



BOARD OF DIRECTORS MEETING

November 19, 2021
11:00 AM
Carnegie Building



explore
LAWRENCE



eXplore Lawrence Board Meeting Agenda

Friday November 19 – 11 a.m. Carnegie Conference Room

1. Approval of Minutes – August board meeting
2. Finance Report – Heidi Champagne
3. Staff reports
4. Executive Director Report
5. Accounting RFP Update
6. Budget Update
7. Nominating Committee
8. Board Retreat

eXplore Lawrence

DRAFT - Board Minutes

October 20, 2021

Zoom meeting – 3:30 p.m.

Members Present: Mike Logan, Fally Afani, Jamie Hays Szalc, Peter Bobkowski, Sally Zogry, Stuart Boley, Heidi Champagne, Danny Caine, Ivan Simac

Members absent: Porter Arneill, Hugh Carter

*ex-officio members

Staff: Kim Anspach, Executive Director

Guests: None

Meeting Materials provided by email: October 2021 Board Packet, STR Report

Meeting began at 3:33 p.m.

1. Approval of Minutes – September board meeting

Action: Jamie moved; Ivan seconded. Approved.

2. Finance Report – Heidi

- Heidi went over assets: \$416,629.14
- Mike Reserved fund and loan, loan repayment required in June of 2022.

3. Staff Reports

- Visitor Center
 - 661 visitors in September. Buskerfest was busy weekend.
 - Caleb working on scheduling for tabling for Belgian Waffle Race, include community partners.
 - New postcards designed in house this month with our photography.
 - Our Final Friday in September was John Brown themed to coincide with the exhibit. Show will run through November, so October Final Fridays will also be John Brown.
 - Our part time visitor's center manager is going to be out due to isolation needs. Staff will cover Visitor's Center.
- Sales Report
 - Two leads generated, neither panned out.
 - Luncheon rescheduled for COVID.
 - Unable to secure soccer referee camp.
 - Kendra attended conference in Atlantic City in collaboration with Sports Kansas.

- Working on bid for the Hardwood Classic (in July). Worked with Parks and Rec to provide value.
- Working on Kansas Museum conference.
- Developing sales plan to present at November board meeting.
- Marketing
 - Web site
 - 63.6 increase in web traffic over last month.
 - Epic football contest where we gave away prizes, added 1500 new subscribers to our enewsletter list.
 - Buskerfest, Encountering John Brown, and the football promotion were our digital campaign for the month. Over 1 million impressions.
 - SeaSource Advertising – people who saw our Buskerfest marketing arrived in Lawrence.
 - Delaying launch of video to promote website so that we can include promotional footage of Indigenous Culture.

4. Executive Director Report

- Kim shared Strategic Plan report
 - Focusing on regional partnerships.
 - Met with Sean Dixon of Visit Topeka, discussed partnerships and pushing rooms to each other's cities and how to collaborate on bidding on incentives.
 - Accounting RFP Update: Received two competitive bids, a third one gave an hourly rate. So we have three to interview by the second week of November.
 - Want to start a conversation about Equity, Diversion, and Inclusion. We do a good job with marketing DEI. Destinations International had a good study and road map we can use to implement this more. We want to put together a working group of board members to go through the road map, and then go through actionable and achievable items to include in our strategic plan. Fally, Jamie, and Danny volunteered will be on this working group.
- TGT Grant Committee
 - Need a board representative on the TGT Grant advisory board. The board decided Peter would be a good fit.

5. Budget Update

- Kim went over the STAR report.
- We're above 2019 in occupancy. Average daily rate is neck and neck from 2019 and now. Revenue is also up over 2019. For August, we also beat out 2019 numbers.
- Kim is optimistic about TGT collections for September.

- Kim anticipates full funding in Quarter 2.
- Fally and Ivan's seats expiring, will discuss whether they want to refill those seats. Mike will also expire in December.
- Mike wants Kim to give background on executive committee, bylaws, terms...

Notes

Sally discussed changes to the Santa Rescue. It will move to Friday, December 3rd, Winter Wonder weekend, lead into the horse parade. Change it to parade of 1, just Santa, riding the antique fire truck at Station 1 and a marching band to escort him. He'll start at 6th, come down the street and lights coming on with each block he passes. The goal is to encourage spectators to spread out along Mass Street, instead of concentrated in one area.

Ivan gave update on hotels, says things are moving in the right direction but there are a lot of unknowns. Feels that next year will be good, but says it's ultimately up to vaccination rates.

Ivan proposed moving our meetings back to in person.

Motion to Adjourn

Action: Moved by Peter, seconded by Jamie.

Meeting Ended at 4:19 p.m.

Next meeting November 17, 2021 - 3:30 p.m.

Explore Lawrence Inc
Balance Sheet
As of October 31, 2021

	Oct 31, 21
ASSETS	
Current Assets	
Checking/Savings	
1020 • US Bank checking account	47,951.33
1030 • US Bank Money Market	35,872.75
1050 • Reserve Fund	203,009.04
Total Checking/Savings	286,833.12
Total Current Assets	286,833.12
Fixed Assets	
2200 • Leasehold Improvement	107,174.01
2500 • Accumulated Depreciation	-10,717.40
Total Fixed Assets	96,456.61
Other Assets	
1225 • Deposits/Prepaid expense	4,348.50
Total Other Assets	4,348.50
TOTAL ASSETS	387,638.23
LIABILITIES & EQUITY	
Liabilities	
Current Liabilities	
Accounts Payable	
3000 • Accounts Payable	5,120.03
Total Accounts Payable	5,120.03
Other Current Liabilities	
3100 • Accrued Payroll	13.53
3150 • 401(K) W/H Payable	7,370.79
Total Other Current Liabilities	7,384.32
Total Current Liabilities	12,504.35
Long Term Liabilities	
3700 • EIDL Loan June 19,2020	149,900.00
Total Long Term Liabilities	149,900.00
Total Liabilities	162,404.35
Equity	
4100 • Beginning Fund Balance	293,636.37
Net Income	-68,402.49
Total Equity	225,233.88
TOTAL LIABILITIES & EQUITY	387,638.23

Explore Lawrence Inc
Profit & Loss Budget Performance
October 2021

	Oct 21	Budget	Jan - Oct 21	YTD Budget	Annual Budget
Ordinary Income/Expense					
Income					
5000 · Guest Tax	0,00	0,00	391,210,00	747,000,00	996,000,00
5200 · Merchandise Sales	295,62	666,67	2,369,48	6,666,66	8,000,00
5250 · Meeting Max Income	0,00	0,00	9,695,00	0,00	0,00
5500 · DMI	3,000,00	0,00	12,000,00	12,000,00	12,000,00
5600 · Co-Op Marketing	3,200,00	0,00	4,300,00	15,000,00	15,000,00
5658 · State Grant	10,000,00	0,00	10,000,00	10,000,00	10,000,00
5660 · DTN	0,00	0,00	0,00	6,000,00	6,000,00
5700 · Miscellaneous Income	1,115,00	166,67	1,165,00	1,666,66	2,000,00
Total Income	17,610,62	833,34	430,739,48	798,333,32	1,049,000,00
Cost of Goods Sold					
6100 · Merchandise Cost					
6190 · Miscellaneous Costs	51,55		265,50		
Total 6100 · Merchandise Cost	51,55	0,00	265,50	0,00	0,00
Total COGS	51,55	0,00	265,50	0,00	0,00
Gross Profit	17,559,07	833,34	430,473,98	798,333,32	1,049,000,00
Expense					
7000 · Payroll Expense					
7065 · Health Insurance	2,480,42	2,333,33	24,305,04	23,333,34	28,000,00
7070 · Incentive Program	0,00	833,33	0,00	8,333,34	10,000,00
7081 · Payroll	22,718,70	28,333,33	260,567,71	283,333,34	340,000,00
7000 · Payroll Expense - Other	0,00		1,097,55		
Total 7000 · Payroll Expense	25,199,12	31,499,99	285,970,30	315,000,02	378,000,00
7260 · Retirement Plan	1,875,84	833,33	14,741,58	8,333,34	10,000,00
7600 · Programs					
7601 · Advertising					
7601.10 · Magazine	0,00	0,00	11,572,00	4,425,00	7,425,00
7601.12 · Content	422,00	2,000,00	11,064,09	9,500,00	9,500,00
7601.14 · Outdoor	0,00	0,00	700,00	8,700,00	12,700,00
7601.2 · Design	0,00	1,000,00	3,326,80	5,180,00	5,980,00
7601.21 · Opportunity Fund	2,775,00	0,00	2,273,00	15,179,00	18,179,00
7601.24 · New Technology	3,750,00	0,00	6,906,22	4,500,00	6,000,00
7601.4 · Public Relations	339,06	1,000,00	3,693,91	7,000,00	8,000,00
7601.8 · Digital	4,190,14	1,000,00	29,443,91	78,216,00	84,216,00
7601.9 · Partner Media Buy Program	0,00	0,00	11,56	4,000,00	4,000,00
Total 7601 · Advertising	11,476,20	5,000,00	68,991,49	136,700,00	156,000,00
7619 · Incentive Travel	385,00	0,00	19,183,91	26,000,00	30,000,00
7623 · Marketing					
7623.1 · Website Design	0,00	2,856,25	39,370,00	28,562,50	34,275,00
Total 7623 · Marketing	0,00	2,856,25	39,370,00	28,562,50	34,275,00
7625 · Simpleview Data Base	0,00	0,00	25,000,00	38,000,00	38,000,00
7641 · Promotional Materials	0,00	500,00	4,971,71	11,000,00	12,000,00
7642 · Trade Shows	1,316,98	500,00	4,443,10	9,000,00	10,000,00
7643 · Website Hosting	0,00	0,00	208,87	0,00	1,000,00
7644 · Printing and Reproduction	186,90	583,33	1,472,88	5,833,34	7,000,00
7645 · Special Projects					
7648 · Bids	0,00	1,250,00	1,248,75	12,500,00	15,000,00
Total 7645 · Special Projects	0,00	1,250,00	1,248,75	12,500,00	15,000,00
Total 7600 · Programs	13,365,08	10,689,58	164,890,71	267,595,84	303,275,00
7620 · Meeting programs	330,00	9,000,00	19,947,96	30,500,00	40,000,00
8100 · Buildout VC Center-Depreciation	0,00	0,00	0,00	97,146,67	0,00
8200 · Admin and General					
8202 · Accounting	675,00	750,00	11,955,01	13,500,00	15,000,00
8203 · Rent	0,00	3,083,33	29,728,30	30,833,34	37,000,00

Explore Lawrence Inc
Profit & Loss Budget Performance
October 2021

	Oct 21	Budget	Jan - Oct 21	YTD Budget	Annual Budget
8204 · Software	23,50	250,00	1,497,86	2,500,00	3,000,00
8206 · Hardware	0,00	416,67	0,00	4,166,66	5,000,00
8210 · Technology Repair & Maintenance	1,100,87	1,666,67	8,348,87	16,666,66	20,000,00
8214 · Bank Service Charges	35,90	50,00	410,84	500,00	600,00
8225 · Board Expenses	0,00	366,67	4,099,97	3,666,66	4,400,00
8226 · Leased Equipment	617,31	416,67	4,121,45	4,166,66	5,000,00
8230 · Dues/Subscriptions/Memberships	329,11	916,67	11,734,39	9,166,66	11,000,00
8234 · Insurance	259,06	750,00	6,892,99	7,500,00	9,000,00
8238 · Utilities	104,26	500,00	2,355,88	5,000,00	6,000,00
8242 · Legal	0,00	416,67	633,41	4,166,66	5,000,00
8244 · Janitorial/Cleaning	125,00	375,00	1,396,30	3,750,00	4,500,00
8245 · Retirement Plan Fees/Admin	425,00	125,00	2,199,42	1,250,00	1,500,00
8247 · Office Supplies	54,38	458,33	1,399,37	4,583,34	5,500,00
8248 · Postage and Delivery	0,00	685,42	1,083,96	6,854,16	8,225,00
8250 · Storage	0,00	208,33	765,14	2,083,34	2,500,00
8251 · Misc. Office General	9,70	166,67	2,346,54	1,666,66	2,000,00
8282 · Travel & Meetings	435,30	625,00	3,079,56	6,250,00	7,500,00
8283 · Telephone/Internet	3,026,48	1,458,33	14,176,92	14,583,34	17,500,00
Total 8200 · Admin and General	7,220,87	13,685,43	108,226,18	142,854,14	170,225,00
8252 · Storage	153,03		918,18		
Total Expense	48,143,94	65,708,33	594,694,91	861,430,01	901,500,00
Net Ordinary Income	(30,584,87)	(64,874,99)	(164,220,93)	(63,096,69)	147,500,00
Other Income/Expense					
Other Income					
8020 · Interest Income	137,71	83,33	1,375,36	833,34	1,000,00
9060 · PPP Loan Forgiven	0,00		94,360,00		
Total Other Income	137,71	83,33	95,735,36	833,34	1,000,00
Other Expense					
9510 · Depreciation	0,00	0,00	0,00	0,00	5,358,70
Total Other Expense	0,00	0,00	0,00	0,00	5,358,70
Net Other Income	137,71	83,33	95,735,36	833,34	(4,358,70)
Net Income	(30,447,16)	(64,791,66)	(68,485,57)	(62,263,35)	143,141,30



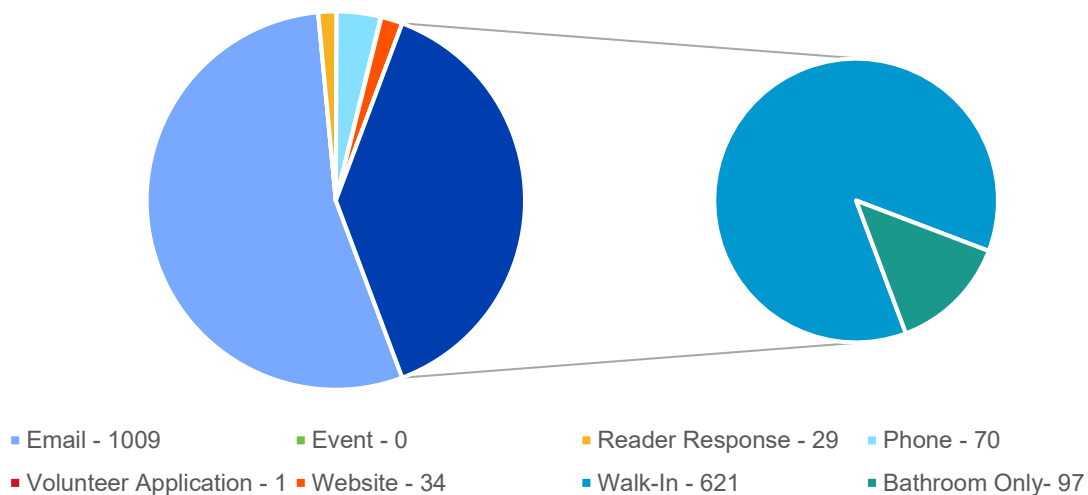
Visitors Center Report

Overview

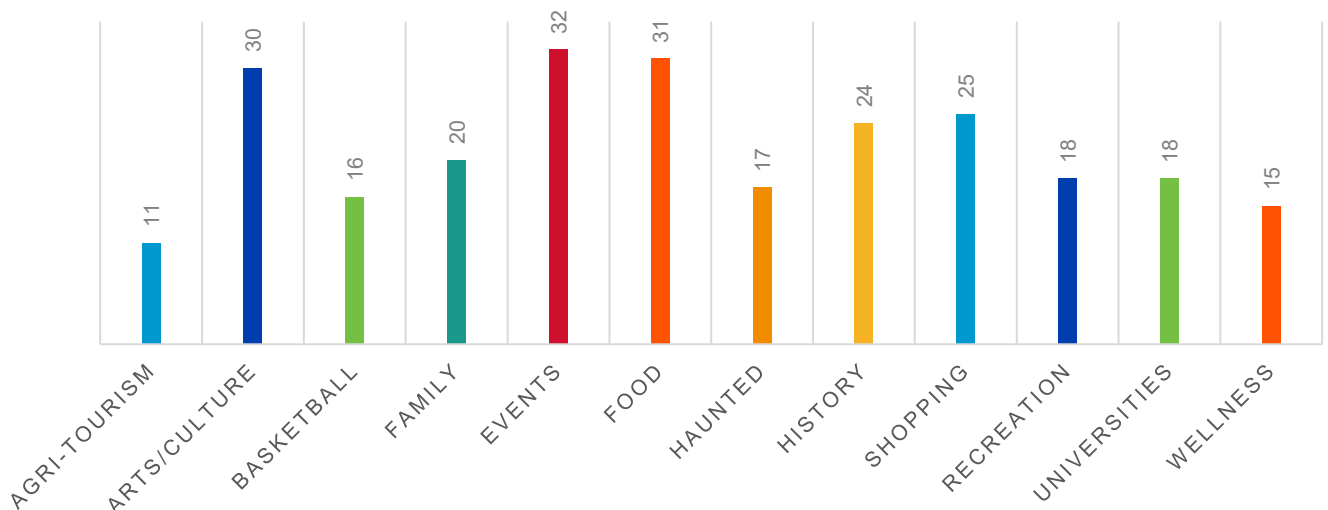
October kept the pace of September with a total of 621 visitors who came in our doors. I am pleased with these numbers, seeing how it is starting to get colder out. October had a few less city wide events as September but we still kept busy. We had the Belgian Waffle Ride, an exciting opportunity with KU, and a new merchandise venture at the Visitors Center.

Visitors Center Guests

October Inquiries

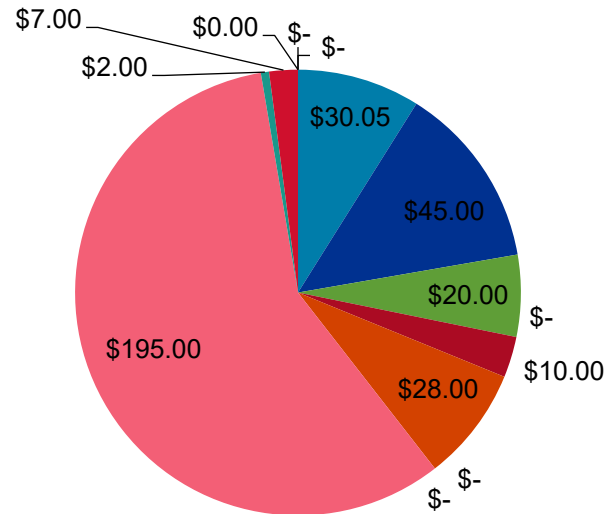


Visitor Interests



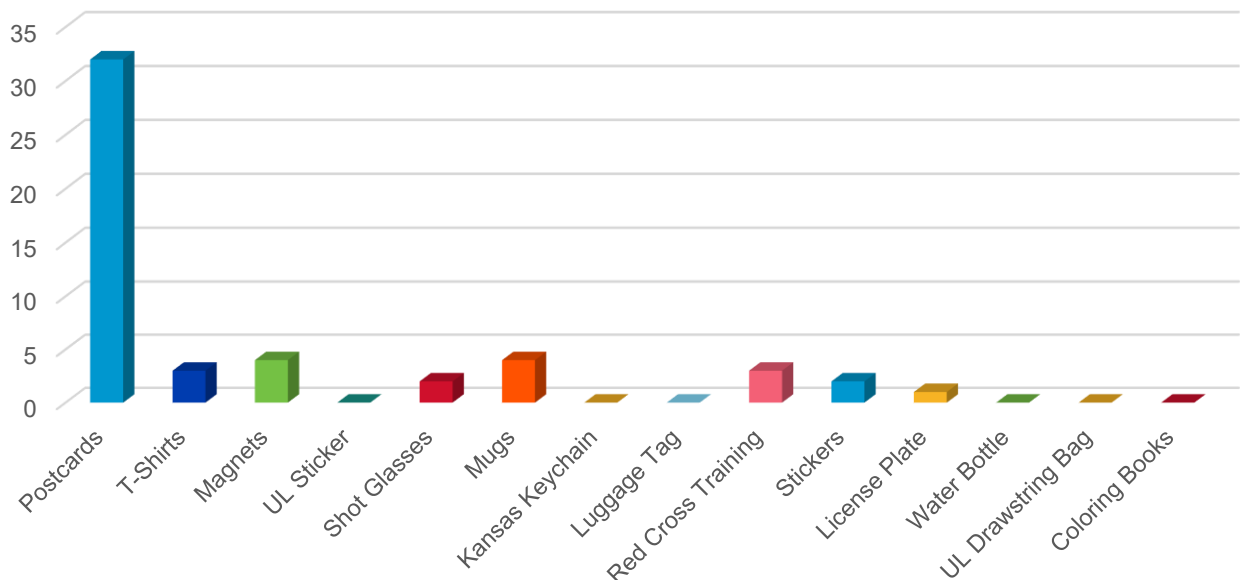
Visitors Center Sales

Gross Sales - \$337.05



- Postcards
- T-Shirts
- Magnets
- UL Sticker
- Shot Glasses
- Mugs
- Kansas Keychain
- Luggage Tag
- Red Cross Training
- Stickers
- License Plate
- Water Bottle
- UL Drawstring Bag
- Coloring Books

Number of Items Sold



We sold over 30 Postcards in the month of October. Our new Postcards were a hit with visitors and I expect them to continue to sell well in the next coming months. We did order some merchandise and the order included some other postcard options that were akin to the cheaper ones we have that we are no longer able to replace. We expect to get them in the next few months.

I still continue to assist with helping business' and attractions with their listings on our website through the Partner Portal. Now that we are continuing our tutorial videos, have launched our new website, and now our new Lawrence Video we are seeing people reach out more for assistance in setting their account up.

At the end of October we had the Belgian Waffle Bike Ride that took place. There was a vendor village that was occurring the day before the event that EL was able to table at. We decided to reach out to local businesses and attractions, especially ones that were not already downtown to invite them to table with us. Trivedi Wine and Lawrence Farmers Market were able to be there, plus many others sent handouts to be on display at our table.

The weekly videos continue to help me stay up to date with events going on in Lawrence and I am glad that it is one of the tasks I do each week.

I had reached out to the Center for Orientation office at KU for a list of new students a few months back in order for us to send our visitors guide out to their families. I also inquired about any opportunities that we had for the CFO office and EL to collaborate. Ryan Edmonds reached out to me a few weeks later and discussed the Winter Welcome Week in January and how he thinks that EL will be a great partner to have for this event. I was able to get a meeting scheduled with him and I, as well as Kim and Andrea to brainstorm. We were able to bounce some great ideas off each other and are meeting in a few weeks to talk more about them. I am excited to see what comes of this partnership.



Sales Team Board Report, October 2021

Lead Production

- 2 Leads generated in October (ERR: \$173,575)
- 1 Definite (ERR: \$70,000)

*RRN = Requested
Room Nights*

*ERR = Estimated
Room Revenue*

***Hardwood Classic Basketball weekend 1-July 20-24th, 2022 / RRN: 3200; EER: \$508,000**

***Hardwood Classic Basketball weekend 1-July 27-31st, 2022 / RRN: 3200; EER: \$508,000**

**(these leads are for tracking of incentives \$, requested room lead has not been sent to hotels, pending decision from tournament organizer)*

Definite: Central States District of BHS-Oct 6th-9th, 2022 / RRN: 450; EER: \$70,000



Sales Team Board Report, October 2021



Prospecting Efforts & Other Sales Team Highlights

Active Prospecting/Business Development –

Hardwood Classic Basketball Tournament- Update on this- EL presented to MO KAN Basketball on covering the SPL facility fees for '22,'23, and '24 with hopes of securing '25 & '26. Gave the client two weeks to discuss items with the MO KAN Basketball board and will revisit end of the month in November. This lead has not been sent to hoteliers. Explained to the organizers the longer the decision takes the more delayed we are in securing rooms for the event.

BWR Kansas- Pick up reports turned in from blocks who participated in MMX for race.

Total pick up reported was 180 room nights. At 10.1.21 cut off there was only 130 rooms picked up. Last minute booking did occur. Around 1000 room nights contracted city wide for this event.

Peak block pick up downtown; reported 45 on Saturday evening.

No hotels tracked outside of the group block so hard to say if there was pick up from BWR Kansas outside of the block setup through MMX.

Occupancy's were strong overall vs previous occupancy correlating that this event affected the weekend's occupancy for the hotels overall.

EL and Sunflower will be meeting on 11.11.21 to discuss the feedback from the event and share in the next board report.

KCAC Women's Golf Tournament- Scott with KCAC announced to EL that the board has awarded the '22, '23 and '24 tournament to the Jayhawk Club and will be working with Kendra on finalizing the agreement. Scott and the board will be visiting the Jayhawk Club in December to finalize the tournament details and discuss next steps. First event with KCAC for Lawrence! Stole business from Finley County.

KSAE Conference- Kendra attended the annual KSAE trade show at Prairie Band Casino in Mulvane KS. EL was a trade show exhibitor. Kendra met with several Association planner to discuss future business rotating to Lawrence. Several planners voiced they were glad to have great relationships in Lawrence such as David at the Doubletree and EL staff. The organizations are looking at Lawrence more often because of the relationship created over the years and more visibility to the destination. Kendra hopes to organize a FAM for the planners to come and tour Lawrence's hotels & non-hotel venues in '22.

Sales Team Board Report, October 2021



TEAMS Conference Trade Show- Follow ups

Kayak Bass Fishing-

Kendra reached out to Kayak Bass Fishing contact to discuss arranging a discussion on Clinton Lake and the assets around the community to bring an event to Lawrence with KBF.

USA Ultimate Frisbee-

Per a discussion with USA Ultimate Frisbee at the trade show, the contact suggested that collegiate level tournaments would do great in Lawrence. First step would be to connect with the local clubs in Lawrence and see if there would be support, and then work from there on bringing regional and national level events. Kendra reached out to the captain of the KU Ultimate Frisbee club to arrange a meeting to discuss this further.

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

Kansas Museum Association

Fur Takers of America

Other sales efforts:

Threshold 360- *Ongoing project.* Majority of the venues/hotels are completed. Marketing has integrated the tours on the website. 0 New locations shot in September.

On boarding new hotel partners- None at this time..

CVENT- Sales met with the CVENT account manager to discuss renewal for '22. Yearly subscription is up at the end of the year and eXplore Lawrence would need to renew their diamond 2 listing. Marketing might have opportunity to do some pay per click marketing within the listing. Marketing & Sales are going to hold off till '22 to discuss this further.

DOS Meeting: Held at Sunflower Outdoor & Bike to discuss the upcoming BWR Kansas race. Two hoteliers attended. Katie from BW Plus and Chris from Springhill Suites. Thought moving the time to the afternoon would allow more DOS to get off property to attend. Below average attendance for this new time slot.

DOS & GMs were invited by eXplore Lawrence to attend the opening of the John Brown Exhibit at the Watkins Museum. The hotels were invited to send front line employees to attraction and experience it for themselves to better promote the attraction to guests when they ask about things going on in town during their stay. A handful of hotel employees took advantage of the tickets and visited the exhibit.

Sales Team Board Report, October 2021



Tour Kansas- Still promoting the John Brown exhibit through social media channels and outreach prospecting efforts.

Sports Kansas- See recap under prospecting efforts.

MPI Kansas City- Kendra attended the October Education and networked with attendees.

KSAE- See recap under prospecting efforts from trade show.

PCMA Heartland- Next education event will be at the state of the industry event on Nov 4th. eXplore Lawrence is a presenting sponsor for the event.



Marketing & Communications Report – October 2021

Website

Total unique website visitors for October were 14,464, a 9.76% decrease from last month, and 31% less than October of last year. In October 2020 we were running a large CARES Act funded advertising campaign which explains the difference in traffic. The best news is that visitors are spending more time on the site and viewing more pages since the launch of the new site. In October users averaged 2.03 pages on the site (compared to 1.35 pages last October) and averaged 1:45 minutes on the site (compared to :40 last October). One of the top goals for the new site was increasing engagement, and we are doing just that. The top source for our traffic were Organic, Display, and Paid Search.

New content on the site in October was:

- October Best Bets for Live Music
- Encountering John Brown Video Tour
- Schaaque's Pumpkin Patch Video Tour
- Come for the game, stay for the weekend: Kansas vs Oklahoma

Top viewed content in October was:

- Calendar of Events
- Epic Football Weekend Contest
- Encountering John Brown
- Home Page
- Restaurants

Search Engine Marketing

Last month the campaigns delivered 2,209 relevant and qualified visits to the site on 30,185 Google search ad impressions for a CTR of 7.32%. Compare this to the industry average of 4.68%. Sports Fanatics, Foodies and History Buffs once again led in search volume. Sports Fanatics and Live Music Lovers continue to garner the highest CTRs with both over 11.00%. 167 Smart Goals were reported for the month vs. 131 in September.

Google Display Advertising

Google Display advertising campaigns ran for Encountering John Brown and Epic Football Weekend in October. All together the campaigns delivered 886,257 impressions, resulting in 4,576 clicks for a click-thru rate of .53%, above the industry benchmark of .47%.

SeeSource Advertising

We used SeeSource for our Epic Football Weekend and Encountering John Brown Campaigns:

- **Encountering John Brown**
 - Target: those who have visited the Watkins and Lecompton Museum and their look-a-likes in key target markets.
 - 233,686 impressions
 - 352 clicks for a .16% click-thru-rate.
 - 5,519 of people who saw Encountering John Brown See Source ads arrived in Lawrence afterwards.
 - The estimated revenue from these visitors is \$1,123,490. ROI - \$748:1
 - 1,032 of the people who saw the ad also visited a Lawrence hotel
- **Epic Football Weekend**
 - Target: Those who have visited Memorial Stadium and their look-a-likes in key target markets
 - 293,040 impressions
 - 401 clicks for a .14% CTR
 - 4,352 arrived
 - \$860,150 estimated revenue. ROI: \$430:1
 - 704 of the people who saw the ad also visited a Lawrence hotel

Unmistakably Lawrence E-News

The October e-blast was sent to 4,004 recipients. 1,049 recipients opened the email, and 133 of those who opened it clicked on at least one link. The most popular content was the Encountering John Brown, Pizza Restaurants, Live Music.

Social Media

October social media activity on Twitter, Instagram, and Facebook resulted in 67 new fans, 95,659 impressions, and 6,279 post engagements.

Social Advertising

Our ads on Facebook and Twitter served 129,381 impressions and resulted in 856 clicks to our website.

SeeSource

SeeSource 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. This month's report is more accurate and precise than ever before as Datafy/SeeSource has figured a better way of counting visitors.

- We saw 99,246 unique visitors to Lawrence in October.
- Top in-state cities (>50 miles away) that people visited from in October are:
 - Wichita
 - Manhattan
 - Salina
 - Salina

- Emporia
- Top states that people visited from in October are:
 - Missouri
 - Texas
 - Oklahoma
 - Colorado
 - Nebraska
- The top 5 points of interest in October were:
 - Downtown Lawrence
 - Lawrence Hotels
 - Memorial Stadium
 - Clinton Lake State Park
 - Allen Fieldhouse/DeBruce Center

Overview

Click Through Rate

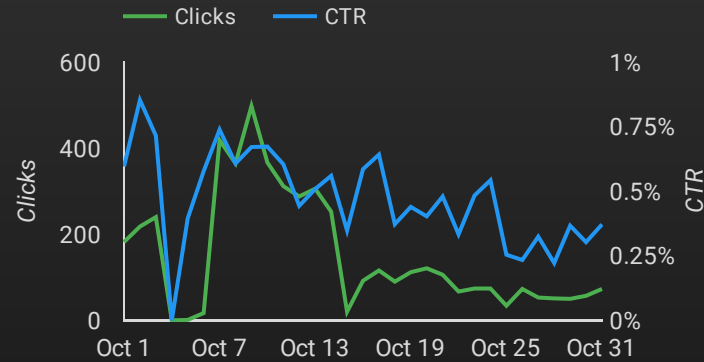
by Clicks, CTR

Clicks
4.7K

↓ -54.0%

CTR
0.5%

↓ -37.8%



Impressions

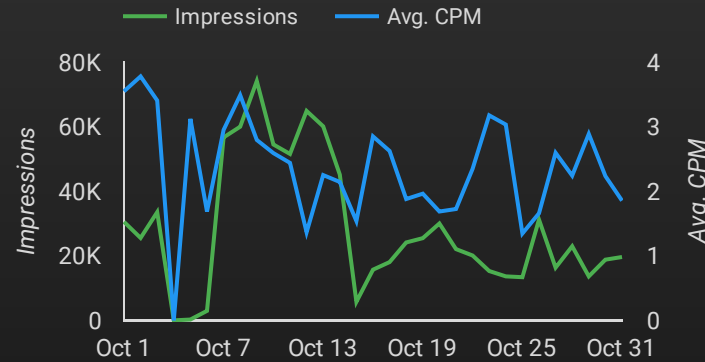
by Impressions and CPM

Impressions
886.3K

↓ -26.0%

Avg. CPM
\$2.48

↓ -16.7%



Cost Per Click

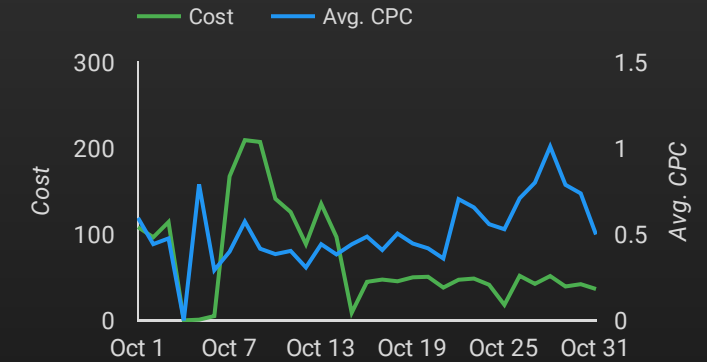
by Cost and CPC

Cost
\$2.20K

↓ -38.4%

Avg. CPC
\$0.47

↑ 33.8%



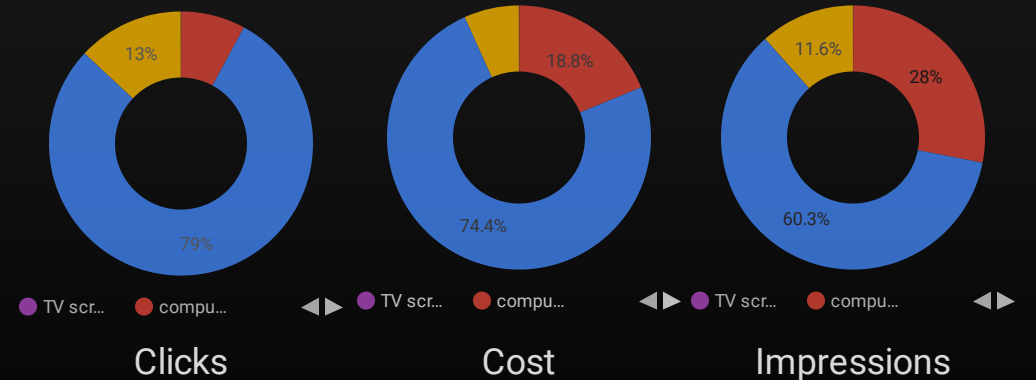
Top Campaigns

by CTR, Avg. CPC, and Cost / Conv.

	Campaign	Clicks ▾	CTR	Avg. CPC
1.	Encountering John Brown	2,709	0.45%	\$0.51
2.	Epic Football Weekend 2021	2,020	0.72%	\$0.41
3.	LP Video Skippable	0	0%	\$0
4.	Lawrence Busker Festival 2021 - EL Roadtrip Campaign	0	0%	\$0
5.	Lawrence Busker Festival 2021 - Regional campaign	0	0%	\$0
6.	Lawrence Restaurant Week - Website traffic	0	0%	\$0
7.	LawrencePromise: Product and brand consideration-Di...	0	0%	\$0
8.	Website traffic-Lawrence Promise-Local	0	0%	\$0
1 - 9 / 9 < >				

Device Breakdown

by Clicks, Cost, and Engagements





Default Data
Click to select your data

Medium

Oct 1, 2021 - Oct 31, 2021

AUDIENCE

Data From Google Analytics

Users

14,464

↓ -31.6%

Sessions

18,934

↓ -33.8%

Pageviews

38,387

↓ -0.2%

Bounce Rate

55.3%

↓ -33.3%

Avg. Session Duration

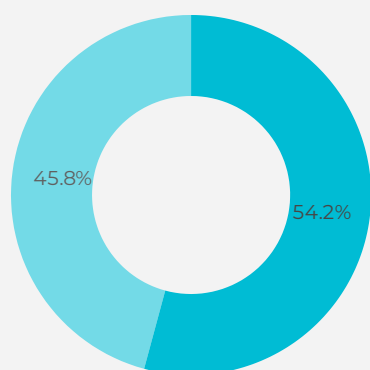
00:01:45

Pages / Session

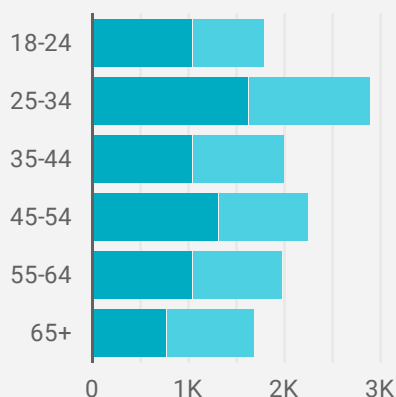
2.03

↑ 50.6%

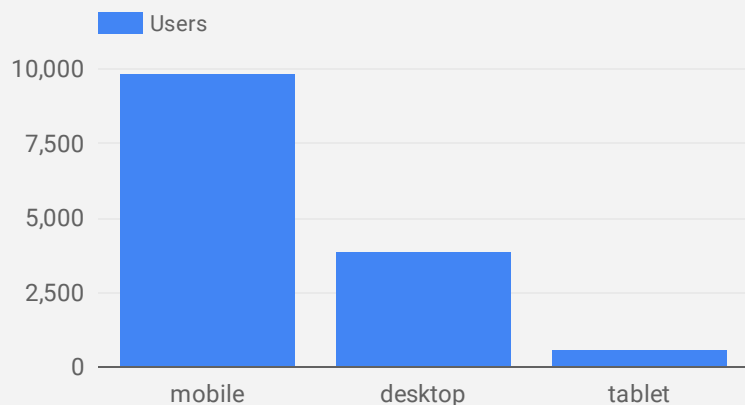
Engagement by Age & Gender



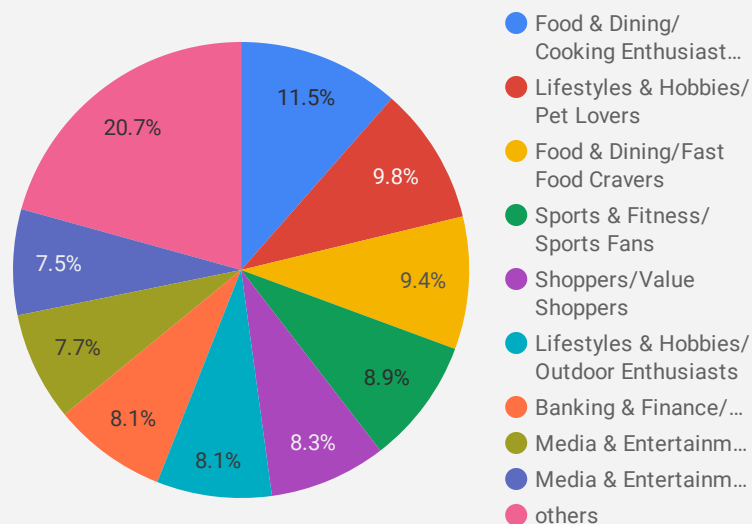
female male



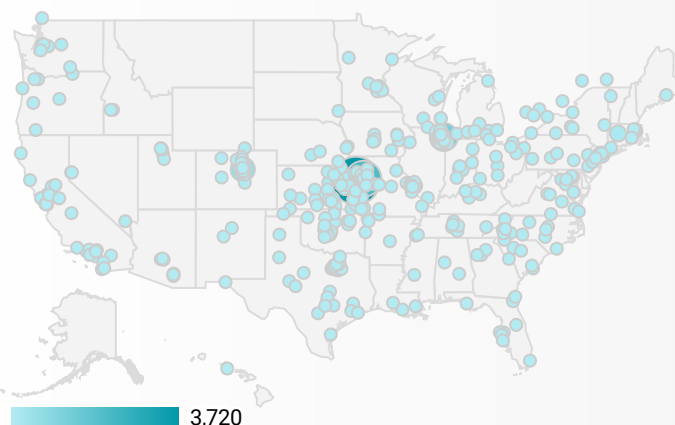
Device Category by Users



User Interests

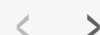


What are the top cities by users?

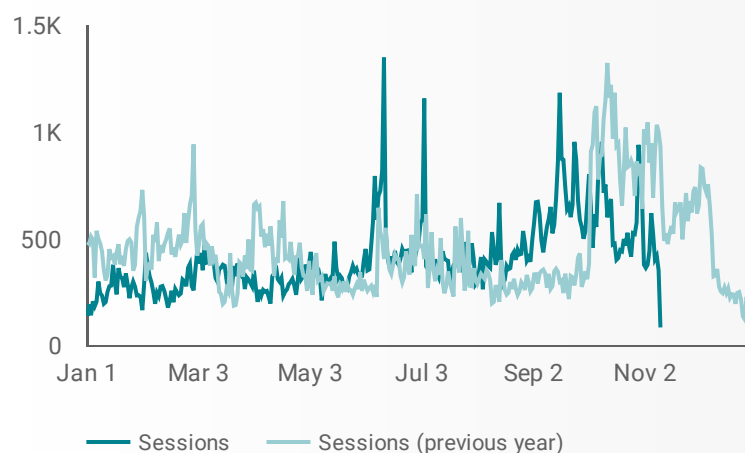


	City	Users	Pageviews
1.	Lawrence	3,720	
2.	Kansas City	2,045	
3.	Chicago	1,208	
4.	Denver	589	
5.	(not set)	513	
6.	Topeka	392	
7.	Overland Park	316	
8.	Wichita	267	
9.	Oklahoma City	184	
10.	Olathe	158	

1 - 10 / 1388



How are site sessions trending?





Default Data
Click to select your data

Medium

Oct 1, 2021 - Oct 31, 2021

BEHAVIOR

Data From Google Analytics

Top Pages by Unique Pageviews

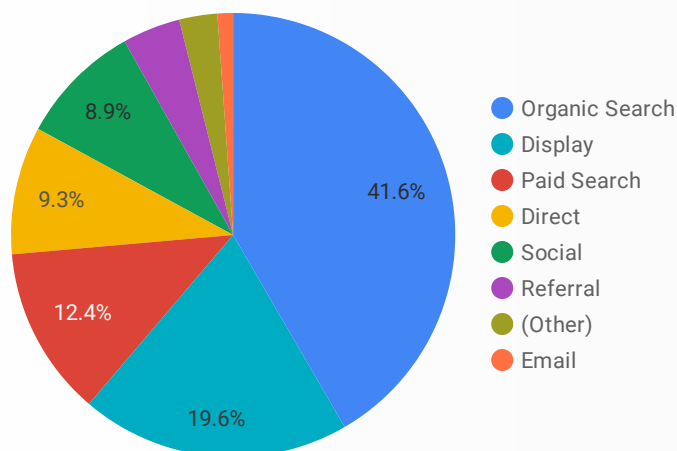
	Page Title	Unique Pageviews
1.	Events Calendar - Unmistakably Lawrence	4,350
2.	Win an epic football weekend in Lawrence, Kansas!	3,240
3.	Encountering John Brown - Unmistakably Lawrence	2,477
4.	Explore - Unmistakably Lawrence	1,831
5.	Eat - Unmistakably Lawrence	890
6.	Concerts & Live Music	563
7.	Stull Haunted House	454
8.	Halloween in Lawrence, Kansas	409
9.	Play - Unmistakably Lawrence	317
10.	Downtown - Unmistakably Lawrence	315

1 - 10 / 1194

AQUISITION

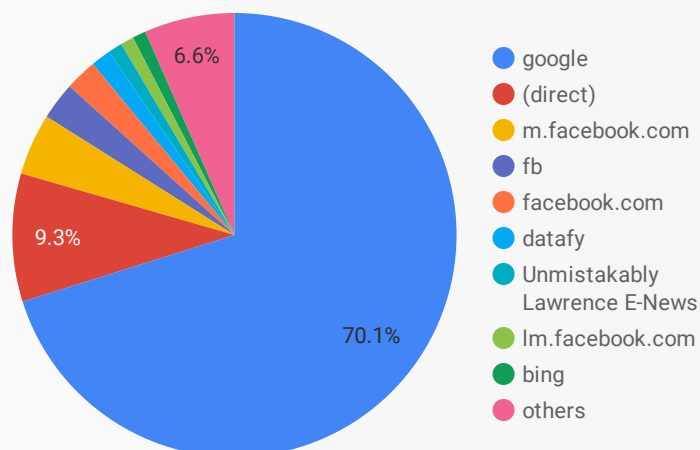
Which channels are driving engagement?

Goal: Engaged Users



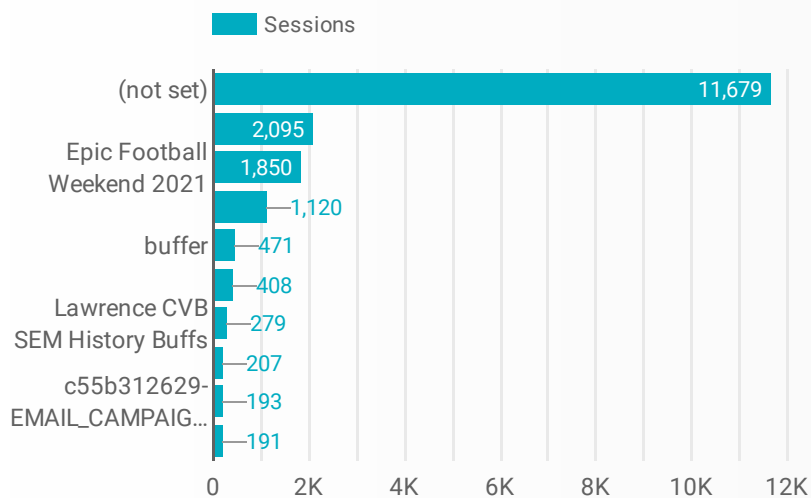
Where are referrals coming from?

Goal: Engaged Users



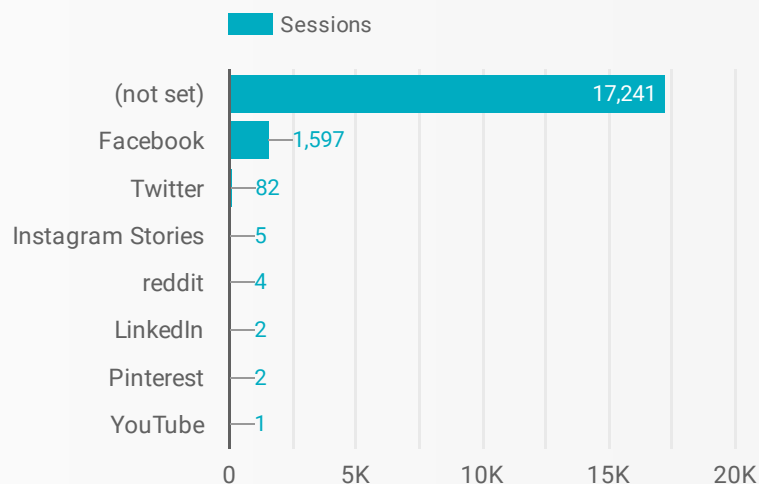
Ad Campaign Referrals

Goal: Engaged Users



Social Referrals

Goal: Engaged Users





Overview



Unique Visitors

49,919

In-State 15,388

Out-of-State 34,531

Visitor Days Spent

132,674

In-State 39,315

Out-of-State 93,359

Avg Trip Length

1.987

In-State 1.6919

Out-of-State 2.1560

Number of Trips

66,542

In-State 23,235

Out-of-State 43,307

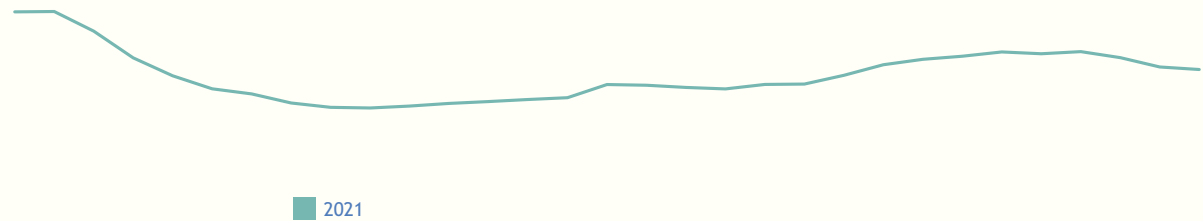


Visitation

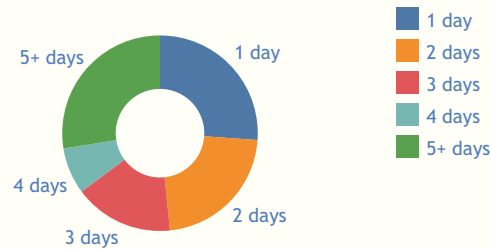
Year to Date

		In-State	Out-of-State
2021	Unique Visitors	46,146	186,481
	Visitor Days Spent	304,080	919,101
2020	Unique Visitors	46,252	160,332
	Visitor Days Spent	265,403	705,448
2019	Unique Visitors	69,221	259,378
	Visitor Days Spent	430,075	1,197,824
2018	Unique Visitors	55,143	214,375
	Visitor Days Spent	329,775	950,570

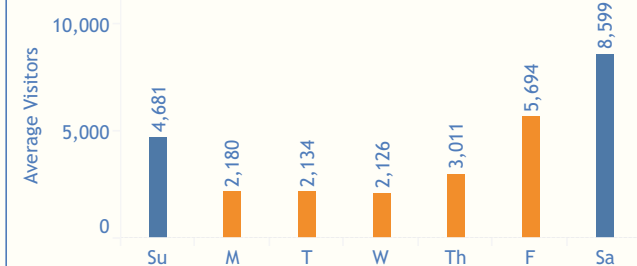
Visitor Trend



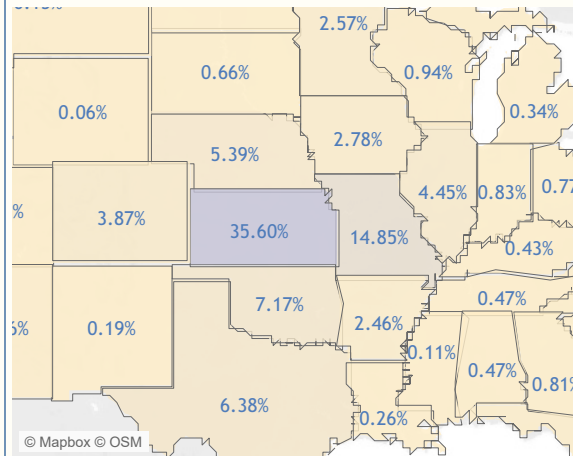
Trip Length



Weekday vs Weekend



Visitors by State



Top POI's

Downtown Lawrence	68,220
Hotels	54,894
Clinton Lake State Park	19,529
Memorial Stadium	18,113
Cradle of Basketball	8,152
Rock Chalk Park	2,710

Cities

Top Markets



Wichita, KS	2,560
Omaha, NE	799
Manhattan, KS	733
Saint Louis, MO	565
Lincoln, NE	532
Hutchinson, KS	531



Prevalent Demographic Group:

Age: Gen X (45-64) Income: 100k+ Education: Bachelors
Household: 3-5 in HH Ethnicity: Caucasian

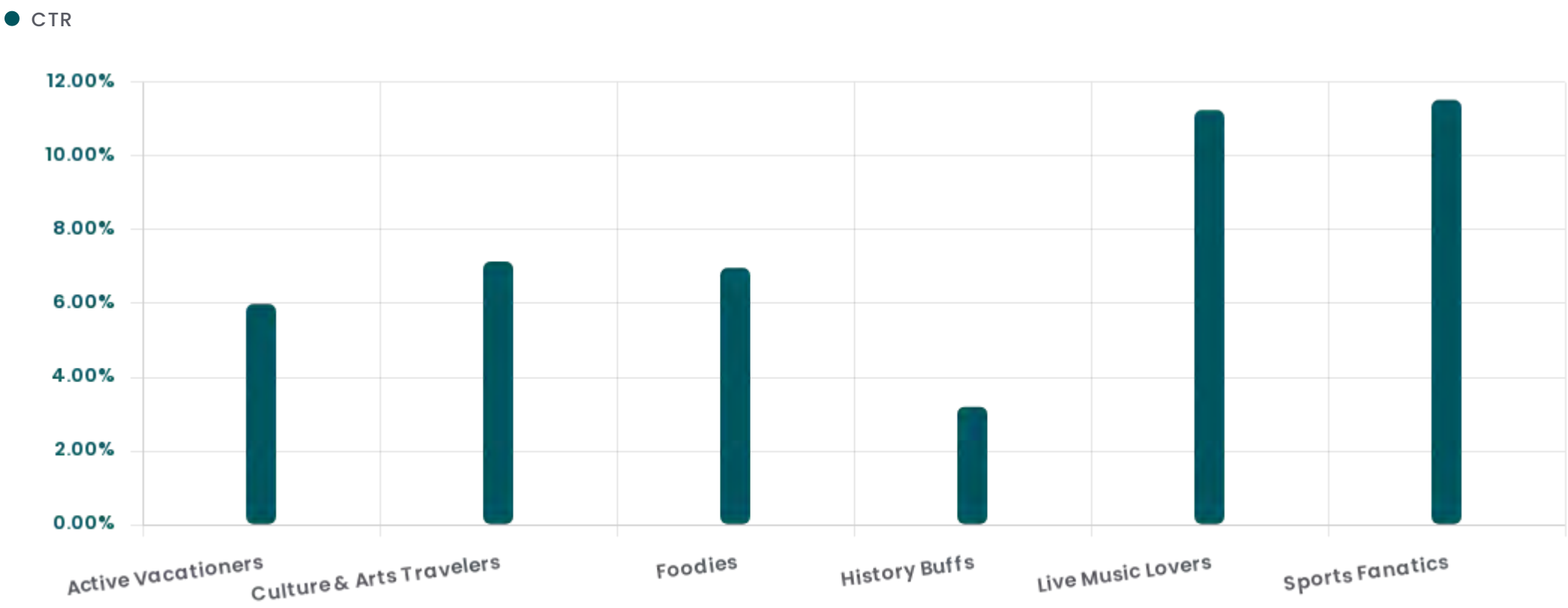
SEM Campaign Overview



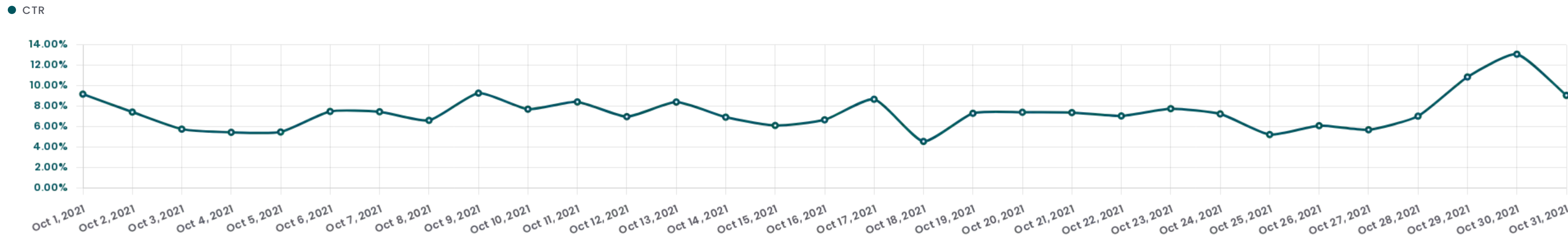
Sports Fanatics (46.96%) Foodies (17.29%) History Buffs (12.07%) Active Vacationers (9.32%) Live Music Lovers (9.00%) Culture & Arts Travelers (5.36%)



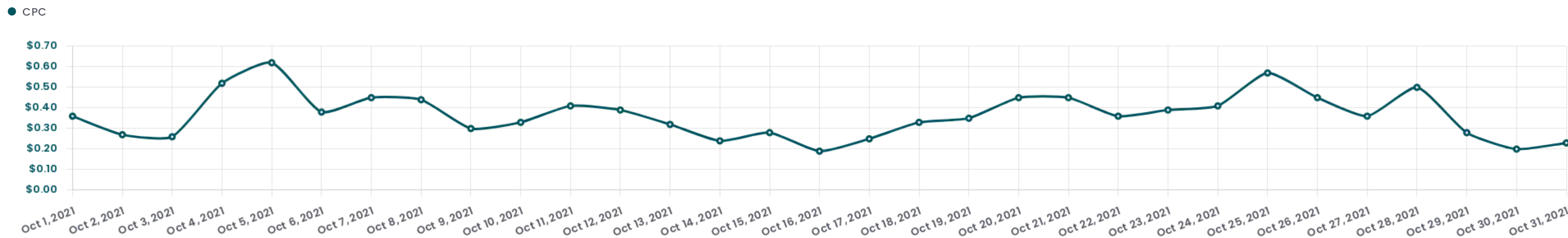
Click Through Rate by Campaign



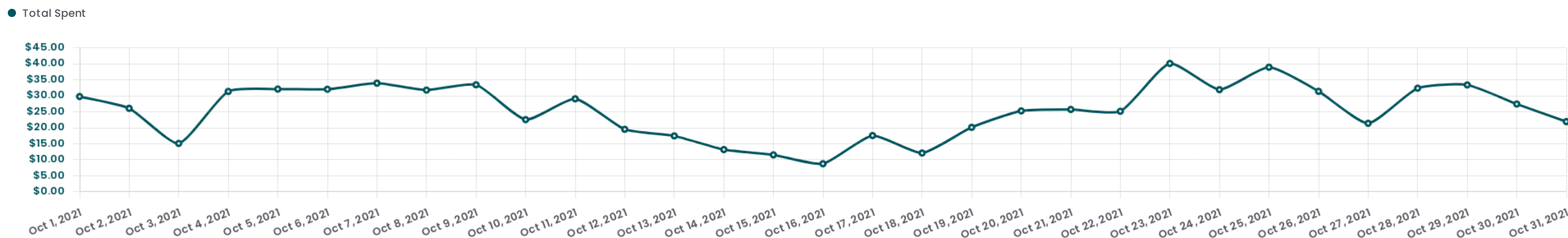
CTR By Day



CPC By Day



Spend By Day



Top Keywords by CTR

Keyword	Clicks	CTR	Total Spent
downtown lawrence	24	28.57%	\$7.43
+food +deals +lawrence +ks	13	22.81%	\$1.11
+hiking +trails +lawrence +ks	25	22.12%	\$10.55
+food +specials +lawrence +ks	28	20.90%	\$2.92
The Bottleneck lawrence ks	46	19.09%	\$27.08
+mass +street +lawrence +ks +stores	31	18.79%	\$13.32
+lawrence +ks +walking +trails	19	18.45%	\$9.53
	1,141	6.13%	\$645.10

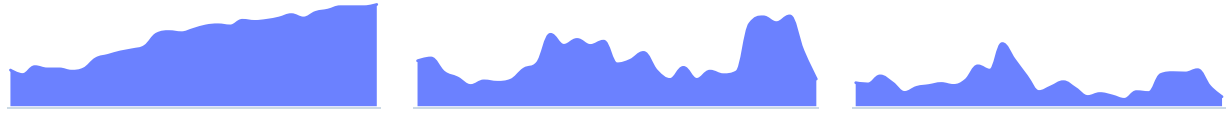


Monthly Report

October 1 - 31, 2021

Totals

Facebook, Instagram, Twitter




Total Audience
25,056 ↗ 0.3%

Total Impressions
272,687 ↘ 0.8%

Total Engagement
6,660 ↘ 7%

Performance

 Explore Lawrence

Engaged Users
4,796 ↘ 9%

Post Impressions
96,595 ↘ 14%

Reactions
730 ↗ 1%

Post Reach
67,089 ↘ 12%

Page & Post Engagements
6,279 ↘ 6%

Link Clicks
2,442 ↘ 45%

New Fans
67 ↘ 1%

Posts
43 ↘ 4%

Performance

 explorelawrence

Posts
12 ↘ 20%

Impressions
38,776 ↘ 39%

Reach
15,457 ↘ 40%

Likes
351 ↘ 10%

Comments
14 ↘ 22%

New Followers
21 ↘ 61%

Performance

 eExploreLawrence

Tweets
62 ↗ 2%

Retweets
25 ↘ 24%

Impressions
22,941 ↘ 46%

Engagements
225 ↘ 35%

Replies
1

Clicks
106 ↘ 37%

Likes
76 ↘ 19%

New Followers
11 ↗ 650%

October 2021 Leisure

Sent

Tue, Oct 5, 2021 12:48 pm

October 2021 Leisure

Sent 10/5/21 12:48PM

Overview

4,004 Recipients

Audience: Unmistakably Lawrence E-News

Delivered: Tue, Oct 5, 2021 12:48 pm

Subject: 10+ things to do this spooky season in Lawrence

1,049 Opened	133 Clicked	56 Bounced	18 Unsubscribed
-----------------	----------------	---------------	--------------------

Successful deliveries	3,948	98.6%	Clicks per unique opens	12.7%
Total opens	1,898		Total clicks	247
Last opened	11/9/21 12:54PM		Last clicked	10/24/21 7:16AM
Forwarded	0		Abuse reports	1
Inbox replies	1			

0 Orders	\$0.00 <u>Average order revenue</u>	\$0.00 <u>Total revenue</u>
-------------	--	--------------------------------

October 2021 Leisure

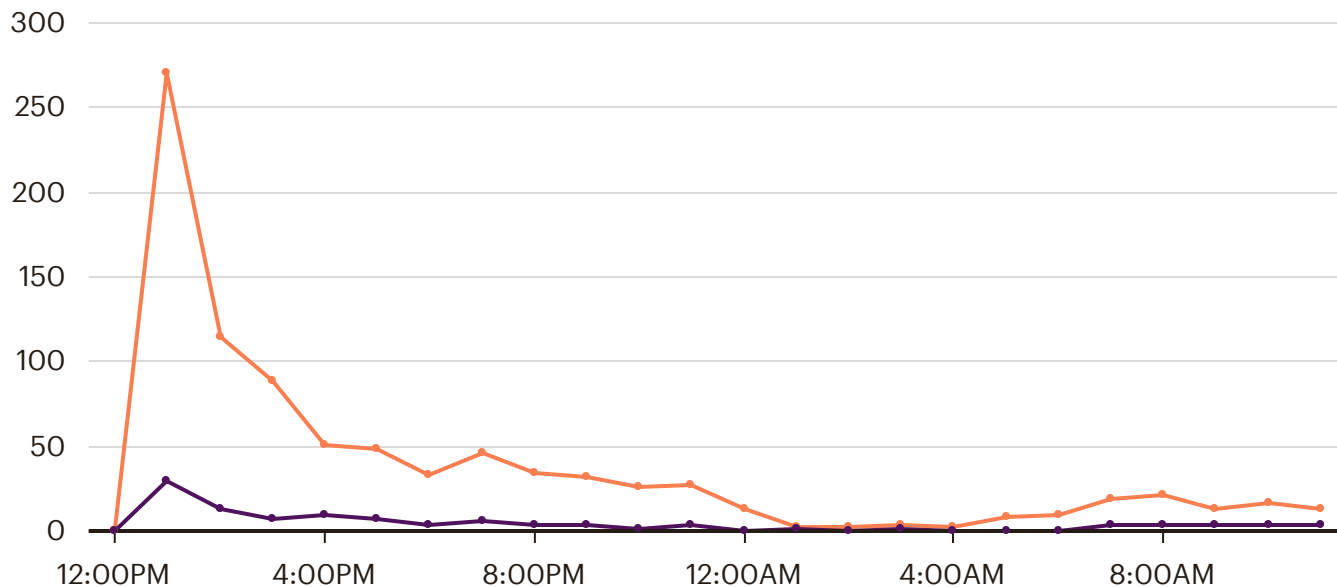
Sent 10/5/21 12:48PM

Subscriber activity

24-hour performance

Opens

Clicks



Subscribers with most opens

snowak@watkinsmuseum.org	88
Farrokh.nourzad@mu.edu	9
mvanhouse@ku.edu	19
celeste.thompson525@gmail.com	177
kathyjames2181@icloud.com	12

October 2021 Leisure

Sent 10/5/21 12:48PM

Click performance

URL	Total	Unique
https://www.explorelawrence.com/blog/post/encount...	38 (15.4%)	25 (13.2%)
https://www.explorelawrence.com/restaurants/cuisine...	33 (13.4%)	27 (14.2%)
https://www.explorelawrence.com/blog/post/rocktob...	30 (12.1%)	25 (13.2%)
https://www.explorelawrence.com/event/indigenous-...	30 (12.1%)	23 (12.1%)
https://www.explorelawrence.com/event/stull-haunte...	28 (11.3%)	24 (12.6%)
https://www.explorelawrence.com/events/	27 (10.9%)	15 (7.9%)
https://www.explorelawrence.com/event/belgian-waffl...	24 (9.7%)	23 (12.1%)
https://www.explorelawrence.com/	9 (3.6%)	3 (1.6%)
https://www.explorelawrence.com/event/the-return-of...	9 (3.6%)	7 (3.7%)
https://www.explorelawrence.com/events/sports-even...	7 (2.8%)	7 (3.7%)
https://www.explorelawrence.com/event/ku-football-v...	6 (2.4%)	5 (2.6%)
https://www.explorelawrence.com/events/annual-eve...	6 (2.4%)	6 (3.2%)
https://www.twitter.com/eXploreLawrence/	0 (0.0%)	0 (0.0%)
http://explorelawrence.com/	0 (0.0%)	0 (0.0%)
http://instagram.com/explorelawrence	0 (0.0%)	0 (0.0%)
http://www.facebook.com/explorelawrence	0 (0.0%)	0 (0.0%)
https://www.youtube.com/explorelawrence	0 (0.0%)	0 (0.0%)

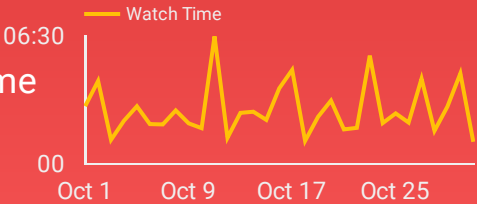


Trending by Views, Watch Time, & Shares

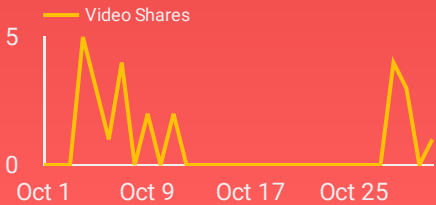
Views
974.0



Avg Watch Time
02:53



Video Shares
25.0



Top Videos Watched

Filter by video title

Title	Views	Watch Time	Shares
2016 Downtown Men's Olympic S...	100	00:02:00	1
Explore Schaake's Pumpkin Patch ...	10	00:02:13	7
Encountering John Brown Video T...	10	00:02:41	6
No Free Lunches at John Brown's ...	10	00:04:59	3
Bleeding Kansas: The letters of Ed...	10	00:03:08	1
Climb Lawrence Video Tour	10	00:01:54	0
The Cradle of Basketball HD	10	00:02:42	0
Final Fridays in Lawrence, Kansas ...	10	00:01:52	0
No Free Lunches at Ladybird Dine...	10	00:04:29	4
Unmistakably Lawrence Highlight ...	10	00:00:39	0

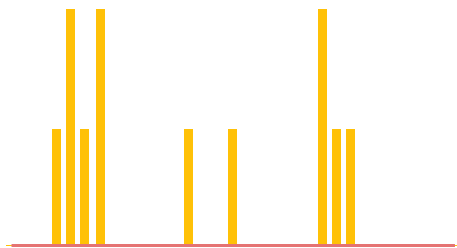
1 - 10 / 54



Likes Added & Removed

+ 12.0

- 0.0



Dislikes Added & Removed

+ 1.0

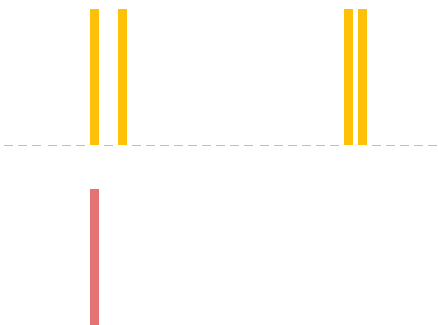
- 0.0



Subscriptions Added & Removed

+ 4.0

- 1.0



User Comments

+ 0

- 0.0

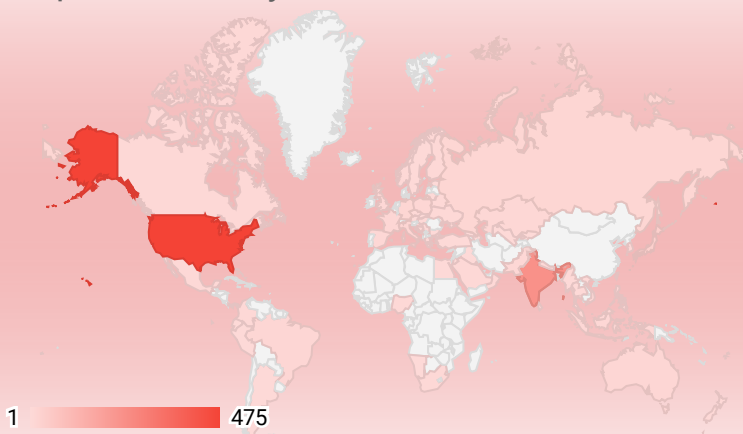


Video Comments

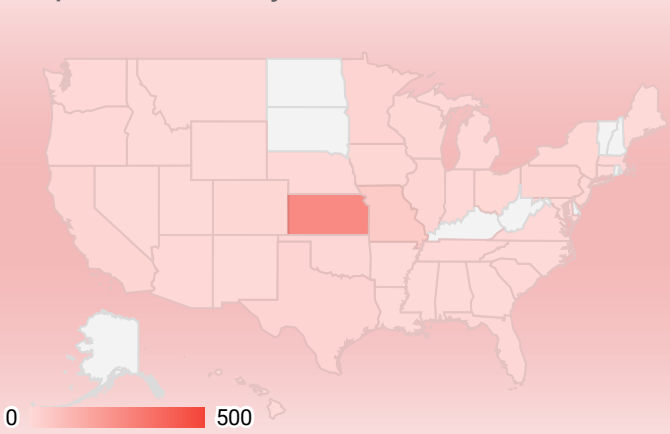
+ 1



Top Countries By Views



Top US States By Views





Agenda Item Report

City Commission - Dec 07 2021

Department

Finance

Staff Contact

Danielle Buschkoetter, Budget and Strategic
Initiatives Manager

Recommendations

Consider authorizing the City Manager to enter into an agreement with eXplore Lawrence, Douglas County Historical Society, Downtown Lawrence, Inc., and Sister Cities Lawrence for use of 2022 City Funds.

Executive Summary

As part of the FY2022 adopted budget, funding was included for eXplore Lawrence, Douglas County Historical Society, Downtown Lawrence, Inc., and Sister Cities Lawrence as outlined below.

Agency	2022 Budget
Downtown Lawrence, Inc	\$49,000
Watkins Museum	\$13,000
Sister Cities	\$8,000
eXplore Lawrence	\$996,000
Total	\$1,066,000

The annual agreements for Douglas County Historical Society, Downtown Lawrence, Inc., and Sister Cities Lawrence are consistent with prior year agreements with each agency. It outlines how funds are to be used and the distribution/reporting requirements.

The eXplore Lawrence agreement for 2021 reflected the desire to also review the Operations Agreement between the City and eXplore Lawrence. This work was started in 2021, but has been delayed and is being recommended to resume again in 2022.



November 14, 2021

City of Lawrence
ATT: Jeremy Willmoth,
Re: 2021 Fourth Quarterly Payment

Mr. Willmoth:

Thank you for answering my questions regarding the status of the Transient Guest Tax fund. eXplore Lawrence is submitting a request for \$387,000 for our final allocation for 2021.

This funding request includes our \$249,000 quarterly payment and a restorative amount of \$138,000 to reduce the funding shortages experienced in the 2nd and 3rd quarters of 2021. Restoring a portion of the 2021 lost funding will help EL honor our contractual agreements in 2021 and ensure that we begin 2022 in good financial standing. Honoring this funding request will reduce our 2021 budget shortfall to \$218,000.

All current industry reports indicate our visitor economy is in recovery and we look forward to supporting that recovery and economic growth with our sales and marketing efforts in 2022 and beyond. We believe the work of EL supports the city's Strategic Plan mission to create a community where all enjoy life and feel at home. In addition to the key performance indicators (KPIs) that we have been reporting to the city including hotel occupancy, transient guest tax revenue, website traffic, and return on investment of sales and marketing, we look forward to supporting the city's KPIs as part of the outcomes under the *Unmistakable Identity*.

Please reach out with any questions.

Sincerely,

Kim Anspach

Kim Anspach, Executive Director

eXplore Lawrence



11/17/2021

Derek Rogers
Director
City of Lawrence Parks and Recreation
1141 Massachusetts ST
Lawrence, KS 66044

Dear Derek Rogers:

Thank you for meeting with me to discuss eXplore Lawrence's budget shortfalls for 2020 and 2021. I am writing to request a reduction in the 2022 rent for the office space in the Carnegie Building utilized by eXplore Lawrence and Freedom's Frontier National Heritage Area to \$12,000 or \$1000 monthly.

This rent reduction will help EL make the best use of the Transient Guest Tax funds we receive in 2022 by allocating them to our sales and marketing activities to drive economic impact for Lawrence and Douglas County.

Sincerely,

A handwritten signature in blue ink that reads "Kimberlee Anspach". The signature is fluid and cursive, with a long horizontal line extending to the right.

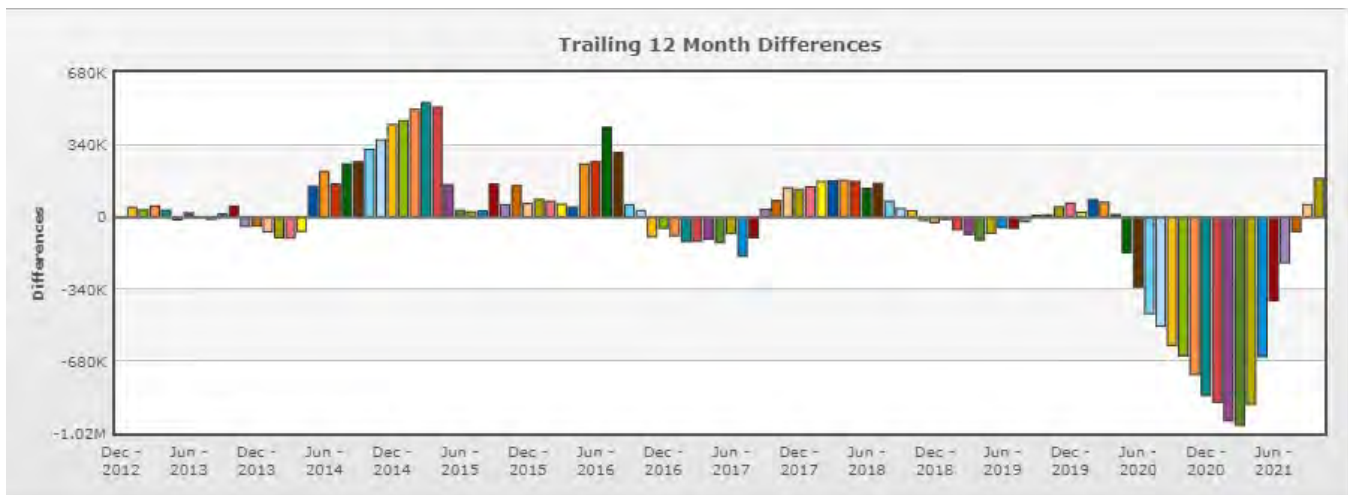
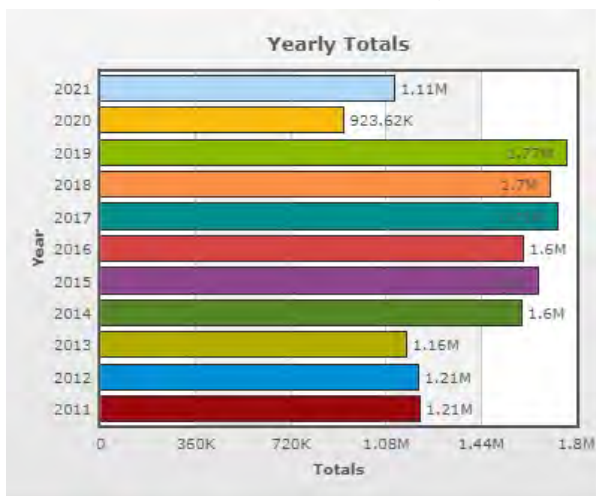
Kimberlee Anspach
Executive Director
eXplore Lawrence





Month	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	2020/2021 % change
January	87,527	57,788	75,379	65,431	73,828	101,382	93,738	98,184	118,323	95,446	41,690	-56.32%
February	47,623	64,806	69,236	46,262	77,086	99,205	94,007	113,533	84,797	115,542	58,116	-49.70%
March	112,977	87,533	80,486	71,663	95,280	105,298	116,791	132,019	123,763	103,118	61,061	-40.79%
Qtr 1	248,127	210,127	225,101	183,356	246,194	305,885	304,536	343,736	326,883	314,106	160,867	-48.79%
April	46,555	70,550	74,396	109,986	124,152	124,594	134,997	147,412	133,185	61,358	87,896	43.25%
May	133,950	150,761	123,298	308,157	126,642	147,762	152,491	152,041	184,797	37,870	116,471	207.55%
June	120,887	107,760	126,460	215,298	183,250	161,930	183,216	171,487	185,634	38,022	154,237	305.65%
Qtr 2	301,392	329,071	324,154	633,441	434,044	434,286	470,704	470,940	503,616	137,250	358,604	161.28%
July	120,016	145,312	151,194	97,830	37,085	138,574	133,188	152,087	168,245	58,308	127,254	118.24%
August	115,717	98,698	71,944	139,165	211,166	164,378	204,992	161,411	149,099	78,147	154,104	97.20%
September	103,598	81,238	83,284	95,602	235,022	128,957	155,957	148,506	170,578	102,374	161,468	57.72%
Qtr 3	339,331	325,248	306,422	332,597	483,273	431,909	494,137	462,004	487,922	238,829	442,826	85.42%
October	112,257	101,090	126,849	211,198	197,756	156,868	157,890	148,412	140,822	83,871	150,112	78.98%
November	84,843	134,366	88,763	88,345	177,325	142,512	167,915	147,600	164,907	93,603	0	
December	123,338	106,266	90,707	146,836	119,115	131,421	136,028	130,316	142,582	55,963	0	
Qtr 4	320,438	341,722	306,319	446,379	494,196	430,801	461,833	426,328	448,311	233,437	150,112	78.98%
Year Totals:	1,209,288	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	1,112,409	43.71%

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





September 2021 Lodging Report

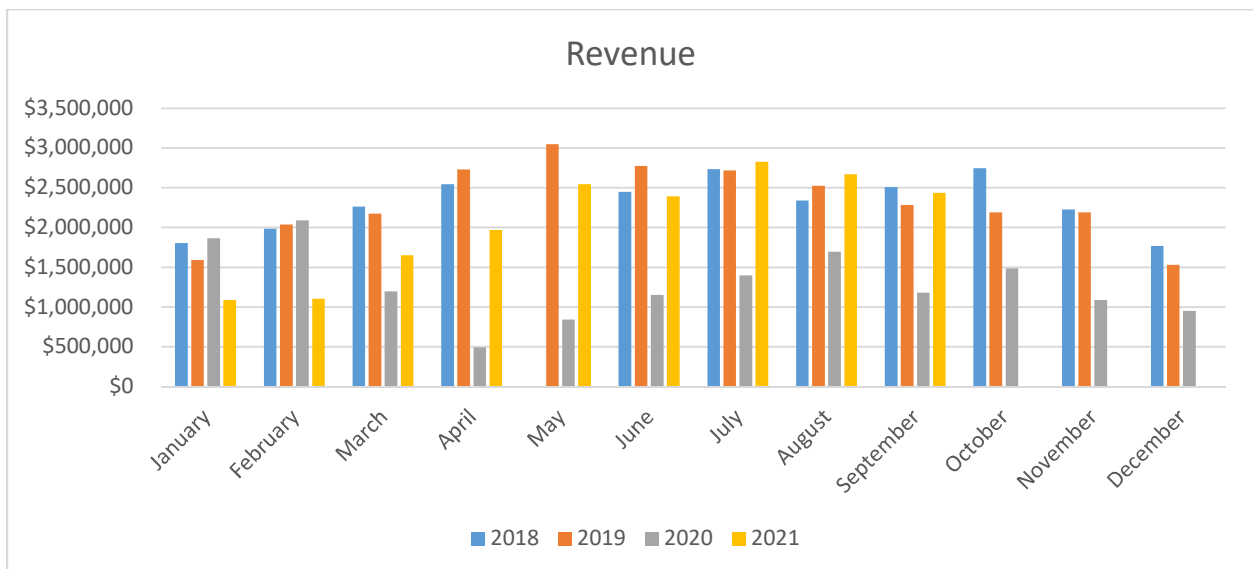
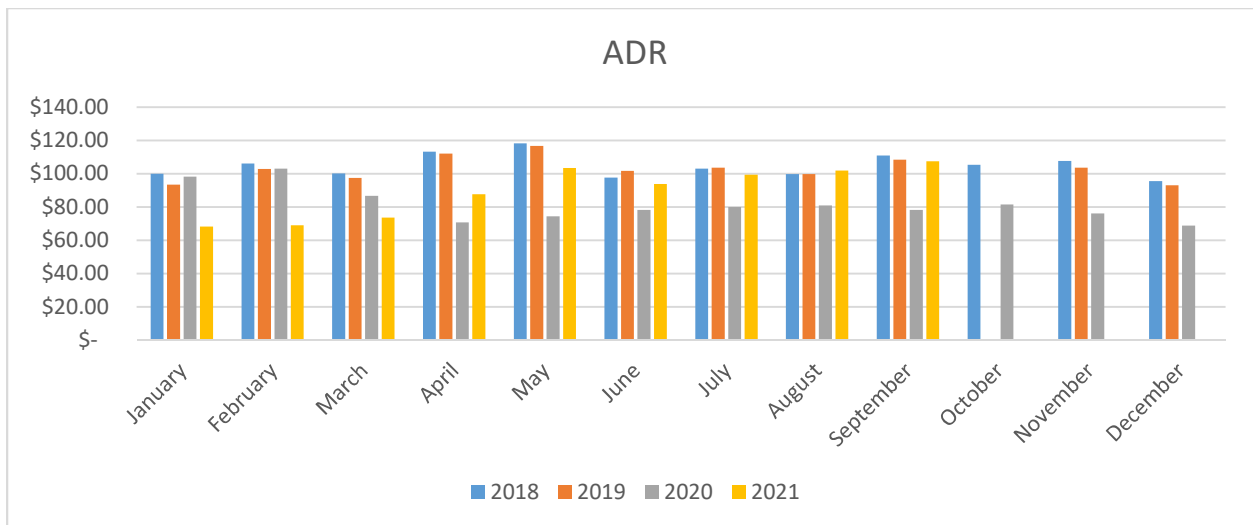
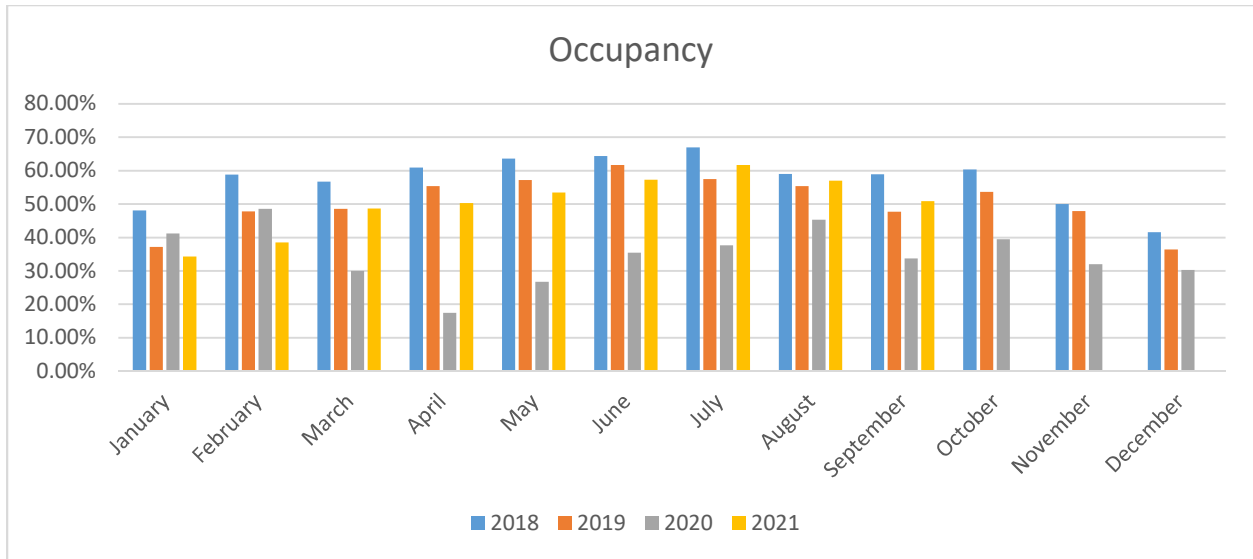
eXplore Lawrence has contracted with STR, Inc., a leading lodging industry research company, to provide monthly and annual lodging data for Lawrence, Kansas. The following report provides an analysis of the city.

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.





Executive Director Report: Discussion of By Laws

Growing the Board:

Restaurant Industry

Additional Tourism Industry Seat

Board Continuity:

How do we maintain institutional knowledge with the Board Chair cycles off the board?

**CITY OF LAWRENCE, KANSAS
EXPLORE LAWRENCE GOVERNING BOARD
BYLAWS**

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.

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.
- c. To encourage special events such as conventions and sports tournaments as well as 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 seven (7) voting members, comprising the following positions: A representative employed by a full-service hotel within the city limits of Lawrence; a representative employed by a limited-service hotel within the city limits of Lawrence; a member of the elected body of the Lawrence City Commission; a representative from the cultural industry in Lawrence; a representative of a local university or educational institution; a representative of the sports and/or recreational industry in Lawrence; and a representative from the service/event management industry in Lawrence.

Section 2. In addition, the eXplore Lawrence shall have three (3) 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.

Section 3. Any vacancies in the membership of the Board shall be filled by the appointment of a

member for the unexpired term of a member, whose office is vacant, by the City Commission.

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. The Director of eExplore Lawrence will serve as the Board Secretary and will coordinate the actions of the board and provide communication to the eExplore Lawrence staff as directed.
- d. The eExplore Lawrence Governing Board shall select a Treasurer annually to work in conjunction with the eExplore Lawrence Executive Director to prepare monthly financial statements and ensure the annual audit for the organization is completed in a timely fashion.

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. The regular meeting held in November shall be the annual meeting.

Section 3. 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 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 February 1 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 Mike Amyx

Date


**FIRST AMENDMENT TO
BYLAWS
OF
EXPLORE LAWRENCE, INC.**

ARTICLE 4.6, Chair of the Board, is hereby deleted and replaced with the following:

ARTICLE 4.6 Chair of the Board. The Chair of the Board shall be a Director and shall have such authority, powers, and duties as the Board of Directors may determine, and any act required or permitted by law to be done by the Board of Directors may when properly delegated be done instead by the Chair of the Board. The Chair of the Board for even-numbered calendar years shall be a representative employed by either a full-service or limited-service hotel within the city limits of Lawrence, Kansas. The Chair of the Board for odd-numbered calendar years shall not be a representative of either a full-service or limited-service hotel within the city limits of Lawrence, Kansas. The Chair of the Board shall preside at all meetings of the Board of Directors, may appoint standing or special committees, and shall perform such other duties as may be prescribed in these Bylaws or as assigned by the Board.

CERTIFICATE

I hereby certify that I am the Secretary of eXplore Lawrence, Inc., a Kansas nonprofit corporation, and the keeper of its corporate records; that the First Amendment to Bylaws to which this Certificate is attached was duly adopted by said corporation's Board of Directors effective as of November 16, 2016; and that the Bylaws as so amended constitute the Bylaws of the corporation and are now in full force and effect.

Michael Davidson
 , Secretary

**AGREEMENT FOR SERVICES 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. eXplore Lawrence, Inc. to operate CVB.

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.

(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. The City may budget transient guest tax funds for purposes other than funding this agreement with eXplore Lawrence. Such periodic transfer of funds shall be based on budgeted amounts upon receipt of the request of eXplore Lawrence. In the event that receipts shall be less than the budgeted transient guest tax funds, the City shall be under no obligation to provide additional funds to eXplore Lawrence. 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.

The City shall approve the annual budget of the CVB, and any alterations to that budget in excess of \$7,500.00. Any increases or decreases in Convention and Visitors Bureau's staffing levels, including part-time and/or temporary staff, shall require the prior approval of the City. The City shall approve eXplore Lawrence's selection of an Executive Director for the CVB. eXplore Lawrence shall provide the City with a monthly listing of all expenditures within 20 days of the close of each month. The eXplore Lawrence shall provide for the separate accounting of the receipt and disbursement of such transient guest tax funds that are transferred to eXplore Lawrence and shall provide an accounting of the receipt and expenditures of such funds in accordance with generally accepted accounting principles within 120 days of the end of eXplore Lawrence's fiscal year. In the event no such accounting is provided within such time period, transient guest tax funds shall not be provided to the entity unless and until the accounting is provided.

4. eXplore Lawrence Governing Board.

Members of the eXplore Lawrence Governing Board shall be appointed by 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 minutes of their meetings and submit such minutes to the City Commission. 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.

5. Measurement of Performance.

As part of this agreement, the City requires monthly financial reports from eXplore Lawrence which detail the profit/loss, budget use and expenditures for the organization.

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 CVB-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

6. Termination of Agreement.

This is an agreement for services and shall bind both parties until terminated. The agreement may be terminated by providing the other party notice in writing of termination ninety (90) days in advance. Upon termination of this agreement, eXplore Lawrence shall deliver to the City all unencumbered transient guest tax funds. This agreement may not be assigned without the permission, in writing, of both parties. The laws of the State of Kansas shall govern this agreement.

7. Repeal of Prior Agreements. This Agreement repeals all prior agreements for the funding of CVB operations and activities.

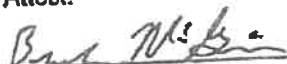
ENTERED INTO this 13th day of January, ²⁰¹⁶~~2015~~.



Mike Amyx, Mayor

City of Lawrence, Kansas

Attest:



Brandon McGuire, Acting City Clerk



Chair

eXplore Lawrence

ORDINANCE NO. 9731

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. 7142.

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

1-2001 **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 seven voting members, who shall be appointed by the Mayor and approved by the Governing Body. The Board shall be composed of:
 - (1) two representatives of the hotel industry in the City;
 - (2) one representative of the tourism industry in the City;
 - (3) one representative of the cultural industry in the City;
 - (4) one representative of a university or educational institution located in the City;
 - (5) one representative of the sports and recreation industry in the City;
and
 - (6) one representative of the service/event management industry in the City.
- (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;
 - (2) the City Manager, or his or her designee;
 - (3) the Director of Downtown Lawrence, Inc., or his or her designee;
and

- (4) the CEO of the Lawrence Chamber of Commerce, or his or her 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.
- (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 no more than three voting members of the Board's terms shall expire in any one year. 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 timely fashion.
- (h) The Executive Director shall serve as the Secretary to the Board. The Secretary shall 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.

1-2002

VACANCIES.

- (a) Vacancies among voting members of the Board shall be filled by the Mayor with 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.

1-2003

EXECUTIVE DIRECTOR.

The Executive Director of eXplore Lawrence will report to the Board, will serve as the Secretary of 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 timely fashion, and will be responsible for the day-to-day operations of eXplore Lawrence.

1-2004

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, Vice-Chair, 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 be at least four voting members of the Board.

1-2005

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 **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.

1-2006

MINUTES.

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

1-2007

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.*

1-2008

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 as a tourist destination.
- (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. 7142 is hereby repealed in its entirety, it being the intent of the Governing Body that this ordinance supersede 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, this 5th day of November, 2019.

APPROVED:



Lisa Larsen, Mayor

ATTEST:



Sherri Riedemann, City Clerk



APPROVED AS TO FORM:



Toni R. Wheeler, City Attorney