



**eXplore Lawrence Board Meeting Agenda**

**Thursday 5/4/23**

**4 P.M. Carnegie Building Conference Room**

1. Approval of Minutes – March Meeting + April 19 special meeting
2. Financials
3. Staff and Executive Director Reports
4. Governance Documents
  - Ordinance
  - By-Laws
  - Operating and Funding Agreement
5. May Meeting Date

Explore Lawrence  
March 3/30/23  
4:00pm  
Carnegie Building, Lawrence,KS

Members Present: Heidi Champagne, Ivan Simac, Mike Logan, Drew Gashler, David Hoyab (virtual), Peter Bobkowski, Kathy Gerstner, Porter Arneill, guest Tina Tourillott

Staff Present: Kim Anspach, Laura Carbrey, Amy Schmidt Cowardin

Before the call to order, Peter Bobkowski, professor at KU and the current Local University/Educational Institution board representative for Explore Lawrence, announced he has taken a new job at Kent State in OH. This was followed by the introduction of Tina Tourillott, an instructor at Haskell, visiting as a possible replacement for the upcoming open board position.

Meeting held in the lower level of Carnegie Building.

1. Meeting called to order and Approval of Minutes – February 2023 Board Minutes
  - a. Heidi moved to approve minutes and seconded by Ivan.
  - b. Motion to approve was for in February in person meeting and also subsequent Zoom meeting
2. Introductions
3. Financial Report (Kim Anspach)
  - a. Kim and Anthea met and went over financials during the previous week.
  - b. Movement of funds authorized by the board in February was completed. Checking is now operating funds, Money market is Bid Fund, and Reserve Fund separate from everything else.
  - c. Pacing well in regards to spending
  - d. Received first quarter allocation of \$348,000 from City of Lawrence and was deposited this March. \$48,000 of that was bid fund. Moving forward, quarterly allocations will be \$300,000.
  - e. Announced that EIDL loan has been paid in full
4. Staff Reports
  - a. Marketing & Visitor Center Report (Kim Anspach)
    - February focused on launching new content and marketing strategy
    - No major digital campaign in Feb, so good month to look at organic traffic to website. Focused on Passports, and launching new blog content.
    - 3 new local experts blogging for EL: Bob Dinsdale, Fally Afani, and Kelly Barth
    - Looking for Foodie Expert.
    - Regarding organic traffic to the website, 7.5% increase compared to last year. Page views up 15.3%. Kim went over most viewed content
    - Bucket List ends this month (March) and currently working on Summer Fun Pass
    - Increased in Visitor Center foot traffic in February compared to same time last year. Sales similar for Jan & Feb 2023, but more than double compared to 2022.

-135 new events added to Calendar of Events in February 2023. The Visitor Center gave lots of referrals. Looking to keep better track of referrals and send a report at the end of year to our member/partners.  
-Calley creating great environment in Visitor Center

b. Sales Report (Laura Carbrey):

-Currently at 37% of goal for the year and 50% of estimated room revenue.  
-Lots of leads from CVENT (not "qualified" leads) where we are tagged as viewers, but not asked for proposals. Tentative meeting with CVENT on 4/11.  
-Can see what places in KC are bidding since included on the leads, so Laura is sending email back to planners saying "why not Lawrence?" to promote what we have and say please consider us.  
-February 2022 was a very busy month for sales with lots of tours/visits.  
-Laura was part of the process to hire Laura Hamilton for Jayhawk Hospitality.  
-Reviewed events that happened in Lawrence in February  
-Went over upcoming events: MLS Series 2, KU PowWow, 100th KU Relays, WNIT, KU Baseball, KU Softball, Moms Weekends, Sports Pavillion is booked, Bowlers  
-Went over new Incentives. Will be doing separate incentives for Sun thru Thursday, and another one for Friday and Saturday. This will be for New Business and for Reclaiming Lost Business. Reviewed known challenges ahead.  
-Kathy asked where money comes from for incentives and that was explained it comes from incentive fund.  
-Laura explained Incentive Programs in detail. SUN thru THURSDAY: Room blocks qualifications, contracts must be signed, % EL will offer back on rooms (after pickup report finalized), Services/support/information from Explore Lawrence. FRIDAY & SATURDAY: Basically the same but must book at least 30 rooms to get 3% back. Focus on selling Lawrence, not selling the discounts

c. Executive Director (Kim Anspach)

-Visitor Center Work Bid due to changes needed. Bid will cover 3 different scopes: 1) ADA improvements (front door & bathroom door) 2) Moving welcome desk to back to create open in front 3) Custom cabinets put under windows for storage at window level.  
-ADA accessibility is most important and also most expensive  
-Working on Attraction Development grant due 3/31/23. Is a 40% reimbursement grant. Even if EL gets the grant, EL will still have to reallocate funds to make it work. ADA needs are a must. Can push the other items back to next year.  
-Mike clarified that EL not asking board to take action at this time EL is just keeping board informed until find out if awarded grant.  
-Kim stressed EL wants to find a way to do ADA accessibility this year no matter what, but not no need to ask to reallocate funds until find out if or what getting from grant.  
-Kim wrote letters of support for SPRINT Grant (copies included in board packet) for the following: Theatre Lawrence, Watkins History Museum, Lecompton History Museum, and Lumberyard Arts Center.  
-TGT Pacing going well this year. First 2 months have been higher than the 2022 collections. 34% above last year.

- STR report is looking good for 2023. Occupancy, ADR, and revenue all up.
- Kim advised working through drafts of the strategic plan with Executive Leadership and Directors. Will send out a second draft for board review soon.

5. Discussion of Explore Lawrence By-laws, Operating Agreement & Funding Agreement

- Discussion of plan to submit changes to all 3 documents to the City of Lawrence at once, as usually goes at the end of April or early May
- Per suggestion of Coneflower Consulting, the board agreed the best thing to try and get the city into a 3 year agreement versus annually. Result should be EL working on mission and output, and not spending valuable time and money going through the process with the city every year.
- Coneflower suggested increasing the number of seats on board. Kim is looking for feedback on how to allocate seats. Coneflower suggested possible seats from certain industries. Various suggestions were made in regards to where the seats might come. Need to add 2 or more, up to 9 or 11 voting members.
- Coneflower also suggested EL request a percentage based funding agreement from the city, in contrast to the current line item budget request. Suggested to request 7-10% for bid funds, and 70% of transient guest tax (looking to 2022).
- Coneflower suggested that Explore Lawrence develop an Advisory Board that would meet biannually and give advice on community engagement, to get activation from others outside of board members, cast net outside of regular board meetings.
- Kathy advised the Chamber of Commerce is also trying to move to a 3 year agreement with the City.

6. Mike asked if motion to adjourn meeting

- Heidi made a motion to adjourn and Peter seconded it.

Explore Lawrence  
Special Governance Board Meeting  
Wednesday April 19th  
Carnegie Building, Lawrence, KS

Members Present: Mike Logan, Peter Bobkowski, Kathy Gerstner, Drew Gashler, Anthea Scouffas, Ivan Simac (virtual), Amber Sellers (virtual), Derek Rogers (virtual)

Staff Present: Kim Anspach, Amy Schmidt Cowardin

Call To Order 4:04pm.  
All in attendance have copy of all existing documents

Mike Logan, Board President called meeting to order and announced reason for meeting to discuss:

- Agreement Of Services with City of Lawrence,
- Ordinance No. 9731 with the City of Lawrence
- City of Lawrence, KS and Explore Lawrence Governing Board Bylaws
- Funding Agreement with the City of Lawrence (Agreement for the use of City Transient Guest Tax Funds)

Mike stated documents executed in 2016 have not been changed since.  
Kim corrected stating the bylaws were updated when added Tourism seat (did not specify date).

Mike requested that all in attendance give advice, suggestions, and their expertise in regards to what items or wording in documents are outdated and should be updated. Mike reiterated that in past strategic planning sessions this was something that kept coming up and now needed to be completed.

- 1) Agreement Of Services Between The City of Lawrence, KS and Explore Lawrence, to Operate the Lawrence Convention and Visitors Bureau
  - a) Discussion to change budge number in Section 3, Paragraph 2 to higher amount (\$20,000)
  - b) Discussion to change/extend time that Explore Lawrence must provide the City with a monthly listing of all expenditures within 20 days of the close of each month as this feels unreasonable and is not reflected in current practice. Difficult to get financials within 20 days of the end of each month. Discussion of possibility to be more specific in what is reported and synthesize a quarterly report.
  - c) Discussion that the goal is to take multiple outdated documents/contracts and replace these with one cohesive updated document/contract that combines the Agreement of Services Rendered AND the Agreement for Use of City Transient Guest Tax Funds. Another goal is that this can be a multi-year contract instead of an annual one, and have City agree to this.
  - d) Will provide reasons and documentation why multi year agreement is important to a destination marketing organization like Explore Lawrence.

- e) Discussion to ask City for 70% of TGT Collection for Operations on Explore Lawrence and 10% TGT Collection to Bid Fund (with rollover). These percentages align with cities similar to Lawrence and its goals. Kim states numbers are within 2-5% of what Explore Lawrence has historically received from TGT Collections (per 10 year look back). Explore Lawrence is the entity responsible for generating the TGT.
  - f) Discussion in regards Section 4, Article B of Agreement for Use of City TGT Funds . Kim requested the final report due date be changed to the end of 1st quarter, March 31st instead of February 15th.
- 2) Ordinance No. 9731 and City of Lawrence/Explore Lawrence Governing Board Bylaws.
- a) Discussion of proposed changes to ordinance and bylaws regarding composition of board member seats (types of industries that hold seats) and the number of seats.
  - b) Recommendation to change Ordinance No. 9731, 1-2001: Change number of voting seats to 11, and maintain 4 seats *ex-officio* non-voting seats. (No less than 9, no more than 15).
  - c) Discussion that the point of changing the number of board members is in order to create a more diverse board and what types of industries can be added to fulfill that goal.
  - d) Discussion regarding the definition of “at-large” member.
  - e) Discussion to add a specific category of restaurateur for as a voting board member.
  - f) Discussion that the quorum for meetings will need to increase if the number of voting seats increase. Quorum should be 50% plus one, in attendance. Therefore, 1-2004 of Ordinance No. 9731 will need to be changed in accordance with the change of the number of voting seats to 11. Kathy pointed out that in the Bylaws, it already states in Article 5, Section 4 that a quorum shall consist of majority of members of board, different language than in Ordinance – again reiterating why the multiple documents/contracts between the City and Explore Lawrence need to be consolidated for consistency of language and to get rid of redundancy.
- 3) Goal now to take notes from this meeting and synthesize into one set of changes, then review and vote on everything at the next board meeting. Mike advised he is happy to meet with board members to correct and verify document language so it is complete.

Mike asked if there is a motion to adjourn the meeting

-Anthea moved to adjourn meeting

-Peter seconded the motion

**EXPLORE LAWRENCE INC**  
**Statement of Financial Position**  
As of March 31, 2023

	Mar 31, 23
<b>ASSETS</b>	
Current Assets	
Checking/Savings	
1020 · US Bank Checking	390,040.81
1030 · US Bank Money Market	48,039.71
1050 · Reserve Fund	300,355.64
1060 · Petty Cash	215.00
Total Checking/Savings	738,651.16
Other Current Assets	
1216 · Due from US Bank CC	235.50
Total Other Current Assets	235.50
Total Current Assets	738,886.66
Fixed Assets	
2200 · Leasehold Improvement	107,174.01
2500 · Accumulated Depreciation	-22,774.50
Total Fixed Assets	84,399.51
Other Assets	
1225 · Deposits	3,100.00
Total Other Assets	3,100.00
<b>TOTAL ASSETS</b>	<b>826,386.17</b>
<b>LIABILITIES &amp; EQUITY</b>	
Liabilities	
Current Liabilities	
Accounts Payable	
3000 · Accounts Payable	34,703.34
Total Accounts Payable	34,703.34
Credit Cards	
2109 · Credit Card - US Bank 2981	-2,510.72
Total Credit Cards	-2,510.72
Other Current Liabilities	
3100 · Payroll Liabilities	
3105 · Accrued Payroll	13,560.59
3110 · Federal & FICA Payable	1,061.95
3111 · KS Withholding Payable	554.00
3112 · FUTA Payable	244.04
3113 · KS SUTA Payable	564.25
3114 · Health Insurance Payable	-4,396.94
Total 3100 · Payroll Liabilities	11,587.89
3300 · Sales Tax Payable	60.88
Total Other Current Liabilities	11,648.77
Total Current Liabilities	43,841.39
Total Liabilities	43,841.39
Equity	
4100 · Beginning Fund Balance	759,386.23
Net Income	23,158.55
Total Equity	782,544.78
<b>TOTAL LIABILITIES &amp; EQUITY</b>	<b>826,386.17</b>

**EXPLORE LAWRENCE INC**  
**Statement of Financial Income and Expenses**  
For the One Months Ended March 31, 2023 and 2022

	Mar 23	Mar 22	\$ Change	% Change
<b>Ordinary Income/Expense</b>				
Income				
5000 · Guest Tax	348,000.00	249,000.00	99,000.00	39.8%
5200 · Merchandise Sales	297.81	708.46	-410.65	-58.0%
5600 · Co-Op Marketing	10,769.22	0.00	10,769.22	100.0%
5700 · Miscellaneous Income	170.00	0.00	170.00	100.0%
<b>Total Income</b>	<b>359,237.03</b>	<b>249,708.46</b>	<b>109,528.57</b>	<b>43.9%</b>
Cost of Goods Sold				
6100 · Merchandise Cost				
6190 · Miscellaneous Costs	1,476.79	0.00	1,476.79	100.0%
<b>Total 6100 · Merchandise Cost</b>	<b>1,476.79</b>	<b>0.00</b>	<b>1,476.79</b>	<b>100.0%</b>
<b>Total COGS</b>	<b>1,476.79</b>	<b>0.00</b>	<b>1,476.79</b>	<b>100.0%</b>
<b>Gross Profit</b>	<b>357,760.24</b>	<b>249,708.46</b>	<b>108,051.78</b>	<b>43.3%</b>
Expense				
7000 · Payroll Expense				
7081 · Payroll	28,588.86	30,027.79	-1,438.93	-4.8%
7083 · Accrued Payroll Expense	6,637.89	-935.61	7,573.50	809.5%
7260 · Retirement Plan	752.32	1,556.26	-803.94	-51.7%
7065 · Health Insurance	2,036.50	2,249.44	-212.94	-9.5%
7070 · Incentive Program	0.00	0.00	0.00	0.0%
<b>Total 7000 · Payroll Expense</b>	<b>38,015.57</b>	<b>32,897.88</b>	<b>5,117.69</b>	<b>15.6%</b>
7100 · Payroll Tax Expense				
7100.1 · FICA Expense	2,707.12	2,225.55	481.57	21.6%
7100.2 · FUTA Expense	33.67	12.94	20.73	160.2%
7100.3 · SUTA Expense	149.94	143.69	6.25	4.4%
<b>Total 7100 · Payroll Tax Expense</b>	<b>2,890.73</b>	<b>2,382.18</b>	<b>508.55</b>	<b>21.4%</b>
7600 · Programs				
7601 · Advertising				
7601.10 · Magazine	685.00	1,506.80	-821.80	-54.5%
7601.12 · Content	450.00	150.00	300.00	200.0%
7601.14 · Outdoor	7,598.97	0.00	7,598.97	100.0%
7601.15 · COOP Marketing Expense	6,250.00	5,384.00	866.00	16.1%
7601.2 · Design	60.10	57.92	2.18	3.8%
7601.21 · Opportunity Fund	0.00	2,300.00	-2,300.00	-100.0%
7601.22 · Tracking	0.00	848.50	-848.50	-100.0%
7601.4 · Public Relations	870.00	29.78	840.22	2,821.4%
7601.8 · Digital	1,772.96	6,200.06	-4,427.10	-71.4%
<b>Total 7601 · Advertising</b>	<b>17,687.03</b>	<b>16,477.06</b>	<b>1,209.97</b>	<b>7.3%</b>
7619 · Incentive Travel				
7619.1 · Committed Incentives	2,000.00	0.00	2,000.00	100.0%
<b>Total 7619 · Incentive Travel</b>	<b>2,000.00</b>	<b>0.00</b>	<b>2,000.00</b>	<b>100.0%</b>
7625 · Simpleview Data Base	0.00	14,871.80	-14,871.80	-100.0%
7642 · Trade Shows				
7642.0 · General Fund	2,583.02	238.80	2,344.22	981.7%
7642.1 · Trade Show Travel	0.00	379.22	-379.22	-100.0%
<b>Total 7642 · Trade Shows</b>	<b>2,583.02</b>	<b>618.02</b>	<b>1,965.00</b>	<b>318.0%</b>
7643 · Website Hosting	1,500.00	0.00	1,500.00	100.0%
7644 · Printing and Reproduction	3,057.48	2,119.26	938.22	44.3%
<b>Total 7600 · Programs</b>	<b>26,827.53</b>	<b>34,086.14</b>	<b>-7,258.61</b>	<b>-21.3%</b>
7620 · Meeting programs	8,850.00	1,100.00	7,750.00	704.6%



	Mar 23	Mar 22	\$ Change	% Change
8200 · Admin and General				
8202 · Accounting	600.00	600.00	0.00	0.0%
8203 · Rent	5,740.36	2,970.23	2,770.13	93.3%
8204 · Software	30.50	38.25	-7.75	-20.3%
8210 · Technology Repair & Maintenance	1,466.37	0.00	1,466.37	100.0%
8214 · Bank Service Charges	36.90	25.95	10.95	42.2%
8214.1 · Bank Fees - Square	9.69	2.31	7.38	319.5%
8218 · Cash Over/Short	50.94	33.06	17.88	54.1%
8225 · Board Expenses	2,000.00	2,719.82	-719.82	-26.5%
8226 · Leased Equipment	218.67	218.67	0.00	0.0%
8230 · Dues/Subscriptions/Memberships	805.70	3,221.18	-2,415.48	-75.0%
8234 · Insurance	263.92	259.06	4.86	1.9%
8238 · Utilities	412.71	269.77	142.94	53.0%
8244 · Janitorial/Cleaning	504.00	296.13	207.87	70.2%
8245 · Retirement Plan Fees/Admin	0.00	425.00	-425.00	-100.0%
8247 · Office Supplies	96.16	48.54	47.62	98.1%
8248 · Postage and Delivery	0.00	1,309.19	-1,309.19	-100.0%
8250 · Storage	393.50	153.03	240.47	157.1%
8251 · Misc. Office General	1,340.54	9.95	1,330.59	13,372.8%
8282 · Travel & Meetings				
8282.10 · Professional Development	1,295.00	1,890.00	-595.00	-31.5%
8282.12 · Staff Travel	10.00	480.11	-470.11	-97.9%
8282.13 · Meetings	292.17	231.88	60.29	26.0%
8282.14 · Staff Employee Benefits	483.70	11.61	472.09	4,066.2%
Total 8282 · Travel & Meetings	2,080.87	2,613.60	-532.73	-20.4%
8283 · Telephone/Internet	1,770.77	2,774.56	-1,003.79	-36.2%
Total 8200 · Admin and General	17,821.60	17,988.30	-166.70	-0.9%
Total Expense	94,405.43	88,454.50	5,950.93	6.7%
Net Ordinary Income	263,354.81	161,253.96	102,100.85	63.3%
Other Income/Expense				
Other Income				
9020 · Interest Income	221.52	265.04	-43.52	-16.4%
Total Other Income	221.52	265.04	-43.52	-16.4%
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	-225.04	-181.52	-43.52	-24.0%
Net Income	263,129.77	161,072.44	102,057.33	63.4%

**EXPLORE LAWRENCE INC**  
**Statement of Financial Income and Expenses**  
For the Three Months Ended March 31, 2023 and 2022

	Jan - Mar 23	Jan - Mar 22	\$ Change	% Change
<b>Ordinary Income/Expense</b>				
Income				
5000 · Guest Tax	348,000.00	249,000.00	99,000.00	39.8%
5100 · Visitors Guide	0.00	23,884.00	-23,884.00	-100.0%
5200 · Merchandise Sales	654.63	846.94	-192.31	-22.7%
5500 · DMI	0.00	3,000.00	-3,000.00	-100.0%
5600 · Co-Op Marketing	10,769.22	0.00	10,769.22	100.0%
5660 · DTN	1,700.00	1,076.00	624.00	58.0%
5700 · Miscellaneous Income	170.00	0.00	170.00	100.0%
<b>Total Income</b>	<b>361,293.85</b>	<b>277,806.94</b>	<b>83,486.91</b>	<b>30.1%</b>
Cost of Goods Sold				
6100 · Merchandise Cost				
6190 · Miscellaneous Costs	1,476.79	0.00	1,476.79	100.0%
<b>Total 6100 · Merchandise Cost</b>	<b>1,476.79</b>	<b>0.00</b>	<b>1,476.79</b>	<b>100.0%</b>
<b>Total COGS</b>	<b>1,476.79</b>	<b>0.00</b>	<b>1,476.79</b>	<b>100.0%</b>
<b>Gross Profit</b>	<b>359,817.06</b>	<b>277,806.94</b>	<b>82,010.12</b>	<b>29.5%</b>
Expense				
7000 · Payroll Expense				
7081 · Payroll	78,065.42	62,054.80	16,010.62	25.8%
7083 · Accrued Payroll Expense	7,370.39	9,740.06	-2,369.67	-24.3%
7260 · Retirement Plan	2,256.96	3,888.78	-1,631.82	-42.0%
7065 · Health Insurance	5,555.15	7,806.10	-2,250.95	-28.8%
7070 · Incentive Program	0.00	0.00	0.00	0.0%
<b>Total 7000 · Payroll Expense</b>	<b>93,247.92</b>	<b>83,489.74</b>	<b>9,758.18</b>	<b>11.7%</b>
7100 · Payroll Tax Expense				
7100.1 · FICA Expense	6,560.42	5,492.31	1,068.11	19.5%
7100.2 · FUTA Expense	244.04	183.36	60.68	33.1%
7100.3 · SUTA Expense	564.24	653.12	-88.88	-13.6%
<b>Total 7100 · Payroll Tax Expense</b>	<b>7,368.70</b>	<b>6,328.79</b>	<b>1,039.91</b>	<b>16.4%</b>
7600 · Programs				
7601 · Advertising				
7601.10 · Magazine	3,981.00	4,678.80	-697.80	-14.9%
7601.12 · Content	1,200.00	600.00	600.00	100.0%
7601.14 · Outdoor	7,598.97	0.00	7,598.97	100.0%
7601.15 · COOP Marketing Expense	7,169.22	5,676.50	1,492.72	26.3%
7601.2 · Design	120.20	115.84	4.36	3.8%
7601.21 · Opportunity Fund	995.65	2,300.00	-1,304.35	-56.7%
7601.22 · Tracking	0.00	2,545.50	-2,545.50	-100.0%
7601.4 · Public Relations	870.00	29.78	840.22	2,821.4%
7601.6 · I-70 Distribution	8,155.47	8,155.47	0.00	0.0%
7601.8 · Digital	22,450.17	9,600.78	12,849.39	133.8%
7601.9 · Partner Media Buy Program	4,000.00	0.00	4,000.00	100.0%
<b>Total 7601 · Advertising</b>	<b>56,540.68</b>	<b>33,702.67</b>	<b>22,838.01</b>	<b>67.8%</b>
7619 · Incentive Travel				
7619.1 · Committed Incentives	2,000.00	0.00	2,000.00	100.0%
7619 · Incentive Travel - Other	122.96	0.00	122.96	100.0%
<b>Total 7619 · Incentive Travel</b>	<b>2,122.96</b>	<b>0.00</b>	<b>2,122.96</b>	<b>100.0%</b>
7625 · Simpleview Data Base	17,071.79	14,871.80	2,199.99	14.8%
7642 · Trade Shows				
7642.0 · General Fund	2,583.02	476.75	2,106.27	441.8%
7642.1 · Trade Show Travel	0.00	379.22	-379.22	-100.0%
<b>Total 7642 · Trade Shows</b>	<b>2,583.02</b>	<b>855.97</b>	<b>1,727.05</b>	<b>201.8%</b>

	Jan - Mar 23	Jan - Mar 22	\$ Change	% Change
7643 · Website Hosting	27,500.00	6,500.00	21,000.00	323.1%
7644 · Printing and Reproduction	3,296.98	2,543.14	753.84	29.6%
7645 · Special Projects				
7649 · Visitors Guide	52,492.44	42,675.77	9,816.67	23.0%
Total 7645 · Special Projects	52,492.44	42,675.77	9,816.67	23.0%
Total 7600 · Programs	161,607.87	101,149.35	60,458.52	59.8%
7620 · Meeting programs	13,895.39	4,864.21	9,031.18	185.7%
8200 · Admin and General				
8202 · Accounting	1,800.00	1,400.00	400.00	28.6%
8203 · Rent	22,961.44	8,910.79	14,050.65	157.7%
8204 · Software	84.50	73.50	11.00	15.0%
8206 · Hardware	0.00	65.67	-65.67	-100.0%
8210 · Technology Repair & Maintenance	1,466.37	0.00	1,466.37	100.0%
8214 · Bank Service Charges	109.70	87.80	21.90	24.9%
8214.1 · Bank Fees - Square	24.49	5.61	18.88	336.5%
8218 · Cash Over/Short	96.44	84.41	12.03	14.3%
8225 · Board Expenses	9,530.11	2,755.33	6,774.78	245.9%
8226 · Leased Equipment	910.90	1,209.63	-298.73	-24.7%
8230 · Dues/Subscriptions/Memberships	1,937.66	4,501.11	-2,563.45	-57.0%
8234 · Insurance	5,690.76	2,920.18	2,770.58	94.9%
8238 · Utilities	1,406.35	939.64	466.71	49.7%
8242 · Legal	0.00	192.50	-192.50	-100.0%
8244 · Janitorial/Cleaning	1,640.00	636.13	1,003.87	157.8%
8245 · Retirement Plan Fees/Admin	425.00	425.00	0.00	0.0%
8247 · Office Supplies	758.52	274.49	484.03	176.3%
8248 · Postage and Delivery	3,013.57	1,309.19	1,704.38	130.2%
8250 · Storage	590.25	612.12	-21.87	-3.6%
8251 · Misc. Office General	1,413.86	19.90	1,393.96	7,004.8%
8282 · Travel & Meetings				
8282.10 · Professional Development	1,296.60	3,090.00	-1,793.40	-58.0%
8282.12 · Staff Travel	62.87	569.00	-506.13	-89.0%
8282.13 · Meetings	306.89	395.35	-88.46	-22.4%
8282.14 · Staff Employee Benefits	483.70	181.22	302.48	166.9%
Total 8282 · Travel & Meetings	2,150.06	4,235.57	-2,085.51	-49.2%
8283 · Telephone/Internet	3,892.95	5,585.38	-1,692.43	-30.3%
Total 8200 · Admin and General	59,902.93	36,243.95	23,658.98	65.3%
8900 · Misc Expense	0.00	0.00	0.00	0.0%
Total Expense	336,022.81	232,076.04	103,946.77	44.8%
Net Ordinary Income	23,794.25	45,730.90	-21,936.65	-48.0%
Other Income/Expense				
Other Income				
9020 · Interest Income	703.98	407.75	296.23	72.7%
Total Other Income	703.98	407.75	296.23	72.7%
Other Expense				
9510 · Depreciation	1,339.68	1,339.68	0.00	0.0%
Total Other Expense	1,339.68	1,339.68	0.00	0.0%
Net Other Income	-635.70	-931.93	296.23	31.8%
Net Income	23,158.55	44,798.97	-21,640.42	-48.3%

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Accrual Basis

**EXPLORE LAWRENCE INC**  
**Profit & Loss Budget Performance**  
**March 2023**

	Mar 23	Budget	Jan - Mar 23	YTD Budget	Annual Budget
<b>Ordinary Income/Expense</b>					
<b>Income</b>					
5000 - Guest Tax	348,000.00	100,000.00	348,000.00	300,000.00	1,200,000.00
5100 - Visitors Guide	0.00	2,333.34	0.00	7,000.02	26,000.00
5200 - Merchandise Sales	297.81	333.34	654.63	1,000.02	4,000.00
5500 - DMJ	0.00	1,000.00	0.00	3,000.00	12,000.00
5600 - Co-Op Marketing	10,769.22	853.34	10,769.22	2,650.02	10,600.00
5660 - DTN	0.00	500.00	1,700.00	1,800.00	6,000.00
5670 - Bid Fund	0.00	4,000.00	0.00	12,000.00	48,000.00
5700 - Miscellaneous Income	170.00	116.67	170.00	350.01	1,400.00
<b>Total Income</b>	<b>359,237.03</b>	<b>109,166.68</b>	<b>361,293.85</b>	<b>327,500.07</b>	<b>1,310,000.00</b>
<b>Cost of Goods Sold</b>					
6100 - Merchandise Cost					
6190 - Miscellaneous Costs	1,476.79	166.67	1,476.79	500.01	2,000.00
<b>Total 6100 - Merchandise Cost</b>	<b>1,476.79</b>	<b>166.67</b>	<b>1,476.79</b>	<b>500.01</b>	<b>2,000.00</b>
<b>Total COGS</b>	<b>1,476.79</b>	<b>166.67</b>	<b>1,476.79</b>	<b>500.01</b>	<b>2,000.00</b>
<b>Gross Profit</b>	<b>357,760.24</b>	<b>109,000.02</b>	<b>359,817.06</b>	<b>327,000.06</b>	<b>1,308,000.00</b>
<b>Expense</b>					
7000 - Payroll Expense					
7001 - Payroll	28,588.86	35,168.67	78,085.42	105,500.01	422,000.00
7003 - Accrued Payroll Expense	6,637.89		7,370.39		
7200 - Retirement Plan	752.32	1,916.67	2,256.96	5,750.01	23,000.00
7055 - Health Insurance	2,036.50	3,250.00	5,555.15	9,750.00	39,000.00
7070 - Incentive Program	0.00	1,250.00	0.00	3,750.00	15,000.00
<b>Total 7000 - Payroll Expense</b>	<b>38,015.57</b>	<b>41,583.34</b>	<b>93,247.92</b>	<b>124,750.02</b>	<b>499,000.00</b>
7100 - Payroll Tax Expense					
7100.1 - FICA Expense	2,707.12		6,560.42		
7100.2 - FUTA Expense	33.67		244.04		
7100.3 - SUTA Expense	149.94		564.24		
<b>Total 7100 - Payroll Tax Expense</b>	<b>2,890.73</b>		<b>7,368.70</b>		
7600 - Programs					
7601 - Advertising					
7601.10 - Magazine	695.00	1,746.50	3,881.00	5,239.50	20,858.00
7601.12 - Content	450.00	1,083.34	1,200.00	3,250.02	13,000.00
7601.14 - Outdoor	7,596.97	833.34	7,596.97	2,500.02	10,000.00
7601.15 - COOP Marketing Expense	8,250.00	708.34	7,169.22	2,125.02	8,500.00
7601.19 - Publications	0.00	541.67	0.00	1,625.01	6,500.00
7601.2 - Design	80.10	809.17	120.20	2,727.51	10,910.00
7601.21 - Opportunity Fund	0.00	2,026.84	995.65	6,080.52	24,322.00
7601.22 - Tracking	0.00	833.34	0.00	2,500.02	10,000.00
7601.24 - New Technology	0.00	416.67	0.00	1,250.01	5,000.00
7601.4 - Public Relations	870.00	2,125.00	870.00	6,375.00	25,500.00
7601.6 - I-70 Distribution	0.00	1,583.34	0.00	4,750.02	19,000.00
7601.8 - Digital	1,772.88	14,186.67	22,450.17	42,500.01	170,000.00
7601.9 - Partner Media Buy Program	0.00	666.67	4,000.00	2,000.01	8,000.00
<b>Total 7601 - Advertising</b>	<b>17,697.03</b>	<b>27,640.89</b>	<b>56,540.68</b>	<b>82,922.67</b>	<b>331,890.00</b>
7610 - Incentive Travel					
7610.0 - General Fund	0.00	166.67	0.00	500.01	2,000.00
7610.1 - Committed Incentives	2,000.00	2,500.00	2,000.00	7,500.00	30,000.00
7610.2 - New Business	0.00	1,250.00	0.00	3,750.00	15,000.00
7610 - Incentive Travel - Other	0.00		122.96		
<b>Total 7610 - Incentive Travel</b>	<b>2,000.00</b>	<b>3,916.67</b>	<b>2,122.96</b>	<b>11,750.01</b>	<b>47,000.00</b>

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Accrual Basis

**EXPLORE LAWRENCE INC**  
**Profit & Loss Budget Performance**  
**March 2023**

	Mar 23	Budget	Jan - Mar 23	YTD Budget	Annual Budget
7625 - Simpleview Data Base	0.00	1,416.67	17,071.79	4,250.01	17,000.00
7641 - Promotional Materials	0.00	2,500.00	0.00	7,500.00	30,000.00
7642 - Trade Shows					
7642.0 - General Fund	2,583.02	1,166.67	2,583.02	3,500.01	14,000.00
7642.1 - Trade Show Travel	0.00	500.00	0.00	1,500.00	6,000.00
<b>Total 7642 - Trade Shows</b>	<b>2,583.02</b>	<b>1,666.67</b>	<b>2,583.02</b>	<b>5,000.01</b>	<b>20,000.00</b>
7643 - Website Hosting	1,500.00	2,166.67	27,500.00	6,500.01	26,000.00
7644 - Printing and Reproduction	3,057.48	416.67	3,296.66	1,250.01	5,000.00
7645 - Special Projects					
7646 - Bids	0.00	4,000.00	0.00	12,000.00	48,000.00
7649 - Visitors Guide	0.00	3,583.34	52,492.44	10,750.02	43,000.00
<b>Total 7645 - Special Projects</b>	<b>0.00</b>	<b>7,583.34</b>	<b>52,492.44</b>	<b>22,750.02</b>	<b>91,000.00</b>
<b>Total 7600 - Programs</b>	<b>26,927.53</b>	<b>47,307.56</b>	<b>161,607.37</b>	<b>141,922.74</b>	<b>567,800.00</b>
7620 - Meeting programs	8,850.00	2,500.00	13,895.39	7,500.00	30,000.00
8200 - Admin and General					
8202 - Accounting	800.00	1,250.00	1,800.00	3,750.00	15,000.00
8203 - Rent	5,740.36	5,130.00	22,961.44	15,390.00	61,560.00
8204 - Software	30.50	166.67	84.50	500.01	2,000.00
8206 - Hardware	0.00	333.33	0.00	999.99	4,000.00
8210 - Technology Repair & Maintenance	1,466.37	1,166.67	1,466.37	3,500.01	14,000.00
8214 - Bank Service Charges	36.80	83.34	109.70	250.02	1,000.00
8214.1 - Bank Fees - Square	9.69		24.49		
8218 - Cash Over/Short	50.94		96.44		
8225 - Board Expenses	2,000.00	1,083.34	9,530.11	3,250.02	13,000.00
8226 - Leased Equipment	218.67	416.67	910.90	1,250.01	5,000.00
8230 - Dues/Subscriptions/Memberships	805.70	1,333.34	1,837.66	4,000.02	16,000.00
8234 - Insurance	263.92	1,000.00	5,690.76	3,000.00	12,000.00
8238 - Utilities	412.71	375.00	1,406.35	1,125.00	4,500.00
8239 - Janitorial / Cleaning	0.00	0.00	0.00	0.00	0.00
8242 - Legal	0.00	416.67	0.00	1,250.01	5,000.00
8244 - Janitorial/Cleaning	594.00	433.34	1,640.00	1,300.02	5,200.00
8245 - Retirement Plan Fees/Admin	0.00	163.34	425.00	550.02	2,200.00
8247 - Office Supplies	96.16	496.34	758.52	1,375.02	5,500.00
8248 - Postage and Delivery	0.00	333.34	3,013.57	1,000.02	4,000.00
8250 - Storage	393.50	195.84	590.25	587.52	2,350.00
8251 - Misc. Office General	1,340.54	375.00	1,413.86	1,125.00	4,500.00
8252 - Travel & Meetings					
8282.10 - Professional Development	1,295.00	833.34	1,396.00	2,500.02	10,000.00
8282.11 - EL Hosted Events	0.00	166.67	0.00	500.01	2,000.00
8282.12 - Staff Travel	10.00	500.00	62.87	1,500.00	6,000.00
8282.13 - Meetings	292.17	250.00	806.89	750.00	3,000.00
8262.14 - Staff Employee Benefits	483.70	166.67	483.70	600.01	2,000.00
<b>Total 8282 - Travel &amp; Meetings</b>	<b>2,080.87</b>	<b>1,916.68</b>	<b>2,150.06</b>	<b>5,750.04</b>	<b>23,000.00</b>
8285 - Telephone/Internet	1,770.77	958.34	3,692.93	2,875.02	11,500.00
<b>Total 8200 - Admin and General</b>	<b>17,821.60</b>	<b>17,608.25</b>	<b>59,992.93</b>	<b>52,827.75</b>	<b>211,310.00</b>
<b>Total Expense</b>	<b>94,405.43</b>	<b>109,608.17</b>	<b>336,022.81</b>	<b>327,000.51</b>	<b>1,308,000.00</b>
<b>Net Ordinary Income</b>	<b>263,354.81</b>	<b>-0.15</b>	<b>23,794.25</b>	<b>-0.45</b>	<b>0.00</b>
<b>Other Income/Expense</b>					
Other Income					
9020 - Interest Income	221.52		703.98		
<b>Total Other Income</b>	<b>221.52</b>		<b>703.98</b>		

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Accrual Basis

EXPLORE LAWRENCE INC  
Profit & Loss Budget Performance  
March 2023

	Mar 23	Budget	Jan - Mar 23	YTD Budget	Annual Budget
Other Expense					
9510 - Depreciation	448.56		1,339.68		
Total Other Expense	448.56		1,339.68		
Net Other Income	-225.04		-635.70		
Net Income	263,129.77	-0.15	23,158.55	-0.45	0.00



# MARCH 2023 MARKETING REPORT

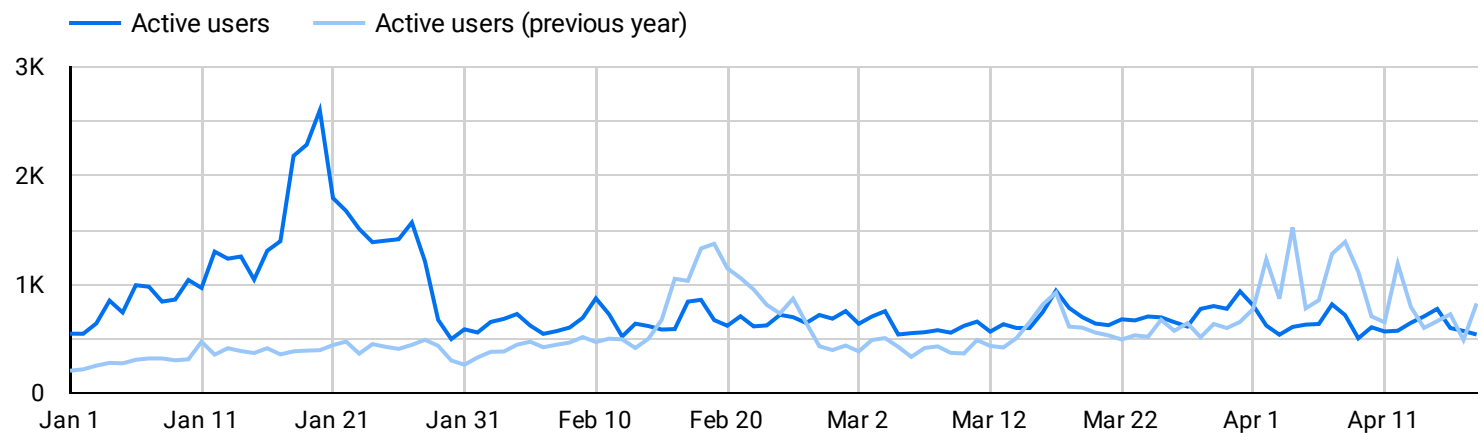
## MARCH MARKETING SUMMARY

The marketing themes for March were March Madness and Women of Lawrence. We did a big push for the Lawrence Bucket List because it was the last month of the passport. The push went well, resulting in 92 new pass sign-ups and over 200 new check-ins. Overall the Lawrence Bucket List produced 713 pass sign-ups, 644 check-ins, 83 offer redemptions, and 430 email opt-ins. There were almost 18,000 views on the Lawrence Bucket List landing page by more than 12,000 users throughout the campaign. Great results from our first pass! Women's History Wednesday posts featured magnificent women in Lawrence's history, and we were excited to interact with Lynette Woodard on Instagram in response to our post about her. We capitalized on the hype of March Madness through social media and began increasing our Final Fridays marketing efforts.

### EXPLORELAWRENCE.COM

Total website users for March were 19,234, a 34.1% increase from the same time period last year. 18,441 of the users were first-time visitors to the site. Each user averaged 9.19 "events" on the site, including page views, scrolls, link clicks, video views, etc. Page views were up 41.1% over last year. The most viewed content in March was the Events Calendar, Restaurant Listings, Home Page, Things to do with Kids, and Shopping Listings.

Users	New users	Event count	Event count per user	Views
19,234	18,441	177,389	9.19	77,387
↑ 34.1%	↑ 30.9%	↑ 42.4%	↑ 7.5%	↑ 41.1%

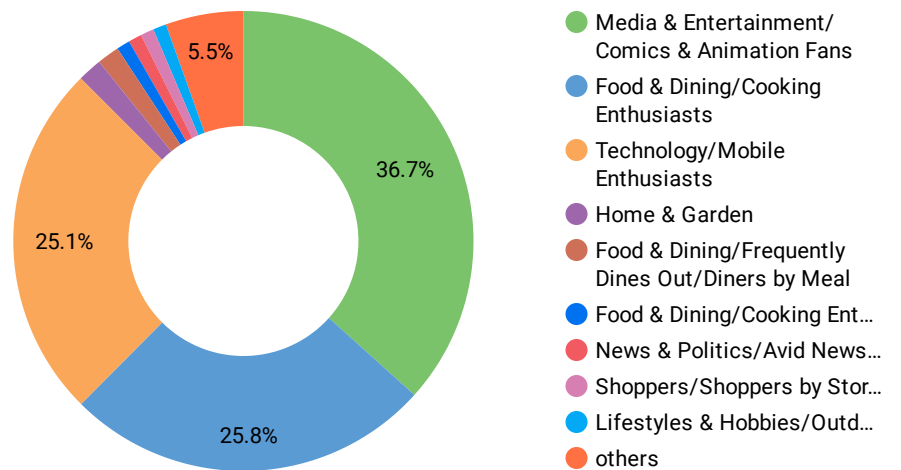
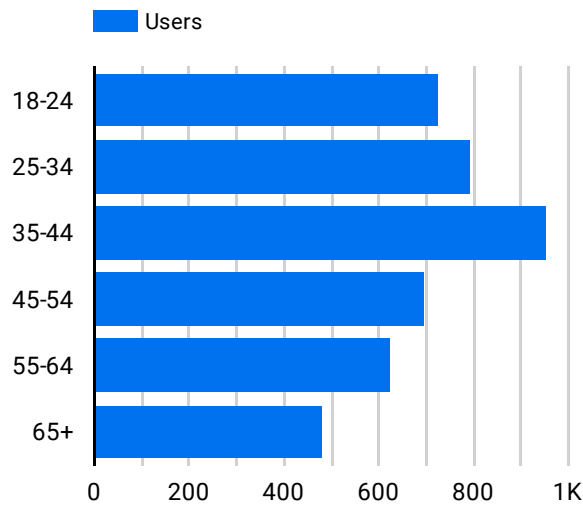
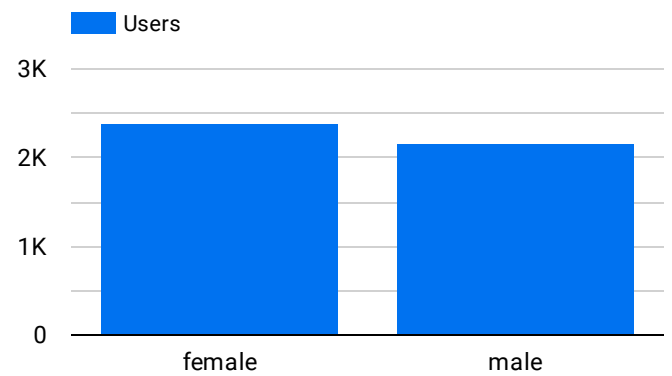
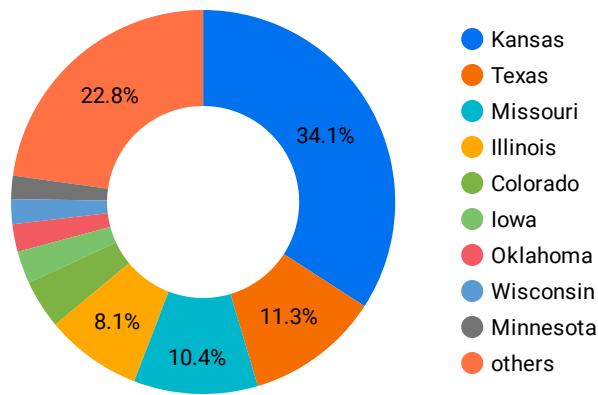


Event name	Event count ▾
page_view	77,387
user_engagement	37,682
session_start	24,804
first_visit	18,492
scroll	14,094
click	4,277
view_search_results	236
video_progress	214
file_download	96
video_start	83

Page title	Views ▾
Events Calendar - Unmistakably Lawrence	15,753
Eat - Unmistakably Lawrence	6,657
Explore - Unmistakably Lawrence	4,492
Kiddos - Unmistakably Lawrence	2,397
Shop - Unmistakably Lawrence	1,986
See - Unmistakably Lawrence	1,459
Lawrence, Kansas Daily Deals. See what's on ...	1,394
Concerts & Live Music	1,334
Lawrence Bucket List	1,267
Play - Unmistakably Lawrence	1,102

EXPLORELAWRENCE.COM USERS

In March, explorelawrence.com users visited the most from Kansas, Texas, Missouri, Illinois, and Colorado. There were more female than male users. The majority of users were between the ages of 18-44. Users share interests in, comics and animation, food and dining, mobile technology, home & garden, news, and the outdoors.



EXPLORELAWRENCE.COM ACQUISITION

The leading traffic channels were organic search, organic social, direct traffic, paid search, and referral traffic. The top traffic sources were Google, Facebook, Bing, and ku.edu.

Session default channel grouping	Sessions ▾	Session source	Sessions ▾
Organic Search	14,031	google	15,796
Organic Social	3,517	(direct)	2,930
Direct	2,930	facebook.com	2,432
Paid Search	2,456	m.facebook.com	581
Referral	897	bing	422
Email	476	ku.edu	389
Unassigned	283	Unmistakably Lawrence E-News	268
Display	60	l.facebook.com	253
Organic Video	2	yahoo	198
		slate	194



SEARCH ENGINE MARKETING

- Metrics remain strong as we head into spring with all average front end SEM metrics improved month over month.
- The sports fanatic campaign had the highest CTR at 28.73%. History Buffs had the highest search volume/impressions and the second most improved CTR. And Foodies saw the biggest improvement in cost per conversion.
- Bringing up the rear in CTR was Culture and Arts at a still strong 4.53%. This was down from 6.16% the previous month causing it to switch places with the previous month's lowest CTR, History Buffs. We identified that Google was matching more generic Lawrence terms to the history keywords. We've added several negative keywords to sculpt the keyword list and get the CTR trending back up.
- We care so much about CTR because it is the biggest indicator to Google of relevance.

Spend

798.61

Impressions

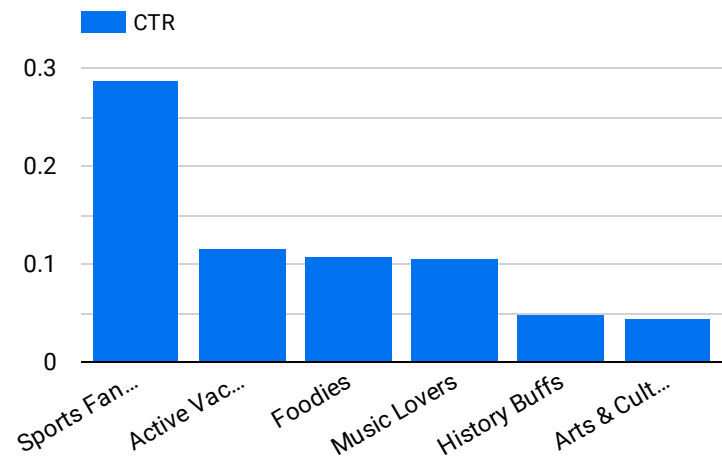
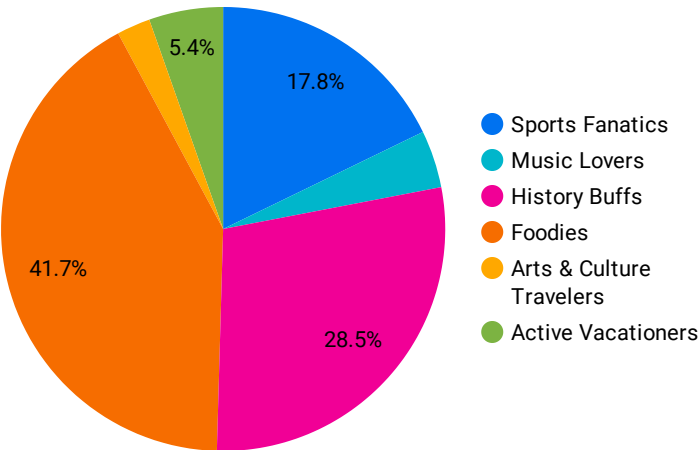
18,031

Clicks

1,556

CTR

8.63%



SOCIAL MEDIA

March's social media activity on Twitter, Instagram, TikTok, YouTube, and Facebook resulted in 216 new fans, 383,005 impressions, and 19,785 post engagements. Popular content included images of the KU Physician Coaches blog, St. Patrick's Day Parade Reel, Spring Birding Blog, and Spring Blooms Reel.

Platform	Impressions	Engagements	Video Views	New Followers
Facebook	294,814	17,383	7,021	111
Instagram	68,856	1,929	7,267	94
Twitter	16,300	350	27	-1
TikTok	1,579	94	1,579	10
YouTube	1,456	29	1,456	2

Impressions

383,005

Engagements

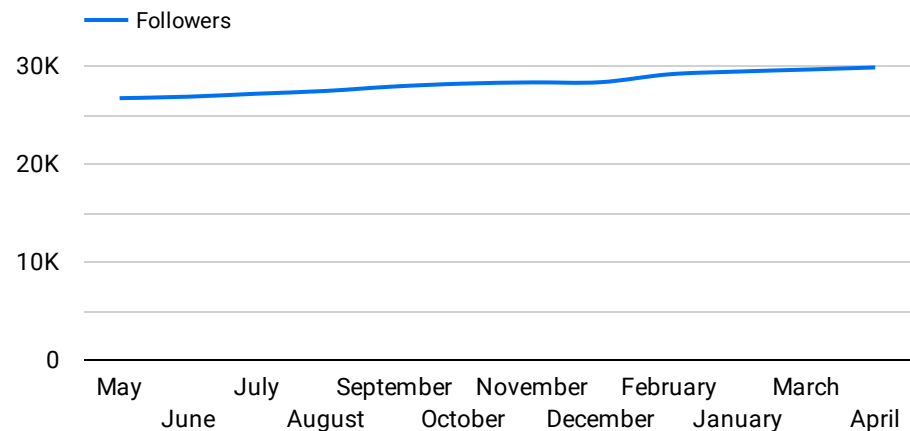
19,785

Video Views

17,350

New Followers

216



YOUTUBE

Top videos in March on the eXplore Lawrence YouTube Channel were our full Vibe Video, Downtown Shotput, the Cradle of Basketball, Why Lawrence? featuring Shiloh and Christina Haswood. These were all organic video views.

Video Title	Views ▾
Welcome to Unmistakably Lawrence, Kansas	128
2016 Downtown Men's Olympic Shot Put HD	107
Why Lawrence? Shiloh "Shy" at Haskell Memorial Stadium in La...	101
The Cradle of Basketball HD	101
Why Lawrence? Christina at Haskell Indian Nations University	63
Welcome to Unmistakably Lawrence, Kansas :30	35
Climb Lawrence Video Tour	32
Eagle Bend Public Golf Course in Lawrence, Kansas	30
No Free Lunches: Fields & Ivy Brewery	27

ENEWS

The March leisure e-blast was sent to 4,622 recipients. 2,495 recipients opened the email, and there were 326 clicks on links within the email. The most popular content was Lawrence Bucket List, Live Music, and Events Calendar.

<div>Recipients</div> <div>4,622</div> <div>Opens</div> <div>2,495</div> <div>Clicks</div> <div>326</div>	Link	Clicks ▾
	Lawrence Bucket List	124
	Live Music	50
	Events Calendar	26
	Things to do with kids	23
	Physicians and Coaches	21
	St. Patrick's Day Parade	20
	Agatha Christie Murder on the Orient Express	12
	Kansas Craft Brewers Expo	10
	LPL Comic Con	8
	Facebook	7

LAWRENCE PASSPORTS

The Lawrence Bucket List had 92 new pass sign-ups and 228 check-ins in March. 17 offers were redeemed, and 63 new users opted in to receive our emails. The Kaw Valley Craft Pass had 45 new pass sign-ups, 114 check-ins, 14 offer redemption.

Pass ▾	Pass Sign-ups	Check-ins	Offer Redemptions	Email Opt-ins
1.. Lawrence Bucket List	92	228	17	63
2.. Kaw Valley Craft Pass	45	114	14	21

SOCIAL MEDIA ADVERTISING

Ads on Facebook and Instagram promoted Birding, History, Live Music, and March Madness blogs, the Lawrence Bucket List, and the Cradle of Basketball . These ads resulted in 140,020 impressions and 2,722 results, including link clicks, post engagements, and landing page views.

Campaign	Impressions	Results	Results Rate...	Cost Per Res...
Post: "To celebrate the vernal equinox on March 20, we'd..."	8,899	405	4.550%	\$0.08
Post: "March is the last month to explore the city with..."	14,438	427	2.960%	\$0.12
Post: "Are you feeling the March Madness yet? Check out..."	21,676	605	2.960%	\$0.15
Post: "Remembering how it all began. #CradleofBasketball..."	12,382	355	2.870%	\$0.14
Post: "Today's the perfect day to plan your next trip to..."	2,655	64	2.410%	\$0.14
Post: "Introducing our new seasonal blog series all..."	13,526	226	1.670%	\$0.23
Live Music Blog 2023	29,404	374	1.270%	\$0.25
Promoting https://www.explorelawrence.com/things-to-do/a...	1,171	14	1.200%	\$0.72

EARNED MEDIA

eXplore Lawrence is using Meltwater to monitor tourism-related mentions in the news. In March, there were 111 media mentions about Lawrence as a destination and its visitor assets, with a potential reach of 750 million. The top sources based on reach were msn.com, Yahoo News, The Washington Post, Aol.com, and the Kansas City Star. The Lawrence Journal-World produced the most number of mentions. The tourism location with the most mentions was the Allen Fieldhouse.

Mentions

111

Potential Reach

750,000,000

	Publication	Reach ▾
1.	msn.com	556,000,000
2.	Yahoo News	56,200,000
3.	The Washington Post	53,200,000
4.	Aol.com	34,500,000
5.	The Kansas City Star	10,900,000

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	Top Entities Mentioned	Count ▾
1.	Lawrence	78
2.	Kansas	74
3.	Allen Fieldhouse	55
4.	Kansas Jayhawks	51
5.	TY KU	30
6.	Kansas City	29
7.	Missouri	27
8.	Nebraska	24

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	Article	Source	Mentions	Reach ▾	Social Echo
1.	These Extraordinary Animals Live ...	msn.com	Prairie Park Nature Center	185,000,000	0
2.	Lovely Lakes Across the US to See i...	msn.com	Clinton Lake	185,000,000	0
3.	This is Your State's Best College To...	msn.com	Spencer Museum of Art, Clinton Stat...	185,000,000	21
4.	Where KU basketball players love t...	Yahoo News, ...	Massachusetts Street, Morningstar's...	62,203,800	101
5.	Allen Fieldhouse at Kansas to get ...	The Washingt...	Allen Fieldhouse, Booth Hall of Athl...	55,000,000	14
6.	This beloved Kansas lake was na...	AOL News, Ka...	Clinton Lake, Clinton State Park, Cli...	22,740,000	0
7.	Holy Smokes! Bucket-List Barbecue...	AOL News	Biemer's BBQ	17,300,000	38
8.	Kansas basketball barnstorming t...	The Kansas C...	Allen Fieldhouse	5,929,000	172
9.	9 Most Beautiful Lakes In Kansas	World Atlas	Clinton Lake, Clinton State Park	2,910,000	0

1 - 10 / 10 < >

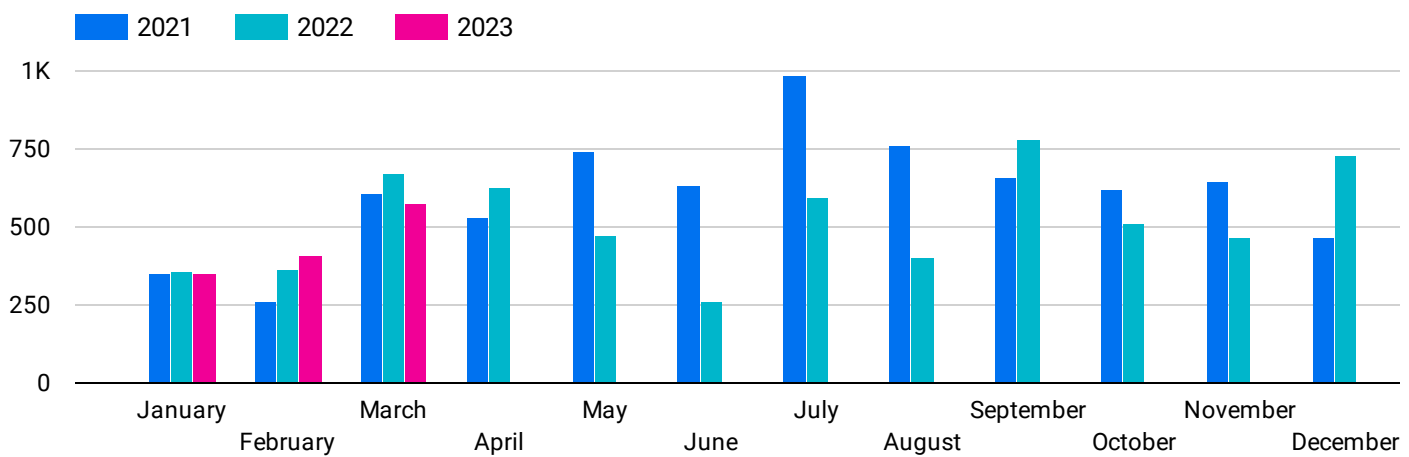


# MARCH 2023 VISITOR CENTER REPORT

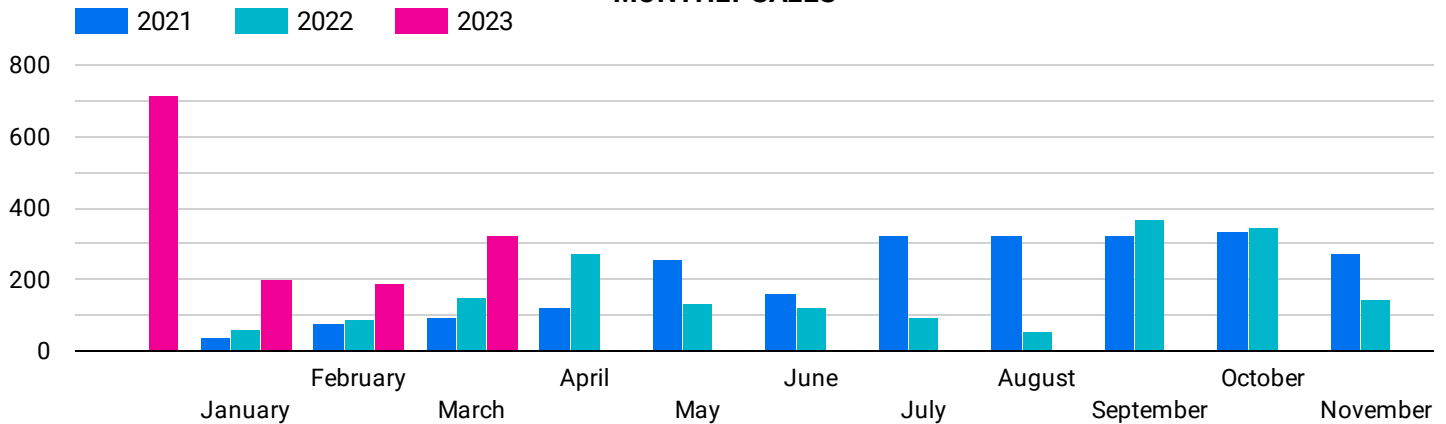
## MARCH VISITOR CENTER SUMMARY

As expected, our foot traffic increased again in March, although we did have slightly less walk-in traffic in March than in previous years. We had to close the Visitors Center for some plumbing work in March and lost some traffic. We had 574 visitors, 34 less than last year in March and almost 200 more than in February this year. Sales were excellent in March, increasing from the previous month and twice as much as in March 2022. This is due to the new variety of items that are being sold. Unmistakably Lawrence T-shirts, magnets, and postcards were the most popular items. We are looking forward to more custom retail items soon. There were 135 new events added to the Calendar of Events in March. Partners entered 29%, and EL Staff entered the rest. Visitors Center staff gave 60 referrals to 20 partner businesses in March.

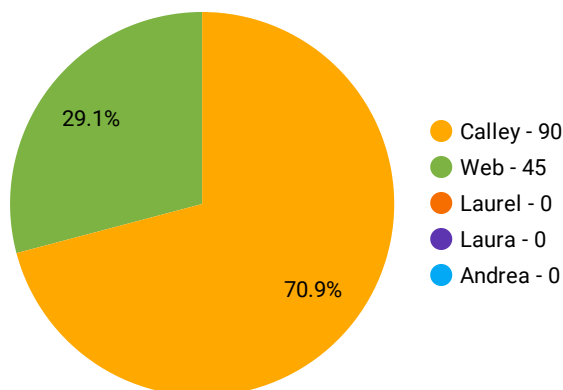
## VISITORS CENTER WALK-INS



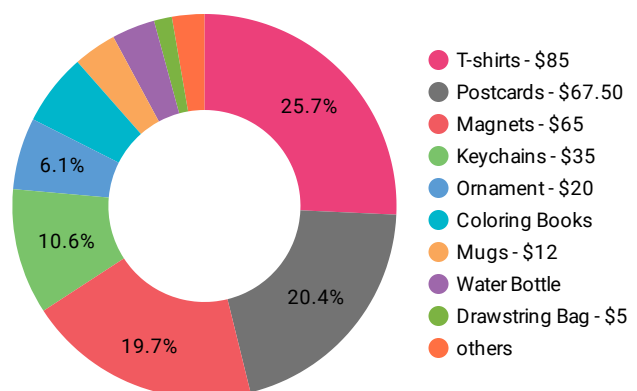
## MONTHLY SALES



## CALENDAR OF EVENT ENTRIES



## PRODUCT SALES

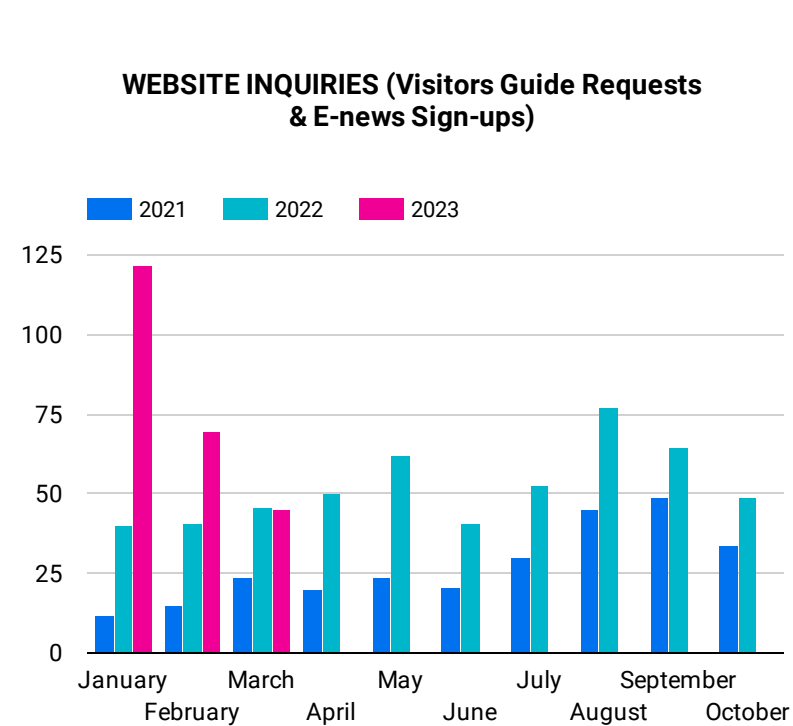


## VISITORS CENTER PARTNER REFERRALS

	Account Name	March ▾
1.	null	60
2.	Wonder Fair	6
3.	Sunflower Outdoor & Bike Shop	6
4.	Watkins Museum of History	4
5.	Ruff House Paperie	4
6.	Third Planet	4
7.	1900 Barker on Mass	4
8.	Striped Cow	3
9.	Lawrence Antique Mall	3
10.	Reclaimed by Michele	3
11.	Raven Book Store	3
12.	Little Saigon Cafe`	3
13.	Terrebonne	2
14.	Lawrence Beer Company	2
15.	Eldridge Hotel	2
16.	Junk-N-Disorderly	2
17.	Topiary Tree	2
18.	The Burger Stand at the Casbah	2
19.	Free State Collectibles & Antiques	2
20.	Amy's Attic Interiors and Antiques	2
21.	Mass Street Fish House & Raw Bar	1

WEBSITE INQUIRIES

The Visitors Center fulfills requests for Visitors Guides that come through the website. In March, there were 45 website inquiries for Visitors Guides and/or e-newsletter sign-ups. Visitors are asked about their interests when they request information. The most popular interests in March were Events, Food, Arts & Culture, Shopping, and History.



WEBSITE INQUIRIES - INTERESTS

	Interest	Count
1.	Food	29
2.	Events	29
3.	Arts/Culture	28
4.	Shopping	24
5.	History	23
6.	Recreation	20
7.	Family	18
8.	Haunted	15
9.	Wellness	14
10.	Basketball	12
11.	Universities	10
12.	Agri-Tourism	10

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GROUP ORDERS

The Visitors Center is currently fulfilling requests for materials for groups. In February we serviced SpringHill Suites with 50 bags.

GROUP ORDERS FULFILLED

Client	Visitors Guides	UL Map Pad	Stickers	Pens	Notepads	Bags	Tour Brochures
1... SpringHill Suites	0	0	0	0	0	50	0

1 - 1 / 1

## Board Report for March 2023 – SALES

### GOALS

Currently sitting at 51 new leads captured (65 is goal) 78%

Currently sitting at \$1.5 million new leads captured (3 million is goal) 50%

### Explore Lawrence / KU Hospitality Collaboration

- Toured KU Union
- Toured Lied Center
- Toured New Visitor Center/KUAA
- Toured Ambler Rec Center
- Toured All Campus Dining Facilities
- Toured KU Housing
- Weekly meetings working on processes and leads
- Weekly collaboration
  - o Threshold 360
  - o Cvent
  - o Simpleview – Extranet

\*\* First Collaboration Event with Chamber, EL and KUH – KS Geological Survey – Rooms, event spaces, excursions, meals, speakers, etc. 😊

### Outside Training

- In house Simpleview Training 2 days
- Proposal Path
- Threshold 360

### OUT SOURCE LEADS :

- Cvent – 8 new RFP's, all lead catchers or Showcase leads (none sent specifically to Lawrence Hotels)
  - o Inferno Dance – Lied Center March 21 – 24, 2024 (+Rooms)

### March Events 2023

- Band Masters @ Lied Center – Springhill Suites & Double Tree
- Army Band @ Lied Center – Springhill Suites
- Michigan State Band @ Lied Center –Springhill Suites
- Brewer's Expo @ Abe and Jakes – Springhill Suites

- Heart of America Volleyball – SPL – Open Booking
- Kansas State Bowlers – Royal Crest – Open Booking
- MLS Series 2 – Rock Chalk Park – Oread
- St Patrick's Day Parade

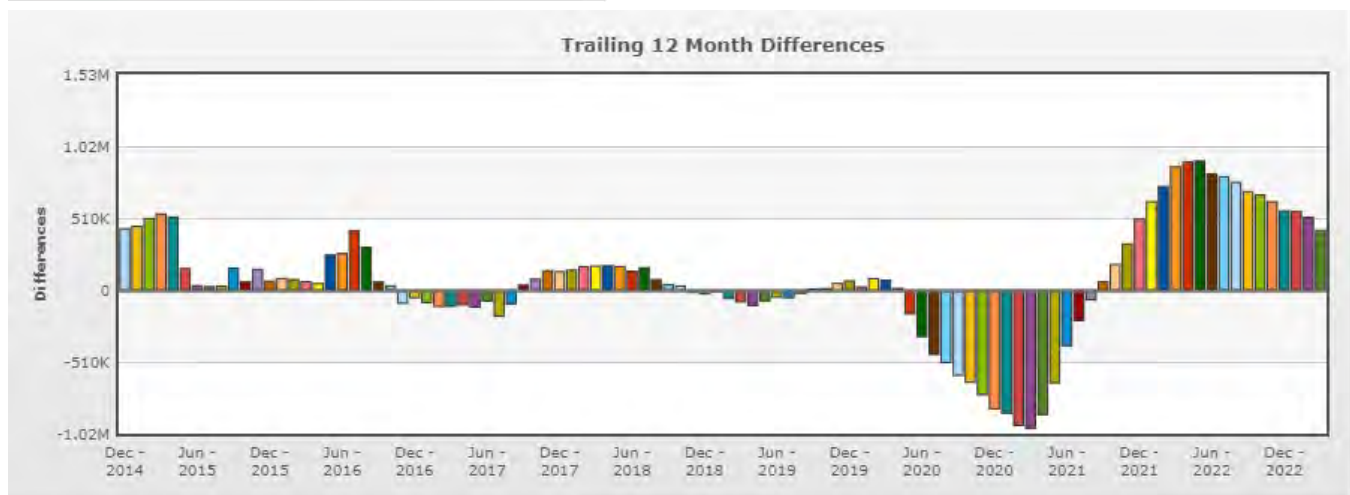
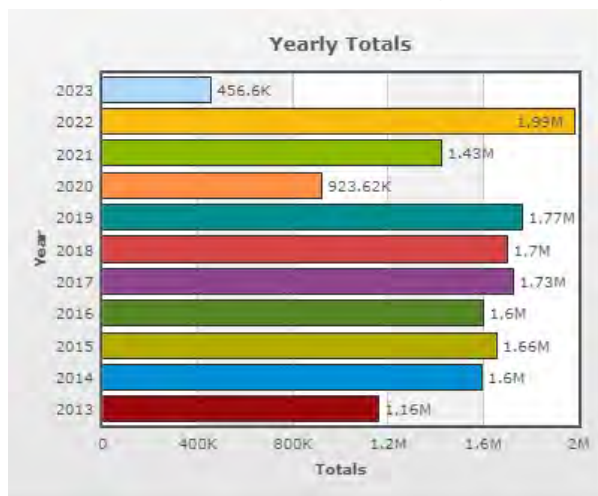
Continue Training Amy Schmidt Cowardin





Month	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	2022/2023 % change
January	75,379	65,431	73,828	101,382	93,738	98,184	118,323	95,446	41,690	111,162	174,977	57.41%
February	69,236	46,262	77,086	99,205	94,007	113,533	84,797	115,542	58,116	108,425	119,220	9.96%
March	80,486	71,663	95,280	105,298	116,791	132,019	123,763	103,118	61,061	158,537	162,399	2.44%
<b>Qtr 1</b>	<b>225,101</b>	<b>183,356</b>	<b>246,194</b>	<b>305,885</b>	<b>304,536</b>	<b>343,736</b>	<b>326,883</b>	<b>314,106</b>	<b>160,867</b>	<b>378,124</b>	<b>456,596</b>	<b>20.75%</b>
April	74,396	109,986	124,152	124,594	134,997	147,412	133,185	61,358	87,896	151,582	0	
May	123,298	308,157	126,642	147,762	152,491	152,041	184,797	37,870	116,471	199,887	0	
June	126,460	215,298	183,250	161,930	183,216	171,487	185,634	38,022	154,237	180,085	0	
<b>Qtr 2</b>	<b>324,154</b>	<b>633,441</b>	<b>434,044</b>	<b>434,286</b>	<b>470,704</b>	<b>470,940</b>	<b>503,616</b>	<b>137,250</b>	<b>358,604</b>	<b>531,554</b>	<b>0</b>	
July	151,194	97,830	37,085	138,574	133,188	152,087	168,245	58,308	127,254	174,977	0	
August	71,944	139,165	211,166	164,378	204,992	161,411	149,099	78,147	154,104	190,619	0	
September	83,284	95,602	235,022	128,957	155,957	148,506	170,578	102,374	161,468	154,860	0	
<b>Qtr 3</b>	<b>306,422</b>	<b>332,597</b>	<b>483,273</b>	<b>431,909</b>	<b>494,137</b>	<b>462,004</b>	<b>487,922</b>	<b>238,829</b>	<b>442,826</b>	<b>520,456</b>	<b>0</b>	
October	126,849	211,198	197,756	156,868	157,890	148,412	140,822	83,871	150,112	191,637	0	
November	88,763	88,345	177,325	142,512	167,915	147,600	164,907	93,603	167,993	193,553	0	
December	90,707	146,836	119,115	131,421	136,028	130,316	142,582	55,963	145,672	171,800	0	
<b>Qtr 4</b>	<b>306,319</b>	<b>446,379</b>	<b>494,196</b>	<b>430,801</b>	<b>461,833</b>	<b>426,328</b>	<b>448,311</b>	<b>233,437</b>	<b>463,777</b>	<b>556,990</b>	<b>0</b>	
<b>Year Totals:</b>	<b>1,161,996</b>	<b>1,595,773</b>	<b>1,657,707</b>	<b>1,602,881</b>	<b>1,731,210</b>	<b>1,703,008</b>	<b>1,766,732</b>	<b>923,622</b>	<b>1,426,074</b>	<b>1,987,124</b>	<b>456,596</b>	<b>20.75%</b>

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





# MARCH 2023 LODGING REPORT

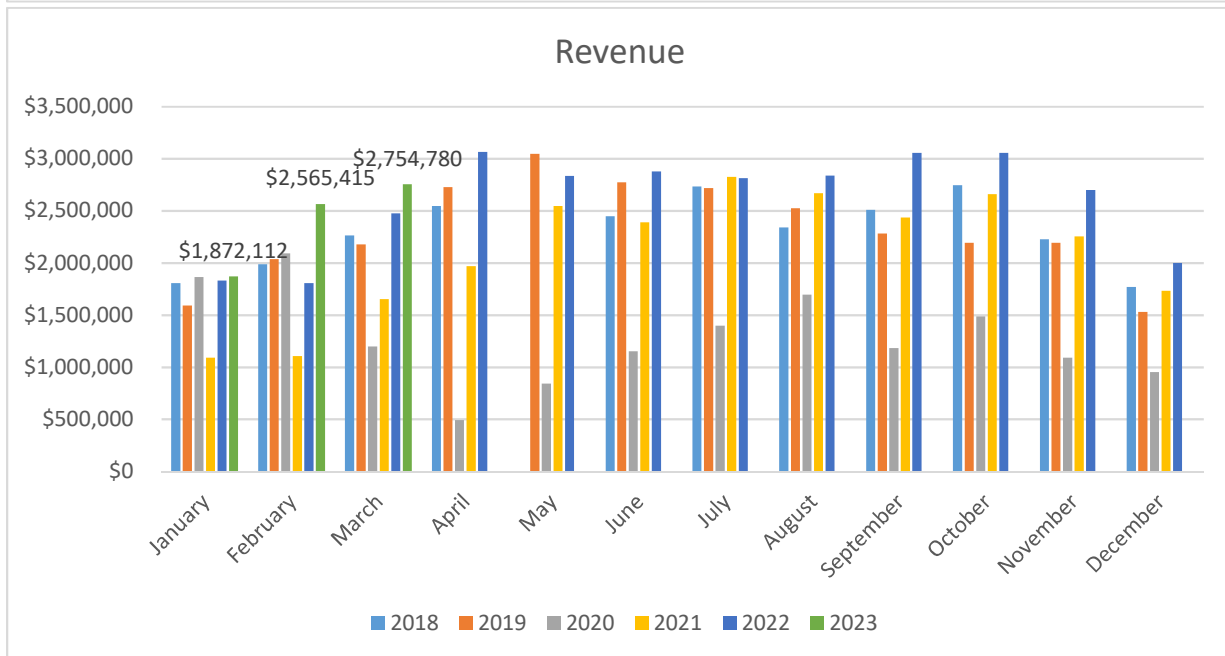
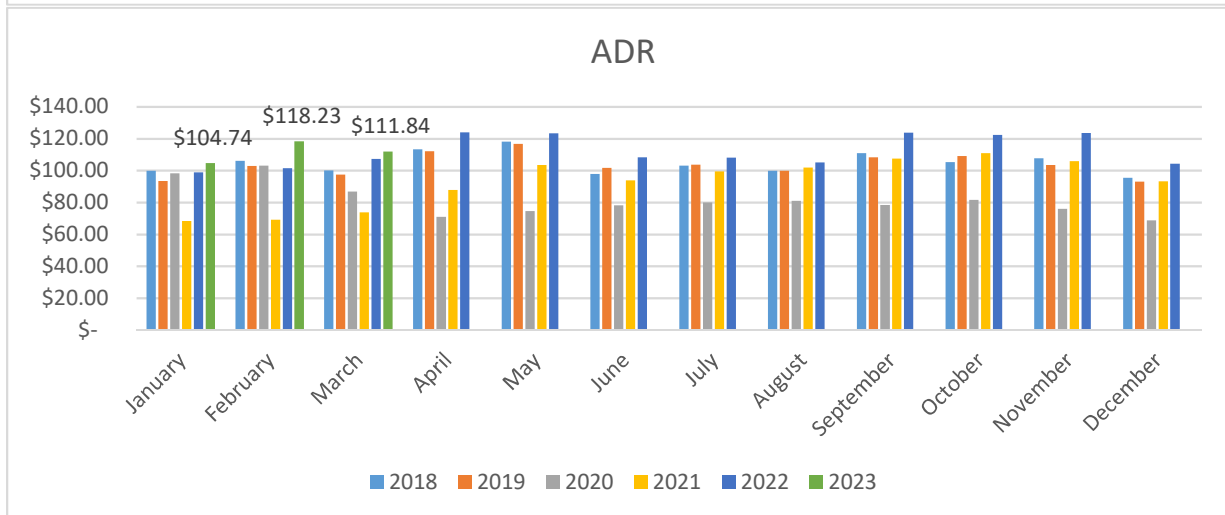
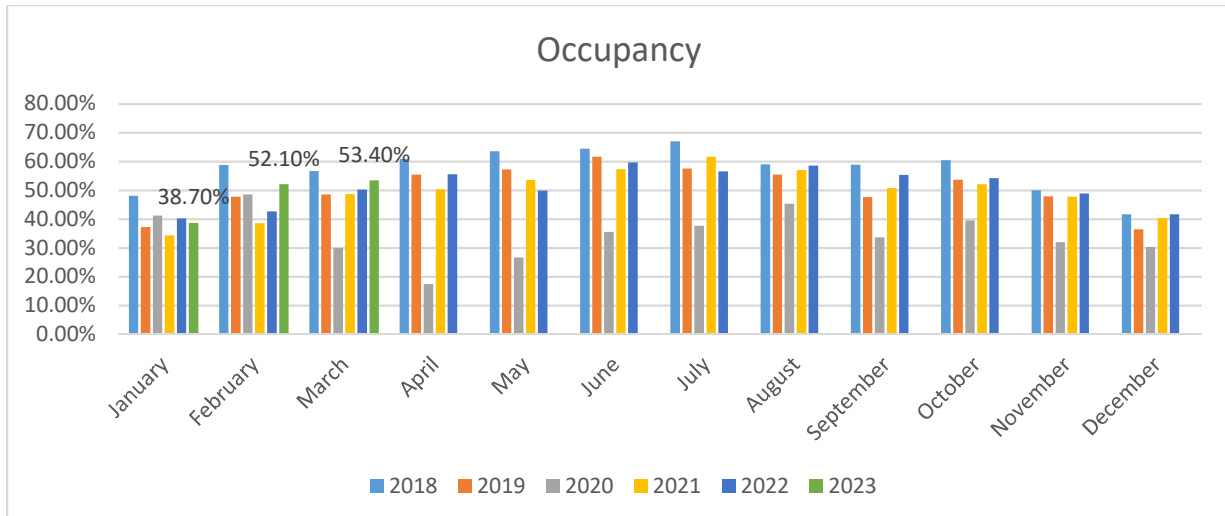
eXplore Lawrence has contracted with STR, Inc., a leading lodging industry research company, to provide monthly and annual lodging data for Lawrence, Kansas. The following report provides an analysis of the city.

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

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



Year over Year comparison. For internal use only.



ORDINANCE NO. ?

AN ORDINANCE OF THE CITY OF LAWRENCE, KANSAS, ENACTING CHAPTER 1, ARTICLE 20 OF THE CODE OF THE CITY OF LAWRENCE, KANSAS, 2018 EDITION AND AMENDMENTS THERETO, ESTABLISHING eXplore LAWRENCE, AN AGENCY OF THE CITY, TO PROMOTE AND TO OVERSEE CONVENTIONS, TOURISM, AND VISITORS' ACTIVITIES FOR THE CITY, AND REPEALING EXISTING RESOLUTION NO. 9731

BE IT ORDAINED BY THE GOVERNING BODY OF THE CITY OF LAWRENCE, KANSAS:

SECTION 1. Chapter 1, Article 20, of the Code of the City of Lawrence, Kansas, 2018 Edition, and amendments thereto, is hereby enacted:

ARTICLE 20. eXplore LAWRENCE

eXplore LAWRENCE GOVERNING BOARD; ESTABLISHMENT; MEMBERSHIP; TERMS OF OFFICE; TERM LIMITS; APPOINTMENT OF CHAIR, VICE-CHAIR, TREASURER, AND SECRETARY.

(a) There is hereby established the eXplore Lawrence Governing Board ("Board"). The Board shall be composed of no less than 9 and no more than 15 voting members, who shall be appointed by the Mayor and approved by the Governing Body. The Board shall be composed of:

{2} two representatives of the hotel industry in the City;

{1} one representative of the cultural industry in the City;

{2} two representatives of a university or educational institution located in the City;

{2} two representatives of the sports and recreation industry in the City;

{1} one representative of the service/event management industry in the City;

{1} one representative of a brick and mortar restaurant in the City;

{6} six representatives of the tourism industry in the City or within Douglas County.

(b) In addition, the Board shall have four ex officio, non-voting members. The ex officio members shall include:

{1} one member of the City's Governing Body, who shall be appointed by the Mayor and approved by the Governing Body;

the City Manager, or their designee;

the Director of Downtown Lawrence, Inc., or their designee; and

the CEO of the Lawrence Chamber of Commerce, or their designee.

(c) All voting members of the Board shall, unless otherwise approved by the Governing Body in accordance with City policy, be residents of the City or own a business within the City, or own a business within Douglas County that positively impacts tax collections for the City of Lawrence.

(d) Voting members of the Board shall serve three (3) year terms, except when appointed to complete an unexpired term. As established by the bylaws, the terms of voting Board members shall be staggered so that at most three to five voting members of the Board's terms shall expire in any one year, depending on the number of voting members. No voting member shall serve more than two consecutive full three year terms. Terms of less than three years shall not count toward the term limits. All voting and ex officio members of the Board shall serve without compensation.

(e) The Board shall elect annually a voting member of the Board to serve as Chair, who shall preside at meetings.

(f) The Board shall elect annually a voting member of the Board to serve as Vice-Chair, who shall preside at meetings in the absence of the Chair.

(g) The Board shall elect annually a voting member of the Board to serve as Treasurer, who shall work with the eXplore Lawrence Executive Director to prepare monthly financial statements and ensure the annual audit of the finances of eXplore Lawrence is completed in a timely fashion.

(h) The Board shall elect annually a member of the Board to serve as the Secretary to the Board. The Secretary shall be responsible for taking and preparing the minutes of meetings of the Board of Directors. The secretary and the Executive Director will be responsible for preparing agendas and meeting items, for providing those agendas and meeting items to all members of the Board in advance of meetings, for making agendas and meeting items available to the general public in advance of meetings by posting them on the web site, and for preparing, for the Board's approval, minutes of all Board meetings.

#### VACANCIES.

(a) The Board of Directors shall recruit and vote on new members. Approved appointees will be sent to the Mayor for the approval of the Governing Body.

(b) Vacancies among ex officio members of the Board shall be filled in accordance with Section 1-2001(b) of the City Code, as amended. Any vacancy in the ex officio position reserved for a member of the Governing Body shall be filled by appointment of the Mayor and approval of the Governing Body.

(c) All vacancies shall be filled as soon as practicable.

#### EXECUTIVE DIRECTOR.

The Executive Director of eXplore Lawrence will report to the Board, will serve as the liaison between the Board and the City's Governing Body, will work with the Treasurer to prepare monthly financial statements, and to ensure that the annual audit of the finances of eXplore Lawrence are completed in a timely fashion, and will be responsible for the day-to-day operations of eXplore Lawrence.

#### BYLAWS, MEETINGS, AND QUORUM.

The Board shall adopt bylaws governing the procedures to be used by the Board. The bylaws shall establish specific duties and responsibilities of the Chair, ViceChair, Treasurer, and Secretary, the time and place for meetings, rules of order, and other rules governing procedures and operations of the Board, including procedures for amending the bylaws.

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

#### CONFLICTS OF INTEREST

All Board members shall, by abstention, refrain from participating in the decision making process, including discussing and voting, on any item for which he or she, his or her employer, or the entity which he or she is representing appears before the Board and would receive a direct financial benefit if the item was to be approved by the Governing Body. All Board members are subject to the City's Ethics Policy.

#### MINUTES.

The Secretary of the Board shall prepare minutes of its meetings, which shall be approved by the Board. The Secretary or the Executive Director shall forward all approved minutes to the Governing Body.

#### OPEN MEETINGS AND OPEN RECORDS.

All meetings of the Board shall be held in compliance with the Kansas Open Meetings Act of 1972, codified as amended at K.S.A. 75-4317 et seq., and its records shall be subject to the Kansas Open Records Act of 1984, codified as amended at K.S.A. 45-215 et seq.

#### BOARD DUTIES.

The Board shall have the following duties:

- (a) To provide operational, personnel, and financial oversight of the operations of eXplore Lawrence.
- (b) To advertise and promote the City of Lawrence as a tourist destination and benefit the local economy by attracting diverse visitors, groups, and events to the City.
- (c) To encourage special events in the City, such as conventions and sports tournaments, as well as festivals and other community events, that result in additional business for the hospitality industry and the City at-large.
- (d) To appoint such project subcommittees as may be necessary to fulfill the obligations and duties of the Board.
- (e) To raise and receive monies and to administer the same.

SECTION 2. Resolution No. 9731 is hereby repealed in its entirety, it being the intent of the Governing Body that this ordinance supersedes that resolution.

SECTION 3. If any section, sentence, clause, or phrase of this ordinance is found to be unconstitutional or is otherwise held invalid by any court of competent jurisdiction, it shall not affect the validity of any remaining parts of this ordinance.

SECTION 4. This ordinance shall take effect and be in full force and effect immediately following its adoption and publication as provided by law.

PASSED by the Governing Body of the City of Lawrence, Kansas, [date]\_\_\_\_\_

APPROVED:

ATTEST:

APPROVED AS TO FORM:

City of Lawrence, Kansas  
Explore Lawrence Governing Board Bylaw

ARTICLE I. Purpose and Organization

Section 1. The eXplore Lawrence Governing Board, hereinafter referred to as the "Board", was created by authority of the City Commission of Lawrence, Kansas by Resolution No. 7142 on September 15, 2015 and amended by Ordinance No 9731 on November 5th, 2019.

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

ARTICLE II. Powers and duties of the Board

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

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

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

ARTICLE III. Membership.

Section 1. The eXplore Lawrence Governing Board shall have no less than (9) nine and no more than (15) fifteen voting members, comprising the following positions: (2) two representatives employed by hotel within the city limits of Lawrence; (1) one representative from the cultural industry in Lawrence; (2) two representatives of a local university or educational institution; (2) two representatives of the sports and/or recreational industry in Lawrence; (1) representative of a brick and mortar restaurant in Lawrence; (1) one representative from the service/event management industry in Lawrence; (6) six representatives of the tourism industry in Lawrence or within Douglas County.



Section 2. In addition, the eXplore Lawrence shall have four (4) ex-officio members: the City Manager or designee from the City Manager's Office; the Director of Downtown Lawrence, Inc. or staff designee; the Lawrence Chamber of Commerce CEO or staff designee, and a member of the elected body of the Lawrence City Commission

Section 3. The Board of Directors shall recruit and vote on new members. Approved appointees will be sent to the Mayor for the approval of the Governing Body.

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

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

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

#### ARTICLE IV. Officers and Their Duties

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

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

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

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

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

- d. Secretary. The Secretary will take and prepare meeting minutes and assist Executive Director in coordinating the actions of the Board.
- e. The Director of eXplore Lawrence will coordinate the actions of the board and provide communication to the eXplore Lawrence staff as directed.

#### ARTICLE V. Meetings

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

Section 2. Special meetings may be called by the Chair or by any three members of the Board by giving notice at least three days in advance of said special meeting to all members of the Board.

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

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

#### ARTICLE VI. Standing and Special Committees

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

#### ARTICLE VII. Annual Report

The eXplore Lawrence Governing Board shall make annual reports not later than March 31st of each year covering the preceding calendar year to the Lawrence City Commission.

#### ARTICLE VIII. Amendments

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

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

Approved and adopted

---

Mayor Lisa Larsen

---

Date

**AGREEMENT FOR SERVICES AND FUNDING BETWEEN THE CITY OF LAWRENCE,  
KANSAS, AND EXPLORE LAWRENCE. TO OPERATE THE LAWRENCE CONVENTION  
AND VISITORS BUREAU**

The City of Lawrence, Kansas, a municipal corporation, hereinafter city", and eXplore Lawrence, Inc. a Kansas not-for-profit corporation, hereinafter "eXplore Lawrence", do hereby enter into this agreement for services for the operation and management of the Lawrence Convention and Visitors Bureau "CVB."

In consideration for the mutual promises and covenants herein, the City and eXplore Lawrence hereby agree as follows:

1. Agreement is made by and between the City of Lawrence, KS, located at 6 E 6th Street, Lawrence, KS 66044, and eXplore Lawrence, Inc., located at 200 W 9th Street, Lawrence, KS 66044 to operate CVB. With the Agreement for Services commencing on the date signed for the remainder of 2023 and the Agreement for Service Rendered and Funding agreement effective 1/1/24 through 12/31/27.

The City does hereby engage and retain eXplore Lawrence to manage and operate the Lawrence Convention and Visitors Bureau and to render the services hereinafter contemplated, and eXplore Lawrence does hereby agree to accept such engagement and to discharge its duties in accordance with the terms and conditions hereinafter set forth.

2. Relationship of eXplore Lawrence and City.

eXplore Lawrence is engaged and retained as an independent contractor and not as an officer, agent, servant, or employee of the City. eXplore Lawrence shall be responsible for providing all necessary workers' compensation insurance, all liability insurance for the wrongful or negligent acts of its employees, and for all other items incidental to the employment of individuals in the performance of this agreement. eXplore Lawrence agrees to save and hold harmless the City from any and all claims and liability of any kind, whatever arising from the conduct of eXplore Lawrence, its agents, servants, officers, and employees in the performance of this agreement.

3. Expenditure of City Transient Guest Tax Funds.

(a) Promotional Efforts Defined. The Convention and Visitors Bureau shall encourage, promote, and solicit tourism, visitation, and conferences/conventions to the City of Lawrence. The Convention and Visitors Bureau shall use transient guest tax funds for convention and tourism promotion in accordance with applicable state and City laws, which may include, but shall not be limited to:

i. activities to attract visitors into the community through marketing efforts, including advertising, directed to at least one of the five basic convention and tourism market segments consisting of group tours, pleasure travelers, association meetings and conventions, trade shows and corporate meetings and travel; and

- ii. support of those activities and organizations which encourage increased lodging facility occupancy.
- iii. support the Unmistakably Identity and Prosperity and Economic Security progress indicators by promoting leisure events to the local community as well as visitors

(b) Transfer, Accounting, and Expenditure of Receipts. In consideration for the services provided, the City shall transfer, to eXplore Lawrence, pursuant to the budget adopted by the City Commission and the terms of this Agreement, certain receipts of the transient guest tax received from the State Department of Revenue in accordance with the separate eXplore Lawrence Funding agreement. The City may budget transient guest tax funds for purposes other than funding this agreement with eXplore Lawrence.

#### 4. Budget and Payment

(a) The parties acknowledge that the City Commission may, in compliance with state law, budget and expend a portion of transient guest tax funds for such lawful purposes outside this agreement. eXplore Lawrence shall use the calendar year as its fiscal year.

(b)The City shall remit to the Contractor seventy percent (70%) of the transient guest tax funds collected during the most previous complete calendar year in quarterly allocations with a minimum allocation based on the blended average of the previous four (4) years excluding 2020, provided, however, that performance outcome reports, as specified in Section 6 are received.

eXplore Lawrence will submit a budget based on the most recently completed fiscal year according to the City's budget schedule. In this structure, under the current budget and tax receipt schedule, eXplore Lawrence would base their budget request on Transient Guest Tax collections two years prior to the operating budget year request. EX: eXplore Lawrence's 2024 budget will be based on 2022 collections, 2025 budget will be based on 2023 collections, and so forth.

(c)The City shall approve the annual budget of the CVB, and any alterations to that budget in excess of \$20,000.

#### 5. Bid Fund

The City shall remit to eXplore Lawrence five (5%) percent of the transient guest tax funds collected in the most recent previous complete calendar year with the first quarter funding allocation and said amount shall be deposited into a BID Fund to be used solely for the attraction of conventions and events to the City. The Bid Fund would also be based on Transient Guest Tax Collection two priors prior to the budget year. EX. Bid Fund allocation for 2024 would be five (5%) percent of Transient Guest Tax Collection from 2022, 2025 Bid Fund allocation would be five (5%) of the Transient Guest Tax Collection from 2023 and so forth. The Bid Fund would be allowed to accrue indefinitely and is intended to perform as a revolving opportunity fund to be deployed in attracting

events to the City. Accruals and disbursements of Bid Funds would be reported to the City annually within the Contractor's annual report as outlined in section 6.

#### 6. Measurement of Performance.

(a) As part of this agreement, the City requires monthly financial reports from eXplore Lawrence, which include the Statement of Financial and a Profit and Loss statement within 45 days of the close of each month.

Performance Measures: The City of Lawrence encourages eXplore Lawrence to be a data- driven organization.

Monthly reports should be provided to the city monitoring:

- Reports that indicate the overall economic impact of tourism and sales activities
- Reports for event-specific economic impact for EL-sponsored or coordinated events
- Monthly transient guest tax collections and reporting on ADR and RevPAR
- Request for Proposals to hotel properties and sales activities
- Special event activities and bids
- Marketing and communications activities
- Other timely organizational items of note or requests by the City

(b) eXplore Lawrence will provide the City with a yearly annual report by March 31st.

(c) eXplore Lawrence 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.

#### 7. Retention and Access to Records

(a) eXplore Lawrence 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) eXplore Lawrence shall keep financial records and all other records pertaining to the Project being funded for a minimum of three (3) years.

(c) The City may, at its sole option, conduct an audit related to this funding agreement.

(d) eXplore Lawrence, upon the City's request, make its records, employees, and property available to the City, promptly.

#### 8. Withholding of Payment.

The City shall retain the authority to withhold any and all payments to eXplore Lawrence 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.

9. eXplore Lawrence Governing Board.

Members of the eXplore Lawrence Governing Board shall be recommended for appointment to the Mayor, with the approval of the City Commission, as provided by law. The Board is responsible for monitoring the finances of eXplore Lawrence and will make decisions concerning the annual budget and any changes made during the budget year. The Board shall approve meeting minutes and submit them to the City. The Board shall make reports to the City Commission annually, or more often as deemed appropriate. Such reports may include planned future activities and programs of the Bureau.

9. Term of Agreement.

This Agreement for service and funding shall be for a term of four (4) years.

The agreement may be terminated by providing the other party notice in writing of termination one hundred and eighty (180) days in advance. Either party may terminate this agreement for cause based upon breach of a material provision of this Agreement if the party in breach fails to cure the breach within sixty (60) calendar days of receiving written notice of the breach. Upon termination of this agreement, eXplore Lawrence shall deliver to the City all unencumbered transient guest tax funds.

This agreement may only be assigned with both parties' permission in writing. The laws of the State of Kansas shall govern this agreement.

10. Renewals

This agreement may be renewed for one additional term of four (4) years with the mutual agreement of the parties.

11. Compliance with Equal Opportunity Laws, Regulations, and Rules.

(a)eXplore Lawrence 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, and shall not discriminate against any person, in the course of performing under this Agreement, because of that person's race, sex, religion, color, national origin, age, ancestry, familial status, sexual orientation, disability, or gender identity.

(b)eXplore Lawrence 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 eXplore Lawrence is found guilty or liable for any violation of the KAAD, the KADEA, the ADA, or Chapter 10 of the City Code by the KHRC or any investigating body, then eXplore Lawrence shall be deemed to have breached the present Agreement.

12. Indemnification.

eXplore Lawrence agrees to defend, indemnify, and otherwise hold harmless the City, its commissioners, officers, employees, and agents from any and all claims, actions, damages, costs, liabilities, settlements, judgments, expenses, or lawsuits, including attorneys' fees, arising out of injuries to third parties or damage to property, but only to the extent that such injuries or damage are caused by eXplore Lawrence's breach of this Agreement or by eXplore Lawrence's negligence or intentional misconduct in performing the Project.

14. Assignment

This Agreement is non-assignable by eXplore Lawrence or by the City.

15. Authorizations.

Each person executing this Agreement in behalf of the City and eXplore Lawrence 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.

16. Counterparts; Electronic Signatures.

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

17. 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.

18. Governing Law.

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

19. Severability.

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

20. Repeal of Prior Agreements.



This Agreement repeals all prior agreements for CVB operations and activities.

21. Any and all notices contemplated by this Agreement shall be given in writing and transmitted by U.S. Mail, postage prepaid, or hand-delivered.

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City of Lawrence KS

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Date

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eXplore Lawrence

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Date