



**Lawrence Convention & Visitors Bureau Advisory Board**  
**Wednesday, February 23<sup>rd</sup>, 2011**

**Attending Board Members:** Bob Schumm, Constance Wolfe, David Johnston, Doug Gaumer, Jason Edmonds, Nancy Longhurst, Sam Bhakta, Stephen Horton & Tim VanLeer

**Attending Staff:** Judy Billings, Susan Henderson, Anne Buhler Dillon, Ashlee Gregory, Bob Sanner & Debbie White

**Not attending:** Jeanie Hetrick, Chris Marshall

---

David Johnston called the meeting to order, Wolfe moved for approval of the minutes as presented, Schumm seconded and the motion carried.

**Financials**

Henderson reported that the current month's transient guest tax showed little difference in the 2009/2010 comparison. Although with only one month to review, it was hard to get a full picture, but the LCVB would end 2010 on budget. Henderson also noted that hotel reporting was up, which helped the LCVB to gather more accurate information regarding occupancy and revenue. The occupancy for January was in line with past numbers, and there didn't seem to be any obvious guest tax delinquencies.

Henderson gave an overview of the 2011 DMI & LCVB budgets. It was reported that the CVB had a flat budget for 2011 with no large changes from last year. Henderson reminded the board that the LCVB still has special projects which are a "pass through" for some of the budgeted funds. Henderson also mentioned that there were items in the budget that don't affect the LCVB but do relate to DMI, which is why they appear in the budget.

Stephen Horton from the Holiday Inn inquired as to whether income from online booking was included in the 2011 budget. Henderson explained that due to the changes in policy regarding online booking there would be no income but those decisions had been reached after the budget was finalized so there would be a shortfall in that line item.

**Old Business**

The LCVB staff has moved into the Carnegie building and is getting settled. Billings reported that Freedom's Frontier is working on an exhibit to go into the main room upstairs and is almost finished. The goal is to have the display up by mid-June. Billings noted that the Kansas/Nebraska Act exhibit in the gallery room is almost finished. There are only a handful of items to complete before the exhibit is ready. It was also mentioned that Parks & Recreation are renting the building for public use.

## **New Business**

Henderson presented the 2011 LCVB Management Plan. Henderson explained that the formula is the same one that has been used in the past, and also noted that the formula used by the LCVB is very conservative. Discussion then continued regarding the direct spending figures.

Henderson then turned attention to the rest of the management plan highlights such as:

- 2011/2012 Visitor Guide update
- Additional properties reporting their numbers had increased, which helps the LCVB have a better overall picture of what's happening in Lawrence.
- Finalizing the survey for the Ad Effectiveness Study. The survey email will go out in the next ten days to anyone that has requested they receive information from the LCVB.

Henderson also reported on the results of the Book It subcommittee meetings. The final decisions on changes to the Accommodations page are as follows:

- All properties will receive a link directly to their booking site
- All properties will receive a thumbnail photograph next to their information
- The properties will be listed alphabetically
- The LCVB will offer space on the visitlawrence website in the right-hand navigation pane as ad space. For those properties that have purchased 1/2 page or more of ad space in the Visitor Guide, there will be no charge
- The ad specs will all be the same and they will load randomly on the Accommodations page

## **Staff Updates**

### **Anne Dillon**

Dillon reported her sales goals for the coming year, which include increasing sales calls to six times per month. Dillon also intends to pursue business outside of Topeka, expanding into Salina and Wichita. Dillon also noted that there will be added focus on calls to corporations in addition to associations.

"Shirtsleeves Sessions" with other CVB Sales Managers continue. The group tries to meet every other month to exchange ideas regarding RFP's, attracting business, etc... In addition, Dillon noted that she is now on a sub-committee for the Lawrence Young Professionals, who have recently parted ways with the Chamber of Commerce. The sub-committee hopes to plan networking events in town.

In addition, Dillon reported on two large upcoming events in the fall, the Firefighters Association and the Travel Industry Association of Kansas (TIAK).

### **Susan Henderson**

Henderson reported to the board that work for the 2011/2012 Visitor Guide has begun, including preparing to send out design bids. The LCVB is also currently considering the possibility of hiring a third party to sell advertising. In addition, the LCVB is in the

# LAWRENCE<sup>KS</sup>

Convention & Visitors Bureau

process of hiring a social media intern who will manage the LCVB's presence on *facebook* and *Twitter*.

Henderson also noted that the LCVB continues to explore non-traditional outlets in regards to marketing. The LCVB has begun working with Jive, an online monitoring system that scans the Internet searching for keywords supplied by the LCVB. This will allow the LCVB to track comments regarding Lawrence.

## **Bob Sanner**

Sanner updated the Board on upcoming sporting events. Although slow to get off the ground with USSSA, the Winter National Tournament could bring possibly 110-120 groups to the Lawrence area. However, the World Series annual event has teams already booking for this July event. The Tour of Lawrence will once again be held on July 4<sup>th</sup>. There are a few sponsorships that have been secured, but more are needed before planning can proceed.

The LCVB has backed away from the AAU (Armature Athletic Union) National qualifier in June. The Sanner felt that by having events in both Missouri and Kansas would dilute participation. Sanner recommended to AAU that they consider only having one regional qualifier event next year which would result in bringing a larger group of people to Lawrence.

Sanner reported that he is working with USA Track & Field's and their proposed event for July 7-10. Sanner noted that particular weekend is very busy, so he is trying to work with the organization to bring it to Lawrence at another date. There is also the KC 150 Bike Ride event on September 17<sup>th</sup>, for which many hotels are already receiving bookings.

Sanner also updated the board on the events surrounding the Kansas Relays. Currently KUAC and the LCVB are working on several Downtown events featuring an elite athlete long jump, shot put and mile run.

## **Ashlee Gregory**

Gregory updated the board on the CVB's social media presence on *facebook* and *Twitter*.

## **Meeting Adjourned**

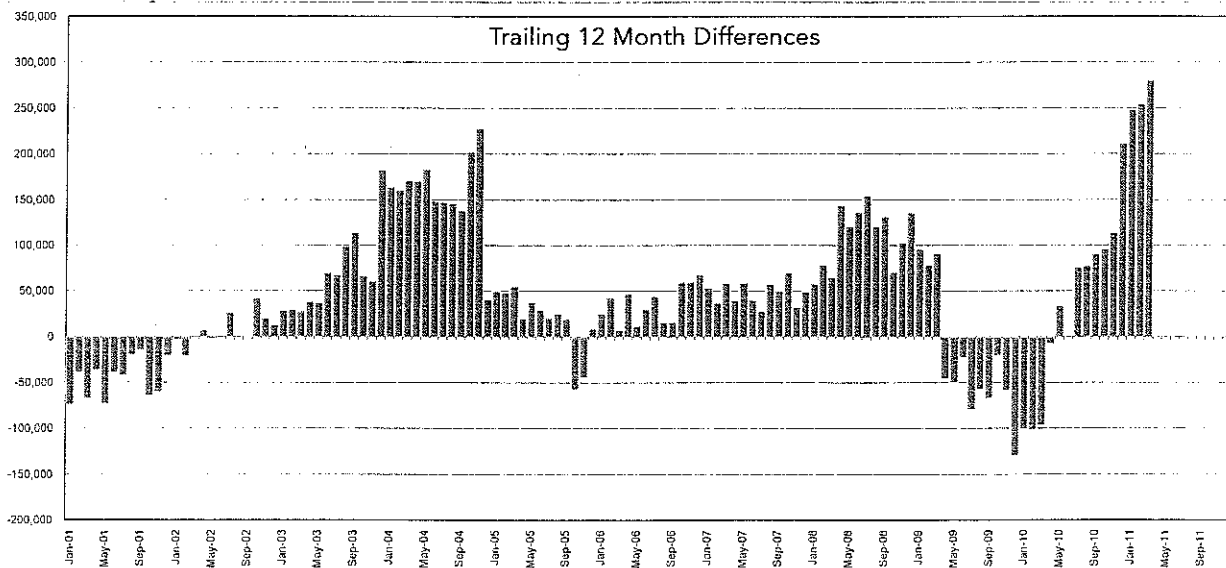
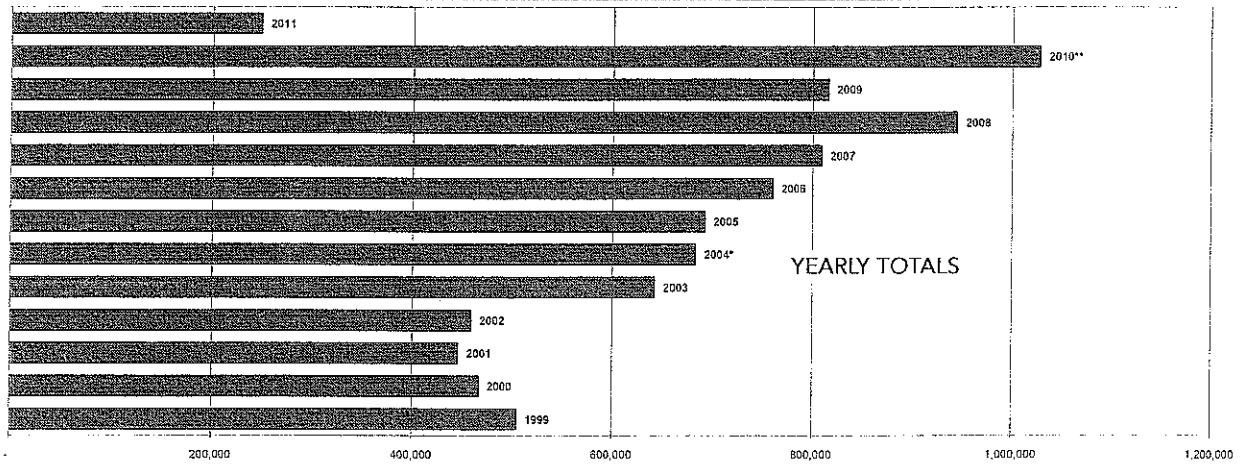
The next board meeting is scheduled for April 27<sup>th</sup> at the Carnegie Building.

# Transient Guest Tax Collection Lawrence, KS

MONTH	1999	2000	2001	2002	2003	2004*	2005	2006	2007	2008	2009	2010**	2011	10/11 % change
January	27,082	42,749	21,996	18,913	31,553	25,573	29,084	48,875	54,382	68,645	43,240	46,989	87,527	+ 86.75%
February	27,694	8,641	25,440	24,587	24,785	21,785	16,957	29,948	26,870	44,449	44,138	42,961	47,623	+ 10.85%
March	33,503	44,756	27,677	33,190	37,103	51,093	72,332	57,683	64,283	57,766	64,311	75,740	112,977	+ 49.16%
1st QTR	88,279	96,146	75,113	76,690	93,441	98,451	118,373	136,507	145,535	170,860	151,689	165,570	248,127	+ 49.86%
April	80,124	27,241	24,814	27,565	40,788	53,548	30,622	47,383	44,838	121,228	59,944	87,558		
May	2,182	45,785	52,720	50,270	46,503	55,693	83,350	75,940	88,437	77,718	63,273	90,586		
June	82,659	46,541	44,792	46,555	81,320	81,283	72,338	81,370	71,275	77,045	110,058	107,468		
2nd QTR	144,965	119,567	122,126	124,390	168,611	190,524	186,310	204,693	204,550	275,991	233,275	285,712		
July	50,368	41,981	29,973	43,171	53,849	63,382	84,444	79,760	82,829	102,944	65,707	106,069		
August	62,450	48,460	57,003	39,785	53,823	66,717	83,953	72,540	91,058	76,458	84,635	94,845		
September	32,669	29,183	31,363	32,927	49,738	58,472	61,507	65,252	61,088	67,730	64,225	73,184		
3rd QTR	145,487	119,624	118,339	115,863	157,410	188,572	209,304	217,552	234,975	247,132	214,567	274,099		
October	26,331	59,841	43,670	69,142	46,963	88,943	53,478	61,899	90,561	58,152	72,657	92,716		
November	18,874	29,822	44,315	37,040	24,178	36,306	62,052	87,526	75,232	95,187	77,399	77,643		
December	81,047	41,599	42,273	35,735	151,083	79,539	61,632	51,470	58,080	97,731	65,661	130,994		
4th QTR	126,251	131,262	130,258	141,917	222,224	204,787	177,162	200,895	223,873	251,070	215,717	301,353		
Year TOTAL:	504,983	466,599	445,838	458,860	641,686	682,334	691,749	759,647	808,933	945,053	815,248	1,026,734	248,127	- 75.83%
% Change:		- 7.50%	- 4.45%	+ 2.92%	+ 39.84%	+ 6.33%	+ 1.38%	+ 9.82%	+ 6.49%	+ 15.83%	- 13.74%	+ 25.94%		
thru March	88,279	96,146	75,113	76,690	93,441	98,451	118,373	136,507	145,535	170,860	151,689	165,570	248,127	+ 49.86%
% Change:		+ 8.91%	- 21.86%	+ 2.10%	+ 21.84%	+ 5.36%	+ 20.24%	+ 15.32%	+ 6.61%	+ 17.40%	- 11.22%	+ 9.15%	+ 49.86%	

\* Transient Guest Tax increased from 4 to 5% in March 2004

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

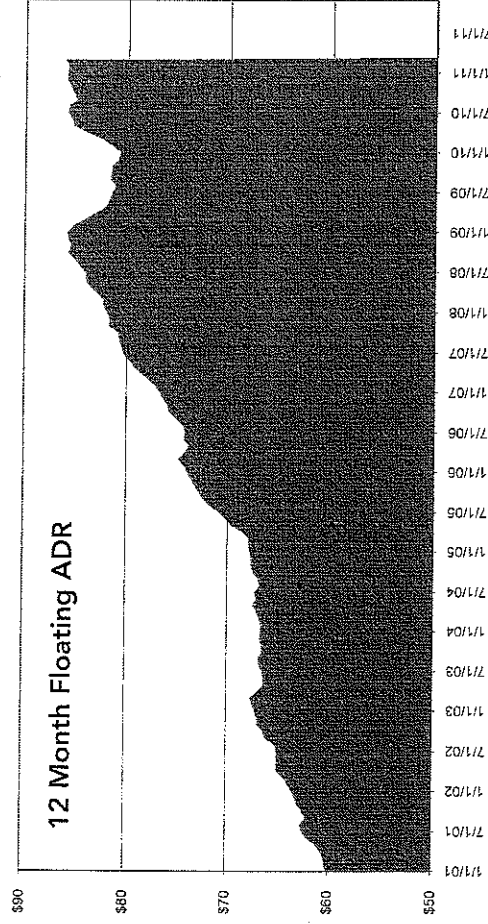


# Floating 12- Month Reports

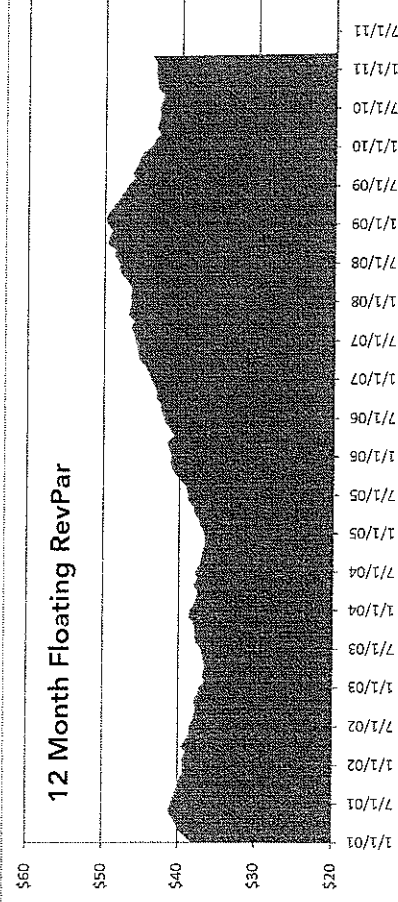
2001 thru 2010 are full year numbers, 2011 is year-to-date

	2001	2002	2003	2004	2005	2006	2007	2008	2009	2010	Year-to-Date 2011
Total Rooms	408,456	435,810	437,004	435,810	425,670	431,430	426,030	430,335	430,335	469,297	115,740
Total Reporting	209,090	216,031	219,280	258,698	257,223	303,002	313,964	319,213	326,262	409,150	100,057
% Reporting	51%	50%	50%	59%	60%	70%	74%	74%	76%	87%	86%
Total Occupied	130,237	120,955	127,001	139,823	143,962	172,312	179,312	182,222	181,679	206,217	43,366
% Occupied	62%	56%	58%	54%	56%	57%	57%	57%	56%	50%	43%
Total Room Rev	\$ 8,232,255	\$ 8,101,831	\$ 8,486,971	\$ 9,467,911	\$ 10,612,543	\$ 13,173,442	\$ 14,555,477	\$ 15,640,233	\$ 14,717,954	\$ 17,751,785	\$ 3,655,912
ADR	\$ 63.21	\$ 66.98	\$ 66.83	\$ 67.71	\$ 73.72	\$ 76.45	\$ 81.73	\$ 85.83	\$ 81.01	\$ 86.08	\$ 84.30
RevPAR	\$ 39.37	\$ 37.50	\$ 38.70	\$ 36.60	\$ 41.26	\$ 43.48	\$ 46.68	\$ 49.00	\$ 45.11	\$ 43.39	\$ 36.54

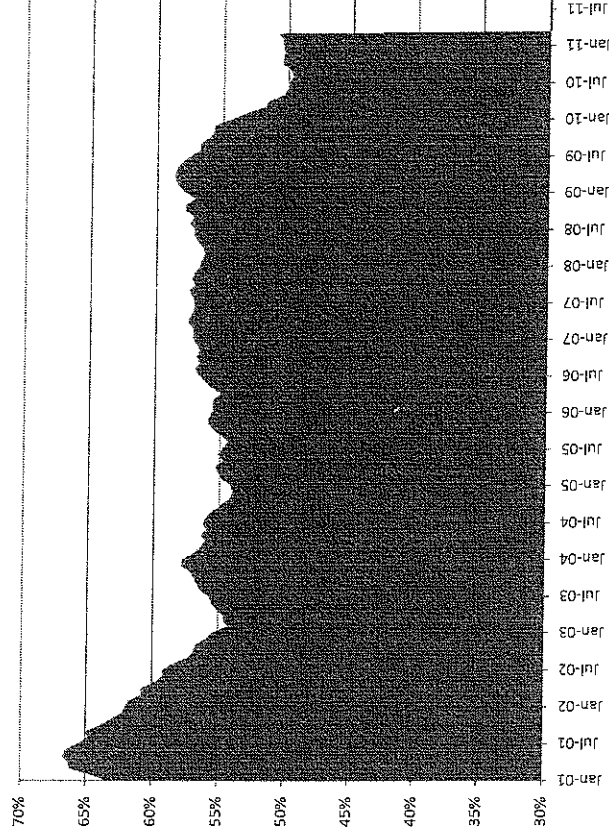
12 Month Floating ADR



12 Month Floating RevPar



Floating 12 Month Occupancy



CONFIDENTIAL

9:15 AM

04/11/11

Accrual Basis

**CVB - Only**  
**Profit & Loss Prev Year Comparison**  
 January through March 2011

	Jan - Mar 11	Jan - Mar 10	\$ Change	% Change
<b>Ordinary Income/Expense</b>				
<b>Income</b>				
5000 · Guest Tax	117,250.00	116,545.00	705.00	0.6%
5200 · Merchandise Sales	146.99	0.00	146.99	100.0%
5300 · Online Hotel Bookings	0.00	3,654.00	-3,654.00	-100.0%
5650 · Special Projects				
5656 · Tour of Lawrence	0.00	6,500.00	-6,500.00	-100.0%
<b>Total 5650 · Special Projects</b>	<b>0.00</b>	<b>6,500.00</b>	<b>-6,500.00</b>	<b>-100.0%</b>
<b>Total Income</b>	<b>117,396.99</b>	<b>126,699.00</b>	<b>-9,302.01</b>	<b>-7.3%</b>
<b>Cost of Goods Sold</b>				
6100 · Merchandise Cost				
6105 · Souvenir Items	277.74	0.00	277.74	100.0%
<b>Total 6100 · Merchandise Cost</b>	<b>277.74</b>	<b>0.00</b>	<b>277.74</b>	<b>100.0%</b>
<b>Total COGS</b>	<b>277.74</b>	<b>0.00</b>	<b>277.74</b>	<b>100.0%</b>
<b>Gross Profit</b>	<b>117,119.25</b>	<b>126,699.00</b>	<b>-9,579.75</b>	<b>-7.6%</b>
<b>Expense</b>				
7000 · Payroll Expense				
7020 · Department Manager	17,620.18	18,524.01	-903.83	-4.9%
7030 · Administrative	16,754.10	18,838.06	-2,083.96	-11.1%
7040 · Visitors Center	8,163.95	8,222.01	-58.06	-0.7%
7050 · Sick Pay	1,282.44	984.02	298.42	30.3%
7052 · Vacation	1,673.43	2,154.45	-481.02	-22.3%
7054 · Holiday Pay	682.77	0.00	682.77	100.0%
7060 · Payroll Tax	5,634.46	5,454.73	179.73	3.3%
7065 · Health Insurance	3,125.12	3,243.48	-118.36	-3.7%
<b>Total 7000 · Payroll Expense</b>	<b>54,936.45</b>	<b>57,420.76</b>	<b>-2,484.31</b>	<b>-4.3%</b>
7260 · Retirement Plan	4,154.59	4,597.56	-442.97	-9.6%
7600 · Programs				
7601 · Advertising				
7601.10 · Magazine	21,891.65	13,215.00	8,676.65	65.7%
7601.12 · Newspaper	0.00	400.00	-400.00	-100.0%
7601.14 · Other	0.00	1,666.24	-1,666.24	-100.0%
7601.16 · Radio	0.00	4,000.00	-4,000.00	-100.0%
7601.18 · Television	0.00	20,000.00	-20,000.00	-100.0%
7601.2 · Design	168.75	680.00	-511.25	-75.2%
7601.4 · Directory	0.00	450.00	-450.00	-100.0%
7601.6 · I-70 Distribution	1,042.56	759.84	282.72	37.2%
7601.8 · Internet	0.00	2,500.00	-2,500.00	-100.0%
<b>Total 7601 · Advertising</b>	<b>23,102.96</b>	<b>43,671.08</b>	<b>-20,568.12</b>	<b>-47.1%</b>
7605 · Bid Supplies & Hospitality	3,696.80	1,028.44	2,668.36	259.5%
7609 · Direct Mail & Fulfillment	-0.08	2,609.95	-2,610.03	-100.0%
7619 · Hospitality & Sponsorships	470.82	328.54	142.28	43.3%
7621 · International Promotion	0.00	1,823.88	-1,823.88	-100.0%
7639 · Photography	0.00	18.00	-18.00	-100.0%
7643 · Web Site and Database	0.00	1,168.00	-1,168.00	-100.0%
7645 · Special Projects				
7649 · Visitors Guide	0.00	38.80	-38.80	-100.0%
7704 · Tour of Lawrence	819.86	6,130.18	-5,310.32	-86.6%
7705 · Website	1,387.50	0.00	1,387.50	100.0%
<b>Total 7645 · Special Projects</b>	<b>2,207.36</b>	<b>6,168.98</b>	<b>-3,961.62</b>	<b>-64.2%</b>
<b>Total 7600 · Programs</b>	<b>29,477.86</b>	<b>56,816.87</b>	<b>-27,339.01</b>	<b>-48.1%</b>
7800 · Utilities				
7810 · Internet	120.12	84.98	35.14	41.4%
<b>Total 7800 · Utilities</b>	<b>120.12</b>	<b>84.98</b>	<b>35.14</b>	<b>41.4%</b>
7900 · Rental and Tax Expense				
7910 · Storage	322.56	476.40	-153.84	-32.3%
<b>Total 7900 · Rental and Tax Expense</b>	<b>322.56</b>	<b>476.40</b>	<b>-153.84</b>	<b>-32.3%</b>

9:15 AM

04/11/11

Accrual Basis

**CVB - Only**  
**Profit & Loss Prev Year Comparison**  
 January through March 2011

	Jan - Mar 11	Jan - Mar 10	\$ Change	% Change
8200 · Admin and General				
8210 · Bad Debts & AR Adjust	0.00	0.00	0.00	0.0%
8230 · Dues/ Subscriptions/Memberships	125.00	1,075.00	-950.00	-88.4%
8258 · Office Supplies	509.57	0.00	509.57	100.0%
8266 · Printing and Reproduction	0.00	428.84	-428.84	-100.0%
8270 · Professional Development	0.00	975.00	-975.00	-100.0%
8282 · Travel & Meetings	1,184.32	540.42	643.90	119.2%
8284 · Volunteer Hospitality	0.00	368.36	-368.36	-100.0%
<b>Total 8200 · Admin and General</b>	<b>1,818.89</b>	<b>3,387.62</b>	<b>-1,568.73</b>	<b>-46.3%</b>
<b>Total Expense</b>	<b>90,830.47</b>	<b>122,784.19</b>	<b>-31,953.72</b>	<b>-26.0%</b>
<b>Net Ordinary Income</b>	<b>26,288.78</b>	<b>3,914.81</b>	<b>22,373.97</b>	<b>571.5%</b>
<b>Other Income/Expense</b>				
Other Income				
9010 · Other Income				
9020 · Interest Income	263.60	119.10	144.50	121.3%
<b>Total 9010 · Other Income</b>	<b>263.60</b>	<b>119.10</b>	<b>144.50</b>	<b>121.3%</b>
<b>Total Other Income</b>	<b>263.60</b>	<b>119.10</b>	<b>144.50</b>	<b>121.3%</b>
<b>Net Other Income</b>	<b>263.60</b>	<b>119.10</b>	<b>144.50</b>	<b>121.3%</b>
<b>Net Income</b>	<b>26,552.38</b>	<b>4,033.91</b>	<b>22,518.47</b>	<b>558.2%</b>

9:08 AM  
04/11/11  
Accrual Basis

**Destination Management, Inc.**  
**Profit & Loss Budget for CVB Only**  
**YTD - Lawrence CVB (Excludes DMI)**

	Jan - Mar 11	Budget	\$ Over Budget	% of Budget
<b>Ordinary Income/Expense</b>				
Income				
5000 • Guest Tax	117,250.00	468,648.00	-351,398.00	25.0%
5200 • Merchandise Sales	146.99	1,000.00	-853.01	14.7%
5300 • Online Hotel Bookings	0.00	8,000.00	-8,000.00	0.0%
5650 • Special Projects				
5651 • Visitors Guide Ad	0.00	59,000.00	-59,000.00	0.0%
5656 • Tour of Lawrence	0.00	65,000.00	-65,000.00	0.0%
Total 5650 • Special Projects	0.00	124,000.00	-124,000.00	0.0%
Total Income	117,396.99	601,648.00	-484,251.01	19.5%
Cost of Goods Sold				
6100 • Merchandise Cost				
6105 • Souvenir Items	277.74	500.00	-222.26	55.5%
Total 6100 • Merchandise Cost	277.74	500.00	-222.26	55.5%
Total COGS	277.74	500.00	-222.26	55.5%
Gross Profit	117,119.25	601,148.00	-484,028.75	19.5%
Expense				
7000 • Payroll Expense				
7020 • Department Manager	17,620.18	127,000.00	-109,379.82	13.9%
7030 • Administrative	16,754.10	36,340.00	-19,585.90	46.1%
7040 • Visitors Center	8,163.95	36,970.00	-28,806.05	22.1%
7050 • Sick Pay	1,282.44			
7052 • Vacation	1,673.43			
7054 • Holiday Pay	682.77			
7060 • Payroll Tax	5,634.46			
7065 • Health Insurance	3,125.12	11,500.00	-8,374.88	27.2%
Total 7000 • Payroll Expense	54,936.45	211,810.00	-156,873.55	25.9%
7260 • Retirement Plan	4,154.59	19,100.00	-14,945.41	21.8%
7600 • Programs				
7601 • Advertising				
7601.10 • Magazine	21,891.65	60,000.00	-38,108.35	36.5%
7601.12 • Newspaper	0.00	14,000.00	-14,000.00	0.0%
7601.14 • Other	0.00	5,000.00	-5,000.00	0.0%
7601.18 • Television	0.00	20,000.00	-20,000.00	0.0%
7601.2 • Design	168.75	6,500.00	-6,331.25	2.6%
7601.4 • Directory	0.00	7,000.00	-7,000.00	0.0%
7601.6 • I-70 Distribution	1,042.56	5,100.00	-4,057.44	20.4%
7601.8 • Internet	0.00	31,000.00	-31,000.00	0.0%
Total 7601 • Advertising	23,102.96	148,600.00	-125,497.04	15.5%
7605 • Bid Supplies & Hospitality	3,696.80	8,000.00	-4,303.20	46.2%
7609 • Direct Mail & Fulfillment	-0.08	27,868.00	-27,868.08	-0.0%
7617 • Group Tour Promotion	0.00	750.00	-750.00	0.0%
7619 • Hospitality & Sponsorships	470.82	16,500.00	-16,029.18	2.9%
7621 • International Promotion	0.00	2,500.00	-2,500.00	0.0%
7627 • Market Research	0.00	3,000.00	-3,000.00	0.0%
7629 • Media Relations	0.00	3,200.00	-3,200.00	0.0%
7639 • Photography	0.00	1,200.00	-1,200.00	0.0%
7641 • Promotional Materials	0.00	11,290.00	-11,290.00	0.0%
7643 • Web Site and Database	0.00	4,496.00	-4,496.00	0.0%
7645 • Special Projects				
7649 • Visitors Guide	0.00	59,000.00	-59,000.00	0.0%
7704 • Tour of Lawrence	819.86	65,000.00	-64,180.14	1.3%
7705 • Website	1,387.50			
Total 7645 • Special Projects	2,207.36	124,000.00	-121,792.64	1.8%
Total 7600 • Programs	29,477.86	351,404.00	-321,926.14	8.4%
7800 • Utilities				
7808 • Telephone	0.00	480.00	-480.00	0.0%
7810 • Internet	120.12	800.00	-679.88	15.0%

9:08 AM  
04/11/11  
Accrual Basis

**Destination Managment, Inc.**  
**Profit & Loss Budget for CVB Only**  
YTD - Lawrence CVB (Excludes DMI)

	Jan - Mar 11	Budget	\$ Over Budget	% of Budget
Total 7800 · Utilities	120.12	1,280.00	-1,159.88	9.4%
7900 · Rental and Tax Expense				
7910 · Storage	322.56	1,500.00	-1,177.44	21.5%
Total 7900 · Rental and Tax Expense	322.56	1,500.00	-1,177.44	21.5%
8000 · Repairs and Maintenance				
8004 · Computer Repairs and Maintenan	0.00	3,200.00	-3,200.00	0.0%
Total 8000 · Repairs and Maintenance	0.00	3,200.00	-3,200.00	0.0%
8200 · Admin and General				
8210 · Bad Debts & AR Adjust	0.00			
8214 · Bank Service Charges	0.00	300.00	-300.00	0.0%
8230 · Dues/ Subscriptions/Memberships	125.00	2,100.00	-1,975.00	6.0%
8258 · Office Supplies	509.57	3,800.00	-3,290.43	13.4%
8262 · Postage and Delivery	0.00	50.00	-50.00	0.0%
8266 · Printing and Reproduction	0.00	2,600.00	-2,600.00	0.0%
8282 · Travel & Meetings	1,184.32	4,300.00	-3,115.68	27.5%
8284 · Volunteer Hospitality	0.00	1,000.00	-1,000.00	0.0%
Total 8200 · Admin and General	1,818.89	14,150.00	-12,331.11	12.9%
Total Expense	90,830.47	602,444.00	-511,613.53	15.1%
Net Ordinary Income	26,288.78	-1,296.00	27,584.78	-2,028.5%
Other Income/Expense				
Other Income				
9010 · Other Income				
9020 · Interest Income	263.60			
Total 9010 · Other Income	263.60			
Total Other Income	263.60			
Net Other Income	263.60			
Net Income	26,552.38	-1,296.00	27,848.38	-2,048.8%

### **Conference/Event sponsorship guidelines**

The following goals and guidelines will be used in considering requests for funds Lawrence Convention & Visitors Bureau to support meeting and event business in local hotel properties.

#### **GOALS**

These funds should support events that:

- demonstrate a measurable return on investment.
- generate additional bed AND sales tax for the community;

#### **CRITERIA TO BE CONSIDERED**

The following should determine eligibility for funding. As appropriate, other criteria may also be weighed.

- The event should create overnight stays that generate Transient Guest Tax in excess of the requested sponsorship amount.
- Greater consideration should be given to events generating overnight stays in multiple properties.
- Greater consideration should be given to events that have not previously received sponsorship funds in bringing their event here.
- Greater consideration should be given to events producing overnight stays during non-peak times for hotels, including weekdays as well as weekends from November – March.
- Special consideration should be given to events that are new and have potential for repeat occurrences. Funding requests for existing events should clearly outline how the sponsorship will assist the hotel in securing the event's future in Lawrence.
- Greater consideration will be given to requests that are made as part of the bid process, rather than once the business has been secured.
- Greater consideration will be given to requests that support groups which are NOT also requesting support from other funds, including the Transient Guest Tax Reserve Fund.