2024 RELOCATION GUIDE





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- WT is ranked among the Best Value Schools, Best Regional Universities, and Top Public Universities in the West by U.S. News & World Report.

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table of CONTENTS

Property Tax Rates

Transportation

22

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Amarillo Chamber of Commerce

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4	of Commerce	24	Education
7	A ::	26	Healthcare
7	Amarillo History	28	Arts & Culture
14	Community	31	About the Amarillo CVB
16	Amarillo Statistics	31	
18	Top Employers	33	Amarillo Bucket List
		39	2023 Business Excellence
21	Government		Award Winners
21	Utilities	40	Fingertip Telephone Numbers
21	Public Safety Services	43	New Resident Information

43 Index of Advertisers

It was one of those days when God was creating the earth. He was working on Texas as darkness fell at the end of the day, and He had to quit. He gave the Great Plains of West Texas a smoothing stroke and said to Himself, "In the morning I'll come back and make it pretty like the rest of the world, with lakes and streams and mountains and trees." But the next morning when He returned, it had hardened like concrete. As He thought about having to tear it all down and make it over, He had a happy thought. "I know what I'll do," He said "I'll just make some people who like it this way."

And that is how it came about that the people who live in the Panhandle like it this way.

George Autry, Lifetime member of the Panhandle-Plains Historical Society 1899-1960



Photo By RT H



The Amarillo EDC promotes business expansion in the greater Amarillo area building a stronger, more diversified economy and increasing the economic vitality and wealth of the community.

For more than 30 years, the Amarillo EDC has supported hundreds of businesses in their relocation, growth and expansion process.



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1501 South Coulter Street Amarillo, TX 79106



what does the

AMARILLO CHAMBER do?



Back left to right: Mary Garcia, Sydney Frye, Lindsey Arbeiter, Christy King. Front left to right: Christy Bigler, Jason Harrison, Denise Rayford, Penni Bentley

The Amarillo Chamber of Commerce was established in 1926 to be the leader for the improvement of the economy of Amarillo. Our aim in supplying this leadership is to improve all segments of the area economy by stimulating not only economic expansion, but also growth and improvement in cultural, social, educational, environmental, and governmental services in the region. Our emphasis is on action by our voluntary business members to accomplish specific results. Programs are designed to implement short-term as well as long-term plans and actions. Our philosophy is to produce results in the improvement of the area economy and the quality of life by providing a platform for volunteer leadership to carry out specific programs and projects to build a better Amarillo.

Some people think we gather statistics; others believe we print brochures. Many of you know we assist with business retention and expansion. People involved in tourism know that we answer inquiries and advertise our city. All of these beliefs are right to an extent, but even saying that the Chamber does all those things reflects only a portion of the work of the Chamber. Consequently, we welcome the question. We want you to understand the mission of the Amarillo Chamber of Commerce.

You are the Chamber of Commerce. You provide the ideas; you provide the drive and the goals. Without you, we wouldn't have the funds and the voluntary services that keep the Chamber successfully serving as a catalyst to make things happen for the good of the community. And without you and your membership, who would do all the things the Chamber does?

We wish that every citizen had the confidence that they could make a difference in our city; that every individual believed they could speak and be heard regarding the laws we pass, the quality of our education, and the

extent of our city's services. We like to think the Chamber members do have that confidence. Perhaps the members have never testified before the Legislature or attended a school board meeting or conferred with a mayor...but through their membership and their communications with the Chamber, they do. We listen to our membership and we work to meet our members' needs.

We tend to think that the function of the Chamber is to serve as a catalyst – a vehicle that brings all the parts together – in order for businesspeople to work together in a coordinated effort for the common goals of the community.

A healthy business community must have an aggressive advocate to represent its interests. The Chamber works with our members and other groups to keep Amarillo's economic conditions at a level where businesspeople are willing to risk their resources here in hopes of making a profit.

The profitable operations of business allow all other benefits to occur. And only by succeeding in this goal can we provide the jobs and produce the wealth to finance government, civic, educational, cultural, and charitable concerns that our community needs every day. Through the profitable operations of business, other businesspeople are influenced to risk their hard-earned money and invest in business here in Amarillo.

So, you are probably asking yourself, "who does all this?" The Chamber has a very small staff and the correct response is that we serve as a facilitator to help "you do it." You, the Chamber members and the business and professional individuals who care enough about Amarillo to support the Chamber with a membership, are the ones who "do it."



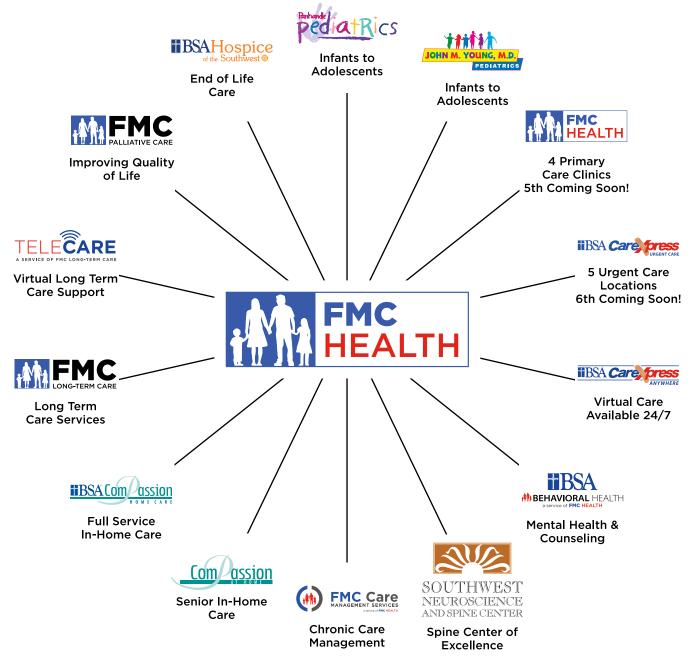


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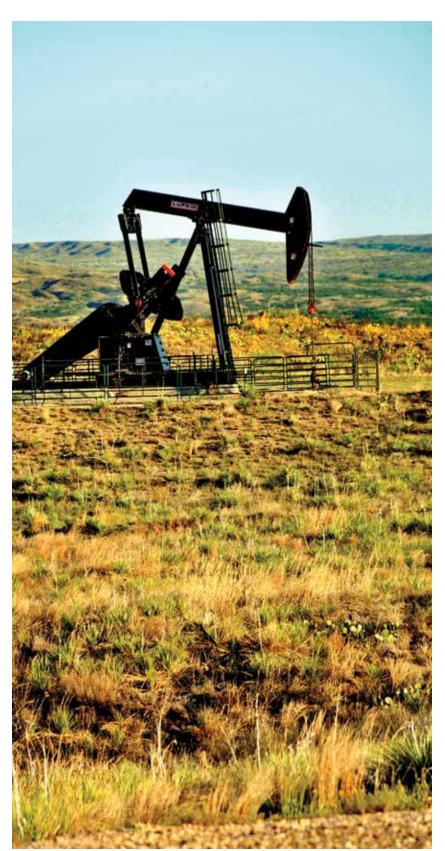
Welcome to Amarillo!

organization servicing Amarillo, Canyon, and the surrounding area. It provides patients with a complete continuum of care, from pediatrics, urgent, and primary care, to long-term, palliative, and hospice care, and everything in between. Seamless integration between services means patients' needs are always prioritized.



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standing as tall as the CROWN OF THE PANHANDLE



Amarillo is the center of the 26-county Panhandle region. It has over 190,000 residents and the population for Potter and Randall County surpasses 249,000. As a crossroads for Interstate 40 between Oklahoma City and Albuquerque, as well as Dallas- to-Denver traffic, Amarillo is the hub for major north-south and east-west transportation.

Under skies which are sunny or partly sunny 351 days a year and a temperature that averages 59 degrees, golf and many other outdoor activities are common year-round. With its magnificent sunsets and glowing hospitality, Amarillo is truly a jewel across a region of Texas known as the "Golden Spread."

Amarillo was settled in the spring of 1887. The Fort Worth & Denver City Railroad was built diagonally across the Panhandle of Texas southeast to northwest; the Atchison, Topeka & Santa Fe northeast to southwest. At their intersection, somewhere south of the Canadian River, a great cattle shipping market was inevitable. Trail driving days were over. It became apparent the shipping center would be southeast of the Fort Worth & Denver City's Amarillo Creek crossing, as far north on the Plains as possible and yet keeping clear of the Canadian River. Washburn had a geographical advantage, but personal energy centered attention on the Amarillo site.

A Place Called Ragtown

The Amarillo business center, which was originally called Ragtown, was laid out near the present intersection of Bowie and West 4th. Town-site promoters paid the State of Texas \$1,280 for 640 acres of school land.

The name Amarillo, which means yellow in Spanish, was probably chosen because of the color of the sub-soil in nearby Amarillo Creek. In the early days most houses were painted yellow in honor of the name.

A county courthouse was built in 1888 of brick made from the Amarillo Creek. The original court house square was bounded by Travis, Bowie, Fourth and Fifth streets in "Old Town." The railroad depot was south of the tracks between Ong and Lipscomb. Stockyards and loading chutes were northwest of the present downtown area. Amarillo soon sported a post office, hotel, stores, saloon, dwellings and one or two windmills.

a city on WHEELS

In 1889 the town began to move, mostly on wheels, to the Glidden & Sanborn addition a mile to the east. The depot was hauled to Polk and First. The Amarillo Hotel, a large wooden structure, was built at Polk and Third. By 1890 businesses and houses were strung along Polk and Taylor. The first public utility was a water supply system from a windmill and tanks at the Sanborn homestead.

The "Old Town" remained officially at the courthouse until an election in May 1893 moved it to the Glidden and Sanborn addition. County offices were rented in the business center and books and records were carried back and forth.

From Whistle Stop To City

By 1910 the population of Amarillo had grown to 9,957. In 1913 Amarillo wrote its own charter as authorized that year by the Texas Legislature. The charter was favored by 657 and opposed by 169 at the election on November 13.

Under this charter Amarillo was the first city in the Southwest, and the fifth in the United States, to adopt the Commission- Manager form of government.

The Iron Horse

Industry in Amarillo began with railroads, cattle and merchandising. The first Fort Worth & Denver City passenger train arrived in Amarillo

in March of 1888 from Clarendon, which was the former terminal. Construction was completed to Texline where the Fort Worth & Denver City connected with the Colorado and Southern. The two companies, with a system reaching from Wyoming to the Gulf of Mexico, were now consolidated into the Burlington System. In 1928 the Fort Worth & Denver City built a network of railroads on the South Plains that greatly benefits Amarillo. In 1931 they began building from Childress to Pampa.

The Atchison, Topeka and Santa Fe stopped building when it reached the town of Panhandle in 1887 but brought its trains to Amarillo over the Fort Worth & Denver City tracks by way of a "topline" connecting Panhandle and Washburn.

The Pecos Valley & North Eastern, known locally as the Pea Vine, built into Amarillo from Roswell in 1898. That same year it came under control of the A.T. & S.F. which started its through-train service from the east to Roswell and westward in August 1899. The A.T. & S.F. built connecting linkage from Panhandle to Amarillo in 1908, and continued south to Sweetwater in 1911, northeast to Borger in 1926, and north toward Los Animas as far as Boise City in 1931.

The Cheyenne, Oklahoma & Western, nicknamed the "Cow Track," built into Amarillo from the east in 1902. It soon took control of the Chicago, Rock Island & Pacific and extended construction to Tucumcari in 1904 and built northeast to Liberal in 1928.





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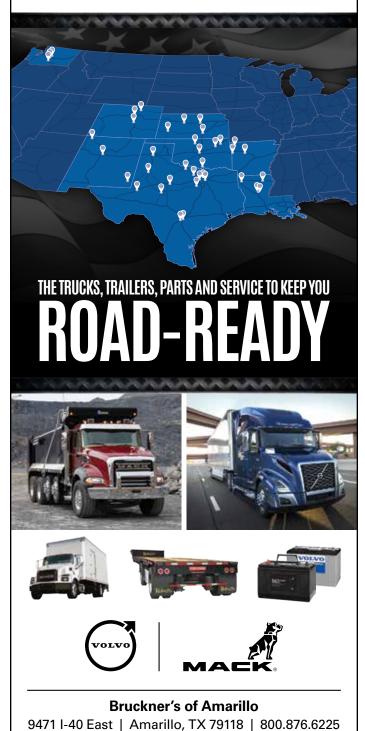
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720 N. 25 Ave. Hereford, TX 79045 806-367-4449

3101 114th St. Lubbock, TX 79424 806-687-3444

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Cattle

From 1888 and into the early 1890's Amarillo became the world's greatest cattle shipping market, a position held until the railroad through to Roswell intercepted shipments of vast herds formerly driven from the south to Amarillo. At times 50,000 head were within sight of town. Herds often were held for two weeks at the water holes and on the prairie waiting for railroad cars to haul them away.

Hereford cattle breeding was started in 1877 by Col. Charles Goodnight and Judge O.H. Nelson, who brought registered bulls to the Panhandle and mixed them with native Longhorns. Interbred herds developed a distinctive Panhandle beef, inheriting Longhorn hardiness and Hereford beef quality. From the beginning, Amarillo was the center of this industry.

Agriculture

No crops were grown in early cattle days. A steer could be raised on the open range for the cost of a chicken. But with the fencing of the ranges and improved cattle grades, the growing of fodder, sorghum and millet began as early as 1890. Around the turn of the century, following early fodder experiments, wheat planting began. The Panhandle area eventually developed into a major wheat belt of America.

Today the region produces grain sorghum, cotton, vegetables and other crops.

Amarillo Firsts

Amarillo's first newspaper was the Amarillo Northwestern founded in 1887 by D.F. Rudolph; it was followed by the Amarillo Champion in 1889, founded by H.H. Brooks.

When the printing office was moved from "Old Town" in 1896, the building displayed many bullet holes, mementos of early day "shoot outs." The third newspaper, and only survivor of the pioneer days, was the Amarillo News founded in 1892 by J.L. Caldwell.

The first schoolhouse was built in 1889 near a lake in the vicinity of Van Buren and Eighth. West Texas State University at Canyon was founded in 1909, and Amarillo College in 1929. Scheduled airplane transportation began on June 19, 1929 and air mail service on July 1, 1930.

Gas was discovered in September 1918, two miles north of Amarillo in the Hapgood well. This has grown to be the world's second largest gas field; pipelines deliver Panhandle gas as far away as the Atlantic seaboard, creating the world's largest natural gas development.

Black Gold (petroleum) was discovered on May 2, 1920 by Gulf Production Company on the Burk Burnett 6666 Ranch.

Natural gas and petroleum, found within an hour's drive of Amarillo, gave rise to many of the city's major industries.



Churches

There are more than 250 churches representing a wide variety of denominations and faiths in the Amarillo & Canyon area.

Sports Centers

Amarillo Country Club: 18 holes, 5 indoor courts/2 outdoor courts*

Amarillo National Tennis Center Complex: 3 indoor courts /14 outdoor courts Amarillo Netplex: 13 volleyball courts, 4 basketball courts, 6 pickleball courts*

Bus & Freda Dugger SportsPlex: indoor soccer facility*

Comanche Trail Golf Complex: 36 holes Hodgetown Baseball Field/Sod Poodle Stadium*

Preston West Lighted Par 3: 18 holes Ross Rogers Golf Complex: 36 holes

Tascosa Golf Club and Tennis Center: 36 holes, 4 indoor courts / 6 outdoor courts*

*Private/Semi-Private Clubs

Meeting & Event Space

The Amarillo Civic Center Complex is comprised of 410,000 square feet of flexible function space that includes the 2,324-seat auditorium, 4,870-seat coliseum, and the Globe-News Center for the Performing Arts with its 1,237-seat auditorium. In addition, the Civic Center houses two exhibit halls, two ballrooms, and various meeting rooms to meet a variety of needs for business meetings, banquets, conventions, tradeshows and events. *Amarillo Civic Center.com*

The Tri-State Expo at the Fairgrounds features the 158,000 square-foot Amarillo National Center with a 5,000-permanent seat arena. There are a number of other exhibit halls, arenas, and stall barns making the Expo a premier location for equestrian, agricultural and specialty sporting events. *TriStateFair.com*

Amarillo has more than 60 hotels and motels with a total of over 6,000 rooms to accommodate visitors, and several hotels also have meeting and event space.

Parks & Recreation AmarilloParks.org

64 parks and recreation areas totaling more than 2,100 acres Activity Center: 1 Location (Warford Activity Center)

Baseball Fields: 1 location (Rick Klein)

Basketball Courts: 42 locations

Dog Parks: 4 locations Fishing Lakes: 4 locations Football Fields: 9 locations Frisbee Golf: 1 location

Golf: 2 locations (4 18-hole courses)

Playgrounds: 81 locations Skate Parks: 2 locations

Sand Volleyball: 2 locations (10 courts)

Soccer Fields: 38 locations Softball Fields: 44 locations Splash Pads: 15 locations Swimming Pools: 3 locations Tennis: 15 locations (32 courts)

Trails: 38 Miles

Volleyball: 4 locations (14 courts)

Zoo: 1 location

Lake Meredith National Recreation Area

Fritch, Texas

Palo Duro Canyon State Park

Canyon, Texas

Sports Teams

Amarillo Wranglers NAHL Hockey Sod Poodles Double-A Baseball









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city of amarillo STATISTICS

Annual Averages

57.2° F / 14.0° C **Temperature Humidity** 56%

Wind Speed (from SW) 13.6 mph / 21.8 kph

Sunshine 73% **Sunny/Partly Sunny Days** 267

Days Between Killing Frosts 185 (April - October)

Annual Mean

Snowfall 15.4 in / 39.1 cm Rainfall 20.41 in / 51.8 cm

January Averages

Temperature 35.4° F / 1.9° C 21.7° F / -5.7° C **Low Temperature** Snowfall 3.9 in / 9.9 cm

Relative Humidity 58%

July Averages

Temperature 91.4° F / 33° C Low Temperature 65° F / 18.4° C Rain 2.6 in / 6.6 cm **Relative Humidity** 53%

Elevation 3,676 ft / 1,121 m

Population

2020 Census 200,393 2010 Census 190,695 2000 Census 173,627

Growth

2010-2020 5% 2000-2010 9% 1990-2000 9.88%

Ethnic Distribution

White 52.5% 54% 54.8% Hispanic 34.0% 33.1% 32.3% **Black** 7.1% 6.6% 6.6% Asian 4.2% 4.3% 4.0% **Other Race** 2.2% 2.0% 2.3%

2023

2020

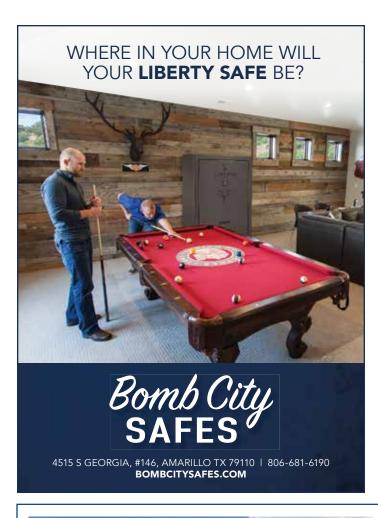
2019

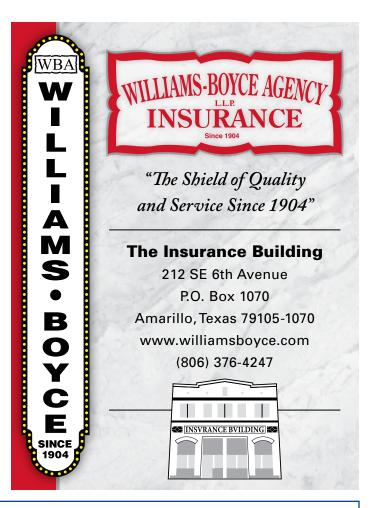
Source: Census.gov

COMPARATIVE COSTS OF LIVING

3rd Quarter 2023 ACCRA Cost of Living Index www.coli.org

CITY, STATE	100% COMPOSITE INDEX	17% GROCERY ITEMS	31% HOUSING	10% UTILITIES	8% TRANSPORTATION	4% HEALTHCARE	30% MISC. GOODS & SERVICES
Amarillo, TX	84.4	94.0	63.9	93.4	91.0	83.3	93.1
Atlanta, GA	98.0	101.1	95.7	83.4	101.6	106.9	100.3
Austin, TX	97.8	97.0	104.9	99.5	91.3	95.9	93.8
Bloomington, IN	99.4	101.8	99.5	103.8	95.8	98.0	98.1
Cincinnati, OH	96.6	103.0	81.5	104.6	99.8	99.4	102.8
Dallas, TX	102.2	98.5	98.4	110.1	87.0	108.4	108.0
Denver, CO	108.8	105.2	124.3	87.9	105.0	98.1	105.6
Edmond, OK	90.2	93.5	77.5	96.9	96.7	89.5	95.9
Houston, TX	95.3	99.5	81.6	100.0	94.3	95.5	103.6
Jackson, TN	86.2	96.1	68.6	90.0	87.9	85.4	94.9
Jacksonville, FL	91.6	98.9	86.8	95.0	83.7	86.3	93.9
Las Cruces, NM	90.5	95.5	82.8	81.6	97.1	99.8	94.1
Las Vegas, NV	98.6	105.4	104.0	112.3	114.6	86.7	84.8
Little Rock, AR	95.2	97.3	81.4	94.2	89.2	89.8	108.2
Lubbock, TX	91.5	96.7	84.4	84.5	88.2	88.1	98.1
Odessa, TX	92.7	96.1	85.8	96.0	90.0	95.4	96.3
Phoenix, AZ	101.7	104.6	112.0	98.1	103.9	93.9	93.2
Pittsburgh, PA	98.0	98.8	96.2	122.3	103.9	89.4	92.3
Richmond, VA	94.9	100.4	84.1	98.9	94.7	96.9	100.1
Sacramento, CA	118.0	108.3	143.2	108.8	121.4	118.1	103.0
San Antonio, TX	91.8	93.9	80.4	84.4	94.8	105.3	99.7
Topeka, KS	86.1	96.2	69.3	103.4	80.9	110.4	88.6
Tulsa, OK	86.2	94.5	69.6	92.4	90.4	86.8	93.4







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Amarillo Independent School District	4500
Tyson Foods, Inc.	4300
CNS Pantex	3844
BSA Health System	3100
Northwest Texas Healthcare System	2150
City of Amarillo	1953
Texas Tech University Health Sciences Center	1901
Xcel Energy/Southwestern Public Service Co.	1431
Affiliated Foods	1250
Canyon ISD	1168
United Supermarkets	900
Happy State Bank (Taylor)	897
Maxor National Pharmacy Services	860
West Texas A&M University	856
Texas Department of Criminal Justice - Clements Unit	850
Toot'n Totum Food Stores, LLC	743
Owens Corning	650
Amarillo College	625
Bell	600

Employer	F/T Employees
Amarillo National Bank	568
Potter County Courthouse	530
Friona Industries L P	467
Baptist Community Services	400
Texas Department of Transportation	385
Region 16 Education Service Center	340
Atmos Energy	333
Texas Panhandle Centers Behavioral & Developmental Health	n 330
Walmart Supercenter (Coulter)	299
GRI Towers Texas	295
Cal Farley's Boys Ranch	276
Micro/MWI	250
Ben E Keith Foods	250
Potter County Sheriff Office	246
J Lee Milligan Inc	225
FirstBank Southwest	208
Walmart Supercenter (Canyon Drive)	200
Walmart Supercenter (I-40 East)	200

STATISTICS

from the us bureau of labor

Few cities Amarillo's size can boast of such a diverse economic base. From oil and gas production, agriculture, precious metal refining, aircraft production and just about every industry in between, Amarillo enjoys a wide array of business. The Amarillo Economic Development Corporation aggressively recruits new industry. Efforts by Amarillo EDC, the City of Amarillo and other entities were major reasons that Bell selected Amarillo as the site for its Tiltrotor Assembly Center. This and other new economic development is possible thanks to the foresight of voters to pass a .25 percent city tax used exclusively to fund industrial recruiting efforts.

Agriculture, which helped build Amarillo, remains a major economic factor. The Panhandle is the Cattle Feeding Capital of the World, producing more than five million fed cattle a year, or 30 percent of the nation's supply. The region has four major packing facilities, as well as other beef fabrication operations. Ranching has always been huge. Wheat, corn, grain sorghum, cotton and a growing swine industry make agriculture a \$5 billion-plus industry that employs more than 50,000 Panhandle men and women.

Civilian Labor Force	137,000
Employment	133,000
Unemployment	4,000
Unemployment Rate	2.9%
Non-Farm Total	128,100
Construction	8,000
Manufacturing	14,900
Trade, Transportation, Utilities	27,000
Information	1,200
Financial Activities	7,100
Professional & Business Services	10,100
Education & Health Services	17,400
Leisure & Hospitality	14,700
Other Services	5,400
Government	22,300

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Government

STATE OF TEXAS

Governor, Lt. Governor and other executive branch elected officials serve four-year terms with elections in non-presidential years.

BICAMERAL LEGISLATURE

150 representatives and 31 senators meeting biennially in a 140-day session. Senators serve four-year terms and representatives serve twoyear terms.

CITY OF AMARILLO

Mayor and four council members, serving two-year terms, exercise legislative authority. Appointed city manager exercises executive authority.

POTTER & RANDALL COUNTY

Each county has a judge and four commissioners, serving four- year staggered terms. The judge serves as chief administrator and all commissioners exercise legislative authority.

Utilities

ELECTRICITY

Xcel Energy, through its Southwestern Public Service Company subsidiary, has a regional power generating capacity of 5,077 megawatts of owned and contracted power supply.

NATURAL GAS

Atmos Energy has 67,000 customers, with the maximum peak load in January of 1.6 million MCF.

WATER

Lake Meredith and city wells: maximum daily capacity, 102.5 million gallons with peak load of 86.5 million gallons daily, 51.5 million gallons overhead storage, ground storage 45 million gallons.

Public Safety

POLICE

The City of Amarillo Police Department has 360 full-time officers.

The City of Amarillo has 272 full-time firefighters at 13 fire stations. Both counties in the Amarillo MSA have volunteer fire departments. Potter County has 6 full-time firefighters, 60 volunteer firefighters, and 6 fire stations. Randall County has 9 full-time firefighters, 35 volunteer firefighters, and 3 fire stations.

PARAMEDIC

Amarillo Medical Services (AMS) operates the ambulance and paramedic service through American Medical Response for the City of Amarillo, Potter and Randall counties, with more than 70 paramedics.

WITHIN AMARILLO CITY LIMITS

Amarillo ISD	0.925800
Amarillo Jr. College	0.220310
City of Amarillo	0.391950
Potter County	0.616920
Randall County	0.401480

WITHIN UNINCORPORATED POTTER COUNTY

Hi Plains Water-Potter	0.004200
Highland Park ISD	0.989200

WITHIN UNINCORPORATED RANDALL COUNTY

Canyon ISD	0.930000
So. Randall Hospital	0.037700
Hi Plains Water-Randall	0.004200

Property tax rates fluctuate yearly and vary according to residence location. Contact the Potter Randall County Appraisal District for exact property rates.

PROPERTY





city of amarillo TRANSPORTATION



Photo By: RT Hicks

Transportation

The community is served by several four-lane national highways -Interstate 40, State Loop 335, Interstate 27 and US Highways 287, 87 and 60. Freight carriers serve the city and Panhandle region. Burlington Northern Santa Fe Railroad also intersects Amarillo. The city is a one-hour flight from Dallas Love Field or DFW Airport, with worldwide connections. There are also direct flights to Houston Bush Intercontinental Airport, as well as to Denver and Las Vegas. Starting in April 2018, non-stop service to Phoenix, Arizona will begin on American. The Rick Husband Amarillo International Airport handles more than 38 inbound and outbound flights each day, and the airport also handles charter flight services.

Bus / Charter Service

- ✓ Daphne's Tour & Travel
- ✓ Greyhound
- ✓ King's Highway

Commercial Air Service

Rick Husband Amarillo International Airport is a convenient commercial service airport served by American, Southwest, and United. There are more than 30 scheduled arrivals and departures daily.

Major Highways

Interstate 40 (east and west) and Interstate 27 (north and south) intersect in Amarillo. Loop 335 encircles the city and provides quick, easy access to the Interstates. Other highways serving Amarillo include: US 60, US 287 (to Dallas/Fort Worth), and US 87.

Motor Freight Service

Permanent terminals are maintained in Amarillo by independent freight carriers of general commodities. Included in this group are many national motor carriers. The carriers offer interstate and intrastate transportation of liquid, dry, and refrigerated goods, and bulk commodities.

A sampling of this group includes:

- ✓ Big Red Freight Systems, Inc.
- ✓ FedEx Freight & Ground
- ✓ J Ram Logistics Inc.
- ✓ Jax Logistics
- **✓** JY Logistics
- ✓ Kimrad Transport, LP

Port Of Entry

Amarillo is an international Port of Entry with a U.S. Customs Office.

Parcel And Express Service

Amarillo is serviced by parcel express companies including:

- ✔ Allied Parcel Service
- **✓** Greyhound Lines
- **✓** FedEx Express
- **✓** United Parcel Service
- ✓ United States Postal Service

Rail Service

Burlington Northern Santa Fe Railway serves Amarillo with daily carload shipments and piggyback service. Approximately 30,000 containers and trailers are handled annually by the railway's intermodal operation. The majority of commodities originating in Amarillo are shipped to the West Coast and Pacific Northwest.





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city of amarillo EDUCATION

Amarillo Independent School District students are offered a quality academic program and a well-rounded extra-curricular program in the district's 37 elementary schools, 12 middle schools, 4 high schools, 1 alternative school, a specialty high school, and the AmTech Career Academy.

Eighteen miles south of Amarillo is the city of Canyon. The Canyon Independent School District serves two communities, Canyon and Amarillo. The district covers a large area, which encompasses 732 square miles. The north end of the district has 8 campuses in south Amarillo that offer immediate access to city amenities, while those in the city of Canyon offer a small-town atmosphere with easy access to the city. In the city of Canyon there are 5 campuses, and 2 campuses are located in between the two cities.

Three additional school districts border the city of Amarillo, including Bushland, Highland Park and River Road Independent School Districts. They each include 1 elementary school, 1 middle school and 1 high school. There are 9 private schools available in the City of Amarillo.

Students seeking higher education flock to Amarillo College, a vibrant, multi-faceted community college that typically enrolls more than 10,000 students in academic classes at six campuses and an outreach center. Using a proven blend of quality and affordability, Amarillo College provides students with a solid academic foundation in about 160 programs of study, whether they are looking to immediately enter the workforce or proceed to a university. The cost of attending Amarillo College is approximately one-third that of the cost of a public university in Texas, and it is by law that AC credits transfer to Texas' public universities.

West Texas A&M University is located in Canyon, Texas, on a 342-acre residential campus. Established in 1910, WT has been part of The Texas A&M University System since 1990. The University, a Hispanic Serving Institution since 2016, boasts an enrollment of about 10,000 and offers 59 undergraduate degree programs, 39 master's degrees and two doctoral degrees. The University is also home to the Panhandle-Plains Historical Museum, the largest history museum in the state and the home of one of the Southwest's finest art collections. The Buffaloes are a member of the NCAA Division II Lone Star Conference and offers 14 men's and women's athletics programs. Currently, WT is engaged in the historic five-year, \$125 million One West comprehensive fundraising campaign that fuels the University's long-range plan, WT 125: From the Panhandle to the World. WT offers select upper-level and graduate classes in downtown Amarillo at Harrington Academic Hall. This facility is a great asset to WT as it provides classroom experience and services for students and the community in Amarillo, and is now the headquarters for the WTAMU Department of Nursing.

The Texas Tech University Health Sciences Center at Amarillo provides education for medical students and residents, and is the only campus in the United States with a Medical, Pharmaceutical, Veterinary and soon to be expanded Nursing school all on one campus.

Amarillo is also home to a branch of Wayland Baptist University which offers a variety of courses.



Photo By: Don Harrington Discovery Center

Acton Academy Amarillo

AmarilloActon.com

Amarillo College ACTX.edu

Amarillo Collegiate Academy Amarillo-Collegiate.ResponsiveED.com

Amarillo Independent School District AmaISD.org

Amarillo Montessori Academy AmarilloMontessori.com

AmTech Career Academy AmTech.AmaISD.org

Ascension Academy AscensionAcademy.org

Bushland Independent School District BushlandISD.net

Canyon Independent School District CanvonISD.net

Central Baptist Christian Academy CentralBaptistWeb.org

Clarendon College **Amarillo Cosmetology Center** ClarendonCollege.edu/Cosmetology

Exposito School of Hair Design ExpositoSchoolofHair.com

Highland Park Independent School District HPISD.net

> **Holy Cross Catholic Academy** HolyCrossAMA.org

> > Milan Institute MilanInstitute.edu

Premier High School of Amarillo

PremierHighSchools.com/Amarillo

Richard Milburn Academy RMASchools.org

River Road Independent School District RRISD.net

Roman Catholic Diocese of Amarillo AmarilloDiocese.org

San Jacinto Christian Academy SanJac.org

St. Andrews Episcopal School StAndrewsSchool.org

St. Joseph Catholic Church & School StJosephAmarillo.com

St. Mary's Catholic Cathedral & School StMarvsAmarillo.org

Texas A&M AgriLife Research and **Extension Center at Amarillo** Amarillo.TAMU.edu

Texas Tech University Health Sciences Center TTUHSC.edu

Texas Tech University School of Veterinary Medicine Depts.TTU.edu/VetSchool

Trinity Lutheran School TrinityLutheranSchool.org

Valleyview Christian School TheeWay.com/VVNazCom

Wayland Baptist University WBU.edu/Campuses/Amarillo/

West Texas A&M University WTAMU.edu

West Texas A&M University **Amarillo Center** WTAMU.edu/AmarilloCenter

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city of amarillo HEALTHCARE

Amarillo has some of the nation's finest healthcare facilities. From the Don and Sybil Harrington Cancer Center to a regional Amarillo VA Health Care System, these facilities serve Amarillo, the Panhandle and residents of four bordering states. BSA's Health Care System, Northwest Texas Healthcare System, and Texas Tech University Health Sciences Center are among facilities served by physicians, dentists and many others in specialty fields.

Some 80 medical specialties and 100 surgical specialties are practiced in the health care community. Many facilities are based at the Harrington Regional Medical Campus, located in the northwest corner of Amarillo. The Medical Campus is an alliance that includes more than 30 facilities and agencies which are individually motivated, yet jointly committed, to providing high-quality, accessible health care for a region that includes the Texas Panhandle and four neighboring states, an area larger than 25,500 square miles.



Facility Websites

Amarillo Bone & Joint Clinic, L.L.P. AmarilloBoneAndIoint.com

Amarillo Heart Group AmarilloHeartGroup.com

Amarillo VA Health Care System www.Amarillo.VA.gov

BSA Amarillo Diagnostic Clinic, Inc. ADCPA.com

BSA Health System BSAHS.org

Bivins Memorial Nursing Home BivinsFoundations.org

Bivins Pointe BivinsPointe.org

CareNet Pregnancy Centers TheHopeChoice.com

Coffee Memorial Blood Center TheGiftOfLife.org

The Craig Senior Living TheCraig.org

Don Harrington Discovery Center DHDC.org

Harrington Cancer Center HarringtonCC.org

Kindred at Home Healthcare KindredHealthcare.com

Medical Center League House LeagueHouse.org

Northwest Texas Healthcare System NWTexasHealthcare.com

Northwest Texas Healthcare System --**Behavioral Health**

Nwths.com/services/behavioralhealth

Panhandle Eye Group PanEye.com

Physicians Surgical Hospitals, L.L.C. **Panhandle Surgical Hospital** PhySurg.com

Physicians Surgical Hospitals, L.L.C. Quail Creek Surgical Hospital PhySurg.com

Potter-Randall County Medical Society PRCMS.com

Proffer Surgical Associates DrProffer.com

Ronald McDonald House **Charities of Amarillo** RMHCofAmarillo.org

SimCentral www.Sim-Central.com

Texas A&M Veterinary Medical **Diagnostic Laboratory** TVMDL.tamu.edu

Texas Panhandle Centers Behavioral & Developmental Health TexasPanhandleCenters.org

Texas Tech University Health Sciences Center School of Health Professions

TTUHSC.edu/sah/admin/Amarillo Campus.aspx

Texas Tech University Health Sciences Center School of Medicine at Amarillo TTUHSC.edu/Amarillo/SOM

Texas Tech University Health Sciences Center School of Nursing TTUHSC.edu/Amarillo/SON

Texas Tech University Health Sciences Center School of Pharmacy TTUHSC.edu/SOP

Turn Center TurnCenter.org

Vibra Hospital of Amarillo VHAmarillo.com

Vibra Rehabilitation Hospital of Amarillo VRHAmarillo.com





1250 Wallace Blvd, Amarillo, Texas 79106 (806) 353-3596

www.turncenter.org



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- Mental Health Counseling
- Family Support
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- Inclusive Events

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amarillo arts and **CULTURE**

Amarillo, a city rich in cultural offerings, boasts a vibrant arts scene that captivates locals and visitors alike. From renowned museums to lively theatrical performances, Amarillo's arts and culture scene is as diverse as it is engaging.

Amarillo Museum of Art

The Amarillo Museum of Art, founded in 1972, stands as a testament to the city's commitment to the visual arts. Located in the heart of Amarillo, this museum showcases a diverse range of permanent and temporary exhibitions. From contemporary art to historical masterpieces, the museum caters to art enthusiasts of all tastes. The Amarillo Museum of Art is not only a cultural hub but also a venue for lectures, gallery talks, videos, films, and educational tours.

Amarillo Little Theatre

Established in 1927, the Amarillo Little Theatre holds the distinction of being one of the oldest continuously operating community theaters in the nation. This dynamic theater company offers a diverse collection of productions, including Main Stage and Adventure Space performances. The Amarillo Little Theatre Academy provides a platform for budding talents, hosting three productions each year.

Amarillo Opera

Founded in 1988 by Mila Gibson, the Amarillo Opera brings the captivating world of live, community-based opera to the Texas Panhandle. Producing four annual productions, including community events, this opera company has become a cultural cornerstone, fostering a love for the operatic arts within the Amarillo community.

Broadway Spotlight Series

Civic Amarillo and Celebrity Attractions present the Broadway Spotlight Series annually at the Civic Center Complex Auditorium. This series is a cultural highlight, featuring national tours and bringing a taste of Broadway to Amarillo. With a lineup of four productions between October and April, this series adds a touch of theatrical glamour to the city.

Lone Star Ballet

The Lone Star Ballet contributes to Amarillo's cultural landscape with its six-performance season subscription. Hosting both a resident Professional Company and Studio Company, the ballet not only stages captivating performances but also awards dance scholarships to students at West Texas A&M University. Their commitment to education and performance opportunities extends throughout Amarillo and the broader Texas Panhandle.

Arts in the Sunset

Arts in the Sunset, located at the Sunset Center, is a hub for artistic expression. This cultural complex hosts a variety of artistic endeavors, including galleries, studios, and events that showcase local and worldrenowned artists. It's a haven for those seeking to immerse themselves in the artistic vibrancy of Amarillo.



Photo By: Ralph Duke

Cadillac Ranch and Art Installations: Amarillo's outdoor art installations, including the iconic Cadillac Ranch, contribute to the city's unique artistic flair. These installations, such as Combine City, The Floating Mesa, and Ozymandias, provide residents and visitors with an immersive experience. They are a testament to Amarillo's commitment to making art accessible and integrated into the cityscape.

Panhandle-Plains Historical Museum

For history enthusiasts, the Panhandle-Plains Historical Museum stands as a must-visit destination. As the largest history museum in Texas, it chronicles the rich history of the region. From exhibits detailing the area's geological formations to displays showcasing the vibrant cultural heritage of the Panhandle, this museum offers a comprehensive journey through time.

Texas Outdoor Musical

Adding to the cultural tapestry of Amarillo is the Texas Outdoor Musical. Held annually, this outdoor extravaganza is the official play of Texas, captivating audiences with its dazzling performances that celebrate the state's rich history and spirit. Staged in the breathtaking Palo Duro Canyon, it's an unforgettable experience under the Texas stars.

Route 66 Historic District Art Galleries

Amarillo's Route 66 Historic District is not only a nostalgic journey through the past but also a vibrant hub for art enthusiasts. The district's galleries showcase a myriad of artistic expressions, ranging from contemporary to traditional styles. As you stroll through this historic area, you'll encounter art galleries and workshops that add an extra layer of creativity to the charm of the Route 66 experience.

In Amarillo, the arts are not just a form of entertainment but a vital expression of the city's identity and community spirit. Whether exploring the canvases of the Amarillo Museum of Art, being swept away by the performances at the Amarillo Little Theatre, or marveling at the creativity of outdoor art installations, Amarillo's cultural offerings are sure to leave a lasting impression on those who seek to experience the city's artistic soul.







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amarillo convention and visitors

BUREAU



The Amarillo Convention & Visitors Bureau (AKA Visit Amarillo) is Amarillo's dedicated tourism office. Visit Amarillo is making Amarillo a top travel destination for those looking for diverse opportunities in lifestyles, leisure, and conventions. They aim to host guests with "Boots on the Ground" to ensure unique experiences and lifelong memories in Amarillo. Visit Amarillo uses HOT tax, decades of collective industry experience, and pure Panhandle passion to grow Amarillo's tourism and strengthen the local economy. Below is a look at how big of an impact tourism has on the Amarillo economy.

VISITOR SPENDING BREAKDOWN IN 2022

Visitors spent \$2,000 per minute Visitors spent \$125,000 per hour Visitors spent \$3 million a day Visitors spent \$91.6 million a month Visitors spent \$1.1 billion in a year





Photo By: Eleven Four Photography

Visit Amarillo Resources

<u>VisitAmarillo.com</u> is the go-to resource for visitors and locals on things to do in Amarillo.

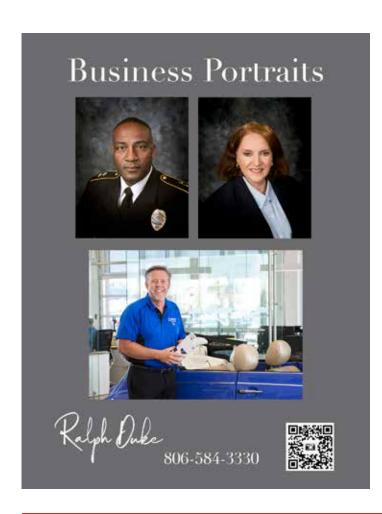
The Weekly Edit

Stay updated on Amarillo events by signing up for the Weekly Edit.

LEADer Program

In 2022, the significant contribution of visitors to Amarillo's economy exceeded \$1 billion in direct spending. The city's economy witnessed a boost of \$20.4 million through 65 group bookings alone. This influx of visitor spending plays a pivotal role in supplementing the city's budget, allowing for the maintenance of low property taxes for residents.

Be an Amarillo Leader and help enhance the local quality of life, while creating economic impact, sales tax, and jobs. The Visit Amarillo team will help throughout the bidding and site selection process. Once they book Amarillo, Visit Amarillo help ensure a fun, effective, and memorable meeting with our complimentary services! Plus, any local who submits a qualifying LEADer form that results in a booking will be entered in a drawing for a custom-made pair of Beck's boots to wear or to share!







Come Explore Panhandle History!







Embark on these Amarillo adventures, check off each item from your bucket list, and create lasting memories in this vibrant Texas city.

amarillo BUCKET LIST

Embark on an unforgettable journey through Amarillo, where vibrant culture, natural wonders, and a rich Western heritage converge. From iconic roadside attractions to the rugged beauty of Palo Duro Canyon, Amarillo offers a diverse range of experiences for every adventurer. As you traverse the city and its surroundings, check off these ten must-do activities on your bucket list, immersing yourself in the spirit of the Texas Panhandle. Get ready to leave your mark, explore canyons, savor local cuisine, and celebrate the upcoming centennial of Route 66. This is your guide (in no particular order) to the top destinations and activities that make Amarillo a one-of-a-kind city in the Lone Star State:

1) Hike the Lighthouse Trail in Palo Duro Canyon

Embark on a memorable hike through Palo Duro Canyon, exploring the breathtaking landscapes and reaching the iconic Lighthouse formation.

2) Leave Your Mark at Cadillac Ranch

Grab a can of spray paint and contribute to the ever-changing art at Cadillac Ranch, a unique and interactive roadside installation.

3) Step Back in Time on Route 66

Walk the historic Route 66 Historic District, experiencing the nostalgia of the Mother Road. Plan to visit during the Texas Route 66 Festival to celebrate the upcoming centennial in 2026.

4) Immerse Yourself in Western Heritage

Visit Cowgirls & Cowboys in the West for a true Western adventure. Most horseback riding attractions offer a typical nose-to-tail ride, but Cowgirls & Cowboys in the West offers authentic posse-style rides with real Cowboys and Cowgirls across thousands of acres of private Texas land located on the rim of stunning Palo Duro Canyon.



Photo By: AQHA



amarillo **BUCKET LIST**

5) Discover the Quarter Horse Legacy

Explore the American Quarter Horse Hall of Fame & Museum, learning about the history and impact of this iconic American breed.

6) Ignite Curiosity at Don Harrington **Discovery Center**

Bring the family to the Discovery Center, where interactive exhibits and educational programs make science fun for all ages.

7) Find Tranquility at Amarillo Botanical Gardens

Take a leisurely stroll through the Amarillo Botanical Gardens, appreciating the diverse plant collections and themed gardens.

8) Experience Wonderland Amusement Park

Enjoy a day of thrills and family fun at Wonderland Amusement Park, featuring rides, a water park, and classic carnival games.

9) Embark on an Off-Road Thrill Ride with Palo Duro Jeep Tours

Take an off-road adventure with Palo Duro Jeep Tours, exploring the rugged beauty and hidden gems of Palo Duro Canyon.

10) Indulge in a Texas-Sized Meal at The Big Texan Steak Ranch

Conclude your Amarillo adventure with a visit to The Big Texan Steak Ranch. Whether you take on the 72-ounce steak challenge or savor a hearty meal, it's a true Texas dining experience.



Photo By: Don Harrington Discovery Center



Photo By: Angela Guthrie

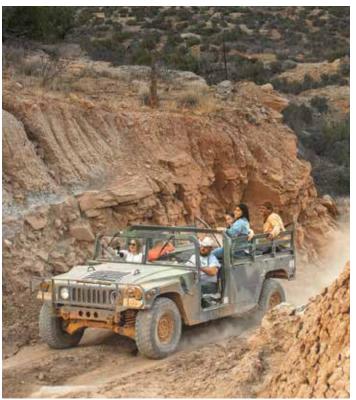


Photo By: Amarillo CVB

Amarillo hosts an array of thrilling events throughout the year. As you explore this Texan gem, mark your calendar for these annual festivities that showcase the heart and soul of Amarillo.





June

TEXAS ROUTE 66 FESTIVAL

The iconic Route 66, a road that has shaped the very essence of America, is gearing up to celebrate its 100th birthday in 2026! The annual Texas Route 66 Festival, kicking off years of celebrations leading to the centennial, promises a spectacle like no other. This year, from June 6 to 15, 2024, Amarillo will come alive with classic car shows, Texas Route 66 bus tours, cattle drives, parades, live music, and a grand finale in Amarillo's Route 66 Historic District. This is not just a festival; it's a journey through time and an homage to the historic road that has captured the imaginations of travelers for a century.

COORS COWBOY CLUB RANCH RODEO

Early June heralds the thundering hooves and dust-kicking action of the Coors Cowboy Club Ranch Rodeo. Area ranches engage in friendly yet serious competition, showcasing the skills and traditions of local cowboys. The Coors Cowboy Club Cattle Drive, which kicks off the weekend, pays homage to Amarillo's history as a premier cattle shipping market.

October

AMARILLO CHAMBER GOOD TIMES CELEBRATION® BARBECUE COOK-OFF

October brings the tantalizing aroma of barbecue as Amarillo hosts the Good Times Celebration® Barbecue Cook-Off. Over 100 cooking teams gather, bringing with them the sizzle and smoky flavors that define Texas barbecue. The first Thursday of October is transformed into a carnivore's paradise as barbecue enthusiasts indulge in mouthwatering dishes, creating an unforgettable culinary experience.

HOODOO MURAL FESTIVAL

Each year, Amarillo transforms into a living canvas during the Hoodoo Mural Festival. Muralists from around the world converge on downtown Amarillo to contribute new murals, turning the urban landscape into an art lover's dream. The festival culminates in a vibrant celebration featuring performances by big-name music artists. Get ready to witness the city burst into colors and rhythms, reflecting the artistic spirit that defines Amarillo.

November

WRCA WORLD CHAMPIONSHIP RANCH RODEO

When November arrives, it's time for the real deal - the WRCA World Championship Ranch Rodeo. Cowboys from ranches across the West gather for this serious rodeo, showcasing their skills and honoring cowboy traditions. It's a thrilling spectacle that provides a glimpse into the heart and heritage of the American West.

December

FARM AND RANCH SHOW

As winter approaches, Amarillo hosts the Farm and Ranch Show, a showcase of the latest agricultural innovations, equipment, and technologies. It's an opportunity for farmers, ranchers, and agricultural enthusiasts to come together, exchange ideas, and stay abreast of industry trends. This event highlights the importance of agriculture in the Amarillo community and beyond.

Amarillo's annual events aren't just dates on a calendar; they're experiences that define the city's spirit. From celebrating the historic Route 66 to indulging in the Chamber Good Times Celebration® Barbecue Cook-Off, embracing western heritage at world-class rodeos, and experiencing the artistic expressions of the Hoodoo Mural Festival, Amarillo invites you to be a part of its rich tapestry of culture, history, and cowboy traditions. So, pack your bags, mark the dates, and get ready to immerse yourself in the annual magic of Amarillo.



Photo By: Samantha Melton







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Top Emerging Businesses

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Top Businesses

Advanced Pain Care Asset Protection Unit, Inc **iDocket** IMS Marketing, Inc. **IVRS Wellness Center** Shepherd Concrete LLC TEEMS Manufacturing WTX Foundation Repair LLC

If you know an outstanding individual or business that you would like to nominate for a Top 20 Under 40 Award, Top Business Award or Top Emerging Business Award, visit our website https://www.amarillo-chamber.org or call the Chamber for details at (806) 373-7800.

business excellence **2023 AWARDS**

TOP 20 UNDER 40



Ashley Ashley West Texas A&M University



Jessica Beghtel Amarillo National Bank



Emma Eickhoff Talon/LPE, Ltd.



Rachel Flores Amarillo Art Institute



Ryan Francis Ámarillo College



Brock Hall AA&A Windshield & Glass



Leah Housler-Thornton Tisdell Law Firm



Matt Le Allergic II Average & Saigon Senorita



Matthew Loftin West Texas A&M University



Kayla Mendez



Shay Morath Brayden's Gift



Kiersten Newton Chick-fil-A



Vibha Patel Kumon Math and Reading Center of Amarillo



Natasha Reavis Lighthouse Title



Megan Rowland Northwestern Mutual



Hollie Shankle Amarillo Economic Development Corporation



Justin Shepherd Shepherd Concrete, WTX Foundation Repair, Shepherd Earthworks, & Shepherd Property Investments



Jadon Thornton Quigley Builders



Hunter Vagrosky Happy State Bank & Trust Company



Taylor Waddell TRX Roofing & Construction, Vizion Glass & NewLite

fingertip phone NUMBERS

Emergencies	911	Golf Courses	
Ambulance		Amarillo Country Club (Private)	(806) 355-3371
Amarillo Fire Administration (non-emergency)		Comanche Trail Golf Complex	
Amarillo Police (non-emergency)		Preston West Par 3 Golf Course	
Potter County Fire (non-emergency)	(806) 383-3373	Ross Rogers Golf Complex	(806) 378-3086
Potter Sherriff (non-emergency)		Tascosa Golf Club (Private)	(806) 342-3051
Randall County Fire (non-emergency)	(806) 477-1760		
Randall Sherriff (non-emergency)	(806) 468-5800	Hospitals & Emergency Rooms	
		Amarillo VA Health Care System	(806) 355-9703
Business Information		BSA Health System	
Amarillo Economic Development Corp	(806) 379-6411	Exceptional Community Hospital	
America's SBDC at WTAMU		Exceptional Emergency Center (Coulter)	
Better Business Bureau		Exceptional Emergency Center (Western)	(806) 353-3200
Center City		Northwest Emergency at Town Square	
Hispanic Chamber of Commerce		Northwest Emergency on Georgia	
Panhandle Regional Planning Commission		Northwest Texas Healthcare System	(806) 354-1000
WTAMU Enterprise Center		Oceans Behavioral Healthcare	
· · · · · · · · · · · · · · · · · · ·	(222, 21.22.	Physicians Surgical Hospitals, LLC	
City Of Amendille		The ER on Soncy	
City Of Amarillo amarillo.gov	(000) 070 1007	Vibra Rehabilitation Hospital	(806) 468-2900
Amarillo Civic Center Complex			
Animal Management & Welfare Administration		Libraries	
City Hall		Central Downtown	(806) 378-3054
Environmental Health		East	· · · · · · · · · · · · · · · · · · ·
Mayor's Office		North	
Municipal Court		Northwest	
Parks & Recreation Department		Southwest	(806) 359-2094
Public Health			
Rick Husband Amarillo International Airport		Newspapers & Publications	
Transit		Accent West Magazine	(006) 271 0411
Zoo	(806) 381-7911	Accent west Magazine Amarillo Globe-News	
		Amarillo Magazine	
Colleges / Vocational Schools		Canyon News	
Amarillo College	(806) 371-5000	EdgeBow Media LLC / Brick & Elm Magazine	
Clarendon College - Amarillo Cosmetology Center		Hometown Media Group / Amarillo Living Publication	
Exposito School of Hair Design		Panhandle-Plains Basketball Magazine	
Harrington Academic Hall WTAMU Amarillo Center		The Upbeat Reporter	
Milan Institute			,
Texas A&M Agri Life Research & & Extension Center		Dadio Stations	
Texas Tech University Health Sciences Center		Radio Stations	(006) 240 1E41
Wayland Baptist University		806 Sports	
West Texas A&M University		Alpha Media (KGNC / The Eagle)	
,		Cumulus Broadcasting High Plains Public Radio	
Decree of Class deline Control		Kingdom Keys Network	
Document Shredding & Storage		Panhandle PBS/FM90	(206) 335-6655
Document Shredding & Storage, Ltd		Radio by Grace–KRBG	
Goodwill Industries of NW Texas		Route 66 Media, LLC	
KB Recycling		Townsquare Media	
UCI Document Solutions	(806) 372-7722	Townsquare Media	(000) 333 3777
		School Districts	
Fitness & Health		Amarillo Independent School District	(806) 326-1000
Amarillo Town Club	(806) 468-0398	Bushland Independent School District	
Amarillo Town Club Southwest		Canyon Independent School District	
Downtown Athletic Club	(806) 324-5402	Highland Park Independent School District	
Gold's Gym Athletic Club		River Road Independent School District	
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Senator Kevin Sparks (District 31)	.(432)	994-2377
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National Weather Service	(806) 335-1121
Postal Services; Main Post Office	(806) 468-2101
Representative, Ronny Jackson	(806) 641-5600
Social Security	(877) 803-6318

Youth

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Amarillo Netplex	.(806)	410-20	053
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index of **ADVERTISERS**

3923 Hotels pa 12 **Acme Brick** pg 20 **Adobe Walls Stoneworks** pa 10 Amarillo Economic pa 2 **Development Corp** Amarillo National Bank Back Cover Ascension Academy pg 25 Austin Hose Inside Back Cover **Bomb City Safes** pg 17 Bruckner's Truck and pg 11 **Equipment** Color Art pa 38 **Cramer Marketing** pg 37 Domino's pg 44 **First Bank Southwest** pg9 **First United Bank** pg 30 **FMC Health** pq6 Gene Messer Ford pg 36 Glass Doctor pg 15 **Happy State Bank** pq 5 **Hoarel Signs** pg 27 M&R Liquor pg 20 **Northwest Physicians Group** pg 19 Northwest Texas pg3 **Healthcare System Panhandle-Plains** pg 32 **Historical Museum Pat Davis Properties** pg 20 Patio Shop pg 32 **Playa Design Studio** pg 29 **Prosperity Bank** pg 20 **Rabern Rentals** pg 12 Ralph Duke pg 32 Rexel pg 17 **Rick Husband Amarillo** pg 11 **International Airport** RT Hicks pg 44 Sage Oil Vac pg 15 **Triangle Realty** pg 23 **Turn Center** pg 27 Upshaw Insurance pg 15 **Visiting Angels** pg 44 **Wellington Office Park** pg 27 Williams-Boyce Insurance pg 17 WTAMU Inside Front Cover

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Amarillo Annex 4320 South Western St. Amarillo, TX 79109 (806) 468-5654 randallcounty.org

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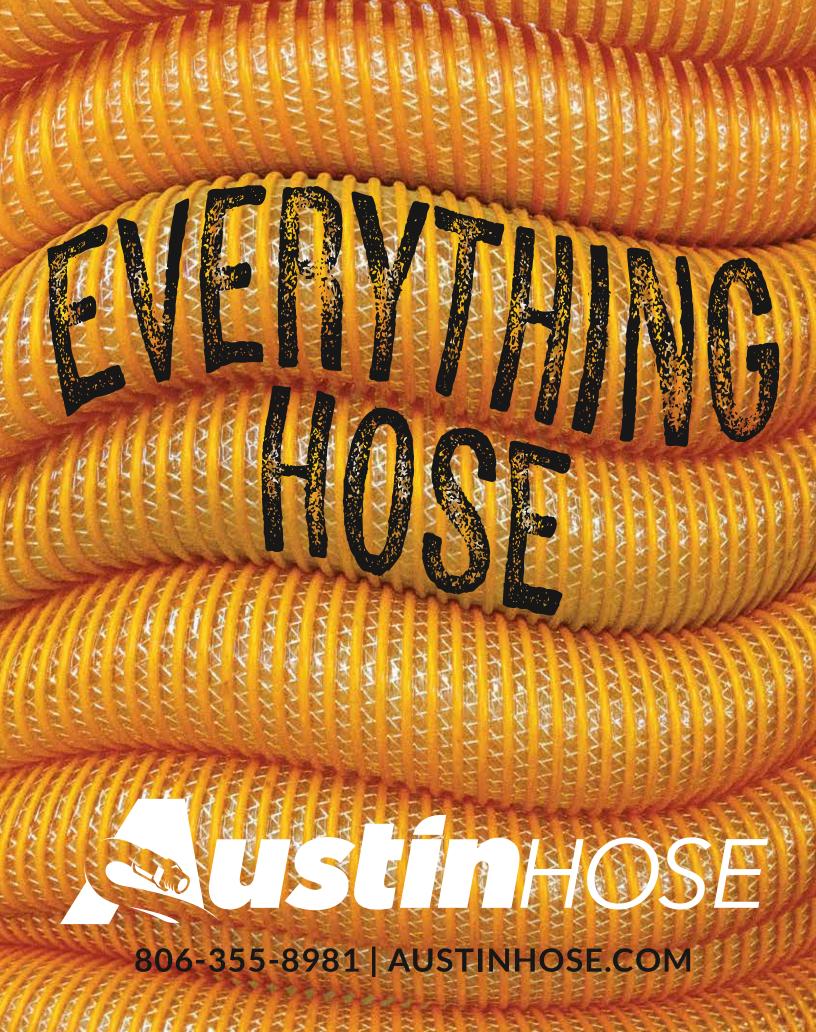


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