

Convention & Visitors Bureau Reorganization

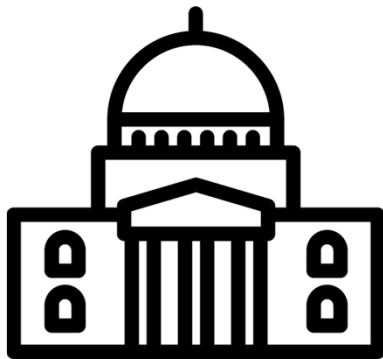
- Currently, the CVB is organized under DMI — a management company that oversees Freedom's Frontier National Heritage Area and the Lawrence CVB.
- Since February 2015, discussion of reorganization and overall impact of tourism has been a community discussion.
- There have been many models discussed leading up to tonight.



Convention & Visitors Bureau Reorganization

- There are three traditional models for a convention & visitors bureau

City Department



Dodge City, KS
Hays, KS
Columbia, MO
Omaha, NE

Chamber of Commerce



Manhattan, KS
Olathe, KS

Stand-Alone



Overland Park, KS
Visit KC (KCMO)
Topeka, KS

Transient Guest Tax — Defined

- Charter Ord. 30 dictates use:
 - Moneys received by the city from transient guest tax fund “shall be expended for such purposes as the City Commission determines promotes, enhances, maintains, or improves the tourism, visitor, or convention business of the city.”
 - A Kansas Attorney General Opinion interpreting certain Kansas statutes on guest tax has interpreted the phrase “convention and tourism promotion” as “(1) Activities to attract visitors into the community through marketing efforts, including advertising, directed to at least one of the five basic convention and tourism market segments consisting of group tours, pleasure travelers, association meetings and conventions, trade shows and corporate meetings and travel; and (2) support of those activities and organizations which encourage increased lodging facility occupancy....”

Transient Guest Tax Allocations

- For 2016, the City Commission approved \$970,000 for DMI (requesting agency at budget time).
- \$880,000 to be used for CVB; \$90,000 to DMI to promote destination travel and heritage tourism.
- Under proposal tonight, the \$880,000 would instead be directed to eXplore Lawrence in quarterly payments for CVB operations.
- The \$880,000 allocation adds one staff member specifically dedicated to sales for the CVB operations, plus some additional funds for marketing/sales collateral materials.

What Generates Tourism?

Hotels, Hospitality & Conference Space



Restaurants

Shopping & Retail



Arts & Cultural Events



Corporate Travel



Economic Impact



Special Events



Sports & Recreation



Event Planning/Meeting Space



Attraction Development

University Programs & Development



\$1.459M TGT collected in 2015



Who is eXplore Lawrence?

- Re-branding project began in 2014; completed May 2015
- Why? A new name, a new marketing campaign and new materials (web site, ads, sales program).
 - The effort was done to better reflect our organization & services,
 - To convey the uniqueness of what Lawrence offers; and
 - Appeal to today's visitors and meeting planners.



UNMISTAKABLY

LAWRENCE



Amazing things happen when people come together in Lawrence.

The Oread and The Eldridge, along with eExplore Lawrence, will ensure every detail of your meeting or event is met. We offer planning assistance in venue, lodging, catering, transportation and fun!

Make your next meeting an unmistakable experience - in Lawrence!

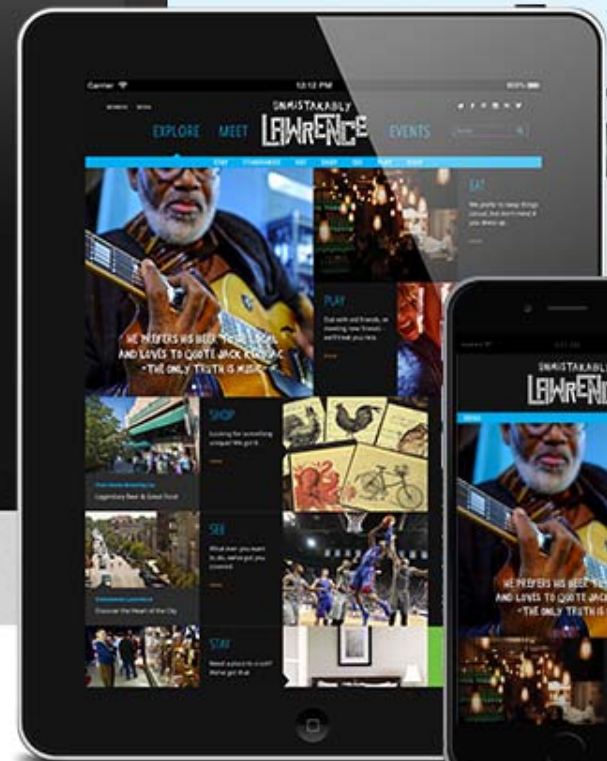


The Oread, 1200 Oread Ave., Lawrence, KS 66044 | theoread.com | 785-843-1200
 The Eldridge Hotel, 701 Massachusetts St., Lawrence, KS 66044 | eldridgehotel.com | 785-749-5001



explorelawrence.com/meet







MEETINGS & EVENTS

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Duis pellentesque egestas egestas.

[more](#)

SPORTS

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Duis pellentesque egestas egestas.

[more](#)

Yes Lawrence!

Location, Location, Location. Etiam ultricies nisi vel augue. Curabitur ullamcorper ultricies nisi. Nam eget dui. Etiam rhoncus. Maecenas tempus, tellus eget condimentum rhoncus, sem quam semper libero, sit amet adipiscing sem neque sed ipsum.

[Meetings & Events Perspective](#)
[Sports Perspective](#)

Planner's Toolkit

All the loremEtiam ultricies nisi vel augue. Curabitur ullamcorper ultricies nisi. Nam eget dui. Etiam rhoncus. Maecenas tempus, tellus eget condimentum rhoncus.

[Meetings & Events Toolkit](#)

Sports Venues

All the loremEtiam ultricies nisi vel augue. Curabitur ullamcorper ultricies nisi. Nam eget dui. Etiam rhoncus. Maecenas tempus, tellus eget condimentum rhoncus.

[Sports Venues](#)

Submit RFP

All the loremEtiam ultricies nisi vel augue. Curabitur ullamcorper ultricies nisi. Nam eget dui. Etiam rhoncus. Maecenas tempus, tellus eget condimentum rhoncus.

[Meetings & Events RFP](#)
[Sports RFP](#)

ONLINE BOOKING

01/28/2015

01/30/2015

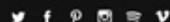
SEARCH

STAY CONNECTED

We like to stay in touch. You can, too.

[SIGN UP NOW](#)

FOLLOW US



VISITOR'S GUIDE

Explore Lawrence's Official Visitor's Guide is the place to find insider tips, local favorites and info on what's happening during your next visit.



MEET

MEMBERS MEDIA

EXPLORE MEET **LAWRENCE** EVENTS

SEARCH

SUBMIT RFP

LOREM IPSUM DOLOR SIT AMET, CONSECUTUR ADIPISCING ELIT. DUIS PELLENTESQUE EGESTAS EGESTAS.

FIRST NAME* STREET ADDRESS

LAST NAME* CITY

COUNTRY* STATE

TITLE* ZIP

PHONE* ATTACHMENTS No file selected

EMAIL*

ONLINE BOOKING

[HOME](#) | [ABOUT](#) | [ADVERTISE](#) | [EVENTS](#) | [CONTACT](#) | [GROUPS](#) | [MEDIA](#) | [LEGAL](#) | [SITE MAP](#)

STAY CONNECTED
 We like to stay in touch. You can, too.
[SIGN UP NOW](#)

FOLLOW US

VISITOR'S GUIDE
 Explore Lawrence's Official Visitor's Guide is the place to find insider tips, local favorites and info on what's happening during your next visit.



Sales

- **Meetings, events & associations**
 - Since June, CVB staff have sent out 22 RFPs to hotels
 - Lawrence does not always win each bid and many factors weigh into decisions – location, accommodations, etc.
- **Corporate sales**
 - 27,259 room nights booked with an economic impact of \$4,334,181 for 2015 YTD



explore
LAWRENCE

Sales

- **RFPs**
 - Sales staff is committed to sending out at least 5 RFPs to hotels each month
 - New reporting systems allows for better tracking and reporting of efforts (launched in May 2015)
- **Director of Sales Meetings with Leadership**
 - All hotels are invited to attend, discuss current issues, sales efforts

Events

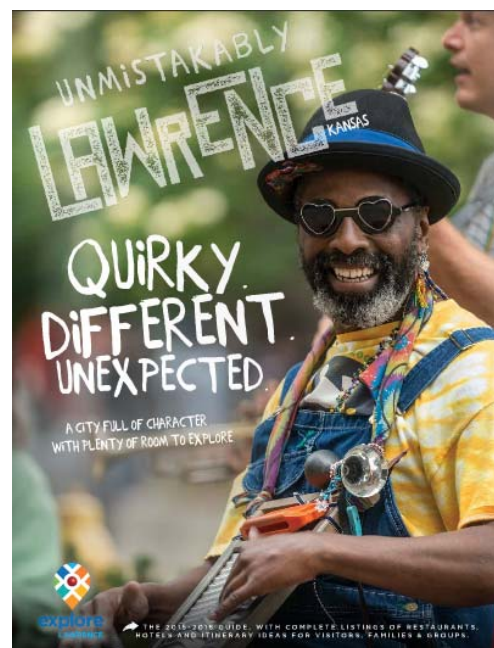
- **Events Produced by CVB:**
 - Tour of Lawrence
 - Downtown Shot Put
 - Sponsored Events
- Events typically are a balance of TGT generating-events and events which support the community's efforts to create an environment for unique events.





Marketing & Communications

- Advertising, Promotion & Earned Media Placement:
 - Travel writers
 - Visitor Guide
 - Media Relations
 - Event coverage





Community & Partner Relations

- Community Relations works to ensure the overall tourism industry coordinates with CVB services – social media, SimpleView usage, event coordination and promotion and meeting/event assistance.
- We are not a membership organization – we work with businesses, organizations and others to promote travel & tourism in Lawrence.
- Creation of dynamic social media campaigns and materials that resonate with today's traveler.





Community & Partner Relations



Shot Put videos have been seen a combined 18,000+ times and reached 34,240 people.



Visitor Services

- Operates the Visitor Center in north Lawrence.
- Bulk mailings of Visitor Guides to targeted populations
- Coordinates travel tours, materials for travelers and suggestions on things to do and see.





Governing Board

- Tonight, we request the City Commission approve a governing board for eXplore Lawrence.
- The Board would oversee all operations, staff and make decisions to further the tourism industry in Lawrence.
- A multi-industry board that represents diverse opinions and looks at the long-range visions for Lawrence travel and tourism.



Governing Board – Mayoral Appointed

- 2 hotels – a full service & limited service
- 1 Lawrence City Commissioner
- 1 Cultural Industry representative
- 1 Local university/education representation
- 1 Sports & recreation representation
- 1 Service/event management representation

- 3 ex-officio members: City Manager's Office, Chamber of Commerce & Downtown Lawrence, Inc. (staff for keep continuity)

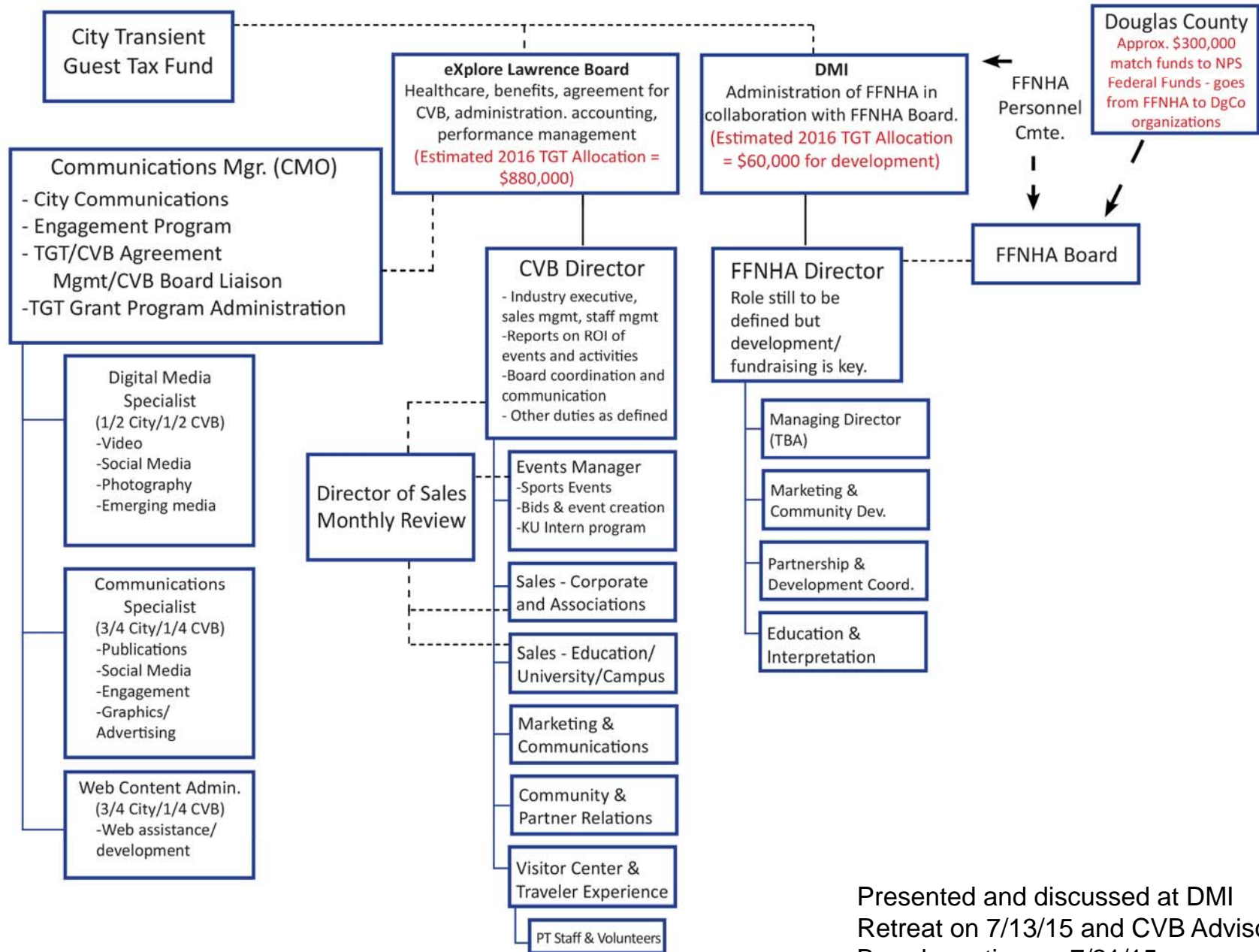


explore
LAWRENCE

Governing Board

- A new agreement is proposed for CVB operations that strengthens performance measures and accountability.
- Continuation of communication efforts and accountability of CVB for sales efforts with monthly Director of Sales Meetings.
- Hire a director who reports to the Governing Board and manages the operation.

Proposal for Reorganization and Management of TGT Use



Presented and discussed at DMI Retreat on 7/13/15 and CVB Advisory Board meeting on 7/21/15.



Lawrence Sports Corp.

- A separate 501©3 volunteer board of local community members that works with the CVB staff to bring sporting events to Lawrence.
- The CVB will work to formalize the group as a subcommittee of the governing board, under the new structure proposal.



explore
LAWRENCE

TGT Request for Events

- eXplore Lawrence & The Lawrence Sports Corporation are seeking support for 3 events which will have a direct economic impact for Lawrence
 - 2 are NCAA events – KU Athletics has won the bid and are prepping for events
 - The 2017 USA Track & Field Junior Olympics is an event we wish to bring to Lawrence



explore
LAWRENCE

TGT Request for Events

- November 12, 2015 Cross Country:
 - 500 overnight rooms
 - 490 athletes, 175 coaches/support staff
 - Event budget: \$27,200
 - Est. Direct spending: \$85,000
 - Est. Guest tax received: \$4,900
 - TGT Request: \$8,316





explore
LAWRENCE

TGT Request for Events

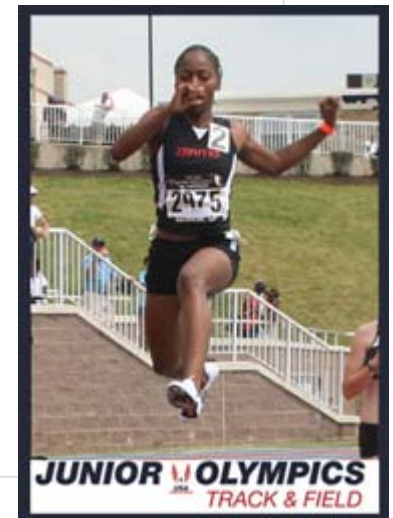
- May 28-30, 2016 Track & Field:
 - 3,300 overnight rooms
 - 2,200 athletes, 1,000 coaches/support staff
 - Event budget: \$222,440
 - Est. Direct spending: \$1,025,000
 - Est. Guest tax received: \$30,000
 - TGT Request: \$56,905



explore
LAWRENCE

TGT Request for Events

- 2017 USA Track & Field Junior Olympics:
 - 17,500 overnight rooms (NE Kansas)
 - 9,500 athletes, 33,000 family & spectators
 - Event budget: \$460,000
 - Est. Direct spending: \$11,000,000
 - Est. Guest tax received: \$90,000
 - TGT Request: \$150,000
- 2017 location chosen on Dec. 5, 2016





explore
LAWRENCE



City of Lawrence

TGT Grant Program

- In the 2016 Budget, the City Commissioners approved a \$150,000 Transient Guest Tax Grant Program for event marketing and event creation/collaboration with other local organizations.
- This allowed for a budgeted program for review of TGT requests and funds.
- Staff planning on bringing guidelines for implementation of grant program to City Commission later this fall.