



(806)374-1497

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1000 S. Polk St. Amarillo, TX 79101

## NOTICE OF SPECIAL MEETING & AGENDA VISIT AMARILLO BOARD OF DIRECTORS PLANNING RETREAT

**MEETING TO BE HELD ON FRIDAY FEBRUARY 27, 2026, AT 12:00 PM AT THE MACK DICK PAVILION, IN PALO DURO CANYON, 11450 PARK ROAD 5, CANYON, TX.  
(Park fees waived for Visit Amarillo meeting attendees)**

*Please note: The Visit Amarillo 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.*

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

***Lunch and team building activity at 12pm-1pm; Official meeting start time is 1pm***

- 1. Call to Order**
- 2. Public Forum**
- 3. General Announcements from Board Members**
- 4. Consideration: Minutes from January 28, 2026**
- 5. Review: Visit Amarillo Achievements: First 5 Years**
- 6. Presentation and Discussion: 10 Year Tourism Master Plan presented by JLL**
- 7. Consideration: Adoption of the 10 Year Master Plan**
- 8. Discussion and Consideration: First 1-3 Year Strategic Plan for Board of Directors**
- 9. Discussion on future meeting dates and possible agenda items**

The next regular meeting date is March 25th. 2026.

### **10. Adjournment**

*Accessibility to individuals with disabilities at the Mack Dick Pavilion in Palo Duro Canyon State Park is available through accessible entrances and designated accessible parking areas near the facility. The building is equipped with disability restroom facilities. Individuals with disabilities who require special accommodation or a sign language interpreter must contact the City Secretary's Office at least 48 hours prior to the meeting time by telephone at (806) 378-3013 or the City TDD number at (806) 378-4229 so that appropriate arrangements can be made.*





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**MINUTES OF THE REGULAR CVB BOARD MEETING HELD ON WEDNESDAY, JANUARY 28, 2025, AT 8:30 AM IN THE MEETING ROOM OF THE AMARILLO BOTANICAL GARDENS 1400 STREIT DRIVE. AMARILLO, TEXAS.**

<u>Voting Member</u>	<u>Present</u>	<u>No. Meetings Held</u>	<u>No. Meetings Attended</u>
<u>Angela Knapp Eggers</u>	Y	3	2
<u>Vic Ragha</u>	Y	3	2
<u>Phyllis Golden</u>	N	3	3
<u>Bobby Lee</u>	Y	3	2
<u>Coco Duckworth</u>	Y	3	3
<u>Don Tipps</u>	Y	3	3
<u>Jason Fenton</u>	Y	3	3
<u>Payal Nathu</u>	Y	3	3
<u>Al Patel</u>	Y	3	3
<u>Ex-Officios</u>			
<u>Beth Duke</u>	Y	3	2
<u>Bo Fowlkes</u>	N	3	3
<u>Brady Ragland</u>	Y	3	2

**1. Call to Order**

- Coco Duckworth called the meeting to order

**2. Public Forum**

- No members of the public were in attendance.

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

- Vic Ragha made a motion to approve the minutes; Jason Fenton seconded. After a board vote, the motion passed.

**4. Financials**

- Q1 25-26: Expenses are outpacing revenue, but this will flatten out as the year goes on.
- Revenue up 16.3% and expenses are down 77% of the budgeted amount.
- Expenses: Admin/Advertising were the biggest chunks of the budget.
- HOT Collection Performance: ACVB's portion collected is over what was budgeted.
- Motion made by Bobby Lee, Payal Nathu seconded. After a board vote, the report passed.

**5. General Announcements from Board Members**

- Center City Mural Run: biggest fundraiser of the year, March 28th, 4th annual event.
- Tri-State: Monster Truck Show: about 10,000 people attended Friday-Saturday in the Amarillo National Center.

## 6. Tourism Master Plan CVB Board Workshop

- Summary Statement from JLL: Amarillo has a rare opportunity to elevate its visitor economy by leaning into its authentic Western identity, expanding outdoor and agritourism, building a stronger events ecosystem, and strategically reinvesting in its key cultural districts. With infrastructure upgrades, brand alignment, and stronger community engagement, Amarillo can evolve from a pass-through stop into a multi-day Western cultural destination with statewide and national visibility.
- From Pass-Through to Purposeful Stay: What specific experiences, events, or districts do you believe have the greatest potential to convert Amarillo from a one-night stop into a multi-day destination - and what is currently preventing those opportunities from scaling or connecting into a cohesive visitor journey?
  - How we can get experiences to become more cohesive:
    - cross-pollination between experiences is helpful for everyone
    - There is often an idea that we are pulling ourselves up by our bootstraps and we have to do things on our own, and it's tough to focus outside of our own individual business.
    - We need a vision shift to show how much more successful everyone will be if we work together.
    - There are some issues of budgets from smaller places (mom and pops) vs bigger places that are established.
    - Time is a precious resource and it is tough for people to have the time to collaborate.
    - There is a feeling of "only certain people are getting business" which can put a constraint on partners to come together and move forward. More resources could be beneficial for these partners who don't have the same resources as others.
    - We as an office can lean into reviews and reputation of our partners to help them feel supported. We could look into places that are 3 stars and up or places who are actively working to make things better and be professional in handling negative reviews. The office can give resources to everyone, and it is up to the choice of the partners to utilize those.
      - Another standard with our partners could be consistency (consistency within hours so travelers can plan).
    - Suggestion of a partner portal to be able to communicate with other partners. We have RoundUp, and we can set up a version where partners can more easily communicate with others. There is a community post board on RoundUp. We as an office need partners pushing other partners to use the tools.
  - Kiosks: these are located currently at the airport and Buccee's
  - Reviews: partners can start being more pushy into getting Google

- Reviews from their experiences
- Facilities: we need better facilities (for example the Civic Center). There also needs to be more family friendly attractions (Wonderland new ownership, having a covered outdoor venue at John Stiff Park to host concerts).
  - There is a general community recognition of individual benefit.
  - We need to work to improve the beautification of Amarillo, specifically on I-40 so people driving on the highway can feel the personality of Amarillo.
  - Where do you believe tourism investment would deliver the most visible and broadly supported community benefit over the next 5-10 years - and how should Visit Amarillo better communicate the value of tourism to residents who are skeptical of visitor-driven funding?
    - We have an older demographic that tends to push the younger demographic out. Many younger people value a strong downtown experience.
    - A great place to live is a great place to work is a great place to visit. All 3 need to be balanced in the destination.
  - If Amarillo were to credibly claim a national leadership position in "authentic Western culture", what assets, stories, and experiences must be elevated first - and what would need to change operationally or collaboratively to protect that authenticity as visitation grows?
    - There needs to be a mentality of both preservation and new things.
    - Convention center economically makes more sense, but there is more community use of the civic center. JLL believes we can make a plan for a center that meets both needs.

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

The next meeting will be February 27, 2026 (12pm-5pm) at the Mack Dick Pavilion

## **8. Adjournment**

- Coco Duckworth adjourned the meeting

Respectfully submitted,

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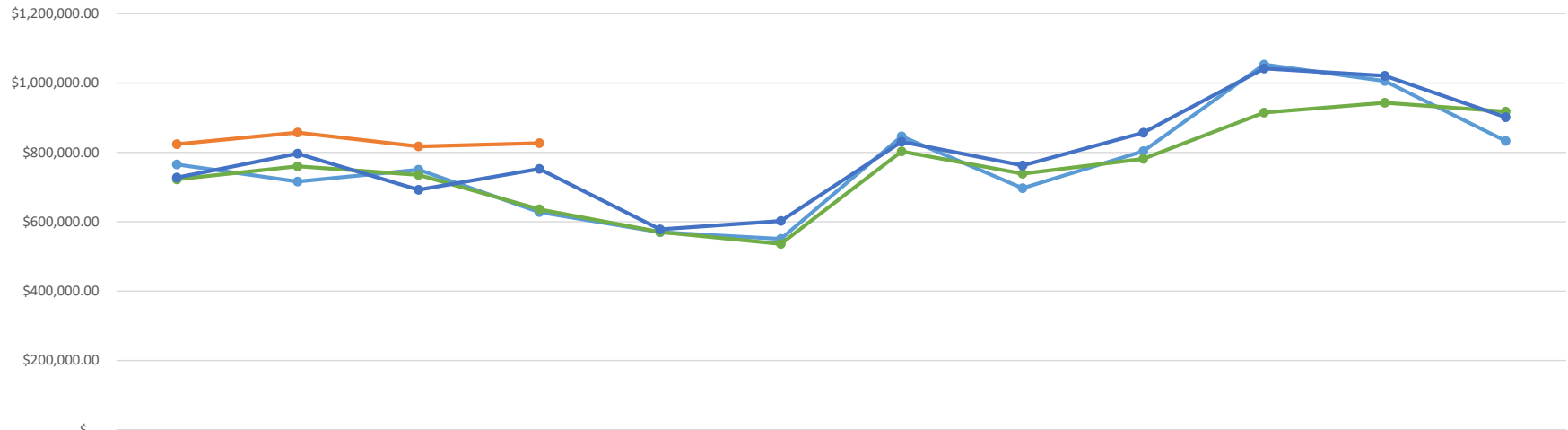
Ashley Roberts  
Administrative Assistant

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CoCo Duckworth  
CVB Board President



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	\$826,585.00								

2022.23 2023.24 2024.25 2025.26

**Total HOT Collections**

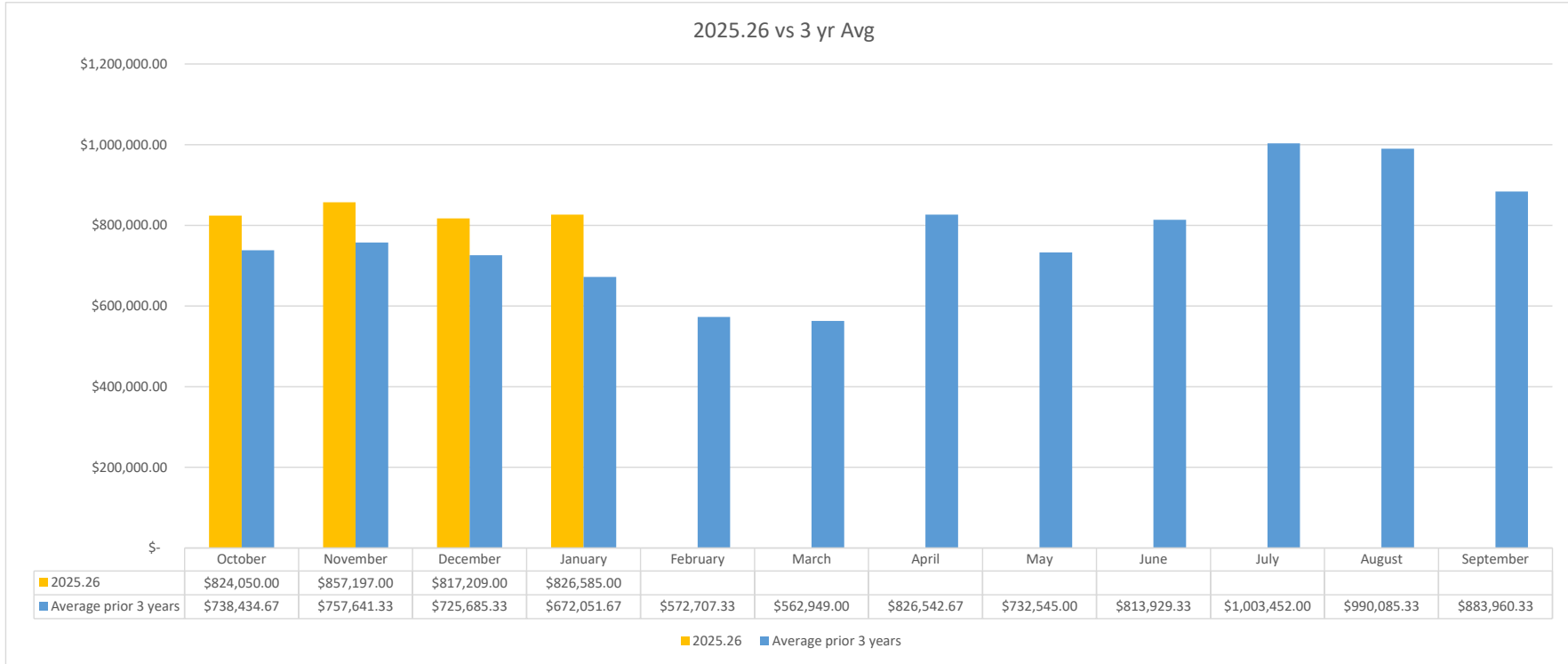
Month	FY 2024.25	FY 2025.26	% Change
October	\$ 727,689.00	\$ 824,050.00	13%
November	\$ 796,646.00	\$ 857,197.00	8%
Decemeber	\$ 692,195.00	\$ 817,209.00	18%
January	\$ 752,597.00	\$ 826,585.00	10%
February	\$ 578,127.00	\$ -	-100%
March	\$ 602,238.00	\$ -	-100%
April	\$ 830,522.00	\$ -	-100%
May	\$ 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%
December	\$ 174,303	\$ 223,845	28%
January	\$ 204,145	\$ 234,112	15%
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>\$ 3,325,041.00</b>	<b>-20%</b>

July	\$ 315,355	-100%	
August	\$ 306,225	-100%	
September	\$ 260,200	-100%	
<b>Total</b>	<b>\$ 924,304</b>	<b>\$ 932,448</b>	<b>1%</b>

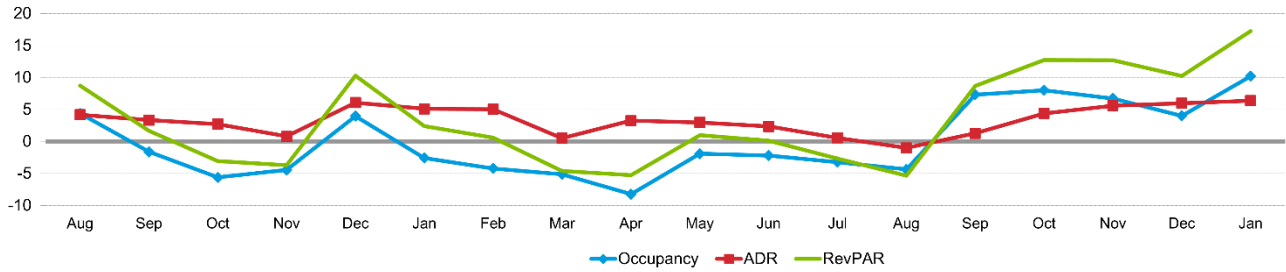


**Actual Hotel/Motel Tax Collections**  
2025.26

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	\$ 826,585.00	\$ 66,434.00	\$ 380,075.50	\$ 471,742.50	\$ 325,779.00	\$ 91,667.00	\$ 54,296.50	\$ 288,408.50	\$ 760,151.00	\$ 691,317.00	\$ 68,834.00	9.5%
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>\$ 3,325,041.00</b>	<b>\$ 293,771.00</b>	<b>\$ 1,515,635.00</b>	<b>\$ 2,615,639.00</b>	<b>\$ 1,299,115.71</b>	<b>\$ 1,100,004.00</b>	<b>\$ 216,519.29</b>	<b>\$ 415,631.00</b>	<b>\$ 3,031,270.00</b>	<b>\$ 8,685,620.00</b>	<b>\$ 303,904.00</b>	<b>10.654%</b>

# AMARILLO LODGING DATA

Monthly Percent Change

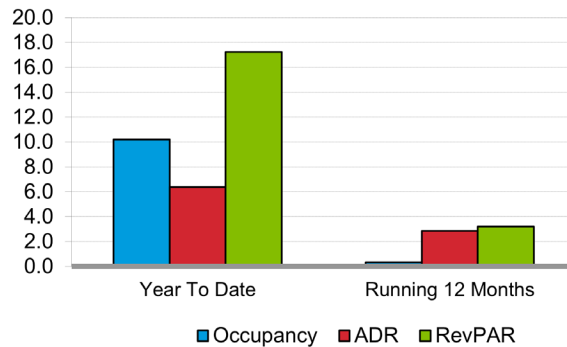


From Smith Travel Research

## January 2026

January 2026 Occupancy – 53.9%  
 Up 10.2% from January 2025  
 January 2026 Supply – Up 0.1% from January 2025  
 January 2026 Demand – Up 10.3% from January 2025

Overall Percent Change



January 2026 ADR – \$90.95  
 Up 6.4% from January 2025  
 January 2026 RevPAR – \$49.00  
 Up 17.2% from January 2025  
 January 2026 Total Revenue – \$11,215,519  
 Up 17.4% from January 2025  
 7,721 total rooms (per STR)

RUNNING 12 MONTH TOTAL REVENUE 2026 - \$157,032,874



# January 2026 Financial Report

Fiscal Year 2025.26  
January 2026

Prepared by  
**Braley Beck**

Prepared on  
**February 18, 2026**

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# Summary

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## Quick Look:

- ACVB portion of HOT collections for January 2026 came in at \$234,111.91. This is \$29,966.91 over ACVB's projections
- Expenses came in at ~\$54,000 under budget
  - This is primarily due to variances in the budgeted expense month vs. the actual expense

## Revenue and Sales:

- Total Revenues for January 2026 amounted to ~\$234,000
- An additional ~\$6,000 of interest income was received

## Expenses and Cost Management:

- Expenses in January were under budget by ~\$54,000
- **Departmental Expenses Over and Under:**
  - - Administration: Under Budget by ~\$34,000  
Primarily due to the month budgeted vs actual expense month and contingency funds (i.e. legal fees, personnel expenses, etc.)
  - - Advertising: Under Budget by ~\$1,000  
Due primarily to the timing of expenses vs. the budgeted month for sales tools.
    - Arts: Under Budget by ~\$5,000  
Due funds for reworking the art at the airport not having yet been spent
    - Communications: Over Budget by ~\$2,000  
Due to the timing of expenses vs. the budgeted month
    - Film Commission: Under Budget by ~\$7,000  
Due to the timing of expenses vs. the budgeted month
  - - Route 66 Festival: Over Budget by ~\$600
  - - Due to the timing of expenses vs. the budgeted month
    - Sales: Under Budget by ~\$7,000  
Due to the timing of expenses vs. the budgeted month
    - Servicing: Over Budget by ~\$400
    - Special Projects: Under Budget by ~\$200
    - Tourism: Under Budget by ~\$3,000  
Due to the timing of expenses vs. the budgeted month

## HOT Collections:

- January's **Total** HOT collections were up 9.5% from the City's projected number. A total of \$68,834
- For January, the ACVB portion of HOT collections came in at \$29,500 over City projections

# Statement of Financial Position

As of January 31, 2026

	<b>Total</b>
<b>ASSETS</b>	
<b>Current Assets</b>	
<b>Bank Accounts</b>	
1000 Petty Cash	6.50
1010 Restricted Interest Checking Account	967,486.99
1020 Non-Restricted Checking	67,691.12
1030 Reserves Account	1,333,913.68
1040 Certificate of Deposit	1,000,000.00
1071 Bill.com Money In Clearing	150.00
1072 Bill.com Money Out Clearing	264.25
In-Kind Clearing	0.00
May 2023 Vanilla Gift Card for Content Creators	27.13
<b>Total Bank Accounts</b>	<b>3,369,539.67</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	45,852.37
1210 Inventory	19,492.99
Inventory Asset	0.00
QuickBooks Tax Holding Account	7,598.60
<b>Total Other Current Assets</b>	<b>72,943.96</b>
<b>Total Current Assets</b>	<b>3,443,338.79</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	-18,572.74
1331 Fixed Assets Accumulated Amortization	-20,706.00
1340 Leased Asset - ROU	180,250.00
1341 ROU Asset - Accumulated amortization	-93,573.00
<b>Total 1300 Fixed Assets</b>	<b>99,615.01</b>
<b>Total Fixed Assets</b>	<b>99,615.01</b>
<b>TOTAL ASSETS</b>	<b>\$3,542,953.80</b>

## LIABILITIES AND EQUITY

	<b>Total</b>
<b>Liabilities</b>	
<b>Current Liabilities</b>	
<b>Accounts Payable</b>	
2010 Accounts Payable (A/P)	57,926.17
<b>Total Accounts Payable</b>	<b>57,926.17</b>
<b>Credit Cards</b>	
2300 Credit Card	
2305 BOA Credit Card - Through COA	0.00
2310 Spend & Expense Credit Card	26,773.12
<b>Total 2300 Credit Card</b>	<b>26,773.12</b>
<b>Total Credit Cards</b>	<b>26,773.12</b>
<b>Other Current Liabilities</b>	
2100 Sales Tax Payable	-21.56
2200 Payroll Liabilities	6,733.04
2215 Federal Taxes (941/943/944)	-72.93
2225 TX Unemployment Tax	197.87
2230 Retirement - Employee Contribution	10,079.09
2233 After-tax Roth	0.00
2235 Retirement Loan	321.80
2240 Employee Benefits to Pay	
2245 Vision/Dental	30.78
<b>Total 2240 Employee Benefits to Pay</b>	<b>30.78</b>
2250 Other Payroll Liabilities	
2255 AFLAC Accident	22.90
2260 AFLAC Cancer	344.73
2265 AFLAC Critical	34.92
2270 AFLAC Hospital	53.64
2275 AFLAC Short-Term Disability	364.32
<b>Total 2250 Other Payroll Liabilities</b>	<b>820.51</b>
Unauthorized Expense Deduction	0.00
<b>Total 2200 Payroll Liabilities</b>	<b>18,110.16</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	0.00
Out Of Scope Agency Payable	41.35
<b>Repayment</b>	
ATT Maritime Charge	0.00
<b>Total Repayment</b>	<b>0.00</b>

	<b>Total</b>
<b>Total Other Current Liabilities</b>	<b>18,190.41</b>
<b>Total Current Liabilities</b>	<b>102,889.70</b>
<b>Long-Term Liabilities</b>	
2500 Long Term Liabilities	
2530 ROU Lease Liabilities - Noncurrent	60,270.00
2540 ROU Lease Liabilities - Current	22,433.00
<b>Total 2500 Long Term Liabilities</b>	<b>82,703.00</b>
<b>Total Long-Term Liabilities</b>	<b>82,703.00</b>
<b>Total Liabilities</b>	<b>185,592.70</b>
<b>Equity</b>	
Opening balance equity	0.00
Retained Earnings	3,455,780.85
Net Revenue	-98,419.75
<b>Total Equity</b>	<b>3,357,361.10</b>
<b>TOTAL LIABILITIES AND EQUITY</b>	<b>\$3,542,953.80</b>

# Statement of Activity by Class

January 2026

	Administration	Advertising	Communications	Film Commission	Route 66 Festival	Sales	Servicing	Special Projects	Tourism	TOTAL
<b>REVENUE</b>										
4000 Revenues										0.00
4010 HOT Funds	234,111.91									234,111.91
<b>Total 4000 Revenues</b>	<b>234,111.91</b>									<b>234,111.91</b>
4500 Merchandise Sales										0.00
4510 Shipping Charges Reimbursed					154.00					154.00
4530 Product Sales					13.12					13.12
<b>Total 4500 Merchandise Sales</b>					<b>167.12</b>					<b>167.12</b>
Sales of Product Income					12.42					12.42
<b>Total Revenue</b>	<b>234,111.91</b>	<b>0.00</b>	<b>0.00</b>	<b>0.00</b>	<b>179.54</b>	<b>0.00</b>	<b>0.00</b>	<b>0.00</b>	<b>0.00</b>	<b>234,291.45</b>
<b>COST OF GOODS SOLD</b>										
6230 Cost of Goods Sold Retail					42.83					42.83
Cost of Goods Sold					0.00					0.00
<b>Total Cost of Goods Sold</b>	<b>0.00</b>	<b>0.00</b>	<b>0.00</b>	<b>0.00</b>	<b>42.83</b>	<b>0.00</b>	<b>0.00</b>	<b>0.00</b>	<b>0.00</b>	<b>42.83</b>
<b>GROSS PROFIT</b>	<b>234,111.91</b>	<b>0.00</b>	<b>0.00</b>	<b>0.00</b>	<b>136.71</b>	<b>0.00</b>	<b>0.00</b>	<b>0.00</b>	<b>0.00</b>	<b>234,248.62</b>
<b>EXPENDITURES</b>										
5000 Personnel Expenses										0.00
5100 Salaries and Wages	90,497.67									90,497.67
5110 Incentives	9,350.00									9,350.00
5220 Federal Taxes (941)	7,577.06									7,577.06
5230 State Unemployment	197.87									197.87
5300 Workers Compensation	1,140.00									1,140.00
5400 Retirement	10,437.46									10,437.46
5500 Communications Allowance	276.96									276.96
5600 Employee Health	6,930.90									6,930.90
5610 Employee Life & Disability	862.19									862.19
5630 Employee Dental/Vision	358.10									358.10
<b>Total 5000 Personnel Expenses</b>	<b>127,628.21</b>									<b>127,628.21</b>
6000 Program Expenses										0.00
6010 FAM/Site Visits			26.38		1,380.00		792.17			2,198.55
6020 Community Awareness			117.13	201.66		36.74	423.62		234.37	1,013.52
6030 Professional Organizations		102.22	355.69				208.71			666.62

	Administration	Advertising	Communications	Film Commission	Route 66 Festival	Sales	Servicing	Special Projects	Tourism	TOTAL
6050 Sales Tools		9,278.06				2,927.50				12,205.56
6060 Literature									1,736.41	1,736.41
6070 Photography/Videography			2,500.00							2,500.00
6080 Trade Shows/Organizations	20.52					3,247.10			2,666.53	5,934.15
6110 Specialty Advertising						190.48	1,177.16			1,367.64
6120 Sales Calls				1,650.00						1,650.00
6180 Education	40.00					507.04	1,078.52		833.74	2,459.30
6220 Advertising		37,002.06								37,002.06
6250 Association Dues and Memberships				1,036.67						1,036.67
6260 Software			319.80							319.80
6270 Research								12,767.64		12,767.64
6280 Misc. Meetings	74.14		225.56	194.96	66.58					561.24
6290 Special Events					14.06			7,061.11	96.63	7,171.80
6310 Ad Production			521.45							521.45
6500 Activity Fund							670.58			670.58
<b>Total 6000 Program Expenses</b>	<b>134.66</b>	<b>46,382.34</b>	<b>4,066.01</b>	<b>3,083.29</b>	<b>1,460.64</b>	<b>6,908.86</b>	<b>4,350.76</b>	<b>19,828.75</b>	<b>5,567.68</b>	<b>91,782.99</b>
7000 Administrative Overhead										0.00
7100 Contractual Services										0.00
7110 Communications Billing	736.47									736.47
7120 Postage	324.57				9.64				418.25	752.46
7140 Rental Land & Buildings	1,609.16									1,609.16
7150 Vehicle Lease	710.51									710.51
7160 IT Services	1,048.00									1,048.00
7170 Rented Equipment	313.57									313.57
<b>Total 7100 Contractual Services</b>	<b>4,742.28</b>				<b>9.64</b>				<b>418.25</b>	<b>5,170.17</b>
7200 Other Charges										0.00
7210 Insurance and Bonds	1,232.75									1,232.75
7220 Mileage	436.78									436.78
7240 Executive Office Overhead	83.03									83.03
<b>Total 7200 Other Charges</b>	<b>1,752.56</b>									<b>1,752.56</b>
7300 Administrative Software	395.85									395.85
7700 Office Supplies	113.87									113.87
7800 Misc. Office Expense	381.22									381.22
<b>Total 7000 Administrative Overhead</b>	<b>7,385.78</b>				<b>9.64</b>				<b>418.25</b>	<b>7,813.67</b>

	Administration	Advertising	Communications	Film Commission	Route 66 Festival	Sales	Servicing	Special Projects	Tourism	TOTAL
Square Fees					15.87					15.87
<b>Total Expenditures</b>	<b>135,148.65</b>	<b>46,382.34</b>	<b>4,066.01</b>	<b>3,083.29</b>	<b>1,486.15</b>	<b>6,908.86</b>	<b>4,350.76</b>	<b>19,828.75</b>	<b>5,985.93</b>	<b>227,240.74</b>
<b>NET OPERATING REVENUE</b>	<b>98,963.26</b>	<b>-46,382.34</b>	<b>-4,066.01</b>	<b>-3,083.29</b>	<b>-1,349.44</b>	<b>-6,908.86</b>	<b>-4,350.76</b>	<b>-19,828.75</b>	<b>-5,985.93</b>	<b>7,007.88</b>
<b>OTHER REVENUE</b>										
4100 Interest Income	5,673.40									5,673.40
<b>Total Other Revenue</b>	<b>5,673.40</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>5,673.40</b>
<b>OTHER EXPENDITURES</b>										
7400 Depreciation Expense	216.86									216.86
Amortization expenses	1,218.00									1,218.00
<b>Total Other Expenditures</b>	<b>1,434.86</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>1,434.86</b>
<b>NET OTHER REVENUE</b>	<b>4,238.54</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>4,238.54</b>
<b>NET REVENUE</b>	<b>\$103,201.80</b>	<b>\$ -46,382.34</b>	<b>\$ -4,066.01</b>	<b>\$ -3,083.29</b>	<b>\$ -1,349.44</b>	<b>\$ -6,908.86</b>	<b>\$ -4,350.76</b>	<b>\$ -19,828.75</b>	<b>\$ -5,985.93</b>	<b>\$11,246.42</b>

# FY 2025.26 Budget Vs. Actual Totals

January 2026

	Actual	Budget	over Budget	Total % of Budget
<b>REVENUE</b>				
4000 Revenues				
4010 HOT Funds	234,111.91	204,145.00	29,966.91	114.68 %
<b>Total 4000 Revenues</b>	<b>234,111.91</b>	<b>204,145.00</b>	<b>29,966.91</b>	<b>114.68 %</b>
4300 Membership Dues		1,000.00	-1,000.00	
4500 Merchandise Sales				
4510 Shipping Charges Reimbursed	154.00		154.00	
4530 Product Sales	13.12	0.00	13.12	
<b>Total 4500 Merchandise Sales</b>	<b>167.12</b>	<b>0.00</b>	<b>167.12</b>	
<b>Total Revenue</b>	<b>234,279.03</b>	<b>205,145.00</b>	<b>29,134.03</b>	<b>114.20 %</b>
<b>COST OF GOODS SOLD</b>				
6230 Cost of Goods Sold Retail	42.83	5,400.00	-5,357.17	0.79 %
<b>Total Cost of Goods Sold</b>	<b>42.83</b>	<b>5,400.00</b>	<b>-5,357.17</b>	<b>0.79 %</b>
<b>GROSS PROFIT</b>	<b>234,236.20</b>	<b>199,745.00</b>	<b>34,491.20</b>	<b>117.27 %</b>
<b>EXPENDITURES</b>				
5000 Personnel Expenses				
5100 Salaries and Wages	90,497.67	91,420.80	-923.13	98.99 %
5110 Incentives	9,350.00	10,500.00	-1,150.00	89.05 %
5220 Federal Taxes (941)	7,577.06	5,000.00	2,577.06	151.54 %
5230 State Unemployment	197.87	1,500.00	-1,302.13	13.19 %
5240 Federal Unemployment		500.00	-500.00	
5300 Workers Compensation	1,140.00	210.00	930.00	542.86 %
5400 Retirement	10,437.46	10,722.08	-284.62	97.35 %
5500 Communications Allowance	276.96	300.00	-23.04	92.32 %
5600 Employee Health	6,930.90	9,000.00	-2,069.10	77.01 %
5610 Employee Life & Disability	862.19	1,000.00	-137.81	86.22 %
5630 Employee Dental/Vision	358.10	500.00	-141.90	71.62 %
<b>Total 5000 Personnel Expenses</b>	<b>127,628.21</b>	<b>130,652.88</b>	<b>-3,024.67</b>	<b>97.68 %</b>
6000 Program Expenses				
6010 FAM/Site Visits	2,198.55	1,400.00	798.55	157.04 %
6020 Community Awareness	1,013.52	1,138.00	-124.48	89.06 %
6030 Professional Organizations	666.62	6,320.00	-5,653.38	10.55 %
6050 Sales Tools	12,205.56	7,891.83	4,313.73	154.66 %
6060 Literature	1,736.41	2,400.00	-663.59	72.35 %
6070 Photography/Videography	2,500.00	5,350.00	-2,850.00	46.73 %

				Total
	Actual	Budget	over Budget	% of Budget
6080 Trade Shows/Organizations	5,934.15	12,750.00	-6,815.85	46.54 %
6090 Presentations		167.00	-167.00	
6110 Specialty Advertising	1,367.64	2,500.00	-1,132.36	54.71 %
6120 Sales Calls	1,650.00	0.00	1,650.00	
6180 Education	2,459.30	1,280.00	1,179.30	192.13 %
6210 Arts Projects		5,000.00	-5,000.00	
6220 Advertising	37,002.06	44,314.01	-7,311.95	83.50 %
6250 Association Dues and Memberships	1,036.67	6,600.00	-5,563.33	15.71 %
6260 Software	319.80	0.00	319.80	
6270 Research	12,767.64	0.00	12,767.64	
6280 Misc. Meetings	561.24	550.00	11.24	102.04 %
6290 Special Events	7,171.80	20,100.00	-12,928.20	35.68 %
6310 Ad Production	521.45	0.00	521.45	
6500 Activity Fund	670.58		670.58	
<b>Total 6000 Program Expenses</b>	<b>91,782.99</b>	<b>117,760.84</b>	<b>-25,977.85</b>	<b>77.94 %</b>
7000 Administrative Overhead				
7100 Contractual Services				
7110 Communications Billing	736.47	950.00	-213.53	77.52 %
7120 Postage	752.46	300.00	452.46	250.82 %
7130 Audit Fee		17,500.00	-17,500.00	
7140 Rental Land & Buildings	1,609.16	1,750.00	-140.84	91.95 %
7150 Vehicle Lease	710.51	900.00	-189.49	78.95 %
7160 IT Services	1,048.00	1,250.00	-202.00	83.84 %
7170 Rented Equipment	313.57	400.00	-86.43	78.39 %
7180 Professional Services		300.00	-300.00	
<b>Total 7100 Contractual Services</b>	<b>5,170.17</b>	<b>23,350.00</b>	<b>-18,179.83</b>	<b>22.14 %</b>
7200 Other Charges				
7210 Insurance and Bonds	1,232.75	1,300.00	-67.25	94.83 %
7220 Mileage	436.78	400.00	36.78	109.20 %
7240 Executive Office Overhead	83.03	1,000.00	-916.97	8.30 %
7250 Bank Fees/Service Charge		1,050.00	-1,050.00	
<b>Total 7200 Other Charges</b>	<b>1,752.56</b>	<b>3,750.00</b>	<b>-1,997.44</b>	<b>46.73 %</b>
7300 Administrative Software	395.85	400.00	-4.15	98.96 %
7600 Office Equipment		5,000.00	-5,000.00	
7700 Office Supplies	113.87		113.87	
7800 Misc. Office Expense	381.22	300.00	81.22	127.07 %

				Total
	Actual	Budget	over Budget	% of Budget
<b>Total 7000 Administrative Overhead</b>	<b>7,813.67</b>	<b>32,800.00</b>	<b>-24,986.33</b>	<b>23.82 %</b>
<b>Total Expenditures</b>	<b>227,224.87</b>	<b>281,213.72</b>	<b>-53,988.85</b>	<b>80.80 %</b>
<b>NET OPERATING REVENUE</b>	<b>7,011.33</b>	<b>-81,468.72</b>	<b>88,480.05</b>	<b>-8.61 %</b>
<b>OTHER REVENUE</b>				
4100 Interest Income	5,673.40	6,965.00	-1,291.60	81.46 %
<b>Total Other Revenue</b>	<b>5,673.40</b>	<b>6,965.00</b>	<b>-1,291.60</b>	<b>81.46 %</b>
<b>OTHER EXPENDITURES</b>				
7400 Depreciation Expense	216.86		216.86	
<b>Total Other Expenditures</b>	<b>216.86</b>	<b>0.00</b>	<b>216.86</b>	<b>0.00%</b>
<b>NET OTHER REVENUE</b>	<b>5,456.54</b>	<b>6,965.00</b>	<b>-1,508.46</b>	<b>78.34 %</b>
<b>NET REVENUE</b>	<b>\$12,467.87</b>	<b>\$ -74,503.72</b>	<b>\$86,971.59</b>	<b>-16.73 %</b>

Definite Leads and Assists

Date Range: 02/01/2026-12/31/2026

Group	Account	Meeting Name	Meeting Dates	People	Total Room Econ Value
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
Sports Sales	Texas Panhandle Youth Sports Foundation	Come Out Swinging Baseball 2026	03/27/2026 - 03/29/2026	75	150 \$104,301.86
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	International Police Mountain Bicycling Association	IPMBA Board Meeting for 2026 Convention	04/09/2026 - 04/12/2026	8	24 \$0.00
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
Sports Sales	Dust Devil Duel, LLC	Dust Devil Duel 2026	04/24/2026 - 04/26/2026	100	0 \$145,485.24
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	Texas Panhandle Youth Sports Foundation	Joe Taco-Oppo Taco Classic Baseball 2026	04/24/2026 - 04/26/2026	200	400 \$238,107.65
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
Sports Sales	Texas Panhandle Youth Sports Foundation	Dropping Bombs for Moms 2026	05/09/2026 - 05/10/2026	65	50 \$38,422.81
Meeting Sales	National Narcotic Detector Dog Association	2026 Annual NNDDA Training Conference	05/15/2026 - 05/23/2026	100	760 \$238,350.70
Sports Sales	Texas Panhandle Youth Sports Foundation	May Madness- AA Division 2026	05/15/2026 - 05/17/2026	75	150 \$105,801.86
Sports Sales	Texas Panhandle Youth Sports Foundation	School's Out Battle of the Bats-Baseball 2026	05/29/2026 - 05/31/2026	150	300 \$170,193.85
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	2,525 \$1,492,102.22
Meeting Sales	Al Son del Folklore	2026 Festival Nacional "Raices y tradiciones de nuestro pueblo"	06/11/2026 - 06/13/2026	125	0 \$70,745.67
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
Sports Sales	Texas Panhandle Youth Sports Foundation	Back to School Bash 2026	08/28/2026 - 08/30/2026	80	100 \$80,835.03
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	Class Reunion Account	Amarillo High School Class of 76 50th Reunion	10/09/2026 - 10/12/2026	25	50 \$13,500.00
Meeting Sales	Texas Crime Stoppers	37th Annual Crime Stoppers Conference 2026	10/11/2026 - 10/14/2026	300	570 \$295,983.31
Sports Sales	Texas Panhandle Youth Sports Foundation	Halloween Howl 2026	10/23/2026 - 10/25/2026	80	150 \$102,551.39
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	Texas Panhandle Youth Sports Foundation	Frozen Ropes Slugfest 2026	11/06/2026 - 11/08/2026	80	150	\$102,551.39
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 (55)				9,072	12,446	\$15,046,896.27

Groups Serviced

Date Range: 10/01/2025-02/04/2026

Group	Account	Meeting Name	Meeting Dates	People	Total Room Econ Value
Meeting Sales	Amarillo C\	Amarillo International Film Festival 2025	10/09/2025 - 10/12/2025	40	120 \$47,521.75
Meeting Sales	Fandom Ev	Cottonwood Faire 2025	10/10/2025 - 10/12/2025	50	0 \$74,385.50
Sports Sales	Peak Fighti	PFC 34 Fight Night October 25'	10/17/2025 - 10/19/2025	244	0 \$255,015.80
Meeting Sales	Jehovah Wi	CCJW Circuit Event	10/18/2025 - 10/19/2025	70	0 \$14,490.00
Meeting Sales	Amarillo In	Pirates of the Canyon 2025	10/23/2025 - 10/26/2025	25	75 \$15,525.00
Sports Sales	Texas Panh	Halloween Howl 2025	10/24/2025 - 10/26/2025	80	0 \$58,722.86
Sports Sales	American F	2025 ARHFA World Show	10/25/2025 - 11/03/2025	40	198 \$285,299.96
Meeting Sales	Hospitality	HEAT- Hospitality Educators Association of Texas 2025	11/02/2025 - 11/05/2025	80	190 \$76,763.30
Sports Sales	Texas Panh	Frozen Ropes Slugfest 2025	11/07/2025 - 11/09/2025	80	0 \$58,722.86
Sports Sales	Working Ra	WRCA 30th World Championship Ranch Rodeo - Staff Rooms Only	11/09/2025 - 11/17/2025	400	391 \$1,285,872.04
Sports Sales	Working Ra	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 Supp	Smith Support Group	11/14/2025 - 11/16/2025	15	22 \$8,217.03
Meeting Sales	Jehovah Wi	CCJW Circuit Event	11/15/2025 - 11/16/2025	70	0 \$14,490.00
Sports Sales	Amarillo In	Yellow City Classic Basketball Tournament 2025	11/24/2025 - 11/26/2025	40	0 \$31,419.52
Sports Sales	CBT Barrel	2025 Christmas Ca\$h Barrel Racing	11/28/2025 - 11/30/2025	65	0 \$138,452.00
Sports Sales	Texas USA '	2025 Panhandle Nationals Wrestling Tournament	11/28/2025 - 11/30/2025	350	0 \$334,280.25
Meeting Sales	IDEAg Grou	2025 Amarillo Farm and Ranch Show	12/02/2025 - 12/05/2025	368	0 \$4,300,936.21
Meeting Sales	Amarillo Tri	Amarillo Classic Junior Stock Show 2025	12/03/2025 - 12/07/2025	200	510 \$315,788.42
Meeting Sales	West Texas	West Texas Chiefs Association 2025 Conference	12/07/2025 - 12/09/2025	10	0 \$10,577.06
Meeting Sales	Global Anir	2025 Christmas Meeting	12/11/2025 - 12/13/2025	15	0 \$22,567.96
Sports Sales	National Ju	2025 NJCAA Football Championship	12/15/2025 - 12/18/2025	160	486 \$635,592.27
Sports Sales	Sun Countr	SURVA Amarillo Prelim Weekend #1 Div 15-18	01/09/2026 - 01/11/2026	300	0 \$272,004.01
Sports Sales	Amarillo Hc	Stanley Cup Hockey Tournament 2026	01/16/2026 - 01/19/2026	240	450 \$177,361.75
Sports Sales	Sun Countr	SURVA Amarillo Prelim Weekend #2 Div 11-14	01/23/2026 - 01/25/2026	300	0 \$272,004.01
Total (24)				7,242	2,442 \$13,002,893.38

Report: Lost Business Report

Lost Reason	Economic Impact	Lost Count
Location	\$153,722.22	1
Multiple Reasons	\$0.00	0

Lost Business Detail

Organization Name	Lead Name	Meeting Start Date	Room Atter	Room Nigh	Economic Impact	Lost Reason	Lost Note
Outstanding Farmers of America	2027 Outstanding Farmers of America [7590]	2/2/2027	80	325	\$153,722.22	Location	<p>there are limited existing member relationships in the Amarillo and broader Texas area. Leadership and members are expressing concern about the ability to secure sufficient local sponsorships without a strong on-the-ground network to lean on. As frustrating as it is to learn this at this stage, those concerns are shaping current conversations.</p> <p>To add complexity, the 2027 convention is designated for our South Region, which spans a large number of states. Membership is now urging us to re-evaluate Texas altogether and explore Alabama instead, where there is stronger regional support and established Farm Bureau relationships. As of this evening's officer meeting, they are asking that I re-issue the RFP to Gulf Shores and surrounding areas.</p>



## Pending Meeting Sales & Sports Leads

### Pending Meeting Sales & Sports Leads

02/01/2026 - 12/31/2028  
Meeting Sales, Sports Sales

<b>Mar</b> 13 - 15	<b>Panhandle Kennel Club of the American Kennel Club</b> AKC FASTCATS 2026	<b>Group:</b> Meeting Sales <b>Room Nights:</b> 0 <b>Peak Rooms:</b> 0 <b>Attendance:</b> 75 <b>EIC:</b> \$0.00	Pending
<b>Jul</b> 14 - 15	<b>Lubbock Area United Way</b> Lubbock Area United Way Leadership Retreat	<b>Group:</b> Meeting Sales <b>Room Nights:</b> 66 <b>Peak Rooms:</b> 60 <b>Attendance:</b> 60 <b>EIC:</b> \$0.00	Lead
<b>Jul</b> 14 - 15	<b>Lubbock Area United Way</b> Lubbock Area United Way Leadership Retreat in PDC 2026	<b>Group:</b> Meeting Sales <b>Room Nights:</b> 66 <b>Peak Rooms:</b> 60 <b>Attendance:</b> 60 <b>EIC:</b> \$0.00	Lead
<b>Aug</b> 5 - 16	<b>West Texas Futurity</b> 2026 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	Lead
<b>Sep</b> 11 - 13	<b>Tri-State Exposition</b> 2026 Tri-State Fair & Rodeo Steer Wrestling & Red Boot Affair	<b>Group:</b> Sports Sales <b>Room Nights:</b> 0 <b>Peak Rooms:</b> 0 <b>Attendance:</b> 0 <b>EIC:</b> \$0.00	Pending

<b>Sep</b> <b>21 - 25</b>	<b>Conference Direct</b> National Association of Counties (NACo) Rural Action Caucus Rural Energy Symposium	<b>Group:</b> Meeting Sales <b>Room Nights:</b> 194 <b>Peak Rooms:</b> 90 <b>Attendance:</b> 90 <b>EIC:</b> \$0.00	Pending
<b>Oct</b> <b>18 - 21</b>	<b>Texas APCO and Texas NENA</b> Texas Public Safety Conference Fall Symposium 2026	<b>Group:</b> Meeting Sales <b>Room Nights:</b> 300 <b>Peak Rooms:</b> 100 <b>Attendance:</b> 120 <b>EIC:</b> \$0.00	Lead
<b>Nov</b> <b>8 - 16</b>	<b>Working Ranch Cowboy Association</b> WRCA 31st World Championship Ranch Rodeo - Staff Rooms Only	<b>Group:</b> Sports Sales <b>Room Nights:</b> 400 <b>Peak Rooms:</b> 80 <b>Attendance:</b> 400 <b>EIC:</b> \$1,370,288.69	Lead
<b>Nov</b> <b>12 - 15</b>	<b>Working Ranch Cowboy Association</b> WRCA 31st World Championship Ranch Rodeo - Courtesy Block Request	<b>Group:</b> Sports Sales <b>Room Nights:</b> 0 <b>Peak Rooms:</b> 0 <b>Attendance:</b> 4000 <b>EIC:</b> \$0.00	Pending
<b>Dec</b> <b>2 - 6</b>	<b>Amarillo Tri-State Exposition</b> Amarillo Classic Junior Stock Show 2026	<b>Group:</b> Meeting Sales <b>Room Nights:</b> 550 <b>Peak Rooms:</b> 200 <b>Attendance:</b> 200 <b>EIC:</b> \$342,019.43	Pending
<b>Dec</b> <b>14 - 17</b>	<b>National Junior College Athletic Association</b> 2026 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> \$647,315.73	Pending

<b>Apr</b> 1 - 4	<b>FIRST® IN TEXAS</b> 2027 FIRST® Robotic Competition- District Event	<b>Group:</b> Meeting Sales <b>Room Nights:</b> 750 <b>Peak Rooms:</b> 250 <b>Attendance:</b> 600 <b>EIC:</b> \$511,124.83	Pending
<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

Apr  
17 - 21

West Texas County Judges and Commissioners Association  
99th WTCJCA Annual Conference 2028

**Group:** Meeting Sales  
**Room Nights:** 800  
**Peak Rooms:** 250  
**Attendance:** 250      Lead  
**EIC:** \$350,335.31

Jun  
3 - 8

County and District Clerks Association of Texas  
2028 CDCAT Annual Conference

**Group:** Meeting Sales  
**Room Nights:** 980  
**Peak Rooms:** 250  
**Attendance:** 250      Lead  
**EIC:** \$0.00

Jul  
11 - 16

Handweavers Guild of America  
Convergence Biennial Convention 2028

**Group:** Meeting Sales  
**Room Nights:** 1900  
**Peak Rooms:** 400  
**Attendance:** 430      Lead  
**EIC:** \$705,681.74

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:** \$4,694,199.70

JANUARY 2026

# VISIT AMARILLO

 MADDEN  
FEBRUARY 2026

AMARILLO



# Stuff You're Going To Hear About

SEM

INSTAGRAM

FACEBOOK

META REMARKETING

EXPEDIA

ADARA

LIVE PUBLICATIONS

# MEDIA INSIGHTS



# JANUARY 2026 PERFORMANCE AT A GLANCE



## SEM

- 3,124 Clicks
- 23,578 Impressions
- 13.25% CTR

10.95% CTR Benchmark

## INSTAGRAM

- 291 Clicks
- 665,340 Impressions
- .04% CTR
- 395,527 Reach

1.93% CTR Benchmark

## FACEBOOK

- 4,056 Clicks
- 155,471 Impressions
- 2.61% CTR
- 84,856 Reach

1.93% CTR Benchmark

## META REMARKETING

- 5,529 Clicks
- 205,885 Impressions
- 3.35% CTR
- 86,300 Reach

1.93% CTR Benchmark

## ADARA

WAITING ON  
VENDOR

## EXPEDIA

- 147,916 Impressions
- 545 Room Nights
- \$64,308 Booking Revenue
- 14.2 ROAS

# SEM

## WHAT WORKED

- In reviewing audience segments, we're seeing notable growth within the *Family Vacationer* segment, with clicks increasing by 22.02% and impressions rising by 15.42% month-over-month. As winter comes to a close, this increase may indicate that family travelers are beginning to plan their spring trips, actively researching and exploring options.

## KEY LEARNINGS

- Anecdotally, we are noticing more searches on Thursdays and Fridays. This could be a signal for last-minute weekend trips to Amarillo. This correlates with Expedia data indicating that 71.2% of bookings are made within 0-6 days of the trip.
- Albuquerque-Santa Fe continues to be the top DMA for impressions and clicks for this campaign with a 12.53% increase in impressions and a 15.63% increase in clicks month-over-month.

**23,578**  
IMPRESSIONS

**3,124**  
CLICKS

**13.25%**  
CTR  
10.95% 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 – SOCIAL ADS

## WHAT WORKED

- As the snowfall went up in Colorado and New Mexico, so did our unique reach, specifically we noticed a 49.63% increase in unique reach month-over-month. And while the campaign is optimized for reach, we are seeing strong performance in clicks from Instagram with a 64.8% increase in clicks from this campaign.

## KEY LEARNINGS

- Dallas-Fort Worth is top market across all performance metrics:
  - ◆ Reach: 214,725 (57.5% Increase MoM)
  - ◆ Impressions: 338,659 (69.32% Increase MoM)
  - ◆ Clicks: 136 (78.95% Increase MoM)

**Instagram Leisure** is optimized to maximize impressions and reach delivery rather than clicks. The goal of this is to help grow brand awareness among users on Instagram, especially as we work to grow a younger audience pool. Year-To-Date, we have earned 1,073,881 impressions equating to 33.55% of our impression goal of 3,200,000 impressions for the year. Further, year-to-date we have seen a unique reach of 518,658.

**665,340**  
IMPRESSIONS

**267**  
CLICKS

**.07%**  
CTR  
**1.93% BENCHMARK**  
(CAMPAIGN OPTIMIZING FOR  
IMPRESSIONS & REACH RATHER  
THAN CLICKS)

**395,527**  
REACH

# INSTAGRAM – FOLLOWERS

## WHAT WORKED

- Followers campaign is seeing strong gains among users aged 35-44 with 152 new followers from this demographic, followed by users aged 45-54 with 122 new followers. This aligns with our goals of growing the Elder Millennial base audience.

## KEY LEARNINGS

- Stories and Reels placements were top for gaining followers, combined these two account for 338 new followers to the account.

**46,755**  
IMPRESSIONS

**501**  
FOLLOWS

**28,506**  
REACH



# TOP ADS INSTAGRAM



LEISURE



FOLLOWERS

# FACEBOOK – SOCIAL ADS

## WHAT WORKED

- 86.6% of clicks were earned by users aged 55+. Indicating that Facebook is still the primary source to gain engagement from this demo.

## KEY LEARNINGS

- Similar to Instagram, users from Dallas-Fort Worth were top drivers of performance:
  - ◆ Reach: 35,933 (40.35% Increase MoM)
  - ◆ Impressions: 65,556 (51.48% Increase MoM)
  - ◆ Clicks: 1,743 (40.91% Increase MoM)

**155,471**  
IMPRESSIONS

**4,056**  
CLICKS

**2.61%**  
CTR  
1.93% BENCHMARK

**84,856**  
REACH

# FACEBOOK – FOLLOWERS

## WHAT WORKED

- We noticed the most growth in followers from users aged 45-54, accounting for 420 new page followers.

## KEY LEARNINGS

- User gains arrived from those living in Albuquerque-Santa Fe, Lubbock, and Oklahoma City. (Note, this metric is not trackable via Instagram due to platform privacy policies.)
- Overwhelmingly, the majority of followers arrived from in-feed placements.

**48,306**  
IMPRESSIONS

**1,646**  
FOLLOWS

**24,670**  
REACH



# TOP AD FACEBOOK

GLIDE

INTO

REAL TEXAS

Visit Amarillo

The trip begins the moment you ...more

Learn more

Sponsored

This ad features a close-up of a plate of food, including a large piece of fried chicken and a smaller piece of fried food. The text 'GLIDE' is overlaid at the top, 'INTO' is in the middle, and 'REAL TEXAS' is at the bottom. The Visit Amarillo logo and a 'Learn more' button are also present.

LEISURE

Visit Amarillo

Sponsored

Your go-to guide for how we do things in real Texas. Follow us on social — our boots are always on the ground. 😊

0:00 / 1:19

Visit Amarillo

Official page for Visit A...

Follow

2.1K 19 comments 186 shares

Like Comment Share

This Facebook post features a video of a yellow building with a Texas state flag mural and a row of motorcycles. The text 'Visit Amarillo' and 'Sponsored' are at the top. The main text reads: 'Your go-to guide for how we do things in real Texas. Follow us on social — our boots are always on the ground. 😊'. Below the video is a progress bar showing '0:00 / 1:19'. At the bottom, there is a 'Follow' button and engagement statistics: '2.1K 19 comments 186 shares'. The bottom of the post includes 'Like', 'Comment', and 'Share' buttons.

FOLLOWERS

# META REMARKETING

## WHAT WORKED

- While only generating 82,289 impressions, users aged 25-44 continue to drive campaign success accounting for 3,075 clicks with a 3.74% CTR.
- Users aged 45-64 generated 123,596 impressions and 2,454 clicks equating to a 1.99% CTR.
- This success indicates that we are growing brand equity among a younger audience and also highlights that the ad content and creative truly resonates with this audience.

## KEY LEARNINGS

- While Houston ranked second in total clicks behind DFW, it delivered the strongest CTR across all target DMAs. Within the 25–44 ad set, Houston generated a 4.33% CTR, while the 45–64 ad set saw a 2.22% CTR. This performance suggests Houston audiences are strongly resonating with the creative and may be further along in the consideration process for making Amarillo a stop on their way to the slopes.

**205,885**  
IMPRESSIONS

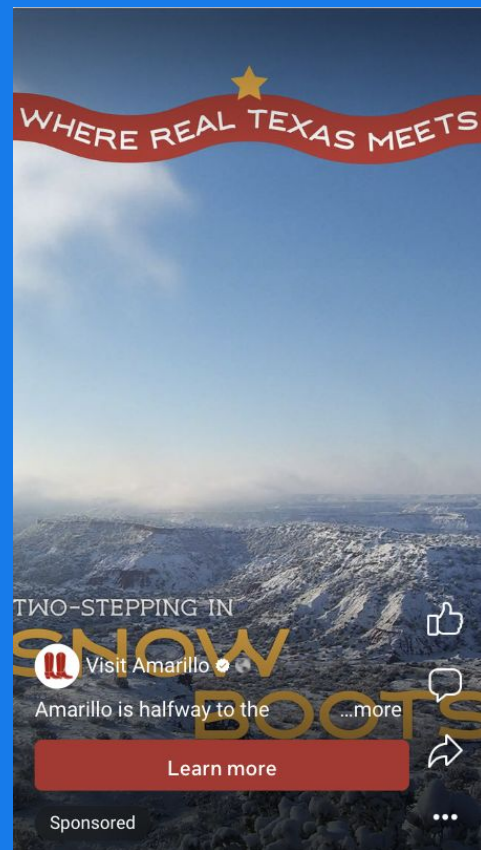
**5,529**  
CLICKS

**3.35%**  
CTR  
1.93% BENCHMARK

**86,300**  
REACH



# TOP AD META REMARKETING G



# EXPEDIA

## KEY LEARNINGS

- Year-to-date:
  - ◆ 98.1k unique travelers were exposed to the ads.
  - ◆ 2.8k travelers took a post-ad action such as a destination search or product view.
  - ◆ 1.7k travelers completed a booking.
  - ◆ There have been over 19.7k searches on Expedia for Amarillo.
- Though we noticed a month-over-month decline in bookings, this trend is seasonal and has been noticed among most destinations we are running campaigns with Expedia.

**147,916**  
IMPRESSIONS

**545**  
ROOM NIGHTS

**\$64,308**  
BOOKING REVENUE

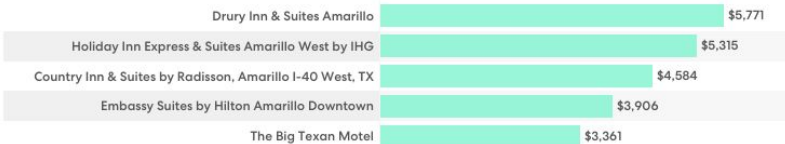
**14.2**  
ROAS

# Enhanced Conversion Insights: Amarillo FY 26

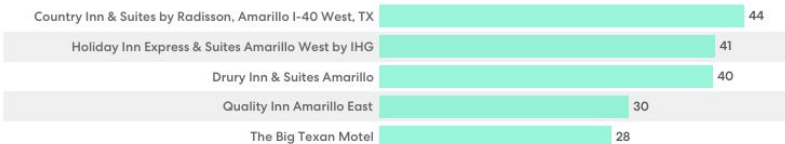


## Top 5 Hotels

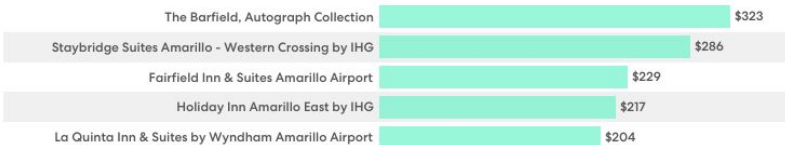
### Revenue



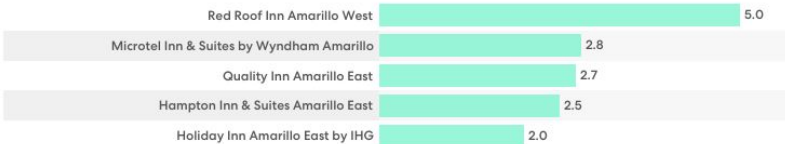
### Room Nights



### Avg Daily Rate



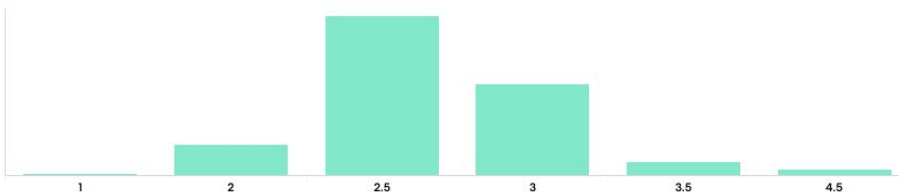
### Avg Length Of Stay



Reporting Period: 1/1/2026 - 1/31/2026



## Star Rating (Room Nights)



## All Hotels and Vacation Rental Properties

Property	Revenue	Room Nights	Avg Daily Rate	Avg Length of St.
Drury Inn & Suites Amarillo	\$5,771	40	\$144	1.4
Holiday Inn Express & Suites Amarillo West by IHG	\$5,315	41	\$131	1.7
Country Inn & Suites by Radisson, Amarillo I-40 West, TX	\$4,584	44	\$104	1.4
Embassy Suites by Hilton Amarillo Downtown	\$3,906	20	\$195	1.2
The Big Texan Motel	\$3,361	28	\$120	1.3
The Barfield, Autograph Collection	\$3,226	10	\$323	1.3
The Cactus Cove Inn and Suites	\$2,238	24	\$93	1.1
My Place Hotel - Amarillo West/ Medical Center, TX	\$2,178	23	\$95	1.5
Holiday Inn Express & Suites Amarillo by IHG	\$2,145	16	\$134	1.1
Comfort Inn & Suites Amarillo West Near Medical Center	\$2,062	22	\$95	1.9
Quality Inn Amarillo East	\$1,857	30	\$62	2.7
Spark by Hilton Amarillo Western Plaza	\$1,732	13	\$133	1.2
Best Western Plus Medical Center	\$1,713	16	\$109	1.1
Home2 Suites by Hilton Amarillo	\$1,639	10	\$164	1.7
Hampton Inn & Suites Amarillo East	\$1,612	10	\$161	2.5
Hyatt Place Amarillo-West	\$1,507	12	\$126	1.0
Baymont by Wyndham Amarillo East	\$1,476	18	\$82	1.1
Tru By Hilton Amarillo West	\$1,414	12	\$119	1.1
Hilton Garden Inn Amarillo	\$996	8	\$125	1.6
Holiday Inn Amarillo West Medical Center by IHG	\$976	9	\$108	1.1
Homewood Suites by Hilton Amarillo	\$931	7	\$128	1.4
Fifth Season Suites	\$776	12	\$65	1.3
Four Points by Sheraton Amarillo Central	\$765	6	\$127	1.0

# LIVE PUBLICATIONS





# TEXAS STATE TRAVEL GUIDE

2026

[Live Link \(Back Cover\)](#)

(ordered a guide to your office)

TEXAS-SIZE  
CELEBRATIONS

VISIT  
**AMARILLO**

Route 66 turns 100 this year, and you don't want to miss what Amarillo has in store. Experience this iconic city along the Mother Road and the Wild West-flavored Texas charm that rides with it. Giant steaks, canyon landscapes, and special events celebrating the Centennial make this the year to hit the road for the trip of a lifetime.

CELEBRATING  
**100 YEARS**  
OF ROADTRIPPIN'

1926 TEXAS ROUTE 66 2026

Scan to get the official Texas 66 Centennial sticker!

VISITAMARILLO.COM



# TEXAS HIGHWAYS

## JANUARY/FEBRUARY

[Link to Purchase](#)

**TEXAS-SIZE  
CELEBRATIONS**

**VISIT  
AMARILLO.**

Route 66 turns 100 this year, and you don't want to miss what Amarillo has in store. Experience this iconic city along the Mother Road and the Wild West-flavored Texas charm that rides with it. Giant steaks, canyon landscapes, and special events celebrating the Centennial make this the year to hit the road for the trip of a lifetime.

VISITAMARILLO.COM

CELEBRATING  
**100 YEARS**  
OF ROADTRIPPIN'  
1926 TEXAS 2026  
66

Scan to get the official Texas 66 Centennial sticker!



# THANKS!

