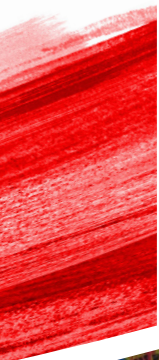


TWO THOUSAND **2025** TWENTY FIVE

RELOCATION GUIDE



TOGETHER, WE PUT GOOD ENERGY INTO THE COMMUNITY.

This place is our home. So that means we invest here. In the community. In the local economy. In helping grow jobs that can keep this place humming. Using renewable energy, we can keep costs lower for every home and every business. Our tax dollars go here. Our economic development efforts are here. We're putting in the work to make the places we serve light up a little brighter.

Visit [xcelenergy.com](https://www.xcelenergy.com) to learn more.



© 2025 Xcel Energy



Owners **Daniel Cramer**
Jim Cramer

Director of Design and Production **Mitch Khoury**

Graphic Designer **Mary Anne Garcia**

Office Manager **Tina Stewart**

Accounting **Tammy Lard**

Sales **Veronica Berryman**

Support **Twila Hubbard**



Produced for and distributed by:
Amarillo Chamber of Commerce
1000 S. Polk, Amarillo, TX 79101
(806) 373-7800 | Fax (806) 373-3909
chamber@amarillo-chamber.org
www.amarillo-chamber.org

No part of this publication may be reproduced in any form or by any means, including a photocopy, recording or any information retrieval system without permission in writing from the publisher: Cramer Marketing, 1616 Kentucky Blvd, Building B, Ste 100, Amarillo, Texas 79102.

While every effort has been made to avoid errors and omissions, neither the Amarillo Chamber of Commerce nor Cramer Marketing accept any responsibility for errors or omissions.

If you are interested in advertising in the Amarillo Chamber of Commerce Business Directory, please contact Cramer Marketing at 806-371-7310.

Cover photography provided by:
Amarillo Chamber of Commerce
Visit Amarillo
Jason Burr
RT Hicks
Ralph Duke
Mitch Khoury

TABLE OF *Contents*

4	The Amarillo Chamber of Commerce	26	Healthcare
7	Amarillo History	31	About Visit Amarillo
14	Community	33	Top 10 Things to Do
16	Amarillo Statistics	35	Annual Events
18	Top Employers	36	Amarillo Arts
21	Government	39	2024 Business Excellence Award Winners
21	Utilities	39	2024 Top 20 Under 40
21	Public Safety Services	40	Fingertip Telephone Numbers
21	Property Tax Rates	43	New Resident Information
22	Transportation	43	Index of Advertisers
24	Education		

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 Ralph Duke

HOME BUYING STARTS HERE



Unlock the *Spirit of Possibility* with a home loan from Spirit Mortgage. Whether buying or building, we've got the perfect loan and expert advice to get you to your dream.



KRIS ROBERTS BILBREY
(806) 477-1484
NMLS# 1048735



BIANCA RAMIREZ
(806) 477-1408
NMLS# 1833152



Spirit
MORTGAGE

A division of First United Bank

www.SpiritMortgage.net




EQUAL HOUSING LENDER
NMLS#405716

Member FDIC

GENEROSITY ★ LOYALTY ★ INTEGRITY ★ COMMUNITY

HOODOO

MURAL FESTIVAL

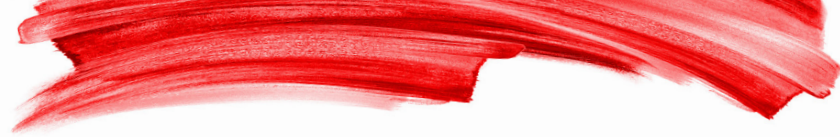


GENE MESSER
MESSERFORDAMARILLO.COM



**AMARILLO'S TOP
VOLUME FORD DEALER**

3400 SONCY STREET, AMARILLO TX 79119 | 806.355.7471



WHAT DOES THE AMARILLO *Chamber* DO?



Back left to right: Sydney Frye, Mary Garcia, Lindsey Arbeiter, Mandie Klein
Front left to right: Denise Rayford, Jason Harrison, Christy King, 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."

A HOME FOR A CHILD, A PATH FOR A FAMILY



Residential Care

- Boys Ranch is a residential community near Amarillo, Texas.
- Open to boys and girls in all 50 states.
- Services provided at no cost to the families and children.

Opportunities

- Children receive professional and personalized care.
- Variety of athletic, academic, spiritual and extra-curricular activities offered.
- Attend public school on campus.

Requirements

- Child must be able to be successful in a group living environment.
- A child must not have reached his or her 17th birthday at the time of admission.

To access services please visit our website to fill out the assessment form at www.calfarley.org/admissions or call us at 800-657-7124.





YOUR #1 SOURCE FOR
ELECTRICAL SUPPLIES
IN THE
**TEXAS
PANHANDLE**

**The Power
to Do More, Faster**
YOUR PROVEN RESOURCE
FOR EVERYTHING ELECTRICAL

- Power Tools
- Solar
- Switches & Outlets
- EV Charging
- Generators
- Automation
- Lighting
- Batteries
- And More

Visit us in store or on-line at
RexelUSA.com



Supporting Residential, Commercial & Contractors

6022 SW 48th Ave | Amarillo, TX 79109 | 806-373-3377

New to Amarillo and Need A
Healthcare Team You Can Trust?

FMC HEALTH AND BSA CAREXPRESS HAVE YOU COVERED!

We are the area's leading healthcare organization. With five family medicine practices and five urgent care centers across Amarillo & Canyon, you can depend on our team to meet all of your healthcare needs.

We are **LOCALLY OWNED** and will **TAKE THE TIME TO LISTEN** to your concerns.

HERE'S WHAT OUR
PATIENTS ARE SAYING:

"This is the best place in Amarillo to see doctors. They are the most caring and compassionate. So glad we found them!"

-FMC Health Patient Review

"This was one of the best experiences I've had at an urgent care. I feel like they actually cared."

-BSA CareXpress Patient Review



Learn More: [FMCHealth.care](https://www.FMCHealth.care) and [CareXpressUrgentCare.com](https://www.CareXpressUrgentCare.com)





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.



Photo By Jason Burr



**MAKE IT
YOUR MOVE.**

Real estate services tailored to your unique needs.

HAYNES TEAM



Call us to find out how we can make your move to the Amarillo area as stress-free as possible.

806.367.8334 • TRIANGLEREALTYLLC.COM

WHEN IT COMES TO HEALTH, WE'RE ALL IN.



At **Northwest Texas Healthcare System**, we believe great care starts with great relationships. That's why we're committed to taking a patient-centered approach to your health—listening, understanding and partnering with you every step of the way.

Our trained, experienced medical professionals provide skilled care for a wide variety of health concerns. You can have confidence in us, knowing that we have received numerous awards and accreditations, including:

- Children's Hospital with the highest level of Neonatal Intensive Care (Level III)
- Highest level Trauma Center in the Region
- 3 locations for Emergency Care
- Only Behavioral Health facility in the region
- Therapy Center and services at two locations
- Blue Cross® Blue Shield® Blue Distinction® Center for Maternity Care Designation



HEART ATTACK



HEART FAILURE



LEARN MORE AT [NWTHS.COM](https://www.nwthhs.com)

Physicians are independent practitioners who are not employees or agents of Northwest Texas Healthcare System. The hospital shall not be liable for actions or treatments provided by physicians. For language assistance, disability accommodations and the nondiscrimination notice, visit our website. 252934901-3036161 12/24

Let us help you find your primary care provider, educational resources and be your hospital of choice. Because when it comes to your health, **we're all in.**



Thanks Amarillo for over
40 YEARS!

*We Rent & Sell Almost
Everything!*

Commercial & Residential

- LAWN & GARDEN
- HOME REPAIR
- HOME IMPROVEMENT
- HEAVY EQUIPMENT
- LIFTS
- SAFETY PRODUCTS

4807 S. Washington St.
Amarillo, TX 79110
806-379-6444

8900 SW 34th Ave.
Amarillo, TX 79124
806-367-5444

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

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



Bruckner's

TRUCK & EQUIPMENT

THE TRUCKS, TRAILERS, PARTS AND SERVICE TO KEEP YOU
ROAD-READY




Bruckner's of Amarillo
9471 I-40 East | Amarillo, TX 79118 | 800.876.6225

brucknertruck.com





NOW HIRING HEAVY HITTERS!



View open positions at
sageoilvac.com/jobs.



**AMARILLO
TANKS**



806.374.1234
1831 S. Austin St
Brian Boggs, Owner

Residential | Commercial | Municipal | Industrial

*Prompt and reliable plumbing
capable of cleaning any size line*



DON'T GUESS; USE OUR CAMERA INSPECTION!

Sewers | Sinks | Commodes | Washer Drains | Anything

*We appreciate your business!
All credit cards accepted.*



rotorooteramarillo.com
Lic. # M-37185

COFFMAN CUSTOMS

AUTOMOTIVE & DIESEL

REPAIR & MAINTENANCE
(806) 340-7932 · I-27 & ROCKWELL ROAD

**DPF
CLEANING**
NOW AVAILABLE

THE WORLD'S GREATEST *Cattle* SHIPPING MARKET



Photo By RT Hicks

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.

CITY OF AMARILLO *Community*

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.

AmarilloCivicCenter.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

Amarillo Dusters Arena Football (Coming 2026)

FC Amarillo Soccer

Sod Poodles Double-A Baseball

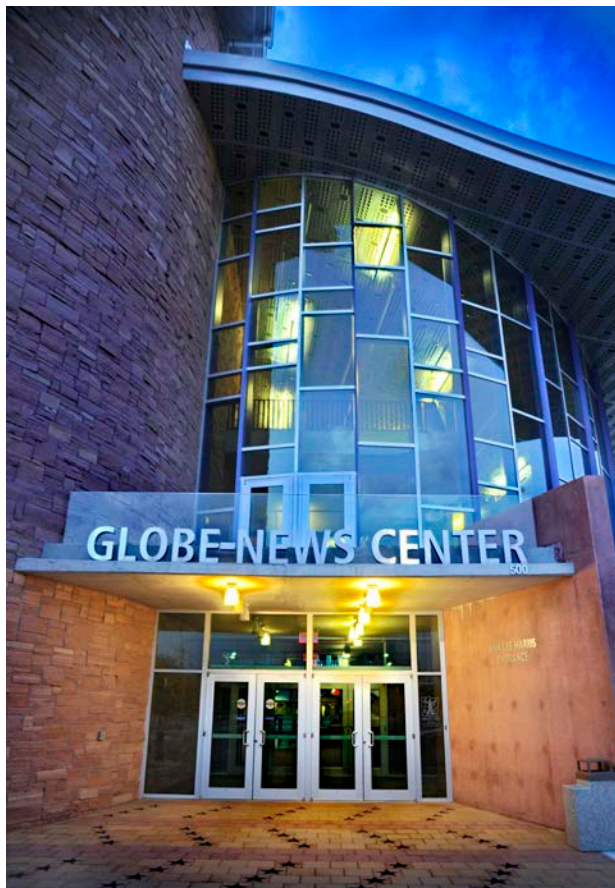


Photo By Ralph Duke

upshaw

Insurance since 1927



WE ARE COMMITTED TO OUR CLIENTS AND VIEW THEM AS OUR MOST IMPORTANT RESOURCE.

For nearly a century, Upshaw Insurance Agency has been a leader in the insurance industry. Upshaw is dedicated to providing superior insurance products and cost-effective risk management consulting to both business and individual clients.

As an independent agency serving clients nationwide, Upshaw Insurance Agency works closely with clients to provide personalized service adept at assessing risks and developing solutions to help mitigate uncertainties.

The Upshaw team is innovative, open-minded, customer service oriented, and offers solutions that best serve our clients' needs.

Upshaw Insurance Agency is continuously monitoring the industry and looking ahead to ensure you are offered the best options for your personal, commercial, and health and wellness benefits now and in the future.

BUSINESS | PERSONAL | AG | BONDS | BENEFITS

801 S. Fillmore St., Ste. 300
Amarillo, TX 79101
806.468.0400
upshaw-insurance.com

LOCALLY OWNED

Visiting Angels

LIVING ASSISTANCE SERVICES



- Home care certified
- Memory care specialization
- Free in-home consultation
- Trained and certified caregivers
- Extensive background checks
- Up to 24-hour care
- Weekends / holidays / day / night
- No contract, no deposit
- Managers available 24/7
- Benefit coordination with long-term care insurance
- Relief for family caregivers
- Companionship & supervision
- Medication reminders
- Meal planning & preparation
- Light housekeeping
- Errands / shopping / transportation
- Incontinence care
- Bathing & dressing assistance

Office: 806.344.8264 | Fax: 806.344.8672
6009 Belpree
Amarillo, Texas 79106
VisitingAngels.com/Amarillo

VAngelsAmarillo @VAngelsAmarillo



CITY OF AMARILLO *Statistics*

Annual Averages

Temperature	57.2° F / 14.0° C
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
Low Temperature	21.7° F / -5.7° C
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

	2023	2020	2019
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%

Source: *Census.gov*

COMPARATIVE COSTS OF LIVING

3rd Quarter 2024 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	84.0	95.4	61.3	87.4	87.0	83.8	96.1
Atlanta, GA	95.1	100.5	83.7	102.9	102.0	106.7	96.4
Austin, TX	96.6	95.8	102.5	98.9	98.0	97.6	90.9
Bloomington, IN	100.0	97.9	98.1	106.9	106.7	103.9	109.9
Cincinnati, OH	97.5	100.3	90.6	98.6	98.8	100.7	100.8
Dallas, TX	100.8	98.7	90.8	120.8	90.0	107.9	107.3
Denver, CO	108.8	100.9	122.1	88.9	101.0	110.4	108.6
Edmond, OK	89.4	96.3	80.5	88.4	93.2	85.0	93.4
Houston, TX	94.7	98.3	81.2	91.0	94.6	103.0	104.3
Jackson, TN	87.8	96.1	73.4	84.8	93.0	86.2	95.6
Jacksonville, FL	92.8	105.3	86.0	90.6	87.1	80.5	97.0
Las Cruces, NM	89.8	97.8	77.2	81.2	93.0	107.7	95.5
Las Vegas, NV	96.5	102.8	102.4	105.7	107.0	83.4	84.7
Little Rock, AR	93.0	97.2	73.8	83.4	98.8	86.2	108.8
Lubbock, TX	89.3	96.5	83.1	85.8	88.8	89.9	92.2
Odessa, TX	93.7	95.4	80.5	106.1	92.0	106.5	99.6
Phoenix, AZ	107.2	103.3	116.6	109.3	100.2	89.6	105.2
Pittsburgh, PA	98.8	98.8	94.3	120.1	107.6	97.0	94.4
Redding, CA	113.1	109.1	110.6	102.4	127.2	91.5	118.3
Richmond, VA	94.8	99.2	85.2	94.9	97.1	96.9	100.0
San Antonio, TX	92.5	94.1	80.5	85.4	93.6	109.5	100.9
Tulsa, OK	85.4	96.6	65.9	99.5	88.9	98.3	90.1
Wichita, KS	89.7	94.7	64.7	99.7	101.3	99.3	100.8



Success starts with the right tools.

From personal to business, we offer expert tools and services to help you reach your financial goals.



**Competitive
Deposit Rates**



**Customized
Lending**



**Personal Finance
Solutions**



**Small Business
Toolkits**



**FirstBank
Southwest**

Faith. Family. Bank.



AMARILLO'S TOP *Employers*

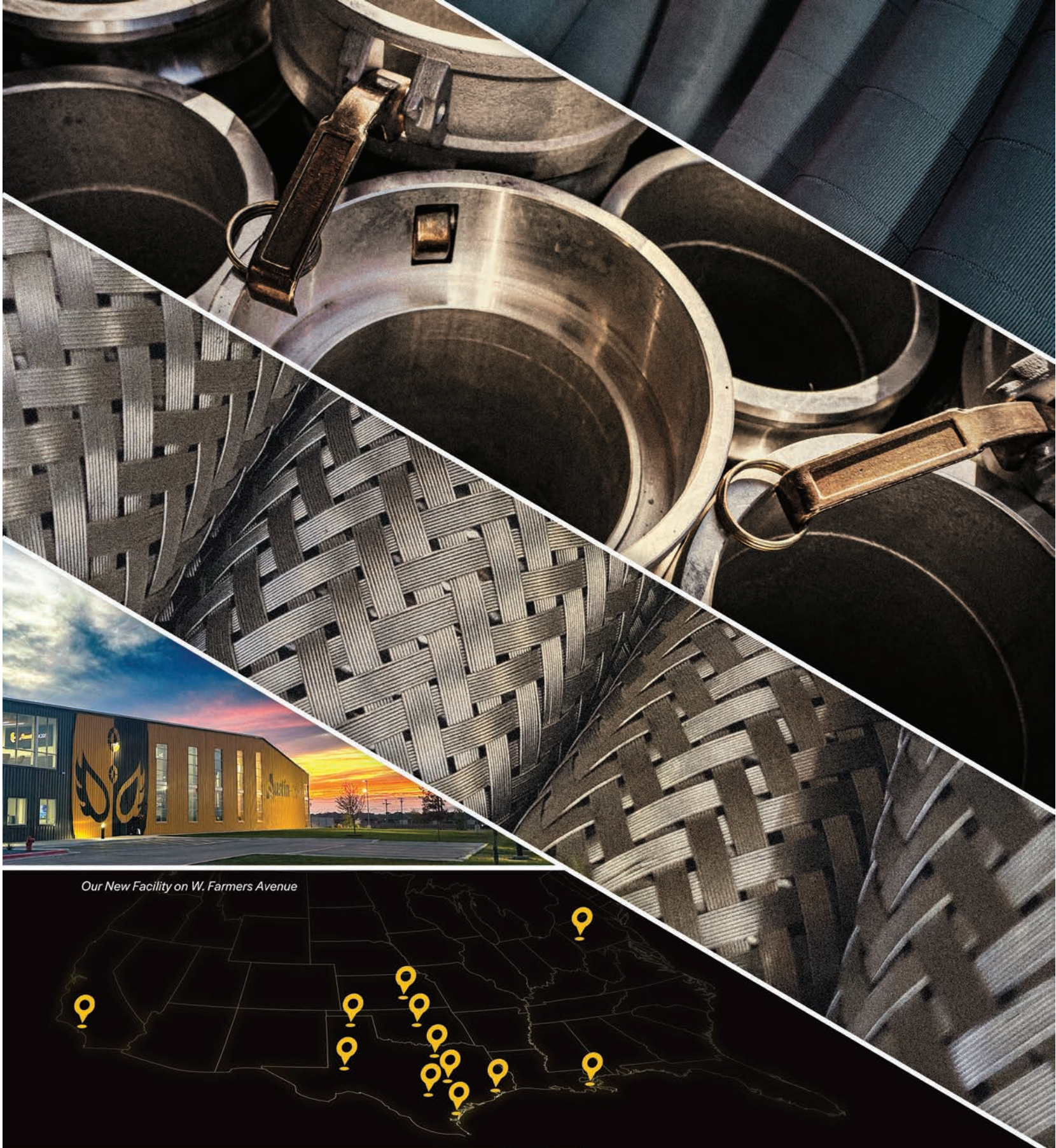
Employer	F/T Employees	Employer	F/T Employees
Pantex / PanTeXas Deterrence, LLC	4626	Bell	600
Amarillo Independent School District	4000	Amarillo National Bank	568
Tyson Foods, Inc.	4000	Friona Industries L P	467
BSA Health System	3000	Baptist Community Services	400
Texas Tech University Health Sciences Center	1901	FMC Health	350
Northwest Texas Healthcare System	1350	Atmos Energy	333
Affiliated Foods	1250	Texas Panhandle Centers Behavioral & Developmental Health	330
City of Amarillo	1000	Region 16 Education Service Center	330
United Supermarkets	900	A T & T	320
Walmart Supercenters	900	GRI Towers Texas	295
Happy State Bank	897	Cal Farley's Boys Ranch	276
Maxor National Pharmacy Services	860	Micro/MWI	250
West Texas A&M University	856	Ben E Keith Foods	250
Toot'n Totum Food Stores, LLC	743	J Lee Milligan Inc	225
Owens Corning	650	FirstBank Southwest	208
Amarillo College	625		

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	141,800
Employment	137,400
Unemployment	4,400
Unemployment Rate	3.1%
Non-Farm Total	131,900
Construction	8,600
Manufacturing	14,100
Trade, Transportation, Utilities	27,800
Information	1,300
Financial Activities	7,200
Professional & Business Services	10,500
Education & Health Services	18,200
Leisure & Hospitality	15,800
Other Services	5,500
Government	22,900



Our New Facility on W. Farmers Avenue

**Headquartered in Amarillo, Texas
with Thirteen Locations Nationwide**

AustinHOSE
AustinHose.com





THE MIDDLE OF EVERYWHERE SM

Since our early history, Amarillo has had a well-established place in feeding the nation. Food manufacturing has made up our largest export category. Not only do we have the infrastructure to support exports both domestically and globally, but Amarillo is also home to generations of farmers, ranchers and agricultural scientists working collaboratively to feed people throughout the world.



GOVERNMENT AND PUBLIC *Safety*

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 two-year 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.

FIRE

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.

PROPERTY *Tax* RATES

WITHIN AMARILLO CITY LIMITS

Amarillo ISD	0.883000
Amarillo Jr. College	0.215560
Bushland ISD	0.984690
Canyon ISD	0.927700
City of Amarillo	0.387230
City of Canyon	0.410110
Hi Plains Water-Potter	0.003100
Highland Park ISD	0.988300
Panhandle Water District #3	0.008163
River Road ISD	0.963300
So. Randall Hosp	0.035180
Potter County	0.584960
Bishop Hills	0.074560
Randall County	0.401150
Hi Plains Water-Randall	0.003100
Wildorado ISD	1.375500
Palisades	0.118680
Timbercreek	0.173220

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



Photo By RT Hicks

UNFORGETTABLE NIGHTS IN AMARILLO'S PREMIER BIKINI BAR

Amarillo's Best Bikini Bar for Fun and Entertainment. Where Exceptional Drinks, Exciting Events, and an Unmatched Atmosphere Come Together for an Unforgettable Experience!





DOORS OPEN AT 5 PM
6019 SW 48TH AVE, AMARILLO, TX

Call Us: 806-805-2248

Visit Our Website: www.cassidyspoloclub.com

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
- ✓ GOGO Charters Amarillo
- ✓ Price 4 Limo Amarillo

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.
- ✓ J Ram Logistics Inc.
- ✓ 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.

PPHM

PANHANDLE-PLAINS HISTORICAL MUSEUM

2503 4th Ave | Canyon, TX

www.panhandleplains.org



Visit Today!



Come Explore Panhandle History!



From Amarillo to Anywhere

With nonstop flights to major cities and connections worldwide, your adventure is just a quick flight away.



fly-ama.com



CITY OF AMARILLO *Education*

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
CanyonISD.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
HPSID.net

Holy Cross Catholic Academy
HolyCrossAMA.org

Milan Institute
MilanInstitute.net

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
StMarysAmarillo.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

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 Provided By: Visit Amarillo

ASCENSION ACADEMY

COLLEGE PREPARATORY SCHOOL

Discover the Ascension Difference



SCHOLAR | ARTIST | ATHLETE | LEADER

For Enthusiastic Students in Grades 5-12

Schedule A Private Tour Today!

PO BOX 50729 • AMARILLO, TEXAS 79159 | 9301 ASCENSION PKWY • AMARILLO, TX 79119

tel 806.382.1200 | fax 806.342.0535 | ascensionacademy.org

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.
AmarilloBoneAndJoint.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

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 Rehabilitation Hospital of Amarillo
VRHAmarillo.com

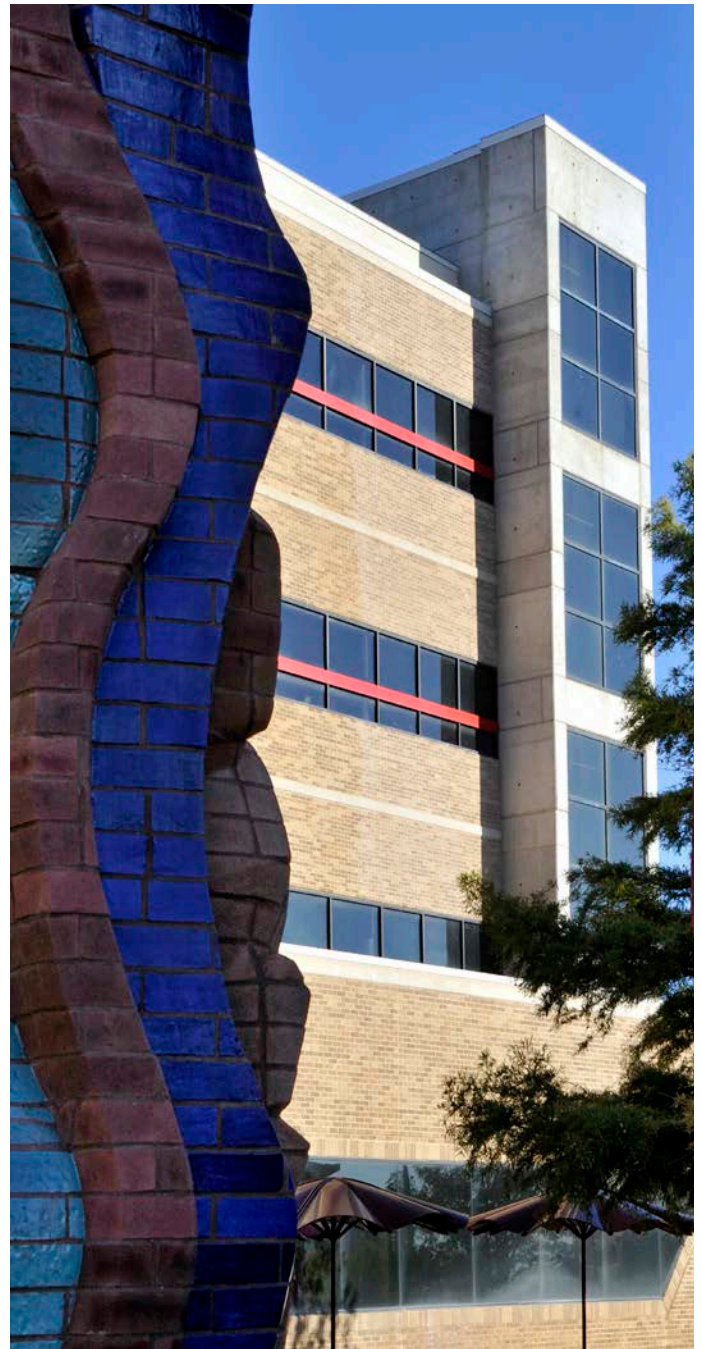


Photo By: Ralph Duke

ROOFING RIGHT FOR YOU SINCE 1984



WHY CHOOSE RHYNEHART ROOFING?

- FAST, RELIABLE SERVICE
- EXPERIENCED & SKILLED PROFESSIONALS
- AFFORDABLE, TRANSPARENT PRICING
- FREE, NO-OBLIGATION ESTIMATES
- QUALITY MATERIALS AND WORKMANSHIP

CONTACT US TODAY: (806) 622 0090



1250 Wallace Blvd, Amarillo, Texas 79106
(806) 353-3596
www.turncenter.org



Celebrating 94 years of service to the community, Turn Center is the only private, non-profit 501(c)(3) organization in the Texas Panhandle dedicated to providing therapy services to children.

- Occupational Therapy
- Speech Therapy
- Physical Therapy
- Mental Health Counseling
- Family Support
- Social Work
- Adaptive Sports
- Inclusive Events

*"At Turn Center, it feels like we are part of a family."
- Kelsey, A Turn Center parent*



MARK YOUR CALENDAR

for these Annual Events



May 15, 2025



July 24, 2025



October 2, 2025

Amarillo - Chamber.org





WELLINGTON OFFICE PARK



*Locally Owned
and Managed*

*Spacious Offices with a
Newly Constructed Courtyard*

*Convenient Central
Location Near I-40*

Now Leasing



1616 S Kentucky Street
Amarillo, Texas 79102

Contact Jeff Gaut at
806.373.3111 for more information.

We're just as happy as you, that you chose Amarillo, Texas

LOANS | CHECKING | SAVINGS | AND MORE!

Welcome home.

There are two Amarillo locations to conveniently
serve your business and personal banking needs.



PROSPERITY BANK®

Real bankers... not just a bank.®

3900 S. Soncy | 7100 Hillside
prosperitybankusa.com | 800-531-1401



Member
FDIC



This ad is not a commitment to lend.
Restrictions apply. Subject to credit approval.

RT HICKS
Photography
806-683-2272

Commercial Photography - Business Portraits
806-683-2272

Commercial Brokerage Property Management Leasing Development

806.355.7200 | 4001 S Western St, Amarillo, TX 79109 | patdavisproperties.com

A LEADER IN NATURAL GAS SERVICES

WTG owns and operates approximately 6,000+ miles of Natural Gas Distribution mainline, 1500+ miles of Natural Gas Transmission Pipelines and serves 30,000+ customers in Texas, Oklahoma and New Mexico.

8701 E Strawberry Fields Dr | Canyon, TX 79015 | 806-358-1321

*We have a room for **you!***

Regardless of your taste, style, or budget, we invite you to stay at one of our locally owned hotels in Amarillo or Lubbock.

thirty-nine23.com | *all properties are locally owned*



ADOBE WALLS
STONEWORKS

THE MOST *Trusted* NAME IN STONE
— SERVING THE PANHANDLE SINCE *2003* —



Schedule Your Appointment Today!

7410 HILLSIDE | AMARILLO, TEXAS | 806.371.7885 | AWSTONEWORKS.COM

ABOUT *Visit* AMARILLO

Visit Amarillo is a non-profit organization on a mission to bring more visitors, events, and conventions to our city—because when tourism thrives, Amarillo thrives. In 2023 alone, visitors spent \$1,903 per minute in Amarillo, boosting local businesses and helping keep our economy strong. And here’s something you might not know—visitor spending saves each Amarillo household an average of \$1,000 per year in taxes! We’re all about boots-on-the-ground hospitality, making sure every visitor leaves with unforgettable experiences and lifelong memories. Powered by hotel occupancy tax dollars, decades of industry expertise, and pure Panhandle passion, we share Amarillo’s Western spirit, vibrant arts scene, and unique attractions with travelers from around the world.

Ready to explore? Whether you’re visiting for the first time or rediscovering your own backyard, there’s always something new to experience in Amarillo. Start planning your adventure at VisitAmarillo.com and see why what it’s like to Step Into the Real Texas!

Are you part of a club, association, professional organization, or sports team that hosts meetings, conferences, or tournaments? Help us bring your group to Amarillo! By submitting a LEAD to the Visit Amarillo sales team, you can play a direct role in boosting our local economy, supporting businesses, and keeping taxes low.

The Visit Amarillo team is here to take care of every step of the way, from bidding and site selection to ensuring an unforgettable experience for your attendees. Plus, if your lead results in a booking, you’ll be entered into a drawing for a custom-made pair of Beck Cowboy boots!

Send your lead to Amy@VisitAmarillo.com and let’s work together to bring more events, meetings, and visitors to Amarillo!



Photo Provided By: Visit Amarillo

NEED A DOCTOR? WE'RE HERE FOR YOU!



Make an appointment at the Primary Care Center, where you will be seen by a board-certified family medicine physician!

Our center offers more convenient access to skilled and compassionate primary care physicians. We make it easier than ever to receive quality care and services for you and your family, from newborns to older adults.

We also offer:

- Extended Hours
- On-site Imaging and Lab



Primary Care

5601 W. Interstate 40 Frontage Rd., Suite 100
Amarillo, TX 79106

For language assistance, disability accommodations and the nondiscrimination notice, visit our website. 252934745-2982860 1/25

TO LEARN MORE OR TO SCHEDULE AN APPOINTMENT, VISIT NWTPG.COM OR CALL **806-318-5777**.

Top 10 THINGS TO DO IN AMARILLO



1. Watch the legendary 72 oz. Steak Challenge at The Big Texan Steak Ranch

Whether you're taking on the challenge or just watching in awe, this world-famous dining event is a must-see in Amarillo.

2. Hike the Lighthouse Trail in Palo Duro Canyon

Trek through the second-largest canyon in the U.S. and take in the breathtaking views of the iconic Lighthouse rock formation.

3. Horseback ride with Cowgirls & Cowboys in the West

Saddle up and ride along the rim of Palo Duro Canyon for a truly Western adventure.

4. Take an exhilarating offroad ride through Palo Duro Canyon with Palo Duro Jeep Tours

Hold on tight as you go off-road for an adrenaline-pumping ride through the stunning landscapes of Palo Duro Canyon.

5. Leave your mark at Cadillac Ranch

Grab a can of spray paint and add your own touch to this world-famous roadside art installation.



Top 10 THINGS TO DO IN AMARILLO

6. Explore the Route 66 Historic District

Stroll through Amarillo's iconic stretch of the Mother Road, packed with eclectic shops, historic buildings, unique restaurants, and a true sense of nostalgia.

7. Explore the Don Harrington Discovery Center

This interactive science museum is packed with hands-on exhibits, live demonstrations, and a planetarium that makes learning fun for all ages.

8. Dive into horse history at the American Quarter Horse Hall of Fame & Museum

Learn about the legendary American Quarter Horse and its impact on the Western lifestyle through fascinating exhibits and memorabilia.

9. See world-class art at the Amarillo Museum of Art

Explore a diverse collection of paintings, sculptures, and exhibits at Amarillo's premier fine arts museum.

10. Experience Amarillo's creative spirit at Arts in the Sunset

Walk through artist studios and galleries in this dynamic cultural hub showcasing local and international talent. Don't miss the First Friday Art Walk each month!

We are just scratching the surface! Find more exciting things to do in Amarillo at [visitamarillo.com/things-to-do](https://www.visitamarillo.com/things-to-do)



ANNUAL *Events*

From thrilling rodeos to vibrant festivals and holiday celebrations, Amarillo's events bring the community together all year long. Here's what you won't want to miss:

May

Mutt Fest – Voted one of the top 3 festivals in Amarillo, this free, fun-filled event benefits the Amarillo SPCA! Bring your four-legged friends for an afternoon of food, drinks, live music, and vendor booths—all for a great cause.

Bad Magik Musik Fest – An epic day of live music at Sam Houston Park! Enjoy performances from local bands, plus vendors, food, kids' activities, and more.

June

Texas Route 66 Festival – Route 66 turns 100 in 2026, and Amarillo is kicking off the celebration with a 10-day festival! Expect classic car shows, Texas Route 66 bus tours, a cattle drive and parade, music festivals, and a grand finale in the Route 66 Historic District. This year the festival will be June 5-14, 2025. See you there!

Coors Cowboy Club Ranch Rodeo & Cattle Drive – Watch area ranches compete in real cowboy contests, and don't miss the iconic cattle drive as longhorns parade through downtown Amarillo.

June Jazz – Free jazz concerts every Tuesday on the Amarillo College campus, featuring talented local jazz bands.

Starlight Theater Summer Concert Series – Every Tuesday evening from late May to August, enjoy live music, food trucks, and vendors at Sam Houston Park.

July

Will Rogers Range Riders Rodeo – More than 70 years of rodeo tradition come alive as local cowboys compete over the July 4th holiday.

Harley Party – Live music, great food, and a chance to win a Harley or \$15,000—all in support of Family Support Services!
Starlight Theater Summer Concert Series – Free concerts, food trucks, and family-friendly fun continue every Tuesday night.

August

Starlight Theater Summer Concert Series – The final month of free summer concerts at Sam Houston Park!

September

Tri-State Fair & Rodeo – One of Amarillo's oldest and biggest events! Enjoy carnival rides, delicious food, rodeo action, and exciting exhibits.

Fall at Maxwell's Pumpkin Farm – Over 30 fall-themed attractions, corn mazes, pumpkin patches, and more, running from September through October.

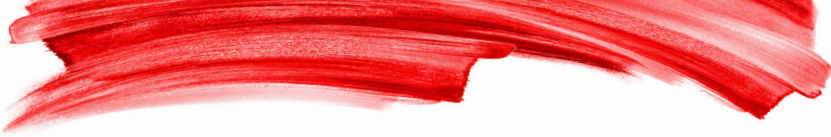
Hoodoo Mural Festival – World-class muralists bring downtown Amarillo to life with new art, capped off by a high-energy music festival.

October

Good Times Celebration® Barbecue Cook-Off – Always the first Thursday in October at the Tri-State Fairgrounds. Over 100 cooking teams compete to serve up the best barbecue, with thousands of fans enjoying the feast.



Photo Provided By: Amarillo Chamber of Commerce



ANNUAL *Events*

Amarillo International Film Festival – Celebrate storytelling from around the world with diverse films, engaging workshops, and networking opportunities.

Boys Ranch Rodeo + Fall Fest – Rodeo excitement meets family fun, all in support of Cal Farley’s Boys Ranch.

Jazztober by Center City – Free outdoor jazz concerts every Tuesday in October on the lawn of the Historic Bivins Home.

Fall at Maxwell’s Pumpkin Farm – The fall fun continues with pumpkin picking, hayrides, and seasonal treats.

Cowboy Mounted Shooting Association Wrangler World Championships – Fast-paced, heart-pounding action as the best sharpshooters on horseback compete for the title.

Oktoberfest at Starlight Ranch – A Bavarian-style party featuring German beer, fresh pretzels, wiener dog races, and live entertainment.

November

WRCA World Championship Ranch Rodeo – The ultimate cowboy competition, where working ranch cowboys battle it out for top honors in this authentic Western rodeo.

Christmas in the Gardens – Stroll through thousands of twinkling lights at the Amarillo Botanical Gardens, kicking off the holiday season.

December

Center City Electric Light Parade – The holidays shine extra bright as colorful floats, lights, and music light up downtown Amarillo.

Panhandle-Plains Historical Museum Christmas Open House – Celebrate the season with festive decorations, carolers, sweet treats, and Santa himself!

The Nutcracker – The holiday classic comes to life as Lone Star Ballet performs this beloved tradition.

Christmas in the Gardens – The holiday magic continues through December at the Amarillo Botanical Gardens.



Photo Provided By: Visit Amarillo

AMARILLO *Arts*

Did you know Amarillo has a thriving arts scene? This city is bursting with creativity—live performances that give you chills, galleries filled with bold and unexpected works, and a community of artists who bring the Panhandle to life in color, music, and movement. Whether you’re catching a show, exploring a local studio, or standing in front of a painting that stops you in your tracks, Amarillo’s arts scene is anything but ordinary. Ready to experience it for yourself?

Find more events happening in Amarillo at visitamarillo.com/events

Dive into Amarillo’s creative side at VisitAmarillo.com/things-to-do/arts



Photo Provided By: Visit Amarillo



DESIGN. PRINT. MAIL.

PPS / ZIP PRINT

combines design, print and mail experts under one roof with a unique flow of skills to work with your budget, meet your deadline, and extend excellent customer service for great results.



Amarillo

806-373-5919

920 SW 9th Ave.
Amarillo TX

Lubbock

806-762-2224

1418 Crickets Ave.
Lubbock TX



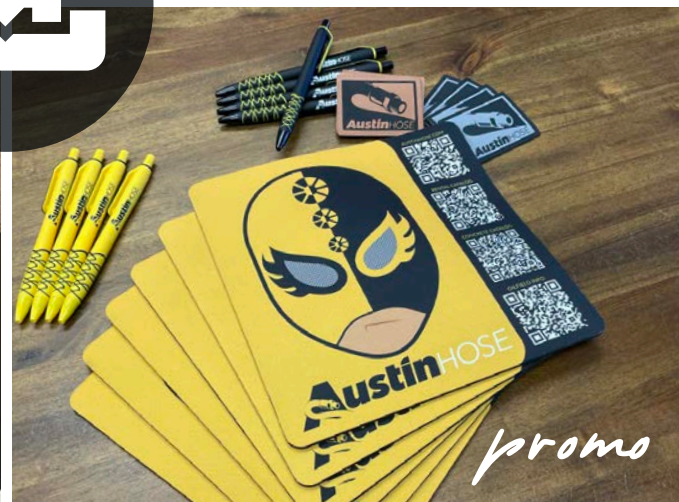
PPS-MAIL.NET

**DIGITAL &
COMMERCIAL
PRINTING**



**CRAMER
MARKETING**

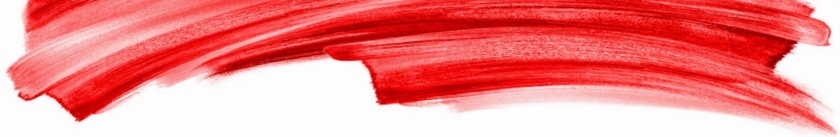
Elevate Your Brand.



cramer.marketing

806.371.7310 | 1616 S. Kentucky St., Building B, Ste. 100 | Amarillo, TX 79102

This publication has been created by Cramer Marketing. Thank you for reading!



TOP BUSINESSES

1-800-Plumber+Air & Electric

Acton Mechanical, Inc.

Allstate Security Industries, Inc.

Amarillo Legacy Monument Co.

Amarillo Steam Team

Andrews and Associates IT Solutions, LLC

Blue Crane Bakery

CKP Construction

Fire Slice Pizzeria

KT Black Services LLC

Kumon Math and Reading Center of Amarillo

Nothing Bundt Cakes

S&B Services

Snapology Amarillo

TOP EMERGING BUSINESSES

High Plains Health Plan

Lawson's Contracting Services

Moreland Real Estate Group

Prolift Garage Doors of Amarillo

Sublime Swag Boutique

The Cactus Cove Inn and Suites

Yolos Restaurant & Food Truck

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 Awards 2024

TOP 20 UNDER 40



Kali Arredondo
Texas Tech Credit Union



Cody Busby
CB Electric



Zuleyma Carruba-Rogel
Pantex



Zachary Garrett
Parkhill



Jennifer Graham
Women's Healthcare Associates



Jeffrey Gunn
TD Industries



Ashley Hampton-Howard
Maverick Boys & Girls Club of Amarillo



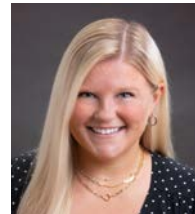
Stefanie Hulcy
Pantex



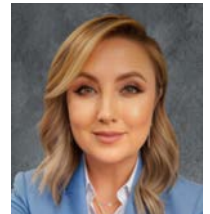
Brian Montoya
BSA Health System



Landon Moreland
Moreland Real Estate Group



Katie Niegos
The Amarillo College Foundation



Elexi Norton
The Apartment Association of the Panhandle



Lindsay Reynolds
For The Duration Homes



Jasen Shreiner
Shreiner Home Comfort, LLC



Ashlyn Shubert
Sweets and Meats, LLC



Peyton Sidwell
Amarillo College



Leanna Taylor
Xcel Energy



Kendra Timmons
Mosaic Beauty and Boutique



Jennifer Ufford
Education Credit Union



John Wingate
Maxivolt



FINGERTIP *Phone* NUMBERS

Emergencies.....	911
Ambulance	(806) 378-3038
Amarillo Fire Administration (non-emergency).....	(806) 378-9360
Amarillo Police (non-emergency)	(806) 378-3038
Potter County Fire (non-emergency).....	(806) 383-3373
Potter Sherriff (non-emergency).....	(806) 379-2900
Randall County Fire (non-emergency).....	(806) 477-1760
Randall Sherriff (non-emergency)	(806) 468-5800

Business Information

Amarillo Chamber of Commerce.....	(806) 373-7800
Amarillo Economic Development Corp.....	(806) 379-6411
America's SBDC at WTAMU	(806) 372-5151
Better Business Bureau.....	(806) 379-6222
Center City	(806) 372-6744
Hispanic Chamber of Commerce	(806) 379-8800
Panhandle Regional Planning Commission.....	(806) 372-3381
WTAMU Enterprise Center	(806) 374-9777

City Of Amarillo *amarillo.gov*

Amarillo Civic Center Complex	(806) 378-4297
Animal Management & Welfare Administration.....	(806) 378-9032
City Hall	(806) 378-3000
Environmental Health.....	(806) 378-9472
Mayor's Office	(806) 378-3010
Municipal Court.....	(806) 378-3072
Parks & Recreation Department	(806) 378-3036
Public Health	(806) 351-7220
Rick Husband Amarillo International Airport.....	(806) 335-1671
Transit	(806) 378-3095
Zoo.....	(806) 381-7911

Colleges / Vocational Schools

Amarillo College	(806) 371-5000
Clarendon College - Amarillo Cosmetology Center.....	(806) 322-7871
Exposito School of Hair Design.....	(806) 355-9111
Harrington Academic Hall WTAMU Amarillo Center.....	(806) 651-8200
Milan Institute	(806) 353-3500
Texas A&M Agri Life Research & Extension Center.....	(806) 677-5600
Texas Tech University Health Sciences Center	(806) 414-9608
Wayland Baptist University.....	(806) 352-5207
West Texas A&M University.....	(806) 651-2000

Document Shredding & Storage

Document Shredding & Storage, Ltd.	(806) 381-6611
Goodwill Industries of NW Texas.....	(806) 744-8416
KB Recycling.....	(806) 418-4390
UCI Document Solutions.....	(806) 372-7722

Fitness & Health

Amarillo Town Club	(806) 468-0398
Amarillo Town Club Southwest	(806) 468-0300
CrossFit Amarillo.....	(806) 404-0888
Downtown Athletic Club	(806) 324-5402
Fit Body Boot Camp.....	(806) 646-6399
Glute Club	(806) 803-2402
HOTWORX-Amarillo (Wolfin Square).....	(806) 300-0155
HOTWORX-Amarillo (Hillside West).....	(806) 503-8777
It's About Timing.....	(806) 335-0373
Optimum Rope Access Solutions.....	(806) 340-3562
Planet Fitness.....	(806) 358-8000

Re-Form.....	(806) 731-3495
Simply Fit	(806) 414-2720
The Stretching Place.....	(806) 646-5880
Verdure	(806) 803-8088

Golf Courses

Amarillo Country Club (Private)	(806) 355-3371
Comanche Trail Golf Complex	(806) 378-4281
Preston West Par 3 Golf Course.....	(806) 353-7003
Ross Rogers Golf Complex	(806) 378-3086
Tascosa Golf Club (Private)	(806) 342-3051

Hospitals & Emergency Rooms

Amarillo VA Health Care System	(806) 355-9703
BSA Health System	(806) 212-2000
Care Today Urgent Health	(806) 379-9225
Exceptional Community Hospital	(806) 350-7744
Exceptional Emergency Center (Coulter).....	(806) 398-7744
Exceptional Emergency Center (Western)	(806) 353-3200
Neighbors Regional Hospital.....	(806) 375-3998
Northwest Emergency at Town Square.....	(806) 351-6987
Northwest Emergency on Georgia.....	(806) 351-7700
Northwest Texas Healthcare System.....	(806) 354-1000
Oceans Behavioral Healthcare.....	(806) 678-7648
Physicians Surgical Hospitals, LLC	(806) 354-6100
The ER on Soncy	(806) 340-0608
Vibra Rehabilitation Hospital	(806) 468-2900

Libraries

Central Downtown	(806) 378-3054
East	(806) 342-1589
North	(806) 381-7931
Northwest.....	(806) 359-2035
Southwest	(806) 359-2094

Newspapers & Publications

Accent West Magazine	(806) 371-8411
Amarillo Globe-News	(806) 376-4488
Amarillo Magazine.....	(806) 345-3256
Amarillo Tribune.....	(806) 316-5047
Canyon News	(806) 655-7121
EdgeBow Media LLC / Brick & Elm Magazine.....	(806) 414-5235
Hometown Media Group / Amarillo Living Publication.....	(806) 584-9809

Radio Stations

806 Sports	(806) 340-1541
Alpha Media (KGNC / The Eagle).....	(806) 355-9801
Cumulus Broadcasting	(806) 342-5200
High Plains Public Radio	(806) 367-9088
Kingdom Keys Network	(806) 359-8855
Panhandle PBS/FM90.....	(806) 371-5222
Townsquare Media	(806) 355-9777

School Districts

Amarillo Independent School District	(806) 326-1000
Bushland Independent School District	(806) 359-6683
Canyon Independent School District.....	(806) 677-2600
Highland Park Independent School District	(806) 335-2821
River Road Independent School District.....	(806) 381-7800

State Of Texas Offices

Attorney General's Office	(806) 376-4471
Department of Criminal Justice	
Clements Unit	(806) 381-7080
Neal Unit	(806) 383-1175
Department of Health	(806) 655-7151
Department of Human Services.....	(806) 352-5005
Department of Parks and Wildlife	(806) 379-8900
Department of Public Health	(806) 378-6300
Department of Public Safety.....	(806) 468-1400
Department of Transportation	(806) 356-3200
Highway Patrol	(806) 468-1300
Representative Caroline Fairly (District 87).....	(512) 463-0470
Representative John Smithee (District 86)	(806) 372-3327
Senator Kevin Sparks (District 31)	(432) 994-2377
Workforce Solutions	(806) 372-5521

Television Stations

KACV Panhandle PBS	(806) 371-5222
KAMR 4 (NBC).....	(806) 383-3321
KCIT Fox 14 (FOX)	(806) 374-1414
KCPN My Amarillo TV	(806) 383-3321
KEYU Telemundo Amarillo	(806) 383-1010
KFDA NewsChannel 10 (CBS)	(806) 383-1010
KVII ABC 7 News.....	(806) 373-1787
KZBZ NewsChannel 10 Too	(806) 383-1010
NVII The CW	(806) 373-1787

Tourism Information

Amarillo Convention & Visitor Bureau	(806) 374-1497
.....	(800) 692-1338
Civic Center Complex	(806) 378-4297
Fairgrounds, Tri-State	(806) 376-7767
Panhandle Tickets (Civic Center Box Office).....	(806) 378-3096
Texas Travel Information Center	(806) 335-1441

United States Government Offices

Census Bureau	(800) 923-8282
Department of Veteran Affairs	(806) 355-9703
Federal Bureau of Investigation.....	(806) 376-6395
Military Recruitment	
Air Force	(806) 374-3592
Army	(806) 359-3335
Marine	(806) 358-6187
Navy.....	(806) 358-6289
National Park Service	(806) 857-3151
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

Amarillo Area Tennis Association	(806) 570-1851
Amarillo Youth Choirs	(806) 372-1100
Boy Scouts of America, Golden Spread Council	(806) 358-6500
Girl Scouts of Texas Oklahoma Plains.....	(806) 356-0096
Kid's, Inc.	(806) 376-5936
Martial Arts & Athletic Center (MAAC).....	(806) 322-1080
Maverick Boys & Girls Clubs of Amarillo	(806) 372-8393
Snack Pak 4 Kids	(806) 337-5252
Texas Panhandle Youth Sports Foundation.....	(806) 367-8624
Wesley Community Center.....	(806) 372-7960



Photo By: Ralph Duke

Thank you ...

SUPPORTING SMALL BUSINESS INITIATIVE

DIAMOND PARTNERS



RUBY PARTNERS



SAPPHIRE PARTNERS



Thank you to these generous supporters who serve our small business community by allowing us to offer programs, seminars, virtual events, and more for little to no cost to our members.



AMARILLO-CHAMBER.ORG
(806) 373-7800

Index OF ADVERTISERS

3923 Hotels	pg 29
Adobe Walls Stoneworks	pg 30
Amarillo Economic Development Corp	pg 20
Amarillo National Bank	Back Cover
Ascension Academy	pg 25
Austin Hose	pg 19
Bruckner's Truck and Equipment	pg 11
Cal Farley's Boys Ranch	pg 5
Cassidy's Polo Club	pg 21
Coffman Customs	pg 12
Cramer Marketing	pg 38
First United Bank	pg 2
FirstBank Southwest	pg 17
FMC Health	pg 6
Gene Messer Ford	pg 3
M&R Liquor	Inside Back Cover
Northwest Physicians Group	pg 32
Northwest Texas Healthcare System	pg 10
Panhandle-Plains Historical Museum	pg 23
PPS/Zip	pg 37
Pat Davis Properties	pg 29
Playa Design Studio	pg 44
Prosperity Bank	pg 28
Rabern Rentals	pg 11
Ralph Duke	Inside Back Cover
Rexel	pg 6
Rhynehart Roofing	pg 27
Rick Husband Amarillo International Airport	pg 23
Roto Rooter	pg 12
RT Hicks	pg 29
Sage Oil Vac	pg 12
Triangle Realty	pg 9
Turn Center	pg 27
Upshaw Insurance	pg 15
Visiting Angels	pg 15
Wellington Office Park	pg 28
West Texas Gas	pg 29
Williams-Boyce Insurance	Inside Back Cover
Xcel Energy	Inside Front Cover

NEW Resident INFO

Natural Gas
ATMOS ENERGY
 (888) 286-6700
atmosenergy.com

WEST TEXAS GAS UTILITY, LLC
 (806) 358-1321
westtexasgas.com

Electricity
XCEL ENERGY
 790 S Buchanan
 Amarillo, TX 79101
 (806) 356-4300
xcelenergy.com

Water / Sewage / Trash
CITY OF AMARILLO
 509 S.E. 7th
 Amarillo, TX 79101
 (806) 378-3030
amarillo.gov

Telephone / Internet
AMA TECHTEL COMMUNICATIONS
 7201 I-40 West, Suite 200
 Amarillo, TX 79106
 (806) 322-2222
amatechtel.com

AW BROADBAND
 203 W. 8th Ave. Ste. 608
 Amarillo, TX 79101
 (806) 412-0888
awbroadband.net

IDEACOM OF AMARILLO
 3910 S. Georgia
 Amarillo, TX 79109
 (806) 355-7466
ideacom-ama.com

PLAINS INTERNET
 7519 Canyon Drive
 Amarillo, TX 79110
 (806) 340-7320
plainsinternet.com

Telephone / Internet / Cable & Digital TV
AT&T
 4410 Coulter St S
 Amarillo, TX 79109
 (806) 352-5614
att.com

OPTIMUM
 5800 W. 45th Ave.
 Amarillo, TX 79109
 (806) 358-4801
optimum.com

VEVUS FIBER
 2221 W I-40
 Amarillo, TX 79109
 (800) 658-2150
Vexusfiber.com

Newspaper
AMARILLO GLOBE-NEWS
 (806) 376-4488
amarillo.com

Driver's License
TEXAS DEPARTMENT OF PUBLIC SAFETY
 6592 I-40 East
 Amarillo, TX 79118
 (806) 376-2700
txdps.state.tx.us

County Offices
POTTER COUNTY ELECTIONS ADMINISTRATION
 900 S. Polk St., Room 320
 Amarillo, TX 79101
 (806) 379-2299
co.potter.tx.us

POTTER COUNTY TAX OFFICE / VEHICLE REGISTRATION
 900 S. Polk St., Suite 106
 Amarillo, TX 79101
 (806) 342-2600
co.potter.tx.us

RANDALL COUNTY TAX OFFICE / VEHICLE REGISTRATION
 Amarillo Annex
 4320 South Western St.
 Amarillo, TX 79109
 (806) 468-5654
randallcounty.org

POTTER RANDALL TAX APPRAISAL DISTRICT
 5701 Hollywood Road
 Amarillo, TX 79114
 (806) 358-1601
prad.org



PLAYA DESIGN STUDIO



ARCHITECTURE | PLANNING | DESIGN BUILD

806.206.6513

Instagram: @playadesignstudio

#playonplaya

Amarillo
Chamber of Commerce

Why
JOIN THE CHAMBER?

- GROWTH
- VISIBILITY
- ADVOCACY
- VOICE
- CREDIBILITY
- NETWORKING

MEMBERS HAVE THE OPPORTUNITY FOR MORE...

AMARILLO-CHAMBER.ORG | (806) 373-7800

f x i o t i n s d

M&R

LIQUOR

How the locals drink!

5901 Bell Street 806-358-4726	800 N Western 806-220-2220
2200 SE 34th 806-350-5355	7404 SW 45th Avenue 806-460-9545

HOME OF THE AREA'S LOWEST PRICES

WBA

WILLIAMS-BOYCE

SINCE 1904

WILLIAMS-BOYCE AGENCY
L.L.P.
INSURANCE
Since 1904

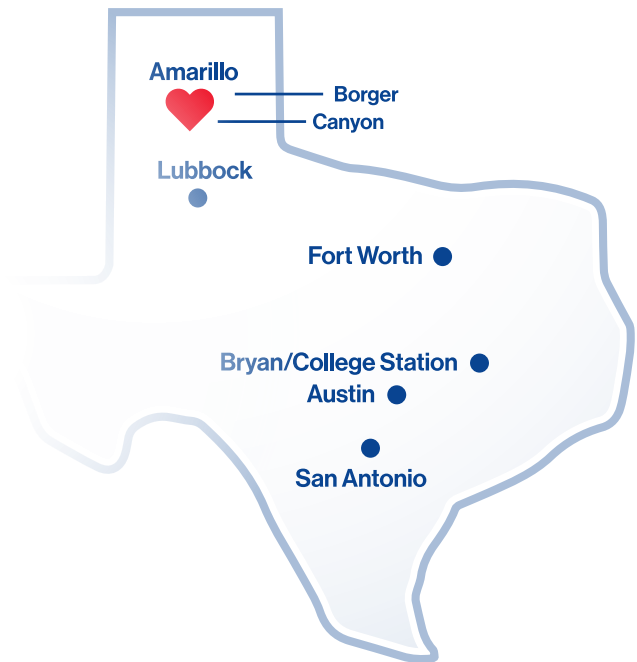
"The Shield of Quality and Service Since 1904"

The Insurance Building
212 SE 6th Avenue
P.O. Box 1070
Amarillo, Texas 79105-1070
www.williamsboyce.com
(806) 376-4247

Ralph Duke
PHOTOGRAPHER
STUDIO 806-584-3330

Serving Customers Since 1892.

- 16 Local Locations & Over 100 ATMs
- Saturday/Sunday Hours
- Online Account Opening
- Online & Mobile Banking
- Business Banking
- Mortgage Loans & Home Equity
- Checking & Savings Accounts
- CDs & IRAs
- Personal Loans
- Credit Cards



**Voted Best Bank
22 years running!**

