



(806)374-1497

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1000 S. Polk St. Amarillo, TX 79101

## NOTICE OF MEETING & AGENDA CONVENTION AND VISITORS' BUREAU BOARD OF DIRECTORS MEETING

**REGULAR MEETING TO BE HELD ON WEDNESDAY JANUARY 28, 2025, AT 8:30 AM AT THE AMARILLO BOTANICAL GARDENS, IN THE MEETING ROOM, 1400 STREIT DR, AMARILLO, TX.**

*Please note: The ACVB Board may take items out of the order shown on the Agenda. All or part of any agenda item may be discussed in an executive session at any time during a meeting as necessary and allowed by state law. Votes or final decisions are made only in open Regular or Special meetings, not in a work session or executive session.*

**ACVB Mission: Hosting guests with "Boots on the Ground" to ensure unique experiences and lifelong memories.**

### **1. Call to Order**

### **2. Public Forum**

### **3. Consideration: Minutes from November 19, 2025**

### **4. Consideration: Financial Report, Braley Beck**

### **5. General Announcements from Board Members**

### **6. Tourism Master Plan CVB Board Workshop**

*The purpose of this workshop is to gather informed input from community leaders, industry partners, and stakeholders who play a critical role in shaping Amarillo's future as a destination. Your perspective will help ensure the strategic plan reflects local priorities, builds on Amarillo's authentic strengths, and identifies practical, community-aligned opportunities for long-term growth.*

*The session will be interactive and discussion-oriented, focusing on validating key themes, identifying strategic priorities, and exploring potential initiatives that can guide investment, marketing, infrastructure, and partnerships over the next decade. Your insights and experience are essential to developing a shared vision and a clear, actionable roadmap for Visit Amarillo and its partners.*

### **7. Discussion on future meeting dates and possible agenda items.**

The next meeting date is February 25, 2026

### **8. Adjournment**

*Accessibility to individuals with disabilities at the Bivins Mansion is through its side entry on the south side of the building. An access ramp leading to the main entry is located at the side of the building. Parking spaces for individuals with disabilities are available in the south parking lot. The building is equipped with disability restroom facilities, and elevators that are accessible. Individuals with disabilities who require special accommodation, or a sign language interpreter must contact the City Secretary's Office 48 hours prior to meeting time by telephone (806) 378-3013 or the City TDD number at (806) 378-4229.*





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1000 S. Polk St. Amarillo, TX 79101

**MINUTES OF THE REGULAR CVB BOARD MEETING HELD ON WEDNESDAY, NOVEMBER 19, 2025,  
AT 8:30 AM IN THE BOARD ROOM OF THE BIVINS HOME, 1000 S. POLK ST. AMARILLO, TEXAS.**

<u>Voting Member</u>	<u>Present</u>	<u>No. Meetings Held</u>	<u>No. Meetings Attended</u>
<u>Angela Knapp Eggers</u>	N	2	1
<u>Vic Ragha</u>	Y	2	1
<u>Phyllis Golden</u>	Y	2	2
<u>Bobby Lee</u>	N	2	1
<u>Coco Duckworth</u>	Y	2	2
<u>Don Tipps</u>	Y	2	2
<u>Jason Fenton</u>	Y	2	2
<u>Payal Nathu</u>	Y	2	2
<u>Al Patel</u>	Y	2	2
<u>Ex-Officios</u>			
<u>Beth Duke</u>	N	2	1
<u>Bo Fowlkes</u>	Y	2	2
<u>Brady Ragland</u>	N	2	1

**1. Call to Order**

- Coco Duckworth called the meeting to order

**2. Consideration: Minutes from October 22, 2025**

- Phyllis Golden made a motion to approve the minutes; Payal Nathu seconded. After a board vote, the motion passed.

**3. Consideration: Quarterly Financial Report, Braley Beck**

- Q4
  - Revenue: 1.36% over budgeted revenue for the quarter
  - Expenses: 21.77% over budgeted expenses for the quarter
    - Expenses are technically over due to timing of certain expenses with Route 66 Festival, Sales, Special Projects, and Communications. The expenses balance out at the EOY.
  - HOT collections up \$114,085 from City projections
  - ACVB portion of HOT collections up \$48,893.57 over City projections
- EOY 24-25 Financial Report (Unaudited)
  - Expenditures
    - Actual: \$2.4 Million; Budgeted: \$2.68 Million
  - HOT Funds
    - Actual: \$2.62 Million; Budgeted: \$2.48 Million
  - Revenue
    - Actual: \$2.81 Million; Budgeted: \$2.69 Million
  - Net Revenue not including interest income
    - \$332,000
- Phyllis Golden made a motion to approve the quarterly financials; Jason

Fenton seconded. After a board vote, the motion passed.

#### **4. Update: Arts & Culture, Sherman Bass**

- Film Commission
  - The Film Commission met 8 times, with an average attendance of 12 attendees per meeting. They held 2 Filmmakers' Social Hours with an average attendance of 100.
  - The Film Commission is maintaining the location gallery on Reel-Scout: Hosting the entire Texas Panhandle on our gallery, the state film office mirrors our site, as does [locationshub.com](http://locationshub.com). It has the ability for any property owner to submit a location and photos. There were 8 new locations added.
  - The Film Commission maintains a Production Directory. There were 12 submissions this year (up 90% from last year). It has the ability for any person/vendor to submit their details and manage their account.
  - Film Productions that occurred this year:
    - Down the Arm of God: an Independent feature, and the largest independent production we've had. They also hired some homeless people in Amarillo to be in the film. It is now in post production.
    - Route 66 filming (Brand USA, unnamed PBS, Hidden 66)
    - 12 shorts: Refined, Bereaved of You, To the Flowers, Amarillo Hesit, H(a)unted, The Crowd, Alexandria
  - Austin Film Festival BBQ and Symphony Under the Stars: The Film Commission and Film Festival cosponsored Symphony Under the Stars
  - FY 24-25 Promotion: Inaugural Amarillo International Film Festival 2024, Austin Film Festival 2024, Texas Sounds and Cities 2024, Panhandle Days 2025, SXSW 2025, Tucumcari Film Festival 2025, Austin TV Festival 2025, West Texas Sounds and Cities, Symphony Under the Stars, El Paso Film Festival 2025
  - FY 25-26 Promotion: Amarillo International Film Festival 2025, Austin Film Festival 2025, SXSW 2026, Association of Film Commissioners International Studio Summit 2026, Tucumcari Film Festival 2026, Austin TV Festival 2026, Texas Association of Film Commissions TBD 2026, West Texas Sounds and Cities TBD 2026, Route 66 The Main Street of America Sept. 2026
- Arts and Music Year in Review
  - Music Friendly
    - Meeting quarterly again
      - Hosted TMIIR workshop with TMO staff
      - Finding and funding opening acts for Starlight Theatre
  - Arts Committee
    - Marketing Assistance Grants
    - Airport Art Wall (got 13 responses, selected 5 to move on to the airport jury; artists not selected got feedback)
    - Airport Rotunda (working to do an exhibit here)
    - Rotating meeting locations to spotlight Arts Organizations
  - Arts, Music, and Filmmakers combined social hour planned for Spring 2026

- AiFF 2025
  - 131 films submitted (up 85%)
  - 62 films selected (up 72%)
  - 93 film makers attended from out of town
  - 8 AMA, 24 TX, CA, CO, IL, NE, NM, NY, OK, RI and UT; Austria, Canada, England, Guatemala, Mexico Russia, and Spain
  - 21 blocks of films and seminars (up 61%)
  - Special guests John Putch, Stephanie Whallon, and Fred Poston
  - 175 peak attendance (up 19%)
  - 79 avg attendance (up 23%)
  - 372 total passes issued (up 13%)
  - 1264 cumulative attendance (up 21%)
  - For next year, the opening reception will be offsite so there will not be a screening tied to the VIP reception, so there can be more sponsors and attendees in the VIP reception.

#### **5. Public Forum**

- No comments were made.

#### **6. General Announcements from Board Members**

- Civic Center (Bo Fowlkes): Very successful WRCA, about 4% above last year. Most of this was attained through youth rodeo sales and the after party. The Grand Plaza sold 1,000 tickets. They were able to sign the farm and ranch show for a 10 year agreement (need more space).
- Center City/Parks and Rec (Braley Beck): The Electric Light Parade is Dec. 5th at 6pm on Polk. The tree lighting will be on Saturday Nov. 29th followed by a free screening of The Polar Express.
- Tri-State Fair(Phyllis Golden): The perimeter of the facility has always struggled aesthetically, so they are putting up a fence (concrete barriers) with extended wood fences all around the perimeter on Grand Street. This will not only help beautification, but also safety.
- Comfort Inn and Suites East (Vic Ragha) tore down the club across the street. It will eventually be a new bar and grill and an indoor ski arena.

#### **7. Discussion: Next Meeting Date**

There is no meeting in December. The next meeting will be January 28th, 2026

#### **8. Adjournment**

- Coco Duckworth adjourned the meeting

Respectfully submitted,

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Ashley Roberts  
Administrative Assistant

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CoCo Duckworth  
CVB Board President







# Q1 Financial Report

Fiscal Year 2025.26  
October 1 - December 31, 2025

Prepared by  
**Braley Beck**

Prepared on  
**January 22, 2026**

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# Summary

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## Quick Look

- **Revenue:** \$712,284.66 (116.30% of budgeted revenue for Q1)
- **Expenses:** \$808,876.20 (76.62% of budgeted expenses for Q1)
- Revenue and expenses are tracking closely with budgeted expectations, with timing differences explaining most variances. These are expected to balance out by year-end.

## Revenue and Sales

- **Total Revenue:** \$712,284.66 (116.30% of budgeted revenue for Q1)
  - o **HOT Funds:** \$698,336.01 (\$112,135.74 over budgeted HOT revenue)
  - o **Film Festival Reimbursement:** \$13,848.96

## Expenses and Cost Management

- **Total Expenses:** \$808,876.20 (76.62% of budgeted expenses for Q1)
  - o **Administration Expenses:** ~\$311,000 (83% of Q1 budget)
  - o **Advertising:** ~\$181,000 (73% of Q1 budget)
  - o **Arts:** ~\$135,000 (88% of Q1 budget)
  - o **Communications:** ~\$21,000 (2% over Q1 budget)
    - o Mainly due to timing of content creators
  - o **Film Commission:** ~\$11,000 (38% of Q3 budget)
  - o **Route 66 Festival:** ~\$2,000 (18% of Q3 budget)
    - o Due to timing of expenses, specifically banners and signage
  - o **Sales:** ~\$37,000 (43% of Q1 budget)
  - o **Servicing:** ~\$39,000 (48% of Q1 budget)
    - o Mainly due to timing of servicing item orders
    - o \$5,689.74 will be reimbursed through the Activity Fund
  - o **Special Projects:** ~\$35,000 (24% over Q1 budget)
    - o Primarily due to Tourism Master Plan billing, approved for reserve funds in FY 2024.25
  - o **Tourism:** ~\$38,000 (70% of Q1 budget)

## HOT Collections:

- Total collections are up \$235,070 from the City's projected numbers for Q1.
- The ACVB portion of HOT collections were \$100,744 over the City's projected collections for Q1.
- The ACVB portion of HOT collections were \$112,135.71 over ACVB budget for Q1

# Statement of Financial Position

As of December 31, 2025

	<b>Total</b>
<b>ASSETS</b>	
<b>Current Assets</b>	
<b>Bank Accounts</b>	
1000 Petty Cash	6.50
1010 Restricted Interest Checking Account	908,415.20
1020 Non-Restricted Checking	67,667.66
1030 Reserves Account	1,330,632.67
1040 Certificate of Deposit	1,000,000.00
1071 Bill.com Money In Clearing	150.00
1072 Bill.com Money Out Clearing	27,759.41
In-Kind Clearing	0.00
May 2023 Vanilla Gift Card for Content Creators	27.13
<b>Total Bank Accounts</b>	<b>3,334,658.57</b>
<b>Accounts Receivable</b>	
1100 Accounts Receivable (A/R)	855.16
<b>Total Accounts Receivable</b>	<b>855.16</b>
<b>Other Current Assets</b>	
1060 Undeposited Funds	0.00
1070 Prepaid Expenses	50,389.08
1210 Inventory	3,949.82
Inventory Asset	0.00
QuickBooks Tax Holding Account	7,660.35
<b>Total Other Current Assets</b>	<b>61,999.25</b>
<b>Total Current Assets</b>	<b>3,397,512.98</b>
<b>Fixed Assets</b>	
1300 Fixed Assets	
1310 Furniture	4,328.95
1320 Computers	4,055.80
1325 Website Development	43,832.00
1330 Accumulated depreciation	-18,355.88
1331 Fixed Assets Accumulated Amortization	-19,488.00
1340 Leased Asset - ROU	180,250.00
1341 ROU Asset - Accumulated amortization	-70,317.00
<b>Total 1300 Fixed Assets</b>	<b>124,305.87</b>
<b>Total Fixed Assets</b>	<b>124,305.87</b>
<b>TOTAL ASSETS</b>	<b>\$3,521,818.85</b>

## LIABILITIES AND EQUITY

	<b>Total</b>
<b>Liabilities</b>	
<b>Current Liabilities</b>	
<b>Accounts Payable</b>	
2010 Accounts Payable (A/P)	58,470.66
<b>Total Accounts Payable</b>	<b>58,470.66</b>
<b>Credit Cards</b>	
2300 Credit Card	
2305 BOA Credit Card - Through COA	0.00
2310 Spend & Expense Credit Card	16,685.24
<b>Total 2300 Credit Card</b>	<b>16,685.24</b>
<b>Total Credit Cards</b>	<b>16,685.24</b>
<b>Other Current Liabilities</b>	
2100 Sales Tax Payable	-21.56
2200 Payroll Liabilities	6,733.04
2215 Federal Taxes (941/943/944)	-7,473.66
2225 TX Unemployment Tax	10.38
2230 Retirement - Employee Contribution	4,896.29
2233 After-tax Roth	-40.00
2235 Retirement Loan	0.00
2240 Employee Benefits to Pay	
2245 Vision/Dental	-15.55
<b>Total 2240 Employee Benefits to Pay</b>	<b>-15.55</b>
2250 Other Payroll Liabilities	
2255 AFLAC Accident	-46.72
2260 AFLAC Cancer	134.34
2265 AFLAC Critical	23.28
2270 AFLAC Hospital	35.76
2275 AFLAC Short-Term Disability	209.76
<b>Total 2250 Other Payroll Liabilities</b>	<b>356.42</b>
Unauthorized Expense Deduction	0.00
<b>Total 2200 Payroll Liabilities</b>	<b>4,466.92</b>
2400 Other Current Liabilities	0.00
2410 Employee Expense Reimbursements Payable	60.46
<b>Total 2400 Other Current Liabilities</b>	<b>60.46</b>
Direct Deposit Payable	-21,938.45
Out Of Scope Agency Payable	22.74
Repayment	
ATT Maritime Charge	0.00
<b>Total Repayment</b>	<b>0.00</b>

	<b>Total</b>
<b>Total Other Current Liabilities</b>	<b>-17,409.89</b>
<b>Total Current Liabilities</b>	<b>57,746.01</b>
<b>Long-Term Liabilities</b>	
2500 Long Term Liabilities	
2530 ROU Lease Liabilities - Noncurrent	82,700.00
2540 ROU Lease Liabilities - Current	22,651.00
<b>Total 2500 Long Term Liabilities</b>	<b>105,351.00</b>
<b>Total Long-Term Liabilities</b>	<b>105,351.00</b>
<b>Total Liabilities</b>	<b>163,097.01</b>
<b>Equity</b>	
Opening balance equity	0.00
Retained Earnings	3,440,802.85
Net Revenue	-82,081.01
<b>Total Equity</b>	<b>3,358,721.84</b>
<b>TOTAL LIABILITIES AND EQUITY</b>	<b>\$3,521,818.85</b>

# Statement of Activity by Class

October - December, 2025

	Administration	Advertising	Arts	Communications	Film Commission	Route 66 Festival	Sales	Servicing	Special Projects	Tourism	TOTAL
<b>REVENUE</b>											
4000 Revenues											0.00
4010 HOT Funds	698,336.01										698,336.01
<b>Total 4000 Revenues</b>	<b>698,336.01</b>										<b>698,336.01</b>
4400 Special Events											0.00
4440 Program Reimbursement					13,848.96						13,848.96
<b>Total 4400 Special Events</b>					<b>13,848.96</b>						<b>13,848.96</b>
4500 Merchandise Sales											0.00
4510 Shipping Charges Reimbursed						7.00					7.00
4530 Product Sales						65.63					65.63
<b>Total 4500 Merchandise Sales</b>						<b>72.63</b>					<b>72.63</b>
Sales of Product Income						27.06					27.06
<b>Total Revenue</b>	<b>698,336.01</b>	<b>0.00</b>	<b>0.00</b>	<b>0.00</b>	<b>13,848.96</b>	<b>99.69</b>	<b>0.00</b>	<b>0.00</b>	<b>0.00</b>	<b>0.00</b>	<b>712,284.66</b>
<b>COST OF GOODS SOLD</b>											
6230 Cost of Goods Sold Retail						14.57					14.57
<b>Total Cost of Goods Sold</b>	<b>0.00</b>	<b>0.00</b>	<b>0.00</b>	<b>0.00</b>	<b>0.00</b>	<b>14.57</b>	<b>0.00</b>	<b>0.00</b>	<b>0.00</b>	<b>0.00</b>	<b>14.57</b>
<b>GROSS PROFIT</b>	<b>698,336.01</b>	<b>0.00</b>	<b>0.00</b>	<b>0.00</b>	<b>13,848.96</b>	<b>85.12</b>	<b>0.00</b>	<b>0.00</b>	<b>0.00</b>	<b>0.00</b>	<b>712,270.09</b>
<b>EXPENDITURES</b>											
5000 Personnel Expenses											0.00
5100 Salaries and Wages	181,034.65										181,034.65
5110 Incentives	10,250.00										10,250.00
5220 Federal Taxes (941)	14,578.12										14,578.12
5230 State Unemployment	10.38										10.38
5300 Workers Compensation	406.81										406.81
5400 Retirement	18,899.81										18,899.81
5500 Communications Allowance	553.92										553.92
5600 Employee Health	15,789.00										15,789.00
5610 Employee Life & Disability	2,552.57										2,552.57
5630 Employee Dental/Vision	1,059.76										1,059.76
<b>Total 5000 Personnel Expenses</b>	<b>245,135.02</b>										<b>245,135.02</b>
6000 Program Expenses											0.00
6010 FAM/Site Visits				6,281.28			729.99	1,661.52		33.12	8,705.91

	Administration	Advertising	Arts	Communications	Film Commission	Route 66 Festival	Sales	Servicing	Special Projects	Tourism	TOTAL
6020 Community Awareness				1,177.50	134.23		23.88	57.50		250.09	1,643.20
6030 Professional Organizations	13,196.55	1,627.20		4,154.21						2,787.62	21,765.58
6040 IPW				2,250.00						17,600.00	19,850.00
6050 Sales Tools		67,869.81		2,251.00			14,139.11			220.83	84,480.75
6060 Literature						600.00				4,596.79	5,196.79
6070 Photography/Videography	2,250.00			1,809.65	2,500.00	216.50					6,776.15
6080 Trade Shows/Organizations		535.77					18,147.18			483.59	19,166.54
6110 Specialty Advertising					645.06	517.00	2,103.98	30,616.91		134.22	34,017.17
6120 Sales Calls					4,720.81		164.47				4,885.28
6150 Consumer Shows										4,800.54	4,800.54
6160 Tour Development										300.00	300.00
6180 Education							366.36	2,008.00		1,352.37	3,726.73
6190 Equipment					227.99						227.99
6215 Arts Grants			134,500.00								134,500.00
6220 Advertising		110,620.44			91.94					3,320.00	114,032.38
6250 Association Dues and Memberships	6,490.00				940.00		1,613.90	350.00		1,685.00	11,078.90
6260 Software	276.00			2,047.08							2,323.08
6270 Research	4,837.50								28,125.00		32,962.50
6280 Misc. Meetings	24.77		257.67	176.22		566.55				289.56	1,314.77
6290 Special Events					1,344.36				6,629.50		7,973.86
6310 Ad Production		438.27		407.40							845.67
6500 Activity Fund								4,160.92			4,160.92
<b>Total 6000 Program Expenses</b>	<b>27,074.82</b>	<b>181,091.49</b>	<b>134,757.67</b>	<b>20,554.34</b>	<b>10,604.39</b>	<b>1,900.05</b>	<b>37,288.87</b>	<b>38,854.85</b>	<b>34,754.50</b>	<b>37,853.73</b>	<b>524,734.71</b>
7000 Administrative Overhead											0.00
7100 Contractual Services											0.00
7110 Communications Billing	2,254.12										2,254.12
7120 Postage	372.34				61.55					175.00	608.89
7130 Audit Fee	4,500.00										4,500.00
7140 Rental Land & Buildings	3,396.32										3,396.32
7150 Vehicle Lease	2,380.46										2,380.46
7160 IT Services	3,164.00										3,164.00
7170 Rented Equipment	1,370.33										1,370.33
7180 Professional Services	250.00										250.00
<b>Total 7100 Contractual Services</b>	<b>17,687.57</b>				<b>61.55</b>					<b>175.00</b>	<b>17,924.12</b>

	Administration	Advertising	Arts	Communications	Film Commission	Route 66 Festival	Sales	Servicing	Special Projects	Tourism	TOTAL
7200 Other Charges											0.00
7210 Insurance and Bonds	3,284.00										3,284.00
7220 Mileage	2,282.14										2,282.14
7230 Legal Fees	25.00										25.00
7240 Executive Office Overhead	468.13										468.13
7250 Bank Fees/Service Charge	2,970.31										2,970.31
<b>Total 7200 Other Charges</b>	<b>9,029.58</b>										<b>9,029.58</b>
7300 Administrative Software	6,850.88										6,850.88
7600 Office Equipment	830.83										830.83
7700 Office Supplies	769.14							0.99			770.13
7800 Misc. Office Expense	3,597.64										3,597.64
<b>Total 7000 Administrative Overhead</b>	<b>38,765.64</b>				<b>61.55</b>			<b>0.99</b>		<b>175.00</b>	<b>39,003.18</b>
Square Fees						3.29					3.29
<b>Total Expenditures</b>	<b>310,975.48</b>	<b>181,091.49</b>	<b>134,757.67</b>	<b>20,554.34</b>	<b>10,665.94</b>	<b>1,903.34</b>	<b>37,288.87</b>	<b>38,855.84</b>	<b>34,754.50</b>	<b>38,028.73</b>	<b>808,876.20</b>
<b>NET OPERATING REVENUE</b>	<b>387,360.53</b>	<b>-181,091.49</b>	<b>-134,757.67</b>	<b>-20,554.34</b>	<b>3,183.02</b>	<b>-1,818.22</b>	<b>-37,288.87</b>	<b>-38,855.84</b>	<b>-34,754.50</b>	<b>-38,028.73</b>	<b>-96,606.11</b>
<b>OTHER REVENUE</b>											
4100 Interest Income	18,829.66										18,829.66
<b>Total Other Revenue</b>	<b>18,829.66</b>	<b>0.00</b>	<b>0.00</b>	<b>0.00</b>	<b>0.00</b>	<b>0.00</b>	<b>0.00</b>	<b>0.00</b>	<b>0.00</b>	<b>0.00</b>	<b>18,829.66</b>
<b>OTHER EXPENDITURES</b>											
7400 Depreciation Expense	650.56										650.56
Amortization expenses	3,654.00										3,654.00
<b>Total Other Expenditures</b>	<b>4,304.56</b>	<b>0.00</b>	<b>0.00</b>	<b>0.00</b>	<b>0.00</b>	<b>0.00</b>	<b>0.00</b>	<b>0.00</b>	<b>0.00</b>	<b>0.00</b>	<b>4,304.56</b>
<b>NET OTHER REVENUE</b>	<b>14,525.10</b>	<b>0.00</b>	<b>0.00</b>	<b>0.00</b>	<b>0.00</b>	<b>0.00</b>	<b>0.00</b>	<b>0.00</b>	<b>0.00</b>	<b>0.00</b>	<b>14,525.10</b>
<b>NET REVENUE</b>	<b>\$401,885.63</b>	<b>\$ -181,091.49</b>	<b>\$ -134,757.67</b>	<b>\$ -20,554.34</b>	<b>\$3,183.02</b>	<b>\$ -1,818.22</b>	<b>\$ -37,288.87</b>	<b>\$ -38,855.84</b>	<b>\$ -34,754.50</b>	<b>\$ -38,028.73</b>	<b>\$ -82,081.01</b>

# Budget Vs. Actual Totals

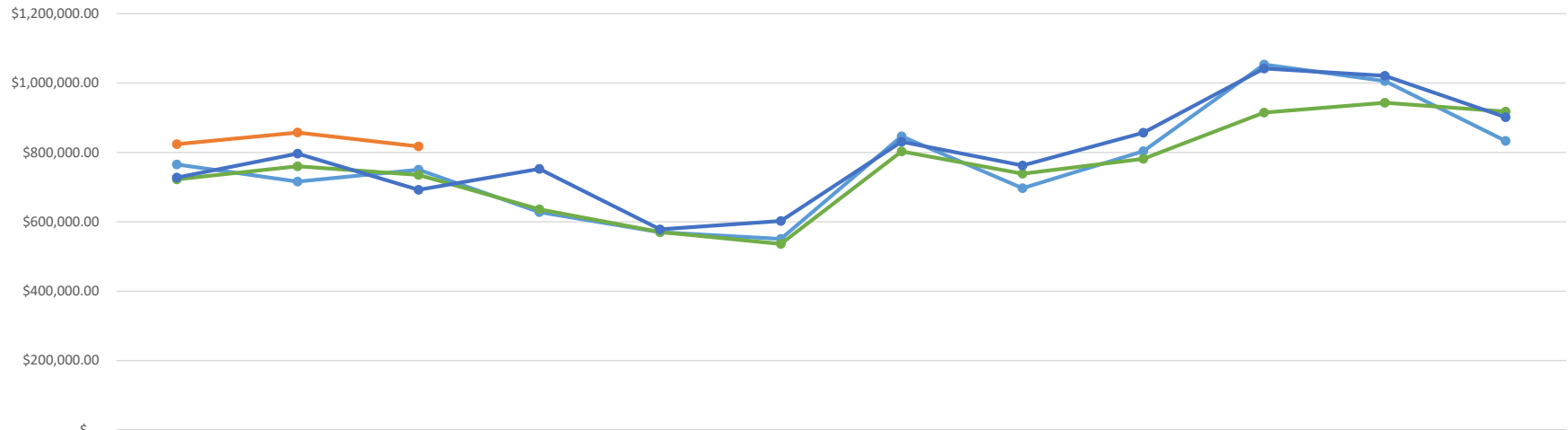
October - December, 2025

	Actual	Budget	over Budget	Total % of Budget
<b>REVENUE</b>				
4000 Revenues				
4010 HOT Funds	698,336.01		698,336.01	
<b>Total 4000 Revenues</b>	<b>698,336.01</b>		<b>698,336.01</b>	
4400 Special Events				
4440 Program Reimbursement	13,848.96		13,848.96	
<b>Total 4400 Special Events</b>	<b>13,848.96</b>		<b>13,848.96</b>	
4500 Merchandise Sales				
4510 Shipping Charges Reimbursed	7.00		7.00	
4530 Product Sales	65.63		65.63	
<b>Total 4500 Merchandise Sales</b>	<b>72.63</b>		<b>72.63</b>	
<b>Total Revenue</b>	<b>712,257.60</b>	<b>0.00</b>	<b>712,257.60</b>	<b>0.00%</b>
<b>COST OF GOODS SOLD</b>				
6230 Cost of Goods Sold Retail	14.57		14.57	
<b>Total Cost of Goods Sold</b>	<b>14.57</b>	<b>0.00</b>	<b>14.57</b>	<b>0.00%</b>
<b>GROSS PROFIT</b>	<b>712,243.03</b>	<b>0.00</b>	<b>712,243.03</b>	<b>0.00%</b>
<b>EXPENDITURES</b>				
5000 Personnel Expenses				
5100 Salaries and Wages	181,034.65		181,034.65	
5110 Incentives	10,250.00		10,250.00	
5220 Federal Taxes (941)	14,578.12		14,578.12	
5230 State Unemployment	10.38		10.38	
5300 Workers Compensation	406.81		406.81	
5400 Retirement	18,899.81		18,899.81	
5500 Communications Allowance	553.92		553.92	
5600 Employee Health	15,789.00		15,789.00	
5610 Employee Life & Disability	2,552.57		2,552.57	
5630 Employee Dental/Vision	1,059.76		1,059.76	
<b>Total 5000 Personnel Expenses</b>	<b>245,135.02</b>		<b>245,135.02</b>	

			Total
	Actual	Budget	over Budget % of Budget
6000 Program Expenses			
6010 FAM/Site Visits	8,705.91		8,705.91
6020 Community Awareness	1,643.20		1,643.20
6030 Professional Organizations	21,765.58		21,765.58
6040 IPW	19,850.00		19,850.00
6050 Sales Tools	84,480.75		84,480.75
6060 Literature	5,196.79		5,196.79
6070 Photography/Videography	6,776.15		6,776.15
6080 Trade Shows/Organizations	19,166.54		19,166.54
6110 Specialty Advertising	34,017.17		34,017.17
6120 Sales Calls	4,885.28		4,885.28
6150 Consumer Shows	4,800.54		4,800.54
6160 Tour Development	300.00		300.00
6180 Education	3,726.73		3,726.73
6190 Equipment	227.99		227.99
6215 Arts Grants	134,500.00		134,500.00
6220 Advertising	114,032.38		114,032.38
6250 Association Dues and Memberships	11,078.90		11,078.90
6260 Software	2,323.08		2,323.08
6270 Research	32,962.50		32,962.50
6280 Misc. Meetings	1,314.77		1,314.77
6290 Special Events	7,973.86		7,973.86
6310 Ad Production	845.67		845.67
6500 Activity Fund	4,160.92		4,160.92
<b>Total 6000 Program Expenses</b>	<b>524,734.71</b>		<b>524,734.71</b>
7000 Administrative Overhead			
7100 Contractual Services			
7110 Communications Billing	2,254.12		2,254.12
7120 Postage	608.89		608.89
7130 Audit Fee	4,500.00		4,500.00

				Total
	Actual	Budget	over Budget	% of Budget
7140 Rental Land & Buildings	3,396.32		3,396.32	
7150 Vehicle Lease	2,380.46		2,380.46	
7160 IT Services	3,164.00		3,164.00	
7170 Rented Equipment	1,370.33		1,370.33	
7180 Professional Services	250.00		250.00	
<b>Total 7100 Contractual Services</b>	<b>17,924.12</b>		<b>17,924.12</b>	
7200 Other Charges				
7210 Insurance and Bonds	3,284.00		3,284.00	
7220 Mileage	2,282.14		2,282.14	
7230 Legal Fees	25.00		25.00	
7240 Executive Office Overhead	468.13		468.13	
7250 Bank Fees/Service Charge	2,970.31		2,970.31	
<b>Total 7200 Other Charges</b>	<b>9,029.58</b>		<b>9,029.58</b>	
7300 Administrative Software	6,850.88		6,850.88	
7600 Office Equipment	830.83		830.83	
7700 Office Supplies	770.13		770.13	
7800 Misc. Office Expense	3,597.64		3,597.64	
<b>Total 7000 Administrative Overhead</b>	<b>39,003.18</b>		<b>39,003.18</b>	
<b>Total Expenditures</b>	<b>808,872.91</b>	<b>0.00</b>	<b>808,872.91</b>	<b>0.00%</b>
<b>NET OPERATING REVENUE</b>	<b>-96,629.88</b>	<b>0.00</b>	<b>-96,629.88</b>	<b>0.00%</b>
<b>OTHER REVENUE</b>				
4100 Interest Income	18,829.66		18,829.66	
<b>Total Other Revenue</b>	<b>18,829.66</b>	<b>0.00</b>	<b>18,829.66</b>	<b>0.00%</b>
<b>OTHER EXPENDITURES</b>				
7400 Depreciation Expense	650.56		650.56	
<b>Total Other Expenditures</b>	<b>650.56</b>	<b>0.00</b>	<b>650.56</b>	<b>0.00%</b>
<b>NET OTHER REVENUE</b>	<b>18,179.10</b>	<b>0.00</b>	<b>18,179.10</b>	<b>0.00%</b>
<b>NET REVENUE</b>	<b>\$ -78,450.78</b>	<b>\$0.00</b>	<b>\$ -78,450.78</b>	<b>0.00%</b>

Total HOT Collections



	October	November	Decemeber	January	February	March	April	May	June	July	August	September
2022.23	\$765,048.00	\$716,202.00	\$749,907.00	\$627,889.00	\$569,855.00	\$550,520.00	\$846,160.00	\$696,979.00	\$803,616.00	\$1,053,472.00	\$1,006,030.00	\$832,924.00
2023.24	\$722,567.00	\$760,076.00	\$734,954.00	\$635,669.00	\$570,140.00	\$536,089.00	\$802,946.00	\$738,365.00	\$781,368.00	\$914,955.00	\$943,090.00	\$917,654.00
2024.25	\$727,689.00	\$796,646.00	\$692,195.00	\$752,597.00	\$578,127.00	\$602,238.00	\$830,522.00	\$762,291.00	\$856,804.00	\$1,041,929.00	\$1,021,136.00	\$901,303.00
2025.26	\$824,050.00	\$857,197.00	\$817,209.00									

2022.23 2023.24 2024.25 2025.26

**Total HOT Collections**

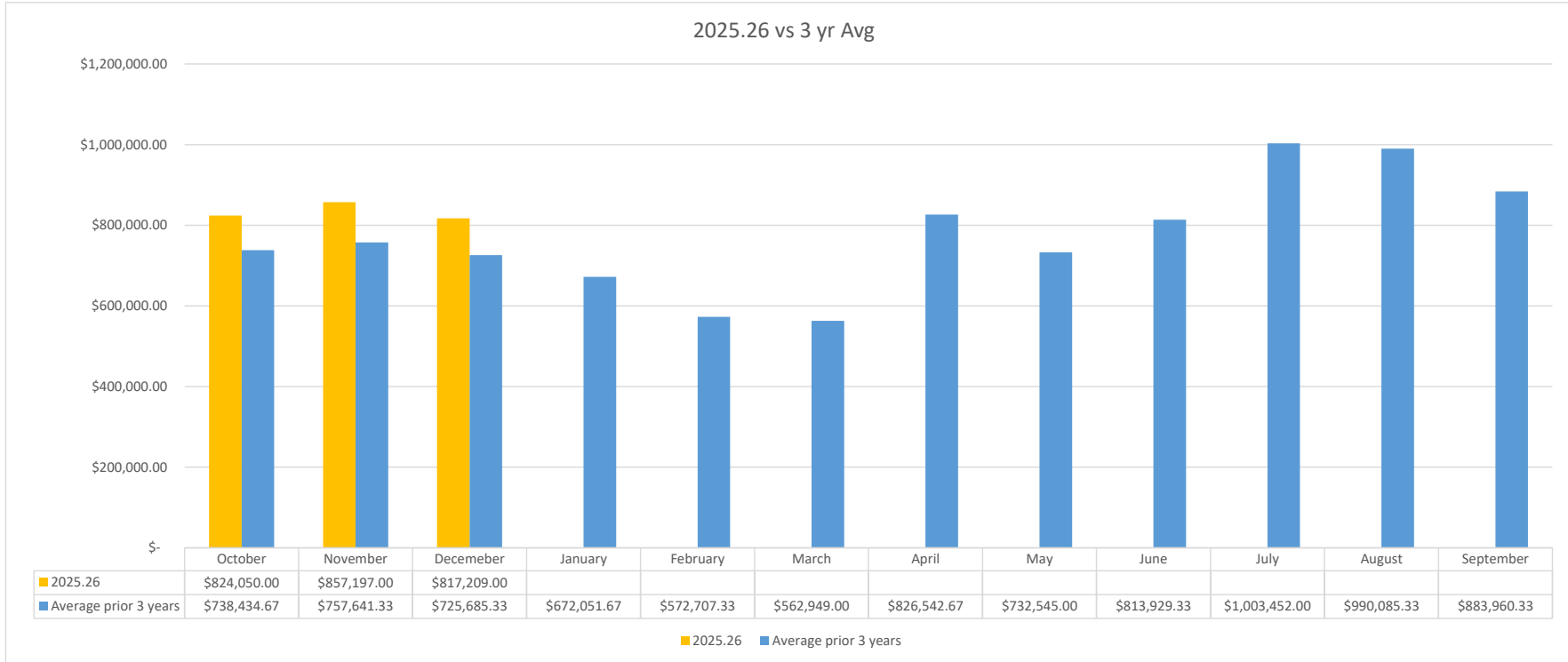
Month	FY 2024.25	FY 2025.26	% Change
October	\$ 727,689.00	\$ 824,050.00	13%
November	\$ 796,646.00	\$ 857,197.00	8%
Decemeber	\$ 692,195.00	\$ 817,209.00	18%
January	\$ 752,597.00	\$ -	-100%
February	\$ 578,127.00	\$ -	-100%
March	\$ 602,238.00	\$ -	-100%
April	\$ 830,522.00	\$ -	-100%
May	\$ 762,291.00	\$ -	-100%
June	\$ 856,804.00	\$ -	-100%

**ACVB HOT Collections - Debt Payment**

Month	FY 2024.25	FY 2025.26	% Change
October	\$ 191,929	\$ 229,323	19%
November	\$ 219,968	\$ 245,168	11%
Decemeber	\$ 174,303	\$ 223,845	28%
January	\$ 204,145	\$ -	-100%
February	\$ 133,958	\$ -	-100%
March	\$ 143,281	\$ -	-100%
April	\$ 229,426	\$ -	-100%
May	\$ 201,930	\$ -	-100%
June	\$ 243,204	\$ -	-100%

July	\$ 1,041,929.00	\$ -	-100%
August	\$ 1,021,136.00	\$ -	-100%
September	\$ 901,303.00	\$ -	-100%
<b>Total</b>	<b>\$ 4,149,492.00</b>	<b>\$ 2,498,456.00</b>	<b>-40%</b>

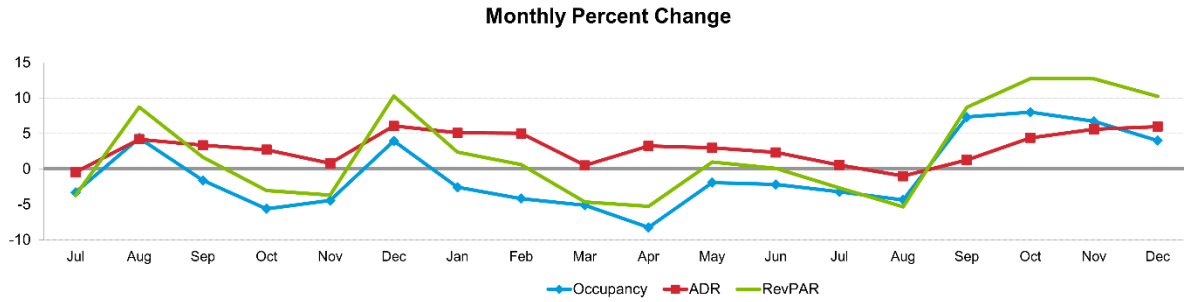
July	\$ 315,355	-100%	
August	\$ 306,225	-100%	
September	\$ 260,200	-100%	
<b>Total</b>	<b>\$ 924,304</b>	<b>\$ 698,336</b>	<b>-24%</b>



**Actual Hotel/Motel Tax Collections**  
2025.26

Month	Total Collections	HOT Rebate	Civic Center	City Total	CVB General	Bond Payment	Activity Fund	CVB Total	Grand Total	Original Projection	Variance	% Difference
October	\$ 824,050.00	\$ 75,074.00	\$ 374,488.00	\$ 466,155.00	\$ 320,989.71	\$ 91,667.00	\$ 53,498.29	\$ 282,821.00	\$ 748,976.00	\$ 668,437.00	\$ 80,539.00	11.4%
November	\$ 857,197.00	\$ 71,248.00	\$ 392,974.50	\$ 484,641.50	\$ 336,835.29	\$ 91,667.00	\$ 56,139.21	\$ 301,307.50	\$ 785,949.00	\$ 731,779.00	\$ 54,170.00	7.1%
Decemeber	\$ 817,209.00	\$ 81,015.00	\$ 368,097.00	\$ 459,764.00	\$ 315,511.71	\$ 91,667.00	\$ 52,585.29	\$ 276,430.00	\$ 736,194.00	\$ 635,833.00	\$ 100,361.00	14.6%
January			\$ -	\$ 91,667.00	\$ -	\$ 91,667.00	\$ -	\$ (91,667.00)	\$ -	\$ 691,317.00		
February			\$ -	\$ 91,667.00	\$ -	\$ 91,667.00	\$ -	\$ (91,667.00)	\$ -	\$ 531,053.00		
March			\$ -	\$ 91,667.00	\$ -	\$ 91,667.00	\$ -	\$ (91,667.00)	\$ -	\$ 553,201.00		
April			\$ -	\$ 91,667.00	\$ -	\$ 91,667.00	\$ -	\$ (91,667.00)	\$ -	\$ 762,897.00		
May			\$ -	\$ 91,667.00	\$ -	\$ 91,667.00	\$ -	\$ (91,667.00)	\$ -	\$ 700,222.00		
June			\$ -	\$ 91,667.00	\$ -	\$ 91,667.00	\$ -	\$ (91,667.00)	\$ -	\$ 749,256.00		
July			\$ -	\$ 91,667.00	\$ -	\$ 91,667.00	\$ -	\$ (91,667.00)	\$ -	\$ 877,353.00		
August			\$ -	\$ 91,667.00	\$ -	\$ 91,667.00	\$ -	\$ (91,667.00)	\$ -	\$ 904,331.00		
September			\$ -	\$ 91,667.00	\$ -	\$ 91,667.00	\$ -	\$ (91,667.00)	\$ -	\$ 879,941.00		
<b>Total</b>	<b>\$ 2,498,456.00</b>	<b>\$ 227,337.00</b>	<b>\$ 1,135,559.50</b>	<b>\$ 2,235,563.50</b>	<b>\$ 973,336.71</b>	<b>\$ 1,100,004.00</b>	<b>\$ 162,222.79</b>	<b>\$ 35,555.50</b>	<b>\$ 2,271,119.00</b>	<b>\$ 8,685,620.00</b>	<b>\$ 235,070.00</b>	<b>11.044%</b>

# AMARILLO LODGING DATA

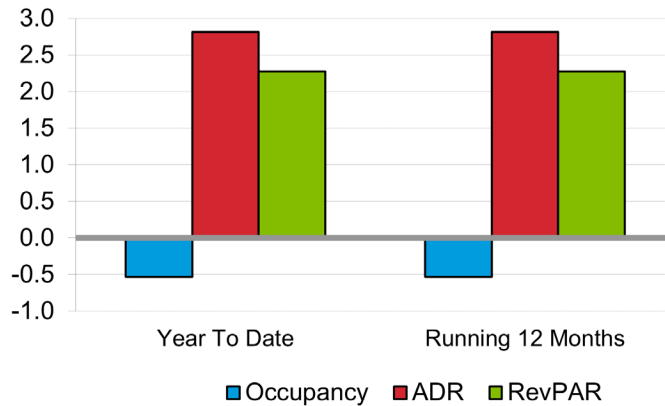


From Smith Travel Research

## December 2025

December 2025 Occupancy – 59.2%  
 Up 4% from December 2024  
 December 2025 Supply – Up 0.1% from December 2024  
 December 2025 Demand – Up 4.1% from December 2024

## Overall Percent Change



December 2025 ADR – \$95.54  
 Up 6% from December 2024  
 December 2025 RevPAR – \$56.52  
 Up 10.2% from December 2024  
 December 2025 Total Revenue – \$12,934,971  
 Up 10.3% from December 2024  
 7,721 total rooms (per STR)

RUNNING 12 MONTH TOTAL REVENUE 2025 - \$155,373,843

Definite Leads and Assists

Date Range: 01/01/2026-12/31/2026

Group	Account	Meeting Name	Meeting Dates	People	Total Room Econ Value
Sports Sales	Sun Country Region Volleyball Association	SURVA Amarillo Prelim Weekend #1 Div 15-18	01/09/2026 - 01/11/2026	300	0 \$272,004.01
Sports Sales	Sun Country Region Volleyball Association	SURVA Amarillo Prelim Weekend #2 Div 11-14	01/23/2026 - 01/25/2026	300	0 \$272,004.01
Meeting Sales	Panhandle Ground Water Conservation District	8th Bi-Annual TX Panhandle Water Conservation 2026 Symposium	02/10/2026 - 02/12/2026	20	0 \$34,007.41
Meeting Sales	Texas Crime Stoppers	30th Annual Student Crime Stoppers Conference 2026	02/22/2026 - 02/25/2026	200	585 \$240,615.81
Meeting Sales	Jehovah Witnesses	CCJW Circuit Event	03/21/2026 - 03/22/2026	70	0 \$14,490.00
Meeting Sales	Khiva Shrine	2026 Association Conferences for SRA (recorder)and STA (treasurer)	03/21/2026 - 03/25/2026	85	420 \$138,523.73
Meeting Sales	Texas Water Utilities Association	Panhandle Regional Training 2026	03/30/2026 - 04/02/2026	50	0 \$61,606.43
Meeting Sales	FIRST® IN TEXAS	2026 FIRST® Robotic Competition- District Event	04/02/2026 - 04/05/2026	600	660 \$495,449.13
Sports Sales	Sun Country Region Volleyball Association	SURVA NATIONAL BID TOURNAMENT 2026	04/10/2026 - 04/12/2026	400	0 \$379,137.39
Sports Sales	National Intercollegiate Ranch & Stock Horse Association	2026 NIRSHA Show	04/12/2026 - 04/15/2026	100	0 \$103,003.71
Meeting Sales	Inform Texas	Inform Texas USA 2026	04/13/2026 - 04/16/2026	100	0 \$87,693.11
Meeting Sales	Yellow City Comic Convention - YC3	2026 Yellow City Comic Convention - YC3	04/16/2026 - 04/19/2026	100	0 \$481,905.32
Meeting Sales	Jehovah Witnesses	CCJW Circuit Event	04/18/2026 - 04/19/2026	70	0 \$14,490.00
Sports Sales	West Texas Ranch Rodeo	2026 World Championship Blacksmith Competition	04/22/2026 - 04/26/2026	50	270 \$144,816.74
Sports Sales	Amarillo Police Department	Top of Texas Heritage Ride 2026	04/24/2026 - 04/26/2026	35	65 \$44,723.21
Meeting Sales	Panhandle Archeological Society of Texas	Southwestern Federation of Archeological Societies 2026 Meeting	04/24/2026 - 04/26/2026	10	17 \$10,738.08
Sports Sales	West Texas Ranch Rodeo	2026 West Texas Ranch Rodeo	04/24/2026 - 04/26/2026	300	180 \$346,938.13
Meeting Sales	Greater Southwest Music Festival	2026 Greater Southwest Music Festival	04/29/2026 - 05/02/2026	20	0 \$125,961.66
Sports Sales	Panhandle Quarter Horse Association	2026 PQHA Bomb City Blowout	05/02/2026 - 05/03/2026	50	48 \$37,986.45
Meeting Sales	National Narcotic Detector Dog Association	2026 Annual NNDDA Training Conference	05/15/2026 - 05/23/2026	100	760 \$238,350.70
Meeting Sales	Texas Municipal Clerks Association	TMCA Conference 2026	06/03/2026 - 06/06/2026	75	215 \$93,156.55
Sports Sales	Coors Cowboy Club	2026 Coor's Ranch Rodeo & Cattle Drive	06/04/2026 - 06/07/2026	885	0 \$484,980.00
Sports Sales	Framework Events	OccuNet Classic 2026	06/07/2026 - 06/14/2026	300	0 \$1,492,102.22
Meeting Sales	New World Travel - California	New World Travel - Uk Agriculture tour	06/11/2026 - 06/13/2026	35	0 \$0.00
Sports Sales	Miss Rodeo Texas	Miss Rodeo Texas 2026	06/15/2026 - 06/19/2026	100	272 \$141,875.86
Meeting Sales	Jehovah Witnesses	2026 Christian Congregation of Jehovah's Witnesses- Week 1	06/18/2026 - 06/21/2026	400	0 \$248,400.00
Meeting Sales	American Meat Science Association (AMSA)	2026 AMSA Reciprocal Meat Conference	06/19/2026 - 06/25/2026	400	2,304 \$727,032.26
Sports Sales	American Quarter Horse Association	2026 Versatility Ranch Horse World Championship Show	06/20/2026 - 06/28/2026	300	620 \$1,602,857.58
Meeting Sales	Great Race	2026 Great Race - Route 66 Theme	06/23/2026 - 06/24/2026	300	301 \$62,100.00
Meeting Sales	Jehovah Witnesses	2026 Christian Congregation of Jehovah's Witnesses- Week 2	06/25/2026 - 06/28/2026	400	0 \$248,400.00
Sports Sales	Will Rogers Range Riders	2026 Will Rogers Range Riders Rodeo	06/30/2026 - 07/04/2026	125	0 \$173,557.38
Meeting Sales	American Quarter Horse Association	2026 Youth Excellence Seminar (YES) Leadership Conference	07/07/2026 - 07/10/2026	65	0 \$98,736.27
Sports Sales	International Police Mountain Bicycling Association	IPMBA 2026	07/08/2026 - 07/18/2026	125	630 \$281,074.17
Sports Sales	Koben Puckett Productions	2026 Koben Puckett PBR	07/10/2026 - 07/12/2026	50	0 \$297,304.12
Meeting Sales	AMA-CON	2026 AMA-CON	08/01/2026 - 08/03/2026	350	0 \$424,964.05
Meeting Sales	Certified Angus Beef	2026 Certified Angus Beef Feeding Quality Forum (Cvent RFP )	08/02/2026 - 08/05/2026	70	0 \$63,673.44
Meeting Sales	Panhandle Kennel Club of the American Kennel Club	2026 Panhandle Kennel Club of Texas	09/08/2026 - 09/13/2026	300	0 \$279,933.40
Meeting Sales	American Quarter Horse Hall of Fame & Museum	American Quarter Horse Hall of Fame Banquet 2026	09/11/2026 - 09/13/2026	50	0 \$161,903.14
Meeting Sales	Dairy Products Institute of Texas	Dairy Products Institute of Texas Fall of 2026 Convention	09/17/2026 - 09/19/2026	65	135 \$63,849.96
Meeting Sales	Texas Crime Stoppers	37th Annual Crime Stoppers Conference 2026	10/11/2026 - 10/14/2026	300	570 \$295,983.31
Sports Sales	Conference Commissioners Association Division 2	2026 Women's Basketball D2 CCA Tip Off Classic	10/29/2026 - 11/01/2026	76	0 \$168,777.95
Meeting Sales	Texas Downtown Association	2026 Texas Downtown Conference	11/01/2026 - 11/05/2026	120	345 \$158,609.45
Sports Sales	Amarillo Independent School District	Yellow City Classic Basketball Tournament 2026	11/23/2026 - 11/25/2026	40	0 \$30,221.92
Sports Sales	Texas USA Wrestling	2026 Panhandle Nationals Wrestling Tournament	11/27/2026 - 11/29/2026	350	0 \$339,968.31
Meeting Sales	IDEAg Group, LLC	2026 Amarillo Farm and Ranch Show	12/01/2026 - 12/04/2026	368	0 \$2,934,501.17
Total (45)				8,609	8,397 \$14,418,407.54

Groups Serviced

Date Range: 10/01/2025-12/31/2025

Group	Account	Meeting Name	Meeting Dates	People	Total Room	Econ Value
Meeting Sales	Amarillo CVB	Amarillo International Film Festival 2025	10/09/2025 - 10/12/2025	40	120	\$47,521.75
Meeting Sales	Fandom Events	Cottonwood Faire 2025	10/10/2025 - 10/12/2025	50	0	\$74,385.50
Sports Sales	Peak Fighting	PFC 34 Fight Night October 25'	10/17/2025 - 10/19/2025	244	0	\$255,015.80
Meeting Sales	Jehovah Witnesses	CCJW Circuit Event	10/18/2025 - 10/19/2025	70	0	\$14,490.00
Meeting Sales	Amarillo Invitational Balloon Rally	Pirates of the Canyon 2025	10/23/2025 - 10/26/2025	25	75	\$15,525.00
Sports Sales	Texas Panhandle Youth Sports Foundation	Halloween Howl 2025	10/24/2025 - 10/26/2025	80	0	\$58,722.86
Sports Sales	American Rope Horse Futurity Association	2025 ARHFA World Show	10/25/2025 - 11/03/2025	40	198	\$285,299.96
Meeting Sales	Hospitality Educators Association of Texas (HEAT)	HEAT- Hospitality Educators Association of Texas 2025	11/02/2025 - 11/05/2025	80	190	\$76,763.30
Sports Sales	Texas Panhandle Youth Sports Foundation	Frozen Ropes Slugfest 2025	11/07/2025 - 11/09/2025	80	0	\$58,722.86
Sports Sales	Working Ranch Cowboy Association	WRCA 30th World Championship Ranch Rodeo - Staff Rooms Only	11/09/2025 - 11/17/2025	400	0	\$1,285,872.04
Sports Sales	Working Ranch Cowboy Association	WRCA 30th World Championship Ranch Rodeo - Courtesy Block Request	11/12/2025 - 11/17/2025	4,000	0	\$4,296,883.82
Meeting Sales	Smith Support Group	Smith Support Group	11/14/2025 - 11/16/2025	15	22	\$8,217.03
Meeting Sales	Jehovah Witnesses	CCJW Circuit Event	11/15/2025 - 11/16/2025	70	0	\$14,490.00
Sports Sales	Amarillo Independent School District	Yellow City Classic Basketball Tournament 2025	11/24/2025 - 11/26/2025	40	0	\$31,419.52
Sports Sales	CBT Barrel Racing	2025 Christmas Ca\$h Barrel Racing	11/28/2025 - 11/30/2025	65	0	\$138,452.00
Sports Sales	Texas USA Wrestling	2025 Panhandle Nationals Wrestling Tournament	11/28/2025 - 11/30/2025	350	0	\$334,280.25
Meeting Sales	IDEAg Group, LLC	2025 Amarillo Farm and Ranch Show	12/02/2025 - 12/05/2025	368	0	\$4,300,936.21
Meeting Sales	Amarillo Tri-State Exposition	Amarillo Classic Junior Stock Show 2025	12/03/2025 - 12/07/2025	200	510	\$315,788.42
Meeting Sales	West Texas Chief Juvenile Probation Officers	West Texas Chiefs Association 2025 Conference	12/07/2025 - 12/09/2025	10	0	\$0.00
Meeting Sales	Global Animal Products	2025 Christmas Meeting	12/11/2025 - 12/13/2025	15	0	\$22,567.96
Sports Sales	National Junior College Athletic Association	2025 NJCAA Football Championship	12/15/2025 - 12/18/2025	160	486	\$635,592.27
Total (21)				6,402	1,601	\$12,270,946.55



## Pending Meeting Sales & Sports Leads

### Pending Meeting Sales & Sports Leads

01/01/2026 - 12/31/2028  
Meeting Sales, Sports Sales

Month	Event Name	Group	Room Nights	Peak Rooms	Attendance	EIC	Status
Jan 16 - 19	<b>Amarillo Hockey Association</b> Stanley Cup Hockey Tournament 2026	Sports Sales	750	250	240	\$177,361.75	Lead
Mar 6 - 8	<b>Fandom Events</b> Bomb City Comic Con 2026	Meeting Sales	0	0	20	\$0.00	Pending
Mar 13 - 15	<b>Panhandle Kennel Club of the American Kennel Club</b> AKC FASTCATS 2026	Meeting Sales	0	0	75	\$0.00	Pending
Apr 9 - 12	<b>International Police Mountain Bicycling Association</b> IPMBA Board Meeting for 2026 Convention	Sports Sales	24	8	8	\$0.00	Pending
Apr 24 - 26	<b>Dust Devil Duel, LLC</b> Dust Devil Duel 2026	Sports Sales	275	100	100	\$0.00	Pending

**Jun**  
**11 - 13**      **Al Son del Folklore**  
2026 Festival Nacional "Raices y tradiciones de nuestro pueblo"

**Group:** Meeting Sales  
**Room Nights:** 250  
**Peak Rooms:** 125  
**Attendance:** 125      Lead  
**EIC:** \$70,745.67

---

**Jul**  
**14 - 15**      **Lubbock Area United Way**  
Lubbock Area United Way Leadership Retreat

**Group:** Meeting Sales  
**Room Nights:** 60  
**Peak Rooms:** 60  
**Attendance:** 60      Lead  
**EIC:** \$0.00

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**Jul**  
**19 - 23**      **American Junior Golf Association**  
AJGA 2026

**Group:** Sports Sales  
**Room Nights:** 370  
**Peak Rooms:** 70  
**Attendance:** 60      Pending  
**EIC:** \$194,489.26

---

**Aug**  
**5 - 16**      **West Texas Futurity**  
2026 West Texas Futurity

**Group:** Sports Sales  
**Room Nights:** 555  
**Peak Rooms:** 55  
**Attendance:** 350      Lead  
**EIC:** \$0.00

---

**Sep**  
**11 - 13**      **Tri-State Exposition**  
2026 Tri-State Fair & Rodeo Steer Wrestling & Red Boot Affair

**Group:** Sports Sales  
**Room Nights:** 0  
**Peak Rooms:** 0  
**Attendance:** 0      Pending  
**EIC:** \$0.00

---

**Oct**  
**9 - 12**      **Class Reunion Account**  
Amarillo High School Class of 76 50th Reunion

**Group:** Meeting Sales  
**Room Nights:** 60  
**Peak Rooms:** 25  
**Attendance:** 25      Lead  
**EIC:** \$13,500.00

---

**Nov**  
**8 - 16**      **Working Ranch Cowboy Association**  
WRCA 31st World Championship Ranch Rodeo - Staff Rooms Only

**Group:** Sports Sales  
**Room Nights:** 0  
**Peak Rooms:** 0  
**Attendance:** 400      Pending  
**EIC:** \$0.00

---

**Nov**  
**12 - 15**      **Working Ranch Cowboy Association**  
WRCA 31st World Championship Ranch Rodeo - Courtesy Block Request

**Group:** Sports Sales  
**Room Nights:** 0  
**Peak Rooms:** 0  
**Attendance:** 4000      Pending  
**EIC:** \$0.00

---

**Dec**  
**2 - 6**      **Amarillo Tri-State Exposition**  
Amarillo Classic Junior Stock Show 2026

**Group:** Meeting Sales  
**Room Nights:** 550  
**Peak Rooms:** 200  
**Attendance:** 200      Pending  
**EIC:** \$342,019.43

---

**Dec**  
**14 - 17**      **National Junior College Athletic Association**  
2026 NJCAA Football Championship

**Group:** Sports Sales  
**Room Nights:** 480  
**Peak Rooms:** 160  
**Attendance:** 160      Pending  
**EIC:** \$647,315.73

---

**Feb**  
**2 - 7**      **Outstanding Farmers of America**  
2027 Outstanding Farmers of America

**Group:** Meeting Sales  
**Room Nights:** 325  
**Peak Rooms:** 80  
**Attendance:** 80      Lead  
**EIC:** \$153,722.22

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**Apr**  
**1 - 4**      **FIRST® IN TEXAS**  
2027 FIRST® Robotic Competition- District Event

**Group:** Meeting Sales  
**Room Nights:** 750  
**Peak Rooms:** 250  
**Attendance:** 600      Pending  
**EIC:** \$511,124.83

---

<b>Jul</b> 5 - 9	<b>American Quarter Horse Association</b> 2027 Youth Excellence Seminar (YES) Leadership Conference	<b>Group:</b> Meeting Sales <b>Room Nights:</b> 0 <b>Peak Rooms:</b> 0 <b>Attendance:</b> 65 <b>EIC:</b> \$103,382.71	Pending
<b>Aug</b> 4 - 16	<b>West Texas Futurity</b> 2027 West Texas Futurity	<b>Group:</b> Sports Sales <b>Room Nights:</b> 555 <b>Peak Rooms:</b> 55 <b>Attendance:</b> 350 <b>EIC:</b> \$0.00	Pending
<b>Oct</b> 29 - 31	<b>Conference Commissioners Association Division 2</b> 2027 Dual Gender D2CCA Tip Off Classic	<b>Group:</b> Sports Sales <b>Room Nights:</b> 300 <b>Peak Rooms:</b> 100 <b>Attendance:</b> 76 <b>EIC:</b> \$0.00	Pending
<b>Nov</b> 7 - 15	<b>Working Ranch Cowboy Association</b> WRCA 32nd World Championship Ranch Rodeo*- Staff Rooms Only	<b>Group:</b> Sports Sales <b>Room Nights:</b> 0 <b>Peak Rooms:</b> 0 <b>Attendance:</b> 400 <b>EIC:</b> \$0.00	Pending
<b>Dec</b> 13 - 16	<b>National Junior College Athletic Association</b> 2027 NJCAA Football Championship	<b>Group:</b> Sports Sales <b>Room Nights:</b> 480 <b>Peak Rooms:</b> 160 <b>Attendance:</b> 160 <b>EIC:</b> \$664,051.26	Pending
<b>Apr</b> 17 - 21	<b>West Texas County Judges and Commissioners Association</b> 99th WTCJCA Annual Conference 2028	<b>Group:</b> Meeting Sales <b>Room Nights:</b> 800 <b>Peak Rooms:</b> 250 <b>Attendance:</b> 250 <b>EIC:</b> \$350,335.31	Lead

**Jul**  
**11 - 16**

**Handweavers Guild of America**  
Convergence Biennial Convention 2028

**Group:** Meeting Sales  
**Room Nights:** 1900  
**Peak Rooms:** 400  
**Attendance:** 430 Pending  
**EIC:** \$0.00

**Nov**  
**5 - 13**

**Working Ranch Cowboy Association**  
WRCA 33rd World Championship Ranch Rodeo - Staff Rooms Only

**Group:** Sports Sales  
**Room Nights:** 0  
**Peak Rooms:** 0  
**Attendance:** 400 Pending  
**EIC:** \$0.00

---

**Sum of EIC:** \$3,228,048.17

Report: Lost Business Report

Lost Reason	Economic I Lost Count	
Multiple Reasons	\$0.00	0

Lost Business Detail							
Organization Name	Lead Name	Meeting Start Date	Room	Atter Room	Nigh	Economic I Lost Reason	Lost Note

NOVEMBER REPORTING

# VISIT AMARILLO



MADDEN

DECEMBER 2025

AMARILLO



# Stuff You're Going To Hear About

SEM

INSTAGRAM

FACEBOOK

META REMARKETING

EXPEDIA

# NOVEMBER 2025 PERFORMANCE AT A GLANCE



## SEM

- 3,119 Clicks
- 23,699 Impressions
- 13.16% CTR

12.16% CTR Benchmark

## INSTAGRAM

- 267 Clicks
- 410,732 Impressions
- .07% CTR
- 152,317 Reach

## FACEBOOK

- 4,201 Clicks
- 212,245 Impressions
- 1.98% CTR
- 155,928 Reach

1.87% CTR Benchmark

## META REMARKETING

- 15,488 Clicks
- 179,126 Impressions
- 8.65% CTR
- 107,528 Reach

1.92% CTR Benchmark

## EXPEDIA

- 95,669 Impressions
- 846 Room Nights
- \$93,920 Booking Revenue
- 31.1 ROAS

# SEM

## WHAT WORKED

- As we continue to refine targeting, we are noticing a leveling out of both impressions and clicks among ages. While each age range roughly accounts for 20% of clicks, users aged 55-64 had a slight lead accounting for 23% of clicks while 25-34 only accounted for 16%. This likely is due to seasonality and available resources and bandwidth for 25-34 year olds.
- Albuquerque-Santa Fe, Denver, and OKC are top DMAs for clicks and CTRs.
  - ◆ ABQ-Santa Fe - 662 Clicks - 15.9% CTR
  - ◆ Denver - 425 Clicks - 12.39% CTR
  - ◆ OKC - 516 Clicks - 13.92% CTR

## KEY LEARNINGS

- We are seeing evidence that the awareness being built up from Meta campaigns is directly translating into search. The Dining Ad group continues to see growth in both impressions (4.98% MoM) and clicks (39.06% MoM). This growth is also translated on-site with a 29.57% increase in sessions, and a 2.33% increase in Time on Site on the Restaurants page.

**23,669**  
IMPRESSIONS

**3,119**  
CLICKS

**13.16%**  
CTR  
12.16% BENCHMARK



# TOP AD SEM

Things to Do & See in Amarillo | Attractions in Amarillo, Texas | Explore Amarillo Things to Do

Ad [www.visitamarillo.com](http://www.visitamarillo.com)

From outdoor fun in wide open spaces to unique attractions, find things to do in Amarillo. Explore a wide variety of great things to do and see in Amarillo and start planning a trip.

Historic Route 66

Palo Duro Canyon

Outdoor Adventures

# INSTAGRAM

## WHAT WORKED

- Feeds placements continued to be top performer for all performance metrics - impressions, reach and engagements. This is likely due to the algorithm optimizing towards this placement due to strong performance during the learning phase.
- Males outpaced females across all performance metrics as well.

## KEY LEARNINGS

- While growth continues in terms of reach with a 16.73% increase MoM - all other performance metrics have leveled out as the campaign. This indicates that we were beginning to see fatigue among users just in time for the Ski campaign to go live.

**410,732**  
IMPRESSIONS

**267**  
CLICKS



**.07%**  
CTR  
1.97% BENCHMARK


**152,317**  
REACH



# TOP AD INSTAGRAM

Instagram


 **visit\_amarillo**   
Sponsored ...







WHERE REAL TEXAS MEETS

THE BIG TEXAN

THE LITERAL  
**BIGGEST**  
**STEAK** EVER

[Learn more](#) 

visit\_amarillo Literally the biggest steak you've ever seen. Could you clean your plate and leave with bragging rights? 😊

# FACEBOOK

## WHAT WORKED

- While In-Feed placements earned top marks for impressions and reach, Reels placements continued to drive performance accounting for 3,316 clicks with a 3.40% CTR.

## KEY LEARNINGS

- Unlike Instagram, Females led performance across Facebook.
- Similar to Instagram; however, we did notice a tapering off of performance MoM indicating that we reached creative fatigue in time for the Ski campaign.

**212,245**  
IMPRESSIONS

**4,201**  
CLICKS

**1.98%**  
CTR  
1.87% BENCHMARK

**155,928**  
REACH



# TOP AD FACEBOOK

**STEER**

THE BIG TEXAN

THE FREE 7oz STEAK.

INTO

Visit Amarillo

So many steak houses, so little ...more

[Learn more](#)

Sponsored

Facebook interaction icons: Like, Comment, Share, and a vertical ellipsis menu.

# META REMARKETING

## WHAT WORKED

- Similar to October, Users aged 25-44 out performed users 45-64 by delivering 10,066 clicks with a 10.51% CTR (A45-64 - 5,422 clicks//6.51% CTR).
- Additionally, A25-44 were more likely to show engagement with the ads with 575 interactions including 562 reactions versus 336 interactions from A45-64.

## KEY LEARNINGS

- While we are not targeting on Prospecting campaigns, users from DFW earn top marks in Retargeting with a 7,969 unique reach, 1,266 clicks, and a 9.23% CTR. Similarly, we are noticing strong performance across all Texas markets for this campaign, indicating that while we are not targeting directly, there is still a strong brand affinity for Amarillo among Texans .
- In reviewing performance across our targeted markets, Denver, OKC, and Albuquerque are top markets.
  - ◆ Denver - 5,587 Impressions // 471 Clicks // 8.43% CTR
  - ◆ OKC - 4,474 Impressions // 429 Clicks // 9.59% CTR
  - ◆ Albuquerque-Santa Fe - 4,904 Impressions // 464 Clicks // 9.465 CTR

**179,126**  
IMPRESSIONS

**14,488**  
CLICKS

**8.62%**  
CTR  
1.92% BENCHMARK

**107,528**  
REACH



# TOP AD META REMARKETING G



# EXPEDIA

## KEY LEARNINGS

- 45.3K unique travelers were reached by the campaign. These users were new users who had not previously been searching for Amarillo.
- After seeing the ad 2.4k travelers took an action such as a destination search or viewed a hotel property. Specifically, 10.1k searches were taken as a direct result of this campaign.
- 884 travelers ultimately completed a booking from this campaign.

**95,669**

IMPRESSIONS

**846**

ROOM NIGHTS

**\$93,920**

BOOKING REVENUE

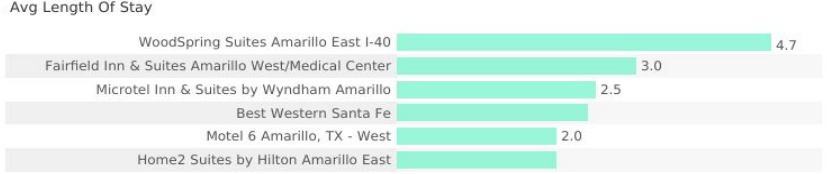
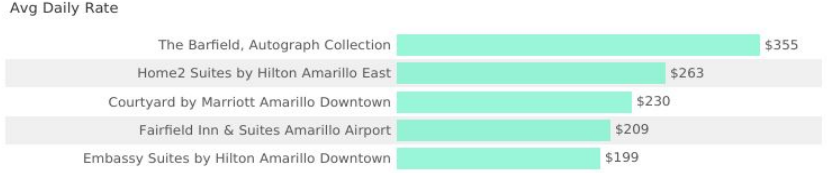
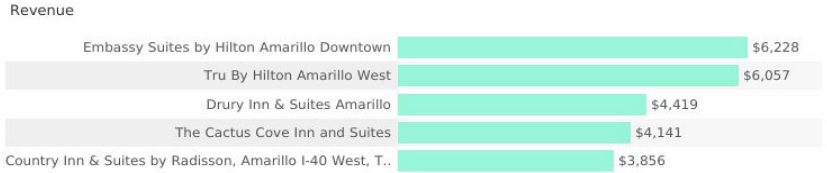
**31.1**

ROAS

# Enhanced Conversion Insights: Amarillo FY 26



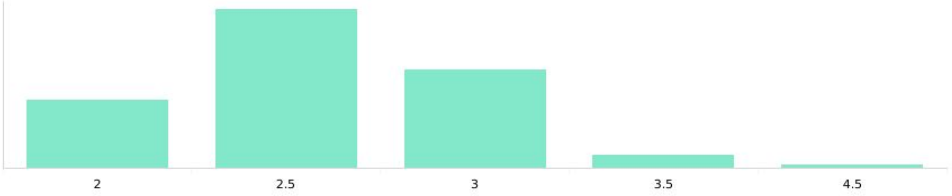
## Top 5 Hotels



Reporting Period: 11/1/2025 - 11/30/2025



## Star Rating (Room Nights)



## All Hotels and Vacation Rental Properties

Property	Revenue	Room Nights	Avg Daily Rate	Avg Length of Stay
Embassy Suites by Hilton Amarillo Downtown	\$6,228	31	\$199	1.4
Tru By Hilton Amarillo West	\$6,057	49	\$124	1.4
Drury Inn & Suites Amarillo	\$4,419	28	\$155	1.1
The Cactus Cove Inn and Suites	\$4,141	46	\$90	1.2
Country Inn & Suites by Radisson, Amarillo I-40 West, TX	\$3,856	35	\$110	1.1
Spark by Hilton Amarillo Western Plaza	\$3,474	34	\$103	1.8
TownePlace Suites by Marriott Amarillo West/Medical C..	\$3,266	20	\$163	1.4
Microtel Inn & Suites By Wyndham Amarillo West	\$3,230	33	\$97	1.6
Hilton Garden Inn Amarillo	\$2,769	26	\$106	1.1
Springhill Suites by Marriott Amarillo	\$2,704	18	\$148	1.1
Courtyard by Marriott Amarillo Downtown	\$2,524	11	\$230	1.4
The Barfield, Autograph Collection	\$2,485	7	\$355	1.2
La Quinta Inn by Wyndham Amarillo Mid-City	\$2,339	34	\$68	1.5
Holiday Inn Express & Suites Amarillo West by IHG	\$2,158	17	\$131	1.1
Hyatt Place Amarillo-West	\$1,979	12	\$159	1.1
Best Western Plus Medical Center	\$1,898	14	\$136	1.6
Atrea Inn Amarillo	\$1,833	28	\$65	1.1
The Big Texan Motel	\$1,812	17	\$107	1.2



# THANKS!

