

eXplore Lawrence Board Meeting Agenda

Wednesday, June 15 – 3:30 Carnegie Conference Room

- 1. Approval of Minutes May Board meeting
- 2. Financial Report Heidi Champagne
- 3. Staff Reports
- 4. Executive Director Report
- 5. 2023 Budget Submission Update
- 6. City Commission Presentation Preview

eXplore Lawrence DRAFT - Board Minutes May 24, 2021 3:35 p.m. Carnegie Building

Members Present: Mike Logan, Sally Zogry*, Derek Rogers*, Anthea Scouffas, Amber Sellers*, Drew Gaschler, Heidi Champagne Members Absent: Ivan Simac, David Hoyab, Peter Bobkowski

*ex-officio members

Staff: Kim Anspach, Executive Director

Meeting Materials provided by email: May Board Packet

Meeting began at 3:37 p.m. at the Carnegie

- 1. Approval of Minutes April board meeting
 - Heidi Moves, Anthea Second
- 2. Finance Report
 - Discussion of EIDL Loan repayment.
 - \circ Mike gave background of why the loan was taken out.
 - \circ Would like a Full Board to be present for the EIDL Discussion
 - o Mike requested Kim create a document of capital improvement
- 3. Board Secretary Discussion:
 - admin role could fill this
 - Board will support Kim with this until the Admin Role is filled.
- 4. Staff Reports
 - Marketing (Andrea)
 - o New format for all staff (dashboard focused); data pulled from data studio
 - \circ Would like to see the same for sales and visitor center
 - o Consensus from board that the content is more digestible
 - o Fally suggested some sort of metric that measures referrals/influencer traffic
 - o E-blast: solid open rate based on industry standards
 - \circ Sally requested that the timeframe is added to the datafy report
 - Women in Travel Summit (Kansas City): EL hosted three women influencers (travel leisure) on a FAM on a tour of Lawrence
 - Sales (Kendra)
 - \circ Service efforts are strong, specifically with the KC Pre Nationals group
 - \circ Need to provide guidance to hotel staff to flag folks that may be booking rooms in a block
 - $_{\odot}$ Kendra and EL will be recognized as Supplier of the Year from MPI.

- Conversation with Shrine Bowl to come with Lawrence in 2024 or 2025 this includes football and music band.
- Kendra coordinated all the graduation deliveries (banners)
- Starting to plan a FAM for Meeting Planners Conference
- Visitor Center
 - \circ PT staff member on leave; visitor center is Open Friday and Saturday until staff is hired.
 - \circ 612 guests in April; good for a short month
- 5. Executive Director Report
 - Hiring Process for Positions: 40 application to date for the PT visitor center position; 26 applications to date for the manager position.
 - Begin reviewing applications June 1
 - Each will consist of a phone screen then in-person interview
 - Marketing & Service positions will post June 1st.
- 6. City Commission Presentations
 - Two presentations: Unmistakable Identity Outcomes (6/7); eXplore Lawrence update (6/14)
 - Unmistakable Identity Outcome presentation will consist of parks & rec, Art Center; Watkins; DLI; Theatre Lawrence
- 7. 2023 Budget Submission
 - Goal: percentage-based budgeting
 - o Payroll & Retirement 38%
 - Marketing 30%
 - Sales Incentives & Bids 12-13%
 - o CRM 4%
 - o Admin & General 20%
 - Need guidance on when to submit the budget work with Derek and Jeremy from the City
 - Mike: offered to meet with Britt Crum-Cano (City) to discuss Economic Prosperity Outcome & KPI's
- 8. PRIDE Update from Fally
 - Free and all ages events the entire weekend
 - Suggestion: PRIDE landing page on EL webpage; line-item marketing support available

Adjourn 5:09 Mike motion: Heidi Second

Explore Lawrence Inc Statement of Financial Position As of May 31, 2022

| | May 31, 22 |
|--|--------------------------|
| ASSETS | |
| Current Assets Checking/Savings | |
| 1020 · US Bank Checking | 68,624.04 |
| 1030 · US Bank Money Market | 415,888.33 |
| 1050 · Reserve Fund | 203,950.73 |
| Total Checking/Savings | 688,463.10 |
| Total Current Assets | 688,463.10 |
| Fixed Assets | |
| 2200 · Leasehold Improvement | 107,174.01 |
| 2500 · Accumulated Depreciation | -18,308.90 |
| Total Fixed Assets | 88,865.11 |
| Other Assets | |
| 1225 · Deposits | 3,100.00 |
| Total Other Assets | 3,100.00 |
| TOTAL ASSETS | 780,428.21 |
| LIABILITIES & EQUITY | |
| Liabilities Current Liabilities | |
| Accounts Payable | |
| 3000 · Accounts Payable | 27,895.31 |
| Total Accounts Payable | 27,895.31 |
| Credit Cards | |
| 2109 · Credit Card - US Bank | 1,305.40 |
| Total Credit Cards | 1,305.40 |
| Other Current Liabilities | |
| 3100 · Payroll Liabilities | |
| 3111 · KS Withholding Payable 3112 · FUTA Payable | 318.00 |
| 3113 · KS SUTA Payable | 12.67 67.48 |
| Total 3100 · Payroll Liabilities | 398.15 |
| 3300 Sales Tax Payable | 34.90 |
| Total Other Current Liabilities | 433.05 |
| Total Current Liabilities | 29,633.76 |
| Long Term Liabilities | |
| 3700 · EIDL Loan June 19.2020 | 157,308.00 |
| Total Long Term Liabilities | 157,308.00 |
| Total Liabilities | 186,941.76 |
| Equity | |
| 4100 · Beginning Fund Balance Net Income | 692,079.94 -98,593.49 |
| Total Equity | 593,486.45 |
| TOTAL LIABILITIES & EQUITY | |
| | 780,428.21 |

Explore Lawrence Inc Statement of Financial Income and Expenses For the One Months Ended May 31, 2022 and 2021

| Ordinary Income/Expense Income 124.75 285.30 -160.55 -56.3% 5250 · Meeting Max Income 0.00 50.00 -50.00 -100.0% 5600 · Co-Op Marketing 9,992.71 100.00 9,892.71 9,892.7% Total Income 10,117.46 435.30 9,682.16 2,224.3% Gross Profit 10,117.46 435.30 9,682.16 2,224.3% Expense 7000 · Payroll Expense 10,117.46 435.30 9,682.16 2,224.3% 7000 · Payroll Expense 10,117.46 435.30 9,682.16 2,224.3% Fapense 7000 · Payroll Expense 10,117.46 435.30 9,682.16 2,224.3% 7065 · Health Insurance 2,662.84 2,480.42 182.42 7.4% 7070 · Incentive Program 500.00 0.00 500.00 100.0% Total 7000 · Payroll Expense 21,225.04 35,316.48 -14,091.44 -39.9% |
|---|
| 5200 · Merchandise Sales 124.75 285.30 -160.55 -56.3% 5250 · Meeting Max Income 0.00 50.00 -50.00 -100.0% 5600 · Co-Op Marketing 9,992.71 100.00 9,892.71 9,892.74 Total Income 10,117.46 435.30 9,682.16 2,224.3% Gross Profit 10,117.46 435.30 9,682.16 2,224.3% Expense 7000 · Payroll Expense 10,117.46 435.30 9,682.16 2,224.3% 7000 · Payroll Expense 7065 · Health Insurance 2,662.84 2,480.42 182.42 7.4% 7070 · Incentive Program 500.00 0.00 500.00 100.0% Total 7000 · Payroll Expense 21,225.04 35,316.48 -14,091.44 -39.9% |
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| Gross Profit 10,117.46 405.05 5,052.16 2,224.3% Expense 10,117.46 435.30 9,682.16 2,224.3% Expense 7000 · Payroll Expense 17,069.46 31,450.48 -14,381.02 -45.7% 7260 · Retirement Plan 992.74 1,385.58 -392.84 -28.4% 7065 · Health Insurance 2,662.84 2,480.42 182.42 7.4% 7070 · Incentive Program 500.00 0.00 500.00 100.0% Total 7000 · Payroll Expense 21,225.04 35,316.48 -14,091.44 -39.9% |
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| 7081 · Payroll 17,069.46 31,450.48 -14,381.02 -45.7% 7260 · Retirement Plan 992.74 1,385.58 -392.84 -28.4% 7065 · Health Insurance 2,662.84 2,480.42 182.42 7.4% 7070 · Incentive Program 500.00 0.00 500.00 100.0% Total 7000 · Payroll Expense 21,225.04 35,316.48 -14,091.44 -39.9% |
| 7260 · Retirement Plan 992.74 1,385.58 -392.84 -28.4% 7065 · Health Insurance 2,662.84 2,480.42 182.42 7.4% 7070 · Incentive Program 500.00 0.00 500.00 100.0% Total 7000 · Payroll Expense 21,225.04 35,316.48 -14,091.44 -39.9% |
| 7065 · Health Insurance 2,662.84 2,480.42 182.42 7.4% 7070 · Incentive Program 500.00 0.00 500.00 100.0% Total 7000 · Payroll Expense 21,225.04 35,316.48 -14,091.44 -39.9% |
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| Total 7000 · Payroll Expense 21,225.04 35,316.48 -14,091.44 -39.9% |
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| |
| 7100 · Payroll Tax Expense |
| 7100.1 · FICA Expense 1,344.07 0.00 1,344.07 100.0% |
| 7100.2 · FUTA Expense 6.15 0.00 6.15 100.0% |
| 7100.3 · SUTA Expense 12.29 0.00 12.29 100.0% |
| Total 7100 · Payroll Tax Expense 1,362.51 0.00 1,362.51 100.0% |
| 7600 · Programs |
| 7601 · Advertising |
| 7601.10 · Magazine 785.00 0.00 785.00 100.0% |
| 7601.12 · Content 150.00 150.00 0.00 0.0% |
| 7601.2 Design 57.92 57.92 0.00 0.0% |
| 7601.21 · Opportunity Fund 5,100.00 0.00 5,100.00 100.0% |
| 7601.4 · Public Relations 1,686.48 845.58 840.90 99.5% 7601.8 · Digital 29.020.46 728.86 28.291.60 3.881.6% |
| |
| Total 7601 · Advertising 36,799.86 1,782.36 35,017.50 1,964.7% |
| 7619 · Incentive Travel |
| 7619.0 · General Fund 254.54 0.00 254.54 100.0% |
| 7619 · Incentive Travel - Other 268.15 0.00 268.15 100.0% |
| Total 7619 - Incentive Travel 522.69 0.00 522.69 100.0% |
| 7641 · Promotional Materials 4,693.09 3,720.97 972.12 26.1% |
| 7642 · Trade Shows |
| 7642.1 · Trade Show Travel 475.83 0.00 475.83 100.0% |
| 7642 - Trade Shows - Other 195.00 0.00 195.00 100.0% |
| Total 7642 · Trade Shows 670.83 0.00 670.83 100.0% |
| 7644 · Printing and Reproduction 31.84 1,003.76 -971.92 -96.8% |
| Total 7600 · Programs 42,718.31 6,507.09 36,211.22 556.5% |
| 7620 · Meeting programs 250.00 20.00 230.00 1,150.0% 8200 · Admin and General 250.00 20.00 20.00 1,150.0% |
| 8202 · Accounting |
| 8203 · Rent 0.040.00 100.0% |
| 8204 · Software |
| 8206 · Hardware 3.000.00 0.00 3.000.00 100.00 |
| 8214 · Bank Service Charges 25.95 35.90 - 9.05 97.7% |
| 8214.1 · Bank Fees - Square 2.63 0.00 2.63 100.0% |
| 8218 · Cash Over/Short 62.35 0.00 62.35 100.0% |
| 8225 · Board Expenses 0.00 1,471.05 -1,471.05 -100.0% |
| 8226 - Leased Equipment 783.09 711.63 71.46 10.0% |
| 8230 Dues/Subscriptions/Memberships 509.13 1,294.00 -784.87 -60.7% |
| 8234 - Insurance 259.06 243.32 15.74 6.5% |

Explore Lawrence Inc Statement of Financial Income and Expenses

| Foi | ' the | e One | Months | Ended | May | 31, | 2022 | and | 2021 | |
|-----|-------|-------|--------|-------|-----|-----|------|-----|------|--|
| | | | | | | | | | | |

| | May 22 | May 21 | \$ Change | % Change |
|--------------------------------------|------------|------------|------------|----------|
| 8238 · Utilities | 281.31 | 173.09 | 108.22 | 62.5% |
| 8242 · Legal | 1,222.50 | 0.00 | 1,222.50 | 100.0% |
| 8244 · Janitorial/Cleaning | 240.00 | 125.00 | 115.00 | 92.0% |
| 8247 · Office Supplies | 111.83 | 187.42 | -75.59 | -40.3% |
| 8250 · Storage | 153.03 | 153.03 | 0.00 | 0.0% |
| 8282 · Travel & Meetings | | | | |
| 8282.10 · Professional Development | 150.00 | 0.00 | 150.00 | 100.0% |
| 8282.11 · EL Hosted Events | 84.69 | 0.00 | 84.69 | 100.0% |
| 8282.12 · Staff Travel | 119.35 | 0.00 | 119.35 | 100.0% |
| 8282.13 · Meetings | 220.14 | 0.00 | 220.14 | 100.0% |
| 8282 · Travel & Meetings - Other | 0.00 | 752.75 | -752.75 | -100.0% |
| Total 8282 · Travel & Meetings | 574.18 | 752.75 | -178.57 | -23.7% |
| 8283 - Telephone/Internet | 999.65 | 1,249.67 | -250.02 | -20.0% |
| Total 8200 · Admin and General | 18,185.07 | 7,679.72 | 10,505.35 | 136.8% |
| 8900 · Misc Expense | 347.00 | 0.00 | 347.00 | 100.0% |
| Total Expense | 84,087.93 | 49,523.29 | 34,564.64 | 69.8% |
| Net Ordinary Income | -73,970.47 | -49,087.99 | -24,882.48 | -50.7% |
| Other Income/Expense Other Income | | | | |
| 9020 · Interest Income | 141.50 | 137.35 | 4.15 | 3.0% |
| Total Other Income | 141.50 | 137.35 | 4.15 | 3.0% |
| Other Expense | | | | |
| 9510 · Depreciation | 446.56 | 446.56 | 0.00 | 0.0% |
| Total Other Expense | 446.56 | 446.56 | 0.00 | 0.0% |
| Net Other Income | -305.06 | -309.21 | 4.15 | 1.3% |
| Net income | -74,275.53 | -49,397.20 | -24,878.33 | -50.4% |

Explore Lawrence Inc Statement of Financial Income and Expenses For the Five Months Ended May 31, 2022 and 2021

| | Jan - May 22 | Jan - May 21 | \$ Change | % Change |
|--|--------------|--------------|------------|----------|
| Ordinary Income/Expense | | | | |
| Income | | | | |
| 5000 · Guest Tax | 249,000.00 | 249,000.00 | 0.00 | 0.0% |
| 5100 · Visitors Guide | 23,884.00 | 0.00 | 23,884.00 | 100.0% |
| 5200 · Merchandise Sales | 1,222.14 | 1,376.34 | -154.20 | -11.2% |
| 5250 - Meeting Max Income | 0.00 | 50.00 | -50.00 | -100.0% |
| 5500 · DMI | 3,000.00 | 6,000.00 | -3,000.00 | -50,0% |
| 5600 · Co-Op Marketing | 9,992.71 | 1,100.00 | 8,892.71 | 808.4% |
| 5660 · DTN | 1,786.00 | 0.00 | 1,786.00 | 100.0% |
| 5700 · Miscellaneous Income | 3,130.26 | 0.00 | 3,130.26 | 100.0% |
| Total Income | 292,015.11 | 257,526.34 | 34,488.77 | 13.4% |
| Cost of Goods Sold | | | | |
| 6100 · Merchandise Cost | | | | |
| 6190 · Miscellaneous Costs | 0.00 | 108.41 | -108.41 | -100.0% |
| Total 6100 · Merchandise Cost | 0.00 | 108.41 | -108.41 | -100.0% |
| Total COGS | 0.00 | 108.41 | -108.41 | -100.0% |
| Gross Profit | 292,015.11 | 257,417.93 | 34,597.18 | 13.4% |
| Expense | | | | |
| 7000 · Payroll Expense | | | | |
| 7081 - Payroll | 98,796.38 | 147,411.99 | -48,615.61 | -33.0% |
| 7260 - Retirement Plan | 5,523.51 | 3,978.44 | 1,545.07 | 38.8% |
| 7065 · Health Insurance | 13,131.78 | 11,902.94 | 1,228.84 | 10.3% |
| 7070 · Incentive Program | 1,128.00 | 0.00 | 1,128.00 | 100.0% |
| 8264 · Payroll Processing Expenses | 843.78 | 0.00 | 843.78 | 100.0% |
| Total 7000 · Payroll Expense | 119,423.45 | 163,293.37 | -43,869.92 | -26.9% |
| 7100 · Payroll Tax Expense | | | | |
| 7100.1 · FICA Expense | 7,708.76 | 0.00 | 7,708.76 | 100.0% |
| 7100.2 · FUTA Expense | 193.73 | 0.00 | 193.73 | 100.0% |
| 7100.3 · SUTA Expense | 699.99 | 0.00 | 699.99 | 100.0% |
| Total 7100 · Payroll Tax Expense | 8,602.48 | 0.00 | 8,602.48 | 100.0% |
| 7600 · Programs | | | | |
| 7601 · Advertising | | | | |
| 7601.10 · Magazine | 8,983.80 | 6,987.00 | 1,996.80 | 28.6% |
| 7601.12 · Content | 1,050.00 | 4,850.00 | -3,800.00 | -78.4% |
| 7601.14 · Outdoor | 5,850.00 | 700.00 | 5,150.00 | 735.7% |
| 7601.15 · COOP Marketing Expense | 5,676.50 | 0.00 | 5,676.50 | 100.0% |
| 7601.2 · Design | 231.68 | 3,031.68 | -2,800.00 | -92.4% |
| 7601.21 · Opportunity Fund | 15,594.65 | -1,500.00 | 17,094.65 | 1,139.6% |
| 7601.22 · Tracking | 3,394.00 | 0.00 | 3,394.00 | 100.0% |
| 7601.24 New Technology | 0.00 | 1,656.22 | -1,656.22 | -100.0% |
| 7601.4 · Public Relations | 1,716.26 | 1,845.58 | -129.32 | -7.0% |
| 7601.6 ⋅ I-70 Distribution 7601.8 ⋅ Digital | 8,155.47 | 0.00 | 8,155.47 | 100.0% |
| 7601.9 · Digital 7601.9 · Partner Media Buy Program | 44,536.25 | 6,781.20 | 37,755.05 | 556.8% |
| 7001.9 · Partner Media Buy Program | 0.00 | 11.56 | -11.56 | -100.0% |
| Total 7601 · Advertising | 95,188.61 | 24,363.24 | 70,825.37 | 290.7% |
| 7619 · Incentive Travel | | | | |
| 7619.0 · General Fund | 254.54 | 0.00 | 254.54 | 100.0% |
| 7619.1 · Committed Incentives | 7,000.00 | 0.00 | 7,000.00 | 100.0% |
| 7619.2 · New Business | 57.44 | 0.00 | 57.44 | 100.0% |
| 7619 · Incentive Travel - Other | 268.15 | 0.00 | 268.15 | 100.0% |
| Total 7619 · Incentive Travel | 7,580.13 | 0.00 | 7,580.13 | 100.0% |

Explore Lawrence Inc Statement of Financial Income and Expenses For the Five Months Ended May 31, 2022 and 2021

| | Jan - May 22 | Jan - May 21 | \$ Change | % Change |
|---|------------------|--------------------|---------------------|-------------------|
| 7623 · Marketing 7623.1 · Website Design | 0.00 | 20.075.04 | 20.075.04 | 400.000 |
| 1623. F. Website Design | | 39,275.01 | -39,275.01 | -100.0% |
| Total 7623 · Marketing | 0.00 | 39,275.01 | -39,275.01 | -100.0% |
| 7625 - Simpleview Data Base | 16,003.05 | 25,000.00 | -8,996.95 | -36.0% |
| 7641 · Promotional Materials | 5,082.69 | 4,971.71 | 110.98 | 2.2% |
| 7642 · Trade Shows 7642.0 · General Fund | 1,276.75 | 0.00 | 1,276.75 | 100.0% |
| 7642.1 Trade Show Travel | 1,598.20 | 0.00 | 1,598.20 | 100.0% |
| 7642 · Trade Shows - Other | 195.00 | 0.00 | 195.00 | 100.0% |
| Total 7642 · Trade Shows | 3,069.95 | 0.00 | 3,069.95 | 100.0% |
| 7643 · Website Hosting | 13,000.00 | 208.87 | 12,791.13 | 6,124.0% |
| 7644 · Printing and Reproduction | 2,574.98 | 1,285.98 | 1,289.00 | 100.2% |
| 7645 · Special Projects | | | | |
| 7649 Visitors Guide | 42,675.77 | 0.00 | 42,675.77 | 100.0% |
| Total 7645 · Special Projects | 42,675.77 | 0.00 | 42,675.77 | 100.0% |
| Total 7600 · Programs | 185,175.18 | 95,104.81 | 90,070.37 | 94.7% |
| 7620 · Meeting programs 8200 · Admin and General | 10,158.28 | 12,141.84 | -1,983.56 | -16.3% |
| 8202 · Accounting | 2,700.00 | 7.905.01 | -5,205.01 | -65.8% |
| 8203 - Rent | 21,391.51 | 14,877.10 | 6,514.41 | 43.8% |
| 8204 · Software | 1,044.96 | 1,380.36 | -335.40 | -24.3% |
| 8206 · Hardware | 3,065.67 | 0.00 | 3,065.67 | 100.0% |
| 8210 · Technology Repair & Maintenance | 0.00 | 5,545.38 | -5,545.38 | -100.0% |
| 8214 · Bank Service Charges | 139.70 | 221.50 | -81.80 | -36.9% |
| 8214.1 · Bank Fees - Square 8218 · Cash Over/Short | 12.96 281.51 | 0.00 | 12.96 | 100.0% |
| 8225 · Board Expenses | 2,755.33 | 0.00 3,547.35 | 281.51 -792.02 | 100.0% -22.3% |
| 8226 · Leased Equipment | 2,456.76 | 2,463.09 | -6.33 | -0.3% |
| 8230 · Dues/Subscriptions/Memberships | 5,508.04 | 8,116,30 | -2,608.26 | -32.1% |
| 8234 · Insurance | 3,578.30 | 5,657.20 | -2,078.90 | -36.8% |
| 8238 · Utilities | 1,696.73 | 1,180.37 | 516.36 | 43.8% |
| 8242 - Legal | 1,415.00 | 633,41 | 781.59 | 123.4% |
| 8244 · Janitorial/Cleaning | 876.13 | 714.60 | 161.53 | 22.6% |
| 8245 · Retirement Plan Fees/Admin 8247 · Office Supplies | 425.00 552.12 | 850.00 | -425.00 | -50.0% |
| 8248 · Postage and Delivery | 1,309.19 | 1,024.67 175.98 | -472.55 1,133.21 | -46.1% |
| 8250 - Storage | 918.18 | 918.17 | 0.01 | 643.9% 0.0% |
| 8251 - Misc. Office General | 180.50 | 1,322.02 | -1,141,52 | -86.4% |
| 8282 · Travel & Meetings | | , | ., | |
| 8282.10 Professional Development | 3,240.00 | 0.00 | 3,240.00 | 100.0% |
| 8282.11 · EL Hosted Events 8282.12 · Staff Travel | 383.97 | 0.00 | 383.97 | 100.0% |
| 8282.13 · Meetings | 1,839.04 | 0.00 | 1,839.04 | 100.0% |
| 8282.14 · Staff Employee Benefits | 654.29 484.54 | 0.00 0.00 | 654.29 484.54 | 100.0% |
| 8282 · Travel & Meetings - Other | 0.00 | 1,383.64 | -1,383 <i>.</i> 64 | 100.0% -100.0% |
| Total 8282 · Travel & Meetings | 6,601.84 | 1,383.64 | 5,218.20 | 377.1% |
| 8283 · Telephone/Internet | 7,580.64 | 7,218.17 | 362.47 | 5.0% |
| Total 8200 · Admin and General | 64,490.07 | 65,134.32 | -644.25 | -1.0% |
| 8900 · Misc Expense | 347.00 | 0.00 | 347.00 | 100.0% |
| Total Expense | 388,196.46 | 335,674.34 | 52,522.12 | 15.7% |
| Net Ordinary Income | -96,181.35 | -78,256.41 | -17,924.94 | -22.9% |

Explore Lawrence Inc Statement of Financial Income and Expenses For the Five Months Ended May 31, 2022 and 2021

| | Jan - May 22 | Jan - May 21 | \$ Change | % Change |
|---|--------------------|------------------|----------------|----------------|
| Other Income/Expense Other Income 9020 · Interest Income | 552.66 | 829.66 | -277.00 | -33.4% |
| Total Other Income | 552.66 | 829.66 | -277.00 | -33.4% |
| Other Expense 9510 · Depreciation 9530 · Interest Expense | 2,232.80 732.00 | 2,232.80 0.00 | 0.00 732.00 | 0.0% 100.0% |
| Total Other Expense | 2,964.80 | 2,232.80 | 732.00 | 32.8% |
| Net Other Income | -2,412.14 | -1,403.14 | -1,009.00 | -71.9% |
| Net Income | -98,593.49 | -79,659.55 | -18,933.94 | -23.8% |

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| | May 22 | Budget | Jan - May 22 | YTD Budget | Annual Budget |
|--|--------------------|----------------------|-----------------------|----------------------|------------------------|
| Ordinary Income/Expense Income | | | | | |
| 5000 · Guest Tax | 0.00 | 83,000.00 | 249,000.00 | 415.000.00 | 996.000.0 |
| 5100 · Visitors Guide | 0.00 | 2,083.33 | 23,884.00 | 10,416.69 | 25,000.0 |
| 5200 · Merchandise Sales 5300 · Carryover from LY Funds | 124.75 | 333.33 | 1,222.14 | 1,666.69 | 4,008.0 |
| 5500 · DMI | 0.00 0.00 | 18,083.33 | 0.00 | 90,416.69 | 217,000.0 |
| 5600 · Co-Op Marketing | 9.992.71 | · 1,000.00 250,00 | 3,000.00 | 5,000.00 | 12,000.0 |
| 5660 · DTN | 0.00 | 500.00 | 9,992.71 1,786.00 | 1,250,00 2,500.00 | 3,000.0 |
| 5700 · Miscellaneous Income | 0.00 | 116.67 | 3,130.26 | 583.35 | 6,000.0 1,400.0 |
| Total Income | 10,117.46 | 105,366.66 | 292,015.11 | 526,833.42 | 1,264,400.0 |
| Gross Profit | 10,117.46 | 105,366.66 | 292,015.11 | 526,833.42 | 1,264,400.0 |
| Expense | | | | | .,, |
| 7000 · Payroli Expense 7081 · Payroli | | | | | |
| 7061 · Payroll 7260 · Retirement Plan | 17,069.46 | 29,583.33 | 98,796.38 | 147,916.69 | 355,000.00 |
| 7065 · Health Insurance | 992.74 2.662.84 | 833.33 | 5,523.51 | 4,166.69 | 10,000.00 |
| 7070 · Incentive Program | 500.00 | 3,083.33 833.33 | 13,131.78 1,128.00 | 15,416.69 | 37,000.00 |
| 8264 · Payroll Processing Expenses | 0.00 | 000,05 | 843.78 | 4,166.69 | 10,000.00 |
| Total 7000 · Payroll Expense | 21,225.04 | 34,333.32 | 119,423.45 | 171,666.76 | 412,000.0 |
| 7100 · Payroll Tax Expense | | | | | |
| 7100.1 · FICA Expense | 1,344.07 | 2,000,00 | 7,708.76 | 10,000.00 | 24,000.00 |
| 7100.2 · FUTA Expense 7100.3 · SUTA Expense | 6.15 12.29 | 25.00 70.00 | 193.73 | 125.00 | 300.00 |
| Total 7100 · Payroll Tax Expense | 1,362.51 | | 699,99 | 350.00 | 840.00 |
| | 1,362.51 | 2,095.00 | 8,602.48 | 10,475.00 | 25,140.0 |
| 7600 - Programs 7601 - Advertising | | | | | |
| 7601.10 · Magazine | 785.00 | 1,160.42 | 8,983,80 | | |
| 7601.12 · Content | 150.00 | 1,137.50 | 1,050.00 | 5,802.10 5,687.50 | 13,925.00 |
| 7601.14 · Outdoor | 0.00 | 833.33 | 5,850.00 | 4,166.69 | 13,650.00 10,000.00 |
| 7601.15 · COOP Marketing Expense | 0.00 | 250.00 | 5,676.50 | 1,250.00 | 3,000.00 |
| 7601.2 · Design | 57.92 | 306.67 | 231.68 | 1,533.35 | 3,680.00 |
| 7601.21 • Opportunity Fund 7601.22 • Tracking | 5,100,00 | 2,083.33 | 15,594.65 | 10,416.69 | 25,000.00 |
| 7601.24 · New Technology | 0.00 | 850.00 500.00 | 3,394.00 | 4,250.00 | 10,200.00 |
| 7601.4 · Public Relations | 1,686.48 | 791,67 | 0.00 | 2,500.00 3.958.35 | 6,000.00 |
| 7601.6 · I-70 Distribution | 0.00 | 1,083.33 | 8,155.47 | 5,416.69 | 9,500.00 13,000.00 |
| 7601.8 · Digital | 29,020.46 | 12,250.00 | 44,536,25 | 61,250.00 | 147,000.00 |
| 7601.9 · Partner Media Buy Program | 0.00 | 333.33 | 0.00 | 1,666.69 | 4,000.00 |
| Total 7601 · Advertising | 36,799.86 | 21,579.58 | 95,188.61 | 107,898.06 | 258,955.00 |
| 7619 · Incentive Travel | | | | | |
| 7619.0 · General Fund | 254.54 | 250.00 | 254.54 | 1,250.00 | 3,000.00 |
| 7619.1 · Committed Incentives 7619.2 · New Business | 0.00 | 1,375.00 | 7,000.00 | 6,875.00 | 16,500.00 |
| 7619 · Incentive Travel - Other | 0.00 268.15 | 875.00 | 57.44 268.15 | 4,375.00 | 10,500.00 |
| Total 7619 · Incentive Travel | 522.69 | 2,500.00 | 7,580.13 | 12,500.00 | 30,000,00 |
| 7625 · Simpleview Data Base | 0.00 | | | | |
| 7641 · Promotional Materials | 0.00 | 1,291.67 | 16,003.05 | 6.458.35 | 15,500,00 |

Explore Lawrence Inc Statement of Income Budget Performance

For the One and Five Months Ended May 31, 2022

3:27 PM 06/10/22 Accrual Basis

Page 1

3:27 PM

06/10/22

Accrual Basis

Explore Lawrence Inc Statement of Income Budget Performance For the One and Five Months Ended May 31, 2022

| | May 22 | Budget | Jan - May 22 | YTD Budget | Annual Budget |
|--|---------------|-----------|--------------|------------------------|---------------|
| 7642 · Trade Shows | | | | | |
| 7642.0 · General Fund | 0.00 | 625.00 | 1,276.75 | 3,125.00 | 7,500.00 |
| 7642.1 • Trade Show Travel | 475.83 | 250.00 | 1,598.20 | 1,250.00 | 3,000.00 |
| 7642 · Trade Shows - Other | 195.00 | | 195.00 | 1,230.00 | 5,000.00 |
| Total 7642 · Trade Shows | 670.83 | 875,00 | 3,069.95 | 4,375.00 | 10.500.00 |
| 7643 · Website Hosting | | | | | - |
| 7644 · Printing and Reproduction | 0.00 31.84 | 2,166.67 | 13,000.00 | 10,833.35 | 26,000.00 |
| 7645 · Special Projects | 31.64 | 583.33 | 2,574.98 | 2,916.69 | 7,000.00 |
| 7648 - Bids | 0.00 | 2,083.33 | 0.00 | 10 110 00 | 05 000 GB |
| 7649 · Visitors Guide | 0.00 | 3,333.33 | 42,675.77 | 10,416.69 16,666,69 | 25,000.00 |
| | | | 42,073.77 | 10,000,09 | 40,000.00 |
| Total 7645 · Special Projects | 0.00 | 5,416.66 | 42,675.77 | 27,083.38 | 65,000.00 |
| Total 7600 · Programs | 42,718.31 | 35,662.91 | 185,175.18 | 178,314.83 | 427,955.00 |
| 7620 · Meeting programs | 250.00 | 3,333.33 | 10,158.28 | 16,666.69 | 40.000.00 |
| 8200 · Admin and General | | | | | |
| 8202 · Accounting | 700.00 | 1,250.00 | 2,700.00 | 6,250.00 | 15.000.00 |
| 8203 · Rent | 9,240.36 | 4,166.67 | 21,391.51 | 20,833.35 | 50,000.00 |
| 8204 · Software | 20.00 | 250.00 | 1,044.96 | 1,250.00 | 3,000.00 |
| 8206 · Hardware | 3,000.00 | 416.67 | 3,065.67 | 2,083.35 | 5,000.00 |
| 8210 · Technology Repair & Maintenance | 0.00 | 1,666.67 | 0.00 | 8,333.35 | 20,000.00 |
| 8214 · Bank Service Charges | 25.95 | 50.00 | 139,70 | 250.00 | 600.00 |
| 8214.1 · Bank Fees - Square | 2.63 | | 12.96 | | |
| 8218 · Cash Over/Short | 62.35 | | 281.51 | | |
| 8225 · Board Expenses | 0.00 | 366.67 | 2,755.33 | 1,833.35 | 4,400.00 |
| 8226 · Leased Equipment | 783.09 | 416.67 | 2,456.76 | 2,083.35 | 5,000.00 |
| 8230 · Dues/Subscriptions/Memberships | 509.13 | 1,250.00 | 5,508.04 | 6,250.00 | 15,000.00 |
| 8234 · Insurance | 259.06 | 1,000.00 | 3,578.30 | 5,000.00 | 12,000.00 |
| 8238 · Utilities | 281.31 | 500.00 | 1.696.73 | 2.500.00 | 6.000.00 |
| 8242 · Legal | 1,222.50 | 416.67 | 1,415,00 | 2,000.00 | 5,000.00 |
| 8244 - Janitorial/Cleaning | 240.00 | 208.33 | 876.13 | 1,041.69 | 2,500.00 |
| 8245 · Retirement Plan Fees/Admin | 0.00 | 183.33 | 425.00 | 916.69 | 2,200,00 |
| 8247 · Office Supplies | 111.83 | 458.33 | 552.12 | 2,291,69 | 5,500.00 |
| 8248 · Postage and Delivery | 0.00 | 685.42 | 1,309.19 | 3,427,10 | 8.225.00 |
| 8250 · Storage | 153.03 | 125.00 | 918,18 | 625.00 | 1,500.00 |
| 8251 · Misc. Office General | 0.00 | 208.33 | 180.50 | 1,041.69 | 2,500.00 |
| 8282 · Travel & Meetings | | | | | 2,000 |
| 8282.10 · Professional Development | 150.00 | 333.33 | 3,240.00 | 1,666.69 | 4,000.00 |
| 8282.11 · EL Hosted Events | 84.69 | 166.67 | 383.97 | 833.35 | 2,000.00 |
| 8282.12 - Staff Travel | 119.35 | 250.00 | 1,839.04 | 1,250.00 | 3,000.00 |
| 8282.13 · Meetings | 220.14 | 166.67 | 654.29 | 833.35 | 2,000.00 |
| 8282.14 · Staff Employee Benefits | 0.00 | 83.33 | 484.54 | 416.69 | 1,000.00 |
| Total 8282 · Travel & Meetings | 574.18 | 1,000.00 | 6,601.84 | 5,000.08 | 12,000.00 |
| 8283 · Telephone/Internet | 999.65 | 1,458.33 | 7,580.64 | 7,291.69 | 17,500.00 |
| Total 8200 · Admin and General | 18,185.07 | 16,077.09 | 64,490.07 | 80,385.73 | 192,925.00 |
| 8900 · Misc Expense | 347.00 | | 347.00 | | |
| Total Expense | 84,087.93 | 91,501.65 | 388,196.46 | 457,509.01 | 1,098,020.00 |
| Net Ordinary Income | -73,970.47 | 13,865.01 | -96,181.35 | 69,324.41 | 166,380.00 |
| Other Income/Expense Other Income | | | | | |
| 9020 · Interest Income | 141.50 | 83.33 | 552.66 | 416.69 | 1,000.00 |
| Total Other Income | 141.50 | 83.33 | 552.66 | 416.69 | 1,000.00 |
| | | | | | |

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3:27 PM 06/10/22

Accrual Basis

Explore Lawrence Inc Statement of Income Budget Performance For the One and Five Months Ended May 31, 2022

| | May 22 | Budget | Jan - May 22 | YTD Budget | Annual Budget |
|---|------------|---------------|--------------------|----------------------|----------------------|
| Other Expense 9510 · Depreciation 9530 · Interest Expense | 446.56 | 446.58 363.33 | 2,232.80 732.00 | 2,232.94 1,816.69 | 5,359.00 4,360.00 |
| Total Other Expense | 446.56 | 809.91 | 2,964.80 | 4,049.63 | 9,719.00 |
| Net Other Income | -305.06 | -726.58 | -2,412.14 | -3,632.94 | -8,719.00 |
| Net Income | -74,275.53 | 13,138.43 | -98,593.49 | 65,691.47 | 157,661.00 |

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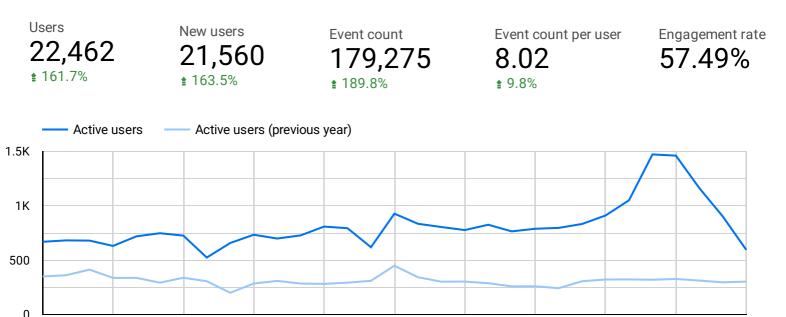


MAY MARKETING SUMMARY

May was highlighted by the Women in Travel Summit Influencer Trip, which brought three social media and travel influencers for two days of Unmistakable activities. Christine, Jeanine, and Sarah posted and continue to post about their time in Lawrence, reaching their audiences, which combined are 300,000+ people. The trip was highlighted by a sunset reception at the Nest on Ninth of the Oread Hotel with local woman elected officials, business owners, and local influencers. May also marked the return of the Kansas Food Truck Festival and the return of the Lawrence Busker Festival to Memorial Day weekend. Much of our advertising focused on those events in addition to a Spring Visitors Guide Push and the continued promotion of the Why Lawrence weekly video series.

EXPLORELAWRENCE.COM

Total website users for May were a **record-breaking** 22,462, a 12% increase from last month and 161.7% more than May of last year. 21,560 of the users were first-time visitors to the site. Each user averaged 8.02 "events" on the site, including pageviews, scrolls, link clicks, video views, etc.. The most viewed content in May was the Events Calendar, Eat Listings, Lawrence Busker Festival, Visitors Guide, and the Home Page.

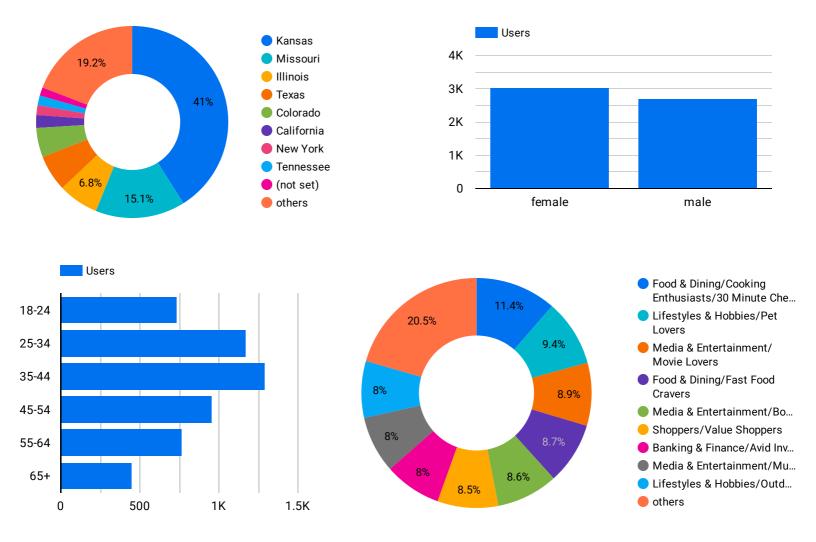


| | | | . | | | | | | | l'anna - | |
|-------|-------|-------|----------|--------|--------|--------|--------|--------|--------|----------|--|
| May 1 | May 4 | May 7 | May 10 | May 13 | May 16 | May 19 | May 22 | May 25 | May 28 | May 31 | |

| Event name | Active users 🔹 | Page title | Views • |
|---------------------|----------------|---|---------|
| session_start | 22,323 | Events Calendar - Unmistakably Lawrence | 15,721 |
| page_view | 22,306 | Eat - Unmistakably Lawrence | 6,818 |
| first_visit | 21,542 | Lawrence Busker Festival | 6,805 |
| user_engagement | 11,834 | Visitors Guide - Unmistakably Lawrence | 2,848 |
| scroll | 6,851 | Explore - Unmistakably Lawrence | 2,714 |
| click | 4,503 | See - Unmistakably Lawrence | 2,147 |
| view_search_results | 106 | Concerts & Live Music | 1,617 |
| video_start | 80 | Play - Unmistakably Lawrence | 1,593 |
| video_progress | 74 | Kiddos - Unmistakably Lawrence | 1,377 |
| file_download | 42 | Lawrence, Kansas Daily Deals. See what's on | 1,279 |

EXPLORELAWRENCE.COM USERS

In May explorelawrence.com users visited the most from Kansas, Missouri, Illinois, Texas, and Colorado. There were more female than male users in May. The majority of users were between the ages of 25-54. Users share interests in food and dining, pets, books, shopping, music, and the outdoors.



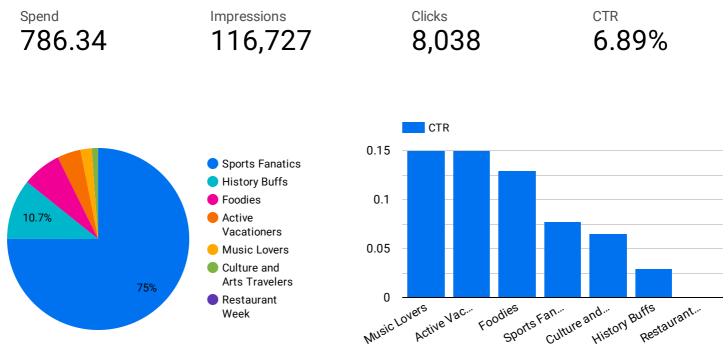
EXPLORELAWRENCE.COM ACQUISITION

The leading traffic channels were organic search, paid search, and organic social. The top sources of traffic were Google, Facebook, Datafy ad campaigns, bing, and yahoo.

| Session default channel grouping | Sessions • | Session source | Sessions • |
|----------------------------------|------------|-----------------|------------|
| Organic Search | 11,062 | google | 19,380 |
| Paid Search | 8,069 | (direct) | 2,754 |
| Organic Social | 3,134 | m.facebook.com | 1,417 |
| Direct | 2,754 | datafy | 1,164 |
| Display | 2,541 | lm.facebook.com | 546 |
| Referral | 469 | facebook.com | 408 |
| Unassigned | 134 | fb | 337 |
| Email | 65 | l.facebook.com | 326 |
| Organic Video | 12 | bing | 254 |
| | | yahoo | 135 |

SEARCH ENGINE MARKETING

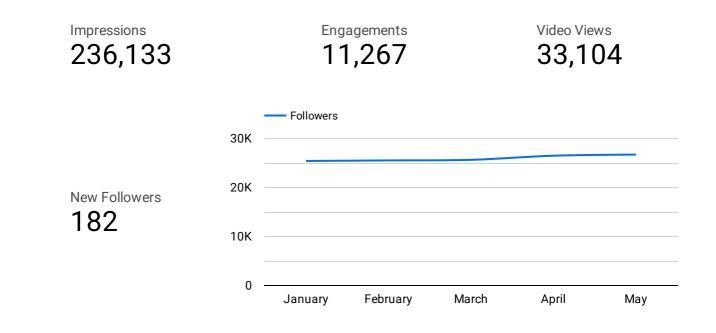
We changed how we are budgeting the personas in May. We've given Google more control of which traffic that's out there we're taking off the table. This way Google can favor certain personas at certain times instead of delivering the same budget to each persona. The result has been an increase in clicks of 106.37% month over month! And these clicks are better qualified with a 68.23% improvement in CTR month over month. In short, this campaign is performing well.



SOCIAL MEDIA

May social media activity on Twitter, Instagram, TikTok, and Facebook resulted in 182 new fans, 236,133 impressions, and 11,267 post engagements. The best performing content was Why Lawrence Videos, Women in Travel Summit Influencer content, Kansas Food Truck Festival, and Lawrence Busker Festival.

| Platform | Impressions | Engagements | Video Views 🔹 | New Followers |
|-----------|-------------|-------------|---------------|---------------|
| Facebook | 170,420 | 10,521 | 28,700 | 119 |
| Instagram | 55,087 | 576 | 2,081 | 29 |
| TikTok | 2,046 | 34 | 2,046 | 14 |
| Twitter | 8,580 | 136 | 277 | 20 |



YOUTUBE

Top videos in May on the eXplore Lawrence YouTube Channel were the vibe videos and Why Lawrence videos. These videos were advertised.

| Video Title | Views 🔹 |
|---|---------|
| Welcome to Unmistakably Lawrence, Kansas. :15 | 57,060 |
| Why Lawrence? Chloe at Munchers | 6,335 |
| Why Lawrence? Tom Harper of Lawrence Modern | 5,171 |
| Welcome to Unmistakably Lawrence, Kansas :30 | 4,247 |
| Welcome to Unmistakably Lawrence, Kansas | 3,188 |
| Why Lawrence? Nicole at Mutt Run Off-Leash Dog Park | 2,363 |
| The Cradle of Basketball HD | 1,005 |
| 2016 Downtown Men's Olympic Shot Put HD | 664 |
| Why Lawrence? Special Episode: Championship Edition | 458 |

ENEWS

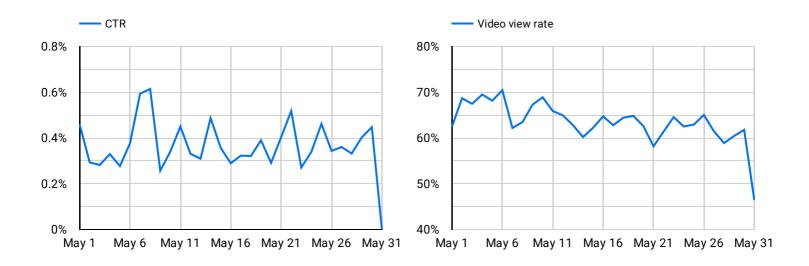
The May e-blast was sent to 4,330 recipients. 1,594 recipients opened the email, and 167 of those who opened it clicked on at least one link. The most popular content was the Live Music Blog, Event Calendar, and Douglas County Spring Farm Day.

| | Link | Clicks • |
|---------------|--------------------------------|----------|
| Recipients | Live Music Blog | 62 |
| 4,330 | Events Calendar | 42 |
| | Douglas County Spring Farm Day | 36 |
| Opens | Kansas Food Truck Festival | 26 |
| 1,594 | Famous Basketball Sites Tour | 23 |
| | Why Lawrence | 22 |
| | Open Air Art Market | 15 |
| Clicks 167 | Lawrence Busker Festival | 14 |
| 107 | Facebook | 14 |
| | Final Fridays | 13 |

GOOGLE DISPLAY AND VIDEO ADVERTISING

We used Goodle Display and Video advertising to drive traffic to explorelawrence.com to view or request a free Visitors Guide. We also ran two video campaigns driving video views to our Vibe and Why Lawrence videos on YouTube. These campaigns have resulted in 479k impressions, 1.74k clicks to our site and 75.7k video views.

| Campaign | Impressions • | Clicks | CTR | Video views | Video view rate |
|---------------------|---------------|--------|-------|-------------|-----------------|
| 2022 Visitors Guide | 360,089 | 1,684 | 0.47% | 0 | 0% |
| Vibe Videos | 88,322 | 53 | 0.06% | 61,148 | 69.23% |
| Why Lawrence | 30,384 | 5 | 0.02% | 14,544 | 47.87% |



TRIPADVISOR ADVERTISING

Ads promoting the Lawrence Busker Festival were displayed on TripAdvisor in May as people in our target markets were searching for things to do in Kansas. The advertising campaign resulted in 33,000 impressions and 27 clicks to the site.

| Campaign 🔹 | Impressions | Clicks | CTR |
|-------------|-------------|--------|-------|
| Busker Fest | 33300 | 27 | 0.08% |

SOCIAL MEDIA ADVERTISING

Ads on Facebook and Instagram promote the Lawrence Visitors Guide, Lawrence Busker Festival, Lawrence Food Truck Festival, the Live Music Blog, and Why Lawrence. The ads resulted in 278,762 impressions, 3,265 clicks, and 20,533 video views of at least 15-seconds.

| Campaign 🔹 | Impressions | Clicks | CTR | Video ThruPlays | Video ThruPlay Rate |
|--------------------------|-------------|--------|-------|-----------------|---------------------|
| Why Lawrence | 33,540 | 651 | 0.65% | 20,533 | 61.22% |
| Visitors Guide | 101,714 | 651 | 0.92% | null | null |
| Live Music Blog | 27,153 | 308 | 1.95% | null | null |
| Lawrence Busker Festival | 85,224 | 1,712 | 3.04% | null | null |
| Kansas Food Truck Fest | 4,055 | 10 | 4.3% | null | null |
| Kansas Food Truck Fest | 26,009 | 519 | 5.59% | null | null |

DATAFY ADVERTISING

We used the Datafy advertising platform to promote the Why Lawrence campaign, our Visitors Guide, and the Lawrence Busker Festival in May. These campaigns have resulted in 566k impressions, 871 clicks to our site, and a video completion rate of 84% for the month. These ads also resulted in visits to Lawrence (attribution). Of those who saw our ads from at least 10 miles away from Lawrence, 343 visited Lawrence, 108 visited Downtown Lawrence, and 21 visited Lawrence hotels. Considering an average daily hotel rate of \$100 and an average daily spend of \$50, the estimated revenue generated from those visitors is \$32,450, a 7.16:1 return on investment.

| Campaign | Impression | s Clicks | CTR | Video | View Completion Rate (VCR) |
|---------------------|------------|----------------------|------------|-----------|---|
| Why Lawrence | 36678 | 34 | 0.09% | 84.40% | |
| Visitors Guide | 203239 | 331 | 0.16% | null | |
| Busker Festival | 326162 | 506 | 0.16% | null | |
| Attribution C 343 | ity | Attribution Downtown | Attributic | on Hotels | Estimated Revenue Generated \$32,450.00 |

DATAFY

Datafy is a tool that gives us insight into visitors to Lawrence: where they are visiting while here, how long they stay, where they come from, and more.

THE FULL MAY DATA HAS NOT COME IN YET. BELOW IS THE APRIL DASHBOARD

There were 95,412 unique visitors from more than 50 miles away to Lawrence in April. They spent 360,166 visitor days in Lawrence and stayed an average of 2.518 days. We have seen more visitors to Lawrence from within Kansas this year than we have since this data begins in 2018. Top points of interest in April for visitors were Downtown, Lawrence Hotels, Sports sites, restaurants, and the outdoors.



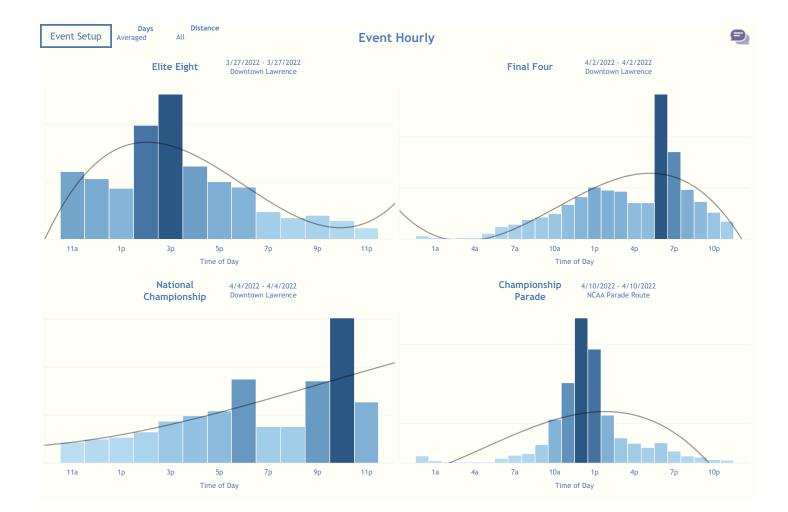
Event Report

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| Elite Eight | Final Four | National Championship | Championship Parade |
|---------------------------|---------------------------|--------------------------------|------------------------------|
| 3/27/2022 - 3/27/2022 | 4/2/2022 - 4/2/2022 | 4/4/2022 - 4/4/2022 | 4/10/2022 - 4/10/2022 |
| Downtown Lawrence | Downtown Lawrence | Downtown Lawrence | NCAA Parade Route |
| Event 1 Title | Event 2 Title | Event 3 Title | Event 4 Title |
| Elite Eight | Final Four | National Championship | Championship Parade |
| Elite Eight Location | Final Four Location | National Championship Location | Championship Parade Location |
| POIs | POIs | POIs | POIs |
| Downtown Lawrence | Downtown Lawrence | Downtown Lawrence | NCAA Parade Route |
| Elite Eight Dates | Final Four Dates | National Championship Dates | Championship Parade Dates |
| Starting Date Ending Date | Starting Date Ending Date | Starting Date Ending Date | Starting Date Ending Date |
| 3/27/2022 3/27/2022 | 4/2/2022 4/2/2022 | 4/4/2022 4/4/2022 | 4/10/2022 4/10/2022 |









Sales Team Board Report, May 2022



Lead Production -

• 1 Lead was generated in May (Room Nights: 65/ ERR: \$10,335) out of those leads- this lead was a new account for eXplore Lawrence.

Definite Leads booked in the year for the year of '22 (see chart below)

| Count | SUM: |
|-------|---|
| 1 | 65 |
| 1 | 210 |
| 1 | 245 |
| 1 | 100 |
| 1 | 60 |
| 2 | 680 |
| 1 | 40 |
| 1 | 1197 |
| 1 | 65 |
| 10 | 2662 |
| | 1 1 1 1 2 1 1 1 1 |

<u>Service efforts</u> are all groups that eXplore Lawrence Sales is actively working with on service needs for their upcoming event/conference needs.

Fur Takers of America 54th Rendezvous KC Pre Nationals Volleyball Tournament Prince Hall Lodge Conference University of Kansas Department of Humanities AASHTO

Sales Team Highlights

- Currently sitting at 20% of our lead goal for 2022 of bringing in 65 leads.
- 10 of the 65 leads that have been sourced through eXplore Lawrence Sales have been turned definite in the year for the year of '22.
- \$423,258 in estimated definite room revenue generated for Lawrence hotels; 2662 estimated room nights
- Attended the MPI St. Louis Education Conference in STL May 16-18th, 2022, while in STL met with a few meeting planners who are independent planners and have a portfolio of different clients. We discussed planning a Kansas state update event in STL and inviting planners to the event. The event cost would be split up between other CVBs in Kansas. Kendra is going to reach out to other CVBs to start the convo.
- Attended the MPI education event regarding the MCI airport update.
- Attended the VisitKC annual tourism update event in downtown KC in which VisitKC gives an update on the tourism impact their organization has had in the past year.
- Coordinated and delivered graduation banners and welcome bags to all the hotels in Lawrence, KS for KU Graduation.

Sales Team Board Report, May 2022



- Met with Sports Kansas collation to discuss upcoming TEAMS trade show, which will be in Oklahoma City, OK. Kendra plans to attend and represent eXplore Lawrence. This show is held annually and is a networking trade show with sports rights holders appointments with RFP opportunities. Kendra went last year with the group Sports Kansas in Atlantic City, New Jersey. All discussed the upcoming Sports ETA trade show coming to Kansas City next May. This show was rescheduled from the 2020 convention in which eXplore Lawrence paid the dues to attend the show, but the convention was canceled due to COVID19 and rescheduled for 2023.
- Shrine Bowl Discussion- intent to bid will come in mid June, early July. If eXplore Lawrence intents to bid the submission needs to be submitted by end of July, early August. Proposals will be due Fall of '22, then presentation to the committee will be held in Nov/Dec '22 and announcement of awards will be early '23. RFP bid is for '24 & '25 location.



May 28, 2022 To: Lindsay Hart CC: Derek Rogers From: Kim Anspach Re. eXplore Lawrence – Second Quarterly Payment

eXplore Lawrence is pleased to see that our 2019 benchmarks of Transient Guest Tax Collections, Occupancy, Average Daily Rate, and Room Revenue are consistently being met and exceeded.

I respectfully request that the city's second quarterly budget allocation of \$249,000 be made to eXplore Lawrence for convention and visitors bureau operations.

Let me know if you have any questions

Síncerely,

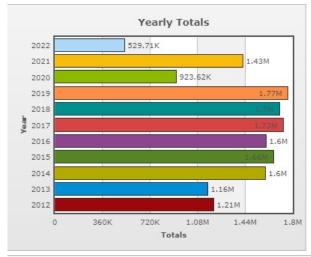
Kím Anspach

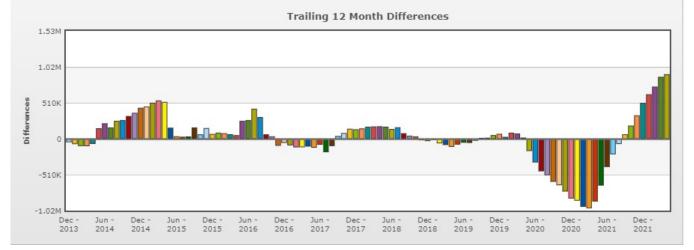
Kim Anspach Executive Director eXplore Lawrence



| Month | 2012 | 2013 | 2014 | 2015 | 2016 | 2017 | 2018 | 2019 | 2020 | 2021 | 2022 | 2021/2022 % change |
|-----------------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|---------|-----------|---------|-----------------------|
| January | 57,788 | 75,379 | 65,431 | 73,828 | 101,382 | 93,738 | 98,184 | 118,323 | 95,446 | 41,690 | 111,162 | 166.64% |
| February | 64,806 | 69,236 | 46,262 | 77,086 | 99,205 | 94,007 | 113,533 | 84,797 | 115,542 | 58,116 | 108,425 | 86.57% |
| March | 87,533 | 80,486 | 71,663 | 95,280 | 105,298 | 116,791 | 132,019 | 123,763 | 103,118 | 61,061 | 158,537 | 159.64% |
| Qtr 1 | 210,127 | 225,101 | 183,356 | 246,194 | 305,885 | 304,536 | 343,736 | 326,883 | 314,106 | 160,867 | 378,124 | 135.05% |
| April | 70,550 | 74,396 | 109,986 | 124,152 | 124,594 | 134,997 | 147,412 | 133,185 | 61,358 | 87,896 | 151,582 | 72.46% |
| May | 150,761 | 123,298 | 308,157 | 126,642 | 147,762 | 152,491 | 152,041 | 184,797 | 37,870 | 116,471 | 0 | |
| June | 107,760 | 126,460 | 215,298 | 183,250 | 161,930 | 183,216 | 171,487 | 185,634 | 38,022 | 154,237 | 0 | |
| Qtr 2 | 329,071 | 324,154 | 633,441 | 434,044 | 434,286 | 470,704 | 470,940 | 503,616 | 137,250 | 358,604 | 151,582 | 72.46% |
| July | 145,312 | 151,194 | 97,830 | 37,085 | 138,574 | 133,188 | 152,087 | 168,245 | 58,308 | 127,254 | 0 | |
| August | 98,698 | 71,944 | 139,165 | 211,166 | 164,378 | 204,992 | 161,411 | 149,099 | 78,147 | 154,104 | 0 | |
| September | 81,238 | 83,284 | 95,602 | 235,022 | 128,957 | 155,957 | 148,506 | 170,578 | 102,374 | 161,468 | 0 | |
| Qtr 3 | 325,248 | 306,422 | 332,597 | 483,273 | 431,909 | 494,137 | 462,004 | 487,922 | 238,829 | 442,826 | 0 | |
| October | 101,090 | 126,849 | 211,198 | 197,756 | 156,868 | 157,890 | 148,412 | 140,822 | 83,871 | 150,112 | 0 | |
| November | 134,366 | 88,763 | 88,345 | 177,325 | 142,512 | 167,915 | 147,600 | 164,907 | 93,603 | 167,993 | 0 | |
| December | 106,266 | 90,707 | 146,836 | 119,115 | 131,421 | 136,028 | 130,316 | 142,582 | 55,963 | 145,672 | 0 | |
| Qtr 4 | 341,722 | 306,319 | 446,379 | 494,196 | 430,801 | 461,833 | 426,328 | 448,311 | 233,437 | 463,777 | 0 | |
| Year Totals: | 1,206,168 | 1,161,996 | 1,595,773 | 1,657,707 | 1,602,881 | 1,731,210 | 1,703,008 | 1,766,732 | 923,622 | 1,426,074 | 529,706 | 112.94% |

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







APRIL 2022 LODGING REPORT

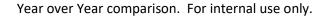
eXplore Lawrence has contracted with STR, Inc., a leading lodging industry research company, to provide monthly and annual lodging data for Lawrence, Kansas. The following report provides an analysis of the city.

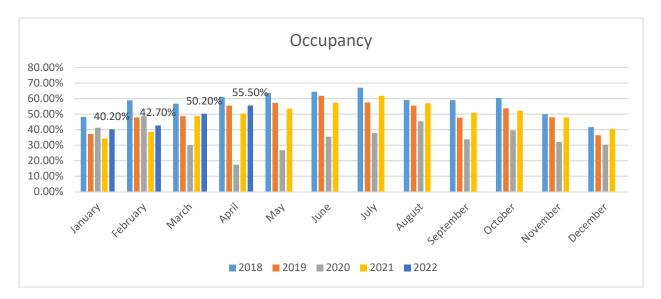
There are six major areas of analysis contained in this report:

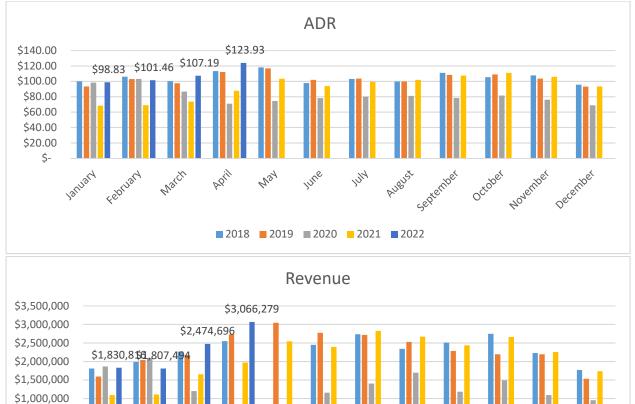
- 1) Occupancy Percent: Reflects the percentage of rooms occupied
- 2) Average Daily Rate (ADR): Reflects the average rate paid for rooms sold
- 3) RevPAR: Reflects the revenue per available room
- 4) Room Supply: Reflects the number of rooms available
- 5) Room Demand: Reflects the number of rooms sold

6) Room Revenue: Reflects the amount of revenue collected









September

AUBUST

MUN

November

october

December

\$500,000 \$0

February

March

APril

Max

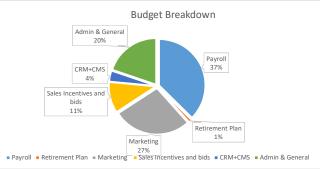
June

■ 2018 ■ 2019 ■ 2020 ■ 2021 ■ 2022

January

Explore Lawrence Inc 2023 Budget Proposal

| | TOTAL | | | |
|------------------------------------|--------------|-----|------|--------|
| | Jan - Dec 22 | | | |
| | Jan - Dec 22 | | | |
| Ordinary Income/Expense | | | | |
| Income | | | | |
| 5000 · Guest Tax | 1,200,000.00 | | | |
| 5100 · Visitors Guide | 25,000.00 | | | |
| 5200 · Merchandise Sales | 4,000.00 | | | |
| 5500 · DMI | 12,000.00 | | | |
| 5600 · Co-Op Marketing | 10,000.00 | | | |
| 5660 · DTN | 0.00 | | | |
| 5700 · Miscellaneous Income | 0.00 | | | |
| Total Income | 1,251,000.00 | | | |
| Gross Profit | 1,251,000.00 | | | |
| Expense | , . , | | | |
| 7000 · Payroll Expense | | | Payr | roll 🛛 |
| 7081 · Payroll | 415,000.00 | | | |
| 7260 · Retirement Plan | 11,000.00 | | | |
| 7065 · Health Insurance | | | | |
| | 50,000.00 | | | |
| 7070 · Incentive Program | 15,000.00 | | | |
| Total 7000 · Payroll Expense | 491,000.00 | | | |
| 7100 · Payroll Tax Expense | | | | |
| 7100.1 · FICA Expense | 0.00 | | | |
| 7100.2 · FUTA Expense | 0.00 | | | |
| 7100.3 · SUTA Expense | 0.00 | | | |
| Total 7100 · Payroll Tax Expense | 0.00 | | | |
| 7600 · Programs | | | | |
| 7601 · Advertising | | | | |
| 7601.10 · Magazine | 14,000.00 | | | |
| 7601.12 · Content | 25,000.00 | | | |
| 7601.14 · Outdoor | 0.00 | | | |
| 7601.15 · COOP Marketing Expense | 10,000.00 | | | |
| 7601.2 · Design | 4,000.00 | | | |
| 7601.21 · Opportunity Fund | 30,000.00 | | | |
| 7601.22 · Tracking | 26,000.00 | FIC | | |
| 7601.24 · New Technology | 0.00 | 2.0 | | |
| 7601.4 · Public Relations | 20,000.00 | | | |
| 7601.6 · I-70 Distribution | 0.00 | | | |
| 7601.8 · Digital | 175,000.00 | | | |
| · | 0.00 | | | |
| 7601.9 · Partner Media Buy Program | | | | |
| Total 7601 · Advertising | 304,000.00 | | | |
| 7619 · Incentive Travel | | | | |
| 7619.0 · General Fund | 5,000.00 | | | |
| 7619.1 · Committed Incentives | 16,500.00 | | | |
| 7619.2 · New Business | 10,500.00 | | | |
| Total 7619 · Incentive Travel | 32,000.00 | | | |
| 7625 · Simpleview Data Base | 15,000.00 | | | |
| 7641 · Promotional Materials | 20,000.00 | | | |
| 7642 · Trade Shows | | | | |
| 7642.0 · General Fund | 10,000.00 | | | |
| 7642.1 · Trade Show Travel | 7.000.00 | | | |
| Total 7642 · Trade Shows | 17,000.00 | | | |
| 7643 · Website Hosting | 26,000.00 | | | |
| 7644 · Printing and Reproduction | 7,500.00 | | | |
| | 7,500.00 | | | |
| 7645 · Special Projects | 05 000 | | | |
| 7648 · Bids | 25,000.00 | | | |
| 7649 · Visitors Guide | 45,000.00 | | | |
| Total 7645 · Special Projects | 70,000.00 | | | |
| Total 7600 · Programs | 478,583.33 | | | |
| | | | | |



| Payroll | 415,000.00 |
|---------------------------|------------|
| Retirement Plan | 11,000.00 |
| Marketing | 304,000.00 |
| Sales Incentives and bids | 119,000.00 |
| CRM+CMS | 41,000.00 |
| Admin & General | 219,725.00 |
| | |

| 0.00 |
|------------|
| 304,000.00 |
| |
| |
| 5,000.00 |
| 16,500.00 |
| 10,500.00 |
| 32,000.00 |
| 15,000.00 |
| 20,000.00 |
| 20,000.00 |
| |
| 10,000.00 |
| 7,000.00 |
| 17,000.00 |
| 26,000.00 |
| 7,500.00 |
| 7,500.00 |
| |
| 25,000.00 |
| 45,000.00 |
| 70,000.00 |
| 478,583.33 |
| |

Explore Lawrence Inc 2023 Budget Proposal

| | | TOTAL |
|--|-----|--------------|
| | | an - Dec 22 |
| 7620 · Meeting programs | | 45,000.00 |
| 8200 · Admin and General | | |
| 8202 · Accounting | | 15,000.00 |
| 8203 · Rent | | 60,000.00 |
| 8204 · Software | | 3,000.00 |
| 8206 · Hardware | | 5,000.00 |
| 8210 · Technology Repair & Maintenance | | 20,000.00 |
| 8214 · Bank Service Charges | | 600.00 |
| 8225 · Board Expenses | | 4,500.00 |
| 8226 · Leased Equipment | | 5,500.00 |
| 8230 · Dues/Subscriptions/Memberships | 16(| 15,000.00 |
| 8234 · Insurance | | 12,000.00 |
| 8238 · Utilities | | 6,000.00 |
| 8242 · Legal | | 5,000.00 |
| 8244 · Janitorial/Cleaning | | 2,500.00 |
| 8245 · Retirement Plan Fees/Admin | | 2,400.00 |
| 8247 · Office Supplies | | 5,500.00 |
| 8248 · Postage and Delivery | | 8,225.00 |
| 8250 · Storage | | 1,500.00 |
| 8251 · Misc. Office General | | 2,500.00 |
| 8282 · Travel & Meetings | | |
| 8282.10 · Professional Development | | 10,000.00 |
| 8282.11 · EL Hosted Events | | 7,000.00 |
| 8282.12 · Staff Travel | | 5,000.00 |
| 8282.13 · Meetings | | 3,000.00 |
| 8282.14 · Staff Employee Benefits | _ | 2,000.00 |
| Total 8282 · Travel & Meetings | | 27,000.00 |
| 8283 · Telephone/Internet | _ | 17,500.00 |
| Total 8200 · Admin and General | | 219,725.00 |
| Total Expense | | 1,234,308.33 |
| Net Ordinary Income | | 16,691.67 |
| Other Income/Expense | | |
| Other Income | | |
| 9020 · Interest Income | _ | 1,000.00 |
| Total Other Income Other Expense | | 1,000.00 |
| | | |
| 9510 · Depreciation | | 5,359.00 |
| 9530 · Interest Expense | | 4,360.00 |
| Total Other Expense | _ | 9,719.00 |
| Net Other Income | | -8,719.00 |
| Net Income | _ | 7,972.67 |

Budget Breakdown