TEXAS DOWNTOWN

2026 Annual Conference

AMARILLO | NOVEMBER 1-4, 2026

Sunday, November 1

1:00 - 4:00 p.m.	**Registration** Embassy Suites
1:00 - 5:00 p.m.	**Exhibitor load-in** Embassy Suites
2:00 - 4:00 p.m.	**Historic Bivins Home & Taylor Building Field Session** Downtown Amarillo
3:00 - 4:30 p.m.	**TXD Pre-Conference Board Meeting (board only)** Embassy Suites
3:30 - 5:00 p.m.	**Anice Read Silent Auction Drop-Off** Yellow Rose A
5:30 - 7:00 p.m.	**Dinner in Downtown Amarillo (on your own)** Downtown Amarillo
7:00 - 9:00 p.m.	**Full Swing: HODGETOWN Stadium Tour & Networking** HODGETOWN Stadium - Club Level Suites

Conference home base: Embassy Suites by Hilton Amarillo Downtown, 550 S. Buchanan Street. Breakout sessions meet in Sanborn A, B and C.

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Monday, November 2

7:00 - 8:30 a.m.	**Breakfast (Embassy Suites guests)** Embassy Suites
9:00 - 10:00 a.m.	**Exhibitor Meet & Greet / Networking Break** Route 66 Exhibitor Hall
9:00 a.m. - 4:00 p.m.	**Registration** Embassy Suites
9:00 a.m. - 4:00 p.m.	**Route 66 Exhibitor Hall Open** Yellow Rose Ballroom & Pre-Function
10:00 - 11:00 a.m.	**Power of Praise: Leverage Recognition for Downtown Engagement** Sanborn A **Tapping Into Vibrant Downtown Places** Sanborn B **Stretch the Grant, Strengthen the Ask: Value Engineering as a Funding Multiplier** Sanborn C
10:00 a.m. - noon	**Anice Read Silent Auction Drop-Off** Yellow Rose A
11:00 a.m. - 12:45 p.m.	**Lunch in Downtown Amarillo (on your own)** Downtown Amarillo
1:00 - 1:30 p.m.	**TXD Big Bash Official Welcome & Kick-Off** Yellow Rose Ballroom
1:30 - 2:15 p.m.	**Amarillo's Downtown Comeback: Leadership Panel** Yellow Rose Ballroom
2:15 - 2:45 p.m.	**Exhibitor Networking Break** Route 66 Exhibitor Hall
2:45 - 3:45 p.m.	**Department of One Survival: Building Your AI Assistant** Sanborn A **Building a Small-Business Development System for Your Downtown.** Sanborn B **Creative Strategies to Transform Community Meetings** Sanborn C
4:00 - 5:30 p.m.	**Secrets of The Barfield: Historic Tour & Networking** The Barfield / Paramount Recreation Club
5:30 - 7:00 p.m.	**Dinner in Downtown Amarillo (on your own)** Downtown
6:30 - 7:30 p.m.	**Newcomer Welcome Reception** Amarillo National Bank - Skyline Room
7:30 - 9:00 p.m.	**Welcome Reception - All Registered Attendees** Amarillo National Bank - Skyline Room
8:30 - 9:30 p.m.	**Amarillo Nights to Neon Lights Walking Tour** Depart from Amarillo National Bank Skyline Room

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Tuesday, November 3

7:00 - 8:30 a.m.	**Breakfast (Embassy Suites guests)** Embassy Suites
9:00 - 10:00 a.m.	**The Trust Accelerator** Yellow Rose Ballroom
9:00 a.m. - noon	**Registration** Pre-Function
9:00 a.m. - 4:00 p.m.	**Route 66 Exhibitor Hall Open** Yellow Rose Ballroom & Pre-Function
10:00 - 10:30 a.m.	**Exhibitor Networking Break** Route 66 Exhibitor Hall
10:00 a.m. - noon	**Anice Read Silent Auction Drop-Off - Last Call** Yellow Rose A
10:30 - 11:30 a.m.	**The Entrepreneur Pipeline Your Downtown Is Missing** Sanborn A **From Corridors to Community: Creating the Heart of Downtown** Sanborn B **Marketing Can't Fix a "Meh" Downtown** Sanborn C
11:30 a.m. - 1:00 p.m.	**Lunch in Downtown Amarillo (on your own)** Downtown Amarillo
1:00 - 2:00 p.m.	**The Trust Accelerator Workshop** Yellow Rose Ballroom
1:00 - 3:00 p.m.	**Get Your Kicks on Route 66: Historic 6th Street Excursion** Historic Route 66 / 6th Street
2:30 - 3:30 p.m.	**Exhibitor Networking Break** Route 66 Exhibitor Hall
3:30 - 4:30 p.m.	**Downtown Friendswood Revitalization—Past, Present, and Future** Sanborn A **From Awareness to Activation: Building a Downtown Entrepreneur Pipeline** Sanborn B **Advocacy in Action: A Step-by-Step Framework for Downtown Leaders** Sanborn C
4:30 - 5:30 p.m.	**Globe-News Center: The Jewel of Downtown Field Session** Globe-News Center
5:30 - 6:30 p.m.	**Young Professionals United Networking Reception** Lit Arcade Bar
5:30 - 7:30 p.m.	**Dinner in Downtown Amarillo (on your own)** Downtown Amarillo
7:00 - 9:00 p.m.	**Route 66 Rock the Jukebox (ticketed event)** Khiva Shrine

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Wednesday, November 4

7:00 - 8:30 a.m.	**Breakfast (Embassy Suites guests)** Embassy Suites
8:00 a.m. - noon	**Route 66 Exhibitor Hall Open** Pre-Function & Yellow Rose Ballroom
8:30 - 10:00 a.m.	**TXD Annual Meeting, Anice Read Grant Awards & 2027 Host Announcement** Yellow Rose Ballroom
10:00 - 11:00 a.m.	**Paying for Preservation** Sanborn A **From Vision to Consensus: Catalyzing Downtown Carrollton's Next Chapter** Sanborn B **The Strategy Chessboard** Sanborn C
11:00 a.m. - 12:30 p.m.	**Lunch in Downtown Amarillo (on your own)** Downtown on Your Own
12:00 - 3:00 p.m.	**Exhibitor Load-Out** Route 66 Exhibitor Hall
12:15 - 12:45 p.m.	**Grab-and-Go Snacks Before the Field Session** Embassy Suites - Prefunction
12:45 - 2:15 p.m.	**Imagine the Possibilities: A President's Award Winner** Downtown
2:15 - 3:15 p.m.	**Downtown Deal Lab: Can This Project Be Financed?** Sanborn A **Have You Made the Pivot? Co-Creative Engagement and Innovative Storytelling** Sanborn B **Building Momentum: The Missing Middle of Downtown Revitalization** Sanborn C
3:30 - 4:30 p.m.	**Bringing Public Art to Life** Sanborn A **Moving Past Planning: Turning Your Downtown Plans Into Action** Sanborn B **Vacant Building Registries: Tilting the Scales Toward Investment** Sanborn C
4:30 - 5:30 p.m.	**Break / Get Ready for the Gala**
5:30 - 7:00 p.m.	**Anice Read Fund Silent Auction & Reception** Hotel Prefunction Space
7:00 - 8:30 p.m.	**Dinner & President's Awards Gala** Yellow Rose Ballroom
8:30 - 10:00 p.m.	**President's Awards After-Party: Dessert, Dancing & Activities** Globe-News Center for the Performing Arts - Stage