

Center City 2021

Center City of Amarillo Annual Report 2021

Center City of Amarillo Inc.

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

Mission: Center City of Amarillo brings people to historic downtown Amarillo to live, work, play, learn, invest and worship.

In 2021, Center City continued to revitalize Amarillo's historic downtown with events, façade grants, collaboration with downtown partners and promotions.

Events:

- Center City sponsored a series of nine High Noon on the Square concerts every Wednesday in June & July. Crowds averaged 300 to 400 guests weekly.
- Center City sponsored the Amarillo Community Market every Saturday from June through mid-September. Market provided a quality of life experience as well as a start-up for local entrepreneurs.
- Center City sponsored four jazz concerts in Jazztober with an average of 100 guests each week.
- Center City held a reverse Electric Light Parade at Christmas to give families a way to safely enjoy a parade during the pandemic. The floats were stationary and families drove through in their cars.

Façade Grants:

- Center City awarded a façade grant of \$19,500 to West Texas A&M University downtown center for a parking plaza for the new School of Nursing
- Center City awarded a façade grant of \$20,000 to The Pergola Shop to give an old building a new life as a workshop and showroom.
- Center City awarded a façade grant of \$20,000 to Braceros restaurant to restore an iconic neon sign.
- Center City awarded a façade grant of \$7,500 for signage at the Ice Ranch, a new year-round indoor ice rink on the grounds of the historic Santa Fe Depot.

Collaborations:

- The Amarillo Cultural District, under the auspices of Center City, worked with the Amarillo Area Foundation to recommend \$300,000 in funding for the arts
- The Center City Tax Increment Reinvestment Zone provided funding to assist with relocation of the West Texas A&M University Nursing School to downtown.
- High Noon on the Square & Amarillo Community Market worked with local entertainers to provide free entertainment to the community.



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Promotions:

- Center City promoted the Downtown Dining District as restaurants began to reopen during the pandemic. Three new restaurants opened in the District.
- Center City worked with local news media outlets to publicize great things happening in the historic downtown district.
- Center City hosted a grand opening benefit for The Barfield, a 1927 office building that has a new life as a luxury hotel in downtown.
- Center City participated in The Panhandle Gives as part of its annual membership drive with a new video and social media promotion.

Financial Overview

The following is an overview of Center City of Amarillo 's income and expenses for the fiscal year that ended September 30, 2021:

Revenues	
Contributions & Grants	\$326,569
Net loss on events canceled in pandemic	-\$8,978
Investment Income	\$ 2,007
Total revenues and support	\$319,598
Expenses	
Façade Grants	\$70,000
Management and general expenses	\$164,844
Fund raising expenses	\$60,261
Total expenses	\$295,105
Net assets at end of year (accumulated)	\$24,493



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Center City 2021

Board of Directors

Cal Brannon, President
Ed Dowdy, President-Elect
Erica Radach, Treasurer
Matt Mathias, Secretary
Allison Davis, Past President
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Andrew Hall
Julie Imke
Tom Knapp
Katt Massey
Han Owens
Zac Rose
Randy Sharp
Tonya Tyler
Linda Vaughn
Tol Ware
Brenda Graham, Ex-Officio
Ginger Nelson, Ex-Officio
Ben Whittenburg, Ex-Officio
Beth Duke, Exec. Director

Center City of Amarillo is tax exempt under Section 501(c)(3) of the Internal Revenue Code. Donations are tax deductible to the extent allowed by law.



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