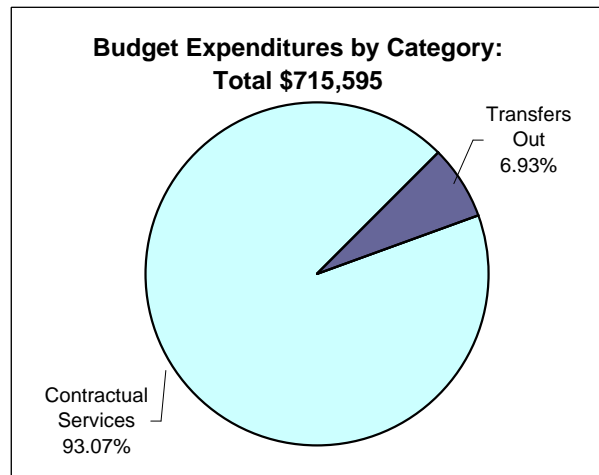


# Fund 206- GUEST TAX



<b>EXPENDITURES</b>	<b>2003 Actual</b>	<b>2004 Adopted</b>	<b>2004 Estimated</b>	<b>2005 Budget</b>
Convention / Tourism Contract	\$ 441,600	\$ 562,888	\$ 562,888	\$ 665,982
Sister Cities	7,200	9,800	9,800	9,800
Visit 2020 Reserve	31,200	39,812	39,812	39,813
<b>TOTAL EXPENDITURES</b>	<b>\$ 480,000</b>	<b>\$ 612,500</b>	<b>\$ 612,500</b>	<b>\$ 715,595</b>
<b>FUND BALANCE FORWARD</b>	<b>\$ 133,095</b>	<b>\$ 29,685</b>	<b>\$ 133,095</b>	<b>\$ 30,000</b>

## Expenditures - Description and Trends

Convention/Tourism Contract Under a contract between the City and the Lawrence Chamber of Commerce, transient guest tax funds are used principally to operate the Lawrence Convention and Visitors Bureau (CVB). The CVB seeks to attract visitors to Lawrence and promote Lawrence as a destination for tourism, convention, film and group tour industry.

In 2005, the CVB plans to increase advertising efforts in targeted markets. Increased competition for the visitor dollar reinforces their belief that marketing of Lawrence and the community to the maximum level possible will result in an increase in the number of visitors to Lawrence. Not only for overnight stays, which increase the hotel tax collected, but for daytrips as well, which can have a positive impact on the level of sales tax collected in the City.

Sister Cities The City has two sister cities, Eutin, Germany and Hiratsuka, Japan. Moneys from this fund are used to support programs that promote our relationships with these two communities including a scholarship program to help students of limited means to participate in a student exchange program.

Visit 2020 Reserve Created by City Charter Ordinance 30, money from this fund shall be expended for such purposes as the City Commission determines promotes, enhances, maintains, or improves the tourism, visitor, or convention business of the City.