



(806)374-1497

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1000 S. Polk St. Amarillo, TX 79101

## NOTICE OF MEETING & AGENDA

### VISIT AMARILLO BOARD OF DIRECTORS MEETING

#### **REGULAR MEETING TO BE HELD ON WEDNESDAY MARCH 25, 2026, AT 8:30 AM AT THE BIVINS MANSION, 1000 S. POLK ST, AMARILLO TX, 79101**

*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.**

**1. Call to Order**

**2. Public Forum**

**3. General Announcements from Board Members**

**4. Consideration: Minutes from February 27, 2026**

**5. Discussion: Upcoming Volunteer Needs (OccuNet Classic and Texas 66 Festival)**

**6. Discussion: Proposed "The Long Trail: Amarillo's 10 Year Plan for the Visitor Economy"**

**7. Consideration: Adoption of "The Long Trail: Amarillo's 10 Year Plan for the Visitor Economy"**

**8. Discussion: 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 April 22, 2026.

**10. Adjournment**

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





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1000 S. Polk St. Amarillo, TX 79101

**MINUTES OF THE REGULAR CVB BOARD MEETING HELD ON WEDNESDAY, FEBRUARY 27, 2026  
AT 8:30 AM IN THE MACK DICK PAVILION IN THE PALO DURO CANYON 11450 PARK ROAD 5,  
CANYON, TX.**

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

**1. Call to Order**

- Coco Duckworth called the meeting to order

**2. Public Forum**

- There were no comments for public forum

**3. General Announcements from Board Members**

- Mar. 28th annual fun run with center city, tomorrow first bank southwest tower run

**4. Consideration: Minutes from January 28, 2026**

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

**5. Review: Visit Amarillo Achievements: First 5 Years**

- Kashion Smith noted the accomplishments that the CVB has made since 2020
  - Standalone organization
  - All fiscal responsibilities in house
  - Became a 501-C3
  - Reserve growth
  - Strategic, data driven marketing approach that speaks to the "Amarillo" brand
  - Pay scale was set to guide retaining and gaining employees
  - Tourism Friendly, Music Friendly, Film Commission, Film Festival

- Began the Master Plan

## 6. Presentation and Discussion: 10 Year Tourism Master Plan presented by JLL

- Vision for 2036: Amarillo will be nationally recognized as the epicenter of **authentic Western culture** and industry **innovation** - anchored by a **revitalized District** centered around a robust **year-round event calendar**, and supported by a community that understands and supports tourism as a driver of **economic vitality and quality of life**.
- Market Context & Opportunity: Amarillo has a defining opportunity over the next decade to bolster itself within the Texas and national visitor economy. Long known as a pass through stop along major highway corridors, the community possesses the raw materials to evolve into a multi day destination rooted in authentic Western culture, large scale events, and outdoor experiences. Achieving this shift will require alignment across the community, disciplined investment in infrastructure, and a clear focus on experiences that generate overnight visitation.
  - We will focus on the authenticity of our Western culture vs. the “popularity” of being “country”. Our authenticity in our culture helps differentiate us from other places.
  - The goal is to create a plan that is “timeless” - a plan that isn’t based on trends, but something that will last us for the next 10 years, and prepare us for the next 20 years. The goal is to use the nostalgia and innovation combined to propel us over the next 10 years.
- Strategic Pillars
  - **Community Alignment as the Foundation:** The future of Amarillo’s visitor economy depends on public understanding and trust. While tourism delivers measurable economic benefits, local skepticism around visitor taxes and major investments has historically constrained momentum. This plan directly addresses that challenge by placing community outreach at the core of implementation.
  - **Building a Destination Through Events and Experiences:** Events represent the most immediate and controllable opportunity to grow overnight visitation. Amarillo already possesses strong demand drivers in rodeo, ranching, and Western culture, alongside emerging momentum in arts, dining, and outdoor recreation. The strategic challenge is not whether to pursue events, but how to organize them into a cohesive system that delivers measurable results.
  - **Civic Center-Led Destination Development:** This plan does not prescribe a single solution, but it establishes a clear strategic direction. The Civic Center must be evaluated not as a standalone building, but as the anchor of a broader District. This district-based approach recognizes that successful venues are supported by surrounding dining, nightlife, hotels, and public spaces that extend visitor spending beyond the event itself. How can we make all of the experiences in Amarillo more cohesive (between I-40, downtown, Civic Center, Hodgetown, Route 66)
- Implementation Roadmap (10 Years)

- In the near term (Years 1-3), the focus is on community alignment, tourism education, establishment of KPI tracking for Visit Amarillo, and the convening of a strategic discussion on the feasibility and visioning for a district that fully supports the event strategy. Implementation of the event matrix, in conjunction with the city events leadership, as a tool for future decision making, will establish an engagement strategy that will ensure compliance with statutory requirements and maximize room-night generation.
- In the mid-term (Years 4-7), Civic Center-led district improvements or redevelopment should move into execution, supported by expanded signature events and measurable growth in overnight visitation. Route 66 and Fairgrounds enhancements should advance as strategic elements of the district concept.
- In the long term (Years 8-10), Amarillo should operate as a fully realized event-driven destination, with a modernized anchor district, a mature year-round event calendar, and consistent performance across core KPIs.
- Alignment with Hotel Occupancy Tax Statutory Purpose
  - The Destination Master Plan is expressly aligned with the allowable uses of hotel occupancy tax revenues under Texas statute. Recommended initiatives focus on: Advertising and promotion designed to attract overnight visitors to Amarillo, Support of tourism-related events that generate hotel demand, development and improvement of tourism-related facilities, including the Civic Center that are directly tied to visitor activity, Visitor information and services that enhance the overall destination experiences.
  - Community outreach and education initiatives included in this plan are structured to support these statutory elements.
- Conclusion: Amarillo's competitive advantage lies in its authenticity. This strategic plan charts a path that does not attempt to imitate larger markets, but instead builds on the city's Western identity, industry dominance, community character, and emerging cultural momentum. By aligning residents, elevating events, and reinvesting in the District conversation as a catalytic anchor, Amarillo can secure a resilient visitor economy that strengthens both economic vitality and quality of life over the next decade.

**7. Consideration: Adoption of the 10 Year Master Plan**

- There was no vote. The vote was pushed to when the plan is completed (within the next month).

**8. Discussion and Consideration: First 1-3 Year Strategic Plan for Board of Directors**

- This discussion was pushed to the next board meeting.

**9. Discussion: Next Meeting Date**

The next meeting will be March 25, 2026

**10. Adjournment**

- Coco Duckworth adjourned the meeting

Respectfully submitted,

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Ashley Roberts  
Administrative Assistant

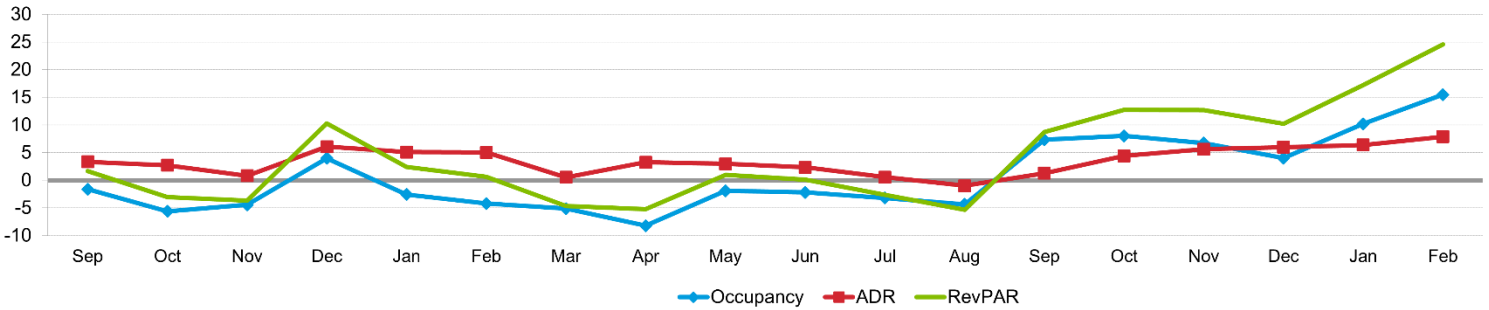
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CoCo Duckworth  
CVB Board President



# AMARILLO LODGING DATA

## Monthly Percent Change

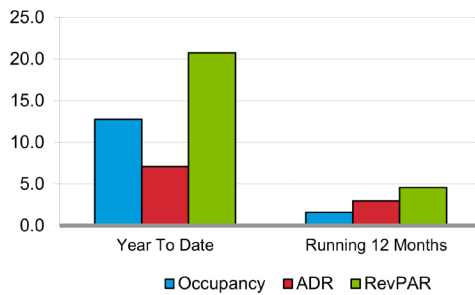


*From Smith Travel Research*

## February 2026

February 2026 Occupancy – 58.5%  
 Up 4% from February 2025  
 February 2026 Supply – Down 0.2% from February 2025  
 February 2026 Demand – Up 4.1% from February 2025

## Overall Percent Change



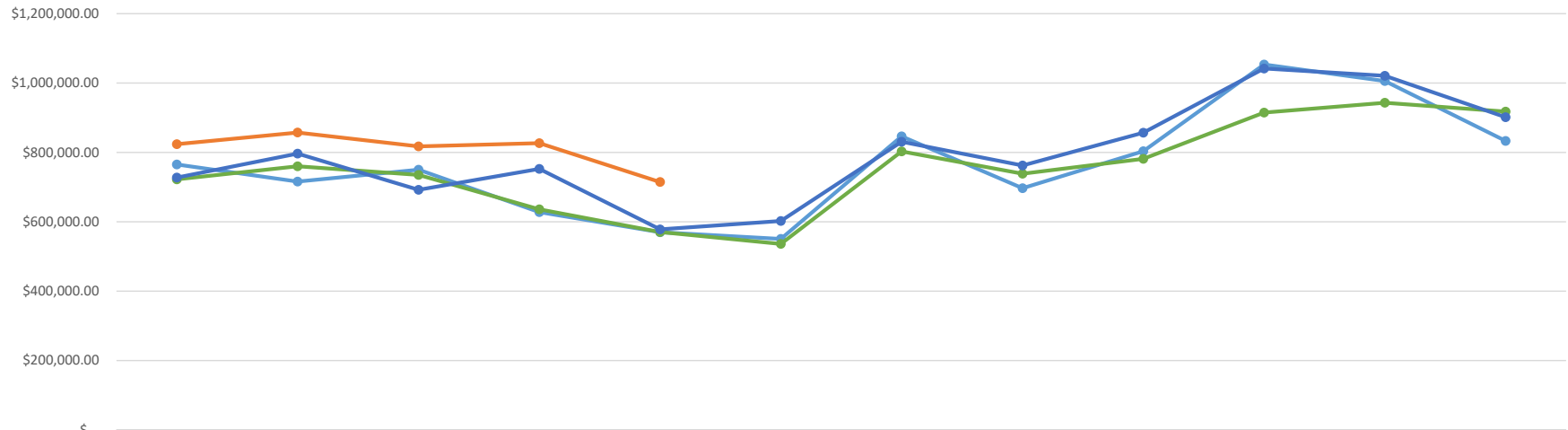
February 2026 ADR – \$91.35  
 Up 7.9% from February 2025  
 February 2026 RevPAR – \$53.47  
 Up 24.6% from February 2025  
 January 2026 Total Revenue – \$11,022,562  
 Up 24.3% from February 2025  
 7,700 total rooms (per STR)

RUNNING 12 MONTH TOTAL REVENUE 2026 - \$159,189,612

**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	\$ 714,495.00	\$ 66,927.00	\$ 323,784.00	\$ 415,451.00	\$ 277,529.14	\$ 91,667.00	\$ 46,254.86	\$ 232,117.00	\$ 647,568.00	\$ 531,053.00	\$ 116,515.00	19.8%
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>\$ 4,039,536.00</b>	<b>\$ 360,698.00</b>	<b>\$ 1,839,419.00</b>	<b>\$ 2,939,423.00</b>	<b>\$ 1,576,644.86</b>	<b>\$ 1,100,004.00</b>	<b>\$ 262,774.14</b>	<b>\$ 739,415.00</b>	<b>\$ 3,678,838.00</b>	<b>\$ 8,685,620.00</b>	<b>\$ 420,419.00</b>	<b>12.478%</b>

Total HOT Collections



	October	November	Decemeber	January	February	March	April	May	June	July	August	September
2022.23	\$765,048.00	\$716,202.00	\$749,907.00	\$627,889.00	\$569,855.00	\$550,520.00	\$846,160.00	\$696,979.00	\$803,616.00	\$1,053,472.00	\$1,006,030.00	\$832,924.00
2023.24	\$722,567.00	\$760,076.00	\$734,954.00	\$635,669.00	\$570,140.00	\$536,089.00	\$802,946.00	\$738,365.00	\$781,368.00	\$914,955.00	\$943,090.00	\$917,654.00
2024.25	\$727,689.00	\$796,646.00	\$692,195.00	\$752,597.00	\$578,127.00	\$602,238.00	\$830,522.00	\$762,291.00	\$856,804.00	\$1,041,929.00	\$1,021,136.00	\$901,303.00
2025.26	\$824,050.00	\$857,197.00	\$817,209.00	\$826,585.00	\$714,495.00							

2022.23 2023.24 2024.25 2025.26

**Total HOT Collections**

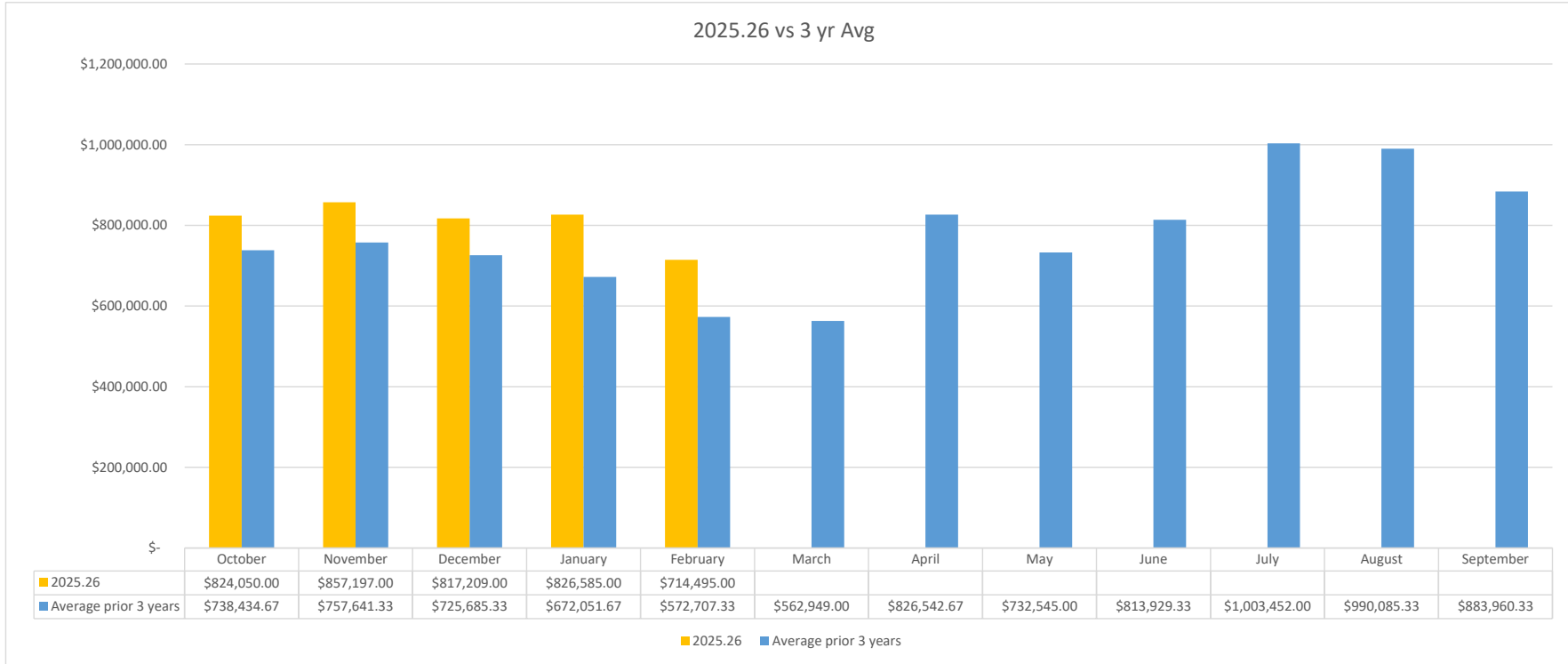
Month	FY 2024.25	FY 2025.26	% Change
October	\$ 727,689.00	\$ 824,050.00	13%
November	\$ 796,646.00	\$ 857,197.00	8%
Decemeber	\$ 692,195.00	\$ 817,209.00	18%
January	\$ 752,597.00	\$ 826,585.00	10%
February	\$ 578,127.00	\$ 714,495.00	24%
March	\$ 602,238.00	\$ -	-100%
April	\$ 830,522.00	\$ -	-100%
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>\$ 4,039,536.00</b>	<b>-3%</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>





# February 2026 Financial Report

Fiscal Year 2025.26  
February 2026

Prepared by  
Braley Beck

Prepared on  
March 19, 2026

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# Summary

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## Quick Look:

- ACVB portion of HOT collections for February 2026 came in at \$185,861.89. This is \$51,903.89 over ACVB's projections
- Expenses came in at ~\$46,000 under budget
  - This is primarily due to variances in the budgeted expense month vs. the actual expense

## Revenue and Sales:

- Total Revenues for February 2026 amounted to ~\$185,000
- An additional ~\$5,000 of interest income was received

## Expenses and Cost Management:

- Expenses in February were under budget by ~\$46,000
- **Departmental Expenses Over and Under:**
  - - Administration: Under Budget by ~\$4,000
  - - Advertising: Under Budget by ~\$16,000
      - Due primarily to the timing of expenses vs. the budgeted month for Advertising
    - Communications: Over Budget by ~\$1,000
      - Due to the timing of expenses vs. the budgeted month for Photography/Videography
    - Film Commission: Under Budget by ~\$3,000
      - Due to the timing of expenses vs. the budgeted month
  - - Route 66 Festival: Under Budget by ~\$2,000
  - - - Due to the timing of expenses vs. the budgeted month
    - Sales: Over Budget by ~\$800
      - Due to the timing of expenses vs. the budgeted month
    - Servicing: Under Budget by ~\$3,000
      - Due to timing of expenses vs. the budgeted month
      - Additionally, reimbursement for Q1 Activity Fund expenses recorded in this month
    - Special Projects: Under Budget by ~\$19,000
      - Many of the Route 66 Initiatives budgeted for are going to be expensed at a different time than the budgeted month.
    - Tourism: Under Budget by ~\$1,000
      - Due to the timing of expenses vs. the budgeted month

## HOT Collections:

- February's **Total** HOT collections were up 19.8% from the City's projected number. A total of \$116,515
- For February, the ACVB portion of HOT collections came in at \$49,935 over City projections

# Statement of Financial Position

As of February 28, 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	974,792.77
1020 Non-Restricted Checking	65,763.48
1030 Reserves Account	1,336,983.51
1040 Certificate of Deposit	1,000,000.00
1071 Bill.com Money In Clearing	150.00
1072 Bill.com Money Out Clearing	440.95
In-Kind Clearing	0.00
May 2023 Vanilla Gift Card for Content Creators	27.13
<b>Total Bank Accounts</b>	<b>3,378,164.34</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	4,160.92
1070 Prepaid Expenses	41,315.66
1210 Inventory	21,952.41
Inventory Asset	1,927.64
QuickBooks Tax Holding Account	7,598.03
<b>Total Other Current Assets</b>	<b>76,954.66</b>
<b>Total Current Assets</b>	<b>3,455,974.16</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	-18,789.60
1331 Fixed Assets Accumulated Amortization	-21,924.00
1340 Leased Asset - ROU	180,250.00
1341 ROU Asset - Accumulated amortization	-93,573.00
<b>Total 1300 Fixed Assets</b>	<b>98,180.15</b>
<b>Total Fixed Assets</b>	<b>98,180.15</b>
<b>TOTAL ASSETS</b>	<b>\$3,554,154.31</b>

## LIABILITIES AND EQUITY

	<b>Total</b>
<b>Liabilities</b>	
<b>Current Liabilities</b>	
<b>Accounts Payable</b>	
2010 Accounts Payable (A/P)	48,492.63
<b>Total Accounts Payable</b>	<b>48,492.63</b>
<b>Credit Cards</b>	
2300 Credit Card	
2305 BOA Credit Card - Through COA	0.00
2310 Spend & Expense Credit Card	18,031.46
<b>Total 2300 Credit Card</b>	<b>18,031.46</b>
<b>Total Credit Cards</b>	<b>18,031.46</b>
<b>Other Current Liabilities</b>	
2100 Sales Tax Payable	-21.56
2200 Payroll Liabilities	
2215 Federal Taxes (941/943/944)	-101.57
2225 TX Unemployment Tax	225.94
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	0.44
<b>Total 2240 Employee Benefits to Pay</b>	<b>0.44</b>
2250 Other Payroll Liabilities	
2255 AFLAC Accident	-46.72
2260 AFLAC Cancer	136.44
2265 AFLAC Critical	23.28
2270 AFLAC Hospital	35.76
2275 AFLAC Short-Term Disability	209.76
<b>Total 2250 Other Payroll Liabilities</b>	<b>358.52</b>
Unauthorized Expense Deduction	0.00
<b>Total 2200 Payroll Liabilities</b>	<b>17,617.26</b>
2245 Payroll Liabilities	
Employee Benefits to Pay	
Vision	26.01
<b>Total Employee Benefits to Pay</b>	<b>26.01</b>
<b>Total 2245 Payroll Liabilities</b>	<b>26.01</b>
2400 Other Current Liabilities	
2410 Employee Expense Reimbursements Payable	60.46

	<b>Total</b>
<b>Total 2400 Other Current Liabilities</b>	<b>60.46</b>
Direct Deposit Payable	0.00
Out Of Scope Agency Payable	49.67
Repayment	
ATT Maritime Charge	0.00
<b>Total Repayment</b>	<b>0.00</b>
<b>Total Other Current Liabilities</b>	<b>17,731.84</b>
<b>Total Current Liabilities</b>	<b>84,255.93</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>166,958.93</b>
<b>Equity</b>	
Opening balance equity	2,516.23
Retained Earnings	3,455,780.85
Net Revenue	-71,101.70
<b>Total Equity</b>	<b>3,387,195.38</b>
<b>TOTAL LIABILITIES AND EQUITY</b>	<b>\$3,554,154.31</b>

# Statement of Activity by Class

February 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	185,861.89									185,861.89
<b>Total 4000 Revenues</b>	<b>185,861.89</b>									<b>185,861.89</b>
4400 Special Events										0.00
4410 Sponsorships	-750.00									-750.00
4440 Program Reimbursement	50.00									50.00
<b>Total 4400 Special Events</b>	<b>-700.00</b>									<b>-700.00</b>
4500 Merchandise Sales										0.00
4510 Shipping Charges Reimbursed					7.00					7.00
4530 Product Sales					100.50					100.50
<b>Total 4500 Merchandise Sales</b>					<b>107.50</b>					<b>107.50</b>
Sales of Product Income					0.00					0.00
<b>Total Revenue</b>	<b>185,161.89</b>	<b>0.00</b>	<b>0.00</b>	<b>0.00</b>	<b>107.50</b>	<b>0.00</b>	<b>0.00</b>	<b>0.00</b>	<b>0.00</b>	<b>185,269.39</b>
<b>COST OF GOODS SOLD</b>										
6230 Cost of Goods Sold Retail					56.81					56.81
<b>Total Cost of Goods Sold</b>	<b>0.00</b>	<b>0.00</b>	<b>0.00</b>	<b>0.00</b>	<b>56.81</b>	<b>0.00</b>	<b>0.00</b>	<b>0.00</b>	<b>0.00</b>	<b>56.81</b>
<b>GROSS PROFIT</b>	<b>185,161.89</b>	<b>0.00</b>	<b>0.00</b>	<b>0.00</b>	<b>50.69</b>	<b>0.00</b>	<b>0.00</b>	<b>0.00</b>	<b>0.00</b>	<b>185,212.58</b>
<b>EXPENDITURES</b>										
5000 Personnel Expenses										0.00
5100 Salaries and Wages	60,706.18									60,706.18
5220 Federal Taxes (941)	4,603.17									4,603.17
5230 State Unemployment	28.07									28.07
5300 Workers Compensation	99.83									99.83
5400 Retirement	6,051.64									6,051.64
5500 Communications Allowance	184.64									184.64
5600 Employee Health	6,930.90									6,930.90
5610 Employee Life & Disability	843.95									843.95
5630 Employee Dental/Vision	358.10									358.10
<b>Total 5000 Personnel Expenses</b>	<b>79,806.48</b>									<b>79,806.48</b>
6000 Program Expenses										0.00
6010 FAM/Site Visits			283.56	1,151.94					736.54	2,172.04

	Administration	Advertising	Communications	Film Commission	Route 66 Festival	Sales	Servicing	Special Projects	Tourism	TOTAL
6020 Community Awareness			62.79				410.83		17.86	491.48
6030 Professional Organizations		193.62	552.39							746.01
6040 IPW									1,131.93	1,131.93
6050 Sales Tools		2,569.13				1,520.50				4,089.63
6060 Literature			150.00		312.09				1,497.46	1,959.55
6070 Photography/Videography			2,512.18							2,512.18
6080 Trade Shows/Organizations						1,400.00				1,400.00
6110 Specialty Advertising	28.15				523.93		19.99		170.86	742.93
6120 Sales Calls				2,859.01						2,859.01
6130 Financial Assistance							764.67			764.67
6150 Consumer Shows									28.43	28.43
6180 Education						138.13			11.59	149.72
6220 Advertising		39,177.50								39,177.50
6250 Association Dues and Memberships						924.00				924.00
6260 Software		1,914.00								1,914.00
6270 Research	88.00							706.12		794.12
6280 Misc. Meetings	10.00		134.98	118.98	112.03					375.99
6290 Special Events			195.79					250.62	1,397.58	1,843.99
6310 Ad Production			122.80							122.80
6500 Activity Fund							-1,559.79			-1,559.79
<b>Total 6000 Program Expenses</b>	<b>126.15</b>	<b>43,854.25</b>	<b>4,014.49</b>	<b>4,129.93</b>	<b>948.05</b>	<b>3,982.63</b>	<b>-364.30</b>	<b>956.74</b>	<b>4,992.25</b>	<b>62,640.19</b>
7000 Administrative Overhead										0.00
7100 Contractual Services										0.00
7110 Communications Billing	736.37									736.37
7120 Postage	551.70						8.48		476.91	1,037.09
7130 Audit Fee	6,500.00									6,500.00
7140 Rental Land & Buildings	1,609.17									1,609.17
7150 Vehicle Lease	713.51									713.51
7160 IT Services	1,048.00									1,048.00
7170 Rented Equipment	572.88									572.88
<b>Total 7100 Contractual Services</b>	<b>11,731.63</b>						<b>8.48</b>		<b>476.91</b>	<b>12,217.02</b>
7200 Other Charges										0.00
7210 Insurance and Bonds	1,232.75									1,232.75

	Administration	Advertising	Communications	Film Commission	Route 66 Festival	Sales	Servicing	Special Projects	Tourism	TOTAL
7220 Mileage	515.43									515.43
7240 Executive Office Overhead	1,047.74									1,047.74
7250 Bank Fees/Service Charge	62.96									62.96
<b>Total 7200 Other Charges</b>	<b>2,858.88</b>									<b>2,858.88</b>
7300 Administrative Software	397.66									397.66
7700 Office Supplies	176.15									176.15
7800 Misc. Office Expense	118.59									118.59
<b>Total 7000 Administrative Overhead</b>	<b>15,282.91</b>						<b>8.48</b>		<b>476.91</b>	<b>15,768.30</b>
Square Fees					8.93					8.93
<b>Total Expenditures</b>	<b>95,215.54</b>	<b>43,854.25</b>	<b>4,014.49</b>	<b>4,129.93</b>	<b>956.98</b>	<b>3,982.63</b>	<b>-355.82</b>	<b>956.74</b>	<b>5,469.16</b>	<b>158,223.90</b>
<b>NET OPERATING REVENUE</b>	<b>89,946.35</b>	<b>-43,854.25</b>	<b>-4,014.49</b>	<b>-4,129.93</b>	<b>-906.29</b>	<b>-3,982.63</b>	<b>355.82</b>	<b>-956.74</b>	<b>-5,469.16</b>	<b>26,988.68</b>
<b>OTHER REVENUE</b>										
4100 Interest Income	5,199.23									5,199.23
<b>Total Other Revenue</b>	<b>5,199.23</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>5,199.23</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>3,764.37</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>3,764.37</b>
<b>NET REVENUE</b>	<b>\$93,710.72</b>	<b>\$ -43,854.25</b>	<b>\$ -4,014.49</b>	<b>\$ -4,129.93</b>	<b>\$ -906.29</b>	<b>\$ -3,982.63</b>	<b>\$355.82</b>	<b>\$ -956.74</b>	<b>\$ -5,469.16</b>	<b>\$30,753.05</b>

# FY 2025.26 Budget Vs. Actual Totals

February 2026

	Actual	Budget	over Budget	Total % of Budget
<b>REVENUE</b>				
4000 Revenues				
4010 HOT Funds	185,861.89	133,958.00	51,903.89	138.75 %
<b>Total 4000 Revenues</b>	<b>185,861.89</b>	<b>133,958.00</b>	<b>51,903.89</b>	<b>138.75 %</b>
4400 Special Events				
4410 Sponsorships	-750.00	0.00	-750.00	
4440 Program Reimbursement	50.00	0.00	50.00	
<b>Total 4400 Special Events</b>	<b>-700.00</b>	<b>0.00</b>	<b>-700.00</b>	
4500 Merchandise Sales				
4510 Shipping Charges Reimbursed	7.00		7.00	
4530 Product Sales	100.50	0.00	100.50	
<b>Total 4500 Merchandise Sales</b>	<b>107.50</b>	<b>0.00</b>	<b>107.50</b>	
<b>Total Revenue</b>	<b>185,269.39</b>	<b>133,958.00</b>	<b>51,311.39</b>	<b>138.30 %</b>
<b>COST OF GOODS SOLD</b>				
6230 Cost of Goods Sold Retail	56.81	0.00	56.81	
<b>Total Cost of Goods Sold</b>	<b>56.81</b>	<b>0.00</b>	<b>56.81</b>	<b>0.00%</b>
<b>GROSS PROFIT</b>	<b>185,212.58</b>	<b>133,958.00</b>	<b>51,254.58</b>	<b>138.26 %</b>
<b>EXPENDITURES</b>				
5000 Personnel Expenses				
5100 Salaries and Wages	60,706.18	60,947.20	-241.02	99.60 %
5220 Federal Taxes (941)	4,603.17	5,000.00	-396.83	92.06 %
5230 State Unemployment	28.07	0.00	28.07	
5300 Workers Compensation	99.83	210.00	-110.17	47.54 %
5400 Retirement	6,051.64	6,124.72	-73.08	98.81 %
5500 Communications Allowance	184.64	300.00	-115.36	61.55 %
5600 Employee Health	6,930.90	9,000.00	-2,069.10	77.01 %
5610 Employee Life & Disability	843.95	1,000.00	-156.05	84.40 %
5630 Employee Dental/Vision	358.10	500.00	-141.90	71.62 %
<b>Total 5000 Personnel Expenses</b>	<b>79,806.48</b>	<b>83,081.92</b>	<b>-3,275.44</b>	<b>96.06 %</b>
6000 Program Expenses				
6010 FAM/Site Visits	2,172.04	3,400.00	-1,227.96	63.88 %
6020 Community Awareness	491.48	338.00	153.48	145.41 %

				<b>Total</b>
	<b>Actual</b>	<b>Budget</b>	<b>over Budget</b>	<b>% of Budget</b>
6030 Professional Organizations	746.01	9,700.00	-8,953.99	7.69 %
6040 IPW	1,131.93	0.00	1,131.93	
6050 Sales Tools	4,089.63	6,141.83	-2,052.20	66.59 %
6060 Literature	1,959.55	1,800.00	159.55	108.86 %
6070 Photography/Videography	2,512.18	0.00	2,512.18	
6080 Trade Shows/Organizations	1,400.00	350.00	1,050.00	400.00 %
6090 Presentations		166.00	-166.00	
6110 Specialty Advertising	742.93	2,500.00	-1,757.07	29.72 %
6120 Sales Calls	2,859.01	2,500.00	359.01	114.36 %
6130 Financial Assistance	764.67	0.00	764.67	
6150 Consumer Shows	28.43	3,000.00	-2,971.57	0.95 %
6160 Tour Development		150.00	-150.00	
6180 Education	149.72	280.00	-130.28	53.47 %
6220 Advertising	39,177.50	55,381.01	-16,203.51	70.74 %
6250 Association Dues and Memberships	924.00	0.00	924.00	
6260 Software	1,914.00	250.00	1,664.00	765.60 %
6270 Research	794.12	0.00	794.12	
6280 Misc. Meetings	375.99	200.00	175.99	188.00 %
6290 Special Events	1,843.99	20,000.00	-18,156.01	9.22 %
6310 Ad Production	122.80	500.00	-377.20	24.56 %
6500 Activity Fund	-1,559.79		-1,559.79	
<b>Total 6000 Program Expenses</b>	<b>62,640.19</b>	<b>106,656.84</b>	<b>-44,016.65</b>	<b>58.73 %</b>
7000 Administrative Overhead				
7100 Contractual Services				
7110 Communications Billing	736.37	950.00	-213.63	77.51 %
7120 Postage	1,037.09	300.00	737.09	345.70 %
7130 Audit Fee	6,500.00	0.00	6,500.00	
7140 Rental Land & Buildings	1,609.17	1,750.00	-140.83	91.95 %
7150 Vehicle Lease	713.51	900.00	-186.49	79.28 %
7160 IT Services	1,048.00	1,250.00	-202.00	83.84 %
7170 Rented Equipment	572.88	400.00	172.88	143.22 %
7180 Professional Services		2,000.00	-2,000.00	
<b>Total 7100 Contractual Services</b>	<b>12,217.02</b>	<b>7,550.00</b>	<b>4,667.02</b>	<b>161.81 %</b>
7200 Other Charges				
7210 Insurance and Bonds	1,232.75	1,300.00	-67.25	94.83 %
7220 Mileage	515.43	700.00	-184.57	73.63 %

				Total
	Actual	Budget	over Budget	% of Budget
7230 Legal Fees		2,000.00	-2,000.00	
7240 Executive Office Overhead	1,047.74	1,000.00	47.74	104.77 %
7250 Bank Fees/Service Charge	62.96	1,050.00	-987.04	6.00 %
<b>Total 7200 Other Charges</b>	<b>2,858.88</b>	<b>6,050.00</b>	<b>-3,191.12</b>	<b>47.25 %</b>
7300 Administrative Software	397.66	400.00	-2.34	99.42 %
7700 Office Supplies	176.15		176.15	
7800 Misc. Office Expense	118.59	300.00	-181.41	39.53 %
<b>Total 7000 Administrative Overhead</b>	<b>15,768.30</b>	<b>14,300.00</b>	<b>1,468.30</b>	<b>110.27 %</b>
<b>Total Expenditures</b>	<b>158,214.97</b>	<b>204,038.76</b>	<b>-45,823.79</b>	<b>77.54 %</b>
<b>NET OPERATING REVENUE</b>	<b>26,997.61</b>	<b>-70,080.76</b>	<b>97,078.37</b>	<b>-38.52 %</b>
<b>OTHER REVENUE</b>				
4100 Interest Income	5,199.23	6,965.00	-1,765.77	74.65 %
<b>Total Other Revenue</b>	<b>5,199.23</b>	<b>6,965.00</b>	<b>-1,765.77</b>	<b>74.65 %</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>4,982.37</b>	<b>6,965.00</b>	<b>-1,982.63</b>	<b>71.53 %</b>
<b>NET REVENUE</b>	<b>\$31,979.98</b>	<b>\$ -63,115.76</b>	<b>\$95,095.74</b>	<b>-50.67 %</b>

Definite Leads and Assists

Date Range: 03/01/2026-12/31/2026

Group	Account	Meeting Name	Meeting Dates	People	Total Room Econ Value
Meeting Sales	Panhandle Kennel Club of the American Kennel Club	AKC FASTCATS 2026	03/06/2026 - 03/08/2026	75	0 \$0.00
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
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 presented by Amarillo National Bank 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	West Texas Futurity	2026 West Texas Futurity	08/05/2026 - 08/16/2026	350	396 \$0.00
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	Conference Direct	National Association of Counties (NACo) Rural Action Caucus Rural Energy Symposium	09/21/2026 - 09/25/2026	90	190 \$0.00
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	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

Groups Serviced

Date Range: 10/01/2025-03/03/2026

Group	Account	Meeting Name	Meeting Dates	People	Total Room Nights	Econ Value
Meeting Sales	Amarillo CVB	Amarillo International Film Festival 2025	10/09/2025 - 10/12/2025	40	120	\$47,521.75
Meeting Sales	Fandom Events	Cottonwood Faire 2025	10/10/2025 - 10/12/2025	50	0	\$74,385.50
Sports Sales	Peak Fighting	PFC 34 Fight Night October 25'	10/17/2025 - 10/19/2025	244	0	\$255,015.80
Meeting Sales	Jehovah Witnesses	CCJW Circuit Event	10/18/2025 - 10/19/2025	70	0	\$14,490.00
Meeting Sales	Amarillo Invitational Balloon Rally	Pirates of the Canyon 2025	10/23/2025 - 10/26/2025	25	75	\$15,525.00
Sports Sales	Texas Panhandle Youth Sports Foundation	Halloween Howl 2025	10/24/2025 - 10/26/2025	80	0	\$58,722.86
Sports Sales	American Rope Horse Futurity Association	2025 ARHFA World Show	10/25/2025 - 11/03/2025	40	198	\$285,299.96
Meeting Sales	Hospitality Educators Association of Texas (HEAT)	HEAT- Hospitality Educators Association of Texas 2025	11/02/2025 - 11/05/2025	80	190	\$76,763.30
Sports Sales	Texas Panhandle Youth Sports Foundation	Frozen Ropes Slugfest 2025	11/07/2025 - 11/09/2025	80	0	\$58,722.86
Meeting Sales	Indian Association of Amarillo	IAoHO 2025 Diwali Celebration Banquet	11/08/2025 - 11/09/2025	0	0	\$6,064.15
Sports Sales	Working Ranch Cowboy Association	WRCA 30th World Championship Ranch Rodeo - Staff Rooms Only	11/09/2025 - 11/17/2025	400	391	\$1,285,872.04
Sports Sales	Working Ranch Cowboy Association	WRCA 30th World Championship Ranch Rodeo - Courtesy Block Request	11/12/2025 - 11/17/2025	4,000	0	\$4,296,883.82
Meeting Sales	Smith Support Group	Smith Support Group	11/14/2025 - 11/16/2025	15	22	\$8,217.03
Meeting Sales	Jehovah Witnesses	CCJW Circuit Event	11/15/2025 - 11/16/2025	70	0	\$14,490.00
Sports Sales	Amarillo Independent School District	Yellow City Classic Basketball Tournament 2025	11/24/2025 - 11/26/2025	40	0	\$31,419.52
Sports Sales	CBT Barrel Racing	2025 Christmas Ca\$h Barrel Racing	11/28/2025 - 11/30/2025	65	0	\$138,452.00
Sports Sales	Texas USA Wrestling	2025 Panhandle Nationals Wrestling Tournament	11/28/2025 - 11/30/2025	350	0	\$334,280.25
Meeting Sales	IDEAg Group, LLC	2025 Amarillo Farm and Ranch Show	12/02/2025 - 12/05/2025	368	0	\$4,300,936.21
Meeting Sales	Amarillo Tri-State Exposition	Amarillo Classic Junior Stock Show 2025	12/03/2025 - 12/07/2025	200	510	\$315,788.42
Meeting Sales	West Texas Chief Juvenile Probation Officers	West Texas Chiefs Association 2025 Conference	12/07/2025 - 12/09/2025	10	0	\$10,577.06
Meeting Sales	Global Animal Products	2025 Christmas Meeting	12/11/2025 - 12/13/2025	15	0	\$22,567.96
Sports Sales	National Junior College Athletic Association	2025 NJCAA Football Championship	12/15/2025 - 12/18/2025	160	486	\$635,592.27
Sports Sales	Sun Country Region Volleyball Association	SURVA Amarillo Prelim Weekend #1 Div 15-18	01/09/2026 - 01/11/2026	300	0	\$272,004.01
Sports Sales	Amarillo Hockey Association	Stanley Cup Hockey Tournament 2026	01/16/2026 - 01/19/2026	240	450	\$177,361.75
Sports Sales	Sun Country Region Volleyball Association	SURVA Amarillo Prelim Weekend #2 Div 11-14	01/23/2026 - 01/25/2026	300	0	\$272,004.01
Meeting Sales	Panhandle Ground Water Conservation District	8th Bi-Annual TX Panhandle Water Conservation 2026 Symposium	02/10/2026 - 02/12/2026	20	0	\$34,007.41
Meeting Sales	Texas Crime Stoppers	30th Annual Student Crime Stoppers Conference 2026	02/22/2026 - 02/25/2026	200	585	\$240,615.81
Total (27)				7,462	3,027	\$13,283,580.75

Report: Lost Business Report

Lost Reason	Economic Impact	Lost Count
Location	\$153,722.22	3
Multiple Reasons	\$0.00	0

Lost Business Detail

Organization Name	Lead Name	Meeting Start	Room Attended	Room Nights	Economic Impact	Lost Reason
Outstanding Farmers of America	2027 Outstanding Farmers of America [7590]	2/2/2027	80	325	\$153,722.22	Location

Lost Note

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.

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.

Canyon hotel with Meeting space in PDC

Canyon hotel with Meeting space in PDC

America						
Lubbock Area United Way	Lubbock Area United Way Leadership Retreat [7625]	7/14/2026	60	66	\$0.00	Location
Lubbock Area United Way	Lubbock Area United Way Leadership Retreat in PDC 2026 [7645]	7/14/2026	60	66	\$0.00	Location



## Pending Meeting Sales & Sports Leads

### Pending Meeting Sales & Sports Leads

03/01/2026 - 12/31/2028  
Meeting Sales, Sports Sales

Month	Event Name	Event Description	Group	Room Nights	Peak Rooms	Attendance	EIC	Status
Apr 24 - 26	Dust Devil Duel, LLC	Dust Devil Duel 2026	Sports Sales	275	100	100	\$150,735.24	Lead
Sep 11 - 13	Tri-State Exposition	2026 Tri-State Fair & Rodeo Steer Wrestling & Red Boot Affair	Sports Sales	0	0	0	\$0.00	Pending
Oct 18 - 21	Texas APCO and Texas NENA	Texas Public Safety Conference Fall Symposium 2026	Meeting Sales	300	100	120	\$0.00	Lead
Nov 8 - 16	Working Ranch Cowboy Association	WRCA 31st World Championship Ranch Rodeo - Staff Rooms Only	Sports Sales	400	80	400	\$1,370,288.69	Lead
Nov 12 - 15	Working Ranch Cowboy Association	WRCA 31st World Championship Ranch Rodeo - Courtesy Block Request	Sports Sales	0	0	4000	\$0.00	Pending

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

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

---

**Dec**  
**4 - 7**      **National Junior College Athletic Association**  
2026 NJCAA Football Championship

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

---

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

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

---

**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      Pending  
**EIC:** \$103,382.71

---

**Aug**  
**4 - 16**      **West Texas Futurity**  
2027 West Texas Futurity

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

---

**Oct**  
**29 - 31**      **Conference Commissioners Association Division 2**  
2027 Dual Gender D2CCA Tip Off Classic

**Group:** Sports Sales  
**Room Nights:** 300  
**Peak Rooms:** 100  
**Attendance:** 76      Pending  
**EIC:** \$0.00

---

**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      Pending  
**EIC:** \$0.00

---

**Dec**  
**13 - 16**      **National Junior College Athletic Association**  
2027 NJCAA Football Championship

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

---

**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:** \$4,844,934.94

FEBRUARY 2026

# VISIT AMARILLO

 MADDEN  
MARCH 2026

RAIL HEAD  
←

AMARILLO



# Stuff You're Going To Hear About

SEM

INSTAGRAM

FACEBOOK

META REMARKETING

EXPEDIA

MNTN CTV

ADARA DISPLAY

ADARA VIDEO

ATMOSPHERE

LIVE PUBS

# MEDIA INSIGHTS



# FEBRUARY 2026 PERFORMANCE AT A GLANCE – VISIT



## SEM

- 3,208 Clicks
- 22,643 Impressions
- 14.17% CTR

11.60% CTR Benchmark

## INSTAGRAM

- 381 Clicks
- 497,481 Impressions
- .08% CTR
- 302,792 Reach

## FACEBOOK

- 3,244 Clicks
- 116,324 Impressions
- 2.79% CTR
- 73,677 Reach

2.07% CTR Benchmark

## META REMARKETING

- 4,496 Clicks
- 163,051 Impressions
- 2.76% CTR
- 80,949 Reach

1.87% CTR Benchmark

## EXPEDIA

- 135,199 Impressions
- 403 Room Nights
- \$47,260 Booking Revenue
- 11.0 ROAS

## MNTN CTV

- 45,320 Impressions
- 624 Web Visits
- 2.8% Visit Rate
- 2.0 Frequency

## ADARA DISPLAY

- 394 Clicks
- 386,378 Impressions
- .10% CTR

## ADARA VIDEO

- 340 Clicks
- 65,830 Impressions
- .52% CTR

# SEM

## WHAT WORKED

- By targeting both recent website visitors who visited in the past 30 day (clicks +34%) and in the last 6 months (clicks +125%), we can see users that started their research a few months ago, are now back and looking to finalize their plans.
- Trips to the US (+16%) & Trips by Destination (+21%) audience segments experienced the most momentum in February with increased clicks counts, indicating how users are currently in the trip planning process for Spring.

## KEY LEARNINGS

- While the weekdays (Monday-Thursday) make up 54% of both the total impressions and clicks for the week, our higher intent windows are on Wednesdays and Saturdays with CTRs of 15.76%+
- Most engaged demographic leans towards those aged 55+. Females drove a stronger CTR (16.86%) versus Male (12.25%). Primarily, these users are located in Albuquerque-Santa Fe and Oklahoma City.
- An interesting spike in search traffic came from St. Joseph MO and Lubbock TX last month, with Lubbock being the most engaged DMA, 18.16% CTR.

**22,643**  
IMPRESSIONS

**3,208**  
CLICKS

**14.17%**  
CTR  
11.60% BENCHMARK



# TOP AD SEM

## Top Attractions in Amarillo TX - Things to Do and See in Texas

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. Destinations: Texas, Amarillo, Texas Panhandle. Palo Duro State Park. Special Offer...

 Install

[Kid Friendly Things to Do](#)

[About Amarillo, Texas](#)

# INSTAGRAM – SOCIAL ADS

## WHAT WORKED

- While January was our highest volume month, February’s performance showed just how engaging our ads are with 29% more clicks and 72% higher CTR month-over-month.
- Simultaneously we are increasing our brand awareness on Instagram while delivering highly-relevant content to our desired younger audience.

## KEY LEARNINGS

- “Après-Ski Vibes” creative does the best at reaching new people, receiving 66% of the total reach share.
- Dallas-Fort Worth continues to lead as our top market in reach (159,294) and impressions (250,398).

**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 1,571,362 impressions equating to 49.1% of our impression goal of 3,200,000 impressions for the year. Further, year-to-date we have seen a unique reach of 640,579.

**497,481**  
IMPRESSIONS

**381**  
CLICKS

**.08%**  
CTR  
2.07% BENCHMARK  
(CAMPAIGN OPTIMIZING FOR  
IMPRESSIONS & REACH RATHER  
THAN CLICKS)

**302,792**  
REACH

# INSTAGRAM – FOLLOWERS

## WHAT WORKED

- This month, we continued to see strong gains among users aged 35-44 with 102 new followers.
- Combined, age groups 35-44 & 45-54 makes up 55.4% of our total followers.
- Similar to last month, “Follow The Red Boots” ad creative attributed to 269 of the total followers earned in February.

## KEY LEARNINGS

- Stories (130) and Reels (112) placements gain us the most followers, a total of 242 new followers to the account.

**44,384**  
IMPRESSIONS

**314**  
FOLLOWS

**29,457**  
REACH



# TOP ADS INSTAGRAM



LEISURE



FOLLOWERS

# FACEBOOK – SOCIAL ADS

## WHAT WORKED

- This month, our CTR increased nearly 7% indicating that our traffic in February was more likely to take action than in January. Our strengthened CTR shows how our targeting becomes more refined month-over-month.
- In February, 78.2% of the clicks were gained from users aged 55+, who are also the most engaged at 3.22% CTR.

## KEY LEARNINGS

- Similar to Instagram, Dallas-Fort Worth users continue to lead as our top market in reach (32,113), impressions (50,303), and clicks (1,438). While users in Tyler-Longview market were the most engaged with our ads with a CTR of 2.92%.

**116,324**  
IMPRESSIONS

**3,244**  
CLICKS

**2.79%**  
CTR  
2.07% BENCHMARK

**73,677**  
REACH

# FACEBOOK – FOLLOWERS

## WHAT WORKED

- Similar to last month, the most growth in followers are from users aged 45-54, accounting for 322 new page followers.
- Our followers on Facebook skew older:
  - ◆ 73% of Facebook followers come from 45+
  - ◆ 52% of Instagram followers come from 44 and younger

## KEY LEARNINGS

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

**43,518**  
IMPRESSIONS

**1,194**  
FOLLOWS

**25,224**  
REACH



# TOP AD FACEBOOK

**Visit Amarillo** Ad ·  

The trip begins the moment you hit the road, and Amarillo has the best ski fuel: steaks, dessert, and fun.





**GLIDE INTO REAL TEXAS**

visitamarillo.com  
**Don't Ski Hungry**  
Your Road Trip Must [Learn more](#)


   709 5 comments


 Like  Comment  Share



LEISURE




**Visit Amarillo** [Follow](#) Ad ·  




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 

 **TOURIST INFORMATION CENTER**  
**Visit Amarillo**   
60,146 people like this

   2.4K 25 comments 216 shares

 Like  Comment  Share

FOLLOWERS

# META REMARKETING

## WHAT WORKED

- While users aged 45-64 gained more impressions (99K vs 63K), users aged 25-44 generated more clicks (2.3K vs 2.1K) and had a stronger CTR, 4.37%
- This re-affirms the same sentiments from last month of how a younger audience really resonates with our ad content and creative.

## KEY LEARNINGS

- This month, DFW earned the most clicks for both age groups followed by Houston.
- For the 25-44 ad set, DFW generated the strongest CTR of 3.83%, while the 45-64 ad set's strongest market was Houston at 2.27% CTR.
- Both DFW and Houston market show strong consideration in choosing Amarillo as the perfect halfway mark hang before hitting the slopes.

**163,051**  
IMPRESSIONS

**4,496**  
CLICKS

**2.76%**  
CTR  
**1.87% BENCHMARK**

**80,949**  
REACH



# TOP AD META REMARKETING



# EXPEDIA

## KEY LEARNINGS

- With \$43K ad spend, Expedia drove over \$47.3K in revenue resulting in a 11.0 ROAS for February.
- 596 total travelers completed a booking, 59.3% of which were multi-adult groups.
- The top revenue driving hotels include Drury Inn & Suites Amarillo and Holiday Inn Express & Suites Amarillo West by IHG.
- The Hotel Results + Infosite/Details\_Right 1 placement produced \$16.7K of the total revenue from just \$8.5K in spend, while the Destination Experience Gallery Mobile App placement had the highest ROAS, 40.1w which generated \$8.3K in revenue.

**135,199**

IMPRESSIONS

**403**

ROOM NIGHTS

**\$47,260**

BOOKING REVENUE

**11.0**

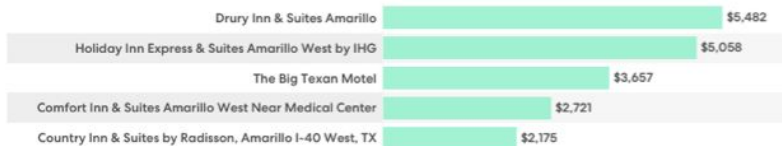
ROAS

# Enhanced Conversion Insights: Amarillo FY 26

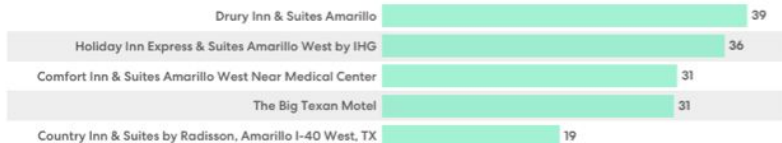


## Top 5 Hotels

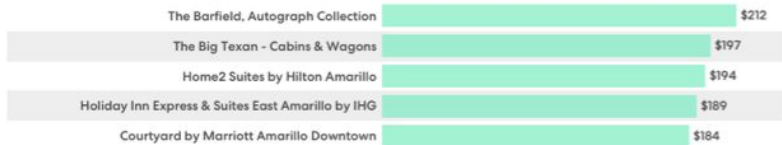
### Revenue



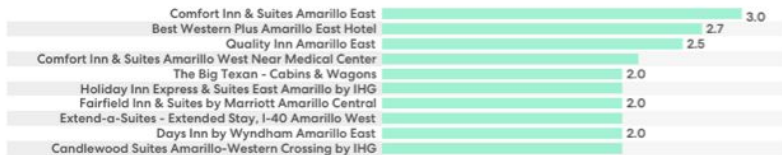
### Room Nights



### Avg Daily Rate



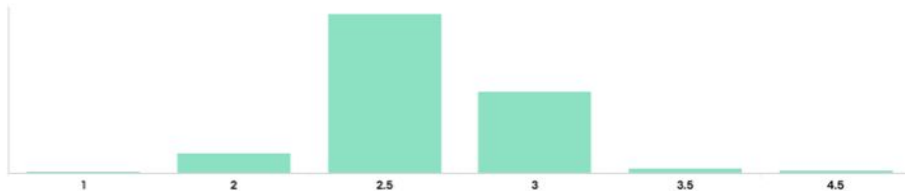
### Avg Length Of Stay



Reporting Period: 2/1/2026 - 2/28/2026



## 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	\$5,482	39	\$141	1.4
Holiday Inn Express & Suites Amarillo West by IHG	\$5,058	36	\$139	1.5
The Big Texan Motel	\$3,657	31	\$118	1.3
Comfort Inn & Suites Amarillo West Near Medical Center	\$2,721	31	\$87	2.1
Country Inn & Suites by Radisson, Amarillo I-40 West, TX	\$2,175	19	\$115	1.1
Hampton Inn & Suites Amarillo East	\$1,939	11	\$183	1.8
Holiday Inn Express & Suites Amarillo by IHG	\$1,882	14	\$134	1.0
Tru By Hilton Amarillo West	\$1,875	18	\$103	1.0
Hyatt Place Amarillo-West	\$1,723	12	\$139	1.2
Home2 Suites by Hilton Amarillo	\$1,553	8	\$194	1.3
The Cactus Cove Inn and Suites	\$1,487	17	\$87	1.4
Holiday Inn Express Amarillo South by IHG	\$1,343	9	\$149	1.1
Best Western Plus Amarillo East Hotel	\$1,165	8	\$146	2.7
Microtel Inn & Suites By Wyndham Amarillo West	\$1,109	12	\$92	1.3
Embassy Suites by Hilton Amarillo Downtown	\$990	6	\$165	1.0
Hilton Garden Inn Amarillo	\$958	7	\$141	1.5
Atrea Inn Amarillo	\$934	14	\$69	1.8
My Place Hotel - Amarillo West/ Medical Center, TX	\$796	9	\$88	1.8
Homewood Suites by Hilton Amarillo	\$762	6	\$127	1.5
Quality Inn Amarillo East	\$707	10	\$71	2.5
Candlewood Suites Amarillo-Western Crossing by IHG	\$691	6	\$115	2.0
The Barfield, Autograph Collection	\$637	3	\$212	1.5
The Westerner - Extended Stay	\$620	7	\$88	1.4

# MNTN CTV

## WHAT WORKED

- Our CTV ads are showing up on premium placements:
  - ◆ Peacock: 8,159
  - ◆ NBC: 4,355
  - ◆ Tubi 3,822
  - ◆ HBO Max: 2,908
  - ◆ Paramount Comedy: 2,277
- The bulk of success getting people to the website has come through remarketing efforts. Those who have been to the website, and are reminded of the brand, are more likely to come back than a person we're making first contact with.

## KEY LEARNINGS

- Top DMAs: Kansas City, Denver, Dallas, OKC, ABQ
- 2.8% of people that see the ads end up on the website.

**45,320**  
IMPRESSIONS

**624**  
Verified Website Visits

**0.96%**  
Conversion Rate

**22,293**  
REACH



# TOP AD MNTN CTV



# ADARA DISPLAY

## WHAT WORKED

- We saw a significant lift in CTR from the beginning to the end of this campaign - February delivered a .10% CTR in , outperforming December's .06% CTR.
- January's spend was ~2.7x higher than February and generated ~172% more impressions and clicks. Despite the decrease in volume MoM, CTR remained stable (.10%), proving how effective this campaign is in engaging our audience.

## KEY LEARNINGS

- February's total spend mirrors December, but with a 40% higher click count. This shows how Spring display are more successful in driving action.

**386,378**  
IMPRESSIONS

**394**  
CLICKS

**.10%**  
CTR



# TOP AD ADARA DISPLAY



# ADARA VIDEO

## WHAT WORKED

- Launched on February 1st, R66 pre-roll delivered an immediate impact with a .52% CTR.
- Adding video into the package lifted February's programmatic performance as a whole - taking the overall CTR to .16%.

## KEY LEARNINGS

- Despite accounting for ~28% of the total monthly spend and 15% of total monthly impressions, pre-roll generated 46% of the total clicks for February.

**65,830**  
IMPRESSIONS

**340**  
CLICKS

**.52%**  
CTR



# TOP AD ADARA VIDEO



# LIVE PUBS





# 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.

VISITAMARILLO.COM

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

Scan to get the official Texas 66 Centennial sticker!



# 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!

