
AMARILLO
E C O N O M I C
D E V E L O P M E N T



2021

ANNUAL REPORT

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AMARILLO ECONOMIC DEVELOPMENT CORPORATION MISSION STATEMENT

The mission of the Amarillo Economic Development Corporation is to promote business expansion in the greater Amarillo area that builds a stronger, more diversified economy and increases the economic vitality and wealth of the community.



LETTER FROM THE PRESIDENT

For over 30 years the Amarillo Economic Development Corporation has been dedicated to growing Amarillo's economy, one business at a time. Through new business attraction, local business expansion, and the creation of workforce programs - the Amarillo EDC views each project as an opportunity to build Amarillo's future.

2021 proved to be a year of tremendous growth that is set to leave a lasting impact on not only Amarillo but the entire Texas Panhandle. While the nation was in recovery mode from the COVID-19 pandemic, our community continued to thrive.

The past year was marked by several successes on all fronts of the Amarillo EDC's primary focus areas. In 2021, the Amarillo EDC announced six major projects with a total capital investment of over \$201MM. Among these projects, we welcomed Amazon to our community, which began building a one-million-square-foot fulfillment center in Northeast Amarillo. Family-owned Latin cheese producer, Cacique, also made Amarillo its new home and we celebrated with a groundbreaking at our South Georgia Business Park. In May of 2021, we ensured that the American Quarter Horse Association would remain in Amarillo for the next ten years. In July of 2021, we assisted RCC Brass in expansion, helped Torkworx open an Amarillo location, and assisted North Heights Linen with a job creation incentive. The Amarillo EDC also facilitated the tax abatement process for Encompass Health, which will build a new state-of-the-art health facility in the medical district. In total, these projects have created 930 new jobs for our community.

In 2021, we continued refining our workforce initiatives. Over the past year, 5,712 jobs from 33 local companies were posted to the Take Root In Amarillo job board. The Take Root In Amarillo site was updated regularly with content about Amarillo, gaining over 5,000 website views from both local residents and those looking to relocate to Amarillo. In June, this hard work was honored by the Texas Economic Development Council with the Workforce Excellence award.

In addition, we hosted the second annual Uncover Amarillo: Intern Experience, where 40 interns from 16 different companies came together for three community-based events. Lastly, we were able to partner with the Texas Workforce Commission to secure a High Demand Job Training grant for Amarillo Independent School District's aviation and welding programs.

I would like to thank the Amarillo EDC Board of Directors, the City of Amarillo, the City Council, Potter County Commissioners, Randall County Commissioners, and Amarillo College for their continued help and support. The success of the Amarillo EDC is dependent on our community partners' support. This past year was filled with tremendous growth for our city, I can't wait to see what 2022 has in store.



KEVIN CARTER
PRESIDENT & CEO

2021 BOARD OF DIRECTORS

STATEMENT FROM THE CHAIRMAN

Over the past three years, I have had the privilege of serving on the Amarillo Economic Development Corporation's Board of Directors. As Chairman of the Board, I have witnessed the hard work and dedication the Amarillo EDC has for this community and 2021 was certainly no exception. We enter 2022 with the tremendous momentum of six project announcements, encompassing the Amarillo EDC's primary focus areas – business attraction, retention, and expansion. I'm looking forward to seeing the continued impact the growth of these businesses will have on our city. On behalf of the Amarillo EDC Board of Directors, we would like to thank the Amarillo EDC staff and community partners for their commitment to our city. The strides we've made together in 2021 will set Amarillo up for continued success in the future.



SCOTT BENTLEY
CHAIRMAN OF THE BOARD



ANDREW HALL
VICE-CHAIRMAN



LAURA STREET
DIRECTOR



LLOYD BROWN
DIRECTOR



BRIAN HEINRICH
DIRECTOR

STAFF MEMBERS



KEVIN CARTER
President & CEO



DOUG NELSON
Senior Vice President of
Financial Services



MICHAEL KITTEN
Vice President of Project
Development



HOLLIE SHANKLE
Director, Business
Development



PAUL SIMPSON
Director, Business
Retention & Expansion



SABRINA MECK PEREZ
Director, Workforce
Attraction & Retention



SAVANNAH TARBET
Director, Marketing &
Communication



ANDY ARIAS
Loan Officer,
Financial Services



CHRIS LYLES
Office Administrator

2021 ECONOMIC ANALYSIS

\$91,925,630

SALES TAX COLLECTION

\$8,717,588

HOTEL/MOTEL TAX COLLECTION

410

BUILDING PERMITS - HOUSING STARTS

381

BUILDING PERMITS - COMMERCIAL UNITS

8,415

NEW VEHICLE SALES

20,149

USED VEHICLE SALES

ECONOMIC IMPACT OF 2021 PROJECTS

AMARILLO EDC INVESTMENT

\$16MM

PROJECT CAPITAL INVESTMENT

\$201MM

NEW JOBS CREATED

930

PROJECTED NEW PAYROLL

\$34MM

RETAINED PAYROLL

\$9MM

10-YEAR ORGANIZATIONAL IMPACT

AMARILLO EDC INVESTMENT

\$146MM

COMBINED CAPITAL EXPENDITURE

\$514MM

NEW JOBS CREATED

2,479

EXISTING JOBS RETAINED

3,222

RETAINED PAYROLL

\$275MM

PROJECT BREAKDOWN

AMAZON

Amazon.com is a technology company that focuses on e-commerce, cloud computing, digital streaming, and artificial intelligence. In January of 2021, Amazon announced that it was building a one-million-square-foot fulfillment center in northeast Amarillo, Texas.

500	\$13,500,000	\$100,000,000
projected new jobs	projected new payroll	total capital investment

AMERICAN QUARTER HORSE ASSOCIATION

The American Quarter Horse Association is the largest equine breed registry in the world with international headquarters located in Amarillo. Because of community-wide and Amarillo EDC efforts, the AQHA Headquarters will remain in Amarillo for the next 10 years.

Public/Private partnership	\$9,000,000	\$25,000,000
	retained payroll	annual economic output

CACIQUE

Cacique is a family-owned company in the food processing & distribution industry. They are the number one producer of Latin cheeses in America. Cacique will construct a 200,000 square-foot facility in the South Georgia Business Park.

200	\$9,000,000	\$88,000,000
projected new jobs	projected new payroll	total capital investment

PROJECT BREAKDOWN

NORTH HEIGHTS LINEN SERVICE

North Heights Linen Service will be a worker-owned co-op that provides linen services to local and regional hospitals. The 25,000 square foot facility had a ribbon-cutting in mid-June of 2021 at 601 West Amarillo Boulevard.

100
projected
new jobs

\$5,000,000
projected
new payroll

\$3,000,000
total capital
investment

TORKWORX

Since 2008, Torkworx LP has become a market leader in providing torque and tension solutions to the power generation industry specifically focused on the wind turbine sector. Torkworx will open a second location in Amarillo to tend to the area's wind energy market.

80
projected
new jobs

\$4,400,000
projected
new payroll

\$3,000,000
total capital
investment

RCC BRASS

RCC Brass manufactures brass cartridges for any firearm, from vintage to wildcat designs, specializing in obsolete and hard-to-find cartridges, wildcat development, customized head stamps, and more. RCC Brass machines all cases on CNC lathes and mills, producing consistent case head hardness, weight, volume, and concentricity. The Amarillo EDC assisted RCC Brass in job expansion to grow their workforce.

50
projected
new jobs

\$2,250,000
projected
new payroll

\$10,000,000
total capital
investment

WORKFORCE INITIATIVES

UNCOVER AMARILLO: INTERN EXPERIENCE

To address employee retention, companies provide internships and aim to retain them as future workforce in this community. The Uncover Amarillo: Intern Experience program brings interns together from multiple companies to meet others their age, connect with other Amarillo young professionals, and experience different parts of the city. Interns also receive information about temporary housing, an Amarillo Chamber of Commerce list of apartments, things to do, and a personalized list of local restaurants.

- o June 22nd Kickoff and meet & greet at Cask & Cork rooftop in the southwest Amarillo dining district. Interns connected with other interns their age from different companies and industries as well as Elevate Amarillo young professionals.
- o June 26th Taste of Brunch Expo at From 6th Collective, a retail facility that spotlights various retailers throughout the Panhandle region. Interns enjoyed food from Chef Aaron Adamson and specialty cocktails from Still Austin Whiskey Co. They also received a special Uncover Amarillo discount and two interns won a From 6th Collective giveaway.
- o July 8th Downtown Restaurant Crawl – Interns received an exclusive Downtown Dining District experience with their fellow interns and Elevate Amarillo young professionals and enjoyed tastings from Sunday's Kitchen, Six Car Pub & Brewery, and Crush.

40 INTERNS
16 COMPANIES
3 COMMUNITY EVENTS

"I have enjoyed it a lot here. There are a lot of cute restaurants/stores that I didn't know about before. I like the atmosphere and the people. This is my second year here, and I hope to eventually be here full time."

- 21-year-old intern, Texas A&M University



WORKFORCE INITIATIVES



TAKE ROOT IN AMARILLO WEBSITE BREAKDOWN

LIVING-WAGE JOB BOARD

5,712

JOBS POSTED TO THE JOB BOARD

2,814

JOB POSTING VIEWS

188

JOB APPLICATION CLICKS

33

EMPLOYER PROFILES

TAKE ROOT WEBSITE CONTENT

5,231

PAGE VIEWS

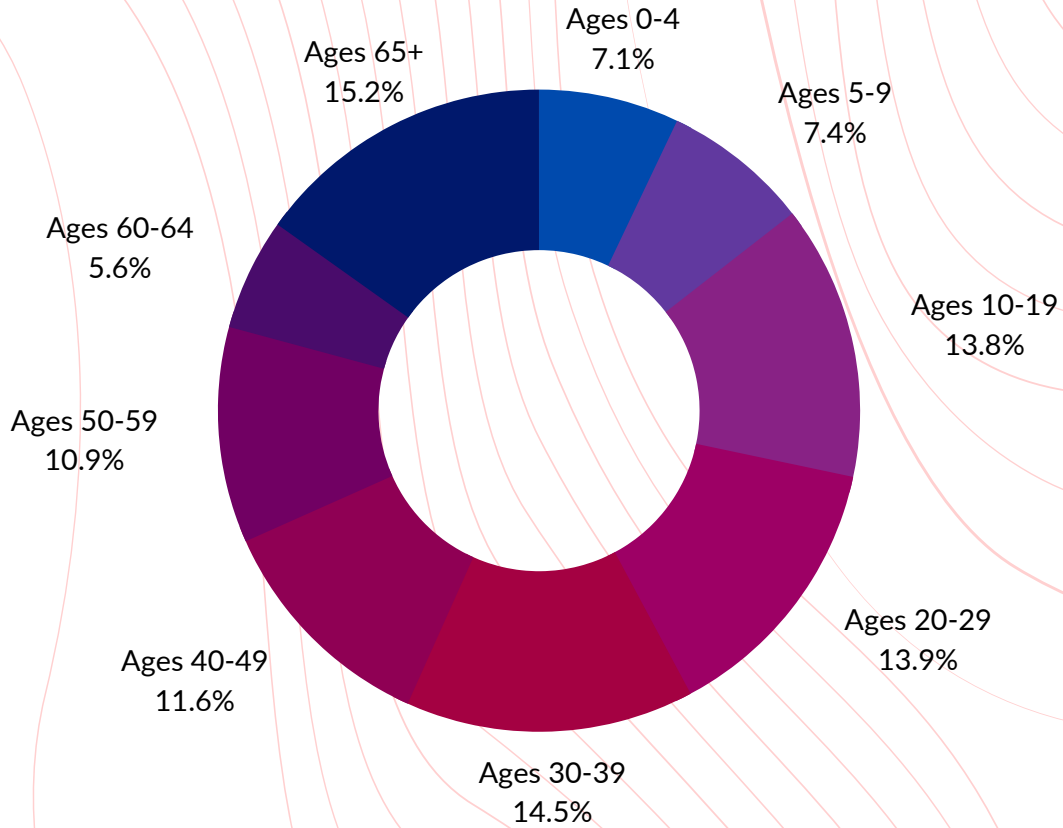
4

BLOGS POSTED

353

BLOG VIEWS

AMARILLO DEMOGRAPHICS



Population	197,432
Female	100,768
Male	96,664
Caucasian	106,137
Hispanic	65,134
Black	13,634
Asian	7,925
Multirace	3,362
American Indian	1,053
Other	127
Pacific Islander	70

*Source: Applied Geographic Solutions, 2021

AMARILLO DEMOGRAPHICS

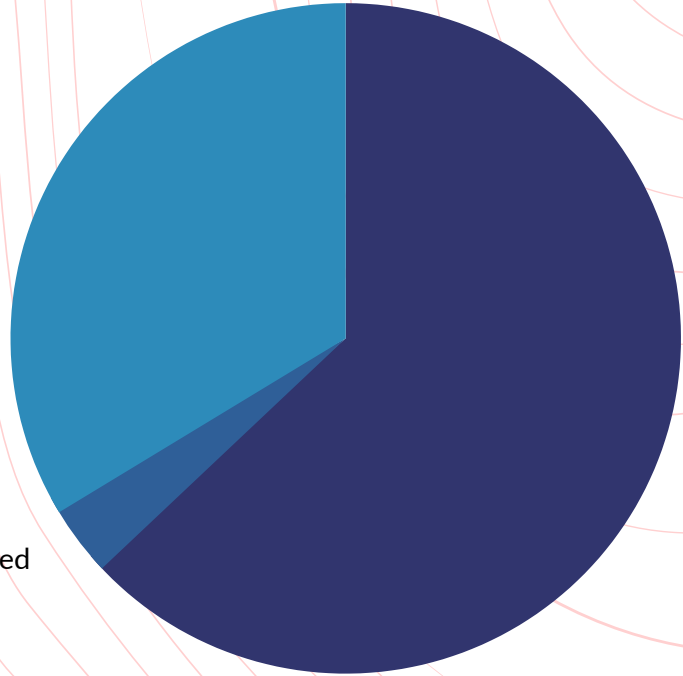
LABOR FORCE

Amarillo's labor force is made up of a workforce of 100,867 people.

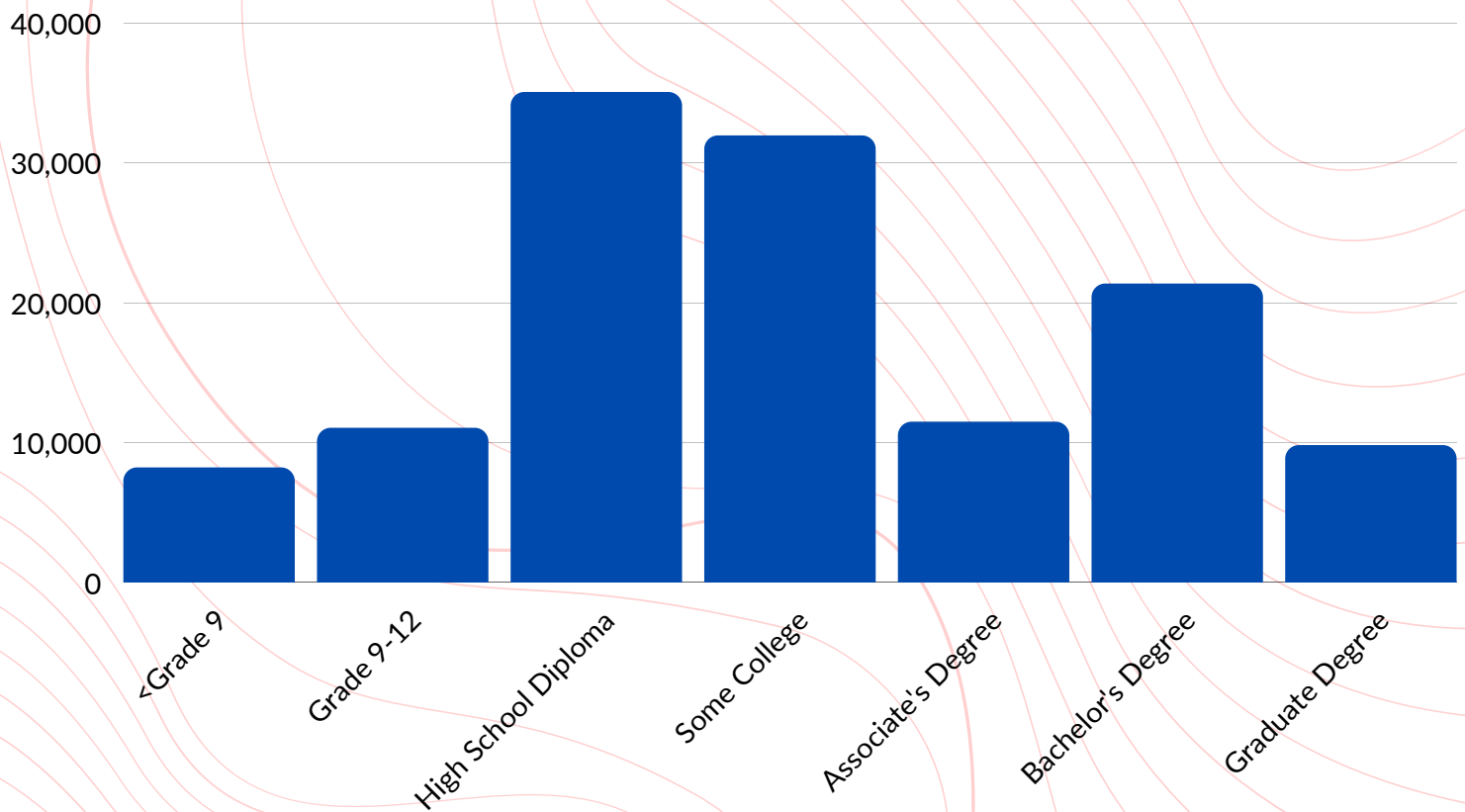
Not In Labor Force
33.7%

Unemployed
3.4%

Employed
63%



EDUCATION ATTAINMENT



*Source: Applied Geographic Solutions, 2021

AMARILLO

E C O N O M I C

DEVELOPMENT

