



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

**REGULAR MEETING TO BE HELD ON WEDNESDAY, APRIL 24, 2024, AT 8:30 AM IN THE BOARD ROOM
OF THE BIVINS MANSION, 1000 S. POLK AMARILLO, TEXAS.**

Please note: The ACVB Board may take items out of the order shown on the agenda. All or part of any agenda item may be discussed in an executive session at any time during a meeting, as may be necessary and allowed by state law. Votes or final decisions are made only in open Regular or Special meetings, not in a work session or executive session.

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

1. **Call to Order**
2. **Approval of Minutes from March 27, 2024**
3. **Presentation and Consideration: Financial Report**
4. **Presentation: Greater Amarillo Film Commission**
5. **Discussion: Board Retreat**
6. **Public Forum**
7. **General Announcements from Board Members**
8. **Discussion on future meeting dates and possible agenda items.**
The next meeting date is May 22, 2024
9. **Adjournment**

Accessibility to individuals with disabilities at the Bivins Mansion is through its side entry on the south side of the building. An access ramp leading to the main entry is located at the side of the building. Parking spaces for individuals with disabilities are available in the south parking lot. The building is equipped with disability restroom facilities, and elevators that are accessible. Individuals with disabilities who require special accommodations, or a sign language interpreter must contact the City Secretary's Office 48 hours prior to meeting time by telephone (806) 378-3013 or the City TDD number at (806) 378-4229.



**MINUTES OF THE REGULAR BOARD MEETING HELD ON WEDNESDAY, MARCH 27, 2024, AT 8:30 AM
IN THE BOARD ROOM OF THE BIVINS MANSION, 1000 S. POLK AMARILLO, TEXAS.**

1. Call to Order

- Angela Knapp Eggers called the meeting to order.

2. Approval of Minutes from February 28, 2024

- Motion to approve was made by Bobby Lee, Tom Scherlen seconded.

3. Update and Consideration: Articles of Incorporation, board appointments

- Kashion Smith asked for approval on the change in language in the Articles of Incorporation. Tom Scherlen made the motion to approve, and Bobby Lee seconded.

4. Discussion and Consideration: 501 Status and filings, Bylaw amendment

⚡ Add Ex-officio position

⚡ Better define board seat categories

- Kashion Smith asked for the approval on the change in language in the 501 Status and filings, Bylaw amendment. Motion to approve made by CoCo Duckworth, seconded by Vic Ragha.

5. Presentation: CVB Communication Activities

- Jackie and Hope presented the following Communications Report:
- Influencers from the UK, London visited in December: Jordan, Louis and Nikita have a total of 510.5k followers. They made 18 posts total. Had 1.7k engagements and 284.7k reach. This resulted in \$56K EMV (estimated media value).
- Influencer "Explorer with Wesley" who has 45.8k followers, made 1 post, had 2.4k engagements and 37.6 reach. This resulted in \$48.7k EMV.
- Travel Writer: Highway to paradise, Jenette Magazine
- Social Media and More: According to Expedia Media Group 53% of Gen Z and 47% of Millennials use social media for travel inspiration. Visit Amarillo primary social channels are Facebook, TikTok and Instagram. The secondary channels are Pinterest and YouTube Shorts.



- Social Skills:
 - o Content Strategy & Creation
 - o Photo/Video Editing
 - o Graphic Design
 - o Audience Analysis & Targeting
 - o Analytics & Performance Tracking
 - o Community Engagement / Customer Support
 - o Trend Identification/ Research & Adaptation
- 2022 vs 2023
- Impressions – 308.2%
 - o 2023 – 21,157,775
 - o 2022 – 5,183,013
- Engagements – 529.6%
 - o 2023 – 816,770
 - o 2022 – 129,737
- Post Link Clicks – 1065.2%
 - o 2023 – 391,020
 - o 2022 – 33,557
- 690 posts total in the year 2023
- On the Blog: Blogs Coming Up
 - o Route 66 Bus Tours
 - o An Afternoon on Route 66
 - o Cars: Inspired by Route 66
 - o Amarillo Tex-Mex Guide
 - o Fast Food Chains in Amarillo
 - o Attractions Open on Sunday
 - o New Series: Loved by Locals in Amarillo
- Visit Amarillo Newsletter: Amarillo Weekly Edit features events and content that is on the blog.
 - o 34.02% Open Rate
 - o 99.47% Delivery Rate
 - o 2.64% Click Rate



- TX 66 Newsletter: subscribers must physically go to the website which in turn offers more engagement.
 - o 73.85% Open Rate
 - o 100% Delivery Rate
 - o 20% Click Rate
- Impressions – 308.2%
- Engagement – 529%
- 690 posts over the year
- Big Upcoming Projects: Website Redesign, Dining Videos, German FAM Tour

6. Public Forum

- There were no comments.

7. General Announcements from Board Members

- Bobby announced that April 21st Lyle Lovett and Michael Martin Murphy will put on a fundraiser at the Moon Palace at Starlight Ranch. He also announced that Tracy Byrd will be performing on 5/31 for the Texas Route 66 kickoff.
- Kashion Smith asked board members to pass information about the Route 66 Festival for potential sponsors. She also announced that the festival will bring back the corn dog eating contest, Elvis, Car Show and Pin-up pageant. There will also be wrestling. A Route 66 merchant meeting took place on Monday March 25th with a great turnout. In April the CVB will bring in volunteer sign up sheets.
- Angela Knapp Eggers announced that power of the purse is coming up in 3 weeks. If you want to attend let her know. Dr. Ben Carson will be speaking at the event.

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

The next meeting date is April 24, 2024

9. Adjournment

- There being no further business Angela Knapp Eggers adjourned the meeting.



Articles of Incorporation Amendments:

ARTICLE VI

All powers of the Corporation shall be vested in a Board of Directors consisting initially of nine (9) persons. The qualifications, manner of selection, duties, terms and other matters not specifically provided herein shall be provided for in the Bylaws. The initial Board members are identified in Article IX below and shall serve for the initial term expiring as set forth thereon. Thereafter Board members shall be appointed ~~by the Amarillo City Council~~ as prescribed in the Bylaws and serve terms of three (3) years or until his or her successor is appointed, unless such Board member has been appointed to fill an unexpired term, in which case the term of such Board member shall expire on the expiration date of the term of the Board member who he or she was appointed to replace. Three (3) board members shall be from the hotel industry. Two (2) board members shall be from other tourism related industries. One (1) board member shall be a member of the Amarillo City Council. Three (3) board members shall be interested citizens **whose primary industry does not qualify as a hotel or tourism related.** ~~Two~~ **Three** ex-officio, non-voting board members shall be also be appointed and serve in an advisory capacity only. Subsequent Board members shall be eligible for reappointment. Any Board member may be removed from office at any time, with or without cause, by ~~the Amarillo City Council~~ **a majority vote of the Board.**

All other matters pertaining to the internal affairs of the Corporation shall be governed by the Bylaws of the Corporation, so long as such Bylaws are not inconsistent with these Articles of Incorporation or the laws of the State of Texas.

By-Laws Amendments:

Article IV

DIRECTORS, EXECUTIVE COMMITTEE and ADVISORY BOARD.

The BUREAU's Board of Directors shall consist of a minimum of nine (9) Directors and collectively they shall be known as the Board of Directors or the Board. The Board shall also have an Executive Committee that shall consist of the Executive Director and not less than two (2) and no more than four (4) members of the Board of Directors. Notwithstanding anything to the contrary in the law or any by-laws, absent an amendment to these articles, a quorum of the Board and of the Executive Committee shall consist of at least fifty-one percent (51%) of those Directors then serving on the Board or the Executive Committee as the case may be.

Three (3) board members shall be from the hotel industry. Two (2) board members shall be from other tourism related industries. One (1) board member shall be a member of the

Amarillo City Council. Three (3) board members shall be interested citizens **whose primary industry does not qualify as a hotel or tourism related**. Three (3) ex-officio, non-voting board members shall also be appointed and serve in an advisory capacity only.

The BUREAU may also have a Board of Advisors, constituted to assist the Board in achieving the goals and objectives of the BUREAU. Members of the Board of Advisors, any ex-officio, honorary or other advisors, shall also be entitled to notice and may attend any meeting of the Board of Directors but shall have no other duties or obligations and shall not be Directors of the BUREAU.

The Board may include ex-official members who will serve on the Board of Directors because of their public office or position in the community. The ex officio members shall enjoy all the privileges of board membership but shall not be counted in determining the total number of board members or in determining if a quorum is present at a meeting. When an ex officio member of the Board of Directors ceases to hold the office or position that entitles him or her to such membership, such membership on the Board of Directors shall terminate automatically.

SECTION 4. TERM OF OFFICE

Aside from the initial terms as outlined in the Articles of Incorporation, each director shall hold office for a period of three (3) years or until his or her successor is elected and qualifies. Directors may serve successive terms. The terms of the Directors shall, when possible, be staggered into three (3) groups of as equal a size as is possible, with the term of each group beginning in consecutive years, so that roughly one-third of such Directors begin their term each year. Board members shall be eligible for reappointment. ~~All Board members shall be appointed by the Amarillo City Council.~~

Board members shall be appointed based on the qualification for their seat. Three (3) interested citizen members and one (1) City Council member shall be appointed by the Amarillo City Council. Three (3) hotel industry members, two (2) tourism related industry members, and three (3) ex officio members shall be appointed by the acting Board of Directors.

REGULAR MEETING TO BE HELD ON TUESDAY, April 2, 2024, AT 8:30 AM IN THE BOARD ROOM OF THE BIVINS MANSION, 1000 S. POLK, AMARILLO, TX.

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 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 January 9, 2024**
3. **General announcements from commission members**
4. **Netplex- new courts- 10 pickleball courts**
5. **New sports events pending/future bookings**
6. **Promotional items/welcome tables**
7. **Discussion on future meeting dates and possible agenda items.**
The next meeting date is July 9, 2024 (week later than usual due to Holiday)
8. **Adjournment**

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**MINUTES OF THE REGULAR SPORTS COMMISSION MEETING HELD ON TUESDAY, April 2, 2024,
AT 8:30 AM IN THE BOARD ROOM OF THE BIVINS MANSION, 1000 S. POLK, AMARILLO, TX.**

1. Call to Order

- Amy Tarr called the meeting to order.

2. Approval of Minutes from January 9, 2024

- Motion to approve made by Bo Fowlkes, Chase Hess seconded.

3. General announcements from commission members

- Bo Fowlkes announced that the new football turf should be ready by March 22nd. Monday June 17th the floor will start construction at the coliseum which is hopeful to be done by October.
- Jerry Branch announced a Rockrose update: Waiting to break ground until 24 million is raised. They currently have 20.5 million with the promise of 3 million next week. When they hit 24 million, they get 1.5 million, so they are able to break ground with 25.5 million. The sports park will have 60 acres of turf.
- Kashion Smith announced that the Route 66 festival happening June 15th will have wrestlers, vendors, car show, corn dog eating contest, pin-up pageant etc.
- Ben Heller announced that Courtside is hosting a multi-state regional Special Olympics basketball tournament which will take place May 24-26. Ben announced that he is putting on a shoe drive which will donate a new pair of shoes to every athlete. If you would like to donate, please let him know.
- Brady Ragland announced Ranch Rodeos coming up. West Texas Ranch Rodeo in April. Coors Ranch Rodeo in June. AQHA Versatility is happening in June as well.

4. Netplex- new courts- 10 pickleball courts

- Amy Tarr announced that the Netplex did a ribbon cutting, and they now have 10 pickleball courts inside. They will be having a Picklemania pickleball tournament in May.
- The CVB has made custom pickleball rackets and balls for silent auction items.

5. New sports events pending/future bookings

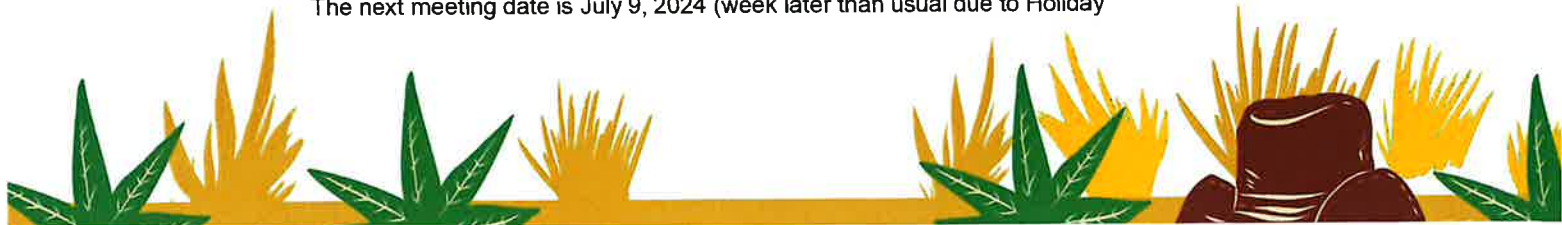
- Amy Tarr announced that the Panhandle Quarter Horse Association is having 3 events at the fairgrounds happening in April, June and September. Also announced that Rob Woods has several tournaments for baseball and softball lined up. Amarillo will host the 2025 state tournament. We did logo baseball for kids and logo bags for coaches. Also announced that Bo Fowlkes hosted the PFC Peak Fighting Championship – they want to come back. Michael Kashuba with Parks and Rec is hosting Western Lonestar Senior Ladies golf – winning that bid and the tournament will be in Sept 2025.

6. Promotional items/welcome tables

- Amy Tarr announced that Stephanie Andrews and Luz Aguilar are spearheading the welcome tables and growing them into something more rather than the basic items. The CVB has also created logoed golf ball markers, baseballs, bags and volleyball socks,
- Also announced if you want a pickleball auction item let us know, if you want a welcome table for any groups coming in let us know.

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

The next meeting date is July 9, 2024 (week later than usual due to Holiday)



8. Adjournment

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

Respectfully submitted,



Alexis Gunter
Executive Assistant

**AMARILLO CONVENTION AND VISITOR BUREAU
NOTICE OF MEETING AND AGENDA
ARTS COMMITTEE**

**REGULAR MEETING TO BE HELD ON TUESDAY, APRIL 2, 2024, AT 11:00 AM IN THE BOARDROOM OF
THE BIVINS HOUSE, 1000 S. POLK AMARILLO, TEXAS.**

Please note: The Arts Committee may take items out of the order shown on the Agenda. All or part of any agenda item may be discussed in an executive session at any time during a meeting, as may be necessary and allowed by state law. Votes or final decisions are made only in open Regular or Special meetings, not in a work session or executive session.

- 1. Call to Order**
- 2. Approval of Minutes from March 5, 2024**
- 3. Update: CVB Board**
- 4. Update: Public Arts and Beautification Board**
- 5. Reminder: 24-25 Arts Theme**
- 6. Reminders: Texas 66 Festival June 6 - 15, 2024**
Themed events; parade; vendor booth; car show; corn dog contest; Miss Texas Route 66 pageant
- 7. Public Forum**
- 8. General Announcements from Committee Members**
- 9. Discussion on future meeting dates and possible agenda items.**
The next meeting date is May 7, 2024.
- 10. Adjournment**

**“No artist is ahead of his time. He is his time, it’s just that others are behind the times.”
– Martha Graham**



AMARILLO CONVENTION AND VISITOR BUREAU
NOTICE OF MEETING AND AGENDA
ARTS COMMITTEE

MINUTES OF THE REGULAR ARTS COMMITTEE MEETING HELD ON TUESDAY, APRIL 2, 2024, AT 11:00
AM IN THE BOARDROOM OF THE BIVINS HOUSE, 1000 S. POLK AMARILLO, TEXAS.

1. Call to Order

- Rachel Flores called the meeting to order.

2. Approval of Minutes from March 5, 2024

- Motion to approve made by Cindy Perez, Ashley Jones seconded.

3. Update: CVB Board

- Kashion Smith announced that the CVB went in front of Council and announced moving our operations to under the 501C6. Hope and Jackie presented a communications/earned media update. Jackie will start stepping into the role of hosting our social media influencers. The CVB put in a bid for Society of American Travel Writers, hoping to win for the year 2025.

4. Update: Public Arts and Beautification Board

- Cindy Perez presented a slideshow of the mural grants that were approved this year.
 - o Blue Crane Bakery on 6th St. Artist: Blank Spaces
 - o Habitat for Humanity on 26th St. Artist: Blank Spaces
 - o State Farm Insurance Paramount Blvd Artist: Blank Spaces
 - o Scotts Flowers Artist: Blank Spaces
 - o Cactus Cove Artist: Blank Spaces
 - o Don Harrington Discovery Center Artist: Blank Spaces

5. Reminder: 24-25 Arts Theme

- Sherman Bass presented the final artwork for "On the Silver Screen" 24-25, "Route 66 Revival" 25-26 and "Route 66 Reimagined" 26-27
- Kashion Smith announced thoughts on an Arts Committee Route 66 2026 event.

6. Reminders: Texas 66 Festival June 6 - 15, 2024

Themed events; parade; vendor booth; car show; corn dog contest; Miss Texas Route 66 pageant

- Sherman Bass announced that as a reminder vendor booth is still open for sign up. There will be car shows, corn dog eating contest, pin-up pageant, etc.. Annalee Belle will be coming back to help with the pageant. Cattle drive and parade will be June 8th.
- Sherman Bass introduced Brier L'Esperance as the Director of Tourism.



7. Public Forum

- There were no comments.

8. General Announcements from Committee Members

- Emily Kelley with AQHA Hall of Fame announced that Alexandra Fuller is now their community liaison. Also announced, Night at the Museum happening April 27th which is a free event for kids and families. The event includes traveling to different stations in preparation for the cattle drive. If you would like to volunteer at the event, please reach out. Also announced that on May 6th AQHA will open Wrangler Women of Influence exhibit.
- Sammy Carter with Amarillo Symphony and Chamber Music Amarillo announced the last CMA concert of the season will be April 13th and will feature pianist Diego from Amarillo College. The weekend of April 19-20 the Amarillo Symphony and Master Chorale will perform Beethoven 9 Symphony which will also feature the Harrington String Quartet. The following weekend the Amarillo Symphony will be hosting Greater Southwest Musical Festival which involves students in our region to come perform post UIL.
- Deana Craighead with PPHM announced that Stephanie Price has resigned and the PPHM is looking for a marketing director. The PPHM will be hosting Coffee with a Curator on April 19th which will feature Dali's Wonderland. PPHM is also featuring Art in Embassy's: art that has traveled around the world. PPHM is also presenting a refreshed Texas gallery. Lastly, May 4th is the PPHM big gala event.
- Cindy Perez with Beautification announced that in preparation for Earth Day, on April 20th Parks and Rec will have a park clean up at Thompson Park – volunteers needed.
- Jason Crespin with Amarillo Little Theater announced the loss of Allen Shankles. Also announced that ALT wrapped up the production of The Little Mermaid. ALT is now gearing up for Sense and Sensibility which will run April 11-21st. Jason announced he is rehearsing Spamalot which will run May 2-19th. Also announced CAMP schedules will be out for summer. This Thursday ALT will be announcing their 97th season on social media. Lastly, ALT will have an event on June 8 hosting the leading ladies of ALT.
- Ashley Jones with the Civic Center announced that the Amarillo Opera will be performing Gianni Schicchi Saturday April 6th. Also announced the last Broadway series production of Mean Girls will take place on Monday April 8. Lastly, the Lone Star Ballet will be performing Midsummer Night's Dream on April 13.
- Sherman Bass announced for Kay Kennedy that the High Plains Public Radio is hosting a Living Room Concert Ambassador Tour featuring Two Crows For Comfort.
 - o Friday, April 12 – Panhandle, TX
 - o Saturday April 13 – Amarillo, TX (House Concert)
 - o Sunday April 14 – Amarillo, TX (matinee)
 - o Tuesday April 16 – Wallace, KS
 - o Wednesday April 17 – Garden City, KS
- Sherman Bass announced that the Greater Amarillo Film Commission is hosting a Filmmakers' Social Hour at Arts in the Sunset April 5th from 5-6pm.
- Rachel Flores with Arts in the Sunset announced their first Friday ArtWalk happening April 5th. Also announced the opening of the Fiber Arts Show. The hanging mobile contest is now over and in the process of voting – go place your vote. Lastly, Arts in the Sunset will be hosting a market: Artist and Artisans which will take place every Saturday from June 8-Sept 28.



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

The next meeting date is May 7, 2024.

10. Adjournment

- There being no further business Rachel Flores adjourned the meeting.

Respectfully submitted,



Alexis Gunter

Executive Assistant

**“No artist is ahead of his time. He is his time, it’s just that others are behind the times.”
– Martha Graham**



**REGULAR MEETING TO BE HELD ON WEDNESDAY, APRIL 10, 2024, AT 8:30 AM IN THE BOARD ROOM
OF THE BIVINS MANSION, 1000 S. POLK AMARILLO, TEXAS.**

Please note: The C&T Committee may take items out of the order shown on the agenda. All or part of any agenda item may be discussed in an executive session at any time during a meeting, as may be necessary and allowed by state law. Votes or final decisions are made only in open Regular or Special meetings, not in a work session or executive session.

1. **Call to Order**
2. **Approval of Minutes from March 13, 2024**
3. **General Announcements**
4. **Presentation: Allison Kendrick, Texas Plains Trail**
5. **Update and Reminders: Texas 66 Festival**
 - 🔴 **VIP Pre Party**
 - 🔴 **Calendar of events**
 - 🔴 **Sign up opportunities**
 - 🔴 **Deadlines**
6. **Discussion on future meeting dates and possible agenda items.**

The next meeting date is May 15, 2024
(One week later due to staff travel)
7. **Adjournment**

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MINUTES OF THE REGULAR C&T MEETING HELD ON WEDNESDAY, APRIL 10, 2024, AT 8:30 AM IN THE BOARD ROOM OF THE BIVINS MANSION, 1000 S. POLK AMARILLO, TEXAS.

1. Call to Order

- Stephanie Andrews called the meeting to order.

2. Approval of Minutes from March 13, 2024

- Motion to approve by Beth Duke, seconded by Daphne Adkins

3. General Announcements

- Beth Duke announced: Over 300 participants for The Center City mural run.
- Beth Duke also announced the Amarillo Public Library "March is for Murals". Kat Massie helped put together a map of all the murals of Downtown. Center City received the rights to reprint 500 mural maps to have in office and hotels. Today 4/10/2024 at 2 pm Center City will launch "Dine Downtown", working with action coach of Amarillo Rory Shepherd (worked with HEB, Chick Fil a, and Whataburger) will be hosting a customer service training and orientation for downtown restaurants. In the last week of April there will be different specials throughout downtown restaurants to encourage downtown dining.
- Chris Rodriguez announced that the Ashmore is having a blood drive today 4-10-24 ending at 2 PM.

4. Presentation: Allison Kendrick, Texas Plains Trail

- Presented by Allison Kendrick Executive Director Texas Plains Trail Region
- Allison presented history of Texas Travel Trails
- The Texas Plains Region is made of 52 counties and 50,000 square miles. Allison takes on more of a regional approach rather than promoting the driving trail. They want to promote our communities and attractions such as the Palo Duro Canyon, Caprock Canyon, Route 66 and Native American History such as the Quana Parker Trail. The Texas High Plains was the last frontier of Texas that was settled. Rich in Native American History, Comancheros, the Spanish Explorers and cowboy history. We have that unique aspect of the true western lifestyles you cannot get anywhere else in Tx. We promote our region with heritage tourism and heritage preservation.
- The new website has an event calendar, trip planner and blog. The website casts attraction spotlights, historic stories, and partnership recognition. The event submission is a great way for smaller communities to get social media marketing opportunities.
- The regional board is made up of members from different communities. They have bimonthly board meetings in different locations where they offer tours a tour component. Guest and Visitors
- Trails from the Trail emails are sent to guests and visitors enclosing information about attractions and events happening.
- Quana parker trail program over 80 22ft steel arrows across the Texas Plains that have a granite marker Infront of them explaining the Comanche presence in the area. The website will be relaunching soon.



- Ways to support send information to Allison, submit your events on their website. If you have brochures, you can provide them to Allison. She will place them at Palo Duro Canyon State Park and take them with her as she travels to tradeshow.

5. Update and Reminders: Texas 66 Festival

|| VIP Pre Party

- May 31, 2024 Tracy Byrd concert at Starlight. There will be a VIP area with catered dinner and drink options. Each sponsor will receive a specific number of tickets depending on their sponsorship tier.

|| Calendar of events

- Deadline was March 28, 2024. All submitted events have been posted on our calendar.

|| Sign up opportunities

- Sponsorship packets were provided to each attendee. There is a great variety of price ranges, contact us with any questions.
- Volunteers- 2-hour slots, VIP access, Route 66 t shirt, Amarillo swag and to work with the best crew in Texas.

|| Deadlines

- Deadlines April 25 for vendors and food trucks.
- Cattle drive parade sign up available on the website.


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

The next meeting date is May 15, 2024
(One week later due to staff travel)

7. Adjournment

- Stephanie Andrews adjourned the meeting.

Respectfully submitted,



Alexis Gunter

Executive Assistant





February Financial Report

Fiscal Year 2023.24 Q2
January 01, 2024 - March 31, 2024

Prepared by
Braley Beck

Prepared on
April 19, 2024

Summary

Revenue and Sales:

- Total Revenues for Q2 2024 amounted to \$442,859.92 with an additional \$30,713.64 in Interest Income
- ACVB HOT disbursements totaled \$391,694.67. These are being dispersed as our portion of the HOT collections minus the debt service.
- The ACVB portion of HOT collections was \$145,046.33 under what was projected for Q2.
- Our Merchandise sales totaled \$1,488.91. After deducting the cost of these products, our Gross Profit was \$652.65
- Film partnered with the AEDC and Center City of Amarillo for a commercial produced by Sharpened Iron Studios. This gave a reimbursement of \$5,500
- Film held an event sponsored by Lemieux Company which gave \$400. Expenses for this event are not shown in this quarter.
- **Route 66 Festival Finale**
 - We have invoiced \$40,000 to ANB for their title sponsorship. We are awaiting payment
 - In Q2, we invoiced \$3,730 for vendor fees. We are actively collecting these payments. \$1,600 of these vendor payments have been deposited.

Expenses and Cost Management:

- Expenses for this quarter are under budget by ~\$32,408
- ~\$12,403 of expenses will be reimbursed from the Activity Fund
- This puts us at ~\$44,811 under budget
- **Expense category overages**
 - Admin: Professional Organizations - ~\$2,187 - On budget for the fiscal year
 - Admin: Software - ~\$649- Additional Adobe licenses purchased for employees
 - Admin: Audit Fee - ~\$11,250 - This was budgeted for in October, the budgeted expense does not show on this report but was accounted for.
 - Admin: Office Supplies - ~\$111 - Additional expenses due to new employees
 - Advertising: Sales Tools - ~\$2,934 - On budget for the fiscal year
 - Advertising: Software - ~\$592 - Utilizing additional software for efficiency
 - Servicing: Financial Assistance - ~\$5,000 - On budget for the fiscal year
 - Tourism: Tour Development - ~\$200 - On budget for the fiscal year
 - Tourism: Advertising - ~\$1,990 - On budget for the fiscal year

HOT Collections:

- Total HOT collections are down ~19% from this quarter's projections, an amount of \$338,440.
- This fiscal year's collections are down ~9%, an amount of \$323,204.
- For Q2, our office's portion is down \$145,045.71 from projections
- For the fiscal year, our office's portion is down \$138,516 from projections.

Additional Notes:

- Looking ahead, while expenses will certainly increase with large payments being put into advertising and the Route 66 Festival, we currently are ~\$356,883 under our fiscal year budget to date (~\$170,000 of this will be spent once budgeted expenses come through).
- We are continuing to see vendor payments come in which will offset some of the costs for the Texas 66 Festival Finale. We will also take inventory from last year's event to sell at a discounted price at this year's.
- HOT collections align with the previous year's trend, which culminated in approximately \$9.2 million, with approximately \$2.5 million attributed to the ACVB. For the fiscal year 2023.24, our operational budget is set at approximately \$2.4 million.

Statement of Financial Position

As of March 31, 2024

Total

ASSETS

Current Assets

Bank Accounts

1010 Restricted Interest Checking Account	404,269.89
1020 Non-Restricted Checking	296.00
1030 Reserves Account	2,120,179.77
1072 Bill.com Money Out Clearing	112,224.51
May 2023 Vanilla Gift Card for Content Creators	27.13
Total Bank Accounts	2,636,997.30

Accounts Receivable

1100 Accounts Receivable (A/R)	42,400.00
Total Accounts Receivable	42,400.00

Other Current Assets

1060 Undeposited Funds	37.05
1210 Inventory	13,733.51
Total Other Current Assets	13,770.56

Total Current Assets

2,693,167.86

Fixed Assets

1300 Fixed Assets

1310 Furniture	1,628.95
1320 Computers	-366.36
1330 Accumulated depreciation	-4,624.32
Total 1300 Fixed Assets	-3,361.73

Total Fixed Assets

-3,361.73

TOTAL ASSETS

\$2,689,806.13

LIABILITIES AND EQUITY

Liabilities

Current Liabilities

Accounts Payable

2010 Accounts Payable (A/P)	-31,632.76
Total Accounts Payable	-31,632.76

Credit Cards

2300 Credit Card	
2305 BOA Credit Card - Through COA	0.00
2310 Spend & Expense Credit Card	24,128.35

	Total
Total 2300 Credit Card	24,128.35
Total Credit Cards	24,128.35
Other Current Liabilities	
2100 Sales Tax Payable	92.28
2200 Payroll Liabilities	
2215 Federal Taxes (941/943/944)	7,078.25
2225 TX Unemployment Tax	222.07
2230 Retirement - Employee Contribution	18,416.71
2231 Retirement - Employer Contribution	-16,558.70
2235 Retirement Loan	1,090.39
2240 Employee Benefits to Pay	14.79
2245 Vision	-9.86
Total 2240 Employee Benefits to Pay	4.93
2250 Other Payroll Liabilities	
2255 AFLAC Accident	28.56
2260 AFLAC Cancer	37.26
2265 AFLAC Critical	0.00
2270 AFLAC Hospital	0.00
2275 AFLAC Short-Term Disability	0.00
Total 2250 Other Payroll Liabilities	65.82
Total 2200 Payroll Liabilities	10,319.47
2400 Other Current Liabilities	
2410 Employee Expense Reimbursements Payable	60.46
Total 2400 Other Current Liabilities	60.46
Direct Deposit Payable	0.00
Repayment	
ATT Maritime Charge	0.00
Total Repayment	0.00
Total Other Current Liabilities	10,472.21
Total Current Liabilities	2,967.80
Total Liabilities	2,967.80
Equity	
Opening balance equity	2,322,528.67
Retained Earnings	70,288.31
Net Revenue	294,021.35
Total Equity	2,686,838.33
TOTAL LIABILITIES AND EQUITY	\$2,689,806.13

Statement of Activity by Class

January - March, 2024

	Administration	Advertising	Communications	Film Commission	Route 66 Festival
REVENUE					
4000 Revenues					
4010 HOT Funds	391,694.67				
Total 4000 Revenues	391,694.67				
4400 Special Events					
4410 Sponsorships					40,000.00
4420 Vendor Fees					3,530.00
4440 Program Reimbursement	46.34			5,900.00	
Total 4400 Special Events	46.34			5,900.00	43,530.00
4500 Merchandise Sales	84.79				
4510 Shipping Charges Reimbursed	87.00				
4530 Product Sales	1,069.30				
Total 4500 Merchandise Sales	1,241.09				
Sales of Product Revenue	247.82				
Total Revenue	393,229.92	0.00	0.00	5,900.00	43,530.00
COST OF GOODS SOLD					
6230 Cost of Goods Sold Retail	812.56				
Cost of Goods Sold	23.70				
Total Cost of Goods Sold	836.26	0.00	0.00	0.00	0.00
GROSS PROFIT	392,393.66	0.00	0.00	5,900.00	43,530.00
EXPENDITURES					
5000 Personnel Expenses					
5100 Salaries and Wages	186,440.41				
5110 Incentives	5,000.00				

	Administration	Advertising	Communications	Film Commission	Route 66 Festival
5630 Employee Dental/Vision	1,039.43				
5710 AFLAC	-178.02				
Total 5000 Personnel Expenses	244,842.21				
6000 Program Expenses					
6010 FAM/Site Visits			200.00	959.18	
6020 Community Awareness			325.02	236.47	
6030 Professional Organizations	3,687.15	1,389.28			
6040 IPW					
6050 Sales Tools		27,532.17		14,880.00	31.90
6060 Literature			225.00		
6070 Photography/Videography					2,000.00
6080 Trade Shows/Organizations					
6110 Specialty Advertising					2,117.96
6120 Sales Calls				16.37	
6130 Financial Assistance					
6140 Transportation					4,000.00
6150 Consumer Shows					
6160 Tour Development					
6180 Education	281.02				
6220 Advertising		48,600.09			
6250 Association Dues and Memberships	30.00			1,320.00	
6260 Software	6,199.20		791.90		
6280 Misc. Meetings			87.01		
6290 Special Events					77.90
6310 Ad Production		2,300.00			

	Administration	Advertising	Communications	Film Commission	Route 66 Festival
7160 IT Services	2,879.23				
7170 Rented Equipment	610.76				
7180 Professional Services	13,676.52				
Total 7100 Contractual Services	40,290.28				
7200 Other Charges					
7210 Insurance and Bonds	3,147.30				
7220 Mileage	349.53				
7240 Executive Office Overhead	825.94				
7250 Bank Fees/Service Charge	3,041.04				
Total 7200 Other Charges	7,363.81				
7300 Administrative Software	1,661.80				
7700 Office Supplies	611.13				
7800 Misc. Office Expense	1,679.64				
Total 7000 Administrative Overhead	51,606.66				
QuickBooks Payments Fees	35.41				
Square Fees	14.58				
Total Expenditures	306,696.23	79,821.54	1,628.93	17,412.02	8,227.76
NET OPERATING REVENUE	85,697.43	-79,821.54	-1,628.93	-11,512.02	35,302.24
OTHER REVENUE					
4100 Interest Income	30,713.64				
Total Other Revenue	30,713.64	0.00	0.00	0.00	0.00
OTHER EXPENDITURES					
7400 Depreciation Expense	2,515.71				
Total Other Expenditures	2,515.71	0.00	0.00	0.00	0.00
NET OTHER REVENUE	28,197.93	0.00	0.00	0.00	0.00
NET REVENUE	\$113,895.36	\$ -79,821.54	\$ -1,628.93	\$ -11,512.02	\$35,302.24

Budget Vs Actual Revenues by Month

January - March, 2024

Jan 2024

	Actual	Budget	over Budget	% of Budget	Actual	Budget
REVENUE						
4000 Revenues						
4010 HOT Funds	154,262.77	194,193.00	-39,930.23	79.44 %	124,737.87	203,135.00
Total 4000 Revenues	154,262.77	194,193.00	-39,930.23	79.44 %	124,737.87	203,135.00
4400 Special Events						
4410 Sponsorships	0.00	0.00	0.00		40,000.00	0.00
4420 Vendor Fees	0.00	0.00	0.00			0.00
4440 Program Reimbursement	5,500.00	0.00	5,500.00			0.00
Total 4400 Special Events	5,500.00	0.00	5,500.00		40,000.00	0.00
4500 Merchandise Sales						
4510 Shipping Charges Reimbursed	47.00		47.00		20.00	
4530 Product Sales	224.94		224.94		429.83	
Total 4500 Merchandise Sales	271.94	0.00	271.94		449.83	0.00
Total Revenue	160,094.71	194,193.00	-34,158.29	82.41 %	165,187.70	203,135.00
GROSS PROFIT	160,094.71	194,193.00	-34,158.29	82.41 %	165,187.70	203,135.00
EXPENDITURES						
Total Expenditures			0.00	0.00%		
NET OPERATING REVENUE	160,094.71	194,193.00	-34,158.29	82.41 %	165,187.70	203,135.00
OTHER REVENUE						
4100 Interest Income	11,022.38	5,000.00	6,022.38	220.45 %	9,968.23	5,000.00
Total Other Revenue	11,022.38	5,000.00	6,022.38	220.45 %	9,968.23	5,000.00
NET OTHER REVENUE	11,022.38	5,000.00	6,022.38	220.45 %	9,968.23	5,000.00
NET REVENUE	\$171,057.09	\$199,193.00	\$ -28,135.91	85.88 %	\$175,155.93	\$208,135.00

Budget Vs. Actual Total Q2

January - March 2024

	Actual	Budget	over Budget	Total % of Budget
REVENUE				
4000 Revenues				
4010 HOT Funds	391,694.67	536,741.00	-145,046.33	72.98 %
Total 4000 Revenues	391,694.67	536,741.00	-145,046.33	72.98 %
4400 Special Events				
4410 Sponsorships	40,000.00	0.00	40,000.00	
4420 Vendor Fees	3,530.00	0.00	3,530.00	
4440 Program Reimbursement	5,946.34	0.00	5,946.34	
Total 4400 Special Events	49,476.34	0.00	49,476.34	
4500 Merchandise Sales	84.79	0.00	84.79	
4510 Shipping Charges Reimbursed	87.00		87.00	
4530 Product Sales	1,069.30		1,069.30	
Total 4500 Merchandise Sales	1,241.09	0.00	1,241.09	
Total Revenue	442,412.10	536,741.00	-94,328.90	82.43 %
COST OF GOODS SOLD				
6230 Cost of Goods Sold Retail	812.56	9,500.00	-8,687.44	8.55 %
Total Cost of Goods Sold	812.56	9,500.00	-8,687.44	8.55 %
GROSS PROFIT	441,599.54	527,241.00	-85,641.46	83.76 %
EXPENDITURES				
5000 Personnel Expenses				
5100 Salaries and Wages	186,440.41	184,554.00	1,886.41	101.02 %
5110 Incentives	5,000.00	5,000.00	0.00	100.00 %
5220 Federal Taxes (941)	14,575.52	15,000.00	-424.48	97.17 %
5230 State Unemployment	227.54	1,600.00	-1,372.46	14.22 %
5240 Federal Unemployment	14.26	200.00	-185.74	7.13 %
5300 Workers Compensation	441.97	600.00	-158.03	73.66 %
5400 Retirement	12,615.07	19,061.00	-6,445.93	66.18 %
5500 Communications Allowance	553.92	1,050.00	-496.08	52.75 %
5600 Employee Health	21,454.00	29,499.99	-8,045.99	72.73 %
5610 Employee Life & Disability	2,658.11	3,057.00	-398.89	86.95 %
5630 Employee Dental/Vision	1,039.43	1,200.00	-160.57	86.62 %
5710 AFLAC	-178.02		-178.02	
Total 5000 Personnel Expenses	244,842.21	260,821.99	-15,979.78	93.87 %

	Actual	Budget	over Budget	Total % of Budget
6000 Program Expenses				
6010 FAM/Site Visits	3,590.40	7,648.00	-4,057.60	46.95 %
6020 Community Awareness	561.49	2,200.00	-1,638.51	25.52 %
6030 Professional Organizations	6,791.03	6,900.00	-108.97	98.42 %
6040 IPW	15,162.96	15,000.00	162.96	101.09 %
6050 Sales Tools	43,811.32	29,197.00	14,614.32	150.05 %
6060 Literature	439.50	3,900.00	-3,460.50	11.27 %
6070 Photography/Videography	2,000.00	4,250.00	-2,250.00	47.06 %
6080 Trade Shows/Organizations	6,436.71	21,400.00	-14,963.29	30.08 %
6090 Presentations		200.00	-200.00	
6110 Specialty Advertising	6,224.43	1,500.00	4,724.43	414.96 %
6120 Sales Calls	173.75	1,700.00	-1,526.25	10.22 %
6130 Financial Assistance	6,000.00	1,000.00	5,000.00	600.00 %
6140 Transportation	4,000.00	0.00	4,000.00	
6150 Consumer Shows	665.00	0.00	665.00	
6160 Tour Development	300.00	100.00	200.00	300.00 %
6180 Education	281.02	8,650.00	-8,368.98	3.25 %
6220 Advertising	50,590.09	80,371.76	-29,781.67	62.95 %
6250 Association Dues and Memberships	2,274.00	500.00	1,774.00	454.80 %
6260 Software	6,991.10	5,850.00	1,141.10	119.51 %
6280 Misc. Meetings	103.26	840.00	-736.74	12.29 %
6290 Special Events	1,082.46	0.00	1,082.46	
6310 Ad Production	2,300.00	0.00	2,300.00	
6500 Activity Fund	12,403.32		12,403.32	
Total 6000 Program Expenses	172,181.84	191,206.76	-19,024.92	90.05 %
7000 Administrative Overhead				
7100 Contractual Services				
7110 Communications Billing	2,365.82	2,460.00	-94.18	96.17 %
7120 Postage	2,679.89	3,600.00	-920.11	74.44 %
7130 Audit Fee	11,250.00	0.00	11,250.00	
7140 Rental Land & Buildings	3,900.00	3,900.00	0.00	100.00 %
7150 Vehicle Lease	2,928.06	2,400.00	528.06	122.00 %
7160 IT Services	2,879.23	3,000.00	-120.77	95.97 %
7170 Rented Equipment	610.76	1,100.00	-489.24	55.52 %
7180 Professional Services	13,676.52	19,000.00	-5,323.48	71.98 %
Total 7100 Contractual Services	40,290.28	35,460.00	4,830.28	113.62 %
7200 Other Charges				

	Actual	Budget	over Budget	Total % of Budget
7210 Insurance and Bonds	3,147.30	4,500.00	-1,352.70	69.94 %
7220 Mileage	349.53	1,500.00	-1,150.47	23.30 %
7240 Executive Office Overhead	825.94	3,000.00	-2,174.06	27.53 %
7250 Bank Fees/Service Charge	3,041.04		3,041.04	
Total 7200 Other Charges	7,363.81	9,000.00	-1,636.19	81.82 %
7300 Administrative Software	1,661.80	2,400.00	-738.20	69.24 %
7700 Office Supplies	611.13	500.00	111.13	122.23 %
7800 Misc. Office Expense	1,679.64	1,700.00	-20.36	98.80 %
Total 7000 Administrative Overhead	51,606.66	49,060.00	2,546.66	105.19 %
Total Expenditures	468,630.71	501,088.75	-32,458.04	93.52 %
NET OPERATING REVENUE	-27,031.17	26,152.25	-53,183.42	-103.36 %
OTHER REVENUE				
4100 Interest Income	30,713.64	15,000.00	15,713.64	204.76 %
Total Other Revenue	30,713.64	15,000.00	15,713.64	204.76 %
OTHER EXPENDITURES				
7400 Depreciation Expense	2,515.71		2,515.71	
Total Other Expenditures	2,515.71	0.00	2,515.71	0.00%
NET OTHER REVENUE	28,197.93	15,000.00	13,197.93	187.99 %
NET REVENUE	\$1,166.76	\$41,152.25	\$ -39,985.49	2.84 %

Total HOT Collections



Actual Hotel/Motel Tax Collections

2023.24

Month	Total Collections	HOT Rebate	Civic Center	City Total	CVB General	Bond Payment	Activity Fund	CVB Total	Grand Total	Original Projection	Variance	% Difference
October	\$ 722,567.00	\$ 58,899.00	\$ 331,834.00	\$ 423,501.00	\$ 284,429.14	\$ 91,667.00	\$ 47,404.86	\$ 240,167.00	\$ 663,668.00	\$ 674,474.00	\$ (10,806.00)	-1.6%
November	\$ 760,076.00	\$ 59,146.00	\$ 350,465.00	\$ 442,132.00	\$ 300,398.57	\$ 91,667.00	\$ 50,066.43	\$ 258,798.00	\$ 700,930.00	\$ 660,172.00	\$ 40,758.00	6.0%
December	\$ 734,954.00	\$ 80,824.00	\$ 327,065.00	\$ 418,732.00	\$ 280,341.43	\$ 91,667.00	\$ 46,723.57	\$ 235,398.00	\$ 654,130.00	\$ 668,846.00	\$ (14,716.00)	-2.2%
January	\$ 635,669.00	\$ 61,833.00	\$ 286,918.00	\$ 378,585.00	\$ 245,929.71	\$ 91,667.00	\$ 40,988.29	\$ 195,251.00	\$ 573,836.00	\$ 667,006.00	\$ (93,170.00)	-15.0%
February	\$ 570,140.00	\$ 65,195.00	\$ 252,472.50	\$ 344,139.50	\$ 216,405.00	\$ 91,667.00	\$ 36,067.50	\$ 160,805.50	\$ 504,945.00	\$ 687,871.00	\$ (182,926.00)	-30.7%
March	\$ 536,089.00	\$ 59,247.00	\$ 238,421.00	\$ 330,088.00	\$ 204,360.86	\$ 91,667.00	\$ 34,060.14	\$ 146,754.00	\$ 476,842.00	\$ 539,186.00	\$ (62,344.00)	-12.3%
April										\$ 698,503.00		
May										\$ 469,162.00		
June										\$ 613,456.00		
July										\$ 876,529.00		
August										\$ 944,014.00		
September										\$ 864,781.00		
Total	\$ 3,959,495.00	\$ 385,144.00	\$ 1,787,175.50	\$ 2,337,177.50	\$ 1,531,864.71	\$ 550,002.00	\$ 255,310.79	\$ 1,237,173.50	\$ 3,574,351.00	\$ 8,364,000.00	\$ (323,204.00)	-9%

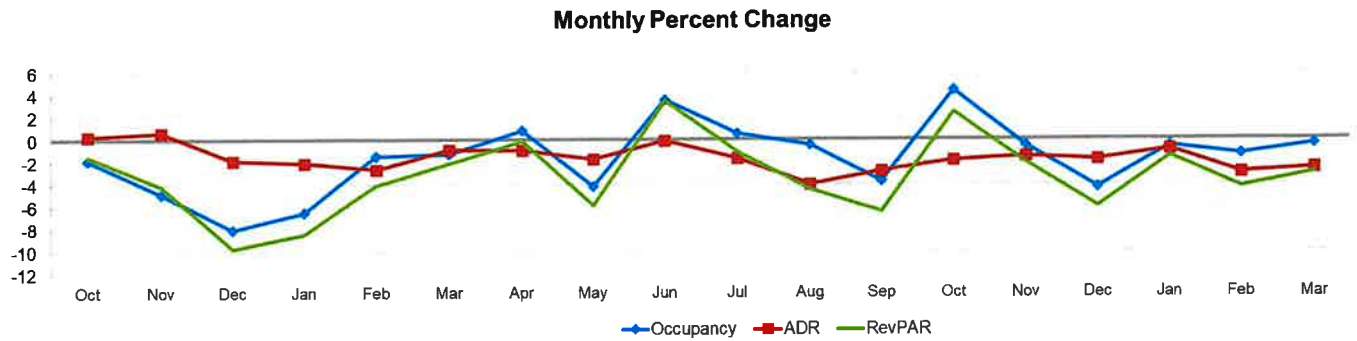
Total Bond Amount with CVB Total

Bond Amount Due	\$ 1,100,000.00
Bond Paid	\$ 550,002.00
Percent of Bond Paid	50%
Amount Owed for 2022.23	Paid from 2021.22 Carryover
Budgeted HOT Income	\$ 2,484,571.00
CVB Total After Bond	\$ 981,862.71
To 2024.25 Reserves	\$ (1,502,708.29)

AMARILLO LODGING DATA

March 2024

From Smith Travel Research

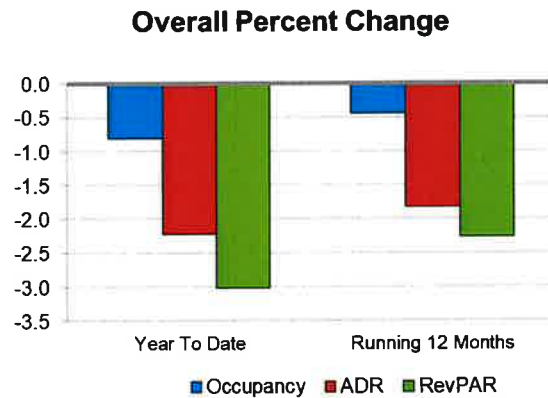


March 2024 Occupancy – 65.0%%

Down 0.4% from March 2023

March 2024 Supply – Down 1.5% Change

March 2024 Demand – Down 2.0%



March 2024 ADR – \$92.63

Down 2.6% from March 2023

March 2024 RevPAR – \$60.20

Down 3.0% from March 2023

March 2024 Total Revenue – \$13,452,318

Down 4.5% from March 2023

7,208 total rooms (per STR)

RUNNING 12 MONTH TOTAL REVENUE 2024 - \$148,834,924

Definite Leads and Assists

Date Range: 04/01/2024-12/31/2024

Group	Account	Meeting Name	Meeting Dates	People	Total Room Econ Value
Meeting Sales	Texas Water Utilities Association	Panhandle Regional Training 2024	04/01/2024 - 04/04/2024	100	\$62,584.50
Meeting Sales	EASA Southwestern Chapter	EASA Southwestern Chapter 2024	04/03/2024 - 04/06/2024	40	\$38,066.87
Meeting Sales	Panhandle Kennel Club of the American Kennel Club	AKC FASTCATS 2024	04/12/2024 - 04/14/2024	75	\$31,642.23
Sports Sales	Panhandle Quarter Horse Association	2024 VRH World Dress Show Rehearsal Show	04/12/2024 - 04/14/2024	100	\$47,059.05
Sports Sales	Southwest Trampoline and Tumbling Association	2024 STTA Texas and New Mexico State Championship	04/12/2024 - 04/14/2024	175	\$190,372.00
Meeting Sales	Texas Cattle Feeders Association	Briana's Wedding Shower	04/12/2024 - 04/14/2024	10	\$0.00
Sports Sales	Texas Panhandle Youth Sports Foundation	Joe Taco-Oppo Taco Classic Baseball 2024	04/12/2024 - 04/14/2024	250	\$145,929.63
Sports Sales	National Intercollegiate Ranch & Stock Horse Association	2024 NIRSHA Show	04/14/2024 - 04/17/2024	100	\$177,308.95
Meeting Sales	Global Animal Products	Mexico Industry Visit	04/15/2024 - 04/19/2024	18	\$0.00
Meeting Sales	Texas Division of Emergency Management	2024 Regional Meeting	04/15/2024 - 04/19/2024	60	\$57,920.08
Meeting Sales	National Association of Insurance and Financial Advisors - Texas	2024 Tri-City Sales Forum	04/16/2024 - 04/17/2024	8	\$0.00
Meeting Sales	Rotary District 5730	2024 Rotary District 5730 Conference	04/18/2024 - 04/21/2024	26	\$35,075.79
Meeting Sales	Yellow City Comic Convention - YC3	2024 Yellow City Comic Convention - YC3	04/18/2024 - 04/21/2024	100	\$458,055.25
Meeting Sales	Jehovah Witnesses	CCJW Circuit Event	04/20/2024 - 04/21/2024	70	\$14,490.00
Sports Sales	Texas Panhandle Youth Sports Foundation	Ponytail Express	04/20/2024 - 04/21/2024	80	\$65,524.39
Meeting Sales	West Texas County Judges and Commissioners Association	95th WTCJA Annual Conference 2024	04/23/2024 - 04/26/2024	290	\$322,842.12
Meeting Sales	Greater Southwest Music Festival	2024 Greater Southwest Music Festival	04/24/2024 - 04/28/2024	10	\$457,989.57
Meeting Sales	West Texas Ranch Rodeo	2024 West Texas Ranch Rodeo	04/26/2024 - 04/28/2024	300	\$271,791.17
Meeting Sales	Texas Mutual Insurance Company	Amarillo Work Safe, Texas Summit	04/30/2024 - 05/01/2024	13	\$0.00
Meeting Sales	Kappa Kappa Iota	Kappa Kappa Iota Annual Conference 2024	05/03/2024 - 05/05/2024	35	\$25,546.27
Sports Sales	Turnkey Tournaments	Picklemania May 2024	05/03/2024 - 05/05/2024	15	\$0.00
Sports Sales	Texas Panhandle Youth Sports Foundation	May Madness Open Division 2024	05/04/2024 - 05/05/2024	80	\$65,524.39
Meeting Sales	Construction Specification Institute - South Region	CSI Regional Spring Conference 2024	05/08/2024 - 05/10/2024	20	\$22,138.01
Sports Sales	CBT Barrel Racing	2024 Summer Da\$h Barrel Race	05/10/2024 - 05/12/2024	50	\$0.00
Meeting Sales	Lions Clubs International	2024 Texas Lions State Convention	05/15/2024 - 05/18/2024	225	\$243,115.94
Meeting Sales	Run for the Wall	2024 Run for the Wall	05/16/2024 - 05/17/2024	150	\$62,100.00
Sports Sales	Texas Panhandle Youth Sports Foundation	Leather and Lace 2024	05/18/2024 - 05/19/2024	80	\$85,524.39
Sports Sales	Texas Panhandle Youth Sports Foundation	May Madness- AA Division 2024	05/18/2024 - 05/19/2024	80	\$65,524.39
Sports Sales	Special Olympics Texas Chapter Headquarters	Multi-Region Basketball Tournament 2024	05/23/2024 - 05/26/2024	400	\$632,823.51
Sports Sales	Amarillo Obedience Training Club	American Kennel Club (AKC) Licensed Agility Trials 2024	05/25/2024 - 05/27/2024	200	\$109,600.00
Sports Sales	Texas Panhandle Youth Sports Foundation	School's Out Battle of the Bats-Baseball 2024	05/31/2024 - 06/02/2024	200	\$102,450.21
Sports Sales	Coors Cowboy Club	2024 Coor's Ranch Rodeo & Cattle Drive	06/06/2024 - 06/09/2024	250	\$137,000.00
Meeting Sales	Jehovah Witnesses	2024 Christian Congregation of Jehovah's Witnesses- Week 1	06/06/2024 - 06/09/2024	400	\$248,400.00
Sports Sales	Texas Panhandle Pistoleros	TX 66 Fast Draw 2024 Championships	06/06/2024 - 06/09/2024	25	\$0.00
Sports Sales	Texas Panhandle Youth Sports Foundation	Bring the Heat 2024	06/08/2024 - 06/09/2024	80	\$65,524.39
Meeting Sales	Jehovah Witnesses	2024 Christian Congregation of Jehovah's Witnesses- Week 2	06/13/2024 - 06/16/2024	400	\$248,400.00
Meeting Sales	Amarillo Chamber of Commerce	Classes of 1974 Reunion	06/14/2024 - 06/16/2024	5	\$0.00
Sports Sales	American Quarter Horse Association	2024 Versatility Ranch Horse World Championship Show	06/15/2024 - 06/23/2024	300	\$924,393.30
Sports Sales	Texas Wounded Warrior Foundation	2024 Wounded Warrior Amarillo Pro-Ar	06/30/2024 - 07/02/2024	25	\$0.00
Sports Sales	Five Tool Baseball	Five Tool Texas Amarillo/Canyon Showdown	07/05/2024 - 07/07/2024	150	\$0.00
Meeting Sales	American Quarter Horse Association	2024 Youth Excellence Seminar (YES) Leadership Conference	07/08/2024 - 07/12/2024	200	\$107,926.50
Sports Sales	Koben Puckett Productions	2024 Koben Puckett PBR	07/12/2024 - 07/14/2024	50	\$0.00
Meeting Sales	Amarillo Police Department	Iron Horse Shoot Out 2024	07/18/2024 - 07/21/2024	50	\$113,273.00
Sports Sales	Texas Panhandle Youth Sports Foundation	The Scorchers 2024	07/20/2024 - 07/21/2024	80	\$65,524.39
Meeting Sales	Global Animal Products	2024 July Sales Meeting	07/23/2024 - 07/25/2024	20	\$0.00
Sports Sales	Panhandle Quarter Horse Association	2024 PQHA Bomb City Blowout Show	07/26/2024 - 07/28/2024	100	\$49,957.93
Sports Sales	Texas Panhandle Youth Sports Foundation	Summer Slam	07/27/2024 - 07/28/2024	80	\$65,524.39
Sports Sales	West Texas Futurity	2024 West Texas Futurity	08/07/2024 - 08/18/2024	350	\$563,823.35
Sports Sales	Texas Panhandle Youth Sports Foundation	Back to School 2024	08/17/2024 - 08/18/2024	80	\$65,524.39
Meeting Sales	American Sirmmental Association	2024 Fall Focus Educational Symposium	08/23/2024 - 08/27/2024	0	\$51,191.99

Sports Sales	Texas Panhandle Youth Sports Foundation	Back to School Bash 2024	08/24/2024 - 08/25/2024	80	0	\$65,524.39
Meeting Sales	Stiletos on Steel	Stiletos on Steel - 2024 TX Panhandle Ride	08/29/2024 - 09/02/2024	25	0	\$0.00
Sports Sales	X-Treme Fast Draw Association	2024 XFDA World Finals Championship	08/29/2024 - 09/01/2024	50	0	\$0.00
Meeting Sales	American Quarter Horse Hall of Fame & Museum	American Quarter Horse Hall of Fame Banquet 2024	09/06/2024 - 09/08/2024	50	0	\$67,113.49
Meeting Sales	Panhandle Kennel Club of the American Kennel Club	2024 Panhandle Kennel Club of Texas	09/10/2024 - 09/15/2024	300	0	\$240,836.66
Sports Sales	Panhandle Quarter Horse Association	2024 PQHA Boom Circuit	09/27/2024 - 09/29/2024	100	99	\$54,808.81
Sports Sales	Texas Panhandle Youth Sports Foundation	Strike out Against Cancer 2024	09/28/2024 - 09/29/2024	80	0	\$65,524.39
Meeting Sales	B-2/ 501st Airborne	2024 B-2/ 501st Airborne Reunion	10/02/2024 - 10/06/2024	25	0	\$15,878.23
Sports Sales	Texas Speech Communications Association	2024 TSCA Conference	10/09/2024 - 10/12/2024	300	372	\$211,653.75
Meeting Sales	CrossFit 806	806 Classic - 2024	10/11/2024 - 10/13/2024	50	60	\$42,988.94
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 HulaBalloo Legends Roughstock Series 2024	10/18/2024 - 10/20/2024	75	125	\$66,155.29
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	Ghoulis 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	\$0.00
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
Sports Sales	Texas Panhandle Youth Sports Foundation	Frozen Ropes Slugfest 2024	11/09/2024 - 11/10/2024	80	0	\$64,803.24
Meeting Sales	Jehovah Witnesses	CCJW Circuit Event	11/16/2024 - 11/17/2024	70	0	\$14,490.00
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	\$3,860,994.20
Total (74)				8,779	6,974	\$12,520,935.69

Groups Serviced

Date Range: 10/01/2023-04/03/2024

Group	Account	Meeting Name	Meeting Dates	People	Total Room Econ Value
Sports Sales	Cowboy Mounted Shooting Association	2023 CMSA Wrangler World Championships	10/08/2023 - 10/14/2023	100	\$180,847.41
Meeting Sales	Texas Division of Emergency Management	Every Day's Recovery Day	10/16/2023 - 10/19/2023	75	\$66,313.37
Sports Sales	United States Team Penning Association	2023 USTPA World Finals	10/19/2023 - 10/29/2023	200	\$193,781.34
Meeting Sales	Jehovah Witnesses	CCIW Circuit Event	10/21/2023 - 10/22/2023	70	\$14,490.00
Meeting Sales	American Advertising Federation	Ad 2 National Mid-year Retreat	10/27/2023 - 10/29/2023	40	\$30,991.98
Meeting Sales	Fandom Events	Cottonwood Faire	10/27/2023 - 10/29/2023	25	\$17,161.81
Sports Sales	Texas Panhandle Youth Sports Foundation	Halloween Howl-Baseball 2023	11/05/2023 - 11/13/2023	100	\$70,702.51
Sports Sales	Working Ranch Cowboy Association	WRCA 28th World Championship Ranch Rodeo - Staff Rooms Only	11/05/2023 - 11/13/2023	400	\$1,208,483.25
Meeting Sales	Crop Quest	Crop Quest 2023 Conference	11/06/2023 - 11/09/2023	120	\$114,828.97
Sports Sales	Working Ranch Cowboy Association	WRCA 28th World Championship Ranch Rodeo - Courtesy Block Request	11/09/2023 - 11/12/2023	4,000	\$3,756,534.29
Meeting Sales	State Farm Mutual Automobile Insurance Company	SCMA (MH) Fall VPA Agent Meeting	11/13/2023 - 11/14/2023	32	\$16,530.43
Meeting Sales	Jehovah Witnesses	CCIW Circuit Event	11/18/2023 - 11/19/2023	70	\$14,490.00
Sports Sales	CBT Barrel Racing	2023 Christmas Ca\$h Barrel Racing	11/24/2023 - 11/26/2023	65	\$127,256.79
Sports Sales	Texas USA Wrestling	2023 Panhandle Nationals Wrestling Tournament	11/24/2023 - 11/25/2023	782	\$556,615.15
Meeting Sales	IDEAg Group, LLC	2023 Amarillo Farm and Ranch Show	11/28/2023 - 11/30/2023	368	\$3,784,501.84
Meeting Sales	Global Animal Products	2023 Christmas Meeting	11/29/2023 - 12/02/2023	15	\$17,513.65
Meeting Sales	Alberta Cattle Feeders	Alberta Cattle Feeders Amarillo Tour	12/04/2023 - 12/08/2023	15	\$26,548.89
Meeting Sales	Texas Association of Elections Administrators	2024 Texas Association of Elections Administrators Mid-Winter Conference	01/08/2024 - 01/12/2024	200	\$205,102.09
Sports Sales	Turnkey Tournaments	Picklemania	02/02/2024 - 02/04/2024	100	\$59,684.76
Meeting Sales	The Kody Hodge Foundation	2024 Kody Hodge One Act Play Festival - Judges Rooms	02/14/2024 - 02/18/2024	10	\$0.00
Meeting Sales	The Kody Hodge Foundation	2024 Kody Hodge One Act Play Festival	02/15/2024 - 02/17/2024	200	\$0.00
Meeting Sales	Panhandle Ground Water Conservation District	7th Bi-Annual TX Panhandle Water Conservation 2024 Symposium	02/27/2024 - 02/28/2024	20	\$0.00
Meeting Sales	Junior League of Amarillo	Women's Leadership Conference	03/04/2024 - 03/04/2024	1	\$0.00
Meeting Sales	Texas Historical Commission	Texas Historical Commission Design Workshop	03/06/2024 - 03/07/2024	10	\$0.00
Meeting Sales	Class Reunion Account	Dimmitt Class Reunion Class of 1960	03/15/2024 - 03/17/2024	30	\$0.00
Sports Sales	Peak Fighting	PFC 34 Fight Night 2024	03/15/2024 - 03/16/2024	130	\$240,104.70
Meeting Sales	Jehovah Witnesses	CCIW Circuit Event	03/16/2024 - 03/17/2024	70	\$14,490.00
Sports Sales	Texas Panhandle Youth Sports Foundation	May the Luck Be with You 2024	03/16/2024 - 03/17/2024	80	\$0.00
Sports Sales	American Bucking Bull INC	American Bucking Bulls	03/19/2024 - 03/24/2024	17	\$0.00
Sports Sales	Texas Panhandle Youth Sports Foundation	Come Out Swinging Baseball 2024	03/22/2024 - 03/24/2024	80	\$64,803.24
Meeting Sales	FIRST® IN TEXAS	2024 FIRST® Robotic Competition- District Event	03/28/2024 - 03/30/2024	600	\$480,657.46
Meeting Sales	Texas Water Utilities Association	Panhandle Regional Training 2024	04/01/2024 - 04/04/2024	100	\$62,584.50
Meeting Sales	EASA Southwestern Chapter	EASA Southwestern Chapter 2024	04/03/2024 - 04/06/2024	40	\$38,066.87
Total (33)				8,165	\$11,363,085.30

Report: Lost Business Report

Lost Reason Location	Economic Impact	Lost Count	Meeting Start Date	Room After Room	Night	Economic Impact	Lost Reason	Lost Note
Unknown/Other	\$0.00	1						Lost: 2024 & 2026 to NYC
Multiple Reasons	\$0.00	0						2025 is still open, will be short listed after Jan 2, 2024- not short listed
The Radio Club of America			11/20/2025	110	250	\$116,192.57	Location	Unknown- never heard back from the client
Texas State Historical Association			3/4/2026	200	530	\$0.00	Unknown/Other	

Lost Business Detail

Organization Name

The Radio Club of America

Texas State Historical Association

Lead Name

The Radio Club of America Technical Symposium & Awards Banquet [7179]

Texas State Historical Associations 2026 Annual Meeting [7225]

Economic Impact

\$116,192.57

\$0.00

\$0.00

Meeting Start Date

11/20/2025

3/4/2026

Room After Room

110

200

Night

250

530

Economic Impact

\$116,192.57

\$0.00

Lost Reason

Location

Unknown/Other

Lost Note

Lost: 2024 & 2026 to NYC

2025 is still open, will be short listed after Jan 2,

2024- not short listed

Unknown- never heard back from the client



Pending Meeting Sales & Sports Leads

Pending Meeting Sales & Sports Leads

04/01/2024 - 12/31/2026
Meeting Sales, Sports Sales

May
23 - 27 **West Texas A&M University**
2024 Buff Branding Steer & Heffer Show
Group: Meeting Sales
Room Nights: 130
Peak Rooms: 50
Attendance: 50
EIC: \$58,988.09
Lead

Jul
19 - 21 **TGC Athletics**
Texas Panhandle College Showcase
Group: Sports Sales
Room Nights: 100
Peak Rooms: 50
Attendance: 50
EIC: \$42,029.70
Pending

Aug
2 - 4 **AMA-CON**
2024 AMA-CON
Group: Meeting Sales
Room Nights: 0
Peak Rooms: 0
Attendance: 350
EIC: \$0.00
Pending

Nov
10 - 18 **Working Ranch Cowboy Association**
WRCA 29th World Championship Ranch Rodeo - Staff Rooms Only
Group: Sports Sales
Room Nights: 425
Peak Rooms: 75
Attendance: 400
EIC: \$0.00
Lead

Nov
13 - 18 **Working Ranch Cowboy Association**
WRCA 29th World Championship Ranch Rodeo - Courtesy Block Request
Group: Sports Sales
Room Nights: 0
Peak Rooms: 0
Attendance: 4000
EIC: \$0.00
Lead

Nov 15 - 18 **Bronc Stomper Productions, LLC**
Bomb City Broncs and United Bucking Horse Association World Finals

Group: Sports Sales
Room Nights: 350
Peak Rooms: 150
Attendance: 150
EIC: \$321,160.86
Pending

Dec 4 - 7 **Amarillo Tri-State Exposition**
Amarillo Classic Junior Stock Show 2024

Group: Meeting Sales
Room Nights: 670
Peak Rooms: 200
Attendance: 200
EIC: \$329,808.82
Lead

Dec 5 - 7 **Global Animal Products**
2024 Christmas Meeting

Group: Meeting Sales
Room Nights: 45
Peak Rooms: 15
Attendance: 15
EIC: \$0.00
Pending

Dec 16 - 19 **National Junior College Athletic Association**
2024- 2025 -2026 - 2027 NJCAA Football Championship

Group: Sports Sales
Room Nights: 480
Peak Rooms: 160
Attendance: 160
EIC: \$366,373.83
Lead

Mar 27 - 30 **FIRST@ IN TEXAS**
2025 FIRST@ Robotic Competition- District Event

Group: Meeting Sales
Room Nights: 750
Peak Rooms: 250
Attendance: 600
EIC: \$483,667.15
Pending

Apr 11 - 13 **West Texas Ranch Rodeo**
2025 West Texas Ranch Rodeo

Group: Sports Sales
Room Nights: 330
Peak Rooms: 150
Attendance: 300
EIC: \$0.00
Pending

Apr
11 - 13

Southwest Trampoline and Tumbling Association
2025 STTA Texas and New Mexico State Championship

Group: Sports Sales
Room Nights: 275
Peak Rooms: 175
Attendance: 175
EIC: \$0.00
Pending

May
18 - 22

Texas Association of Community Action Agencies
Texas Association of Community Action Agencies Annual Conference 2025

Group: Meeting Sales
Room Nights: 703
Peak Rooms: 227
Attendance: 220
EIC: \$270,596.97
Lead

Jun
13 - 15

West Texas Youth Baseball
2025 West TX State Tournament- ALL DIVISIONS

Group: Sports Sales
Room Nights: 1600
Peak Rooms: 800
Attendance: 1200
EIC: \$328,800.00
Pending

Jul
18 - 22

Texas Panhandle Youth Sports Foundation
2025 Cal Ripken State Tournament

Group: Sports Sales
Room Nights: 0
Peak Rooms: 0
Attendance: 300
EIC: \$0.00
Pending

Sep
7 - 12

Western Lone Star Senior Ladies Golf Association
2025 Western Lonestar Senior Ladies Golf Tournament

Group: Sports Sales
Room Nights: 200
Peak Rooms: 50
Attendance: 50
EIC: \$80,616.31
Lead

Sep
26 - 28

Panhandle Quarter Horse Association
2025 PQHA Boom Circuit

Group: Sports Sales
Room Nights: 115
Peak Rooms: 50
Attendance: 100
EIC: \$0.00
Pending

Oct 30 - Nov 2

Conference Commissioners Association Division 2
2025-2028 Women's Basketball D2 CCA Tip Off Classic

Group: Sports Sales
Room Nights: 180
Peak Rooms: 60
Attendance: 76
EIC: \$168,777.95
Pending

Nov 9 - 17

Working Ranch Cowboy Association
WRCA 30th World Championship Ranch Rodeo - Staff Rooms Only

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

Feb 22 - 25

Texas Crime Stoppers
30th Annual Student Crime Stoppers Conference 2026

Group: Meeting Sales
Room Nights: 600
Peak Rooms: 200
Attendance: 200
EIC: \$240,615.81
Lead

Mar 16 - 20

American Farrier's Association
54th Annual Convention American Farrier's Association

Group: Meeting Sales
Room Nights: 925
Peak Rooms: 210
Attendance: 210
EIC: \$383,928.96
Lead

Mar 26 - 29

FIRST@ IN TEXAS
2026 FIRST@ Robotic Competition- District Event

Group: Meeting Sales
Room Nights: 750
Peak Rooms: 250
Attendance: 600
EIC: \$495,449.13
Pending

Apr 10 - 12

West Texas Ranch Rodeo
2026 West Texas Ranch Rodeo

Group: Sports Sales
Room Nights: 335
Peak Rooms: 150
Attendance: 300
EIC: \$0.00
Pending

**Apr
10 - 15**

Texas APCO and Texas NENA
Texas Public Safety Conference 2026

Group: Meeting Sales
Room Nights: 1255
Peak Rooms: 340
Attendance: 340
EIC: \$402,492.00
Lead

**Apr
24 - 27**

MCB 11 Association
2026 Navy Seabee Veterans from all Eras

Group: Meeting Sales
Room Nights: 120
Peak Rooms: 40
Attendance: 40
EIC: \$42,490.03
Lead

**Jun
3 - 6**

Texas Municipal Clerks Association
TMCA Conference 2026

Group: Meeting Sales
Room Nights: 175
Peak Rooms: 75
Attendance: 75
EIC: \$0.00
Lead

**Jun
19 - 25**

American Meat Science Association (AMSA)
2026 AMSA Reciprocal Meat Conference

Group: Meeting Sales
Room Nights: 1312
Peak Rooms: 380
Attendance: 400
EIC: \$727,032.26
Lead

**Oct
11 - 14**

Texas Crime Stoppers
37th Annual Crime Stoppers Conference 2026

Group: Meeting Sales
Room Nights: 850
Peak Rooms: 300
Attendance: 300
EIC: \$333,631.93
Lead

**Nov
8 - 16**

Working Ranch Cowboy Association
WRCA 31st World Championship Ranch Rodeo - Staff Rooms Only

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

Dec
15 - 20

National Collegiate Athletic Association
NCAA Football 2026-2027

Group: Sports Sales
Room Nights: 760
Peak Rooms: 194
Attendance: 177
EIC: \$635,255.66
Pending

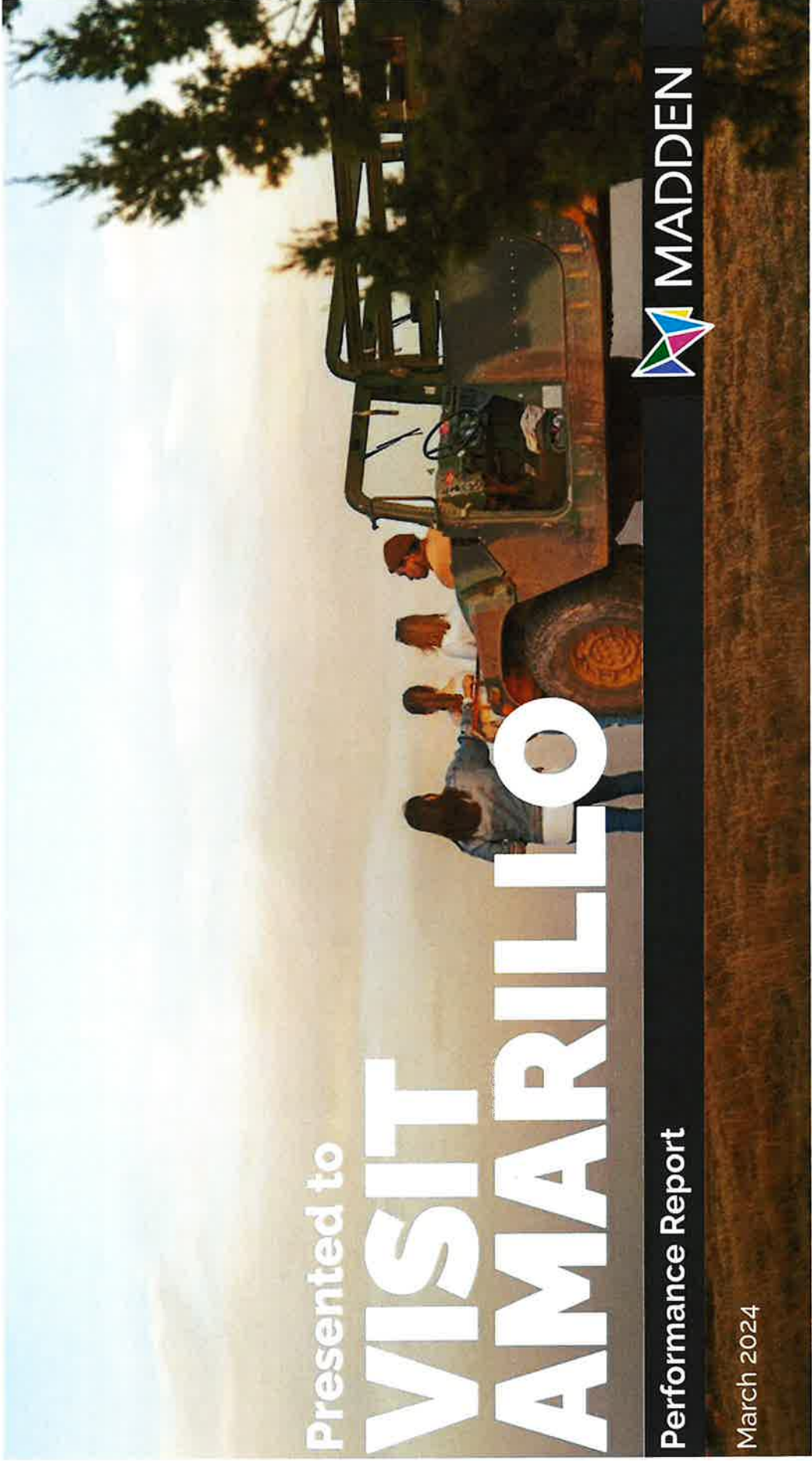
Sum of EIC: \$5,711,715.46

Presented to

VISIT AMARILLO

Performance Report

March 2024



THE STUFF YOU'RE GOING TO
HEAR ABOUT

WE'RE READY TO GO!

SEM

GOOGLE VIDEO

META - ROUTE 66 INTERNATIONAL

META - GENERAL LEISURE

TOURTEXAS

BRAND USA

ATMOSPHERE TV

ACTIVE CONSIDERATIONS

MEDIA PAUSED

All media was paused on 2.28 and resumed on 3.12 due to the wildfires in the surrounding area.

- Route 66 International extended through 4.30

RESPONSIVE DISPLAY LAUNCHED

Responsive Display launched on 3.12.

ROUTE 66 DOMESTIC CAMPAIGN

Meta campaign launched on 3.12.

PERFORMANCE AT A GLANCE

SEM	GOOGLE VIDEO	GOOGLE DISPLAY	META PROSPECTING	META REMARKETING
→ 38,586 Impressions (13% Decrease MoM)	→ 121,562 Impressions (12% Decrease MoM)	→ 930,714 Impressions	→ 554,855 Impressions	→ 371,275 Impressions
→ 5,552 Clicks (6.54% Increase MoM)	→ 22,735 Views (10.6% Decrease MoM)	→ 24,090 Clicks 2.59% CTR (Madden Benchmark .86%)	→ 282,886 Reach 16,575 Clicks 2.99% CTR (Madden Benchmark 1.49%)	→ 205,674 Reach 7,109 Clicks 1.91% CTR (Madden Benchmark 1.56%)
→ 14.39% CTR (Madden Benchmark 8.18%)	→ 86.53% View Rate (Madden Benchmark 53.64%)			
		ROUTE 66 GOOGLE DISPLAY	META - ROUTE 66 Domestic	META - ROUTE 66 International
		→ 683,571 Impressions	→ 408,998 Impressions	→ 408,998 Impressions
		→ 16,777 Clicks 2.45% CTR (Madden Benchmark .86%)	→ 167,357 Reach 12,567 Clicks 3.07% CTR (Madden Benchmark 1.49%)	→ 86,819 Reach (55% Decrease MoM) 8,995 Clicks (50.82% Decrease MoM) 5.21% CTR (Madden Benchmark 1.49%)

NOTE: All media was paused on 2.28 and resumed on 3.12 due to the wildfires in the surrounding area.

SEM

WHAT WORKED

- Things to Do related keywords are driving the majority of clicks; however, we are noticing Route 66 related keywords are beginning to drive strong performance with 5,979 impressions and 392 clicks.

KEY LEARNINGS

- The rise of Route 66 related keywords indicates that the awareness campaigns via Google Display and Meta are generating interest domestically for the upcoming festival.

38,586

IMPRESSIONS

5,552

CLICKS

14.39%


CTR

\$.43

CPC

SEM TOP AD

Palo Duro Canyon in Texas | Find the Top Things to Do | Visit Amarillo

 visitamarillo.com/plan-your/trip

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

Itineraries

Palo Duro Canyon

Historic Route 66

Hiking

Ad

Enabled

Status

Eligible

Impressions

16,613

Clicks

3,156

CTR

19.00%



YOUTUBE

WHAT WORKED

- We are seeing strong efficiencies with YouTubeTV Placements with a low CPM of \$4.75 and a high view rate of 82.38%.

IMPLICATIONS FOR FUTURE CAMPAIGNS

- While mobile phones delivered the majority of views for this campaign, it is worth noting that YouTubeTV subscriptions are on the rise and we should continue to consider this placement when available.

121,562

IMPRESSIONS

22,735

VIEWS

50.91%

VIDEO COMPLETES

\$4.98

CPM

RESPONSIVE DISPLAY

WHAT WORKED

- Our bid strategy of Max Conversions has helped this campaign quickly gain footing and drive a strong CTR that is 3x over Madden benchmarks for similar campaigns.

KEY LEARNINGS

- Audiences specifically in-market for travel and tourism attractions are driving the lionshare of clicks for this campaign with 21,652 clicks.

IMPLICATIONS FOR FUTURE CAMPAIGNS

- Audiences are beginning to search for their spring & summer travel destinations. For FY25, lets consider running a campaign with an OTA, like Hopper in both fall and spring to drive conversions of users booking their trip.

930,714

IMPRESSIONS

24,090

CLICKS

2.59%

CTR


\$.12

CPC

LEISURE RESPONSIVE DISPLAY TOP AD



● Spring 2024 Responsive Display



Step Into The Real Texas
Taste adventure, explore — there's
no better place to write your **WIT**
West story

● Enabled

Ad	Status	Clicks	Clicks	CTR ▼
● Enabled	Eligible	23,982	23,982	2.58%

GENERAL LEISURE- META PROSPECTING & REMARKETING

WHAT WORKED

- Allocating budget between Facebook and Instagram has allowed for growth in impression and reach among younger demographics.

	Reach	Impression Share
Feb. 18-44	12.46%	10.27%
Feb. 45-65+	87.54%	89.73%
March 18-44	17.49%	16.01%
March 45-65+	82.51%	83.99%

KEY LEARNINGS

- Video ads are driving the strongest clicks compared to static images.

IMPLICATIONS FOR FUTURE CAMPAIGNS

- Continue to split out budgets between platforms to grow a younger, engaged audience.

926,130 488,560

IMPRESSIONS

REACH

23,684

CLICKS

2.45%

CTR

GENERAL LEISURE- META TOP AD

Visit Amarillo
Sponsored · vt

The sounds of summer are just around the corner. Start planning your escape to Palo Duro Canyon!

visitamarillo.com
Step into the Real Texas
Find your Wild West story

Learn more

629 27 comments 53 shares

Like Comment Share

11,558
Clicks



**ROUTE 66 CAMPAIGN
PERFORMANCE**

WHERE WE GET OUR KICKS!

RESPONSIVE DISPLAY

WHAT WORKED

- The majority of clicks arrived from users aged 25-44 (9,551). This, in part, can be attributed to a younger audience seeing the Amarillo brand on a variety of other platforms allowing for familiarity of the brand.

KEY LEARNINGS

- The fun and vibrant imagery in the ads inspires users to engage with the ad. Users can truly gain an understanding of what the festival is about.

IMPLICATIONS FOR FUTURE CAMPAIGNS

- Research indicates that ads are more effective when an emotional play is employed. In this case, users can imagine the fun they can have at the festival. Continue to leverage imagery and videos that elicit an emotional response from the audience.

683,571

IMPRESSIONS

16,777

CLICKS

2.45%

CTR

\$.12

CPC

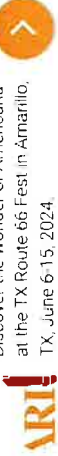
ROUTE 66 TOP AD

● Route 66 Domestic Responsive Display



Don't Miss the TX RT 66 Fest

Discover the wonder of Americana
at the TX Route 66 Fest in Amarillo,
TX, June 6-15, 2024.



Ad	Status	Clicks	Clicks	CTR
● Enabled	Eligible	16,756	16,756	2.45%

ROUTE 66 - META

WHAT WORKED

- Interestingly, both the :15 video ad and the static image of the car have nearly the same performance across all metrics, with the video delivering only 703 clicks more than the static car image.

408,998 167,357

IMPRESSIONS

REACH

12,567

CLICKS

3.07%

CTR

ROUTE 66 TOP AD

Visit Amarillo
Sponsored

Discover the wonders of Americana at the Texas Route 66 Festival, an event USA Today called one of the 10 Best New Festivals.



vistamarillo.com
Don't Miss the TX RT 66 Festival


Like Comment Share

Kashion... 43 comments 256 shares

3,976 Clicks

Visit Amarillo
Sponsored

Step into the heart of Real Texas for the Route 66 Festival, an event USA Today called one of the 10 Best New Festivals.



vistamarillo.com
Don't Miss the TX RT 66 Festival

Like Comment Share

Mark Row... 22 comments 78 shares

3,773 Clicks

INTERNATIONAL ROUTE 66 - META

KEY LEARNINGS

- It appears that we are beginning to reach ad fatigue with significant declines in reach (55% MoM) and clicks (50.8% MoM).

IMPLICATIONS FOR FUTURE CAMPAIGNS

- For future campaigns, it is recommended that we refresh ad content after a few months to keep ads fresh and audiences engaged.

408,998 86,818

IMPRESSIONS

REACH

8,995

CLICKS

5.21%

CTR

INTERNATIONAL ROUTE 66 TOP AD

 Visit Amarillo
Sponsored

There's no better place to celebrate the road that changed the world than Amarillo, the Heart of Route 66. Join the festival June 6 - 15, 2024.



visitamarillo.com
Don't Miss the Texas Route 66 Festival

 552  6 comments  99 shares

 Like  Comment  Share

31206
CLICKS

TourTexas

TOTAL CONTENT ENGAGEMENT = 8,415 ↑

Total Guides Ordered

200 ↓

Top Responding States

TX
TEXAS
CA



187

Postal Requests



13

PDF Requests

Average economic impact for each Visitor Guide sent out is \$48.* TourTexas.com has facilitated **200** Visitor Guide requests to Texas travelers on your behalf.

Total Economic impact of those requests

= **\$9,600** ↓

*Source: DMA West Visitor Guide Readership Study 2022

FY24 OVERALL PERFORMANCE

Content Engagement: 35,281

Visitor Guide Requests: 970

UPCOMING FLIGHTS

1

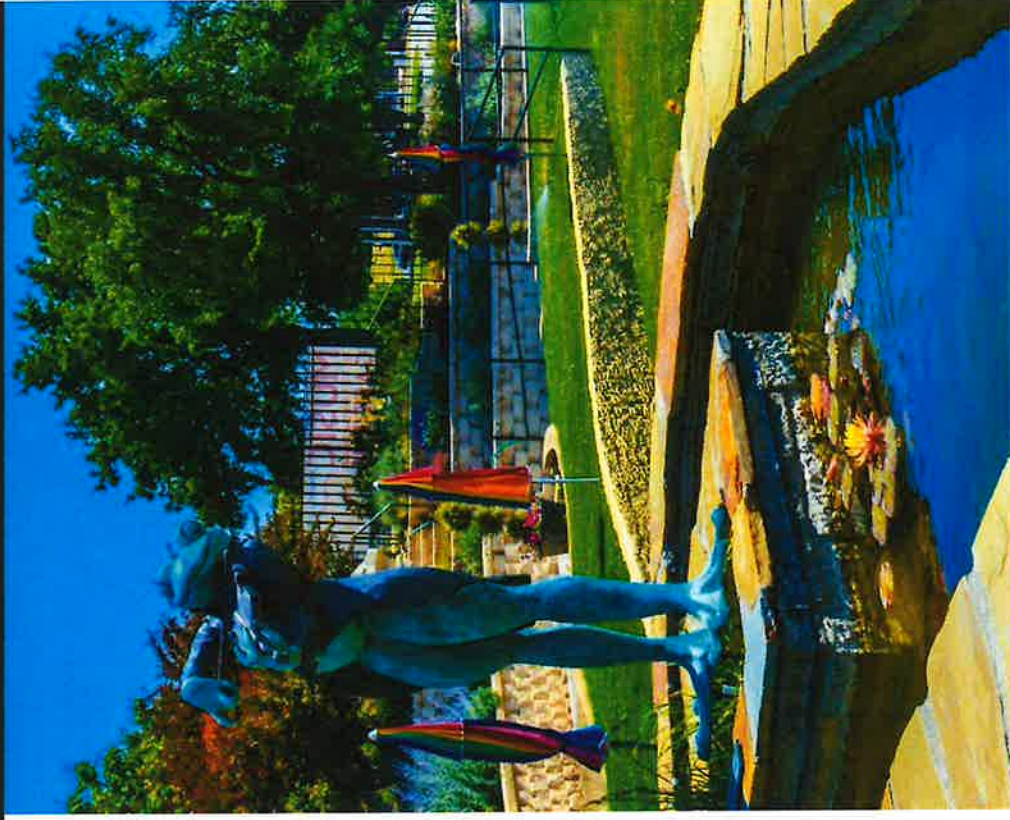
Route 66 Google Video - April

2

Brand USA

3

Summer Leisure Creative Refresh



INDUSTRY BENCHMARKS

SEM - 8.18% CTR

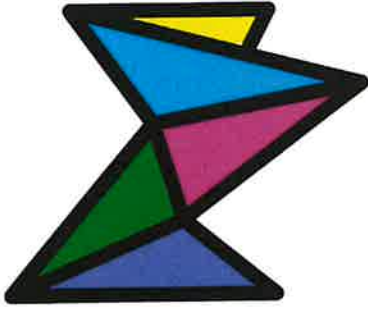
Google Responsive Display - .86% CTR

Meta PR- 1.49% CTR

Meta RM- 1.56% CTR

YouTube- 53.64% view rate





THANKS!

WE'RE ALL DONE NOW.

