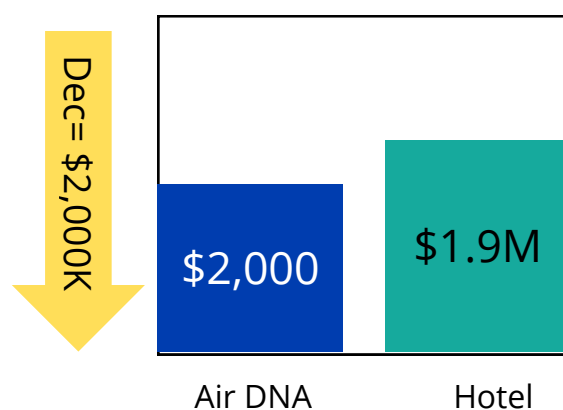
January Room Supply



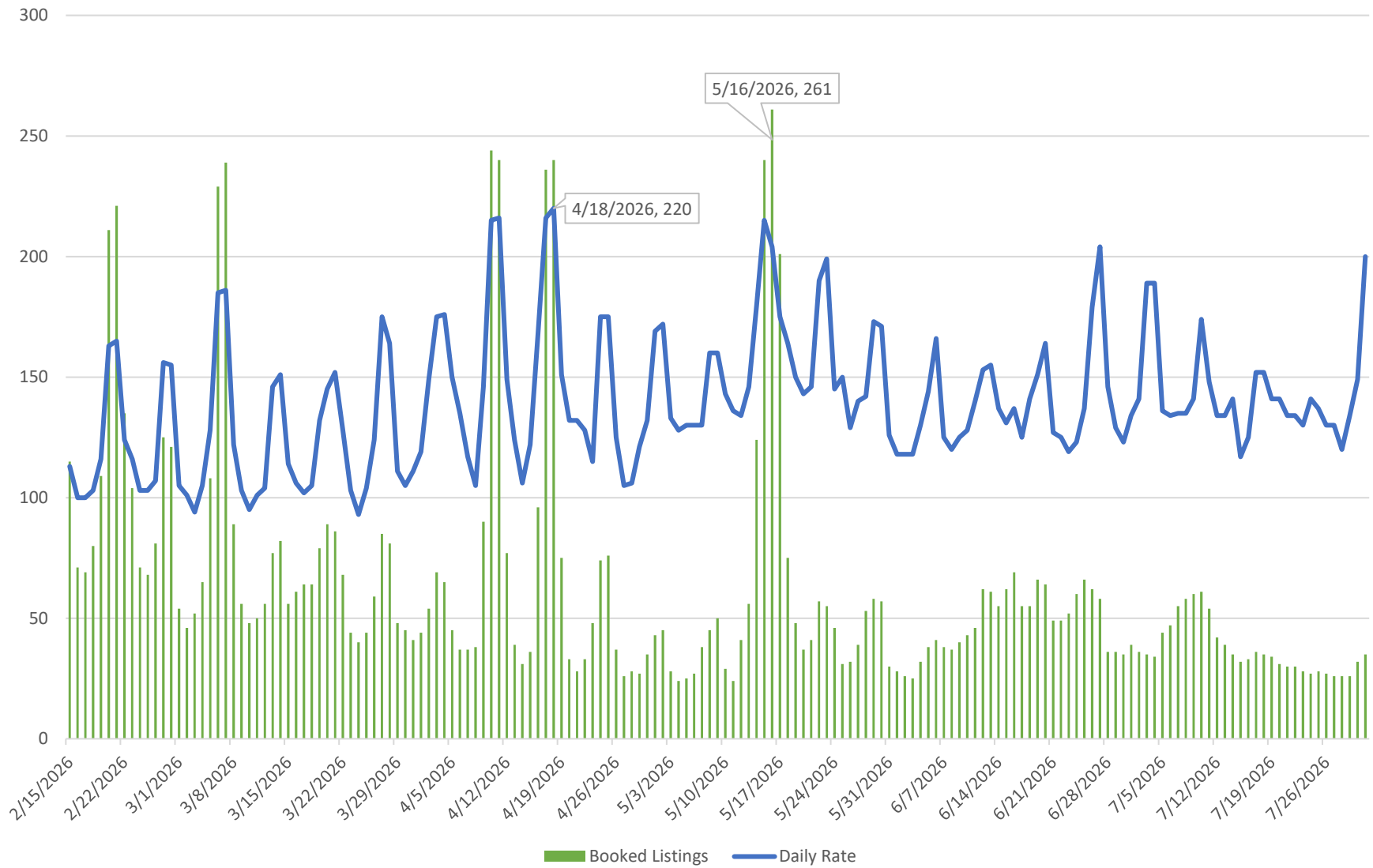
ADR/Bedroom



January Revenue



Booked Short Term Rentals and Rates 2/15/2026-7/31/2026





DECEMBER 2025 MARKETING REPORT

DECEMBER MARKETING SUMMARY

Our December marketing messages focused on the Winter Wonder passport, holiday and NYE celebrations and community happenings to kick off 2026. We continued to share evergreen content in support of our business and community members, visitor guide orders, and marketing our events calendar.

EXPLORELAWRENCE.COM

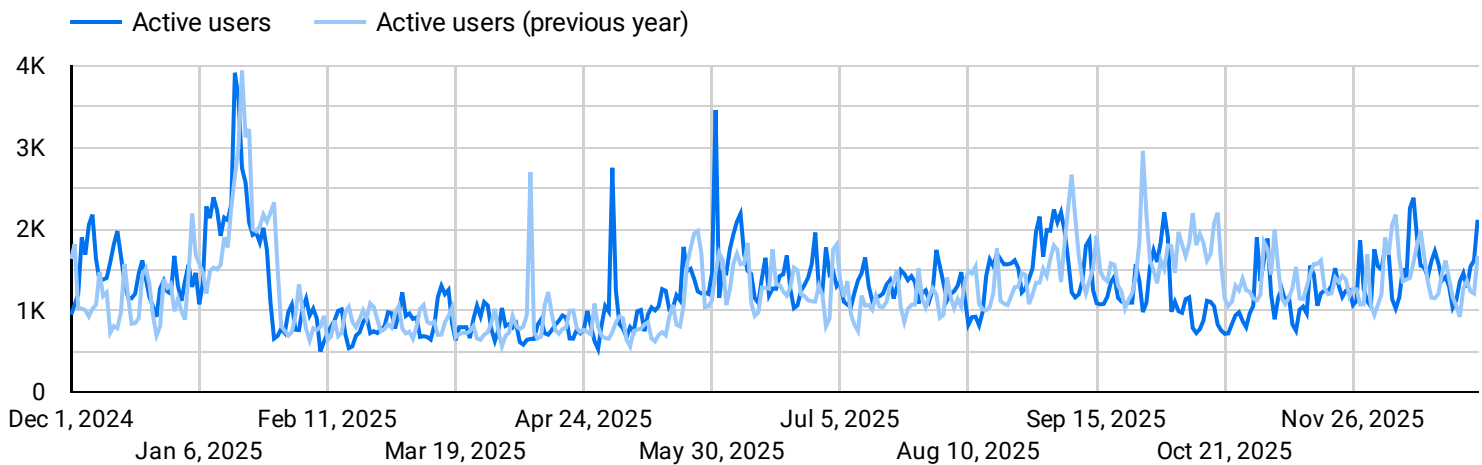
In December, explorelawrence.com saw 44,838 total users, an increase of 9.1% from December 2024. Each user averaged nearly 10 "events" on the site, including page views, scrolls, link clicks, video views, etc. Page views decreased by 5% from December of last year, to 109,634. The Winter Wonder Pass page was the most visited with 18,316 views or 17% of total views, followed by the Events Calendar page with 15,637 views. Organic search traffic remains the leading source of site traffic.

Total users
44,838
↑ 9.1%

Event count
432,216
↓ -2.4%

Event count per user
9.83
↓ -10.0%

Views
109,634
↓ -5.0%



PAGE PERFORMANCE

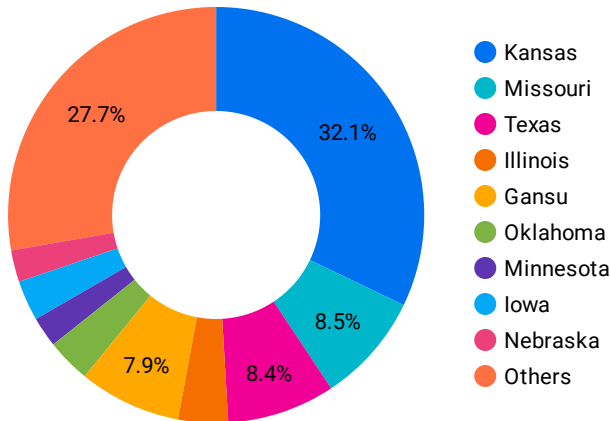
Page title	Views	% Δ
Winter Wonder Pass	18,316	4.9% ↑
Events Calendar - Unmistakably Lawren...	15,637	-5.6% ↓
Holiday events in Lawrence, Kansas	5,562	15.8% ↑
Lawrence Restaurant Week Save the d...	5,187	108.7% ↑
Eat - Unmistakably Lawrence	3,891	1.1% ↑
Arts & Culture - Unmistakably Lawrence	3,785	1,228.1% ↑
Explore - Unmistakably Lawrence	3,004	-3.2% ↓
Shop - Unmistakably Lawrence	2,101	36.7% ↑
Downtown & Mass Street	1,901	-29.0% ↓
Concerts & Live Music	1,654	-14.1% ↓

ACQUISITION

Session default channel group	Sessions	% Δ
Organic Search	17,642	-14.1% ↓
Display	11,698	108.0% ↑
Direct	8,488	138.4% ↑
Organic Social	8,132	76.7% ↑
Paid Search	6,390	-59.3% ↓
Paid Social	1,368	48.9% ↑
Referral	863	-19.8% ↓
Email	550	-28.3% ↓
Unassigned	270	72.0% ↑
Cross-network	126	-

EXPLORELAWRENCE.COM

Monthly user demographics and traffic acquisition



Session source	Sessions	% Δ
google	34,557	-13.2% ↓
(direct)	8,488	138.4% ↑
facebook	6,117	435.6% ↑
m.facebook.com	1,457	-39.1% ↓
fb	1,017	11.3% ↑
bing	534	-12.2% ↓
Unmistakably Lawrence E-News	532	-26.0% ↓
stackadapt	403	-5.2% ↓
ig	370	7,300.0% ↑
lm.facebook.com	337	25.7% ↑

LEISURE ENEWS

Monthly tourism industry enews statistics

Recipients
9,554

Opens
1,835

Clicks
545

TOP 5 LINKS

	Link	Clicks
1.	Holiday Events	198
2.	Winter Wonder Passport	110
3.	Blog: December Live Music	65
4.	Blog: December Hometown Happe...	55
5.	Event: Lawrence Lights	44

INDUSTRY ENEWS

Monthly tourism industry enews statistics

Recipients
1,272

Opens
285

Clicks
100

TOP 5 LINKS

	Link	Clicks
1.	Lawrence2026.com	49
2.	City of Lawrence Announces New ...	29
3.	Community Arts Grant Program	27
4.	Lawrence Restaurant Week	20
5.	Subscribe to KANSAS! magazine	17

SOCIAL MEDIA

December's social media activity on Facebook, Instagram, and TikTok brought over 2,000 new fans, earning over 1,300,00 impressions, 66,711 post engagements, and 928,683 video views. Popular content included the Winter Wonder pass, NYE live music roundup, and blogs about December live music and upcoming January Hometown Happenings.

Impressions
1,326,799

Engagement
66,711

Video Views
928,683

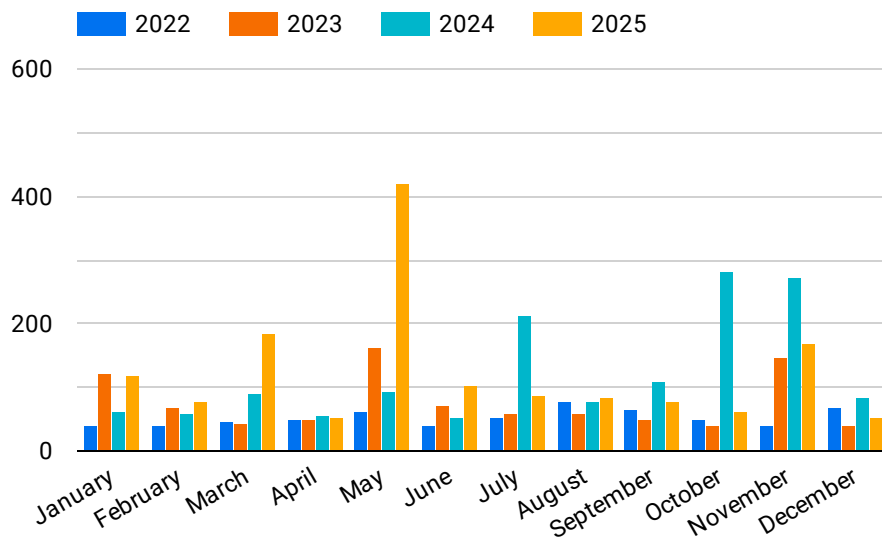
New Followers
2,208

Platform	Impressions	Engagement	Video Views	New Followers
Facebook	882,116	33,729	570,177	1,160
Instagram	234,619	8,823	107,465	361
TikTok	210,064	24,159	251,041	687

WEBSITE INQUIRIES

The Visitors Center fulfills requests for Visitors Guides through the website. In December, there were 152 website inquiries for Visitors Guides and e-newsletter sign-ups. Visitors are asked about their interests when they request information.

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



WEBSITE INQUIRIES - INTERESTS

Interest	Count
1. Wellness	20
2. Universities	17
3. Shopping	27
4. Recreation	20
5. Other	10
6. History	27
7. Haunted	14
8. Food	32
9. Family	15
10. Events	27
11. Birding	21
12. Basketball	13
13. Arts/Culture	31
14. Agri-Tourism	11

EXECUTIVE SUMMARY

Community Relations

February, 2026

ruth@explorelawrence.com

Notable Meetings/Events

Ruth and Kim attended the TIAK annual Destination Statehouse event in Topeka on Feb 11 & 12. We met with all but 2 state delegation members, sharing the importance of tourism in their districts with specific Placer reports per district. We also shared Lawrence 2026 scarves to great enthusiasm.

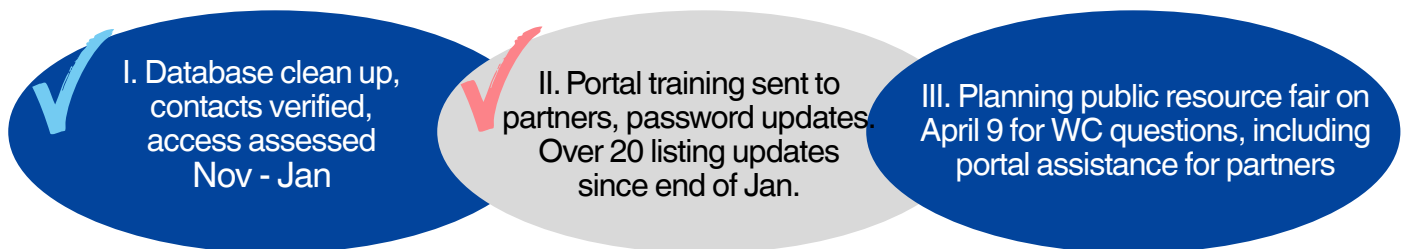
Dept. Shout-Outs

February was a month of collaboration and sharing the load. Sara has worked countless hours on cleaning our database, and sent out tools for partners to get their listings up to date to face international visitors. Richard took ownership of finding a wrap company, his attention to detail for the wrap is appreciated beyond words.

Talking Points: Facts to Share Out & About

01. Visitors spent **\$295 million** in Douglas County in 2024, \$600K less than last year w/o KU football games.
02. We are **on track** to debut the exterior of the Mobile Experience Van in the St. Patrick's Day parade.
03. Again BYU brought a high number of visitors. Mass St. saw 36,000 visits on 1/31, a 26% increase over last year, and a 64% boost over a typical Saturday.

Portal Project: Phase Update



World Cup

- We finally received permission from the Algerian National Team to release the base camp notification on 2/19.
- Press appearances followed on Ch 41, TV 5, Fox 4, Ch 9, LJW, Lawrence Times, KLWN hour-long interview, Up to Date with Steve Kraske on KCUR.
- Douglas County Commission issued welcome proclamation 2/25, City on 3/2, Ruth to distribute scarves to both county and city commissioners.
- Hosted a Human Trafficking Training for over 70 people, mostly in the hospitality industry.
- RFP for community viewing parties currently live, will close March 3. Committee will score immediately thereafter.

Mobile Visitor Center

- Ruth and Richard chose the printer for the wrap. Met with them to assess the condition of the van.
- Van wrap artwork finalized on Feb 25, and sent to the printer.
- Van needs to head to Kansas City for wrap, early March.
- We are entered in the parade, and making plans for our group. We plan to be next to the Parks & Recreation Department. Board members are welcome to march with us.



Our Team: Ruth DeWitt

Sara Harley

Richard Smalley

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 ____, _____, 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 September 16, 2025, regular meeting, the Governing Body of the City of Lawrence, Kansas ("City"), a municipal corporation, approved the recommendation 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 \$1,490,000.00, which amounts to \$1,391,000.00 for general operations and \$99,000.00 for bidding on events.
- B.** The application for funds, as approved by the Governing Body, states that the funds will be used to fund tourism, visitor, and convention business of the City ("Project"). The Project proposes to achieve those 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 for the Use of City Transient Guest Tax Funds ("Agreement") memorializes the terms of that agreement and grants to Grantee the sum of \$1,490,000.00 from the City Transient Guest Tax Fund for completion of the Project, subject to Grantee's execution of this 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 FOUR HUNDRED NINETY THOUSAND DOLLARS AND NO CENTS** (\$1,490,000.00).

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 \$372,500 on or after February 1, 2025.
 - (ii) Grantee shall submit to the City a request for \$372,500 on or after May 1, 2025.
 - (iii) Grantee shall submit to the City a request for \$372,500 on or after August 1, 2025.
 - (iv) Grantee shall submit to the City a request for \$372,500 on or after November 1, 2025.
- (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 reports as required by 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 the 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 impacts on the City of tourism and sales activities;
 - (ii) Reports for event-specific economic impacts on the City 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 responses to requests made 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, 2026.**
- (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 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, as amended, 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, gender identity, immigration status, or source of income.
- (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 other entity having jurisdiction, 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, members of the Governing Body, 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: _____



Month	2016	2017	2018	2019	2020	2021	2022	2023	2024	2025	2026	2025/2026 % change
January	101,382	93,738	98,184	118,323	95,446	41,690	111,162	174,977	80,181	88,003	117,253	33.24%
February	99,205	94,007	113,533	84,797	115,542	58,116	108,425	119,220	119,371	115,753	0	
March	105,298	116,791	132,019	123,763	103,118	61,061	158,537	162,399	208,819	269,213	0	
Qtr 1	305,885	304,536	343,736	326,883	314,106	160,867	378,124	456,596	408,371	472,969	117,253	33.24%
April	124,594	134,997	147,412	133,185	61,358	87,896	151,582	167,214	194,623	177,542	0	
May	147,762	152,491	152,041	184,797	37,870	116,471	199,887	217,061	210,991	229,942	0	
June	161,930	183,216	171,487	185,634	38,022	154,237	180,085	224,361	252,388	281,796	0	
Qtr 2	434,286	470,704	470,940	503,616	137,250	358,604	531,554	608,636	658,002	689,280	0	
July	138,574	133,188	152,087	168,245	58,308	127,254	174,977	200,428	228,298	301,900	0	
August	164,378	204,992	161,411	149,099	78,147	154,104	190,619	193,987	168,231	182,532	0	
September	128,957	155,957	148,506	170,578	102,374	161,468	154,860	200,813	184,465	215,064	0	
Qtr 3	431,909	494,137	462,004	487,922	238,829	442,826	520,456	595,228	580,994	699,496	0	
October	156,868	157,890	148,412	140,822	83,871	150,112	191,637	216,140	161,879	209,278	0	
November	142,512	167,915	147,600	164,907	93,603	167,993	193,553	231,109	238,950	264,833	0	
December	131,421	136,028	130,316	142,582	55,963	145,672	171,800	173,543	165,318	178,202	0	
Qtr 4	430,801	461,833	426,328	448,311	233,437	463,777	556,990	620,792	566,147	652,313	0	
Year Totals:	1,602,881	1,731,210	1,703,008	1,766,732	923,622	1,426,074	1,987,124	2,281,252	2,213,514	2,514,058	117,253	33.24%

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

