



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

**REGULAR MEETING TO BE HELD ON WEDNESDAY, AUGUST 27, 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. **Executive Session -Sec. 551.071 - Consult with attorney on a matter in which the attorney's duty to the governmental body under the Texas Disciplinary Rules of Professional Conduct conflicts with this chapter.**
4. **Executive Session-Sec. 551.074 – Discuss the appointment, employment, evaluation, reassignment, duties, discipline, dismissal of to hear a complaint against the public officer or employee.**
  - ⌌ Discussion: Staff salary increases**
  - ⌌ Discussion: Executive Director Evaluation**
5. **Consider and Necessary Action: Staff Salaries**
6. **Presentation and Consideration: Financial Report**
7. **Presentation and Consideration: FY 2025.26 Budget**
8. **Public Forum**
9. **General Announcements from Board Members**
10. **Discussion on future meeting dates and possible agenda items.**

The next meeting date is September 24, 2025
11. **Adjournment**

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**MINUTES OF THE REGULAR CVB BOARD MEETING HELD ON WEDNESDAY, JULY 23, 2025, AT 8:30 AM IN THE BOARD ROOM OF THE BIVINS MANSION, 1000 S. POLK AMARILLO, TEXAS.**

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**The quorum requirement for the meeting was not met.**

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>7</u>	<u>6</u>
<u>Vic Ragha</u>		<u>7</u>	<u>3</u>
<u>Phyllis Golden</u>		<u>7</u>	<u>4</u>
<u>Bobby Lee</u>		<u>7</u>	<u>4</u>
<u>Coco Duckworth</u>		<u>7</u>	<u>7</u>
<u>Tom Scherlen</u>		<u>7</u>	<u>5</u>
<u>Jason Fenton</u>		<u>7</u>	<u>5</u>
<u>Payal Nathu</u>		<u>7</u>	<u>6</u>
<u>Al Patel</u>		<u>7</u>	<u>7</u>
<u>Ex-Officios</u>			
<u>Beth Duke</u>		<u>7</u>	<u>4</u>
<u>Bo Fowlkes</u>		<u>7</u>	<u>4</u>
<u>Brady Ragland</u>		<u>7</u>	<u>4</u>

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**

**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 30<sup>th</sup> 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 2<sup>nd</sup> 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 7<sup>th</sup>, 2025, with a total of 131 submissions. Increase of 85% from last year. October 9<sup>th</sup> – 11<sup>th</sup>.
- **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.**

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*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- 30<sup>th</sup> 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.**

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**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- 30<sup>th</sup> 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**

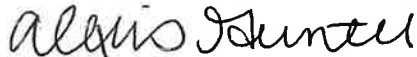
- Bo Fowlkes announced that the Civic Center has signed a lease agreement and confirmation of Indoor Arena Football's return starting in 2026. Leif Kertis has signed to bring the Amarillo Warbirds in for a 3-year agreement, and they have been confirmed to be a part of the NAL (National Arena League). A formal Press Conference happened on June 30<sup>th</sup>, 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 3<sup>rd</sup> 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 11<sup>th</sup> 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, AUGUST 13, 2025, AT 8:30 AM IN THE BOARD ROOM OF THE BIVINS MANSION, 1000 S. POLK AMARILLO, TEXAS.**

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- 1. Call to Order**
- 2. Approval of Minutes from July 9, 2025**
- 3. General Announcements**
- 4. Business Spotlight: Ashley Almanza, American Quarter Horse Hall of Fame and Museum**
- 5. Update: Sherman Bass**
  - **Amarillo International Film Festival**
  - **Texas Music Incubator Program**
  - **Arts Activities**
- 6. Presentation: 2026 Route 66 Centennial Activities**
- 7. Discussion on future meeting dates and possible agenda items.**

The next meeting date is September 10, 2025
- 8. Adjournment**

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**MINUTES OF THE REGULAR C&T MEETING HELD ON WEDNESDAY, AUGUST 13, 2025, AT 8:30 AM IN THE BOARD ROOM OF THE BIVINS MANSION, 1000 S. POLK AMARILLO, TEXAS.**

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**1. Call to Order**

- Matt Marrs called the meeting to order.

**2. Approval of Minutes from July 9, 2025**

- Motion to approve made by Dora Meroney, Daphne Adkins seconded.

**3. General Announcements**

- Kashion Smith announced that the ACVB FY 2025.26 budget has been approved by the ACVB Officers, will go to the Board at the end of this month, and will go to the City Council in September. Also announced we will be making our first reserve request to assist with the Route 66 Centennial year.
- Luz Aguilar announced that Amarillo is hosting the US Capital Christmas tree on November 9<sup>th</sup>. Look for communication from her if you want to participate.
- Peggy Miller announced that the Texas Travel Information Center will be passing out the State of Texas travel books to hotels and partners to display at their front desks. Go see them, and they will give you what you need for your travelers (Amarillo is on the back cover).

**4. Business Spotlight: Ashley Almanza, American Quarter Horse Hall of Fame and Museum**

**The following was presented by Ashley Almanza**

- The museum's mission is to celebrate and preserve the history of the world's most versatile horse breed (the American Quarter Horse)
- The museum includes a Grand Hall (displaying people and horses inducted into the AQH Hall of Fame who have paved the way for the future), the Ken & Laina Banks Theater (showcasing the history of the AQH through a 10 minute film), and a gallery featuring different exhibits
- Why visit? – to learn about this horse and how it impacts our community in Amarillo. There is something for everyone (tourists and locals)

- Community programming

- Family Fun Day
- Presentations
- Youth Art Show
- Community Outreach
  - They can host rentals after their renovations are complete (weddings, parties, etc.)
  - Go see their mascot at the Soddie Spooktacular on August 30<sup>th</sup>

**TIC will present at the next meeting.**

**5. Update: Sherman Bass**

- **Amarillo International Film Festival**

- Happening October 9-11; submissions are closed and tickets went on sale this past Monday
- Finalizing sponsors for this (reach out to Sherman for any interest in partnering)
  - There is an entry sponsorship level of \$100
  - Inkind needs – refreshments, advertising, etc.
- Doubled in size since last year; this year there will be 61 films shown with 7 of those being international film makers
- There will be two screening rooms showcasing: independent films, student films, documentaries, short films, etc.

- **Texas Music Incubator Program**

- Program that allows live music venue owners to apply for a rebate for their alcohol taxes (up to \$100,000)
  - Permit must be active for 2 years and applicant must be the owner of the permit to qualify.
  - The money has no restrictions on how it is spent.
  - There is a presentation happening on August 26<sup>th</sup> at 11am (Meet and greet happening at 10:30am)
  - Call or email Sherman for more information.

- **Arts Activities**

- Kicking off marketing grants soon for arts organizations
- The Vortex is currently in the rotunda of the airport, and will be moving to the Amarillo Civic Center Complex.
- New call for artists the airport art wall.

**6. Presentation: 2026 Route 66 Centennial Activities – Presented by Visit Amarillo Staff**

- We are asking for a reserves request to assist in funding for the Centennial
- A study in 2015 showed that \$289 billion in travel spending across 8 Route 66 states
- Investments:
  - NEA Our Town Grant – for signage and public art
    - Painted Route 66 shields
    - Wayfinding signs
    - Route 66 monuments
  - Increased familiarization tours and site visit budget
  - Marketing – Adding Experdia, Trip Advisor, Route 66 Magazine, Social Media, podcasts, billboards, etc.
    - Kashion Smith mentions to check reviews for Trip Advisor and other sites to support our investments
  - Events
    - Route 66 festival (10 days, 60 partners, 20+ events including rodeo, finale, cattle drive, The Great Race, National Kick-off, etc.)
  - Content creation – Increased hosting for travel writers and content creators, a documentary about Route 66 (Texas premier in Amarillo in September 2026), increased IPW attendee hosting
  - Major conferences – they selected us because of the Centennial
    - Texas Crime Stoppers, Texas Municipal Clerks, American Meat Science Association, American Planning Association, Texas Downtown Association Conference, OccuNet Classic Series
  - There will be several featured pop-up events associated with the festival.
  - The goal is for the community to take ownership of the festival, and engage tourists.
  - All is possible thanks to our Route 66 partners.



- Luz Aguilar is handling all front facing events; contact her for questions.

**7. Discussion on future meeting dates and possible agenda items.**

The next meeting date is September 10, 2025

**8. Adjournment**

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

Respectfully Submitted,

*Ashley Roberts*

Ashley Roberts  
Administrative  
Assistant





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

**REGULAR MEETING TO BE HELD ON WEDNESDAY, JULY 9, 2025, AT 8:30 AM IN THE BOARD ROOM  
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- 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.**

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**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 9<sup>th</sup>. 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 1<sup>st</sup>.
- 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 19<sup>th</sup> 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

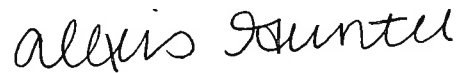
**8. Discussion on future meeting dates and possible agenda items.**

The next meeting date is August 13, 2025

**9. Adjournment**

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

Respectfully Submitted,



Alexis Gunter



(806)374-1497

info@visitamarillo.com

1000 S. Polk St. Amarillo, TX 79101

## NOTICE OF MEETING & AGENDA COMMUNICATIONS COMMITTEE

**REGULAR MEETING TO BE HELD ON WEDNESDAY, AUGUST 13, 2025, AT 9:45 AM  
VIA MICROSOFT TEAMS - [Click here to join the meeting](#)**

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*Please note: The Communications 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 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. Quarterly Report
3. 2026 marketing plan review
4. Adjournment

*Individuals with disabilities who require special accommodations or a sign language interpreter must contact the City Secretary's Office 48 hours prior to meeting time by telephone at 378-3013 or the City TDD number at 378-4229.*





(806)374-1497

info@visitamarillo.com

1000 S. Polk St. Amarillo, TX 79101

**MINUTES OF THE REGULAR COMMUNICATIONS MEETING HELD ON WEDNESDAY, MAY 14, 2025, AT 9:45 AM  
VIA MICROSOFT TEAMS.**

**1. Call to Order**

- Julianne Guy called the meeting to order

\*minutes approved at next meeting since there is no quorum

**2. Quarterly Report**

- Hope Stokes presented the following:

- 2025 DestinationNEXT Futures Study (Destination International)

- o Looking at key things driving the tourism industry

- Advocacy – having your brand that your community buys into and helps you develop and create. Cities that take the time to do that are having more success.
  - Looking in the future to do focus groups and surveys of our community to help build our brand. We have used PR more recently to help integrate our brand into the community, and helping locals know what's going on in the community.

- AI and Authenticity – utilizing AI to ensure you are more efficient in your workflow but not being inauthentic. This is impacting not only the tourism industry, but the entire world.

- Branding – all about community

- Marketing team of the future – build for flexibility. Being open to outside impacts (such as an intern). Hire for curiosity, passion, and empathy.

- o Fall trends within the industry

- Shorter, last minute getaways
- Split demand for accommodations: luxury vs budget (rise in luxury and a drop in budget accommodations) – this is seen across the entire united states, and is not unique to our community
- Rise of “cooler” smaller U.S. Destinations – people are trying to get away from the hot weather. As we move into November, things should cool down, and people are pushing to find this type of weather
- Experience driven travel with a focus on authenticity.
- Julianne – mentioned the idea of doing weather trigger campaigns

- o Road trips

- Road trips remain popular, with 76% of fall travelers driving to their destinations

- Many travelers are looking for destinations good for road trips
- Outdoor escapades like road trips were highlighted as summer travel trends for the rest of 2025

***All of these bode well for Amarillo***

- What's Been Going On?
  - STR report – we have seen a major drop for lodging demand across the board
    - Amarillo is staying above the state trend. Our hotel demand is a concern, but with short term rentals and RVs, our visitation is steady.
    - The ACVB is working on getting the full picture of lodging to determine what people are looking for.
- Who's Been Visiting?
  - In State (Lubbock, Odessa-Midland, San Angelo, Tyler-Longview-Lufkin-Nacogdoches, DFW (November 24-March 25), Houston (November 24-March 25))
  - Out of State (Albuquerque-Santa Fe NM, Colorado Springs CO, Denver CO, Northwest AR, Joplin MO, Pittsburg KS, Topeka KS, Wichita-Lawton KS, Kansas City MO, Springfield MO, St. Joseph MO, Lincoln-Hastings-Kearney NE, Oklahoma City OK, Tulsa OK)
  - Analytics Overview – Website traffic has been majorly dropping (which was anticipated with the growth in Google AI overview), but we are seeing a major rise in the engagement for the people who are making it to our website. This is a trend across the United States.
    - Aaron Soto mentioned that this is good because the engagement is up. This shows we are bringing in the right traffic that needs to get to the website
    - Julianne Guy mentioned the goal is to spread information about Amarillo, so the decline in website traffic is not necessarily a detriment to us as long as the information provided by Google AI overview comes from the Visit Amarillo site.
  - Q2 Top Cities – Web Traffic
    - Amarillo is #1 with 11,863 total users. Our citizens are looking at Visit Amarillo for information. This is evidence that we are successfully building a strong advocacy model.
      - Under Amarillo are Dallas, Denver, OKC, Austin, Houston
      - Denver saw an increase is 73% web traffic and OKC saw a 21% increase
        - Tony Freeman asked - How are we determining how many who are looking at our website are coming to Amarillo?
        - Hope stokes answered - We do not have a way to determine this currently, but it is in the works for new studies to answer these questions.
  - Visitation Overview
    - Our average length of stay is at 4.1 days.
    - Our length of stay is increasing from the past.
  - Top Origin Markets
    - DFW, San Antonio, Houston, Austin, Odessa Midland, Tyler, Waco

- have 5+ days in length of stay at hotels.
  - ACVB would like to determine if people here are staying at short term stays etc.
      - Tony Freeman asked - With all of the construction going on, how many of those workers are staying in hotels? Do we know how many are staying out of town?
      - Kashion Smith answered - We know that we have hotels that have long term stay contracts with some construction crews. We know that this is impacting the hotels, but we don't know what kind of impact that is having on our RV camps. On the HOT tax, if they are staying more than 30 days, they don't pay the HOT tax, but we still have an increase in the HOT tax this year (last year was about 2.5 and this year is about 2.6 – about \$140,000 up this year from last year)
    - ACVB staff are looking at leisure travel more than business travel, so we are looking into a way to remove the business travel from the numbers
  - Target Markets
    - There has been a 46.2% increase in length of stay in these markets over the year
    - The recommendation is to concentrate on our core Texas markets, as well as, those in Colorado, New Mexico, and Oklahoma. ACVB will keep some of our key Route 66 markets in here (specifically Springfield MO)
    - Length of Stay Trend is on a consistent rise
- Media – Key insights
  - Remarketing tactics have been doing well – looking at more niche targeting for our remarketing audiences
    - Note – International campaign paused in March 2025, but we did leave an impression on international markets
    - Expedia Performance – from this campaign alone, we saw \$694k in direct booking revenue. We got direct bookings from this campaign, and will be expanding this next year.
  - Top Ad Sem – there is a lot of work going into this and it's going well
  - Top Ad Instagram –focusing on the outdoor/Western theme and escaping to Amarillo; they've been performing well
  - Top Ad Facebook – these are focused on the same theme as Instagram; they've also been performing well
  - Top Ad Prog. Display – Focusing on images of the canyon as these perform well
  - Top ad R66 Meta – “Cruise Into Texas”
  - Age: 25-44 gets a different version of the ads than ages 45-64
- Where to next?
  - Pivoting into the dining in September and tying in our music venues and the arts
  - Hoodoo Mural Festival ads just launched on Instagram and the Azira Display
- FY 25-26 Leisure
  - Added Texas Highway Magazine, two podcasts (highlighting Hispanic culture and events that tie into the Route 66 festival), Rich Media, Adara, etc.



- Route 66 is staying the same, but this utilizes the Activity fund (we have a reserve request for \$226k (from our reserves we have built up) for Route 66 to increase the marketing, content creators, etc. to highlight the Centennial)
  - Adara – ACVB will do a campaign through Adara that will provide us with all of the following information:
    - hotel searches, bookings, and revenue, flight searches and bookings, hotel average daily rate, length of stay, trip planning window, average party size, business vs. leisure performance
- Website Attribution – we will have attribution numbers from our website data
  - We will see if people that came to our website actually come into our market. Additionally, we will see what they were looking at and what helped them make that decision
  - This will help us fine tune our marketing tactics and our content creation
  - Pricing is \$10,000 per year
- Tony Freeman asked – How did we receive our budget surplus?
- Kashion Smith answered – we came out of covid and paid off our debt, in 2021 we had the largest tourism year with the lowest budget we'd ever had, and we banked everything that year to build reserves and stability in the future. We are also looking into more revenue sources for the future (memberships, co-ops, and a visitor gift shop)

### 3. PR Update

- We looked at our international campaigns and the numbers, and are not planning on doing any international advertising this year due to the cost and it not being well received. We would be using PR to supplement these ads (like content creators).
  - Feedback: Our branding will keep its footing, we are looking to cut large costs that aren't performing well. If we see things change, we will shift back to international.
- SEO – we didn't budget for it this year, but we have full intentions to build a new website next year. Aaron and Hope will dive into the tactics on this.

### 4. Adjournment

***\*next meeting date is November 12th***

- There being no further business, Hope Stokes adjourned the meeting.

Respectfully submitted,

*Ashley Roberts*

Ashley Roberts  
Administrative Assistant





# July Financial Report

Fiscal Year 2024.25  
July 2025

Prepared by  
**Braley Beck**

Prepared on  
**August 19, 2025**

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# Summary

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## Quick Look:

- ACVB portion of HOT collections for July 2025 came in at \$315,354.79. This is \$31,366.79 over ACVB's projections
- Expenses came in at ~\$6,010.28 under budget (after accounting for Activity Fund expenses).

## Revenue and Sales:

- Total Revenues for February 2025 amounted to ~\$317,826.
- An additional ~\$6,433 of interest income was received
- Revenue for the fiscal year through July totals ~\$143,038 over budget

## Expenses and Cost Management:

- Expenses in April were under budget by ~\$6,010.28 (after accounting for Activity Fund expenses).
- Expenses for the fiscal year through July are ~\$345,405 under budget. This is primarily due to the timing of expenses vs. the budgeted month. We anticipate that the majority of these funds will be spent.
- **Departmental Expenses Over and Under:**
  - - o Administration: Under Budget by ~\$3,307
  - - o Advertising: Over Budget by ~\$1,811
    - o Communications: Over Budget by ~\$366
    - o Film Commission: Under Budget by ~\$33,860
      - Due to the timing of expenses vs. the budgeted month
  - - o Route 66 Festival: Over Budget by ~\$4,460
  - - o
      - Due to the timing of expenses vs the budgeted month
    - o Sales: Over Budget by ~\$7,128
      - Due to the timing of expenses vs. the budgeted month; Specifically the Destination International Economic Impact Calculator
    - o Servicing: Over Budget by ~\$250
      - Due to the timing of expenses vs. the budgeted month;
    - o Special Projects: Over Budget by ~\$21,732
      - Due to Tourism Master Planning Expenses. These expenses were approved for reserve use in a previous meeting.
    - o Tourism: Under Budget by ~\$4,048
      - Due to the timing of expenses vs. the budgeted month

## HOT Collections:

- July's **Total** HOT collections were up 0.9% from the City's projected number. A total of \$8,188
- For April, the ACVB portion of HOT collections was up \$3,509.14 from the City's projections.

# Statement of Financial Position

As of July 31, 2025

	Total
<b>ASSETS</b>	
<b>Current Assets</b>	
<b>Bank Accounts</b>	
1000 Petty Cash	6.50
1010 Restricted Interest Checking Account	1,050,165.77
1020 Non-Restricted Checking	49,263.23
1030 Reserves Account	1,167,873.13
1040 Certificate of Deposit	1,000,000.00
1071 Bill.com Money In Clearing	150.00
1072 Bill.com Money Out Clearing	264.25
In-Kind Clearing	0.00
May 2023 Vanilla Gift Card for Content Creators	27.13
<b>Total Bank Accounts</b>	<b>3,267,750.01</b>
<b>Accounts Receivable</b>	
1100 Accounts Receivable (A/R)	10,270.60
<b>Total Accounts Receivable</b>	<b>10,270.60</b>
<b>Other Current Assets</b>	
1060 Undeposited Funds	768.62
1070 Prepaid Expenses	10,040.40
1210 Inventory	16,770.00
Inventory Asset	5,041.50
<b>Total Other Current Assets</b>	<b>32,620.52</b>
<b>Total Current Assets</b>	<b>3,310,641.13</b>
<b>Fixed Assets</b>	
<b>1300 Fixed Assets</b>	
1310 Furniture	4,328.95
1320 Computers	-1,343.16
1330 Accumulated depreciation	-16,763.26
1340 Leased Asset - ROU	180,250.00
1341 ROU Asset - Accumulated amortization	-70,317.00
<b>Total 1300 Fixed Assets</b>	<b>96,155.53</b>
<b>Total Fixed Assets</b>	<b>96,155.53</b>
<b>TOTAL ASSETS</b>	<b>\$3,406,796.66</b>

## LIABILITIES AND EQUITY

### Liabilities

#### Current Liabilities

	Total
<b>Accounts Payable</b>	
2010 Accounts Payable (A/P)	48,768.52
<b>Total Accounts Payable</b>	<b>48,768.52</b>
<b>Credit Cards</b>	
2300 Credit Card	
2305 BOA Credit Card - Through COA	0.00
2310 Spend & Expense Credit Card	12,347.96
<b>Total 2300 Credit Card</b>	<b>12,347.96</b>
<b>Total Credit Cards</b>	<b>12,347.96</b>
<b>Other Current Liabilities</b>	
2100 Sales Tax Payable	-189.37
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	-14.79
<b>Total 2240 Employee Benefits to Pay</b>	<b>-14.79</b>
2250 Other Payroll Liabilities	
2255 AFLAC Accident	-18.06
2260 AFLAC Cancer	47.25
2265 AFLAC Critical	23.28
2270 AFLAC Hospital	35.76
2275 AFLAC Short-Term Disability	110.40
<b>Total 2250 Other Payroll Liabilities</b>	<b>198.63</b>
After-tax Roth	0.00
Unauthorized Expense Deduction	0.00
<b>Total 2200 Payroll Liabilities</b>	<b>-1,557.54</b>
2400 Other Current Liabilities	
2410 Employee Expense Reimbursements Payable	60.46
<b>Total 2400 Other Current Liabilities</b>	<b>60.46</b>
Direct Deposit Payable	-21,026.70
Out Of Scope Agency Payable	214.81
Repayment	
ATT Maritime Charge	0.00
<b>Total Repayment</b>	<b>0.00</b>
<b>Total Other Current Liabilities</b>	<b>-22,498.34</b>
<b>Total Current Liabilities</b>	<b>38,618.14</b>

	Total
<b>Long-Term Liabilities</b>	
2500 Long Term Liabilities	
2530 ROU Lease Liabilities - Noncurrent	82,700.00
2540 ROU Lease Liabilities - Current	22,651.00
<b>Total 2500 Long Term Liabilities</b>	<b>105,351.00</b>
<b>Total Long-Term Liabilities</b>	<b>105,351.00</b>
<b>Total Liabilities</b>	<b>143,969.14</b>
<b>Equity</b>	
Opening balance equity	2,327,131.82
Retained Earnings	711,191.46
Net Revenue	224,504.24
<b>Total Equity</b>	<b>3,262,827.52</b>
<b>TOTAL LIABILITIES AND EQUITY</b>	<b>\$3,406,796.66</b>

# Statement of Activity by Class

July 2025

	Administration	Advertising	Communications	Film Commission	Route 66 Festival	Sales	Servicing	Special Projects	Tourism	TOTAL
REVENUE										
4000 Revenues										0.00
4010 HOT Funds	315,354.79									315,354.79
Total 4000 Revenues	315,354.79									315,354.79
4500 Merchandise Sales										0.00
4510 Shipping Charges Reimbursed	28.00				14.00					42.00
4530 Product Sales					2,389.08					2,389.08
Total 4500 Merchandise Sales	28.00				2,403.08					2,431.08
Sales of Product Income					40.05					40.05
Total Revenue	315,382.79	0.00	0.00	0.00	2,443.13	0.00	0.00	0.00	0.00	317,825.92
COST OF GOODS SOLD										
6230 Cost of Goods Sold Retail					1,702.16					1,702.16
Cost of Goods Sold					54.60					54.60
Total Cost of Goods Sold	0.00	0.00	0.00	0.00	1,756.76	0.00	0.00	0.00	0.00	1,756.76
GROSS PROFIT	315,382.79	0.00	0.00	0.00	686.37	0.00	0.00	0.00	0.00	316,069.16
EXPENDITURES										
5000 Personnel Expenses										0.00
5100 Salaries and Wages	56,722.54									56,722.54
5110 Incentives	10,300.00									10,300.00
5220 Federal Taxes (941)	5,113.68									5,113.68
5230 State Unemployment	0.00									0.00
5300 Workers Compensation	107.24									107.24
5400 Retirement	7,145.74									7,145.74
5500 Communications Allowance	184.64									184.64
5600 Employee Health	7,894.50									7,894.50
5610 Employee Life & Disability	1,571.43									1,571.43
5630 Employee Dental/Vision	670.60									670.60
Total 5000 Personnel Expenses	89,710.37									89,710.37
6000 Program Expenses										0.00
6010 FAM/Site Visits			1,922.19			149.19	45.70			2,117.08
6020 Community Awareness			104.12	30.94					2.17	137.23
6030 Professional Organizations	2,000.00									2,000.00

	Administration	Advertising	Communications	Film Commission	Route 66 Festival	Sales	Servicing	Special Projects	Tourism	TOTAL
6050 Sales Tools		2,507.08				7,804.00				10,311.08
6060 Literature			101.10						260.66	361.76
6070 Photography/Videography			400.00							400.00
6080 Trade Shows/Organizations		200.00				165.43				365.43
6110 Specialty Advertising					84.90	184.05	1,017.47		36.80	1,323.22
6120 Sales Calls						75.55				75.55
6130 Financial Assistance								6,419.03		6,419.03
6150 Consumer Shows									700.00	700.00
6160 Tour Development					600.00				51.44	651.44
6180 Education	383.85		1,190.53							1,574.38
6190 Equipment			204.74							204.74
6220 Advertising		26,919.68		209.28						27,128.96
6260 Software	292.59				1.00					293.59
6270 Research	1,249.00	575.09						18,750.00		20,574.09
6280 Misc. Meetings			186.02		305.54				150.81	642.37
6290 Special Events					82.77					82.77
6295 Temporary Labor					2,688.00					2,688.00
<b>Total 6290 Special Events</b>					<b>2,770.77</b>					<b>2,770.77</b>
6310 Ad Production		1,000.00			1,300.00					2,300.00
6500 Activity Fund		500.00					-8,366.09			-7,866.09
<b>Total 6000 Program Expenses</b>	<b>3,925.44</b>	<b>31,701.85</b>	<b>4,108.70</b>	<b>240.22</b>	<b>5,062.21</b>	<b>8,378.22</b>	<b>-7,302.92</b>	<b>25,169.03</b>	<b>1,201.88</b>	<b>72,484.63</b>
7000 Administrative Overhead										0.00
7100 Contractual Services										0.00
7110 Communications Billing	1,414.25									1,414.25
7120 Postage	354.01								175.00	529.01
7140 Rental Land & Buildings	1,526.00									1,526.00
7150 Vehicle Lease	781.68									781.68
7160 IT Services	1,038.00									1,038.00
7170 Rented Equipment	369.36									369.36
<b>Total 7100 Contractual Services</b>	<b>5,483.30</b>								<b>175.00</b>	<b>5,658.30</b>
7200 Other Charges										0.00
7220 Mileage	135.73									135.73
7240 Executive Office Overhead	977.22									977.22
7250 Bank Fees/Service Charge	786.48									786.48



	Administration	Advertising	Communications	Film Commission	Route 66 Festival	Sales	Servicing	Special Projects	Tourism	TOTAL
Total 7200 Other Charges	1,899.43									1,899.43
7300 Administrative Software	484.56									484.56
7700 Office Supplies	66.33									66.33
7800 Misc. Office Expense	1,278.80									1,278.80
Total 7000 Administrative Overhead	9,212.42								175.00	9,387.42
QuickBooks Payments Fees	23.53									23.53
Square Fees	2.48				14.02					16.50
Total Expenditures	102,874.24	31,701.85	4,108.70	240.22	5,076.23	8,378.22	-7,302.92	25,169.03	1,376.88	171,622.45
NET OPERATING REVENUE	212,508.55	-31,701.85	-4,108.70	-240.22	-4,389.86	-8,378.22	7,302.92	-25,169.03	-1,376.88	144,446.71
OTHER REVENUE										
4100 Interest Income	6,432.91									6,432.91
Total Other Revenue	6,432.91	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	6,432.91
OTHER EXPENDITURES										
7400 Depreciation Expense	723.32									723.32
Total Other Expenditures	723.32	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	723.32
NET OTHER REVENUE	5,709.59	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	5,709.59
NET REVENUE	\$218,218.14	\$ -31,701.85	\$ -4,108.70	\$ -240.22	\$ -4,389.86	\$ -8,378.22	\$7,302.92	\$ -25,169.03	\$ -1,376.88	\$150,156.30

# Budget Vs. Actual Totals

July 2025

				Total
	Actual	Budget	over Budget	% of Budget
<b>REVENUE</b>				
4000 Revenues		0.00	0.00	
4010 HOT Funds	315,354.79	283,988.00	31,366.79	111.05 %
<b>Total 4000 Revenues</b>	<b>315,354.79</b>	<b>283,988.00</b>	<b>31,366.79</b>	<b>111.05 %</b>
4400 Special Events				
4440 Program Reimbursement		750.00	-750.00	
<b>Total 4400 Special Events</b>		<b>750.00</b>	<b>-750.00</b>	
4500 Merchandise Sales				
4510 Shipping Charges Reimbursed	42.00		42.00	
4530 Product Sales	2,389.08	0.00	2,389.08	
<b>Total 4500 Merchandise Sales</b>	<b>2,431.08</b>	<b>0.00</b>	<b>2,431.08</b>	
<b>Total Revenue</b>	<b>317,785.87</b>	<b>284,738.00</b>	<b>33,047.87</b>	<b>111.61 %</b>
<b>COST OF GOODS SOLD</b>				
6230 Cost of Goods Sold Retail	1,702.16	0.00	1,702.16	
<b>Total Cost of Goods Sold</b>	<b>1,702.16</b>	<b>0.00</b>	<b>1,702.16</b>	<b>0.00%</b>
<b>GROSS PROFIT</b>	<b>316,083.71</b>	<b>284,738.00</b>	<b>31,345.71</b>	<b>111.01 %</b>
<b>EXPENDITURES</b>				
5000 Personnel Expenses				
5100 Salaries and Wages	56,722.54	60,800.00	-4,077.46	93.29 %
5110 Incentives	10,300.00	5,000.00	5,300.00	206.00 %
5220 Federal Taxes (941)	5,113.68	5,000.00	113.68	102.27 %
5230 State Unemployment	0.00	500.00	-500.00	0.00 %
5300 Workers Compensation	107.24	200.00	-92.76	53.62 %
5400 Retirement	7,145.74	7,120.00	25.74	100.36 %
5500 Communications Allowance	184.64	300.00	-115.36	61.55 %
5600 Employee Health	7,894.50	10,000.00	-2,105.50	78.95 %
5610 Employee Life & Disability	1,571.43	1,000.00	571.43	157.14 %
5630 Employee Dental/Vision	670.60	500.00	170.60	134.12 %
<b>Total 5000 Personnel Expenses</b>	<b>89,710.37</b>	<b>90,420.00</b>	<b>-709.63</b>	<b>99.22 %</b>
6000 Program Expenses				
6010 FAM/Site Visits	2,117.08	4,800.00	-2,682.92	44.11 %
6020 Community Awareness	137.23	400.00	-262.77	34.31 %
6030 Professional Organizations	2,000.00	3,500.00	-1,500.00	57.14 %
6050 Sales Tools	10,311.08	1,250.00	9,061.08	824.89 %

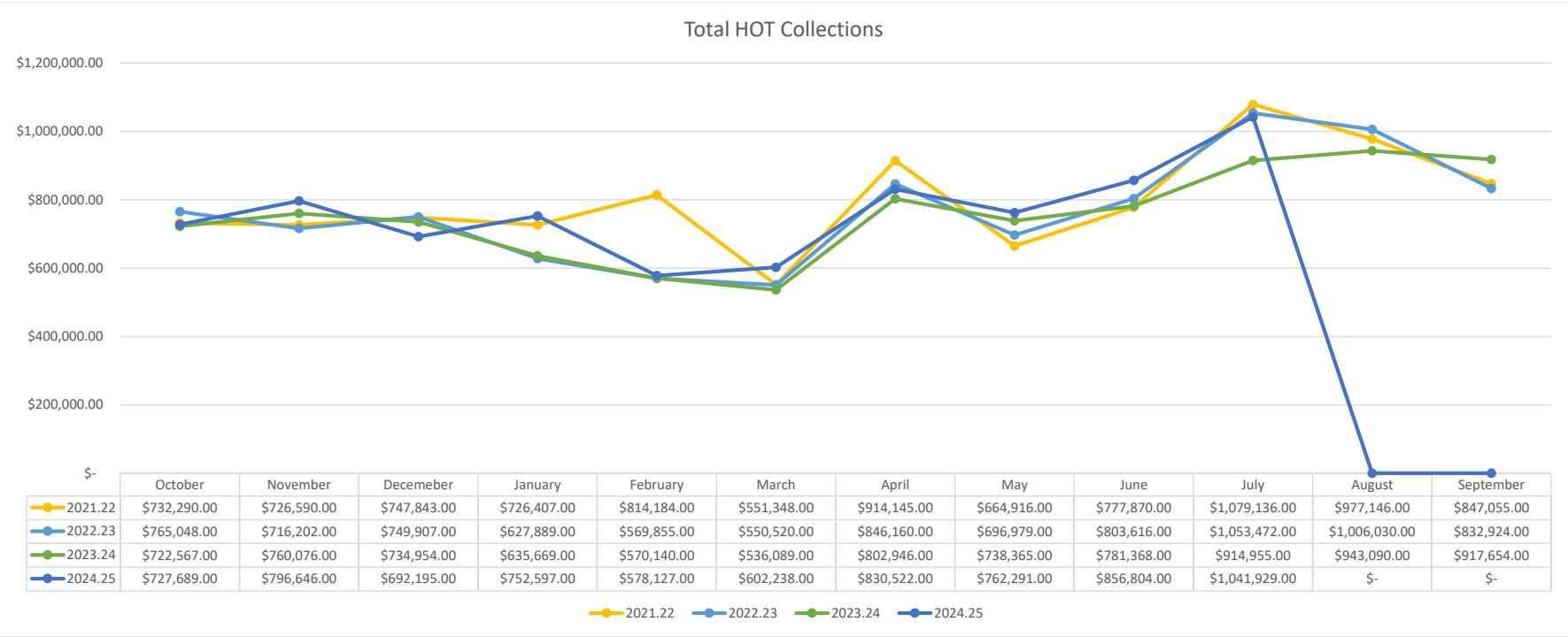
				Total
	Actual	Budget	over Budget	% of Budget
6060 Literature	361.76	300.00	61.76	120.59 %
6070 Photography/Videography	400.00	0.00	400.00	
6080 Trade Shows/Organizations	365.43	3,500.00	-3,134.57	10.44 %
6090 Presentations		200.00	-200.00	
6110 Specialty Advertising	1,323.22	0.00	1,323.22	
6120 Sales Calls	75.55	20,000.00	-19,924.45	0.38 %
6130 Financial Assistance	6,419.03	8,387.50	-1,968.47	76.53 %
6150 Consumer Shows	700.00	750.00	-50.00	93.33 %
6160 Tour Development	651.44	0.00	651.44	
6180 Education	1,574.38	13,050.00	-11,475.62	12.06 %
6190 Equipment	204.74	0.00	204.74	
6220 Advertising	27,128.96	26,890.58	238.38	100.89 %
6260 Software	293.59	472.00	-178.41	62.20 %
6270 Research	20,574.09	0.00	20,574.09	
6280 Misc. Meetings	642.37	700.00	-57.63	91.77 %
6290 Special Events	82.77	375.00	-292.23	22.07 %
6295 Temporary Labor	2,688.00	0.00	2,688.00	
<b>Total 6290 Special Events</b>	<b>2,770.77</b>	<b>375.00</b>	<b>2,395.77</b>	<b>738.87 %</b>
6310 Ad Production	2,300.00	1,000.00	1,300.00	230.00 %
6500 Activity Fund	-7,866.09		-7,866.09	
<b>Total 6000 Program Expenses</b>	<b>72,484.63</b>	<b>85,575.08</b>	<b>-13,090.45</b>	<b>84.70 %</b>
7000 Administrative Overhead				
7100 Contractual Services				
7110 Communications Billing	1,414.25	920.00	494.25	153.72 %
7120 Postage	529.01	675.00	-145.99	78.37 %
7140 Rental Land & Buildings	1,526.00	1,400.00	126.00	109.00 %
7150 Vehicle Lease	781.68	900.00	-118.32	86.85 %
7160 IT Services	1,038.00	1,095.83	-57.83	94.72 %
7170 Rented Equipment	369.36	400.00	-30.64	92.34 %
7180 Professional Services		600.00	-600.00	
<b>Total 7100 Contractual Services</b>	<b>5,658.30</b>	<b>5,990.83</b>	<b>-332.53</b>	<b>94.45 %</b>
7200 Other Charges				
7210 Insurance and Bonds		1,300.00	-1,300.00	
7220 Mileage	135.73	400.00	-264.27	33.93 %
7240 Executive Office Overhead	977.22	1,000.00	-22.78	97.72 %
7250 Bank Fees/Service Charge	786.48	1,050.00	-263.52	74.90 %
<b>Total 7200 Other Charges</b>	<b>1,899.43</b>	<b>3,750.00</b>	<b>-1,850.57</b>	<b>50.65 %</b>

	Total			
	Actual	Budget	over Budget	% of Budget
7300 Administrative Software	484.56	450.00	34.56	107.68 %
7700 Office Supplies	66.33	400.00	-333.67	16.58 %
7800 Misc. Office Expense	1,278.80	200.00	1,078.80	639.40 %
<b>Total 7000 Administrative Overhead</b>	<b>9,387.42</b>	<b>10,790.83</b>	<b>-1,403.41</b>	<b>86.99 %</b>
<b>Total Expenditures</b>	<b>171,582.42</b>	<b>186,785.91</b>	<b>-15,203.49</b>	<b>91.86 %</b>
<b>NET OPERATING REVENUE</b>	<b>144,501.29</b>	<b>97,952.09</b>	<b>46,549.20</b>	<b>147.52 %</b>
<b>OTHER REVENUE</b>				
4100 Interest Income	6,432.91	6,800.00	-367.09	94.60 %
<b>Total Other Revenue</b>	<b>6,432.91</b>	<b>6,800.00</b>	<b>-367.09</b>	<b>94.60 %</b>
<b>OTHER EXPENDITURES</b>				
7400 Depreciation Expense	723.32		723.32	
<b>Total Other Expenditures</b>	<b>723.32</b>	<b>0.00</b>	<b>723.32</b>	<b>0.00%</b>
<b>NET OTHER REVENUE</b>	<b>5,709.59</b>	<b>6,800.00</b>	<b>-1,090.41</b>	<b>83.96 %</b>
<b>NET REVENUE</b>	<b>\$150,210.88</b>	<b>\$104,752.09</b>	<b>\$45,458.79</b>	<b>143.40 %</b>

# Actual Hotel/Motel Tax Collections

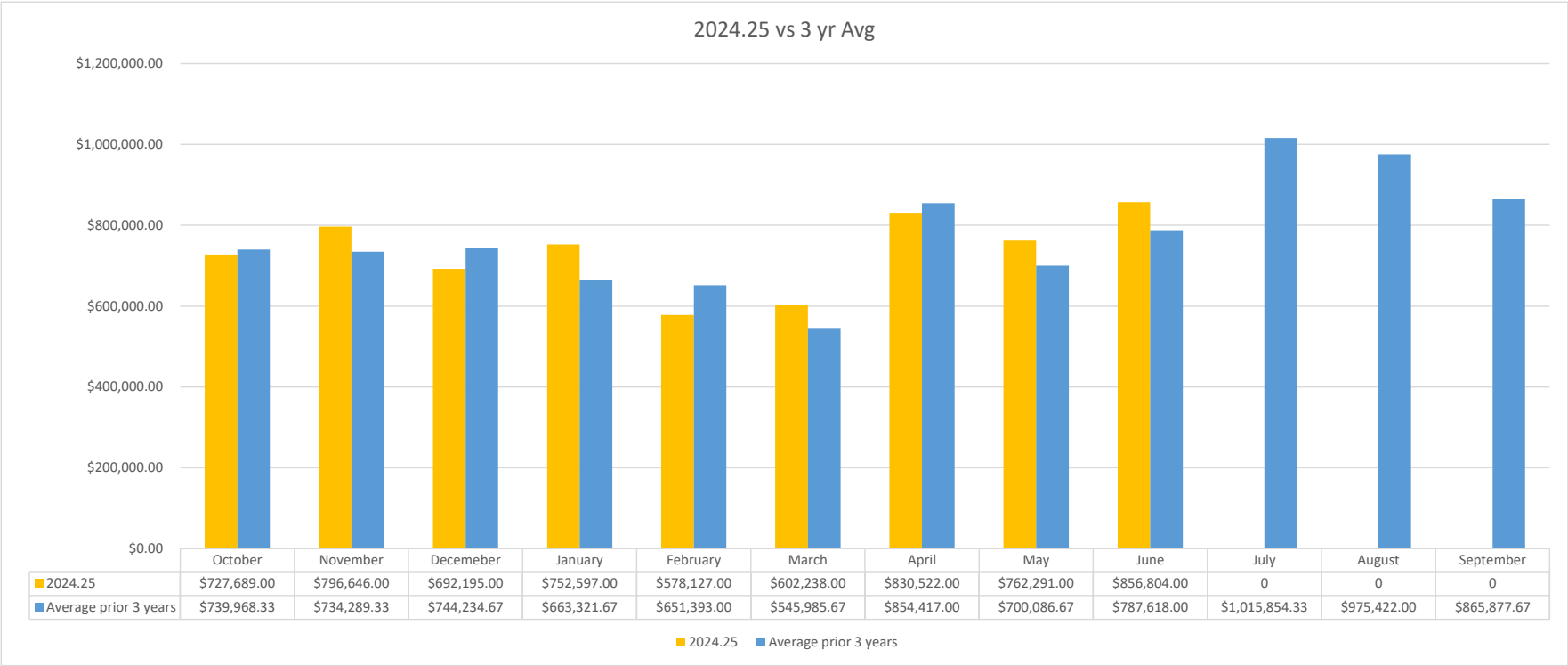
2024.25

Month	Total Collections	HOT Rebate	Civic Center	City Total	CVB General	Bond Payment	Activity Fund	CVB Total	Grand Total	Original	Projection	Variance	% Difference
October	\$ 727,689.00	\$ 65,965.00	\$ 330,862.00	\$ 422,529.00	\$ 283,596.00	\$ 91,667.00	\$ 47,266.00	\$ 239,195.00	\$ 661,724.00		650,310.00	\$ 11,414.00	1.7%
November	\$ 796,646.00	\$ 69,498.00	\$ 363,574.00	\$ 455,241.00	\$ 311,634.86	\$ 91,667.00	\$ 51,939.14	\$ 271,907.00	\$ 727,148.00		684,068.00	\$ 43,080.00	6.1%
Decemeber	\$ 692,195.00	\$ 71,598.00	\$ 310,298.50	\$ 401,965.50	\$ 265,970.14	\$ 91,667.00	\$ 44,328.36	\$ 218,631.50	\$ 620,597.00		661,459.00	\$ (40,862.00)	-6.4%
January	\$ 752,597.00	\$ 62,368.00	\$ 345,114.50	\$ 436,781.50	\$ 295,812.43	\$ 91,667.00	\$ 49,302.07	\$ 253,447.50	\$ 690,229.00		572,102.00	\$ 118,127.00	18.7%
February	\$ 578,127.00	\$ 51,668.00	\$ 263,229.50	\$ 354,896.50	\$ 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	\$ 1,041,929.00	\$ 92,212.00	\$ 474,858.50	\$ 566,525.50	\$ 407,021.57	\$ 91,667.00	\$ 67,836.93	\$ 383,191.50	\$ 949,717.00		941,529.00	\$ 8,188.00	0.9%
August			\$ -	\$ -	\$ -		\$ -	\$ -	\$ -		899,123.00		
September			\$ -	\$ -	\$ -		\$ -	\$ -	\$ -		744,417.00		
<b>Total</b>	<b>\$ 7,641,038.00</b>	<b>\$ 701,310.00</b>	<b>\$ 3,469,864.00</b>	<b>\$ 4,386,534.00</b>	<b>\$ 2,974,169.14</b>	<b>\$ 916,670.00</b>	<b>\$ 495,694.86</b>	<b>\$ 2,553,194.00</b>	<b>\$ 6,939,728.00</b>		<b>8,239,025.00</b>	<b>\$ 344,243.00</b>	<b>5.854%</b>



Total HOT Collections			
Month	FY 2023.24	FY 2024.25	% Change
October	\$ 722,567.00	\$ 727,689.00	1%
November	\$ 760,076.00	\$ 796,646.00	5%
Decemeber	\$ 734,954.00	\$ 692,195.00	-6%
January	\$ 635,669.00	\$ 752,597.00	18%
February	\$ 570,140.00	\$ 578,127.00	1%
March	\$ 536,089.00	\$ 602,238.00	12%
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%
Decemeber	\$ 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%



Company name: Amarillo Convention and Visitors Bureau

Budget name: Budget\_FY25\_P&L

Budget type: Profit and loss

Subdivide by: Class

Period: FY 2025 (Oct 2024 - Sep 2025)

Administration

Accounts	Budget totals	Oct 2024	Nov 2024	Dec 2024	Jan 2025	Feb 2025	Mar 2025	Apr 2025	May 2025	Jun 2025	Jul 2025	Aug 2025	Sep 2025
4010 HOT Funds	\$2646788.27	191929	219968.27	174303	204145	133958	143281	229426	201930	243204	298187	328556	277901
4030 Donations and Grants - Individual	\$450.00			450									
<b>Total 4000 Revenues</b>	<b>\$2647238.27</b>	<b>\$191929.00</b>	<b>\$219968.27</b>	<b>\$174753.00</b>	<b>\$204145.00</b>	<b>\$133958.00</b>	<b>\$143281.00</b>	<b>\$229426.00</b>	<b>\$201930.00</b>	<b>\$243204.00</b>	<b>\$298187.00</b>	<b>\$328556.00</b>	<b>\$277901.00</b>
<b>Total 4400 Special Events</b>	<b>\$0.00</b>	<b>\$0.00</b>	<b>\$0.00</b>	<b>\$0.00</b>	<b>\$0.00</b>	<b>\$0.00</b>	<b>\$0.00</b>	<b>\$0.00</b>	<b>\$0.00</b>	<b>\$0.00</b>	<b>\$0.00</b>	<b>\$0.00</b>	<b>\$0.00</b>
<b>Total 4500 Merchandise Sales</b>	<b>\$0.00</b>	<b>\$0.00</b>	<b>\$0.00</b>	<b>\$0.00</b>	<b>\$0.00</b>	<b>\$0.00</b>	<b>\$0.00</b>	<b>\$0.00</b>	<b>\$0.00</b>	<b>\$0.00</b>	<b>\$0.00</b>	<b>\$0.00</b>	<b>\$0.00</b>
4700 Temporarily Restricted Funds	\$15000.00												15000
<b>Total Income</b>	<b>\$2662238.27</b>	<b>\$191929.00</b>	<b>\$219968.27</b>	<b>\$174753.00</b>	<b>\$204145.00</b>	<b>\$133958.00</b>	<b>\$143281.00</b>	<b>\$229426.00</b>	<b>\$201930.00</b>	<b>\$243204.00</b>	<b>\$298187.00</b>	<b>\$328556.00</b>	<b>\$292901.00</b>
<b>Total Cost of Goods Sold</b>	<b>\$0.00</b>	<b>\$0.00</b>	<b>\$0.00</b>	<b>\$0.00</b>	<b>\$0.00</b>	<b>\$0.00</b>	<b>\$0.00</b>	<b>\$0.00</b>	<b>\$0.00</b>	<b>\$0.00</b>	<b>\$0.00</b>	<b>\$0.00</b>	<b>\$0.00</b>
5100 Salaries and Wages	\$792313.57	91420.8	60947.2	60947.2	60947.2	60947.2	60947.17	91420.8	60947.2	60947.2	60947.2	60947.2	60947.2
5110 Incentives	\$42000.00	10500			10500			10500			10500		
5220 Federal Taxes (941)	\$60000.00	5000	5000	5000	5000	5000	5000	5000	5000	5000	5000	5000	5000
5230 State Unemployment	\$6000.00	1500			1500			1500			1500		
5240 Federal Unemployment	\$1000.00				500			500					
5300 Workers Compensation	\$2520.00	210	210	210	210	210	210	210	210	210	210	210	210
5400 Retirement	\$85791.36	10722.08	6124.72	6124.72	7674.72	6124.72	6124.72	10722.08	6124.72	6124.72	7674.72	6124.72	6124.72
5500 Communications Allowance	\$3600.00	300	300	300	300	300	300	300	300	300	300	300	300
5600 Employee Health	\$108000.00	9000	9000	9000	9000	9000	9000	9000	9000	9000	9000	9000	9000
5610 Employee Life & Disability	\$12000.00	1000	1000	1000	1000	1000	1000	1000	1000	1000	1000	1000	1000
5630 Employee Dental/Vision	\$6000.00	500	500	500	500	500	500	500	500	500	500	500	500
<b>Total 5000 Personnel Expenses</b>	<b>\$1119224.93</b>	<b>\$130152.88</b>	<b>\$83081.92</b>	<b>\$83081.92</b>	<b>\$97131.92</b>	<b>\$83081.92</b>	<b>\$83081.89</b>	<b>\$130652.88</b>	<b>\$83081.92</b>	<b>\$83081.92</b>	<b>\$96631.92</b>	<b>\$83081.92</b>	<b>\$83081.92</b>
6030 Professional Organizations	\$23045.00	12000		2000	1920	2000			2000		2500	625	
6070 Photography/Videography	\$2000.00	2000											
6080 Trade Shows/Organizations	\$2750.00				250			2500					
6180 Education	\$5204.00	250	50	50	50	50	745	259	50	50	1050	50	2550
6250 Association Dues and Memberships	\$13650.00	2400	100	300	3000				500	5000		600	1750
6260 Software	\$7820.00	300	1200				6200				120		
6270 Research	\$21300.00	7000									1300		13000
<b>Total 6290 Special Events</b>	<b>\$0.00</b>	<b>\$0.00</b>	<b>\$0.00</b>	<b>\$0.00</b>	<b>\$0.00</b>	<b>\$0.00</b>	<b>\$0.00</b>	<b>\$0.00</b>	<b>\$0.00</b>	<b>\$0.00</b>	<b>\$0.00</b>	<b>\$0.00</b>	<b>\$0.00</b>



Accounts	Budget totals	Oct 2024	Nov 2024	Dec 2024	Jan 2025	Feb 2025	Mar 2025	Apr 2025	May 2025	Jun 2025	Jul 2025	Aug 2025	Sep 2025
<b>Total 6000 Program Expenses</b>	<b>\$75769.00</b>	<b>\$23950.00</b>	<b>\$1350.00</b>	<b>\$2350.00</b>	<b>\$5220.00</b>	<b>\$2050.00</b>	<b>\$6945.00</b>	<b>\$2759.00</b>	<b>\$2550.00</b>	<b>\$5050.00</b>	<b>\$4970.00</b>	<b>\$1275.00</b>	<b>\$17300.00</b>
7110 Communications Billing	\$11400.00	950	950	950	950	950	950	950	950	950	950	950	950
7120 Postage	\$3600.00	300	300	300	300	300	300	300	300	300	300	300	300
7130 Audit Fee	\$17500.00				17500								
7140 Rental Land & Buildings	\$21000.00	1750	1750	1750	1750	1750	1750	1750	1750	1750	1750	1750	1750
7150 Vehicle Lease	\$11900.00	900	900	900	900	900	900	900	900	900	900	900	2000
7160 IT Services	\$15000.00	1250	1250	1250	1250	1250	1250	1250	1250	1250	1250	1250	1250
7170 Rented Equipment	\$4800.00	400	400	400	400	400	400	400	400	400	400	400	400
7180 Professional Services	\$9200.00	300	2000		300	2000		300	2000		300	2000	
<b>Total 7100 Contractual Services</b>	<b>\$94400.00</b>	<b>\$5850.00</b>	<b>\$7550.00</b>	<b>\$5550.00</b>	<b>\$23350.00</b>	<b>\$7550.00</b>	<b>\$5550.00</b>	<b>\$5850.00</b>	<b>\$7550.00</b>	<b>\$5550.00</b>	<b>\$5850.00</b>	<b>\$7550.00</b>	<b>\$6650.00</b>
7210 Insurance and Bonds	\$16300.00	1300	2000	1300	1300	1300	1300	1300	1300	1300	1300	1300	1300
7220 Mileage	\$5900.00	600	400	400	400	700	400	600	400	600	400	400	600
7230 Legal Fees	\$15000.00	5000		2000		2000		2000		2000		2000	
7240 Executive Office Overhead	\$12000.00	1000	1000	1000	1000	1000	1000	1000	1000	1000	1000	1000	1000
7250 Bank Fees/Service Charge	\$12600.00	1050	1050	1050	1050	1050	1050	1050	1050	1050	1050	1050	1050
<b>Total 7200 Other Charges</b>	<b>\$61800.00</b>	<b>\$8950.00</b>	<b>\$4450.00</b>	<b>\$5750.00</b>	<b>\$3750.00</b>	<b>\$6050.00</b>	<b>\$3750.00</b>	<b>\$5950.00</b>	<b>\$3750.00</b>	<b>\$5950.00</b>	<b>\$3750.00</b>	<b>\$5750.00</b>	<b>\$3950.00</b>
7300 Administrative Software	\$10204.00	400	400	5804	400	400	400	400	400	400	400	400	400
7600 Office Equipment	\$8000.00	3000			5000								
7800 Misc. Office Expense	\$6600.00	500	300	2400	300	300	500	400	300	700	300	300	300
<b>Total 7000 Administrative Overhead</b>	<b>\$181004.00</b>	<b>\$18700.00</b>	<b>\$12700.00</b>	<b>\$19504.00</b>	<b>\$32800.00</b>	<b>\$14300.00</b>	<b>\$10200.00</b>	<b>\$12600.00</b>	<b>\$12000.00</b>	<b>\$12600.00</b>	<b>\$10300.00</b>	<b>\$14000.00</b>	<b>\$11300.00</b>
<b>Total Wages</b>	<b>\$0.00</b>	<b>\$0.00</b>	<b>\$0.00</b>	<b>\$0.00</b>	<b>\$0.00</b>	<b>\$0.00</b>	<b>\$0.00</b>	<b>\$0.00</b>	<b>\$0.00</b>	<b>\$0.00</b>	<b>\$0.00</b>	<b>\$0.00</b>	<b>\$0.00</b>
<b>Total Payroll expenses</b>	<b>\$0.00</b>	<b>\$0.00</b>	<b>\$0.00</b>	<b>\$0.00</b>	<b>\$0.00</b>	<b>\$0.00</b>	<b>\$0.00</b>	<b>\$0.00</b>	<b>\$0.00</b>	<b>\$0.00</b>	<b>\$0.00</b>	<b>\$0.00</b>	<b>\$0.00</b>
<b>Total Reimbursements</b>	<b>\$0.00</b>	<b>\$0.00</b>	<b>\$0.00</b>	<b>\$0.00</b>	<b>\$0.00</b>	<b>\$0.00</b>	<b>\$0.00</b>	<b>\$0.00</b>	<b>\$0.00</b>	<b>\$0.00</b>	<b>\$0.00</b>	<b>\$0.00</b>	<b>\$0.00</b>
<b>Total Expense</b>	<b>\$1375997.93</b>	<b>\$172802.88</b>	<b>\$97131.92</b>	<b>\$104935.92</b>	<b>\$135151.92</b>	<b>\$99431.92</b>	<b>\$100226.89</b>	<b>\$146011.88</b>	<b>\$97631.92</b>	<b>\$100731.92</b>	<b>\$111901.92</b>	<b>\$98356.92</b>	<b>\$111681.92</b>
4100 Interest Income	\$83580.00	6965	6965	6965	6965	6965	6965	6965	6965	6965	6965	6965	6965
<b>Total Other Income</b>	<b>\$83580.00</b>	<b>\$6965.00</b>	<b>\$6965.00</b>	<b>\$6965.00</b>	<b>\$6965.00</b>	<b>\$6965.00</b>	<b>\$6965.00</b>	<b>\$6965.00</b>	<b>\$6965.00</b>	<b>\$6965.00</b>	<b>\$6965.00</b>	<b>\$6965.00</b>	<b>\$6965.00</b>
<b>Total Other Expense</b>	<b>\$0.00</b>	<b>\$0.00</b>	<b>\$0.00</b>	<b>\$0.00</b>	<b>\$0.00</b>	<b>\$0.00</b>	<b>\$0.00</b>	<b>\$0.00</b>	<b>\$0.00</b>	<b>\$0.00</b>	<b>\$0.00</b>	<b>\$0.00</b>	<b>\$0.00</b>
<b>Total Net Income</b>	<b>\$1369820.34</b>	<b>\$26091.12</b>	<b>\$129801.35</b>	<b>\$76782.08</b>	<b>\$75958.08</b>	<b>\$41491.08</b>	<b>\$50019.11</b>	<b>\$90379.12</b>	<b>\$111263.08</b>	<b>\$149437.08</b>	<b>\$193250.08</b>	<b>\$237164.08</b>	<b>\$188184.08</b>

## Advertising

Accounts	Budget totals	Oct 2024	Nov 2024	Dec 2024	Jan 2025	Feb 2025	Mar 2025	Apr 2025	May 2025	Jun 2025	Jul 2025	Aug 2025	Sep 2025
<b>Total 4000 Revenues</b>	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00
<b>Total 4400 Special Events</b>	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00
<b>Total 4500 Merchandise Sales</b>	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00
<b>Total Income</b>	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00
<b>Total Cost of Goods Sold</b>	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00
<b>Total 5000 Personnel Expenses</b>	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00
6030 Professional Organizations	\$5000.00			2100	800	2100							
6050 Sales Tools	\$100062.00	68708.5	2658.5	4358.5	2608.5	2708.5	2608.5	2818.5	2608.5	2708.5	2608.5	3058.5	2608.5
6080 Trade Shows/Organizations	\$200.00									200			
6110 Specialty Advertising	\$200.00	200											
6130 Financial Assistance	\$300.00		300										
6150 Consumer Shows	\$4500.00					1500				3000			
6180 Education	\$2000.00						1000						1000
6220 Advertising	\$575819.12	70631.01	44314.01	53181.01	44314.01	53181.01	44314.01	44314.01	44314.01	44314.01	44314.01	44314.01	44314.01
6250 Association Dues and Memberships	\$400.00	400											
6270 Research	\$600.00	600											
<b>Total 6290 Special Events</b>	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00
<b>Total 6000 Program Expenses</b>	<b>\$689081.12</b>	<b>\$140539.51</b>	<b>\$47272.51</b>	<b>\$59639.51</b>	<b>\$47722.51</b>	<b>\$59489.51</b>	<b>\$47922.51</b>	<b>\$47132.51</b>	<b>\$46922.51</b>	<b>\$50222.51</b>	<b>\$46922.51</b>	<b>\$47372.51</b>	<b>\$47922.51</b>
<b>Total 7100 Contractual Services</b>	<b>\$0.00</b>	<b>\$0.00</b>	<b>\$0.00</b>	<b>\$0.00</b>	<b>\$0.00</b>	<b>\$0.00</b>	<b>\$0.00</b>	<b>\$0.00</b>	<b>\$0.00</b>	<b>\$0.00</b>	<b>\$0.00</b>	<b>\$0.00</b>	<b>\$0.00</b>
<b>Total 7200 Other Charges</b>	<b>\$0.00</b>	<b>\$0.00</b>	<b>\$0.00</b>	<b>\$0.00</b>	<b>\$0.00</b>	<b>\$0.00</b>	<b>\$0.00</b>	<b>\$0.00</b>	<b>\$0.00</b>	<b>\$0.00</b>	<b>\$0.00</b>	<b>\$0.00</b>	<b>\$0.00</b>
<b>Total 7000 Administrative Overhead</b>	<b>\$0.00</b>	<b>\$0.00</b>	<b>\$0.00</b>	<b>\$0.00</b>	<b>\$0.00</b>	<b>\$0.00</b>	<b>\$0.00</b>	<b>\$0.00</b>	<b>\$0.00</b>	<b>\$0.00</b>	<b>\$0.00</b>	<b>\$0.00</b>	<b>\$0.00</b>
<b>Total Wages</b>	<b>\$0.00</b>	<b>\$0.00</b>	<b>\$0.00</b>	<b>\$0.00</b>	<b>\$0.00</b>	<b>\$0.00</b>	<b>\$0.00</b>	<b>\$0.00</b>	<b>\$0.00</b>	<b>\$0.00</b>	<b>\$0.00</b>	<b>\$0.00</b>	<b>\$0.00</b>
<b>Total Payroll expenses</b>	<b>\$0.00</b>	<b>\$0.00</b>	<b>\$0.00</b>	<b>\$0.00</b>	<b>\$0.00</b>	<b>\$0.00</b>	<b>\$0.00</b>	<b>\$0.00</b>	<b>\$0.00</b>	<b>\$0.00</b>	<b>\$0.00</b>	<b>\$0.00</b>	<b>\$0.00</b>
<b>Total Reimbursements</b>	<b>\$0.00</b>	<b>\$0.00</b>	<b>\$0.00</b>	<b>\$0.00</b>	<b>\$0.00</b>	<b>\$0.00</b>	<b>\$0.00</b>	<b>\$0.00</b>	<b>\$0.00</b>	<b>\$0.00</b>	<b>\$0.00</b>	<b>\$0.00</b>	<b>\$0.00</b>
<b>Total Expense</b>	<b>\$689081.12</b>	<b>\$140539.51</b>	<b>\$47272.51</b>	<b>\$59639.51</b>	<b>\$47722.51</b>	<b>\$59489.51</b>	<b>\$47922.51</b>	<b>\$47132.51</b>	<b>\$46922.51</b>	<b>\$50222.51</b>	<b>\$46922.51</b>	<b>\$47372.51</b>	<b>\$47922.51</b>
<b>Total Other Income</b>	<b>\$0.00</b>	<b>\$0.00</b>	<b>\$0.00</b>	<b>\$0.00</b>	<b>\$0.00</b>	<b>\$0.00</b>	<b>\$0.00</b>	<b>\$0.00</b>	<b>\$0.00</b>	<b>\$0.00</b>	<b>\$0.00</b>	<b>\$0.00</b>	<b>\$0.00</b>
<b>Total Other Expense</b>	<b>\$0.00</b>	<b>\$0.00</b>	<b>\$0.00</b>	<b>\$0.00</b>	<b>\$0.00</b>	<b>\$0.00</b>	<b>\$0.00</b>	<b>\$0.00</b>	<b>\$0.00</b>	<b>\$0.00</b>	<b>\$0.00</b>	<b>\$0.00</b>	<b>\$0.00</b>
<b>Total Net Income</b>	<b>\$-689081.12</b>	<b>\$-140539.51</b>	<b>\$-47272.51</b>	<b>\$-59639.51</b>	<b>\$-47722.51</b>	<b>\$-59489.51</b>	<b>\$-47922.51</b>	<b>\$-47132.51</b>	<b>\$-46922.51</b>	<b>\$-50222.51</b>	<b>\$-46922.51</b>	<b>\$-47372.51</b>	<b>\$-47922.51</b>

Route 66 Festival

Accounts	Budget totals	Oct 2024	Nov 2024	Dec 2024	Jan 2025	Feb 2025	Mar 2025	Apr 2025	May 2025	Jun 2025	Jul 2025	Aug 2025	Sep 2025
<b>Total 4000 Revenues</b>	<b>\$0.00</b>	<b>\$0.00</b>	<b>\$0.00</b>	<b>\$0.00</b>	<b>\$0.00</b>	<b>\$0.00</b>	<b>\$0.00</b>	<b>\$0.00</b>	<b>\$0.00</b>	<b>\$0.00</b>	<b>\$0.00</b>	<b>\$0.00</b>	<b>\$0.00</b>
4430 Ticket Sales	\$2500.00									2500			
4440 Program Reimbursement	\$2000.00									2000			
<b>Total 4400 Special Events</b>	<b>\$4500.00</b>	<b>\$0.00</b>	<b>\$0.00</b>	<b>\$0.00</b>	<b>\$0.00</b>	<b>\$0.00</b>	<b>\$0.00</b>	<b>\$0.00</b>	<b>\$0.00</b>	<b>\$4500.00</b>	<b>\$0.00</b>	<b>\$0.00</b>	<b>\$0.00</b>
4530 Product Sales	\$3000.00									3000			
<b>Total 4500 Merchandise Sales</b>	<b>\$3000.00</b>	<b>\$0.00</b>	<b>\$0.00</b>	<b>\$0.00</b>	<b>\$0.00</b>	<b>\$0.00</b>	<b>\$0.00</b>	<b>\$0.00</b>	<b>\$0.00</b>	<b>\$3000.00</b>	<b>\$0.00</b>	<b>\$0.00</b>	<b>\$0.00</b>
4600 In-kind Contributions	\$3000.00							3000					
<b>Total Income</b>	<b>\$10500.00</b>	<b>\$0.00</b>	<b>\$0.00</b>	<b>\$0.00</b>	<b>\$0.00</b>	<b>\$0.00</b>	<b>\$0.00</b>	<b>\$3000.00</b>	<b>\$0.00</b>	<b>\$7500.00</b>	<b>\$0.00</b>	<b>\$0.00</b>	<b>\$0.00</b>
6230 Cost of Goods Sold Retail	\$5400.00				5400								
<b>Total Cost of Goods Sold</b>	<b>\$5400.00</b>	<b>\$0.00</b>	<b>\$0.00</b>	<b>\$0.00</b>	<b>\$5400.00</b>	<b>\$0.00</b>	<b>\$0.00</b>	<b>\$0.00</b>	<b>\$0.00</b>	<b>\$0.00</b>	<b>\$0.00</b>	<b>\$0.00</b>	<b>\$0.00</b>
<b>Total 5000 Personnel Expenses</b>	<b>\$0.00</b>	<b>\$0.00</b>	<b>\$0.00</b>	<b>\$0.00</b>	<b>\$0.00</b>	<b>\$0.00</b>	<b>\$0.00</b>	<b>\$0.00</b>	<b>\$0.00</b>	<b>\$0.00</b>	<b>\$0.00</b>	<b>\$0.00</b>	<b>\$0.00</b>
6010 FAM/Site Visits	\$31000.00	0	0	0	0	0	0	0	0	31000	0	0	0
6060 Literature	\$4500.00						3000	700	500			300	
6070 Photography/Videography	\$2500.00									2500			
6110 Specialty Advertising	\$22400.00	5000		3000	500	2500		11400					
6140 Transportation	\$2000.00									2000			
6160 Tour Development	\$10120.00							6000		4120			
6220 Advertising	\$0.00	0	0	0	0	0	0	0	0	0	0	0	0
6280 Misc. Meetings	\$2100.00	450		75	375	75	75	450		75	375	75	75
6290 Special Events	\$12350.00							550	3000	8800			
<b>Total 6290 Special Events</b>	<b>\$12350.00</b>	<b>\$0.00</b>	<b>\$0.00</b>	<b>\$0.00</b>	<b>\$0.00</b>	<b>\$0.00</b>	<b>\$0.00</b>	<b>\$550.00</b>	<b>\$3000.00</b>	<b>\$8800.00</b>	<b>\$0.00</b>	<b>\$0.00</b>	<b>\$0.00</b>
6310 Ad Production	\$2500.00	2500											
<b>Total 6000 Program Expenses</b>	<b>\$89470.00</b>	<b>\$7950.00</b>	<b>\$0.00</b>	<b>\$3075.00</b>	<b>\$875.00</b>	<b>\$2575.00</b>	<b>\$3075.00</b>	<b>\$19100.00</b>	<b>\$3500.00</b>	<b>\$48495.00</b>	<b>\$375.00</b>	<b>\$375.00</b>	<b>\$75.00</b>
<b>Total 7100 Contractual Services</b>	<b>\$0.00</b>	<b>\$0.00</b>	<b>\$0.00</b>	<b>\$0.00</b>	<b>\$0.00</b>	<b>\$0.00</b>	<b>\$0.00</b>	<b>\$0.00</b>	<b>\$0.00</b>	<b>\$0.00</b>	<b>\$0.00</b>	<b>\$0.00</b>	<b>\$0.00</b>
<b>Total 7200 Other Charges</b>	<b>\$0.00</b>	<b>\$0.00</b>	<b>\$0.00</b>	<b>\$0.00</b>	<b>\$0.00</b>	<b>\$0.00</b>	<b>\$0.00</b>	<b>\$0.00</b>	<b>\$0.00</b>	<b>\$0.00</b>	<b>\$0.00</b>	<b>\$0.00</b>	<b>\$0.00</b>
<b>Total 7000 Administrative Overhead</b>	<b>\$0.00</b>	<b>\$0.00</b>	<b>\$0.00</b>	<b>\$0.00</b>	<b>\$0.00</b>	<b>\$0.00</b>	<b>\$0.00</b>	<b>\$0.00</b>	<b>\$0.00</b>	<b>\$0.00</b>	<b>\$0.00</b>	<b>\$0.00</b>	<b>\$0.00</b>
<b>Total Wages</b>	<b>\$0.00</b>	<b>\$0.00</b>	<b>\$0.00</b>	<b>\$0.00</b>	<b>\$0.00</b>	<b>\$0.00</b>	<b>\$0.00</b>	<b>\$0.00</b>	<b>\$0.00</b>	<b>\$0.00</b>	<b>\$0.00</b>	<b>\$0.00</b>	<b>\$0.00</b>
<b>Total Payroll expenses</b>	<b>\$0.00</b>	<b>\$0.00</b>	<b>\$0.00</b>	<b>\$0.00</b>	<b>\$0.00</b>	<b>\$0.00</b>	<b>\$0.00</b>	<b>\$0.00</b>	<b>\$0.00</b>	<b>\$0.00</b>	<b>\$0.00</b>	<b>\$0.00</b>	<b>\$0.00</b>
<b>Total Reimbursements</b>	<b>\$0.00</b>	<b>\$0.00</b>	<b>\$0.00</b>	<b>\$0.00</b>	<b>\$0.00</b>	<b>\$0.00</b>	<b>\$0.00</b>	<b>\$0.00</b>	<b>\$0.00</b>	<b>\$0.00</b>	<b>\$0.00</b>	<b>\$0.00</b>	<b>\$0.00</b>
<b>Total Expense</b>	<b>\$89470.00</b>	<b>\$7950.00</b>	<b>\$0.00</b>	<b>\$3075.00</b>	<b>\$875.00</b>	<b>\$2575.00</b>	<b>\$3075.00</b>	<b>\$19100.00</b>	<b>\$3500.00</b>	<b>\$48495.00</b>	<b>\$375.00</b>	<b>\$375.00</b>	<b>\$75.00</b>
<b>Total Other Income</b>	<b>\$0.00</b>	<b>\$0.00</b>	<b>\$0.00</b>	<b>\$0.00</b>	<b>\$0.00</b>	<b>\$0.00</b>	<b>\$0.00</b>	<b>\$0.00</b>	<b>\$0.00</b>	<b>\$0.00</b>	<b>\$0.00</b>	<b>\$0.00</b>	<b>\$0.00</b>
<b>Total Other Expense</b>	<b>\$0.00</b>	<b>\$0.00</b>	<b>\$0.00</b>	<b>\$0.00</b>	<b>\$0.00</b>	<b>\$0.00</b>	<b>\$0.00</b>	<b>\$0.00</b>	<b>\$0.00</b>	<b>\$0.00</b>	<b>\$0.00</b>	<b>\$0.00</b>	<b>\$0.00</b>
<b>Total Net Income</b>	<b>\$-84370.00</b>	<b>\$-7950.00</b>	<b>\$0.00</b>	<b>\$-3075.00</b>	<b>\$-6275.00</b>	<b>\$-2575.00</b>	<b>\$-3075.00</b>	<b>\$-16100.00</b>	<b>\$-3500.00</b>	<b>\$-40995.00</b>	<b>\$-375.00</b>	<b>\$-375.00</b>	<b>\$-75.00</b>

Communications

Accounts	Budget totals	Oct 2024	Nov 2024	Dec 2024	Jan 2025	Feb 2025	Mar 2025	Apr 2025	May 2025	Jun 2025	Jul 2025	Aug 2025	Sep 2025
Total 4000 Revenues	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00
Total 4400 Special Events	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00
Total 4500 Merchandise Sales	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00
Total Income	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$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	\$0.00	\$0.00
Total 5000 Personnel Expenses	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00
6010 FAM/Site Visits	\$25000.00	1800		1800		500	2300	2300	4500	4500	4500	2800	
6020 Community Awareness	\$2156.00	163	163	363	163	163	163	163	163	163	163	163	163
6030 Professional Organizations	\$5450.00	2500				1200					1250	500	
6040 IPW	\$6300.00		2800					800	500	2200			
6050 Sales Tools	\$2300.00		2300										
6060 Literature	\$1200.00	100	100	100	100	100	100	100	100	100	100	100	100
6070 Photography/Videography	\$9800.00	1350		1100	1350		1100	1350		1100	1350		1100
6110 Specialty Advertising	\$200.00	200											
6180 Education	\$2000.00	500		1500									
6250 Association Dues and Memberships	\$300.00	300											
6260 Software	\$3100.00	2000				200	700			200			
6280 Misc. Meetings	\$350.00	50		50		50	50	50		50		50	
6290 Special Events	\$400.00	100			100			100			100		
Total 6290 Special Events	\$400.00	\$100.00	\$0.00	\$0.00	\$100.00	\$0.00	\$0.00	\$100.00	\$0.00	\$0.00	\$100.00	\$0.00	\$0.00
6310 Ad Production	\$2500.00	250	500			500			500		250	500	
Total 6000 Program Expenses	\$61056.00	\$9313.00	\$5863.00	\$4913.00	\$1713.00	\$2713.00	\$4413.00	\$4863.00	\$5763.00	\$8313.00	\$7713.00	\$4113.00	\$1363.00
Total 7100 Contractual Services	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00
Total 7200 Other Charges	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00
Total 7000 Administrative Overhead	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00
Total Wages	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00
Total Payroll expenses	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00
Total Reimbursements	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00
Total Expense	\$61056.00	\$9313.00	\$5863.00	\$4913.00	\$1713.00	\$2713.00	\$4413.00	\$4863.00	\$5763.00	\$8313.00	\$7713.00	\$4113.00	\$1363.00
Total Other Income	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00
Total Other Expense	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00
Total Net Income	\$-61056.00	\$-9313.00	\$-5863.00	\$-4913.00	\$-1713.00	\$-2713.00	\$-4413.00	\$-4863.00	\$-5763.00	\$-8313.00	\$-7713.00	\$-4113.00	\$-1363.00

# Sales

Accounts	Budget totals	Oct 2024	Nov 2024	Dec 2024	Jan 2025	Feb 2025	Mar 2025	Apr 2025	May 2025	Jun 2025	Jul 2025	Aug 2025	Sep 2025
<b>Total 4000 Revenues</b>	<b>\$0.00</b>	<b>\$0.00</b>	<b>\$0.00</b>	<b>\$0.00</b>	<b>\$0.00</b>	<b>\$0.00</b>	<b>\$0.00</b>	<b>\$0.00</b>	<b>\$0.00</b>	<b>\$0.00</b>	<b>\$0.00</b>	<b>\$0.00</b>	<b>\$0.00</b>
<b>Total 4400 Special Events</b>	<b>\$0.00</b>	<b>\$0.00</b>	<b>\$0.00</b>	<b>\$0.00</b>	<b>\$0.00</b>	<b>\$0.00</b>	<b>\$0.00</b>	<b>\$0.00</b>	<b>\$0.00</b>	<b>\$0.00</b>	<b>\$0.00</b>	<b>\$0.00</b>	<b>\$0.00</b>
<b>Total 4500 Merchandise Sales</b>	<b>\$0.00</b>	<b>\$0.00</b>	<b>\$0.00</b>	<b>\$0.00</b>	<b>\$0.00</b>	<b>\$0.00</b>	<b>\$0.00</b>	<b>\$0.00</b>	<b>\$0.00</b>	<b>\$0.00</b>	<b>\$0.00</b>	<b>\$0.00</b>	<b>\$0.00</b>
<b>Total Income</b>	<b>\$0.00</b>	<b>\$0.00</b>	<b>\$0.00</b>	<b>\$0.00</b>	<b>\$0.00</b>	<b>\$0.00</b>	<b>\$0.00</b>	<b>\$0.00</b>	<b>\$0.00</b>	<b>\$0.00</b>	<b>\$0.00</b>	<b>\$0.00</b>	<b>\$0.00</b>
<b>Total Cost of Goods Sold</b>	<b>\$0.00</b>	<b>\$0.00</b>	<b>\$0.00</b>	<b>\$0.00</b>	<b>\$0.00</b>	<b>\$0.00</b>	<b>\$0.00</b>	<b>\$0.00</b>	<b>\$0.00</b>	<b>\$0.00</b>	<b>\$0.00</b>	<b>\$0.00</b>	<b>\$0.00</b>
<b>Total 5000 Personnel Expenses</b>	<b>\$0.00</b>	<b>\$0.00</b>	<b>\$0.00</b>	<b>\$0.00</b>	<b>\$0.00</b>	<b>\$0.00</b>	<b>\$0.00</b>	<b>\$0.00</b>	<b>\$0.00</b>	<b>\$0.00</b>	<b>\$0.00</b>	<b>\$0.00</b>	<b>\$0.00</b>
6010 FAM/Site Visits	\$4800.00	400	400	400	400	400	400	400	400	400	400	400	400
6020 Community Awareness	\$2200.00	1100	100	100	100	100	100	100	100	100	100	100	100
6030 Professional Organizations	\$5800.00			2000				3800					
6050 Sales Tools	\$47350.00	37800	600	600	2450	600	600	1150	600	600	1150	600	600
6080 Trade Shows/Organizations	\$52370.00	28420	600	3000	7100	350	3500	4400	3000				2000
6090 Presentations	\$2000.00	167	167	167	167	166	167	166	167	166	167	166	167
6110 Specialty Advertising	\$16100.00	300		15800									
6120 Sales Calls	\$3000.00	3000											
6180 Education	\$4300.00		1000		1000		1300					1000	
6220 Advertising	\$5000.00	2500					2500						
6250 Association Dues and Memberships	\$4270.00	395	1300	0	1000	0	200	0	575	550	0	250	0
<b>Total 6290 Special Events</b>	<b>\$0.00</b>	<b>\$0.00</b>	<b>\$0.00</b>	<b>\$0.00</b>	<b>\$0.00</b>	<b>\$0.00</b>	<b>\$0.00</b>	<b>\$0.00</b>	<b>\$0.00</b>	<b>\$0.00</b>	<b>\$0.00</b>	<b>\$0.00</b>	<b>\$0.00</b>
<b>Total 6000 Program Expenses</b>	<b>\$147190.00</b>	<b>\$74082.00</b>	<b>\$4167.00</b>	<b>\$22067.00</b>	<b>\$12217.00</b>	<b>\$1616.00</b>	<b>\$8767.00</b>	<b>\$10016.00</b>	<b>\$4842.00</b>	<b>\$1816.00</b>	<b>\$1817.00</b>	<b>\$2516.00</b>	<b>\$3267.00</b>
<b>Total 7100 Contractual Services</b>	<b>\$0.00</b>	<b>\$0.00</b>	<b>\$0.00</b>	<b>\$0.00</b>	<b>\$0.00</b>	<b>\$0.00</b>	<b>\$0.00</b>	<b>\$0.00</b>	<b>\$0.00</b>	<b>\$0.00</b>	<b>\$0.00</b>	<b>\$0.00</b>	<b>\$0.00</b>
<b>Total 7200 Other Charges</b>	<b>\$0.00</b>	<b>\$0.00</b>	<b>\$0.00</b>	<b>\$0.00</b>	<b>\$0.00</b>	<b>\$0.00</b>	<b>\$0.00</b>	<b>\$0.00</b>	<b>\$0.00</b>	<b>\$0.00</b>	<b>\$0.00</b>	<b>\$0.00</b>	<b>\$0.00</b>
<b>Total 7000 Administrative Overhead</b>	<b>\$0.00</b>	<b>\$0.00</b>	<b>\$0.00</b>	<b>\$0.00</b>	<b>\$0.00</b>	<b>\$0.00</b>	<b>\$0.00</b>	<b>\$0.00</b>	<b>\$0.00</b>	<b>\$0.00</b>	<b>\$0.00</b>	<b>\$0.00</b>	<b>\$0.00</b>
<b>Total Wages</b>	<b>\$0.00</b>	<b>\$0.00</b>	<b>\$0.00</b>	<b>\$0.00</b>	<b>\$0.00</b>	<b>\$0.00</b>	<b>\$0.00</b>	<b>\$0.00</b>	<b>\$0.00</b>	<b>\$0.00</b>	<b>\$0.00</b>	<b>\$0.00</b>	<b>\$0.00</b>
<b>Total Payroll expenses</b>	<b>\$0.00</b>	<b>\$0.00</b>	<b>\$0.00</b>	<b>\$0.00</b>	<b>\$0.00</b>	<b>\$0.00</b>	<b>\$0.00</b>	<b>\$0.00</b>	<b>\$0.00</b>	<b>\$0.00</b>	<b>\$0.00</b>	<b>\$0.00</b>	<b>\$0.00</b>
<b>Total Reimbursements</b>	<b>\$0.00</b>	<b>\$0.00</b>	<b>\$0.00</b>	<b>\$0.00</b>	<b>\$0.00</b>	<b>\$0.00</b>	<b>\$0.00</b>	<b>\$0.00</b>	<b>\$0.00</b>	<b>\$0.00</b>	<b>\$0.00</b>	<b>\$0.00</b>	<b>\$0.00</b>
<b>Total Expense</b>	<b>\$147190.00</b>	<b>\$74082.00</b>	<b>\$4167.00</b>	<b>\$22067.00</b>	<b>\$12217.00</b>	<b>\$1616.00</b>	<b>\$8767.00</b>	<b>\$10016.00</b>	<b>\$4842.00</b>	<b>\$1816.00</b>	<b>\$1817.00</b>	<b>\$2516.00</b>	<b>\$3267.00</b>
<b>Total Other Income</b>	<b>\$0.00</b>	<b>\$0.00</b>	<b>\$0.00</b>	<b>\$0.00</b>	<b>\$0.00</b>	<b>\$0.00</b>	<b>\$0.00</b>	<b>\$0.00</b>	<b>\$0.00</b>	<b>\$0.00</b>	<b>\$0.00</b>	<b>\$0.00</b>	<b>\$0.00</b>
<b>Total Other Expense</b>	<b>\$0.00</b>	<b>\$0.00</b>	<b>\$0.00</b>	<b>\$0.00</b>	<b>\$0.00</b>	<b>\$0.00</b>	<b>\$0.00</b>	<b>\$0.00</b>	<b>\$0.00</b>	<b>\$0.00</b>	<b>\$0.00</b>	<b>\$0.00</b>	<b>\$0.00</b>
<b>Total Net Income</b>	<b>\$-147190.00</b>	<b>\$-74082.00</b>	<b>\$-4167.00</b>	<b>\$-22067.00</b>	<b>\$-12217.00</b>	<b>\$-1616.00</b>	<b>\$-8767.00</b>	<b>\$-10016.00</b>	<b>\$-4842.00</b>	<b>\$-1816.00</b>	<b>\$-1817.00</b>	<b>\$-2516.00</b>	<b>\$-3267.00</b>

Tourism

Accounts	Budget totals	Oct 2024	Nov 2024	Dec 2024	Jan 2025	Feb 2025	Mar 2025	Apr 2025	May 2025	Jun 2025	Jul 2025	Aug 2025	Sep 2025
<b>Total 4000 Revenues</b>	<b>\$0.00</b>	<b>\$0.00</b>	<b>\$0.00</b>	<b>\$0.00</b>	<b>\$0.00</b>	<b>\$0.00</b>	<b>\$0.00</b>	<b>\$0.00</b>	<b>\$0.00</b>	<b>\$0.00</b>	<b>\$0.00</b>	<b>\$0.00</b>	<b>\$0.00</b>
4300 Membership Dues	\$1000.00				1000								
<b>Total 4400 Special Events</b>	<b>\$0.00</b>	<b>\$0.00</b>	<b>\$0.00</b>	<b>\$0.00</b>	<b>\$0.00</b>	<b>\$0.00</b>	<b>\$0.00</b>	<b>\$0.00</b>	<b>\$0.00</b>	<b>\$0.00</b>	<b>\$0.00</b>	<b>\$0.00</b>	<b>\$0.00</b>
<b>Total 4500 Merchandise Sales</b>	<b>\$0.00</b>	<b>\$0.00</b>	<b>\$0.00</b>	<b>\$0.00</b>	<b>\$0.00</b>	<b>\$0.00</b>	<b>\$0.00</b>	<b>\$0.00</b>	<b>\$0.00</b>	<b>\$0.00</b>	<b>\$0.00</b>	<b>\$0.00</b>	<b>\$0.00</b>
<b>Total Income</b>	<b>\$1000.00</b>	<b>\$0.00</b>	<b>\$0.00</b>	<b>\$0.00</b>	<b>\$1000.00</b>	<b>\$0.00</b>	<b>\$0.00</b>	<b>\$0.00</b>	<b>\$0.00</b>	<b>\$0.00</b>	<b>\$0.00</b>	<b>\$0.00</b>	<b>\$0.00</b>
<b>Total Cost of Goods Sold</b>	<b>\$0.00</b>	<b>\$0.00</b>	<b>\$0.00</b>	<b>\$0.00</b>	<b>\$0.00</b>	<b>\$0.00</b>	<b>\$0.00</b>	<b>\$0.00</b>	<b>\$0.00</b>	<b>\$0.00</b>	<b>\$0.00</b>	<b>\$0.00</b>	<b>\$0.00</b>
<b>Total 5000 Personnel Expenses</b>	<b>\$0.00</b>	<b>\$0.00</b>	<b>\$0.00</b>	<b>\$0.00</b>	<b>\$0.00</b>	<b>\$0.00</b>	<b>\$0.00</b>	<b>\$0.00</b>	<b>\$0.00</b>	<b>\$0.00</b>	<b>\$0.00</b>	<b>\$0.00</b>	<b>\$0.00</b>
6010 FAM/Site Visits	\$12000.00	1000	1000	1000	1000	1000	1000	1000	1000	1000	1000	1000	1000
6020 Community Awareness	\$4150.00	850		1200	100		1000			1000			
6030 Professional Organizations	\$7625.00	7000										625	
6040 IPW	\$23950.00		15000					5950		3000			
6050 Sales Tools	\$200.00			200									
6060 Literature	\$22500.00	18200	300	700	800	200	300	200	800	200	300	200	300
6080 Trade Shows/Organizations	\$11900.00	1000	500		5400			3000			2000		
6110 Specialty Advertising	\$2800.00	2800											
6150 Consumer Shows	\$12250.00	7000	0	0	0	1500	0	0	0	3000	750	0	0
6160 Tour Development	\$900.00	150		150		150		150		150		150	
6180 Education	\$2660.00	30	30	30	30	30	1330	30	30	30	30	1030	30
6220 Advertising	\$11200.00	9000				2200							
6250 Association Dues and Memberships	\$1755.00	700					55			1000			
6280 Misc. Meetings	\$600.00		100		100		100		100		100		100
6290 Special Events	\$21400.00								15000	3900		2500	
<b>Total 6290 Special Events</b>	<b>\$21400.00</b>	<b>\$0.00</b>	<b>\$0.00</b>	<b>\$0.00</b>	<b>\$0.00</b>	<b>\$0.00</b>	<b>\$0.00</b>	<b>\$0.00</b>	<b>\$15000.00</b>	<b>\$3900.00</b>	<b>\$0.00</b>	<b>\$2500.00</b>	<b>\$0.00</b>
<b>Total 6000 Program Expenses</b>	<b>\$135890.00</b>	<b>\$47730.00</b>	<b>\$16930.00</b>	<b>\$3280.00</b>	<b>\$7430.00</b>	<b>\$5080.00</b>	<b>\$3785.00</b>	<b>\$10330.00</b>	<b>\$16930.00</b>	<b>\$13280.00</b>	<b>\$4180.00</b>	<b>\$5505.00</b>	<b>\$1430.00</b>
<b>Total 7100 Contractual Services</b>	<b>\$0.00</b>	<b>\$0.00</b>	<b>\$0.00</b>	<b>\$0.00</b>	<b>\$0.00</b>	<b>\$0.00</b>	<b>\$0.00</b>	<b>\$0.00</b>	<b>\$0.00</b>	<b>\$0.00</b>	<b>\$0.00</b>	<b>\$0.00</b>	<b>\$0.00</b>
<b>Total 7200 Other Charges</b>	<b>\$0.00</b>	<b>\$0.00</b>	<b>\$0.00</b>	<b>\$0.00</b>	<b>\$0.00</b>	<b>\$0.00</b>	<b>\$0.00</b>	<b>\$0.00</b>	<b>\$0.00</b>	<b>\$0.00</b>	<b>\$0.00</b>	<b>\$0.00</b>	<b>\$0.00</b>
<b>Total 7000 Administrative Overhead</b>	<b>\$0.00</b>	<b>\$0.00</b>	<b>\$0.00</b>	<b>\$0.00</b>	<b>\$0.00</b>	<b>\$0.00</b>	<b>\$0.00</b>	<b>\$0.00</b>	<b>\$0.00</b>	<b>\$0.00</b>	<b>\$0.00</b>	<b>\$0.00</b>	<b>\$0.00</b>
<b>Total Wages</b>	<b>\$0.00</b>	<b>\$0.00</b>	<b>\$0.00</b>	<b>\$0.00</b>	<b>\$0.00</b>	<b>\$0.00</b>	<b>\$0.00</b>	<b>\$0.00</b>	<b>\$0.00</b>	<b>\$0.00</b>	<b>\$0.00</b>	<b>\$0.00</b>	<b>\$0.00</b>
<b>Total Payroll expenses</b>	<b>\$0.00</b>	<b>\$0.00</b>	<b>\$0.00</b>	<b>\$0.00</b>	<b>\$0.00</b>	<b>\$0.00</b>	<b>\$0.00</b>	<b>\$0.00</b>	<b>\$0.00</b>	<b>\$0.00</b>	<b>\$0.00</b>	<b>\$0.00</b>	<b>\$0.00</b>
<b>Total Reimbursements</b>	<b>\$0.00</b>	<b>\$0.00</b>	<b>\$0.00</b>	<b>\$0.00</b>	<b>\$0.00</b>	<b>\$0.00</b>	<b>\$0.00</b>	<b>\$0.00</b>	<b>\$0.00</b>	<b>\$0.00</b>	<b>\$0.00</b>	<b>\$0.00</b>	<b>\$0.00</b>
<b>Total Expense</b>	<b>\$135890.00</b>	<b>\$47730.00</b>	<b>\$16930.00</b>	<b>\$3280.00</b>	<b>\$7430.00</b>	<b>\$5080.00</b>	<b>\$3785.00</b>	<b>\$10330.00</b>	<b>\$16930.00</b>	<b>\$13280.00</b>	<b>\$4180.00</b>	<b>\$5505.00</b>	<b>\$1430.00</b>
<b>Total Other Income</b>	<b>\$0.00</b>	<b>\$0.00</b>	<b>\$0.00</b>	<b>\$0.00</b>	<b>\$0.00</b>	<b>\$0.00</b>	<b>\$0.00</b>	<b>\$0.00</b>	<b>\$0.00</b>	<b>\$0.00</b>	<b>\$0.00</b>	<b>\$0.00</b>	<b>\$0.00</b>
<b>Total Other Expense</b>	<b>\$0.00</b>	<b>\$0.00</b>	<b>\$0.00</b>	<b>\$0.00</b>	<b>\$0.00</b>	<b>\$0.00</b>	<b>\$0.00</b>	<b>\$0.00</b>	<b>\$0.00</b>	<b>\$0.00</b>	<b>\$0.00</b>	<b>\$0.00</b>	<b>\$0.00</b>
<b>Total Net Income</b>	<b>\$-134890.00</b>	<b>\$-47730.00</b>	<b>\$-16930.00</b>	<b>\$-3280.00</b>	<b>\$-6430.00</b>	<b>\$-5080.00</b>	<b>\$-3785.00</b>	<b>\$-10330.00</b>	<b>\$-16930.00</b>	<b>\$-13280.00</b>	<b>\$-4180.00</b>	<b>\$-5505.00</b>	<b>\$-1430.00</b>

Film Commission

Accounts	Budget totals	Oct 2024	Nov 2024	Dec 2024	Jan 2025	Feb 2025	Mar 2025	Apr 2025	May 2025	Jun 2025	Jul 2025	Aug 2025	Sep 2025
<b>Total 4000 Revenues</b>	<b>\$0.00</b>	<b>\$0.00</b>	<b>\$0.00</b>	<b>\$0.00</b>	<b>\$0.00</b>	<b>\$0.00</b>	<b>\$0.00</b>	<b>\$0.00</b>	<b>\$0.00</b>	<b>\$0.00</b>	<b>\$0.00</b>	<b>\$0.00</b>	<b>\$0.00</b>
4410 Sponsorships	\$800.00	800											
<b>Total 4400 Special Events</b>	<b>\$800.00</b>	<b>\$800.00</b>	<b>\$0.00</b>	<b>\$0.00</b>	<b>\$0.00</b>	<b>\$0.00</b>	<b>\$0.00</b>	<b>\$0.00</b>	<b>\$0.00</b>	<b>\$0.00</b>	<b>\$0.00</b>	<b>\$0.00</b>	<b>\$0.00</b>
<b>Total 4500 Merchandise Sales</b>	<b>\$0.00</b>	<b>\$0.00</b>	<b>\$0.00</b>	<b>\$0.00</b>	<b>\$0.00</b>	<b>\$0.00</b>	<b>\$0.00</b>	<b>\$0.00</b>	<b>\$0.00</b>	<b>\$0.00</b>	<b>\$0.00</b>	<b>\$0.00</b>	<b>\$0.00</b>
<b>Total Income</b>	<b>\$800.00</b>	<b>\$800.00</b>	<b>\$0.00</b>	<b>\$0.00</b>	<b>\$0.00</b>	<b>\$0.00</b>	<b>\$0.00</b>	<b>\$0.00</b>	<b>\$0.00</b>	<b>\$0.00</b>	<b>\$0.00</b>	<b>\$0.00</b>	<b>\$0.00</b>
<b>Total Cost of Goods Sold</b>	<b>\$0.00</b>	<b>\$0.00</b>	<b>\$0.00</b>	<b>\$0.00</b>	<b>\$0.00</b>	<b>\$0.00</b>	<b>\$0.00</b>	<b>\$0.00</b>	<b>\$0.00</b>	<b>\$0.00</b>	<b>\$0.00</b>	<b>\$0.00</b>	<b>\$0.00</b>
<b>Total 5000 Personnel Expenses</b>	<b>\$0.00</b>	<b>\$0.00</b>	<b>\$0.00</b>	<b>\$0.00</b>	<b>\$0.00</b>	<b>\$0.00</b>	<b>\$0.00</b>	<b>\$0.00</b>	<b>\$0.00</b>	<b>\$0.00</b>	<b>\$0.00</b>	<b>\$0.00</b>	<b>\$0.00</b>
6010 FAM/Site Visits	\$4000.00		1000			1000			1000			1000	
6020 Community Awareness	\$900.00	75	75	75	75	75	75	75	75	75	75	75	75
6030 Professional Organizations	\$2200.00					2200							
6050 Sales Tools	\$15000.00	1250	1250	1250	1250	1250	1250	1250	1250	1250	1250	1250	1250
6070 Photography/Videography	\$18000.00	4000		750	4000		750	4000		750	3000		750
6110 Specialty Advertising	\$2200.00	200			2000								
6120 Sales Calls	\$28125.00	5500				2500	10000	575	4000		2000		3550
6130 Financial Assistance	\$5000.00										5000		
6180 Education	\$5000.00	200	200	200	200	200	1000		1500		1500		
6190 Equipment	\$500.00							500					
6220 Advertising	\$11500.00	10000						1500					
6250 Association Dues and Memberships	\$3100.00	1000			2100								
6280 Misc. Meetings	\$900.00	75	75	75	75	75	75	75	75	75	75	75	75
6290 Special Events	\$8000.00			1000				1000				1000	5000
<b>Total 6290 Special Events</b>	<b>\$8000.00</b>	<b>\$0.00</b>	<b>\$0.00</b>	<b>\$1000.00</b>	<b>\$0.00</b>	<b>\$0.00</b>	<b>\$0.00</b>	<b>\$1000.00</b>	<b>\$0.00</b>	<b>\$0.00</b>	<b>\$0.00</b>	<b>\$1000.00</b>	<b>\$5000.00</b>
<b>Total 6000 Program Expenses</b>	<b>\$104425.00</b>	<b>\$22300.00</b>	<b>\$2600.00</b>	<b>\$3350.00</b>	<b>\$9700.00</b>	<b>\$7300.00</b>	<b>\$13150.00</b>	<b>\$8975.00</b>	<b>\$7900.00</b>	<b>\$2150.00</b>	<b>\$12900.00</b>	<b>\$3400.00</b>	<b>\$10700.00</b>
<b>Total 7100 Contractual Services</b>	<b>\$0.00</b>	<b>\$0.00</b>	<b>\$0.00</b>	<b>\$0.00</b>	<b>\$0.00</b>	<b>\$0.00</b>	<b>\$0.00</b>	<b>\$0.00</b>	<b>\$0.00</b>	<b>\$0.00</b>	<b>\$0.00</b>	<b>\$0.00</b>	<b>\$0.00</b>
<b>Total 7200 Other Charges</b>	<b>\$0.00</b>	<b>\$0.00</b>	<b>\$0.00</b>	<b>\$0.00</b>	<b>\$0.00</b>	<b>\$0.00</b>	<b>\$0.00</b>	<b>\$0.00</b>	<b>\$0.00</b>	<b>\$0.00</b>	<b>\$0.00</b>	<b>\$0.00</b>	<b>\$0.00</b>
<b>Total 7000 Administrative Overhead</b>	<b>\$0.00</b>	<b>\$0.00</b>	<b>\$0.00</b>	<b>\$0.00</b>	<b>\$0.00</b>	<b>\$0.00</b>	<b>\$0.00</b>	<b>\$0.00</b>	<b>\$0.00</b>	<b>\$0.00</b>	<b>\$0.00</b>	<b>\$0.00</b>	<b>\$0.00</b>
<b>Total Wages</b>	<b>\$0.00</b>	<b>\$0.00</b>	<b>\$0.00</b>	<b>\$0.00</b>	<b>\$0.00</b>	<b>\$0.00</b>	<b>\$0.00</b>	<b>\$0.00</b>	<b>\$0.00</b>	<b>\$0.00</b>	<b>\$0.00</b>	<b>\$0.00</b>	<b>\$0.00</b>
<b>Total Payroll expenses</b>	<b>\$0.00</b>	<b>\$0.00</b>	<b>\$0.00</b>	<b>\$0.00</b>	<b>\$0.00</b>	<b>\$0.00</b>	<b>\$0.00</b>	<b>\$0.00</b>	<b>\$0.00</b>	<b>\$0.00</b>	<b>\$0.00</b>	<b>\$0.00</b>	<b>\$0.00</b>
<b>Total Reimbursements</b>	<b>\$0.00</b>	<b>\$0.00</b>	<b>\$0.00</b>	<b>\$0.00</b>	<b>\$0.00</b>	<b>\$0.00</b>	<b>\$0.00</b>	<b>\$0.00</b>	<b>\$0.00</b>	<b>\$0.00</b>	<b>\$0.00</b>	<b>\$0.00</b>	<b>\$0.00</b>
<b>Total Expense</b>	<b>\$104425.00</b>	<b>\$22300.00</b>	<b>\$2600.00</b>	<b>\$3350.00</b>	<b>\$9700.00</b>	<b>\$7300.00</b>	<b>\$13150.00</b>	<b>\$8975.00</b>	<b>\$7900.00</b>	<b>\$2150.00</b>	<b>\$12900.00</b>	<b>\$3400.00</b>	<b>\$10700.00</b>
<b>Total Other Income</b>	<b>\$0.00</b>	<b>\$0.00</b>	<b>\$0.00</b>	<b>\$0.00</b>	<b>\$0.00</b>	<b>\$0.00</b>	<b>\$0.00</b>	<b>\$0.00</b>	<b>\$0.00</b>	<b>\$0.00</b>	<b>\$0.00</b>	<b>\$0.00</b>	<b>\$0.00</b>
<b>Total Other Expense</b>	<b>\$0.00</b>	<b>\$0.00</b>	<b>\$0.00</b>	<b>\$0.00</b>	<b>\$0.00</b>	<b>\$0.00</b>	<b>\$0.00</b>	<b>\$0.00</b>	<b>\$0.00</b>	<b>\$0.00</b>	<b>\$0.00</b>	<b>\$0.00</b>	<b>\$0.00</b>
<b>Total Net Income</b>	<b>\$-103625.00</b>	<b>\$-21500.00</b>	<b>\$-2600.00</b>	<b>\$-3350.00</b>	<b>\$-9700.00</b>	<b>\$-7300.00</b>	<b>\$-13150.00</b>	<b>\$-8975.00</b>	<b>\$-7900.00</b>	<b>\$-2150.00</b>	<b>\$-12900.00</b>	<b>\$-3400.00</b>	<b>\$-10700.00</b>

## Special Projects

Accounts	Budget totals	Oct 2024	Nov 2024	Dec 2024	Jan 2025	Feb 2025	Mar 2025	Apr 2025	May 2025	Jun 2025	Jul 2025	Aug 2025	Sep 2025
4040 Donations and Grants - Government	\$35000.00												35000
<b>Total 4000 Revenues</b>	<b>\$35000.00</b>	<b>\$0.00</b>	<b>\$0.00</b>	<b>\$0.00</b>	<b>\$0.00</b>	<b>\$0.00</b>	<b>\$0.00</b>	<b>\$0.00</b>	<b>\$0.00</b>	<b>\$0.00</b>	<b>\$0.00</b>	<b>\$0.00</b>	<b>\$35000.00</b>
4410 Sponsorships	\$25500.00	25000							500				
<b>Total 4400 Special Events</b>	<b>\$25500.00</b>	<b>\$25000.00</b>	<b>\$0.00</b>	<b>\$0.00</b>	<b>\$0.00</b>	<b>\$0.00</b>	<b>\$0.00</b>	<b>\$0.00</b>	<b>\$500.00</b>	<b>\$0.00</b>	<b>\$0.00</b>	<b>\$0.00</b>	<b>\$0.00</b>
<b>Total 4500 Merchandise Sales</b>	<b>\$0.00</b>	<b>\$0.00</b>	<b>\$0.00</b>	<b>\$0.00</b>	<b>\$0.00</b>	<b>\$0.00</b>	<b>\$0.00</b>	<b>\$0.00</b>	<b>\$0.00</b>	<b>\$0.00</b>	<b>\$0.00</b>	<b>\$0.00</b>	<b>\$0.00</b>
<b>Total Income</b>	<b>\$60500.00</b>	<b>\$25000.00</b>	<b>\$0.00</b>	<b>\$0.00</b>	<b>\$0.00</b>	<b>\$0.00</b>	<b>\$0.00</b>	<b>\$0.00</b>	<b>\$500.00</b>	<b>\$0.00</b>	<b>\$0.00</b>	<b>\$0.00</b>	<b>\$35000.00</b>
<b>Total Cost of Goods Sold</b>	<b>\$0.00</b>	<b>\$0.00</b>	<b>\$0.00</b>	<b>\$0.00</b>	<b>\$0.00</b>	<b>\$0.00</b>	<b>\$0.00</b>	<b>\$0.00</b>	<b>\$0.00</b>	<b>\$0.00</b>	<b>\$0.00</b>	<b>\$0.00</b>	<b>\$0.00</b>
<b>Total 5000 Personnel Expenses</b>	<b>\$0.00</b>	<b>\$0.00</b>	<b>\$0.00</b>	<b>\$0.00</b>	<b>\$0.00</b>	<b>\$0.00</b>	<b>\$0.00</b>	<b>\$0.00</b>	<b>\$0.00</b>	<b>\$0.00</b>	<b>\$0.00</b>	<b>\$0.00</b>	<b>\$0.00</b>
6020 Community Awareness	\$70000.00							70000					
6060 Literature	\$150.00								150				
6260 Software	\$300.00					50	50	50	50	50	50		
6290 Special Events	\$92300.00	26500	1500		20000	20000	20000		1050	3250			
<b>Total 6290 Special Events</b>	<b>\$92300.00</b>	<b>\$26500.00</b>	<b>\$1500.00</b>	<b>\$0.00</b>	<b>\$20000.00</b>	<b>\$20000.00</b>	<b>\$20000.00</b>	<b>\$0.00</b>	<b>\$1050.00</b>	<b>\$3250.00</b>	<b>\$0.00</b>	<b>\$0.00</b>	<b>\$0.00</b>
<b>Total 6000 Program Expenses</b>	<b>\$162750.00</b>	<b>\$26500.00</b>	<b>\$1500.00</b>	<b>\$0.00</b>	<b>\$20000.00</b>	<b>\$20050.00</b>	<b>\$20050.00</b>	<b>\$70050.00</b>	<b>\$1250.00</b>	<b>\$3300.00</b>	<b>\$50.00</b>	<b>\$0.00</b>	<b>\$0.00</b>
<b>Total 7100 Contractual Services</b>	<b>\$0.00</b>	<b>\$0.00</b>	<b>\$0.00</b>	<b>\$0.00</b>	<b>\$0.00</b>	<b>\$0.00</b>	<b>\$0.00</b>	<b>\$0.00</b>	<b>\$0.00</b>	<b>\$0.00</b>	<b>\$0.00</b>	<b>\$0.00</b>	<b>\$0.00</b>
<b>Total 7200 Other Charges</b>	<b>\$0.00</b>	<b>\$0.00</b>	<b>\$0.00</b>	<b>\$0.00</b>	<b>\$0.00</b>	<b>\$0.00</b>	<b>\$0.00</b>	<b>\$0.00</b>	<b>\$0.00</b>	<b>\$0.00</b>	<b>\$0.00</b>	<b>\$0.00</b>	<b>\$0.00</b>
<b>Total 7000 Administrative Overhead</b>	<b>\$0.00</b>	<b>\$0.00</b>	<b>\$0.00</b>	<b>\$0.00</b>	<b>\$0.00</b>	<b>\$0.00</b>	<b>\$0.00</b>	<b>\$0.00</b>	<b>\$0.00</b>	<b>\$0.00</b>	<b>\$0.00</b>	<b>\$0.00</b>	<b>\$0.00</b>
<b>Total Wages</b>	<b>\$0.00</b>	<b>\$0.00</b>	<b>\$0.00</b>	<b>\$0.00</b>	<b>\$0.00</b>	<b>\$0.00</b>	<b>\$0.00</b>	<b>\$0.00</b>	<b>\$0.00</b>	<b>\$0.00</b>	<b>\$0.00</b>	<b>\$0.00</b>	<b>\$0.00</b>
<b>Total Payroll expenses</b>	<b>\$0.00</b>	<b>\$0.00</b>	<b>\$0.00</b>	<b>\$0.00</b>	<b>\$0.00</b>	<b>\$0.00</b>	<b>\$0.00</b>	<b>\$0.00</b>	<b>\$0.00</b>	<b>\$0.00</b>	<b>\$0.00</b>	<b>\$0.00</b>	<b>\$0.00</b>
<b>Total Reimbursements</b>	<b>\$0.00</b>	<b>\$0.00</b>	<b>\$0.00</b>	<b>\$0.00</b>	<b>\$0.00</b>	<b>\$0.00</b>	<b>\$0.00</b>	<b>\$0.00</b>	<b>\$0.00</b>	<b>\$0.00</b>	<b>\$0.00</b>	<b>\$0.00</b>	<b>\$0.00</b>
<b>Total Expense</b>	<b>\$162750.00</b>	<b>\$26500.00</b>	<b>\$1500.00</b>	<b>\$0.00</b>	<b>\$20000.00</b>	<b>\$20050.00</b>	<b>\$20050.00</b>	<b>\$70050.00</b>	<b>\$1250.00</b>	<b>\$3300.00</b>	<b>\$50.00</b>	<b>\$0.00</b>	<b>\$0.00</b>
<b>Total Other Income</b>	<b>\$0.00</b>	<b>\$0.00</b>	<b>\$0.00</b>	<b>\$0.00</b>	<b>\$0.00</b>	<b>\$0.00</b>	<b>\$0.00</b>	<b>\$0.00</b>	<b>\$0.00</b>	<b>\$0.00</b>	<b>\$0.00</b>	<b>\$0.00</b>	<b>\$0.00</b>
<b>Total Other Expense</b>	<b>\$0.00</b>	<b>\$0.00</b>	<b>\$0.00</b>	<b>\$0.00</b>	<b>\$0.00</b>	<b>\$0.00</b>	<b>\$0.00</b>	<b>\$0.00</b>	<b>\$0.00</b>	<b>\$0.00</b>	<b>\$0.00</b>	<b>\$0.00</b>	<b>\$0.00</b>
<b>Total Net Income</b>	<b>\$-102250.00</b>	<b>\$-1500.00</b>	<b>\$-1500.00</b>	<b>\$0.00</b>	<b>\$-20000.00</b>	<b>\$-20050.00</b>	<b>\$-20050.00</b>	<b>\$-70050.00</b>	<b>\$-750.00</b>	<b>\$-3300.00</b>	<b>\$-50.00</b>	<b>\$0.00</b>	<b>\$35000.00</b>



Arts

Accounts	Budget totals	Oct 2024	Nov 2024	Dec 2024	Jan 2025	Feb 2025	Mar 2025	Apr 2025	May 2025	Jun 2025	Jul 2025	Aug 2025	Sep 2025
Total 4000 Revenues	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00
Total 4400 Special Events	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00
Total 4500 Merchandise Sales	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00
Total Income	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$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	\$0.00	\$0.00
Total 5000 Personnel Expenses	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00
6060 Literature	\$800.00	800											
6210 Arts Projects	\$5000.00				5000								
6215 Arts Grants	\$152500.00	75000	77500										
6280 Misc. Meetings	\$200.00			200									
6290 Special Events	\$2000.00								1000		1000		
Total 6290 Special Events	\$2000.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$1000.00	\$0.00	\$1000.00	\$0.00	\$0.00
Total 6000 Program Expenses	\$160500.00	\$75800.00	\$77500.00	\$200.00	\$5000.00	\$0.00	\$0.00	\$0.00	\$1000.00	\$0.00	\$1000.00	\$0.00	\$0.00
Total 7100 Contractual Services	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00
Total 7200 Other Charges	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00
Total 7000 Administrative Overhead	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00
Total Wages	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00
Total Payroll expenses	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00
Total Reimbursements	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00
Total Expense	\$160500.00	\$75800.00	\$77500.00	\$200.00	\$5000.00	\$0.00	\$0.00	\$0.00	\$1000.00	\$0.00	\$1000.00	\$0.00	\$0.00
Total Other Income	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00
Total Other Expense	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00
Total Net Income	\$-160500.00	\$-75800.00	\$-77500.00	\$-200.00	\$-5000.00	\$0.00	\$0.00	\$0.00	\$-1000.00	\$0.00	\$-1000.00	\$0.00	\$0.00

Servicing

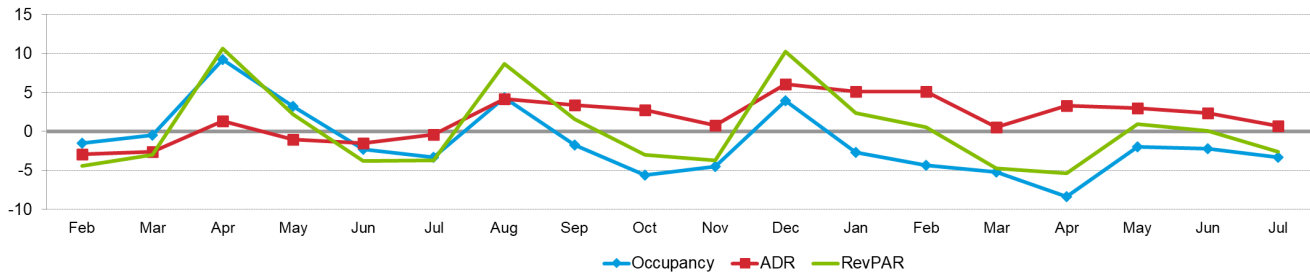
Accounts	Budget totals	Oct 2024	Nov 2024	Dec 2024	Jan 2025	Feb 2025	Mar 2025	Apr 2025	May 2025	Jun 2025	Jul 2025	Aug 2025	Sep 2025
<b>Total 4000 Revenues</b>	<b>\$0.00</b>	<b>\$0.00</b>	<b>\$0.00</b>	<b>\$0.00</b>	<b>\$0.00</b>	<b>\$0.00</b>	<b>\$0.00</b>	<b>\$0.00</b>	<b>\$0.00</b>	<b>\$0.00</b>	<b>\$0.00</b>	<b>\$0.00</b>	<b>\$0.00</b>
<b>Total 4400 Special Events</b>	<b>\$0.00</b>	<b>\$0.00</b>	<b>\$0.00</b>	<b>\$0.00</b>	<b>\$0.00</b>	<b>\$0.00</b>	<b>\$0.00</b>	<b>\$0.00</b>	<b>\$0.00</b>	<b>\$0.00</b>	<b>\$0.00</b>	<b>\$0.00</b>	<b>\$0.00</b>
<b>Total 4500 Merchandise Sales</b>	<b>\$0.00</b>	<b>\$0.00</b>	<b>\$0.00</b>	<b>\$0.00</b>	<b>\$0.00</b>	<b>\$0.00</b>	<b>\$0.00</b>	<b>\$0.00</b>	<b>\$0.00</b>	<b>\$0.00</b>	<b>\$0.00</b>	<b>\$0.00</b>	<b>\$0.00</b>
<b>Total Income</b>	<b>\$0.00</b>	<b>\$0.00</b>	<b>\$0.00</b>	<b>\$0.00</b>	<b>\$0.00</b>	<b>\$0.00</b>	<b>\$0.00</b>	<b>\$0.00</b>	<b>\$0.00</b>	<b>\$0.00</b>	<b>\$0.00</b>	<b>\$0.00</b>	<b>\$0.00</b>
<b>Total Cost of Goods Sold</b>	<b>\$0.00</b>	<b>\$0.00</b>	<b>\$0.00</b>	<b>\$0.00</b>	<b>\$0.00</b>	<b>\$0.00</b>	<b>\$0.00</b>	<b>\$0.00</b>	<b>\$0.00</b>	<b>\$0.00</b>	<b>\$0.00</b>	<b>\$0.00</b>	<b>\$0.00</b>
<b>Total 5000 Personnel Expenses</b>	<b>\$0.00</b>	<b>\$0.00</b>	<b>\$0.00</b>	<b>\$0.00</b>	<b>\$0.00</b>	<b>\$0.00</b>	<b>\$0.00</b>	<b>\$0.00</b>	<b>\$0.00</b>	<b>\$0.00</b>	<b>\$0.00</b>	<b>\$0.00</b>	<b>\$0.00</b>
6010 FAM/Site Visits	\$11000.00	2000	2500			500	3000	1000	500		1000	500	
6020 Community Awareness	\$2500.00	100			700		1500	100			100		
6030 Professional Organizations	\$9025.00	600	2000		3600	2200						625	
6110 Specialty Advertising	\$60300.00			60300									
6130 Financial Assistance	\$7260.00	5000					1000		260	1000			
6140 Transportation	\$7000.00	7000											
6180 Education	\$4000.00						2000						2000
6250 Association Dues and Memberships	\$1740.00	1240			500								
<b>Total 6290 Special Events</b>	<b>\$0.00</b>	<b>\$0.00</b>	<b>\$0.00</b>	<b>\$0.00</b>	<b>\$0.00</b>	<b>\$0.00</b>	<b>\$0.00</b>	<b>\$0.00</b>	<b>\$0.00</b>	<b>\$0.00</b>	<b>\$0.00</b>	<b>\$0.00</b>	<b>\$0.00</b>
<b>Total 6000 Program Expenses</b>	<b>\$102825.00</b>	<b>\$15940.00</b>	<b>\$4500.00</b>	<b>\$60300.00</b>	<b>\$4800.00</b>	<b>\$2700.00</b>	<b>\$7500.00</b>	<b>\$1100.00</b>	<b>\$760.00</b>	<b>\$1000.00</b>	<b>\$1100.00</b>	<b>\$1125.00</b>	<b>\$2000.00</b>
<b>Total 7100 Contractual Services</b>	<b>\$0.00</b>	<b>\$0.00</b>	<b>\$0.00</b>	<b>\$0.00</b>	<b>\$0.00</b>	<b>\$0.00</b>	<b>\$0.00</b>	<b>\$0.00</b>	<b>\$0.00</b>	<b>\$0.00</b>	<b>\$0.00</b>	<b>\$0.00</b>	<b>\$0.00</b>
<b>Total 7200 Other Charges</b>	<b>\$0.00</b>	<b>\$0.00</b>	<b>\$0.00</b>	<b>\$0.00</b>	<b>\$0.00</b>	<b>\$0.00</b>	<b>\$0.00</b>	<b>\$0.00</b>	<b>\$0.00</b>	<b>\$0.00</b>	<b>\$0.00</b>	<b>\$0.00</b>	<b>\$0.00</b>
<b>Total 7000 Administrative Overhead</b>	<b>\$0.00</b>	<b>\$0.00</b>	<b>\$0.00</b>	<b>\$0.00</b>	<b>\$0.00</b>	<b>\$0.00</b>	<b>\$0.00</b>	<b>\$0.00</b>	<b>\$0.00</b>	<b>\$0.00</b>	<b>\$0.00</b>	<b>\$0.00</b>	<b>\$0.00</b>
<b>Total Wages</b>	<b>\$0.00</b>	<b>\$0.00</b>	<b>\$0.00</b>	<b>\$0.00</b>	<b>\$0.00</b>	<b>\$0.00</b>	<b>\$0.00</b>	<b>\$0.00</b>	<b>\$0.00</b>	<b>\$0.00</b>	<b>\$0.00</b>	<b>\$0.00</b>	<b>\$0.00</b>
<b>Total Payroll expenses</b>	<b>\$0.00</b>	<b>\$0.00</b>	<b>\$0.00</b>	<b>\$0.00</b>	<b>\$0.00</b>	<b>\$0.00</b>	<b>\$0.00</b>	<b>\$0.00</b>	<b>\$0.00</b>	<b>\$0.00</b>	<b>\$0.00</b>	<b>\$0.00</b>	<b>\$0.00</b>
<b>Total Reimbursements</b>	<b>\$0.00</b>	<b>\$0.00</b>	<b>\$0.00</b>	<b>\$0.00</b>	<b>\$0.00</b>	<b>\$0.00</b>	<b>\$0.00</b>	<b>\$0.00</b>	<b>\$0.00</b>	<b>\$0.00</b>	<b>\$0.00</b>	<b>\$0.00</b>	<b>\$0.00</b>
<b>Total Expense</b>	<b>\$102825.00</b>	<b>\$15940.00</b>	<b>\$4500.00</b>	<b>\$60300.00</b>	<b>\$4800.00</b>	<b>\$2700.00</b>	<b>\$7500.00</b>	<b>\$1100.00</b>	<b>\$760.00</b>	<b>\$1000.00</b>	<b>\$1100.00</b>	<b>\$1125.00</b>	<b>\$2000.00</b>
<b>Total Other Income</b>	<b>\$0.00</b>	<b>\$0.00</b>	<b>\$0.00</b>	<b>\$0.00</b>	<b>\$0.00</b>	<b>\$0.00</b>	<b>\$0.00</b>	<b>\$0.00</b>	<b>\$0.00</b>	<b>\$0.00</b>	<b>\$0.00</b>	<b>\$0.00</b>	<b>\$0.00</b>
<b>Total Other Expense</b>	<b>\$0.00</b>	<b>\$0.00</b>	<b>\$0.00</b>	<b>\$0.00</b>	<b>\$0.00</b>	<b>\$0.00</b>	<b>\$0.00</b>	<b>\$0.00</b>	<b>\$0.00</b>	<b>\$0.00</b>	<b>\$0.00</b>	<b>\$0.00</b>	<b>\$0.00</b>
<b>Total Net Income</b>	<b>\$-102825.00</b>	<b>\$-15940.00</b>	<b>\$-4500.00</b>	<b>\$-60300.00</b>	<b>\$-4800.00</b>	<b>\$-2700.00</b>	<b>\$-7500.00</b>	<b>\$-1100.00</b>	<b>\$-760.00</b>	<b>\$-1000.00</b>	<b>\$-1100.00</b>	<b>\$-1125.00</b>	<b>\$-2000.00</b>

Thursday, August 21, 2025 at 1:59 PM CDT

## AMARILLO LODGING DATA

July 2025

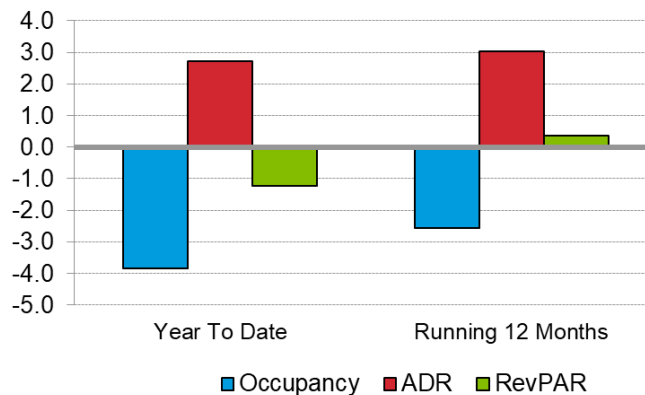
### Monthly Percent Change



*From Smith Travel Research*

July 2025 Occupancy – 65.9%  
 Down 3.3% from July 2024  
 July 2025 Supply – Up 3.2% Change  
 July 2025 Demand – Down 0.2%

### Overall Percent Change



July 2025 ADR – \$100.42  
 Up 0.7% from July 2024  
 July 2025 RevPAR – \$66.15  
 Down 2.6% from July 2024  
 July 2025 Total Revenue – \$15,178,790  
 Up 0.5% from July 2024  
 7,287 total rooms (per STR)

RUNNING 12 MONTH TOTAL REVENUE 2023 - \$149,568,345

Definite Leads and Assists

Date Range: 08/01/2025-12/31/2025

Group	Account	Meeting Name	Meeting Dates	People	Total Room Nigh Econ Value
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-HYDP 2025 Conference	08/04/2025 - 08/07/2025	75	160 \$88,889.92
Meeting Sales	Gateway to Success, Inc	George Washington Carver Diamond Jubilee 2025	08/06/2025 - 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
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 Lonestar 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
Meeting Sales	Amarillo CVB	Amarillo International Film Festival 2025	10/09/2025 - 10/12/2025	40	120 \$0.00
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
Sports Sales	Texas Panhandle Youth Sports Foundation	Halloween Howl 2025	10/24/2025 - 10/26/2025	80	0 \$58,722.86
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 Slugfest 2025	11/07/2025 - 11/09/2025	80	0 \$58,722.86
Sports Sales	Working Ranch Cowboy Association	WRCA 30th World Championship Ranch Rodeo - Staff Rooms Only	11/09/2025 - 11/17/2025	400	0 \$1,285,872.04
Sports Sales	Working Ranch Cowboy Association	WRCA 30th World Championship Ranch Rodeo - Courtesy Block Request	11/12/2025 - 11/17/2025	4,000	0 \$0.00
Meeting Sales	Jehovah Witnesses	CCJW Circuit Event	11/15/2025 - 11/16/2025	70	0 \$14,490.00
Sports Sales	Amarillo Independent School District	Yellow City Classic Basketball Tournament 2025	11/24/2025 - 11/26/2025	40	0 \$31,419.52
Sports Sales	CBT Barrel Racing	2025 Christmas Ca\$h Barrel Racing	11/28/2025 - 11/30/2025	65	0 \$138,452.00
Sports Sales	Texas USA Wrestling	2025 Panhandle Nationals Wrestling Tournament	11/28/2025 - 11/30/2025	350	0 \$334,280.25
Meeting Sales	IDEAg Group, LLC	2025 Amarillo Farm and Ranch Show	12/02/2025 - 12/05/2025	368	0 \$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 (27)				7,767	2,028 \$7,598,581.10

Groups Served

Date Range: 10/01/2024-09/18/2025

Group	Account	Meeting Name	Meeting Dates	People	Total Room	Econ Value
Meeting Sales	B-2/ 501st Airborne	2024 B-2/ 101st Airborne Reunion	10/02/2024 - 10/06/2024	25	0	\$15,878.23
Meeting Sales	Amarillo CVB	Murguia/Phommahaxay Wedding	10/04/2024 - 10/07/2024	50	135	\$0.00
Meeting Sales	Family Reunion/Wedding Party's	Wilson School 2024 Reunion	10/04/2024 - 10/05/2024	25	0	\$0.00
Meeting Sales	Texas Speech Communications Association	2024 TSCA Conference	10/09/2024 - 10/12/2024	300	372	\$211,653.75
Meeting Sales	Amarillo CVB	Amarillo International Film Festival	10/10/2024 - 10/13/2024	50	120	\$37,801.91
Sports Sales	CrossFit 806	806 Classic - 2024	10/11/2024 - 10/13/2024	50	60	\$97,399.69
Meeting Sales	Fandom Events	Cottonwood Faire 2024	10/11/2024 - 10/13/2024	50	0	\$106,696.89
Sports Sales	Cowboy Mounted Shooting Association	2024 CMSA Wrangler World Championships	10/12/2024 - 10/20/2024	100	0	\$179,076.01
Sports Sales	United States Team Penning Association	2024 USTPA World Finals	10/17/2024 - 10/26/2024	200	0	\$202,096.31
Sports Sales	Legends Roughstock Series	Halloween Hullabaloo Legends Roughstock Series 2024	10/18/2024 - 10/20/2024	75	125	\$66,155.29
Sports Sales	Peak Fighting	PFC 34 Fight Night October 24'	10/18/2024 - 10/19/2024	244	0	\$253,214.07
Meeting Sales	Jehovah Witnesses	CCJW Circuit Event	10/19/2024 - 10/20/2024	70	0	\$14,490.00
Sports Sales	Texas Panhandle Youth Sports Foundation	Ghouls Just Wanna Have Fun 2024	10/19/2024 - 10/20/2024	80	0	\$65,524.39
Meeting Sales	Amarillo High School	Amarillo High School 50th Alumni Assoc. 2024 Reunion	10/25/2024 - 10/26/2024	50	0	\$22,834.65
Sports Sales	Texas Panhandle Youth Sports Foundation	Halloween Howl 2024	10/26/2024 - 10/27/2024	80	0	\$65,524.39
Sports Sales	Conference Commissioners Association Division 2	2024 D2CCA Tip Off Classic	10/31/2024 - 11/03/2024	76	348	\$171,809.85
Meeting Sales	Indian Association of Amarillo	2024 IAoHO New Year Celebration	11/02/2024 - 11/02/2024	0	0	\$4,947.94
Meeting Sales	Amarillo College Washington Campus	USITCC South Central Regional Student Conference 2024	11/07/2024 - 11/09/2024	100	96	\$53,346.76
Sports Sales	Texas Panhandle Youth Sports Foundation	Frozen Ropes Slugfest 2024	11/09/2024 - 11/10/2024	80	0	\$64,803.24
Sports Sales	Working Ranch Cowboy Association	WRCA 29th World Championship Ranch Rodeo - Staff Rooms Only	11/10/2024 - 11/18/2024	400	0	\$821,171.79
Sports Sales	Working Ranch Cowboy Association	WRCA 29th World Championship Ranch Rodeo - Courtesy Block Request	11/13/2024 - 11/18/2024	4,000	0	\$4,978,165.84
Sports Sales	Bronc Stomper Productions, LLC	Bomb City Broncs and United Bucking Horse Association World Finals	11/15/2024 - 11/18/2024	150	0	\$321,160.86
Meeting Sales	Jehovah Witnesses	CCJW Circuit Event	11/16/2024 - 11/17/2024	70	0	\$14,490.00
Sports Sales	Amarillo Independent School District	Yellow City Classic Basketball Tournament 2024	11/25/2024 - 11/27/2024	40	0	\$46,143.09
Sports Sales	CBT Barrel Racing	2024 Christmas Ca\$h Barrel Racing	11/29/2024 - 12/01/2024	65	0	\$122,620.48
Sports Sales	Texas USA Wrestling	2024 Panhandle Nationals Wrestling Tournament	11/29/2024 - 11/30/2024	350	0	\$324,863.64
Meeting Sales	IDEAg Group, LLC	2024 Amarillo Farm and Ranch Show	12/03/2024 - 12/06/2024	368	605	\$3,849,713.79
Meeting Sales	Amarillo Tri-State Exposition	Amarillo Classic Junior Stock Show 2024	12/04/2024 - 12/07/2024	200	660	\$329,808.82
Meeting Sales	Global Animal Products	2024 Christmas Meeting	12/11/2024 - 12/14/2024	15	47	\$22,223.45
Meeting Sales	Northside Toy Drive	Northside Toy Drive Black tie event 2024	12/13/2024 - 12/14/2024	50	0	\$10,728.93
Sports Sales	National Junior College Athletic Association	2024 NJCAA Football Championship	12/16/2024 - 12/19/2024	160	589	\$366,373.83
Meeting Sales	Chapel Hill Missionary Baptist Church/Mount Herman Missionary Baptist Church Association	Traveling Standley - mission Trip and pin exchange for youth group	01/08/2025 - 01/09/2025	0	0	\$0.00
Sports Sales	Amarillo Hockey Association	Stanley Cup Hockey Tournament	01/17/2025 - 01/20/2025	240	720	\$372,779.37
Meeting Sales	Parkhill	Amarillo Architecture Tour 2025	02/03/2025 - 02/07/2025	10	59	\$22,927.16
Sports Sales	West Texas A&M University Athletics	WT 806 Day Basketball Tournament	02/08/2025 - 02/08/2025	0	0	\$16,016.62
Meeting Sales	First Presbyterian Church	Presbyterian Church 2025 Mission Trip	02/17/2025 - 02/28/2025	0	0	\$0.00
Meeting Sales	Fandom Events	Bomb City Comic Con	02/28/2025 - 03/02/2025	20	80	\$59,493.52
Meeting Sales	Panhandle Kennel Club of the American Kennel Club	AKC FASTCATS 2025	02/28/2025 - 03/02/2025	75	0	\$22,682.82
Meeting Sales	West Texas Pharmacy Association	2025 WTPA Annual Conference	02/28/2025 - 03/02/2025	60	100	\$52,212.17
Meeting Sales	Texas Northwest Jurisdictional Church of God in Christ	Texas Northwest Jurisdictional Church of Christ in God Women's Conference	03/11/2025 - 03/15/2025	65	300	\$93,407.47
Sports Sales	Amarillo Hockey Association	Wranglers Parents Weekend 2025	03/14/2025 - 03/16/2025	20	40	\$21,623.58
Sports Sales	Texas Panhandle Youth Sports Foundation	Come Out Swinging Baseball 2025	03/21/2025 - 03/23/2025	80	0	\$58,722.86
Meeting Sales	Jehovah Witnesses	CCJW Circuit Event	03/22/2025 - 03/23/2025	70	0	\$14,490.00
Meeting Sales	Texas Water Utilities Association	Panhandle Regional Training 2025	03/24/2025 - 03/27/2025	50	0	\$60,740.22
Meeting Sales	FIRST® IN TEXAS	2025 FIRST® Robotic Competition- District Event	03/27/2025 - 03/30/2025	600	540	\$483,667.15
Sports Sales	West Texas Ranch Rodeo	2025 World Championship Blacksmith Competition	04/09/2025 - 04/13/2025	250	240	\$208,441.24
Meeting Sales	Yellow City Comic Convention - YC3	2025 Yellow City Comic Convention - YC3	04/10/2025 - 04/13/2025	100	0	\$467,247.52
Sports Sales	Southwest Trampoline and Tumbling Association	2025 STTA Texas and New Mexico State Championship	04/11/2025 - 04/13/2025	175	0	\$188,647.51
Sports Sales	Texas Panhandle Youth Sports Foundation	Joe Taco-Oppo Taco Classic Baseball 2025	04/11/2025 - 04/13/2025	250	150	\$125,855.67
Sports Sales	West Texas Ranch Rodeo	2025 West Texas Ranch Rodeo	04/11/2025 - 04/13/2025	300	160	\$243,311.81
Sports Sales	National Intercollegiate Ranch & Stock Horse Association	2025 NIRSHA Show	04/13/2025 - 04/16/2025	100	0	\$99,586.00
Meeting Sales	Jehovah Witnesses	CCJW Circuit Event	04/19/2025 - 04/20/2025	70	0	\$14,490.00
Sports Sales	Dust Devil Duel, LLC	Dust Devil Duel 2025	04/25/2025 - 04/27/2025	100	285	\$126,241.53
Meeting Sales	Greater Southwest Music Festival	2025 Greater Southwest Music Festival	04/30/2025 - 05/03/2025	10	0	\$625,298.86
Sports Sales	Panhandle Quarter Horse Association	2025 PQHA VRH World Dress Show Rehearsal Show	05/02/2025 - 05/04/2025	100	40	\$68,697.35

Meeting Sales	Reunion and Wedding Parties	Pautsky-Harbison Wedding	05/03/2025 - 05/04/2025	30	30	\$8,672.36
Sports Sales	National Collegiate Athletic Association	NCAA Division II Women's Regional Championship 2025	05/04/2025 - 05/07/2025	75	0	\$63,522.68
Meeting Sales	Nuclear Care Partners	Nuclear Care Partners- Meeting Space Request	05/07/2025 - 05/07/2025	0	0	\$9,940.90
Meeting Sales	Texas Workforce Commission	TWC Employer Regional Conference Amarillo 2025	05/08/2025 - 05/10/2025	20	20	\$25,324.45
Sports Sales	Peak Fighting	PFC 34 Fight Night May 25'	05/09/2025 - 05/11/2025	244	0	\$256,147.80
Meeting Sales	Run for the Wall	2025 Run for the Wall	05/15/2025 - 05/16/2025	150	0	\$62,100.00
Sports Sales	Texas Panhandle Youth Sports Foundation	Leather and Lace 2025	05/16/2025 - 05/18/2025	80	0	\$58,722.86
Meeting Sales	West Texas A&M University	2025 Buff Branding Steer & Heffer Show	05/23/2025 - 05/26/2025	50	115	\$68,490.55
Sports Sales	Amarillo Obedience Training Club	American Kennel Club (AKC) Licensed Agility Trials 2025	05/24/2025 - 05/26/2025	200	0	\$109,600.00
Sports Sales	Texas Panhandle Youth Sports Foundation	School's Out Battle of the Bats-Baseball 2025	05/30/2025 - 06/01/2025	200	0	\$86,120.13
Sports Sales	Coors Cowboy Club	2025 Coor's Ranch Rodeo & Cattle Drive	06/05/2025 - 06/08/2025	885	0	\$484,980.00
Meeting Sales	Pilot International	185 International Airplane Pilots Club Reunion	06/05/2025 - 06/08/2025	35	0	\$8,058.88
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	06/08/2025 - 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	\$332,818.68
Meeting Sales	3rd Marine Division Association	2025 Beef Improvement Federation Research Symposium	06/12/2025 - 06/15/2025	15	38	\$16,668.67
Sports Sales	Texas Panhandle Youth Sports Foundation	3rd Marine Division Reunion 2025	06/13/2025 - 06/15/2025	1,500	1,000	\$924,046.93
Sports Sales	American Quarter Horse Association	2025 State Baseball Tournament	06/14/2025 - 06/22/2025	300	0	\$1,347,340.46
Meeting Sales	Western Writers of America	2025 Versatility Ranch Horse World Championship Show	06/14/2025 - 06/22/2025	300	0	\$1,347,340.46
Meeting Sales	Jehovah Witnesses	Western Writers of America Annual Meeting	06/18/2025 - 06/21/2025	100	480	\$184,348.68
Sports Sales	Amarillo Gun Club (Texas Trapshooters Association)	2025 Christian Congregation of Jehovah's Witnesses- Week 1	06/19/2025 - 06/22/2025	400	0	\$248,400.00
Meeting Sales	Jehovah Witnesses	2025 Zone Shoot	06/20/2025 - 06/22/2025	50	0	\$27,182.69
Sports Sales	CBT 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 Da\$h Barrel Race	06/27/2025 - 06/29/2025	50	0	\$72,820.67
Sports 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 - 07/06/2025	300	0	\$508,969.35
Meeting Sales	Scott Family Reunion	2025 Will Rogers Range Riders Rodeo	07/01/2025 - 07/05/2025	125	0	\$169,115.65
Meeting Sales	American Quarter Horse Association	2025 Scott Family Reunion	07/03/2025 - 07/06/2025	50	0	\$0.00
Sports Sales	Amarillo Gun Club (Texas Trapshooters Association)	2025 Youth Excellence Seminar (YES) Leadership Conference	07/07/2025 - 07/11/2025	65	0	\$98,736.27
Sports Sales	Koben Puckett Productions	2025 Southwest Zone Shoot	07/11/2025 - 07/13/2025	50	0	\$28,460.35
Meeting Sales	Texas APCO and Texas NENA	2025 Koben Puckett PBR	07/11/2025 - 07/13/2025	50	0	\$284,855.57
Meeting Sales	Amarillo Police Department	Texas 911 Trainers and 911 Public Educators of Texas	07/13/2025 - 07/16/2025	30	0	\$24,420.33
Meeting Sales	Panhandle Press Association	Iron Horse Shoot Out 2025	07/16/2025 - 07/19/2025	50	0	\$62,826.42
Meeting Sales	Church of Christ	116th Annual Convention	07/18/2025 - 07/19/2025	30	0	\$0.00
Sports Sales	Panhandle Quarter Horse Association	2025 Area Wide Meeting a.k.a Brotherhood Meeting	07/24/2025 - 07/27/2025	150	230	\$178,844.61
Sports Sales	Texas Wounded Warrior Foundation	2025 PQHA Bomb City Blowout Show	07/25/2025 - 07/27/2025	100	40	\$68,697.35
Meeting Sales	Global Animal Products	2025 Wounded Warrior Amarillo Pro-Am	07/26/2025 - 07/28/2025	25	0	\$0.00
Meeting Sales	Texas Historical Commission	2025 July Sales Meeting	07/28/2025 - 07/31/2025	20	0	\$29,098.95
Sports Sales	Texas Panhandle Youth Sports Foundation	2025 THC Quarterly Commission Meeting	07/29/2025 - 08/01/2025	50	107	\$43,037.21
Meeting Sales	AMA-CON	Summer Slam 2025	08/01/2025 - 08/03/2025	80	0	\$67,470.54
Meeting Sales	Texas A&M AgriLife Amarillo Research and Extension Center/District 01 Office	2025 AMA-CON	08/02/2025 - 08/04/2025	350	145	\$74,196.41
Meeting Sales	Gateway to Success, Inc	4-H Agent TAE4-HYDP 2025 Conference	08/04/2025 - 08/07/2025	75	160	\$88,889.92
Sports Sales	West Texas Futurity	George Washington Carver Diamond Jubilee 2025	08/06/2025 - 08/10/2025	40	225	\$144,450.77
Total (99)		2025 West Texas Futurity	08/06/2025 - 08/17/2025	350	203	\$864,242.67
				17,897	9,397	\$24,016,770.50



## Pending Meeting Sales & Sports Leads

### Pending Meeting Sales & Sports Leads

**08/01/2025 - 12/31/2028**  
**Meeting Sales, Sports Sales**

<b>Oct 23 - 26</b>	<b>Amarillo Invitational Balloon Rally</b> Pirates of the Canyon 2025	<b>Group:</b> Meeting Sales <b>Room Nights:</b> 75 <b>Peak Rooms:</b> 25 <b>Attendance:</b> 25 <b>EIC:</b> \$20,700.00	Lead
<b>Oct 25 - Nov 3</b>	<b>American Rope Horse Futurity Association</b> 2025 ARHFA World Show	<b>Group:</b> Sports Sales <b>Room Nights:</b> 209 <b>Peak Rooms:</b> 41 <b>Attendance:</b> 40 <b>EIC:</b> \$285,299.96	Lead
<b>Dec 15 - 18</b>	<b>National Junior College Athletic Association</b> 2025 NJCAA Football Championship	<b>Group:</b> Sports Sales <b>Room Nights:</b> 480 <b>Peak Rooms:</b> 160 <b>Attendance:</b> 160 <b>EIC:</b> \$635,592.27	Pending
<b>Mar 21 - 25</b>	<b>Khiva Shrine</b> 2026 Association Conferences for SRA (recorder)and STA (treasurer)	<b>Group:</b> Meeting Sales <b>Room Nights:</b> 310 <b>Peak Rooms:</b> 90 <b>Attendance:</b> 85 <b>EIC:</b> \$138,523.73	Lead
<b>Apr 2 - 5</b>	<b>FIRST@ IN TEXAS</b> 2026 FIRST@ Robotic Competition- District Event	<b>Group:</b> Meeting Sales <b>Room Nights:</b> 750 <b>Peak Rooms:</b> 250 <b>Attendance:</b> 600 <b>EIC:</b> \$495,449.13	Lead

<b>Apr</b> <b>10 - 12</b>	<b>West Texas Ranch Rodeo</b> 2026 West Texas Ranch Rodeo	<b>Group:</b> Sports Sales <b>Room Nights:</b> 335 <b>Peak Rooms:</b> 150 <b>Attendance:</b> 300 <b>EIC:</b> \$0.00	Pending
<b>Apr</b> <b>17 - 19</b>	<b>Panhandle Archeological Society of Texas</b> Southwestern Federation of Archeological Societies 2026 Meeting	<b>Group:</b> Meeting Sales <b>Room Nights:</b> 17 <b>Peak Rooms:</b> 10 <b>Attendance:</b> 10 <b>EIC:</b> \$0.00	Lead
<b>May</b> <b>1 - 9</b>	<b>National Narcotic Detector Dog Association</b> 2026 Annual NNDDA Training Conference	<b>Group:</b> Meeting Sales <b>Room Nights:</b> 750 <b>Peak Rooms:</b> 100 <b>Attendance:</b> 100 <b>EIC:</b> \$238,350.70	Pending
<b>Jun</b> <b>7 - 14</b>	<b>Framework Events</b> OccuNet Classic 2026	<b>Group:</b> Sports Sales <b>Room Nights:</b> 2365 <b>Peak Rooms:</b> 390 <b>Attendance:</b> 300 <b>EIC:</b> \$1,492,102.22	Lead
<b>Jun</b> <b>15 - 19</b>	<b>Miss Rodeo Texas</b> Miss Rodeo Texas 2026	<b>Group:</b> Sports Sales <b>Room Nights:</b> 282 <b>Peak Rooms:</b> 100 <b>Attendance:</b> 100 <b>EIC:</b> \$141,875.86	Lead
<b>Jun</b> <b>20 - 28</b>	<b>American Quarter Horse Association</b> 2026 Versatility Ranch Horse World Championship Show	<b>Group:</b> Sports Sales <b>Room Nights:</b> 1980 <b>Peak Rooms:</b> 280 <b>Attendance:</b> 300 <b>EIC:</b> \$0.00	Pending



<b>Jun</b> <b>23 - 24</b>	<b>Great Race</b> 2026 Great Race - Route 66 Theme	<b>Group:</b> Meeting Sales <b>Room Nights:</b> 300 <b>Peak Rooms:</b> 300 <b>Attendance:</b> 300 <b>EIC:</b> \$62,100.00	Lead
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<b>Jul</b> <b>19 - 23</b>	<b>American Junior Golf Association</b> AJGA 2026	<b>Group:</b> Sports Sales <b>Room Nights:</b> 370 <b>Peak Rooms:</b> 70 <b>Attendance:</b> 60 <b>EIC:</b> \$194,489.26	Pending
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<b>Aug</b> <b>5 - 17</b>	<b>West Texas Futurity</b> 2026 West Texas Futurity	<b>Group:</b> Sports Sales <b>Room Nights:</b> 555 <b>Peak Rooms:</b> 55 <b>Attendance:</b> 350 <b>EIC:</b> \$0.00	Pending
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<b>Oct 29 - Nov 1</b>	<b>Conference Commissioners Association Division 2</b> 2026 Women's Basketball D2 CCA Tip Off Classic	<b>Group:</b> Sports Sales <b>Room Nights:</b> 180 <b>Peak Rooms:</b> 60 <b>Attendance:</b> 76 <b>EIC:</b> \$168,777.95	Pending
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<b>Nov</b> <b>8 - 16</b>	<b>Working Ranch Cowboy Association</b> WRCA 31st World Championship Ranch Rodeo - Staff Rooms Only	<b>Group:</b> Sports Sales <b>Room Nights:</b> 0 <b>Peak Rooms:</b> 0 <b>Attendance:</b> 400 <b>EIC:</b> \$0.00	Pending
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<b>Dec</b> <b>2 - 6</b>	<b>Amarillo Tri-State Exposition</b> Amarillo Classic Junior Stock Show 2026	<b>Group:</b> Meeting Sales <b>Room Nights:</b> 550 <b>Peak Rooms:</b> 200 <b>Attendance:</b> 200 <b>EIC:</b> \$342,019.43	Pending
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<b>Dec</b> <b>14 - 17</b>	<b>National Junior College Athletic Association</b> 2026 NJCAA Football Championship	<b>Group:</b> Sports Sales <b>Room Nights:</b> 480 <b>Peak Rooms:</b> 160 <b>Attendance:</b> 160 <b>EIC:</b> \$647,315.73	Pending
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<b>Feb</b> <b>2 - 7</b>	<b>Outstanding Farmers of America</b> 2027 Outstanding Farmers of America	<b>Group:</b> Meeting Sales <b>Room Nights:</b> 325 <b>Peak Rooms:</b> 80 <b>Attendance:</b> 80 <b>EIC:</b> \$153,722.22	Lead
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<b>Feb</b> <b>5 - 11</b>	<b>Texas Chapter of the American Public Works Association</b> Texas APWA Workshop and Equipment Rodeo	<b>Group:</b> Meeting Sales <b>Room Nights:</b> 360 <b>Peak Rooms:</b> 160 <b>Attendance:</b> 160 <b>EIC:</b> \$0.00	Lead
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<b>Apr</b> <b>1 - 4</b>	<b>FIRST® IN TEXAS</b> 2027 FIRST® Robotic Competition- District Event	<b>Group:</b> Meeting Sales <b>Room Nights:</b> 750 <b>Peak Rooms:</b> 250 <b>Attendance:</b> 600 <b>EIC:</b> \$511,124.83	Pending
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<b>Jun</b> <b>8 - 11</b>	<b>Texas Society of Professional Engineers</b> TSPE State Professional Engineering Conference 2027	<b>Group:</b> Meeting Sales <b>Room Nights:</b> 900 <b>Peak Rooms:</b> 300 <b>Attendance:</b> 300 <b>EIC:</b> \$343,355.92	Lead
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<b>Jun</b> <b>13 - 16</b>	<b>Texas Chapter of the American Public Works Association</b> Texas Chapter of APWA Annual Conference 2027	<b>Group:</b> Meeting Sales <b>Room Nights:</b> 500 <b>Peak Rooms:</b> 200 <b>Attendance:</b> 200 <b>EIC:</b> \$0.00	Lead
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<b>Jul</b>	<b>American Quarter Horse Association</b>			
<b>5 - 9</b>	2027 Youth Excellence Seminar (YES) Leadership Conference			
		<b>Group:</b>	Meeting Sales	
		<b>Room Nights:</b>	0	
		<b>Peak Rooms:</b>	0	
		<b>Attendance:</b>	65	Pending
		<b>EIC:</b>	\$103,382.71	

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<b>Aug</b>	<b>West Texas Futurity</b>			
<b>4 - 16</b>	2027 West Texas Futurity			
		<b>Group:</b>	Sports Sales	
		<b>Room Nights:</b>	555	
		<b>Peak Rooms:</b>	55	
		<b>Attendance:</b>	350	Pending
		<b>EIC:</b>	\$0.00	

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<b>Sep</b>	<b>National Nurses Honor Guard Coalition</b>			
<b>23 - 26</b>	National Nurses Honor Guard 2027 Conference			
		<b>Group:</b>	Meeting Sales	
		<b>Room Nights:</b>	1100	
		<b>Peak Rooms:</b>	400	
		<b>Attendance:</b>	400	Lead
		<b>EIC:</b>	\$455,563.51	

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<b>Nov</b>	<b>Working Ranch Cowboy Association</b>			
<b>7 - 15</b>	WRCA 32nd World Championship Ranch Rodeo - Staff Rooms Only			
		<b>Group:</b>	Sports Sales	
		<b>Room Nights:</b>	0	
		<b>Peak Rooms:</b>	0	
		<b>Attendance:</b>	400	Pending
		<b>EIC:</b>	\$0.00	

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<b>Dec</b>	<b>National Junior College Athletic Association</b>			
<b>13 - 16</b>	2027 NJCAA Football Championship			
		<b>Group:</b>	Sports Sales	
		<b>Room Nights:</b>	480	
		<b>Peak Rooms:</b>	160	
		<b>Attendance:</b>	160	Pending
		<b>EIC:</b>	\$664,051.26	

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<b>Nov</b>	<b>Conference Commissioners Association Division 2</b>			
<b>2 - 5</b>	2028 Women's Basketball D2 CCA Tip Off Classic			
		<b>Group:</b>	Sports Sales	
		<b>Room Nights:</b>	180	
		<b>Peak Rooms:</b>	60	
		<b>Attendance:</b>	76	Pending
		<b>EIC:</b>	\$122,758.94	

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Nov  
5 - 13

Working Ranch Cowboy Association  
WRCA 33rd World Championship Ranch Rodeo - Staff Rooms Only

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

Sum of EIC: \$7,216,555.63

Report: Lost Business Report

Lost Reason	Economic Impact	Lost Count						
Board Vote/Preference/Internal Politics	\$343,355.92	1						
Multiple Reasons	\$0.00	0						
Lost Business Detail								
Organization Name	Lead Name	Meeting Start Date	Room	Atter	Room Nigh	Economic Impact	Lost Reason Board Vote/Preference/Inte	Lost Note Not enough support from the local chapter and board to host in Amarillo
Texas Society of Professional Engineers	TSPE State Professional Engineering Conference 2027 [7489	6/8/2027	300		900	\$343,355.92	rnal Politics	

QUARTERLY BUSINESS REVIEW PRESENTED TO

# VISIT AMARILLO



MADDEN

AUGUST 11, 2025

AMARILLO



# 2025 DestinationNEXT Futures Study



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01  
**ADVOCACY**

Your brand narrative needs to reflect shared value, not just visitor appeal. Positioning your DMO as a public asset is part of the modern marketing brief.

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02  
**AI &  
AUTHENTICITY**

AI is your co-pilot, not your copywriter. Use it to enhance speed and scale, but build brand strategies rooted in local voices, cultural nuance and lived experience.

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03  
**BRANDING**

Today's most trusted destination brands are built with their communities, not just about them.

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04  
**MARKETING  
TEAM OF THE  
FUTURE**

Your next campaign might come from your intern or an economic development partner. Build for flexibility. Collaborate across functions. Hire for curiosity, passion and empathy.

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# What's Been Going On?

## State of Texas lodging demand down.

Q2 showed a drop in demand April - June. The US also experienced a drop but not as significant.



↘ -2.0%

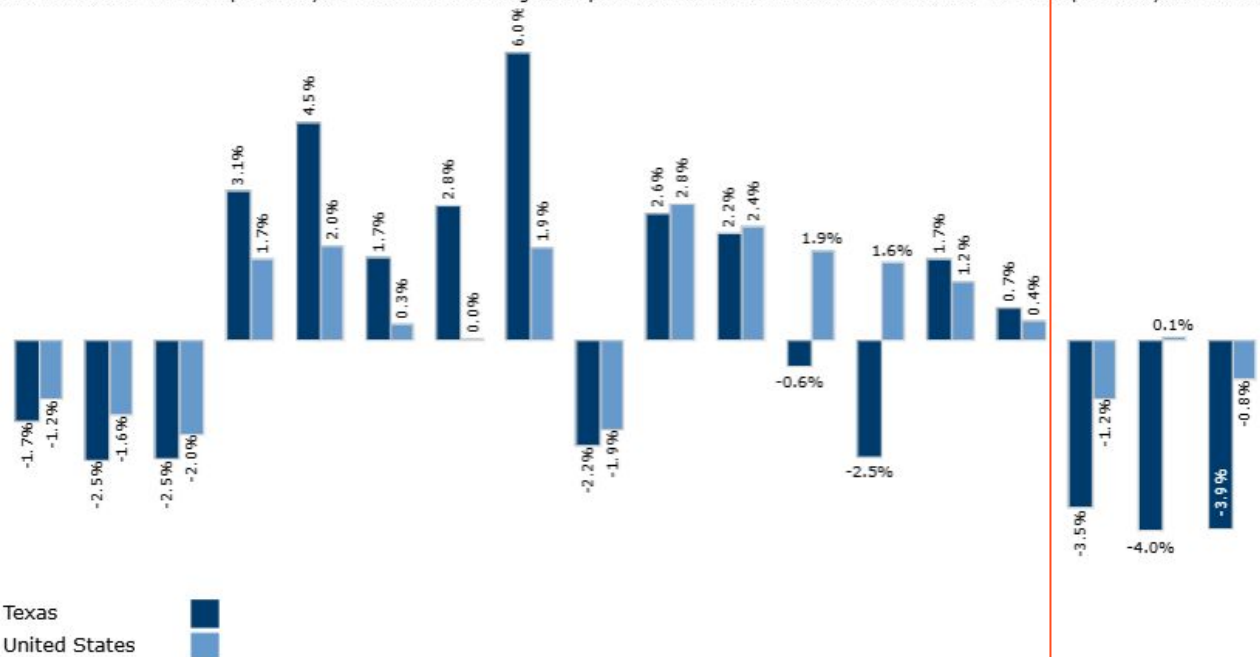
June YOY

Hotel Demand  
(STR)

## Lodging Demand by Month

Texas vs U.S., % Change YOY

Jan-24 Feb-24 Mar-24 Apr-24 May-24 Jun-24 Jul-24 Aug-24 Sep-24 Oct-24 Nov-24 Dec-24 Jan-25 Feb-25 Mar-25 Apr-25 May-25 Jun-25





# TARGET MARKETS

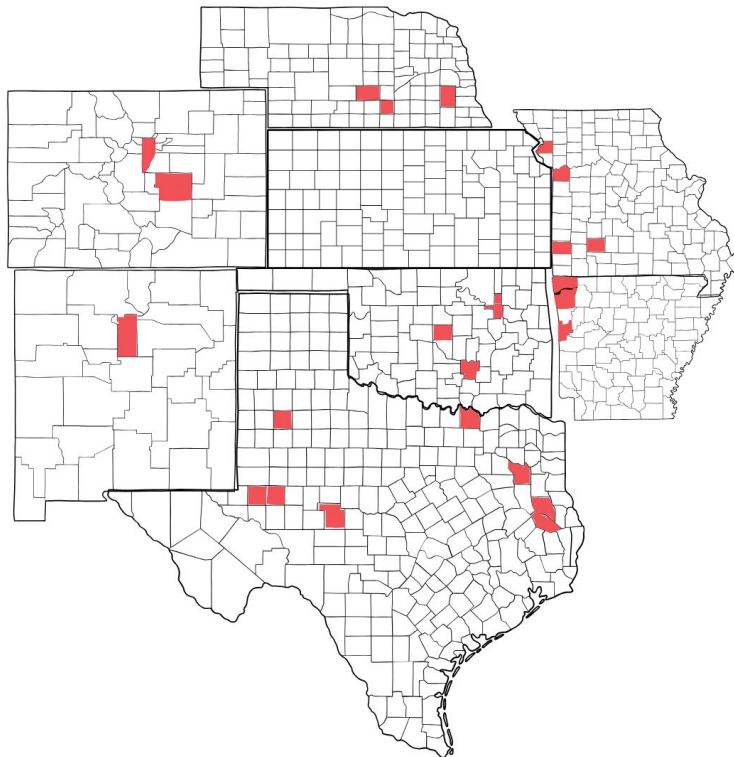


## IN STATE

- Lubbock
- Odessa-Midland
- San Angelo
- Tyler-Longview-Lufkin-Nacogdoches
- DFW (Nov 24-Mar 25)
- Houston (Nov 24-Mar 25)

## OUT OF STATE

- Albuquerque-Santa Fe, NM
- Colorado Springs, CO
- Denver, CO
- Fort Smith-Fayetteville-Springdale-Rogers, AR
- Joplin, MO-Pittsburg, KS
- Topeka, KS
- Wichita-Lawton, KS
- Kansas City, MO
- Springfield, MO
- St. Joseph, MO
- Lincoln-Hastings-Kearney, NE
- Oklahoma City, OK
- Tulsa, OK



# Q2 Analytics Overview

## KEY SITE METRICS

### YOY

Total users

160,301

-25%

Sessions

197,079

-28%

Engaged sessions

129,080

+13%

Average session duration

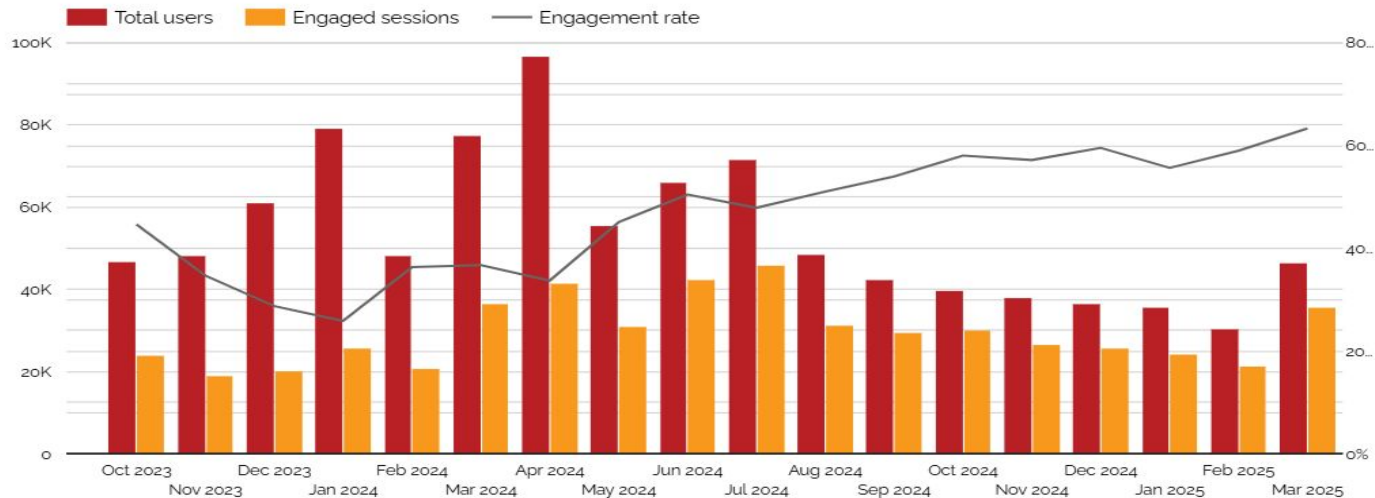
00:02:36

+1:17

Engagement rate

65.50%

+57%



## Q2 Top Cities – Web Traffic

City	Region	Total users ▾
Amarillo	Texas	11,863
Dallas	Texas	9,786
Denver	Colorado	5,248
Oklahoma City	Oklahoma	5,023
Austin	Texas	4,672
Houston	Texas	3,939
(not set)	Texas	3,720
Fort Worth	Texas	2,959
Albuquerque	New Mexico	2,958
San Antonio	Texas	2,911
Phoenix	Arizona	2,807
Lubbock	Texas	2,602
Kansas City	Missouri	2,480
New York	New York	2,016
Chicago	Illinois	1,876

- Visit Amarillo's high traffic from people within **Amarillo** is direct evidence that you are successfully building a strong advocacy model.
- Total users from **Denver** increased nearly 73% YOY and from **OKC** we saw a 21% increase.

# Visitation Overview

*Are you seeing lodging data  
show a similar average length  
of stay on bookings?*

Avg LOS

4.1

Overnight Visitor Share

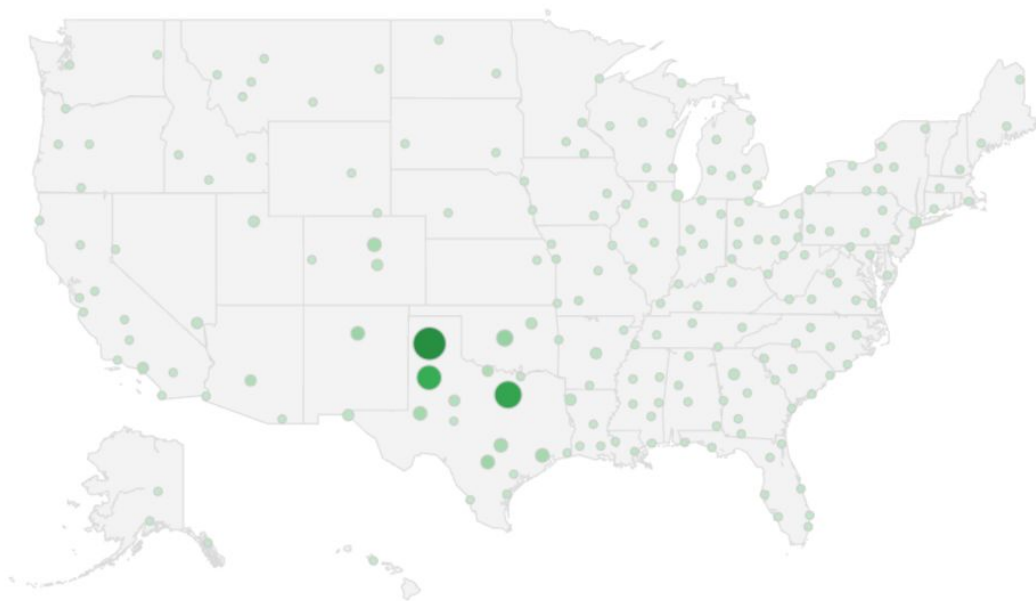
77%

Out of State Visitor Share

38.88%

Repeat Visits

1.3

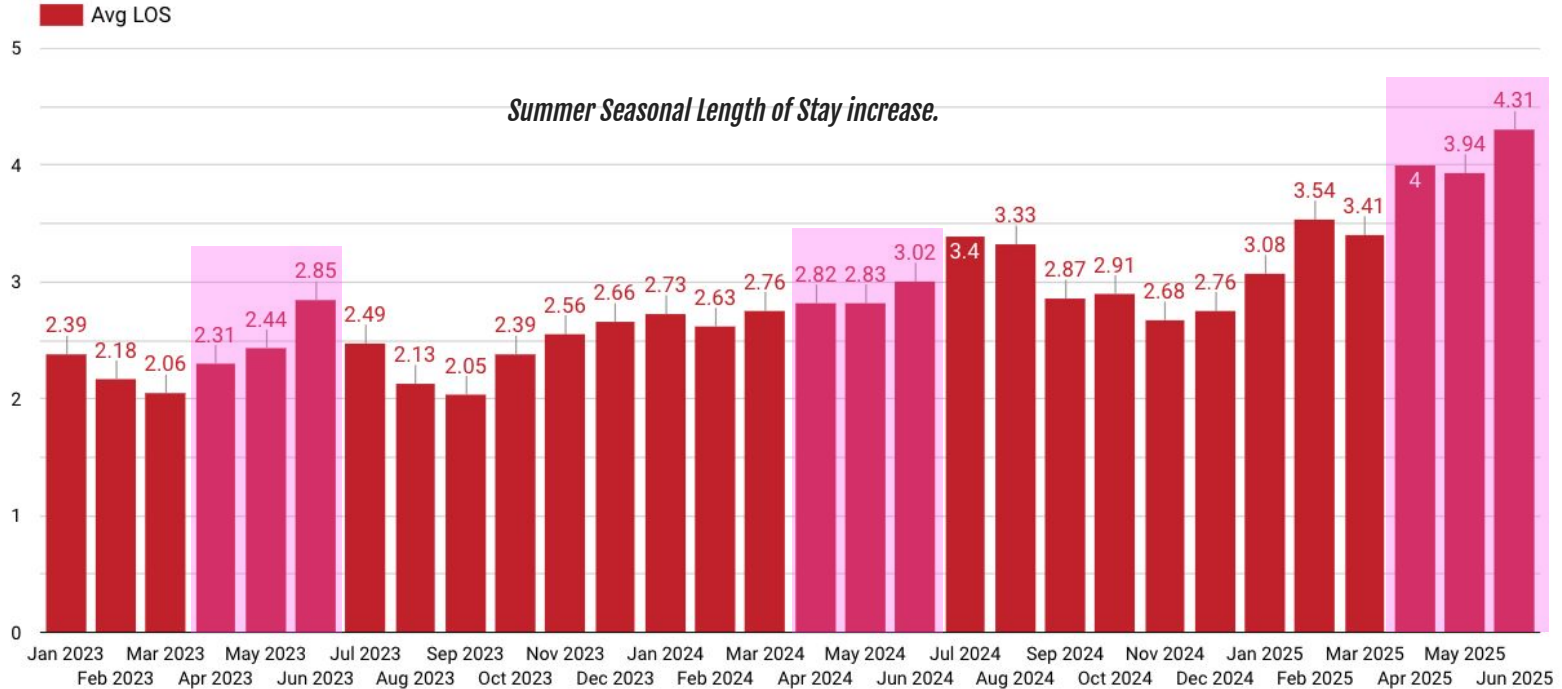


# Top Origin Markets

*In-state markets are showing 5+ days in LOS. Is it the same with lodging data?*

Origin DMA	Visitation Share ▾	Avg LOS
Amarillo, TX	21.2%	1.5
Dallas-Ft. Worth, TX	14.03%	5.5
Lubbock, TX	11.39%	1.58
Oklahoma City, OK	3.71%	4.13
Albuquerque-Santa Fe, NM	3.29%	4.61
San Antonio, TX	3.07%	5.28
Odessa-Midland, TX	2.55%	5.31
Houston, TX	2.48%	5.57
Denver, CO	2.37%	5.47
Austin, TX	2.29%	5.32
Wichita Falls, TX-Lawton, OK	1.71%	3.11
Phoenix, AZ	1.7%	5.6
Wichita-Hutchinson, KS Plus	1.29%	3.53
Abilene-Sweetwater, TX	1.27%	4.78
Tyler-Longview(Lufkin & Nacogdoches), TX	1.23%	5.69
Los Angeles, CA	1.13%	5.71
Colorado Springs-Pueblo, CO	1.04%	5.23
Tulsa, OK	0.95%	5.51
Waco-Temple-Bryan, TX	0.89%	5.34
Little Rock-Pine Bluff, AR	0.66%	5.46
<b>Grand total</b>	<b>100%</b>	<b>4.11</b>

# Overall Length of Stay Trend



# Target Markets – Visitation Overview

Origin DMA	Visitation Share ▾	Avg LOS
Dallas-Ft. Worth, TX	30.04%	5.5
Lubbock, TX	24.38%	1.58
Oklahoma City, OK	7.94%	4.13
Albuquerque-Santa Fe, NM	7.05%	4.61
Odessa-Midland, TX	5.47%	5.31
Houston, TX	5.32%	5.57
Denver, CO	5.07%	5.47
Wichita-Hutchinson, KS Plus	2.77%	3.53
Tyler-Longview(Lufkin & Nacogdoches), TX	2.63%	5.69
Colorado Springs-Pueblo, CO	2.22%	5.23
Tulsa, OK	2.04%	5.51
Springfield, MO	1.09%	5.48
Kansas City, MO	1.05%	5.71
San Angelo, TX	1.03%	5.25
Ft. Smith-Fayetteville-Springdale-Rogers, AR	0.91%	5.57
Joplin, MO-Pittsburg, KS	0.38%	5.38
Lincoln & Hastings-Kearney, NE	0.3%	5.48
Topeka, KS	0.25%	5.76
<b>Grand total</b>	<b>100%</b>	<b>4.31</b>

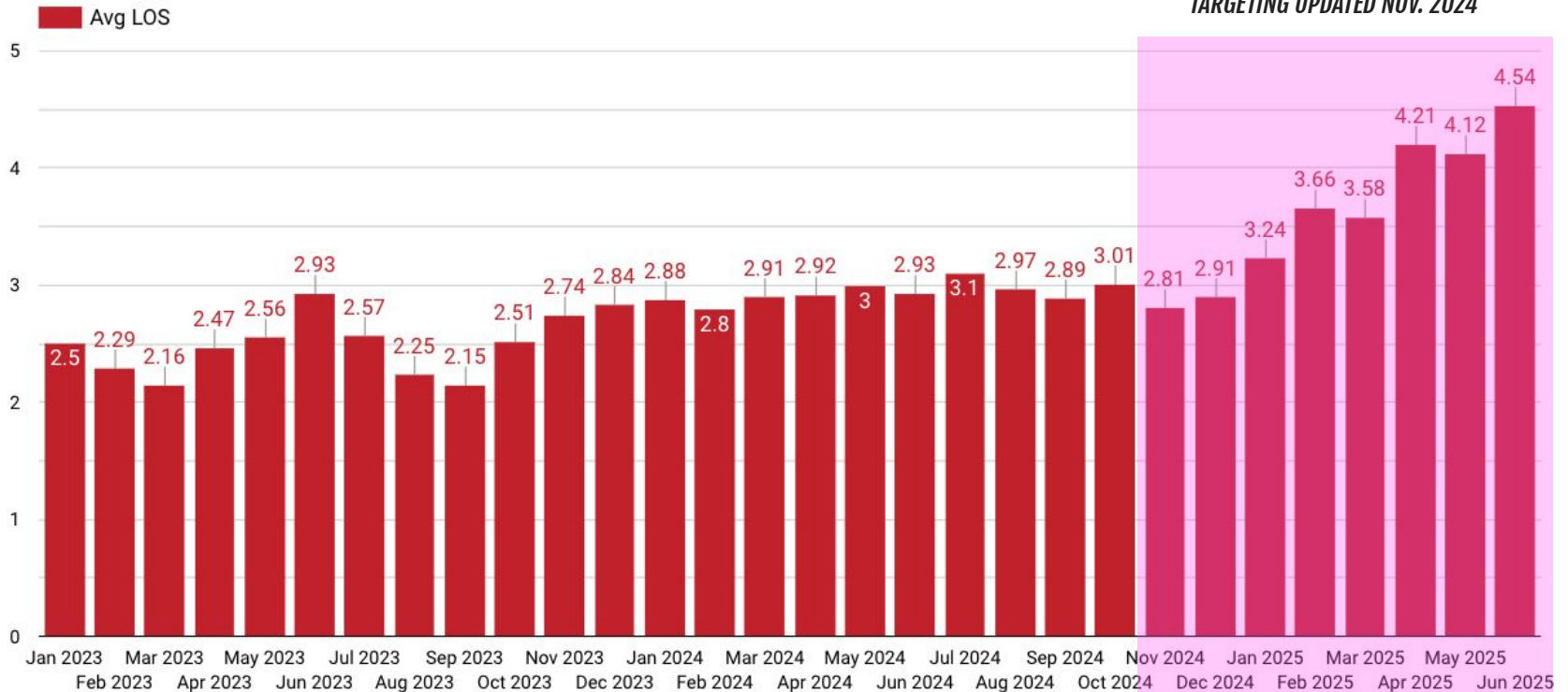
→ **Note:** Visitation Share column is based on the percentage of visitors arriving from our target markets. (i.e. of all the markets we targeted 30.04% of visitors came from DFW).

→ Denver proves to be a strong opportunity market, while accounting for a 5.07% visitation share, we saw an impressive growth in **LOS - 70.6% year-over-year**.

→ Overall, we noticed a **46.2% increase** in length of stay from our target markets.

→ **Recommendation:** Concentrate our efforts on our core Texas markets, as well as, those in Colorado, New Mexico, and Oklahoma. By strategically focusing on these markets, we feel that we can begin to increase visitation share, as well as, continue to drive impact on LOS.

# Target Markets Length of Stay Trend







# KEY INSIGHTS

## Engaging with Remarketing Audiences

Meta Remarketing continued to deliver exceptional performance across the quarter, with CTRs peaking at 6.92% among the 45–64 age group in June. The creative featuring rugged Jeep tours and Texas landscapes strongly resonated with both younger and older audiences, aided by age-segmented targeting that created more balanced engagement. Notably, Meta Remarketing consistently surpassed industry benchmarks, averaging more than double the standard CTR. This indicates that once users have been introduced to Amarillo, they are highly responsive to follow-up messaging—suggesting strong brand recall and affinity. These results highlight the importance of maintaining a robust remarketing presence to nurture interest and drive deeper engagement.



# 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

**19.32M+**

Branded Impressions

**239,755**

Clicks

**2.72M+**

Unique Reach

**SEM****73,507**  
Clicks**1.38M+**  
Impressions**5.33%**  
CTRBenchmark  
CTR: 9.4%**Instagram****4,327**  
clicks**6.24M+**  
impressions**1.09%**  
CTR**1.17M**  
reach**Facebook****41,448**  
clicks**1.98M+**  
impressions**2.76%**  
CTR**788,327**  
reachBenchmark CTR:  
1.75%**Meta  
Remarketing****61,470**  
clicks**1.64M+**  
impressions**3.25%**  
CTR**591,935**  
reachBenchmark CTR:  
2.22%**CTV****889,112**  
impressions**164,655**  
reach**54,047**  
web visits**Programmatic  
Display****12,807**  
clicks**2.5M+**  
impressions**.42%**  
CTR**276,558**  
conversionsBenchmark CTR  
.51%**Programmatic  
Video****15,661**  
clicks**973,764**  
impressions**1.61%**  
CTR**88,721**  
conversions**Google  
Responsive****30,535**  
Clicks**2.23M+**  
Impressions**1.37%**  
CTRBenchmark CTR  
1.14%**Atmosphere  
TV****1.44M+**  
Impressions

# 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
2.57M+ impressions	1.54M+ impressions	2.37M+ 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

**\$694,562**

Booking Revenue

**3,656**

Room Nights

## May Performance

### Display Ads

Ad Spend

\$11,798

Impressions

454,581

Clicks

412

CTR

0.09%

Revenue

\$105,814

ROAS

9.0

## June Performance

### Display Ads

Ad Spend

\$19,520

Impressions

747,788

Clicks

713

CTR

0.10%

Revenue

\$262,000

ROAS

13.4

## July Performance

### Display Ads

Ad Spend

\$23,974

Impressions

915,178

Clicks

908

CTR

0.10%

Revenue

\$326,748

ROAS

13.6



# TOP AD SEM

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

Ad [www.visitamarillo.com](http://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](#)

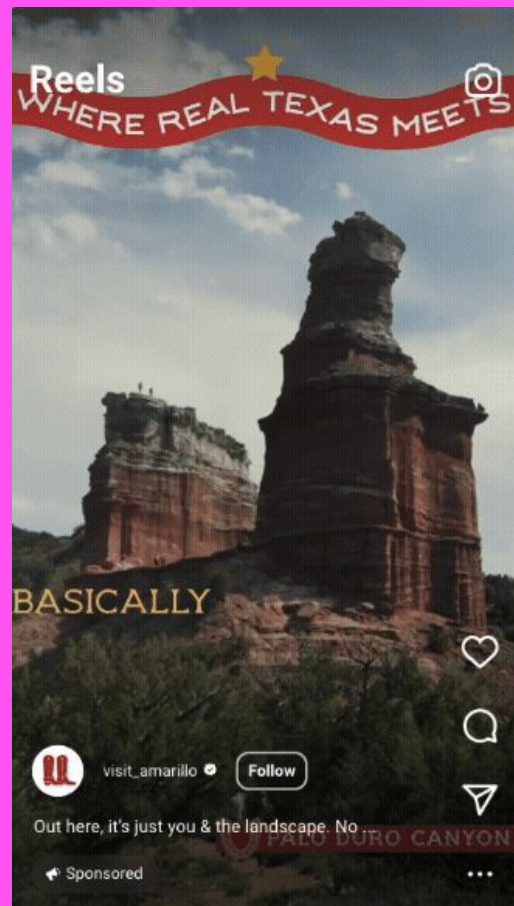
[Top Things to Do](#)

[Get a Free Visitors Guide](#)

[Kid Friendly Things to Do](#)



# TOP AD INSTAGRAM





# TOP AD FACEBOOK

**Visit Amarillo**   
Sponsored · 

... X

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

**Visit Amarillo**   
Sponsored · 

... X

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





[visitamarillo.com](https://visitamarillo.com)  
**Western Dreams  
Made Easy**

[Learn more](#)

 567

35 comments

 Like

 Comment

 Share

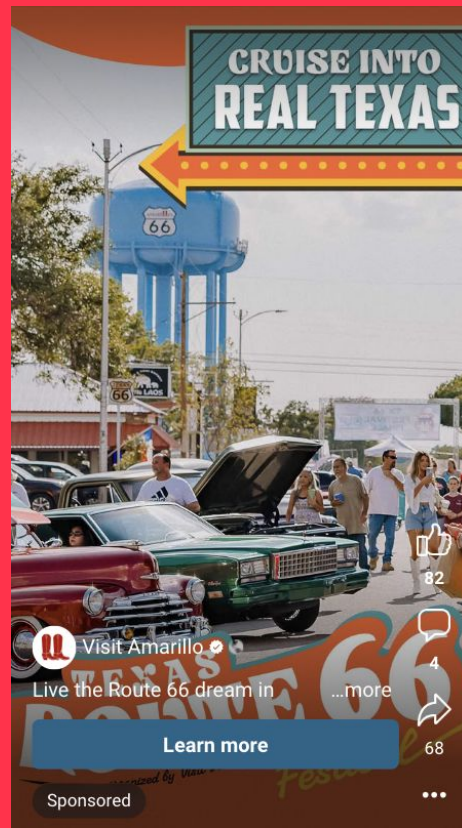


# TOP AD PROG. DISPLAY





# TOP AD R66 META

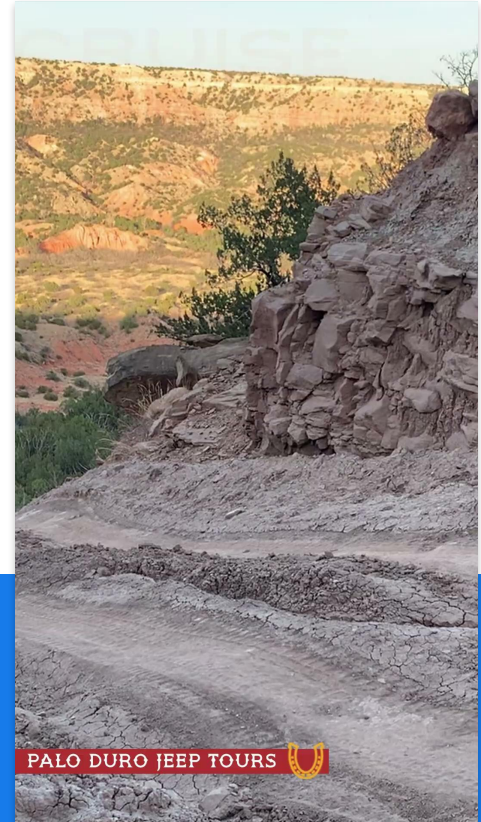


# Summer Social Campaign

## Instagram, Facebook & Meta Remarketing

For the summer social campaign, we prioritized video content, and even native audio mixed with stock music to create a set of dynamic and engaging ads.

We highlighted Palo Duro Canyon and all the things to do there, like hiking, biking, and jeep tour riding!





# Digital Display

February - September

Audience: Ages 25-44

Where Real Texas Meets -----



Audience: Ages 45-64

----- Into Real Texas



# Where To Next?

	AUGUST	SEPTEMBER
<b>Facebook</b>	Outdoors (08/01/25 - 08/31/25)	Dining (09/01/25 - 09/30/25)
<b>Instagram</b>	Outdoors (08/01/25 - 08/31/25)	Dining (09/01/25 - 09/30/25)
<b>Meta Remarketing</b>	Outdoors (08/01/25 - 08/31/25)	Dining (09/01/25 - 09/30/25)
<b>Premion CTV</b> This is Amarillo	This is Amarillo (08/01/25 - 08/31/25)	
<b>Google SEM</b>	SEM (08/01/25 - 09/30/25)	
<b>Programmatic Display</b> General Leisure	Trot Into Real TX/Where Real TX Meets Basically Another Planet (08/01/25 - 09/30/25)	
<b>Programmatic Video</b> This is Amarillo	This is Amarillo (08/01/25 - 09/30/25)	
<b>Azira Display</b> Birthplace of Route 66		
<b>Instagram Reminders</b> Hoodoo Mural Fest		Hoodoo Mural Festival (08/15/25 - 09/27/25)
<b>Azira Display</b> Hoodoo Mural Fest		Hoodoo Mural Festival (08/15/25 - 09/27/25)