



P R E S S I N F O R M A T I O N

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A FABLE...

It was one of those days when God was creating the earth. He was working on Texas as darkness fell at the end of the day and He had to quit. He gave the Great Plains of West Texas a smoothing stroke and said to Himself,

“In the morning I’ll come back and make it pretty like the rest of the world, with lakes and streams and mountains and trees”.

But the next morning when He returned, it had hardened like concrete over night. As He thought about having to tear it all down and make it over, He had a happy thought.

“I know what I’ll do”, He said, “I’ll just make some people who like it this way”.

And that is how it came about that the people who live in the Panhandle like it this way.

George Autry
Lifetime Member
Panhandle-Plains Historical Society
1899-1960

AMARILLO FACTS & CLIMATE

LOCATION: Amarillo is in the center of the Texas Panhandle, where the southern Great Plains meet the desert. Founded in 1887 at the intersection of two railroads, today the city is the intersection of Interstates 40 and 27. The city got its name, which means yellow in Spanish, from the yellow sub-soil and the yellow flowers blooming here.

POPULATION: Amarillo metro area 241,802 (2010 census). The city is 88.4 square miles in two counties, Potter and Randall. Amarillo was recently voted as one of the top cities in the country to start a business and raise a family and was rated tops for Texas cities quality of life in other survey.

CLIMATE: Altitude 3,671 ft: annual precipitation of about 19.5 inches. The altitude and constant breeze are responsible for the clean air and low humidity. There are four distinct seasons in the city, yet the temperatures remain comfortable for most of the year. Each year there are over 270 sunny days.

TEMPERATURES:

MONTH	AVG. DAILY MIN. TEMP.	AVG. DAILY MAX. TEMP.	SUNNY DAYS	AVG. MO. PRECIP.
January	22F / -5C	49F / 10C	19	0.6" / 1.5cm
April	42F / 5C	72F / 22C	20	1.3" / 3.3cm
July	66F / 18C	91F / 33C	26	2.7" / 6.8cm
October	45F / 7C	72F / 22C	23	1.5" / 3.8cm
ANNUAL	44F / 7C	70F / 21C	270	19.7" / 50.0cm

SUNRISE/SUNSET:

MONTH	AVG. SUNRISE	AVG. SUNSET
January (CST)	7:50 am	6:00 pm
June (CDT)	6:35 am	9:00 pm

Source: National Weather Service/Amarillo
 Statistics are based on a multi-year average

TRANSPORTATION & DISTANCES

AIR TRANSPORTATION:

Rick Husband Amarillo International Airport opened in 1929, mail service started in 1930. A major renovation project was completed in 1992 and a brand new passenger terminal opened in 2011. Today the city is served by American Eagle, Continental Express, Southwest Airlines and United Express. Non-stop flights serve Dallas (both airports), Denver, Houston (Bush-Intercontinental Airport) and Las Vegas.

DISTANCE FROM RICK HUSBAND AMARILLO INTERNATIONAL AIRPORT TO:

American Quarter Horse Hall of Fame & Museum.....	10 miles
Big Texan Steak Ranch	6 miles
Cadillac Ranch.....	20 miles
Chamber of Commerce/Visitor Council.....	10 miles
Elkins Ranch Cowboy Morning.....	32 miles
Palo Duro Canyon State Park & TEXAS.....	35 miles
Panhandle-Plains Historical Museum	25 miles

HIGHWAY SYSTEM:

Amarillo is located on Interstate 40, a major east-west highway linking southern California to the southern East Coast. Amarillo is connected to Denver and Dallas/Ft. Worth by U.S 287, and to Lubbock by Interstate 27. Amarillo was the only major Texas city on Route 66 and is about halfway between Chicago and Los Angeles on the old "Mother Road."

DISTANCE FROM AMARILLO TO:

Albuquerque, NM	284 miles
Austin, TX	483 miles
Chicago, IL	870 miles
Dallas, TX	358 miles
Denver, CO	423 miles
Houston, TX	596 miles
Los Angeles, CA	920 miles
New York, NY	1530 miles

AMARILLO TIMELINE

- 1541 ~ Spanish conquistador Francisco Coronado is the first European to reach the area.
- 1786 ~ A portion of *El Camino Real* (The King's Highway) from Santa Fe to San Antonio included the Amarillo area and was widely used for exploration and trade.
- 1874 to ~ The first and second battles of Palo Duro Canyon, between U.S. troops and Native Americans, started the demise of the Native Americans in the area.
- 1878 ~ The buffalo was replaced by the Longhorn, the LX Ranch was established, and the Frying Pan Ranch was the first of the large ranches to be fenced in with barbed wire.
- 1876 ~ Potter County named after Robert Potter, Secretary of the Navy and Senator of the Republic of Texas - was created by the Texas Legislature.
- ~ Texas Ranger Col. Charles Goodnight, developer of the chuckwagon and co-founder of the Goodnight-Loving Cattle Trail, started the local cattle industry when he settled in Palo Duro Canyon and brought 1,600 head of cattle with him.
- 1883 ~ Judge O.H. Nelson imported Hereford and Shorthorn cattle, unwittingly starting the demise of the Longhorn.
- 1887 ~ Amarillo became a county seat and the first railroad freight service came to the area.
- 1910 ~ West Texas A&M University was founded in Canyon, TX.
- 1913 ~ Amarillo was the first city in Texas and only the fifth in the nation to adopt a city commission/city manager form of government.
- 1918 ~ Natural gas was discovered in the Texas Panhandle.
- 1921 ~ Oil was discovered in the area.
- 1922 ~ The first radio concert was broadcast from an Amarillo radio station and carried by WDAG - one of the first 80 licensed stations in the country.
- 1929 ~ U.S. Bureau of Mines' Amarillo Helium plant was completed, and the city was on the way to becoming the "*Center of the Helium Industry.*"

AMARILLO TIMELINE (cont.)

- 1948 ~ The American Quarter Horse Association (AQHA) moved its headquarters to Amarillo.
- 1965 ~ Lake Meredith opened and recorded 227,000 visitors the first year. President Johnson signed the act dedicating the Alibates Flint Quarries National Monument.
- 1966 ~ Outdoor musical drama TEXAS opened
- 1995 ~ The Working Ranch Cowboy's Association (WRCA), an organization entirely dedicated to the working cowboy, was created with headquarters in Amarillo. Brings the World Championship Ranch Rodeo to Amarillo.
- 1998 ~ Amarillo hosts The Oprah Winfrey Show for an extended stay.
- Bell Helicopter announces return to Amarillo with construction of a facility to build the V-22 Osprey, the world's first tilt-rotor aircraft.
- 2000 ~ Amarilloan Brandon Slay wins Gold Medal in wrestling at the 2000 Summer Olympic Games in Sydney, Australia.
- 2003 ~ Airport renamed Rick Husband Amarillo International Airport in memory of Columbia Space Shuttle Commander Rick Husband, a native of Amarillo, who died in the Space Shuttle Columbia in February 2003.
- 2007 ~ AQHA Hall of Fame & Museum re-opens after major renovation and upgrade.
- 2008 ~ Western Crossing opens as new shopping destination in Amarillo.
- 2011 ~ New passenger terminal opens at Rick Husband Amarillo International Airport opens.
- 2011~ Downtown development plan announced featuring several new buildings. Go to www.newamarillodowntown.com for some details.

AMARILLO TRIVIA

- ~ In 1893 Amarillo's population was listed as "*between 500 - 600 humans and 50,000 head of cattle.*"
- ~ In 1886 the XIT Ranch ran 150,000 head of cattle and was valued at more than 1.5 million dollars; at one time the ranch extended into 10 counties.
- ~ In 1929 Amarillo was a stop along the first continuous, scheduled air passenger and mail service from the Atlantic to the Pacific.
- ~ Some people maintain that during an Amarillo sunrise and sunset one can see the curvature of the earth, due to the wide open spaces of the Great Plains.
- ~ The Amarillo airport has the 3rd largest runway in the world and is designated as an alternate landing site for the space shuttle.
- ~ Amarillo produces 25% of the nation's, and 88% of Texas' beef .
- ~ Amarillo was rated nationally as having some of the cleanest air in the country.

AMARILLO AMENITIES

HOTELS & MOTELS:

Amarillo has over 40 hotels and motels with more than 5,000 rooms in various categories for visitors - from first class to moderate, from full and partial service to suite properties. Several national chains are represented: Best Western, Comfort Inn, Courtyard, Days Inn, Drury, Fairfield Inn, Hampton Inn, Holiday Inn and Holiday Inn Express, La Quinta, and Residence Inn by Marriott

PUBLIC TRANSPORTATION:

The city bus system operates within the city limits. Taxi services are offered, fares according to meter.

RESTAURANTS:

Over 100 restaurants - several with more than one location - offer a variety of menus, such as American, Tex-Mex, Italian, Asian, and European. In addition there are cafeterias and coffee shops as well as numerous fast food outlets. For more details pertaining to hotels and restaurants please consult the Amarillo Visitor Guide.

SHOPPING:

Amarillo can handle most any shopping desire, from large shopping malls featuring some of the biggest names in retailing to Historic Rt. 66 lined with trendy boutiques and small antique shops. If you're looking for boots or spurs, Amarillo has several large outlets devoted entirely to western wear.

HELPFUL TELEPHONE NUMBERS

Amarillo is in the Central Time Zone: Area Code is 806

VARIOUS

AAA Emergency Service	376-5821
Amarillo Civic Center	378-4297
Amarillo City Transit	342-9144
Chamber of Commerce	373-7800
City Hall	378-3000
Convention & Visitor Council	374-1497
Visitor Center	374-8474
Federal Express	800-463-3339
National Weather Service (Amarillo)	335-1684
Police, Fire, Ambulance	911
Road Conditions	359-6300
Time & Temperature	372-2611
TX Dept. of Public Safety	359-4751
U.S. Post Office	379-2123
United Parcel Service	800-742-5877

BANKS

Amarillo National Bank	378-8000
Happy State Bank	356-3030
Wells Fargo	373-7900
Bank of America	800-432-1000
FirstBank Southwest	355-9661

HOSPITALS

Baptist St. Anthony's	212-2000
N.W. Texas	354-1000

CAR RENTAL

Advantage	335-1500
Avis	335-2313
Budget	355-3324
Enterprise	800-736-8222
Hertz	335-2331
Thrifty	335-3300

MEDIA

Amarillo Globe-News	376-4488
KVII TV (ABC)	373-1787
KAMR TV (NBC)	383-3321
KFDA TV (CBS)	383-1010
KCIT (FOX)	374-1414
KACV (PBS)	371-5222
KGNC AM & FM	355-9801

AMARILLO ON THE MAP

