

For Immediate Release

Downtown Amarillo, Inc. Updates City Commission

Progress Celebrated While Next Steps Presented

Dateline: Amarillo, October 12, 2010 — Progress and a thoughtful public process were the themes of the presentation Downtown Amarillo, Inc., gave Amarillo City Commissioners at today's weekly public meeting. Downtown Amarillo, Inc.'s (DAI) Executive Director, Melissa Dailey, spoke to the City Commission about the milestones achieved to date since the Strategic Plan for downtown revitalization was approved.

"In addition to reporting on the highly successful and well-attended public meeting we sponsored on September 29th, we updated the Amarillo City Commissioners on the overall project status and major components including both the short-term and intermediate timelines for downtown redevelopment assessment and planning phases," said Melissa Dailey, Downtown Amarillo's Executive Director. Dailey's presentation showed the new public information resources available on the Downtown Amarillo web site (www.downtownamarillo.com).

One of the items discussed in the meeting was the proposed downtown Multi-Use Event Venue or stadium/ballpark. "Our procedure for identifying the best partner to play in a modern, safe downtown stadium is going forward," Dailey explained, "and we welcome participation in the process to become part of downtown's long-term sustainable solution for Amarillo baseball."

An upcoming recommendation for a private-sector development partner, a goal listed in the Strategic Action Plan, was another feature of the timeline of action items. "Based on our research and discussions regarding downtown development," said Les Simpson, DAI Board chairman, "we will recommend the city consider a development partner to help with such features as the ballpark, convention center and parking facilities. Experienced development assistance is not only wise, it leverages the public dollars to bring in additional private development investment."

Other plans moving forward include additional conversations with the community, including downtown area residents. Conceptual plans showing potential options for development are available on the Downtown Amarillo web site (www.downtownamarillo.com), as are public comments and questions.

For more information about Downtown Amarillo and the public redevelopment process, and to provide input, please explore the resources online at www.downtownamarillo.com.

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