



(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 APRIL 22, 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 March 25, 2026**

#### **5. Presentation and Consideration: Q2 Financial Report**

#### **6. Discussion: TX Route 66 Festival**

#### **7. Discussion and Consideration: Board Strategic Discussion for "The Long Trail"**

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

The next regular meeting date is May 27, 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, MARCH 25, 2026 AT 8:30 AM IN THE BOARD ROOM OF THE BIVINS HOME, 1000 S. POLK ST., AMARILLO TX.**

<u>Voting Member</u>	<u>Present</u>	<u>No. Meetings Held</u>	<u>No. Meetings Attended</u>
<u>Angela Knapp Eggers</u>	Y	5	4
<u>Vic Ragha</u>	N	5	2
<u>Phyllis Golden</u>	Y	5	4
<u>Bobby Lee</u>	N	5	3
<u>Coco Duckworth</u>	Y	5	5
<u>Don Tipps</u>	Y	5	4
<u>Jason Fenton</u>	Y	5	4
<u>Paval Nathu</u>	Y	5	4
<u>Al Patel</u>	N	5	4
<u>Ex-Officios</u>			
<u>Beth Duke</u>	Y	5	3
<u>Bo Fowlkes</u>	Y	5	4
<u>Brady Ragland</u>	Y	5	4

**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**

- Beth Duke: Center City Mural Run this Saturday morning. The event is pet friendly and family friendly. There are also plenty of downtown dining guides and TXDOT has approved them to be placed in their travel centers.
- Bo Fowlkes: Brand new basketball court, restroom renovation
- Kashion Smith: There are 66 events in the festival this year. We will be going to Springfield with about 5 partners to represent Texas 66 as a whole.

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

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

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

- We will have volunteer spots at the OccuNet Classic for the welcome table. If you volunteer, you get free tickets for access. June 11-14. Ashley will be sending out information regarding volunteering for Finale.

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

## **Economy”**

- The name speaks very well for the plan, and anticipates potential issues that we will work through, and we will always end up back on the trail.
- This is the final plan pending approval. It will have all of the research, analysis, and event matrices.
- We softened how many times the Civic Center is mentioned, but we did not take it out fully to ensure the community understands we have transparency.
- The plan focuses on alignment with the community, and on being an overnight destination.
- Three priorities: community alignment, an expanded event and experience ecosystem, and addressing the future development of the Amarillo Civic Center District as a catalytic anchor.
- To write this plan, we did two full days of community meetings, based on dedicated groups depending on interests, to understand the needs and desires of our community members. JLL also conducted 1 on 1 meetings and Steering Committee meetings during this process.
- Sustainable destination growth must be community led and community supported.
- Civic Center: go away from a focus on conventions, and more on benefits of the facility that can benefit both the community and visitors.
- Events are the primary driver of overnight visitation. Our culture creates a strong platform for rodeo, livestock, cultural festivals, concerts, and large community gatherings.
- The city has created a “promoter” position to help market what’s going on with the Civic Center, and how those things can be useful to the community.
- When addressing the Civic Center, we are not talking about the building. We’re talking about the district. What supports the Civic Center? Find ways to utilize the Pavilion that makes sense for both visitors and community members.
- Vision: By 2036, Amarillo will be nationally recognized as the epicenter of authentic Western culture and industry innovation - anchored by a revitalized Civic Center District, a robust year-round event calendar, and a community that understands and supports destination tourism as a driver of economic vitality and quality of life.
- The goal is to elevate ranchers, artists, event organizers, restaurateurs, and hospitality workers so tourism can become a mechanism for preserving Amarillo’s identity rather than changing it.
- The plan recommends formation of a standing Tourism and Events Advisory Council. This body would provide ongoing input on event priorities, resource prioritization, and community concerns, ensuring that decision making reflects a broad cross section of Amarillo’s interests.
- The strategic challenge is not whether to pursue events, but how to organize them into a cohesive system that delivers measurable results. There are growth opportunities in multi-day destination opportunities.
- Implementation of this Strategic Plan will be guided by a concise set of high level Key Performance Indicators. These measures are intentionally aligned with hotel occupancy tax for statutory purposes, emphasizing promotion, tourism related facilities, and overnight visitation.

- Years 1-3: focus on community alignment, tourism education, establishment of KPI tracking, and completion of Civic Center feasibility and district visioning. 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.
- Years 4-7: Civic Center 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 in parallel to reinforce the district concept.
- Years 8-10: Amarillo should operate as a fully realized event driven destination, with a modernized Civic Center District, a mature year round event calendar, and consistent performance across core KPIs.
- Conclusion: Amarillo's competitive advantage lies in its authenticity. The goal is not to imitate larger markets, but to build on the city's Western identity, industry dominance, community character, and emerging cultural momentum.

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

- Jason Fenton made a motion to pass the adoption of the plan; Don Tipps seconded.
- The Long Trail passed with a unanimous board vote.

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

- The board can have involvement in getting the word out to other organizations.
- The board should take a more active role and establish a speakers bureau and help be a bridge to educate the community in your own circles. This can assist with the community alignment element.
- The Foundation allows us to pull in non-HOT revenues to support things that the HOT tax won't, like creating programs in the community.

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

The next meeting will be April 22, 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





# Q2 Financial Report

Fiscal Year 2025.26  
January 1 - March 31, 2026

Prepared by  
**Braley Beck**

Prepared on  
**April 15, 2026**

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# Summary

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## Quick Look

- Revenue: \$589,146 (122.4% of budgeted HOT revenue for Q2)
- Expenses: ~\$646,727 (95.5% of budgeted expenses for Q2)
- Revenue continues to outperform budget, driven by stronger-than-projected HOT collections. Expenses are generally tracking at or below budget, with the exception of Advertising, Communications, and Tourism, where some line items are running ahead primarily due to timing.

## Revenue and Sales

- Total Revenue: ~\$590,595 (122.43% of budgeted revenue for Q2)
- HOT Funds: ~\$589,096 (122.38% of budgeted HOT revenue for Q2)

## Expenses and Cost Management

- Total Expenses: ~\$642,212 (approximately 92% of budgeted expenses for Q2)
- Administration Expenses: ~\$326,311 (90.3% of Q2 budget)
  - Personnel expenses are tracking slightly under budget overall, with health insurance and retirement coming in below projected costs.
  - Workers' Compensation is over budget at \$1,590 vs. \$630 budgeted — due to policy adjustment after Texas Mutual audit
  - Audit Fee has only \$6,500 of \$17,500 spent — timing-related, with the remaining balance expected later in the fiscal year.
- Advertising: ~\$173,000 (112% of Q2 budget)
  - 6220 Advertising: \$155,776 vs. \$141,809 budgeted — Spring Break and Summer advertising ramping up budget. Expected to level by EOY
  - 6050 Sales Tools: \$15,620 vs. \$7,926 budgeted — ITI event feed budgeted in Q1, expensed in Q2.
- Arts: ~\$12,255 (245% of Q2 budget)
  - 6215 Arts Grants: \$12,000 vs \$0 budgeted - due to late submission allowed by the committee to support the organization's visitor outreach efforts.
- Communications: ~\$9,785 (111% of Q2 budget)
  - 6070 Photography/Videography: \$5,612 vs. \$2,450 budgeted — due to timing
- Film Commission: ~\$12,002 (75% of Q2 budget)
  - Expenses are tracking well under budget; timing of Sales Calls activity likely to increase in Q3 and Q4.
- Route 66 Festival: ~\$4,972 (47% of Q2 budget)
  - Low spending as expected — festival expenses will be concentrated in Q3 leading into the June event.
- Sales: ~\$18,535 (71.7% of Q2 budget)
  - Trade Shows and Sales Tools spending is lower than anticipated for Q2; likely to normalize as the year continues.
- Servicing: ~\$10,874 (73% of Q2 budget)
  - 6130 Financial Assistance: \$3,523 vs. \$1,000 budgeted — 252% over budget due to timing of servicing assistance
- Special Projects: ~\$51,086 (85% of Q2 budget)
  - 6290 Special Events: \$37,527 vs. \$60,000 budgeted — on track; spending expected to increase throughout the year

- o 6270 Research: \$13,474 with \$0 budgeted in Special Projects — Tourism Master Plan billing previously approved for reserve use.
- Tourism: ~\$23,357 (112% of Q2 budget)
  - o 6040 IPW: \$4,132 vs. \$0 budgeted — Due to timing of minor IPW expenses scheduled for Q3.
  - o 6290 Special Events: \$5,135 vs. \$0 budgeted — Due to timing of various Route 66 events, mainly the centennial event in Springfield, which was scheduled for Q3.
  - o 6220 Advertising: \$3,435 vs. \$2,200 budgeted — Due to timing

#### **Other Revenue**

- Interest Income: \$17,229 (83% of budgeted interest for Q2)
  - o Tracking slightly below projection. CD has not reached maturity for this cycle and changing interest rates.

#### **HOT Collections:**

- Total collections are up \$240,656 from the City's projected numbers for Q2.
- The ACVB portion of HOT collections were \$103,138 over the City's projected collections for Q2.
- The ACVB portion of HOT collections were \$1107,712 over ACVB budget for Q2

# Statement of Financial Position

As of March 31, 2026

	Total
<b>ASSETS</b>	
<b>Current Assets</b>	
<b>Bank Accounts</b>	
1000 Petty Cash	6.50
1010 Restricted Interest Checking Account	982,314.31
1020 Non-Restricted Checking	66,252.92
1030 Reserves Account	1,340,499.96
1040 Certificate of Deposit	1,000,000.00
1071 Bill.com Money In Clearing	150.00
1072 Bill.com Money Out Clearing	264.25
In-Kind Clearing	0.00
May 2023 Vanilla Gift Card for Content Creators	27.13
<b>Total Bank Accounts</b>	<b>3,389,515.07</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	407.96
1070 Prepaid Expenses	36,253.95
1210 Inventory	23,221.93
Inventory Asset	1,927.64
QuickBooks Tax Holding Account	7,718.26
<b>Total Other Current Assets</b>	<b>69,529.74</b>
<b>Total Current Assets</b>	<b>3,459,899.97</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	-19,006.46
1331 Fixed Assets Accumulated Amortization	-23,142.00
1340 Leased Asset - ROU	180,250.00
1341 ROU Asset - Accumulated amortization	-93,573.00
<b>Total 1300 Fixed Assets</b>	<b>96,745.29</b>
<b>Total Fixed Assets</b>	<b>96,745.29</b>
<b>TOTAL ASSETS</b>	<b>\$3,556,645.26</b>

## LIABILITIES AND EQUITY

### Liabilities

#### Current Liabilities

##### Accounts Payable

	<b>Total</b>
2010 Accounts Payable (A/P)	114,311.13
<b>Total Accounts Payable</b>	<b>114,311.13</b>
<b>Credit Cards</b>	
2300 Credit Card	
2305 BOA Credit Card - Through COA	0.00
2310 Spend & Expense Credit Card	32,428.04
<b>Total 2300 Credit Card</b>	<b>32,428.04</b>
<b>Total Credit Cards</b>	<b>32,428.04</b>
<b>Other Current Liabilities</b>	
2100 Sales Tax Payable	-21.56
2200 Payroll Liabilities	6,733.04
2215 Federal Taxes (941/943/944)	15.10
2225 TX Unemployment Tax	229.50
2230 Retirement - Employee Contribution	4,419.41
2233 After-tax Roth	0.00
2235 Retirement Loan	321.80
2240 Employee Benefits to Pay	
2245 Vision/Dental	-105.21
<b>Total 2240 Employee Benefits to Pay</b>	<b>-105.21</b>
2250 Other Payroll Liabilities	
2255 AFLAC Accident	-46.72
2260 AFLAC Cancer	137.28
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>359.36</b>
Unauthorized Expense Deduction	0.00
<b>Total 2200 Payroll Liabilities</b>	<b>11,973.00</b>
2245 Payroll Liabilities	
Employee Benefits to Pay	
Vision	127.33
<b>Total Employee Benefits to Pay</b>	<b>127.33</b>
<b>Total 2245 Payroll Liabilities</b>	<b>127.33</b>
2400 Other Current Liabilities	0.00
2410 Employee Expense Reimbursements Payable	60.46
<b>Total 2400 Other Current Liabilities</b>	<b>60.46</b>
Direct Deposit Payable	0.00
Out Of Scope Agency Payable	60.67
Repayment	
ATT Maritime Charge	0.00
<b>Total Repayment</b>	<b>0.00</b>
<b>Total Other Current Liabilities</b>	<b>12,199.90</b>

	<b>Total</b>
<b>Total Current Liabilities</b>	<b>158,939.07</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>241,642.07</b>
<b>Equity</b>	
Opening balance equity	2,516.23
Retained Earnings	3,461,433.62
Net Revenue	-148,946.66
<b>Total Equity</b>	<b>3,315,003.19</b>
<b>TOTAL LIABILITIES AND EQUITY</b>	<b>\$3,556,645.26</b>

# Statement of Activity by Class

January - March, 2026

	Administration	Advertising	Arts	Communications	Film Commission	Route 66 Festival	Sales	Servicing	Special Projects	Tourism	TOTAL
<b>REVENUE</b>											
4000 Revenues											0.00
4010 HOT Funds	589,096.01										589,096.01
<b>Total 4000 Revenues</b>	<b>589,096.01</b>										<b>589,096.01</b>
4400 Special Events											0.00
4440 Program Reimbursement	50.00								0.00		50.00
<b>Total 4400 Special Events</b>	<b>50.00</b>								<b>0.00</b>		<b>50.00</b>
4500 Merchandise Sales											0.00
4510 Shipping Charges Reimbursed						182.00					182.00
4530 Product Sales	20.00					1,062.36					1,082.36
<b>Total 4500 Merchandise Sales</b>	<b>20.00</b>					<b>1,244.36</b>					<b>1,264.36</b>
Sales of Product Income						154.61					154.61
Sales of Product Revenue						30.00					30.00
<b>Total Revenue</b>	<b>589,166.01</b>	<b>0.00</b>	<b>0.00</b>	<b>0.00</b>	<b>0.00</b>	<b>1,428.97</b>	<b>0.00</b>	<b>0.00</b>	<b>0.00</b>	<b>0.00</b>	<b>590,594.98</b>
<b>COST OF GOODS SOLD</b>											
6230 Cost of Goods Sold Retail	0.00					594.64					594.64
Cost of Goods Sold						0.00					0.00
<b>Total Cost of Goods Sold</b>	<b>0.00</b>	<b>0.00</b>	<b>0.00</b>	<b>0.00</b>	<b>0.00</b>	<b>594.64</b>	<b>0.00</b>	<b>0.00</b>	<b>0.00</b>	<b>0.00</b>	<b>594.64</b>
<b>GROSS PROFIT</b>	<b>589,166.01</b>	<b>0.00</b>	<b>0.00</b>	<b>0.00</b>	<b>0.00</b>	<b>834.33</b>	<b>0.00</b>	<b>0.00</b>	<b>0.00</b>	<b>0.00</b>	<b>590,000.34</b>
<b>EXPENDITURES</b>											
5000 Personnel Expenses											0.00
5100 Salaries and Wages	212,959.23										212,959.23
5110 Incentives	9,350.00										9,350.00
5220 Federal Taxes (941)	16,863.69										16,863.69
5230 State Unemployment	229.50										229.50
5300 Workers Compensation	1,589.50										1,589.50
5400 Retirement	22,540.74										22,540.74
5500 Communications Allowance	646.24										646.24
5600 Employee Health	20,792.70										20,792.70
5610 Employee Life & Disability	2,550.09										2,550.09
5630 Employee Dental/Vision	1,074.30										1,074.30
<b>Total 5000 Personnel Expenses</b>	<b>288,595.99</b>										<b>288,595.99</b>
6000 Program Expenses											0.00
6010 FAM/Site Visits				1,317.94	1,151.94	1,380.00		1,183.97		736.54	5,770.39
6020 Community Awareness				276.45	201.66		36.74	834.45		252.23	1,601.53
6030 Professional Organizations		1,604.17		908.08				402.20			2,914.45
6040 IPW										4,131.93	4,131.93
6050 Sales Tools		15,619.94					6,053.76				21,673.70
6060 Literature				150.00		312.09				4,731.33	5,193.42
6070 Photography/Videography				5,612.18							5,612.18

	Administration	Advertising	Arts	Communications	Film Commission	Route 66 Festival	Sales	Servicing	Special Projects	Tourism	TOTAL
6080 Trade Shows/Organizations	229.12						7,201.77			2,892.97	10,323.86
6090 Presentations							202.87				202.87
6110 Specialty Advertising	28.15					1,297.87	190.48	1,197.15	85.51	188.46	2,987.62
6120 Sales Calls					9,267.88		40.53				9,308.41
6130 Financial Assistance								3,522.62			3,522.62
6150 Consumer Shows										28.43	28.43
6160 Tour Development						920.00					920.00
6180 Education	40.00						645.17	1,977.52		875.33	3,538.02
6215 Arts Grants			12,000.00								12,000.00
6220 Advertising		155,775.52					2,295.00			3,435.00	161,505.52
6250 Association Dues and Memberships					1,036.67		1,119.00			55.00	2,210.67
6260 Software	6,502.14	0.00		319.80							6,821.94
6270 Research	88.00								13,473.76		13,561.76
6280 Misc. Meetings	84.14			360.54	313.94	657.88					1,416.50
6290 Special Events	750.00		255.01	195.79	29.96	14.06			37,526.54	5,134.64	43,906.00
6310 Ad Production				644.25		250.00					894.25
6500 Activity Fund							785.96	1,747.67			2,533.63
<b>Total 6000 Program Expenses</b>	<b>7,721.55</b>	<b>172,999.63</b>	<b>12,255.01</b>	<b>9,785.03</b>	<b>12,002.05</b>	<b>4,831.90</b>	<b>18,571.28</b>	<b>10,865.58</b>	<b>51,085.81</b>	<b>22,461.86</b>	<b>322,579.70</b>
7000 Administrative Overhead											0.00
7100 Contractual Services											0.00
7110 Communications Billing	2,209.23										2,209.23
7120 Postage	1,149.04					9.64		8.48		895.16	2,062.32
7130 Audit Fee	6,500.00										6,500.00
7140 Rental Land & Buildings	4,553.49										4,553.49
7150 Vehicle Lease	2,137.53										2,137.53
7160 IT Services	3,154.00										3,154.00
7170 Rented Equipment	886.45										886.45
<b>Total 7100 Contractual Services</b>	<b>20,589.74</b>					<b>9.64</b>		<b>8.48</b>		<b>895.16</b>	<b>21,503.02</b>
7200 Other Charges											0.00
7210 Insurance and Bonds	3,698.25										3,698.25
7220 Mileage	1,550.90										1,550.90
7240 Executive Office Overhead	1,376.41										1,376.41
7250 Bank Fees/Service Charge	126.14										126.14
<b>Total 7200 Other Charges</b>	<b>6,751.70</b>										<b>6,751.70</b>
7300 Administrative Software	1,347.94										1,347.94
7700 Office Supplies	133.56										133.56
7800 Misc. Office Expense	1,170.46										1,170.46
<b>Total 7000 Administrative Overhead</b>	<b>29,993.40</b>					<b>9.64</b>		<b>8.48</b>		<b>895.16</b>	<b>30,906.68</b>
Square Fees						130.04					130.04
<b>Total Expenditures</b>	<b>326,310.94</b>	<b>172,999.63</b>	<b>12,255.01</b>	<b>9,785.03</b>	<b>12,002.05</b>	<b>4,971.58</b>	<b>18,571.28</b>	<b>10,874.06</b>	<b>51,085.81</b>	<b>23,357.02</b>	<b>642,212.41</b>
<b>NET OPERATING REVENUE</b>	<b>262,855.07</b>	<b>-172,999.63</b>	<b>-12,255.01</b>	<b>-9,785.03</b>	<b>-12,002.05</b>	<b>-4,137.25</b>	<b>-18,571.28</b>	<b>-10,874.06</b>	<b>-51,085.81</b>	<b>-23,357.02</b>	<b>-52,212.07</b>
<b>OTHER REVENUE</b>											
4100 Interest Income	17,229.25										17,229.25

	Administration	Advertising	Arts	Communications	Film Commission	Route 66 Festival	Sales	Servicing	Special Projects	Tourism	TOTAL
<b>Total Other Revenue</b>	17,229.25	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	17,229.25
OTHER EXPENDITURES											
7400 Depreciation Expense	650.58										650.58
Amortization expenses	3,654.00										3,654.00
<b>Total Other Expenditures</b>	<b>4,304.58</b>	<b>0.00</b>	<b>0.00</b>	<b>0.00</b>	<b>0.00</b>	<b>0.00</b>	<b>0.00</b>	<b>0.00</b>	<b>0.00</b>	<b>0.00</b>	<b>4,304.58</b>
<b>NET OTHER REVENUE</b>	<b>12,924.67</b>	<b>0.00</b>	<b>0.00</b>	<b>0.00</b>	<b>0.00</b>	<b>0.00</b>	<b>0.00</b>	<b>0.00</b>	<b>0.00</b>	<b>0.00</b>	<b>12,924.67</b>
<b>NET REVENUE</b>	<b>\$275,779.74</b>	<b>\$ -172,999.63</b>	<b>\$ -12,255.01</b>	<b>\$ -9,785.03</b>	<b>\$ -12,002.05</b>	<b>\$ -4,137.25</b>	<b>\$ -18,571.28</b>	<b>\$ -10,874.06</b>	<b>\$ -51,085.81</b>	<b>\$ -23,357.02</b>	<b>\$ -39,287.40</b>

# Budget Vs. Actual Totals

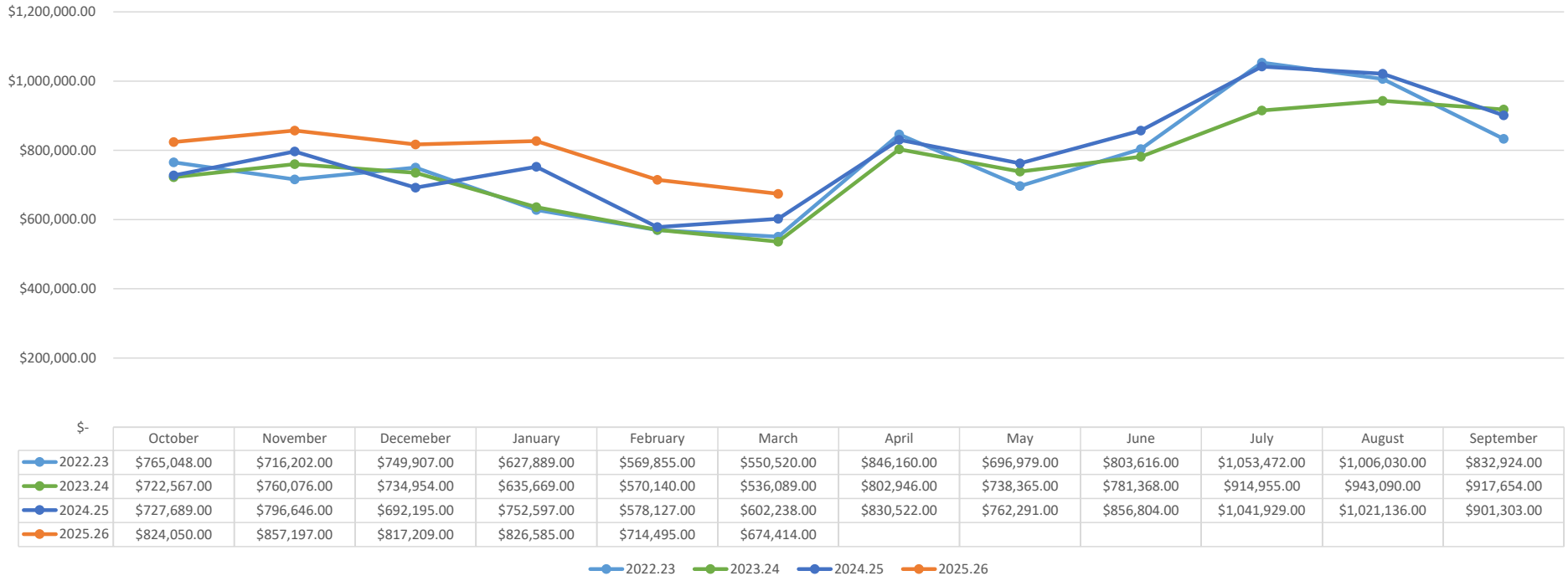
January - March, 2026

	Actual	Budget	over Budget	Total % of Budget
<b>REVENUE</b>				
4000 Revenues				
4010 HOT Funds	589,096.01		589,096.01	
<b>Total 4000 Revenues</b>	<b>589,096.01</b>		<b>589,096.01</b>	
4400 Special Events				
4440 Program Reimbursement	50.00		50.00	
<b>Total 4400 Special Events</b>	<b>50.00</b>		<b>50.00</b>	
4500 Merchandise Sales				
4510 Shipping Charges Reimbursed	182.00		182.00	
4530 Product Sales	1,082.36		1,082.36	
<b>Total 4500 Merchandise Sales</b>	<b>1,264.36</b>		<b>1,264.36</b>	
<b>Total Revenue</b>	<b>590,410.37</b>	<b>0.00</b>	<b>590,410.37</b>	<b>0.00%</b>
<b>COST OF GOODS SOLD</b>				
6230 Cost of Goods Sold Retail	594.64		594.64	
<b>Total Cost of Goods Sold</b>	<b>594.64</b>	<b>0.00</b>	<b>594.64</b>	<b>0.00%</b>
<b>GROSS PROFIT</b>	<b>589,815.73</b>	<b>0.00</b>	<b>589,815.73</b>	<b>0.00%</b>
<b>EXPENDITURES</b>				
5000 Personnel Expenses				
5100 Salaries and Wages	212,959.23		212,959.23	
5110 Incentives	9,350.00		9,350.00	
5220 Federal Taxes (941)	16,863.69		16,863.69	
5230 State Unemployment	229.50		229.50	
5300 Workers Compensation	1,589.50		1,589.50	
5400 Retirement	22,540.74		22,540.74	
5500 Communications Allowance	646.24		646.24	
5600 Employee Health	20,792.70		20,792.70	
5610 Employee Life & Disability	2,550.09		2,550.09	
5630 Employee Dental/Vision	1,074.30		1,074.30	
<b>Total 5000 Personnel Expenses</b>	<b>288,595.99</b>		<b>288,595.99</b>	
6000 Program Expenses				
6010 FAM/Site Visits	5,770.39		5,770.39	
6020 Community Awareness	1,601.53		1,601.53	
6030 Professional Organizations	2,914.45		2,914.45	
6040 IPW	4,131.93		4,131.93	
6050 Sales Tools	21,673.70		21,673.70	
6060 Literature	5,193.42		5,193.42	

			Total
	Actual	Budget	over Budget
			% of Budget
6070 Photography/Videography	5,612.18		5,612.18
6080 Trade Shows/Organizations	10,323.86		10,323.86
6090 Presentations	202.87		202.87
6110 Specialty Advertising	2,987.62		2,987.62
6120 Sales Calls	9,308.41		9,308.41
6130 Financial Assistance	3,522.62		3,522.62
6150 Consumer Shows	28.43		28.43
6160 Tour Development	920.00		920.00
6180 Education	3,538.02		3,538.02
6215 Arts Grants	12,000.00		12,000.00
6220 Advertising	161,505.52		161,505.52
6250 Association Dues and Memberships	2,210.67		2,210.67
6260 Software	6,821.94		6,821.94
6270 Research	13,561.76		13,561.76
6280 Misc. Meetings	1,416.50		1,416.50
6290 Special Events	43,906.00		43,906.00
6310 Ad Production	894.25		894.25
6500 Activity Fund	2,533.63		2,533.63
<b>Total 6000 Program Expenses</b>	<b>322,579.70</b>		<b>322,579.70</b>
7000 Administrative Overhead			
7100 Contractual Services			
7110 Communications Billing	2,209.23		2,209.23
7120 Postage	2,062.32		2,062.32
7130 Audit Fee	6,500.00		6,500.00
7140 Rental Land & Buildings	4,553.49		4,553.49
7150 Vehicle Lease	2,137.53		2,137.53
7160 IT Services	3,154.00		3,154.00
7170 Rented Equipment	886.45		886.45
<b>Total 7100 Contractual Services</b>	<b>21,503.02</b>		<b>21,503.02</b>
7200 Other Charges			
7210 Insurance and Bonds	3,698.25		3,698.25
7220 Mileage	1,550.90		1,550.90
7240 Executive Office Overhead	1,376.41		1,376.41
7250 Bank Fees/Service Charge	126.14		126.14
<b>Total 7200 Other Charges</b>	<b>6,751.70</b>		<b>6,751.70</b>
7300 Administrative Software	1,347.94		1,347.94
7700 Office Supplies	133.56		133.56
7800 Misc. Office Expense	1,170.46		1,170.46

	Actual	Budget	over Budget	Total % of Budget
<b>Total 7000 Administrative Overhead</b>	<b>30,906.68</b>		<b>30,906.68</b>	
<b>Total Expenditures</b>	<b>642,082.37</b>	<b>0.00</b>	<b>642,082.37</b>	<b>0.00%</b>
<b>NET OPERATING REVENUE</b>	<b>-52,266.64</b>	<b>0.00</b>	<b>-52,266.64</b>	<b>0.00%</b>
<b>OTHER REVENUE</b>				
4100 Interest Income	17,229.25		17,229.25	
<b>Total Other Revenue</b>	<b>17,229.25</b>	<b>0.00</b>	<b>17,229.25</b>	<b>0.00%</b>
<b>OTHER EXPENDITURES</b>				
7400 Depreciation Expense	650.58		650.58	
<b>Total Other Expenditures</b>	<b>650.58</b>	<b>0.00</b>	<b>650.58</b>	<b>0.00%</b>
<b>NET OTHER REVENUE</b>	<b>16,578.67</b>	<b>0.00</b>	<b>16,578.67</b>	<b>0.00%</b>
<b>NET REVENUE</b>	<b>\$ -35,687.97</b>	<b>\$0.00</b>	<b>\$ -35,687.97</b>	<b>0.00%</b>

Total HOT Collections



Total HOT Collections

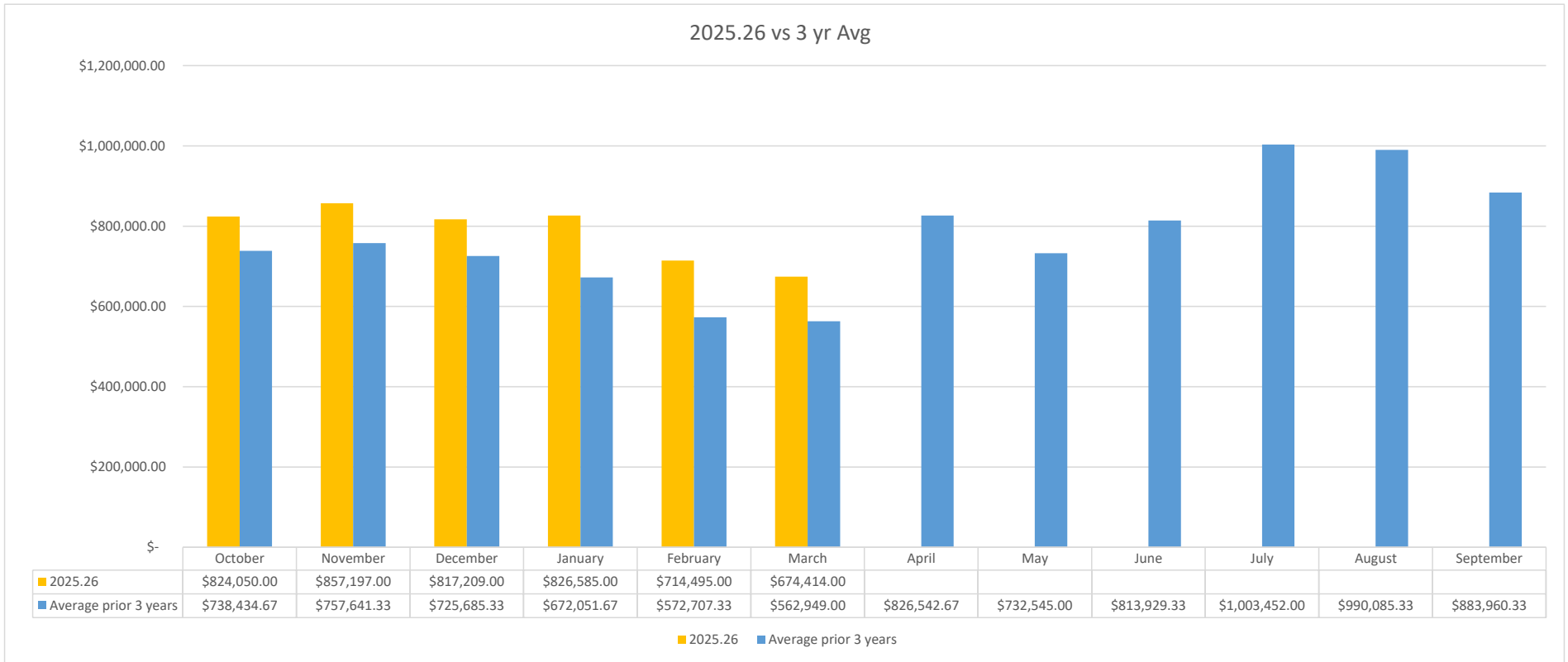
Month	FY 2024.25	FY 2025.26	% Change
October	\$ 727,689.00	\$ 824,050.00	13%
November	\$ 796,646.00	\$ 857,197.00	8%
Decemeber	\$ 692,195.00	\$ 817,209.00	18%
January	\$ 752,597.00	\$ 826,585.00	10%
February	\$ 578,127.00	\$ 714,495.00	24%
March	\$ 602,238.00	\$ 674,414.00	12%
April	\$ 830,522.00	\$ -	-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	\$ 185,862	39%
March	\$ 143,281	\$ 169,122	18%
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>\$ 4,713,950.00</b>	<b>14%</b>

July	\$ 315,355	-100%	
August	\$ 306,225	-100%	
September	\$ 260,200	-100%	
<b>Total</b>	<b>\$ 924,304</b>	<b>\$ 1,118,310</b>	<b>21%</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
Meeting Sales	Texas Tech Foundation	Texas Tech Foundation	03/25/2026 - 03/27/2026	35	0 \$19,621.18
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
Meeting Sales	Texas Elks State Association	2026 Elks Pan-West Interlodge TX Regional Conference	04/10/2026 - 04/12/2026	50	0 \$22,306.77
Sports Sales	National Intercollegiate Ranch & Stock Horse Association	2026 NIRSHA Show	04/12/2026 - 04/15/2026	100	0 \$103,003.71
Meeting Sales	Inform Texas	Inform Texas USA 2026	04/13/2026 - 04/16/2026	100	0 \$87,693.11
Meeting Sales	Yellow City Comic Convention - YC3	2026 Yellow City Comic Convention - YC3	04/16/2026 - 04/19/2026	100	0 \$481,905.32
Meeting Sales	Jehovah Witnesses	CCJW Circuit Event	04/18/2026 - 04/19/2026	70	0 \$14,490.00
Sports Sales	West Texas Ranch Rodeo	2026 World Championship Blacksmith Competition	04/22/2026 - 04/26/2026	50	270 \$144,816.74
Sports Sales	Amarillo Police Department	Top of Texas Heritage Ride 2026	04/24/2026 - 04/26/2026	35	65 \$44,723.21
Sports Sales	Dust Devil Duel, LLC	Dust Devil Duel 2026	04/24/2026 - 04/26/2026	100	185 \$150,735.24
Meeting Sales	Panhandle Archeological Society of Texas	Southwestern Federation of Archeological Societies 2026 Meeting	04/24/2026 - 04/26/2026	10	17 \$10,738.08
Sports Sales	Texas Panhandle Youth Sports Foundation	Joe Taco-Oppo Taco Classic Baseball 2026	04/24/2026 - 04/26/2026	200	400 \$238,107.65
Sports Sales	West Texas Ranch Rodeo	2026 West Texas Ranch Rodeo	04/24/2026 - 04/26/2026	300	180 \$346,938.13
Meeting Sales	Greater Southwest Music Festival	2026 Greater Southwest Music Festival	04/29/2026 - 05/02/2026	20	0 \$125,961.66
Sports Sales	Panhandle Quarter Horse Association	2026 PQHA Bomb City Blowout	05/02/2026 - 05/03/2026	50	48 \$37,986.45
Sports Sales	Texas Panhandle Youth Sports Foundation	Dropping Bombs for Moms 2026	05/09/2026 - 05/10/2026	65	50 \$38,422.81
Meeting Sales	National Narcotic Detector Dog Association	2026 Annual NNDDA Training Conference	05/15/2026 - 05/23/2026	100	760 \$238,350.70
Sports Sales	Texas Panhandle Youth Sports Foundation	May Madness- AA Division 2026	05/15/2026 - 05/17/2026	75	150 \$105,801.86
Sports Sales	Texas Panhandle Youth Sports Foundation	School's Out Battle of the Bats-Baseball 2026	05/29/2026 - 05/31/2026	150	300 \$170,193.85
Meeting Sales	Texas Municipal Clerks Association	TMCA Conference 2026	06/03/2026 - 06/06/2026	75	215 \$93,156.55
Sports Sales	Coors Cowboy Club	2026 Coor's Ranch Rodeo & Cattle Drive	06/04/2026 - 06/07/2026	885	0 \$484,980.00
Sports Sales	Framework Events	OccuNet Classic 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
Sports Sales	Miss Rodeo Texas	Miss Rodeo Texas 2026- Overflow Block	06/15/2026 - 06/19/2026	100	153 \$0.00
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 \$1,602,657.58
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 \$295,993.31
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 Top 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
Meeting Sales	IDEAg Group, LLC	2026 Amarillo Farm and Ranch Show	12/01/2026 - 12/04/2026	368	0	\$2,934,501.17
Total (59)				9,552	12,785	\$14,819,451.00

Groups Serviced

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

Group	Account	Meeting Name	Meeting Dates	People	Total Room Econ Value
Meeting Sales	Amarillo CVB	Amarillo International Film Festival 2025	10/09/2025 - 10/12/2025	40	120 \$47,521.75
Meeting Sales	Fandom Events	Cottonwood Faire 2025	10/10/2025 - 10/12/2025	50	0 \$74,385.50
Sports Sales	Peak Fighting	PFC 34 Fight Night October 25'	10/17/2025 - 10/19/2025	244	0 \$255,015.80
Meeting Sales	Jehovah Witnesses	CCJW Circuit Event	10/18/2025 - 10/19/2025	70	0 \$14,490.00
Meeting Sales	Amarillo Invitational Balloon Rally	Pirates of the Canyon 2025	10/23/2025 - 10/26/2025	25	75 \$15,525.00
Sports Sales	Texas Panhandle Youth Sports Foundation	Halloween Howl 2025	10/24/2025 - 10/26/2025	80	0 \$58,722.86
Sports Sales	American Rope Horse Futurity Association	2025 ARHFA World Show	10/25/2025 - 11/03/2025	40	198 \$285,299.96
Meeting Sales	Hospitality Educators Association of Texas (HEAT)	HEAT- Hospitality Educators Association of Texas 2025	11/02/2025 - 11/05/2025	80	190 \$76,763.30
Sports Sales	Texas Panhandle Youth Sports Foundation	Frozen Ropes Slugfest 2025	11/07/2025 - 11/09/2025	80	0 \$58,722.86
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 \$1,265,872.04
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
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
Meeting Sales	Texas Tech Foundation	Texas Tech Foundation	03/25/2026 - 03/27/2026	35	0 \$19,521.18
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
Total (33)				7,852	3,597 \$13,622,123.95

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 Date	Room	Room	Economic Impact	Lost Reason	Lost Note
Outstanding Farmers of America	2027 Outstanding Farmers of America [7590]	2/2/2027	Attendees	Nights	\$153,722.22	Location	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.
Lubbock Area United Way	Lubbock Area United Way Leadership Retreat [7625]	7/14/2026	60	66	\$0.00	Location	Canyon hotel with Meeting space in PDC
Lubbock Area United Way	Lubbock Area United Way Leadership Retreat in PDC 2026 [7645]	7/14/2026	60	66	\$0.00	Location	Canyon hotel with Meeting space in PDC



## Pending Meeting Sales & Sports Leads

### Pending Meeting Sales & Sports Leads

**04/01/2026 - 12/31/2028**  
**Meeting Sales, Sports Sales**

<b>May 29 - Jun 1</b>	<b>West Texas A&amp;M University</b> 2026 Buff Branding Steer & Heffer Show	<b>Group:</b> Meeting Sales <b>Room Nights:</b> 135 <b>Peak Rooms:</b> 50 <b>Attendance:</b> 50 <b>EIC:</b> \$73,835.71	Lead
<b>Aug 11 - 13</b>	<b>Texas Plains Trail Region</b> THTP (Texas Heritage Trails Program) Statewide Meeting	<b>Group:</b> Meeting Sales <b>Room Nights:</b> 72 <b>Peak Rooms:</b> 30 <b>Attendance:</b> 30 <b>EIC:</b> \$0.00	Lead
<b>Sep 11 - 13</b>	<b>Tri-State Exposition</b> 2026 Tri-State Fair & Rodeo Steer Wrestling & Red Boot Affair	<b>Group:</b> Sports Sales <b>Room Nights:</b> 0 <b>Peak Rooms:</b> 0 <b>Attendance:</b> 0 <b>EIC:</b> \$0.00	Pending
<b>Oct 25 - 28</b>	<b>Texas APCO and Texas NENA</b> Texas Public Safety Conference Fall Symposium 2026	<b>Group:</b> Meeting Sales <b>Room Nights:</b> 300 <b>Peak Rooms:</b> 100 <b>Attendance:</b> 120 <b>EIC:</b> \$0.00	Lead
<b>Nov 8 - 16</b>	<b>Working Ranch Cowboy Association</b> WRCA 31st World Championship Ranch Rodeo - Staff Rooms Only	<b>Group:</b> Sports Sales <b>Room Nights:</b> 400 <b>Peak Rooms:</b> 80 <b>Attendance:</b> 400 <b>EIC:</b> \$1,370,288.69	Lead

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

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

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**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

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

**Group:** Sports Sales  
**Room Nights:** 520  
**Peak Rooms:** 170  
**Attendance:** 160      Lead  
**EIC:** \$647,315.73

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

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

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**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

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**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

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<b>Aug</b> <b>6 - 13</b>	<b>Rockrose Sports Park</b> Babe Ruth14U Series 2027	<b>Group:</b> Sports Sales <b>Room Nights:</b> 0 <b>Peak Rooms:</b> 0 <b>Attendance:</b> 150 <b>EIC:</b> \$0.00	Pending
<b>Oct</b> <b>1 - 3</b>	<b>Amarillo CVB</b> Hahn-Roberts Wedding	<b>Group:</b> Meeting Sales <b>Room Nights:</b> 30 <b>Peak Rooms:</b> 15 <b>Attendance:</b> 15 <b>EIC:</b> \$0.00	Pending
<b>Oct</b> <b>29 - 31</b>	<b>Conference Commissioners Association Division 2</b> 2027 Dual Gender D2CCA Tip Off Classic	<b>Group:</b> Sports Sales <b>Room Nights:</b> 300 <b>Peak Rooms:</b> 100 <b>Attendance:</b> 76 <b>EIC:</b> \$0.00	Pending
<b>Nov</b> <b>7 - 15</b>	<b>Working Ranch Cowboy Association</b> WRCA 32nd World Championship Ranch Rodeo - Staff Rooms Only	<b>Group:</b> Sports Sales <b>Room Nights:</b> 0 <b>Peak Rooms:</b> 0 <b>Attendance:</b> 400 <b>EIC:</b> \$0.00	Pending
<b>Dec</b> <b>13 - 16</b>	<b>National Junior College Athletic Association</b> 2027 NJCAA Football Championship	<b>Group:</b> Sports Sales <b>Room Nights:</b> 480 <b>Peak Rooms:</b> 160 <b>Attendance:</b> 160 <b>EIC:</b> \$664,051.26	Pending
<b>Apr</b> <b>17 - 21</b>	<b>West Texas County Judges and Commissioners Association</b> 99th WTCJCA Annual Conference 2028	<b>Group:</b> Meeting Sales <b>Room Nights:</b> 800 <b>Peak Rooms:</b> 250 <b>Attendance:</b> 250 <b>EIC:</b> \$350,335.31	Lead

**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

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**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

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**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

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**Sum of EIC:** \$4,768,035.41



# PAID MEDIA PERFORMANCE OVERVIEW



Mar 1, 2025 - Mar 31, 2026

GOOGLE SEM	GOOGLE DISPLAY	META PROSPECTING	META REMARKETING	INSTAGRAM	GENIUS MONKEY
Clicks 82,515	Clicks No data	Clicks 80,754	Clicks 114,034	Clicks 4,251	Clicks 48,319
Impressions 1,456,045	Impressions No data	Impressions 9,766,645	Impressions 2,077,227	Impressions 7,336,025	Impressions 7,227,776
CTR 5.67%	CTR No data	CTR 0.83%	CTR 5.49%	CTR 0.06%	CTR 0.67%
Total users 64,928	Total users 0	Total users 19,716	Total users 56,360	Total users 5,405	Total users 64,928
Sessions 74,979	Sessions 0	Sessions 22,405	Sessions 69,044	Sessions 5,490	Sessions 54,500
Engaged sessions 61,303	Engaged sessions 0	Engaged sessions 7,980	Engaged sessions 17,250	Engaged sessions 433	Engaged sessions 25,025
Average session duration 00:04:05	Average session duration 00:00:00	Average session duration 00:00:23	Average session duration 00:00:21	Average session duration 00:00:08	Average session duration 00:01:29
Engagement rate 81.76%	Engagement rate No data	Engagement rate 35.62%	Engagement rate 24.98%	Engagement rate 7.89%	Engagement rate 45.92%





# GOOGLE SEM

Mar 1, 2025 - Mar 31, 2026



Clicks  
82,515

Impressions  
1,456,045

CTR  
5.67%

Total users  
64,928

Sessions  
74,979

Engaged sessions  
61,303

Average session duration  
00:04:05

Engagement rate  
81.76%

Campaign	Ad group	Clicks	Impressions	CTR
Amarillo CVB (AOR-TXAMA) Google SEM	Things to Do	39,455	463,142	8.52%
Amarillo CVB (AOR-TXAMA) Google SEM	Events	16,913	327,338	5.17%
Amarillo CVB (AOR-TXAMA) Google SEM	Historic Route 66	9,804	242,234	4.05%
Amarillo CVB (AOR-TXAMA) Google SEM	Dining	7,503	140,292	5.35%
Amarillo CVB (AOR-TXAMA) Google SEM	Visit	4,428	222,372	1.99%
Amarillo CVB (AOR-TXAMA) Google SEM	Outdoors	3,765	41,405	9.09%
Amarillo CVB (AOR-TXAMA) Google SEM	Shopping	407	11,884	3.42%
Amarillo CVB (AOR-TXAMA) Google SEM	Lodging	212	4,826	4.39%
Amarillo CVB (AOR-TXAMA) Google SEM	Sports & Recreation	28	2,552	1.1%

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Top Keywords	Clicks	Impressions	CTR
what to do in texas	6,873	89,822	7.65%
amarillo events	5,835	30,107	19.38%
things to do in amarillo texas	5,829	25,428	22.92%
things to do in amarillo tx	5,542	21,786	25.44%
palo duro canyon	5,471	53,636	10.2%
route 66	4,189	140,854	2.97%
amarillo points of interest	3,136	25,592	12.25%
restaurants amarillo	2,266	31,198	7.26%
what to do in amarillo texas	2,154	6,263	34.39%

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# META PROSPECTING



Mar 1, 2026 - Mar 31, 2026

Clicks

20,882

Impressions

1,090,212

CTR

1.92%

Total users

1,076

Sessions

1,122

Engaged sessions

185

Average session duration

00:00:17

Engagement rate

16.49%

Campaign	Clicks	Impressions	CTR
Visit Amarillo (DM-TXAMA26) - Meta Ads Prospecting (CPC) Route 66	18,038	383,602	4.7%
Amarillo, TX (AOR-TXAMA26) Facebook Prospecting	2,356	108,741	2.17%
Amarillo, TX (AOR-TXAMA26) Instagram Prospecting	488	597,869	0.08%
<b>Grand total</b>	<b>20,882</b>	<b>1,090,212</b>	<b>1.92%</b>

Campaign name

## AdSet Breakdown

Campaign name	Ad set name	Link clicks	Impressions	CTR	Post engagements	Reach
Visit Amarillo (DM-TXAMA26) - Meta Ads Prospecting (CPC) Route 66	Route 66	18,038	383,602	4.7%	57,221	164,789
Amarillo, TX (AOR-TXAMA26) Facebook Prospecting	Skiing	1,414	45,439	3.1%	1,590	30,621
Amarillo, TX (AOR-TXAMA26) Instagram Prospecting	Skiing	289	363,545	0.1%	15,630	285,785
Amarillo, TX (AOR-TXAMA26) Facebook Prospecting	DMA Culture & Food	190	9,321	2.0%	214	5,828
Amarillo, TX (AOR-TXAMA26) Facebook Prospecting	Boots & Brews	169	8,498	2.0%	908	6,204
<b>Grand total</b>		<b>20,882</b>	<b>1,090,212</b>	<b>1.9%</b>	<b>84,918</b>	<b>657,345</b>



# META REMARKETING

Mar 1, 2026 - Mar 31, 2026



Clicks

5,147

Impressions

229,305

CTR

2.24%

Total users

4,010

Sessions

4,171

Engaged sessions

826

Average session duration

00:00:18

Engagement rate

19.80%

Campaign	Clicks	Impressions	CTR
Amarillo, TX (AOR-TXAMA26) Meta Remarketing	5,147	229,305	2.24%
<b>Grand total</b>	<b>5,147</b>	<b>229,305</b>	<b>2.24%</b>

Ad set name	Link clicks	Impressions	CTR	Post engagements	Reach
Skiing (45-64)	1,926	63,964	3.0%	1,978	38,288
Skiing (25-44)	1,777	46,389	3.8%	1,954	28,433
Plan Your Trip RM (45-64)	798	54,158	1.5%	988	13,676
Plan Your Trip RM (25-44)	646	64,794	1.0%	752	14,931
<b>Grand total</b>	<b>5,147</b>	<b>229,305</b>	<b>2.2%</b>	<b>5,672</b>	<b>95,328</b>

# INSTAGRAM

Mar 1, 2025 - Mar 31, 2026 ▾

Clicks

4,251

Impressions

7,336,025

CTR

0.06%

Total users

5,405

Sessions

5,490

Engaged sessions

433

Average session duration

00:00:08

Engagement rate

7.89%