



eXplore Lawrence Board Meeting Agenda

Tuesday, May, 24 – 3:30 Carnegie Conference Room

1. Approval of Minutes – April Board meeting
2. Financial Report – Heidi Champagne
3. Board Secretary Discussion
4. Staff Reports
5. Executive Director Report
6. City Commission Presentations
7. 2023 Budget Submission
8. PRIDE update from Fally

eXplore Lawrence
DRAFT - Board Minutes
April 27, 2021
3:30 p.m.
Carnegie Building

Members Present: Ivan Simac, Anthea Scouffas, David Hoyab, Drew Gaschler, Fally Afani*

Members absent: Heidi Champagne, Sally Zogry*, Porter Arniel* Amber Sellers*, Peter Bobkowski, Mike Logan

*ex-officio members

Staff: Kim Anspach, Executive Director

Meeting Materials provided by email: April Board Packet

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

1. Approval of Minutes –March board meeting
 - Anthea moves, David Second: All approved
2. Finance Report
 - Payroll will even out the remainder of the year
 - All assets allocated to projects or new hires
 - Financials accepted: Moved David: Anthea Second. All approved.
3. Staff Reports
 - Drew 1st David second all approved
 -
4. Executive Director Report
 - TGT Collections
 - STR Report –
 - Ivan explained the report to board members who were unfamiliar
 - David asked if hotels are pleased with these numbers and Ivan explained there is room for growth.
 - Kim talked about adding Comp sets for the STR for next quarter
 - Org Chart discussion:
 - Presented 2 Org Charts
 - The first org chart is a restaffing up to pre pandemic levels. Moves oversight of the Visitors Center under marketing director and a Service coordinate under the Sales Director

- The second org chart allows for growth in the sales department with the goal of adding a Sales Manager
 - David moves to approve, Anthea Second 2nd. All approved
 - Lease: recommend a 3 year lease renewal. Anthea moved to sign the 3 year lease, David second all approved.
 - IMG: Kim presented the IMG marketing proposal. This is already in the marketing budget. David moved to sign the agreement after asking about more women's sports add ins, Drew second all approved
 - Fally asked if there is a way to support Haskel sports as well
5. 2023 Operating Agreement: update no motion needed
- Move forward motion Anthea, David second all approved.
6. Jayhawk Community Partners:
- David gave an update on Community Partners Report
 - Unique venues report.
 - Unite assets in a strategic way.
 - Drive people into the market and grow room nights.
 - 1. Projecting 35K room nights to be generated in 3 years.
 - Will be hiring a director of Jayhawk hospitality.
 - Moving forward with the program to leverage KU as a meetings and group destination
 - The numbers in the report are very conservative.
 - Centralized Scheduling for KU will be created.
 - Anthea noted this will be an internal improvement as well as an external improvement
 - This enables internal resources to say yes.
 - Drew asked if there are any other communities that operate in this unified way. David shared Purdue and the University of Arizona are close comparisons.

Motion to Adjourn 4:45 Drew motions Anthea second.

Next meeting May 18th

Fally wants to talk about Pride at the next meeting.

Explore Lawrence Inc
Statement of Financial Position
As of April 30, 2022

	Apr 30, 22
ASSETS	
Current Assets	
Checking/Savings	
1020 · US Bank Checking	133,733.22
1030 · US Bank Money Market	415,884.80
1050 · Reserve Fund	203,812.76
Total Checking/Savings	753,430.78
Total Current Assets	753,430.78
Fixed Assets	
2200 · Leasehold Improvement	107,174.01
2500 · Accumulated Depreciation	-17,862.34
Total Fixed Assets	89,311.67
Other Assets	
1225 · Deposits	3,100.00
Total Other Assets	3,100.00
TOTAL ASSETS	845,842.45
LIABILITIES & EQUITY	
Liabilities	
Current Liabilities	
Accounts Payable	
3000 · Accounts Payable	20,242.46
Total Accounts Payable	20,242.46
Other Current Liabilities	
3100 · Payroll Liabilities	
3111 · KS Withholding Payable	445.00
3112 · FUTA Payable	6.52
3113 · KS SUTA Payable	55.19
Total 3100 · Payroll Liabilities	506.71
3300 · Sales Tax Payable	23.30
Total Other Current Liabilities	530.01
Total Current Liabilities	20,772.47
Long Term Liabilities	
3700 · EIDL Loan June 19.2020	157,308.00
Total Long Term Liabilities	157,308.00
Total Liabilities	178,080.47
Equity	
4100 · Beginning Fund Balance	692,079.94
Net Income	-24,317.96
Total Equity	667,761.98
TOTAL LIABILITIES & EQUITY	845,842.45

Explore Lawrence Inc
Statement of Financial Income and Expenses
For the One Months Ended April 30, 2022 and 2021

	Apr 22	Apr 21	\$ Change	% Change
Ordinary Income/Expense				
Income				
5200 · Merchandise Sales	250.45	706.35	-455.90	-64.5%
5660 · DTN	710.00	0.00	710.00	100.0%
5700 · Miscellaneous Income	3,130.26	0.00	3,130.26	100.0%
Total Income	4,090.71	706.35	3,384.36	479.1%
Cost of Goods Sold				
6100 · Merchandise Cost				
6190 · Miscellaneous Costs	0.00	35.78	-35.78	-100.0%
Total 6100 · Merchandise Cost	0.00	35.78	-35.78	-100.0%
Total COGS	0.00	35.78	-35.78	-100.0%
Gross Profit	4,090.71	670.57	3,420.14	510.0%
Expense				
7000 · Payroll Expense				
7081 · Payroll	9,932.06	30,078.75	-20,146.69	-67.0%
7260 · Retirement Plan	641.99	1,344.36	-702.37	-52.3%
7065 · Health Insurance	2,662.84	2,480.42	182.42	7.4%
7070 · Incentive Program	628.00	0.00	628.00	100.0%
8264 · Payroll Processing Expenses	843.78	0.00	843.78	100.0%
Total 7000 · Payroll Expense	14,708.67	33,903.53	-19,194.86	-56.6%
7100 · Payroll Tax Expense				
7100.1 · FICA Expense	872.38	0.00	872.38	100.0%
7100.2 · FUTA Expense	4.22	0.00	4.22	100.0%
7100.3 · SUTA Expense	34.58	0.00	34.58	100.0%
Total 7100 · Payroll Tax Expense	911.18	0.00	911.18	100.0%
7600 · Programs				
7601 · Advertising				
7601.10 · Magazine	3,520.00	1,850.00	1,670.00	90.3%
7601.12 · Content	300.00	400.00	-100.00	-25.0%
7601.14 · Outdoor	5,850.00	0.00	5,850.00	100.0%
7601.2 · Design	57.92	57.92	0.00	0.0%
7601.21 · Opportunity Fund	8,194.65	-1,500.00	9,694.65	646.3%
7601.22 · Tracking	848.50	0.00	848.50	100.0%
7601.8 · Digital	5,915.01	1,519.22	4,395.79	289.4%
Total 7601 · Advertising	24,686.08	2,327.14	22,358.94	960.8%
7619 · Incentive Travel				
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%
Total 7619 · Incentive Travel	7,057.44	0.00	7,057.44	100.0%
7623 · Marketing				
7623.1 · Website Design	0.00	22,137.50	-22,137.50	-100.0%
Total 7623 · Marketing	0.00	22,137.50	-22,137.50	-100.0%
7625 · Simpleview Data Base	1,131.25	6,500.00	-5,368.75	-82.6%
7641 · Promotional Materials	389.60	613.44	-223.84	-36.5%
7642 · Trade Shows				
7642.1 · Trade Show Travel	743.15	0.00	743.15	100.0%
Total 7642 · Trade Shows	743.15	0.00	743.15	100.0%
7643 · Website Hosting	6,500.00	0.00	6,500.00	100.0%
7644 · Printing and Reproduction	0.00	54.53	-54.53	-100.0%
Total 7600 · Programs	40,507.52	31,632.61	8,874.91	28.1%

	Apr 22	Apr 21	\$ Change	% Change
7620 · Meeting programs	5,044.07	3,977.75	1,066.32	26.8%
8200 · Admin and General				
8202 · Accounting	600.00	205.01	394.99	192.7%
8203 · Rent	3,240.36	5,940.51	-2,700.15	-45.5%
8204 · Software	951.46	27.00	924.46	3,423.9%
8210 · Technology Repair & Maintenance	0.00	2,805.43	-2,805.43	-100.0%
8214 · Bank Service Charges	25.95	59.90	-33.95	-56.7%
8214.1 · Bank Fees - Square	4.72	0.00	4.72	100.0%
8218 · Cash Over/Short	134.75	0.00	134.75	100.0%
8225 · Board Expenses	0.00	1,600.00	-1,600.00	-100.0%
8226 · Leased Equipment	464.04	218.67	245.37	112.2%
8230 · Dues/Subscriptions/Memberships	497.80	437.60	60.20	13.8%
8234 · Insurance	399.06	377.72	21.34	5.7%
8238 · Utilities	475.78	199.46	276.32	138.5%
8242 · Legal	0.00	495.91	-495.91	-100.0%
8244 · Janitorial/Cleaning	0.00	209.60	-209.60	-100.0%
8245 · Retirement Plan Fees/Admin	0.00	425.00	-425.00	-100.0%
8247 · Office Supplies	165.80	397.44	-231.64	-58.3%
8248 · Postage and Delivery	0.00	87.99	-87.99	-100.0%
8250 · Storage	153.03	0.00	153.03	100.0%
8251 · Misc. Office General	160.60	0.00	160.60	100.0%
8282 · Travel & Meetings				
8282.11 · EL Hosted Events	299.28	0.00	299.28	100.0%
8282.12 · Staff Travel	1,150.69	0.00	1,150.69	100.0%
8282.13 · Meetings	38.80	0.00	38.80	100.0%
8282.14 · Staff Employee Benefits	303.32	0.00	303.32	100.0%
8282 · Travel & Meetings - Other	0.00	534.76	-534.76	-100.0%
Total 8282 · Travel & Meetings	1,792.09	534.76	1,257.33	235.1%
8283 · Telephone/Internet	995.61	1,541.94	-546.33	-35.4%
Total 8200 · Admin and General	10,061.05	15,563.94	-5,502.89	-35.4%
Total Expense	71,232.49	85,077.83	-13,845.34	-16.3%
Net Ordinary Income	-67,141.78	-84,407.26	17,265.48	20.5%
Other Income/Expense				
Other Income				
9020 · Interest Income	3.41	266.26	-262.85	-98.7%
Total Other Income	3.41	266.26	-262.85	-98.7%
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	-443.15	-180.30	-262.85	-145.8%
Net Income	-67,584.93	-84,587.56	17,002.63	20.1%

Explore Lawrence Inc
Statement of Financial Income and Expenses
For the One and Four Months Ended April 30, 2022

	Apr 22	Jan - Apr 22	% of Income
Ordinary Income/Expense			
Income			
5000 · Guest Tax	0.00	249,000.00	0.0%
5100 · Visitors Guide	0.00	23,884.00	0.0%
5200 · Merchandise Sales	250.45	1,097.39	6.1%
5500 · DMI	0.00	3,000.00	0.0%
5660 · DTN	710.00	1,786.00	17.4%
5700 · Miscellaneous Income	3,130.26	3,130.26	76.5%
Total Income	4,090.71	281,897.65	100.0%
Gross Profit	4,090.71	281,897.65	100.0%
Expense			
7000 · Payroll Expense			
7081 · Payroll	9,932.06	81,726.92	242.8%
7260 · Retirement Plan	641.99	4,530.77	15.7%
7065 · Health Insurance	2,662.84	10,468.94	65.1%
7070 · Incentive Program	628.00	628.00	15.4%
8264 · Payroll Processing Expenses	843.78	843.78	20.6%
Total 7000 · Payroll Expense	14,708.67	98,198.41	359.6%
7100 · Payroll Tax Expense			
7100.1 · FICA Expense	872.38	6,364.69	21.3%
7100.2 · FUTA Expense	4.22	187.58	0.1%
7100.3 · SUTA Expense	34.58	687.70	0.8%
Total 7100 · Payroll Tax Expense	911.18	7,239.97	22.3%
7600 · Programs			
7601 · Advertising			
7601.10 · Magazine	3,520.00	8,198.80	86.0%
7601.12 · Content	300.00	900.00	7.3%
7601.14 · Outdoor	5,850.00	5,850.00	143.0%
7601.15 · COOP Marketing Expense	0.00	5,676.50	0.0%
7601.2 · Design	57.92	173.76	1.4%
7601.21 · Opportunity Fund	8,194.65	10,494.65	200.3%
7601.22 · Tracking	848.50	3,394.00	20.7%
7601.4 · Public Relations	0.00	29.78	0.0%
7601.6 · I-70 Distribution	0.00	8,155.47	0.0%
7601.8 · Digital	5,915.01	15,515.79	144.6%
Total 7601 · Advertising	24,686.08	58,388.75	603.5%
7619 · Incentive Travel			
7619.1 · Committed Incentives	7,000.00	7,000.00	171.1%
7619.2 · New Business	57.44	57.44	1.4%
Total 7619 · Incentive Travel	7,057.44	7,057.44	172.5%
7625 · Simpleview Data Base	1,131.25	16,003.05	27.7%
7641 · Promotional Materials	389.60	389.60	9.5%
7642 · Trade Shows			
7642.0 · General Fund	0.00	1,276.75	0.0%
7642.1 · Trade Show Travel	743.15	1,122.37	18.2%
Total 7642 · Trade Shows	743.15	2,399.12	18.2%
7643 · Website Hosting	6,500.00	13,000.00	158.9%
7644 · Printing and Reproduction	0.00	2,543.14	0.0%
7645 · Special Projects			
7649 · Visitors Guide	0.00	42,675.77	0.0%
Total 7645 · Special Projects	0.00	42,675.77	0.0%
Total 7600 · Programs	40,507.52	142,456.87	990.2%

	Apr 22	Jan - Apr 22	% of Income
7620 · Meeting programs	5,044.07	9,908.28	123.3%
8200 · Admin and General			
8202 · Accounting	600.00	2,000.00	14.7%
8203 · Rent	3,240.36	12,151.15	79.2%
8204 · Software	951.46	1,024.96	23.3%
8206 · Hardware	0.00	65.67	0.0%
8214 · Bank Service Charges	25.95	113.75	0.6%
8214.1 · Bank Fees - Square	4.72	10.33	0.1%
8218 · Cash Over/Short	134.75	219.16	3.3%
8225 · Board Expenses	0.00	2,755.33	0.0%
8226 · Leased Equipment	464.04	1,673.67	11.3%
8230 · Dues/Subscriptions/Memberships	497.80	4,998.91	12.2%
8234 · Insurance	399.06	3,319.24	9.8%
8238 · Utilities	475.78	1,415.42	11.6%
8242 · Legal	0.00	192.50	0.0%
8244 · Janitorial/Cleaning	0.00	636.13	0.0%
8245 · Retirement Plan Fees/Admin	0.00	425.00	0.0%
8247 · Office Supplies	165.80	440.29	4.1%
8248 · Postage and Delivery	0.00	1,309.19	0.0%
8250 · Storage	153.03	765.15	3.7%
8251 · Misc. Office General	160.60	180.50	3.9%
8282 · Travel & Meetings			
8282.10 · Professional Development	0.00	3,090.00	0.0%
8282.11 · EL Hosted Events	299.28	299.28	7.3%
8282.12 · Staff Travel	1,150.69	1,719.69	28.1%
8282.13 · Meetings	38.80	434.15	0.9%
8282.14 · Staff Employee Benefits	303.32	484.54	7.4%
Total 8282 · Travel & Meetings	1,792.09	6,027.66	43.8%
8283 · Telephone/Internet	995.61	6,580.99	24.3%
Total 8200 · Admin and General	10,061.05	46,305.00	245.9%
8900 · Misc Expense	0.00	0.00	0.0%
Total Expense	71,232.49	304,108.53	1,741.3%
Net Ordinary Income	-67,141.78	-22,210.88	-1,641.3%
Other Income/Expense			
Other Income			
9020 · Interest Income	3.41	411.16	0.1%
Total Other Income	3.41	411.16	0.1%
Other Expense			
9510 · Depreciation	446.56	1,786.24	10.9%
9530 · Interest Expense	0.00	732.00	0.0%
Total Other Expense	446.56	2,518.24	10.9%
Net Other Income	-443.15	-2,107.08	-10.8%
Net Income	-67,584.93	-24,317.96	-1,652.2%

Explore Lawrence Inc
Statement of Financial Income and Expenses
For the Four Months Ended April 30, 2022 and 2021

	Jan - Apr 22	Jan - Apr 21	\$ Change	% of Income
Ordinary Income/Expense				
Income				
5000 · Guest Tax	249,000.00	249,000.00	0.00	88.3%
5100 · Visitors Guide	23,884.00	0.00	23,884.00	8.5%
5200 · Merchandise Sales	1,097.39	1,091.04	6.35	0.4%
5500 · DMI	3,000.00	6,000.00	-3,000.00	1.1%
5600 · Co-Op Marketing	0.00	1,000.00	-1,000.00	0.0%
5660 · DTN	1,786.00	0.00	1,786.00	0.6%
5700 · Miscellaneous Income	3,130.26	0.00	3,130.26	1.1%
Total Income	281,897.65	257,091.04	24,806.61	100.0%
Cost of Goods Sold				
6100 · Merchandise Cost				
6190 · Miscellaneous Costs	0.00	108.41	-108.41	0.0%
Total 6100 · Merchandise Cost	0.00	108.41	-108.41	0.0%
Total COGS	0.00	108.41	-108.41	0.0%
Gross Profit	281,897.65	256,982.63	24,915.02	100.0%
Expense				
7000 · Payroll Expense				
7081 · Payroll	81,726.92	115,961.51	-34,234.59	29.0%
7260 · Retirement Plan	4,530.77	2,592.86	1,937.91	1.6%
7065 · Health Insurance	10,468.94	9,422.52	1,046.42	3.7%
7070 · Incentive Program	628.00	0.00	628.00	0.2%
8264 · Payroll Processing Expenses	843.78	0.00	843.78	0.3%
Total 7000 · Payroll Expense	98,198.41	127,976.89	-29,778.48	34.8%
7100 · Payroll Tax Expense				
7100.1 · FICA Expense	6,364.69	0.00	6,364.69	2.3%
7100.2 · FUTA Expense	187.58	0.00	187.58	0.1%
7100.3 · SUTA Expense	687.70	0.00	687.70	0.2%
Total 7100 · Payroll Tax Expense	7,239.97	0.00	7,239.97	2.6%
7600 · Programs				
7601 · Advertising				
7601.10 · Magazine	8,198.80	6,987.00	1,211.80	2.9%
7601.12 · Content	900.00	4,700.00	-3,800.00	0.3%
7601.14 · Outdoor	5,850.00	700.00	5,150.00	2.1%
7601.15 · COOP Marketing Expense	5,676.50	0.00	5,676.50	2.0%
7601.2 · Design	173.76	2,973.76	-2,800.00	0.1%
7601.21 · Opportunity Fund	10,494.65	-1,500.00	11,994.65	3.7%
7601.22 · Tracking	3,394.00	0.00	3,394.00	1.2%
7601.24 · New Technology	0.00	1,656.22	-1,656.22	0.0%
7601.4 · Public Relations	29.78	1,000.00	-970.22	0.0%
7601.6 · I-70 Distribution	8,155.47	0.00	8,155.47	2.9%
7601.8 · Digital	15,515.79	6,052.34	9,463.45	5.5%
7601.9 · Partner Media Buy Program	0.00	11.56	-11.56	0.0%
Total 7601 · Advertising	58,388.75	22,580.88	35,807.87	20.7%
7619 · Incentive Travel				
7619.1 · Committed Incentives	7,000.00	0.00	7,000.00	2.5%
7619.2 · New Business	57.44	0.00	57.44	0.0%
Total 7619 · Incentive Travel	7,057.44	0.00	7,057.44	2.5%
7623 · Marketing				
7623.1 · Website Design	0.00	39,275.01	-39,275.01	0.0%
Total 7623 · Marketing	0.00	39,275.01	-39,275.01	0.0%

	Jan - Apr 22	Jan - Apr 21	\$ Change	% of Income
7625 · Simpleview Data Base	16,003.05	25,000.00	-8,996.95	5.7%
7641 · Promotional Materials	389.60	1,250.74	-861.14	0.1%
7642 · Trade Shows				
7642.0 · General Fund	1,276.75	0.00	1,276.75	0.5%
7642.1 · Trade Show Travel	1,122.37	0.00	1,122.37	0.4%
Total 7642 · Trade Shows	2,399.12	0.00	2,399.12	0.9%
7643 · Website Hosting	13,000.00	208.87	12,791.13	4.6%
7644 · Printing and Reproduction	2,543.14	282.22	2,260.92	0.9%
7645 · Special Projects				
7649 · Visitors Guide	42,675.77	0.00	42,675.77	15.1%
Total 7645 · Special Projects	42,675.77	0.00	42,675.77	15.1%
Total 7600 · Programs	142,456.87	88,597.72	53,859.15	50.5%
7620 · Meeting programs	9,908.28	12,121.84	-2,213.56	3.5%
8200 · Admin and General				
8202 · Accounting	2,000.00	7,905.01	-5,905.01	0.7%
8203 · Rent	12,151.15	14,877.10	-2,725.95	4.3%
8204 · Software	1,024.96	97.50	927.46	0.4%
8206 · Hardware	65.67	0.00	65.67	0.0%
8210 · Technology Repair & Maintenance	0.00	5,545.38	-5,545.38	0.0%
8214 · Bank Service Charges	113.75	185.60	-71.85	0.0%
8214.1 · Bank Fees - Square	10.33	0.00	10.33	0.0%
8218 · Cash Over/Short	219.16	0.00	219.16	0.1%
8225 · Board Expenses	2,755.33	2,076.30	679.03	1.0%
8226 · Leased Equipment	1,673.67	1,751.46	-77.79	0.6%
8230 · Dues/Subscriptions/Memberships	4,998.91	6,822.30	-1,823.39	1.8%
8234 · Insurance	3,319.24	5,413.88	-2,094.64	1.2%
8238 · Utilities	1,415.42	1,007.28	408.14	0.5%
8242 · Legal	192.50	633.41	-440.91	0.1%
8244 · Janitorial/Cleaning	636.13	589.60	46.53	0.2%
8245 · Retirement Plan Fees/Admin	425.00	850.00	-425.00	0.2%
8247 · Office Supplies	440.29	837.25	-396.96	0.2%
8248 · Postage and Delivery	1,309.19	175.98	1,133.21	0.5%
8250 · Storage	765.15	765.14	0.01	0.3%
8251 · Misc. Office General	180.50	1,322.02	-1,141.52	0.1%
8282 · Travel & Meetings				
8282.10 · Professional Development	3,090.00	0.00	3,090.00	1.1%
8282.11 · EL Hosted Events	299.28	0.00	299.28	0.1%
8282.12 · Staff Travel	1,719.69	0.00	1,719.69	0.6%
8282.13 · Meetings	434.15	0.00	434.15	0.2%
8282.14 · Staff Employee Benefits	484.54	0.00	484.54	0.2%
8282 · Travel & Meetings - Other	0.00	630.89	-630.89	0.0%
Total 8282 · Travel & Meetings	6,027.66	630.89	5,396.77	2.1%
8283 · Telephone/Internet	6,580.99	5,968.50	612.49	2.3%
Total 8200 · Admin and General	46,305.00	57,454.60	-11,149.60	16.4%
8900 · Misc Expense	0.00	0.00	0.00	0.0%
Total Expense	304,108.53	286,151.05	17,957.48	107.9%
Net Ordinary Income	-22,210.88	-29,168.42	6,957.54	-7.9%
Other Income/Expense				
Other Income				
9020 · Interest Income	411.16	692.31	-281.15	0.1%
Total Other Income	411.16	692.31	-281.15	0.1%

	Jan - Apr 22	Jan - Apr 21	\$ Change	% of Income
Other Expense				
9510 - Depreciation	1,786.24	1,786.24	0.00	0.6%
9530 - Interest Expense	732.00	0.00	732.00	0.3%
Total Other Expense	2,518.24	1,786.24	732.00	0.9%
Net Other Income	-2,107.08	-1,093.93	-1,013.15	-0.7%
Net Income	-24,317.96	-30,262.35	5,944.39	-8.6%

Explore Lawrence Inc
Statement of Income and Expenses Budget Performance
April 2022

	Apr 22	Budget	Jan - Apr 22	YTD Budget	Annual Budget
Ordinary Income/Expense					
Income					
5000 · Guest Tax	0.00	83,000.00	249,000.00	332,000.00	996,000.00
5100 · Visitors Guide	0.00	2,083.34	23,884.00	8,333.36	25,000.00
5200 · Merchandise Sales	250.45	333.34	1,097.39	1,333.36	4,000.00
5300 · Carryover from LY Funds	0.00	18,083.34	0.00	72,333.36	217,000.00
5500 · DMI	6.00	1,000.00	3,000.00	4,000.00	12,000.00
5600 · Co-Op Marketing	0.00	250.00	0.00	1,000.00	3,000.00
5660 · DTN	710.00	500.00	1,786.00	2,000.00	6,000.00
5700 · Miscellaneous Income	3,130.26	116.67	3,130.26	466.68	1,400.00
Total Income	4,090.71	105,366.69	281,897.65	421,466.76	1,264,400.00
Gross Profit	4,090.71	105,366.69	281,897.65	421,466.76	1,264,400.00
Expense					
7000 · Payroll Expense					
7081 · Payroll	9,932.06	29,583.34	81,726.92	118,333.36	355,000.00
7260 · Retirement Plan	641.99	833.34	4,530.77	3,333.36	10,000.00
7065 · Health Insurance	2,662.84	3,083.34	10,468.94	12,333.36	37,000.00
7070 · Incentive Program	628.00	833.34	628.00	3,333.36	10,000.00
8264 · Payroll Processing Expenses	843.78		843.78		
Total 7000 · Payroll Expense	14,708.67	34,333.36	98,198.41	137,333.44	412,000.00
7100 · Payroll Tax Expense					
7100.1 · FICA Expense	872.38	2,000.00	6,364.69	8,000.00	24,000.00
7100.2 · FUTA Expense	4.22	25.00	187.58	100.00	300.00
7100.3 · SUTA Expense	34.58	70.00	687.70	280.00	840.00
Total 7100 · Payroll Tax Expense	911.18	2,095.00	7,239.97	8,380.00	25,140.00
7600 · Programs					
7601 · Advertising					
7601.10 · Magazine	3,520.00	1,160.42	8,198.80	4,841.68	13,925.00
7601.12 · Content	300.00	1,137.50	900.00	4,550.00	13,650.00
7601.14 · Outdoor	5,850.00	833.34	5,850.00	3,333.36	10,000.00
7601.15 · COOP Marketing Expense	0.00	250.00	5,676.50	1,000.00	3,000.00
7601.2 · Design	57.92	306.67	173.76	1,226.68	3,680.00
7601.21 · Opportunity Fund	8,194.65	2,083.34	10,494.65	8,333.36	25,000.00
7601.22 · Tracking	848.50	850.00	3,394.00	3,400.00	10,200.00
7601.24 · New Technology	0.00	500.00	0.00	2,000.00	6,000.00
7601.4 · Public Relations	0.00	791.67	29.78	3,166.68	9,500.00
7601.6 · I-70 Distribution	0.00	1,083.34	8,155.47	4,333.36	13,000.00
7601.8 · Digital	5,915.01	12,250.00	15,516.79	49,000.00	147,000.00
7601.9 · Partner Media Buy Program	0.00	333.34	0.00	1,333.36	4,000.00
Total 7601 · Advertising	24,686.08	21,579.62	58,388.75	86,318.48	258,955.00
7619 · Incentive Travel					
7619.0 · General Fund	0.00	250.00	0.00	1,000.00	3,000.00
7619.1 · Committed Incentives	7,000.00	1,375.00	7,000.00	5,500.00	16,500.00
7619.2 · New Business	57.44	875.00	57.44	3,500.00	10,500.00
Total 7619 · Incentive Travel	7,057.44	2,500.00	7,057.44	10,000.00	30,000.00
7625 · Simpleview Data Base	1,131.25	1,291.67	16,003.05	5,166.68	15,500.00
7641 · Promotional Materials	389.60	1,250.00	389.60	5,000.00	15,000.00
7642 · Trade Shows					
7642.0 · General Fund	0.00	625.00	1,276.75	2,500.00	7,500.00
7642.1 · Trade Show Travel	743.15	250.00	1,122.37	1,000.00	3,000.00
Total 7642 · Trade Shows	743.15	875.00	2,399.12	3,500.00	10,500.00

	Apr 22	Budget	Jan - Apr 22	YTD Budget	Annual Budget
7643 · Website Hosting	6,500.00	2,166.67	13,000.00	8,666.68	26,000.00
7644 · Printing and Reproduction	0.00	583.34	2,543.14	2,333.36	7,000.00
7645 · Special Projects					
7648 · Bids	0.00	2,083.34	0.00	8,333.36	25,000.00
7649 · Visitors Guide	0.00	3,333.34	42,675.77	13,333.36	40,000.00
Total 7645 · Special Projects	0.00	5,416.68	42,675.77	21,666.72	65,000.00
Total 7600 · Programs	40,507.52	35,662.98	142,456.87	142,651.92	427,955.00
7620 · Meeting programs					
8200 · Admin and General	5,044.07	3,333.34	9,908.28	13,333.36	40,000.00
8202 · Accounting					
8203 · Rent	600.00	1,250.00	2,000.00	5,000.00	15,000.00
8204 · Software	3,240.36	4,166.67	12,151.15	16,666.68	50,000.00
8205 · Hardware	951.46	250.00	1,024.96	1,000.00	3,000.00
8210 · Technology Repair & Maintenance	0.00	416.67	65.67	1,666.68	5,000.00
8214 · Bank Service Charges	0.00	1,666.67	0.00	6,666.68	20,000.00
8214.1 · Bank Fees - Square	25.95	50.00	113.75	200.00	600.00
8218 · Cash Over/Short	4.72		10.33		
8225 · Board Expenses	134.75		218.16		
8226 · Leased Equipment	0.00	366.67	2,755.33	1,466.68	4,400.00
8230 · Dues/Subscriptions/Memberships	464.04	416.67	1,673.67	1,666.68	5,000.00
8234 · Insurance	497.80	1,250.00	4,998.91	5,000.00	15,000.00
8238 · Utilities	399.06	1,000.00	3,319.24	4,000.00	12,000.00
8242 · Legal	475.78	500.00	1,415.42	2,000.00	6,000.00
8244 · Janitorial/Cleaning	0.00	416.67	192.50	1,666.68	5,000.00
8245 · Retirement Plan Fees/Admin	0.00	208.34	636.13	833.36	2,500.00
8247 · Office Supplies	0.00	183.34	425.00	733.36	2,200.00
8248 · Postage and Delivery	165.80	468.34	440.29	1,833.36	5,500.00
8250 · Storage	0.00	685.42	1,308.19	2,741.68	8,225.00
8251 · Misc. Office General	153.03	125.00	765.15	500.00	1,500.00
8282 · Travel & Meetings	160.60	208.34	180.50	833.36	2,500.00
8282.10 · Professional Development					
8282.11 · EL Hosted Events	0.00	333.34	3,090.00	1,333.36	4,000.00
8282.12 · Staff Travel	299.28	166.67	299.28	666.68	2,000.00
8282.13 · Meetings	1,150.69	250.00	1,719.69	1,000.00	3,000.00
8282.14 · Staff Employee Benefits	38.80	166.67	434.15	666.68	2,000.00
Total 8282 · Travel & Meetings	303.32	83.34	484.54	333.36	1,000.00
Total 8200 · Admin and General	1,792.09	1,000.02	6,027.66	4,006.08	12,006.00
8283 · Telephone/Internet	995.61	1,458.34	6,580.99	5,833.36	17,500.00
Total 8200 · Admin and General	10,061.05	16,077.16	46,305.00	64,308.64	192,925.00
8900 · Misc Expense			0.00		
Total Expense					
Net Ordinary Income					
Other Income/Expense					
Other Income					
9020 · Interest Income	71,232.49	91,501.84	304,108.53	366,007.36	1,098,020.00
Total Other Income	-67,141.78	13,864.85	-22,210.88	55,459.40	166,380.00
Net Ordinary Income					
Other Income/Expense					
Other Income					
9020 · Interest Income	3.41	83.34	411.16	333.36	1,000.00
Total Other Income	3.41	83.34	411.16	333.36	1,000.00

	Apr 22	Budget	Jan - Apr 22	YTD Budget	Annual Budget
Other Expense					
9510 - Depreciation	446.56	446.59	1,786.24	1,786.36	5,359.00
9530 - Interest Expense	0.00	363.34	732.00	1,453.36	4,360.00
Total Other Expense	446.56	809.93	2,518.24	3,239.72	9,719.00
Net Other Income	-443.15	-726.59	-2,107.08	-2,906.36	-8,719.00
Net Income	-57,584.93	13,138.26	-24,317.96	52,553.04	157,661.00



APRIL 2022 MARKETING REPORT

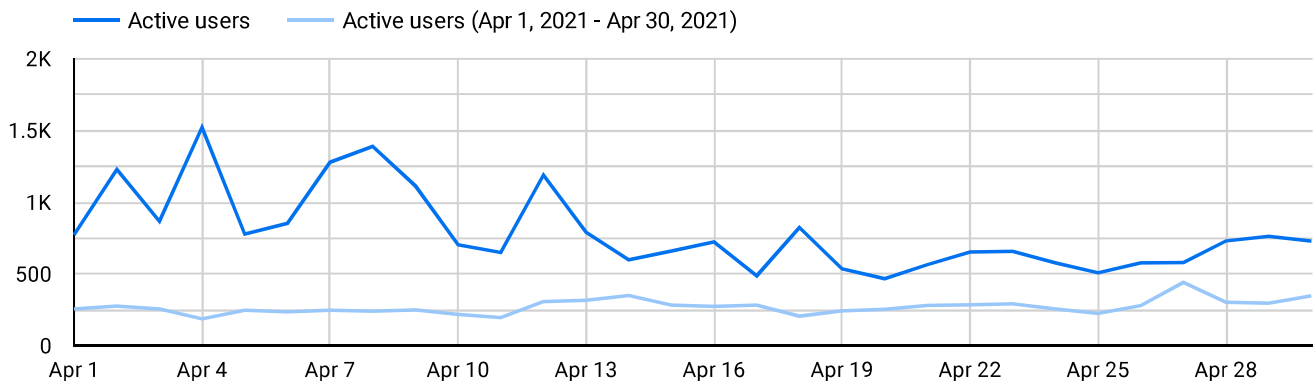
APRIL MARKETING SUMMARY

April started on an extremely high note with Kansas Men's Basketball in the Final Four and eventually a National Championship and the celebrations that ensued. Marketing efforts shifted to focus on the Final Four Visitor Experience in Lawrence, Kansas. eXplore Lawrence secured live entertainment from partners such as the Lawrence Busker Festival, Sporting KC, and Lawrence mini-golf. The Visitors Center served as "home-base" for media throughout the week, and eXplore Lawrence made many connections with media and other key local partners throughout the events. eXplore Lawrence will continue to ride the National Championship wave into the summer using the buzz to increase weekday family travel to Lawrence.

EXPLORELAWRENCE.COM

Total website users for April were 20,895, a 45.7% increase from last month and 186.5% more than April of last year. 20,397 of the users were first-time visitors to the site. The new Google Analytics measure active users and engagements by event. Events are comprised of page views, scrolls, clicks, video views, and more. The most viewed content in April was the Events Calendar, Eat Listings, Visitors Guide, Home Page, and Celebration Weekend pages.

Sessions	Users	New users	Event count	Event count per user
26,540	20,895	20,397	158,100	7.47
↑ N/A	↑ 186.5%	↑ 195.9%	↑ 198.9%	↑ 0.8%



Event name	Active users ▼
1. session_start	21,124
2. page_view	21,113
3. first_visit	20,390
4. user_engagement	11,716
5. scroll	5,632
6. click	2,853
7. view_search_results	113
8. video_start	71
9. video_progress	68

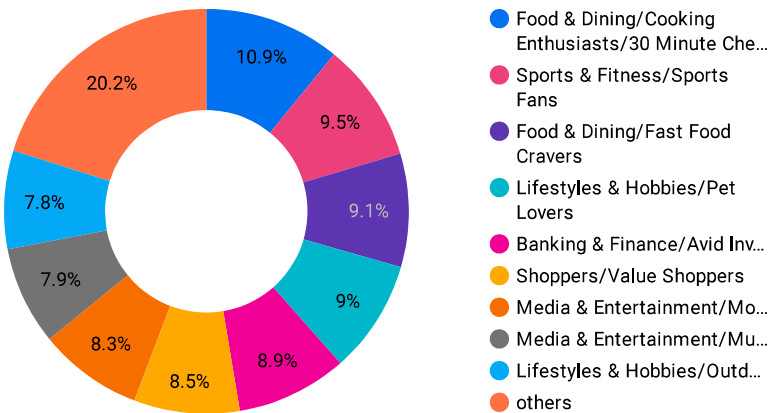
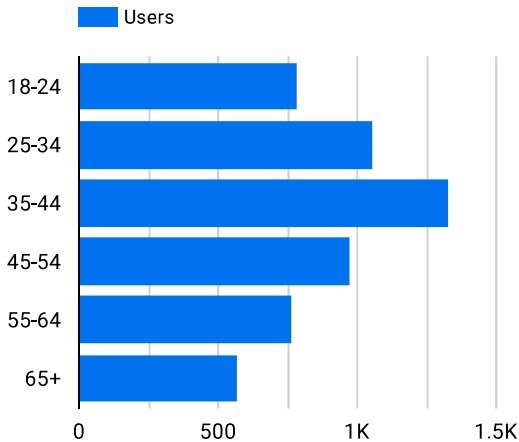
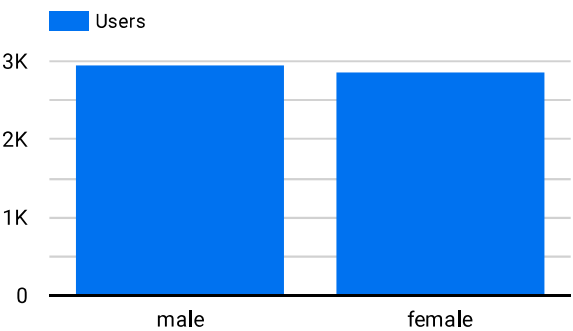
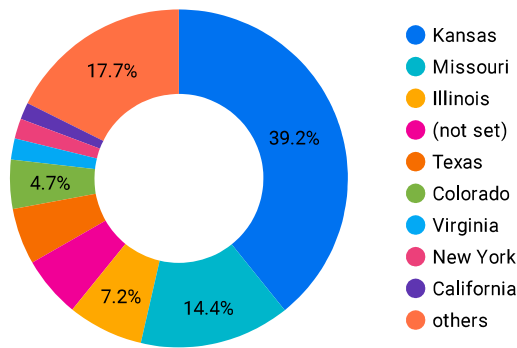
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Page title	Views ▼
1. Events Calendar - Unmistakably Lawren...	12,672
2. Eat - Unmistakably Lawrence	5,280
3. Visitors Guide - Unmistakably Lawrence	2,928
4. Explore - Unmistakably Lawrence	2,838
5. Celebration Weekend in Lawrence, Kans...	2,148
6. Concerts & Live Music	1,801
7. See - Unmistakably Lawrence	1,499
8. Final Four in Lawrence, Kansas	1,493
9. Cradle of Basketball	1,200
10. Sports/Recreation - Unmistakably Lawr...	1,132

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EXPLORELAWRENCE.COM USERS

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



EXPLORELAWRENCE.COM ACQUISITION

The leading traffic channels were organic search, organic social, and paid search. The top sources of traffic were Google, Facebook, Media/PR, E-news, and Instagram (linktr.ee).

Session default channel groupi...		Sessions ▾	Session source		Sessions ▾
1.	Organic Search	11,623	1.	google	17,107
2.	Organic Social	4,629	2.	(direct)	3,082
3.	Paid Search	3,553	3.	facebook.com	1,979
4.	Direct	3,082	4.	m.facebook.com	1,604
5.	Display	2,277	5.	lm.facebook.com	392
6.	Referral	653	6.	l.facebook.com	355
7.	Email	596	7.	Media/PR	321
8.	Unassigned	75	8.	Unmistakably Lawrence E-News	232
9.	Paid Video	4	9.	linktr.ee	227
10.	Organic Video	3	10.	bing	207

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SEARCH ENGINE MARKETING

.In April we saw an 84% increase in microconversions (Smart Goals from Google Analytics) and 11% more clicks than March. Tourism searches overall plateau in January - July. (With the exception of 2020 which was plain weird and 2021 where the plateau shifted a month later and ran from February to August) All this to say that we are taking advantage of more than usual relevant traffic right now and it is working.

Total Spent
\$811.73

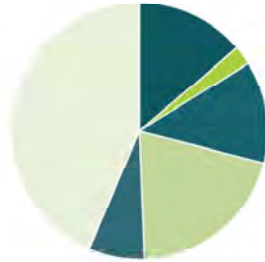
Impressions
93,180

CTR
4.08%
Industry Average: 4.68%

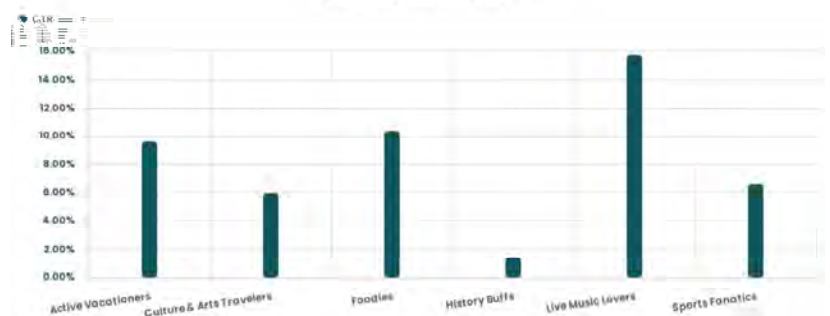
Clicks
3,804

Smart Goals (All Web Site Data)
138.00

Sports Fanatics (43.59%) History Buffs (20.32%) Active Vacationers (13.72%) Foodies (12.93%)
Live Music Lovers (7.75%) Culture & Arts Travelers (9.38%)



Click Through Rate by Campaign

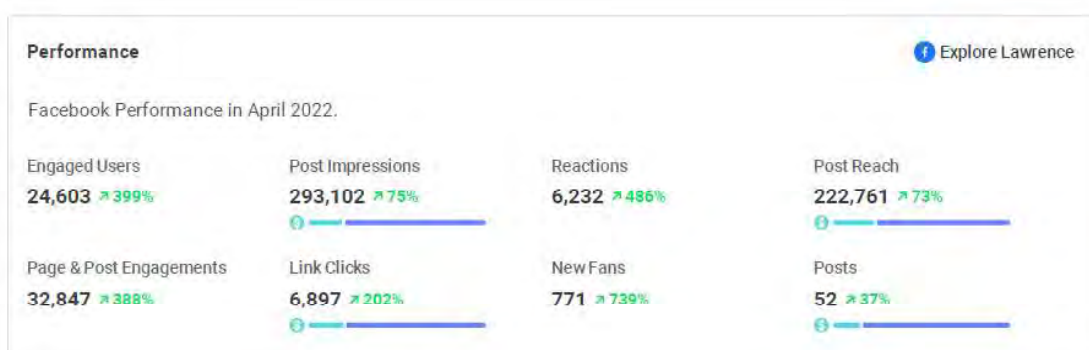


Top Keywords by CTR

Keyword	Clicks	CTR	Total Spent
+food +deals +lawrence +ks	19	35.19%	\$2.50
+food +specials +lawrence +ks	88	31.10%	\$11.73
+hiking +trails +lawrence +ks	61	30.06%	\$19.36
Landscape Lawrence Etc	15	27.78%	\$4.22
+lawrence +ks +what	136	27.09%	\$61.56
lawrence kansas concert	74	26.91%	\$21.60
+lawrence +ks +bike +trails	64	25.50%	\$20.42
+lawrence +ks +walking +trails	32	25.40%	\$9.78

SOCIAL MEDIA

January social media activity on Twitter, Instagram, and Facebook resulted in 869 new fans, 681,465 impressions, and 35,282 post engagements. The best performing content were Final Four/National Championship, Free State Festival, Food Truck Festival, and Why Lawrence?





YOUTUBE

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

	Video Title	Views
1.	Welcome to Unmistakably Lawrence, Kansas. :15	56,935
2.	Welcome to Unmistakably Lawrence, Kansas :30	8,012
3.	Why Lawrence? Megan at Kaw Valley Public House	3,786
4.	Why Lawrence? Mona at "Restoration" mural	3,548
5.	Why Lawrence? Special Episode: Championship Edition	3,414
6.	Welcome to Unmistakably Lawrence, Kansas	3,013
7.	Why Lawrence? Al at The Jayhawk Experience	1,394
8.	The Cradle of Basketball HD	570

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ENEWS

The April e-blast was sent to 4,330 recipients. 1,581 recipients opened the email, and 164 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 Tour.

4,330 Recipients

Audience: Unmistakably Lawrence E-News

Delivered: Thu, Apr 28, 2022 10:45 am

Subject: May is looking mighty fun in Lawrence, Kansas!

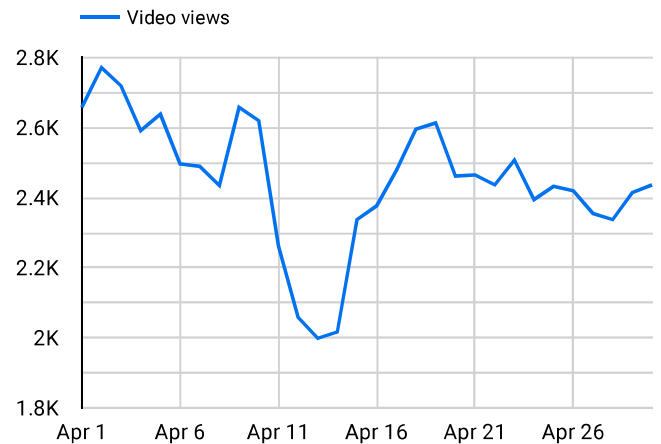
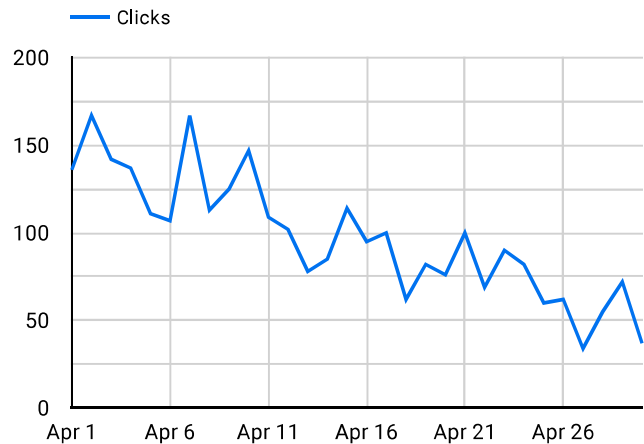
1,581 Opened	164 Clicked	58 Bounced	16 Unsubscribed
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GOOGLE DISPLAY AND VIDEO ADVERTISING

We used Google 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, Why Lawrence, and Cradle of Basketball videos on YouTube. These campaigns have resulted in 2.9k clicks to our site and 73.5k video views.

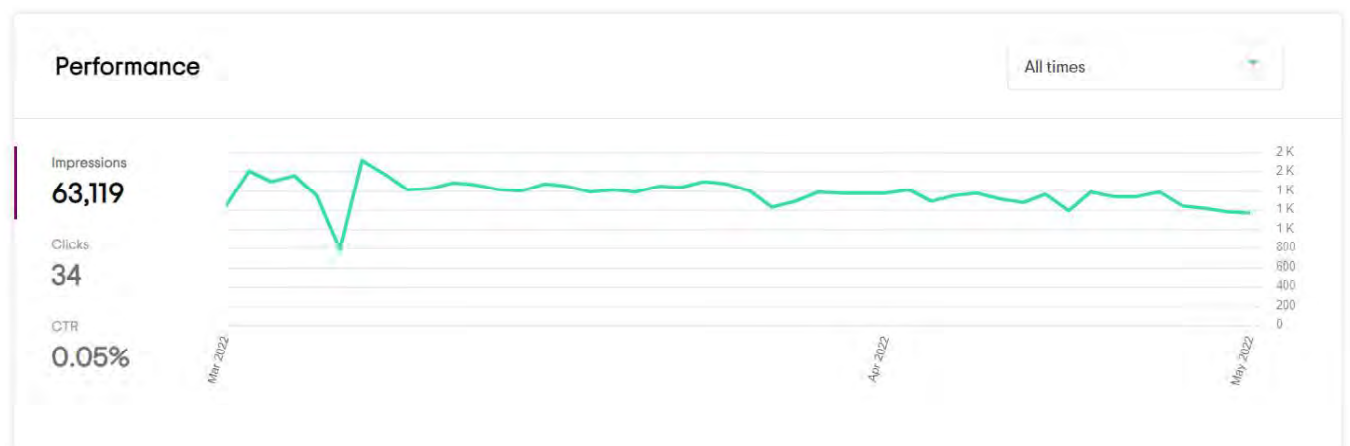
	Base Campaign Name	Impressions
1.	2022 Visitors Guide	415,517
2.	Vibe Videos	85,979
3.	Why Lawrence	26,337
4.	Cradle of Basketball	1,780

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TRIPADVISOR ADVERTISING

Ads promoting the 2022 Visitors Guide were displayed on TripAdvisor In March and April as people in our target markets were searching for things to do in Kansas. The advertising campaign resulted in 63,119 impressions and 34 clicks to the site.



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.

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.





Sales Team Board Report, April 2022

Lead Production

- 3 Leads generated (Room Nights: 6,200/ ERR: \$930,000) out of those leads- 2 Repeat, 1 New leads
- 1 Definite generated (Room Nights: 100 ERR: \$15,000.00)- New Lead for eXplore Lawrence

RRN = Requested

Room Nights

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

KCA 2022 Spring Conference
KCAC Women's Golf Tournament
Fur Takers of America 54th Rendezvous
KC Pre Nationals Volleyball Tournament
Prince Hall Lodge Conference
University of Kansas Department of Humanities
Daughters of the American Revolution

Sales Team Highlights

- Currently sitting at 18% of our lead goal for 2022 of securing 65 leads
- \$296,550.00 in estimated definite room revenue generated for Lawrence hotels
- Attended KCAC Women's Golf Championship Awards dinner and kicked off the tournament in Lawrence. Mayor Shipley attended the dinner and welcomed the athletic schools
- Final Four & Championship Game & Parade drove sold out weekends for Lawrence Hotels
- Secured 2023 KC Pre Nationals Volleyball Tournament contract for June 8th-11th, 2023 at Sports Pavilion. Working on city wide hotel agreements.
- Issued the Hardwood Classic Week 1 & 2 Tournament 2023 dates for July of 2023 at Sports Pavilion. Working on hotel agreements.
- Hosted Directors of the Kansas Realtors Association & Incoming President for Region #9 for a site & selection meeting for their upcoming 2023 conference. Met with several hotels & venues and took them around Lawrence to showcase venues and select properties for bid. Conference will be held Feb 24-27, 2023. Sat-Monday piece of business for Lawrence.



Prepared On: 05/22/2022
Prepared By: Kimberlee Anspach

NEW VC VISITOR TRACKING

Inquiry Date	Total Bathroom-Only Guests/Day	Total Walk In Guests	Average Bathroom-Only Guests/Day	Average Walk In Guests/Day
04/01/2022	8	36	8	36
04/02/2022	7	43	7	43
04/04/2022	3	40	3	40
04/06/2022	2	28	2	28
04/07/2022	2	19	2	19
04/08/2022	2	14	2	14
04/09/2022	10	105	10	105
04/10/2022	16	37	16	37
04/14/2022	2	13	2	13
04/15/2022	5	28	5	28
04/16/2022	3	53	3	53
04/21/2022	2	16	2	16
04/22/2022	8	27	8	27
04/23/2022	10	63	10	63
04/28/2022	3	17	3	17
04/30/2022	8	73	8	73
Grand Totals	91	612	6	38

Inquiry Date: 04/01/2022

Inquiry Date	Total Bathroom-Only Guests/Day	Total Walk In Guests
04/01/2022	8	36

Inquiry Date: 04/01/2022 - Subtotal: Total Bathroom-Only Guests/Day = 8, Total Walk In Guests = 36, Average Bathroom-Only Guests/Day = 8, Average Walk In Guests/Day = 36

Inquiry Date: 04/02/2022

Inquiry Date	Total Bathroom-Only Guests/Day	Total Walk In Guests
04/02/2022	7	43

Inquiry Date: 04/02/2022 - Subtotal: Total Bathroom-Only Guests/Day = 7, Total Walk In Guests = 43, Average Bathroom-Only Guests/Day = 7, Average Walk In Guests/Day = 43

Inquiry Date: 04/04/2022

Inquiry Date	Total Bathroom-Only Guests/Day	Total Walk In Guests
04/04/2022	3	40

Inquiry Date: 04/04/2022 - Subtotal: Total Bathroom-Only Guests/Day = 3, Total Walk In Guests = 40, Average Bathroom-Only Guests/Day = 3, Average Walk In Guests/Day = 40

Inquiry Date: 04/06/2022

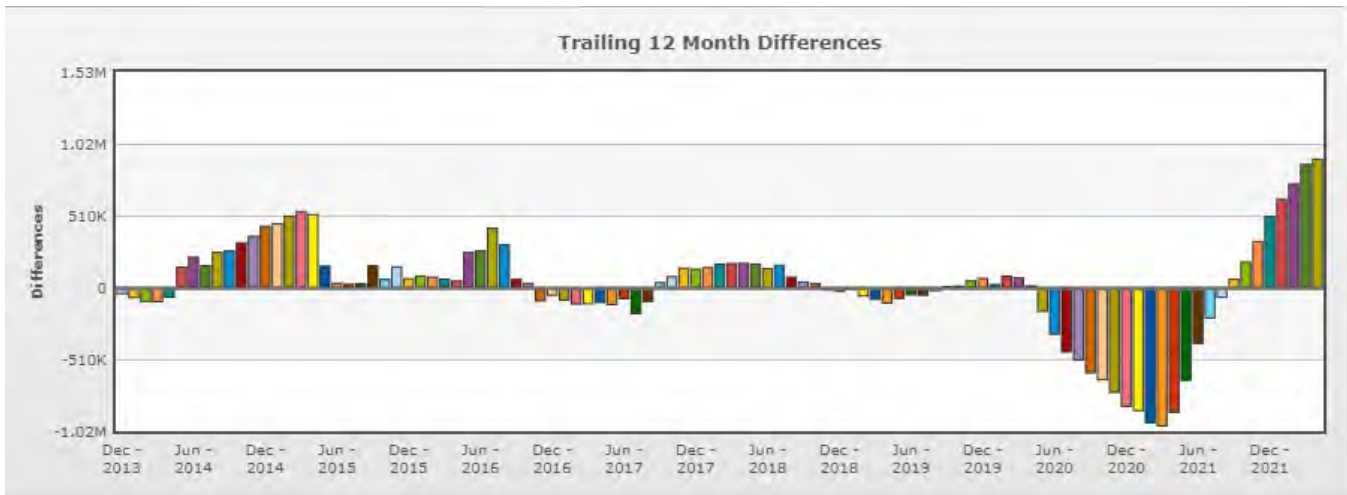
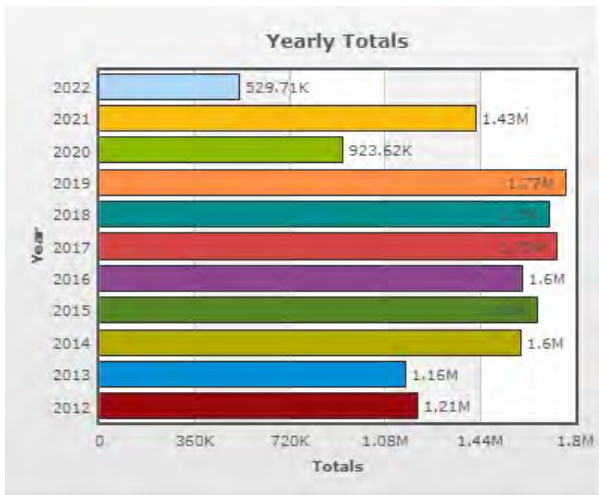
Inquiry Date	Total Bathroom-Only Guests/Day	Total Walk In Guests
04/06/2022	2	28
Inquiry Date: 04/06/2022 - Subtotal: Total Bathroom-Only Guests/Day = 2, Total Walk In Guests = 28, Average Bathroom-Only Guests/Day = 2, Average Walk In Guests/Day = 28		
Inquiry Date: 04/07/2022		
Inquiry Date	Total Bathroom-Only Guests/Day	Total Walk In Guests
04/07/2022	2	19
Inquiry Date: 04/07/2022 - Subtotal: Total Bathroom-Only Guests/Day = 2, Total Walk In Guests = 19, Average Bathroom-Only Guests/Day = 2, Average Walk In Guests/Day = 19		
Inquiry Date: 04/08/2022		
Inquiry Date	Total Bathroom-Only Guests/Day	Total Walk In Guests
04/08/2022	2	14
Inquiry Date: 04/08/2022 - Subtotal: Total Bathroom-Only Guests/Day = 2, Total Walk In Guests = 14, Average Bathroom-Only Guests/Day = 2, Average Walk In Guests/Day = 14		
Inquiry Date: 04/09/2022		
Inquiry Date	Total Bathroom-Only Guests/Day	Total Walk In Guests
04/09/2022	10	105
Inquiry Date: 04/09/2022 - Subtotal: Total Bathroom-Only Guests/Day = 10, Total Walk In Guests = 105, Average Bathroom-Only Guests/Day = 10, Average Walk In Guests/Day = 105		
Inquiry Date: 04/10/2022		
Inquiry Date	Total Bathroom-Only Guests/Day	Total Walk In Guests
04/10/2022	16	37
Inquiry Date: 04/10/2022 - Subtotal: Total Bathroom-Only Guests/Day = 16, Total Walk In Guests = 37, Average Bathroom-Only Guests/Day = 16, Average Walk In Guests/Day = 37		
Inquiry Date: 04/14/2022		
Inquiry Date	Total Bathroom-Only Guests/Day	Total Walk In Guests
04/14/2022	2	13
Inquiry Date: 04/14/2022 - Subtotal: Total Bathroom-Only Guests/Day = 2, Total Walk In Guests = 13, Average Bathroom-Only Guests/Day = 2, Average Walk In Guests/Day = 13		
Inquiry Date: 04/15/2022		
Inquiry Date	Total Bathroom-Only Guests/Day	Total Walk In Guests
04/15/2022	5	28
Inquiry Date: 04/15/2022 - Subtotal: Total Bathroom-Only Guests/Day = 5, Total Walk In Guests = 28, Average Bathroom-Only Guests/Day = 5, Average Walk In Guests/Day = 28		
Inquiry Date: 04/16/2022		
Inquiry Date	Total Bathroom-Only Guests/Day	Total Walk In Guests
04/16/2022	3	53
Inquiry Date: 04/16/2022 - Subtotal: Total Bathroom-Only Guests/Day = 3, Total Walk In Guests = 53, Average Bathroom-Only Guests/Day = 3, Average Walk In Guests/Day = 53		

Inquiry Date: 04/21/2022		
Inquiry Date	Total Bathroom-Only Guests/Day	Total Walk In Guests
04/21/2022	2	16
Inquiry Date: 04/21/2022 - Subtotal: Total Bathroom-Only Guests/Day = 2, Total Walk In Guests = 16, Average Bathroom-Only Guests/Day = 2, Average Walk In Guests/Day = 16		
Inquiry Date: 04/22/2022		
Inquiry Date	Total Bathroom-Only Guests/Day	Total Walk In Guests
04/22/2022	8	27
Inquiry Date: 04/22/2022 - Subtotal: Total Bathroom-Only Guests/Day = 8, Total Walk In Guests = 27, Average Bathroom-Only Guests/Day = 8, Average Walk In Guests/Day = 27		
Inquiry Date: 04/23/2022		
Inquiry Date	Total Bathroom-Only Guests/Day	Total Walk In Guests
04/23/2022	10	63
Inquiry Date: 04/23/2022 - Subtotal: Total Bathroom-Only Guests/Day = 10, Total Walk In Guests = 63, Average Bathroom-Only Guests/Day = 10, Average Walk In Guests/Day = 63		
Inquiry Date: 04/28/2022		
Inquiry Date	Total Bathroom-Only Guests/Day	Total Walk In Guests
04/28/2022	3	17
Inquiry Date: 04/28/2022 - Subtotal: Total Bathroom-Only Guests/Day = 3, Total Walk In Guests = 17, Average Bathroom-Only Guests/Day = 3, Average Walk In Guests/Day = 17		
Inquiry Date: 04/30/2022		
Inquiry Date	Total Bathroom-Only Guests/Day	Total Walk In Guests
04/30/2022	8	73
Inquiry Date: 04/30/2022 - Subtotal: Total Bathroom-Only Guests/Day = 8, Total Walk In Guests = 73, Average Bathroom-Only Guests/Day = 8, Average Walk In Guests/Day = 73		
Grand Total: Total Bathroom-Only Guests/Day = 91, Total Walk In Guests = 612, Average Bathroom-Only Guests/Day = 6, Average Walk In Guests/Day = 38		



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



Year over Year comparison. For internal use only.

