

City of Amarillo, Texas Market Guide



WHAT'S IN OUR COMMUNITY?¹

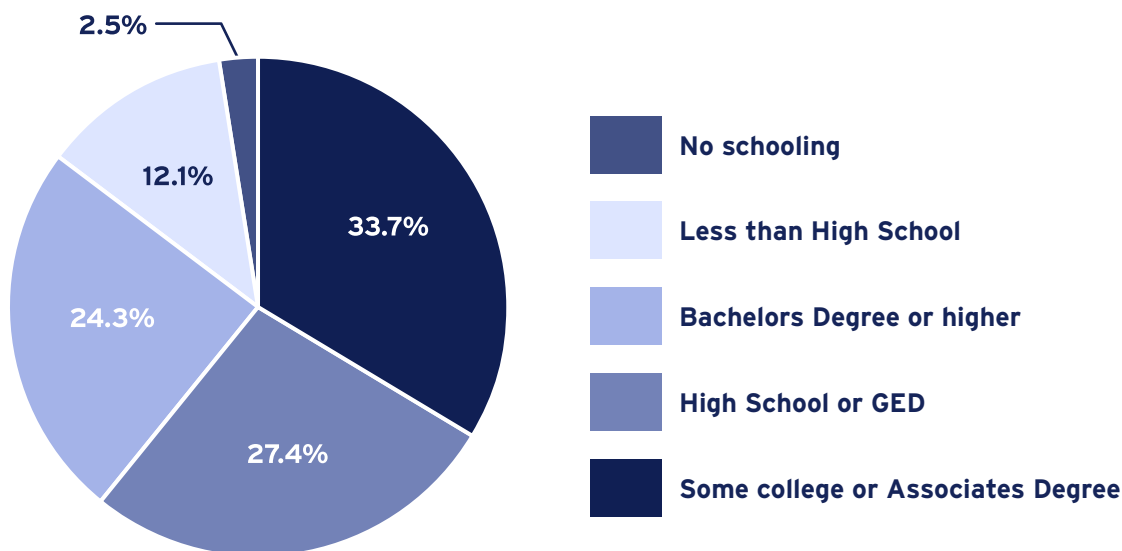
	5 Mile Radius	10 Mile Radius	15 Mile Radius
Restaurants/Food & Beverage	497	629	632
Entertainment Venues	99	124	128
Spiritual Centers	230	289	300
Playgrounds/Parks	21	27	30
Healthcare Facilities	232	351	351
Sports Facilities	92	147	153

DEMOGRAPHIC PROFILE²

	5 Mile Radius	10 Mile Radius	15 Mile Radius
2020 Population	149,804	224,885	242,919
Number of Households	58,515	86,163	92,392
Average Housing Unit Value	\$193,931	\$219,901	\$230,086
Average Household Income	\$66,539	\$80,549	\$83,248
Largest HH Group by Income	\$50k-\$75k	\$100k-\$150k	\$100k-\$150k
Area Disposable Income	\$54,836	\$67,114	\$67,114

EDUCATION

Education Attainment Breakdown - Amarillo, TX³



Labor Profile

LABOR FORCE POPULATION ⁴

5 Mile Radius	10 Mile Radius	15 Mile Radius
79,440	117,721	127,766

TOP AMARILLO EMPLOYERS ⁵

Employer Name	FT Employees
Amarillo Independent School District	4,500
Tyson Foods, Inc	4,300
CNS Pantex	3,844
BSA Health System/Harrington Cancer Center	3,100
Northwest Texas Healthcare System	2,150
City of Amarillo	1,953
Xcel Energy/Southwestern Public Service Co.	1,431
Affiliated Foods/TriState Baking/Plains Dairy	1,250
Canyon Independent School District	1,168
Amarillo VA Health Care System	984
Bell Helicopter Textron, Inc.	900
United Supermarkets of Amarillo	900
Happy State Bank	897
Maxor National Pharmacy Services Corp.	860
West Texas A&M University Foundation	856

COST OF LIVING OVERVIEW

Move From	Move To	Comparison
San Francisco, CA	Amarillo, TX	-97.0%
Washington, DC	Amarillo, TX	-55.7%
Miami, FL	Amarillo, TX	-25.9%
Chicago, IL	Amarillo, TX	-22.9%
Boston, MA	Amarillo, TX	-63.6%
New York, NY	Amarillo, TX	-87.5%
Dallas, TX	Amarillo, TX	-17.5%

To learn more, scan the QR code, or visit amarillo.gov/econ-dev



TOP AMARILLO INDUSTRIES ⁶

- Agriculture
- Technology
- Logistics & Distribution
- Manufacturing
- Food Processing
- Professional Services
- Bioscience
- Energy
- Aviation & Aerospace

CITY CONTACT INFORMATION

For information on possible incentives, the development process, local ordinances, and more please contact:

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Climate Profile ⁷

Wind

The Texas Panhandle is one of the windiest regions in the United States. As westerly winds flow over the Rocky Mountains, low pressure forms to the east of the mountains in the high plains. This very persistent low pressure is what leads to the strong average wind speeds from the southwest and west. Wind speeds of 50 mph or more occur each year, often with clear skies, warm temperatures, and blowing dust. These strong winds are most common in the winter and spring. Strong cold fronts can also bring northerly winds of 40 mph or more during the winter months. The windy conditions provide a perfect transport mechanism for one of the area's most well-known plants, the tumbleweed.

Snow

Snowfall averages 17.9 inches annually in Amarillo. Snow is most frequent during the winter months, but some of the heavier snowfalls have occurred in March. Roughly two thirds of winter precipitation falls in the form of snow. Snow has fallen as early as September and as late as May. Snow usually melts within a few days. Heavier snowfalls of 10 inches or more, often with near blizzard conditions, average once every 5 years and can last 2 to 3 days. Severe ice storms are uncommon, but freezing drizzle and freezing fog sometimes leave a light coating of ice during winter cold spells.

Temperatures

Temperatures in the high plains vary greatly depending on the time of year. Average high temperatures in the summer rise into the low 90s with temperatures topping 100 degrees on average 5 times per year. High temperatures in the winter average in the upper 40s but can vary widely from the teens to the 70s or even 80 degrees (often accompanied by strong southwesterly winds). The average date of the first freezing temperatures in the fall is October 20. The average last freeze in the spring is April 18.

The Amarillo area is subject to extreme and rapid temperature changes, especially during the fall and winter months when cold fronts from the northern Rocky Mountain and Plains states sweep across the area. Temperature drops of 50 to 60 degrees within a 12-hour period are not uncommon. Temperature drops of 40 degrees have occurred within a few minutes.

Humidity averages are low, occasionally dropping below 15 percent in the spring. Low humidity moderates the effect of high summer afternoon temperatures, permits evaporative cooling systems to be very effective, and provides many pleasant evenings and nights.

Precipitation

The average annual precipitation for Amarillo is 19.71 inches. Three-fourths of the average precipitation falls from April to September, generally occurring with thunderstorm activity. Measurable precipitation falls on an average of 72 days per year, which averages out to a little more than once per week.

Severe local storms are infrequent throughout the cool season, but occasional thunderstorms with large hail, lightning, and damaging wind occur during the warm season, especially during the Spring. These storms are often accompanied by very heavy rain, which can produce local flooding, particularly of roads and streets. Tornadoes are most common from April to June.

The dry-line is a feature which forms as a result of the gradually sloping terrain and warm, dry air flowing down from the southern Rocky Mountains. The dry-line forms at the intersection of moist air on southeasterly winds from the Gulf of Mexico and warm, dry air on southwesterly winds. Thunderstorms can occur near the dry-line and these thunderstorms produce the majority of the tornadoes in the Southern Plains in the spring and early summer.

Growth Outlook

Employer Name	Opening Year	Full-Time Jobs	Min. Investment
Bovina Burgers & SSI Food, LLC	2020	150	\$42MM
Amazon	2022	500	\$70MM
NexCore Group, LLC	2023	27	\$31MM
Cacique	2023	200	\$88MM
Encompass Health	2024	90	\$26MM
Austin Hose	2024	40	\$20MM
PLANT-AS	2026	80	\$510MM
Producer Owned Beef, LLC	2026	1,000	\$500MM
Albers Aerospace	2026	400	\$50MM
Coast Packing	2026	20	\$14MM
CVMR	2027	500	\$250MM
		3,007	\$1.6B

Govt. Profile

AMARILLO GOVERNMENT ⁸

The City of Amarillo operates under the Council-Manager form of government. Amarillo was the first City in Texas to adopt the Council-Manager form of government in November 1913. A part of the great reform movement of the early 20th century, Council-Manager form of government sought to rid local government of patronage and corruption by appointing a professional City Manager to oversee daily operations without political interference. The Council-Manager form of government has served Amarillo well for more than a century. It continues to provide our citizens with responsive and responsible local government.

The Amarillo City Charter adopted by the citizens of Amarillo in 1913 establishes three branches of government: Legislative (elected City Council); Administrative (appointed City Manager); and Judicial (appointed Municipal Court Judge). Amarillo City Charter further states the City Manager is the Chief Administrative Officer of the local government. All City employees are appointed by the City Manager except the Municipal Court Judge, who is appointed by the City Council.

TAX RATES WITHIN AMARILLO CITY LIMITS

Taxing Entity	Per \$100 Valuation
Amarillo Independent School District	\$0.92580
Amarillo College	\$0.22031
City of Amarillo	\$0.39195
Potter County	\$0.61692
Randall County	\$0.40148

PERSONAL INCOME TAX ⁹

The state of Texas is one of only seven states without a personal income tax. The sales and use tax accounts for over 50% of total state revenue. Other major revenue generators for the state include the motor fuel tax, oil and natural gas severance taxes, and the corporate franchise tax. At the local level, revenues are generated primarily by the ad valorem property tax and local sales tax.

SALES TAX ⁹

The state sales tax rate is 6.25%, with the city of Amarillo assessing an additional 2%. This tax is levied on the sale, rental and use of most tangible property, labor and selected services. However, current exemptions in the sales tax statutes include: Machinery and equipment used directly in the manufacturing process or for pollution control; and items that become a component part of a manufactured item, are consumed in the manufacturing process or delivered out of state.

¹ ESRI Business Analyst

² ESRI Business Analyst

³ <https://www.towncharts.com/Texas/Education/Amarillo-city-TX-Education-data.html#Figure5>

⁴ ESRI Business Analyst

⁵ <https://www.amarillo-chamber.org/major-employers.html>

⁶ <https://www.amarilloedc.com/business-and-industry>

⁷ https://www.weather.gov/ama/climo_narrative

⁸ <https://www.amarillo.gov/departments/city-managers/history>

⁹ <https://www.amarillo-chamber.org/tax-information>