



eXplore Lawrence Board Meeting Agenda

Thursday, September 28th,

4:00 P.M. Carnegie Building Conference Room

1. Approval of Minutes
2. Financials
3. Staff Reports
4. Executive Director Report
5. Hiring Committee Update
6. Board Retreat

Explore Lawrence
August 2023 Board Meeting
Wednesday, August 30, 2023
Carnegie Building

Members Present: Drew Gaschler, Mike Logan, Anthea Scouffas, Tina Tourtillott, Porter Arneill, David Hayob, Amber Sellers (virtual)
Staff Present: Kim Anspach, Amy Schmidt Cowardin, Ruth DeWitt

All in attendance had in their possession copies of documents pertinent to the discussion.

Meeting Called to order at 3:30 pm by Mike Logan

1) Approval of July 2023 Minutes

- a) David made a motion to approve
- b) Anthea seconded
- c) None opposed
- d) Approval of July 2023 meeting minutes passes

2) Financial Report by Kim Anspach

- a) Kim and Anthea met during the month to review the budget and it's pacing well.
- b) DMI Transfer went through

3) Staff Reports by Kim Anspach

- a) Introduction of Ruth Dewitt, new Sales Manager to Explore Lawrence.
 - i) Came from KU School of Public Affairs
- b) Staff Anniversaries. Laurel Nagengast and Calley Vance, both 1 year.
- c) Andrea Johnson, Marketing Manager, resigned and is moving to a position at KU.
- d) Currently in the last week of Summer of Fun Pass
- e) Visitor Count was slightly down at the Visitor Center in July, but still 3rd highest amount of walk-ins for the year.
- f) Sales update. At the end of July, EL was at 91% of the qualified lead goal. 59 out of 65 qualified leads. The potential impact goal for the year has been met with \$3 million.
- g) Laura is off to 4 trade shows in the next 5 weeks, and Ruth will also be attending one of those. Ruth and Laura just got back from Connect Marketplace in Minneapolis.

6) Executive Director Report by Kim Anspach

- a) Pointed out a formal copy of EL Strategic plan provided for each board member.
- b) Have already made progress with Marketing/Communications, Community Partnerships, and Sales within the Strategic Plan.
- c) TGT collections are strong, up 16.69% YTD.
- d) STR Report July 2023, showed an average July

- e) Included Day Trend report in the board packet. Showed the best weekday occupancy have seen since receiving the report – August 13th through 19th. 82% Occupancy on the Wednesday of that week.
- f) Included a copy of the communication with activists concerned about the Belgian Waffle Ride in the Board packet.

7) Hiring Committee Report

- a) Applications for Director of Marketing and Communications are due September 8th.
- b) Hiring committee: Drew Gaschler, Emily Peterson, Mike Logan, and Kim Anspach will be on the hiring committee.
- c) Will push the position announcement out to some more places

8) New Business

- a) TGT Advisory Board for Grants
 - i) Peter Bobkowski needs to be replaced on the advisory board
 - ii) Porter described the process and the role of those on the advisory board
 - ii) Mike stated EL needs a voting EL board member to volunteer
- b) Anthea volunteered to be on the TGT Advisory Board and was approved by the EL board
- c) Tina made announcements regarding Haskell
 - i) Haskell's President Inauguration will be on September 15th, 2023
 - ii) Will be doing things throughout the entire year, leading up to Haskell's 140th Anniversary in September 2024

9)Adjournment to Special Executive Board Session

- a) Executive Session To discuss personnel matters of nonelected personnel

EXPLORE LAWRENCE INC
Statement of Financial Position
As of August 31, 2023

	Aug 31, 23
ASSETS	
Current Assets	
Checking/Savings	
1020 · US Bank Checking	226,585.78
1030 · US Bank Money Market	48,047.34
1050 · Reserve Fund	304,635.83
1060 · Petty Cash	215.00
Total Checking/Savings	579,483.95
Other Current Assets	
1420 · Prepaid Expenses	5,740.36
Total Other Current Assets	5,740.36
Total Current Assets	585,224.31
Fixed Assets	
2200 · Leasehold Improvement	107,174.01
2500 · Accumulated Depreciation	-25,007.30
Total Fixed Assets	82,166.71
Other Assets	
1225 · Deposits	3,100.00
Total Other Assets	3,100.00
TOTAL ASSETS	670,491.02
LIABILITIES & EQUITY	
Liabilities	
Current Liabilities	
Accounts Payable	
3000 · Accounts Payable	11,190.94
Total Accounts Payable	11,190.94
Credit Cards	
2109 · Credit Card - US Bank 2981	6,460.24
Total Credit Cards	6,460.24
Other Current Liabilities	
3100 · Payroll Liabilities	
3105 · Accrued Payroll	18,754.76
3110 · Federal & FICA Payable	1,434.74
3111 · KS Withholding Payable	586.00
3112 · FUTA Payable	306.18
3113 · KS SUTA Payable	28.98
3114 · Health Insurance Payable	-1,209.55
Total 3100 · Payroll Liabilities	19,901.11
3300 · Sales Tax Payable	57.74
Total Other Current Liabilities	19,958.85
Total Current Liabilities	37,610.03
Total Liabilities	37,610.03
Equity	
4100 · Beginning Fund Balance	759,035.23
Net Income	-126,154.24
Total Equity	632,880.99
TOTAL LIABILITIES & EQUITY	670,491.02

EXPLORE LAWRENCE INC
Profit & Loss Budget Performance
August 2023

	Aug 23	Budget	Jan - Aug 23	YTD Budget	Annual Budget
Ordinary Income/Expense					
Income					
5000 · Guest Tax	0.00	100,000.00	648,000.00	800,000.00	1,200,000.00
5100 · Visitors Guide	0.00	2,333.33	20,531.00	18,686.68	28,000.00
5200 · Merchandise Sales	337.24	333.33	2,542.21	2,666.68	4,000.00
5500 · DMI	12,000.00	1,000.00	12,000.00	8,000.00	12,000.00
5600 · Co-Op Marketing	500.00	883.33	11,769.22	7,066.68	10,600.00
5660 · DTN	1,460.00	500.00	5,100.00	4,000.00	6,000.00
5670 · Bid Fund	0.00	4,000.00	0.00	32,000.00	48,000.00
5700 · Miscellaneous Income	0.00	116.67	2,280.00	933.36	1,400.00
Total Income	14,287.24	109,166.66	702,222.43	873,333.40	1,310,000.00
Cost of Goods Sold					
6100 · Merchandise Cost					
6190 · Miscellaneous Costs	295.95	166.67	2,845.55	1,333.36	2,000.00
Total 6100 · Merchandise Cost	295.95	166.67	2,845.55	1,333.36	2,000.00
Total COGS	295.95	166.67	2,845.55	1,333.36	2,000.00
Gross Profit	14,001.29	108,999.99	699,376.88	872,000.04	1,308,000.00
Expense					
7000 · Payroll Expense					
7081 · Payroll	29,877.17	35,166.67	236,368.38	281,333.36	422,000.00
7083 · Accrued Payroll Expense	11,559.41		12,564.56		
7260 · Retirement Plan	752.32	1,916.67	6,556.72	15,333.36	23,000.00
7065 · Health Insurance	3,054.82	3,250.00	25,204.58	26,000.00	39,000.00
7070 · Incentive Program	0.00	1,250.00	6,950.00	10,000.00	15,000.00
Total 7000 · Payroll Expense	45,243.72	41,583.34	287,644.24	332,666.72	499,000.00
7100 · Payroll Tax Expense					
7100.1 · FICA Expense	3,169.88		19,575.05		
7100.2 · FUTA Expense	14.13		306.18		
7100.3 · SUTA Expense	19.79		781.44		
Total 7100 · Payroll Tax Expense	3,203.80		20,662.67		
7600 · Programs					
7601 · Advertising					
7601.10 · Magazine	500.00	1,746.50	8,846.00	13,972.00	20,958.00
7601.12 · Content	300.00	1,083.33	4,460.10	8,666.68	13,000.00
7601.14 · Outdoor	0.00	833.33	7,997.56	6,666.68	10,000.00
7601.15 · COOP Marketing Expense	0.00	708.33	7,169.22	5,666.68	8,500.00
7601.19 · Publications	0.00	541.67	0.00	4,333.36	6,500.00
7601.2 · Design	60.10	909.17	3,510.80	7,273.36	10,910.00
7601.21 · Opportunity Fund	3,790.58	2,026.83	17,335.01	16,214.68	24,322.00
7601.22 · Tracking	6,000.00	833.33	12,045.00	6,666.68	10,000.00
7601.24 · New Technology	0.00	416.67	0.00	3,333.36	5,000.00
7601.4 · Public Relations	18,472.11	2,125.00	20,063.10	17,000.00	25,500.00
7601.6 · I70 Distribution	0.00	1,583.33	8,155.47	12,666.68	19,000.00
7601.8 · Digital	39,284.52	14,166.67	108,197.45	113,333.36	170,000.00
7601.9 · Partner Media Buy Program	0.00	666.67	4,000.00	5,333.36	8,000.00
Total 7601 · Advertising	68,407.31	27,640.83	199,879.51	221,126.88	331,690.00
7619 · Incentive Travel					
7619.0 · General Fund	3,736.00	166.67	3,906.70	1,333.36	2,000.00
7619.1 · Committed Incentives	0.00	2,500.00	18,485.00	20,000.00	30,000.00
7619.2 · New Business	0.00	1,250.00	0.00	10,000.00	15,000.00
Total 7619 · Incentive Travel	3,736.00	3,916.67	22,391.70	31,333.36	47,000.00

EXPLORE LAWRENCE INC
Profit & Loss Budget Performance
August 2023

Accrual Basis

	Aug 23	Budget	Jan - Aug 23	YTD Budget	Annual Budget
7625 · Simpleview Data Base	0.00	1,416.67	17,071.79	11,333.36	17,000.00
7641 · Promotional Materials	0.00	2,500.00	20,043.19	20,000.00	30,000.00
7642 · Trade Shows					
7642.0 · General Fund	3,785.00	1,166.67	12,196.56	9,333.36	14,000.00
7642.1 · Trade Show Travel	1,481.62	500.00	1,461.62	4,000.00	6,000.00
Total 7642 · Trade Shows	5,246.62	1,666.67	13,658.18	13,333.36	20,000.00
7643 · Website Hosting	0.00	2,166.67	29,022.17	17,333.36	26,000.00
7644 · Printing and Reproduction	257.86	416.67	6,574.30	3,333.36	5,000.00
7645 · Special Projects					
7648 · Bids	0.00	4,000.00	8,333.00	32,000.00	48,000.00
7649 · Visitors Guide	0.00	3,583.33	52,492.44	28,666.68	43,000.00
Total 7645 · Special Projects	0.00	7,583.33	60,825.44	60,666.68	91,000.00
Total 7600 · Programs	77,647.79	47,307.51	389,466.28	378,460.36	567,690.00
7620 · Meeting programs	468.20	2,500.00	15,822.59	20,000.00	30,000.00
8200 · Admin and General					
8202 · Accounting	600.00	1,250.00	11,000.00	10,000.00	15,000.00
8203 · Rent	2,500.00	5,130.00	45,922.88	41,040.00	61,560.00
8204 · Software	35.75	166.67	1,525.61	1,333.36	2,000.00
8206 · Hardware	0.00	333.33	4,131.38	2,666.64	4,000.00
8210 · Technology Repair & Maintenance	0.00	1,166.67	1,550.48	9,333.36	14,000.00
8214 · Bank Service Charges	36.90	83.33	300.60	666.68	1,000.00
8214.1 · Bank Fees - Square	5.64		75.24		
8218 · Cash Over/Short	70.51		191.23		
8225 · Board Expenses	1,031.15	1,083.33	12,286.18	8,666.68	13,000.00
8226 · Leased Equipment	0.00	416.67	2,463.17	3,333.36	5,000.00
8230 · Dues/Subscriptions/Memberships	1,358.16	1,333.33	5,900.30	10,666.68	16,000.00
8234 · Insurance	183.68	1,000.00	6,628.64	8,000.00	12,000.00
8238 · Utilities	324.22	375.00	2,926.35	3,000.00	4,500.00
8239 · Janitorial / Cleaning	0.00	0.00	0.00	0.00	0.00
8242 · Legal	0.00	416.67	240.00	3,333.36	5,000.00
8244 · Janitorial/Cleaning	562.00	433.33	3,992.00	3,466.68	5,200.00
8245 · Retirement Plan Fees/Admin	0.00	183.33	1,281.38	1,466.68	2,200.00
8247 · Office Supplies	80.83	458.33	2,984.37	3,666.68	5,500.00
8248 · Postage and Delivery	148.65	333.33	3,641.23	2,666.68	4,000.00
8250 · Storage	408.19	195.83	1,588.69	1,566.68	2,350.00
8251 · Misc. Office General	176.67	375.00	1,867.32	3,000.00	4,500.00
8252 · Travel & Meetings					
8252.10 · Professional Development	0.00	833.33	4,331.04	6,666.68	10,000.00
8282.11 · EL Hosted Events	1,960.91	166.67	2,166.96	1,333.36	2,000.00
8282.12 · Staff Travel	126.38	500.00	4,105.50	4,000.00	6,000.00
8282.13 · Meetings	14.47	250.00	789.24	2,000.00	3,000.00
8282.14 · Staff Employee Benefits	249.79	166.67	1,473.37	1,333.36	2,000.00
Total 8282 · Travel & Meetings	2,351.55	1,916.67	12,866.61	15,333.40	23,000.00
8283 · Telephone/Internet	1,221.63	958.33	9,794.25	7,666.68	11,500.00
Total 8200 · Admin and General	11,095.53	17,609.15	133,157.91	140,873.60	211,310.00
8252 · Storage	0.00		196.75		
Total Expense	137,659.04	109,000.00	826,950.44	872,000.68	1,308,000.00
Net Ordinary Income	-123,657.75	-0.01	-127,573.56	-0.64	0.00
Other Income/Expense					
Other Income	1,076.97		4,991.80		
9020 · Interest Income	1,076.97		4,991.80		
Total Other Income					

4:15 PM

09/18/23

Accrual Basis

EXPLORE LAWRENCE INC
Profit & Loss Budget Performance
August 2023

	Aug 23	Budget	Jan - Aug 23	YTD Budget	Annual Budget
Other Expense					
9510 - Depreciation	446.56		3,572.48		
Total Other Expense	446.56		3,572.48		
Net Other Income	630.41		1,419.32		
Net Income	-123,027.34	-0.01	-126,154.24	-0.64	0.00

Board Report for August 2023 – SALES

GOALS

- Currently sitting at 82 of 65 (goal) for YTD 126%
- Currently sitting at 3.7 Million of 3 Million (goal) 123%

Laura out and about

- KU Relay Exec Board Mtg – Sponsorship expansion
- Day trip to Wichita – Sports KS Meeting – Toured Stryker Sports Complex and The Sports Forum
- Met with Chamber regarding sponsorship for city swap
- Met with KUH regarding the new Convention Center (KU)
- Clinton Marina – Float local event
- Ambassador Training @ Dole Center
- MPI – Educational event in KC @ Sheraton Crown Center
- On Boarded Ruth DeWitt
- Destination International – on line webinar on A.I.
- Attended the Gateway announcement on Campus
- Attended ribbon cutting at Wine Dive
- Attended KU Home opener Football Game – IMG marketing event
- Traveled to Minneapolis – Connect Marketplace Conference details follow (21st – 25th)
- Attended First Fuel Conference closing event @ Doubletree – Ratucky Derby.
- Shopped Sponsorships with Brian Sowers from National Fishing League

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Work in progress

- FIFA
- KU Relays Shot Put Downtown?
- Sponsors for KU Relays, National Fishing Tournaments
- Future NAIA, KCAC, Sporting Events in Lawrence.

CONFERENCE ATTENDED

Connect Marketplace

- Minneapolis MN

August 21 – 25 Laura, Ruth, Kendra, Laura
Chris Herman – Spring Hill

UPDATE: 5 From Lawrence went to the Conference. We met with 26 different organizations that plan conferences and conventions. Our main request was for Associations and Corporations. We are continuing to stay connected with these groups and have followed up with each of them individually.

Educational classes attended during this conference.

- The future is now – A.I.
- How Teamwork wins Gold
- CVBs Secret weapon for success

Sports Kansas – Booth representing all communities that are current members of Sports KS. – Paid for by the State. Lawrence items were distributed to inquiring guests.

UPCOMING CONFERENCES

SPORTS Relationship

- South Bend IN

September 10 – 14

Laura and Sports KS

Small Market Meeting

- Cedar Rapids IA

September 25 – 30

Laura, Ruth. Laura H

TEAM Conference

- Palm Beach, FL

October 1 – 5

Laura and Sports KS



Prepared On: 09/19/2023
Prepared By: Laura Carbrey

Leads By User

For Lead Status from Aug 1, 2023 to Aug 31, 2023

Laura Carbrey (11)	Meeting Date	Entry Date	Delegates	Total Room Nights	Econ Value
Digital Data					
Digital Data Annual Conference [3507]	05/29/2024	08/31/2023	400	1,200	190,800
Kansas Association of State Financial Aid Administrators					
KASFAA 2026 Annual Conference [3502]	04/08/2026	08/17/2023	75	160	25,440
Kansas Herpetological Society					
Kansas Herpetological 50th Anniversary Conference [3503]	11/03/2023	08/28/2023	200	200	31,800
Kansas Lions					
Kansas Lions Convention 2024 [3505]	05/31/2024	08/29/2023	200	213	33,867
Kansas Press Association					
KS Press Association 2024 Conference [3504]	06/06/2024	08/29/2023	20	25	3,975
KS Council of Health-System Pharmacy					
KCHP Annual Conference 2024 [3506]	04/19/2024	08/29/2023	20	20	3,180
KU Black Alumni Network (KUBAN)					
KUBAN Reunion Weekend 2023 [3499]	10/26/2023	08/14/2023	50	150	23,850
National Fishing League					
National Bass Tournament '24 [3490]	05/13/2024	06/30/2023	0	0	0
National Crappie Tournament [3489]	09/08/2024	06/30/2023	0	0	0
Prince Hall Shriners of Kansas					
2023 Desert of Kansas Potentate Commanders Joint Ball [3501]	12/01/2023	08/16/2023	175	120	19,080
2023 Lawrence E. Johnson Quint State Grandmasters Banquet and Ball [3500]	11/10/2023	08/16/2023	180	160	25,440
Total for Manager			1,320	2,248	357,432
Grand Total(11)			1,320	2,248	357,432



Prepared On: 09/19/2023
Prepared By: Laura Carbrey

Leads By User

For Lead Status from Jan 1, 2023 to Aug 31, 2023

	Meeting Date	Entry Date	Delegates	Total Room Nights	Econ Value
Kendra Schultz (1)					
Paper Plains Literary Festival					
Paper Plain Zine Fest 2023 [3464]	09/01/2023	03/29/2023	20	0	0
Total for Manager			20	0	0
Laura Carbrey (81)					
2024 Highway Geology Symposium					
2024 Highway Geology Symposium [3476]	08/25/2024	05/15/2023	110	420	66,780
Association of Academic Museums and Galleries					
AAMG 2023 [3461]	06/12/2023	03/20/2023	150	450	71,550
Barber Challenge					
Cuttin up Barber Showcase [3431]	02/04/2023	01/03/2023	0	20	3,180
Cuttin up Barber Showcase [3431]	02/04/2023	01/03/2023	0	10	1,590
Cuttin up Barber Showcase [3431]	02/05/2023	01/03/2023	20	10	1,590
Bespoke Sports Marketing					
NAPA Kansas City [3443]	09/07/2023	01/17/2023	30	75	11,925
Black and Veatch					
Black and Veatch Conference [3470]	08/16/2023	04/17/2023	0	0	0
Black and Veatch Conference [3470]	05/16/2023	04/17/2023	20	40	6,360
Black and Veatch Conference [3471]	11/15/2023	04/17/2023	20	40	6,360
Black Entrepreneurs of the Flint Hills					
Black and Bankable 2023 [3497]	08/30/2023	07/31/2023	6	18	2,862
Black Hills Energy					
Extended Leadership Training [3447]	06/13/2023	02/17/2023	50	100	15,900
Central States District of BHS					
BHS - Central States Fall Contest 2025 [2421]	10/16/2025	07/28/2022	0	0	0
BHS - Central States Fall Contest 2025 [2421]	10/16/2025	07/28/2022	0	0	0
BHS - Central States Fall Contest 2026 [1374]	10/15/2026	06/16/2021	0	0	0
BHS - Central States Fall Contest 2027 [1375]	10/07/2027	06/16/2021	0	0	0
Chamber of Commerce Executives of Kansas					
2023 CCEKS Annual Conference [3432]	11/01/2023	01/04/2023	40	90	14,310
Colorado Rapids 2 2023					
Colorado Rapids 2 2023 [3458]	07/29/2023	03/17/2023	50	28	4,452
CSI					
CSI St. Joseph March 2023 [3440]	03/03/2023	01/11/2023	50	625	99,375
Delta Gamma Sorority					
Delta Gamma Reunion '63 - 67 (2023) [3477]	10/13/2023	06/02/2023	0	40	6,360
Digital Data					
Digital Data Annual Conference [3507]	05/29/2024	08/31/2023	400	1,200	190,800
ESPN					
College Game Day Studio Show '23 [3445]	11/15/2023	02/03/2023	110	315	50,085
Game Day Hoops 2023 [3448]	02/15/2023	02/17/2023	50	0	0
Game Day Hoops 2023 [3448]	02/15/2023	02/17/2023	0	125	19,875
Federation International Football Association					
2026 FIFA World Cup [2422]	05/15/2026	08/01/2022	0	0	0
Free State Brewing Co					
Kansas Craft Beer Brewers Expo 2023 [3433]	03/03/2023	01/05/2023	0	0	0
Kansas Craft Beer Brewers Expo 2023 [3433]	03/03/2023	01/05/2023	30	60	9,540
Fuel True					
True Fuel [3496]	08/28/2023	07/13/2023	75	120	19,080
Golf Course Superintendents Association of America					
GCSAA Women's Leadership Journey 2023 [3469]	11/07/2023	04/10/2023	60	180	28,620

Kendra Schultz (1)	Meeting Date	Entry Date	Delegates	Total Room Nights	Econ Value
Higher Education Protection Network					
HEPNet Annual Conference 2024 [3478]	10/13/2024	06/02/2023	125	625	99,375
Houston Dynamo 2					
Houston Dynamo 2 2023 [3453]	04/29/2023	03/17/2023	32	32	5,088
Inferno Dance					
Inferno Dance Regional 2024 [3473]	03/21/2024	04/25/2023	30	47	7,473
Kansas Association of Osteopathic Medicine					
2024 Spring Continuing Ed [3468]	03/11/2024	04/10/2023	0	0	0
2024 Spring Continuing Ed [3468]	03/21/2024	04/10/2023	0	62	9,858
2024 Spring Continuing Ed [3468]	03/12/2024	04/10/2023	70	0	0
Kansas Association of State Financial Aid Administrators					
KASFAA 2026 Annual Conference [3502]	04/08/2026	08/17/2023	75	160	25,440
Kansas Forest Services					
2023 Region 2 Forest Stewardship & Forest Legacy Coordinator [3498]	10/02/2023	07/31/2023	25	100	15,900
Kansas Geological Survey					
CUSP Conference 2023 [3465]	06/19/2023	03/31/2023	50	180	28,620
CUSP Conference 2023 [3465]	06/19/2023	03/31/2023	50	120	19,080
Kansas Half Marathon/5K					
Kansas 1/2 Marathon + 5K [3462]	11/03/2023	03/20/2023	0	0	0
Kansas 1/2 Marathon + 5K [3462]	11/03/2023	03/20/2023	250	0	0
Kansas Herpetological Society					
Kansas Herpetological 50th Anniversary Conference [3503]	11/03/2023	08/28/2023	200	200	31,800
Kansas Lions					
Kansas Lions Convention 2024 [3505]	05/31/2024	08/29/2023	200	213	33,867
Kansas Lions State Convention 2024 [3442]	06/07/2024	01/13/2023	100	130	20,670
Kansas Press Association					
KS Press Association 2024 Conference [3504]	06/06/2024	08/29/2023	20	25	3,975
Kansas Statewide Homeless Coalition					
Kansas Statewide Homeless Coalition Conference 2024 [3466]	04/22/2024	04/04/2023	100	300	47,700
Kansas University Native Americans					
FNSA Powwow & Indigenous Cultures Festival [3450]	04/07/2023	02/28/2023	0	12	1,908
FNSA Powwow & Indigenous Cultures Festival [3450]	04/07/2023	02/28/2023	50	12	1,908
KIPCOR					
Restorative Justice Conference 2023 [3426]	06/07/2023	12/05/2022	0	-220	-34,980
Restorative Justice Conference 2023 [3426]	06/07/2023	12/05/2022	0	300	47,700
KS Council of Health-System Pharmacy					
KCHP Annual Conference 2024 [3506]	04/19/2024	08/29/2023	20	20	3,180
K-State Research & Extension-- Douglas County					
Kansas Association of County Agriculture Agents 2024 [3467]	03/26/2024	04/10/2023	0	-20	-3,180
Kansas Association of County Agriculture Agents 2024 [3467]	03/12/2024	04/10/2023	50	100	15,900
KU Athletics Department					
100th Year Kansas Relays 2023 [3434]	04/13/2023	01/05/2023	0	105	16,695
100th Year Kansas Relays 2023 [3434]	04/13/2023	01/05/2023	250	0	0
Bob Timmons Indoor Invite - Collegiate '23 [3484]	12/01/2023	06/19/2023	200	300	47,700
Kansas Relays 2024 [3480]	04/18/2024	06/08/2023	1,500	2,600	413,400
Rim Rock Farm High School Classic '23 [3483]	09/21/2023	06/19/2023	150	450	71,550
Rim Rock XC Collegiate Classic '23 [3482]	09/01/2023	06/19/2023	0	400	63,600
Rock Chalk Open - High School '23 [3485]	01/26/2024	06/19/2023	0	0	0
Rock Chalk Open - High School '23 [3485]	01/26/2024	06/19/2023	150	300	47,700
KU Black Alumni Network (KUBAN)					
KUBAN Reunion Weekend 2023 [3499]	10/26/2023	08/14/2023	50	150	23,850
Lawrence Art Center					
Free State Film Festival 2023 [3463]	06/25/2023	03/29/2023	0	-140	-22,260
Free State Film Festival 2023 [3463]	06/25/2023	03/29/2023	50	350	55,650
Lawrence Art Guild					
Art in the Park-Artist Block [3446]	09/15/2023	02/15/2023	30	90	14,310
Los Angeles Football Club 2					
LAFC2 - 2023 [3452]	04/08/2023	03/17/2023	30	30	4,770
Mars Global Services					
Mars Supply Capability Week [3491]	12/10/2023	07/05/2023	120	430	68,370
Minnesota United FC 2					
Minnesota United FC 2 [3460]	08/18/2023	03/17/2023	50	34	5,406
Missouri State University					
Missouri State vs KU Football 2023 [3472]	08/31/2023	04/19/2023	50	30	4,770
Mix Master 2023					

	Meeting Date	Entry Date	Delegates	Total Room Nights	Econ Value
Kendra Schultz (1)					
Mix Master 2023 [3486]	09/08/2023	06/26/2023	20	40	6,360
MOKAN Basketball					
Hardwood Classic 2023 #1 [3437]	07/06/2023	01/09/2023	1,000	400	63,600
Hardwood Classic 2023 #2 [3438]	07/21/2023	01/09/2023	0	0	0
Hardwood Classic 2023 #2 [3438]	07/06/2023	01/09/2023	1,000	400	63,600
Hoop City Classic 2023 [3436]	07/06/2023	01/09/2023	1,000	600	95,400
National Christian Homeschool Champions					
2023 Volleyball NCHC [3435]	10/19/2023	01/06/2023	0	400	63,600
2023 Volleyball NCHC [3435]	10/19/2023	01/06/2023	200	460	73,140
2024 NCHC Basketball [3493]	02/21/2024	07/05/2023	240	800	127,200
NCHC Basketball Heartland Regionals [3481]	02/21/2024	06/19/2023	300	900	143,100
National Fishing League					
National Bass Tournament '24 [3490]	05/13/2024	06/30/2023	0	0	0
National Bass Tournament '24 [3490]	09/23/2024	06/30/2023	150	700	111,300
National Crappie Tournament [3489]	09/08/2024	06/30/2023	0	0	0
National Crappie Tournament [3489]	03/25/2024	06/30/2023	150	700	111,300
NE Bee Keepers Association					
NE Bee Keepers 2023 Meeting [3449]	06/01/2023	02/17/2023	50	100	15,900
North Texas SC					
North Texas SC 2023 [3455]	06/24/2023	03/17/2023	30	30	4,770
People Grove					
People Grove Conference [3479]	09/26/2023	06/02/2023	0	26	4,134
People Grove Conference [3479]	09/26/2023	06/02/2023	80	160	25,440
Portland Timbers 2					
Portland Timbers 2 2023 [3459]	08/12/2023	03/17/2023	50	40	6,360
Prince Hall Grand Lodge					
2027 Celebration [2427]	05/31/2027	08/09/2022	0	0	0
Prince Hall Shriners of Kansas					
2023 Desert of Kansas Potentate Commanders Joint Ball [3501]	12/01/2023	08/16/2023	175	120	19,080
2023 Lawrence E. Johnson Quint State Grandmasters Banquet and Ball [3500]	11/10/2023	08/16/2023	180	160	25,440
REV IT UP Car Show					
REV IT UP 2023 [3451]	09/29/2023	03/06/2023	75	225	35,775
San Jose Earthquakes 2					
San Jose Earthquakes 2 2023 [3457]	07/15/2023	03/17/2023	14	28	4,452
Suez Water Technologies					
Incineration Network Forum 2023 [3444]	06/04/2023	01/24/2023	50	105	16,695
Sunflower Outdoor & Bike Rental					
Belgian Waffle Gravel Race [3494]	07/09/2023	07/07/2023	20	60	9,540
Belgian Waffle Gravel Race 2023 [3439]	10/12/2023	01/09/2023	-100	-400	-63,600
Belgian Waffle Gravel Race 2023 [3439]	10/12/2023	01/09/2023	600	1,500	238,500
Tacoma Defiance 2					
Tacoma Defiance 2 [3454]	06/14/2023	03/17/2023	0	30	4,770
The Achievement and Assessment Institute at KU					
KAP Summer Educators Review [3492]	07/16/2023	07/05/2023	45	66	10,494
The Association of Public and Land-grant Universities					
APLU 2024 GCA Summer Meeting [3495]	07/30/2024	07/13/2023	90	270	42,930
Topeka Impact					
KC Pre Nationals 2023 [3441]	06/08/2023	01/12/2023	1,100	2,150	341,850
KC Pre Nationals 2023 [3441]	06/08/2023	01/12/2023	400	1,450	230,550
Vancouver Whitecaps 2					
Vancouver Whitecaps 2 2023 [3456]	06/30/2023	03/17/2023	35	32	5,088
Varsity Brands					
2023 Varsity Spirit Camp KS1 UDA [3487]	06/26/2023	06/27/2023	100	279	44,361
Varsity Spirit Camp KSLAW1 [3488]	06/23/2024	06/30/2023	100	102	16,218
Wounded Warrior Project					
Dallas/Kansas City Summit 2023 [3475]	09/28/2023	05/12/2023	0	-18	-2,862
Dallas/Kansas City Summit 2023 [3475]	08/31/2023	05/12/2023	40	80	12,720
Total for Manager			12,542	23,488	3,734,592
Grand Total(82)			12,562	23,488	3,734,592



AUGUST MARKETING REPORT

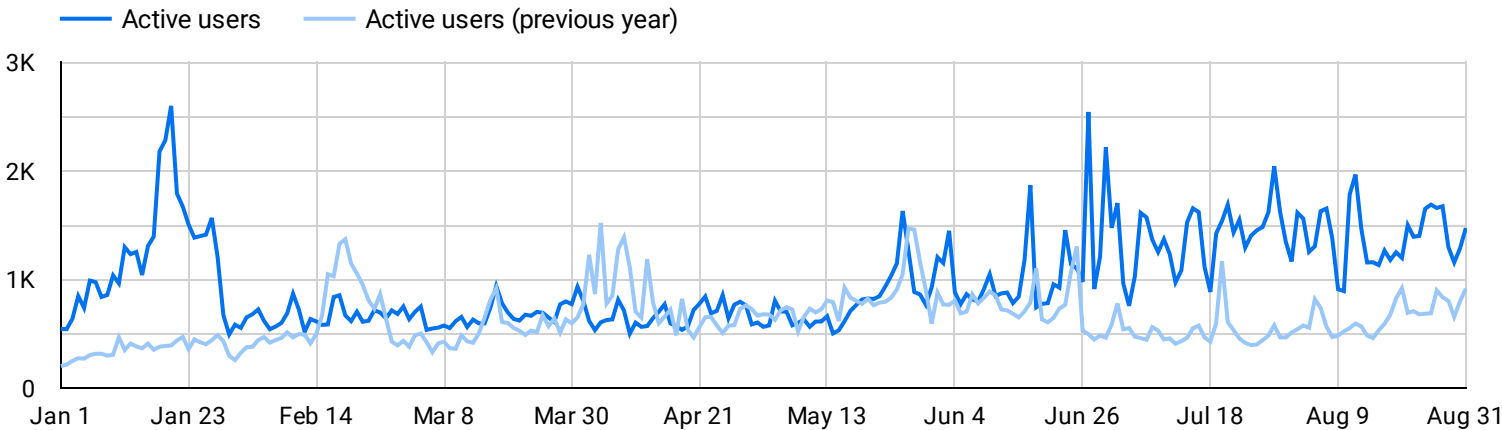
AUGUST MARKETING SUMMARY

In August our marketing message focused on our Passports Program, especially the Lawrence Summer of Fun pass, Final Fridays, Live Music (particularly events), National Black Business Month, and Sporting KC II. The Lawrence Summer of Fun Pass had another great month with nearly 300 check-ins at partner locations, and we saw an increase in pass points exchanged for prizes and entries to our sweepstakes as the pass finished up at the end of the month. Digital Display campaigns are running for Live Music, The Kaw Valley Craft Pass, the Summer of Fun Pass, and Final Fridays. New blogs include live music, No Free Lunches: Free State Brewing Co., Come for Final Friday, stay for the Weekend, 10 Things Not to Miss at Art in the Park, Agritourism at Juniper Hill Farm & Table, and Sporting KC II. Our website traffic and engagement was up significantly over last year and last month.

EXPLORELAWRENCE.COM

Total website users for August were 39,973, 112.1% more than the same period last year and a 0.8% decrease from last month. 37,187 of the users in August this year were first-time visitors to the site. Each user averaged 11 "events" on the site (up 23.2% from last year), including page views, scrolls, link clicks, video views, etc. Page views were up 70.1% over last year, with 121,566. The most viewed content in August was the Lawrence Summer of Fun Pass, Events Calendar, Kaw Valley Craft Pass, Restaurant Listings, and Home Page.

Total users	New users	Event count	Event count per user	Views
39,973	37,187	432,094	11	121,566
↑ 112.1%	↑ 105.6%	↑ 158.0%	↑ 23.2%	↑ 70.1%

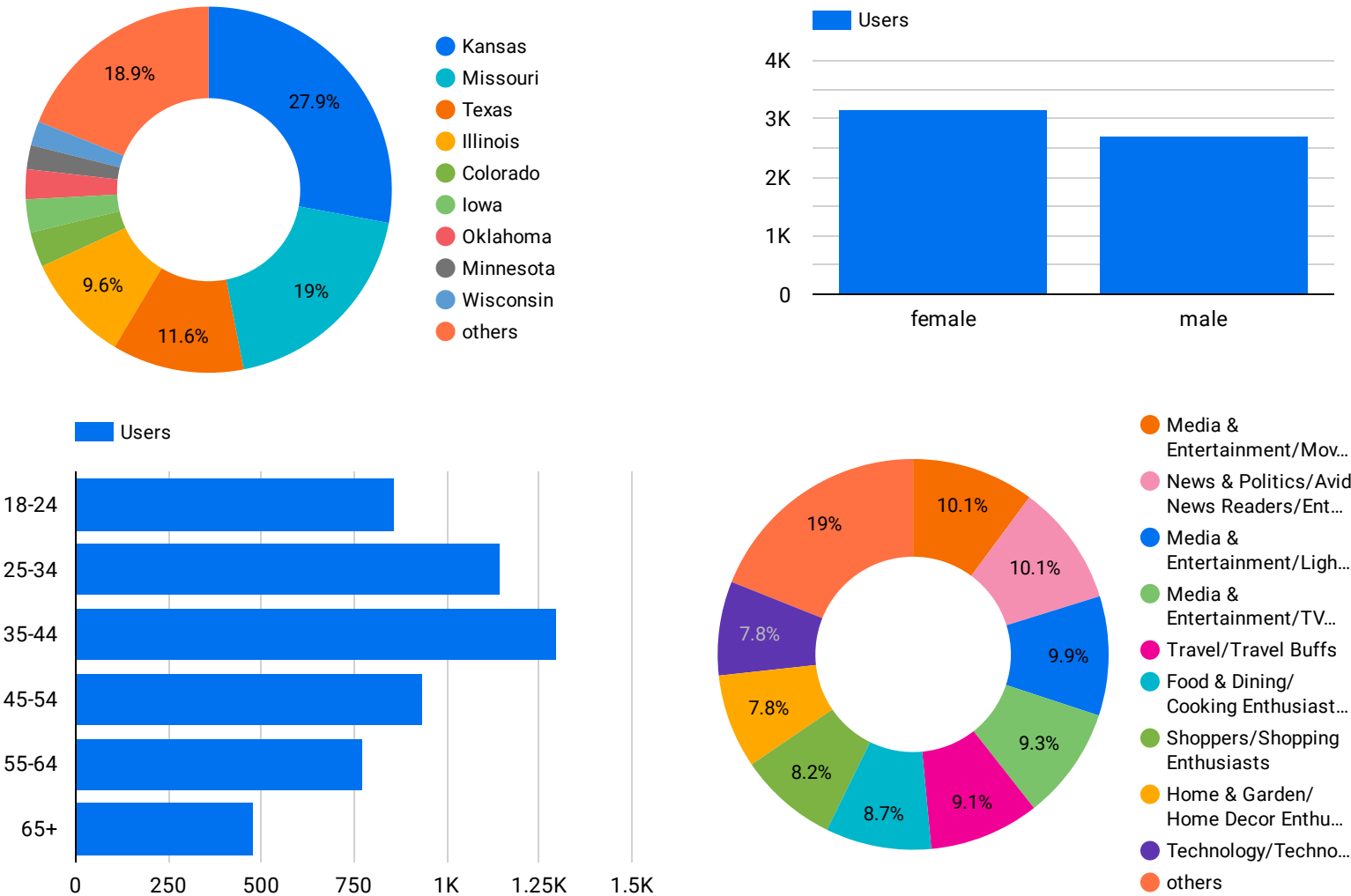


Event name ▾	Event count	% Δ
view_search_results	225	4.2% ↑
view_item	55	-
video_start	93	-30.1%...
video_progress	220	-37.1%...
video_complete	26	-61.2%...
vg_request	99	-
user_engagement	30,806	-11.2%...
session_start	52,386	113.7...
scroll	122,825	878.8...
purchase_referral	107	-

Page title	Views ▾	% Δ
Lawrence Summer of Fun Pass	27,781	-
Events Calendar - Unmistakably Lawr...	18,811	26.3...
Kaw Valley Craft Pass	5,780	-
Explore - Unmistakably Lawrence	4,861	49.4...
Eat - Unmistakably Lawrence	4,493	-16.3...
Concerts & Live Music	2,821	63.6...
Shop - Unmistakably Lawrence	1,925	15.1...
See - Unmistakably Lawrence	1,730	-5.9%...
Downtown & Mass Street	1,718	1,274...
Final Fridays in Lawrence, Kansas	1,550	113.5...

EXPLORELAWRENCE.COM USERS

In August, the states users visited explorelawrence.com the most from were Kansas, Missouri, Texas, Illinois, and Colorado. There were more female than male users. The majority of users were between the ages of 25-54, although we do seem to be seeing an uptick in users ages 18-24. Users share interests in news, movies, TV, cooking, travel, technology, and shopping.



EXPLORELAWRENCE.COM ACQUISITION

The leading traffic channels were paid search, organic search, direct traffic, organic social, and referral traffic. The top traffic sources were Google, Facebook, kuathletics.com, Bing, stackadapt, and ku.edu. It's encouraging to see the increase in organic traffic compared to last year.

Session default channel group	Sessions ▾	% Δ	Session source	Sessions ▾	% Δ
Paid Search	21,403	1,329...	google	40,804	225.5...
Organic Search	19,880	72.0%...	(direct)	4,710	90.7...
Direct	4,710	90.7%...	facebook.com	1,677	-1.4%...
Organic Social	2,731	-20.1...	kuathletics.com	845	42,15...
Referral	1,990	380.7...	m.facebook.com	510	83.5...
Display	782	2,907....	bing	461	62.9...
Email	311	20.5%...	gdn	447	-
Unassigned	154	-96.8...	stackadapt	335	-
			ku.edu	323	976.7...
			yahoo	254	42.7...

SOCIAL MEDIA

August's social media activity on Facebook, Instagram, Twitter, and TikTok resulted in 305 new fans, 261,201 impressions, 8,186 post engagements, and 7,415 video views. Popular content included welcoming the students, Black Business Month highlights, Grinter Farms, 1313 Mockingbird Lane anniversary party, Football game day guide, live music, and Final Fridays.

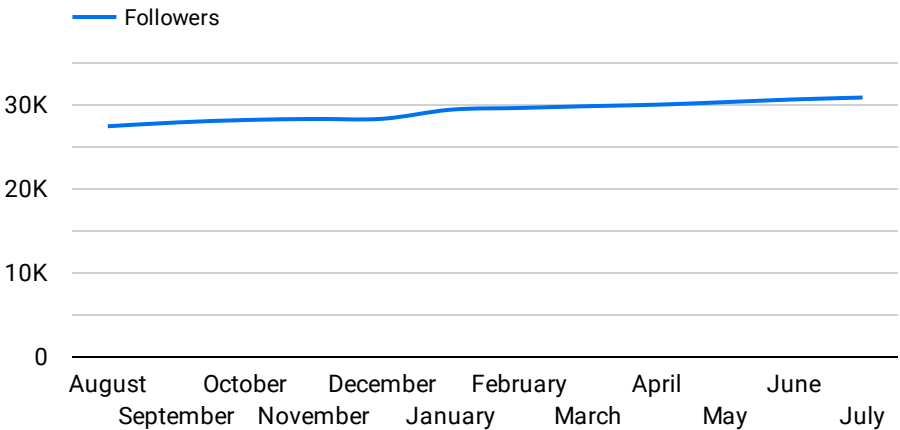
Platform	Impressions ▾	Engagem...	Video Views	New Followers
Facebook	191,416	4,341	1,333	114
Instagram	62,866	3,579	4,598	153
Twitter	5,435	236	null	26
TikTok	1,484	30	1,484	12

Impressions
261,201

Engagement
8,186

Video Views
7,415

New Followers
305



ENEWS

The August leisure e-blast was sent to 5,071 recipients. 2,102 recipients opened the email, and there were 163 clicks on links within the email. The most popular content was Live Music, Events Calendar, Summer of Fun Pass, History Blog, Sandbar Block Party, and Kaw River Roots Festival.

Recipients
5,071

Opens
2,102

Clicks
163

Link	Clicks ▾
Live Music	63
Events Calendar	45
Summer of Fun Pass	34
History Blog	27
Sandbar Block Party	23
Kaw River Roots Festival	18
No Free Lunches: Free State Brewery	17
Civil War on the Border	17
Kansas Football Kickoff Party	12
Kansas State Fiddling & Picking Championships	12



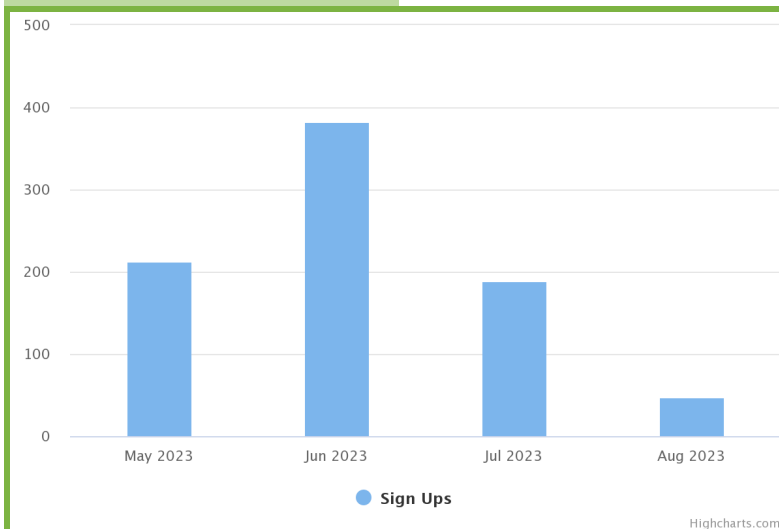
SUMMER OF FUN PASS REPORT



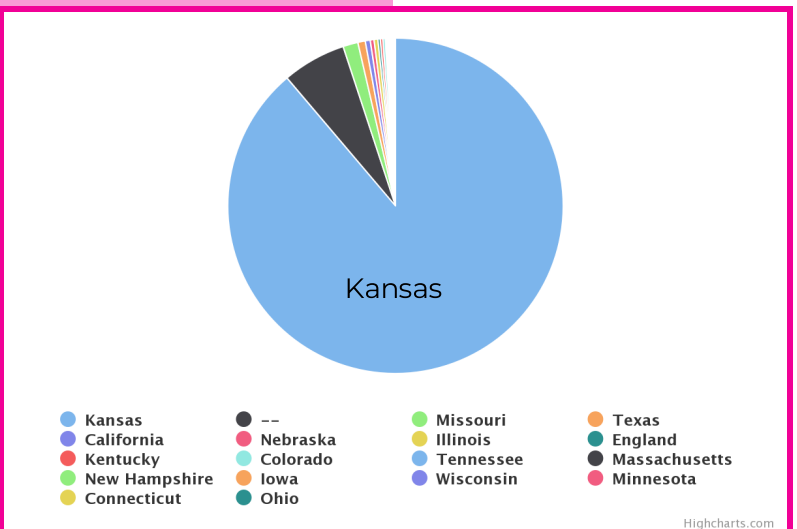
BANDWANGO DATA

The Summer of Fun Pass ran from Monday, May 29, 2023, to Thursday, August 31, 2023. There were 831 total sign ups at 961 total check-ins. A vast majority of participants were from Kansas, but we also saw participants from Missouri, Texas, California, Nebraska, Illinois, and more. The most visited participating venues were the library, Syllas & Maddy's Ice Cream, South Park, the Toy Store, Mass Street Soda & Sweets, the Lawrence Outdoor Aquatic Center, Wonderfair, the Visitors Center, and the Lawrence Arts Center. There were 86 total entries to our sweepstakes, and 89 prize redemptions.

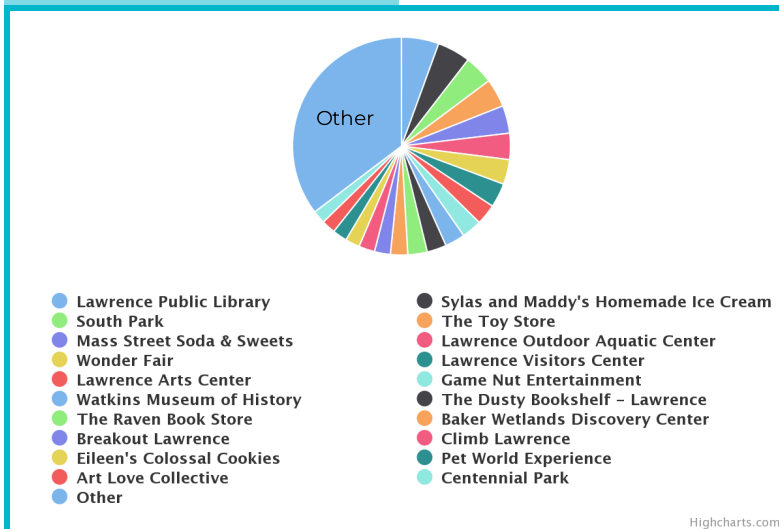
SIGN UPS BY MONTH



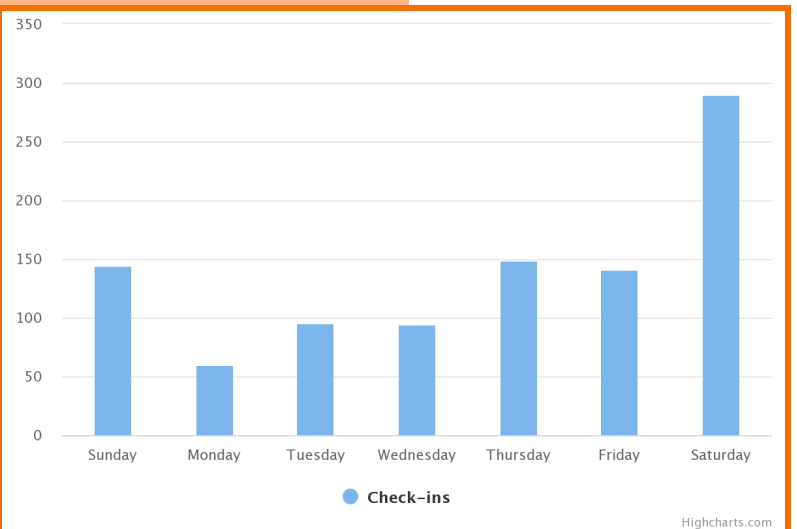
PARTICIPANT STATE



MOST VISITED VENUES



CHECK-INS BY WEEKDAY



EXPLORELAWRENCE.COM DATA

Between May 1, 2023, and September 1, 2023, the Lawrence Summer of Fun Pass landing page was the second top-viewed page on the site, with only the Leisure Events Calendar getting more views. The Summer of Fun Pass page had far and away the most total users of any page on the site.

Page title	Views	Total users
1... Lawrence Summer of Fun Pass	62,819	25,058
2... Events Calendar - Unmistakably Lawren...	81,910	14,394
3... Explore - Unmistakably Lawrence	17,271	11,465
4... Kaw Valley Craft Pass	16,939	11,004
5... Play - Unmistakably Lawrence	5,634	4,197

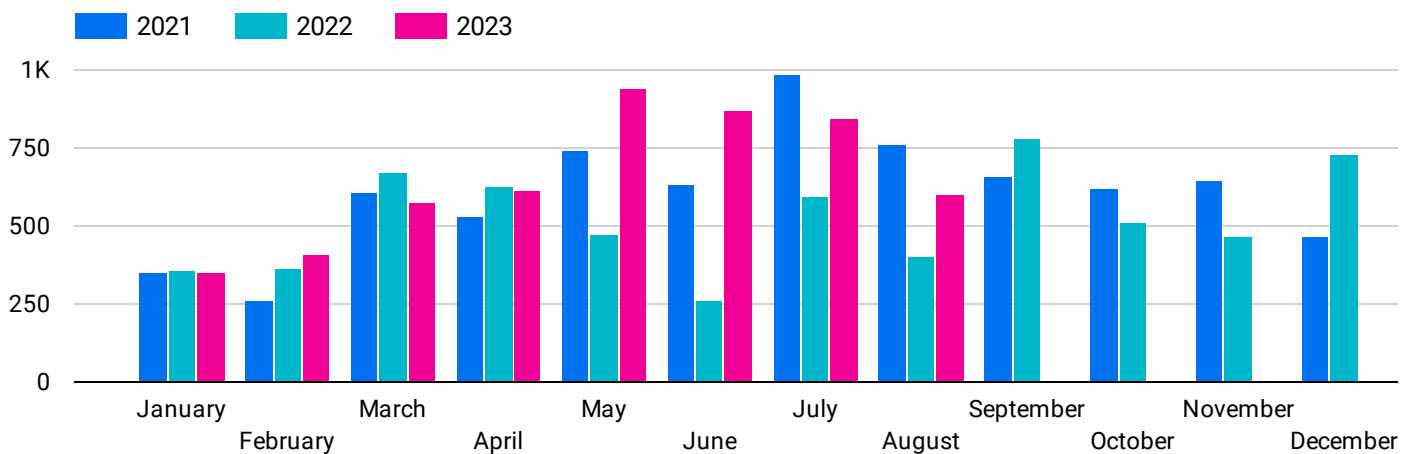


JUNE 2023 VISITOR CENTER REPORT

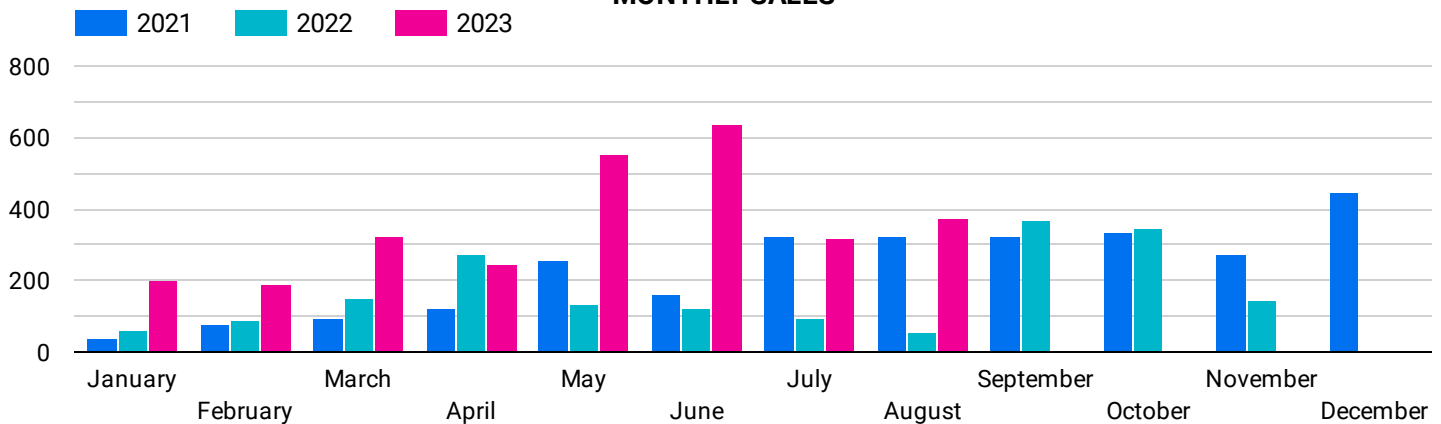
JULY VISITOR CENTER SUMMARY

After a very hot month, the visitor count for August was 603, a decrease from 849 in July. We continued to promote our Summer of Fun Pass with multiple people coming in for prize redemptions. Our featured Final Fridays artist this month is painter and Lawrence Art Guild member, Gil Ortiz. His work will be on display through September. Sales have increased slightly this month to a total of \$373. Final Friday Flags are available once again at the Visitor Center for local businesses. The flags were our most profitable item this month followed by postcards.

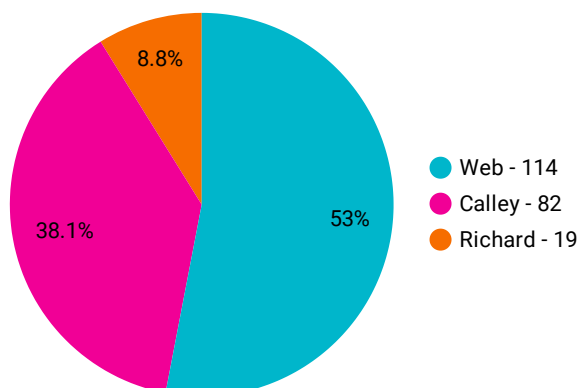
VISITORS CENTER WALK-INS



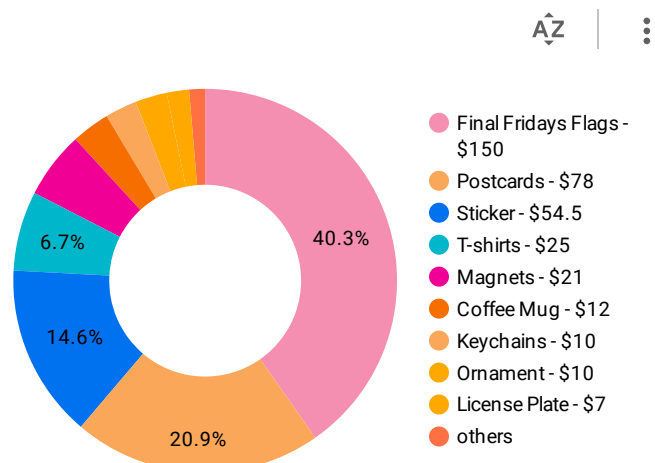
MONTHLY SALES



CALENDAR OF EVENT ENTRIES



PRODUCT SALES



VISITORS CENTER PARTNER REFERRALS

	Account Name ▲	August
1.	1900 Barker on Mass	3
2.	Acme	2
3.	Art Love Collective	1
4.	Baker University Wetlands	5
5.	Beimer's BBQ	1
6.	Bigg's BBQ	1
7.	Black Stag Brewery	3
8.	Clinton Lake	7
9.	Constitution Hall	1
10.	Crescent Moon Winery Tasting Room	2
11.	Debruce Center	5
12.	Earthbound Trading Co.	1
13.	Eccentricity	1
14.	Free State Brewery	9
15.	Glik's	1
16.	Haskell Cultural Center	7
17.	Jefferson's	1
18.	Johnny's Tavern	2
19.	KU Alumni Association	1
20.	KU Natural History Museum	9
21.	Noodles & co	1
22.	Papa Kenos	2
23.	Phoenix Gallery	3
24.	Prairie Park Nature Center	1
25.	River Rat Print & Skate	1
26.	Rudy's Pizza	1
27.	Ruff House Paperie	1
28.	Spencer Art Museum	3
29.	Stanley James Smokehouse	1
30.	Striped Cow	2

eXplore Lawrence

2023 Strategic Plan Action Plan

Blue = Objective Benchmark

Green = Actual Number Achieved

Goal 1: SALES	Owner	Due Date	Notes				
1.1) Research other similarly-sized regional communities and university towns to	Sales Director	12/31/2023					
1.2) Develop a Lawrence event-organizer services menu, including venue/event	Sales Director	12/31/2023					
1.3) Reverse prospect group and event sales by leveraging local connections to	Sales Director	KU & HU=					
1.4) Develop and implement a plan to incentivize group bookings based on the	Sales Director	Developed =					
1.5) Develop and implement an incentive program for individual	Sales Director	Developed =					
1.6) Create a passport program specifically for engaging World Cup 2026 fans with	Sales Director &	Developed =					
1.7) Support eXplore Lawrence staff in attending 1 new tourism conference, trade	Executive Director	12/31 annually	Sales Team has 4 conferences booked for 23. 3 of which were new				
1.8) Feature the Director of Sales as a key community resource and recruit, train,	Executive Director	12/31/2023					
Goal 1: SALES Objectives	Starting	FY2023	FY2024	FY2025	FY 2026	FY 2027	
Increase visitor spending on lodging to 100% of 2019 levels by the end of FY 2024	2019 = \$46.3		\$46,300,000	\$48,615,000	\$51,045,750	\$53,598,038	
Increase the number of hotel nights booked as a result of group/business events							
Increase the number of hotel nights booked on Sunday-Thursday by 3% per year							
Develop a metric and evaluation plan for understanding the impact of World Cup							
Increase the number of leads generated through the proactive work of eXplore							
Goal 2: MARKETING & COMMUNICATIONS	Owner	Due Date	Notes				
2.1) Create regional marketing campaigns focused on roadtrippers from major	Marketing Director	12/31/23 =	Under way				
2.2) Create a marketing campaign specifically aimed at attracting "bleisure"	Marketing Director	12/31/2024					
2.3) Collaborate with community partners to develop events designed to lengthen	Marketing Director	12/31/2024					
2.4) Create itineraries to promote multiple night stays around grassroots Lawrence	Marketing Director	12/31/2024					
2.5) Collaborate with diverse community partners to expand the passport program	Marketing Director	12/31/2024					
2.6) Promote the Lawrence "fan experience" for World Cup 2026 by collaborating	Marketing Director,	12/31/2025					
2.7) Use the new strategic plan to create an advocacy/marketing campaign for	Marketing Director	12/31/2025					
Goal 2: MARKETING & COMMUNICATIONS Objectives	Starting	FY2023	FY2024	FY2025	FY 2026	FY 2027	
Increase visitor spending in Douglas County to 2019 levels by the end of FY 2023	2019 =	\$272,500,000	\$286,125,000	\$300,431,250	\$315,452,813	\$331,225,453	
Restore the share of direct jobs supported by Douglas County visitor activity to		2,792	2,932	3,078	3,232	3,394	
Acquire 250,000 website users by the end of FY 2023 and increase by 5% annually		250,000	262,500	275,625	289,406	303,877	
Generate 225,000 Social Engagements by the end of FY 2023 and increase by 5%		225,000	236,250	248,063	260,466	273,489	
Increase Social Follower Count to 32,500 by the end of FY 2023 and increase by 5%		32,500	34,125	35,831	37,623	39,504	
Engage at least 40 partners in marketing the "fan experience" for Word Cup 2026	New.						
Increase public recognition of eXplore Lawrence's organizational identity by 5% per	New.						
Goal 3: COMMUNITY PARTNERSHIPS	Owner	Due Date	Notes				
3.1) Expand strategic partnerships with key community organizations, including but	Sales Director,	12/31/23 = KU					
not limited to the University of Kansas, Panasonic, and transportation providers, as	Executive Director,	12/31/24 =					
demonstrated by collaborative projects and shared economy-building initiatives.	& Marketing	Transportation					
	Director	12/31/25 =					
		Panasonic	Working with KU Hosp on sales missions coordination aug-oct23				

3.2) Reestablish the arts and nonprofit roundtable sessions, including representatives from local attractions, nonprofit organizations, and community events, that meets monthly to discuss city-wide tourism goals and strategies.	Executive Director & Director of Marketing	12/31/2023	Arts Roundtable is restarted and thriving.			
3.3) Attend state legislature sessions and develop relationships with state	Executive Director	12/31/2023				
3.4) Convene an annual summit of tourism industry stakeholders in the region with	Executive Director	12/31/2025				
3.5) Incentivize engagement of hotel industry employees in monthly DOS meetings	Executive Director	12/31/2023	Classes relaunched in August. Planning a class in November			
3.6) Rebuild and grow the eXplore Lawrence Ambassador Program by creating	Executive Director	12/31/2025				
3.7) Developing a Local Social Media Influencer Program by recruiting social media	Director of Marketing	12/31/2025				
3.8) Approach the 2026 World Cup as an opportunity to test out new regional	Executive Director	12/31/2026				
Goal 3: COMMUNITY PARTNERSHIPS Objectives	Starting	FY2023	FY2024	FY2025	FY 2026	FY 2027
Hold quarterly meetings with KU, Panasonic, transportation, and other relevant	0 meetings					
Hold monthly arts roundtable meetings starting in the third quarter of FY 2023.	0 meetings	Underway				
Have at least one meeting with a state legislature representative every quarter	1 x annually					
Convene first annual summit of tourism industry stakeholders in FY 2024 with an	New. List date of					
Increase regular attendance of hotel industry staff at eXplore Lawrence meetings	<50%					
Increase the amount of people under the age of 40 who are members of either the	Current number of					
Publish a report on best partnership practices resulting from the 2026 World Cup	New.					
Goal 4: FUNDING & ADVOCACY	Owner	Due Date	Notes			
4.1) Finalize a multi-year funding agreement with the City of Lawrence to	Executive Director	12/31/2023	Underway			
4.2) Identify and implement 1-2 additional revenue streams to diversify income	Executive Director	12/31/2024				
4.3) Develop and implement a plan to advocate for better and more transportation	Executive Director	Developed =				
4.4) Use eXplore Lawrence's 501(c)6 status and the strategic plan marketing campaign to share the role eXplore Lawrence plays in building the local and regional economy with government officials at the City, county, and state levels.	Executive Director & Marketing Director	12/31/2024				
Goal 4: FUNDING & ADVOCACY Objectives	Starting	FY2023	FY2024	FY2025	FY 2026	FY 2027
Solidify a multi-year funding agreement with the City of Lawrence by the end of FY	Year-Year Funding	Underway				
Identify two new revenue streams for eXplore Lawrence by the end of FY 2025.	Predominantly TGT					
Implement two new revenue streams for eXplore Lawrence by end of FY 2025.	Current Revenue					
Establish a committee of key stakeholders to develop new transportation options	New					
Increase City, county, and state government officials' understanding of eXplore	New.					
Goal 5: ORGANIZATIONAL HEALTH	Owner	Due Date	Notes			
5.1) Develop an organizational chart, workflow processes document, and clear job	Executive Director	12/31/2023				
5.2) Expand eXplore Lawrence governing board from 7 members to at least 9 and no more than 15 voting members, comprising the following positions: (2) two representatives employed by hotel within the city limits of Lawrence; (1) one representative from the cultural industry in Lawrence; (2) two representatives of a local university or educational institution; (2) two representatives of the sports and/or recreational industry in Lawrence; (1) one representative of a brick and mortar restaurant in Lawrence; (1) one representative from the service/event management industry in Lawrence; (6) six representatives of the tourism industry in Lawrence or within Douglas County. Seats should be filled with the goal of increasing board diversity in the areas of race, gender, sexuality, age, disability, and	Executive Director & Board	12/31/2024	Underway			
5.3) Develop an eXplore Lawrence advisory board including representatives from	Executive Director	12/31/2025				

5.4) Appoint a special standing board committee to oversee World Cup 2026	Executive Director	12/31/2024					
Goal 5: ORGANIZATIONAL HEALTH Objectives	Starting	FY2023	FY2024	FY2025	FY 2026	FY 2027	
Develop organizational chart, workflow processes document, and clear job	New.						
Expand eXplore Lawrence governing board from 7 members to at least 9 members	7 members						
Develop an eXplore Lawrence advisory board by the end of FY 2025.	New.						
Appoint a special standing board committee to oversee World Cup 2026 by the end	New.						



AUGUST 2023 LODGING REPORT

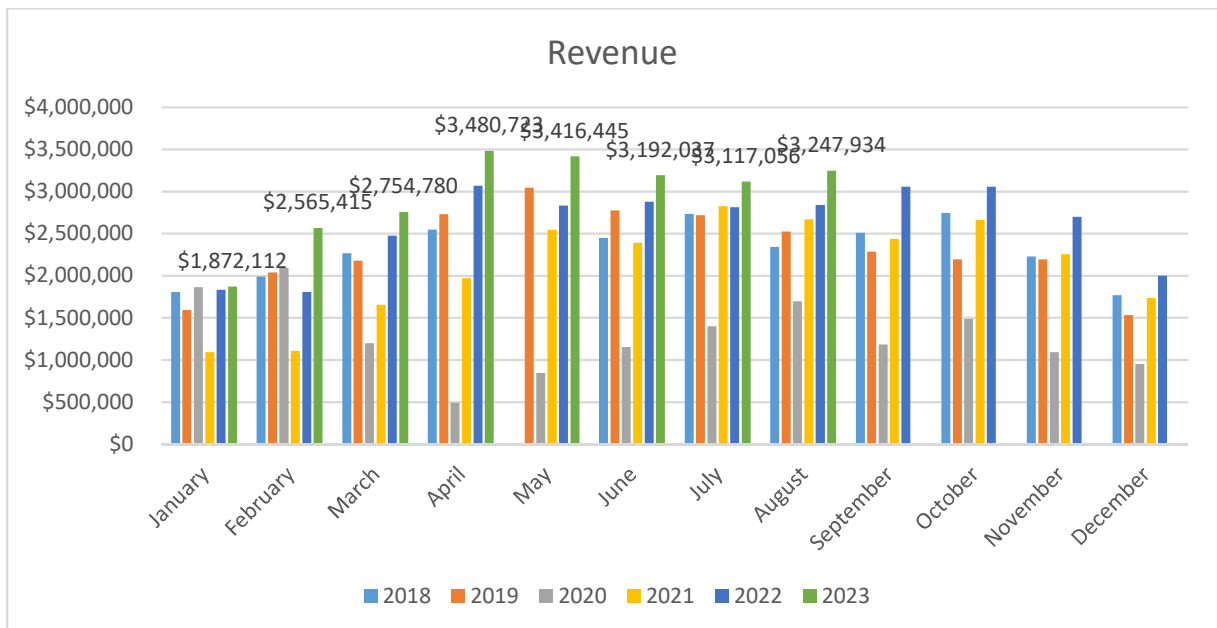
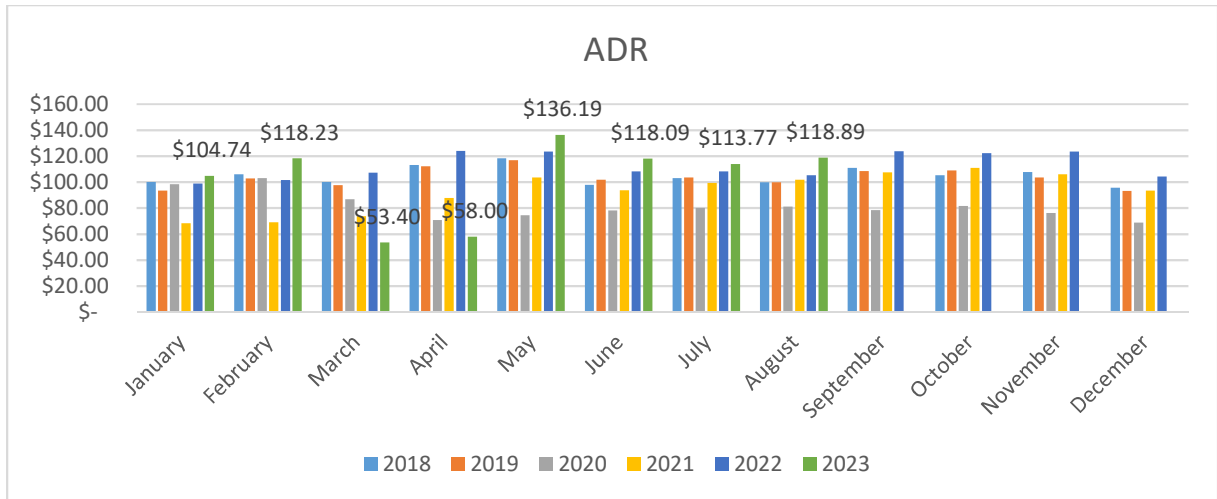
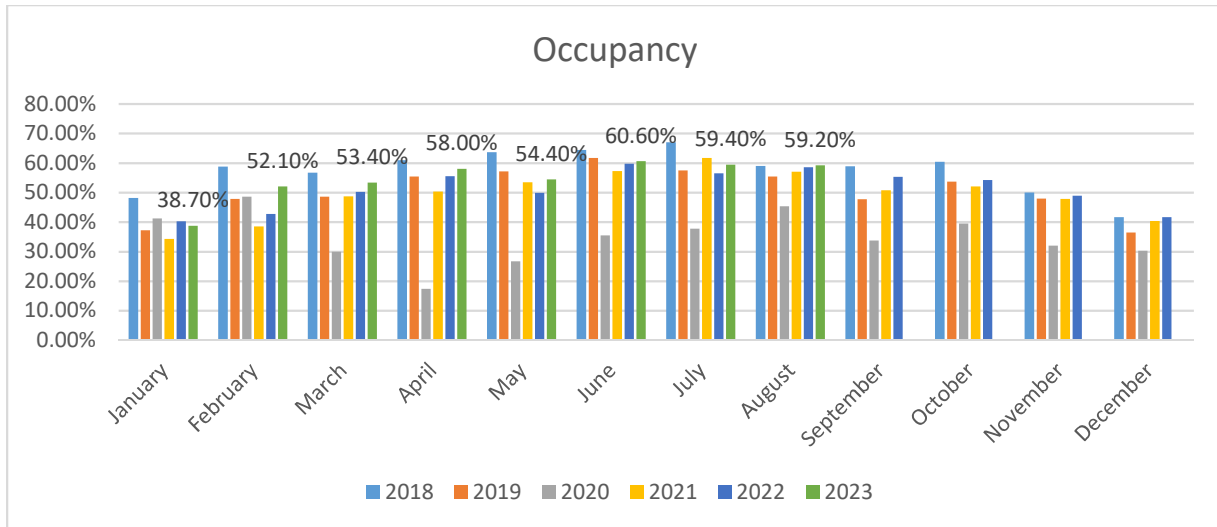
eXplore Lawrence has contracted with STR, Inc., a leading lodging industry research company, to provide monthly and annual lodging data for Lawrence, Kansas. The following report provides an analysis of the city.

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

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



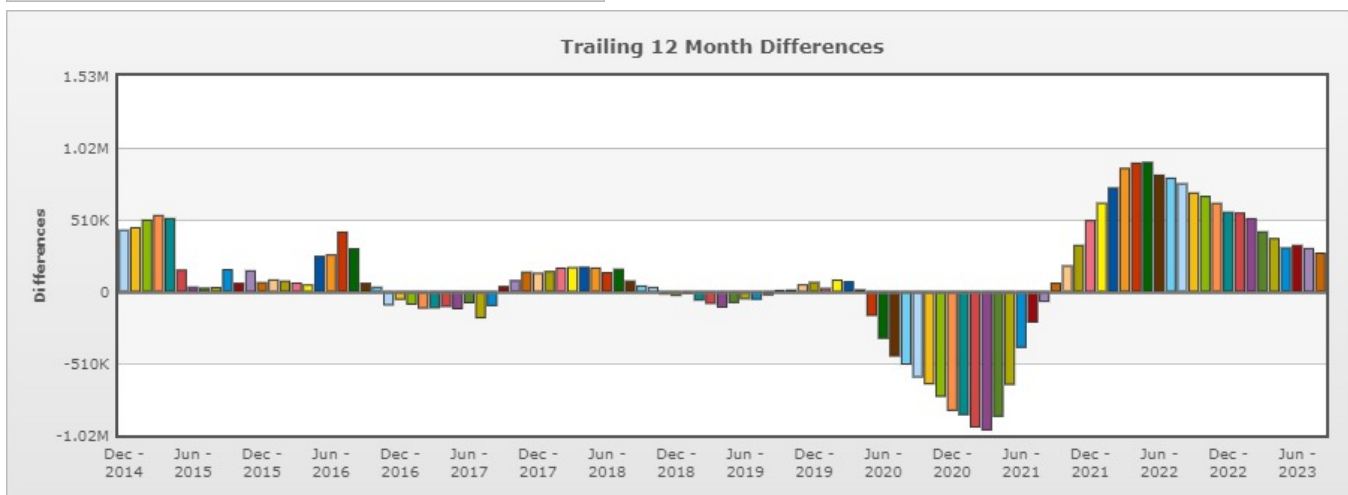
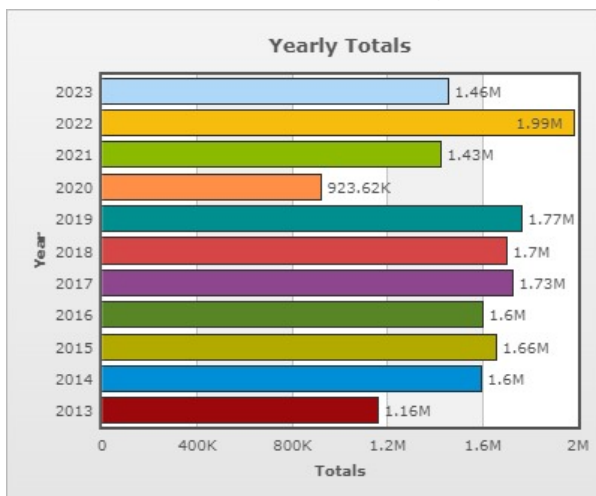
Year over Year comparison. For internal use only.





Month	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	2022/2023 % change
January	75,379	65,431	73,828	101,382	93,738	98,184	118,323	95,446	41,690	111,162	174,977	57.41%
February	69,236	46,262	77,086	99,205	94,007	113,533	84,797	115,542	58,116	108,425	119,220	9.96%
March	80,486	71,663	95,280	105,298	116,791	132,019	123,763	103,118	61,061	158,537	162,399	2.44%
Qtr 1	225,101	183,356	246,194	305,885	304,536	343,736	326,883	314,106	160,867	378,124	456,596	20.75%
April	74,396	109,986	124,152	124,594	134,997	147,412	133,185	61,358	87,896	151,582	167,214	10.31%
May	123,298	308,157	126,642	147,762	152,491	152,041	184,797	37,870	116,471	199,887	217,061	8.59%
June	126,460	215,298	183,250	161,930	183,216	171,487	185,634	38,022	154,237	180,085	224,361	24.59%
Qtr 2	324,154	633,441	434,044	434,286	470,704	470,940	503,616	137,250	358,604	531,554	608,636	14.50%
July	151,194	97,830	37,085	138,574	133,188	152,087	168,245	58,308	127,254	174,977	200,428	14.55%
August	71,944	139,165	211,166	164,378	204,992	161,411	149,099	78,147	154,104	190,619	193,987	1.77%
September	83,284	95,602	235,022	128,957	155,957	148,506	170,578	102,374	161,468	154,860	0	
Qtr 3	306,422	332,597	483,273	431,909	494,137	462,004	487,922	238,829	442,826	520,456	394,415	7.88%
October	126,849	211,198	197,756	156,868	157,890	148,412	140,822	83,871	150,112	191,637	0	
November	88,763	88,345	177,325	142,512	167,915	147,600	164,907	93,603	167,993	193,553	0	
December	90,707	146,836	119,115	131,421	136,028	130,316	142,582	55,963	145,672	171,800	0	
Qtr 4	306,319	446,379	494,196	430,801	461,833	426,328	448,311	233,437	463,777	556,990	0	
Year Totals:	1,161,996	1,595,773	1,657,707	1,602,881	1,731,210	1,703,008	1,766,732	923,622	1,426,074	1,987,124	1,459,647	14.46%

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





September 1, 2023

To: Porter Arneil

CC: Derek Rogers

From: Kim Anspach

Re. eXplore Lawrence – Third Quarterly Payment

I respectfully request that the city's third quarterly budget allocation of \$300,000 be made to eXplore Lawrence for convention and visitors bureau operations to support the Unmistakable Identity Outcome area.

Let me know if you have any questions

Sincerely,

Kim Anspach

Kim Anspach
Executive Director
eXplore Lawrence