

**REGULAR MEETING TO BE HELD ON WEDNESDAY, JULY 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 May 28, 2025**
3. **Welcome and Introductions:**
 -  **New Board Member, City Council Place 2 Don Tipps**
 -  **Teacher Externship, Kandice Norrid**
4. **Presentation and Consideration: Financial Report**
5. **Update and Discussion: 2025.26 Budget Process**
6. **Recap: 2025 Route 66 Festival**
7. **Public Forum**
8. **General Announcements from Board Members**
9. **Discussion on future meeting dates and possible agenda items.**

The next meeting date is August 27, 2025
10. **Adjournment**

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MINUTES OF THE REGULAR CVB BOARD MEETING HELD ON WEDNESDAY, MAY 28, 2025, AT 8:30 AM IN THE BOARD ROOM OF THE BIVINS MANSION, 1000 S. POLK AMARILLO, TEXAS.

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

<u>Voting Member</u>	<u>Present</u>	<u>No. Meetings Held</u>	<u>No. Meetings Attended</u>
<u>Angela Knapp Eggers</u>	<u>Y</u>	<u>7</u>	<u>6</u>
<u>Vic Ragha</u>	<u>N</u>	<u>7</u>	<u>3</u>
<u>Phyllis Golden</u>	<u>N</u>	<u>7</u>	<u>4</u>
<u>Bobby Lee</u>	<u>N</u>	<u>7</u>	<u>4</u>
<u>Coco Duckworth</u>	<u>Y</u>	<u>7</u>	<u>7</u>
<u>Tom Scherlen</u>	<u>Y</u>	<u>7</u>	<u>5</u>
<u>Jason Fenton</u>	<u>Y</u>	<u>7</u>	<u>5</u>
<u>Payal Nathu</u>	<u>Y</u>	<u>7</u>	<u>6</u>
<u>Al Patel</u>	<u>Y</u>	<u>7</u>	<u>7</u>
<u>Ex-Officios</u>			
<u>Beth Duke</u>	<u>N</u>	<u>7</u>	<u>4</u>
<u>Bo Fowlkes</u>	<u>Y</u>	<u>7</u>	<u>4</u>
<u>Brady Ragland</u>	<u>N</u>	<u>7</u>	<u>4</u>

1. Call to Order

- Coco Duckworth called the meeting to order.

2. Approval of Minutes from April 23, 2025

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

3. Update and Discussion: Progress on TALL in Tourism Foundation

- Kashion Smith updated the CVB Board – they have started on the foundation; landed on TALL (Teach, Achieve, Learn and Lead) in Tourism as the name. The board members consist of Coco Duckworth, Mark White and Angela Lust. There is a possibility of adding 2 more board members.

4. Presentation and Discussion: Marketing Report

- Hope Stokes presented the following:
 - o Geo Targeting Update: Trying to find new markets to target.
 - o Spring Campaign: Outdoors and Western Lifestyle
 - Atmosphere TV; Amarillo quizzes
 - o Summer Campaign: Outdoors and Western Lifestyle and Adventure
 - o Fall Campaign: Arts and Dining
 - o Expedia: Campaign being run this summer to help raise occupancy
 - o Route 66; on Hulu, Netflix, Facebook, YouTube, etc
 - o Red Boot Affair: Introducing an upscale western dress code that ties into the Amarillo brand
 - o Print: Group Travel Leader, Texas State Travel Guide, Travel Host, Brick and Elm, etc
 - o Billboards: Palo Duro Canyon is the main object.

- Social Media: Facebook, Instagram, TikTok, Pinterest, YouTube, LinkedIn and X
- Blog: Texas 66 Antique/Thrifting Guide, stargazing in Texas: Best Hidden Places to See Stars, Besting Things to do along Texas Route 66, etc
- Photography: Facility photography for Sports
- Newsletters: Front Desk Friday, The Weekly Edit and TX 66 Festival
- PR: Hosted 6 writers and creators since January and Upcoming Bobo and Chici, German Media Fam and Raymond Cua

5. Update: Final Reminders for Festival

- Luz Aguilar updated the board on the 10 day festival activities.

6. Public Forum

- There were no comments.

7. General Announcements from Board Members

- Sherman Bass announced that SB22 has passed.
- Beth Duke announced that this year is the 30th anniversary of June Jazz and High Noon on the Square.
- Kashion Smith announced that she and Bobby Lee attended the first Route 66 symposium

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

The next meeting date is July 23, 2025
(No June meeting due to staff travel)

9. Adjournment

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



COMMITTEE MEETING TO BE HELD ON TUESDAY, JULY 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 May 13, 2025**
- 3. General Announcements**
- 4. Update: Projects, Route 66 event, AiFF, Travel, Legislative Session**
- 5. Future meeting dates**
 - August 12, 2025**
 - September 9, 2025**
- 6. Adjournment**

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**MINUTES OF THE REGULAR FILM COMMITTEE MEETING HELD ON TUESDAY, JULY 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 May 13, 2025

- Motion to approve made by Sean Doherty, Michael Merriman seconded.

3. General Announcements

- Sean Doherty announced that the documentary over the Panhandle fires won two awards at the Cowpokes International Film Festival and was just accepted in the South Texas International Film Festival. SIS is trying to get 3 projects in the area valued at 13 million, 5 million and 3 million which could now be possibly in jeopardy due to the Amarillo College decisions. If you would like to help SIS is asking for the public to write letters to the editor which would be greatly appreciated.
- Kate McSwain announced that on August 2nd at Sad Monkey Mercantile the Amarillo Film Society will be showing the 1950 technicolor western called The Sundowners. Tickets will be \$10 with doors opening at 6:30pm and the film will start at 7:30pm. Also announced that she will be speaking at Toast Masters Club and a Rotary Club about Amarillo Film Society. AFS will also be helping sponsor a Day of the Dead Celebration at Starlight Ranch. AFS will have a table at the First Friday Artwalk at Arts in the Sunset in August.
- Lone Star Slate announced that their podcast is looking for guests. They will have a highlight video coming out about the Coors Ranch Rodeo and the documentary on Ziggy Hood.

4. Update: Projects, Route 66 event, AiFF, Travel, Legislative Session

- **Projects:** Local filmmaker looking to film in August, Yellowstone spinoff possibly coming to check out Neill unit. 2 independent features that are possibly considering Amarillo.
- **Route 66 Event:**
 - o Feedback on Social Hour: Overall went well with a good turnout.
- **AiFF:** Final Deadline was July 7th, 2025, with a total of 131 submissions. Increase of 85% from last year. October 9th – 11th.
- **Travel: Coming Up:** El Paso Film Festival and Lubbock Film Festival
- **Legislative Session:**
 - o SB22 passed and became law. The law will become effective September 1, 2025, with a 10-year sunset.



5. Future meeting dates

August 12, 2025

September 9, 2025

6. Adjournment

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

Respectfully Submitted,

A handwritten signature in black ink that reads "Alexis Gunter".

Alexis Gunter
Executive Assistant



(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, JULY 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 April 1, 2025
3. General Announcements
4. WRCA- 30th Anniversary year- Bo Fowlkes
5. Indoor Arena Football's return to Amarillo 2026- Bo Fowlkes
6. Kids Inc- Rockrose Park update- Jerry Branch
7. Sports ETA Conference – Update from Conference
8. New to the Sports Commission- Amber Guthrie – Netplex/RCI Sports Management
9. OccuNet Classic- event on Korn Ferry Tour
10. Discussion on future meeting dates and agenda items. The next meeting date is October 7, 2025.
11. Adjournment

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1000 S. Polk St. Amarillo, TX 79101

**MINUTES OF THE REGULAR SPORTS MEETING HELD ON TUESDAY, JULY 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 April 1, 2025

- Motion to approve made by Bo Fowlkes, Michael Kashuba seconded.

3. General Announcements

- Michael Kashuba announced that council approved the parking lots for North and South John Stiff and Rick Klein. They will also be adding 2 new courts at the tennis center.
- Austin Sutter announced they added a tier 3 team which is being called the West Texas Wranglers. The primary goal is to provide more opportunities for local and regional areas.

4. WRCA- 30th Anniversary year- Bo Fowlkes

- Bo Fowlkes announced that the Civic Center is celebrating the 30th Annual WRCA Ranch Rodeo this November. He has reached out to the Governor's office to see if Governor Abbott would attend and maybe issue a State Proclamation for them on either Friday or Saturday night. Awaiting word. They still plan on celebratory plans of some nature.

5. Indoor Arena Football's return to Amarillo 2026- Bo Fowlkes

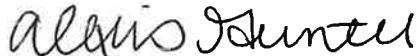
- Bo Fowlkes announced that the Civic Center has signed a lease agreement and confirmation of Indoor Arena Football's return starting in 2026. Leif Kertis has signed to bring the Amarillo Warbirds in for a 3-year agreement, and they have been confirmed to be a part of the NAL (National Arena League). A formal Press Conference happened on June 30th, 2025.

6. Kids Inc- Rockrose Park update- Jerry Branch
 - Jerry Branch announced that the land has been annexed. Once the site plan is approved by the city the contractor will put out a bid. Hopeful to break ground in September. 31 Soccer fields, multi-purpose square, 2 baseball complexes and softball complexes, 5 Olympic sized football fields, tracks, volleyball, etc.
7. Sports ETA Conference – Update from Conference

Amy Tarr announced the following:

 - USA BMX- very interested in getting a track in Amarillo. Set meeting with Michael Kashuba and Justin and Faith with USA BMX. Call went great. I think they were very impressed with Michael's knowledge on the BMX and mountain bike following in the area and they even proposed an all-wheel track. 2-5million- would be great
 - AJGA- would love to host a tournament in 2026- not able to get connected with a golf course so they are going to work on reaching out to the courses to see if it might be possible in 2026 or the future.
 - Tribu- very interested in Amarillo for one of their events- too expensive to host and not a big ROI- more local but interesting event
8. New to the Sports Commission- Amber Guthrie – Netplex/RCI Sports Management
 - Directors of Operations with RCI Sports, which is a 3rd party management company. They are wanting bigger events with Netplex and to be a resource for the community.
9. OccuNet Classic- event on Korn Ferry Tour
 - Press conference on June 11th with the announcement. Title Sponsor is OccuNet and 5 year agreement to host at Tascosa Golf Club annually June 2026 through 2030. Possible to continue on from there. There will be upgrades done to the La Paloma course leading up to the tournament. The dates for 2026 are June 11-14 with a pre tournament event on that prior Monday where 250 people compete for 8 spots in the tournament. Maybe held at Ross Rogers?
10. Discussion on future meeting dates and agenda items. The next meeting date is October 7, 2025.
11. Adjournment
 - There being no further business Amy Tarr adjourned the meeting.

Respectfully submitted,



Alexis Gunter



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

**REGULAR MEETING TO BE HELD ON WEDNESDAY, JULY 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 May 14, 2025**
- 3. General Announcements**
- 4. Business Spotlight: Antonio Charles; Biti Pies**
- 5. Presentation: Local**
- 6. Presentation: Social and Marketing Efforts**
- 7. Recap: 2025 Route 66 Festival**
- 8. Discussion on future meeting dates and possible agenda items.**

The next meeting date is August 13, 2025

- 9. Adjournment**

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MINUTES OF THE REGULAR C&T MEETING HELD ON WEDNESDAY, JULY 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 May 14, 2025

- Motion to approve made by Eric Miller, Daphne Adkins seconded.

3. General Announcements

- Beth Duke with Center City announced High Noon on the Square today July 9th. Also announced that the Texas Historical Commission will have its second quarterly meeting here in Amarillo. Dedicating a historical marker plaque for the Barfield.
- Sherman Bass announced that SB22 has passed, and it will go into effect September 1st.
- Bri Owens announced that Cactus Cove is the official host hotel for PBR
- Amy Tarr announce that Corn Ferry Tour will have an event in Amarillo June 2026
- Ashley Almanza with AQHA announced they are hosting family fun day on July 19th which is a FREE event.
- Sophia Britto with the Discovery Center is sponsoring Dino Night at Hodgetown during the Sod Poodle game.

4. Business Spotlight: Antonio Charles; Biti Pies

The following was presented by Antonio Charles

- Biti Pies started in 1988
- Participated in Route 66 Festivals and Porch Parties
- Collaborating with Blue Bell Ice Cream
- Dallas Pie Launch

- Naomi's Sea Market Flower Bar
- Current Vision: Have a Biti Pie shop in every town on Route 66.
- Pies & Cake Menu
 - o Buttermilk, Pecan, Coconut, German Chocolate, Etc
- Ordering available online or in store
- Pies with a Purpose
 - o Sister Bear Foundation
 - o Physical wellness, life enrichment, community

AQHA will present at the next meeting.

5. Presentation: Local

- **Not presented.**

6. Presentation: Social and Marketing Efforts

- Jackie presented the following
 - o Roundup: Submitting an Event, access our backend extranet to submit events, update your listings, etc.
 - o You can also submit an event on our website
 - Do: Submit events ASAP, Fill out as much information as possible, Add photos/graphics, add an event description
 - Don't: Wait until the last minute, leave fields blank, skip the event description, forget to double check your submission
 - o Your events will be featured on our Events Calendar, Newsletter and Social Media

7. Recap: 2025 Route 66 Festival

- Luz Aguilar presented the following:
 - o 60 Vendors, 11 food trucks, 19 nonprofits, 43 other partners, 133 booths, 79 cars
 - o Over the 10 days: 22 events total with 71 partners highlighted

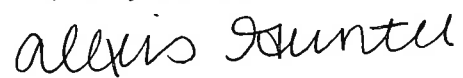
8. Discussion on future meeting dates and possible agenda items.

The next meeting date is August 13, 2025

9. Adjournment

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

Respectfully Submitted,



Alexis Gunter



Q3 Financial Report

Fiscal Year 2024.25
April 1 - June 30, 2025

Prepared by
Braley Beck

Prepared on
July 16, 2025

Summary

Quick Look

- **Revenue:** \$700,025.85 (108.36% of budgeted revenue for Q3)
- **Expenses:** \$564,566.53 (87.96% of budgeted expenses for Q3)
- Revenue and expenses are tracking closely with budgeted expectations, with timing differences explaining most variances. These are expected to balance out by year-end.
- **Certificate of Deposit:**
 - A Certificate of Deposit was renewed through Amarillo National Bank for \$1M at an interest rate of 4.1% and a 6-month maturity.

Revenue and Sales

- **Total Revenue:** \$700,025.85 (108.36% of budgeted revenue for Q3)
 - **HOT Funds:** \$674,560.44 (\$51,808.44 over budgeted HOT revenue)
 - **Q3 Route 66 Revenue:**
 - Sponsorships:** \$6,500
 - Vendor Fees:** \$10,380.94 (\$2,498.09 yet to be deposited)
 - Bus Tour Tickets:** \$2,754.27
 - Product Revenue:** \$2,858
 - **Film Festival Sponsorship:** \$1,000
 - **Cattle Drive Photo Contest Sponsorship:** \$500

Expenses and Cost Management

- **Total Expenses:** \$564,566.53 (87.96% of budgeted expenses for Q3)
 - **Administration Expenses:** ~\$272,822 (90.88% of Q3 budget)
 - **Advertising:** ~\$102,015 (18.94% over Q3 budget)
 - **Arts:** ~\$164 (16.39% of Q3 budget)
 - **Communications:** ~\$21,371 (65.98% over Q3 budget)
 - Due to timing of content creators
 - **Film Commission:** ~\$5,848 (16.93% of Q3 budget)
 - ReelScout payment made at the end of Q2 rather than the beginning of Q3
 - **Route 66 Festival:** ~\$89,847 (56.73% of Q3 budget)
 - Due to careful expense management from lower-than-budgeted sponsorships
 - **Sales:** ~\$15,546 (3.19% over Q3 budget)
 - **Servicing:** ~\$23,120 (1,483.55% over Q3 budget)
 - Mainly due to timing of servicing item orders
 - \$5,689.74 will be reimbursed through the Activity Fund
 - **Special Projects:** ~\$16,234 (11.1% over Q3 budget)
 - Timing of media opportunities
 - **Tourism:** ~\$13,670 (64.64% of Q3 budget)
- Year-to-date, expenses are under budget for all departments

HOT Collections:

- Total collections are up \$125,232 from the City's projected numbers for Q3.

- The ACVB portion of HOT collections are \$51,808 over the budgeted collections for Q3.

Statement of Financial Position

As of June 30, 2023

Total

ASSETS

Current Assets

Bank Accounts

1000 Petty Cash	6.50
1010 Restricted Interest Checking Account	1,024,643.91
1020 Non-Restricted Checking	50,097.14
1030 Reserves Account	1,064,308.72
1040 Certificate of Deposit	1,000,000.00
1071 Bill.com Money In Clearing	150.00
1072 Bill.com Money Out Clearing	76.00
In-Kind Clearing	0.00
May 2023 Vanilla Gift Card for Content Creators	27.13
Total Bank Accounts	3,139,309.40

Accounts Receivable

1100 Accounts Receivable (A/R)	4,855.16
Total Accounts Receivable	4,855.16

Other Current Assets

1060 Undeposited Funds	175.67
1070 Prepaid Expenses	12,048.48
1210 Inventory	18,481.26
Inventory Asset	5,087.00
Total Other Current Assets	35,792.41

Total Current Assets

3,179,956.97

Fixed Assets

1300 Fixed Assets

1310 Furniture	4,328.95
1320 Computers	-1,282.14
1330 Accumulated depreciation	-16,100.96
1340 Leased Asset - ROU	180,250.00
1341 ROU Asset - Accumulated amortization	-70,317.00
Total 1300 Fixed Assets	96,878.85

Total Fixed Assets

96,878.85

TOTAL ASSETS

\$3,276,835.82

LIABILITIES AND EQUITY

Liabilities

Current Liabilities

	Total
Accounts Payable	
2010 Accounts Payable (A/P)	46,437.93
Total Accounts Payable	46,437.93
Credit Cards	
2300 Credit Card	
2305 BOA Credit Card - Through COA	0.00
2310 Spend & Expense Credit Card	34,022.26
Total 2300 Credit Card	34,022.26
Total Credit Cards	34,022.26
Other Current Liabilities	
2100 Sales Tax Payable	49.92
2200 Payroll Liabilities	6,733.04
2215 Federal Taxes (941/943/944)	-14,519.07
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	54.23
Total 2240 Employee Benefits to Pay	54.23
2250 Other Payroll Liabilities	
2255 AFLAC Accident	10.50
2260 AFLAC Cancer	83.67
2265 AFLAC Critical	23.28
2270 AFLAC Hospital	35.76
2275 AFLAC Short-Term Disability	110.40
Total 2250 Other Payroll Liabilities	263.61
After-tax Roth	0.00
Unauthorized Expense Deduction	0.00
Total 2200 Payroll Liabilities	-1,423.54
2400 Other Current Liabilities	
2410 Employee Expense Reimbursements Payable	60.46
Total 2400 Other Current Liabilities	60.46
Direct Deposit Payable	-21,026.70
Out Of Scope Agency Payable	193.27
Repayment	
ATT Maritime Charge	0.00
Total Repayment	0.00
Total Other Current Liabilities	-22,146.59
Total Current Liabilities	58,313.60

	Total
Long-Term Liabilities	
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	163,664.60
Equity	
Opening balance equity	2,327,131.82
Retained Earnings	711,191.46
Net Revenue	74,847.94
Total Equity	3,113,171.22
TOTAL LIABILITIES AND EQUITY	\$3,276,835.82

Statement of Activity by Class

	Administration	Advertising	Arts	Communications	Film Commission	Film Festival	Route 66 Festival	Sales	Servicing	Special Projects	Tourism	Not Specified	TOTAL
4000 REVENUES													
4000 Revenues													0.00
4010 HOT Funds	659,569.44												659,569.44
Total 4000 Revenues	659,569.44												659,569.44
4400 SPECIAL EVENTS													
4400 Special Events													0.00
4410 Sponsorships							6,500.00			500.00			7,000.00
4420 Vendor Fees							10,380.94						10,380.94
4430 Ticket Sales							2,745.27						2,745.27
4440 Program Reimbursement						1,000.00	55.00						1,055.00
Total 4400 Special Events						1,000.00	19,681.21			500.00			21,181.21
4500 Merchandise Sales													0.00
4510 Shipping Charges Reimbursed	37.00						28.00						65.00
4530 Product Sales							3,874.75						3,874.75
Total 4500 Merchandise Sales	37.00						3,902.75						3,939.75
4700 Temporary Restricted Funds	15,000.00												15,000.00
Disavuit Income							150.00						150.00
Sales of Product Income							218.38					107.87	324.25
Sales of Product Revenue							170.00						170.00
Total Revenue	674,587.64	0.00	0.00	0.00	0.00	1,000.00	23,859.34	0.00	0.00	500.00	0.00	107.87	700,035.85
TOTAL OF CATEGORIES													
4200 Cost of Goods Sold (Relat)							1,005.74						1,005.74
Cost of Goods Sold							275.39						275.39
Total Cost of Goods Sold	0.00	0.00	0.00	0.00	0.00	0.00	1,280.83	0.00	0.00	0.00	0.00	0.00	1,280.83
NET REVENUE	674,587.64	0.00	0.00	0.00	0.00	1,000.00	22,538.51	0.00	0.00	500.00	0.00	107.87	698,745.02
5000 PERSONNEL EXPENSES													
5000 Personnel Expenses													0.00
5100 Salaries and Wages	168,506.09											0.00	168,506.09
5110 Internship	10,500.00											0.00	10,500.00
5200 Federal Taxes (341)	13,453.36											0.00	13,453.36
5230 State Unemployment	0.00											0.00	0.00
5200 Workers Compensation	153.12											0.00	153.12
5400 Retirement	17,993.06											0.00	17,993.06
5300 Communications Allowance	553.92												553.92
5600 Employee Health	23,643.50												23,643.50
5610 Employee Life & Disability	1,568.10												1,568.10
5620 Employee Dental/Vision	670.60												670.60
Total 5000 Personnel Expenses	226,675.81											0.00	226,675.81
6000 Program Expenses													0.00
6010 FAM/Sin Visits				14,206.03	1,491.02		15,244.63	149.13			5,561.68		17,052.75
6020 Community Awareness				29.18	117.13			654.03	11.94				812.31
6030 Professional Organizations				196.00									196.00
6040 IPW				2,525.41							3,856.79		6,382.20
6050 Sales Taxes		7,359.46						1,614.00					8,973.46
6060 Literature				725.00			912.36			667.45	286.52		2,171.55
6070 Photography/Videography				3,824.00				7,047.04			1,568.14		12,439.18
6080 Trade Shows/Organizations								546.35					546.35
6090 Presentations													0.00
6110 Specialty Advancing		3,037.72		74.65			7,749.71	5,245.76	11,799.31		229.39		28,126.54
6120 Sales Gate					3,714.34			54.30					3,768.64

	Administration	Advertising	Arts	Communications	Film Capital	Film Festival	Route 66 Festival	Sales	Servicing	Special Projects	Tourism	Not Specified	TOTAL
6130 Financial Assistance									2,757.95	13,510.83			16,268.78
6140 Transportation							1,500.00						1,500.00
6160 Tour Development							2,567.14						2,567.14
6180 Education	3,165.26	794.33							2,870.89		936.05		7,266.81
6250 Advertising		89,697.07			575.37		39.28						90,281.67
6252 Association Dues and Memberships	5,473.00							195.00					5,668.00
6260 Software	38.68			179.42			3.00						281.38
6280 Misc. Meetings			143.87	143.87			410.27				47.77		762.77
6290 Special Events	10.74					1,930.00	61,229.91			2,056.23	434.64		65,669.72
6310 Ad Production		1,100.00											1,100.00
6500 Activity Fund		26.06							5,649.74				5,715.80
Total 6000 Program Expenses	8,746.00	102,014.90	163.92	27,376.55	1,946.01	1,930.00	88,745.52	15,545.69	25,118.83	16,254.32	13,396.37		288,041.11
7000 Administrative Overhead													0.00
7100 Contractual Services													0.00
7110 Communications Billing	2,690.72												2,690.72
7120 Postage	1,004.03										352.00		1,356.03
7140 Rental Land & Buildings	4,154.00												4,154.00
7150 Vehicle Lease	2,305.63												2,305.63
7160 IT Services	3,114.00												3,114.00
7170 Rental Equipment	1,061.24												1,061.24
Total 7100 Contractual Services	14,338.64										352.00		14,678.64
7200 Other Charges													0.00
7210 Insurance and Bonds	1,139.33												1,139.33
7220 Messge	2,942.59												2,942.59
7230 Legal Fees	377.50												377.50
7240 Executive Office Overhead	3,905.56												3,905.56
7250 Bank Fees/Service Charge	2,381.84						78.99						2,391.54
Total 7200 Other Charges	11,348.84						28.90						11,378.74
7300 Administrative Software	1,356.12												1,356.12
7600 Office Equipment	346.34												346.34
7700 Office Supplies	352.65												352.65
7800 Misc. Office Expense	1,366.10												1,366.10
Total 7000 Administrative Overhead	29,037.69										352.00		29,477.59
QuickBooks Payments Fees	0.75						3.00						3.75
Square Fees							65.27						65.27
Total Expenditures	274,899.25	102,014.90	163.92	27,376.55	1,946.01	1,930.00	88,948.69	15,545.69	25,118.83	16,254.32	13,678.37	0.00	564,968.53
Sub Total Expenditures Total	599,775.29	102,014.90	163.92	27,376.55	1,946.01	1,930.00	47,307.16	15,545.69	25,118.83	15,794.32	13,678.37	107.87	134,178.49
Revenue Total													
4100 Interest Income	17,944.40												17,944.40
Total Other Revenue	17,944.40	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	17,944.40
Revenue Total													
7400 Depreciation Expense	2,346.61												2,346.61
Total Other Expenditures	2,346.61	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	2,346.61
Total Other Expenditures Total	15,967.79	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	15,967.79
Total Expenditures	\$479,375.18	\$102,014.90	\$163.92	\$27,376.55	\$1,946.01	\$1,930.00	\$47,307.16	\$15,545.69	\$25,118.83	\$15,794.32	\$13,678.37	\$107.87	\$149,776.28

Budget Vs. Actual Totals

April 1 to 31 2018

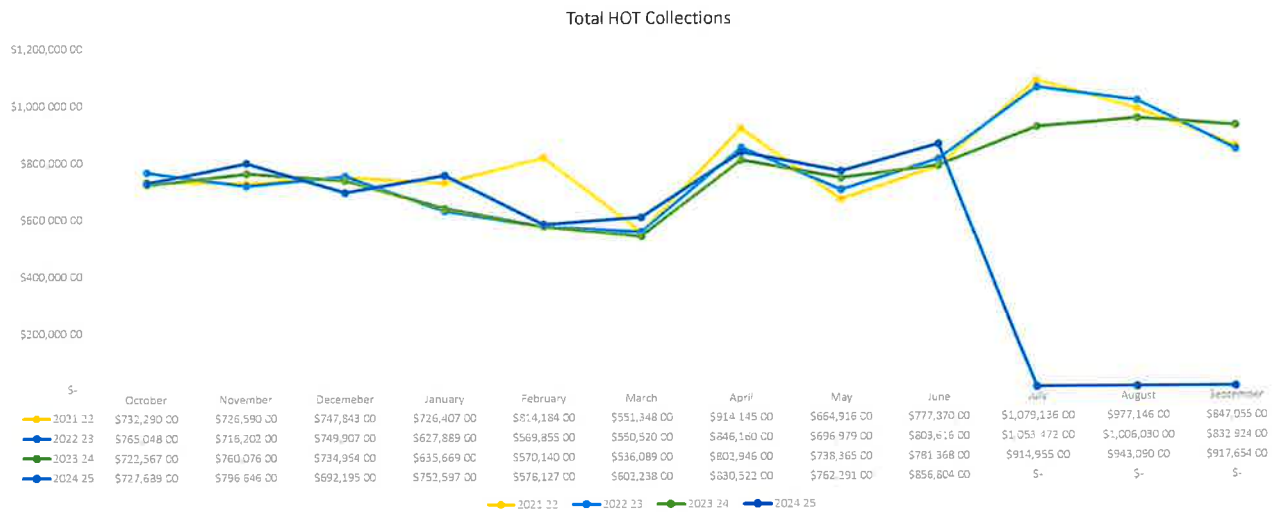
	Actual	Budget	over Budget	Total % of Budget
REVENUE				
4000 Revenues		0.00	0.00	
4010 HOT Funds	659,560.44	622,752.00	36,808.44	105.91 %
Total 4000 Revenues	659,560.44	622,752.00	36,808.44	105.91 %
4400 Special Events				
4410 Sponsorships	7,000.00	4,000.00	3,000.00	175.00 %
4420 Vendor Fees	10,380.94	10,000.00	380.94	103.81 %
4430 Ticket Sales	2,745.27	2,500.00	245.27	109.81 %
4440 Program Reimbursement	1,055.00	750.00	305.00	140.67 %
Total 4400 Special Events	21,181.21	17,250.00	3,931.21	122.79 %
4500 Merchandise Sales				
4510 Shipping Charges Reimbursed	65.20		65.20	
4530 Product Sales	3,874.75	3,000.00	874.75	129.16 %
Total 4500 Merchandise Sales	3,939.95	3,000.00	939.95	131.33 %
4600 In-kind Contributions		3,000.00	-3,000.00	
4700 Temporarily Restricted Funds	15,000.00	0.00	15,000.00	
Total Revenue	699,681.60	646,002.00	53,679.60	108.31 %
COST OF GOODS SOLD				
6230 Cost of Goods Sold Retail	1,005.24	0.00	1,005.24	
Total Cost of Goods Sold	1,005.24	0.00	1,005.24	0.00%
GROSS PROFIT	698,676.36	646,002.00	52,674.36	108.15 %
EXPENDITURES				
5000 Personnel Expenses				
5100 Salaries and Wages	168,506.09	182,400.00	-13,893.91	92.38 %
5110 Incentives	10,500.00	5,000.00	5,500.00	210.00 %
5220 Federal Taxes (941)	13,653.36	15,000.00	-1,346.64	91.02 %
5230 State Unemployment	0.00	1,500.00	-1,500.00	0.00 %
5240 Federal Unemployment		500.00	-500.00	
5300 Workers Compensation	-153.12	600.00	-753.12	-25.52 %
5400 Retirement	17,993.36	19,360.00	-1,366.64	92.94 %
5500 Communications Allowance	553.92	900.00	-346.08	61.55 %
5600 Employee Health	23,683.50	30,000.00	-6,316.50	78.95 %
5610 Employee Life & Disability	1,568.10	3,000.00	-1,431.90	52.27 %
5630 Employee Dental/Vision	670.60	1,500.00	-829.40	44.71 %
Total 5000 Personnel Expenses	236,975.81	259,760.00	-22,784.19	91.23 %

				Total
	Actual	Budget	over Budget	% of Budget
6000 Program Expenses				
6010 FAM/Site Visits	37,052.75	49,300.00	-12,247.25	75.16 %
6020 Community Awareness	812.31	2,715.00	-1,902.69	29.92 %
6030 Professional Organizations	166.00	3,800.00	-3,634.00	4.37 %
6040 IPW	6,382.26	16,050.00	-9,667.74	39.76 %
6050 Sales Tools	9,473.46	17,450.00	-7,976.54	54.29 %
6060 Literature	2,171.55	6,600.00	-4,428.45	32.90 %
6070 Photography/Videography	3,824.00	9,850.00	-6,026.00	38.82 %
6080 Trade Shows/Organizations	8,655.18	11,500.00	-2,844.82	75.26 %
6090 Presentations	546.35	200.00	346.35	273.18 %
6110 Specialty Advertising	28,126.54	5,600.00	22,526.54	502.26 %
6120 Sales Calls	3,768.64	4,500.00	-731.36	83.75 %
6130 Financial Assistance	16,268.78	10,422.50	5,846.28	156.09 %
6140 Transportation	1,500.00	5,800.00	-4,300.00	25.86 %
6160 Tour Development	2,567.14	9,200.00	-6,632.86	27.90 %
6180 Education	7,266.81	3,650.00	3,616.81	199.09 %
6190 Equipment		500.00	-500.00	
6220 Advertising	90,261.67	84,207.74	6,053.93	107.19 %
6250 Association Dues and Memberships	5,668.00	7,400.00	-1,732.00	76.59 %
6260 Software	281.38	1,370.00	-1,088.62	20.54 %
6280 Misc. Meetings	762.77	900.00	-137.23	84.75 %
6290 Special Events	65,669.72	91,825.00	-26,155.28	71.52 %
6295 Temporary Labor		3,000.00	-3,000.00	
Total 6290 Special Events	65,669.72	94,825.00	-29,155.28	69.25 %
6310 Ad Production	1,100.00	5,500.00	-4,400.00	20.00 %
6500 Activity Fund	5,715.80		5,715.80	
Total 6000 Program Expenses	298,041.11	351,340.24	-53,299.13	84.83 %
7000 Administrative Overhead				
7100 Contractual Services				
7110 Communications Billing	2,690.72	2,760.00	-69.28	97.49 %
7120 Postage	1,354.05	2,025.00	-670.95	66.87 %
7130 Audit Fee		500.00	-500.00	
7140 Rental Land & Buildings	4,154.00	4,200.00	-46.00	98.90 %
7150 Vehicle Lease	2,305.63	2,700.00	-394.37	85.39 %
7160 IT Services	3,114.00	3,287.49	-173.49	94.72 %
7170 Rented Equipment	1,061.24	1,200.00	-138.76	88.44 %
7180 Professional Services		3,800.00	-3,800.00	
Total 7100 Contractual Services	14,679.64	20,472.49	-5,792.85	71.70 %

				Total
	Actual	Budget	over Budget	% of Budget
7200 Other Charges				
7210 Insurance and Bonds	1,159.55	3,900.00	-2,740.45	29.73 %
7220 Mileage	2,942.59	1,400.00	1,542.59	210.19 %
7230 Legal Fees	977.50	0.00	977.50	
7240 Executive Office Overhead	3,905.56	3,000.00	905.56	130.19 %
7250 Bank Fees/Service Charge	2,391.54	3,150.00	-758.46	75.92 %
Total 7200 Other Charges	11,376.74	11,450.00	-73.26	99.36 %
7300 Administrative Software	1,356.12	1,350.00	6.12	100.45 %
7600 Office Equipment	346.34	0.00	346.34	
7700 Office Supplies	352.65	1,200.00	-847.35	29.39 %
7800 Misc. Office Expense	1,366.10	1,700.00	-333.90	80.36 %
Total 7000 Administrative Overhead	29,477.59	36,172.49	-6,694.90	81.49 %
Total Expenditures	564,494.51	647,272.73	-82,778.22	87.21 %
NET OPERATING REVENUE	134,181.85	-1,270.73	135,452.58	-10,559.43 %
OTHER REVENUE				
4100 Interest Income	17,944.40	20,400.00	-2,455.60	87.96 %
Total Other Revenue	17,944.40	20,400.00	-2,455.60	87.96 %
OTHER EXPENDITURES				
7400 Depreciation Expense	2,346.61		2,346.61	
Total Other Expenditures	2,346.61	0.00	2,346.61	0.00%
NET OTHER REVENUE	15,597.79	20,400.00	-4,802.21	76.46 %
NET REVENUE	\$149,779.64	\$19,129.27	\$130,650.37	782.99 %

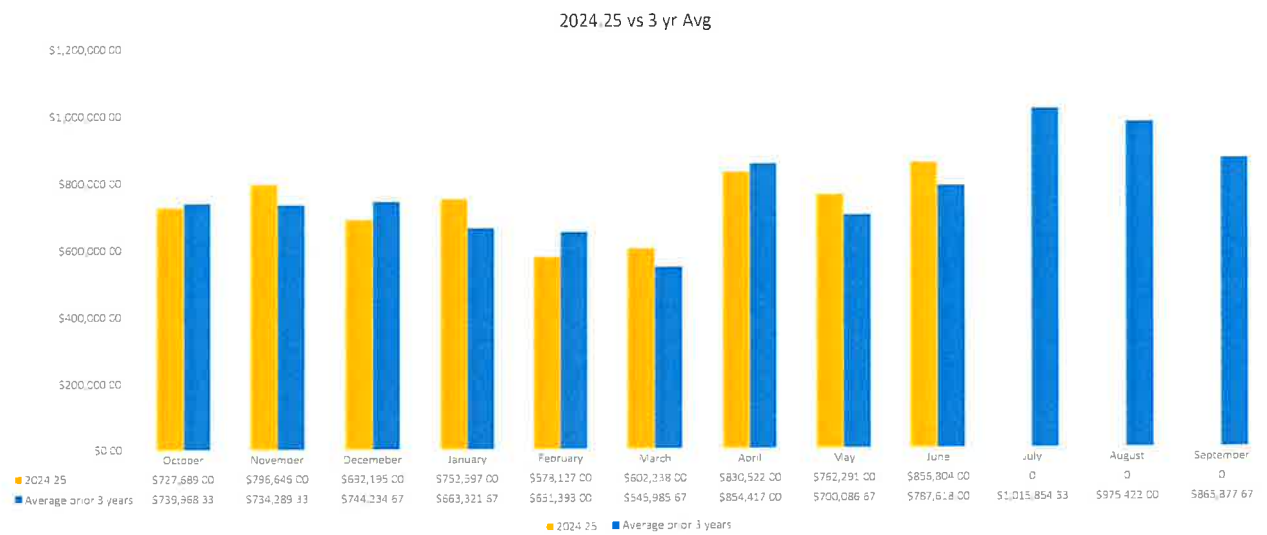
Actual Hotel/Motel Tax Collections
2024.25

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	\$ 330,882.00	\$ 422,529.00	\$ 283,596.00	\$ 91,667.00	\$ 47,266.00	\$ 239,195.00	\$ 661,724.00	\$ 650,310.00	\$ 11,414.00	1.7%
November	\$ 796,646.00	\$ 69,498.00	\$ 363,574.00	\$ 455,241.00	\$ 311,634.86	\$ 91,667.00	\$ 51,939.14	\$ 271,907.00	\$ 727,148.00	\$ 684,068.00	\$ 43,080.00	6.1%
December	\$ 692,195.00	\$ 71,598.00	\$ 310,298.50	\$ 401,965.50	\$ 265,970.14	\$ 91,667.00	\$ 44,328.36	\$ 218,631.50	\$ 620,597.00	\$ 661,459.00	\$ (40,862.00)	-6.4%
January	\$ 752,597.00	\$ 62,368.00	\$ 345,114.50	\$ 436,781.50	\$ 295,812.43	\$ 91,667.00	\$ 49,302.07	\$ 253,447.50	\$ 690,229.00	\$ 572,102.00	\$ 118,127.00	18.7%
February	\$ 578,127.00	\$ 51,668.00	\$ 263,229.50	\$ 354,896.50	\$ 225,625.29	\$ 91,667.00	\$ 37,604.21	\$ 171,562.50	\$ 526,459.00	\$ 513,126.00	\$ 13,333.00	2.6%
March	\$ 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	\$ 830,522.00	\$ 81,305.00	\$ 374,608.50	\$ 466,275.50	\$ 321,093.00	\$ 91,667.00	\$ 53,515.50	\$ 282,941.50	\$ 749,217.00	\$ 722,651.00	\$ 26,566.00	3.6%
May	\$ 762,291.00	\$ 77,231.00	\$ 342,530.00	\$ 434,197.00	\$ 293,597.14	\$ 91,667.00	\$ 48,932.86	\$ 250,863.00	\$ 685,060.00	\$ 664,529.00	\$ 20,531.00	3.0%
June	\$ 856,804.00	\$ 75,438.00	\$ 390,683.00	\$ 482,350.00	\$ 334,871.14	\$ 91,667.00	\$ 55,811.86	\$ 299,016.00	\$ 781,366.00	\$ 703,231.00	\$ 78,135.00	10.5%
July		\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 941,529.00		
August		\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 899,123.00		
September		\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 744,417.00		
Total	\$ 6,599,109.00	\$ 609,098.00	\$ 2,995,005.50	\$ 3,820,008.50	\$ 2,567,147.57	\$ 825,003.00	\$ 427,857.93	\$ 2,170,002.50	\$ 5,990,011.00	\$ 8,239,025.00	\$ 336,055.00	5.854%



Total HOT Collections			
Month	FY 2023.24	FY 2024.25	% Change
October	\$ 722,567.00	\$ 727,639.00	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	\$ 576,127.00	1%
March	\$ 536,089.00	\$ 602,238.00	12%
April	\$ 802,946.00	\$ 830,522.00	3%
Total	\$ 3,959,495.00	\$ 4,149,492.00	5%

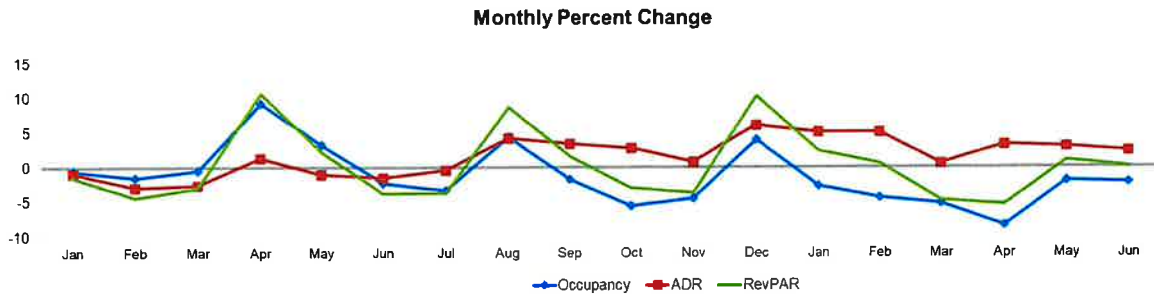
ACVB HOT Collections - Debt Payment			
Month	FY 2023.24	FY 2024.25	% Change
October	\$ 192,762.14	\$ 191,929.00	0%
November	\$ 208,731.57	\$ 219,967.86	5%
December	\$ 188,674.43	\$ 174,303.14	-8%
January	\$ 154,262.71	\$ 204,145.43	32%
February	\$ 124,738.00	\$ 133,958.29	7%
March	\$ 112,693.86	\$ 143,280.57	27%
April	\$ 216,609.14	\$ 229,426.00	6%
Total	\$ 869,168.86	\$ 924,303.71	6%



AMARILLO LODGING DATA

June 2025

From Smith Travel Research

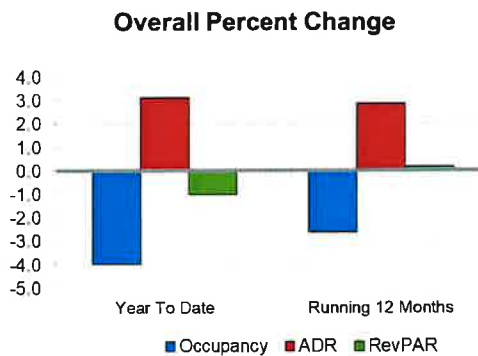


June 2025 Occupancy – 70.4%

Down 2.2% from June 2024

June 2025 Supply – Up 4.3% Change

June 2025 Demand – up 1.9%



June 2025 ADR – \$102.92

Up 2.4% from June 2024

June 2025 RevPAR – \$72.44

Up 0.1% from June 2024

June 2025 Total Revenue – \$16,088,327

Up 4.3% from June 2024

7,403 total rooms (per STR)

RUNNING 12 MONTH TOTAL REVENUE 2025 - \$1489,499,828

Definite Leads and Assists

Date Range: 07/01/2025-12/31/2025

Group	Account	Meeting Name	Meeting Dates	People	Total Room Nights	Econ Value
Sports Sales	Amarillo Gun Club (Texas Trapshooters Association)	2025 Texas State Trap Shoot	07/01/2025 - 07/06/2025	300	0	\$508,909.35
Sports Sales	Will Rogers Range Riders	2025 Will Rogers Range Riders Rodeo	07/01/2025 - 07/05/2025	125	0	\$169,115.65
Meeting Sales	Scott Family Reunion	2025 Scott Family Reunion	07/03/2025 - 07/08/2025	50	0	\$0.00
Meeting Sales	American Quarter Horse Association	2025 Youth Excellence Seminar (YES) Leadership Conference	07/07/2025 - 07/11/2025	65	0	\$98,736.27
Sports Sales	Amarillo Gun Club (Texas Trapshooters Association)	2025 Youth Excellence Seminar (YES) Leadership Conference	07/11/2025 - 07/13/2025	50	0	\$28,460.35
Sports Sales	Koben Puckett Productions	2025 Koben Puckett PRB	07/11/2025 - 07/13/2025	50	0	\$284,855.57
Meeting Sales	Texas APCO and Texas NENA	Texas 911 Trainers and 911 Public Educators of Texas	07/13/2025 - 07/18/2025	30	0	\$24,470.33
Meeting Sales	Amarillo Police Department	Iron Horse Shoot Out 2025	07/16/2025 - 07/19/2025	50	0	\$62,826.42
Meeting Sales	Panhandle Press Association	115th Annual Convention	07/18/2025 - 07/19/2025	30	0	\$0.00
Meeting Sales	Church of Christ	2025 Area Wide Meeting a.k.a. Brotherhood Meeting	07/24/2025 - 07/27/2025	150	230	\$178,844.61
Sports Sales	Panhandle Quarter Horse Association	2025 PQHA Bomb City Blowout Show	07/25/2025 - 07/27/2025	100	40	\$68,697.35
Sports Sales	Texas Wounded Warrior Foundation	2025 Wounded Warrior Amabillo Pro-Am	07/28/2025 - 07/29/2025	25	0	\$0.00
Meeting Sales	Global Animal Products	2025 July Sales Meeting	07/28/2025 - 07/31/2025	20	0	\$29,098.95
Meeting Sales	Texas Historical Commission	2025 THC Quarterly Commission Meeting	07/29/2025 - 08/01/2025	50	107	\$43,037.21
Sports Sales	Texas Panhandle Youth Sports Foundation	Summer Slam 2025	08/01/2025 - 08/03/2025	80	0	\$67,470.54
Meeting Sales	AMA-CON	2025 AMA-CON	08/02/2025 - 08/04/2025	350	145	\$74,196.41
Meeting Sales	Texas A&M AgriLife Amarillo Research and Extension Center/District 01 Office	4 H Agent TAE4-HYOP 2025 Conference	08/04/2025 - 08/07/2025	75	160	\$88,899.92
Meeting Sales	Gateway to Success, Inc	George Washington Carver Diamond Jubilee 2025	08/08/2025 - 08/10/2025	40	225	\$144,450.77
Sports Sales	West Texas Futurity	2025 West Texas Futurity	08/06/2025 - 08/17/2025	350	203	\$864,242.67
Sports Sales	Texas Panhandle Youth Sports Foundation	Back to School Bash 2025	08/22/2025 - 08/24/2025	80	0	\$58,722.86
Sports Sales	X-Treme Fast Draw Association	2025 XFDA World Finals Championship	08/28/2025 - 09/31/2025	50	0	\$85,514.79
Meeting Sales	Texas Panhandle Peace Officers Association	Texas Panhandle Peace Officers Association 2025	08/30/2025 - 09/05/2025	140	0	\$128,551.87
Sports Sales	Western Lone Star Senior Ladies Golf Association	2025 Western Lonesar Senior Ladies Golf Tournament	09/07/2025 - 09/12/2025	50	200	\$80,616.31
Meeting Sales	Panhandle Kennel Club of the American Kennel Club	2025 Panhandle Kennel Club of Texas	09/09/2025 - 09/14/2025	300	0	\$271,156.98
Meeting Sales	American Quarter Horse Hall of Fame & Museum	American Quarter Horse Hall of Fame Banquet 2025	09/12/2025 - 09/14/2025	50	0	\$161,751.06
Meeting Sales	Texas High Plains Writers	New Frontiers in Writing 2025	09/26/2025 - 09/28/2025	50	65	\$29,752.42
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	CCWJ Circuit Event	10/18/2025 - 10/19/2025	70	0	\$14,490.00
Sports Sales	Texas Panhandle Youth Sports Foundation	Halloween Howl 2025	10/24/2025 - 10/26/2025	80	0	\$56,722.86
Meeting Sales	Hospitality Educators Association of Texas (HEAT)	HEAT- Hospitality Educators Association of Texas 2025	11/02/2025 - 11/05/2025	80	190	\$76,763.30
Meeting Sales	Inform Texas	Inform Texas USA 2025	11/03/2025 - 11/06/2025	100	210	\$87,693.11
Sports Sales	Texas Panhandle Youth Sports Foundation	Frozen Ropes Sugfest 2025	11/07/2025 - 11/09/2025	80	0	\$56,722.86
Sports Sales	Working Ranch Cowboy Association	WRCA 30th World Championship Ranch Rodeo - Staff Rooms Only	11/09/2025 - 11/17/2025	400	0	\$1,285,972.04
Meeting Sales	Jehovah Witnesses	CCWJ 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	11/29/2025 - 11/30/2025	350	0	\$334,280.25
Meeting Sales	IDEAG Group, LLC	2025 Amarillo Farm and Ranch Show	12/02/2025 - 12/05/2025	368	0	\$2,934,501.17
Meeting Sales	Amarillo Tri-State Exposition	Amarillo Classic Junior Stock Show 2025	12/03/2025 - 12/07/2025	200	510	\$315,788.42
Meeting Sales	Global Animal Products	2025 Christmas Meeting	12/10/2025 - 12/13/2025	15	0	\$22,567.96
Total (40)				4,872	2,285	\$9,161,157.89

Groups Served

Date Range: 10/01/2024-07/02/2025

Group	Account	Meeting Name	Meeting Dates	People	Total Room Econ Value
Meeting Sales	B-2/ 501st Airborne	Meeting B-2/ 501st Airborne Reunion	10/02/2024 - 10/06/2024	25	0
Meeting Sales	Anarillo CVB	MugpasPhonmahaiay Wedding	10/04/2024 - 10/07/2024	50	135
Meeting Sales	Family Reunion/Wedding Party's	Wilson School - 10/05/2024	10/04/2024 - 10/05/2024	25	0
Meeting Sales	Texas Speech Communications Association	2024 TSCA Conference	10/09/2024 - 10/12/2024	300	372
Meeting Sales	Anarillo CVB	Anarillo International Film Festival	10/10/2024 - 10/13/2024	50	120
Sports Sales	CrossFit 806	806 Classic - 2024	10/11/2024 - 10/13/2024	50	60
Meeting Sales	Fandom Events	Cottonwood Fair 2024	10/12/2024 - 10/13/2024	50	0
Sports Sales	Cowboy Mounted Shooting Association	2024 CHSA Wrangler World Championships	10/12/2024 - 10/20/2024	100	0
Sports Sales	United States Team Penning Association	2024 USTPA World Finals	10/17/2024 - 10/26/2024	200	0
Sports Sales	Legends Roughstock Series	Halloween HulaBingo Legends Roughstock Series 2024	10/18/2024 - 10/20/2024	75	125
Meeting Sales	Peak Fighting	PFC 34 Fight Night October 24	10/18/2024 - 10/19/2024	244	0
Meeting Sales	Jehovah Witnesses	CCW Circuit Event	10/19/2024 - 10/20/2024	70	0
Sports Sales	Texas Panhandle Youth Sports Foundation	Ghouls Just Wanna Have Fun 2024	10/19/2024 - 10/20/2024	80	0
Meeting Sales	Anarillo High School	Anarillo High School 50th Alumni Assoc. 2024 Reunion	10/25/2024 - 10/26/2024	50	0
Sports Sales	Texas Panhandle Youth Sports Foundation	Halloween Howl 2024	10/26/2024 - 10/27/2024	80	0
Sports Sales	Conference-Commissioners Association Division 2	2024 D2CCA Tip Off Classic	10/31/2024 - 11/03/2024	76	348
Meeting Sales	Indian Association of Anarillo	2024 IAAHO New Year Celebration	11/02/2024 - 11/02/2024	0	0
Meeting Sales	Anarillo College Washington Campus	USATCC South Central Regional Student Conference 2024	11/07/2024 - 11/09/2024	100	96
Sports Sales	Texas Panhandle Youth Sports Foundation	Frozen Tunes Singslast 2024	11/08/2024 - 11/10/2024	80	0
Sports Sales	Working Ranch Cowboy Association	WRCA 29th World Championship Ranch Rodeo - Staff Rooms Only	11/12/2024 - 11/18/2024	400	0
Sports Sales	Working Ranch Cowboy Association	WTCA 29th World Championship Ranch Rodeo - Courtesy Block Request	11/13/2024 - 11/18/2024	4,000	0
Sports Sales	Bronc Stomper Productions, LLC	Bornie City Broncs and United Bucking Horse Association World Finals	11/15/2024 - 11/18/2024	150	0
Meeting Sales	Jehovah Witnesses	CCW Circuit Event	11/16/2024 - 11/17/2024	70	0
Sports Sales	Anarillo Independent School District	Yellow City Classic Basketball Tournament 2024	11/25/2024 - 11/27/2024	40	0
Sports Sales	CBI Barrel Racing	2024 Christmas Cobi Barrel Racing	11/29/2024 - 12/01/2024	65	0
Sports Sales	Texas USA Wrestling	2024 Panhandle Nationals Wrestling Tournament	11/29/2024 - 12/03/2024	350	0
Meeting Sales	IDeAg Group, LLC	2024 Anarillo Farm and Ranch Show	12/04/2024 - 12/06/2024	384	605
Meeting Sales	Anarillo Tri-State Exposition	Anarillo Classic Junior Stock Show 2024	12/04/2024 - 12/06/2024	200	630
Meeting Sales	Global Animal Products	2024 Christmas Meeting	12/11/2024 - 12/14/2024	15	47
Meeting Sales	Northside Toy Drive	Northside Toy Drive Block event 2024	12/13/2024 - 12/14/2024	50	0
Sports Sales	National Junior College Athletic Association	2024 NCAA Football Championship	12/16/2024 - 12/19/2024	160	589
Meeting Sales	Chapel Hill Missionary Baptist Church/Mount Herman Missionary Baptist Church Association	Traveling Standley - mission Trip and pin exchange for youth group	01/09/2025 - 01/09/2025	0	0
Sports Sales	Anarillo Hockey Association	Stanley Cup Hockey Tournament	01/17/2025 - 01/20/2025	240	720
Meeting Sales	Parkhill	Anarillo Architecture Tour 2025	02/03/2025 - 02/07/2025	10	59
Sports Sales	West Texas A&M University Athletics	WT 806 Day Basketball Tournament	02/08/2025 - 02/08/2025	0	0
Meeting Sales	First Presbyterian Church	Presbyterian Church 2025 Mission Trip	02/17/2025 - 02/28/2025	0	0
Meeting Sales	Fandom Events	Bornie City Cornic Con	02/28/2025 - 03/02/2025	20	80
Meeting Sales	Panhandle Kennel Club of the American Kennel Club	AKC FASTCATS 2025	02/28/2025 - 03/02/2025	75	0
Meeting Sales	West Texas Pharmacy Association	2025 WTPA Annual Conference	02/28/2025 - 03/02/2025	60	100
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
Sports Sales	Anarillo Hockey Association	Wranglers Parents Weekend 2025	03/14/2025 - 03/16/2025	20	40
Sports Sales	Texas Panhandle Youth Sports Foundation	Come Out Swinging Baseball 2025	03/21/2025 - 03/23/2025	80	0
Meeting Sales	Jehovah Witnesses	CCW Circuit Event	03/22/2025 - 03/23/2025	70	0
Meeting Sales	Texas Water Wildlife Association	Panhandle Regional Training 2025	03/24/2025 - 03/27/2025	50	0
Meeting Sales	FIRST* IN TEXAS	2025 FIRST* Robotic Competition- District Event	03/27/2025 - 03/30/2025	600	540
Sports Sales	West Texas Ranch Rodeo	2025 World Championship Blacksmith Competition	04/09/2025 - 04/13/2025	250	240
Meeting Sales	Yellow City Comic Convention - YC3	2025 Yellow City Comic Convention - YC3	04/10/2025 - 04/13/2025	100	0
Sports Sales	Southwest Trampoline and Tumbling Association	2025 STR Texas and New Mexico State Championship	04/11/2025 - 04/13/2025	175	0
Sports Sales	Texas Panhandle Youth Sports Foundation	Joe Taco-Opjio Taco Classic Baseball 2025	04/11/2025 - 04/13/2025	250	150
Sports Sales	West Texas Ranch Rodeo	2025 West Texas Ranch Rodeo	04/13/2025 - 04/18/2025	300	160
Sports Sales	National Intercollegiate Ranch & Stock Horse Association	2025 NIRSHA Show	04/13/2025 - 04/18/2025	100	0
Meeting Sales	Jehovah Witnesses	CCW Circuit Event	04/19/2025 - 04/20/2025	70	0
Meeting Sales	Dust Devil Duel, LLC	Dust Devil Duel 2025	04/25/2025 - 04/27/2025	100	285
Meeting Sales	Greater Southwest Music Festival	2025 Greater Southwest Music Festival	04/30/2025 - 05/03/2025	10	0
Sports Sales	Panhandle Quarter Horse Association	2025 PQHA VRII World Dress Show Rehearsal Show	05/02/2025 - 05/04/2025	100	40
Meeting Sales	Reunion and Wedding Parties	Pauksky-Harison Wedding	05/03/2025 - 05/04/2025	30	30
Meeting Sales	National Collegiate Athletic Association	NCAA Division II Women's Regional Championship 2025	05/04/2025 - 05/07/2025	75	0
Meeting Sales	Nuclear Care Partners	Nuclear Care Partners- Meeting Space Request	05/07/2025 - 05/07/2025	0	0
Meeting Sales	Texas Workforce Commission	TWC Employer Regional Conference Anarillo 2025	05/08/2025 - 05/10/2025	20	20
Sports Sales	Peak Fighting	PFC 34 Fight Night May 25	05/09/2025 - 05/11/2025	244	0

Meeting Name	Meeting Dates	People	Total Room Econ Value
10/02/2024 - 10/06/2024	10/02/2024 - 10/06/2024	25	0
10/04/2024 - 10/07/2024	10/04/2024 - 10/07/2024	50	135
10/09/2024 - 10/12/2024	10/09/2024 - 10/12/2024	300	372
10/10/2024 - 10/13/2024	10/10/2024 - 10/13/2024	50	120
10/11/2024 - 10/13/2024	10/11/2024 - 10/13/2024	50	60
10/12/2024 - 10/20/2024	10/12/2024 - 10/20/2024	100	0
10/17/2024 - 10/26/2024	10/17/2024 - 10/26/2024	200	0
10/18/2024 - 10/20/2024	10/18/2024 - 10/20/2024	75	125
10/18/2024 - 10/19/2024	10/18/2024 - 10/19/2024	244	0
10/19/2024 - 10/20/2024	10/19/2024 - 10/20/2024	70	0
10/19/2024 - 10/20/2024	10/19/2024 - 10/20/2024	80	0
10/25/2024 - 10/26/2024	10/25/2024 - 10/26/2024	50	0
10/26/2024 - 10/27/2024	10/26/2024 - 10/27/2024	80	0
10/31/2024 - 11/03/2024	10/31/2024 - 11/03/2024	76	348
11/02/2024 - 11/02/2024	11/02/2024 - 11/02/2024	0	0
11/07/2024 - 11/09/2024	11/07/2024 - 11/09/2024	100	96
11/08/2024 - 11/10/2024	11/08/2024 - 11/10/2024	80	0
11/12/2024 - 11/18/2024	11/12/2024 - 11/18/2024	4,000	0
11/13/2024 - 11/18/2024	11/13/2024 - 11/18/2024	150	0
11/15/2024 - 11/18/2024	11/15/2024 - 11/18/2024	70	0
11/25/2024 - 11/27/2024	11/25/2024 - 11/27/2024	40	0
11/29/2024 - 12/01/2024	11/29/2024 - 12/01/2024	65	0
11/29/2024 - 12/03/2024	11/29/2024 - 12/03/2024	350	0
12/04/2024 - 12/06/2024	12/04/2024 - 12/06/2024	384	605
12/04/2024 - 12/06/2024	12/04/2024 - 12/06/2024	200	630
12/11/2024 - 12/14/2024	12/11/2024 - 12/14/2024	15	47
12/13/2024 - 12/14/2024	12/13/2024 - 12/14/2024	50	0
12/16/2024 - 12/19/2024	12/16/2024 - 12/19/2024	160	589
01/09/2025 - 01/09/2025	01/09/2025 - 01/09/2025	0	0
01/17/2025 - 01/20/2025	01/17/2025 - 01/20/2025	240	720
02/03/2025 - 02/07/2025	02/03/2025 - 02/07/2025	10	59
02/08/2025 - 02/08/2025	02/08/2025 - 02/08/2025	0	0
02/17/2025 - 02/28/2025	02/17/2025 - 02/28/2025	0	0
02/28/2025 - 03/02/2025	02/28/2025 - 03/02/2025	20	80
02/28/2025 - 03/02/2025	02/28/2025 - 03/02/2025	75	0
02/28/2025 - 03/02/2025	02/28/2025 - 03/02/2025	60	100
03/11/2025 - 03/15/2025	03/11/2025 - 03/15/2025	65	300
03/14/2025 - 03/16/2025	03/14/2025 - 03/16/2025	20	40
03/21/2025 - 03/23/2025	03/21/2025 - 03/23/2025	80	0
03/22/2025 - 03/23/2025	03/22/2025 - 03/23/2025	70	0
03/24/2025 - 03/27/2025	03/24/2025 - 03/27/2025	50	0
03/27/2025 - 03/30/2025	03/27/2025 - 03/30/2025	600	540
04/09/2025 - 04/13/2025	04/09/2025 - 04/13/2025	250	240
04/10/2025 - 04/13/2025	04/10/2025 - 04/13/2025	100	0
04/11/2025 - 04/13/2025	04/11/2025 - 04/13/2025	175	0
04/11/2025 - 04/13/2025	04/11/2025 - 04/13/2025	250	150
04/13/2025 - 04/18/2025	04/13/2025 - 04/18/2025	300	160
04/13/2025 - 04/18/2025	04/13/2025 - 04/18/2025	100	0
04/19/2025 - 04/20/2025	04/19/2025 - 04/20/2025	70	0
04/25/2025 - 04/27/2025	04/25/2025 - 04/27/2025	100	285
04/30/2025 - 05/03/2025	04/30/2025 - 05/03/2025	10	0
05/02/2025 - 05/04/2025	05/02/2025 - 05/04/2025	100	40
05/03/2025 - 05/04/2025	05/03/2025 - 05/04/2025	30	30
05/04/2025 - 05/07/2025	05/04/2025 - 05/07/2025	75	0
05/07/2025 - 05/07/2025	05/07/2025 - 05/07/2025	0	0
05/08/2025 - 05/10/2025	05/08/2025 - 05/10/2025	20	20
05/09/2025 - 05/11/2025	05/09/2025 - 05/11/2025	244	0

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 Bull Branding Steer & Heifer Show	05/23/2025 - 05/26/2025	50	115	\$68,950.55
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 Bats-Basball 2025	05/30/2025 - 06/01/2025	200	0	\$86,120.13
Meeting Sales	Cuero Cowboy Club	2025 Cow's Runch Rodeo & Cattle Drive	06/05/2025 - 06/08/2025	885	0	\$404,980.00
Meeting Sales	Pilot International	.85 International Airplane Pilots Club Reunion	06/05/2025 - 06/08/2025	35	0	\$9,058.88
Sports Sales	Texas Panhandle Pistoleros	TX 66 Fast Draw 2025 2nd Annual Championships/TX Rt 66 Festival	06/05/2025 - 06/08/2025	25	0	\$7,222.14
Sports Sales	Texas Panhandle Youth Sports Foundation	Bring the Heat 2025	06/06/2025 - 06/08/2025	80	0	\$58,722.86
Meeting Sales	Kids Incorporated	Panhandle Sports Hall of Fame 2025 Annual Ceremonies	06/06/2025 - 06/08/2025	0	0	\$17,152.42
Meeting Sales	Beef Improvement Federation	2025 Beef Improvement Federation Research Symposium	06/09/2025 - 06/13/2025	250	733	\$332,018.68
Meeting Sales	3rd Marine Division Association	3rd Marine Division Reunion 2025	06/12/2025 - 06/15/2025	15	38	\$16,656.67
Meeting Sales	Texas Panhandle Youth Sports Foundation	2025 State Baseball Tournament	06/13/2025 - 06/15/2025	1,500	1,000	\$824,046.93
Sports Sales	American Quarter Horse Association	2025 Versatility Ranch Horse World Championship Show	06/14/2025 - 06/22/2025	300	0	\$1,347,340.46
Meeting Sales	Western Writers of America	Western Writers of America Annual Meeting	06/18/2025 - 06/21/2025	100	480	\$184,348.68
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	\$27,182.89
Sports Sales	GBT Barrel Racing	2025 Christian Congregation of Jehovah's Witnesses- Week 2	06/26/2025 - 06/29/2025	400	0	\$248,400.00
Meeting Sales	Xcel Energy	2025 Summer Gun Barrel Race	06/27/2025 - 06/29/2025	50	0	\$72,820.67
Meeting Sales	Amarillo Gun Club (Texas Trapshooters Association)	2025 XCEL 31st Lone Star Lineman's Rodeo	06/27/2025 - 06/28/2025	450	0	\$266,355.00
Sports Sales	Will Rogers Range Riders	2025 Texas State Trap Shoot	07/01/2025 - 07/05/2025	300	0	\$508,969.35
Sports Sales		2025 Will Rogers Range Riders Rodeo	07/01/2025 - 07/05/2025	125	0	\$169,115.65
Total (82)				16,332	8,287	\$71,958,543.13

Report: Lost Business Report

Lost Reason	Economic Impact	Lost Count	Lost Note
Board Vote/Preference/Internal Politics	\$0.00	1	
Multiple Reasons	\$0.00	0	
Lost Business Detail			
Organization Name	Lead Name	Meeting Site	Room
Texas Chamber of Commerce Executives	2026 Annual Conference [7558]	6/14/2026	Night
		175	Economic Lost Reason
		390	Board Vote/Preference/Internal Politics
			Lost to Abilene



Pending Meeting Sales & Sports Leads

Pending Meeting Sales & Sports Leads

07/01/2025 - 12/31/2028
Meeting Sales, Sports Sales

Oct 23 - 26	Amarillo Invitational Balloon Rally Pirates of the Canyon 2025	Group: Meeting Sales Room Nights: 75 Peak Rooms: 25 Attendance: 25 EIC: \$20,700.00	Lead
Nov 12 - 17	Working Ranch Cowboy Association WRCA 30th World Championship Ranch Rodeo - Courtesy Block Request	Group: Sports Sales Room Nights: 80 Peak Rooms: 20 Attendance: 4000 EIC: \$0.00	Lead
Dec 15 - 18	National Junior College Athletic Association 2025 NJCAA Football Championship	Group: Sports Sales Room Nights: 480 Peak Rooms: 160 Attendance: 160 EIC: \$635,592.27	Pending
Mar 21 - 25	Khiva Shrine 2026 Association Conferences for SRA (recorder)and STA (treasurer)	Group: Meeting Sales Room Nights: 270 Peak Rooms: 85 Attendance: 85 EIC: \$127,599.75	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	Lead

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

May
1 - 9

National Narcotic Detector Dog Association
2026 Annual NNDDA Training Conference

Group: Meeting Sales

Room Nights: 750

Peak Rooms: 100

Attendance: 100

EIC: \$238,350.70

Pending

Jun
7 - 14

Framework Events
OccuNet Classic 2026

Group: Sports Sales

Room Nights: 0

Peak Rooms: 0

Attendance: 0

EIC: \$0.00

Pending

Jun
15 - 19

Miss Rodeo Texas
Miss Rodeo Texas 2026

Group: Sports Sales

Room Nights: 282

Peak Rooms: 100

Attendance: 100

EIC: \$141,875.86

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 19 - 23	American Junior Golf Association AJGA 2026	Group: Sports Sales Room Nights: 370 Peak Rooms: 70 Attendance: 60 EIC: \$194,489.26	Pending
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 NUCAA Football Championship

Group: Sports Sales

Room Nights: 480

Peak Rooms: 160

Attendance: 160

EIC: \$647,315.73

Pending

Feb
5 - 11

Texas Chapter of the American Public Works Association
Texas APWA Workshop and Equipment Roadshow

Group: Meeting Sales

Room Nights: 360

Peak Rooms: 160

Attendance: 160

EIC: \$0.00

Lead

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

Jun
8 - 11

Texas Society of Professional Engineers
TSPE State Professional Engineering Conference 2027

Group: Meeting Sales

Room Nights: 900

Peak Rooms: 300

Attendance: 300

EIC: \$343,355.92

Lead

Jun
13 - 16

Texas Chapter of the American Public Works Association
Texas Chapter of APWA Annual Conference 2027

Group: Meeting Sales

Room Nights: 500

Peak Rooms: 200

Attendance: 200

EIC: \$0.00

Lead

Jul 5 - 9	American Quarter Horse Association 2027 Youth Excellence Seminar (YES) Leadership Conference	Group: Meeting Sales Room Nights: 0 Peak Rooms: 0 Attendance: 65 EIC: \$103,382.71	Pending
Aug 4 - 16	West Texas Futurity 2027 West Texas Futurity	Group: Sports Sales Room Nights: 555 Peak Rooms: 55 Attendance: 350 EIC: \$0.00	Pending
Oct 31 - Nov 4	Texas Downtown Association 2026 or 2027 Texas Downtown Conference	Group: Meeting Sales Room Nights: 341 Peak Rooms: 120 Attendance: 120 EIC: \$0.00	Lead
Nov 7 - 15	Working Ranch Cowboy Association WRCA 32nd World Championship Ranch Rodeo - Staff Rooms Only	Group: Sports Sales Room Nights: 0 Peak Rooms: 0 Attendance: 400 EIC: \$0.00	Pending
Dec 13 - 16	National Junior College Athletic Association 2027 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: \$5,431,796.72

JUNE REPORTING

VISIT AMARILLO

 MADDEN
JULY 2025

AMARILLO 

Stuff You're Going To Hear About



SEM

INSTAGRAM

FACEBOOK

META REMARKETING

PREMIUM CTV

PROGRAMMATIC DISPLAY

PROGRAMMATIC VIDEO

ATMOSPHERE

R66 META

JUNE 2025 PERFORMANCE AT A GLANCE



SEM

- 9,001 Clicks
- 157,420 Impressions
- 5.72% CTR

9.39% CTR Benchmark

INSTAGRAM

- 452 Clicks
- 644,373 Impressions
- .07% CTR
- 209,436 Reach

FACEBOOK

- 5,306 Clicks
- 150,905 Impressions
- 3.52% CTR
- 71,816 Reach

1.75% CTR Benchmark

META REMARKETING

- 8,349 Clicks
- 132,777 Impressions
- 6.29% CTR
- 81,432 Reach

2.22% CTR Benchmark

PREMIUM CTV

- 269,539 Impressions
- 129,542 Reach
- 2.08 Frequency

PROG. DISPLAY

- 2,355 Clicks
- 515,232 Impressions
- .46% CTR
- 53,579 Conversions

.51% CTR Benchmark

PROGRAMMATIC VIDEO

- 2,026 Clicks
- 200,263 Impressions
- 1.01% CTR
- 31,598 Conversions

1.97% CTR Benchmark

ATMOSPHERE

- 153,894 Paid Impressions
- 155,587 AV Impressions

R66 META

- 4,397 Clicks
- 341,925 Impressions
- 2.48% CTR
- 209,436 Reach

1.75% CTR Benchmark



FY25 GOAL PERFORMANCE - YTD

PERFORMANCE TACTIC	GOAL	ACTUAL	COMPLETION %
SEM	58,333 Clicks	63,307 Clicks	109%
INSTAGRAM	3,400,000 Imps	5,573,135 Imps	164%
FACEBOOK	31,395 Clicks	31,435 Clicks	100%
META REMARKETING	18,868 Clicks	46,256 Clicks	245%
PREMIUM CTV	625,000 Imps	889,112 Imps	142%
PROG. DISPLAY	2,870,000 Imps	2,569,395 Imps	90%
PROG. VIDEO	1,000,000 Imps	760,149 Imps	76%
ATMOSPHERE	667,000 Imps	648,652 Imps	97%
R66 META	17,262 Clicks	30,696 Clicks	178%
R66 PROG. DISPLAY	1,600,000 Imps	2,370,633 Imps	148%
R66 PROG. VIDEO	233,000 Imps	255,632 Imps	110%

SEM

WHAT WORKED

- As the Route 66 Festival grew closer, we noticed a 14.36% increase in clicks on the Events Ad group, month over month. This indicates that our awareness tactics for the event were driving interest.
- Keyword optimization efforts led to a 36.03% increase in CTR month-over-month.

KEY LEARNINGS

- Since January, there has been a 69% increase in AI Overviews generated on Google for Visit Amarillo. Google expanded AI Overviews globally in 2024, now serving over 1 billion users monthly, prioritizing AI-generated summaries at the top of search results to deliver quick answers without requiring clicks. This shift explains Visit Amarillo's increase in AI Overviews, highlighting both heightened visibility opportunities and evolving search behavior impacts.

157,420
IMPRESSIONS

9,001
CLICKS

5.72%
CTR
9.39% BENCHMARK



TOP AD
SEM

**Amarillo Texas Events Calendar | Event
Calendar Amarillo, Texas | Explore Amarillo,
Texas Events**

Ad www.visitamarillo.com

Looking for something to do? Check out the many events happening every day in Amarillo. Looking for fun things to do in Texas? Explore a variety of events happening in Amarillo.

[Texas Route 66 Festival](#)

[Top Things to Do](#)

[Get a Free Visitors Guide](#)

[Kid Friendly Things to Do](#)

INSTAGRAM

WHAT WORKED

- While the campaign is optimized for reach, it is generating clicks with a younger audience. Specifically, users aged 25-34 are responsible for for 265 clicks.
- While Reels placements continue to be the top for reach, impressions and clicks, the Stories placement actually saw the highest CTR of .13%.

KEY LEARNINGS

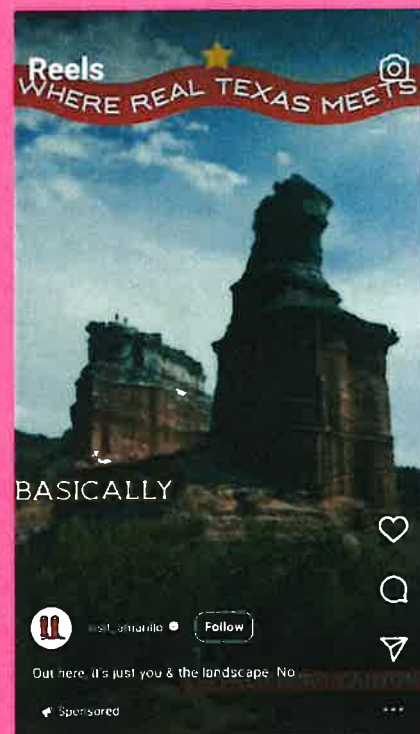
- The Outdoors/Western campaign has been the strongest campaign at driving page engagement with 66,611 engagements. Spring received 49,444 page engagements while the ski campaign delivered 3,356.

644,373
IMPRESSIONS

452
CLICKS

209,436
Reach

TOP AD INSTAGRAM



FACEBOOK

WHAT WORKED

- Facebook Feed ads were responsible for the lionshare of clicks, earning 3,809 clicks for the month.
- Reels placements earned the highest ThruPlays - 7,390.

KEY LEARNINGS

- Users aged 45+ generated 4,909 clicks on the campaign.

150,905
IMPRESSIONS

5,306
CLICKS

3.52%
CTR
1.75% BENCHMARK

71,816
REACH

TOP AD FACEBOOK

**Visit Amarillo** 

Sponsored 

...

✕

Leave the world behind. Out here, the noise fades and the canyon calls. Winding trails and big skies invite you to roam free.



**visitamarillo.com**
Get More TX On Your Trip

Learn more

   485

31 comments 19 shares

 Like

 Comment

 Share

META REMARKETING

WHAT WORKED

- Segmenting the campaign by age groups continues to help achieve a more balanced distribution of performance, indicating that the messaging is effectively resonating with both segments and driving engagement.

Age Group	Impressions	Clicks	CTR
25-44	64,133	3,600	5.61%
45-64	68,644	4,749	6.92%

KEY LEARNINGS

- The ad featuring the copy "You've hiked and biked..." with a close-up of the Humvee — the top-performing ad of the month — generated stronger engagement among the 25–44-year-old audience. In contrast, the ad with the copy "Whether it's boots, bikes, or Humvees..." paired with an aerial view of the Jeep Tour resonated more with the 45+ audience, driving higher engagement within that segment.

123,777
IMPRESSIONS

8,349
CLICKS

6.29%
CTR
2.22% BENCHMARK

81,432
REACH

TOP AD META REMARKETING G

**Visit Amarillo** 

Sponsored 

You've hiked and biked Texas trails, but have you ever stormed up canyon walls in the back of a rugged humvee?



CRUISE

REAL TEXAS

PALO DURO TEEF TOURS

visitamarillo.com
**Western Dreams
Made Easy**

[Learn more](#)

   567

35 comments

 Like  Comment  Share

PREMION CTV

WHAT WORKED

- We noticed strong impression delivery on premium publishers:
 - ◆ Hulu - 50,329
 - ◆ Discovery+ - 818,107
 - ◆ Disney+ - 8,908

KEY LEARNINGS

- Top impression delivery occurred from 12-8p totalling - 137,618.
- DMA Impressions:
 - ◆ Oklahoma City - 129,042
 - ◆ Albuquerque-Santa Fe - 108,993
 - ◆ Lubbock - 31,504

269,539
IMPRESSIONS

129,542
REACH

2.08
FREQUENCY

PROGRAMMATIC DISPLAY

WHAT WORKED

- While performance continued to be closely split between the two age groups, users aged 25-44 generated 1,243 clicks and saw a higher CTR of .47%.
- Users aged 45-64 generated the majority of conversions with 36,547.

KEY LEARNINGS

→	Conversion Breakdown	
◆	Time on Site Greater Than 15 Sec	26,482
◆	Things To Do Page	12,968
◆	Events Page	11,178
◆	Blog Page	1,317
◆	Food & Drink Page	1,147
◆	Places to Stay Page	345
◆	Travel guide Page	85
◆	Route 66 Festival Updates Sign Up Button Click	26
◆	Travel Guide Form Fill Thank You	15
◆	About Amarillo Page	11

515,232
IMPRESSIONS

2,355
CLICKS

.46%
CTR
.51% BENCHMARK

53,579
CONVERSIONS



TOP AD PROG. DISPLAY



PROGRAMMATIC VIDEO

WHAT WORKED

- Campaign earned 197,383 views with 119,276 completed views.
- Top age group for clicks and impressions were users aged 35-44.

KEY LEARNINGS

→	Conversion Breakdown	
◆	Time on Site Greater Than 15 Sec	15,976
◆	Events Page	6,977
◆	Things To Do Page	6,892
◆	Blog Page	766
◆	Food & Drink Page	715
◆	Places to Stay Page	196
◆	Travel guide Page	45
◆	Route 66 Festival Updates Sign Up Button Click	15
◆	About Amarillo Page	7
◆	Travel Guide Form Fill Thank You	7

200,263
IMPRESSIONS

2,026
CLICKS

1.01%
CTR
1.97% BENCHMARK

31,598
CONVERSIONS

ATMOSPHERE

KEY LEARNINGS

- DMA Impression Breakdown:
 - ◆ Colorado Springs - 93,683
 - ◆ Albuquerque-Santa Fe - 82,168
 - ◆ Lubbock - 79,230
 - ◆ Denver - 54,401
- Top Zip Codes
 - ◆ 80524 - Fort Collins
 - ◆ 79407 - Lubbock
 - ◆ 79424 - Lubbock
 - ◆ 80907 - Colorado Springs
 - ◆ 80537 - Loveland

153,894
PAID IMPRESSIONS

155,587
AV IMPRESSIONS

R66 META

WHAT WORKED

- Facebook Reels drove performance - delivering 2,044 clicks.
- Campaign generated 5,402 Page Engagements including 852 reactions, 31 saves, and 74 shares.

KEY LEARNINGS

- Top DMAs for clicks were Albuquerque-Santa Fe (620), Lubbock (516), Oklahoma City (463), Denver (396), and Kansas City (345).

341,925
IMPRESSIONS

4,397
CLICKS

2.48%
CTR
1.75% BENCHMARK

209,436
REACH



TOP AD R66 META





THANKS!

