

**REGULAR MEETING TO BE HELD ON WEDNESDAY, OCTOBER 23, 2024, AT 8:30 AM IN THE BOARD ROOM OF THE BIVINS MANSION, 1000 S. POLK AMARILLO, TEXAS.**

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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 September 25, 2024**
3. **Consider: Financial Report**
4. **Consider: Changes to Financial Policy**
5. **Review and Discuss: Nominations Policy**
6. **Consider: Motion by Grant Jury for 2024.25 Arts Marketing Grant Awards**
7. **Update: Film Commission**
8. **Announcement: TripAdvisor and Tourism Friendly Designation Reception**
9. **Public Forum**
10. **General Announcements from Board Members**
11. **Discussion on future meeting dates and possible agenda items.**  
The next meeting date is November 20, 2024  
(One week early due to Thanksgiving)
12. **Adjournment**

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MINUTES OF THE REGULAR MEETING HELD ON WEDNESDAY, SEPTEMBER 25, 2024, AT 8:30 AM IN  
THE BOARD ROOM OF THE BIVINS MANSION, 1000 S. POLK AMARILLO, TEXAS.

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

1. **Call to Order**
  - Angela Knapp Eggers called the meeting to order.
2. **Approval of Minutes from August 28, 2024**
  - Motion to approve made by Coco Duckworth, Tom seconded. After a Board vote the motion passed.
3. **Discuss and Consider: Funding Request for Wrangler's Sponsorship**
  - Kashion Smith announced that the CVB is wanting to do a wrap on the Amarillo Wranglers bus. It will come with benefits such as our logo, partners and website. What the CVB is proposing is for it to come out of this year's budget or reserves. Motion to approve under the conditions of the 2023.24 budget or reserves whichever is deemed appropriate by Bobby Lee, Phyllis Golden seconded. After a Board vote the motion passed.
4. **Executive Session -Sec. 551.071 - Consult with attorney on a matter in which the attorney's duty to the governmental body under the Texas Disciplinary Rules of Professional Conduct conflicts with this chapter.**
5. **Executive Session-Sec. 551.074 – Discuss the appointment, employment, evaluation, reassignment, duties, discipline, dismissal of to hear a complaint against the public officer or employee.**
  - II Discussion: Staff salary increases
  - II Discussion: Executive Director Evaluation
  - The CVB Staff was not present for the Executive Board's discussion of Items 6 and 7. Notes from those discussions were taken by Leslie Schmidt, Sr. Assistant City Attorney which are sealed and filed in the CVB office.
6. **Consider and Necessary Action: Staff Salaries**
  - Motion to approve made by Jason Fenton salaries as presented, Coco Duckworth seconded. After a Board vote the motion passed.
7. **Public Forum**
  - There were no comments



**8. General Announcements from Board Members**

- Beth Duke announced that Jazztober starts Tuesday night. They have also reprinted the downtown dining guide. The Pantex transition team 300-415 workers into the happy state bank. 50 employees from goldstar trust are also coming to happy state bank.

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

The next meeting date is October 23, 2024

**10. Adjournment**

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





(806)374-1497

info@visitamarillo.com

1000 S. Polk St. Amarillo, TX 79101

## AMARILLO CONVENTION & VISITORS BUREAU NOTICE OF MEETING & AGENDA SPORTS COMMISSION

**REGULAR MEETING TO BE HELD ON TUESDAY, OCTOBER 1, 2024, AT 8:30 AM IN THE BOARDROOM OF THE BIVINS HOUSE, 1000 S. POLK AMARILLO, TEXAS.**

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

1. Call to Order
2. Approval of Minutes from July 9, 2024
3. General Announcements
4. NCAA Hosts/Sites announced tomorrow October 2<sup>nd</sup>
5. NJCAA- Championship at WT on Wednesday, December 18<sup>th</sup>- tickets
6. New VP of Athletics at WTAMU- Doug Lipinski
7. S.P.O.R.T.S. the Relationship Conference October 14-17, 2024
8. Playeasy update
9. Discussion on future meeting dates and agenda items. The next meeting date is January 7, 2025.
10. Adjournment

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1000 S. Polk St. Amarillo, TX 79101

**MINUTES OF THE REGULAR SPORTS MEETING HELD ON TUESDAY, OCTOBER 1, 2024, AT 8:30 AM IN THE BOARDROOM OF THE BIVINS HOUSE, 1000 S. POLK AMARILLO, TEXAS.**

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1. Call to Order
  - Amy Tarr called the meeting to order
2. Approval of Minutes from July 9, 2024
  - Motion to approve made by Bo Fowlkes, Jerry Branch seconded.
3. General Announcements
  - Jerry Branch announced that they are approved and ready to move forward. Payment plan has been submitted as well. Just waiting on infrastructure to actually break ground.
  - Bo Fowlkes announced that ice is going down in the coliseum. Waiting on glass to show up on Friday to be put in on Monday. PNC fighting is happening in October as well. Parks and Rec planning to utilize the pavilion for Volleyball. Football will be coming back switching from Amarillo Venom to Amarillo Dusters. Soccer will also be coming back.
4. NCAA Hosts/Sites announced tomorrow October 2<sup>nd</sup>
  - Amy announced that these sites will be announced on Oct 2<sup>nd</sup>.
5. NJCAA- Championship at WT on Wednesday, December 18<sup>th</sup>- tickets
  - Amy announced that if you want tickets let us know.
6. New VP of Athletics at WTAMU- Doug Lipinski
  - Amy announced that Doug is very open and interested in anything especially youth sports. He is interested in demographics toward the younger audience.
7. S.P.O.R.T.S. the Relationship Conference October 14-17, 2024
  - Amy announced that Stephanie and her will be going to the conference. They have requested their appointments for the conference. A good variety such as chess competitions to power lifting.

8. Playeasy update
  - Amy shared what the platform actually looks like. The purpose is to try to build up your facility profile. Also can be used to promote what upcoming events are happening.
9. Discussion on future meeting dates and agenda items. The next meeting date is January 7, 2025.
10. Adjournment
  - There being no further business Amy Tarr adjourned the meeting.

Respectfully submitted,

*Alexis Gunter*

Alexis Gunter





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

**REGULAR MEETING TO BE HELD ON TUESDAY, OCTOBER 1, 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 September 3, 2024**
- 3. Update: CVB Board**
- 4. Update: Public Arts and Beautification Board**
- 5. Update: 24-25 Arts Grants**
- 6. Discussion: Combined Film, Arts and Music Social Hour**
- 7. Public Forum**
- 8. General Announcements from Committee Members**
- 9. Future meeting dates**  
The next meeting date is **November 5, 2024**.
- 10. Adjournment**

**“Learn the rules like a pro, so you can break them like an artist.” - Pablo Picasso**

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**MINUTES OF THE REGULAR ARTS MEETING HELD ON TUESDAY, OCTOBER 1, 2024, AT 11:00 AM IN THE BOARDROOM OF THE BIVINS HOUSE, 1000 S. POLK AMARILLO, TEXAS.**

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**1. Call to Order**

- Rachel Flores called the meeting to order.

**2. Approval of Minutes from September 3, 2024**

- Motion to approve made by Kay Kennedy, Beth Duke seconded.

**3. Update: CVB Board**

- Kashion Smith announced that the board wrapped up budget, staff reviews and Director reviews. Other than that, there was a request to use reserves to wrap the Amarillo Wranglers Bus in Visit Amarillo advertising.

**4. Update: Public Arts and Beautification Board**

- Cindy Perez announced that the applications for the mural grants open today October 1<sup>st</sup> and close on December 1<sup>st</sup>. Applications for all boards are currently open.

**5. Update: 24-25 Arts Grants**

- Sherman Bass announced that the application period is closed, and the review committee is meeting this week. It will go to the board in the October meeting and will announce final approvals at the next Arts meeting.

**6. Discussion: Combined Film, Arts and Music Social Hour**

- Sherman Bass announced that the Film Commission has had 2 film maker social hour and we would like to do a combine social hour. We are considering doing that in conjunction with first Friday in December from 5-6pm.
- Suggestions were made from the committee to do it the first Friday in January or February 2025.

**7. Public Forum**

- No Public Comments.

**8. General Announcements from Committee Members**

- Deana PPHM Friday will be opening for the regional art faculty show from 9 different institutions. Saturday October 5<sup>th</sup> is Dino Day from 2-5pm. On October 10<sup>th</sup> Timothy Egan will host a talk.
- Cindy Perez with Parks and Rec they are having a paint in the park on October 15<sup>th</sup> at Memorial Park which is a free event 6 – 7:30pm. Boo at the Zoo Oct 18-19 from 6-9pm. Monster Park Halloween Festival on October 26<sup>th</sup> at Memorial Park starting at 6pm.





- Alissa Henderson with Amarillo Opera announced they are getting ready for Carmen which will take place this weekend October 5<sup>th</sup>.
- Sammie with the Amarillo Symphony announced on October 11-12 they are having a 100<sup>th</sup> anniversary concert with a newly commissioned piece about Cadillac Ranch and a Trio named Time for 3. Chamber music Amarillo concert is the following weekend Oct 19. Education concert – Kinder concert is happening this month on October 23-24. On October 25<sup>th</sup> they will have Symphony Spooktacular. Also announced the symphony released Centennial Coffee table book about their first 100 years.
- Kay Kennedy with High Plains Radio announced they are still unpacking to their new office space.
- Jason with ALT announced they just wrapped up Waitress. Arsenic and Old Lace running October 24<sup>th</sup> through November 3<sup>rd</sup>. If you know of anyone who is needing tickets go to your local library and you can check out tickets and see a show for free. Academy just cast Charlottes Web for November. Auditions for a Christmas Story happening this week. ALT is hosting a candlelight concert on October 30<sup>th</sup>.
- Beth Duke with Center City announced Jazztober is kicking off tonight and will happen every Tuesday of October. This will be a free event. She also announced that the Center City arches have been removed in order to have a new paint job and LED lights will be installed. Also announced that they have new Downtown Dining guides.
- Amanda Jarnagin with AMoA announced that this week they have the Lad lecture. At the end of the month, they will have Christmas Roundup with 135 different businesses. It will be in the North and South exhibit hall at the Civic Center November 1-3.
- Ashley Almanza with AQHA announced they are having a youth art show field trip happening tomorrow and Thursday. Youth Art show open to all youth, happening in December with a 1<sup>st</sup>, 2<sup>nd</sup>, 3<sup>rd</sup> and honorable mention with cash prizes. Behind the Action exhibit happening which is about making the magic with horses in Hollywood which will run November 12<sup>th</sup>.
- Kate McSwain with the Amarillo Film Society announced that the Amarillo International Film Festival is happening October 10-12 at Arts in the Sunset.
- Kashion Smith announced that the CVB has received their Tourism Friendly Certification. We will be inviting the State Tourism Office on December 10<sup>th</sup> to present our designation.
- Rachel Flores announced that at Arts in the Sunset the National Geographic exhibit is open and is free to the public. This Friday for art walk there will be a costume contest and pumpkin contest with trick or treating. Blind Bird Designs will have a night glow on October 18<sup>th</sup> with a hot works program.

#### 9. Future meeting dates

The next meeting date is **November 5, 2024**.

#### 10. Adjournment

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

Respectfully submitted,



Alexis Gunter





**COMMITTEE MEETING TO BE HELD ON TUESDAY, OCTOBER 8, 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 September 10, 2024**
- 3. Introductions and Acknowledgements**
- 4. General Announcements**
- 5. Update: CVB Board**
- 6. Update: Film Office**
  - Projects, locations directory, production directory, film festival**
- 7. Future meeting dates**
  - November 12, 2024 annual report with film friendly communities invited**
  - December 10, 2024 possible special Tourism Friendly event**
  - January 14, 2025**
  - February 7, 2025 possible First Friday - Film/ Music/ Arts combined Social Hour**
- 8. Adjournment**

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**MINUTES OF THE REGULAR FILM COMMITTEE MEETING HELD ON TUESDAY, OCTOBER 8, 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 September 10, 2024**

- Motion to approve made by Thanne Doherty, Kate McSwain seconded.

**3. Introductions and Acknowledgements**

- Everyone in the room introduced themselves

**4. General Announcements**

- Kate McSwain announced that the film festival is going great. VIP event is sold out. Overall, the experience should be a good turnout.
- Thanne Doherty announced they went to Y Texas representing SIS and gave out information on what is going on in Amarillo.

**5. Update: CVB Board**

- Sherman Bass announced that the budget was finalized and council approved budget. Kashion will go to council today to have a budget amendment. The CVB is doing a bus wrap for the Amarillo Wranglers.

**6. Update: Film Office**

- Sherman Announced the following:

**Projects:** 1923 and Yellowstone are out of town and dates for the shows to be announced. Several independent films thinking about filming in the area. Samantha Brown did a Route 66 production.

**Locations Directory:** Promotion both in person and on social media has not done well. Hopeful in the future to really put in effort to build this up.

**Production directory:** This has gone better but the directory is crew initiated.

**Film Festival:** The awards were made by Blind Bird Designs. Local media has been a great support.



**7. Future meeting dates**

**November 12, 2024 annual report with film friendly communities invited**

**December 10, 2024 possible special Tourism Friendly event**

**January 14, 2025**

**February 7, 2025 possible First Friday - Film/ Music/ Arts combined Social Hour**

**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, OCTOBER 9, 2024, AT 8:30 AM IN THE BOARD ROOM OF THE BIVINS MANSION, 1000 S. POLK AMARILLO, TEXAS.**

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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 September 11, 2024**
3. **General Announcements**
4. **Update: Texas Friendly Designation and Presentation Event**
5. **Update: NCAA Bid Decisions**
6. **Reminder: Weekly Edit and Front Desk Friday**
7. **Presentation: Route 66 Rewards – Matt Marrs and Chase Hess**
8. **Discussion on future meeting dates and possible agenda items.**

The next meeting date is November 13, 2024

9. **Adjournment**

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**MINUTES OF THE REGULAR C&T MEETING HELD ON WEDNESDAY, OCTOBER 9, 2024, AT 8:30 AM IN THE BOARD ROOM OF THE BIVINS MANSION, 1000 S. POLK AMARILLO, TEXAS.**

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**1. Call to Order**

- Matt Marrs called the meeting to order.

**2. Approval of Minutes from September 11, 2024**

- Motion to approve made by Paul Dees, Al Patel seconded.

**3. General Announcements**

- Beth Duke announced that Jazztober had about 300 people for their second night. There are 2 more weeks to go, every Tuesday in October. Also, Center City has printed new downtown dining guides.
- Sherman Bass announced that AiFF is this Thursday through Saturday.
- Kamden Slough announced that the Don Harrington Discovery Center has the Dueling Piano coming up and Monster Bash.

**4. Update: Texas Friendly Designation and Presentation Event**

- Kashion Smith announced that the CVB is officially designated as Tourism Friendly. The governor's office will be coming in December to give us our certificate. On December 11<sup>th</sup> in place of C&T there will be a training session from Trip Advisor.

**5. Update: NCAA Bid Decisions**

- Amy Tarr announced that we did not win any of the bids. There was a lot that went into the process and the CVB learned a lot. We won't get another chance to bid for 2 years.



**6. Reminder: Weekly Edit and Front Desk Friday**

- Kashion Smith reminded everyone to ask their front desk if they are still receiving the Weekly Edit and Front Desk Friday. Tuesday is when the Weekly Edit comes out with a full week of events and Front Desk Friday is a good snapshot of the weekend. These are important for your visitors to see an overview of things happening around town.

**7. Presentation: Route 66 Rewards – Matt Marris and Chase Hess**

- Matt Marris gave a presentation on the Route 66 Rewards which is an independent rewards program for independent hotels. For the first 20 partner hotels it is free to sign up. Never a cost to be a rewards member. On the website every hotel that is a member will be on their map for travelers to see. There will be a link directly to their hotel to book. The idea is to have a chain of direct referrals. The only thing they ask from the hotel is to offer a 10% discount for the members. You can see all partner hotels on the website.

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

The next meeting date is November 13, 2024

**9. Adjournment**

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

Respectfully submitted,

*Alexis Gunter*

Alexis Gunter

Executive Assistant



# End of Year Financial Report

Fiscal Year 2023.24  
October 2023 - September 2024

Prepared by  
**Braley Beck**

Prepared on  
**October 17, 2024**

# Summary

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## Quick Look:

The Amarillo Convention and Visitors Bureau demonstrated strong financial management in 2023-24, maintaining fiscal responsibility with minimal budget variances. Key points of interest:

- **Total Expenditures:** \$2.35 million, below the budgeted \$2.66 million, reflecting efficient resource allocation.
- **Net Revenue:** \$743,531.73, with \$132,489.41 available to be added to reserves, on top of the \$490,097 already set aside from prior year adjustments.
- **HOT Funds:** Achieved 97% of the target, with a \$73,064 shortfall offset by careful cost control.
- **Special Events:** Though sponsorship revenue fell short for the TX Route 66 Festival, expenses were kept in check, mitigating the impact.

## Overview

This report provides a summary of the Amarillo Convention and Visitors Bureau's financial performance for the fiscal year 2023-24, focusing on a comparison between actual and budgeted amounts across key spending categories. This analysis highlights the areas of alignment with the budget, as well as discrepancies that occurred throughout the year.

## Revenue Performance

The total revenue for the year included a combination of HOT (Hotel Occupancy Tax) Funds, donations, sponsorships, and merchandise sales. A key highlight:

- **HOT Funds:** Actual revenue from HOT Funds amounted to **\$2,411,506.86**, slightly below the budgeted **\$2,484,571**, representing a **\$73,064.14** shortfall, or **97%** of the anticipated amount.
- **Donations and Grants:** This revenue source exceeded the budgeted amount, reaching **\$500**, compared to the budgeted **\$450**, achieving **111%** of the target.
- **Reserves:** Actual revenue of **\$490,097** produced from 2021.22 HOT disbursement True-up minus 2022.23 HOT disbursement True-up.
- **Special Events;** Actual Revenue from Sponsorships, Vendor Fees, Ticket Sales, and Program Reimbursement totaled **\$69,423.23**, This is below the budgeted amount of **\$116,000**, due to a shortfall in TX RT 66 Festival sponsorship dollars. This was corrected by controlling TX RT 66 Festival expenses.
- **Merchandise Sales & Other Revenue:** Actual revenue of **\$10,844.04**
- **Interest Income:** Actual income of **\$120,945.52**.

Total Revenue from the 2023.24 FY Year amounted to **\$3,103,316.65**.

## Key Expense Categories

The following sections provide a breakdown of actual vs. budgeted spending across key categories:

1. **Administration**
  - o **Actual:** \$1,163,954.81
  - o **Budget:** \$1,316,438.00

- o **Variance:** Due primarily to staffing changes and reduced professional services costs, Administration expenses were under budget by \$152,483.19
2. **Advertising**
    - o **Actual:** \$515,789.73
    - o **Budget:** \$515,975
    - o **Variance:** Advertising expenses were within budget, with actual spending aligning closely to planned amounts.
  3. **Arts**
    - o **Actual:** \$148,746.93
    - o **Budget:** \$152,900
    - o **Variance:** Advertising expenses were within budget, with actual spending aligning closely to planned amounts
  4. **Communications**
    - o **Actual:** \$66,0194.73
    - o **Budget:** \$72,250.00
    - o **Variance:** Spending in communications was aligned with the budget. Categories under budget include: Community Awareness, Professional Organizations, Literature, and Special Events
  5. **Film Commission**
    - o **Actual:** \$66,217.91
    - o **Budget:** \$89,565
    - o **Variance:** The film commission category saw some variances, primarily due to diligently cutting expenses where appropriate and finding footing in this new department. There were also sponsorship and program reimbursements gained that were unanticipated. Film Commission expenses were under budget by \$23,347.09
  6. **Route 66 Festival**
    - o **Actual:** \$118,966.32
    - o **Budget:** \$165,550
    - o **Variance:** Route 66 Festival Expenses came in at \$46,583.68 under budget. However, revenue was under by \$48,072.82. Staff worked diligently to control costs in light of revenue not meeting expectations.
  7. **Sales**
    - o **Actual:** \$105,586.12
    - o **Budget:** \$159,460
    - o **Variance:** Sales expenditures were \$53,873.88 under budget. The sales team was unable to participate in all anticipated opportunities due to scheduling between various conferences and ensuring that the highest ROI was obtained from the shows that were attended.
  8. **Servicing**
    - o **Actual:** \$69,881.21
    - o **Budget:** \$87,200
    - o **Variance:** Minor variances were observed in servicing, primarily due to close control of expenses and ensuring that dollars were spent with a purpose.
  9. **Special Projects**
    - o **Actual:** \$6,675.92
    - o **Budget:** \$14,050



- o **Variance:** Special projects remained well within the budgeted parameters, ending the year at \$7,374.08 under budget. We had planned to create a float for the Cattle Drive and that did not come to fruition.

#### 10. Tourism

- o **Actual:** \$81,907.24
- o **Budget:** \$80,292
- o **Variance:** Tourism spending slightly exceeded the budget. This is primarily due to IPW expenses being over-attended. This has been corrected in FY's 2024.25 budget.

#### Total Performance

In total, the Bureau maintained fiscal responsibility, with slight overspending in some categories, offset by underspending in others. The total actual expenditure was **\$2,346,902.94**, compared to the budgeted **\$2,657,680**, representing a balanced approach to resource allocation throughout the year.

Net revenue was **\$743,531.73**. At the start of the year, \$490,097 from prior year adjustments was allocated to reserves. Excluding income from interest, an additional **\$132,489.41** is now available to be added to reserves.

#### Conclusion

The Amarillo Convention and Visitors Bureau successfully managed its budget for the fiscal year 2023-24. Variances in actual vs. budgeted amounts were minor and largely due to strategic adjustments made during the year to accommodate evolving needs and opportunities. The overall financial health remains strong, positioning the Bureau well for future endeavors.

# Statement of Financial Position

As of September 30, 2024

Total

## ASSETS

### Current Assets

#### Bank Accounts

1000 Petty Cash	0.00
1010 Restricted Interest Checking Account	1,026,472.70
1020 Non-Restricted Checking	18,059.61
1030 Reserves Account	2,028,091.82
1071 Bill.com Money In Clearing	150.00
1072 Bill.com Money Out Clearing	100,282.13
In-Kind Clearing	0.00
May 2023 Vanilla Gift Card for Content Creators	27.13
<b>Total Bank Accounts</b>	<b>3,173,083.39</b>

#### Accounts Receivable

1100 Accounts Receivable (A/R)	6,876.99
<b>Total Accounts Receivable</b>	<b>6,876.99</b>

#### Other Current Assets

1060 Undeposited Funds	25.00
1210 Inventory	20,013.88
Inventory Asset	227.50
<b>Total Other Current Assets</b>	<b>20,266.38</b>

#### Total Current Assets

**3,200,226.76**

### Fixed Assets

#### 1300 Fixed Assets

1310 Furniture	4,328.95
1320 Computers	-732.72
1330 Accumulated depreciation	-9,315.07
<b>Total 1300 Fixed Assets</b>	<b>-5,718.84</b>

#### Total Fixed Assets

**-5,718.84**

### TOTAL ASSETS

**\$3,194,507.92**

## LIABILITIES AND EQUITY

### Liabilities

#### Current Liabilities

##### Accounts Payable

2010 Accounts Payable (A/P)	-21,529.32
<b>Total Accounts Payable</b>	<b>-21,529.32</b>

##### Credit Cards

	<b>Total</b>
2300 Credit Card	
2305 BOA Credit Card - Through COA	0.00
2310 Spend & Expense Credit Card	24,604.92
<b>Total 2300 Credit Card</b>	<b>24,604.92</b>
<b>Total Credit Cards</b>	<b>24,604.92</b>
<b>Other Current Liabilities</b>	
2100 Sales Tax Payable	113.93
2200 Payroll Liabilities	
2215 Federal Taxes (941/943/944)	6,445.02
2225 TX Unemployment Tax	0.00
2230 Retirement - Employee Contribution	1,115.43
2235 Retirement Loan	0.00
2240 Employee Benefits to Pay	
2245 Vision	24.65
<b>Total 2240 Employee Benefits to Pay</b>	<b>24.65</b>
2250 Other Payroll Liabilities	
2255 AFLAC Accident	152.28
2260 AFLAC Cancer	216.06
2265 AFLAC Critical	23.28
2270 AFLAC Hospital	35.76
2275 AFLAC Short-Term Disability	110.40
<b>Total 2250 Other Payroll Liabilities</b>	<b>537.78</b>
After-tax Roth	0.00
Unauthorized Expense Deduction	47.29
<b>Total 2200 Payroll Liabilities</b>	<b>8,170.17</b>
2400 Other Current Liabilities	
2410 Employee Expense Reimbursements Payable	60.46
<b>Total 2400 Other Current Liabilities</b>	<b>60.46</b>
Direct Deposit Payable	0.00
Repayment	
ATT Maritime Charge	0.00
<b>Total Repayment</b>	<b>0.00</b>
<b>Total Other Current Liabilities</b>	<b>8,344.56</b>
<b>Total Current Liabilities</b>	<b>11,420.16</b>
<b>Total Liabilities</b>	<b>11,420.16</b>
<b>Equity</b>	
Opening balance equity	2,325,681.38
Retained Earnings	113,874.65
Net Revenue	743,531.73
<b>Total Equity</b>	<b>3,183,087.76</b>

**TOTAL LIABILITIES AND EQUITY**

**Total  
\$3,194,507.92**

Statement of Activity by Class

	Administration	Advertising	Arts	Communications	Film Commission	Route 66 Festival	Sales	Services	Special Projects	Tourism	Not Specified	TOTAL
<b>REVENUE</b>												
4000 Revenue												0.00
4010 HOT Funds	2,411,506.86											2,411,506.86
4030 Donations and Grants - Individual	500.00											500.00
4060 Reserves	490,097.00											490,097.00
<b>Total 4000 Revenue</b>	<b>2,902,103.86</b>											<b>2,902,103.86</b>
4400 Special Events												0.00
4410 Sponsorships					400.00	40,000.00			500.00			40,900.00
4420 Vendor Fees						12,605.00						12,605.00
4430 Ticket Sales						3,184.05						3,184.05
4440 Program Reimbursement	334.18			500.00	7,900.00			4,600.00				12,734.18
<b>Total 4400 Special Events</b>	<b>334.18</b>			<b>500.00</b>	<b>8,300.00</b>	<b>55,789.05</b>		<b>4,000.00</b>	<b>500.00</b>			<b>68,423.23</b>
4500 Merchandise Sales	62.49					67.06						150.45
4510 Shipping Charges Reimbursed	291.00											291.00
4530 Product Sales	3,830.01					711.85						3,801.86
<b>Total 4500 Merchandise Sales</b>	<b>3,943.50</b>					<b>782.91</b>						<b>4,543.31</b>
4600 In Kind Contributions						3,000.00						3,000.00
4900 Uncategorized Income	521.13											521.13
Sales of Product Income	69.55					2,111.34						2,181.49
Sales of Product Revenue	247.82					379.44						621.26
Services	229.88											229.88
Shipping Income	7.00											7.00
<b>Total Revenue</b>	<b>2,927,486.88</b>	<b>0.00</b>	<b>0.00</b>	<b>500.00</b>	<b>8,300.00</b>	<b>61,374.24</b>	<b>0.00</b>	<b>4,000.00</b>	<b>500.00</b>	<b>0.00</b>	<b>0.00</b>	<b>2,992,571.12</b>
<b>COST OF GOODS SOLD</b>												
6230 Cost of Goods Sold Retail	2,182.19					111.51						2,773.70
6240 Cost of Goods Sold Processing Fees	1.04											1.04
Cost of Goods Sold	23.70					35.55						59.25
<b>Total Cost of Goods Sold</b>	<b>2,186.93</b>	<b>0.00</b>	<b>0.00</b>	<b>0.00</b>	<b>0.00</b>	<b>647.06</b>	<b>0.00</b>	<b>0.00</b>	<b>0.00</b>	<b>0.00</b>	<b>0.00</b>	<b>2,633.99</b>
<b>PROFIT/LOSS</b>	<b>2,925,300.96</b>	<b>0.00</b>	<b>0.00</b>	<b>500.00</b>	<b>8,300.00</b>	<b>60,727.18</b>	<b>0.00</b>	<b>4,000.00</b>	<b>500.00</b>	<b>0.00</b>	<b>0.00</b>	<b>2,979,537.14</b>
<b>EXPENSES</b>												
5000 Personnel Expenses												0.00
5100 Salaries and Wages	701,859.28										0.00	701,859.28
5110 Incentives	20,750.00										0.00	20,750.00
5200 Federal Taxes (941)	55,294.34										0.00	55,294.34
5230 State Unemployment	491.90										0.00	491.90
5240 Federal Unemployment	448.81											448.81
5300 Workers Compensation	1,420.82											1,420.82
5400 Retirement	73,512.72										0.00	73,512.72
5500 Communications Allowance	2,654.20											2,654.20
5600 Employee Health	90,883.72											90,883.72
5610 Employee Life & Disability	10,279.92											10,279.92
5630 Employee Dental/Vision	4,128.00											4,128.00
5710 AFLAC	178.02											178.02
<b>Total 5000 Personnel Expenses</b>	<b>661,554.72</b>										<b>0.00</b>	<b>661,554.72</b>
6000 Program Expenses												0.00
6010 FAM/Ste Vasa				14,167.11	6,047.26	17,787.62	2,341.65	2,136.38		4,257.65		46,797.67
6020 Community Awareness				906.99	1,296.80		621.30	751.81		4,858.71		8,455.61
6030 Professional Organizations	6,710.01	4,831.86		7,450.37				5,248.14				24,260.38
6040 IPW										32,023.78		32,023.78



	Administration	Advertising	Auto	Communications	Fin Commision	Route 66 Festival	Sales	Service	Special Projects	Tourism	Not Specified	TOTAL
6050 Sales Tools		101,776.30		2,251.00	14,882.00		45,521.41			506.52		164,537.23
6060 Literature				34,372.40		1,638.00				14,099.11		50,109.51
6070 Photography/Videography				3,000.00	12,000.00	2,000.00						17,000.00
6080 Trade Shows/Organizations						2,248.50	38,293.10			13,934.19		53,475.79
6090 Presentations							124.49					124.49
6110 Specialty Advertising		29.00		324.04	3,509.00	8,183.33	11,888.55	43,797.31		2,786.53		72,497.78
6120 Sales Calls					16,703.14		336.37					17,294.51
6130 Financial Assistance					5,000.00			7,254.88	2,856.25			15,111.13
6140 Transportation						4,000.00		3,000.00				7,000.00
6150 Consumer Shows										2,970.79		2,970.79
6180 Tour Development						4,040.73				1,853.05		5,893.78
6190 Education	4,776.87	5,320.42			2,517.80		1,871.25	5,353.09		756.38		20,605.81
6190 Equipment		8,069.00			19.48							8,078.48
6215 Arts Grants			148,500.00									148,500.00
6250 Advertising		388,625.00			253.84	1,500.00				1,990.00		392,368.84
6260 Association Dues and Memberships	13,329.00	372.00			2,260.00		3,137.90	379.60		1,479.12		20,557.62
6280 Software	9,804.01			2,889.30					180.78			12,684.09
6270 Research	13,551.69	536.22										14,187.91
6280 Misc. Meetings			196.93	310.78		275.30				50.83		833.82
6290 Special Events				592.78	1,725.61	71,126.68			3,838.93			77,084.14
6295 Temporary Labor						2,019.98						2,019.98
Total 6250 Special Events				992.78	1,785.61	73,146.64			3,838.93			78,104.10
6310 Ad Production		3,309.33	1,600.00			4,086.00				379.00		11,970.33
6300 Activity Fund								0.00				0.00
Total 6300 Program Expenses	48,871.26	915,798.79	148,746.83	68,084.73	68,217.81	118,688.32	105,588.12	60,881.21	6,875.82	61,407.24		1,228,107.48
7000 Administrative Overhead												0.00
7100 Contractual Services												0.00
7110 Communications Billing	10,666.31											10,666.31
7120 Postage	7,319.93											7,319.93
7130 Audit Fee	11,250.00											11,250.00
7140 Rental Land & Buildings	15,804.00											15,804.00
7150 Vehicle Lease	9,101.66											9,101.66
7160 IT Services	12,642.29											12,642.29
7170 Rented Equipment	3,828.50											3,828.50
7180 Professional Services	23,364.72											23,364.72
Total 7100 Contractual Services	98,877.81											98,877.81
7200 Other Charges												0.00
7210 Insurance and Bonds	8,527.25											8,527.25
7220 Mileage	4,208.83										0.00	4,208.83
7230 Legal Fees	25.00											25.00
7240 Executive Office Overhead	7,062.88											7,062.88
7250 Bank Fees/Service Charge	11,141.58											11,141.58
Total 7200 Other Charges	38,065.55										0.00	38,065.55
7300 Administrative Software	9,127.28											9,127.28
7500 Office Furniture	900.22											900.22
7600 Office Equipment	2,345.38											2,345.38
7700 Office Supplies	3,414.80											3,414.80
7800 Misc. Office Expense	7,163.08					16.23						7,163.08
Total 7000 Administrative Overhead	182,875.77					16.23					0.00	182,892.00
Purchases						3,000.00						3,000.00

	Administration	Advertising	Air	Communications	Film Commission	Route 66 Festival	Rates	Sevicing	Special Projects	Tourism	Not Specified	TOTAL
QuickBooks Payments Fees	190.02					30.40						220.42
Square Fees	62.37					35.39						97.76
Uncategorized Expense								0.00				0.00
<b>Total Expenditures</b>	<b>1,182,654.81</b>	<b>\$15,786.73</b>	<b>\$48,746.92</b>	<b>\$6,094.73</b>	<b>\$6,217.91</b>	<b>122,046.54</b>	<b>105,586.12</b>	<b>\$3,881.21</b>	<b>\$4,175.02</b>	<b>\$1,207.24</b>	<b>\$0.00</b>	<b>2,348,002.94</b>
<b>REVENUE</b>	<b>1,741,355.13</b>	<b>\$15,786.73</b>	<b>\$148,746.93</b>	<b>\$6,584.73</b>	<b>\$7,917.91</b>	<b>\$1,121.16</b>	<b>\$105,586.12</b>	<b>\$45,881.21</b>	<b>\$4,175.02</b>	<b>\$1,207.24</b>	<b>\$0.00</b>	<b>\$3,243,634.36</b>
<b>INTEREST</b>												
4100 Interest Income	120,945.32											120,945.32
<b>Total Other Revenue</b>	<b>120,945.32</b>	<b>\$0.00</b>	<b>\$0.00</b>	<b>\$0.00</b>	<b>\$0.00</b>	<b>\$0.00</b>	<b>\$0.00</b>	<b>\$0.00</b>	<b>\$0.00</b>	<b>\$0.00</b>	<b>\$0.00</b>	<b>120,945.32</b>
<b>DEPRECIATION</b>												
7400 Depreciation Expense	10,047.79											10,047.79
<b>Total Other Expenditures</b>	<b>10,047.79</b>	<b>\$0.00</b>	<b>\$0.00</b>	<b>\$0.00</b>	<b>\$0.00</b>	<b>\$0.00</b>	<b>\$0.00</b>	<b>\$0.00</b>	<b>\$0.00</b>	<b>\$0.00</b>	<b>\$0.00</b>	<b>10,047.79</b>
<b>NET OPERATING INCOME</b>	<b>110,887.63</b>	<b>\$0.00</b>	<b>\$0.00</b>	<b>\$0.00</b>	<b>\$0.00</b>	<b>\$0.00</b>	<b>\$0.00</b>	<b>\$0.00</b>	<b>\$0.00</b>	<b>\$0.00</b>	<b>\$0.00</b>	<b>110,887.63</b>
<b>NET INCOME</b>	<b>\$1,852,332.68</b>	<b>\$-15,786.73</b>	<b>\$-148,746.93</b>	<b>\$-6,584.73</b>	<b>\$-7,917.91</b>	<b>\$-1,121.16</b>	<b>\$-105,586.12</b>	<b>\$-45,881.21</b>	<b>\$-4,175.02</b>	<b>\$-1,207.24</b>	<b>\$0.00</b>	<b>\$243,531.73</b>

# Budget Vs. Actual FY 2023.24

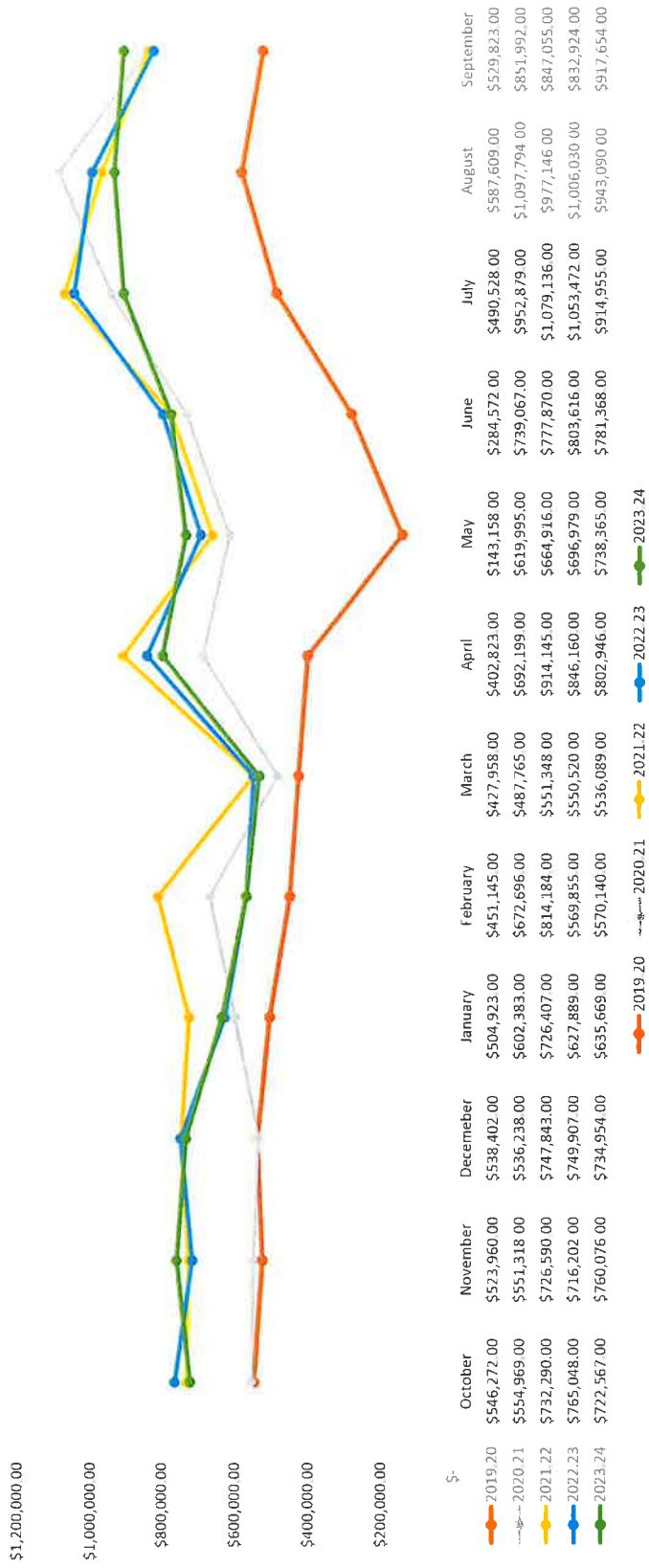
October 2023 - September 2024

	Actual	Budget	over Budget	Total % of Budget
<b>REVENUE</b>				
4000 Revenues				
4010 HOT Funds	2,411,506.86	2,484,571.00	-73,064.14	97.06 %
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 %
<b>Total 4000 Revenues</b>	<b>2,902,103.86</b>	<b>3,276,338.00</b>	<b>-374,234.14</b>	<b>88.58 %</b>
4400 Special Events				
4410 Sponsorships	40,900.00	100,500.00	-59,600.00	40.70 %
4420 Vendor Fees	12,605.00	10,000.00	2,605.00	126.05 %
4430 Ticket Sales	3,184.05	2,500.00	684.05	127.36 %
4440 Program Reimbursement	12,734.18	3,000.00	9,734.18	424.47 %
<b>Total 4400 Special Events</b>	<b>69,423.23</b>	<b>116,000.00</b>	<b>-46,576.77</b>	<b>59.85 %</b>
4500 Merchandise Sales	150.45	3,000.00	-2,849.55	5.02 %
4510 Shipping Charges Reimbursed	291.00		291.00	
4530 Product Sales	3,801.86		3,801.86	
<b>Total 4500 Merchandise Sales</b>	<b>4,243.31</b>	<b>3,000.00</b>	<b>1,243.31</b>	<b>141.44 %</b>
4600 In-kind Contributions	3,000.00		3,000.00	
4900 Uncategorized Income	521.13		521.13	
<b>Total Revenue</b>	<b>2,979,291.53</b>	<b>3,395,338.00</b>	<b>-416,046.47</b>	<b>87.75 %</b>
<b>COST OF GOODS SOLD</b>				
6230 Cost of Goods Sold Retail	2,773.70	9,500.00	-6,726.30	29.20 %
6240 Cost of Goods Sold Processing Fees	1.04		1.04	
<b>Total Cost of Goods Sold</b>	<b>2,774.74</b>	<b>9,500.00</b>	<b>-6,725.26</b>	<b>29.21 %</b>
<b>GROSS PROFIT</b>	<b>2,976,516.79</b>	<b>3,385,838.00</b>	<b>-409,321.21</b>	<b>87.91 %</b>
<b>EXPENDITURES</b>				
5000 Personnel Expenses				
5100 Salaries and Wages	701,859.28	738,216.00	-36,356.72	95.08 %
5110 Incentives	20,750.00	20,000.00	750.00	103.75 %
5220 Federal Taxes (941)	55,284.34	60,000.00	-4,715.66	92.14 %
5230 State Unemployment	491.93	6,400.00	-5,908.07	7.69 %
5240 Federal Unemployment	448.81	800.00	-351.19	56.10 %
5300 Workers Compensation	1,439.82	2,400.00	-960.18	59.99 %
5400 Retirement	73,512.72	76,244.00	-2,731.28	96.42 %
5500 Communications Allowance	2,654.20	4,200.00	-1,545.80	63.20 %
5600 Employee Health	90,883.72	118,000.00	-27,116.28	77.02 %

				Total
	Actual	Budget	over Budget	% of Budget
5610 Employee Life & Disability	10,279.92	12,228.00	-1,948.08	84.07 %
5630 Employee Dental/Vision	4,128.00	4,800.00	-672.00	86.00 %
5710 AFLAC	-178.02		-178.02	
<b>Total 5000 Personnel Expenses</b>	<b>961,554.72</b>	<b>1,043,288.00</b>	<b>-81,733.28</b>	<b>92.17 %</b>
<b>6000 Program Expenses</b>				
6010 FAM/Site Visits	46,797.67	69,492.00	-22,694.33	67.34 %
6020 Community Awareness	8,455.61	15,115.00	-6,659.39	55.94 %
6030 Professional Organizations	24,260.38	35,400.00	-11,139.62	68.53 %
6040 IPW	32,003.76	21,000.00	11,003.76	152.40 %
6050 Sales Tools	164,937.23	178,988.00	-14,050.77	92.15 %
6060 Literature	50,169.51	57,600.00	-7,430.49	87.10 %
6070 Photography/Videography	17,000.00	24,000.00	-7,000.00	70.83 %
6080 Trade Shows/Organizations	55,475.79	68,200.00	-12,724.21	81.34 %
6090 Presentations	124.49	1,000.00	-875.51	12.45 %
6110 Specialty Advertising	72,497.78	99,700.00	-27,202.22	72.72 %
6120 Sales Calls	17,394.51	33,230.00	-15,835.49	52.35 %
6130 Financial Assistance	15,111.13	16,260.00	-1,148.87	92.93 %
6140 Transportation	7,000.00	11,000.00	-4,000.00	63.64 %
6150 Consumer Shows	2,970.79	4,750.00	-1,779.21	62.54 %
6160 Tour Development	5,899.38	6,600.00	-700.62	89.38 %
6180 Education	20,605.69	26,100.00	-5,494.31	78.95 %
6190 Equipment	8,078.46	8,000.00	78.46	100.98 %
6215 Arts Grants	146,950.00	150,000.00	-3,050.00	97.97 %
6220 Advertising	392,666.84	401,472.00	-8,805.16	97.81 %
6250 Association Dues and Memberships	20,957.62	23,755.00	-2,797.38	88.22 %
6260 Software	12,684.09	10,310.00	2,374.09	123.03 %
6270 Research	14,187.91	15,500.00	-1,312.09	91.53 %
6280 Misc. Meetings	833.82	5,000.00	-4,166.18	16.68 %
6290 Special Events	77,084.14	87,600.00	-10,515.86	88.00 %
6295 Temporary Labor	2,019.96	5,500.00	-3,480.04	36.73 %
<b>Total 6290 Special Events</b>	<b>79,104.10</b>	<b>93,100.00</b>	<b>-13,995.90</b>	<b>84.97 %</b>
6310 Ad Production	11,970.93	9,700.00	2,270.93	123.41 %
<b>Total 6000 Program Expenses</b>	<b>1,228,137.49</b>	<b>1,385,272.00</b>	<b>-157,134.51</b>	<b>88.66 %</b>
<b>7000 Administrative Overhead</b>				
7100 Contractual Services				
7110 Communications Billing	10,666.31	9,840.00	826.31	108.40 %
7120 Postage	7,319.93	10,700.00	-3,380.07	68.41 %
7130 Audit Fee	11,250.00	11,000.00	250.00	102.27 %
7140 Rental Land & Buildings	15,804.00	15,600.00	204.00	101.31 %
7150 Vehicle Lease	9,101.86	9,600.00	-498.14	94.81 %

				Total
	Actual	Budget	over Budget	% of Budget
7160 IT Services	12,642.29	12,000.00	642.29	105.35 %
7170 Rented Equipment	3,828.80	4,250.00	-421.20	90.09 %
7180 Professional Services	29,364.72	74,750.00	-45,385.28	39.28 %
<b>Total 7100 Contractual Services</b>	<b>99,977.91</b>	<b>147,740.00</b>	<b>-47,762.09</b>	<b>67.67 %</b>
7200 Other Charges				
7210 Insurance and Bonds	8,527.25	22,000.00	-13,472.75	38.76 %
7220 Mileage	4,206.83	5,700.00	-1,493.17	73.80 %
7230 Legal Fees	25.00	16,000.00	-15,975.00	0.16 %
7240 Executive Office Overhead	7,062.88	11,960.00	-4,897.12	59.05 %
7250 Bank Fees/Service Charge	11,141.59		11,141.59	
<b>Total 7200 Other Charges</b>	<b>30,963.55</b>	<b>55,660.00</b>	<b>-24,696.45</b>	<b>55.63 %</b>
7300 Administrative Software	9,127.26	9,600.00	-472.74	95.08 %
7500 Office Furniture	900.22		900.22	
7600 Office Equipment	2,345.38	1,000.00	1,345.38	234.54 %
7700 Office Supplies	3,414.60	3,000.00	414.60	113.82 %
7800 Misc. Office Expense	7,163.08	12,120.00	-4,956.92	59.10 %
<b>Total 7000 Administrative Overhead</b>	<b>153,892.00</b>	<b>229,120.00</b>	<b>-75,228.00</b>	<b>67.17 %</b>
<b>Total Expenditures</b>	<b>2,343,584.21</b>	<b>2,657,680.00</b>	<b>-314,095.79</b>	<b>88.18 %</b>
<b>NET OPERATING REVENUE</b>	<b>632,932.58</b>	<b>728,158.00</b>	<b>-95,225.42</b>	<b>86.92 %</b>
<b>OTHER REVENUE</b>				
4100 Interest Income	120,945.32	60,000.00	60,945.32	201.58 %
<b>Total Other Revenue</b>	<b>120,945.32</b>	<b>60,000.00</b>	<b>60,945.32</b>	<b>201.58 %</b>
<b>OTHER EXPENDITURES</b>				
7400 Depreciation Expense	10,047.79		10,047.79	
<b>Total Other Expenditures</b>	<b>10,047.79</b>	<b>0.00</b>	<b>10,047.79</b>	<b>0.00%</b>
<b>NET OTHER REVENUE</b>	<b>110,897.53</b>	<b>60,000.00</b>	<b>50,897.53</b>	<b>184.83 %</b>
<b>NET REVENUE</b>	<b>\$743,830.11</b>	<b>\$788,158.00</b>	<b>\$ -44,327.89</b>	<b>94.38 %</b>

### Total HOT Collections



Actual Hotel/Motel Tax Collections

2023.24

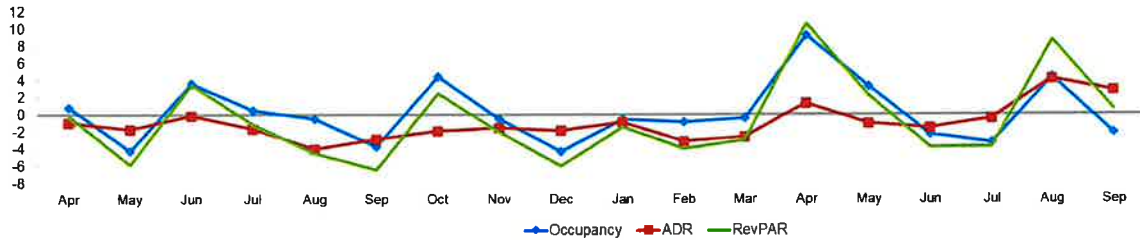
Month	Total Collections	HOT Rebate	Civic Center	City Total	CVB General	Bond Payment	Activity Fund	CVB Total	Grand Total	Original Projection	Variance	% Difference
October	\$ 722,567.00	\$ 58,899.00	\$ 331,834.00	\$ 423,501.00	\$ 284,429.14	\$ 91,667.00	\$ 47,404.86	\$ 240,167.00	\$ 663,668.00	\$ 674,474.00	\$ (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	\$ 802,945.00	\$ 83,635.00	\$ 359,655.50	\$ 451,322.50	\$ 308,276.14	\$ 91,667.00	\$ 51,379.36	\$ 267,988.50	\$ 719,311.00	\$ 698,503.00	\$ 20,808.00	2.9%
May	\$ 738,365.00	\$ 74,964.00	\$ 331,700.50	\$ 423,367.50	\$ 284,314.71	\$ 91,667.00	\$ 47,385.79	\$ 240,033.50	\$ 663,401.00	\$ 469,162.00	\$ 194,239.00	34.3%
June	\$ 781,368.00	\$ 72,516.00	\$ 354,426.00	\$ 446,093.00	\$ 303,793.71	\$ 91,667.00	\$ 50,632.29	\$ 262,759.00	\$ 708,852.00	\$ 613,456.00	\$ 95,396.00	14.4%
July	\$ 914,955.00	\$ 78,037.00	\$ 418,459.00	\$ 510,126.00	\$ 358,679.14	\$ 91,667.00	\$ 59,779.86	\$ 326,792.00	\$ 836,918.00	\$ 876,529.00	\$ (39,611.00)	-4.6%
August	\$ 943,090.00	\$ 77,535.00	\$ 432,777.50	\$ 524,444.50	\$ 370,952.14	\$ 91,667.00	\$ 61,825.36	\$ 341,110.50	\$ 865,555.00	\$ 944,014.00	\$ (78,459.00)	-8.7%
September	\$ 917,654.00	\$ 92,527.00	\$ 412,563.50	\$ 504,226.50	\$ 353,625.86	\$ 91,663.00	\$ 58,937.64	\$ 320,900.50	\$ 825,127.00	\$ 864,781.00	\$ (39,654.00)	-4.7%
<b>Total</b>	<b>\$ 9,057,873.00</b>	<b>\$ 864,358.00</b>	<b>\$ 4,096,757.50</b>	<b>\$ 5,196,757.50</b>	<b>\$ 3,511,506.43</b>	<b>\$ 1,100,000.00</b>	<b>\$ 585,251.07</b>	<b>\$ 2,996,757.50</b>	<b>\$ 8,193,515.00</b>	<b>\$ 8,364,000.00</b>	<b>\$ (170,485.00)</b>	<b>-0.461%</b>

# AMARILLO LODGING DATA

September 2024

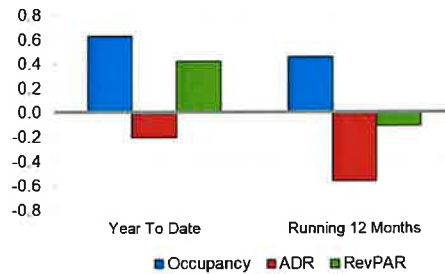
From Smith Travel Research

Monthly Percent Change



September 2024 Occupancy – 59.2%  
 Down 2.1% from September 2023  
 September 2024 Supply – Down 0.5% Change  
 September 2024 Demand – Down 2.6%

Overall Percent Change



September 2024 ADR – \$91.48  
 Up 2.8% from September 2023  
 September 2024 RevPAR – \$54.14  
 Up 0.6% from September 2023  
 September 2024 Total Revenue – \$11,831,133  
 Up 0.1% from September 2023  
 7,284 total rooms (per STR)

RUNNING 12 MONTH TOTAL REVENUE 2024 - \$149,072,497



Definite Leads and Assists

Date Range: 10/01/2024-12/31/2024

Group	Account	Meeting Name	Meeting Dates	People	Total Room Nights	Econ Value
Meeting Sales	B-2/ 501st Airborne	2024 B-2/ 101st Airborne Reunion	10/02/2024 - 10/06/2024	25	0	\$15,878.23
Meeting Sales	Amarillo CVB	Murguia/Phommahaxay Wedding	10/04/2024 - 10/07/2024	50	135	\$0.00
Meeting Sales	Family Reunion/Wedding Party's	Wilson School 2024 Reunion	10/04/2024 - 10/05/2024	25	0	\$0.00
Meeting Sales	Texas Speech Communications Association	2024 TSCA Conference	10/09/2024 - 10/12/2024	300	372	\$211,653.75
Meeting Sales	Amarillo CVB	Amarillo International Film Festival	10/10/2024 - 10/13/2024	50	120	\$0.00
Sports Sales	CrossFit 806	806 Classic - 2024	10/11/2024 - 10/13/2024	50	60	\$97,399.69
Meeting Sales	Fandom Events	Cottonwood Faire 2024	10/11/2024 - 10/13/2024	50	0	\$106,696.89
Sports Sales	Cowboy Mounted Shooting Association	2024 CMSA Wrangler World Championships	10/12/2024 - 10/20/2024	100	0	\$179,076.01
Sports Sales	United States Team Penning Association	2024 USTPA World Finals	10/17/2024 - 10/26/2024	200	0	\$202,096.31
Sports Sales	Legends Roughstock Series	Halloween Hurlabalo Legends Roughstock Series 2024	10/18/2024 - 10/20/2024	75	125	\$66,155.29
Sports Sales	Peak Fighting	PFC 34 Fight Night October 24'	10/18/2024 - 10/19/2024	244	0	\$253,214.07
Meeting Sales	Jehovah Witnesses	CCJW Circuit Event	10/19/2024 - 10/20/2024	70	0	\$14,490.00
Sports Sales	Texas Panhandle Youth Sports Foundation	Ghouts Just Wanna Have Fun 2024	10/19/2024 - 10/20/2024	80	0	\$65,524.39
Meeting Sales	Amarillo High School	Amarillo High School 50th Alumni Assoc. 2024 Reunion	10/25/2024 - 10/26/2024	50	0	\$22,834.65
Sports Sales	Texas Panhandle Youth Sports Foundation	Halloween Howl 2024	10/26/2024 - 10/27/2024	80	0	\$65,524.39
Sports Sales	Conference Commissioners Association/Division 2	2024 D2CCA Tip Off Classic	10/31/2024 - 11/03/2024	76	348	\$17,809.85
Meeting Sales	Amarillo College Washington Campus	USITCC South Central Regional Student Conference 2024	11/07/2024 - 11/09/2024	100	96	\$0.00
Sports Sales	Texas Panhandle Youth Sports Foundation	Frozen Ropes Slugfest 2024	11/09/2024 - 11/10/2024	80	0	\$64,803.24
Sports Sales	Working Ranch Cowboy Association	WRCA 29th World Championship Ranch Rodeo - Staff Rooms Only	11/10/2024 - 11/18/2024	400	0	\$852,993.79
Sports Sales	Working Ranch Cowboy Association	WRCA 29th World Championship Ranch Rodeo - Courtesy Block Request	11/13/2024 - 11/18/2024	4,000	0	\$4,978,165.84
Sports Sales	Bronc Stomper Productions, LLC	Bomb City Broncs and United Bucking Horse Association World Finals	11/15/2024 - 11/18/2024	150	0	\$321,160.86
Meeting Sales	Jehovah Witnesses	CCJW Circuit Event	11/16/2024 - 11/17/2024	70	0	\$14,490.00
Sports Sales	Amarillo Independent School District	Yellow City Classic Basketball Tournament 2024	11/25/2024 - 11/27/2024	40	0	\$46,143.09
Sports Sales	CBT Barrel Racing	2024 Christmas 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
Meeting Sales	Amarillo Tri-State Exposition	Amarillo Classic Junior Stock Show 2024	12/04/2024 - 12/07/2024	200	660	\$329,808.82
Meeting Sales	Northside Toy Drive	Northside Toy Drive Black tie event 2024	12/13/2024 - 12/14/2024	50	0	\$0.00
Sports Sales	National Junior College Athletic Association	2024 NJCAA Football Championship	12/16/2024 - 12/19/2024	160	589	\$366,373.83
Total (29)				7,558	3,110	\$12,754,771.31

Groups Serviced

Date Range: 10/01/2023-09/30/2024

Account	Meeting Name	Meeting Dates	People	Total Room Econ Value
Cowboy Mounted Shooting Association	2023 CHSA Wrangler World Championships	10/08/2023 - 10/14/2023	100	0 \$180,847.41
Texas Division of Emergency Management	Every Day is Recovery Day	10/16/2023 - 10/19/2023	75	215 \$66,313.37
United States Team Penning Association	2023 USTPA World Finals	10/19/2023 - 10/29/2023	200	275 \$193,781.34
Jehovah Witnesses	CCJW Circuit Event	10/21/2023 - 10/22/2023	70	0 \$14,490.00
American Advertising Federation	Ad 2 National Mid-year Retreat	10/27/2023 - 10/29/2023	40	25 \$30,991.98
Fandom Events	Cottonwood Faire	10/27/2023 - 10/29/2023	25	50 \$17,161.81
Texas Panhandle Youth Sports Foundation	Halloween Howl-Baseball 2023	10/27/2023 - 10/29/2023	100	0 \$70,702.51
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
Crop Quest	WRCA 28th World Championship Ranch Rodeo - Courtesy Block Request	11/06/2023 - 11/09/2023	120	0 \$114,828.57
Working Ranch Cowboy Association	WRCA 28th World Championship Ranch Rodeo - Staff Rooms Only	11/09/2023 - 11/12/2023	4,000	0 \$3,756,534.29
State Farm Mutual Automobile Insurance Company	SCMA (MH) Fall VPA Agent Meeting	11/13/2023 - 11/14/2023	32	32 \$16,530.43
Jehovah Witnesses	CCJW Circuit Event	11/18/2023 - 11/19/2023	70	0 \$14,490.00
CBT Barrel Racing	2023 Christmas Cash Barrel Racing	11/24/2023 - 11/26/2023	65	57 \$127,256.79
Texas USA Wrestling	2023 Panhandle Nationals Wrestling Tournament	11/24/2023 - 11/25/2023	782	0 \$556,615.15
IDEAG Group, LLC	2023 Amarillo Farm and Ranch Show	11/28/2023 - 11/30/2023	368	605 \$3,784,501.84
Global Animal Products	2023 Christmas	11/29/2023 - 12/02/2023	15	0 \$17,513.65
Alberta Cattle Feeders	Alberta Cattle Feeders Amarillo Tour	12/04/2023 - 01/12/2024	15	60 \$26,548.89
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
Turnkey Tournaments	Picklemania	02/02/2024 - 02/04/2024	100	115 \$59,684.76
The Kody Hodge Foundation	2024 Kody Hodge One Act Play Festival - Judges Rooms	02/14/2024 - 02/18/2024	10	33 \$28,015.89
Panhandle Ground Water Conservation District	2024 Kody Hodge One Act Play Festival	02/15/2024 - 02/17/2024	200	60 \$31,371.44
Junior League of Amarillo	7th Bi-Annual TX Panhandle Water Conservation 2024 Symposium	02/27/2024 - 02/28/2024	20	0 \$1,528.83
Texas Historical Commission	Women's Leadership Conference	03/04/2024 - 03/04/2024	1	0 \$442.96
Class Reunion Account	Dimmitt Class Reunion Class of 1960	03/05/2024 - 03/07/2024	10	0 \$4,227.10
Peak Fighting	PF3-34 Fight Night 2024	03/15/2024 - 03/16/2024	30	0 \$12,576.62
Jehovah Witnesses	CCJW Circuit Event	03/16/2024 - 03/17/2024	70	0 \$14,490.00
Texas Panhandle Youth Sports Foundation	May the Luck Be with You 2024	03/16/2024 - 03/17/2024	80	0 \$65,524.39
Texas Panhandle Youth Sports Foundation	Come Out Swinging Baseball 2024	03/22/2024 - 03/24/2024	80	0 \$64,803.24
FIRST® IN TEXAS	2024 FIRST® Robotic Competition - District Event	03/28/2024 - 03/30/2024	600	675 \$480,657.46
Texas Water Utilities Association	Panhandle Regional Training 2024	04/01/2024 - 04/04/2024	100	0 \$62,584.50
Panhandle Kennel Club of the American Kennel Club	EASA Southwestern Chapter 2024	04/03/2024 - 04/06/2024	40	109 \$38,066.87
Southwest Trampoline and Tumbling Association	AKC FASTCATS 2024	04/12/2024 - 04/14/2024	75	0 \$31,642.23
Texas Cattle Feeders Association	2024 STTA Texas and New Mexico State Championship	04/12/2024 - 04/14/2024	175	0 \$190,372.00
National Intercollegiate Ranch & Stock Horse Association	Briana's Wedding Shower	04/12/2024 - 04/14/2024	10	20 \$9,204.98
Texas Panhandle Youth Sports Foundation	Joe Taco-Oppo Taco Classic Baseball 2024	04/12/2024 - 04/14/2024	250	0 \$145,929.63
Global Animal Products	2024 NIRSHA Show	04/15/2024 - 04/19/2024	18	8 \$7,093.71
National Association of Insurance and Financial Advisors - Texas	Mexico Industry Visit	04/16/2024 - 04/17/2024	26	62 \$35,075.79
Rotary District 5730	2024 Rotary District 5730 Conference	04/18/2024 - 04/21/2024	100	0 \$458,055.25
Jehovah Witnesses	Yellow City Comic Convention - YC3	04/20/2024 - 04/21/2024	70	0 \$14,490.00
West Texas County Judges and Commissioners Association	Ponytail Express	04/20/2024 - 04/21/2024	80	0 \$65,524.39
Greater Southwest Music Festival	2024 Greater Southwest Music Festival	04/23/2024 - 04/26/2024	290	750 \$322,842.12
West Texas Ranch Rodeo	2024 West Texas Ranch Rodeo	04/24/2024 - 04/28/2024	10	0 \$457,999.57
Kappa Kappa Iota	Amarillo Work Safe, Texas Summit	04/26/2024 - 04/28/2024	300	200 \$271,791.17
Texas Panhandle Youth Sports Foundation	Kappa Kappa Iota Annual Conference 2024	04/30/2024 - 05/01/2024	13	13 \$22,559.72
Construction Specification Institute - South Region	May Madress Open Division 2024	05/03/2024 - 05/05/2024	35	60 \$25,546.27
CBT Barrel Racing	CSI Regional Spring Conference 2024	05/04/2024 - 05/05/2024	20	0 \$65,524.39
Lions Clubs International	2024 Summer Da\$h Barrel Race	05/08/2024 - 05/10/2024	80	20 \$22,138.01
	2024 Texas Lions State Convention	05/10/2024 - 05/12/2024	50	0 \$59,220.17
		05/15/2024 - 05/18/2024	225	550 \$243,115.94

Meeting Sales	Run for the Wall	05/16/2024 - 05/17/2024	150	0	\$62,100.00
Sports Sales	Tumkey Tournaments	05/17/2024 - 05/19/2024	15	0	\$24,376.75
Sports Sales	Texas Panhandle Youth Sports Foundation	05/18/2024 - 05/19/2024	80	0	\$65,524.39
Sports Sales	Special Olympics Texas Chapter Headquarters	05/18/2024 - 05/19/2024	80	0	\$65,524.39
Meeting Sales	West Texas A&M University	05/23/2024 - 05/27/2024	400	900	\$632,823.51
Sports Sales	Amarillo Obedience Training Club	05/23/2024 - 05/27/2024	50	139	\$58,988.09
Sports Sales	Texas Panhandle Youth Sports Foundation	05/31/2024 - 06/02/2024	200	0	\$197,280.00
Sports Sales	Coors Cowboy Club	06/06/2024 - 06/09/2024	885	0	\$102,450.21
Meeting Sales	Jehovah Witnesses	06/06/2024 - 06/09/2024	400	0	\$484,980.00
Sports Sales	Texas Panhandle Youth Sports Foundation	06/06/2024 - 06/09/2024	25	0	\$248,400.00
Meeting Sales	Jehovah Witnesses	06/08/2024 - 06/09/2024	80	0	\$59,311.96
Sports Sales	Amarillo Chamber of Commerce	06/14/2024 - 06/16/2024	400	0	\$65,524.39
Meeting Sales	Amarillo Gun Club (Texas Trapshooters Association)	06/14/2024 - 06/16/2024	5	0	\$248,400.00
Sports Sales	American Quarter Horse Association	06/15/2024 - 06/23/2024	25	0	\$3,701.47
Meeting Sales	United Postmasters and Managers of America	06/20/2024 - 06/23/2024	300	1,970	\$26,480.51
Meeting Sales	Texas Wounded Warrior Foundation	06/28/2024 - 06/29/2024	50	0	\$647,401.92
Sports Sales	Five Tool Baseball	06/30/2024 - 07/02/2024	450	0	\$7,534.90
Meeting Sales	American Quarter Horse Association	07/05/2024 - 07/07/2024	25	50	\$266,355.00
Sports Sales	Koben Puckett Productions	07/08/2024 - 07/12/2024	150	0	\$35,309.71
Meeting Sales	Texas Panhandle Youth Sports Foundation	07/11/2024 - 07/14/2024	200	0	\$90,820.99
Meeting Sales	Global Animat Products	07/18/2024 - 07/21/2024	50	0	\$107,926.50
Meeting Sales	Amarillo Police Department	07/20/2024 - 07/21/2024	80	0	\$113,273.00
Meeting Sales	Amarillo Police Department	07/23/2024 - 07/25/2024	20	0	\$62,473.12
Sports Sales	Texas Panhandle Youth Sports Foundation	07/26/2024 - 07/28/2024	75	140	\$65,524.39
Meeting Sales	Texas Panhandle Youth Sports Foundation	07/27/2024 - 07/28/2024	100	48	\$26,103.23
Meeting Sales	AMA-CON	08/02/2024 - 08/04/2024	80	0	\$45,262.67
Meeting Sales	West Texas Futurity	08/07/2024 - 08/08/2024	350	0	\$49,957.93
Meeting Sales	Optimist International	08/09/2024 - 08/10/2024	40	0	\$491,301.25
Sports Sales	Texas Panhandle Youth Sports Foundation	08/17/2024 - 08/18/2024	80	0	\$583,823.35
Sports Sales	American Simmental Association	08/23/2024 - 08/27/2024	0	0	\$0.00
Meeting Sales	Texas Panhandle Youth Sports Foundation	08/24/2024 - 08/25/2024	80	0	\$65,524.39
Sports Sales	X-Treme Fast Draw Association	08/29/2024 - 09/02/2024	25	0	\$51,151.99
Meeting Sales	Panhandle Kennel Club of the American Kennel Club	09/06/2024 - 09/08/2024	50	0	\$85,524.39
Sports Sales	Texas Armwrestling League	09/10/2024 - 09/15/2024	300	0	\$16,685.99
Meeting Sales	Tri-State Exposition	09/13/2024 - 09/15/2024	35	0	\$63,149.14
Meeting Sales	Underwood Law Firm	09/13/2024 - 09/21/2024	0	0	\$240,836.66
Meeting Sales	HOODOO MURAL FESTIVAL	09/27/2024 - 09/28/2024	50	0	\$70,612.65
Sports Sales	Panhandle Quarter Horse Association	09/27/2024 - 09/29/2024	417	0	\$10,057.82
Sports Sales	Texas Panhandle Youth Sports Foundation	09/28/2024 - 09/29/2024	100	99	\$145,209.66
Total (98)			17,015	8,560	\$54,806.81
					\$65,524.39
					\$20,136,036.15

Report: Lost Business Report

Lost Reason  
Multiple Reasons

Economic Impact  
\$0.00

Lost Count  
0

Lost Business Detail  
Organization Name

Lead Name

Meeting Start Date

Room Attendees

Room Night/Economic Impact

Lost Reason

Lost Note



Pending Meeting Sales & Sports Leads

Pending Meeting Sales & Sports Leads

10/01/2024 - 12/31/2027  
Meeting Sales, Sports Sales

**Dec 5 - 7**      **Global Animal Products**  
2024 Christmas Meeting      **Group:** Meeting Sales  
**Room Nights:** 45      **Peak Rooms:** 15      **Attendance:** 15      Pending  
**EIC:** \$0.00

**Apr 9 - 13**      **West Texas Ranch Rodeo**  
2025 World Championship Blacksmith Competition      **Group:** Sports Sales  
**Room Nights:** 560      **Peak Rooms:** 150      **Attendance:** 250      Lead  
**EIC:** \$208,441.24

**Apr 11 - 13**      **West Texas Ranch Rodeo**  
2025 West Texas Ranch Rodeo      **Group:** Sports Sales  
**Room Nights:** 330      **Peak Rooms:** 150      **Attendance:** 300      Lead  
**EIC:** \$0.00

**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      Pending  
**EIC:** \$328,800.00

**Jun 14 - 22**      **American Quarter Horse Association**  
2025 Versatility Ranch Horse World Championship Show      **Group:** Sports Sales  
**Room Nights:** 1940      **Peak Rooms:** 280      **Attendance:** 300      Pending  
**EIC:** \$0.00

**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

**Aug  
6 - 17**

**West Texas Futurity**  
2025 West Texas Futurity

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

**Sep  
7 - 12**

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

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

**Sep  
26 - 28**

**Texas High Plains Writers**  
New Frontiers In Writing 2025

**Group:** Meeting Sales  
**Room Nights:** 100  
**Peak Rooms:** 50  
**Attendance:** 50  
**EIC:** \$0.00  
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

**Dec  
15 - 18**

**National Junior College Athletic Association**  
2025 NJCAA Football Championship

**Group:** Sports Sales  
**Room Nights:** 480  
**Peak Rooms:** 160  
**Attendance:** 160  
**EIC:** \$635,592.27  
Pending

Mar  
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 2026-2028

**Group:** Meeting Sales  
**Room Nights:** 1430  
**Peak Rooms:** 382  
**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:** 400  
**EIC:** \$727,032.26  
Lead

**Jun**  
**20 - 28**

**American Quarter Horse Association**  
2026 Versatility Ranch Horse World Championship Show

**Group:** Sports Sales  
**Room Nights:** 1980  
**Peak Rooms:** 280  
**Attendance:** 300  
**EIC:** \$0.00  
Pending

**Jul**  
**6 - 10**

**American Quarter Horse Association**  
2026 Youth Excellence Seminar (YES) Leadership Conference

**Group:** Meeting Sales  
**Room Nights:** 0  
**Peak Rooms:** 0  
**Attendance:** 65  
**EIC:** \$98,736.27  
Pending

**Jul**  
**21 - 26**

**Handweavers Guild of America**  
Convergence Biennial Convention 2026

**Group:** Meeting Sales  
**Room Nights:** 2100  
**Peak Rooms:** 430  
**Attendance:** 0  
**EIC:** \$0.00  
Lead

**Aug**  
**5 - 17**

**West Texas Futurity**  
2026 West Texas Futurity

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

**Oct**  
**11 - 14**

**Texas Crime Stoppers**  
37th Annual Crime Stoppers Conference 2026

**Group:** Meeting Sales  
**Room Nights:** 850  
**Peak Rooms:** 300  
**Attendance:** 300  
**EIC:** \$295,983.31  
Lead

**Oct**  
**18 - 22**

**County Judges and Commissioners Association of Texas**  
104th Annual County Judges and Commissioners Association of Texas Conference

**Group:** Meeting Sales  
**Room Nights:** 800  
**Peak Rooms:** 275  
**Attendance:** 300  
**EIC:** \$388,585.26  
Lead



**Oct 29 - Nov 1** Conference Commissioners Association Division 2  
2026 Women's Basketball D2 CCA Tip Off Classic

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

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

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

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

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

**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

**Jul  
5 - 9**

**American Quarter Horse Association**  
2027 Youth Excellence Seminar (YES) Leadership Conference

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

Pending

**Aug  
4 - 16**

**West Texas Futurity**  
2027 West Texas Futurity

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

Pending

**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

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

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

**Sum of EIC:** \$10,441,319.04



Presented to

# VISIT AMARILLO

Performance Report

August 2024



THE STUFF YOU'RE GOING TO  
**HEAR ABOUT**

*WE'RE READY TO GO!*

SEM

GOOGLE VIDEO REMARKETING

GOOGLE DISPLAY

META PROSPECTING

META REMARKETING

TOURTEXAS

# ACTIVE CONSIDERATIONS

## **GOOGLE DISPLAY**

Spring/Summer ads ended 7/31; Dining ads deployed 8/23

## **GOOGLE VIDEO RM**

Palo Duro video paused + Dining video deployed 7/31 (copy & landing page updated)

## **META PROSPECTING**

Instagram boosted posts + Spring/Summer ads ended 7/31; Dining ads deployed 8/12

# PERFORMANCE AT A GLANCE

## SEM

- 79,726 Imp.  
(6.4% decrease MoM)
- 4,951 Clicks  
(29.2% decrease MoM)
- 6.21% CTR  
(Madden Benchmark 7.41%)

## GOOGLE VIDEO RM

- 217,592 Imp.
- 34,381 Views
- 68.20% View Rate  
(Madden Benchmark 54%)

## GOOGLE DISPLAY

- 1,558,287 Imp.  
(17% decrease MoM)
- 14,986 Clicks  
(75.11% increase MoM)
- 0.96% CTR  
(Madden Benchmark 2.02%)

## PROSPECTIN

- 485,061 Imp.  
(4.54% decrease MoM)
- 238,160 Reach
- 16,871 Clicks  
(202.45% increase MoM)
- 3.48% CTR  
(Madden Benchmark 1.66%)

## REMARKETIN

- 45,512 Imp.  
(82.08% increase MoM)
- 26,518 Reach
- 1,212 Clicks  
(85.2% decrease MoM)
- 2.66% CTR  
(Madden Benchmark 1.68%)

# SEM

## WHAT WORKED

- The *Things to Do* ad group drove performance with 1,511 clicks - this is attributed to an increase in searches for "things to do in texas" which saw a 15.22% increase in impressions MoM.

## KEY LEARNINGS

- As summer started to wind down, we observed a slight dip in impressions, likely due to users shifting their focus toward back-to-school preparations.

79,726

IMPRESSIONS

4,951

CLICKS

6.21%

CTR

\$ .34


CPC



# SEM TOP AD



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

 [visitamarillo.com/plan-your/trip](http://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.

Historic Route 66  
Palo Duro Canyon  
Hiking  
Itineraries

1,511  
Clicks

32,152  
IMPRESSIONS

# GOOGLE VIDEO REMARKETING

## WHAT WORKED

- As the campaign gained momentum, we saw distribution level out with a more even distribution across screens with mobile, tablets, and TVs capturing about a third of impressions.

## KEY LEARNINGS

- Users aged 25-44 earned the majority of views - 16,377 in total.
- The horizontal edit of the video has seen stronger performance in terms of delivery, views, and VCR.

217,592

IMPRESSIONS

34,381

VIEWS

1,710,513

SECONDS WATCHED

\$4.30

CPM

# GOOGLE VIDEO RM TOP AD



28,996

VIEWS

129,528

IMPRESSIONS

# GOOGLE DISPLAY

## WHAT WORKED

- Having a mix of both Responsive and Static banners is helping with overall importance. Static banners are driving the majority of impressions with 1,296,341; however, Responsive display drove clicks with 8,896 clicks and a CTR of 3.4%

## KEY LEARNINGS

- 42% of trackable clicks came from users aged 25-34.

## IMPLICATIONS FOR FUTURE CAMPAIGNS

- With more inventory across the web, static banners help to grow brand awareness while responsive is optimized to drive clicks. Let's continue with this mix of ad types as it is proving to have stellar results.

1,558,287 14,986

IMPRESSIONS

CLICKS

0.96%

CTR

\$ .11

CPC

# GOOGLE DISPLAY TOP AD

*RESPONSIVE*



**Discover Local Eats**

Check out Amarillo's must-try local spots.



261,946

8,896

IMPRESSIONS

CLICKS

# GOOGLE DISPLAY TOP AD

Static



647,879  
IMPRESSIONS

6,791  
CLICKS



# GENERAL LEISURE- META PROSPECTING & REMARKETING

## WHAT WORKED

- Not only are the dining videos driving impressions and clicks, we are also noticing strong engagement in terms of reactions, comments, likes, saves, and shares.

## KEY LEARNINGS

- Users in DFW have the highest number of clicks with 4,728.
- However, Denver viewers have the strongest CTR with 4.22% (1,013 clicks).

530,573 257,532

IMPRESSIONS

REACH

18,083

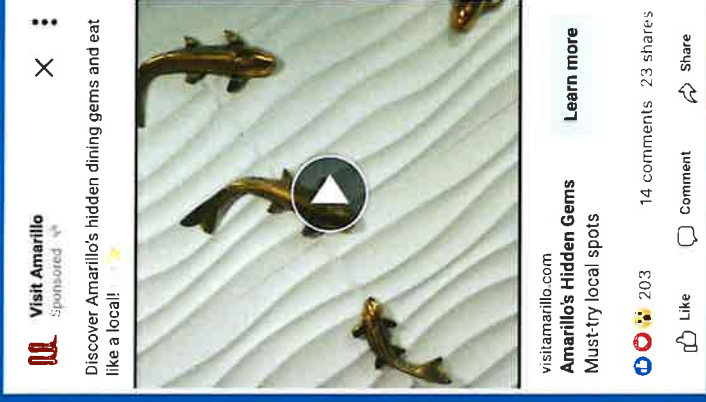
CLICKS

3.41%

AVG. CTR



# GENERA L LEISURE -META TOP AD



52,399  
IMPRESSIONS

6,917  
CLICKS





# REMARKETING -META TOP AD

Visit Amarillo Sponsored

Be the main character of your Wild West story, and set off into Palo Duro Canyon on horseback.

visitamarillo.com  
**Ride Into The Real Texas**  
Adventure waits in Amarillo

1.1K Likes 50 comments 103 shares

Learn more

19,878 IMPRESSIONS

520 CLICKS

# TourTexas

TOTAL CONTENT  
ENGAGEMENT

=

10,950

65% INCREASE FROM  
PREVIOUS MONTH

## Total Guides Ordered

154

↓ DECREASE FROM  
PREVIOUS MONTH



142

Postal Requests

## Top Responding States

TX  
TEXAS  
CA



12

PDF Requests

Average economic impact for each Visitor Guide sent out is \$48.\* TourTexas.com has facilitated **154** Visitor Guide requests to Texas travelers on your behalf.

**Total Economic impact** of those requests  
= **\$7,392**

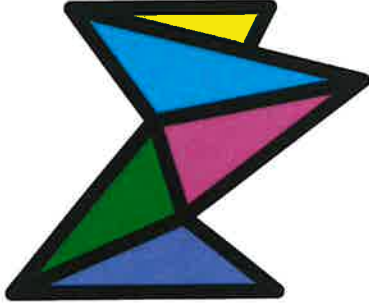
\*Source: DMA West Visitor Guide Readership Study 2022

## FY24 OVERALL PERFORMANCE

Content Engagement: 65,723

Visitor Guide Requests: 1,819

↓ DECREASE FROM  
PREVIOUS MONTH



# THANKS!

WE'RE ALL DONE NOW.

