



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

REGULAR MEETING TO BE HELD ON WEDNESDAY, NOVEMBER 20, 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 October 23, 2024**
3. **Consider: Fiscal Year 2024.25 Investment Policy**
4. **Discuss and Consider: Amount and term length of possible Certificate of Deposit (CD)**
5. **Consider: Appointment of Hotelier Position on ACVB Board**
6. **Review and Consider: Bid for Master Plan**
7. **Consider: Reserve amount for Master Plan**
8. **Public Forum**
9. **General Announcements from Board Members**
10. **Discussion on future meeting dates and possible agenda items.**
The next meeting date is January 22, 2025
(No December meeting)
11. **Adjournment**

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MINUTES OF THE REGULAR CVB BOARD MEETING HELD ON WEDNESDAY, OCTOBER 23, 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.

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

1. Call to Order

- Angela Knapp Eggers called the meeting to order.

2. Approval of Minutes from September 25, 2024

- Motion to approve made by Jason Fenton, Vic Ragha seconded. After a Board vote the motion passed.

3. Consider: Financial Report

- Braley Beck presented the following Financial Report:
 - o Expenditures: Actual \$2.35 million
 - o HOT Funds: Actual \$2.41 million
 - o Revenue: Actual \$2.98 million
 - o Net Revenue not including interest income: Total \$635,343
 - o There is \$132,489 available to move to reserves
- Motion to approve the Financial Report as presented made by Vic Ragha, Payal Nathu seconded. After a Board vote the motion passed.



4. Consider: Changes to Financial Policy

- Braley Beck presented the following Financial Policy Change:
- Proposed Change: "approves the fiscal year budget on an annual basis" to "and the Amarillo City Council, approves the fiscal year budget on an annual basis". Also "Board of Directors approval required for all expenditures over 50,000" to "Board of Directors and Amarillo City Council approval is required for all expenditures over 50,000".
- Motion to approve the change to the financial policy as presented made by Bobby Lee, Coco Duckworth seconded. After a Board vote the motion passed.

5. Review and Discuss: Nominations Policy

- At each January meeting of the ACVB Board of Directors, the Directors shall elect the following persons:
 - o A president who shall preside at all meetings of the Board of Directors and of the Executive Committee
 - o A Vic President; and
 - o A Treasurer
- Officers serve a two-year term as outlined in the ACVB Bylaws and will begin their term immediately

6. Consider: Motion by Grant Jury for 2024.25 Arts Marketing Grant Awards

- Sherman Bass presented the Arts Marketing Grant Award money.
- Motion to approve the Arts Marketing Grants Awards as presented made by the Grant Jury, Vic Ragha seconded. After a Board vote the motion passed.

7. Update: Film Commission

- Sherman Bass presented the following year in review:
- There were 8 Film Commission meetings with 90 total attendance. There was an average of 11 people per meeting. The Film Commission has had 2 Film Makers social hour that average about 70 people in attendance. The Film Location Gallery has gotten off to a slow start with only 12 new locations and 1 self-submission. The Film Production Directory has 19 submissions, which is up 137% from last year.
- Projects:
 - o Relic Dragon spent 3 days in Amarillo
 - o AT&T and Brand USA – 3 weeks of total production between the 2 with Brand USA working on a Route 66 production.
 - o Great outdoors and Samantha Brown worked on a Route 66 production.
 - o Core Film Collective group filmed 7/8 shorts – some of which were in the AiFF.



- Paramount was in Amarillo with Yellowstone for 13 days with over 200 cast and crew at peak. 1923 was also here for 8 days with about 100 cast and crew.
- Sherman Attended 9 Film Conventions for 23.24 FY
- Sherman plans to attend 10 Film Conventions in 24.25 FY
- AiFF (Amarillo International Film Festival) was a big success. The feedback was great. There were 36 films selected and 5 of those being from Amarillo. There was a peak attendance of about 147 people with an average of 64 people per film showing. 13 awards were given.
- Sherman is working on getting the Music Friendly Advisory Board reengaged.
- Arts Committee has 12 organizations that are confirmed participating in this year's Art theme and there were 10 applications for marketing grants

8. Announcement: TripAdvisor and Tourism Friendly Designation Reception

- Kashion Smith announced that TripAdvisor will be here on December 10th 5-7pm at AQHA. There will be a reception, and the State Tourism Office will be here to give us our Tourism Friendly designation.

9. Public Forum

- There were no comments.

10. General Announcements from Board Member

- There were no comments.

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

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



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

**REGULAR MEETING TO BE HELD ON TUESDAY, NOVEMBER 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 October 1, 2024**
- 3. Update: CVB Board**
- 4. Update: Public Arts and Beautification Board**
- 5. Update: 24-25 Arts Grants**
- 6. Update: 24-25 and 25-26 Arts Themes**
- 7. Public Forum**
- 8. General Announcements from Committee Members**
- 9. Future meeting dates**
December 3, 2024; January 2025 TBD, February 7, 2025 Combined Social Hour
- 10. Adjournment**

“Creativity is a drug I cannot live without.” - Cecil B. DeMille

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

1. Call to Order

- Rachel Flores called the meeting to order.

2. Approval of Minutes from October 1, 2024

- Motion to approve made by Cindy Perez, Sammy Carter seconded.

3. Update: CVB Board

- Kashion Smith announced the CVB Board approved the arts marketing grants. Sherman announced a film update for the board. Gave a reminder that on December 10th at AQHA there will be a reception for the Tourism Friendly Designation which will feature Trip Advisor. Another reminder is that on December 11th there will be Trip Advisor training.

4. Update: Public Arts and Beautification Board

- Cindy Perez announced that Bronco Wild Fund donated 10k to the Parks ad Rec department. Hoping to use funds to create another natural wildlife area. Applications are still open for murals and ends December 31st.

5. Update: 24-25 Arts Grants

- Sherman Bass announced that all participants have been notified and payments should be going out soon.

6. Update: 24-25 and 25-26 Arts Themes

- Sherman Bass announced that we are currently in the 24-25 theme and to please get your marketing in ASAP. The 25-26 theme is Route 66 Revival.

7. Public Forum

- There were no comments.

8. General Announcements from Committee Members

- Alissa Henderson with Amarillo Opera announced that Carmen was a smashing success. Also announced that on December 6th the 3 Redneck Tenors will be performing.
- Deana Craighead from PPHM announced that Annual Tidings of the Trees will take place on the 21st of this month. Also announced on December 7 PPHM will have their annual Christmas open house.
- Jason Crespín with ALT announced they are having karaoke night this Saturday to raise money for a fundraiser. On November 10 and 11 the ALT will be having auditions for their production of Dial M For Murder. Also announced they have sold out shows for Charlotte's Web which being performed November 15-24th. On November 29th the ALT will Rockin Around the ALT Tree live telethon. The ALT will be having a production of A Christmas Story December 5-22.
- Sammy Carter with Amarillo Symphony announced November 16th is the CMA concert at the Amarillo Area Foundation. November 22 and 23 is the Epic Movie concert at the Globe News. In December is the Holiday Pops concert.
- Kay Kennedy HPPR finished another fundraiser with last count being 56k. HPPR readers book club is meeting on the 17th which will be an on-air discussion.

- Cindy Perez announced that they just finished Monster park.
- Beth Duke announced they will have their Electric Light parade on December 6th with the theme being Parade of Trees.
- Ashley Almanza with AQHA announced they just closed submissions for youth art show with 56 submissions. December 6th will be the reception, and the paintings will be put up in the gallery. New exhibit Behind the Action featuring props and costumes from the popular tv series 1883 which will be offered in Spanish as well.
- Rachel Flores with Arts in the Sunset announced they finished up Christmas Round Up this past weekend. They will be having an open house on November 15th. The National Geographic exhibit is still up. December 6th is First Friday Art Walk.

9. Future meeting dates

December 3, 2024; January 2025 TBD, February 7, 2025 Combined Social Hour

10. Adjournment

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

“Creativity is a drug I cannot live without.” - Cecil B. DeMille

Respectfully submitted,



Alexis Gunter

Executive Assistant



COMMITTEE MEETING TO BE HELD ON TUESDAY, NOVEMBER 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.

Light breakfast at 8:30 am

- 1. Call to Order**
- 2. Approval of Minutes from October 8, 2024**
- 3. Introductions and Acknowledgements**
- 4. General Announcements**
- 5. Annual Report: Greater Amarillo Film Commission**
- 6. Discussion: Area Film Friendly Communities**
- 7. Future meeting dates**
 - Dec. 10, 2024 no meeting - 5 pm Tourism Friendly reception at AQHA**
 - Jan. 14, 2025**
 - Feb. 7, 2025 no meeting First Friday: Film/ Music/ Arts combined Social Hour**
- 8. Adjournment**

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MINUTES OF THE REGULAR FILM COMMITTEE MEETING HELD ON TUESDAY, NOVEMBER 12, 2024, AT 9:00 AM IN THE BOARD ROOM OF THE BIVINS HOUSE, 1000 S. POLK AMARILLO, TEXAS.

Light breakfast at 8:30 am

1. Call to Order

- Sheryl Anderson called the meeting to order.

2. Approval of Minutes from October 8, 2024

- Motion to approve made by Kay Kennedy, David Brandon seconded.

3. Introductions and Acknowledgements

- Everyone in the room introduced themselves

4. General Announcements

- Carl Watson announced that they had their premiere of Dead Community Guild in Dumas.

5. Annual Report: Greater Amarillo Film Commission

- Sherman Bass presented the following:
 - o 90 total attendance at the film meetings with an average of 11 people per meeting.
 - o 2 film makers social hour with an average of 70 in attendance
 - o Location Gallery: If you submit through us, it will be seen on our website
 - o Production Directory: 19 Submissions, Ability for anyone to submit their details and manage their account.
 - o Relic Dragon: Filmed in January for 3 days in Palo Duro Canyon
 - o AT&T was here for a documentary for 3 weeks and Brand USA has been in twice working on a large promotion on Route 66.
 - o Great Outdoors from Australia filmed for 3 days. Samantha Brown was also here focused on Route 66.
 - o Core Film Collector Group celebrated one year in August. They have filmed 7/8 films so far. They had 2 films in AiFF.
 - o Paramount, Yellowstone spent 13 days in the area and 1923 spent 8 days
 - o FY 23-24 Promotion: Sherman Attended 9 Festivals/Conventions
 - o FY 24-25 Promotion: Sherman will attend 10 Festivals/Conventions
 - o AiFF was a smashing success. 36 Films selected and 5 were from Amarillo.
 - o Music Friendly Advisory Board to be reengaged



- Arts Committee 12 orgs confirmed participation in this years theme On the Silver Screen and 10 applications for marketing grants which were awarded last month at the CVB Board meeting.

6. Discussion: Area Film Friendly Communities

- Discussion centered around location directory and how to engage other film friendly communities. Will consider individual in person meetings, as well as regional meetings with a few communities at a time. We would welcome the opportunity to speak at a Higher Ground or Plains Trail meeting. We are willing to host a "testimonials" page on our website. Maybe CORE could produce it?

7. Future meeting dates

Dec. 10, 2024 no meeting - 5 pm Tourism Friendly reception at AQHA

Jan. 14, 2025

Feb. 7, 2025 no meeting 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, NOVEMBER 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 October 9, 2024**
3. **General Announcements**
4. **Drawing: Business Spotlight for January Meeting**
5. **Presentation: Partnering with the Tri-State Fairgrounds and Exposition, Brady Ragland**
6. **Reminder: Texas Friendly Designation and Presentation Event (in place of December CT meeting)**
7. **Discussion on future meeting dates and possible agenda items.**

The next meeting date is January 8, 2025

8. **Adjournment**

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MINUTES OF THE REGULAR C&T MEETING HELD ON WEDNESDAY, NOVEMBER 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 October 9, 2024

- Motion to approve the minutes made by Chase Hess, Daphne Adkins seconded.

3. General Announcements

- Beth Duke announced that December 6th is the Electric Light Parade, and the theme is Parade of Trees. The parade starts at 6pm.
- Chase Hess announced that this Friday from 11-1 the Dixon Creek Boutique will have a ribbon cutting.
- Matt Marrs announced that 101.9 the bull will have their Christmas Music Switch on November 16, 2024, which will be a live broadcast from the Cactus Cove Inn.
- Ashley Almanza with AQHA announced that they launched their new exhibit Behind the Action. This will be up for a whole year. Hoping to have an special event in May featuring a special guest.

4. Drawing: Business Spotlight for January Meeting

- Josh Pipkin will present 3-5 minutes at the next C&T meeting.

5. Presentation: Partnering with the Tri-State Fairgrounds and Exposition, Brady Ragland

- Brady Ragland presented the following:
 - o Expo has been around for 100 years, 501C3, responsible for maintaining and improving the Tri-State Fairgrounds year-round, responsible for the production of the Tri-State Fair & Rodeo.
 - o 104 acre-grounds, 12 buildings/structures, 5.8 million in improvements to the fair grounds over the last 10 years.



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

- Largest family event in Texas Panhandle with approx. 125,000 attendees. Livestock Shows, Equine Events, Rodeo, Carnival Midway, Food Vendors, Shopping, Concerts, Art& Crafts
- Offseason Events: Utilized 240 days per year on average. 70-90 events per year on average. 21 million economic impact on city of Amarillo (2018 study).
- Mission Statement:
 - Strengthening the local economy
 - Showcase, Promote, Provide and Transact
 - Supporting Education
 - Scholarships, Promotion, and Hands on Learning
 - Hosting entertaining, family – friendly events.
 - Quality of Life and Cost-Effective Entertainment
- Scholarship Giving
 - Fund began in 2004 and total amount awarded since then is \$475,250 with 474 students reached.
 - Annual Giving = \$89,000 and rising
- Junior Fair Board
 - Designed for 9-12th graders, serve at various events, speak to local community about TSF and volunteer during the TSF
- Amarillo Classic Junior Stock Show
 - December 4-7; TSF, Nationwide Junior stock show, Cattle, Sheep, Goats and Pigs, Showmanship.

6. Reminder: Texas Friendly Designation and Presentation Event (in place of December CT meeting)

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

The next meeting date is January 8, 2025



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

8. Adjournment

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

Respectfully submitted,

A handwritten signature in black ink that reads "Alexis Gunter".

Alexis Gunter

Executive Assistant



(806)374-1497

info@visitamarillo.com

1000 S. Polk St. Amarillo, TX 79101

NOTICE OF MEETING & AGENDA COMMUNICATIONS COMMITTEE

REGULAR MEETING TO BE HELD ON WEDNESDAY, NOVEMBER 13, 2024, AT 9:45 AM VIA ZOOM.

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

1. Call to Order
2. Approval of Minutes from August 14, 2024
3. General Announcements from Committee Members
4. Report
5. 2024-2025 Campaign Calendar
6. PR Brainstorming
7. Future Meeting Dates
 - February 12, 2025, May 14, 2025
8. Adjournment

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(806)374-1497

info@visitamarillo.com

1000 S. Polk St. Amarillo, TX 79101

**MINUTES OF THE REGULAR COMMUNICATION MEETING HELD ON WEDNESDAY, NOVEMBER 13, 2024, AT
9:45 AM VIA MICROSOFT TEAMS.**

1. Call to Order

- Hope Stokes called the meeting to order.

2. Approval of Minutes from August 14, 2024

- Motion to approve made by Coco Duckworth, Aaron Soto seconded

3. General Announcements from Committee Members

- No announcements

4. Report

- Hope Stokes reported the following:
 - o Visitation Trends: LOS is up 33%
 - o Top length of stay: Dallas/Ft Worth, Houston, LA, Phoenix, Oklahoma City, Etc
 - o Out of State: Twice as many visitors are coming from OKC than Denver
 - o Q3 Performance at A Glance: Well above benchmark on pretty much everything.
 - o Top Performers: Amarillo's Hidden Gems
 - Google Responsive 865,478 Impressions and 25,655 Clicks
 - Google Video 226,275 impressions 44,265 views
 - Meta 77,725 impressions 2,332 clicks
 - o Amarillo QBR & Immersion
 - Revised Out of State DMA
 - Colorado Springs, Denver, Albuquerque, Kansas City, etc
 - o Media
 - Expedia
 - Explore opportunities
 - Trip Advisor
 - Destination page isn't worth the investment
 - Look into just an ad campaign, running ads on the site
 - Mobile Speed Targeting
 - Targets users while they are driving. Consider an ad directing to Spotify playlist
- Will discuss with Spotify rep for running similar campaign leading up to and during the Route 66 Festival

- SEM
 - Keep an eye on changes with Google. Traffic has been declining.
 - Immersion Highlights
 - Big Texan is much more than just a steak challenge
 - Amarillo is definitely a combo of old west and new west
 - Local sentiment is that Amarillo isn't "a destination"
 - Thrifting/antiquing paradise!
 - Artist community is so surprising but also true to the Pioneer core.
 - Dining & Drinks
 - Interesting History and Amarillo speak
5. 2024-2025 Campaign Calendar
- Hope will send the calendar after the meeting.
6. PR Brainstorming
- Say Cheese, Mobile Cadillac, Mobile Boots, Ghost Tours, Egg Carton,
7. Future Meeting Dates
- February 12, 2025, May 14, 2025
8. Adjournment
- There being no further business Hope Stokes adjourned the meeting.

Respectfully submitted,

Alexis Gunter

Alexis Gunter
Executive Assistant





October Financial Report

Fiscal Year 2024.25
October 2024

Prepared by
Braley Beck

Prepared on
November 14, 2024

Summary

Quick Look:

- As of reporting, the October 2024 HOT Collections have not been remitted to the CVB from the City of Amarillo
 - After speaking with a City of Amarillo contact, payment is expected via wire transfer by end of day November 14, 2024
- Expenses came in at ~\$17,140 under budget
 - This is mainly due to budgeted expenditures being paid before and after the anticipated date and balancing each other out.

Revenue and Sales:

- Total Revenues for October 2024 amounted to ~\$38.
 - This amount is due to HOT collections not being remitted by the City of Amarillo at the time of this report.
- An additional ~\$10,365 of interest income was received
- ACVB HOT disbursements are expected to total \$191,929, \$1,740 less than anticipated

Expenses and Cost Management:

- Expenses in October were under budget by ~\$17,140
- Many line items are under budget generally due to the timing of anticipated expenses. Arts is over budget for October due to the timing of grant awards.
- **Departmental Expenses Over and Under:**
 - Administration: Under Budget by ~\$45,073
 - Audit fee budgeted at \$16,000 has not been invoiced yet.
 - ~13,688 from Personnel Expenses
 - Advertising: Under Budget by ~\$2,094
 - Arts: Over Budget by \$112,200
 - We were able to complete the arts grant process earlier than anticipated and remit payment prior to November
 - Communications: Under Budget by ~\$7,892
 - Film Commission: Under Budget by ~\$6,046
 - Route 66 Festival: Under Budget by ~\$1,001
 - Sales: Under Budget by ~\$27,803
 - Servicing: Under Budget by ~\$19,426
 - Special Projects: Under Budget by ~\$3,388
 - Tourism: Under Budget by ~\$20,807.99

HOT Collections:

- October's Total HOT collections were up 1.7% from the City's projected number. A total of ~\$11,414.
- For October, the ACVB portion of HOT collections were up ~\$4,892 from the City's projections. However, these were \$1,740 less than ACVB budget.

Statement of Financial Position

As of October 31, 2023

Total

ASSETS

Current Assets

Bank Accounts

1000 Petty Cash	0.00
1010 Restricted Interest Checking Account	793,527.68
1020 Non-Restricted Checking	18,122.79
1030 Reserves Account	2,034,981.78
1071 Bill.com Money In Clearing	150.00
1072 Bill.com Money Out Clearing	-836.60
In-Kind Clearing	0.00
May 2023 Vanilla Gift Card for Content Creators	27.13
Total Bank Accounts	2,845,972.78

Accounts Receivable

1100 Accounts Receivable (A/R)	155.16
Total Accounts Receivable	155.16

Other Current Assets

1060 Undeposited Funds	0.00
1210 Inventory	20,161.34
Inventory Asset	227.50
Total Other Current Assets	20,388.84

Total Current Assets

2,866,516.78

Fixed Assets

1300 Fixed Assets	
1310 Furniture	4,328.95
1320 Computers	-793.78
1330 Accumulated depreciation	-10,104.37
Total 1300 Fixed Assets	-6,569.20

Total Fixed Assets

-6,569.20

TOTAL ASSETS

\$2,859,947.58

LIABILITIES AND EQUITY

Liabilities

Current Liabilities

Accounts Payable

2010 Accounts Payable (A/P)	142,867.48
Total Accounts Payable	142,867.48

Credit Cards

	Total
2300 Credit Card	
2305 BOA Credit Card - Through COA	0.00
2310 Spend & Expense Credit Card	46,767.62
Total 2300 Credit Card	46,767.62
Total Credit Cards	46,767.62
Other Current Liabilities	
2100 Sales Tax Payable	60.72
2200 Payroll Liabilities	
2215 Federal Taxes (941/943/944)	0.00
2225 TX Unemployment Tax	0.00
2230 Retirement - Employee Contribution	1,115.54
2235 Retirement Loan	0.00
2240 Employee Benefits to Pay	
2245 Vision	24.65
Total 2240 Employee Benefits to Pay	24.65
2250 Other Payroll Liabilities	
2255 AFLAC Accident	66.60
2260 AFLAC Cancer	-0.78
2265 AFLAC Critical	0.00
2270 AFLAC Hospital	0.00
2275 AFLAC Short-Term Disability	0.00
Total 2250 Other Payroll Liabilities	65.82
After-tax Roth	0.00
Unauthorized Expense Deduction	47.29
Total 2200 Payroll Liabilities	1,253.30
2400 Other Current Liabilities	
2410 Employee Expense Reimbursements Payable	60.46
Total 2400 Other Current Liabilities	60.46
Direct Deposit Payable	0.00
Repayment	
ATT Maritime Charge	0.00
Total Repayment	0.00
Total Other Current Liabilities	1,374.48
Total Current Liabilities	191,009.58
Total Liabilities	191,009.58
Equity	
Opening balance equity	2,325,681.38
Retained Earnings	706,609.46
Net Revenue	-363,352.84
Total Equity	2,668,938.00

TOTAL LIABILITIES AND EQUITY

Total
\$2,859,947.58

	Administration	Advertising	Arts	Communications	Film Commission	Route 66 Festival	Sales	Servicing	Tourism	Not Specified	TOTAL
6215 Arts Grants			113,000.00								113,000.00
6220 Advertising		65,624.69			2,000.00						67,624.69
6250 Association Dues and Memberships	1,650.00				940.00				700.00		3,290.00
6260 Software	276.00			1,913.16							2,189.16
6270 Research	4,500.00										4,500.00
6310 Ad Production						500.00					500.00
Total 6000 Program Expenses	7,961.59	67,034.85	113,000.00	2,902.67	4,454.00	501.07	43,342.35	14.05	28,042.01	0.00	287,252.59
7000 Administrative Overhead											0.00
7100 Contractual Services	404.32										404.32
7110 Communications Billing	439.06										439.06
7120 Postage	134.65										134.65
7140 Rental Land & Buildings	74.00										74.00
7150 Vehicle Lease	781.14										781.14
7160 IT Services	983.00										983.00
7170 Rented Equipment	367.26										367.26
Total 7100 Contractual Services	3,183.43										3,183.43
7200 Other Charges										0.00	0.00
7220 Mileage	1,103.21									0.00	1,103.21
7230 Legal Fees	2,025.00										2,025.00
7240 Executive Office Overhead	192.21										192.21
7250 Bank Fees/Service Charge	1,000.35										1,000.35
Total 7200 Other Charges	4,320.77									0.00	4,320.77
7300 Administrative Software	727.75										727.75
7800 Misc. Office Expense	689.22										689.22
Total 7000 Administrative Overhead	8,921.17									0.00	8,921.17
Total Expenditures	63,615.08	67,034.85	113,000.00	-2,902.67	4,454.00	501.07	43,342.35	14.05	28,042.01	0.00	372,906.08
NET OPERATING REVENUE	-93,578.49	-67,034.85	-113,000.00	-2,902.67	-4,454.00	-501.07	-43,342.35	-14.05	-28,042.01	0.00	-372,867.48
OTHER REVENUE											
4100 Interest Income	10,365.01										10,365.01
Total Other Revenue	10,365.01	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	10,365.01
OTHER EXPENDITURES											
7400 Depreciation Expense	850.36										850.36
Total Other Expenditures	850.36	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	850.36
NET OTHER REVENUE	9,514.65	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	8,514.65
NET REVENUE	\$ -84,061.84	\$ -67,034.85	\$ -113,000.00	\$ -2,902.67	\$ -4,454.00	\$ -501.07	\$ -43,342.35	\$ -14.05	\$ -28,042.01	\$ 0.00	\$ -383,352.84

Budget Vs Actual Revenues by Month

	Oct 2024				Total			
	Actual	Budget	over Budget	% of Budget	Actual	Budget	over Budget	% of Budget
REVENUE								
4500 Merchandise Sales					0.00	0.00	0.00	0.00%
4530 Product Sales	38.59		38.59		38.59	0.00	38.59	0.00%
Total 4500 Merchandise Sales	38.59		38.59		38.59	0.00	38.59	0.00%
Total Revenue	38.59	0.00	38.59	0.00%	38.59	0.00	38.59	0.00%
GROSS PROFIT	38.59	0.00	38.59	0.00%	38.59	0.00	38.59	0.00%
EXPENDITURES								
Total Expenditures			0.00	0.00%	0.00	0.00	0.00	0.00%
NET OPERATING REVENUE	38.59	0.00	38.59	0.00%	38.59	0.00	38.59	0.00%
OTHER REVENUE								
4100 Interest Income	10,365.01		10,365.01		10,365.01	0.00	10,365.01	0.00%
Total Other Revenue	10,365.01	0.00	10,365.01	0.00%	10,365.01	0.00	10,365.01	0.00%
NET OTHER REVENUE	10,365.01	0.00	10,365.01	0.00%	10,365.01	0.00	10,365.01	0.00%
NET REVENUE	\$10,403.60	\$0.00	\$10,403.60	0.00%	\$10,403.60	\$0.00	\$10,403.60	0.00%

Actual Hotel/Motel Tax Collections

2024.25

Month	Total Collections	HOT Rebate	Civic Center	City Total	CVB General	Bond Payment	Activity Fund	CVB Total	Grand Total	Original Projection	Variance	% Difference
October	\$ 727,689.00	\$ 65,965.00	\$ 330,862.00	\$ 427,529.00	\$ 283,596.00	\$ 91,667.00	\$ 47,266.00	\$ 239,195.00	\$ 661,724.00	\$ 650,310.00	\$ 11,414.00	1.7%
November										684,068.00		
December										661,459.00		
January										572,102.00		
February										513,126.00		
March										482,480.00		
April										722,651.00		
May										664,529.00		
June										703,231.00		
July										941,529.00		
August										895,123.00		
September										744,417.00		
Total	\$ 727,689.00	\$ 65,965.00	\$ 330,862.00	\$ 427,529.00	\$ 283,596.00	\$ 91,667.00	\$ 47,266.00	\$ 239,195.00	\$ 661,724.00	\$ 8,239,025.00	\$ 11,414.00	1.740%

Definite Leads and Assists

Date Range: 11/01/2024-12/31/2025

Group	Account	Meeting Name	Meeting Dates	People	Total Room Nights	Econ Value
Meeting Sales	Amarillo College Washington Campus	USITCC South Central Regional Student Conference 2024	11/07/2024 - 11/09/2024	100	96	\$53,346.76
Sports Sales	Texas Panhandle Youth Sports Foundation	Frozen Rope Stuggest 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 - 11/19/2024	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	\$4,976,165.84
Sports Sales	Bronc Stomper Productions, LLC	Bronc City Broncs and United Bucking Horse Association World Finals	11/15/2024 - 11/18/2024	150	0	\$921,160.86
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 - 12/01/2024	65	0	\$122,620.48
Sports Sales	CBT Barrel Racing	2024 Christmas Cash Barrel Racing	11/29/2024 - 12/01/2024	40	0	\$46,143.09
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	860	\$329,808.82
Meeting Sales	Global Animal Products	2024 Christmas Meeting	12/11/2024 - 12/14/2024	15	47	\$22,233.45
Sports Sales	Northside Toy Drive	Northside Toy Drive Black tie event 2024	12/13/2024 - 12/14/2024	50	0	\$10,728.93
Sports Sales	National Junior College Athletic Association	2024 NICA Football Championship	12/16/2024 - 12/19/2024	160	589	\$366,373.83
Meeting Sales	The Kody Hodge Foundation	2025 Kody Hodge One Act Play Festival	02/19/2025 - 02/22/2025	200	0	\$41,863.37
Meeting Sales	West Texas Pharmacy Association	2025 WTPA Annual Conference	02/26/2025 - 03/02/2025	60	100	\$52,212.17
Meeting Sales	Jehovah Witnesses	CCW Circuit Event	03/22/2025 - 03/23/2025	70	0	\$14,490.00
Meeting Sales	Texas Water Utilities Association	Panhandle Regional Training 2025	03/24/2025 - 03/27/2025	50	0	\$60,740.22
Meeting Sales	FRST IN TEXAS	2025 FRST Robotic Competition- District Event	03/27/2025 - 03/30/2025	600	540	\$483,667.15
Meeting Sales	West Texas Ranch Rodeo	2025 World Championship Blacksmith Competition	04/09/2025 - 04/13/2025	250	240	\$208,441.24
Meeting Sales	Yellow City Comic Convention - YC3	2025 Yellow City Comic Convention - YC3	04/10/2025 - 04/13/2025	100	0	\$467,247.52
Sports Sales	Southwest Trampoline and Tumbling Association	2025 SITTA, Texas and New Mexico State Championship	04/11/2025 - 04/13/2025	175	0	\$0.00
Sports Sales	West Texas Ranch Rodeo	2025 West Texas Ranch Rodeo	04/11/2025 - 04/13/2025	300	160	\$0.00
Sports Sales	National Intercollegiate Ranch & Stock Horse Association	2025 NIRSHA Show	04/13/2025 - 04/16/2025	100	0	\$0.00
Meeting Sales	Jehovah Witnesses	CCW Circuit Event	04/19/2025 - 04/20/2025	70	0	\$14,490.00
Meeting Sales	Greater Southwest Music Festival	2025 Greater Southwest Music Festival	04/30/2025 - 05/03/2025	10	0	\$25,298.86
Sports Sales	Panhandle Quarter Horse Association	2025 PQHA VEH World Dress Show Rhenaral Show	05/02/2025 - 05/04/2025	100	40	\$68,697.35
Meeting Sales	Texas Workforce Commission	TWC Employer Regional Conference Amarillo 2025	05/08/2025 - 05/10/2025	20	20	\$25,324.45
Sports Sales	Amarillo Obedience Training Club	American Kennel Club (AKC) Licensed Agility Trials 2025	05/24/2025 - 05/26/2025	200	0	\$109,600.00
Sports Sales	Amarillo Gun Club (Texas Trapshooters Association)	2025 Texas State Trap Shoot	05/30/2025 - 06/15/2025	300	0	\$508,969.35
Meeting Sales	Beer Improvement Federation	2025 Beer Improvement Federation Research Symposium	06/09/2025 - 06/13/2025	250	733	\$0.00
Meeting Sales	Gateway to Success, Inc	George Washington Carver Diamond Jubilee 2025	06/11/2025 - 06/15/2025	40	225	\$144,450.77
Meeting Sales	3rd Marine Division Association	3rd Marine Division Reunion 2025	06/12/2025 - 06/15/2025	12	38	\$0.00
Meeting Sales	Western Writers of America	Western Writers of America Annual Meeting	06/18/2025 - 06/21/2025	100	480	\$184,348.68
Meeting Sales	Jehovah Witnesses	2025 Christian Congregation of Jehovah's Witnesses- Week 1	06/19/2025 - 06/22/2025	400	0	\$248,400.00
Meeting Sales	Jehovah Witnesses	2025 Christian Congregation of Jehovah's Witnesses- Week 2	06/26/2025 - 06/29/2025	400	0	\$248,400.00
Meeting Sales	American Quarter Horse Association	2025 Youth Excellence Seminar (YES) Leadership Conference	07/07/2025 - 07/11/2025	65	0	\$98,736.27
Meeting Sales	Amarillo Police Department	Iron Horse Shoot Out 2025	07/16/2025 - 07/19/2025	50	0	\$0.00
Meeting Sales	Church of Christ	2025 Area Wide Meeting a.k.a Brotherhood Meeting	07/24/2025 - 07/27/2025	150	230	\$178,844.61
Sports Sales	Panhandle Quarter Horse Association	2025 PQHA Bomb City Blowout Show	07/28/2025 - 07/27/2025	100	40	\$68,697.35
Meeting Sales	APMA-CON	2025 APMA-CON	08/02/2025 - 08/04/2025	350	0	\$74,196.41
Meeting Sales	Texas A&M AgLife Amarillo Research and Extension Center/District 01 Office	4-H Agent TMEA-HYOP 2025 Conference	08/04/2025 - 08/07/2025	75	160	\$98,889.92
Meeting Sales	Panhandle Kennel Club of the American Kennel Club	2025 Panhandle Kennel Club of Texas	09/09/2025 - 09/14/2025	300	0	\$271,156.98
Meeting Sales	American Quarter Horse Hall of Fame & Museum	American Quarter Horse Hall of Fame Banquet 2025	09/12/2025 - 09/14/2025	50	0	\$205,241.24
Sports Sales	United States Team Penning Association	2025 USTPA World Finals	10/16/2025 - 10/25/2025	200	0	\$14,490.00
Meeting Sales	Jehovah Witnesses	CCW Circuit Event	10/18/2025 - 10/19/2025	70	0	\$14,490.00
Meeting Sales	Hospitality Educators Association of Texas (HEAT)	HEAT- Hospitality Educators Association of Texas 2025	11/02/2025 - 11/05/2025	80	190	\$76,763.30
Meeting Sales	Jehovah Witnesses	CCW Circuit Event	11/15/2025 - 11/16/2025	70	0	\$14,490.00
Sports Sales	Amarillo Independent School District	Yellow City Classic Basketball Tournament 2025	11/24/2025 - 11/26/2025	40	0	\$31,419.52
Sports Sales	Texas USA Wrestling	2025 Panhandle Nationals Wrestling Tournament	11/28/2025 - 11/30/2025	350	0	\$394,280.25
Meeting Sales	IDEAG Group, LLC	2025 Amarillo Farm and Ranch Show	12/02/2025 - 12/05/2025	368	0	\$0.00
Total (51)				12,173	5,193	\$16,332,563.91

Groups Serviced 2024-2025

Date Range: 10/01/2024-11/06/2024

Group	Account	Meeting Name	Meeting Dates	People	Total Room Econ Value
Meeting Sales	B-2/ 501st Airborne	2024 B-2/ 101st Airborne Reunion	10/02/2024 - 10/06/2024	25	0 \$15,878.23
Meeting Sales	Amarillo CVB	Murguia/Phommahaxay Wedding	10/04/2024 - 10/07/2024	50	135 \$0.00
Meeting Sales	Family Reunion/Wedding Party's	Wilson School 2024 Reunion	10/04/2024 - 10/05/2024	25	0 \$0.00
Meeting Sales	Texas Speech Communications Association	2024 TSCA Conference	10/09/2024 - 10/12/2024	300	372 \$211,653.75
Meeting Sales	Amarillo CVB	Amarillo International Film Festival	10/10/2024 - 10/13/2024	50	120 \$37,801.91
Sports Sales	CrossFit 806	806 Classic - 2024	10/11/2024 - 10/13/2024	50	60 \$97,399.69
Meeting Sales	Fandom Events	Cottonwood Faire 2024	10/11/2024 - 10/13/2024	50	0 \$106,696.89
Sports Sales	Cowboy Mounted Shooting Association	2024 CMSA Wrangler World Championships	10/12/2024 - 10/20/2024	100	0 \$179,076.01
Sports Sales	United States Team Penning Association	2024 USTPA World Finals	10/17/2024 - 10/26/2024	200	0 \$202,096.31
Sports Sales	Legends Roughstock Series	Halloween Hullahalo 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	Ghous Just Wanna Have Fun 2024	10/19/2024 - 10/20/2024	80	0 \$65,524.39
Meeting Sales	Amarillo High School	Amarillo High School 50th Alumni Assoc. 2024 Reunion	10/25/2024 - 10/26/2024	50	0 \$22,834.65
Sports Sales	Texas Panhandle Youth Sports Foundation	Halloween Howl 2024	10/26/2024 - 10/27/2024	80	0 \$65,524.39
Sports Sales	Conference Commissioners Association Division 2	2024 D2CCA Tip Off Classic	10/31/2024 - 11/03/2024	76	348 \$171,809.85
Total (16)				1,525	1,160 \$1,510,155.43

Report: Lost Business Report

Lost Reason	Economic Impact	Lost Count	Meeting Start Date	Room After	Room Nigh	Economic Impact	Lost Reason	Lost Note
Unknown/Other	\$388,585.26	1						Lost Note Dates available at the Civic Center in 2026 interfere with Early Voting (same week as this years conference) but 2026 the Judges are up, so they selected Waco over Amarillo and Lubbock due only to dates.
Multiple Reasons	\$0.00	0						
Lost Business Detail								
Organization Name	Lead Name							
County Judges and Commissioners	104th Annual County Judges and Commissioners Association of Texas							
Association of Texas	Conference [7442]		10/18/2026	300	800	\$388,585.26	Dates	



Pending Meeting Sales & Sports Leads

Pending Meeting Sales & Sports Leads

11/01/2024 - 12/31/2027
Meeting Sales, Sports Sales

Jan 16 - 19 American Cornhole League
ACL Open #7 In 2025

Group: Sports Sales
Room Nights: 1000
Peak Rooms: 300
Attendance: 300
ETC: \$412,285.48
Lead

May 30 - Jun 1 Amarillo Kart Complex
Amarillo Karting Classic 2025

Group: Sports Sales
Room Nights: 290
Peak Rooms: 100
Attendance: 100
ETC: \$110,174.80
Lead

Jun 13 - 15 West Texas Youth Baseball
2025 West TX State Tournament- ALL DIVISIONS

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

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
ETC: \$0.00
Pending

Jul 18 - 22 Texas Panhandle Youth Sports Foundation
2025 Cal Ripken State Tournament

Group: Sports Sales
Room Nights: 0
Peak Rooms: 0
Attendance: 300
ETC: \$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: \$864,242.67
Lead

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
ETC: \$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
ETC: \$0.00
Pending

Apr
12 - 17
Dairy Calf & Heifer Association
Dairy Calf And Heifer Association Annual Conference

Group: Meeting Sales
Room Nights: 505
Peak Rooms: 185
Attendance: 185
ETC: \$0.00
Lead

Apr
24 - 27
MCR 11 Association
2026 Navy Seabee Veterans from all Eras

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

Jun
3 - 13
International Police Mountain Bicycling Association
IPMBA 2026

Group: Sports Sales
Room Nights: 752
Peak Rooms: 125
Attendance: 125
ETC: \$281,074.17
Pending

Jun
19 - 25
American Meat Science Association (AMSA)
2026 AMSA Reciprocal Meat Conference

Group: Meeting Sales
Room Nights: 1820
Peak Rooms: 493
Attendance: 400
ETC: \$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: 430
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 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
ETC: \$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
ETC: \$647,315.73
Pending

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

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

Apr 2 - 8 Texas APCO and Texas NENA
Texas Public Safety Conference 2026-2028

Group: Meeting Sales
Room Nights: 1430
Peak Rooms: 382
Attendance: 340
ETC: \$469,574.00
Lead

Apr 19 - 23 West Texas County Judges and Commissioners Association
98th WTCJCA Annual Conference 2027

Group: Meeting Sales
Room Nights: 775
Peak Rooms: 250
Attendance: 250
ETC: \$0.00
Lead

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
ETC: \$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
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: \$7,320,632.14



Presented to

VISIT AMARILLO



MADDEN

QUARTERLY BUSINESS REVIEW // JULY - SEPTEMBER 2024
STRATEGIC PLANNING SESSION

THE STUFF WE'RE GOING TO TALK ABOUT

WE'RE READY TO GO!

→ Intros

→ QBR Reporting

→ KBOs

→ Media

→ Creative

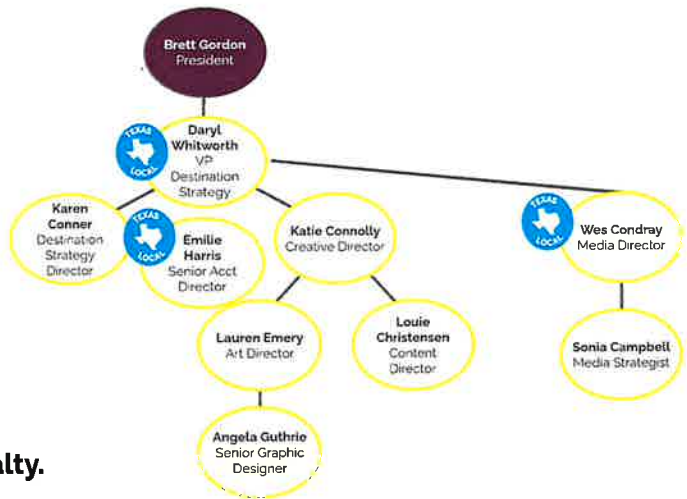


Team Jackalope

Team Jackalope !



HI THERE!



We grab your marketing by the horns.
Hopping into client projects is our specialty.



What's the industry buzzing about?

What's trending ?!

UNPACK '25

Expedia Group has launched their data-driven predictions of where people will go and what they'll do there in the year to come.

- **Detour Destinations:** Travelers are not only taking the road well-traveled, they're also taking detours to experience new places. These Detour destinations are less well-known and less crowded than tourist hotspots.
- **Goods Getaways:** Travelers are on the hunt in search of treasures they can't get at home and can't go home without. Gen Z is hitting the local supermarkets and grocery stores to find local delicacies.
- **Hotel Restaurant Renaissance:** When choosing hotels, travelers aren't just booking rooms. They're booking tables. Hotel restaurants are significantly contributing to hotel revenues, so hotels are stepping up their dining experiences and travelers are paying attention.
- **JOMO Travel:** The joy of missing out. Travelers believe can help improve their mental health and overall well-being. Many believe JOMO Travel allows them to better reconnect with loved ones.
- **The Phenomena-List:** A recent wave of travelers going to great lengths to witness natural phenomena. Travelers want a front-row seat to breathtaking natural wonders.
- **Set-Jetting:** Emerged in 2023 and entertainment on screen is still growing as a source of travel inspiration. Two-thirds of travelers shared that movies/tv shows have influenced their travel choices.

expedia group



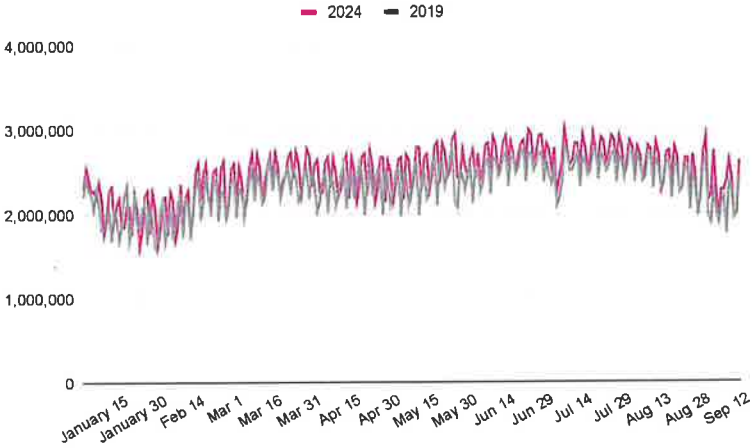
Travel Insights

What's been going on?!

2024 Continues Record-Breaking Year

Year-to-date, 2024 is on pace to be the biggest year ever for air travel, with the highest traveler throughput recorded ever by TSA.

TSA Traveler Throughput



Source: TSA

What's been going on?!

Steady travel spending and overall economic sentiment

YOY differences small for travel spending and attitudes toward the economy. Spending far outpaces 2019 (in part due to higher prices), overall economic sentiment and confidence lag pre-pandemic levels, though improved from 2022.



Travel Spending*
(Tourism Economics)

\$113.5B

↗ +3.4%

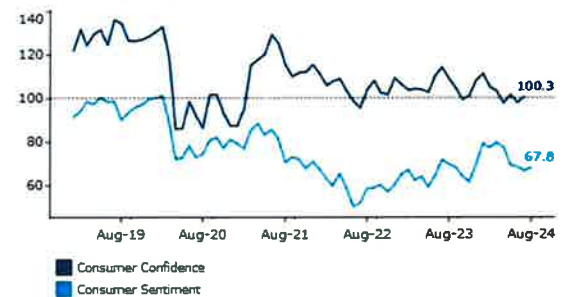
August vs. Previous Year

↗ +2.5%

YTD vs. Previous Year

Consumer Confidence & Sentiment Index

Index, 1985=100, prior 5-years



Source: Conference Board and University of Michigan

What's been going on?!

International arrivals continue to improve compared to 2023, but remain behind 2019 levels

Overseas arrivals continued to make gains, growing nearly 8% in August after 9% in July. Overseas arrivals for the year through August have recovered to 86% of 2019 volumes.



**Overseas Arrivals
(NTTO)**
↗ **+7.6%**
August vs. Previous Year

↗ **+15.2%**
YTD vs. Previous Year



**Overseas Arrivals
(NTTO)**
↘ **-11.5%**
August vs. 2019

↘ **-14.3%**
YTD vs. 2019

What's been going on?!

Travel Indicators

% change relative to same month vs. Previous Year

	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug
Travel Spending (Tourism Economics)	7.7%	5.1%	5.6%	4.7%	1.3%	2.2%	0.8%	2.9%	4.8%	2.5%	1.6%	3.4%
Air Passengers (TSA)	10.4%	11.7%	10.6%	9.7%	5.8%	10.7%	7.3%	5.1%	7.7%	6.3%	5.2%	5.5%
Overseas Arrivals (NTTO)	28.0%	21.4%	23.9%	23.7%	24.0%	25.8%	25.4%	9.2%	17.5%	13.7%	9.2%	7.6%
Hotel Demand (STR)	-0.2%	-1.3%	-0.8%	-1.2%	-1.2%	-0.8%	-2.0%	1.7%	2.0%	0.3%	0.0%	1.9%
Top 25 Group Hotel Demand** (STR)	-0.8%	2.0%	2.3%	-8.2%	9.1%	9.8%	-4.3%	11.3%	6.2%	1.5%	5.8%	6.2%
Short-term Rental Demand (AIRDNA)	1.6%	4.1%	5.4%	2.9%	0.2%	11.5%	10.5%	0.4%	11.5%	10.0%	8.7%	12.8%
National Park Visits (National Park Service)	2.3%	3.6%	1.4%	4.9%	-6.6%	-0.3%	9.4%	0.5%	-4.5%	2.2%	-5.8%	-6.0%



What's been going **on**?!

US:

Travel indicators

Spending, hospitality (L&H) jobs, and hotel demand are all up YOY. This is a continuation of a long-term trend for spending and L&H jobs, with the fifth straight month showing an increase in hotel demand.

Travel Spending

(Tourism Economics)

\$113.5B

- Up +3.4% August vs. Previous Year
- Up +2.5% YTD vs. Previous Year

Hotel Demand

(STR)

- Up +2.0% August YOY

L & H Jobs

(BLS)

- Up +1.8% August YOY

Source: U.S. Travel

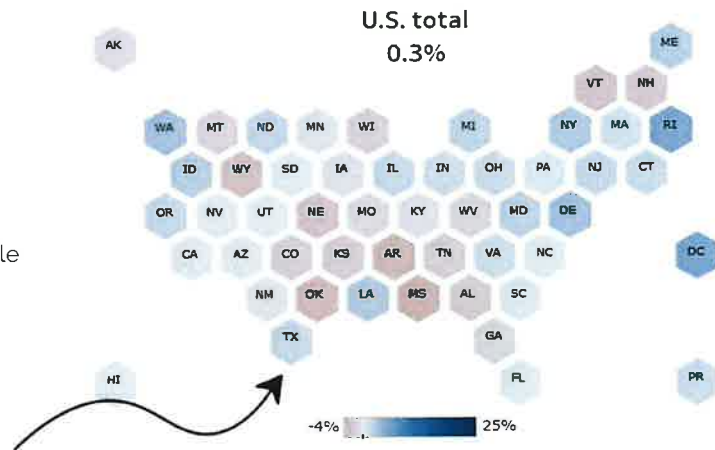
What's been going on?!

Texas: Lodging Demand

For August, lodging demand saw a **6.1% increase** YOY, surpassing the US total of 1.9% YOY. Since April 2024, Texas has outpaced the US.

Year to date, demand remains pretty flat with 0.3%. While surrounding states are seeing decreases.

Lodging Demand by State
August, 2024 (Year-to-Date), % change YOY



Source: U.S. Travel

What's been going on?!

US Hotel Forecast

The updated hotel forecast released in Aug by Tourism Economics and STR anticipates hotel demand will experience growth of less than 1% in 2024 before gaining momentum in 2025. Softening demand is particularly noticeable among lower price hotels where economic headwinds are impacting some household budgets.

The modest growth in hotel demand is projected to be matched by growth in the hotel supply, leaving the annual occupancy rate unchanged from 2023 to 2024 at 63%.

U.S. Hotel Forecast Summary

YOY % change, Forecast released August 2024

	2020	2021	2022	2023	2024	2025
Supply	-4.0%	4.9%	1.7%	0.3%	0.7%	1.0%
Occupancy	-33.4%	31.0%	8.7%	0.7%	0.0%	0.6%
Demand	-36.0%	37.4%	10.6%	1.0%	0.7%	1.7%
ADR	-21.6%	20.7%	19.9%	4.3%	2.0%	2.0%
RevPAR	-47.8%	58.2%	30.4%	5.0%	2.0%	2.6%
RevPAR relative to 2019	-47.8%	-17.2%	8.0%	13.4%	15.7%	18.7%

Source: STR; Tourism Economics



Visitation Insights

VISITATION TRENDS

Jul-Sep 2024 VS 2023
Average LOS, by Quarter & Year

Average LOS (Days)

3.1

↗ 33%

Overnight Visitor Share

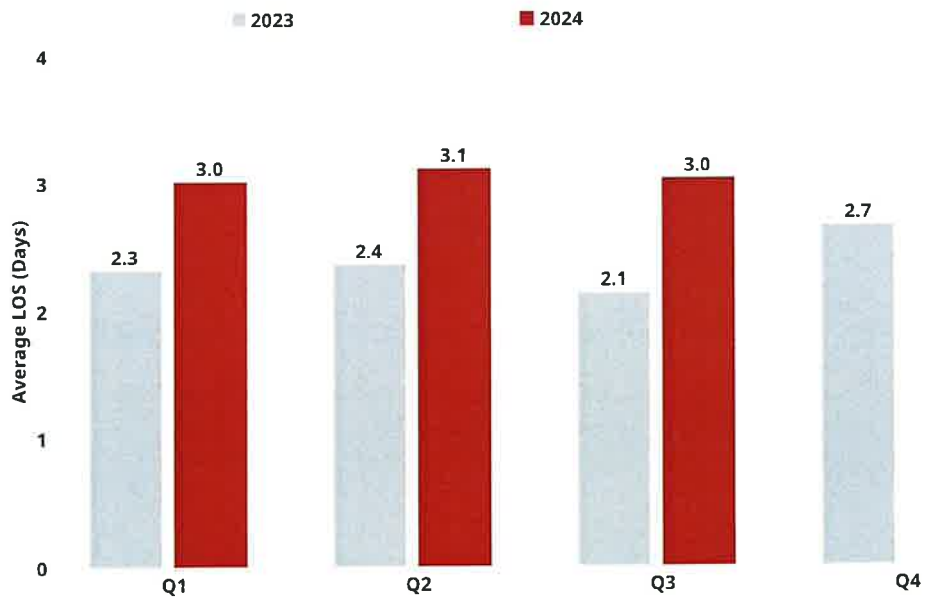
82%

↗ 2%

Out-of-State Visitor Share

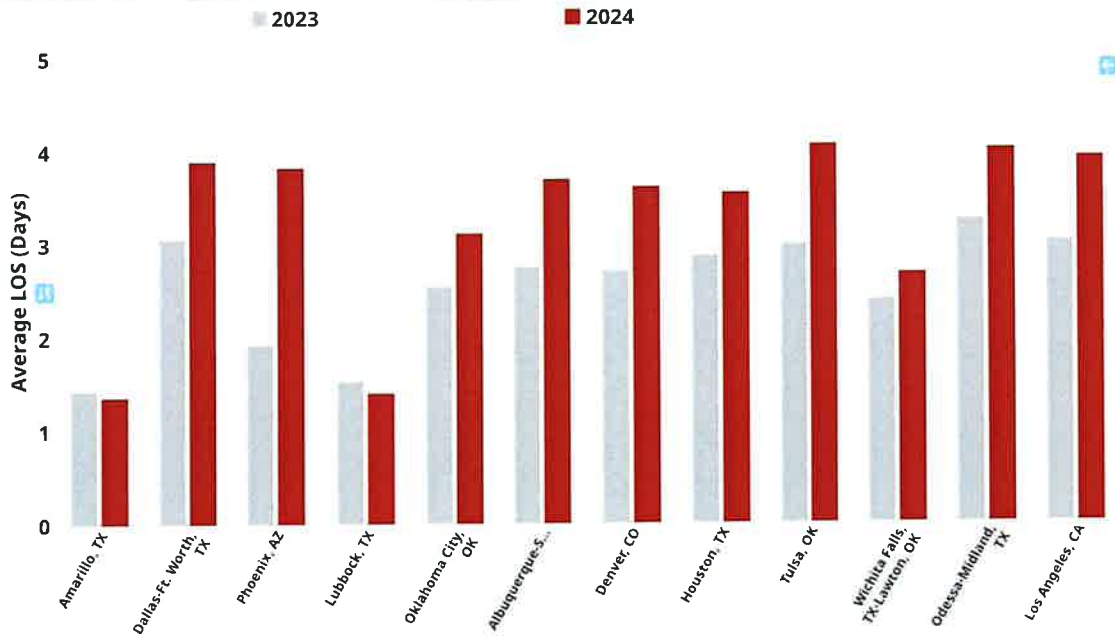
47%

↘ -10%



VISITATION TRENDS

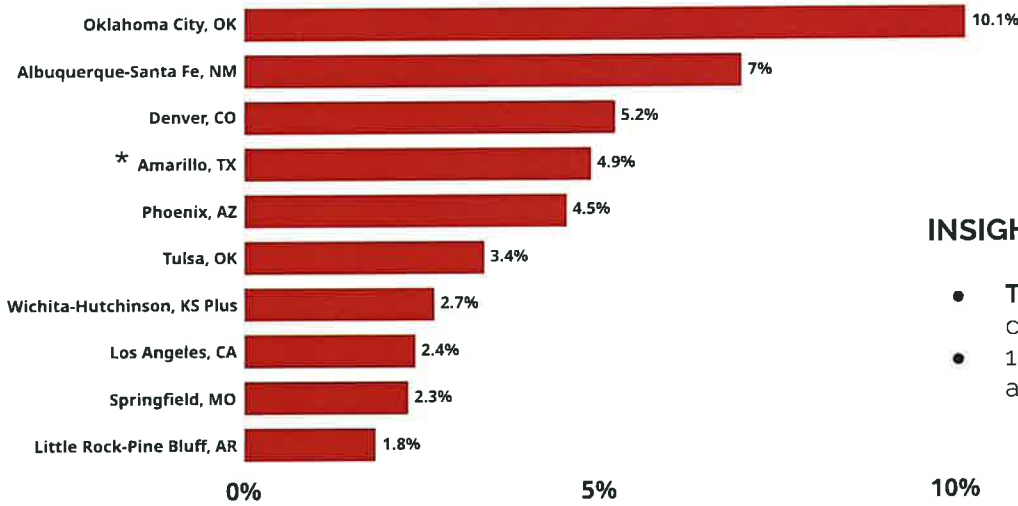
Jul-Sep 2024 VS 2023
Length of Stay, **Top 12** DMAs



Q3 VISITATION TRENDS

Jul-Sep 2024

Top **Out of State** Visitors



INSIGHTS:

- **Twice** as many visitors are coming from OKC *than* Denver.
- 10 percent of out-of-state visitors are coming from Oklahoma City.

* Metros are based on the NIELSEN DMA map, which metros may stretch across more than one state. Due to a portion of Amarillo DMA falling into New Mexico, Amarillo is listed here.

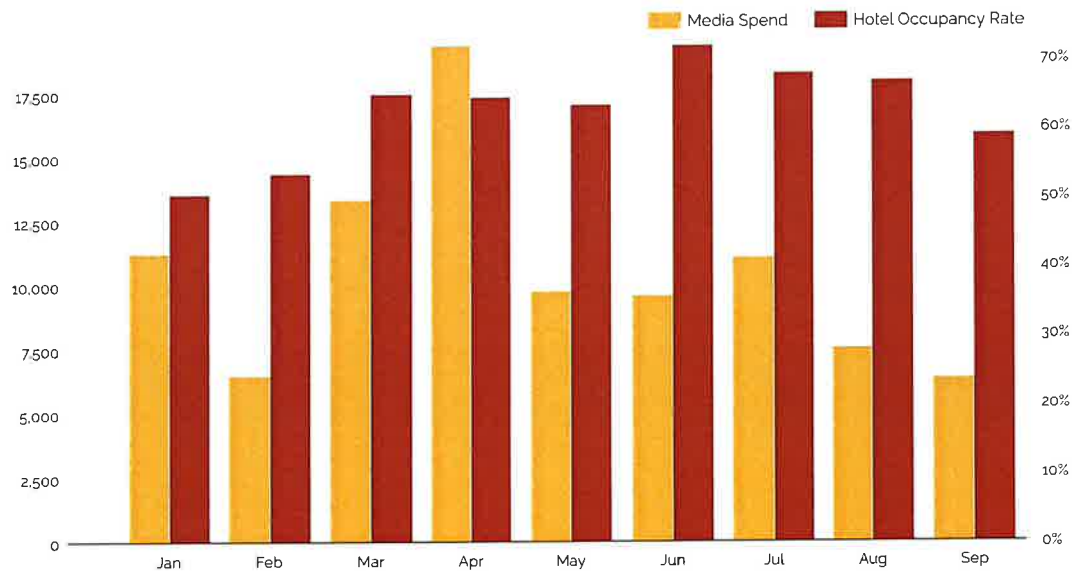
Origin Market Share

YTD MEDIA + LODGING TRENDS

JAN-SEP 2024

Source: Smith Travel Research + Madden Media

Media Spend + Occupancy Rate by Month





**General Leisure
Digital Media Performance**

TACTICS AT A GLANCE

AWARENESS

- Google Display Responsive
- Atmosphere TV

WHY?

Leverage Google Responsive Display and Atmosphere TV to skyrocket Amarillo's brand awareness where it counts; GRD places Amarillo front and center on digital platforms, while Atmosphere TV boosts visibility in popular venues.

INSPIRATION

- Meta Prospecting
- Google Video - Prospecting

HOW?

These beautiful, engaging display & video tactics allow for users to become immersed in all that Amarillo has to offer - allowing our audience to imagine themselves in the region.

CONSIDERATION

- Meta Remarketing
- Google Video - Remarketing

WHO?

Designed to re-engage users who have interacted with previous ads or visited the website, Remarketing campaigns serve ads that remind and persuade these users to reconsider and take action, effectively nurturing them through the decision-making process towards conversion & planning.

CONVERSION

- Google SEM

WHAT?

SEM campaigns are focused on driving conversions by capturing high intent users. By targeting these users with specific ads that lead to a site or landing page, these campaigns aim to directly increase time and engagement on site.

Q3 PERFORMANCE AT A GLANCE GENERAL LEISURE

SEM	GOOGLE VIDEO	GOOGLE DISPLAY	NETA PROSPECTIN	NETA REMARKETIN	ATMOSPHERE TV
→ 246,022 Impressions	→ 497,663 Impressions	→ 4,417,222 Impressions	→ 1,264,597 Impressions	→ 361,306 Impressions	→ 157,226 Reach (Contracted and AV)
→ 15,633 Clicks (YTD - 68,281 Clicks - 9.25% Above Goal)	→ 67,497 Views (YTD - 239,594 Views 55.23% Above Goal)	→ 96,733 Clicks (YTD - 218,657 Clicks 550.28% Above Goal)	→ 508,208 Reach	→ 130,740 Reach	→ 5,000 Delivered Ads (Contracted and AV)
→ 6.35% (Madden Benchmark 7.73%)	→ 62.69% (Madden Benchmark 56%)	→ 2.19% CTR (Madden Benchmark .96%)	→ 29,626 Clicks (YTD - 115,110 Clicks 63.63% Above Goal)	→ 10,825 Clicks (YTD - 88,697 Clicks 219.74% Above Goal)	
			→ 2.34% CTR (Madden Benchmark 1.55%)	→ 3.00% CTR (Madden Benchmark 1.79%)	

TOP PERFORMERS - GENERAL LEISURE

Meta

GOOGLE RESPONSIVE



Amarillo's Hidden Gems

Discover Amarillo's hidden dining gems and eat like a local

865,478 IMPRESSIONS
25,655 CLICKS
2.96% CTR

GOOGLE VIDEO



Sponsored · Visit Amarillo
43.6K views

226,275 IMPRESSIONS
44,265 VIEWS

Visit Amarillo sponsored

Uncover Amarillo's best-kept secret restaurants and savor the local flavor!

visitamarillo.com
Eat Like a Local
Hidden culinary gems [Learn more](#)

Karen Cr... 30 comments 33 shares

Like Comment Share

77,725 IMPRESSIONS
43,682 REACH
2,332 CLICKS
3.0% CTR

DMO Tourism Industry Benchmarks

PERFORMANCE TACTIC	LEISURE CTR	MADDEN BENCHMARK CTR	LEISURE DIFFERENCE
SEM	6.35%	7.73%	-1.38%
GOOGLE DISPLAY	2.19%	0.96%	+1.23%
GOOGLE VIDEO (YOUTUBE)	62.69%	56% VIEW RATE	+6.69%
META PROSPECTING (CTS)	2.34%	1.55%	+.79%
META REMARKETING	3.0%	1.79%	+1.21%

KEY INSIGHT

Responsive vs. Standard Display

RECOMMENDATION

For the Dining campaign, we incorporated both Responsive Display and Standard Display banners and saw great performance. While Responsive Display drove clicks, Standard Display earned the lionshare of impressions. This approach led to strong performance across the board. Standard Display allows for more inventory around relevant topics while Responsive Display adapts to each user. As we move forward, let's consider this 1:2 approach.

KEY INSIGHT

Go Deeper with Remarketing

RECOMMENDATION

We began to incorporate video into a few remarketing efforts and it paid off. Let's integrate video into our remarketing strategy! It has proven to be an effective way to share Amarillo's story with potential travelers. By utilizing remarketing videos, we can provide a deeper look into what Amarillo has to offer and highlight activities and experiences, encouraging conversions from travelers once they're in the market.

BIG WINS

Hungry...Hungry Travelers

RECOMMENDATION

On Meta, the Dining Campaign is seeing impressive engagement with a 3.27% CTR, 65,138 page engagements, 895 reactions, 74 saves and 99 shares. Let's continue to evolve this campaign to capitalize on its success.

OPPORTUNITIES

Maximizing Audiences

RECOMMENDATION

Amarillo has a loyal group of older travelers drawn by the region's history and nostalgia. While it's crucial to continue engaging this audience, we must also attract the millennial demographic to boost repeat visitation. Evolving our tactical approach and creative strategy will help us effectively connect with both older and younger audience bases.



Campaign Calendar

