



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

**REGULAR MEETING TO BE HELD ON WEDNESDAY, APRIL 23, 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 March 26, 2025**
3. **Presentation and Consideration: Financial Report**
4. **Discussion and Consideration: Certificate of Deposit Renewal Terms**
5. **Discussion: STR report and Tourism Impacts**
6. **Discussion: Route 66 Festival Finale Reminders (Sponsorships, Volunteer Shifts)**
7. **Public Forum**
8. **General Announcements from Board Members**
9. **Discussion on future meeting dates and possible agenda items.**
The next meeting date is May 28, 2025
10. **Adjournment**

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MINUTES OF THE REGULAR CVB BOARD MEETING HELD ON WEDNESDAY, MARCH 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>N</u>	<u>5</u>	<u>4</u>
<u>Vic Ragha</u>	<u>Y</u>	<u>5</u>	<u>3</u>
<u>Phyllis Golden</u>	<u>Y</u>	<u>5</u>	<u>3</u>
<u>Bobby Lee</u>	<u>Y</u>	<u>5</u>	<u>3</u>
<u>Coco Duckworth</u>	<u>Y</u>	<u>5</u>	<u>5</u>
<u>Tom Scherlen</u>	<u>N</u>	<u>5</u>	<u>3</u>
<u>Jason Fenton</u>	<u>Y</u>	<u>5</u>	<u>4</u>
<u>Payal Nathu</u>	<u>Y</u>	<u>5</u>	<u>5</u>
<u>Al Patel</u>	<u>Y</u>	<u>5</u>	<u>5</u>
<u>Ex-Officios</u>			
<u>Beth Duke</u>	<u>N</u>	<u>5</u>	<u>3</u>
<u>Bo Fowlkes</u>	<u>Y</u>	<u>5</u>	<u>3</u>
<u>Brady Ragland</u>	<u>Y</u>	<u>5</u>	<u>4</u>

1. Call to Order

- CoCo Duckworth called the meeting to order.

2. Approval of Minutes from February 26, 2025

- Motion to approve made by Tom Scherlen, Phyllis Golden seconded. After a board vote the motion passed.

3. Presentation and Consideration: 2023.24 Audit

- Chris Pace from Johnson & Sheldon, LLC presented the annual audit report for September 30, 2024 and 2023. The auditor provided an overview of the financial statements, noting that the audit found no significant issues, and the organization's financial position is in good standing. No compliance issues or material weaknesses were identified.
- Motion to approve the audit as presented made by Bobby Lee, Tom Scherlen seconded. After a board vote the motion passed.

4. Update: Master Plan

- Kashion Smith updated the board that the heaviest part of the plan is going to land around the festival time, Kashion is asking that we push the master plan start date until after the Route 66 festival.

5. Update: Stand Tall Foundation

- Kashion Smith updated the board that the CVB is getting ready to file for the foundation. A founding



board has already been established with 3 people so far. The bylaws require no less than 3 but no more than 5 people on the board. The first meeting is next week to approve bylaws and then after the CVB can file.

6. Presentation: Greater Amarillo Film Commission

- Sherman Bass presented the following:
 - o Social hour on Feb 7 that includes Arts, Film and Music with over 150 people in attendance.
 - o Recent/upcoming projects
 - Down the Arm of God – 7 weeks total in Channing & Amarillo
 - Boozer Loser postponed until late 2025
 - CORE filmmaking collective – 2 shorts
 - Samatha Browns Places to Love is airing now
 - Route 66: The Main Street of America – official centennial documentary – filmed 2 days last week
 - o FY 24-25 Promotion
 - Panhandle Days 2025
 - SXSW 2025
 - Tucumcari Film Festival 2025
 - Austin TV Festival 2025
 - Flatlands (Lubbock) Film Festival 2025
 - El Paso Film Festival 2025
 - o 2025 Legislative Session
 - “Make Texas the film capital of the world” ; SB22, HB 4568; SB1: \$498M
 - o AiFF will be happening October 9-11

7. Discussion: Festival Vendor Applications

- Braley announced that we have 57 approved vendors already.

8. Public Forum

- There were no comments.

9. General Announcements from Board Members

- Brady Ragland announced that the Amarillo Tri-State Fair and Rodeo will be hosting West Texas Ranch Rodeo in the next couple weeks.
- Beth Duke announced that about 400 people from Pantex are coming to work downtown. Today is their 3rd open house for the workers. Move in date is April 19th.

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



The next meeting date is April 23, 2025

11. Adjournment

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



(806)374-1497

info@visitamarillo.com

1000 S. Polk St. Amarillo, TX 79101

AMARILLO CONVENTION & VISITORS BUREAU NOTICE OF MEETING & AGENDA SPORTS COMMISSION

**REGULAR MEETING TO BE HELD ON TUESDAY, APRIL 1, 2025, AT 8:30 AM IN THE BOARDROOM
OF THE BIVINS HOUSE, 1000 S. POLK AMARILLO, TEXAS.**

Please note: The Sports Commission 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 January 7, 2025
3. General Announcements
4. Facility Photos- show links and what is still to be done
5. Sports ETA Conference – April 14-18, 2025
6. Amarillo Soccer Association Meeting update
7. Parks & Rec Facility improvements update- Michael Kashuba
8. Amarillo Dusters update- Bo Fowlkes
9. Discussion on future meeting dates and agenda items. The next meeting date is July 1, 2025.
10. Adjournment

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✉ info@visitamarillo.com

📍 1000 S. Polk St. Amarillo, TX 79101

MINUTES OF THE REGULAR SPORTS COMMISSION MEETING HELD ON TUESDAY, APRIL 1, 2025, AT 8:30 AM IN THE BOARDROOM OF THE BIVINS HOUSE, 1000 S. POLK AMARILLO, TEXAS.

1. Call to Order

- Amy Tarr called the meeting to order.

2. Approval of Minutes from January 7, 2025

- Motion to approve made by Bo Fowlkes, Brady Ragland seconded.

3. General Announcements

- Bo Fowlkes announced that the Civic Center is hosting Wizard of Oz on ice on April 26th and also hosting The Selena Experience on May 2nd.
- Brady Ragland announced that the Tri-State Fairgrounds is hosting WTRR next week then following up with Panhandle Cutting Horse Association the following week.

4. Facility Photos- show links and what is still to be done

- Amy Tarr showed facility photos of the Civic Center and The Pavilion at the Santa Fe Depot.

5. Sports ETA Conference – April 14-18, 2025

- Amy Tarr announced that her and Hope Stokes are going to Tulsa, OK to attend the Sports ETA Conference.

6. Amarillo Soccer Association Meeting update

- Amy Tarr announced that there is a lot of interest in outside orgs wanting to host soccer in Amarillo. Michael set up a meeting with ACVB and Amarillo Soccer Association to discuss and while they were not too interested in working with outside organizations as they require the local host to find the refs and volunteers and then they keep the registrations they were wanting to discuss how to grow what we currently have and reintroduce Amarillo to the outside soccer community as we continue to see improvements and eventually additions to the soccer fields. They talked about possibly working to add a 2026 summer tournament with awards, etc and make a big deal out of it.

7. Parks & Rec Facility improvements update- Michael Kashuba

8. Amarillo Dusters update- Bo Fowlkes

- Bo Fowlkes announced that he is waiting for a potential buyer of the football team. He has a letter that has gone out stating the basic requirements to purchase the team.

9. Discussion on future meeting dates and agenda items. The next meeting date is July 1, 2025.

10. Adjournment

- There being no further business Amy Tarr adjourned the meeting.

Respectfully submitted,

Alexis Gunter

Alexis Gunter



COMMITTEE MEETING TO BE HELD ON TUESDAY, APRIL 8, 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 March 11, 2025**
- 3. Introductions and Acknowledgements**
- 4. General Announcements**
- 5. Update: Projects, AiFF, Travel, Legislative Session**
- 6. Lone Star Letters campaign**
- 7. Future meeting dates**
 - May 13, 2025**
 - June 10, 2025? social hour?**
- 8. Adjournment**

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**MINUTES OF THE REGULAR FILM COMMITTEE MEETING HELD ON TUESDAY, APRIL 8, 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 March 11, 2025

- Motion to approve made by Lee Gray, Kate McSwain seconded.

3. Introductions and Acknowledgements

- Everyone in the room introduced themselves

4. General Announcements

- Kate McSwain announced that the Film Society fundraiser event is going well with ticket sales. The event is this Saturday April, 12th.
- HPPR is having an open house for the opening of their new studio on April 12th

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

- **Sherman Bass updated the following:**
 - o Projects: Sherman has been working on a guide to film and television shopt in the greater Amarillo area; 90+ projects on the guide.
 - o AiFF: Going well; early bird deadline in March was up 186% on submittals. Next deadline is the second week in May.
 - o Travel: Sherman is going to Tucumcari in 2 weeks for their film festival.
 - o Legislative Session: SB22; passed its finance committee with an 11-0 vote. It is now on the intent calendar for the Senate. House Bill 4568; it has been referred to culture, tourism and recreation and anticipated it will pass committee. HB5508 – referred to high education committee and it is anticipated that it will pass committee.

6. Lone Star Letters campaign

- Handwritten letters
- Possible letter writing event hosted by Sharpened Iron Studios.

7. Future meeting dates

May 13, 2025

June 10, 2025? social hour?

- **Discussed to have a social hour on June 9th as a precursor to the Route 66 movie screening.**



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, APRIL 9, 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 March 12, 2025**
- 3. General Announcements**
- 4. Business Spotlight: Roxanne Oltivero; Aimbridge Hospitality**
- 5. Presentation: Drew Brassfield, City Planning Projects and Grant Opportunities**
- 6. Discussion: Partner Passes**
- 7. Updates and Reminders: Route 66 Festival, Deadlines and Opportunities**
- 8. Discussion on future meeting dates and possible agenda items.**

The next meeting date is May 14, 2025

- 9. Adjournment**

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MINUTES OF THE REGULAR C&T MEETING HELD ON WEDNESDAY, APRIL 9, 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 March 12, 2025

- Motion to approve made by Bri Owen, Roxanne Oltivero seconded.

3. General Announcements

- Stephanie Andrews announced that WTRR will have a blacksmithing competition on April 9th in the Vance Reed building. WTTR will be happening this weekend.
- Bri Owen announced that the Cactus Cove is installing an indoor playground
- Matt Marrs announced that the next Chamber after hours is at the Cactus Cove and will be a luau theme.

4. Business Spotlight: Roxanne Oltivero; Aimbridge Hospitality

- Roxanne Oltivero presented the following:
 - o She is the sales manager at Embassy and Courtyard in Amarillo
 - o The Embassy has 226 rooms with restaurant, bar and meeting spaces.
 - o Texas Peace Panhandle Officers September 2026 at Embassy
- Cactus Cove will present at the next meeting

5. Presentation: Drew Brassfield, City Planning Projects and Grant Opportunities

- Drew Brassfield presented the following:
 - Goals is to not restrict each allotment to 60k but have it as a first come first serve in the total 240k.
 - The grant is a dollar for dollar. The city will match what you give in.
 - o BIG Program
 - Only applies to 4 neighborhoods
 - Working to expand the boundaries in order to use the NEZ program.
 - o Neighborhood Empowerment Program
 - Expanding boundaries
 - Can run in conjunction with BIG program
 - Incentives: Fee waivers, sales tax rebate, property tax abatement
 - Must invest 20% improvement value into the property.
 - o Texas Historical Commission Grant
 - Going to Cattleman's and Eastridge Bowling for new neon signs
 - TxDot is investing a lot of money in the area.
 - Safe streets and roads for all programs.
 - o Request for a roundabout at McMasters and Georgia

6. Discussion: Partner Passes

- Hope Stokes announced that Partner Passes is a way to know if someone is legit that we have brought in to experience Amarillo. Press, fam, operators, travel agents, travel writers etc

7. Updates and Reminders: Route 66 Festival, Deadlines and Opportunities

- Kashion Smith announced the following:
 - o Cattle Drive and Parade June 7th – accepting parade entries
 - o Vendor Deadline is April 30th for the finale on June 14th

- Accepting volunteers currently
- Car show sign up deadline is June 8th with only 100 spots available
- Hot Dog eating contest still has 5 spots available

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

The next meeting date is May 14, 2025

9. Adjournment

- There being no further business, Matt Marrs called the meeting to order.

Respectfully submitted,

Alexis Gunter

Alexis Gunter

Executive Assistant



Q2 Financial Report

Fiscal Year 2024.25
January 1 through March 31, 2025

Prepared by
Braley Beck

Prepared on
April 16, 2025

Summary

Quick Look

- **Revenue:** \$552,653.40 (111.92% of budgeted revenue for Q2)
- **Expenses:** \$544,006.51 (96.49% of budgeted expenses for Q2)
- Revenue and expenses are tracking closely with budgeted expectations, with timing differences explaining most variances. These are expected to balance out by year-end.
- Sponsorships for the Route 66 Festival are progressing well, with \$72,500 in cash commitments secured.
- **Certificate of Deposit:**
 - o A Certificate of Deposit was obtained at Amarillo National Bank on December 2, 2024, for \$1M at an interest rate of 4.2% and a 6-month maturity.
 - o For a renewal on March 31st, ANB has given a rate of 4.1% and FirstBank Southwest has given a rate of 4.4%. Rates are not guaranteed this far out.

Revenue and Sales

- **Total Revenue:** \$552,653.40, achieving 111.92% of the budgeted revenue for Q2.
 - o **HOT Funds:** \$481,384.47 (122.47% of Q2 budget).
 - o Other revenue derives from merchandise sales, sponsorships for TX 66 Festival and AiFF, and West Texas Trip Partnership
- **Not shown in this report:**
 - o \$7,433 in vendor and car show fees. These will be deposited at a later date
 - o \$1,350 in bus tour sales, which will be paid after the tours.

Expenses and Cost Management

- **Total Expenses:** \$544,006.51, representing 96.49% of Q2 budget.
 - o **Administration Expenses:** \$337,262 (3.27% over Q2 budget).
 - Audit fee billed in Q2 rather than Q1
 - Incentives were restructured in Q2, causing an increase in that line
 - Q2 has an extra pay period, causing Salaries and Wages to be above budget for the quarter.
 - o **Film Commission:** \$18,621.44 (86.21% over Q2 budget)
 - ReelScout payment made at the end of Q2 rather than the beginning of Q3
 - o **Route 66 Festival:** \$31,940.41 (34.68% over Q2 budget)
 - Due to the timing of expenses vs budgeted month
- Lower-than-expected spending in several departments due to timing of expenses as well as careful expense management

HOT Collections:

- Total collections are up 11.3% (\$197,191) from the City's projected numbers.
- The ACVB portion of HOT collections are \$88,321.47 (22.47%) over the budgeted collections for Q2.

Statement of Financial Position

As of March 31, 2023

	Total
ASSETS	
Current Assets	
Bank Accounts	
1000 Petty Cash	6.50
1010 Restricted Interest Checking Account	870,715.72
1020 Non-Restricted Checking	67,225.54
1030 Reserves Account	1,054,461.21
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	2,992,528.69
Accounts Receivable	
1100 Accounts Receivable (A/R)	7,905.16
Total Accounts Receivable	7,905.16
Other Current Assets	
1060 Undeposited Funds	4,900.51
1210 Inventory	19,801.08
Inventory Asset	227.50
Total Other Current Assets	24,929.09
Total Current Assets	3,025,362.94
Fixed Assets	
1300 Fixed Assets	
1310 Furniture	4,328.95
1320 Computers	-1,099.02
1330 Accumulated depreciation	-13,937.47
1340 Leased Asset - ROU	180,250.00
1341 ROU Asset - Accumulated amortization	-70,317.00
Total 1300 Fixed Assets	99,225.46
Total Fixed Assets	99,225.46
TOTAL ASSETS	\$3,124,588.40

LIABILITIES AND EQUITY

Liabilities

Current Liabilities

Accounts Payable

	Total
2010 Accounts Payable (A/P)	30,402.76
Total Accounts Payable	30,402.76
Credit Cards	
2300 Credit Card	
2305 BOA Credit Card - Through COA	0.00
2310 Spend & Expense Credit Card	15,055.49
Total 2300 Credit Card	15,055.49
Total Credit Cards	15,055.49
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	5,722.85
2235 Retirement Loan	321.80
2240 Employee Benefits to Pay	
2245 Vision	24.65
Total 2240 Employee Benefits to Pay	24.65
2250 Other Payroll Liabilities	
2255 AFLAC Accident	163.20
2260 AFLAC Cancer	125.91
2265 AFLAC Critical	23.28
2270 AFLAC Hospital	35.76
2275 AFLAC Short-Term Disability	110.40
Total 2250 Other Payroll Liabilities	458.55
After-tax Roth	0.00
Unauthorized Expense Deduction	0.00
Total 2200 Payroll Liabilities	13,260.89
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	10.87
Repayment	
ATT Maritime Charge	0.00
Total Repayment	0.00
Total Other Current Liabilities	13,395.27
Total Current Liabilities	58,853.52
Long-Term Liabilities	

	Total
2500 Long Term Liabilities	
2530 ROU Lease Liabilities - Noncurrent	82,700.00
2540 ROU Lease Liabilities - Current	22,651.00
Total 2500 Long Term Liabilities	105,351.00
Total Long-Term Liabilities	105,351.00
Total Liabilities	164,204.52
Equity	
Opening balance equity	2,325,681.38
Retained Earnings	711,191.46
Net Revenue	-76,488.96
Total Equity	2,960,383.88
TOTAL LIABILITIES AND EQUITY	\$3,124,588.40

[illegible]

[illegible]

	Administration	Advertising	Arts	Communications	Film Commission	Film Festival	Route 66 Festival	Sales	Servicing	Special Projects	Tourism	Not Specified	TOTAL
Total 7100 Contractual Services	33,013.17												33,013.17
7200 Other Charges													0.00
7210 Insurance and Bonds	3,478.65												3,478.65
7220 Mileage	558.89												558.89
7240 Executive Office Overhead	4,086.00												4,086.00
7250 Bank Fees/Service Charge	2,273.42						1.90						2,275.32
Total 7200 Other Charges	10,396.96						1.90						10,398.86
7300 Administrative Software	1,133.32												1,133.32
7600 Office Equipment	140.71												140.71
7700 Office Supplies	850.45												850.45
7800 Misc. Office Expense	2,876.76												2,876.76
Total 7000 Administrative Overhead	48,411.37						1.90						48,413.27
QuickBooks Payment Fees	0.50						22.44						22.94
Square Fees	10.05												10.05
Total Expenditures	337,262.00	112,807.46	471.27	9,669.39	18,621.44	0.00	31,940.41	18,415.51	6,042.62	2,228.58	6,547.83	0.00	544,006.51
NET OPERATING REVENUE	144,640.47	-112,807.46	-471.27	-9,669.39	-18,621.44	2,500.00	32,435.40	-18,415.51	-6,042.62	-2,228.58	-2,947.83	0.00	8,371.77
OTHER REVENUE													
4100 Interest Income	17,307.88												17,307.88
Total Other Revenue	17,307.88	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	17,307.88
OTHER EXPENDITURES													
7400 Depreciation Expense	2,437.62												2,437.62
Total Other Expenditures	2,437.62	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	2,437.62
NET OTHER REVENUE	14,870.26	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	14,870.26
NET REVENUE	\$159,510.73	\$-112,807.46	\$-471.27	\$-9,669.39	\$-18,621.44	\$2,500.00	\$32,435.40	\$-18,415.51	\$-6,042.62	\$-2,228.58	\$-2,947.83	\$0.00	\$23,242.03

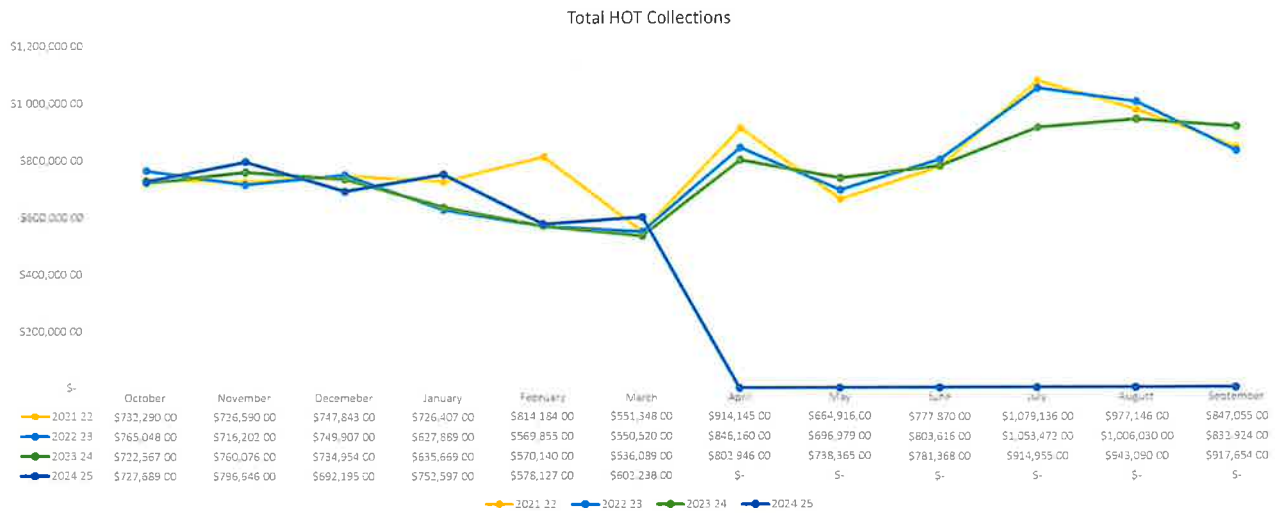
Budget Vs. Actual Totals

Jan. - May - March Budgets

	Actual	Budget	over Budget	Total % of Budget
REVENUE				
4000 Revenues		0.00	0.00	
4010 HOT Funds	481,384.47	393,063.00	88,321.47	122.47 %
4030 Donations and Grants - Individual	450.00	0.00	450.00	
Total 4000 Revenues	481,834.47	393,063.00	88,771.47	122.58 %
4300 Membership Dues	3,600.00		3,600.00	
4400 Special Events				
4410 Sponsorships	64,000.00	100,000.00	-36,000.00	64.00 %
4440 Program Reimbursement	2,500.00	750.00	1,750.00	333.33 %
Total 4400 Special Events	66,500.00	100,750.00	-34,250.00	66.00 %
4500 Merchandise Sales				
4510 Shipping Charges Reimbursed	35.00		35.00	
4530 Product Sales	643.44	0.00	643.44	
Total 4500 Merchandise Sales	678.44	0.00	678.44	
Total Revenue	552,612.91	493,813.00	58,799.91	111.91 %
COST OF GOODS SOLD				
6230 Cost of Goods Sold Retail	275.12	7,700.00	-7,424.88	3.57 %
Total Cost of Goods Sold	275.12	7,700.00	-7,424.88	3.57 %
GROSS PROFIT	552,337.79	486,113.00	66,224.79	113.62 %
EXPENDITURES				
5000 Personnel Expenses				
5100 Salaries and Wages	194,769.08	182,400.00	12,369.08	106.78 %
5110 Incentives	10,300.00	5,000.00	5,300.00	206.00 %
5220 Federal Taxes (941)	15,631.34	15,000.00	631.34	104.21 %
5230 State Unemployment	225.00	1,500.00	-1,275.00	15.00 %
5240 Federal Unemployment		300.00	-300.00	
5300 Workers Compensation	214.48	600.00	-385.52	35.75 %
5400 Retirement	20,048.49	19,360.00	688.49	103.56 %
5500 Communications Allowance	646.24	900.00	-253.76	71.80 %
5600 Employee Health	22,104.60	30,000.00	-7,895.40	73.68 %
5610 Employee Life & Disability	3,053.88	3,000.00	53.88	101.80 %
5630 Employee Dental/Vision	1,240.61	1,500.00	-259.39	82.71 %
Total 5000 Personnel Expenses	268,233.72	259,560.00	8,673.72	103.34 %
6000 Program Expenses				

				Total
	Actual	Budget	over Budget	% of Budget
6010 FAM/Site Visits	12,742.14	8,700.00	4,042.14	146.46 %
6020 Community Awareness	1,577.18	4,200.00	-2,622.82	37.55 %
6030 Professional Organizations	18,991.45	22,100.00	-3,108.55	85.93 %
6050 Sales Tools	49,304.37	27,850.00	21,454.37	177.04 %
6060 Literature	3,137.99	7,050.00	-3,912.01	44.51 %
6070 Photography/Videography	2,250.00	1,750.00	500.00	128.57 %
6080 Trade Shows/Organizations	16,247.35	41,675.00	-25,427.65	38.99 %
6090 Presentations		200.00	-200.00	
6110 Specialty Advertising	8,727.13	14,000.00	-5,272.87	62.34 %
6120 Sales Calls	2,960.27	2,750.00	210.27	107.65 %
6130 Financial Assistance	923.32	11,162.50	-10,239.18	8.27 %
6140 Transportation	1,866.00	0.00	1,866.00	
6160 Tour Development	5,300.00	150.00	5,150.00	3,533.33 %
6180 Education	829.46	9,750.00	-8,920.54	8.51 %
6190 Equipment	-275.00	0.00	-275.00	
6220 Advertising	76,913.82	80,683.74	-3,769.92	95.33 %
6250 Association Dues and Memberships	2,065.67	500.00	1,565.67	413.13 %
6260 Software	9,530.51	13,604.00	-4,073.49	70.06 %
6280 Misc. Meetings	601.32	940.00	-338.68	63.97 %
6290 Special Events	14,170.28	10,275.00	3,895.28	137.91 %
6310 Ad Production	500.00	2,500.00	-2,000.00	20.00 %
6500 Activity Fund	-1,036.73		-1,036.73	
Total 6000 Program Expenses	227,326.53	259,840.24	-32,513.71	87.49 %
7000 Administrative Overhead				
7100 Contractual Services				
7110 Communications Billing	2,549.37	2,760.00	-210.63	92.37 %
7120 Postage	1,280.42	2,025.00	-744.58	63.23 %
7130 Audit Fee	17,200.00	500.00	16,700.00	3,440.00 %
7140 Rental Land & Buildings	5,422.00	4,200.00	1,222.00	129.10 %
7150 Vehicle Lease	2,243.42	2,700.00	-456.58	83.09 %
7160 IT Services	3,064.00	3,287.49	-223.49	93.20 %
7170 Rented Equipment	1,253.96	1,200.00	53.96	104.50 %
7180 Professional Services		2,800.00	-2,800.00	
Total 7100 Contractual Services	33,013.17	19,472.49	13,540.68	169.54 %
7200 Other Charges				
7210 Insurance and Bonds	3,478.65	3,900.00	-421.35	89.20 %
7220 Mileage	558.89	1,500.00	-941.11	37.26 %
7240 Executive Office Overhead	4,086.00	3,000.00	1,086.00	136.20 %
7250 Bank Fees/Service Charge	2,275.32	3,150.00	-874.68	72.23 %

				Total
	Actual	Budget	over Budget	% of Budget
Total 7200 Other Charges	10,398.86	11,550.00	-1,151.14	90.03 %
7300 Administrative Software	1,133.32	1,350.00	-216.68	83.95 %
7600 Office Equipment	140.71	10,000.00	-9,859.29	1.41 %
7700 Office Supplies	850.45	1,200.00	-349.55	70.87 %
7800 Misc. Office Expense	2,876.76	800.00	2,076.76	359.60 %
Total 7000 Administrative Overhead	48,413.27	44,372.49	4,040.78	109.11 %
Total Expenditures	543,973.52	563,772.73	-19,799.21	96.49 %
NET OPERATING REVENUE	8,364.27	-77,659.73	86,024.00	-10.77 %
OTHER REVENUE				
4100 Interest Income	17,307.88	20,400.00	-3,092.12	84.84 %
Total Other Revenue	17,307.88	20,400.00	-3,092.12	84.84 %
OTHER EXPENDITURES				
7400 Depreciation Expense	2,437.62		2,437.62	
Total Other Expenditures	2,437.62	0.00	2,437.62	0.00%
NET OTHER REVENUE	14,870.26	20,400.00	-5,529.74	72.89 %
NET REVENUE	\$23,234.53	\$ -57,259.73	\$80,494.26	-40.58 %



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%
March	\$ 536,089.00	\$ 602,238.00	12%
Total	\$ 3,959,495.00	\$ 4,149,492.00	5%

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%
March	\$ 112,693.86	\$ 143,280.57	27%
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%
Decemeber	\$ 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	\$ 354,886.50	\$ 225,625.29	\$ 91,667.00	\$ 37,604.21	\$ 171,562.50	\$ 526,459.00	\$ 513,126.00	\$ 13,333.00	2.6%
March	\$ 602,238.00	\$ 54,027.00	\$ 274,105.50	\$ 365,772.50	\$ 234,947.57	\$ 91,667.00	\$ 39,157.93	\$ 182,438.50	\$ 548,211.00	\$ 482,480.00	\$ 65,731.00	12.8%
April			\$ -	\$ -	\$ -		\$ -	\$ -	\$ -	\$ 722,651.00		
May			\$ -	\$ -	\$ -		\$ -	\$ -	\$ -	\$ 664,529.00		
June			\$ -	\$ -	\$ -		\$ -	\$ -	\$ -	\$ 703,231.00		
July			\$ -	\$ -	\$ -		\$ -	\$ -	\$ -	\$ 941,529.00		
August			\$ -	\$ -	\$ -		\$ -	\$ -	\$ -	\$ 899,123.00		
September			\$ -	\$ -	\$ -		\$ -	\$ -	\$ -	\$ 744,417.00		
Total	\$ 4,149,492.00	\$ 375,124.00	\$ 1,887,184.00	\$ 2,437,186.00	\$ 1,617,586.29	\$ 550,002.00	\$ 269,597.71	\$ 1,337,182.00	\$ 3,774,368.00	\$ 8,239,025.00	\$ 210,823.00	5.918%

Definite Leads and Assists

Date Range: 04/01/2025-12/31/2025

Group	Account	Meeting Name	Meeting Dates	People	Total Room Nights	Econ Value
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	Texas Panhandle Youth Sports Foundation	Joe Taco Oppo Taco Classic Baseball 2025	04/11/2025 - 04/13/2025	250	150	\$125,855.67
Sports Sales	West Texas Ranch Rodeo	2025 West Texas Ranch Rodeo	04/11/2025 - 04/13/2025	300	180	\$243,311.81
Sports Sales	National Intercollegiate Ranch & Stock Horse Association	2025 NIRSNA 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	\$68,697.35
Meeting Sales	Reunion and Wedding Parties	Paustky-Harbison Wedding	05/03/2025 - 05/04/2025	30	30	\$8,672.36
Meeting Sales	Nuclear Care Partners	Nuclear Care Partners- Meeting Space Request	05/07/2025 - 05/07/2025	0	0	\$0.00
Meeting Sales	Texas Workforce Commission	TWEC 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
Meeting Sales	Run for the Wall	2025 Run for the Wall	05/15/2025 - 05/16/2025	150	0	\$62,100.00
Sports Sales	Texas Panhandle Youth Sports Foundation	Leather and Lace 2025	05/16/2025 - 05/18/2025	80	0	\$58,722.86
Meeting Sales	West Texas A&M University	2025 Buff Branding Steer & Heifer Show	05/23/2025 - 05/26/2025	50	115	\$68,490.55
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 Bate-Baseball 2025	05/30/2025 - 06/01/2025	200	0	\$86,120.13
Sports Sales	Coots Cowboy Club	2025 Coot's Ranch Rodeo & Cattle Drive	06/05/2025 - 06/08/2025	885	0	\$484,980.00
Meeting Sales	Pilot International	185 International Airplane Pilots Club Reunion	06/05/2025 - 06/08/2025	35	0	\$0.00
Sports Sales	Kids Incorporated	Bring the Heat 2025	06/06/2025 - 06/08/2025	80	0	\$58,722.86
Meeting Sales	Beef Improvement Federation	Panhandle Sports Hall of Fame 2025 Annual Ceremonies	06/08/2025 - 06/08/2025	0	0	\$0.00
Meeting Sales	Gateway to Success, Inc	2025 Beef Improvement Federation Research Symposium	06/09/2025 - 06/13/2025	250	733	\$332,818.68
Meeting Sales	3rd Marine Division Association	George Washington Carver Diamond Jubilee 2025	06/11/2025 - 06/15/2025	40	225	\$144,450.77
Sports Sales	West Texas Youth Baseball	3rd Marine Division Reunion 2025	06/12/2025 - 06/15/2025	15	38	\$16,668.67
Sports Sales	American Quarter Horse Association	2025 West TX State Tournament- ALL DIVISIONS	06/13/2025 - 06/15/2025	1,200	0	\$328,800.00
Meeting Sales	Western Writers of America	2025 Versatility Ranch Horse World Championship Show	06/14/2025 - 06/22/2025	300	0	\$1,347,340.46
Meeting Sales	Jehovah Witnesses	Western Writers of America Annual Meeting	06/18/2025 - 06/21/2025	100	480	\$184,348.68
Sports Sales	Amarillo Gun Club (Texas Trapshooters Association)	2025 Christian Congregation of Jehovah's Witnesses- Week 1	06/19/2025 - 06/22/2025	400	0	\$248,400.00
Meeting Sales	Jehovah Witnesses	2025 Zone Shoot	06/20/2025 - 06/22/2025	50	0	\$27,182.69
Meeting Sales	CBT Barrel Racing	2025 Christian Congregation of Jehovah's Witnesses- Week 2	06/26/2025 - 06/29/2025	400	0	\$248,400.00
Sports Sales	Amarillo Gun Club (Texas Trapshooters Association)	2025 Summer Da\$H Barrel Race	06/27/2025 - 06/29/2025	50	0	\$72,820.67
Meeting Sales	Scott Family Reunion	2025 Texas State Trap Shoot	07/01/2025 - 07/06/2025	300	0	\$508,969.35
Meeting Sales	American Quarter Horse Association	2025 Scott Family Reunion	07/03/2025 - 07/06/2025	50	0	\$0.00
Sports Sales	Koben Puckett Productions	2025 Youth Excellence Seminar (YES) Leadership Conference	07/07/2025 - 07/11/2025	65	0	\$98,736.27
Meeting Sales	Texas APCO and Texas NENA	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	Panhandle Press Association	Texas 911 Trainers and 911 Public Educators of Texas	07/13/2025 - 07/16/2025	30	0	\$24,420.33
Meeting Sales	Church of Christ	Iron Horse Shoot Out 2025	07/16/2025 - 07/19/2025	50	0	\$62,826.42
Sports Sales	Global Animal Products	1.15th Annual Convention	07/18/2025 - 07/19/2025	30	0	\$0.00
Sports Sales	Texas Panhandle Youth Sports Foundation	2025 Area Wide Meeting a.k.a Brotherhood Meeting	07/24/2025 - 07/27/2025	150	230	\$178,844.61
Meeting Sales	AMA-CON	2025 PQHA Bomb City Blowout Show	07/25/2025 - 07/27/2025	100	40	\$68,697.35
Meeting Sales	Texas A&M AgriLife Amarillo Research and Extension Center/District 01 Office	2025 July Sales Meeting	07/28/2025 - 07/31/2025	20	0	\$29,098.95
Sports Sales	West Texas Futurity	Summer Siam 2025	08/01/2025 - 08/03/2025	80	0	\$67,470.54
Sports Sales	X-Treme Fast Draw Association	2025 AMA-CON	08/02/2025 - 08/04/2025	350	0	\$74,196.41
Meeting Sales	Texas Panhandle Peace Officers Association	4-H Agent TAE4-HYDP 2025 Conference	08/04/2025 - 08/07/2025	75	160	\$88,889.92
Sports Sales	Western Lone Star Senior Ladies Golf Association	2025 West Texas Futurity	08/06/2025 - 08/17/2025	350	203	\$864,242.67
Meeting Sales	Panhandle Kennel Club of the American Kennel Club	Back to School Bash 2025	08/28/2025 - 08/24/2025	80	0	\$58,722.86
Meeting Sales	American Quarter Horse Hall of Fame & Museum	2025 XFDA World Finals Championship	08/28/2025 - 08/31/2025	50	0	\$65,514.73
Meeting Sales		Texas Panhandle Peace Officers Association 2025	08/30/2025 - 09/05/2025	140	0	\$128,551.87
Meeting Sales		2025 Western Lonestar Senior Ladies Golf Tournament	09/07/2025 - 09/12/2025	50	200	\$80,616.31
Meeting Sales		2025 Panhandle Kennel Club of Texas	09/09/2025 - 09/14/2025	300	0	\$271,156.96
Meeting Sales		American Quarter Horse Hall of Fame Banquet 2025	09/12/2025 - 09/14/2025	50	0	\$161,751.06

Groups Serviced

Date Range: 10/01/2024-04/01/2025

Group	Account	Meeting Name	Meeting Dates	People	Total Room Nights	Econ Value
Meeting Sales	B-2/ 501st Airborne	2024 B-2/ 101st Airborne Reunion	10/02/2024 - 10/06/2024	25	0	\$15,878.23
Meeting Sales	Amarillo CVB	Murgular/Phommthaxay Wedding	10/04/2024 - 10/07/2024	50	135	\$0.00
Meeting Sales	Family Reunion/Wedding Party's	Wilson School 2024 Reunion	10/04/2024 - 10/05/2024	25	0	\$0.00
Meeting Sales	Texas Speech Communications Association	2024 TSCA Conference	10/09/2024 - 10/12/2024	300	372	\$211,653.75
Meeting Sales	Amarillo CVB	Amarillo International Film Festival	10/10/2024 - 10/13/2024	50	120	\$37,801.91
Sports Sales	CrossFit 806	B06 Classic - 2024	10/11/2024 - 10/13/2024	50	60	\$97,399.69
Meeting Sales	Fandom Events	Cottonwood Faire 2024	10/11/2024 - 10/13/2024	50	0	\$106,696.89
Sports Sales	Cowboy Mounted Shooting Association	2024 CMSA Wrangler World Championships	10/12/2024 - 10/20/2024	100	0	\$179,076.01
Sports Sales	United States Team Penning Association	2024 USTPA World Finals	10/17/2024 - 10/26/2024	200	0	\$202,096.31
Sports Sales	Legends Roughstock Series	Halloween Hualabalo Legends Roughstock Series 2024	10/18/2024 - 10/20/2024	75	125	\$66,155.29
Sports Sales	Peak Fighting	PFC 34 Fight Night October 24'	10/18/2024 - 10/19/2024	244	0	\$253,214.07
Meeting Sales	Jehovah Witnesses	CCJW Circuit Event	10/19/2024 - 10/20/2024	70	0	\$14,490.00
Sports Sales	Texas Panhandle Youth Sports Foundation	Ghouls Just Wanna Have Fun 2024	10/19/2024 - 10/20/2024	80	0	\$65,524.39
Meeting Sales	Amarillo High School	Amarillo High School 50th Alumni Assoc. 2024 Reunion	10/25/2024 - 10/26/2024	50	0	\$22,894.65
Sports Sales	Texas Panhandle Youth Sports Foundation	Halloween Howl 2024	10/26/2024 - 10/27/2024	80	0	\$65,524.39
Sports Sales	Conference Commissioners Association Division 2	2024 D2CCA Tip Off Classic	10/31/2024 - 11/03/2024	76	348	\$171,809.85
Meeting Sales	Amarillo College Washington Campus	USITCC South Central Regional Student Conference 2024	11/07/2024 - 11/09/2024	100	96	\$53,346.76
Sports Sales	Texas Panhandle Youth Sports Foundation	Frozen Ropes Sluget 2024	11/09/2024 - 11/10/2024	80	0	\$64,803.24
Sports Sales	Working Ranch Cowboy Association	WRCA 29th World Championship Ranch Rodeo - Staff Rooms Only	11/10/2024 - 11/18/2024	400	0	\$821,171.79
Sports Sales	Working Ranch Cowboy Association	WRCA 29th World Championship Ranch Rodeo - Courtesy Block Request	11/13/2024 - 11/18/2024	4,000	0	\$4,978,165.84
Sports Sales	Bronc Stomper Productions, LLC	Bomb City Broncos and United Bucking Horse Association World Finals	11/15/2024 - 11/18/2024	150	0	\$321,180.86
Meeting Sales	Jehovah Witnesses	CCJW Circuit Event	11/16/2024 - 11/17/2024	70	0	\$14,490.00
Sports Sales	Amarillo Independent School District	Yellow City Classic Basketball Tournament 2024	11/25/2024 - 11/27/2024	40	0	\$46,143.09
Sports Sales	CBT Barrel Racing	2024 Christmas Cash Barrel Racing	11/29/2024 - 12/01/2024	65	0	\$122,620.48
Sports Sales	Texas USA Wrestling	2024 Panhandle Nationals Wrestling Tournament	11/29/2024 - 11/30/2024	350	0	\$324,863.64
Meeting Sales	IDEAg Group, LLC	2024 Amarillo Farm and Ranch Show	12/03/2024 - 12/06/2024	368	605	\$3,845,713.79
Meeting Sales	Amarillo Tri-State Exposition	Amarillo Classic Junior Stock Show 2024	12/04/2024 - 12/07/2024	200	660	\$329,808.82
Meeting Sales	Global Animal Products	2024 Christmas Meeting	12/11/2024 - 12/14/2024	15	47	\$22,223.45
Meeting Sales	Northside Toy Drive	Northside Toy Drive Black tie event 2024	12/13/2024 - 12/14/2024	50	0	\$10,728.93
Sports Sales	National Junior College Athletic Association	2024 NUCAA Football Championship	12/16/2024 - 12/19/2024	160	589	\$966,373.83
Meeting Sales	Chapel Hill Missionary Baptist Church/Mount Herman Missionary Baptist Church Association	Traveling Standley - mission Trip and pin exchange for youth group	01/08/2025 - 01/09/2025	0	0	\$0.00
Sports Sales	Amarillo Hockey Association	Stanley Cup Hockey Tournament	01/17/2025 - 01/20/2025	240	720	\$372,779.37
Meeting Sales	Parkhill	Amarillo Architecture Tour 2025	02/03/2025 - 02/07/2025	10	59	\$22,927.16
Sports Sales	West Texas A&M University Athletics	WT 806 Day Basketball Tournament	02/08/2025 - 02/08/2025	0	0	\$16,016.62
Meeting Sales	First Presbyterian Church	Presbyterian Church 2025 Mission Trip	02/17/2025 - 02/28/2025	0	0	\$0.00
Meeting Sales	Fandom Events	Bomb City Comic Con	02/28/2025 - 03/02/2025	20	80	\$59,493.52
Meeting Sales	Panhandle Kennel Club of the American Kennel Club	AKC FASTCATS 2025	02/28/2025 - 03/02/2025	75	0	\$22,682.82
Meeting Sales	West Texas Pharmacy Association	2025 WTPA Annual Conference	02/28/2025 - 03/02/2025	60	100	\$52,212.17
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	\$56,722.86
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
Total (44)				8,863	4,996	\$14,114,532.89



Pending Meeting Sales & Sports Leads

Pending Meeting Sales & Sports Leads

04/01/2025 - 12/31/2028
Meeting Sales, Sports Sales

Jun 13 - 15	Texas Panhandle Youth Sports Foundation 2025 State Baseball Tournament	Group: Sports Sales Room Nights: 2000 Peak Rooms: 1000 Attendance: 1500 EIC: \$924,046.93	Lead
Jul 29 - Aug 1	Texas Historical Commission 2025 Quarterly Commission Meeting	Group: Meeting Sales Room Nights: 117 Peak Rooms: 50 Attendance: 50 EIC: \$0.00	Lead
Oct 14 - 17	Wonderland Amusement Park Family-Owned Amusement Park Convention 2025	Group: Meeting Sales Room Nights: 42 Peak Rooms: 14 Attendance: 14 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 3 - 7	Amarillo Tri-State Exposition Amarillo Classic Junior Stock Show 2025	Group: Meeting Sales Room Nights: 600 Peak Rooms: 200 Attendance: 200 EIC: \$315,788.42	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
14 - 17

Texas Chamber of Commerce Executives
2026 Annual Conference

Group: Meeting Sales
Room Nights: 390
Peak Rooms: 170
Attendance: 175
EIC: \$0.00
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

South Texas ComicCon
Ultra Fan Fest Gaming 2026

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

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
2 - 6

Amarillo Tri-State Exposition
Amarillo Classic Junior Stock Show 2026

Group: Meeting Sales
Room Nights: 550
Peak Rooms: 200
Attendance: 200
EIC: \$342,019.43
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	Lead
		EIC:	\$209,472.16	
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	Lead
		EIC:	\$343,355.92	
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 31 - Nov 4	Texas Downtown Association 2027 Texas Downtown Conference	Group:	Meeting Sales	
		Room Nights:	341	
		Peak Rooms:	120	
		Attendance:	120	Lead
		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
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: \$6,891,042.11

Presented to

VISIT AMARILLO

Performance Report

March 2025



THE STUFF YOU'RE GOING TO
HEAR ABOUT

WE'RE READY TO GO!

SEM

FACEBOOK

INSTAGRAM

META REMARKETING

PROGRAMMATIC DISPLAY &

VIDEO

HULU

META RT. 66

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 → 176,322 Impressions → 9,325 Clicks → 5.29% CTR (Madden Benchmark 8.18%)	FACEBOOK → 178,301 Impressions → 123,101 Reach → 3,519 Clicks → 1.97% CTR (Madden Benchmark 1.49%)	INSTAGRAM → 627,348 Impressions → 263,459 Reach → 324 Clicks → .05% CTR (Madden Benchmark 1.49%)	META REMARKETING → 128,263 Impressions → 72,669 Reach → 6,151 Clicks → 4.80% CTR (Madden Benchmark 1.56%)
PROGRAMMATIC DISPLAY → 622,858 Impressions → 2,291 Clicks → .37% CTR → 21,102 Conversions	PROGRAMMATIC VIDEO → 173,552 Impressions → 3,076 Clicks → 1.77% CTR → 5,562 Conversions	CTV → 192,707 Impressions → 111,775 Reach → 189,545 Video Complete → 99% VCR	META RT. 66 → 296,063 Impressions → 147,551 Reach → 5,378 Clicks → 2% CTR (Madden Benchmark 1.49%)

SEM

WHAT WORKED

- Updates to the SEM campaign resulted in a 2.58K increase in clicks and a 1.63k increase in conversions across the campaign.
- We noticed significant increases in clicks arriving from the following ad groups: Visit (614), Dining (343), and Historic Route 66 (506).

KEY LEARNING

- Click growth was primarily driven by females, who accounted for a 43.67% month-over-month increase. Likewise, clicks from Family Vacationers rose by 33.92%, suggesting that moms may have been actively planning Spring Break getaways.
- Users in DFW, Albuquerque-Santa Fe, and Houston DMAs drove campaign performance.

176,322

IMPRESSIONS

9,325

CLICKS

5.29%

CTR

\$.28

CPC

SEM TOP AD

Welcome to Amarillo, Texas | The Real TX is in Amarillo | It's Time To Plan for Amarillo

Ad www.visitamarillo.com

Amarillo's got a story to tell—where TX soul, Route 66 and Wild West adventure collide. Where dust meets diamonds—experience the charm of Route 66 and Western grit of Amarillo.

[Find Hotels](#)

[Events](#)

[Outdoor Activities](#)

[Browse Restaurants](#)

Ad	Status	Impressions	Clicks	CTR
● Enabled	Eligible	52,127	1,569	3.01%

FACEBOOK

WHAT WORKED

- While only being live for 7 days, the new spring assets have already delivered 1,066 clicks with a strong 2.47% CTR. For context the Ski campaign delivered 2,453 clicks in March with a CTR of 1.82%.

KEY LEARNING

- Top DMAs for March were DFW (33,764 Imp./674 Clicks), Denver (28,462/551) and Houston (24,729/437).
- When looking at the Spring campaign specifically, Denver, Odessa-Midland, and Albuquerque- Santa Fe were top DMAs:
 - Denver - 5,788 Imp./150 Clicks
 - Odessa-Midland - 5,606/114
 - Albuquerque-Santa Fe - 5,321/121

ACTIVE CONSIDERATIONS

- Spring assets launched 3.24.
- Targeting shifts occurred with launch of new Spring ads DFW and Houston are no longer being targeted.

178,301 123,101

IMPRESSIONS

REACH

3,519

CLICKS

1.97%

CTR

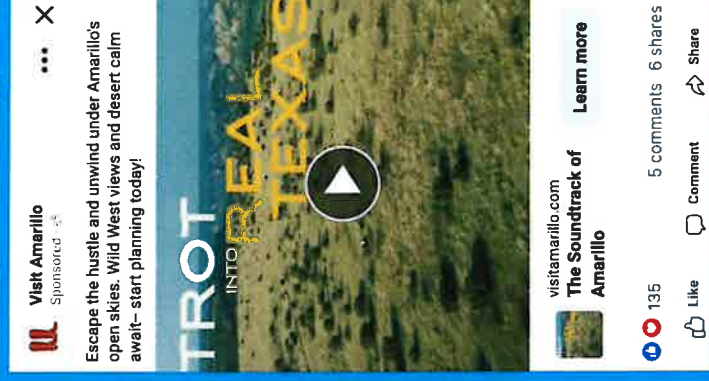
FACEBOOK TOP ADS

SKI
CAMPAIGN



1,831
Clicks

SPRING
CAMPAIGN



881
Clicks

INSTAGRAM

WHAT WORKED

- Reels placements are driving top performance delivering 423,018 impressions, 255 clicks, and 199,175 reach.
- We have been successful in reaching a younger traveler - in March we were driving a unique reach of 149,754 among the 25-44 year old demographic.

KEY LEARNING

- Campaign performance is driven by Male users who delivered 486,411 impressions, 247 clicks, and 206,380 reach. In contrast, Female users delivered 131,933 impressions, 105 clicks, and 58,572 reach.

ACTIVE CONSIDERATIONS

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

627,348

IMPRESSIONS

324

CLICKS

263,459

REACH

7,999

PAGE ENGAGEMENTS

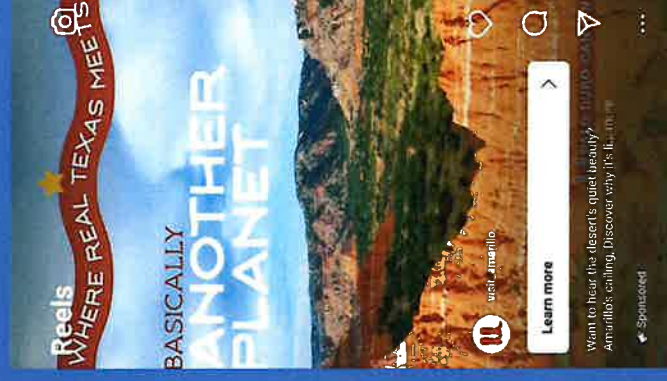
INSTAGRAM TOP ADS

SKI
CAMPAIGN



194,904
IMPRESSIONS

SPRING
CAMPAIGN



114,312
IMPRESSIONS

META REMARKETING

WHAT WORKED

- Segmenting Spring creative by age is aiding in performance:
 - 25-44: 19,599 Impressions • 13,924 Reach • 734 Clicks • 3.75% CTR
 - 45-64: 16,206 Impressions • 12,212 Reach • 669 Clicks • 4.13% CTR

KEY LEARNING

- Similar to other Meta tactics, Reels placements are earning top marks with 104,018 Impressions and 5,246 clicks.

128,263

IMPRESSIONS

6,151

REACH

6,151

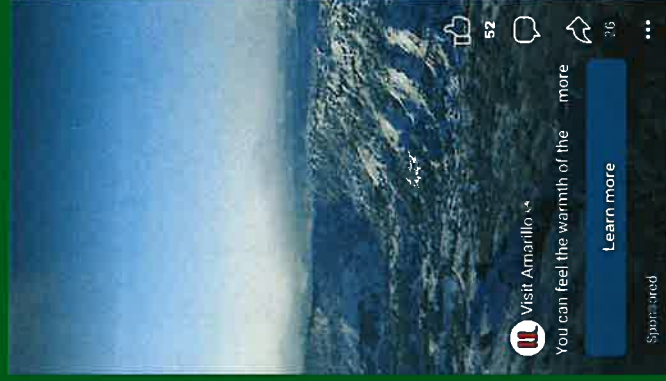
CLICKS

4.80%

CTR

REMARKETING TOP ADS

WINTER
CAMPAIGN



3,112
Clicks

SPRING
CAMPAIGN



587
Clicks

PROGRAMMATIC DISPLAY

KEY LEARNING

- While users aged 25-44 are driving more clicks (1,214 v. 1,077), 45-64 year olds are driving more conversions on site (16,216 v. 15,726).
- In total, the campaign generated the following conversions:
 - Time on Site Greater than 15 Sec: 9,652
 - Things To Do Page View: 6,787
 - Events Page: 2,523
 - Places to Stay: 181
 - Travel Guide Page View: 50
 - Route 66 Update Sign-Ups: 16
 - Travel Guide Requests: 11

ACTIVE CONSIDERATIONS

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

622,858

IMPRESSIONS

21,102

CONVERSIONS

2,291

CLICKS

.37%

CTR



900
Clicks

PROGRAMMATIC VIDEO

WHAT WORKED

- Top age group were users 35-44:
 - 66,696 Impressions
 - 1,446 Clicks

KEY LEARNING

- In total, the campaign generated the following conversions:
 - Time on Site Greater than 15 Sec: 2,907
 - Things To Do Page View: 1,497
 - Events Page: 601
 - Places to Stay: 67
 - Travel Guide Page View: 6
 - Route 66 Update Sign-Ups: 7
 - Travel Guide Requests: 1

ACTIVE CONSIDERATIONS

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

173,552

IMPRESSIONS

5,562

CONVERSIONS

3,076

CLICKS

1.77%

CTR

167,272

VIEWS

78,203

COMPLETED VIEWS

PROGRAMMATI

C CONVERSIONS

Interaction Type	Conversions	% of Conversions
First	14,606	66,5%
First & Last	3,289	15%
Supporting	3,469	15,8%
Last	596	2,7%

PREMION CTV

TOP IMPRESSIONS BY CHANNEL

Channel	Total	Distribution
The Roku Channel	27,270	14.15 %
WatchFreeFlix on VIZIO WatchFree+ on Amazon Prime	24,458	12.69 %
Pluto TV - Free Live TV and Movies	22,635	11.75 %
Hulu Plus: Stream TV shows, hit movies, series & more	21,336	11.07 %
discovery+ Stream TV Shows, Originals and More	16,023	8.31 %

KEY LEARNING

- Impressions by DMA:
 - Albuquerque-Santa Fe - 85,624
 - Oklahoma City - 75,501
 - Lubbock - 31,582
- Top Dayparts are 8a-Noon and 4-8p

192,707 111,775

IMPRESSIONS

REACH

189,545

VIDEO COMPLETES

99%

VCR

META RT. 66

WHAT WORKED

- The majority of clicks arrived from users aged 45+ totalling 4,031 clicks.

KEY LEARNING

- Top DMAs for clicks were DFW (972), Houston (705), and San Antonio (569).
- In contrast to the other Meta campaigns, Facebook Feed delivered the majority of impressions (148,430) while Reels placements earned top clicks (2,383).

269,063
IMPRESSIONS

REACH

147,551

5,378
CLICKS

2.00%

CTR

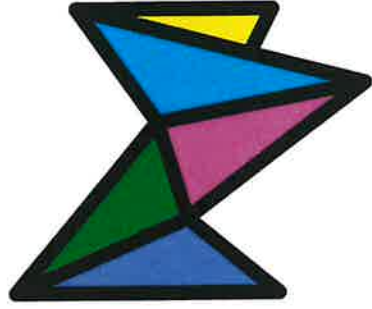
CTR

META RT. 66 TOP AD

MADDEN



4307
Clicks



THANKS!

WE'RE ALL DONE NOW.

