CITY OF AMARILLO
OPEN SPACES ★ ENDLESS OPPORTUNITIES

East Gateway Initiative

BRIEFING DOCUMENT / JUNE 5, 2020

BRAILSFORD & DUNLAVEY

INSPIRE. EMPOWER. ADVANCE.

BACKGROUND

In August 2019, the City of Amarillo (“Amarillo”, “City”) engaged Brailsford & Dunlavey (“B&D”, “The Project Team”) to provide planning and advisory services to explore potential development opportunities in the East Gateway Tax Reinvestment Zone (“TIRZ”), including a review of previous concepts and studies.

Previous project concepts centered on redevelopment of the Big Texan restaurant and the assumption that it would catalyze development activity within the TIRZ. Development activity within the TIRZ has been limited to date and the Project Team’s effort found that an additional demand driver is needed to stimulate development interest. Based on an understanding of local demographic and economic conditions, B&D hypothesized that a sports tourism facility or complex represents the best opportunity to be that new demand driver.

In February 2020, the City reengaged B&D to explore the hypothesis and understand the demand for a sports tourism and recreation facility and develop a preliminary, market responsive project concept. B&D conducted the following analyses and activities to develop findings and recommendations:

- **Confirmation of Criteria:** The sports tourism facility must align with Amarillo’s objectives for the East Gateway TIRZ. Criteria developed as part of the first phase of work was applied to the sports tourism concept.
- **Market Analysis:** B&D analyzed local conditions in order to define a market-responsive project opportunity. This included an examination of existing facility supply, existing and potential participation rates, regional competitive facilities, and comparable facilities.
- **Stakeholder Interviews:** In order to define needs and confirm demand for sports facilities, B&D conducted stakeholder interviews with club sports organizers, public recreation leaders, and private sports facility operators.
- **Synthesis of Findings into Concept:** B&D synthesized data from the market analysis and stakeholder interviews to identify a market responsive concept that would support the larger objectives of the TIRZ.
- **Potential Impact:** Using the preliminary project concept, B&D analyzed the potential tournament calendar, visitor totals, and hotel room demand of the sports tourism concept.

B&D wishes to acknowledge the support, cooperation, and effort of the City staff and stakeholders who contributed to the findings herein, with special recognition of:

- **Andrew Freeman,** Director of Planning and Development Services, Amarillo
- **Emily Koller,** Planning and Development Services Manager, Amarillo
- **Michael Kashuba,** Director of Parks and Recreation, Amarillo
- **Mercy Murguia,** Potter County Commissioner – Precinct Two

EXECUTIVE SUMMARY

The East Gateway needs a net new demand driver to spur development activity and bring more visitors and spending to the TIRZ and greater Amarillo. The key objective of this effort was to test the hypothesis that a sports tourism facility can be that demand driver and define what type of project will be the most market responsive.

A successful project must satisfy local supply gaps, while offering tournament quality amenities to attract participants from the larger region and beyond. Capturing both local and nonlocal visitors aligns with the mission of the larger TIRZ and ensures site activation both during the week and on the weekends.

The project scale should support both participant groups and drive adequate visitor totals to attract private ancillary development. A detailed financial analysis will need to be completed as part of next actions in order to refine the project program and scale to ensure risk is mitigated.

Activities performed by the Project Team were intended to inform project program, scale, and amenities, while projecting potential visitor numbers at a high level.

CRITERIA

The TIRZ Executive Committee established the following criteria to serve as a filter for analysis and ensure decisions are market-driven while aligning with the overall vision of the East Gateway:

- Activate the East Gateway with local patrons and drive visitors to the area;
- Provide a unique offering from other parts of the city;
- Generate additional demand for retail and hotel nights within TIRZ 2; and
- Define a facility that is attractive for the private market.

MARKET ANALYSIS

Assessment of Amarillo's market conditions revealed that the City has an inadequate supply of indoor courts and outdoor baseball diamonds to support demand for these facilities. Courts have a large supply gap in relation to the number of participants for basketball and volleyball, as shown in **Figure 1** below. Amarillo's limited facilities have pushed clubs to use Amarillo Independent School District gyms for practice and has limited their ability to host tournaments. There are club organizations with large numbers of youth participants that could support a new courts facility.

Baseball organizations are forced to use facilities in neighboring cities such as Canyon due to the lack of diamonds in Amarillo. The lack of facilities results in a limited number of baseball leagues. There is pent-up demand for baseball in Amarillo as existing leagues cannot accommodate market demand.

Figure 1 shows Amarillo's supply gap by facility type. Indoor courts and baseball diamonds represent the greatest need based on population size. Amarillo has more rectangular fields per capita than typical for a city of its size. Additional facility supply and participation data and analysis are included in the appendix of this document.

	Indoor Courts	Rectangular Fields	Diamonds
Recommended # of Facilities	12	29	47
Existing Public Facilities	5	40	39
Facilities Gap	**7**	**-11**	**8**

Source: National Recreation and Park Association (NRPA)

Figure 1: Supply Gap by Facility Type

OPPORTUNITY

A market responsive concept is a tournament quality sports complex made up of both indoor courts and outdoor diamonds. Youth sports represent the greatest opportunity for consistent site activation throughout the week, while attracting visitors and not competing with existing Amarillo amenities.

1. **Diamonds:** Outdoor, grass or turf diamonds primarily intended for baseball and softball.

2. **Courts:** Indoor, multi-purpose courts primarily intended for basketball and volleyball with opportunities for other indoor sports and activities.

These facilities align with project criteria by not competing with existing sports and entertainment facilities such as the minor league ballpark and ice arena downtown. Furthermore, these facilities have the potential to attract private development and operating parties, reducing the amount of needed public funding.

MARKET ANALYSIS FINDINGS

The market analysis tested demand for public and private club sports teams and their associated facility needs. B&D evaluated the current facility supply, existing and potential participation, competitive facility offerings, and ability to attract and accommodate tournament play including out-of-market participants by category of sport.

Fields

Existing facilities were found to be adequate to accommodate demand for field sports. A net new facility would be susceptible to occupancy risk, as existing soccer organizations are not likely to drive the needed volume of field rentals when public fields already exist in the market. Due to the limited popularity of other field sports in the region, a facility of this type would rely almost solely on the ability of local soccer organizations to support it.

- Soccer participation is healthy and aligned with regional and national levels, but other field sports like lacrosse are not popular in the area, limiting the multi-use potential of a fields' complex and lessen operating and scheduling risk.
- Stakeholder interviews revealed that there is already adequate field capacity at John Stiff Memorial Park and other public facilities to accommodate existing soccer organizations and the events they host.

Diamonds

Softball and baseball are popular sports in Amarillo. Demand for softball is satisfied by current supply and there is limited demand for net new facilities. However, there is pent-up demand for 10-15 net new baseball diamonds in Amarillo. The absence of a tournament-quality baseball facility in Amarillo indicates an opportunity to attract large events and outside visitors.

- Regionally, tournament-quality softball facilities are well-established in Oklahoma City. Amarillo baseball participation trails regional and national levels due to the limited number of facilities to support new organizations. The limited number of baseball leagues does not accommodate market demand.
- Existing organizations are forced to use baseball facilities in neighboring cities like Canyon due to the lack of diamonds.

Courts

There is a shortage of 8-10 indoor courts in Amarillo. This facility shortage limits tournament potential due to the scale needed at one location. There are club organizations with large numbers of youth participants that could support weekday facility operations and weekend tournaments at a new facility of this size, which mitigates occupancy risk.

- Amarillo court sport participation aligns with or exceeds national levels due to the popularity of basketball and volleyball in the region.

- Facility constraints have pushed clubs to use Amarillo Independent School District (AISD) gyms for practice and has limited their ability to host tournaments.
- Existing court facilities are near capacity and lack adequate spectator seating and amenities to draw larger tournaments.

Other Sports

Aquatic facilities were not considered as they typically operate at a loss in the private market and would be unlikely to obtain support for public funding based on historical precedent. Similarly, ice hockey and ice sheet facilities were not considered due to their limited flexibility, relative operational risks, and development costs. Lastly, minor and major league tenant opportunities were not assessed as part of this study as they represent a different operational model and would compete with offerings downtown such as the Civic Center, where a major renovation is currently up for a bond referendum.

Impact of COVID-19

The COVID-19 pandemic and related market volatility occurred during the course of this analysis. The magnitude and duration of the outbreak remains unclear, but it will have associated impacts on the travel and youth sports industries. Typically during black swan events, youth participation will decrease in the near-term and recover over a period of time.

While this plan utilized data sets and information reflective of pre-pandemic market conditions, the recommendations represent long-term opportunities for development that can be refined and phased over time when the path to recovery is better understood.

MARKET RESPONSIVE DEVELOPMENT CONCEPT

A market responsive concept is a tournament quality sports complex made up of both indoor courts and outdoor diamonds. This concept satisfies both local demand for facilities while also maximizing opportunities for tournaments and larger events. Including both indoor and outdoor components means the facility would be capable of year-round site activation and would not be affected by Amarillo's unique climate. Furthermore, it mitigates occupancy risk by aligning the program and scale with existing supply gaps.

The proposed facility would employ an operating model that would target different user groups for weekday and weekend use:

- ***Weekday operations*** would largely be supported by local clubs and organizations utilizing the facility for practices and local league play.

- ***Weekend operations*** would focus on tournaments to draw visitors from the broader region with the aim of bringing higher rental fees to the facility and outside spending to the TIRZ and Amarillo.

Facility Quality & Amenities

In order to be successful, the project must include features necessary for attracting tournaments and other events. Local stakeholders indicated that Amarillo has missed out on opportunities for large tournaments – even those capable of drawing visitors from major markets and neighboring states – due to the lack of facilities with adequate spectator seating. To capitalize on these opportunities, the new project should include spectator seating for both indoor court spaces and outdoor diamonds.

Other amenities that attract tournament organizers include adequate bathroom facilities, concession facilities, and lighted outdoor components. Each of these amenities should be evaluated based on a comparison of cost to visitor impact as the development program and financials are refined.

In summary, the facility should include, at minimum;

- Eight to ten (8-10) basketball courts (or 16-20 volleyball courts);
- Eight (8) baseball diamonds (or 2 clovers);
- Spectator seating, concession facilities, restrooms, and adequate parking.

Development Phasing Considerations

The development can be separated into two (2) phases according to available funding and operational capacity. Financial modeling will help inform which facility type should be prioritized. Once sports and events participation has stabilized, future development within the TIRZ should include both added recreational space and mixed-use attractions that will contribute to the larger objectives of the East Gateway Initiative.

Later phase projects should include the addition of mixed-use retail, hotel, and other amenities that support tournament activity, additional sports facilities that align with demand, or corporate housing to support large employers near the TIRZ / airport area. Ultimately, the sports complex and mixed-use amenities should provide consistent site activation throughout the week while counterbalancing their respective periods of low activity.

Potential Visitor Impact

Development of a market responsive concept alone will not be enough to maximize facility impact to the TIRZ. The success of the facility will hinge on the operator as well as on effective promotional efforts. With the right operating partner and effective marketing, the sports complex should stabilize its operations with both weekday and weekend participants within three (3) years.

- Eight (8) basketball courts are projected to drive up to 25 tournaments, bringing close to 34,000 total visitors to the site.
- Eight (8) baseball diamonds are projected to drive 17 tournaments and bring approximately 27,000 visitors to the TIRZ.
- The total projected visitor impact of a sports complex including both courts and diamonds would bring up to 61,000 visitors to the TIRZ.

Potential Hotel Impact

Weekend events would have a material impact on annual hotel demand in the East Gateway. It is projected that the induced demand from visitors is likely to lead to an additional 15,000 annual hotel room nights in Amarillo. As Amarillo's profile for hosting sporting events and tournaments is elevated, the impact could further increase.

Currently, there is not enough demand to support a net new hotel in the East Gateway. In time, demand generated by the sports tourism facility could support a net new hotel. This will also depend on recovery of the travel industry post-pandemic.

Broader Impact

With successful implementation of the initial phase of development, the TIRZ will see a meaningful impact to existing businesses like the Big Texan. Weekend tournaments will bring net new visitors to the site, which could be captured by businesses in the TIRZ. Economic impact to these businesses and greater Amarillo can be modeled to illustrate the one-time and ongoing spending impacts of the sports complex.

RECOMMENDATIONS & NEXT ACTIONS

Amarillo's next actions should focus on continued understanding of the project so that the City is empowered as a partner to the development.

First, work to better understand the project cost and operating performance through a detailed financial model. Completion of a financial analysis will prepare Amarillo to conduct conversations with prospective partners.

Second, gain an understanding of the economic impact of the project to better articulate the benefits. This will allow the City to strengthen political support and identify additional project champions. It will inform which public resources can be leveraged in order to make the project a reality. The City will then be empowered to enter into a partnership.

B&D recommends the following actions be taken:

1. Complete a detailed financial analysis to better understand the project's development cost and its projected operating performance. The detailed financial model will enable the City to better understand what it must bring to the table in order to attract a private partner. City participation could include upfront capital or tax incentives in order to close the funding gap and create profit margin for private partners.

2. Complete an economic impact analysis, which will convey the potential impacts to TIRZ landowners and businesses. Hold progress conversations with TIRZ landowners to understand their interest in the project and potential partnerships.

3. Solidify partnership terms through a formal Memorandum of Understanding (MOU) with a private landowner(s) for control of the land. An MOU gives a future facility developer and operator confidence in the project.

4. Continue market sounding efforts with both local and national developers and operators. Market sounding conversations should utilize the results of this study as well as the subsequent financial analysis to demonstrate project feasibility and potential returns. Once market sounding conversations are complete, the City should proceed with issuing an RFI or RFQ to formally evaluate interest in the project.

5. Conduct an exercise to define role and responsibilities of the City and potential partner(s).

APPENDICES

- **A.** Final Presentation of Findings
- **B.** Interim Presentation of Findings
- **C.** Sites USA Demographic Data
- **D.** Demographic Snapshot Table
- **E.** Amarillo Climate Table
- **F.** Baseball Participation Analysis
- **G.** Volleyball Participation Analysis
- **H.** Basketball Participation Analysis
- **I.** Primary Market Area Participation
- **J.** Secondary Market Area Participation
- **K.** Tertiary Market Area Participation
- **L.** Comparable Facility Benchmarking
- **M.** Hotel Summary Data
- **N.** Hotel Impact Table

A: Final Presentation

CITY OF AMARILLO
OPEN SPACES ★ ENDLESS OPPORTUNITIES

East Gateway Initiative

FINDINGS

MAY 21, 2020

BRAILSFORD & DUNLAVEY

Project Drivers

INTRO & RECAP

- **Generate additional demand** for retail and hotel nights within TIRZ 2
- **Activate the East Gateway** with local patrons and drive visitors to the area
- **Provide a unique offering** from other parts of the city
- Define a facility that is **attractive for the private market**
- **An additional demand driver and co-anchor is needed to support development in the TIRZ 2**

MISSION & PURPOSE

Through a gateway that celebrates Amarillo's heritage, spur development activity that provides an experience and lasting economic benefits for residents while providing entertainment, retail, and lodging to visitors.

Questions

SCOPE AND WORK PLAN

- Can the Amarillo market **support a sports tourism facility**? If so, what?
- Will a sports tourism complex **drive visitors to the Amarillo area** to support additional hotel night stays and retail spending?
- To what extent should Amarillo **prioritize certain sports programming and facilities** to achieve its mission-critical objectives?

Current Environment

IMPACT OF COVID-19

Travel Impact

- Magnitude and duration of tourism impact will differ by location
- Could take up to 24 months for the travel industry to recover to pre-COVID levels
- Initial tourism recovery may occur closer to home and within driving distances

Youth Sports

- The 2008 recession saw youth sports participation decline by 7% but fully recovered in time
- Small businesses are struggling, which has potential to impact youth sports funding

IMPACT TO PROJECT

Consider the long-term opportunities. Development can be phased to align with current market conditions, with later phases meeting increased demand in the future.

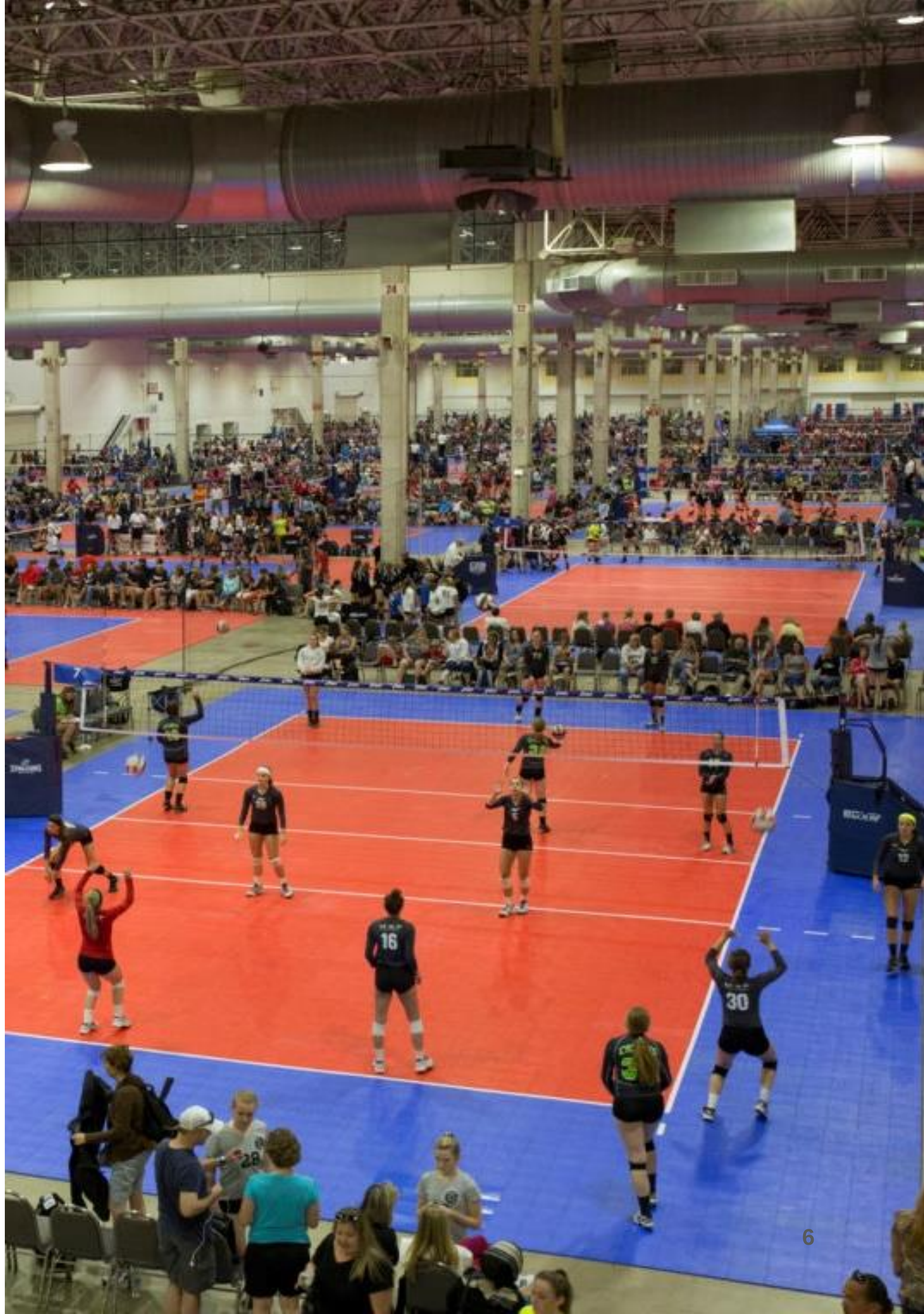
Project Scope & Schedule

	March	April	May
Project Kick Off and Criteria Setting			
Kick-Off, Doc & Data Review, Research			
Understanding of Market Opportunity			
Market Economics and Demographics Analysis			
Sports Tourism Market Research			
Comparable Facility Research			
Market Responsive Project Concept(s)			
Capacity Analysis			
Competitive Context			
Participation Analysis			
Preliminary Event Calendar			
Project Visitor Total			
Project Plan			
Documentation & Presentation			

Agenda

MAY 21, 2020

1. **Market Analysis Key Findings**
   – Competitive Context
   – Potential Participation
   – Stakeholder Interviews
2. **Development Concept & Potential Impact**
   – Program
   – Visitors & Event Calendar
3. **Summary & Next Steps**



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Market Analysis Key Findings

Methodology

FRAMEWORK FOR ANALYSIS

- Multiple models for sports tourism facilities
- Focus on youth sports based on early hypothesis
  - Drives site activation
  - Local demand provides stable revenues
  - Regional demand provides weekend activation and hotel/retail spending
- Tenant opportunities not examined as part of this process:
  - Minor / major league teams
  - University teams

Youth sports represent the greatest opportunity for consistent site activation throughout the week, while attracting visitors and not competing with existing Amarillo amenities.

Facility & Target Market

FINDINGS

National Considerations

- Youth football participation declining
- Football does not drive large tournaments

Amarillo Market Considerations

- New facilities should not compete with existing ice sheet and programs at the Civic Center
- Historical challenges obtaining public support for aquatic facility development

Fields	Diamonds	Courts
✓ Soccer ✓ Lacrosse ***Football***	✓ Baseball ✓ Softball	✓ Basketball ✓ Volleyball ✓ Cheer

Ice Arena	Aquatics
Hockey Ice Skating	Swimming Diving

Fields

FINDINGS

Demand for field sports is met by existing supply.

Amarillo is an unlikely tournament destination due to lack of prolific organizations in the region and major competitive facilities in nearby markets.

PRIMARY CATCHMENT AREA

8-10 Field Surplus	12,167 Total Participants	2,584 Frequent Participants Age 7-17

SUPPLY

LOW HIGH

DEMAND

LOW HIGH

EVENT POTENTIAL

LOW HIGH

Diamonds

FINDINGS

Diamond sports have the largest gap in facility supply.

Participation is limited by the lack of facilities to support them – likely latent demand in the market.

PRIMARY CATCHMENT AREA

10-15
Diamond Facility Gap

13,805
Total Participants

1,324
Frequent Participants Age 7-17

SUPPLY

LOW HIGH

DEMAND

LOW HIGH

EVENT POTENTIAL

LOW HIGH

Indoor Courts

FINDINGS

Court sports have the highest participation rates and greatest potential for year-round facility use. Current demand is not satisfied by existing supply.

Amarillo clubs are capable of drawing teams from nearby major markets with a tournament-quality facility.

PRIMARY CATCHMENT AREA

8-10
Court
Facility Gap

29,014
Total Participants

3,805
Frequent Participants
Age 7-17

SUPPLY

LOW HIGH

DEMAND

LOW HIGH

EVENT POTENTIAL

LOW HIGH

Market Analysis Summary

FINDINGS

- Few existing tournament-quality court and baseball facilities
- Stakeholders and private operators confirmed unsatisfied demand in Amarillo
  - Additional facilities needed
  - Opportunities exist for larger tournaments with right facility

A tournament-quality facility with indoor courts and outdoor baseball fields represents the greatest opportunity to generate incremental economic impact

Facility	Participant Potential	Tournament Potential	Facility Shortage
Fields	◐	◐	○
Diamonds	◐	●	●
Courts	●	●	●

2

Development Concept & Impact

Development Concept

FINDINGS

- Create an **active lifestyle development center –** aligns with proposed concepts
- Athletic facilities must be tournament-quality **and include spectator seating and amenities**
- Local athletics organizations and clubs are needed to **support consistent weekday operations**
- Development should include **ancillary, mixed-use development** to activate site outside of event weekends

Development Concept

FINDINGS

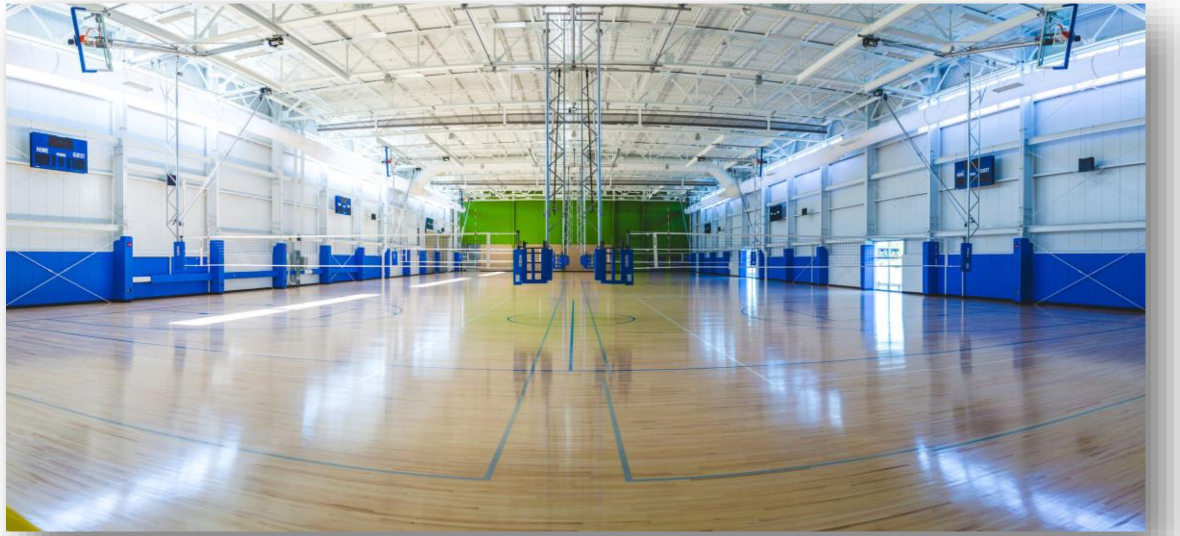
Market-viable concept generally aligns with Sports Complex

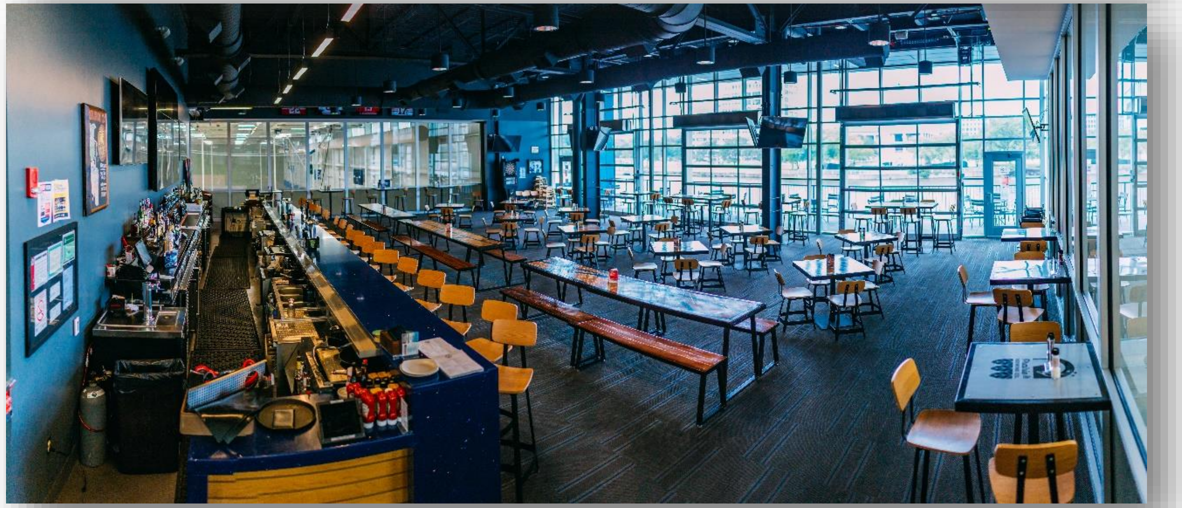
- **8-10 indoor** basketball courts (**16-20** volleyball courts)
- **8 outdoor** diamonds (2 clovers)
- **Flexible design** to accommodate multitude of uses
- **Phased** development approach
- **Spectator seating** and amenities to attract tournaments
- Complimentary to future phases of development

Comparable Facility

UW HEALTH SPORTS FACTORY – ROCKFORD, IL

- $24 million, 108,000 square foot tournament facility
  - Publicly operated through the Rockford Park District
- Includes **8** basketball courts or **16** volleyball courts
- Includes outdoor plaza, restaurant, meeting space, and capacity for **3,700 spectators**
- Hosted approximately **60** tournaments in first year
  - **94,000** total annual visitors

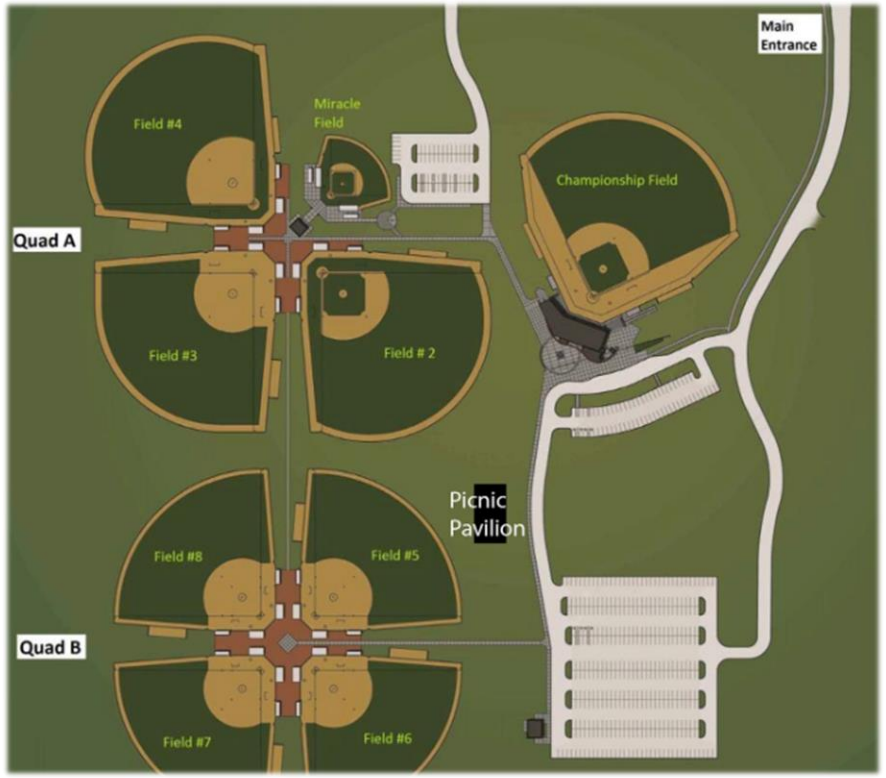




Comparable Facility

ART VAN SPORTS COMPLEX – ROCKFORD, MI

- $7 million, 60-acre baseball and softball tournament facility
  - Primarily funded by donations
  - Publicly operated through the West Michigan Sports Commission
- Includes 2 quads **(8 fields)** with a third quad planned for future
- Hosted **18** tournaments, **650** teams, and **8,000** participants in first year
- Over **24,000** spectators in 2018
  - Approximately **8,000 net new** hotel room nights



Potential Sports Facilities Impact

FINDINGS

Basketball Courts	Tournament Potential	Total Potential Visitors	Potential Hotel Nights	Potential Net New Room Demand
Conservative	13	16,800	4,185	51
Aggressive	25	33,570	8,363	70

Baseball Diamonds	Tournament Potential	Total Potential Visitors	Potential Hotel Nights	Potential Net New Room Demand
Conservative	8	13,270	3,306	48
Aggressive	17	26,500	6,602	62

A new court facility could bring 17,000 – 34,000 net new visitors to the East Gateway

- Up to 8,000 net new hotel nights
- Demand for up to 70 net new hotel rooms

A new diamond facility could bring 13,000 – 27,000 net new visitors to the East Gateway

- More than 6,000 net new hotel nights
- Demand for up to 62 net new hotel rooms

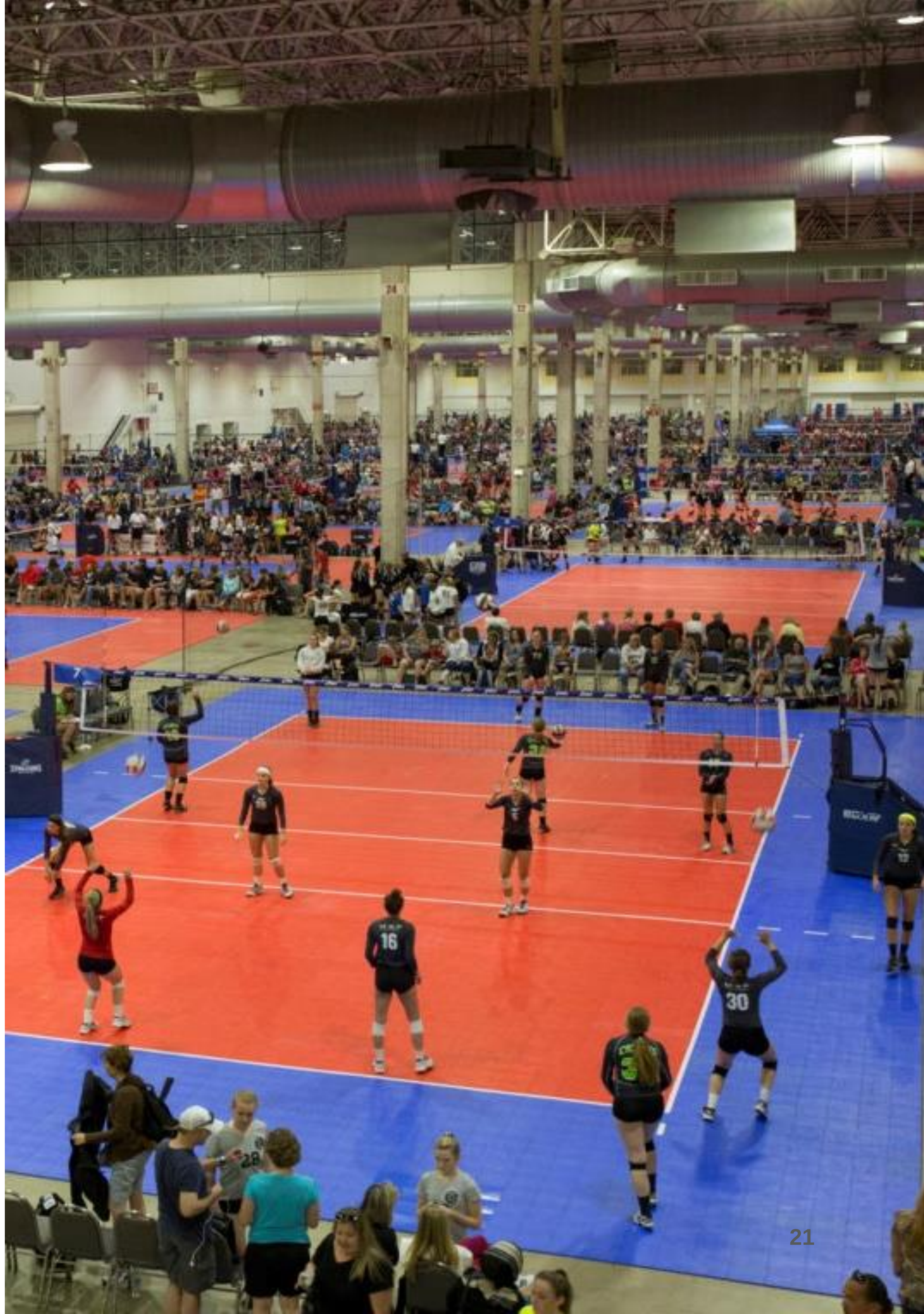
3

Summary & Next Steps

Development Summary

FINDINGS

- ✓ **Generate additional demand** for retail and hotel nights within TIRZ 2
- ✓ **Activate the East Gateway** with local patrons and drive visitors to the area
- ✓ **Provide a unique offering** from other parts of the city
- ✓ Define a facility that is **attractive for the private market**
- ✓ **An additional demand driver and co-anchor is needed to support development in the TIRZ 2**



Next Steps

FINDINGS

Current Effort

› Briefing memo summarizing findings

Future Efforts

› Develop a Memorandum of Understanding (MOU) with landowners for future development

› Outline the resources that Amarillo can bring to the project

› Continue market sounding with potential partners

› Model the likely financial performance of the project

Thank you

MAY 21, 2020

B: Interim Presentation

East Gateway Initiative

INTERIM FINDINGS

APRIL 24, 2020

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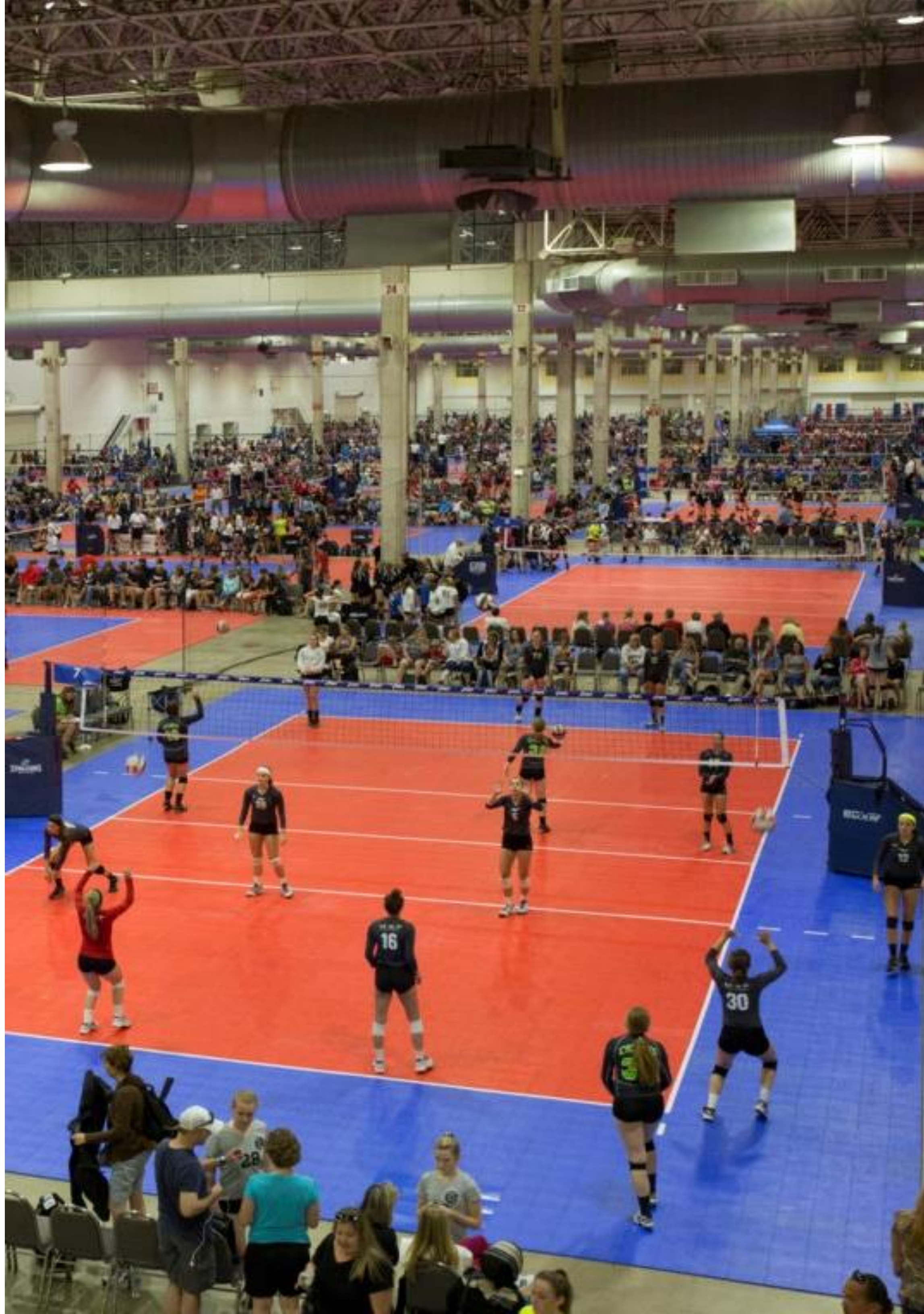
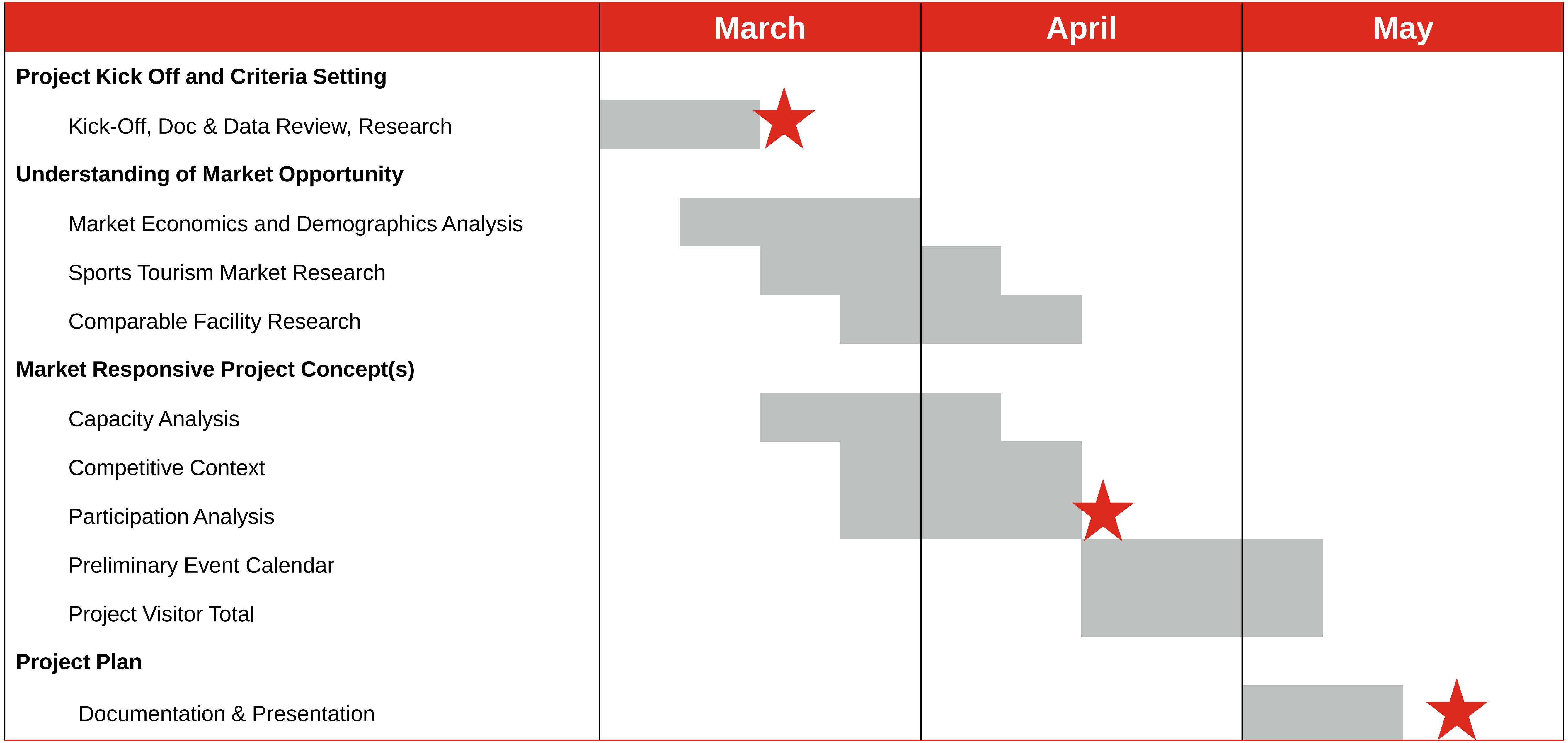
Agenda

APRIL 24, 2020

1. Amarillo Market
2. Competitive Context
3. Participation Analysis
4. Summary
5. Wrap Up & Next Steps



Project Scope & Schedule



Project Drivers

EAST GATEWAY SPORTS TOURISM

- **Generate additional demand** for retail and hotel nights within TIRZ 2
- Activate the East Gateway with **local patrons** and drive **visitors** to the area
- Provide a **unique offering** from other parts of the city
- Define a facility that is **attractive for the private market**

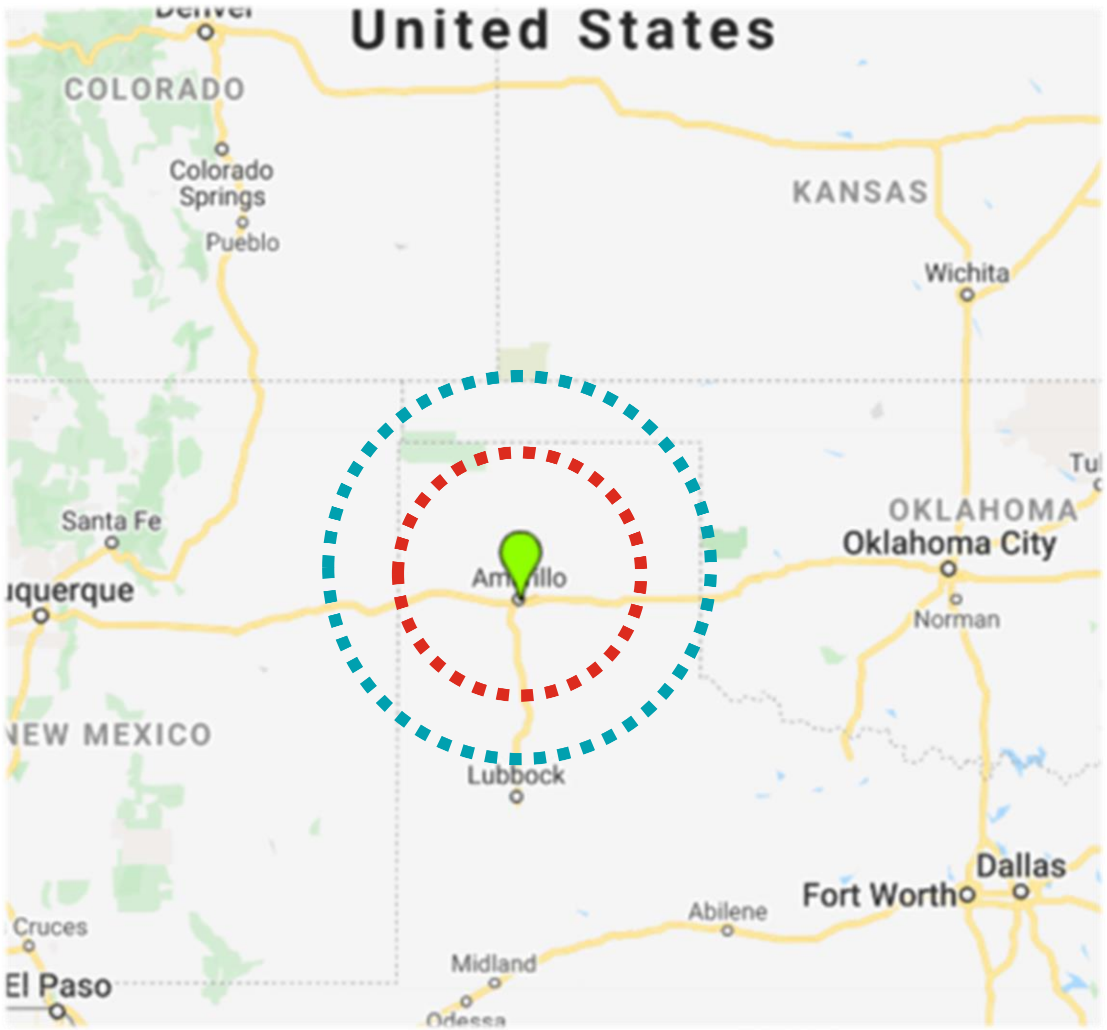
Diamonds	Fields	Courts	Ice Arena	Aquatics
Baseball Softball	Soccer Lacrosse ~~*Football*~~	Basketball Volleyball Cheer	Hockey Ice Skating	Swimming Diving

1

Amarillo Market

Target Markets

AMARILLO



› Market typically defined by drive time

Primary: (45 min) Individuals/groups likely to utilize the facility at least once per week

Secondary: (75 min) Individuals/groups likely to utilize the facility once per month or on a special event basis

› Key indicators of participation in recreation:

- Population and Growth
- Age
- Household income
- Spending

Target Markets

AMARILLO

Recreational Leagues

- Local Youth + Adult Leagues
- Weeknight play, little travel involved, weekly schedule
- Kids Inc.

Target Market for regular use and therefore stable revenues

Club / Travel Leagues

- Private Clubs, AAU
- Significant travel, tournament play, weekend schedule
- Local clubs fill weekly schedule with practices

Target Market for tournaments support net new spending and hotel demand

Market Overview

AMARILLO

Sports participation should align with State and regional trends

- Population Growth ~
- Household Size ✓
- Age ✓
- Youth Population ✓

Demographic Characteristics	45 min drivetime	75 min drivetime	Texas
Population			
Estimated Population (2019)	262,000	340,000	28.87 M
Projected Population (2024)	271,000	350,000	30.98 M
Projected Annual Growth (2019-2024)	0.7%	0.6%	1.5%
Households			
Estimated Households (2019)	101,000	131,000	10.53 M
Projected Households (2024)	105,000	134,000	11.27 M
Average Household Size (2019)	2.6	2.6	2.7
Age			
Median Age	34.7	34.4	34.0
Youth Population (0 - 19)	74,000	98,000	8.2 M
Youth Population (0 - 19) as Percentage	28%	29%	28%

Source: SitesUSA

Market Overview

AMARILLO

Household income across the market areas aligns with state. Lower spending could be due to lack of entertainment options.

- Household Income ✓
- Total Retail Expenditure ~

Demographic Characteristics	45 min drivetime	75 min drivetime	Texas
Income			
Estimated Median HH Income (2019)	$62,898	$61,151	$62,748
Projected Median HH Income (2024)	$73,004	$71,017	$73,064
Spending			
Total Household Expenditure (Monthly)	$4,774	$4,634	$5,111
Total Non-Retail Expenditure (Monthly)	$2,515	$2,440	$2,698
Total Retail Expenditure (Monthly)	$2,259	$2,193	$2,413

Source: SitesUSA

2

Competitive Context

Public Sports Facilities

COMPETITIVE CONTEXT

Shortage of indoor courts and baseball diamonds per NRPA

- NRPA benchmarks the level of facilities offered by Parks & Recreation agencies
- One of many indicators used to identify facility supply gaps.
  - Benchmarks applied to Amarillo's population
  - Does not include public school facilities.

	Indoor Courts	Rectangular Fields	Baseball	Softball
Average Population per Facility	17,167	7,000	6,597	11,917
Recommended # of Facilities	12	29	30	17
Existing Public Facilities	5	40	15	24
Facilities Gap	**7**	**-11**	**15**	**-7**

Source: National Recreation and Park Association (NRPA)

Interview: Director of Parks and Recreation

COMPETITIVE CONTEXT

- **Lack of long-term support for facility development**
  - Historically, the private market has filled in, but often fails in the long run
  - Desire for private facilities to include quality of life amenities for residents, not just tournaments

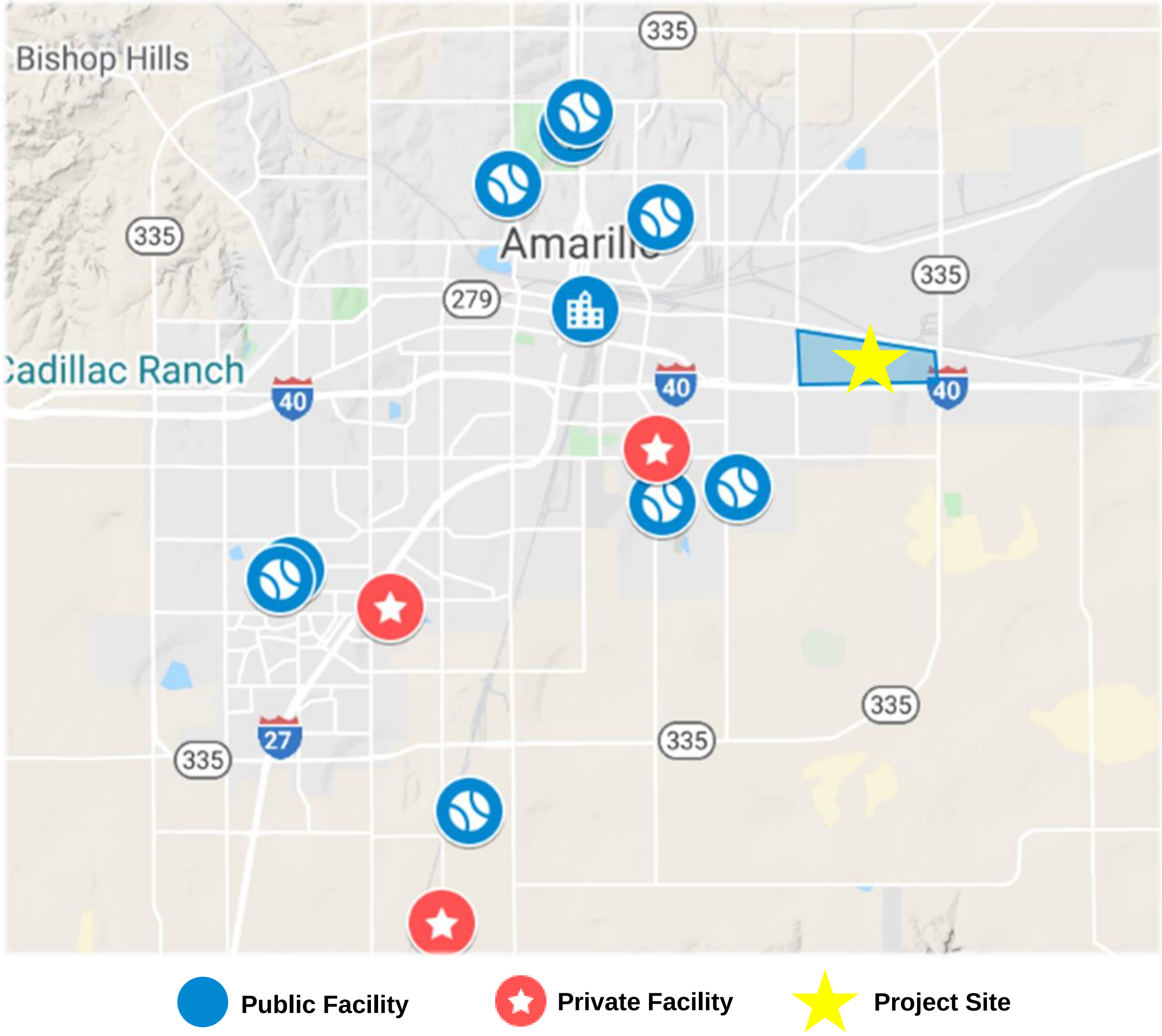
- **Public facility development unlikely**
  - Existing facilities operate at a significant loss
  - Parks & Rec budget is insufficient for new facility development
  - Activation of non-peak hours needed to cover operational cost

- **Shortage of baseball diamonds**
  - Recent closure of 4 field private facility
  - Baseball leagues currently utilizing facilities in Canyon and other locations outside of Amarillo

Private Sports Facilities

COMPETITIVE CONTEXT

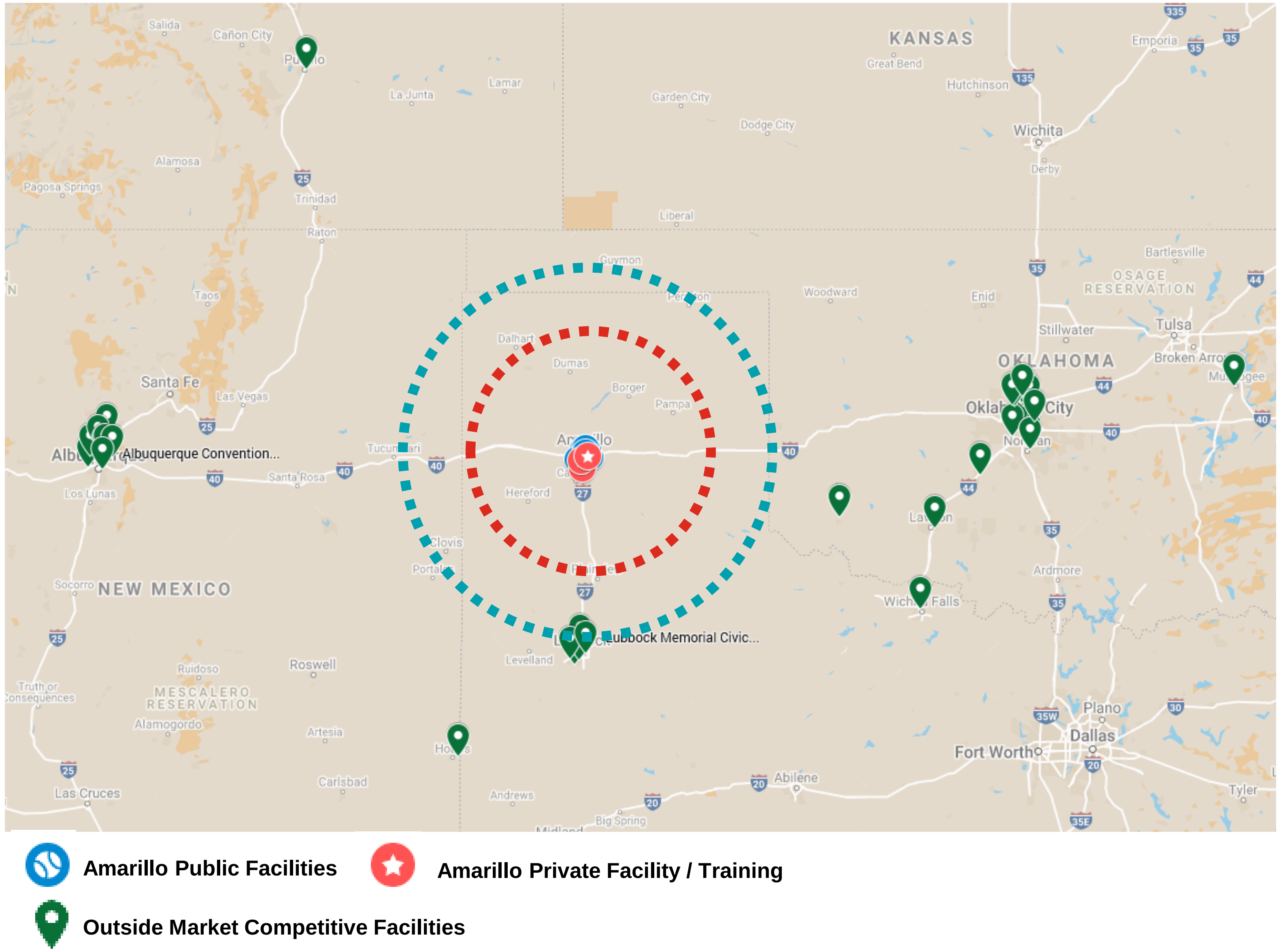
- There are few privately owned and operated facilities in Amarillo
  - Bus and Freda Dugger Sportsplex
  - Colt 45
  - Netplex
- The Netplex is Amarillo's only multi-court facility (private or public)
- Amarillo lacks tournament-quality facilities in almost every sport



Regional Sports Facilities

COMPETITIVE CONTEXT

- Few sports facilities that can host tournaments within the market
- Albuquerque, Lubbock, and Oklahoma City have tournament-quality facilities of all three types
- Lubbock has invested heavily in sports facilities and marketing



Lubbock, TX – “Hub City”

COMPETITIVE CONTEXT

- Major branding and marketing effort by the CVB
- Public funding of athletic facilities with added tournament capacity
- Coordinated effort and ability to leverage facilities within the region
- **Potential to elevate the profile of sports in the region – opportunity for Amarillo to collaborate rather than compete**

3

Participation Analysis

Methodology

PARTICIPATION ANALYSIS

- National Sporting Goods Association conducts an annual in-depth Sports Participation Survey

- The Survey is a nationally recognized industry standard that informs B&D's analysis of participation rates in Amarillo

- The Sports Participation Survey measures…
  - Participation by age
  - Frequency of participation
  - Total days of participation
  - Average age and wealth of participants

West South Central Region

PARTICIPATION ANALYSIS

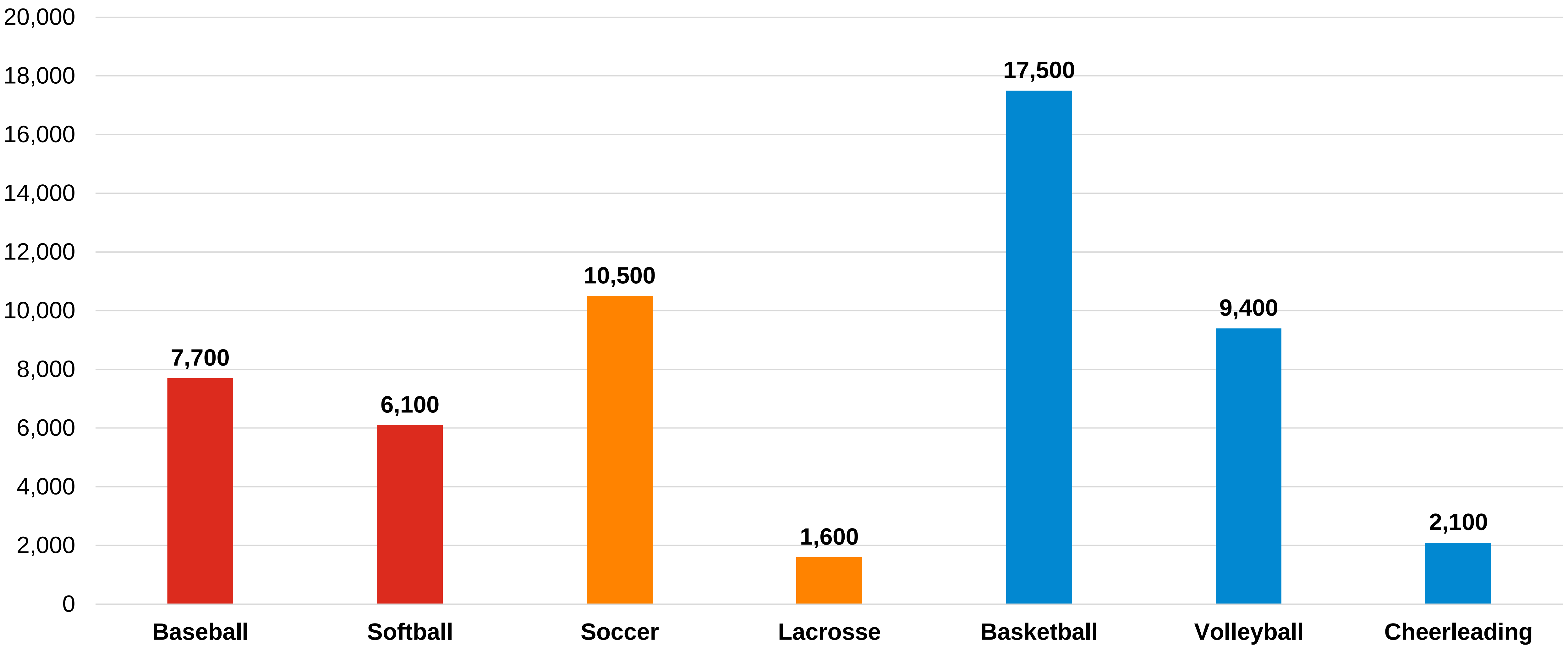
	National Participant %	West South Central Region	Difference
Basketball	8.4%	7.5%	-0.9%
Volleyball	3.4%	4.0%	0.6%
Cheerleading	1.2%	0.9%	-0.3%
Courts Subtotal	**15.0%**	**14.9%**	**-0.1%**
Baseball	4.1%	3.3%	-0.8%
Softball	3.3%	2.6%	-0.7%
Diamonds Subtotal	**7.4%**	**5.9%**	**-1.5%**
Soccer	4.6%	4.5%	-0.1%
Lacrosse	0.9%	0.7%	-0.2%
Fields Subtotal	**5.5%**	**5.2%**	**-0.3%**

Region defined by NSGA includes Texas, Oklahoma, Arkansas, and Louisiana

- ✓ **Higher participation rates** in volleyball.
- ✓ Overall, court sports align with national participation.
- ✓ Court sports are also popular in the **Mountain Region** (NM)

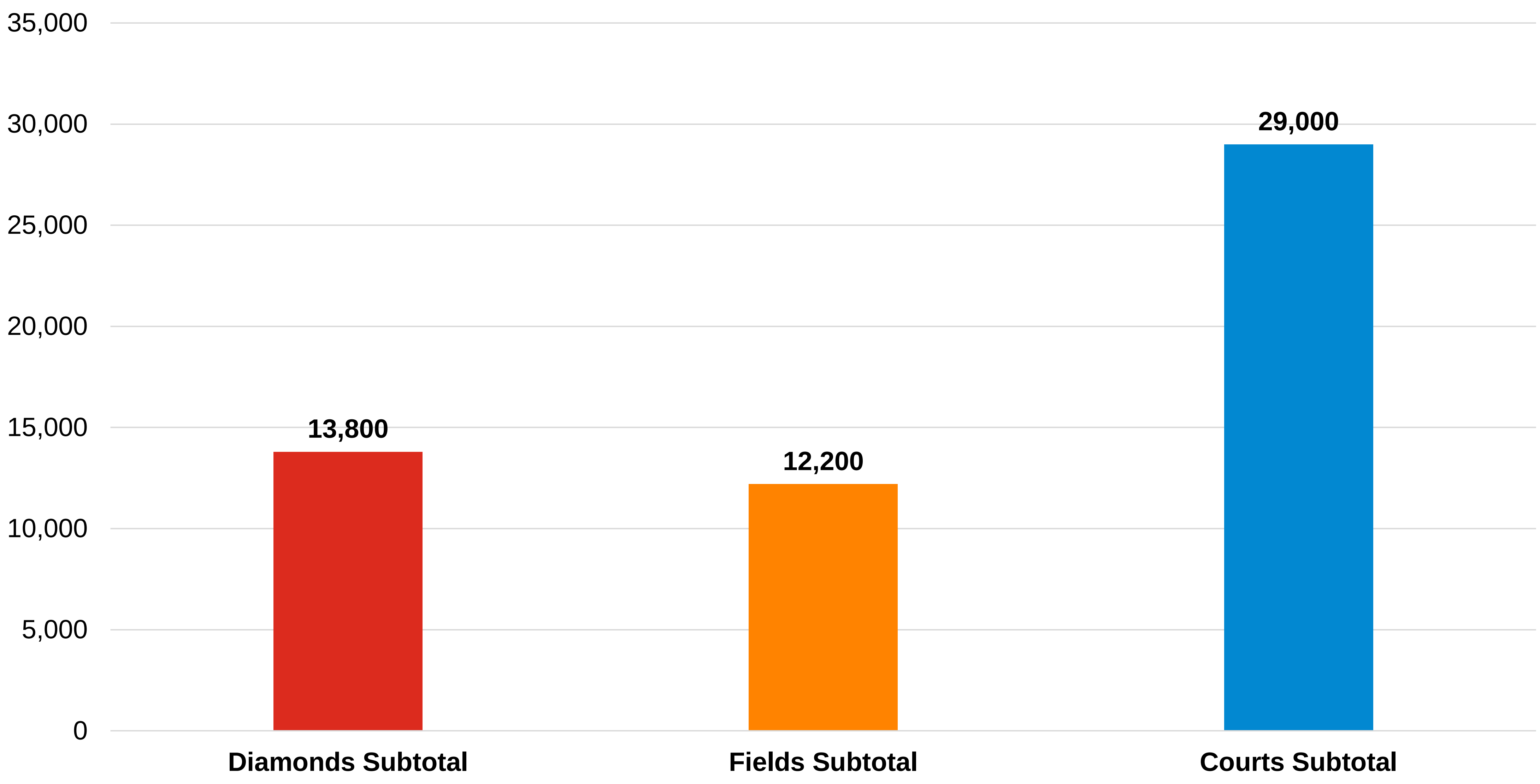
Total Participants per Sport – Amarillo Market

PARTICIPATION ANALYSIS



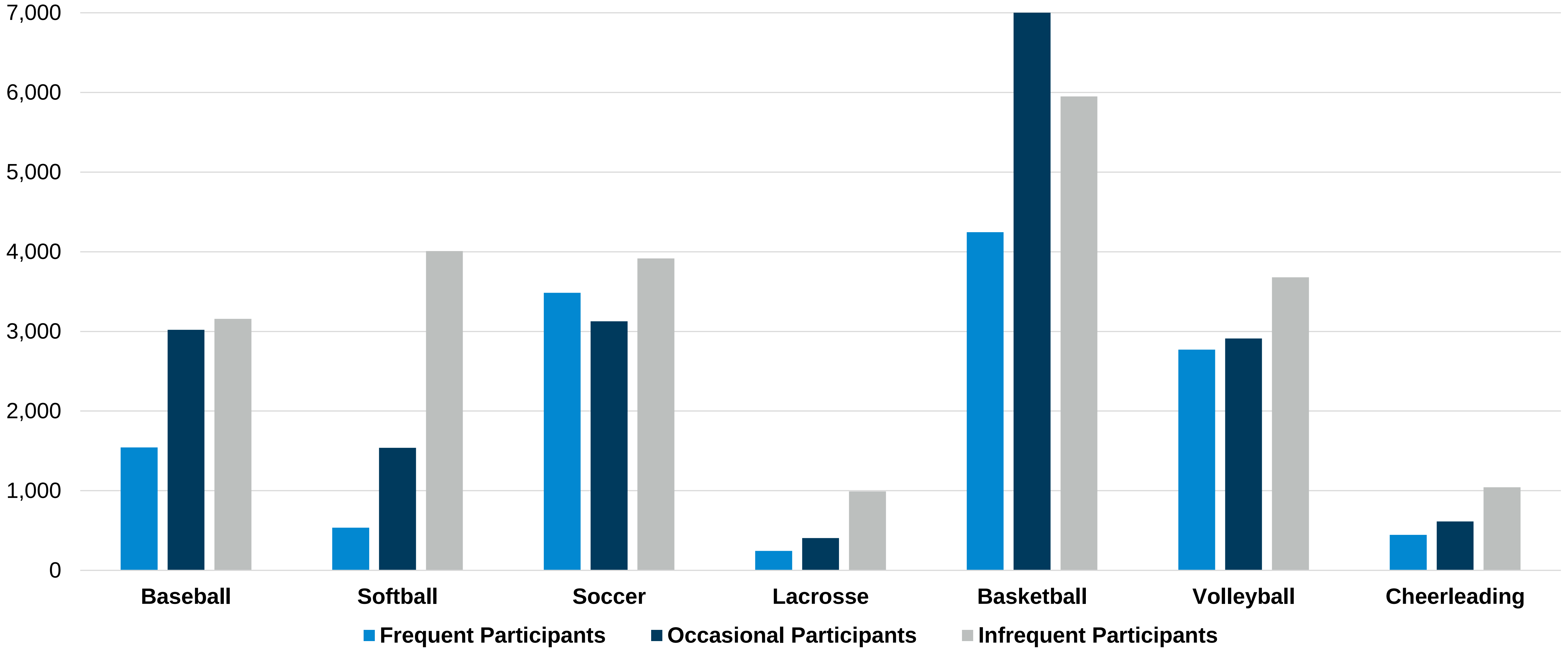
Total Participants per Facility – Amarillo Market

PARTICIPATION ANALYSIS



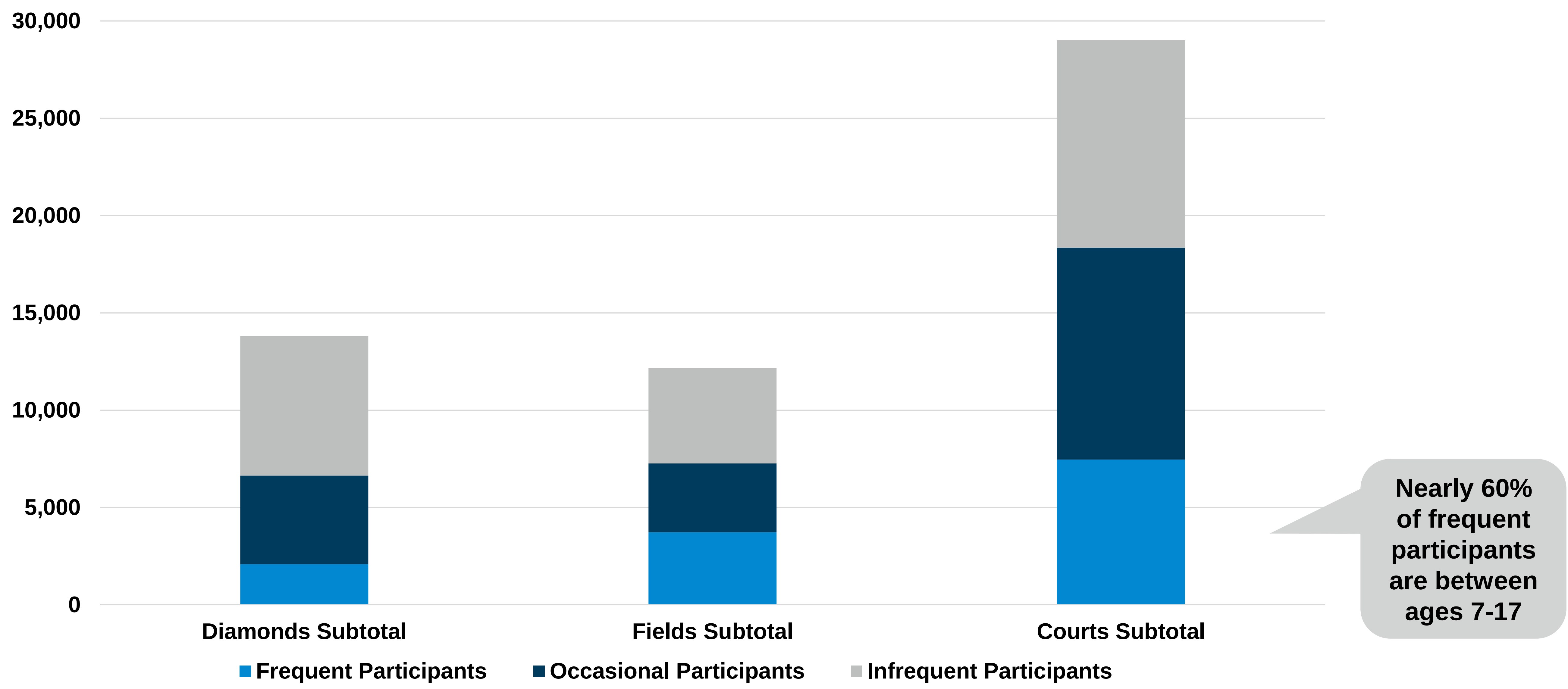
Frequency of Participation per Sport

PARTICIPATION ANALYSIS



Frequency of Participation per Facility

PARTICIPATION ANALYSIS



Stakeholder Interviews

PARTICIPATION ANALYSIS

Diamond Sports

- No field capacity issue for softball
- Shortage of baseball diamonds
- Estimated participant numbers aligned with participation analysis

Fields Sports

- No field capacity issue
- Demand for tournament competition is already met
- Other markets providing field facilities for major tournaments

Court Sports

- Confirmed shortage of courts (8-10) – Vball runs tournaments out of multiple sites
- Netplex is only facility for tournaments
- Confirmed high number of frequent participants aged 7-17

4

Summary

Market Analysis

FACILITY STRENGTHS & WEAKNESSES

	Opportunities	Weaknesses
Diamond	• Significant shortage of baseball diamonds • Softball an established sport • Both lack competition-quality, lighted facility	• Multiple private facilities have failed in past • Surplus of softball diamonds • Limited amount of youth participants • Limited sharing opportunities
Field	• Large percentage of participants are youth • Nearby markets have high participation • Can be developed at lower cost	• Existing field capacity to host tournaments both in Amarillo and Region • Surplus of fields per NRPA benchmarks
Court	• Shortage of courts (up to 10) • Multiple clubs and sports host tournaments • Reduced risk due to volume of participants and multiple sports for private market	• Higher cost to develop and maintain • NetPlex hosts regular tournaments

Evaluation Criteria

PARTICIPATION ANALYSIS

Facility	Multiple Sports	Volume of Participants	Tournament Potential	Unique Offering
Courts	●	●	●	●
Fields	●	◐	◐	●
Diamonds	○	○	◐	◐

Conclusions

MARKET ANALYSIS

- The Amarillo market has **limited facility options for indoor court sports**
- Local stakeholder interviews indicated **demand for volleyball and baseball facilities**
- A **tournament-quality, indoor multipurpose court facility** represents the greatest opportunity to both satisfy unmet local needs and greatest potential to generate incremental economic impact through tournaments
- A tournament-quality baseball complex represents the **second tier of opportunity** based on unmet local needs
- B&D believes an indoor multipurpose court facility **aligns with the primary objectives** of this potential project – an investment that drives non-local participation and satisfies local recreation needs

5

Wrap-Up & Next Steps

Next Steps

WRAP UP & NEXT STEPS

1. Refine concept based on feedback from Executive Committee

2. Develop Event Calendar for facility concept
   - Define and apply potential capture rates for desired facility concept
   - Project local league participation and tournament volume

3. Identify potential visitor totals and impact for Big Texan and Hotels

4. Final Presentation and Project Documentation – May 2020

Thank you

APRIL 24, 2020

C: Sites USA Demographic Data

COMPLETE PROFILE

2000-2010 Census, 2019 Estimates with 2024 Projections

Calculated using In/Out States

Lat/Lon: 35.222/-101.8313

RFULL9

Amarillo, TX	Amarillo (City)		Amarillo MSA		30 min drivetime		45 min drivetime		75 min drivetime		TX	
Population												
Estimated Population (2019)	200,931		266,760		252,260		261,730		339,802		28.87 M	
Projected Population (2024)	207,966		276,332		261,682		271,247		349,591		30.98 M	
Census Population (2010)	190,668		251,933		237,906		247,175		327,451		25.15 M	
Census Population (2000)	174,606		228,707		215,092		223,724		303,677		20.85 M	
Projected Annual Growth (2019-2024)	7,035	*0.7%*	9,572	*0.7%*	9,422	*0.7%*	9,517	*0.7%*	9,790	*0.6%*	2.1 M	*1.5%*
Historical Annual Growth (2010-2019)	10,263	*0.6%*	14,827	*0.6%*	14,354	*0.6%*	14,555	*0.6%*	12,351	*0.4%*	3.73 M	*1.4%*
Historical Annual Growth (2000-2010)	16,062	*0.9%*	23,226	*1.0%*	22,814	*1.1%*	23,451	*1.0%*	23,774	*0.8%*	4.29 M	*2.1%*
Estimated Population Density (2019)	1,977	*psm*	51	*psm*	425	*psm*	173	*psm*	58	*psm*	107	*psm*
Trade Area Size	101.6	*sq mi*	5,188.9	*sq mi*	593.6	*sq mi*	1,508.7	*sq mi*	5,866.5	*sq mi*	268,864.3	*sq mi*
Households												
Estimated Households (2019)	80,739		103,431		97,786		101,447		130,648		10.53 M	
Projected Households (2024)	83,497		106,993		101,223		104,936		134,164		11.27 M	
Census Households (2010)	73,985		94,802		89,455		92,981		121,830		8.92 M	
Census Households (2000)	67,860		86,007		80,981		84,188		113,260		7.39 M	
Projected Annual Growth (2019-2024)	2,758	*0.7%*	3,562	*0.7%*	3,437	*0.7%*	3,489	*0.7%*	3,516	*0.5%*	742,609	*1.4%*
Historical Annual Change (2000-2019)	12,879	*1.0%*	17,424	*1.1%*	16,805	*1.1%*	17,260	*1.1%*	17,388	*0.8%*	3.14 M	*2.2%*
Average Household Income												
Estimated Average Household Income (2019)	$72,259		$75,773		$75,039		$75,633		$72,362		$83,494	
Projected Average Household Income (2024)	$83,699		$88,089		$87,139		$87,942		$84,553		$93,163	
Census Average Household Income (2010)	$57,757		$59,740		$59,305		$59,635		$57,289		$66,756	
Census Average Household Income (2000)	$47,469		$47,776		$47,791		$47,961		$46,387		$54,383	
Projected Annual Change (2019-2024)	$11,440	*3.2%*	$12,316	*3.3%*	$12,099	*3.2%*	$12,309	*3.3%*	$12,192	*3.4%*	$9,669	*2.3%*
Historical Annual Change (2000-2019)	$24,790	*2.7%*	$27,997	*3.1%*	$27,249	*3.0%*	$27,672	*3.0%*	$25,975	*2.9%*	$29,111	*2.8%*
Median Household Income												
Estimated Median Household Income (2019)	$54,917		$58,065		$62,379		$62,898		$61,151		$62,748	
Projected Median Household Income (2024)	$64,180		$67,848		$72,415		$73,004		$71,017		$73,064	
Census Median Household Income (2010)	$43,394		$45,478		$48,851		$49,161		$47,498		$48,781	
Census Median Household Income (2000)	$34,914		$35,956		$38,654		$38,789		$37,641		$39,935	
Projected Annual Change (2019-2024)	$9,263	*3.4%*	$9,783	*3.4%*	$10,036	*3.2%*	$10,107	*3.2%*	$9,867	*3.2%*	$10,316	*3.3%*
Historical Annual Change (2000-2019)	$20,003	*3.0%*	$22,109	*3.2%*	$23,725	*3.2%*	$24,108	*3.3%*	$23,510	*3.3%*	$22,813	*3.0%*
Per Capita Income												
Estimated Per Capita Income (2019)	$29,120		$29,802		$29,517		$29,734		$28,198		$30,672	
Projected Per Capita Income (2024)	$33,687		$34,515		$34,120		$34,425		$32,815		$34,112	
Census Per Capita Income (2010)	$22,411		$22,480		$22,299		$22,433		$21,315		$23,688	
Census Per Capita Income (2000)	$18,440		$17,971		$17,927		$17,986		$17,243		$19,293	
Projected Annual Change (2019-2024)	$4,567	*3.1%*	$4,713	*3.2%*	$4,603	*3.1%*	$4,691	*3.2%*	$4,617	*3.3%*	$3,440	*2.2%*
Historical Annual Change (2000-2019)	$10,680	*3.0%*	$11,831	*3.5%*	$11,590	*3.4%*	$11,747	*3.4%*	$10,955	*3.3%*	$11,379	*3.1%*
Estimated Average Household Net Worth (2019)	$431,117		$465,868		$456,213		$462,089		$439,533		$580,857	

COMPLETE PROFILE

2000-2010 Census, 2019 Estimates with 2024 Projections

Calculated using In/Out States

Lat/Lon: 35.222/-101.8313

RFULL9

Amarillo, TX	Amarillo		Amarillo		30 min drivetime		45 min drivetime		75 min drivetime		TX	
Race and Ethnicity												
Total Population (2019)	200,931		266,760		252,260		261,730		339,802		28.87 M	
White (2019)	147,972	*73.6%*	204,003	*76.5%*	190,967	*75.7%*	199,487	*76.2%*	257,936	*75.9%*	19.5 M	*67.5%*
Black or African American (2019)	15,056	*7.5%*	18,555	*7.0%*	18,245	*7.2%*	18,440	*7.0%*	21,409	*6.3%*	3.67 M	*12.7%*
American Indian or Alaska Native (2019)	1,678	*0.8%*	2,228	*0.8%*	2,095	*0.8%*	2,186	*0.8%*	3,110	*0.9%*	195,753	*0.7%*
Asian (2019)	9,219	*4.6%*	10,170	*3.8%*	10,026	*4.0%*	10,123	*3.9%*	12,199	*3.6%*	1.51 M	*5.2%*
Hawaiian or Pacific Islander (2019)	101	-	119	-	118	-	119	-	142	-	24,405	-
Other Race (2019)	20,103	*10.0%*	23,425	*8.8%*	22,858	*9.1%*	23,234	*8.9%*	34,646	*10.2%*	3.11 M	*10.8%*
Two or More Races (2019)	6,802	*3.4%*	8,260	*3.1%*	7,952	*3.2%*	8,141	*3.1%*	10,359	*3.0%*	866,630	*3.0%*
Population < 18 (2019)	52,320	*26.0%*	66,658	*25.0%*	63,140	*25.0%*	65,498	*25.0%*	87,895	*25.9%*	7.35 M	*25.5%*
White Not Hispanic	21,127	*40.4%*	31,105	*46.7%*	28,439	*45.0%*	30,223	*46.1%*	37,664	*42.9%*	2.31 M	*31.4%*
Black or African American	4,988	*9.5%*	5,515	*8.3%*	5,387	*8.5%*	5,462	*8.3%*	6,323	*7.2%*	949,400	*12.9%*
Asian	2,852	*5.5%*	3,082	*4.6%*	3,045	*4.8%*	3,072	*4.7%*	3,785	*4.3%*	340,857	*4.6%*
Other Race Not Hispanic	1,929	*3.7%*	2,409	*3.6%*	2,280	*3.6%*	2,360	*3.6%*	2,953	*3.4%*	223,344	*3.0%*
Hispanic	21,424	*40.9%*	24,547	*36.8%*	23,989	*38.0%*	24,381	*37.2%*	37,170	*42.3%*	3.53 M	*48.0%*
Not Hispanic or Latino Population (2019)	136,415	*67.9%*	190,214	*71.3%*	177,468	*70.4%*	185,734	*71.0%*	227,782	*67.0%*	17.6 M	*60.9%*
Not Hispanic White	109,857	*80.5%*	158,173	*83.2%*	146,166	*82.4%*	153,964	*82.9%*	189,907	*83.4%*	12.13 M	*68.9%*
Not Hispanic Black or African American	13,549	*9.9%*	16,865	*8.9%*	16,584	*9.3%*	16,755	*9.0%*	19,202	*8.4%*	3.46 M	*19.6%*
Not Hispanic American Indian or Alaska Native	1,022	*0.7%*	1,431	*0.8%*	1,325	*0.7%*	1,394	*0.8%*	1,929	*0.8%*	92,622	*0.5%*
Not Hispanic Asian	8,457	*6.2%*	9,326	*4.9%*	9,195	*5.2%*	9,281	*5.0%*	11,186	*4.9%*	1.43 M	*8.1%*
Not Hispanic Hawaiian or Pacific Islander	65	-	77	-	77	-	77	-	98	-	19,751	*0.1%*
Not Hispanic Other Race	170	*0.1%*	193	*0.1%*	185	*0.1%*	193	*0.1%*	426	*0.2%*	55,367	*0.3%*
Not Hispanic Two or More Races	3,295	*2.4%*	4,149	*2.2%*	3,936	*2.2%*	4,069	*2.2%*	5,035	*2.2%*	409,692	*2.3%*
Hispanic or Latino Population (2019)	64,516	*32.1%*	76,546	*28.7%*	74,792	*29.6%*	75,996	*29.0%*	112,019	*33.0%*	11.28 M	*39.1%*
Hispanic White	38,115	*59.1%*	45,830	*59.9%*	44,802	*59.9%*	45,523	*59.9%*	68,029	*60.7%*	7.37 M	*65.4%*
Hispanic Black or African American	1,507	*2.3%*	1,690	*2.2%*	1,662	*2.2%*	1,685	*2.2%*	2,208	*2.0%*	211,423	*1.9%*
Hispanic American Indian or Alaska Native	656	*1.0%*	797	*1.0%*	770	*1.0%*	792	*1.0%*	1,181	*1.1%*	103,131	*0.9%*
Hispanic Asian	762	*1.2%*	844	*1.1%*	830	*1.1%*	842	*1.1%*	1,013	*0.9%*	77,279	*0.7%*
Hispanic Hawaiian or Pacific Islander	36	-	42	-	41	-	42	-	44	-	4,654	-
Hispanic Other Race	19,933	*30.9%*	23,232	*30.4%*	22,673	*30.3%*	23,041	*30.3%*	34,220	*30.5%*	3.05 M	*27.1%*
Hispanic Two or More Races	3,507	*5.4%*	4,111	*5.4%*	4,015	*5.4%*	4,072	*5.4%*	5,324	*4.8%*	456,938	*4.1%*
Not Hispanic or Latino Population (2010)	135,878	*71.3%*	188,574	*74.9%*	175,762	*73.9%*	184,197	*74.5%*	230,833	*70.5%*	15.68 M	*62.4%*
Hispanic or Latino Population (2010)	54,790	*28.7%*	63,359	*25.1%*	62,144	*26.1%*	62,978	*25.5%*	96,617	*29.5%*	9.46 M	*37.6%*
Not Hispanic or Latino Population (2000)	136,647	*78.3%*	185,253	*81.0%*	172,611	*80.3%*	180,622	*80.7%*	233,571	*76.9%*	14.18 M	*68.0%*
Hispanic or Latino Population (2000)	37,959	*21.7%*	43,454	*19.0%*	42,480	*19.7%*	43,102	*19.3%*	70,106	*23.1%*	6.67 M	*32.0%*
Not Hispanic or Latino Population (2024)	141,288	*67.9%*	196,586	*71.1%*	183,785	*70.2%*	192,077	*70.8%*	233,335	*66.7%*	18.96 M	*61.2%*
Hispanic or Latino Population (2024)	66,678	*32.1%*	79,746	*28.9%*	77,897	*29.8%*	79,170	*29.2%*	116,257	*33.3%*	12.01 M	*38.8%*
Projected Annual Growth (2019-2024)	2,162	*0.7%*	3,200	*0.8%*	3,105	*0.8%*	3,174	*0.8%*	4,237	*0.8%*	736,875	*1.3%*
Historical Annual Growth (2000-2010)	16,831	*4.4%*	19,905	*4.6%*	19,664	*4.6%*	19,876	*4.6%*	26,511	*3.8%*	2.79 M	*4.2%*

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COMPLETE PROFILE

2000-2010 Census, 2019 Estimates with 2024 Projections

Calculated using In/Out States

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RFULL9

Amarillo, TX	Amarillo		Amarillo		30 min drivetime		45 min drivetime		75 min drivetime		TX	
Total Age Distribution (2019)												
Total Population	200,931		266,760		252,260		261,730		339,802		28.87 M	
Age Under 5 Years	15,263	*7.6%*	18,728	*7.0%*	17,913	*7.1%*	18,466	*7.1%*	24,937	*7.3%*	2.05 M	*7.1%*
Age 5 to 9 Years	14,862	*7.4%*	18,801	*7.0%*	17,918	*7.1%*	18,554	*7.1%*	24,671	*7.3%*	2.04 M	*7.1%*
Age 10 to 14 Years	14,583	*7.3%*	19,027	*7.1%*	17,950	*7.1%*	18,670	*7.1%*	24,837	*7.3%*	2.09 M	*7.2%*
Age 15 to 19 Years	13,039	*6.5%*	18,358	*6.9%*	17,296	*6.9%*	17,974	*6.9%*	23,778	*7.0%*	2.03 M	*7.0%*
Age 20 to 24 Years	12,827	*6.4%*	17,777	*6.7%*	17,052	*6.8%*	17,539	*6.7%*	22,778	*6.7%*	2.01 M	*7.0%*
Age 25 to 29 Years	15,774	*7.9%*	19,941	*7.5%*	19,191	*7.6%*	19,687	*7.5%*	24,878	*7.3%*	2.16 M	*7.5%*
Age 30 to 34 Years	14,930	*7.4%*	19,519	*7.3%*	18,685	*7.4%*	19,247	*7.4%*	24,153	*7.1%*	2.07 M	*7.2%*
Age 35 to 39 Years	14,097	*7.0%*	18,838	*7.1%*	17,881	*7.1%*	18,511	*7.1%*	23,390	*6.9%*	2.03 M	*7.0%*
Age 40 to 44 Years	11,854	*5.9%*	16,278	*6.1%*	15,383	*6.1%*	15,961	*6.1%*	20,496	*6.0%*	1.86 M	*6.4%*
Age 45 to 49 Years	11,243	*5.6%*	15,686	*5.9%*	14,807	*5.9%*	15,391	*5.9%*	19,781	*5.8%*	1.84 M	*6.4%*
Age 50 to 54 Years	10,879	*5.4%*	14,874	*5.6%*	14,004	*5.6%*	14,546	*5.6%*	18,782	*5.5%*	1.72 M	*6.0%*
Age 55 to 59 Years	11,693	*5.8%*	15,938	*6.0%*	14,918	*5.9%*	15,573	*6.0%*	20,078	*5.9%*	1.72 M	*6.0%*
Age 60 to 64 Years	11,377	*5.7%*	15,240	*5.7%*	14,239	*5.6%*	14,847	*5.7%*	19,257	*5.7%*	1.55 M	*5.4%*
Age 65 to 69 Years	9,321	*4.6%*	12,528	*4.7%*	11,667	*4.6%*	12,211	*4.7%*	15,876	*4.7%*	1.25 M	*4.3%*
Age 70 to 74 Years	7,129	*3.5%*	9,521	*3.6%*	8,860	*3.5%*	9,282	*3.5%*	11,962	*3.5%*	965,010	*3.3%*
Age 75 to 79 Years	5,075	*2.5%*	6,700	*2.5%*	6,197	*2.5%*	6,499	*2.5%*	8,467	*2.5%*	650,248	*2.3%*
Age 80 to 84 Years	3,581	*1.8%*	4,603	*1.7%*	4,241	*1.7%*	4,473	*1.7%*	5,874	*1.7%*	420,982	*1.5%*
Age 85 Years or Over	3,400	*1.7%*	4,403	*1.7%*	4,058	*1.6%*	4,300	*1.6%*	5,808	*1.7%*	414,279	*1.4%*
Median Age	33.7		34.3		34.6		34.7		34.4		34.0	
Age 19 Years or Less	57,747	*28.7%*	74,914	*28.1%*	71,077	*28.2%*	73,664	*28.1%*	98,223	*28.9%*	8.21 M	*28.4%*
Age 20 to 64 Years	114,674	*57.1%*	154,091	*57.8%*	146,160	*57.9%*	151,301	*57.8%*	193,592	*57.0%*	16.96 M	*58.7%*
Age 65 Years or Over	28,506	*14.2%*	37,755	*14.2%*	35,023	*13.9%*	36,765	*14.0%*	47,986	*14.1%*	3.7 M	*12.8%*
Female Age Distribution (2019)												
Female Population	102,203	*50.9%*	132,498	*49.7%*	125,281	*49.7%*	129,998	*49.7%*	168,509	*49.6%*	14.53 M	*50.3%*
Age Under 5 Years	7,447	*7.3%*	9,132	*6.9%*	8,745	*7.0%*	9,001	*6.9%*	12,217	*7.2%*	1 M	*6.9%*
Age 5 to 9 Years	7,179	*7.0%*	9,157	*6.9%*	8,716	*7.0%*	9,024	*6.9%*	11,945	*7.1%*	990,812	*6.8%*
Age 10 to 14 Years	7,062	*6.9%*	9,155	*6.9%*	8,674	*6.9%*	9,004	*6.9%*	11,956	*7.1%*	1.01 M	*7.0%*
Age 15 to 19 Years	6,457	*6.3%*	8,972	*6.8%*	8,498	*6.8%*	8,809	*6.8%*	11,558	*6.9%*	980,265	*6.7%*
Age 20 to 24 Years	6,550	*6.4%*	8,801	*6.6%*	8,430	*6.7%*	8,675	*6.7%*	11,132	*6.6%*	977,774	*6.7%*
Age 25 to 29 Years	7,950	*7.8%*	9,709	*7.3%*	9,332	*7.4%*	9,582	*7.4%*	12,098	*7.2%*	1.07 M	*7.3%*
Age 30 to 34 Years	7,282	*7.1%*	9,189	*6.9%*	8,790	*7.0%*	9,049	*7.0%*	11,429	*6.8%*	1.03 M	*7.1%*
Age 35 to 39 Years	7,033	*6.9%*	9,054	*6.8%*	8,566	*6.8%*	8,899	*6.8%*	11,284	*6.7%*	1.02 M	*7.0%*
Age 40 to 44 Years	5,904	*5.8%*	7,748	*5.8%*	7,288	*5.8%*	7,589	*5.8%*	9,791	*5.8%*	926,200	*6.4%*
Age 45 to 49 Years	5,659	*5.5%*	7,542	*5.7%*	7,091	*5.7%*	7,399	*5.7%*	9,605	*5.7%*	920,535	*6.3%*
Age 50 to 54 Years	5,549	*5.4%*	7,287	*5.5%*	6,848	*5.5%*	7,115	*5.5%*	9,137	*5.4%*	864,414	*5.9%*
Age 55 to 59 Years	5,989	*5.9%*	7,950	*6.0%*	7,448	*5.9%*	7,769	*6.0%*	9,943	*5.9%*	883,369	*6.1%*
Age 60 to 64 Years	5,845	*5.7%*	7,654	*5.8%*	7,170	*5.7%*	7,455	*5.7%*	9,649	*5.7%*	800,292	*5.5%*
Age 65 to 69 Years	4,892	*4.8%*	6,517	*4.9%*	6,073	*4.8%*	6,362	*4.9%*	8,223	*4.9%*	657,466	*4.5%*
Age 70 to 74 Years	4,062	*4.0%*	5,258	*4.0%*	4,919	*3.9%*	5,137	*4.0%*	6,567	*3.9%*	518,683	*3.6%*
Age 75 to 79 Years	2,936	*2.9%*	3,794	*2.9%*	3,517	*2.8%*	3,678	*2.8%*	4,783	*2.8%*	362,522	*2.5%*
Age 80 to 84 Years	2,120	*2.1%*	2,668	*2.0%*	2,476	*2.0%*	2,601	*2.0%*	3,393	*2.0%*	249,537	*1.7%*
Age 85 Years or Over	2,284	*2.2%*	2,911	*2.2%*	2,700	*2.2%*	2,851	*2.2%*	3,801	*2.3%*	271,823	*1.9%*
Female Median Age	34.8		35.2		35.5		35.7		35.4		35.0	
Age 19 Years or Less	28,145	*27.5%*	36,416	*27.5%*	34,634	*27.6%*	35,839	*27.6%*	47,676	*28.3%*	3.98 M	*27.4%*
Age 20 to 64 Years	57,761	*56.5%*	74,934	*56.6%*	70,962	*56.6%*	73,531	*56.6%*	94,067	*55.8%*	8.49 M	*58.4%*
Age 65 Years or Over	16,294	*15.9%*	21,148	*16.0%*	19,686	*15.7%*	20,628	*15.9%*	26,766	*15.9%*	2.06 M	*14.2%*

COMPLETE PROFILE

2000-2010 Census, 2019 Estimates with 2024 Projections

Calculated using In/Out States

Lat/Lon: 35.222/-101.8313

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Amarillo, TX	Amarillo		Amarillo		30 min drivetime		45 min drivetime		75 min drivetime		TX	
Male Age Distribution (2019)												
Male Population	98,728	*49.1%*	134,262	*50.3%*	126,979	*50.3%*	131,732	*50.3%*	171,292	*50.4%*	14.34 M	*49.7%*
Age Under 5 Years	7,816	*7.9%*	9,596	*7.1%*	9,167	*7.2%*	9,465	*7.2%*	12,720	*7.4%*	1.05 M	*7.3%*
Age 5 to 9 Years	7,683	*7.8%*	9,644	*7.2%*	9,202	*7.2%*	9,529	*7.2%*	12,726	*7.4%*	1.05 M	*7.3%*
Age 10 to 14 Years	7,521	*7.6%*	9,872	*7.4%*	9,276	*7.3%*	9,666	*7.3%*	12,880	*7.5%*	1.07 M	*7.5%*
Age 15 to 19 Years	6,582	*6.7%*	9,386	*7.0%*	8,798	*6.9%*	9,165	*7.0%*	12,221	*7.1%*	1.05 M	*7.3%*
Age 20 to 24 Years	6,277	*6.4%*	8,976	*6.7%*	8,622	*6.8%*	8,864	*6.7%*	11,645	*6.8%*	1.03 M	*7.2%*
Age 25 to 29 Years	7,824	*7.9%*	10,232	*7.6%*	9,860	*7.8%*	10,104	*7.7%*	12,780	*7.5%*	1.09 M	*7.6%*
Age 30 to 34 Years	7,648	*7.7%*	10,330	*7.7%*	9,895	*7.8%*	10,198	*7.7%*	12,724	*7.4%*	1.04 M	*7.2%*
Age 35 to 39 Years	7,064	*7.2%*	9,784	*7.3%*	9,315	*7.3%*	9,612	*7.3%*	12,106	*7.1%*	1.01 M	*7.0%*
Age 40 to 44 Years	5,950	*6.0%*	8,530	*6.4%*	8,095	*6.4%*	8,372	*6.4%*	10,705	*6.2%*	933,996	*6.5%*
Age 45 to 49 Years	5,584	*5.7%*	8,144	*6.1%*	7,715	*6.1%*	7,992	*6.1%*	10,176	*5.9%*	921,322	*6.4%*
Age 50 to 54 Years	5,330	*5.4%*	7,587	*5.7%*	7,156	*5.6%*	7,431	*5.6%*	9,645	*5.6%*	856,309	*6.0%*
Age 55 to 59 Years	5,704	*5.8%*	7,988	*5.9%*	7,470	*5.9%*	7,805	*5.9%*	10,136	*5.9%*	841,367	*5.9%*
Age 60 to 64 Years	5,532	*5.6%*	7,586	*5.7%*	7,069	*5.6%*	7,392	*5.6%*	9,608	*5.6%*	747,479	*5.2%*
Age 65 to 69 Years	4,429	*4.5%*	6,011	*4.5%*	5,594	*4.4%*	5,849	*4.4%*	7,653	*4.5%*	595,678	*4.2%*
Age 70 to 74 Years	3,067	*3.1%*	4,263	*3.2%*	3,941	*3.1%*	4,145	*3.1%*	5,396	*3.2%*	446,327	*3.1%*
Age 75 to 79 Years	2,139	*2.2%*	2,906	*2.2%*	2,680	*2.1%*	2,821	*2.1%*	3,684	*2.2%*	287,726	*2.0%*
Age 80 to 84 Years	1,461	*1.5%*	1,935	*1.4%*	1,765	*1.4%*	1,872	*1.4%*	2,481	*1.4%*	171,445	*1.2%*
Age 85 Years or Over	1,116	*1.1%*	1,492	*1.1%*	1,358	*1.1%*	1,449	*1.1%*	2,007	*1.2%*	142,456	*1.0%*
Male Median Age	32.7		33.6		33.8		33.9		33.6		33.0	
Age 19 Years or Less	29,602	*30.0%*	38,498	*28.7%*	36,443	*28.7%*	37,825	*28.7%*	50,548	*29.5%*	4.22 M	*29.4%*
Age 20 to 64 Years	56,913	*57.6%*	79,157	*59.0%*	75,198	*59.2%*	77,770	*59.0%*	99,525	*58.1%*	8.48 M	*59.1%*
Age 65 Years or Over	12,212	*12.4%*	16,607	*12.4%*	15,338	*12.1%*	16,137	*12.2%*	21,220	*12.4%*	1.64 M	*11.5%*
Males per 100 Females (2019)												
Overall Comparison	97		101		101		101		102		99	
Age Under 5 Years	105	*51.2%*	105	*51.2%*	105	*51.2%*	105	*51.3%*	104	*51.0%*	105	*51.2%*
Age 5 to 9 Years	107	*51.7%*	105	*51.3%*	106	*51.4%*	106	*51.4%*	107	*51.6%*	106	*51.4%*
Age 10 to 14 Years	106	*51.6%*	108	*51.9%*	107	*51.7%*	107	*51.8%*	108	*51.9%*	106	*51.9%*
Age 15 to 19 Years	102	*50.5%*	105	*51.1%*	104	*50.9%*	104	*51.0%*	106	*51.4%*	107	*51.7%*
Age 20 to 24 Years	96	*48.9%*	102	*50.5%*	102	*50.6%*	102	*50.5%*	105	*51.1%*	106	*51.4%*
Age 25 to 29 Years	98	*49.6%*	105	*51.3%*	106	*51.4%*	105	*51.3%*	106	*51.4%*	102	*50.6%*
Age 30 to 34 Years	105	*51.2%*	112	*52.9%*	113	*53.0%*	113	*53.0%*	111	*52.7%*	101	*50.1%*
Age 35 to 39 Years	100	*50.1%*	108	*51.9%*	109	*52.1%*	108	*51.9%*	107	*51.8%*	99	*49.9%*
Age 40 to 44 Years	101	*50.2%*	110	*52.4%*	111	*52.6%*	110	*52.5%*	109	*52.2%*	101	*50.2%*
Age 45 to 49 Years	99	*49.7%*	108	*51.9%*	109	*52.1%*	108	*51.9%*	106	*51.4%*	100	*50.0%*
Age 50 to 54 Years	96	*49.0%*	104	*51.0%*	104	*51.1%*	104	*51.1%*	106	*51.4%*	99	*49.8%*
Age 55 to 59 Years	95	*48.8%*	100	*50.1%*	100	*50.1%*	100	*50.1%*	102	*50.5%*	95	*48.8%*
Age 60 to 64 Years	95	*48.6%*	99	*49.8%*	99	*49.6%*	99	*49.8%*	100	*49.9%*	93	*48.3%*
Age 65 to 69 Years	91	*47.5%*	92	*48.0%*	92	*47.9%*	92	*47.9%*	93	*48.2%*	91	*47.5%*
Age 70 to 74 Years	76	*43.0%*	81	*44.8%*	80	*44.5%*	81	*44.7%*	82	*45.1%*	86	*46.3%*
Age 75 to 79 Years	73	*42.1%*	77	*43.4%*	76	*43.2%*	77	*43.4%*	77	*43.5%*	79	*44.2%*
Age 80 to 84 Years	69	*40.8%*	73	*42.0%*	71	*41.6%*	72	*41.9%*	73	*42.2%*	69	*40.7%*
Age 85 Years or Over	49	*32.8%*	51	*33.9%*	50	*33.5%*	51	*33.7%*	53	*34.6%*	52	*34.4%*
Age 19 Years or Less	105	*51.3%*	106	*51.4%*	105	*51.3%*	106	*51.3%*	106	*51.5%*	106	*51.5%*
Age 20 to 39 Years	100	*50.0%*	107	*51.7%*	107	*51.8%*	107	*51.7%*	107	*51.7%*	102	*50.5%*
Age 40 to 64 Years	97	*49.3%*	104	*51.1%*	105	*51.1%*	104	*51.1%*	104	*51.1%*	98	*49.5%*
Age 65 Years or Over	75	*42.8%*	79	*44.0%*	78	*43.8%*	78	*43.9%*	79	*44.2%*	80	*44.4%*

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COMPLETE PROFILE

2000-2010 Census, 2019 Estimates with 2024 Projections

Calculated using In/Out States

Lat/Lon: 35.222/-101.8313

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Amarillo, TX	**Amarillo**		**Amarillo**		**30 min drivetime**		**45 min drivetime**		**75 min drivetime**		**TX**	
Household Type (2019)												
Total Households	80,739		103,431		97,786		101,447		130,648		10.53 M	
Households with Children	27,847	*34.5%*	35,479	*34.3%*	33,678	*34.4%*	34,895	*34.4%*	45,883	*35.1%*	3.89 M	*37.0%*
Average Household Size	2.5		2.5		2.5		2.5		2.5		2.7	
Household Density per Square Mile	794		20		165		67		22		39	
Population Family	165,420	*82.3%*	215,115	*80.6%*	202,788	*80.4%*	210,983	*80.6%*	277,171	*81.6%*	24.18 M	*83.7%*
Population Non-Family	33,550	*16.7%*	41,811	*15.7%*	40,028	*15.9%*	41,166	*15.7%*	51,436	*15.1%*	4.09 M	*14.2%*
Population Group Quarters	1,961	*1.0%*	9,834	*3.7%*	9,444	*3.7%*	9,581	*3.7%*	11,194	*3.3%*	606,511	*2.1%*
Family Households	52,419	*64.9%*	68,589	*66.3%*	64,446	*65.9%*	67,150	*66.2%*	87,703	*67.1%*	7.24 M	*68.7%*
Married Couple Households	37,377	*71.3%*	50,624	*73.8%*	47,089	*73.1%*	49,386	*73.5%*	65,025	*74.1%*	5.25 M	*72.6%*
Other Family Households with Children	15,042	*28.7%*	17,965	*26.2%*	17,357	*26.9%*	17,763	*26.5%*	22,678	*25.9%*	1.98 M	*27.4%*
Family Households with Children	27,556	*52.6%*	35,128	*51.2%*	33,337	*51.7%*	34,546	*51.4%*	45,418	*51.8%*	3.86 M	*53.4%*
Married Couple with Children	17,211	*62.5%*	22,892	*65.2%*	21,490	*64.5%*	22,430	*64.9%*	29,786	*65.6%*	2.57 M	*66.6%*
Other Family Households with Children	10,345	*37.5%*	12,236	*34.8%*	11,847	*35.5%*	12,116	*35.1%*	15,631	*34.4%*	1.29 M	*33.4%*
Family Households No Children	24,863	*47.4%*	33,461	*48.8%*	31,109	*48.3%*	32,604	*48.6%*	42,286	*48.2%*	3.37 M	*46.6%*
Married Couple No Children	20,166	*81.1%*	27,732	*82.9%*	25,599	*82.3%*	26,956	*82.7%*	35,239	*83.3%*	2.68 M	*79.6%*
Other Family Households No Children	4,697	*18.9%*	5,729	*17.1%*	5,510	*17.7%*	5,648	*17.3%*	7,047	*16.7%*	688,964	*20.4%*
Non-Family Households	28,320	*35.1%*	34,842	*33.7%*	33,341	*34.1%*	34,298	*33.8%*	42,945	*32.9%*	3.29 M	*31.3%*
Non-Family Households with Children	291	*1.0%*	351	*1.0%*	341	*1.0%*	349	*1.0%*	465	*1.1%*	29,619	*0.9%*
Non-Family Households No Children	28,029	*99.0%*	34,491	*99.0%*	32,999	*99.0%*	33,949	*99.0%*	42,480	*98.9%*	3.26 M	*99.1%*
Average Family Household Size	3.2		3.1		3.1		3.1		3.2		3.3	
Average Family Income	$88,088		$92,380		$91,647		$92,231		$86,993		$97,628	
Median Family Income	$68,144		$72,685		$77,392		$77,927		$75,150		$74,820	
Average Non-Family Household Size	1.2		1.2		1.2		1.2		1.2		1.2	
Marital Status (2019)												
Population Age 15 Years or Over	156,222		210,204		198,480		206,040		265,357		22.7 M	
Never Married	43,027	*27.5%*	59,167	*28.1%*	56,643	*28.5%*	58,414	*28.4%*	74,802	*28.2%*	7.43 M	*32.7%*
Currently Married	76,393	*48.9%*	102,124	*48.6%*	95,226	*48.0%*	99,613	*48.3%*	128,439	*48.4%*	10.43 M	*46.0%*
Previously Married	36,802	*23.6%*	48,913	*23.3%*	46,610	*23.5%*	48,013	*23.3%*	62,116	*23.4%*	4.84 M	*21.3%*
Separated	7,763	*21.1%*	10,803	*22.1%*	10,439	*22.4%*	10,683	*22.2%*	14,443	*23.3%*	1.27 M	*26.3%*
Widowed	9,451	*25.7%*	12,144	*24.8%*	11,534	*24.7%*	11,862	*24.7%*	15,641	*25.2%*	1.14 M	*23.5%*
Divorced	19,588	*53.2%*	25,966	*53.1%*	24,637	*52.9%*	25,469	*53.0%*	32,033	*51.6%*	2.43 M	*50.1%*
Educational Attainment (2019)												
Adult Population Age 25 Years or Over	130,357		174,069		164,132		170,527		218,801		18.65 M	
Elementary (Grade Level 0 to 8)	8,377	*6.4%*	9,999	*5.7%*	9,737	*5.9%*	9,872	*5.8%*	15,736	*7.2%*	1.5 M	*8.1%*
Some High School (Grade Level 9 to 11)	12,165	*9.3%*	15,201	*8.7%*	14,694	*9.0%*	15,011	*8.8%*	20,077	*9.2%*	1.53 M	*8.2%*
High School Graduate	34,412	*26.4%*	45,937	*26.4%*	43,505	*26.5%*	44,976	*26.4%*	59,844	*27.4%*	4.68 M	*25.1%*
Some College	33,805	*25.9%*	45,279	*26.0%*	42,686	*26.0%*	44,445	*26.1%*	56,127	*25.7%*	4.04 M	*21.7%*
Associate Degree Only	11,488	*8.8%*	15,540	*8.9%*	14,529	*8.9%*	15,147	*8.9%*	18,704	*8.5%*	1.36 M	*7.3%*
Bachelor Degree Only	19,943	*15.3%*	28,394	*16.3%*	26,249	*16.0%*	27,656	*16.2%*	33,017	*15.1%*	3.62 M	*19.4%*
Graduate Degree	10,167	*7.8%*	13,719	*7.9%*	12,732	*7.8%*	13,420	*7.9%*	15,295	*7.0%*	1.92 M	*10.3%*
Any College (Some College or Higher)	75,403	*57.8%*	102,932	*59.1%*	96,196	*58.6%*	100,668	*59.0%*	123,143	*56.3%*	10.94 M	*58.7%*

COMPLETE PROFILE

2000-2010 Census, 2019 Estimates with 2024 Projections

Calculated using In/Out States

Lat/Lon: 35.222/-101.8313

RFULL9

Amarillo, TX

	Amarillo		Amarillo		30 min drivetime		45 min drivetime		75 min drivetime		TX	
Housing												
Total Housing Units (2019)	86,208		110,504		104,212		108,263		141,995		11.17 M	
Total Housing Units (2010)	80,391		103,387		97,401		101,234		134,766		9.98 M	
Historical Annual Growth (2010-2019)	5,817	*0.8%*	7,117	*0.8%*	6,811	*0.8%*	7,028	*0.8%*	7,229	*0.6%*	1.19 M	*1.3%*
Housing Units Occupied (2019)	80,739	*93.7%*	103,431	*93.6%*	97,786	*93.8%*	101,447	*93.7%*	130,648	*92.0%*	10.53 M	*94.3%*
Housing Units Owner-Occupied	50,486	*62.5%*	67,440	*65.2%*	62,822	*64.2%*	65,849	*64.9%*	86,031	*65.8%*	6.63 M	*62.9%*
Housing Units Renter-Occupied	30,253	*37.5%*	35,991	*34.8%*	34,965	*35.8%*	35,598	*35.1%*	44,617	*34.2%*	3.9 M	*37.1%*
Housing Units Vacant (2019)	5,469	*6.8%*	7,073	*6.8%*	6,425	*6.6%*	6,815	*6.7%*	11,346	*8.7%*	642,269	*6.1%*
Household Size (2019)												
Total Households	80,739		103,431		97,786		101,447		130,648		10.53 M	
1 Person Households	24,030	*29.8%*	29,258	*28.3%*	27,939	*28.6%*	28,778	*28.4%*	36,280	*27.8%*	2.69 M	*25.6%*
2 Person Households	26,203	*32.5%*	34,725	*33.6%*	32,481	*33.2%*	33,865	*33.4%*	43,789	*33.5%*	3.22 M	*30.6%*
3 Person Households	12,123	*15.0%*	15,688	*15.2%*	14,910	*15.2%*	15,444	*15.2%*	19,518	*14.9%*	1.7 M	*16.2%*
4 Person Households	10,118	*12.5%*	13,278	*12.8%*	12,524	*12.8%*	13,059	*12.9%*	16,704	*12.8%*	1.5 M	*14.2%*
5 Person Households	5,079	*6.3%*	6,549	*6.3%*	6,173	*6.3%*	6,429	*6.3%*	8,801	*6.7%*	808,483	*7.7%*
6 Person Households	1,902	*2.4%*	2,377	*2.3%*	2,256	*2.3%*	2,335	*2.3%*	3,315	*2.5%*	345,755	*3.3%*
7 or More Person Households	1,284	*1.6%*	1,556	*1.5%*	1,503	*1.5%*	1,536	*1.5%*	2,243	*1.7%*	261,533	*2.5%*
Household Income Distribution (2019)												
HH Income $200,000 or More	2,998	*3.7%*	4,168	*4.0%*	3,811	*3.9%*	4,009	*4.0%*	4,718	*3.6%*	694,060	*6.6%*
HH Income $150,000 to $199,999	4,138	*5.1%*	6,268	*6.1%*	5,748	*5.9%*	6,122	*6.0%*	7,353	*5.6%*	722,847	*6.9%*
HH Income $125,000 to $149,999	4,557	*5.6%*	6,473	*6.3%*	6,022	*6.2%*	6,328	*6.2%*	7,609	*5.8%*	691,146	*6.6%*
HH Income $100,000 to $124,999	5,888	*7.3%*	7,942	*7.7%*	7,437	*7.6%*	7,760	*7.6%*	9,827	*7.5%*	833,599	*7.9%*
HH Income $75,000 to $99,999	10,469	*13.0%*	13,973	*13.5%*	13,029	*13.3%*	13,634	*13.4%*	17,867	*13.7%*	1.43 M	*13.6%*
HH Income $50,000 to $74,999	15,753	*19.5%*	19,777	*19.1%*	18,650	*19.1%*	19,409	*19.1%*	25,375	*19.4%*	1.92 M	*18.3%*
HH Income $35,000 to $49,999	11,989	*14.8%*	14,663	*14.2%*	14,122	*14.4%*	14,528	*14.3%*	18,765	*14.4%*	1.34 M	*12.7%*
HH Income $25,000 to $34,999	8,124	*10.1%*	9,798	*9.5%*	9,343	*9.6%*	9,618	*9.5%*	12,614	*9.7%*	907,500	*8.6%*
HH Income $15,000 to $24,999	8,521	*10.6%*	10,232	*9.9%*	9,802	*10.0%*	10,019	*9.9%*	13,202	*10.1%*	949,902	*9.0%*
HH Income $10,000 to $14,999	3,647	*4.5%*	4,249	*4.1%*	4,116	*4.2%*	4,196	*4.1%*	5,641	*4.3%*	396,665	*3.8%*
HH Income Under $10,000	4,653	*5.8%*	5,888	*5.7%*	5,707	*5.8%*	5,824	*5.7%*	7,679	*5.9%*	640,339	*6.1%*
Household Vehicles (2019)												
Households 0 Vehicles Available	4,368	*5.4%*	5,001	*4.8%*	4,912	*5.0%*	4,988	*4.9%*	6,455	*4.9%*	539,691	*5.1%*
Households 1 Vehicle Available	27,975	*34.6%*	33,222	*32.1%*	32,000	*32.7%*	32,727	*32.3%*	41,849	*32.0%*	3.41 M	*32.4%*
Households 2 Vehicles Available	32,341	*40.1%*	41,682	*40.3%*	39,430	*40.3%*	40,911	*40.3%*	52,156	*39.9%*	4.27 M	*40.6%*
Households 3 or More Vehicles Available	16,053	*19.9%*	23,526	*22.7%*	21,445	*21.9%*	22,821	*22.5%*	30,189	*23.1%*	2.31 M	*21.9%*
Total Vehicles Available	147,089		197,277		184,328		192,833		249,961		19.79 M	
Average Vehicles per Household	1.8		1.9		1.9		1.9		1.9		1.9	
Owner-Occupied Household Vehicles	105,876	*72.0%*	146,304	*74.2%*	135,242	*73.4%*	142,582	*73.9%*	186,997	*74.8%*	14.22 M	*71.8%*
Average Vehicles per Owner-Occupied Household	2.1		2.2		2.2		2.2		2.2		2.1	
Renter-Occupied Household Vehicles	41,213	*28.0%*	50,973	*25.8%*	49,086	*26.6%*	50,250	*26.1%*	62,964	*25.2%*	5.58 M	*28.2%*
Average Vehicles per Renter-Occupied Household	1.4		1.4		1.4		1.4		1.4		1.4	
Travel Time (2019)												
Worker Base Age 16 years or Over	98,099		131,587		124,386		129,143		164,055		13.78 M	
Travel to Work in 14 Minutes or Less	38,037	*38.8%*	47,136	*35.8%*	44,684	*35.9%*	46,236	*35.8%*	66,433	*40.5%*	3.25 M	*23.6%*
Travel to Work in 15 to 29 Minutes	44,412	*45.3%*	56,646	*43.0%*	54,641	*43.9%*	56,000	*43.4%*	63,895	*38.9%*	4.75 M	*34.5%*
Travel to Work in 30 to 59 Minutes	11,622	*11.8%*	19,292	*14.7%*	17,175	*13.8%*	18,701	*14.5%*	23,608	*14.4%*	3.97 M	*28.8%*
Travel to Work in 60 Minutes or More	3,677	*3.7%*	4,839	*3.7%*	4,530	*3.6%*	4,699	*3.6%*	6,292	*3.8%*	1.11 M	*8.0%*
Work at Home	2,331	*2.4%*	3,693	*2.8%*	3,282	*2.6%*	3,554	*2.8%*	4,200	*2.6%*	699,026	*5.1%*
Average Minutes Travel to Work	16.0		16.7		16.8		17.0		16.0		22.3	

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COMPLETE PROFILE

2000-2010 Census, 2019 Estimates with 2024 Projections

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Amarillo, TX	Amarillo		Amarillo		30 min drivetime		45 min drivetime		75 min drivetime		TX	
Transportation To Work (2019)												
Worker Base Age 16 years or Over	98,099		131,587		124,386		129,143		164,055		13.78 M	
Drive to Work Alone	80,843	*82.4%*	108,599	*82.5%*	102,745	*82.6%*	106,619	*82.6%*	135,243	*82.4%*	11.1 M	*80.6%*
Drive to Work in Carpool	12,062	*12.3%*	15,209	*11.6%*	14,474	*11.6%*	14,974	*11.6%*	19,655	*12.0%*	1.36 M	*9.8%*
Travel to Work by Public Transportation	661	*0.7%*	718	*0.5%*	712	*0.6%*	714	*0.6%*	807	*0.5%*	200,080	*1.5%*
Drive to Work on Motorcycle	217	*0.2%*	231	*0.2%*	230	*0.2%*	231	*0.2%*	316	*0.2%*	18,849	*0.1%*
Bicycle to Work	235	*0.2%*	350	*0.3%*	347	*0.3%*	348	*0.3%*	351	*0.2%*	34,374	*0.2%*
Walk to Work	1,189	*1.2%*	1,994	*1.5%*	1,830	*1.5%*	1,922	*1.5%*	2,445	*1.5%*	211,978	*1.5%*
Other Means	561	*0.6%*	793	*0.6%*	766	*0.6%*	780	*0.6%*	1,039	*0.6%*	153,225	*1.1%*
Work at Home	2,331	*2.4%*	3,693	*2.8%*	3,282	*2.6%*	3,554	*2.8%*	4,200	*2.6%*	699,026	*5.1%*
Daytime Demographics (2019)												
Total Businesses	9,627		11,521		11,110		11,359		14,539		1.08 M	
Total Employees	96,504		120,734		117,825		119,398		148,655		11.54 M	
Company Headquarter Businesses	38	*0.4%*	40	*0.3%*	39	*0.4%*	40	*0.4%*	49	*0.3%*	6,739	*0.6%*
Company Headquarter Employees	5,791	*6.0%*	5,883	*4.9%*	5,879	*5.0%*	5,884	*4.9%*	6,570	*4.4%*	1 M	*8.7%*
Employee Population per Business	10.0	to 1	10.5	to 1	10.6	to 1	10.5	to 1	10.2	to 1	10.7	to 1
Residential Population per Business	20.9	to 1	23.2	to 1	22.7	to 1	23.0	to 1	23.4	to 1	26.7	to 1
Adj. Daytime Demographics Age 16 Years or Over	149,936		195,732		188,661		192,760		244,765		19.98 M	
Labor Force												
Labor Population Age 16 Years or Over (2019)	153,710		206,825		195,362		202,774		260,846		22.31 M	
Labor Force Total Males (2019)	74,413	*48.4%*	103,367	*50.0%*	97,707	*50.0%*	101,360	*50.0%*	130,595	*50.1%*	10.97 M	*49.2%*
Male Civilian Employed	53,811	*72.3%*	70,449	*68.2%*	66,479	*68.0%*	69,093	*68.2%*	89,333	*68.4%*	7.48 M	*68.2%*
Male Civilian Unemployed	1,241	*1.7%*	1,518	*1.5%*	1,445	*1.5%*	1,510	*1.5%*	2,050	*1.6%*	262,458	*2.4%*
Males in Armed Forces	139	*0.2%*	153	*0.1%*	153	*0.2%*	162	*0.2%*	210	*0.2%*	70,352	*0.6%*
Males Not in Labor Force	19,222	*25.8%*	31,247	*30.2%*	29,630	*30.3%*	30,596	*30.2%*	39,002	*29.9%*	3.16 M	*28.8%*
Labor Force Total Females (2019)	79,297	*51.6%*	103,458	*50.0%*	97,655	*50.0%*	101,414	*50.0%*	130,251	*49.9%*	11.34 M	*50.8%*
Female Civilian Employed	46,295	*58.4%*	61,191	*59.1%*	57,861	*59.3%*	60,123	*59.3%*	75,147	*57.7%*	6.3 M	*55.6%*
Female Civilian Unemployed	1,565	*2.0%*	1,970	*1.9%*	1,908	*2.0%*	1,977	*1.9%*	2,588	*2.0%*	235,933	*2.1%*
Females in Armed Forces	33	-	34	-	33	-	34	-	46	-	14,953	*0.1%*
Females Not in Labor Force	31,404	*39.6%*	40,263	*38.9%*	37,853	*38.8%*	39,280	*38.7%*	52,470	*40.3%*	4.79 M	*42.2%*
Unemployment Rate	2,806	*1.8%*	3,488	*1.7%*	3,353	*1.7%*	3,487	*1.7%*	4,638	*1.8%*	498,391	*2.2%*
Occupation (2019)												
Occupation Population Age 16 Years or Over	100,102		131,640		124,340		129,216		164,480		13.78 M	
Occupation Total Males	53,809	*53.8%*	70,449	*53.5%*	66,479	*53.5%*	69,093	*53.5%*	89,333	*54.3%*	7.48 M	*54.3%*
Occupation Total Females	46,293	46.2%	61,191	46.5%	57,861	46.5%	60,123	46.5%	75,147	45.7%	6.3 M	45.7%
Management, Business, Financial Operations	10,486	10.5%	15,036	11.4%	13,727	11.0%	14,577	11.3%	18,046	11.0%	2.1 M	15.2%
Professional, Related	19,751	19.7%	26,701	20.3%	25,101	20.2%	26,163	20.2%	31,454	19.1%	2.92 M	21.2%
Service	20,438	*20.4%*	25,825	*19.6%*	24,948	*20.1%*	25,585	*19.8%*	31,146	*18.9%*	2.4 M	*17.4%*
Sales, Office	23,204	*23.2%*	30,232	*23.0%*	28,586	*23.0%*	29,644	*22.9%*	36,960	*22.5%*	3.25 M	*23.6%*
Farming, Fishing, Forestry	382	*0.4%*	917	*0.7%*	657	*0.5%*	804	*0.6%*	2,193	*1.3%*	62,537	*0.5%*
Construction, Extraction, Maintenance	11,848	*11.8%*	15,181	*11.5%*	14,382	*11.6%*	14,934	*11.6%*	19,512	*11.9%*	1.43 M	*10.3%*
Production, Transport, Material Moving	13,993	*14.0%*	17,748	*13.5%*	16,940	*13.6%*	17,508	*13.5%*	25,169	*15.3%*	1.63 M	*11.8%*
White Collar Workers	53,441	*53.4%*	71,969	*54.7%*	67,413	*54.2%*	70,384	*54.5%*	86,461	*52.6%*	8.27 M	*60.0%*
Blue Collar Workers	46,661	*46.6%*	59,671	*45.3%*	56,926	*45.8%*	58,832	*45.5%*	78,019	*47.4%*	5.52 M	*40.0%*

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RFULL9

Amarillo, TX	Amarillo		Amarillo		30 min drivetime		45 min drivetime		75 min drivetime		TX	
Units In Structure (2019)												
Total Units	73,985		94,802		89,455		92,981		121,830		8.92 M	
1 Detached Unit	58,819	*79.5%*	75,466	*79.6%*	70,808	*79.2%*	73,775	*79.3%*	96,489	*79.2%*	7.08 M	*79.3%*
1 Attached Unit	2,655	*3.6%*	3,168	*3.3%*	3,096	*3.5%*	3,160	*3.4%*	3,679	*3.0%*	285,235	*3.2%*
2 Units	2,303	*3.1%*	2,903	*3.1%*	2,811	*3.1%*	2,856	*3.1%*	3,557	*2.9%*	188,816	*2.1%*
3 to 4 Units	1,740	*2.4%*	1,993	*2.1%*	1,970	*2.2%*	2,000	*2.2%*	2,880	*2.4%*	325,864	*3.7%*
5 to 9 Units	4,668	*6.3%*	5,314	*5.6%*	5,298	*5.9%*	5,310	*5.7%*	6,012	*4.9%*	466,850	*5.2%*
10 to 19 Units	2,680	*3.6%*	3,056	*3.2%*	3,026	*3.4%*	3,047	*3.3%*	3,534	*2.9%*	617,635	*6.9%*
20 to 49 Units	2,020	*2.7%*	2,300	*2.4%*	2,286	*2.6%*	2,296	*2.5%*	2,446	*2.0%*	351,024	*3.9%*
50 or More Units	2,149	*2.9%*	2,540	*2.7%*	2,443	*2.7%*	2,523	*2.7%*	2,798	*2.3%*	510,626	*5.7%*
Mobile Home or Trailer	3,598	*4.9%*	6,520	*6.9%*	5,892	*6.6%*	6,313	*6.8%*	8,985	*7.4%*	684,624	*7.7%*
Other Structure	108	*0.1%*	171	*0.2%*	157	*0.2%*	167	*0.2%*	267	*0.2%*	21,859	*0.2%*
Homes Built By Year (2019)												
Homes Built 2014 or later	1,941	*2.3%*	3,052	*2.8%*	2,937	*2.8%*	3,029	*2.8%*	3,345	*2.4%*	520,671	*4.7%*
Homes Built 2010 to 2013	2,955	*3.4%*	3,952	*3.6%*	3,676	*3.5%*	3,883	*3.6%*	4,359	*3.1%*	579,780	*5.2%*
Homes Built 2000 to 2009	8,709	*10.1%*	12,067	*10.9%*	11,271	*10.8%*	11,847	*10.9%*	13,655	*9.6%*	2.08 M	*18.6%*
Homes Built 1990 to 1999	6,140	*7.1%*	9,196	*8.3%*	8,654	*8.3%*	9,023	*8.3%*	11,346	*8.0%*	1.63 M	*14.6%*
Homes Built 1980 to 1989	8,224	*9.5%*	11,300	*10.2%*	10,644	*10.2%*	11,087	*10.2%*	14,858	*10.5%*	1.7 M	*15.2%*
Homes Built 1970 to 1979	12,571	*14.6%*	16,386	*14.8%*	15,707	*15.1%*	16,177	*14.9%*	20,950	*14.8%*	1.55 M	*13.9%*
Homes Built 1960 to 1969	13,510	*15.7%*	16,667	*15.1%*	15,896	*15.3%*	16,345	*15.1%*	21,737	*15.3%*	940,723	*8.4%*
Homes Built 1950 to 1959	16,242	*18.8%*	18,268	*16.5%*	17,462	*16.8%*	17,965	*16.6%*	23,383	*16.5%*	824,116	*7.4%*
Homes Built 1940 to 1949	6,272	*7.3%*	7,213	*6.5%*	6,864	*6.6%*	7,100	*6.6%*	9,976	*7.0%*	338,350	*3.0%*
Homes Built Before 1939	4,174	*4.8%*	5,330	*4.8%*	4,675	*4.5%*	4,991	*4.6%*	7,039	*5.0%*	367,295	*3.3%*
Median Age of Homes	43.6	*yrs*	42.0	*yrs*	41.9	*yrs*	41.9	*yrs*	42.9	*yrs*	32.0	*yrs*
Home Values (2019)												
Owner Specified Housing Units	46,355		61,960		57,736		60,517		80,518		5.69 M	
Home Values $1,000,000 or More	563	*1.2%*	815	*1.3%*	778	*1.3%*	798	*1.3%*	839	*1.0%*	58,029	*1.0%*
Home Values $750,000 to $999,999	529	*1.1%*	616	*1.0%*	588	*1.0%*	595	*1.0%*	652	*0.8%*	95,444	*1.7%*
Home Values $500,000 to $749,999	818	*1.8%*	1,089	*1.8%*	1,053	*1.8%*	1,073	*1.8%*	1,206	*1.5%*	297,898	*5.2%*
Home Values $400,000 to $499,999	918	*2.0%*	1,383	*2.2%*	1,262	*2.2%*	1,330	*2.2%*	1,477	*1.8%*	344,262	*6.1%*
Home Values $300,000 to $399,999	3,576	*7.7%*	5,486	*8.9%*	5,138	*8.9%*	5,388	*8.9%*	5,884	*7.3%*	681,172	*12.0%*
Home Values $250,000 to $299,999	2,734	*5.9%*	4,008	*6.5%*	3,713	*6.4%*	3,904	*6.5%*	4,550	*5.7%*	553,692	*9.7%*
Home Values $200,000 to $249,999	4,910	*10.6%*	7,150	*11.5%*	6,721	*11.6%*	7,017	*11.6%*	7,796	*9.7%*	741,298	*13.0%*
Home Values $175,000 to $199,999	3,664	*7.9%*	4,864	*7.9%*	4,571	*7.9%*	4,802	*7.9%*	5,632	*7.0%*	444,616	*7.8%*
Home Values $150,000 to $174,999	4,647	*10.0%*	6,288	*10.1%*	5,813	*10.1%*	6,165	*10.2%*	7,713	*9.6%*	614,173	*10.8%*
Home Values $125,000 to $149,999	5,316	*11.5%*	7,042	*11.4%*	6,626	*11.5%*	6,914	*11.4%*	8,171	*10.1%*	507,222	*8.9%*
Home Values $100,000 to $124,999	5,726	*12.4%*	7,390	*11.9%*	6,926	*12.0%*	7,247	*12.0%*	9,459	*11.7%*	574,488	*10.1%*
Home Values $90,000 to $99,999	2,534	*5.5%*	3,325	*5.4%*	3,101	*5.4%*	3,205	*5.3%*	4,419	*5.5%*	230,605	*4.1%*
Home Values $80,000 to $89,999	2,501	*5.4%*	3,024	*4.9%*	2,800	*4.9%*	2,952	*4.9%*	4,540	*5.6%*	260,695	*4.6%*
Home Values $70,000 to $79,999	2,105	*4.5%*	2,497	*4.0%*	2,337	*4.0%*	2,443	*4.0%*	3,629	*4.5%*	216,387	*3.8%*
Home Values $60,000 to $69,999	2,938	*6.3%*	3,493	*5.6%*	3,267	*5.7%*	3,375	*5.6%*	4,929	*6.1%*	196,833	*3.5%*
Home Values $50,000 to $59,999	1,973	*4.3%*	2,408	*3.9%*	2,214	*3.8%*	2,329	*3.8%*	3,866	*4.8%*	167,013	*2.9%*
Home Values $35,000 to $49,999	1,876	*4.0%*	2,384	*3.8%*	2,158	*3.7%*	2,295	*3.8%*	4,059	*5.0%*	213,037	*3.7%*
Home Values $25,000 to $34,999	1,448	*3.1%*	1,773	*2.9%*	1,618	*2.8%*	1,735	*2.9%*	2,991	*3.7%*	132,210	*2.3%*
Home Values $10,000 to $24,999	1,264	*2.7%*	1,656	*2.7%*	1,494	*2.6%*	1,579	*2.6%*	2,927	*3.6%*	167,298	*2.9%*
Home Values Under $10,000	256	*0.6%*	436	*0.7%*	356	*0.6%*	393	*0.6%*	956	*1.2%*	80,897	*1.4%*
Owner-Occupied Median Home Value	$137,330		$143,935		$150,148		$149,827		$134,902		$173,060	
Renter-Occupied Median Rent	$683		$683		$706		$704		$670		$841	

COMPLETE PROFILE

2000-2010 Census, 2019 Estimates with 2024 Projections

Calculated using In/Out States

Lat/Lon: 35.222/-101.8313

RFULL9

Amarillo, TX	Amarillo		Amarillo		30 min drivetime		45 min drivetime		75 min drivetime		TX	
Total Annual Consumer Expenditure (2019)												
Total Household Expenditure	$4.47 B		$5.93 B		$5.57 B		$5.81 B		$7.26 B		$645.76 B	
Total Non-Retail Expenditure	$2.36 B		$3.13 B		$2.93 B		$3.06 B		$3.83 B		$340.85 B	
Total Retail Expenditure	$2.11 B		$2.81 B		$2.63 B		$2.75 B		$3.44 B		$304.91 B	
Apparel	$156.54 M		$207.99 M		$195.17 M		$203.7 M		$254.28 M		$22.87 B	
Contributions	$142.17 M		$189.62 M		$177.61 M		$185.54 M		$230.96 M		$21.01 B	
Education	$127.45 M		$170.61 M		$159.92 M		$166.99 M		$206.79 M		$19.54 B	
Entertainment	$250.11 M		$333.22 M		$312.37 M		$326.23 M		$407.07 M		$36.53 B	
Food and Beverages	$663.01 M		$878.57 M		$824.79 M		$860.55 M		$1.08 B		$95.25 B	
Furnishings and Equipment	$155.59 M		$207.29 M		$194.33 M		$202.95 M		$253.25 M		$22.67 B	
Gifts	$106.34 M		$141.57 M		$132.69 M		$138.55 M		$172.03 M		$15.84 B	
Health Care	$382.56 M		$506.85 M		$475.55 M		$496.34 M		$622.21 M		$54.26 B	
Household Operations	$174.09 M		$231.36 M		$216.98 M		$226.52 M		$282.81 M		$25.33 B	
Miscellaneous Expenses	$84.23 M		$111.86 M		$104.94 M		$109.54 M		$136.79 M		$12.18 B	
Personal Care	$59.96 M		$79.61 M		$74.7 M		$77.96 M		$97.43 M		$8.66 B	
Personal Insurance	$30.56 M		$40.96 M		$38.34 M		$40.08 M		$49.87 M		$4.54 B	
Reading	$9.7 M		$12.88 M		$12.08 M		$12.61 M		$15.76 M		$1.4 B	
Shelter	$945.41 M		$1.25 B		$1.18 B		$1.23 B		$1.53 B		$136.34 B	
Tobacco	$28.59 M		$37.37 M		$35.2 M		$36.64 M		$46.25 M		$3.91 B	
Transportation	$817.68 M		$1.09 B		$1.02 B		$1.06 B		$1.33 B		$117.8 B	
Utilities	$337.5 M		$445.35 M		$418.39 M		$436.31 M		$547.95 M		$47.62 B	
Monthly Household Consumer Expenditure (2019)												
Total Household Expenditure	$4,615		$4,781		$4,745		$4,774		$4,634		$5,111	
Total Non-Retail Expenditure	$2,432	*52.7%*	$2,519	*52.7%*	$2,500	*52.7%*	$2,515	*52.7%*	$2,440	*52.7%*	$2,698	*52.8%*
Total Retail Expenditures	$2,183	*47.3%*	$2,262	*47.3%*	$2,245	*47.3%*	$2,259	*47.3%*	$2,193	*47.3%*	$2,413	*47.2%*
Apparel	$162	*3.5%*	$168	*3.5%*	$166	*3.5%*	$167	*3.5%*	$162	*3.5%*	$181	*3.5%*
Contributions	$147	*3.2%*	$153	*3.2%*	$151	*3.2%*	$152	*3.2%*	$147	*3.2%*	$166	*3.3%*
Education	$132	*2.9%*	$137	*2.9%*	$136	*2.9%*	$137	*2.9%*	$132	*2.8%*	$155	*3.0%*
Entertainment	$258	*5.6%*	$268	*5.6%*	$266	*5.6%*	$268	*5.6%*	$260	*5.6%*	$289	*5.7%*
Food and Beverages	$684	*14.8%*	$708	*14.8%*	$703	*14.8%*	$707	*14.8%*	$687	*14.8%*	$754	*14.7%*
Furnishings and Equipment	$161	*3.5%*	$167	*3.5%*	$166	*3.5%*	$167	*3.5%*	$162	*3.5%*	$179	*3.5%*
Gifts	$110	*2.4%*	$114	*2.4%*	$113	*2.4%*	$114	*2.4%*	$110	*2.4%*	$125	*2.5%*
Health Care	$395	*8.6%*	$408	*8.5%*	$405	*8.5%*	$408	*8.5%*	$397	*8.6%*	$429	*8.4%*
Household Operations	$180	*3.9%*	$186	*3.9%*	$185	*3.9%*	$186	*3.9%*	$180	*3.9%*	$200	*3.9%*
Miscellaneous Expenses	$87	*1.9%*	$90	*1.9%*	$89	*1.9%*	$90	*1.9%*	$87	*1.9%*	$96	*1.9%*
Personal Care	$62	*1.3%*	$64	*1.3%*	$64	*1.3%*	$64	*1.3%*	$62	*1.3%*	$69	*1.3%*
Personal Insurance	$32	*0.7%*	$33	*0.7%*	$33	*0.7%*	$33	*0.7%*	$32	*0.7%*	$36	*0.7%*
Reading	$10	*0.2%*	$10	*0.2%*	$10	*0.2%*	$10	*0.2%*	$10	*0.2%*	$11	*0.2%*
Shelter	$976	*21.1%*	$1,009	*21.1%*	$1,002	*21.1%*	$1,008	*21.1%*	$978	*21.1%*	$1,079	*21.1%*
Tobacco	$30	*0.6%*	$30	*0.6%*	$30	*0.6%*	$30	*0.6%*	$30	*0.6%*	$31	*0.6%*
Transportation	$844	*18.3%*	$875	*18.3%*	$868	*18.3%*	$874	*18.3%*	$849	*18.3%*	$932	*18.2%*
Utilities	$348	*7.5%*	$359	*7.5%*	$357	*7.5%*	$358	*7.5%*	$350	*7.5%*	$377	*7.4%*

D: Demographic Snapshot Table

Market Area Demographic Snapshot

Demographic Characteristics	30 min drivetime	45 min drivetime	75 min drivetime	Texas
Population				
Estimated Population (2019)	252,260	262,000	340,000	28.87 M
Projected Population (2024)	261,682	271,000	350,000	30.98 M
Projected Annual Growth (2019-2024)	0.7%	0.7%	0.6%	1.5%
Households				
Estimated Households (2019)	97,786	101,000	131,000	10.53 M
Projected Households (2024)	101,223	105,000	134,000	11.27 M
Average Household Size (2019)	2.58	2.6	2.6	2.7
Age				
Median Age	34.6	34.7	34.4	34.0
Youth Population (0 - 19)	71,077	74,000	98,000	8.2 M
Youth Population (0 - 19) as Percentage	28%	28%	29%	28%
Income				
Estimated Median HH Income (2019)	$62,379	$62,898	$61,151	$62,748
Projected Median HH Income (2024)	$72,415	$73,004	$71,017	$73,064
Spending				
Total Household Expenditure (Monthly)	$4,745	$4,774	$4,634	$5,111
Total Non-Retail Expenditure (Monthly)	$2,500	$2,515	$2,440	$2,698
Total Retail Expenditure (Monthly)	$2,245	$2,259	$2,193	$2,413

Source: SitesUSA

E: Climate Table

Amarillo Weather Averages by Month

Month	Average High Temperature (F)	Average Low Temperature (F)	Average Precipitation (Inches)
January	50	22	0.6
February	54	27	0.6
March	62	33	1.1
April	71	42	1.2
May	79	52	2.6
June	88	61	3.4
July	91	66	2.8
August	89	64	3.0
September	82	57	1.9
October	72	45	1.5
November	60	32	0.7
December	51	25	0.6

Source: Weatherbase.com, 2019

F: Baseball Participation Analysis

Amarillo

Athletics Facility Analysis
Participation Analysis

Primary Service Area Participation - Baseball

NSGA	Total Participants		Ages								
			7-11	12-17	18-24	25-34	35-44	45-54	55-64	65-74	75+
Total Population	233,987		18,600	21,987	24,729	38,933	34,472	29,937	30,420	21,493	15,271
Total Participants as %	3.3%		614	726	816	1,285	1,138	988	1,004	709	504
Total Participants	**7,722**										
Male			9,584	11,299	12,530	20,302	17,984	15,423	15,196	9,994	6,142
Female			9,016	10,688	12,199	18,631	16,487	14,514	15,224	11,499	9,129
Frequent Participants	**1,544**		**454**	**570**	**251**	**101**	**117**	**17**	**35**	**0**	**0**
(20+)	20.0%		29%	37%	16%	7%	8%	1%	2%	0%	0%
Occassional Participants	**3,019**		**401**	**482**	**499**	**585**	**444**	**347**	**154**	**106**	**0**
(5 to 19)	39.1%	#	13%	16%	17%	19%	15%	12%	5%	4%	0%
Infrequent Participants	**3,158**		**696**	**968**	**359**	**531**	**375**	**163**	**61**	**5**	**0**
(2 to 4)	40.9%		22%	31%	11%	17%	12%	5%	2%	0%	0%

Source: NSGA Sports Participation in the United States (2013)

G: Volleyball Participation Analysis

Amarillo

Athletics Facility Analysis
Participation Analysis

Primary Service Area Participation - Volleyball

NSGA	Total Participants		Ages							
		7-11	12-17	18-24	25-34	35-44	45-54	55-64	65-74	75+
Total Population	233,987	18,600	21,987	24,729	38,933	34,472	29,937	30,420	21,493	15,271
Total Participants as %	**4.0%**	744	879	989	1,557	1,379	1,197	1,217	860	611
Total Participants	**9,359**									
Male		9,584	11,299	12,530	20,302	17,984	15,423	15,196	9,994	6,142
Female		9,016	10,688	12,199	18,631	16,487	14,514	15,224	11,499	9,129
Frequent Participants	**2,770**	**814**	**1,022**	**450**	**182**	**210**	**30**	**63**	**0**	**0**
(20+)	29.6%	29%	37%	16%	7%	8%	1%	2%	0%	0%
Occassional Participants	**2,911**	**386**	**465**	**482**	**564**	**428**	**335**	**148**	**102**	**0**
(5 to 19)	31.1% #	13%	16%	17%	19%	15%	12%	5%	4%	0%
Infrequent Participants	**3,678**	**810**	**1,127**	**418**	**619**	**437**	**190**	**72**	**6**	**0**
(2 to 4)	39.3%	22%	31%	11%	17%	12%	5%	2%	0%	0%

Source: NSGA Sports Participation in the United States (2013)

H: Basketball Participation Analysis

Amarillo

Athletics Facility Analysis
Participation Analysis

Primary Service Area Participation - Basketball

NSGA	Total Participants	Ages 7-11	12-17	18-24	25-34	35-44	45-54	55-64	65-74	75+
Total Population	233,987	18,600	21,987	24,729	38,933	34,472	29,937	30,420	21,493	15,271
Total Participants as %	7.5%	1,395	1,649	1,855	2,920	2,585	2,245	2,282	1,612	1,145
Total Participants	**17,549**									
Male		9,584	11,299	12,530	20,302	17,984	15,423	15,196	9,994	6,142
Female		9,016	10,688	12,199	18,631	16,487	14,514	15,224	11,499	9,129
Frequent Participants	**4,247**	**1,248**	**1,567**	**690**	**278**	**322**	**45**	**96**	**0**	**0**
(20+)	24.2%	29%	37%	16%	7%	8%	1%	2%	0%	0%
Occassional Participants	**7,353**	**976**	**1,175**	**1,216**	**1,426**	**1,082**	**846**	**375**	**258**	**0**
(5 to 19)	41.9% #	13%	16%	17%	19%	15%	12%	5%	4%	0%
Infrequent Participants	**5,949**	**1,310**	**1,823**	**676**	**1,001**	**706**	**308**	**116**	**9**	**0**
(2 to 4)	33.9%	22%	31%	11%	17%	12%	5%	2%	0%	0%

Source: NSGA Sports Participation in the United States (2013)

I: Primary Market Area Participation

Amarillo Total Participation

PRIMARY MARKET AREA

Primary (45 mile)

	Total Participants	Frequent Participants	Frequent Participants Ages 7-17	Occasional Participants	Infrequent Participants
Baseball	7,722	1,544	1,019	3,019	3,158
Softball	6,084	535	305	1,539	4,009
Diamonds Subtotal	**13,805**	**2,080**	**1,324**	**4,558**	**7,167**
Basketball	17,549	4,247	2,208	7,353	5,949
Volleyball	9,359	2,770	1,164	2,911	3,678
Cheerleading	2,106	446	433	615	1,042
Courts Subtotal	**29,014**	**7,464**	**3,805**	**10,879**	**10,670**

J: Secondary Market Area Participation

Amarillo Total Participation

SECONDARY MARKET AREA

Secondary (75 mile)

	Total Participants	Frequent Participants	Frequent Participants Ages 7-17	Occasional Participants	Infrequent Participants
Baseball	9,983	1,997	1,318	3,904	4,083
Softball	7,866	692	395	1,990	5,184
Diamonds Subtotal	**17,849**	**2,689**	**1,712**	**5,894**	**9,267**
Basketball	22,690	5,500	2,855	9,507	7,692
Volleyball	12,101	3,600	1,504	3,763	4,756
Cheerleading	2,723	600	560	795	1,348
Courts Subtotal	**37,514**	**9,700**	**4,920**	**14,065**	**13,795**

K: Tertiary Market Area Participation

Amarillo Total Participation

TERTIARY MARKET AREA

Tertiary (120 mile)

	Total Participants	Frequent Participants	Frequent Participants Ages 7-17	Occasional Participants	Infrequent Participants
Baseball	22,756	4,551	3,004	8,897	9,307
Softball	17,929	1,578	899	4,536	11,815
Diamonds Subtotal	**40,684**	**6,129**	**3,903**	**13,433**	**21,122**
Basketball	51,717	12,516	6,508	21,669	17,532
Volleyball	27,582	8,164	3,429	8,578	10,840
Cheerleading	6,206	1,316	1,276	1,812	3,072
Courts Subtotal	**85,506**	**21,996**	**11,213**	**32,060**	**31,444**

L: Comparable Facility Benchmarking

Comparable Facility Tournament Benchmarking

	Art Van	Love Hatbox	Ripken Experience
Total Tournaments	18	17	25
Total Teams	650	600	1,000
Total Participants	**8,000**	**7,200**	**12,000**

	Field House USA	Round Rock	Ralia
Total Tournaments	35	28	20
Total Teams	3,302	1,400	600
Total Participants	**29,000**	**14,000**	**6,000**

M: Hotel Summary Data

Amarillo Hotel Summary Data by Zip Code

Summary Metrics	Downtown 79101	Downtown 79102	West Side 79106	TIRZ (West) 79104	TIRZ (East) 79118
Inventory					
# of Hotels	3	5	14	7	5
# of Rooms	367	616	1377	763	424
Revenue					
Revenue (2017)	$5,356,267	$7,137,527	$23,722,736	$6,150,757	$11,127,170
Revenue (2018)	$11,959,845	$6,484,254	$23,572,036	$6,070,010	$12,558,509
% Revenue Change	123.29%	-9.15%	-0.64%	-1.31%	12.86%
Summary Metrics					
Approx. Average Daily Rate (2017)	$138.00	$50.15	$73.60	$38.57	$116.50
Average Daily Rate (2018)	$133.99	$53.04	$77.28	$42.13	$119.05
% ADR Change	-3.0%	5.80%	5.0%	9.2%	2.2%
RevPAR (2017)	$91.61	$28.12	$47.97	$22.09	$78.00
RevPAR (2018)	$89.34	$28.84	$47.47	$21.80	$81.15
$ Change	-$2.27	$0.72	-$0.50	-$0.29	$3.15
Occupancy (2017)	66.3%	56.1%	65.2%	57.3%	66.9%
Occupancy (2018)	66.7%	54.4%	61.4%	51.7%	68.2%
Pt. Change	0.4%	-1.7%	-3.8%	-5.6%	1.3%

N: Hotel Demand Impact

Potential Hotel Impact

Baseball Diamonds	Tournament Potential	Total Potential Visitors	Potential Hotel Nights	Potential Net New Room Demand
Conservative	8	13,270	3,306	48
Aggressive	17	26,500	6,602	62

Indoor Courts	Tournament Potential	Total Potential Visitors	Potential Hotel Nights	Potential Net New Room Demand
Conservative	13	16,800	4,185	51
Aggressive	25	33,570	8,363	70
Conservative Total	21	30,070	7,491	99
Aggressive Total	42	60,070	14,964	131

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