



**Fiscal Year 2008
Destination Management Plan
(January 2008-December 2008)**

TABLE OF CONTENTS

I. Executive Summary.....	2
II. Situation Analysis	3
A. Bureau Overview	
1. CVB Vision and Mission Statements	
2. CVB Organizational Structure	
B. Trends Overview.....	6
1. Lawrence Planning Assumptions and Considerations	
2. SWOT Analysis	
C. Target Audience Overview	8
1. Conventions/Meetings	
2. Sports	
3. Tourism	
4. Partner Overview	
D. Market Overview	11
1. National Tourism Industry Overview	
2. 2007 Lawrence Visitor Economic Impact	
3. 2007 Lawrence CVB Highlights	
III. 2008 Work Plan	17
IV. Action Plan and Implementation	21
A. Working Calendar	
B. Fiscal Year 2008 Budget	
APPENDIX A: Visitor Guide Distribution List	23
APPENDIX B: Lawrence Sports Corporation Goals, Loan/Investment Policy	24
APPENDIX C: Convention/Meeting Lead Process	26
APPENDIX D: Eight Steps for Convention Service	27
APPENDIX E: Advertising Calendar.....	28
APPENDIX F: E-Blast Calendar.....	29
APPENDIX G: Lawrence CVB Visitor Database Flowchart.....	30

I. EXECUTIVE SUMMARY

The Lawrence Convention & Visitors Bureau's (LCVB) primary mission is to improve the local economy by attracting visitors, meetings, conventions and events to the city. This mission is undertaken through a variety of marketing and development strategies designed to promote Lawrence as a destination to defined markets.

The LCVB is funded through the collection of a 5% transient guest tax by a state statute and city ordinance on local hotel rooms. Budgeting of these funds is done through the city budget process. The LCVB also works with a city commission-appointed Advisory Board.

Tourism as an industry is estimated at more than **\$554.5 billion** annually in the United States. In 2007 tourism is estimated to have generated more than **\$49.12 million** in direct expenditures in Lawrence, including more than **\$36.76 million** in direct expenditures by overnight guests alone. Additionally, visitors to Lawrence are estimated to have generated more than **\$982,486 in local sales tax** revenue.

LCVB 2007 highlights include a record **567,092** individual users to the www.visitlawrence.com Web site, more than **9,934 visitors** to the Lawrence Visitor Information Center, **193 meetings and conventions** were reported to the LCVB with a total attendance of **19,695 delegates** and **30 sporting events** drew more than **30,400 participants** during the year. In 2007 the LCVB also responded to local, regional and national media leads and distributed information about Lawrence that generated editorial coverage about the city with an advertising equivalent in excess of **\$535,285**. In 2008 the LCVB will build on these successes through a carefully drafted set of Goals.

Tourism trends, the results of a SWOT analysis completed by the LCVB staff and past successes culminated into the development of specific Goals and Objectives for the LCVB in 2008.

A working calendar and 2008 fiscal year budget are included in this plan to provide basic project timing and finance information.

II. SITUATION ANALYSIS

A. Bureau Overview

LCVB Mission Statement

The mission of the Lawrence Convention and Visitors Bureau (LCVB) is to:

- Improve the local economy by attracting visitors, meetings, conventions and events to the city;
- Encourage economic growth by providing quality services to our visitors;
- Responsibly manage transient guest tax funds in its charge;
- Maintain productive working relationships with our partners in the business community.

LCVB Vision Statement

The Lawrence Convention and Visitors Bureau will be an organization with high visibility, accountability and significance in the community. It will influence the development of the visitor industry in Douglas County and be an innovative leader in the tourism industry.

Tourism Industry Defined

(TOURISTS) Temporary movement of people to destinations outside of their normal place of work and residence,

(TOURISM), the activities undertaken en route to and during their stay at these destinations and the facilities/services created to cater to their needs which leads to

(TOURISM INDUSTRY) economic impacts generated by these activities.

II. SITUATION ANALYSIS

A. Bureau Overview

LCVB Organizational Overview

The City of Lawrence contracts with the Destination Management, Inc. (DMI) to operate a Convention and Visitors Bureau (CVB). The President of DMI is hired by, and reports to, a Board of Directors made up of the City Manager, Mayor or appointee from the City Commission, County Administrator, County Commissioner, two Freedom's Frontier National Heritage Area representatives, one Chamber of Commerce representative, and one CVB Advisory Board member appointed by the Mayor. The DMI President manages the CVB, Freedom's Frontier National Heritage Area and funding provided by the Douglas County Commission to Douglas County historical societies.

The CVB is funded through transient guest tax collected by the state on local hotel rooms. Budgeting of these funds is done through the city budget process.

The City Commission appoints an Advisory Board to work with the Bureau. An Advisory Board member, appointed by the Mayor, serves a one-year appointment on the Destination Management Inc. Board of Directors. According to Charter Ordinance #22, six members of the advisory board must be representatives from the hotel/motel industry. Charter Ordinance #29 in 1993 increased the size of the board to 13 members, making non-hotel membership seven.

Charter Ordinance #30 created a transient guest tax reserve fund to be used for promotion, enhancement, maintenance or improvement of the tourism, visitor or convention industry of the city. The ordinance allows for CVB Advisory Board input on the use of this fund. Charter Ordinance #36 increased the transient guest tax from 4 to 5%, beginning January 1, 2004.

LCVB Advisory Board, as of 1/1/08

MEMBER

Karen Christilles
Derek Felch, Chair
Doug Holiday
Michael Moore
David Johnston
Kate Kelly
Brad Kemp
Constance Wolfe
Bob Schumm

BUSINESS

Lied Center of Kansas
Hampton Inn
Biggs Bar & Grill
SpringHill Suites by Marriott
University of Kansas
Holiday Inn Express
Kansas Coalition for Lifesaving Cures
Halcyon House Bed & Breakfast
Schumm Foods
Hotel
Hotel
At Large

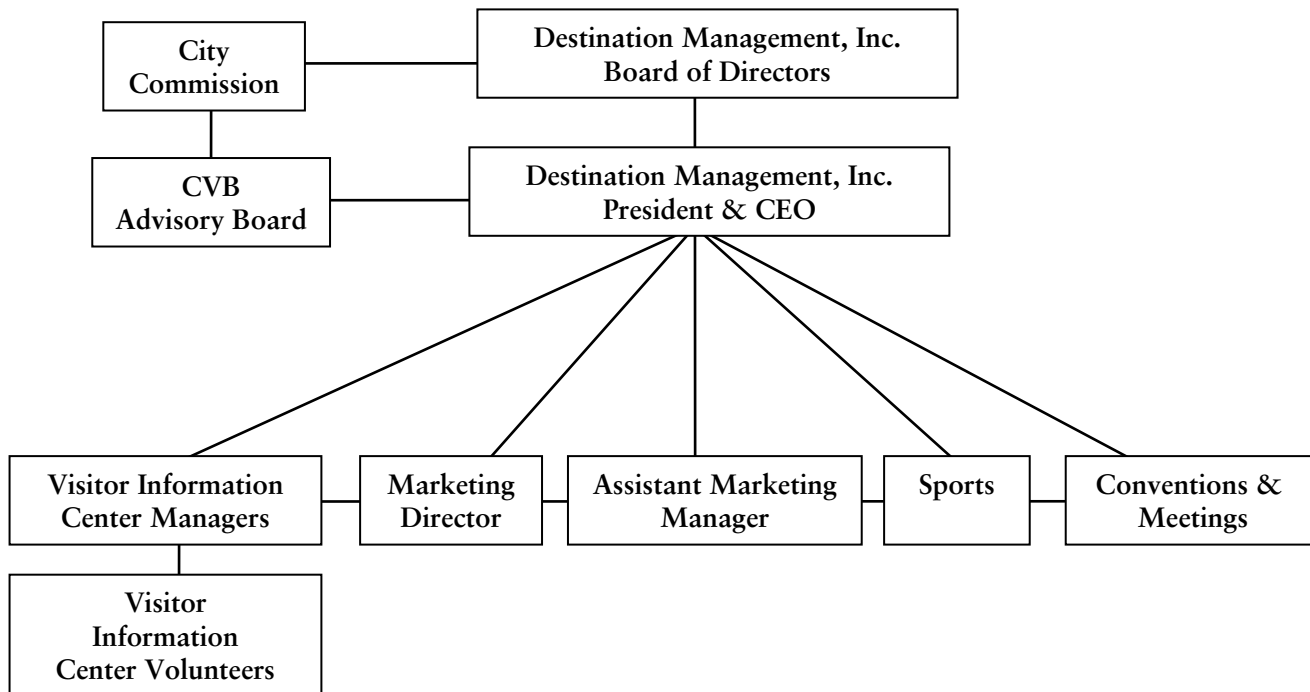
II. SITUATION ANALYSIS

A. Bureau Overview

LCVB Staff and Titles

Judy Billings, President & CEO, Destination Marketing, Inc.
Susan Henderson, Marketing Director
Bob Sanner, Sports Marketing Director
Kate Eichten, Conventions Marketing Manager
Ashlee Roll-Gregory, Assistant Marketing Manager
Debbie White & Sonia Reetz, Visitor Information Center Managers

LCVB Organizational Chart



II. SITUATION ANALYSIS

B. Trends Overview

LCVB Planning Assumptions and Considerations

- The planning and activities of the LCVB continue to be subject to the amount of funds available through the 5 % transient guest tax.
- Marketing opportunities through the Internet and online services will continue to be a strong focus of the Lawrence CVB. With 65 million travelers booking travel online (up 70% from 2004), the opportunity for Lawrence hotels to offer online booking is increasingly important. Additionally, the CVB will continue to make ongoing enhancements to the Web site, distribute electronic newsletters to those in the CVB database, provide news releases electronically, respond to online travel writer requests, etc.
- The state of Kansas will continue to be a primary source of convention and meeting business for the LCVB. Lawrence residents are key contacts in bringing the business home.
- Visitor interest in cultural and heritage tourism continues. This traveling population seeks high-quality, educational experiences. Heritage activities such as the Freedoms Frontier National Heritage Area, Civil War on the Western Frontier and places like the Dole Institute are of great interest to these visitors.
- In Lawrence, an American for the Arts survey revealed that event-related spending by arts audiences totaled \$16.5 million annually, not including the cost of admission. The same survey revealed that 195,718 non-residents attend arts events each year in the community. This highlights the importance of cooperatively marketing Lawrence and the arts.
- Mature travelers over 55 average the longest stays away from home. Many indicate an interest in traveling for educational purposes and adventure and generally have more flexibility determining when to travel. Promoting and partnering with KU Continuing Education for the new Osher Learning Institute is a way to reach these audiences.
- Dining, shopping, museums and tours are top activities for travelers. The availability of all such opportunities in Lawrence is a benefit and will continue to be a strong emphasis in marketing efforts including the Visitors Guide, regional advertising and Web site promotions.
- Organized sports events have attracted more than 75.3 million U.S. adult travelers in the past five years. The most popular events include baseball, softball, football, basketball and auto racing – all of which are offered in Lawrence or the surrounding area.

II. SITUATION ANALYSIS

B. Trends Overview

SWOT Analysis

	POSITIVE	NEGATIVE
	STRENGTHS <ul style="list-style-type: none">• Organizational structure that directly supports our mission• Technology savvy• Strong relationships with community leaders	WEAKNESSES <ul style="list-style-type: none">• Community consensus building and teamwork on tourism-related issues• Uncertain funding
INTERNAL	<ul style="list-style-type: none">• Integrated marketing presence complete• Lawrence Visitor Information Center• Proactive marketing strategy in place• Strong database of qualified prospects• Conduct good market research• Working to use the right media mix to reach specific audiences• Staff teamwork – helps us see opportunities• Collaboration between city, county, chamber and heritage area	
	OPPORTUNITIES <ul style="list-style-type: none">• Historic Downtown Lawrence• University of Kansas and related attractions• Haskell Indian Nations University• Lawrence Visitor Information Center• Active arts community• Outdoor Recreation	THREATS <ul style="list-style-type: none">• Shortage of large meeting facilities• CVB success somewhat dependent upon external organizations' success• Provincial thinking vs. collective thinking• No strong destination driver for the city• Frequent hotel management turnover• Location on eastern border of state is perceived as not central enough to draw statewide conventions• Lack of understanding tourism's impact• Lack of experiential travel opportunities• Increased competition for visitors' time and money• Access to sports facilities to be competitive with surrounding area
EXTERNAL	<ul style="list-style-type: none">• KU/Haskell alumni pride• Close proximity to KCI, KC, Topeka, I-70• Collaboration with KU and Continuing Education• Freedom's Frontier National Heritage Area• Visitors looking for authenticity that Lawrence offers	

II. SITUATION ANALYSIS

C. Target Audience Overview

LCVB Target Audiences Defined

Conventions and Meetings

Convention and meeting opportunities based upon businesses, associations, military, social groups, visiting family and relatives, weddings, reunions and other local, state, regional or national organizations that can be adequately accommodated by Lawrence hotel properties.

Sports

Selected sporting events and sport organization rights holders, including National Governing Bodies, multi-sports organizations/associations, college and university conferences, and other organizations who own events that are available to Lawrence through a bid selection process by the Lawrence Sports Corporation or in conjunction with local sport organizations and associations with similar goals.

Leisure Traveler

Any visitor traveling to Lawrence outside of an organized convention or meeting with interest in Lawrence's attractions, history, culture and accommodations. Subsets of this audience include: Group Tours, Film Production and Heritage travelers.

Partner Overview

Partners are defined by the LCVB as any business that advertises in the Lawrence Visitor Guide and any community organization that benefits from the visitor industry.

Local Partners and Affiliations

Visitor Guide Advertisers: All Lawrence Visitor Guide advertisers are considered partners to the LCVB and receive the benefits of partnership including additional advertising and promotion opportunities.

Lawrence Sports Corporation (LSC): This organization was incorporated by the CVB in 1989 with the profit earned from hosting the AAU National Junior Olympics. LSC operates as a non-profit with a Board of Directors. Its goals include bringing more sports activities to the city and supporting the local sport organizations that host these events. Sanner serves as Executive Director.

Kansas Athletics, Inc.: The LCVB partners with the Kansas Relays to promote this annual sporting event. Involvement includes the implementation of the Ambassador and providing gift baskets to Colleges coaches and elite athletes.

KU Visitors Center: The LCVB works hand in hand with the KU Visitors Center to enrich the visitors experience while in Lawrence. The KU center promotes the university to potential students and assists visitors explore all aspects of the campus.

Haskell Indian Nations University (HINU): The LCVB provides assistance and information to HINU meetings and events and promotes Lawrence to prospective meeting delegates, visitors and students.

Downtown Lawrence, Inc.: Membership organization of Downtown Lawrence merchants and tenants, which work with the Lawrence CVB to promote Downtown Lawrence.

II. SITUATION ANALYSIS

C. Target Audience Overview

Black Jack Battlefield Trust: A 501(c)3 group of local residents organized with the goal to provide for the preservation of property associated with the battle of Black Jack, which occurred on June 2, 1856, when the anti-slavery forces under John Brown defeated proslavery forces under Henry Clay Pate, and the education of people about the significance of that battle in the Bleeding Kansas era and in the history of the United States.

Douglas County Historical Societies: Group that celebrates the rich history of the many communities of Douglas County, providing a base for historical outreach.

Lawrence Chamber of Commerce: The Chamber of Commerce engages in traditional economic development of new businesses which often overlaps with the economic development activities of the CVB.

State/Regional Partners and Affiliations

State Travel and Tourism Division, Kansas Department of Commerce (KDOC): The LCVB works closely with KDOC staff on marketing, convention and group tour activities and participates in cooperative promotional opportunities offered.

Travel Industry Association of Kansas (TIAK): A statewide membership organization that provides educational, networking and cooperative advertising opportunities for its members. TIAK also monitors and lobbies legislative activities affecting the tourism industry in Kansas. Henderson serves on the executive committee.

I-70 Association: This organization exists to cooperatively promote travel along I-70 and to encourage travelers to stop in those cities. Membership is limited to the cities on the path and affiliate membership is open to any business within them.

Kansas Society of Association Executives (KSAE): A membership organization that is a primary source of convention and meeting business. KSAE is made up of professional meeting planners in Kansas and their suppliers.

Kansas Humanities Council (KHC): A statewide council that sponsors humanities projects in communities throughout Kansas. The KHC promotes understanding of the history and ideas that shape our lives and build community. Billings serves on the Board of Directors.

Tour Kansas!: Participation in Kansas as a tourism destination to the group tour market with Kansas Travel & Tourism Department. Alliance focuses on the domestic tour operators' needs for specific types of travel products, and educating operators on the diverse range of Kansas destinations and attractions.

Kansas Sampler Festival: This festival brings communities and attractions from all over the state together to make it easy for the public to discover day-trip possibilities. The primary purpose of the festival is to provide the public a sample of what there is to see and do in Kansas.

Kansas City Convention & Visitors Association (KCCVA): A membership organization that allows the LCVB to receive all convention/meeting and group tour leads that come through the KCCVB office. Membership also allows cooperative advertising opportunities as well as promotional benefits.

Kaw Valley Heritage Alliance (KVHA): KVHA is a partnership of various agencies and organizations with mutual interest in the cultural and natural resources of the Kansas River.

II. SITUATION ANALYSIS

C. Target Audience Overview

Freedom's Frontier National Heritage Area (FFNHA): Heritage Partnership Programs (National Heritage Areas) have been created by Congress to promote the conservation of natural, historic, scenic and cultural resources. The areas are managed by private nonprofit groups or by states and not by the National Park Service. The Lawrence CVB has taken the lead to create a federally recognized heritage area in eastern Kansas and western Missouri by working with representatives from 29 Kansas counties and 12 Missouri counties to pass legislation to officially enact the Freedom's Frontier National Heritage Area. The enacting legislation was signed by the President on October 12, 2006.

Cities of the Big XII: CVBs in cities of the Big XII meet annually to discuss mutually beneficial opportunities.

Destination Marketing Association International (DMAI): A professional membership organization providing education and national networking opportunities to CVBs. The Association works to raise the level of professionalism of CVBs. Staff attends annual and educational meetings as seminar topics match with job definition and budget permits.

National Park Service: The Midwest Regional Office of the National Park Service (NPS) offers guidance and assistance in the effort to create a management plan and begin work to more formally organize the federally-designated Freedom's Frontier National Heritage Area. In addition, the Underground Railroad Network to Freedom project of NPS provides support and resources to projects.

CenStates TTRA: The Travel and Tourism Research Association is an international network of over 800 tourism research and marketing professionals. CenStates is the regional chapter of TTRA that focuses on the issues concerning Illinois, Indiana, Iowa, Kansas, Kentucky, Michigan, Minnesota, Missouri, Nebraska, North Dakota, Ohio, Oklahoma, South Dakota and Wisconsin. LCVB staff attends the CenStates TTRA conference as funding permits.

II. SITUATION ANALYSIS

D. Market Overview

National Tourism Industry Overview

Travel and tourism is the nation's second-largest service export industry, third-largest retail sales industry and one of America's largest employers.

In 2005, the U.S. travel industry received more than \$600 billion, excluding international passenger fares, from domestic and international travelers. These travel expenditures, in turn, generated 7.3 million jobs for Americans. Approximately one out of every eight people in the U.S. civilian labor force was employed due to direct or indirect travel spending in the U.S. during 2004.

Travel Industry Association of America

2007 Lawrence Visitor Economic Impact

Lawrence Market Analysis – Competition

Lawrence continues to face increasing competition for visitor spending from surrounding communities and from an increase in leisure opportunities in general. This competition impacts both leisure travel and convention/meetings/sporting event attraction.

In Junction City and Overland Park more spacious and modern meeting facilities create competition for regional group business. Topeka and other Johnson County communities boast recently updated sports venues including aquatic facilities and softball/baseball diamonds. These newer facilities offer more amenities than many Lawrence venues and often force Lawrence to compete in service-related ways to compensate for less suitable facilities in meetings and sports business.

Leisure travelers are also faced with an astonishing array of options in how to spend their time and money. For example, growth of spectator sports venues, shopping, dining and destination accommodations in Kansas City, Kan., is competition for Lawrence in attracting drive market visitors. The competition is very real, and in an effort to leverage that in Lawrence's favor it is necessary to position Lawrence as an ideal overnight destination from which visitors can daytrip into "competitive" communities such as the Kansas City metropolitan area and Topeka.

II. SITUATION ANALYSIS

D. Market Overview

The tourism industry is, and will continue to be, an important source of income and employment for Lawrence and Douglas County. The tourism industry makes the following important contributions to the Lawrence community:

- Imports new dollars through visitor spending
- Creates jobs
- Provides economic diversification
- Expands the tax base
- Creates identity and image
- Creates additional local amenities (i.e. hotels, restaurants, etc.)
- Builds audiences for local events

*Conclusion from Nichols, Gilstrap, Inc.
State of the Industry Report*

Overnight Visitors	2007 Total	Spending per visitor
Number of Overnight Visitors	436,419	
Lodging Revenue (44%)	\$16,178,660	\$37.07
Food/Beverage Revenue (25%)	\$9,192,420	\$21.06
Retail Revenue (16%)	\$5,883,148	\$13.48
Other/miscellaneous Revenue (15%)	\$5,515,452	\$12.64
TOTAL DIRECT SPENDING	\$36,769,681	\$84.25
Daytrippers (44% of total visitors)		
Number of Daytrippers	342,901	
Food/Beverage Revenue (25%)	\$5,515,452	\$16.08
Retail Revenue (16%)	\$3,529,889	\$10.29
Other/miscellaneous Revenue (15%)	\$3,309,271	\$9.65
TOTAL DAY TRIP SPENDING	\$12,354,612	\$36.03
TOTAL VISITORS	779,320	
TOTAL DIRECT SPENDING BY VISITORS	\$49,124,293	
Local Sales Tax Generated (2%)	\$982,486	
Transient Guest Tax Generated (5%)	\$808,933	

II. SITUATION ANALYSIS

D. Market Overview

2007 LCVB Highlights

CONVENTIONS & MEETINGS	2004	2005	2006	2007
Conventions reported to LCVB	121	252	184	193
Total convention delegates attending	27,890	32,073	23,500	19,695
Conventions/Meetings receiving services from LCVB	67	81	84	61
Total value of services provided by LCVB	\$9,143	\$24,144	\$36,194	\$21,600
Total bid proposals generated by LCVB	34	52	41	9
Total confirmed from LCVB proposals	14	18	15	4
Total room bookings generated by LCVB proposals	3,090	6,132	5,300	1,965
Estimated economic impact of conventions	\$2,224,598	\$2,892,000	\$2,261,000	\$2,211,748

SPORTS	2004	2005	2006	2007
Sporting events held	47	53	25	30
Total sporting event participants excludes KU events	37,145	39,745	26,200	30,400
Sporting events attracted/coordinated by LSC	4	7	3	5
Sporting events serviced by LSC	5	13	9	9
Total Direct Spending from Sporting Events		\$2,900,000	\$1,700,000	3,200,000
Rooms Booked		4,168	3,275	4,570

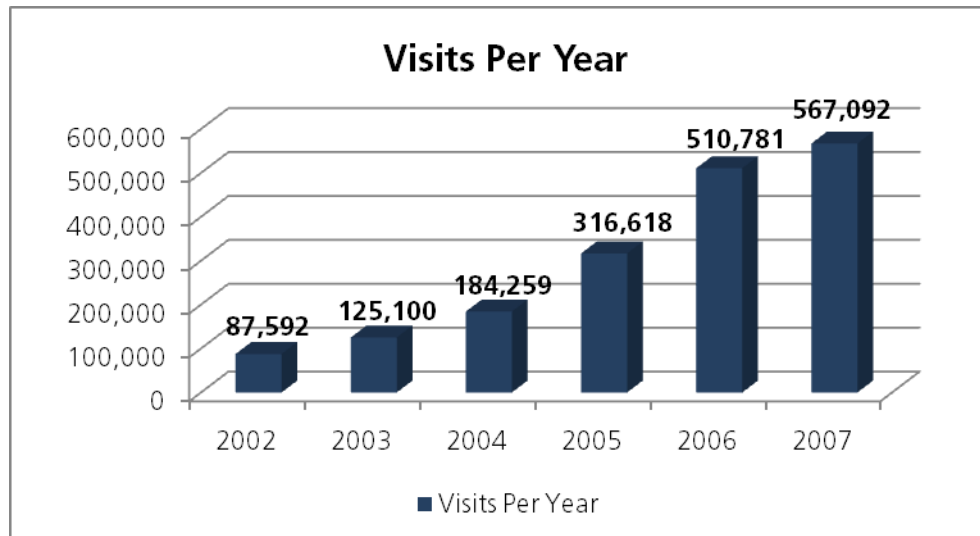
DIRECT MAIL, PUBLIC RELATIONS & ADVERTISING	2004	2005	2006	2007
Total media leads responded to	21	30	22	21
Total news releases sent	28	52	28	61
Total value of editorial coverage generated by LCVB efforts	\$502,407	\$543,325	\$421,132	\$535,285
Total direct mail pieces sent to database registrants	5	3	4	4
Total unique households reached with quarterly email communications	708	0	1,006	2,500
Total requests for information generated by advertising	5,887	7,930	5,376	9,421

II. SITUATION ANALYSIS

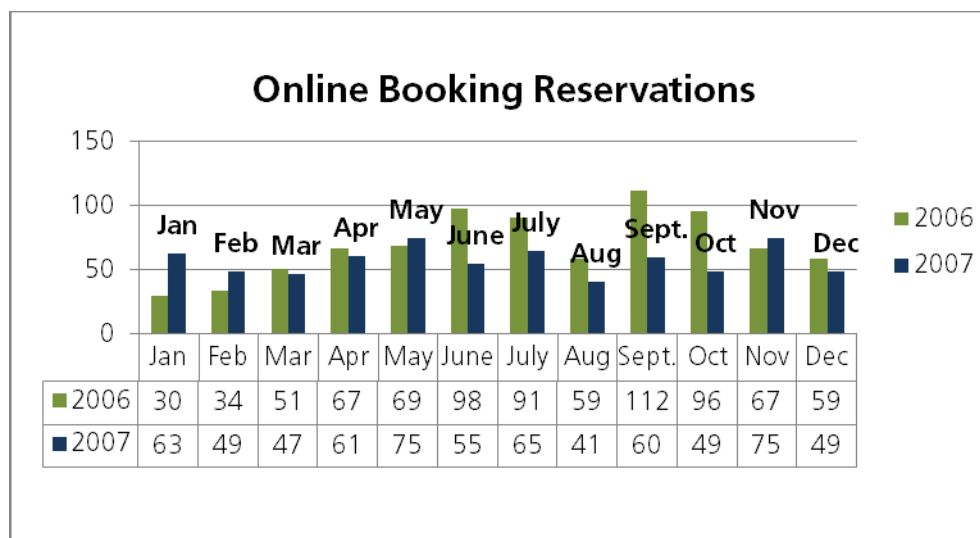
D. Market Overview

WEB SITE

- www.visitlawrence.com user sessions* 567,092
- User sessions percentage increase over 2007 11%



* User sessions are defined as individual visits and are used as the measurement tool for tracking Web site trends and successes



ONLINE HOTEL BOOKING

- Total bookings through visitlawrence.com in 2007 689 Revenue generated: \$56,311
- Total bookings through visitlawrence.com in 2006 833 Revenue generated: \$63,682
- Total bookings through visitlawrence.com in 2005 978 Revenue generated: \$72,098

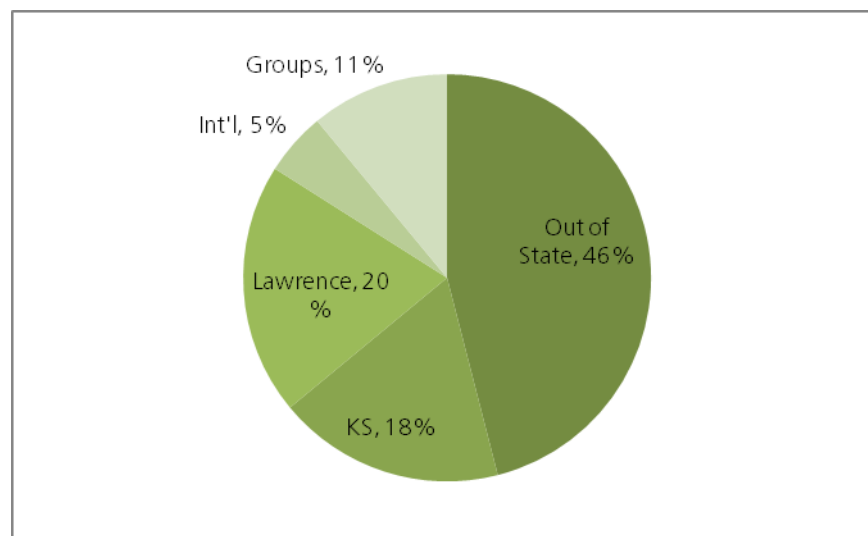
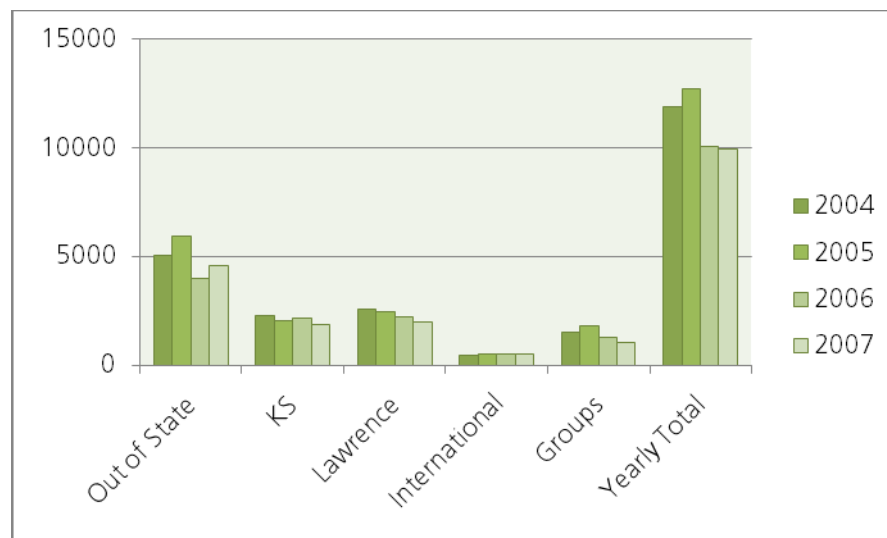
II. SITUATION ANALYSIS

D. Market Overview

Lawrence Visitor Center (LVC)	2004	2005	2006	2007
Total Visitor Guide Requests	1299	1152	984	883
Total Email Requests	825	865	763	752
Total Phone Requests	474	287	221	131
Total Phone Calls Received	2770	2634	2119	1895
Total Hotel Referrals	2286	2106	1467	1459

* Represents only those visitors who signed the registry at the Visitor Center

Lawrence Visitors Center Annual Visitor Comparison 2004-2007



II. SITUATION ANALYSIS

D. Market Overview

Profile of 2005 U.S. Domestic Traveler Households

- Household head average age: 46 years
- Annual household Income: \$70,300 mean
- Marital status: 70% married, 16% single, 14% divorced, widowed
- Children: 36% have children at home
- Education: 59% have a college degree, 20% with graduate work started or completed
- Professional status: 80% of household heads employed full or part time
15% retired
- Housing: 77% own their home

*Source: U.S. Travel Market Overview: 2005 Edition;
Travel Industry Association of America*

Profile of 2006 Kansas Visitor

- Median age of visitor: 52 years of age
- Median Household Income: \$78,878 per year
- Children: 32% have children under age 18
- Homeownership: 86% own rather than rent their own home

*Source: Kansas Department of Commerce and Housing,
Travel and Tourism Division*

Profile of 2007 Lawrence Visitor

- Average age of Visitor: 34% are 45-54 years
21% are 55-64 years
18% are 65 years or older
- Annual Household Income: 60% earn more than \$50,000 per year
24% making more than \$100,000 per year
- Marital status: 74% married
12% single
14% divorced, widowed or separated
- Children: 70% do not have children at home
- Education: 63% have a college degree
25% of respondents having graduate work started or completed

Source: LCVB Database

III. 2008 WORK PLAN

Destination Management, Inc. (DMI)

- Submit successful 501c6 organizational application to IRS.
- Work with Board to develop budget and policies and to define roles of DMI board in managing various organizations.
- Work with historical societies of Douglas County to determine future activities and policies with regard to funding.
- Continue to support staff and work to obtain the financial resources that will allow them to build on previous accomplishments to bring new business to Lawrence.
- Find the financial resources to re-build the visitlawrence website, its online booking capability and the meetings & events registration capability.
- Find more effective ways to set sales goals for meetings and sports.

Freedom's Frontier National Heritage Area (FFNHA)

- Conduct a successful public Management Plan process resulting in approval by NPS and Secretary of Interior by 10.09.
- Work with FFNHA Board of Trustees to raise the needed \$\$ to pay for Management Plan and hire one staff member.
- Continue to build and strengthen partnerships.
- Create a brochure to educate citizens about the FFNHA organization.
- Find resources to participate in Travel Media Showcase, a national event for travel journalists, to be held in KC in Sept.
- Obtain federal funding.
- Work with Spencer Museum to plan an exhibit and symposium based on pre-Civil War quilts.
- Create template for GIS/GPS mapping for entire area.

Leisure Travel Marketing

Advertising

- Continue to place advertising to promote leisure travel to Lawrence in regional publications such as Midwest Living and AAA publications, as budget allows. (See attached advertising projected schedule.)
- Participate in Kansas Travel & Tourism television cooperative advertising opportunity. Assist production crew with talent, location scouting and general support. Finished advertising will be posted to LCVB website as promotional video in addition to airing in regional television markets.

- Monitor response to advertising through reader service returns and by setting up redirect urls to the visitlawrence.com website as appropriate.

Media Relations

- Continue to send media releases to regional media regarding upcoming events and activities in Lawrence that are of interest to potential visitors
- Provide calendar of events information to a number of publications monthly, with the goal of having Lawrence events listed in monthly calendars. Publications include AAA publications, Midwest Living, Kids Calendar, Kansas Traveler, Kansas Turnpike news.
- Pitch story ideas about Lawrence to writers as appropriate. These stories might be very broad or very specific in nature and will be presented both to editors of publications as well as freelance writers.
- Follow-up on media leads that are received by the LCVB directly from writers as well as from Kansas Travel & Tourism. Research and provide customized information for writers working on specific stories as well as provide images to accompany stories.
- Regularly monitor and gather clips of all stories printed or produced about Lawrence with help from Kansas Travel & Tourism and Google Alerts. Assign earned editorial values to measure effectiveness of media relations efforts.
- Continue to maximize CleanPix by uploading new photos as appropriate, creating suitcases of images to accompany special events featured on visitlawrence.com, pushing media to the site so they see all the images we have to offer and help them efficiently download images of Lawrence, encouraging more media coverage.
- Collaborate with Kansas Travel & Tourism to participate in 2008 Travel Media Showcase (TMS) event -- September 2-5 in Kansas City -- to meet and visit with travel writers about Lawrence and Kansas as a travel destination. Work with KCCVB and TMS to determine Lawrence's role in post-event familiarization tours for writers.

Direct Mail/ E-Blasts

- Use cluster codes associated with people in the LCVB database, as identified by Ruf Strategic Solutions, to segment how we communicate with database registrants. Determine how to communicate differently with people that the cluster codes indicate have the highest propensity to visit Lawrence.
- Develop e-blasts with more themed content in addition to event information, with goal of encouraging user to spend more time reading about Lawrence.

Event Production/Promotion

- Work with various event organizers to assist in promotion of event to media and potential visitors, using website and media relations. These events include: Kaw Valley Farm Tour, Civil War on the Western Frontier, Bleeding Kansas Lecture Series, River City Reading Festival, etc.
- Produce and promote Kansas Chautauqua Bright Dreams, Hard Times: America in the Thirties. Work with Kansas Humanities Council and local volunteers to present event June 18-22.
- Work with Watkins Museum to promote and market upcoming exhibitions as appropriate including *New Harmonies* exhibit in late-June.

Publications/Web

- Produce annual Lawrence Visitor Guide that provides pertinent information about Lawrence to potential visitors and is cost-effective for LCVB.
- Use Certified Folder Display to distribute Lawrence “lure” brochure along Kansas I-70. Monitor number of brochures used and determine whether a reprint and/or redesign of the brochure will be necessary.
- Consider development of Public Art Self-Guided Tour if funds allow. This would be developed in the same style of the existing Self-Guided Tour brochures.
- Contract to update the LCVB photo library as funds allow with new photographs of Downtown Lawrence, shopping and special events.

Research

- Maintain the Access database for all visitor contacts as a result of bureau marketing efforts and sought out new qualified contacts entered into the database.
- Maintain a profile of the Lawrence visitor and other relevant statistics for advertising placement.
- Organize the LCVB database and streamlined the survey and qualified visitor procedure
- Continued to develop and maintain the CVB website as a comprehensive resource for visitors to Lawrence by ensuring that all information on the site is complete and up-to-date
- Continue to evaluate research provided by Ruf Strategic Solutions and how it can be used to streamline the LCVB’s marketing message to specific database registrants through direct mail and e-blasts. Contract with Ruf to update the cluster code information as funds allow at year-end.
- Develop reporting system that graphically overlays advertising drops with web visits, requests for information and Visitor Center traffic in one chart. This will help us better understand how all are correlated.

Sports

- NAFA (formerly AFA) July, 2008. Because of the successful partnership between Lawrence Parks & Rec and the LCVB in hosting last year’s championship, NAFA has again returned to Lawrence with not only its July Championship, but also four additional tournament dates for 2008. In addition to the July 14-19 National Championship, the dates of the four new tournaments are: April 19, June 7, June 21 and July 4. LCVB’s role last year was sponsorship recruitment, securing venues, complimentary rooms for officials and providing meals to the officials during the tournament.
- Ironman National Qualifier slated for June 15. Historically, these events sell out (2,000 athletes plus families) and generate tremendous hotel and restaurant activity. The CVB has already blocked rooms for this event and is currently working with the local organizer to place packet pick-up, vendor expo and other events in downtown Lawrence to help promote downtown businesses.
- With our successes in hosting USA Cycling and USATF, the Lawrence CVB has been asked to prepare bids for 2009 events. Thus, we will put forth considerable effort to win these

sought after events.

- Continue to work with local sport organizations and form new partnerships in order to bring other sporting events to Lawrence.
- Work with local sport organizations to determine whether LCVB can handle on-line registration for those events they currently bring to Lawrence.

Convention/Meetings

- Increase number of calls per week; minimum 5.
- Travel to Wichita, Salina, KC to contact other associations quarterly.
- Develop a closer relationship with KU Continuing Education; potential for a strong partnership with future conferences and events.
- Utilize Convention/Meeting Lead process (5 steps) more frequently and more efficiently.
- Develop a Familiarization Tour (FAM Tour) for meeting planners – KU vs KSU baseball in spring (invite 10-15 quality leads).
- Develop new ways to market Lawrence, i.e. “Green Meetings.”
- Continue to meet with hotel managers and sales directors monthly to maintain working relationship.
- Continue involvement with KSAE (Kansas Society of Association Executives).

Group Tour

- Refresh and update suggested itineraries on CVB website.
- Create and send postcard promoting Spring 2009 to Group Tour Operators.
- Develop E-blast to send Group Tour Operators on a quarterly basis.
- Create script for outdoor art iTour.

Visitor Center

- Host Hotel Hospitality Training Spring 2008.
- Continue to recruit exceptional volunteers.
- Continue to utilize and train volunteers.
- Provide positive visitor experience.
- Staff Lawrence Visitor Information Center 7 days per week.
- Supervise Parks & Recreation reservations at UP Depot during Visitor Center hours.

IV. ACTION PLAN & IMPLEMENTATION

A. Working Calendar

2008 CVB Planning Calendar

January 2008

January 2008							February 2008						
S	M	T	W	T	F	S	S	M	T	W	T	F	S
6	7	1	2	3	4	5	3	4	5	6	7	1	2
13	14	8	9	10	11	12	10	11	12	13	14	15	16
20	21	15	16	17	18	19	17	18	19	20	21	22	23
27	28	22	23	24	25	26	24	25	26	27	28	29	

	Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
Dec 30 - Jan 5	Dec 30	31	Jan 1, 08	2	3	4	5
			Online Booking Invoic Send Calendar to Pub	FFNHA Steering - DW		Updt. Staff Activity R	
Jan 6 - 12	6	7	8	9	10	11	12
		Hotel Rve/Occ - ARG 9:00am CVB Team Mt 11:00am Update Vis. D	12:00pm Cultural Roun		Send e-Blast 8:00am Updt. Website 10:00am FFNHA- Meet	Deliver VG & Maps - I	
Jan 13 - 19	13	14	15	16	17	18	19
		9:00am CVB Team Mt 11:00am Update Vis. D	Agenda & Min. to LC Notice for Overdue O	ENEWS	Top 10 Publications -		
Jan 20 - 26	20	21	22	23	24	25	26
		9:00am CVB Team Mt 11:00am Update Vis. D	4:00pm CVB Board M		Update State Website		
Jan 27 - Feb 2	27	28	29	30	31	Feb 1	2
		9:00am CVB Team Mt 11:00am Update Vis. D	Mail LVIC Volunteer		Updt. Earned Editoria		

2008 CVB Planning Calendar

February 2008

February 2008							March 2008						
S	M	T	W	T	F	S	S	M	T	W	T	F	S
3	4	5	6	7	1	2	2	3	4	5	6	7	1
10	11	12	13	14	8	9	9	10	11	12	13	14	8
17	18	19	20	21	15	16	16	17	18	19	20	21	15
24	25	26	27	28	22	23	23	24	25	26	27	28	22
					29		30	31					29

	Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
	Jan 27	28	29	30	31	Feb 1	2
Jan 27 - Feb 2						Bob's birthday! Online Booking Invoic Updt. Staff Activity R	
	3	4	5	6	7	8	9
Feb 3 - 9		Hotel Rve/Occ - ARG 9:00am CVB Team Mt 11:00am Update Vis. D	Send Calendar to Pub 3:00pm FFNHA Board	FFNHA Steering - DW	Kate Sales Calls 4:00pm DMI Board M	Deliver VG & Maps - I	
	10	11	12	13	14	15	16
Feb 10 - 16		9:00am CVB Team Mt 11:00am Update Vis. D	12:00pm Cultural Roun		Kate Sales Calls 8:00am Updt. Websit 10:00am FFNHA- Meet	Agenda & Min. to LC) Notice for Overdue O	
	17	18	19	20	21	22	23
Feb 17 - 23		9:00am CVB Team Mt 11:00am Update Vis. D			Kate Sales Calls		
	24	25	26	27	28	29	Mar 1
Feb 24 - Mar 1		9:00am CVB Team Mt 11:00am Update Vis. D	Mail LVIC Volunteer 4:00pm CVB Board M		Kate Sales Calls Update State Website	Updt. Earned Editoria Updt. Staff Activity R	

2008 CVB Planning Calendar

March 2008

March 2008							April 2008						
S	M	T	W	T	F	S	S	M	T	W	T	F	S
2	3	4	5	6	7	1	6	7	1	2	3	4	5
9	10	11	12	13	14	8	13	14	8	9	10	11	12
16	17	18	19	20	21	15	20	21	15	16	17	18	19
23	24	25	26	27	28	22	27	28	22	23	24	25	26
30	31					29			29	30			

	Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
	Feb 24	25	26	27	28	29	Mar 1
Feb 24 - Mar 1							8:00am Ad Drops - A.
	2	3	4	5	6	7	8
Mar 2 - 8		Hotel Rve/Occ - ARG Online Booking Invoic 9:00am CVB Team Mt 11:00am Update Vis. D	Send Calendar to Pub 3:00pm FFNHA Board	FFNHA Steering - DW	Kate Sales Calls 4:00pm DMI Board M		
	9	10	11	12	13	14	15
Mar 9 - 15		Send e-Blast 10:00am CVB Team Mt 12:00pm Update Vis. D	1:00pm Cultural Roun		Kate Sales Calls 9:00am Updt. Websit 11:00am FFNHA- Meet	1:00am Deliver VG & Maps - DW 1:00am	
	16	17	18	19	20	21	22
Mar 16 - 22		1:00am Agenda & Min. to LCVBAB - A 1:00am 1:00am Notice for Overdue Online Boc 1:00am 10:00am CVB Team Mt 12:00pm Update Vis. D			1:00am Top 10 Publications - SH 1:00am Kate Sales Calls		
	23	24	25	26	27	28	29
Mar 23 - 29		10:00am CVB Team Mt 12:00pm Update Vis. D	1:00am Mail LVIC Volunteer Newslette 1:00am 5:00pm CVB Board M		1:00am Update State Website - DW 1:00am Kate Sales Calls	1:00am Updt. Staff Activity Report 1:00am	

2008 CVB Planning Calendar

April 2008

April 2008						
S	M	T	W	T	F	S
6	7	1	2	3	4	5
13	14	8	9	10	11	12
20	21	15	16	17	18	19
27	28	22	23	24	25	26

May 2008						
S	M	T	W	T	F	S
4	5	6	7	1	2	3
11	12	13	14	8	9	10
18	19	20	21	15	16	17
25	26	27	28	22	23	24
			29	30	31	

	Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
Mar 30 - Apr 5	Mar 30	31	Apr 1	2	3	4	5
			Updt. Earned Editorial !	1:00am FFNHA Steering - DW 1:00am			
			1:00am Online Booking Invoices - ARG 1:00am		Kate Sales Calls		
			1:00am Send Calendar to Publications 1:00am		Narcotics Anonymous		
Apr 6 - 12			3:00pm FFNHA Board		4:00pm DMI Board M		
	6	7	8	9	10	11	12
		Hotel Rve/Occ - ARG	12:00pm Cultural Roun	Send e-Blast	Kate Sales Calls	Deliver VG & Maps - I	
		9:00am CVB Team Mt 11:00am Update Vis. D			8:00am Updt. Website 10:00am FFNHA- Meet		
Apr 13 - 19	13	14	15	16	17	18	19
		9:00am CVB Team Mt 11:00am Update Vis. D	Agenda & Min. to LC Notice for Overdue O	ENEWS	Kate Sales Calls		
Apr 20 - 26	20	21	22	23	24	25	26
		9:00am CVB Team Mt 11:00am Update Vis. D	4:00pm CVB Board M		Kate Sales Calls Update State Website	Updt. Staff Activity R	
Apr 27 - May 3	27	28	29	30	May 1	2	3
		9:00am CVB Team Mt 11:00am Update Vis. D	Mail LVIC Volunteer	Updt. Earned Editoria			

2008 CVB Planning Calendar

May 2008

May 2008						
S	M	T	W	T	F	S
4	5	6	7	1	2	3
11	12	13	14	15	16	17
18	19	20	21	22	23	24
25	26	27	28	29	30	31

June 2008						
S	M	T	W	T	F	S
1	2	3	4	5	6	7
8	9	10	11	12	13	14
15	16	17	18	19	20	21
22	23	24	25	26	27	28
29	30					

	Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
Apr 27 - May 3	Apr 27	28	29	30	May 1	2	3
					<div>Kate Sales Calls</div> <div>Online Booking Invoic</div> <div>4:00pm DMI Board M</div>		
May 4 - 10	4	5	6	7	8	9	10
		<div>Hotel Rve/Occ - ARG</div> <div>9:00am CVB Team Mt</div> <div>11:00am Update Vis. D</div>	<div>Send Calendar to Pub</div> <div>3:00pm FFNHA Board</div>	<div>FFNHA Steering - DW</div>	<div>Kate Sales Calls</div> <div>8:00am Updt. Website</div> <div>10:00am FFNHA- Meet</div>	<div>Deliver VG & Maps - I</div> <div>Send e-Blast</div>	
May 11 - 17	11	12	13	14	15	16	17
		<div>9:00am CVB Team Mt</div> <div>11:00am Update Vis. D</div>	<div>12:00pm Cultural Roun</div>		<div>Agenda & Min. to LC\</div> <div>Kate Sales Calls</div> <div>Notice for Overdue O</div> <div>Top 10 Publications -</div>		
May 18 - 24	18	19	20	21	22	23	24
		<div>9:00am CVB Team Mt</div> <div>11:00am Update Vis. D</div>			<div>Kate Sales Calls</div> <div>Update State Website</div>	<div>Updt. Staff Activity R</div>	
May 25 - 31	25	26	27	28	29	30	31
		<div>9:00am CVB Team Mt</div> <div>11:00am Update Vis. D</div>	<div>Mail LVIC Volunteer</div> <div>4:00pm CVB Board M</div>		<div>Kate Sales Calls</div>	<div>Updt. Earned Editoria</div>	

2008 CVB Planning Calendar

June 2008

June 2008						
S	M	T	W	T	F	S
1	2	3	4	5	6	7
8	9	10	11	12	13	14
15	16	17	18	19	20	21
22	23	24	25	26	27	28
29	30					

July 2008						
S	M	T	W	T	F	S
		1	2	3	4	5
6	7	8	9	10	11	12
13	14	15	16	17	18	19
20	21	22	23	24	25	26
27	28	29	30	31		

	Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
Jun 1 - 7	Jun 1	2	3	4	5	6	7
		Hotel Rve/Occ - ARG Online Booking Invoic 9:00am CVB Team Mt 11:00am Update Vis. D	Send Calendar to Pub 3:00pm FFNHA Board	FFNHA Steering - DW	Kate Sales Calls 4:00pm DMI Board M		
Jun 8 - 14	8	9	10	11	12	13	14
		9:00am CVB Team Mt 11:00am Update Vis. D	12:00pm Cultural Roun		Kate Sales Calls 8:00am Updt. Website 10:00am FFNHA- Meet	Deliver VG & Maps - I	
Jun 15 - 21	15	16	17	18	19	20	21
	American Association of State Policy Services; Eldridge Hotel 80+ attendees	Agenda & Min. to LC\ Notice for Overdue O 9:00am CVB Team Mt ▼			Kate Sales Calls	Updt. Staff Activity R	
Jun 22 - 28	22	23	24	25	26	27	28
		9:00am CVB Team Mt 11:00am Update Vis. D	Mail LVIC Volunteer M 4:00pm CVB Board M		Kate Sales Calls Update State Website		
Jun 29 - Jul 5	29	30	Jul 1	2	3	4	5
		Updt. Earned Editoria 9:00am CVB Team Mt 11:00am Update Vis. D					

2008 CVB Planning Calendar

July 2008

July 2008							August 2008						
S	M	T	W	T	F	S	S	M	T	W	T	F	S
6	7	8	9	10	11	12	3	4	5	6	7	8	9
13	14	15	16	17	18	19	10	11	12	13	14	15	16
20	21	22	23	24	25	26	17	18	19	20	21	22	23
27	28	29	30	31			24	25	26	27	28	29	30
							31						

	Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
Jun 29 - Jul 5	Jun 29	30	Jul 1	2	3	4	5
			Online Booking Invoice Send Calendar to Pub 3:00pm FFNHA Board	FFNHA Steering - DW	Kate Sales Calls 4:00pm DMI Board M		
Jul 6 - 12	6	7	8	9	10	11	12
		Hotel Rve/Occ - ARG 9:00am CVB Team Mt 11:00am Update Vis. D	12:00pm Cultural Roun		Kate Sales Calls Send e-Blast 8:00am Updt. Website 10:00am FFNHA- Meet	Deliver VG & Maps - I	
Jul 13 - 19	13	14	15	16	17	18	19
		9:00am CVB Team Mt 11:00am Update Vis. D	Agenda & Min. to LC Notice for Overdue O	ENEWS	Kate - KASE Expo & Golf Tournament; Topeka Kate Sales Calls Top 10 Publications -	Updt. Staff Activity R	
Jul 20 - 26	20	21	22	23	24	25	26
		9:00am CVB Team Mt 11:00am Update Vis. D	4:00pm CVB Board M		Kate Sales Calls Update State Website		
Jul 27 - Aug 2	27	28	29	30	31	Aug 1	2
		9:00am CVB Team Mt 11:00am Update Vis. D	Mail LVIC Volunteer		Kate Sales Calls Updt. Earned Editoria		

2008 CVB Planning Calendar

August 2008

August 2008							September 2008						
S	M	T	W	T	F	S	S	M	T	W	T	F	S
3	4	5	6	7	1	2	7	1	2	3	4	5	6
10	11	12	13	14	8	9	14	8	9	10	11	12	13
17	18	19	20	21	15	16	21	15	16	17	18	19	20
24	25	26	27	28	22	23	28	22	23	24	25	26	27
31					29	30		29	30				

	Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
Jul 27 - Aug 2	Jul 27	28	29	30	31	Aug 1	2
						Online Booking Invoic	
Aug 3 - 9	3	4	5	6	7	8	9
		Hotel Rve/Occ - ARG 9:00am CVB Team Mt 11:00am Update Vis. D	Send Calendar to Pub 3:00pm FFNHA Board	FFNHA Steering - DW	Kate Sales Calls 4:00pm DMI Board M	Deliver VG & Maps - I	
Aug 10 - 16	10	11	12	13	14	15	16
		9:00am CVB Team Mt 11:00am Update Vis. D	12:00pm Cultural Roun		Kate Sales Calls 8:00am Updt. Websit 10:00am FFNHA- Meet	Agenda & Min. to LC Notice for Overdue O Updt. Staff Activity R	
Aug 17 - 23	17	18	19	20	21	22	23
		9:00am CVB Team Mt 11:00am Update Vis. D			Kate Sales Calls		
Aug 24 - 30	24	25	26	27	28	29	30
		9:00am CVB Team Mt 11:00am Update Vis. D	Mail LVIC Volunteer 4:00pm CVB Board M		Kate Sales Calls Update State Website		

2008 CVB Planning Calendar

September 2008

September 2008							October 2008						
S	M	T	W	T	F	S	S	M	T	W	T	F	S
7	1	2	3	4	5	6	5	6	7	1	2	3	4
14	8	9	10	11	12	13	12	13	14	15	16	17	18
21	15	16	17	18	19	20	19	20	21	22	23	24	25
28	22	23	24	25	26	27	26	27	28	29	30	31	

	Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
Aug 31 - Sep 6	Aug 31	Sep 1	2	3	4	5	6
		Hotel Rve/Occ - ARG Online Booking Invoic Updt. Earned Editoria 9:00am CVB Team Mt	Send Calendar to Pub 3:00pm FFNHA Board	FFNHA Steering - DW	Kate Sales Calls 4:00pm DMI Board M		
Sep 7 - 13	7	8	9	10	11	12	13
		9:00am CVB Team Mt 11:00am Update Vis. D	12:00pm Cultural Rour	Send e-Blast	Kate Sales Calls 8:00am Updt. Website 10:00am FFNHA- Meet	Deliver VG & Maps - I Updt. Staff Activity R	
Sep 14 - 20	14	15	16	17	18	19	20
		Agenda & Min. to LC\ Notice for Overdue O 9:00am CVB Team Mt 11:00am Update Vis. D			Kate Sales Calls Top 10 Publications -		
Sep 21 - 27	21	22	23	24	25	26	27
		9:00am CVB Team Mt 11:00am Update Vis. D	4:00pm CVB Board M		Kate Sales Calls Update State Website		
Sep 28 - Oct 4	28	29	30	Oct 1	2	3	4
		9:00am CVB Team Mt 11:00am Update Vis. D	Mail LVIC Volunteer Updt. Earned Editoria				

2008 CVB Planning Calendar

October 2008

October 2008							November 2008						
S	M	T	W	T	F	S	S	M	T	W	T	F	S
5	6	7	1	2	3	4	2	3	4	5	6	7	1
12	13	14	8	9	10	11	9	10	11	12	13	14	8
19	20	21	15	16	17	18	16	17	18	19	20	21	15
26	27	28	22	23	24	25	23	24	25	26	27	28	22
			29	30	31		30						29

	Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
	Sep 28	29	30	Oct 1	2	3	4
Sep 28 - Oct 4				FFNHA Steering - DW Online Booking Invoi	Kate - Kansas Arts Education Commission Fall Conference Kate Sales Calls 4:00pm DMI Board M		
	5	6	7	8	9	10	11
Oct 5 - 11		Hotel Rve/Occ - ARG Kate - Kansas Gifted & Talented Association Conference	Send Calendar to Pub 3:00pm FFNHA Board		Kate Sales Calls 8:00am Updt. Website 10:00am FFNHA- Meet	Deliver VG & Maps - I Updt. Staff Activity R	
	12	13	14	15	16	17	18
Oct 12 - 18		9:00am CVB Team Mt 11:00am Update Vis. D	12:00pm Cultural Roun	Agenda & Min. to LC Notice for Overdue O	ENEWS Kate Sales Calls		
	19	20	21	22	23	24	25
Oct 19 - 25		9:00am CVB Team Mt 11:00am Update Vis. D			Kate Sales Calls Update State Website		
	26	27	28	29	30	31	Nov 1
Oct 26 - Nov 1		10:00am CVB Team Mt 12:00pm Update Vis. D	1:00am Mail LVIC Volunteer Newslette 1:00am 5:00pm CVB Board M		Kate Sales Calls	Online Booking Invoice Updt. Earned Editorial !	

2008 CVB Planning Calendar

November 2008

November 2008							December 2008						
S	M	T	W	T	F	S	S	M	T	W	T	F	S
2	3	4	5	6	7	1	7	1	2	3	4	5	6
9	10	11	12	13	14	8	14	8	9	10	11	12	13
16	17	18	19	20	21	15	21	15	16	17	18	19	20
23	24	25	26	27	28	22	28	22	23	24	25	26	27
30						29		29	30	31			

	Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
Oct 26 - Nov 1	Oct 26	27	28	29	30	31	Nov 1
							Online Booking Invoice Updt. Earned Editorial !
Nov 2 - 8	2	3	4	5	6	7	8
		Hotel Rve/Occ - ARG 9:00am CVB Team Mt 11:00am Update Vis. D	Send Calendar to Pub 3:00pm FFNHA Board	FFNHA Steering - DW	Kate Sales Calls 4:00pm DMI Board M	Updt. Staff Activity R	
Nov 9 - 15	9	10	11	12	13	14	15
		9:00am CVB Team Mt 11:00am Update Vis. D	12:00pm Cultural Roun	Send Holiday e-Blast	Kate Sales Calls 8:00am Updt. Website 10:00am FFNHA- Meet	Agenda & Min. to LC Deliver VG & Maps - I Notice for Overdue O	
Nov 16 - 22	16	17	18	19	20	21	22
		9:00am CVB Team Mt 11:00am Update Vis. D			Kate Sales Calls Top 10 Publications -		
Nov 23 - 29	23	24	25	26	27	28	29
		9:00am CVB Team Mt 11:00am Update Vis. D	Mail LVIC Volunteer 4:00pm CVB Board M		Kate Sales Calls Update State Website	Updt. Earned Editoria	

2008 CVB Planning Calendar

December 2008

December 2008							January 2009						
S	M	T	W	T	F	S	S	M	T	W	T	F	S
7	1	2	3	4	5	6	4	5	6	7	1	2	3
14	8	9	10	11	12	13	11	12	13	14	8	9	10
21	15	16	17	18	19	20	18	19	20	21	15	16	17
28	22	23	24	25	26	27	25	26	27	28	22	23	24
	29	30	31								29	30	31

	Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
Nov 30 - Dec 6	Nov 30	Dec 1	2	3	4	5	6
		Hotel Rve/Occ - ARG Online Booking Invoic 9:00am CVB Team Mt 11:00am Update Vis. D	Send Calendar to Pub 3:00pm FFNHA Board	FFNHA Steering - DW	Kate Sales Calls 4:00pm DMI Board M	Updt. Staff Activity R	
Dec 7 - 13	7	8	9	10	11	12	13
		9:00am CVB Team Mt 11:00am Update Vis. D	12:00pm Cultural Rour	Send e-Blast	Kate Sales Calls 8:00am Updt. Website 10:00am FFNHA- Meet	Deliver VG & Maps - I	
Dec 14 - 20	14	15	16	17	18	19	20
		Agenda & Min. to LC Notice for Overdue O 9:00am CVB Team Mt 11:00am Update Vis. D			Kate Sales Calls		
Dec 21 - 27	21	22	23	24	25	26	27
		9:00am CVB Team Mt 11:00am Update Vis. D	4:00pm CVB Board M		Kate Sales Calls Update State Website		
Dec 28 - Jan 3	28	29	30	31	Jan 1, 09	2	3
		9:00am CVB Team Mt 11:00am Update Vis. D	Mail LVIC Volunteer	Updt. Earned Editoria			

IV. ACTION PLAN & IMPLEMENTATION

B. Fiscal Year 2008 Budget

2008 Budget by Class

	BASIS	1 GENERAL	2 CONVNTN SALES	3 VISITORS CENTER	4 PR & LEISURE	5 SPORTS	6 HERITAGE	7 VISITORS GUIDE	8 DMI	9 MOVING EXPENSE	TOTAL
Ordinary Income/Expense											
Income		17.04%	9.69%	8.93%	43.88%	10.46%			10.00%		100.00%
5000 · Guest Tax	\$ 618,000	\$ 105,307	\$ 59,884	\$ 55,187	\$ 271,178	\$ 64,643			\$ 61,800		\$ 618,000
5200 · Merchandise Sales	\$ -			\$ 1,000							\$ 1,000
5300 · Online Hotel Bookings	\$ 3,600				\$ 3,600						\$ 3,600
5400 · Co-op Promotions	\$ -										\$ -
5500 · Production Income	\$ -										\$ -
5510 · Douglas County	\$ 193,590						\$ 18,000		\$ 175,590		\$ 193,590
Total Income	\$ 797,190	\$ 105,307	\$ 59,884	\$ 56,187	\$ 274,778	\$ 64,643	\$ 18,000	\$ -	\$ 237,390	\$ -	\$ 816,190
Cost of Goods Sold											
6100 · Merchandise Cost				\$ 500	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 500
6105 · Souvenir Items				\$ 17	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 17
Total COGS				\$ 517	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 517
Gross Profit		\$ 105,307	\$ 59,884	\$ 55,670	\$ 274,778	\$ 64,643	\$ 18,000	\$ -	\$ 237,390	\$ -	\$ 815,673
Expense											
Total 7000 · Payroll Expense		\$ 80,354	\$ 42,035	\$ 45,317	\$ -	\$ 49,858	\$ -	\$ -	\$ 117,925	\$ -	\$ 335,489
7260 · Retirement Plan		\$ 6,527	\$ 3,414	\$ 3,681	\$ -	\$ 4,050	\$ -	\$ -	\$ 9,579		\$ 27,252
7305 · Contract Labor				\$ 760							\$ 760
7400 · Operating Supplies/Expenses											
7405 · Cleaning Supplies									\$ 120		\$ 120
7407 · Janitorial / Cleaning									\$ 780		\$ 780
7415 · Miscellaneous Supplies									\$ 300		\$ 300
7420 · Paper Supplies									\$ 600		\$ 600
7425 · Printed Materials											\$ -
7430 · Outside Services											\$ -
Total 7400 · Operating Supplies/Expenses		\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 1,800	\$ -	\$ 1,800
7500 · Rental and Tax Expense											
7502 · Equipment Rental											\$ -
7505 · Leased Equipment									\$ 3,120		\$ 3,120
7510 · Office Rent		\$ -									\$ -
7515 · Personal Property Tax									\$ 239		\$ 239
7520 · Real Estate Tax		\$ -									\$ -
7525 · Storage		\$ 1,481									\$ 1,481
7530 · Vehicle Lease									\$ 6,840		\$ 6,840
Total 7500 · Rental and Tax Expense		\$ 1,481	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 10,199	\$ -	\$ 11,680

2008 Budget by Class

	BASIS	1 GENERAL	2 CONVENT SALES	3 VISITORS CENTER	4 PR & LEISURE	5 SPORTS	6 HERITAGE	7 VISITORS GUIDE	8 DMI	9 MOVING EXPENSE	TOTAL
7600 - Programs											
7601 - Advertising											
Design					\$ 3,000						\$ 3,000
Directory					\$ 600						\$ 600
Internet					\$ 10,000						\$ 10,000
Magazine					\$ 54,285						\$ 54,285
Newspaper					\$ 14,011						\$ 14,011
Outdoor					\$ 1,220						\$ 1,220
Television					\$ 20,000						\$ 20,000
Other											\$ -
TOTAL 7601 ADVERTISING		\$ -	\$ -	\$ -	\$ 103,116	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 103,116
7603 - Bid Promotions			\$ 3,000			\$ 2,800					\$ 5,800
7605 - Bid Supplies & Hospitality			\$ 3,000			\$ 500					\$ 3,500
7609 - Direct Mail & Fulfillment		\$ 1,100	\$ 500		\$ 22,084	\$ 500					\$ 24,184
7613 - Film Production Services		\$ 500									\$ 500
7617 - Group Tour Promotion					\$ 1,300						\$ 1,300
7619 - Hospitality & Sponsorships						\$ 300					\$ 300
7621 - International Promotion					\$ 5,500						\$ 5,500
7627 - Market Research											\$ -
7629 - Media Relations / Clean Pix					\$ 9,500						\$ 9,500
7631 - Memberships			\$ 125			\$ 300			\$ 3,175		\$ 3,600
7633 - Miscellaneous / Community PR		\$ 500	\$ 100			\$ 500					\$ 1,100
7639 - Photography					\$ 3,000						\$ 3,000
7641 - Promotional Materials			\$ 1,000		\$ 5,000						\$ 6,000
7645 - Special Projects			\$ 1,000		\$ 10,000	\$ 500					\$ 11,500
7647 - Trade Show / KSAE Golf			\$ 500								\$ 500
7649 - Visitors Guide											\$ -
7651 - Web Site and Database					\$ 7,000						\$ 7,000
7653 - Douglas County Programs											
Clinton									\$ 7,100		\$ 7,100
LeCompton									\$ 25,640		\$ 25,640
Santa Fe Trail									\$ 3,800		\$ 3,800
Watkins									\$ 139,050		\$ 139,050
7653 - Douglas County Programs - Other							\$ 18,000				\$ 18,000
Total 7653 - Douglas County Programs		\$ -	\$ -	\$ -	\$ -	\$ -	\$ 18,000	\$ -	\$ 175,590	\$ -	\$ 193,590
Total 7600 - Programs		\$ 2,100	\$ 9,225	\$ -	\$ 166,500	\$ 5,400	\$ 18,000	\$ -	\$ 178,765	\$ -	\$ 379,990
7800 - Utilities											
7808 - Telephone									\$ 7,980		\$ 7,980
7810 - Internet									\$ 3,500		\$ 3,500

2008 Budget by Class

	BASIS	1 GENERAL	2 CONVNTN SALES	3 VISITORS CENTER	4 PR & LEISURE	5 SPORTS	6 HERITAGE	7 VISITORS GUIDE	8 DMI	9 MOVING EXPENSE	TOTAL
Total 7800 · Utilities		\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 11,480	\$ -	\$ 11,480
8000 · Repairs and Maintenance											
8004 · Computer Repairs and Maintenan									\$ 1,200		\$ 1,200
8011 · Equipment Repairs									\$ 300		\$ 300
8032 · Vehicle Expense									\$ 150		\$ 150
8034 · Vehicle Gas									\$ 3,300		\$ 3,300
8036 · Vehicle Repair											\$ -
Total 8000 · Repairs and Maintenance		\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 4,950	\$ -	\$ 4,950
8200 · Admin and General											
8202 · Accounting									\$ 21,600		\$ 21,600
8214 · Bank Service Charges									\$ 300		\$ 300
8222 · Classified Advertising											\$ -
8224 · Directory Advertising											\$ -
8226 · Donations											\$ -
8230 · Dues and Subscriptions		\$ 1,950									\$ 1,950
8232 · Hospitality Training				\$ 500							\$ 500
8234 · Insurance											
Auto									\$ 1,303		\$ 1,303
Liability									\$ 871		\$ 871
Property									\$ 204		\$ 204
Work Comp									\$ 1,144		\$ 1,144
Total 8234 · Insurance		\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 3,522	\$ -	\$ 3,522
8238 · Internet											\$ -
8242 · Legal											\$ -
8246 · Licenses and Permits									\$ 300		\$ 300
8250 · Misc Admin General									\$ 240		\$ 240
8254 · Moving Expenses											\$ -
8258 · Office Supplies									\$ 1,200		\$ 1,200
8262 · Postage and Delivery							\$ 200		\$ 800		\$ 1,000
8264 · Payroll Processing Expenses									\$ 720		\$ 720
8266 · Printing and Reproduction		\$ 1,200					\$ 1,000				\$ 2,200
8270 · Professional Development		\$ 2,500					\$ 1,200				\$ 3,700
8274 · Prof Services									\$ -		\$ -
8276 · Software, expendable									\$ 300		\$ 300
8282 · Travel & Meetings					\$ 200		\$ 300		\$ 300		\$ 800
8284 · Volunteer Hospitality				\$ 500							\$ 500
Total 8200 · Admin and General		\$ 5,650	\$ -	\$ 1,000	\$ 200	\$ -	\$ 2,700	\$ -	\$ 29,282	\$ -	\$ 38,832

2008 Budget by Class

	BASIS	1 GENERAL	2 CONVNTN SALES	3 VISITORS CENTER	4 PR & LEISURE	5 SPORTS	6 HERITAGE	7 VISITORS GUIDE	8 DMI	9 MOVING EXPENSE	TOTAL
Total Expense		\$ 96,112	\$ 54,675	\$ 50,758	\$ 166,700	\$ 59,307	\$ 20,700	\$ -	\$ 363,981	\$ -	\$ 812,233
Net Ordinary Income		\$ 9,196	\$ 5,210	\$ 4,912	\$ 108,078	\$ 5,335	\$ (2,700)	\$ -	\$ (126,591)	\$ -	\$ 3,440
Other Income/Expense											
Other Income											
9010 - Other Income											
9020 - Interest Income	\$ 600	\$ 600									\$ 600
Total 9010 - Other Income	\$ 600	\$ 600	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 600
Total Other Income	\$ 600	\$ 600	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 600
Other Expense											
Total Other Expense	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -
Net Other Income		\$ 600									\$ 600
Net Income		\$ 9,796	\$ 5,210	\$ 4,912	\$ 108,078	\$ 5,335	\$ (2,700)	\$ -	\$ (126,591)	\$ -	\$ 4,040

Appendix A: Visitor Guide Distribution Summary

**Official Lawrence Visitor Guide
Distribution Summary**

- Lawrence Visitor Information Center
- 34 Visitor Information Centers throughout Kansas
- All Lawrence hotels/motels/B&B's in rooms
- KU Summer Orientation/parents
- KU Admissions prospective student packets (1,500 per semester)
- University Relations - distributes to all departments for use with guests and new faculty recruitment
- Haskell Indian Nations University events/meetings & orientation
- Convention delegates
- KU Continuing Education conference delegates
- Direct mail to out-of-town football & basketball season ticket holders (5,000+)
- Motorcoach tours
- Requests for Lawrence visitor information as a result of advertising by CVB such as ads in *Midwest Living*, *AAA Home & Away*, Kansas state travel guide)
- Extensive mail list used by CVB to direct mail new information to those who have requested Lawrence information in past two years
- Ft. Riley & Ft. Leavenworth public information offices
- Requests for information through Lawrence CVB membership in Kansas City CVB
- Attractions (all museums) in Lawrence
- All Visitor Guide advertisers
- Museum of History in Topeka
- Relocation packets sent out by Chamber & other reasons for requests for information through Chamber
- Lawrence Public Schools - recruitment of new teachers, orientation for new families
- Lawrence realtors for use with new homebuyers
- Baldwin City attractions
- Lecompton attractions
- AAA Travel Agencies throughout the U.S.
- Library requests throughout the U.S.
- Lawrence Chamber of Commerce

Appendix B: Lawrence Sports Corporation Goals, Loan/Investment Policy

Lawrence Sports Corporation Loan Fund Criteria

The Lawrence Sports Corporation (LSC) will consider loaning seed money for one-time events or start-up funding for ongoing athletic events within the Lawrence area.

1. Application must be completed and submitted to:

Lawrence Sports Corporation
PO Box 526
Lawrence, Kansas 66044
Phone: (785) 856-5282 Fax: (785) 856-5303
Email: sports@visitlawrence.com

Additional information or personal presentation may be requested by the LSC as needed.

2. The funds must be used for events that will directly promote amateur athletic events in the Lawrence area involving one or more of the following:
 - a. The funds are primarily intended to draw people from outside the community and are not to be used to promote activities that primarily serve the existing population.
 - b. A direct or indirect economic benefit must be demonstrated.
 - c. The funds are intended to be used for events that create and attract state, regional or national amateur sports-related activities.
 - d. More consideration will be given to those projects that benefit a large portion of the community as opposed to a limited segment.
 - e. More consideration will be given to those projects that are potentially of an ongoing nature.
 - f. The funds are to be used primarily to fund new events although funding requests for existing events may be considered.
3. Applicant must submit a proposed budget of expense, projected revenues and their sources and plan for payback of the loan prior to approval. If the loan application is approved, a detailed report and budget must be submitted within 30 days after the event. Depending on amount of loan and scope of event, an administrative fee and/or matching money may be charged.
4. Please provide two references documenting your involvement relating to similar past activities. Proven success in organizing and hosting events will be taken into consideration.

A decision will be based on the LSC Board's perception of return on investment and the amount of recognition given to the Lawrence Sports Corporation as sponsor. All efforts will be made to make a decision in a timely manner.

Lawrence Sports Corporation Loan Fund Application

Please review the LSC Loan Fund criteria before preparing an application. Answers to the following questions should be thoroughly answered on a separate page or pages if necessary.

1. Please provide date, time, location and name of event.
Please explain in detail the complete event for which you are seeking funding
2. How many participants/spectators do you anticipate this event will bring to Lawrence and from where?
3. Will there be overnight stays?
4. Is this an ongoing event? If so, how often will it be held?
5. How will it directly increase visitor revenue for Lawrence?
6. Has the event occurred previously? If so, when, and what was the direct economic benefit it had on Lawrence.
7. Why do you feel this event is appropriate for this type of funding?
8. How will it be promoted and in what market area?
9. Amount you are requesting from the Lawrence Sports Corporation Loan Fund? Why is there a need for this loan?
10. Please supply a complete budget for the project.
11. What other sources of funding are you seeking and for what purposes?
12. Who will be responsible for administering the funds?
13. Who is sponsoring the project?
14. Why is this event important to those organizing it?

Appendix C: Convention/Meeting Lead Process

Step	Description
1. Initiate Lead	Lead is initiated through personal contact, sales call, tradeshow, local public involvement, request by facilitating organization or request from state tourism office.
2. Collect Information	Convention Director will request and organize the following information: Organization, meeting name, contact person, contact information, meeting dates, total room nights, room flow, largest meal, largest meeting, number of attendees, decision date, competitive sites (other than Lawrence), history of event, attendee profile, and any additional program or notes.
3. Send Lead	The above information is then organized into a one-sheet Convention/Meeting Lead that is faxed to <u>each</u> hotel property located within the Lawrence city limits. Except under specific conditions each property will receive the lead regardless of amenities requested or needed to host the event.
4. Follow Up	The Lawrence Convention and Visitors Bureau requests notification on each property's availability to host the event and to be copied on all correspondence with the potential client. Upon learning the client's decision, the Convention Director will notify those properties that submitted an official bid and inform them on which hotel property was awarded the event. The Convention Director will track those hotels that respond and which hotels are awarded each specific event.
5. LCVB Services	Upon notification of a winning bid placed by a Lawrence hotel property, the Convention Director will contact the client to offer additional services available through the Lawrence Convention and Visitors Bureau, i.e. welcome packets, volunteer assistance, coordination of off-site activities and other specific needs requested for a successful event.

Appendix D: Eight Steps for Convention Service

These eight steps are designed to be a guide to the process taken with conference groups. Every group has different needs and time frames to work with so this process should be modified to fit each group's needs.

Step	Time to do	Description
1 Thanks	Immediate	Convention Director sends a thank you note to conference planner for choosing Lawrence.
2 Personal Call	Call one week after sending Step 1 Thank you	A personal call from the sales staff introducing them and thanking the planner for choosing Lawrence.
3 Information Packet	12 to 14 months prior to conference	Letter, meeting planners guide, visitors guide, lure brochure and other relevant information sent to let them know the Lawrence resources available to them.
4 CVB Services	6 to 11 months prior	Follow up call to discuss info sent and to discuss CVB services.
5 Confirm Services	2 to 3 months prior	Send a written confirmation of services including dates, costs, etc.
6 Double Check Services	2 weeks prior	Double-check all services for conference. Finalize nametags, speakers, entertainment, transportation and any special needs.
7 Thank You	1 week after conference	Send thank you and post-conference survey. Schedule call on ACT! to see about next conference.
8 Follow Up	1 month after	Call to follow up on any problems that may have occurred and check the possibility of holding the event in Lawrence again.

Appendix E: 2008 Projected Advertising Schedule

ADVERTISING PLACEMENTS 2008						
last updated 2/18/08-sh						
Media	Issue	Drop Date	Size	Media Type	Co-op	Approx \$
SPACES Magazine	March	3/1/08	full-page	Magazine		\$1,000
AAA Journeys	March/April	3/1/08	1/3-page	Magazine	Kansas Travel & Tourism	\$360
AAA Home & Away (OK)	March/April	3/1/08	1/3-page	Magazine	Kansas Travel & Tourism	\$855
AAA Midwest Traveler MO)	March/April	3/1/08	1/3-page	Magazine	Kansas Travel & Tourism	\$2,070
AAA Living (NE)	March/April	3/1/08	1/3-page	Magazine	Kansas Travel & Tourism	\$495
AAA Living (IA)	March/April	3/1/08	1/3-page	Magazine	Kansas Travel & Tourism	\$720
Midwest Living	March/April	3/1/08	4" travel listing	Magazine	Kansas Travel & Tourism	\$8,750
kansascity.com	Weekly Blink	TBD	medium listing	Online	Downtown Lawrence	\$1,250
SPACES Magazine	April	4/1/08	full-page	Magazine		\$1,000
kansascity.com	out-of-market	4/1/08	1/6 of blast	online		\$1,000
Best of the Midwest	Spring	5/15/08	4" travel listing	Magazine	Kansas Travel & Tourism	\$4,375
Television	Spring	May	:60	Television	Kansas Travel & Tourism	\$20,000
AAA Journeys	May/June	5/1/08	1/3-page	Magazine	Kansas Travel & Tourism	\$360
AAA Home & Away (OK)	May/June	5/1/08	1/3-page	Magazine	Kansas Travel & Tourism	\$855
AAA Midwest Traveler MO)	May/June	5/1/08	1/3-page	Magazine	Kansas Travel & Tourism	\$2,070
AAA Living (NE)	May/June	5/1/08	1/3-page	Magazine	Kansas Travel & Tourism	\$495
AAA Living (IA)	May/June	5/1/08	1/3-page	Magazine	Kansas Travel & Tourism	\$720
Midwest Living	May/June	5/1/08	4" travel listing	Magazine	Kansas Travel & Tourism	\$4,375
Madden Preprint	5/4/08	5/4/08	1/4-page	Newspaper Insert	Kansas Travel & Tourism	\$5,011
SPACES Magazine	June/July	6/1/08	full-page	Magazine		\$1,000
kansascity.com	out-of-market	7/1/08	1/6 of blast	online		\$1,000
SPACES Magazine	September	9/1/08	full-page	Magazine		\$1,000
Midwest Living	September/Oct.	9/1/08	4" travel listing	Magazine		\$8,750
SPACES Magazine	October	10/1/08	full-page	Magazine		\$1,000
Midwest Living	Nov/Dec	9/1/08	4" travel listing	Magazine		\$8,750
AAA Journeys	Nov/Dec	11/1/08	1/3-page	Magazine		\$360
AAA Home & Away (OK)	Nov/Dec	11/1/08	1/3-page	Magazine		\$855
AAA Midwest Traveler MO)	Nov/Dec	11/1/08	1/3-page	Magazine		\$2,070
SPACES Magazine	November	11/1/08	full-page	Magazine		\$1,000
Kansas City Star	Holiday guide	11/25/08	8-page section	Newspaper Insert	Downtown Lawrence	\$9,000
SPACES Magazine	December	12/1/08	full-page	Magazine		\$1,000
					Total Media:	\$91,546
					Design Services:	\$3,000
					Advertising Total:	\$94,546

Appendix F: 2008 Projected E-Blast Schedule

Theme	Number*	Begin Design	Send	Measure
Spring Events (April, May & June)	1000	3/1/2008	3/14/2008	Web traffic clickthroughs bookings
Summer Events (July, August & Sept.)	1000	5/1/2008	5/12/2008	Web traffic clickthroughs bookings
Fall Events (October & November)	1000	8/1/2008	8/11/2008	Web traffic clickthroughs bookings
December / Holiday Events	1000	11/1/2008	11/17/2008	Web traffic clickthroughs bookings
Winter ,08 Events (January, February & March)	1000	12/1/2008	12/15/2008	Web traffic clickthroughs bookings

*More email recipients are expected to be added through the "Sign up for email updates" page on visitlawrence.com and as Visitor Guide surveys are returned.

Appendix G: LCVB Visitor Database Flowchart

