

BUZZ

July 2024

828 SPORTS VENTURES will be building **one of the largest multisport complexes** in Texas in the city of **BORGER**, the Atlanta based company announced. The proposed \$100 million travel sports destination will be on an estimated 100 acres in Borger. The massive **BOOMTOWN MULTIDOME SPORTS COMPLEX** will include many indoor courts and fields supporting up to 17 different sports, a family-style water park attraction inside the AquaDome, meeting spaces, on-site play and stay hotel and restaurants (a combination of national brands and popular local spots). The Complex will also have a sports institute and training education area. In addition, the Complex will have the ability to host high school and college graduations and various events for schools and companies in the Borger area. Training for regional first responders will be an important part of the BoomTown MultiDome Sports Complex. Sports tourism has become a \$91.8 billion industry in the United States with research and financial projection data showing that the BoomTown MultiDome Sports Complex is expected to create upwards of \$75 million in annual economic impact to the Borger and Panhandle area. The 828 Sports Ventures group predicts up to 1.2-1.5 million visitors to the complex at its peak performance.



The **AMERICAN ADVERTISING FEDERATION** announced that **STEPHANIE PRICE** was named chair for the 24-25 National Council of Governors, starting July 1. Headquartered in Washington, DC, the American Advertising Federation or AAF is the "Unifying Voice for Advertising."

The AAF has more than 150 local clubs across the U.S. representing nearly 35,000 advertising professionals, connecting and leading the industry. The Council of Governors, made up of the 15 district governors or leaders and their elected executive committee, work to ensure the health and longevity of the organization through leadership and mentorship of AAF chapters across the nation. Stephanie Price is senior Manager of Marketing and Ecommerce, **HISTORIC HOTELS OF AMERICA**.

WATKINS-CONTI PRODUCTS, INC. ("Watkins-Conti"), a company that develops innovative and accessible solutions for women's pelvic health, has obtained 510(k) clearance from the U.S. Food and Drug Administration (FDA) for **YÖNI.FIT®** Bladder Support ("Yöni.Fit®"). Yöni.Fit® is intended for the temporary management of urine leakage caused by stress urinary incontinence (SUI) in women, 18 years and older. As an early investor and board member, **JOHN MARMADUKE** said, "this was a 4+ year journey,

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challenging but exhilarating. Many investors reside in the Panhandle of Texas. Congratulations to founder and CEO **ALLISON WATKINS CONTI**, of Edmond, Oklahoma."

FIRSTBANK SOUTHWEST (FBSW) created a 14-member **BANKING ADVISORY COUNCIL (BAC)** to allow for the Bank to learn and understand the future of banking through the eyes of students. This collaborative council is made up of high school seniors at Amarillo ISD, Canyon ISD, Bushland ISD, as well as freshmen and sophomores at Amarillo College. Members were chosen during a competitive process of education requirements, essays, and in-person interviews.

The BAC has interacted with leadership within the bank, had networking opportunities, been involved with community service, and has been developed professionally. This program was designed to enrich the lives of the students by growing the skills that will make them attractive to future employers and to promote banking as a future career. Council members consist of: **EVAN ADAMS**, Amarillo College, **LEAH AVILES**, Amarillo College, **SAVANNAH MOORE**, Amarillo College, **ROMIE RUBIO**, Amarillo College, **ABI HILL**, Amarillo High School, **PRANAV NAMBIAR**, Amarillo High School, **KELSEY CONNER**, Bushland High School, **IAN ARMSTRONG**, Canyon High School, **DEMARIO CORDOVA**, Caprock High School, **JA'ZHANA MCFALL**, Palo Duro High School, **ENRIQUE GARCIA**, Palo Duro High School, **LYZETH NIEVES**, Randall High School, **BRITTEN RATCLIFF**, Tascosa High School, **ALLIE KALTEFLEITER**, West Plains High School. The BAC met once a month from September through May. Each student was required to meet responsibilities while on the council, and in turn, each student is receiving \$3,000 scholarship to the school of their choice.

The **TEXAS PARKS AND WILDLIFE DEPARTMENT** graduated its **66TH TEXAS GAME WARDENS AND TEXAS STATE PARK POLICE CADET CLASSES** recently, which included 31 game wardens and 10 state park police officers. For the Texas Panhandle, that meant welcoming **MATTHEW J. REYNOLDS** as a new Texas Game Warden for **HUTCHINSON AND CARSON COUNTIES**. The Texas Game Wardens act as the primary enforcement officers focusing on hunting, fishing and water safety regulations in the state.

The **AMARILLO BUC-EE'S** is expected to open in early 2025, but no confirmed date has been announced yet. The first Buc-ee's location in the Texas Panhandle broke ground on the Amarillo gas station on October 26, 2023. *AW*