



CITY OF AMARILLO, TEXAS NOTICE OF MEETING &
AGENDA
CONVENTION AND VISITORS' BUREAU BOARD OF
DIRECTORS MEETING

REGULAR MEETING TO BE HELD ON WEDNESDAY, MARCH 26, 2025, AT 8:30 AM IN THE BOARD ROOM OF THE BIVINS MANSION, 1000 S. POLK AMARILLO, TEXAS.

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 may be 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. Approval of Minutes from February 26, 2025**
- 3. Presentation and Consideration: 2023.24 Audit**
- 4. Update: Master Plan**
- 5. Update: Stand Tall Foundation**
- 6. Presentation: Greater Amarillo Film Commission**
- 7. Discussion: Festival Vendor Applications**
- 8. Public Forum**
- 9. General Announcements from Board Members**
- 10. Discussion on future meeting dates and possible agenda items.**
The next meeting date is April 23, 2025
- 11. Adjournment**

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MINUTES OF THE REGULAR CVB BOARD MEETING HELD ON WEDNESDAY, FEBRUARY 26, 2025, AT 8:30 AM IN THE BOARD ROOM OF THE BIVINS MANSION, 1000 S. POLK AMARILLO, TEXAS.

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

<u>Voting Member</u>	<u>Present</u>	<u>No. Meetings Held</u>	<u>No. Meetings Attended</u>
<u>Angela Knapp Eggers</u>	<u>Y</u>	<u>4</u>	<u>4</u>
<u>Vic Ragha</u>	<u>Y</u>	<u>4</u>	<u>2</u>
<u>Phyllis Golden</u>	<u>Y</u>	<u>4</u>	<u>2</u>
<u>Bobby Lee</u>	<u>Y</u>	<u>4</u>	<u>2</u>
<u>Coco Duckworth</u>	<u>Y</u>	<u>4</u>	<u>4</u>
<u>Tom Scherlen</u>	<u>N</u>	<u>4</u>	<u>2</u>
<u>Jason Fenton</u>	<u>Y</u>	<u>4</u>	<u>3</u>
<u>Payal Nathu</u>	<u>Y</u>	<u>4</u>	<u>4</u>
<u>Al Patel</u>	<u>Y</u>	<u>4</u>	<u>4</u>
<u>Ex-Officios</u>			
<u>Beth Duke</u>	<u>N</u>	<u>4</u>	<u>2</u>
<u>Bo Fowlkes</u>	<u>Y</u>	<u>4</u>	<u>2</u>
<u>Brady Ragland</u>	<u>Y</u>	<u>4</u>	<u>3</u>

1. Call to Order

- CoCo Duckworth called the meeting to order.

2. Approval of Minutes from January 22, 2025

- Motion to approve made by Phyllis Golden, Angela Knapp Eggers seconded. After a board vote the motion passed.

3. Update and Possible Consideration: Council Decision on Reserve Request for Master Plan

- Kashion Smith announced that Council approved the Reserve Request for the master plan. After this meeting the CVB will let JLL know we will be moving forward.

4. Update and Possible Consideration: Council Decision on Reserve Policy and Possible Changes

- Kashion Smith announced that Council reviewed the changes to the financial policy. There was no feedback indicating any changes needed to be made.

5. Discussion: Legislative Activities

- Kashion Smith announced that she is working with some of our local rodeo organizers for Amarillo to be proclaimed the ranch rodeo capital of Texas. A Proclamation is written with hopes that it will be finalized by April 6th.



- Sherman Bass attended Panhandle Days. He was able to meet with each of our elected officials and introduce them to staff members from the Texas Film Commission and the Texas Media Production Alliance. He mentioned SB 22 has not been released yet, but SB 1 is asking for \$498 million to support film incentives in Texas.

6. Discussion: International Media Campaign Challenges

- Hope Stokes announced that there were concerns raised in some international ads that included no positive comments. The CVB has decided to shut down the international ad group. This is not Amarillo specific this is US specific. The markets the CVB looks at is UK, Germany and Canada: Canada is almost 100% negative feedback while UK and Germany have held steady. The CVB is recommending that we pull marketing out of Canada completely. Canada has cancelled all travel writers to the US. There are still people from Germany and UK coming in.
- Also discussed that the CVB has an Expedia campaign running through Brand USA beginning next month and a TripAdvisor campaign that is hopeful to launch in May.

7. Public Forum

- There were no comments.

8. General Announcements from Board Members

- Bo Fowlkes with the Amarillo Civic Center announced they have Wizard of Oz on Ice coming in April. The Selena Experience coming in May, Bachman-Turner Overdrive and The Marshall Tucker Band coming in August and Let The Good Times Rock Tour: Warrant with special guests Lita Ford and FireHouse Celebrating 35 years of Cherry pie also coming in August.
- Bobby Lee announced that the Big Texan RV ranch is about to undergo a significant expansion which will impact Starlight Ranch parking.
- Phyllis Golden announced that the Tri-State Exposition will have their 1st Western Legacy awards.
- Brady Ragland also announced that the Tri-State Exposition will have a 25k ambassador scholarship for current high school Juniors; applications are due this Saturday March 1st.

9. Discussion on future meeting dates and possible agenda items.

The next meeting date is March 26, 2025

10. Adjournment

- There being no further business CoCo Duckworth adjourned the meeting.

AMARILLO CONVENTION AND VISITOR BUREAU
NOTICE OF MEETING AND AGENDA
ARTS COMMITTEE

REGULAR MEETING TO BE HELD ON TUESDAY, MARCH 4, 2025, AT 11:00 AM AT AMARILLO MUSEUM OF ART IN THE 3RD FLOOR LIBRARY, 2200 S. VAN BUREN. PARK IN THE LOT ADJACENT TO THE BUILDING OR ACROSS VAN BUREN. ENTER THROUGH THE MAIN ENTRANCE, WHICH WILL BE UNLOCKED. IF YOU ENTER AT THE VAN BUREN ENTRANCE, PUSH THE BUZZER ON THE LEFT SIDE OF THE DOOR.

1. Call to Order
2. Approval of Minutes from February 4, 2025
3. Update: CVB Board
4. Update: Public Arts and Beautification Board
5. Reminder: 25-26 Arts Theme
6. Spotlight: Amarillo Museum of Art - Alex Gregory
7. Discussion: Airport Art Subcommittee
8. Public Forum
9. General Announcements from Committee Members
10. Future meeting dates and locations

April 1, 2025 - at Amarillo Little Theatre
May 6, 2025 - at CVB office
11. Adjournment
12. Optional Tour of Amarillo Museum of Art

“Colour is my day-long obsession, joy and torment.” – Claude Monet



**AMARILLO CONVENTION AND VISITOR BUREAU
ARTS COMMITTEE**

MINUTES OF THE REGULAR ARTS COMMITTEE MEETING HELD ON TUESDAY, MARCH 4, 2025, AT 11:00 AM AT AMARILLO MUSEUM OF ART IN THE 3RD FLOOR LIBRARY, 2200 S. VAN BUREN.

1. Call to Order

- Cindy Perez called the meeting to order.

2. Approval of Minutes from February 4, 2025

- Motion to approve made by Edith DiTommaso, Kay Kennedy seconded.

3. Update: CVB Board

- Kashion Smith announced that council approved the reserve request the CVB needed to move forward with their master plan. The CVB has finally chosen the company to do the long-term master plan. JLL was the winner.
- Also announced that the CVB has made the decision to pull international media campaigns and reroute those dollars to booking engines. Canada and South America is where the majority of negative feedback were coming from, but the UK and Germany were still holding steady.
- Legislative Updates: Sherman went to Panhandle Days and Kashion went to TTA. Overall impactful and tourism is getting great support.

4. Update: Public Arts and Beautification Board

- Cindy Perez announced that they awarded grants for 5 murals. Total for grant awarded \$25,220.

5. Reminder: 25-26 Arts Theme

- Sherman Bass reminded everyone to please respond to the survey if you are interested in participating in this year's Arts theme.

6. Spotlight: Amarillo Museum of Art - Alex Gregory

- Amanda Jarnagin discussed that the Amarillo Museum of Art was originally founded as the Amarillo Art Center. The museum is open to the public Wednesday through Saturday with free general admission. Through memberships AMoA is able to keep the free general admission. AMoA has around 12 different shows throughout the year with exhibitions changing often. Additionally, AMoA also does school tours and art programs.
- Alex Gregory; curator of art presented the following:
 - o Layered Lives Exhibition features 9 contemporary female Cuban artists.
 - o Linda Connor: Sacred Presence exhibition on view through June 8, 2025
 - o 20 x 20 Event takes place April 3, 2025
 - o Art Bridges Cohort Program May 31-September 14

7. Discussion: Airport Art Subcommittee

- Sherman Bass asked if anyone would want to be on the Subcommittee. Expecting to meet every 4-6 weeks. Alissa Henderson, Alex Gregory, Deana Craighead, and Kay Kennedy agreed to serve.

8. Public Forum

- No comments were made.

9. General Announcements from Committee Members

- Kay Kennedy with HPPR announced High Plains Morning host, Jenny Inzerillo, hosted the Texas Music Office stage at the Folk Alliance Conference in Montreal in February. This Friday, Steve Ray from TMO will cohost HPPR's High Plains Morning with Jenny, prior to Bob Wills Day in Turkey, Texas. 105.7 FM 9-12. The station is currently interviewing the applicants for the new Community Connections Reporter/Producer position. This person will manage the event calendar and create short community news packages that will air during HPM and the news. More in the works to come.
- Mary Bralley with WoWV announced the Day of Arts will be coming soon which will bring in middle schoolers to discuss about all Arts. There will be a learning partner lunch on May the 6th
- Sammy Carter with Amarillo Symphony announced there will be a CMA concert this Saturday. George Jackson will be conducting the Chamber Music concert at St Andrews on Georgia. On Friday, March 21st and 22 there will be a Symphony Concert with trombone soloist John Shanks.
- Deana Craighead with PPHM announced they have an event on Pie Day 3.14. The WT art program is working on a sub series event on March 20th and PPHM will have a small exhibition highlighting artists who are from the Panhandle. The Southwestern art gallery exhibition is currently open. PPHM will be hosting Jeri Salter: Bugbee Gallery starting April 10th. PPHM will also have their Gala in May.
- Alissa Henderson with Amarillo Opera announced they just hosted MoiPei which had an excellent turnout. The Amarillo Opera's Spring Main Stage Production will be Cruzar la cara de la luna on April 5th at 5pm with a fiesta fundraiser following the performance. Tickets are currently available.
- Amanda Jarnigan with AMoA announced their 20 x 20 event will happen on April 3rd.
- Kate McSwain with the Amarillo Film Society announced they will have their first fundraiser on April 12th featuring a documentary on Georgia O'Keefe. Located at Sad Monkey Mercantile it will be \$25 a person. Doors open at 7pm and the film will begin at 8pm. Proceeds will help fund the International Film Festival
- Jason Crespín with ALT announced Auditions for Dream girls are currently happening and the show will be May 1-18. James and the Giant Peach will take place March 21-30. There will be an event brunch "With the Bugs" to coincide with the show on March 22nd. 33 variations will show April 10-19.
- Edith DiTommaso with AMC announced that on April 12th the Amarillo Master Chorale will perform Messiah for the 21st Century. There will be dancers and an artist during the performance. This will take place at the Globe - News Center with a flat rate of \$30 for the ticket. AMC will be at First Friday in April.
- Bobby Lee with TCA announced that there is an event in Austin April 23-25 in person or zoom: called Real Places put on by Texas Historical Commission and it represents the intersection of culture and tourism.
- Cindy Perez with Parks and Rec announced they are hosting a Battle of the Bands – hoping the winner of this will be the headliner of Independence Day plus 1.

10. Future meeting dates and locations

April 1, 2025 - at Amarillo Little Theatre

May 6, 2025 - at CVB office

11. Adjournment

- There being no further business, Cindy Perez adjourned the meeting.

12. Optional Tour of Amarillo Museum of Art

Respectfully submitted,

Alexis Gunter
Alexis Gunter



COMMITTEE MEETING TO BE HELD ON TUESDAY, MARCH 11, 2025, AT 9:00 AM IN THE BOARD ROOM OF THE BIVINS HOUSE, 1000 S. POLK AMARILLO, TEXAS.

Please note: The Film Committee 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 may be 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.

- 1. Call to Order**
- 2. Approval of Minutes from January 14, 2025**
- 3. Introductions and Acknowledgements**
- 4. General Announcements**
- 5. Feedback: February 7 Combined Social Hour**
- 6. Update: Projects, AiFF, Travel, Legislative Session**
- 7. Future meeting dates**
April 8, 2025
- 8. Adjournment**

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MINUTES OF THE REGULAR COMMITTEE MEETING HELD ON TUESDAY, MARCH 11, 2025, AT 9:00 AM IN THE BOARD ROOM OF THE BIVINS HOUSE, 1000 S. POLK AMARILLO, TEXAS.

1. Call to Order

- Sheryl Anderson called the meeting to order.

2. Approval of Minutes from January 14, 2025

- Motion to approve made by Kate McSwain, Kevin Kelly seconded.

3. Introductions and Acknowledgements

- Everyone in the room introduced themselves

4. General Announcements

- Kate McSwain announced that the Amarillo Film Society is having its first ever fund raiser. They will be showing a documentary on Georgia O'Keefe on April 12th at Sad Monkey Mercantile. The doors will open at 6pm and the film will start at 7pm. Tickets are \$25.

5. Feedback: February 7 Combined Social Hour

- Kay Kennedy gave feedback that she believed it was success but noticed the pit was a warmer area.
- Kashion Smith said she thought it was a great mix of Film, Arts and Music.
- Kate McSwain said she thought it went well. Kate said she would like to see name tags at the next event.
- Kevin expressed he would like to see name tags or a sign-up sheet.

6. Update: Projects, AiFF, Travel, Legislative Session

- **Sherman announced the following:**
 - o Projects: Down the Arm of God wrapped 2.5 weeks ago with a total of 7 weeks. Filmed in Channing and Amarillo. Very pleased with local hires. There are two independent features happening this Spring and Summer and there is still one that plans to shoot Spring 2026
 - o AiFF: The early bird deadline was 3.10.25 and is up 186% on submissions from last year's early bird deadline. There are still 16 weeks of submissions, the next deadline is 8 weeks away. 9 countries and 14 states are already represented.
 - o Travel and Legislative Session: Sherman went to Panhandle Days in Austin primarily to talk about Film. SB22 bill has not been published yet. Sherman also went to South by Southwest which turned out to be a great event. Media for Texas is hosting the Texas Film Experience with the purpose of inviting legislators and their staff to gain interest in film in Texas.



7. Future meeting dates

April 8, 2025

8. Adjournment

- There being no further business, Sheryl Anderson adjourned the meeting.

Respectfully submitted,

Alexis Gunter

Alexis Gunter

Executive Assistant

REGULAR MEETING TO BE HELD ON WEDNESDAY, MARCH 12, 2025, AT 8:30 AM IN THE BOARD ROOM OF THE BIVINS MANSION, 1000 S. POLK AMARILLO, TEXAS.

Please note: The C&T Committee 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 may be 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.

- 1. Call to Order**
- 2. Approval of Minutes from February 5, 2025**
- 3. General Announcements**
- 4. Business Spotlight: Christy Razo; Cinergy**
- 5. Presentation: Importance of Crisis Planning and Practiced Drills**
- 6. Update: Legislative Activities**
- 7. Update: Master Plan Process**
- 8. Discussion on future meeting dates and possible agenda items.**

The next meeting date is April 9, 2025

- 9. Adjournment**

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**MINUTES OF THE REGULAR C&T MEETING HELD ON WEDNESDAY, MARCH 12, 2025, AT 8:30 AM IN
THE BOARD ROOM OF THE BIVINS MANSION, 1000 S. POLK AMARILLO, TEXAS.**

1. Call to Order

- Matt Marrs called the meeting to order.

2. Approval of Minutes from February 5, 2025

- Motion to approve made by Daphne Adkins, Ashley Almanza seconded.

3. General Announcements

- Randy Whipple announced that WRCA will take place April 9-12 and they will be having a National Anthem competition on April 6th for 3rd-12th graders.
- Antonio Charles with Biti Pies announced they are back in Pak A Sak stores.
- Ashley Almanza with AQHA announced that on May 16th they will have a ticketed lecture event, John Scott, which will feature getting to know him, behind the scenes looks and Q&A.

4. Business Spotlight: Christy Razo; Cinergy

- Cinergy presented the following:
 - o 96,000 sqft, 10 screens, assorted attractions, full-service bar and expanded menu
 - o Only theater in town to have laser projections
 - o Cinergy offers corporate meetings, buffets, popcorn, anything you want to see on a screen they can do it. Some examples of things they have hosted are panels and Xbox competitions.
 - o Networking events, Happy Hours, Social Events, Holiday Parties
 - Independent film premieres, birthday parties, church parties, etc
 - o Attractions: Laser tag, Escape Rooms, Bowling & hyper bowling, game floor, 7D Thrill Ride, Sky Walker,

- Event Rooms: Can hold 24 people per room or all 3 is 150 people. Cinergy can offer Buffets and desserts. There is one tv in each room.
- Food and Beverage: In-house catering
- Next month will be Roxanne Ottivero with Aimbridge

5. Presentation: Importance of Crisis Planning and Practiced Drills

- Amarillo Fire Department and Fire Marshal presented the following:
 - There is an average of 3 minutes to escape a house fire.
 - Best Practices:
 - Have a fire escape plan,
 - Know where your exits are at,
 - Up to date smoke detectors, fire extinguishers, exit signs,
 - Preventative maintenance on building
 - If you want to run a fire drill, call the fire department and they can conduct a drill for your office.
 - "Close before you doze": close your bedroom door before you go to bed at night

6. Update: Legislative Activities

- Kashion Smith announced that she went to TTA. Overall, the trip was very impactful, and tourism is getting great support.
- Sherman Bass attended Panhandle Days. He was able to meet with each of our elected officials and introduce them to staff members from the Texas Film Commission and the Texas Media Production Alliance. SB 22 has not been released yet, but SB 1 is asking for \$498 million to support film incentives in Texas.



CITY OF AMARILLO, TEXAS NOTICE OF MEETING
& AGENDA
CONVENTION AND TOURISM COMMITTEE

7. Update: Master Plan Process

- Kashion Smith announced that the CVB Board has chosen JLL as the company to guide us through the master plan. City council has approved that the CVB use reserves to fund this.

8. Discussion on future meeting dates and possible agenda items.

The next meeting date is April 9, 2025

9. Adjournment

- There being no further business, Matt Marrs adjourned the meeting.

Respectfully Submitted,

Alexis Gunter

Executive Assistant



(806)374-1497

info@visitamarillo.com

1000 S. Polk St. Amarillo, TX 79101

NOTICE OF MEETING & AGENDA COMMUNICATIONS COMMITTEE

REGULAR MEETING TO BE HELD ON WEDNESDAY, MARCH 12, 2025, AT 9:45 AM VIA ZOOM.

Please note: The Communications Committee 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.

1. Call to Order
2. Approval of Minutes from November 13, 2024
3. General Announcements from Committee Members
4. Report
5. PR Planning
 - Red Boot Affair
 - Travel Writers & Content Creators
6. International Marketing
7. Video Plans
8. Future Meeting Dates
 - May 14, 2025, August 13, 2025
9. Adjournment

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📍 1000 S. Polk St. Amarillo, TX 79101

MINUTES OF THE REGULAR COMMUNICATIONS MEETING HELD ON WEDNESDAY, MARCH 12, 2025, AT 9:45 AM VIA MICROSOFT TEAMS.

1. Call to Order

- Julianne Guy called the meeting to order

2. Approval of Minutes from November 13, 2024

- Motion to approve made by Coco Duckworth, Aaron Soto seconded

3. General Announcements from Committee Members

- Hope Stokes shared that all print collateral for the Route 66 festival has come in. Partnering with Brick and Elm to do Route 66 spread.

4. Report

- Hope Stokes announced the following:
 - 2025 Predictions: Micro-audiences are key, AI in Tourism Marketing, Inspirations from Lifestyle Brands, Sports Tourism Surge, Set-jetting, Paid Media Evolution
 - Visitation Insight: Average LOS: 2.9 which is a 19.7% increase
 - Q4 Visitation: OKC is our top out of state visitor & Albuquerque is still a strong visitor as well.
 - Q4 DMO Tourism Industry Benchmarks: There was a drop in SEM and Meta Prospecting but an increase in Google Display and Meta Remarketing
 - Top Performers: Ski Amarillo Campaign
 - Targeting: DFW & Houston: Winter Ski Campaign only.
 - Others: Colorado Springs, Albuquerque, Denver, OKC, Lubbock. Etc
 - Key Initiatives:
 - Steady Year-Round Tourism
 - Enhance Identity as a Western Destination
 - Premier Destination for Outdoor Adventure
 - Cultivate Vibrant Arts, Culture and Culinary Scene

5. PR Planning

- Red Boot Affair: "A Dress Code". When you think of western fashion you think of Amarillo.
- Travel Writers & Content Creators
 - Hey USA; Belgium and Netherlands
 - Couple in the Kitchen
 - Texas Frontier Road trip
 - BoBo and Chichi
 - Raman Kwa

6. International Marketing

- International Media has been turned off for Canada at the beginning and then later the CVB decided to turn off the UK and Germany and this is due to negative feedback from these markets.

7. Video Plans

- Hope Stokes announced that WRCA is becoming our “western festival”. There will be a Blacksmith Competition, and we want to have content that is educational and engaging. We want to follow a Ferrier’s day on the ranch and gearing up to the competition.
- AQHA video
- Updating “This is Amarillo”
- Route 66 Festival content

8. Future Meeting Dates

- May 14, 2025, August 13. 2025

9. Adjournment

- There being no further business Julianne Guy adjourned the meeting.

Respectfully submitted,

Alexis Gunter

Alexis Gunter

Executive Assistant





February Financial Report

Fiscal Year 2024.25
February 2025

Prepared by
Braley Beck

Prepared on
March 20, 2025

Summary

Quick Look:

- HOT collections for February 2025 came in at \$133,958. This is \$8,764 over ACVB's projections
- Expenses came in at ~\$13,700 under budget.

Revenue and Sales:

- Total Revenues for February 2025 amounted to ~\$184,160.
- An additional ~\$5,244 of interest income was received
 - o This is less than budgeted due to \$1M CD. This interest will be accounted for at the end of the six-month term.
- \$50,000 of Texas 66 Festival Finale sponsorships were secured.
- We have collected \$5,026 in vendor payments. These are not reflected in the report and will be paid out through Eventeny in the coming months.

Expenses and Cost Management:

- Expenses in February were under budget by ~\$13,690.
- **Departmental Expenses Over and Under:**
 - - o Administration: Under Budget by ~\$3,950
 - - o Advertising: Over Budget by ~\$4,700
 - Due to the timing of expenses vs. the budgeted month
 - o Film Commission: Under Budget by ~\$4,000
 - Due to the timing of expenses vs. the budgeted month
 - - o Route 66 Festival: Under Budget by ~\$8,000
 - - o
 - Due to the timing of expenses vs. the budgeted month
 - o Sales: Over Budget by ~\$3,100
 - Due to the timing of expenses vs. the budgeted month
 - o Servicing: Under Budget by ~\$4,300
 - Due to the timing of expenses vs. the budgeted month
 - o Tourism: Over Budget by ~\$2,600
 - Due to the timing of expenses vs. the budgeted month

HOT Collections:

- February's **Total** HOT collections were up 2.6% from the City's projected number. A total of \$13,333.
- For February, the ACVB portion of HOT collections were up \$5,714 from the City's projections. However, these were \$8,764 over the ACVB projection.

Statement of Financial Position

As of February 28, 2025

	Total
ASSETS	
Current Assets	
Bank Accounts	
1000 Petty Cash	6.50
1010 Restricted Interest Checking Account	895,003.68
1020 Non-Restricted Checking	24,886.01
1030 Reserves Account	1,051,113.49
1040 Certificate of Deposit	1,000,000.00
1071 Bill.com Money In Clearing	150.00
1072 Bill.com Money Out Clearing	-57.41
In-Kind Clearing	0.00
May 2023 Vanilla Gift Card for Content Creators	27.13
Total Bank Accounts	2,971,129.40
Accounts Receivable	
1100 Accounts Receivable (A/R)	50,955.16
Total Accounts Receivable	50,955.16
Other Current Assets	
1060 Undeposited Funds	3,375.67
1210 Inventory	20,032.49
Inventory Asset	227.50
Total Other Current Assets	23,635.66
Total Current Assets	3,045,720.22
Fixed Assets	
1300 Fixed Assets	
1310 Furniture	4,328.95
1320 Computers	-1,037.98
1330 Accumulated depreciation	-13,204.92
Total 1300 Fixed Assets	-9,913.95
Total Fixed Assets	-9,913.95
TOTAL ASSETS	\$3,035,806.27

LIABILITIES AND EQUITY

Liabilities

Current Liabilities

Accounts Payable

2010 Accounts Payable (A/P)	57,104.18
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Total Accounts Payable	57,104.18
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	Total
Credit Cards	
2300 Credit Card	
2305 BOA Credit Card - Through COA	0.00
2310 Spend & Expense Credit Card	12,903.13
Total 2300 Credit Card	12,903.13
Total Credit Cards	12,903.13
Other Current Liabilities	
2100 Sales Tax Payable	63.05
2200 Payroll Liabilities	6,733.04
2215 Federal Taxes (941/943/944)	0.00
2225 TX Unemployment Tax	0.00
2230 Retirement - Employee Contribution	1,115.53
2235 Retirement Loan	0.00
2240 Employee Benefits to Pay	
2245 Vision	34.51
Total 2240 Employee Benefits to Pay	34.51
2250 Other Payroll Liabilities	
2255 AFLAC Accident	191.76
2260 AFLAC Cancer	162.33
2265 AFLAC Critical	23.28
2270 AFLAC Hospital	35.76
2275 AFLAC Short-Term Disability	110.40
Total 2250 Other Payroll Liabilities	523.53
After-tax Roth	0.00
Unauthorized Expense Deduction	0.00
Total 2200 Payroll Liabilities	8,406.61
2400 Other Current Liabilities	
2410 Employee Expense Reimbursements Payable	60.46
Total 2400 Other Current Liabilities	60.46
Direct Deposit Payable	0.00
Out Of Scope Agency Payable	0.00
Repayment	
ATT Maritime Charge	0.00
Total Repayment	0.00
Total Other Current Liabilities	8,530.12
Total Current Liabilities	78,537.43
Total Liabilities	78,537.43
Equity	
Opening balance equity	2,325,681.38
Retained Earnings	706,609.46

	Total
Net Revenue	-75,022.00
Total Equity	2,957,268.84
TOTAL LIABILITIES AND EQUITY	\$3,035,806.27

[illegible]

[illegible]

	Administration	Advertising	Arts	Communications	Film Commission	Route 66 Festival	Sales	Servicing	Tourism	Not Specified	TOTAL
7600 Office Equipment	140.71										140.71
7700 Office Supplies	48.52										48.52
7800 Misc. Office Expense	420.20										420.20
Total 7000 Administrative Overhead	13,203.71										13,203.71
QuickBooks Payments Fees	0.50										0.50
Square Fees	3.94										3.94
Total Expenditures	100,935.34	35,203.27	471.27	1,607.79	1,595.66	5,038.50	3,637.18	1,959.62	4,971.88	-0.01	155,420.58
NET OPERATING REVENUE	33,037.05	-35,203.27	-471.27	-1,607.79	-1,595.66	45,105.56	-3,637.18	-1,959.62	-4,971.88	0.01	28,695.97
OTHER REVENUE											
4100 Interest Income	5,244.38										5,244.38
Total Other Revenue	5,244.38	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	5,244.38
OTHER EXPENDITURES											
7400 Depreciation Expense	793.59										793.59
Total Other Expenditures	793.59	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	793.59
NET OTHER REVENUE	4,450.79	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	4,450.79
NET REVENUE	\$37,487.84	\$ -35,203.27	\$ -471.27	\$ -1,607.79	\$ -1,595.66	\$45,105.56	\$ -3,637.18	\$ -1,959.62	\$ -4,971.96	\$0.01	\$33,146.66

Budget Vs. Actual Totals

February 2025

	Actual	Budget	over Budget	Total % of Budget
REVENUE				
4000 Revenues		0.00	0.00	
4010 HOT Funds	133,958.39	125,194.00	8,764.39	107.00 %
Total 4000 Revenues	133,958.39	125,194.00	8,764.39	107.00 %
4400 Special Events				
4410 Sponsorships	50,000.00	56,000.00	-6,000.00	89.29 %
Total 4400 Special Events	50,000.00	56,000.00	-6,000.00	89.29 %
4500 Merchandise Sales				
4510 Shipping Charges Reimbursed	14.00		14.00	
4530 Product Sales	190.06	0.00	190.06	
Total 4500 Merchandise Sales	204.06	0.00	204.06	
Total Revenue	184,162.45	181,194.00	2,968.45	101.64 %
COST OF GOODS SOLD				
6230 Cost of Goods Sold Retail	43.71	0.00	43.71	
Total Cost of Goods Sold	43.71	0.00	43.71	0.00%
GROSS PROFIT	184,118.74	181,194.00	2,924.74	101.61 %
EXPENDITURES				
5000 Personnel Expenses				
5100 Salaries and Wages	56,722.54	60,800.00	-4,077.46	93.29 %
5110 Incentives	10,300.00	0.00	10,300.00	
5220 Federal Taxes (941)	5,112.93	5,000.00	112.93	102.26 %
5230 State Unemployment	35.32	500.00	-464.68	7.06 %
5300 Workers Compensation	107.24	200.00	-92.76	53.62 %
5400 Retirement	6,351.50	6,120.00	231.50	103.78 %
5500 Communications Allowance	184.64	300.00	-115.36	61.55 %
5600 Employee Health	7,105.05	10,000.00	-2,894.95	71.05 %
5610 Employee Life & Disability	756.61	1,000.00	-243.39	75.66 %
5630 Employee Dental/Vision	301.77	500.00	-198.23	60.35 %
Total 5000 Personnel Expenses	86,977.60	84,420.00	2,557.60	103.03 %
6000 Program Expenses				
6010 FAM/Site Visits	1,531.60	2,400.00	-868.40	63.82 %
6020 Community Awareness	135.76	400.00	-264.24	33.94 %
6030 Professional Organizations	4,039.86	21,900.00	-17,860.14	18.45 %
6050 Sales Tools	1,455.65	600.00	855.65	242.61 %

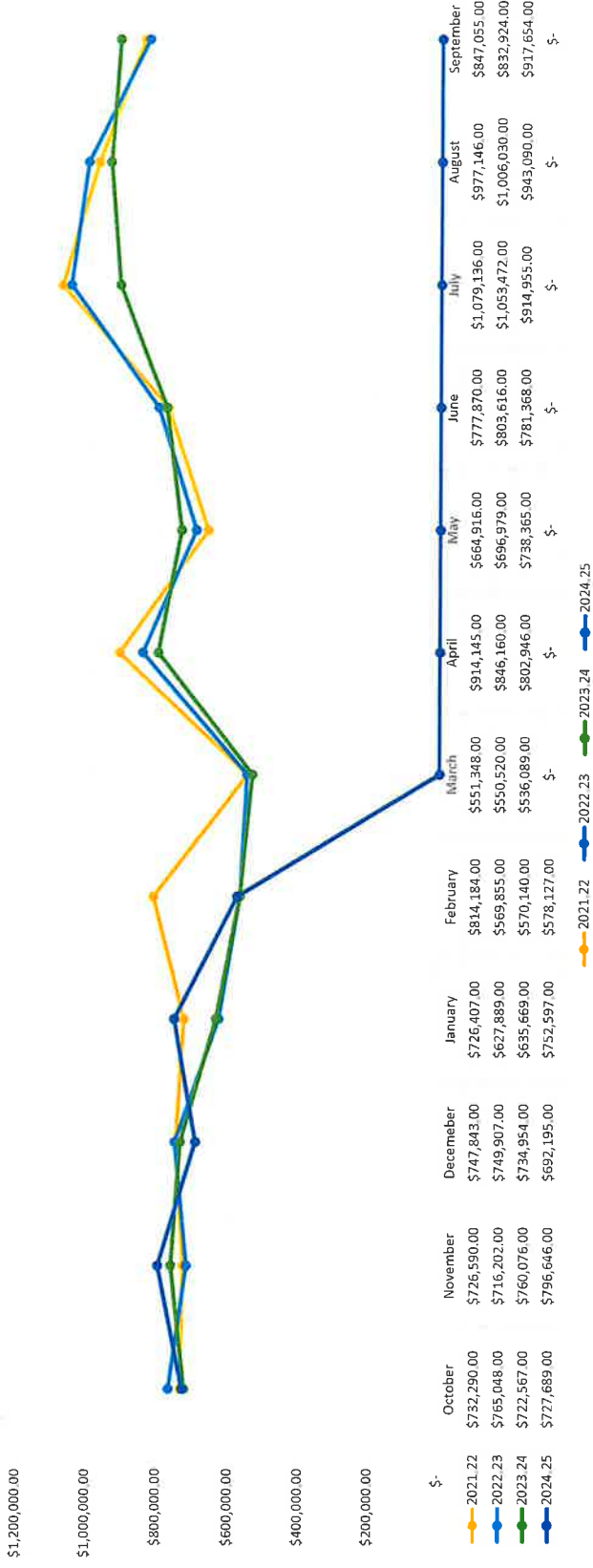
Total

	Actual	Budget	over Budget	% of Budget
6060 Literature	2,344.55	800.00	1,544.55	293.07 %
6070 Photography/Videography	500.00	0.00	500.00	
6080 Trade Shows/Organizations	5,253.15	2,000.00	3,253.15	262.66 %
6110 Specialty Advertising	131.72	12,500.00	-12,368.28	1.05 %
6120 Sales Calls	1,740.92	850.00	890.92	204.81 %
6130 Financial Assistance	673.32	3,387.50	-2,714.18	19.88 %
6160 Tour Development	5,000.00	150.00	4,850.00	3,333.33 %
6180 Education	116.48	550.00	-433.52	21.18 %
6220 Advertising	31,301.81	26,890.58	4,411.23	116.40 %
6260 Software	154.50	72.00	82.50	214.58 %
6280 Misc. Meetings	37.50	100.00	-62.50	37.50 %
6290 Special Events	518.01	0.00	518.01	
6310 Ad Production	300.00	0.00	300.00	
Total 6000 Program Expenses	55,234.83	72,600.08	-17,365.25	76.08 %
7000 Administrative Overhead				
7100 Contractual Services				
7110 Communications Billing	849.75	920.00	-70.25	92.36 %
7120 Postage	309.63	675.00	-365.37	45.87 %
7140 Rental Land & Buildings	3,974.00	1,400.00	2,574.00	283.86 %
7150 Vehicle Lease	751.25	900.00	-148.75	83.47 %
7160 IT Services	1,021.00	1,095.83	-74.83	93.17 %
7170 Rented Equipment	265.09	400.00	-134.91	66.27 %
7180 Professional Services		1,600.00	-1,600.00	
Total 7100 Contractual Services	7,170.72	6,990.83	179.89	102.57 %
7200 Other Charges				
7210 Insurance and Bonds	1,159.55	1,300.00	-140.45	89.20 %
7220 Mileage	45.57	700.00	-654.43	6.51 %
7240 Executive Office Overhead	3,104.19	1,000.00	2,104.19	310.42 %
7250 Bank Fees/Service Charge	669.99	1,050.00	-380.01	63.81 %
Total 7200 Other Charges	4,979.30	4,050.00	929.30	122.95 %
7300 Administrative Software	446.26	450.00	-3.74	99.17 %
7600 Office Equipment	140.71	0.00	140.71	
7700 Office Supplies	46.52	400.00	-353.48	11.63 %
7800 Misc. Office Expense	420.20	200.00	220.20	210.10 %
Total 7000 Administrative Overhead	13,203.71	12,090.83	1,112.88	109.20 %
Total Expenditures	155,416.14	169,110.91	-13,694.77	91.90 %
NET OPERATING REVENUE	28,702.60	12,083.09	16,619.51	237.54 %

OTHER REVENUE

				Total
	Actual	Budget	over Budget	% of Budget
4100 Interest Income	5,244.38	6,800.00	-1,555.62	77.12 %
Total Other Revenue	5,244.38	6,800.00	-1,555.62	77.12 %
OTHER EXPENDITURES				
7400 Depreciation Expense	793.59		793.59	
Total Other Expenditures	793.59	0.00	793.59	0.00%
NET OTHER REVENUE	4,450.79	6,800.00	-2,349.21	65.45 %
NET REVENUE	\$33,153.39	\$18,883.09	\$14,270.30	175.57 %

Total HOT Collections



Total HOT Collections

Month	FY 2023.24	FY 2024.25	% Change
October	\$ 722,567.00	\$ 727,689.00	1%
November	\$ 760,076.00	\$ 796,646.00	5%
December	\$ 734,954.00	\$ 692,195.00	-6%
January	\$ 635,669.00	\$ 752,597.00	18%
February	\$ 570,140.00	\$ 578,127.00	1%
Total	\$ 3,423,406.00	\$ 3,547,254.00	4%

ACVB HOT Collections - Debt Payment

Month	FY 2023.24	FY 2024.25	% Change
October	\$ 192,762.14	\$ 191,929.00	0%
November	\$ 208,731.57	\$ 219,967.86	5%
December	\$ 188,674.43	\$ 174,303.14	-8%
January	\$ 154,262.71	\$ 204,145.43	32%
February	\$ 124,738.00	\$ 133,958.29	7%
Total	\$ 869,168.86	\$ 924,303.71	6%

Actual Hotel/Motel Tax Collections

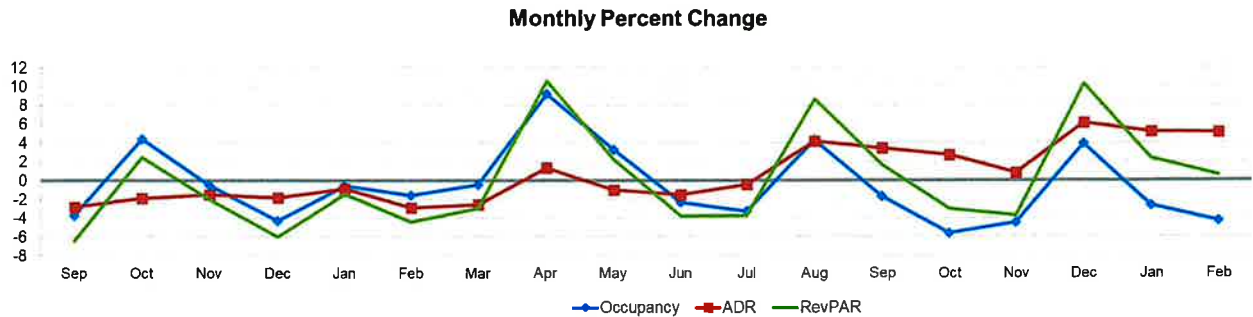
2024.25

Month	Total Collections	HOT Rebate	Civic Center	City Total	CVB General	Bond Payment	Activity Fund	CVB Total	Grand Total	Original Projection	Variance	% Difference
October	\$ 727,689.00	\$ 65,965.00	\$ 330,862.00	\$ 422,529.00	\$ 283,596.00	\$ 91,667.00	\$ 47,266.00	\$ 239,195.00	\$ 661,724.00	\$ 650,310.00	\$ 11,414.00	1.7%
November	\$ 796,646.00	\$ 69,498.00	\$ 363,574.00	\$ 455,241.00	\$ 311,634.86	\$ 91,667.00	\$ 51,939.14	\$ 271,907.00	\$ 727,148.00	\$ 684,068.00	\$ 43,080.00	6.1%
December	\$ 692,195.00	\$ 71,598.00	\$ 310,298.50	\$ 401,965.50	\$ 265,970.14	\$ 91,667.00	\$ 44,328.36	\$ 218,631.50	\$ 620,597.00	\$ 661,459.00	\$ (40,862.00)	-6.4%
January	\$ 752,597.00	\$ 62,368.00	\$ 345,114.50	\$ 436,781.50	\$ 295,812.43	\$ 91,667.00	\$ 49,302.07	\$ 253,447.50	\$ 690,229.00	\$ 572,102.00	\$ 118,127.00	18.7%
February	\$ 578,127.00	\$ 51,668.00	\$ 263,229.50	\$ 354,896.50	\$ 225,625.29	\$ 91,667.00	\$ 37,604.21	\$ 171,562.50	\$ 526,459.00	\$ 513,126.00	\$ 13,333.00	2.6%
March												
April												
May												
June												
July												
August												
September												
Total	\$ 3,547,254.00	\$ 321,097.00	\$ 1,613,078.50	\$ 2,071,413.50	\$ 1,382,638.71	\$ 458,335.00	\$ 230,439.79	\$ 1,154,743.50	\$ 3,226,157.00	\$ 8,239,025.00	\$ 145,092.00	4.550%

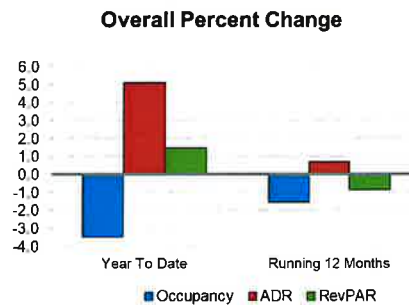
AMARILLO LODGING DATA

February 2025

From Smith Travel Research



February 2025 Occupancy – 50.9%
 Down 4.3% from February 2024
 February 2025 Supply – 0% Change
 February 2025 Demand – Down 4.3%



February 2025 ADR – \$84.90
 Up 5.1% from February 2024
 February 2025 RevPAR – \$43.19
 Up 0.6% from February 2024
 February 2025 Total Revenue – \$8,808,726
 Up 0.6% from February 2024
 7,284 total rooms (per STR)

RUNNING 12 MONTH TOTAL REVENUE 2025 - \$149,604,884

Definite Leads and Assists

Date Range: 03/01/2025-12/31/2025

Group	Account	Meeting Name	Meeting Dates	People	Total Room Nights	Econ Value
Meeting Sales	Texas Northwest Jurisdictional Church of God in Christ	Texas Northwest Jurisdictional Church of Christ in God Women's Conference	03/11/2025 - 03/15/2025	65	300	\$93,407.47
Sports Sales	Amarillo Hockey Association	Wranglers Parents Weekend 2025	03/14/2025 - 03/16/2025	20	40	\$21,623.58
Sports Sales	Texas Panhandle Youth Sports Foundation	Come Out Swinging Baseball 2025	03/21/2025 - 03/23/2025	80	0	\$58,722.86
Meeting Sales	Jehovah Witnesses	CCJW Circuit Event	03/22/2025 - 03/23/2025	70	0	\$14,490.00
Meeting Sales	Texas Water Utilities Association	Panhandle Regional Training 2025	03/24/2025 - 03/27/2025	50	0	\$60,740.22
Meeting Sales	FIRST* IN TEXAS	2025 FIRST* Robotic Competition- District Event	03/27/2025 - 03/30/2025	600	540	\$483,667.15
Sports Sales	West Texas Ranch Rodeo	2025 World Championship Blacksmith Competition	04/09/2025 - 04/13/2025	250	240	\$208,441.24
Meeting Sales	Yellow City Comic Convention - YC3	2025 Yellow City Comic Convention - YC3	04/10/2025 - 04/13/2025	100	0	\$467,247.52
Sports Sales	Southwest Trampoline and Tumbling Association	2025 STTA Texas and New Mexico State Championship	04/11/2025 - 04/13/2025	175	0	\$188,647.51
Sports Sales	West Texas Ranch Rodeo	2025 West Texas Ranch Rodeo	04/11/2025 - 04/13/2025	300	160	\$243,311.81
Sports Sales	National Intercollegiate Ranch & Stock Horse Association	2025 NIRSHA Show	04/13/2025 - 04/16/2025	100	0	\$99,586.00
Meeting Sales	Jehovah Witnesses	CCJW Circuit Event	04/19/2025 - 04/20/2025	70	0	\$14,490.00
Sports Sales	Dust Devil Duel, LLC	Dust Devil Duel 2025	04/25/2025 - 04/27/2025	100	285	\$126,241.53
Meeting Sales	Greater Southwest Music Festival	2025 Greater Southwest Music Festival	04/30/2025 - 05/03/2025	10	0	\$625,298.86
Sports Sales	Panhandle Quarter Horse Association	2025 PQHA VRH World Dress Show Rehearsal Show	05/02/2025 - 05/04/2025	100	40	\$88,697.35
Meeting Sales	Reunion and Wedding Parties	Pautsky-Harison Wedding	05/03/2025 - 05/04/2025	30	30	\$8,672.36
Meeting Sales	Texas Workforce Commission	TWC Employer Regional Conference Amarillo 2025	05/08/2025 - 05/10/2025	20	20	\$25,324.45
Sports Sales	Peak Fighting	PFC 34 Fight Night May 25'	05/09/2025 - 05/11/2025	244	0	\$256,147.80
Sports Sales	Texas Panhandle Youth Sports Foundation	Leather and Lace 2025	05/16/2025 - 05/18/2025	80	0	\$58,722.86
Sports Sales	Amarillo Obedience Training Club	American Kennel Club (AKC) Licensed Agility Trials 2025	05/24/2025 - 05/26/2025	200	0	\$109,600.00
Sports Sales	Texas Panhandle Youth Sports Foundation	School's Out Battle of the Bats-Baseball 2025	05/30/2025 - 06/01/2025	200	0	\$86,120.13
Sports Sales	Coors Cowboy Club	2025 Coor's Ranch Rodeo & Cattle Drive	06/05/2025 - 06/08/2025	885	0	\$484,980.00
Sports Sales	Texas Panhandle Youth Sports Foundation	Bring the Heat 2025	06/06/2025 - 06/08/2025	80	0	\$58,722.86
Meeting Sales	Beef Improvement Federation	2025 Beef Improvement Federation Research Symposium	06/09/2025 - 06/13/2025	250	733	\$332,818.68
Meeting Sales	Gateway to Success, Inc	George Washington Carver Diamond Jubilee 2025	06/11/2025 - 06/15/2025	225	0	\$144,450.77
Meeting Sales	3rd Marine Division Association	3rd Marine Division Reunion 2025	06/12/2025 - 06/15/2025	12	38	\$14,870.16
Sports Sales	West Texas Youth Baseball	2025 West TX State Tournament- ALL DIVISIONS	06/13/2025 - 06/15/2025	1,200	0	\$328,800.00
Sports Sales	American Quarter Horse Association	2025 Versatility Ranch Horse World Championship Show	06/14/2025 - 06/22/2025	300	0	\$1,347,340.46
Meeting Sales	Western Writers of America	Western Writers of America Annual Meeting	06/18/2025 - 06/21/2025	100	480	\$184,348.68
Meeting Sales	Jehovah Witnesses	2025 Christian Congregation of Jehovah's Witnesses- Week 1	06/19/2025 - 06/22/2025	400	0	\$248,400.00
Sports Sales	Amarillo Gun Club (Texas Trapsshooters Association)	2025 Zone Shoot	06/20/2025 - 06/22/2025	50	0	\$27,182.69
Meeting Sales	Jehovah Witnesses	2025 Christian Congregation of Jehovah's Witnesses- Week 2	06/26/2025 - 06/29/2025	400	0	\$248,400.00
Sports Sales	CBT Barrel Racing	2025 Summer Dash Barrel Race	06/27/2025 - 06/29/2025	50	0	\$72,820.67
Sports Sales	Amarillo Gun Club (Texas Trapsshooters Association)	2025 Texas State Trap Shoot	07/01/2025 - 07/06/2025	300	0	\$508,969.35
Meeting Sales	American Quarter Horse Association	2025 Youth Excellence Seminar (YES) Leadership Conference	07/07/2025 - 07/11/2025	65	0	\$88,736.27
Sports Sales	Koben Puckett Productions	2025 Southwest Zone Shoot	07/11/2025 - 07/13/2025	50	0	\$28,460.35
Meeting Sales	Amarillo Police Department	2025 Koben Puckett PBR	07/11/2025 - 07/13/2025	50	0	\$284,855.57
Meeting Sales	Church of Christ	Iron Horse Shoot Out 2025	07/16/2025 - 07/19/2025	50	0	\$62,826.42
Sports Sales	Panhandle Quarter Horse Association	2025 Area Wide Meeting a.k.a. Brotherhood Meeting	07/24/2025 - 07/27/2025	150	230	\$178,844.61
Meeting Sales	Global Animal Products	2025 PQHA Bomb City Blowout Show	07/25/2025 - 07/27/2025	100	40	\$88,697.35
Sports Sales	Texas Panhandle Youth Sports Foundation	2025 July Sales Meeting	07/28/2025 - 07/31/2025	20	0	\$29,098.95
Meeting Sales	AMA-CON	Summer Siam 2025	08/01/2025 - 08/03/2025	80	0	\$67,470.54
Meeting Sales	Texas A&M AgriLife Amarillo Research and Extension Center/District 01 Office	2025 AMA-CON	08/02/2025 - 08/04/2025	350	0	\$74,196.41
Sports Sales	West Texas Futurity	4-H Agent YALE4-HYDP 2025 Conference	08/04/2025 - 08/07/2025	75	160	\$88,889.92
Sports Sales	Texas Panhandle Youth Sports Foundation	2025 West Texas Futurity	08/06/2025 - 08/17/2025	350	203	\$864,242.67
Sports Sales	X-Treme Fast Draw Association	Back to School Bash 2025	08/22/2025 - 08/24/2025	80	0	\$58,722.86
Meeting Sales	Texas Panhandle Peace Officers Association	2025 XFDA World Finals Championship	08/28/2025 - 08/31/2025	50	0	\$65,514.73
Sports Sales	Western Lone Star Senior Ladies Golf Association	Texas Panhandle Peace Officers Association 2025	08/30/2025 - 09/05/2025	140	0	\$128,551.87
Meeting Sales	Panhandle Kennel Club of the American Kennel Club	2025 Western Lonestar Senior Ladies Golf Tournament	09/07/2025 - 09/12/2025	50	200	\$80,616.31
Meeting Sales	American Quarter Horse Hall of Fame & Museum	2025 Panhandle Kennel Club of Texas	09/09/2025 - 09/14/2025	300	0	\$271,156.98
Meeting Sales	Texas High Plains Writers	American Quarter Horse Hall of Fame Banquet 2025	09/12/2025 - 09/14/2025	50	0	\$161,751.06
Sports Sales	Peak Fighting	New Frontiers in Writing 2025	09/26/2025 - 09/28/2025	50	65	\$29,752.42
Meeting Sales	Jehovah Witnesses	PFC 34 Fight Night October 25'	10/17/2025 - 10/19/2025	244	0	\$255,015.80
Meeting Sales	Texas Panhandle Youth Sports Foundation	CCJW Circuit Event	10/18/2025 - 10/19/2025	70	0	\$14,490.00
Sports Sales	Texas Panhandle Youth Sports Foundation	Halloween Howl 2025	10/24/2025 - 10/26/2025	80	0	\$58,722.86

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 Sluggfest 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
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 Cash 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	\$2,934,501.17
Meeting Sales	Global Animal Products	2025 Christmas Meeting	12/10/2025 - 12/13/2025	15	0	\$22,567.96
Total (64)				10,853	4,219	\$15,188,988.07

Groups Services

Date Range: 10/01/2024-03/07/2025

Group	Account	Meeting Name	Meeting Da People	Total Room Nights	Econ Value
Meeting Sales	B-2/501st Airborne	2024 B-2/ 101st Airborne Reunion	25	0	\$15,878.23
Meeting Sales	Amarillo CVB	Murguia/Phommahaxay Wedding	50	135	\$0.00
Meeting Sales	Family Reunion/Wedding Party's	Wilson School 2024 Reunion	25	0	\$0.00
Meeting Sales	Texas Speech Communications Association	2024 TSCA Conference	300	372	\$211,653.75
Meeting Sales	Amarillo CVB	Amarillo International Film Festival	50	120	\$37,801.91
Sports Sales	CrossFit 806	806 Classic - 2024	50	60	\$97,399.69
Meeting Sales	Pandom Events	Cottonwood Faire 2024	50	0	\$106,696.89
Sports Sales	Cowboy Mounted Shooting Association	2024 CMSA Wrangler World Championships	100	0	\$179,076.01
Sports Sales	United States Team Penning Association	2024 USTPA World Finals	200	0	\$22,096.31
Sports Sales	Legends Roughstock Series	Halloween Hullabaloo Legends Roughstock Series 2024	75	125	\$66,155.29
Sports Sales	Peak Fighting	PFC 34 Fight Night October 24'	244	0	\$253,214.07
Meeting Sales	Jehovah Witnesses	CCWJ Circuit Event	70	0	\$14,490.00
Sports Sales	Texas Panhandle Youth Sports Foundation	Ghouls Just Wanna Have Fun 2024	80	0	\$65,524.39
Meeting Sales	Amarillo High School	Amarillo High School 50th Alumni Assoc. 2024 Reunion	50	0	\$22,834.85
Sports Sales	Texas Panhandle Youth Sports Foundation	Halloween Howl 2024	80	0	\$65,524.39
Sports Sales	Conference Commissioners Association Division 2	2024 D2CCA Tip Off Classic	76	348	\$171,809.85
Meeting Sales	Amarillo College Washington Campus	USTCC South Central Regional Student Conference 2024	100	96	\$53,346.76
Sports Sales	Working Ranch Cowboy Association	Frozen Ropes Sugfest 2024	80	0	\$64,803.24
Sports Sales	Working Ranch Cowboy Association	WRCA 29th World Championship Ranch Rodeo - Staff Rooms Only	400	0	\$821,171.79
Sports Sales	Working Ranch Cowboy Association	WRCA 29th World Championship Ranch Rodeo - Courtesy Block Request	4,000	0	\$4,978,165.84
Sports Sales	Bronc Stomper Productions, LLC	Bomb City Broncos and United Bucking Horse Association World Finals	150	0	\$321,160.66
Meeting Sales	Jehovah Witnesses	CCWJ Circuit Event	70	0	\$14,490.00
Sports Sales	Amarillo Independent School District	Yellow City Classic Basketball Tournament 2024	40	0	\$46,143.09
Sports Sales	CBT Barrel Racing	2024 Christmas Cash Barrel Racing	65	0	\$122,620.48
Sports Sales	IDEAg Group, LLC	2024 Panhandle Nationals Wrestling Tournament	350	0	\$324,863.64
Meeting Sales	Global Animal Products	2024 Amarillo Farm and Ranch Show	368	605	\$3,849,713.79
Meeting Sales	Amarillo Tri-State Exposition	Amarillo Classic Junior Stock Show 2024	200	660	\$329,808.82
Meeting Sales	Northside Toy Drive	2024 Christmas Meeting	15	47	\$22,223.45
Sports Sales	National Junior College Athletic Association	Northside Toy Drive Black tie event 2024	50	0	\$10,728.93
Meeting Sales	Chapel Hill Missionary Baptist Church/Mount Herman Missionary Baptist Church Association	2024 NICAA Football Championship	180	589	\$386,373.83
Sports Sales	Amarillo Hockey Association	Traveling Stanley - mission Trip and pin exchange for youth group	0	0	\$0.00
Meeting Sales	Parkhill	Stanley Cup Hockey Tournament	240	720	\$372,779.37
Sports Sales	West Texas A&M University Athletics	Amarillo Architecture Tour 2025	10	59	\$22,927.16
Meeting Sales	First Presbyterian Church	WT 806 Day Basketball Tournament	0	0	\$16,016.62
Meeting Sales	Pandom Events	Presbyterian Church 2025 Mission Trip	0	0	\$0.00
Meeting Sales	Panhandle Kennel Club of the American Kennel Club	Bomb City Comic Con	20	80	\$59,493.52
Meeting Sales	West Texas Pharmacy Association	AKC FASTCATS 2025	75	0	\$22,682.82
Total (38)		2025 WTPA Annual Conference	60	100	\$52,212.17
			7,978	4,116	\$13,381,881.61

Report: Lost Business Report

Lost Reason		Economic Impact		Lost Count	
Board Vote/Preference/Internal Politics				1	
Location				2	
Multiple Reasons				1	
Lost Business Detail					
Organization Name	Lead Name	Meeting Start Date	Room	Alter Room	Nigh
United States Team Penning Association	2025 USTPA World Finals [7294]	10/16/2025	200	615	
Texas Panhandle Youth Sports Foundation	2025 Cal Ripken State Tournament [7383]	7/18/2025	300	0	
Economic Impact					
		\$0.00	\$205,241.24	\$0.00	
Lost Reason					
American Farrier's Association	54th Annual Convention American Farrier's Assn	3/16/2026	210	925	
Economic Impact					
		\$383,928.96	Technical - Unable to meet requirements		
Cvent					
	FY 25 Recruiter Training Event 367 Recruiting [7	11/1/2025	450	2,700	
Lost Note					
Due to low attendance they are moving locations.					
Lost to Hereford- new facility to host					
The Fire dept will only allow for 5lb propane tanks in the					
Civic Center and the competition requires each station to					
have 20lb tanks. We were not able to get the Fire Dept to					
override the code					
Never heard back from client and hold date passed. Have					
tried to contact client several times for an update and no					
reply/ no updates in CVENT.					

Pending Meeting Sales & Sports Leads



Pending Meeting Sales & Sports Leads

03/01/2025 - 12/31/2028
Meeting Sales, Sports Sales

Apr 11 - 13	Texas Panhandle Youth Sports Foundation Joe Taco-Oppo Taco Classic Baseball 2025	Group: Sports Sales	
		Room Nights: 400	
		Peak Rooms: 200	
		Attendance: 250	Lead
		EIC: \$125,855.67	

Apr 16 - 16	Nuclear Care Partners Nuclear Care Partners- Meeting Space Request	Group: Meeting Sales	
		Room Nights: 0	
		Peak Rooms: 0	
		Attendance: 0	Lead
		EIC: \$0.00	

Jun 13 - 15	Texas Panhandle Youth Sports Foundation 2025 State Tournament	Group: Sports Sales	
		Room Nights: 2000	
		Peak Rooms: 1000	
		Attendance: 1500	Lead
		EIC: \$924,046.93	

Jul 13 - 16	Texas APCO and Texas NENA Texas 911 Trainers and 911 Public Educators of Texas	Group: Meeting Sales	
		Room Nights: 80	
		Peak Rooms: 30	
		Attendance: 30	Lead
		EIC: \$0.00	

Oct 14 - 17	Wonderland Amusement Park Family-Owned Amusement Park Convention 2025	Group: Meeting Sales	
		Room Nights: 42	
		Peak Rooms: 14	
		Attendance: 14	Lead
		EIC: \$0.00	

Nov
3 - 6
Inform Texas
Inform Texas USA 2025

Group: Meeting Sales
Room Nights: 270
Peak Rooms: 100
Attendance: 100
EIC: \$0.00
Lead

Nov
12 - 17
Working Ranch Cowboy Association
WRCA 30th World Championship Ranch Rodeo - Courtesy Block Request

Group: Sports Sales
Room Nights: 80
Peak Rooms: 20
Attendance: 4000
EIC: \$0.00
Lead

Dec
15 - 18
National Junior College Athletic Association
2025 NJCAA Football Championship

Group: Sports Sales
Room Nights: 480
Peak Rooms: 160
Attendance: 160
EIC: \$635,592.27
Pending

Jan
19 - 22
Texas Association of Convention and Visitor Bureaus
2026 TACVB Winter Conference

Group: Meeting Sales
Room Nights: 300
Peak Rooms: 120
Attendance: 120
EIC: \$0.00
Lead

Apr
2 - 5
FIRST@ IN TEXAS
2026 FIRST@ Robotic Competition- District Event

Group: Meeting Sales
Room Nights: 750
Peak Rooms: 250
Attendance: 600
EIC: \$495,449.13
Pending

Apr
10 - 12
West Texas Ranch Rodeo
2026 West Texas Ranch Rodeo

Group: Sports Sales
Room Nights: 335
Peak Rooms: 150
Attendance: 300
EIC: \$0.00
Pending

Apr
10 - 12

Libertarian Party of Texas
Libertarian Party of Texas State Convention 2026

Group: Meeting Sales
Room Nights: 135
Peak Rooms: 70
Attendance: 70
EIC: \$99,154.66
Lead

Jun
20 - 28

American Quarter Horse Association
2026 Versatility Ranch Horse World Championship Show

Group: Sports Sales
Room Nights: 1980
Peak Rooms: 280
Attendance: 300
EIC: \$0.00
Pending

Jun
23 - 24

Great Race
2026 Great Race - Route 66 Theme

Group: Meeting Sales
Room Nights: 300
Peak Rooms: 300
Attendance: 300
EIC: \$62,100.00
Lead

Jul
6 - 10

American Quarter Horse Association
2026 Youth Excellence Seminar (YES) Leadership Conference

Group: Meeting Sales
Room Nights: 0
Peak Rooms: 0
Attendance: 65
EIC: \$98,736.27
Pending

Jul
8 - 18

International Police Mountain Bicycling Association
IPMBA 2026

Group: Sports Sales
Room Nights: 630
Peak Rooms: 125
Attendance: 125
EIC: \$281,074.17
Lead

Aug
5 - 17

West Texas Futurity
2026 West Texas Futurity

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

Oct 29 - Nov 1

Conference Commissioners Association Division 2
2026 Women's Basketball D2 CCA Tip Off Classic

Group: Sports Sales
Room Nights: 180
Peak Rooms: 60
Attendance: 76
EIC: \$168,777.95
Pending

Oct 29 - Nov 1

South Texas ComicCon
Ultra Fan Fest Gaming 2026

Group: Meeting Sales
Room Nights: 285
Peak Rooms: 110
Attendance: 150
EIC: \$514,116.71
Pending

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
EIC: \$0.00
Pending

Dec
14 - 17

National Junior College Athletic Association
2026 NJCAA Football Championship

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

Apr
1 - 4

FIRST® IN TEXAS
2027 FIRST® Robotic Competition- District Event

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

Apr
19 - 23

West Texas County Judges and Commissioners Association
98th WTCJCA Annual Conference 2027

Group: Meeting Sales
Room Nights: 775
Peak Rooms: 250
Attendance: 250
EIC: \$352,724.62
Lead

Jun
3 - 10

Texas Rural Letter Carriers Association
2027 Texas Rural Letter Carriers' Association State Convention

Group: Meeting Sales
Room Nights: 447
Peak Rooms: 110
Attendance: 110
EIC: \$209,472.16
Lead

Jun
8 - 11

Texas Society of Professional Engineers
TSPE State Professional Engineering Conference 2027

Group: Meeting Sales
Room Nights: 900
Peak Rooms: 300
Attendance: 300
EIC: \$343,355.92
Lead

Jul
5 - 9

American Quarter Horse Association
2027 Youth Excellence Seminar (YES) Leadership Conference

Group: Meeting Sales
Room Nights: 0
Peak Rooms: 0
Attendance: 65
EIC: \$103,382.71
Pending

Aug
4 - 16

West Texas Futurity
2027 West Texas Futurity

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

Nov
7 - 15

Working Ranch Cowboy Association
WRCA 32nd World Championship Ranch Rodeo - Staff Rooms Only

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

Dec
13 - 16

National Junior College Athletic Association
2027 NUCAA Football Championship

Group: Sports Sales
Room Nights: 480
Peak Rooms: 160
Attendance: 160
EIC: \$664,051.26
Pending

Nov
2 - 5

Conference Commissioners Association Division 2
2028 Women's Basketball D2 CCA Tip Off Classic

Group: Sports Sales
Room Nights: 180
Peak Rooms: 60
Attendance: 76
EIC: \$122,758.94
Pending

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
EIC: \$0.00
Pending

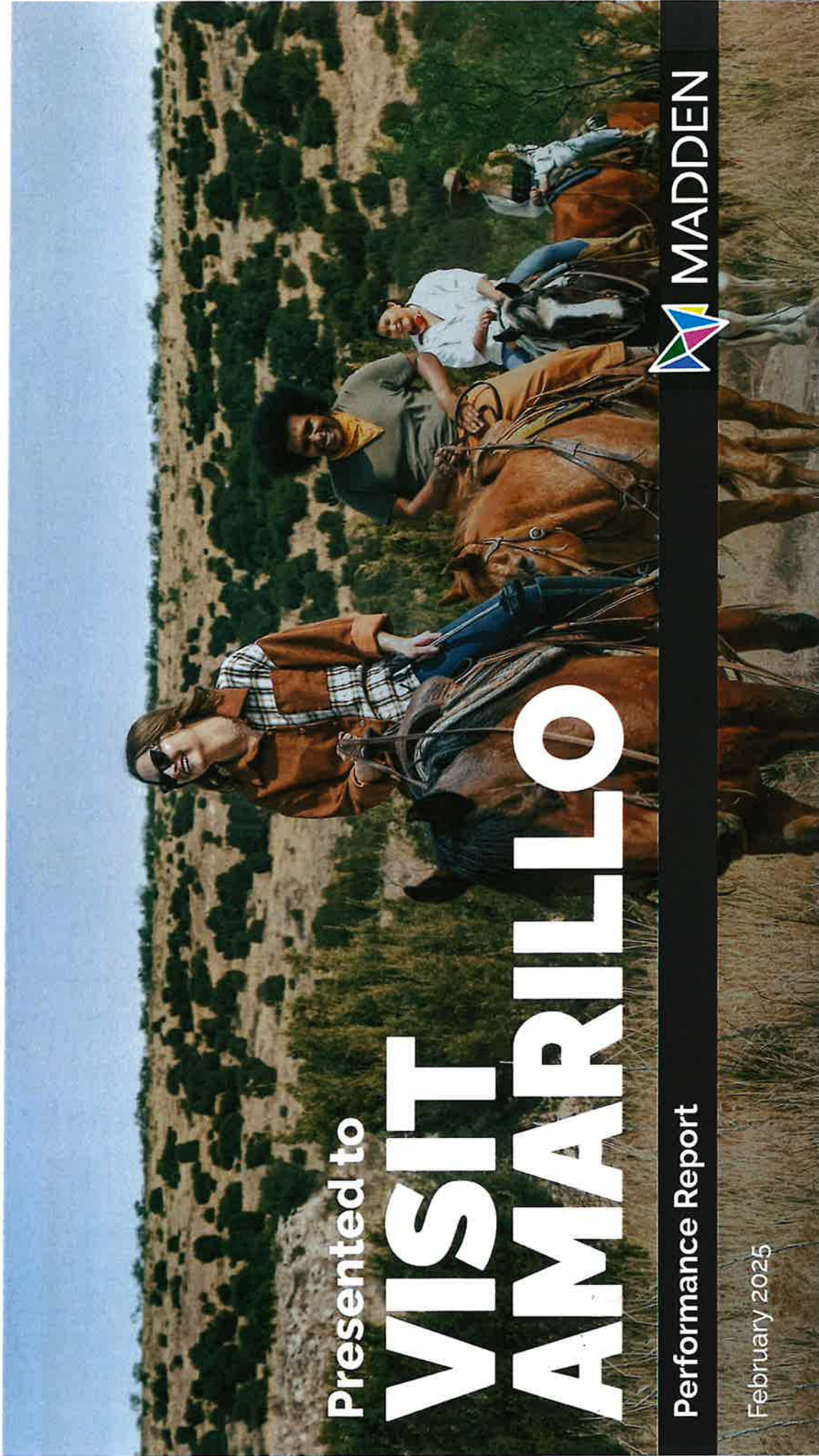
Sum of EIC: \$6,359,089.93

Presented to

VISIT AMARILLO

Performance Report

February 2025



THE STUFF YOU'RE GOING TO
HEAR ABOUT

WE'RE READY TO GO!

SEM

FACEBOOK

INSTAGRAM

META REMARKETING

ATMOSPHERE

PROGRAMMATIC DISPLAY

ACTIVE CONSIDERATIONS

GOOGLE SEM

SEM Plan revisions went into effect on 3.6.25

META EXTENDED

Meta campaigns were extended through 3.31.25.

KEY LEARNING

REACHING ELDER MILLENNIALS & GEN X TRAVELERS

Across all tactics, we observed strong engagement and conversions from travelers between the ages of 35-54. This audience demonstrated high interaction rates and on-site actions, indicating a strong interest in what is going on in Amarillo. Their engagement suggests that we have hit the sweet spot in messaging and creative that resonates with this traveler.

PERFORMANCE AT A GLANCE

SEM

→ 107,092 Impressions
→ 6,745 Clicks
→ 6.30% CTR
(Madden Benchmark 8.18%)

FACEBOOK

→ 161,522 Impressions
→ 112,527 Reach
→ 3,122 Clicks
→ 1.93% CTR
(Madden Benchmark 1.49%)

INSTAGRAM

→ 599,261 Impressions
→ 199,145 Reach
→ 334 Clicks
→ .04% CTR
(Madden Benchmark 1.49%)

META REMARKETING

→ 107,883 Impressions
→ 56,897 Reach
→ 5,754 Clicks
→ 5.33% CTR
(Madden Benchmark 1.56%)

ATMOSPHERE

→ 128,205 Impressions
→ 113,724 AV Imp.

PROGRAMMATIC DISPLAY

→ 268,727 Impressions
→ 1,115 Clicks
→ .41% CTR
→ 1,878 Conversions

SEM

WHAT WORKED

- Our awareness tactics are driving measurable impact, increasing impressions from key DMAs across our SEM Campaign. Notably, impressions from Houston rose by 20.92%, aligning with the CityCast ski campaign launch. Likewise, Albuquerque saw a 5.56% uptick following the introduction of our programmatic display campaigns.

KEY LEARNING

- We noticed a month-over-month increase in impressions and clicks arriving from Thrill Seekers (14.83% imp./18% clicks) and Outdoor Enthusiasts (9.34% imp./2.23% clicks).

ACTIVE CONSIDERATIONS

- SEM Plan revisions went into effect 3.6.25. We have already noticed an increase in both impressions and clicks.

107,092

IMPRESSIONS

6,745

CLICKS

6.30%

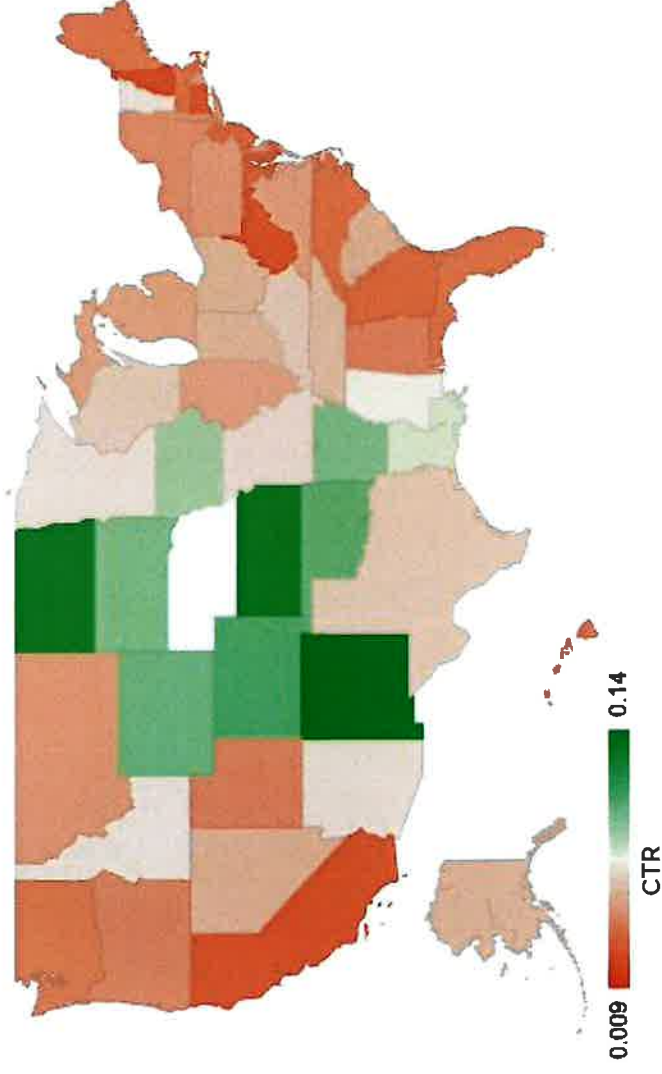
CTR

\$.38

CPC


SEM GEOTARGETING EXPLAINED

State Performance by CTR



Google Ads determines a user's location through GPS, Wi-Fi signals, IP addresses, and user-provided data like Google account settings or search intent. If location services are turned off, it relies on IP addresses, Wi-Fi networks, and past location data (if available) to approximate the user's location.

SEM TOP AD

Ad	Status	Impressions	Clicks	CTR
<p>Palo Duro Canyon in Texas Find the Top Things to Do Visit Amarillo</p> <p> visitamarillo.com/plan-your/trip</p> <p>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.</p> <p>Palo Duro Canyon</p> <p>Itineraries</p> <p>Hiking</p> <p>Outdoor Adventures</p>	Paused	27,831	2,288	8.22%
		↑ 25,240	↑ 1,880	↑ 7.45%

FACEBOOK

WHAT WORKED

- We noticed a 47.82% increase in CTR month-over-month, indicating that these ads are still resonating with our audiences.
- Growth in ad engagement was driven by users aged 35-44. This audience had a 53.44% increase in CTR month-over-month.

KEY LEARNING

- Top DMAs for clicks were DFW (815) and Houston (600).
- While males saw the highest clicks (1,864); however, females were responsible for driving CTR with a 2.30% CTR.

161,522

IMPRESSIONS

112,527

REACH

3,122


CLICKS

1.93%

CTR

FACEBOOK TOP AD

MADDEN


**Visit Amarillo**
Sponsored · 🌐

✕

⋮

Texas' veteran skiers know that Amarillo is more than a pit stop. Off the highway, you'll find a blossoming local scene.

APRES-SKI
INTO





REAL
TEXAS




visitamarillo.com

Stop On Your Way To Ski
The Stop Only Pros Know

[Learn more](#)

  755

102 comments 43 shares

 Like  Comment  Share

2366
Likes

INSTAGRAM

WHAT WORKED

- Campaign continued to see strong reach in the DFW (57,387) and Houston (48,560) DMAs.
- Reels placements drove performance with 349,669 impressions, 131,762 Reach, and 251 clicks.

KEY LEARNING

- The lionshare of impressions came from reels placements (349,669). Stories placements came in second delivering 72,255 impressions.

ACTIVE CONSIDERATIONS

- This campaign is optimizing towards reach rather than link clicks.

599,261

IMPRESSIONS

344

CLICKS

199,145

REACH

571

PAGE ENGAGEMENTS

INSTAGRAM TOP AD



MADDEN

90,147
IMPRESSIONS

META REMARKETING

WHAT WORKED

- Ads are performing extremely well and have delivered a CTR that is 241.66% higher than Madden benchmarks.

KEY LEARNING

- Facebook Reels is responsible for 100,497 impressions and 5,605 clicks.
- DFW, Houston, and San Antonio are top DMAs for campaign.

107,883

IMPRESSIONS

56,897

REACH

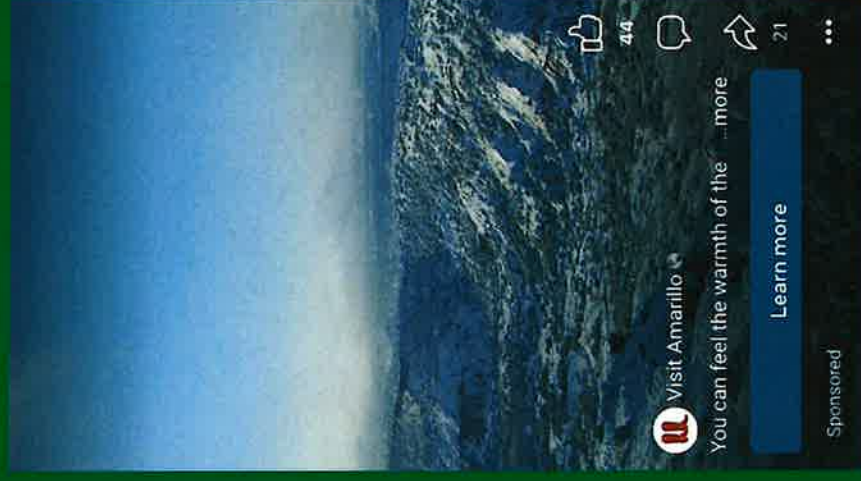
5,754

CLICKS

5.33%

CTR

REMARKETING G TOP AD



3,542
Clicks

ATMOSPHERE

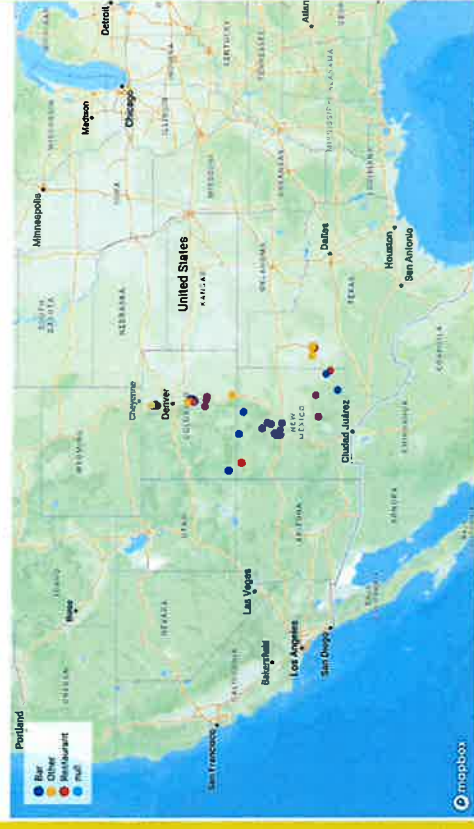
KEY LEARNING

- Top DMAs by impressions were the following: Colorado Springs-Pueblo (36,065), Albuquerque-Santa Fe (32,802), Lubbock (32,802) and Denver (15,303).
- By venue category, restaurants were the most popular with over 62k impressions. This was followed by bars with over 49k impressions.

241,929

IMPRESSIONS (w/AV
INCLUDED)

Atmosphere Venue Streaming List



PROGRAMMATIC DISPLAY

WHAT WORKED

- Separating campaign by age group allowed for more even distribution of impressions - 25-44 (127,947) and 45-64 (140,780).

KEY LEARNING

- Users aged 45-64 are driving more conversions on site with 1,320 conversions.
- In total, the campaign generated the following conversions:
 - Things To Do Page 1,227
 - Blog Page 305
 - Events Page 224
 - Food & Drink Page 76
 - Places to Stay Page 27
 - About Amarillo Page 9
 - Travel guide Page 8
 - Travel Guide Form Fill Thank You 2

ACTIVE CONSIDERATIONS

- This campaign is optimizing towards on-site conversions rather than clicks.

268,727

IMPRESSIONS

1,878

CONVERSIONS

1,115

CLICKS

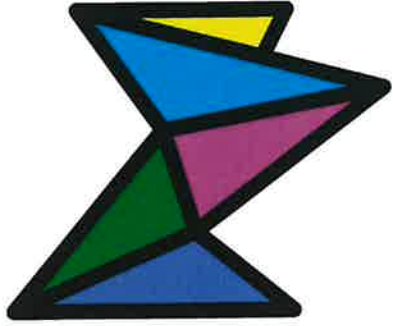
.41%

CTR

PROGRAMMATI C DISPLAY TOP AD



397
Clicks



THANKS!

WE'RE ALL DONE NOW.

