



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

REGULAR MEETING TO BE HELD ON WEDNESDAY, MARCH 27, 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 February 28, 2024**
3. **Update and Consideration: Articles of Incorporation, board appointments**
4. **Discussion and Consideration: 501 Status and filings, Bylaw amendment**
 - ⌘ **Add Ex-officio position**
 - ⌘ **Better define board seat categories**
5. **Presentation: CVB Communication Activities**
6. **Public Forum**
7. **General Announcements from Board Members**
8. **Discussion on future meeting dates and possible agenda items.**

The next meeting date is April 24, 2024
9. **Adjournment**

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MINUTES OF THE REGULAR MEETING HELD ON WEDNESDAY, FEBRUARY 28, 2024, 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.

1. Call to Order

- Angela Knapp Eggers established a quorum and called the meeting to order.

2. Approval of Minutes from January 24, 2024

- Motion was made by Phyllis Golden and seconded by Tom Scherlen.

3. Update: CVB Foundation Status

- Kashion Smith announced that Jason Fenton, Phyllis Golden, Payal Nathu and herself had a meeting about the foundation and discussed other changes going on with the CVB. They concluded that the best idea is to table it for a year. With the Tourism Master Plan happening late this summer there is hopes that it will also be used to create a strong structure of the foundation to give it the proper attention it needs.
- Phyllis Golden commented that the foundation just needed a time to process.

4. Update: Council Presentation Date and Discussion Points

- Kashion Smith announced that she will be giving a presentation on March 12th to the City Council with the changes the CVB is making while moving operations under the 501(c)6. Kashion wants to make certain the entire Council is aware of what is changing.

5. Presentation: Sales and Servicing Report

- Amy Tarr announced the Sales and Servicing travel agenda for 2024
 - o RCMA, SWSC, ESPA happened in January 2024
 - o AQHA Convention – March 2024
 - o TSAE Planner Event – April 2024
 - o Sports ETA – not attending – waiting on Kids Inc new facility update – possible Summer or Fall sports conference in place of Sports ETA
 - o TSAE – September 2024
- Stephanie Andrews announced some highlighted events happening this year:
 - o Robotics is happening March 28 - 30 at the Amarillo Civic Center
 - o West Texas Ranch Rodeo April 26 - 28
 - o WTCJCA April 23 - 26
 - o Lions State Convention May 15 - 18



- AQHA VRH Show June 15 - 23 at Tri-State
- Jehovah Witness in June – Earlier than normal due to the new Coliseum floor being installed.
- Route 66 Festival June 6 - 15. There is a list of events on the Visit Amarillo website <https://www.visitamarillo.com/>
- TSCA October 9 - 12
- CMSA & USTPA October 12 - 20 & 17 - 26 at Tri-State
- D2CCA Tip Off Classic Women's Basketball Oct 31 – Nov 3
- WRCA November 14 - 17, 2024
- Amy Tarr announced an update in Sports
 - NCAA Bids Submitted
 - 2027 NCAA Division II Women's Volleyball
 - 2026 & 2027 NCAA Division II Football
 - 2027 & 2028 NCAA Division II Men's Basketball
 - 2027 & 2028 NCAA Division II Women's Basketball
 - 2027 & 2028 NCAA Division II Men's and Women's Outdoor Track and Field
 - 2027 NCAA Division II Softball
- Pickleball
 - Picklemania February and now May at Netplex
- Baseball
 - Ramping up these tournaments and will have the State tournament in 2025
- Special Olympics – May Regional Event 1000+ kids
- D2 CCA – 2025 – 2028 Bid
- NJCAA Div 1 Football – Finalist 2025 – 2027
- Golf – Senior Lonestar Tournament – 2025
- Society of American Travel Writers – North America's premier professional travel media organization
 - Submitted a bid for 2025
 - Short list will be out in March, site visits April/May and decision made in June
 - Partner focus/tours/showcase Amarillo
 - ROI – Investment in your destination and tourism partners

6. Public Forum

- There were no comments.



7. General Announcements from Board Members

- Bobby Lee announced an update on graphics for the Big Texan cups.
- Sherman Bass announced that there is a large television series project in Amarillo that will be here in late March.
- Beth Duke announced the Center City Mural Run which will take place on March 23rd. Also mentioned that National Main St is sending a crew to Scratch Made Bakery this Friday March 1st to showcase women-owned businesses for Women's History month.

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

The next meeting date is March 27, 2024

9. Adjournment

- There being no further business, Kashion Smith adjourned the meeting.



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

**REGULAR MEETING TO BE HELD ON TUESDAY, MARCH 5, 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 February 6, 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 April 2, 2024.
- 10. Adjournment**

“The greatest respect an artist can pay to music is to give it life.” – Pablo Casals

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

MINUTES OF THE REGULAR MEETING HELD ON TUESDAY, MARCH 5, 2024, AT 11:00 AM IN THE BOARDROOM OF THE BIVINS HOUSE, 1000 S. POLK AMARILLO, TEXAS.

1. Call to Order

- Stephanie Bybee called the meeting to order.

2. Approval of Minutes from February 6, 2024

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

3. Update: CVB Board

- Kashion Smith reported that a subcommittee was put together to discuss the board foundation ultimately deciding to table it for a year.
- Also Reported Sales and Servicing gave an update on events coming up about convention and sports. AQHA versatility will be coming in June. WRCA new qualifier happening in April at the Fairgrounds. The CVB made an aggressive bid with NCAA this year and partnered with WT to host if won.

4. Update: Public Arts and Beautification Board

- Cindy Perez announced that Public Arts gave a final approval for murals that will be launched, and applicants will be notified this week. She also announced that they will have a 4th of July festival which will actually be on the 5th of July at John Stiff Park.

5. Reminder: 24-25 Arts Theme

- Sherman Bass reported that he will be in touch with the next steps.

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 the following:
 - o If you have a route 66 themed event during June 6-15th let us know so we can get it on the calendar.
 - o Registration for a vendor booth is now on the Visit Amarillo website.
 - o Amarillo Film Society will be hosting a Route 66 film at Golden Light Café
 - o The Cattle Drive parade is having floats and cars – register for the parade on the Visit Amarillo website.



7. Public Forum

- There were no comments.

8. General Announcements from Committee Members

- Amanda Jarnagin with the Amarillo Museum of Art announced that on March 28, 2024 there will be 20x20 exhibition and silent auction. The exhibition will be installed for museum visitors to view for two days, March 27-28. Images of the artworks will also be featured on the AMoA website where they can be viewed, and bid on, from the comfort of a home computer, smartphone or tablet beginning on March 22. Although we will be hosting an event at the museum, all bidding will take place online and bidding will end at 8:30pm on Thursday, March 28, 2024.
- Deana Craghead with PPHM announced they are reopening Texas themed galleries at the end of this week. The PPHM will also be highlighting Art in Embassies exhibitions – highlighting pieces that have traveled to different Embassies. On March 14th, pie day, there will be several events taking place such as food trucks and a pie fight. On March 22nd the PPHM will have "Coffee with a Curator" with Dr. Andrew Hay on The Fall and Rise of American Icon: Bison.
- Alissa Henderson with the Amarillo Opera announced that they will be performing a One Act Opera: Gianni Schicchi with a fundraiser after party in theme of sock hop. Tickets for the fundraiser are sold separately.
- Rachel Flores with the Amarillo Art Institute announced that they are having a Fiber Arts Show and Hanging Mobile contests on the first Friday of April. Also announced that the Sunset Marketown will be hosting an artisans/artist market with applications opening March 5, 2024.
- Kay Kennedy with High Plains Public Radio announced HPPR had a great evening at Sunset's First Friday. Work will begin soon on our new studio. Upcoming Ambassador Tour for March, Singer-Songwriter Goldpine will visit Pampa, Panhandle, and Turkey. In April, Margo Cilker will be at Old Tascosa Brewing Company on 6th. For the 2024 Route 66 Festival, HPPR is presenting a High Plains Morning filled with music from movies that feature the famous Mother Road. Jenny Inzerillo will host on Friday, June 7.
- Cindy Perez with Public Arts and Beautification announced that Parks and Rec will Be hosting "Yellow City Green Thumbs, on March 9th at the Warford Activity Center. Parks and Rec will also be hosting an Egg Hunt on March 22nd at the Warford Activity Center 6-8pm.
- Jason Crespin with the Amarillo Little Theater announced that the production of The Little Mermaid will take place March 22nd through 30th. There will be an Under the Sea party on March 16th at Amarillo Area Foundation tickets on sale starting Monday March 11, 2024. Voting for future shows will be announced on social media. Also announced on Valentines Day is the Amarillo little Theater will be presenting a production of Waitress the Musical in September.
- Ashley Jones from the Civic Center announced that they will be hosting the Amarillo Symphony this weekend and on March 19th they will be hosting a production of My Fair Lady. Also announced on March 28th Herb Alpert and Lani Hall in concert.
- Kate McSwain from the Amarillo Film Society announced that Monday June 10th the Film Society will be showing a Route 66 themed film at the Golden Light Cafe. Also announced is on October 10th-12th the Inaugural juried Film Festival will take place at Arts in the Sunset.
- Emily Kelley with the AQHA Museum announced that the traveling exhibit on the Chisolm Trail will be featured until April 27th. In the evening of April 27th there will be a "Night at the Museum" event designed for kids to "Travel the Trail" which is a free event. Also announced that the AQHA is offering free field trips which includes free admission and bus reimbursement. This also includes homeschool groups.
- Kashion Smith announced that she was impressed with all counties that voting is up and running in light of the wildfires.



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

The next meeting date is April 2, 2024.

10. Adjournment

- There being no further business Stephanie Bybee adjourned the meeting.

“The greatest respect an artist can pay to music is to give it life.” – Pablo Casals

Respectfully Submitted,

Alexis Gunter

Alexis Gunter
Executive Assistant





COMMITTEE MEETING TO BE HELD ON TUESDAY, MARCH 12, 2024, 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 February 13, 2024**
- 3. Introductions and Acknowledgements**
- 4. Public Forum and General Announcements**
- 5. Update: CVB Board**
- 6. Update: Film Office**
 - **Projects, website, branding, film promotion, film festival**
- 7. Discussion on future meeting dates and possible agenda items.**
April 9, 2024 (2nd Tuesday)
- 8. Adjournment**

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MINUTES OF THE REGULAR MEETING HELD ON TUESDAY, MARCH 12, 2024, 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 February 13, 2024

- Motion to approve made by Kay Kennedy.

3. Introductions and Acknowledgements

- Everyone in the room introduced themselves.

4. Public Forum and General Announcements

- No Public Comments.
- Kay Kennedy announced HPPR is hosting a special silver screen musical festival and is wanting music suggestions.
- Cristian Medellin gave an update about the film makers group: The group started as 6 people who would get together and work on their own projects. After doing some reach out for other people who are passionate about film the group is now at 15 members. The group's goal is to train people who have a passion for film but might not have had opportunities yet. The name of the group has not been confirmed. The group meets on Mondays and is invitation only. If someone is interested in joining the group a meeting would need to be set up.
- Sheryl Anderson announced that a group from California will be coming to the area on the 29th of this month. The group will be casting about 30 actors.

5. Update: CVB Board

- Kashion Smith announced that the board is looking forward to changing operations from a 501C3 to a 501C6. This will open the CVB to create memberships with regional partnerships. Sales and Servicing report: focused on groups coming in and efforts on sports coming into the area.

6. Update: Film Office

- **Projects, website, branding, film promotion, film festival**
- Sherman Bass announced the following:
 - Sherman presented card handouts promoting property and location on one and the other for film crew and support services. Social media designs will be created soon.
 - Project: Large paramount show, coming late April or early May tentatively. Sending location team later this month. No more information on the independent feature that was in the works before the strikes. The author of 3 screen plays for Christmas type



movies has written one of those 3 to be done in Amarillo. There are 3 documentaries/tv programs that want to feature Amarillo and Route 66 but are in the 6 figures pay range. 1 of them being Travels with Daryl on PBS and is still interested.

- Sheryl Anderson and Austin Vandagriff offered to help plan some sort of social for the film community. Details to come.
- Film Festival planning is going well. 8 submissions with 1 being international. April 1st is the early bird deadline. Paid Promotions should be happening soon. August and September will be the attendee's promotion. 11 blocks total with 3 panels. October 10-12th is the date for the festival.

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

April 9, 2024 (2nd Tuesday)

8. Adjournment

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

Respectfully submitted,

A handwritten signature in black ink that reads "Alexis Gunter". The signature is written in a cursive, flowing style.

Alexis Gunter

Executive Assistant



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

REGULAR MEETING TO BE HELD ON WEDNESDAY, MARCH 13, 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 February 21, 2024**
- 3. General Announcements**
- 4. Presentation: CVB Communication Activities**
- 5. Discussion on future meeting dates and possible agenda items.**
The next meeting date is April 10, 2024
- 6. Adjournment**

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MINUTES OF THE REGULAR MEETING HELD ON WEDNESDAY, MARCH 13, 2024, AT 8:30 AM IN THE BOARD ROOM OF THE BIVINS MANSION, 1000 S. POLK AMARILLO, TEXAS.

1. Call to Order

- Matt Marrs called the meeting to order.

2. Approval of Minutes from February 21, 2024

- Motion to approve made by Beth Duke, Dora Meroney seconded.

3. General Announcements

- Everyone in the room introduced themselves. Kashion Smith introduced Brier L'Esperance as the new Director of Tourism.
- Hope Stokes announced that Jackie put together a one-page resource for wildfire relief. All information is on the home page of visitamarillo.com.
- Hope also announced that deadlines to get on the Route 66 calendar is March 28th and Braley Beck followed up with announcement that vendor, car show and food truck applications are open and close April 25th. The parade (cattle drive) application is open as well. Qualifications for events are that it must be Route 66 themed in some way.
- Beth Duke announced the Center City Mural Run will be happening soon on March 23rd and they will be raising funds through a raffle.
- Chloe Shelton from the Barfield hotel announced that they are doing a fundraiser on Pie Day 3.14 to go towards fire relief. Starting at 4pm anyone can come and pie a manager.

4. 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
- 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

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

The next meeting date is April 10, 2024



6. Adjournment

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

Respectfully Submitted,



Alexis Gunter

Executive Assistant





February Financial Report

Fiscal Year 2023.24

February 01, 2024 - February 29, 2024

Prepared by
Braley Beck

Prepared on
March 18, 2024

Summary

Revenue and Sales:

- Total Revenues for February 2024 amounted to \$125,152.71 with an additional \$9,968.23 in Interest Income
- ACVB HOT disbursements totaled \$124,737.87. These are being dispersed as our portion of the HOT collections minus the debt service.
- The ACVB portion of HOT collections was \$78,397.13 under what was projected for February.
- Our website sales totaled \$404.84 with \$10.00 for shipping reimbursements.

Expenses and Cost Management:

Expenses for this month are under budget by ~\$28,716.84. This is primarily due to personnel expenses with our most recent staffing changes.

HOT Collections:

- Total HOT collections are down ~9% from this year's projections, an amount of \$260,860.
- February was down from projections by ~30%, \$182,926.
- Our office's portion is down \$111,797.14 from projections

Note on HOT Collections vs. Expenses

Looking ahead, we expect increased expenses in the forthcoming months, yet we currently remain under our planned expenditures for the year. 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. After considering anticipated expenses, we find ourselves approximately \$126,000 below budget for the first quarter of 2023.24. We will evaluate STR reporting for Spring Break to give us a better idea of the 2024 travel season. This will help us in determining if we need to reevaluate our spending looking ahead.

Statement of Financial Position

As of February 29, 2024

Total

ASSETS

Current Assets

Bank Accounts

1010 Restricted Interest Checking Account	1,523,802.38
1030 Reserves Account	1,063,513.82
1072 Bill.com Money Out Clearing	92,057.46
May 2023 Vanilla Gift Card for Content Creators	27.13
Total Bank Accounts	2,679,400.79

Accounts Receivable

1100 Accounts Receivable (A/R)	40,052.36
Total Accounts Receivable	40,052.36

Other Current Assets

1060 Undeposited Funds	174.84
1210 Inventory	14,193.23
Total Other Current Assets	14,368.07

Total Current Assets

2,733,821.22

Fixed Assets

1300 Fixed Assets

1310 Furniture	1,628.95
1320 Computers	-305.30
1330 Accumulated depreciation	-3,846.81
Total 1300 Fixed Assets	-2,523.16

Total Fixed Assets

-2,523.16

TOTAL ASSETS

\$2,731,298.06

LIABILITIES AND EQUITY

Liabilities

Current Liabilities

Accounts Payable

2010 Accounts Payable (A/P)	-38,061.84
Total Accounts Payable	-38,061.84

Credit Cards

2300 Credit Card	
2305 BOA Credit Card - Through COA	441.90
2310 Spend & Expense Credit Card	13,327.09
Total 2300 Credit Card	13,768.99

Total Credit Cards	13,768.99	Total
Other Current Liabilities		
2100 Sales Tax Payable	85.27	
2200 Payroll Liabilities		
2215 Federal Taxes (941/943/944)	0.00	
2225 TX Unemployment Tax	203.35	
2230 Retirement Benefits to Pay	2,212.30	
2235 Retirement Loan	0.00	
2240 Employee Benefits to Pay	14.79	
2245 Vision	-34.51	
Total 2240 Employee Benefits to Pay	-19.72	
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	2,461.75	
2400 Other Current Liabilities		
2410 Employee Expense Reimbursements Payable	60.46	
Total 2400 Other Current Liabilities	60.46	
Direct Deposit Payable	-18,119.10	
Repayment		
ATT Maritime Charge	303.14	
Total Repayment	303.14	
Total Other Current Liabilities	-15,208.48	
Total Current Liabilities	-39,501.33	
Total Liabilities	-39,501.33	
Equity		
Opening balance equity	2,322,528.67	
Retained Earnings	116,420.48	
Net Revenue	331,850.24	
Total Equity	2,770,799.39	
TOTAL LIABILITIES AND EQUITY	\$2,731,298.06	

Statement of Activity by Class

February 2021

	Administration	Advertising	Communications	Film Commission	Route 88 Festival	Sales	Servicing	Tourism	TOTAL
REVENUE									
4000 Revenues									0.00
4010 HOT Funds	124,737.87								124,737.87
Total 4000 Revenues	124,737.87								124,737.87
4400 Special Events									0.00
4410 Sponsorships					40,000.00				40,000.00
Total 4400 Special Events					40,000.00				40,000.00
4500 Merchandise Sales									0.00
4510 Shipping Charges Reimbursed	10.00								10.00
4530 Product Sales	404.84								404.84
Total 4500 Merchandise Sales	414.84								414.84
Total Revenue	125,152.71	0.00	0.00	0.00	40,000.00	0.00	0.00	0.00	165,152.71
COST OF GOODS SOLD									
6230 Cost of Goods Sold Retail	247.12								247.12
Total Cost of Goods Sold	247.12	0.00	0.00	0.00	0.00	0.00	0.00	0.00	247.12
GROSS PROFIT	124,905.59	0.00	0.00	0.00	40,000.00	0.00	0.00	0.00	164,905.59
EXPENDITURES									
5000 Personnel Expenses									0.00
5100 Salaries and Wages	50,441.85								50,441.85
5110 Incentives	0.00								0.00
5220 Federal Taxes (941)	3,839.46								3,839.46
5230 State Unemployment	55.23								55.23
5300 Workers Compensation	110.49								110.49
5400 Retirement	4,381.12								4,381.12
5500 Communications Allowance	138.48								138.48
5600 Employee Health	7,723.44								7,723.44
5610 Employee Life & Disability	730.53								730.53
5630 Employee Dental/Vision	301.77								301.77
Total 5000 Personnel Expense	67,722.37								67,722.37
6000 Program Expenses									0.00
6010 FAM/ Site Visits				865.00		247.50			1,132.50
6020 Community Awareness			49.37						49.37

	Administration	Advertising	Communications	Film Commission	Route 86 Festival	Sales	Servicing	Tourism	TOTAL
6030 Professional Organizations	987.15	215.90							1,203.05
6050 Sales Tools		499.00							499.00
6060 Literature			75.00						75.00
6080 Trade Shows/Organizations						677.88		-650.00	27.88
6110 Specialty Advertising					145.50	1,177.29			1,322.79
6120 Sales Calls						157.38			157.38
6160 Tour Development								300.00	300.00
6180 Education	147.12								147.12
6220 Advertising		21,200.05		1,320.00					21,200.05
6250 Association Dues and Memberships									1,320.00
6260 Software			153.50						153.50
6280 Misc. Meetings			70.78						70.78
6290 Special Events					77.90				77.90
6310 Ad Production		2,300.00							2,300.00
6500 Activity Fund							5,004.01		5,004.01
Total 6000 Program Expenses	1,134.27	24,214.95	348.65	2,205.00	223.40	2,260.05	5,004.01	-350.00	35,040.33
7000 Administrative Overhead									0.00
7100 Contractual Services									0.00
7110 Communications Billing	396.67								396.67
7120 Postage	928.81								928.81
7150 Vehicle Lease	718.90								718.90
7170 Rented Equipment	302.79								302.79
7180 Professional Services	9,995.08								9,995.08
Total 7100 Contractual Services	12,342.25								12,342.25
7200 Other Charges									0.00
7210 Insurance and Bonds	1,049.10								1,049.10
7220 Mileage	34.91								34.91
7240 Executive Office Overhead	300.56								300.56
7250 Bank Fees/Service Charge	1,095.68								1,095.68
Total 7200 Other Charges	2,480.25								2,480.25
7300 Administrative Software	567.81								567.81
7700 Office Supplies	60.19								60.19
7800 Misc. Office Expense	41.40								41.40
Total 7000 Administrative Overhead	15,491.90								15,491.90

	Administration	Advertising	Communications	Film Commission	Route 66 Festival	Sales	Servicing	Tourism	TOTAL
Square Fees	4.81								4.81
Total Expenditures	84,353.35	24,214.95	348.65	2,205.00	223.40	2,260.05	5,004.01	-350.00	118,259.41
NET OPERATING REVENUE	40,552.24	-24,214.95	-348.65	-2,205.00	39,776.60	-2,260.05	-5,004.01	350.00	46,846.18
OTHER REVENUE									
4100 Interest Income	9,968.23								9,968.23
Total Other Revenue	9,968.23	0.00	0.00	0.00	0.00	0.00	0.00	0.00	9,968.23
OTHER EXPENDITURES									
7400 Depreciation Expense	838.57								838.57
Total Other Expenditures	838.57	0.00	0.00	0.00	0.00	0.00	0.00	0.00	838.57
NET OTHER REVENUE	9,129.66	0.00	0.00	0.00	0.00	0.00	0.00	0.00	9,129.66
NET REVENUE	\$49,661.90	\$-24,214.95	\$-348.65	\$-2,205.00	\$39,776.60	\$-2,260.05	\$-5,004.01	\$350.00	\$55,776.84

Budget Vs. Actual Total FY to February 2024

October 2023 - February 2024

	Actual	Budget	over Budget	Total % of Budget
REVENUE				
4000 Revenues				
4010 HOT Funds	869,168.90	980,971.00	-111,802.10	88.60 %
4030 Donations and Grants - Individual	500.00	450.00	50.00	111.11 %
4060 Reserves	490,097.00	791,317.00	-301,220.00	61.93 %
Total 4000 Revenues	1,359,765.90	1,772,738.00	-412,972.10	76.70 %
4400 Special Events				
4410 Sponsorships	40,000.00	0.00	40,000.00	
4440 Program Reimbursement	9,610.79	0.00	9,610.79	
Total 4400 Special Events	49,610.79	0.00	49,610.79	
4500 Merchandise Sales		0.00	0.00	
4510 Shipping Charges Reimbursed	148.00		148.00	
4530 Product Sales	1,868.46		1,868.46	
Total 4500 Merchandise Sales	2,016.46	0.00	2,016.46	
Total Revenue	1,411,393.15	1,772,738.00	-361,344.85	79.62 %
COST OF GOODS SOLD				
6230 Cost of Goods Sold Retail	947.94	0.00	947.94	
6240 Cost of Goods Sold Processing Fees	1.04		1.04	
Total Cost of Goods Sold	948.98	0.00	948.98	0.00%
GROSS PROFIT	1,410,444.17	1,772,738.00	-362,293.83	79.56 %
EXPENDITURES				
5000 Personnel Expenses				
5100 Salaries and Wages	267,901.36	307,590.00	-39,688.64	87.10 %
5110 Incentives	10,000.00	10,000.00	0.00	100.00 %
5220 Federal Taxes (941)	21,392.14	25,000.00	-3,607.86	85.57 %
5230 State Unemployment	208.82	3,200.00	-2,991.18	6.53 %
5240 Federal Unemployment	14.26	400.00	-385.74	3.57 %
5300 Workers Compensation	666.39	1,000.00	-333.61	66.64 %
5400 Retirement	29,414.94	31,935.00	-2,520.06	92.11 %
5500 Communications Allowance	1,015.52	1,750.00	-734.48	58.03 %
5600 Employee Health	34,245.16	49,166.65	-14,921.49	69.65 %
5610 Employee Life & Disability	5,005.92	5,095.00	-89.08	98.25 %
5630 Employee Dental/Vision	1,915.02	2,000.00	-84.98	95.75 %

				Total
	Actual	Budget	over Budget	% of Budget
5710 AFLAC	-178.02		-178.02	
Total 5000 Personnel Expenses	371,601.51	437,136.65	-65,535.14	85.01 %
6000 Program Expenses				
6010 FAM/Site Visits	8,773.85	15,680.00	-6,906.15	55.96 %
6020 Community Awareness	1,950.28	10,400.00	-8,449.72	18.75 %
6030 Professional Organizations	14,689.37	28,500.00	-13,810.63	51.54 %
6040 IPW	13,200.00	15,000.00	-1,800.00	88.00 %
6050 Sales Tools	118,447.00	143,945.00	-25,498.00	82.29 %
6060 Literature	16,706.36	51,600.00	-34,893.64	32.38 %
6070 Photography/Videography	10,500.00	5,500.00	5,000.00	190.91 %
6080 Trade Shows/Organizations	31,175.70	49,200.00	-18,024.30	63.37 %
6090 Presentations		400.00	-400.00	
6110 Specialty Advertising	31,124.01	77,700.00	-46,575.99	40.06 %
6120 Sales Calls	5,717.04	25,200.00	-19,482.96	22.69 %
6130 Financial Assistance	1,097.50	15,000.00	-13,902.50	7.32 %
6140 Transportation		7,000.00	-7,000.00	
6150 Consumer Shows	1,605.79	4,000.00	-2,394.21	40.14 %
6160 Tour Development	481.86	300.00	181.86	160.62 %
6180 Education	1,225.77	8,950.00	-7,724.23	13.70 %
6190 Equipment	7,809.00	8,000.00	-191.00	97.61 %
6215 Arts Grants	146,950.00	150,000.00	-3,050.00	97.97 %
6220 Advertising	234,082.72	220,604.60	13,478.12	106.11 %
6250 Association Dues and Memberships	10,456.50	17,505.00	-7,048.50	59.73 %
6260 Software	4,272.94	3,980.00	292.94	107.36 %
6270 Research		12,500.00	-12,500.00	
6280 Misc. Meetings	223.88	3,340.00	-3,116.12	6.70 %
6290 Special Events	1,863.51	0.00	1,863.51	
6310 Ad Production	3,810.00	9,000.00	-5,190.00	42.33 %
6500 Activity Fund	11,407.19		11,407.19	
Total 6000 Program Expenses	677,570.27	883,304.60	-205,734.33	76.71 %
7000 Administrative Overhead				
7100 Contractual Services				
7110 Communications Billing	3,888.26	4,100.00	-211.74	94.84 %
7120 Postage	3,467.93	4,800.00	-1,332.07	72.25 %
7130 Audit Fee	11,250.00	11,000.00	250.00	102.27 %
7140 Rental Land & Buildings	5,200.00	6,500.00	-1,300.00	80.00 %
7150 Vehicle Lease	3,634.55	4,000.00	-365.45	90.86 %
7160 IT Services	3,488.00	5,000.00	-1,512.00	69.76 %

				Total
	Actual	Budget	over Budget	% of Budget
7170 Rented Equipment	1,280.52	1,700.00	-419.48	75.32 %
7180 Professional Services	9,995.08	39,750.00	-29,754.92	25.14 %
Total 7100 Contractual Services	42,204.34	76,850.00	-34,645.66	54.92 %
7200 Other Charges				
7210 Insurance and Bonds	6,429.05	7,500.00	-1,070.95	85.72 %
7220 Mileage	1,319.09	2,500.00	-1,180.91	52.76 %
7230 Legal Fees	100.00	16,000.00	-15,900.00	0.63 %
7240 Executive Office Overhead	3,895.05	4,960.00	-1,064.95	78.53 %
7250 Bank Fees/Service Charge	7,681.12		7,681.12	
Total 7200 Other Charges	19,424.31	30,960.00	-11,535.69	62.74 %
7300 Administrative Software	4,833.02	4,000.00	833.02	120.83 %
7600 Office Equipment	1,604.09	1,000.00	604.09	160.41 %
7700 Office Supplies	2,769.63	1,500.00	1,269.63	184.64 %
7800 Misc. Office Expense	3,680.37	7,820.00	-4,139.63	47.06 %
Total 7000 Administrative Overhead	74,515.76	122,130.00	-47,614.24	61.01 %
Total Expenditures	1,123,687.54	1,442,571.25	-318,883.71	77.89 %
NET OPERATING REVENUE	286,756.63	330,166.75	-43,410.12	86.85 %
OTHER REVENUE				
4100 Interest Income	48,973.68	25,000.00	23,973.68	195.89 %
Total Other Revenue	48,973.68	25,000.00	23,973.68	195.89 %
OTHER EXPENDITURES				
7400 Depreciation Expense	4,152.11		4,152.11	
Total Other Expenditures	4,152.11	0.00	4,152.11	0.00%
NET OTHER REVENUE	44,821.57	25,000.00	19,821.57	179.29 %
NET REVENUE	\$331,578.20	\$355,166.75	\$ -23,588.55	93.36 %

Actual Hotel/Motel Tax Collections

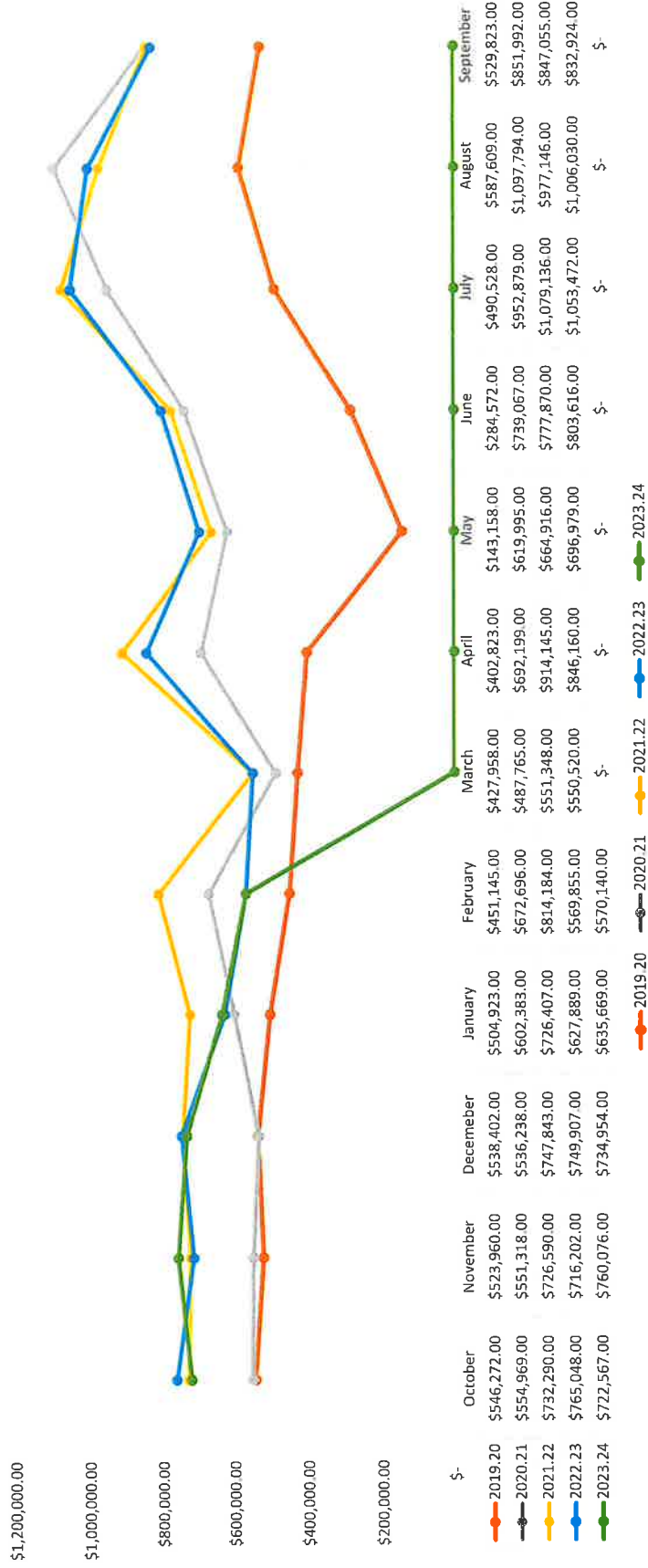
2023.24

Month	Total Collections	HIOT Rebate	Chile Center	City Total	CVB General	Bond Payment	Activity Fund	CVB Total	Grand Total	Ordinal 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										\$ 539,186.00		
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	\$ 3,423,406.00	\$ 325,897.00	\$ 1,548,754.50	\$ 2,007,089.50	\$ 1,327,503.86	\$ 458,335.00	\$ 221,750.64	\$ 1,090,419.50	\$ 3,097,509.00	\$ 8,364,000.00	\$ (260,860.00)	-9%

Total Bond Amount with CVB Total

Bond Amount Due	\$ 1,100,000.00
Bond Paid	\$ 458,335.00
Percent of Bond Paid	42%
Amt. Owed for 2022.23	Paid from 2021.22 Carryover
Budgeted HIOT Income	\$ 2,484,571.00
CVB Total After Bond	\$ 869,168.86
To 2024.25 Reserves	\$ (1,615,407.14)

Total HOT Collections



Definite Leads and Assists

Date Range: 03/01/2024-12/31/2024

Group	Account	Meeting Name	Meeting Dates	People	Total Room Nights	Econ Value
Meeting Sales	Junior League of Amarillo	Women's Leadership Conference	03/04/2024 - 03/04/2024	1	0	\$0.00
Meeting Sales	Texas Historical Commission	Texas Historical Commission Design Workshop	03/06/2024 - 03/07/2024	10	0	\$0.00
Meeting Sales	Class Reunion Account	Dimmitt Class Reunion Class of 1960	03/15/2024 - 03/17/2024	30	0	\$0.00
Meeting Sales	Jehovah Witnesses	Peak Fighting	03/15/2024 - 03/16/2024	130	125	\$240,104.70
Meeting Sales	Jehovah Witnesses	CCJW Circuit Event	03/16/2024 - 03/17/2024	70	0	\$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	\$0.00
Sports Sales	Texas Panhandle Youth Sports Foundation	Come Out Swinging Baseball 2024	03/22/2024 - 03/24/2024	80	0	\$64,803.24
Meeting Sales	FIRST® IN TEXAS	2024 FIRST® Robotic Competition- District Event	04/01/2024 - 04/04/2024	600	675	\$480,657.46
Meeting Sales	Texas Water Utilities Association	Panhandle Regional Training 2024	04/03/2024 - 04/06/2024	40	109	\$38,066.87
Meeting Sales	EASA Southwestern Chapter	EASA Southwestern Chapter 2024	04/12/2024 - 04/14/2024	75	0	\$31,642.23
Meeting Sales	Panhandle Kennel Club of the American Kennel Club	AKC FASTCATS 2024	04/12/2024 - 04/14/2024	100	60	\$47,059.05
Sports Sales	Panhandle Quarter Horse Association	2024 VRH World Dress Show Rehearsal Show	04/12/2024 - 04/14/2024	175	0	\$190,372.00
Sports Sales	Southwest Trampoline and Tumbling Association	2024 STTA Texas and New Mexico State Championship	04/12/2024 - 04/14/2024	250	0	\$145,929.63
Sports Sales	Texas Panhandle Youth Sports Foundation	Joe Taco-Oppe Taco Classic Baseball 2024	04/14/2024 - 04/17/2024	100	0	\$177,308.95
Sports Sales	National Intercollegiate Ranch & Stock Horse Association	2024 NIRSHA Show	04/15/2024 - 04/19/2024	200	0	\$57,920.08
Meeting Sales	Texas Division of Emergency Management	2024 Regional Meeting	04/18/2024 - 04/21/2024	62	62	\$35,075.79
Meeting Sales	Rotary District 5730	2024 Rotary District 5730 Conference	04/18/2024 - 04/21/2024	26	0	\$458,055.25
Meeting Sales	Yellow City Comic Convention - YC3	2024 Yellow City Comic Convention - YC3	04/20/2024 - 04/21/2024	100	0	\$14,490.00
Meeting Sales	Jehovah Witnesses	CCJW Circuit Event	04/20/2024 - 04/21/2024	70	0	\$0.00
Sports Sales	Texas Panhandle Youth Sports Foundation	Ponytail Express	04/23/2024 - 04/21/2024	80	0	\$65,524.39
Meeting Sales	West Texas County Judges and Commissioners Association	95th WTCJCA Annual Conference 2024	04/23/2024 - 04/26/2024	290	750	\$322,842.12
Meeting Sales	Greater Southwest Music Festival	2024 Greater Southwest Music Festival	04/24/2024 - 04/28/2024	10	0	\$457,989.57
Sports Sales	West Texas Ranch Rodeo	2024 West Texas Ranch Rodeo	04/26/2024 - 04/28/2024	300	200	\$271,791.17
Meeting Sales	Kappa Kappa Iota	Kappa Kappa Iota Annual Conference 2024	05/03/2024 - 05/05/2024	35	60	\$25,546.27
Sports Sales	Turnkey Tournaments	Picklemania May 2024	05/03/2024 - 05/05/2024	15	0	\$0.00
Sports Sales	Texas Panhandle Youth Sports Foundation	May Madness Open Division 2024	05/04/2024 - 05/05/2024	80	0	\$65,524.39
Meeting Sales	Construction Specification Institute - South Region	CSI Regional Spring Conference 2024	05/08/2024 - 05/10/2024	20	40	\$22,138.01
Sports Sales	CBT Barrel Racing	2024 Summer Dash Barrel Race	05/10/2024 - 05/12/2024	50	0	\$0.00
Meeting Sales	Lions Clubs International	2024 Texas Lions State Convention	05/15/2024 - 05/18/2024	225	550	\$243,115.94
Meeting Sales	Texas Panhandle Youth Sports Foundation	2024 Run for the Wall	05/16/2024 - 05/17/2024	150	0	\$62,100.00
Sports Sales	Texas Panhandle Youth Sports Foundation	Leather and Lace 2024	05/18/2024 - 05/19/2024	80	0	\$65,524.39
Sports Sales	Texas Panhandle Youth Sports Foundation	May Madness- AA Division 2024	05/18/2024 - 05/19/2024	80	0	\$65,524.39
Meeting Sales	West Texas A&M University	2024 Buff Branding Steer & Heifer Show	05/24/2024 - 05/27/2024	100	0	\$58,988.09
Sports Sales	Amarillo Obedience Training Club	American Kennel Club (AKC) Licensed Agility Trials 2024	05/25/2024 - 05/27/2024	200	0	\$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	0	\$102,450.21
Meeting Sales	Coors Cowboy Club	2024 Coors's Ranch Rodeo & Cattle Drive	06/06/2024 - 06/09/2024	250	0	\$137,000.00
Sports Sales	Jehovah Witnesses	2024 Christian Congregation of Jehovah's Witnesses- Week 1	06/06/2024 - 06/09/2024	400	0	\$248,400.00
Sports Sales	Texas Panhandle Pistoleros	TX 66 Fast Draw 2024 Championships	06/06/2024 - 06/09/2024	25	0	\$0.00
Sports Sales	Texas Panhandle Youth Sports Foundation	Bring the Heat 2024	06/08/2024 - 06/09/2024	80	0	\$65,524.39
Meeting Sales	Jehovah Witnesses	2024 Christian Congregation of Jehovah's Witnesses -Week 2	06/13/2024 - 06/16/2024	400	0	\$248,400.00
Sports Sales	American Quarter Horse Association	2024 Versatility Ranch Horse World Championship Show	06/15/2024 - 06/23/2024	300	1,970	\$924,393.30
Sports Sales	Texas Wounded Warrior Foundation	2024 Wounded Warrior Amarillo Pro-Ar	06/30/2024 - 07/02/2024	25	50	\$0.00
Meeting Sales	American Quarter Horse Association	2024 Youth Excellence Seminar (YES) Leadership Conference	07/08/2024 - 07/12/2024	200	0	\$107,926.50
Sports Sales	Koben Puckett Productions	2024 Koben Puckett PBR	07/12/2024 - 07/14/2024	50	0	\$113,273.00
Meeting Sales	Amarillo Police Department	Iron Horse Shoot Out 2024	07/18/2024 - 07/21/2024	50	0	\$0.00
Sports Sales	Texas Panhandle Youth Sports Foundation	The Scorchers 2024	07/20/2024 - 07/21/2024	80	0	\$65,524.39
Sports Sales	Panhandle Quarter Horse Association	2024 PQHA Bomb City Blowout Show	07/26/2024 - 07/28/2024	100	48	\$49,857.93
Sports Sales	Texas Panhandle Youth Sports Foundation	Summer Slam	07/27/2024 - 07/28/2024	80	0	\$65,524.39
Sports Sales	West Texas Futurity	2024 West Texas Futurity	08/07/2024 - 08/18/2024	350	325	\$583,823.35
Sports Sales	Texas Panhandle Youth Sports Foundation	Back to School 2024	08/17/2024 - 08/18/2024	80	0	\$65,524.39

Meeting Sales	American Simmental Association	2024 Fall Focus Educational Symposium	08/23/2024 - 08/27/2024	0	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	Silletos on Steel	Silletos 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	Panhandle Kennel Club of the American Kennel Club	2024 Panhandle Kennel Club of Texas	09/10/2024 - 09/15/2024	300	0	\$240,896.66
Sports Sales	American Quarter Horse Hall of Fame & Museum	American Quarter Horse Hall of Fame Banquet 2024	09/13/2024 - 09/15/2024	50	0	\$67,113.49
Sports Sales	Panhandle Quarter Horse Association	2024 PQHA Boom Circuit	09/27/2024 - 09/29/2024	100	99	\$54,808.81
Meeting 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
Meeting Sales	Texas Speech Communications Association	2024 TSCA Conference	10/09/2024 - 10/12/2024	300	372	\$211,653.75
Sports 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
Meeting Sales	Jehovah Witnesses	CCIW 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
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	CCIW Circuit Event	11/16/2024 - 11/17/2024	70	0	\$14,490.00
Sports Sales	CBT Barrel Racing	2024 Christmas Cash 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 (73)				9,131	6,708	\$12,681,000.38

Groups Serviced

Date Range: 10/01/2023-03/06/2024

Group	Account	Meeting Name	Meeting Dates	People	Total Room Nights	Econ Value
Sports Sales	Cowboy Mounted Shooting Association	2023 CMSA Wrangler World Championships	10/08/2023 - 10/14/2023	100	0	\$180,847.41
Meeting Sales	Texas Division of Emergency Management	Every Day is Recovery Day	10/16/2023 - 10/19/2023	75	215	\$66,313.37
Sports Sales	United States Team Penning Association	2023 USTPA World Finals	10/19/2023 - 10/29/2023	200	275	\$193,781.34
Meeting Sales	Jehovah Witnesses	CCIW Circuit Event	10/21/2023 - 10/22/2023	70	0	\$14,490.00
Meeting Sales	American Advertising Federation	Ad 2 National Mid-year Retreat	10/27/2023 - 10/29/2023	40	25	\$30,991.98
Meeting Sales	Fandom Events	Cottonwood Faire	10/27/2023 - 10/29/2023	25	50	\$17,161.81
Sports Sales	Texas Panhandle Youth Sports Foundation	Halloween Howl-Baseball 2023	10/27/2023 - 10/29/2023	100	0	\$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	0	\$1,208,483.25
Meeting Sales	Crop Quest	Crop Quest 2023 Conference	11/06/2023 - 11/09/2023	120	0	\$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	0	\$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	32	\$16,530.43
Meeting Sales	Jehovah Witnesses	CCIW Circuit Event	11/18/2023 - 11/19/2023	70	0	\$14,490.00
Sports Sales	CBT Barrel Racing	2023 Christmas Cash Barrel Racing	11/24/2023 - 11/26/2023	65	57	\$127,256.79
Sports Sales	Texas USA Wrestling	2023 Panhandle Nationals Wrestling Tournament	11/24/2023 - 11/25/2023	782	0	\$556,615.15
Meeting Sales	IDEAg Group, LLC	2023 Amarillo Farm and Ranch Show	11/28/2023 - 11/30/2023	368	605	\$3,784,501.84
Meeting Sales	Global Animal Products	2023 Christmas Meeting	11/29/2023 - 12/02/2023	15	0	\$17,513.65
Meeting Sales	Alberta Cattle Feeders	Alberta Cattle Feeders Amarillo Tour	12/04/2023 - 12/08/2023	15	60	\$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	690	\$205,102.09
Sports Sales	Turnkey Tournaments	Picklemania	02/02/2024 - 02/04/2024	100	115	\$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	33	\$0.00
Meeting Sales	The Kody Hodge Foundation	2024 Kody Hodge One Act Play Festival	02/15/2024 - 02/17/2024	200	60	\$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	\$0.00
Meeting Sales	Junior League of Amarillo	Women's Leadership Conference	03/04/2024 - 03/04/2024	1	0	\$0.00
Meeting Sales	Texas Historical Commission	Texas Historical Commission Design Workshop	03/06/2024 - 03/07/2024	10	0	\$0.00
Total (24)				7,018	2,217	\$10,462,378.53



Pending Meeting Sales & Sports Leads

Pending Meeting Sales & Sports Leads

03/01/2024 - 12/31/2027
Meeting Sales, Sports Sales

Apr
12 - 14
Texas Cattle Feeders Association
Briana's Wedding Shower

Group: Meeting Sales
Room Nights: 20
Peak Rooms: 10
Attendance: 10
EIC: \$0.00
Lead

May
23 - 26
Special Olympics Texas Chapter Headquarters
Multi-Region Basketball Tournament 2024

Group: Sports Sales
Room Nights: 1200
Peak Rooms: 400
Attendance: 400
EIC: \$632,823.51
Lead

Aug
2 - 4
AMA-CON
2024 AMA-CON

Group: Meeting Sales
Room Nights: 0
Peak Rooms: 0
Attendance: 350
EIC: \$0.00
Pending

Oct
18 - 20
Legends Roughstock Series
Halloween Hurlabaloo Legends Roughstock Series 2024

Group: Sports Sales
Room Nights: 125
Peak Rooms: 50
Attendance: 75
EIC: \$66,155.29
Lead

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

**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**

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

**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

**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: \$302,231.97

Lead

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 4 - 7 **Texas State Historical Association**
Texas State Historical Associations 2026 Annual Meeting

Group: Meeting Sales
Room Nights: 530
Peak Rooms: 200
Attendance: 200
EIC: \$0.00
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
19 - 25

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

Group: Meeting Sales
Room Nights: 1312
Peak Rooms: 380
Attendance: 380
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

**Mar
22 - 26**

National Collegiate Athletic Association
NCAA Women's Basketball 2027-2028

Group: Sports Sales
Room Nights: 1176
Peak Rooms: 168
Attendance: 168
EIC: \$750,320.00

Pending

**Mar
23 - 27**

National Collegiate Athletic Association
NCAA Men's Basketball 2027-2028

Group: Sports Sales
Room Nights: 894
Peak Rooms: 190
Attendance: 162
EIC: \$652,353.82

Pending

**Apr
1 - 4**

FIRST@ IN TEXAS
2027 FIRST@ Robotic Competition- District Event

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

Pending

Apr
9 - 14

Texas APCO and Texas NENA
Texas Public Safety Conference 2027

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

May
20 - 26

National Collegiate Athletic Association
NCAA Women's Softball 2027

Group: Sports Sales
Room Nights: 1098
Peak Rooms: 167
Attendance: 167
EIC: \$712,269.24
Lead

May
24 - 30

National Collegiate Athletic Association
NCAA Track and Field 2027-2028

Group: Sports Sales
Room Nights: 1519
Peak Rooms: 306
Attendance: 400
EIC: \$1,094,187.69
Pending

Oct
24 - 26

Texas Cattle Feeders Association
2027 TCFA Annual Convention

Group: Meeting Sales
Room Nights: 300
Peak Rooms: 140
Attendance: 150
EIC: \$182,276.03
Lead

Nov
7 - 15

Working Ranch Cowboy Association
WRCA 32nd World Championship Ranch Rodeo - Staff Rooms Only

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

Dec
9 - 12

National Collegiate Athletic Association
NCAA Women's Volleyball 2027

Group: Sports Sales
Room Nights: 575
Peak Rooms: 148
Attendance: 177
EIC: \$414,133.11
Lead

Sum of EIC: \$10,080,698.51




Profile Performance

October 1, 2023 - February 29, 2024

Understand growth and health of your social profiles

Included in this Report

 Visit Amarillo

 visit_amarillo

Performance Summary

View your key profile performance metrics from the reporting period.

Impressions 

5,808,847
↗ 355.5%

Engagements

291,990 ↗ 298.4%

Post Link Clicks

150,000 ↗ 531.3%

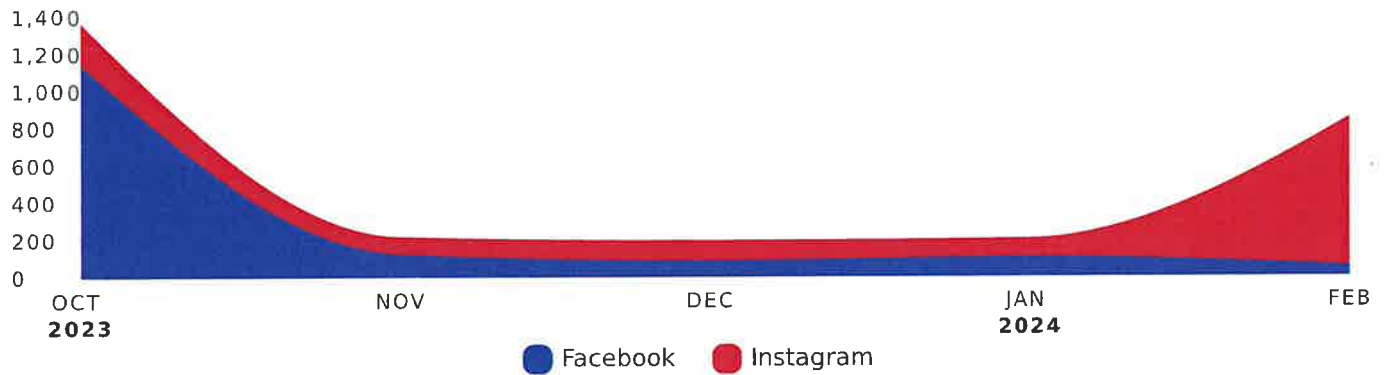
Engagement Rate (per Impression)

5% ↘ 12.5%

Audience Growth

See how your audience grew during the reporting period.

Net Audience Growth, by Month



Audience Metrics

Totals

% Change

Total Audience ⚠️

54,535

↗️ **16%**

Total Net Audience Growth ⚠️

2,836

↗️ **121%**

Facebook Net Follower Growth ⚠️

1,513

↗️ 202%

Instagram Net Follower Growth

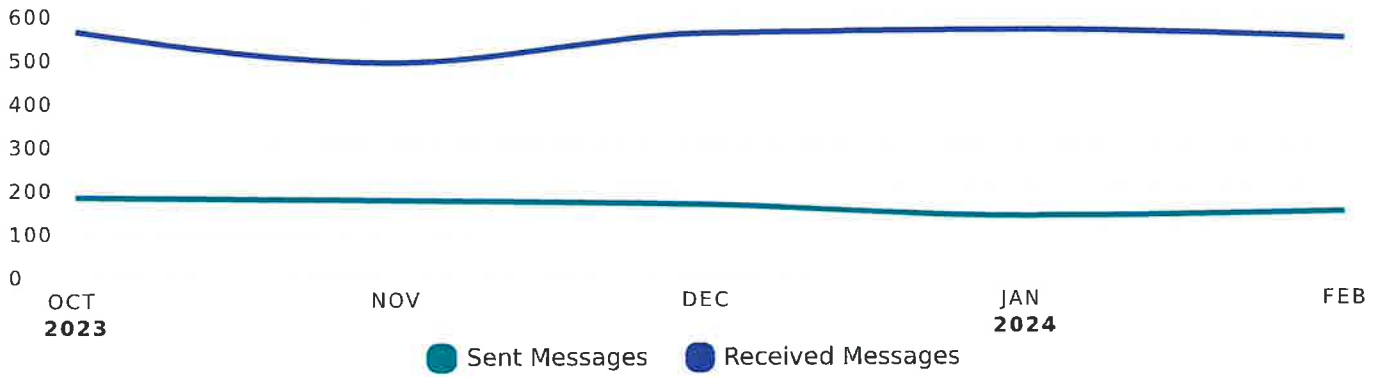
1,323

↗️ 69.2%

Message Volume

Review the volume of sent and received messages across networks during the selected time period.

Messages per Month



Sent Messages Metrics

Totals % Change

Total Sent Messages

798 ↗ 56.5%

Facebook Sent Messages

218 ↗ 24.6%

Instagram Sent Messages

580 ↗ 73.1%

Received Messages Metrics

Totals % Change

Total Received Messages

2,717 ↗ 51.7%

Facebook Received Messages

1,578 ↗ 206.4%

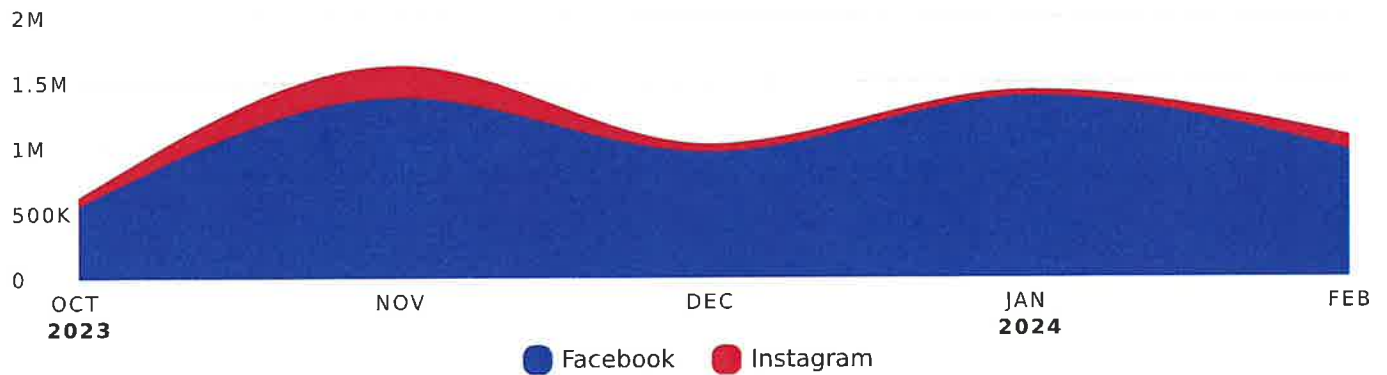
Instagram Received Messages

1,139 ↘ 10.7%

Impressions

Review how your content was seen across networks during the reporting period.

Impressions, by Month



Impression Metrics

Totals

% Change

Total Impressions ⚠️

5,808,847 ↗️ **355.5%**

Facebook Impressions

5,276,759 ↗️ 537.7%

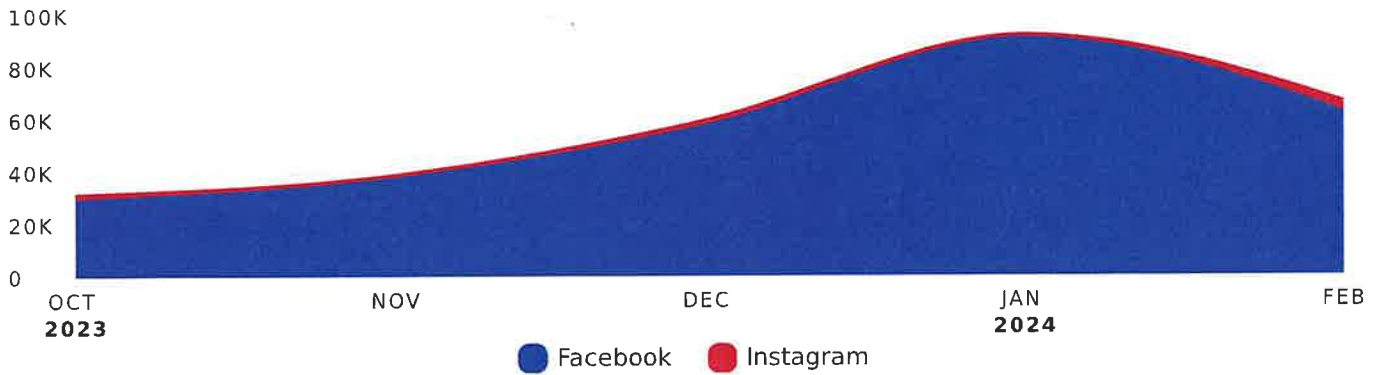
Instagram Impressions ⚠️

532,088 ↗️ 18.9%

Engagement

See how people are engaging with your posts during the reporting period.

Engagements, by Month



Engagement Metrics

Totals

% Change

Total Engagements

291,990 ↗ 298.4%

Facebook Engagements

280,983 ↗ 343.6%

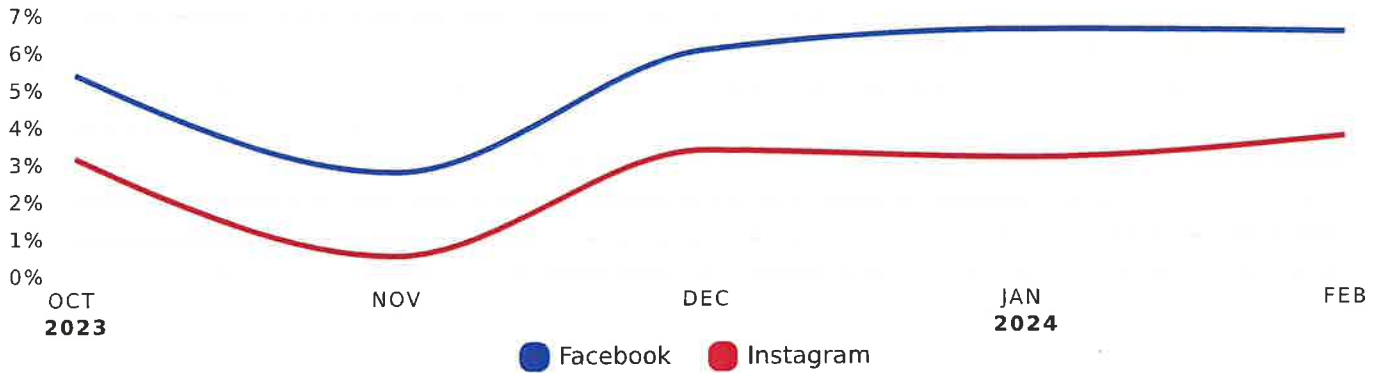
Instagram Engagements

11,007 ↗ 10.6%

Engagement Rate

See how engaged people are with your posts during the reporting period.

Engagement Rate (per Impression), by Month



Engagement Rate Metrics

Rate

% Change

Engagement Rate (per Impression)

5.0%

↘ **12.5%**

Facebook Engagement Rate

5.3%

↘ 30.4%

Instagram Engagement Rate

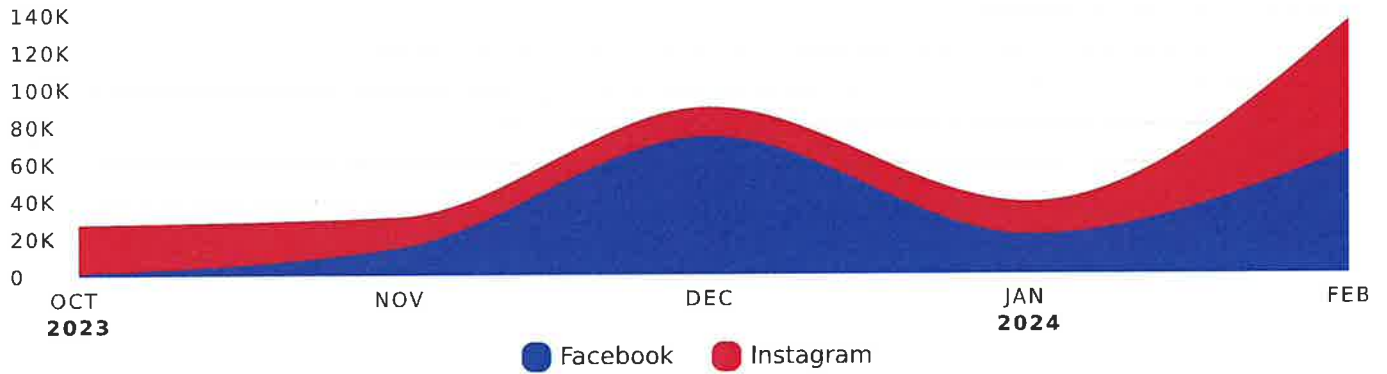
2.1%

↘ 7%

Video Views

Review how your videos were viewed across networks during the reporting period.

Video Views, by Month



Video Views Metrics

Totals

% Change

Video Views

323,359

↗ 124%

Facebook Video Views

177,880

↗ 303.5%







Instagram Post Video Views

145,479

↗ 45.1%

Profiles

Review your aggregate profile and page metrics from the reporting period.

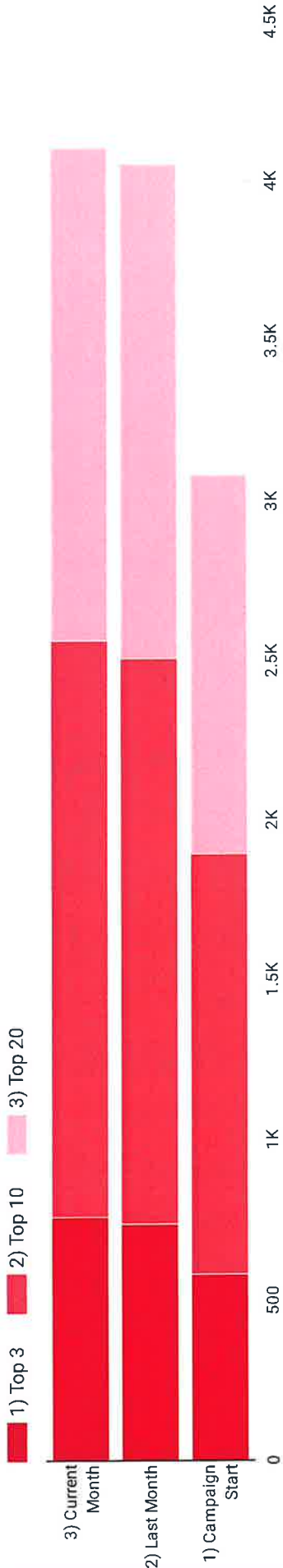
Profile	Audience 	Net Audience Growth 	Published Posts	Impressions 	Engagements 	Engagement Rate (per Impression)	Video Views
Reporting Period Oct 1, 2023 - Feb 29, 2024	54,535 ↗ 16%	2,836 ↗ 121%	470 ↗ 73.4%	5,808,847 ↗ 355.5%	291,990 ↗ 298.4%	5% ↘ 12.5%	323,359 ↗ 124%
Compare to Oct 1, 2022 - Feb 28, 2023	47,026	1,283	271	1,275,154	73,293	5.7%	144,329
 Visit Amarillo	45,222	1,513	119	5,276,759	280,983	5.3%	177,880
 visit_amarillo	9,313	1,323	351	532,088	11,007	2.1%	145,479

Oct 1, 2023 - Feb 29, 2024

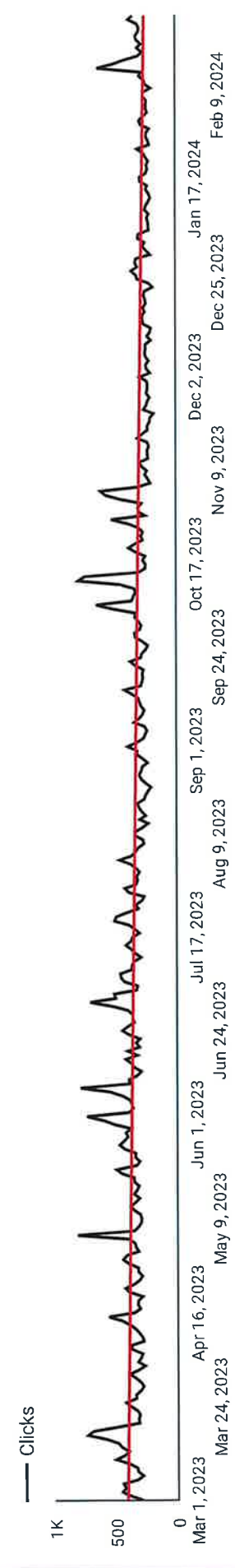
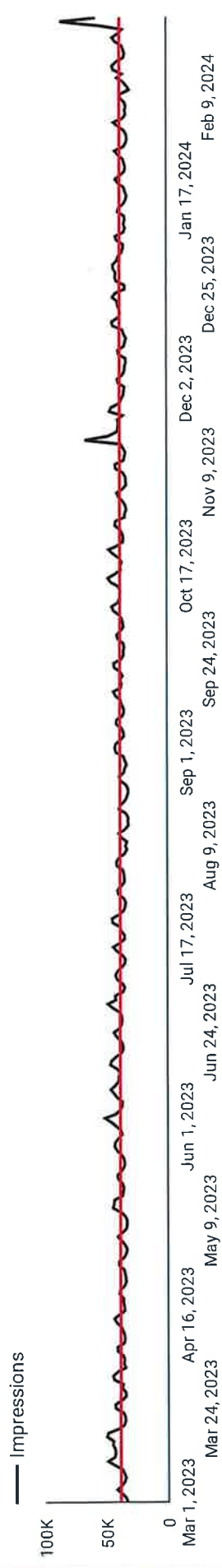


Keyword Visibility

KEYWORD VISIBILITY (Data from Monthly Keyword Tracking Sheet)



IMPRESSIONS & AVG POSITION IN GOOGLE (Data from Google Search Console)



Oct 1, 2023 - Feb 29, 2024



TARGET KEYWORD RANKINGS

Keyword	3) Current Month		2) Last Month		1) Campaign Start	
	Position	Search Volume	Position	Search Volume	Position	Search Volume
route 66	66	142K	70	121K	99	149K
places to stay near palo duro canyon	87	20	76	20	-	-
*66	75	350	80	350	-	-
bbq amarillo	67	800	37	700	41	1K
concerts in amarillo tx	56	50	54	50	19	40
bars in amarillo tx	47	50	56	50	14	150
palo duro canyon trails	50	400	39	300	10	300
day trips from amarillo	52	40	30	40	3	60
fall things to do in texas	37	20	41	20	-	-
things to do in the texas panhandle	20	10	19	10	26	10
amarillo hotels	15	2.8K	21	2.7K	25	3.3K
places to stay in amarillo tx	10	100	7	100	35	100

NON-BRANDED QUERIES - CLICKS FROM GOOGLE

