



eXplore Lawrence Board Meeting Agenda

Friday 4/24/26

1 P.M. Carnegie Building

Time	Agenda Topic	Discussion Leader	Action Needed
1:00-1:05	Welcome	Heidi	I
1:05-1:10	Approval of Minutes	Heidi	A
1:10-1:20	Financial Report	Heather/Kim	I/D
1:20-1:50	Staff Reports <ul style="list-style-type: none"> • Sales • Marketing • Community Relations 	Chris/Ruth/Jennie	I/D
1:50-2:00	Director Report <ul style="list-style-type: none"> • Carnegie Lease Renewal(A) • 2027 Budget Memo (A) • TGT Collections Report (D) 	Kim	A/D

Agenda Code: A= Approval C= Consensus D= Discussion I = Information

Mission: eXplore Lawrence benefits the local economy by attracting diverse visitors, groups, and events to the City.



Explore Lawrence

Board of Directors Meeting

April 24, 2026

Members Present: Drew Gaschler (Acting Chair), Heather Shull, Marlo Angell, Katie VanderVelde, Lindsay Hart, Mayor Brad Finkeldei, Emily Peterson, Tina Tourtillott

Absent: Heidi Champagne (chair), Mike Logan, Margann Bennett

Staff: Kim Anspach, Executive Director, Ruth DeWitt, Director of Community Relations (notes), Jennie Nguyen, Director of Marketing

Drew called the meeting to order at 1:02 pm

Celebrations: Congratulations to Chris on the birth of their second boy, Silas.

Kim is celebrating her 12-year anniversary at eXplore Lawrence.

MINUTES/FINANCIALS

The board approved the minutes from the March meeting (MSP Marlo, Heather).

Heather noted the February minutes were not in the packet. She received the March minutes only the day before so reviewed quickly. The Mobile Visitor Center line needs to be adjusted in how it's tracked as an asset. Kim will be making sure to complete those adjustments.

The marketing lines are also in transition now that we have specific World Cup budget lines to track WC expenses. Kim is currently adjusting prior billing lines to the World Cup to reflect more accurately our spending on World Cup efforts. April reports in marketing lines will look very different from this March report.

Emily noted LRA has not been invoiced for Restaurant Week. She urged that be done and included in the April reallocations.

The Q1 payment of the Transient Guest Tax was on the city commission's agenda last week. That payment will be reflected in the April report. All other items are tracking as projected and look good.

The board had a discussion about the timeliness of the financial reports. The board again urged Kim to look into changing accountants.

The board accepted the March financial report. (Note: the February report was not included and therefore not accepted).

DEPARTMENT REPORTS

As we went into the department reports Kim asked the board to take in the information through the lens of the new structure of the three departments working together.

Sales:

Kim handled the sales report in Chris's absence.

- The sales department continues to focus on prospecting and building a process to follow up on getting new business in town.
- Two new businesses leads in March (business that hasn't been booked in Lawrence before).
- The department is reporting 11 leads for the month, lower than the 14 leads from this time last year. (World Cup is likely a factor in slower bookings for the summer).
- Current economic impact is \$79,000, with 60 bookings on the year.
- Chris will be working on protocols and procedures as he phases back into work after paternity leave in a hybrid format.
- Materials and services supported 6 SWAG packets to conferences and meetings.
- Laura hosted three site visits for prospective meetings.
- We will continue to watch the World Cup bookings closely; we are not seeing room pick up yet. This is a nationwide issue, and extends to short-term rentals too.
- The STR report shows bookings are down 5.6%, and the average daily rate is up slightly. Overall, room revenue was down YoY. The travel industry is projecting rising prices in airlines and gas is affecting travel.
- Chris and Jennie are auditing the eXplore Lawrence website for sales information that is out of date or contains broken QR codes.
- Laura, Chris, and Jennie completed the "services menu" collateral that also explains the benefits of working with us. Kim passed the piece out to the board.

Marketing:

- Jennie presented the marketing report, which shows YoY growth over all channels even with a flat budget.

- Laurel made a post about the prairie dogs Pip and Squeak at Prairie Park Nature Center that caught fire and ended up with 50k Instagram views and 45K on Tik Tok.
- Jennie started a “Book Your Room in Lawrence” digital campaign on April 1, a pivot to reach Algerians living in US pockets and people who have a profile of live sports, Algeria, and World Cup online to get ads from us and direct them to our hotel listings page. Jennie will be able to report an update on the campaign next month.
- Our Lawrence ad started on the KC Streetcar plaza stop on May 15.
- The Summer of Soccer digital passport will launch for business sign up next week. The passport will highlight World Cup and annual activities around Lawrence this summer.
- Jennie shared a proof of our re-imagined Visitors Guide, which is a map/guide combination and will be completed for World Cup distribution.

Community Relations:

- The Community Resource Fair was a success. We had about 75 people come through with over almost 20 exhibitors. We offered food from Mediterranean Market and Shwarma Press, and had donated cookies from Eileen's cookies.
- Ruth provided a World Cup update. The 8th Street Plaza project seems to be cut for now, citing the barriers and traffic signage needed to corral off a small footprint, and issues around programming capacity. Ruth continues to present to community groups. The media attention has been really positive, and the Stan Herd project has been getting national press. Hotel bookings continue to lag, and there is not a clear, comprehensive explanation as to why, but we are continuing to plan as we have been all along.
- The City Commission passed the eXplore Lawrence portion of the TGT budget for our portion of the World Cup commitments. They also approved the city's portion of funding for arts and culture events for World Cup. There was no public comment on the TGT budget at the public hearing.
- We are monitoring the renovations at the former Einstein's bagel property to serve as a volunteer/visitor pop up space for June and July. We are planning hours, activities, and merch for the spot.

- Mobile Visitor Center. The van has been wrapped in Kansas City and ready for pick up in mid-April. The plan is to debut the van for National Travel and Tourism Week (May 3-9). We have invited Bridgette Jobe, Director of Kansas Tourism to launch the van and receive the proclamations with us.

EXECUTIVE DIRECTOR REPORT:

- Kim reminded the board about the amended funding agreement that went before the commission on April 7. eXplore Lawrence will receive an additional \$230,000 for marketing, signage, and collateral, volunteer, and operational expenses. Most of the funding has already been allocated to our activities.
- Kim asked the board to approve her signing the amended funding agreement with the city for the World Cup scope of work, the board authorized her to do so on a motion moved by Marlo, seconded by Heather.
- Kim provided a legislative update from Topeka on the 23/7 bar sales bill, which was moving through the legislative process quickly. There is another piece of legislation about adding short-term rentals with only one bedroom to required TGT collections. There is a sports tourism bill also moving through the legislature.
- Finally, Kim and Jennie are compiling final numbers for the Annual Report. Numbers take longer because we are an accrual-based organization. That will be available by the next meeting.
- Kim found a new auditor, Russell Shipley, who came from a contact after the United Way training this year. She checked his references and he comes highly recommended. The first audit will be more time-consuming but he knows the timeline is tight to get the numbers to the city. The city is aware of the situation and knows our audit will be delayed. Now that the 2025 financials are in, all of this can be completed quickly. We will be paying more for audits.
- The board again expressed frustrations with the accountant, and Kim was hoping to wait until Q4 to go through changing accountants, but it might need to happen in the Q3. She asked the board for suggestions. Other board members raised questions about late payments and tax issues, and again reminded Kim of the 3rd Wednesday deadline for financials. Kim will begin drafting RFPs, and mentioned to the board there will likely be an increased cost to switching to another firm.

The board engaged in general discussions about bookings for World Cup and, updates around graduation and graduation plans in town.

ADJOURNMENT:

The meeting adjourned at 1:56 PM (MSP Heather, Emily)

The next meeting of the board is scheduled for May 29 at 1:00 PM at the Carnegie Building.

Respectfully submitted,

Ruth DeWitt

EXPLORE LAWRENCE INC
Statement of Financial Position
As of February 28, 2026

	Feb 28, 26
ASSETS	
Current Assets	
Checking/Savings	
1020 · US Bank Checking	481,610.49
1030 · US Bank Money Market	230,006.13
1050 · Reserve Fund	337,859.39
1060 · Petty Cash	40.00
Total Checking/Savings	1,049,516.01
Other Current Assets	
1275 · WIP - Van Build Out	106,127.36
Total Other Current Assets	106,127.36
Total Current Assets	1,155,643.37
Fixed Assets	
2200 · Leasehold Improvement	107,174.01
2500 · Accumulated Depreciation	-40,937.48
Total Fixed Assets	66,236.53
Other Assets	
1225 · Deposits	3,100.00
Total Other Assets	3,100.00
TOTAL ASSETS	1,224,979.90
LIABILITIES & EQUITY	
Liabilities	
Current Liabilities	
Accounts Payable	
3000 · Accounts Payable	64,989.21
Total Accounts Payable	64,989.21
Credit Cards	
2109 · Credit Card - US Bank 2981	-1,894.35
Total Credit Cards	-1,894.35
Other Current Liabilities	
3100 · Payroll Liabilities	
3105 · Accrued Payroll	16,833.69
3110 · Federal & FICA Payable	1,287.78
3111 · KS Withholding Payable	-18.00
3112 · FUTA Payable	302.88
3113 · KS SUTA Payable	453.94
3114 · Health Insurance Payable	-1,680.45
Total 3100 · Payroll Liabilities	17,179.84
Total Other Current Liabilities	17,179.84
Total Current Liabilities	80,274.70
Total Liabilities	80,274.70
Equity	
4100 · Beginning Fund Balance	1,302,417.14
Net Income	-157,711.94
Total Equity	1,144,705.20
TOTAL LIABILITIES & EQUITY	1,224,979.90

EXPLORE LAWRENCE INC
Profit & Loss Budget Performance
 February 2026

	Feb 26	Budget	Jan - Feb 26	YTD Budget	Annual Budget
Ordinary Income/Expense					
Income					
5000 - Guest Tax	0.00	119,500.00	0.00	239,000.00	1,434,000.00
5600 - Co-Op Marketing	1,342.80	833.33	1,342.80	1,666.66	10,000.00
5660 - DTN	0.00	500.00	0.00	1,000.00	6,000.00
5665 - Kansas Tourism Grant	0.00	3,333.33	0.00	6,666.66	40,000.00
5670 - Bid Fund	0.00	4,583.33	0.00	9,166.66	55,000.00
5700 - Miscellaneous Income	0.00	250.00	0.00	500.00	3,000.00
Total Income	1,342.80	128,999.99	1,342.80	257,999.98	1,548,000.00
Gross Profit	1,342.80	128,999.99	1,342.80	257,999.98	1,548,000.00
Expense					
7000 - Payroll Expense					
7081 - Payroll	37,408.20	46,325.50	74,695.40	92,651.00	555,906.00
7083 - Accrued Payroll Expense	-682.20		1,965.41		
7260 - Retirement Plan	1,604.12	1,916.67	3,162.76	3,833.34	23,000.00
7085 - Health Insurance	3,415.92	4,166.67	6,831.84	8,333.34	50,000.00
7070 - Incentive Program	757.99	1,500.00	757.99	3,000.00	18,000.00
Total 7000 - Payroll Expense	42,504.03	53,908.84	87,415.40	107,817.68	646,906.00
7100 - Payroll Tax Expense					
7100.1 - FICA Expense	2,867.51		5,922.68		
7100.2 - FUTA Expense	86.57		302.89		
7100.3 - SUTA Expense	226.47		463.94		
Total 7100 - Payroll Tax Expense	3,179.55		6,679.51		
7600 - Programs					
7601 - Advertising					
7601.4 - Public Relations	225.68	5,000.00	225.68	10,000.00	60,000.00
7601.8 - Digital	1,442.48	21,631.67	15,395.93	43,263.34	259,580.00
7601.10 - Magazine	1,000.00	618.75	1,666.00	1,237.50	7,425.00
7601.12 - Content	6,095.00	1,612.08	6,445.00	3,224.16	19,345.00
7601.14 - Outdoor	0.00	625.00	0.00	1,250.00	7,500.00
7601.19 - Publications	0.00	833.33	0.00	1,666.66	10,000.00
7601.2 - Design	1,978.84	2,605.00	1,978.84	5,210.00	31,260.00
7601.21 - Opportunity Fund	0.00	1,369.50	0.00	2,739.00	16,434.00
7601.22 - Tracking	0.00	1,000.00	0.00	2,000.00	12,000.00
Total 7601 - Advertising	10,742.00	35,295.33	25,730.45	70,590.66	423,544.00
7619 - Incentive Travel					
7619.0 - General Fund	0.00	166.67	0.00	333.34	2,000.00
7619.1 - Committed Incentives	0.00	416.67	0.00	833.34	5,000.00
7619.2 - New Business	0.00	833.33	0.00	1,666.66	10,000.00
Total 7619 - Incentive Travel	0.00	1,416.67	0.00	2,833.34	17,000.00
7625 - Simpleview Data Base	0.00	1,666.67	0.00	3,333.34	20,000.00
7641 - Promotional Materials	0.00	2,500.00	0.00	5,000.00	30,000.00
7642 - Trade Shows					
7642.0 - General Fund	0.00	583.33	0.00	1,166.66	7,000.00
7642.1 - Trade Show Travel	0.00	250.00	0.00	500.00	3,000.00
Total 7642 - Trade Shows	0.00	833.33	0.00	1,666.66	10,000.00
7643 - Website Hosting	72.00	2,916.67	72.00	5,833.34	35,000.00
7644 - Printing and Reproduction	75.78	500.00	123.35	1,000.00	6,000.00
7645 - Special Projects					
7648 - Bids	0.00	4,583.33	0.00	9,166.66	55,000.00
7649 - Visitors Guide	0.00	1,666.67	0.00	3,333.34	20,000.00
Total 7645 - Special Projects	0.00	6,250.00	0.00	12,500.00	75,000.00

EXPLORE LAWRENCE INC

Profit & Loss Budget Performance

February 2026

	Feb 26	Budget	Jan - Feb 26	YTD Budget	Annual Budget
Total 7600 - Programs	10,889.78	51,378.67	25,925.80	102,757.34	616,544.00
7620 - Meeting programs					
7650 - Mobile Visitors Center	16,000.00	2,500.00	16,250.00	5,000.00	30,000.00
7650.11 - Vehicle Reg and Licensing		266.67		533.34	3,200.00
7650.12 - Vehicle Insurance		166.67		333.34	2,000.00
7650.13 - Event Registrations		2,500.00		5,000.00	30,000.00
7650.14 - Travel Expenses		2,166.67		4,333.34	26,000.00
7650.15 - Vehicle Maintenance		333.33		666.66	4,000.00
7650.16 - Merchandise		416.67		833.34	5,000.00
7650.2 - Van Build and Purchase Expenses	1,280.00	833.33	3,174.93	1,666.66	10,000.00
7650.17 - WIP Van Build out Expense	-1,280.00		-3,174.93		
Total 7650 - Mobile Visitors Center	0.00	6,663.34	0.00	13,366.68	80,200.00
8200 - Admin and General					
8202 - Accounting	600.00	1,250.00	1,200.00	2,500.00	15,000.00
8203 - Rent	2,500.00	2,500.00	5,000.00	5,000.00	30,000.00
8204 - Software	86.00	541.67	175.00	1,083.34	6,500.00
8206 - Hardware		291.67		583.34	3,500.00
8210 - Technology Repair & Maintenance	677.19	833.33	1,350.36	1,666.66	10,000.00
8214 - Bank Service Charges	28.95	83.33	56.90	186.66	1,000.00
8225 - Board Expenses	824.43	333.33	824.43	666.66	4,000.00
8226 - Leased Equipment	-41.34	350.00	135.78	700.00	4,200.00
8230 - Dues/Subscriptions/Memberships	504.76	2,500.00	1,850.53	5,000.00	30,000.00
8234 - Insurance	3,950.78	666.67	7,420.68	1,333.34	8,000.00
8242 - Legal		416.67		833.34	5,000.00
8244 - Janitorial/Cleaning	148.00	362.50	296.00	725.00	4,350.00
8245 - Retirement Plan Fees/Admin		183.33		366.66	2,200.00
8247 - Office Supplies	167.64	416.67	425.61	833.34	5,000.00
8248 - Postage and Delivery	153.14	298.33	346.07	516.66	3,100.00
8250 - Storage	196.84	208.33	393.68	416.66	2,500.00
8251 - Misc. Office General		416.67		833.34	5,000.00
8282 - Travel & Meetings					
8282.10 - Professional Development	0.00	666.67	0.00	1,333.34	8,000.00
8282.11 - EL Hosted Events	0.00	416.67	0.00	833.34	5,000.00
8282.12 - Staff Travel	589.80	750.00	589.80	1,500.00	9,000.00
8282.13 - Meetings	128.84	291.67	128.84	583.34	3,500.00
8282.14 - Staff Employee Benefits	750.15	208.33	2,732.34	416.66	2,500.00
Total 8282 - Travel & Meetings	1,468.79	2,333.34	3,450.98	4,666.68	28,000.00
8283 - Telephone/Internet	805.02	563.33	1,256.12	1,166.66	7,000.00
Total 8200 - Admin and General	12,070.20	14,529.17	24,185.04	29,058.34	174,350.00
Total Expense	84,643.56	129,000.02	160,455.75	258,000.04	1,548,000.00
Net Ordinary Income	-83,300.76	-0.03	-159,112.95	-0.06	0.00
Other Income/Expense					
Other Income					
9020 - Interest Income	1,041.10		2,327.51		
Total Other Income	1,041.10		2,327.51		
Other Expense					
9510 - Depreciation	1,713.25		3,426.50		
Total Other Expense	1,713.25		3,426.50		
Net Other Income	-672.15		-1,098.99		
Net Income	-83,972.91	-0.03	-160,211.94	-0.06	0.00

EXPLORE LAWRENCE INC
Statement of Financial Position
As of April 30, 2026

	Apr 30, 26
ASSETS	
Current Assets	
Checking/Savings	
1020 · US Bank Checking	609,506.26
1030 · US Bank Money Market	230,198.40
1050 · Reserve Fund	339,944.43
1060 · Petty Cash	40.00
Total Checking/Savings	1,179,689.09
Other Current Assets	
1275 · WIP - Van Build Out	119,035.94
1420 · Prepaid Expenses	6,197.15
Total Other Current Assets	125,233.09
Total Current Assets	1,304,922.18
Fixed Assets	
2200 · Leasehold Improvement	107,174.01
2500 · Accumulated Depreciation	-44,363.98
Total Fixed Assets	62,810.03
Other Assets	
1225 · Deposits	3,100.00
Total Other Assets	3,100.00
TOTAL ASSETS	1,370,832.21
LIABILITIES & EQUITY	
Liabilities	
Current Liabilities	
Accounts Payable	
3000 · Accounts Payable	25,908.01
Total Accounts Payable	25,908.01
Credit Cards	
2109 · Credit Card - US Bank 2981	-1,018.88
Total Credit Cards	-1,018.88
Other Current Liabilities	
2110 · Direct Deposit Liabilities	-14,264.07
3100 · Payroll Liabilities	
3105 · Accrued Payroll	26,914.70
3110 · Federal & FICA Payable	2,058.98
3111 · KS Withholding Payable	875.00
3112 · FUTA Payable	312.48
3113 · KS SUTA Payable	46.85
3114 · Health Insurance Payable	-1,333.25
Total 3100 · Payroll Liabilities	28,874.76
Total Other Current Liabilities	14,610.69
Total Current Liabilities	39,499.82
Total Liabilities	39,499.82
Equity	
4100 · Beginning Fund Balance	1,302,417.14
Net Income	28,915.25
Total Equity	1,331,332.39
TOTAL LIABILITIES & EQUITY	1,370,832.21

EXPLORE LAWRENCE INC Profit & Loss Budget Performance April 2026

	Budget		Jan - Apr 26		YTD Budget		Annual Budget	
	Apr 26							
Ordinary Income/Expense								
Income								
5000 - Guest Tax		119,500.00		358,750.00		478,000.00		1,434,000.00
5600 - Co-Op Marketing		833.33		1,342.80		3,333.32		10,000.00
5660 - DTN		500.00		0.00		2,000.00		6,000.00
5665 - Kansas Tourism Grant		3,333.33		0.00		13,333.32		40,000.00
5570 - Bid Fund		13,750.00		13,750.00		18,333.32		55,000.00
5700 - Miscellaneous Income		250.00		0.00		1,000.00		3,000.00
Total Income		128,999.99		373,842.80		515,999.96		1,548,000.00
Gross Profit		128,999.99		373,842.80		515,999.96		1,548,000.00
Expense								
7000 - Payroll Expense								
7081 - Payroll								
7083 - Accrued Payroll Expense		46,325.50		149,512.80		185,302.00		555,906.00
7260 - Retirement Plan		1,916.67		12,047.42		7,666.68		23,000.00
7065 - Health Insurance		4,166.67		16,979.21		16,666.68		50,000.00
7070 - Incentive Program		1,500.00		757.39		6,000.00		18,000.00
Total 7000 - Payroll Expense		53,908.84		185,577.46		215,635.36		646,908.00
7100 - Payroll Tax Expense								
7100.1 - FICA Expense		3,202.86		12,417.35				
7100.2 - FLTA Expense		4.80		312.49				
7100.3 - SUTA Expense		46.85		663.56				
Total 7100 - Payroll Tax Expense		3,254.51		13,393.40				
7600 - Programs								
7601 - Advertising								
7601.4 - Public Relations		0.00		770.72		20,000.00		60,000.00
7601.8 - Digital		9,755.10		42,484.90		86,526.68		259,580.00
7601.10 - Magazine		0.00		2,370.00		2,475.00		7,425.00
7601.12 - Content		2,384.37		9,251.28		6,448.32		19,345.00
7601.14 - Outdoor		0.00		0.00		2,500.00		7,500.00
7601.19 - Publications		0.00		0.00		3,333.32		10,000.00
7601.2 - Design		76.53		2,371.90		10,420.00		31,260.00
7601.21 - Opportunity Fund		0.00		3,030.00		5,478.00		16,434.00
7601.22 - Tracking		0.00		0.00		4,000.00		12,000.00
Total 7601 - Advertising		12,217.00		60,278.80		141,181.32		423,544.00
7619 - Incentive Travel								
7619.0 - General Fund		0.00		0.00		666.68		2,000.00
7619.1 - Committed Incentives		0.00		0.00		1,666.68		5,000.00
7619.2 - New Business		0.00		0.00		3,333.32		10,000.00
Total 7619 - Incentive Travel		0.00		0.00		5,666.68		17,000.00
7625 - Simpleview Data Base								
7641 - Promotional Materials		437.40		1,190.52		6,666.68		20,000.00
7642 - Trade Shows		0.00		0.00		10,000.00		30,000.00
Total 7625 - General Fund		437.40		1,190.52		16,666.68		50,000.00
7642.0 - General Fund								
7642.1 - Trade Show Travel		583.33		0.00		2,333.32		7,000.00
Total 7642 - Trade Shows		583.33		0.00		2,333.32		7,000.00
7643 - Website Hosting								
7644 - Printing and Reproduction		0.00		1,762.12		3,333.32		10,000.00
7645 - Special Projects		0.00		123.35		2,000.00		35,000.00
7648 - Bids		0.00		0.00		18,333.32		55,000.00
7649 - Visitors Guide		0.00		1,040.00		6,666.68		20,000.00
Total 7645 - Special Projects		0.00		1,040.00		25,000.00		75,000.00

EXPLORE LAWRENCE INC
Profit & Loss Budget Performance
April 2026

	Apr 26	Budget	Jan - Apr 26	YTD Budget	Annual Budget
Total 7600 - Programs	12,654.40	51,378.67	64,394.79	205,514.68	616,544.00
7620 - Meeting programs	0.00	2,500.00	16,250.00	10,000.00	30,000.00
7650 - Mobile Visitors Center					
7650.11 - Vehicle Reg and Licensing	0.00	266.67	0.00	1,066.68	3,200.00
7650.12 - Vehicle Insurance	0.00	166.67	0.00	666.68	2,000.00
7650.13 - Event Registrations	0.00	2,500.00	0.00	10,000.00	30,000.00
7650.14 - Travel Expenses	0.00	2,166.67	213.71	8,666.68	26,000.00
7650.15 - Vehicle Maintenance	0.00	333.33	130.79	1,333.32	4,000.00
7650.16 - Merchandise	0.00	416.67	0.00	1,666.68	5,000.00
7650.2 - Van Build and Purchase Expenses	3,380.87	833.33	16,152.59	3,333.32	10,000.00
7650.17 - WIP Van Build out Expense	-3,311.79		-16,063.51		
7660 - World Cup Fund					
7660.1 - Marketing and Communication	0.00	6,250.00	960.00	25,000.00	75,000.00
7660.2 - Wayfinding, Signage, Collateral	6,346.86	3,333.33	6,346.86	13,333.32	40,000.00
7660.3 - Volunteer Coordination	0.00	2,916.67	0.00	11,666.68	35,000.00
7660.4 - Logo Development, Branding	0.00	2,083.33	0.00	8,333.32	25,000.00
7660.5 - Operational Support	3,364.84	4,583.33	3,400.84	18,333.32	55,000.00
Total 7660 - World Cup Fund	9,711.70	19,186.66	10,707.70	76,666.64	230,000.00
Total 7650 - Mobile Visitors Center	9,780.78	25,850.00	11,121.28	103,400.00	310,200.00
8200 - Admin and General					
8202 - Accounting	600.00	1,250.00	2,400.00	5,000.00	15,000.00
8203 - Rent	2,500.00	2,500.00	10,000.00	10,000.00	30,000.00
8204 - Software	3,684.79	541.67	3,945.79	2,166.68	6,500.00
8206 - Hardware	0.00	291.67	0.00	1,166.68	3,500.00
8210 - Technology Repair & Maintenance	641.78	833.33	2,631.91	3,333.32	10,000.00
8214 - Bank Service Charges	28.95	83.33	114.80	333.32	1,000.00
8225 - Board Expenses	154.76	333.33	1,137.66	1,333.32	4,000.00
8226 - Leased Equipment	0.00	350.00	434.52	1,400.00	4,200.00
8230 - Dues/Subscriptions/Memberships	4,534.01	2,500.00	10,070.47	10,000.00	30,000.00
8234 - Insurance	836.84	666.67	9,754.33	2,666.68	8,000.00
8242 - Legal	595.00	416.67	770.00	1,666.68	5,000.00
8244 - Janitorial/Cleaning	148.00	362.50	592.00	1,450.00	4,350.00
8245 - Retirement Plan Fees/Admin	0.00	183.33	475.00	733.32	2,200.00
8247 - Office Supplies	163.83	416.67	713.87	1,666.68	5,000.00
8248 - Postage and Delivery	40.61	258.33	486.68	1,033.32	3,100.00
8250 - Storage	196.84	208.33	787.36	833.32	2,500.00
8251 - Misc. Office General	0.00	416.67	2.90	1,666.68	5,000.00
8282 - Travel & Meetings					
8282.10 - Professional Development	0.00	666.67	0.00	2,666.68	8,000.00
8282.11 - EL Hosted Events	0.00	416.67	8.81	1,666.68	5,000.00
8282.12 - Staff Travel	0.00	750.00	1,916.23	3,000.00	9,000.00
8282.13 - Meetings	176.06	291.67	367.97	1,166.68	3,500.00
8282.14 - Staff Employee Benefits	62.03	208.33	2,901.30	833.32	2,500.00
Total 8282 - Travel & Meetings	238.09	2,333.34	5,194.31	9,333.36	28,000.00
8283 - Telephone/Internet	486.56	583.33	2,430.84	2,333.32	7,000.00
Total 8200 - Admin and General	14,850.06	14,529.17	51,942.44	58,116.68	174,350.00
Total Expense	86,342.88	148,166.68	342,679.37	592,666.72	1,778,000.00
Net Ordinary Income	284,157.12	-19,166.68	31,163.43	-76,666.76	-230,000.00
Other Income/Expense					
Other Income	1,121.64		4,604.82		
9020 - Interest Income	1,121.64		4,604.82		
Total Other Income	1,121.64		4,604.82		
Other Expense					

EXPLORE LAWRENCE INC
Profit & Loss Budget Performance
 April 2026

	Apr 26	Budget	Jan - Apr 26	YTD Budget	Annual Budget
9510 - Depreciation	1,713.25		6,853.00		
Total Other Expense	1,713.25		6,853.00		
Net Other Income	-591.61		-2,248.18		
Net Income	283,665.51	-19,166.69	28,915.25	-76,666.76	-230,000.00



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Topeka, KS 66675

May 22, 2026

To the Board of Directors and Kim Anspach, Executive Director
eXplore Lawrence, Inc.
200 W. 9th Street
Lawrence, Kansas 66044

We have audited the financial statements of the eXplore Lawrence, Inc. (the Organization) for the year ended December 31, 2025, and we will issue our report thereon dated May 22, 2026. Professional standards require that we provide you with information about our responsibilities under generally accepted auditing standards as well as certain information related to the planned scope and timing of our audit. We have communicated such information in our letter to you dated April 10, 2026. Professional standards also require that we communicate to you the following information related to our audit.

Significant Audit Matters

Qualitative Aspects of Accounting Practices

Management is responsible for the selection and use of appropriate accounting policies. The significant accounting policies used by the Organization are described in Note 1 to the financial statements. No new accounting policies were adopted and the application of existing policies was not changed during 2025. We noted no transactions entered into by the Organization during the year for which there is a lack of authoritative guidance or consensus. All significant transactions have been recognized in the financial statements in the proper period.

Accounting estimates are an integral part of the financial statements prepared by management and are based on management's knowledge and experience about past and current events and assumptions about future events.

The financial statement disclosures are neutral, consistent, and clear.

Difficulties Encountered in Performing the Audit

We encountered no significant difficulties in dealing with management in performing and completing our audit.

Disagreements with Management

For purposes of this letter, a disagreement with management is a disagreement on a financial accounting, reporting, or auditing matter, whether or not resolved to our satisfaction, that could be significant to the financial statements or the auditor's report. We are pleased to report that no such disagreements arose during the course of our audit.

Management Representations

We have requested certain representations from management that are included in the management representation letter dated May 22, 2026.

Management Consultations with Other Independent Accountants

In some cases, management may decide to consult with other accountants about auditing and accounting matters, similar to obtaining a "second opinion" on certain situations. If a consultation

involves application of an accounting principle to the Organization's financial statements or a determination of the type of auditor's opinion that may be expressed on those statements, our professional standards require the consulting accountant to check with us to determine that the consultant has all the relevant facts. To our knowledge, there were no such consultations with other accountants.

Other Audit Findings or Issues

We generally discuss a variety of matters, including the application of accounting principles and auditing standards, with management each year prior to retention as the Organization's auditors. However, these discussions occurred in the normal course of our professional relationship and our responses were not a condition to our retention.

This information is intended solely for the use of the Board of Directors and management of the Organization and is not intended to be, and should not be, used by anyone other than these specified parties.

Very truly yours,

Shipley & Williams
CPAs, LLC

Shipley & Williams CPAs, LLC
Topeka, Kansas



eXplore Lawrence, Inc.

**Financial Statements
As of December 31, 2025
and For the Year Then Ended**

With Report by Independent Auditors

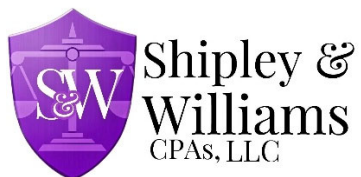


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INDEPENDENT AUDITOR'S REPORT

To the Board of Directors
eXplore Lawrence, Inc.

Opinion

We have audited the accompanying financial statements of eXplore Lawrence, Inc. (the Organization), which comprise the statement of financial position as of December 31, 2025, and the related statements of activities, functional expenses, and cash flows for the year then ended, and the related notes to the financial statements.

In our opinion, the financial statements referred to above present fairly, in all material respects, the financial position of the Organization as of December 31, 2025, and the changes in its net assets and its cash flows for the year then ended in accordance with accounting principles generally accepted in the United States of America.

Basis for Opinion

We conducted our audit in accordance with auditing standards generally accepted in the United States of America. Our responsibilities under those standards are further described in the Auditor's Responsibilities for the Audit of the Financial Statements section of our report. We are required to be independent of the Organization and to meet our other ethical responsibilities in accordance with the relevant ethical requirements relating to our audit. We believe that the audit evidence we have obtained is sufficient and appropriate to provide a basis for our audit opinion.

Responsibilities of Management for the Financial Statements

Management is responsible for the preparation and fair presentation of the financial statements in accordance with accounting principles generally accepted in the United States of America, and for the design, implementation, and maintenance of internal control relevant to the preparation and fair presentation of financial statements that are free from material misstatement, whether due to fraud or error. In preparing the financial statements, management is required to evaluate whether there are conditions or events, considered in the aggregate, that raise substantial doubt about the Organization's ability to continue as a going concern within one year after the date that the financial statements are available to be issued.



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Topeka, KS 66675

Auditor's Responsibilities for the Audit of the Financial Statements

Our objectives are to obtain reasonable assurance about whether the financial statements as a whole are free from material misstatement, whether due to fraud or error, and to issue an auditor's report that includes our opinion. Reasonable assurance is a high level of assurance but is not absolute assurance and therefore is not a guarantee that an audit conducted in accordance with generally accepted auditing standards will always detect a material misstatement when it exists. The risk of not detecting a material misstatement resulting from fraud is higher than for one resulting from error, as fraud may involve collusion, forgery, intentional omissions, misrepresentations, or the override of internal control. Misstatements are considered material if there is a substantial likelihood that, individually or in the aggregate, they would influence the judgment made by a reasonable user based on the financial statements.

In performing an audit in accordance with generally accepted auditing standards, we:

- Exercise professional judgment and maintain professional skepticism throughout the audit. Identify and assess the risks of material misstatement of the financial statements, whether due to fraud or error, and design and perform audit procedures responsive to those risks. Such procedures include examining, on a test basis, evidence regarding the amounts and disclosures in the financial statements.
- Obtain an understanding of internal control relevant to the audit in order to design audit procedures that are appropriate in the circumstances, but not for the purpose of expressing an opinion on the effectiveness of the Organization's internal control. Accordingly, no such opinion is expressed.
- Evaluate the appropriateness of accounting policies used and the reasonableness of significant accounting estimates made by management, as well as evaluate the overall presentation of the financial statements.
- Conclude whether, in our judgment, there are conditions or events, considered in the aggregate, that raise substantial doubt about the Organization's ability to continue as a going concern for a reasonable period of time.

We are required to communicate with those charged with governance regarding, among other matters, the planned scope and timing of the audit, significant audit findings, and certain internal control related matters that we identified during the audit.

Shiple & Williams
CPAs, LLC

Shiple & Williams CPAs, LLC
Topeka, Kansas
May 22, 2026

eXplore Lawrence, Inc.
Lawrence, Kansas
Statement of Financial Position
December 31, 2025

ASSETS

Current Assets

Cash and cash equivalents	\$ 925,012
Prepaid expenses	8,034
Total Current Assets	<u>933,046</u>

Property and Equipment

Leasehold improvements	107,174
Accumulated depreciation	(37,511)
Work in process	102,952
Total Property and Equipment	<u>172,615</u>

Other Assets

Board designated cash	<u>335,718</u>
-----------------------	----------------

Total Assets	<u>\$ 1,441,379</u>
---------------------	---------------------

LIABILITIES AND NET ASSETS

Current Liabilities

Accounts payable	\$ 118,562
Accrued payroll	20,400
Total Current Liabilities	<u>138,962</u>

Net Assets

Without donor restrictions	966,699
Without donor restrictions - board designated	335,718
Total Net Assets	<u>1,302,417</u>

Total Liabilities and Net Assets	<u>\$ 1,441,379</u>
---	---------------------

eXplore Lawrence, Inc.
Lawrence, Kansas
Statement of Activities
For the Year Ended December 31, 2025

	Without Donor Restrictions
Support and Revenue	
Guest tax	\$ 1,391,000
Bid fund	99,000
Co-op marketing	12,300
Interest income	14,153
Program service fees	9,711
Visitors guide	28,053
Miscellaneous	8,756
Total Support and Revenue	1,562,973
 Expenses	
Program services	1,045,470
Management and general	250,276
Fundraising	-
Total Expenses	1,295,746
Change in Net Assets	267,227
 Net Assets, Beginning of Year	1,035,190
 Net Assets, End of Year	\$ 1,302,417

eXplore Lawrence, Inc.
Lawrence, Kansas
Statement of Functional Expenses
For the Year Ended December 31, 2025

Expenses	Program Services	Management and General	Fundraising	Total
Salaries and related expenses	\$ 315,740	\$ 105,247	\$ -	\$ 420,987
Payroll taxes and related expenses	25,143	8,381	-	33,524
Employee benefits	40,347	13,449	-	53,796
Retirement	14,881	4,960	-	19,841
Professional fees and contract services	17,425	-	-	17,425
Program expense - advertising, marketing and sales	543,993	-	-	543,993
Operating expenses	-	60,504	-	60,504
Insurance	-	6,723	-	6,723
Travel and meetings	45,298	22,547	-	67,845
Dues and subscriptions	-	28,239	-	28,239
Rent	37,284	-	-	37,284
Depreciation	5,359	-	-	5,359
Miscellaneous	-	226	-	226
Total Expenses	\$ 1,045,470	\$ 250,276	\$ -	\$ 1,295,746

eXplore Lawrence, Inc.
Lawrence, Kansas
Statement of Cash Flows
For the Year Ended December 31, 2025

Cash Flows from Operating Activities	
Change in net assets	\$ 267,227
Adjustments to reconcile change in net assets to net cash provided by operating activities:	
Depreciation	5,359
Changes in assets and liabilities:	
Accounts receivable	6,000
Prepaid expenses	2,806
Accounts payable	22,461
Accrued payroll	<u>(2,669)</u>
Net Cash Provided by Operating Activities	<u>301,184</u>
Cash Flows from Investing Activities	
Purchase of property and equipment	<u>(102,952)</u>
Net Cash Used in Investing Activities	<u>(102,952)</u>
Increase in Cash, Cash Equivalents and Restricted Cash	198,232
Cash, Cash Equivalents and Restricted Cash, Beginning of Year	<u>1,062,498</u>
Cash, Cash Equivalents and Restricted Cash, End of Year	<u>\$ 1,260,730</u>
Cash, Cash Equivalents and Restricted Cash Breakdown	
Cash and cash equivalents	\$ 925,012
Board designated cash	<u>335,718</u>
Total	<u>\$ 1,260,730</u>

**eXplore Lawrence, Inc.
Lawrence, Kansas**

**Notes to the Financial Statements
December 31, 2025**

Note 1 – Summary of Significant Accounting Policies

A. Nature of Activities

eXplore Lawrence, Inc. (the Organization) is a private, not-for-profit organization with the purpose to promote, support, foster and develop programs which endeavor to increase general tourism and visitations to Lawrence, Kansas.

The board has seven voting members, comprising the following positions; two representatives employed by hotels within the city limits of Lawrence; a representative from the cultural industry in Lawrence; a representative of a local university or educational institution; a representative of the sports and/or recreational industry in Lawrence; a representative from the service/event management industry in Lawrence; and a representative of the tourism industry. Additionally, the Organization shall have four ex-officio members; a member of the elected body of the Lawrence City Commission; the City Manager designee from the City Manager's Office, the Director of Downtown Lawrence, Inc. or staff designee; and the Lawrence Chamber of Commerce CEO or staff Designee.

B. Basis of Accounting

The financial statements of the Organization have been prepared on the accrual basis of accounting in accordance with accounting principles generally accepted in the United States of America (U.S. GAAP). U.S. GAAP is codified in the Financial Accounting Standards Board (FASB) Accounting Standards Codification (ASC). Net assets and revenues, and gains and losses are classified based on the existence or absence of donor-imposed restrictions. Accordingly, the net assets of the Organization and changes therein are classified as follows:

Net assets without donor restrictions: Net assets that are not subject to donor-imposed restrictions and may be expended for any purpose in performing the primary objectives of the Organization. The Organization's board may designate assets without restrictions for specific operational purposes from time to time.

Net assets with donor restrictions: Net assets subject to stipulations imposed by donors and grantors. Some donor restrictions are temporary in nature; those restrictions will be met by actions of the Organization or by the passage of time. Other donor restrictions are perpetual in nature, whereby the donor has stipulated the funds be maintained in perpetuity.

C. Use of Estimates

The preparation of financial statements in conformity with generally accepted accounting principles requires management to make estimates and assumptions that affect certain reported amounts and disclosures. Accordingly, actual results could differ from those estimates.

D. Cash, Cash Equivalents and Restricted Cash

For purposes of the statement of cash flows, the Organization generally considers all highly liquid investments purchased with an original maturity of three months or less to be cash equivalents.

**eXplore Lawrence, Inc.
Lawrence, Kansas**

**Notes to the Financial Statements
December 31, 2025**

Note 1 – Summary of Significant Accounting Policies (continued)

E. Property and Equipment

The Organization capitalizes property and equipment over \$2,500. Lesser amounts are expensed. Purchased property and equipment are recorded at cost. Donations of property and equipment are recorded as contributions at their estimated fair value. Such donations are reported as unrestricted contributions unless the donor has restricted the donated asset to a specific purpose. Property and equipment are depreciated using the straight-line method over estimated useful lives as follows:

Leasehold improvements	20 years
Furniture and equipment	5-10 years
Transportation vehicles	5-7 years

Work in process is not depreciated until placed in service. When assets are sold or otherwise disposed of, the cost and related depreciation is removed from the accounts, and any resulting gain or loss is included in the statement of activities. Costs of maintenance and repairs that do not improve or extend the useful lives of the respective assets are expensed currently.

The Organization reviews the carrying values of property and equipment for impairment whenever events or circumstances indicate that the carrying value of an asset may not be recoverable from the estimated future cash flows expected to result from its use and eventual disposition. When considered impaired, an impairment loss is recognized to the extent carrying value exceeds the fair value of the asset. There were no indicators of asset impairment during the year ended December 31, 2025.

F. Income Taxes

The Organization is a not-for-profit corporation as described in Section 501(c)(6) of the Internal Revenue Code, is exempt from federal income taxes pursuant to Section 501(a) of the Code and has been classified as other than a private foundation. The Organization's policy is to evaluate uncertain tax positions annually. Management evaluated the Organization's tax positions and concluded that the Organization had taken no uncertain tax positions that require adjustment to the financial statements. Forms 990 and 990-T filed by the Organization are subject to examination by the Internal Revenue Service (IRS) up to three years from the extended due date of each return. The Organization is no longer subject to tax examinations by tax authorities for Forms 990, Return of Organization Exempt from Income Tax, for fiscal years before 2022.

G. Revenue Recognition – Public Support

Public support is primarily derived from county guest tax. Amounts received are recognized as revenue when the Organization has incurred expenditures in compliance with specific contract or grant provisions. Amounts received prior to incurring qualifying expenditures are reported as refundable advances in the statement of financial position. Contributions are recognized when cash, securities or other assets, an unconditional promise to give, or notification of a beneficial interest is received. Conditional promises to give are not recognized until the conditions on which they depend have been substantially met.

eXplore Lawrence, Inc.
Lawrence, Kansas

Notes to the Financial Statements
December 31, 2025

Note 1 – Summary of Significant Accounting Policies (continued)

H. Functional Expenses

The costs of providing program and other activities have been summarized on a functional basis in the statements of activities. Accordingly, certain costs have been allocated among program services and supporting services benefited. Such allocations are determined by management on an equitable basis. The expenses that are allocated are allocated based on time and effort as determined by the Organization.

I. Right-of-Use Asset and Operating Lease

The Organization determines if an arrangement is or contains a lease at inception. Leases are included in right-of-use (ROU) assets and lease liabilities in the statement of financial position. ROU assets and lease liabilities reflect the present value of the future minimum lease payments over the lease term, and ROU assets also include prepaid or accrued rent. Operating lease expense is recognized on a straight-line basis over the lease term. The Organization does not report ROU assets and lease liabilities for its short-term leases (leases with a term of 12 months or less). Instead, the lease payments of those leases are reported as lease expense on a straight-line basis over the lease term.

Note 2 – Concentration of Financial Risk

The Organization maintains cash and short-term investment certificates of deposits at one financial institution. At December 31, 2025, the Organization had uninsured funds at one financial institution by \$769,313.

Note 3 – Property and Equipment

A summary of the property and equipment and related accumulated depreciation at December 31, 2025 is as follows:

	<u>Cost</u>	<u>Accumulated depreciation</u>
Leasehold improvements	\$ 107,174	\$ 37,511
Work in process	102,952	-
Total	<u>\$ 210,126</u>	<u>\$ 37,511</u>

Note 4 – Board Designated Net Assets

The Organization has board designated cash and net assets on the statement of financial position where the funds can only be deployed by a vote of our Board of Directors.

**eXplore Lawrence, Inc.
Lawrence, Kansas**

**Notes to the Financial Statements
December 31, 2025**

Note 5 – Liquidity

The Organization’s financial assets available within one year of the statement of financial position date for general expenses are as follows:

Cash and cash equivalents	\$ 925,012
---------------------------	------------

As part of the Organization's liquidity management, it has a policy to structure its financial assets to be available as its general expenses, liabilities, and other obligations come due.

Note 6 – Advertising

The Organization uses advertising to promote its programs among the audiences it serves. The costs of advertising are expensed as incurred. During 2025, advertising costs totaled \$543,993.

Note 7 – Retirement

The Organization sponsors a 401(k) retirement plan covering qualified employees. The Organization contributes 9% and matches the employees' contribution to a maximum of 1% of the eligible employee's compensation. All full-time employees become part of the plan after one year of employment. The Organization contributed \$19,841 for the year ended December 31, 2025.

Note 8 – Concentrations

For the year ended December 31, 2025, approximately 89% of the Organization's total revenues came from the City of Lawrence, Kansas as an appropriation of Guest Tax. Any material delay or reduction in these payments would have a negative impact on the Organization's operating results.

Note 9 – Evaluation of Subsequent Events

The Organization has evaluated subsequent events and transactions for potential recognition or disclosure through May 22, 2026, the date the financial statements were available to be issued.



Sales Performance Report

April 2026



Economic Impact
BOOKED YTD

\$224,985



Service Dept.

Materials requests: 17
Site tours: 2

49.8%

↓ -3.1%
YOY

YTD OCCUPANCY

YTD ADR

↓ 0.1%
YOY

\$127.86

YTD REVENUE

↓ 0.3%
YOY

\$10,898,133

LEADS APRIL: 1

LEADS YTD: 12

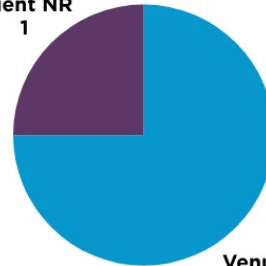
LEADS 2025: 17

YOY CHANGE: -5



LOST CODES FEB = 4

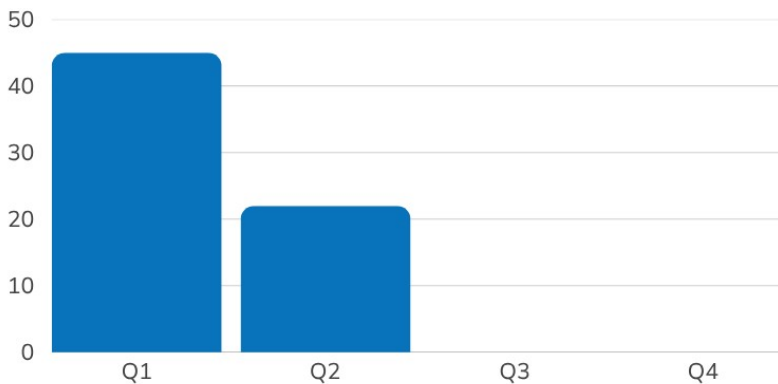
Client NR
1



Venue avail
3

YTD ECON IMPACT
\$129,585

PROSPECTING ACTIVITY



GOAL = 20/ QUARTER

Q1	45
Q2	22
Q3	0
Q4	0
TOTAL	45

April

Economic Impact \$224,985.00 (from the lead production report, bottom row)

Materials requests: **17**

Site tours: **2** (All from the lead activity report)

April 2026 leads- **1**

Leads YTD 2026-**12**

YTD 2025- **17**

Change (-**5**) (this is from the lead production report). Trailing 2025 but I feel these leads are qualified.

Lost business (from lost business report): **4**

Economic impact: **\$129585**

Codes- **3**- KU, **1** No response- **4** Total

Prospecting (Trace activity initial contact) **22** **New Initial contact**



April 2026 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:

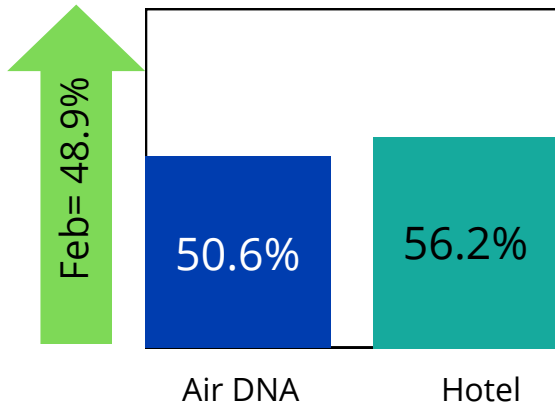
- 1) Occupancy Percent: Reflects the percentage of rooms occupied
- 2) Average Daily Rate (ADR): Reflects the average rate paid for rooms sold
- 3) RevPAR: Reflects the revenue per available room
- 4) Room Supply: Reflects the number of rooms available
- 5) Room Demand: Reflects the number of rooms sold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



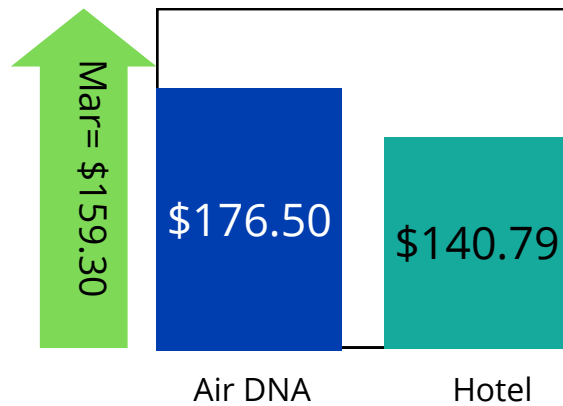
April Air DNA Report

A comparison of hotel vs short term rental data

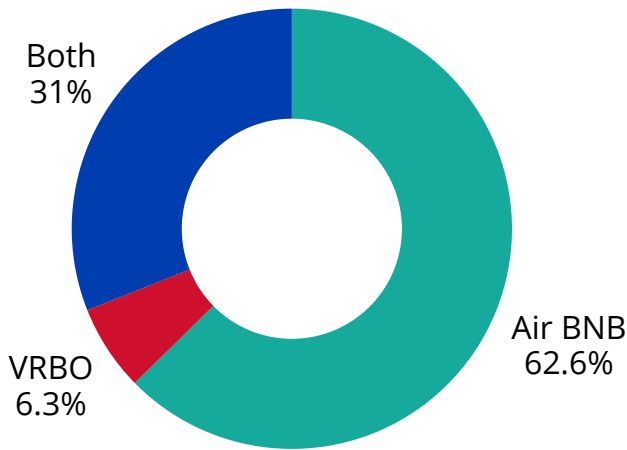
April Occupancy



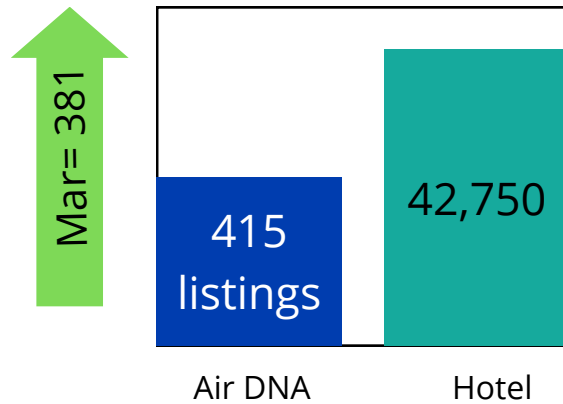
April ADR



April Listings/Channel



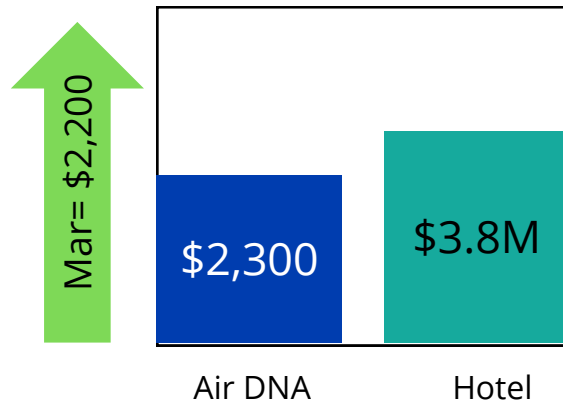
April Room Supply



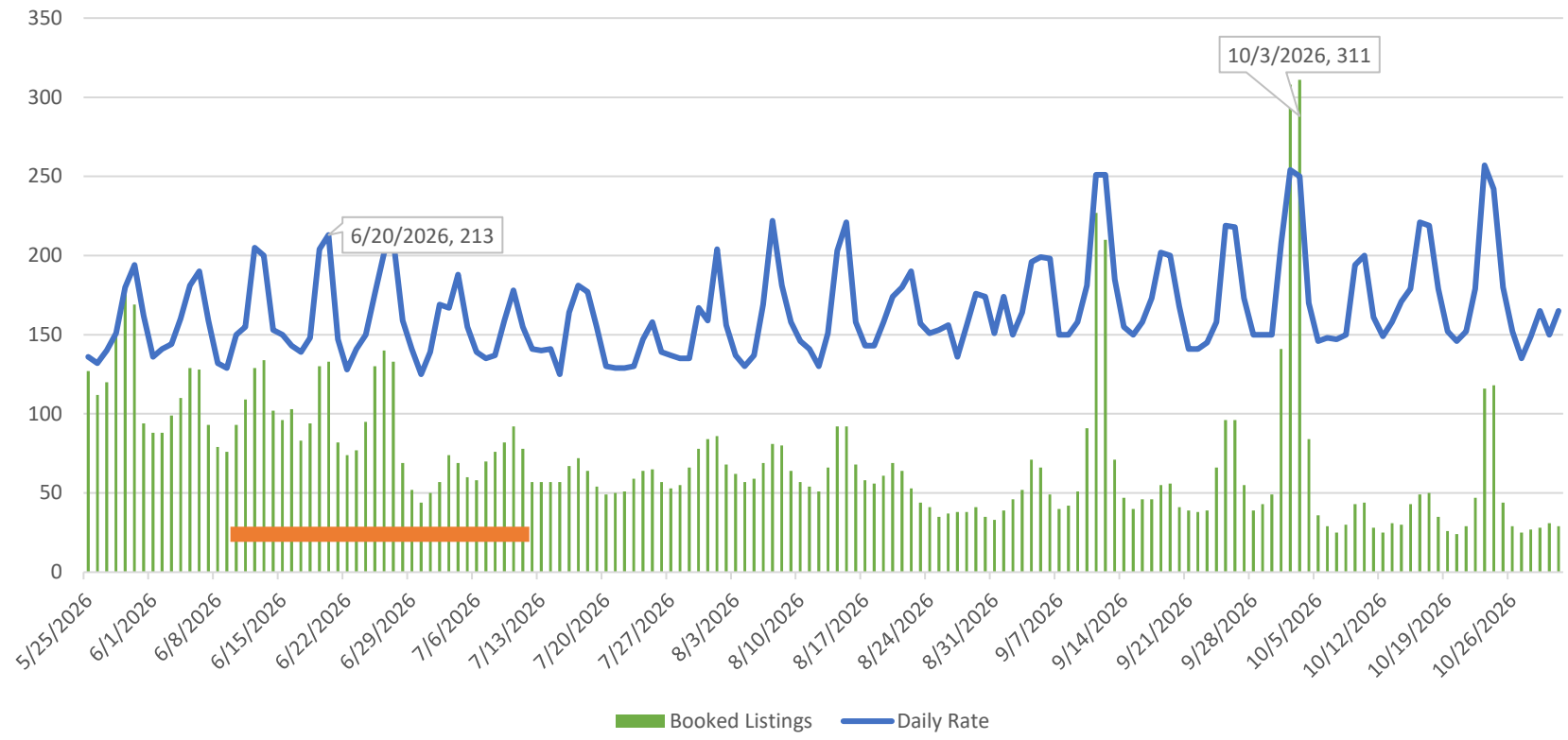
ADR/Bedroom

- 6 br	\$521.80
- 5 br	\$465.80
- 4 br	\$315.00
- 3 br	\$215.10
- 2 br	\$154.20
- 1 br	\$115.10

April Revenue



Short Term Rental Future Bookings 5.25.26 - 10.31.26



Tournament Dates



APRIL 2026 MARKETING REPORT

APRIL MARKETING SUMMARY

April marketing messages focused on celebrating Spring in Lawrence and promoting events such as the Busker Festival and Score Lawrence World Cup community watch parties. Our team also supported the Community Relations team with the Community Resource Fair, developed a "reimagined" Visitor Guide map, and began planning for our Summer of Soccer.

EXPLORELAWRENCE.COM

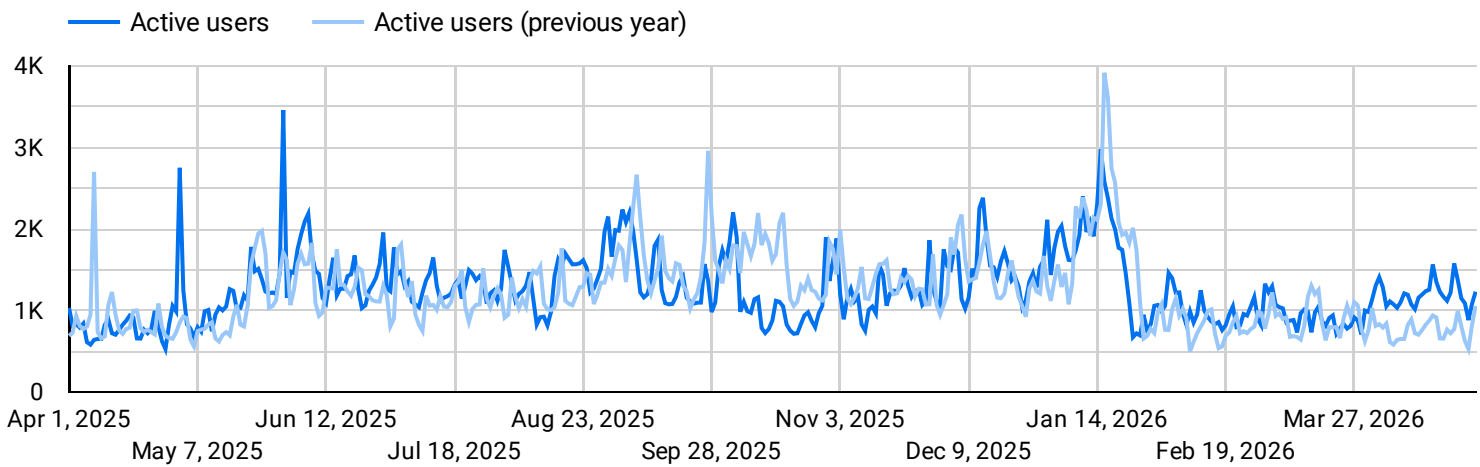
In April explorelawrence.com saw 33,528 total users, an increase of 60.9% from April 2025. Each user averaged about 10 "events" on the site, including page views, scrolls, link clicks, video views, etc. Page views saw a 15% increase from April of last year for a total of 91,121. The Events Calendar page continues to be the most visited with 21,719 views or 23.8% of total views. Organic search traffic remains the leading source of site traffic followed by organic social and display ads.

Total users
33,528
↑ 60.9%

Event count
356,770
↑ 11.4%

Event count per user
10.8
↓ -30.6%

Views
91,121
↑ 15.3%



PAGE PERFORMANCE

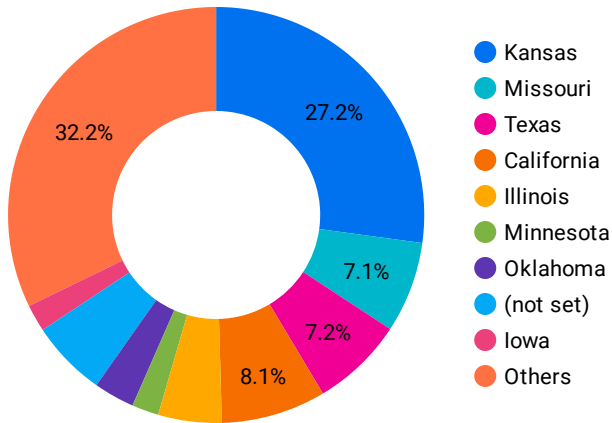
Page title	Views	% Δ
Events Calendar - Unmistakably Lawren...	21,719	0.7% ↑
Welcome Les Fenecs	7,156	-
Eat - Unmistakably Lawrence	4,809	11.8% ↑
Arts & Culture - Unmistakably Lawrence	3,595	933.0% ↑
Explore - Unmistakably Lawrence	2,950	-8.0% ↓
Concerts & Live Music	2,578	-7.1% ↓
Art Spaces Studio Tours Return for 4th Y...	1,709	-
See - Unmistakably Lawrence	1,435	23.4% ↑
Downtown & Mass Street	1,432	-2.9% ↓
Sports/Recreation - Unmistakably Lawre...	1,383	44.1% ↑

ACQUISITION

Session default channel group	Sessions	% Δ
Organic Search	16,350	-8.0% ↓
Organic Social	8,012	813.6% ↑
Display	7,115	701.2% ↑
Direct	4,780	71.5% ↑
Paid Search	3,852	30.4% ↑
Referral	835	-28.9% ↓
Email	419	-25.7% ↓
Unassigned	271	78.3% ↑
Cross-network	38	8.6% ↑
Paid Other	26	44.4% ↑

EXPLORELAWRENCE.COM

Monthly user demographics and traffic acquisition



Session source	Sessions	% Δ
google	19,390	-1.3% ↓
facebook	12,126	29,475.6% ↑
(direct)	4,780	71.5% ↑
stackadapt	1,553	73.9% ↑
Sojern	949	-
bing	581	-8.9% ↓
Unmistakably Lawrence E-News	383	-20.2% ↓
m.facebook.com	250	-47.9% ↓
duckduckgo	218	65.2% ↑
facebook.com	195	44.4% ↑

LEISURE ENEWS

Monthly tourism industry enews statistics

Recipients
9,682

Opens
1,149

Clicks
252

TOP 5 LINKS

	Link	Clicks
1.	Blog: 8 Places to See Spring Flowe...	122
2.	Blog: Hometown happenings: Apri...	107
3.	Blog: Jump Into Joy This April Wit...	94
4.	Facebook Event: Trails That Conn...	35
5.	Events Calendar	34

INDUSTRY ENEWS

Monthly tourism industry enews statistics

Recipients
1,282

Opens
169

Clicks
33

TOP 5 LINKS

	Link	Clicks
1.	explorelawrence.com Partner Portal	59
2.	Summer of Soccer passport sign up	38
3.	explorelawrence.com Events Cale...	22
4.	Group Experiences update form	15



SOCIAL MEDIA

April's social media activity on Facebook, Instagram, and TikTok brought us 676 new fans, earning over 1 million impressions, 36,392 post engagements, and 561,485 video views. Popular content included posts about local arts and culture events like the Busker Festival and the KU Annual Powwow and celebrating Spring in Lawrence.

Impressions
1,127,772

Engagement
36,392

Video Views
561,485

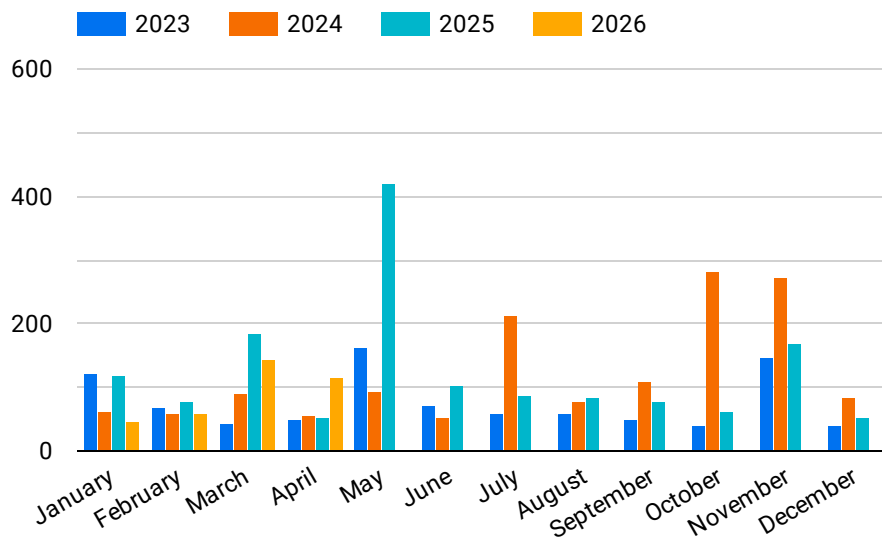
New Followers
676

Platform	Impressions	Engagement	Video Views	New Followers
Facebook	584,273	21,453	28,568	189
Instagram	483,859	4,131	27,451	416
TikTok	59,640	10,808	505,466	71

WEBSITE INQUIRIES

We continue to fulfill requests for Visitors Guides through the website. In April there were 115 website inquiries for Visitors Guides and e-newsletter sign-ups. Visitors are asked about their interests when they request information.

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



WEBSITE INQUIRIES - INTERESTS

Interest	Count
1. Wellness	52
2. Universities	35
3. Shopping	57
4. Recreation	53
5. Other	14
6. History	62
7. Haunted	39
8. Food	80
9. Family	31
10. Events	91
11. Birding	40
12. Basketball	35
13. Arts/Culture	85
14. Agri-Tourism	42

SPECIAL CAMPAIGNS

Hotel Campaign

On April 1, we launched a paid social and paid display campaign to drive bookings for our local hotel partners. The campaign started strong across all placements, generating **744,997 impressions**, **6,847 clicks** and a **0.9% click-thru-rate**. This effort contributed to significant year-over-year and month-over-month website traffic growth. Notably, the campaign landing page (<https://www.explorelawrence.com/plan-your-visit/welcome-les-fennecs/>) was the second most visited page with 6,743 views, accounting for 7.4% of total pageviews.

Kansas City Streetcar Shelter Ad

In anticipation of the World Cup traffic headed towards Kansas City, eXplore Lawrence secured an ad placement at the Country Club Plaza stop of the Kansas City Streetcar. The ad was installed in April and will remain through July 2026. It is designed to encourage both visitors and locals to Kansas City to consider Lawrence for a quick getaway.



Notable Meetings/Events

We hosted the Community Resource Fair and estimate about 70-75 people attended and gathered information from cultural, municipal, and civic organizations.

We hosted a DOS meeting and are connecting iwth hotels about WC collateral.

Dept. Shout-Outs

Sara did an amazing job with the Resource Fair. She will also be handling our Visitor HQ in the former Einstein's bagel shop. She will be heading to Simpleview Summit in May. Richard has been a great help with the van and with a group experience survey we will be sending to community partners. He is keeping up with visitor guide requests and other visitor services.

Good News from World Cup

01. The Algerian flag by Stan Herd is gaining national attention. Still at work on community engagement.
02. Community organizations are submitting welcome videos to welcome the Algerian team to Lawrence.
03. We started working with the producers of the Fox 4 morning show to recruit community members to feature on the Zip Trip broadcast next month.

World Cup Talking Points

- ✓ We are familiar with the AHLA report that bookings are down nationwide. That echoes our local experience.
- ✓ Because we didn't have dedicated funding, we focused on our current and sustainable resources. We are programming authentic, meaningful moments.
- ✓ We did not overinvest in infrastructure, but rather the events that make us Unmistakable. This summer will be a collaborative success regardless of number of visitors.

World Cup

- KC Connect announced its pricing for the bus - day passes are \$5, weekly passes, \$20, and \$50 for the tournament. This is a reasonable option to get to downtown, and far less that east coast cities.
- Ruth presented to the Chamber GCA luncheon, at the third Ready, Set, Score, Rotary, the Breakfast Optimists, and continues to make a monthly appearance on KLWN with Kim Murphree. Ruth and Jason Booker taught a class at the Osher Institute of Lifelong Learning on April 21.
- The Culture and Events branch issued a coordinated press release around events planned for this summer.
- We continue to work and plan for the volunteer/visitor pop up at 1026 Mass. Strett.
- Ruth has been working with KU on the Community Training Session, with PRC staff on the night/extended hours downtown, the greenspace at the hotel, and coordinating details around community outreach.

Mobile Visitor Center

- THE VAN IS WRAPPED. It is back in Lawrence.
- We are planning to roll out the van for Travel and Tourism week May 3-9! Bridgette Jobe, KS Tourism will be our guest for the van christening and proclamations honoring NTTW.
- The first three of our videos are completed (Music, Food, Sports)
- The tech for the interior is at Extreme Bus Builders for installation.
- We are scheduled to receive Travel and Tourism Week proclamations from the city and the county.

LEASE AGREEMENT

THIS LEASE AGREEMENT is made this ____ day of _____, 2026, by and between the City of Lawrence, Kansas, a municipal corporation, and eXplore Lawrence, a Kansas not-for-profit corporation.

RECITALS

- A.** The City of Lawrence, Kansas, a municipal corporation ("City"), owns and operates a building commonly known as The Carnegie Building, located at 200 W 9th Street, Lawrence, Douglas County, Kansas.
- B.** eXplore Lawrence, Inc., a Kansas not-for-profit corporation ("Tenant"), is dedicated to creating economic development through travel and tourism in Lawrence and Douglas County by attracting visitors, conventions, and events.
- C.** Tenant wishes to lease from the City approximately 2,400 square feet of office space at The Carnegie Building for the purposes of office operations.
- D.** The City wishes to lease to Tenant approximately 2,400 square feet of office space at The Carnegie Building for the purposes of administering its programs, subject to Tenant's execution of this Lease Agreement ("Lease") and compliance with its terms.

NOW, THEREFORE, in light of the mutual promises and obligations contained herein, and in exchange for good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged by the City and Tenant, the City and Tenant agree as follows:

TERMS

- 1. Lease of Space.** The City hereby agrees that, in exchange for the payment of Rent and the giving of other good and valuable consideration, as described in Sections 3 and 6, *infra*, it will lease to Tenant approximately 2,400 square feet of office space ("Leased Space") within The Carnegie Building for its exclusive use as offices for the purpose of administering its programs. A diagram of The Carnegie Building floor plan with room labels is affixed hereto as "Exhibit A" and is incorporated herein by reference. The Leased Space shall include the eastern sections of the lower level of the building, designated in the attached exhibit as office/A3, the eastern office, eastern classroom and eastern conference room. The office and classroom areas encompass two (2) executive offices, each with an open workspace, divided into cubicles, and one (1) break room, including a sink and refrigerator. The Leased Space shall not include the mechanical room, additional lower floor office, additional lower floor classroom, or any other locations within The Carnegie Building.

2. Additional Space.

- (a) The City will also allow Tenant to use shared storage space, access to public restrooms, and building security.
- (b) Use of additional space within The Carnegie Building, including event space, which is subject to reservation, may, based on availability, be made available to Tenant, upon reservation by Tenant, and at no cost to Tenant.

3. Rent.

- (a) In consideration for the Leased Space and other good and valuable consideration, as described in Section 6, *infra*, Tenant shall pay to the City, on a monthly basis, as Rent, the sum of **TWO THOUSAND SIX HUNDRED DOLLARS AND NO CENTS** (\$2,600.00).
- (b) Rent shall be payable to the City in monthly installments, due on the first day of each month during the Term of this Lease. Rent payments shall be made payable to the City of Lawrence, Kansas, and shall be delivered to the City of Lawrence, Kansas, Parks, Recreation and Culture Department, Office of the Director. For rent payments that are not received until after the 15th day of the month, Tenant shall be assessed a late fee of \$250.00.

4. Term of the Lease.

- (a) The Initial Term of this Lease shall be one (1) year, commencing on January 1, 2027 ("Commencement Date") and terminating at 11:59 p.m. on December 31, 2027, unless this Lease is otherwise terminated earlier.
- (b) eXplore Lawrence shall have the option to extend the Initial Term of this Lease for four (4) additional and successive one-year terms (individually, "the Option Term" and collectively, "the Option Terms"). The Lease shall, at the end of the Initial Term or any Option Term, unless it is the fourth Option Term, automatically be extended an additional Option Term, unless either party notifies the other of its intent to terminate or to renegotiate this Lease at least one hundred eighty (180) days prior to the termination of the then-current Term. Option Terms shall be deemed a continuation of this Lease and shall not be considered a new Lease or an amendment hereto.
- (c) In the event of a material adverse change to Tenant's business, Tenant shall have the right to terminate this Lease by giving 180 days written notice to the City.

5. **The City's Covenants.** In addition to granting to Tenant the Leased Space, the City agrees to the following:

- (a) The City will pay all utility costs for The Carnegie Building, including all ordinary utility costs for the Leased Space, including water, sewage, trash removal, electricity, gas, and all other utilities. If the City believes that the utility costs for the Leased Space are extraordinary or unreasonable, the parties shall meet to discuss separately metering the Leased Space for utilities, which shall be the City's sole remedy in such an event.
- (b) The City will pay all taxes related to The Carnegie Building. For the purposes herein, taxes shall mean all taxes, impositions, assessments, and all other governmental charges, if any, which are levied, assessed, or imposed upon or which become due and payable in connection with The Carnegie Building during the term of this Lease.
- (c) The City shall at its sole cost and expense, unless otherwise provided herein, keep and maintain in good condition and repair, the foundation, roof, exterior walls, plumbing, HVAC system, pipes and conduits, and other systems of The Carnegie Building that serve the Leased Space (excluding those systems where such obligation is the duty of a utility provider). The City shall also repair any damage to the foregoing caused by the negligence, recklessness, or willful misconduct of Tenant, but shall be entitled to indemnification from Tenant for the costs of said repair.

6. **Tenant's Covenants.** In addition to paying Rent to the City for the Leased Space, Tenant agrees to the following:

- (a) Tenant, shall take good care of the interior of the Leased Space, shall at all times keep the Leased Space in a clean and sanitary condition, and will not commit or permit or suffer to be done any waste, damages, disfigurement, vandalism, destruction, fire, or injury to the Leased Space. Tenant shall be responsible for procuring its own janitorial services in the Leased Space. Tenant shall also be responsible for any routine repairs or maintenance to the interior of the Leased Space.
- (b) Tenant may create, purchase, install, and maintain appropriate exterior signage, advertising its location, provided that such signage complies with City Code and is approved in advance by the City. Tenant agrees that the City shall have the right to approve the type and location of any such signage.

7. **Use.** Tenant may use the Leased Space for office and uses related to the administration of its programs.
8. **Fixtures.** Subject to the City's prior approval, Tenant may install such equipment and business and trade fixtures, as it deems necessary, and such items shall remain the property of Tenant and shall be removed by Tenant prior to the termination of this Lease. Tenant shall repair any damage occasioned by removal.
9. **Default.** If either the City or Tenant fails to perform or observe any material term, covenant, provision, or condition of this Lease, then that party will be in default under this Lease. In the case of default, the other party shall send to the party in default a Notice of Default.
10. **Right to Cure.** From the date of written Notice of Default from the other party, the party in default shall have thirty (30) days to cure any default. If the City defaults on any obligation hereunder, Tenant may, at its option, cure the City's default and the City shall thereafter, upon written demand of Tenant, be responsible to Tenant for the payment of any costs of such cure.
11. **Failure to Cure.** If the party in default fails to cure the default in the time prescribed by Section 10, *supra*, then the other party shall have the right to terminate this Lease and may, at its discretion, pursue any other remedies that may be available to it at law or in equity and not otherwise proscribed by the terms of this Lease. If Tenant terminates this Lease for City's failure to cure a default, City shall refund to Tenant a pro-rated portion of the rental payment paid by Tenant for the month in which the default occurs.
12. **Termination and Removal of Lessee's Property.** Upon the expiration or termination of this Lease, Tenant shall quit and surrender the Leased Space to the City. All improvements constructed by Tenant shall be and become part of the property of the City, except usual trade fixtures installed by Tenant in accordance with Section 8, *supra*, that are not so affixed to the Leased Space as to damage the Leased Space upon removal.
13. **Force Majeure.**
 - (a) A "Force Majeure Event" is any event or cause beyond the reasonable control of the party claiming relief, including any action by or omission of a governmental agency or authority (including any government-imposed moratorium on activities related to this Lease or any subsequent change in government rules, regulations, codes, ordinances, or laws), material shortages, third-party labor disputes, epidemic, war, riot, civil disturbance, act of public enemy or enemies, terrorist act, sabotage, any act of God, or any damage as a result of fire, floods, earthquakes, lightning, or other casualty.

(b) Neither the City nor Tenant will be considered in default under this Lease if such party's performance is delayed by virtue of a *Force Majeure* Event. Upon the occurrence of such event, the parties agree to confer in good faith and to agree upon an equitable, reasonable action to continue performance under this Lease, provided, however, that the rent payable by Tenant to the City shall abate for any period during which Tenant's use of the Leased Space is limited as a result of a *Force Majeure* Event. The City and Tenant will use commercially reasonable efforts to minimize the delay caused by any *Force Majeure* Event and to resume affected performance when reasonably possible. The City will be solely responsible for all repairs and reconstruction -- which repairs and construction will be at its discretion -- of The Carnegie Building or the leased space following a *Force Majeure* Event.

(c) In the event that a *Force Majeure* Event prevents either party from performing under the Lease for a period of one hundred eighty (180) days, then either party, upon written notice to the other, may terminate this Lease. In such event, the City shall pay to Tenant a pro-rated share of the Rent paid by Tenant for the month in which the *Force Majeure* Event occurred. Upon such termination and the refund of any Rent, if any, all parties will be relieved of performance under this Lease, except that a party will continue to be liable for any breaches that occurred and were not cured prior to termination.

14. Subordination. This Lease shall be subject to and subordinate to any mortgage or deed of trust ("Mortgage") now or at any time hereafter constituting a lien or charge upon The Carnegie Building or the Leased Space. Tenant shall, at any time hereafter, on demand, execute any instruments, releases, or other documents that may be required by any mortgagee for the purpose of subjecting and subordinating this Lease to the lien of any such Mortgage; provided that the City shall use commercially reasonable efforts to obtain from the holder of the Mortgage a nondisturbance agreement.

15. Insurance.

(a) Tenant agrees to procure and maintain, at its sole costs and expense, from responsible companies authorized to do business in the State of Kansas the following insurance: (i) Commercial General Liability, including coverage for (A) premises/operations, (B) products/completed operations, (C) personal and advertising injury, and (D) contractual liability, with a combined single limit of not less than \$1,000,000.00 each occurrence or the equivalent; and (ii) Workers' Compensation in amounts required by applicable law.

- (b) Tenant shall, as a material condition of this Lease, prior to occupancy, deliver to the City Clerk a certificate or certificates of insurance that the above insurance is in force, that the City has been named as an additional insured, and that said policies of insurance will not be cancelled or materially changed with respect to areas and entities covered without first giving the City thirty (30) days prior written notice. Tenant shall make available to the City, on request, the policies declarations pages and a certified copy of the policies in effect so that limitations and exclusions can be evaluated for appropriateness of overall coverage.

16. Indemnification.

- (a) During the time that this Lease is in effect, Tenant agrees to indemnify, defend, save, and hold harmless the City, its officers, commissioners, agents, employees, grantees, and assigns, from and against all claims, actions, liabilities, damages, costs, expenses, and judgments, including attorneys' fees, which relate to, arise out of, or are in any way related to Tenant's use of the Leased Space, Additional Space, or any portion thereof or the maintenance thereof, on account of any injury to third parties or damage to the property of third parties caused by the negligence, recklessness, or willful misconduct of Tenant. This indemnification clause shall not apply to any injury or damage caused by the City's own negligent, reckless, or willful misconduct, or that of its agents.
- (b) During the time that this Lease is in effect, the City agrees to indemnify, defend, save, and hold harmless Tenant, its officers, trustees, agents, employees, grantees, and assigns, from and against all claims, actions, liabilities, damages, costs, expenses, and judgments, including attorneys' fees, which relate to, arise out of, or are in any way related to Tenant's use of the Leased Space, Additional Space, or any portion thereof or the maintenance thereof, on account of any injury to third parties or damage to the property of third parties caused by the negligence, recklessness, or willful misconduct of the City. This indemnification clause shall not apply to any injury or damage caused by Tenant's own negligent, reckless, or willful misconduct, or that of its agents.

17. Quiet Possession. The City covenants that Tenant, on paying Rent and performing the covenants herein required, shall and may peaceably and quietly have, hold, and enjoy the Leased Space during the term of this Lease, free from any disturbance by the City, its agents or employees, or others acting within the control of the City.

18. **Holding Over.** Should Tenant hold over for any reason after the expiration of the Term, said holding over shall create only a month-to-month tenancy, terminable on thirty (30) days written notice from either party to the other.
19. **Relationship of Parties.** Nothing set forth herein shall be deemed or construed by the parties, nor by any third party, as creating the relationship of principal and agent, partnership, or joint venture between the parties hereto, it being understood and agreed that no provision contained herein, nor any acts of the parties hereto, shall be deemed to create any relationship between the parties hereto other than the relationship of Lessor and Lessee.
20. **Waiver of Subrogation.** The parties mutually waive their respective rights of recovery against each other for any loss of or damage to either party's property to the extent that such damage is insured by an insurance policy required to be in effect at the time of such loss or damage. Each party shall obtain any special endorsements, if required by its insurer, whereby the insurer waives its rights of subrogation against the other party. The provision is intended to waive fully, and for the benefit of the parties hereto, any rights and claims which might give rise to a right of subrogation in favor of any insurance carrier.
21. **Limitation of Liability.** Neither party shall be liable to the other for lost profits, special, incidental, punitive, exemplary, or consequential damages, including but not limited to frustration of economic or business expectations, loss of profits, loss of capital, cost of substitute product(s), facilities, or services, or down time costs, even if advised of the possibility of such damages. Further, the liability of one party to the other for damages under this Lease, excluding liabilities relating to a party's indemnification obligations as set forth in Section 16, *supra*, or any other damages permitted under this Lease, is limited to the total amount payable by Tenant to the City under this Lease to which the dispute relates.
22. **Authorization.** Each of the persons executing this Lease, in behalf of the respective parties, represents and warrants that he or she has the authority to bind the party in behalf of whom he or she has executed this Lease, and that all acts required and necessary for authorization to enter into and to execute this Lease have been completed.
23. **Assignment.**
 - (a) Tenant shall not assign, transfer, or encumber this Lease and shall not sublease the Leased Space, the Additional Space, or any part thereof, or allow any other person to be in possession thereof, without the prior written consent of the City.

(b) Notwithstanding any permitted assignment or subletting, Tenant shall, at all times during the Term of this Lease, be responsible and liable for the payment of Rent as herein specified and for compliance with all of its other obligations under the terms and provisions of this Lease.

24. **Notice.** Notice under this Lease shall be provided in writing to the parties at the following addresses:

Notice to Tenant:

eXplore Lawrence
Attn: Kim Anspach
PO Box 526
Lawrence, Kansas 66044

Notice to the City:

City of Lawrence, Kansas
City Manager's Office
6 East 6th Street
P.O. Box 708
Lawrence, Kansas 66044

25. **Successors and Assigns.** This Lease shall be binding upon and inure to the benefit of the parties, their respective heirs, personal representatives, successors, and assigns.

26. **Non-waiver.** Failure of either party to insist on strict performance of any of the conditions, covenants, terms, or provisions of this Lease or to exercise any of its rights hereunder shall not waive such rights, but the party shall have the right to enforce such rights at any time and to take such action as might be lawful or authorized hereunder, whether in law or equity.

27. **Severability.** If any section, sentence, clause, or phrase of this Lease is found to be invalid by any court of competent jurisdiction, it shall not affect the validity of any remaining provision of this Lease.

28. **Venue.** The parties agree that the appropriate venues for any legal actions arising out of this Lease are the District Court of Douglas County, Kansas, or, if federal jurisdiction exists, the United States District Court for the District of Kansas.

29. **Governing Law.** This Lease shall be governed by the laws of the State of Kansas.

30. Miscellaneous.

- (a)** This Lease supersedes all prior discussions and negotiations and contains all agreements and understandings between the City and Tenant with respect to the subject matter hereof. This Lease may only be amended by a writing signed by all parties.
- (b)** The provisions of the Lease relating to indemnification shall survive any termination or expiration of this Lease. Any provision of this Lease that would require performance subsequent to the termination or expiration of this Lease shall likewise survive any such termination or expiration.
- (c)** This Lease may be executed in duplicate counterparts, each of which shall be deemed an original, but all of which together shall constitute one and the same instrument. The signature pages from one (1) or more counterparts may be removed from such counterparts and such signature pages all attached to a single instrument.
- (d)** The recitals are incorporated herein by reference as if set forth herein in full.

[SIGNATURE PAGES FOLLOW]

IN WITNESS WHEREOF, the undersigned have caused this Lease Agreement to be executed as of the date noted above.

CITY:
CITY OF LAWRENCE, KANSAS, a
municipal corporation

Craig S. Owens
City Manager

TENANT:
EXPLORE LAWRENCE, a Kansas not-
for-profit corporation

Kim Anspach
Executive Director



eXplore Lawrence
2027 Budget Request Summary
Total Request: \$1,720,000
\$100,000 dedicated to Bid Fund
\$1,620,000 dedicated to operations and strategic initiatives

eXplore Lawrence respectfully submits its 2027 budget request totaling **\$1,720,000**, including **\$100,000 dedicated to the Bid Fund** and **\$1,620,000 to support organizational operations and strategic initiatives**.

This request supports the organization's mission to attract diverse visitors, groups, and events that benefit Lawrence and Douglas County's economy while aligning with the City of Lawrence Strategic Plan, particularly within the Unmistakable Identity and Prosperity & Economic Security outcome areas.

Tourism continues to be a meaningful contributor to Lawrence's economy through visitor spending, tax generation, and support for local jobs. The proposed investments reflect both operational needs and strategic opportunities that strengthen Lawrence's visibility, competitiveness, and economic vitality.

1. Operations

Focus: Organizational sustainability, staffing capacity, and stronger destination data

A portion of the request addresses rising operational costs, including payroll and health insurance expenses. eXplore Lawrence's operating budget has remained relatively flat while these fixed costs have continued to increase.

The request also includes increased staffing capacity within Marketing to strengthen:

- Digital marketing execution
- Content development
- Website and campaign production
- Partner storytelling and destination promotion

This additional capacity would help support growing expectations for digital engagement while strengthening the organization's ability to promote Lawrence effectively across channels. The budget also creates room to review and strengthen eXplore Lawrence's data collection and reporting capabilities, including visitor analytics tools and enhancements to destination storytelling through stronger reporting and visualization.

These investments improve both day-to-day execution and the organization's ability to demonstrate tourism's impact and plan strategically for future opportunities.

Strategic Plan Alignment

Unmistakable Identity

- Supports UI-4 by strengthening destination storytelling and helping communicate Lawrence's unique identity and visitor appeal.
- Supports UI-10 through stronger destination performance tracking and improved visitor insights.



Prosperity & Economic Security

- Strengthens tourism as an economic development strategy by improving the organization's ability to measure visitor activity and demonstrate economic impact.
 - Builds operational capacity needed to sustain programs that support local businesses and attract outside spending.
-

2. Marketing

Focus: Brand evolution and digital visitor experience

Lawrence's Unmistakably Lawrence brand has served the community well for more than a decade. As visitor expectations and digital behavior continue to evolve, 2027 presents an opportunity to assess and refresh the brand—or undertake a broader rebrand if needed.

This includes:

- Brand audit and strategic refresh or full rebrand
- Updated visual identity and creative assets
- Website appearance refresh
- Improved website functionality and visitor usability

Estimated investment: \$75,000

eXplore Lawrence also proposes adding a trip-planner/itinerary-building platform to the website. This would allow visitors to:

- Build customized itineraries
- Save and share plans
- Discover attractions more easily
- Turn inspiration into actual visits

Estimated investment: \$10,000–\$35,000 annually, plus setup

Strategic Plan Alignment

Unmistakable Identity

- Directly supports UI-4 by keeping Lawrence's destination brand fresh, authentic, and competitive.
- Strengthens how residents and visitors engage with Lawrence's culture, neighborhoods, and visitor experiences.
- Enhances digital storytelling and makes it easier to discover Lawrence.

Prosperity & Economic Security

- Supports economic activity by converting destination interest into visits and spending.
 - Strengthens visibility and access for local businesses and attractions.
-

3. Sales

Focus: Prospecting and group business growth

eXplore Lawrence proposes investing in prospecting and lead generation tools to strengthen the Sales pipeline.

Estimated investment: approximately \$6,000

This investment would improve:

- Market research
- Lead generation
- Sales outreach efficiency



- Pipeline development

These efforts support recruitment of meetings, sports, and group business that generate overnight stays and visitor spending.

Strategic Plan Alignment

Prosperity & Economic Security

- Supports lodging, dining, retail, and venue partners by strengthening Lawrence's ability to secure overnight business.
- Improves competitiveness in attracting meetings and group travel.

Unmistakable Identity

- Helps position Lawrence clearly and competitively in regional and statewide destination markets.
-

4. Community Relations

Focus: Hospitality workforce support and community activation

Community Relations remains central to destination readiness and visitor experience.

Hotel Professional Development & Industry Support Fund

Estimated investment: \$10,000

Dedicated support for:

- Hotel professional development
- Industry training
- Trade show registrations
- Hospitality recruitment and retention
- Destination activation materials
- Conference speaker gifts and hospitality outreach

This strengthens Lawrence's hospitality network and supports the professionals serving visitors directly.

Final Friday Reengagement Initiative

Estimated investment: \$25,000+

This initiative would strengthen and reenergize Final Friday through:

- Increased visibility and participation
- Downtown activation
- Arts and culture promotion
- Local business engagement
- Expanded opportunities for community gathering

Strategic Plan Alignment

Unmistakable Identity

- Supports **UI-4** by strengthening Lawrence's arts and culture identity and creating visible experiences that reinforce what makes Lawrence distinctive.
- Expands opportunities for residents and visitors to engage with local culture.

Prosperity & Economic Security

- Supports downtown businesses and cultural organizations through increased activation and visitor engagement.



- Strengthens Lawrence’s hospitality ecosystem and workforce readiness.
-

Bid Fund

Dedicated Investment: \$100,000

The request maintains **\$100,000 for the Bid Fund** to support the attraction and hosting of:

- Meetings
- Conferences
- Sports tournaments
- Special events

This remains one of eXplore Lawrence’s most direct tools for generating overnight stays and visitor spending.

Strategic Plan Alignment

Prosperity & Economic Security

- Drives economic activity through visitor spending.
 - Supports lodging, dining, retail, and venue partners.
 - Helps Lawrence remain competitive in attracting meetings and events.
-

Summary

This request balances operational sustainability with strategic investment and aligns directly with the City’s goals for **Unmistakable Identity** and **Prosperity & Economic Security**.

Summary of Request

- **\$1,620,000** — operations and strategic initiatives supporting destination development, staffing, marketing, sales, and community relations
- **\$100,000** — dedicated Bid Fund to attract visitor-generating meetings, sports, and events

Key priorities include:

- Supporting rising operational costs and staffing needs
- Refreshing Lawrence’s destination brand and digital visitor experience
- Strengthening sales prospecting
- Supporting hospitality workforce development
- Reengaging Final Friday as a visible community activation
- Maintaining a strong Bid Fund to attract future visitor-generating business
- Strengthening destination data and economic impact storytelling

Together, these investments help eXplore Lawrence continue to deliver measurable economic benefit while promoting Lawrence as an unmistakable destination and a vibrant place to visit, experience, and invest in.



eXplore Lawrence
2027 Budget Request Summary
Total Request: \$1,720,000
\$100,000 dedicated to Bid Fund
\$1,620,000 dedicated to operations and strategic initiatives

eXplore Lawrence respectfully submits its 2027 budget request totaling **\$1,720,000**, including **\$100,000 dedicated to the Bid Fund** and **\$1,620,000 to support organizational operations and strategic initiatives**.

This request supports the organization’s mission to attract diverse visitors, groups, and events that benefit Lawrence and Douglas County’s economy while aligning with the City of Lawrence Strategic Plan, particularly within the Unmistakable Identity and Prosperity & Economic Security outcome areas.

Tourism continues to be a meaningful contributor to Lawrence’s economy through visitor spending, tax generation, and support for local jobs. The proposed investments reflect both operational needs and strategic opportunities that strengthen Lawrence’s visibility, competitiveness, and economic vitality.

1. Operations

Focus: Organizational sustainability, staffing capacity, and stronger destination data

A portion of the request addresses rising operational costs, including payroll and health insurance expenses. eXplore Lawrence’s operating budget has remained relatively flat while these fixed costs have continued to increase.

The request also includes increased staffing capacity within Marketing to strengthen:

- Digital marketing execution
- Content development
- Website and campaign production
- Partner storytelling and destination promotion

This additional capacity would help support growing expectations for digital engagement while strengthening the organization’s ability to promote Lawrence effectively across channels. The budget also creates room to review and strengthen eXplore Lawrence’s data collection and reporting capabilities, including visitor analytics tools and enhancements to destination storytelling through stronger reporting and visualization.

These investments improve both day-to-day execution and the organization’s ability to demonstrate tourism’s impact and plan strategically for future opportunities.

Strategic Plan Alignment

Unmistakable Identity

- Supports UI-4 by strengthening destination storytelling and helping communicate Lawrence’s unique identity and visitor appeal.
- Supports UI-10 through stronger destination performance tracking and improved visitor insights.



Prosperity & Economic Security

- Strengthens tourism as an economic development strategy by improving the organization's ability to measure visitor activity and demonstrate economic impact.
 - Builds operational capacity needed to sustain programs that support local businesses and attract outside spending.
-

2. Marketing

Focus: Brand evolution and digital visitor experience

Lawrence's Unmistakably Lawrence brand has served the community well for more than a decade. As visitor expectations and digital behavior continue to evolve, 2027 presents an opportunity to assess and refresh the brand—or undertake a broader rebrand if needed.

This includes:

- Brand audit and strategic refresh or full rebrand
- Updated visual identity and creative assets
- Website appearance refresh
- Improved website functionality and visitor usability

Estimated investment: \$75,000

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Month	2016	2017	2018	2019	2020	2021	2022	2023	2024	2025	2026	2025/2026 % change
January	101,382	93,738	98,184	118,323	95,446	41,690	111,162	174,977	80,181	88,003	117,253	33.24%
February	99,205	94,007	113,533	84,797	115,542	58,116	108,425	119,220	119,371	115,753	185,113	59.92%
March	105,298	116,791	132,019	123,763	103,118	61,061	158,537	162,399	208,819	269,213	168,891	-37.26%
Qtr 1	305,885	304,536	343,736	326,883	314,106	160,867	378,124	456,596	408,371	472,969	471,257	-0.36%
April	124,594	134,997	147,412	133,185	61,358	87,896	151,582	167,214	194,623	177,542	226,411	27.53%
May	147,762	152,491	152,041	184,797	37,870	116,471	199,887	217,061	210,991	229,942	0	
June	161,930	183,216	171,487	185,634	38,022	154,237	180,085	224,361	252,388	281,796	0	
Qtr 2	434,286	470,704	470,940	503,616	137,250	358,604	531,554	608,636	658,002	689,280	226,411	27.53%
July	138,574	133,188	152,087	168,245	58,308	127,254	174,977	200,428	228,298	301,900	0	
August	164,378	204,992	161,411	149,099	78,147	154,104	190,619	193,987	168,231	182,532	0	
September	128,957	155,957	148,506	170,578	102,374	161,468	154,860	200,813	184,465	215,064	0	
Qtr 3	431,909	494,137	462,004	487,922	238,829	442,826	520,456	595,228	580,994	699,496	0	
October	156,868	157,890	148,412	140,822	83,871	150,112	191,637	216,140	161,879	209,278	0	
November	142,512	167,915	147,600	164,907	93,603	167,993	193,553	231,109	238,950	264,833	0	
December	131,421	136,028	130,316	142,582	55,963	145,672	171,800	173,543	165,318	178,202	0	
Qtr 4	430,801	461,833	426,328	448,311	233,437	463,777	556,990	620,792	566,147	652,313	0	
Year Totals:	1,602,881	1,731,210	1,703,008	1,766,732	923,622	1,426,074	1,987,124	2,281,252	2,213,514	2,514,058	697,668	7.25%

** Transient Guest Tax increased from 6 to 8% in January of 2026

