



eXplore Lawrence Board Meeting Agenda

Wednesday, January 25th, 12 P.M. Carnegie Building Heritage Room

1. Approval of Minutes – Dec/Nov Combined Board meeting
2. Board Election
3. Financials
4. EIDL Loan and Reserve Fund
5. 2023 Budget
 - Bid Fund
 - Line Item Allocations
6. TGT Grant Update

Explore Lawrence
Board Minutes
December 8th, 2022
3:00pm
Carnegie Building

Members Present: Mike Logan, Drew Gaschler, Derek Rogers, Sally Zogry, Amber Sellers, Kathy Gerstner, Anthea Scouffas. David Hoyab and Heidi Champagne present via zoom.

Members Absent: Peter Bobkowski, Ivan Simac

Staff: Kim Anspach, Calley Vance, Laura Carbrey

Meeting began at 3:07pm at the Carnegie.

1. Approval of Minutes – October Board meeting
 - Heidi moved, Anthea seconds
2. Financial report – Heidi Champagne
3. Staff Reports
 - Director of Sales
 - i. Laura discussed first 60 days, has been meeting and touring with local venues and facilities. Has been attending conferences and trades and will continue to do so going into 2023
 - ii. Plans to reach out to surrounding city chambers and tourism groups to create partnerships, share ideas.
 - iii. Derek suggests also reaching out to public agencies to host conferences locally.
 - Marketing Report
 - i. Encompasses data from October and November
 - ii. Release of 2023 guide
 1. Focus is on Lawrence Bucket List and Kaw Valley Craft Pass.
 2. New guides are being shipped out to surrounding TICs.
 3. Specific dates for eventr were omitted in the guide.
 - iii. Website
 1. Traffic up 107%and , users up 103%
 2. Record-breaking numbers compared to the last 3 years.
 - iv. Visitor Center
 1. New part-time employee
 2. Color w/ us event happening during the month of December.
4. Executive Director Report
 - TGT on track for recording-breaking year at 1.62M. Some of the increases were based on rates, not occupancy.
 - Reviewing new benefits for current and future employees.
 - i. HSA- The board requests at least 3 proposals to review for January.
 - ii. Vision coverage – Surrancy is currently being provided by the state.
 - New Services position was posted
5. 2023 Budget
 - Walk through line item budget. The highlighted items represent notable changes.

- One goal is to make marketing and sales more equal and, more energy for sales.
 - Incentive program: The board requests a list of incentives for next board meeting.
 - Ask Jeremy for guidance on carryover of budget that is in line with budget carryovers for non-profits. Need justification for rollover funds.
 - Pin down date ranges for cash distributions for effective cash flow. Observe cash flow from 2023 to 2024 to create an example of what to expect.
 - The board requests a revised budget allocation for next meeting,
6. 2023 Board Continuity
- Executive Committee- propose slate for following year
 - i. Heidi requests to step down from Treasurer position
 - ii. Anthea volunteers for Treasurer position
 - 1. Mike motions, Andrew seconds, vote passes
 - 2023 Meeting Schedule
 - i. 3rd Thursday afternoon,
 - Board Retreat
 - i. Starbonds packages-
 - ii. Next meeting scheduled January 19th 12-5pm

Adjourn at 4:40pm, Anthea moved, Andrew second.

EXPLORE LAWRENCE INC
Statement of Financial Position
As of December 31, 2022

DRAFT

	Dec 31, 22
ASSETS	
Current Assets	
Checking/Savings	
1020 · US Bank Checking	462,505.98
1030 · US Bank Money Market	215,902.25
1050 · Reserve Fund	204,767.12
1060 · Petty Cash	215.00
Total Checking/Savings	883,390.35
Other Current Assets	
1216 · Due from US Bank CC	387.22
1220 · Due from Employee	350.00
1420 · Prepaid Expenses	61,585.62
Total Other Current Assets	62,322.84
Total Current Assets	945,713.19
Fixed Assets	
2200 · Leasehold Improvement	107,174.01
2500 · Accumulated Depreciation	-21,434.82
Total Fixed Assets	85,739.19
Other Assets	
1225 · Deposits	3,100.00
Total Other Assets	3,100.00
TOTAL ASSETS	1,034,552.38
LIABILITIES & EQUITY	
Liabilities	
Current Liabilities	
Accounts Payable	
3000 · Accounts Payable	95,774.53
Total Accounts Payable	95,774.53
Credit Cards	
2109 · Credit Card - US Bank	4,756.48
Total Credit Cards	4,756.48
Other Current Liabilities	
3100 · Payroll Liabilities	
3105 · Accrued Payroll	6,190.20
3110 · Federal & FICA Payable	3,335.83
3111 · KS Withholding Payable	763.00
3112 · FUTA Payable	198.90
3113 · KS SUTA Payable	473.80
Total 3100 · Payroll Liabilities	10,961.73
3300 · Sales Tax Payable	86.03
Total Other Current Liabilities	11,047.76
Total Current Liabilities	111,578.77
Long Term Liabilities	
3700 · EIDL Loan June 19.2020	163,252.00
Total Long Term Liabilities	163,252.00
Total Liabilities	274,830.77

	Dec 31, 22
Equity	
4100 - Beginning Fund Balance	692,079.94
Net Income	67,641.67
Total Equity	759,721.61
TOTAL LIABILITIES & EQUITY	1,034,552.38

EXPLORE LAWRENCE INC
Statement of Financial Income and Expenses
For the One Months Ended December 31, 2022 and 2021

	Dec 22	Dec 21	\$ Change	% Change
Ordinary Income/Expense				
Income				
5000 • Guest Tax	249,000.00	604,000.00	-355,000.00	-58.8%
5200 • Merchandise Sales	490.84	390.01	100.83	25.9%
5250 • Meeting Max Income	0.00	960.00	-960.00	-100.0%
5700 • Miscellaneous Income	270.00	6,947.04	-6,677.04	-96.1%
Total Income	249,760.84	612,297.05	-362,536.21	-59.2%
Cost of Goods Sold				
6100 • Merchandise Cost				
6190 • Miscellaneous Costs	0.00	86.32	-86.32	-100.0%
Total 6100 • Merchandise Cost	0.00	86.32	-86.32	-100.0%
Total COGS	0.00	86.32	-86.32	-100.0%
Gross Profit	249,760.84	612,210.73	-362,449.89	-59.2%
Expense				
7000 • Payroll Expense				
7081 • Payroll	39,224.18	23,280.10	15,944.08	68.5%
7083 • Accrued Payroll Expense	-8,719.62	0.00	-8,719.62	-100.0%
7260 • Retirement Plan	938.76	1,237.92	-299.16	-24.2%
7065 • Health Insurance	2,956.33	2,480.42	475.91	19.2%
7070 • Incentive Program	5,000.00	6,700.00	-1,700.00	-25.4%
Total 7000 • Payroll Expense	39,399.65	33,698.44	5,701.21	16.9%
7100 • Payroll Tax Expense				
7100.1 • FICA Expense	2,716.11	0.00	2,716.11	100.0%
7100.2 • FUTA Expense	4.77	0.00	4.77	100.0%
7100.3 • SUTA Expense	248.57	0.00	248.57	100.0%
Total 7100 • Payroll Tax Expense	2,969.45	0.00	2,969.45	100.0%
7600 • Programs				
7601 • Advertising				
7601.10 • Magazine	0.00	3,867.00	-3,867.00	-100.0%
7601.12 • Content	150.00	2,800.00	-2,650.00	-94.6%
7601.2 • Design	120.20	115.84	4.36	3.8%
7601.21 • Opportunity Fund	0.00	1,500.00	-1,500.00	-100.0%
7601.24 • New Technology	4,141.00	0.00	4,141.00	100.0%
7601.4 • Public Relations	4,035.02	413.33	3,621.69	876.2%
7601.8 • Digital	18,638.49	6,967.07	11,671.42	167.5%
7601.9 • Partner Media Buy Program	0.00	8,000.00	-8,000.00	-100.0%
Total 7601 • Advertising	27,084.71	23,663.24	3,421.47	14.5%
7619 • Incentive Travel				
7619.1 • Committed Incentives	460.00	0.00	460.00	100.0%
7619 • Incentive Travel - Other	0.00	1,110.17	-1,110.17	-100.0%
Total 7619 • Incentive Travel	460.00	1,110.17	-650.17	-58.6%
7623 • Marketing				
7623.1 • Website Design	0.00	4,416.66	-4,416.66	-100.0%
Total 7623 • Marketing	0.00	4,416.66	-4,416.66	-100.0%
7641 • Promotional Materials	0.00	1,001.06	-1,001.06	-100.0%
7642 • Trade Shows				
7642.0 • General Fund	2,670.00	0.00	2,670.00	100.0%
7642 • Trade Shows - Other	0.00	294.43	-294.43	-100.0%
Total 7642 • Trade Shows	2,670.00	294.43	2,375.57	806.8%
7644 • Printing and Reproduction	259.28	344.49	-85.21	-24.7%

	Dec 22	Dec 21	\$ Change	% Change
7645 · Special Projects				
7645.0 · Special Projects General Fund	0.00	1,000.00	-1,000.00	-100.0%
7648 · Bids	0.00	145.46	-145.46	-100.0%
Total 7645 · Special Projects	0.00	1,145.46	-1,145.46	-100.0%
Total 7600 · Programs	30,473.99	31,975.51	-1,501.52	-4.7%
7620 · Meeting programs	23,584.05	5,044.07	18,539.98	367.6%
8200 · Admin and General				
8202 · Accounting	600.00	1,350.00	-750.00	-55.6%
8203 · Rent	3,240.36	5,940.56	-2,700.20	-45.5%
8204 · Software	40.50	23.50	17.00	72.3%
8210 · Technology Repair & Maintenance	0.00	166.30	-166.30	-100.0%
8214 · Bank Service Charges	35.90	35.90	0.00	0.0%
8214.1 · Bank Fees - Square	16.64	0.00	16.64	100.0%
8218 · Cash Over/Short	-76.60	0.00	-76.60	-100.0%
8225 · Board Expenses	113.87	0.00	113.87	100.0%
8226 · Leased Equipment	0.00	218.67	-218.67	-100.0%
8230 · Dues/Subscriptions/Memberships	1,648.21	2,630.00	-981.79	-37.3%
8234 · Insurance	967.92	3,047.06	-2,079.14	-68.2%
8238 · Utilities	1,611.29	181.24	1,430.05	789.0%
8242 · Legal	0.00	220.00	-220.00	-100.0%
8244 · Janitorial/Cleaning	256.00	100.00	156.00	156.0%
8247 · Office Supplies	36.52	344.14	-307.62	-89.4%
8248 · Postage and Delivery	4.93	116.00	-111.07	-95.8%
8250 · Storage	306.05	240.47	65.58	27.3%
8251 · Misc. Office General	257.30	1,441.00	-1,183.70	-82.1%
8282 · Travel & Meetings				
8282.13 · Meetings	128.99	0.00	128.99	100.0%
8282 · Travel & Meetings - Other	0.00	3,560.23	-3,560.23	-100.0%
Total 8282 · Travel & Meetings	128.99	3,560.23	-3,431.24	-96.4%
8283 · Telephone/Internet	1,383.25	1,800.43	-417.18	-23.2%
Total 8200 · Admin and General	10,571.13	21,415.50	-10,844.37	-50.6%
8900 · Misc Expense	219.20	0.00	219.20	100.0%
Total Expense	107,217.47	92,133.52	15,083.95	16.4%
Net Ordinary Income	142,543.37	520,077.21	-377,533.84	-72.6%
Other Income/Expense				
Other Income				
9020 · Interest Income	0.00	137.90	-137.90	-100.0%
Total Other Income	0.00	137.90	-137.90	-100.0%
Other Expense				
9510 · Depreciation	446.56	446.54	0.02	0.0%
9530 · Interest Expense	6,676.00	6,676.00	0.00	0.0%
Total Other Expense	7,122.56	7,122.54	0.02	0.0%
Net Other Income	-7,122.56	-6,984.64	-137.92	-2.0%
Net Income	135,420.81	513,092.57	-377,671.76	-73.6%

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Accrual Basis

EXPLORE LAWRENCE INC
Profit & Loss Budget Performance
For the One and Twelve Months Ended December 31, 2022

	Dec 22	Budget	Jan - Dec 22	YTD Budget	Annual Budget
Ordinary Income/Expense					
Income					
5000 · Guest Tax	249,000.00	83,000.00	996,000.00	996,000.00	996,000.00
5100 · Visitors Guide	0.00	2,083.33	23,884.00	25,000.00	25,000.00
5200 · Merchandise Sales	490.84	333.33	2,669.99	4,000.00	4,000.00
5300 · Carryover from LY Funds	0.00	18,083.33	0.00	217,000.00	217,000.00
5500 · DMI	0.00	1,000.00	12,000.00	12,000.00	12,000.00
5600 · Co-Op Marketing	0.00	250.00	10,992.71	3,000.00	3,000.00
5660 · DTN	0.00	500.00	5,446.00	6,000.00	6,000.00
5700 · Miscellaneous Income	270.00	116.66	4,029.22	1,400.00	1,400.00
Total Income	249,760.84	105,366.65	1,055,021.92	1,264,400.00	1,264,400.00
Gross Profit	249,760.84	105,366.65	1,055,021.92	1,264,400.00	1,264,400.00
Expense					
7000 · Payroll Expense					
7081 · Payroll	39,224.18	29,583.33	267,309.19	355,000.00	355,000.00
7083 · Accrued Payroll Expense	-8,719.62		6,190.20		
7260 · Retirement Plan	938.76	833.33	12,674.34	10,000.00	10,000.00
7065 · Health Insurance	2,956.33	3,083.33	31,904.60	37,000.00	37,000.00
7070 · Incentive Program	5,000.00	833.33	8,128.00	10,000.00	10,000.00
Total 7000 · Payroll Expense	39,399.65	34,333.32	326,206.33	412,000.00	412,000.00
7100 · Payroll Tax Expense					
7100.1 · FICA Expense	2,716.11	2,000.00	21,544.50	24,000.00	24,000.00
7100.2 · FUTA Expense	4.77	25.00	379.96	300.00	300.00
7100.3 · SUTA Expense	248.57	70.00	1,331.53	840.00	840.00
Total 7100 · Payroll Tax Expense	2,969.45	2,095.00	23,255.99	25,140.00	25,140.00
7600 · Programs					
7601 · Advertising					
7601.10 · Magazine	0.00	1,160.41	15,519.80	13,925.00	13,925.00
7601.12 · Content	150.00	1,137.50	13,012.92	13,650.00	13,650.00
7601.14 · Outdoor	0.00	833.33	5,850.00	10,000.00	10,000.00
7601.15 · COOP Marketing Expense	0.00	250.00	5,676.50	3,000.00	3,000.00
7601.2 · Design	120.20	306.66	963.40	3,680.00	3,680.00
7601.21 · Opportunity Fund	0.00	850.00	24,694.65	25,000.00	25,000.00
7601.22 · Tracking	0.00	500.00	10,685.00	10,200.00	10,200.00
7601.24 · New Technology	4,141.00	500.00	4,863.12	6,000.00	6,000.00
7601.4 · Public Relations	4,035.02	791.66	9,629.43	9,500.00	9,500.00
7601.6 · I-70 Distribution	0.00	1,083.33	8,455.47	13,000.00	13,000.00
7601.6 · Digital	18,638.49	12,250.00	152,699.49	147,000.00	147,000.00
7601.9 · Partner Media Buy Program	0.00	333.33	0.00	4,000.00	4,000.00
Total 7601 · Advertising	27,084.71	21,579.55	252,069.78	258,955.00	258,955.00
7619 · Incentive Travel					
7619.0 · General Fund	0.00	250.00	15,022.17	3,000.00	3,000.00
7619.1 · Committed Incentives	460.00	1,375.00	9,341.90	16,500.00	16,500.00
7619.2 · New Business	0.00	875.00	144.22	10,500.00	10,500.00
Total 7619 · Incentive Travel	460.00	2,500.00	24,508.29	30,000.00	30,000.00
7625 · Simpleview Data Base	0.00	1,291.66	16,736.38	15,500.00	15,500.00
7641 · Promotional Materials	0.00	1,250.00	22,362.64	15,000.00	15,000.00
7642 · Trade Shows					
7642.0 · General Fund	2,670.00	625.00	5,906.25	7,500.00	7,500.00
7642.1 · Trade Show Travel	0.00	250.00	3,481.73	3,000.00	3,000.00
Total 7642 · Trade Shows	2,670.00	875.00	9,387.98	10,500.00	10,500.00

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Accrual Basis

EXPLORE LAWRENCE INC
Profit & Loss Budget Performance
For the One and Twelve Months Ended December 31, 2022

	Dec 22	Budget	Jan - Dec 22	YTD Budget	Annual Budget
7643 · Website Hosting	0.00	2,166.66	29,031.25	26,000.00	26,000.00
7644 · Printing and Reproduction	259.28	583.33	3,796.27	7,000.00	7,000.00
7645 · Special Projects					
7645 · Bids	0.00	2,083.33	0.00	25,000.00	25,000.00
7649 · Visitors Guide	0.00	3,333.33	42,675.77	40,000.00	40,000.00
Total 7645 · Special Projects	0.00	5,416.66	42,675.77	65,000.00	65,000.00
Total 7600 · Programs	30,473.99	35,662.86	400,568.36	427,955.00	427,955.00
7620 · Meeting programs	23,584.05	3,333.33	66,499.45	40,000.00	40,000.00
8200 · Admin and General					
8202 · Accounting	600.00	1,250.00	12,500.00	15,000.00	15,000.00
8203 · Rent	3,240.36	4,166.66	46,833.67	50,000.00	50,000.00
8204 · Software	40.50	250.00	1,251.71	3,000.00	3,000.00
8206 · Hardware	0.00	416.66	3,987.40	5,000.00	5,000.00
8210 · Technology Repair & Maintenance	0.00	1,666.66	10,074.28	20,000.00	20,000.00
8214 · Bank Service Charges	35.90	50.00	312.26	600.00	600.00
8214.1 · Bank Fees - Square	16.64		76.40		
8218 · Cash Over/Short	-76.60		75.04		
8225 · Board Expenses	113.87	366.66	2,897.33	4,400.00	4,400.00
8226 · Leased Equipment	0.00	416.66	3,804.77	5,000.00	5,000.00
8230 · Dues/Subscriptions/Memberships	1,648.21	1,250.00	17,123.26	15,000.00	15,000.00
8234 · Insurance	967.92	1,000.00	6,292.40	12,000.00	12,000.00
8238 · Utilities	1,611.29	500.00	4,694.48	6,000.00	6,000.00
8242 · Legal	0.00	416.66	4,660.00	5,000.00	5,000.00
8244 · Janitorial/Cleaning	256.00	208.33	2,891.44	2,500.00	2,500.00
8245 · Retirement Plan Fees/Admin	0.00	183.33	1,622.42	2,200.00	2,200.00
8247 · Office Supplies	36.52	458.33	4,571.13	5,500.00	5,500.00
8248 · Postage and Delivery	4.93	685.41	2,826.36	8,225.00	8,225.00
8250 · Storage	306.05	125.00	2,426.60	1,500.00	1,500.00
8251 · Misc. Office General	257.30	208.33	2,047.11	2,500.00	2,500.00
8282 · Travel & Meetings					
8282.10 · Professional Development	0.00	333.33	5,241.38	4,000.00	4,000.00
8282.11 · EL Hosted Events	0.00	166.66	383.97	2,000.00	2,000.00
8282.12 · Staff Travel	0.00	250.00	4,470.01	3,000.00	3,000.00
8282.13 · Meetings	128.99	166.66	966.58	2,000.00	2,000.00
8282.14 · Staff Employee Benefits	0.00	83.33	1,399.63	1,000.00	1,000.00
Total 8282 · Travel & Meetings	128.99	999.98	12,461.57	12,000.00	12,000.00
8283 · Telephone/Internet	1,383.25	1,458.33	16,422.54	17,500.00	17,500.00
Total 8200 · Admin and General	10,571.13	16,077.00	159,632.17	192,925.00	192,925.00
8900 · Misc Expense	219.20		566.20		
Total Expense	107,217.47	91,501.51	976,728.50	1,098,020.00	1,098,020.00
Net Ordinary Income	142,543.37	13,865.14	78,293.42	166,380.00	166,380.00
Other Income/Expense					
Other Income					
9020 · Interest Income	0.00	83.33	1,382.97	1,000.00	1,000.00
Total Other Income	0.00	83.33	1,382.97	1,000.00	1,000.00

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01/23/23

Accrual Basis

EXPLORE LAWRENCE INC
Profit & Loss Budget Performance
For the One and Twelve Months Ended December 31, 2022

	Dec 22	Budget	Jan - Dec 22	YTD Budget	Annual Budget
Other Expense					
9510 - Depreciation	446.56	446.58	5,358.72	5,359.00	5,359.00
9530 - Interest Expense	6,676.00	363.33	6,676.00	4,360.00	4,360.00
Total Other Expense	7,122.56	809.91	12,034.72	9,719.00	9,719.00
Net Other Income	-7,122.56	-726.58	-10,651.75	-8,719.00	-8,719.00
Net Income	135,420.81	13,138.56	67,641.67	157,661.00	157,661.00

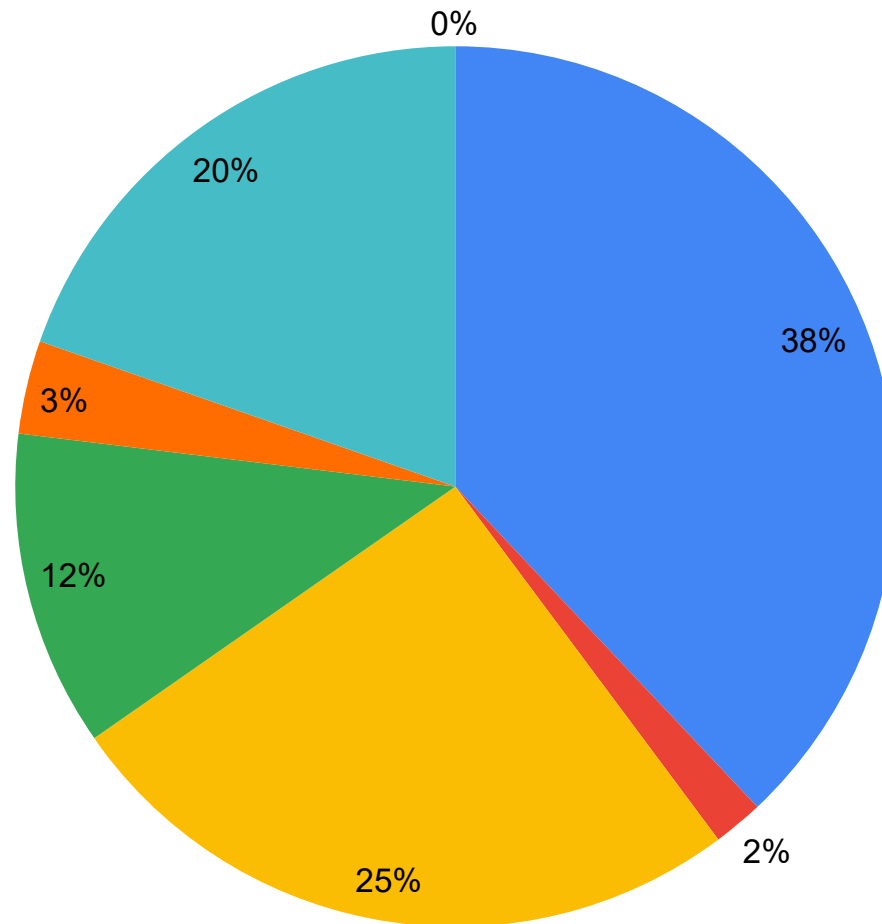
	TOTAL
	Jan - Dec
Ordinary Income/Expense	
Income	
5000 · Guest Tax	1,200,000.00
5100 · Visitors Guide	28,000.00
5200 · Merchandise Sales	4,000.00
5300 · Carryover from 2021 Funds	
5500 · DMI	12,000.00
5600 · Co-Op Marketing	10,600.00
5650 · Special Projects	
5657 · Website	0.00
Total 5650 · Special Projects	0.00
5658 · State Grant	0.00
5660 · DTN	6,000.00
#TBD Bid Fund	48,000.00
5700 · Miscellaneous Income	1,400.00
Total Income	1,310,000.00
Cost of Goods Sold	
6100 · Merchandise Cost	
6100 · Merchandise Cost - Other	2,000.00
Total 6100 · Merchandise Cost	0.00
Total COGS	0.00
Gross Profit	1,308,000.00
Expense	
7000 · Payroll Expense	
7065 · Health Insurance	39,000.00
7070 · Incentive Program	15,000.00
7081 · Payroll	422,000.00
Total 7000 · Payroll Expense	476,000.00
7260 · Retirement Plan	23,000.00
7600 · Programs	
7601 · Advertising	
7601.10 · Magazine	20,958.00
7601.12 · Content	13,000.00

7601.14 · Outdoor	10,000.00	
7601.15 Coop Marketing Expenses	8,500.00	
7601.19 Publications	6,500.00	
7601.2 · Design	10,910.00	
7601.21 · Opportunity Fund	24,322.00	
7601.22 Tracking	10,000.00	
7601.24 · New Technology	5,000.00	
7601.4 · Public Relations	25,500.00	
7601.6 · I-70 Distribution	19,000.00	
7601.8 · Digital	170,000.00	
7601.9 · Partner Media Buy Program	8,000.00	
Total 7601 · Advertising	331,690.00	
7619 · Incentive general fund	2,000.00	
Add 7619.10 Committed Incentives	30,000.00	
Add 7619.20 New Business	15,000.00	
7625 · Simpleview Data Base	17,000.00	
7641 · Promotional Materials	30,000.00	
7642 · Trade Shows		
7642.0 General Fund	14,000.00	
7642.1 Trade Show Travel	6,000.00	
7643 · Website Hosting	26,000.00	CMS Licensing + hosting
7644 · Printing and Reproduction	5,000.00	
7645 · Special Projects		
7648 · Bids	48000	48000 Bid Fund Managed outside of operating budget. Put his expense line in to balance the budget. We intend for this to be a growth fund.
7649 · Visitors Guide	43,000.00	
Total 7645 · Special Projects	91,000.00	
Total 7600 · Programs	567,690.00	
7620 · Meeting programs	30,000.00	
8100 · Buildout VC Center-Depreciation	0.00	
8200 · Admin and General		
8202 · Accounting	15,000.00	
8203 · Rent	61,560.00	30K in Carnegie Rent
8204 · Software	2,000.00	

8206 · Hardware	4,000.00	
8210 · Technology Repair & Maintenance	14,000.00	
8214 · Bank Service Charges	1,000.00	
8225 · Board Expenses	13,000.00	Increased to cover strategic planning
8226 · Leased Equipment	5,000.00	
8230 · Dues/Subscriptions/Memberships	16,000.00	
8234 · Insurance	12,000.00	
8238 · Utilities	4,500.00	
8242 · Legal	5,000.00	
8244 · Janitorial/Cleaning	5,200.00	Adding back in office cleaning
8245 · Retirement Plan Fees/Admin	2,200.00	
8247 · Office Supplies	5,500.00	
8248 · Postage and Delivery	4,000.00	
8250 · Storage	2,350.00	Rate Increase
8251 · Misc. Office General	4,500.00	
8282 · Travel & Meetings		
8282.10 Professional Development	10,000.00	
8282.11 EL Hosted events	2,000.00	
8282.12 Staff Travel	6,000.00	
8282.13 Meetings	3,000.00	
Staff Employee Benefits	2,000.00	
8283 · Telephone/Internet	11,500.00	Decrease!! Freedoms Frontier canceled desk phones.
Total 8200 · Admin and General	211,310.00	
8900 · Misc Expense	0.00	
Total Expense	1,308,000.00	0.00

2023 Budget Distribution

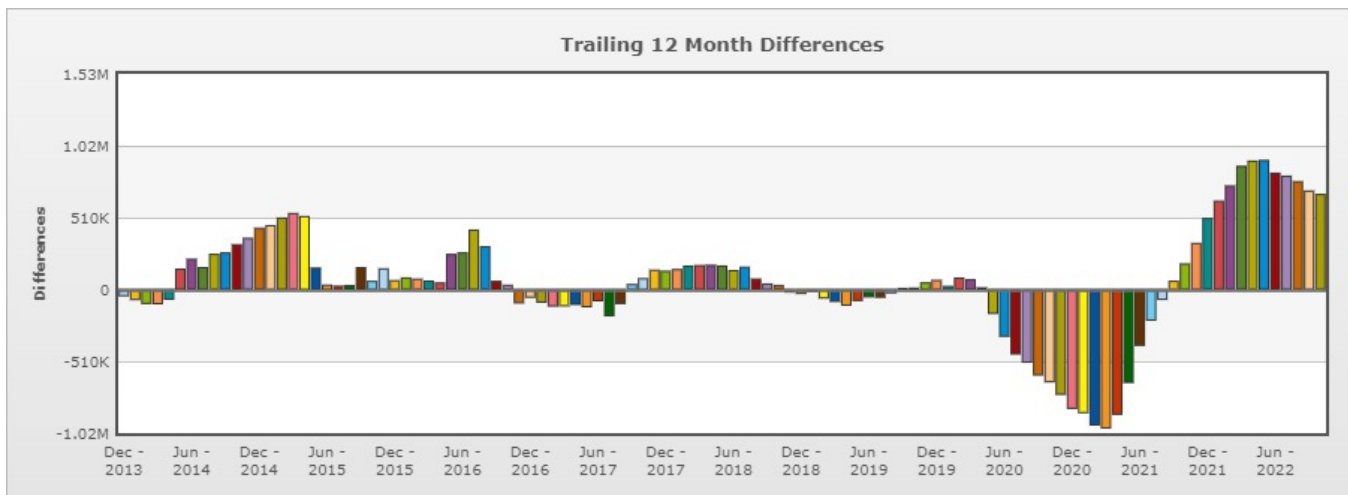
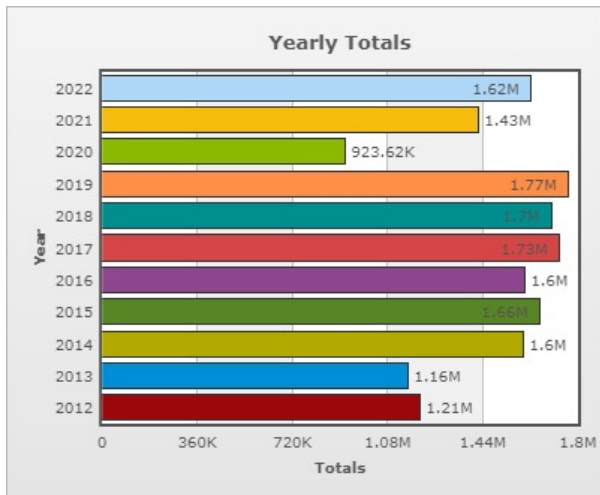
■ Payroll ■ Retirement Plan ■ Marketing ■ Sales Incentives and programs ■ CRM+CMS ■ Admin & General ■





Month	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022	2021/2022 % change
January	57,788	75,379	65,431	73,828	101,382	93,738	98,184	118,323	95,446	41,690	111,162	166.64%
February	64,806	69,236	46,262	77,086	99,205	94,007	113,533	84,797	115,542	58,116	108,425	86.57%
March	87,533	80,486	71,663	95,280	105,298	116,791	132,019	123,763	103,118	61,061	158,537	159.64%
Qtr 1	210,127	225,101	183,356	246,194	305,885	304,536	343,736	326,883	314,106	160,867	378,124	135.05%
April	70,550	74,396	109,986	124,152	124,594	134,997	147,412	133,185	61,358	87,896	151,582	72.46%
May	150,761	123,298	308,157	126,642	147,762	152,491	152,041	184,797	37,870	116,471	199,887	71.62%
June	107,760	126,460	215,298	183,250	161,930	183,216	171,487	185,634	38,022	154,237	180,085	16.76%
Qtr 2	329,071	324,154	633,441	434,044	434,286	470,704	470,940	503,616	137,250	358,604	531,554	48.23%
July	145,312	151,194	97,830	37,085	138,574	133,188	152,087	168,245	58,308	127,254	174,977	37.50%
August	98,698	71,944	139,165	211,166	164,378	204,992	161,411	149,099	78,147	154,104	190,619	23.70%
September	81,238	83,284	95,602	235,022	128,957	155,957	148,506	170,578	102,374	161,468	154,860	-4.09%
Qtr 3	325,248	306,422	332,597	483,273	431,909	494,137	462,004	487,922	238,829	442,826	520,456	17.53%
October	101,090	126,849	211,198	197,756	156,868	157,890	148,412	140,822	83,871	150,112	191,637	27.66%
November	134,366	88,763	88,345	177,325	142,512	167,915	147,600	164,907	93,603	167,993	0	
December	106,266	90,707	146,836	119,115	131,421	136,028	130,316	142,582	55,963	145,672	0	
Qtr 4	341,722	306,319	446,379	494,196	430,801	461,833	426,328	448,311	233,437	463,777	191,637	27.66%
Year Totals:	1,206,168	1,161,996	1,595,773	1,657,707	1,602,881	1,731,210	1,703,008	1,766,732	923,622	1,426,074	1,621,771	45.79%

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





OCTOBER 2022 LODGING REPORT

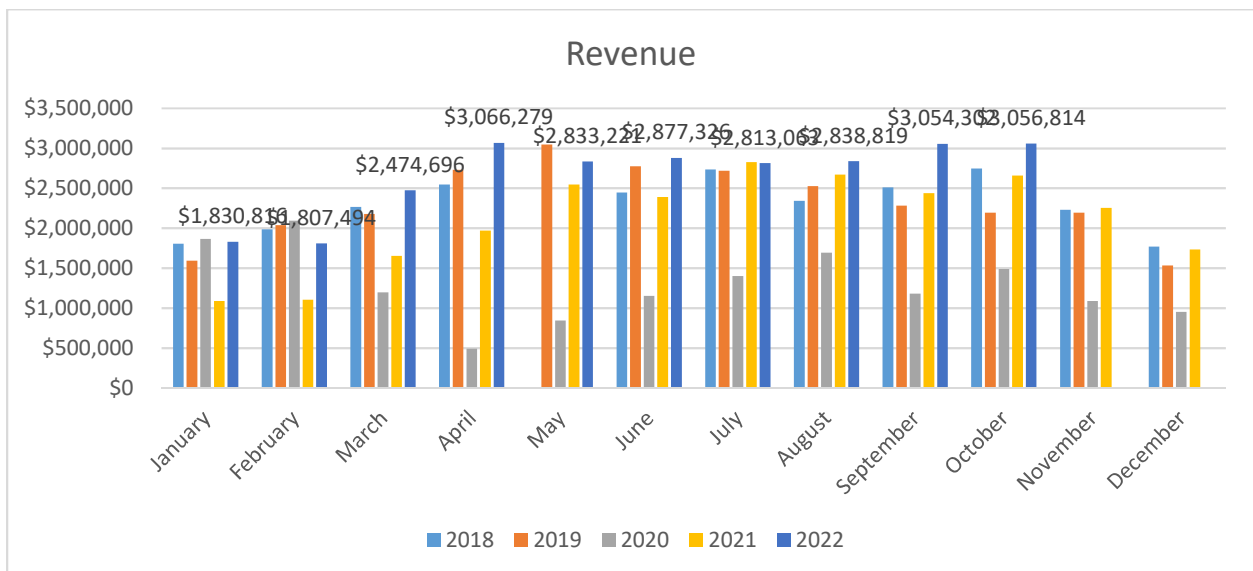
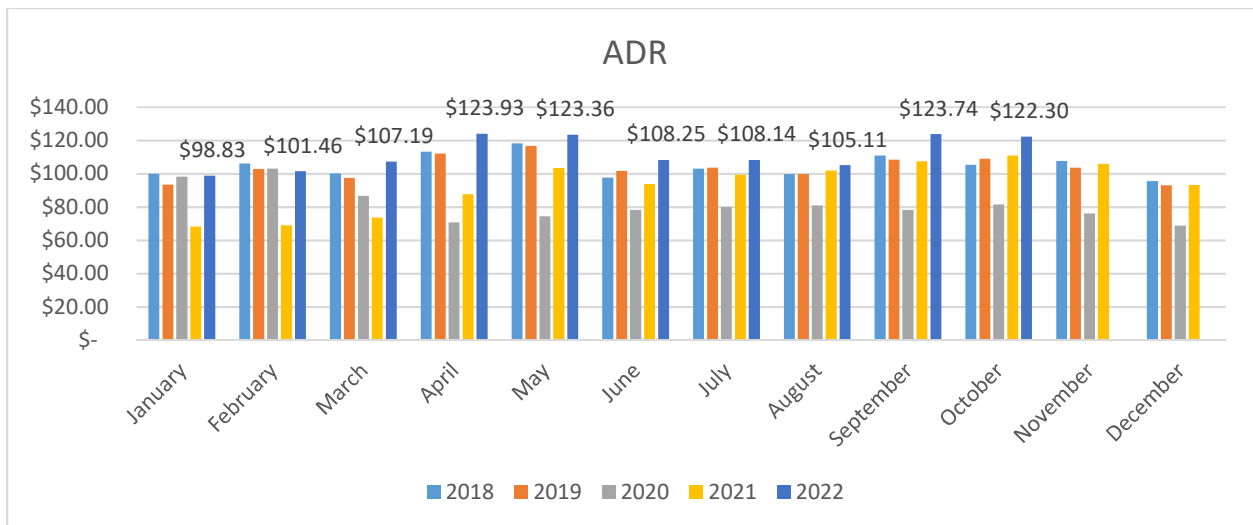
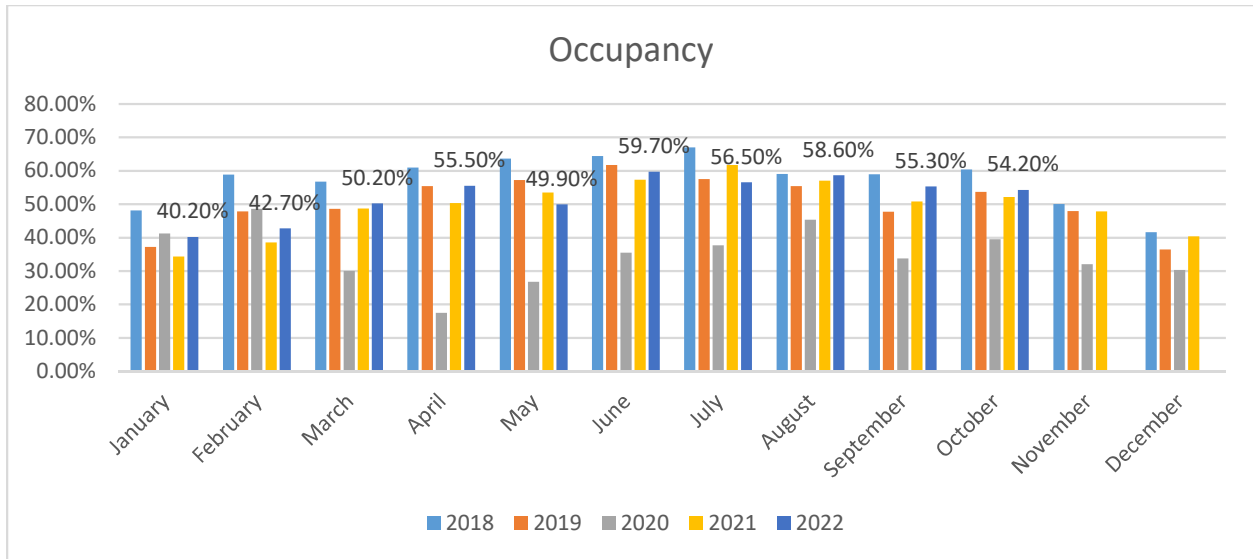
eXplore Lawrence has contracted with STR, Inc., a leading lodging industry research company, to provide monthly and annual lodging data for Lawrence, Kansas. The following report provides an analysis of the city.

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

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



Year over Year comparison. For internal use only.

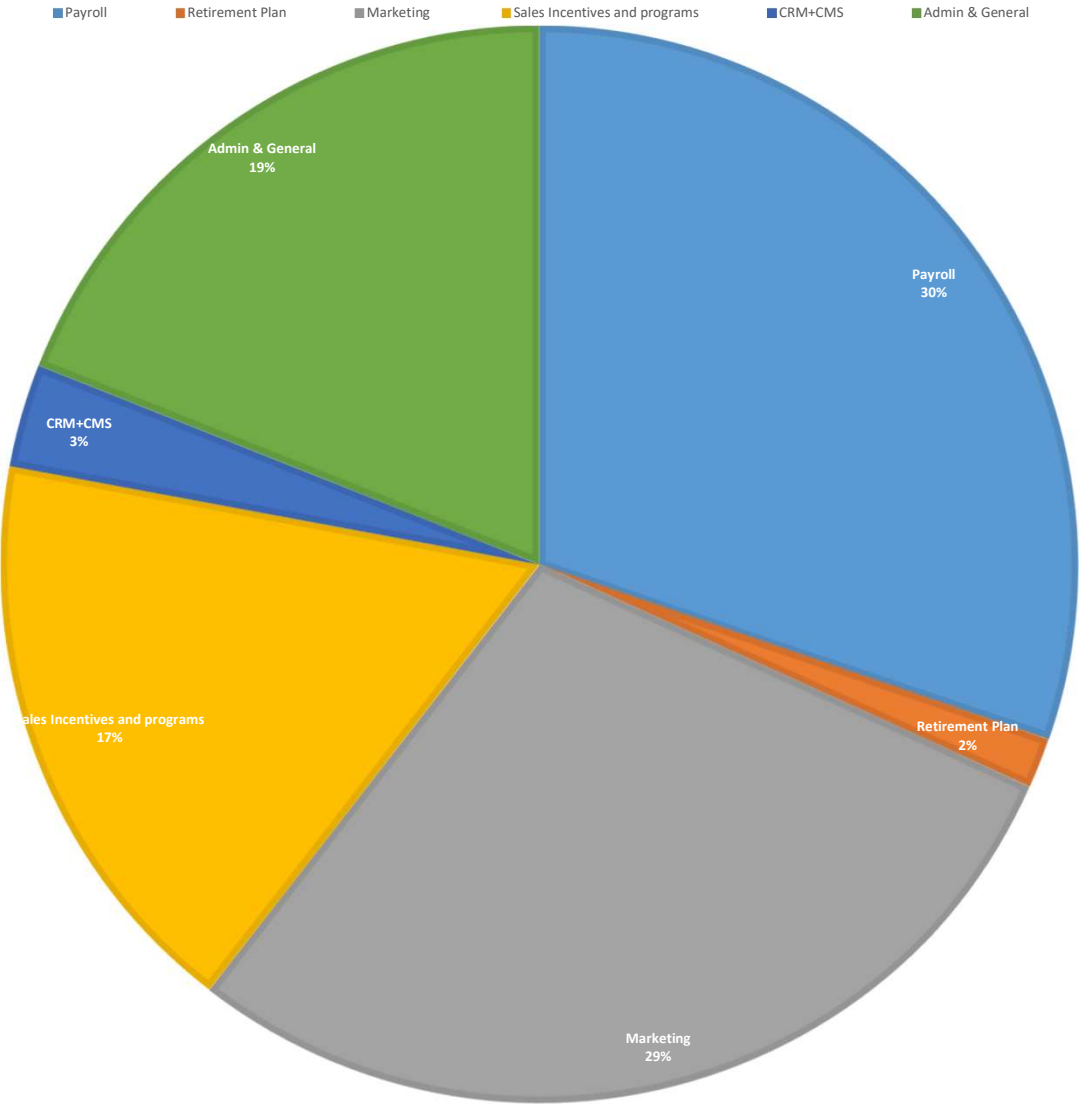


Year over Year comparison. For internal use only.

	Current Month - October 2022 vs October 2021												Year to Date - October 2022 vs October 2021												Participation			
	Occ %		ADR		RevPAR		Percent Change from October 2021						Occ %		ADR		RevPAR		Percent Change from YTD 2021						Properties		Rooms	
	2022	2021	2022	2021	2022	2021	Occ	ADR	RevPAR	Room Rev	Room Avail	Room Sold	2022	2021	2022	2021	2022	2021	Occ	ADR	RevPAR	Room Rev	Room Avail	Room Sold	Census	Sample	Census	Sample
Kansas State	59.9	57.4	100.69	92.37	60.27	53.05	4.2	9.0	13.6	12.7	-0.8	3.4	56.8	52.6	96.59	85.46	54.86	44.98	7.9	13.0	22.0	21.7	-0.2	7.7	706	438	48475	37116
Emporia, KS+	72.3	61.4	100.40	88.00	72.57	54.06	17.7	14.1	34.2	34.2	0.0	17.7	59.9	59.3	92.00	85.51	55.12	50.67	1.1	7.6	8.8	12.9	3.8	4.9	12	9	611	494
Lafayette, IN+	72.2	64.6	116.64	110.36	84.17	71.28	11.7	5.7	18.1	18.1	0.0	11.7	65.8	61.7	105.69	89.58	69.54	55.26	6.7	18.0	25.9	31.8	4.7	11.7	25	24	2234	2154
Lincoln, NE+	60.6	65.1	110.40	112.08	66.87	73.02	-7.0	-1.5	-8.4	-9.9	-1.6	-8.5	60.7	56.3	102.38	91.15	62.12	51.35	7.7	12.3	21.0	22.2	1.0	8.8	62	48	5160	4441
Iowa City, IA+	58.4	55.1	158.94	166.26	92.80	91.59	6.0	-4.4	1.3	1.6	0.2	6.3	55.2	47.0	131.14	119.20	72.36	56.05	17.3	10.0	29.1	36.6	5.8	24.2	12	10	1244	1120
Stillwater, OK+	52.5	47.9	141.23	119.96	74.10	57.46	9.5	17.7	29.0	29.0	0.0	9.5	50.4	45.8	107.20	92.84	54.08	42.54	10.1	15.5	27.1	27.1	0.0	10.1	18	14	1404	1221

A blank row indicates insufficient data.

2023 BUDGET DISTRIBUTION



	TOTAL	
	Jan - Dec	
Ordinary Income/Expense		
Income		
5000 · Guest Tax	1,200,000.00	
5100 · Visitors Guide	25,000.00	
5200 · Merchandise Sales	20,000.00	
5300 · Carryover from 2022 Funds	250,000.00	
5500 · DMI	12,000.00	
5600 · Co-Op Marketing	12,000.00	
5650 · Special Projects		
5657 · Website	0.00	
Total 5650 · Special Projects	0.00	
5658 · State Grant	0.00	
5660 · DTN	6,000.00	
5700 · Miscellaneous Income	1,400.00	
Total Income	1,526,400.00	
Cost of Goods Sold		
6100 · Merchandise Cost		
6100 · Merchandise Cost - Other	10,000.00	
Total 6100 · Merchandise Cost	0.00	
Total COGS	0.00	
Gross Profit	1,516,400.00	
Expense		
7000 · Payroll Expense		
7065 · Health Insurance	39,000.00	Includes all staff + 5% increase est.
7070 · Incentive Program	20,000.00	See Attached budget notes
7081 · Payroll	402,000.00	See Attached budget notes
Total 7000 · Payroll Expense	461,000.00	
7260 · Retirement Plan	23,000.00	
7600 · Programs		
7601 · Advertising		
7601.10 · Magazine	30,000.00	
7601.12 · Content	18,000.00	
7601.14 · Outdoor	25,000.00	
7601.15 Coop Marketing Expense	12,000.00	this line is directly offset by income line 5600
7601.2 · Design	15,000.00	
7601.21 · Opportunity Fund	65,000.00	Increasing to cover event sponsorships of signature events
7601.22 Tracking	15,000.00	in negotiations with datafy which we may cancel
7601.24 · New Technology	10,000.00	
7601.4 · Public Relations	35,000.00	
7601.6 · I-70 Distribution	19,000.00	
7601.8 · Digital	201,290.00	
7601.9 · Partner Media Buy Program	4,000.00	
Total 7601 · Advertising	449,290.00	Increase of \$96545 in Marketing budget
7619 · Incentive general fund	7,000.00	
Add 7619.10 Committed Incentive	50,000.00	\$34K on the books without hardwood or NCHC
Add 7619.20 New Business	60,000.00	
7625 · Simpleview Data Base	17,000.00	
7641 · Promotional Materials	30,000.00	Increase to cover increased tradeshow presence and staff needing new branded apparel
7642 · Trade Shows		

	TOTAL	
	Jan - Dec	
7642.0 General Fund	25,000.00	
7642.1 Trade Show Travel	10,000.00	
7643 · Website Hosting	30,000.00	
7644 · Printing and Reproductio	10,000.00	
7645 · Special Projects		
7648 · Bids		48500 Bid Fund Managed outside of operating budget.
7649 · Visitors Guide	40,000.00	
Total 7645 · Special Projects	40,000.00	
Total 7600 · Programs	728,290.00	
7620 · Meeting programs	65,000.00	See attached budget notes
8100 · Buildout VC Center-Deprec	0.00	
8200 · Admin and General		
8202 · Accounting	15,000.00	
8203 · Rent	61,560.00	30K in Carnegie Rent
8204 · Software	3,000.00	
8206 · Hardware	5,000.00	
8210 · Technology Repair & Mai	20,000.00	
8214 · Bank Service Charges	1,000.00	
8225 · Board Expenses	5,000.00	
8226 · Leased Equipment	5,000.00	
8230 · Dues/Subscriptions/Mem	15,000.00	
8234 · Insurance	12,000.00	Look into this line. We are 6900 under budget here. Did we miss something?
8238 · Utilities	7,000.00	
8242 · Legal	5,000.00	
8244 · Janitorial/Cleaning	5,200.00	Adding back in office cleaning
8245 · Retirement Plan Fees/Adi	2,500.00	
8247 · Office Supplies	6,000.00	
8248 · Postage and Delivery	10,000.00	
8250 · Storage	2,350.00	Rate Increase
8251 · Misc. Office General	20,000.00	Increasing to cover office reconfiguration for new position + VC Improvement
8282 · Travel & Meetings		
8282.10 Professional Develop	10,000.00	
8282.11 EL Hosted events	4,000.00	
8282.12 Staff Travel	10,000.00	
8282.13 Meetings	4,000.00	
Staff Employee Benefits	3,000.00	
8283 · Telephone/Internet	17,500.00	
Total 8200 · Admin and General	249,110.00	
8900 · Misc Expense	0.00	
Total Expense	1,526,400.00	



Budget notes:

Line

7070: Incentive program

- I will present a bonus program for all employees to the board after our Board Retreat and the completion of a new strategic Plan. This plan will be based on goals outlined in our strategic plan and provide for consistent and predictable bonuses based on progress on EL strategic goals.
- Quarterly bonus opportunities will be available and developed by ED and Department Director.
- Department Directors will be able to earn quarterly bonuses based on their team's progress on department goals and their progress on personal goals.

7081 Payroll

- This increase allows for a 3-person Sales Team and for existing employees to have cost of living and performance increase at anniversary dates.

7601.21 Opportunity Fund

- This fund allows us to respond to marketing and event promotion opportunities throughout the year.
- In 2022 we used these funds for the Final 4 and bball championship event and marketing.
- We also use this line to purchase sponsorships for events aligned with our strategic marketing goals.
- We can also use this for specialized promotions outside of the normal magazine & digital budget.

7601.4 Public Relations

- This line includes Travel Writers and social influencer trips and expenses.
- This also covers our Public relations database Meltwater.
- Includes press kits and FAM trips.
- Relationship development for earned media sources also fall into this line

7619 Incentive Funds

- These are sales incentives based on our Sales Plan
- Incentives already committed from previous year with event taking place in 2023 are covered in 7619.10
- Some of this budget line was committed in previous years to pay in in 23
- Some of this budget line is committed and spent in the same year
- Incentives are based on actual roomnights per our incentive guidelines
- We also will give a flat incentive to secure business. This frequently happens for sports events.



- Contracts are required on these events and paid out after the event takes place and pick-up reports are received.
- We are working off 2021 incentive guidelines. I anticipate updating these guidelines under the DOS.

7620 Meeting Programs

- This line will go towards a dedicated Sunday- Thursday Business 2 Business Campaign.
- This will go to creative design and campaign deployment
- Also covered in this line will be Services hard costs to support meetings.
- This line is dedicated to Sunday – Thursday prospecting and servicing.