

Annual Report for Center City of Amarillo 2016-2017

Our Vision:

Amarillo's Center City will be a destination neighborhood that bridges the past and the future.

Our Mission:

Center City of Amarillo, Inc. brings people to downtown Amarillo through organization, events, promotion, design and facilitation of economic vitality.

Our Milestones:

Center City of Amarillo is proud to organize and implement successful downtown projects and events.

In 2016-2017, Center City has achieved several milestones in cooperation with the City of Amarillo, Center City members, volunteers, downtown stakeholders and community partners.

With leadership from our volunteer Board of Directors, Center City of Amarillo has:

- Added two weeks to extend High Noon on the Square to include the first two weeks in August before school starts. Crowds average between 500 and 600 a week.
- Wrote a business plan and implemented Amarillo Community Market with two seasonal part-time staff and 12 volunteers who staff the market for 22 weeks in the 2018 season. This year, 170 vendors applied. Only 120 were accepted.
- Ordered more than 400 new year-round banners and will soon order 400 holiday banners to accommodate the additional pedestrian lights throughout downtown. We use a local vendor who prints and produces the banners locally.
- Assisted entrepreneurs with applications to have food trucks in the downtown area.
- Applied for and received the designation for the Amarillo Cultural District from the Texas Commission on the Arts to make Amarillo a destination for the arts including the downtown area, Civic Circle area and Little Theatre, Sunset Center galleries, Historic Route 66 and the Washington Street Campus of Amarillo College with the Amarillo Museum of Art.
- Administered the Facade Grant program. Matching grants surpassed \$1 million in 2016. In 2017-2018, the \$70,000 allotment was allocated by November of 2017 demonstrating the demand and need for the facade grant project.
- Assisted numerous building owners and developers with questions about incentives including facade grants, TIRZ funding, and state and federal historic tax credits, taking over work formerly done by Downtown Amarillo Inc.
- Joined DowntownTX initiative listing downtown properties on a new website with Texas Main Street with help from the city of Amarillo and Andrew Freeman. Hosted the first DowntownTX Imagine the Possibilities Tour for downtown properties.

- Assisted community groups in the application process to host downtown events. Coached event planners through the Environmental Health Special Events form and explained the needed permits and forms.
- Referred community groups, reunions and conventions to downtown venues including the Courtyard by Marriott at the Historic Fisk and the Embassy Suites downtown.
- Successfully bid on the Texas Main Street Managers summer training July 9-13 in Center City. More than 70 people will attend.
- Received four Presidential Awards for Design through the Texas Downtown Association awards program for architects and restorations.
- Added more Facebook pages for social media with Center City Events and Artsinamarillo
- Created a new web page for the Cultural Arts District with Artsinamarillo.com
- Represented Center City on the Convention & Visitor Council, the Convention & Tourism Committee, and the Art in Public Places and Beautification Committee
- Expanded the Downtown Dining District to 38 restaurants. Gained sponsorship for printing the Downtown Dining Guide with map from Embassy Suites.
- Raised between \$50,000 and \$55,000 in membership dues from downtown businesses and supporters.
- Received state and national Main Street recognition annually.
- Raised funds to give \$20,000 to the West Texas A&M University Amarillo Center in downtown in support of the Downtown Strategic Action plan goal for higher education
- Presented a check for \$500,000 to the Local Government Corporation for streetscape for the new Embassy Suites hotel and parking garage. These were funds raised for 20 years of the Center City Block parties and represented a large portion of Center City reserve funds.

Center City continues to grow as we strive to make downtown “everybody’s neighborhood.”

Beth Duke

Executive Director

Officers 2016-2017	Name	Business Name
President President- Elect Treasurer Secretary Past President	Officers	
	Wing, Brandon	Happy State Bank
	Vaughn, Linda	Retired principal
	Gerber, Laura	Johnson & Sheldon
	Davis, Allison	Brown & Fortunato
	Tyler, Tonya	Xcel Energy
	Directors	
	Altmiller, Jennifer	Golden Spread Electric Cooperative
	Barrick, Dusty	Barrico Management
	Baskett, Jeremy	JR Baskett, Inc.
	Bentley, Cory	Upshaw Insurance Agency
	Brannon, Cal	Atmos Energy

Staff	Dowdy, Ed	Underwood Law Firm
	Ellis, Marjorie Hagan	Stephens & Hagan Interior Design
	Imke, Julie	WTAMU- Amarillo Center
	Jennings, Brian	Amarillo EDC
	Kearns, Shelly	Happy State Bank
	Knapp, Tom	Brown & Fortunato
	Rose, Zac	The Rose Group
	Sharp, Randy	Mays Foundation
	Shults, Elayne	Community Volunteer
	Ware, Tol	Amarillo National Bank
	Whittenburg, Ben	Gaut Whittenburg Emerson
	Ex-Officio	
	Graham, Brenda	B & W Pantex
	Ginger Nelson	Mayor, City of Amarillo
	Molberg, Gary	Amarillo Chamber of Commerce
	Duke, Beth McKibben, Chanette	Center City of Amarillo Event Coordinator/ Assistant

Below, please find the link to our most recent 990 form on Guidestar.org

<https://www.guidestar.org/FinDocuments/2017/752/548/2017-752548311-0edf1aa5-9.pdf>

For the calendar years of 2016:

Total Revenue	394,460	
Program Expense*	\$797,936	*(included a one-time payment to the Local Government Corporation of Amarillo for \$500,000)
Administration	\$ 21,433	
Fundraising	\$ 21,433	
Total Ending Net Assets	\$497,949	