



11-3 Carnegie Conference Room:

**Board Retreat Agenda:**

Approval of Minutes

Financials

By-Laws Update and Path Forward Discussion

2025 Executive Board Nominations

**Break/Lunch**

Mobile Visitor Center: Allison

- Action Needed: Authorize purchase of Vehicle.
- Discuss 812 Mass.

World Cup: Ruth:

- Update on Incident Command and our convening role.

Review Current Strategic Plan: Review Excel Document realignment duties.

- Progress Made
- Realignment and Updates Needed.
- New Strategic Planning process: Begin in 2025?

Board Committees and Staff Engagement: Kim proposes the Following Committees:

- Organizational Health +Strategic Planning Committee
- Advocacy Committee
- Sales Strategy and Facility Collaboration Committee:

Staff Lead Working Groups:

- Summit Planning Committee: Ruth
- Mobile Visitors Center Feedback Group: Allison.



## Explore Lawrence

Board of Directors Meeting Minutes

October 30, 2024

Present: Ivan Simac, Chair, Mike Logan, Porter Arneill, Kathy Gerstner, Andrew Holt, Heidi Champagne, Anthea Scouffas, (virtual), Tina Tourtillott (virtual), Amber Sellers (virtual)

Absent: Luis Ruiz, Drew Gaschler

Staff: Kim Anspach, Executive Director, Sara Harley, Office and Sales Coordinator

Guest: Heather Shull, General Manager, Doubletree Hotel

Ivan called the meeting to order at 11:00.

### MINUTES/FINANCIALS:

#### Minutes

The board approved the minutes from September (Heidi, Mike).

#### Financials

Kim and Tina presented the financials and provided an update on Tina's new role as Treasurer. Signatory has been updated to include Tina at US Bank, with updates still needed at Meritrust.

We are awaiting state notice of transient guest tax distribution to the city.

Kim gave an update on the expenses and sponsorship income received for the Lawrence Tourism Summit.

The board accepted the financial report.

### STAFF REPORTS:

#### Marketing

The website continues to perform well. Event count (number of actions visitors take once on our site) has increased by 21% to 12.06 average per visit, with a slight dip per user, and a nearly 35% increase in views.

In September, we had 2 active passports: Burger Battle and METL Pours Tour. We saw almost 200 Burger Battle signups in September, with check-ins continuing to come in. The event will run through January.

Socials saw an increase of over 1,100 fans overall across our channels, with almost 90,000 engagements and 400,000 video views in September. E-news is continuing to perform well with over 7,000 recipients and nearly 3,000 opens. Blog post performance did well, with Live Music, Art in the Park, and Burger Battle being our most popular posts.

The board suggested adding the new Whataburger location to Burger Battle.

## **Visitor Center**

Visitor center walk-ins totaled 550 visitors in September, with approximately \$450 in sales for the month. We have taken out a day of operations, but traffic has been slower overall.

## **Sales**

Laura attended the Small Market Meetings trade show in September, where she had 25 appointments and interacted with around 100 different entities. We are building our capacity to approach conferences more strategically, with pre-research to refine our prospecting efforts and ROI tracking using the Simpleview platform.

In October, we sponsored Taylor Martin of Sports Pavilion Lawrence to attend the SPORTS Relationship Conference with us in Wichita. It was a good chance to build relationships, and we will have more details at the next meeting.

The National Crappie League event took place in September but underperformed expectations. We have discussed a path forward with the executive team and our legal counsel.

Services are being done by Sara, and Ruth is focusing on Sales Operations and building out internal process to better deploy, track, and communicate sales in 2025.

## **EXECUTIVE DIRECTOR'S REPORT:**

### **TIAK Conference**

The Travel Industry Association of Kansas (TIAK) is a statewide lobbying PAC for the Kansas tourism industry. In October, we attended their annual conference in Olathe. Kim accepted a nomination to join the organization's board, which meets quarterly and at the annual conference. Also at the conference, Kim presented as part of a panel on TGT and CVB operation models.

### **TGT Collections and STR/AirDNA Data**

Ivan raised a question about a reporting discrepancy in January 2024 TGT collections. The board discussed the numbers and came to the conclusion that the numbers were distributed into later months when collections for December/January actually took place.

September 2024 collections were down, but the current benchmark year (2023) was our highest year on record. October occupancy is on track to be slightly up from September, and our benchmark communities had a similarly slow September. We are not outliers within the state.

### **Economic Impact Report**

Kim presented the 2023 Economic Impact Report, which shows that direct visitor spending as \$296 million, which is a 6% growth over 2022 numbers. Tourism supported 3,778 jobs in Douglas County, generating \$124 million in labor income for locals and \$31 million in state and local taxes. Douglas County outpaces state and local averages, meaning we are more dependent on visitor spending and

tourism than the state as a whole and our peer communities. A press release of this data is scheduled to go out mid-November.

## **Bylaws**

eXplore Lawrence was added to the agenda for the November 19 commission meeting for a presentation of bylaw updates. Legal is reviewing the proposal, and Kim is working on a short presentation, which the Board will need to authorize before it is presented. Submissions would need to be made by November 12, which may not be a realistic deadline. Porter will connect with the city attorney's office to discuss.

## **Board Continuity Planning**

With Ivan and Mike cycling off the board at the end of the year, Heather Shull (General Manager at the DoubleTree Hotel) is being considered to fill a seat. Kim is working with the executive team to determine appointments, with Kirk Goodman (Manager of the new KU Conference Center) also being considered for a spot.

## **Visitor Center**

Kim is considering ROI and performance of the Visitor Center in its current form and has a proposal for a Mobile Visitor Center including a vendor bid and grant application submitted to the state. The executive team has discussed the tourism attraction grant, and we expect it to be announced in the next 2 weeks. We are developing an activation plan to attend events, conferences, and other markets, which will be discussed in further detail at the upcoming board retreat.

## **Annual Board Retreat**

Kim suggested several topics for the upcoming retreat, including a review of the updates to our bylaws, a review of the strategic plan, discussion of the Visitor Center, an update on World Cup activity, and committee formation for the coming year. The second week in December is being considered.

## **ADJOURNMENT:**

Ivan requested a motion to adjourn. The meeting adjourned at 12:07 (Heidi, Mike)

Next meeting will take place as part of the annual Board Retreat in December. Date and location are TBD.

Respectfully submitted, Sara Harley

**EXPLORE LAWRENCE INC**  
**Statement of Financial Position**  
As of October 31, 2024

	Oct 31, 24
<b>ASSETS</b>	
<b>Current Assets</b>	
<b>Checking/Savings</b>	
1020 · US Bank Checking	106,541.77
1030 · US Bank Money Market	72,919.09
1050 · Reserve Fund	318,680.04
1060 · Petty Cash	215.00
<b>Total Checking/Savings</b>	498,355.90
<b>Other Current Assets</b>	
1420 · Prepaid Expenses	790.00
<b>Total Other Current Assets</b>	790.00
<b>Total Current Assets</b>	499,145.90
<b>Fixed Assets</b>	
2200 · Leasehold Improvement	107,174.01
2500 · Accumulated Depreciation	-31,259.14
<b>Total Fixed Assets</b>	75,914.87
<b>Other Assets</b>	
1225 · Deposits	3,100.00
<b>Total Other Assets</b>	3,100.00
<b>TOTAL ASSETS</b>	<b>578,160.77</b>
<b>LIABILITIES &amp; EQUITY</b>	
<b>Liabilities</b>	
<b>Current Liabilities</b>	
<b>Accounts Payable</b>	
3000 · Accounts Payable	14,094.82
<b>Total Accounts Payable</b>	14,094.82
<b>Credit Cards</b>	
2109 · Credit Card - US Bank 2981	1,334.92
<b>Total Credit Cards</b>	1,334.92
<b>Other Current Liabilities</b>	
2110 · Direct Deposit Liabilities	-11,440.01
3100 · Payroll Liabilities	
3105 · Accrued Payroll	23,162.01
3110 · Federal & FICA Payable	1,771.90
3111 · KS Withholding Payable	680.00
3112 · FUTA Payable	403.46
3113 · KS SUTA Payable	71.59
3114 · Health Insurance Payable	-2,178.15
<b>Total 3100 · Payroll Liabilities</b>	23,910.81
3300 · Sales Tax Payable	54.43
<b>Total Other Current Liabilities</b>	12,525.23
<b>Total Current Liabilities</b>	27,954.97
<b>Total Liabilities</b>	27,954.97

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	<u>Oct 31, 24</u>
Equity	
4100 - Beginning Fund Balance	840,084.86
Net Income	<u>-289,879.06</u>
Total Equity	<u>550,205.80</u>
<b>TOTAL LIABILITIES &amp; EQUITY</b>	<b><u>578,160.77</u></b>

## EXPLORE LAWRENCE INC Profit & Loss Budget Performance October 2024

Accrual Basis

Ordinary Income/Expense	Oct 24	Budget	Jan - Oct 24	YTD Budget	Annual Budget
<b>Income</b>					
5000 · Guest Tax	0.00	115,916.66	695,500.00	1,159,166.68	1,391,000.00
5100 · Visitors Guide	0.00	2,083.33	25,333.00	20,833.34	25,000.00
5200 · Merchandise Sales	585.27	833.33	6,084.02	8,333.34	10,000.00
5500 · DMI	0.00	1,000.00	0.00	10,000.00	12,000.00
5600 · Co-Op Marketing	0.00	833.33	10,899.14	8,333.34	10,000.00
5660 · DTN	0.00	500.00	2,570.00	5,000.00	6,000.00
5670 · Bid Fund	0.00	8,250.00	49,500.00	82,500.00	99,000.00
5700 · Miscellaneous Income	1,860.95	116.66	7,110.95	1,166.68	1,400.00
<b>Total Income</b>	<b>2,446.22</b>	<b>129,533.31</b>	<b>796,997.11</b>	<b>1,295,333.38</b>	<b>1,554,400.00</b>
<b>Cost of Goods Sold</b>					
6100 · Merchandise Cost	0.00	0.00	521.00	0.00	0.00
6105 · Souvenir Items	134.17	0.00	4,387.17	0.00	0.00
6190 · Miscellaneous Costs	0.00	833.33	0.00	8,333.34	10,000.00
6100 · Merchandise Cost - Other	134.17	833.33	4,908.17	8,333.34	10,000.00
<b>Total 6100 · Merchandise Cost</b>	<b>134.17</b>	<b>833.33</b>	<b>4,908.17</b>	<b>8,333.34</b>	<b>10,000.00</b>
<b>Total COGS</b>	<b>134.17</b>	<b>833.33</b>	<b>4,908.17</b>	<b>8,333.34</b>	<b>10,000.00</b>
<b>Gross Profit</b>	<b>2,312.05</b>	<b>128,699.98</b>	<b>792,088.94</b>	<b>1,287,000.04</b>	<b>1,544,400.00</b>
<b>Expense</b>					
7000 · Payroll Expense					
7081 · Payroll	32,603.98	37,758.34	323,620.35	377,583.32	453,100.00
7083 · Accrued Payroll Expense	6,982.41		14,732.62		
7260 · Retirement Plan	1,557.47	1,916.66	11,948.71	19,166.68	23,000.00
7065 · Health Insurance	3,306.94	3,250.00	33,919.46	32,500.00	39,000.00
7070 · Incentive Program	1,650.00	1,500.00	7,600.00	15,000.00	18,000.00
<b>Total 7000 · Payroll Expense</b>	<b>46,100.70</b>	<b>44,425.00</b>	<b>381,821.14</b>	<b>444,250.00</b>	<b>533,100.00</b>
7100 · Payroll Tax Expense	3,154.60		26,465.40		
7100.1 · FICA Expense	23.45		403.46		
7100.2 · FUTA Expense	71.60		1,426.65		
7100.3 · SUTA Expense					
<b>Total 7100 · Payroll Tax Expense</b>	<b>3,249.65</b>		<b>28,295.51</b>		
7600 · Programs					
7601 · Advertising					
7601.4 · Public Relations	0.00	2,541.66	21,769.55	25,416.68	30,500.00
7601.6 · Visitor Guide Distribution	0.00	2,016.66	11,370.00	20,166.68	24,200.00
7601.8 · Digital	41,012.01	20,401.66	173,387.29	204,016.68	244,820.00
7601.9 · Partner Media Buy Program	36.30	333.34	36.30	3,333.32	4,000.00
7601.10 · Magazine	2,490.00	1,472.50	14,512.00	14,725.00	17,670.00
7601.12 · Content	2,314.98	833.34	7,292.93	8,333.32	16,000.00
7601.14 · Outdoor	0.00	1,290.00	450.00	12,500.00	15,000.00
7601.15 · COOP Marketing Expense	0.00	416.66	0.00	4,166.68	5,000.00
7601.19 · Publications	65.57	1,159.16	3,644.56	11,591.68	13,910.00
7601.21 · Design	2,104.11	2,500.00	12,766.87	25,000.00	30,000.00
7601.22 · Opportunity Fund	0.00	1,866.66	26,000.00	16,666.68	20,000.00
7601.24 · Tracking	0.00	833.34	0.00	8,333.32	10,000.00
7601.24 · New Technology	1,000.00	1,833.34	19,000.00	18,333.32	22,000.00
7601.25 · Event Sponsorships					
<b>Total 7601 · Advertising</b>	<b>49,022.97</b>	<b>37,258.32</b>	<b>301,246.93</b>	<b>372,583.36</b>	<b>447,100.00</b>

# EXPLORE LAWRENCE INC

## Profit & Loss Budget Performance

### October 2024

Accrual Basis

	Oct 24	Budget	Jan - Oct 24	YTD Budget	Annual Budget
7619 - Incentive Travel					
7619.0 - General Fund	0.00	166.66	40.75	1,666.68	2,000.00
7619.1 - Committed Incentives	0.00	1,250.00	3,430.00	12,500.00	15,000.00
7619.2 - New Business	0.00	2,083.34	250.00	20,833.32	25,000.00
<b>Total 7619 - Incentive Travel</b>	<b>0.00</b>	<b>3,500.00</b>	<b>3,720.75</b>	<b>35,000.00</b>	<b>42,000.00</b>
7625 - Simpleview Data Base	0.00	1,416.66	19,295.00	14,166.68	17,000.00
7641 - Promotional Materials	3,279.00	2,500.00	21,546.03	25,000.00	30,000.00
7642 - Trade Shows					
7642.0 - General Fund	1,485.00	1,250.00	5,365.00	12,500.00	15,000.00
7642.1 - Trade Show Travel	902.46	583.34	1,933.29	5,833.32	7,000.00
<b>Total 7642 - Trade Shows</b>	<b>2,387.46</b>	<b>1,833.34</b>	<b>7,298.29</b>	<b>18,333.32</b>	<b>22,000.00</b>
7643 - Website Hosting	7,625.00	2,500.00	33,747.17	25,000.00	30,000.00
7644 - Printing and Reproduction	70.84	666.66	4,647.88	6,666.68	8,000.00
7645 - Special Projects					
7645.0 - Special Projects General Fund	0.00	8,250.00	8,333.33	82,500.00	98,000.00
7649 - Visitors Guide	0.00	4,166.66	54,305.94	41,666.68	50,000.00
<b>Total 7645 - Special Projects</b>	<b>0.00</b>	<b>12,416.66</b>	<b>62,639.27</b>	<b>124,166.68</b>	<b>149,000.00</b>
<b>Total 7600 - Programs</b>	<b>62,385.27</b>	<b>62,091.64</b>	<b>454,051.32</b>	<b>620,916.72</b>	<b>745,100.00</b>
7620 - Meeting programs					
7900 - Rental and Tax Expense	0.00	2,500.00	28,785.31	25,000.00	30,000.00
7905 - Leased Equipment					
<b>Total 7900 - Rental and Tax Expense</b>	<b>0.00</b>	<b>0.00</b>	<b>-103.77</b>	<b>25,000.00</b>	<b>30,000.00</b>
<b>Total 8200 - Admin and General</b>	<b>600.00</b>	<b>1,250.00</b>	<b>12,200.00</b>	<b>12,500.00</b>	<b>15,000.00</b>
8202 - Accounting	5,995.36	5,166.66	63,193.96	51,666.68	62,000.00
8203 - Rent	117.00	250.00	5,114.77	2,500.00	3,000.00
8204 - Software	546.50	416.66	546.50	4,166.68	5,000.00
8206 - Hardware	502.87	1,250.00	5,488.18	12,500.00	15,000.00
8210 - Technology Repair & Maintenance	27.95	83.34	288.25	833.32	1,000.00
8214 - Bank Service Charges	18.01		170.57		
8214.1 - Bank Fees - Square	-80.28		-84.48		
8218 - Cash Over/Short	0.00		218.67		
8224 - Directory Advertising	208.80	333.34	1,355.52	3,333.32	4,000.00
8225 - Board Expenses	395.71	416.66	1,603.13	4,166.68	5,000.00
8226 - Leased Equipment	436.27	1,666.66	22,536.57	16,666.68	20,000.00
8230 - Dues/Subscriptions/Memberships	578.68	1,000.00	6,583.80	10,000.00	12,000.00
8234 - Insurance					
8238 - Utilities	358.26	375.00	2,572.50	3,750.00	4,500.00
8242 - Legal	0.00	416.66	1,320.00	4,166.68	5,000.00
8244 - Janitorial/Cleaning	404.00	458.34	4,788.00	4,583.32	5,500.00
8245 - Retirement Plan Fees/Admin	475.00	183.34	2,486.19	1,833.32	2,200.00
8247 - Office Supplies	426.10	500.00	3,660.51	5,000.00	6,000.00
8248 - Postage and Delivery	462.01	583.34	2,166.00	5,833.32	7,000.00
8250 - Storage	393.50	208.34	2,361.00	2,083.32	2,500.00
8251 - Misc. Office General	1,118.11	1,666.66	3,202.09	16,666.68	20,000.00
8282 - Travel & Meetings					
8282.10 - Professional Development	0.00	1,166.66	6,776.07	11,666.68	14,000.00
8282.11 - EL Hosted Events	0.00	250.00	7,794.29	2,500.00	3,000.00
8282.12 - Staff Travel	236.82	583.34	12,419.72	5,833.32	7,000.00
8282.13 - Meetings	162.42	291.66	1,721.86	2,916.68	3,500.00
8282.14 - Staff Employee Benefits	212.97	208.34	2,131.91	2,083.32	2,500.00
<b>Total 8282 - Travel &amp; Meetings</b>	<b>612.21</b>	<b>2,500.00</b>	<b>30,843.85</b>	<b>25,000.00</b>	<b>30,000.00</b>



EXPLORE LAWRENCE INC  
**Profit & Loss Budget Performance**

October 2024

	Oct 24	Budget	Jan - Oct 24	YTD Budget	Annual Budget
8283 - Telephone/Internet	1,641.72	958.34	11,967.67	9,583.32	11,500.00
Total 8200 - Admin and General	15,237.78	19,683.34	184,543.25	196,833.32	236,200.00
Total Expense	126,973.40	128,699.98	1,087,392.76	1,287,000.04	1,544,400.00
Net Ordinary Income	-124,661.35	0.00	-295,303.82	0.00	0.00
Other Income/Expense					
Other Income	15.43		9,890.36		
9020 - Interest Income					
Total Other Income	15.43		9,890.36		
Other Expense					
9510 - Depreciation	446.56		4,465.60		
Total Other Expense	446.56		4,465.60		
Net Other Income	-431.13		5,424.76		
Net Income	-125,082.48	0.00	-289,879.06	0.00	0.00



November 12, 2024

From: Kim Anspach, Executive Director, eXplore Lawrence  
 To: Members of the Lawrence City Commission  
 CC: Luis Ruiz, Director of Parks & Recreation, Arts & Culture  
 Porter Arneill, Assistant Parks & Recreation Director for Arts and Culture  
 RE: Review of Proposed Bylaws Changes to eXplore Lawrence (per City Commission meeting October 1, 2024)

**Requested Action by City Commission:**

Approve a proposal to revise the current eXplore Lawrence bylaws to expand the board of directors and change the process by which members are appointed to the board.

Amend Ordinance 9731 to align with the changes.

**Executive Summary:**

**CURRENT BOARD COMPOSITION:**

Per City Ordinance 9731 (adopted November 5, 2019) the eXplore Lawrence board of directors is comprised of 7 (seven) members with 4 non-voting ex-officio members representing the following sectors:

Industry/Sector	# Seats	Notes
Hotel Industry	2	Within the Lawrence city limits
Tourism Industry	1	Within the Lawrence city limits
Cultural Industry	1	Within the Lawrence city limits
University or Educational	1	Within the Lawrence city limits
Sports and Recreation	1	Within the Lawrence city limits
Service/Event Management	1	Within the Lawrence city limits
<b>ExOfficio (non-voting) Members:</b>		
City Manager's Office	1	City Manager or designee
City's Governing Body	1	(appointed by the Mayor, approved by the Governing body)
The Chamber, Lawrence	1	The CEO or designee
Downtown Lawrence Inc.	1	The Director or designee

Board members are appointed by the Mayor and approved by the Governing Body.



**PROPOSED CHANGES:**

The board is proposing expanding to 9 (nine) members, and no more than 15 voting members. The new make up proposed is:

Industry/Sector	# Seats	Change	Notes
Hotel Industry	2	0	Within the Lawrence city limits
Cultural Industry	1	0	Within the Lawrence city limits
University or Educational	2	+1	Adds a local educational seat
Sports and Recreation	2	+1	Adds a sports/recreation seat in Lawrence city limits
Restaurant	1	+1	Adds a voice of a restaurateur in Lawrence city limits
Service/Event Management	1	0	Within Lawrence city limits
Tourism Industry	Up to 6	+6	Adds up to 6 representatives from the tourism industry in Lawrence or Douglas County sector to the board.
<b>Ex Officio (non-voting) Members:</b>			
City's Governing Body	1	0	(appointed by the Mayor, approved by the Governing body)
City Manager's Office	1	0	City Manager or designee
The Chamber, Lawrence	1	0	The CEO or designee
Downtown Lawrence, Inc.	1	0	The Director or designee

New board members will be recruited, vetted, and approved by the eXplore Lawrence Board of Directors. Approved appointees will be submitted to the Mayor for the approval of the Governing Body.

**Reason for Request:**

Adjustment to the current board composition as prescribed in Ordinance No. 9731 will better align with the eXplore Lawrence mission of attracting diverse visitors, groups, and events to the city.

**RESTRICTIVE AND NOT INCLUSIVE**

The framework established in the ordinance limits the board in such a way that options of eligible members are relatively few. Finding one representative from just six sectors of the market limits us to rotating among a relatively small group, which is in contrast to Lawrence's size and demographic make up. The ordinance-prescribed board creates a challenge to including diverse voices in leadership and adding those voices to the discussion around the visitor economy in Lawrence.



As the community expands, the emerging community of new businesses, destinations, and recreational attractions is important and deserves a place in the discussion as we work (per our Board's strategic plan) to diversify on the basis of race, gender, sexuality, age, disability, and economic status.

## **REBUILDING AND EMERGING BUSINESSES**

The six (6) seats representing the tourism industry provide the biggest opportunity to diversify the board. They also provide the option to expand and contract the board size as needed, enabling representation of new interests/businesses as they join the community.

The hospitality industry was one of the hardest hit, and one of the slowest to bounce back from COVID. Women and BIPOC-owned businesses were particularly challenged and slower to return given the commercial economy (interest rates, access to capital, etc.). Event spaces, cultural attractions, and educational institutions are still developing operations that balance reopening and serving their patrons in new ways. The Lawrence hotels have undergone a huge turnover in personnel. A poll we conducted earlier this year showed a heavy majority of Lawrence hotel employees have fewer than two years experience at their properties.

COVID prompted innovations in businesses that have blended experiences with traditional establishments creating a new type of attraction to cities. Places that offer activities (axe throwing, scavenger hunts, breakout rooms, agritourism, etc.) are attractive to visitors, and help provide an unmistakable stay in Lawrence. If we want to include these innovative voices to our board, we are restricted from doing so as the owners neither fit in event space, sports and recreation, nor cultural establishments. We need these emerging voices in discussions directing our future.

## **INCLUDING DOUGLAS COUNTY**

Our area is growing with the new Panasonic plant and other development in expanded areas around Lawrence. The current Ordinance designates every member be a representative of an interest within the Lawrence City limits. The proposed changes expand that vision outward enabling more regional collaboration in Douglas County in the key areas of education and tourism. This embraces our wider community and once again allows for a diverse and challenging point of view, particularly as hotels are under consideration in Eudora and Baldwin City, and our history and heritage areas and agritourism farms are attracting visitors to the County. We look forward to opening the discussion to bring visitors to all of Douglas County.



## Alignment with City KPIs:

The proposed bylaws changes align with both the Unmistakable Identity and Prosperity and Economic Security outcomes of the City's strategic plan. These changes can effectively impact the following KPIs:

### UI-1 & UI-3:

UI-1: PERCENT OF RESIDENTS WHO ARE SATISFIED OR VERY SATISFIED WITH THE PARK AND RECREATION SYSTEM.

UI-3: NUMBER OF PEOPLE WHO HAVE VISITED OR USED A CITY PARK/TRAIL, RECREATION FACILITY, RECREATION PROGRAM OR UNMISTAKABLE IDENTITY PARTNER FACILITY OR PROGRAM.

By adding another seat to the board specifically designated as a Sports and Recreation seat, we will ensure those interests are represented in leadership discussions.

### UI-2:

UI-2: PERCENT OF RESIDENTS WHO ARE SATISFIED OR VERY SATISFIED WITH THE AMOUNT OF ARTS, DIVERSE CULTURE AND EVENTS.

An expanded board would provide space for more representatives from cultural attractions and cultural event organizers. Events such as Dia de Muertos, Juneteenth, PRIDE, and others that have a strong following or are just emerging both contribute to Lawrence's unmistakable identity are not connected to the eXplore Lawrence board in an official way.

### UI-5 & UI-6:

UI-6: PERCENT OF BIPOC RESIDENTS RATING THE COMMUNITY AS WELCOMING.

UI-6: PERCENT OF RESIDENTS WHO BELIEVE THEIR CULTURE IS CELEBRATED IN THE COMMUNITY (FESTIVALS, PARADES, EVENTS).

The eXplore Lawrence board plays a unique role in elevating the diversity in Lawrence through support of cultural events, festivals, and parades. Our support, marketing sponsorships, and promotional levers are a way to invest in events that accomplish these city measures. By diversifying the board's interests to include event organizers or other general tourism seats, we are confident there will be improvements in these KPIs.



## **UI-4 & UI-10:**

UI-4: NUMBER OF RESIDENTS WHO HAVE ATTENDED SELECT EVENTS IN THE PAST YEAR.

UI-10: NUMBER OF NON-RESIDENTS WHO HAVE ATTENDED SELECT EVENTS IN THE PAST YEAR.

The eXplore Lawrence board plays a unique role in elevating the support of local events. The board supports events through marketing sponsorships, incentive, and bid funds, which are scored and prioritized to provide maximum economic impact to the Lawrence community. The eXplore Lawrence “things to do” page on our website is our most highly visited page, and it has grown at a rapid rate just in the past year. Our digital marketing efforts attract visitors to Lawrence around signature events and the use of images of those events to get clicks, and engagement from leisure travelers and residents alike. Our entire unmistakable brand is represented by key signature events that make us unique and interesting to the visitor. Currently, these events, although supported by sponsorships and promotions are not formally represented on our board. By maintaining an event management position and adding the flexible tourism seats, we can decide to commit as a board to represent these events and their importance to Lawrence’s economy in a formal way by including them in our leadership.

## **PES-1 & PES-5:**

PES-1: PERCENT OF BUSINESSES SATISFIED OR VERY SATISFIED WITH LAWRENCE AS A PLACE TO DO BUSINESS:

The visitor economy brings a boost to local businesses and an increase in sales taxes and transient guest taxes collected. Visitor spending totaled \$296.3 million in 2023 (the last year for which data is available), with the food and beverage sector totaling \$88.7 million or nearly 30% of the total. Spending on lodging and retail represented \$45.9 and \$45.7 million of the total respectively. In short, a destination that attracts visitors is a city in which businesses thrive and the local economy is healthy. By increasing our board to have a dedicated board member representing the restaurant industry the voice of establishments directly impacted by the visitor economy will be elevated and represented.

PES-5: WOMEN/MINORITY OWNED BUSINESSES OWNERSHIP RATE. PROVIDE RESOURCES AND SUPPORT FOR SMALL AND MEDIUM SIZED BUSINESSES TO GROW AND EXPAND.

Through the eXplore Lawrence promotional listing mechanism such as our website, visitors center referrals, and our printed visitor’s guide, we are able to call attention to businesses and direct traffic their way. Further, by hosting travel writers and other media, we can direct features for a wider audience. Our visitor experiences are an additional way we can boost the visibility of women and BIPOC owned businesses by including them in our digital passport programs and featuring them in our enews letters, digital advertising, and visitor referrals at conferences and events.

## **Fiscal Impact:**

eXplore Lawrence does not anticipate any cost to the City to increase the board and amend Ordinance 9731 accordingly.



**Action Requested:**

Approve a proposal to revise the current eXplore Lawrence bylaws to expand the board of directors and change the process by which members are appointed to the board.

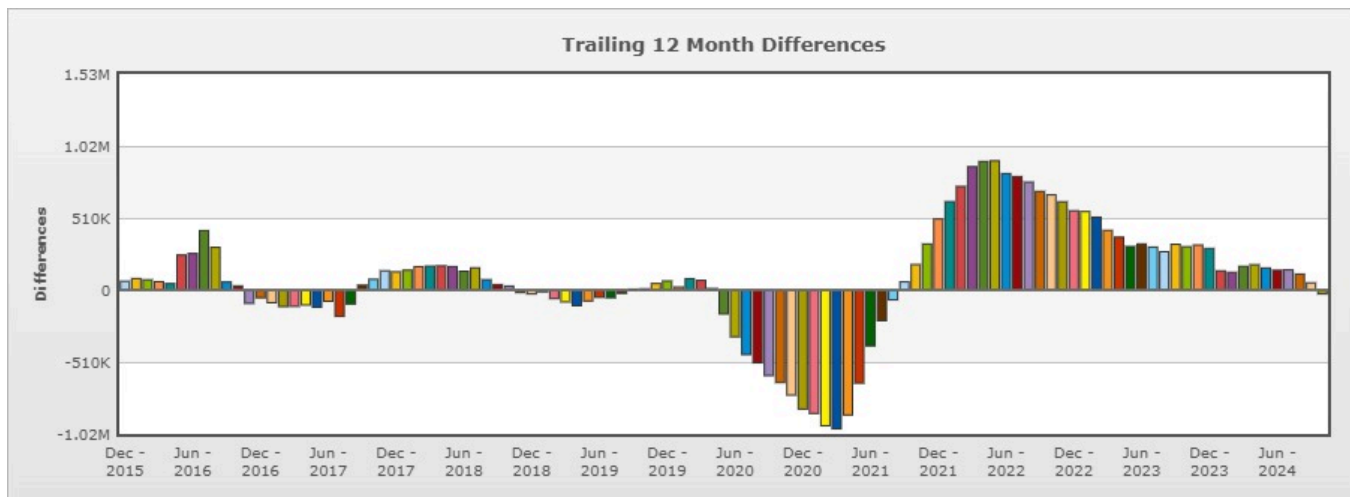
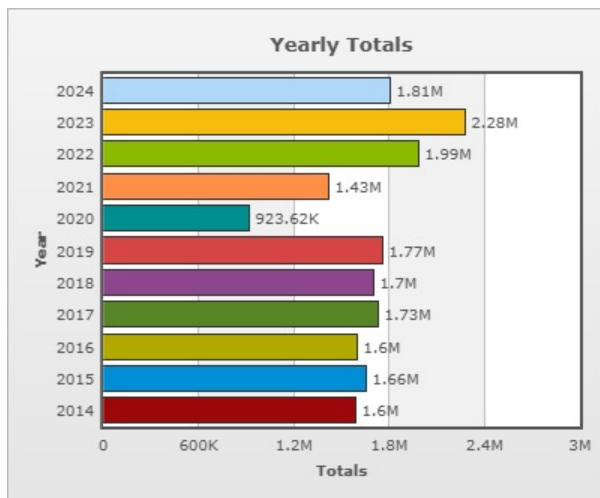
Amend Ordinance 9731 to align with the changes.

Attachment: Ordinance 9731 mark-up with proposed changes



Month	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	2023/2024 % change
January	65,431	73,828	101,382	93,738	98,184	118,323	95,446	41,690	111,162	174,977	80,181	-54.18%
February	46,262	77,086	99,205	94,007	113,533	84,797	115,542	58,116	108,425	119,220	119,371	0.13%
March	71,663	95,280	105,298	116,791	132,019	123,763	103,118	61,061	158,537	162,399	208,819	28.58%
<b>Qtr 1</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>456,596</b>	<b>408,371</b>	<b>-10.56%</b>
April	109,986	124,152	124,594	134,997	147,412	133,185	61,358	87,896	151,582	167,214	194,623	16.39%
May	308,157	126,642	147,762	152,491	152,041	184,797	37,870	116,471	199,887	217,061	210,991	-2.80%
June	215,298	183,250	161,930	183,216	171,487	185,634	38,022	154,237	180,085	224,361	252,388	12.49%
<b>Qtr 2</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>608,636</b>	<b>658,002</b>	<b>8.11%</b>
July	97,830	37,085	138,574	133,188	152,087	168,245	58,308	127,254	174,977	200,428	228,298	13.91%
August	139,165	211,166	164,378	204,992	161,411	149,099	78,147	154,104	190,619	193,987	168,231	-13.28%
September	95,602	235,022	128,957	155,957	148,506	170,578	102,374	161,468	154,860	200,813	184,465	-8.14%
<b>Qtr 3</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>520,456</b>	<b>595,228</b>	<b>580,994</b>	<b>-2.39%</b>
October	211,198	197,756	156,868	157,890	148,412	140,822	83,871	150,112	191,637	216,140	161,879	-25.10%
November	88,345	177,325	142,512	167,915	147,600	164,907	93,603	167,993	193,553	231,109	0	
December	146,836	119,115	131,421	136,028	130,316	142,582	55,963	145,672	171,800	173,543	0	
<b>Qtr 4</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>556,990</b>	<b>620,792</b>	<b>161,879</b>	<b>-25.10%</b>
<b>Year Totals:</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>1,987,124</b>	<b>2,281,252</b>	<b>1,809,246</b>	<b>-3.59%</b>

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







# October 2024 LODGING REPORT

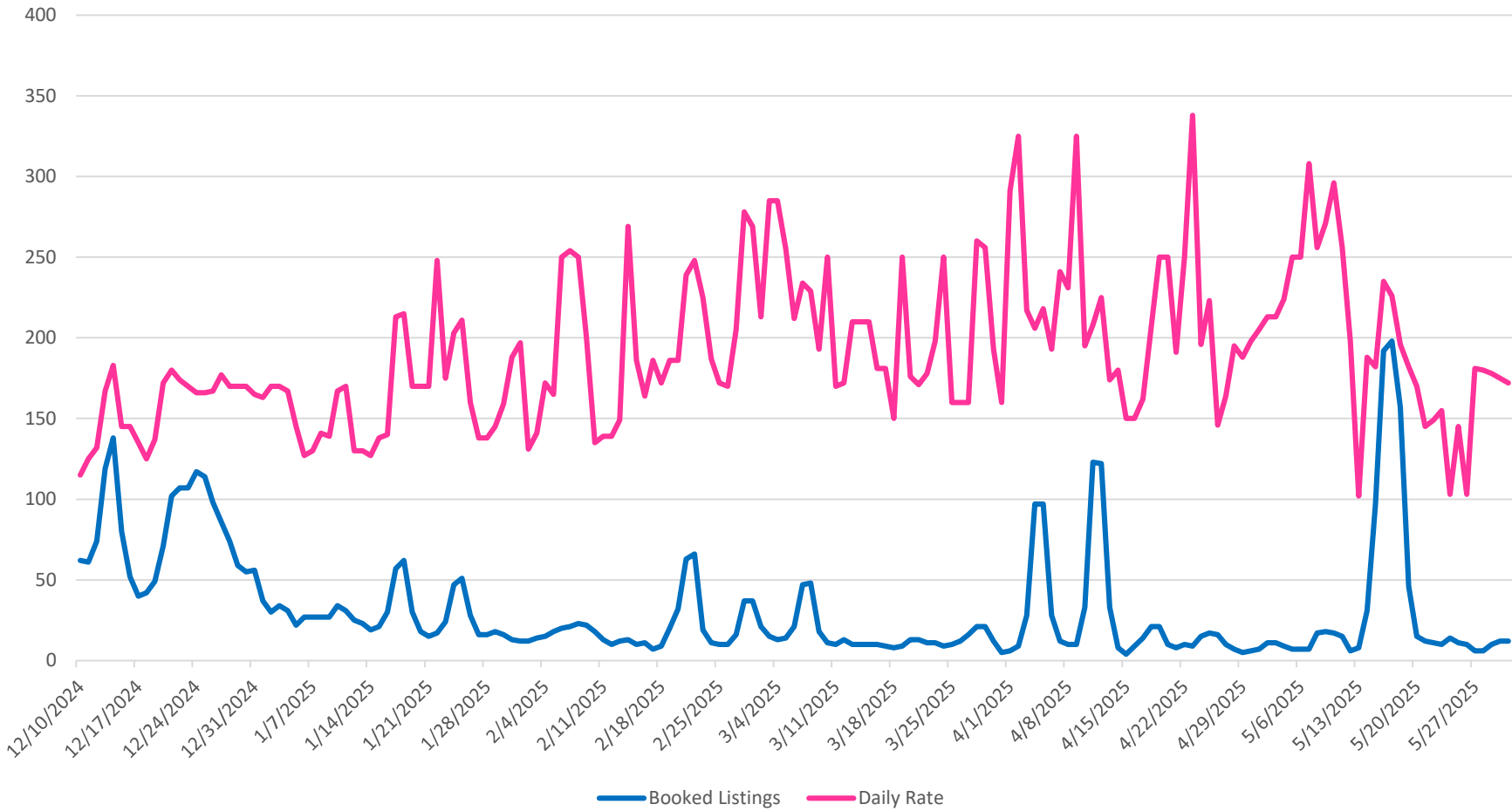
eXplore Lawrence has contracted with STR, Inc., a leading lodging industry research company, to provide monthly and annual lodging data for Lawrence, Kansas. The following report provides an analysis of the city.

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



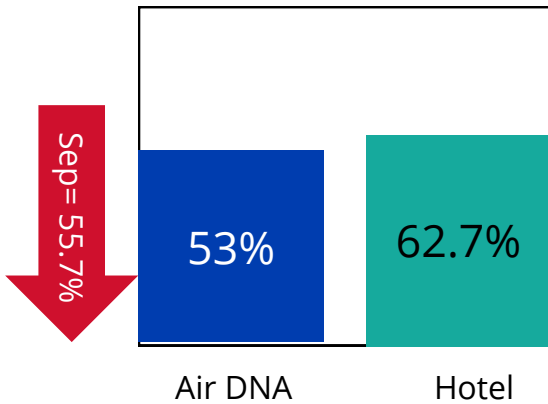
### Future Air DNA Bookings (12/12/24 - 5/31/25)



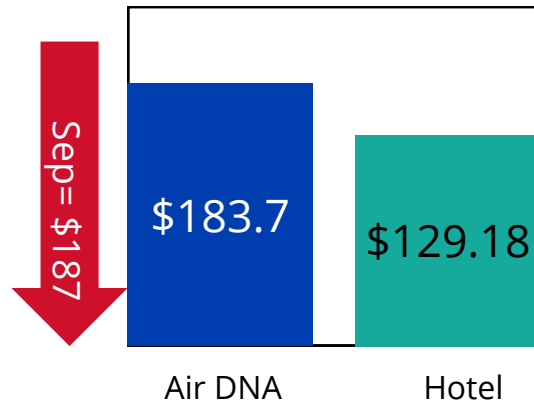
# October Air DNA Report

A comparison of hotel vs short term rental data

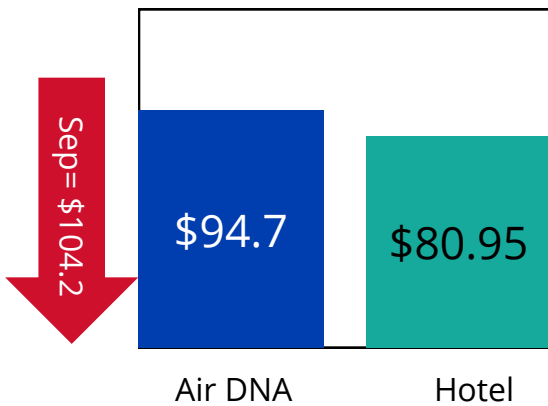
### October Occupancy



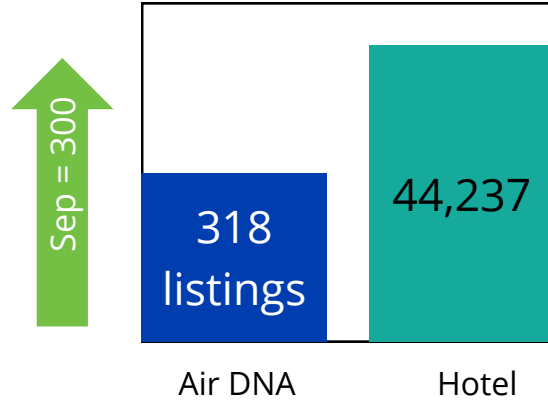
### October ADR



### October RevPAR



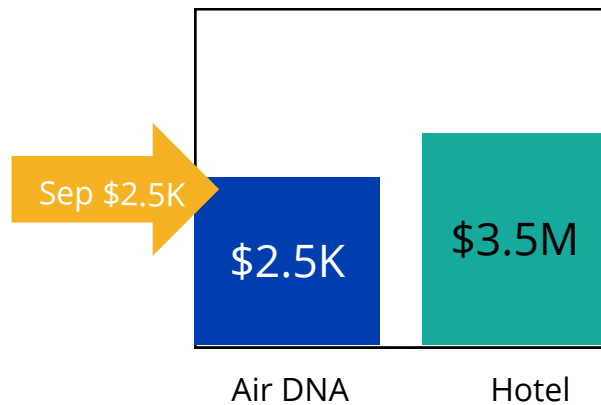
### October Room Supply



### ADR/Bedroom

- 6 br \$540.20 (+44%)
- 5 br \$448.40 (+9.6%)
- 4 br \$387.40 (+15%)
- 3 br \$221.10 (+12%)
- 2 br \$140.20 (+11%)
- 1 br \$105.50 (+7%)

### October Revenue



## **Board Report – October 2024 – Sales**

### **Goals:**

- Currently sitting at 2.7 Million of 3 Million YTD 90%
- Currently sitting at 50 of 65 Leads Generated YTD 77%

### **Stakeholder Engagements/Prospecting**

- Toured Habitat for Humanity, met with Kelley Perme-Johnson, visited about possibilities of bringing a conference to LK in 2027.
- Richard Renner – Planning Comedy festival weekend and Busker Festival
- Megan Richardson – Santa Rescue
- Laura McCorkill – KU School of Music – Vespers 100 year Ann.
- Lynette Woodard – Now Resident in LK – Tournaments to LK or Camps?
- Bob Marsh – Blue Herron – new add on adventures avail to incoming guests.
- Meet Kansas Meet-Up FAM Trip in April 2025 – Planning meetings
- Meet Kansas – Creating Look Book to include communitiy members of Meet Kansas – Received a Grant for FAM Trip and Look Book.

### **Service Items Delivered for incoming conferences/conventions/events**

- Kansas Association of Mappers - 180
- Kansas Association of School Psychologists – 200
- Midwest Data Librarian Symposium – 50
- Kansas Association of Dietary Managers – 80
- BHS – Central States Fall Contest Barber Shop – 200
- American Institute of Architects – 80
- Kansas Highway Geology Symposium – 130
- KAPCIC - 75

### **New Business/RFP's**

- The Lawrence Comedy Festival – Feb 2025
- The Busker Festival – May 2025
- Vespers 100 yr Anniversary – Alumni Group – Dec 2024
- KEDA – Sept 2026
- SPNHC Conference – (KU) – June 2025



Prepared On: 11/07/2024  
 Prepared By: Laura Carbrey

## Leads By User

For Lead Status from Oct 1, 2024 to Oct 31, 2024

	Meeting Date	Entry Date	Delegates	Total Room Nights	Econ Value
<b>Laura Carbrey (5)</b>					
<b>Comedy Festival</b>					
	The Lawrence Comedy Festival 2025 [3586]	10/31/2024	12	36	5,724
<b>Jayhawk Hospitality</b>					
	SPNHC Conference 2025 [3585]	10/18/2024	0	-50	-7,950
	SPNHC Conference 2025 [3585]	10/18/2024	0	-200	-31,800
	SPNHC Conference 2025 [3585]	10/18/2024	250	1,250	198,750
<b>Kansas Economic Development Alliance</b>					
	KEDA Fall Conference 2026 [3581]	10/04/2024	50	100	15,900
<b>KU School of Music</b>					
	Vespers 100th Annual [3583]	10/11/2024	50	60	9,540
<b>Lawrence Busker Festival 2025</b>					
	Lawrence Busker Festival 2025 [3587]	10/31/2024	10	40	6,360
<b>Total for Manager</b>					
			<b>372</b>	<b>1,236</b>	<b>196,524</b>
<b>Ruth DeWitt (1)</b>					
<b>Family &amp; Community Education</b>					
	2026 State FCE Conference [3584]	10/15/2024	75	225	35,775
<b>Total for Manager</b>					
			<b>75</b>	<b>225</b>	<b>35,775</b>
<b>Grand Total(6)</b>					
			<b>447</b>	<b>1,461</b>	<b>232,299</b>



Leads By User

For Lead Status from Jan 1, 2024 to Oct 31, 2024

	Meeting Date	Entry Date	Delegates	Total Room Nights	Econ Value
<b>Laura Carbrey (47)</b>					
<b>3SSB Circuit - Adidas Gold Spring Opener</b>					
<u>Adidas Gold Spring Opener 2025 [3579]</u>	04/11/2025	09/19/2024	400	800	127,200
<b>American Public Works Association</b>					
<u>APWA Regional Conference 2024 [3557]</u>	05/08/2024	04/25/2024	100	160	25,440
<b>Barber Challenge</b>					
<u>Cuttin up Barber Showcase [3538]</u>	07/11/2024	02/09/2024	40	100	15,900
<u>Cuttin up Barber Showcase [3538]</u>	07/13/2024	02/09/2024	20	20	3,180
<b>Chamber of Commerce Executives of Kansas</b>					
<u>CCEKS 2024 Annual Conference [3537]</u>	10/28/2024	02/05/2024	40	80	12,720
<b>Comedy Festival</b>					
<u>The Lawrence Comedy Festival 2025 [3586]</u>	02/20/2025	10/31/2024	12	36	5,724
<b>ESPN</b>					
<u>Game Day Hoops Week 7 Overflow Rooms [3540]</u>	02/21/2024	02/12/2024	30	85	13,515
<b>Fanit Sports</b>					
<u>The Midwest Clash [3567]</u>	07/26/2024	06/24/2024	600	600	95,400
<b>Free State Brewing Co</b>					
<u>Kansas Craft Brewers Expo 2024 [3534]</u>	03/01/2024	01/30/2024	30	60	9,540
<b>Freedom's Frontier National Heritage Area</b>					
<u>Alliance of National Heritage Area Conference 2025 [3558]</u>	04/12/2026	05/13/2024	-75	0	0
<u>Alliance of National Heritage Area Conference 2025 [3558]</u>	04/12/2026	05/13/2024	150	375	59,625
<b>Internal Association of Audio Information Services</b>					
<u>IAAIS Conference 2025 [3578]</u>	06/11/2025	09/19/2024	0	0	0
<u>IAAIS Conference 2025 [3578]</u>	06/04/2025	09/19/2024	40	90	14,310
<b>Jayhawk Hospitality</b>					
<u>19th Annual Lutie A Lytjie Black Women's Law Faculty Workshop [3541]</u>	06/25/2025	02/12/2024	100	0	0
<u>19th Annual Lutie A Lytjie Black Women's Law Faculty Workshop [3541]</u>	07/09/2025	02/12/2024	0	100	15,900
<u>19th Annual Lutie A Lytjie Black Women's Law Faculty Workshop [3541]</u>	06/17/2025	02/12/2024	100	700	111,300

	Meeting Date	Entry Date	Delegates	Total Room Nights	Econ Value
<b>Laura Carbrej (47)</b>					
2025 Young Bank Officers of Kansas [3570]	10/08/2025	07/02/2024	120	160	25,440
<u>Big 12 Provost Spring Meeting</u> [3539]	04/28/2024	02/09/2024	12	36	5,724
<u>KU School of Music International Piano Competition</u> [3531]	07/05/2024	01/02/2024	250	500	79,500
<u>SPNHC Conference 2025</u> [3585]	06/02/2025	10/18/2024	0	-50	-7,950
<u>SPNHC Conference 2025</u> [3585]	06/02/2025	10/18/2024	0	-200	-31,800
<u>SPNHC Conference 2025</u> [3585]	06/02/2025	10/18/2024	250	1,250	198,750
<u>Water Wastewater Operators School 2024</u> [3571]	07/31/2024	07/02/2024	150	220	34,980
<b>Kansas Association of Dietary Managers</b>					
<u>Kansas Association of Dietary Managers 2024</u> [3546]	10/16/2024	02/27/2024	50	100	15,900
<b>Kansas Association of Mappers 2024</b>					
<u>KAM 2024</u> [3543]	10/22/2024	02/16/2024	50	160	25,440
<b>Kansas Association of REALTORS</b>					
<u>2025 KAR Winter Advocacy Conference</u> [3552]	02/03/2025	03/27/2024	0	0	0
<u>2025 KAR Winter Advocacy Conference</u> [3552]	02/03/2025	03/27/2024	80	191	30,369
<b>Kansas Economic Development Alliance</b>					
<u>KEDA Fall Conference 2026</u> [3581]	09/14/2026	10/04/2024	50	100	15,900
<b>Kansas Jayhawk Community College Conference</b>					
<u>KJCCC Region 6 Baseball Playoffs 2025</u> [3572]	05/14/2025	07/23/2024	240	590	93,810
<b>Kansas Press Association</b>					
<u>Kansas Press Association Conference 2025</u> [3565]	06/05/2025	06/17/2024	30	25	3,975
<b>Kansas University Native Americans</b>					
<u>2024 KU Native American POW WOW</u> [3535]	04/12/2024	02/01/2024	0	0	0
<u>2024 KU Native American POW WOW</u> [3535]	03/01/2024	02/01/2024	20	20	3,180
<b>KU Center for Genomic and Research</b>					
<u>2024 Center for Genomic Research Symposium</u> [3551]	05/16/2024	03/27/2024	12	10	1,590
<b>KU School of Music</b>					
<u>Vespers 100th Annual</u> [3583]	12/06/2024	10/11/2024	50	60	9,540
<b>Lawrence Art Guild</b>					
<u>Art in the Park-Artist Block 2024</u> [3547]	09/13/2024	02/29/2024	30	80	12,720
<b>Lawrence Busker Festival 2025</b>					
<u>Lawrence Busker Festival 2025</u> [3587]	05/22/2025	10/31/2024	10	40	6,360
<b>Lutheran Women in Mission LWML</b>					
<u>LWML 2028 Convention</u> [3564]	04/19/2028	06/11/2024	0	1,090	173,310
<u>LWML 2028 Convention</u> [3564]	04/19/2028	06/11/2024	350	0	0
<b>Marla Quilts Inc</b>					
<u>2024 African American Quilt Convention</u> [3528]	06/18/2024	12/01/2023	100	0	0
<b>Miniature Herford Jr. Nationals Association</b>					
<u>Miniature Herford Junior Nationals 2024</u> [3542]	06/17/2024	02/16/2024	150	250	39,750
<b>Mix Master 2023</b>					

	Meeting Date	Entry Date	Delegates	Total Room Nights	Econ Value
<b>Laura Carbrej (47)</b>					
<u>Mix Master 2024 [35731]</u>	09/06/2024	07/24/2024	25	50	7,950
<b>Museum Computer Network</b>					
<u>Museum Computer Network '24 Conference [3550]</u>	10/22/2024	03/26/2024	350	1,050	166,950
<b>National Association of Credit Specialists</b>					
<u>National Association of Credit Specialists 2024 Meeting [3544]</u>	02/05/2025	02/16/2024	40	60	9,540
<b>New England Intertate Water Pollution Control Commission</b>					
<u>EPA Funded Workshop - Haskell University 2025 [3554]</u>	11/02/2025	04/05/2024	200	660	104,940
<b>North American Travel Journalists Association</b>					
<u>NATJA Conference and Marketplace 2026 [3575]</u>	05/03/2026	08/21/2024	0	0	0
<u>NATJA Conference and Marketplace 2026 [3575]</u>	06/14/2026	08/21/2024	100	310	49,290
<u>NATJA Conference and Marketplace 2027 [3577]</u>	06/06/2027	08/28/2024	100	310	49,290
<b>Pope and Young Club, Inc.</b>					
<u>2027 Pope and Young Convention [3574]</u>	03/29/2027	07/24/2024	250	728	115,752
<b>Puppeteers of America</b>					
<u>National Puppet Festival 2025 [3555]</u>	06/24/2025	04/22/2024	300	1,800	286,200
<b>REV IT UP Car Show</b>					
<u>REV IT UP 2024 [3545]</u>	09/27/2024	02/21/2024	0	10	1,590
<u>REV IT UP 2024 [3545]</u>	09/27/2024	02/21/2024	20	40	6,360
<b>Rock Chalk Roundball Classic 2024</b>					
<u>Rock Chalk Roundball Classice 2024 [3559]</u>	06/12/2024	05/13/2024	0	100	15,900
<u>Rock Chalk Roundball Classice 2024 [3559]</u>	06/12/2024	05/13/2024	25	0	0
<b>Saddle and Sirloin Club</b>					
<u>Saddle and Sirloin Women's Spring Event 2025 [3568]</u>	04/29/2025	07/01/2024	50	120	19,080
<b>Sparkwheel</b>					
<u>Summer Engagement 2024 [3549]</u>	08/04/2024	03/21/2024	0	278	44,202
<b>The Energy Council</b>					
<u>Sales Meeting November 2024 [3580]</u>	11/05/2024	09/30/2024	200	405	64,395
<b>Topeka Impact</b>					
<u>'24 Topeka Impact Midwest Pre-Nationals 14 - 17 [3532]</u>	06/06/2024	01/03/2024	2,500	2,700	429,300
<b>Turfgrass Producers International</b>					
<u>TPI Fututre Leaders Meeting 4-24 [3536]</u>	04/09/2024	02/01/2024	0	42	6,678
<b>Western States Water Council</b>					
<u>WSWC - Interstate Conference 2024 [3563]</u>	09/18/2024	06/06/2024	45	135	21,465
<b>Wichita State University</b>					
<u>BCBSKS Pathways to a Helathy Kansas Learning Session 2024 [3553]</u>	05/01/2024	04/01/2024	60	120	19,080
<b>Total for Manager</b>			<b>7,856</b>	<b>16,756</b>	<b>2,664,204</b>
<b>Ruth Dewitt (3)</b>					



**Laura Carbrey (47)**

**Family & Community Education**

2026 State FCE Conference [3584]

**Jayhawk Hospitality**

Kansas Library Association [3533]

**Kansas Farmers Union**

Kansas Farmers Union Annual Convention 24 [3548]

Kansas Farmers Union Annual Convention 24 [3548]

Kansas Farmers Union Annual Convention 24 [3548]

**Meeting Date**      **Entry Date**      **Delegates**      **Total Room Nights**      **Econ Value**

10/05/2026      10/15/2024      75      225      35,775

05/15/2024      01/29/2024      65      150      23,850

11/19/2024      03/05/2024      0      80      12,720

11/19/2024      03/05/2024      0      0      0

11/19/2024      03/05/2024      40      0      0

**Total for Manager**           **180**      **455**      **72,345**

**Grand Total(50)**           **8,036**      **17,211**      **2,736,549**



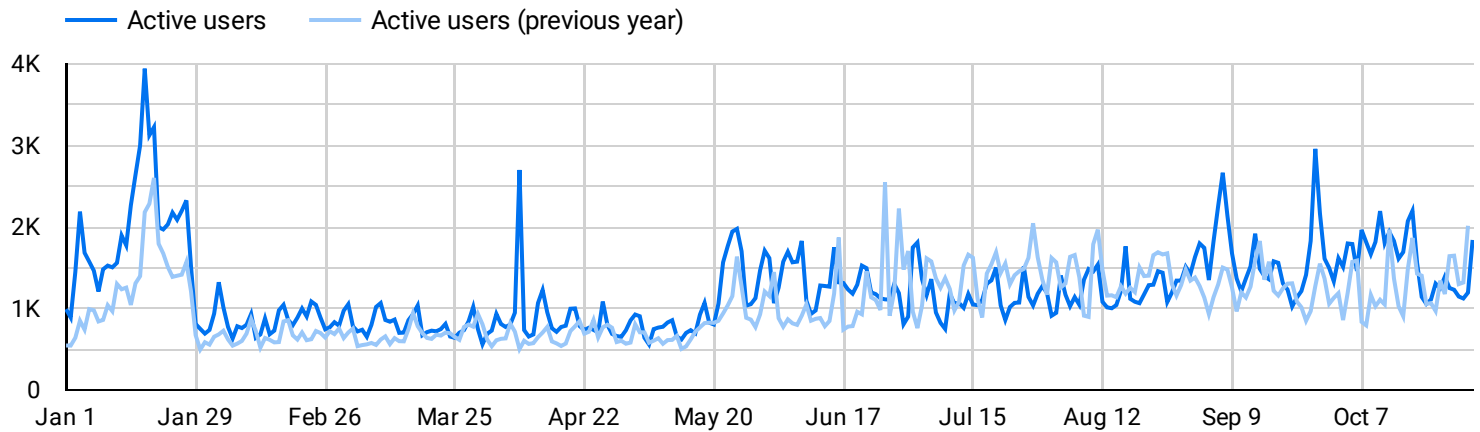
## OCTOBER MARKETING SUMMARY

Our October marketing campaigns focused on the Burger Battle, football weekends, Halloween events, outdoor and fall activities, events and more. We also focused on evergreen content, including promoting merchandise at the Visitors Center, visitor guide orders, and marketing our events calendar. Our page hits align with our persona marketing strategy, showing we engage with the correct consumer.

## EXPLORELAWRENCE.COM

Total website users for October were 45,350, up 22% compared to October last year. Over 42,000 of the users in October this year were first-time visitors to the site. Each user averaged almost 12 "events" on the site, including page views, scrolls, link clicks, video views, etc. Page views were up almost 29% compared to this month last year, totaling 147,812. The most viewed content in October was the events calendar, Burger Battle, Halloween, Lawrence Cocktail Trail, and Dining.

Total users	New users	Event count	Event count per user	Views
<b>45,350</b>	<b>42,469</b>	<b>532,935</b>	<b>11.86</b>	<b>147,812</b>
↑ 22.6%	↑ 22.1%	↑ 19.8%	↓ -3.0%	↑ 28.8%

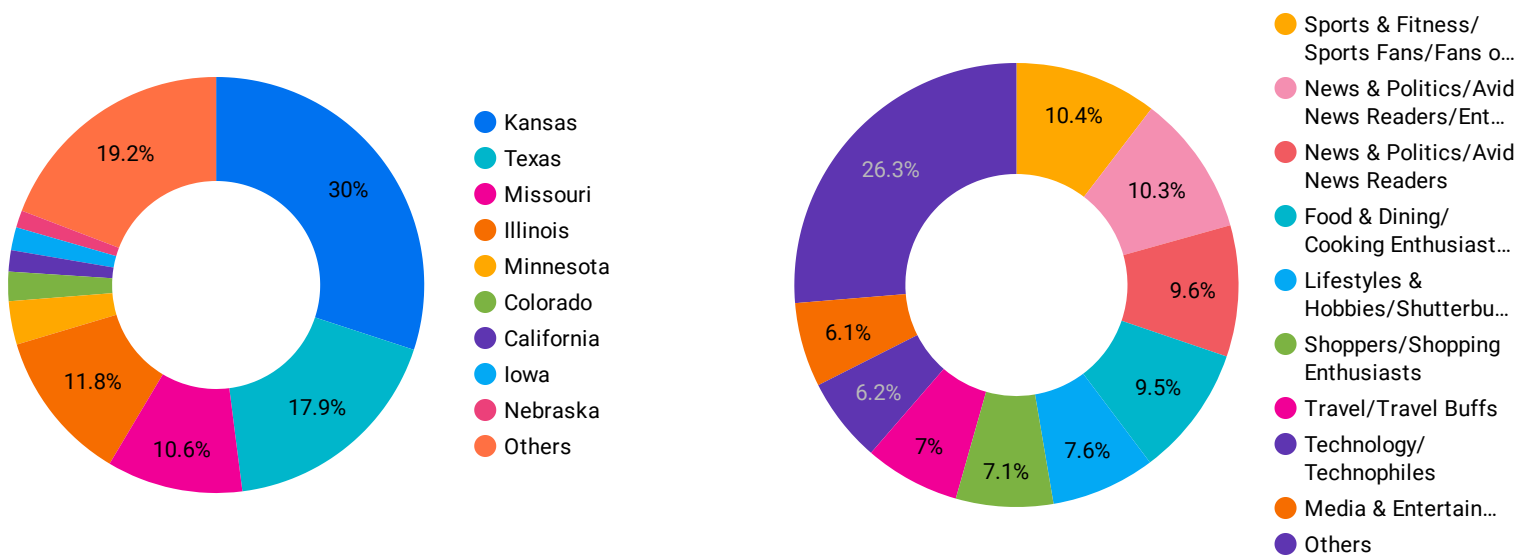


Event name	Event count	% Δ
widget_interaction	71	73.2% ↑
view_search_results	182	-0.5% ↓
view_item	6	-40.0%...
video_start	42	-57.1%...
video_progress	98	-49.7%...
video_complete	9	-40.0%...
vg_request	155	80.2% ↑
user_engagement	39,876	3.0% ↑
session_start	58,354	23.4% ↑
scroll	157,786	13.2% ↑

Page title	Views	% Δ
Events Calendar - Unmistakably Lawren...	30,367	42.1% ↑
Burger Battle	16,168	-
Halloween in Lawrence, Kansas	8,546	366.5% ↑
Eat - Unmistakably Lawrence	5,209	36.3% ↑
Lawrence Cocktail Trail	4,598	-23.9% ↓
Explore - Unmistakably Lawrence	4,560	14.3% ↑
(not set)	3,322	34.9% ↑
Concerts & Live Music	2,805	9.8% ↑
Downtown & Mass Street	2,636	60.8% ↑
Final Fridays in Lawrence, Kansas	2,356	-23.8% ↓

## EXPLORELAWRENCE.COM USERS

In October, the states with the most users visited explorelawrence.com were Kansas, Texas, Illinois, Missouri, Minnesota, and Colorado. Users share interests in news, media/movies, sports & fitness, media/TV, food & dining, and travel.



## EXPLORELAWRENCE.COM ACQUISITION

The leading traffic channels were organic search, organic social, direct traffic, paid search, referral, display, and email. The top traffic sources were Google, Facebook, Bing, stackadapt, enews, and KU Athletics.. It's encouraging to see a continuous significant increase in organic traffic compared to last year.

Session default channel group	Sessions	% Δ	Session source	Sessions	% Δ
Organic Search	24,844	1.6% ↑	google	39,971	20.6% ↑
Paid Search	12,807	25.1% ↑	(direct)	6,055	10.1% ↑
Organic Social	7,472	99.8% ↑	m.facebook.com	4,861	531.3% ↑
Direct	6,055	10.1% ↑	facebook	1,181	58,950.0% ↑
Display	4,230	200.4% ↑	stackadapt	1,033	-25.2% ↓
Referral	1,666	-6.2% ↓	l.facebook.com	644	283.3% ↑
Email	634	123.2% ↑	bing	636	3.2% ↑
Unassigned	162	52.8% ↑	kuathletics.com	596	112.1% ↑
Paid Social	1	-	Unmistakably Lawrence E-News	515	84.6% ↑
			lm.facebook.com	302	56.5% ↑

## LAWRENCE PASSPORTS

Year to date, the MET&L (Manhattan, Emporia, Topeka, Lawrence) Prairie Pour Tour has 1189 sign-ups and over 3990 check-ins. We have already surpassed goals compared to the 2023 MET&L Pass. The Summer of Fun pass has ended, with a record number of sign-ups, is our most successful pass. We also launched the Burger Battle this month.

Pass	Pass Sign-ups	Check-ins	Offer Redemptions	Email Opt-ins
1.. MET&L Prairie Pour Tour	1215	4261	null	null
2.. Cocktail Trail (LRA)	323	286	null	106
3.. Burger Battle	284	123	null	147

## SOCIAL MEDIA

October's social media activity on Facebook, Instagram, and TikTok resulted in an increase of over 550 new fans, over 277,000 impressions, 179,856 post engagements, and over 72,000 video views. Popular content included Halloween, Reels, football watch parties, fall activities, Burger Battle, and events. Reminder: **The new report is reporting a total number of 29892 followers. This is a decrease of over 6,000, as we are no longer tracking or using Twitter/X.**

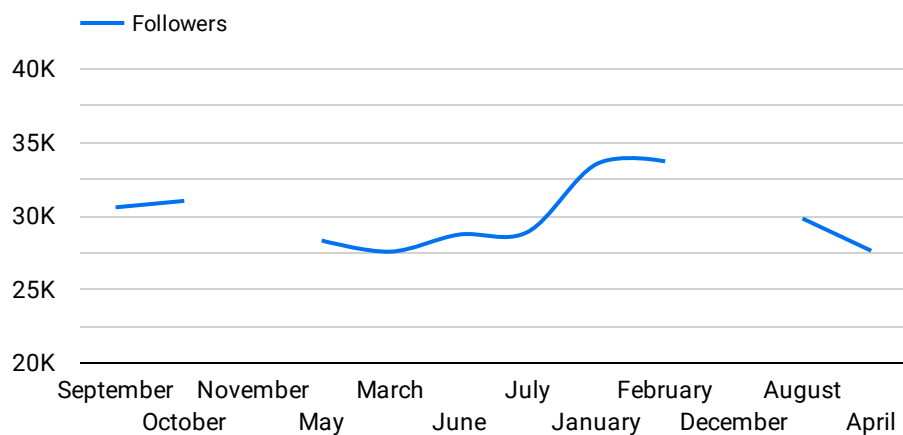
Platform	Impressions	Engagement	Video Views	New Followers
Facebook	160,380	123,260	5,123	148
Instagram	86,075	52,063	33,362	250
TikTok	30,676	4,542	33,641	153
-	-	-	-	-

Impressions  
**277,131**

Engagement  
**179,865**

Video Views  
**72,126**

New Followers  
**551**



## ENEWS

The October leisure e-blast was sent to 7,256. 2,479 recipients opened the email, and there were 336 clicks on links within the email.

Recipients  
**7,256**

Opens  
**2,479**

Clicks  
**336**

Link	Clicks
Halloween Events	265
Lawrence Cocktail Trail	70
Burger Battle	47
Kaw Valley Farm Tour Blog	45
Live Music Blog	43
Fall Birding Blog	39
Nightmare on Mass Street Pop Up	37
Jayhawk Football Game Day Guide	33
Autumn Harvest Craft Festival	31
Downtown Lawrence Trick or Treat	27

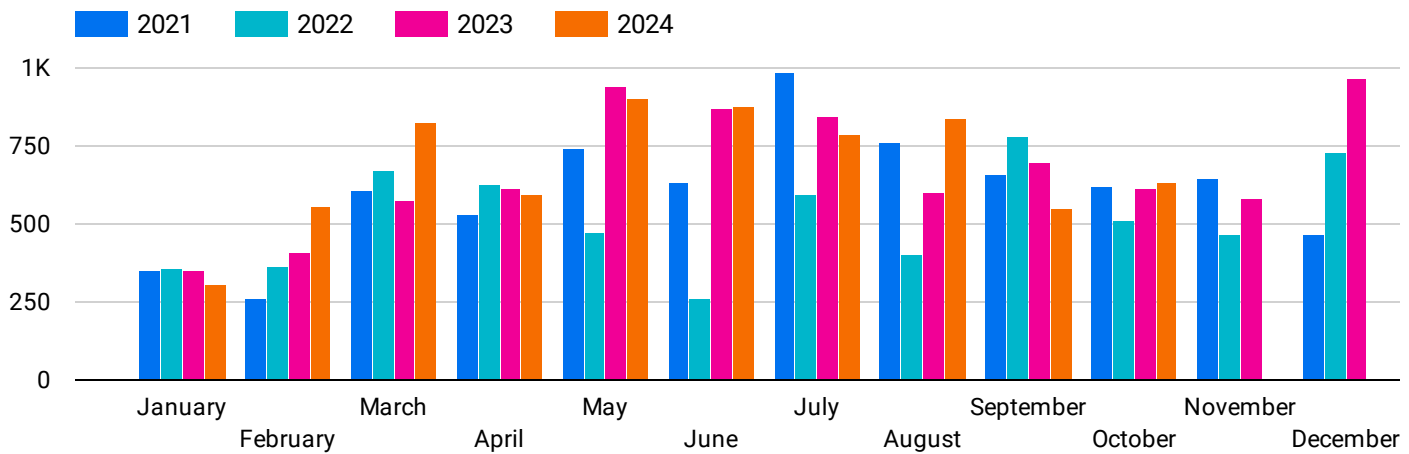


# OCTOBER VISITOR CENTER REPORT

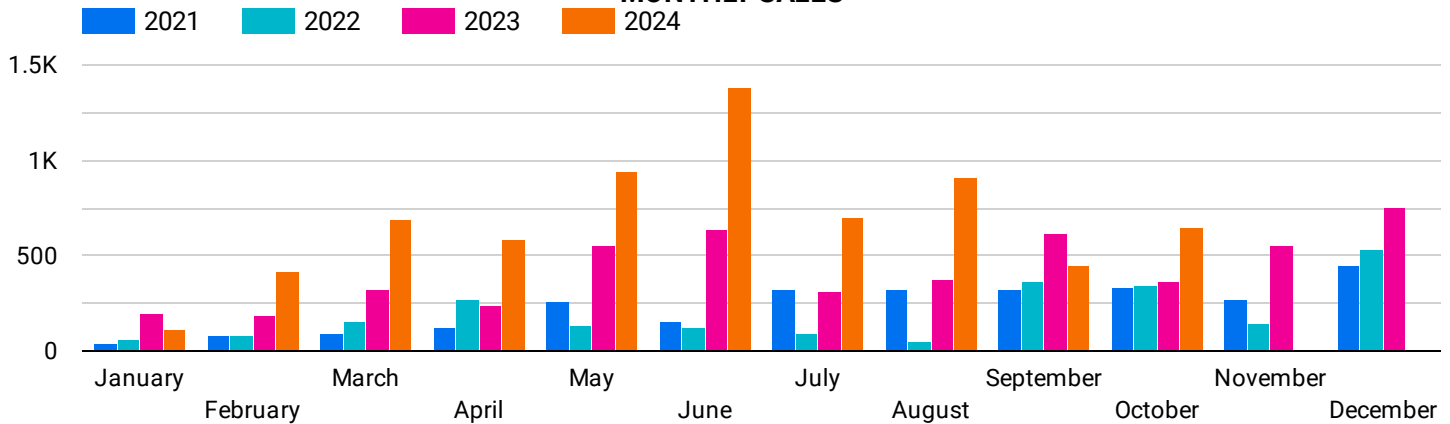
## OCTOBER VISITOR CENTER SUMMARY

October's walk-in visitors totaled 637, trending pretty even with the past 3 years. The total gross retail sales for October came to \$648. T-shirts, stickers, and bucket hats were the top-selling items for the month.

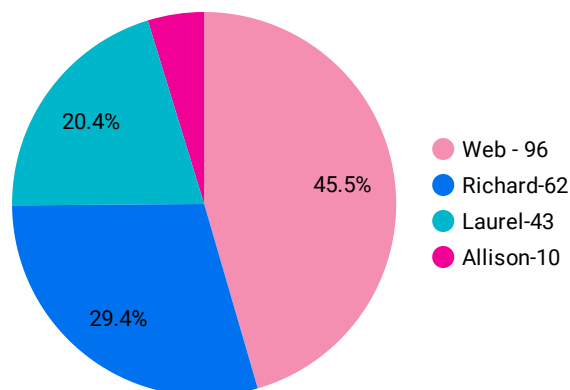
### VISITORS CENTER WALK-INS



### MONTHLY SALES



### CALENDAR OF EVENT ENTRIES

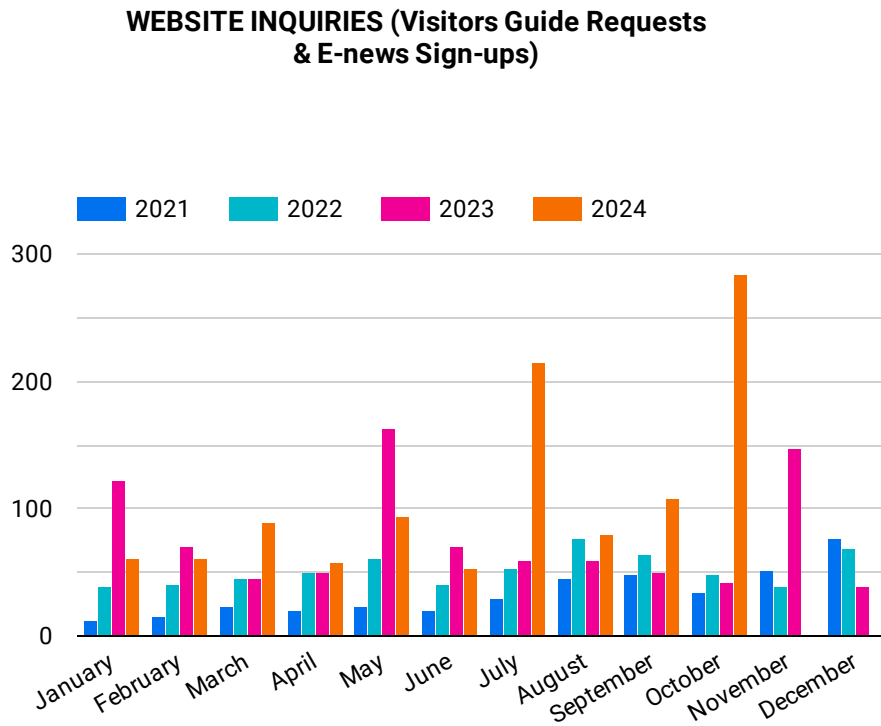


## VISITORS CENTER PARTNER REFERRALS

	<b>Account Name ^</b>	<b>October</b>
1.	Baker University Wetlands	1
2.	Clinton Marina	2
3.	Dempsey's Burger Pub	1
4.	Elevate Arts of Wellness	1
5.	Free State Brewing Co.	3
6.	Haskell Culutral Center	1
7.	Maple Leaf Festival	6
8.	Merchants Pub & Plate	2
9.	Phoenix Gallery	1
10.	Six Mile Chophouse and Tavern	1
11.	Terrebonne	3
12.	The Burger Stand at the Casbah	4
13.	Watkins Museum of History	1
14.	Zen Zero	3

## WEBSITE INQUIRIES

The Visitors Center fulfills requests for Visitors Guides that come through the website. There were 284 website inquiries for Visitors Guides and e-newsletter sign-ups in October. Visitors are asked about their interests when they request information. The most popular interests in September were Events, Arts/Culture, Food, Shopping, History, Family, and Wellness.



## WEBSITE INQUIRIES - INTERESTS

	Interest	Count
1.	Other	204
2.	Events	64
3.	History	63
4.	Arts/Culture	63
5.	Food	62
6.	Shopping	49
7.	Family	38
8.	Haunted	36
9.	Basketball	33
10.	Universities	30
11.	Recreation	29
12.	Birding	26

**Annual Expenses**

Gas	\$2,000.00
Cleaning/supplies	\$1,000.00
Employee pay	\$50,000.00
Annual tags	\$1,000.00
Maintenance/Tires	\$3,000.00
Merchandise	\$8,000.00
10 events - entry fee	\$20,000.00
Insurance	\$2,000.00
Travel expense	\$15,000.00
DL parking	\$10,000.00
Bags	\$5,000.00
<i>Total</i>	<b>\$117,000.00</b>

**2025 Annual Expense**

Gas	\$1,000.00
Cleaning/supplies	\$1,000.00
Employee pay	\$30,000.00
Annual tags	\$1,000.00
Maintenance/Tires	\$3,000.00
Merchandise	\$5,000.00
5 events - entry fee	\$10,000.00
Insurance	\$2,000.00
Travel expenses	\$7,000.00

**2025 Only Expenses**

Wrap design fee	\$5,000.00
Van purchase	\$29,000.00
Build out	\$50,000.00
Initial registration	\$2,000.00
Misc. expenses	\$2,500.00
3 months rent	\$11,550.00
3 months hourly pay (812 Mas	\$9,000.00
Vehicle inspection	\$1,500.00
<i>Total</i>	<b>\$169,050.00</b>
Grant awarded (KS Tourism)	\$40,000.00
<i>EL spend</i>	<b>\$129,050.00</b>



<b>812 Annual Expenses</b>	<b>Yearly</b>
Rent	\$46,800
Salary	\$45,500
Cleaning	\$3,000
Utilities	\$2,500
Insurance	\$2,000
Maintenance	\$20,000
COG	\$10,000
<b>Total:</b>	<b>\$129,800</b>



eXplore Lawrence  
2023 Strategic Plan Action Plan

Blue = Objective Benchmark  
Green = Actual Number Achieved

Orange= Working

Goal 1: SALES

Owner	Due Date	Notes
Sales Director	12/31/2023	This is underway. Laura is creating her prospect list for 2025 and dedicating 1 Day per week on prospecting
Sales Director	12/31/2023	In Progress: Laura working on for the end of the year. Thursdays AM workdays
Sales Director	KU & HU= 12/31/23 Panasonic = 12/31/24 LMH = 12/31/25	This goal needs refinement. Panasonic does not seem to hold potential in this way for Lawrence. We are focusing on local business connections instead. Currently working with KU/JH on leads. Has had a couple leads for Haskell come through in 2024.
Sales Director	Developed = 12/31/23 Implemented =	2023 Sales incentives approved by BOD. Laura is deploying them as needed.
Sales Director	Developed = 12/31/23	This goal needs refinement. Team discussion on how this is measured and what the definition of success is on this one. Propose refocusing this on a
Executive Director	12/31 annually	Sales Team attended 5 Trade shows in 2023, 4 of them were new
Executive Director	12/31/2023	Sales Team is fully Staffed

Goal 1: SALES Objectives

Starting Benchmark	FY2023	FY2024	FY2025	FY 2026	FY 2027	
Increase visitor spending on lodging to 100% of 2017 levels by the end of FY 2024 and by at least 5% per year through FY 2027.	2017 = \$46.7 million	Need to update by	\$46,700,000	\$49,035,000	\$51,486,750	\$54,061,088
Increase the number of hotel nights booked as a result of group/business events recruited by eXplore Lawrence by 5% per year through FY 2027.		7832	9059			
Increase the number of hotel nights booked on Sunday-Thursday by 3% per year through FY 2027.						
Increase the number of leads generated through the proactive work of eXplore Lawrence sales staff (i.e., the client does not reach out to eXplore Lawrence, eXplore Lawrence reaches out to them) by 10% by the end of FY 2027.						

As measured by Tourism Economics report

No currently trackable. Need to create weekly STR Dashboard.

We are updating our tracking to include Leads and Assists. Right now everything is coded as a lead. Sales TEam implem

Goal 2: MARKETING & COMMUNICATIONS

Owner	Due Date	Notes
Marketing Director	12/31/23 = Wichita, Denver, Chicago; 12/31/24 = ...	Regional Marketing campaigns are currently running or ready to launch. These search, digital display, audio streaming, and social campaigns include Final Fridays, Live Music, community events, and sports.
Marketing Director	12/31/2024	Started discussing with graphic design team. Waiting on sales to change their Team discussion about the measurement and implemetaon of this. Is it worth our time,
Marketing Director & Ruth	12/31/2024	We are strategizing which events to focus on in 2024. RD is working on
Marketing Director	12/31/2024	In 2023 eXplore Lawrence has made a proactive effort to support grassroots Lawrence events created by diverse Lawrence communities through consultation, marketing, and sponsorship support. Website and social media campaigns can be expanded into more robust omnichannel campaigns moving forward. - AJ
Marketing Director & Executive Director	12/31/2024	Coming up next: Summer of Fun pass, Burger Battle, Winter Wonder Pass
Marketing Director & Executive Director	12/31/2025	This has been taken out of marketing. This one needs to move to External Affairs and ED

Goal 2: MARKETING & COMMUNICATIONS Objectives

Starting Benchmark	FY2023	FY2024	FY2025	FY 2026	FY 2027	
Increase visitor spending in Douglas County to 2019 levels by the end of FY 2023 and by at least 5% per year through FY 2027.	2019 = \$263,600,000	\$279,200,000	\$293,160,000	\$307,818,000	\$323,208,900	\$339,369,345
Restore the share of direct jobs supported by Douglas County visitor activity to 2,792 by the end of FY 2023 and by at least 5% per year through FY 2027.		2,527	2,653	2,786	2,925	3,072
Acquire 250,000 website users by the end of FY 2023 and increase by 5% annually through FY 2027.		338,394	355,314	373,079	391,733	411,320
Generate 225,000 Social Engagements by the end of FY 2023 and increase by 3% annually through FY 2027.		225,000	236,250	248,063	260,466	273,489

As measured by Tourism Economics

Tourism Economics

Google Analytics

Meta Analytics

Increase Social Follower Count to 32,500 by the end of FY 2023 and increase by 3% annually through FY 2027.

	33,494	35168.7	36927	38773	40712	Meta Analytics
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Increase public recognition of eExplore Lawrence's organizational identity by 5% per year through FY 2027, as demonstrated by an annual boosted social media poll.

New.

Need to explore the goal of this. Our social audience is visitors, not necessarily locals? What defines success and why?

**Goal 3: COMMUNITY PARTNERSHIPS**

**Owner**

**Due Date**

**Notes**

3.1) Expand strategic partnerships with key community organizations, including but not limited to the University of Kansas, Panasonic, and Uber, as demonstrated by collaborative projects and shared economy-building initiatives.

Sales Director & Executive Director

12/31/23 = KU  
12/31/24 = Uber  
12/31/25 = Panasonic

With newly created External Affairs role we can expand the ownership of this - Unclear on how to engage uber. Is panasonic worth focusing on when it's so eastern focus. What does this do to advanc

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

12/31/2023

Lawrence Arts Roundtable restarted in March '23 with regular meetings External Affairs is running this now.

3.3) Attend state legislature sessions and develop relationships with state representatives that can lead to increased group bookings in Lawrence by working closely with the Travel Industry Association of Kansas.

Executive Director

12/31/2023

In progress. Need a consistent schedule and working on Part of Advocacy Planning: External Affairs

3.4) Convene an annual summit of tourism industry stakeholders in the region with an attendance of at least 65 in FY 2024 with an annual increase of 10% through FY 2027.

AC & RD

12/31/2025

Done for 2024- AC

3.5) Incentivize engagement of hotel industry employees in monthly DOS meetings and quarterly general manager meetings by providing free training on industry best practices, tourism trends, and new local attractions/events.

DOS + External Affairs

12/31/2023

DOS Meeting  
11/2024: 17  
Attendees. Q1  
2024: 12  
Attendees

**Goal 3: COMMUNITY PARTNERSHIPS Objectives**

**Starting Benchmark**

**FY2023**

**FY2024**

**FY2025**

**FY 2026**

**FY 2027**

Hold quarterly meetings with KU, Panasonic, and Uber starting in the third quarter of FY 2023.

0 meetings

KU/JH has 2 meetings per month

Highly Engaged with KU Between DOS, ED and External Affairs at least monthly meetings

Hold monthly arts and nonprofit roundtable meetings starting in the third quarter of FY 2023.

0 meetings

10

Have at least one meeting with a state legislature representative every quarter starting in the second quarter of FY 2023.

1 x annually

Convene first annual summit of tourism industry stakeholders in FY 2024 with an attendance of at least 65 in FY 2024 with an annual increase of 10% through FY 2027.

New. List date of occurrence and attendance count.

0

116

Increase regular attendance of hotel industry staff at eExplore Lawrence meetings to approximately 80% of those invited by the end of FY 2024.

<50%

Average of 15 attendees per quarter

**Goal 4: FUNDING & ADVOCACY**

**Owner**

**Due Date**

**Notes**

4.1) Finalize a multi-year funding agreement with the City of Lawrence to guarantee future Transient Guest Tax funding.

Executive Director and Board

12/31/2023

This agreement has been approved by the BOD. Waiting for the 2023 budget approval process to move forward with approvals. Working on revisions on

4.2) Identify and implement 1-2 additional revenue streams to diversify income sources—one of which may be the implementation of a Tourism Improvement District to provide additional funding specifically earmarked for sales related marketing.

Executive Director and Board

12/31/2024  
Developed =  
12/31/2024  
Implemented =

Start exploratioins in 2025 with Board/Advisory Committee

4.3) Develop and implement a plan to advocate for better and more transportation solutions in Lawrence, Douglas County, and across the region to support tourism development.

Executive Director and Board

12/31/2024

Staff has connected with Lawrence Transit to better understand the landscape.

4.4) Use eExplore Lawrence's 501(c)6 status and the strategic plan marketing campaign to share the role eExplore Lawrence plays in building the local and regional economy with government officials at the City, county, and state levels.

Executive Director and Marketing Director

12/31/2024

**Goal 4: FUNDING & ADVOCACY Objectives**

**Starting Benchmark**

**FY2023**

**FY2024**

**FY2025**

**FY 2026**

**FY 2027**

Solidify a multi-year funding agreement with the City of Lawrence by the end of FY 2023.

Year-Year Funding

In Progress

Did not move forward in 24

Implement two new revenue streams for eExplore Lawrence by the end of FY 2024.

Predominantly TGT

Establish one new transportation route for traveling to and from Lawrence, KS by end of FY 2027.

New

Increase City, county, and state government officials' understanding of eExplore Lawrence's legal status and political/economic role by 10% by the end of FY 2027, as demonstrated by a short email survey conducted in FY 2023 and again in FY 2027.

New.

Launching Advocacy Plan in 2025

**Goal 5: ORGANIZATIONAL HEALTH**

**Owner**

**Due Date**

**Notes**

5.1) Develop an organizational chart, workflow processes document, and clear job descriptions including year-end assessment goals for eExplore Lawrence staff.

Executive Director

12/31/2023

All staff (except ED) have current Job Descriptions

5.2) Expand eXplore Lawrence governing board from 7 members to at least 9 and up to 15 members by adding three additional seats—one for a restaurant representative, one for a retail representative, and one for a community nonprofit organization. Seats should be filled with the goal of increasing board diversity in the areas of race, gender, sexuality, age, disability, and economic status.

Executive Director and Board

12/31/2024

Discussion on path forward needd

5.3) Develop an eXplore Lawrence advisory board including representatives from diverse local and regional industries that meets bi-annually and that can be called upon by the eXplore Lawrence governing board for expertise and advice. Seats should be filled with the goal of increasing board diversity in the areas of race, gender, sexuality, age, disability, and economic status.

Executive Director and Board

12/31/2025

Talking about this at Retreat

**Goal 5: ORGANIZATIONAL HEALTH Objectives**

Develop organizational chart, workflow processes document, and clear job descriptions by the end of FY 2023.

New.

Org Chart done

Job Descriptions for Staff complete

Expand eXplore Lawrence governing board from 7 members to 9 members by the end of FY 2024.

7 members

Revisito

Develop an eXplore Lawrence advisory board by the end of FY 2025.

New.

Starting Benchmark	FY2023	FY2024	FY2025	FY 2026	FY 2027
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Implementing new tracking structure in 2025.

Should we create a new advocacy section? This should live with External Affairs

Should our mission? Should Uber be changed to Transportation

