

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

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

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

1. **Call to Order**
2. **Approval of Minutes from November 15, 2023**
3. **Update: Staffing changes**
4. **Report: Financials**
5. **Board Reminders: Bio/Headshots for website and Board Giving**
6. **Discussion: Formation of the ACVB Foundation**
 - 👤 **Name**
 - 👤 **Board Set Up**
 - 👤 **Purpose**
 - 👤 **Projects**
7. **Discussion and Consideration: Arts Marketing Grants Requirements**
8. **Public Forum**
9. **General Announcements from Board Members**
10. **Discussion on future meeting dates and possible agenda items.**

The next meeting date is February 21, 2024
11. **Adjournment**

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



State of Texas

County of Potter

City of Amarillo

MINUTES

On the 15th day of November 2023, the Convention and Visitors Bureau Board met at 8:30 AM in the Board Room of the Bivins Home, 1000 S. Polk.

Voting Member	Present	No. Meetings Held	No. Meetings Attended
Angela Knapp Eggers	Y	2	2
Vic Ragha	Y	2	1
Phyllis Golden	Y	2	1
Bobby Lee	N	2	1
Coco Duckworth	Y	2	1
Tom Scherlen	Y	2	2
Jason Fenton	Y	2	2
Payal Nathu	Y	2	2
Al Patel	Y	2	2
Ex-officios			
Beth Duke	Y	2	2
Bo Fowlkes	N	2	1
Brady Ragland	Y	2	2

Also present was Leslie Schmidt, Sr. Assistant City Attorney

Item 1: Call to order. Angela Knapp Eggers established a quorum and called the meeting to order.

Item 2: Approval of Minutes from October 25, 2023. Motion was made by Phyllis Golden, seconded by Jason Fenton, and unanimously carried to approve the October minutes.

Item 3: Presentation and Consideration: Financial Report. Braley Beck presented the Monthly Board Report for October 2023.

Kashion Smith reminded everyone that in the past our budget was based on projections. We have now reached the point that we can operate from cash on hand. We do not have reports from the City for this month's meeting, since it is being held a week early.

We now have three bank accounts for investments, checking and revenue. She explained that the revenue account is for non-HOT funds, board donations, sponsorships, and merchandise sales.

Braley Beck also presented an update on the new accounting software for paying invoices through Bill.

Item 4: Announcement: Board Appointments for January 2024. Kashion Smith reported that the City Council approved the Ex-Officio positions held by Beth Duke and Bo Fowlkes. Vic Ragha, Jason Fenton, and Phyllis Golden were reappointed for second terms.

Item 5: Discussion: Formation of the ACVB Foundation. It was agreed that Kashion Smith will survey the board members for suggestions and feedback. This item will be discussed at the January meeting.

Item 6: Discussion and Consideration: Travel and Client Policy. Kashion Smith reminded everyone that the Loyalty Points and Credits clause (Section 6 Point E) is the last piece of the policy awaiting approval. After receiving more suggestions and feedback, Braley Beck presented the revised policy.

Motion was made by Jason Fenton, seconded by Tom Scherlen, and unanimously carried to accept the Travel and Client Policy as presented.

Item 7: Discussion and Consideration: Possible Changes to the Arts Marketing Grants Requirements. Kashion Smith went over the Funding Guidelines two-part requirements, and the six statutorily provided categories for the use of local HOT Revenue.

She went over the Marketing Assistance Funding Request Form that acts as a checklist for the required criteria.

She also shared a sample Marketing Assistance Funding Request that illustrates the applicant's advertising avenues and demographic data on their patrons.

There was discussion last month regarding applicants who receive HOT funds from another source. As a result of that discussion, we have created additional guidelines that will be included in next year's round of applications. She explained that a large percentage of that applicant's patrons are visitors which can easily fill a travel itinerary that encourages an additional night stay which qualified them for their grant.

She presented those guidelines for discussion and feedback. Based on that, they will be presented at the January meeting.

Item 8: Public Forum. There were no comments.

Item 9: General Announcements from Board Members.

Beth Duke distributed information on Center City's Deck the Herd Contest and the Electric Light Parade on December 1st. She congratulated Sherman Bass on his work in Amarillo's Music Friendly designation event.

Beth added that she nominated Melissa Dora Oliver-Eakle who will now be the first pioneer woman inducted into the TX Women's Hall of Fame.

Angela Knapp Eggers reminded everyone of Lunch 'n Learn hosted by the Laura Bush Institute for Women's Health today at noon.

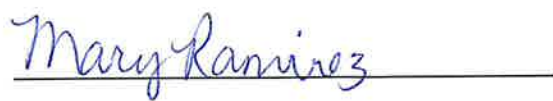
Payal Nathu invited everyone to the Chamber of Commerce After Hours tomorrow at Towneplace Suites from 5-7 pm.

On behalf of the CVB, Kashion Smith presented Mary Ramirez with a retirement gift.

Item 10: Discussion on future meeting dates and possible agenda items. The next meeting date is January 24, 2024. There is no December meeting due to the Christmas Holiday.

Item 11: Adjournment. There being no further business, Angela Knapp Eggers adjourned the meeting.

Respectfully submitted,



Mary Ramirez
Executive Assistant



Angela Knapp Eggers
CVB Board President

REGULAR MEETING TO BE HELD ON TUESDAY, January 9, 2024, AT 8:30 AM IN THE BOARD ROOM OF THE BIVINS MANSION, 1000 S. POLK, AMARILLO, TX.

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

1. **Call to Order**
2. **Approval of Minutes from October 3, 2023**
3. **General announcements from commission members**
4. **New additions to the Sports Commission: Chase Hess (Pickleball) and Ben Heller - Courtside**
5. **Amarillo Bombers first match 12/16/23 and Amarillo Venom Indoor Football starting on 3/10- Bo Fowlkes**
6. **NCAA Championship Site 2026-2028 Bid Cycle- any updates to bids/GameChangers**
7. **Discussion on future meeting dates and possible agenda items.**
The next meeting date is April 2, 2024
8. **Adjournment**

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MINUTES FOR REGULAR MEETING OF THE CVB SPORTS COMMISSION HELD ON TUESDAY, January 9, 2024, AT 8:30 AM IN THE BOARD ROOM OF THE BIVINS MANSION, 1000 S. POLK, AMARILLO, TX.

1. Call to Order

- Stephanie Andrews called the meeting to order.

2. Approval of Minutes from October 3, 2023

- Motion was made by Bo Fowlkes, seconded by Brady Ragland.

3. General announcements from commission members

- Chase Hess announced that his main goal is to make pickleball known to the city of Amarillo. He also announced that he met someone who puts on big pickleball events and is interested in doing something like that in Amarillo. The event will strive to be less competition and more networking. Stephanie responded that they would discuss more later with different events it would fit in with.

4. New additions to the Sports Commission: Chase Hess (Pickleball) and Ben Heller - Courtside

- Stephanie addressed Chase Hess and his pickleball connections and welcomed him to the sports commission. Stephanie reported to Chase Hess for potential clients we can do a site tour, take them out around town, and look at hotels and facilities.
- Stephanie announced that Ben Heller with court side facility has 8 basketball courts and 12 volleyball courts. Very interested in working with the commission and bidding on RFP's for future tournaments. Kashion announced that Ben Heller is working with Amy to possibly put on a special Olympics event.

5. Amarillo Bombers first match 12/16/23 and Amarillo Venom Indoor Football starting on 3/10- Bo Fowlkes

- Bo Fowlkes reported that the Amarillo Covis Center had their first Soccer game and will be having their second match Saturday night. An average of 300 in attendance at the games. He announced that possibly more advertising would help gain more attraction. Bo also reported that Amarillo indoor football is starting in March. Bo announced they started receiving bids on new turf and had a meeting with contractors about the coliseum floor which should start construction mid-June.
- Bo announced and update on the Pavilion and that the sign should be going up soon.
- Bo announced a brand-new RV and Boat dealership being put in at the All Star Ford on McCormick Rd. The dealership has booked an RV and Boat show with the Civic Center.
- Bo announced that Mission 2560 will have an event in October for special need children with Cross Fit.

6. NCAA Championship Site 2026-2028 Bid Cycle- any updates to bids/GameChangers



- Stephanie reports that Amy have been working on the bids with WTAMU. Stephanie and May met with WT marketing and sports. Stephanie reports they met with game changers to help with putting together the most optimal bid. Stephanie announced that the CVB is bidding on the following:
- 2027 NCAA Division II Women's Volleyball
- 2026 & 2027 NCAA Division II Football
- 2027 & 2028 NCAA Division II Men's and Women's Basketball
- 2027 & 2028 NCAA Division II Men's and Women's Track and Field
- 2027 NCAA Division II Softball.
- Stephanie announced that the CVB is hoping to have the bids done and in by mid-January shooting for at least 1 win.

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

The next meeting date is April 2, 2024

- Chase Hess announced that he will report the aftermath of Picklemania at the next meeting.

8. Adjournment

- There being no further business, Stephanie Andrews adjourned the meeting.

Respectfully Submitted



Alexis Gunter
Executive Assistant

**CITY OF AMARILLO, TEXAS
NOTICE OF MEETING & AGENDA
CONVENTION AND VISITOR BUREAU ARTS
COMMITTEE**

REGULAR MEETING TO BE HELD ON TUESDAY, JANUARY 9, 2024, AT 11 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 November 7, 2023**
- 3. Update: CVB Board**
- 4. Update: Public Arts and Beautification Board**
- 5. Update: Texas Route 66 Festival 2024**
- 6. Reminder: 24-25 Arts Theme**
- 7. Public Forum**
- 8. General Announcements from Committee Members**
- 9. Discussion on future meeting dates and possible agenda items.**
The next meeting date is February 6, 2023.
- 10. Adjournment**

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MINUTES FOR REGULAR MEETING OF THE CVB ARTS COMMITTEE HELD ON TUESDAY, JANUARY 9, 2024, AT 11 AM IN THE BOARDROOM OF THE BIVINS HOUSE, 1000 S. POLK AMARILLO, TEXAS.

1. **Call to Order**
 - Stephanie Bybee called the meeting to order.
2. **Approval of Minutes from November 7, 2023**
 - Motion was made by Rachel Flores, seconded by Jason Crespin.
3. **Update: CVB Board**
 - Kashion Smith reported discussion on financial reports and changes happening in the new year. Kashion announced board appointments and Board will have the same members in 2024.
 - Kashion Smith also announced the approval of travel and client policy.
 - Also discussed, Arts marketing grant applications, the only changes are going to be:
 - o Do you receive HOT fund from another municipality? If so, history and how they are spent will need to be provided. The policy will include the need to disclose that information for decision making.
4. **Update: Public Arts and Beautification Board**
 - Kashion reported for Cindy Perez that applications are open for the mural grant which closes January 22nd. Kashion stated that we want to think about areas of town that need some bright artwork.
5. **Update: Texas Route 66 Festival 2024**
 - Sherman announced a reminder of the date for Texas Route 66 Festival which is June 6th through 15th. The 15th is finale day.
 - Sherman announced that vendor forms will be available late winter and early spring. If anyone has events, they would like to add please contact Sherman if you would like it included.
6. **Reminder: 24-25 Arts Theme**
 - Sherman reported that the theme is "On the Silver Screen". Sherman wants to know who is and who is not interested by early next week. Kashion states that it can get broad if we can fit it into the theme somehow. As an example, the fashion of the era that is tied to the Silver Screen.
 - Sherman announced that the film society is putting the event on as a gala.
 - Kashion reported that just because you missed the deadline it does not mean you can't be a part of something. You can be added to the calendar at a later time. If you want to be apart of print and stamp book, please submit by deadline.
7. **Public Forum**
 - There were no comments
8. **General Announcements from Committee Members**
 - Kashion Smith announced that Mary officially retired. Kashion announced Alexis Gunter as the Executive Assistant and Luz Aguilar as the Visitor Services Coordinator.
 - Kashion Smith announced that Christy King is no longer with the Amarillo CVB and is now with the Chamber of Commerce.
 - Introductions from Committee Members in attendance were made.
 - Kashion Smith announced that Sherman Bass will be taking over the Arts committee in place of Christy King.
 - Sammie Carter announced that George Jackson will be directing Chamber Orchestra this Saturday January 13, 2024, at the Botanical Gardens 7:30pm. The following week is the symphony concert with emphasis on celebrating musicians including a Harpsicord soloist.



- Amanda Jarnagin announced that the museum has their Achievement of Art gala coming up honoring Ray Graham. Ray Graham's exhibition will open with gala on January 27th and run through March. Native Impressions exhibition will take place at the same time.
- Kay Kennedy announced that HPPR is doing a preconcert on Saturday night for free. Kay reminded everyone to use the HPPR community calendar.
- Jason Crespin announced that they will have a play "The Play That Went Wrong" which will open on the 18th of January and run through the 28th. Academy students will be able to audition for The Little Mermaid later this month. ALT Adventure Space is rehearsing for Rent.
- Rachel Flores announced the catalog for the Amarillo Art Institute. Announced they are having a Cowboy sweethearts' dinner and dance on Feb 13' 2024. Announced they had an amazing first Friday with 1000 people.

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

The next meeting date is February 6, 2023.

10. Adjournment

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

Respectfully Submitted



Alexis Gunter
Executive Assistant



REGULAR MEETING TO BE HELD ON WEDNESDAY, JANUARY 10, 2023, AT 8:30 AM IN THE BOARD ROOM OF THE BIVINS MANSION, 1000 S. POLK AMARILLO, TEXAS.

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1. **Call to Order**
2. **Approval of Minutes from November 8, 2023**
3. **General Announcements**
4. **Update: Staff Changes**
5. **Reminder: Local**
6. **Update: Route 66 Initiatives**
7. **Discussion on future meeting dates and possible agenda items.**
The next meeting date is February 14, 2023
8. **Adjournment**

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MINUTES FOR REGULAR MEETING OF THE CVB C&T COMMITTEE HELD ON WEDNESDAY, JANUARY 10, 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 November 8, 2023

- Motion was made by Daphne Adkins, seconded by Eric Miller.

3. General Announcements

- Kashion Smith reminded everyone that the CVB and the Chamber of Commerce are two separate organizations now and both organizations are not under the city.
- Beth Duke announced that downtown dining guides available.
- Eric Miller announced that partners is bringing back the Palo Duro Canyon photo contest. Details can be found on the website palodurocanyon.com. Judging for the contest will be the end of February.
- Dora Meroney announced that Texas Amarillo Route 66 is planning an event on 6th street in April.
- Sophia Britto announced that the Discovery Center has bugology tickets on sale with sponsorship opportunities. The Discovery Center will also be offering VIP tickets.
- Hope Stokes announced that an easy way to get information to the CVB is to email info@cvb.com
- Steven Stubblefield announced that the Texas Information Center is planning to have tourism day in May and will be finalizing details over the next few weeks.
- Kashion Smith announced applications are open for mural grants. The application can be found on Amarillo.gov and is open until January 22nd.

4. Update: Staff Changes

- Everyone in attendance introduced themselves.
- Kashion Smith announced Mary Ramriez's retirement and introduced Alexis Gunter as the new Executive Assistant and Luz Aguilar as Visitor Services Coordinator. Also announced Christy King has left the Amarillo Convention and Visitors Bureau and is now with the Chamber of Commerce.

5. Reminder: Locl

- Kashion Smith announced that there are still spots available to take advantage of Locl which is a company partners will have access to. It allows partners to go into their google listing and take control of what is happening.
- Hope Stokes announced that she will be doing a second push to get people to sign up which will go



out biweekly to attractions, hotels and restaurants. Also reported that you can manage your google reviews with Locl as well as see an ROI out of the product.

6. Update: Route 66 Initiatives

- Kashion Smith announced that Hope Stoks and Jackie Phommahaxay are heavily involved in the details of Route 66 planning. Kashion Smith is meeting with city departments on January 11, 2024. Kashion Smith discussed we are going to change the setting of the area and expand to the districts beginning to end. The dates are June 6th through the 15th.
- Kashion Smith announced the events that are already on the schedule.
- Also announced if you have events during the festival week and it can be geared towards Route 66 let the CVB know so we can put it on the calendar.
- Kashion Smith announced that only one bus will be used for East to West tours this year.
- Kashion Smith reported on the grants from the Historical Preservation grants coming out for route 66 businesses due on January 12th. 11 Amarillo Route 66 hotels took the opportunity to apply for the grants.
- Kashion Smith announced for the city of Amarillo Business Improvement grant "BIG" only businesses within the city neighborhood programs can utilize this grant.
- Kashion Smith also announced that there will be 3 cycles for the grant that we know for sure, it will happen yearly. Very broad on the specifics of what the grant can be used for. Must be from the Route 66 prospective.
- Braley Beck announced that we need volunteers for the Route 66 festival. No form for volunteers has been created yet but you can reach out to the Amarillo CVB until the form is ready. Please contact Stephanie Andrews about festival inquiries and questions.
- Hope Stokes announced to please reach out to the Amarillo CVB if you have any ideas or activation areas.
- Kashion Smith reported that there will be cooling stations, drink stations, and golf carts available for easy access to travel the road during the festival.

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

The next meeting date is February 14, 2024

8. Adjournment

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

Respectfully Submitted



Alexis Gunter

Executive Assistant





COMMITTEE MEETING TO BE HELD ON FRIDAY, DECEMBER 8, 2023, AT 9:00 AM AT SHARPENED IRON STUDIOS, 1314 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. **Introductions**
3. **Approval of Minutes from October 13, 2023**
4. **Public Forum**
5. **General Announcements from Committee Members**
6. **Update: Film Office**
 - **Year in review**
 - **Film Festival October 2024**
7. **Input and discussion regarding Film Friendly Communities**
8. **Discussion on future meeting dates and possible agenda items.**
January 12, 2024
9. **Adjournment**
10. **Sharpened Iron Studios Tour**

Accessibility to individuals with disabilities at Sharpened Iron Studios is through its main entrance. Parking spaces for individuals with disabilities are available in the parking lot. The building is equipped with disability restroom facilities. Individuals with disabilities who require special accommodations, or a sign language interpreter, must contact the City Secretary's Office 48 hours prior to meeting time by telephone 806-378-3013 or the City TDD number at 806-378-4229.



**MINUTES FOR REGULAR MEETING OF THE CVB FILM COMMISSION HELD ON FRIDAY,
DECEMBER 8, 2023, AT 9:00 AM AT SHARPENED IRON STUDIOS, 1314 S. POLK
AMARILLO, TEXAS.**

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1. Call to Order

- Sean Doherty called the meeting to order.

2. Introductions

- All the meeting attendees introduced themselves.

3. Approval of Minutes from October 13, 2023

- Approval of minutes from October 11, 2023. Motion was made by Thanne Doherty, second by Dale Scarberry, and unanimously carried to approve the October minutes.

4. Public Forum

- There were no comments.

5. General Announcements from Committee Members

- Sean Doherty reported that the strikes are over after 140 day period. Productions on popular films are going back into production with the expectation of other films going back into production in March.

6. Update: Film Office

- **Year in review**
 - Sherman presented the year in review for the film commission. He reported 7 total meetings with 100 total attendees. He reported Sean Doherty as outgoing chair and Sheryl Anderson as incoming chair. Sherman presented the new film website has the final touches in progress. He reported that Amarillo received its Texas Music Friendly Certification on Monday November 13, 2023
- **Film Festival October 2024**
 - Sherman presented that the film society has had four pop up events. Planning juried film festival in October. Submissions are open in February.



7. Input and discussion regarding Film Friendly Communities

- Sammie Davis commented that Wheeler is in the progress of becoming film friendly.
- Colby from Perryton commented that they need to submit photos to become film friendly. Also commented on how hard it is to find crop productions.
- Sherman suggested to start a list of:
 - What is growing?
 - When it grows?
 - Where it grows?
- Canyon is also in the process of becoming film friendly.
- Carl from Dumas commented that they are almost done with construction in the town and now he will focus Broger on film.
- Sherman commented that Childress, Pampa, Hereford, Claude, Memphis, Fritch, Canadian were all invited to the meeting.

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

The next meeting is January 12, 2024

9. Adjournment

- There being no further business, Sean Doherty adjourned the meeting.

10. Sharpened Iron Studios Tour

- Sean Doherty offered tours of Sharpened Iron Studio.

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

Accessibility to individuals with disabilities at Sharpened Iron Studios is through its main entrance. Parking spaces for individuals with disabilities are available in the parking lot. The building is equipped with disability restroom facilities. Individuals with disabilities who require special accommodations, or a sign language interpreter, must contact the City Secretary's Office 48 hours prior to meeting time by telephone 806-378-3013 or the City TDD number at 806-378-4229.



COMMITTEE MEETING TO BE HELD ON FRIDAY, JANUARY 12, 2024, AT 9:00 AM IN THE BOARD ROOM OF THE BIVINS HOUSE, 1000 S. POLK AMARILLO, TEXAS.

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- 1. Call to Order**
- 2. Approval of Minutes from December 8, 2024**
- 3. Introductions and Acknowledgements**
- 4. Public Forum**
- 5. General Announcements from Committee Members**
- 6. Update: CVB Board**
- 7. Update: Film Office**
 - **Projects, website, branding, film promotion, film festival**
- 8. Discussion on future meeting dates and possible agenda items.**

February 9, 2024 (2nd Friday) or
February 13, 204 (2nd Tuesday)
- 9. Adjournment**

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

1. Call to Order

- Sheryl Anderson called the meeting to order.

2. Approval of Minutes from December 8, 2024

- Motion was made by Sean Doherty, seconded by Thanne Doherty.

3. Introductions and Acknowledgements

- Everyone in attendance introduced themselves.
- Kashion Smith announced that Mary Ramirez retired and introduced Alexis Gunter as the new Executive Assistant and Luz Aguilar as Visitor Services Coordinator. Also announced Christy King is with the Chamber of Commerce.

4. Public Forum

- There were no comments.

5. General Announcements from Committee Members

- Sean Doherty announced that IATSE is doing saber rattling about going on strike. Also announced that there will be a movement in streaming services to different demands. They will most likely go in the direction of having to pay for individual movies and series. Also announced there will be an anticipation of a seat change in Sharpened Iron Studios.
- Kashion Smith announced the dates for Route 66 festival June 6th through 15th. Events calendar will be on the website by next week.

6. Update: CVB Board

- Kashion Smith announced that at our fiscal year lots of changes on how we handle our finances were made. Typically, the CVB rolled off projections and now CVB is cash on hand. The CVB is doing all finances in house.
- Kashion Smith reported that board appts were announced and the CVB Board has remained the same people. Tabled discussions for ACVB foundations. Some different things in the foundation, film will be able to utilize it most. Policy changes in marketing grant requirements.

7. Update: Film Office

- **Projects, website, branding, film promotion, film festival**
- Sherman Bass announced the following:
- Projects: "Go Explore with Dayvee Sutton" was released last week on localnow.com. Several partners were included such as Golden Light Cafe, Palo Duro Canyon, WRCA, Cadillac Ranch. The segment is 10 minutes long and will be posted on Visit Amarillo.
- The Paramount location manager reach out to Sherman Bass and informed him that the project



is back on the boots with no set timeline of when production would resume.

- The Amarillo Film website is up and running and can be accessed at Visitamarillo.com/film.
- Film Festival will be October 10th through the 12th. Submission will open on February 5th.

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

February 9, 2024 (2nd Friday) or

February 13, 2024 (2nd Tuesday)

- Sherman discussed potential future meeting dates and committee decided on February 13, 2024 at 9am. Agenda and notice will be sent out the Thursday or Friday before.

9. Adjournment

- There being no further business, Sean Doherty adjourned the meeting, Thanne Doherty and Sheryal Anderson seconded.

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



Quarter 1 Financial Report

Fiscal Year 2023.24
October 01, 2023 - December 31, 2023

Prepared by
Braley Beck

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Summary

The quarterly financial report provides a comprehensive overview of The Amarillo Convention & Visitors Bureau financial performance for the Q1 of FY 2023.24. Key highlights include:

Revenue and Sales:

- Total Revenues for this quarter amounted to \$893,416.71 with an additional \$27,983.07 in Interest Income
- ACVB HOT disbursements totaled \$401,493.59. These are being dispersed as our portion of the HOT collections minus the debt service.
- We received the true up for FY 2021.22 from the City minus our carryforward from FY 2022.23. This placed \$490,097 into our reserves.
- Nearly all Board Donations have been received.
- We began selling our Amarillo Hats online at the beginning of November. The initial sales push on social media was successful, we've sold \$36 hats for a gross profit of ~\$750.

Expenses and Cost Management:

- Operating expenses were closely monitored, resulting in current expenses totaling near 70% of what was budgeted.

HOT Collections:

- The HOT Report looks slightly different from previous years due to the debt service being pulled monthly before CVB disbursements.
- We are currently trending below last year's collections but are over projections by \$15,000.
- Collections are beginning to more closely align with STR data

Outlook and Future Initiatives:

- Our entire office is ramping up planning for this summer's Route 66 Celebrations.
- I am searching for grant and funding opportunities for our Route 66 initiatives that our office will qualify for.
- Our title sponsor, Amarillo National Bank, has been secured. We've had a few organizations reach out to us about sponsorship opportunities, and Kashion is actively working on securing more to reach our goal of \$100,000.
- We've begun to see more grant opportunities for Route 66 businesses and are seeking funding opportunities that our office can utilize.

Statement of Financial Position

As of December 31, 2023

	Total
ASSETS	
Current Assets	
Bank Accounts	
1010 Restricted Interest Checking Account	2,679,689.16
1072 Bill.com Money Out Clearing	59,525.73
May 2023 Vanilla Gift Card for Content Creators	27.13
Total Bank Accounts	2,739,242.02
Accounts Receivable	
1100 Accounts Receivable (A/R)	102.36
Total Accounts Receivable	102.36
Other Current Assets	
1060 Undeposited Funds	200.00
1210 Inventory	14,569.77
Total Other Current Assets	14,769.77
Total Current Assets	2,754,114.15
Fixed Assets	
1300 Fixed Assets	
1310 Furniture	1,628.95
1320 Computers	-183.18
1330 Accumulated depreciation	-2,291.79
Total 1300 Fixed Assets	-846.02
Total Fixed Assets	-846.02
TOTAL ASSETS	\$2,753,268.13

LIABILITIES AND EQUITY

Liabilities

Current Liabilities

Accounts Payable

2010 Accounts Payable (A/P)	-46,979.41
Total Accounts Payable	-46,979.41

Credit Cards

2300 Credit Card	
2305 BOA Credit Card - Through COA	441.90
2310 Spend & Expense Credit Card	-14,853.73
Total 2300 Credit Card	-14,411.83
Total Credit Cards	-14,411.83

	Total
Other Current Liabilities	
2100 Sales Tax Payable	70.84
2200 Payroll Liabilities	
2215 Federal Taxes (941/943/944)	0.00
2230 Retirement Benefits to Pay	0.00
2235 Retirement Loan	0.00
2240 Employee Benefits to Pay	14.79
2245 Vision	14.79
Total 2240 Employee Benefits to Pay	29.58
2250 Other Payroll Liabilities	
2255 AFLAC Accident	97.25
2260 AFLAC Cancer	117.02
2265 AFLAC Critical	22.62
2270 AFLAC Hospital	31.40
Total 2250 Other Payroll Liabilities	268.29
Total 2200 Payroll Liabilities	297.87
Total Other Current Liabilities	368.71
Total Current Liabilities	-61,022.53
Total Liabilities	-61,022.53
Equity	
Opening balance equity	2,322,528.67
Retained Earnings	116,420.48
Net Revenue	375,341.51
Total Equity	2,814,290.66
TOTAL LIABILITIES AND EQUITY	\$2,753,268.13

	Administration	Advertising	Arts	Communications	Film Commission	Route 88 Festival	Sales	Servicing	Special Projects	Tourism	TOTAL
7220 Mileage	1,047.27										1,047.27
7240 Executive Office Overhead	3,187.13										3,187.13
7250 Bank Fees/Service Charge	5,227.63										5,227.63
Total 7200 Other Charges	13,792.88										13,792.88
7300 Administrative Software	3,055.02										3,055.02
7600 Office Equipment	1,004.10										1,004.10
7700 Office Supplies	2,217.38										2,217.38
7710 Merchandise Shipping	245.19										245.19
Total 7700 Office Supplies	2,462.57										2,462.57
7800 Misc. Office Expense	2,595.31										2,595.31
Total 7000 Administrative Overhead	33,463.59					99.28	25.65				33,568.52
QuickBooks Payments Fees	1.50										1.50
Square Fees	23.57										23.57
Uncategorized Expense								0.00			0.00
Total Expenditures	285,460.00	216,758.52	147,056.93	7,693.78	17,112.92	2,771.09	38,383.78	29,691.86	1,127.50	3,340.58	729,396.98
NET OPERATING REVENUE	816,593.97	-216,758.52	-147,056.93	-7,693.78	-17,112.92	-2,772.13	-39,363.78	-29,691.88	-1,127.50	-3,340.58	352,675.95
OTHER REVENUE											
4100 Interest Income	27,983.07										27,983.07
Total Other Revenue	27,983.07	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	27,983.07
OTHER EXPENDITURES											
7150 Vehicle Lease	2,842.54										2,842.54
7400 Depreciation Expense	2,474.97										2,474.97
Total Other Expenditures	5,317.51	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	5,317.51
NET OTHER REVENUE	22,665.56	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	22,665.56
NET REVENUE	\$839,259.53	\$-216,758.52	\$-147,056.93	\$-7,693.78	\$-17,112.92	\$-2,772.13	\$-39,363.78	\$-29,691.88	\$-1,127.50	\$-3,340.58	\$375,341.51

Budget Vs Actual Revenues by Month

	Oct 2023			Nov 2023			Dec 2023			Total		
	Actual	Budget	over Budget	% of Budget	Actual	Budget	over Budget	% of Budget	Actual	Budget	over Budget	% of Budget
REVENUE												
4000 Revenues	197,662.21	197,250.00	-4,632.79	97.65%	208,721.39	191,250.00	17,482.39	108.13%	188,674.67	194,931.00	-6,256.33	96.77%
4010 HOT Funds	100.00	0.00	100.00		30.00	0.00	30.00		300.00	400.00	-100.00	75.00%
4020 Donations and Grants - Individual												
4050 Revenues	182,662.21	197,317.00	-14,654.79	19.61%	208,721.39	191,250.00	17,482.39	108.16%	1,080,295.25	1,375,580.00	-295,284.74	78.58%
Total 4000 Revenues	182,662.21	197,317.00	-14,654.79	19.61%	208,721.39	191,250.00	17,482.39	108.16%	1,080,295.25	1,375,580.00	-295,284.74	78.58%
4400 Special Events												
4440 Program Reimbursement		0.00	0.00		287.84	0.00	287.84		287.84	0.00	287.84	0.00%
Total 4400 Special Events		0.00	0.00		287.84	0.00	287.84		287.84	0.00	287.84	0.00%
4500 Merchandise Sales		0.00	0.00		0.00	0.00	0.00		0.00	0.00	0.00	0.00%
4510 Shipping Charges (Reimburse)		0.00	0.00		91.00	0.00	91.00		91.00	0.00	91.00	0.00%
4520 Product Sales		0.00	0.00		87.64	0.00	87.64		847.28	0.00	847.28	0.00%
Total 4500 Merchandise Sales		0.00	0.00		87.64	0.00	87.64		1,038.25	0.00	1,038.25	0.00%
Total Revenue	182,662.21	197,317.00	-14,654.79	19.61%	210,078.68	191,250.00	18,778.68	109.89%	1,082,091.28	1,375,580.00	-293,488.72	78.68%
EXPENSES												
Total Expenses	182,662.21	988,710.00	-796,047.79	0.00%	210,078.68	191,250.00	18,778.68	109.89%	1,082,091.28	1,375,580.00	-293,488.72	78.68%
4100 Interest Income	10,051.10	5,000.00	5,051.10	331.02%	8,203.03	5,000.00	3,203.03	164.06%	27,883.07	15,000.00	12,883.07	186.55%
Total Other Revenue	10,051.10	5,000.00	5,051.10	331.02%	8,203.03	5,000.00	3,203.03	164.06%	27,883.07	15,000.00	12,883.07	186.55%
Total Revenue	192,713.31	993,710.00	-796,796.69	20.42%	218,281.71	196,250.00	22,031.71	111.19%	1,109,974.35	1,390,580.00	-280,605.65	79.84%

Budget Vs. Actual Total vs Account

October - December 2023

	Actual	Budget	over Budget	Total % of Budget
REVENUE				
4000 Revenues				
4010 HOT Funds	590,168.26	583,643.00	6,525.26	101.12 %
4030 Donations and Grants - Individual	500.00	400.00	100.00	125.00 %
4060 Reserves	490,097.00	791,317.00	-301,220.00	61.93 %
Total 4000 Revenues	1,080,765.26	1,375,360.00	-294,594.74	78.58 %
4400 Special Events				
4440 Program Reimbursement	287.84	0.00	287.84	
Total 4400 Special Events	287.84	0.00	287.84	
4500 Merchandise Sales		0.00	0.00	
4510 Shipping Charges Reimbursed	91.00		91.00	
4530 Product Sales	947.28		947.28	
Total 4500 Merchandise Sales	1,038.28	0.00	1,038.28	
Total Revenue	1,082,091.38	1,375,360.00	-293,268.62	78.68 %
COST OF GOODS SOLD				
6230 Cost of Goods Sold Retail	571.40	0.00	571.40	
6240 Cost of Goods Sold Processing Fees	15.30		15.30	
Total Cost of Goods Sold	586.70	0.00	586.70	0.00%
GROSS PROFIT	1,081,504.68	1,375,360.00	-293,855.32	78.63 %
EXPENDITURES				
5000 Personnel Expenses				
5100 Salaries and Wages	160,084.33	184,554.00	-24,469.67	86.74 %
5110 Incentives	5,000.00	5,000.00	0.00	100.00 %
5220 Federal Taxes (941)	12,781.30	15,000.00	-2,218.70	85.21 %
5230 State Unemployment		1,600.00	-1,600.00	
5240 Federal Unemployment		200.00	-200.00	
5300 Workers Compensation	334.91	600.00	-265.09	55.82 %
5400 Retirement	18,990.42	19,061.00	-70.58	99.63 %
5500 Communications Allowance	692.40	1,050.00	-357.60	65.94 %
5600 Employee Health	20,514.60	29,499.99	-8,985.39	69.54 %
5610 Employee Life & Disability	3,078.34	3,057.00	21.34	100.70 %
5630 Employee Dental/Vision	1,177.36	1,200.00	-22.64	98.11 %
Total 5000 Personnel Expenses	222,653.66	260,821.99	-38,168.33	85.37 %

	Actual	Budget	over Budget	Total % of Budget
6000 Program Expenses				
6010 FAM/Site Visits	4,557.95	12,148.00	-7,590.05	37.52 %
6020 Community Awareness	1,045.62	8,800.00	-7,754.38	11.88 %
6030 Professional Organizations	3,656.45	21,600.00	-17,943.55	16.93 %
6050 Sales Tools	83,734.76	115,247.00	-31,512.24	72.66 %
6060 Literature	373.00	47,800.00	-47,427.00	0.78 %
6070 Photography/Videography	10,500.00	2,250.00	8,250.00	466.67 %
6080 Trade Shows/Organizations	21,407.88	39,800.00	-18,392.12	53.79 %
6090 Presentations		200.00	-200.00	
6110 Specialty Advertising	26,275.12	76,200.00	-49,924.88	34.48 %
6120 Sales Calls	2,800.00	25,000.00	-22,200.00	11.20 %
6130 Financial Assistance	1,097.50	15,000.00	-13,902.50	7.32 %
6140 Transportation		7,000.00	-7,000.00	
6150 Consumer Shows	1,039.38	4,000.00	-2,960.62	25.98 %
6160 Tour Development		200.00	-200.00	
6180 Education	62.98	2,850.00	-2,787.02	2.21 %
6190 Equipment		8,000.00	-8,000.00	
6215 Arts Grants	146,950.00	150,000.00	-3,050.00	97.97 %
6220 Advertising	151,514.58	165,356.76	-13,842.18	91.63 %
6250 Association Dues and Memberships	8,212.50	17,005.00	-8,792.50	48.29 %
6260 Software	3,291.62	3,690.00	-398.38	89.20 %
6270 Research		12,500.00	-12,500.00	
6280 Misc. Meetings	106.93	2,820.00	-2,713.07	3.79 %
6290 Special Events	1,630.51	0.00	1,630.51	
6310 Ad Production	1,050.00	9,000.00	-7,950.00	11.67 %
6500 Activity Fund	3,822.95		3,822.95	
Total 6000 Program Expenses	473,129.73	746,466.76	-273,337.03	63.38 %
7000 Administrative Overhead				
7100 Contractual Services				
7110 Communications Billing	2,008.03	2,460.00	-451.97	81.63 %
7120 Postage	1,512.04	1,800.00	-287.96	84.00 %
7130 Audit Fee		11,000.00	-11,000.00	
7140 Rental Land & Buildings	3,900.00	3,900.00	0.00	100.00 %
7160 IT Services	2,616.00	3,000.00	-384.00	87.20 %
7170 Rented Equipment	702.57	900.00	-197.43	78.06 %
7180 Professional Services		25,750.00	-25,750.00	
Total 7100 Contractual Services	10,738.64	48,810.00	-38,071.36	22.00 %

	Actual	Budget	over Budget	Total % of Budget
7200 Other Charges				
7210 Insurance and Bonds	4,330.85	4,500.00	-169.15	96.24 %
7220 Mileage	1,047.27	1,400.00	-352.73	74.81 %
7230 Legal Fees		16,000.00	-16,000.00	
7240 Executive Office Overhead	3,187.13	2,960.00	227.13	107.67 %
7250 Bank Fees/Service Charge	5,227.63		5,227.63	
Total 7200 Other Charges	13,792.88	24,860.00	-11,067.12	55.48 %
7300 Administrative Software	3,055.02	2,400.00	655.02	127.29 %
7600 Office Equipment	1,004.10	1,000.00	4.10	100.41 %
7700 Office Supplies	2,217.38	1,000.00	1,217.38	221.74 %
7710 Merchandise Shipping	245.19		245.19	
Total 7700 Office Supplies	2,462.57	1,000.00	1,462.57	246.26 %
7800 Misc. Office Expense	2,535.31	6,820.00	-4,284.69	37.17 %
Total 7000 Administrative Overhead	33,588.52	84,890.00	-51,301.48	39.57 %
Total Expenditures	729,371.91	1,092,178.75	-362,806.84	66.78 %
NET OPERATING REVENUE	352,132.77	283,181.25	68,951.52	124.35 %
OTHER REVENUE				
4100 Interest Income	27,983.07	15,000.00	12,983.07	186.55 %
Total Other Revenue	27,983.07	15,000.00	12,983.07	186.55 %
OTHER EXPENDITURES				
7150 Vehicle Lease	2,842.54	2,400.00	442.54	118.44 %
7400 Depreciation Expense	2,474.97		2,474.97	
Total Other Expenditures	5,317.51	2,400.00	2,917.51	221.56 %
NET OTHER REVENUE	22,665.56	12,600.00	10,065.56	179.89 %
NET REVENUE	\$374,798.33	\$295,781.25	\$79,017.08	126.71 %

Actual Hotel/Motel Tax Collections

2023.24

Month	Total Collection	RDT Receipt	CVB Center	City Fund	CVB General	Bppd & Wmasta	Activities Board	CVB Total	Grand Total	Change vs. Budget	Variance
October	\$ 722,567.00	\$ 58,899.00	\$ 331,834.00	\$ 331,834.00	\$ 284,429.14	\$ 91,667.00	\$ 47,404.86	\$ 240,167.00	\$ 663,668.00	\$ 674,474.00	\$ (10,806.00)
November	\$ 760,076.00	\$ 59,146.00	\$ 350,465.00	\$ 350,465.00	\$ 300,398.57	\$ 91,667.00	\$ 50,066.43	\$ 258,798.00	\$ 700,930.00	\$ 660,172.00	\$ 40,758.00
December	\$ 734,954.00	\$ 80,824.00	\$ 327,065.00	\$ 327,065.00	\$ 280,341.43	\$ 91,667.00	\$ 46,723.57	\$ 235,998.00	\$ 654,130.00	\$ 668,846.00	\$ (14,716.00)
January											
February											
March											
April											
May											
June											
July											
August											
September											
Total	\$ 2,217,597.00	\$ 198,869.00	\$ 1,009,364.00	\$ 1,009,364.00	\$ 865,169.14	\$ 275,001.00	\$ 144,194.86	\$ 730,363.00	\$ 2,018,728.00	\$ 8,364,000.00	\$ 15,236.00

Total Bond Amount with CVB Total

Bond Amount Due	\$ 1,100,000.00
Bond Paid	\$ 275,001.00
Percent of Bond Paid	25%
Amt Owed for 2022.23	Paid from 2021.22 Carryover
Budgeted HOT Income	\$ 2,484,571.00
CVB Total After Bond	\$ 590,168.14
To 2024.25 Reserves	(1,894,402.86)

Definitive Leads and Assists

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

Group	Account	Meeting Name	Meeting Dates	People	Total Room Nights	Econ Value
Meeting Sales	Texas Association of Elections Administrators	2024 Texas Association of Elections Administrators Mid-Winter Conference	01/08/2024 - 01/12/2024	200	690	\$205,102.09
Sports Sales	Turnkey Tournaments	Picklemania	02/02/2024 - 02/04/2024	100	115	\$59,684.76
Meeting Sales	The Kody Hodge Foundation	2024 Kody Hodge One Act Play Festival	02/15/2024 - 02/17/2024	200	60	\$0.00
Meeting Sales	Panhandle Ground Water Conservation District	7th Bi-Annual TX Panhandle Water Conservation 2024 Symposium	02/27/2024 - 02/28/2024	20	0	\$0.00
Sports Sales	Peak Fighting	PFC 34 Fight Night 2024	03/15/2024 - 03/16/2024	130	125	\$240,104.70
Meeting Sales	Jehovah Witnesses	CCJW Circuit Event	03/16/2024 - 03/17/2024	70	0	\$14,490.00
Meeting Sales	FIRST* IN TEXAS	2024 FIRST* Robotic Competition- District Event	03/28/2024 - 03/30/2024	600	675	\$480,657.46
Meeting Sales	Texas Water Utilities Association	Panhandle Regional Training 2024	04/01/2024 - 04/04/2024	100	0	\$62,584.50
Meeting Sales	EASA Southwestern Chapter	EASA Southwestern Chapter 2024	04/03/2024 - 04/06/2024	40	109	\$38,066.87
Meeting Sales	Panhandle Quarter Horse Association	2024 VRH World Dress Show Rehearsal Show	04/12/2024 - 04/14/2024	100	60	\$47,959.05
Sports Sales	Southwest Trampoline and Tumbling Association	2024 STTA Texas and New Mexico State Championship	04/12/2024 - 04/14/2024	175	0	\$190,372.00
Sports Sales	National Intercollegiate Ranch & Stock Horse Association	2024 NIRSHA Show	04/14/2024 - 04/17/2024	100	0	\$0.00
Meeting Sales	Texas Division of Emergency Management	2024 Regional Meeting	04/15/2024 - 04/19/2024	60	200	\$0.00
Meeting Sales	Rotary District 5730	2024 Rotary District 5730 Conference	04/18/2024 - 04/21/2024	26	62	\$35,075.79
Meeting Sales	Yellow City Comic Convention - YC3	2024 Yellow City Comic Convention - YC3	04/18/2024 - 04/21/2024	100	0	\$458,055.25
Meeting Sales	Jehovah Witnesses	CCJW Circuit Event	04/20/2024 - 04/21/2024	70	0	\$14,490.00
Meeting Sales	West Texas County Judges and Commissioners Association	95th WTC/JCA Annual Conference 2024	04/23/2024 - 04/26/2024	290	750	\$322,842.12
Meeting Sales	Greater Southwest Music Festival	2024 Greater Southwest Music Festival	04/24/2024 - 04/28/2024	10	0	\$457,985.57
Meeting Sales	West Texas Ranch Rodeo	2024 West Texas Ranch Rodeo	04/26/2024 - 04/28/2024	300	200	\$271,791.17
Meeting Sales	Kappa Kappa Iota	Kappa Kappa Iota Annual Conference 2024	05/03/2024 - 05/05/2024	35	60	\$25,546.27
Meeting Sales	CBT Barrel Racing	2024 Summer Dash Barrel Race	05/10/2024 - 05/12/2024	50	0	\$0.00
Meeting Sales	Lions Clubs International	2024 Texas Lions State Convention	05/15/2024 - 05/18/2024	225	550	\$243,115.94
Sports Sales	Amarillo Obedience Training Club	American Kennel Club (AKC) Licensed Agility Trials 2024	05/25/2024 - 05/27/2024	200	0	\$109,600.00
Sports Sales	Coors Cowboy Club	2024 Coor's Ranch Rodeo & Cattle Drive	06/06/2024 - 06/09/2024	250	0	\$137,000.00
Meeting Sales	Jehovah Witnesses	Texas Panhandle Pistoleros	06/06/2024 - 06/09/2024	400	0	\$248,400.00
Sports Sales	Jehovah Witnesses	TX 66 Fast Draw 2024 Championships	06/06/2024 - 06/09/2024	25	0	\$0.00
Meeting Sales	American Quarter Horse Association	2024 Christian Congregation of Jehovah's Witnesses- Week 1	06/13/2024 - 06/16/2024	400	0	\$248,400.00
Meeting Sales	American Quarter Horse Association	2024 Christian Congregation of Jehovah's Witnesses- Week 2	06/13/2024 - 06/16/2024	400	0	\$248,400.00
Meeting Sales	American Quarter Horse Association	2024 Versatility Ranch Horse World Championship Show	06/15/2024 - 06/23/2024	300	320	\$924,393.30
Meeting Sales	Koben Puckett Productions	2024 Youth Excellence Seminar (YES) Leadership Conference	07/08/2024 - 07/12/2024	200	0	\$107,926.50
Sports Sales	Panhandle Quarter Horse Association	2024 Koben Puckett PBR	07/12/2024 - 07/14/2024	50	0	\$113,273.00
Meeting Sales	American Simmental Association	2024 PQHA Bomb City Blowout Show	07/26/2024 - 07/28/2024	100	48	\$49,857.93
Sports Sales	X-Treme Fast Draw Association	2024 Fall Focus Educational Symposium	08/23/2024 - 08/27/2024	0	0	\$51,191.99
Meeting Sales	Panhandle Kennel Club of the American Kennel Club	2024 XFDA World Finals Championship	08/29/2024 - 09/01/2024	50	0	\$0.00
Meeting Sales	American Quarter Horse Hall of Fame & Museum	2024 Panhandle Kennel Club of Texas	09/10/2024 - 09/15/2024	300	0	\$240,836.66
Sports Sales	Panhandle Quarter Horse Association	American Quarter Horse Hall of Fame Banquet 2024	09/13/2024 - 09/15/2024	50	0	\$67,113.49
Meeting Sales	Texas Speech Communications Association	2024 PQHA Boom Circuit	09/27/2024 - 09/29/2024	100	99	\$54,808.81
Meeting Sales	Cowboy Mounted Shooting Association	2024 B-2/ 501st Airborne Reunion	10/02/2024 - 10/06/2024	25	0	\$0.00
Meeting Sales	United States Team Penning Association	2024 TSCA Conference	10/09/2024 - 10/12/2024	300	372	\$211,653.75
Meeting Sales	Jehovah Witnesses	2024 CMSA Wrangler World Championships	10/12/2024 - 10/20/2024	100	0	\$0.00
Meeting Sales	Jehovah Witnesses	2024 USTPA World Finals	10/17/2024 - 10/26/2024	200	0	\$202,096.31
Sports Sales	Jehovah Witnesses	CCJW Circuit Event	10/19/2024 - 10/20/2024	70	0	\$14,490.00
Sports Sales	CBT Barrel Racing	CCJW Circuit Event	11/16/2024 - 11/17/2024	70	0	\$14,490.00
Sports Sales	Texas USA Wrestling	2024 Christmas Cash Barrel Racing	11/29/2024 - 12/01/2024	65	0	\$0.00
Meeting Sales	IDEAg Group, LLC	2024 Panhandle Nationals Wrestling Tournament	11/29/2024 - 11/30/2024	350	0	\$324,863.64
Total (45)		2024 Amarillo Farm and Ranch Show	12/03/2024 - 12/06/2024	368	605	\$3,860,954.20
				6,974	5,100	\$10,148,517.12

Groups Serviced

Date Range: 10/01/2023-01/19/2024

Group	Account	Meeting Name	Meeting Dates	People	Total Room Nights	Econ Value
Sports Sales	Cowboy Mounted Shooting Association	2023 CMSA Wrangler World Championships	10/08/2023 - 10/14/2023	100	0	\$180,847.41
Meeting Sales	Texas Division of Emergency Management	Every Day is Recovery Day	10/16/2023 - 10/19/2023	75	215	\$66,313.37
Sports Sales	United States Team Penning Association	2023 USTPA World Finals	10/19/2023 - 10/29/2023	200	275	\$193,781.34
Meeting Sales	Jehovah Witnesses	CCIW Circuit Event	10/21/2023 - 10/22/2023	70	0	\$14,490.00
Meeting Sales	American Advertising Federation	Ad 2 National Mid-year Retreat	10/27/2023 - 10/29/2023	40	25	\$30,991.98
Meeting Sales	Fandom Events	Cottonwood Faire	10/27/2023 - 10/29/2023	25	50	\$17,161.81
Sports Sales	Texas Panhandle Youth Sports Foundation	Halloween Howl-Baseball 2023	10/27/2023 - 10/29/2023	100	0	\$70,702.51
Sports Sales	Working Ranch Cowboy Association	WRCA 28th World Championship Ranch Rodeo - Staff Rooms Only	11/05/2023 - 11/13/2023	400	0	\$1,208,483.25
Meeting Sales	Crop Quest	Crop Quest 2023 Conference	11/06/2023 - 11/09/2023	120	0	\$114,828.97
Sports Sales	Working Ranch Cowboy Association	WRCA 28th World Championship Ranch Rodeo - Courtesy Block Request	11/09/2023 - 11/12/2023	4,000	0	\$3,756,534.29
Meeting Sales	State Farm Mutual Automobile Insurance Company	SCMA (MH) Fall VPA Agent Meeting	11/13/2023 - 11/14/2023	32	32	\$16,530.43
Meeting Sales	Jehovah Witnesses	CCIW Circuit Event	11/18/2023 - 11/19/2023	70	0	\$14,490.00
Sports Sales	CBT Barrel Racing	2023 Christmas Cash Barrel Racing	11/24/2023 - 11/26/2023	65	57	\$127,256.79
Meeting Sales	Texas USA Wrestling	2023 Panhandle Nationals Wrestling Tournament	11/24/2023 - 11/25/2023	782	0	\$556,615.15
Meeting Sales	IDEAg Group, LLC	2023 Amarillo Farm and Ranch Show	11/28/2023 - 11/30/2023	368	605	\$3,784,501.84
Meeting Sales	Global Animal Products	2023 Christmas Meeting	11/29/2023 - 12/02/2023	15	0	\$17,513.65
Meeting Sales	Alberta Cattle Feeders	Alberta Cattle Feeders Amarillo Tour	12/04/2023 - 12/08/2023	15	60	\$26,548.89
Meeting Sales	Texas Association of Elections Administrators	2024 Texas Association of Elections Administrators Mid-Winter Conference	01/08/2024 - 01/12/2024	200	690	\$205,102.09
Total (18)				6,677	2,009	\$10,402,693.77

Report: Lost Business Report

Lost Reason	Economic Impact	Lost Count
Multiple Reas	\$0.00	0

Lost Business Detail

Organization	Lead Name	Meeting Start Date	Room Attendees	Room Nights	Economic Impact	Lost Reason	Lost Note
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Pending Meeting Sales & Sports Leads

Pending Meeting Sales & Sports Leads

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

Feb 14 - 18	The Kody Hodge Foundation 2024 Kody Hodge One Act Play Festival - Judges Rooms	Group: Meeting Sales Room Nights: 33 Peak Rooms: 7 Attendance: 10 EIC: \$0.00	Lead
Apr 12 - 14	Panhandle Kennel Club of the American Kennel Club AKC FASTCATS 2024	Group: Meeting Sales Room Nights: 150 Peak Rooms: 75 Attendance: 75 EIC: \$31,642.23	Lead
May 23 - 26	Special Olympics Texas Chapter Headquarters Multi-Region Basketball Tournament 2024	Group: Sports Sales Room Nights: 1200 Peak Rooms: 400 Attendance: 400 EIC: \$632,823.51	Lead
Jul 27 - 28	Family Reunion/Wedding Party's 2024 Family Reunion	Group: Meeting Sales Room Nights: 15 Peak Rooms: 10 Attendance: 10 EIC: \$0.00	Lead
Aug 2 - 4	AMA-CON 2024 AMA-CON	Group: Meeting Sales Room Nights: 0 Peak Rooms: 0 Attendance: 350 EIC: \$0.00	Pending

**Aug
7 - 18**

West Texas Futurity
2024 West Texas Futurity

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

Oct 31 - Nov 3

Conference Commissioners Association Division 2
2024 D2CCA Tip Off Classic

Group: Sports Sales
Room Nights: 328
Peak Rooms: 116
Attendance: 76
EIC: \$171,809.85
Lead

**Nov
10 - 18**

Working Ranch Cowboy Association
WRCA 29th World Championship Ranch Rodeo - Staff Rooms Only

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

**Mar
27 - 30**

FIRST@ IN TEXAS
2025 FIRST@ Robotic Competition - District Event

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

**Apr
11 - 13**

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

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

**Apr
11 - 13**

West Texas Ranch Rodeo
2025 West Texas Ranch Rodeo

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

Sep
7 - 12

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

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

Sep
26 - 28

Panhandle Quarter Horse Association
2025 PQHA Boom Circuit

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

Oct
13 - 17

Region 16 Education Service Center
2025 Parent & Family Engagement Statewide Conference

Group: Meeting Sales
Room Nights: 912
Peak Rooms: 300
Attendance: 300
EIC: \$383,640.77
Lead

Oct 30 - Nov 2

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

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

Nov
9 - 17

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

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

Nov
20 - 23

The Radio Club of America
The Radio Club of America Technical Symposium & Awards Banquet

Group: Meeting Sales
Room Nights: 250
Peak Rooms: 110
Attendance: 110
EIC: \$116,192.57
Lead

Feb
22 - 25

Texas Crime Stoppers
30th Annual Student Crime Stoppers Conference 2026

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

Mar
4 - 7

Texas State Historical Association
Texas State Historical Associations 2026 Annual Meeting

Group: Meeting Sales
Room Nights: 530
Peak Rooms: 200
Attendance: 200
EIC: \$0.00
Lead

Mar
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 MENA
Texas Public Safety Conference 2026

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

Jun
19 - 25

American Meat Science Association (AMSA)
AMSA Reciprocal Meat Conference

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

Sep
8 - 13

Panhandle Kennel Club of the American Kennel Club
2026 Panhandle Kennel Club of Texas

Group: Meeting Sales
Room Nights: 475
Peak Rooms: 75
Attendance: 300
EIC: \$279,933.40
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: \$333,631.93
Lead

Nov
8 - 16

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

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

Sum of EIC: \$4,548,324.87

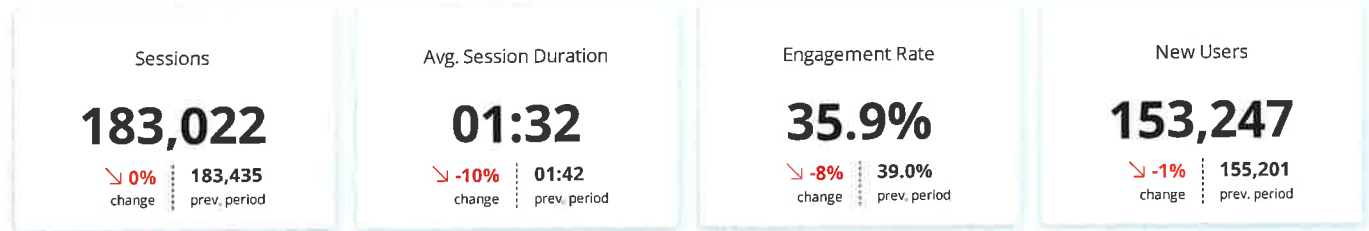
Website Summary

Understand your website performance and engagement. Use this to inform future campaign and content strategies. Learn more: [Module Overview](#) | [Website Categories](#) | [What is an Empty Value?](#)

Website Core KPIs

These KPIs are compared to the same period in the previous year, due to seasonality producing higher value insights. If you select "This Year" in the date range, you are comparing YTD this year to the complete previous year.

Tip: Set an alert for the KPI you want to watch closely. Source: Google Analytics 4



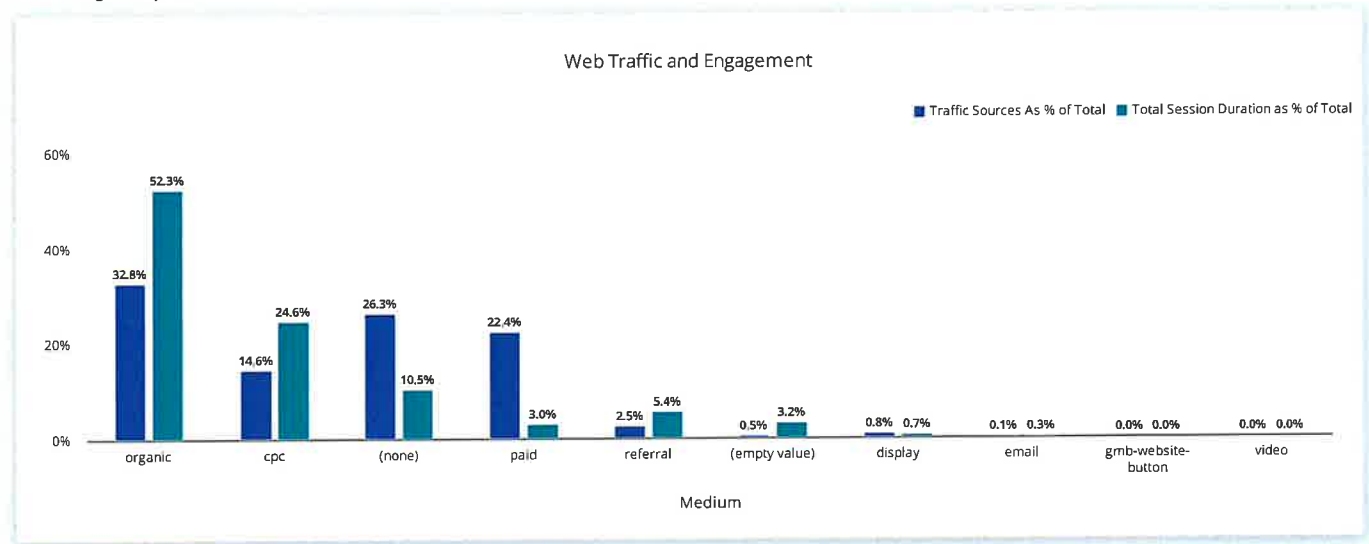
How do visitors get to your website?

Your website is the front door to your destination. This insight helps you identify the top sources of traffic to your website (dark blue) as well as the top sources of engagement with your website (light blue).

When the dark blue bar is longer than the light blue bar, it indicates that those traffic sources have low engagement as measured by time on site.

Source: Google Analytics 4.

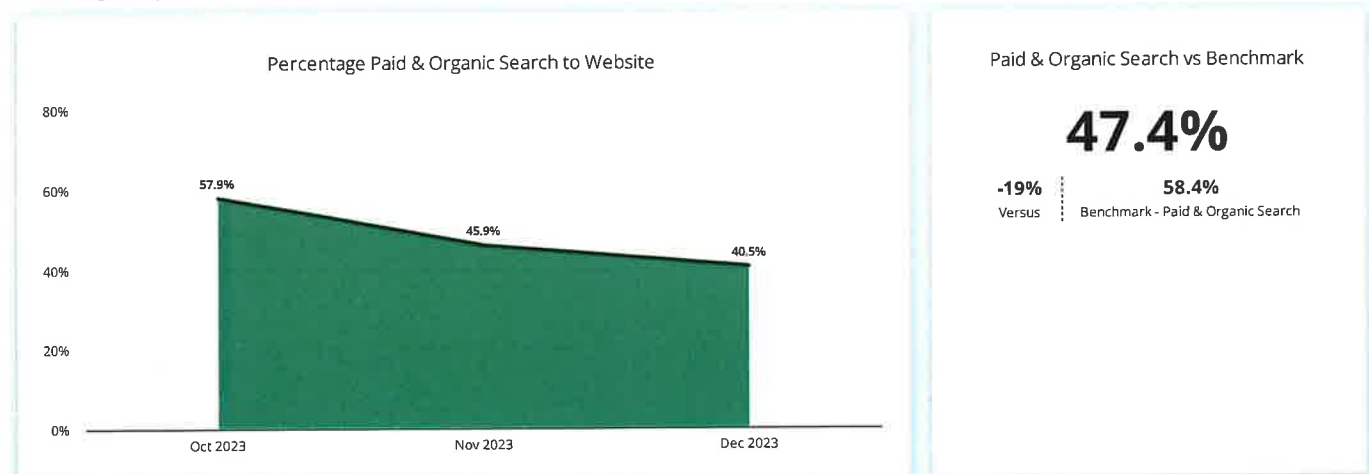
Tip:



How much search traffic does your website receive?

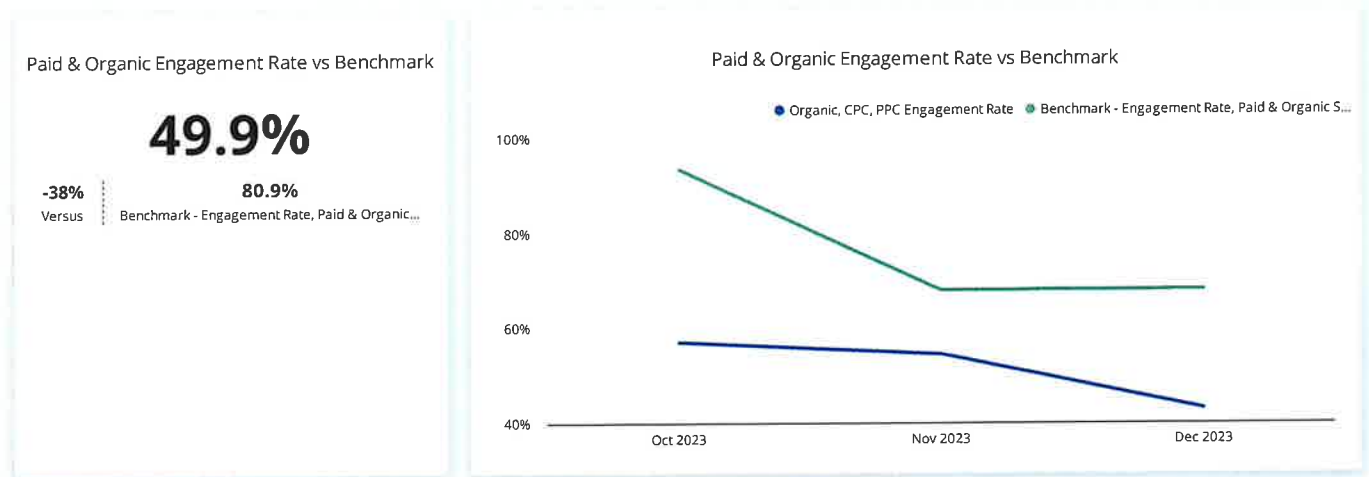
Paid and Organic Search Traffic is an indicator of how prominently your site appears in Search Engine rankings, like Google, and how much of your total website traffic results from search engines. Your data is benchmarked against all Zartico partners.

Source: Google Analytics 4.



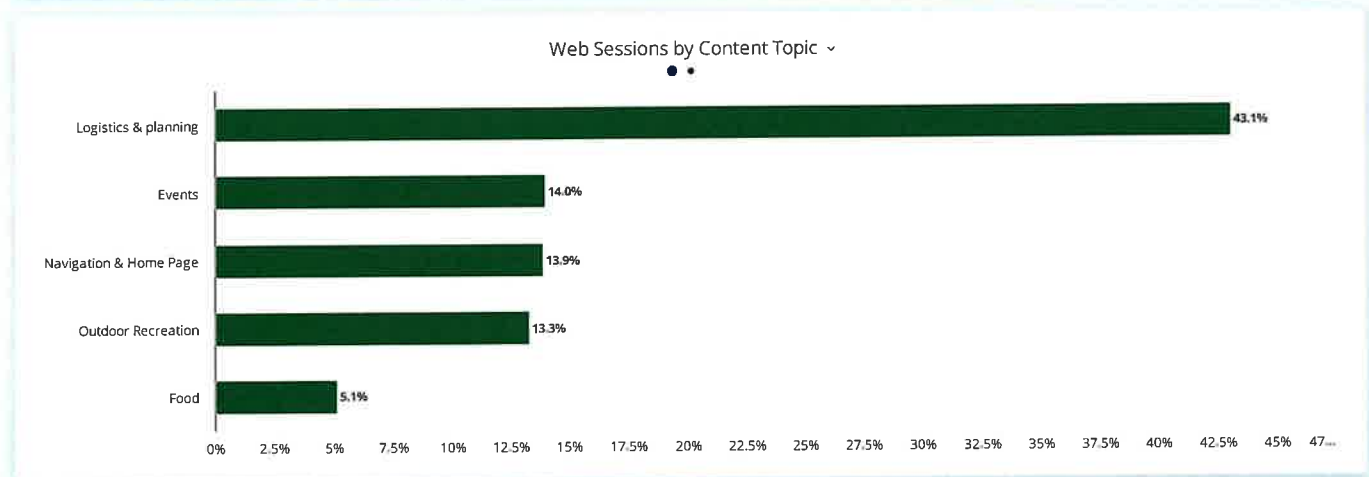
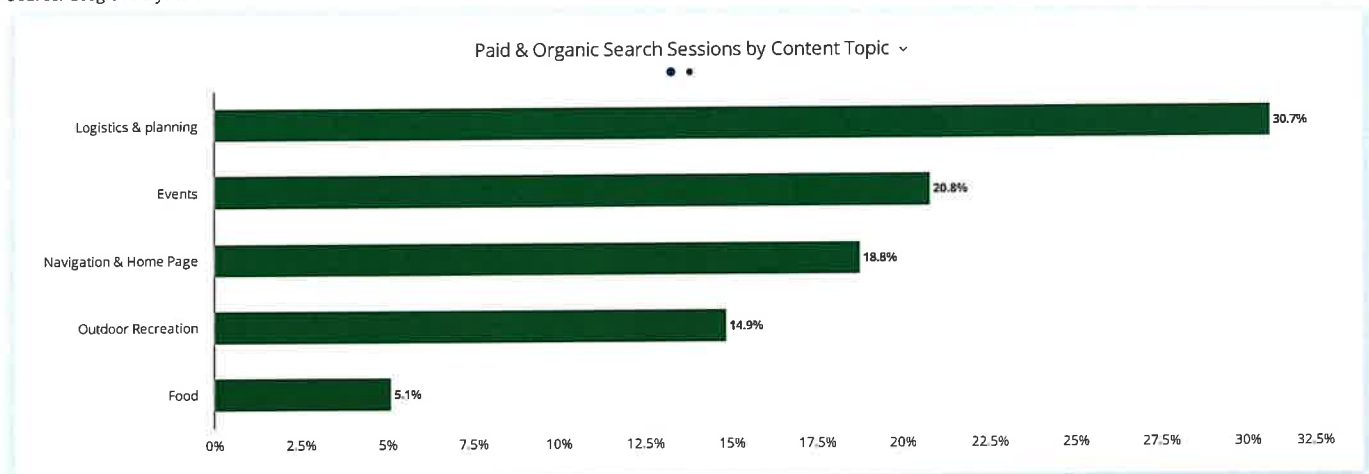
How "sticky" is your website?

Web marketers typically watch a site's Engagement Rate. Your goal is to retain as many of your site visitors as possible. The benchmark is drawn from paid and organic search traffic for all Zartico partners.
Source: Google Analytics 4.



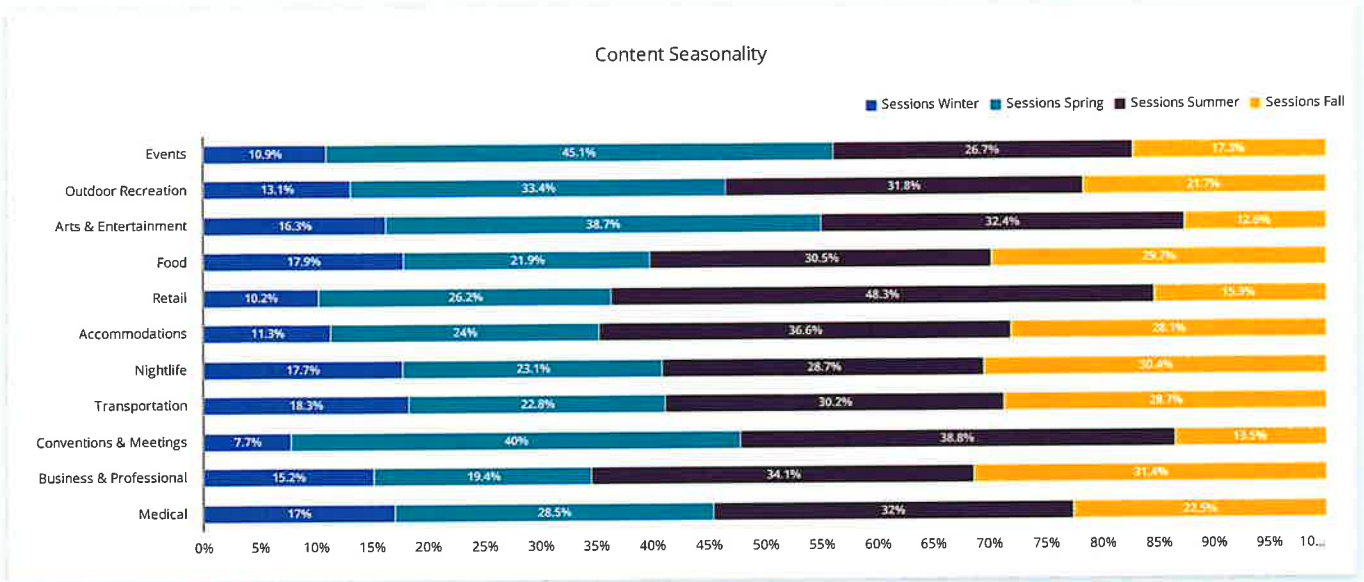
What content topics are users looking for?

Each page on your website is assigned a thematic grouping called a content topic. These help you identify what types of activities potential visitors are searching for as well as which types of content will perform well on your social channels, in paid content efforts and paid search.
Tip: Click into either chart to explore page-by-page performance for pages within a content topic.
Source: Google Analytics 4 & Zartico.



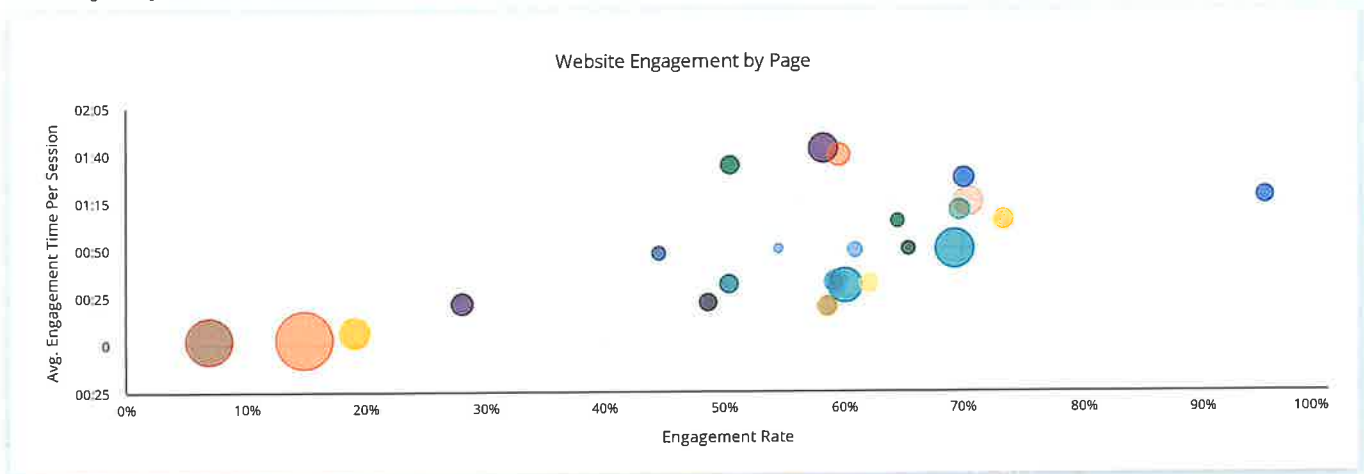
What season does each content topic see the most traffic?

This insight is not configured to the date filter above and instead will always show the last 12 months.
Source: Google Analytics 4.



What are the most engaging pages on your website?

Bubble size = Total Number of Sessions. Only top 25 visited pages included.
Source: Google Analytics 4.



What pages are good contenders for on-page optimization to increase organic traffic to the site?

These pages are good content to optimize to increase organic traffic. Tip: Click on the URL in the left column to open the page in your browser.
Source: Google Analytics 4.

High Traffic Pages with Low Organic Sessions

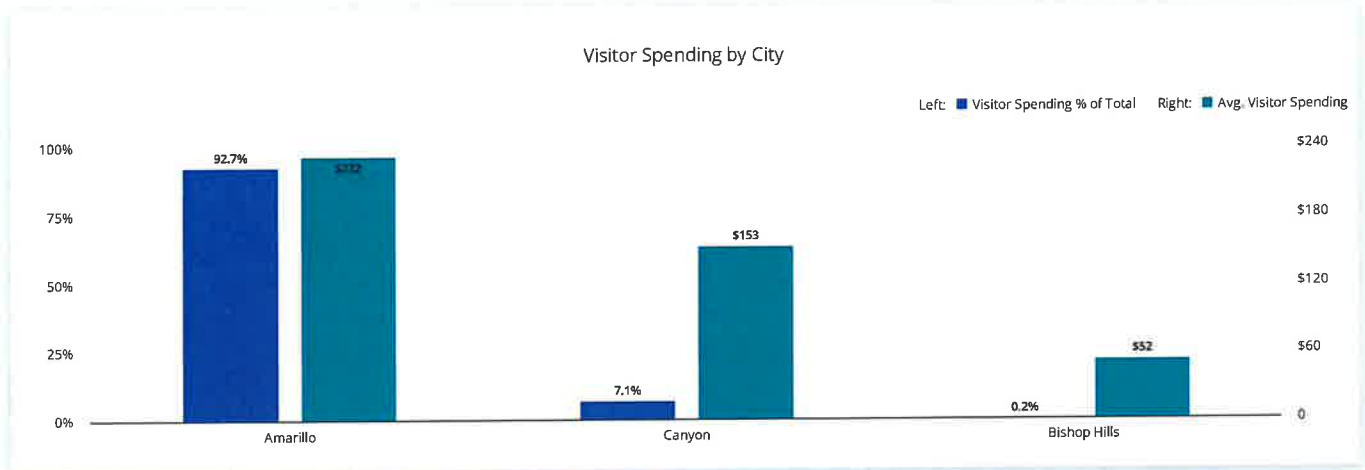
Page Url	Views (>100) ▼	Organic Views % of Total (<50%)	Engagement Rate (>40%)
http://www.visitamarillo.com/things-to-do/	16.5 K	31%	69.4%
http://www.visitamarillo.com/events/	14.8 K	39%	70.5%
http://www.visitamarillo.com/	11.9 K	41%	60.1%
http://www.visitamarillo.com/things-to-do/9-most-unique-things-you-can-do-in-amarillo/	9.3 K	47%	58.3%
http://www.visitamarillo.com/things-to-do/route-66/	5.5 K	45%	59.6%
http://www.visitamarillo.com/things-to-do/outdoors/palo-duro-canyon/	5.3 K	43%	50.5%
http://www.visitamarillo.com/hotels/	1.8 K	44%	40.9%
http://www.2021guide.visitamarillo.com/	1.4 K	42%	95.4%
http://www.visitamarillo.com/listing/big-texan-steak-ranch-and-brewery/720/	1.3 K	37%	40.5%
http://www.primary-amarillo.simpleviewcms.com/includes/plugins/nav/preview_civs/	967	12%	80.6%
http://www.visitamarillo.com/things-to-do/outdoors/	902	30%	58.5%

Spending Summary (formerly Trends: Visitor Spending)

See where visitors are spending money in your destination to understand economic impact. Use this information to identify opportunities to align marketing strategies with visitor interests. These insights sourced from [Affinity](#) and are based on a cardholder count sample size of **104,101**. Learn more: [Module Overview](#) | [Average Visitor Spend](#) | [Demographic Data](#) | [Restaurant-to-Fast Food Ratio](#)

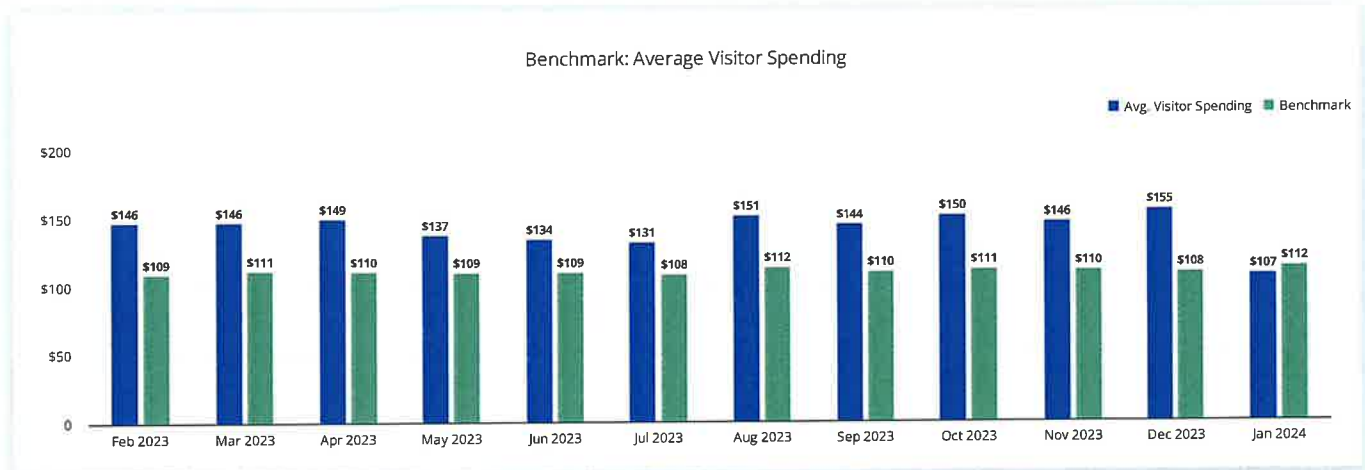
How are visitors spending throughout the destination?

Source: Zartico Spend Data. Note: Data is provided at level of cardholder zip. Visitor is classified as > 60 miles between center of Cardholder Zip and center of Merchant Zip. Zip codes can cross multiple counties, so Primary Merchant County includes the county the center of the zip code falls within. Avg. Visitor Spending will not appear for a City where there are 10 or less cardholders based on the filters selected. Tip: Click into a City to see which Visitor Market Areas are spending in that City.



How does your destination's average visitor spending compare to the average of Zartico partners?

Source: Zartico Spend Data. Note: Average Visitor Spending is calculated as total visitor spending divided by visitor cardholder count. The blue bar is your data, where the green is the average of all Zartico partners. This insight is not connected to any of the filters above. Tip: Click into a month to see the data by day.



How does your destination's average visitor spending compare to last year?

Source: Zartico Spend Data. Note: This insight is not configured to the Date Range filter above and will instead always show the last 12 months compared to the previous year. Avg. Visitor Spending will not appear for a Month where there are 10 or less cardholders based on the filters selected. Tip: Click into a month to see the YOY change in Avg. Visitor Spending by Category. LY = Last Year, TY = This Year.



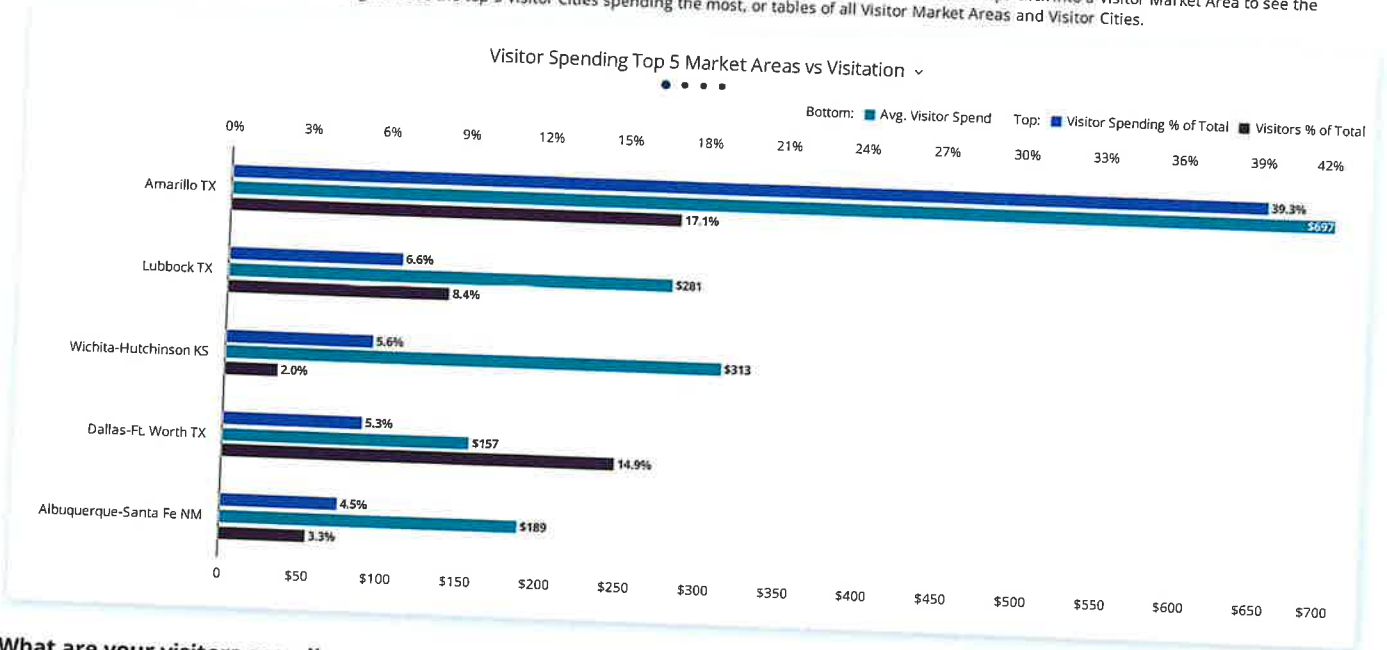
How does average visitor spending change over the course of the year?

Source: Zartico Spend Data. Note: Average Visitor Spend will be influenced by seasonal rates for accommodations, types of travel (e.g. summer camping vs winter hotel) and the length of stay.



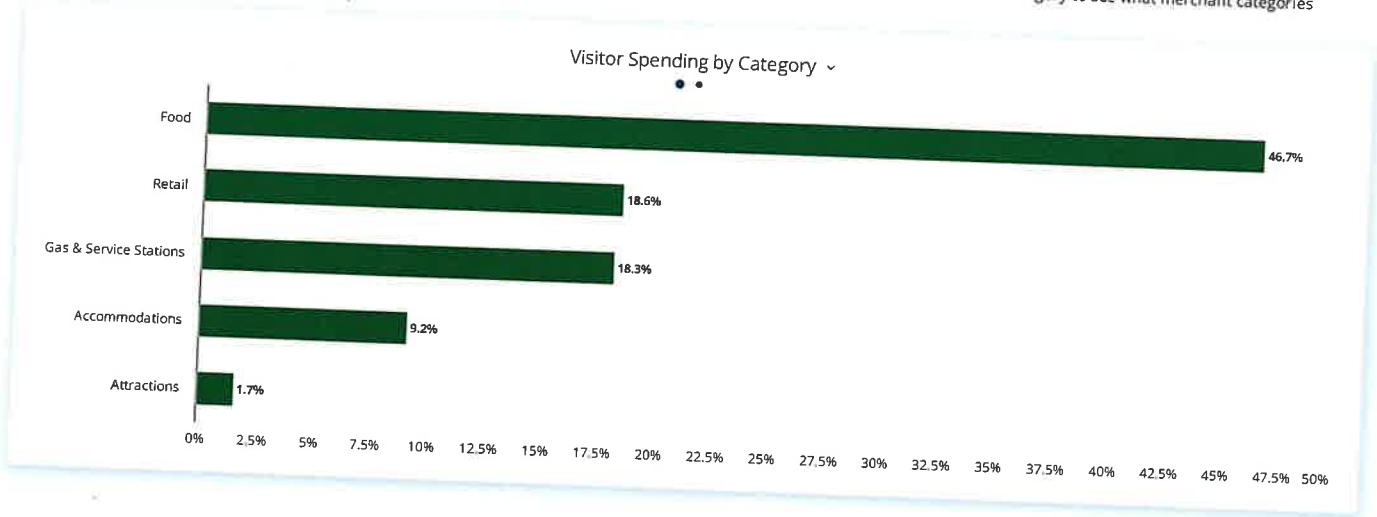
Are the visitor Market Areas spending the most also visiting the most?

Source: Zartico Spend Data, Zartico Geolocation Data. Note: The insight below is filtered to show the top 5 Market Areas based on total visitor spending for the date range selected. Avg. Visitor Spending will not appear for a market where there are 10 or less cardholders based on the filters selected. Tip: Click into a Visitor Market Area to see the metrics by Visitor City. Toggle to the next insight to see the top 5 Visitor Cities spending the most, or tables of all Visitor Market Areas and Visitor Cities.



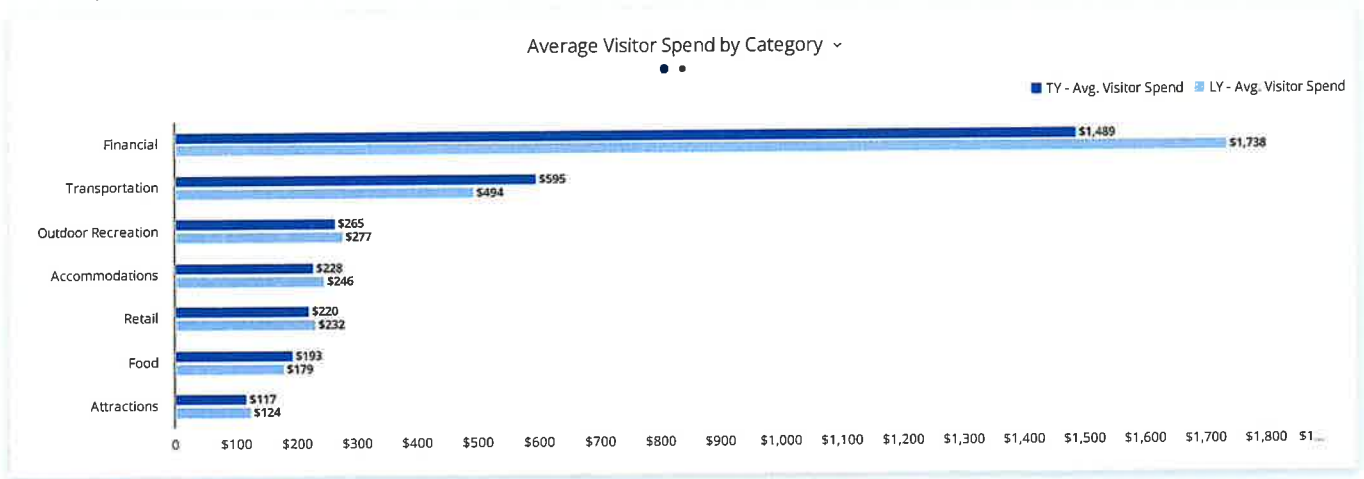
What are your visitors spending money on in your destination?

Source: Zartico Spend Data. Note: This data does not include online transactions. Therefore the Accommodations category would not include short-term rentals where the card is not swiped in-market. The Transportation category includes rental cars/RVs, taxi/limo services, cruise ships, airports and travel agencies & tour operations. Avg. Visitor Spending will not appear for a Category where there are 10 or less cardholders based on the filters selected. Tip: Click into a Category to see what merchant categories visitors are spending on within that Category.



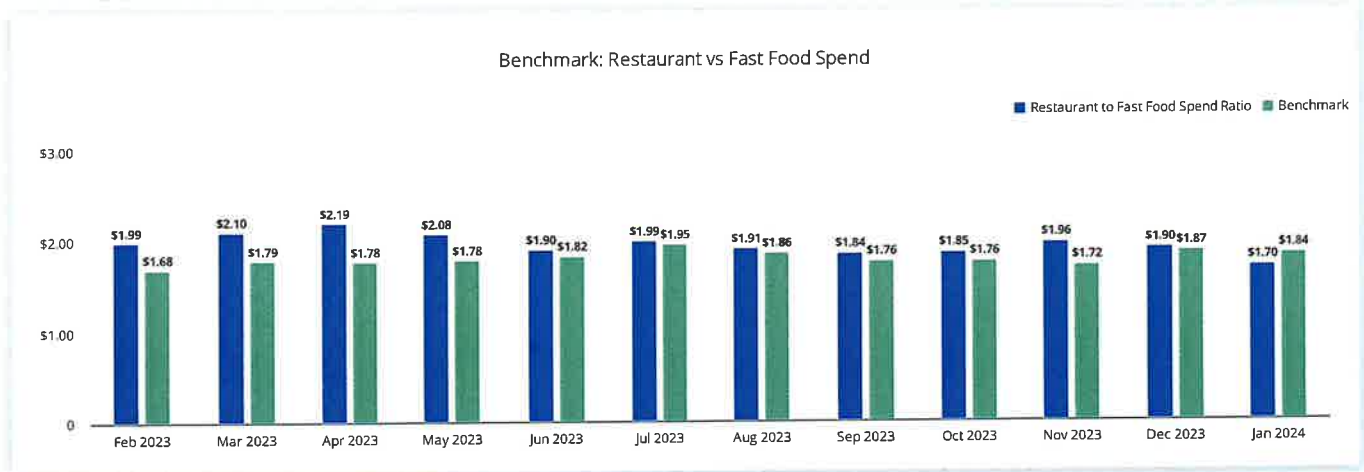
How does average visitor spending by category compare to the previous year?

Source: Zartico Spend Data. Note: This data does not include online transactions. Therefore the Accommodations category would not include short-term rentals where the card is not swiped in-market. The Transportation category includes rental cars/RVs, taxi/limo services, cruise ships, airports and travel agencies & tour operations. Avg. Visitor Spending will not appear for a Category where there are 10 or less cardholders based on the filters selected. Tip: Click into a Category to see what merchant categories visitors are spending on within that Category. Toggle to the next insight to see a table of all Categories.



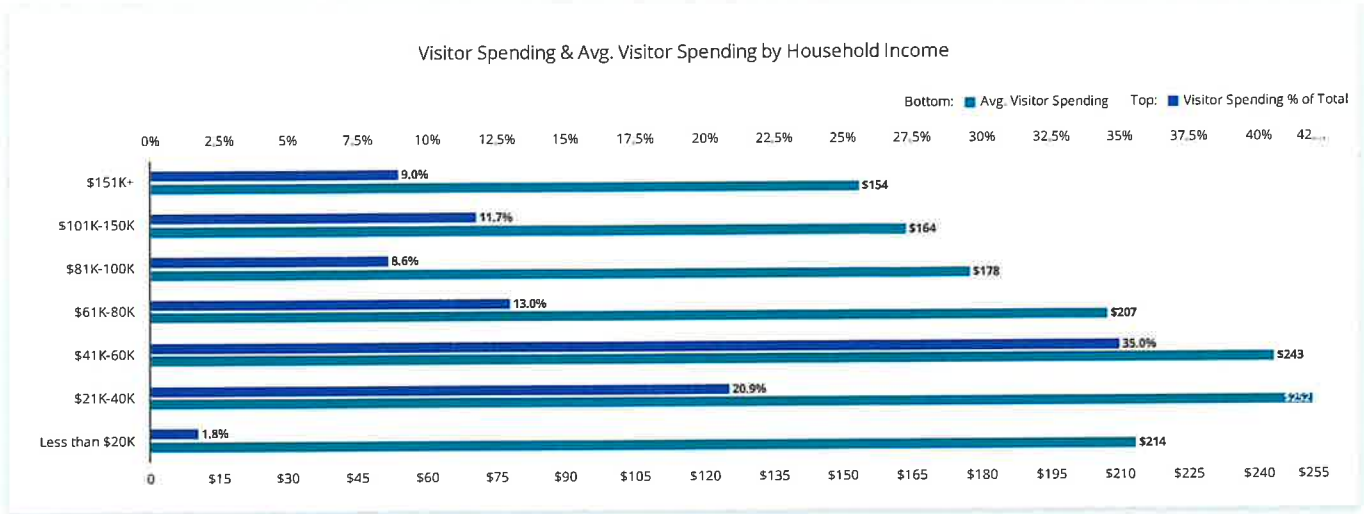
How does your destination's restaurant to fast food spend ratio compare to the average of all Zartico partners?

Source: Zartico Spend Data. Note: Restaurant to Fast Food Spend Ratio is calculated as restaurant visitor spend divided by fast food visitor spend. The blue bar is your data, where the green is the average of all Zartico partners. The number shown is the number of dollars spent in Restaurants for every dollar at Fast Food. This benchmark helps to provide a frame of reference for how effectively a destination is cultivating visits to their local restaurants, both in the aggregate (all visitors) or seasonally or origin markets/seasons. Tip: Select a market using the Visitor Market Area filter above to see if those travelers go to restaurants in your destination (blue) at rates near the national Zartico average (green).



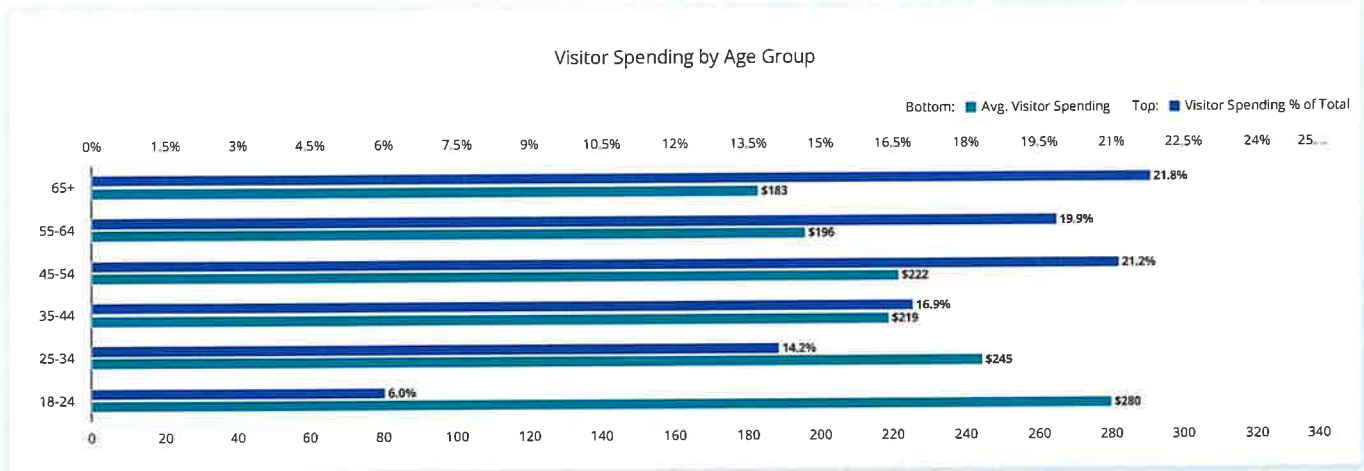
Which income levels are spending the most in destination and which are the highest value?

Source: Zartico Spend Data. Avg. Visitor Spending will not appear for an income level where there are 10 or less cardholders based on the filters selected. Note: Insight is sorted from highest Avg. Visitor Spending to lowest. Tip: Click into an income bracket to see visitor spending by Visitor Market Area.



Which age groups are spending the most in destination?

Source: Zartico Spend Data. Avg. Visitor Spending will not appear for an age group where there are 10 or less cardholders based on the filters selected. Tip: Click into an Age Group to see which Visitor Market Area those spenders are coming from.



Sample Size Reference & Diagnostics

The first metric provides a reference for the number of unique cardholders (Zartico Spend Data) used in the insights above. This value is controlled by the combination of filters selected at the top of the module. In statistics, larger sample sizes result in smaller margins of error (%+/-) and a higher confidence interval. This means that it is less likely that the result you are seeing is due to statistical noise and the greater the confidence you can have in the insights being provided. If these diagnostics show yellow or red values, the insights should be treated as directionally, but less precise owing to a smaller sample size. In these cases, eliminating filter criteria at the top of the module or widening the date range will increase the sample size and increase both accuracy and confidence in the data. The second metric shows the date visitor spend data is loaded through.

Visitor Cardholder Count Sample Size

104,101

Visitor Spending - Max Date

2024-01-12