



## **eXplore Lawrence Board Meeting Agenda**

**Wednesday September 28 – 4:00 Carnegie Conference Room**

1. Approval of Minutes – August Board meeting
2. Financial Report – Heidi Champagne
3. Staff Reports
4. Executive Director Report
5. Employee Manual Updates
6. Operating Agreement

Explore Lawrence  
Board Minutes  
September 7, 2022  
4:00pm  
Carnegie Building

Members Present: Derek Rogers\*, Drew Gaschler, Mike Logan, Anthea Scouffas, Peter Bobkowski, Sally Zogry\*

Members Absent: Amber Sellers, Ivan Simac, Heidi Champagne, David Hoyab

Staff: Kim Anspach, Laurel Nagengast, Calley Vance

Meeting began at 4:03 pm at the Carnegie

1. New Staff Introduction: Laurel Nagengast, Digital Marketing Manager and Calley Vance Part-time Visitors Center and Admin Support
  - Note Calley Vance has accepted a full-time role with the Visitor Center
2. Approval of Minutes – July Board Meeting
  - Peter moved, Anthea Second
3. Financial Report – Heidi Champagne (not present)
  - KA will meet with Christina to set up EIDL loan repayments. Payments start in October.
  - Technology repair, Desktop and Data submitted invoices from Jan – Current. They have inconsistent billing. They also submitted 2021 invoices.
  - Add petty cash line.
  - Change codes for promotional items at the Visitor Center.
  - Put in request for disbursement.
4. Staff Reports
  - We now have dashboards for Marketing and Visitors Center.
    - i. Marketing Highlights: Laurel has relaunched the 7 things to do this week videos and taken over newsletters
    - ii. Bandwango launched on Sept. 1. Already have 1 redemption from the director of Monarch watch.
      1. So far more than 600 people have visited the Lawrence Bucket List.
      2. Press Release was picked up by WIBW. We have 195 sign-ups. 78 Check-ins/Prize redemption. New businesses have added since the launch. Generally good feedback from users.
      3. Performing well on our Datafy retargeting campaigns.
    - iii. Last of the Why Lawrence videos will be launched by October. The remainder of 2022 is Bandwango focused and we have a good sized digital spend planned.
    - iv. Visitor Center – First run at the Dashboard, will be adding some context to the numbers. Comparison to other years and an average is recommended.
      1. 593 walk-ins in July. We have reordered T-shirts and are working on restocking other items.

2. Discussed consignment items and commemorative ornaments for sale at the VC.
- v. Sales
  1. Interviews for DOS are underway. In the meantime, KA is trying to keep the leads going and following up on service calls.
5. Executive Direct Report
  - i. Employee Manual
  - ii. Tgt collections
  - iii. STR will create a graph for our comparisons. Not sure if Lincoln is a good comp set. May switch Lincoln, NE for Ames, IA.
    1. July was not as great as expected. Occupancy and revenue were below 21. Gas softened summer travel.
6. Budget Update
  - Still looking like the 1.2 million and a 48,500 bid bund.
  - We are back at pre-pandemic funding levels.
  - Discuss budget more in Sept., will have a line item budget by Nov.

Adjourn 5:00pm: Anthea motioned and Drew seconds.



# AUGUST 2022 MARKETING REPORT

## AUGUST MARKETING SUMMARY

Laurel Nagengast joined the eXplore Lawrence Marketing Department in August as our new Digital Marketing Manager. Laurel is charged with managing our digital presence on social media, explorelawrence.com, e-news, and more. Laurel has immediately impacted our social reach by bringing back and improving the Weekly Things-to-Do videos and other social content. The results of her efforts are apparent in the increase in reach and engagement of our social profiles. The addition of Laurel to the marketing team comes in time for Andrea to begin strategic marketing and communications plans for 2023 for leisure, group, and industry audiences. Since the last Board Meeting, we have launched the Lawrence Bucket List with nearly 70 participating attractions and merchants. More than 300 people have signed up for the pass. There have been almost 200 redemptions, and nine people have qualified for the Unmistakably Lawrence Bucket Hat - 5 have picked up their prize.

## EXPLORELAWRENCE.COM

Total website users for August were 18,479, a 28% decrease from July and 92% more than August of last year. 18,091 of the users were first-time visitors to the site. Each user averaged 8.92 "events" on the site, including page views, scrolls, link clicks, video views, etc.. The most viewed content in July was the Events Calendar, Eat Listings, Haskell Indian Art Market, the home page, and things to do listings.

Users

18,479

↑ 91.9%

New users

18,091

↑ 84.4%

Event count

167,496

↑ 80.4%

Event count per user

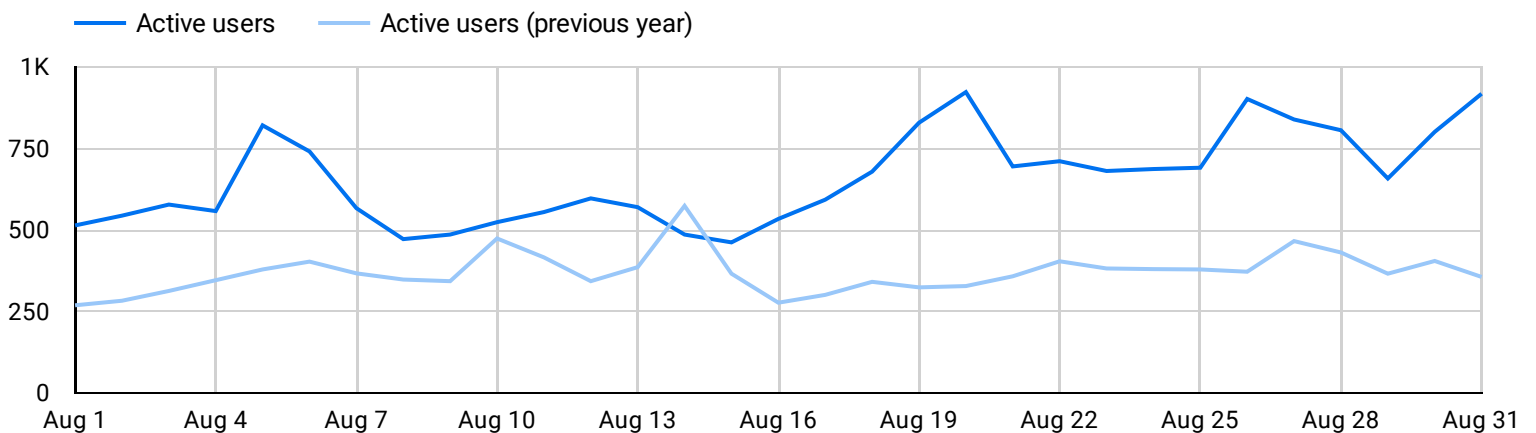
8.92

↓ -5.3%

Views

71,454

↑ 78.7%

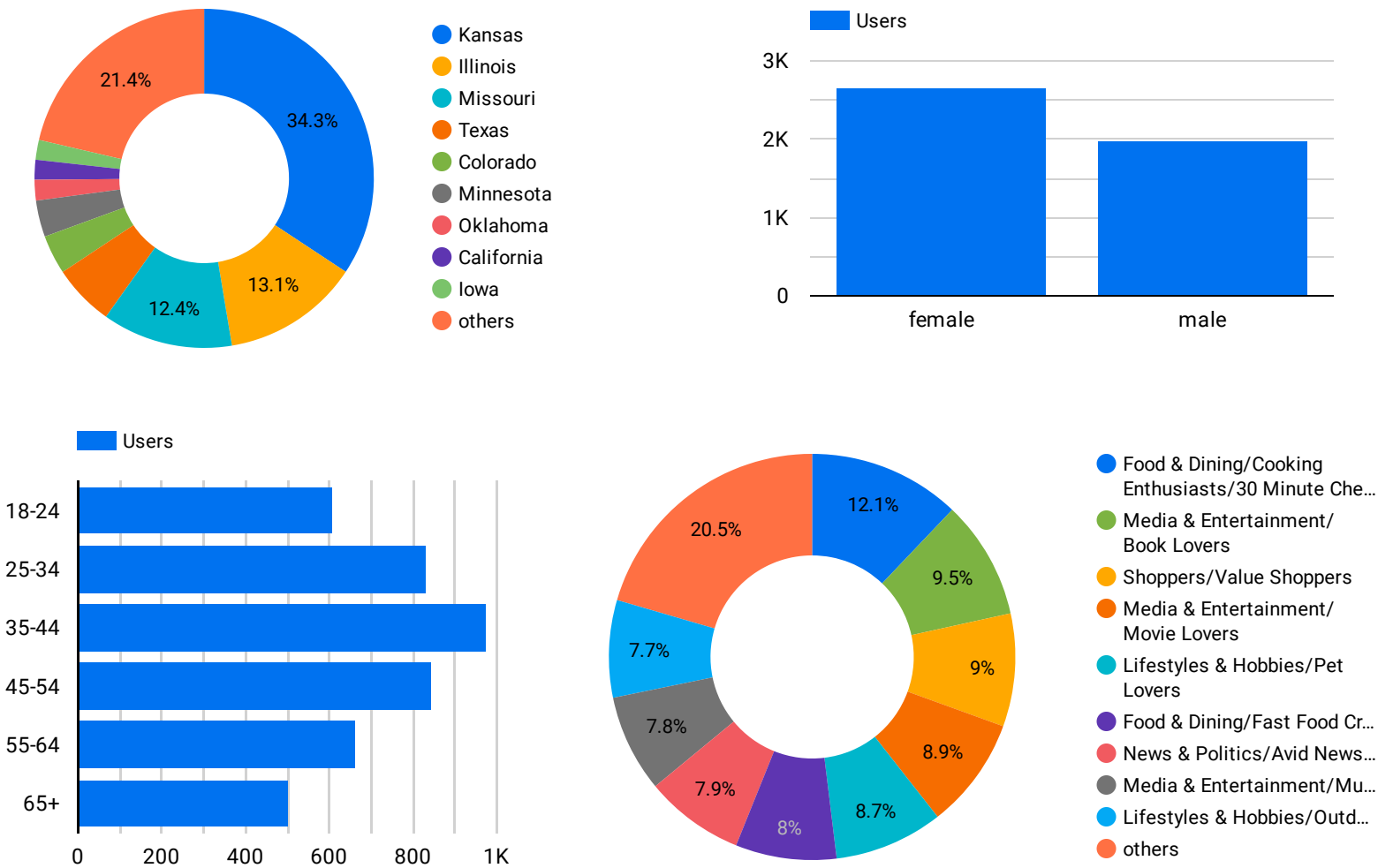


Event name	Event count ▾
page_view	71,454
user_engagement	34,708
session_start	24,514
first_visit	18,091
scroll	12,548
click	5,351
video_progress	350
view_search_results	216
video_start	133
video_complete	67

Page title	Views ▾
Events Calendar - Unmistakably Lawrence	14,897
Eat - Unmistakably Lawrence	5,369
Haskell Indian Art Market	3,848
Explore - Unmistakably Lawrence	3,253
See - Unmistakably Lawrence	1,838
Kiddos - Unmistakably Lawrence	1,788
Concerts & Live Music	1,724
Shop - Unmistakably Lawrence	1,672
Robert Miller Home: Lawrence's Ground Zero f...	1,345
Lawrence, Kansas Daily Deals. See what's on ...	1,231

EXPLORELAWRENCE.COM USERS

In August explorelawrence.com users visited the most from Kansas, Illinois, Missouri, Texas, and Colorado. There was 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.



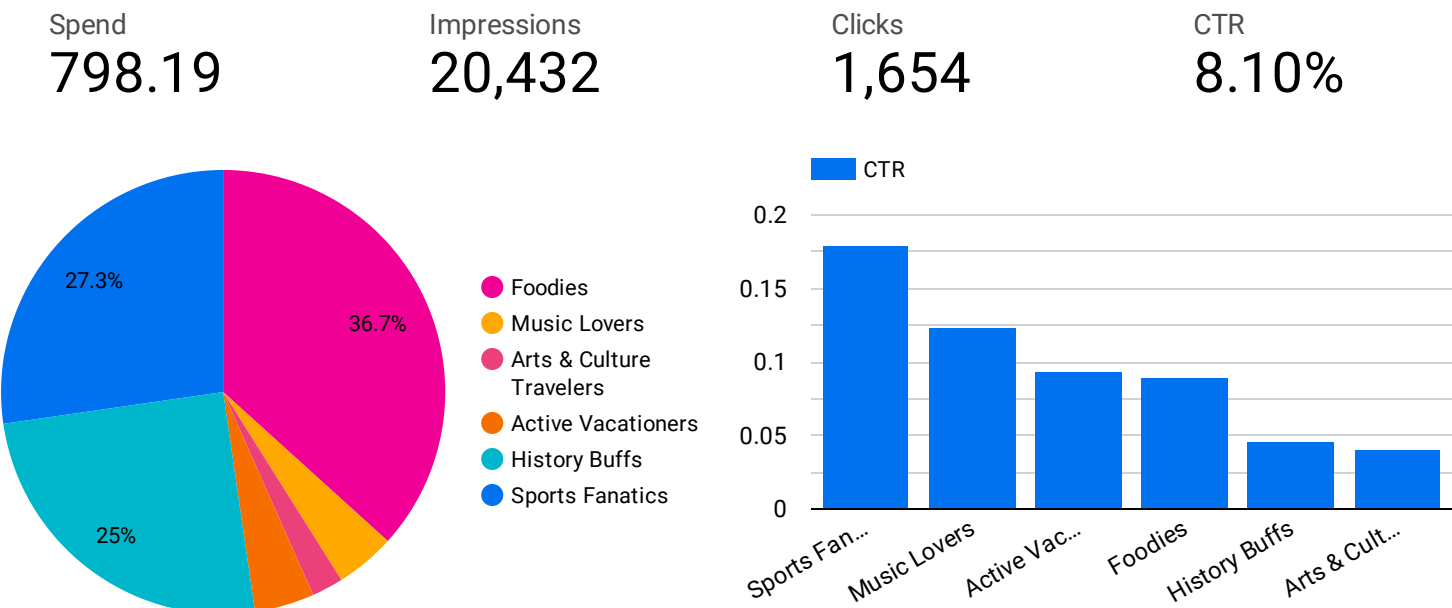
EXPLORELAWRENCE.COM ACQUISITION

The leading traffic channels were organic search, organic social, and direct traffic. The top traffic sources were Google, Facebook, Bing, Datafy Ads, and our Unmistakably Lawrence E-newsletter.

Session default channel grouping	Sessions	Session source	Sessions
Organic Search	14,050	google	15,231
Organic Social	4,421	(direct)	2,967
Direct	2,967	facebook.com	1,960
Paid Search	1,795	fb	1,756
Referral	574	m.facebook.com	375
Unassigned	402	bing	355
Email	265	datafy	311
Display	26	Unmistakably Lawrence E-News	217
Paid Video	17	yahoo	216
Organic Video	3	duckduckgo	144

SEARCH ENGINE MARKETING

- We are beating the industry average of 4.68% with an 8.10% CTR. Relevance is key with Google, and we have this honed in, which accounts for this in large part.
- Live Music Lovers followed by History Buffs led in site engagement measured with a weighted bounce rate in Google Analytics.
- Engagement with the ads (measured with CTR) was strongest for Live Music Lovers and Sports Fanatics.
- We also look at CPA as a metric of engagement. We're trying to work this number down so we get more engaged users and visitors guide requests in the coming months.



SOCIAL MEDIA

August social media activity on Twitter, Instagram, TikTok, and Facebook resulted in 292 new fans, 299,924 impressions, and 14,358 post engagements. The best performing content was Why Lawrence Videos, Live Music Blog, and Weekly Video and Farmers Market reels. Reels and TikTok videos are proving to be popular content.

Platform	Impressions	Engagements	Video Views	New Followers
Facebook	210,836	13,349	36,978	200
Instagram	79,264	832	4,761	67
Twitter	6,193	126	0	11
TikTok	3,631	51	3,631	14

Impressions

299,924

Engagements

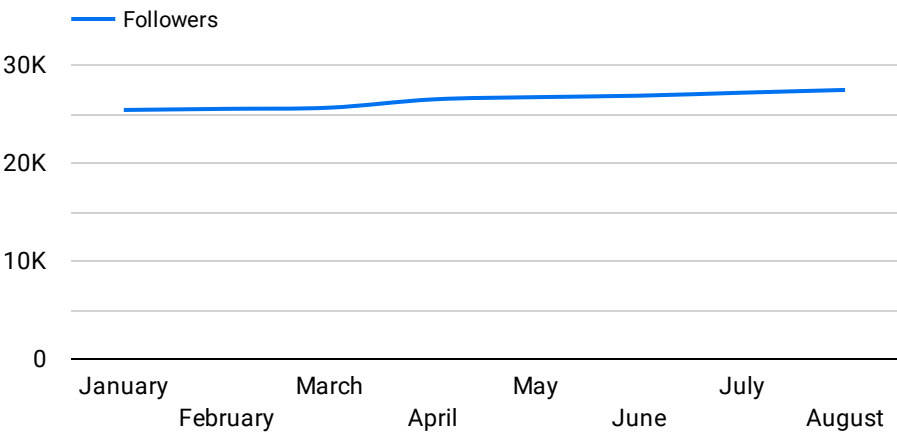
14,358

Video Views

45,370

New Followers

292



YOUTUBE

Top videos in August on the eXplore Lawrence YouTube Channel were the Why Lawrence videos. These videos were advertised.

Video Title	Views ▾
Why Lawrence? Willow at RPG	6,335
Why Lawrence? Brian at The Eldridge	5,562
Why Lawrence? Catalina at La Tropicana	4,120
Why Lawrence? Jamie at the Skatepark at Centennial Park	3,820
Why Lawrence? Shiloh "Shy" at Haskell Memorial Stadium in La...	2,839
Why Lawrence? Cuee at Replay Lounge	2,106
Why Lawrence? Aundrea at Centennial Park Disc Golf Course	1,859
Why Lawrence? Derek at the Lied Center of Kansas	1,421
Why Lawrence? Nicole at Mutt Run Off-Leash Dog Park	1,096

ENEWS

The August e-blast was sent to 4,325 recipients. 1,347 recipients opened the email, and 142 of those who opened it clicked on at least one link. The most popular content was the Live Music blog, followed by the Robert Miller Home history blog, and Why Lawrence series.

Recipients  
4,325

Opens  
1,347

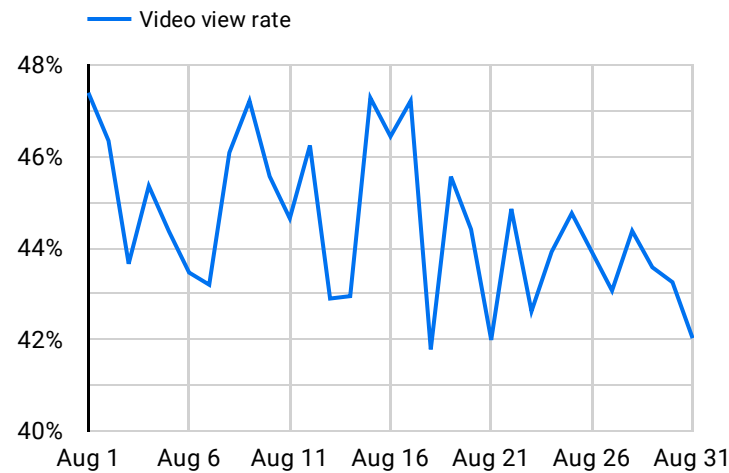
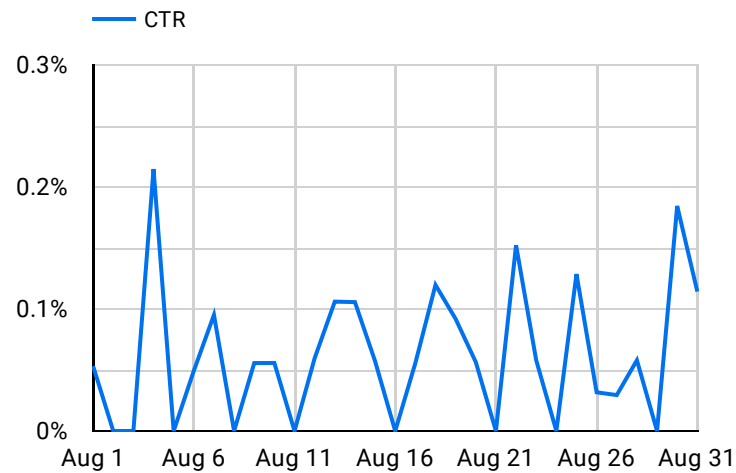
Clicks  
308

Link	Clicks ▾
Live Music Blog	37
Robert Miller Home Blog	36
Why Lawrence	30
Sandbar Block Party	28
Kaw River Roots Festival	23
Events	22
Facebook	21
Things to do with kids	19
Unite take flight	16
Art on the Vine	14

GOOGLE DISPLAY AND VIDEO ADVERTISING

We used Google Video advertising to drive Why Lawrence video views. This campaign yielded 79k impressions, 51 clicks to our site, and 34,950 video views in August.

Campaign	Impressions ▾	Clicks	CTR	Video views	Video view rate
Why Lawrence	79,008	51	0.06%	34,950	44.24%



SOCIAL MEDIA ADVERTISING

Ads on Facebook and Instagram promoted the Why Lawrence, Robert Miller Home, August Live Music blog, Kaw River Roots Festival, and Haskell Indian Art Market. The ads resulted in 187,027 impressions, 3,910 clicks, and 40,352 video views of at least 15-seconds.

Campaign ▾	Impressions	Results	Results Rate
Why Lawrence	53,951	22,853	0.42
Miller Home (History Blog)	44,359	1,097	0.03
Live Music Blog	35,476	720	0.02
Kaw River Roots Festival	17,881	17,499	0.98
Haskell Indian Art Market	35,360	1,975	0.06



DATAFY ADVERTISING

We used the Datafy advertising platform to promote the Why Lawrence campaign in August. This campaign resulted in 103k impressions, 217 clicks to our site, and a video completion rate of 87.90% for the month. This ad, plus previous ads, resulted in visits to Lawrence (attribution). Of those who saw our ads from at least 50 miles away from Lawrence, 198 visited Lawrence, 40 visited Downtown Lawrence, and 20 visited Lawrence hotels. The estimated revenue generated from those visitors is \$10,470.

Campaign ▾	Impressions	Clicks	CTR	Video View Completion Rate (VCR)
Why Lawrence	102954	217	0.21%	87.90%

Attribution City  
198

Attribution Downtown  
40

Attribution Hotels  
20

Estimated Revenue Generated  
10,470

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 two 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 637,752 unique visitors to Lawrence in 2022 (until 8/21/22). They spent 42,252,166 visitor days in Lawrence and stayed an average of 2.8 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 Omaha, NE. 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.

Visitor Days  
4,252,166

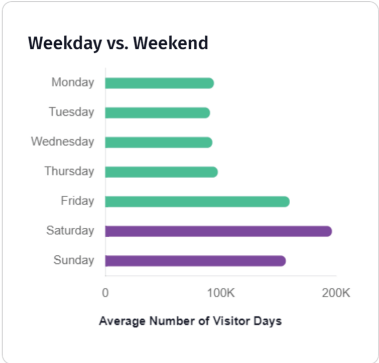
Total Trips  
1,439,183

Avg Length of Stay  
3 Days

Unique Visitors  
637,752

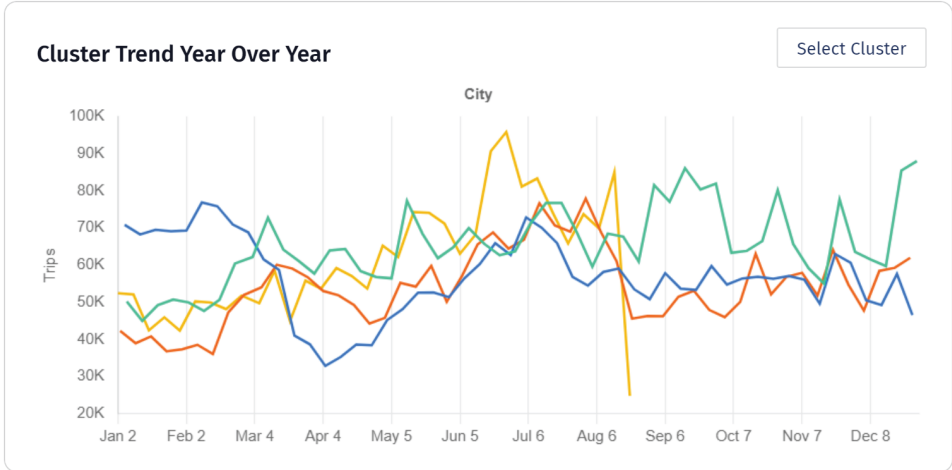
Filters: In-State Out-of-State Distance: 50 mi - 3,944 mi Date Range: 1/1/22 - 8/21/22  
Polygons: Clusters: All POIs: All

Travel to Lawrence in 2022 from visitors who's origin market is at least 50 miles from Lawrence.



Filters: In-State Out-of-State Distance: 50 mi - 3,944 mi Date Range: 1/1/22 - 8/21/22  
Polygons: Clusters: 1 included POIs: All

day vs Weekend trend for Visitors from 50+ miles to Lawrence Hotels



Filters: In-State Out-of-State Distance: 50 mi - 3,944 mi Date Range: 1/1/19 - 8/21/22  
Polygons: Clusters: 0 excluded POIs: All

Weekly city visitors from 50+ miles. 2019-2022

Cluster Trend Year over Year  
Key  
Green: 2019  
Blue: 2020  
Orange: 2021  
Yellow: 2022



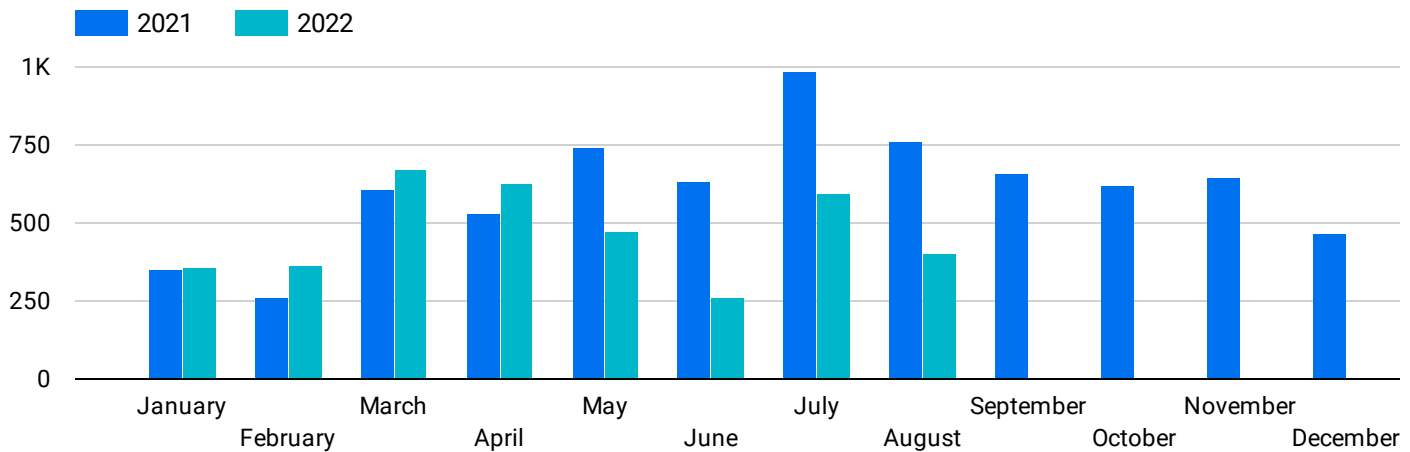
# AUGUST 2022 VISITOR CENTER REPORT

## AUGUST VISITOR CENTER SUMMARY

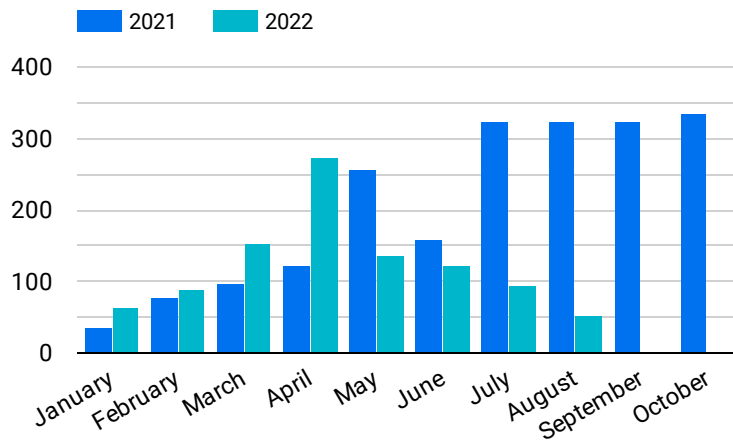
Calley Vance was promoted to Visitors Center Manager in August. Calley has a lot of retail knowledge, which is proving very valuable in the Visitors Center. She has done an incredible job of making sure the space is open, clean and tidy, and welcoming. Calley has been hard at work updating the Visitor Center policies and procedures. She has been trained in Simpleview CRM, and will begin an inventory count soon. We ordered new heavy-duty shelves for the basement of the VC to store and organize materials. Jess continued to help with adding events in August. Now that Calley is fully trained, she has started approving and adding events.

In August we had 403 walk-in visitors. Our monthly sales were \$96.30. We have added new retail items including magnets, keychains, t-shirts (a new tie-dye!), and umbrellas.

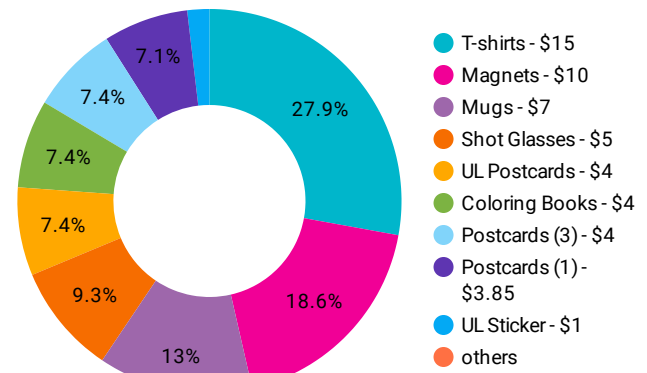
## VISITORS CENTER WALK-INS



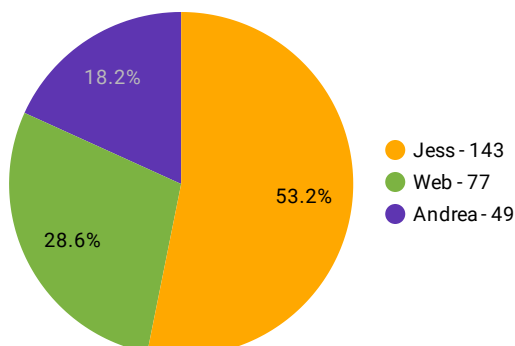
## MONTHLY SALES



## PRODUCT SALES



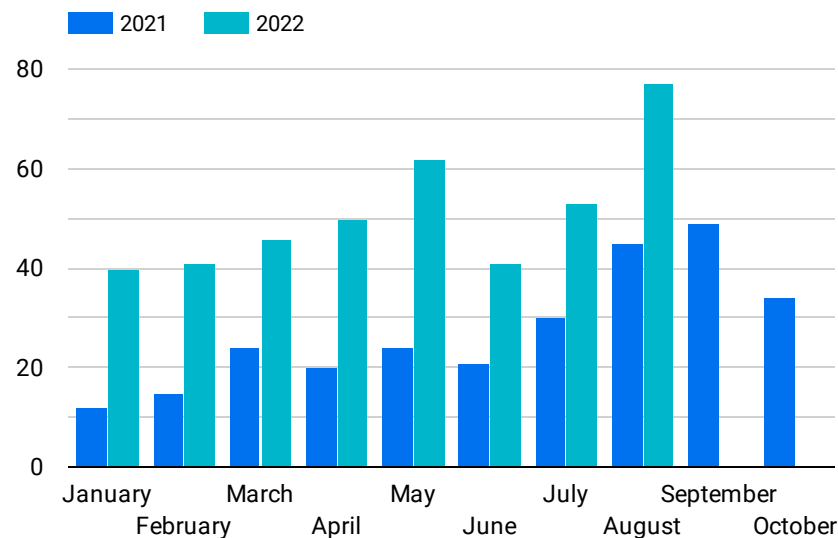
## CALENDAR OF EVENT ENTRIES



WEBSITE INQUIRIES

The Visitors Center fulfills requests for Visitors Guides that come through the website. In August there were 77 website inquiries for Visitors Guides and/or e-newsletter sign ups. Visitors are asked their interested 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
Arts/Culture	64
Events	62
Food	59
Shopping	50
History	50
Wellness	44
Haunted	38
Recreation	38
Family	38
Universities	37
Agri-Tourism	35
Basketball	33

FOCUS AREA 1: FINANCES		Owner(s)	Due Date	Comments
<b>Goal 1.1 Maximize economic opportunity and pandemic recovery thru tourism, destination management and advocacy for local businesses.</b>				
Objective 1.11 Transient Guest Tax collections begin to reach 2019 levels by the second quarter of 2022.				We are consistently meeting this benchmark
		ED	06/30/22	
<b>Goal 1.2 Develop viable budget accounting for economic uncertainties of pandemic.</b>				
Objective 1.21 Proposed annual budget prepared, discussed and approved by April 21, 2021.				approval of \$1.2 operating budget and \$48,000 Bid Fund
		ED	04/21/21	
<b>Goal 1.3 Secure federal, state, and local pandemic relief funding.</b>				
Objective 1.31 Apply for Second Draw Paycheck Protection Program (PPP) loan by May 28, 2021.				This program had been exhausted as of May 7th. We will not be able to access further PPP funds - KA BoD not planning to apply for more EIDL funds at this time
		ED	05/28/21	
Objective 1.32 Consider applying for increased Economic Disaster Injury Loan by May 2021				
		ED	05/01/21	
<b>Goal 1.4 Maintain viable funding strategy to support City CVB goals and expectations.</b>				
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)				ongoing will pick this discussion up in Fall 22 after budget process concludes
		ED	03/31/21	
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	
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.				Ongoing
		Ed + Marketing	10/01/21	
FOCUS AREA 2: PARTNERSHIPS				
<b>Goal 2.1 Nurture high quality partnerships and relationships throughout the community.</b>				
Objective 2.11 Restart regular meetings with community leaders by June 2021.				Ka has started meeting one on one with community leaders.
		ED	06/30/21	
Objective 2.12 Complete introductions and outreach by new Exective Director to key stakeholders and community leaders within the first three months of hire				Ka is working on in person contacts with hotels and one on ones with commissioners 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
		Board + Staff		
Objective 2.13 Foster strategic alignment of specific eXplore Lawrence goals and priorities with the City Economic Development Strategic Plan by September 2021.				Andrea working on Leadership Lawrence Arts and Culture committee
		ED + Board	09/30/21	
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	
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	
Objective 2.16 Explore the organization's optimal role in community conversations regarding the potential				developer at JW to find
		+ ED	07/31/22	
Objective 2.17 Facilitate a strong Extranet relaunch campaign to enage Lawrence hospitality, service, retail,				Portal July 19 with
		CE + Marketing	07/31/21	
<b>Goal 2.2 Maintain robust network of regional CVB partners.</b>				
Objective 2.21 Convene regular meetings to cultivate relationships with regional CVB partners by September				Topeka and Emporia to
		CE	09/01/22	
Objective 2.22 Establish a regional CVB entity to attract and support major events by June 2022.				at KU facilities. - KA &
		Sales + ED	06/30/22	
<b>Goal 2.3 Maintain robust partnerships with the University of Kansas, the KU Alumni Association, KU</b>				
Objective 2.31 Convene regular meetings with KU, Haskell, Parks & Recreation, and USD 497 to cultivate				Board. Kendra is
		ED + CE	04/30/22	
FOCUS AREA 3: EVENTS AND ACTIVITIES				
<b>Goal 3.1 Promote Lawrence signature events and other high impact events and activities to attract</b>				
Objective 3.11 Promote fun and safe events and activities during the pandemic to serve local guests by				ongoing: being done via
		Marketing	03/31/21	

Objective 3.12 Promote “Dinner Bell” events and activities to signal the post-pandemic return to major	Marketing	07/31/21	Social promotion of
Objective 3.13 Explore opportunities to leverage existing signature such as Lawrence Busker Festival, Free	Marketing	11/01/22	Lawrence Busker
<b>Goal 3.2 Promote established and proven events that drive hotel stays and sales.</b>			
Objective 3.21 Promote established events that drive overnight stays including bike races, KU Football and	Marketing	Ongoing	Fall Kansas Football,
Objective 3.22 Support and attract sporting events that drive overnight stays.	Sales + VS		met with HOA and
<b>Goal 3.3 Promote major regional events in partnership with regional CVBs.</b>			
Objective 3.31 Secure one new major regional event thru regional partnership by 2023.	ED + Sales	12/31/21	ongoing
<b>FOCUS AREA 4: SALES AND MARKETING</b>			
<b>Goal 4.1 Secure robust sales thru Tourism and Destination Management.</b>			
Objective 4.11 Develop a Sales Plan with expanded focus on sales by October 2021.	Sales	10/31/21	Complete
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 March 2021	Sales	03/31/21	during prospecting calls
Objective 4.14 Formalize policies and procedures to maximize sales and marketing tool including Threshold	Sales + VS		reviewed when new
Objective 4.15 Optimize the transition process of group sales from Sales Department to the Visitors Services	Sales + VS	07/01/21	efforts will be handled
<b>Goal 4.2 Foster great marketing and maintain attractive brand for CVB activity in Lawrence.</b>			
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
<b>FOCUS AREA 5: HIGH PERFORMING ORGANIZATION</b>			
<b>Goal 5.1 Ensure sustained, high quality executive leadership for eXplore Lawrence.</b>			
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
<b>Goal 5.2: Preserve and transfer critical institutional knowledge.</b>			
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	ED	05/07/21	Completed
<b>Goal 5.3 Maintain clear and robust working relationship with the City of Lawrence and key community</b>			
Objective 5.31 Update and finalize the Operating Agreement with the City by October 2021.	ED + Board	10/30/21	Funding agreement,
<b>Goal 5.4 Maintain clear and robust governance structures for the Board of Directors.</b>			
Objective 5.41 Review and update Bylaws by December 2021.	ED + Board	12/31/21	discussion in progress
Objective 5.42 Review and update Board Member orientation and onboarding by October 2021.	ED + Board	10/31/21	out to Jonathon Morris



8/31/2022

Dear Kansas Tourism:

I am writing to support the collaborative grant submitted by Visit Topeka, Visit Emporia, Visit Manhattan, and eXplore Lawrence for the “METL” Ale Trail. I am excited to collaborate with other Kansas tourism organizations to drive economic development to our local breweries.

The proposed trail will help our communities collaborate and cross-promote our assets to encourage visitors to stay longer and explore more of the state. The funding from KS Tourism will help us create a regional Ale Trail and help with the development of cohesive messaging, branding, and assets and allow us to build a functional and appealing trail.

A collaborative project between the METL communities also helps support regional tourism and could induce visits to other communities adjacent to the trail. The proposed METL Ale Trail can help create reasons for travelers to stay longer or return. I hope you will consider our application, and I am excited about the opportunity to develop and promote this regional asset.

Sincerely,

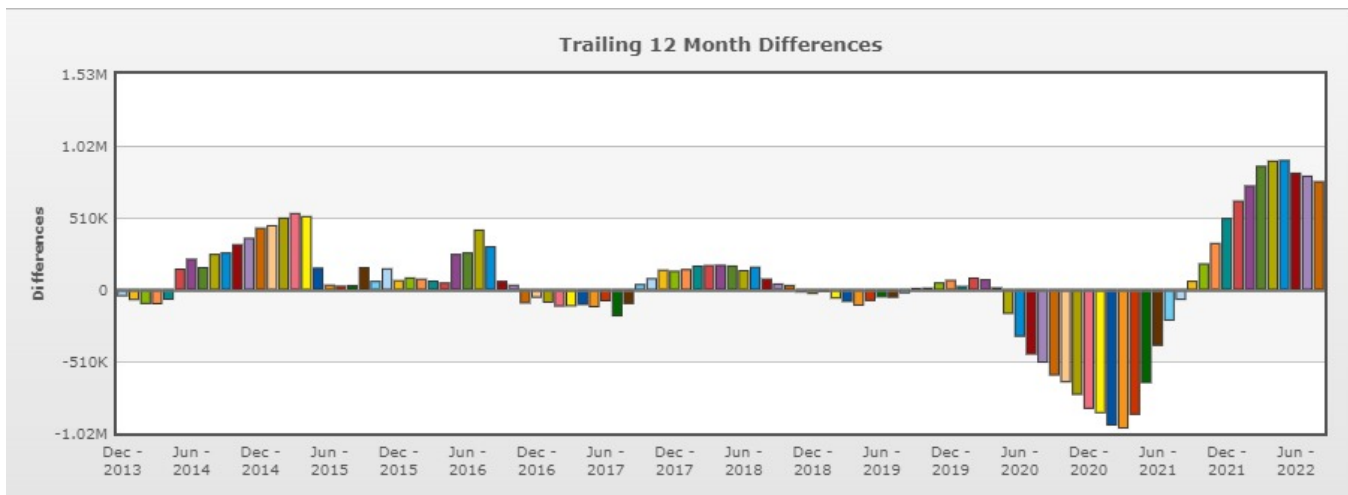
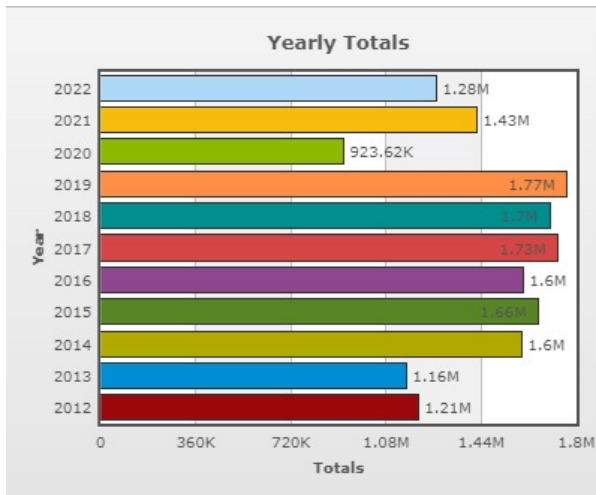
*Kimberlee Anspach*

Kimberlee Anspach  
Executive Director  
eXplore Lawrence



Month	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022	2021/2022 % change
January	57,788	75,379	65,431	73,828	101,382	93,738	98,184	118,323	95,446	41,690	111,162	166.64%
February	64,806	69,236	46,262	77,086	99,205	94,007	113,533	84,797	115,542	58,116	108,425	86.57%
March	87,533	80,486	71,663	95,280	105,298	116,791	132,019	123,763	103,118	61,061	158,537	159.64%
<b>Qtr 1</b>	<b>210,127</b>	<b>225,101</b>	<b>183,356</b>	<b>246,194</b>	<b>305,885</b>	<b>304,536</b>	<b>343,736</b>	<b>326,883</b>	<b>314,106</b>	<b>160,867</b>	<b>378,124</b>	<b>135.05%</b>
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%
<b>Qtr 2</b>	<b>329,071</b>	<b>324,154</b>	<b>633,441</b>	<b>434,044</b>	<b>434,286</b>	<b>470,704</b>	<b>470,940</b>	<b>503,616</b>	<b>137,250</b>	<b>358,604</b>	<b>531,554</b>	<b>48.23%</b>
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	0	
<b>Qtr 3</b>	<b>325,248</b>	<b>306,422</b>	<b>332,597</b>	<b>483,273</b>	<b>431,909</b>	<b>494,137</b>	<b>462,004</b>	<b>487,922</b>	<b>238,829</b>	<b>442,826</b>	<b>365,596</b>	<b>29.94%</b>
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	
<b>Qtr 4</b>	<b>341,722</b>	<b>306,319</b>	<b>446,379</b>	<b>494,196</b>	<b>430,801</b>	<b>461,833</b>	<b>426,328</b>	<b>448,311</b>	<b>233,437</b>	<b>463,777</b>	<b>0</b>	
<b>Year Totals:</b>	<b>1,206,168</b>	<b>1,161,996</b>	<b>1,595,773</b>	<b>1,657,707</b>	<b>1,602,881</b>	<b>1,731,210</b>	<b>1,703,008</b>	<b>1,766,732</b>	<b>923,622</b>	<b>1,426,074</b>	<b>1,275,274</b>	<b>59.24%</b>

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





# AUGUST 2022 LODGING REPORT

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

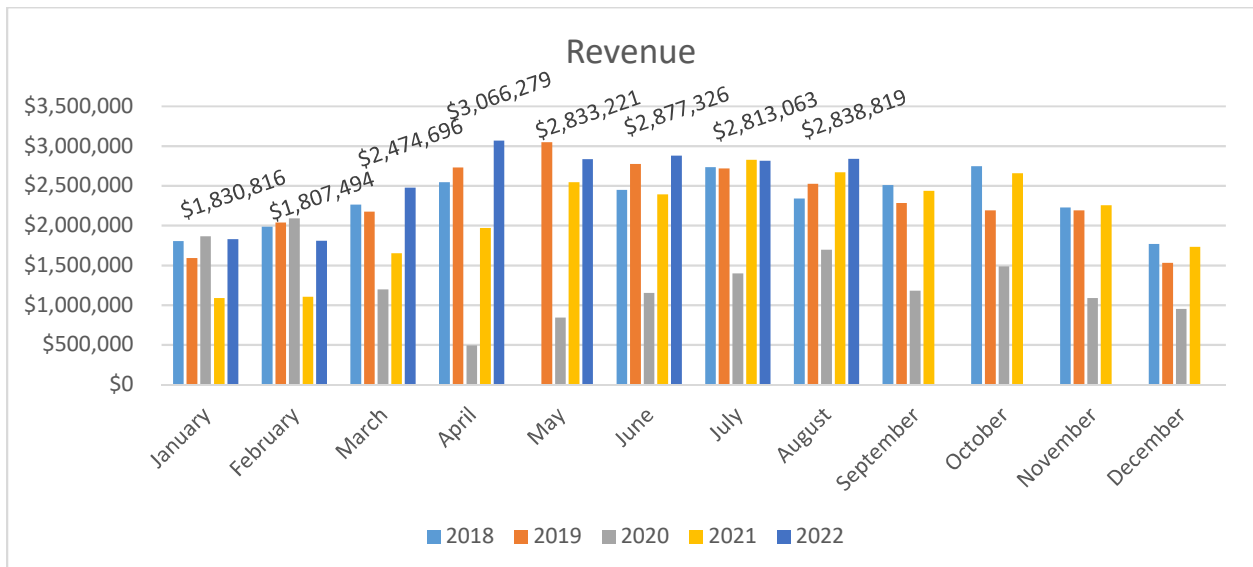
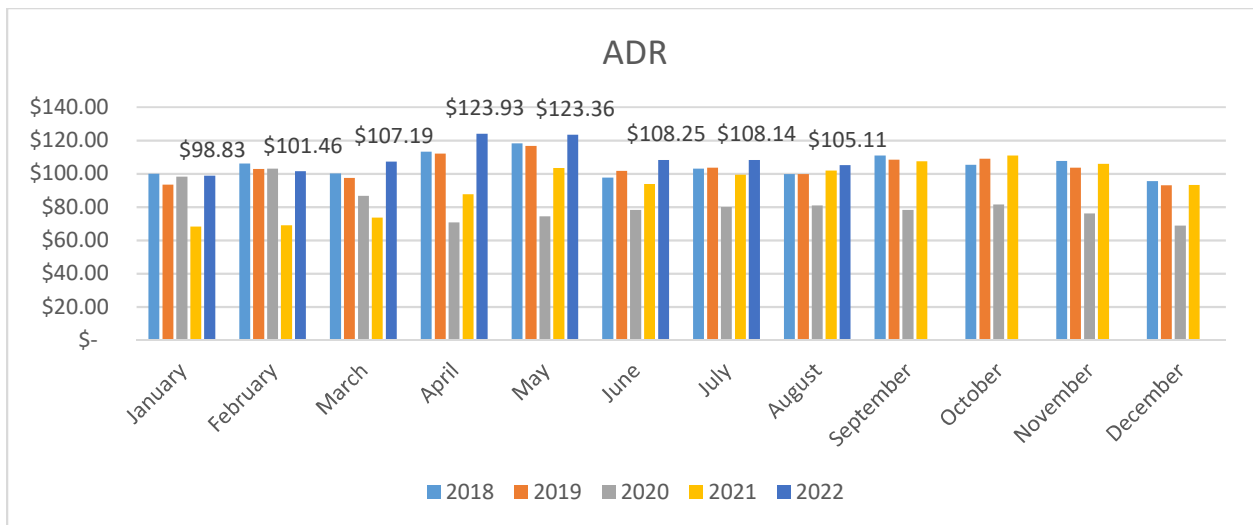
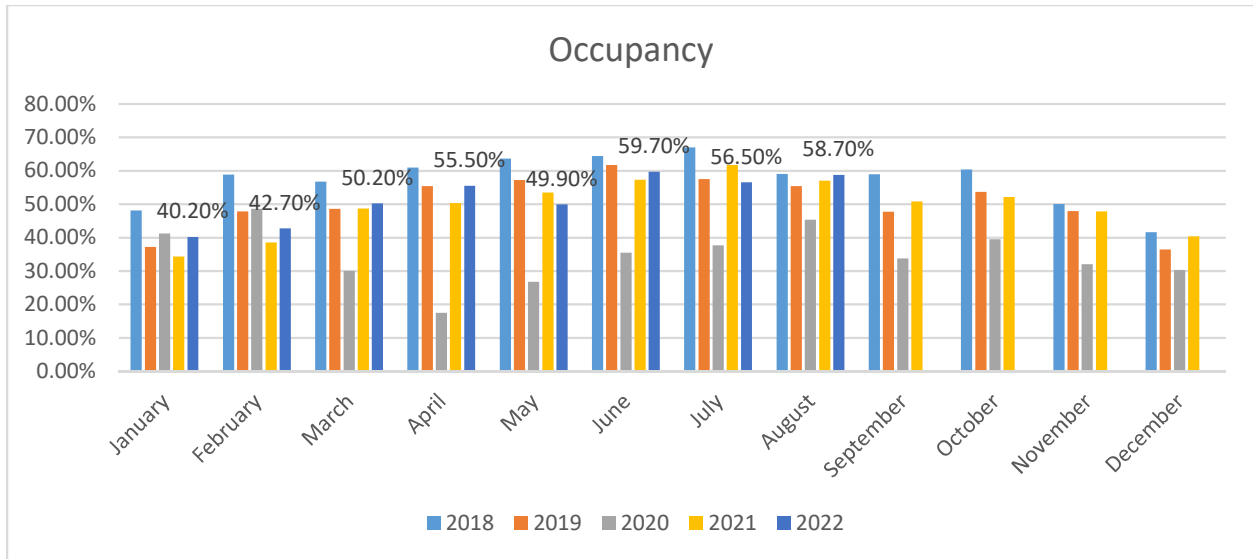
There are six major areas of analysis contained in this report:

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





Year over Year comparison. For internal use only.





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 a top priority for us.

## Table of Contents

### Organizational Culture

What We Do, Who We Are	5
EL Mission	6
Organization Visions	6
Destination Visions	6
EL Standards of Conduct	6
EL "HEART" Values	9
EL Business Values	9

### Organizational Policies & Practices

Attendance/Tardiness	10
EL Issued Credit Cards	10
EL Property	10
Cell Phone Usage Policy/Personal Cell Phones	11
Communication	11
Concerns about Pay Policy	12
Data Breach Notification	12
Dress Code	12
Drug & Alcohol Policy	13
Employee Manual Modification	13
Employment Reference Checks Policy	13
Equal Employment Opportunity & ADA Policy	13
Expense Reports	14
First Aid & Reporting Accidents on the Job	14
Gifts and Gratuities	14
Harassment Policy	15
Housekeeping	16
Nonexempt Employee Electronic Communications Policy	16
Office Security	17
Outside Activities	17
Promotional Opportunities	17
Public Conduct	17

Public Relations/Media Inquiries	18
Reasonable Accommodation	18
Requests for Business Recommendations	19
Resignation	19
Smoke Free Environment	20
Telephone Use	20
Term of Employment	20
Travel & Entertainment Expenses	20
Work Place Violence	22
Work Schedule	22

#### Table of Contents

#### Human Resources

Bereavement Leave	24
Court Leave	24
Leave Without Pay	24
Military Leave	24
Personnel Records	25
Temporary Disability Leave	25

#### Human Resources - Benefits

Wellness Days	26
Merit Days	26
Holidays	27
Vacation	28
Community Service Days	29
Personal Days	29
Compensation Leave	29
Insurance Plans	30
Flex Plan (Section 125 Plan)	30
401 (K) Retirement Plan	30
Telecommuting	30
Equal Benefits	31

Human Resources – Employee Performance & Expectation

Employee Job Description	31
Employee Performance Responsibilities	31
Evaluation of Performance	32
Compensation	32

## What We Do

eExplore 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~~five departments:

1. Sales which includes groups, sports, and client services
2. Marketing, which included leisure and group marketing
3. Visitor Convention Services
- ~~4. Sports marketing and development~~

~~5.4.~~ 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 ~~web site~~website ([www.explorelawrence.com](http://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 are to ensure the organization's viability and ensure 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 ~~present~~ presented in 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 stay<sup>s</sup>.
- Grow recognition as 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 area economy and environment
- Be the catalyst that helps create ample and available workforce which is comprised of motivated, well- trained and customer focused individuals
- Generate enthusiastic public and private sector support and investment in tourism industry and its activities
- Create atmosphere where area's tourism industry is cohesive and works collaboratively on all efforts and issues

### The EL Standards of Conduct for EL Staff Members:

1. An EL staff member must maintain loyalty to EL that employs him/her/them.
2. An EL staff member must discharge his/her/their responsibilities with dedication to achieving the objectives of EL.

3. Actively encourage the integration of ethics into all aspects of managing EL activities.
4. An EL staff member must uphold all laws, regulations and operating policies relating to EL.
5. An EL staff member must serve all constituents of EL impartially, and provide no special privilege to any individual constituent, nor accept special personal compensation from an individual constituent, except with the knowledge and consent of EL's Board.



6. An EL staff member must comply with all levels of governmental regulations concerning lobbying and political activities.
7. An EL staff member must exercise only legal, ethical and moral means when attempting to influence legislation or regulations affecting EL or the convention and visitor industry.
8. An EL staff member must 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.
9. An EL staff member must actively encourage diversity through the inclusion of qualified people from diverse backgrounds, including, but not limited to: women, ethnic/racial minorities, the handicapped or the disabled and refuse to engage in and or sanction discrimination on the basis of race, sex, age, religion, national origin or ancestry, sexual orientation, physical appearance, handicap or disability, creed, color, marital status, status as a veteran, arrest and conviction records, income level or source of income, less than honorable discharge, political beliefs, student status and/or any other characteristic protected by local, state and federal law.

10. An EL staff member must refuse to engage in and or sanction activities for personal gain at the expense of EL, which employs them.

10.11. An EL staff member should work to build collaborative relationships with other CVB industry professionals and others for the advancement of the profession of destination management.

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. Deliberate and intentional violation of these rules could subject you to censure by the EL Executive Director and possible suspension or termination.

#### **Core Principles of EL**

EL core principles reflect how the EL staff members should conduct their business on a daily basis. EL embraces these values and expect all leaders and employees of EL to live these values whenever representing EL as an organization and in the community.

#### **HONESTY.**

EL staff members should feel empowered to authentically express their feelings, needs, thoughts and ideas to others - no matter how difficult. Honesty and communication is the only way for our staff to truly be a TEAM.

**Formatted:** Outline numbered + Level: 1 + Numbering Style: 1, 2, 3, ... + Start at: 1 + Alignment: Left + Aligned at: 0.08" + Indent at: 0.33"

**Formatted:** Font: (Default) Arial, 11 pt

**ENERGY.**

You should recognize that you contribute daily to the mood and atmosphere of EL through your feelings and moods. When your energy is low – you should be HONEST about it because other members of the "TEAM" will help re-energize you.

**ACCOUNTABILITY.**

You should accept responsibility for your actions and the tasks you perform each day. You should NEVER blame another for an error– but instead seek to understand the situation. You should remain open to feedback on your missteps and humbly acknowledge your errors.

**RESPECT.**

You should truly value fellow TEAM members' feelings and opinions – even when they are different from yours. You should work hard on not pre-judging another TEAM member's new or different idea. You should lavish sincere and authentic praise on your TEAM members so that they know you appreciate them.

**TRUST the TEAM.**

You should be confident of the capabilities of your TEAM. Therefore, you should ask them to help you with your work when needed and know they will do the best job they can. You should believe that EL staff members share the same intention of wanting each other to reach our highest potential.

**INTEGRITY**

We behave appropriately and ethically.

We tell the truth.

We keep our commitments.

We respect the spirit and letter of the law.

**ACCOUNTABILITY**

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.

We are open about our operations.

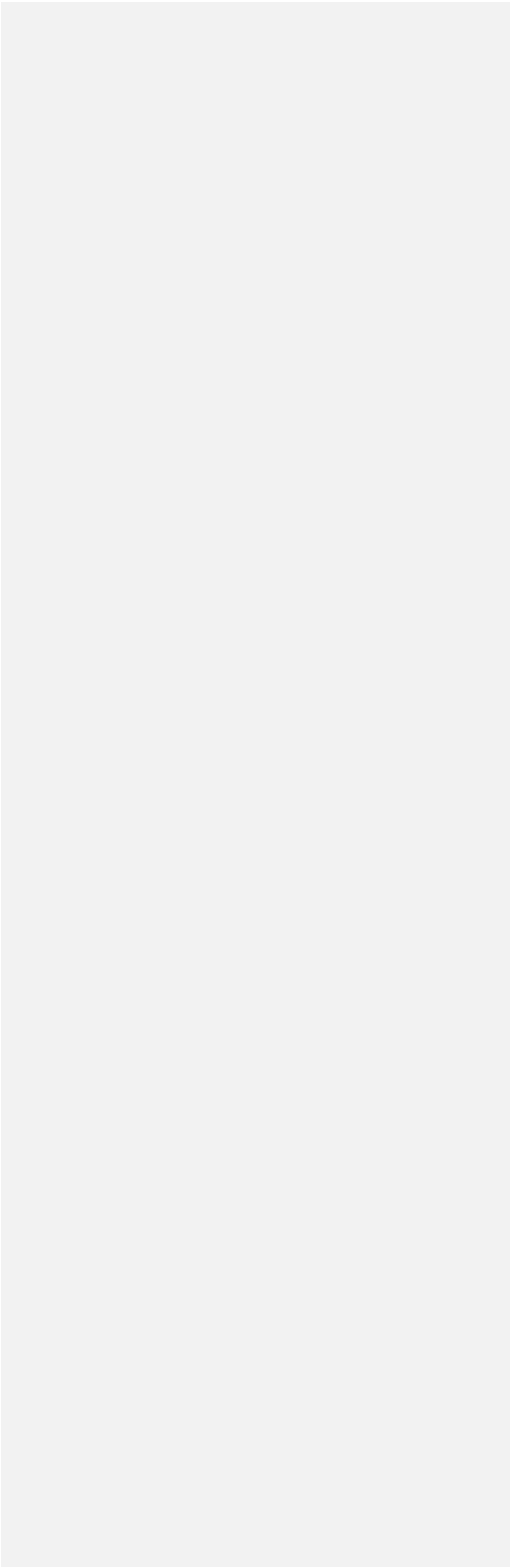
**CUSTOMER FOCUSED**

We value our customers, partners and stakeholders.

We respond to all requests within 24 business hours, or as soon as practicable.

We respect our customers' needs, expectations and opinions.

We anticipate and exceed customer expectations.



We seek support resources we cannot fulfill a customer's needs.  
We empower each other to meet customer needs and expectations.  
We consistently exemplify 'going above and beyond visit'.

#### **INITIATIVE**

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.

#### **STEWARDSHIP**

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.

#### **INCLUSION**

We value diversity and dignity of each person and groups of people.  
We value differences in people and perspectives.  
We recognize the contributions of every individual.  
We do not discriminate.

We are invested in equity, diversity, and inclusion  
through and anti-racist lense.

Formatted: Font: 9 pt

#### **PURPOSE-DRIVEN**

We are committed to our organization's mission and visions.  
We understand the destination and organization brand promise and work to exceed all current organizational business goals.  
We maintain our focus and do not deviate from our purpose.

#### **PROMISE TO EL STAFF.**

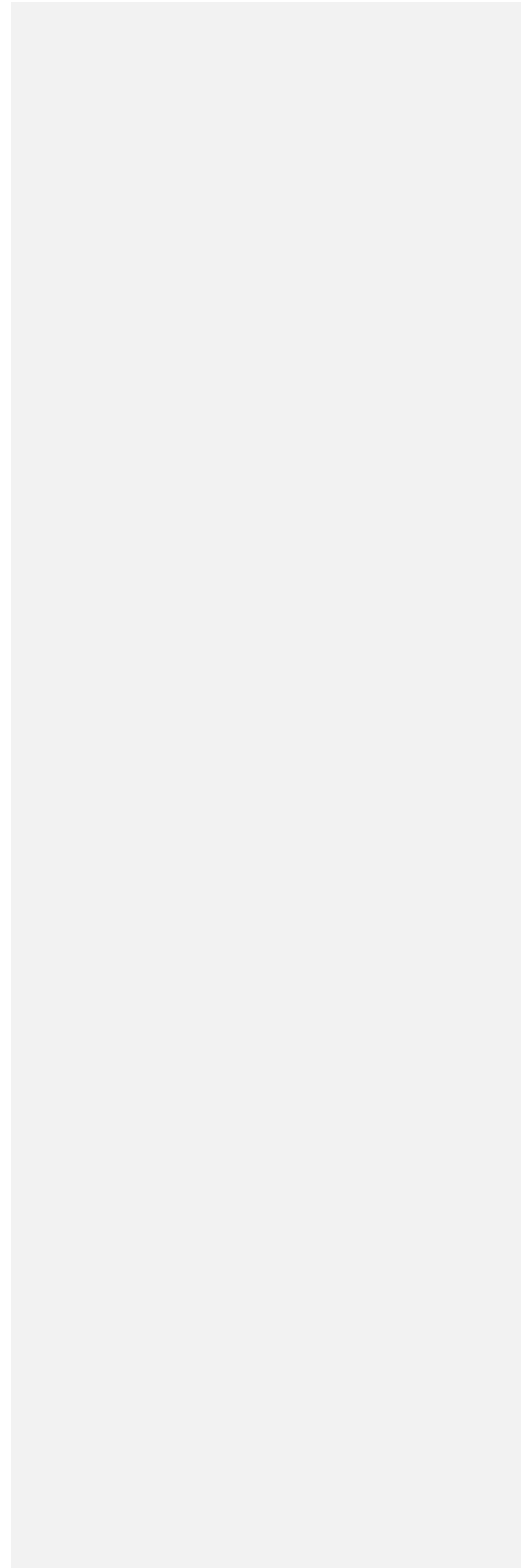
EL staff is the key to EL's success and the positive experience of our visitors, ~~members-stakeholders~~ and partners. We provide a safe, stimulating and supportive work environment. We regularly recognize and celebrate individual and collective successes of our team.

#### **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.

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.



## 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 to meet the needs of our customers. If you cannot come in or if you know you will be late, EL must be notified as soon as you know you will be unable to report to work, prior to 8:30 a.m. You must ~~leave voice mail messages for~~ email or call ~~your department director~~ the Executive Director explaining your absence or tardiness and when you expect to return to work. You are also responsible for contacting any individuals you were expected to meet with on the day of your absence to reschedule appointments.

~~An absence of more than three consecutive days due to illness or medical reasons requires a doctor's notice to return to work, indicating the nature of your illness and a release to return to your normal job duties.~~

Commented [1]: Why is this necessary?

Excessive absenteeism and/or excessive tardiness is disruptive and will lead to disciplinary action where appropriate, which could include 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, which could include termination of employment. Three consecutive no call/no shows may be considered a voluntary resignation.

## EL Issued Credit Cards

EL's policy is to receive maximum benefit for every dollar spent. All employees are expected to exercise good judgment and follow per diem guidelines in the use of EL funds for travel/entertainment or other expenses. EL's activities, records and accounts are "open", meaning they are subject to scrutiny by the public, including the media and City/County/State and Federal government agencies.

EL provides credit cards to staff members who are traveling/entertaining or involved in other operational aspects on behalf of EL. 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 10<sup>th</sup> of the month

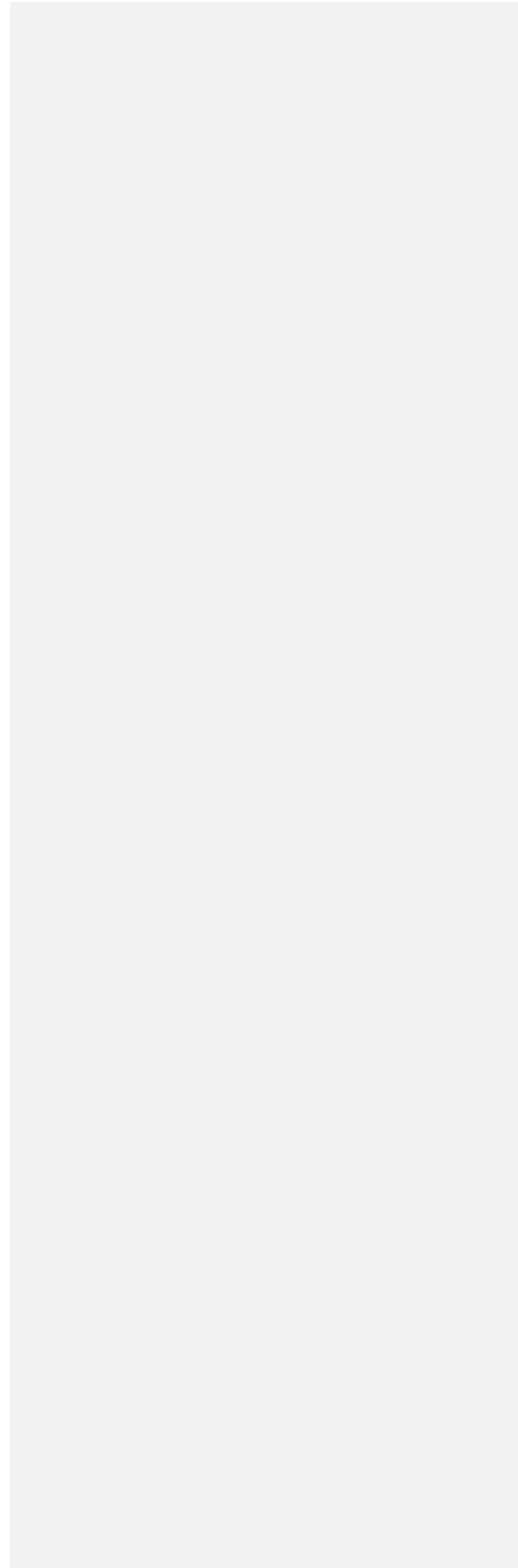
Potential consequences of non-compliance with expense policies include credit card suspension and/or revocation and non-reimbursement of non-approved expenses and. ~~Continued noncompliance~~ may be grounds ~~for discipline, which includes~~ termination of employment.

## EL Property

EL property is not to be removed from the premises at any time without prior authority from the Executive Director.

It is assumed that laptop computers will frequently be off premise with the employee to which they are

| assigned



### **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.

### **Communication**

As an important member of the EL team, it is important to bring problems concerning your well being at work to the attention of EL 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. ~~He/She-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.



### Concerns about Pay Policy

EL follows the federal and state wage and hour laws (Fair Labor Standards Act). Those laws have a variety of provisions, including differing requirements for wages, overtime, vacation, absences, etc., for hourly and salaried "exempt" employees. Because of this, you may find differing policies on these issues in the handbook, based upon salary and hourly status. If you have any concerns about your pay, or believe there have been errors in payment amount, in withholding or in deductions in pay for absences or other issues, please promptly inform your supervisor. Please be specific in identifying your concerns or the error.

EL will review the concern and will correct any errors as quickly as possible.

You have a right to raise concerns. EL appreciates your concerns because it allows the organization to be aware of and correct pay issues before they continue and become "accounting" issues. No employee will suffer retaliation for raising a concern about pay.

### 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.

### 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 with whom you are working or meeting. At anytime 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. ~~The following are some guidelines:~~

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 days activities.

#### Clothing

- ~~• No casual shorts, denim jeans, sweatshirts or T-shirts unless you are involved in an EL-related activity that day (i.e. golf outing, cleaning the office, etc.).~~
- ~~• Pants should not appear worn or faded.~~
- ~~• Necklines should be modest.~~
- ~~• Skirts and dresses should be a modest length.~~
- ~~• Ties are encouraged during times when external meetings are taking place.~~

**Formatted:** Indent: Left: 0.08", Right: 0.12", Space Before: 0 pt, Line spacing: Multiple 0.99 li

**Formatted:** Font: (Default) Malgun Gothic, 9 pt, Font color: Black

#### Hair

- A neat haircut for men and neatly combed and/or arranged hairstyle for women is essential.
- Any extreme look including shaving the head and eyebrows or extreme hair dyeing is not acceptable.
- Head coverings may be worn only when associated with professional or religious affiliation.

#### Grooming

- Makeup is permitted to enhance features and create a natural appearance.
- Sparing use of cologne, after shave and perfume is appreciated out of consideration for others.
- Sideburns, mustaches and beards should be clean and kept neatly trimmed.
- Fingernails should be kept clean and neatly trimmed.

#### Shoes

- Shoes must be worn at all times during office hours.
- Shoes should be kept in good repair.
- No tennis/sport style shoes unless needed for medical reasons or due to the nature of EL-related work.

### **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 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.

### **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 the entire policies of EL, but is designed to give you guidance on the current policies of EL.

### **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.

#### **Equal Employment Opportunity & ADA Policy**

It is the policy of EL to select, place, train and promote the best-qualified individuals based upon such job related factors as work quality, attitude and experience. Factors not relevant to EL in measuring its applicants or its employees include age, race, religion, creed, sex, color, handicap or disability, national origin or ancestry, marital status, sexual orientation, status as a veteran, arrest and conviction records, income level or source of income, less than honorable discharge, physical appearance, political beliefs, student status and/or any other characteristic protected by local, state or federal law.

EL policy applies to all employees and all aspects of employment, including: recruiting or recruitment advertising, hiring, employment, transfers or demotions, upgrading, promotions, discipline, layoff or termination, rates of pay or other forms of compensation, selection for training including apprenticeship insofar as it is within our control and benefits.

The Americans with Disabilities Act (ADA) requires employers to reasonably accommodate qualified individuals with disabilities. It is the policy of EL to comply with the Federal and state laws concerning the employment of persons with disabilities. EL will make reasonable accommodations for qualified individuals with a disability so that they can perform the essential functions of the position, including modification of Company policies and procedures in appropriate cases for qualified individuals with disabilities, if it can do so without undue hardship.

#### **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.

#### **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 kitchen~~ 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.

### **Harassment Policy**

EL is committed to a workplace free of discrimination and harassment based on age, race, religion, creed, sex, color, handicap or disability, national origin or ancestry, marital status, sexual orientation, status as a veteran, arrest and conviction records, income level or source of income, less than honorable discharge, physical appearance, political beliefs, student status and/or any other characteristic protected by local, state or federal law. Offensive or harassing behavior is prohibited ~~tolerated~~ against any employee or volunteer. This policy covers vendors, customers, or others who enter our workplace, as well as all employees. Supervisory or managerial personnel are responsible for taking proper action to end such behavior in their workplace.

Offensive conduct or harassment of a sexual nature, or based on age, race, religion, creed, sex, color, handicap or disability, national origin or ancestry, marital status, sexual orientation, status as a veteran, arrest and conviction records, income level or source of income, less than honorable discharge, physical appearance, political beliefs, student status and/or any other characteristic protected by local, state or federal law is prohibited. This may include, but is not limited to:

- Offensive physical actions, written (email, text, letter, etc) spoken or graphic communication
- Slurs, epithets, threats, derogatory comments, teasing, jokes, posters, cartoons and gestures that are offensive
- Any type of physical contact when the action is unwelcome by recipient and may include touching, assaulting, impeding or blocking movements
- Expectations, requests, demands or pressure for sexual favors

- A promise or implied promise of preferential treatment or negative consequence regarding employment decisions or status in exchange for sexual favors
- Conduct that has the effect of creating an intimidating, hostile or offensive work environment, or unreasonably interferes with a person's work performance

Harassment is considered a form of employee misconduct. Disciplinary action, which may include termination, will be taken against any employee engaging in this type of behavior. If you experience or witness sexual or another unlawful harassment including harassment on the basis of age, race, religion, creed, sex, color, handicap or disability, national origin or ancestry, marital status, sexual orientation, status as a veteran, arrest and conviction records, income level or source of income, less than honorable discharge, physical appearance, political beliefs, student status and/or any other characteristic protected by local, state or federal law, it is your responsibility to report it immediately to your supervisor or the Executive Director. .

If you believe you are being discriminated against as a result of harassing behavior, you are encouraged to report it. Complaints should be made to the Executive Director so that it may be investigated in a timely and confidential manner. You will be asked to complete the appropriate reporting form (harassment, witness to harassment, sexual harassment or discrimination complaint form), which can be accessed on the intranet. All complaints will remain as confidential as possible. Charges of harassment will be promptly and thoroughly investigated and a report will be made to you concerning the results of the investigation.

If you feel uncomfortable bringing the matter to your supervisor or the Executive Director, you should contact the Chairperson of the Board of Directors.

If EL determines that harassment has occurred, appropriate relief for the employee bringing the complaint, and appropriate disciplinary action against the harasser, which may include the termination of employment, will follow. In all cases, EL will make follow-up inquiries to ensure that the harassment has not returned. An employee who remains unsatisfied after investigation by the Executive Director may seek review by the Chairperson.

EL understands that these matters can be extremely sensitive and will keep all employee complaints and all communications such as interviews and witness statements confidential, so long as maintaining confidentiality is consistent with a thorough and prompt investigation of the complaints.

Complaints made in good faith will in no way be held against you. EL will not tolerate retaliation against any employees who complain of harassment or provide information in connection with any such complaint. ~~It is~~ Our policy to encourage discussion of the matter and help protect others from being subjected to similar inappropriate behavior.

### Housekeeping

~~While the day-to-day care of the offices is the responsibility of the building management and cleaning staff, 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.
- ~~Dispose of materials to be recycled in the appropriate, labeled receptacle.~~
- 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.

**Nonexempt 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, ~~and handheld computers such as Personal Digital Assistants (PDA) or "Blackberries."~~

As with other types of authorized work, all time spent by nonexempt 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 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 e-mails 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.

**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.

## Outside Activities

Outside employment ~~should is-permissible if it does~~ not interfere, compete or conflict with EL interests (that which may have a negative impact or a potentially negative impact), and does not hinder your ability to meet the responsibilities and demands of your required work.

EL also encourages outside involvement in community, 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 your job.

## Promotional Opportunities

It is the policy of EL to post job openings for available positions to ensure that employees are aware of promotional opportunities ~~and access to upward mobility~~. 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 ~~needs of the organization~~ organization's needs.

## 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~~ 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, ~~deal with it face-to-face within EL and in public areas; 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.

Lastly, 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. As a representative of EL, it is important for you to also abstain from making any statements while

outside of EL, pro or con, regarding public issues, in case it should be mistaken for a public position of EL. If you become engaged in a public issue, you must be certain your remarks are clearly noted that you are speaking as a private citizen and not a member of EL staff.

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.

#### **Reasonable Accommodation Policy**

It is the policy of EL not to discriminate on the basis of disability against any qualified person in regard to job application procedures, hiring, and other terms and conditions of employment. It is further the policy of EL to provide reasonable accommodations to qualified individuals with disabilities in all aspects of the employment process.

EL is prepared to modify or adjust the job application process or the job or work environment to make reasonable accommodations to the known physical or mental limitations of the applicant or employee to enable the applicant or employee to be considered for the position he or she desires, to perform the essential functions of the position in question, or to enjoy equal benefits and privileges of employment as are enjoyed by other similarly situated employees without disabilities, unless the accommodation would impose an undue hardship or pose a direct threat of substantial harm to the health or safety of the applicant, employee or others.

#### **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.

#### **Resignation**

If you resign from EL, ~~in compliance~~ **complying** with professional standards, 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.

#### **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.

#### **Telephone Use**

~~The Office Manager, or his/her designee, will train you on proper use of your business phone. Personal use of the telephone for incoming and outgoing calls should be kept to a minimum.~~

#### **Term of Employment**

Unless you are provided with a written contract signed by the Board Chairperson specifying employment terms, your employment with EL is "at will." This means that both EL and you have the right to terminate employment at any time, with or without cause. Employment with EL is at will and based upon your performance and the needs of EL.

This manual is not an employment agreement and EL reserves the right to change any or all of the contents at any time with or without notice. Nothing in this manual or any oral or written representation by an employee, official, supervisor or Executive Director shall be construed as a contract of employment.

#### **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. EL's activities, records and accounts are "open", meaning they are 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.

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. ~~The current mileage reimbursement is at the rate of 54 cents per mile, and may be changed 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 nor 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. ~~When entertaining locally, you are expected to patronize EL partner businesses and services for expenses/entertainment prior to using any non-partner service.~~

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 judgement to minimize costs by exercising the same care in incurring expenses that a prudent person would exercise in conducting personal business (see allowable per diem rates below). 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 **\$559.00** 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 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.

#### **Work Place Violence**

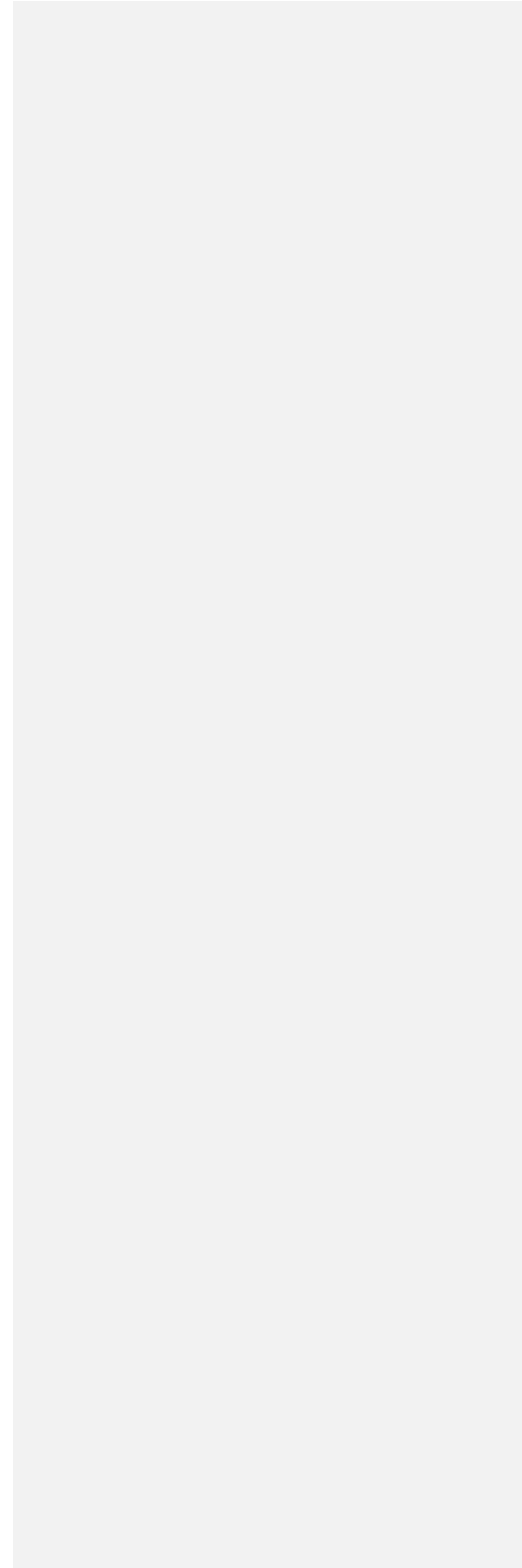
EL strives to provide a safe workplace for all employees. EL will not tolerate any type of workplace conduct that threatens, intimidates or coerces other employees, volunteers, customers or any other members of the public.

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.

### **Work Schedule**

The EL standard office hours are from 8:30 a.m. to 4:30 p.m., Monday through Friday. This schedule allows one hour for lunch. The Visitor Center hours of operation are Tuesday – Saturday 10-5.

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.

Overtime is a part of any job and does occur. You are expected to work overtime as needed. Full-time salaried employees are exempt from overtime pay. Hourly employees receive overtime pay when they work over 40 hours in any workweek. Your supervisor must approve overtime for all hourly employees in advance. Working unauthorized overtime without approval may result in disciplinary action.

Nonexempt 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 in which you must report late or leave early due to personal reasons. EL realizes that these occurrences may take place 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 latitude 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

### **Bereavement Leave**

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

### **Court Leave**

If you are required to appear in court for jury duty, you will be granted paid leave. EL will pay you the difference between any fees you receive for jury duty and your regular salary for a period not to exceed 30 days. The Executive Director may also approve paid time off where an employee is required to serve as a witness in a legal proceeding.

### **Leave without Pay**

EL may grant unpaid leaves of absence to maintain continuity of service in instances where unusual or unavoidable circumstances require an absence for up to 12 weeks. Leaves may be granted when an employee is unable to work due to medical, personal, educational and/or military needs and has exhausted all earned sick leave and vacation due them. Approval by the Executive Director is necessary for such leaves on whatever terms and conditions the Executive Director decides are appropriate. Such leave, except military leave, must be applied for in writing, stating the reason, the date that the leave is requested to begin and the date that the leave will end. If you are applying for a medical leave, you must provide initial and periodic proof of your medical condition mandating the leave as required by law. You will be required to pay the premium for each insurance plan (via COBRA) to be continued for the duration of the leave, or the policies may lapse. Vacation, holiday and paid sick leave do not accrue during the period of leave without pay unless required by law. Intermittent leave without pay will be discussed with the Executive Director.

Employees failing to report to work at the end of an approved leave will be considered to have voluntarily resigned.

### **Military Leave**

Any employee ordered to report for active duty as a member of the Armed Forces or the National Guard will be granted military leave. EL will compensate such employees for the difference between their service pay and their regular salary for up to 10 days of leave annually. EL will comply with all applicable laws.

## Personnel Records

EL maintains a confidential personnel file for each employee concerning specific job-related information regarding ~~his/her~~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.

## Temporary Disability Leave

Full-time employees who are unable to work due to a temporary disability (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. 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 may use all of your accrued health, vacation, personal and merit days prior to being granted an unpaid leave of absence. For example, should you require two weeks for minor surgery, you may utilize earned paid benefit days rather than requesting unpaid leave. However, you may reserve up to a total of 5 days of accrued time off for use in the remainder of the year.

If you require more than 12 weeks of unpaid disability leave during a 12-month period, EL will make good faith efforts to hold the position open beyond 12 weeks. However, EL business needs will dictate if EL must fill the position and 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 physician documentation.

### 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 the performance of your job. 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 4 or 8-hour increments~~any hour increments. Hourly, non-exempt full-time employees may take wellness in hour increments. Wellness days taken beyond 3 consecutive days must have a doctor's return to work notice indicating the nature of your illness and a release to return to your normal job duties.

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, health days in excess of what is earned will 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 ~~the front desk and~~ 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 on a percentage of time worked. (i.e., 32-hour employee will accrue 80% of the wellness accrual)

### 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 <sup>rd</sup> Monday in January
Memorial Day	Last Monday in May
Juneteenth	June 19 <sup>th</sup>
Independence Day	July 4 <sup>th</sup>
Labor Day	1st Monday in September
Day before Thanksgiving (½ day)	3 <sup>rd</sup> Wednesday of November
Thanksgiving	4 <sup>th</sup> Thursday in November
Friday after Thanksgiving	4 <sup>th</sup> Friday in November
Christmas Eve Day	December 24
Christmas Day	December 25
New Years Eve Day	December 31

Formatted: Superscript

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 will earn 10 days (80 hours) of vacation during their first year of employment at full-time status with the organization.

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).

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, extreme circumstances may prevent you from using your full compliment of days each year. In such cases, up to 6-8 days (6448 hours) per calendar year may be carried over to the following calendar year. Unused vacation beyond 86 days (6448 hours) will not be paid out and will be forfeited.

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.

If you terminate your employment with EL before one year of service, you will not be paid for vacation time earned. Vacation time earned, but not taken, after one year will be reimbursed in the form of pay, up to a maximum of two weeks (80 hours).

#### **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 compensation 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 compensation 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 day every six months (Jan 1 and July1). 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.

### **Compensation Leave**

For salaried exempt employees. If you engage in EL related business (exception is working on projects which are part of 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 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.

### **Flex Plan (Section 125 Plan)**

EL provides full-time employees the opportunity to take advantage of Section 125 of the Internal Revenue code, by allowing employees to pay certain insurance, medical and dependent care expenses before taxes through Employee Benefits Cooperative (EBC). Full details on this program are available from the Executive Director.

### **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

### **Telecommuting Remote Work**

EL considers telecommuting remote work to be a viable alternative work arrangement in cases where individual job and supervisor characteristics are best suited to such an arrangement. Telecommuting. This allows an employee to work at home, on the road or in a satellite location for part of their regular workweek. Telecommuting Remote working is a voluntary work 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.

### **Equal Benefits**

EL will equalize the total compensation between 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.

### **Employee Job Description**

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.

### **Employee Performance Responsibilities**

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.

**Commented [2]:** We have never actually had this in my time. I am looking into adding it to our offerings. Taking it out for now, there is no structure to support it.

The following list of work rule infractions or violations is merely illustrative and you are encouraged to read and understand it fully. Of course, it is not possible to list every conceivable type of violation and/or infraction. Many of these things have not been a problem for EL. If you take any one of these actions or similarly flagrant actions listed below, your conduct may result in disciplinary action, which may include the termination of employment:

- 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 without prior written authorization from the Executive Director.
- 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.
- Acting in conflict with the interests of EL.
- Disclosing confidential EL information without authorization.
- Non-compliance with Attendance/Tardiness guidelines, consistent with the policy on page 9.
- Sexual or other unlawful or unwelcome harassment.
- Unauthorized use of telephones, mail system or other employer owned equipment.

Of course, there are certain forms of non-performance based behavior, which may call for immediate termination of employment. Such situations will be handled in such a way as to best serve the professional image of EL and its employees.

#### **Evaluation of Performance**

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. ~~during Feb/March.~~

**Formatted:** Indent: Left: 0.07", Right: 0.16"

~~although, this~~ 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.

Your supervisor will work with you to try and resolve any dissatisfaction with your performance and/or feelings you may have regarding a reasonable chance for improvement. If unsatisfactory performance continues, normally a letter or warning will be written to you and a copy of it placed in your personnel file. You must then act on whatever suggestions are made concerning improvement. If your performance has not improved over a reasonable period of time, you may be terminated.

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 "Employee Performance Responsibilities" 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.

### 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 price positions to market by using local, national and industry specific survey data. The system used will be objective and non-discriminatory in theory, application and practice. Human Resources shall ensure that all individual jobs are market priced at least once every two years and that pay equity adjustments are administered in a fair and equitable manner. In the instances of a change of role and/or responsibilities, adjustments will be made consistent with data available.

Your pay is confidential between you and EL. All employees are compensated ~~semi-monthly for pay periods from the first through the 15<sup>th</sup> day and from the 16<sup>th</sup> day through the end of the month~~ bi-weekly on Fridays. ~~It is strongly encouraged that compensation will be deposited directly into the employee's check account.~~

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 mileager are sent to your address listes as a physical check and not added to your weekly pay.





## AGREEMENT

THIS AGREEMENT is hereby made and entered into DATE HERE by and between the City of Lawrence, a duly organized municipal corporation, hereinafter referred to as the "City" and eXplore Lawrence, Inc., hereinafter referred to as the "Contractor."

WHEREAS, on Replace with date of ordinance

WHEREAS, the City may, pursuant to the provisions of K.S.A. 12-1697, K.S.A. 12-1698 and amendments thereto enter into contracts to implement convention and tourism programs; and

WHEREAS, the City desires that some of the proceeds derived from the transient guest tax be used to contract for the implementation of convention and tourism programs within the City of Lawrence.

NOW, THEREFORE, IN CONSIDERATION OF THE MUTUAL COVENANTS CONTAINED HEREIN THE PARTIES AGREE AS FOLLOWS:

1. PURPOSE. The Contractor shall implement convention and tourism programs for the City in accordance with the performance indicators attached as ***Exhibit A*** which is incorporated herein by reference.

2. TERM. Upon acceptance of this Agreement by the City Manager, this Agreement commenced on DATE and will terminate on DATE (3 YEAR TERM)

3. BUDGET AND PAYMENT. The City shall remit to the Contractor seventy percent (70%) of the transient guest tax funds collected on a quarterly basis within 30 days of the end of each calendar quarter;

*provided, however, that:* (a) performance outcome reports, as specified in Section 5, are received; and (b) an accounting of the Contractor's expenditures at the end of each quarter is received (provided in budgetary format and in accordance with generally accepted accounting practices).

In the event that the City determines that the Contractor has not expended transient guest tax funds in accordance with this Agreement, **the Contractor will enter into a 60-day window to cure such a breach of the Agreement. If after the 60-day window no such cure has occurred,** the City may refuse payment or may offset the improper expenditure against future distributions due the Contractor. Neither the exercise of this remedy nor the failure to exercise this remedy shall limit or restrict the ability of the City to take other legal action to enforce its rights under this Agreement.

4. **BID FUND.** The City shall remit to the Contractor ten percent (10%) of the transient guest tax funds collected on a quarterly basis within 30 days of the end of each calendar quarter, and said amount shall be deposited into a BID Fund to be used solely for the attraction of conventions and events to the City; *provided, however, that each condition stated in Section 3 above is met.* The Bid Fund would be allowed to accrue indefinitely and Contractor shall not be penalized for not expending the Bid Fund. Accruals and disbursements of Bid Funds would be reported to the City on an annual basis.

5. **PERFORMANCE OUTCOMES.** The Contractor shall submit reports on a quarterly basis during the contract term; as well as a report covering the three-year contract term by DATE Such reports shall identify and quantify the performance indicators set forth.

6. **INSPECTION AND ACCESS TO CONTRACTOR RECORDS.** The City,

through its authorized agents, shall be entitled to inspect and audit all books and records of the Contractor to ensure compliance with the terms of this Agreement upon reasonable notice to the Contractor. The Contractor shall cooperate fully with all such inspections or audit requests.

7. TERMINATION. Notwithstanding Section 2, either party may terminate this Agreement for no cause, upon one hundred and eighty (180) calendar days' advance written notice. Either party may terminate this Agreement for cause based upon breach of a material provision of this Agreement, if the party in breach fails to cure the breach within sixty (60) calendar days of receiving written notice of the breach. Upon termination, the Contractor shall deliver to the City all transient guest tax funds in the possession of the Contractor after payment of all allowable expenses, including all items of tangible personal property purchased by the Contractor with transient guest funds which remain in the Contractor's possession as of the date of termination of this Agreement.

8. INDEMNIFICATION AND INSURANCE. The Contractor shall carry commercial general liability in the amount of one million dollars (\$1,000,000.00); bodily injury insurance on all automobiles used in the operations embraced by this Agreement in the amount of two hundred thousand dollars (\$200,000.00) for each person and five hundred thousand dollars (\$500,000.00) for each occurrence; and property damage liability insurance in the amount of twenty-five thousand dollars (\$25,000.00) for each occurrence. The Contractor shall bear the cost of said insurance policies at its own expense. The Contractor shall also furnish, at its own expense, evidence of a satisfactory workers' compensation insurance policy covering all

of the Contractor's employees to the statutory limit. Should any insurance policy be cancelled, the Contractor shall ensure that the City is notified of such cancellation within ten (10) business days after the effective date of cancellation. All insurance policies shall name the City as an additional insured. A certificate of liability insurance demonstrating compliance with this section shall be filed with the City within ten (10) business days after the Agreement is signed by the City Manager.

9. SECRETARY OF STATE CERTIFICATION. The Contractor shall be in good standing with the Kansas Secretary of State and shall submit a certificate from the Secretary of State as evidence of this status.

10. NO JOINT VENTURE: INDEPENDENT CONTRACTOR. Nothing herein contained shall be construed or held to make the City a partner, joint venturer or associate of the Contractor in the conduct of its business, nor shall either party be deemed the agent of the other, it being expressly understood and agreed that the relationship between the parties hereto is and shall at all times remain contractual as provided by the terms and conditions of this Agreement.

11. DISCRIMINATION. The Contractor shall not unlawfully discriminate against any employee, applicant for employment, recipient of service or applicant to receive services because of race, color, religion, sex, age, disability, national origin, or any other

class or status protected by law. The Contractor shall take affirmative action to ensure that employees, applicants for employment, recipients of service and applicants for service are treated equally and fairly without regard to their race, color, religion, sex, age, disability, national origin, or any other class or status as provided for by law. The Contractor shall, in all solicitations or advertisements for employees, or of services placed by or on behalf of the Contractor, state that all applicants shall receive consideration for employment or services without regard to race, color, religion, sex, age, disability, or national origin, or any other class or status as provided for by law.

12. ADA COMPLIANCE. The Contractor shall comply with Title II of the Americans with Disabilities Act (ADA) and the implementing regulations of 28 C.F.R. Part 35 as to all of its facilities and programs.

13. ASSIGNMENT. The Contractor shall not assign any interest in this Agreement and shall not transfer any interest in the same, whether by assignment or notation; provided, however, that claims for money due or that become due to the Contractor under this Agreement may be assigned to a bank, trust company or other financial institution upon written consent of the City thereto.

14. ENTIRE AGREEMENT. This Agreement and Exhibits A and B constitute the entire agreement of the parties and supersedes any and all prior agreements between the parties. As such, neither party shall rely upon any verbal representations, either

express or implied, which are not specifically stated herein. This Agreement shall not be amended or modified except by written agreement of both parties.

15. REPRESENTATIONS. By signing this Agreement, each party represents that the person signing this Agreement is authorized to execute this Agreement on behalf of such party, and that such party agrees to be bound by the provisions of this Agreement.

16. NOTICES. Any and all notices contemplated by this Agreement shall be given as follows:

*TO THE CITY:*

*TO THE CONTRACTOR:*

With a copy to the Board Chair

Such notices shall be given in writing and transmitted by U.S. Mail, postage prepaid, or hand delivered.

IN WITNESS WHEREOF, the parties have hereto executed this Agreement as of the day and year first above written.

CITY OF LAWRENCE, KANSAS

## EXHIBIT A

eXplore  
LAWRENCE, INC.  
Convention and Tourism Program Performance Indicators  
2022

---

In accordance with Contract No.\_\_\_\_ between the City of Lawrence and eXplore Lawrence, Inc.

(EL), EL will implement convention and tourism programs in accordance with the following performance indicators and will provide the following reports:

1. **Year to Date Profit and Loss Statements:** Financial Statement from EL demonstrating sound financial position.
2. **Year to Date Smith Travel Research (STR) Report:** STR (Smith Travel Research) is the source for benchmarking and analytical insights within the hotel industry, with over 6.8 million hotels worldwide reporting their data on a daily basis. The data tracked covers all of Douglas County and includes Average Daily Rate (ADR), occupancy %, Revenue per available room (RevPAR), total hotel nights, and total hotel revenues. **The goal is for the main hotel revenue indicators Occupancy %, Average Daily Rate (ADR) and Revenue Per Available Room (RevPAR) to outpace the 5 year citywide historical average.**
3. **Transient Guest Tax Annual Comparison:** This report illustrates transient guest tax collections and allocations compared to prior year.
4. **Attraction Attendance:** This report tracks attendance to major tourism attractions in the City on an annual basis. **The goal is to increase attendance numbers over the prior year.**
5. **Bid Fund Committed/Paid:** Reports bid fund recipients and future commitments. **The goal is that at least 50% of all bid fund collections in a year will be committed to events 24 months out or longer.**
6. **Marketing Report:** This report includes analytics for the website, social media, and ads. **The goal is to increase website views, engagement and social media followers over the prior year.**
7. **Tourism Development Report:** This report includes information regarding upcoming events.
8. **Sales Report:** Shows upcoming conventions and leads. **The goal is that all Bid Fund commitments will be contracted at a higher ADR than the citywide ADR in an effort to increase total revenues.**







Year over Year comparison. For internal use only.

