



eXplore Lawrence Board Meeting Agenda

Friday 11/07/25

1 P.M. Carnegie Building

1. Approval of Minutes
2. Financials
3. Tourism Economics Website Impact Calculator
4. Staff Reports
5. Executive Director Report:



Explore Lawrence

Board of Directors Meeting

September 26, 2025

Present: Drew Gaschler, Chair, Heather Shull, Emily Peterson, Mike Logan, Kirk Goodman, Commissioner Amber Sellers

Present Online: Luis Ruiz, Anthea Scouffas

Absent:, Tina Tourtillott, Heidi Champagne, Margann Bennett

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

Drew called the meeting to order at 1:05 PM

MINUTES/FINANCIALS:

Approved August minutes (Kirk, Heather)

Kim presented the financials, she and Tina did not have a chance to review them. Kim believes what's in the report is current and correct. The TGT payment is not reflected in the report, but will be in the next one. The Q3 numbers will be included in November's report and the board will do a deep dive into that financial report.

There is a correction in the line for employee anniversary gifts, which need to have payroll taxes paid. That correction has been made.

The board accepted the financials.

STAFF REPORTS:

MARKETING:

Highlights:

August was a busy month for marketing efforts. Allison has been gone a full month, and Laurel has done a terrific job of keeping up with the marketing presence through lots of live music events, creating a new game day guide for the opening of the Booth, cocktail trail, and agritourism events. She has also been committed to gathering evergreen content and other video pieces that have been getting a lot of traction.

Website:

Our website growth is 11% over August of 2024, the event count is 10 events per user, which reflects how long and how many clicks people are doing on the website. The Summer of Fun passport, the

Visitor Guide promotions, and the events calendar remain the highest traffic pages on the site. Paid views are down slightly over August last year.

Social Media:

Our social media platforms continue to grow. We increased by 1,200 followers in August! We are reaching new levels of engagement.

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

We have over 40,000 cumulative followers now over all our platforms and that is in spite of dropping Twitter last year.

Performance Outcomes:

Luis congratulated the department on the metrics, but urged Kim to think more deeply about tying those metrics into performance. For example, what does an increase in web traffic mean to the visitor landscape in Lawrence? These are the kinds of questions the city will be asking of us as we come through World Cup into 2027, we'll need to tie these outcomes together in the future.

Heather asked if there is a difference between the Facebook metrics between mobile and desktop. Kim said we can get an answer for next meeting.

MOBILE VISITOR CENTER:

The team has been working on the van wrap design with Side Studio. The designs are very exciting and we're honing the concepts with consistent meetings. The interior build will start in October.

SALES:

Sales is showing a slight growth in occupancy over last month, and the ADR (average daily rate) is climbing a bit too. We are 37% to our economic impact goals and working several assists and some new leads, a few from the conferences Laura attended in the spring.

The short term rental report is showing futures tapering off with football season coming to a close, and the ADR is decreasing slightly. We will be getting close to seeing ADR for World Cup in a few months.

EXECUTIVE DIRECTOR'S REPORT:

Hiring Report:

The hiring team will be conducting three in-person interviews for the DOS position next week. They have hotel and sales experience, and the first round of screenings went well.

Kim was excited to share she has made an offer for the marketing director position. She was unable to disclose the candidate's name as the background checks and final details have not been finalized yet. Kim thanked the hiring committee for their thorough work.

Tourism Summit:

Kim reported on the second annual successful tourism summit. The awardees were: Tourism Champion, David Ranallo, Hotel Employee of the Year, Hanna White Bull, Event of the Year, Shaboozey (3rd Annual Rock Chalk Block Party), and the Partner of the Year, Watkins Museum of History.

The programming was a great combination of inspiration and practical information with a deep dive in the works of Gordon Parks, by Ann Dean; a cultural awareness discussion and exercises with Megan Greene of the KU International Affairs Department, and finally customer service tips and tricks to welcome all, but especially international visitors by Rachel Guffey of Jungle House and Squishingtons.

We had about 75 attendees, and it was more local this year than last, which we really liked. Ruth enjoyed working with committee members and liked looping in their work to put on a great event. Maceli's did a fantastic job and the survey responses so far have all been really positive so far. If any board members have feedback, please share with Ruth.

Board vacancy:

Anthea is retiring in 2026, which leaves an open board seat. She serves is in the cultural representative seat on the board. Kim asked if any board members would be interested in working with her to gather ideas of people to serve. Emily offered to help Kim in recruiting a new member.

TGT Increase:

Luis gave an update on the TGT increase. The increased passed on second reading on September 2, 2025. It is then published consecutive Saturdays in the Journal World, and then the 60-day comment period starts (somewhere between the end of Sept and Oct 1). That will put the end of the comment period around December 1, at which time the Kansas Dept of Revenue will change it's collection rates for Lawrence, and then the new rates should be in effect January 1. We should see the first disbursements by April.

Until then, the eXplore Lawrence 2026 budget is flat-funded off 2025 amounts. Kim will present that to the board and submit the line item budget to the city.

When the increase goes through, the city will determine a budget amendment to increase our lines per the amount we projected getting and allocated for necessary World Cup activities. Luis has set up Casey at the City to work with Kim, Lindsay, and Porter to make sure there is a smooth transition as this takes place.

Ruth presented the idea of a hospitality support fund from the TGT increase in future years after World Cup. This could be a dedicated line in the eXplore Lawrence budget to be used by hotels (other hospitality partners) to attend conferences/tradeshows, travel expenses for them, or other professional development opportunities that is a direct result they can feel from the increasae in the TGT rates. More discussion is needed, but the board seemed open to that idea.

Before then, Ruth presented the idea of working with the restaurant association (or other groups) to ensure that some of the increased money and money allocated for World Cup be used to support hospitality front line workers with added expenses related to increased workload during the World Cup. For example extra shifts, extra child care expenses, household help, health care needs, or mental health needs. Commissioner Sellers said that would be a great point of advocacy and show the needs in the community for the workers. It also ties issues into the state and the recognition of TGT and how important it is to our community.

Emily shared how the Restaurant Association's system works and will help in collaborating on this idea. More to come.

ADJOURNMENT:

Drew moved the board into executive session at 1:51 pm (MSP Anthea, Emily)

The executive session adjourned at 1:58 pm, and the meeting was adjourned concurrently.

Next meeting is Friday November 7 at 1:00 pm in the Carnegie Building.

Respectfully submitted,
Ruth DeWitt

EXPLORE LAWRENCE INC
Statement of Financial Position
As of September 30, 2025

	Sep 30, 25
ASSETS	
Current Assets	
Checking/Savings	
1020 · US Bank Checking	361,810.79
1030 · US Bank Money Market	130,604.09
1050 · Reserve Fund	332,214.21
1060 · Petty Cash	40.00
Total Checking/Savings	824,669.09
Other Current Assets	
1220 · Due from Employee	600.00
1420 · Prepaid Expenses	693.94
Total Other Current Assets	1,293.94
Total Current Assets	825,963.03
Fixed Assets	
2150 · Vehicles	29,000.00
2200 · Leasehold Improvement	107,174.01
2500 · Accumulated Depreciation	-65,171.30
Total Fixed Assets	71,002.71
Other Assets	
1225 · Deposits	3,100.00
Total Other Assets	3,100.00
TOTAL ASSETS	900,065.74
LIABILITIES & EQUITY	
Liabilities	
Current Liabilities	
Accounts Payable	
3000 · Accounts Payable	41,790.95
Total Accounts Payable	41,790.95
Credit Cards	
2109 · Credit Card - US Bank 2981	3,111.55
Total Credit Cards	3,111.55
Other Current Liabilities	
3100 · Payroll Liabilities	
3105 · Accrued Payroll	17,150.02
3110 · Federal & FICA Payable	1,311.98
3111 · KS Withholding Payable	488.00
3112 · FUTA Payable	304.94
3113 · KS SUTA Payable	7.25
3114 · Health Insurance Payable	-5,608.37
Total 3100 · Payroll Liabilities	13,653.82
Total Other Current Liabilities	13,653.82
Total Current Liabilities	58,556.32
Total Liabilities	58,556.32
Equity	
4100 · Beginning Fund Balance	1,035,188.86
Net Income	-193,679.44
Total Equity	841,509.42
TOTAL LIABILITIES & EQUITY	900,065.74

EXPLORE LAWRENCE INC
Statement of Financial Income and Expenses
For the Nine Months Ended September 30, 2025 and 2024

	Jan - Sep 25	Jan - Sep 24	\$ Change	% Change
Ordinary Income/Expense				
Income				
5000 · Guest Tax	695,500.00	695,500.00	0.00	0.0%
5100 · Visitors Guide	28,052.50	25,333.00	2,719.50	10.7%
5200 · Merchandise Sales	798.06	5,498.75	-4,700.69	-85.5%
5500 · DMI	9,711.46	0.00	9,711.46	100.0%
5600 · Co-Op Marketing	11,000.00	10,899.14	100.86	0.9%
5660 · DTN	4,425.20	2,570.00	1,855.20	72.2%
5670 · Bid Fund	49,500.00	49,500.00	0.00	0.0%
5700 · Miscellaneous Income	1,639.17	5,250.00	-3,610.83	-68.8%
Total Income	800,626.39	794,550.89	6,075.50	0.8%
Cost of Goods Sold				
6100 · Merchandise Cost				
6105 · Souvenir Items	0.00	521.00	-521.00	-100.0%
6190 · Miscellaneous Costs	0.00	4,253.00	-4,253.00	-100.0%
Total 6100 · Merchandise Cost	0.00	4,774.00	-4,774.00	-100.0%
Total COGS	0.00	4,774.00	-4,774.00	-100.0%
Gross Profit	800,626.39	789,776.89	10,849.50	1.4%
Expense				
7000 · Payroll Expense				
7081 · Payroll	296,197.26	291,016.37	5,180.89	1.8%
7083 · Accrued Payroll Expense	5,965.47	7,750.21	-1,784.74	-23.0%
7260 · Retirement Plan	13,560.73	10,391.24	3,169.49	30.5%
7065 · Health Insurance	34,655.06	26,492.19	8,162.87	30.8%
7070 · Incentive Program	5,000.00	5,950.00	-950.00	-16.0%
Total 7000 · Payroll Expense	355,378.52	341,600.01	13,778.51	4.0%
7100 · Payroll Tax Expense				
7100.1 · FICA Expense	23,497.96	23,310.80	187.16	0.8%
7100.2 · FUTA Expense	304.94	380.01	-75.07	-19.8%
7100.3 · SUTA Expense	293.53	1,355.05	-1,061.52	-78.3%
Total 7100 · Payroll Tax Expense	24,096.43	25,045.86	-949.43	-3.8%
7600 · Programs				
7601 · Advertising				
7601.4 · Public Relations	25,429.93	21,769.55	3,660.38	16.8%
7601.6 · Visitor Guide Distribution	12,825.00	11,970.00	855.00	7.1%
7601.8 · Digital	166,021.81	132,375.28	33,646.53	25.4%
7601.9 · Partner Media Buy Program	250.00	0.00	250.00	100.0%
7601.10 · Magazine	7,730.00	12,022.00	-4,292.00	-35.7%
7601.12 · Content	16,809.98	4,977.95	11,832.03	237.7%
7601.14 · Outdoor	0.00	450.00	-450.00	-100.0%
7601.15 · COOP Marketing Expense	4,241.78	10,417.43	-6,175.65	-59.3%
7601.19 · Publications	685.00	0.00	685.00	100.0%
7601.2 · Design	9,805.05	3,644.56	6,160.49	169.0%
7601.21 · Opportunity Fund	4,868.96	10,662.76	-5,793.80	-54.3%
7601.22 · Tracking	19,500.00	26,000.00	-6,500.00	-25.0%
7601.25 · Event Sponsorships	0.00	18,000.00	-18,000.00	-100.0%
Total 7601 · Advertising	268,167.51	252,289.53	15,877.98	6.3%
7619 · Incentive Travel				
7619.0 · General Fund	2,304.52	40.75	2,263.77	5,555.3%
7619.1 · Committed Incentives	4,092.00	3,430.00	662.00	19.3%
7619.2 · New Business	0.00	250.00	-250.00	-100.0%
Total 7619 · Incentive Travel	6,396.52	3,720.75	2,675.77	71.9%

EXPLORE LAWRENCE INC
Statement of Financial Income and Expenses
For the Nine Months Ended September 30, 2025 and 2024

	Jan - Sep 25	Jan - Sep 24	\$ Change	% Change
7625 · Simpleview Data Base	19,205.00	19,205.00	0.00	0.0%
7641 · Promotional Materials	15,832.55	18,267.03	-2,434.48	-13.3%
7642 · Trade Shows				
7642.0 · General Fund	5,247.09	3,880.00	1,367.09	35.2%
7642.1 · Trade Show Travel	1,867.38	1,030.83	836.55	81.2%
Total 7642 · Trade Shows	7,114.47	4,910.83	2,203.64	44.9%
7643 · Website Hosting	35,232.50	26,122.17	9,110.33	34.9%
7644 · Printing and Reproduction	3,324.41	4,577.04	-1,252.63	-27.4%
7645 · Special Projects				
7645.0 · Special Projects General Fund	0.00	8,333.33	-8,333.33	-100.0%
7648 · Bids	2,083.00	0.00	2,083.00	100.0%
7649 · Visitors Guide	65,574.18	54,305.94	11,268.24	20.8%
Total 7645 · Special Projects	67,657.18	62,639.27	5,017.91	8.0%
Total 7600 · Programs	422,930.14	391,731.62	31,198.52	8.0%
7620 · Meeting programs	28,263.84	28,785.31	-521.47	-1.8%
7650 · Mobile Visitors Center				
7650.11 · Vehicle Reg and Licensing	3,197.97	0.00	3,197.97	100.0%
7650.2 · Van Build and Purchase Expenses	39,754.46	0.00	39,754.46	100.0%
Total 7650 · Mobile Visitors Center	42,952.43	0.00	42,952.43	100.0%
8200 · Admin and General				
8202 · Accounting	13,600.00	11,600.00	2,000.00	17.2%
8203 · Rent	29,783.56	57,198.60	-27,415.04	-47.9%
8204 · Software	6,505.10	4,997.77	1,507.33	30.2%
8206 · Hardware	3,304.00	0.00	3,304.00	100.0%
8210 · Technology Repair & Maintenance	5,437.88	4,985.31	452.57	9.1%
8214 · Bank Service Charges	251.55	260.30	-8.75	-3.4%
8214.1 · Bank Fees - Square	24.40	152.56	-128.16	-84.0%
8218 · Cash Over/Short	-185.15	-4.20	-180.95	-4,308.3%
8225 · Board Expenses	1,035.17	1,146.72	-111.55	-9.7%
8226 · Leased Equipment	3,083.77	1,322.32	1,761.45	133.2%
8230 · Dues/Subscriptions/Memberships	18,185.75	22,034.73	-3,848.98	-17.5%
8234 · Insurance	5,423.18	5,985.12	-561.94	-9.4%
8238 · Utilities	1,440.78	2,214.24	-773.46	-34.9%
8242 · Legal	2,025.00	1,320.00	705.00	53.4%
8244 · Janitorial/Cleaning	2,004.12	4,364.00	-2,359.88	-54.1%
8245 · Retirement Plan Fees/Admin	2,079.59	2,011.19	68.40	3.4%
8247 · Office Supplies	3,723.83	3,234.41	489.42	15.1%
8248 · Postage and Delivery	2,017.49	1,703.99	313.50	18.4%
8250 · Storage	1,771.29	1,967.50	-196.21	-10.0%
8251 · Misc. Office General	1,865.50	2,083.98	-218.48	-10.5%
8282 · Travel & Meetings				
8282.10 · Professional Development	1,388.00	6,776.07	-5,388.07	-79.5%
8282.11 · EL Hosted Events	5,554.63	7,794.29	-2,239.66	-28.7%
8282.12 · Staff Travel	3,763.87	12,182.90	-8,419.03	-69.1%
8282.13 · Meetings	1,893.51	1,559.44	334.07	21.4%
8282.14 · Staff Employee Benefits	1,141.21	1,918.94	-777.73	-40.5%
Total 8282 · Travel & Meetings	13,741.22	30,231.64	-16,490.42	-54.6%
8283 · Telephone/Internet	9,779.71	10,325.95	-546.24	-5.3%
Total 8200 · Admin and General	126,897.74	169,136.13	-42,238.39	-25.0%
8900 · Misc Expense	201.41	0.00	201.41	100.0%
Total Expense	1,000,720.51	956,298.93	44,421.58	4.7%
Net Ordinary Income	-200,094.12	-166,522.04	-33,572.08	-20.2%

EXPLORE LAWRENCE INC
Statement of Financial Income and Expenses
For the Nine Months Ended September 30, 2025 and 2024

	Jan - Sep 25	Jan - Sep 24	\$ Change	% Change
Other Income/Expense				
Other Income				
9020 · Interest Income	10,433.72	9,874.93	558.79	5.7%
Total Other Income	10,433.72	9,874.93	558.79	5.7%
Other Expense				
9510 · Depreciation	4,019.04	4,019.04	0.00	0.0%
Total Other Expense	4,019.04	4,019.04	0.00	0.0%
Net Other Income	6,414.68	5,855.89	558.79	9.5%
Net Income	<u>-193,679.44</u>	<u>-160,666.15</u>	<u>-33,013.29</u>	<u>-20.6%</u>

EXPLORE LAWRENCE INC
Profit & Loss Budget Performance
September 2025

3:46 PM
 10/20/25
 Accrual Basis

	Sep 25	Budget	Jan - Sep 25	YTD Budget	Annual Budget
Ordinary Income/Expense					
Income					
5080 - Guest Tax	0.00	115,833.33	695,500.00	1,042,500.01	1,390,000.00
5100 - Visitors Guide	0.00	2,083.33	28,052.50	18,750.01	25,000.00
5200 - Merchandise Sales	0.00	833.33	798.06	7,500.01	10,000.00
5500 - DMI	0.00	1,250.00	9,711.46	11,250.00	15,000.00
5600 - Co-Op Marketing	0.00	833.33	11,000.00	7,500.01	10,000.00
5660 - DTN	0.00	500.00	4,425.20	4,500.00	6,000.00
5665 - Kansas Tourism Grant	0.00	3,333.33	0.00	30,000.01	40,000.00
5670 - Bid Fund	0.00	8,250.00	49,500.00	74,250.00	99,000.00
5700 - Miscellaneous Income	1,537.50	250.00	1,639.17	2,250.00	3,000.00
Total Income	1,537.50	133,166.65	800,626.39	1,196,500.05	1,598,000.00
Cost of Goods Sold	0.00	416.66	0.00	3,750.02	5,000.00
6100 - Merchandise Cost	0.00	416.66	0.00	3,750.02	5,000.00
Total COGS	0.00	416.66	0.00	3,750.02	5,000.00
Gross Profit	1,537.50	132,749.99	800,626.39	1,194,750.03	1,593,000.00
Expense					
7000 - Payroll Expense					
7081 - Payroll	27,116.96	39,452.92	296,197.26	355,076.24	473,435.00
7083 - Accrued Payroll Expense	3,621.54		5,965.47		
7260 - Retirement Plan	1,461.22	1,916.66	13,560.73	17,250.02	23,000.00
7065 - Health Insurance	3,415.92	4,166.66	34,655.06	37,500.02	50,000.00
7070 - Incentive Program	0.00	1,250.00	5,000.00	11,250.00	15,000.00
Total 7000 - Payroll Expense	35,615.64	46,786.24	365,378.52	421,076.28	561,435.00
7100 - Payroll Tax Expense					
7100.1 - FICA Expense	2,351.50		23,497.96		
7100.2 - FUTA Expense	0.00		304.94		
7100.3 - SUTA Expense	2.29		293.53		
Total 7100 - Payroll Tax Expense	2,353.79		24,096.43		
7600 - Programs					
7601 - Advertising					
7601.4 - Public Relations	17,286.74	3,208.34	25,429.93	28,874.98	38,500.00
7601.6 - Visitor Guide Distribution	0.00	1,916.66	12,825.00	17,250.02	23,000.00
7601.8 - Digital	44,434.38	22,949.58	166,021.81	206,546.26	275,395.00
7601.9 - Partner Media Buy Program	0.00		250.00		
7601.10 - Magazine	0.00		7,730.00		
7601.12 - Content	350.00	1,750.00	16,809.98	15,750.00	21,000.00
7601.14 - Outdoor	0.00	916.66	0.00	8,250.02	11,000.00
7601.15 - COOP Marketing Expense	0.00		4,241.78		
7601.19 - Publications	685.00	416.66	685.00	3,750.02	5,000.00
7601.2 - Design	65.60	433.33	9,805.05	3,900.01	5,200.00
7601.21 - Opportunity Fund	546.18	3,250.00	4,868.96	29,250.00	39,000.00
7601.22 - Tracking	0.00	1,625.00	19,500.00	14,625.00	19,500.00
7601 - Advertising - Other	0.00	1,787.91	0.00	16,091.27	21,455.00
Total 7601 - Advertising	63,367.90	38,254.14	268,167.51	344,287.58	459,050.00
7619 - Incentive Travel					
7619.0 - General Fund	430.72	166.67	2,304.52	1,499.99	2,000.00
7619.1 - Committed Incentives	0.00	583.33	4,092.00	5,250.01	7,000.00
7619.2 - New Business	0.00	1,250.00	0.00	11,250.00	15,000.00
Total 7619 - Incentive Travel	430.72	2,000.00	6,396.52	18,000.00	24,000.00
7625 - Simpleview Data Base	0.00	1,416.67	19,205.00	12,749.99	17,000.00
7641 - Promotional Materials	4,456.01	1,668.67	15,832.55	14,999.99	20,000.00

EXPLORE LAWRENCE INC Profit & Loss Budget Performance September 2025

	Sep 25	Budget	Jan - Sep 25	YTD Budget	Annual Budget
7642 - Trade Shows					
7642.0 - General Fund	0.00	583.33	5,247.09	5,250.01	7,000.00
7642.1 - Trade Show Travel	0.00	250.00	1,867.38	2,250.00	3,000.00
Total 7642 - Trade Shows	0.00	833.33	7,114.47	7,500.01	10,000.00
7643 - Website Hosting					
7644 - Printing and Reproduction	9,128.75	2,500.00	35,232.50	22,500.00	30,000.00
7645 - Special Projects	0.00	500.00	3,324.41	4,500.00	6,000.00
7648 - Bids	0.00	8,250.00	2,083.00	74,250.00	99,000.00
7649 - Visitors Guide	0.00	4,166.67	65,574.18	37,499.99	50,000.00
Total 7645 - Special Projects	0.00	12,416.67	67,657.18	111,749.99	149,000.00
Total 7600 - Programs	77,383.38	59,587.48	422,930.14	536,287.56	715,050.00
7620 - Meeting programs					
7650 - Mobile Visitors Center	0.00	166.67	3,197.97	1,499.99	2,000.00
7650.11 - Vehicle Reg and Licensing	0.00	166.67	0.00	1,499.99	2,000.00
7650.12 - Vehicle Insurance	0.00	833.33	0.00	7,500.01	10,000.00
7650.13 - Event Registrations	0.00	666.67	0.00	5,889.99	8,000.00
7650.14 - Travel Expenses	0.00	333.33	0.00	3,000.01	4,000.00
7650.15 - Vehicle Maintenance	0.00	416.66	0.00	3,750.02	5,000.00
7650.16 - Merchandise	0.00	7,333.34	39,754.46	65,999.98	88,000.00
7650.2 - Van Build and Purchase Expenses	-4,518.89				
Total 7650 - Mobile Visitors Center	-4,518.89	9,916.67	42,952.43	89,249.99	119,000.00
8200 - Admin and General					
8202 - Accounting	600.00	1,250.00	13,600.00	11,250.00	15,000.00
8203 - Rent	2,500.00	3,447.09	29,783.96	31,023.73	41,365.00
8204 - Software	66.00	416.66	6,505.10	3,750.02	5,000.00
8206 - Hardware	0.00	250.00	3,304.00	2,250.00	3,000.00
8210 - Technology Repair & Maintenance	1,162.45	833.34	5,437.88	7,499.98	10,000.00
8214 - Bank Service Charges	27.95	83.34	251.55	749.98	1,000.00
8214.1 - Bank Fees - Square	0.00		24.40		
8218 - Cash Over/Short	0.00		-185.15		
8225 - Board Expenses	142.15	333.34	1,035.17	2,999.98	4,000.00
8226 - Leased Equipment	283.65	250.00	3,083.77	2,250.00	3,000.00
8230 - Dues/Subscriptions/Memberships	3,298.76	1,666.66	18,185.75	15,000.02	20,000.00
8234 - Insurance	415.02	666.66	5,423.18	6,000.02	8,000.00
8238 - Utilities	0.00		1,440.78		
8242 - Legal	0.00	416.66	2,025.00	3,750.02	5,000.00
8244 - Janitorial/Cleaning	148.00	362.50	2,004.12	3,262.50	4,350.00
8245 - Retirement Plan Fees/Admin	475.00	183.34	2,079.59	1,849.98	2,200.00
8247 - Office Supplies	190.87	416.66	3,723.83	3,750.02	5,000.00
8248 - Postage and Delivery	150.00	258.34	2,017.49	2,324.98	3,100.00
8250 - Storage	196.84	208.34	1,771.29	1,874.98	2,500.00
8251 - Misc. Office General	444.48	416.66	1,865.50	3,750.02	5,000.00
8282 - Travel & Meetings					
8282.10 - Professional Development	-995.00	666.66	1,388.00	6,000.02	8,000.00
8282.11 - EL Hosted Events	5,456.58	416.66	5,554.63	3,750.02	5,000.00
8282.12 - Staff Travel	-308.83	750.00	3,763.87	6,750.00	9,000.00
8282.13 - Meetings	189.75	281.66	1,893.51	2,625.02	3,500.00
8282.14 - Staff Employee Benefits	131.00	208.34	1,141.21	1,874.98	2,500.00
Total 8282 - Travel & Meetings	4,473.50	2,333.32	13,741.22	21,000.04	28,000.00
8293 - Telephone/Internet	448.54	583.34	9,779.71	5,249.98	7,000.00
Total 8200 - Admin and General	15,023.21	14,376.25	126,897.74	129,386.25	172,515.00

EXPLORE LAWRENCE INC
Profit & Loss Budget Performance
 September 2025

	Sep 25	Budget	Jan - Sep 25	YTD Budget	Annual Budget
8900 - Misc Expense	0.00		201.41		
Total Expense	125,857.13	133,166.64	1,000,720.51	1,198,500.08	1,598,000.00
Net Ordinary Income	-124,319.63	-416.65	-200,094.12	-3,750.05	-5,000.00
Other Income/Expense					
9020 - Interest Income	1,168.54		10,433.72		
Total Other Income	1,168.54		10,433.72		
Other Expense					
9510 - Depreciation	446.56		4,019.04		
Total Other Expense	446.56		4,019.04		
Net Other Income	721.98		6,414.68		
Net Income	-123,597.65	-416.65	-193,679.44	-3,750.05	-5,000.00



SEPTEMBER 2025 MARKETING REPORT

SEPTEMBER MARKETING SUMMARY

Our September marketing campaigns focused on events and live music such as Live on Mass and the LBC Block Party, the visitor guide, and unmistakable events. We also focused on evergreen content, visitor guide orders, and marketing our events calendar. Our page hits align with our persona marketing strategy, showing we engage with the correct consumer.

EXPLORELAWRENCE.COM

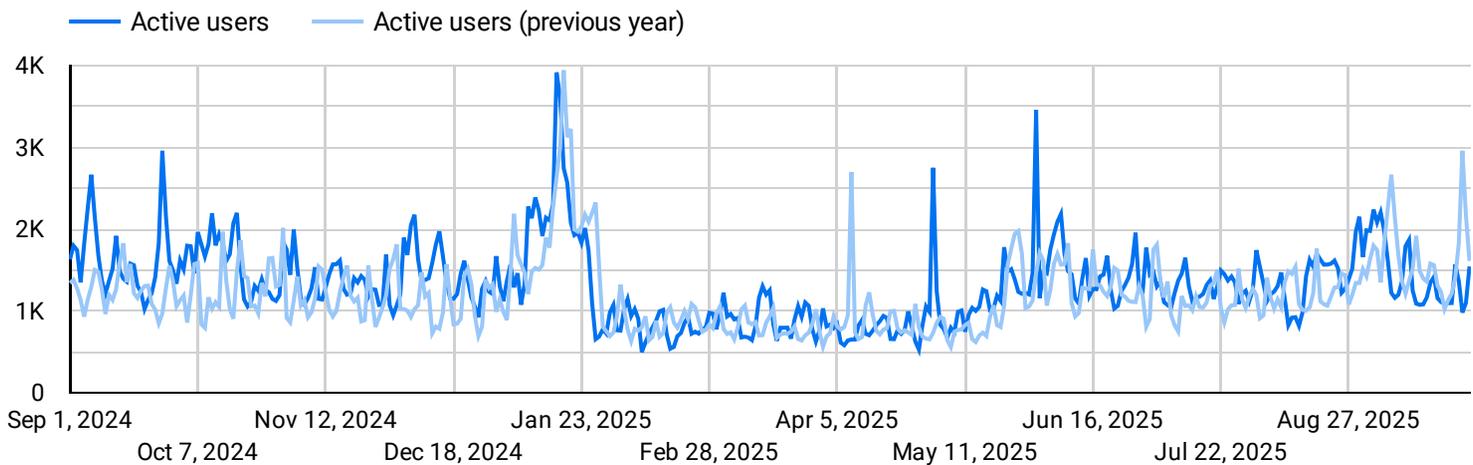
In September, the total number of website users was 39,742, a decrease of 11.6% from September last year. Each user averaged almost 12 "events" on the site, including page views, scrolls, link clicks, video views, etc. Page views slightly dropped from September of last year, to 112,631. The overall numbers from September 2024 are inflated due to Live on Mass: Shaboozey, with unprecedented traffic.

Total users
39,742
↓ -11.6%

Event count
448,480
↓ -16.7%

Event count per user
11.57
↓ -4.1%

Views
112,631
↓ -20.3%



PAGE PERFORMANCE

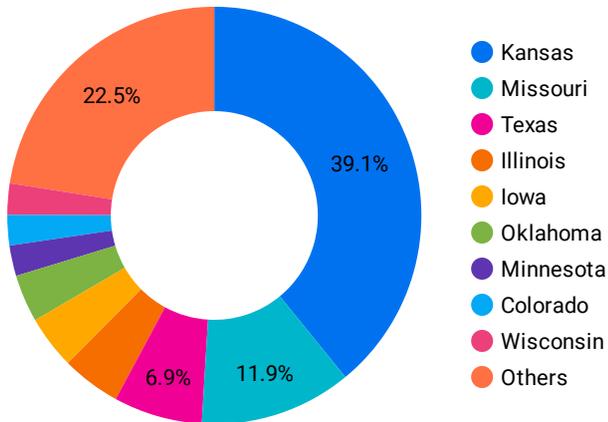
Page title	Views ▾	% Δ
Events Calendar - Unmistakably Lawren...	23,556	-20.2% ↓
Haskell Indian Art Market	4,684	23.2% ↑
Explore - Unmistakably Lawrence	4,339	2.8% ↑
Eat - Unmistakably Lawrence	4,228	-15.8% ↓
Live on Mass Presents: Brass on Mass B...	3,835	-
Arts & Culture - Unmistakably Lawrence	3,260	618.1% ↑
Concerts & Live Music	2,734	-15.1% ↓
Lawrence Cocktail Trail	2,613	3,479.5% ↑
Art in the Park	2,466	-37.2% ↓
(not set)	2,243	235.8% ↑
Downtown & Mass Street	2,098	-28.6% ↓
Here Comes September's Live Music Cal...	2,080	-

ACQUISITION

Session default channel group	Sessions ▾	% Δ
Organic Search	23,973	-17.9% ↓
Organic Social	11,514	5.1% ↑
Direct	4,846	-13.8% ↓
Paid Search	3,795	-54.2% ↓
Display	3,471	126.6% ↑
Paid Social	2,969	146.2% ↑
Referral	1,052	-40.2% ↓
Email	815	43.0% ↑
Paid Other	167	-
Unassigned	160	18.5% ↑
Cross-network	52	-

EXPLORELAWRENCE.COM

Monthly user demographics and traffic acquisition



Session source	Sessions	% Δ
google	28,859	-20.8% ↓
facebook	10,255	45.2% ↑
(direct)	4,846	-13.8% ↓
fb	2,893	145.6% ↑
bing	825	13.2% ↑
m.facebook.com	726	-73.9% ↓
Unmistakably Lawrence E-News	600	32.5% ↑
stackadapt	540	25.3% ↑
yahoo	288	-2.0% ↓
duckduckgo	279	16.7% ↑

LEISURE ENEWS

Monthly tourism industry enews statistics

Recipients
9,070

Opens
3,517

Clicks
1,736

	Link	Clicks
1.	Live Music Blog - September	211
2.	Grinters Sunflower Farm	130
3.	Art in the Park	113
4.	Explore Lawrence Homepage	68
5.	Explore Lawrence Instagram	62
6.	Explore Lawrence Facebook	61
7.	Explore Lawrence TikTok	60
8.	Cocktail Trail	49

1 - 8 / 8 < >

INDUSTRY ENEWS

Monthly tourism industry enews statistics

Recipients
1303

Opens
839

Clicks
1,051

	Link	Clicks
1.	Explore Lawrence Events - Hallow...	200
2.	Explore Lawrence Homepage	190
3.	Submit Your Event	185
4.	Partner Portal Login	185
5.	KU Poster Program	175
6.	Phoenix Awards - City of Lawrence	33
7.	Explore Lawrence Events - Haskell...	20

1 - 7 / 7 < >

SOCIAL MEDIA

September's social media activity on Facebook, Instagram, and TikTok increased by over 1,900 new fans, earning 647,047 impressions, 35,934 post engagements, and over 130,000 video views. Popular content included reminders about Art in the Park, Haskell Indian Art Market, and Live on Mass, as well as Reels/TikToks focused on the Autumn season and Art in the Park.

Impressions
647,047

Engagement
35,934

Video Views
133,578

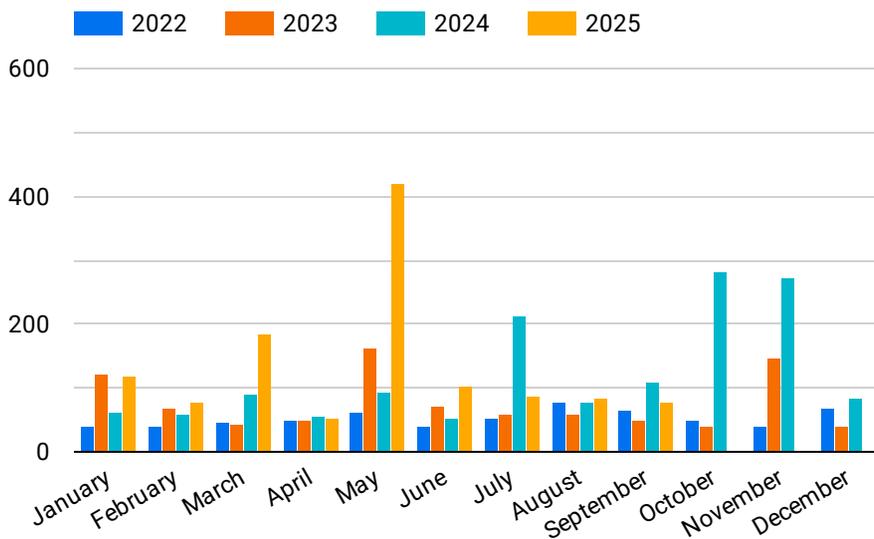
New Followers
1,921

Platform	Impressions	Engagement	Video Views	New Followers
Facebook	371,292	24,278	56,956	1,212
Instagram	220,181	6,824	21,622	586
TikTok	55,574	4,832	55,000	123

WEBSITE INQUIRIES

The Visitors Center fulfills requests for Visitors Guides through the website. In September, there were 80 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	25
2. Universities	29
3. Shopping	48
4. Recreation	34
5. Other	11
6. History	49
7. Haunted	31
8. Food	54
9. Family	33
10. Events	58
11. Birding	19
12. Basketball	24
13. Arts/Culture	56
14. Agri-Tourism	20



Sales Performance Report

September 2025



Economic Impact
BOOKED YTD

\$1,198,701

40% of goal



Leads / Assists

AUGUST PRODUCTION

2 LEADS

3 ASSISTS

YTD OCCUPANCY ↑ .05%
YOY

56%

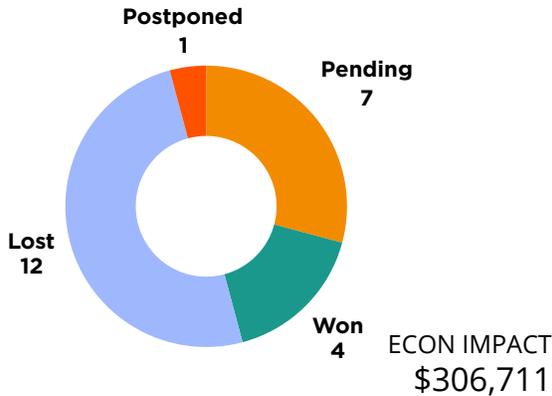
YTD ADR ↑ 5.8%
YOY

\$130.10

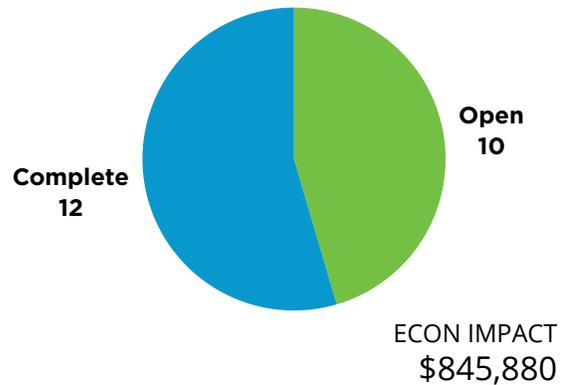
YTD REVENUE ↑ 3.0%
YOY

\$28,352,966

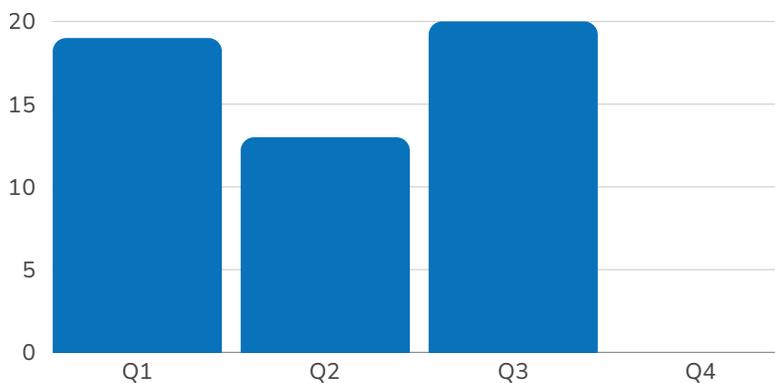
LEADS YTD = 24 | GOAL 30 (80%) Q3



ASSISTS YTD = 22



PROSPECTING ACTIVITY



GOAL = 15/ QUARTER

Q1	19
Q2	13
Q3	20
Q4	
TOTAL	52



September 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:

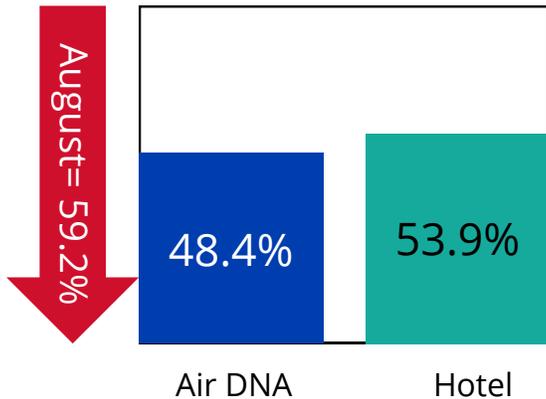
- 1) Occupancy Percent: Reflects the percentage of rooms occupied
- 2) Average Daily Rate (ADR): Reflects the average rate paid for rooms sold
- 3) RevPAR: Reflects the revenue per available room
- 4) Room Supply: Reflects the number of rooms available
- 5) Room Demand: Reflects the number of rooms sold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



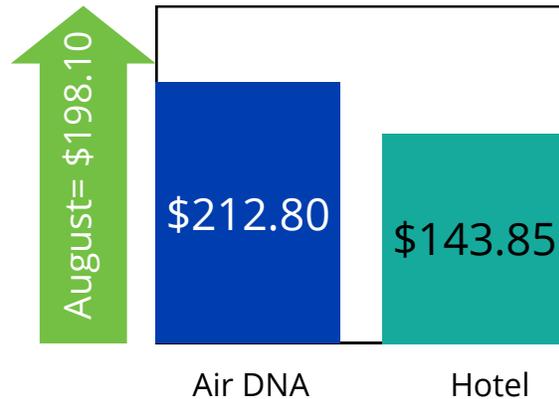
September Air DNA Report

A comparison of hotel vs short term rental data

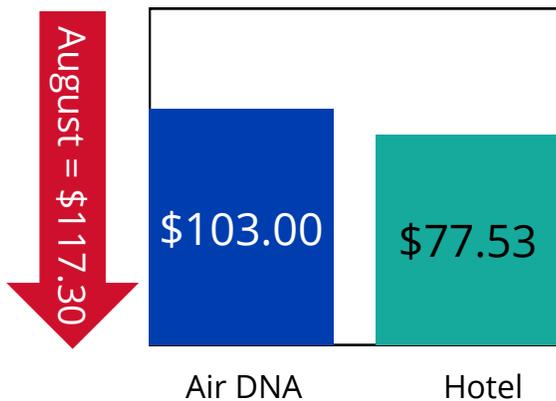
September Occupancy



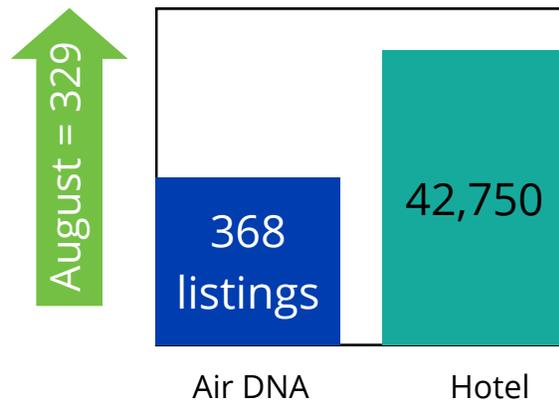
September ADR



September RevPAR



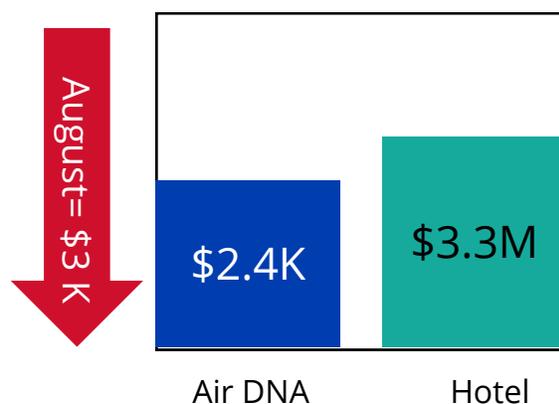
September Room Supply



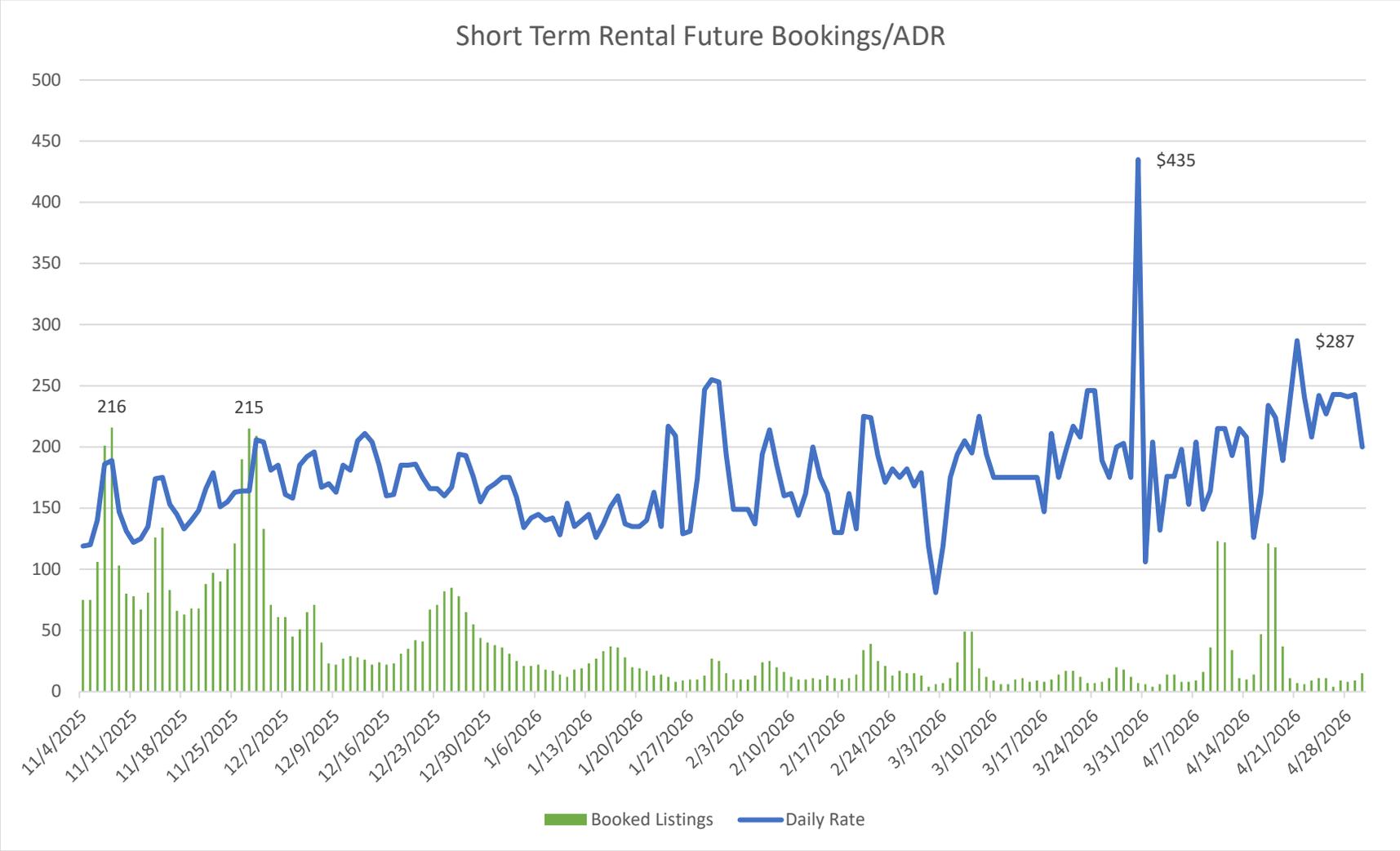
ADR/Bedroom

- 6 br \$669.50
- 5 br \$623.9
- 4 br \$458.60
- 3 br \$244.00
- 2 br \$162.10
- 1 br \$122.30

September Revenue



Board Report Future Air DNA Bookings

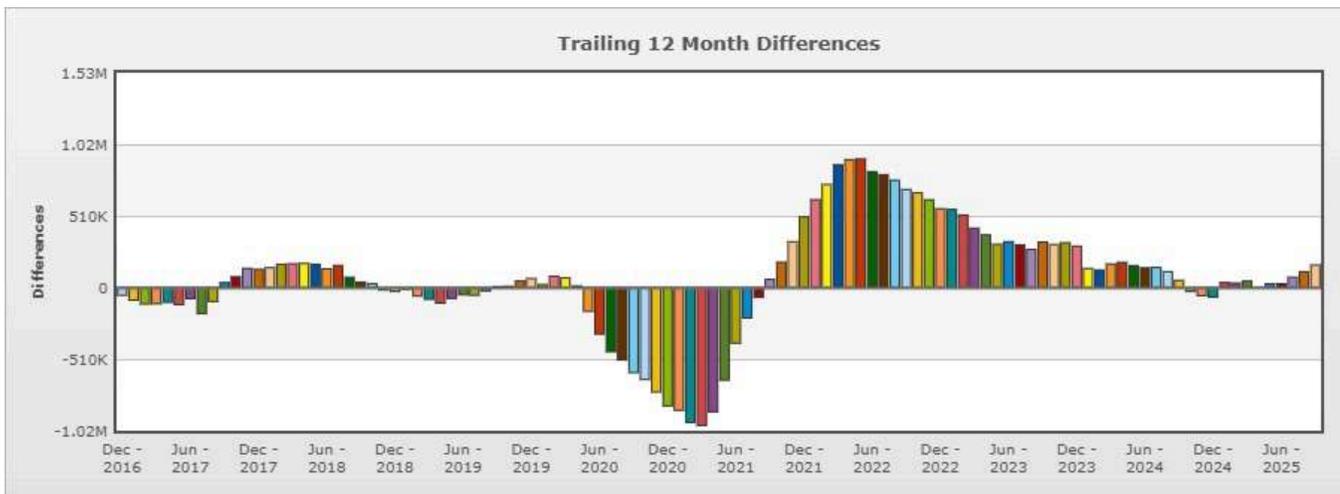
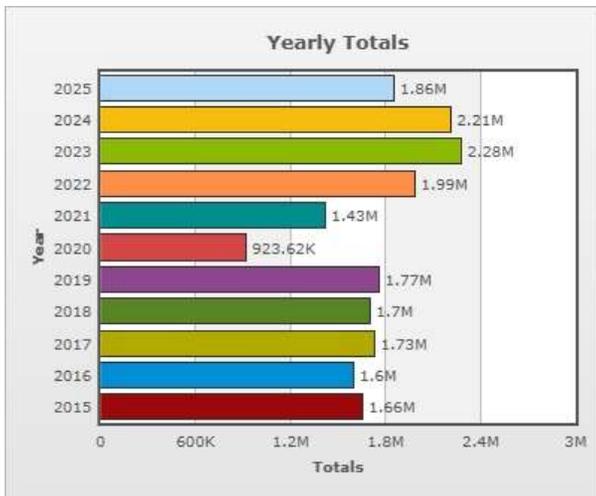


Projections November 4, 2025 – April 28, 2026



Month	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	2025	2024/2025 % change
January	73,828	101,382	93,738	98,184	118,323	95,446	41,690	111,162	174,977	80,181	88,003	9.76%
February	77,086	99,205	94,007	113,533	84,797	115,542	58,116	108,425	119,220	119,371	115,753	-3.03%
March	95,280	105,298	116,791	132,019	123,763	103,118	61,061	158,537	162,399	208,819	269,213	28.92%
Qtr 1	246,194	305,885	304,536	343,736	326,883	314,106	160,867	378,124	456,596	408,371	472,969	15.82%
April	124,152	124,594	134,997	147,412	133,185	61,358	87,896	151,582	167,214	194,623	177,542	-8.78%
May	126,642	147,762	152,491	152,041	184,797	37,870	116,471	199,887	217,061	210,991	229,942	8.98%
June	183,250	161,930	183,216	171,487	185,634	38,022	154,237	180,085	224,361	252,388	281,796	11.65%
Qtr 2	434,044	434,286	470,704	470,940	503,616	137,250	358,604	531,554	608,636	658,002	689,280	4.75%
July	37,085	138,574	133,188	152,087	168,245	58,308	127,254	174,977	200,428	228,298	301,900	32.24%
August	211,166	164,378	204,992	161,411	149,099	78,147	154,104	190,619	193,987	168,231	182,532	8.50%
September	235,022	128,957	155,957	148,506	170,578	102,374	161,468	154,860	200,813	184,465	215,064	16.59%
Qtr 3	483,273	431,909	494,137	462,004	487,922	238,829	442,826	520,456	595,228	580,994	699,496	20.40%
October	197,756	156,868	157,890	148,412	140,822	83,871	150,112	191,637	216,140	161,879	0	
November	177,325	142,512	167,915	147,600	164,907	93,603	167,993	193,553	231,109	238,950	0	
December	119,115	131,421	136,028	130,316	142,582	55,963	145,672	171,800	173,543	165,318	0	
Qtr 4	494,196	430,801	461,833	426,328	448,311	233,437	463,777	556,990	620,792	566,147	0	
Year Totals:	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	2,213,514	1,861,745	13.01%

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



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	30,000.00
7601.6 · Visitor Guide Distribution	
7601.8 · Digital	300,000.00
7601.9 · Partner Media Buy Program	
7601.10 · Magazine	18,000.00
7601.12 · Content	15,000.00
7601.14 · Outdoor	7,000.00
7601.15 · COOP Marketing Expense	
7601.19 · Publications	3,000.00
7601.2 · Design	30,000.00
7601.21 · Opportunity Fund	16,044.00

EXPLORE LAWRENCE INC

Flat Budget for 2026

	Annual Budget
7601.22 · Tracking	12,000.00
7601.24 New Technology	2,500.00
7601 · Advertising - Other	
Total 7601 · Advertising	433,544.00
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	626,544.00
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	
Total 7650 · Mobile Visitors Center	70,200.00
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	<u>28,000.00</u>
8283 · Telephone/Internet	<u>7,000.00</u>
Total 8200 · Admin and General	174,350.00
8900 · Misc Expense	
Total Expense	<u>1,548,000.00</u>
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	<u><u>0.00</u></u>