

**REGULAR MEETING TO BE HELD ON WEDNESDAY, OCTOBER 25, 2023, AT 8:30 AM IN THE BOARD ROOM OF THE BIVINS MANSION, 1000 S. POLK AMARILLO, TEXAS.**

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

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

1. **Call to Order**
2. **Approval of Minutes from September 27, 2023**
3. **Presentation and Discussion: Greater Amarillo Film Commission Activities**
4. **Updates and Discussion: Texas Music Friendly Designation**
5. **Discussion and Consideration: Travel and Client Development Policy**
6. **Discussion and Consideration: Arts Marketing Grant Approvals**
7. **Public Forum**
8. **General Announcements from Board Members**
9. **Discussion on future meeting dates and possible agenda items.**  
The next meeting date is November 15, 2023  
(One week early due to Thanksgiving.)
10. **Adjournment**

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State of Texas

County of Potter

City of Amarillo

MINUTES

On the 27<sup>th</sup> day of September 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	10	10
Vic Ragha	Y	10	7
Phyllis Golden	Y	10	9
Bobby Lee	Y	10	7
Coco Duckworth	Y	10	9
Tom Scherlen	Y	3	1
Jason Fenton	N	10	5
Payal Nathu	Y	10	7
Al Patel	Y	10	8
Ex-officios			
Beth Duke	N	10	8
Bo Fowlkes	N	10	8
Brady Ragland	N	2	1

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. She welcomed new board member, Tom Scherlen. Kashion Smith presented him with a copy of the ACVB Founders Book.

Item 2: Approval of Minutes. Motion was made by Phyllis Golden, seconded by Payal Nathu, and unanimously carried to approve the August minutes.

Item 3: Presentation and Discussion: CFO by Design Financial Assessment. Kashion Smith explained that we had this assessment done in preparation to pull fiscal responsibility from the City by October 1<sup>st</sup>.

Braley Beck presented the Financial Assessment provided by CFO By Design. She explained that their representative met with the CVB staff, board members and Executive Committee, and staff from the City Accounting Department.

She went over the Organization Strengths, Areas of Risk, Financial Policies and Recommendations, Financial Processes and Recommendations, Financial Statements, and Other Observations described by CFO By Design.

Item 4: Discussion and Consideration:

Transparency Policy – Braley went over the Main Points concerning the posting of meeting minutes, and posting of public meeting notices, contact information for staff and Board of Directors will be available online, audited financial statements, and our annual budget and business plan.

Motion was made by Vic Ragha, seconded by Phyllis Golden, and unanimously carried to approve the Transparency Policy as presented.

Financial Policies and Procedures – Braley presented the Ethical Considerations & Accounting Procedures, and Internal Controls information.

After thorough discussion, the following changes were made to the:

Financial Planning and Reporting-

Budget Process – Executive Director may approve budget adjustments that do not increase the overall annual budget totals, and for line items that do not exceed \$15,000.

Expense and Accounts Payable-

The addition of a subheading under Approval Authority stating “Reserve Expenditures within One Fiscal Year.”

For non-budgeted expenses, advance approval for the expenditure must be received at the following level: the Executive Director may approve expenditures up to \$15,000.

“Contracts” was added as another subheading stating that all contracts must be approved by either the Director of Finance or Executive Director before being signed by the Department Head.

Motion was made by Coco Duckworth, seconded by Al Patel, and unanimously carried to approve the Financial Policies and Procedures with the above-mentioned changes.

Reserve and Investment Strategy – This policy replaces the current Reserves Policy approved by the board on February 22<sup>nd</sup>. Braley went over Funds, Procedures, Delegation of Authority, Operating Accounts, Reserve Account and Reserves Strategy.

Motion was made by Bobby Lee, seconded by Vic Ragha, and unanimously carried to approve the Reserve and Investment Strategy as presented.

Travel and Client Development Policy. Motion was made by Payal Nathu, seconded by Coco Duckworth, and unanimously carried to table this agenda item.

Item 5: Updates:

Software Changes: Accounting software will become Quickbooks Online, accounts payable will become Bill.com.

Credit Card: Corporate Credit Cards will be handled through Bill Spend & Expense.

Payroll: Employee HR Center will be QuickBooks Workforce, employee time tracking will be QuickBooks Time, and payroll processing will be done through QuickBooks Online Payroll.

Financial Reports: Braley shared examples of the Statement of Activity and Statement of Financial Position reports.

Item 6: Executive Session-Sec. 551.071 – Consult with attorney on a matter in which the attorney’s duty to the governmental body under the Texas Disciplinary Rules of Professional Conduct conflicts with this chapter.

Item 7: Executive Session-Sec. 551.074 – Discuss the appointment, employment, evaluation, reassignment, duties, discipline, dismissal of to hear a complaint against the public officer or employee.

The CVB staff was not present for the Executive Board's discussion of Items 6 and 7. Notes from those discussions were taken by Leslie Schmidt, Sr. Assistant City Attorney which are sealed and filed in the CVB office.

Item 8: Consider and Necessary Action: Staff Salaries. Motion was made by Coco Duckworth, seconded by Tom Scherlen, and unanimously carried to approve the staff salaries as presented, with one amendment.

Item 9: Public Forum. There were no comments.

Item 10: General Announcements from Board Members

Kashion Smith informed the board that Sherman Bass has plans to attend several music and film festivals this fall. He is working very diligently on a juried film festival next October and earning the music friendly designation.

Item 11: Discussion on future meeting dates and possible agenda items. The next meeting date is October 25, 2023. It was requested that an update on activity of the Film Commission be added to the agenda.

Item 12: Adjournment. There being no further business, Angela Knapp Eggers adjourned the meeting.

Respectfully submitted,



Mary Ramirez  
Executive Assistant



Angela Knapp Eggers  
CVB Board President



CITY OF AMARILLO, TEXAS  
NOTICE OF MEETING & AGENDA  
AMARILLO CVB SPORTS COMMISSION

**REGULAR MEETING TO BE HELD ON TUESDAY, October 3, 2023, AT 8:30 AM IN THE BOARD ROOM  
OF THE BIVINS MANSION, 1000 S. POLK, AMARILLO, TX.**

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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 August 1, 2023**
3. **General announcements from commission members**
4. **Sports Commission committee member updates**
5. **Play Easy update**
6. **NCAA Championship Site 2026-2028 Bid Cycle**
7. **Discussion on future meeting dates and possible agenda items.**  
The next meeting date is January 2, 2024
8. **Adjournment**

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State of Texas

City of Amarillo

County of Potter

## MINUTES

On the 3<sup>rd</sup> day of October 2023, the Sports Commission met at 8:30 am in the board room of the Bivins Mansion, 1000 S. Polk.

Present were Bo Fowlkes, Jerry Branch, Michael Kashuba

CVB staff present were Kashion Smith, Amy Tarr, Stephanie Andrews, Mary Ramirez

Item 1: Call to order. Amy Tarr called the meeting to order.

Item 2: Approval of Minutes from August 1, 2023. Motion was made by Michael Kashuba, seconded by Bo Fowlkes with the following correction under Item 5. The Civic Center Complex is repouring concrete in the coliseum, not repouring ice.

Item 3: General announcements from commission members.

Jerry Branch reported that the funding goal for the Kid's Inc project is two-thirds complete. He will get more information at their board meeting tomorrow.

Michael Kashuba reported that the fencing is almost done at Rick Klein, the lighting is almost done at River Road and Thompson Parks. They have started work on the lighting at Southwest Park and have plans to fence the soccer fields to deter vandalism.

TPYSF lease agreement will go before city council with plans to terminate their lease with the city. TPSYF no longer wants to lease John Stiff Park due to the vandalism but would like to still manage the fields at Rick Klein.

A grand reopening of the tennis center is scheduled for Saturday, October 14<sup>th</sup>.

Bo Fowlkes reported that the Venom football season will start soon, and the Bombers soccer season will start in January. He will send information about the Bombers to Hope to see if we can help promote their season.

He added that requisitions for the dasher walls and turf have been ordered.

Item 4: Sports Commission committee member updates. Amy Tarr reported that Eric Andersen is no longer with the Amarillo Ice Ranch. Dominic Zumbrun is no longer with the Netplex but he will remain on the Sports Commission under the Texas Panhandle Youth Sports Foundation. Amy has invited Lindsey Culala with Netplex to be on the Sports Commission.

Item 5: Play Easy update. Amy Tarr reported that we have updated our profile and our subscription was effective October 1<sup>st</sup>. This is a platform that allows us to receive RFP's for sporting events, we have already received several.

Item 6: NCAA Championship Site 2026-2028 Bid Cycle. Amy Tarr explained that the bid cycle has changed from four years to now two years. Bids are due in February.

Item 7: Discussion on future meeting dates and possible agenda items. The next meeting date is January 9, 2024 (one week later due to the holiday).

Item 8: Adjournment. There being no further business, Amy Tarr adjourned the meeting.

Respectfully submitted,

A handwritten signature in blue ink that reads "Mary Ramirez". The signature is written in a cursive, flowing style.

Mary Ramirez

Executive Assistant

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

**REGULAR MEETING TO BE HELD ON TUESDAY, October 3, 2023, AT 11 AM IN THE BOARD ROOM OF THE BIVINS MANSION, 1000 S. POLK AMARILLO, TEXAS.**

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

1. **Call to Order**
2. **Approval of Minutes from September 5, 2023**
3. **Update: CVB Board**
4. **Update: Public Arts and Beautification Board**
5. **Update: Marketing Co-ops**
6. **Update: Grant Applications 2023/24**
7. **Update: 24/25 Theme**
8. **Update: Airport Art Committee**
9. **Public Forum**
10. **General Announcements from Committee Members**
11. **Discussion on future meeting dates and possible agenda items.**  
The next meeting date is November 7, 2023.
12. **Adjournment**

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State of Texas

City of Amarillo

County of Potter

## MINUTES

On the 3<sup>rd</sup> day of October 2023, the Arts Committee met at 11 am in the board room of the Bivins Mansion, 1000 S. Polk.

Present were Stephanie Bybee, Sammy Carter, Deana Craighead, Amanda Jarnagin, Cindy Perez, Jason Crespin, Beth Duke, Ashley Jones, Nikki Silva, Emily Kelley, Kay Kennedy

CVB staff present were Kashion Smith, Christy King, Hope Stokes, Mary Ramirez

Item 1: Call to order. Stephanie Bybee called the meeting to order.

Item 2: Approval of Minutes from September 5, 2023. Motion was made by Beth Duke, seconded by Cindy Perez, and unanimously carried to approve the September minutes.

Item 3: Update: CVB Board. Kashion Smith reported that October 1<sup>st</sup> marks the beginning of all bookkeeping being done in house. She reminded everyone that we were under the Chamber since 1984 and became a stand-alone in 2020 so we are no longer paying for governance.

Item 4: Update: Public Arts and Beautification Board. Cindy Perez reported that they are working on a marketing strategy for the artists census which launches November 1<sup>st</sup>. She also distributed fliers for Hocus Pocus in the Park on October 21<sup>st</sup> at Memorial Park.

Item 5: Update: Marketing Co-ops. Hope Stokes reported that there will be no paid marketing campaigns this year. Instead we are partnering with Locl to offer help to optimize Google listings. They will be presenting their information at the upcoming Convention and Tourism Committee meeting on Wednesday, October 11<sup>th</sup>. Hope invited everyone who would like more information to attend the meeting. We will be offering 100 free spots to our partners.

Item 6: Update: Grant Applications 2023/24. Christy King reminded everyone that the applications have been emailed and are due October 13<sup>th</sup>. The grant amounts will be awarded and will then be presented to the CVB Board at their meeting on October 25<sup>th</sup>. Invoices will be requested, and payments will be made in November.

Item 7: Update: 24/25 Theme. Christy King reported that she will send a form for everyone to vote on the theme, then Gabrielle Bivins will create the graphic.

Item 8: Update: Airport Art Committee. Christy King distributed a picture of the vortex with its current art piece, which they would like to move so new art, or mural, can be installed.

Item 9: Public Forum. There were no comments.

Item 10: General Announcements from Committee Members

Sammy Carter reported that CMA is happy to have performances in their new venue at the AmTech Career Academy. Their upcoming concert, Celebrating Our Veterans, is November 11<sup>th</sup>.

She added that the Symphony's next concert, Celebraciones!, is on October 13<sup>th</sup> and 14<sup>th</sup> honoring Hispanic heritage.

Dean Craighead reported that PPHM will host Dino Day this Saturday and the museum will have free admission on the 14<sup>th</sup> as part of WT's Homecoming festivities.

They will also host Porch Talk, An Evening with Douglas K. Boyd and John R. Erickson on October 19<sup>th</sup>, and The Art of Texas State Parks Reception on October 27<sup>th</sup>.

Amanda Jarnigan reported that AMoA has redone the walls in the second-floor gallery. Their Biennial 600 exhibit opens October 14<sup>th</sup>, and their current exhibit, Critical Mass, is up until December 3<sup>rd</sup>. The museum will be hosting Museum School for kids.

Jason Crespin reported that the winner of the Golden Ticket drawing for season tickets is from Roswell, New Mexico. ALT's current production is Chemical Imbalance. ALT is partnering with the public library to give tickets to patrons with a library card.

He added that The Showstopper Show Choir has a concert on October 28<sup>th</sup>, and they are in rehearsal for Boys in the Band. The ALT Academy will be holding auditions for Prancer on October 9<sup>th</sup> and 10<sup>th</sup>.

Beth Duke distributed posters for the first Jazztober performance this season, which will include The Tap Truck. She also distributed the new edition of the Downtown Dining Guide, sponsored by The Barfield.

Ashley Jones reported that the Civic Center Complex will be showing Johnny Cash-The Official Concert Experience on October 30<sup>th</sup> with a video of Johnny projected above the stage, accompanied by a live band and singers. WRCA is November 9<sup>th</sup> – 12<sup>th</sup>.

Nikki Silva reported that AQHA's America's Horse in Art exhibit is closing, their next exhibit is Versatility in Art Youth Art Show.

She introduced Emily Kelley, their new Museum Curator.

Kay Kennedy reported that while the HPPR offices are in transition, Jenny Inzerillo is broadcasting from WT and Ruth Ellen Lynch is officing at the Amarillo Area Foundation. The next concert on the Ambassador Tour is October 12<sup>th</sup>. She reminded everyone to submit their upcoming events to Jenny.

Hope Stokes also encouraged everyone to submit their events through Roundup.

Item 11: Discussion on future meeting dates and possible agenda items. The next meeting date is November 7, 2023.

Item 12: Adjournment. There being no further business, Stephanie Bybee adjourned the meeting.

Respectfully submitted,



Mary Ramirez  
Executive Assistant



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

**REGULAR MEETING TO BE HELD ON WEDNESDAY, OCTOBER 11, 2023, AT 8:30 AM IN THE BOARD ROOM OF THE BIVINS MANSION, 1000 S. POLK AMARILLO, TEXAS.**

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

- 1. Call to Order**
- 2. Approval of Minutes from September 13, 2023**
- 3. General Announcements**
- 4. Update: ACVB Board**
- 5. Presentation and Discussion: Local**
- 6. Discussion on future meeting dates and possible agenda items.**  
The next meeting date is November 8, 2023
- 7. Adjournment**

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State of Texas

City of Amarillo

County of Potter

## MINUTES

On the 11<sup>th</sup> day of October 2023, the Convention and Tourism Committee met at 8:30 am in the board room of the Bivins Home, 1000 S. Polk.

Present were Beth Duke, Antonio Charles, Ashley Jones, Chase Hess, Josiah Simmons, Margo Adams, Matt Marrs, Mark Johnson, Amanda Jarnagin, Dora Meroney, Eric Miller, Raquel Marasky, Steven Stubblefield, Jason Crespin, Claudia Luna, Al Patel

CVB staff present were Kashion Smith, Hope Stokes, Amy Tarr, Stephanie Andrews, Jackie Phommahaxay, Braley Beck, Sherman Bass, Christy King, Mary Ramirez

Item 1: Call to order. Matt Marrs called the meeting to order and asked everyone to introduce themselves.

Item 2: Approval of Minutes from September 13, 2023. Motion was made by Beth Duke, seconded by Eric Miller, and unanimously carried to approve the September minutes.

Item 3: General Announcements

Beth Duke distributed the updated Downtown Dining Guide. She reminded everyone that there are only two Jazztober concerts left in the season.

Eric Miller reported that Prairie Palooza was a success, with an estimated 1000 attendees.

Dora Meroney distributed posters for Rockarillo on October 21<sup>st</sup>.

Steven Stubblefield reminded everyone of the groundbreaking for Buc-ees on October 26<sup>th</sup> at 1 pm. The anticipated opening date is January 2025, and they plan to hire 150-175 employees.

Ashley Jones reported that Venom Football is back in the Civic Center. Upcoming events are WRCA and the Farm and Ranch Show.

Amanda Jarnagin reported that AmoA's fundraising event, Christmas Roundup, is November 3<sup>rd</sup>, 4<sup>th</sup> and 5<sup>th</sup> also at the Civic Center.

Matt Marrs reported that the Western Horseman has been renovated and plans to have their grand opening in time for WRCA.

Item 4: Update: ACVB Board. Kashion Smith reported that their last meeting was all about financial policies. Since we became independent in 2020, our goal has been to flip from a projected budget to cash on hand. As of October 1<sup>st</sup>, we have accomplished that goal. Our finances are now handled in-house and January 1<sup>st</sup>, our payroll will also be handled in-house.

We have split the bank accounts to accommodate future revenue that will be generated.

Item 5: Presentation and Discussion: Locl. Hope Stokes explained that we are pivoting from the paid co-op opportunities that we have done in the past. Instead, we are using the services of Locl to help our partners manage their Google listings. We are the first city in Texas to partner with them.

Hope brought in Tommy Chipman, VP Partnerships, via Zoom to give a background of the company and explain how this partnership will benefit them.

He explained that 93% of all searches are done on Google, 45% are local in nature and are searches with the intent to purchase, so it's extremely important that their information such as hours of operation and location is correct.

Locl is the missing layer between Google Business Manager (which is not user friendly) and the consumer. He further explained the steps of the process, starting with claiming their business listing, then allowing Locl access so they can manage their account.

This service is included in this year's budget and will be offered at no charge to the first 100 of our partners on a first-come, first-served basis. Training sessions will be provided.

Item 6: Discussion on future meeting dates and possible agenda items. The next meeting date is November 8, 2023.

Item 7: Adjournment. There being no further business, Matt Marrs adjourned the meeting.

Respectfully submitted,



Mary Ramirez

Executive Assistant



**COMMITTEE MEETING TO BE HELD ON FRIDAY, OCTOBER 13, 2023, AT 9:00 AM IN THE BOARD ROOM OF THE BIVINS HOUSE, 1000 S. POLK AMARILLO, TEXAS.**

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

- 1. Call to Order**
- 2. Approval of Minutes from September 8, 2023**
- 3. Public Forum**
- 4. General Announcements from Committee Members**
- 5. Update: CVB Board**
- 6. Update: Sharpened Iron Studios**
- 7. Update: Film Office**
  - **Projects, website, branding, film promotion, film festival**
- 8. Discussion on future meeting dates and possible agenda items.**
  - November No Meeting
  - December 8, 2023
- 9. Adjournment**

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State of Texas

City of Amarillo

County of Potter

## MINUTES

On the 13<sup>th</sup> day of October 2023, the Greater Amarillo Film Commission met at 9 am in the board room of the Bivins House, 1000 S. Polk.

Present were Stephanie Bybee, Taylor Higgins, Dale Scarberry, John Scarberry, Joshua Turner Shawn, Kay Kennedy, Sheryl Anderson

CVB staff present were Kashion Smith, Sherman Bass, Mary Ramirez

Item 1: Call to order. Stephanie Bybee called the meeting to order.

Item 2: Approval of Minutes from September 8, 2023. Motion was made by John Scarberry, seconded by Stephanie Bybee, and unanimously carried to approve the September minutes.

Item 3: Public Forum. Stephanie Bybee asked everyone to introduce themselves.

Item 4: General Announcements from Committee Members. There were no comments.

Item 5: Update: CVB Board. Kashion Smith reported that the board spent time on financial policies. She explained that we were under the governance of the Chamber and became a stand-alone entity in 2020 due to shifts in our budget.

Effective October 1<sup>st</sup>, we have switched from operating on projected HOT funds to now operating with cash on hand and strong reserves. Our applications for 501(c) (3) and (6) status have both been approved.

Item 6: Update: Sharpened Iron Studios. There was no report.

Item 7: Update: Film Office. Sherman reported that his work with the Welsh cowboys went well.

The strike is ongoing, so there has been no movement on features or episodic projects, 1923 is on the back burner.

He recently attended the Flatlands Film Festival in Lubbock. The focus was on shorts, it had no feature narratives but had four documentaries. He will be attending festivals in Santa Fe, NM and Austin later this month.

The website is close to completion, and we are working on the production directory.

The Film Office is handling the process for Music Friendly designation and planning a certification event on Monday, November 13<sup>th</sup> at 4 pm at Arts in the Sunset.

Item 8: Discussion on future meeting dates and possible agenda items. There will not be a November meeting, the next meeting will be December 8<sup>th</sup>.

Sherman added that he is planning a meet-and-greet of film-friendly communities to discuss how to work together. Five area communities are already designated as film friendly, with seven others pursuing their designation.

Item 9: Adjournment. There being no further business, Stephanie Bybee adjourned the meeting.

Respectfully submitted,

A handwritten signature in blue ink that reads "Mary Ramirez". The signature is written in a cursive, flowing style.

Mary Ramirez  
Executive Assistant

# Total HOT Collections



October	\$ 765,048.00	\$ 79,692.00	\$ 342,678.00	\$ 293,724.00	\$ 48,954.00	\$ 342,678.00	\$ 685,356.00	\$ 672,242.00	\$ 13,114.00	1.9%
November	\$ 716,202.00	\$ 67,118.00	\$ 324,542.00	\$ 278,179.00	\$ 46,363.00	\$ 324,542.00	\$ 649,084.00	\$ 667,009.00	\$ (17,925.00)	-2.7%
December	\$ 749,907.00	\$ 73,036.00	\$ 338,435.00	\$ 290,087.00	\$ 48,348.00	\$ 338,435.00	\$ 676,870.00	\$ 686,520.00	\$ (9,650.00)	-1.4%
January	\$ 627,889.00	\$ 36,817.00	\$ 295,536.00	\$ 253,317.00	\$ 42,219.00	\$ 295,536.00	\$ 591,072.00	\$ 666,841.00	\$ (75,769.00)	-12.0%
February	\$ 569,855.00	\$ 51,946.00	\$ 258,955.00	\$ 221,961.00	\$ 36,994.00	\$ 258,955.00	\$ 517,910.00	\$ 747,421.00	\$ (229,511.00)	-36.3%
March	\$ 550,520.00	\$ 54,829.00	\$ 247,846.00	\$ 212,439.00	\$ 35,407.00	\$ 247,846.00	\$ 495,692.00	\$ 506,137.00	\$ (10,445.00)	-2.1%
April	\$ 846,160.00	\$ 68,373.00	\$ 388,894.00	\$ 333,337.00	\$ 55,556.00	\$ 388,894.00	\$ 777,787.00	\$ 839,185.00	\$ (61,398.00)	-7.6%
May	\$ 696,979.00	\$ 69,002.00	\$ 313,989.00	\$ 269,133.00	\$ 44,856.00	\$ 313,989.00	\$ 627,978.00	\$ 626,071.00	\$ 1,907.00	0.3%
June	\$ 803,616.00	\$ 67,957.00	\$ 367,830.00	\$ 315,282.00	\$ 52,547.00	\$ 367,830.00	\$ 735,659.00	\$ 746,310.00	\$ (10,651.00)	-1.4%
July	\$ 1,053,472.00	\$ 85,240.00	\$ 484,116.00	\$ 414,956.50	\$ 69,159.50	\$ 484,116.00	\$ 968,232.00	\$ 990,540.00	\$ (22,308.00)	-2.3%
August	\$ 1,006,030.00	\$ 88,852.00	\$ 458,589.00	\$ 393,076.00	\$ 65,513.00	\$ 458,589.00	\$ 917,178.00	\$ 897,020.00	\$ 20,158.00	2.2%
September	\$ 832,942.00	\$ 72,760.00	\$ 380,091.00	\$ 325,784.00	\$ 54,279.00	\$ 380,091.00	\$ 760,154.00	\$ 802,132.00	\$ (41,978.00)	-5.4%
<b>Total</b>	<b>\$ 9,218,620.00</b>	<b>\$ 815,672.00</b>	<b>\$ 4,201,501.00</b>	<b>\$ 3,601,275.50</b>	<b>\$ 600,195.50</b>	<b>\$ 4,201,472.00</b>	<b>\$ 8,402,972.00</b>	<b>\$ 8,847,428.00</b>	<b>\$ (444,456.00)</b>	<b>-6%</b>

Total Bond Amount with CVB Total

Bond Amount Due	\$ 1,050,000.00
Bond Paid	\$ 1,050,000.00
Percent of Bond Paid	100%
Contract Income	\$ 2,845,221.00
2022-23 CVB Total After Bond	\$ 2,551,275.50
To 2024-25 Reserves from HOT	\$ (293,945.50)



**Amarillo Convention and Visitors Bureau**  
Budget: Year to Date  
for the period of 10/01/2022 to 09/30/2023

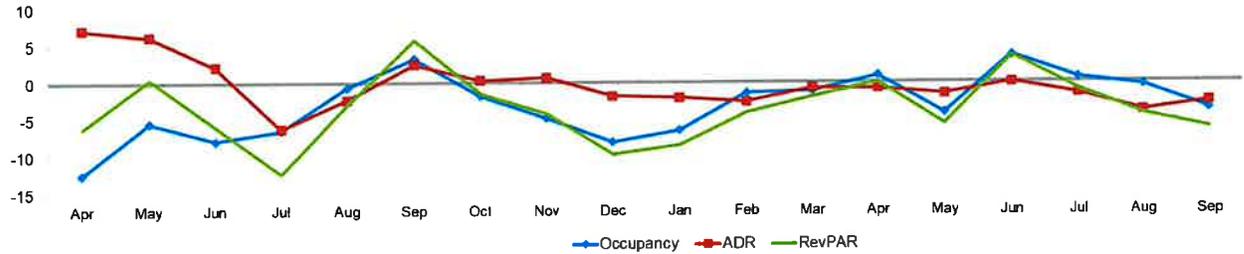
Account Number	Account Name	Actual	Annual Budget	Annual Budget \$	Annual Budget %
<b>Income</b>					
4040	Reserves	\$1,542,112.08	\$1,542,112.00	\$-0.08	100.0%
30000.36520	City Contract Income	\$2,645,220.96	\$2,645,220.96	\$0.00	0.0%
37000.37110	Interest Income	\$41,039.96	\$2,246.00	\$-38,793.96	1827.25%
37400.37410	Miscellaneous Revenue	\$68,187.30	\$0.00	\$-68,187.30	0.0%
<b>Total Income</b>		<b>\$4,296,560.30</b>	<b>\$4,189,578.96</b>	<b>\$-106,981.34</b>	<b>102.55%</b>
<b>Expense</b>					
6000	Contractual Services	\$49,417.42	\$47,040.00	\$-2,377.42	105.05%
7000	Other Charges	\$49,750.12	\$45,280.00	\$-4,470.12	109.87%
41000	Personnel Services	\$950,990.34	\$997,600.00	\$46,609.66	95.33%
51000	Supplies	\$19,684.75	\$15,300.00	\$-4,384.75	128.66%
95605	Communications	\$41,191.21	\$73,900.00	\$32,708.79	55.74%
95610	Convention Development	\$72,944.16	\$117,144.00	\$44,199.84	62.27%
95615	Convention Services	\$55,384.47	\$117,650.00	\$62,265.53	47.08%
95620	Tourism Development	\$99,967.96	\$139,558.28	\$39,590.32	71.63%
95625	Film	\$44,402.03	\$86,650.00	\$42,247.97	51.24%
95630	Arts	\$142,407.99	\$144,600.00	\$2,192.01	98.48%
95635	Advertising Budget	\$429,211.81	\$454,165.72	\$24,953.91	94.51%
95640	Special Projects	\$105,916.01	\$57,000.00	\$-48,916.01	185.82%
95645	Professional Organizations Budget	\$107,249.64	\$152,350.00	\$45,100.36	70.4%
95650	Software and Hardware	\$136,247.35	\$199,229.00	\$62,981.65	68.39%
<b>Total Expense</b>		<b>\$2,304,765.26</b>	<b>\$2,647,467.00</b>	<b>\$342,701.74</b>	<b>87.06%</b>
<b>Total</b>		<b>\$1,991,795.04</b>	<b>\$1,542,111.96</b>	<b>\$-449,683.08</b>	<b>129.16%</b>

# AMARILLO LODGING DATA

September 2023

From Smith Travel Research

Monthly Percent Change



September 2023 Occupancy – 60.5%  
 Down 3.7% from September 2022  
 September 2023 Supply – 0% Change  
 September 2023 Demand – Down 3.7%

Overall Percent Change



September 2023 ADR – \$89.04  
 Down 2.7% from September 2022  
 September 2023 RevPAR – \$53.85  
 Down 6.3% from September 2022  
 September 2023 Total Revenue – \$11,824,146  
 Down 6.2% from September 2022  
 7,319 total rooms (per STR)

RUNNING 12 MONTH TOTAL REVENUE 2023 - \$150,746,006

Definite Leads and Assists

Date Range: 10/18/2023-12/31/2023

Group	Account	Meeting Name	Meeting Dates	People	Total Room Nights	Econ Value
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	SCIMA (MI) 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
Meeting Sales	CBT Barrel Racing	2023 Christmas Ca\$h Barrel Racing	11/24/2023 - 11/26/2023	65	57	\$127,256.79
Sports Sales	Texas USA Wrestling	2023 Panhandle Nationals Wrestling Tournament	11/24/2023 - 11/25/2023	782	0	\$556,615.15
Meeting Sales	IDEAg Group, LLC	2023 Amarillo Farm and Ranch Show	11/28/2023 - 11/30/2023	368	605	\$3,784,501.84
Meeting Sales	Global Animal Products	2023 Christmas Meeting	11/29/2023 - 12/02/2023	15	0	\$17,513.65
Meeting Sales	Alberta Cattle Feeders	Alberta Cattle Feeders Amarillo Tour	12/04/2023 - 12/08/2023	15	60	\$26,548.89
Total (15)				6,302	1,104	\$9,950,430.90

Groups Served

Date Range: 10/01/2022-09/30/2023

Account	Meeting Name	Meeting Dates	People	Total Room Nights	Econ Value
Amarillo Route 66 Merchants Association	Texas Motor Tour	10/07/2022 - 10/08/2022	200	15	\$4,062.27
Cowboy Mounted Shooting Association	2022 CMSA Wrangler World Championships	10/08/2022 - 10/16/2022	450	380	\$739,295.44
United States Team Penning Association	2022 USTPA National Finals	10/20/2022 - 10/30/2022	200	605	\$567,383.23
Jehovah Witnesses	CCIW Circuit Event	10/22/2022 - 10/23/2022	30	60	\$18,650.00
Working Ranch Cowboy Association	WRCA 27th World Championship Ranch Rodeo - Staff Rooms Only	11/06/2022 - 11/14/2022	300	300	\$1,257,300.00
Working Ranch Cowboy Association	WRCA 27th World Championship Ranch Rodeo - Courtesy Block Request	11/10/2022 - 11/13/2022	4,000	4,000	\$3,569,897.99
Jehovah Witnesses	CCIW Circuit Event	11/19/2022 - 11/20/2022	70	70	\$14,490.00
CBT Barrel Racing	2022 Christmas Cash Barrel Racing	11/25/2022 - 11/27/2022	200	400	\$207,555.39
Texas USA Wrestling	2022 Panhandle Nationals Wrestling Tournament	11/25/2022 - 11/26/2022	782	400	\$546,994.03
IDEAG Group, LLC	2022 Amarillo Farm and Ranch Show	11/29/2022 - 12/01/2022	368	605	\$3,709,298.61
Global Animal Products	2022 Christmas Meeting	11/30/2022 - 12/03/2022	14	39	\$17,503.65
Rocky Mountain Nationals Wrestling	2022 Road Warriors Wrestling Tournament	12/09/2022 - 12/11/2022	200	320	\$232,729.27
The Kody Hodge Foundation	2023 Kody Hodge One Act Play Festival	02/17/2023 - 02/18/2023	200	75	\$60,549.57
Jehovah Witnesses	CCIW Circuit Event	03/18/2023 - 03/19/2023	70	0	\$14,490.00
Texas Panhandle Youth Sports Foundation	Come Out Swinging Baseball 2023	03/24/2023 - 03/26/2023	250	0	\$145,640.92
FIRST® IN TEXAS	2023 FIRST® Robotic Competition- District Event	03/30/2023 - 04/01/2023	600	705	\$487,687.40
Helms Briscoe	Twirling Sweet Sensations 2023 Regionals	03/31/2023 - 04/02/2023	20	60	\$48,495.79
Texas Water Utilities Association	Panhandle Regional Training 2023	04/04/2023 - 04/06/2023	100	0	\$59,190.00
ASCE Region 6	2023 ASCE Region 6 Student Symposium	04/12/2023 - 04/15/2023	200	510	\$228,196.34
Southwest Trampoline and Tumbling Association	2023 STTA Texas and New Mexico State Championship	04/14/2023 - 04/16/2023	175	230	\$249,920.11
Texas Panhandle Youth Sports Foundation	Joe Taco-Oppe Taco Classic Baseball 2023	04/14/2023 - 04/16/2023	250	0	\$145,640.92
National Intercollegiate Ranch & Stock Horse Association	2023 NIRSHA Show	04/15/2023 - 04/19/2023	100	285	\$159,759.20
Yellow City Comic Convention - YC3	2023 Yellow City Comic Convention - YC3	04/21/2023 - 04/23/2023	100	0	\$420,836.60
Jehovah Witnesses	CCIW Circuit Event	04/22/2023 - 04/23/2023	70	0	\$14,490.00
Greater Southwest Music Festival	2023- Greater Southwest Music Festival	04/26/2023 - 04/29/2023	10	0	\$73,496.52
Choctaw Nation	Community Cultural Meeting	04/29/2023 - 04/29/2023	0	0	\$16,860.71
Panhandle Mustang Club	Panhandle Mustang Club	05/06/2023 - 05/07/2023	15	0	\$1,024.89
Espuela Productions	The Legends Roughstock Series: The Texas Spur Down	05/12/2023 - 05/15/2023	100	0	\$173,611.33
Run for the Wall	2023 Run for the Wall	05/18/2023 - 05/19/2023	150	0	\$62,100.00
CBT Barrel Racing	2023 Summer Dash Barrel Race	05/19/2023 - 05/21/2023	50	0	\$55,031.21
Amarillo Gun Club (Texas Trapshooters Association)	2023 Amarillo Gun Club - Qualifying/Club Shoots	05/26/2023 - 09/04/2023	300	0	\$172,628.43
West Texas A&M University	2023 Buff Branding Steer & Heifer Show	05/26/2023 - 05/30/2023	100	128	\$76,342.23
Amarillo Obedience Training Club	American Kennel Club (AKC) Licensed Agility Trials 2023	05/27/2023 - 05/29/2023	200	0	\$82,200.00
Cooks Cowboy Club	2023 Coor's Ranch Rodeo & Cattle Drive	06/01/2023 - 06/04/2023	250	0	\$137,000.00
Office of Governor Greg Abbott	Governor's Small Business Summit-Amarillo	06/01/2023 - 06/01/2023	20	0	\$33,866.06
Texas Panhandle Youth Sports Foundation	School's Out Battle of the Bats-Baseball 2023	06/02/2023 - 06/04/2023	100	0	\$79,227.37
Pace Society of America	2023 Pace Society of America	06/08/2023 - 06/11/2023	40	120	\$40,939.04
American Quarter Horse Association	AQHA 2023 Corporate Partner Summit	06/12/2023 - 06/14/2023	50	0	\$26,884.26
Jehovah Witnesses	2023 Christian Congregation of Jehovah's Witnesses- Week 1	06/15/2023 - 06/18/2023	400	0	\$248,400.00
Miniature Hereford Junior Nationals Association	2023 Miniature Hereford Junior Nationals	06/18/2023 - 06/24/2023	150	900	\$367,167.63
Jane Phillips Society	2023 National Convention	06/22/2023 - 06/25/2023	40	39	\$18,738.90
Jehovah Witnesses	2023 Christian Congregation of Jehovah's Witnesses - Week 2	06/22/2023 - 06/25/2023	400	0	\$248,400.00
St. Mary's Academy	St. Mary's Class of 1963 60th Reunion	06/23/2023 - 06/25/2023	10	20	\$10,338.22
Xcel Energy	2023 Xcel 29th Lone Star Lineman's Rodeo	06/23/2023 - 07/09/2023	450	0	\$266,355.00
Koben Puckett Productions	2023 Koben Puckett PBR	07/07/2023 - 07/09/2023	50	0	\$110,932.71
Karen First Baptist Church Amarillo	Karen First Baptist Youth Event	07/11/2023 - 07/16/2023	0	0	\$1,448.95
Starlight Ranch	Perryton Fundraiser at Starlight Ranch	07/14/2023 - 07/16/2023	20	0	\$9,281.81
Global Animal Products	2023 July Sales Meeting	07/17/2023 - 07/21/2023	20	77	\$36,767.35
Support Bikers	Passport Run 2023 Route 66	07/19/2023 - 07/19/2023	120	150	\$27,551.31
Amarillo Police Department	Iron Horse Shoot Out 2023	07/20/2023 - 07/22/2023	50	0	\$36,387.60
Leatherneck's Confederation Motorcycle Club	The Leatherneck's Confederation Motorcycle Club Nationals	07/21/2023 - 07/23/2023	150	0	\$66,753.41
Panhandle Quarter Horse Association	2023 POHA Ranch Horse Show	07/21/2023 - 07/23/2023	100	63	\$64,292.64
Texas Wounded Warrior Foundation	2023 Wounded Warrior Amarillo Pro-Am	07/23/2023 - 07/25/2023	30	50	\$33,129.38
Caprock Alumni Scholarship Foundation	15th Annual Golf Tournament Fundraiser	07/28/2023 - 07/28/2023	0	0	\$0.00
AIMA-CON	2023 AIMA-CON	08/04/2023 - 08/06/2023	350	90	\$24,006.70

Meeting Sales	Gunzelman Family Reunion	Gunzelman Family Reunion 2023	08/04/2023 - 08/06/2023	40	70	\$28,197.99
Sports Sales	West Texas Futurity	2023 West Texas Futurity	08/09/2023 - 08/20/2023	350	395	\$592,058.82
Meeting Sales	Texas Workforce Commission	TWC Employer Conference Amarillo 2023	08/10/2023 - 08/11/2023	15	0	\$29,992.10
Sports Sales	X-Treme Fast Draw Association	2023 XFDA World Finals Championship	08/31/2023 - 09/03/2023	50	0	\$88,888.73
Sports Sales	Texas Golf Association	86th Annual Texas Senior Amateur	09/07/2023 - 09/10/2023	70	120	\$87,353.87
Sports Sales	Working Ranch Cowboy Association	2023 West Texas Ranch Rodeo	09/08/2023 - 09/10/2023	200	413	\$325,450.11
Meeting Sales	Panhandle Kennel Club of the American Kennel Club	2023 Panhandle Kennel Club of Texas	09/12/2023 - 09/17/2023	300	0	\$232,969.94
Meeting Sales	Texas Tech University	Texas Tech - DC Staffers coming to Amarillo and Lubbock	09/14/2023 - 09/15/2023	20	20	\$6,413.85
Meeting Sales	American Quarter Horse Hall of Fame & Museum	American Quarter Horse Hall of Fame Banquet 2023	09/15/2023 - 09/17/2023	50	0	\$81,010.63
Meeting Sales	Tasosca High School	Tasosca High School Class of 1968 Reunion	09/15/2023 - 09/17/2023	25	60	\$15,401.86
Sports Sales	Tri-State Exposition	2023 Tri-State Fair & Rodeo Steer Wrestling	09/15/2023 - 09/23/2023	0	0	\$170,267.28
Meeting Sales	Palo Duro Canyon State Park	Partners in Palo Duro Canyon Vendor Show	09/16/2023 - 09/16/2023	0	0	\$0.00
Sports Sales	Panhandle Quarter Horse Association	2023 POHA September Show- Fall Open Buckle Series	09/29/2023 - 10/01/2023	30	80	\$33,782.17
Total (68)				1,4524	11,854	\$17,212,987.14

**Report: Lost Business Report**

**Lost Reason  
Multiple Reasons**

**Economic Impact    Lost Count**  
\$0.00                    0

**Lost Business Detail  
Organization Name**

**Lead Name    Meeting Start Date    Room Attendees    Room Nights    Economic Impact    Lost Reason    Lost Note**



Pending Meeting Sales & Sports Leads

Pending Meeting Sales & Sports Leads

10/01/2023 - 12/31/2026  
Meeting Sales, Sports Sales

**Apr 12 - 14**      **Panhandle Quarter Horse Association**  
2024 VRH World Dress Show Rehearsal Show  
**Group:** Sports Sales  
**Room Nights:** 70  
**Peak Rooms:** 30  
**Attendance:** 100  
**EIC:** \$47,059.05  
Lead

**Jun 15 - 23**      **American Quarter Horse Association**  
2024 Versatility Ranch Horse World Championship Show  
**Group:** Sports Sales  
**Room Nights:** 2000  
**Peak Rooms:** 280  
**Attendance:** 300  
**EIC:** \$924,393.30  
Lead

**Jun 19 - 22**      **Church of the Living God**  
Church of the Living God 2024 Conference  
**Group:** Meeting Sales  
**Room Nights:** 95  
**Peak Rooms:** 30  
**Attendance:** 30  
**EIC:** \$0.00  
Lead

**Jul 26 - 28**      **Panhandle Quarter Horse Association**  
2024 PQHA Bomb City Blowout Show  
**Group:** Sports Sales  
**Room Nights:** 50  
**Peak Rooms:** 25  
**Attendance:** 100  
**EIC:** \$49,957.93  
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

Sep  
27 - 29

Panhandle Quarter Horse Association  
2024 PQHA Boom Circuit

Group: Sports Sales  
Room Nights: 115  
Peak Rooms: 50  
Attendance: 100  
EIC: \$54,808.81  
Lead

Oct  
2 - 6

B-2/ 501st Airborne  
2024 B-2/ 501st Airborne Reunion

Group: Meeting Sales  
Room Nights: 80  
Peak Rooms: 20  
Attendance: 20  
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  
Pending

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  
4 - 9

**Texas APCO and Texas NENA**  
Texas Public Safety Conference 2025

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

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

Jun  
14 - 18

**Texas Rural Letter Carriers Association**  
2025 or 2026 Texas Rural Letter Carriers' Association State Convention

**Group:** Meeting Sales  
**Room Nights:** 447  
**Peak Rooms:** 110  
**Attendance:** 100  
**EIC:** \$183,943.70  
Lead

Jul  
24 - 27

**Church of Christ**  
2025 Area Wide Meeting a.k.a Brotherhood Meeting

**Group:** Meeting Sales  
**Room Nights:** 350  
**Peak Rooms:** 150  
**Attendance:** 150  
**EIC:** \$200,251.42  
Lead

Sep  
26 - 28

**Panhandle Quarter Horse Association**  
2025 PQHA Boom Circuit

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

Oct  
27 - 31

**ACSI**  
ACSI Flourishing Schools Institute

**Group:** Meeting Sales  
**Room Nights:** 910  
**Peak Rooms:** 350  
**Attendance:** 350  
**EIC:** \$0.00

Lead

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 - 15

Texas APCO and Texas NENA  
Texas Public Safety Conference 2026

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

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: \$5,113,730.31

# SEM

## CAMPAIGN PERFORMANCE



5,132 Clicks



36,822 impressions



13.94% CTR  
13.94% 13.94% 13.94%



Top Ad Group: Things to do



Top Keywords:

1. Things to do in Amarillo, TX - 15,961 clicks
2. Amarillo, TX - 6,450 clicks
3. Palo Duro Canyon 4,111 clicks



2,645

Conversions



## INSIGHTS

- 22% increase in website engagement conversions compared to the previous month.
- Females 55+ had the highest number of clicks.
- The VISIT ad group had a 95% increase in engagement conversions compared to the previous month.

10/1/22 through 09/30/23

## OVERALL PERFORMANCE

74,593 CLICKS

Annual goal of 30,000 clicks already surpassed!

## TOP PERFORMING

● Things to Do

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

visitamarillo.com/plan-your/trip

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

Top Things to Do

Get a Free Visitors Guide

Kid Friendly Things to Do

Group Tour in Amarillo

Ad

● Enabled

Status

Impressions

Clicks ▼

CTR ▼

38,526

153,248

Eligible

25.14%

# TikTok - General

## CAMPAIGN PERFORMANCE



153,147

Video Views



155,303 impressions



5 second  
Avg Watch Time



61 paid new followers

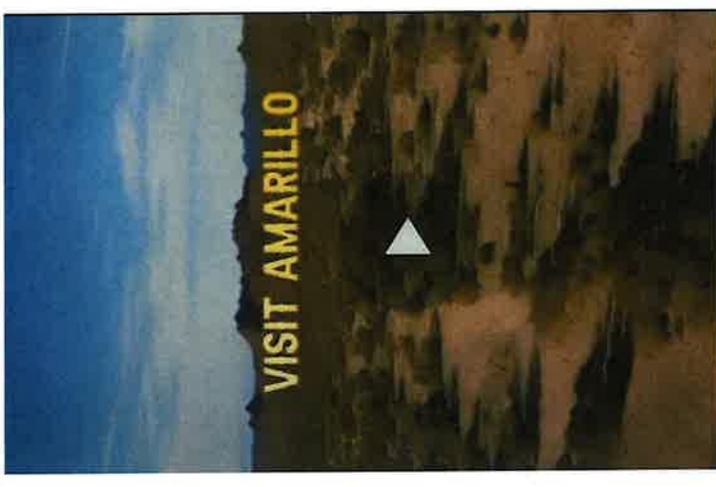


4,999  
Video views at 100%

06/1/23 through 09/30/23

## OVERALL PERFORMANCE

2,032,532 Impressions  
97% of total impression goal!



## INSIGHTS

- Travel was the top affinity category for all video viewers
- Males over the age of 55 had the highest number of video views
- Dallas Ft Worth had the highest number of 6-second focused video views

Madden | Media Performance - August 2023

# Brand USA Partner Placement

04/1/23 through 09/30/23

## OVERALL PERFORMANCE

1,929 Page Views  
28 Interactions

### CAMPAIGN PERFORMANCE

**484**  
Pageviews\*

**451**  
Unique Pageviews\*

**00:03:58**  
Average time on page\*

**07:34:03**  
Total time on page\*

**76.4%**  
Exit rate\*

#### Top Countries of Origin\*

United States	186	160	00:04:45	05:09:10	78.5%
Brazil	54	54	00:05:51	01:28:16	70.4%
France	49	49	00:05:51	00:55:08	87.8%
Germany	47	47	00:01:59	00:51:24	59.6%
Japan	42	37	00:04:21	01:09:57	61.9%

### PAGE INTERACTIONS

- Experience Click: 11 Interactions

10/1/23 through 09/30/23

## OVERALL PERFORMANCE

61,723 Content Engagement  
2,436 Visitor Guide Requests

**TOTAL CONTENT ENGAGEMENT = 2,812**

**146 - Total Guides Ordered**

143 - Postal requests

3 - PDF downloads

Top Responding States

TX

TEXAS

CA

Average economic impact for each Visitor Guide sent out is \$48\*.  
TourTexas.com has facilitated **146** Visitor Guide Requests to  
Texas travelers on your behalf.

**TOTAL ECONOMIC IMPACT OF THOSE REQUESTS**

**=\$7,008**

\*Source: DMA West Visitor Guide Readership Study 2022



# **Hoodoo Festival Campaign Overview**

Madden | Media Performance | September 2023

# TikTok - Hoodoo

## CAMPAIGN PERFORMANCE



225,672

Video Views



228,403 impressions



18 paid new followers



2.68 second  
Avg Watch Time



86

Video views at 100%



4,891 clicks

07/26/23 through 09/30/23

**OVERALL  
PERFORMANCE**  
517,717 Impressions



## INSIGHTS



- Males 18-24 had the highest number of video views
- Entertainment was the top affinity category for all video viewers.
- Colorado had the highest number of video views.

# Meta Prospecting - HoodDoo

07/26/23 through 09/30/23

**OVERALL PERFORMANCE**  
848,381 Impressions

## CAMPAIGN PERFORMANCE

 416,941 Impressions  1.57% CTR

 6,562 clicks

 23,720 post engagements

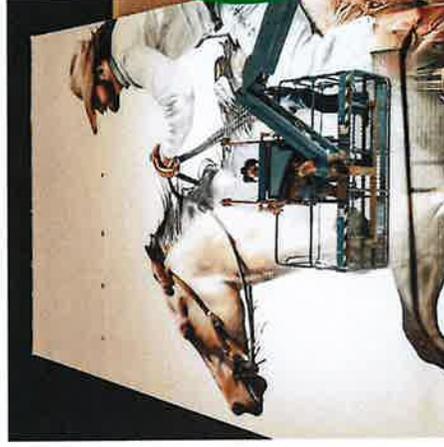


## INSIGHTS

- 1,268 people clicked the "Get Tickets" button
- Females 55+ had the highest number of clicks
- After Amarillo, Lubbock was the best performing city



HOODOO showcases incredible muralists, music, food, drink, vendors, giveaways, and more. Learn more about this unique ...See more



hoodoomural.com

**Don't Miss the HOODOO Mural Festival on 9/30**

[Learn more](#)



Like

Comment

Share

*TOP PERFORMING*

122,291 Impressions  
1,881 Clicks  
69,935 Reach

# Meta Remarketing - HoodDoo

07/26/23 through 09/30/23

**OVERALL  
PERFORMANCE**  
120,980 Impressions

## CAMPAIGN PERFORMANCE

 65,360 Impressions  1.13% CTR

 735 clicks

 860 post engagements

## INSIGHTS



- 275 users clicked the "Buy Tickets" button.
- After Amarillo, Lubbock users had the highest number of clicks.
- Females 65+ had the highest number of clicks.

 Visit Amarillo  
Sponsored



Prepare for a sensory feast like no other! At the Hoodoo Mural Festival in Amarillo, marvel at the vibrant murals that will ignite ...See more



hoodoomural.com  
**Get Your Tickets for the Hoodoo Mural Festival**

[Learn more](#)



*Top Performing*  
21,906 Impressions  
227 Clicks  
2,258 Reach

# IG Prospecting - Hoodoo

07/26/23 through 09/30/23

**OVERALL  
PERFORMANCE**  
567,849 Impressions

## CAMPAIGN PERFORMANCE



329,510 Impressions



26,289 post engagements



2,053 clicks

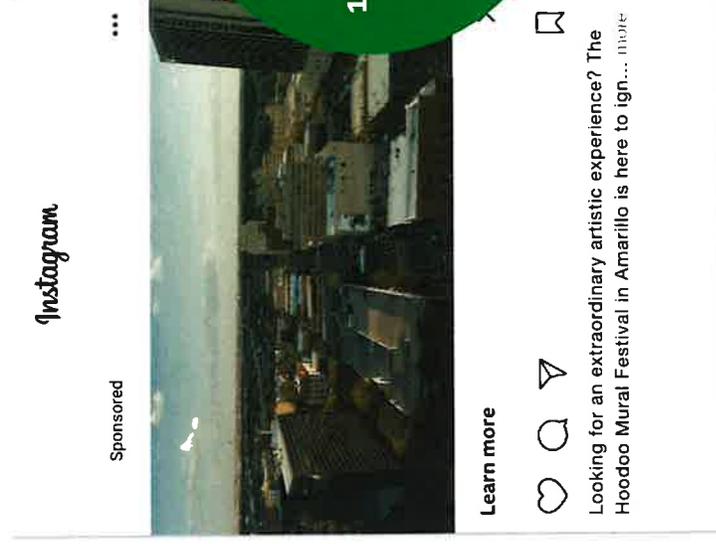


.62% CTR

## INSIGHTS



- 1,638 users clicked the "Buy Tickets" button
- The video reel ad had the highest number of clicks
- Males 25-34 had the highest number of clicks
- After Amarillo, Dallas was the best performing city



*TOP PERFORMING*  
151,394 Impressions  
1,702 Clicks  
80,912 Reach

# IG Remarketing - Hoodoo

07/26/23 through 09/30/23

**OVERALL PERFORMANCE**  
56,037 Impressions

## CAMPAIGN PERFORMANCE

 30,713 Impressions  .69% CTR

 213 clicks  298 post engagements

## INSIGHTS

- 151 users clicked the "Buy Tickets" button
- Males 35-44 had the most clicks
- Instagram stories were the best performing placement

