



# BOARD OF DIRECTORS MEETING

January 19, 2021  
3:30 PM  
Zoom



**explore**  
LAWRENCE



## **eXplore Lawrence Board Meeting Agenda**

**Wednesday, January 19 – 3:30 PM Zoom**

1. Introduction of new members and guests
2. Approval of Minutes – December board meeting
3. Sales Plan Presentation – Kendra Brayfield
4. Marketing Plan Presentation – Andrea Johnson
5. Financial Report – Heidi Champagne
6. 2022 Budget & Operating Agreement
7. 2022 Board Continuity
8. TGT Grant Program Update – Peter Bobkowski
9. Board Retreat

**eXplore Lawrence**  
**DRAFT - Board Minutes**  
**December 15, 2021**  
**3:30 p.m.**  
**Carnegie Building**

Members Present: Mike Logan, Ivan Simac, Danny Caine, Peter Bobkowski, Porter Arneill\*

Members absent: Fally Afani, Heidi Champagne, Sally Zogry\*, Jamie Hays Szalc, Hugh Carter\*, City Commission member TBD\*

\*ex-officio members

Staff: Kim Anspach, Executive Director

Guests: City Commissioner Amber Sellers came at 3:50 p.m.

Meeting Materials provided by email: December 2021 Board Packet

Meeting began at 3:31 p.m. at the Carnegie

1. Approval of Minutes – November board meeting

Action: Ivan moved; Danny seconded. Approved.

2. Finance Report

- Kim reported that the year is winding down,
- Nothing unusual. After paying bills a couple of budget items will go over but will work with the accountant to make adjustments.
- Kim will send the balance sheet.
- Kim submitted the funding letter for quarterly request for full \$387K which includes some restorative funding. That check was received and deposited on December 7.
- Also requesting that the City reimburse funds for 2021 to make EL whole for the year. With increase in TGT funds, the City believes it can fulfill this request.

3. Staff Reports

- Kim – Staff is working on end of year efforts

Visitors Center

- Visitor Center had 646 visitors
- New products are selling well
- Visitor guides are delivered to container/storage
- Distributing guides
- Caleb is working on documenting a list of murals in Lawrence
- Plumbing leak during the Christmas Parade so no bathroom. Working with Action Plumbing to fix.

## Sales

- Been a challenging year and staff has done a good job under the circumstances
- No presentation this month. Working on getting feedback from partners to develop presentation with Kendra for future board meeting. Will give a good perspective of where things stand as we move forward in 2022.
- Did get MOKAN Hardwood Classic
- Working with Sports Pavilion Lawrence to coordinate schedules for 2022 and 2023
- Site visit at JayHawk club went well

## Marketing

- New visitors guide is delivered. Get a portion of sales back, 80%, \$23,084
- 17 new advertisers
- Launched the new vibe videos Picked up by Fox in KC and KU Athletics
- Web site is under last year's traffic - Had some large digital campaigns in 202 with CARES funding
- People are spending more time on the site though, more engaged

## 4. Executive Director Report

- Kim – Strategic Plan
- Met with Jonathan Morris for the 2022 retreat and Strategic Plan review and update
- Staff refers to the plan regularly
- Met with Jason Booker, Deputy Athletics Director at KU – looking in to how to conduct more community engagement. Asked if EL can help make Homecoming more of a community event. Asked about facility use as a starting point. Good meeting.
- Met with Bridgette Jobe at Tourism Director for the State. Want to raise Lawrence as a destination site in the state.
- 10 EDA grants with 50/50 match. \$50 to \$250K. Will be released in January.
- Met with Anthea Scouffas, community engagement coordinator at the Lied Center. Glad to have a representative and she is also connected with Indigenous groups in Lawrence. Also connected her with Freedom's Frontier.
- Also met with Jancita Warrington who used to run the Haskell Cultural Center.
- DMI meeting. Nothing significant to report. Continue operations as in past including shared service fees.
- Mike and Kim will meet with new commissioners.
- Kim spoke about the renewal with C-VENT meeting planner service network. At \$15,175, it is a large budget commitment which requires board approval but also very helpful for Lawrence to be part of the platform to monitor events. Very helpful tool for Kendra to track hotel planning efforts in Lawrence. Also helps support hotel sales teams. Want to add a \$5,000 ad-on for a retargeting ad for focus marketing on planners in the area and planners

looking for options specific to what Lawrence has to offer. This would come out of meetings marketing budget line.

- Discussion about C-Vent. Ivan spoke about how they use it as a franchise hotel. Popular with hotels and helpful as a service. Also can help keep hotel sales in Lawrence. This is for meeting planners reaching out to hotels. There was some issue in how leads are perceived as data for eXplore Lawrence but leads are generated by planners. Best to maximize for large events with KU facilities and other partners to help generate hotel sales that benefit everyone.
- Kim – We have separate service and sales goals. Diamond listing provides for more sales opportunities. Saw an increase with Diamond Listing

Peter moved to authorize Kim to sign a contract with C-Vent for Diamond Listing and advertising; Ivan seconded. Unanimous

#### 5. Budget Update

- Much better this month than last month. Will access remaining \$217,000.
- Budget is flat for 2022, \$996,000.
- Want to talk about additional funds and how that money will be spent.
- Reduce rent \$12,000 per year. TGT Star Report comes out Friday. Ending the year strong.
- Mike pointed out that we need to discuss how we want to work with the added funds in 2021 during board retreat. Kim mentioned the need to raise the marketing budget to help re-focus attention on Lawrence. Also need to add staff support.
- Work study has only generated two applications.
- Happy to end the year 'whole.'

#### 6. Board Continuity

- Going to have two unanticipated seats.
- Danny is resigning for a move.
- Since Fally has joined the Chamber as an employee, it is prudent for her to serve as the ex-officio member for the Chamber which opens an arts and culture seat.
- Have been talking about past president position and recent board turnover. Important to have board continuity. Is it possible to extend Mike's term for a year. Porter explained that the City Commission would need to approve extending Mike's term.
- Leaves Danny (Tourism Business) and Fally's (Arts and Culture) seats to be filled.

#### 7. Board Retreat

- Spoke with Jonathan Morris about board and staff retreat
- Looking for available times/days ideally in the last two weeks of January. Tentatively held Wednesday January 19, 10 to 4 p.m.?
  - Topics
    - Job descriptions

8. 2022 Meeting Schedule

- Best to discuss at retreat.

**Motion to Adjourn**

Peter moved to adjourn; Mike seconded. Unanimous  
Meeting adjourned at 4:44

Next meeting January 19, 2022 - 3:30 p.m.



# eXplore Lawrence Sales Plan

## Explore Lawrence Mission

The mission of eXplore Lawrence is to broadly market the area as a year-round visitor destination, thereby positively impacting the region's economy by retaining and attracting visitors to the City of Lawrence and Douglas County.

## Sales Mission

The Sales & Services team sells Lawrence as a national-level destination for meetings, groups, conferences, reunions, and sports markets while providing excellent services.

## Target Audience

- **Conference and Meeting Planners:** Businesses & corporations, associations, civic clubs, military, social groups, weddings, reunions, and other local, state or national organizations that Douglas County hotels and venue properties can effectively accommodate.
- **Community Events:** Local community-organized events that drive overnight stays.
- **Sports:** Sport-organized right holders, including national governing bodies, multi-sports organizations/associations, and college and university conferences that Douglas County hotels and sporting facilities can accommodate.
- **Leisure:** Any visitor traveling to Lawrence outside of an organized convention or meeting interested in Lawrence's attractions, history, culture, and accommodations. Subsets of this audience are group tours, film production, and heritage travelers.

## Partner Overview

Partners are defined as hotels and community organizations or businesses that benefit from the travel visitor industry.

- Local Partners
  - Hotels
  - Non-hotel venues
  - Downtown Lawrence Inc.
  - University of Kansas
    - Alumni Center
    - Athletics
    - Individual Schools
  - Lawrence Parks and Rec
  - Lawrence Chamber of Commerce
  - Lawrence Arts Round Table
- State/Regional Partners:
  - Kansas Tourism



- NE Kansas
- Travel Industry Association of Kansas
- Kansas Society of Association Executives
- Kansas City Society of Association Executives
- Meeting Planners International
- Professional Meeting Conference Association
- Sports Kansas
- Tour Kansas
- VisitKC

## SWOT Analysis

### STRENGTHS

- Sports Pavilion Lawrence
- KU/University town
- Incentive money
- Services & sales tools
- 45 mins from Kansas City International Airport/1-70/K10
- Recognizable brand
- Safe community
- Diverse community
- Accessible from major cities
- Affordable
- Strong food & beverage scene
- Athletics/sports community
- LGBTQ Friendly
- Active arts community
- Collaboration with KU and Higher Education
- Strong relations within the community
- Historic attractions
- Unique wedding venues
- KU event facilities
- Safe meetings expertise and tools/resources

### WEAKNESS

- KU Partnerships
- Transportation
- No Convention Center
- High room rates
- Lack of hotel rooms for large "under-one-roof" events
- Lack of Double Queen rooms for youth sporting events
- Open dates at Sports Pavilion Lawrence
- Lack of eXplore Lawrence staff/service coordinator
- Facilities to host non-community level youth sporting events
- Volunteers to support events
- Rebooking business
- Lack of corporate headquarters to generate Sun-Thurs business travel
- Sun-Thur travel
- Meeting Marketing Message





## OPPORTUNITIES

- Collaboration with Kansas Athletics and Lawrence Parks and Rec regarding access to sports facilities.
- Interest from organizations such as NAIA, NCAA, KSHSAA, USA Wrestling, and others in hosting large events in Lawrence because of our elite sports facilities.
- Local, state, and national association meetings and conferences
- KU Alumni
- Biotech Center
- NE Kansas Regional opportunities
- Niche sports markets (skateboarding, BMX, Cycling, boxing, disc golf)

## THREATS

- Homefield venue being built in '23 20 miles from Sports Pavilion threatening our Volleyball & Basketball events
- Larger hotels & meeting space nearby
- Unpredictable TGT Funding
- KU Events & Housing Departments
- Sports Pavilion event calendar filled with events that do not drive overnight stays
- Understaffed hospitality industry
- No dedicated and predictable funding pot of money for incentives & bids
- Mask mandates
- Inefficient funding
- Inefficient staffing
- Negative reputation with stakeholders and community partners due to previous staff and events.



## Objectives

- Develop a relationship with KU to overcome challenges of transportation and lack of conference space Relationship with Kansas Athletics to overcome sporting facility access for non-University events
- Build value around the destination to overcome arguments regarding higher room rates
- Work with Parks and Rec on the calendar of events booked at SPL to ensure events drive economic impact and overnight stays for the community.
- Work with the City Parks & Rec to invest in sporting facilities to bring non-community level Sporting events to Lawrence
- Work with EDC within Lawrence Chamber on attracting corporate business travel
- Create a volunteer database to support events
- Focus on the Sun-Thurs travel
- Develop a Meeting Marketing message
- Strengthen community partnership
- Staff Service Position

## Staff

*Director of Sales;* Reports to the Exec. Director

- Responsible for booking major group markets
- Handles sourcing overnight accommodations and group sales needs
- Main contact within eXplore Lawrence for hotels
- Coordinates lead distribution

*Services Coordinator;* Reports to the Director of Sales; open position

- Works with booked groups and existing business
- Responds to service requests outside of EL sales
- Responsible for helping build attendance and enhancing booked business



## Target Markets

- Midwest regional cities
- KU Alumni markets
- Local businesses & organizations within Douglas County

## Group Markets

- Association
  - Historical
  - Medical
  - Financial
  - Higher Education
  - Insurance
  - Agriculture
- Corporate
- SMERF
- KU Reunions
- Historical Bus Tours
- Sports- Youth & Amateur

## Sales & Services Strategies

### SALES

- Develop strategies and tactics to increase awareness of Lawrence as a group destination, expand the client base, and utilize the group travel incentive to help drive soft periods in Lawrence.
  - Prospecting efforts
  - Databases, Online resources, book of lists
- Develop and maintain relationships with meeting planners with potential business for Lawrence.
  - Attend networking events
  - Volunteer on organizational boards
  - Newsletters from our organization
  - Social media content
  - Sales calls
  - Host FAMS
  - Attend trade shows
- Offer critical services for the meeting/group planning process, including lead distribution, coordination of site visits, and local partner referrals.
  - Send RFPs thru Simpleview
  - Organize site visits
  - Create a database of services and local contacts to send out for services opportunities
  - updated toolkit



- Maintain a communications strategy to keep Lawrence top of mind among meetings/group planners by offering information and reasons to encourage bookings.
  - Social media content
  - Newsletter
  - Tradeshow/appointment based tradeshow
  - Marketing message
- Offer incentives to meetings/group planners to book business in Lawrence. We are focused on driving Sun-Thru business in the city of Lawrence.
  - Offering cash incentives or sponsorship based incentives to compete with other cities
- Find group business to impact multiple hotels within Douglas County for City-wide events.
  - Prospecting efforts on multiple day events and accounts
  - Sporting events
  - Build attendance or create a reason for attendees to come earlier or stay later
- Collaborate with regional CVBs sales managers to attract and book large regional events.
  - arrange meetings with key stakeholders and CVB sales managers regularly
  - co-sponsors events
  - RFP opportunities
- Support local hotel sales managers by attending regional and national trade shows, offering educational opportunities throughout the year, and keeping sales teams knowledgeable of current trends and forecasting.
  - Red Cross training
  - Extranet training
  - Attend education events about the industry
  - Assist single property sales efforts
- Work with the services coordinator to assist meetings and leverage the connections to help generate future leads.
  - Create a survey post-event
  - Research unique services that a group needs
- Use sales tools to collaborate with local partners and leverage sales efforts including, but not limited to:
  - Cvent
  - Simple View
  - Proposal path
  - Threshold 360
- Utilize explorelawrence.com to build brand & destination awareness.
- Work with Marketing Department to create a strategy focused on the meeting planners & groups.
  - Create digital ads
  - Social media content
  - Printed ads
  - Publications to feature Lawrence highlight meetings and events focused venues/services
- Develop and maintain community & regional partnerships.



## **Sales Goals for 2022**

- Capture 65 leads of RFP Business
- Generate overnight room leads to reach \$3,000,000 in estimated room revenue for Douglas County
- Find five lost business accounts to consider Lawrence
- Host (1) FAM
- Secure (1) one new major regional event thru partnership by 2023- strategic plan 3.31
- Secure ten repeat accounts for future business to Lawrence
- Create tighter community relationships within the local tourism industry
- Hire a services coordinator
- Create competitive booking incentive to convert more leads to definite- In strategic plan 4.13
- Create a 'give it back program' to keep dollars locally in Lawrence when working with groups/events
- Offer an education summit to support stakeholders
- Deploy marketing meetings message

## **Sales Productivity Action Plan**

### *Quarterly goals:*

- Host meetings with hoteliers and local community partners to onboard new staff, training on Extranet and other organizational tools about their specific businesses and organizations
- Meet with regional CVB representatives ongoing opportunities and updates in our communities
- Attend a trade show or industry event
- Sales calls to Feeder markets such as Topeka, Kansas City, Wichita, St. Louis, and Overland Park

### *Bi-Monthly Goals:*

- DOS hotelier meeting
- Parks and Rec & local athletic meeting
- KU Meeting

### *Monthly goals:*

- Attend a networking or education event
- Schedule a touch base with local hotel DOS/Sales Manager
- Send out updates on Sports Pavilion Lawrence Events Calendar to hotel sales teams
- Send out updates on City Wide Calendar to hotel sales teams
- Connect with a new local community stakeholder such as a restaurant, business, attraction, or nonhotel venue
- Schedule a visit to a school within KU
- Post Sales board report on Extranet for stakeholders
- Post STR report on Extranet for stakeholders
- Reports on the following
  - Number of leads generated and projected revenue
  - Number of definite leads generated and projected revenue
  - Number of booked nights
  - The economic impact of events
  - Event attendance (if known)
  - New business
  - Repeat business
  - Report on soft booking periods filling in those need dates
  - City-wide events vs. single property business



#### *Weekly Goals:*

- Dedicated to prospecting & account research
- Make ten calls to clients
- Weekly focus on CRM database on Member Partners & Sales
- Weekly touch base with Marketing Department focusing on meetings/events communication
- Weekly touch base with Services department on on-going efforts and booked leads for upcoming groups

#### **Sales Prospecting Strategies**

- Develop and maintain relationships with planners with the potential business for Lawrence
  - Reach out to repeat groups
  - Research & reach out to new groups
  - Reach out to lost business
  - Quarterly sales calls
  - Attend networking & education events within membership-based organizations
- Attend and exhibit at regional and national industry tradeshows and marketplaces that offer face-to-face interactions with potential clients such as KSAE, Small Market Meetings and Events, Connect Association, PCMA Heartland Annual Conference, HelmsBriscoe ABC, S.P.O.R.T.S.
- Host client events and conduct sales call in target cities (feeder markets).
- Host FAMS, a meeting planner familiarization trip, in Lawrence to give planners an experience of what the city is like for their events.
- Market destination to meeting planner-focused outlets digitally and in print.

## **SERVICES**

- Reach out to groups booked by the Sales department for service needs and become the point of contact from booking until the event date.
- Follows up post-event to support sales rebooking efforts.
- Assist with increasing event attendance before the conference by deploying the meeting planner toolkit and attend booked group conferences the year before coming to Lawrence to help build attendance.
- Utilize explorelawrence.com to build awareness of the brand & destination.
- Create convention & special event alerts to make stakeholders aware of upcoming events & groups meeting.
- Manage vendor lists within the CRM for service requests.
- Manage group discount landing page within the meeting planner toolkit
- Manage experience listings in the CRM to provide current options to groups.
- Coordinate welcome bags, name badges, VIP gifts, restaurant and dining recommendations, transportation logistics, printed materials, speakers, and welcome tables.
- Attend booked group conferences the year before coming to Lawrence to help build attendance.



- Assist with pick up reports and generate economic impact reports

### **Services Goals for 2022**

- Create signature services
- Create a database of local services
- Create a database of Lawrence experiences
- Create a group promo program to entice groups to visit local businesses while in town
- Create a database of local goods to upsell to incoming groups & events
- Create some revenue for eXplore Lawrence on group gifts
- Create a database of local organizations to tie into the give-back program
- Attend (3) conferences or events that are coming to Lawrence and market destination to build attendance

### **Service productivity action plan**

#### *Quarterly Goals:*

- Attend a conference or event that is coming to Lawrence
- Report on group promo program

#### *Bi-Monthly Goal:*

- Attend DOS meeting with Sales

#### *Monthly Goals:*

- Be in contact with hotels & non-hotel venues on sales items orders such as visitor guides, map pads, brochures, etc.
- Conduct sales calls to booked clients
- Connect with a new local community stakeholder such as a restaurant, business, attraction, or non-hotel venue
- Take inventory of promotion items
- Reorder inventory promotion items
- Reports on the following
  - Services requested to member partners
  - Number of assists
  - Promotional items delivered to community partners

#### *Weekly Goals:*

- Dedicated to prospecting & account research
- Calls to hotels on upcoming group needs
- Updating service tools on the website
- Creating & Scheduling Event & Conference alerts in Mail chimp to industry partners
- Updating the eXplore Lawrence community calendar, updating ongoing events
- Make ten calls to clients
- Weekly focus on CRM database on Member Partners & Sales
- Weekly touch base with the Sales department on on-going efforts and booked leads for upcoming groups



# 2022 Marketing Plan

## Situation

Lawrence had a record year for visitation in 2019 and was well on the way to another record year in 2020 when the pandemic halted travel. From March 2020 until March 2021, trips to Lawrence dropped off significantly. In 2021 we counted nearly 1 million fewer \*visitors to Lawrence than in 2019. Surprisingly, there were fewer unique visitors to Lawrence in 2021 than in 2020 by about 100,000. Although that is significantly less, more visitors stayed in hotels in 2021, and they stayed longer – averaging three days in the community, up from 2.5 days in 2020. Occupancy rates began to inch closer and closer to pre-pandemic levels in March of 2021 and have maintained reasonably well throughout the year.

20% of hotel visitors came from Kansas, with a significant number originating in the Wichita area. Other strong markets for hotels include St. Louis, Denver, Chicago, Omaha, and Dallas.

Those who stay in hotels the most in Lawrence match the following profile: Generation X (age 45-64), 100K+ Household Income, Bachelors Degree or higher, 3-5 people in the household, Caucasian.

Our website traffic was down a tad bit this year, but our pageviews, pages/session, session duration, and percent of new sessions all increased, especially after the launch of the new site in August 2020.

\*Visitors are defined as people who traveled at least 50 miles to get to Lawrence.

\*\*Data provided by Datafy, STR, and Google Analytics

## Trends

After being stuck at home seeing the familiar, travelers want to get away and see new faces and places. They are putting work away and traveling as a form of self-care. Most travelers plan to use and count on technology while they travel. Roadtrips and staycations continue to be popular. More and more people are traveling with pets. 3-generation travel is making a comeback as families try to spend meaningful time together. And, if we can avoid significant spikes in infection, reunions are expected to be in store. Travelers are taking their time and enjoying the journey to enjoy a “slow travel” experience.





## **SWOT Analysis**

### **STRENGTHS**

- Desirable place to visit
- Location
- Unmistakable identity
- Welcoming community
- Universities
- Downtown
- Arts/Culture/Music/History/Food/Outdoors/Sports/Shopping
- Events
- Assets – website, videos, visitors guides, visitors center

### **WEAKNESSES**

- Perceived as pretentious
- Not as diverse of travelers as our population – we aren't attracting African American, Asian, or Hispanic travelers
- Accessibility for people of all abilities Downtown and at attractions and hospitality businesses
- Homeless solicitation and harassment
- Transportation/shuttle for visitors
- Complacency

### **OPPORTUNITIES**

- Group marketing strategy
- Local tours/Digital Passports
- Cultural celebrations (Juneteenth, Pow Wows, etc..)
- Name, Image, Likeness – NCAA
- Local Ambassadors
- Influencers and creators
- TikTok
- Diverse local talent
- Engage industry on relevant tourism topics

### **THREATS**

- COVID-19
- Bad PR
- Funding
- Natural Disasters
- Disgruntled local audience
- Performative representation



## Goals

- Increase awareness of Lawrence, Kansas as a traveler destination
- Increase occupancy at Lawrence hotels
- Increase spending at Lawrence travel and hospitality businesses by locals and visitors
- Create a group marketing strategy and plan
- Authentically represent Lawrence as the most welcoming and inclusive city in Kansas
- Leverage events to increase overnight stays in Lawrence
- Expand our digital presence
- Be the most innovative, forward-thinking DMO in Kansas

## Target Markets

### GEOGRAPHICAL

Over the past year, we advertised to three different markets: Locals, Daytrippers, and Roadtrippers. We were able to use the data from our advertising and through Datafy to hone in on the critical DMA markets that visit our site, respond to our ads, travel to Lawrence, and stay in hotels. This year we will advertise to Locals, Daytrippers, and Roadtrippers in the highest-performing DMA markets with the appropriate messages at the correct times. Local and daytripper audiences are critical to the survival and success of our local hospitality businesses. They are the key to making sure these businesses are here to offer the superior service Lawrence is known for to the Roadtrippers audience when they come.

- Locals (resides in Douglas County)
- Daytripper (resides outside of Douglas County but within 150 miles of Lawrence).
  - Kansas City
  - Topeka
  - St. Joseph
- Roadtripper (150+ miles from Lawrence)
  - Wichita/Hutchinson
  - St. Louis
  - Denver
  - Chicago
  - Omaha



## PERSONAS

We will target the following personas with ads that most resonate with them. These personas represent the different types of individuals who travel to Lawrence for leisure:

- Arts & Culture Traveler
- History Buff
- Sports Fanatics
- Outdoor Enthusiasts
- Live Music
- Foodies

We will create a marketing strategy to reach our group markets. However, some of the tactics and campaigns that we use to reach the leisure traveler will also be used to reach our target group markets:

- Sports event planners
- Meetings and Conference planners
- Reunions/Weddings/Other groups

## Tactics

## TOOLS

We have all kinds of fabulous tools to help us increase business to and within Lawrence.

- 2022 Lawrence Visitors Guide
- New [explorelawrence.com](http://explorelawrence.com)
- Vibe Videos
- Why Lawrence Videos
- Visitors Center
- Blog
- Threshold 360
- Self-guided tour brochures

## PRINT

We will reach Kansas and travelers to Lawrence and Kansas of all personas by advertising in key publications.

- KANSAS! Magazine
- Kansas Visitors Guide
- KU Visitors Guide.



## **DIGITAL**

We will use targeted marketing to reach the right personas with the right messages on Social Media, Google Display, YouTube, TripAdvisor, TravelKS, and SeeSource/Datafy. We will work with Learfield/IMG to develop a package that helps us most efficiently reach our Sports Fanatic persona. We will also implement a new tool, Bandwango, to increase revenue and gamify visiting Lawrence's points of interest.

## **SELF-GUIDED TOURS**

We will add to our collection of popular self-guided tours.

- Old West Lawrence
- Historic East Lawrence
- Public Art

## **EARNED MEDIA**

In May, we are hosting up to 6 influencers for the Women in Travel Summit. We have Joey Amato of Pride Journeys nailed down for an influencer trip in March. We will also attend the Kansas Media event and participate in Kansas Tourism's PR opportunities.

## **VG DISTRIBUTION**

The 2022 Visitors Guide will be distributed along I-70 in Kansas all year long and along I-70 in Missouri during the peak travel season.

## **PARTNERSHIPS**

eXplore Lawrence will continue its membership in the Kansas I-70 Association and capitalize on the marketing opportunities presented through the group.

## **TRACKING**

We will continue to use SeeSource/Datafy to measure visits to Lawrence points-of-interest, visitor demographics, and more.



## Campaigns

### WHY LAWRENCE

Throughout 2021 Jason Dailey collected images and videos from Lawrence locals. They include shop owners, chefs, waiters, hoteliers, athletes, and everyday citizens. Each of these people has one simple thing in common... they love Lawrence. Jason asked them why. The results are captured in short authentic, candid videos that feel very personal. These videos will make up the Why Lawrence campaign that will resonate with locals and visitors alike. They will make our locals proud and make our visitors want to visit. It'll be even more special when they do and see those familiar faces from the videos throughout the town. This campaign will touch all personas locally and in our target markets. We will use Social Media, YouTube, and the website to promote this campaign. This will also be the kick-off to our TikTok channel.

### BRANDING

#### VIBE VIDEOS:

We will use the power of video advertising to get the new vibe videos out into the world. This campaign will be meant to inspire potential visitors to learn more about Lawrence and add it to the places they'd like to visit someday. This campaign will reach all personas.

#### VISITORS GUIDE:

We will use digital and social marketing for advertising the Visitors Guide leading up to and during the travel season. This campaign will reach all personas.

### EVENTS CAMPAIGNS

We will use digital and social marketing and partnerships for advertising key events in Lawrence, including:

- Lawrence Restaurant Week
- Busker Festival
- Belgian Waffle Ride
- Free State Festival
- Live on Mass
- Football/Basketball
- Civil War on the Western Border
- Old-Fashioned Christmas Parade
- Powwows
- Lawrence PRIDE

These campaigns will target locals, daytrippers, and Roadtrippers within the appropriate personas.





## **SPORTS FANATICS CAMPAIGN**

Kansas football has the most significant potential of any events to move the needle regarding the economic impact for Lawrence. Kansas basketball puts Lawrence on the map for people worldwide, and we own the game's original rules. Because of this, we will work out a partnership with Learfield IMG that will get the Unmistakably Lawrence brand in front of Daytripper and Roadtripper Sports Fanatics and encourage them to engage in our content and get them to come and stay longer.

## **FOODIE CAMPAIGN**

Bandwango is a tool that we will use to create foodie trails in Lawrence. It will encourage people to visit a restaurant/bar and reward those who do. This tool will drive actual sales that will positively impact the local restaurant and pub industry. This campaign will target Locals, Daytrippers, and Roadtrippers of all personas and groups – as all personas and groups eat and drink.

**Explore Lawrence Inc**  
**Balance Sheet**  
As of December 31, 2021

	Dec 31, 21
<b>ASSETS</b>	
<b>Current Assets</b>	
Checking/Savings	
1020 • US Bank checking account	250,544.41
1030 • US Bank Money Market	315,873.42
1050 • Reserve Fund	203,279.55
<b>Total Checking/Savings</b>	769,697.38
<b>Total Current Assets</b>	769,697.38
<b>Fixed Assets</b>	
2200 • Leasehold Improvement	107,174.01
2500 • Accumulated Depreciation	-10,717.40
<b>Total Fixed Assets</b>	96,456.61
<b>Other Assets</b>	
1225 • Deposits/Prepaid expense	4,348.50
<b>Total Other Assets</b>	4,348.50
<b>TOTAL ASSETS</b>	<b>870,502.49</b>
<b>LIABILITIES &amp; EQUITY</b>	
<b>Liabilities</b>	
<b>Current Liabilities</b>	
Accounts Payable	
3000 • Accounts Payable	4,494.92
<b>Total Accounts Payable</b>	4,494.92
<b>Other Current Liabilities</b>	
3150 • 401(K) W/H Payable	9,546.63
<b>Total Other Current Liabilities</b>	9,546.63
<b>Total Current Liabilities</b>	14,041.55
<b>Long Term Liabilities</b>	
3700 • EIDL Loan June 19.2020	149,900.00
<b>Total Long Term Liabilities</b>	149,900.00
<b>Total Liabilities</b>	163,941.55
<b>Equity</b>	
4100 • Beginning Fund Balance	293,636.37
Net Income	412,924.57
<b>Total Equity</b>	706,560.94
<b>TOTAL LIABILITIES &amp; EQUITY</b>	<b>870,502.49</b>

**Explore Lawrence Inc**  
**Profit & Loss Budget Performance**  
December 2021

	Dec 21	Budget	Jan - Dec 21	YTD Budget	Annual Budget
<b>Ordinary Income/Expense</b>					
Income					
5000 · Guest Tax	604,000.00	0.00	995,210.00	996,000.00	996,000.00
5200 · Merchandise Sales	390.01	666.67	3,002.06	8,000.00	8,000.00
5250 · Meeting Max Income	960.00	0.00	10,655.00	0.00	0.00
5500 · DMI	0.00	0.00	12,000.00	12,000.00	12,000.00
5600 · Co-Op Marketing	0.00	0.00	4,300.00	15,000.00	15,000.00
5658 · State Grant	0.00	0.00	10,000.00	10,000.00	10,000.00
5660 · DTN	0.00	0.00	0.00	6,000.00	6,000.00
5700 · Miscellaneous Income	0.00	166.67	1,414.24	2,000.00	2,000.00
<b>Total Income</b>	<b>605,350.01</b>	<b>833.34</b>	<b>1,036,581.30</b>	<b>1,049,000.00</b>	<b>1,049,000.00</b>
<b>Cost of Goods Sold</b>					
6100 · Merchandise Cost					
6190 · Miscellaneous Costs	0.00		265.50		
<b>Total 6100 · Merchandise Cost</b>	<b>0.00</b>	<b>0.00</b>	<b>265.50</b>	<b>0.00</b>	<b>0.00</b>
<b>Total COGS</b>	<b>0.00</b>	<b>0.00</b>	<b>265.50</b>	<b>0.00</b>	<b>0.00</b>
<b>Gross Profit</b>	<b>605,350.01</b>	<b>833.34</b>	<b>1,036,315.80</b>	<b>1,049,000.00</b>	<b>1,049,000.00</b>
<b>Expense</b>					
7000 · Payroll Expense					
7065 · Health Insurance	2,480.42	2,333.33	29,265.88	28,000.00	28,000.00
7070 · Incentive Program	6,700.00	833.33	6,700.00	10,000.00	10,000.00
7081 · Payroll	23,280.10	28,333.33	307,236.06	340,000.00	340,000.00
7000 · Payroll Expense - Other	0.00		1,097.55		
<b>Total 7000 · Payroll Expense</b>	<b>32,460.52</b>	<b>31,499.99</b>	<b>344,301.49</b>	<b>378,000.00</b>	<b>378,000.00</b>
7260 · Retirement Plan	2,475.84	833.33	19,093.26	10,000.00	10,000.00
<b>7600 · Programs</b>					
7601 · Advertising					
7601.10 · Magazine	3,867.00	0.00	16,124.00	7,425.00	7,425.00
7601.12 · Content	2,800.00	0.00	14,014.09	9,500.00	9,500.00
7601.14 · Outdoor	0.00	1,000.00	700.00	12,700.00	12,700.00
7601.2 · Design	57.92	600.00	3,442.64	5,980.00	5,980.00
7601.21 · Opportunity Fund	1,500.00	2,000.00	3,773.00	18,179.00	18,179.00
7601.24 · New Technology	0.00	1,500.00	6,906.22	6,000.00	6,000.00
7601.4 · Public Relations	413.33	1,000.00	4,100.46	8,000.00	8,000.00
7601.8 · Digital	4,034.73	5,000.00	38,265.30	84,216.00	84,216.00
7601.9 · Partner Media Buy Program	4,000.00	0.00	4,011.56	4,000.00	4,000.00
<b>Total 7601 · Advertising</b>	<b>16,672.98</b>	<b>11,100.00</b>	<b>91,337.27</b>	<b>156,000.00</b>	<b>156,000.00</b>
7619 · Incentive Travel	1,040.00	4,000.00	20,223.91	30,000.00	30,000.00
<b>7623 · Marketing</b>					
7623.1 · Website Design	4,416.66	2,856.25	50,286.66	34,275.00	34,275.00
<b>Total 7623 · Marketing</b>	<b>4,416.66</b>	<b>2,856.25</b>	<b>50,286.66</b>	<b>34,275.00</b>	<b>34,275.00</b>
7625 · Simpleview Data Base	0.00	0.00	25,000.00	38,000.00	38,000.00
7641 · Promotional Materials	218.61	500.00	5,190.32	12,000.00	12,000.00
7642 · Trade Shows	294.43	500.00	5,501.22	10,000.00	10,000.00
7643 · Website Hosting	0.00	1,000.00	208.87	1,000.00	1,000.00
7644 · Printing and Reproduction	344.49	583.33	1,817.37	7,000.00	7,000.00
<b>7645 · Special Projects</b>					
7648 · Bids	145.46	1,250.00	1,394.21	15,000.00	15,000.00
7645 · Special Projects - Other	1,000.00		1,000.00		
<b>Total 7645 · Special Projects</b>	<b>1,145.46</b>	<b>1,250.00</b>	<b>2,394.21</b>	<b>15,000.00</b>	<b>15,000.00</b>
<b>Total 7600 · Programs</b>	<b>24,132.63</b>	<b>21,789.58</b>	<b>201,959.83</b>	<b>303,275.00</b>	<b>303,275.00</b>
7620 · Meeting programs	0.00	8,000.00	19,947.96	40,000.00	40,000.00
7900 · Rental and Tax Expense					



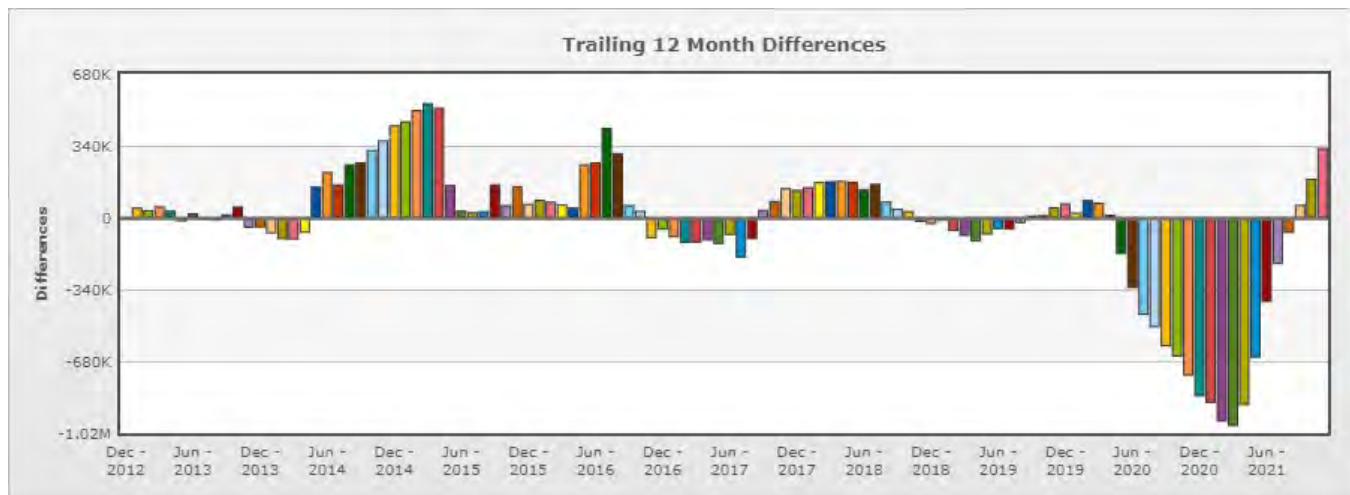
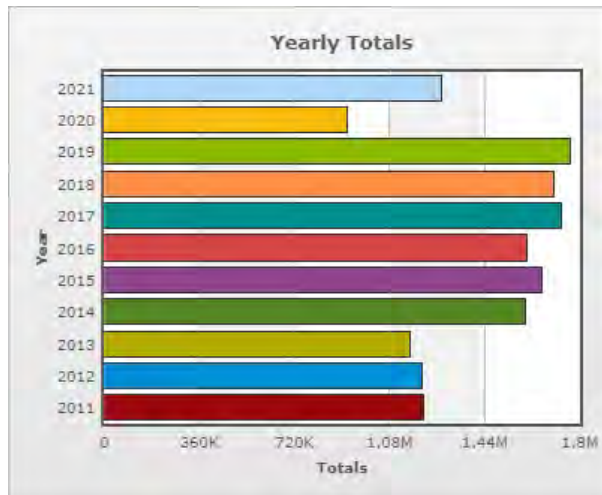
**Explore Lawrence Inc**  
**Profit & Loss Budget Performance**  
December 2021

	Dec 21	Budget	Jan - Dec 21	YTD Budget	Annual Budget
7910 · Storage	0,00		153,03		
Total 7900 · Rental and Tax Expense	0,00		153,03		
8100 · Buildout VC Center-Depreciation	0,00	(106,775,55)	0,00	0,00	0,00
8200 · Admin and General					
8202 · Accounting	1,350,00	750,00	13,305,01	15,000,00	15,000,00
8203 · Rent	5,940,56	3,083,33	38,639,09	37,000,00	37,000,00
8204 · Software	23,50	250,00	1,544,86	3,000,00	3,000,00
8206 · Hardware	0,00	416,67	0,00	5,000,00	5,000,00
8210 · Technology Repair & Maintenance	166,30	1,666,67	8,515,17	20,000,00	20,000,00
8214 · Bank Service Charges	35,90	50,00	482,64	600,00	600,00
8225 · Board Expenses	0,00	366,67	4,099,97	4,400,00	4,400,00
8226 · Leased Equipment	218,67	416,67	4,558,79	5,000,00	5,000,00
8230 · Dues/Subscriptions/Memberships	2,348,82	916,67	14,332,39	11,000,00	11,000,00
8234 · Insurance	3,047,06	750,00	10,199,11	9,000,00	9,000,00
8238 · Utilities	181,24	500,00	2,856,59	6,000,00	6,000,00
8242 · Legal	220,00	416,67	853,41	5,000,00	5,000,00
8244 · Janitorial/Cleaning	100,00	375,00	1,717,24	4,500,00	4,500,00
8245 · Retirement Plan Fees/Admin	0,00	125,00	2,199,42	1,500,00	1,500,00
8247 · Office Supplies	28,36	458,33	1,586,87	5,500,00	5,500,00
8248 · Postage and Delivery	0,00	695,42	1,083,96	8,225,00	8,225,00
8250 · Storage	240,47	208,33	1,005,61	2,500,00	2,500,00
8251 · Misc. Office General	205,00	166,67	2,551,54	2,000,00	2,000,00
8282 · Travel & Meetings	2,819,54	625,00	6,169,19	7,500,00	7,500,00
8283 · Telephone/Internet	2,317,51	1,458,33	17,323,16	17,500,00	17,500,00
Total 8200 · Admin and General	19,242,93	13,685,43	133,024,02	170,225,00	170,225,00
8252 · Storage	0,00		918,18		
Total Expense	78,311,92	(30,967,22)	719,397,77	901,500,00	901,500,00
Net Ordinary Income	527,038,09	31,800,56	316,918,03	147,500,00	147,500,00
Other Income/Expense					
Other Income					
9020 · Interest Income	137,90	83,33	1,646,54	1,000,00	1,000,00
9060 · PPP Loan Forgiven	0,00		94,360,00		
Total Other Income	137,90	83,33	96,006,54	1,000,00	1,000,00
Other Expense					
9510 · Depreciation	0,00	5,358,70	0,00	5,358,70	5,358,70
Total Other Expense	0,00	5,358,70	0,00	5,358,70	5,358,70
Net Other Income	137,90	(5,275,37)	96,006,54	(4,358,70)	(4,358,70)
Net Income	527,175,99	26,525,19	412,924,57	143,141,30	143,141,30



Month	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	2020/2021 % change
January	87,527	57,788	75,379	65,431	73,828	101,382	93,738	98,184	118,323	95,446	41,690	-56.32%
February	47,623	64,806	69,236	46,262	77,086	99,205	94,007	113,533	84,797	115,542	58,116	-49.70%
March	112,977	87,533	80,486	71,663	95,280	105,298	116,791	132,019	123,763	103,118	61,061	-40.79%
<b>Qtr 1</b>	<b>248,127</b>	<b>210,127</b>	<b>225,101</b>	<b>183,356</b>	<b>246,194</b>	<b>305,885</b>	<b>304,536</b>	<b>343,736</b>	<b>326,883</b>	<b>314,106</b>	<b>160,867</b>	<b>-48.79%</b>
April	46,555	70,550	74,396	109,986	124,152	124,594	134,997	147,412	133,185	61,358	87,896	43.25%
May	133,950	150,761	123,298	308,157	126,642	147,762	152,491	152,041	184,797	37,870	116,471	207.55%
June	120,887	107,760	126,460	215,298	183,250	161,930	183,216	171,487	185,634	38,022	154,237	305.65%
<b>Qtr 2</b>	<b>301,392</b>	<b>329,071</b>	<b>324,154</b>	<b>633,441</b>	<b>434,044</b>	<b>434,286</b>	<b>470,704</b>	<b>470,940</b>	<b>503,616</b>	<b>137,250</b>	<b>358,604</b>	<b>161.28%</b>
July	120,016	145,312	151,194	97,830	37,085	138,574	133,188	152,087	168,245	58,308	127,254	118.24%
August	115,717	98,698	71,944	139,165	211,166	164,378	204,992	161,411	149,099	78,147	154,104	97.20%
September	103,598	81,238	83,284	95,602	235,022	128,957	155,957	148,506	170,578	102,374	161,468	57.72%
<b>Qtr 3</b>	<b>339,331</b>	<b>325,248</b>	<b>306,422</b>	<b>332,597</b>	<b>483,273</b>	<b>431,909</b>	<b>494,137</b>	<b>462,004</b>	<b>487,922</b>	<b>238,829</b>	<b>442,826</b>	<b>85.42%</b>
October	112,257	101,090	126,849	211,198	197,756	156,868	157,890	148,412	140,822	83,871	150,112	78.98%
November	84,843	134,366	88,763	88,345	177,325	142,512	167,915	147,600	164,907	93,603	167,993	79.47%
December	123,338	106,266	90,707	146,836	119,115	131,421	136,028	130,316	142,582	55,963	0	
<b>Qtr 4</b>	<b>320,438</b>	<b>341,722</b>	<b>306,319</b>	<b>446,379</b>	<b>494,196</b>	<b>430,801</b>	<b>461,833</b>	<b>426,328</b>	<b>448,311</b>	<b>233,437</b>	<b>318,105</b>	<b>79.24%</b>
<b>Year Totals:</b>	<b>1,209,288</b>	<b>1,206,168</b>	<b>1,161,996</b>	<b>1,595,773</b>	<b>1,657,707</b>	<b>1,602,881</b>	<b>1,731,210</b>	<b>1,703,008</b>	<b>1,766,732</b>	<b>923,622</b>	<b>1,280,402</b>	<b>47.57%</b>

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



## AGREEMENT FOR THE USE OF CITY GUEST TAX FUNDS

THIS AGREEMENT FOR THE USE OF CITY GUEST TAX FUNDS is made this \_\_\_\_ day of \_\_\_\_\_, 20\_\_\_\_, by and between the City of Lawrence, Kansas, a municipal corporation, and eXplore Lawrence, Inc., a Kansas not for profit corporation.

### RECITALS

- A. At its December 7, 2021, regular meeting, the Governing Body of the City of **Lawrence, Kansas ("City"), a municipal corporation, approved the recommendation of the City Manager and authorized the City Manager to enter into an agreement with eXplore Lawrence, Inc. ("Grantee"), a Kansas not for profit corporation,** whereby Grantee would receive a grant from the City Guest Tax Fund in the amount of \$996,000.00.
- B. The application for funds, as approved and amended by the Governing Body, states that the grant will be used to fund tourism, visitor, or convention business **of the City ("the Project"). The Project proposes to achieve terms outlined in the Agreement for Services between the City and Grantee to Operate the Lawrence Convention and Visitors Bureau, dated January 13, 2016 (hereinafter "Operations Agreement").**
- C. **This Agreement for the Use of City Guest Tax Funds ("Agreement") memorializes the terms of that agreement and grants to Grantee the sum of \$996,000.00 from the City Guest Tax Fund for completion of a portion of the Project, subject to Grantee's execution of this Agreement and compliance with its terms.**

NOW, THEREFORE, in light of the mutual promises and obligations contained herein, and in exchange for good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged by the parties, the parties agree as follows:

### TERMS

**SECTION 1. Grant of Funds.** In consideration of Grantee's completion of its portion of the project, the City hereby grants to Grantee the sum of NINE HUNDRED NINETY-SIX THOUSAND DOLLARS AND NO CENTS (\$996,000.00).

**SECTION 2. Grantee's Covenants.** As consideration for the receipt of the grant of funds, Grantee agrees and covenants that it will expend said funds in accordance with:

- (a) All applicable federal, state, and local laws; and

- (b) The recommendation of the City Manager, as approved by the Governing Body, which provides that **said funds will be used to complete the Grantee's** Project outcomes.

### SECTION 3. Disbursement of Funds.

- (a) The Grantee shall, in writing, request the disbursement of funds on **Grantee's official letterhead.**
- (b) Unless otherwise agreed to in writing, requests shall be submitted quarterly no sooner than one week following distribution of the transient guest tax proceeds by the State of Kansas.
- (c) The City shall not disburse any funds prior to receipt of transient guest tax proceeds from the State of Kansas.
- (d) The City retains the right to withhold subsequent disbursements of funds for failure to provide monthly report as outlined in the Operations Agreement.
- (e) In accordance with the Kansas Cash-Basis Law of 1933, codified as amended at K.S.A. 10-1101 *et seq.*, the City retains the right to unilaterally adjust the amount of the disbursement if the Governing Body determines that insufficient public funds exist to fully fund Grantee at level set forth in this agreement.

### SECTION 4. Reporting Requirements.

- (a) Pursuant to the Operations Agreement, monthly reports shall be provided to the City Manager including:
  - (i) Reports that indicate the overall economic impact of tourism and sales activities;
  - (ii) Reports for event-specific economic impact for CVB-sponsored or coordinated events;
  - (iii) Monthly transient guest tax collections for the City;
  - (iv) General trends on requests for proposals to hotel properties and sales activities;
  - (v) General reporting on special event activities and bids;

- (vi) Marketing and communications activities; and
  - (vii) Other timely organizational items of note or requests by the City.
- (b) The Grantee shall deliver a final report to the Governing Body at the completion of the Project, which shall outline what was accomplished with the outlay of City funds. The final report shall be due February 15, 2023.
  - (c) The Grantee agrees to comply with K.S.A. 45-240, which requires not-for-profit entities receiving public funds to document and make available the receipt and expenditures of such funds.

#### SECTION 5. Retention and Access to Records.

- (a) The Grantee will give the City or any other authorized representatives of the City access to and the right to examine all records related to the expenditure of City funds.
- (b) The Grantee shall keep financial records and all other records pertaining to the Project being funded for a minimum of three (3) years.
- (c) The City may, at its sole option, conduct an audit related to this funding agreement.
- (d) **The Grantee shall, upon the City's request, make its records, employees, and property available to the City, promptly.**

SECTION 6. Withholding of Payment. The City shall retain the authority to withhold any and all payments to the Grantee if, in the sole judgment of the City, the proposed or continued use of the funds violates the terms of this Agreement, any applicable law, or is contrary to the appropriate use of public funds.

SECTION 7. Term. This Agreement **will terminate upon Grantee's delivery of the final report** or upon the joint agreement of the parties, whichever occurs earlier.

#### SECTION 8. Compliance with Equal Opportunity Laws, Regulations, and Rules.

- (a) Grantee agrees that it shall comply with all provisions of the Kansas Acts **Against Discrimination of 1953 ("KAAD"), codified as amended at K.S.A. 44-1001 *et seq.***, and the Kansas Age Discrimination in Employment Act of **1983 ("KADEA"), codified as amended at K.S.A. 44-1111 *et seq.*** and shall not discriminate against any person, in the course of performing under this **Agreement, because of that person's race, sex, religion, color, national**

origin, age, ancestry, familial status, sexual orientation, disability, or gender identity.

- (b) In all solicitations or advertisements for employees, Grantee shall include **the phrase “equal opportunity employer,” or a similar phrase to be approved by the Kansas Human Rights Commission (“KHRC”).**
- (c) In any subcontract, grantee agrees to include the language of this Section applicable to any subcontractor hereunder.
- (d) Grantee also agrees to comply with the American with Disabilities Act of **1990 (“ADA”), codified as amended at 42 U.S.C. § 12101** *et seq.*, as well as all other federal, state, and local laws, ordinances, rules, and regulations applicable to this project and to furnish any and all certification that may be required by federal, state, or local governmental agencies in connection therewith.
- (e) If Grantee is found guilty or liable for any violation of the KAAD, the KADEA, the ADA, or Chapter 10 of the City Code by the KHRC or any investigating body, then Grantee shall be deemed to have breached the present Agreement.

SECTION 9. Indemnification. Grantee agrees to defend, indemnify, and otherwise hold harmless the City, its commissioners, officers, employees, and agents from any and all claims, actions, damages, costs, liabilities, settlements, judgments, expenses, or lawsuits, including attorneys’ fees, **but only to the extent that such are caused by Grantee’s breach of this Agreement or by Grantee’s negligence in performing the Project.**

SECTION 10. Entire Agreement.

- (a) This Agreement represents the entire and integrated agreement between the City and Grantee and supersedes all prior negotiations, representations, or agreements between the parties, whether written or oral. This Agreement may be amended only by a written instrument signed by both the City and the Grantee.
- (b) No oral orders, objections, claims, or notices by any party to the other shall affect or modify any of the terms or obligations set forth in this Agreement; and none of its provisions shall be deemed waived or modified by reason of any act whatsoever, other than by a definitely agreed waiver, modification, or amendment made in writing and signed by both parties.

SECTION 11. Assignment. This Agreement is non-assignable by the Grantee or by the City.

SECTION 12. Authorizations. Each person executing this Agreement in behalf of the City and Grantee hereby represents and warrants that he or she has the authority to bind his or her respective party hereto and that all acts requisite to confer authorization to enter into this Agreement have been taken and completed.

SECTION 13. Independent Contractor. In no event, while performing under this Agreement, shall Grantee, its officers or principal, its employees, its agents, its subcontractors, or its vendors be deemed to be acting as an employee or as employees of the City; rather, Grantee, its officers or principal, its employees, its agents, its subcontractors, and its vendors shall be deemed to be an independent contractor or independent contractors. Nothing expressed herein or implied herein shall be construed as creating between Grantee and the City the relationships of employer and employee, principal and agent, a partnership, or a joint venture.

SECTION 14. Captions. The Captions of this Agreement are for convenience only and are not meant by the parties to define, limit, or enlarge the scope of this Agreement or its terms.

SECTION 15. Recitals. The recitals set forth at the beginning of this Agreement are adopted and incorporated herein by reference as if set forth in full and shall be effective as if repeated *verbatim*.

SECTION 16. Counterparts; Electronic Signatures. This Agreement may be executed in counterparts by the respective parties, each of which when so executed shall be deemed to be an original and all of which taken together shall constitute one and the same agreement, provided that this Agreement shall be of no force and effect until the counterparts are exchanged. Transmission of an executed signature page by email or by other electronic means is as effective as a manually executed counterpart of this Agreement.

SECTION 17. Governing Law. This Agreement, the rights and obligations of the parties, and any claim or dispute arising hereunder shall be construed in accordance with the laws of the State of Kansas.

SECTION 18. Severability. In the event that any provision of this Agreement shall be held invalid and unenforceable, the remaining portions of this contract shall remain valid and binding upon the parties.

*[SIGNATURE PAGE FOLLOWS]*

IN WITNESS WHEREOF, the undersigned have caused this Agreement for the Use of City Guest Tax Funds to be executed as of the date noted above.

CITY:  
CITY OF LAWRENCE, KANSAS, a  
municipal corporation

---

CRAIG S. OWENS  
City Manager

GRANTEE:  
eXplore LAWRENCE, INC., a Kansas  
not for profit corporation

Signature: \_\_\_\_\_

Printed Name: \_\_\_\_\_

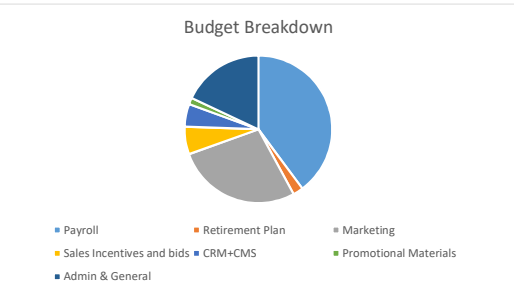
Title: \_\_\_\_\_



Explore Lawrence Inc  
Profit & Loss Budget Overview  
January through December 2021

		TOTAL
		Jan - Dec
Ordinary Income/Expense		
Income		
5000 · Guest Tax	996,000.00	
5100 · Visitors Guide	25,000.00	
5150 · Gift Card Income	0.00	
5200 · Merchandise Sales	4,000.00	
5250 · Meeting Max Income	0.00	
5300 · Carryover from 2021 Funds	217,000.00	
5500 · DMI	12,000.00	
5600 · Co-Op Marketing	3,000.00	
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	1,264,400.00	
Cost of Goods Sold		
6100 · Merchandise Cost		
6150 · Gift Card Purchased	0.00	
6100 · Merchandise Cost - Other	0.00	
Total 6100 · Merchandise Cost	0.00	
Total COGS	0.00	
Gross Profit	1,264,400.00	
Expense		
7000 · Payroll Expense		
7065 · Health Insurance	37,000.00	
7070 · Incentive Program	10,000.00	
7081 · Payroll	380,000.00	
Total 7000 · Payroll Expense	427,000.00	
7260 · Retirement Plan	23,000.00	
7600 · Programs		
7601 · Advertising		
7601.10 · Magazine	13,925.00	
7601.12 · Content	13,650.00	
7601.14 · Outdoor	10,000.00	
7601.2 · Design	3,680.00	
7601.21 · Opportunity Fund	25,000.00	
7601.22 Tracking	10,200.00	
7601.23 · International	0.00	
7601.24 · New Technology	6,000.00	
7601.4 · Public Relations	9,500.00	
7601.6 · I-70 Distribution	13,000.00	
7601.8 · Digital	147,000.00	
7601.9 · Partner Media Buy Program	4,000.00	
Total 7601 · Advertising	255,955.00	
7619 · Incentive Travel	30,000.00	
7623 · Marketing		
7623.1 · Portal Design & Website		
Total 7623 · Marketing	0.00	
7625 · Simpleview Data Base	15,500.00	
7641 · Promotional Materials	15,000.00	
7642 · Trade Shows	10,500.00	
7643 · Website Hosting	26,000.00	
7644 · Printing and Reproduction	7,000.00	
7645 · Special Projects		
7306 · ITF World Tennis Tour Winnings	0.00	
7648 · Bids	25,000.00	
7649 · Visitors Guide	40,000.00	
Total 7645 · Special Projects	65,000.00	
Total 7600 · Programs	424,955.00	
7620 · Meeting programs	40,000.00	
7646 · Meeting Max	0.00	
8100 · Buildout VC Center-Depreciation	0.00	
8200 · Admin and General		
8202 · Accounting	15,000.00	
8203 · Rent	50,000.00	
8204 · Software	3,000.00	
8206 · Hardware	5,000.00	
8210 · Technology Repair & Maintenance	20,000.00	
8214 · Bank Service Charges	600.00	
8225 · Board Expenses	4,400.00	
8226 · Leased Equipment	5,000.00	
8230 · Dues/Subscriptions/Memberships	15,000.00	
8234 · Insurance	12,000.00	
8238 · Utilities	6,000.00	
8242 · Legal	5,000.00	
8244 · Janitorial/Cleaning	2,500.00	
8245 · Retirement Plan Fees/Admin	2,200.00	
8247 · Office Supplies	5,500.00	
8248 · Postage and Delivery	8,225.00	
8250 · Storage	1,500.00	
8251 · Misc. Office General	2,500.00	
8282 · Travel & Meetings	12,000.00	
8283 · Telephone/Internet	17,500.00	
Total 8200 · Admin and General	192,925.00	
8900 · Misc Expense	0.00	

Need a line for EIDL Loan repayment.



Explore Lawrence Inc  
Profit & Loss Budget Overview  
January through December 2021

	TOTAL
	Jan - Dec
Total Expense	1,107,880.00
Net Ordinary Income	
Other Income/Expense	
Other Income	
9010 - Other Income	
9020 - Interest Income	1,000.00
9010 - Other Income - Other	0.00
Total 9010 - Other Income	1,000.00
Total Other Income	1,000.00
Other Expense	
9510 - Depreciation	5,358.70
Total Other Expense	5,358.70
Net Other Income	-4,358.70
Net Income	-4,358.70



**12/29/21**

**MEMO**

**TO:** Mayor Courtney Shipley, Lawrence City Commission

**FROM:** Kim Anspach, eXplore Lawrence

**CC:** Mike Logan, Porter Arneil

**DATE:** 12/29/21

**RE:** eXplore Lawrence Board of Directors

On December 15, 2021, during our Board of Directors meeting, the governing board of eXplore Lawrence voted 5-0 to offer Mike Logan a third term on our Board of Directors to help maintain institutional and board continuity.

The COVID pandemic has led to much uncertainty in the destination marketing and sales industry. This uncertainty, along with two unexpected board vacancies in 2022 and the new Executive Director being in place for less than a year, has prompted the Board of Directors to ask Mike Logan to apply for a third term on the board. I ask that you approve this request to ensure the eXplore Lawrence Governing Board has continuity of membership and continues uninterrupted operational and financial oversight of eXplore Lawrence.



# Agenda Item Report

## City Commission - Jan 18 2022

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**Department**

City Manager's Office

**Staff Contact**

Bobbie Walthall, Senior Administrative Specialist

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**Recommendations**

Consider approving appointments as recommended by the Mayor.

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**Executive Summary**

Below, please find recommendations from the Mayor for the following individual(s) for appointment(s). I have included phone numbers, if available. Please feel free to call any of them to discuss their potential appointments. I believe they are willing to answer your questions or receive any comments you might have.

**eXplore Lawrence Governing Board:**

Reappoint Mike Logan (785.550.5693) to an additional term that expires 12/31/24.\*

\*Resolution No. 7224, adopted September 19, 2017, states that terms for city appointees will be limited to two (2) consecutive three (3) year terms and exceptions to this will be made for reasons stated at the time of appointment. Due to the relatively new leadership at eXplore Lawrence, and unexpected vacancies on the board in 2022, the board has requested an exception to the policy allowing for Mike Logan to be reappointed to a third full term in order to keep experience and continuity on the board. Mike has agreed to the reappointment and the Mayor recommends the reappointment for an additional three-year term.

**Alignment to Strategic Plan**

Commitments in support of the outcome areas

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**Fiscal Impact**

There is no fiscal impact to the City.

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**Action Requested**

Approve appointments as recommended by the Mayor.

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# Agenda Item Report

## City Commission - Jan 18 2022

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**Department**

Communications

**Staff Contact**

Porter Arneill, Director of Communications and Creative Resources

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**Recommendations**

Consider approving 2022 Transient Guest Tax (TGT) grant recommendations from the TGT Grant Advisory Board

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**Executive Summary**

The City Commission allocated \$120,000 in the 2022 budget for this program. The Advisory Board used the guidelines and scoring process to evaluate grant applications based on two main criteria: 1) demonstrate a measurable economic benefit including enhancing the cultural economy or travel/tourism economy, create additional transient guest tax and sales tax; and 2) enhance Lawrence's character and reputation for tourist activities and demonstrate pull of regional visitors.

Twenty-nine event applications were submitted for funding through the program for a total of \$292,872 in grant requests. After the Advisory Board each reviewed the applications, received presentations by the sponsoring agencies, then scored the applications and completed their deliberations, all events were awarded grants for the total budgeted amount of \$120,000 for FY2022. The timeline, guidelines, applications, and scoring process is all available on the website: <https://lawrenceks.org/cmo/tgt-grants/>.

**Alignment to Strategic Plan**

Unmistakable Identity

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**Fiscal Impact**

The \$120,000 needed to pay for these events were included in the FY 2022 Adopted Transient Guest Tax Fund Budget.

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**Action Requested**

Approve 2022 Transient Guest Tax (TGT) grant recommendations from the TGT Grant Advisory Board

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**Attachments**

[2022-TGT-Grant-Master-Score-final](#)

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Score Rank	2022 Event/Program	Funding Request	Group Total									% Funded	Funded Amount
1	Lawrence Old-Fashioned Christmas Parade	12,000	331	48	49	43	53	37	54	47		80%	\$ 9,600.00
2	Free State Festival 2022	12000	318	41	49	38	45	34	53	58		80%	\$ 9,600.00
3	Lawrence Busker Festival	12000	299	38	44	41	39	35	52	50		80%	\$ 9,600.00
4	Theatre Lawrence Holiday Show 2022	10000	298	41	45	36	42	34	51	49		80%	\$ 8,000.00
5	KU Powwow & Indigenous Cultures Festival	10000	294	40	48	33	39	33	50	51		80%	\$ 8,000.00
6	Belgian Waffle Ride	12000	286	36	47	40	40	35	43	45		55%	\$ 6,600.00
7	The Lead Horse Open III - "The Championship Series"	12000	283	34	45	35	47	31	46	45		55%	\$ 6,600.00
8	The Nutcracker, A Kansas Ballet	10000	278	34	49	31	31	33	51	49		55%	\$ 5,500.00
9	Lawrence Restaurant Week	12000	276	27	46	39	26	35	52	51		55%	\$ 6,600.00
10	Lawrence PRIDE, by I Heart Local Music	12000	274	28	39	28	47	32	51	49		55%	\$ 6,600.00
11	US Endurance Grinder Nationals	10000	271	26	42	33	38	36	46	50		25%	\$ 2,500.00
12	Lawrence Oktoberfest	12,000	262	29	43	34	33	30	49	44		25%	\$ 3,000.00
13	Retro Cocktail Hour 25th Anniversary Concert & Celebration	10000	258	28	45	31	21	33	46	54		25%	\$ 2,500.00
14	Kaw River Roots Festival	12000	256	21	43	36	30	32	46	48		25%	\$ 3,000.00
15	62nd Annual Downtown Lawrence Sidewalk Sale	3500	254	20	41	33	40	34	44	42		25%	\$ 875.00
16	KC Pre National Volleyball Tournament	12000	250	16	45	34	41	30	39	45		25%	\$ 3,000.00
17-t	Rev It Up Hot Rod Street Fest	12000	244	31	40	33	29	32	40	39		25%	\$ 3,000.00
18-t	Celtic Roots Festival	8000	244	26	38	26	35	27	44	48		25%	\$ 2,000.00
19	Bleeding Kansas Festival	12000	241	22	36	25	28	34	48	48		25%	\$ 3,000.00
20-t	Bottleneck - Bottlerock. (35+ yrs)	12000	240	20	36	29	32	31	47	45		25%	\$ 3,000.00
21-t	Never Walk on the Hardwood	8624	240	19	42	33	42	31	37	36		25%	\$ 2,156.00
22-t	2022 April Fool's Futbol Festival	10000	240	12	41	36	38	26	44	43		25%	\$ 2,500.00
23-t	DIVAS OF THE COURT - Lawrence, KS	8000	240	17	43	28	40	28	35	49		25%	\$ 2,000.00
24	2022 Perfect Game Jayhawk Classic Softball Tournament	6000	239	15	41	28	40	29	43	43		25%	\$ 1,500.00
25	2022 Perfect Game Jayhawk Classic Baseball Tournament	4000	237	15	38	28	44	29	40	43		25%	\$ 1,000.00
26	Show Me Games	8624	234	18	42	31	41	30	36	36		25%	\$ 2,156.00
27	UA Future Mid-America	10000	229	15	40	32	40	28	34	40		25%	\$ 2,500.00
28	CIRCUIT OF CHAMPIONS - KANSAS	8000	225	18	41	27	40	28	35	36		22%	\$ 1,760.00
29	Midwest 1Movement Basketball Camp	8624	216	12	36	26	41	29	36	36		21%	\$ 1,853.00
		Minimum	216	12	36	25	21	26	34	36			\$ 120,000.00
		-1 Std Dev	232	16	39	28	31	29	39	40			
		Avgerage	261	26	43	33	38	32	45	45			
		+1 std dev	289	36	46	37	45	34	51	51			
		+2 std dev	317	45	50	42	52	37	57	56			
		Maximum	331	40	49	40	47	36	52	54			
		Std Dev Value	28	10	3.8	4.7	6.8	2.8	6	5.5			

Total