



eXplore Lawrence Board Meeting Agenda

Friday 1/31/25

1 P.M. Carnegie Building Heritage Room

1. Approval of Minutes
2. Financials
3. Revised 2025 Budget Lines
4. Staff Reports
5. Executive Director Report



Explore Lawrence

Board of Directors Retreat

December 11, 2024

Present: Ivan Simac, Chair, Porter Arneill, Heidi Champagne, Drew Gaschler, Kathy Gerstner, Mike Logan, Luis Ruiz, Amber Sellers (virtual), Heather Shull, Tina Tourtillott,

Absent: Andrew Holt, Anthea Scouffas

Staff: Kim Anspach, Executive Director, Allison Calvin, Director of Marketing, Ruth DeWitt, External Affairs and Sales Operations Manager

Ivan called the meeting to order at 11:08.

MINUTES/FINANCIALS:

The board did introductions to welcome Heather Shull, new board member. Heather is the general manager of the DoubleTree Hotel in Lawrence.

Minutes

The board approved the minutes from the October meeting (Heidi, Mike). There were no November minutes as the November and December meetings were combined with this retreat.

Financials

Tina presented the financials. The October financials contained 3 disbursements from TGT, and Kim will be submitting another request for our final disbursement. There is an outstanding invoice billing Freedom's Frontier for their shared services at \$6,000.

There were some funds miscoded (marketing budget from sales and the bid fund, which is split between two lines) but those corrections will be reflected in the December report. The income is as expected.

The board accepted the financial report.

OLD BUSINESS:

ByLaws

Commissioner Sellers officially requested the city commission approve an ordinance change governing eXplore Lawrence last month. This would make the ordinance consistent with the proposed bylaws changes passed by the eXplore Lawrence board in May of 2023. (Board members had the request memo sent to the city in their packets).

The city attorney did not recommend the requested changes largely due to the new boards and commissions policy adopted by the commission last spring. Luis convened a meeting with Kim, Toni Wheeler (city attorney) and Casey Toomay (assistant city manager) to discuss further.

Moving forward the board encouraged Kim take a work session with the city. The board is not sure whether we are under the new policy regarding boards and commissions and need the city to explain why our board composition fits into the new structure.

The new structure is that all boards and commissions have been reduced to 7 people, making the our board an exception to the policy. We are also asking to submit board member nominations to the Mayor for approval, rather than the Mayor appointing members to our board. Our request codifies the way appointments have been done in the past, but the city attorney did not approve that language.

Kim shared that our board is classified as a component unit of a governing board, similar to Peasley Tech, the library, and the hospital, and their memberships vary from 3 to nine members. Mike reminded the group that the goal from the 2023 meeting was to expand the board to better meet city's KPIs around diversity and inclusion. They saw the expansion as an effective way to add diversity.

The board expressed frustration with the process and how long this has taken to get this far, but will continue to work with Luis in bringing this to a spring work session. Luis is willing to keep this moving forward and in front of the city staff to get our updated bylaws changes approved, but cautioned that the city is focused on the 2026 budget as a priority.

Kim suggested a governance committee of the board moving forward to work through these issues and then focus on board recruitment. She also suggested other committees of the board to increase staff/board collaboration. She will follow up with requests to serve on the governance committee.

NOMINATIONS COMMITTEE REPORT

The board passed the slate of executive nominations for 2025: (MSP Ivan, Mike)

Chair: Drew Gaschler

Vice Chair: Heidi Champagne

Treasurer: Tina Tourtillott

MOBILE VISITOR CENTER

Allison presented information on the mobile visitor center initiative. Kim shared the history from the center being located at the Train Depot in North Lawrence. In 2018, a committee of the board recognized that the location wasn't well-positioned to serve visitors and secured the current facility at 812 Mass Street. It was a great move, and positioned us really well until recently. The expenses and repair costs have been increasing, and the committee of the board that was looking for other spaces to relocate was not able to find anything that met our needs and desires to combine the administrative offices with the visitor center location.

We started analyzing the ROI of the Mass Street property, and we learned it was not a good return for the number visitors we were serving and the way in which we were getting in front of groups.

We applied for and received an attraction development grant from the State Department of Tourism for \$40K. In awarding the grant last week, the Director of the Kansas Tourism Office talked about how excited the office is about the project – they've had success with the state mobile visitor center and this is an example of Lawrence leading the way yet again in tourism in the state.

The grant is a 60/40 grant, and a 5-year agreement, and a requirement is for us to attend events (preferably out of state) 10 times a year, although the details of that are negotiable.

The 5-step plan for the next several months is:

- Grant application and award
- Purchase vehicle pending inspection
- Forming and receiving feedback from an ad hoc stakeholder committee
- Staffing and Planning
- Launch

We are excited to attend leisure events, sales events, tradeshow, showcase partners, use it to welcome large conferences in Lawrence, and build community partnerships. We are discussing a large LED screen that can be used similar to a mobile, digital billboard, which we hope to use as a revenue stream.

Allison presented a budget for the MVIC. After the initial build, projected annual costs are estimated at approximately \$117,000/year which is a cost savings of nearly \$10,000/year based on the current cost of operating the visitor center at 812 Massachusetts Street.

<BOARD ACTION> Kim requested action from the board to approve buying the vehicle pending inspection.

The board engaged in a discussion about this being a better use of funds, and the flexibility this gives us to get in front of visitors. Mike commented as an event producer how valuable it will be to add a presence to the events in town. He cautioned that as soon as Kim shares with the 812 Mass property owner, the for lease sign could be in the window, so we will need to move quickly with a plan to move out of the property and prepare the MVIC.

Ivan seconded the idea as being a great use of funding, and agrees the versatility of the MVIC will allow EL staff to be where the people are. He suggested looking into other options to reach visitors on Mass St such as kiosks, maps, parking structures, etc, perhaps we can get QR codes out there, and reach people who are on Mass Street.

Mike moved to allow Kim to move ahead with the vehicle purchase pending inspection, and begin the process of adapting the vehicle for use. Heidi second. The motion passed unanimously.

812 Massachusetts Street Property

Mike moved to authorize Kim to notify the property owner at 812 Massachusetts Street the intent to lease month-to-month with an ending date no later than March 31. Ivan seconded, the motion pass unanimously by the board.

Allison and Kim will move quickly to notify the staff at the Visitor Center and develop tailored messaging to ensure the proper story about leaving Mass Street.

WORLD CUP UPDATE:

Ruth provided the board with an update on the World Cup Readiness group meetings. The group has been convened from the model eXplore Lawrence proposed in June to the city's executive team. An Incident Command Structure has been put together with City and County staff. The group is growing and bringing on new members to fill out the branches of the organizational chart.

Ruth walked board members through the organizational chart – pointing out Kim is a member of the steering committee, Allison is on the PIO group and meeting with City and County PIOs to organize messages around the effort. Ruth and Allison are also serving on the Culture and Experiences branch to organize events Lawrence hosts during the tournament.

STRATEGIC PLAN REPORT:

Kim walked the board through the strategic plan to share the progress of our current goals, the need to reassign the plan to fit new job descriptions and workloads, and to look to the need for a new strategic planning process since the current plan only takes us through 2026.

Highlighted areas included:

Sales:

The sales team is working on redefining reporting – leads, assists, service calls to better reflect the work. We will need new goals set from the changes in terminology and for the year.

Laura is dedicating Thursdays to prospecting via phone, in-person visits, including doing rounds at hotels to check in.

We have offered an EOY incentive program for people Laura met with at the 2023 and 2024 tradeshows – if they book 2025 and/or future business, they receive \$500 discount to use as they wish.

Some goals from the current plan are no longer relevant – the bleisure traveler is not working as we anticipated and virtually impossible to measure, and there is a focus on the current plan on Panasonic, which is not as anticipated.

In general occupancy during the week is down as corporations reduce their travel budgets with the virtual meeting tools.

We will focus on business that came before the pandemic and reach out to them to come back.

We have a huge opportunity with the new conference center coming online.

Per the earlier conversation around board expansion – the sales team will put together a sales and strategy meeting to develop a community wide strategy to attract business to Lawrence.

Marketing:

Allison went through the marketing report, sharing some successful campaigns from the year. Users of the website and social media have grown beyond goals set in the strategic plan.

Laurel has been gathering great content for Instagram and Facebook and our views are exceeding goals. Allison talked about adjusting goals, as annual increases over the numbers we're reaching now is not sustainable.

Kim brought up the community survey mentioned in the strategic plan and asked the board for clarification. What kind of survey was it, how was it going to be conducted, and what was it supposed to measure? Who were the results for, and how were we going to get the information?

Advocacy:

Kim also mentioned adding Ruth to the advocacy goals and having that as a joint goal between Ruth and Allison. Luis suggested adding city elected officials in particular to the elected officials advocacy goal.

Kim also wanted to add the Summit to Ruth and Allison's joint goals.

Roundtable has been happening – we hosted 11 meetings last year.

As we look to the new strategic planning process, Kim would like to have someone who specializes in tourism and advocacy lead the process. She urged the board to start planning a process in 2025.

Porter suggested she develop an RFP to start getting information from planners. Mike suggested some focus groups to start getting information that can inform where we are and where we might go with a strategic planning process.

ADVISORY GROUPS:

While the board expansion is pending before the city, the bylaws do allow for committees of the board and advisory groups to include stakeholders and community partners to be a part of our work. The board had asked earlier in the year about working more closely with staff on certain initiatives, and we can expand and diversify our voices by drawing them in on our advisory and committee work.

Kim proposed three board committees for members to serve. She cautioned no more than 3 members would be allowed to serve on the same committee, which would be a violation of the Kansas Open Meetings Act (KOMA).

Organizational Health – this committee would explore questions of the bylaws revision and board expansion, diversifying funding sources, a tax improvement district, TGT collection rates, new possible revenue streams, and inform strategic planning processes.

Advocacy: this committee would assist with the development of and deployment of an advocacy plan to build relationships with city, county, state, and federal staff and officials. It would work to reform the ambassador program and develop a volunteer corps – for use with World Cup activities and the new mobile visitor center.

Sales Strategy and Collaboration Committee: this group would work together to deal with the reality of the facilities in Lawrence – what is available, what is realistic to sell/book, and to work with event spaces in order to recruit the best tourism business for Lawrence. It would be a collaborative, roundtable type group.

Kim also mentioned establishing staff working groups:

A mobile visitor center feedback group
Summit planning committee

Allison and Ruth, respectively, will convene these groups.

The board committees will meet monthly and the groups can meet on an as-needed basis.

Kim will send out a Doodle poll gauging interest in committee work, but will leave this discussion for the new board when it convenes in January.

ADJOURNMENT:

The meeting adjourned at 2:45 (Heidi, Mike)

Next meeting will be:

Respectfully submitted, Ruth DeWitt

EXPLORE LAWRENCE INC
Statement of Financial Position
As of December 31, 2024

	Dec 31, 24
ASSETS	
Current Assets	
Checking/Savings	
1020 · US Bank Checking	606,198.74
1030 · US Bank Money Market	130,353.00
1050 · Reserve Fund	322,031.58
1060 · Petty Cash	215.00
Total Checking/Savings	1,058,798.32
Other Current Assets	
1420 · Prepaid Expenses	7,740.33
Total Other Current Assets	7,740.33
Total Current Assets	1,066,538.65
Fixed Assets	
2200 · Leasehold Improvement	107,174.01
2500 · Accumulated Depreciation	-32,152.26
Total Fixed Assets	75,021.75
Other Assets	
1225 · Deposits	3,100.00
Total Other Assets	3,100.00
TOTAL ASSETS	1,144,660.40
LIABILITIES & EQUITY	
Liabilities	
Current Liabilities	
Accounts Payable	
3000 · Accounts Payable	79,993.25
Total Accounts Payable	79,993.25
Credit Cards	
2109 · Credit Card - US Bank 2981	9,244.20
Total Credit Cards	9,244.20
Other Current Liabilities	
3100 · Payroll Liabilities	
3105 · Accrued Payroll	11,184.55
3110 · Federal & FICA Payable	6,652.30
3111 · KS Withholding Payable	791.00
3112 · FUTA Payable	418.46
3113 · KS SUTA Payable	221.23
Total 3100 · Payroll Liabilities	19,267.54
3150 · 401(K) W/H Payable	1,748.95
3300 · Sales Tax Payable	164.48
Total Other Current Liabilities	21,180.97
Total Current Liabilities	110,418.42
Total Liabilities	110,418.42
Equity	
4100 · Beginning Fund Balance	840,084.86
Net Income	194,157.12
Total Equity	1,034,241.98
TOTAL LIABILITIES & EQUITY	1,144,660.40

EXPLORE LAWRENCE INC
Statement of Revenues and Expenses
For the Twelve Months Ended December 31, 2024 and 2023

	Jan - Dec 24	Jan - Dec 23	\$ Change	% Change
Ordinary Income/Expense				
Income				
5000 · Guest Tax	1,391,000.00	1,248,000.00	143,000.00	11.5%
5100 · Visitors Guide	25,333.00	20,531.00	4,802.00	23.4%
5200 · Merchandise Sales	7,267.40	4,647.80	2,619.60	56.4%
5500 · DMI	0.00	12,000.00	-12,000.00	-100.0%
5600 · Co-Op Marketing	12,663.70	12,269.22	394.48	3.2%
5660 · DTN	3,590.00	6,200.00	-2,610.00	-42.1%
5670 · Bid Fund	99,000.00	0.00	99,000.00	100.0%
5700 · Miscellaneous Income	9,084.51	2,350.00	6,734.51	286.6%
Total Income	1,547,938.61	1,305,998.02	241,940.59	18.5%
Cost of Goods Sold				
6100 · Merchandise Cost				
6105 · Souvenir Items	521.00	0.00	521.00	100.0%
6190 · Miscellaneous Costs	4,846.71	5,861.89	-1,015.18	-17.3%
Total 6100 · Merchandise Cost	5,367.71	5,861.89	-494.18	-8.4%
Total COGS	5,367.71	5,861.89	-494.18	-8.4%
Gross Profit	1,542,570.90	1,300,136.13	242,434.77	18.7%
Expense				
7000 · Payroll Expense				
7081 · Payroll	407,662.73	385,780.67	21,882.06	5.7%
7083 · Accrued Payroll Expense	2,755.16	2,239.19	515.97	23.0%
7260 · Retirement Plan	15,815.24	11,343.15	4,472.09	39.4%
7065 · Health Insurance	37,992.29	33,361.83	4,630.46	13.9%
7070 · Incentive Program	12,800.00	14,850.00	-2,050.00	-13.8%
Total 7000 · Payroll Expense	477,025.42	447,574.84	29,450.58	6.6%
7100 · Payroll Tax Expense				
7100.1 · FICA Expense	32,376.17	30,819.55	1,556.62	5.1%
7100.2 · FUTA Expense	418.46	411.06	7.40	1.8%
7100.3 · SUTA Expense	1,576.29	1,045.88	530.41	50.7%
Total 7100 · Payroll Tax Expense	34,370.92	32,276.49	2,094.43	6.5%
7600 · Programs				
7601 · Advertising				
7601.4 · Public Relations	21,801.35	22,687.34	-885.99	-3.9%
7601.6 · Visitor Guide Distribution	21,044.58	16,365.59	4,678.99	28.6%
7601.8 · Digital	209,030.58	186,013.41	23,017.17	12.4%
7601.9 · Partner Media Buy Program	2,762.55	4,000.00	-1,237.45	-30.9%
7601.10 · Magazine	19,751.50	16,006.00	3,745.50	23.4%
7601.12 · Content	8,505.80	13,710.10	-5,204.30	-38.0%
7601.14 · Outdoor	5,450.00	7,997.56	-2,547.56	-31.9%
7601.15 · COOP Marketing Expense	13,817.43	7,169.22	6,648.21	92.7%
7601.19 · Publications	26.82	104.54	-77.72	-74.3%
7601.2 · Design	6,201.27	7,401.90	-1,200.63	-16.2%
7601.21 · Opportunity Fund	30,896.65	21,767.23	9,129.42	41.9%
7601.22 · Tracking	26,000.00	12,045.00	13,955.00	115.9%
7601.24 · New Technology	4,717.69	3,000.00	1,717.69	57.3%
7601.25 · Event Sponsorships	22,395.00	0.00	22,395.00	100.0%
Total 7601 · Advertising	392,401.22	318,267.89	74,133.33	23.3%
7619 · Incentive Travel				
7619.0 · General Fund	1,407.26	3,938.40	-2,531.14	-64.3%
7619.1 · Committed Incentives	6,930.00	21,700.00	-14,770.00	-68.1%
7619.2 · New Business	250.00	125.68	124.32	98.9%
Total 7619 · Incentive Travel	8,587.26	25,764.08	-17,176.82	-66.7%

EXPLORE LAWRENCE INC
Statement of Revenues and Expenses
For the Twelve Months Ended December 31, 2024 and 2023

	Jan - Dec 24	Jan - Dec 23	\$ Change	% Change
7625 · Simpleview Data Base	19,205.00	17,071.79	2,133.21	12.5%
7641 · Promotional Materials	34,505.46	28,216.67	6,288.79	22.3%
7642 · Trade Shows				
7642.0 · General Fund	14,170.00	13,191.56	978.44	7.4%
7642.1 · Trade Show Travel	3,472.73	4,868.30	-1,395.57	-28.7%
Total 7642 · Trade Shows	17,642.73	18,059.86	-417.13	-2.3%
7643 · Website Hosting	35,322.17	32,224.70	3,097.47	9.6%
7644 · Printing and Reproduction	4,692.87	7,016.42	-2,323.55	-33.1%
7645 · Special Projects				
7645.0 · Special Projects General Fund	8,333.33	0.00	8,333.33	100.0%
7648 · Bids	0.00	8,333.00	-8,333.00	-100.0%
7649 · Visitors Guide	54,305.94	52,492.44	1,813.50	3.5%
Total 7645 · Special Projects	62,639.27	60,825.44	1,813.83	3.0%
Total 7600 · Programs	574,995.98	507,446.85	67,549.13	13.3%
7620 · Meeting programs	28,785.31	29,599.76	-814.45	-2.8%
8200 · Admin and General				
8202 · Accounting	13,400.00	13,400.00	0.00	0.0%
8203 · Rent	75,184.68	68,884.32	6,300.36	9.2%
8204 · Software	5,280.77	1,693.86	3,586.91	211.8%
8206 · Hardware	3,375.93	4,131.38	-755.45	-18.3%
8210 · Technology Repair & Maintenance	14,293.92	7,406.70	6,887.22	93.0%
8214 · Bank Service Charges	344.15	348.95	-4.80	-1.4%
8214.1 · Bank Fees - Square	207.96	136.73	71.23	52.1%
8218 · Cash Over/Short	41.80	134.39	-92.59	-68.9%
8225 · Board Expenses	1,930.24	12,599.01	-10,668.77	-84.7%
8226 · Leased Equipment	2,868.05	3,312.47	-444.42	-13.4%
8230 · Dues/Subscriptions/Memberships	23,906.80	17,496.86	6,409.94	36.6%
8234 · Insurance	8,509.16	7,644.36	864.80	11.3%
8238 · Utilities	2,853.99	4,084.60	-1,230.61	-30.1%
8242 · Legal	2,070.00	420.00	1,650.00	392.9%
8244 · Janitorial/Cleaning	5,746.00	5,743.00	3.00	0.1%
8245 · Retirement Plan Fees/Admin	2,961.19	1,810.70	1,150.49	63.5%
8247 · Office Supplies	4,440.10	6,445.35	-2,005.25	-31.1%
8248 · Postage and Delivery	2,539.00	4,147.29	-1,608.29	-38.8%
8250 · Storage	2,667.05	3,042.44	-375.39	-12.3%
8251 · Misc. Office General	20,606.13	4,614.01	15,992.12	346.6%
8282 · Travel & Meetings				
8282.10 · Professional Development	8,376.07	7,555.04	821.03	10.9%
8282.11 · EL Hosted Events	7,794.29	2,604.79	5,189.50	199.2%
8282.12 · Staff Travel	12,725.88	9,147.03	3,578.85	39.1%
8282.13 · Meetings	2,029.43	2,059.68	-30.25	-1.5%
8282.14 · Staff Employee Benefits	2,912.20	2,377.73	534.47	22.5%
Total 8282 · Travel & Meetings	33,837.87	23,744.27	10,093.60	42.5%
8283 · Telephone/Internet	14,088.45	14,256.55	-168.10	-1.2%
Total 8200 · Admin and General	241,153.24	205,497.24	35,656.00	17.4%
8255 · Sales Collateral	0.00	600.00	-600.00	-100.0%
Total Expense	1,356,330.87	1,222,995.18	133,335.69	10.9%
Net Ordinary Income	186,240.03	77,140.95	109,099.08	141.4%
Other Income/Expense				
Other Income				
9020 · Interest Income	13,275.81	9,267.40	4,008.41	43.3%
Total Other Income	13,275.81	9,267.40	4,008.41	43.3%

EXPLORE LAWRENCE INC
Statement of Revenues and Expenses
For the Twelve Months Ended December 31, 2024 and 2023

	<u>Jan - Dec 24</u>	<u>Jan - Dec 23</u>	<u>\$ Change</u>	<u>% Change</u>
Other Expense				
9510 - Depreciation	5,358.72	5,358.72	0.00	0.0%
Total Other Expense	<u>5,358.72</u>	<u>5,358.72</u>	<u>0.00</u>	<u>0.0%</u>
Net Other Income	<u>7,917.09</u>	<u>3,908.68</u>	<u>4,008.41</u>	<u>102.6%</u>
Net Income	<u><u>194,157.12</u></u>	<u><u>81,049.63</u></u>	<u><u>113,107.49</u></u>	<u><u>139.6%</u></u>

EXPLORE LAWRENCE INC Profit & Loss Budget Performance December 2024

Accrual Basis

	Dec 24	Budget	Jan - Dec 24	YTD Budget	Annual Budget
Ordinary Income/Expense					
Income					
5000 · Guest Tax	323,000.00	115,916.66	1,391,000.00	1,391,000.00	1,391,000.00
5100 · Visitors Guide	0.00	2,063.33	25,333.00	25,000.00	25,000.00
5200 · Merchandise Sales	834.34	833.33	7,267.40	10,000.00	10,000.00
5500 · DIMI	0.00	1,000.00	0.00	12,000.00	12,000.00
5600 · Co-Op Marketing	1,764.56	833.33	12,663.70	10,000.00	10,000.00
5660 · DTN	0.00	500.00	3,590.00	6,000.00	6,000.00
5670 · Bid Fund	49,500.00	8,250.00	99,000.00	99,000.00	99,000.00
5700 · Miscellaneous Income	1,973.58	116.66	9,084.51	1,400.00	1,400.00
Total Income	377,072.46	129,533.31	1,547,938.61	1,554,400.00	1,554,400.00
Cost of Goods Sold					
6100 · Merchandise Cost					
6105 · Souvenir Items	0.00		521.00		
6190 · Miscellaneous Costs	300.13		4,846.71		
6100 · Merchandise Cost - Other	0.00	833.33	0.00	10,000.00	10,000.00
Total 6100 · Merchandise Cost	300.13	833.33	5,367.71	10,000.00	10,000.00
Total COGS	300.13	833.33	5,367.71	10,000.00	10,000.00
Gross Profit	376,772.33	128,699.98	1,542,570.90	1,544,400.00	1,544,400.00
Expense					
7000 · Payroll Expense					
7081 · Payroll	34,666.14	37,758.34	407,662.73	453,100.00	453,100.00
7083 · Accrued Payroll Expense	2,299.75		2,755.16		
7260 · Retirement Plan	1,536.46	1,916.66	15,815.24	23,000.00	23,000.00
7065 · Health Insurance	3,233.00	3,230.00	37,982.29	39,000.00	39,000.00
7070 · Incentive Program	4,200.00	1,500.00	12,800.00	18,000.00	18,000.00
Total 7000 · Payroll Expense	45,935.35	44,425.00	477,025.42	533,100.00	533,100.00
7100 · Payroll Tax Expense					
7100.1 · FICA Expense	3,149.20		32,376.17		
7100.2 · FUTA Expense	5.66		418.46		
7100.3 · SUTA Expense	38.82		1,576.29		
Total 7100 · Payroll Tax Expense	3,193.68		34,370.92		
7600 · Programs					
7601 · Advertising					
7601.4 · Public Relations	31.80	2,541.66	21,801.35	30,500.00	30,500.00
7601.6 · Visitor Guide Distribution	9,074.58	2,016.66	21,044.58	24,200.00	24,200.00
7601.8 · Digital	28,550.71	20,401.66	209,030.58	244,820.00	244,820.00
7601.9 · Partner Media Buy Program	1,299.34	333.34	2,762.55	4,000.00	4,000.00
7601.10 · Magazine	0.00	1,472.50	19,751.50	17,670.00	17,670.00
7601.12 · Content	812.87	833.34	8,505.80	10,000.00	10,000.00
7601.14 · Outdoor	5,000.00	1,250.00	9,450.00	15,000.00	15,000.00
7601.15 · COOP Marketing Expense	3,400.00		13,817.43		
7601.19 · Publications	26.82	416.66	26.82	5,000.00	5,000.00
7601.2 · Design	131.14	1,159.16	6,201.27	13,910.00	13,910.00
7601.21 · Opportunity Fund	15,859.00	2,500.00	30,896.65	30,000.00	30,000.00
7601.22 · Tracking	0.00	1,666.66	26,000.00	20,000.00	20,000.00
7601.24 · New Technology	4,717.69	833.34	4,717.69	10,000.00	10,000.00
7601.25 · Event Sponsorships	1,000.00	1,833.34	22,395.00	22,000.00	22,000.00
Total 7601 · Advertising	69,903.95	37,258.32	392,401.22	447,100.00	447,100.00

EXPLORE LAWRENCE INC

Profit & Loss Budget Performance

December 2024

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Accrual Basis

	Dec 24	Budget	Jan - Dec 24	YTD Budget	Annual Budget
7619 - Incentive Travel					
7619.0 - General Fund	1,366.51	166.66	1,407.26	2,000.00	2,000.00
7619.1 - Committed Incentives	3,500.00	1,250.00	6,930.00	15,000.00	15,000.00
7619.2 - New Business	0.00	2,083.34	250.00	25,000.00	25,000.00
Total 7619 - Incentive Travel	4,866.51	3,500.00	8,587.26	42,000.00	42,000.00
7625 - Simpleview Data Base	0.00	1,416.66	19,205.00	17,000.00	17,000.00
7641 - Promotional Materials	12,366.60	2,500.00	34,505.46	30,000.00	30,000.00
7642 - Trade Shows					
7642.0 - General Fund	8,335.00	1,250.00	14,170.00	15,000.00	15,000.00
7642.1 - Trade Show Travel	0.00	583.34	3,472.73	7,000.00	7,000.00
Total 7642 - Trade Shows	8,335.00	1,833.34	17,642.73	22,000.00	22,000.00
7643 - Website Hosting	1,575.00	2,500.00	35,322.17	30,000.00	30,000.00
7644 - Printing and Reproduction	44.99	666.66	4,692.87	8,000.00	8,000.00
7645 - Special Projects					
7645.0 - Special Projects General Fund	0.00	8,250.00	8,333.33	99,000.00	99,000.00
7649 - Visitors Guide	0.00	4,166.66	54,305.94	50,000.00	50,000.00
Total 7645 - Special Projects	0.00	12,416.66	62,639.27	149,000.00	149,000.00
Total 7600 - Programs	97,092.05	62,091.64	574,995.98	745,100.00	745,100.00
7620 - Meeting programs	0.00	2,500.00	28,785.31	30,000.00	30,000.00
8200 - Admin and General					
8202 - Accounting	600.00	1,250.00	13,400.00	15,000.00	15,000.00
8203 - Rent	5,985.36	5,166.66	75,184.68	62,000.00	62,000.00
8204 - Software	78.00	250.00	5,280.77	3,000.00	3,000.00
8206 - Hardware	2,829.43	416.66	3,375.93	5,000.00	5,000.00
8210 - Technology Repair & Maintenance	8,302.87	1,250.00	14,283.92	15,000.00	15,000.00
8214 - Bank Service Charges	27.95	83.34	344.15	1,000.00	1,000.00
8214.1 - Bank Fees - Square	26.66		207.96		
8218 - Cash Over/Short	-13.89		41.80		
8225 - Board Expenses	392.83	333.34	1,930.24	4,000.00	4,000.00
8226 - Leased Equipment	712.68	416.66	2,868.05	5,000.00	5,000.00
8230 - Dues/Subscriptions/Memberships	893.90	1,666.66	23,906.80	20,000.00	20,000.00
8234 - Insurance	1,366.68	1,300.00	8,509.16	12,000.00	12,000.00
8238 - Utilities	161.57	375.00	2,853.99	4,500.00	4,500.00
8242 - Legal	600.00	416.66	2,070.00	5,000.00	5,000.00
8244 - Janitorial/Cleaning	404.00	458.34	5,746.00	5,500.00	5,500.00
8245 - Retirement Plan Fees/Admin	475.00	183.34	2,961.19	2,200.00	2,200.00
8247 - Office Supplies	302.36	500.00	4,440.10	6,000.00	6,000.00
8248 - Postage and Delivery	73.00	583.34	2,538.00	7,000.00	7,000.00
8250 - Storage	306.05	208.34	2,667.05	2,500.00	2,500.00
8251 - Misc. Office General	17,279.04	1,666.66	20,606.13	20,000.00	20,000.00
8282 - Travel & Meetings					
8282.10 - Professional Development	1,600.00	1,166.66	8,376.07	14,000.00	14,000.00
8282.11 - EL Hosted Events	0.00	250.00	7,794.29	3,000.00	3,000.00
8282.12 - Staff Travel	93.82	583.34	12,725.88	7,000.00	7,000.00
8282.13 - Meetings	285.91	291.66	2,029.43	3,500.00	3,500.00
8282.14 - Staff Employee Benefits	13.61	208.34	2,912.20	2,500.00	2,500.00
Total 8282 - Travel & Meetings	1,993.34	2,500.00	33,837.87	30,000.00	30,000.00
8283 - Telephone/Internet	1,384.54	958.34	14,088.45	11,500.00	11,500.00
Total 8200 - Admin and General	44,191.37	19,683.34	241,153.24	236,200.00	236,200.00
Total Expense	190,412.45	128,698.98	1,356,330.87	1,544,400.00	1,544,400.00
Net Ordinary Income	186,359.88	0.00	186,240.03	0.00	0.00

EXPLORE LAWRENCE INC
Profit & Loss Budget Performance
 December 2024

	Dec 24	Budget	Jan - Dec 24	YTD Budget	Annual Budget
Other Income/Expense					
Other Income	1,152.19		13,275.81		
9020 - Interest Income	1,152.19		13,275.81		
Total Other Income					
Other Expense	446.56		5,358.72		
9510 - Depreciation	446.56		5,358.72		
Total Other Expense	705.63		7,917.09		
Net Other Income	187,065.51	0.00	194,157.12	0.00	0.00
Net Income					

EXPLORE LAWRENCE INC

Profit & Loss Budget vs. Actual

January through December 2024

	Jan - Dec 24	Budget	\$ Over Budget	% of Budget
Ordinary Income/Expense				
Income				
5000 · Guest Tax	1,391,000.00	1,391,000.00	0.00	100.0%
5100 · Visitors Guide	25,333.00	25,000.00	333.00	101.3%
5200 · Merchandise Sales	7,267.40	10,000.00	-2,732.60	72.7%
5500 · DMI	0.00	12,000.00	-12,000.00	0.0%
5600 · Co-Op Marketing	12,663.70	10,000.00	2,663.70	126.6%
5660 · DTN	3,590.00	6,000.00	-2,410.00	59.8%
5670 · Bid Fund	99,000.00	99,000.00	0.00	100.0%
5700 · Miscellaneous Income	9,084.51	1,400.00	7,684.51	648.9%
Total Income	1,547,938.61	1,554,400.00	-6,461.39	99.6%
Cost of Goods Sold				
6100 · Merchandise Cost				
6105 · Souvenir Items	521.00			
6190 · Miscellaneous Costs	4,846.71			
6100 · Merchandise Cost - Other	0.00	10,000.00	-10,000.00	0.0%
Total 6100 · Merchandise Cost	5,367.71	10,000.00	-4,632.29	53.7%
Total COGS	5,367.71	10,000.00	-4,632.29	53.7%
Gross Profit	1,542,570.90	1,544,400.00	-1,829.10	99.9%
Expense				
7000 · Payroll Expense				
7081 · Payroll	407,662.73	453,100.00	-45,437.27	90.0%
7083 · Accrued Payroll Expense	2,755.16			
7260 · Retirement Plan	15,815.24	23,000.00	-7,184.76	68.8%
7065 · Health Insurance	37,992.29	39,000.00	-1,007.71	97.4%
7070 · Incentive Program	12,800.00	18,000.00	-5,200.00	71.1%
Total 7000 · Payroll Expense	477,025.42	533,100.00	-56,074.58	89.5%
7100 · Payroll Tax Expense				
7100.1 · FICA Expense	32,376.17			
7100.2 · FUTA Expense	418.46			
7100.3 · SUTA Expense	1,576.29			
Total 7100 · Payroll Tax Expense	34,370.92			
7600 · Programs				
7601 · Advertising				
7601.4 · Public Relations	21,801.35	30,500.00	-8,698.65	71.5%
7601.6 · Visitor Guide Distribution	21,044.58	24,200.00	-3,155.42	87.0%
7601.8 · Digital	209,030.58	244,820.00	-35,789.42	85.4%
7601.9 · Partner Media Buy Program	2,762.55	4,000.00	-1,237.45	69.1%
7601.10 · Magazine	19,751.50	17,670.00	2,081.50	111.8%
7601.12 · Content	8,505.80	10,000.00	-1,494.20	85.1%
7601.14 · Outdoor	5,450.00	15,000.00	-9,550.00	36.3%
7601.15 · COOP Marketing Expense	13,817.43			
7601.19 · Publications	26.82	5,000.00	-4,973.18	0.5%
7601.2 · Design	6,201.27	13,910.00	-7,708.73	44.6%
7601.21 · Opportunity Fund	30,896.65	30,000.00	896.65	103.0%
7601.22 · Tracking	26,000.00	20,000.00	6,000.00	130.0%

EXPLORE LAWRENCE INC
Profit & Loss Budget vs. Actual
 January through December 2024

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 Accrual Basis

	Jan - Dec 24	Budget	\$ Over Budget	% of Budget
7601.24 · New Technology	4,171.69	10,000.00	-5,282.31	47.2%
7601.25 · Event Sponsorships	22,395.00	22,000.00	395.00	101.8%
Total 7601 · Advertising	392,401.22	447,100.00	-54,698.78	87.8%
7619 · Incentive Travel				
7619.0 · General Fund	1,407.26	2,000.00	-592.74	70.4%
7619.1 · Committed Incentives	6,930.00	15,000.00	-8,070.00	46.2%
7619.2 · New Business	250.00	25,000.00	-24,750.00	1.0%
Total 7619 · Incentive Travel	8,587.26	42,000.00	-33,412.74	20.4%
7625 · Simpleview Data Base	19,205.00	17,000.00	2,205.00	113.0%
7641 · Promotional Materials	34,505.46	30,000.00	4,505.46	115.0%
7642 · Trade Shows				
7642.0 · General Fund	14,170.00	15,000.00	-830.00	94.5%
7642.1 · Trade Show Travel	3,472.73	7,000.00	-3,527.27	49.6%
Total 7642 · Trade Shows	17,642.73	22,000.00	-4,357.27	80.2%
7643 · Website Hosting	35,322.17	30,000.00	5,322.17	117.7%
7644 · Printing and Reproduction	4,692.87	8,000.00	-3,307.13	58.7%
7645 · Special Projects				
7645.0 · Special Projects General Fund	8,333.33	99,000.00	-90,666.67	8.4%
7649 · Visitors Guide	54,305.94	50,000.00	4,305.94	108.6%
Total 7645 · Special Projects	62,639.27	149,000.00	-86,360.73	42.0%
Total 7600 · Programs	574,995.98	745,100.00	-170,104.02	77.2%
7620 · Meeting programs				
8200 · Admin and General	28,785.31	30,000.00	-1,214.69	96.0%
8202 · Accounting				
8203 · Rent	13,400.00	15,000.00	-1,600.00	89.3%
8204 · Software	75,184.68	62,000.00	13,184.68	121.3%
8206 · Hardware	5,280.77	3,000.00	2,280.77	176.0%
8210 · Technology Repair & Maintenance	3,375.93	5,000.00	-1,624.07	67.5%
8214 · Bank Service Charges	14,293.92	15,000.00	-706.08	95.3%
8214.1 · Bank Fees - Square	344.15	1,000.00	-655.85	34.4%
8218 · Cash Over/Short	207.96			
8218 · Board Expenses	41.80			
8225 · Board Expenses	1,930.24	4,000.00	-2,069.76	48.3%
8226 · Leased Equipment	2,866.05	5,000.00	-2,131.95	57.4%
8230 · Dues/Subscriptions/Memberships	23,906.80	20,000.00	3,906.80	119.5%
8234 · Insurance	8,509.16	12,000.00	-3,490.84	70.9%
8238 · Utilities				
8242 · Legal	2,853.99	4,500.00	-1,646.01	63.4%
8244 · Janitorial/Cleaning	2,070.00	5,000.00	-2,930.00	41.4%
8245 · Retirement Plan Fees/Admin	5,746.00	5,500.00	246.00	104.5%
8247 · Office Supplies	2,961.19	2,200.00	761.19	134.6%
8248 · Postage and Delivery	4,440.10	6,000.00	-1,559.90	74.0%
8250 · Storage	2,539.00	7,000.00	-4,461.00	36.3%
8251 · Misc. Office General	2,667.05	2,500.00	167.05	106.7%
	20,606.13	20,000.00	606.13	103.0%

EXPLORE LAWRENCE INC
Profit & Loss Budget vs. Actual
January through December 2024

	Jan - Dec 24	Budget	\$ Over Budget	% of Budget
8282 - Travel & Meetings				
8282.10 - Professional Development	8,376.07	14,000.00	-5,623.93	59.8%
8282.11 - EL Hosted Events	7,794.29	3,000.00	4,794.29	259.8%
8282.12 - Staff Travel	12,725.88	7,000.00	5,725.88	181.8%
8282.13 - Meetings	2,029.43	3,500.00	-1,470.57	58.0%
8282.14 - Staff Employee Benefits	2,912.20	2,500.00	412.20	116.5%
Total 8282 - Travel & Meetings	33,837.87	30,000.00	3,837.87	112.8%
8283 - Telephone/Internet	14,088.45	11,500.00	2,588.45	122.5%
Total 8200 - Admin and General	241,153.24	236,200.00	4,953.24	102.1%
Total Expense	1,356,330.87	1,544,400.00	-188,069.13	87.8%
Net Ordinary Income	186,240.03	0.00	186,240.03	100.0%
Other Income/Expense				
Other Income	13,275.81			
9020 - Interest Income	13,275.81			
Total Other Income	13,275.81			
Other Expense				
9510 - Depreciation	5,358.72			
Total Other Expense	5,358.72			
Net Other Income	7,917.09			
Net Income	194,157.12	0.00	194,157.12	100.0%

	TOTAL	
	Jan - Dec	
Ordinary Income/Expense		
Income		
5000 · Guest Tax	1,390,000.00	
5100 · Visitors Guide	25,000.00	
5200 · Merchandise Sales	10,000.00	
5500 · DMI/FFNHA Shared Services	15,000.00	
5600 · Co-Op Marketing	10,000.00	
5660 · DTN	6,000.00	
TBD: Kansas Tourism Grant	40,000.00	
5670 Bid Fund	114,000	
5700 · Miscellaneous Income	3,000.00	
Total Income	1,613,000.00	
Cost of Goods Sold		
6100 · Merchandise Cost		
6100 · Merchandise Cost - Other	5,000.00	
Total 6100 · Merchandise Cost	5,000.00	
Total COGS	0.00	
Gross Profit	1,608,000.00	
Expense		
7000 · Payroll Expense		
7065 · Health Insurance	50,000.00	
7070 · Incentive Program	15,000.00	
7081 · Payroll	473,435.00	\$45,000 for Mobile VIC
Total 7000 · Payroll Expense	561,435.00	
7260 · Retirement Plan	23,000.00	
7600 · Programs		
7601 · Advertising		
7601.10 · Magazine	21,455.00	
7601.12 · Content	21,000.00	
7601.14 · Outdoor	11,000.00	
7601.15 Coop Marketing Expenses		
7601.19 Publications	5,000.00	
7601.2 · Design	5,200.00	
7601.25 Event Sponsorships		
7601.21 · Opportunity Fund	39,000.00	
7601.22 Tracking	19,500.00	
7601.24 · New Technology		
7601.4 · Public Relations	38,500.00	
7601.6 · Visitor Guide Distribution	23,000.00	
7601.8 · Digital	275,395.00	
7601.9 · Partner Media Buy Program		
Total 7601 · Advertising	459,050.00	
7619 · Incentive general fund	2,000.00	
Add 7619.10 Committed Incentives	7,000.00	
Add 7619.20 New Business	15,000.00	
7625 · Simpleview Data Base	17,000.00	

7641 · Promotional Materials	20,000.00	
7642 · Trade Shows		
7642.0 General Fund	7,000.00	
7642.1 Trade Show Travel	3,000.00	
7643 · Website Hosting	30,000.00	
7644 · Printing and Reproduction	6,000.00	
	107,000.00	
7645 · Special Projects		
7648 · Bids	114000	
7649 · Visitors Guide	50,000.00	
Total 7645 · Special Projects	<u>164,000.00</u>	
*7650 Mobile Visitors Center		
7650.11 Vehicle Registration and licensing	2,000.00	
7650.12 Insurance	2,000.00	
7650.13 Event Registrations	10,000.00	
7650.14 Travel Expenses	8,000.00	
7650.15 Maintenance	4,000.00	
7650.16 Merchandise	5,000.00	
7650.2 Van Build and Purchase Expenses (2025 only)	88,000.00	
Total 7650	119,000.00	
Total 7600 · Programs	1,440,485.00	
7620 · Meeting programs	30,000.00	
8100 · Buildout VC Center-Depreciation	0.00	
8200 · Admin and General		
8202 · Accounting	15,000.00	
8203 · Rent	41,365.00	
8204 · Software	5,000.00	
8206 · Hardware	3,000.00	
8210 · Technology Repair & Maintenance	10,000.00	
8214 · Bank Service Charges	1,000.00	
8225 · Board Expenses	4,000.00	
8226 · Leased Equipment	3,000.00	
8230 · Dues/Subscriptions/Memberships	20,000.00	
8234 · Insurance	8,000.00	
8238 · Utilities	0.00	
8242 · Legal	5,000.00	
8244 · Janitorial/Cleaning	4,350.00	
8245 · Retirement Plan Fees/Admin	2,200.00	
8247 · Office Supplies	5,000.00	
8248 · Postage and Delivery	3,100.00	
8250 · Storage	2,500.00	
8251 · Misc. Office General	5,000.00	
8282 · Travel & Meetings		
8282.10 Professional Development	8,000.00	
8282.11 EL Hosted events	5,000.00	
8282.12 Staff Travel	9,000.00	
8282.13 Meetings	3,500.00	
Staff Employee Benefits	2,500.00	
8283 · Telephone/Internet	7,000.00	
Total 8200 · Admin and General	<u>172,515.00</u>	
8900 · Misc Expense	0.00	
Total Expense	<u>1,613,000.00</u>	0.00

2025 Budget Change Request

Request: Remove the event sponsorship line and move the \$22,000 to digital.

Background: In 2024, eXplore Lawrence spent \$22,000 on event sponsorships for marketing purposes. The goal of this fund was to gain awareness and reach for the unmistakably Lawrence brand, getting in front of visitors at events and through event websites, social media, and other marketing materials.

Allison was invited to be on the unmistakable event grant committee, where she scored each application based off the city's rubric. This led us to realize that both the grant and marketing sponsorship were graded on very similar requirements, such as overnight visitation, key events, dates, and reach. We have found that this fund overlaps with the City of Lawrence's unmistakable event grant process in many ways. If an event is awarded funds from the City's unmistakable event grant, it must display both the city's logo and the unmistakably Lawrence logo. The events that were just awarded a 2025 unmistakable event grant that also received a marketing sponsorship from eXplore Lawrence in 2024 are the following: KU Powwow & Cultural Arts Festival, Free State Festival, Busker Festival, Old Fashioned Christmas Parade, Art in the Park, Juneteenth, Pride Parade and Block Party, Kaw River Roots Festival, Lawrence Restaurant Week, Kansas State Fiddling and Picking Championships, and Park(ing) Day.

Proposed plan: Moving the funds to digital would allow us to curate specific campaigns for each of these events. We already market these events, however this would allow us to run paid campaigns on social media drawing in visitation from outside of Lawrence, aiming to increase overnight visitation and brand exposure.

Line Item	Approved	Requested	Notes
Public Relations	38,500	\$38,500	
Guide Distribution	23,000	\$23,000	
Digital	\$253,395	\$275,395	Proposed new event marketing plan
Partner Media Buy	0	0	
Magazine	\$21,455	\$21,455	
Content	\$21,000	\$21,000	
Outdoor	\$11,000	\$11,000	
Publications	\$5,000	\$5,000	
Design	\$5,200	\$5,200	
Opportunity Fund	\$39,000	\$39,000	
Tracking	\$19,500	\$19,500	
New Technology	\$0	0	
Event Sponsorships	\$22,000	0	*Request to reallocated to digital
Total	\$459,050	\$459,050	



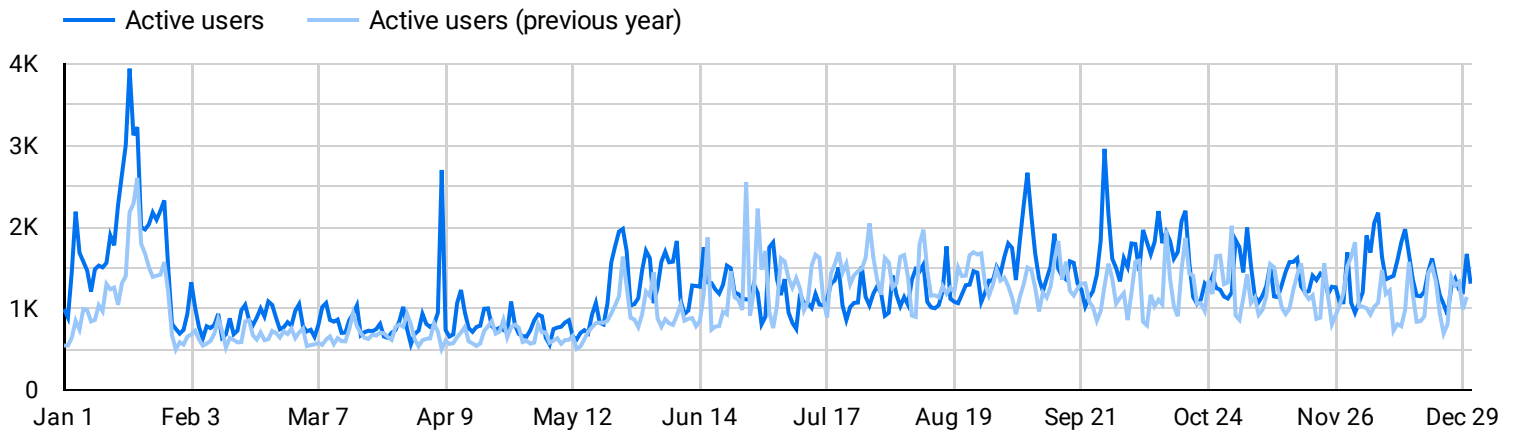
DECEMBER MARKETING SUMMARY

Our December marketing campaigns focused on the Winter Wonder Pass, the new visitor guide, Burger Battle, holiday events, winter travel, sport weekends, events and more. We also focused on evergreen content, including promoting a sale on merchandise at the Visitors Center, visitor guide orders, and marketing our events calendar. Our page hits align with our persona marketing strategy, showing we engage with the correct consumer.

EXPLORELAWRENCE.COM

Total website users for December were 41,084, up 24% compared to December last year. Over 38,000 of the users in December this year were first-time visitors to the site. Each user averaged almost 11 "events" on the site, including page views, scrolls, link clicks, video views, etc. Page views were up about 23% compared to this month last year, totaling 115,412. The most viewed content in December was the Winter Wonder Pass, events calendar, Burger Battle, holiday events, downtown Lawrence, explore, and dining.

Total users 41,084 ↑ 24.0%	New users 38,604 ↑ 23.1%	Event count 442,866 ↑ 23.1%	Event count per user 10.92 ↓ -1.3%	Views 115,412 ↑ 23.1%
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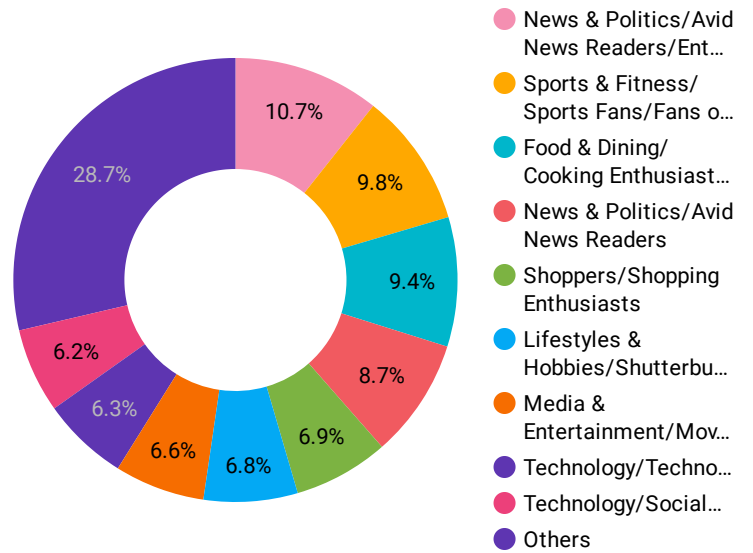
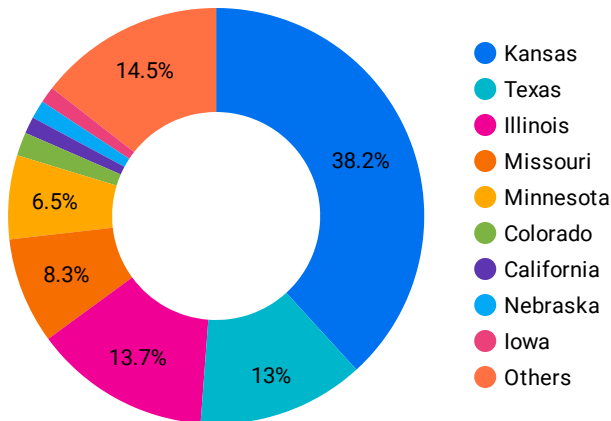


Event name ^	Event count	% Δ
Add to Cart Button...	409	0.7% ↑
Outbound Link Clic...	6,955	29.3% ↑
add_to_cart	284	-1.0% ↓
begin_checkout	386	1.6% ↑
click	5,544	10.7% ↑
external_link	5,270	7.0% ↑
file_download	48	128.6...
filter	28,137	26.0% ↑
first_visit	38,604	23.1% ↑
link_to_detail	14,069	44.0% ↑

Page title	Views v	% Δ
Winter Wonder Pass	17,459	39.8% ↑
Events Calendar - Unmistakably Lawren...	16,570	26.4% ↑
Burger Battle	8,494	-
Holiday events in Lawrence, Kansas	4,804	52.6% ↑
Eat - Unmistakably Lawrence	3,848	10.3% ↑
Explore - Unmistakably Lawrence	3,102	17.9% ↑
Downtown & Mass Street	2,679	72.7% ↑
Lawrence Restaurant Week Save the d...	2,485	38.7% ↑
Concerts & Live Music	1,926	-22.8% ↓
Shop - Unmistakably Lawrence	1,537	-29.4% ↓

EXPLORELAWRENCE.COM USERS

In December, the states with the most users visited explorelawrence.com were Kansas, Texas, Illinois, Missouri, Minnesota, and Colorado. Users share interests in news, media/movies, sports & fitness, media/TV, food & dining, and travel.



EXPLORELAWRENCE.COM ACQUISITION

The leading traffic channels were organic search, paid search, display, organic social, direct traffic, referral, paid social, and email. The top traffic sources were Google, Facebook, email newsletter, Bing, StackAdapt, and Yahoo. It's encouraging to see a continuous significant increase in organic traffic compared to last year.

Session default channel grou...	Sessions	% Δ	Session source	Sessions ▾	% Δ
Unassigned	157	68.8% ↑	google	39,791	20.3% ↑
Referral	1,076	-32.5% ↓	(direct)	3,560	-0.1% ↓
Paid Social	919	-	m.facebook.com	2,394	278.2% ↑
Paid Search	15,701	13.7% ↑	facebook	1,142	10,281.8% ↑
Paid Other	2	-	fb	914	-
Organic Social	4,601	183.1% ↑	Unmistakably Lawrence E-News	719	470.6% ↑
Organic Search	20,541	17.6% ↑	bing	608	6.5% ↑
Email	767	239.4% ↑	l.facebook.com	430	135.0% ↑
Display	5,623	61.8% ↑	stackadapt	425	-61.8% ↓
Direct	3,560	-0.1% ↓	yahoo	271	41.9% ↑

LAWRENCE PASSPORTS

Year to date, the MET&L (Manhattan, Emporia, Topeka, Lawrence) Prairie Pour Tour has 1226 sign-ups and over 4740 check-ins. We have already surpassed goals compared to the 2023 MET&L Pass.

Pass ▾	Pass Sign-ups	Check-ins	Offer Redemptions	Email Opt-ins
1.. Winter Wonder Pass	660	706	5	302
2.. MET&L Prairie Pour Tour	1229	null	null	null
3.. Cocktail Trail (LRA)	323	286	null	106
4.. Burger Battle	309	159	null	153

SOCIAL MEDIA

December's social media activity on Facebook, Instagram, and TikTok resulted in an increase of over 600 new fans, over 310,000 impressions, 22,000 post engagements, and over 200,000 video views. Popular content included Winter Wonder Pass, holiday events, Reels, and more. Reminder: **The new report is reporting a total number of 29892 followers. This is a decrease of over 6,000, as we are no longer tracking or using Twitter/X.**

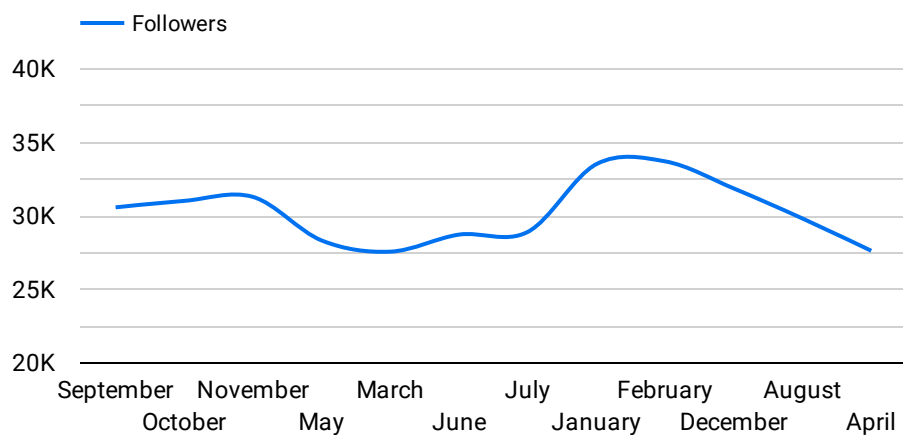
Platform	Impressions	Engagement	Video Views	New Followers
Facebook	167,602	11,491	89,956	300
Instagram	123,437	7,994	81,974	208
TikTok	24,046	2,671	28,268	119
-	-	-	-	-

Impressions
315,085

Engagement
22,156

Video Views
200,198

New Followers
627



ENEWS

The December leisure e-blast was sent to almost 7,500 people. 3,029 recipients opened the email, and there were 323 clicks on links within the email.

Recipients
7,458

Opens
3,029

Clicks
323

Link	Clicks
Holiday Events Calendar	208
Winter Wonder Pass	77
Live Music Blog	60
Winter Wonder Weekend Blog	47
Festival of Trees Event	28
Native Fashion Runway Show Event	15
Granada NYE Event	14
Website Homepage	13
Haskell University Holiday Bazaar Event	12

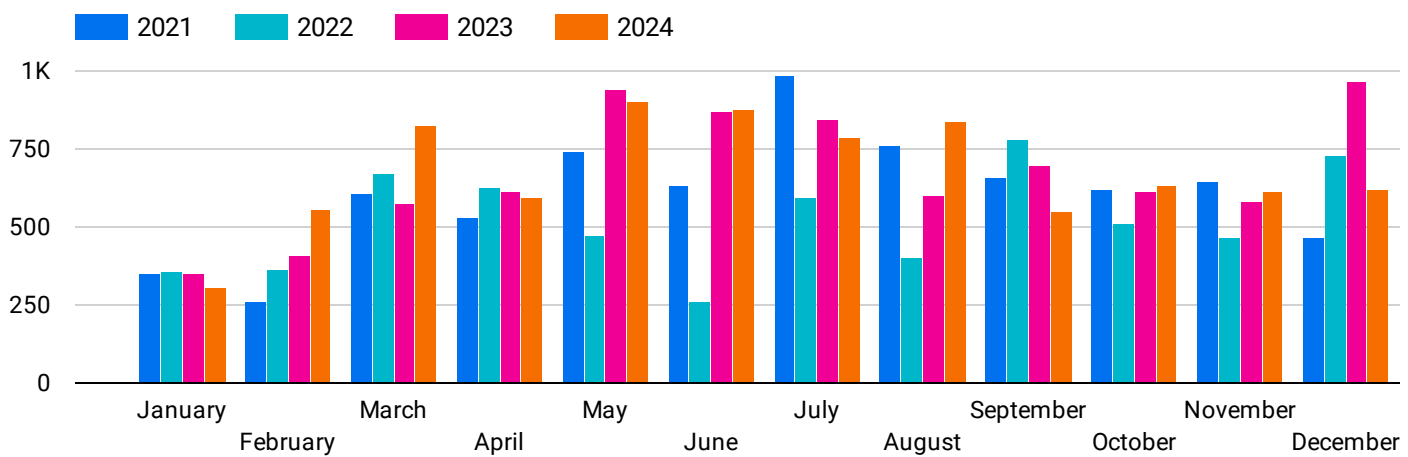


DECEMBER VISITOR CENTER REPORT

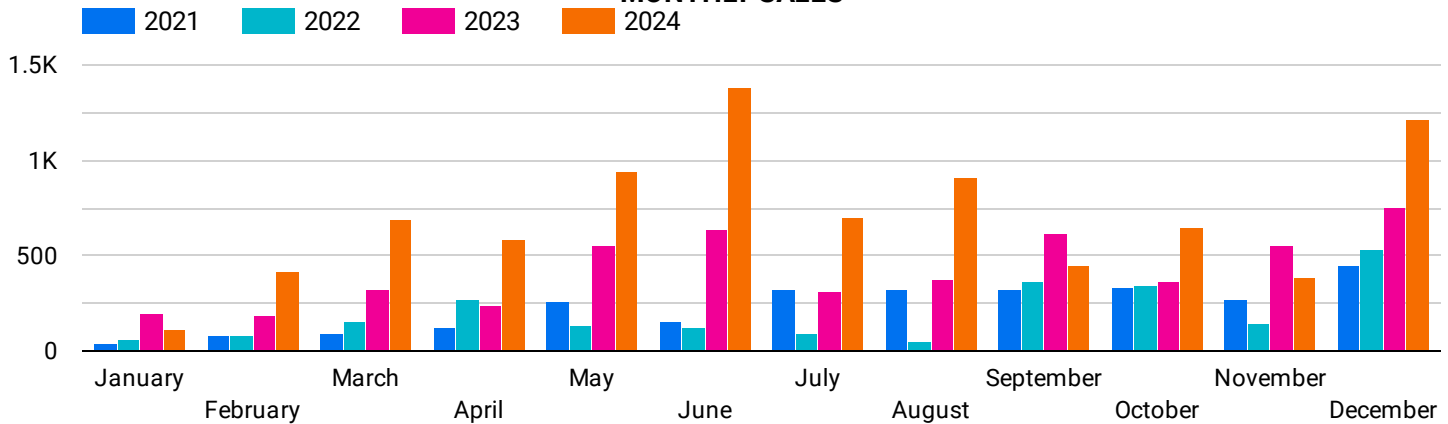
DECEMBER VISITOR CENTER SUMMARY

December's walk-in visitors totaled 620, trending significantly lower than last year. The total gross retail sales for December came to \$1,22. T-shirts, stickers, and bucket hats were the top-selling items for the month.

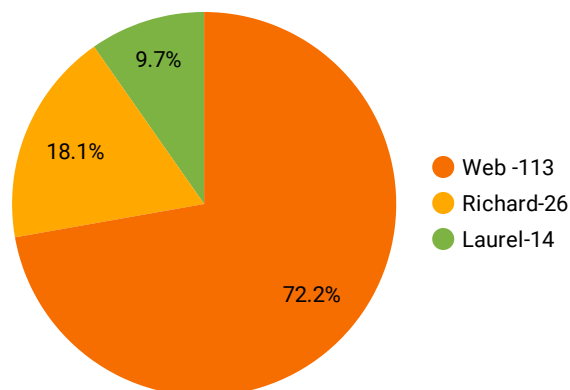
VISITORS CENTER WALK-INS



MONTHLY SALES



CALENDAR OF EVENT ENTRIES

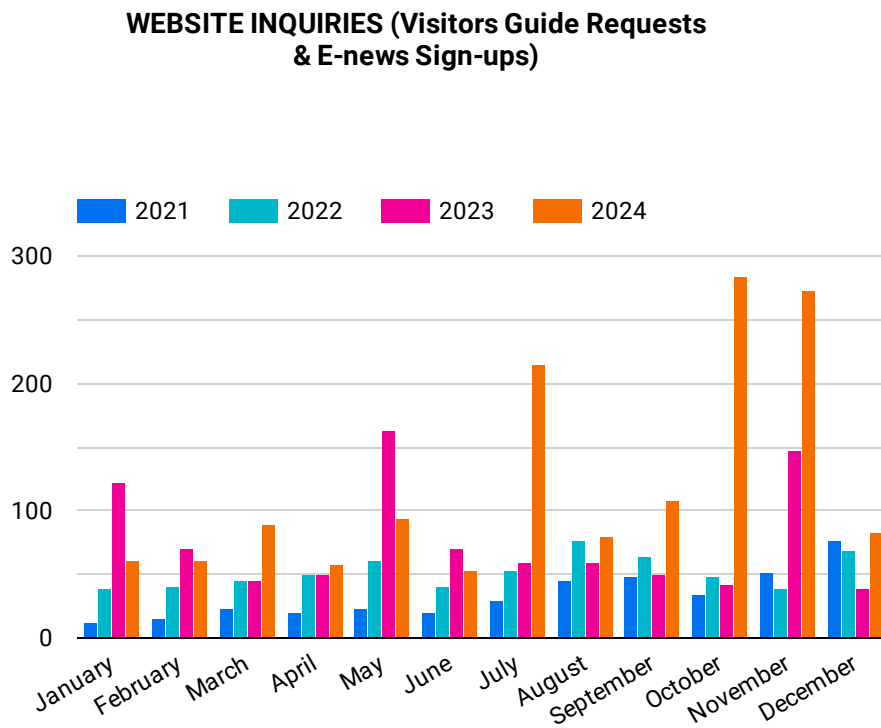


VISITORS CENTER PARTNER REFERRALS

	Account Name ▲	Record C...
1.	ACME	1
2.	Arizona Trading Co. ATC	1
3.	Free State Brewing Co	1
4.	LFK Press	1
5.	LIMESTONE PKB	1
6.	Love Garden Sounds	1
7.	Merchants Pub & Plate	1
8.	Phoenix Gallery	1
9.	Striped Cow	1
10.	The Burger Stand at the Casbah	1
11.	Weaver's	1
12.	Zen Zero	1

WEBSITE INQUIRIES

The Visitors Center fulfills requests for Visitors Guides through the website. In December, there were 84 website inquiries for Visitors Guides and e-newsletter sign-ups. Visitors are asked about their interests when they request information. The most popular interests in December were Arts/Culture, Food, Shopping, History, Haunted, Family, and Wellness.



WEBSITE INQUIRIES - INTERESTS

	Interest	Count
1.	Events	42
2.	Other	39
3.	Arts/Culture	36
4.	Food	33
5.	History	33
6.	Shopping	28
7.	Haunted	24
8.	Wellness	23
9.	Family	22
10.	Recreation	21
11.	Birding	20
12.	Universities	19

Board Report – December 2024 – Sales

GOALS:

- Currently sitting at 3.7 Million of 3 Million YTD 123%
- Currently sitting at 57 leads of 65 YTD 88%

Stakeholder Engagements/Prospecting

- Site Visit with Lutheran Women for 2028
- Site Visit with Freedom Frontier 2025
- Top Gun Zoom with KC Hotels and CVB's
- Site Tour with Great Plains 2026 and 2027 Event
- Jayhawk Hospitality – Plans for 2025
- Sara Robinson – Blade and Timber
- Dean Polk – Ripken Baseball leaving.... Amanda Shank replacement
- Holiday Expo letter generated and sent out to all Contacts from All expos attended.

Out and About

- Attended Festival of Trees Auction
- Volunteered 2 evenings for Lawrence Lights
- Cleaned out Site Box – removed all old materials, new 2025 delivered

Service Materials and Holiday Deliveries

- Taylor Overton – Kansas Dept of Commerce – Service Materials.
- Popcorn Deliveries to all Hotels and Partners (40 Delivered)
- Norman Smith – Shriners – Delivered and assembled 250

Conferences Set-up for 2025

- Small Market Summit – Branson MO April 30 – May 1, 2025
- Going on Faith Conference – Cincinnati OH August 6 – 8, 2025
- Small Market Meeting – Buffalo NY September 16 – 18, 2025

New Business/RFP's

- Great Plains Chi Alpha Conference 2026 and 2027 - Booked both years!
Phone call from planner to move this from Nebraska, LK will now be their host site for their conferences.
- Center for Public Safety Conference 2025 Booked at Many Hotels
- Slavic Cognitive Linguistics Association 2025 Still pursuing
- KSHSAA Basketball '26 '27 '28 Proposal sent for facility to tournament planner for verification of requirements.
- KC Church Jubilee 2025 - C-Vent – Booked in Salina



Prepared On: 01/09/2025
 Prepared By: Laura Carbrey

Leads By User

For Lead Status from Dec 1, 2024 to Dec 31, 2024

	Meeting Date	Entry Date	Delegates	Total Room Nights	Econ Value
Laura Carbrey (8)					
Great Plains Chi Alpha					
Great Plains Chi Alpha Conference '26 [3593]	01/16/2026	11/26/2024	0	0	0
Great Plains Chi Alpha Conference '27 [3611]	01/15/2027	12/18/2024	500	450	71,550
Jayhawk Hospitality					
Center for Public Safety Conference 2025 [3591]	07/26/2025	12/03/2024	175	875	139,125
Slavic Cognitive Linguistics Association '25 [3606]	10/30/2025	12/16/2024	50	140	22,260
Kansas State High Schools Activities Association					
KSHSAA Basketball 2026 [3602]	03/10/2026	12/11/2024	0	1,280	203,520
KSHSAA Basketball 2027 [3603]	03/09/2027	12/11/2024	750	1,280	203,520
KSHSAA Basketball 2028 [3604]	03/07/2028	12/11/2024	750	1,280	203,520
KC Church Jubilee 2025					
KC Church Jubilee 2025 [3605]	08/29/2025	12/13/2024	150	195	31,005
Total for Manager			2,375	5,500	874,500
Sara Harley (11)					
Kansas Collegiate Athletic Conference					
KCAC Cross Country Championship '25 [3607]	11/06/2026	12/17/2024	250	350	55,650
National Association of Intercollegiate Athletes (NAIA)					
NAIA Men/Women's Outdoor Track and Field [3600]	05/20/2026	12/11/2024	2,500	3,100	492,900
NAIA Men/Women's Outdoor Track and Field [3601]	05/26/2027	12/11/2024	2,500	3,100	492,900
NJCAA					
NJCAA Division 1 & 2 Cross Country /Half Marathon 2025 [3608]	11/07/2025	12/17/2024	1,200	800	127,200
NJCAA Division 1 & 2 Cross Country /Half Marathon 2026 [3609]	11/13/2026	12/17/2024	1,200	800	127,200
NJCAA Division 1 & 2 Cross Country /Half Marathon 2027 [3610]	11/12/2027	12/17/2024	1,200	800	127,200
NJCAA Division 3 Cross Country 2025 [3595]	11/07/2025	12/10/2024	350	300	47,700
NJCAA Division 3 Cross Country 2026 [3596]	11/13/2026	12/10/2024	350	300	47,700
NJCAA Division 3 Cross Country 2027 [3597]	11/12/2027	12/10/2024	350	300	47,700
NJCAA Men's Lacrosse '25 Championship [3599]	05/09/2025	12/10/2024	0	300	47,700
NJCAA Women's Lacrosse Invitational [3598]	05/09/2025	12/10/2024	250	200	31,800
Total for Manager			10,150	10,350	1,645,650
Grand Total(19)			12,525	15,850	2,520,150



Prepared On: 01/09/2025
Prepared By: Laura Carbrey

Leads By User

For Lead Status from Jan 1, 2024 to Dec 31, 2024

	Meeting Date	Entry Date	Delegates	Total Room Nights	Econ Value
Laura Carbrey (57)					
3SSB Circuit - Adidas Gold Spring Opener					
Adidas Gold Spring Opener 2025 [3579]	04/11/2025	09/19/2024	400	800	127,200
American Public Works Association					
APWA Regional Conference 2024 [3557]	05/08/2024	04/25/2024	100	160	25,440
Barber Challenge					
Cuttin up Barber Showcase [3538]	07/11/2024	02/09/2024	40	100	15,900
Cuttin up Barber Showcase [3538]	07/13/2024	02/09/2024	20	20	3,180
Chamber of Commerce Executives of Kansas					
CCEKS 2024 Annual Conference [3537]	10/28/2024	02/05/2024	40	80	12,720
Comedy Festival					
The Lawrene Comedy Festival 2025 [3586]	02/20/2025	10/31/2024	12	36	5,724
ESPN					
Game Day Hoops Week 7 Overflow Rooms [3540]	02/21/2024	02/12/2024	30	85	13,515
Fanit Sports					
The Midwest Clash [3567]	07/26/2024	06/24/2024	600	600	95,400
Free State Brewing Co					
Kansas Craft Brewers Expo 2024 [3534]	03/01/2024	01/30/2024	30	60	9,540
Freedom's Frontier National Heritage Area					
Alliance of National Heritage Area Conference 2025 [3558]	04/12/2026	05/13/2024	-75	0	0
Alliance of National Heritage Area Conference 2025 [3558]	04/12/2026	05/13/2024	150	375	59,625
Great Plains Chi Alpha					
Great Plains Chi Alpha Conference '26 [3593]	01/16/2026	11/26/2024	0	0	0
Great Plains Chi Alpha Conference '26 [3593]	01/02/2026	11/26/2024	500	450	71,550
Great Plains Chi Alpha Conference '27 [3611]	01/15/2027	12/18/2024	500	450	71,550
International Association of Audio Information Services					
IAAIS Conference 2025 [3578]	06/11/2025	09/19/2024	0	0	0
IAAIS Conference 2025 [3578]	06/04/2025	09/19/2024	40	90	14,310
Jayhawk Hospitality					
19th Annual Lutie A Lytie Black Women's Law Faculty Workshop [3541]	06/25/2025	02/12/2024	100	0	0
19th Annual Lutie A Lytie Black Women's Law Faculty Workshop [3541]	07/09/2025	02/12/2024	0	100	15,900
19th Annual Lutie A Lytie Black Women's Law Faculty Workshop [3541]	06/17/2025	02/12/2024	100	700	111,300
2025 Young Bank Officers of Kansas [3570]	10/08/2025	07/02/2024	120	160	25,440
Big 12 Provost Spring Meeting [3539]	04/28/2024	02/09/2024	12	36	5,724
Center for Public Safety Conference 2025 [3591]	07/26/2025	12/03/2024	175	875	139,125
KU School of Music International Piano Competition [3531]	07/05/2024	01/02/2024	250	500	79,500
Slavic Cognitive Linguistics Association '25 [3606]	10/30/2025	12/16/2024	50	140	22,260
SPNHC Conference 2025 [3585]	05/27/2025	10/18/2024	0	250	39,750
SPNHC Conference 2025 [3585]	06/02/2025	10/18/2024	0	-50	-7,950
SPNHC Conference 2025 [3585]	06/02/2025	10/18/2024	0	-200	-31,800
SPNHC Conference 2025 [3585]	06/02/2025	10/18/2024	250	1,250	198,750
Water Wastewater Operators School 2024 [3571]	07/31/2024	07/02/2024	150	220	34,980
Kansas Association of Dietary Managers					
Kansas Association of Dietary Managers 2024 [3546]	10/16/2024	02/27/2024	50	100	15,900
Kansas Association of Mappers 2024					
KAM 2024 [3543]	10/22/2024	02/16/2024	50	160	25,440
Kansas Association of REALTORS					
2025 KAR Winter Advocacy Conference [3552]	02/03/2025	03/27/2024	0	0	0
2025 KAR Winter Advocacy Conference [3552]	02/03/2025	03/27/2024	80	191	30,369
Kansas Department of Commerce					
Mastercard Strive USA [3588]	12/03/2024	11/04/2024	0	100	15,900
Kansas Economic Development Alliance					
KEDA Fall Conference 2026 [3581]	09/14/2026	10/04/2024	50	100	15,900

	Meeting Date	Entry Date	Delegates	Total Room Nights	Econ Value
Laura Carbrey (57)					
Kansas Jayhawk Community College Conference					
KJCCC Region 6 Baseball Playoffs 2025 [3572]	05/14/2025	07/23/2024	240	590	93,810
Kansas Motor Carriers Association					
Kansas Motor Carriers 2026 Convention [3590]	09/22/2026	11/12/2024	85	180	28,620
Kansas Press Association					
Kansas Press Association Conference 2025 [3565]	06/05/2025	06/17/2024	30	25	3,975
Kansas State High Schools Activities Association					
KSHSAA Basketball 2026 [3602]	03/10/2026	12/11/2024	0	1,280	203,520
KSHSAA Basketball 2027 [3603]	03/09/2027	12/11/2024	750	1,280	203,520
KSHSAA Basketball 2028 [3604]	03/07/2028	12/11/2024	750	1,280	203,520
Kansas University Native Americans					
2024 KU Native American POW WOW [3535]	04/12/2024	02/01/2024	0	0	0
2024 KU Native American POW WOW [3535]	03/01/2024	02/01/2024	20	20	3,180
KC Church Jubilee 2025					
KC Church Jubilee 2025 [3605]	08/29/2025	12/13/2024	150	195	31,005
KU Center for Genomic and Research					
2024 Center for Genomic Research Symposium [3551]	05/16/2024	03/27/2024	12	10	1,590
KU School of Music					
Vespers 100th Annual [3583]	12/06/2024	10/11/2024	50	60	9,540
Lawrence Art Guild					
Art in the Park-Artist Block 2024 [3547]	09/13/2024	02/29/2024	30	80	12,720
Lawrence Busker Festival 2025					
Lawrence Busker Festival 2025 [3587]	05/22/2025	10/31/2024	10	40	6,360
Lutheran Women in Mission LWML					
LWML 2028 Convention [3564]	04/19/2028	06/11/2024	0	1,090	173,310
LWML 2028 Convention [3564]	04/19/2028	06/11/2024	350	0	0
Marla Quilts Inc					
2024 African American Quilt Convention [3528]	06/18/2024	12/01/2023	100	0	0
Miniature Herford Jr. Nationals Association					
Miniature Herford Junior Nationals 2024 [3542]	06/17/2024	02/16/2024	150	250	39,750
Mix Master 2023					
Mix Master 2024 [3573]	09/06/2024	07/24/2024	25	50	7,950
Museum Computer Network					
Museum Computer Network '24 Conference [3550]	10/22/2024	03/26/2024	350	1,050	166,950
National Association of Credit Specialists					
National Association of Credit Specialists 2024 Meeting [3544]	02/05/2025	02/16/2024	40	60	9,540
New England Intertate Water Pollution Control Commission					
EPA Funded Workshop - Haskell University 2025 [3554]	11/02/2025	04/05/2024	200	660	104,940
North American Travel Journalists Association					
NATJA Conference and Marketplace 2026 [3575]	05/03/2026	08/21/2024	0	0	0
NATJA Conference and Marketplace 2026 [3575]	06/14/2026	08/21/2024	100	310	49,290
NATJA Conference and Marketplace 2027 [3577]	06/06/2027	08/28/2024	100	310	49,290
Pope and Young Club, Inc.					
2027 Pope and Young Convention [3574]	03/29/2027	07/24/2024	250	728	115,752
Puppeteers of America					
National Puppet Festival 2025 [3555]	06/24/2025	04/22/2024	300	1,800	286,200
REV IT UP Car Show					
REV IT UP 2024 [3545]	09/27/2024	02/21/2024	0	10	1,590
REV IT UP 2024 [3545]	09/27/2024	02/21/2024	20	40	6,360
Rock Chalk Roundball Classic 2024					
Rock Chalk Roundball Classic 2024 [3559]	06/12/2024	05/13/2024	0	100	15,900
Rock Chalk Roundball Classic 2024 [3559]	06/12/2024	05/13/2024	25	0	0
Saddle and Sirloin Club					
Saddle and Sirloin Women's Spring Event 2025 [3568]	04/29/2025	07/01/2024	50	120	19,080
SparkWheel					
Summer Engagement 2024 [3549]	08/04/2024	03/21/2024	0	278	44,202
The Energy Council					
Sales Meeting November 2024 [3580]	11/05/2024	09/30/2024	200	405	64,395
Topeka Impact					
'24 Topeka Impact Midwest Pre-Nationals 14 - 17 [3532]	06/06/2024	01/03/2024	2,500	2,700	429,300
Turfgrass Producers International					
TPI Fututre Leaders Meeting 4-24 [3536]	04/09/2024	02/01/2024	0	42	6,678
Western States Water Council					
WSWC - Interstate Conference 2024 [3563]	09/18/2024	06/06/2024	45	135	21,465
Wichita State University					

	Meeting Date	Entry Date	Delegates	Total Room Nights	Econ Value
Laura Carbrey (57)					
BCBSKS Pathways to a Healthy Kansas Learning Session 2024 [3553]	05/01/2024	04/01/2024	60	120	19,080
Total for Manager			10,816	23,236	3,694,524
Ruth DeWitt (3)					
Family & Community Education					
2026 State FCE Conference [3584]	10/05/2026	10/15/2024	75	225	35,775
Jayhawk Hospitality					
Kansas Library Association [3533]	05/15/2024	01/29/2024	65	150	23,850
Kansas Farmers Union					
Kansas Farmers Union Annual Convention 24 [3548]	11/19/2024	03/05/2024	0	80	12,720
Kansas Farmers Union Annual Convention 24 [3548]	11/19/2024	03/05/2024	0	0	0
Kansas Farmers Union Annual Convention 24 [3548]	11/19/2024	03/05/2024	40	0	0
Total for Manager			180	455	72,345
Sara Harley (11)					
Kansas Collegiate Athletic Conference					
KCAC Cross Country Championship '25 [3607]	11/06/2026	12/17/2024	250	350	55,650
National Association of Intercollegiate Athletes (NAIA)					
NAIA Men/Women's Outdoor Track and Field [3600]	05/20/2026	12/11/2024	2,500	3,100	492,900
NAIA Men/Women's Outdoor Track and Field [3601]	05/26/2027	12/11/2024	2,500	3,100	492,900
NJCAA					
NJCAA Division 1 & 2 Cross Country /Half Marathon 2025 [3608]	11/07/2025	12/17/2024	1,200	800	127,200
NJCAA Division 1 & 2 Cross Country /Half Marathon 2026 [3609]	11/13/2026	12/17/2024	1,200	800	127,200
NJCAA Division 1 & 2 Cross Country /Half Marathon 2027 [3610]	11/12/2027	12/17/2024	1,200	800	127,200
NJCAA Division 3 Cross Country 2025 [3595]	11/07/2025	12/10/2024	350	300	47,700
NJCAA Division 3 Cross Country 2026 [3596]	11/13/2026	12/10/2024	350	300	47,700
NJCAA Division 3 Cross Country 2027 [3597]	11/12/2027	12/10/2024	350	300	47,700
NJCAA Men's Lacrosse '25 Championship [3599]	05/09/2025	12/10/2024	0	300	47,700
NJCAA Women's Lacrosse Invitational [3598]	05/09/2025	12/10/2024	250	200	31,800
Total for Manager			10,150	10,350	1,645,650
Grand Total(71)			21,146	34,041	5,412,519



Conflict of Interest

Acknowledgement and Disclosure Form

Board members have a fiduciary duty to conduct themselves without conflicts of interest to eXplore Lawrence (EL). In their capacity as Board members, they must subordinate personal, individual business, third-party and other interests to the welfare and best interests of the mission of EL.

A conflict of interest is a transaction or relationship which presents or may present a conflict between a Board member's obligations to EL and the Board member's personal, business or other interests.

All conflicts of interest are not necessarily prohibited or harmful to EL. However, full disclosure of all actual and potential conflicts, and a determination by the disinterested Board members, with the interested Board member(s) refused from participating in debates and voting on the matter, are required.

All actual and potential conflicts of interest shall be disclosed by Board members to EL's Executive Committee through an annual disclosure form and/or whenever a conflict arises. The disinterested members of the Executive Committee shall make a determination as to whether a conflict exists and what, if any, subsequent action is appropriate. The Executive Committee shall inform the board of such determination and action. The Board shall retain the right to modify or reverse such determination and action and shall retain the ultimate enforcement authority with respect to the interrelation and application of this policy.

On an annual basis, all Board members shall be provided with a copy of this policy and required to complete and sign the acknowledgement and disclosure form.

I have read the eXplore Lawrence Conflict of Interest Policy and agree to comply fully with its terms and conditions at all times during my service as an EL Board member. If at any time following the submission of this form I become aware of any actual or potential conflicts of interest, or if the information provided below becomes inaccurate or incomplete, I will promptly notify the EL Executive Director in writing.

Disclosure of Actual or Potential Conflicts of Interest:

Board Member Signature _____

Date _____

Name (please print) _____

AGREEMENT FOR THE USE OF CITY TRANSIENT GUEST TAX FUNDS

THIS AGREEMENT FOR THE USE OF CITY TRANSIENT GUEST TAX FUNDS is made this ___ day of _____, 2025, by and between the City of Lawrence, Kansas, a municipal corporation, and eXplore Lawrence, Inc., a Kansas not for profit corporation.

RECITALS

- A.** At its September 3, 2024, regular meeting, the Governing Body of the City of Lawrence, Kansas ("City"), a municipal corporation, approved the recommendation of the Department of Parks and Recreation to authorize the City Manager to enter into an agreement with eXplore Lawrence, Inc. ("Grantee"), a Kansas not for profit corporation, whereby Grantee would receive a grant from the City Transient Guest Tax Fund in the amount of \$1,490,000.00, which amounts to \$1,391,000.00 for general operations and \$99,000.00 for bidding on events.
- B.** The application for funds, as approved by the Governing Body, states that the funds will be used to fund tourism, visitor, and convention business of the City ("Project"), consistent with those terms outlined in the Agreement for Services between the City and Grantee to Operate the Lawrence Convention and Visitors Bureau, dated January 13, 2016 ("Operations Agreement").
- C.** This Agreement for the Use of City Transient Guest Tax Funds ("Agreement") memorializes the terms of that agreement and grants to Grantee the sum of \$1,490,000.00 from the City Transient Guest Tax Fund for completion of the Project, subject to Grantee's execution of this Agreement and compliance with its terms.

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

TERMS

SECTION 1. Grant of Funds. In consideration of Grantee's completion of its portion of the project, the City hereby grants to Grantee the sum of **ONE MILLION FOUR HUNDRED NINETY THOUSAND DOLLARS AND NO CENTS** (\$1,490,000.00).

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

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

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

SECTION 3. Disbursement of Funds.

- (a) The Grantee shall, in writing, request the disbursement of funds on Grantee's official letterhead.
- (b) Unless otherwise agreed to in writing, Grantee shall submit requests quarterly and no sooner than one week following distribution of the transient guest tax proceeds by the State of Kansas.
 - (i) Grantee shall submit to the City a request for \$372,500 on or after February 1, 2025.
 - (ii) Grantee shall submit to the City a request for \$372,500 on or after May 1, 2025.
 - (iii) Grantee shall submit to the City a request for \$372,500 on or after August 1, 2025.
 - (iv) Grantee shall submit to the City a request for \$372,500 on or after November 1, 2025.
- (c) The City shall not disburse any funds prior to receipt of transient guest tax proceeds from the State of Kansas.
- (e) The City retains the right to withhold subsequent disbursements of funds for failure to provide monthly reports as required by the Operations Agreement.
- (f) In accordance with the Kansas Cash-Basis Law of 1933, codified as amended at K.S.A. 10-1101 *et seq.*, the City retains the right to unilaterally adjust the amount of the disbursement if the Governing Body determines that insufficient public funds exist to fully fund Grantee in the amount 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 on the City;
 - (ii) Reports for the event-specific economic impact for CVB-sponsored or coordinated events on the City;
 - (iii) Monthly transient guest tax collections for the City;
 - (iv) General trends on requests for proposals to hotel properties and sales activities;
 - (v) General reporting on special event activities and bids;
 - (vi) Marketing and communications activities; and
 - (vii) Other timely organizational items of note or responses to requests made by the City.
- (b) The Grantee shall deliver a final report to the Governing Body at the completion of the Project that outlines what was accomplished with the outlay of City funds. **The final report shall be due February 15, 2026.**
- (c) The Grantee agrees to comply with K.S.A. 45-240, which requires not-for-profit entities receiving public funds to document and make available the receipt and expenditures of such funds.

SECTION 5. Retention and Access to Records.

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

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

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

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

- (a) Grantee agrees that it shall comply with all provisions of the Kansas Acts Against Discrimination of 1953 ("KAAD"), codified as amended at K.S.A. 44-1001 *et seq.*, the Kansas Age Discrimination in Employment Act of 1983 ("KADEA"), codified as amended at K.S.A. 44-1111 *et seq.*, and Chapter 10 of the City Code, as amended, and shall not discriminate against any person, in the course of performing under this Agreement, because of that person's race, sex, religion, color, national origin, age, ancestry, familial status, sexual orientation, disability, gender identity, immigration status, or source of income.
- (b) Grantee also agrees to comply with the American with Disabilities Act of 1990 ("ADA"), codified as amended at 42 U.S.C. § 12101 *et seq.*, as well as all other federal, state, and local laws, ordinances, rules, and regulations applicable to this project and to furnish any and all certification that may be required by federal, state, or local governmental agencies in connection therewith.
- (c) If Grantee is found guilty or liable for any violation of the KAAD, the KADEA, the ADA, or Chapter 10 of the City Code by the KHRC or any other entity having jurisdiction, then Grantee shall be deemed to have breached the present Agreement.

SECTION 9. Indemnity. Grantee agrees to defend, indemnify, and otherwise hold harmless the City, members of its Governing Body, and its officers, employees, and agents from any and all claims, actions, damages, costs, liabilities, settlements, judgments, expenses, or lawsuits, including attorneys' fees, arising out of injuries to third parties or damage to property, but only to the extent that such injuries or damage are caused by Grantee's breach of this Agreement or by Grantee's negligence or intentional misconduct in performing the Project. This Section shall survive the expiration or termination of this Agreement.

SECTION 10. Entire Agreement.

- (a) This Agreement represents the entire and integrated agreement between the City and Grantee and supersedes all prior negotiations, representations, or agreements between the parties, whether written or oral. This Agreement may be amended only by a written instrument signed by both the City and Grantee.

- (b) No oral orders, objections, claims, or notices by any party to the other shall affect or modify any of the terms or obligations set forth in this Agreement; and none of its provisions shall be deemed waived or modified by reason of any act whatsoever, other than by a definitely agreed waiver, modification, or amendment made in writing and signed by both parties.

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

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

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

SECTION 14. Counterparts; Electronic Signatures. This Agreement may be executed in counterparts by the respective parties, each of which when so executed shall be deemed to be an original and all of which taken together shall constitute one and the same agreement, provided that this Agreement shall be of no force and effect until the counterparts are exchanged. Transmission of an executed signature page by email or by other electronic means is as effective as a manually executed counterpart of this Agreement.

SECTION 15. Captions. The Captions of this Agreement are for convenience only and are not meant by the parties to define, limit, or enlarge the scope of this Agreement or its terms.

SECTION 16. Recitals. The recitals set forth at the beginning of this Agreement are adopted and incorporated herein by reference as if set forth in full and shall be effective as if repeated *verbatim*.

SECTION 17. Governing Law. This Agreement, the rights and obligations of the parties, and any claim or dispute arising hereunder shall be governed by and 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 Agreement shall remain valid and binding upon the parties.

[SIGNATURE PAGE FOLLOWS]

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

**CITY:
CITY OF LAWRENCE, KANSAS, a
municipal corporation**

CRAIG S. OWENS
City Manager

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

Signature: _____

Printed Name: _____

Title: _____

**THE KANSAS DEPARTMENT OF COMMERCE
KANSAS TOURISM
ATTRACTION DEVELOPMENT GRANT AGREEMENT**

This Agreement is entered into between Kansas Tourism, a division within the Kansas Department of Commerce (“Commerce”) and Explore Lawrence Inc (“Grantee” and collectively with Commerce shall be referred to as the “Parties”).

WHEREAS, Commerce is tasked pursuant to K.S.A. 32-1420 *et al.* with promoting the traveling public to visit Kansas by providing assistance in the promotion of quality tourist attractions that highlight the recreational, historic and natural advantages of Kansas and its facilities.

WHEREAS, Grantee seeks to promote and market a Kansas region by developing a new tourism attraction or enhancing an existing tourism attraction that will bring new visitors to Kansas (the “Project”).

WHEREAS, Commerce has determined that funding Grantee’s Project would positively promote the tourism industry within Kansas.

NOW, THEREFORE, the Parties agree as follows:

I. CONTRACT DOCUMENTS AND CONFLICT PRIORITIES. The following documents are hereby incorporated by reference into this Agreement:

- A. This Agreement, and any amendments, executed by all Parties.
- B. Contractual Provisions Attachment form (DA-146a) (Attachment A).
- C. Grantee’s Application and detailed budget (Attachment B).
- D. Attraction Development Grant Program Guidelines (Attachment C) located at https://assets.simpleviewinc.com/simpleview/image/upload/v1/clients/kansas/Attraction_Development_Guidelines_06_21_24_eb6eb759-26cb-4f4c-bb77-871b03de2473.pdf

Any conflict of the foregoing documents shall be resolved by reliance upon the documents in the order listed above.

II. TERM. The term of this Agreement shall be from November 7, 2024 through June 30, 2026 (the “End Date”). Grantee shall have a continuing duty beyond the End Date to adhere to Section V(J) and to retain records as described in Section VII.

III. PURPOSE. The purpose of this Agreement is to establish a contractual relationship between Commerce and the Grantee whereby Commerce shall disburse grants funds to assist Grantee in developing the Project as described in Grantee’s Application and detailed budget.

- IV. GRANT FUNDS.** In consideration of the covenants to be provided by Grantee, Commerce agrees to provide grant funds in an amount not to exceed **\$40,000.00** which shall constitute the maximum amount due by Commerce to Grantee under this Agreement. Grantee shall be compensated on a cost reimbursement basis for actual, reasonable, and necessary costs based upon Grantee's Application and detailed budget. Commerce is providing these funds to Grantee for the express purposes as set forth in this Agreement.
- V. COVENANTS OF GRANTEE.** In consideration of the grant funds referenced in Section IV, Grantee shall satisfy the covenants to include, but not be limited to, the following:
- A. Acknowledge Commerce as a sponsor of the Project by using the Kansas Tourism logo with the following statement, "Funded in part by Kansas Tourism." Grantee shall receive Commerce's approval of the acknowledgement prior to its publication.
 - B. Provide \$60,000.00 in leveraged funds, which represents at least sixty (60%) percent of the total Project amount. The total Project amount, as per Grantee's Application and detailed budget, is \$100,000.00. Leveraged funds shall conform to the requirements in the Attraction Development Grant Program guidelines (the Guidelines.)
 - C. Utilize the grant funds and adhere to the Project timeline as described in Grantee's Application and detailed budget.
 - D. Complete the Project by the End Date.
 - E. Purchase a listing of the Project in the *Kansas Travel Guide* and have an up-to-date listing on TravelKS.com after the completion of the Project. Instructions are located at <https://www.travelks.com/travel-industry/marketing-and-pr/kansas-official-travel-guide/>
 - F. Submit semi-annual reports and a final report as described in Section VI.
 - G. Submit requests for reimbursement to Commerce on a Request for Reimbursement form within sixty (60) days after incurring costs for eligible Project expenditures.
 - H. Establish and maintain an accounting system that ensures effective control over and accountability for all grant and matching funds.
 - I. Comply with all other provisions as set forth within this Agreement, the Guidelines and K.S.A. 32-1420 *et al.*
 - J. Refund the grant funds to Commerce if the property associated with the Project is sold within five (5) years of the End Date and as further described in the Guidelines.

VI. REPORTING. Grantee shall provide a semi-annual progress report on December 15 and June 15 that detail the use of the grant funds in such a way that are consistent with the Project as described in the Grantee's Application and detailed budget. Such reports will be in the form reasonably requested by Commerce and Grantee shall provide such further information as may be requested by Commerce.

Grantee shall provide a final report in the form reasonably requested by Commerce at the conclusion of the Project, along with any final reimbursement request.

VII. RECORD RETENTION. Grantee shall create, maintain and preserve sufficient records to demonstrate their compliance with the requirements of this Agreement, and Grantee shall provide such records to Commerce promptly upon written request by Commerce. Such records shall be maintained not less than three (3) years after the termination of this Agreement.

VIII. DEFAULT. Commerce, in its discretion, may declare Grantee in default under this Agreement upon the occurrence of any of the following:

- A. The failure by Grantee to abide by the covenants as set forth in Section V of this Agreement.
- B. The failure by Grantee to apply the grant funds as described in Section III and as described in Grantee's Application and detailed budget (Attachment B).
- C. The failure by Grantee to timely provide reports as required under Section VI of this Agreement.
- D. The failure by Grantee to otherwise satisfy, in any manner, any of the other obligations of Grantee as set forth in this Agreement, Grantee's Application and detailed budget, or any subsequent amendments.

In the event of a default under this section, Commerce shall provide Grantee with written notice of default and an opportunity to cure such default. If the default has not been resolved within thirty (30) days of the initial notice of default, then Commerce, at its option, may terminate this Agreement and require any or all the grant funds previously provided by Commerce be repaid by Grantee and/or not provide any remaining grant funds.

IX. TERMINATION. Commerce may terminate this Agreement, in whole or in part, if Grantee has failed to comply with the conditions of the Agreement, Grantee's Application and detailed budget, or subsequent amendments.

X. REPAYMENT. Commerce reserves the right to determine the eligibility of the use of grant funds and shall reserve the right to take expended or unexpended funds back from the Grantee for those uses of said funds that are considered ineligible pursuant to K.S.A. 32-1420 et al., this Agreement, the Guidelines and any subsequent amendments.

- XI. INDEPENDENT CONTRACTOR.** All parties hereto, in the performance of this Agreement, will be acting separately in their respective legal capacities and not as agents, employees, partners, joint venturers in a joint venture, or as associates of one another. Employees or agents of one party shall not be named or construed to be the employees or agents of the other party for any purpose whatsoever.
- XII. ASSURANCES.** Grantee certifies that Grantee is an organization in good standing under the laws of the State of Kansas, is not the subject of any ongoing or pending bankruptcy proceedings and does not intend to file for protection under the bankruptcy laws of the United States, and is in compliance and will remain in compliance with all eligibility requirements and state and federal laws applicable to this Agreement.
- XIII. SEVERABILITY.** The invalidity in whole or in part of any provision of this Agreement shall not void or affect the validity of any other provision.
- XIV. ASSIGNMENT.** This Agreement shall inure to the benefit of and shall be binding in accordance with its terms upon Commerce, the Grantee and their respective permitted successors and assigns provided that this Agreement may not be assigned by the Grantee without the express written consent of Commerce.
- XV. WAIVER.** In the event of breach of this Agreement, or any provision thereof, the failure of Commerce to exercise any of its rights or remedies under this Agreement shall not be construed as a waiver of any such provision of the Agreement breached or as acquiescence in the breach. The remedies herein reserved shall be cumulative and additional to any other remedies at law or in equity.
- XVI. CONTRACTUAL PROVISIONS ATTACHMENT (DA-146a).** The provisions found in the Contractual Provisions Attachment A (Form DA-146a), which is attached hereto and executed by the parties to this Agreement, are hereby incorporated in this Agreement and made a part hereof.
- XVII. GOVERNING LAW.** This Agreement shall be governed and construed in accordance with the laws of the State of Kansas.

Signature Page Follows

KANSAS DEPARTMENT OF COMMERCE

1000 SW Jackson, Suite 100
Topeka, Kansas 66612-1354
Phone: (785) 296-1913

David C. Toland, Lt. Governor and Secretary of Commerce Date

EXPLORE LAWRENCE INC

200 W 9th Street
Lawrence, KS 66044
Phone: (785) 856-2389

Email: kanspach@explorelawrence.com

Kimberlee Anspach, Executive Director

Date

Contractual Provisions Attachment A
DA-146a Rev. 07/19

1.1 Important

The Provisions found in Contractual Provisions Attachment (Form DA-146a, Rev. 07-19), which is attached hereto, are hereby incorporated in this contract and made a part thereof. The parties agree that the following provisions are hereby incorporated into the contract to which it is attached and made a part thereof, said contract being the ____ day of _____, 2024.

1.2. Terms Herein Controlling Provisions

It is expressly agreed that the terms of each and every provision in this attachment shall prevail and control over the terms of any other conflicting provision in any other document relating to and a part of the contract in which this attachment is incorporated. Any terms that conflict or could be interpreted to conflict with this attachment are nullified.

1.3. Kansas Law and Venue

This contract shall be subject to, governed by, and construed according to the laws of the State of Kansas, and jurisdiction and venue of any suit in connection with this contract shall reside only in courts located in the State of Kansas.

1.4. Termination Due to Lack of Funding Appropriation

If, in the judgment of the Director of Accounts and Reports, Department of Administration, sufficient funds are not appropriated to continue the function performed in this agreement and for the payment of the charges hereunder, State may terminate this agreement at the end of its current fiscal year.

State agrees to give written notice of termination to contractor at least thirty (30) days prior to the end of its current fiscal year and shall give such notice for a greater period prior to the end of such fiscal year as may be provided in this contract, except that such notice shall not be required prior to ninety (90) days before the end of such fiscal year. Contractor shall have the right, at the end of such fiscal year, to take possession of any equipment provided State under the contract. State will pay to the contractor all regular contractual payments incurred through the end of such fiscal year, plus contractual charges incidental to the return of any such equipment. Upon termination of the agreement by State, title to any such equipment shall revert to contractor at the end of the State's current fiscal year. The termination of the contract pursuant to this paragraph shall not cause any penalty to be charged to the agency or the contractor.

1.5. Disclaimer of Liability

No provision of this contract will be given effect that attempts to require the State of Kansas or its agencies to defend, hold harmless, or indemnify any contractor or third party for any acts or omissions. The liability of the State of Kansas is defined under the Kansas Tort Claims Act (K.S.A. 75-6101, et seq.).

1.6. Anti-Discrimination Clause

The contractor agrees: (a) to comply with the Kansas Act Against Discrimination (K.S.A. 44 1001, et seq.) and the Kansas Age Discrimination in Employment Act (K.S.A. 44-1111, et seq.) and the applicable provisions of the Americans With Disabilities Act (42 U.S.C. 12101, et seq.) (ADA), and Kansas Executive Order No. 19-02, and to not discriminate against any person because of race, color, gender, sexual orientation, gender identity or expression, religion, national origin, ancestry, age, military or veteran status, disability status, marital or family status, genetic information, or political affiliation that is unrelated to the person's ability to reasonably perform the duties of a particular job or position; (b) to include in all solicitations or advertisements for employees, the phrase "equal opportunity employer"; (c) to comply with the reporting requirements set out at K.S.A. 44-1031 and K.S.A. 44-1116; (d) to include those provisions in every subcontract or purchase order so that they are binding upon such subcontractor or vendor; (e) that a failure to comply with the reporting requirements of (c) above or if the contractor is found guilty of any violation of such acts by the Kansas Human Rights Commission, such violation shall constitute a breach of contract and the contract may be cancelled, terminated or suspended, in whole or in part, by the contracting state agency or the Kansas Department of Administration; (f) Contractor agrees to comply with all applicable state and federal anti-discrimination laws and regulations; (g) Contractor agrees all hiring must be on the basis of individual merit and qualifications, and discrimination or harassment of persons for the reasons stated above is prohibited; and (h) if it is determined that the contractor has violated the

Contractual Provisions Attachment A
DA-146a Rev. 07/19

provisions of any portion of this paragraph, such violation shall constitute a breach of contract and the contract may be canceled, terminated, or suspended, in whole or in part, by the contracting state agency or the Kansas Department of Administration.

1.7. Acceptance of Contract

This contract shall not be considered accepted, approved or otherwise effective until the statutorily required approvals and certifications have been given.

1.8. Arbitration, Damages, Warranties

Notwithstanding any language to the contrary, no interpretation of this contract shall find that the State or its agencies have agreed to binding arbitration, or the payment of damages or penalties. Further, the State of Kansas and its agencies do not agree to pay attorney fees, costs, or late payment charges beyond those available under the Kansas Prompt Payment Act (K.S.A. 75-6403), and no provision will be given effect that attempts to exclude, modify, disclaim or otherwise attempt to limit any damages available to the State of Kansas or its agencies at law, including but not limited to, the implied warranties of merchantability and fitness for a particular purpose.

1.9. Representative's Authority to Contract

By signing this contract, the representative of the contractor thereby represents that such person is duly authorized by the contractor to execute this contract on behalf of the contractor and that the contractor agrees to be bound by the provisions thereof.

1.10. Responsibility For Taxes

The State of Kansas and its agencies shall not be responsible for, nor indemnify a contractor for, any federal, state or local taxes which may be imposed or levied upon the subject matter of this contract.

1.11. Insurance

The State of Kansas and its agencies shall not be required to purchase any insurance against loss or damage to property or any other subject matter relating to this contract, nor shall this contract require them to establish a "self insurance" fund to protect against any such loss or damage. Subject to the provisions of the Kansas Tort Claims Act (K.S.A. 75-6101, et seq.), the contractor shall bear the risk of any loss or damage to any property in which the contractor holds title.

1.12. Information

No provision of this contract shall be construed as limiting the Legislative Division of Post Audit from having access to information pursuant to K.S.A. 46-1101, et seq.

1.13. The Eleventh Amendment

"The Eleventh Amendment is an inherent and incumbent protection with the State of Kansas and need not be reserved, but prudence requires the State to reiterate that nothing related to this contract shall be deemed a waiver of the Eleventh Amendment."

1.14. Campaign Contributions / Lobbying

Funds provided through a grant award or contract shall not be given or received in exchange for the making of a campaign contribution. No part of the funds provided through this contract shall be used to influence or attempt to influence an officer or employee of any State of Kansas agency or a member of the Legislature regarding any pending legislation or the awarding, extension, continuation, renewal, amendment or modification of any government contract, grant, loan, or cooperative agreement.

Title	eXplore Lawrence	10/01/2024
	by Allison Calvin in Tourism Attraction Development Grant Program (ADGP) Fall FY 25	id. 47672719
	200 W. 9th Street Lawrence, Kansas 66044 Kansas United States 9136011716 allison@explorelawrence.com	

Original Submission		10/01/2024
Score	n/a	
Name of Submitting Organization	eXplore Lawrence	

ADGP Guidelines	<p>ADGP- Attraction Development Grant Program Overview: The Attraction Development Grant Program (ADGP) is designed to assist in the development of sustainable, market-driven travel experiences within the state that will influence destination travel decisions by identified travel customers, creating economic impact resulting from the creation of jobs, capital investment, revenue, and visitation in Kansas. Funding for the Attraction Development Grant Program is provided by Kansas Tourism and is outlined in state statutes K.S.A 32-1420, K.S.A 32-1421, and K.S.A 32-1422. Purpose: The intent of the ADGP is to provide strategic economic assistance to public, private entities and not-for-profit groups that are developing new, or enhancing existing tourism attractions in the state of Kansas. The types of projects we are looking for with ADGP are those that will bring new visitors to Kansas. All projects should have an accountable tie to the tourism industry. Goals of the Kansas Attraction Development Grant Program are: Spur economic growth Develop destination-based assets Increase visitation to Kansas Enhance visitor experience Improve the quality of life in communities across the state Eligible Applicants: Not-for-profit organizations Government agencies – cities, counties, townships, federally recognized Indian Tribes For-profit business Indian Tribe or a consortium of Indian Tribes Institution of higher education or a consortium of institutions of higher education Public or private non-profit organization or association acting in cooperation with officials of a political subdivision of a State Award Information: A maximum of \$1,00,000 total will be awarded in this fiscal year split between two rounds (Fall and Spring). A maximum of 20% of total grant funding may be granted to any single entity. Application Timeline: Fall Grant Opens: August 1st Spring Grant Opens: February 1st Application Deadline: October 1st Application Deadline: April 1st Grant Awards Announced: Early November Grant Awards Announced: Early May All awarded projects should be completed within 18 months of grant award. Application Procedures: Online applications can be found here: https://www.travelks.com/travel-industry/programs-and-resources/grants/ Questions and submission of additional documentation should be directed to Carrie Doud, Kansas Tourism, 1000 SW Jackson St. Suite 100, Topeka, KS 66612. 785-249-0182 carrie.doud@ks.gov Applications that are incomplete or missing documentation will be returned to the applicant. Funding: The ADGP is a 60/40 grant. Applicants must provide a minimum of 60% of the project's cost from leveraged assets. 50% of leverage funding may be in-kind contributions. ADGP is a reimbursable grant. Grant awards will follow the guidelines outlined in K.S.A 32-1420. Any entity with an open, incomplete Attraction Development Grant may not apply for additional grant funding. A grant is complete at the time all grant funds have been paid, all reports have been submitted, and the grant period has expired. Leveraged Funds: Leveraged funds may include bank loans, bonds, sponsorships, federal grants, cash, and in-kind contributions defined as donated goods or labor. Bookkeeping and organizational salaries do not qualify as in-kind. If a grant project manager's salary is used as leveraged funding, applications will need to have documentation of the duties, the salary, and begin and end date of employment. Documentation of in-kind contributions must show basis for which donated goods or labor are valued. Unallowable Leveraged Funds: Cost incurred or funds expended prior to the start date of the grant contract. Funds from other State of Kansas Departments or other Kansas Tourism funding programs including any TASK grant funding. Existing equipment, buildings, furnishings, or inventory that are presently owned by organization. Post Project costs such as normal operational expenses Debt refinancing Land or building acquired prior to the start date of the grant contract. Applicants shall not utilize any state moneys to meet the matching requirements under the provisions of this program including any TASK grant funding. Eligible Projects and Activities: For the purpose of K.S.A. 2019 Supp. 32-1420 through 32-1422, and amendments thereto, "tourist attraction" means a site that is of significant interest to tourists as a historic, cultural, scientific, educational, recreation- al or architecturally unique site, or as a site of natural scenic beauty or an area naturally suited for outdoor recreation. These may include the following. New attraction construction Enhancement to an existing attraction New or enhanced attraction exhibits to improve a visitor experience. Ineligible Projects and Activities: Casino or any establishment operating class 3 gaming Racetrack facilities Travel or trade shows Refinancing of debt General upkeep or improvements (improvements should be supported through the organization's operating budget) Normal operating expenses (staff salaries, rent, phone, supplies, postage, photocopying or other expenses associated with the ongoing normal administrative functions) General promotional brochures Community centers whose primary use is by local residents. Projects not having sustainable, accountable ties to the tourism marketplace. Grant administration fees Release of Information: Information submitted to Kansas Tourism relating to the application may be subject to the Open Records Law (K.S.A. 45-215 et seq.). Confidentiality will not be guaranteed. ADGP Evaluation and Selection Process: A committee of three will be selected to review all applications and make recommendations for grants, pursuant to K.S.A 32-1421. The evaluation used to assess the Project's economic impact on tourism development will depend primarily on adequate documentation of the following criteria: 1. Visitation Out-of-state visitation from</p>
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multiple states should represent greater than 20% of total annual visitation to be considered a major, unique, destination attraction. A minimum of 30% of total annual visitation should be drawn from greater than 100 miles distance from the attraction community. Total annual visitation should compare very favorably to comparable existing attractions in the state, as well as to comparable attractions and markets elsewhere. 2. Economic Impact Visitor Spending Sales Tax Generation Quality of life Job Creation or retention 3. The unique quality of the project, relative to at least one of the following: A national destination attraction market A defined regional (multi-state) market The Kansas destination attraction market The ability of the proposed attraction to leverage or utilize the natural, culture, recreation or heritage that is unique to Kansas, The ability of the proposed attraction to capture for Kansas a valuable national market (i.e. sports organization, consumer product brand, entertainment brand, etc.). 4. Integration and collaboration with other regional tourism resources and/or businesses, as determined by: The creation of overnight stays Collaboration with and support of other existing retail, entertainment, or destination experiences 5. Enhancement of the visitor experience in Kansas 6. Project Accountability Third-party verification, wherever possible is recommended. A feasibility study is strongly encouraged. Short and long-term marketing plan The ability to be sustainable past project completion. The ability to maintain status as a significant travel decision driver. All of the above should be accountable and verifiable according to best industry or comparative practices. Methodologies should be transparent and detailed. 7. Budget Budget should be adequate for the completion of the Project. Documentation supporting project budget should be detailed and complete. Adequate verification of leverage funding 8. Availability to the traveler Documentation indicating the regular scheduled days, hours and staffing that the attraction will be open to the public. 9. Management Team: Documentation of a qualified management team for the grant process and for management of the attraction once completed. 10. Project Planning and Support: Timeline and Documentation of the project to ensure grant activities will be completed within the ADGP grant guidelines. Letters of Community support Applicants may be asked to meet with the Tourism Division Director and Grant Program Manager in person or by phone to further discuss the project for which the funds would be used before a decision is made by the Review Committee. Disbursement of Grant Funds: The Attraction Development Grant is a reimbursement grant. The contracted percent of documented expenditures will be paid to the grantee. Paid invoices with canceled checks or other valid documentation as proof of payment are to be submitted along with the Request for Reimbursement Form. All semi-annual reports are to be current with the Tourism Division office before grant funds will be distributed. Reports: The Grantee will submit semi-annual reports to the Tourism Division. The schedule of semi-annual reports will be as follows: Report #1 on December 15th of the award year, Report #2 on June 15th of the following award year. Semi-annual reports must be submitted even if work on the project has not taken place during the reporting period. Failure to submit reports on a timely basis will result in a reduction in evaluation scoring for future requests for funding. The Final Report is due with the final payment reimbursement request. Repayment of Grant Funds: Kansas Tourism reserves the right to require non-complying grant recipients to pay back the previously awarded money within one year of contract end date. For projects receiving funding to purchase and/or renovate buildings and/or real estate, if the property is sold within five (5) years of receiving the grant, the owner(s) will be required to refund a prorated amount of the grant to Kansas Tourism. The amount will be prorated based on date of sale. Department Recognition: The Grantee must acknowledge Kansas Tourism as a sponsor of the Project. Where applicable, use of the Kansas Tourism Logo will need to be approved along with the following statement: "Funded in part by Kansas Tourism" For assistance with the application or submission process contact Carrie Doud at 785-249-0182 carrie.doud@ks.gov

Applicant Name	eXplore Lawrence
Legal Name (if different from Applicant Name)	
Address	200 W. 9th Street Lawrence KS 66044 US 38.96792 -95.23746
County	Douglas
Federal Tax Identification Number	81-0892936
Project Contact Name	Allison Calvin
Project Contact Address	200 W 9th Street Lawrence KS 66044 US 38.96792 -95.23746
Project Contact Phone Number	+19136011716
Project Contact Email	allison@explorelawrence.com
Type of Business	Non-Profit

Project Description	<p>The Lawrence mobile visitors center project is aimed at engaging with significantly more visitors on an annual basis, gaining more recognition for the Unmistakably Lawrence brand, and traveling to target markets to attend leisure shows to increase brand awareness and visitation from our target markets. Those markets include but are not limited to Denver, Chicago, St. Louis, Dallas, and Wichita.</p> <p>We see the mobile visitor center aligned with our mission of attracting diverse visitors and groups to Lawrence and upholding our vision of celebrating Lawrence as an unmistakable destination known as an inclusive community. This also aligns with our City's strategic plan within the Unmistakable Identity outcome area – to increase the percentage of residents who believe their culture is celebrated in the community (among other aligned outcomes).</p> <p>Our current visitor center, while on a busy block of Massachusetts Street, is expensive, static, and is open four days a week during daytime hours. We saw 8,000 visitors in 2023. Cultural events and conference gatherings rarely take place during these times, and we are noticing they are increasingly outside the footprint of Mass Street. We are also experiencing flat funding levels from the City while rent increases.</p> <p>A mobile visitor center would allow us to conduct dynamic, onsite, active outreach at community events such as the Old Fashioned Christmas Parade (thousands in attendance), the KU Pow Wow (1,500+ attendees), the Lawrence PRIDE block party (1,500+ attendance), the Kansas Relays (thousands in attendance), the Haskell Indian Art Market, the Rock Chalk block party, events at the Douglas County Fairgrounds, and so many more. We could possibly see over 10,000 people in 1 month instead of 1 year. Highlighting and visiting established AND emerging events draws attention to diverse communities looking to increase attendance and awareness. The mobile center can also serve as an opportunity to highlight community partnerships and even sponsorships.</p> <p>eXplore Lawrence is looking to our future with this project. We are preparing for two huge events in the next two years – the reopening of the Kansas Memorial Stadium and the World Cup in 2026. The return of football to Lawrence will make the new Gateway District a hotbed of alumni and visitor activity. We want to position our staff among the first to welcome locals and visitors to Lawrence at the games and be onsite as the new conference center welcomes travelers to the University and Lawrence. Additionally, as we prepare for the unprecedented visitor activity for the World Cup in 2026, the agility we would have from a mobile center “to go where the visitors are” will undoubtedly help them experience the radical hospitality we want them to feel as they consider us for return travel, business locations, or even as a place to live.</p> <p>When not staffed, the mobile visitor center could be stationed in a high traffic area such as Downtown Lawrence, for visual brand identity and the opportunity for locals and visitors to scan QR codes and gather information. We have included the cost of a parking spot in Downtown Lawrence for 1 year in this project. This project would have 2 TVs, one to display promotional videos and 1 for visitor information and QR codes. We would also have music and a PA system for events, a kiosk or digital merchandise board, and the ability to setup tables, cornhole, an awning, etc. at events. It is our hope these activities would help to engage the large student community in Lawrence to recruit volunteers and ambassadors to help during World Cup efforts in 2026.</p> <p>We would also have a generator, 2 AC units, and solar power for sustainability. Inside the mobile visitor center would be branded with the Unmistakably Lawrence brand and pin drop graphic, high quality professional images of Lawrence that can be swapped out with local art. We would have Final Friday shows "on the road" featuring a variety of artists. Final Fridays is a monthly art community event in Lawrence. We will also have a way to brand or welcome conferences with a welcome message on the exterior of the vehicle.</p> <p>The wrap of the vehicle would be branded. We would make one side Unmistakably Lawrence, and the other side a wrap we can swap out every 9-12 months for season or events (such as a soccer theme for World Cup).</p> <p>In short, we feel this project is perfectly in synch with Lawrence's unmistakable vibe, the signature events in town and the emerging events that would benefit from the visibility eXplore Lawrence could provide onsite.</p>
Project Location	200 W. 9th Street Lawrence KS 66044 US 38.96792 -95.23746
Total Project Cost	\$100,000
Project Budget and Supporting Documentation	extreme_bus_builders_quote_9.29.24.pdf Budget_Memo_Mobile_VC.pdf
Grant Funds Requested	\$40,000
Leveraged Funding	eXplore Lawrence has \$60,000 cash on hand that we will use as the 60% of the project cost.
Leveraged Funding Documentation	
Project Timeline	<p>The timeline of this project would be to have completed by May of 2025.</p> <p>When funds are received, we would then sign an agreement with the building company for the purchase of the vehicle and get on their schedule for construction. The construction would take 4-6 weeks, after the wrap is designed and products are ordered. We hope to have it ready to go for the spring 2025 visitation season.</p>

Have you requested or received financial assistance related to this project from Kansas Tourism, Kansas Department of Commerce or any other state agency?	No
Has a feasibility study been conducted?	No
Feasibility Study Upload	
What dates and hours will the attraction be open to the public when completed? Will the project be staffed during those hours?	The mobile visitors center will be staffed and moved to events, conferences, and tournaments reaching the most visitors. It will attend events such as KU Block Party, Old Fashioned Christmas Parade, KU Relays, and many more. When not at events, it will be parked daily in a visible, high traffic tourism area in Lawrence and unstaffed during that time.
What natural, cultural, recreational, or historical benefits does the Project have to tourism in Kansas?	Not only will we aim to be sustainable with solar panels and recycling, we plan to offer more digital information than we do at our current visitor center in Downtown Lawrence. This mobile visitor center is also an innovative way to bring the history of Lawrence and Kansas and culture to where the visitors are, not hoping they walk into the visitor center. We will also attend and interact with visitors and attendees at events such as Civil War on the Border, KU Pow Wow, KU Relays, Lawrence PRIDE Parade and Block Party, and many more. The mobile center can also help enhance our outreach efforts to attractions in Douglas County. As agritourism increases, we can assist with visits to our local wineries, farm tours, and farm to table food experiences. This center also positions us to enhance the visitor experience with America 250 as our partners, Freedoms Frontier develop programming throughout our regional heritage area.
How will this project enhance a Kansas visitors experience?	Visitor centers are moving from the "room with the racks of brochures" model to dynamic and important stops in the community where guests are welcomed and locals feel connected. We believe being set up to welcome visitors, provide recommendations on getting around, and offering ideas on what to experience in Lawrence helps visitors feel at home, and part of our community. We know these feelings translate into return visits, a feeling of greater safety and security, and even boost local commerce by venturing out to explore. We imagine parking at conferences and events and serving as the first stop as people embark on their unmistakable experience. For example, University of Kansas sporting events are asking attendees bring items in a clear plastic bag. Often, people, who have parked far away from the entrance find this out as they're about to go in. eXplore Lawrence could be onsite handing out branded, clear bags, saving visitors a trip back to the car and a negative experience before the event has started.
How will the project leverage current Kansas Tourism Office marketing campaigns (To The Stars) or other Kansas Tourism Office projects (Byways, Agritourism, etc.)?	We will put the To The Stars logo if allowed on the bus wrap. We also will see if we can get a custom "To The Stars" license plate. We will also have the state visitors guide, byways guide, and other Kansas Tourism produced publications in the mobile visitors center for visitors and residents to pick up. We are also open to having Kansas Tourism staff do a pop up location with us promoting their partners.
If the Project is an existing attraction, please provide market data describing and verifying current customers. Include quantitative and qualitative metrics. Attach any documentation below.	The current visitor center in Downtown Lawrence is seeing approximately 8,000 visitors a year, selling over \$5,000 in merchandise and handing out free visitor information.
Existing Attractions Visitation Documentation Property_Overview_-_Lawrence_Visitors_Center_-_Sep_1_2023_-_Aug_31_2024.pdf	
What is the anticipated annual visitation to the attraction when the project is fully complete? Include percentages from out-of-state, 100 miles distance from project location, and how visitation numbers compare to comparable attractions.	We believe we would get the mobile visitor center in front of 40,000 people while staffed and over 100,000 people while parked on Mass Street during unstaffed hours. Downtown Lawrence had over 45,000 visitors from Manhattan zip code 66502, over 25,000 from Leavenworth zip code 66048, over 20,000 from Emporia zip code 66801, over 13,000 from Salina zip code 67401, over 11,000 from Excelsior, MN, over 8,000 from St. Louis zip code 63122, 6,800 visitors from Columbia, MO, and another 7,500 from Wichita zip code 67226. This is only a small portion of out of town and out of state visitors, which we hope would increase with this project.
How will visitation be tracked?	Visitation will be tracked by event attendance, QR code scans, merchandise sales, and 1 on 1 interactions with staff. We also contract with Placer AI and can put a geolocation during a specific date/time to look at visitation and demographics of event attendees or tourists in Lawrence.

How will the project be marketed to visitors? Attach short and long term marketing plans if available below.

This project will have a multi channel marketing approach, with a google search and display campaign dedicated to the mobile visitors center, a social media campaign, and incorporation brand and messaging information to events the mobile visitor center will be at.

Short term: We will immediately update www.explorelawrence.com visitor center page(s). We will also have a campaign leading up to the announcement with a countdown, graphic teaser of the wrap and clues of what our announcement is. We will publish a press release and contact local and regional media to secure radio and tv spots, get in newspapers, and connect with all media types.

Long term: We will create a social media campaign and schedule to share what key events we will be at, any promotions we are running on merchandise, and any pop up partnerships we are having around town. We will also implement the Final Friday art galleries being displayed each month and where we will be located for that Friday event. We will also create a marketing guide for event organizers, meeting planners, and more to share with their attendees or any promotional materials (social, email, web, etc.) leading up to a leisure event. We want people to know we will be there and come visit with us!

Short and Long Term Marketing Plans

Will tourism traffic to the community increase overnight stays due to this project? Please provide documentation to support your answer.

Yes. We plan to attend 2 out of town shows in our target market(s) to increase awareness of Lawrence, the Unmistakably Lawrence brand, and increase return on investment through visitation and visitor spending in Lawrence and Douglas County. To view our strategic plan and target markets, visit https://assets.simpleviewinc.com/simpleview/image/upload/v1/clients/lawrence/EL_strategic_plan_2023_v1_bee77dcc-4473-a67c-f988c0239a59.pdf

Overnight Stay Increase Documentation

What is the total economic impact of this project? Please include the following metrics: Visitor Spending, Sales Tax Generation, Quality of life, and Job Creation or retention.

eXplore Lawrence as an organization has a multi year strategic plan to increase visitation, visitor spending, sales tax and increase jobs supported by tourism. We track these metrics through a county study through Oxford Economics, in partnership with Kansas Tourism. This project would help increase all of these metrics. In 2023, total visitor spending in Douglas County was \$296.3 million, growing 5.4% compared to 2022. We would hope this project would increase that % growth higher than 5.4%.

The mobile visitor center would also enhance quality of life, visiting events that both visitors and residents attend, create a sense of connection with the Unmistakably Lawrence brand. eXplore Lawrence is also in the process of planning a local advocacy campaign and resident sentiment study, and the mobile visitor center would be a great asset in this process.

What effect will the Project have on the region's quality of life and the ability of the community to attract other new businesses and industries?

As we know, residents and entrepreneurs start somewhere as a visitor or tourist. When you meet people in Lawrence, so many "came to KU and never left" or left Kansas for a bigger city, but came to Lawrence to raise a family. With the advent of remote work, Lawrence's cost of living and easy accessibility to the new airport and regional cities make it an attractive place to live and work remotely. Lawrence is expecting growth from the nearby Panasonic plant and businesses connected with the project moving to the area. To welcome these potential residents throughout the Douglas County communities is a benefit to the local area.

Letters of Support

[Fally_Letter_of_Support_FINAL.pdf](#)
[Drew_Letter_of_Support_-_FINAL.pdf](#)
[Sarah_Mathews_Letter_of_Support.pdf](#)

Additional Project Documentation

Required Forms

A completed, signed and current dated (withing previous 12 months) Federal W-9 Form, signed State of Kansas Sexual Harassment Policy Acknowledgement Form, and signed State of Kansas Certification of Company Form are required with this application.

W-9

[w-9.pdf](#)

State of Kansas Sexual Harassment Policy Acknowledgment Form

[shpolicykstourism.pdf](#)

State of Kansas OPC-Policy on Covered Technologies Certification of Company Form

[vendorkstourismagrm.pdf](#)



09/30/2024

Grant Committee
 Kansas Tourism
 Topeka, KS 66612

Dear Grant Committee,

We are pleased to submit a project budget for our Attraction Development Grant application to purchase and build a mobile visitor center. This project would not be possible without the grant, so we thank you in advance for your consideration to enhance visitation to Lawrence, Douglas County, and Kansas.

	Expenses	
Van purchase	\$29,000.00	
Built out	\$47,000.00	
Parking spot first year	\$10,000.00	
Travel to target market shows	\$5,000.00	
Graphic design for wrap	\$6,000.00	
Social media campaign for unveiling and press	\$3,000.00	
	\$100,000.00	
		Leveraged Funds
Cash		\$60,000.00
	Total	\$60,000.00
	Grant request	\$40,000.00

Sincerely,
 eXplore Lawrence Team

Extreme Bus Builders LLC

619 N 2nd st
Lawrence, KS 66044
Phone: 785 393 5848



WORK ORDER

W.O. # : **8856**
W.O. Date : **9/30/24**

Requested By : _____
Customer ID : _____
Department : Mobile merch

Extremebusbuilders.com

JOB BILL TO SHIP TO (if different)

Allision calvin
Director of communications
200 West 9th street
Lawrence Kansas 66044

Additional Details:

Please refer to terms and conditions page on website for warranty info EXTREMEBUSBUILDERS.COM

Authorized By: _____ Date: _____

SERVICE and LABOR			Line Total
2019 mobile showroom ford e350 bus with Cummins Onan generator and dual ac units	1	29,000.00	29,000.00
This mobile showroom already has the needed needed generator, and dual ac units Built in from the factory, saving you \$20k from having to have it installed As well as a 55" tv already included			

SUBTOTAL \$ 29,000.00
tax _____
total _____

PARTS and MATERIALS including installation of item if applicaple			
	Qty	Unit Price	Line Total
Running new outlets and wiring to new layout	1	1,500.00	1,500.00
Storage for merchandise	1	1,500.00	1,500.00
Storage for visitors guide	1	1,500.00	1,500.00
Exterior tv for point of sale/ slideshow/entertainmet/ using side door already installed	1	3,500.00	3,500.00
Vehicle branding / exterior wrap graphics	1	9,000.00	9,000.00
WiFi hotspot/ stereo system/ built in pa setup/ led lighting inside and out	1	5,000.00	5,000.00
Custom benches for 8, with built in trash bin and seat belts	1	5,000.00	5,000.00
Solar setup, extra battery bank, solar controller, to run refrigerator/ electronic	1	4,000.00	4,000.00
Rv refrigerator/ microwave setup / coffee espresso setup commercial grade	1	4,000.00	4,000.00
Electric 9ft awning to be able to do pop ups and merchandise production	1	4,000.00	4,000.00
New flooring	1	1,500.00	1,500.00
Custom built wall space to be interchangeable for art or informational presentation	1	3,000.00	3,000.00
Miscellaneous items wiring/Shop supplies/lumber/glues, screws ect	1	1,000.00	1,000.00
Labor for custom fixtures/ wall related structures to accommodate information	1	2,500.00	2,500.00
Ordering flyer holders, Cabniets, etc			-
There will probably be unforeseen little stuff needed as we build until we know the Exact layout and plan of execution, but this will cover most all the important needs Requested, a lot of the wall stuff will be readily available point of sale items we can order So we don't have to fabricate form scratch saving you lots of labor expense You asked for a window to sell merchandise, but there is a door we can use to attract And I suggest using inside as the point of sale instead of like a food truck style format			-

SUBTOTAL \$ 47,000.00
TAX RATE _____
TAX B \$ -
S&H \$ -
deposit _____
TOTAL \$ 76,000.00

OTHER COMMENTS

- Standard deposit is 50% down (materials)
- Remaining balance must be paid in full before anything leaves!
- NO TAX IF OUT OF STATE SALE AND/OR SHIPPING OUT OF STATE
- we only accept bank wire, certified cashier check, or cash

.....
I agree that all work has been performed to my satisfaction.

Signature: _____

Completed Date: _____
Date: _____

THANK YOU FOR YOU BUSINESS!!

The logo for Kansas Tourism features the word "KANSAS" in a large, bold, red, sans-serif font. Below it, the word "TOURISM" is written in a smaller, red, sans-serif font, flanked by two horizontal red lines. The entire logo is enclosed in a red rectangular border with a slightly irregular, hand-drawn appearance. Two horizontal red lines extend from the left and right sides of the logo box.

KANSAS

TOURISM

ATTRACTION DEVELOPMENT

Grant Program

Overview:

The Attraction Development Grant Program (ADGP) is designed to assist in the development of sustainable, market-driven travel experiences within the state that will influence destination travel decisions by identified travel customers, creating economic impact resulting from the creation of jobs, capital investment, revenue, and visitation in Kansas. Funding for the Attraction Development Grant Program is provided by Kansas Tourism and is outlined in state statutes K.S.A 32-1420, K.S.A 32-1421, and K.S.A 32-1422.

Purpose:

The intent of the ADGP is to provide strategic economic assistance to public, private entities and not-for-profit groups that are developing new, or enhancing existing tourism attractions in the state of Kansas.

The types of projects we are looking for with ADGP are those that will bring new visitors to Kansas. All projects should have an accountable tie to the tourism industry.

Goals of the Kansas Attraction Development Grant Program are:

- Spur economic growth
- Develop destination-based assets
- Increase visitation to Kansas
- Enhance visitor experience
- Improve the quality of life in communities across the state

Eligible Applicants:

- Not-for-profit organizations
- Government agencies – cities, counties, townships, federally recognized Indian Tribes

- For-profit business
- Indian Tribe or a consortium of Indian Tribes
- Institution of higher education or a consortium of institutions of higher education
- Public or private non-profit organization or association acting in cooperation with officials of a political subdivision of a State

Award Information:

- A maximum of \$1,000,000. total will be awarded in this fiscal year split between two rounds (Fall and Spring).
- A maximum of 20% of total grant funding may be granted to any single entity.

Application Timeline:

Fall Grant Opens: August 1st

Application Deadline: October 1st

Grant Awards Announced: Early November

Spring Grant Opens: February 1st

Application Deadline: April 1st

Grant Awards Announced: Early May

All awarded projects must be completed within 18 months of grant award.

Application Procedures:

- Online applications can be found here: <https://www.travelks.com/travel-industry/programs-and-resources/grants/>
- Questions and submission of additional documentation should be directed to Bridgette Jobe Kansas Tourism, 1000 SW Jackson St. Suite 100, Topeka, KS 66612.
785-250-8253 bridgette.jobe@ks.gov
- Applications that are incomplete or missing documentation will be returned to the applicant.

Funding:

- The ADGP is a 60/40 grant. Applicants must provide a minimum of 60% of the project's cost from leveraged assets.
- 50% of leverage funding may be in-kind contributions.
- ADGP is a reimbursable grant
- Grant awards will follow the guidelines outlined in K.S.A 32-1420.

Any entity with an open, incomplete Attraction Development Grant may not apply for additional grant funding. A grant is complete at the time all grant funds have been paid, all reports have been submitted, and the grant period has expired.



1000 SW Jackson, Suite 100 Topeka, KS 66612 | (785) 296-2009

Leveraged Funds:

Leveraged funds may include bank loans, bonds, sponsorships, federal grants, cash, and in-kind contributions defined as donated goods or labor. Bookkeeping and organizational salaries do not qualify as in-kind. If a grant project manager's salary is used as leveraged funding, applications will need to have documentation of the duties, the salary, and begin and end date of employment. Documentation of in-kind contributions must show basis for which donated goods or labor are valued.

Unallowable Leveraged Funds:

- Cost incurred or funds expended prior to the start date of the grant contract
- Funds from other State of Kansas Departments or other Kansas Tourism funding programs including any TASK grant funding.
- Existing equipment, buildings, furnishings, or inventory that are presently owned by organization
- Post Project costs such as normal operational expenses
- Debt refinancing
- Land or building acquired prior to the start date of the grant contract
- Applicants shall not utilize any state moneys to meet the matching requirements under the provisions of this program including any TASK grant funding.

Eligible Projects and Activities:

For the purpose of K.S.A. 2019 Supp. 32-1420 through 32-1422, and amendments thereto, "tourist attraction" means a site that is of significant interest to tourists as a historic, cultural, scientific, educational, recreational or architecturally unique site, or as a site of natural scenic beauty or an area naturally suited for outdoor recreation. These may include the following.

- New attraction construction
- Enhancement to an existing attraction
- New or enhanced attraction exhibits to improve a visitor experience

Ineligible Projects and Activities:

- Casino or any establishment operating class 3 gaming
- Racetrack facilities
- Travel or trade shows
- Refinancing of debt
- General upkeep or improvements (improvements should be supported through the organization's operating budget)



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- Normal operating expenses (staff salaries, rent, phone, supplies, postage, photocopying or other expenses associated with the ongoing normal administrative functions)
- General promotional brochures
- Community centers whose primary use is by local residents
- Projects not having sustainable, accountable ties to the tourism marketplace
- Grant administration fees

Release of Information:

Information submitted to Kansas Tourism relating to the application may be subject to the Open Records Law (K.S.A. 45-215 et seq.). Confidentiality will not be guaranteed.

ADGP Evaluation and Selection Process:

A committee of three will be selected to review all applications and make recommendations for grants, pursuant to K.S.A 32-1421.

The evaluation used to assess the Project's economic impact on tourism development will depend primarily on adequate documentation of the following criteria:

I. Visitation

- Out-of-state visitation from multiple states should represent greater than 20% of total annual visitation to be considered a major, unique, destination attraction.
- A minimum of 30% of total annual visitation should be drawn from greater than 100 miles distance from the attraction community.
- Total annual visitation should compare very favorably to comparable existing attractions in the state, as well as to comparable attractions and markets elsewhere.

2. Economic Impact

- Visitor Spending
- Sales Tax Generation
- Quality of life
- Job Creation or retention

3. The unique quality of the project, relative to at least one of the following:

- A national destination attraction market
- A defined regional (multi-state) market
- The Kansas destination attraction market
- The ability of the proposed attraction to leverage or utilize the natural, culture, recreation or



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heritage that is unique to Kansas,

- The ability of the proposed attraction to capture for Kansas a valuable national market (i.e. sports organization, consumer product brand, entertainment brand, etc.).

4. Integration and collaboration with other regional tourism resources and/or businesses, as determined by:

- The creation of overnight stays
- Collaboration with and support of other existing retail, entertainment, or destination experiences

5. Enhancement of the visitor experience in Kansas

6. Project Accountability

- Third-party verification, wherever possible is recommended. A feasibility study is strongly encouraged.
- Short and long-term marketing plan
- The ability to be sustainable past project completion
- The ability to maintain status as a significant travel decision driver
- All of the above should be accountable and verifiable according to best industry or comparative practices.
- Methodologies should be transparent and detailed.

7. Budget

- Budget should be adequate for the completion of the Project.
- Documentation supporting project budget should be detailed and complete.
- Adequate verification of leverage funding

8. Availability to the traveler

- Documentation indicating the regular scheduled days, hours and staffing that the attraction will be open to the public.

9. Management Team:

- Documentation of a qualified management team for the grant process and for management of the attraction once completed.

10. Project Planning and Support:

- Timeline and Documentation of the project to ensure grant activities will be completed within the ADGP grant guidelines.
- Letters of Community support



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Applicants may be asked to meet with the Tourism Division Director and Grant Program Manager in person or by phone to further discuss the project for which the funds would be used before a decision is made by the Review Committee.

Disbursement of Grant Funds:

The Attraction Development Grant is a reimbursement grant. The contracted percent of documented expenditures will be paid to the grantee. Paid invoices with canceled checks or other valid documentation as proof of payment are to be submitted along with the Request for Reimbursement Form. All semi-annual reports are to be current with the Tourism Division office before grant funds will be distributed.

Reports:

The Grantee will submit semi-annual reports to the Tourism Division. The schedule of semi-annual reports will be as follows: Report #1 on December 15th of the award year, Report #2 on June 15th of the following award year. Semi-annual reports must be submitted even if work on the project has not taken place during the reporting period. Failure to submit reports on a timely basis will result in a reduction in evaluation scoring for future requests for funding. The Final Report is due with the final payment reimbursement request.

Repayment of Grant Funds:

Kansas Tourism reserves the right to require non-complying grant recipients to pay back the previously awarded money within one year of contract end date.

For projects receiving funding to purchase and/or renovate buildings and/or real estate, if the property is sold within five (5) years of receiving the grant, the owner(s) will be required to refund a prorated amount of the grant to Kansas Tourism. The amount will be prorated based on date of sale.

Department Recognition:

The Grantee must acknowledge Kansas Tourism as a sponsor of the Project.

Where applicable, use of the Kansas Tourism Logo will need to be approved along with the following statement: "Funded in part by Kansas Tourism"

For assistance with the application or submission process contact Bridgette Jobe at (785) 250-8253 or bridgette.jobe@ks.gov



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CERTIFICATION OF COMPANY NOT CURRENTLY ENGAGED IN THE PROCUREMENT OR OBTAINMENT OF CERTAIN EQUIPMENT, SERVICES, OR SYSTEMS

WHEREAS, pursuant to Public Law 115-232, Section 889 of the John S. McCain National Defense Authorization Act of 2019, “covered telecommunications equipment or services” is defined as:

- (1) Telecommunications equipment produced by Huawei Technologies Company or ZTE Corporation (or any subsidiary or affiliate of such entities).
- (2) Video surveillance and telecommunications equipment produced by Hytera Communications Corporation, Hangzhou Hikvision Digital Technology Company, and Dahua Technology Company (or any subsidiary or affiliate of such entities).
- (3) Telecommunications or video surveillance services provided by such entities or using such equipment.
- (4) Telecommunications or video surveillance equipment or services produced or provided by an entity that the Secretary of Defense, in consultation with the Director of the National Intelligence or the Director of the Federal Bureau of Investigation, reasonably believes to be an entity owned or controlled by, or otherwise connected to, the government of a covered foreign country.

WHEREAS, a “covered foreign country” means any of the following: (1) The People’s Republic of China, (2) The Russian Federation, or (3) any country that is a state sponsor of terrorism¹

WHEREAS, foreign adversaries are increasingly creating and exploiting vulnerabilities in covered telecommunications equipment which store and communicate vast amounts of sensitive information and support infrastructure and emergency services, in order to commit malicious cyber-enabled actions;

WHEREAS, the unrestricted acquisition or use in the State of Kansas of covered telecommunications equipment designed, developed, manufactured, or supplied by persons owned by, controlled by, or subject to the jurisdiction or direction of foreign adversaries augments the ability of foreign adversaries to create and exploit vulnerabilities in technological equipment, services, or systems; and

WHEREAS, the State of Kansas has an interest in protecting itself against threats related to foreign adversary’s exploitation of vulnerabilities in covered telecommunications equipment.

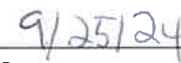
THEREFORE, Contractor certifies that it shall not provide or procure to the State of Kansas or any agency thereof any covered telecommunications equipment either in whole or in part of any product or during the commission of any service.

FURTHERMORE, and notwithstanding any other contracts or agreements with Contractor, if Contractor has violated, misrepresented, or otherwise fails to comply with this certification document as determined by the State, the State may terminate any contract without penalty with Contractor immediately.

By signing below, Contractor acknowledges and agrees to comply with the provisions of this policy.

CONTRACTOR


Signature, Title


Date

¹ Designations of a “state sponsor of terrorism” may be found at the U.S. Department of State website. <https://www.state.gov/state-sponsors-of-terrorism/#:~:text=Currently%20there%20are%20four%20countries,%2C%20Iran%2C%20and%20Syria.&text=For%20more%20details%20about%20State,in%20Country%20Reports%20on%20Terrorism>

Policy Regarding Sexual Harassment

WHEREAS, sexual harassment and retaliation for sexual harassment claims are unacceptable forms of discrimination that must not be tolerated in the workplace; and

WHEREAS, state and federal employment discrimination laws prohibit sexual harassment and retaliation in the workplace; and

WHEREAS, officers and employees of the State of Kansas are entitled to working conditions that are free from sexual harassment, discrimination, and retaliation; and

WHEREAS, the Governor and all officers and employees of the State of Kansas should seek to foster a culture that does not tolerate sexual harassment, retaliation, and unlawful discrimination.

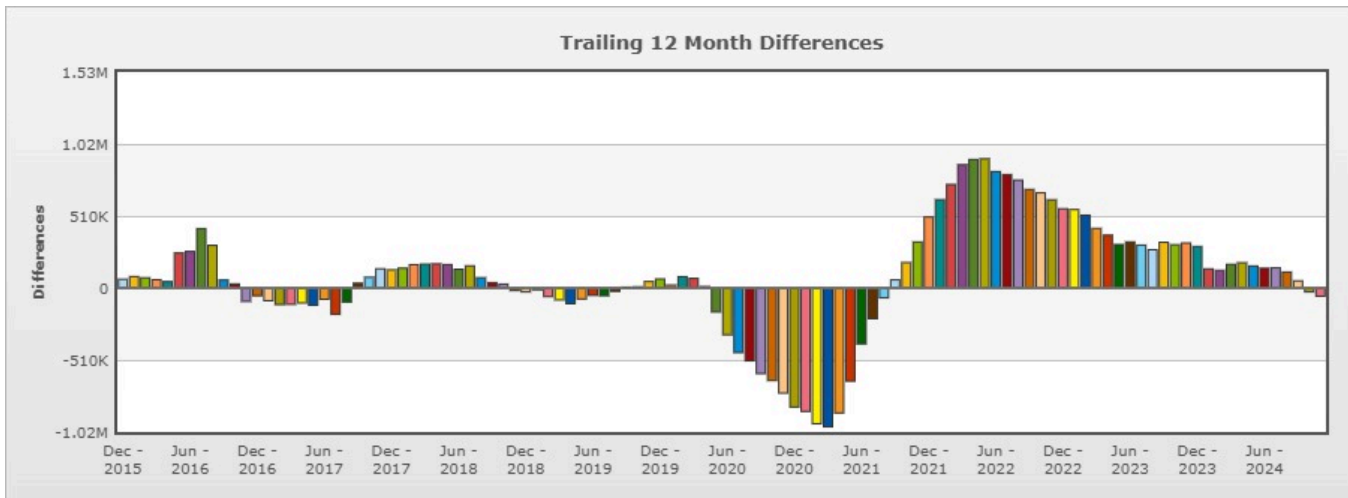
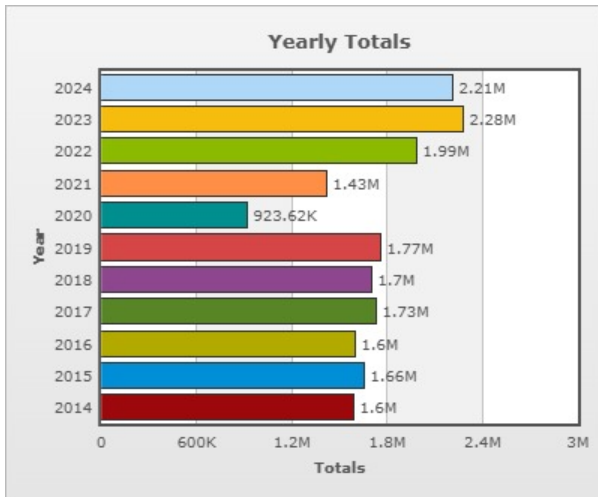
NOW THEREFORE, pursuant to the authority vested in me as Governor of the State of Kansas, I hereby order as follows:

1. All Executive Branch department and agency heads shall have available, and shall regularly review and update at least every three years or more frequently as necessary, their sexual harassment, discrimination, and retaliation policies. Such policies shall include components for confidentiality and anonymous reporting, applicability to intern positions, and training policies.
2. All Executive Branch department and agency heads shall ensure that their employees, interns, and contractors have been notified of the state's policy against sexual harassment, discrimination, or retaliation, and shall further ensure that such persons are aware of the procedures for submitting a complaint of sexual harassment, discrimination, or retaliation, including an anonymous complaint.
3. Executive Branch departments and agencies shall annually require training seminars regarding the policy against sexual harassment, discrimination, or retaliation. All employees shall complete their initial training session pursuant to this order by the end of the current fiscal year.
4. Within ninety (90) days of this order, all Executive Branch employees, interns, and contractors under the jurisdiction of the Office of the Governor shall be provided a written copy of the policy against sexual harassment, discrimination, and retaliation, and they shall execute a document agreeing and acknowledging that they are aware of and will comply with the policy against sexual harassment, discrimination, and retaliation.
5. Matters involving any elected official, department or agency head, or any appointee of the Governor may be investigated by independent legal counsel.
6. The Office of the Governor will require annual mandatory training seminars for all staff, employees, and interns in the office regarding the policy against sexual harassment, discrimination, and retaliation, and shall maintain a record of attendance.



Month	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	2023/2024 % change
January	65,431	73,828	101,382	93,738	98,184	118,323	95,446	41,690	111,162	174,977	80,181	-54.18%
February	46,262	77,086	99,205	94,007	113,533	84,797	115,542	58,116	108,425	119,220	119,371	0.13%
March	71,663	95,280	105,298	116,791	132,019	123,763	103,118	61,061	158,537	162,399	208,819	28.58%
Qtr 1	183,356	246,194	305,885	304,536	343,736	326,883	314,106	160,867	378,124	456,596	408,371	-10.56%
April	109,986	124,152	124,594	134,997	147,412	133,185	61,358	87,896	151,582	167,214	194,623	16.39%
May	308,157	126,642	147,762	152,491	152,041	184,797	37,870	116,471	199,887	217,061	210,991	-2.80%
June	215,298	183,250	161,930	183,216	171,487	185,634	38,022	154,237	180,085	224,361	252,388	12.49%
Qtr 2	633,441	434,044	434,286	470,704	470,940	503,616	137,250	358,604	531,554	608,636	658,002	8.11%
July	97,830	37,085	138,574	133,188	152,087	168,245	58,308	127,254	174,977	200,428	228,298	13.91%
August	139,165	211,166	164,378	204,992	161,411	149,099	78,147	154,104	190,619	193,987	168,231	-13.28%
September	95,602	235,022	128,957	155,957	148,506	170,578	102,374	161,468	154,860	200,813	184,465	-8.14%
Qtr 3	332,597	483,273	431,909	494,137	462,004	487,922	238,829	442,826	520,456	595,228	580,994	-2.39%
October	211,198	197,756	156,868	157,890	148,412	140,822	83,871	150,112	191,637	216,140	161,879	-25.10%
November	88,345	177,325	142,512	167,915	147,600	164,907	93,603	167,993	193,553	231,109	238,950	3.39%
December	146,836	119,115	131,421	136,028	130,316	142,582	55,963	145,672	171,800	173,543	165,318	-4.74%
Qtr 4	446,379	494,196	430,801	461,833	426,328	448,311	233,437	463,777	556,990	620,792	566,147	-8.80%
Year Totals:	1,595,773	1,657,707	1,602,881	1,731,210	1,703,008	1,766,732	923,622	1,426,074	1,987,124	2,281,252	2,213,514	-2.97%

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





December 2024 LODGING REPORT

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

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

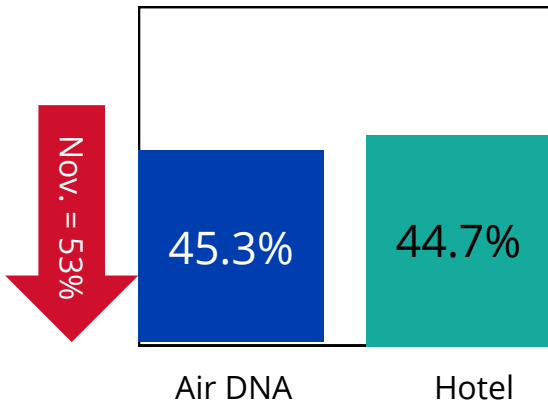
- 1) Occupancy Percent: Reflects the percentage of rooms occupied
- 2) Average Daily Rate (ADR): Reflects the average rate paid for rooms sold
- 3) RevPAR: Reflects the revenue per available room
- 4) Room Supply: Reflects the number of rooms available
- 5) Room Demand: Reflects the number of rooms sold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



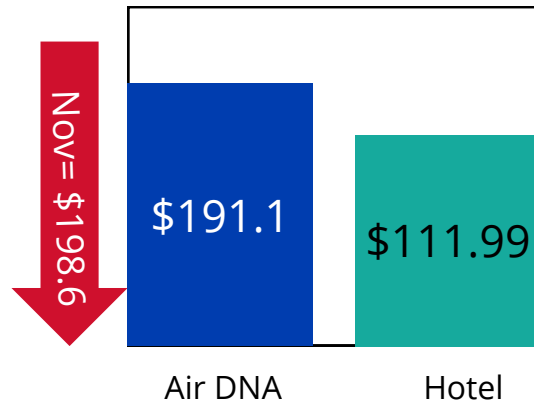
December Air DNA Report

A comparison of hotel vs short term rental data

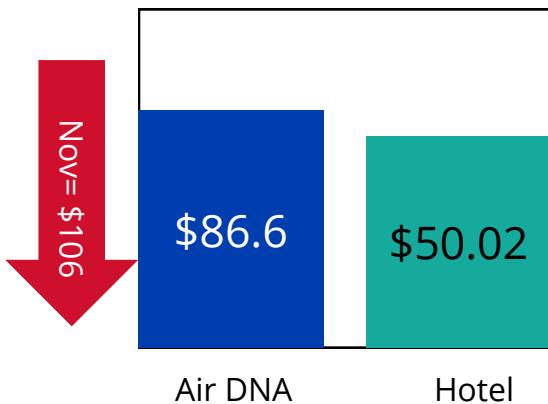
December Occupancy



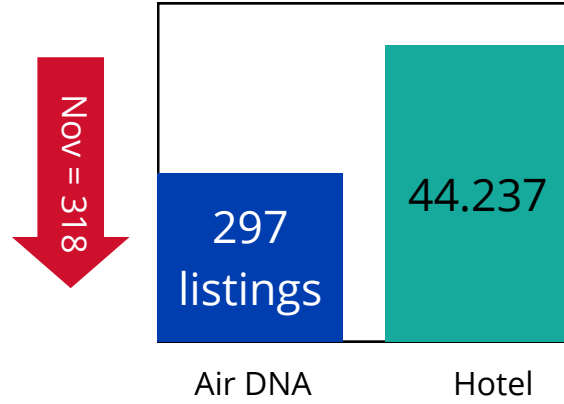
December ADR



December RevPAR



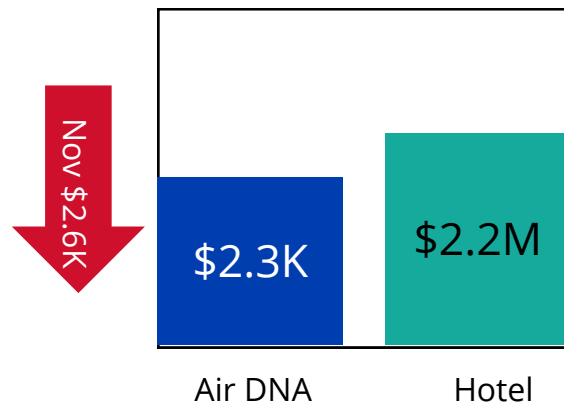
December Room Supply



ADR/Bedroom

- 6 br \$455.10 (9.3%)
- 5 br \$624.30 (36.3%)
- 4 br \$360.00 (-12%)
- 3 br \$208.70 (-12%)
- 2 br \$134 (-11%)
- 1 br \$117.30 (6.2%)

December Revenue



Short Term Rental – Future Booking Data

January 2025 – June 22, 2025

