



eXplore Lawrence Board Meeting Agenda

Thursday, July 30th

Time	Agenda Topic	Discussion Leader	Action Needed
1:00–1:05	Welcome & Approval of Minutes	Heidi	I / A
1:05–1:25	Community Relations Spotlight: Our Algerian Summer	Ruth	I / D
1:25–1:40	Executive Director Report	Kim	I / D
1:40–1:50	Financial Report	Heather / Kim	I / D
1:50–2:00	Board Business	Heidi	A / 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

May 29, 2026

Members Present: Heidi Champagne (chair) Heather Shull, Marlo Angell, Katie VanderVelde, Lindsay Hart, Mayor Brad Finkeldei, Emily Peterson, Tina Tourtillott, Margann Bennett

Absent: Drew Gaschler, Mike Logan

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

Heidi called the meeting to order at 1:02 pm

MINUTES/FINANCIALS

The board approved the minutes from the April meeting (MSP Heather, Katie).

The board reviewed the February financials, which were not included in the March packet.

Heather noted both the April financials and the audit were in the packet and reflected a strong financial position for Explore Lawrence. The World Cup expenses are now officially available and being tracked separately, that line is also strong. There is one correction, that the Lawrence 2026 brand expenses need to be moved to World Cup expenses and out of the eXplore Lawrence lines.

Looking ahead to the 2027 budget, health care costs are expected to increase \$4,300/year. Margann suggested looking into the program the Chamber uses for potential cost savings.

The board accepted the financial report.

Kim said that the accountant RFP process could start now that the audit is complete, and she asked board members to forward any recommendations her way.

DEPARTMENT REPORTS

Sales:

Chris reported a good month for sales. They booked over \$224,000 in room nights, and have been very busy with graduation deliveries on the services side. They used the new mobile visitor center to drop graduation supplies at the hotels, which was a great chance to share it with the hotel staffs.

- The YTD occupancy was slightly down over last year, and the ADR was down a bit. Overall revenue was down .01% from last year.
- Focusing on bigger meetings with the new conference center.
- The department is being careful to work leads that have a reasonable chance of booking in Lawrence, rather than spending time and resources that will never come here (due to stay patterns, size, time of year, etc.)
- There are a few issues around the use of some of KU's facilities for outside group and meeting sales. OVG and Chris will work together to clear up those challenges.
- Chris has been working: Golf Course Superintendent 100 year anniversary, National Folk Festival, SPL events (hoops and martial arts).
- Marlo mentioned she is presenting at the Arts Convention in Wichita and they are looking to move. She will connect Chris with the organizers.

Marketing:

Jennie presented the marketing reports.

Website

The website saw a 60.9% increase in users over April 2025.

The events calendar continues to be the most popular page, comprising nearly a quarter of the site's traffic (23.8%).

Social Media

Social media continues to explode. We gained 676 fans over three platforms (FB, IG, and Tik Tok). We earned over 1 million impressions, 36K post engagements, and 561,485 video views.

Book Your Room in Lawrence campaign

The campaign started on April 1, and has generated 744,997 impressions, 6,847 clicks, and a .9% click through rate. The campaign's landing page was the second most viewed page on our site with 6,743 views. We can directly attribute 2 hotel bookings and 33 flight bookings from the campaign.

Digital Passports

The Summer of Soccer passport launches next week. So far 22 businesses have added discounts. The 4 regional Douglas County historic sites are included as an America 250 experience.

Community Relations:

Ruth presented the Community Relations report. She continues to work on the World Cup organizing/planning. We have secured the former Einstein's bagel storefront for the pop up visitor and volunteer HQ during the tournament, and will have a soft opening.

Stan Herd's flag is gaining national attention. Fox 4 is planning a Zip Trip segment at the end of the month to highlight all the work happening out in Lawrence for the World Cup.

Mobile Visitor Center

The mobile visitor center is wrapped and made its debut during National Travel and Tourism week. We received a visit from Bridgette Jobe, the Director of Kansas Tourism, and a proclamation from the City of Lawrence. Ruth outlined the stops and week of activity to the board in a special presentation.

The van has a few parades this summer, and then will go in for the interior design. In the meantime, we'll be developing a rubric for deployment decisions, and a sales schedule and making sure we our use of it aligns with grant requirements.

EXECUTIVE DIRECTOR REPORT:

Office Space Lease

The board reviewed and agreed to sign a lease for the Carnegie space. The least is a yearly lease with an automatic renewal for four years.

2027 Budget

Kim presented the board with a 2027 budget proposal, starting the process with the city. This year, eXplore Lawrence is requesting an increase in funding. Some targeted increases include:

- sales software funding
- a rebranding initiative
- a professional development fund for hotel and partner employees
- an increase in marketing operations

The board gave Kim several suggestions on revising the request. Lindsay will take the revised memo, incorporate it into the Parks, Recreation, and Culture Budget. The board voted to submit the programmatic budget of \$1.72 million to the city for the 2027 budgeting process. (Emily, Tina)

Transient Guest Tax Funds

The TGT report showed a rebound from the prior month's collections, and an overall increase of 7.25% for the year. While occupancy isn't showing an increase, the

increase in the fund seems to be attributable to the higher rate. eXplore will continue to monitor collections.

ADJOURNMENT:

The meeting adjourned at 2:22 PM (MSP Katie, Emily)

The next meeting of the board is scheduled for June 26 at 1:00 PM at the Carnegie Building.

Respectfully submitted,

Ruth DeWitt



MAY 2026 MARKETING REPORT

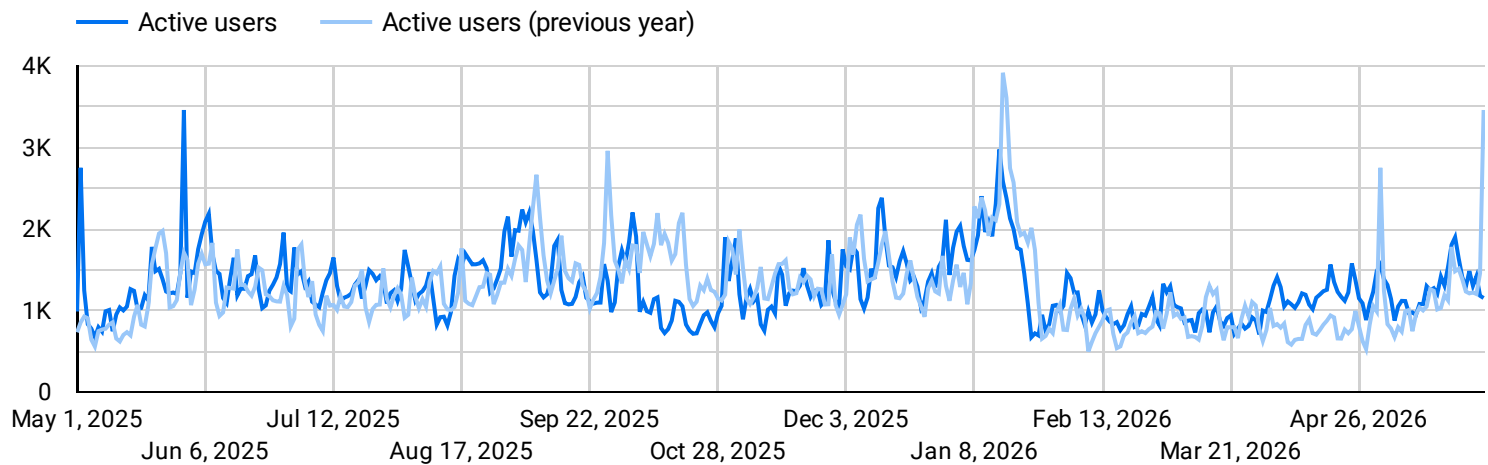
MAY MARKETING SUMMARY

May marketing efforts saw an increased focus on attracting visitors traveling for the World Cup and increasing bookings for local hotel partners. Primary marketing messages focused on creating a welcoming atmosphere for the Algerian National Football team and their fans, promoting Score Lawrence soccer events, and celebrating Haskell and KU graduates.

EXPLORELAWRENCE.COM

In May explorelawrence.com saw 37,515 total users, an increase of 4% from May 2025. Each user averaged approximately 10 "events" on the site, including page views, scrolls, link clicks, video views, etc. Page views saw a 23% decrease from May of last year for a total of 98,693. The increase in users and decrease in views is most likely the result of increased display efforts targeting geographic areas outside of our usual target markets. These campaigns were successful in attracting new users who are less likely to visit more than one page on their first visit to the website. The Events Calendar page continues to be the most visited with 21,887 views or 22.2% of total views. Organic search traffic remains the leading source of site traffic followed by organic social and display ads.

Total users	Event count	Event count per user	Views
37,515	400,018	10.8	98,693
↑ 4.0%	↓ -9.2%	↓ -12.4%	↓ -23.5%



PAGE PERFORMANCE

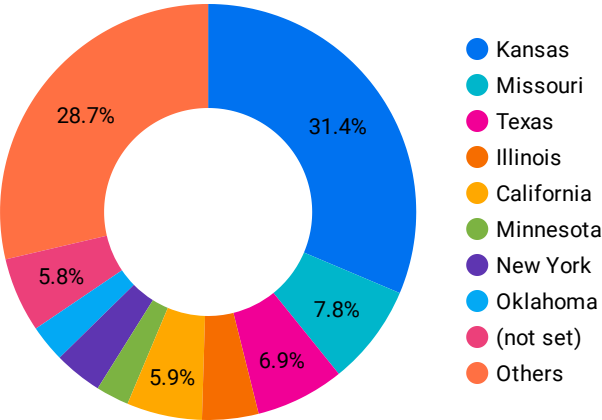
Page title	Views ▾	% Δ
Events Calendar - Unmistakably Lawren...	21,887	-4.3% ↓
Welcome Les Fennecs	7,464	-
Eat - Unmistakably Lawrence	4,949	9.1% ↑
Summer of Soccer: The Arab's Guide to ...	3,601	-
Arts & Culture - Unmistakably Lawrence	3,385	168.4% ↑
Explore - Unmistakably Lawrence	3,252	-10.6% ↓
Concerts & Live Music	2,830	-3.6% ↓
Lawrence Busker Festival	2,330	129.1% ↑
See - Unmistakably Lawrence	1,821	-46.3% ↓
Downtown & Mass Street	1,583	-12.2% ↓

ACQUISITION

Session default channel group	Sessions ▾	% Δ
Organic Search	18,297	-13.6% ↓
Organic Social	9,059	106.3% ↑
Display	7,297	172.7% ↑
Direct	5,271	-21.9% ↓
Paid Search	4,240	-23.2% ↓
Referral	1,005	-13.8% ↓
Unassigned	880	300.0% ↑
Email	410	-41.6% ↓
Cross-network	46	-24.6% ↓
Paid Other	29	-77.0% ↓

EXPLORELAWRENCE.COM

Monthly user demographics and traffic acquisition



Session source	Sessions ▾	% Δ
google	21,283	-21.2% ↓
facebook	11,150	229.9% ↑
(direct)	5,271	-21.9% ↓
Sojern	2,647	-
stackadapt	1,277	26.1% ↑
VisitKC	738	-
fb	688	-53.2% ↓
bing	682	14.8% ↑
Unmistakably Lawrence E-News	327	-49.6% ↓
duckduckgo	302	65.9% ↑

LEISURE ENEWS

Monthly tourism industry enews statistics

Recipients

9,694

Opens

1,101

Clicks

215

TOP 5 LINKS

	Link	Clicks ▾
1.	Blog: Hometown Happenings: Ma...	73
2.	Blog: Wide Variety of Genres Hit th...	69
3.	Hiking & Trails	49
4.	Lawrence Busker Festival	44
5.	Event: Bleeding Kansas Bus Tours	29

SOCIAL MEDIA

May's social media activity on Facebook, Instagram, and TikTok brought us 717 new fans, earning over 1.3 million impressions, 41,743 post engagements, and 192,430 video views. Popular content included posts celebrating Haskell and KU graduates, blogs about hometown happenings, live music, and An Arab's Guide to Lawrence.

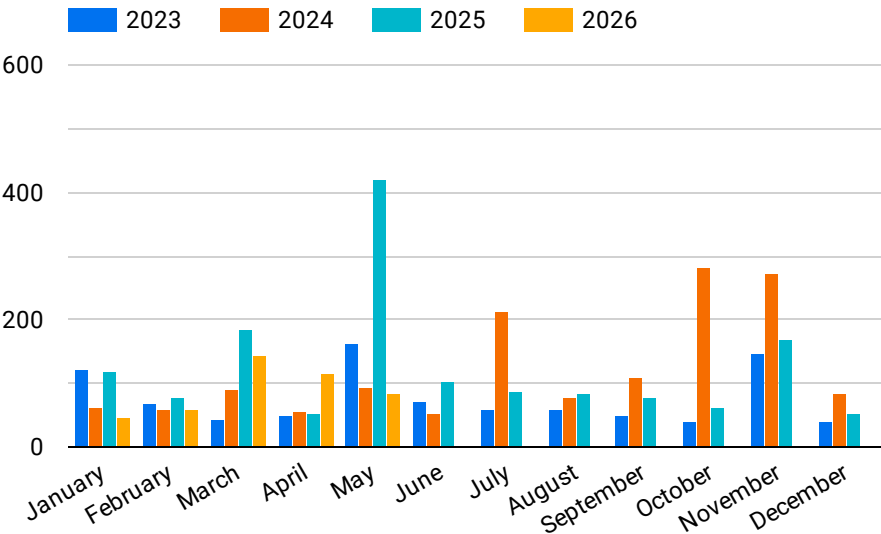
Impressions	Engagement	Video Views	New Followers
1,356,752	41,743	192,430	717

Platform	Impressions ▾	Engagement	Video Views	New Followers
Facebook	943,202	34,659	87,552	334
Instagram	393,986	4,762	26,438	198
TikTok	19,564	2,322	78,440	185

WEBSITE INQUIRIES

We continue to fulfill requests for Visitors Guides through the website. In May there were 84 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	33
2.	Universities	27
3.	Shopping	44
4.	Recreation	40
5.	Other	12
6.	History	50
7.	Haunted	32
8.	Food	53
9.	Family	25
10.	Events	63
11.	Birding	35
12.	Basketball	28
13.	Arts/Culture	57
14.	Agri-Tourism	26

SPECIAL CAMPAIGNS

Hotel Campaign

On April 1, we launched campaigns leveraging paid social and display advertising to drive traffic to our World Cup landing page, increase hotel visibility, and ultimately convert intent into actual travel bookings for our Lawrence hotel partners.

The two-month campaign successfully generated high-volume awareness, bringing over **2.4 million total impressions** across paid channels. The campaign resulted in 15,218 clicks thru to the website, contributing to a **95% increase** in views to the hotel listing pages on our website over the same period in 2025. By leveraging a split-vendor strategy, including a direct travel-data partnership with Sojern, we were able to confirm that ad exposure successfully moved travelers through the entire funnel. The Sojern segment of the campaign tracked **817 confirmed travelers** arriving in Lawrence, **226 flight bookings** to MCI airport in Kansas City, and **19 direct hotel bookings** after ad exposure.



JUNE 2026 MARKETING REPORT

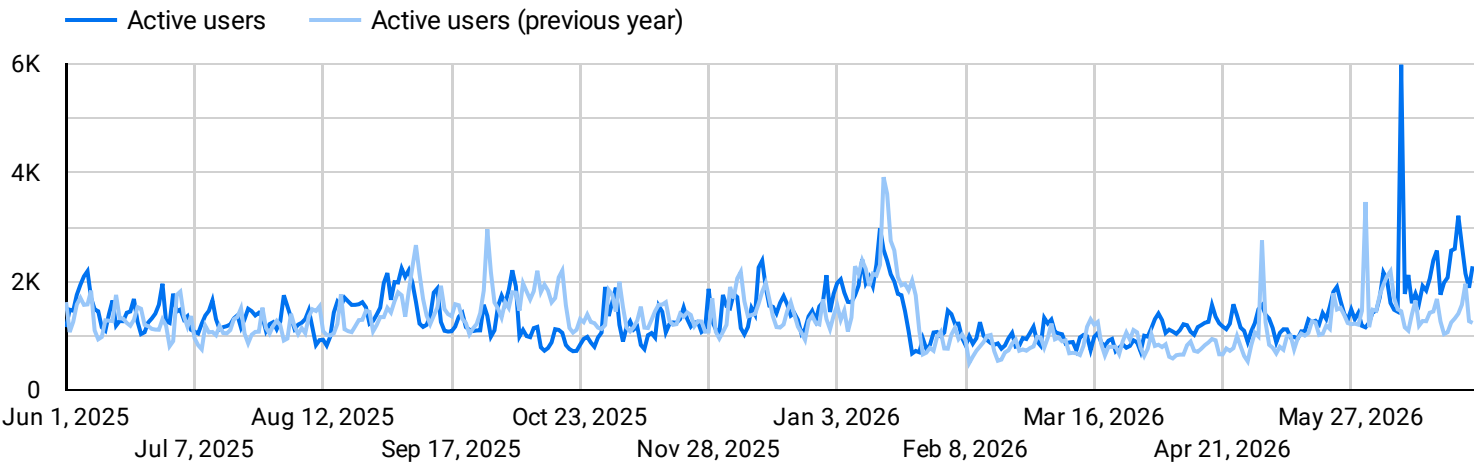
JUNE MARKETING SUMMARY

June was a whirlwind for the eXplore Lawrence marketing team as our months of planning, promotion, and advertising came to life. Visitors showed up, our community showed up, and Score Lawrence soccer celebrations saw strong engagement across the board. With the Algerian National Team selecting Lawrence as its base camp, our social channels experienced unprecedented growth and interaction, marking a standout moment for our content marketing efforts.

EXPLORELAWRENCE.COM

In June explorelawrence.com saw 56,811 total users, an increase of 41% from June 2025. Each user averaged approximately 10 "events" on the site, including page views, scrolls, link clicks, video views, etc. Page views saw a 31% increase from June of last year for a total of 154,889. The Events Calendar page continues to be the most visited with 29,299 views or 19% of total views, followed by the Summer of Soccer Events page and the 2026 Summer of Soccer and Finding Freedom: A Douglas County 250 Experience digital passport pages. Organic search traffic remains the leading source of site traffic followed by organic social.

Total users	Event count	Event count per user	Views
56,811	597,363	10.65	154,889
↑ 41.1%	↑ 28.8%	↓ -9.4%	↑ 30.8%



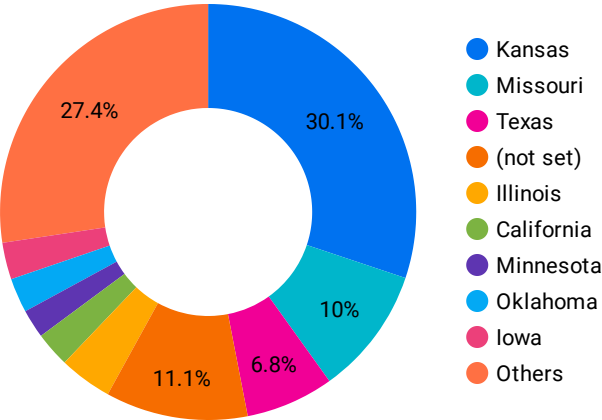
PAGE PERFORMANCE

Page path	Views ▾	% Δ
/events/	29,299	15.6% ↑
/events/summer-of-soccer/	11,905	-
/passports/summer-of-fun/	9,417	-31.2% ↓
/passports/finding-freedom-a-douglas-county-250...	7,024	-
/restaurants/	4,479	15.3% ↑
/	4,449	28.8% ↑
/things-to-do/attractions/	3,103	-27.7% ↓
/events/concerts-live-music/	2,761	-3.7% ↓
/things-to-do/arts-entertainment/	2,745	31.0% ↑
/blog/post/junes-live-music-best-bets-get-ready-for...	2,128	-

ACQUISITION

Session default channel group	Sessions ▾	% Δ
Organic Search	25,693	10.5% ↑
Organic Social	14,838	122.4% ↑
Direct	12,358	237.3% ↑
Display	8,408	75.2% ↑
Paid Search	7,320	3.6% ↑
Referral	2,351	109.3% ↑
Unassigned	1,341	316.5% ↑
Paid Other	1,218	776.3% ↑
Email	619	-9.2% ↓
Paid Social	376	-91.4% ↓

EXPLORELAWRENCE.COM
Monthly user demographics and traffic acquisition



Session source	Sessions ▾	% Δ
google	37,916	16.5% ↑
(direct)	12,358	237.3% ↑
facebook	8,774	75.6% ↑
fb	3,675	-10.3% ↓
stackadapt	1,604	68.0% ↑
ig	1,539	432.5% ↑
Sojern	1,354	-
scorelawrence.com	1,264	-
bing	738	15.7% ↑
Unmistakably Lawrence E-News	567	-11.4% ↓

LEISURE ENEWS
Monthly tourism industry enews statistics

Recipients
9,708

Opens
1,974

Clicks
319

TOP 5 LINKS

	Link	Clicks ▾
1.	Summer of Soccer Events	244
2.	Summer of Soccer Passports	66
3.	Blog: June's Live Music Best Bets	62
4.	Blog: June Hometown Happenings	36
5.	Home Page	24

DIGITAL PASSPORT PERFORMANCE

June was the first full month of activity for two digital passports: 2026 Summer of Soccer and Finding Freedom: A Douglas County 250 Experience. This years summer passport has been named the Summer of Soccer passport in celebration of the World Cup and features special offers from 25 local businesses. The Finding Freedom passport is a partnership with the Watkins Museum of History in celebration of America's 250 anniversary.

Pass	Pass Sign-ups ▾	Check-ins	Offer Redemptions	Email Opt-ins
2026 Summer of Soccer	360	987	31	283
Finding Freedom: A Douglas County 250 Experi...	157	46	0	124

SOCIAL MEDIA

June's social media activity on Facebook, Instagram, and TikTok brought us 17,389 new fans, earning over 11 million total impressions, 731,573 post engagements, and 3,853,894 video views.

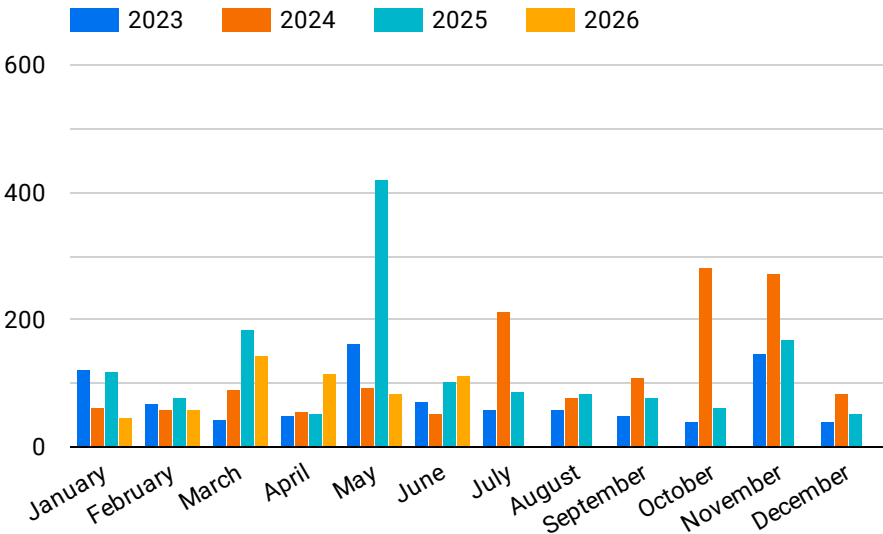
Impressions	Engagement	Video Views	New Followers
11,237,391	731,573	3,853,894	17,389

Platform	Impressions ▾	Engagement	Video Views	New Followers
Facebook	6,060,905	596,076	3,083,634	11,686
Instagram	5,090,473	125,742	623,902	5,324
TikTok	86,013	9,755	146,358	379

WEBSITE INQUIRIES

We continue to fulfill requests for Visitors Guides through the website. In June there were 112 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	43
2.	Universities	33
3.	Shopping	56
4.	Recreation	51
5.	Other	14
6.	History	56
7.	Haunted	34
8.	Food	70
9.	Family	42
10.	Events	84
11.	Birding	49
12.	Basketball	36
13.	Arts/Culture	83
14.	Agri-Tourism	28

SPECIAL CAMPAIGNS

Hotel Campaign

On April 1, we launched campaigns leveraging paid social and display advertising to drive traffic to our World Cup landing page, increase hotel visibility, and ultimately convert intent into actual travel bookings for our Lawrence hotel partners.

The two-month campaign successfully generated high-volume awareness, bringing over **3.2 million total impressions** across paid channels. The campaign resulted in **16,424 clicks** thru to the website, contributing to a **56% increase** in views to the hotel listing pages on our website over the same period in 2025. By leveraging a split-vendor strategy, including a direct travel-data partnership with Sojern, we were able to confirm that ad exposure successfully moved travelers through the entire funnel. The Sojern segment of the campaign tracked **1,962 confirmed travelers** arriving in Lawrence, **440 flight bookings** to MCI airport in Kansas City, and **57 direct hotel bookings (121 total nights)** after ad exposure.

MEDIA COVERAGE

The Lawrence-Algeria connection quickly emerged as one of the standout feel-good stories of the 2026 FIFA World Cup. It began with an impromptu welcome at the team's home away from home, the DoubleTree by Hilton Lawrence, where local residents and members of the Algerian diaspora gathered to greet the team upon arrival. From there, the relationship only deepened--Lawrencians and Algerians packed the stands at Rock Chalk Park for the team's community practice, the University of Kansas band learned Algeria's national anthem, and the community came together for Score Lawrence soccer celebrations and street watch parties on Mass St.

The momentum was impossible to ignore. According to Meltwater, the story generated **9.65k total media mentions** and had an estimated reach of **21.6 billion** across global outlets. Coverage appeared in *The Athletic* (NYT), *The Kansas City Star*, *USA Today*, *Travel + Leisure*, and international outlets including Al Jazeera Arabic, BBC, and Reuters, all highlighting the unexpected and heartfelt bond between Lawrence and Algeria.

Below are just a few key moments that captured the spirit of this story:

The Athletic



Locals in Lawrence welcome Algeria to Kansas (Laurel Nagengast, eXplore Lawrence)

The KU's 25-strong marching band, consisting of brass, woodwind and percussion instruments, played Kassaman, the Algeria national anthem, to welcome the team.

theworldcup

WORLD CUP NEWS TEAM ALGERIA

How a small town in Kansas fell in love with the Algerian national team before the FIFA World Cup

After Algeria made Lawrence, Kansas its home base for the tournament, the whole town is all in for the Fennecs



5,407 84 886

theworldcup Lawrence, Kansas has chosen its World Cup team – and it's Team Algeria.

WORLD CUP

Algeria Men's National Soccer Team

Algeria coach felt 'goosebumps' from Kansas fans ahead of 2026 World Cup

Liam Keating

USA TODAY

June 15, 2026, 8:35 p.m. ET

YouTube

Search or ask a



كأس العالم 2026
المنتخب الجزائري يحتاج للفوز أو
التعادل أمام المنتخب البلجيكي في الدور الثاني
خسرت الجماهير الجزائرية من كل حذب وسلوب
وقوف سكان بلدة لورنس

An American town cheers for Algeria.. "Lawrence" supports The Greens to settle an old World Cup s...

Auto-dubbed

AlJazeera Arabic قناة الجزيرة 23.4M subscribers

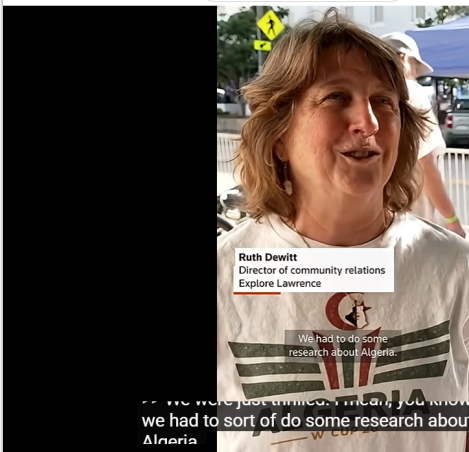
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Ruth Dewitt
Director of community relations
Explore Lawrence

We had to do some research about Algeria.

Small-town America opens arms to Algeria at World Cup

Reuters 4.26M subscribers

Subscribe

205

Share

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THE STAR

Log In | Subscribe

Embassy pens thank-you note to Lawrence for showing love to Algeria at World Cup

By Pete Grathoff

Updated June 30, 2026 12:26 PM | Gift Article



Fans in the stands hold flags at Algeria's open practice ahead of the 2026 FIFA World Cup at Rock Chalk Park in Lawrence,

FIFA World Cup Algeria Lawrence Kansas Volume

Generated on
Jul 15, 2026 America/Chicago timezone
Selected period: Jun 1, 2026 - Jun 30, 2026



1

AI-Powered Insight

Lawrence, Kansas became the World Cup's most visible example of local hospitality toward Algeria

Multiple posts describe Lawrence residents embracing Algeria as a temporary home team, with flags, jerseys, street scenes, and public pride becoming the dominant story. [x.com](#)
Coverage highlights specific gestures: the KU band learned Algeria's anthem, fans waited in rain past midnight, and the team held public training sessions with local children. [x.com](#) The
Algeria-Lawrence connection was framed as one of the tournament's best stories, with officials and media noting warm welcomes from the city and mayor. [x.com](#)

The DoubleTree base camp in Lawrence became a symbol of modesty and contrast

Algeria's hotel choice at the DoubleTree drew repeated attention because it contrasted sharply with Austria's Ritz-Carlton, making the team seem unusually grounded. [x.com](#) Posts
emphasized the hotel's everyday setting, including regular guests sharing the property with the team and jokes about free cookies reinforcing the contrast. [x.com](#)
The hotel detail helped fuel broader discussion of World Cup logistics and how teams choose base camps across different host cities. [x.com](#)

The matchup was widely treated as a broader statement about openness and international connection

Several posts used Algeria in Lawrence to argue that the World Cup can bring strangers together and show a welcoming version of America. [x.com](#)
Commentators linked the story to concerns about exclusion and visas, contrasting local hospitality with broader national hostility toward outsiders. [x.com](#) The
relationship was repeatedly described as unusual, affectionate, and almost romantic, underscoring its symbolic appeal beyond soccer results. [x.com](#)

Fan celebration in Lawrence became highly visible and community-driven

Images and videos showed packed watch parties, street celebrations, and large crowds turning Mass Street into a focal point for Algeria support. [instagram.com](#), [facebook.com](#)
Supporters created highly performative displays, including a human Algerian flag and citywide decorations in green, white, and fox imagery. [x.com](#)
The enthusiasm extended across local institutions and businesses, with the University of Kansas and downtown venues helping organize events and welcome the team. [x.com](#), [facebook.com](#), [instagram.com](#)

2

Mentions Trend

Total Mentions

9.65k

↑ 793%

Previous period 1.08K

Daily Average

321

↑ 793%

Previous period 36



3

Reach Trend

Total Reach

21.6B

↑ 505%

Previous period 3.58B

Daily Average

721M

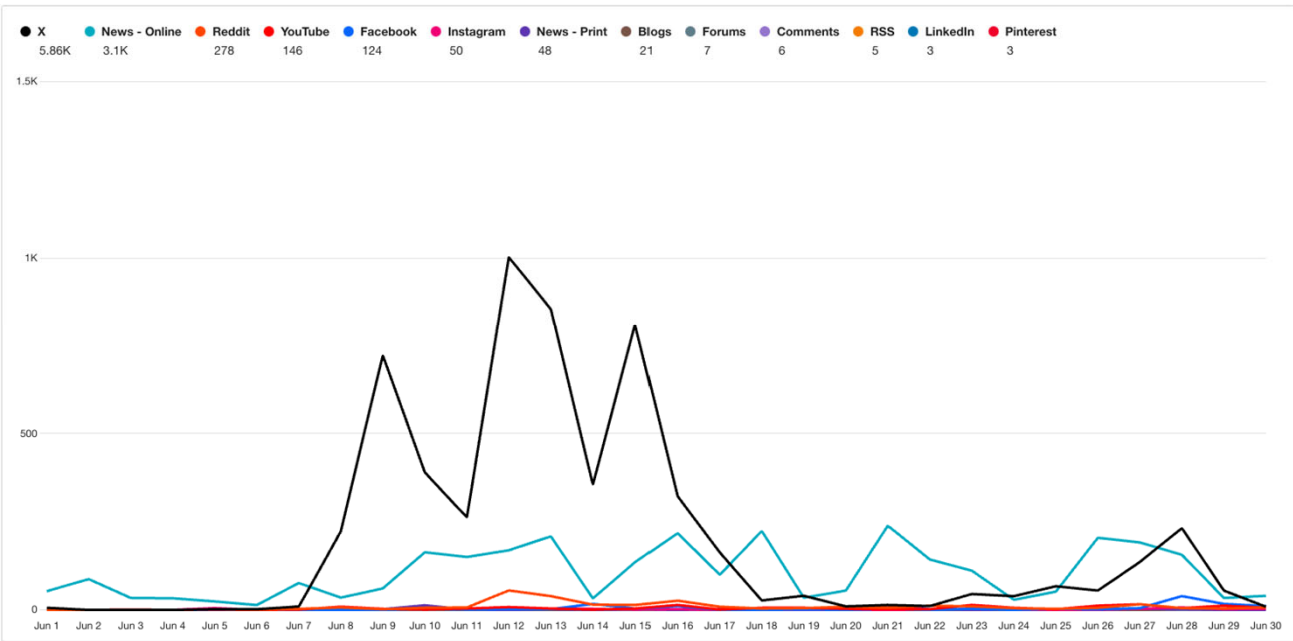
↑ 505%

Previous period 119M



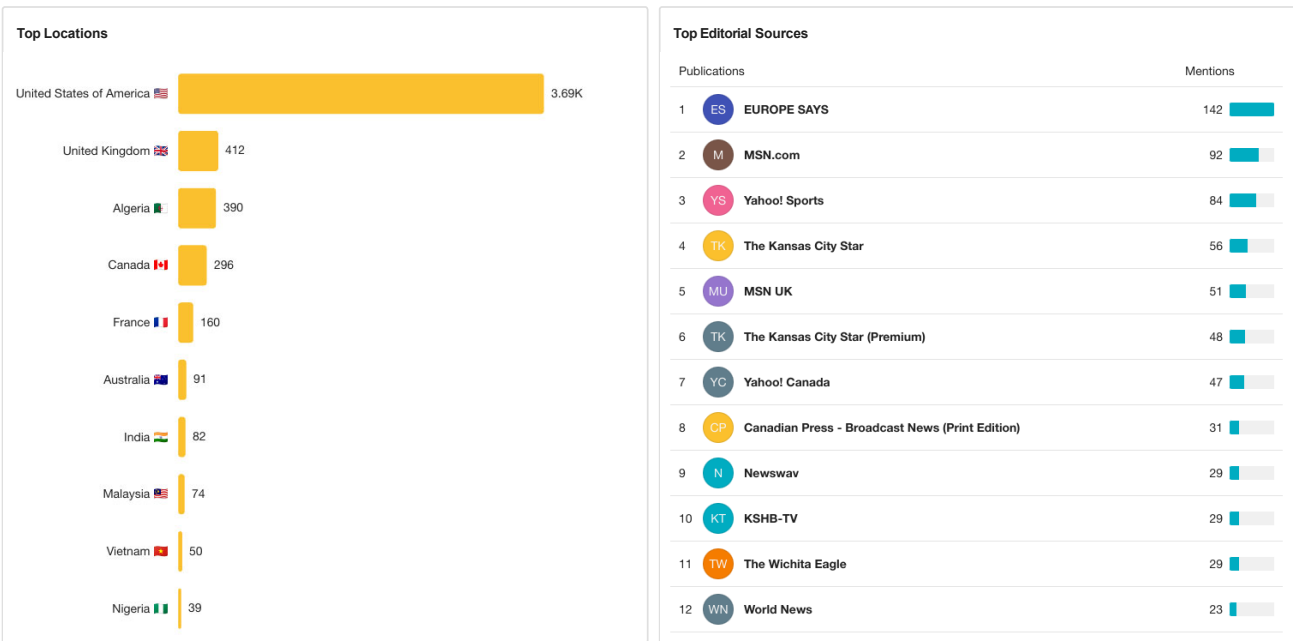
4

Mentions Trend by Source Type



5

Top Locations & Top Editorial Sources



6

Top Shared Links & Top Blogs

Top Shared Links

URL Links	Mentions
1  https://x.com/KylenMills/status/2065497701207392333/vide...	682 
2  https://x.com/FOS/status/2064412871254041027/photo/1	481 
3  https://x.com/SpattySF/status/2065817754566086885/video/1	262 
4  https://kansasreflector.com/submit-opinion/	250 
5  https://kansasreflector.com	249 
6  https://apnews.com/hub/fifa-world-cup	245 
7  https://x.com/HaroldRKuntz3/status/2065198246679691603/...	239 
8  https://x.com/AlgerianFooty/status/2066185390046748827/v...	202 
9  https://www.washingtonpost.com/politics/2026/06/16/mess...	187 
10  https://x.com/washingtonpost/status/2067034719821148547...	187 
11  https://x.com/TaylorBurr10/status/2064167478666629286/vi...	179 
12  https://x.com/AlgerianFooty/status/2064096526981292318/v...	174 

Top Blogs

Blog URLs	Mentions
1  bestsportsshow.blogspot.com/	1 
2  buildingbridgesleadership.com	1 
3  fatherdonfarnan.com	1 
4  gheorghe77.blogspot.com/	1 
5  historydiaries.blog	1 
6  jontheblogcentric.org	1 
7  korpjarvi.wordpress.com	1 
8  marciglass.com	1 
9  mickeylawson.wordpress.com	1 
10  midvalleysports.com	1 
11  mikeamosblog.wordpress.com	1 
12  milliemercersportblog.wordpress.com	1 

7

Top Subreddits & Top Forums

Top Subreddits

Subreddits	Mentions
1  reddit.com/r/worldcup	78 
2  reddit.com/r/soccer	44 
3  reddit.com/r/LesVerts	22 
4  reddit.com/r/MadeMeSmile	14 
5  reddit.com/r/Lawrence	13 
6  reddit.com/r/kansascity	12 
7  reddit.com/r/algeria	7 
8  reddit.com/r/CollegeBasketball	4 
9  reddit.com/r/MLS	4 
10  reddit.com/r/AskReddit	3 
11  reddit.com/r/IWantToAskAnAmerican	3 
12  reddit.com/r/KansasFandom	3 

Top Forums

Forum URLs	Mentions
1  vk.com	2 
2  fsuniverse.net	1 
3  forum.gamevn.com	1 
4  mastodon.social	1 
5  community.ricksteves.com	1 
6  rssfeed.media	1 

8

Content Sample



r/algeria

• edgecasehuman404

Reddit

Jun 30, 11:57 PM

'Rock Chalk Algeria': Lawrence celebrates lasting World Cup connection

Local news channel covers Lawrence, KS saying goodbye to Team Algeria

Lawrence, Algeria, World Cup

207.64k Reach

Neutral

4

\$ 197.87 EMV



EUROPE SAYS

News | GB | Jun 30, 11:44 PM

Colombia vs. Ghana – Kick-off time, team news, how to watch World Cup round of 32 clash

Jun 30, 2026, 08:09 AM ET Ghana arrived at the FIFA World Cup two months after Carlos Queiroz's shock appointment and with legal issues

Lawrence, Algeria, World Cup, FIFA

48.41k Reach

Neutral

\$ 447.78 AVE



Algerian Intangible Heritage

@heritagealgeri

X

DZ

Jun 30, 11:09 PM

Goodbye Lawrence 'Rock Chalk Algeria': Lawrence celebrates lasting World Cup connection

https://t.co/uJ8ElyLAzy

Lawrence, Algeria, World Cup

1.75k Reach

38 Views

Positive

\$ 5.87 EMV

1



The Algiers Herald

@algiersherald

X

Jun 30, 10:16 PM

'Rock Chalk Algeria': Lawrence celebrates lasting World Cup connection - KMBC

https://t.co/RXgNq8lkW7

Algeria, Lawrence, World Cup

78 Reach

25 Views

Positive



EUROPE SAYS

News | GB | Jun 30, 9:51 PM

Rassie Erasmus pipped by fierce rival in Nat Championship win percentages

Algiers", "location": "Algiers", "code": "DZ", "country": "Algeria" - Algeria", ("tz": "Africa/Asmara", "location": "Asmara", "World Cup, Lawrence, Algeria

World Cup, Lawrence, Algeria

73.03k Reach

Neutral

\$ 675.5 AVE



The Chabor Chronicles

Blog | Jun 30, 9:39 PM

June 30th: This Day in History

cedes Ifni to Morocco Picture of the FIFA World Cup Trophy, which presented to the champions of the World Cup tournament. • 1970 - Brazil

Algeria, World Cup, FIFA, Lawrence

9.22M Reach

Negative



Bytes Europe

News | US | Jun 30, 8:29 PM

Algeria bids farewell to Lawrence as team heads to Vancouver for game with Switzerland - Bytes Europe

for The Chamber Lawrence, said the organization hopes to build on the relationship with Algeria beyond the tournament. "Algeria and Lawrence

LAWRENCE, Algeria, Lawrence, World Cup

1.54k Reach

Positive

\$ 14.22 AVE

1

9

5

FIFA World Cup Algeria Lawrence Kansas Sentiment

Generated on
Jul 15, 2026 America/Chicago timezone
Selected period: Jun 1, 2026 - Jun 30, 2026



1

AI-Powered Insight

Positive mentions

- Several posts mention the warm welcome and support for Algeria's soccer team in Kansas, highlighting the heartwarming story of a college town embracing the team.
- The posts also discuss the excitement and enthusiasm surrounding the World Cup, with fans in Kansas City celebrating and enjoying the event.

Negative mentions

- Many of the posts are related to soccer events, including World Cup matches and controversies surrounding the tournament.
- There are mentions of specific players and teams, such as England, Ghana, and Algeria.
- There are also discussions about political issues and protests, including human rights and the Iranian government.
- Some posts highlight personal stories or emotional moments, such as the courage of Chris Johnson in dealing with ALS.

2

Sentiment & Sentiment Trend

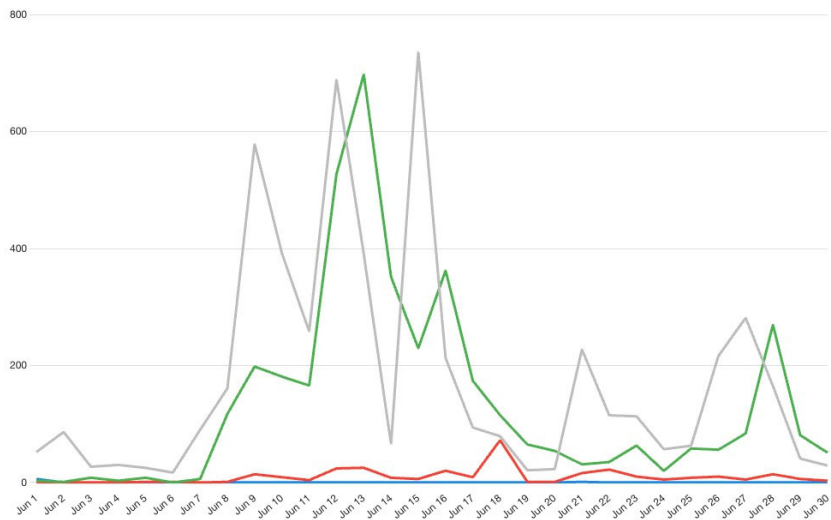
Sentiment



Neutral 5.34K 55.3%
Positive 4.02K 41.6%
Negative 295 3.06%
Not Rated 7 0.07%

Sentiment Trend

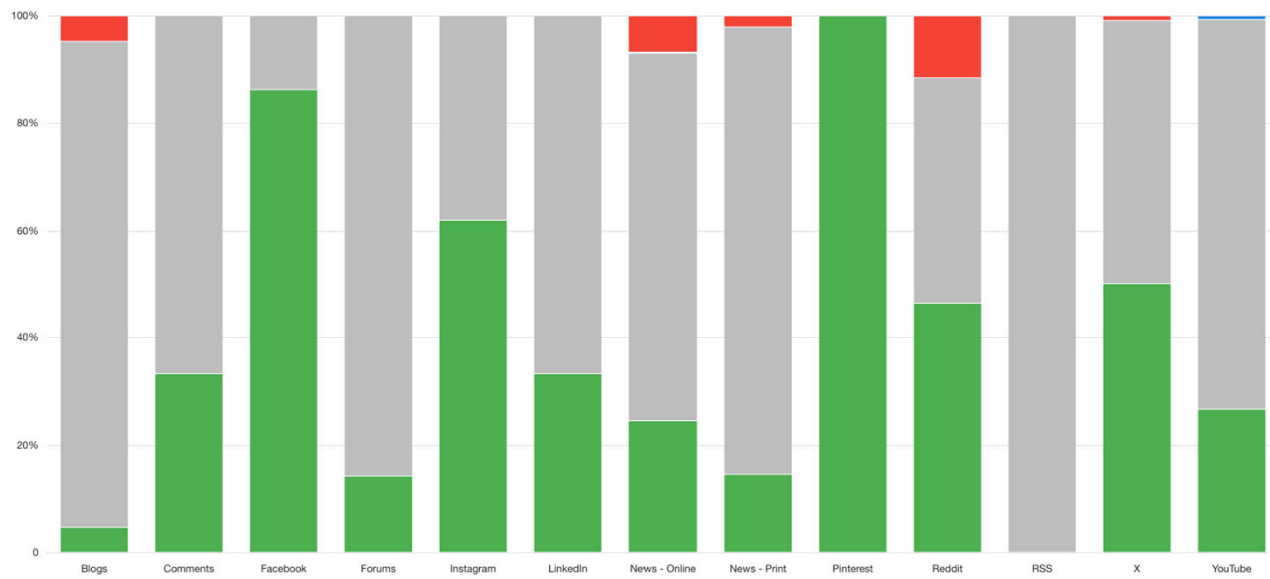
Neutral 5.34K Positive 4.02K Negative 295 Not Rated 7



3

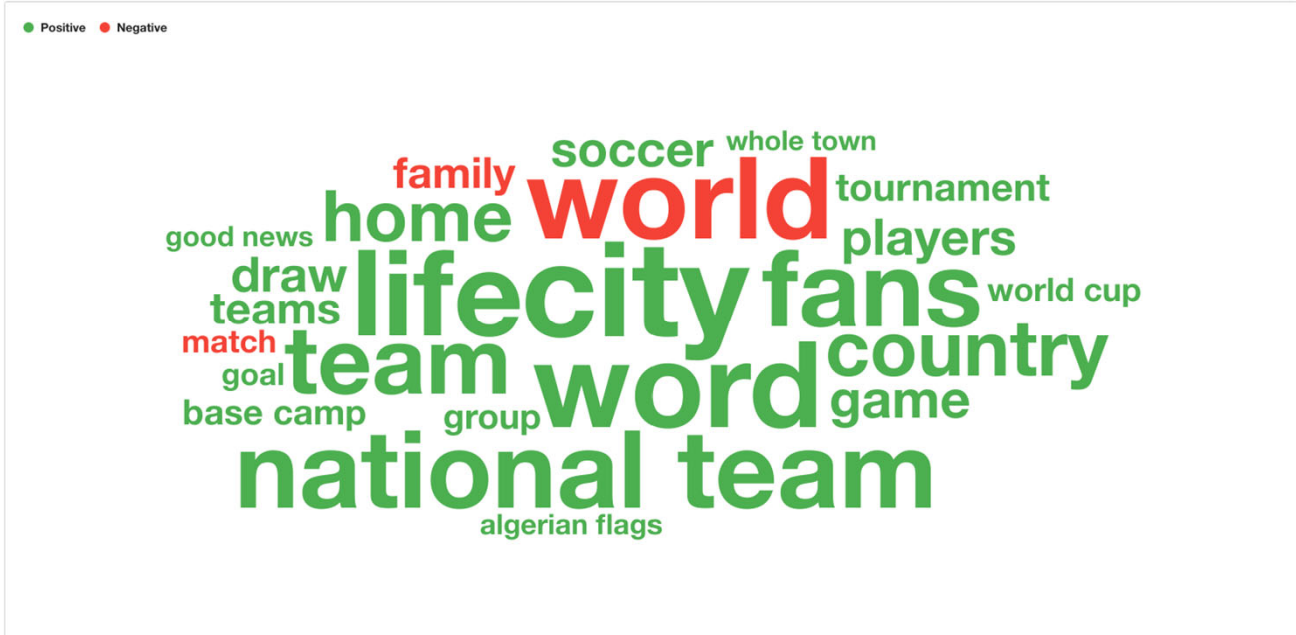
Sentiment By Source Type

Positive Neutral Not Rated Negative



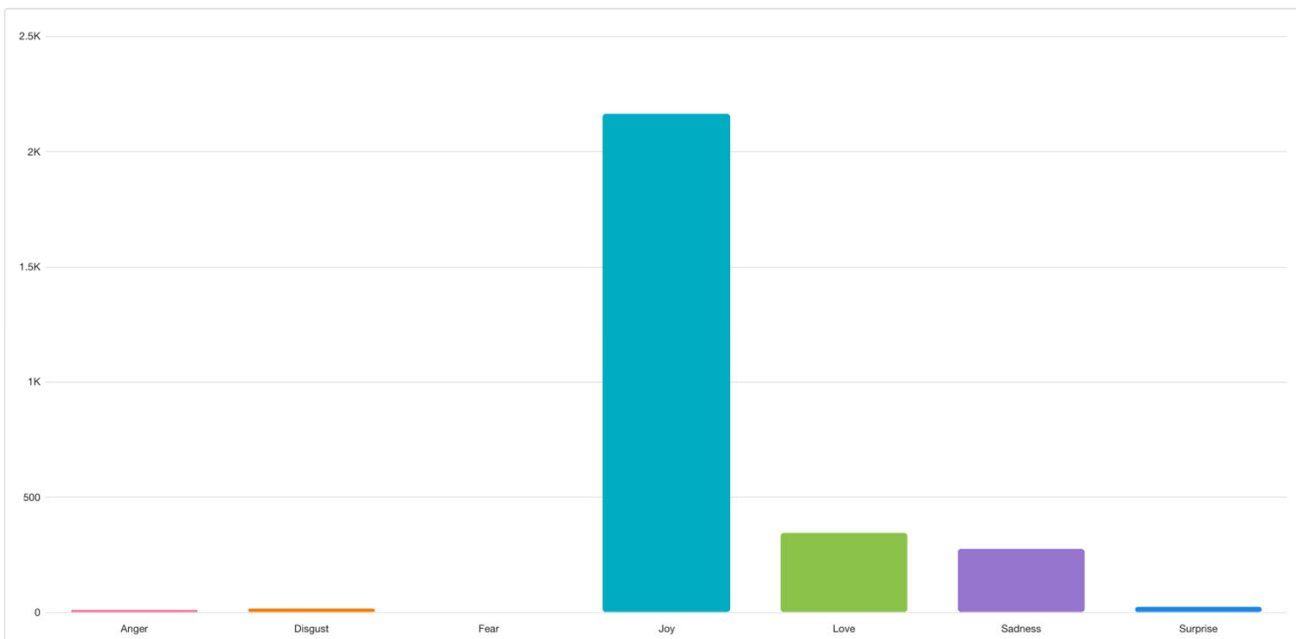
4

Top Keyword Sentiment



5

Emotional Comparison



6

Content Sample

MSN.com • Miguel Delaney James Hicken
News | US | Jul 15, 2:24 PM

Huge England and Argentina World Cup semi-final off to lively start



World Cup coverage Live ENG 0 - 0 ARG
Jul 18 FRA vs TBD Jul 19 ESP vs TBD
FIFA World Cup 2026 - Semi Final - England v

World Cup, Lawrence, FIFA, Fifa, Algeria, national team

81.86M Reach Neutral \$ 757.19k AVE

r/WantToAskAnAmerican • deathcabforqanon
Reddit | Jul 15, 2:23 PM

What do you guys think of the big PR win from the World Cup?

both the Missouri and Kansas sides of the city. The little Rock Chalk **Algeria** town of **Lawrence** near KC that got a lot of great press is also

Algeria, Lawrence, World Cup

10.31k Reach Neutral 2

\$ 10.43 EMV

KCUR-FM • Gabe Rosenberg
News | US | Jul 15, 2:02 PM

The World Cup left Kansas City, but these moments of joy and connection are sticking with us



City and **Lawrence** on the world stage, and how much people loved them, made me so happy. Rock Chalk **Algeria**!"
"Seeing downtown **Lawrence**

FIFA, World Cup, national team, Algeria, Lawrence

460.66k Reach 4.3k Views Positive

\$ 4.26k AVE 1 2

UK Times
News | GB | Jul 15, 11:49 AM

England v Argentina LIVE: Latest World Cup updates as Morgan Rogers to start semi-final – UK Times



a hat-trick in a **World Cup** final, as I'm sure your aware, in 1966 when England beat West Germany 4-2 in their only **World Cup** triumph. "You

World Cup, Algeria, Lawrence

340 Reach Neutral \$ 3.15 AVE

polyglotte social @h92brown
X | FR | Jul 15, 11:44 AM

[RT] #الجزيرة **Algeria** English Post: Although **Algeria** was eliminated in the Round of 32 of the 2026 **World Cup**, the city of **Lawrence**, Kansas,

algeria, lawrence, Lawrence, Algeria, national team, World Cup

1.31k Reach Neutral

Sports Business Journal
News | US | Jul 15, 11:12 AM

K.C.'s display on World Cup stage leaves area eyeing more marquee events



's Rugby World Cup and 2033 Women's Rugby **World Cup**, and wants to be a part of the 2031 FIFA Women's **World Cup**. The city "could present a

World Cup, FIFA, Algeria, Lawrence, national team

361.3k Reach 917 Views Neutral

\$ 3.34k AVE



Sales Performance Report

May 2026



Economic Impact
BOOKED JUNE

\$149,937



Service Dept.

Materials Delivered: 24
Site tours: 2

60.6%

↓ -2.1%
YOY

YTD OCCUPANCY

YTD ADR

\$152.42

↑ 5.3%
YOY

YTD REVENUE

\$4,081,769

↑ 3%
YOY

LEADS MAY: 6

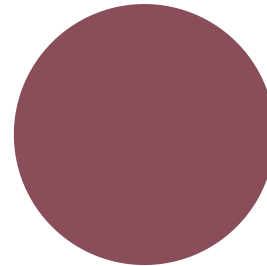
LEADS YTD: 20

LEADS 2025: 36

YOY CHANGE: -16

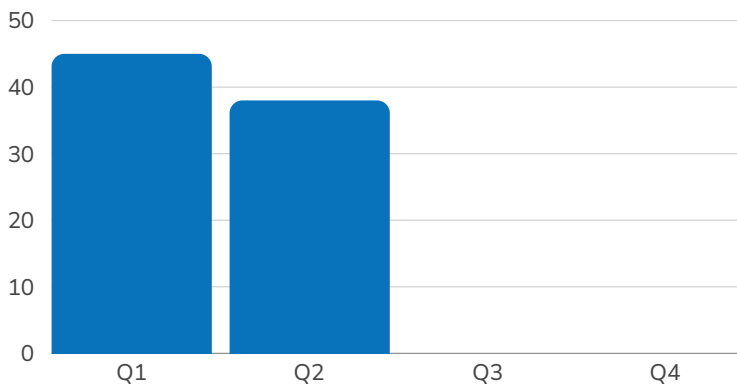


LOST CODES JUNE= 1



Diff City
1 JUNE LOST REVENUE
\$4,452

PROSPECTING ACTIVITY



GOAL = 20/ QUARTER

Q1	45
Q2	38
Q3	0
Q4	0
TOTAL	83



April 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:

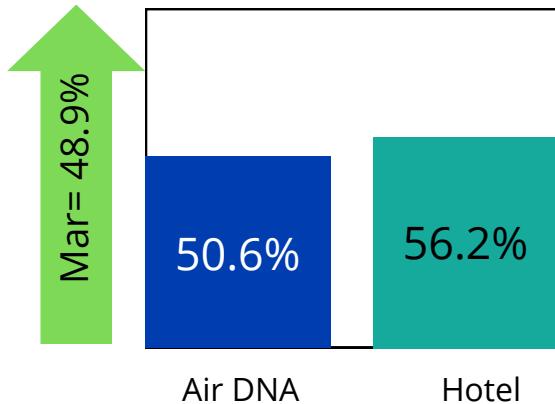
- 1) Occupancy Percent: Reflects the percentage of rooms occupied
- 2) Average Daily Rate (ADR): Reflects the average rate paid for rooms sold
- 3) RevPAR: Reflects the revenue per available room
- 4) Room Supply: Reflects the number of rooms available
- 5) Room Demand: Reflects the number of rooms sold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



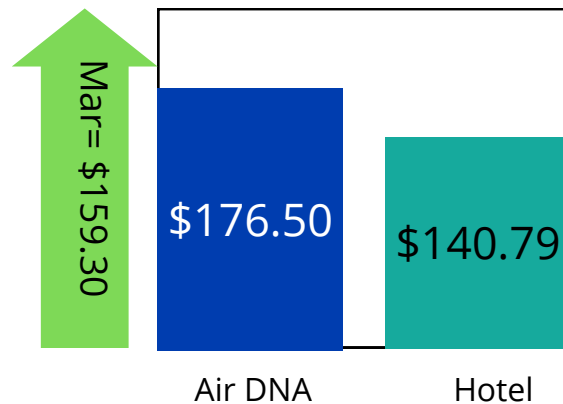
April Air DNA Report

A comparison of hotel vs short term rental data

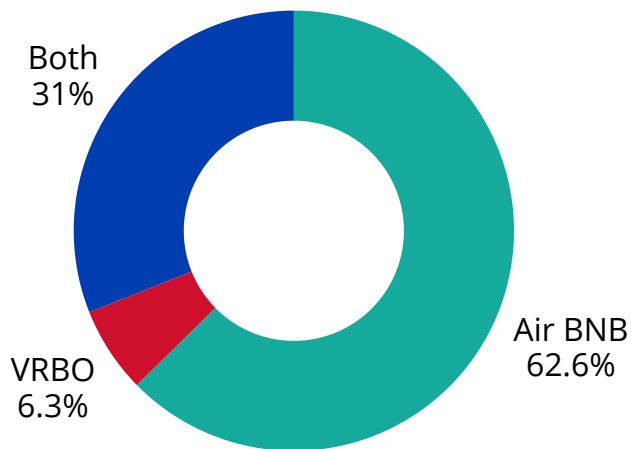
April Occupancy



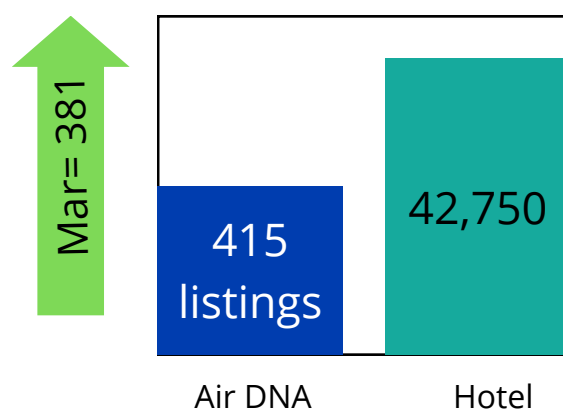
April ADR



April Listings/Channel



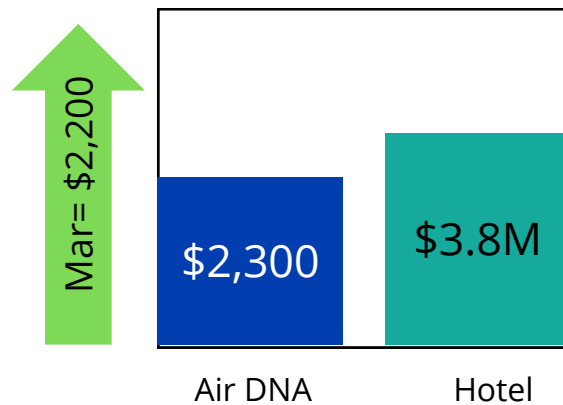
April Room Supply



ADR/Bedroom

- 6 br \$521.80
- 5 br \$465.80
- 4 br \$315.00
- 3 br \$215.10
- 2 br \$154.20
- 1br \$115.10

April Revenue





Sales Performance Report

June 2026



Economic Impact
BOOKED JUNE

\$78,546



Service Dept.

Materials Delivered: 88
Site tours: 1

61.5%

↓ -.3.2
YOY

YTD OCCUPANCY

YTD ADR

↑ 15%
YOY

\$138.13

YTD REVENUE

↑ 11.3%
YOY

\$3,632,558

LEADS JUNE: 3

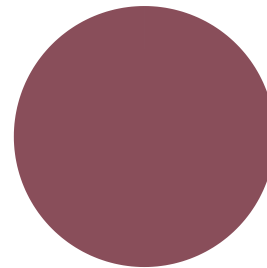
LEADS YTD: 23

LEADS 2025: 43

YOY CHANGE: -19

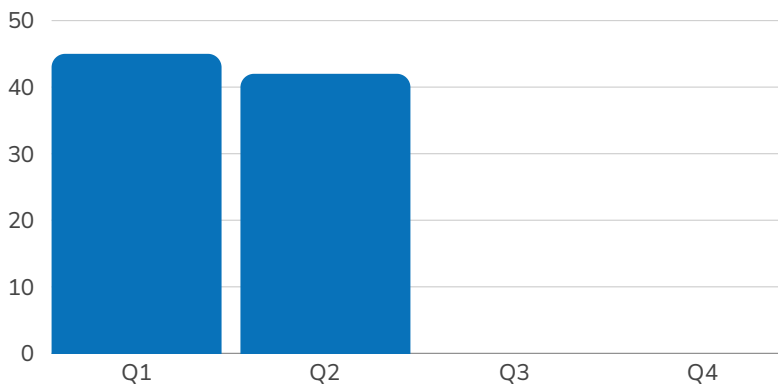


LOST CODES JUNE= 1



Diff City
1 JUNE LOST REVENUE
\$57,240

PROSPECTING ACTIVITY



GOAL = 20/ QUARTER

Q1	45
Q2	42
Q3	0
Q4	0
TOTAL	87



May 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:

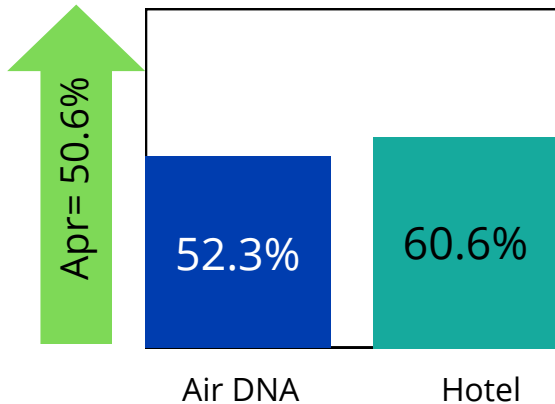
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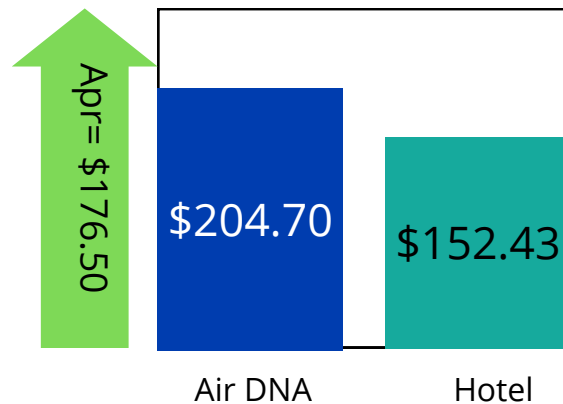
May Air DNA Report

A comparison of hotel vs short term rental data

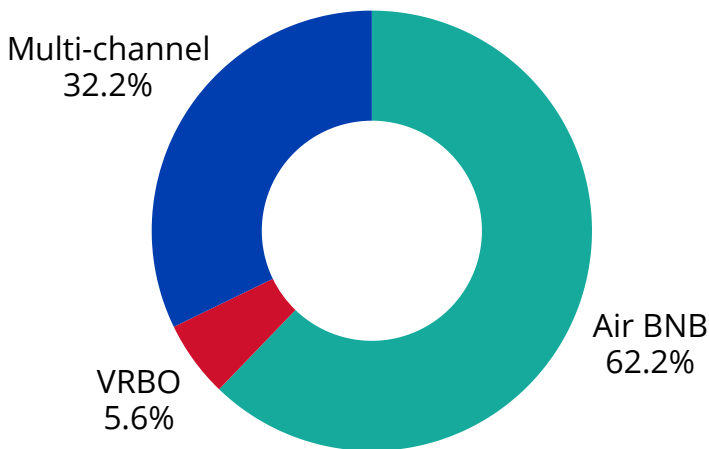
May Occupancy



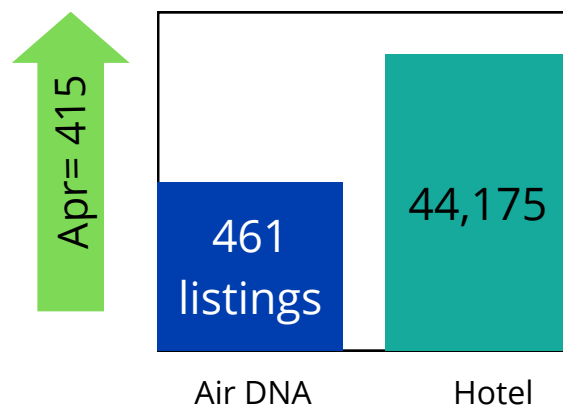
May ADR



May Listings/Channel



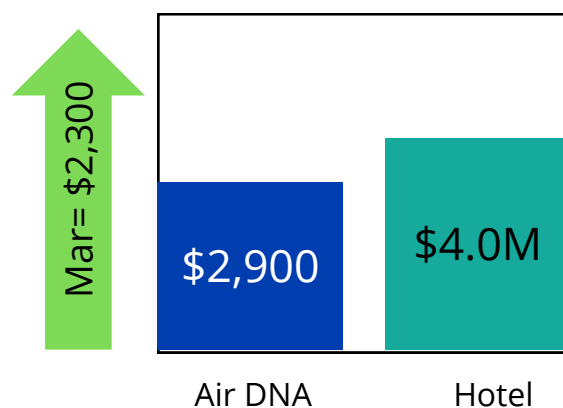
May Room Supply



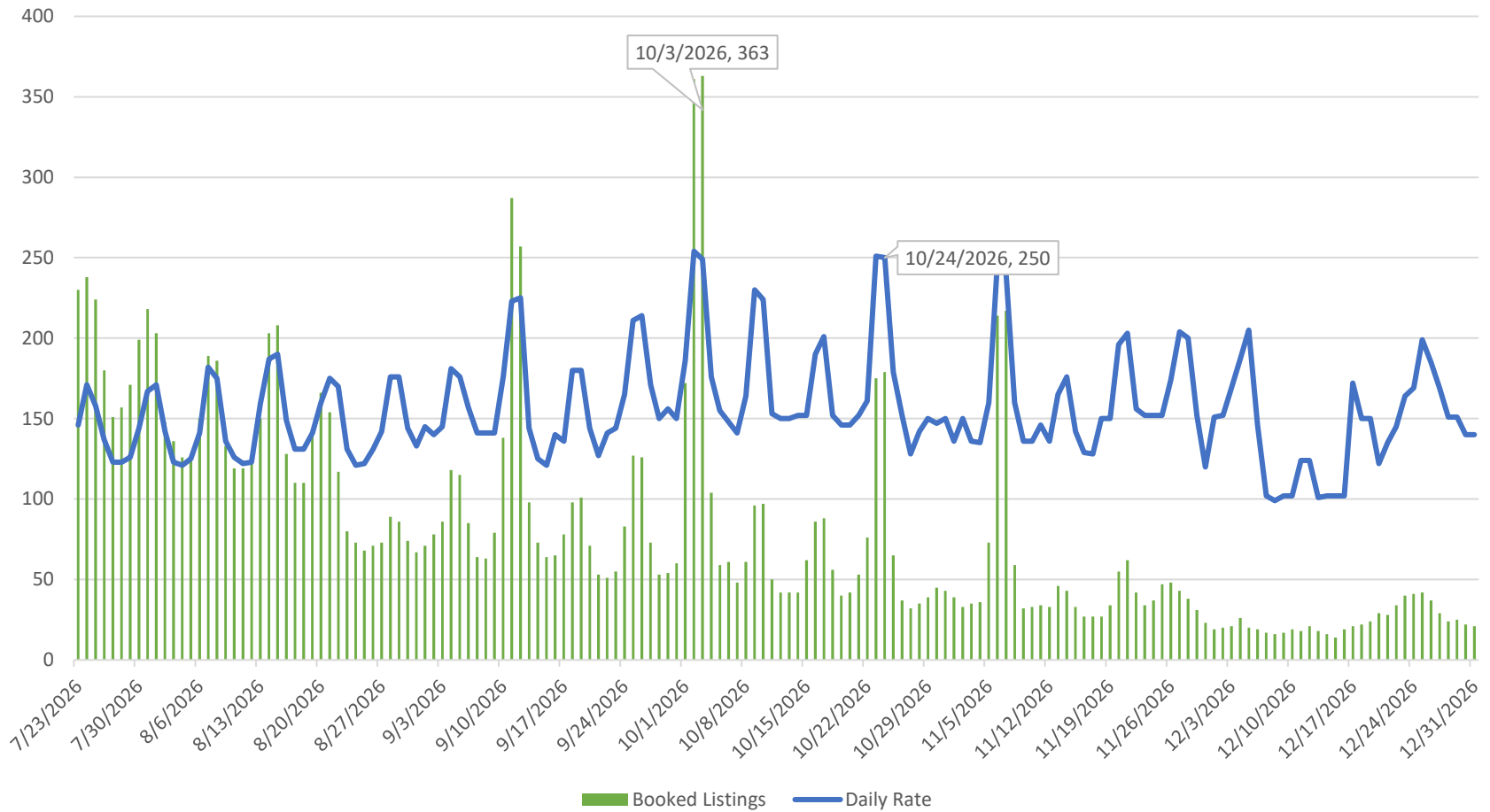
ADR/Bedroom

- 6 br	\$756.60
- 5 br	\$557.30
- 4 br	\$419.80
- 3 br	\$236.80
- 2 br	\$166.40
- 1 br	\$128.20

May Revenue



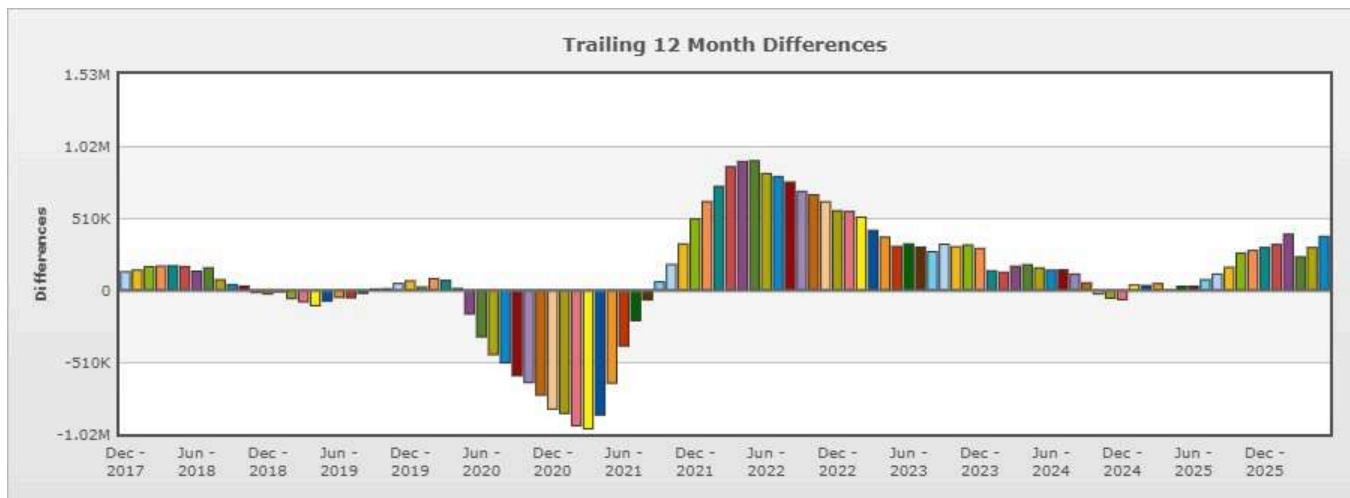
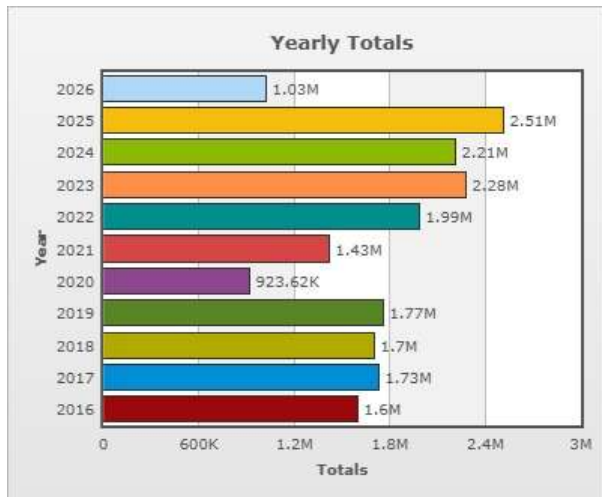
Short Term Rental Futures 7.23.26 - 12.31.26





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	185,113	59.92%
March	105,298	116,791	132,019	123,763	103,118	61,061	158,537	162,399	208,819	269,213	168,891	-37.26%
Qtr 1	305,885	304,536	343,736	326,883	314,106	160,867	378,124	456,596	408,371	472,969	471,257	-0.36%
April	124,594	134,997	147,412	133,185	61,358	87,896	151,582	167,214	194,623	177,542	226,411	27.53%
May	147,762	152,491	152,041	184,797	37,870	116,471	199,887	217,061	210,991	229,942	328,035	42.66%
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	554,446	36.07%
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	1,025,703	16.50%

** Transient Guest Tax increased from 6 to 8% in January of 2026



EXPLORE LAWRENCE INC
Statement of Financial Position
As of May 31, 2026

	May 31, 26
ASSETS	
Current Assets	
Checking/Savings	
1020 · US Bank Checking	710,705.90
1030 · US Bank Money Market	230,296.17
1050 · Reserve Fund	341,008.94
1060 · Petty Cash	40.00
Total Checking/Savings	1,282,051.01
Other Current Assets	
1275 · WIP - Van Build Out	119,035.94
1420 · Prepaid Expenses	6,197.15
Total Other Current Assets	125,233.09
Total Current Assets	1,407,284.10
Fixed Assets	
2200 · Leasehold Improvement	107,174.01
2500 · Accumulated Depreciation	-46,077.23
Total Fixed Assets	61,096.78
Other Assets	
1225 · Deposits	3,100.00
Total Other Assets	3,100.00
TOTAL ASSETS	1,471,480.88
LIABILITIES & EQUITY	
Liabilities	
Current Liabilities	
Accounts Payable	
3000 · Accounts Payable	55,405.84
Total Accounts Payable	55,405.84
Credit Cards	
2109 · Credit Card - US Bank 2981	-8,829.99
Total Credit Cards	-8,829.99
Other Current Liabilities	
3100 · Payroll Liabilities	
3105 · Accrued Payroll	9,152.05
3110 · Federal & FICA Payable	5,549.90
3111 · KS Withholding Payable	875.00
3112 · FUTA Payable	319.68
3113 · KS SUTA Payable	54.17
3114 · Health Insurance Payable	1,050.38
Total 3100 · Payroll Liabilities	17,001.18
Total Other Current Liabilities	17,001.18
Total Current Liabilities	63,577.03
Total Liabilities	63,577.03
Equity	
4100 · Beginning Fund Balance	1,302,417.14
Net Income	105,486.71
Total Equity	1,407,903.85
TOTAL LIABILITIES & EQUITY	1,471,480.88

EXPLORE LAWRENCE INC

Profit & Loss Budget Performance

May 2026

	May 26	Budget	Jan - May 26	YTD Budget	Annual Budget
Ordinary Income/Expense					
Income					
5000 · Guest Tax	230,000.00	119,500.00	588,750.00	597,500.00	1,434,000.00
5600 · Co-Op Marketing	0.00	833.33	1,342.80	4,166.65	10,000.00
5660 · DTN	0.00	500.00	0.00	2,500.00	6,000.00
5665 · Kansas Tourism Grant	0.00	3,333.33	0.00	16,666.65	40,000.00
5670 · Bid Fund	1,116.80	4,583.33	14,866.80	22,916.65	55,000.00
5700 · Miscellaneous Income	500.00	250.00	500.00	1,250.00	3,000.00
Total Income	231,616.80	128,999.99	605,459.60	644,999.95	1,548,000.00
Gross Profit	231,616.80	128,999.99	605,459.60	644,999.95	1,548,000.00
Expense					
7000 · Payroll Expense					
7081 · Payroll	56,112.30	46,325.50	205,625.10	231,627.50	555,906.00
7083 · Accrued Payroll Expense	-17,762.65		-5,715.23		
7260 · Retirement Plan	2,483.64	1,916.67	8,763.68	9,583.35	23,000.00
7065 · Health Insurance	6,435.54	4,166.67	23,414.75	20,833.35	50,000.00
7070 · Incentive Program	3,963.00	1,500.00	4,720.99	7,500.00	18,000.00
Total 7000 · Payroll Expense	51,231.83	53,908.84	236,808.29	269,544.20	646,506.00
7100 · Payroll Tax Expense					
7100.1 · FICA Expense	3,236.94		15,654.29		
7100.2 · FUTA Expense	7.20		319.69		
7100.3 · SUTA Expense	7.32		670.88		
Total 7100 · Payroll Tax Expense	3,251.46		16,644.86		
7600 · Programs					
7601 · Advertising					
7601.4 · Public Relations	0.00	5,000.00	770.72	25,000.00	60,000.00
7601.8 · Digital	9,331.31	21,631.67	51,816.21	108,158.35	259,580.00
7601.10 · Magazine	2,440.00	618.75	4,810.00	3,093.75	7,425.00
7601.12 · Content	8,800.00	1,612.08	18,051.28	8,060.40	19,345.00
7601.14 · Outdoor	0.00	625.00	0.00	3,125.00	7,500.00
7601.19 · Publications	3,120.00	833.33	3,120.00	4,166.65	10,000.00
7601.2 · Design	1,196.53	2,605.00	3,565.43	13,025.00	31,260.00
7601.21 · Opportunity Fund	630.00	1,369.50	3,660.00	6,847.50	16,434.00
7601.22 · Tracking	0.00	1,000.00	0.00	5,000.00	12,000.00
Total 7601 · Advertising	25,517.84	35,295.33	85,796.64	176,476.65	423,544.00
7619 · Incentive Travel					
7619.0 · General Fund	0.00	166.67	0.00	833.35	2,000.00
7619.1 · Committed Incentives	0.00	416.67	0.00	2,083.35	5,000.00
7619.2 · New Business	0.00	833.33	0.00	4,166.65	10,000.00
7619 · Incentive Travel - Other	163.85		163.85		
Total 7619 · Incentive Travel	163.85	1,416.67	163.85	7,083.35	17,000.00
7625 · Simpleview Data Base	0.00	1,666.67	0.00	8,333.35	20,000.00
7641 · Promotional Materials	3,335.16	2,500.00	3,772.58	12,500.00	30,000.00
7642 · Trade Shows					
7642.0 · General Fund	0.00	583.33	0.00	2,916.65	7,000.00
7642.1 · Trade Show Travel	0.00	250.00	0.00	1,250.00	3,000.00
Total 7642 · Trade Shows	0.00	833.33	0.00	4,166.65	10,000.00
7643 · Website Hosting	0.00	2,916.67	1,653.75	14,583.35	35,000.00
7644 · Printing and Reproduction	0.00	500.00	123.35	2,500.00	6,000.00

EXPLORE LAWRENCE INC

Profit & Loss Budget Performance

May 2026

	May 26	Budget	Jan - May 26	YTD Budget	Annual Budget
7645 - Special Projects					
7648 - Bldgs	0.00	4,583.33	0.00	22,916.65	55,000.00
7649 - Visitors Guide	0.00	1,666.67	1,040.00	8,333.35	20,000.00
Total 7645 - Special Projects	0.00	6,250.00	1,040.00	31,250.00	75,000.00
Total 7600 - Programs	29,016.87	51,378.67	92,550.17	255,893.35	616,544.00
7620 - Meeting Programs	0.00	2,500.00	44,870.00	12,500.00	30,000.00
7650 - Mobile Visitors Center					
7650.11 - Vehicle Reg and Licensing	229.79	266.67	229.79	1,333.35	3,200.00
7650.12 - Vehicle Insurance	0.00	166.67	0.00	833.35	2,000.00
7650.13 - Event Registrations	0.00	2,500.00	0.00	12,500.00	30,000.00
7650.14 - Travel Expenses	181.43	2,166.67	395.14	10,833.35	26,000.00
7650.15 - Vehicle Maintenance	0.00	333.33	130.79	1,666.65	4,000.00
7650.16 - Merchandise	0.00	416.67	0.00	2,083.35	5,000.00
7650.2 - Van Build and Purchase Expenses	4,920.00	833.33	21,072.59	4,166.65	10,000.00
7650.17 - Wip Van Build out Expense	0.00		-16,083.51		
Total 7650 - Mobile Visitors Center	5,331.22	6,683.34	5,744.80	33,416.70	80,200.00
Total 7660 - World Cup Fund	19,478.30	19,166.66	31,837.49	95,833.30	230,000.00
8200 - Admin and General					
8202 - Accounting	600.00	1,250.00	3,000.00	6,250.00	15,000.00
8203 - Rent	2,500.00	2,500.00	12,500.00	12,500.00	30,000.00
8204 - Software	86.00	541.67	4,031.79	2,708.35	6,500.00
8206 - Hardware	2,311.35	291.67	2,311.35	1,458.35	3,500.00
8210 - Technology Repair & Maintenance	3,638.37	833.33	6,270.28	4,166.65	10,000.00
8214 - Bank Service Charges	28.95	83.33	143.75	416.65	1,000.00
8226 - Board Expenses	168.21	333.33	1,305.87	1,666.65	4,000.00
8226 - Leased Equipment	475.96	350.00	910.38	1,750.00	4,200.00
8230 - Dues/Subscriptions/Memberships	2,586.76	2,500.00	12,667.23	12,500.00	30,000.00
8234 - Insurance	740.93	666.67	10,495.26	3,333.35	8,000.00
8242 - Legal	420.00	416.67	420.00	2,083.35	5,000.00
8244 - Janitorial/Cleaning	148.00	362.50	740.00	1,812.50	4,350.00
8245 - Retirement Plan Fees/Admin	0.00	183.33	475.00	916.65	2,200.00
8247 - Office Supplies	280.85	416.67	994.72	2,083.35	5,000.00
8248 - Postage and Delivery	119.80	258.33	606.48	1,291.85	3,100.00
8250 - Storage	196.84	208.33	984.20	1,041.65	2,500.00
8251 - Misc. Office General	0.00	416.67	2.90	2,083.35	5,000.00
8282 - Travel & Meetings					
8282.10 - Professional Development	225.00	666.67	225.00	3,333.35	8,000.00
8282.11 - EL Hosted Events	0.00	416.67	8.81	2,083.35	5,000.00
8282.12 - Staff Travel	1,478.51	750.00	3,394.74	3,750.00	9,000.00
8282.13 - Meetings	28.84	291.67	386.81	1,458.35	3,500.00
8282.14 - Staff Employee Benefits	561.97	208.33	3,463.27	1,041.65	2,500.00
Total 8282 - Travel & Meetings	2,294.32	2,333.34	7,488.63	11,666.70	28,000.00
8283 - Telephone/Internet	661.59	583.33	3,092.43	2,916.65	7,000.00
Total 8200 - Admin and General	17,267.83	14,529.17	68,440.27	72,645.85	174,350.00

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Accrual Basis

EXPLORE LAWRENCE INC
Profit & Loss Budget Performance
May 2026

	May 26	Budget	Jan - May 26	YTD Budget	Annual Budget
8900 - Misc Expense	276.86		276.86		
Total Expense	125,854.37	148,166.68	487,173.74	740,833.40	1,778,000.00
Net Ordinary Income	105,762.43	-19,166.69	108,285.86	-95,833.45	-230,000.00
Other Income/Expense					
Other Income					
9020 - Interest Income	1,162.28				
Total Other Income	1,162.28		5,767.10	5,767.10	
Other Expense					
9510 - Depreciation	1,713.25				
Total Other Expense	1,713.25				
Net Other Income	-550.97		-2,799.15		
Net Income	105,211.46	-19,166.69	105,486.71	-95,833.45	-230,000.00

**CITY OF LAWRENCE, KANSAS
EXPLORE LAWRENCE GOVERNING BOARD
BYLAWS**

ARTICLE I. Purpose and Organization

Section 1. The eXplore Lawrence Governing Board, hereinafter referred to as the "Board", was created by authority of the City Commission of Lawrence, Kansas by Resolution No. 7142 on September 15, 2015.

Section 2. The purpose of the Board is to promote, support, foster and develop programs which endeavor to increase general tourism and visitations to Lawrence.

ARTICLE II. Powers and duties of the Board

Section 1. The Board, after qualifying as provided by law, shall be vested with the following powers and authority:

- a. To provide operational, personnel and financial oversight of the operations of the convention and visitors bureau for the City of Lawrence.
- b. To advertise and promote the City of Lawrence as a tourist destination.
- c. To encourage special events such as conventions and sports tournaments as well as festivals and community events that result in additional business for the hospitality industry and the city at large.
- d. To appoint such project subcommittees as best fulfill the obligations of the Board.
- e. To raise and receive monies and administer the same, subject to the approval and satisfaction of the Board of City Commissioners.

Section 2. In all formal matters, the Board shall act by motion and all notices required by law to be given by publication shall be published in an official manner.

ARTICLE III. Membership.

Section 1. The eXplore Lawrence Governing Board shall have seven (7) voting members, comprising the following positions: A representative employed by a full-service hotel within the city limits of Lawrence; a representative employed by a limited-service hotel within the city limits of Lawrence; a member of the elected body of the Lawrence City Commission; a representative from the cultural industry in Lawrence; a representative of a local university or educational institution; a representative of the sports and/or recreational industry in Lawrence; and a representative from the service/event management industry in Lawrence.

Section 2. In addition, the eXplore Lawrence shall have three (3) ex-officio members: the City Manager or designee from the City Manager's Office; the Director of Downtown Lawrence, Inc. or staff designee; the Lawrence Chamber of Commerce CEO or staff designee.

Section 3. Any vacancies in the membership of the Board shall be filled by the appointment of a

member for the unexpired term of a member, whose office is vacant, by the City Commission.

Section 4. All members of the Board shall serve without compensation.

Section 5. If any member of the Board shall commit any act prejudicial to the conduct of the affairs of the Board or the purposes for which it is formed, or shall have changed his or her status so as to be ineligible for membership, such person shall be notified in writing to appear personally before the Board at a designated time not less than thirty (30) days after such notification and at such time, be given a hearing. By a two-thirds vote of all the Board members present at the meeting, the membership of such person on the Board may be terminated or suspended. Suspension is not appropriate where the person has ceased to be a person in the category of persons eligible for membership. If either suspension or termination is decided upon, the terms and conditions of same shall be specified in writing and delivered to the suspended or terminated member.

Written notices hereunder shall be delivered by registered mail to the member's last known address.

ARTICLE IV. Officers and Their Duties

Section 1. The officers of the Board shall consist of the Chair, Vice-Chair, Secretary and Treasurer.

Section 2. The Chair shall appoint a nominating committee to present candidates for office at the monthly meeting in November. Officers shall be elected by ballot, except if there is but one nominee for any office. If there is but one nominee for any office, the election may be by voice vote.

Section 3. The term of office shall be one year and will coincide with the calendar year. Should a vacancy in any office occur, then the Nominating Committee shall present candidates for such vacant office, and such officer shall be elected as set forth in this Article.

Section 4. The duties of the officers are as follows:

- a. Chair. The Chair shall preside at all meetings of the Board; appoint the chairperson of standing and special committees and shall perform such other duties as may be prescribed in these bylaws or as assigned by the Board.
- b. Vice-Chair. The Vice-Chair shall act as an aide to the Chair; perform the duties of the Chair in the absence of that officer. The Vice-Chair shall normally succeed the chair on the completion of the Chair's term.
- c. The Director of eXplore Lawrence will serve as the Board Secretary and will coordinate the actions of the board and provide communication to the eXplore Lawrence staff as directed.
- d. The eXplore Lawrence Governing Board shall select a Treasurer annually to work in conjunction with the eXplore Lawrence Executive Director to prepare monthly financial statements and ensure the annual audit for the organization is completed in a timely fashion.

ARTICLE V. Meetings

Section 1. Regular meetings of the Board shall be held monthly, or as the Board deems necessary. Adequate notice shall be given of the date for meetings as required by law.

Section 2. The regular meeting held in November shall be the annual meeting.

Section 3. Special meetings may be called by the Chair or by any three members of the Board by giving notice at least three days in advance of said special meeting to all members of the Board.

Section 4. A quorum shall consist of a majority of the members of the Board appointed and qualified at any given time. The members present at a duly called or held meeting at which a quorum is present may continue to do business until adjournment, notwithstanding the withdrawal of enough members to leave less than a quorum.

Section 5. The meetings of the eXplore Lawrence Governing Board shall be governed by the Kansas Open Meetings Act. The Board shall meet as needed, but not less than on a monthly basis.

ARTICLE VI. Standing and Special Committees

Special committees as are considered necessary shall be appointed by the Chair and ratified by the Board.

ARTICLE VII. Annual Report

The eXplore Lawrence Governing Board shall make annual reports not later than February 1 of each year covering the preceding calendar year to the Lawrence City Commission.

ARTICLE VIII. Amendments

These bylaws may be amended by a majority vote at any meeting, provided that the amendment has been submitted in writing at the previous regular meeting. Each member shall be sent a copy of the proposed amendment in the notice of the meeting.

Such bylaws shall not become effective until approved by the Board of City Commissioners.

Approved and adopted

Mayor Mike Amyx

Date

**FIRST AMENDMENT TO
BYLAWS
OF
EXPLORE LAWRENCE, INC.**

ARTICLE 4.6, Chair of the Board, is hereby deleted and replaced with the following:

ARTICLE 4.6 Chair of the Board. The Chair of the Board shall be a Director and shall have such authority, powers, and duties as the Board of Directors may determine, and any act required or permitted by law to be done by the Board of Directors may when properly delegated be done instead by the Chair of the Board. The Chair of the Board for even-numbered calendar years shall be a representative employed by either a full-service or limited-service hotel within the city limits of Lawrence, Kansas. The Chair of the Board for odd-numbered calendar years shall not be a representative of either a full-service or limited-service hotel within the city limits of Lawrence, Kansas. The Chair of the Board shall preside at all meetings of the Board of Directors, may appoint standing or special committees, and shall perform such other duties as may be prescribed in these Bylaws or as assigned by the Board.

CERTIFICATE

I hereby certify that I am the Secretary of eXplore Lawrence, Inc., a Kansas nonprofit corporation, and the keeper of its corporate records; that the First Amendment to Bylaws to which this Certificate is attached was duly adopted by said corporation's Board of Directors effective as of November 16, 2016; and that the Bylaws as so amended constitute the Bylaws of the corporation and are now in full force and effect.

Michael Davidson

_____, Secretary