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1000 S. Polk St. Amarillo, TX 79101

NOTICE OF MEETING & AGENDA CONVENTION AND VISITORS' BUREAU BOARD OF DIRECTORS MEETING

REGULAR MEETING TO BE HELD ON WEDNESDAY NOVEMBER 19, 2025, AT 8:30 AM AT THE BIVINS MANSION, 1000 S. POLK ST., AMARILLO, TX.

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 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. Consideration: Minutes from October 22, 2025**
- 3. Consideration: Quarterly Financial Report, Braley Beck**
- 4. Update: Arts & Culture - Sherman Bass**
- 5. Consideration: Board Appointments - Bobby Lee, Al Patel**
- 6. Public Forum**
- 7. General Announcements from Board Members**
- 8. Discussion on future meeting dates and possible agenda items.**
The next meeting date is December 17, 2025
- 9. 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.





MINUTES OF THE REGULAR CVB BOARD MEETING HELD ON WEDNESDAY, OCTOBER 22, 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.

Voting Member	Present	No. Meetings Held	No. Meetings Attended
<u>Angela Knapp Eggers</u>	Y	1	1
<u>Vic Ragha</u>	N	1	0
<u>Phyllis Golden</u>	Y	1	1
<u>Bobby Lee</u>	Y	1	1
<u>Coco Duckworth</u>	Y	1	1
<u>Don Tipps</u>	Y	1	1
<u>Jason Fenton</u>	Y	1	1
<u>Payal Nathu</u>	Y	1	1
<u>Al Patel</u>	Y	1	1
<u>Ex-Officios</u>			
<u>Beth Duke</u>	Y	1	1
<u>Bo Fowlkes</u>	Y	1	1
<u>Brady Ragland</u>	Y	1	1

1. Call to Order

- Coco Duckworth called the meeting to order.

2. Consideration: Minutes from September 24, 2025

- Motion to approve was made by Angela Knapp-Eggers, seconded by Payal Nathu. After a board vote, the motion for the minutes was approved.

3. Consideration: Quarterly Financial Report, Braley Beck

- The financial report has been postponed to next month.

4. Presentation: AI Facility Update, Trent Sisemore

- Trent Sisemore gave updates on the AI Facility that is to come to Amarillo.
 - o Dirt work has begun. Fermi will build several campuses and a private power generation facility.
 - o The building process is projected to take 15 years to complete, completing it in sections.
 - o This project will result in different visitors for Amarillo as they are working on completing the facility, as well as bringing in groups after the facility is finished.
 - o The facility will be located off of HWY 60, near Pantex.
 - o Fermi is working with Pantex and Texas Tech to complete the project.
 - o Trent Sisemore will be the community liaison throughout this process.

5. Presentation and Consideration: Arts Marketing Grants

- The jury has met and recommended grant amounts to the board.
- The jury has made a motion to approve the grant amounts as recommended. Bobby Lee proposed a new motion including a stipulation that the executive director of the CVB would better engage with the TEXAS Outdoor Musical Board of Directors. Phyllis Golden seconded. After a board vote, the motion was approved.

6. Public Forum

- No comments were made for public forum.

7. General Announcements from Board Members



- No general announcements were made.

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

The next meeting date is November 19, 2025 (one week early due to Thanksgiving)

9. Adjournment

- Coco Duckworth adjourned the meeting.

Respectfully submitted,

Ashley Robers
Administrative Assistant

CoCo Duckworth
CVB Board President



October 2025 Financial Report

Fiscal Year 2025.26
October 2025

Prepared by
Braley Beck

Prepared on
November 13, 2025

Summary

Quick Look:

- ACVB portion of HOT collections for October 2025 came in at \$229,322.84. This is \$37,393.84 over ACVB's projections
- Expenses came in at ~\$106,000 under budget
 - This is primarily due to variances in the budgeted expense month vs. the actual expense

Revenue and Sales:

- Total Revenues for October 2025 amounted to ~\$229,400.
- An additional ~\$7,000 of interest income was received

Expenses and Cost Management:

- Expenses in October were under budget by ~\$106,000
- **Departmental Expenses Over and Under:**
 - - Administration: Under Budget by ~\$61,000
Primarily due to the month budgeted vs actual expense month and contingency funds (i.e. legal fees, personnel expenses, etc.)
 - - Advertising: Under Budget by ~\$23,000
Due primarily to the timing of expenses vs. the budgeted month for the advertising agency and sales tools.
 - Arts: Over Budget by ~\$59,000
Due to the timing of arts grants disbursements
 - Communications: Under Budget by ~\$5,000
 - Film Commission: Under Budget by ~\$19,000
Due to the timing of expenses vs. the budgeted month
 - - Route 66 Festival: Under Budget by ~\$8,000
 - - Due to the timing of expenses vs. the budgeted month
 - Sales: Under Budget by ~\$34,000
Due to the timing of expenses vs. the budgeted month
Primarily Tradeshows/Organizations and Sales Tools
 - Servicing: Over Budget by ~\$21,000
Due to timing of boot pin order
 - Special Projects: Under Budget by ~\$16,000
Due to the timing of expenses vs. the budgeted month
 - Tourism: Under Budget by ~\$19,000
Due to the timing of expenses vs. the budgeted month
Primarily Advertising and Professional Organizations

HOT Collections:

- October's **Total** HOT collections were up 11.4% from the City's projected number. A total of \$80,539
- For October, the ACVB portion of HOT collections increased by \$34,516.71 (including Activity Fund), surpassing the **City's** projections.

Statement of Financial Position

As of October 31, 2025

	Total
ASSETS	
Current Assets	
Bank Accounts	
1000 Petty Cash	6.50
1010 Restricted Interest Checking Account	1,049,210.70
1020 Non-Restricted Checking	53,677.35
1030 Reserves Account	1,323,624.55
1040 Certificate of Deposit	1,000,000.00
1071 Bill.com Money In Clearing	150.00
1072 Bill.com Money Out Clearing	2,599.41
In-Kind Clearing	0.00
May 2023 Vanilla Gift Card for Content Creators	27.13
Total Bank Accounts	3,429,295.64
Accounts Receivable	
1100 Accounts Receivable (A/R)	855.16
Total Accounts Receivable	855.16
Other Current Assets	
1060 Undeposited Funds	13,788.21
1070 Prepaid Expenses	35,391.16
1210 Inventory	3,964.39
Inventory Asset	0.00
QuickBooks Tax Holding Account	8.65
Total Other Current Assets	53,152.41
Total Current Assets	3,483,303.21
Fixed Assets	
1300 Fixed Assets	
1310 Furniture	4,328.95
1320 Computers	4,055.80
1330 Accumulated depreciation	-17,922.16
1340 Leased Asset - ROU	180,250.00
1341 ROU Asset - Accumulated amortization	-70,317.00
Total 1300 Fixed Assets	100,395.59
Total Fixed Assets	100,395.59
TOTAL ASSETS	\$3,583,698.80

LIABILITIES AND EQUITY

Liabilities

Current Liabilities

	Total
Accounts Payable	
2010 Accounts Payable (A/P)	232,889.56
Total Accounts Payable	232,889.56
Credit Cards	
2300 Credit Card	
2305 BOA Credit Card - Through COA	0.00
2310 Spend & Expense Credit Card	39,986.98
Total 2300 Credit Card	39,986.98
Total Credit Cards	39,986.98
Other Current Liabilities	
2100 Sales Tax Payable	-21.56
2200 Payroll Liabilities	6,733.04
2215 Federal Taxes (941/943/944)	-7,473.66
2225 TX Unemployment Tax	8.65
2230 Retirement - Employee Contribution	10,079.09
2233 After-tax Roth	0.00
2235 Retirement Loan	321.80
2240 Employee Benefits to Pay	
2245 Vision	4.93
Total 2240 Employee Benefits to Pay	4.93
2250 Other Payroll Liabilities	
2255 AFLAC Accident	-46.62
2260 AFLAC Cancer	12.93
2265 AFLAC Critical	23.28
2270 AFLAC Hospital	35.76
2275 AFLAC Short-Term Disability	110.40
Total 2250 Other Payroll Liabilities	135.75
Unauthorized Expense Deduction	0.00
Total 2200 Payroll Liabilities	9,809.60
2400 Other Current Liabilities	
2410 Employee Expense Reimbursements Payable	60.46
Total 2400 Other Current Liabilities	60.46
Direct Deposit Payable	0.00
Out Of Scope Agency Payable	22.74
Repayment	
ATT Maritime Charge	0.00
Total Repayment	0.00
Total Other Current Liabilities	9,871.24
Total Current Liabilities	282,747.78

	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	388,098.78
Equity	
Opening balance equity	0.00
Retained Earnings	3,412,804.85
Net Revenue	-217,204.83
Total Equity	3,195,600.02
TOTAL LIABILITIES AND EQUITY	\$3,583,698.80

Statement of Activity by Class

October 2025

	Administration	Advertising	Arts	Communications	Film Commission	Route 66 Festival	Sales	Servicing	Special Projects	Tourism	TOTAL
REVENUE											
4000 Revenues											0.00
4010 HOT Funds	229,322.84										229,322.84
Total 4000 Revenues	229,322.84										229,322.84
4500 Merchandise Sales											0.00
4530 Product Sales						35.63					35.63
Total 4500 Merchandise Sales						35.63					35.63
Total Revenue	229,322.84	0.00	0.00	0.00	0.00	35.63	0.00	0.00	0.00	0.00	229,358.47
COST OF GOODS SOLD											
6230 Cost of Goods Sold Retail										0.00	0.00
Total Cost of Goods Sold	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
GROSS PROFIT	229,322.84	0.00	0.00	0.00	0.00	35.63	0.00	0.00	0.00	0.00	229,358.47
EXPENDITURES											
5000 Personnel Expenses											0.00
5100 Salaries and Wages	60,357.63										60,357.63
5110 Incentives	10,250.00										10,250.00
5220 Federal Taxes (941)	5,388.73										5,388.73
5230 State Unemployment	8.65										8.65
5300 Workers Compensation	107.24										107.24
5400 Retirement	7,158.07										7,158.07
5500 Communications Allowance	184.64										184.64
5600 Employee Health	7,894.50										7,894.50
5610 Employee Life & Disability	816.24										816.24
5630 Employee Dental/Vision	335.30										335.30
Total 5000 Personnel Expenses	92,501.00										92,501.00
6000 Program Expenses											0.00
6010 FAM/Site Visits				2.15			614.29	962.01			1,578.45
6020 Community Awareness				348.01	46.43		23.88			-18.40	399.92
6030 Professional Organizations	1,637.94			1,500.64						787.62	3,926.20
6050 Sales Tools		62,075.65					8,239.87				70,315.52
6060 Literature										1,500.00	1,500.00
6070 Photography/Videography	2,000.00			250.00							2,250.00

	Administration	Advertising	Arts	Communications	Film Commission	Route 66 Festival	Sales	Servicing	Special Projects	Tourism	TOTAL
6080 Trade Shows/Organizations							13,221.08				13,221.08
6110 Specialty Advertising							434.61	30,500.00			30,934.61
6120 Sales Calls					878.15		78.01				956.16
6150 Consumer Shows										4,800.54	4,800.54
6180 Education								2,008.00		30.00	2,038.00
6190 Equipment					227.99						227.99
6215 Arts Grants			134,500.00								134,500.00
6220 Advertising		54,590.32			91.94					3,320.00	58,002.26
6250 Association Dues and Memberships	2,590.00				940.00			350.00		1,560.00	5,440.00
6260 Software	276.00			2,047.08							2,323.08
6270 Research	4,837.50								9,375.00		14,212.50
6280 Misc. Meetings			88.74	107.88		95.48					292.10
6290 Special Events					1,081.46				957.69		2,039.15
6310 Ad Production		438.27		157.40							595.67
6500 Activity Fund								2,860.06			2,860.06
Total 6000 Program Expenses	11,341.44	117,104.24	134,588.74	4,413.16	3,265.97	95.48	22,611.74	36,680.07	10,332.69	11,979.76	352,413.29
7000 Administrative Overhead											0.00
7100 Contractual Services											0.00
7110 Communications Billing	412.49										412.49
7120 Postage	147.77									175.00	322.77
7140 Rental Land & Buildings	226.00										226.00
7150 Vehicle Lease	710.51										710.51
7160 IT Services	1,058.00										1,058.00
7170 Rented Equipment	722.22										722.22
7180 Professional Services	250.00										250.00
Total 7100 Contractual Services	3,526.99									175.00	3,701.99
7200 Other Charges											0.00
7210 Insurance and Bonds	402.00										402.00
7220 Mileage	1,137.43										1,137.43
7240 Executive Office Overhead	201.90										201.90
7250 Bank Fees/Service Charge	1,090.49										1,090.49
Total 7200 Other Charges	2,831.82										2,831.82
7300 Administrative Software	488.17										488.17
7700 Office Supplies	679.09							0.99			680.08

	Administration	Advertising	Arts	Communications	Film Commission	Route 66 Festival	Sales	Servicing	Special Projects	Tourism	TOTAL
7800 Misc. Office Expense	493.64										493.64
Total 7000 Administrative Overhead	8,019.71							0.99		175.00	8,195.70
Total Expenditures	111,862.15	117,104.24	134,588.74	4,413.16	3,265.97	95.48	22,611.74	36,681.06	10,332.69	12,154.76	453,109.99
NET OPERATING REVENUE	117,460.69	-117,104.24	-134,588.74	-4,413.16	-3,265.97	-59.85	-22,611.74	-36,681.06	-10,332.69	-12,154.76	-223,751.52
OTHER REVENUE											
4100 Interest Income	7,026.43										7,026.43
Total Other Revenue	7,026.43	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	7,026.43
OTHER EXPENDITURES											
7400 Depreciation Expense	216.84										216.84
Total Other Expenditures	216.84	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	216.84
NET OTHER REVENUE	6,809.59	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	6,809.59
NET REVENUE	\$124,270.28	\$ -117,104.24	\$ -134,588.74	\$ -4,413.16	\$ -3,265.97	\$ -59.85	\$ -22,611.74	\$ -36,681.06	\$ -10,332.69	\$ -12,154.76	\$ -216,941.93

FY 2025.26 Budget Vs. Actual Totals

October 2025

				Total
	Actual	Budget	over Budget	% of Budget
REVENUE				
4000 Revenues				
4010 HOT Funds	229,322.84	191,929.00	37,393.84	119.48 %
Total 4000 Revenues	229,322.84	191,929.00	37,393.84	119.48 %
4400 Special Events				
4410 Sponsorships		25,800.00	-25,800.00	
Total 4400 Special Events		25,800.00	-25,800.00	
4500 Merchandise Sales				
4530 Product Sales	35.63	0.00	35.63	
Total 4500 Merchandise Sales	35.63	0.00	35.63	
Total Revenue	229,358.47	217,729.00	11,629.47	105.34 %
GROSS PROFIT	229,358.47	217,729.00	11,629.47	105.34 %
EXPENDITURES				
5000 Personnel Expenses				
5100 Salaries and Wages	60,357.63	91,420.80	-31,063.17	66.02 %
5110 Incentives	10,250.00	10,500.00	-250.00	97.62 %
5220 Federal Taxes (941)	5,388.73	5,000.00	388.73	107.77 %
5230 State Unemployment	8.65	1,500.00	-1,491.35	0.58 %
5300 Workers Compensation	107.24	210.00	-102.76	51.07 %
5400 Retirement	7,158.07	10,722.08	-3,564.01	66.76 %
5500 Communications Allowance	184.64	300.00	-115.36	61.55 %
5600 Employee Health	7,894.50	9,000.00	-1,105.50	87.72 %
5610 Employee Life & Disability	816.24	1,000.00	-183.76	81.62 %
5630 Employee Dental/Vision	335.30	500.00	-164.70	67.06 %
Total 5000 Personnel Expenses	92,501.00	130,152.88	-37,651.88	71.07 %
6000 Program Expenses				
6010 FAM/Site Visits	1,578.45	5,200.00	-3,621.55	30.35 %
6020 Community Awareness	399.92	2,288.00	-1,888.08	17.48 %
6030 Professional Organizations	3,926.20	22,100.00	-18,173.80	17.77 %
6050 Sales Tools	70,315.52	90,341.83	-20,026.31	77.83 %
6060 Literature	1,500.00	2,600.00	-1,100.00	57.69 %
6070 Photography/Videography	2,250.00	7,350.00	-5,100.00	30.61 %
6080 Trade Shows/Organizations	13,221.08	29,420.00	-16,198.92	44.94 %
6090 Presentations		167.00	-167.00	
6110 Specialty Advertising	30,934.61	8,700.00	22,234.61	355.57 %

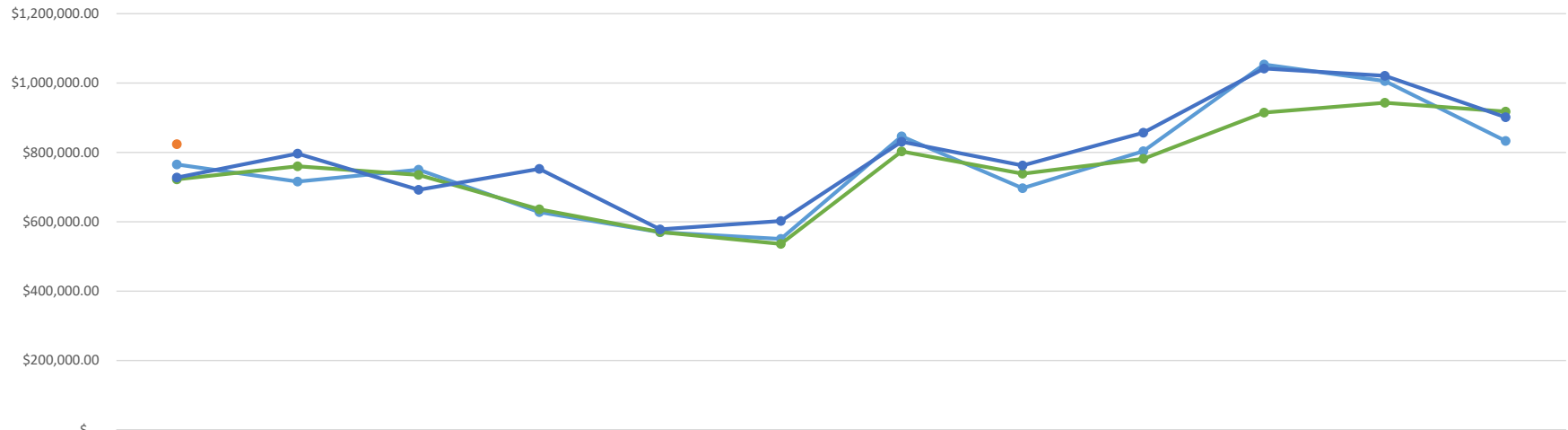
				Total
	Actual	Budget	over Budget	% of Budget
6120 Sales Calls	956.16	8,500.00	-7,543.84	11.25 %
6130 Financial Assistance		5,000.00	-5,000.00	
6140 Transportation		7,000.00	-7,000.00	
6150 Consumer Shows	4,800.54	7,000.00	-2,199.46	68.58 %
6160 Tour Development		150.00	-150.00	
6180 Education	2,038.00	980.00	1,058.00	207.96 %
6190 Equipment	227.99	0.00	227.99	
6215 Arts Grants	134,500.00	75,000.00	59,500.00	179.33 %
6220 Advertising	58,002.26	92,131.01	-34,128.75	62.96 %
6250 Association Dues and Memberships	5,440.00	6,435.00	-995.00	84.54 %
6260 Software	2,323.08	2,300.00	23.08	101.00 %
6270 Research	14,212.50	7,600.00	6,612.50	187.01 %
6280 Misc. Meetings	292.10	575.00	-282.90	50.80 %
6290 Special Events	2,039.15	26,600.00	-24,560.85	7.67 %
6310 Ad Production	595.67	2,750.00	-2,154.33	21.66 %
6500 Activity Fund	2,860.06		2,860.06	
Total 6000 Program Expenses	352,413.29	410,187.84	-57,774.55	85.92 %
7000 Administrative Overhead				
7100 Contractual Services				
7110 Communications Billing	412.49	950.00	-537.51	43.42 %
7120 Postage	322.77	300.00	22.77	107.59 %
7140 Rental Land & Buildings	226.00	1,750.00	-1,524.00	12.91 %
7150 Vehicle Lease	710.51	900.00	-189.49	78.95 %
7160 IT Services	1,058.00	1,250.00	-192.00	84.64 %
7170 Rented Equipment	722.22	400.00	322.22	180.56 %
7180 Professional Services	250.00	300.00	-50.00	83.33 %
Total 7100 Contractual Services	3,701.99	5,850.00	-2,148.01	63.28 %
7200 Other Charges				
7210 Insurance and Bonds	402.00	1,300.00	-898.00	30.92 %
7220 Mileage	1,137.43	600.00	537.43	189.57 %
7230 Legal Fees		5,000.00	-5,000.00	
7240 Executive Office Overhead	201.90	1,000.00	-798.10	20.19 %
7250 Bank Fees/Service Charge	1,090.49	1,050.00	40.49	103.86 %
Total 7200 Other Charges	2,831.82	8,950.00	-6,118.18	31.64 %
7300 Administrative Software	488.17	400.00	88.17	122.04 %
7600 Office Equipment		3,000.00	-3,000.00	
7700 Office Supplies	680.08		680.08	

				Total
	Actual	Budget	over Budget	% of Budget
7800 Misc. Office Expense	493.64	500.00	-6.36	98.73 %
Total 7000 Administrative Overhead	8,195.70	18,700.00	-10,504.30	43.83 %
Total Expenditures	453,109.99	559,040.72	-105,930.73	81.05 %
NET OPERATING REVENUE	-223,751.52	-341,311.72	117,560.20	65.56 %
OTHER REVENUE				
4100 Interest Income	7,026.43	6,965.00	61.43	100.88 %
Total Other Revenue	7,026.43	6,965.00	61.43	100.88 %
OTHER EXPENDITURES				
7400 Depreciation Expense	216.84		216.84	
Total Other Expenditures	216.84	0.00	216.84	0.00%
NET OTHER REVENUE	6,809.59	6,965.00	-155.41	97.77 %
NET REVENUE	\$ -216,941.93	\$ -334,346.72	\$117,404.79	64.89 %

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	\$ 824,050.00	\$ 75,074.00	\$ 374,488.00	\$ 466,155.00	\$ 320,989.71	\$ 91,667.00	\$ 53,498.29	\$ 282,821.00	\$ 748,976.00	\$ 668,437.00	\$ 80,539.00	11.4%
November			\$ -	\$ 91,667.00	\$ -	\$ 91,667.00	\$ -	\$ (91,667.00)	\$ -	\$ 731,779.00		
Decemeber			\$ -	\$ 91,667.00	\$ -	\$ 91,667.00	\$ -	\$ (91,667.00)	\$ -	\$ 635,833.00		
January			\$ -	\$ 91,667.00	\$ -	\$ 91,667.00	\$ -	\$ (91,667.00)	\$ -	\$ 691,317.00		
February			\$ -	\$ 91,667.00	\$ -	\$ 91,667.00	\$ -	\$ (91,667.00)	\$ -	\$ 531,053.00		
March			\$ -	\$ 91,667.00	\$ -	\$ 91,667.00	\$ -	\$ (91,667.00)	\$ -	\$ 553,201.00		
April			\$ -	\$ 91,667.00	\$ -	\$ 91,667.00	\$ -	\$ (91,667.00)	\$ -	\$ 762,897.00		
May			\$ -	\$ 91,667.00	\$ -	\$ 91,667.00	\$ -	\$ (91,667.00)	\$ -	\$ 700,222.00		
June			\$ -	\$ 91,667.00	\$ -	\$ 91,667.00	\$ -	\$ (91,667.00)	\$ -	\$ 749,256.00		
July			\$ -	\$ 91,667.00	\$ -	\$ 91,667.00	\$ -	\$ (91,667.00)	\$ -	\$ 877,353.00		
August			\$ -	\$ 91,667.00	\$ -	\$ 91,667.00	\$ -	\$ (91,667.00)	\$ -	\$ 904,331.00		
September			\$ -	\$ 91,667.00	\$ -	\$ 91,667.00	\$ -	\$ (91,667.00)	\$ -	\$ 879,941.00		
Total	\$ 824,050.00	\$ 75,074.00	\$ 374,488.00	\$ 1,474,492.00	\$ 320,989.71	\$ 1,100,004.00	\$ 53,498.29	\$ (725,516.00)	\$ 748,976.00	\$ 8,685,620.00	\$ 80,539.00	11.364%

Total HOT Collections



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

2022.23 2023.24 2024.25 2025.26

Total HOT Collections

Month	FY 2024.25	FY 2025.26	% Change
October	\$ 727,689.00	\$ 824,050.00	13%
November	\$ 796,646.00	\$ -	-100%
Decemeber	\$ 692,195.00	\$ -	-100%
January	\$ 752,597.00	\$ -	-100%
February	\$ 578,127.00	\$ -	-100%
March	\$ 602,238.00	\$ -	-100%
April	\$ 830,522.00	\$ -	-100%
May	\$ 762,291.00	\$ -	-100%
June	\$ 856,804.00	\$ -	-100%

ACVB HOT Collections - Debt Payment

Month	FY 2024.25	FY 2025.26	% Change
October	\$ 191,929	\$ 229,323	19%
November	\$ 219,968		-100%
Decemeber	\$ 174,303		-100%
January	\$ 204,145		-100%
February	\$ 133,958		-100%
March	\$ 143,281		-100%
April	\$ 229,426		-100%
May	\$ 201,930		-100%
June	\$ 243,204		-100%

July	\$ 1,041,929.00	\$ -	-100%
August	\$ 1,021,136.00	\$ -	-100%
September	\$ 901,303.00	\$ -	-100%
Total	\$ 4,149,492.00	\$ 824,050.00	-80%

July	\$ 315,355	-100%	
August	\$ 306,225	-100%	
September	\$ 260,200	-100%	
Total	\$ 924,304	\$ 229,323	-75%



Definite Leads and Assists

Date Range: 11/01/2025-12/31/2025

Confidential: No

Group	Account	Meeting Name	Meeting Dates	People	Total Room Econ	Value
Meeting Sal	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 Sale	Texas Panhandle Youth Sports Foundation	Frozen Ropes Slugfest 2025	11/07/2025 - 11/09/2025	80	0	\$58,722.86
Sports Sale	Working Ranch Cowboy Association	WRCA 30th World Championship Ranch Rodeo - Staff Rooms Only	11/09/2025 - 11/17/2025	400	0	\$1,285,872.04
Sports Sale	Working Ranch Cowboy Association	WRCA 30th World Championship Ranch Rodeo - Courtesy Block Request	11/12/2025 - 11/17/2025	4,000	0	\$2,643,153.49
Meeting Sal	Smith Support Group	Smith Support Group	11/14/2025 - 11/16/2025	15	22	\$0.00
Meeting Sal	Jehovah Witnesses	CCJW Circuit Event	11/15/2025 - 11/16/2025	70	0	\$14,490.00
Sports Sale	Amarillo Independent School District	Yellow City Classic Basketball Tournament 2025	11/24/2025 - 11/26/2025	40	0	\$31,419.52
Sports Sale	CBT Barrel Racing	2025 Christmas Ca\$h Barrel Racing	11/28/2025 - 11/30/2025	65	0	\$138,452.00
Sports Sale	Texas USA Wrestling	2025 Panhandle Nationals Wrestling Tournament	11/28/2025 - 11/30/2025	350	0	\$334,280.25
Meeting Sal	IDEAg Group, LLC	2025 Amarillo Farm and Ranch Show	12/02/2025 - 12/05/2025	368	0	\$2,934,501.17
Meeting Sal	Amarillo Tri-State Exposition	Amarillo Classic Junior Stock Show 2025	12/03/2025 - 12/07/2025	200	510	\$315,788.42
Meeting Sal	Global Animal Products	2025 Christmas Meeting	12/11/2025 - 12/13/2025	15	0	\$22,567.96
Sports Sale	National Junior College Athletic Association	2025 NJCAA Football Championship	12/15/2025 - 12/18/2025	160	486	\$635,592.27
Total (13)				5,843	1,208	\$8,491,603.28

Groups Serviced

Date Range: 10/01/2025-11/03/2025

Group	Account	Meeting Name	Meeting Dates	People	Total Room Nights	Econ Value
Meeting Sales	Amarillo CVB	Amarillo International Film Festival 2025	10/09/2025 - 10/12/2025	40	120	\$47,521.75
Meeting Sales	Fandom Events	Cottonwood Faire 2025	10/10/2025 - 10/12/2025	50	0	\$74,385.50
Sports Sales	Peak Fighting	PFC 34 Fight Night October 25'	10/17/2025 - 10/19/2025	244	0	\$255,015.80
Meeting Sales	Jehovah Witnesses	CCJW Circuit Event	10/18/2025 - 10/19/2025	70	0	\$14,490.00
Meeting Sales	Amarillo Invitational Balloon Rally	Pirates of the Canyon 2025	10/23/2025 - 10/26/2025	25	75	\$15,525.00
Sports Sales	Texas Panhandle Youth Sports Foundation	Halloween Howl 2025	10/24/2025 - 10/26/2025	80	0	\$58,722.86
Sports Sales	American Rope Horse Futurity Association	2025 ARHFA World Show	10/25/2025 - 11/03/2025	40	198	\$285,299.96
Meeting Sales	Hospitality Educators Association of Texas (HEAT)	HEAT- Hospitality Educators Association of Texas 2025	11/02/2025 - 11/05/2025	80	190	\$76,763.30
Total (8)				629	583	\$827,724.17

Report: Lost Business Report

Lost Reason	Economic Impact	Lost Count
Board Vote/Preference/Internal Politics	\$0.00	2
Multiple Reasons	\$0.00	0

Lost Business Detail

Organization Name	Lead Name	Meeting Start Date	Room Atter	Room Nigh ^t	Economic I	Lost Reason	Lost Note
Texas Chapter of the American Public Works	Texas Chapter of APWA Annual Conference						Discover Denton Texas (TX - Dallas / Fort Worth), Embassy Suites by Hilton Denton Convention Center (TX - Dallas / Fort Worth), Visit Dallas (TX - Dallas / Fort Worth)
Association Texas Chapter of the American Public Works	2027 [7576] Texas APWA Workshop and Equipment Rodeo	6/13/2027	200	500	\$0.00	Board Vote/Preference/Internal Politics	Discover Denton Texas (TX - Dallas / Fort Worth), Embassy Suites by Hilton Denton Convention Center (TX - Dallas / Fort Worth), Visit Dallas (TX - Dallas / Fort Worth)
Association	[7577]	2/5/2027	160	360	\$0.00	Board Vote/Preference/Internal Politics	Fort Worth)



Pending Meeting Sales & Sports Leads

Pending Meeting Sales & Sports Leads

11/01/2025 - 12/31/2028
Meeting Sales, Sports Sales

Jan 16 - 19	Amarillo Hockey Association Stanley Cup Hockey Tournament 2026	Group: Sports Sales Room Nights: 0 Peak Rooms: 0 Attendance: 240 EIC: \$0.00	Pending
Mar 6 - 8	Fandom Events Bomb City Comic Con 2026	Group: Meeting Sales Room Nights: 0 Peak Rooms: 0 Attendance: 20 EIC: \$0.00	Pending
Mar 13 - 15	Panhandle Kennel Club of the American Kennel Club AKC FASTCATS 2026	Group: Meeting Sales Room Nights: 0 Peak Rooms: 0 Attendance: 75 EIC: \$0.00	Pending
Apr 24 - 26	Panhandle Archeological Society of Texas Southwestern Federation of Archeological Societies 2026 Meeting	Group: Meeting Sales Room Nights: 17 Peak Rooms: 10 Attendance: 10 EIC: \$0.00	Lead
Jun 7 - 14	Framework Events OccuNet Classic 2026	Group: Sports Sales Room Nights: 2365 Peak Rooms: 390 Attendance: 300 EIC: \$1,492,102.22	Lead

Jun **Al Son del Folklore**
11 - 13 2026 Festival Nacional "Raices y tradiciones de nuestro pueblo"

Group: Meeting Sales
Room Nights: 250
Peak Rooms: 125
Attendance: 125 Lead
EIC: \$70,745.67

Jul **American Junior Golf Association**
19 - 23 AJGA 2026

Group: Sports Sales
Room Nights: 370
Peak Rooms: 70
Attendance: 60 Pending
EIC: \$194,489.26

Aug **West Texas Futurity**
5 - 16 2026 West Texas Futurity

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

Sep **Tri-State Exposition**
11 - 13 2026 Tri-State Fair & Rodeo Steer Wrestling & Red Boot Affair

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

Oct **Class Reunion Account**
9 - 12 Amarillo High School Class of 76 50th Reunion

Group: Meeting Sales
Room Nights: 60
Peak Rooms: 25
Attendance: 25 Lead
EIC: \$13,500.00

Nov **Working Ranch Cowboy Association**
8 - 16 WRCA 31st World Championship Ranch Rodeo - Staff Rooms Only

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

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

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

Dec
14 - 17 **National Junior College Athletic Association**
2026 NJCAA Football Championship

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

Feb
2 - 7 **Outstanding Farmers of America**
2027 Outstanding Farmers of America

Group: Meeting Sales
Room Nights: 325
Peak Rooms: 80
Attendance: 80 Lead
EIC: \$153,722.22

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

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

Jul
5 - 9 **American Quarter Horse Association**
2027 Youth Excellence Seminar (YES) Leadership Conference

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

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

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

Nov
7 - 15 **Working Ranch Cowboy Association**
WRCA 32nd World Championship Ranch Rodeo - Staff Rooms Only

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

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

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

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 Pending
EIC: \$122,758.94

Nov
5 - 13 **Working Ranch Cowboy Association**
WRCA 33rd World Championship Ranch Rodeo - Staff Rooms Only

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

Sum of EIC: \$4,315,212.27

QUARTERLY BUSINESS REVIEW PRESENTED TO

VISIT AMARILLO

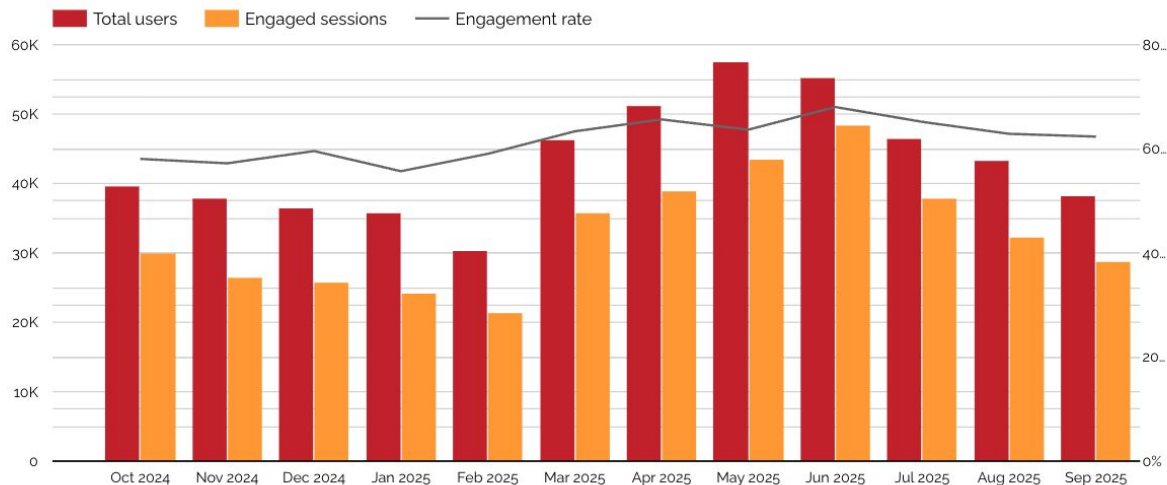
 MADDEN
OCTOBER 28, 2025

AMARILLO

FY25 Analytics Overview

KEY SITE METRICS

Total users	Sessions	Engaged sessions	Average session duration	Engagement rate
501,446	633,025	384,660	00:02:34	60.77%
↓ -28.6%	↓ -30.6%	↑ 4.8%	↑ 36.7%	↑ 51.0%



For the FY25, the Amarillo site saw a drop in Total Users and Sessions, but an increase in the Engagement-type metrics.

Key things driving the drop in Total Users and Sessions were:

- **SEM:** Down 12% Y/Y, but up 19% in Engagement Rate to 79%
- **Paid Social:** Down 41% Y/Y, but up 163% in Engagement Rate to 38%
- **Direct:** Down 46%, but Engagement Rate up 91% to 58%

Paid Search saw both an increase in Total Users (up 12%) and Engagement Rate was 78% (up 27% Y/Y). This **indicates strategic growth of targeting for this channel.**

Typically, as paid channels increase in Total Users and Sessions, the Engagement metrics go down. When the reverse happens (like this year), Engagement Rates go up.

FY25 Top Cities – All Web Traffic

City	Region	Total users ▼	Engagement rate
Dallas	Texas	47,623	65.33%
Amarillo	Texas	34,710	77.37%
Austin	Texas	16,465	61.53%
Houston	Texas	15,067	50.63%
(not set)	Texas	14,703	66.73%
Denver	Colorado	12,239	53.89%
Oklahoma City	Oklahoma	11,061	55.44%
Fort Worth	Texas	9,187	67.41%
Phoenix	Arizona	7,616	70.45%
San Antonio	Texas	7,415	62.08%
(not set)	(not set)	6,875	36.35%
Lubbock	Texas	6,736	63.18%
Chicago	Illinois	6,345	64.45%
Albuquerque	New Mexico	6,226	63.72%
New York	New York	5,024	62.84%

- Lots of crossover from your key target markets for paid media showing up as the top cities in your analytics.
- Engagement rate across the board for a few key target cities in particular are strong.



SEO Traffic

207,015

Organic Clicks

204.86% Increase

41,507,264

Organic Impressions

237.91% Increase

Visitation Overview FY25

Visitor Origin States

Avg LOS

4.0

Overnight Visitor Share

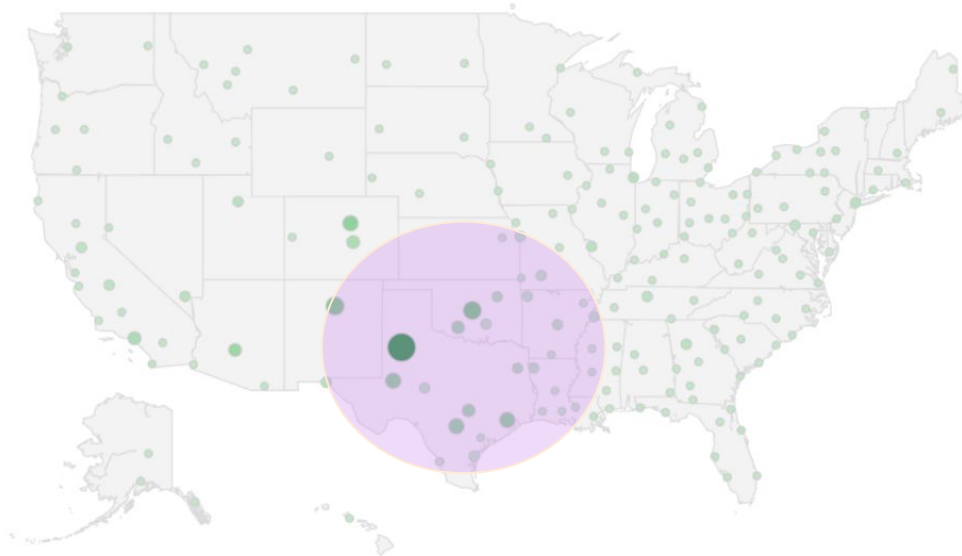
72%

Out of State Visitor Share

44.73%

Repeat Visits

1.2



FY25 Top Origin Markets

- Top markets are in sync with who is visiting your website, as well as who your priority **targeted markets** are.
- Largest volume of visitors coming from within Texas, followed by Oklahoma.

Note: Madden will be evaluating dwell time (Length of Stay) metrics with our data partner this quarter to determine whether additional data filtering is required.

The data industry has recently seen increases in LOS that may be skewed. We are working with our data partners to understand this impact.

Cross analyzing how these LOS metrics stack up to what you are seeing STR data is recommended.

Origin DMA	Visitation Share ▾	Avg LOS
Dallas-Ft. Worth, TX	16.6%	4.47
Lubbock, TX	14.47%	1.6
Oklahoma City, OK	4.76%	3.42
Albuquerque-Santa Fe, NM	4.22%	3.69
Odessa-Midland, TX	3.33%	4.56
Houston, TX	3.26%	4.16
Denver, CO	3.16%	4.18
San Antonio, TX	2.94%	4.54
Phoenix, AZ	2.39%	4.15
Austin, TX	2.38%	4.47
Wichita Falls, TX-Lawton, OK	2.15%	2.78
Wichita-Hutchinson, KS Plus	1.66%	2.97
Abilene-Sweetwater, TX	1.63%	4.04
Los Angeles, CA	1.44%	4.58
Colorado Springs-Pueblo, CO	1.43%	4.13



KEY INSIGHTS

PROGRAMMATIC DRIVING QUALITY AUDIENCE

For FY25, we shifted our approach away from Google Ads to running display and video ads programmatically. This approach led to better on-site performance as indicated below.

	Programmatic Display	Google Display	Programmatic Video	Google Video	Programmatic View Through
Total Users	23,399	924	13,785	71	2,644
Engaged Sessions	10,179	247	3,993	21	3,154
Engagement Rate	41.21%	23.37%	27.80%	28.77%	79.55%
Engaged Time	10	2	3	2	44
Returning Users	716	45	335	9	629



BIG WINS

SEGMENTATION DRIVING ENGAGEMENT

In FY25, to expand awareness among Millennial audiences, we refined our targeting approach by segmenting campaigns and creative by age groups (25–44 and 45–64). This strategic shift drove substantial growth in social performance, with impressions increasing 263.73% among users aged 25–34, 100.23% among 35–44, and 26.08% among 45–54.

These gains translated directly into stronger on-site engagement, reflected in a 4.82% increase in engaged sessions and a 51.01% lift in overall engagement rate. The segmentation strategy was a key driver of this improvement, with engagement rates rising 51.38% among 25–34-year-olds, 48.94% among 35–44, and 47.24% among 45–54.



OPPORTUNITIES

DMA-Specific Approach

Albuquerque, Oklahoma City, and Denver consistently ranked among the top-performing DMAs across multiple channels—SEM, Facebook, and CTV—demonstrating strong regional familiarity and intent. To deepen our connection with these high-value markets, we can leverage website analytics to identify behavioral trends by DMA. Specifically, we will analyze which pages and content, users from these markets are engaging with most frequently. Based on these insights, we can develop custom landing pages and curated itineraries tailored to each market's unique interests.

YTD Metrics: A Snapshot – Leisure

26.55M+
Branded Impressions

295,008
Clicks

2.72M+
Unique Reach

SEM	Instagram	Facebook	Meta Remarketing	CTV	Programmatic Display	Programmatic Video	Google Responsive	Atmosphere TV
90,219 Clicks	5,196 clicks	51,704 clicks	81,507 clicks	889,112 impressions	17,783 clicks	18,064 clicks	30,535 Clicks	3,492,788 Impressions
1,734,819 Impressions	7,259,730 impressions	2,243,203 impressions	1,882,519 impressions	164,655 reach	3,913,777 impressions	1,177,992 impressions	2,232,723 Impressions	
5.2% CTR	.07% CTR	2.30% CTR	3.25% CTR	54,047 web visits	.45% CTR	1.53% CTR	1.37% CTR	
	1,292,513 reach	851,360 reach	639,012 reach		363,135 conversions	117,863 conversions		
Benchmark CTR: 9.61%		Benchmark CTR: 1.8%	Benchmark CTR: 1.98%		Benchmark CTR .57%	Benchmark CTR 1.82%	Benchmark CTR 1.15%	

YTD Metrics: A Snapshot – Rt. 66 Fest

6.74M+
Branded Impressions

62,844
Clicks

1.6M+
Unique Reach

Meta Domestic	Meta International	Programmatic Display	Programmatic Video
30,696 clicks	17,984 clicks	8,615 clicks	5,549 clicks
2,570,936 impressions	1,545,967 impressions	2,370,633 impressions	255,632 impressions
1.19% CTR	1.16% CTR	.36% CTR	2.17% CTR
898,463 reach	707,342 reach	130,381 conversions	53,959 conversions
	Note: Campaign paused 3.6.25		

Expedia Performance

\$359,364

Booking Revenue

3,656

Room Nights

May Performance

Display Ads	Ad Spend	Impressions	Clicks	CTR	Revenue	ROAS
	\$11,798	454,581	412	0.09%	\$105,814	9.0

June Performance

Display Ads	Ad Spend	Impressions	Clicks	CTR	Revenue	ROAS
	\$19,520	747,788	713	0.10%	\$262,000	13.4

July Performance

Display Ads	Ad Spend	Impressions	Clicks	CTR	Revenue	ROAS
	\$23,974	915,178	908	0.10%	\$326,748	13.6



TOP AD SEM

Things to Do & See in Amarillo | Attractions in Amarillo, Texas | Explore Amarillo Things to Do

Ad www.visitamarillo.com

From outdoor fun in wide open spaces to unique attractions, find things to do in Amarillo. Explore a wide variety of great things to do and see in Amarillo and start planning a trip.

[Itineraries](#)

[Palo Duro Canyon](#)

[Historic Route 66](#)

[Events](#)

394,199
Impressions

26,960
Clicks

6.84%
CTR

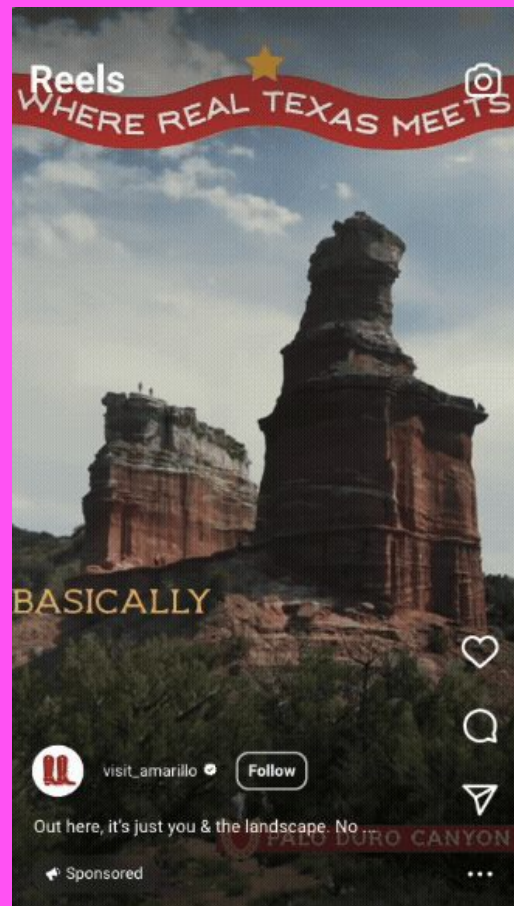


TOP AD INSTAGRAM

1,218,519
Impressions

613
Clicks

345,019
Reach





TOP AD FACEBOOK

340,493
Impressions

11,958
Clicks

3.51%
CTR

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



TOP AD META REMARKETING G

234,884
Impressions

17,685
Clicks

7.53%
CTR

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
INTO
REAL TEXAS

PALO DURO JEEP TOURS

visitamarillo.com
Western Dreams Made Easy [Learn more](#)

567 35 comments

Like Comment Share



TOP AD PROG. DISPLAY



1,169,986
Impressions

5,918
Clicks

.5%
CTR

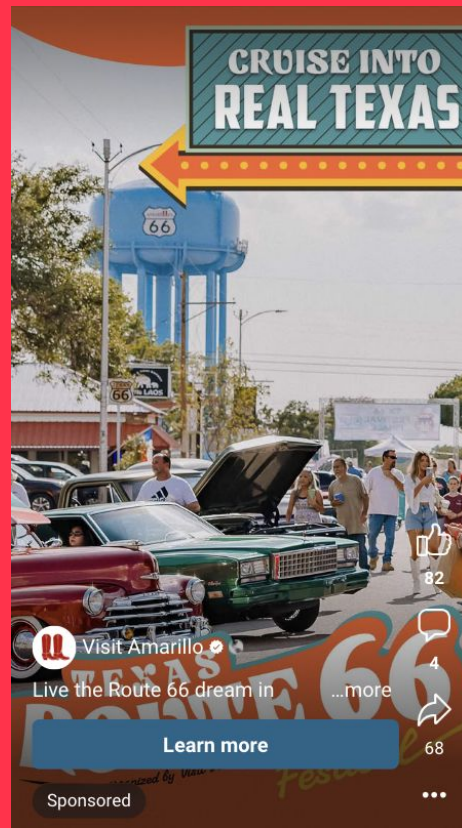


TOP AD R66 META

1,446,014
Impressions

15,941
Clicks

1.10
CTR





TEXAS FRONTIERS

Interim Report as of 9/25

- Texas Frontiers: Road Trip has delivered over 19m of the 23m impressions target with 6 weeks left of the campaign to run.
- Content from @ontheroadagaintravels, @wander.licious and @thegingerwanderlust has delivered 8.4m views so far, 91k+ engagements with engagement rates consistently above industry benchmarks.
- Digital paid media is pacing well, with 4m impressions delivered to date, strong CTRs (0.44% for Display; 0.42% for VOD), and video completion rates of 78.19%, well above the 70% benchmark.
- Texasfrontiers.com has generated 33k+ pageviews and almost 4k competition entries, with users actively engaging with partner destination pages.
- The News UK partnership is live across The Sun and The Times articles, The Sun competition, Rob Gill's editorial and video, and News UK radio to date achieving - 29.3k unique reads, 4.5m+ audio impacts, and 15.7k competition entries.

Fall Dining/Live Music Social Campaign

Instagram, Facebook & Meta Remarketing

For our fall campaign, we're shifting the focus from trails to tables, stages, and atmosphere! We've developed a set of dynamic ads designed to showcase the city's vibrant culinary and entertainment scene.

We're highlighting must-try great food, the charm of unique venues, and the excitement of live music to drive fall weekend getaways.

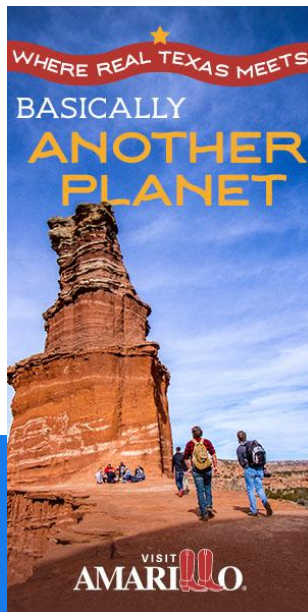


Digital Display

February - September

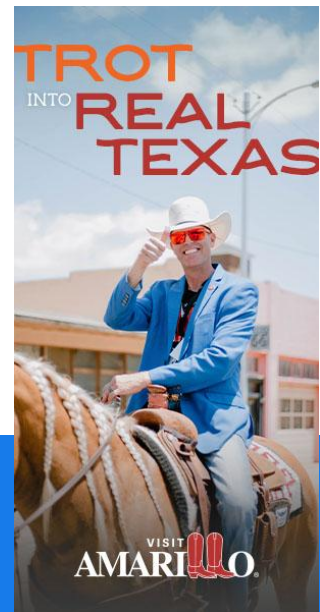
Audience: Ages 25-44

Where Real Texas Meets



Audience: Ages 45-64

Into Real Texas



HooDoo Creative

We launched new creative specifically to promote the HooDoo Mural Festival. These ads showcase the array of fun experiences the festival offers, highlighting the fantastic live music, unique art, and community events.

Digital Display Ads



Social Ads

