



eXplore Lawrence Board Meeting Agenda

Wednesday, October 26– 4:00 Carnegie Conference Room

1. Open Meeting
2. Consider a motion to recess into an Executive session for approximately 30 minutes to discuss personnel matters relating to non-elected personnel in accordance with K.S.A. 75-4319(b)(1). The justification of the executive session is to keep non-elected personnel matters confidential.
3. Approval of Minutes – September Board meeting
4. Financial Report – Heidi Champagne
5. Staff Reports
6. Executive Director Report
7. Employee Manual
8. TGT Grant Process Update: Peter

Explore Lawrence
Board Minutes
October 5, 2022
4:00pm
Carnegie Building

Members Present: Mike Logan, Drew Gaschler, Sally Zogry*, Heidi Champagne, David Hoyab, Amber Sellers*, Kathy Gerstner*, Peter Bobkowski.

Anthea Scouffas present via zoom.

Members Absent: Ivan Simac

Staff: Kim Anspach, Calley Vance

Meeting began at 4:05 pm at the Carnegie.

1. Approval of Minutes- September Board Meeting
 - Heidi moved, David second
2. Financial Report – Heidi Champagne
 - EIDL loan repayment due in December
3. Staff Reports
 - Bucket list update: 427 signups, 180 check-ins, 29 partner offer redeemed, and 10 people eligible for the prize. Will be working on strategies to increase our percentage of check-ins.
 - Laurel is producing great content, and engagement on social media is increasing. This allows Andrea to work on '23 strategy, and reengage our industry partners.
 - Tourism Ambassador Program Reboot. Testing a new strategy, will start training wait staff at RGB to become ambassadors.
 - Begun work on the Kaw Valley Craft Pass and will start with breweries and wineries.
 - Visitor Center: Dashboard has been added for yearly comparisons. 403 walk-ins in August. Calley is getting operations standardized and adding events and listings to website. New retail products have been added to inventory. Ready to hire and train part-time staff.
 - Sales: Laura starts Monday. Will focus on CRM training and getting out to hotels and meeting spaces. Will attend KS Tourism Conference. Will be with Sports KS at the TEAMS conference.
4. Executive Director Report
 - Review Strategic Plan implementation. Working on Regional connections and Operational goals.
 - Awarded marketing grant from KS tourism to develop and promote an Ale trail with Manhattan, Emporia, & Topeka. (METL Ale Trail)
 - Worked with The Watkins Museum on a humanities grant for the Lawrence 1970's project. Watkins will develop the program and do admin work for grant, EL will market the exhibit.
 - TGT Collections: we are within 200,000 of last year's total collections.
 - STR: Occupancy is 1% above last year, ADR is 22.9% over and revenue is 26.5% over. Football is selling out hotels this month.

- Staff will be attending the KS Tourism Conference in October. We have submitted for several marketing awards. We are working on a bid for future conferences for 2025 and on.
5. Employee Manual Updates
 - A revised manual has been provided after having legal review. It still needs reformatting and fine-tuning before distribution.
 - Adding Juneteenth as a paid holiday, changing the carryover of vacation from 48 to 80 hours, and dress code changes have been approved.
 - The board will ratify the finalized employee manual with a vote at the next meeting.
 - A signature authority was recommended so only the Executive Director can sign contracts.
 6. Operating Agreement
 - Will look into separate guidelines for Bid Fund. With \$48,500 in '23 that could be used up very quickly with tournament incentives at SPL.
 - There is a recommendation to remove the 180 day agreement, potentially remove the services agreement and remove "our goal" language.
 - A committee has been formed to assist Kim with finalizing the agreement. David, Mike and Kathy have volunteered. Amber will help with procedural items.
 7. TGT Grant Process Update: Peter
 - Applications are due Oct. 20th through Nov. 20th. Three minute presentations will be Dec. 1st.

Next meeting will be held on October 26th. There will be a vote on the revised employee manual. There will also be an executive session to have a review of the Executive Director.

Adjourn 5:16 pm: Heidi motions, Peter seconds.

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

	Sep 30, 22
ASSETS	
Current Assets	
Checking/Savings	
1020 · US Bank Checking	492,608.31
1030 · US Bank Money Market	215,898.65
1050 · Reserve Fund	204,494.63
1060 · Petty Cash	215.00
Total Checking/Savings	913,216.59
Total Current Assets	913,216.59
Fixed Assets	
2200 · Leasehold Improvement	107,174.01
2500 · Accumulated Depreciation	-20,095.14
Total Fixed Assets	87,078.87
Other Assets	
1225 · Deposits	3,100.00
Total Other Assets	3,100.00
TOTAL ASSETS	1,003,395.46
LIABILITIES & EQUITY	
Liabilities	
Current Liabilities	
Accounts Payable	
3000 · Accounts Payable	29,560.98
Total Accounts Payable	29,560.98
Credit Cards	
2109 · Credit Card - US Bank	-208.01
Total Credit Cards	-208.01
Other Current Liabilities	
3133 · Gift Card - Downtown Lawrence	725.00
3100 · Payroll Liabilities	
3105 · Accrued Payroll	8,838.63
3110 · Federal & FICA Payable	676.14
3111 · KS Withholding Payable	275.00
3112 · FUTA Payable	122.02
3113 · KS SUTA Payable	176.13
Total 3100 · Payroll Liabilities	10,087.92
3150 · 401(K) W/H Payable	344.09
3300 · Sales Tax Payable	38.10
Total Other Current Liabilities	11,195.11
Total Current Liabilities	40,548.08
Long Term Liabilities	
3700 · EIDL Loan June 19,2020	157,308.00
Total Long Term Liabilities	157,308.00
Total Liabilities	197,856.08

	Sep 30, 22
Equity	
4100 - Beginning Fund Balance	692,079.94
Net Income	113,459.44
Total Equity	805,539.38
TOTAL LIABILITIES & EQUITY	1,003,395.46

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

	Sep 22	Sep 21	\$ Change	% Change
Ordinary Income/Expense				
Income				
5000 · Guest Tax	249,000.00	0.00	249,000.00	100.0%
5200 · Merchandise Sales	272.28	153.47	118.81	77.4%
5250 · Meeting Max Income	0.00	3,530.00	-3,530.00	-100.0%
5700 · Miscellaneous Income	650.01	0.00	650.01	100.0%
Total Income	249,922.29	3,683.47	246,238.82	6,685.0%
Gross Profit	249,922.29	3,683.47	246,238.82	6,685.0%
Expense				
7000 · Payroll Expense				
7081 · Payroll	18,937.12	23,085.83	-4,148.71	-18.0%
7083 · Accrued Payroll Expense	-844.58	0.00	-844.58	-100.0%
7260 · Retirement Plan	688.18	937.92	-249.74	-26.6%
7065 · Health Insurance	1,092.44	2,480.42	-1,387.98	-56.0%
7070 · Incentive Program	0.00	0.00	0.00	0.0%
Total 7000 · Payroll Expense	19,873.16	26,504.17	-6,631.01	-25.0%
7100 · Payroll Tax Expense				
7100.1 · FICA Expense	1,384.08	0.00	1,384.08	100.0%
7100.2 · FUTA Expense	38.70	0.00	38.70	100.0%
7100.3 · SUTA Expense	46.14	0.00	46.14	100.0%
Total 7100 · Payroll Tax Expense	1,468.92	0.00	1,468.92	100.0%
7600 · Programs				
7601 · Advertising				
7601.10 · Magazine	685.00	1,470.00	-785.00	-53.4%
7601.12 · Content	150.00	814.98	-664.98	-81.6%
7601.2 · Design	57.92	0.00	57.92	100.0%
7601.21 · Opportunity Fund	5,900.00	698.00	5,202.00	745.3%
7601.22 · Tracking	848.50	0.00	848.50	100.0%
7601.4 · Public Relations	0.00	75.00	-75.00	-100.0%
7601.8 · Digital	16,154.13	6,940.83	9,213.30	132.7%
Total 7601 · Advertising	23,795.55	9,998.81	13,796.74	138.0%
7619 · Incentive Travel	0.00	10,200.00	-10,200.00	-100.0%
7623 · Marketing				
7623.1 · Website Design	0.00	94.99	-94.99	-100.0%
Total 7623 · Marketing	0.00	94.99	-94.99	-100.0%
7641 · Promotional Materials	1,386.72	0.00	1,386.72	100.0%
7642 · Trade Shows				
7642.0 · General Fund	1,200.00	0.00	1,200.00	100.0%
7642 · Trade Shows - Other	0.00	711.97	-711.97	-100.0%
Total 7642 · Trade Shows	1,200.00	711.97	488.03	68.6%
7643 · Website Hosting	1,500.00	0.00	1,500.00	100.0%
7644 · Printing and Reproduction	200.89	0.00	200.89	100.0%
Total 7600 · Programs	28,083.16	21,005.77	7,077.39	33.7%
7620 · Meeting programs	20,044.05	3,461.56	16,582.49	479.1%

	Sep 22	Sep 21	\$ Change	% Change
8200 · Admin and General				
8202 · Accounting	600.00	675.00	-75.00	-11.1%
8203 · Rent	4,240.36	5,940.46	-1,700.10	-28.6%
8204 · Software	30.00	23.50	6.50	27.7%
8210 · Technology Repair & Maintenance	550.43	1,651.30	-1,100.87	-66.7%
8214 · Bank Service Charges	25.95	45.74	-19.79	-43.3%
8214.1 · Bank Fees - Square	23.61	0.00	23.61	100.0%
8218 · Cash Over/Short	81.85	0.00	81.85	100.0%
8226 · Leased Equipment	218.67	218.67	0.00	0.0%
8230 · Dues/Subscriptions/Memberships	974.36	1,972.18	-997.82	-50.6%
8234 · Insurance	416.16	246.77	169.39	68.6%
8238 · Utilities	266.34	460.94	-194.60	-42.2%
8244 · Janitorial/Cleaning	290.00	100.00	190.00	190.0%
8245 · Retirement Plan Fees/Admin	500.00	0.00	500.00	100.0%
8247 · Office Supplies	1,220.81	228.67	992.14	433.9%
8248 · Postage and Delivery	207.30	110.00	97.30	88.5%
8250 · Storage	153.03	306.06	-153.03	-50.0%
8251 · Misc. Office General	1,009.61	1,090.82	-81.21	-7.4%
8282 · Travel & Meetings				
8282.13 · Meetings	6.74	0.00	6.74	100.0%
8282.14 · Staff Employee Benefits	119.83	0.00	119.83	100.0%
8282 · Travel & Meetings - Other	0.00	268.37	-268.37	-100.0%
Total 8282 · Travel & Meetings	126.57	268.37	-141.80	-52.8%
8283 · Telephone/Internet	1,440.77	655.82	784.95	119.7%
Total 8200 · Admin and General	12,375.82	13,994.30	-1,618.48	-11.6%
Total Expense	81,845.11	64,965.80	16,879.31	26.0%
Net Ordinary Income	168,077.18	-61,282.33	229,359.51	374.3%
Other Income/Expense				
Other Income				
9020 · Interest Income	135.65	133.25	2.40	1.8%
Total Other Income	135.65	133.25	2.40	1.8%
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	-310.91	-313.31	2.40	0.8%
Net Income	167,766.27	-61,595.64	229,361.91	372.4%

Explore Lawrence Inc
Profit & Loss Budget Performance
For the One and Nine Months Ended September 30, 2022

	Sep 22	Budget	Jan - Sep 22	YTD Budget	Annual Budget
Ordinary Income/Expense					
Income					
5000 · Guest Tax	249,000.00	83,000.00	747,000.00	747,000.00	996,000.00
5100 · Visitors Guide	0.00	2,083.33	23,884.00	18,750.01	25,000.00
5200 · Merchandise Sales	272.28	333.33	1,744.97	3,000.01	4,000.00
5300 · Carryover from LY Funds	0.00	18,083.33	0.00	162,750.01	217,000.00
5500 · DMI	0.00	1,000.00	9,000.00	9,000.00	12,000.00
5600 · Co-Op Marketing	0.00	250.00	9,992.71	2,250.00	3,000.00
5660 · DTN	0.00	500.00	3,268.00	4,500.00	6,000.00
5700 · Miscellaneous Income	650.01	116.66	3,786.22	1,050.02	1,400.00
Total Income	249,922.29	105,366.65	798,673.90	948,300.05	1,264,400.00
Gross Profit	249,922.29	105,366.65	798,673.90	948,300.05	1,264,400.00
Expense					
7000 · Payroll Expense					
7081 · Payroll	18,937.12	29,583.33	185,650.93	266,250.01	355,000.00
7083 · Accrued Payroll Expense	-844.58		8,838.63		
7260 · Retirement Plan	689.18	833.33	10,092.13	7,500.01	10,000.00
7065 · Health Insurance	1,092.44	3,083.33	21,906.74	27,750.01	37,000.00
7070 · Incentive Program	0.00	833.33	2,128.00	7,500.01	10,000.00
Total 7000 · Payroll Expense	19,873.16	34,333.32	228,616.43	309,000.04	412,000.00
7100 · Payroll Tax Expense					
7100.1 · FICA Expense	1,384.08	2,000.00	15,041.24	18,000.00	24,000.00
7100.2 · FUTA Expense	38.70	25.00	303.08	225.00	300.00
7100.3 · SUTA Expense	46.14	70.00	879.18	630.00	840.00
Total 7100 · Payroll Tax Expense	1,468.92	2,095.00	16,223.50	18,855.00	25,140.00
7600 · Programs					
7601 · Advertising					
7601.10 · Magazine	685.00	1,160.41	10,353.80	10,443.77	13,925.00
7601.12 · Content	150.00	1,137.50	2,317.92	10,237.50	13,650.00
7601.14 · Outdoor	0.00	833.33	5,850.00	7,500.01	10,000.00
7601.15 · COOP Marketing Expense	0.00	250.00	5,676.50	2,250.00	3,000.00
7601.2 · Design	57.52	306.66	727.36	2,760.02	3,680.00
7601.21 · Opportunity Fund	5,900.00	2,083.33	24,294.65	18,750.01	25,000.00
7601.24 · Tracking	848.50	850.00	8,988.00	7,650.00	10,200.00
7601.24 · New Technology	0.00	500.00	675.45	4,500.00	9,500.00
7601.4 · Public Relations	0.00	791.66	5,328.90	7,125.02	6,000.00
7601.6 · I-70 Distribution	0.00	1,083.33	8,155.47	9,750.01	13,000.00
7601.8 · Digital	16,154.13	12,250.00	75,586.36	110,250.00	147,000.00
7601.9 · Partner Media Buy Program	0.00	333.33	0.00	3,000.01	4,000.00
Total 7601 · Advertising	23,795.55	21,579.55	147,954.41	194,216.35	258,955.00
7619 · Incentive Travel					
7619.0 · General Fund	0.00	250.00	11,964.17	2,250.00	3,000.00
7619.1 · Committed Incentives	0.00	1,375.00	8,881.00	12,375.00	16,500.00
7619.2 · New Business	0.00	875.00	144.22	7,675.00	10,500.00
Total 7619 · Incentive Travel	0.00	2,500.00	20,990.29	22,500.00	30,000.00
7625 · Simpleview Data Base	0.00	1,291.66	16,003.05	11,625.02	15,500.00
7641 · Promotional Materials	1,386.72	1,250.00	19,490.87	11,250.00	15,000.00
7642 · Trade Shows					
7642.0 · General Fund	1,200.00	625.00	3,236.25	5,625.00	7,500.00
7642.1 · Trade Show Travel	0.00	250.00	2,116.17	2,250.00	3,000.00
Total 7642 · Trade Shows	1,200.00	875.00	5,352.42	7,875.00	10,500.00

Explore Lawrence Inc
Profit & Loss Budget Performance
For the One and Nine Months Ended September 30, 2022

	Sep 22	Budget	Jan - Sep 22	YTD Budget	Annual Budget
7643 · Website Hosting	1,500.00	2,166.66	22,531.25	19,500.02	26,000.00
7644 · Printing and Reproduction	200.89	583.33	3,095.57	5,250.01	7,000.00
7645 · Special Projects					
7648 · Bids	0.00	2,083.33	0.00	18,750.01	25,000.00
7649 · Visitors Guide	0.00	3,333.33	42,675.77	30,000.01	40,000.00
Total 7645 · Special Projects	0.00	5,416.66	42,675.77	48,750.02	65,000.00
Total 7600 · Programs	28,083.16	35,662.86	278,093.63	320,966.42	427,955.00
7620 · Meeting programs	20,044.05	3,333.33	37,446.40	30,000.01	40,000.00
8200 · Admin and General					
8202 · Accounting	600.00	1,250.00	10,100.00	11,250.00	15,000.00
8203 · Rent	4,240.36	4,166.66	38,352.95	37,500.02	50,000.00
8204 · Software	30.00	250.00	1,160.71	2,250.00	3,000.00
8206 · Hardware	0.00	416.66	3,967.40	3,750.02	5,000.00
8210 · Technology Repair & Maintenance	550.43	1,666.66	8,845.64	15,000.02	20,000.00
8214 · Bank Service Charges	25.95	50.00	243.75	450.00	600.00
8214.1 · Bank Fees - Square	23.61		45.42		
8218 · Cash Over/Short	81.85		218.76		
8225 · Board Expenses	0.00	366.66	2,783.46	3,300.02	4,400.00
8226 · Leased Equipment	218.67	416.66	3,580.14	3,750.02	5,000.00
8230 · Dues/Subscriptions/Memberships	974.36	1,250.00	9,456.07	11,250.00	15,000.00
8234 · Insurance	416.16	1,000.00	4,796.64	9,000.00	12,000.00
8238 · Utilities	266.34	500.00	2,761.94	4,500.00	6,000.00
8242 · Legal	0.00	416.66	1,552.50	3,750.02	5,000.00
8244 · Janitorial/Cleaning	290.00	208.33	1,858.44	1,875.01	2,500.00
8245 · Retirement Plan Fees/Admin	500.00	183.33	1,622.42	1,650.01	2,200.00
8247 · Office Supplies	1,220.81	458.33	2,002.68	4,125.01	5,500.00
8248 · Postage and Delivery	207.30	685.41	2,821.43	6,168.77	8,225.00
8250 · Storage	153.03	125.00	1,530.30	1,125.00	1,500.00
8251 · Misc. Office General	1,009.61	208.33	1,712.62	1,875.01	2,500.00
8282 · Travel & Meetings					
8282.10 · Professional Development	0.00	333.33	4,988.13	3,000.01	4,000.00
8282.11 · EL Hosted Events	0.00	166.66	383.97	1,500.02	2,000.00
8282.12 · Staff Travel	0.00	250.00	1,865.45	2,250.00	3,000.00
8282.13 · Meetings	6.74	166.66	759.71	1,500.02	2,000.00
8282.14 · Staff Employee Benefits	119.83	83.33	970.30	750.01	1,000.00
Total 8282 · Travel & Meetings	126.57	999.98	8,967.56	9,000.06	12,000.00
8283 · Telephone/Internet	1,440.77	1,458.33	12,462.51	13,125.01	17,500.00
Total 8200 · Admin and General	12,375.82	16,077.00	120,843.34	144,694.00	192,925.00
8900 · Misc Expense	0.00		347.00		
Total Expense	81,845.11	91,501.51	681,570.30	823,515.47	1,098,020.00
Net Ordinary Income	168,077.18	13,865.14	117,103.60	124,784.58	166,380.00
Other Income/Expense					
Other Income					
9020 · Interest Income	135.65	83.33	1,106.88	750.01	1,000.00
Total Other Income	135.65	83.33	1,106.88	750.01	1,000.00

Explore Lawrence Inc
Profit & Loss Budget Performance
For the One and Nine Months Ended September 30, 2022

	Sep 22	Budget	Jan - Sep 22	YTD Budget	Annual Budget
Other Expense					
9510 - Depreciation	446.56	446.58	4,019.04	4,019.26	5,359.00
9530 - Interest Expense	0.00	363.33	732.00	3,270.01	4,360.00
Total Other Expense	446.56	809.91	4,751.04	7,289.27	9,719.00
Net Other Income	-310.91	-726.58	-3,644.16	-6,539.26	-8,719.00
Net Income	167,766.27	13,138.56	113,459.44	118,245.32	157,661.00



SEPTEMBER 2022 MARKETING REPORT

SEPTEMBER MARKETING SUMMARY

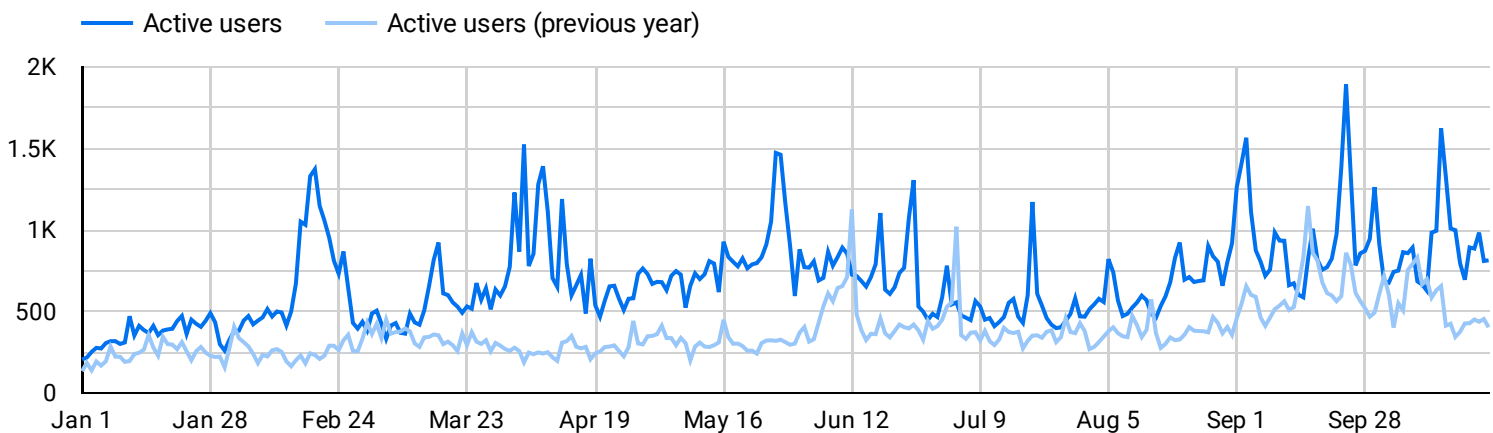
September was an exciting and busy month for the Marketing Department. We broke another all-time record for site users on Saturday, September 24. A winning start to the football season and early home games helped increase out traffic, as did the Lawrence Bucket List and a packed events calendar. Events that we promoted include the return of the Haskell Indian Art Market, Art in the Park, and the Rev it Up car show that took place in early October.

The Lawrence Bucket List continued to be popular throughout September. 408 individuals signed up for the pass in September. Those people accounted for 286 check-ins to local businesses and attractions and 57 redemptions for special offers and deals. 15 people have completed enough check-ins to win a Lawrence Bucket Hat, and 299 people have opted-in to receive future communications from eXplore Lawrence.

EXPLORELAWRENCE.COM

Total website users for September were 26,952, a 69.7% increase from August and 69% more than September of last year. 26,148 of the users were first-time visitors to the site. Each user averaged 8.29 "events" on the site, including page views, scrolls, link clicks, video views, etc. The most viewed content in September was the Events Calendar, Lawrence Bucket List, Eat Listings, the home page, and Art in the Park.

Users	New users	Event count	Event count per user	Views
26,952	26,148	225,863	8.29	90,697
⬆ 69.7%	⬆ 62.3%	⬆ 82.7%	⬆ 10.6%	⬆ 72.0%

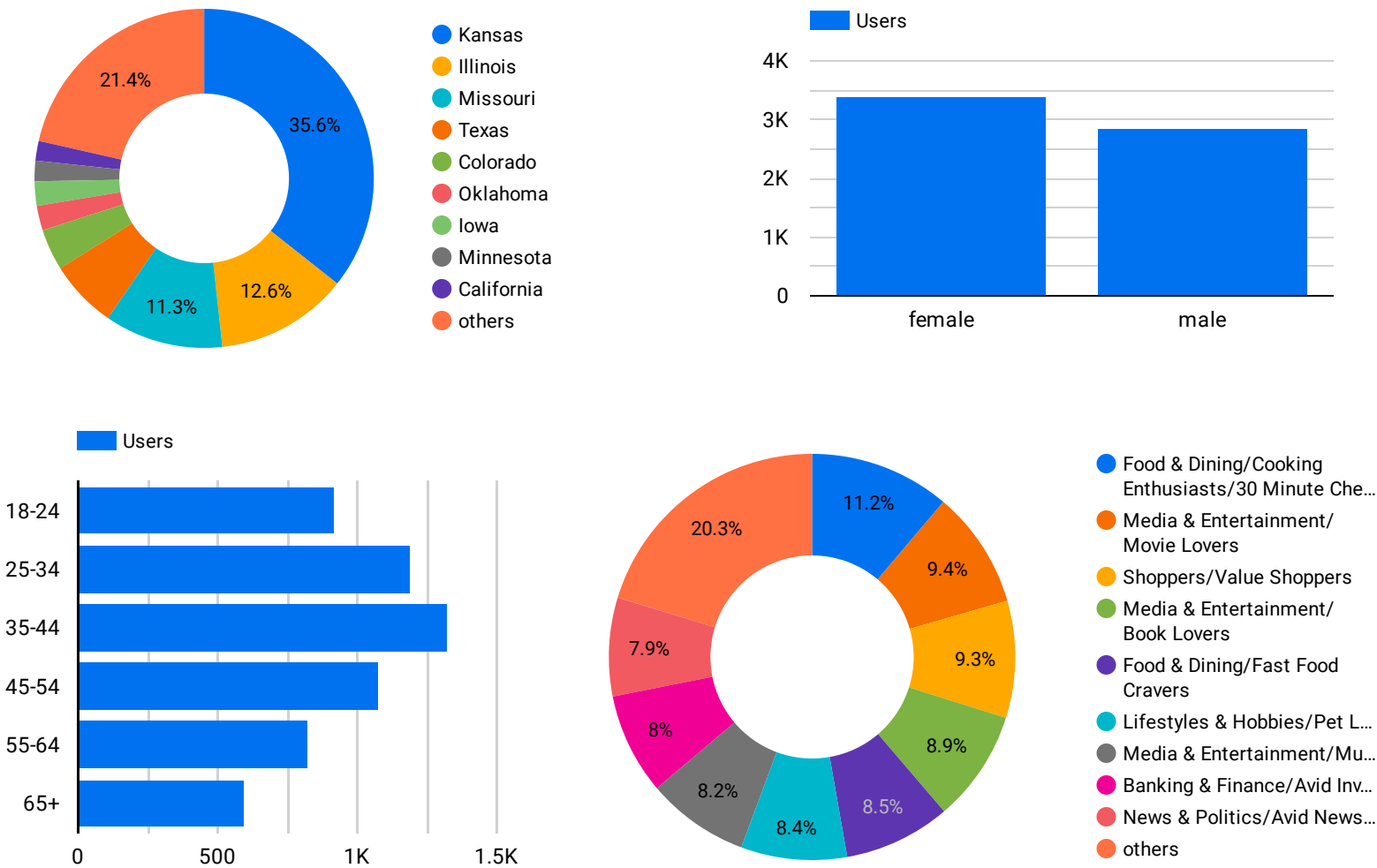


Event name ▾	Event count
view_search_results	367
video_start	87
video_progress	182
video_complete	30
user_engagement	44,410
session_start	35,383
scroll	21,550
page_view	90,697
first_visit	26,148
file_download	211

Page title	Views ▾
Events Calendar - Unmistakably Lawrence	17,732
Lawrence Bucket List	9,503
Eat - Unmistakably Lawrence	5,443
Explore - Unmistakably Lawrence	4,918
Art in the Park Lawrence 2022	4,409
Haskell Indian Art Market	2,583
Shop - Unmistakably Lawrence	1,942
Concerts & Live Music	1,785
See - Unmistakably Lawrence	1,511
Lawrence, Kansas Daily Deals. See what's on ...	1,208

EXPLORELAWRENCE.COM USERS

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



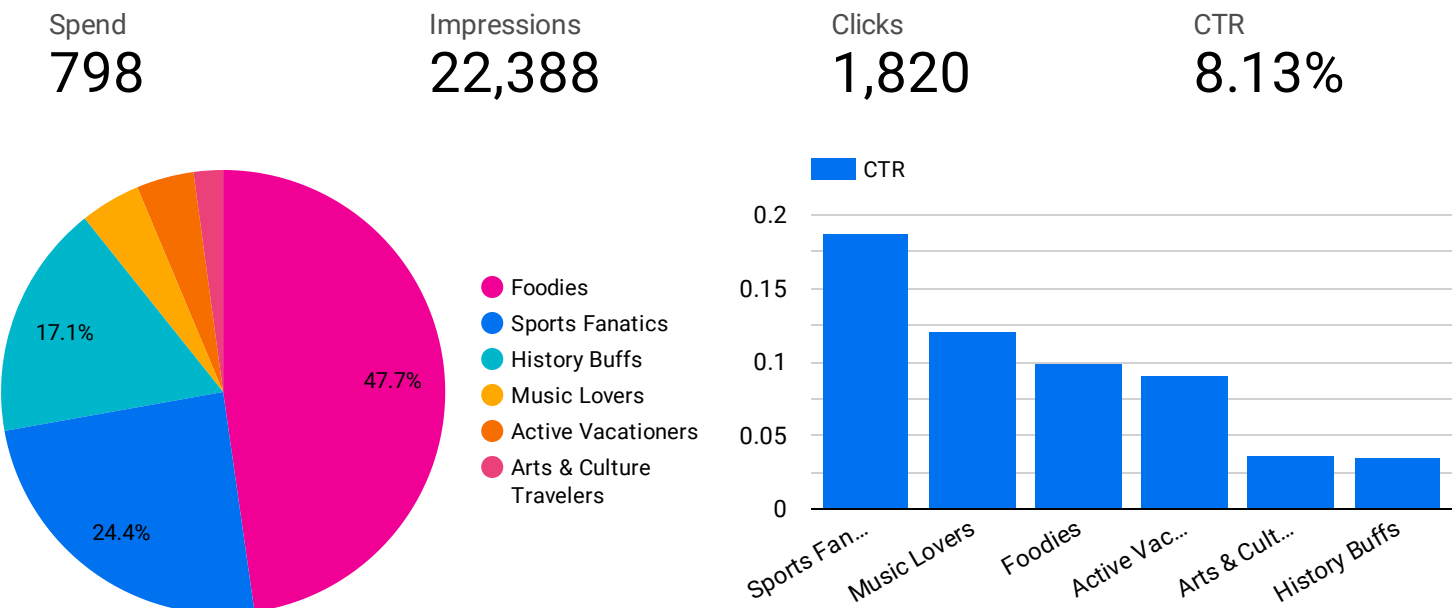
EXPLORELAWRENCE.COM ACQUISITION

The leading traffic channels were organic search, direct traffic, and organic social. The top traffic sources were Google, Facebook, Datafy Ads, and Bing.

Session default channel grouping	Sessions ▾	Session source	Sessions ▾
Organic Search	19,173	google	20,778
Direct	5,612	(direct)	5,612
Organic Social	5,361	facebook.com	3,471
Paid Search	1,946	datafy	1,250
Display	1,495	fb	865
Referral	743	m.facebook.com	529
Email	568	bing	394
Unassigned	104	Media/PR	265
Paid Video	21	Unmistakably Lawrence E-News	260
Organic Video	17	yahoo	223
Organic Shopping	4		

SEARCH ENGINE MARKETING

- Google paid search fared better than organic month over month in Google Analytics. That's pretty unusual and speaks to the ads addressing searchers' concerns very specifically. Another reason why relevance is king!
- The Foodies campaign delivered the highest onsite actions with 78 smart goals (engagement based) and 2 VG requests. Foodies also had a good CTR at 9.91%, a very relevant campaign.



SOCIAL MEDIA

September social media activity on Twitter, Instagram, TikTok, and Facebook resulted in 352 new fans, 423,490 impressions, and 23,276 post engagements. The best performing content was Grinter Farms, Lucy Hobbs Taylor blog, Live Music blog, and Kansas football related posts.

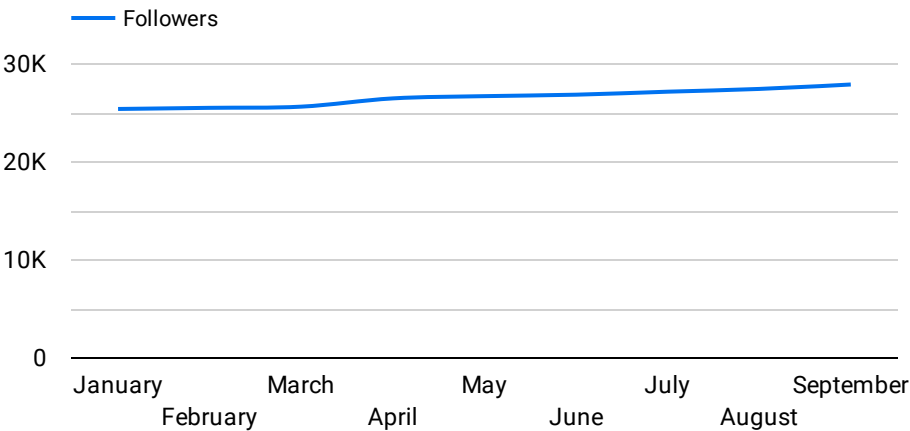
Platform	Impressions	Engagements	Video Views	New Followers
Facebook	319,056	21,229	32,472	221
Instagram	89,093	1,795	10,238	108
Twitter	13,532	190	0	18
TikTok	1,809	62	1,809	5

Impressions
423,490

Engagements
23,276

Video Views
44,519

New Followers
352



YOUTUBE

Top videos in September on the eXplore Lawrence YouTube Channel were the Vibe videos and Why Lawrence. These videos were advertised. The Why Lawrence video campaign is now complete.

Video Title	Views ▾
Welcome to Unmistakably Lawrence, Kansas :30	21,406
Welcome to Unmistakably Lawrence, Kansas	11,470
Why Lawrence? Brian at The Eldridge	5,880
Why Lawrence? Justin at River Rat Print and Skate	4,589
Why Lawrence? Rick Renfro	4,373
Why Lawrence? Huascar Medina at the Lawrence Levee Trail	3,478
Why Lawrence? Marlo at The Wishing Bench	3,258
Why Lawrence? Krystal at Lone Star Lake	3,100
Why Lawrence? Mona at "Restoration" mural	2,600

ENEWS

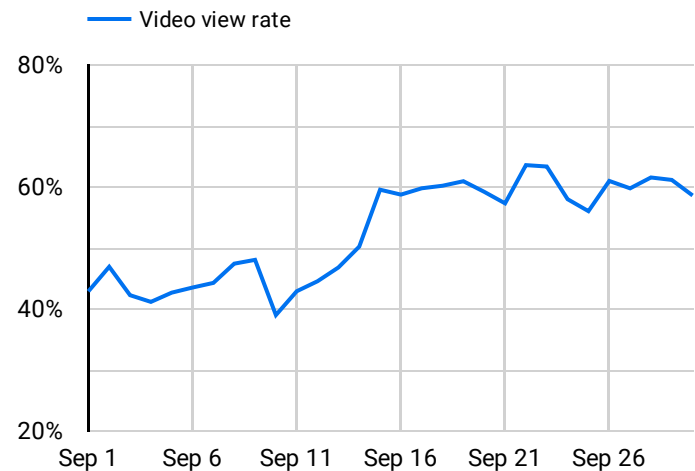
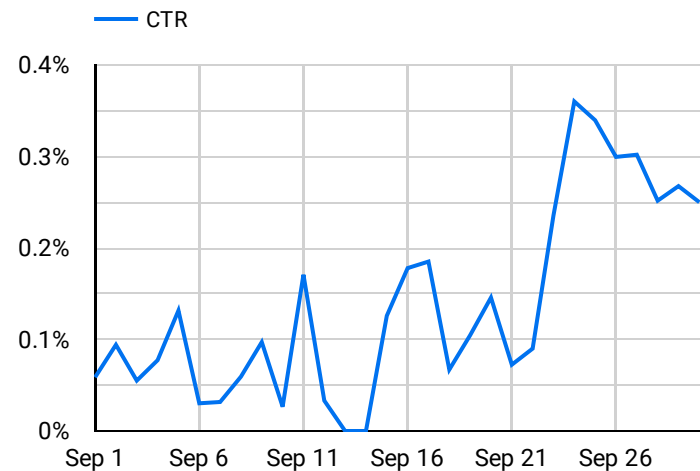
The September e-blast was sent to 4,349 recipients. 1,533 recipients opened the email, and there were 350 clicks on links within the email. The most popular content was the Lawrence Bucket List, followed by Grinter Sunflower Farms, Haskell Indian Art Market, and the Jayhawk Football Game Day Guide.

<div>Recipients</div> <div>4,349</div> <div>Opens</div> <div>1,533</div> <div>Clicks</div> <div>350</div>	Link	Clicks ▾
	Lawrence Bucket List	113
	Grinter Sunflower Farms	42
	Haskell Indian Art Market	29
	Game Day Guide	25
	Watkins Grand Opening	24
	Events	22
	Facebook	21
	Art in the Park	17
	Instagram	16
	Twitter	16

GOOGLE DISPLAY AND VIDEO ADVERTISING

We used Google Video advertising to drive Why Lawrence and Vibe video views. We used Google display advertising to promote the Lawrence Bucket List. These ads resulted in 208,235 impressions, 413 clicks, and 74,501 video views.

Campaign	Impressions ▾	Clicks	CTR	Video views	Video view rate
Why Lawrence	98,245	77	0.08%	43,711	44.49%
Lawrence Bucket List	71,195	296	0.42%	0	0%
Vibe Videos	38,795	40	0.1%	30,790	79.37%



SOCIAL MEDIA ADVERTISING

Ads on Facebook and Instagram promoted the Lawrence Bucket List, Why Lawrence, Live Music, History, and several events, including Football, Kaw Valley Farm Tour, Sidewalk Sale, and Haskell Indian Art Market. The ads resulted in 353,842 impressions, 4,499 link clicks, 425 event responses, 149 post engagements, and 19,509 video views of at least 15-seconds.

Campaign ▾	Impressions	Results	Results Rate
Why Lawrence (video views)	49,401	19,509	0.394
September Sidewalk Sale (event responses)	70,412	425	0.006
Lucy Hobbs Taylor (link clicks)	13,890	302	0.022
Live Music Blog (link clicks)	31,487	718	0.023
Lawrence Bucket List (link clicks)	102,146	2,131	0.021
Kaw Valley Farm Tour (link clicks)	17,185	396	0.023
Haskell Indian Art Market (link clicks)	8,951	354	0.040
Football Weekend: Homecoming (link clicks)	20,148	141	0.025
Football Weekend: Duke (link clicks)	18,200	102	0.056
Football Ticket Giveaway - homecoming (enga...	6,461	149	0.023

DATAFY ADVERTISING

We used the Datafy advertising platform to promote the Rev it Up Car Show (co-op) and the Lawrence Bucket List. This campaign resulted in 456k impressions, 1002 clicks to our site in September. These ad, plus previous ads in 2022, resulted in visits to Lawrence in September (attribution). Of those who saw our ads from at least 50 miles away from Lawrence, 2,783 visited Lawrence, 456 visited Downtown Lawrence, and 234 visited Lawrence hotels. The estimated revenue generated from those visitors is \$401,459.68. This uses an average daily spend of \$30 and September's ADR of \$123.74.

Campaign ▾	Impressions	Clicks	CTR
Rev it Up	194538	442	0.23%
Lawrence Bucket List	261900	560	0.21%

Attribution City
2,783

Attribution Downtown
456

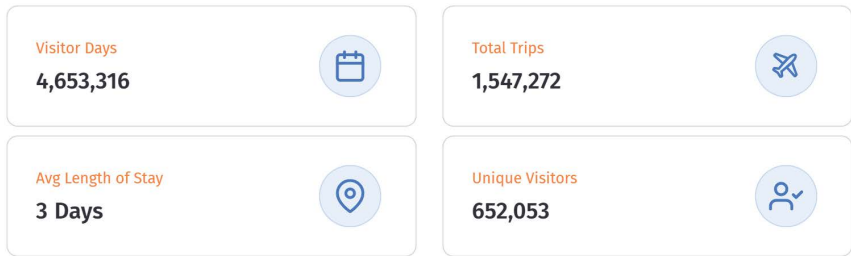
Attribution Hotels
234

Estimated Revenue Generated
401,459.68

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. Datafy has recently updated its platform. The first three charts below illustrate visitation to Lawrence in 2022. The final chart shows visitation to the City of Lawrence since 2019. All of the data provided is for VISITORS. We define visitors as those whose origin market is 50+ miles away.

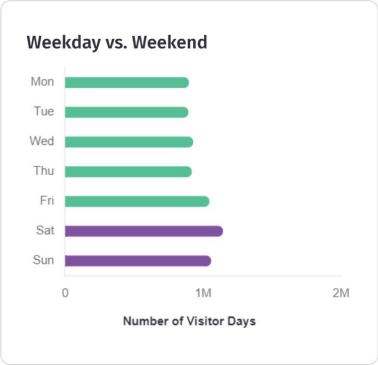
There have been 652,053 unique visitors to Lawrence in 2022 (until 9/30/22). They spent 4,653,316 visitor days in Lawrence and stayed an average of 3 days. 39% of our visitors came from within Kansas. This year's top cities people traveled from are Wichita, Manhattan, Emporia, Blue Springs, MO, Salina, and Junction City. Top points of interest this year for visitors were Downtown, Lawrence Hotels, Sports Sites (Rock Chalk Park/Sports Pavilion, Allen Fieldhouse, Memorial Stadium), Outdoors Sites (Clinton Lake, Baker Wetlands), and Restaurants.



Filters: In-State Out-of-State Distance: 50 mi - 3,944 mi Date Range: 1/1/22 - 9/30/22
Polygons: Clusters: All POIs: All

Visits from people to Lawrence whose origin market is at least 50 miles from Lawrence

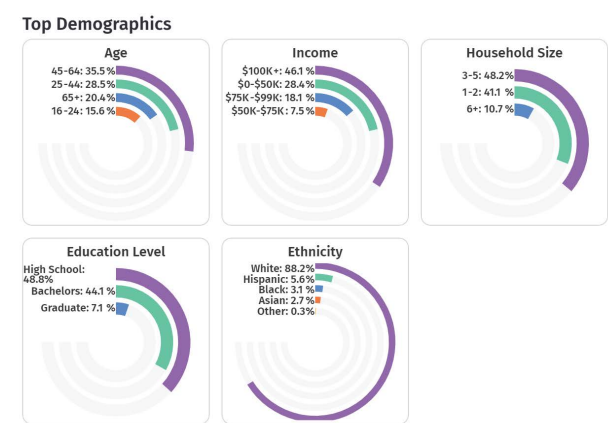
This data represents a statistical model based on a sample size of devices.



Filters: In-State Out-of-State Distance: 50 mi - 3,944 mi Date Range: 1/1/22 - 9/30/22
Polygons: Clusters: All POIs: All

Weekday vs weekend when the origin market is at least 50 miles from Lawrence

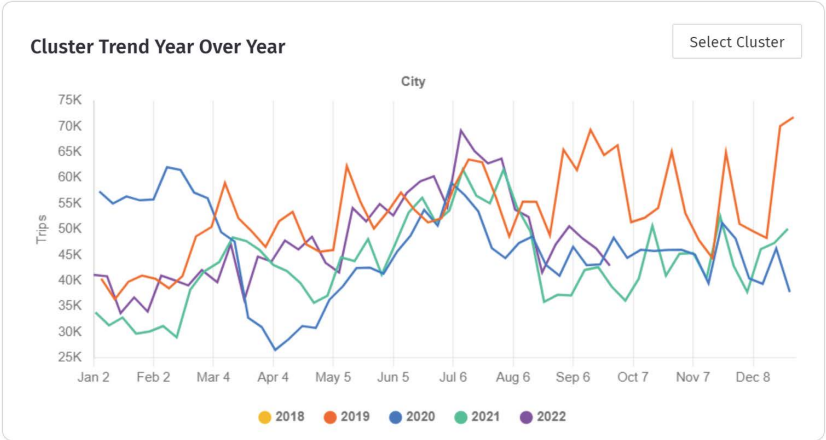
This data represents a statistical model based on a sample size of devices.



Filters: In-State Out-of-State Distance: 50 mi - 3,944 mi Date Range: 1/1/22 - 9/30/22
Polygons: Clusters: All POIs: All

Demographics of those who traveled to Lawrence from at least 50 miles away in 2022 to date.

This data represents a statistical model based on a sample size of devices.



Filters: In-State Out-of-State Distance: 50 mi - 3,944 mi Date Range: 1/1/19 - 9/30/22
Polygons: Clusters: All POIs: All

Weekly city visitors from people who traveled at least 50 miles to Lawrence since 2019.

This data represents a statistical model based on a sample size of devices.

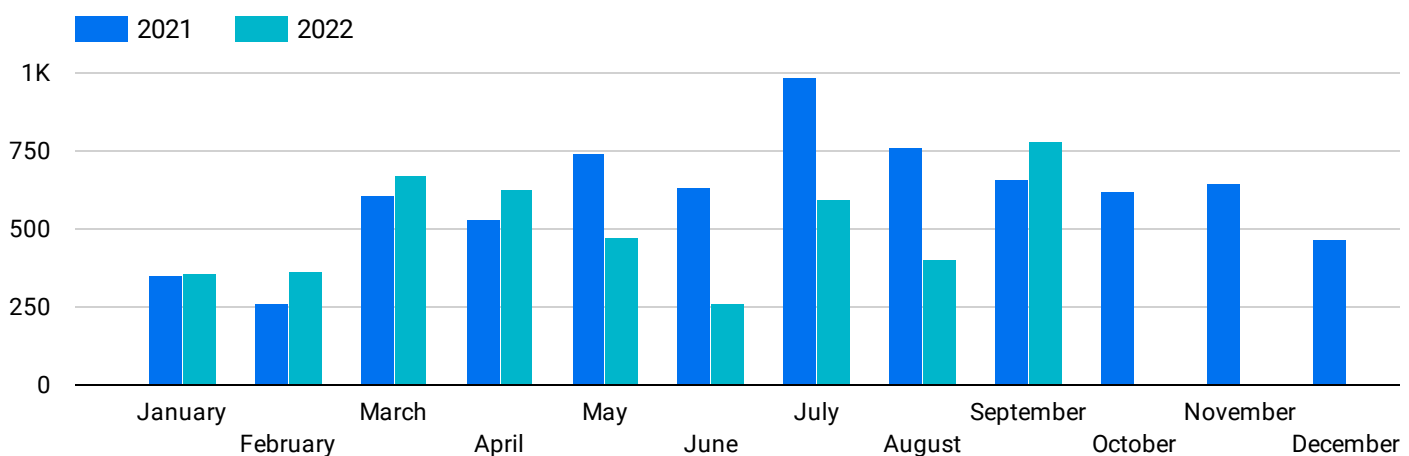


SEPTEMBER 2022 VISITOR CENTER REPORT

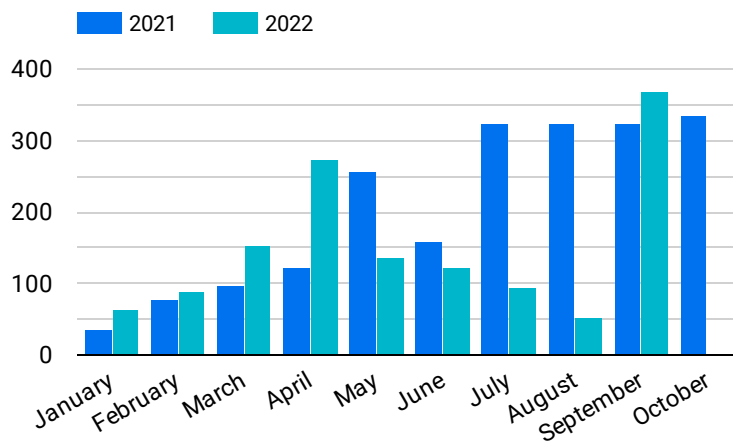
SEPTEMBER VISITOR CENTER SUMMARY

September was a very good month for the Lawrence Visitors Center. We had the most walk-ins since July of 2021 with 785 visitors. We also had a good sales month with more than \$350 in sales. We are seeing our magnets, keychains, postcards, and t-shirts gain popularity.

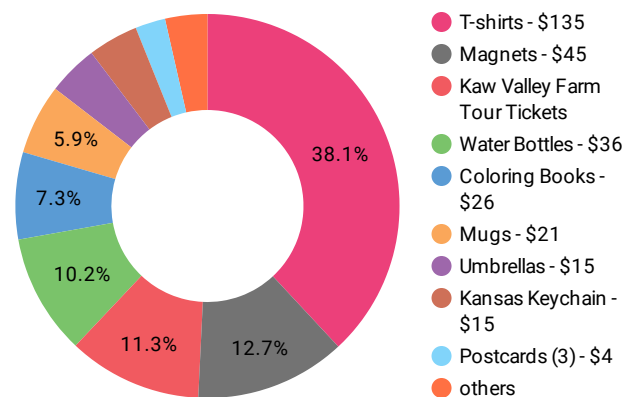
VISITORS CENTER WALK-INS



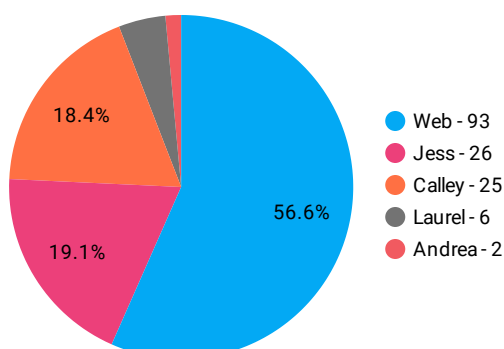
MONTHLY SALES



PRODUCT SALES



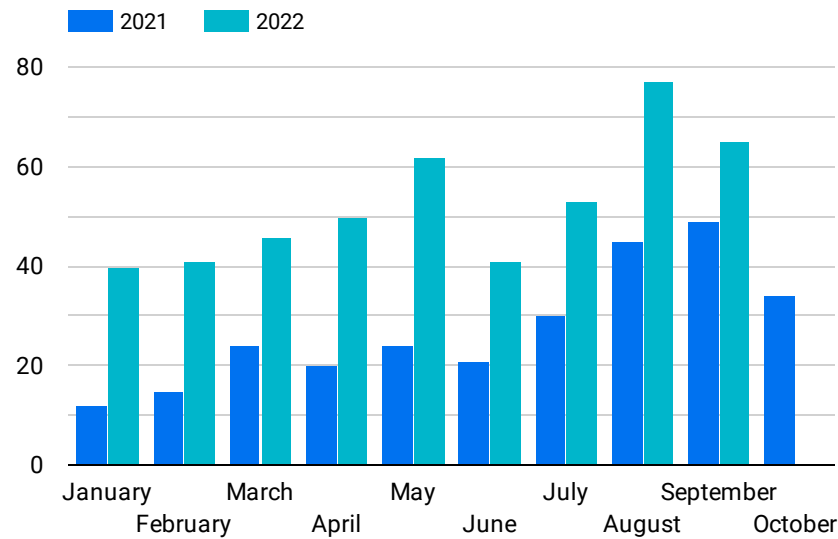
CALENDAR OF EVENT ENTRIES



WEBSITE INQUIRIES

The Visitors Center fulfills requests for Visitors Guides that come through the website. In September there were 65 website inquiries for Visitors Guides and/or e-newsletter sign-ups. Visitors are asked their interests when they request information. The most popular interests in August were Arts/Culture, Events, Food, Shopping, and History.

WEBSITE INQUIRIES (Visitors Guide Requests & E-news Sign-ups)



WEBSITE INQUIRIES - INTERESTS

Interest	Count
Events	51
Arts/Culture	50
Food	45
History	41
Shopping	40
Recreation	37
Haunted	31
Family	26
Universities	25
Wellness	23
Basketball	22
Agri-Tourism	22

FOCUS AREA 1: FINANCES**Goal 1.1 Maximize economic opportunity and pandemic recovery thru tourism, destination management and advocacy for local businesses.**

Objective 1.11 Transient Guest Tax collections begin to reach 2019 levels by the second quarter of 2022.

Owner(s)	Due Date	Comments
ED	06/30/22	We are consistently meeting this benchmark. Slightly down from 21 in September, but still on track

Goal 1.2 Develop viable budget accounting for economic uncertainties of pandemic.

Objective 1.21 Proposed annual budget prepared, discussed and approved by April 21, 2021.

ED	04/21/21	approval of \$1.2 operating budget and \$48,000 Bid Fund
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Goal 1.3 Secure federal, state, and local pandemic relief funding.

Objective 1.31 Apply for Second Draw Paycheck Protection Program (PPP) loan by May 28, 2021.

ED	05/28/21	This program had been exhausted as of May 7th. We will not be able to access further PPP funds - KA
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Objective 1.32 Consider applying for increased Economic Disaster Injury Loan by May 2021

ED	05/01/21	BoD not planning to apply for more EIDL funds at this time
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Goal 1.4 Maintain viable funding strategy to support City CVB goals and expectations.

Objective 1.41 Continue to meet all monthly financial and related reporting requirements for the City by March 2021. (marketing data, tourism data, visitation data)

ED	03/31/21	ongoing will pick this discussion up in Fall 22 after budget process concludes
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Objective 1.42 Review and update Operating Agreement with City to ensure sufficient resources to support City CVB goals and expectations by October 2021.

Board + ED	10/01/21	
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Objective 1.43 Analyze return on investment of events and activities by using data available to us including STR and TGT reports, website analytics, SeeSource, and event impact calculator to optimize resource allocation.

Ed + Marketing	10/01/21	Ongoing
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FOCUS AREA 2: PARTNERSHIPS**Goal 2.1 Nurture high quality partnerships and relationships throughout the community.**

Objective 2.11 Restart regular meetings with community leaders by June 2021.

ED	06/30/21	Ka has started meeting one on one with community leaders.
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Objective 2.12 Complete introductions and outreach by new Executive Director to key stakeholders and community leaders within the first three months of hire

Board + Staff		Ka is working on in person contacts with hotels and one on ones with commissioners
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Objective 2.13 Foster strategic alignment of specific eXplore Lawrence goals and priorities with the City Economic Development Strategic Plan by September 2021.

ED + Board	09/30/21	KA Met with Brit and will be leading the Tourism component of the plan. Will be forming a working group. Presentation created to align City strategic KPIs with our activities
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Objective 2.14 Explore and cultivate new opportunities for Staff and Board Members to engage with key organizations and community stakeholders by October 2021.

Staff + Board	10/31/21	Andrea working on Leadership Lawrence Arts and Culture committee
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Objective 2.15 Explore opportunities for roundtables or quarterly meetings of Staff and Board Members to promote economic development with the City and Chamber by January 2022.

Staff + Board	01/01/22	
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Objective 2.16 Explore the organization's optimal role in community conversations regarding the potential need for larger meeting space by July 2022.

Sales + Board + ED	07/31/22	Ka has met with developer at JW to find out those plans. Jayhawk Community Partners is taking the lead on the campus discussions
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Objective 2.17 Facilitate a strong Extranet relaunch campaign to engage Lawrence hospitality, service, retail, attraction, events and other tourism industry partners prior to the website launch by July 2021	CE + Marketing	07/31/21	Relaunched Partner Portal July 19 with weekly communications. Will resume the relaunch campaign in November. - AJ
Goal 2.2 Maintain robust network of regional CVB partners.			
Objective 2.21 Convene regular meetings to cultivate relationships with regional CVB partners by September 2021.	CE	09/01/22	Awarded marketing grant for regional trail collaboration. exploring other options of the METL group
Objective 2.22 Establish a regional CVB entity to attract and support major events by June 2022.	Sales + ED	06/30/22	Working to open doors at KU facilities. - KA & KS
Goal 2.3 Maintain robust partnerships with the University of Kansas, the KU Alumni Association, KU Athletics and Haskell Indian Nations University.			
Objective 2.31 Convene regular meetings with KU, Haskell, Parks & Recreation, and USD 497 to cultivate relationships and partnerships to increase tourism and collaboration by April 2022.	ED + CE	04/30/22	Parks and Rec is on Board. Kendra is working on KU. New DOS will start this process when they arrive
FOCUS AREA 3: EVENTS AND ACTIVITIES			
Goal 3.1 Promote Lawrence signature events and other high impact events and activities to attract individuals to Lawrence.			
Objective 3.11 Promote fun and safe events and activities during the pandemic to serve local guests by March 2021.	Marketing	03/31/21	This has begun and is ongoing: being done via events calendar, weekly things-to-do videos, monthly e-newsletters - AJ
Objective 3.12 Promote "Dinner Bell" events and activities to signal the post-pandemic return to major events and a re-opened local economy by July 2021.	Marketing	07/31/21	Website, Digital, and Social promotion of "Dinner Bell" events and activities are ongoing: PRIDE, Free State Festival, Fourth of July, Douglas County Fair, Live on Mass, Lawrence Busker Festival, Civil War on the Border, Encountering John Brown. AJ
Objective 3.13 Explore opportunities to leverage existing signature such as Lawrence Busker Festival, Free State Festival, and Live on Mass to increase hotel stays and visitors spending.	Marketing	11/01/22	Digital and social Lawrence Busker Festival campaign to travelers interested in Festivals in our top road trip and regional markets. Digital, print, social campaign for Encountering John Brown exhibit targeting groups and history buff travelers in our regional and roadtrip audiences. - AJ
Goal 3.2 Promote established and proven events that drive hotel stays and sales.			
Objective 3.21 Promote established events that drive overnight stays including bike races, KU Football and other events.	Marketing	Ongoing	Events on the horizon: Fall Kansas Football, Belgian Waffle Ride

Objective 3.22 Support and attract sporting events that drive overnight stays.	Sales + VS		ongoing. KA and KB met with HOA and Sports Pavillion to discuss how to support that event and grow overnights associated
Goal 3.3 Promote major regional events in partnership with regional CVBs.			
Objective 3.31 Secure one new major regional event thru regional partnership by 2023.	ED + Sales	12/31/21	ongoing
FOCUS AREA 4: SALES AND MARKETING			
Goal 4.1 Secure robust sales thru Tourism and Destination Management.			
Objective 4.11 Develop a Sales Plan with expanded focus on sales by October 2021.	Sales	10/31/21	Complete, Laura is reviewing for 2023
Objective 4.12 Explore possibilities to increase sales thru staffing priorities by April 2022.	Sales	04/30/22	
Objective 4.13 Create incentive program for meetings, conventions and sporting events by Mach 2021			Implemented and using during prospecting calls and trade shows. This has also been sent out to DOS partners to use around their sales efforts and trade shows. Laura is reviewing for 2023
Objective 4.14 Formalize policies and procedures to maximize sales and marketing tool including Threshold 360, Cvent Simpleview CRM, Meeting Max, and Proposal Path by June 2021	Sales	03/31/21	These will all be reviewed when new DOS arrives
Objective 4.15 Optimize the transition process of group sales from Sales Department to the Visitors Services Department	Sales + VS		Most of the group sales efforts will be handled by the Services Coordinator when they are hired. moving this process under the sales umbrella
	Sales + VS	07/01/21	
Goal 4.2 Foster great marketing and maintain attractive brand for CVB activity in Lawrence.			
Objective 4.21 Promote Current and Post-Pandemic Dinner-Bell activities.	Marketing	03/31/21	In progress - AJ
Objective 4.22 Complete a Marketing Plan and an expanded digital presence by January 2022	Marketing	01/31/22	In-progress. - AJ
FOCUS AREA 5: HIGH PERFORMING ORGANIZATION			
Goal 5.1 Ensure sustained, high quality executive leadership for eXplore Lawrence.			
Objective 5.11 Convene a Search Committee and onboard new Executive Director by August 2021.	Board	08/31/21	Completed
Objective 5.12 Draft and distribute a position description prospectus for a new ED by March 2021.	Board	03/31/21	Completed
Objective 5.13 Identify and support interim executive leadership by March 2021.	Board	03/31/21	Completed
Objective 5.14 Identify key talking points for ED search and interview process by April 2021.	Board + Staff	04/30/21	Completed
Goal 5.2: Preserve and transfer critical institutional knowledge.			
Objective 5.21 Conduct Retirement and Exit Interview with retiring director by April 2021.	Board	04/30/21	Completed
Objective 5.22 Record and transition knowledge of business processes, key contacts, and professional insights by May 2021	ED	05/07/21	Completed
Goal 5.3 Maintain clear and robust working relationship with the City of Lawrence and key community stakeholders.			
Objective 5.31 Update and finalize the Operating Agreement with the City by October 2021.			Approved for 2022 Funding agreement, will work on operating agreement changes in 22
	ED + Board	10/30/21	
Goal 5.4 Maintain clear and robust governance structures for the Board of Directors.			
Objective 5.41 Review and update Bylaws by December 2021.	ED + Board	12/31/21	discusion in progress
Objective 5.42 Review and update Board Member orientation and onboarding by October 2021.	ED + Board	10/31/21	KA needs to reach back out to Jonathon Morris



SEPTEMBER 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:

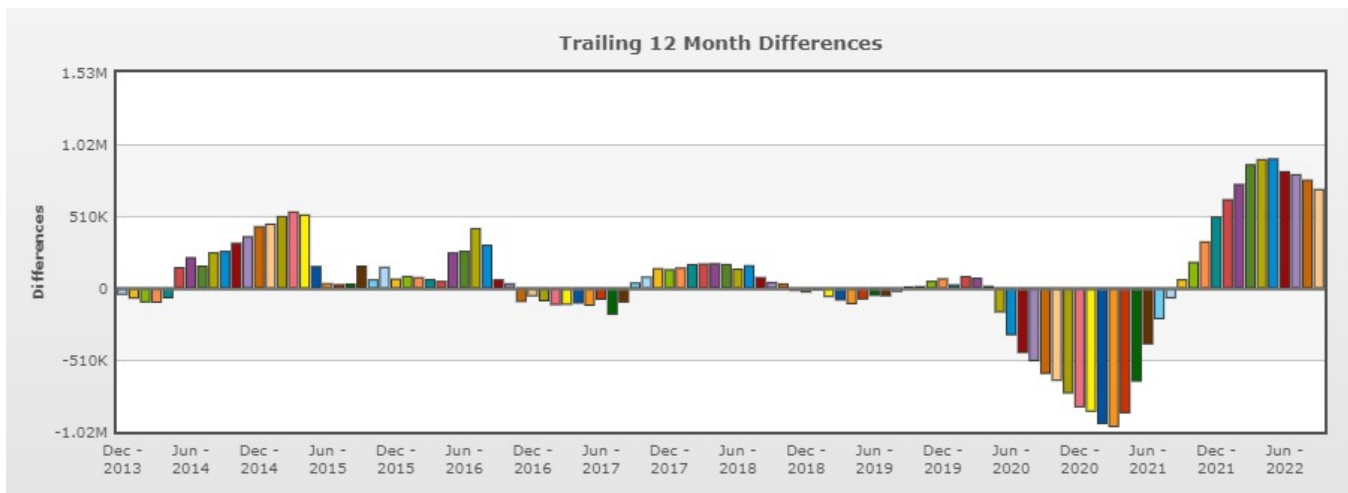
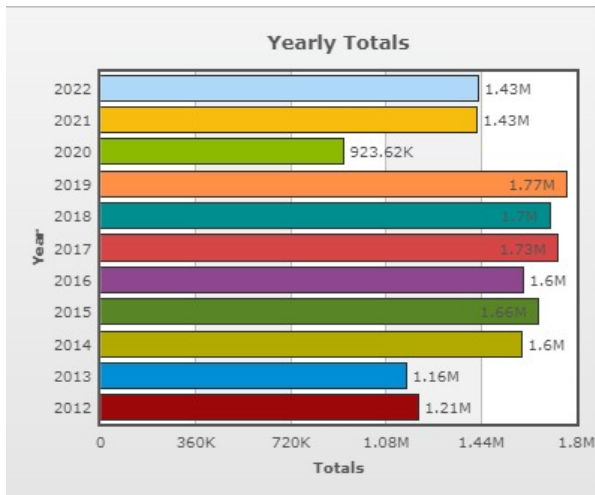
- 1) Occupancy Percent: Reflects the percentage of rooms occupied
- 2) Average Daily Rate (ADR): Reflects the average rate paid for rooms sold
- 3) RevPAR: Reflects the revenue per available room
- 4) Room Supply: Reflects the number of rooms available
- 5) Room Demand: Reflects the number of rooms sold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



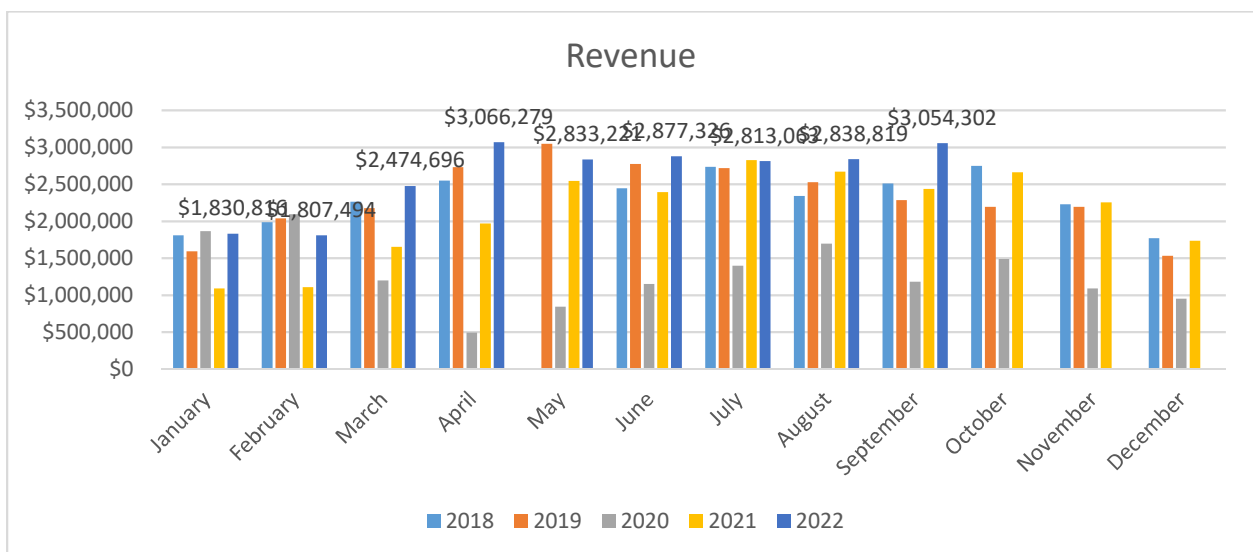
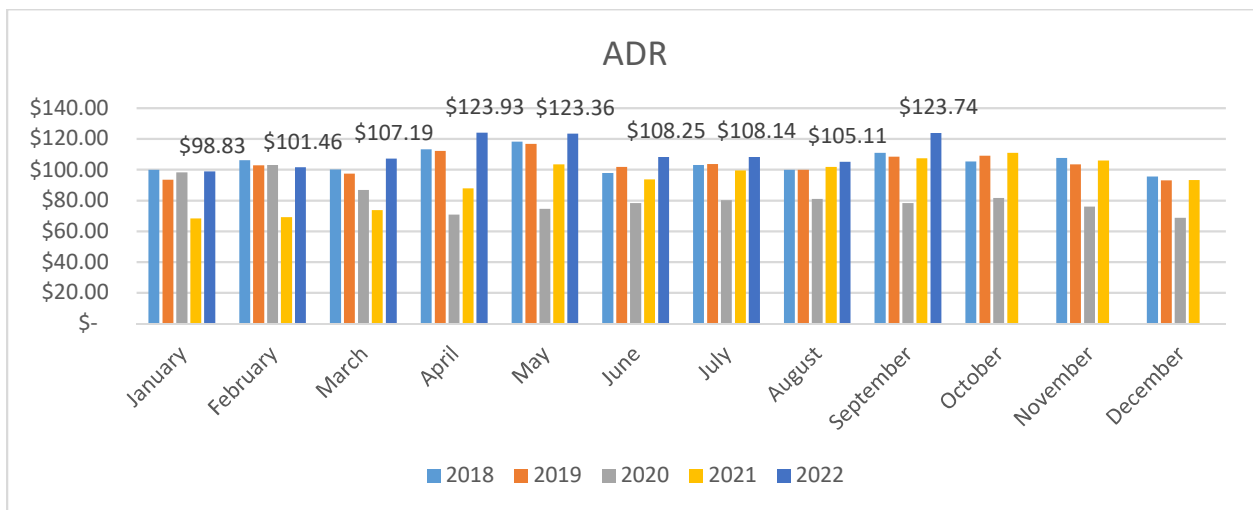
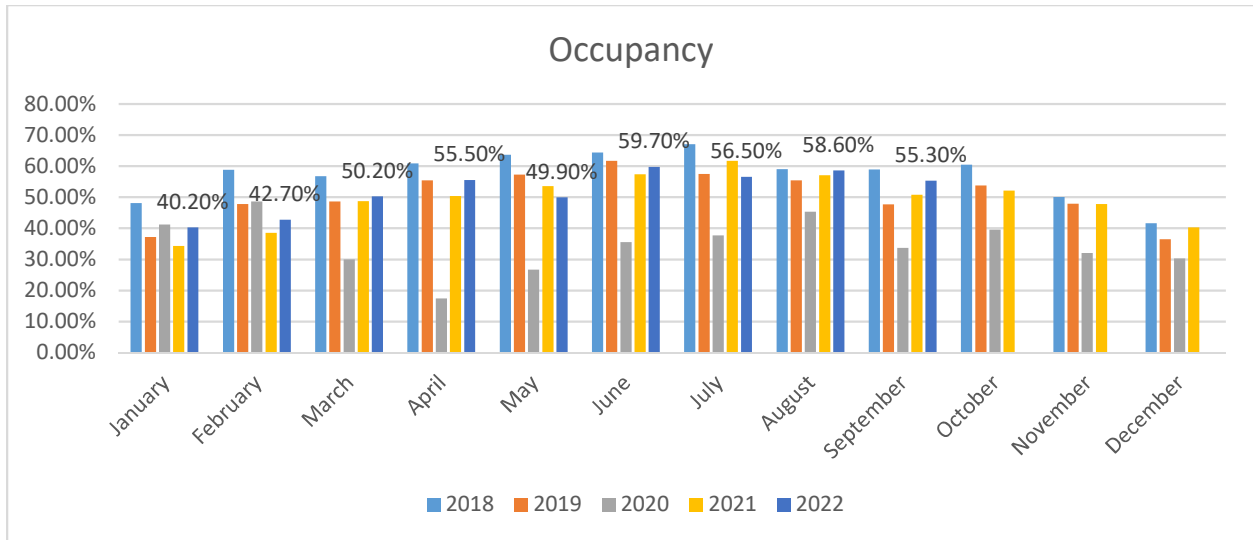


Month	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022	2021/2022 % change
January	57,788	75,379	65,431	73,828	101,382	93,738	98,184	118,323	95,446	41,690	111,162	166.64%
February	64,806	69,236	46,262	77,086	99,205	94,007	113,533	84,797	115,542	58,116	108,425	86.57%
March	87,533	80,486	71,663	95,280	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	199,887	71.62%
June	107,760	126,460	215,298	183,250	161,930	183,216	171,487	185,634	38,022	154,237	180,085	16.76%
Qtr 2	329,071	324,154	633,441	434,044	434,286	470,704	470,940	503,616	137,250	358,604	531,554	48.23%
July	145,312	151,194	97,830	37,085	138,574	133,188	152,087	168,245	58,308	127,254	174,977	37.50%
August	98,698	71,944	139,165	211,166	164,378	204,992	161,411	149,099	78,147	154,104	190,619	23.70%
September	81,238	83,284	95,602	235,022	128,957	155,957	148,506	170,578	102,374	161,468	154,860	-4.09%
Qtr 3	325,248	306,422	332,597	483,273	431,909	494,137	462,004	487,922	238,829	442,826	520,456	17.53%
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	1,430,134	48.62%

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



Year over Year comparison. For internal use only.



Chamber Blue of Kansas Quad Option Pairings 2023 Plan Year



BlueEdge Quad Option 1	CB1	CB2	CB3	CB4 Qualified High Deductible Health Program
Deductible	\$500 per person / \$1,000 family	\$1,000 per person / \$2,000 family	\$1,500 per person / \$3,000 family	\$3,000 per person / \$6,000 family
Coinsurance (percentage paid by member)	20%	20%	20%	\$0
Coinsurance maximum	\$1,000 per person / \$2,000 family	\$1,000 per person / \$2,000 family	\$1,000 per person / \$2,000 family	Coinsurance to out-of-pocket max
Annual out-of-pocket maximum	\$5,000 per person / \$10,000 family	\$5,000 per person / \$10,000 family	\$5,000 per person / \$10,000 family	\$6,350 per person / \$12,700 family
Primary care doctor	\$25 copay	\$25 copay	\$25 copay	Subject to deductible
Specialists	\$50 copay	\$50 copay	\$50 copay	Subject to deductible
Virtual doctor visits/telemedicine	\$25 copay	\$25 copay	\$25 copay	Subject to deductible
Preventive care	Paid at 100%	Paid at 100%	Paid at 100%	Paid at 100%
Emergency room	\$250 copay, then subject to deductible/coinsurance	\$250 copay, then subject to deductible/coinsurance	\$250 copay, then subject to deductible/coinsurance	Subject to deductible
Emergency room transportation	Subject to deductible/coinsurance	Subject to deductible/coinsurance	Subject to deductible/coinsurance	Subject to deductible
Inpatient surgery	Subject to deductible/coinsurance	Subject to deductible/coinsurance	Subject to deductible/coinsurance	Subject to deductible
Inpatient facility fee	Subject to deductible/coinsurance	Subject to deductible/coinsurance	Subject to deductible/coinsurance	Subject to deductible
Outpatient lab work and radiology	Paid at 100% of the allowable charge up to a combined max of \$300 for each covered person, each benefit period	Paid at 100% of the allowable charge up to a combined max of \$300 for each covered person, each benefit period	Paid at 100% of the allowable charge up to a combined max of \$300 for each covered person, each benefit period	Subject to deductible
Outpatient rehabilitation	Subject to deductible/coinsurance	Subject to deductible/coinsurance	Subject to deductible/coinsurance	Subject to deductible
Hospice	Subject to deductible/coinsurance	Subject to deductible/coinsurance	Subject to deductible/coinsurance	Subject to deductible
Chiropractic care	\$50 copay	\$50 copay	\$50 copay	Subject to deductible
BlueRx Card Retail Pharmacy ¹	\$15 generic / \$50 preferred brand / \$75 non-preferred \$150 specialty preferred / 20% coinsurance up to \$250 max for specialty non-preferred ³	\$15 generic / \$50 preferred brand / \$75 non-preferred \$150 specialty preferred / 20% coinsurance up to \$250 max for specialty non-preferred ³	\$15 generic / \$50 preferred brand / \$75 non-preferred \$150 specialty preferred / 20% coinsurance up to \$250 max for specialty non-preferred ³	Subject to deductible. Once deductible is met, copays apply. \$15 generic / \$50 preferred brand / \$75 non-preferred \$150 specialty preferred / 20% coinsurance up to \$250 max for specialty non-preferred ³
Mail order drugs ²	\$37.50 generic / \$125 brand name / \$187.50 non-preferred	\$37.50 generic / \$125 brand name / \$187.50 non-preferred	\$37.50 generic / \$125 brand name / \$187.50 non-preferred	Subject to deductible. Once deductible is met, copays apply. \$37.50 generic / \$125 brand name / \$187.50 non-preferred
Monthly Premium				
Self only	\$678.10	\$658.40	\$641.58	\$593.37
Self + Child	\$1,352.15	\$1,312.24	\$1,278.16	\$1,180.47
Self + Spouse	\$1,433.39	\$1,391.05	\$1,354.88	\$1,251.23
Self + Family	\$2,107.45	\$2,044.89	\$1,991.46	\$1,838.33

¹ Quantity is a 30-day supply or 90-day supply (3x copay) through the Extended Supply Network at a retail pharmacy.

² Quantity is a 90-day supply, available through Express Scripts.

³ Designated specialty pharmacy, Accredo.

BCBSKS reserves the right to review final enrollment within ChamberBlue to confirm rates.

An independent licensee of the Blue Cross Blue Shield Association.

Chamber Blue of Kansas Quad Option Pairings 2023 Plan Year



BlueEdge Quad Option 2	CB5	CB6	CB7	CB8 Qualified High Deductible Health Program
Deductible	\$1,500 per person / \$3,000 family	\$2,500 per person / \$5,000 family	\$3,500 per person / \$7,000 family	\$5,000 per person / \$10,000 family
Coinsurance (percentage paid by member)	20%	20%	20%	\$0
Coinsurance maximum	Coinsurance to out-of-pocket max	Coinsurance to out-of-pocket max	Coinsurance to out-of-pocket max	Coinsurance to out-of-pocket max
Annual out-of-pocket maximum	\$6,350 per person / \$12,700 family	\$6,350 per person / \$12,700 family	\$6,350 per person / \$12,700 family	\$6,350 per person / \$12,700 family
Primary care doctor	\$35 copay	\$35 copay	\$35 copay	Subject to deductible
Specialists	\$70 copay	\$70 copay	\$70 copay	Subject to deductible
Virtual doctor visits/telemedicine	\$35 copay	\$35 copay	\$35 copay	Subject to deductible
Preventive care	Paid at 100%	Paid at 100%	Paid at 100%	Paid at 100%
Emergency room	\$250 copay, then subject to deductible/coinsurance	\$250 copay, then subject to deductible/coinsurance	\$250 copay, then subject to deductible/coinsurance	Subject to deductible
Emergency room transportation	Subject to deductible/coinsurance	Subject to deductible/coinsurance	Subject to deductible/coinsurance	Subject to deductible
Inpatient surgery	Subject to deductible/coinsurance	Subject to deductible/coinsurance	Subject to deductible/coinsurance	Subject to deductible
Inpatient facility fee	Subject to deductible/coinsurance	Subject to deductible/coinsurance	Subject to deductible/coinsurance	Subject to deductible
Outpatient lab work and radiology	Paid at 100% of the allowable charge up to a combined max of \$300 for each covered person, each benefit period	Paid at 100% of the allowable charge up to a combined max of \$300 for each covered person, each benefit period	Paid at 100% of the allowable charge up to a combined max of \$300 for each covered person, each benefit period	Subject to deductible
Outpatient rehabilitation	Subject to deductible/coinsurance	Subject to deductible/coinsurance	Subject to deductible/coinsurance	Subject to deductible
Hospice	Subject to deductible/coinsurance	Subject to deductible/coinsurance	Subject to deductible/coinsurance	Subject to deductible
Chiropractic care	\$70 copay	\$70 copay	\$70 copay	Subject to deductible
BlueRx Card Retail Pharmacy ¹	\$15 generic / \$50 preferred brand / \$75 non-preferred \$150 specialty preferred / 20% coinsurance up to \$250 max for specialty non-preferred ³	\$15 generic / \$50 preferred brand / \$75 non-preferred \$150 specialty preferred / 20% coinsurance up to \$250 max for specialty non-preferred ³	\$15 generic / \$50 preferred brand / \$75 non-preferred \$150 specialty preferred / 20% coinsurance up to \$250 max for specialty non-preferred ³	Subject to deductible. Once deductible is met, copays apply. \$15 generic / \$50 preferred brand / \$75 non-preferred \$150 specialty preferred / 20% coinsurance up to \$250 max for specialty non-preferred ³
Mail order drugs ²	\$37.50 generic / \$125 brand name / \$187.50 non-preferred	\$37.50 generic / \$125 brand name / \$187.50 non-preferred	\$37.50 generic / \$125 brand name / \$187.50 non-preferred	Subject to deductible. Once deductible is met, copays apply. \$37.50 generic / \$125 brand name / \$187.50 non-preferred
Monthly Premium				
Self only	\$609.65	\$589.82	\$576.97	\$524.78
Self + Child	\$1,213.45	\$1,173.27	\$1,147.22	\$1,041.48
Self + Spouse	\$1,286.23	\$1,243.60	\$1,215.96	\$1,103.76
Self + Family	\$1,890.03	\$1,827.05	\$1,786.22	\$1,620.46

¹ Quantity is a 30-day supply or 90-day supply (3x copay) through the Extended Supply Network at a retail pharmacy.

² Quantity is a 90-day supply, available through Express Scripts.

³ Designated specialty pharmacy, Accredo.

BCBSKS reserves the right to review final enrollment within ChamberBlue to confirm rates.

Option Combinations

Hi/Low	Triple		Quad
Any combo within CB 1 & 4	CB 1, 2, 3	CB 5, 6, 7	CB 1–4
Any combo within CB 5 & 8	CB 1, 2, 4	CB 5, 6, 8	CB 5–8
CB 4 (HDHP) can pair with any option	CB 2, 3, 4	CB 6, 7, 8	
CB 8 (HDHP) can pair with CB 3–7	CB 3, 4, 8		



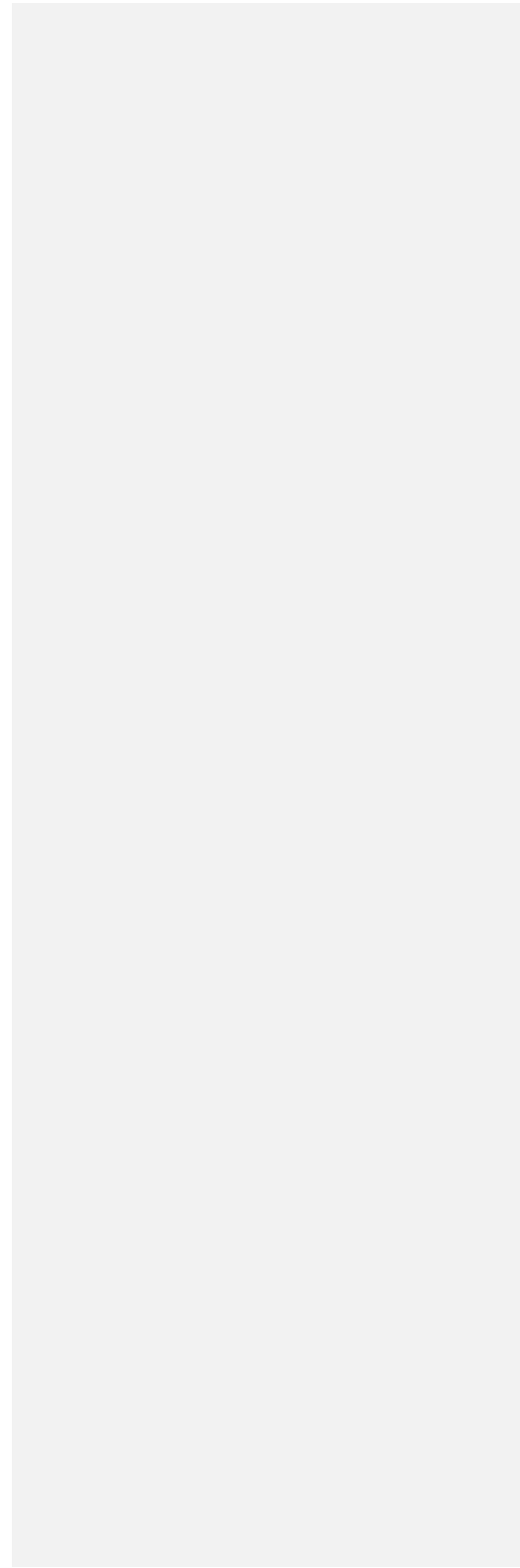
Congratulations on joining eXplore Lawrence (EL). We hope your employment with EL will be enjoyable and rewarding.

This manual summarizes some of the important current employment policies, operational policies, and benefits available to you.

You will receive a formal review of this manual as part of the new employee orientation process. Please take the time to read and familiarize yourself with the manual in more detail as soon as possible. If you have questions about any policy, please do not hesitate to ask your supervisor or the Executive Director.

As an employee of EL, you are expected to carry out the duties of your position in a professional manner. Always keep in mind that we are a destination marketing organization, and serving our partners, visitors, and clients is our top priority.

Table of Contents



What We Do

eXplore Lawrence (EL) is the official destination management organization for the city of Lawrence and Douglas County. Serving this function, EL aggressively markets the destination to meeting professionals and leisure travelers. EL is an economic development organization charged with generating and increasing visitor revenue. EL operations are divided into four departments:

1. Sales which includes groups, sports, and client services
2. Marketing which includes leisure and group marketing
3. Visitor services
4. Operations (includes: Information Systems, Accounting, Administration, Organizational Research, and Human Resources)

EL markets and sells the city of Lawrence and Douglas County in a variety of ways, including direct sales efforts, promotion at trade shows, maintaining a vibrant, current, and relevant website (www.explorelawrence.com), publishing the destination's official Visitors Guide, developing and implementing promotional campaigns, and providing comprehensive information to visitors at strategic locations.

The organizational objective for EL is to increase visitor volume and spending. Supporting priorities to this objective ensures the organization's viability and the destination's competitive position. These three areas serve as the foundation upon which the annual business plan is built, which focuses on target markets/constituents, program areas, marketing strategies, and key measures of success.

Who We Are

EL is a private, non-profit organization (501(c)6)) with a partnership comprised of tourism-related businesses in the greater Lawrence and Douglas County region. Tourism partners support EL initiatives which are geared toward capitalizing on the opportunities presented to visitors to the city of Lawrence and Douglas County.

EL is governed by a seven (7) member Board of Directors (Board). The Executive Director is accountable to the Board and is responsible for all management functions of the organization. Department heads, under the supervision of the Executive Director, plan, direct, and coordinate organization activities. Staff members, interns, and volunteers within individual departments perform their particular duties under the direction of the department heads and Executive Director.

eXplore Lawrence Mission

The mission of eXplore Lawrence is to broadly market the area as a year-round visitor destination, thereby positively impacting the region's economy by retaining and attracting visitors to the city of Lawrence and Douglas County.

Organization Purpose

- Execute strategic and effective sales, marketing, and service plans in place at all times
- Provide world-class destination information and services

- Increase the transient guest tax fund by attracting conventions, associations, corporations, sporting events, and other business and leisure travelers for overnight stays.
- Grow recognition as the area's destination marketing and management leader
- Attract generous, uncontested funding available for destination marketing and development activities
- Display leadership and management which is visionary, dynamic, and effective
- Forge great relationships with area hoteliers to assist with increasing their overall lodging business and provide assistance when needed to attract groups to their properties
- Create a highly motivating and productive work environment
- Recruit professional staff comprised of highly motivated and productive individuals
- Support the applicable outcome areas of the City of Lawrence's Strategic plan and the Community Wide Economic Development Plan.

Vision for Destination

- Be recognized as the premier visitor and convention destination in the State of Kansas
- Foster partnerships amongst area tourism facilities and businesses contributing positively to the area's economy and environment
- Be the catalyst that helps create an ample and available workforce that is comprised of motivated, well-trained, and customer-focused individuals
- Generate enthusiastic public and private sector support and investment in the tourism industry and its activities
- Create an atmosphere where the area's tourism industry is cohesive and works collaboratively on all efforts and issues

Employment at Will

Employment at EL is on an at-will basis unless otherwise stated in a written individual employment agreement signed by the Executive Director or Chairperson of the Board of Directors of EL.

This means that either the employee or the company may terminate the employment relationship at any time, for any reason, with or without notice.

Nothing in this employee handbook creates or is intended to create an employment agreement, express or implied. Nothing contained in this or any other document provided to the employee is intended to be, nor should it be, construed as a contract that employment or any benefit will be continued for any period of time. In addition, no company representative is authorized to modify this policy for any employee or to enter into any agreement, oral or written, that changes the at-will relationship.

Any salary figures provided to an employee in annual or monthly terms are stated for the sake of convenience or to facilitate comparisons and are not intended to and do not create an employment contract for any specific period of time.

Staff Member Standards of Conduct

1. We discharge our responsibilities with dedication to achieving the objectives of EL. We value our customers, partners, and stakeholders. We respect our customers' needs, expectations, and opinions. We ask for help when we need it.
2. We hold ourselves accountable. We take responsibility for our actions. We set clear goals, measure our results, and seek to improve when we fall short.
3. We actively encourage the integration of ethics and integrity into all aspects of managing EL activities. We tell the truth. We keep our commitments.
4. We are responsible and effective industry leaders. We consistently demonstrate 'going beyond visit' both internally and externally. We lead our industry in effective marketing and promotions strategies. We keep abreast of industry trends and market conditions. We keep industry members and partners informed of pertinent news and information.
5. We value our community and environment. We encourage our staff to be involved in the community. We consider stewardship of the destination and its assets an integral part of our job. We are active and responsible citizens. We also encourage outside involvement in industry and charitable activities, including directorships in non-profit community organizations, as long as they do not cause conflicts of interest or create demands that interfere with our work for EL.
6. We respect the spirit and the letter of the law. We uphold all laws, regulations, and operating policies relating to EL. We comply with all levels of governmental regulations concerning lobbying and political activities and exercise only legal, ethical and moral means when attempting to influence legislation or regulations affecting EL or the convention and visitor industry.
7. We do not issue false or deliberately misleading statements or advertisements concerning EL or the community, any other CVB or community, or the convention and visitor industry to the media, the public, or any other persons, either affiliated with or unrelated to the convention and visitor industry.
8. We work to build collaborative relationships with other CVB industry professionals and others for the advancement of the profession of destination management.
9. Our outside employment, if any, will not interfere, compete or conflict with EL interests or hinder our ability to meet the responsibilities and demands of our required work.

The EL Board of Directors supports EL's efforts to adopt a staff member code of conduct. The code of conduct will reinforce the need and demand for greater transparency and accountability within our profession.

Nothing in this Staff Members Standards of Conduct is intended to interfere with, restrain, or prevent concerted activity as protected by the National Labor Relations Act (NLRA). Such activity includes employee

communications regarding wages, hours, or other terms or conditions of employment. EL employees have the right to engage in or refrain from such activities.

Agreement to adhere to Staff Member Standards of Conduct

By joining the EL staff and reading and agreeing to these terms, you are indicating that you have read and fully understand and agree to the terms of the EL *Staff Member Standards of Conduct*. Adherence to this code assures those associated with the convention and visitors industry that EL staff constantly strives to achieve and maintain the highest standards of professionalism and integrity. Violation of these rules and expectations could subject you to discipline by the EL Executive Director, up to and including suspension or termination of your employment.

THE EL WORK ENVIRONMENT.

EL staff is the key to EL's success and the positive experience of our visitors, stakeholders, and partners. We endeavor to provide a safe, stimulating, and supportive work environment. We regularly recognize and celebrate individual and collective successes of our team.

PROMISE TO OUR VISITORS.

Visitors' needs are our most important priorities. We pledge to do whatever our resources allow to help you enjoy the best experience possible.

Employment Relationship

Attendance/Tardiness

Excellent attendance is essential and expected from every staff member. Your attendance and punctuality are important for your fellow employees' and EL's ability to be productive and meet our customers' needs. If you will be absent from work or know you will be late, EL must be notified as soon as you know you will be unable to report to work, and always prior to 8:30 a.m. You must email or call your department director explaining your absence or tardiness and when you expect to return to work. You must inform your director of any individuals you were expected to meet with on the day of your absence so they can reschedule appointments.

Excessive absenteeism and/or excessive tardiness is disruptive and will lead to disciplinary action, up to and including termination of employment.

Failure to call in or report to work on a scheduled workday is considered a no call/no show absence. Each no call/no show constitutes grounds for discipline, up to and including termination of employment. In most cases, three consecutive no call/no shows will be considered a voluntary resignation.

Workweek and Hours of Work

The standard workweek is from Sunday 12:00 a.m. until Saturday 11:59 p.m. and generally consists of 40 work hours. Hours of work vary for individual personnel. For some, work hours are 8:30 a.m. to 5:30 p.m., Monday through Friday. This schedule allows one unpaid hour for lunch. EL office hours are generally 8:30 a.m. to 4:30

p.m., Monday through Friday. The EL standard Visitor Center hours are from 10:00 a.m. to 5:00 p.m., Tuesday through Saturday. Individual work schedules will vary depending on the needs of each department.

Meal and Rest Breaks

Employees are entitled to a 60-minute unpaid meal break each day. Any non-exempt employee who is required to work through a meal break will be paid for the 60-minute period. Employees are also entitled to two 15-minute rest periods each day. Meal and rest breaks will be scheduled by the department supervisor or Executive Director.

Remote Work

EL considers remote work to be a viable alternative work arrangement in cases where individual job and supervisor characteristics are best suited to such an arrangement. This allows an employee to work at home, on the road or in a satellite location for part of their regular workweek. Remote work is a voluntary alternative that may be appropriate for some employees and some jobs. It is neither an entitlement nor a company-wide benefit. You are urged to contact the Executive Director for complete information. Final approval of such arrangements is up to the Executive Director.

Time Records

All non-exempt employees are required to complete accurate weekly time reports showing all time actually worked. These records are required by governmental regulations and are used to calculate regular and overtime pay. At the end of each week, you and your supervisor must sign the time sheet attesting to its correctness before forwarding it for payroll.

Overtime

When required due to the needs of the business, you may be asked to work overtime. Overtime is actual hours worked in excess of 40 in a single workweek. Non-exempt employees will be paid overtime compensation at the rate of one and one-half their regular rate of pay for all hours over 40 actually worked in a single workweek. Paid leave, such as holiday, paid time off (PTO), bereavement time, and jury duty, does not apply toward work time. All overtime work must be approved in advance by a supervisor or manager. Working overtime in violation of this policy is grounds for discipline, up to and including termination of employment.

Work Schedule

A full-time position is defined as consistently and consecutively working 30 or more hours in a given work week and may be an hourly or salaried position depending on its job description. A 40-hour week is considered customary.

A part-time position is defined as working an average of 10-30 hours per week and is an hourly position. Part-time positions are only eligible for those benefits that are specified in this handbook. If a part-time employee's status changes to full time, the position would be eligible for vacation and health day benefits effective the start date of the full time status.

A Limited Term Employee (LTE) is one who has been hired temporarily for a specified project or goal. If an LTE's status changes to full-time, the position would be eligible for vacation and health day benefits effective the start date of the full-time status.

Non-exempt employee's attendance at lectures, meetings and training programs will be considered hours of work, and, therefore, will be compensated time, if management requires and authorizes attendance.

For **exempt** employees, EL is not a "punch-clock" operation. EL trusts you to know when you've put in a full day. There may be times when you must report late or leave early due to personal reasons. EL realizes these occurrences may happen and encourages you to take care of personal matters when the need arises. If EL leadership feels that an employee is taking advantage of this autonomy, the Executive Director or appropriate department head will discuss the matter privately with the employee, and a more structured work schedule arrangement may be necessary to facilitate the employee's presence at work.

Non-exempt Employee Communication Policy

Employees of EL may perform job duties using a variety of electronic communications depending on the nature of the work and responsibilities involved. Some of the required communication mediums might include cellular/mobile telephones, text messaging devices, and computers.

As with other types of authorized work, all time spent by **non-exempt** employees utilizing electronic communications for work purposes will be considered hours worked, is compensable and will count toward overtime eligibility as required by law. Therefore, in order to avoid incurring unnecessary expenses, electronic communications should not be used outside of regularly scheduled work hours unless required and approved in advance by your supervisor. This includes all types of work-related communication.

Therefore, some key points to remember are:

- Do not check for, read, send or respond to work-related emails outside of your normal work schedule unless specifically authorized based on your job duties or you have been directed by management to do so.
- Employees using electronic communications for work-related correspondence during unauthorized times may be subject to discipline for violating this policy.

If you have questions relating to this policy, please contact the Executive Director.

Deductions from Pay/Safe Harbor Exempt Employees

EL does not make improper deductions from the salaries of exempt employees and complies with the salary basis requirements of the Fair Labor Standards Act (FLSA). Employees classified as exempt from the overtime pay requirements of the FLSA will be notified of this classification at the time of hire or change in position.

Permitted deductions. The FLSA limits the types of deductions that may be made from the pay of an exempt employee. Deductions that are permitted include:

- Deductions that are required by law, e.g., income taxes;
- Deductions for employee benefits when authorized by the employee;
- Absence from work for 1 or more full days for personal reasons other than sickness or disability;
- Absence from work for 1 or more full days due to sickness or disability if the deduction is made in accordance with a bona fide plan, policy, or practice of providing compensation for salary lost due to illness;
- Offset for amounts received as witness or jury fees or for military pay;
- Unpaid disciplinary suspensions of 1 or more full days imposed in good faith for workplace conduct rule infractions; *and*
- Any full workweek in which the employee does not perform any work.

Under Kansas law, an employer may not make deductions from the employee's paycheck unless:

- the employer is required or empowered to do so by state or federal law;
- the deductions are for medical, surgical or hospital care or service, without financial benefit to the employer, and are openly, clearly and in due course recorded in the employer's books;
- the employer has a signed authorization by the employee consenting to the deductions for a lawful purpose accruing to the benefit of the employee; or
- the deductions are for contributions attributable to automatic enrollment in a retirement plan established by the employer described in sections 401(k), 403(b), 408, 408A or 457 of the Internal Revenue Code.

Improper deductions. If any employee believes that an improper deduction has been taken from the employee's pay, the employee should immediately report the deduction to the Executive Director. The report will be promptly investigated, and if it is found that an improper deduction has been made, the company will reimburse the employee for the improper deduction.

Paydays. All employees are compensated bi-weekly on Friday. During the week an exempt employee begins work for the company or during the last week of employment, the employee will only be paid for actual hours worked. In addition, an employee may be paid only for hours worked during a period when the employee is using unpaid leave.

Personnel Records

EL maintains a confidential personnel file for each employee concerning specific job-related information regarding their personal and professional status. This file contains the employment application, orientation forms, performance reviews, etc. The information is maintained solely for EL's use and access is limited to authorized individuals only. An authorized individual, for the purposes of this policy is the Executive Director.

In light of increased government access to electronic communications and all types of business records and expanded capabilities under the Patriot Act, EL may be asked to comply with the FBI or other law enforcement agencies in providing access to electronic communication technology, employment data, personnel files or other records. Our obligation under the Patriot Act overrides any expectation of privacy you may have had in regard to

employment data or other communications. Confidential information may be given to federal agencies that are authorized to obtain said information without any notice to the employee.

You are responsible for updating personal information with the Executive Director, in writing, when there is a change in address, telephone number, marital status, emergency contact or number and names of dependents. You are also responsible for keeping tax information current with the Executive Director.

You may review your personnel file up to two times a year. You must submit a written request to the Executive Director, who will schedule an inspection time within seven working days of the request. If you disagree with any information in the file, please alert EL, and EL leadership will discuss whether removal or correction is appropriate. If the information is not changed and you still disagree, you may add a written statement explaining your position to the file. EL reserves the right to limit your review of your file as allowed by law.

Promotional Opportunities

It is the policy of EL to post job openings for available positions to ensure that employees are aware of promotional opportunities. It is also the policy of EL to encourage promotions and transfers of qualified employees whenever employees can be given the opportunity for growth and development and/or whenever EL can achieve a more effective utilization of human resources. Promotions will be based on performance, ability, and qualifications. EL reserves the right to transfer employees from one department to another and/or change job descriptions according to the organization's needs.

Employment Reference Checks Policy

To ensure that individuals who join EL are well-qualified and have a strong potential to be productive and successful, it is policy to check the employment references of the selected applicant prior to extending a job offer.

The Executive Director is designated to respond to reference check inquiries from other employers. All calls, contacts and written inquiries concerning current or former employees should be referred to the Executive Director. It is the policy of EL to provide neutral references concerning former employees. Responses to such inquiries will confirm dates of employment, wage rates and the title of position held.

Workplace Policies

Dress Code

EL serves the public and represents the community and as such our image must reflect the best this community has to offer. You are expected to dress in a manner that reflects our professional business standards and is appropriate for the group/client you are working with or meeting. At any time an unexpected guest (the Mayor, community official, etc.) may walk into our office, making it important for all staff to be appropriately attired to reflect EL's positive representation of our community.

Employees of EL are expected to maintain a high standard of dress, hygiene, and grooming. Clothing worn on the job should be in good condition and appropriate for the day's activities. If you have religious, medical,

cultural, or other needs concerning your appearance or attire and are concerned that these needs might impact your compliance with EL's dress code, please bring those concerns to the attention of your supervisor so that they can be addressed and accommodated, as appropriate.

Drug and Alcohol Policy

To help insure a safe and productive work environment, EL has adopted a policy of maintaining a work place free of illegal drugs and alcohol. Possession, unlawful use, sale or transfer of illegal drugs during working hours or while on EL premises is prohibited, and may result in immediate termination.

Possession or use of alcohol during work hours or while on EL business is likewise prohibited. However, EL does allow you to responsibly consume alcohol if you are engaged in an EL-related activity with clients or vendors outside of the work place. Even in these circumstances, drinking to a point where driving a car would be illegal is prohibited.

Cell Phone Usage Policy/Personal Cell Phones

While at work, you are expected to exercise the same discretion in using personal cellular phones as is expected for the use of company phones. Excessive personal calls during the workday, regardless of the phone used, can interfere with employee productivity and be distracting to others. You are asked to make personal phone calls on non-work time when possible. Flexibility will be provided in circumstances demanding immediate attention.

Personal use of company provided cell phones:

- Where job or business needs demand immediate access to an employee, EL may issue a business cell phone to any employee for work related communications. Employees in possession of company cell phones are expected to protect the phone from loss, damage or theft.
- EL will replace lost, damaged or stolen phones. The employee is responsible for notifying the phone administrator immediately in order to contact the cellular service and prevent unauthorized usage of the phone.
- Upon resignation or termination of employment or at any time upon request, the employee must return the phone or produce the phone for inspection. Employees unable to present the phone in good working condition may be expected to bear the cost of a replacement.
- Should the number of minutes exceed the plan, calls deemed personal are reimbursable to EL.

Conflict Resolution

As an important member of the EL team, it is important to bring problems concerning interpersonal conflicts or disagreements with co-workers to the attention of management. Misunderstandings or conflicts arise in any organization and should be resolved before serious problems develop. Most incidents resolve themselves naturally, however, should a situation persist that is detrimental to yourself or EL, an informal "open door" policy has been established for the benefit and use of employees to bring your complaint to management's attention. In the case of the EL, an "open door" policy means .

When you believe a work condition or treatment is unjust, inequitable, a hindrance to effective operations, or creates a problem, you are encouraged to discuss the condition or treatment with your immediate supervisor as the first step. If you believe a discussion with your supervisor is inappropriate or if the problem is not resolved, you are encouraged to request a meeting with the Executive Director. They will conduct an investigation and consider the facts regarding the problem. After full review of the facts, they will inform you of their final decision.

Computers, Internet, Email, and Other Resources

EL provides a wide variety of communication tools and resources to employees for use in running day-to-day business activities. All communication using these tools should be handled in a professional and respectful manner.

Employees should not have any expectation of privacy in their use of company computer, phone, portable electronic devices, or other communication tools. All communications made using company-provided equipment or services, including email and Internet activity, are subject to inspection by the company. Employees should keep in mind that even if they delete an email, a voicemail, or another communication, a copy may be archived on the company's systems.

Employee use of company-provided communication systems, including personal email and Internet use, that is not job-related has the potential to drain, rather than enhance, productivity and system performance. You should also be aware that information transmitted through e-email and the Internet is not completely secure or may contain viruses or malware, and information you transmit and receive could damage the company's systems, as well as the reputation and/or competitiveness of the company. To protect against possible problems, delete any email messages before opening that are received from unknown senders and advertisers. It also is against company policy to turn off antivirus protection software or make unauthorized changes to system configurations installed on company computers. Violations of this policy may result in termination for a first offense.

All use of company-provided communications systems, including email and Internet use, should conform to our company guidelines/policies. So, for example, employees should not engage in harassing or discriminatory behavior that targets other employees or individuals because of their protected class status or make defamatory comments. Similarly, employees should not divulge confidential information such as trade secrets, client lists, or information restricted from disclosure by law on social media sites.

Because email, telephone and voicemail, and Internet communication equipment are provided for company business purposes and are critical to the company's success, your communications may be accessed without further notice by IT department administrators and company management to ensure compliance with this guideline.

The electronic communication systems are not secure and may allow inadvertent disclosure, accidental transmission to third parties, etc. Sensitive information should not be sent via unsecured electronic means. Employees should pay particular care to the use and security of portable electronic devices when used for business-related purposes, such as laptops, tablets, smartphones, and other data storage media, whether provided by the employer or the employee. Lost or stolen portable electronic devices containing company

information may cause breaches of security that result in the loss of company confidential commercial data, the loss of vital research data, the unauthorized disclosure of sensitive employee data, lawsuits against the individual, and lawsuits against the company. Employees should use appropriate password protections for such devices and physically secure them as recommended by IT department administrators.

Nothing in this policy is meant to, nor should it be interpreted to, in any way limit your rights under any applicable federal, state, or local laws, including your rights under the NLRA to engage in protected concerted activities with other employees to improve or discuss terms and conditions of employment, such as wages, working conditions, and benefits. Employees have the right to engage in or refrain from such activities.

Data Breach Notification

In the event of an unauthorized breach of personal data (including social security number, driver's license or state identification number, financial account number or security access password), EL will provide notice of the fact that personal information has been acquired as soon as practicable. EL may be requested not to provide notice in order to protect an ongoing investigation and will only do so when permitted by said law enforcement agency.

Office Security

EL is not responsible for the safety of your personal belongings. All employees are strongly urged to keep purses, money, keys and other valuables out of the public view and under proper control.

EL Property

EL property is not to be removed from the premises at any time except as authorized by these policies or with prior authority from the Executive Director. It is assumed that laptop computers and company-provided cell phones will frequently be off premises with the employee to which they are assigned.

Smoke Free Environment

In the interest of the health of its employees, EL maintains a smoke free office environment. Smoking is allowed in a designated smoking area, located outside the various entrances of the building. Employees electing to smoke in this area are also responsible for keeping the area free of all smoking remains. Violations of this policy will bring prompt and appropriate discipline.

Work Place Violence

EL strives to provide a safe workplace for all employees. EL will not tolerate any type of workplace conduct that threatens, intimidates or coerces other employees, volunteers, customers or any other members of the public.

All threats of, or actual violence, both direct and indirect, should be reported immediately to your supervisor or any member of management. When reporting a threat of violence, you should be as specific and detailed as possible.

All suspicious individuals or activities should also be reported as soon as possible to a supervisor or any member of management. Do not place yourself in peril by interceding.

EL will promptly and thoroughly investigate all reports of threats or actual violence, and of suspicious individuals or activities. Confidentiality will be kept as is practical to the investigation. In order to maintain workplace safety and the integrity of its investigation, EL may suspend employees, with or without pay, pending the investigation.

Anyone determined to be responsible for threats, actual violence or other conduct that is in violation of these guidelines will be subject to prompt disciplinary action up to and including termination of employment.

Evaluation of Performance

All employees are provided a job description, which is intended to establish guidance and general work parameters. The Executive Director may assign duties, at will, as she/he deems necessary. Job descriptions may be modified at the discretion of EL.

The first 90 days of your employment is considered a training and orientation period for all employees. Successful completion of this orientation period does not alter your status as an "at will" employee in any way. You will generally receive an informal performance appraisal at the end of 90 days. More frequent appraisals may occur if needed. Thereafter, you will normally receive performance appraisals annually, with quarterly check ins.

This practice may vary as needed. The review process is designed to provide the basis of understanding to clarify job responsibilities and expectations, establish goals and objectives to be met by the next review period, and/or initiate discussion and planning for job enrichment and career opportunities. The Executive Director or your supervisor may also schedule reviews more frequently.

Disciplinary Procedure

The following procedures normally will be followed when corrective or disciplinary action is necessary: verbal counseling, then written reprimand, then termination of employment. However, EL may choose not to follow this procedure, since your employment is at will. Many actions warranting corrective or disciplinary action are listed in the "Staff Members Standard of Conduct" section. Nevertheless, a corrective or disciplinary action is not just limited to violations of our policies. EL also reserves the right to suspend or change procedures whenever it is in the best interests of EL to do so.

EL has always maintained the highest standards of public service. Therefore, in all dealings with the public and with each other, you and all EL employees are expected to respect the dignity of each individual. With the foregoing in mind, EL has developed policies and rules for the benefit of all.

The following list of work rule infractions or violations is merely illustrative. It is not possible to list every conceivable type of violation and/or infraction.

- Improperly treating or servicing a fellow employee, volunteer, customer, EL partner or any other non-employee.
- Insubordination or lack of cooperation.

- Failing to follow EL job instructions.
- Failing to follow the instruction of, or perform work requested by, a supervisor.
- Failing to meet EL measures of efficiency and productivity.
- Unauthorized or excessive absences or tardiness from work.
- Abusing, wasting or stealing EL property or the property of any employee, volunteer, EL partner or public client.
- Removing EL property or records in violation of these policies.
- Falsifying your employment application or other personnel records.
- Falsifying EL reports or records (including time sheets).
- Violating the law on EL premises.
- Fighting or starting a disturbance on EL premises or while performing job duties including, but not limited to, assaulting or intimidating an EL employee, volunteer, EL partner or non-employee.
- Unauthorized possession of firearms, weapons, explosives, or other dangerous substances while performing job duties or on EL premises.
- Reporting to work in a condition unfit to perform your duties, including reporting while under the influence of alcohol, illegal drugs or controlled substances.
- Consuming or selling alcohol, illegal drugs or controlled substances on EL premises or while performing your job duties.
- Disclosing confidential EL information without authorization.
- Sexual or other unlawful or unwelcome harassment.
- Unauthorized use of telephones, mail system or other employer owned equipment.
- Any other violation of the policies and procedures set forth in this manual, or as otherwise adopted by EL.

Under normal circumstances, EL endorses a policy of progressive discipline in which it attempts to provide employees with notice of deficiencies and an opportunity to improve. However, there is no right to progressive discipline and EL retains the right to administer discipline in any order and in any manner it sees fit, including the possibility of termination of employment as the first step in the disciplinary process. This policy does not modify the status of employees as employees at will.

Resignation

If you resign from EL, you are encouraged to give EL a minimum of two weeks prior written notice to facilitate a smooth transition out of EL.

When you terminate employment with EL, you are entitled to continue participating in EL's health/dental plan for

a prescribed period of time under COBRA. If you choose to continue your health/dental benefits under COBRA, you must pay the total applicable premium. Coverage will cease if you fail to make the premium payments as scheduled, become covered under another group plan or become eligible for Medicare. Details will be covered fully during an exit interview.

Resigning employees will schedule an exit meeting to ensure all equipment is returned and to provide an opportunity to discuss any questions or concerns relating to employment with EL. Employees who fail to return any company property including keys, credit cards, cell phones, computers, etc. may be subject to legal proceedings.

Expense Reports

To ensure prompt payment and accurate accounting of mileage and out-of-pocket expenses, all expense reports must be completed in the same time-period the expense occurred or in the time-period immediately following. For example, if you incur mileage or out-of-pocket expenses in the month of June, the reimbursement form must be completed no later than the end of July. If this is not followed, reimbursement is subject to supervisor discretion and may not be paid. Reimbursement for authorized expenses incurred (such as mileage) must be signed (by the employee and supervisor) and submitted to the Executive Director prior to the due date noted on the payroll calendar for approval and forwarded to Accounting in order to be honored during that pay cycle. Reimbursement for expenses and mileage are sent to your address listed as a physical check and not added to your weekly pay.

Travel and Entertainment Expenses

EL's policy is to receive maximum benefit for every dollar spent. All employees are expected to exercise good judgment and follow per diems in the use of EL funds for travel and entertainment expenses. Many of EL's activities, records and accounts are "open", meaning they can be subject to scrutiny by the public, including the media and City/County government agencies. Strict compliance with EL policy and complete and accurate documentation of all reimbursable expenses are essential.

EL provides credit cards to staff members who are traveling on behalf of the organization or responsible for payments for operational expenses. Credit cards are not to be used for personal expenditures under any circumstance.

Strict compliance with EL policy and complete and accurate documentation of all credit card expenditures is essential. It is your responsibility to obtain receipts for all credit card expenditures and submit completed expense reports by financial deadlines set. It is your responsibility to make certain you have completed the report and given it to the Executive Director for signature prior to 10th of the month

Potential consequences of non-compliance with expense policies include credit card suspension and/or revocation and non-reimbursement of non-approved expenses and may be grounds for termination of employment.

If you are required to travel and entertain in the performance of your duties, it is important for you to know and follow the guidelines below:

1. Travel outside of the region on behalf of EL requires advance approval from the Executive Director or appropriate Department Head. All travel should be undertaken to minimize your time away from the office.

You are urged to plan trips far enough in advance to take advantage of cost savings in air travel. You must travel coach class on all EL business trips. Since the majority of airlines are now charging for each checked bag, please be aware of the baggage policy before flying and exercise good judgment in consolidating luggage as much as possible to receive the maximum benefit of EL's funds. Prior to leaving on any business related trip, you must leave all flight and accommodation contact information in your Outlook calendar or with designated staff.

2. If you use your personal vehicle for work-related travel, you will be reimbursed on a per mile basis, plus charges for parking and tolls. Mileage logs, including date, destination, purpose of trip and number of miles must be kept for all business-related automobile travel and approved by the Executive Director or Department Head. Mileage reimbursement is according to Federal IRS allowance. It is up to the employee to determine if other travel, such as renting a car, is a good alternative. If other travel options are pursued by the employee, EL will reimburse the equivalent of the miles traveled multiplied by the current EL mileage reimbursement rate.

EL will not be liable for theft or damages to personal cars, as each owner should carry insurance to cover such losses. If you use your personal vehicle for work-related travel, you are required to keep your vehicle insurance records up to date.

3. Travel and entertainment expense reports are to be approved by the Executive Director and turned in, along with receipts for all expenses, by the end of the month in which the expense was incurred, to be reimbursed on a timely basis.
4. If you entertain on behalf of EL, you need to indicate on the expense form any client or other entity they represent and the business purpose for the expense.
5. Entertainment of fellow EL personnel will not be reimbursed, (i.e., working luncheons outside the office) without approval of the Executive Director. When traveling outside of the local area and entertaining clients, if a fellow EL partner is present, their expenses can be expensed, but should be kept within the per diem totals allowed.
6. Expenses such as haircuts, shoeshines, in-room movie rentals, mini-bar use, dry cleaning and health club fees will not be reimbursed by EL.
7. Daily food expenses for travel on approved business trips outside of EL's partnership service area is reimbursable. Employees are expected to exercise reasonable judgment to minimize costs by exercising the same care in incurring expenses that a prudent person would exercise in conducting personal business. Suitable receipts are required for all expenditures. You will not be reimbursed for food when meals have been provided at the conference and paid for in the conference registration fees.

Gratuities on meal purchases are not to exceed 20%.

If you are entertaining a legitimate business client, approval must be obtained in advance by your Department Head or Executive Director for liquor purchases made in a bar or restaurant. Otherwise, EL will not reimburse you.

Excluding client development situations, reimbursements are limited to actual expenditures up to **\$59.00** per day for meals. This amount covers breakfast, lunch, and dinner per day when not attending a registered function where meals are provided. Depending on the situation, your meal cost might be higher if you are entertaining a client on a business basis.

Your meal charges will be reviewed, and you will be asked to reimburse EL if they are deemed excessive. Spouses' meals included in entertaining charges are to be reimbursed by you. Receipts are required for all meal expenses, and the difference between the actual costs and the total per diem allowed remains the property of EL.

8. The Executive Director shall approve all expense reports before reimbursement. Failure to comply with these expense policies can result in your requirement to reimburse EL for related expenses, suspension of credit card use, or termination.

First Aid & Reporting Accidents on the Job

Maintaining a safe work environment requires the continuous cooperation of all employees. EL strongly encourages you to communicate with fellow employees and their supervisors regarding safety issues. Risk Management is a part of everyone's responsibility.

If an employee is injured on the job, EL provides coverage and protection in accordance with Worker's Compensation Law. When an injury is sustained while at work, it must be reported immediately to the employee's supervisor. Failure to report accidents is a serious matter, as it may preclude an employee's coverage under Worker's Compensation Insurance.

All employees will be provided care, first-aid, and emergency service, as needed, for injuries or illnesses while on EL premises. There is a first aid box located in the office supply closet for your personal use during work hours. Any employee needing medical attention should report (or be reported), immediately to their supervisor, the nearest supervisor, and/or 911 in the event of an accident or emergency.

Gifts and Gratuities

On occasion, you may be offered a gift, gratuity, or other item of substantial monetary value from a person or company that is currently conducting or seeking to conduct business with EL. While the Bureau will not prohibit such gifts, it is in the best interests of EL to disclose these gifts to your supervisor to be sure receipt of the gifts will not jeopardize the integrity of EL and its employees.

EL staff members are not allowed to solicit gifts, giveaways, or gift certificates for non-EL activities from partner businesses during business hours. If you are involved in a private event and do solicit items from EL partners, please use caution and be certain you identify that you are NOT acting on behalf of EL or for an EL activity.

Housekeeping

It is your duty and the duty of all employees to ensure the premises look as tidy and business-like as possible at all times. It is important that housekeeping in all work and social areas be of a high standard, particularly in view of the fact that cleanliness and tidiness have a direct bearing on the impression we create as EL in the minds of our visitors, Board members, EL partners, potential customers, etc. Good housekeeping will also lessen the danger of fire and pests as well as support staff morale.

General Guidelines:

- Keep personal workspace in order.
- Wash, dry and put away all dishes immediately after use.
- Adhere to the basic 'clean up after yourself' attitude, including food, dishes, copy/fax materials, kitchen appliances, workroom, etc.

Requests for Business Recommendations

As a resource for visitor information, EL is often asked for business recommendations. As a partnership organization representing a large number of businesses, EL must not recommend one business over another. An EL staff member must determine the needs of the caller/visitor and then direct them to the partners that are most likely to meet or exceed their expectations.

Equal Opportunity and Commitment to Diversity

Equal Opportunity

EL provides equal employment opportunities to all employees and applicants for employment without regard to race, color, creed, ancestry, national origin, citizenship, sex or gender (including pregnancy, childbirth, and pregnancy-related conditions), gender identity or expression (including transgender status), sexual orientation, marital status, religion, age, disability, genetic information, service in the military, or any other characteristic protected by applicable federal, state, or local laws and ordinances. Equal employment opportunity applies to all terms and conditions of employment, including hiring, placement, promotion, termination, layoff, recall, transfer, leave of absence, compensation, and training.

EL expressly prohibits any form of unlawful employee harassment or discrimination based on any of the characteristics mentioned above. Improper interference with the ability of other employees to perform their expected job duties is absolutely not tolerated.

EL will endeavor to make a reasonable accommodation of an otherwise qualified applicant or employee related to an individual's physical or mental disability, sincerely held religious beliefs and practices, and/or any other reason required by applicable law, unless doing so would impose an undue hardship upon EL's business operations.

Any employees with questions or concerns about equal employment opportunities in the workplace are encouraged to bring these issues to the attention of the Executive Director. The company will not allow any form of retaliation against individuals who raise issues of equal employment opportunity. Employees who feel they have been subjected to any such retaliation should bring it to the attention of the Executive Director.

Retaliation means adverse conduct taken because an individual reported an actual or a perceived violation of this policy, opposed practices prohibited by this policy, or participated in the reporting and investigation process described below. "Adverse conduct" includes but is not limited to:

- (1) Shunning and avoiding an individual who reports harassment, discrimination, or retaliation;
- (2) Express or implied threats or intimidation intended to prevent an individual from reporting harassment, discrimination, or retaliation; *or*
- (3) Denying employment benefits because an applicant or employee reported harassment, discrimination, or retaliation or participated in the reporting and investigation process.

Other examples of retaliation include firing, demotion, denial of promotion, unjustified negative evaluations, increased surveillance, harassment, and assault.

Complaints of discrimination should be filed according to the procedures described in the Harassment and Complaint Procedure.

Commitment to Diversity

EL is committed to creating and maintaining a workplace in which all employees have an opportunity to participate and contribute to the success of the business and are valued for their skills, experience, and unique perspectives. This commitment is embodied in company policy and the way we do business at EL and is an important principle of sound business management.

Americans with Disabilities Act (ADA) and Reasonable Accommodation

EL is committed to the fair and equal employment of individuals with disabilities under the ADA. It is EL's policy to provide reasonable accommodation to qualified individuals with disabilities unless the accommodation would impose an undue hardship on the company. EL prohibits any harassment of, or discriminatory treatment of, employees or applicants based on a disability or because an employee has requested a reasonable accommodation.

In accordance with the ADA, reasonable accommodations will be provided to qualified individuals with disabilities to enable them to perform the essential functions of their jobs or to enjoy the equal benefits and privileges of employment. An employee or applicant with a disability may request an accommodation from the Executive Director and should specify what accommodation is needed to perform the job and submit supporting documentation explaining the basis for the requested accommodation, to the extent permitted and in accordance with applicable law. The company then will review and analyze the request, including engaging in an interactive process with the employee or applicant, to identify if such an accommodation can be made, or if any

other possible accommodations are appropriate. If requested, the employee is responsible for providing medical documentation regarding the disability and possible accommodations. All information obtained concerning the medical condition or history of an applicant or employee will be treated as confidential information, maintained in separate medical files, and disclosed only as permitted by law.

If you believe you may qualify for an accommodation, please advise the Executive Director, who will begin a process to determine if an accommodation is available for you.

It is the policy of EL to prohibit harassment or discrimination based on disability or because an employee has requested a reasonable accommodation. EL prohibits retaliation against employees for exercising their rights under the ADA or other applicable civil rights laws. Employees should use the procedures described in the Harassment and Complaint Procedure to report any harassment, discrimination, or retaliation they have experienced or witnessed.

Harassment and Complaint Procedure

It is EL's policy to prohibit intentional and unintentional harassment of or against job applicants, contractors, interns, volunteers, or employees by another employee, supervisor, vendor, customer, or third party based on actual or perceived race, color, creed, religion, national origin, ancestry, citizenship status, age, sex or gender (including pregnancy, childbirth, and pregnancy-related conditions), gender identity or expression (including transgender status), sexual orientation, marital status, military service and veteran status, physical or mental disability, genetic information, or any other characteristic protected by applicable federal, state, or local laws. Such conduct will not be tolerated by EL.

Furthermore, any retaliation against an individual who has complained about sexual or other harassment or retaliation against individuals for cooperating with an investigation of a harassment complaint is similarly unlawful and will not be tolerated. EL will take all reasonable steps necessary to prevent and eliminate unlawful harassment.

Definition of "unlawful harassment." "Unlawful harassment" is conduct that has the purpose or effect of creating an intimidating, a hostile, or an offensive work environment; has the purpose or effect of substantially and unreasonably interfering with an individual's work performance; or otherwise adversely affects an individual's employment opportunities because of the individual's membership in a protected class.

Unlawful harassment includes, but is not limited to, epithets; slurs; jokes; pranks; innuendo; comments; written or graphic material; stereotyping; or other threatening, hostile, or intimidating acts based on race, color, ancestry, national origin, gender, sex, sexual orientation, marital status, religion, age, disability, veteran status, or another characteristic protected by state or federal law.

Definition of "sexual harassment." While all forms of harassment are prohibited, special attention should be paid to sexual harassment. "Sexual harassment" can include all of the above actions, as well as other unwelcome

conduct, and is generally defined under both state and federal law as unwelcome sexual advances, requests for sexual favors, and other verbal or physical conduct of a sexual nature whereby:

- Submission to or rejection of such conduct is made either explicitly or implicitly a term or condition of any individual's employment or as a basis for employment decisions.
- Such conduct has the purpose or effect of unreasonably interfering with an individual's work performance or creating an intimidating, a hostile, or an offensive work environment.

Other sexually oriented conduct, whether intended or not, that is unwelcome and has the effect of creating a work environment that is hostile, offensive, intimidating, or humiliating to workers may also constitute sexual harassment.

While it is not possible to list all those additional circumstances that may constitute sexual harassment, the following are some examples of conduct that, if unwelcome, may constitute sexual harassment depending on the totality of the circumstances, including the severity of the conduct and its pervasiveness:

- Unwanted sexual advances, whether they involve physical touching or not;
- Sexual epithets; jokes; written or oral references to sexual conduct; gossip regarding one's sex life; comments about an individual's body; and comments about an individual's sexual activity, deficiencies, or prowess;
- Displaying sexually suggestive objects, pictures, or cartoons;
- Unwelcome leering, whistling, brushing up against the body, sexual gestures, or suggestive or insulting comments;
- Inquiries into one's sexual experiences; *and*
- Discussion of one's sexual activities.

All employees should take special note that, as stated above, retaliation against an individual who has complained about sexual or other harassment and retaliation against individuals for cooperating with an investigation of sexual or other harassment complaints violate EL's policy.

Complaint procedure. If you believe you have been subject to or have witnessed unlawful discrimination, including sexual or other forms of unlawful harassment, or other inappropriate conduct, you are requested and encouraged to make a complaint. You may complain directly to your immediate supervisor or department manager, the HR director, or any other member of management with whom you feel comfortable bringing such a complaint. Similarly, if you observe acts of discrimination toward or harassment of another employee, you are requested and encouraged to report this to one of the individuals listed above. If your complaint involves the Executive Director or you are uncomfortable reporting it to anyone on staff at EL, you may complain to the Chairperson of the Board of Directors.

All complaints will be investigated promptly, and confidentiality will be protected to the extent possible. A timely resolution of each complaint should be reached and communicated to the parties involved.

If the investigation confirms conduct that violates this policy has occurred, EL will take immediate, appropriate, corrective action, including discipline, up to and including immediate termination.

No reprisal, retaliation, or other adverse action will be taken against an employee for making a complaint or report of discrimination or harassment or for assisting in the investigation of any such complaint or report. Any suspected retaliation or intimidation should be reported immediately to one of the persons identified above.

Time Off and Leaves of Absence

Holidays

Full-time employees of EL are eligible for paid holidays starting with their first day of employment. Part-time and temporary employees are not eligible for holiday pay. EL observes the following paid holidays for full-time employees on the dates given:

New Years Day	January 1
Martin Luther King, Jr's Birthday	3 rd Monday in January
Memorial Day	Last Monday in May
Juneteenth	June 19 th
Independence Day	July 4 th
Labor Day	1st Monday in September
Day before Thanksgiving (½ day)	3 rd Wednesday of November
Thanksgiving	4 th Thursday in November
Friday after Thanksgiving	4 th Friday in November
Christmas Eve Day	December 24
Christmas Day	December 25
New Years Eve Day	December 31

When any of these holidays falls on a weekend, if the prevailing practice in the community is to observe it on Friday or on Monday, EL will observe this practice. If the prevailing practice is not to observe it on either of these days EL will also follow this practice.

Full-time hourly employees, whose employment agreement dictates an average of less than 40 hours/week, accrue holidays based on a percentage of time worked. (I.e. 32-hour employee will accrue 80% of the holiday accrual)

Due to the nature of our business, it may be necessary for some of our employees to work on a scheduled holiday. If this occurs the employee's supervisor will arrange a compensatory day. This will be noted as a personal day on the accrual form. In addition, hourly, full-time, non-exempt employees who are requested to work on a holiday will be paid time and one-half.

Vacation

Full-time hourly employees, whose employment agreement dictates an average of less than 40 hours/week, accrue vacation based on a percentage of time worked. (i.e., 32-hour employee will accrue 80% of the vacation accrual)

Full-time employees are entitled to paid vacation and begin earning vacation on their first day at EL. Vacation days may be used following 90 days of employment. Employees can request vacation in either 4 or 8 hour increments. When a paid holiday falls within a vacation, that day will not be counted against vacation time. Maximum of 20 days/year may be earned during employment.

EL vacation policy is as follows:

Full-time employees are entitled to use 10 days (80 hours) of vacation during their first year of employment at full-time status with the organization.

Employees are entitled to use the following amounts of vacation during each subsequent year of employment.

Second year:	12 days per year (96 hours)
Third year:	13 days per year (104 hours)
Fourth year:	14 days per year (112 hours)
Fifth year:	15 day per year (120 hours)
Sixth year:	16 days per year (128 hours)
Seventh year:	17 days per year (136 hours)
Eighth year:	18 days per year (144 hours)
Ninth year:	19 days per year (152 hours)
Tenth year:	20 days per year (160 hours).

If you terminate your employment with EL before one year of service, you will not be paid for unused vacation time. Employees who have worked more than one year, and separate from employment prior to December 31 in any calendar year, will not receive any award of vacation for the subsequent calendar year. This means that even if you work part of a calendar year, you do not earn vacation for the following year such that it would be considered "earned" or payable as of the time of separation from employment.

EL encourages you to take the vacation time that you earn. EL needs you rested and enthusiastic to meet the demands of your job. However, circumstances may prevent you from using your full complement of days each year. Therefore, up to 10 days (80 hours) per calendar year may be carried over to the following calendar year. The cumulative amount of unused vacation days that have been carried over may not exceed 16 days (128 hours). In other words, unused vacation time may not be carried over to the following year if it would cause the cumulative amount of unused vacation to exceed 16 days (128 hours).

EL management will make every effort to accommodate your vacation planning, provided that at least one month advance notice is given for preferred times. Length of EL service shall normally govern in case of conflicting vacation dates. Vacations will be scheduled, with approval of the appropriate department head, so as to prevent impairment of the efficiency of EL.

Community Service Days

EL believes that community service is extremely important within the community that it serves. Therefore, EL allows all full-time in-office staff to take up to two compensated days a year if you volunteer during the work week with an organization within the community. Part-time in-office staff (20-39 hours per week) may take one compensated day per year if you volunteer during the work week with an organization within the community. Days can be taken in ½ or full-day increments.

Personal Days

After 12 months of full-time employment with EL and upon reaching the first accrual period (either January or July), you will acquire 2 personal days to use independently, at your discretion (with approval from the appropriate department head). After the first year of employment, you will acquire personal days at the rate of 2 personal days every six months (Jan 1 and July 1). Salaried, exempt employees can take paid personal days in minimum increments of one day. Hourly, non-exempt employees can request personal days in either 4 or 8-hour increments and approved a minimum of 48 hours in advance of use by the appropriate Department Head.

Full-time hourly employees, whose employment agreement dictates an average of less than 40 hours/week, accrue personal days based on a percentage of time worked. (i.e., 32-hour employee will accrue 80% of the personal accrual).

Personal days may not be carried into the following calendar year.

Wellness Days

Wellness days with pay are provided for all full-time employees, to use at your discretion when occasional absences are necessary due to forces outside your job that affect your job performance. This may include, but not be exclusive to, illness, family member illness, mental wellness, etc. Wellness days are not to be used in lieu of vacation or personal days.

Wellness days are accrued at the rate of 12 days per year, starting upon employment, up to a maximum of 30 days.

Salary and full-time exempt employees may take wellness days in any hour increments.

It will be up to you to use health days wisely as any time taken in excess of what is earned will be charged against accrued vacation time. If no vacation time exists, wellness days in excess of what is earned may be charged as leave without pay as allowed by law, and/or may result in disciplinary action. Any exceptions must be pre-approved by the Executive Director.

Wellness days are not convertible to pay when employment terminates unless otherwise provided.

You are responsible for notifying the Executive Director of your anticipated absence as soon as possible. The Executive Director will notify appropriate department heads and process the appropriate forms.

Full-time hourly employees, whose employment agreement dictates an average of less than 40 hours/week, accrue wellness days on a percentage of time worked. (i.e., 32-hour employee will accrue 80% of the wellness accrual).

Religious observances. Employees who need time off to observe religious practices or holidays not already scheduled by the company should speak with their supervisor. Depending upon business needs, the employee may be able to work on a day that is normally observed as a holiday and then take time off for another religious day. Employees may also be able to switch a scheduled day with another employee, take vacation time, or take off unpaid days. The company will seek to reasonably accommodate individuals' religious observances.

Pregnancy Leave. Pursuant to Kansas law, EL will consider pregnancy as a justification for a leave of absence for female/childbearing employees for a reasonable period of time. Following childbearing, and upon signifying an intent to return within a reasonable time, such female/childbearing employee shall be reinstated to her/their original job or to a position of like status and pay without loss of service, credits, seniority or other benefits. EL will apply the same terms and conditions to pregnancy and childbirth as it applies to other temporary disabilities.

Kansas Military Leave. EL will grant a leave of absence to an eligible employee who is ordered to active military duty by the State of Kansas. While performing this military duty, the employee will be deemed to be on a temporary leave of absence. Eligible employees are entitled to leave for the period of military duty plus 72 hours after either (a) release from duty, or (b) recovery from disease or injury resulting from the military duty. The employee must report back to work at the end of the leave period. An "eligible employee" for state military leave is an employees who is a member of the Kansas National Guard, the Kansas Air National Guard, the Kansas State Guard, or another Kansas military force.

Kansas National Guard Leave. EL will grant a leave of absence to eligible employees to perform annual muster and camp of instruction for the Kansas National Guard. While performing this duty, the employee will be treated as if on a temporary leave of absence. Eligible employees are those employees who are members of the Kansas National Guard.

US Military Leave. EL will not discriminate against eligible employees with respect to employment, or employment position or status, because of membership or service in the military. EL will not discharge any eligible employee because of the employee's performance of emergency military duty. In most cases, EL will grant leave for US military service and in such cases, the employee will be treated as in on a temporary leave of absence.

Jury Duty Leave. EL allows leave for jury service, or for attendance in connection with jury service, in any court of Kansas. Employees returning from jury service will be considered as having been on leave of absence during such period of jury service, and will be reinstated to the employee's position of employment without loss of seniority, and shall be entitled to participate in insurance or other benefits offered by EL pursuant to established rules and practices relating to employees on leave of absence in effect with EL at the time such individual entered upon jury service.

Voting Leave. Eligible employees are entitled to leave on the day of an election conducted by a county election

officer in Kansas if the polls are open for less than two consecutive hours both before work begins and after work ends. The employee will be provided two consecutive hours off from work between the opening and closing of the polls to vote. EL management will determine when to grant the time off, but it may not include the employee's regular lunch period. An "eligible employee" is any employee entitled to vote in a local, state, or national election.

Domestic Violence Leave. EL will not discriminate against an employee who is a victim of domestic violence or a victim of sexual assault for taking time off work to: (a) Obtain or attempt to obtain any relief, including, but not limited to, a temporary restraining order, restraining order or other injunctive relief to help ensure the health, safety or welfare of the victim or the victim's child or children; (b) seek medical attention for injuries caused by domestic violence or sexual assault; (c) obtain services from a domestic violence shelter, domestic violence program or rape crisis center as a result of domestic violence or sexual assault; or (d) make court appearances in the aftermath of domestic violence or sexual assault. As a condition of taking time off for any of these purposes, the employee shall give EL reasonable advance notice of the employee's intention to take time off, unless such advance notice is not feasible. Within 48 hours after returning from the requested time off, the employee shall provide documentation to support taking time off for one or more of these purposes as provided by Kansas Statute. To the extent allowed by law, EL will maintain the confidentiality of any employee requesting this type of leave, as well as the documentation provided by the employee to support the validity of such leave. The employee may use any accrued paid leave or, if paid leave is unavailable to the employee, unpaid leave, not to exceed a total of eight days per calendar year, as time off for this purpose, unless a longer period of time is otherwise available to an employee under the applicable terms of EL's leave policies.

Bereavement Leave. Up to five days of paid leave will be granted to full-time employees and two days of paid leave will be granted to part-time employees (if working 24+ hours per week) in the event of death in the immediate family of the employee (spouse, domestic partner, child, parent, step-parent, step-child, legal guardian, brother, sister, mother- or father-in law, aunt, uncle, niece, nephew, cousin). If you must remain away longer, you have the option of having additional time charged to personal leave or vacation time, or taking the time without pay if needed and approved in advance by your supervisor. The Executive Director may approve additional time (for extreme hardships).

Temporary Disability Leave

Full-time employees who are unable to work due to a temporary disability (e.g., injury, illness, or pregnancy) may request a temporary unpaid disability leave of absence for up to 12 weeks. Requests should be submitted in writing to the Executive Director, state the anticipated period of disability and must be accompanied by satisfactory medical evidence of disability. The Executive Director may, in their discretion, grant or deny temporary unpaid disability leave. Provided, however, EL will comply with all disability and anti-discrimination laws, including but not limited to the ADA and Kansas Act Against Discrimination. During temporary disability leave, EL retains the right to require satisfactory medical evidence for continuing disability leave benefits. A satisfactory medical release must also be presented prior to your return to work. You must use all of your accrued vacation, wellness, community service, and personal days prior to being granted an unpaid leave of absence.

If you require more than 12 weeks of unpaid disability leave during a 12-month period, EL may, at its sole discretion, hold the position open beyond 12 weeks, unless EL is otherwise required by law to hold the position open. In all usual cases, EL business needs will dictate if EL must fill the position and, therefore, EL cannot guarantee the position will remain open.

EL's portion of group health insurance premiums, where applicable, will continue to be paid by EL during approved unpaid temporary disability leave. While on temporary disability leave, you will not continue to accrue vacation, wellness, and personal or holiday pay. Accrual will continue when you come off of the leave following one full-day of work.

The Executive Director may grant exceptions or extensions to this policy on a case-by-case basis. Such exceptions or extensions must be accompanied by appropriate medical documentation.

Other Leave Without Pay.

Compensation Leave

For salaried exempt employees, if you engage in EL-related business (except working on projects that are part of the employee's normal responsibilities) over weekends, you will qualify for Compensation Leave. This leave will be calculated as follows:

.5 days of weekend work (4 hours if 40/work week) = no leave granted
1 day of weekend work = .5 days of leave granted

2 days of weekend work = 1 day of leave granted

Employees working extremely long weekend days (12-16 hours) may be subject to receiving a whole day of Compensation. This decision is subject to approval at the Executive Director's discretion for certain events demanding an excessive amount of hours. These days should not be combined with vacation days (extending stay out of office). These days must be approved a minimum of 24 hours in advance by the appropriate Department Head and used within two weeks.

Insurance Plans

Full details on this program are available from the Executive Director.

EL also provides long and short-term disability and family dental insurance plans for all full-time employees who qualify.

All insurance coverage (except Workman's Comp) begins after 30-days of employment.

All of our employees are protected under the provisions of the Worker's Compensation Act of the State of Kansas, which provides medical and hospital care and partial compensation for time lost, in case you suffer an

Commented [A1]: Ordinarily, you cannot vary the compensation for an exempt employee based upon number of hours worked. I would need to do some research to verify whether this policy is permissible.

accident or contract an occupational illness during the course of your employment. You are required to report all injuries immediately to your supervisor. EL carries Worker's Compensation Insurance for this protection. Availability of all insurance plans to employees is dependent upon the availability of these plans to EL and its employees. Many plans are only available at the beginning of your employment. You are urged to consult the Executive Director on availability issues.

Equal Benefits

EL will attempt to equalize the benefits for similarly situated spouses and those with domestic partners. Domestic Partners must be registered to receive equal benefits. For information on registering and benefits, please contact the Executive Director.

Compensation

EL strives to be the best organization in which our employees can work and our stakeholders can do business. As an employer, EL believes that it is in the best interest of both the organization and our employees to fairly compensate our workforce for the value of the work provided. It is our intention to use a compensation system that will determine the current market value of a position based on the skills, knowledge and behaviors required of a fully competent incumbent. The compensation system will be designed to, where possible and in the best interests of EL, price positions to market by using local, national and industry specific survey data. The system used is intended to be objective and non-discriminatory in theory, application, and practice. Human Resources will review individual jobs at least once every two years to evaluate market price for that position. EL will make pay equity adjustments in a fair and equitable manner. In the instances of a change of role and/or responsibilities, adjustments may be made consistent with data available.

401(k) Retirement Plan

EL provides full-time employees the opportunity to invest in a 401(K) retirement account after one year of employment. For full details about the plan, please see the Executive Director

Public Conduct

EL's prestige and reputation in the community will be determined by the work its employees do and by the employees who represent us. We are proud of those who work for us, and employees can be proud of the positions of trust they hold. As such, we expect that employees maintain the highest degree of integrity in all public settings.

As an employee of EL, you may learn confidential business information. Confidential business information may not be shared with non-employees of EL either during or after employment with EL, and may only be shared with employees on a need-to-know basis. As EL is also often competing for business with other Bureaus, cities, and states, sensitive information or EL records are not to be divulged to anyone other than authorized EL employees or directors without permission of the Executive Director. In addition, EL expects that you respect the privacy of your fellow employees, volunteers, partners, and non-partners.

Public discussions about EL, its staff and/or programs should always be positive and upbeat. If you have concerns about a program, employee or other aspect of EL, please discuss it with the appropriate team member.

Conflicts that cannot be worked out between employees should be brought to your supervisor or the Executive Director for resolution.

EL is often asked to provide an opinion on a variety of public issues. In most cases, EL will abstain from taking a position, but instead provide information to the community so they are able to make informed decisions. When acting in your capacity as an employee of EL, you are expected to support the policy and direction of EL concerning public issues.

However, if you wish to speak publicly on any matter of public concern in your individual, personal capacity, you may do so, provided you do not hold yourself out as a representative or spokesperson of EL while doing so. In such cases, you should clearly identify that the views you are expressing are your own. If you identify your place of employment as EL, you should additionally state that you are not speaking on behalf of EL. If you have any questions about making public statements on behalf of EL or yourself, please do not hesitate to ask the Executive Director.

We expect a lot from you. In return, you should know that you are a valued and trusted member of a team whose goal is to improve the community. EL strives to make the office a workplace that you can enjoy by encouraging creativity and participation in discussions.

Public Relations/Media Inquiries

EL will generally provide a response to media inquiries within 24 hours of receipt. Individuals designated to speak on EL's behalf include the Executive Director, Board Chair, Director of Marketing & Communications, and others so directed by the Executive Director, Board Chair, and Director of Marketing & Communications to make remarks on behalf of EL.

Representation of Authority of Parties/Signatories Clause

The Executive Director and/or the Board Chair are authorized to enter into contracts and agreements on behalf of EL. Any official EL contract or agreement MUST be signed by the Executive Director and/or Board Chair to be considered binding and enforceable. Any EL staff members knowingly signing agreements without the knowledge of the Executive Director and Board Chair may face disciplinary action at the discretion of the Executive Director.

Employee Manual Modification

EL continually reviews its personnel policies and employee benefits and reserves the right to modify, supplement, amend or delete any of the provisions contained in the *Employee Manual*. This *Employee Manual* does not represent all the policies, practices and procedures of EL, but is designed to give you guidance on the primary policies of EL. EL may adopt additional or different policies at any time, with or without notice to you.

EMPLOYEE HANDBOOK ACKNOWLEDGMENT AND RECEIPT

I hereby acknowledge receipt of the employee handbook of eXplore Lawrence. I understand and agree that it is my responsibility to read and comply with the policies in the handbook.

I understand that the handbook and all other written and oral materials provided to me are intended for informational purposes only. The handbook, company practices, and other communications do not create an employment contract or term. I understand that the policies and benefits, both in the handbook and those communicated to me in any other fashion, are subject to interpretation, review, removal, and change by management at any time without notice.

I further understand that I am an at-will employee and that neither this document nor any other communication shall bind the company to employ me now or hereafter and that my employment may be terminated by me or the company without reason at any time. I understand that no representative of the company has any authority to enter into any agreement for employment for any specified period of time or to assure any other personnel action or to assure any benefits or terms or conditions of employment or make any agreement contrary to the foregoing.

I also understand and agree that this agreement may not be modified orally and that only the Executive Director of the Chairperson of the Board of Directors may make a commitment for employment. I also understand that if such an agreement is made, it must be in writing and signed by the Executive Director of the Chairperson of the Board of Directors of the company.

Employee's Name in Print

Signature of Employee

Date Signed by Employee

TO BE PLACED IN EMPLOYEE'S PERSONNEL FILE