

To our Center City of Amarillo Members,

Thank you for your continued support of Center City of Amarillo. During 2015 to 2016, Center City had a great year with your help. We look forward to another successful year in 2016-2017 and for years to come.

“Downtown is Everybody’s Neighborhood!”

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.

A Texas Main Street Program

Center City of Amarillo is a member of the Texas Main Street Program, which is affiliated with the National Main Street Center. Main Street organizations work to improve their neighborhoods and downtowns through the Four-Point Approach of Promotion, Organization, Design and Economic Restructuring. Center City has achieved state and national recognition as a Main Street City for the past 14 years.



Memberships & Awards

Center City is a member of the Texas Downtown Association. Center City’s projects continue to win statewide design awards. In 2016, Center City won a TDA First Place Award for Best Renovation for The Lofts on 10th Project. The project also won a TDA People’s Choice Award.

Promotion

Amarillo Community Market

Center City launched the Amarillo Community Market on July 9. The market drew hundreds of people downtown to 10th and Polk. More than 70 vendors sold art, crafts, baked goods, candles, soaps, produce and meat. Vendors sold products grown or created within a 150-mile radius. The market featured live music for a festival atmosphere. The market will open June 10, 2017 for its first full season and continue through Oct. 14, 2017. For information, go to www.amarillocommunitymarket.com



High Noon on the Square

Center City sponsored a series of 11 outdoor concerts at noon every Wednesday in June, July and the first two weeks in August July on the lawn of the historic Potter County Courthouse. Entertainers included the downtown resident companies of the Amarillo Symphony, the Amarillo Opera and the Lone Star Ballet. Other downtown partners were the Summer Youth Musical, the musical drama "Texas" and local bands. Crowds at High Noon averaged 600 each week.



Create!

Center City started a new event in 2016 with Create! Create! is a family art festival with a VIP Preview Party to promote the Amarillo Cultural District. In partnership with the Amarillo Public Library, the festival included live music, arts and crafts activities, artists' booths, movies, and food vendors – all centered around the Globe-News Center for the Performing Arts.



Center City Electric Light Parade

The Center City Electric Light Parade in 2015 enjoyed high attendance with thousands of people lining the downtown streets. More than 60 businesses and organizations entered floats in the parade. About two dozen volunteers helped direct the floats, control the crowd and greet Santa Claus before the lighting of the city's Christmas tree. The 2016, the Electric Light Parade was cancelled due to freezing weather.



Website

Center City's Web site is www.centercity.org. Center City promoted events with an e-mail newsletter. Center City maintains social media presence with Facebook pages of Center City of Amarillo and Center City Events. To subscribe to the e-mail newsletter, e-mail info@centercity.org



Design

Facade Grants

Center City awarded \$70,000 in façade grants to these downtown businesses:

- Hope & Healing Place -- \$5,000 for façade repair
- Tenorio Dental Offices -- \$5,000 for façade and signage
- Firestone Building -- \$20,000 for renovation of historic building for apartment units
- Double R Lofts -- \$20,000 renovation of historic building into loft apartments
- 801 SW 14th Ave. -- \$10,000 for renovation of apartments
- Youngblood's Café -- \$5,000 for new sign and landscaping
- Gaut, Whittenburg, Emerson -- \$5,000 for new signage



new

Historic Preservation

Center City continued its emphasis on Historic Preservation with walking tours of the historic downtown area and partnering with the Panhandle-Plains Historical Museum, the Plemons-Eagle Historic Neighborhood Association and Texas Main Street for programs on historic preservation.



Awards

The Davidson Oil Co. project in the warehouse district was a finalist for Best Renovation in the Texas Downtown Awards and a winner in the Preservation Texas Design Awards. The project gave a derelict warehouse building a new life as a fuel distribution business with more than 30 employees.



Art in Public Places

Hoof Prints of the Great American Quarter Horse

Center City continued to promote the Hoof Prints of the Great American Quarter Horse. More than 100 Hoof Prints fiberglass horses are now in place. Center City partnered with the American Quarter Horse Association to produce a brochure showcasing the horses. New plaques on the Hoof Prints horses will display the Web sites of AQHA and www.centercity.org



Amarillo Cultural District

The Texas Commission on the Arts designated Amarillo as the Amarillo Cultural District in September 2016. The Amarillo Cultural District is now one of only 35 districts in Texas. The Amarillo Cultural District includes:

- Historic Downtown Amarillo
- Historic Route 66
- Sunset Center Art Galleries, Studios and the Panhandle Art Institute
- Amarillo College Washington Campus Fine Arts and Amarillo Museum of Art
- Wolflin Village, Wolflin Square and the Amarillo Little Theatre and ALT Adventure Space

The Amarillo Cultural District includes performing, visual, culinary, architectural and historical arts. Learn more about the Amarillo Cultural District at www.artsinamarillo.com or like us on Facebook at artsinamarillo.



Organization

- **Membership Drive**

Center City received more than \$50,000 in its annual membership drive for community support from individuals and businesses dedicated to improving downtown.



- **Main Street Training**

Center City staff attended state Main Street training in New Braunfels, Texas and National Main Street Training in Milwaukee. Center City achieved National and State Recognition at the state and national convention.



Economic Restructuring

- **TIRZ**

The Center City Tax Reinvestment Zone entered into a contract with Center City to provide funds of up to \$50,000 per project for façade grant recipients to purchase pedestrian lights, benches, trees and other streetscape elements to enhance their façade. The total contract adds \$150,000 to the incentives available for downtown businesses. To learn more about the TIRZ, go to www.amarillo.gov



- **Downtown Dining District**

Center City distributed thousands of copies of the Downtown Dining District Guide to hotels, visitor information centers, meetings and individuals to promote the more than 30 downtown restaurants. Six new restaurants are under construction and set to open in 2017. To receive a Downtown Dining Guide by mail, call us at (806) 372-6744 or e-mail to info@centercity.org

- **Downtown Residences**

Center City helped dedicate the new Double R. Lofts, the Lofts on 10th (shown at right) and break ground for the new Firestone apartments, now under construction at 10th and Tyler.



- **Board of Directors 2015-2016**

- **President Tonya Tyler, Xcel Energy**
- **President-Elect Brandon Wing, Happy State Bank**
- **Treasurer Laura Gerber, Johnson & Sheldon CPAs**
- **Secretary Linda Vaughn, retired educator**
- **Past President Ben Whittenburg, Gaut, Whittenburg, Emerson**
- **Directors:**
 - **Jennifer Altmiller, Golden Spread Electric Cooperative**
 - **Dusty Barrick, Barrico Management**
 - **Jeremey Baskett,**
 - **Cory Bentley, Upshaw Insurance**
 - **Cal Brannon, Atmos Energy**
 - **Angela Champion, Pro-Ag**
 - **Allison Davis, Brown & Fortunato law firm**
 - **Ramon Godoy, El Mensajero newspaper**
 - **Julie Imke, West Texas A&M University**
 - **Brian Jennings, Amarillo Economic Development Corp.**
 - **Shelly Kearns, Happy State Bank**
 - **Tom Knapp, Brown & Fortunato law firm**
 - **Ross Middleton, The Right Angle frame shop**
 - **Kevin Nelson, Amarillo Building**
 - **Alex O'Brien, Bank of Commerce**
 - **Zac Rose, the Rose Group investments**
 - **Randy Sharp, Mays Foundation**
 - **Elayne Shults, downtown property owner**
 - **Larry Taylor, Centergas Fuels**
 - **Tol Ware, Amarillo National Bank**
- **Ex-Officio Directors:**
 - **Mike Bahn, ABC Blueprints**
 - **Richard Brown, Brown & Fortunato**
 - **Marjorie Hagan Ellis, Stephens & Hagan Interior Design**
 - **Brenda Graham, B&W Pantex**
 - **Paul Harpole, Amarillo Mayor**
 - **Gary Molberg, Amarillo Chamber of Commerce**
 - **Wes Reeves, Xcel Energy**
- **Beth Duke, Executive Director**

