



**REGULAR MEETING
CITY OF ROSWELL COUNCIL - AGENDA
THURSDAY, AUGUST 13, 2026
Chaves County Administrative Center
Commission Chambers - #1 St. Mary's Place
Roswell, New Mexico 88203**

Notice of this meeting has been given to the public in compliance with Sections 10-15-1 through 10-15-4 NMSA 1978 and Resolution No. 26-12. Except for emergency matters, the City Council shall take action only on the specific items listed on the Agenda.

AUGUST 13, 2026

6:00 p.m.

MAYOR - Timothy Z. Jennings

Ward 1
Cristina A. Arnold
Juan Oropesa

Ward II
Juliana Halvorson
Will Cavin

Ward III
Edward L. Heldenbrand
Kurt Edwin Gass

Ward IV
Robert B. Corn
Darrell Johnson

Ward V
Angela G. Moore
Carlos Marrujo, Jr.

WELCOME! We are pleased to have you join us for the Roswell City Council meeting. If you wish to speak, please sign up before 6:00 p.m. The Council welcomes relevant public comments; however, a three-minute time limit is enforced under Resolution 26-01 (Governing Body Rules of Order). Large groups are asked to designate a spokesperson. Robert's Rules of Order govern the conduct of this meeting. "THANK YOU" for participating in your City Government.

OPENING CEREMONIES

Call to Order by Presiding Officer
Roll Call & Determination of Quorum
Pledge of Allegiance to the Flag and Invocation

1. Approval of agenda - approve the agenda for the August 13, 2026, Regular City Council Meeting. (Corn/Martinez)
2. Approval of consent agenda - approve the consent agenda for the August 13, 2026, Regular City Council Meeting. (Corn/Martinez)

CONSENT ITEMS *(items 3-21 will be approved at the time of the approval of the consent agenda)*

All matters under this heading are considered routine by the City Council and will be acted upon in one motion. There will be no separate discussion of these items. If discussion of a particular item is desired, upon request, that item may be removed from the Consent Agenda and placed on the Regular Agenda for separate consideration.

3. Ordinance 26-04: Authorize to advertise for a public hearing to consider adopting proposed Ordinance 26-04: An Ordinance Amending the City of Roswell's Purchasing Procedures. (Nairn-Mahan) Pg. 5
4. Ordinance 26-08: Authorize to advertise for a public hearing to consider adopting proposed Ordinance 26-08 amending fines and penalties through the City of Roswell Code of Ordinances. (Cavin/Nairn-Mahan) Pg. 9
5. Approval of a budget adjustment in the amount of \$241,869.40 to both revenue and expense for Fine Arts Insurance Claim proceeds and the conservation of flood-damaged museum collection items. (Gass/Brooks) Pg 14
6. Approval of a budget adjustment in the amount of \$48,000.00 to establish funding for the Top Flight Tavern. (Gass/Sanchez) Pg 15

Resolution(s)

7. Resolution 26-45: Approval of Resolution 26-45: Participation in FY 2027 LGRF NMDOT funding program. (Gass/MacCornack) Pg 16
8. Resolution 26-46 Weeds - The Resolution shall mandate the cleanup of approximately twenty (20) separate properties within the City. (Cavin/Franco) Pg 30
9. Resolution 26-47 Condemnations - adoption of Resolution 26-47 the Resolution shall require the removal or demolition of two (2) dilapidated structures. (Cavin/Franco) Pg 35
10. Resolution 26-48: Adoption of Resolution 26-48: Certification of correctness of the physical inventory of assets for FY2026. (Gass/Garcia) Pg 41
11. Resolution 26-49: Adoption of Resolution 26-49: Approving a budget adjustment for the fiscal year ending June 30, 2027. (Gass/Gomez) Pg 47
12. Resolution 26-50: Adoption of Resolution 26-50: Approving the determination of uncollectible accounts and authorizing the write-off and removal of those accounts from the City's Accounts Receivable records in the amount of \$51,749.37. (Gass/Costley) Pg 50

Lodgers' Tax Request

13. Approval of the Lodgers' Tax Funding Request for the Crash and Clash Youth Wrestling Tournament for Marketing, Sanitation, and Security, and open negotiations with the City of Roswell for sponsorship. (Gass/Conyers) Pg 52
14. Approval of the Lodgers' Tax Funding Request for the National Championship Air Races of \$300,000 for sponsorship, as stated in the MOU for their 2027 event. (Gass/Conyers) Pg 64
15. Approval of the Lodgers' Tax Funding Request for the Nancy Lopez Legacy Celebration for sponsorship. (Gass/Conyers)Pg 97
16. Approval of the Lodgers' Tax Funding Request for Pinata Fest Marketing, Sanitation, and Security, and open negotiations with the City of Roswell for sponsorship. (Gass/Conyers) Pg 106
17. Approval of the Lodgers' Tax Funding Request for Eastern New Mexico State Fair Marketing, Sanitation, and Security, and open negotiations with the City of Roswell for sponsorship. (Gass/Conyers) Pg 119
18. Approval of the Lodgers' Tax Funding Request for Roswell Symphony Orchestra for Marketing, Sanitation and Security and open negotiations with the City of Roswell for sponsorship. (Gass/Conyers) Pg 132
19. Approval of the Lodgers' Tax Funding Request for Rio Pecos Kennel Club Marketing, Sanitation and Security. (Gass/Conyers) Pg 143

Minutes

20. Approval of the minutes from the Regular City Council meeting on July 9, 2026. (Corn/Martinez) Pg 154
21. Approval of the minutes from the Special City Council meeting on July 23, 2026.

NON-ACTION ITEMS (Information Items)

- 22. Air Race Updates (Fred Telling)
- 23. Airport Updates (Omar Gonzalez)
- 24. Commission on Aging (Chair: Dorothy Hellums)
- 25. Solid Waste / Landfill Update (Abraham Chaparro)

PUBLIC PARTICIPATION ON AGENDA ITEMS AND NON-AGENDA ITEMS

In order to speak you must sign up prior to the Council Meeting.

PUBLIC HEARING(S)

- 26. Public Hearing: Hold a public hearing to approve the transfer of ownership to CATTLE BARON RESTAURANTS, INC. for the following Inter-Local Dispenser Liquor Licenses within the City of Roswell: License No. DIS-001082 with on-premises consumption and patio service for PASTA CAFÉ, located at 1208 North Main Street; License No. DIS-001209 with on-premises consumption and no patio service for CATTLE BARON STEAK AND SEAFOOD RESTAURANT, located at 1113 North Main Street; and License No. DIS-001124 with on-premises consumption and patio service for FARLEY'S FOOD, FUN & PUB, located at 1315 North Main Street, as recommended by the New Mexico Alcoholic Beverage Control Division. (Corn/Nairn-Mahan) Pg 178
- 27. Public hearing: Hold a public hearing to approve Application No. BLA-0000020512 for a Beer Wholesaler Liquor License for Black Cock, LLC d/b/a Black Cock Brewery, located at 1719 SE Main Street, Roswell, NM 88203 (Corn/Nairn-Mahan) Pg 201

NEW BUSINESS / REGULAR ITEMS

- 28. Approval of Mayor Jennings's nomination for the Roswell City Council Ward 2 vacancy. (Corn/Martinez) Pg 211

Closed Session

- 29. Hold a closed session - pursuant to NMSA 1978, § 10-15-1(H)(7), to discuss attorney-client privilege pertaining to threatened or pending litigation in which the public body is or may become a participant and NMSA 1978, § 10-15-1(H)(5), to discuss attorney-client privileged communication relating to Union Negotiations, in which the City of Roswell is or may become a participant. (Corn/Nairn-Mahan)

COUNCILOR COMMENTS (Information Only)

CITY MANAGER REPORTS/ANNOUNCEMENTS

(Information Only)

- 30. Employee Out-of-State Travel (Informational Only) Pg 213

Adjournment

If you are an individual with a disability who is in need of a reader, amplifier, qualified sign language interpreter, or any other form of auxiliary aid or service to attend or participate in the hearing or meeting, please contact Human Resources at 575-624-6700 at least one week before the meeting or as soon as possible. Public documents, including the agenda and minutes, can be provided in various accessible formats. Please contact the City Clerk at 575-637-6202 if a summary of another type of accessible format is needed. **Printed and posted: Monday, August 10, 2026**

To watch the City Council Meeting live from your computer, tablet, or smartphone, go to <https://www.youtube.com/@CityofRoswellNM/featured>. You can also go to www.roswell-nm.gov, then click on the YouTube link on the banner on the right side of the screen.

**ROSWELL NEW MEXICO
AGENDA ITEM ABSTRACT**

Regular City Council Meeting

3.

Meeting Date: 08/13/2026

COMMITTEE: Finance

CONTACT: Tammi Smith

CHAIR: Kurt Gass

ACTION REQUESTED:

Ordinance 26-04: Authorize to advertise for a public hearing to consider adopting proposed Ordinance 26-04: An Ordinance Amending the City of Roswell's Purchasing Procedures. (Nairn-Mahan)

BACKGROUND:

Initiated by: C. Josh Nairn-Mahan

The original proposed ordinance by Councilor Heldenbrand sought to clarify what procurements and contracts need to be presented to the council, when, and how the City manager may promulgate policies and procedures. Since the initial drafting of the proposed ordinance, the City hired an Internal Auditor. As part of her services, the auditor shall "[c]ommunicate with City Leadership, including the City Manager, the Mayor, the Finance and Audit Committee, any identified deficiencies and weaknesses, and make recommendations for improvements on a regular basis." At the February Governing Body meeting, at the request of the City Manager, this proposed ordinance was referred by the Governing Body to the Legal Committee for consideration in light of the Internal Auditor's suggestions. The Internal Auditor's initial report to the Audit Committee is in draft, but due to the timing and subject matter of the proposed ordinance, the City Manager placed the suggestions before the legal committee.

FINANCIAL CONSIDERATION

No financial impact at this time.

LEGAL REVIEW:

The proposed ordinance is legally sufficient.

BOARD AND COMMITTEE ACTION:

This item was referred to the Legal Committee by the Governing Body. This will be the third time the Auditor's suggestions will be presented to the Legal Committee. The Legal Committee approved 4-1 at its meeting on February 26, 2026. The City Council voted 6-5, with Mayor Jennings voting in favor, breaking the tie. This item was referred back to the Finance Committee at the May, 14, 2026 City Council meeting. Since it is an proposed ordinance, it is concurrently being proposed to the May, 28, 2026 Legal Committee. This was tabled at the May 28, 2026 Legal Committee to be readdressed at the June 25, 2026 Legal Committee. It was recommended at the June 25, 2026 Legal Committee meeting to be forwarded to Finance with amendments.

STAFF RECOMMENDATION:

Given the Internal Auditor's recommendations and justification, the staff recommends adoption of the auditor's proposal.

Attachments

Amended Internal Auditor Recommendations for procurement code

Internal Auditor Recommendation
ORDINANCE 26-XX

**AN ORDINANCE AMENDING THE CITY OF ROSWELL'S PURCHASING
PROCEDURES**

WHEREAS, The City of Roswell is a local public body subject to the Procurement Code NMSA 1978, § 13-1-67, *and*

WHEREAS, The City has the authority enter into contracts and to procure personal property and services per NMSA 1978, § 3-18-1 *and*

WHEREAS, The Governing Body shall control the finances and property of the municipality, appropriate money for municipal purposes only, and provide for payment of debts and expenses of the municipality, NMSA 1978, § 3-37-2.

NOW, THEREFORE, BE IT ORDAINED BY THE GOVERNING BODY OF THE CITY OF ROSWELL, NEW MEXICO, that:

Section Chapter 2 of the Roswell Code is amended as follows:

ARTICLE V. PURCHASING PROCEDURES

Sec. 2-141. Application of procurement code.

- (a) "Procurement code" shall mean the provisions of the New Mexico Procurement Code as set forth in NMSA 1978, § 13-1-28 through 13-1-199, and all amendments thereto following the effective date of this article.
- (b) The City of Roswell, as a non-charter municipality in the State of New Mexico, is subject to the provisions of the procurement code.
- (c) The purchasing division of the finance department shall be the central purchasing office for the city, as that term is defined in the procurement code.
- (d) Following a 30-day notice and comment period to the Governing Body, the city manager is authorized to adopt and amend policies and procedures for purchases of tangible personal property, services and construction on behalf of the city that are consistent with the provisions of the procurement code. The policies and procedures shall be updated to conform to changes made to the procurement code by the state legislature. The city manager may

adopt additional requirements and controls for procurements which are more restrictive than the procurement code.

- (e) The threshold amounts set forth under the definition of "small purchases" under the procurement code (NMSA 1978, § 13-1-125), as may be amended, shall apply as part of the city's policies and procedures for the purchases of tangible personal property, services, and construction on behalf of the city.
- (f) All purchases of tangible personal property, services, and construction on behalf of the city shall be subject to the city's policies and procedures for purchasing unless otherwise exempted by the provisions of the procurement code.

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Sec. 2-146. Council approval thresholds; management authority; reporting and transparency.

- a) Delegation of authority (budgeted purchases).
Within appropriations approved by the Governing Body in the annual budget, the City Manager or designee is authorized to approve and execute purchases, contracts, and amendments in accordance with the thresholds set forth in this section.
- b) When Governing Body approval is required.
Governing Body approval is required prior to execution for: (1) any unbudgeted or unappropriated expenditure, regardless of amount; (2) any contract, when within budget, with an Annual Contract Value exceeding \$125,000 or any contract with an aggregate multi-year commitment exceeding \$250,000
- c) Competitive sealed proposal awards shall require Governing Body approval only when unbudgeted or when the Annual Contract Value exceeds \$125,000 or the aggregate multi-year commitment exceeds \$250,000. All other budgeted awards may be approved by the City Manager.
- d) The City Manager shall provide the Finance Committee with a **monthly** report that includes, at a minimum: (1) all purchases and contract awards **≥ \$60,000**; (2) all sole-source and emergency procurements; (3) all contract amendments increasing contract value by **more than 10%** or **\$50,000**, whichever is less; and (4) status of multi-year commitments and cumulative spend against appropriations. The report shall identify department, vendor, procurement method, funding source, and Annual Contract Value
- e) In an emergency as defined by the Procurement Code, the City Manager may approve necessary procurements without prior Governing Body approval to

protect life, safety, or property. Such actions shall be reported to the Finance Committee at the next regular meeting and presented to the Governing Body for **ratification** as soon as practicable, with documentation of the emergency determination and vendor selection rationale.

- f) Competitive sealed proposal awards shall require Governing Body approval only when unbudgeted or when the Annual Contract Value exceeds \$125,000 or the aggregate multi-year commitment exceeds \$250,000. All other budgeted awards may be approved by the City Manager.

Sec. 2-147-180. Reserved

PASSED, ADOPTED, SIGNED and APPROVED _____, _____.

CITY SEAL

Timothy Z. Jennings, Mayor

ATTEST

Amalia Martinez, City Clerk

**ROSWELL NEW MEXICO
AGENDA ITEM ABSTRACT**

Regular City Council Meeting

4.

Meeting Date: 08/13/2026

COMMITTEE: Legal

CONTACT: C. Josh Nairn-Mahan

CHAIR: Will Cavin

ACTION REQUESTED:

Ordinance 26-08: Authorize to advertise for a public hearing to consider adopting proposed Ordinance 26-08 amending fines and penalties through the City of Roswell Code of Ordinances. (Cavin/Nairn-Mahan)

BACKGROUND:

Initiated by: Will Cavin

From time to time, various issues arise that need to be changed within some City Ordinances. This Ordinance seeks to increase penalties for certain criminal or traffic infractions, align City Code with State Law provisions, and correct various errors and omissions that have inadvertently been included in previous versions of the Ordinances. In part, the need for some of these changes to the penalty assessments is in response to HB 139, which eliminated court fees. The increase in these penalty assessments seeks to correct that unfunded mandate.

FINANCIAL CONSIDERATION

See Fiscal Impact below.

Elimination of court fees caused revenue for the courts to drop, and this would seek to restore some or all of that missing revenue.

LEGAL REVIEW:

The City Attorney drafted this Ordinance.

BOARD AND COMMITTEE ACTION:

The Legal Committee recommended approval 5-0 at its meeting on May 28, 2026. The Public Safety Committee recommended approval 4-0 on June 16, 2026.

STAFF RECOMMENDATION:

Proceed as presented.

Attachments

Ordinance 26-08

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ORDINANCE 26-08

**AN ORDINANCE AMENDING CERTAIN SECTIONS OF CHAPTER 24 OF THE
ROSWELL CITY CODE RELATING TO FINES AND PENALTIES ASSESSMENTS**

WHEREAS, Chapter 24 of the Roswell City code governs traffic within City limits; and

WHEREAS, the City of Roswell's penalty assessments for traffic offenses were not amended following the State of New Mexico eliminating court fees throughout the state; and

WHEREAS, the City Council intends hereby to update and clarify certain sections of Chapter 24 relating to Uniform Traffic Ordinance as adopted in an effort to encourage responsible and safe driving within the City limits.

NOW, THEREFORE, BE IT ORDAINED BY THE GOVERNING BODY OF THE CITY OF ROSWELL, NEW MEXICO, that:

SECTION 1. Section 24-2 of the Roswell Code is amended as follows:

Sec. 24-2. Same—Amendments to penalty assessments.

(a) *Penalty assessment established.*

(1) As used in the New Mexico Uniform Traffic Ordinance adopted by reference by
The city, penalty assessment misdemeanors means violation of any of the
following listed section of the New Mexico Uniform Traffic Ordinance,
for which the listed penalty assessment is established:

Common Name of Offense	Section Violated	Penalty Assessment
Pedestrian Control Signals	12-5-7	\$50.00
Flashing signals	12-5-8	\$50.00
Display of unauthorized signs, signals or markings	12-5-10	\$50.00
Speed regulations	12-6-1	
Up to and including ten miles an hour over speed limit		\$50.00
From 11 up to and including 15 miles an hour over speed limit		\$75.00
From 16 up to and including 20 miles an hour over speed limit		\$100.00
From 21 up to and including 25 miles over speed limit		\$250.00
From 26 up to and including 30 miles an hour over speed limit		\$375.00
From 31 up to and including 35 miles over speed limit		\$450.00
More than 36 miles per hour		\$500.00
Minimum speed regulations	12-6-1.5	\$35.00
Overtaking a vehicle on the left	12-6-2.3	\$50.00
Limitations on overtaking on the left	12-6-2.4	\$50.00

1	No passing zones and restrictions on passing	12-6-2.7	\$50.00
2	Following too closely	12-6-2.13	\$75.00
3	Driving on divided streets	12-6-2.14	\$50.00
4	Vehicle approaching or entering intersection	12-6-4.1	\$50.00
5	Vehicles turning left at intersection	12-6-4.2	\$50.00
6	Vehicle entering stop or yield intersection	12-6-4.3	\$50.00
7	Limitations on turning around	12-6-5.5	\$35.00
8	Starting parked vehicle	12-6-5.7	\$35.00
9	Turning and stopping movements and required signals	12-6-5.8	\$50.00
10	Stopping, standing and parking	12-6-6	\$50.00
11	Special stops required	12-6-7	\$75.00
12	Stopping for school bus	12-6-7.3	\$250.00
13	Careless driving	12-6-12.4	\$125.00
14	Operators and chauffeurs must be licensed	12-6-12.5	\$150.00
15	Limitations on backing	12-6-12.9	\$75.00
16	Restriction on use of video in motor vehicles	12-6-12.11	\$75.00
17	Coasting Prohibited	12-6-12.12	\$50.00
18	Animals on street	12-6-13.10	\$75.00
19	Driving on mountain streets	12-6-13.11	\$50.00
20	Child not in restraint device or safety belt	12-6-13.12	\$125.00
21	Unfastened safety belt	12-6-13.13	\$75.00
22	Possession or consumption of alcoholic beverages in open containers, first offense	12-6-13.14	\$100.00
23			
24	Destructive or injurious material on roadway	12-6-13.5	\$125.00
25	Littering	12-6-13.15	\$300.00
26	Pedestrian violation	12-6-14	\$35.00
27	Pedestrian right of way in crosswalks	12-6-14.2	\$50.00
28	Pedestrians to use right half of sidewalks	12-6-14.3	\$35.00
29	Crossing at other than crosswalks	12-6-14.4	\$50.00
30	Pedestrians on streets	12-6-14.5	\$50.00
31	Drivers to exercise due care	12-6-14.8	\$50.00
32	Prohibited acts	12-10-1.1	\$50.00
33	When lighted lamps are required	12-10-1.3	\$50.00
34	Headlamps on vehicles	12-10-1.5	\$75.00
35	Dimming of lights	12-10-1.6	\$50.00
36	Tail lamps	12-10-1.7	\$50.00
37	Vehicles to be equipped with reflectors	12-10-1.8	\$50.00
38	Mufflers, prevention of noise	12.1-1.1-	\$75.00
39	Lamp or flag on projecting load	12-10-1.11	\$75.00

1	Display of current valid registration plate	12-10-4	\$75.00
2	Evidence of registration to be signed and exhibited on demand	12-10-5	\$50.00
3	Unlawful riding	12-6-13.2	\$100.00
4	Boarding or alighting from vehicle	12-6-13.7	\$50.00
5	School zone	12-6-1.2	\$150.00
6	Plus \$10.00 every mile over the limit; not to exceed \$500.00		
7	Stop lamps, signal lamps, and signal devices	12-10-1.9	\$75.00
8	Turning and stopping movements and required signals	12-6-5.8	\$50.00
9	Windshield to be unobstructed	12-10-1.12	\$75.00
10	Basic rule	12-6-1.1	\$50.00
11	Emerging from alley, private	12-6-7.1	\$50.00
12	Lights and their application vehicle red light	12-5-6c	\$75.00
13	Window tint	12-10-1.12	\$75.00
14	Permitting unauthorized person to drive	12-6-12.23	\$150.00
15	Avoid traffic control device	12-5-3	\$75.00
16	Racing on street/exhibition driving	12-6-12.19	\$500.00
17	Driving on streets laned for traffic	12-6-2.12	\$75.00
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SECTION 2. Section 24-8 is hereby amended as follows:

Sec. 24-8. Reserved 12-6-12.3 Reckless Driving.

A. Nothing in the Uniform Traffic Ordinance withstanding, any person who drives vehicle carelessly or heedlessly in willful or wanton disregard of the rights or of others and without due caution and circumspection and at a speed or in a manner so as to endanger or be likely to endanger any person or property is guilty of reckless driving.

B. Every person convicted of reckless driving shall be punished:

(1) Upon a first conviction by imprisonment for not less than five days nor more than thirty days.

(2) On a second or subsequent conviction by imprisonment for not less than thirty days nor more than sixty days.

(3) In addition to any other penalties imposed pursuant to the provisions of this section, when a person is convicted pursuant to the provisions of this

**ROSWELL NEW MEXICO
AGENDA ITEM ABSTRACT**

Regular City Council Meeting

5.

Meeting Date: 08/13/2026

COMMITTEE: Finance

CONTACT: Tammi Smith

CHAIR: Kurt Gass

ACTION REQUESTED:

Approval of a budget adjustment in the amount of \$241,869.40 to both revenue and expense for Fine Arts Insurance Claim proceeds and the conservation of flood-damaged museum collection items. (Gass/Brooks)

BACKGROUND:

Initiated by: Caroline Brooks

Conservation of the museum's permanent collection is ongoing following damage sustained during the October 2024 flood. While most conservation costs have been covered through the museum's fine art insurance policy, certain objects have appraised values that are lower than the cost of conservation. In these cases, conservation expenses are paid through the museum budget and are eligible for partial reimbursement through insurance claim payments and FEMA. The requested budget adjustment appropriates insurance proceeds received for collection recovery and supports conservation work. The museum also continues to pursue grant funding and donations to further offset recovery costs.

FINANCIAL CONSIDERATION

Financial Impact (Revenue & Expense): Budget Adjustment Needed

Revenue: 2611-489100 (Museum - Misc Revenue) - \$241,869.40

Expense: 26114221-654801 (Museum - Contract - Professional Services) - \$241,869.40

LEGAL REVIEW:

There is no legal review at this time.

BOARD AND COMMITTEE ACTION:

The Finance Committee recommended approval (5-0) at their meeting on August 6, 2026. The Finance Committee recommended approval of budget adjustments and purchase orders for conservation on September 4, 2025 (5-0); October 2, 2025 (5-0); December 4, 2025 (4-0); April 2, 2026 (5-0); July 1, 2026 (5-0); City Council approved on September 11, 2025 (10-0); October 9, 2025 (9-0); December 11, 2025 (9-0); April 9, 2026 (9-0); and July 16, 2026 (8-0). The Finance Committee recommended approval 4-0 at its meeting on Monday, August 10, 2026.

STAFF RECOMMENDATION:

Proceed as presented.

**ROSWELL NEW MEXICO
AGENDA ITEM ABSTRACT**

Regular City Council Meeting

6.

Meeting Date: 08/13/2026

COMMITTEE: Finance

CONTACT: Tammi Smith

CHAIR: Kurt Gass

ACTION REQUESTED:

Approval of a budget adjustment in the amount of \$48,000.00 to establish funding for the Top Flight Tavern. (Gass/Sanchez)

BACKGROUND:

Initiated by Michelle Sanchez

The Air Center is requesting a budget adjustment to establish funding for the Top Flight Tavern. During the preparation of the FY27 budget, funding for the Tavern's startup and operational expenses was inadvertently omitted. Approval of this budget adjustment will provide the necessary appropriations for equipment, supplies, inventory, and other operating expenses. Although projected revenue of \$48,000.00 was included in the FY27 budget, the corresponding expenditure appropriation was not.

FINANCIAL CONSIDERATION

Financial Impact (Revenue & Expense): **Budget Adjustment Needed**

Expense: 51004332–781020 COS-Food & Beverage Expense — \$48,000.00

The requested adjustment is necessary because these expenditures were not included in the FY27 budget. This budget adjustment of \$48,000.00 will establish the necessary appropriation to fund the startup and operating expenses required to open and operate the Top Flight Tavern. The Tavern is anticipated to generate revenue through food and beverage sales once operations begin. Although projected revenue of \$48,000.00 was included in the FY27 budget, the corresponding expenditure budget was inadvertently omitted. Approval of this adjustment will align the expenditure budget with the anticipated revenue.

LEGAL REVIEW:

No legal review at this time.

BOARD AND COMMITTEE ACTION:

The Finance Committee recommended approval 4-0 at its meeting on Monday, August 10, 2026.

STAFF RECOMMENDATION:

Proceed as presented.

**ROSWELL NEW MEXICO
AGENDA ITEM ABSTRACT**

Regular City Council Meeting

7.

Meeting Date: 08/13/2026

COMMITTEE: Finance

CONTACT: Tammi Smith

CHAIR: Kurt Gass

ACTION REQUESTED:

Resolution 26-45: Approval of Resolution 26-45: Participation in FY 2027 LGRF NMDOT funding program. (Gass/MacCornack)

BACKGROUND:

Initiated by: James MacCornack

The City was notified that we have been awarded FY 2027 funding under the NMDOT LGRF program. City was awarded a project for pavement maintenance on W. Country Club in the amount of \$300,445 (\$225,334 NMDOT funds, \$75,111 City Match).

FINANCIAL CONSIDERATION

Awarded funds can be requested upon City completing procurement process and issuing a notice to proceed to the contractor. Unused funds have to be returned to NMDOT.

LEGAL REVIEW:

Resolution has been submitted to the City Attorney for review.

BOARD AND COMMITTEE ACTION:

Finance Committee on 8/10/2026 voted 4-0 to recommend this item to the City Council.

STAFF RECOMMENDATION:

Proceed as presented.

Attachments

LGRF Funding Agreement

Draft Resolution 26-45 FY 27 LGRF Program Funding

Contract No. _____
Vendor No. 0000054357
Control No. HW2L200705

**LOCAL GOVERNMENT ROAD FUND
COOPERATIVE AGREEMENT**

This Agreement is between the **New Mexico Department of Transportation** (Department) and **City of Roswell** (Public Entity), collectively referred as the “parties.” This Agreement is effective as of the date of the last party to sign it on the signature page below.

Pursuant to NMSA 1978, Sections 67-3-28 and 67-3-28.2, and State Transportation Commission Policy No. 44, and

Pursuant to the Public Entity’s resolution that assumes ownership, liability, and maintenance responsibility for the project scope, or related amenities, and required funding to support the Project identified herein, the parties agree as follows:

1. Purpose.

The purpose of this Agreement is to provide Local Government Road Funds to the Public Entity for the Project, as described in Control No. L200705, and the Public Entity’s resolution attached as **Exhibit C**. See:

Pavement Rehabilitation and replacing striping and pavement markings

The Project is a joint and coordinated effort for which the parties each have authority or jurisdiction. This Agreement specifies and delineates the rights and duties of the parties.

2. Project Funding.

- a. The estimated total cost for the Project is **Three Hundred Thousand Four Hundred Forty Five Dollars and Thirty Three Cents (\$300,445)** to be funded in proportional share by the parties as follows:

Project Funding	Department Share	Public Entity Share	Total Project Cost
Funding Source 1	75%	25%	
<u>FY 2027 Local Government Road Fund</u>	\$225,334	\$75,111	\$300,445
For the purpose stated above in Section 1.			
Total Project Cost \$300,445			

- b. The Public Entity shall pay all Project costs, which exceed the Total Project Cost.
- c. Any costs incurred by the Public Entity prior to this Agreement are not eligible for reimbursement and are not included in the amount listed in this Section 2.

3. The Department Shall:

Pay the Department's Share of Project Funding identified in Section 2, Paragraph a, to the Public Entity in a single lump sum payment after:

- a. Receipt of a cover letter requesting funds;
- b. Receipt of a Notice of Award and Notice to Proceed;
- c. Receipt of Estimated Summary of Costs and Quantities;
- d. Verification of available Local Government Road Funds and Public Entity's local matching funds identified in Section 2, Paragraph a; and
- e. All required documents must include Department Project and Control Number.

4. The Public Entity Shall:

- a. Act in the capacity of lead agency for the Project described in Section 1.
- b. Submit an estimate of the Project, including work to be performed and cost to the District Engineer within thirty (30) calendar days of execution of this Agreement, or as otherwise agreed to in writing by the parties.
- c. Be solely responsible for all proportional matching funds identified in Section 2. Certify that these matching funds have been appropriated, budgeted, and approved for expenditure prior to execution of this Agreement.
- d. Pay all costs, and perform and supply or contract for all labor and material, for the purpose as described in Section 1 and the Project estimate approved by the District Engineer.
- e. Procure and award any contract in accordance with applicable procurement law, rules, regulations and ordinances.
- f. In accordance with project parameters, assume the lead planning and implementation role and sole responsibility for environmental, archaeological, utility clearances; railroad and Intelligent Transportation System (ITS) clearances; right-of-way acquisition; project development and design; and project construction and management.
- g. Cause all designs and plans to be performed under the direct supervision of a Registered New Mexico Professional Engineer, when applicable, as approved by the Department.
- h. Obtain all required written agreements or permits, as applicable, from all public and private entities.
- i. Allow the Department to inspect the Project to confirm that the Project is constructed in accordance with the provisions of this Agreement. Disclosures of any failure to meet such requirements and standards as identified by the Department, will result in termination for default, including without limitation the Public Entity's costs for funding, labor, equipment and materials.
- j. Complete the project within eighteen (18) months of approval of funding by the State Transportation Commission.
- k. Within thirty (30) calendar days of completion, provide written certification that all work under this Agreement was performed in accordance with either the New Mexico Department of Transportation's Standard Specification, Current Edition; American Public Works Association (APWA) Specifications; Department approved Public Entity established Specifications; or Department Specifications established for Local Government Road Fund projects, by submitting the **Project Certification of Design, Construction,**

and Cost form, attached as **Exhibit B**.

- l. Within thirty (30) calendar days of completion, furnish the Department an **AS BUILT Summary of Costs and Quantities** form, attached as **Exhibit C**. The report should reflect the total cost of the Project as stated in the **Project Certification of Design, Construction, and Cost** form.
- m. Failure to provide the **Project Certification of Design, Construction, and Cost** form and an **AS BUILT Summary of Costs and Quantities** report within thirty (30) calendar days of Project completion is a material breach of this Agreement and Public Entity shall reimburse to the Department all funds disbursed in accordance with this Agreement.
- n. Upon completion, maintain all Public Entity facilities that were constructed or reconstructed under this Agreement.

5. Both Parties Agree:

- a. Upon termination of this Agreement any remaining property, materials, or equipment belonging to the Department will be accounted for and disposed of by the Public Entity as directed by the Department.
- b. Any unexpended or unencumbered balance from the Local Government Road Fund appropriated for this Project reverts to the Department. These balances, if any, must be reimbursed to the Department within thirty (30) calendar days of project completion or expiration of this Agreement, whichever occurs first.
- c. This Project is not being incorporated into the State Highway System and the Department is not assuming maintenance responsibility or liability.
- d. Pursuant to NMSA 1978, Section 67-3-28.2, Local Government Road Funds granted under this provision cannot be used by the Public Entity to meet a required match under any other program.
- e. As applicable for state-funded projects, the provisions of the Tribal/Local Public Agency (T/LPA) State Funding Handbook (Current Edition), and for projects with federal funds, the provisions of the Tribal/Local Public Agency (T/LPA) Federal Funding Handbook (Current Edition), are incorporated by reference and control the contractual rights and obligations of the parties unless in conflict with the specific terms expressed in this Agreement or any amendments.

6. Term.

This Agreement becomes effective upon signature of all Parties. The effective date is the date when the last party signed the Agreement on the signature page below. This Agreement terminates on **12/31/2027**. In the event an extension to the term is needed, the Public Entity shall provide through a duly authorized agent written notice along with detailed justification to the Department sixty (60) calendar days prior to the expiration date to ensure timely processing of an Amendment.

7. Termination.

- a. If the Public Entity fails to comply with any provision of this Agreement, the Department may terminate this Agreement by providing thirty (30) calendar days written notice.
- b. The Department may terminate this Agreement if the funds identified in Section 2 have not been contractually committed within one year from the effective date of this Agreement.
- c. If sufficient appropriations and authorizations are not made, this Agreement will terminate immediately upon written notice of the Department to the Public Entity.

d. Neither party has any obligation after termination, except as stated in Sections 4, 5, and 16.

8. Third Party Beneficiary.

It is not intended by any of the provisions of this Agreement to create in the public or any member of the public a third party beneficiary or to authorize anyone not a party to the Agreement to maintain suit for wrongful death(s), bodily and/or personal injury(ies) to person(s), damage(s) to property(ies), and/or any other claim(s) whatsoever pursuant to the provisions of this Agreement.

9. Liability.

As between the Department and Public Entity, neither party shall be responsible for liability incurred as a result of the other party's acts or omissions in connection with this Agreement. Any liability incurred in connection with this Agreement is subject to the immunities and limitations of the New Mexico Tort Claims Act, NMSA 1978, Sections 41-4-1, *et seq.*, and other applicable law.

10. Contractors Insurance Requirements.

The Public Entity shall require contractors and subcontractors hired for the Project to have a general liability insurance policy, with limits of liability of at least \$1,000,000 per occurrence. The Department is to be named as an additional insured on the contractors and subcontractor's policy and a certificate of insurance and endorsements listing the Department as an additional insured must be provided to the Department and must state that coverage provided under the policy is primary over any other valid insurance.

To the fullest extent permitted by law, the Public Entity shall require the contractor and subcontractors to defend, indemnify and hold harmless the Department from and against any liability, claims, damages, losses or expenses (including but not limited to attorney's fees, court costs, and the cost of appellate proceedings) arising out of or resulting from the negligence, act, error, or omission of the contractor and subcontractor in the performance of the Project, or anyone directly or indirectly employed by the contractor or anyone for whose acts they are liable in the performance of the Project.

11. Scope of Agreement.

This Agreement incorporates agreements, covenants, and understandings between the parties concerning the subject matter. All such covenants, agreements, and understandings have been merged into this Agreement. No prior agreement or understandings, verbal or otherwise, of the parties or their agents are valid or enforceable unless included in this Agreement.

12. Terms of this Agreement.

The terms of this Agreement are lawful. Performance of all duties and obligations must conform with and not contravene any state, local, or federal statutes, regulations, rules, or ordinances.

13. Legal Compliance.

The Public Entity shall comply with all applicable federal, state, and local laws, and Department regulations and policies in the performance of this Agreement, including, but not

limited to laws governing civil rights, equal opportunity compliance, environmental issues, workplace safety, employer-employee relations and all other laws governing operations of the workplace. The Public Entity shall include the requirements of this Section 13 in each contract and subcontract at all tiers.

14. Equal Opportunity Compliance.

The parties agree to abide by all federal and state laws and rules and regulations, and executive orders of the Governor of the State of New Mexico, pertaining to equal employment opportunity. In accordance with all such laws and rules and regulations, and executive orders of the Governor of the State of New Mexico, the parties agree to assure that no person in the United States will, on the grounds of race, color, national origin, ancestry, sex, sexual preference, age, disability, or other protected class, be excluded from employment with, or participation in, any program or activity performed under this Agreement. If the Public Entity is found to not comply with these requirements during the term of this Agreement, the parties agree to take appropriate steps to correct these deficiencies, subject to Section 7 above.

15. Appropriations and Authorizations.

The terms of this Agreement are contingent upon sufficient appropriations and authorizations being made by the governing board of the Public Entity, the Legislature of New Mexico, or the Congress of the United States if federal funds are involved, for performance of the Agreement. If sufficient appropriations and authorizations are not made by the Public Entity, Legislature of New Mexico, or the Congress of the United States if federal funds are involved, this Agreement will terminate upon written notice being given by one party to the other. The Department and Public Entity are expressly not committed to expenditure of any funds until such time as they are programmed, budgeted, encumbered, and approved for expenditure.

16. Accountability of Receipts and Disbursements.

There shall be strict accountability for all receipts and disbursements relating to this Agreement. The Public Entity shall maintain all records and documents relative to the Project for a minimum of five years after completion of the Project. The Public Entity shall furnish the Department and State Auditor, upon demand, any and all such records relevant to this Agreement. If documentation is insufficient to support an audit by customarily accepted accounting practices, the expense supported by such insufficient documentation must be reimbursed to the Department within thirty (30) calendar days. If an audit finding determines that specific funding was inappropriate or not related to the Project, the Public Entity shall reimburse that portion to the Department within thirty (30) calendar days of written notification.

17. Severability.

In the event that any portion of this Agreement is determined to be void, unconstitutional or otherwise unenforceable, the remainder of this Agreement will remain in full force and effect.

18. Applicable Law.

The laws of the State of New Mexico shall govern this Agreement, without giving effect to its choice of law provisions. Venue is proper in a New Mexico Court of competent jurisdiction in accordance with NMSA 1978, Section 38-3-1(G).

19. Amendment.

This Agreement may be altered, modified, or amended only by an instrument in writing executed by the parties.

The remainder of this page is intentionally left blank.

In witness whereof, each party is signing this Agreement on the date stated opposite that party's signature.

NEW MEXICO DEPARTMENT OF TRANSPORTATION

By: _____
Cabinet Secretary or Designee

Date: _____

Approved as to form and legal sufficiency by the New Mexico Department of Transportation's Office of General Counsel

By: _____
Assistant General Counsel

Date: _____

City of Roswell

By: _____

Date: _____

Title: _____

Attest: _____
City of Roswell Clerk or Designee

EXHIBIT A
PROJECT CERTIFICATION OF
DESIGN, CONSTRUCTION, AND COST

TO: New Mexico Department of Transportation
District _____ LGRF Coordinator

Cooperative Agreement No. _____ Control No. _____
Joint Powers Agreement No. _____ Control No. _____

Entity: _____

Scope of Work (Including Routes and Termini):

I, the undersigned, in my capacity as _____ of _____ state
that:

1. The design is in compliance with all state laws, rules, regulations, and local ordinances and was performed in accordance with the provisions set forth in this Agreement and in the Tribal/Local Public Agency State Funding Handbook (Current Edition);

2. Construction of the project was performed in accordance with standards and specifications set forth in:

_____ and completed on _____, 20____; and

3. That the total project cost of _____, with New Mexico Department of Transportation 75% share of _____ and the Public Entity share of _____ (as submitted in attached "As Built Summary of Costs and Quantities") is accurate, legitimate, and appropriate for the project.

Name

Date

Print Name

Title

ENTITY: _____ No.: _____ CN: _____

PROJECT No.: _____

TERMINI: _____

SCOPE OF
WORK: _____

[illegible]

EXHIBIT C
City of Roswell
RESOLUTION

**PARTICIPATION IN LOCAL GOVERNMENT ROAD FUND PROGRAM ADMINISTERED BY
NEW MEXICO DEPARTMENT OF TRANSPORTATION**

WHEREAS, the **City of Roswell** and the New Mexico Department of Transportation have entered into a cooperative grant agreement under the Local Government Road Fund Program for a local road project.

WHEREAS, the total cost of the project will be **\$300,445** to be funded in proportional share by the parties hereto as follows:

CN L200705 Project Funding	Department Share	Public Entity Share	Total Project Cost
Funding Source 1	75%	25%	100%
<u>FY 2027 Local Government Road Fund</u>	\$225,334	\$75,111	\$300,445
Pavement Rehabilitation and replacing striping and pavement markings			

WHEREAS, the **City of Roswell** shall pay all costs, which exceed the total project cost of **\$300,445**.

NOW THEREFORE, be it resolved in official session that **City of Roswell** determines, resolves, and orders as follows:

- a. The project for this Cooperative Agreement is adopted and has a priority standing.
- b. The Cooperative Agreement terminates on **12/31/2027** and the **City of Roswell** incorporates all the agreements, covenants, and understandings between the parties hereto concerning the subject matter hereof, and all such covenants, agreements and understandings have been merged into the written agreement.
- c. The agent of the **City of Roswell**, _____ (name or title), shall have signature authority to bind the **City of Roswell** to the terms and conditions of this Cooperative Agreement, and shall have authority to request in writing and secure extensions to the Cooperative Agreement on behalf of the **City of Roswell** in the manner set forth by the Cooperative Agreement.

NOW THEREFORE, be it resolved by the **City of Roswell** to enter into Cooperative Agreement for Project Control Number **L200705** with the New Mexico Department of Transportation for the LGRF Program for fiscal year **2027** for **Main Street west to Washington - Pavement Rehabilitation and replacing striping and pavement markings** within the control of **City of Roswell** in the State of New Mexico.

(Appropriate Signatures below (Council, Commission, School Board, Tribe, Pueblo, Nation, etc.)

(PRINTED NAME, POSITION) DATE _____

(PRINTED NAME, POSITION) DATE _____

(PRINTED NAME, POSITION) DATE _____

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RESOLUTION 26-45

**PARTICIPATION IN LOCAL GOVERNMENT ROAD FUND PROGRAM
ADMINISTERED BY NEW MEXICO DEPARTMENT OF TRANSPORTATION**

WHEREAS, the **City of Roswell** and the New Mexico Department of Transportation have entered into a cooperative grant agreement under the Local Government Road Fund Program for a local road project.; and

WHEREAS, the total cost of the project will be **\$300,445** to be funded in proportional share by the parties hereto as follows:

CN L200705 Project Funding	Department Share	Public Entity Share	Total Project Cost
Funding Source 1	75%	25%	100%
<u>FY 2027 Local Government Road Fund</u> Pavement Rehabilitation and replacing striping and pavement markings	\$225,334	\$75,111	\$300,445

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WHEREAS, the City of Roswell shall pay all costs, which exceed the total project cost of \$300,445; and

**NOW, THEREFORE, BE IT RESOLVED BY THE CITY COUNCIL AS THE
GOVERNING BODY OF THE CITY OF ROSWELL, NEW MEXICO**, that:

- a. The project for this Cooperative Agreement is adopted and has a priority standing.
- b. The Cooperative Agreement terminates on **12/31/2027** and the **City of Roswell** incorporates all the agreements, covenants, and understandings between the parties hereto concerning the subject matter hereof, and all such covenants, agreements and understandings have been merged into the written agreement.
- c. The agent of the **City of Roswell**, Mayor Timothy Z. Jennings, shall have signature authority to bind the **City of Roswell** to the terms and conditions of this Cooperative Agreement, and shall have authority to request in writing and secure extensions to the Cooperative Agreement on behalf of the **City of Roswell** in the manner set forth by the Cooperative Agreement; and

**NOW, THEREFORE, BE IT RESOLVED BY THE CITY COUNCIL AS THE
GOVERNING BODY OF THE CITY OF ROSWELL, NEW MEXICO**, to:

37 Enter into Cooperative Agreement for Project Control Number **L200705** with the New Mexico
38 Department of Transportation for the LGRF Program for fiscal year **2027** for **Main Street west
39 to Washington - Pavement Rehabilitation and replacing striping and pavement markings**
40 within the control of **City of Roswell** in the State of New Mexico.

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2 PASSED, ADOPTED, SIGNED and APPROVED _____, _____.
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4 CITY SEAL
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7 _____
8 Timothy Z. Jennings, Mayor

9 ATTEST
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11 _____
12 Amalia Martinez, City Clerk

DRAFT

**ROSWELL NEW MEXICO
AGENDA ITEM ABSTRACT**

Regular City Council Meeting

8.

Meeting Date: 08/13/2026

COMMITTEE: N/A

CONTACT: N/A

CHAIR: Will Cavin

ACTION REQUESTED:

Resolution 26-46 Weeds - The Resolution shall mandate the cleanup of approximately twenty (20) separate properties within the City. (Cavin/Franco)

BACKGROUND:

Initiated by: Toby Franco

At present, no more efficient means are available to enforce the requirements that property within the City limits be kept clean and orderly. Citation of property owners requires that they be present in Roswell. Even the citations do not provide for the actual cleanup and do not give the City the right to file a lien for cleanup expenses. This procedure is cumbersome, but should result in resolution of some more severe situations.

FINANCIAL CONSIDERATION

Adoption of the resolution will probably cause a number of people to voluntarily clean up their property. Most of the balance will be cleaned up by the City at a cost ranging from \$30 to \$500 for each property, and liens will be filed and later foreclosed. A few people may appeal the resolution to Council, and a hearing will have to be provided to hear their appeals. Overall, the resolution should affect rapid cleanup of this season's weeds and other debris, followed by an extended collection period.

LEGAL REVIEW:

The City Attorney has reviewed the current resolution. Resolutions must be adopted by a majority vote of the entire City Council.

BOARD AND COMMITTEE ACTION:

No action required.

STAFF RECOMMENDATION:

Proceed as presented.

Attachments

Resolution 26-46 Weeds
ATT 2 Resolution 26-46 Weeds Exhibit

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[Signatures Follow on Next Page]

ADOPTED, SIGNED AND APPROVED 13th day of August 2026.

CITY SEAL

Timothy Z. Jennings, Mayor

ATTEST:

Amalia Martinez, City Clerk

602 N WASHINGTON AVE PARK REVISED Lot 3 S 5' AND Lot 4 AND Lot 5 N 45' Quarter SW S 32 T 10S R 24E BLACKGOLD DEVELOPERS LLC PO BOX 114 HAGERMAN, NM 88232	707 W 9TH ST RIVERSIDE HEIGHTS AMEND Block 6 Lot 9 Quarter NW S 32 T 10S R 24E AGUILAR, JOYCE 707 W 9TH ST ROSWELL, NM 88201
2001 N MESA AVE SHERRELL HEIGHTS Block 2 Lot 5 Quarter NE S 28 T 10S R 24E QUEZADA, JORGE A 5180 SEQUOIA RD #15 ALBUQUERQUE, NM 87120	500 HERMOSA DR NORTHWOOD REPLAT BLK 1 Block 1 Lot 2 Quarter SW S 21 T 10S R 24E FEDERAL NATIONAL MORTGAGE ASSOCIATION; 14221 DALLAS PARKWAY SUITE 1000 DALLAS, TX 75254
701 W 2ND ST HOME PLACE Block 2 Lot 3 S 9.72' AND Lot 4 THRU Lot 7, Quarter SW S 32 T 10S R 24E GRANT DEED KASSEL FAMILY TRUST DEC C; CORAL LYN KASSEL SUCC TRST 701 W 2ND ST ROSWELL, NM 88201	613 N WASHINGTON AVE WEST SIDE Block 8 Lot 13 LESS E 60' AND Lot 14 LESS E 60' Quarter SE S 32 T 10S R 24E CHAVEZ-BARRERA, GILBERTO; CHAVEZ, LISET SOLIS 1904 S RICHARDSON AVE ROSWELL, NM 88203
APPROX. 1500 N KANSAS AVE MAYWOOD Block 4 Lot 14 Quarter SW S 29 T 10S R 24E MONAFO, JOHN 605 S MISSOURI AVE ROSWELL, NM 88203	1505 N MICHIGAN AVE MAYWOOD Block 2 Lot 12 Quarter SW S 29 T 10S R 24E JAFFE, VICTORIA 1505 N MICHIGAN AVE ROSWELL, NM 88201
212 N WASHINGTON AVE HOME PLACE Block 2 Lot 1 E 118.33' AND Lot 2 E 118.33' AND Lot 3 N 40' Quarter SW S 32 T 10S R 24E DISTRIBUTION CONVEYANCE WARD, ERBON J 2712 ONATE RD ROSWELL, NM 88201	209, 209 1/2 W COUNTRY CLUB RD BERRENDO IRRIGATED FARMS Block 20 Lot 40 E 63' W 241.55' S 294' S 20 T 10S R 24E A. JENNIFER HOMES, LLC PO BOX 76 DEXTER, NM 88230

APPROX. 2508 N MAIN ST BERRENDO IRRIGATED FARMS Block 20 Lot 40 N 171.35' S 465.35' S 20 T 10S R 24E A. JENNIFER HOMES, LLC PO BOX 76 DEXTER, NM 88230	APPROX. 3645 N MAIN ST (LOT SOUTH OF 3701 N MAIN ST - DISCOUNT TIRE) LEWIS REDIVISION OF TRACT A Tract D S 16 T 10S R 24E B & B MERRITT REAL ESTATE LLC 3529 FOOTHILLS ROAD LAS CRUCES, NM 88011
347 E POE ST KEITHS SOUTHSIDE REDIV Block 8 Lot 48 TORRES, MICHAEL P 19232 E DOMINGO RD QUEEN CREEK, AZ 85142	405 E FOREST ST SOUTH HIGHLANDS REDIVISION Block 12A Lot 18 GRACIA, ADRIAN 405 E FOREST ST ROSWELL, NM 88203
424 E 5TH ST LEA Lot 5 E 40' Quarter SW S 33 T 10S R 24E MISION APOSTOLICA DE LA FE EN CRISTO JESUS 424 E 5TH ST ROSWELL, NM 88201	311 E BLAND ST SOUTH ROSWELL AMND BLK 30 Block 30 Lot 22 AND Lot 24 GRIEGO, EPI; GRIEGO, MANUELA Z 329 E HERVEY ST ROSWELL, NM 88203
513 E TILDEN ST SOUTH ROSWELL Block 1 Lot 14 BARELA, JERRY 349 E POE ST ROSWELL, NM 88203	217 E BONNEY ST SOUTH MANOR Block 4 Lot 16 COLE, ALICIA 4631 E PECAN RD PHOENIX, AZ 85040
1102 MADRID ST MADRID-MESA VERDE SUMMARY PLAT Tract A Quarter NE S 21 T 10S R 24E D SERVICES LLC 2 GARDEN PL ROSWELL, NM 88201	313 E POE ST KEITHS SOUTHSIDE REDIV Block 8 Lot 31 IDAHO HOUSING AND FINANCE ASSOCIATION 565 W MYRTLE ST BOISE, ID 83702

**ROSWELL NEW MEXICO
AGENDA ITEM ABSTRACT**

Regular City Council Meeting

9.

Meeting Date: 08/13/2026

COMMITTEE: Legal

CONTACT: C. Josh Nairn-Mahan

CHAIR: Will Cavin

ACTION REQUESTED:

Resolution 26-47 Condemnations - adoption of Resolution 26-47 the Resolution shall require the removal or demolition of two (2) dilapidated structures. (Cavin/Franco)

BACKGROUND:

Initiated by: Toby Franco

These structures constitute a public nuisance harmful to the public health, safety, and general welfare.

FINANCIAL CONSIDERATION

Resolution and notice will be served to owners requiring action within fifteen (15) days. Demolition by the City will proceed if no action is taken and a lien will be placed on the property for cost ranging from \$3,000 to \$30,000 for each property for removal.

LEGAL REVIEW:

The City Attorney has reviewed the current resolution. Resolutions must be adopted by a majority vote of the entire City Council.

BOARD AND COMMITTEE ACTION:

This item went before Public Safety Committee meeting on July 14, 2026 and passed (4-0). This item also went through Legal Committee meeting on July 23, 2026 and passed (4-0).

STAFF RECOMMENDATION:

Proceed as presented.

Attachments

Resolution 26-47 Condemnations
ATT 2 Resolution 26-47 Condemnations

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RESOLUTION 26-47

A RESOLUTION REQUIRING THE REMOVAL AND/OR DEMOLITION OF CERTAIN DAMAGED AND DILAPIDATED BUILDINGS, STRUCTURES OR PREMISES; PROVIDING THAT THE CITY SHALL HAVE A LIEN FOR THE COST OF REMOVAL; PRESCRIBING THE PROCEDURE INCIDENT TO SUCH REMOVAL AND/OR DEMOLITION AND DECLARING CERTAIN PROPERTY TO BE IN SUCH STATE OF DISREPAIR, DAMAGE AND DILAPIDATION AS TO CONSTITUTE A DANGEROUS BUILDING AND A PUBLIC NUISANCE PREJUDICIAL TO THE PUBLIC HEALTH, SAFETY AND GENERAL WELFARE.

WHEREAS, it is the opinion of the City Council of the City of Roswell, New Mexico, that those certain buildings or structures upon the premises located as follows and purportedly owned of record, or occupied by the parties hereinafter named, are and have become in such state of disrepair, damage and dilapidation as to be a menace to the public health, safety and general welfare of the inhabitants of the community; and further, that it is in the public interest to require the removal thereof, according to law, by reason of the condition or conditions set forth in Exhibit "A".

NOW, THEREFORE, BE IT RESOLVED BY THE CITY COUNCIL, THE GOVERNING BODY OF THE CITY OF ROSWELL, NEW MEXICO:

1. That the buildings or structures set forth in Exhibit "A" are declared to be in such state of disrepair, damage and dilapidation as to constitute a dangerous building within the purview of Roswell Municipal Code section 16-12, as well as being a public nuisance prejudicial to the public health, safety and general welfare. That such dangerous buildings or structures set forth, if any, cannot reasonably be repaired so that they will no longer exist in violation of the terms of the ordinance.

2. The owners, occupants, if any, or agent in charge of said premises be, and they hereby are ordered and required to remove such dangerous buildings, or structures within a reasonable time thereafter not to exceed fifteen (15) days from the receipt of notice by certified mail or from the date of publication of this resolution as hereinafter provided, and as the case may be. In the event such removal be not commenced by such owner, occupant or agent, or written objection thereto be filed with the City Clerk within ten (10) days after service of a copy of this resolution by certified mail or by publication, requesting a hearing, then and in such event, the City Manager is hereby authorized and directed to cause such dangerous buildings or structures to be removed at the sole cost and expense of the owner, owners or other parties having an interest in said properties, and further, that the reasonable cost of such removal shall be and become a subsisting and valid lien against such property so removed and the lot or parcel or land from which such removal was made and shall be foreclosed in the manner provided by law for the foreclosure of municipal liens. Alternatively, the City Manager may act pursuant to Article 3-18-5 (G) (NMSA, 1978), and cause the dangerous buildings or structures to be removed and give title to them or their components to the removing person or persons.

48 3. In the event the owner or other interested party aggrieved shall file his
49 protest within the time herein provided, requesting a hearing, on the matter, the City Council
50 shall fix a date for hearing, at which time said Protestants shall be entitled to be heard in
51 person, by agent or attorney, and the City Council shall consider evidence whether or not
52 its previous action should be enforced or rescinded. If it shall be determined that the
53 removal order should be enforced, and the owner(s) shall fail or neglect to comply with said
54 decision of the City Council, they shall have a right of appeal to a court of competent
55 jurisdiction by giving notice of such appeal to the City Council within the (10) days after
56 the date of the City Council decision, together with his petition for court review duly filed
57 with the Clerk of the Court within thirty (30) days of the date
58 of the decision complained of.

59
60 4. Upon the adoption of this resolution, it shall be the duty of the City
61 Building Inspector to notify the owner, occupant or agent in charge of such building or
62 structure of the adoption of this resolution by serving a copy thereof upon him by certified
63 mail, return receipt requested; and in the event such owner, occupant or agent cannot be
64 found or served within said City as herein above provided, such notice may be served by
65 posting a copy of said resolution upon the premises complained of, followed by legal
66 publication of said resolution one time in a newspaper of general circulation within the
67 city.

68
69 ADOPTED, SIGNED AND APPROVED 13th day of August 2026.

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72 CITY SEAL

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76 _____
77 Timothy Z. Jennings, Mayor

78 ATTEST:

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81 _____
82 Amalia Martinez, City Clerk

Location	Condition	Name
1112 N ATKINSON AVE S 33 T 10S R 24E NE4NE4 N 51' S 326.9' W 110' E 150'	Dilapidated/ Deterioration Open To Public, Inadequate Maintenance	MARQUES, SATERO MARQUES, BEATRICE 1112 N ATKINSON AVE ROSWELL, NM 88201
1114 N ATKINSON AVE S 33 T 10S R 24E NE4NE4 W 103.8' E 133.8' N 53' S 379.9'	Dilapidated/ Deterioration Open To Public, Inadequate Maintenance	MC CLAIN, BABE MC CLAIN, DENA 1114 N ATKINSON AVE ROSWELL, NM 88201

1112 N ATKINSON AVE



1114 N ATKINSON AVE



**ROSWELL NEW MEXICO
AGENDA ITEM ABSTRACT**

Regular City Council Meeting

10.

Meeting Date: 08/13/2026

COMMITTEE: Finance

CONTACT: Tammi Smith

CHAIR: Kurt Gass

ACTION REQUESTED:

Resolution 26-48: Adoption of Resolution 26-48: Certification of correctness of the physical inventory of assets for FY2026. (Gass/Garcia)

BACKGROUND:

Initiated by Deanna Garcia

Pursuant to Subsection A of Section 12-6-10 NMSA, it is required that, at the conclusion of each fiscal year, local government entities conduct a physical inventory of their assets. The physical inventory of assets listed as Exhibit A must be reviewed and formally approved for accuracy by the City Council.

FINANCIAL CONSIDERATION

No financial consideration for this item.

LEGAL REVIEW:

The resolution was submitted to Legal for review. Resolutions must be adopted by a majority vote of the entire City Council.

BOARD AND COMMITTEE ACTION:

The Finance Committee recommended approval 4-0 at their meeting on August 10, 2026.

STAFF RECOMMENDATION:

Proceed as presented.

Attachments

Resolution 26-48 - Certification of Correctness of Physical Inventory FY26
Exhibit A Summary of Assets by Fund by Type

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CITY OF ROSWELL
ASSETS BY FUND BY TYPE
ACQUISITIONS THROUGH 6/30/2026

FUND	ASSET TYPE	ASSET TYPE	DESCRIPTION	ACQ COST	CURRENT YEAR DEPREC	LTD ACCUM DEPREC	CURRENT BOOK VALUE
1101 GENERAL FUND							
	10	LD	LAND	2,870,289.48	-	-	2,870,289.48
	15	LI	LAND IMPROVEMENTS	20,706,521.17	687,925.84	12,913,068.78	7,793,452.39
	20	BL	BUILDINGS	38,265,617.24	998,368.29	28,133,920.87	10,131,696.37
	30	EQ	EQUIPMENT	12,386,687.02	685,721.67	8,597,407.09	3,789,279.93
	35	CP	COMPUTERS	1,020,611.70	104,643.06	806,066.87	214,544.83
	50	VEH	VEHICLES	22,975,913.12	2,152,109.91	12,435,610.71	10,540,302.41
	55	CIP	CONSTRUCTION IN PROGRESS	660,602.88	-	-	660,602.88
	60	IS	INFRASTRUCTURE	2,507,213.42	28,156.82	2,222,582.24	284,631.18
	75	LB	LIBRARY COLLECTION	2,940,511.90	-	-	2,940,511.90
	85	HT	HISTORICAL TREASURES	437,204.16	-	-	437,204.16
	90	UD5	UNDER \$5000	216,268.37	1,503.85	203,438.00	12,830.37
				104,987,440.46	4,658,429.44	65,312,094.56	39,675,345.90
2601 CAPITAL IMPROVEMENTS FUND							
	10	LD	LAND	110,709.08	-	-	110,709.08
	20	BL	BUILDINGS	12,873.96	444.12	11,754.82	1,119.14
	30	EQ	EQUIPMENT	696,849.66	2,405.22	694,090.17	2,759.49
	35	CP	COMPUTERS	550.00	-	550.00	-
	50	VEH	VEHICLES	284,106.00	-	284,106.00	-
	60	IS	INFRASTRUCTURE	9,057,258.22	211,000.28	6,625,257.32	2,432,000.90
	80	IT	INTANGIBLES	195,679.97	-	-	195,679.97
	90	UD5	UNDER \$5000	13,556.22	-	13,556.22	-
				10,371,583.11	213,849.62	7,629,314.53	2,742,268.58
2602 CEMETERY FUND							
	10	LD	LAND	352,000.00	-	-	352,000.00
	15	LI	LAND IMPROVEMENTS	1,323,978.87	42,016.33	556,600.78	767,378.09
	20	BL	BUILDINGS	238,128.22	3,584.80	219,540.86	18,587.36
	30	EQ	EQUIPMENT	591,530.02	33,377.34	359,155.21	232,374.81
	35	CP	COMPUTERS	1,505.00	-	1,505.00	-
	50	VEH	VEHICLES	167,888.00	-	167,888.00	-

CITY OF ROSWELL
ASSETS BY FUND BY TYPE
ACQUISITIONS THROUGH 6/30/2026

FUND	ASSET TYPE	ASSET TYPE	DESCRIPTION	ACQ COST	CURRENT YEAR DEPREC	LTD ACCUM DEPREC	CURRENT BOOK VALUE
2610 TRANSIT FUND	55	CIP	CONSTRUCTION IN PROGRESS	695,519.49	-	-	695,519.49
	90	UD5	UNDER \$5000	9,535.57	403.92	6,049.03	3,486.54
				3,380,085.17	79,382.39	1,310,738.88	2,069,346.29
	10	LD	LAND	10,000.00	-	-	10,000.00
	20	BL	BUILDINGS	546,663.38	8,940.29	462,669.11	83,994.27
	30	EQ	EQUIPMENT	25,810.00	3,687.18	20,586.51	5,223.49
2615 RECREATION FUND	50	VEH	VEHICLES	1,678,827.62	211,116.02	1,095,558.44	583,269.18
	55	CIP	CONSTRUCTION IN PROGRESS	1,345.31	-	-	1,345.31
				2,262,646.31	223,743.49	1,578,814.06	683,832.25
	10	LD	LAND	6,000.00	-	-	6,000.00
	15	LI	LAND IMPROVEMENTS	2,586,097.07	119,220.92	912,874.73	1,673,222.34
	20	BL	BUILDINGS	23,550,976.91	1,113,507.69	8,556,252.80	14,994,724.11
2623 STREET / ROAD FUND	30	EQ	EQUIPMENT	277,428.88	36,194.70	139,418.63	138,010.25
	50	VEH	VEHICLES	107,750.50	5,729.75	79,101.75	28,648.75
	55	CIP	CONSTRUCTION IN PROGRESS	178,479.46	-	-	178,479.46
	60	IS	INFRASTRUCTURE	649,752.92	32,487.60	35,194.90	614,558.02
	80	IT	INTANGIBLES	80,300.93	-	-	80,300.93
	90	UD5	UNDER \$5000	2,973.72	-	2,973.72	-
				27,439,760.39	1,307,140.66	9,725,816.53	17,713,943.86
2623 STREET / ROAD FUND	10	LD	LAND	244,459.99	-	-	244,459.99
	12	LR	LAND RIGHT OF WAYS	5,175,036.87	-	-	5,175,036.87
	15	LI	LAND IMPROVEMENTS	388,777.89	19,066.17	122,417.23	266,360.66
	20	BL	BUILDINGS	245,327.93	1,159.80	224,839.17	20,488.76
	30	EQ	EQUIPMENT	2,284,122.93	32,642.00	2,129,741.55	154,381.38
	35	CP	COMPUTERS	1,344.00	-	1,344.00	-
	50	VEH	VEHICLES	3,238,522.85	229,999.88	2,248,507.29	990,015.56

CITY OF ROSWELL
ASSETS BY FUND BY TYPE
ACQUISITIONS THROUGH 6/30/2026

FUND	ASSET TYPE	ASSET TYPE	DESCRIPTION	ACQ COST	CURRENT YEAR DEPREC	LTD ACCUM DEPREC	CURRENT BOOK VALUE
5100 AIR CENTER FUND	55	CIP	CONSTRUCTION IN PROGRESS	5,423,472.27	-	-	5,423,472.27
	60	IS	INFRASTRUCTURE	5,458,835.33	191,293.65	568,347.89	4,890,487.44
	65	IR	INFRASTRUCTURE - ROADS	183,563,586.09	2,955,607.46	161,202,289.71	22,361,296.38
	90	UD5	UNDER \$5000	2,002.00	-	2,002.00	-
				206,025,488.15	3,429,768.96	166,499,488.84	39,525,999.31
	10	LD	LAND	68,028.68	-	-	68,028.68
	12	LR	LAND RIGHT OF WAYS	170.00	-	-	170.00
	15	LI	LAND IMPROVEMENTS	13,071,896.79	450,834.22	1,801,327.46	11,270,569.33
	20	BL	BUILDINGS	52,813,862.56	1,372,033.58	36,990,092.46	15,823,770.10
	30	EQ	EQUIPMENT	3,482,505.80	94,557.22	2,266,423.76	1,216,082.04
5200 SANITATION FUND	50	VEH	VEHICLES	4,202,688.69	356,679.75	2,473,783.38	1,728,905.31
	55	CIP	CONSTRUCTION IN PROGRESS	12,821,263.23	-	-	12,821,263.23
	60	IS	INFRASTRUCTURE	45,747,696.67	1,524,633.78	24,938,414.33	20,809,282.34
	65	IR	INFRASTRUCTURE - ROADS	102,417.01	-	102,417.01	-
	70	IW	INFRASTRUCTURE - WATER	2,072,468.35	47,414.24	68,598.48	2,003,869.87
	80	IT	INTANGIBLES	358,827.83	-	-	358,827.83
				134,741,825.61	3,846,152.79	68,641,056.88	66,100,768.73
	10	LD	LAND	194,229.23	-	-	194,229.23
	15	LI	LAND IMPROVEMENTS	13,038,446.85	688,900.85	8,220,845.96	4,817,600.89
	20	BL	BUILDINGS	2,093,425.64	44,973.43	1,731,198.58	362,227.06
	30	EQ	EQUIPMENT	7,450,164.36	690,295.25	5,284,995.98	2,165,168.38
	35	CP	COMPUTERS	12,042.33	-	12,042.33	-
	50	VEH	VEHICLES	8,439,960.31	829,581.06	6,184,746.27	2,255,214.04
	55	CIP	CONSTRUCTION IN PROGRESS	55,215.66	-	-	55,215.66
	90	UD5	UNDER \$5000	2,853.05	142.68	1,295.64	1,557.41
				31,286,337.43	2,253,893.27	21,435,124.76	9,851,212.67

CITY OF ROSWELL
ASSETS BY FUND BY TYPE
ACQUISITIONS THROUGH 6/30/2026

FUND	ASSET TYPE	ASSET TYPE	DESCRIPTION	ACQ COST	CURRENT YEAR DEPREC	LTD ACCUM DEPREC	CURRENT BOOK VALUE
5300 WATER FUND	10	LD	LAND	4,667,555.00	-	-	4,667,555.00
	15	LI	LAND IMPROVEMENTS	2,041,821.75	90,798.06	1,391,170.25	650,651.50
	20	BL	BUILDINGS	55,920,848.51	814,731.05	43,190,806.77	12,730,041.74
	30	EQ	EQUIPMENT	15,931,157.59	659,931.32	14,196,851.67	1,734,305.92
	35	CP	COMPUTERS	22,868.75	-	22,868.75	-
	50	VEH	VEHICLES	3,784,621.55	197,679.49	3,244,514.51	540,107.04
	55	CIP	CONSTRUCTION IN PROGRESS	774,256.67	-	-	774,256.67
	60	IS	INFRASTRUCTURE	34,102,352.62	1,435,169.71	16,769,872.74	17,332,479.88
	70	IW	INFRASTRUCTURE - WATER	57,285,438.44	1,535,446.34	33,645,963.88	23,639,474.56
	80	IT	INTANGIBLES	11,786,409.82	-	-	11,786,409.82
GRAND TOTAL	90	UD5	UNDER \$5000	828,930.76	43,760.94	708,295.05	120,635.71
				187,146,261.46	4,777,516.91	113,170,343.62	73,975,917.84
				707,641,428.09	20,789,877.53	455,302,792.66	252,338,635.43

**ROSWELL NEW MEXICO
AGENDA ITEM ABSTRACT**

Regular City Council Meeting

11.

Meeting Date: 08/13/2026

COMMITTEE: Finance

CONTACT: Tammi Smith

CHAIR: Kurt Gass

ACTION REQUESTED:

Resolution 26-49: Adoption of Resolution 26-49: Approving a budget adjustment for the fiscal year ending June 30, 2027. (Gass/Gomez)

BACKGROUND:

Initiated by: Toni Gomez

The New Mexico Department of Finance Administration (DFA) requires governing body approval for any budget adjustment that increases or decreases revenue or expenditures in the approved budget. The finance department is requesting approval of budget adjustments, as summarized in Exhibit "A", to align the City's FY2026-2027 budget with current funding allocations. These adjustments include updates to various grants, transfers, and departmental budgets.

FINANCIAL CONSIDERATION

Financial Impact (Revenue & Expense): Budget adjustments are reflected across multiple funds and departments as detailed in Exhibit "A". The total impact of these adjustments is summarized below:

Revenue: \$262,604.40

Expenses: \$310,604.40

LEGAL REVIEW:

Budget adjustments are reflected across multiple funds and departments as detailed in Exhibit "A".

BOARD AND COMMITTEE ACTION:

The Finance Committee recommended approval 4-0 at its meeting on Monday, August 10, 2026.

STAFF RECOMMENDATION:

Proceed as presented.

Attachments

Resolution 26-49
Exhibit A

RESOLUTION 26-49

A RESOLUTION OF THE CITY OF ROSWELL, NEW MEXICO, AMENDING THE BUDGET FOR THE FISCAL YEAR ENDING JUNE 30, 2027, FOR VARIOUS GRANTS AND OTHER DEPARTMENTS.

WHEREAS, the governing body of the City of Roswell, State of New Mexico, has previously approved a budget for the fiscal year 2026-2027, ending June 30, 2027; and

WHEREAS, the City of Roswell desires to amend said budget for \$262,604.40 in revenues and \$310,604.40 in expenses, detailed in Exhibit A and summarized below:

- Various Funds: Revenues \$262,604.40 and Expenses \$310,604.40

WHEREAS, it is the majority opinion of the Governing Body that the proposed amended budget continues to meet fiscal requirements as currently determined for the fiscal year 2026-2027.

NOW, THEREFORE, BE IT RESOLVED THAT THE CITY COUNCIL AS THE GOVERNING BODY OF THE CITY OF ROSWELL, NEW MEXICO, hereby adopts the budget adjustment hereinabove described and respectfully requests approval for the same from the Local Government Division of the Department of Finance and Administration, State of New Mexico.

PASSED, ADOPTED, SIGNED, and APPROVED the 13th day of August 2026.

CITY SEAL

Timothy Z. Jennings, Mayor

ATTEST:

Amalia Martinez, City Clerk

City of Roswell
Budget Adjustment
August 2026

Fund	Department		Category (Revenue/Expense)	Description	Proposed Adjustment (+/-)
Museum General	Museum Animal Control	2611-489100 1101-489105	Revenue Revenue	Fine Arts Insurance Claim Proceeds Carroll Petrie Foundation	241,869.40 20,735.00
					262,604.40
Air Center Museum General	Operations Museum Animal Control	51004332-781020 26114221-654801 11014161-654814	Expense Expense Expense	Top Flight Tavern Operational Expense Conservation of Flood Damaged Museum Collection Items Carroll Petrie Foundation	48,000.00 241,869.40 20,735.00
					310,604.40
Public Safety Public Safety Air Center Air Center	Public Safety Public Safety Air Center Air Center	55004125-817506 55004125-817505 51004334-817504 81004334-817503	Transfer Transfer Transfer Transfer	Bariatric Transport Gurney, LIFE Pak 35 Monitor/Defibrillator Bariatric Transport Gurney, LIFE Pak 35 Monitor/Defibrillator Electrical Vault Task Order K Electrical Vault Task Order K	(94,783.02) 94,783.02 (240,814.94) 240,814.94
					0.00

**ROSWELL NEW MEXICO
AGENDA ITEM ABSTRACT**

Regular City Council Meeting

12.

Meeting Date: 08/13/2026

COMMITTEE: Finance

CONTACT: Tammi Smith

CHAIR: Kurt Gass

ACTION REQUESTED:

Resolution 26-50: Adoption of Resolution 26-50: Approving the determination of uncollectible accounts and authorizing the write-off and removal of those accounts from the City's Accounts Receivable records in the amount of \$51,749.37. (Gass/Costley)

BACKGROUND:

Initiated by: Enid Costley

New Mexico Statutes Chapter 3. Municipalities § 3-37-7. Determination of uncollectible account: removal from accounts receivable. If the finance officer of a municipality states:

1. The manner in which a utility account or any unsecured account has been incurred;
2. The efforts made to collect the utility account or unsecured account and to locate the debtor;
3. That the utility account or unsecured account has been uncollectible for a period of more than four years; and
4. That in his opinion, the utility account or unsecured account is uncollectible, the governing body of a municipality may, by resolution, remove the uncollectible account or unsecured account from the list of accounts receivable of the municipality.

The City of Roswell currently has bills totaling \$51,749.37 in unpaid library fines and fees charges which are January 1, 2022, and older. All collection attempts have failed, and many billing attempts have been returned as undeliverable due to no forwarding address. All of these bills have been uncollectible for over four years. The City of Roswell Finance Director considers all of these bills as uncollectible.

FINANCIAL CONSIDERATION

Reduction in accounts receivable of \$51,749.37.

LEGAL REVIEW:

The Legal Department has reviewed the abstract and resolutions. The documents have been approved as to form. A majority vote of the entire City Council must adopt the Resolution.

BOARD AND COMMITTEE ACTION:

The Finance Committee recommended approval 4-0 at its meeting on Monday, August 10, 2026.

STAFF RECOMMENDATION:

Proceed as presented.

Attachments

Uncollected Library Fines and Fees Resolution

RESOLUTION 26-50

**A RESOLUTION OF THE CITY OF ROSWELL, NEW MEXICO APPROVING THE
DETERMINATION OF UNCOLLECTIBLE ACCOUNTS AND THE REMOVAL FROM
ACCOUNTS RECEIVABLE**

WHEREAS, the governing body of the City of Roswell, State of New Mexico, approved the determination of uncollectible accounts and the removal from accounts receivable; and

WHEREAS, the City desires to adjust accounts receivable by \$51,749.37 as allowed under State Statutes Chapter 3 Article 37 Section 7 Determination of uncollectible account; removal from accounts receivable. If the financial officer or a municipality states:

- A. The manner in which a utility account or any unsecured account has been incurred;
- B. The efforts made to collect the utility account or unsecured account and to locate the debtor;
- C. That the utility account or unsecured account has been uncollectible for a period of more than four years; and
- D. That in his opinion the utility account or unsecured account is uncollectible, the governing body of a municipality may, by resolution, remove the uncollectible account or unsecured account from the list of accounts receivable of the municipality.

WHEREAS, it is the majority opinion of the Governing Body that the proposed removal of uncollectible accounts for a period of more than four years continue to meet State Statutes and the financial requirements as currently determined for the fiscal year 2026-2027.

NOW, THEREFORE, BE IT RESOLVED THAT THE CITY COUNCIL AS THE GOVERNING BODY OF THE CITY OF ROSWELL, NEW MEXICO, hereby adopts the removal of uncollectible accounts from accounts receivable for Library fines and fees dated January 1, 2022 and older hereinabove described and respectfully request approval for same from the Local Government Division of the Department of Finance and Administration, State of New Mexico.

PASSED, ADOPTED, SIGNED, and APPROVED this __day of _____

CITY SEAL

, Mayor

ATTEST:

, City Clerk

**ROSWELL NEW MEXICO
AGENDA ITEM ABSTRACT**

Regular City Council Meeting

13.

Meeting Date: 08/13/2026

COMMITTEE: Finance

CONTACT: Tammi Smith

CHAIR: Kurt Gass

ACTION REQUESTED:

Approval of the Lodgers' Tax Funding Request for the Crash and Clash Youth Wrestling Tournament for Marketing, Sanitation, and Security, and open negotiations with the City of Roswell for sponsorship. (Gass/Conyers)

BACKGROUND:

Initiated by: Tommi Jo Conyers

From their application:

This tournament was not held in Roswell in 2025 but has been held in Roswell since 2019. Crash and Clash will be held in Roswell on December 19 & 20, 2026. The tournament is held at Roswell High School at the end of the High School Rio Hondo Tournament. All planning and preparation is taken care of by Roswell Invasion Wrestling Club. Wrestlers come in on Saturday for official weigh-ins prior to the start of the Novice tournament on Saturday evening and the qualifier tournament on Sunday.

3 years of Historical Lodgers' Tax Funding Data:

Marketing, sanitation, and security

FY2023 — No Record of request

FY2024 — No Record of request

FY2025 — Awarded \$2,500 — Expended \$762.17

FY2026 — Requested Sponsorship only.

Sponsorship

FY2026 — Awarded \$2,500 — No Expenditures — Tournament was not held in Roswell.

FINANCIAL CONSIDERATION

The Finance Committee recommended approval to fund \$2,000 for marketing, sanitation, and security, and \$2,000 in sponsorship. Total recommendation of \$4,000.

26224081-672805- \$2,000

26224081-672805- \$2,000

LEGAL REVIEW:

The City Attorney's office will review and approve the sponsorship agreements before signatures are collected.

BOARD AND COMMITTEE ACTION:

The Occupancy Tax Board voted 3-0 to recommend funding the Crash and Clash Youth Wrestling Tournament at its July 21, 2026, meeting. The Finance Committee recommended approval 4-0 at its meeting on Monday, August 10, 2026.

STAFF RECOMMENDATION:

Proceed as presented.

Attachments

FY27- LT Funding Application- Crash and Clash Wrestling Tournament

FY25- Crash and Clash Funding tracking sheet

FY27- OTB Recommendation Form- Crash and Clash



LODGERS' TAX

APPLICATION AND INSTRUCTIONS

Contact information for questions:

tourism@roswell-nm.gov



LODGERS' TAX GENERAL INFORMATION

The City of Roswell requires any organization or citizen seeking Lodgers' Tax (occupancy) funds from the city to make such a request through the city's application process and compliance with the City of Roswell's policies and procedures.

APPLICATION PROCESS

1. Lodgers' Tax Funding Request is submitted to tourism@roswell-nm.gov by deadline.
2. The city's Occupancy Tax Board reviews and provides recommendation to Finance Committee.
3. The Finance Committee reviews, approves or changes recommendation for City Council.
4. City Council awards, changes or denies funding request.

The role of the Occupancy Tax Board is to review applications for events that will bring out-of-town visitors to the City of Roswell and promote hotels stays. The board provides recommendation to the Finance Committee.

DEADLINES FOR EVENTS HELD JULY 1, 2026 TO DECEMBER 31, 2026

1. Applications are to be submitted by or before 5 p.m. on June 30, 2026

TYPES OF AWARDS AVAILABLE

Applicants may request awards for each of the following categories:

- 1. Marketing.** The items listed below are generally acceptable expenses related to advertising:
 1. *Radio, television, newspaper, billboard or magazine advertisements*
 2. *Posters, brochures, flyers, postcards, or other marketing materials*
 3. *Postage for mailing of marketing materials*
 4. *Website, Facebook, or other internet paid advertising placement*
 5. *Free T-shirts for registration participants or attendees*
 6. *Police/Security, Fire and Sanitation services are recognized as eligible expenses within the Marketing category.*
- 2. Sponsorship.** Sponsorships are available where the City and applicant wish to form a formal cooperative arrangement where the City holds an interest in the event and helps create the event. Sponsorships will be conditioned up MOUs or contracts subject to governing body approval.

The items listed below are generally *acceptable expenses* as part of a City sponsorship:

1. *Establishing, operating, purchasing, constructing, otherwise acquiring, reconstructing, extending, improving, equipping furnishing or acquiring real property*
2. *Administrative, operational, or event manager costs (includes marketing firm services)*
3. *Costumes*
4. *Payments, other than placed advertisements, for entertainment*
5. *Equipment rental*
6. *Food or beverages (including water) provided for entertainment, judges, contestants, workers, or as hospitality*
7. *Gifts or in-kind expenses*
8. *Lodging or travel*
9. *Monetary awards*
10. *Programs given out during the event*
11. *Rent of facility*
12. *Thank-you advertisements after the event*

FUNDING LIMITS

Unless exempt from the Procurement Code or as part of a Sponsorship, marketing awards will be capped at \$20,000.00



LODGERS' TAX FUNDING APPLICATION

Received Date: June 30, 2026

Please check the box for which type of funding you seek.

- ☐ Marketing, and Police/Security, Fire and Sanitation services
☒ Sponsorship

Today's Date: 6-30-26

Event Name: Crash & Clash Youth Wrestling Tournament Event Date: Dec 19 & 20, 2026
Organization: Roswell Invasion Wrestling Club Event Time: 19th 5 pm 20th 8 am
Event Address: 500 W Hobbs Street City/State/ZIP: Roswell, NM 88203
Website: n/a Phone: 5756262324 Email: roswell.invasion.wc@gmail.com
Organizer: Christopher Spear, President Mobile: 5756356338
Second Organizer: Judaun Spear, Secretary/Treasurer Mobile: 5756262324

EVENT DETAILS ☐ Check for first time event

Estimated # Attending: 1500 Anticipated # of hotel rooms booked: 450+

Last year's event (if this is not a first-time event, must attach proof)

of Attendees: 0 # of hotel rooms booked: 0

Description of Event Logistics:

This tournament was not held in Roswell in 2025 but has been held in Roswell since 2019. Crash and Clash will be held in Roswell December 19 & 20, 2026. The tournament is held at Roswell High School at the finish of the High School Rio Hondo Tournament. All planning and preparation is taken care of by Roswell Invasion Wrestling Club. Wrestlers come in on Saturday for official weigh ins prior to the start of the Novice tournament on Saturday evening and the qualifier tournament on Sunday.



Permit #: _____

MARKETING LODGERS' TAX REQUEST

Any funding from Lodgers' Tax must follow the Lodgers' Tax Policy (PA0002). Please be sure you have read and understand the policy. **You must type out marketing budget plan in the fillable form below or attach as indicated below.** Please feel free to add additional pages, ad samples, artwork, etc. This is what is considered for approval. Any request not listed with this form is not considered for approval. Lodgers' Tax funds must be expended in accordance with the Lodgers' Tax Act for purposes of advertising, publicizing and promoting tourist-related attractions, facilities and events. Lodgers' Tax is funded by overnight stays in Roswell.

List of eligible expenses for marketing: Newspaper, Magazine, Radio, Television, Google Ads/ Paid Social Media, Digital Billboard, Vinyl Billboard, Posters, Flyers, Postcards, or other paid media.

MARKETING BUDGET PLAN

Eligible Marketing Expenses Please use and attach an additional sheet if more space is needed.

Advertising Type	Placement/Vendor (specific):	Frequency/Run Dates:	Your Estimated Cost
Example: Newspaper	Example: Dallas Morning News	Example: May 1-10, 2x 1/2 pg	Example: \$700
Medals	Sat Dec 19, 2026 Novice Tournament Medals		\$2500.00
Medals	Sun Dec 20, 2026 Qualifier Tournament Medals		\$2500.00
	We order 750 medals for each tournament boys		
	and girls brackets.		
	Our medals are unique and are talked about all		
	season long and for seasons to come.		

Note: All marketing must include "paid in part by City of Roswell Lodgers' Tax" logo and/or text to be eligible.

Other Eligible Expenses	Details (Source of Services / Service Employees Required / # of T-Shirts)	Your Estimated Cost
Police/Security	N/A	0
Fire	N/A	0
Clean-up/Sanitation	N/A	0

TOTAL estimated cost:	\$5000.00
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Permit #: _____

SPONSORSHIP LODGERS' TAX REQUEST

1. Sponsorships are available where the City and applicant wish to form a formal cooperative arrangement where the City holds an interest in the event and helps create the event. Sponsorships will be conditioned up MOUs or contracts subject to governing body approval.

The items listed below are generally *acceptable expenses* as part of a City sponsorship:

1. Establishing, operating, purchasing, constructing, otherwise acquiring, reconstructing, extending, improving, equipping furnishing or acquiring real property
2. Administrative, operational, or event manager costs (includes marketing firm services)
3. Costumes
4. Payments, other than placed advertisements, for entertainment
5. Equipment rental
6. Food or beverages (including water) provided for entertainment, judges, contestants, workers, or as hospitality
7. Gifts or in-kind expenses
8. Lodging or travel
9. Monetary awards
10. Programs given out during the event
11. Rent of facility
12. Thank-you advertisements after the event

SPONSORSHIP BUDGET PLAN

Eligible Sponsorship Expenses Please use and attach an additional sheet if more space is needed.

Expense Type	Vendor (specific):	Your Estimated Expense
Example: Facility Rental	Example: Convention Center	Example: \$700
Referees	NM Junior Wrestling Certified referees	\$6000.00
Water/Hospitality Room for Coaches and Officials	Roswell Invasion Wrestling Purchases	\$750.00
Track Master to run Flo Wrestling program	Andrew Fowner	\$1250.00
Hotel Rooms for Referees	Go with whomever gives us the best price	\$1100.00
Misc Supplies	Paper. sharpies, tape, ect	\$150.00

Note: All expenditures **MUST** be accounted for.

TOTAL estimated expense:	\$9250.00
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EVENT DETAILS/SCORING

The definition of a Tourist means a person who travels for the purpose of business, pleasure or culture to a municipality or county imposing an occupancy tax. Tourist-related events mean events that are planned for, promoted to and attended by tourists. *Lodgers' Tax Act Definitions {3-38-13 NMSA 1978}*

Please provide details of your event, along with any attachments that may help answer the specific questions below. The Occupancy Tax Board will score the event on a 100-point scale based on return on investment, historical performance, other economic impact, general attendance and event uniqueness.

Return on Investment (25 points): Detail the return on investment to the community based on tourism. Consider any additional Lodgers' Tax generated as a direct result of your organization or event, along with any estimated attendance from out-of-town visitors and estimated room nights in local lodging facilities.

Fuel
Dining
Shopping
Hotel

Source for detail provided: What one wrestling family of 4 spends when they travel out of won to a wrestling tournament

Historical Performance (10 points): Include award dollars used, prior attendance and room nights.

Year	Wrestlers	Hotel
2019	464	200+
2020	0	0 COVID YEAR
2021	542	270+
2022	1075	600+
2023	651	300+
2024	1362	450+ This is for both Novice and Qualifier Tournament
2025	0	0 Was not awarded qualifier tournament this year

Award dollars previously used: \$762.17

Prior year attendance: 2150+

of overnight room nights booked: 450+

Estimated cost of service request from City Departments (not scored):

None

Other Economic Impact (25 points): Additional Gross Receipts Tax generated as a direct result of your organization or event (restaurants, purchases in local stores).

Dining
Shopping
Fuel
Hotel

Attendance typee & transportation to Roswell: Private vehicles
Average daily spending on food/beverage: Family of 4 - \$200.00-\$250.00
Source for data provide listed above: What one wrestling farmly spends when traveling out of town to a wrestling tournar

General Attendance of Event (10 points): Please consider both local and out-of-town attendees.

Year	Total # of Wrestlers	RIWC Wrestlers	Out of Town Wrestlers	Spectators
2019	464	36-7.75%	428-92.25%	1392+
2020	0 COVID YEAR			
2021	542	47-8.67%	495-91.33%	1626+
2022	1075	60-5.58%	1015-94.42%	3225+
2023	651	59-9.06%	592-90.94%	1953+
2024	1362	88-6.46%	1274-93.54%	4000+
2025	0 Was Not Awarded a qualifier tournament			

10%

90%

90%

Local

Outside

% of attendance from outside of Roswell

Source for data provided: Registration

Uniqueness of Event (30 points): What makes this event different from others?

New Mexico Junior Wrestling holds 14 youth wrestling tournaments for the season. Five of these tournaments are qualifiers, which wrestlers must attend 3 of the 5 to qualify for State Youth Wrestling. Roswell Invasion Wrestling Club has been awarded a qualifier each year since the club was formed in 2019, except in 2025. This years qualifiers are in Farmington, Las Cruces, Las Vegas, Roswell and Albuquerque. The other 9 tournaments are in the greater metro area. Roswell Invasion Wrestling Club and Carlsbad Combat are the only youth wrestling program in SE NM to date. On Saturday December 19th, we will host our second Novice tournament. The qualification for this tournament is the wrestlers have to have wrestled for less than 2 years. This is a great opportunity for these young people to get on the mat with their opponent having the same or close to the same skill set. On Sunday December 20th, we will host our 6th State qualifier tournament. Wrestlers consist of boys and girls from ages 4 through high school. This tournament is very well organized. Coaches and parents can't wait to come back every year. Our medals are unique. You wont find another wrestling tournament with the uniqueness of our medals.

OFFICIAL USE ONLY

OTB Date: Finance Committee Date: Council Date:

Last Day of Event: Reimbursement Request Due Date (90 days from last day of event):

FY25- Marketing/Sanitation/Security

Crash and Clash

EVENT NAME:

12/21/2024 - 12/22/2024

DATE(S):

Reimb Due date:

Rec'd Reimb date:

Awarded Amount

2,500.00

completed date:

DOCUMENTATION

ELIGIBLE EXP	VENDOR	DESCRIPTION	INVOICE AMT	ELIGIBLE INVOICE AMT	PROOF OF PAYMENT	PROOF OF WORDING	ELIG AMT	COMMENTS
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Y	Hasty Awards	Medals for event	1524.34	762.17	Check	Y	762.17	
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|

Eligible Expenses	762.17
Awarded Amount	2,500.00
Balance	1,737.83

eligible for \$2,500 of award amount



CITY OF ROSWELL OCCUPANCY TAX BOARD BOARD RECOMMENDATION FORM

Event Name: Crash and Clash Wrestling Tournament Event Dates: December 19 & 20, 2026
Organization: Roswell Invasion Wrestling Club Contact: roswell.invasion.wc@gmail.com

Final Board Scores

Evaluation Category	Max Points	Final Score
Return on Investment	25	15
Historical Performance	10	1
Other Economical Impact	25	10
General Attendance	10	5
Uniqueness of Event	30	

Total Final Score
Total Points Awarded: 61 /100

Board Recommendation

- ☐ Recommend Full Funding
☐ Recommend Partial Funding

Marketing Recommended Amount: \$ 2,500
Sponsorship Recommended Amount: \$ 5,000

- ☐ Do Not Recommend Funding

Board Discussion Notes

Conditions or Recommendations (if applicable)

Scoring Guidance

- 90-100 Exceptional tourism impact; highlight recommended
80-89 Strong application; recommended
70-79 Good application; funding at board discretion
60-69 Limited tourism impact; consider partial funding
Below 60 Does not sufficiently meet Lodgers' Tax objectives

Chair Signature:  Occupancy Tax Board Date: 7-21-26

**ROSWELL NEW MEXICO
AGENDA ITEM ABSTRACT**

Regular City Council Meeting

14.

Meeting Date: 08/13/2026

COMMITTEE: Finance

CONTACT: Tammi Smith

CHAIR: Kurt Gass

ACTION REQUESTED:

Approval of the Lodgers' Tax Funding Request for the National Championship Air Races of \$300,000 for sponsorship, as stated in the MOU for their 2027 event. (Gass/Conyers)

BACKGROUND:

Initiated by: Tommi Jo Conyers

From their application:

The National Championship Air Races will return to Roswell, New Mexico, September 15–19, 2027, continuing the successful establishment of one of aviation's most prestigious and distinctive events at the Roswell Air Center. Known worldwide as "The World's Fastest Motorsport," the National Championship Air Races combine closed-course pylon racing, military and civilian air show performances, static aircraft displays, aviation education, STEM programming, vendor areas, food concessions, premium hospitality, and family-friendly entertainment into a multi-day tourism event with significant regional impact.

The 2027 event will build on the proven success of the 2025 inaugural Roswell event and the anticipated continued growth of the 2026 event. In 2025, the National Championship Air Races welcomed an estimated 56,000 attendees over five days, generated an estimated \$29.6 million in economic impact for New Mexico, and delivered more than 1.4 billion media impressions. The event also produced strong destination-marketing value, with New Mexico True integrated across marketing, advertising, on-site signage, digital content, earned media, and guest-facing event touchpoints.

The 2026 National Championship Air Races have not yet occurred, but RARA anticipates a strong turnout and exciting economic performance as the event continues to mature in Roswell. The 2027 event will represent the third year of the National Championship Air Races in Roswell, moving the event from successful relocation into long-term establishment as a signature tourism driver for the city and region.

The 2027 event is expected to feature the full complement of race classes, including Biplane, Formula 1, Sport, T-6, Jet, Unlimited, and STOL Drag, along with aviation performers, military participation, aircraft displays, vendor and exhibitor activations, youth education programming, and hospitality experiences. The event footprint at Roswell Air Center will again include spectator viewing areas, pit access, aircraft parking, race operations, vendor and exhibitor zones, STEM and education areas, sponsor activation spaces, hospitality areas, and guest-service infrastructure.

Key logistical components for 2027 are expected to include:

Refined event operations based on the 2025 inaugural Roswell event and the anticipated lessons learned from the 2026 event.

Continued use of Roswell Air Center as the host venue, with extensive space for spectators, aircraft, race teams, exhibitors, vendors, hospitality, operations, and public safety support.

A continued STEM and aviation education presence designed to introduce students and families to

aviation, aerospace, engineering, drones, robotics, aircraft maintenance, and related career paths.

A strong volunteer program emphasizing local recruitment, training, and community engagement.

A national vendor and exhibitor program featuring aviation, technology, defense, lifestyle, local business, merchandise, and food-and-beverage participation.

Continued coordination with the City of Roswell, Roswell Air Center, tourism partners, lodging partners, law enforcement, fire, EMS, sanitation, transportation providers, volunteers, sponsors, and regional stakeholders.

An expanded tourism-marketing approach designed to drive overnight visitation from New Mexico, Texas, Arizona, Colorado, California, Nevada, and other key markets.

The 2027 National Championship Air Races represent more than a five-day event. They are part of a long-term tourism and economic development partnership between RARA and the City of Roswell. Each year strengthens Roswell's national identity as the new home of championship air racing, increases visitor spending, supports lodging demand, creates opportunities for local businesses, and expands Roswell's visibility in aviation, tourism, STEM education, and national media.

1 year of Historical Lodgers' Tax Funding Data:

FY2026- Awarded \$300,000 in sponsorship — Expended \$300,000

FINANCIAL CONSIDERATION

The Occupancy Tax Board has recommended funding in the amount of \$300,000 for sponsorship per the MOU.

26224081-672828- \$300,000

LEGAL REVIEW:

None at this time. The Legal Department will review the sponsorship agreement before signatures are collected.

BOARD AND COMMITTEE ACTION:

The Occupancy Tax Board voted 3-0 to recommend funding the National Championship Air Races at its July 21, 2026, meeting. The Finance Committee recommended approval 4-0 at its meeting on Monday, August 10, 2026.

STAFF RECOMMENDATION:

Proceed as presented.

Attachments

FY27 NCAR Cover Letter
FY27- LT Funding Application- NCAR
2026 Event Report
FY27- OTB Recommendation Form- NCAR



Roswell Lodgers' Tax Funding Committee

City of Roswell
425 N Richardson Ave
Roswell, NM 88201

June 29, 2026

Dear Members of the Lodgers' Tax Grant Committee,

On behalf of the Reno Air Racing Association, I am pleased to submit our **2027 Lodgers' Tax sponsorship application requesting \$300,000** in continued support **for the National Championship Air Races, scheduled for September 15–19, 2027, at the Roswell Air Center.**

The 2027 National Championship Air Races will mark the third year of this legendary event in Roswell and the continued establishment of NCAR as a signature tourism driver for the city and southeastern New Mexico. Known globally as "The World's Fastest Motorsport," NCAR remains the world's only multi-class, closed-course pylon air racing event, combining competitive aviation, military and civilian air show performances, static aircraft displays, STEM education, exhibitors, vendors, hospitality, and family entertainment into a major multi-day destination event.

The City of Roswell's support has been instrumental in helping establish this event in its new home. The 2025 inaugural Roswell event welcomed an estimated 56,000 attendees, generated an estimated \$29.6 million in economic impact, produced more than 1.4 billion media impressions, and demonstrated the strong tourism and destination-marketing value of this partnership. The 2026 event has not yet occurred at the time of this application, but RARA anticipates strong turnout and continued economic momentum as the event matures in Roswell.

For 2027, RARA is projecting approximately 80,000 attendees and significant room-night demand across Roswell and the surrounding region. The requested Lodgers' Tax support will help offset eligible sponsorship expenses tied to the scale and quality of the event, including event-wide marketing and promotion, guest and sponsor hospitality infrastructure, race-week lodging needs, airshow support requirements, and equipment rental. **City of Roswell branding will continue to be incorporated throughout the event in recognition of this and other support.**

Continued Lodgers' Tax support will allow RARA to promote Roswell to high-value tourism audiences while strengthening the guest experience, expanding the event's reach, supporting operational coordination, and encouraging overnight visitation. The event also creates meaningful secondary value through restaurant activity, retail purchases, fuel sales, transportation, local vendor participation, STEM engagement, aviation workforce exposure, and national media visibility. **With continued support from the Lodgers' Tax Fund, the 2027 National Championship Air Races will help further establish Roswell as one of the most distinctive event destinations in the country.**



We are grateful for the City of Roswell's partnership and continued belief in the future of the National Championship Air Races. RARA looks forward to working with the City, the Lodgers' Tax Funding Committee, Roswell Air Center, local businesses, tourism partners, volunteers, and the broader community to deliver another successful event in 2027.

Sincerely,

A handwritten signature in blue ink, appearing to read "Greg Gibson".

Greg Gibson

Marketing and Business Development Manager
Reno Air Racing Association

CC:

Mike Espiritu
Fred Telling
Bobbi Thompson
Tony Logoteta



LODGERS' TAX

APPLICATION AND INSTRUCTIONS

Contact information for questions:

tourism@roswell-nm.gov



LODGERS' TAX GENERAL INFORMATION

The City of Roswell requires any organization or citizen seeking Lodgers' Tax (occupancy) funds from the city to make such a request through the city's application process and compliance with the City of Roswell's policies and procedures.

APPLICATION PROCESS

1. Lodgers' Tax Funding Request is submitted to tourism@roswell-nm.gov by deadline.
2. The city's Occupancy Tax Board reviews and provides recommendation to Finance Committee.
3. The Finance Committee reviews, approves or changes recommendation for City Council.
4. City Council awards, changes or denies funding request.

The role of the Occupancy Tax Board is to review applications for events that will bring out-of-town visitors to the City of Roswell and promote hotels stays. The board provides recommendation to the Finance Committee.

DEADLINES FOR EVENTS HELD JULY 1, 2026 TO DECEMBER 31, 2026

1. Applications are to be submitted by or before 5 p.m. on June 30, 2026

TYPES OF AWARDS AVAILABLE

Applicants may request awards for each of the following categories:

- 1. Marketing.** The items listed below are generally acceptable expenses related to advertising:
 1. *Radio, television, newspaper, billboard or magazine advertisements*
 2. *Posters, brochures, flyers, postcards, or other marketing materials*
 3. *Postage for mailing of marketing materials*
 4. *Website, Facebook, or other internet paid advertising placement*
 5. *Free T-shirts for registration participants or attendees*
 6. *Police/Security, Fire and Sanitation services are recognized as eligible expenses within the Marketing category.*
- 2. Sponsorship.** Sponsorships are available where the City and applicant wish to form a formal cooperative arrangement where the City holds an interest in the event and helps create the event. Sponsorships will be conditioned up MOUs or contracts subject to governing body approval.

The items listed below are generally *acceptable expenses* as part of a City sponsorship:

1. *Establishing, operating, purchasing, constructing, otherwise acquiring, reconstructing, extending, improving, equipping furnishing or acquiring real property*
2. *Administrative, operational, or event manager costs (includes marketing firm services)*
3. *Costumes*
4. *Payments, other than placed advertisements, for entertainment*
5. *Equipment rental*
6. *Food or beverages (including water) provided for entertainment, judges, contestants, workers, or as hospitality*
7. *Gifts or in-kind expenses*
8. *Lodging or travel*
9. *Monetary awards*
10. *Programs given out during the event*
11. *Rent of facility*
12. *Thank-you advertisements after the event*

FUNDING LIMITS

Unless exempt from the Procurement Code or as part of a Sponsorship, marketing awards will be capped at \$20,000.00



LODGERS' TAX FUNDING APPLICATION

Received Date: _____

Please check the box for which type of funding you seek.

- ☐ Marketing, and Police/Security, Fire and Sanitation services
- ☒ Sponsorship

Today's Date: June 29, 2026

Event Name: National Championship Air Races Event Date: 9/15-9/19, 2027

Organization: Reno Air Racing Association Event Time: _____

Event Address: Roswell Air Center 1 Jerry Smith Cir City/State/ZIP: Roswell, NM

Website: https://airrace.org Phone: 775-972-6663 Email: ggibson@airrace.org

Organizer: Reno Air Racing Association Mobile: 813-507-1799

Second Organizer: _____ Mobile: _____

EVENT DETAILS ☐ Check for first time event

Estimated # Attending: 80,000 Anticipated # of hotel rooms booked: 45,000 (rm-nights)

Last year's event (if this is not a first-time event, must attach proof)

of Attendees: Pending # of hotel rooms booked: Pending

Description of Event Logistics:

The National Championship Air Races will return to Roswell, New Mexico, September 15–19, 2027, continuing the successful establishment of one of aviation's most prestigious and distinctive events at the Roswell Air Center. Known worldwide as "The World's Fastest Motorsport," the National Championship Air Races combine closed-course pylon racing, military and civilian air show performances, static aircraft displays, aviation education, STEM programming, vendor areas, food concessions, premium hospitality, and family-friendly entertainment into a multi-day tourism event with significant regional impact.

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The 2026 National Championship Air Races have not yet occurred, but RARA anticipates a strong turnout and exciting economic performance as the event continues to mature in Roswell. The 2027 event will represent the third year of the National Championship Air Races in Roswell, moving the event from successful relocation into long-term establishment as a signature tourism driver for the city and region.



Permit #: _____

MARKETING LODGERS' TAX REQUEST

Any funding from Lodgers' Tax must follow the Lodgers' Tax Policy (PA0002). Please be sure you have read and understand the policy. **You must type out marketing budget plan in the fillable form below or attach as indicated below.** Please feel free to add additional pages, ad samples, artwork, etc. This is what is considered for approval. Any request not listed with this form is not considered for approval. Lodgers' Tax funds must be expended in accordance with the Lodgers' Tax Act for purposes of advertising, publicizing and promoting tourist-related attractions, facilities and events. Lodgers' Tax is funded by overnight stays in Roswell.

List of eligible expenses for marketing: Newspaper, Magazine, Radio, Television, Google Ads/ Paid Social Media, Digital Billboard, Vinyl Billboard, Posters, Flyers, Postcards, or other paid media.

MARKETING BUDGET PLAN

Eligible Marketing Expenses Please use and attach an additional sheet if more space is needed.

Advertising Type	Placement/Vendor (specific):	Frequency/Run Dates:	Your Estimated Cost
Example: Newspaper	Example: Dallas Morning News	Example: May 1-10, 2x 1/2 pg	Example: \$700

Note: All marketing must include "paid in part by City of Roswell Lodgers' Tax" logo and/or text to be eligible.

Other Eligible Expenses	Details (Source of Services / Service Employees Required / # of T-Shirts)	Your Estimated Cost
Police/Security		
Fire		
Clean-up/Sanitation		

TOTAL estimated cost:



Permit #: _____

SPONSORSHIP LODGERS' TAX REQUEST

1. Sponsorships are available where the City and applicant wish to form a formal cooperative arrangement where the City holds an interest in the event and helps create the event. Sponsorships will be conditioned up MOUs or contracts subject to governing body approval.

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1. Establishing, operating, purchasing, constructing, otherwise acquiring, reconstructing, extending, improving, equipping furnishing or acquiring real property
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3. Costumes
4. Payments, other than placed advertisements, for entertainment
5. Equipment rental
6. Food or beverages (including water) provided for entertainment, judges, contestants, workers, or as hospitality
7. Gifts or in-kind expenses
8. Lodging or travel
9. Monetary awards
10. Programs given out during the event
11. Rent of facility
12. Thank-you advertisements after the event

SPONSORSHIP BUDGET PLAN

Eligible Sponsorship Expenses Please use and attach an additional sheet if more space is needed.

Expense Type	Vendor (specific):	Your Estimated Expense
Example: Facility Rental	Example: Convention Center	Example: \$700
Marketing Firm Services	Argentum Partners	\$120,000
Airshow Smoke Oil	Pure White Smoke Oil (subject to change)	\$28,800
Sponsor Chalet	NCAR / RARA	\$35,000
Equipment Rental	Sunbelt Rentals	\$350,000
Race Week Hotels	Various	\$165,000
* NOTE: NCAR is requesting a \$300,000 in total from	Lodger's Tax Funding, as in the previous 2 years.	
City of Roswell branding is applied event-wide in	recognition of this and other support.	
Note: All expenditures MUST be accounted for.		

TOTAL estimated expense:	\$698,800
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EVENT DETAILS/SCORING

The definition of a Tourist means a person who travels for the purpose of business, pleasure or culture to a municipality or county imposing an occupancy tax. Tourist-related events mean events that are planned for, promoted to and attended by tourists. *Lodgers' Tax Act Definitions {3-38-13 NMSA 1978}*

Please provide details of your event, along with any attachments that may help answer the specific questions below. The Occupancy Tax Board will score the event on a 100-point scale based on return on investment, historical performance, other economic impact, general attendance and event uniqueness.

Return on Investment (25 points): Detail the return on investment to the community based on tourism. Consider any additional Lodgers' Tax generated as a direct result of your organization or event, along with any estimated attendance from out-of-town visitors and estimated room nights in local lodging facilities.

The National Championship Air Races have a documented record of generating substantial tourism value, lodging demand, visitor spending, media exposure, and regional economic impact. The 2025 inaugural Roswell event confirmed that this long-established national aviation event can successfully deliver measurable tourism benefits in New Mexico.

In 2025, the National Championship Air Races drew an estimated 56,000 attendees over five days and generated an estimated \$29.6 million in statewide economic output, mostly centered on Roswell and the surrounding SE New Mexico Region. This included approximately \$17 million in direct visitor spending on lodging, dining, retail, fuel, entertainment, and other trip-related purchases, along with additional indirect and induced economic activity. The 2025 New Mexico Tourism sponsorship report (see attached) calculated a 42:1 return on investment, demonstrating the value of the event as a tourism-development asset.

The event also generated powerful destination-marketing benefits. The 2025 campaign produced more than 1.4 billion cumulative media impressions, 845 total traditional media hits, an estimated \$13.4 million in advertising value, more than 6 million paid digital impressions, 346,000 website users, 546,000 website sessions, and 623,000 YouTube views. These results show that the National Championship Air Races not only bring visitors to Roswell during event week, but also extend Roswell and New Mexico brand visibility to a much larger national and international audience.

Ticket-origin data from 2025 also demonstrates the event's value as a tourist-related event. New Mexico residents

Source for detail provided: National Championship Air Races 2025 New Mexico Tourism Sponsorship Report, RARA 2025

Historical Performance (10 points): Include award dollars used, prior attendance and room nights.

The National Championship Air Races are a proven tourism event with nearly six decades of history and a strong record of attracting national and international visitors. During its long history in Reno, the event drew more than one million spectators and generated hundreds of millions of dollars in regional economic impact.

In 2019, the event reported approximately 82,000 unique attendees, with 65% identified as non-local visitors. Of those non-local attendees, 73.7% stayed in a hotel. The estimated total economic impact was approximately \$91.7 million.

In 2023, the final Reno event reported approximately 113,236 unique attendees, with 71% identified as non-local visitors. Of those non-local attendees, 72.3% stayed in a hotel. The estimated total economic impact was approximately \$158.6 million.

The 2025 National Championship Air Races marked the event's first year in Roswell and established a strong new benchmark for the event in New Mexico. The inaugural Roswell event drew an estimated 56,000 attendees over five days. Attendance reached its highest point on Sunday, with approximately 17,000 spectators on site for championship racing. Saturday attendance was reduced by prolonged adverse weather, which suppressed what would traditionally be one of the strongest attendance days. Even with that weather disruption, the event delivered a successful first-year performance and demonstrated Roswell's ability to host a major national aviation event.

Award dollars previously used: \$300,000, 2025 and \$300,000, 2026

Prior year attendance: 2025 - 56,000 | 2026 - TBD, anticipating 80,000

of overnight room nights booked: Expected to completely sell out all local available room nights Roswell and the surrounding area

Estimated cost of service request from City Departments (not scored):

Other Economic Impact (25 points): Additional Gross Receipts Tax generated as a direct result of your organization or event (restaurants, purchases in local stores).

The National Championship Air Races generate additional gross receipts activity through visitor spending at restaurants, event concessions, retail stores, fuel providers, transportation services, local attractions, and other businesses serving race-week visitors.

For the 2027 National Championship Air Races, RARA estimates attendance of approximately 80,000. Using historical spending patterns from the 2019 National Championship Air Races economic impact report, food and drink spending and shopping expenditures provide a conservative basis for estimating additional gross receipts tax activity related to restaurants and purchases in local stores.

The 2019 report identified \$19,089,484 in Food & Drink spending and \$4,697,393 in Shopping spending among 48,435 primary non-local visitors, for a combined restaurant and retail spending estimate of \$23,786,877. This equals approximately \$491.10 per visitor. Applying that historical spending pattern to an estimated 80,000 attendees in 2027 produces an estimated \$39,288,000 in restaurant and local retail spending.

Using Roswell's listed Gross Receipts Tax rate of 8.2708%, this level of restaurant and local retail spending would generate an estimated \$3,249,469 in gross receipts tax activity. This estimate is conservative because it does not include all possible taxable visitor spending categories, such as fuel, transportation, entertainment, lodging-related gross receipts, or other event-related purchases that may occur before, during, and after the five-day event.

Attendance typee & transportation to Roswell: Various

Average daily spending on food/beverage: \$491.10

Source for data provide listed above: Special Event Report: 2019 National Championship Air Races Economic Impacts c

General Attendance of Event (10 points): Please consider both local and out-of-town attendees.

The 2027 National Championship Air Races are expected to attract a strong combination of local, statewide, regional, national, and international attendees. The 2025 Roswell event drew an estimated 56,000 attendees in its inaugural year, proving the event's ability to bring a major tourism audience to Roswell. The 2026 event is expected to build on that success, and the 2027 event should continue that positive trajectory as awareness grows and Roswell becomes more firmly established as the new home of the National Championship Air Races.

For planning purposes, RARA expects a substantial share of 2027 attendance to come from outside Roswell. The 2025 ticket-origin data showed that 45.75% of attendees came from outside New Mexico, including visitors from 48 states and 16 countries. In addition, a significant portion of the New Mexico audience likely represents statewide travel from outside Roswell and southeastern New Mexico.

Estimated attendance categories for 2027 should be updated after final 2026 data is available. Based on current performance and projections, RARA expects continued strong attendance and a significant percentage of visitors from outside Roswell.

These figures may be adjusted once 2026 actuals are available.

24,000	Local
56,000	Outside
70	% of attendance from outside of Roswell

Source for data provided: National Championship Air Ra

Uniqueness of Event (30 points): What makes this event different from others?

The National Championship Air Races are one of the most unique tourism events in the United States and the only event of their kind in the world. With nearly six decades of history, NCAR is the world's only multi-class, closed-course pylon racing event, bringing together elite pilots, race teams, aircraft owners, aviation fans, military performers, civilian air show acts, vendors, exhibitors, students, families, and media for a high-energy aviation and motorsport experience.

Unlike a traditional air show, the National Championship Air Races feature direct competition. Aircraft race head-to-head around a closed aerial course at low altitude, creating a spectator experience that combines speed, precision, engineering, strategy, courage, and aviation skill. The event includes multiple race classes, from smaller purpose-built racing aircraft to historic warbirds, high-performance sport aircraft, jets, and STOL Drag competitors. This variety gives NCAR a breadth and energy that cannot be replicated by a standard festival, sporting event, or air show.

Roswell's selection as the new home of the National Championship Air Races was the result of a national search and a highly competitive process. The City of Roswell prevailed against more than 30 other interested communities, many of which had larger markets or greater built-in tourism infrastructure. Roswell's success reflected the strength of its aviation history, the capabilities of Roswell Air Center, the commitment of local and state partners, and the community's vision for building a long-term tourism and economic development asset.

The 2025 event marked a historic new beginning for both RARA and Roswell. It delivered approximately 56,000 attendees, \$29.6 million in estimated economic impact, more than 1.4 billion media impressions, and substantial national visibility for Roswell and New Mexico. The 2026 event is expected to continue that momentum with strong turnout and

OFFICIAL USE ONLY

OTB Date: _____ Finance Committee Date: _____ Council Date: _____

Last Day of Event: _____ Reimbursement Request Due Date (90 days from last day of event): _____

NATIONAL CHAMPIONSHIP AIR RACES 2025: NEW MEXICO TOURISM SPONSORSHIP REPORT



This comprehensive report details the outcomes and deliverables from New Mexico Tourism's \$700,000 sponsorship of the National Championship Air Races in 2025. We'll examine attendance metrics, economic impact analysis, brand integration strategies, and supporting documentation that demonstrate the significant value generated through this partnership.



EXECUTIVE SUMMARY: KEY PERFORMANCE INDICATORS

56,000 \$29.6M 1.4B+ 92%

TOTAL ATTENDEES

Combined audience
attendance across all race
days

ECONOMIC IMPACT

Direct, indirect and induced
spending generated in SE
New Mexico community

MEDIA IMPRESSIONS

Reached through integrated,
branded multi-media
campaigns

BRAND VISIBILITY

New Mexico True integration
across event touchpoints

The 2025 National Championship Air Races delivered well across all key metrics, delivering exceptional return on investment for New Mexico Tourism. This sponsorship established a benchmark for successful tourism-driven event partnerships, combining world-class aviation entertainment with strategic destination marketing to drive measurable economic benefits for the state.

A. ATTENDANCE METRICS: IMPRESSIVE PARTICIPATION

TOTAL EVENT ATTENDANCE

The 2025 National Championship Air Races welcomed an estimated **56,000 attendees** over the five-day event. Attendance reached its highest point on **Sunday**, with approximately **17,000 spectators** on site for the championship races. **Saturday’s** turnout—estimated at **10,000 attendees**—was significantly reduced due to prolonged periods of adverse weather, dampening what would normally be the week’s strongest attendance day. As expected for major aviation events, **weekend crowds substantially outperformed weekday attendance**, averaging roughly **40% higher** than Wednesday–Friday daily totals.

ATTENDANCE CALCULATION METHODOLOGY

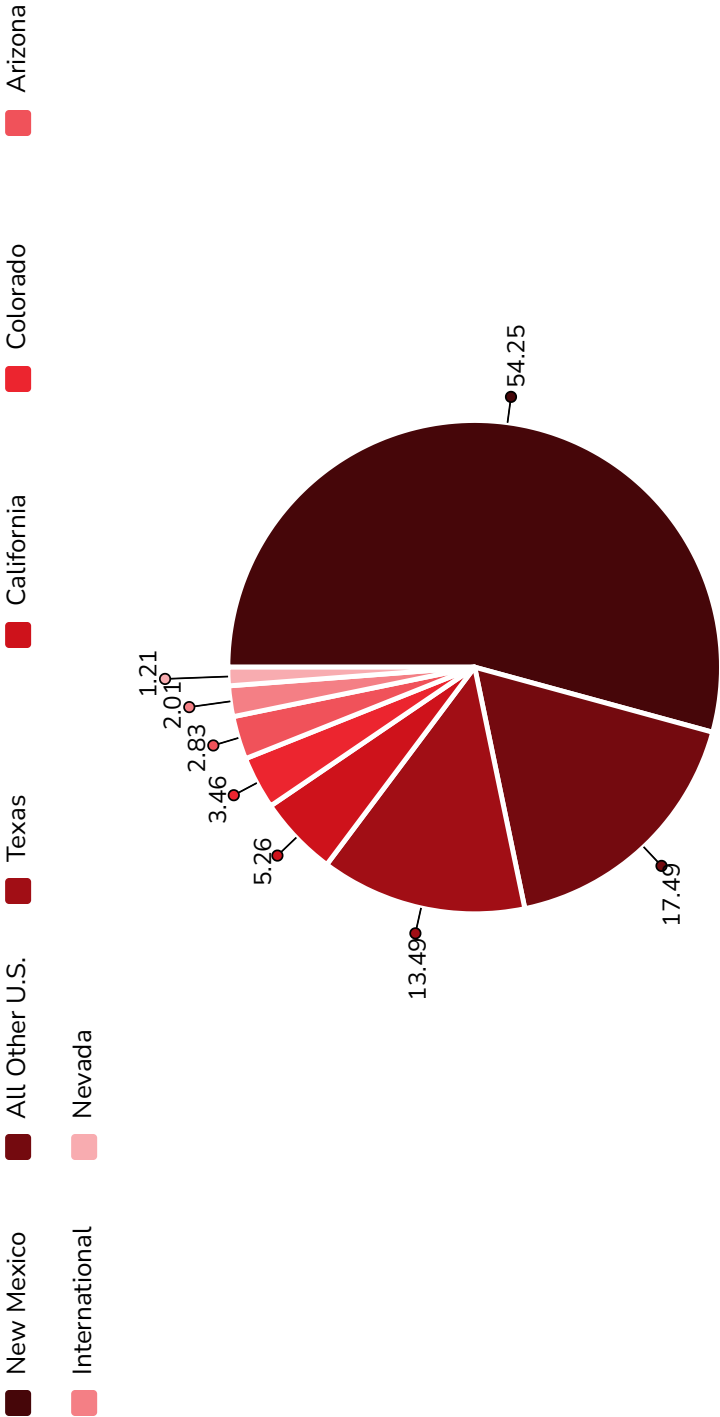
Attendance was calculated using verified ticketing data from the event’s full sales export, combined with counts of season pass holders, box-seat allocations, VIP hospitality credentials, race teams, volunteers, staff, media, and sponsor guests. Multi-day credentials were allocated across the five-day schedule using established air-race attendance patterns and operational experience, ensuring that unique visitor counts were not overstated by repeat daily entries. These figures were further adjusted to reflect real-world conditions—most notably the significant weather disruption on Saturday, which suppressed what is traditionally the highest-attended day of the event. This blended, data-driven approach produced a reliable total attendance estimate of approximately **56,000** for the week.



INAUGURAL EVENT SUCCESS

- Strong multi-day pass adoption by attendees
- High uptake of premium VIP package sales
- Significant regional draw, exceeding initial percentage projections
- Positive feedback on event organization, content and experience

GEOGRAPHIC BREAKDOWN AND VISITOR PROFILES



The geographic analysis reveals a diverse visitor profile for the event. New Mexico residents accounted for 54.25% of visitors, while international visitors from 16 countries comprised 2.01%. A major combined percentage of attendees (45.75%) traveled from outside New Mexico. Among U.S. states, Texas contributed 13.49%, and California 5.26%. Other notable contributions came from Colorado (3.46%), Arizona (2.83%), and Nevada (1.21%), with all other U.S. states (48 represented in total) combining for 17.49% of the total.

B. ECONOMIC IMPACT ANALYSIS: \$29.6 MILLION GENERATED (EST.)

DIRECT SPENDING \$17 million in direct visitor expenditures on lodging, dining, retail, fuel, and entertainment during their stay	INDIRECT IMPACT \$6.6 million in secondary economic activity generated through supply chain purchases and business-to-business transactions
INDUCED EFFECTS \$6.0 million in tertiary impact from employee wages spent in the local economy, creating a full multiplier effect	

Based on ticketing data, visitor distribution, updated trip budgeting, and IMPLAN multipliers validated in the 2023 UNR NCAR study, the 2025 National Championship Air Races in Roswell generated an estimated \$29.6 million in statewide economic output. This impact reflects both the immediate visitor spending associated with the event and the broader business-to-business and household spending cycles it stimulates throughout New Mexico.

A complete backup of assumptions, calculations, and methodological references is included in the Supporting Documentation Folder LINKED BELOW (CLICK):

 Google Drive

NCAR 2025 Supporting Documentation – Google Drive





C. BRAND INTEGRATION: NEW MEXICO TRUE THROUGHOUT THE EXPERIENCE

MARKETING AND PROMOTIONAL MATERIALS INTEGRATION

The New Mexico True brand achieved comprehensive visibility across all marketing channels, with the distinctive Zia Tribe Sun Symbol logo and "New Mexico True" tagline featured prominently in almost every customer touchpoint. Our integrated approach ensured brand consistency while amplifying New Mexico's unique cultural identity and adventurous spirit.

OUT-OF-HOME ADVERTISING



Digital billboards across five states, airport displays, transit advertising in 12 major cities

DIGITAL CAMPAIGNS



Comprehensive social media integration, targeted display ads, email marketing to 33K subscribers

PRINT MATERIALS



Event programs, souvenir posters, tickets, maps, VIP credentials, and merchandise featuring co-branded design elements

WEBSITE PERFORMANCE AND TRAFFIC ANALYSIS

WEBSITE PERFORMANCE

346K

USERS

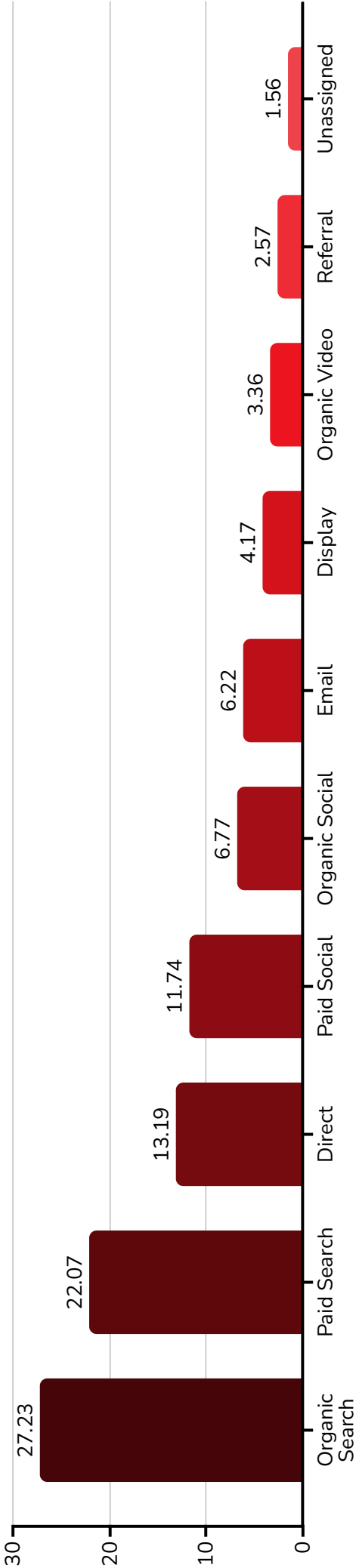
January 1 - September 14, 2025

546K

SESSIONS

January 1 - September 14, 2025

Website traffic breakdown:



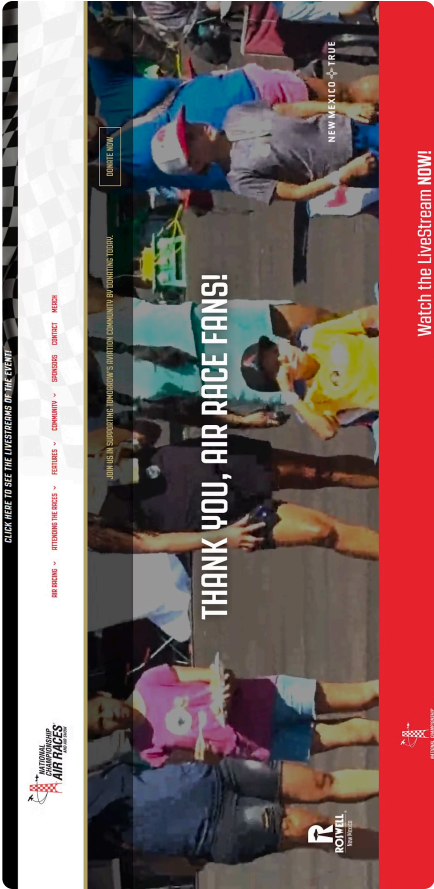
WEBSITE PERFORMANCE AND TRAFFIC ANALYSIS

WEBSITE PERFORMANCE

346K

USERS

January 1 - September 14, 2025



546K

SESSIONS

January 1 - September 14, 2025

EMAIL MARKETING PERFORMANCE

EMAIL MARKETING

33,606

45%

SUBSCRIBERS REACHED

Across 47 email campaigns (January - September 2025)

AVERAGE OPEN RATE

Exceeding industry benchmarks (January - September 2025)

Our email marketing strategy achieved significant reach and engagement, with 47 targeted email campaigns distributed to an opted-in subscriber base of 33,606 individuals between January and September 2025. The campaigns consistently generated a strong average open rate of 45%, demonstrating effective content and audience targeting. This performance highlights a valuable channel for direct communication and promotion for the New Mexico True brand, fostering a highly engaged community around the National Championship Air Races.



DIGITAL ADVERTISING AND PUBLIC RELATIONS IMPACT

DIGITAL / PAID SEARCH ADVERTISING

More than 6 million impressions worldwide through paid search, display digital, and paid social

6M+

IMPRESSIONS



Worldwide through paid search, display digital, and paid social

Top locations: United States, Canada, Thailand



PUBLIC RELATIONS IMPACT

845

1.45B

TOTAL MEDIA HITS

TOTAL READERSHIP

\$13.4M

ESTIMATED AD VALUE

Coverage from all major New Mexico TV outlets (KRQE 13, KOB 4, KOAT 7) and multiple print/radio partners across NM and TX

- National coverage highlights: Yahoo! News, CNN, AP, AOPA, Flying Magazine, AvWeb, Vintage Aviation News

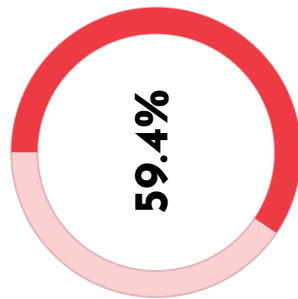


SOCIAL MEDIA GROWTH AND PLATFORM DISTRIBUTION

22%

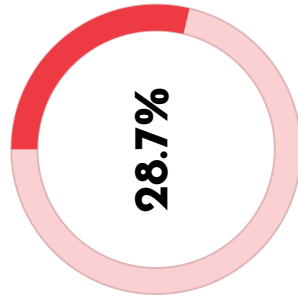
FOLLOWER GROWTH AVERAGE ACROSS ALL PLATFORMS

Platform distribution (CLICK links in RED below each to view actual channels):



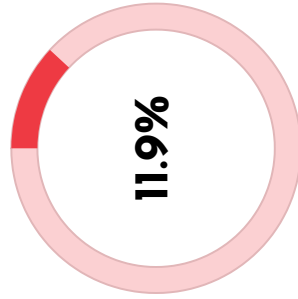
Facebook

[Reno Air Racing Association | Reno NV](#)



Instagram

[National Championship Air Races \(@ncarofficial\)](#) • [Instagram profile](#)



X/Twitter

[National Championship Air Races](#)

SOCIAL MEDIA GROWTH AND PLATFORM DISTRIBUTION - POST SAMPLES

**Reno Air Racing Association**
Published by Greg Gibson

August 20

...

Schedule of Events is up! NOTE: The performers will be announced tomorrow and the schedule will be updated with each at their appointed times. Some big news ahead - sta... [See more](#)

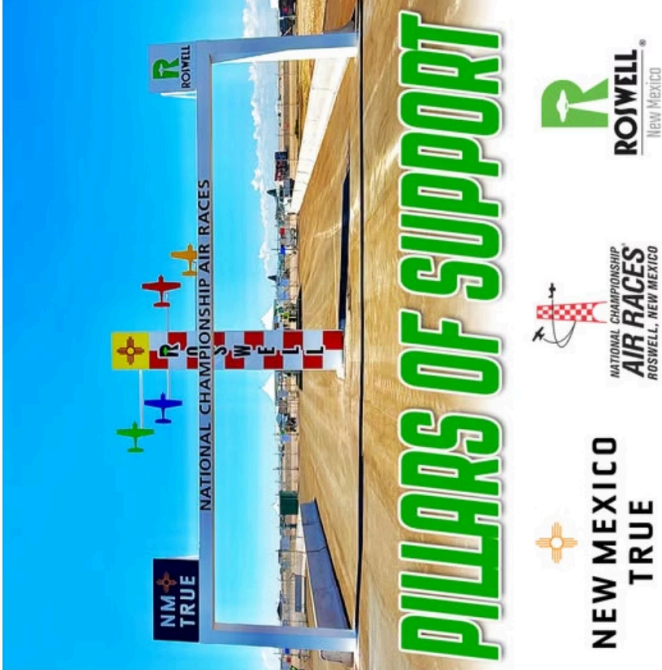


**Reno Air Racing Association**
Published by Jordan Hanhilaammi

October 22

...

One thing was certain when we began this new journey in Roswell, New Mexico: The City of Roswell and the state of New Mexico were all in. Fully and completely.... [See more](#)



**Reno Air Racing Association**
Published by Jordan Hanhilaammi

August 7

...

The National Championship Air Races are returning September 10-14 for an all new adventure in Roswell, New Mexico Sept 10-14, 2023, and with our new location comes a ... [See more](#)



YOUTUBE PERFORMANCE AND GROWTH

YOUTUBE PERFORMANCE

623K

VIEWS

+597% YoY

45.5K

HOURS WATCHED

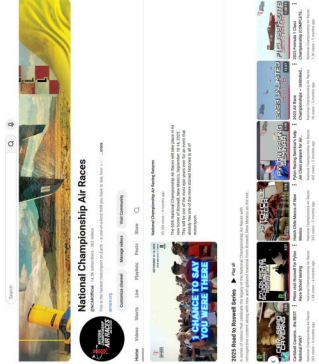
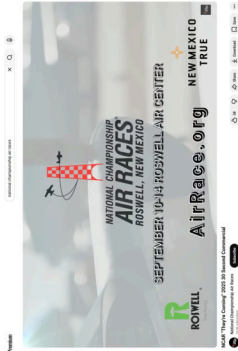
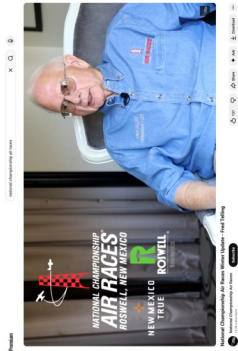
+314% YoY

14,507

TOTAL SUBSCRIBERS

+604% YoY

Our YouTube channel experienced exceptional growth, with 623K views marking a 597% year-over-year increase. Watch time similarly surged to 45.5K hours, representing a 314% rise. This engagement translated directly into a substantial 604% increase in total subscribers, reaching 14,507. These metrics highlight the successful content strategy and expanding audience reach for the National Championship Air Races on the platform.



YOUTUBE PERFORMANCE AND GROWTH

YOUTUBE PERFORMANCE

623K

VIEWS

+597% YoY

45.5K

HOURS WATCHED

+314% YoY

14,507

TOTAL SUBSCRIBERS

+604% YoY

The block below is linked to our Road to Roswell playlist on YouTube:

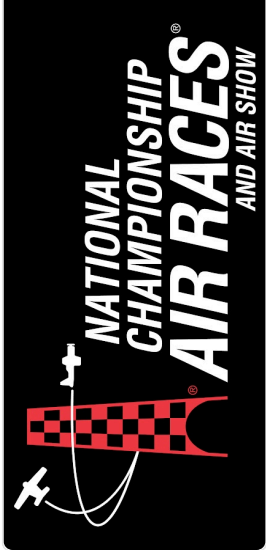


2025 Road to Roswell Series

A series of videos that celebrate the legacy of the National Championship Air Races with retrospective content along with new and updated material from...



The block below is lionked to our Livestream broadcasts on YouTube:



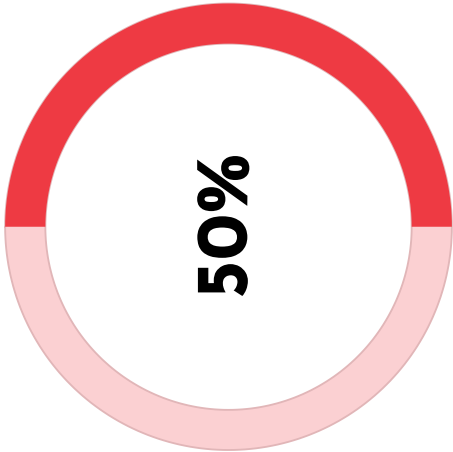
National Championship Air Races

This is the fastest motorsport on Earth – a one-of-a-kind thrill you have to see, hear and feel to believe. This is classic, cool and contemporary all rolled into one....



TRADITIONAL PAID MEDIA ROI PERFORMANCE

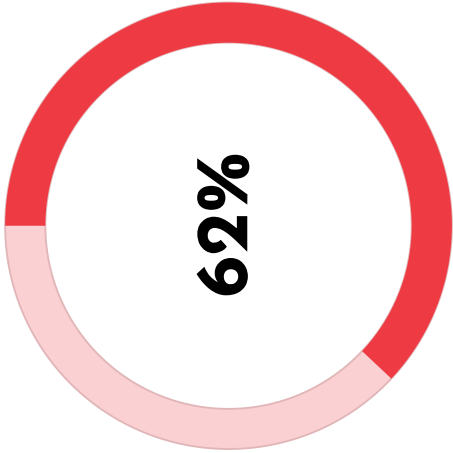
TRADITIONAL PAID MEDIA ROI:



Financial ROI

2,252

Paid Placements



Bonus ROI

3,629

Bonus Placements

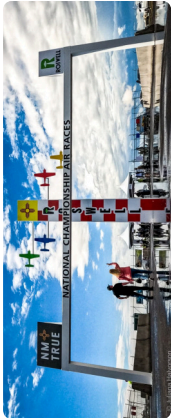
The traditional media strategy notably exceeded expectations, with bonus placements significantly outperforming paid placements. Our analysis shows a 50% financial ROI and an impressive 62% bonus ROI, indicating strong added value from earned media. With 3,629 bonus placements achieved compared to 2,252 paid placements, the campaign demonstrated exceptional organic reach and media leverage beyond initial investment.



ON-SITE BRAND ACTIVATION AND EVENT INTEGRATION

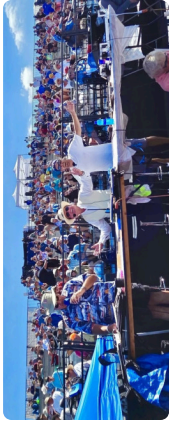
VISUAL PRESENCE

New Mexico True branding appeared on stage backdrops, entry archways, directional signage, and event banners throughout the venue. The main entrance featured a 60-foot walkthrough with the New Mexico True logo visible in broadcast footage and attendee photography.



ANNOUNCER INTEGRATION

Professional announcers delivered scripted New Mexico True messaging during race introductions, between heats, and at ceremony moments. Over 150 verbal brand mentions occurred throughout the five-day event, reinforcing destination awareness.



BOX SEATING - AN NCAR VIP MAINSTAY

The Box seating area VIP choices provide a premium oasis right on the flightline serving as a vibrant, family-style gathering area for guests throughout the National Championship Air Races. Each box received a personalized souvenir plaque to commemorate the event.



ON-SITE BRAND ACTIVATION AND EVENT INTEGRATION

TICKETS

New Mexico True branding appeared on each printed ticket as well as digital versions.



For additional event information, please visit: [AIRRACE.ORG](https://airrace.org)

- NO SMOKING
- NO OUTSIDE FOODS
- NO WEAPONS
- NO DRINKS
- NO PETS
- NO TOILETS

BOX SEATING - AN NCAR VIP MAINSTAY

The Box seating area VIP choices provide a premium oasis right on the flightline serving as a vibrant, family-style gathering area for guests throughout the National Championship Air Races. Each box received a personalized souvenir plaque to commemorate the event.



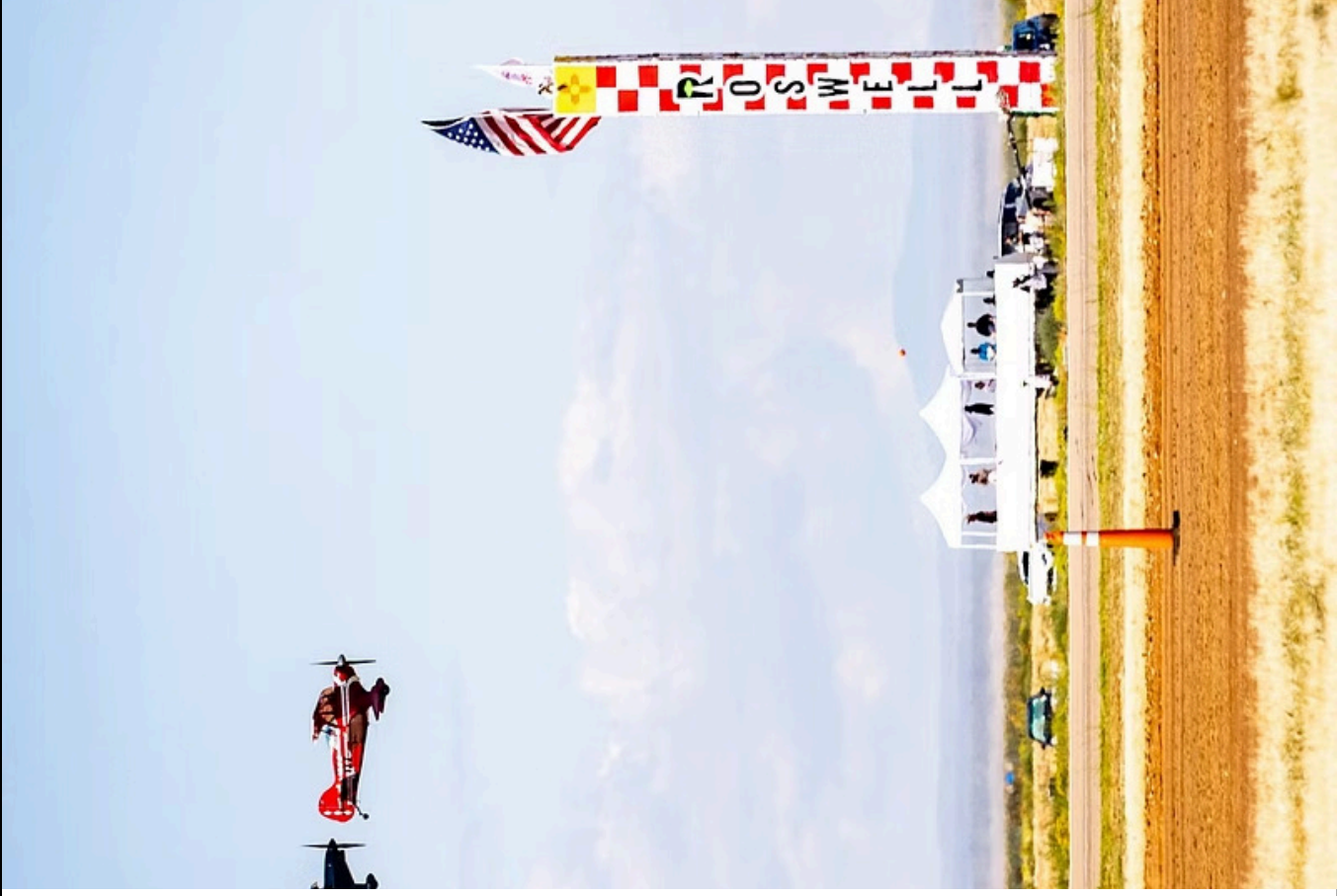
MERCHANDISE TENTS

Merchandise advertising and purchase areas were branded with banners and signage inviting clients to purchase gear to remember this amazing event!



ON-SITE BRAND ACTIVATION AND EVENT INTEGRATION

- ① The iconic National Championship Air Races Home Pylon is adorned with the State of New Mexico's flag with the name Roswell spelled out vertically on the 50-foot structure. A nod to Roswell's alien / UFO legacy and the city itself is given in the "R", which depicts a small flying saucer in a clever branding mechanism used by the City of Roswell. Photos and video captured during the races will have no doubt as to where they were taken!



D. SUPPORTING DOCUMENTATION: COMPREHENSIVE EVIDENCE PACKAGE ATTACHED

1

ADVERTISEMENT ARCHIVE

Complete collection of unique advertisements across print, digital, outdoor, and broadcast media. Includes print ads, digital banner creative files, outdoor photography, radio scripts, and broadcast spots with time-stamped air logs.

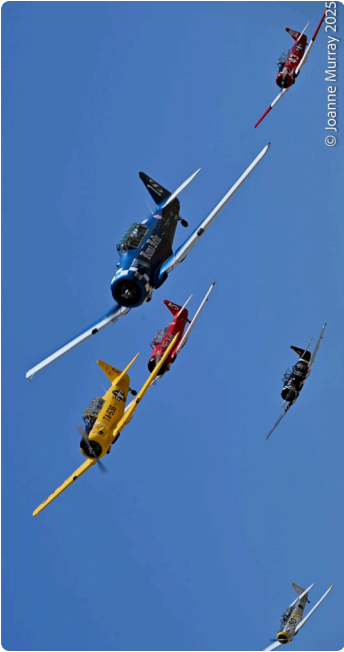
2

PROMOTIONAL MATERIALS LIBRARY

Comprehensive documentation of all promotional collateral including event programs, direct mail pieces, email campaign designs, social media content, website landing pages, press releases, and media kit materials.

3

EVENT PHOTOGRAPHY COLLECTION

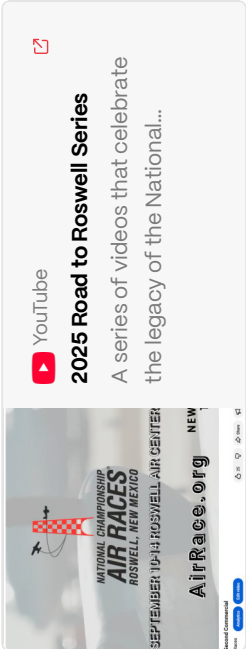


Professional photography archive containing high-resolution images documenting New Mexico True brand integration throughout the venue. Organized by category: signage, pavilion, ceremonies, crowd engagement, VIP areas, and aerial venue shots.

4

VIDEO DOCUMENTATION

Broadcast footage, promotional videos, social media content, and other footage showing brand integration leading up to and across all event days. Includes sizzle reel highlighting sponsorship activation and attendee testimonials about New Mexico as a destination. This content can be found at the link below (Click the YouTube Box):



All supporting materials have been compiled in digital formats, organized by deliverable category, and are available for review. Please click the box below to open the shared folder:

 Google Drive

NCAR 2025 Supporting Documentation – Google Drive



CONCLUSION: EXCEPTIONAL RETURN ON INVESTMENT

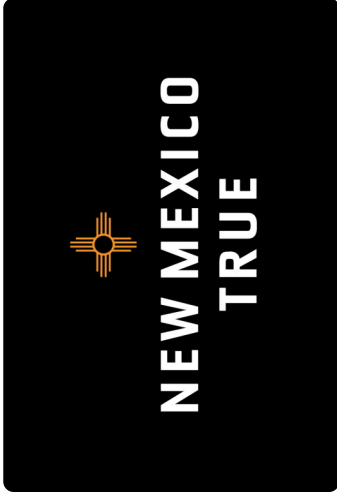
PARTNERSHIP SUCCESS SUMMARY

The 2025 National Championship Air Races sponsorship delivered extraordinary value for New Mexico Tourism, exceeding projections across all key performance indicators. With 56,000 attendees generating \$29.6 million in economic impact, the partnership achieved a remarkable **42:1 return on investment**.

The comprehensive brand integration strategy positioned New Mexico True at the center of this world-class event, creating lasting impressions on tens of thousands of potential visitors. Post-event research indicates significant lift in destination awareness and travel intent, with benefits extending well beyond the immediate economic impact.

LOOKING FORWARD

The success of this partnership establishes a strong foundation for continued collaboration. We recommend continuing and perhaps expanding the sponsorship for 2026, leveraging the proven strategies while exploring additional activation opportunities to further amplify New Mexico's position as a premier tourism destination.



"This partnership exemplifies the transformative power of strategic tourism investment, delivering measurable economic impact while showcasing New Mexico's unique spirit to a national audience."

Fred Telling, NCAR Chairman and CEO



CITY OF ROSWELL OCCUPANCY TAX BOARD

BOARD RECOMMENDATION FORM

Event Name: National Championship Air Racing Event Dates: September 15-19, 2027
Organization: Reno Air Racing Association Contact: ggibson@airrace.org

Final Board Scores

Evaluation Category	Max Points	Final Score
Return on Investment	25	25
Historical Performance	10	10
Other Economical Impact	25	25
General Attendance	10	10
Uniqueness of Event	30	30

Total Final Score
Total Points Awarded: 100 /100

Board Recommendation

- ☒ Recommend Full Funding
☐ Recommend Partial Funding

Marketing Recommended Amount: \$ _____
Sponsorship Recommended Amount: \$ 300,000

☐ Do Not Recommend Funding

Oldrup / Bhakta 3-0

Board Discussion Notes

Conditions or Recommendations (if applicable)

Scoring Guidance

- 90-100 Exceptional tourism impact; highlight recommended
80-89 Strong application; recommended
70-79 Good application; funding at board discretion
60-69 Limited tourism impact; consider partial funding
Below 60 Does not sufficiently meet Lodgers' Tax objectives

Chair Signature: *[Signature]* Occupancy Tax Board Date: 7-21-26

**ROSWELL NEW MEXICO
AGENDA ITEM ABSTRACT**

Regular City Council Meeting

15.

Meeting Date: 08/13/2026

COMMITTEE: Finance

CONTACT: Tammi Smith

CHAIR: Kurt Gass

ACTION REQUESTED:

Approval of the Lodgers' Tax Funding Request for the Nancy Lopez Legacy Celebration for sponsorship. (Gass/Conyers)

BACKGROUND:

Initiated by: Tommi Jo Conyers

From their application:

The Nancy Lopez Legacy Celebration is a four-day community event honoring Roswell native Nancy Lopez, one of the most accomplished golfers in LPGA history and a trailblazer for women and Hispanic athletes. The celebration commemorates her remarkable career and lifelong contributions to the sport of golf while recognizing her lasting connection to the Roswell community. The event will feature the following:

Sept 2: Welcoming Reception for honored guests

Sept 3: Dedication of the Nancy Lopez Bypass, a free youth golf clinic

Sept 4: The official dedication of Nancy Lopez Elementary School, the recognition of Roswell's professional women golfers,

Sept 5: the dedication of the City Golf Course in her honor, a golf tournament and a community reception. These activities are designed to celebrate Roswell's heritage, inspire future generations, and attract visitors from across New Mexico and the Southwest. By honoring one of Roswell's most distinguished citizens, the event will generate regional interest, encourage overnight visitation, and showcase Roswell as a destination that celebrates excellence.

History: 1st time event

FINANCIAL CONSIDERATION

The Finance Committee recommended funding in the amount of \$10,000 to be considered for sponsorship. Total recommendation of \$10,000

26224081-672805- \$10,000

LEGAL REVIEW:

The City Attorney's office will review and approve the sponsorship agreements before signatures are collected.

BOARD AND COMMITTEE ACTION:

The Occupancy Tax Board voted 2-1, with member Oldrup recusing herself from voting due to conflict of interest, to recommend funding The Nancy Lopez Legacy Celebration at their July 21, 2026, meeting. The Finance Committee recommended approval 4-0 at its meeting on Monday, August 10, 2026.

STAFF RECOMMENDATION:

Proceed as presented.

Attachments

FY27- LT Funding Application- The Nancy Lopez Legacy Celebration
FY27- OTB Recommendation Form- The Nancy Lopez Celebration



LODGERS' TAX FUNDING APPLICATION

Received Date: _____

Please check the box for which type of funding you seek.

- ☐ Marketing, and Police/Security, Fire and Sanitation services
- ☐ Sponsorship

Today's Date: _____

Event Name: The Nancy Lopez Legacy Celebration Event Date: Sept 2-5

Organization: First Tee Event Time: Various

Event Address: Various City/State/ZIP: Roswell NM 88201, 88203

Website: _____ Phone: 575-420-9890 Email: _____

Organizer: Diane Taylor Mobile: 5754209890

Second Organizer: _____ Mobile: _____

EVENT DETAILS ☒ Check for first time event

Estimated # Attending: 1600+ Anticipated # of hotel rooms booked: 60

Last year's event (if this is not a first-time event, must attach proof)

of Attendees: _____ # of hotel rooms booked: _____

Description of Event Logistics:

The Nancy Lopez Legacy Celebration is a four-day community event honoring Roswell native Nancy Lopez, one of the most accomplished golfers in LPGA history and a trailblazer for women and Hispanic athletes. The celebration commemorates her remarkable career and lifelong contributions to the sport of golf while recognizing her lasting connection to the Roswell community. The event will feature the following:

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MARKETING LODGERS' TAX REQUEST

Any funding from Lodgers' Tax must follow the Lodgers' Tax Policy (PA0002). Please be sure you have read and understand the policy. **You must type out marketing budget plan in the fillable form below or attach as indicated below.** Please feel free to add additional pages, ad samples, artwork, etc. This is what is considered for approval. Any request not listed with this form is not considered for approval. Lodgers' Tax funds must be expended in accordance with the Lodgers' Tax Act for purposes of advertising, publicizing and promoting tourist-related attractions, facilities and events. Lodgers' Tax is funded by overnight stays in Roswell.

List of eligible expenses for marketing: Newspaper, Magazine, Radio, Television, Google Ads/ Paid Social Media, Digital Billboard, Vinyl Billboard, Posters, Flyers, Postcards, or other paid media.

MARKETING BUDGET PLAN

Eligible Marketing Expenses Please use and attach an additional sheet if more space is needed.

Advertising Type	Placement/Vendor (specific):	Frequency/Run Dates:	Your Estimated Cost
Example: Newspaper	Example: Dallas Morning News	Example: May 1-10, 2x 1/2 pg	Example: \$700

Note: All marketing must include "paid in part by City of Roswell Lodgers' Tax" logo and/or text to be eligible.

Other Eligible Expenses	Details (Source of Services / Service Employees Required / # of T-Shirts)	Your Estimated Cost
Police/Security		
Fire		
Clean-up/Sanitation		

TOTAL estimated cost:



Permit #: _____

SPONSORSHIP LODGERS' TAX REQUEST

1. Sponsorships are available where the City and applicant wish to form a formal cooperative arrangement where the City holds an interest in the event and helps create the event. Sponsorships will be conditioned up MOUs or contracts subject to governing body approval.

The items listed below are generally *acceptable expenses* as part of a City sponsorship:

1. Establishing, operating, purchasing, constructing, otherwise acquiring, reconstructing, extending, improving, equipping furnishing or acquiring real property
2. Administrative, operational, or event manager costs (includes marketing firm services)
3. Costumes
4. Payments, other than placed advertisements, for entertainment
5. Equipment rental
6. Food or beverages (including water) provided for entertainment, judges, contestants, workers, or as hospitality
7. Gifts or in-kind expenses
8. Lodging or travel
9. Monetary awards
10. Programs given out during the event
11. Rent of facility
12. Thank-you advertisements after the event

SPONSORSHIP BUDGET PLAN

Eligible Sponsorship Expenses Please use and attach an additional sheet if more space is needed.

Expense Type	Vendor (specific):	Your Estimated Expense
Example: Facility Rental	Example: Convention Center	Example: \$700
Facility Rental	Elks Lodge	2,000
Food & Beverage & Water		7,000
Lodging	Hotels for Honored Guests & Families	10,000
T-Shirts	2000 T-shirts	20,000
Travel	Flights & Fuel	3,000
Advertising	Regional Advertising	5,000
Note: All expenditures MUST be accounted for.		
TOTAL estimated expense:		47,000

EVENT DETAILS/SCORING

The definition of a Tourist means a person who travels for the purpose of business, pleasure or culture to a municipality or county imposing an occupancy tax. Tourist-related events mean events that are planned for, promoted to and attended by tourists. *Lodgers' Tax Act Definitions {3-38-13 NMSA 1978}*

Please provide details of your event, along with any attachments that may help answer the specific questions below. The Occupancy Tax Board will score the event on a 100-point scale based on return on investment, historical performance, other economic impact, general attendance and event uniqueness.

Return on Investment (25 points): Detail the return on investment to the community based on tourism. Consider any additional Lodgers' Tax generated as a direct result of your organization or event, along with any estimated attendance from out-of-town visitors and estimated room nights in local lodging facilities.

The Nancy Lopez Legacy Celebration is expected to be a sports tourism events by attracting visitors from throughout New Mexico, West Texas, Arizona, Colorado, and surrounding states. As a nationally recognized LPGA legend and Roswell native, Nancy Lopez's return to her hometown for this historic celebration creates a unique opportunity to generate overnight tourism and showcase Roswell to new audiences.

In addition to lodging, visitors are expected to spend money at local restaurants, retail stores, fuel stations, museums, golf facilities, and other attractions, creating a broad economic impact throughout the community. The event schedule has been designed to encourage visitors to extend their stay and participate in multiple activities over several days. Lodgers Tax funding will be invested primarily in regional advertising and tourism promotion to attract overnight visitors rather than local attendees. The anticipated increase in hotel occupancy will generate additional Lodgers Tax revenue while also producing secondary economic benefits for Roswell businesses.

Source for detail provided: _____

Historical Performance (10 points): Include award dollars used, prior attendance and room nights.

N/A

Award dollars previously used: _____

Prior year attendance: _____

of overnight room nights booked: _____

Estimated cost of service request from City Departments (not scored):

Request of Funding for \$25,000

Other Economic Impact (25 points): Additional Gross Receipts Tax generated as a direct result of your organization or event (restaurants, purchases in local stores).

Economic Impact

The anticipated influx of visitors will generate increased spending at local hotels, restaurants, retail businesses, fuel stations, entertainment venues, and tourism attractions. By celebrating a nationally recognized sports icon with deep roots in Roswell, the event creates a unique opportunity to increase overnight visitation while providing significant positive exposure for the community.

Attendance typee & transportation to Roswell: Plane, Car

Average daily spending on food/beverage: ?

Source for data provide listed above: _____

General Attendance of Event (10 points): Please consider both local and out-of-town attendees.

Local High Schools to include GHS, RHS, NMMI, Gateway, University High : 2300 students
Nancy Lopez Elementary : 400
Guest Community and Golfers : 1000

3000 _____ Local
700 _____ Outside
19 _____ % of attendance from outside of Roswell

Source for data provided: Expected Attendance

Uniqueness of Event (30 points): What makes this event different from others?

The Nancy Lopez Legacy Celebration is unique because it honors a globally recognized sports legend whose story began in Roswell. Nancy Lopez is one of the most accomplished golfers in LPGA history and a trailblazer who helped transform women's professional golf by opening doors and creating opportunities for generations of female athletes. Unlike events that simply feature a notable person, this celebration highlights the hometown connection of a world-class athlete who was raised in Roswell, attended Roswell schools, and developed her passion for golf in this community. Visitors will have the rare opportunity to experience the place that shaped the journey of one of the most influential figures in women's golf. This one-of-a-kind event showcases Roswell's ability to produce excellence on a global stage while celebrating a legacy of achievement, perseverance, and inspiration.

OFFICIAL USE ONLY

OTB Date: _____ Finance Committee Date: _____ Council Date: _____
Last Day of Event: _____ Reimbursement Request Due Date (90 days from last day of event): _____



CITY OF ROSWELL OCCUPANCY TAX BOARD BOARD RECOMMENDATION FORM

Event Name: The Nancy Lopez Legacy Celebration Event Dates: September 2-5, 2026
Organization: First Tee Contact: Diane Taylor- 575-420-9890

Final Board Scores

Evaluation Category	Max Points	Final Score
Return on Investment	25	20
Historical Performance	10	0
Other Economical Impact	25	0
General Attendance	10	10
Uniqueness of Event	30	30

Total Final Score
Total Points Awarded: 60 /100

Board Recommendation

- ☐ Recommend Full Funding
☐ Recommend Partial Funding

Kabir / Gottlieb 2-0

Marketing Recommended Amount: \$ _____
Sponsorship Recommended Amount: \$ 10,000

- ☐ Do Not Recommend Funding

Board Discussion Notes

Jane Ann Oldrup - Recused herself from vote due to Conflict of interest.

Conditions or Recommendations (if applicable)

Scoring Guidance

- 90-100 Exceptional tourism impact; highlight recommended
80-89 Strong application; recommended
70-79 Good application; funding at board discretion
60-69 Limited tourism impact; consider partial funding
Below 60 Does not sufficiently meet Lodgers' Tax objectives

Chair Signature: *Mark J. Gattley* Occupancy Tax Board Date: 7-21-26

**ROSWELL NEW MEXICO
AGENDA ITEM ABSTRACT**

Regular City Council Meeting

16.

Meeting Date: 08/13/2026

COMMITTEE: Finance

CONTACT: Tammi Smith

CHAIR: Kurt Gass

ACTION REQUESTED:

Approval of the Lodgers' Tax Funding Request for Piñata Fest Marketing, Sanitation, and Security, and open negotiations with the City of Roswell for sponsorship. (Gass/Conyers)

BACKGROUND:

Initiated by: Tommi Jo Conyers

From their application:

PiñataFest-Roswell will be held September 11–12, 2026, at the Chaves County Cultural Plaza in Roswell, New Mexico. The larger venue provides improved traffic flow, expanded vendor capacity, enhanced entertainment space, dedicated children's activities, and improved visitor amenities while accommodating future growth. The new date eliminates scheduling conflicts with the Roswell Air Races, allowing PiñataFest-Roswell to establish its own identity and generate a clearer measure of its direct tourism and economic impact.

Event production and operations will be managed by Encanto Events, with professional entertainment provided by Paizon Entertainment. Barbara Gomez, RHCC's Strategic Partnerships & Visitor Economy Advisor and former Executive Director of Roswell MainStreet, will provide strategic guidance on visitor economy strategy, visitor engagement, and hospitality participation to help maximize the festival's economic impact throughout Roswell and Chaves County. The festival will feature live cultural entertainment, food vendors, artisan and commercial vendors, children's activities, community exhibits, and family programming throughout the weekend.

4 years of Historical Lodgers' Tax Funding Data:

Marketing, sanitation, and security

FY2023- Applied for funding but was denied by OTB and City Council for lack of relation to tourism

FY2024- No record of request

FY2025- No record of request

FY2026- Awarded \$5,000- Expended \$5,000

Sponsorship:

FY2026- Awarded \$5,000- Expended \$5,000

FINANCIAL CONSIDERATION

The Finance Committee recommended funding in the amount of \$10,000 for marketing, sanitation and security and \$10,000 to be considered for sponsorship. Total recommendation of \$20,000.

26224081-672805- \$10,000

26224081-672805- \$10,000

LEGAL REVIEW:

The City Attorney's Office will review and approve the sponsorship agreements before signatures are collected.

BOARD AND COMMITTEE ACTION:

The Occupancy Tax Board voted 3-0 to recommend funding the Piñata Fest at its July 21, 2026, meeting. The Finance Committee recommended approval 3-0 at its meeting on Monday, August 10,

2026.

STAFF RECOMMENDATION:

Proceed as presented.

Attachments

FY27- LT Funding Application- Pinata Fest
FY26- LT Tracking- Pinata Fest- Marketing
FY26- LT Tracking- Pinata Fest- Sponsorship
FY27- OTB Recommendation Form- Pinata Fest



LODGERS' TAX

APPLICATION AND INSTRUCTIONS

Contact information for questions:

tourism@roswell-nm.gov



LODGERS' TAX GENERAL INFORMATION

The City of Roswell requires any organization or citizen seeking Lodgers' Tax (occupancy) funds from the city to make such a request through the city's application process and compliance with the City of Roswell's policies and procedures.

APPLICATION PROCESS

1. Lodgers' Tax Funding Request is submitted to tourism@roswell-nm.gov by deadline.
2. The city's Occupancy Tax Board reviews and provides recommendation to Finance Committee.
3. The Finance Committee reviews, approves or changes recommendation for City Council.
4. City Council awards, changes or denies funding request.

The role of the Occupancy Tax Board is to review applications for events that will bring out-of-town visitors to the City of Roswell and promote hotels stays. The board provides recommendation to the Finance Committee.

DEADLINES FOR EVENTS HELD JULY 1, 2026 TO DECEMBER 31, 2026

1. Applications are to be submitted by or before 5 p.m. on June 30, 2026

TYPES OF AWARDS AVAILABLE

Applicants may request awards for each of the following categories:

- 1. Marketing.** The items listed below are generally acceptable expenses related to advertising:
 1. *Radio, television, newspaper, billboard or magazine advertisements*
 2. *Posters, brochures, flyers, postcards, or other marketing materials*
 3. *Postage for mailing of marketing materials*
 4. *Website, Facebook, or other internet paid advertising placement*
 5. *Free T-shirts for registration participants or attendees*
 6. *Police/Security, Fire and Sanitation services are recognized as eligible expenses within the Marketing category.*
- 2. Sponsorship.** Sponsorships are available where the City and applicant wish to form a formal cooperative arrangement where the City holds an interest in the event and helps create the event. Sponsorships will be conditioned up MOUs or contracts subject to governing body approval.

The items listed below are generally *acceptable expenses* as part of a City sponsorship:

1. *Establishing, operating, purchasing, constructing, otherwise acquiring, reconstructing, extending, improving, equipping furnishing or acquiring real property*
2. *Administrative, operational, or event manager costs (includes marketing firm services)*
3. *Costumes*
4. *Payments, other than placed advertisements, for entertainment*
5. *Equipment rental*
6. *Food or beverages (including water) provided for entertainment, judges, contestants, workers, or as hospitality*
7. *Gifts or in-kind expenses*
8. *Lodging or travel*
9. *Monetary awards*
10. *Programs given out during the event*
11. *Rent of facility*
12. *Thank-you advertisements after the event*

FUNDING LIMITS

Unless exempt from the Procurement Code or as part of a Sponsorship, marketing awards will be capped at \$20,000.00



LODGERS' TAX FUNDING APPLICATION

Received Date: _____

Please check the box for which type of funding you seek.

- ☒ Marketing, and Police/Security, Fire and Sanitation services
- ☒ Sponsorship

Today's Date: 06/29/2026

Event Name: PiñataFest-Roswell 2026 Event Date: 09-12 & 09-13-2026

Organization: Roswell Hispano Chamber of Commerce Event Time: 12:00am to 10:00pm

Event Address: Roswell-Chaves County Cultural Plaza City/State/ZIP: Roswell, NM 88201

Website: roswellhcc.org Phone: (575) 624-0889 Email: john.erard@gmail.com

Organizer: John Erard Mobile: (847) 636-0931

Second Organizer: Barbara Gomez Mobile: (575) 363-9595

EVENT DETAILS ☐ Check for first time event

Estimated # Attending: 5,000+ Anticipated # of hotel rooms booked: 350-450

Last year's event (if this is not a first-time event, must attach proof)

of Attendees: 2,500-3,000 Est. (~37% non-locals) # of hotel rooms booked: ~ 200 - 250

Description of Event Logistics:

PiñataFest-Roswell will be held September 11–12, 2026, at the Chaves County Cultural Plaza in Roswell, New Mexico. The larger venue provides improved traffic flow, expanded vendor capacity, enhanced entertainment space, dedicated children's activities, and improved visitor amenities while accommodating future growth. The new date eliminates scheduling conflicts with the Roswell Air Races, allowing PiñataFest-Roswell to establish its own identity and generate a clearer measure of its direct tourism and economic impact.

Event production and operations will be managed by Encanto Events, with professional entertainment provided by Paizon Entertainment. Barbara Gomez, RHCC's Strategic Partnerships & Visitor Economy Advisor and former Executive Director of Roswell MainStreet, will provide strategic guidance on visitor economy strategy, visitor engagement, and hospitality participation to help maximize the festival's economic impact throughout Roswell and Chaves County. The festival will feature live cultural entertainment, food vendors, artisan and commercial vendors, children's activities, community exhibits, and family programming throughout the weekend.

The Roswell Hispano Chamber of Commerce will coordinate event administration, volunteer management, vendor registration, sponsorship fulfillment, marketing, and visitor information. Public safety planning will be coordinated with the appropriate City of Roswell and Chaves County agencies, including traffic management, law enforcement, emergency medical services, and other public safety requirements.



Permit #: _____

MARKETING LODGERS' TAX REQUEST

Any funding from Lodgers' Tax must follow the Lodgers' Tax Policy (PA0002). Please be sure you have read and understand the policy. **You must type out marketing budget plan in the fillable form below or attach as indicated below.** Please feel free to add additional pages, ad samples, artwork, etc. This is what is considered for approval. Any request not listed with this form is not considered for approval. Lodgers' Tax funds must be expended in accordance with the Lodgers' Tax Act for purposes of advertising, publicizing and promoting tourist-related attractions, facilities and events. Lodgers' Tax is funded by overnight stays in Roswell.

List of eligible expenses for marketing: Newspaper, Magazine, Radio, Television, Google Ads/ Paid Social Media, Digital Billboard, Vinyl Billboard, Posters, Flyers, Postcards, or other paid media.

MARKETING BUDGET PLAN

Eligible Marketing Expenses Please use and attach an additional sheet if more space is needed.

Advertising Type	Placement/Vendor (specific):	Frequency/Run Dates:	Your Estimated Cost
Example: Newspaper	Example: Dallas Morning News	Example: May 1-10, 2x 1/2 pg	Example: \$700
Search/Display	Google	Jul-Sept	\$3,000
Social Media	Meta	Jul-Sept	\$3,000
You Tube	Google	Aug-Sept	\$1,200
Billboards	Lamar - Lubbock, Odessa/Midland, El Paso	4 Weeks	\$4,500
Video/Photog	Local Professional Photographer / Videographer	Aug-Sept	\$2,500
Flyers/Posters	Local Printing & Distribution	Jul/Sept	\$2,500

Note: All marketing must include "paid in part by City of Roswell Lodgers' Tax" logo and/or text to be eligible.

Other Eligible Expenses	Details (Source of Services / Service Employees Required / # of T-Shirts)	Your Estimated Cost
Police/Security	Event	\$2,500
Fire		N/A
Clean-up/Sanitation	Professional Services	\$500

TOTAL estimated cost:	\$19,700
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Permit #: _____

SPONSORSHIP LODGERS' TAX REQUEST

1. Sponsorships are available where the City and applicant wish to form a formal cooperative arrangement where the City holds an interest in the event and helps create the event. Sponsorships will be conditioned up MOUs or contracts subject to governing body approval.

The items listed below are generally *acceptable expenses* as part of a City sponsorship:

1. Establishing, operating, purchasing, constructing, otherwise acquiring, reconstructing, extending, improving, equipping furnishing or acquiring real property
2. Administrative, operational, or event manager costs (includes marketing firm services)
3. Costumes
4. Payments, other than placed advertisements, for entertainment
5. Equipment rental
6. Food or beverages (including water) provided for entertainment, judges, contestants, workers, or as hospitality
7. Gifts or in-kind expenses
8. Lodging or travel
9. Monetary awards
10. Programs given out during the event
11. Rent of facility
12. Thank-you advertisements after the event

SPONSORSHIP BUDGET PLAN

Eligible Sponsorship Expenses Please use and attach an additional sheet if more space is needed.

Expense Type	Vendor (specific):	Your Estimated Expense
Example: Facility Rental	Example: Convention Center	Example: \$700
Entertainment & Event Production	Encanto Events (Including Paizon Entertainment)	\$15,000
Tables, Chairs, Tents Rental	Local Rental Vendor	\$3,500
Programs/Sinage	Local Printing & Sign Vendors	\$2,000
Event Site Infrastructure	Local Service Providers	\$2,000
Volunteer Meals & Refreshments	Various	\$1,500

Note: All expenditures **MUST** be accounted for.

TOTAL estimated expense:	\$24,000
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EVENT DETAILS/SCORING

The definition of a Tourist means a person who travels for the purpose of business, pleasure or culture to a municipality or county imposing an occupancy tax. Tourist-related events mean events that are planned for, promoted to and attended by tourists. *Lodgers' Tax Act Definitions {3-38-13 NMSA 1978}*

Please provide details of your event, along with any attachments that may help answer the specific questions below. The Occupancy Tax Board will score the event on a 100-point scale based on return on investment, historical performance, other economic impact, general attendance and event uniqueness.

Return on Investment (25 points): Detail the return on investment to the community based on tourism. Consider any additional Lodgers' Tax generated as a direct result of your organization or event, along with any estimated attendance from out-of-town visitors and estimated room nights in local lodging facilities.

PiñataFest-Roswell is being strategically expanded from a successful local cultural festival into a regional tourism event designed to attract more regional visitors and increase overnight stays in Roswell and Chaves County. Through coordinated digital advertising, regional billboard campaigns, tourism partnerships, and expanded programming at the Chaves County Cultural Plaza, the Roswell Hispano Chamber of Commerce expects to attract approximately 5,000 attendees, with an estimated 40–50 percent traveling from outside the Roswell area.

Based on prior attendance patterns, visitor surveys, and projections developed using the New Mexico Tourism Department Event Economic Impact Calculator, PiñataFest-Roswell is expected to generate approximately 333–415 hotel room nights during the festival weekend.

Visitors attending PiñataFest-Roswell contribute significantly to the local economy through expenditures at hotels, restaurants, retail stores, fuel stations, attractions, and other local businesses. Based on projected attendance and visitor spending patterns, the festival is expected to generate approximately \$450,000–\$600,000 in direct visitor spending, producing additional Gross Receipts Tax revenue while supporting local employment and small businesses.

Lodgers' Tax funding will enable RHCC to expand regional tourism marketing beyond Roswell through targeted digital advertising, regional billboard campaigns, and the dedicated PiñataFest-Roswell tourism website. Funded by the New Mexico Tourism Department, the website serves as a year-round visitor resource promoting Roswell's lodging.

Source for detail provided: See above narrative.

Historical Performance (10 points): Include award dollars used, prior attendance and room nights.

For 38 years, PiñataFest-Roswell has celebrated Hispanic culture while attracting visitors from southeastern New Mexico and West Texas. The 2025 festival attracted an estimated 2,500 to 3,000 attendees, with approximately 37 percent traveling from outside the immediate Roswell area. Based on vendor participation, informal visitor surveys, historical attendance records, and estimates developed using the New Mexico Tourism Department Event Economic Impact Calculator, the festival generated an estimated \$210,000–\$250,000 in direct visitor spending.

The 2025 festival benefited from increased regional visitation associated with the Roswell Air Races. However, because PiñataFest-Roswell shared the Courthouse Lawn with other events, the festival operated within a significantly reduced event footprint, limiting vendor participation, programming space, and overall attendance capacity.

To eliminate those constraints and avoid future scheduling conflicts with the Air Races, PiñataFest-Roswell has been rescheduled and relocated for 2026 to the larger Chaves County Cultural Plaza. The new date and venue provide substantially more room for entertainment, vendors, children's activities, visitor amenities, and expanded programming. Combined with a significantly expanded regional marketing campaign and the launch of the new PiñataFest-Roswell tourism website, these improvements position the festival to significantly increase attendance, overnight visitation, hotel room nights, and overall economic impact.

Award dollars previously used: Amount to be confirmed from City of Roswell Lodgers' Tax records.

Prior year attendance: ~2,500-3,000

of overnight room nights booked: 167–208

Estimated cost of service request from City Departments (not scored):

None

Other Economic Impact (25 points): Additional Gross Receipts Tax generated as a direct result of your organization or event (restaurants, purchases in local stores).

PiñataFest-Roswell generates economic activity well beyond the festival grounds by encouraging visitors to spend throughout the Roswell community. Overnight guests, day visitors and out of town vendors purchase lodging, meals, fuel, groceries, retail merchandise, and entertainment while also visiting local museums, attractions, and small businesses during their stay. These expenditures generate additional Gross Receipts Tax revenue that directly benefits the City of Roswell while supporting local employment and strengthening the community's visitor economy.

Based on the New Mexico Tourism Department Event Economic Impact Calculator, historical attendance records, vendor participation, visitor surveys, and projected attendance, PiñataFest-Roswell is expected to generate approximately \$400,000–\$550,000 in direct visitor spending during the 2026 festival. These expenditures will be distributed across Roswell hotels, restaurants, retail businesses, convenience stores, fuel stations, museums, attractions, and other visitor-serving businesses, creating measurable economic benefits that extend well beyond the festival itself.

The Roswell Hispano Chamber of Commerce has intentionally expanded PiñataFest-Roswell into a regional tourism event through enhanced programming, targeted regional advertising, and the newly developed PiñataFest-Roswell tourism website. In addition to promoting the festival, the website is designed to connect visitors with Roswell's lodging, restaurants, shopping, museums, attractions, and other local businesses, helping increase overnight stays, extend visitor visits, and maximize community-wide visitor spending.

Beginning with the 2026 festival, PiñataFest-Roswell will be held independently rather than concurrently with the Roswell Air Races, providing a much clearer measurement of the festival's direct economic impact. Expanded visitor surveys, together with the new PiñataFest-Roswell tourism website and QR-code visitor surveys, will provide more detailed information on visitor origin, length of stay, lodging utilization, and spending patterns. These improvements will produce more accurate measurements of hotel occupancy, visitor spending, Gross Receipts Tax generation, and the festival's overall economic impact.

Source for data provided: Roswell Hispano Chamber of Commerce historical attendance records; 2025 visitor survey;

Attendance typee & transportation to Roswell: Primarily visitors traveling by personal vehicle from SENM, West Texas

Average daily spending on food/beverage: Estimated \$50–\$75 per visitor per day.

Source for data provide listed above: See above narrative.

General Attendance of Event (10 points): Please consider both local and out-of-town attendees.

PiñataFest-Roswell 2026 has been designed to attract both local residents and out-of-town visitors, with an increased emphasis on regional tourism and overnight visitation. Results from the 2025 attendee survey found that 37% of surveyed attendees traveled from outside Roswell, including visitors from southeastern New Mexico, El Paso/Las Cruces, other areas of New Mexico, and out-of-state visitors.

For 2026, the Roswell Hispano Chamber of Commerce projects approximately 5,000 attendees as a result of the festival's relocation to the larger Chaves County Cultural Plaza, expanded entertainment and vendor participation, targeted regional advertising, digital billboard campaigns throughout West Texas, and the launch of the dedicated PiñataFest-Roswell tourism website. These initiatives are expected to increase both total attendance and the percentage of out-of-town visitors, resulting in additional hotel room nights, increased visitor spending, and greater economic benefits for Roswell and Chaves County.

Source for data provided: Roswell Hispano Chamber of Commerce historical attendance records; 2025 visitor survey; vendor participation records; New Mexico Tourism Department Event Economic Impact Calculator; 2026 PiñataFest-Roswell Marketing Plan.

~2,750 (55%)	Local
~2,250 (45%)	Outside
~45%	% of attendance from outside of Roswell

Source for data provided: See Above Narrative

Uniqueness of Event (30 points): What makes this event different from others?

PiñataFest-Roswell is being transformed from a successful community celebration into one of southeastern New Mexico's premier regional cultural tourism events.

We've assembled the team to make that transformation a reality. Encanto Events leads professional event production, Paizon Entertainment leads professional entertainment, while Barbara Gomez, former Executive Director of Roswell MainStreet, serves as RHCC's Strategic Partnerships & Visitor Economy Advisor.

Supported by the New Mexico Tourism Department's NM True program, this team is expanding the festival's regional reach, enhancing the visitor experience, and strengthening participation by hotels, restaurants, attractions, and local businesses.

Funded by the New Mexico Tourism Department, the dedicated PiñataFest-Roswell tourism website further distinguishes the event by connecting visitors with Roswell's lodging, dining, shopping, attractions, and local businesses while extending the festival's economic benefits throughout the community and encouraging overnight visitation beyond the festival weekend.

Together, these initiatives position PiñataFest-Roswell not simply as a community festival, but as a long-term tourism asset that generates measurable economic benefits for Roswell and Chaves County.

OFFICIAL USE ONLY

OTB Date: _____ Finance Committee Date: _____ Council Date: _____

Last Day of Event: _____ Reimbursement Request Due Date (90 days from last day of event): _____

FY26- Marketing, Sanitation, and Security

Pinata Fest
9/12-9/13/2025
12/13/2025
12/13/2025

Awarded Amount 5,000.00

Partial	Agency 66	Advertising	DESCRIPTION	completed date:	INVOICE AMT	DOCUMENTATION	PROOF OF WORDING	ELIG AMT	COMMENTS
Y	Roswell Security	Security Services			8,303.68 1,244.90	Yes Yes	Yes Not required	3,303.68 1,244.90	Administrative services not eligible for this lot of \$.
Y	Shiny Boys Services	Potties			500.00	Yes	Not required	500.00	

Eligible Expenses	5,048.58
Awarded Amount	5,000.00
Balance	0.00

NOTES:

DATE(S):	9/12-9/13/2025
Reimb Due date:	12/13/2025
Rec'd Reimb date:	12/13/2025

ELIGIBLE EXP	VENDOR	DESCRIPTION	completed date:	INVOICE AMT	DOCUMENTATION	PROOF OF WORDING	ELIG AMT	COMMENTS
N	Band Dulzura	Entertainment		600.00	N	Not Required	0.00	Paid Cash- No proof of payment
Y	Asi Se Baila	Entertainment		400.00	Y	Not Required	400.00	Ck#: 1020
Y	Asi Se Baila	Pinatas		600.00	Y	Not Required	600.00	1011 and Ck#: 1014
Y	CRM	Awards		145.57	N	Not Required	145.57	Credit Card- bank statement
Y	Garabaldi	Tacos for contest		484.69	Y	Not Required	484.69	Ck#: 1050
N	Banda La Nuevo Repuesta	Entertainment		1,000.00	N	Not Required	0.00	Paid Cash- No proof of payment
N	Gabe Mendez	MC		300.00	N	Not Required	0.00	Paid Cash- No proof of payment
N	Grupo Mariachi Nuevo							
N	Sencillo	Entertainment		600.00	N	Not Required	0.00	Paid Cash- No proof of payment
N	Henry Candelaria	DJ		400.00	N	Not Required	400.00	Ck#: 1018- cleared check proof
N	James Aguirree	Entertainment		800.00	N	Not Required	0.00	Paid Cash- No proof of payment
	Keep Chaves County							
Y	Beautiful	Sanitation supplies		19.40	Y	Not Required	19.40	Ck#: 1045
Y	Let's Play Pazon	TV on site		1,400.00	Y	Not Required	1,400.00	Ck#: 1017
Y	Moon Man Printing	Volunteer T-Shirts		308.60	Y		308.60	Ck#: 1044
Y	Southwest Printers	Banners		231.16	Y		231.16	Ck#: 1048
Y	Tanya H	Sound System		1,200.00	Y	Not Required	1,200.00	Ck#: 1019
Y	Uhaul	Gas for uhaul truck		25.26	N	Not Required	0.00	Need bank statement for debit card transaction
Y	Uhaul	Uhaul truck		120.89	N	Not Required	0.00	Need bank statement for debit card transaction
						Eligible Expenses	5,189.42	eligible for of award amount
						Awarded Amount	5,000.00	

12/15/2025- amount approved Pending receipt of all missing documents

1/9/2026 Meet with Mr. Erard to discuss missing documents

NOTES:



CITY OF ROSWELL OCCUPANCY TAX BOARD BOARD RECOMMENDATION FORM

Event Name: Pinata Fest Event Dates: October 2-4, 2026
Organization: Roswell Hispano Chamber of Commerce Contact: john.erard@gmail.com

Final Board Scores

Evaluation Category	Max Points	Final Score
Return on Investment	25	10
Historical Performance	10	10
Other Economical Impact	25	20
General Attendance	10	5
Uniqueness of Event	30	20

Total Final Score
Total Points Awarded: 65 /100

Board Recommendation

- ☐ Recommend Full Funding
☐ Recommend Partial Funding

Marketing Recommended Amount: \$ 17,200
Sponsorship Recommended Amount: \$ 20,000

- ☐ Do Not Recommend Funding

Oldrup / Kabir 3-0

Board Discussion Notes

Conditions or Recommendations (if applicable)

Scoring Guidance

- 90-100 Exceptional tourism impact; highlight recommended
80-89 Strong application; recommended
70-79 Good application; funding at board discretion
60-69 Limited tourism impact; consider partial funding
Below 60 Does not sufficiently meet Lodgers' Tax objectives

Chair Signature: Occupancy Tax Board Date: 7-21-26

**ROSWELL NEW MEXICO
AGENDA ITEM ABSTRACT**

Regular City Council Meeting

17.

Meeting Date: 08/13/2026

COMMITTEE: Finance

CONTACT: Tammi Smith

CHAIR: Kurt Gass

ACTION REQUESTED:

Approval of the Lodgers' Tax Funding Request for Eastern New Mexico State Fair Marketing, Sanitation, and Security, and open negotiations with the City of Roswell for sponsorship. (Gass/Conyers)

BACKGROUND:

Initiated by: TJ Conyers

The Eastern New Mexico State Fair has been an annual event in Chaves County for over 100 years. This event begins with the parade on Monday, followed by five days of agricultural events, arts and crafts displays, a ranch rodeo competition, food and goods vendors, and a carnival. The Fair operates Monday through Saturday. The mission of ENMSF is to educate as well as entertain patrons from all over the region. In addition to live music from a variety of genres, performances from local groups, and contracted variety of entertainers, ENMSF also showcases non-profit organizations and community resources. ENMSF hosts school groups for field trips, unique activities for our senior citizens, and exclusive access for individuals with special needs.

4 years of Historical Lodgers' Tax Funding Data:

Marketing, sanitation, and security (with the old policy of 50% reimbursement)

FY2023 — Awarded \$75,228.63 — Expended \$24,249.93

FY2024 — Awarded \$44,500 — Expended \$38,908.11

FY2025 — Awarded \$47,020 — Expended \$35,213.10

FY2026 — Awarded \$20,000 in marketing, sanitation and security and \$20,000 in sponsorship — Expended \$40,000

FINANCIAL CONSIDERATION

The Finance Committee recommended funding in the amount of \$20,000 for marketing, sanitation, and security, and \$20,000 to be considered for sponsorship. Total recommendation of \$40,000.

26224081-672805- \$20,000

26224081-672805- \$20,000

LEGAL REVIEW:

The City Attorney's office will review and approve the sponsorship agreements before signatures are collected.

BOARD AND COMMITTEE ACTION:

The Occupancy Tax Board voted 3-0 to recommend funding the Eastern New Mexico State Fair at its meeting on July 21, 2026. The Finance Committee recommended approval 4-0 at its meeting on Monday, August 10, 2026.

STAFF RECOMMENDATION:

Proceed as presented.

Attachments



LODGERS' TAX

APPLICATION AND INSTRUCTIONS

Contact information for questions:

tourism@roswell-nm.gov



LODGERS' TAX GENERAL INFORMATION

The City of Roswell requires any organization or citizen seeking Lodgers' Tax (occupancy) funds from the city to make such a request through the city's application process and compliance with the City of Roswell's policies and procedures.

APPLICATION PROCESS

1. Lodgers' Tax Funding Request is submitted to tourism@roswell-nm.gov by deadline.
2. The city's Occupancy Tax Board reviews and provides recommendation to Finance Committee.
3. The Finance Committee reviews, approves or changes recommendation for City Council.
4. City Council awards, changes or denies funding request.

The role of the Occupancy Tax Board is to review applications for events that will bring out-of-town visitors to the City of Roswell and promote hotels stays. The board provides recommendation to the Finance Committee.

DEADLINES FOR EVENTS HELD JULY 1, 2026 TO DECEMBER 31, 2026

1. Applications are to be submitted by or before 5 p.m. on June 30, 2026

TYPES OF AWARDS AVAILABLE

Applicants may request awards for each of the following categories:

- 1. Marketing.** The items listed below are generally acceptable expenses related to advertising:
 1. *Radio, television, newspaper, billboard or magazine advertisements*
 2. *Posters, brochures, flyers, postcards, or other marketing materials*
 3. *Postage for mailing of marketing materials*
 4. *Website, Facebook, or other internet paid advertising placement*
 5. *Free T-shirts for registration participants or attendees*
 6. *Police/Security, Fire and Sanitation services are recognized as eligible expenses within the Marketing category.*
- 2. Sponsorship.** Sponsorships are available where the City and applicant wish to form a formal cooperative arrangement where the City holds an interest in the event and helps create the event. Sponsorships will be conditioned up MOUs or contracts subject to governing body approval.

The items listed below are generally *acceptable expenses* as part of a City sponsorship:

1. *Establishing, operating, purchasing, constructing, otherwise acquiring, reconstructing, extending, improving, equipping furnishing or acquiring real property*
2. *Administrative, operational, or event manager costs (includes marketing firm services)*
3. *Costumes*
4. *Payments, other than placed advertisements, for entertainment*
5. *Equipment rental*
6. *Food or beverages (including water) provided for entertainment, judges, contestants, workers, or as hospitality*
7. *Gifts or in-kind expenses*
8. *Lodging or travel*
9. *Monetary awards*
10. *Programs given out during the event*
11. *Rent of facility*
12. *Thank-you advertisements after the event*

FUNDING LIMITS

Unless exempt from the Procurement Code or as part of a Sponsorship, marketing awards will be capped at \$20,000.00



LODGERS' TAX FUNDING APPLICATION

Received Date: 6/24/26 via email

Please check the box for which type of funding you seek.

- ☒ Marketing, and Police/Security, Fire and Sanitation services
- ☒ Sponsorship

Today's Date: 6/23/2026

Event Name: Eastern New Mexico State Fair Event Date: Oct 5-10 2026

Organization: Eastern New Mexico State Fair Event Time: _____

Event Address: 2055 SE Main St City/State/ZIP: Roswell NM 88203

Website: enmsf.com Phone: 5756239411 Email: leslie.enmsf@yahoo.com

Organizer: Leslie Robertson Mobile: 5759108012

Second Organizer: Adriann Ragsdale Mobile: 5756268044

EVENT DETAILS ☐ Check for first time event

Estimated # Attending: 41,000 Anticipated # of hotel rooms booked: 900

Last year's event (if this is not a first-time event, must attach proof)

of Attendees: 41,150 # of hotel rooms booked: 894

Description of Event Logistics:

The Eastern New Mexico State Fair is an event over 100 years strong. The event begins with the traditional parade on Monday morning, followed by five additional days of agricultural events, arts and crafts displays, a ranch rodeo competition, concerts, food and wares vendors, and a carnival. The fair opens with the parade on Monday and closes on Saturday with the junior livestock sale in the morning and the closing of the carnival that evening. The Eastern New Mexico State Fair prides itself on hiring live music options from a variety of genres. We also spotlight local entertainment, youth groups, non-profit organizations, and community resources. The Eastern New Mexico State Fair also hosts school fieldtrip groups, honors the military and first responders, and provides unique activities for our senior and special needs community.



Permit #: _____

MARKETING LODGERS' TAX REQUEST

Any funding from Lodgers' Tax must follow the Lodgers' Tax Policy (PA0002). Please be sure you have read and understand the policy. **You must type out marketing budget plan in the fillable form below or attach as indicated below.** Please feel free to add additional pages, ad samples, artwork, etc. This is what is considered for approval. Any request not listed with this form is not considered for approval. Lodgers' Tax funds must be expended in accordance with the Lodgers' Tax Act for purposes of advertising, publicizing and promoting tourist-related attractions, facilities and events. Lodgers' Tax is funded by overnight stays in Roswell.

List of eligible expenses for marketing: Newspaper, Magazine, Radio, Television, Google Ads/ Paid Social Media, Digital Billboard, Vinyl Billboard, Posters, Flyers, Postcards, or other paid media.

MARKETING BUDGET PLAN

Eligible Marketing Expenses Please use and attach an additional sheet if more space is needed.

Advertising Type	Placement/Vendor (specific):	Frequency/Run Dates:	Your Estimated Cost
Example: Newspaper	Example: Dallas Morning News	Example: May 1-10, 2x 1/2 pg	Example: \$700
Newspaper	Roswell Daily Record	August-September	2,500
Social Media	Facebook, instagram	August-September	500
Radio	Pecos Valley Broadcasting	August-October	5,200
Magazine	New Mexico Stockman	August-September	220
Postage	USPS	August	350
Radio	Radio Amigo	August-October	1,000
Radio	Walton Stations	August-October	2,000
Billboard	Tyler Carter/Newman	August-October	3,000

Note: All marketing must include "paid in part by City of Roswell Lodgers' Tax" logo and/or text to be eligible.

Other Eligible Expenses	Details (Source of Services / Service Employees Required / # of T-Shirts)	Your Estimated Cost
Police/Security	SCP Security, parade barricades, cones, 110 officer hours	45,000
Fire		
Clean-up/Sanitation	Trash, Starr Janitorial, Lore's Cleaning, Quality Janitorial, TNT Portables	40,000
TOTAL estimated cost:		99,700



Permit #: _____

SPONSORSHIP LODGERS' TAX REQUEST

1. Sponsorships are available where the City and applicant wish to form a formal cooperative arrangement where the City holds an interest in the event and helps create the event. Sponsorships will be conditioned up MOUs or contracts subject to governing body approval.

The items listed below are generally *acceptable expenses* as part of a City sponsorship:

1. Establishing, operating, purchasing, constructing, otherwise acquiring, reconstructing, extending, improving, equipping furnishing or acquiring real property
2. Administrative, operational, or event manager costs (includes marketing firm services)
3. Costumes
4. Payments, other than placed advertisements, for entertainment
5. Equipment rental
6. Food or beverages (including water) provided for entertainment, judges, contestants, workers, or as hospitality
7. Gifts or in-kind expenses
8. Lodging or travel
9. Monetary awards
10. Programs given out during the event
11. Rent of facility
12. Thank-you advertisements after the event

SPONSORSHIP BUDGET PLAN

Eligible Sponsorship Expenses Please use and attach an additional sheet if more space is needed.

Expense Type	Vendor (specific):	Your Estimated Expense
Example: Facility Rental	Example: Convention Center	Example: \$700
Musical Sound Lighting and Entertainers	J&S Pro Sound	45,000
Entertainer	Triangle Talent	9,000
Judges	Exact names unknown yet	7,000
Food and Beverages	Various vendors depending on talent requests	1,200
Equipment Rental (lift, generators, pipe and drape)	Davis, KC Light towers, Grady Henly	25,000
Hotel lodging	Candlewood suites	6,000

Note: All expenditures **MUST** be accounted for.

TOTAL estimated expense:	93,200
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EVENT DETAILS/SCORING

The definition of a Tourist means a person who travels for the purpose of business, pleasure or culture to a municipality or county imposing an occupancy tax. Tourist-related events mean events that are planned for, promoted to and attended by tourists. *Lodgers' Tax Act Definitions {3-38-13 NMSA 1978}*

Please provide details of your event, along with any attachments that may help answer the specific questions below. The Occupancy Tax Board will score the event on a 100-point scale based on return on investment, historical performance, other economic impact, general attendance and event uniqueness.

Return on Investment (25 points): Detail the return on investment to the community based on tourism. Consider any additional Lodgers' Tax generated as a direct result of your organization or event, along with any estimated attendance from out-of-town visitors and estimated room nights in local lodging facilities.

The Eastern New Mexico State Fair has participants from all 33 counties in New Mexico. Families travel to enter their art and agricultural projects. Most will stay in local hotels and RV parks for the six days of fair livestock shows. The parade averages 100 entries of floats, bands, businesses, and performers. The crowds line up for hours and most will purchase from the local businesses as they wait. Vendors come from all over the country to participate in the fair. We host over 100 different vendors and most will lodge in town, purchase supplies, and fuel up while they stay with us. Historically, the fair will book anywhere from 500-2,500 hotel rooms for exhibitors, visitors, entertainers, and judges.

Source for detail provided: survey cards, vendor contracts, online entry forms

Historical Performance (10 points): Include award dollars used, prior attendance and room nights.

	Awarded	Attended	Rooms
2025	\$40,000	41,150	894
2024	\$35,213.10	42,242	895
2023	\$38,908.11	42,523	2542
2022	\$24,249.93	42,206	2676
2021	No Awards Given This Year		
2020	COVID, no event		
2019	\$40,000	48,302	800

Award dollars previously used: 40,000

Prior year attendance: 41,150

of overnight room nights booked: 894

Estimated cost of service request from City Departments (not scored):

Sanitation1
Barricades
Sand Bags
Signage
Officers
\$14, 977

Other Economic Impact (25 points): Additional Gross Receipts Tax generated as a direct result of your organization or event (restaurants, purchases in local stores).

96% of those polled dined locally
97% Purchased fuel
83% shopped locally

Local vendors report they benefit from showcasing their business at the fair and it effectively drives customers to their local store fronts. Many purchase supplies for their booths locally.
Livestock families purchase feed and equipment from Roswell Livestock, Big R, Paul's Vet, and other local businesses.
Trophies are purchased locally through RPM
The bulk of our security is provided by the local company of SCP.
We utilize the Roswell Daily Record, and many local radio companies for our marketing needs.

Attendance typee & transportation to Roswell: personal vehicles, airlines

Average daily spending on food/beverage: \$200

Source for data provide listed above: survey cards

General Attendance of Event (10 points): Please consider both local and out-of-town attendees.

The Eastern New Mexico State Fair averages between 6,000 and 7,000 visitors each day of the six day event. People come from all 33 counties along with many others from Texas, Colorado, California, and even Mexico. We provide entertainment and educational opportunities for all ages and demographics. Special free activities are planned for school groups, seniors, military/first responders, and those with special needs.

39,527	Local
1,623	Outside
3.9	% of attendance from outside of Roswell

Source for data provided: survey cards

Uniqueness of Event (30 points): What makes this event different from others?

The Eastern New Mexico State Fair is a one of a kind event that has been going strong in the Roswell area for more than 100 years. This six day event welcomes participants and guests from and over New Mexico and the surrounding areas. ENMSF takes pride in its events and strives to provide a safe and fun experience for patrons of all ages. There are special events that encourage participation from all ages and interests: concerts, carnival rides, magic shows, animal exhibitions, arts and crafts displays and competitions, health fairs, a rodeo, and baking competitions. ENMSF is careful in selecting entertainment options to ensure there is a diversity in the musical genres represented along with the entertainment acts for the whole family. Many people visit the fair for the food trucks alone. There are of course the standard fair options: funnel cakes, turkey legs, and fried food of any type on a stick. There's also new culinary delights to be discovered as well: smothered sweet potato fries, stuffed grape leaves, Dubai chocolate with pistachios, and many other delicacies of your choosing. The commercial building houses 100 booths of vendors, first responders, non-profits, and political organizations. The education building is where you can find the farm and garden entries, the school art displays, and of course the model railroad trains. The junior livestock events and exhibits allow youth from across New Mexico a place to show their animal projects and potentially earn significant funds at the junior livestock sale. These funds may go towards college or to the following year's project.

OFFICIAL USE ONLY

OTB Date: 7/21/26 Finance Committee Date: 8/1/2026 Council Date: 8/13/2026
Last Day of Event: 10/10/2026 Reimbursement Request Due Date (90 days from last day of event): 1/10/2027

SPONSORSHIP FY2026

EVENT NAME: ENMSF

DATE(S): 9/29-10/4/2025

Reimb Due date: 12/4/2025

Rec'd Reimb date: 12/10/2025

Awarded Amount 20,000.00

ELIGIBLE EXP	VENDOR	DESCRIPTION	completed date:	ELIGIBLE INVOICE AMT	PROOF OF PAYMENT	DOCUMENTATION	PROOF OF WORDING	ELIG AMT	COMMENTS
Y	SCP Security	Security		33,584.72	Y		NA	20,000.00	

|

Eligible Expenses	20,000.00	eligible for
Awarded Amount	20,000.00	of award amount
Balance	0.00	

NOTES:

MARKETING/SANITATION/SECURITY

EVENT NAME: ENMSF

DATE(S): 9/29-10/4/2025

Reimb Due date: 12/4/2025

Rec'd Reimb date: 12/10/2025

Awarded Amount 20,000.00

completed date:

ELIGIBLE EXP		VENDOR	DESCRIPTION	completed date:	INVOICE AMT	DOCUMENTATION		PROOF OF WORDING	ELIG AMT	COMMENTS
						PROOF OF PAYMENT				
Y		PVB	Radio Ads		5,220.84	Y		Y	2,550.84	
Y		NM Stockman	Magazine Ad		220.00	Y		Y	220.00	
Y		RDR	Newspaper		812.04	Y		Y	812.04	
Y										
Y		Starr Janitorial	Sanitation		9,182.98	Y		n/a	9,182.98	
Y		Externe Illusions	Entertainment		12,000.00	Y		N/A	12,000.00	

|

Eligible Expenses	24,765.86	eligible for	of award amount
Awarded Amount	20,000.00		
Balance	0.00		

NOTES:



CITY OF ROSWELL OCCUPANCY TAX BOARD BOARD RECOMMENDATION FORM

Event Name: Eastern New Mexico State Fair Event Dates: October 5-10, 2026
Organization: Eastern New Mexico State Fair Contact: leslie.enmsf@yahoo.com

Final Board Scores

Evaluation Category	Max Points	Final Score
Return on Investment	25	25
Historical Performance	10	10
Other Economical Impact	25	25
General Attendance	10	10
Uniqueness of Event	30	30

Total Final Score
Total Points Awarded: 100 /100

Board Recommendation

- ☐ Recommend Full Funding
☐ Recommend Partial Funding

Marketing Recommended Amount: \$ 20,000
Sponsorship Recommended Amount: \$ 20,000

Obduplikator 3-0

- ☐ Do Not Recommend Funding

Board Discussion Notes

Conditions or Recommendations (if applicable)

Scoring Guidance

- 90-100 Exceptional tourism impact; highlight recommended
80-89 Strong application; recommended
70-79 Good application; funding at board discretion
60-69 Limited tourism impact; consider partial funding
Below 60 Does not sufficiently meet Lodgers' Tax objectives

Chair Signature: *Mark Sattell* Occupancy Tax Board Date: 7-21-26

**ROSWELL NEW MEXICO
AGENDA ITEM ABSTRACT**

Regular City Council Meeting

18.

Meeting Date: 08/13/2026

COMMITTEE: Finance

CONTACT: Tammi Smith

CHAIR: Kurt Gass

ACTION REQUESTED:

Approval of the Lodgers' Tax Funding Request for Roswell Symphony Orchestra for Marketing, Sanitation and Security and open negotiations with the City of Roswell for sponsorship.
(Gass/Conyers)

BACKGROUND:

Initiated by: Tommi Jo Conyers

From their application:

The Roswell Symphony Orchestra concert season for 2026-2027 will take place on September 26, 2026, December 13, 2026, March 6, 2027, and April 24, 2027. The location of all four concerts will be held at New Mexico Military Institute's Pearson Auditorium and require no city facilities. All seating, restrooms, security etc. will be provided on site by NMML.

The RSO includes local professional musicians although approximately 90% of our orchestra travel from surrounding areas such as Lubbock, Amarillo, Santa Fe, Albuquerque, Las Cruces and El Paso. Each concert season brings a significant number of patrons who attend our events as well as musicians that come to support our local hotels, restaurants, and shops. For our 2025-2026 concert season, we incurred hotel costs of more than \$18000.00 for our musicians alone.

3 years of Historical Lodgers' Tax Funding Data:

Marketing, sanitation, and security.

FY2023- Awarded \$8,725- Expended- \$3,074.33

FY2024- Awarded \$8,860- Expended- \$4,16.49

FY2025- Awarded \$20,000- Expended \$16,812.05

FY2026- Awarded \$20,000- Expended \$20,000 (Waiting on documentation)

FINANCIAL CONSIDERATION

The Finance Committee recommended funding in the amount of \$10,000 for marketing, sanitation, and security, and \$10,000 to be considered for sponsorship. Total recommendation of \$20,000

26224081-672805- \$10,000

26224081-672805- \$10,000

LEGAL REVIEW:

The City Attorney's office will review and approve the sponsorship agreements before signatures are collected.

BOARD AND COMMITTEE ACTION:

The Occupancy Tax Board voted 3-0 to recommend funding the Roswell Symphony Orchestra at its July 21, 2026, meeting. The Finance Committee recommended approval 4-0 at its meeting on Monday, August 10, 2026.

STAFF RECOMMENDATION:

Proceed as presented.

Attachments

FY27 Lodgers' Tax Funding Application- RSO
FY27- OTB Recommendation Form- RSO



LODGERS' TAX

APPLICATION AND INSTRUCTIONS

Contact information for questions:

tourism@roswell-nm.gov



LODGERS' TAX GENERAL INFORMATION

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APPLICATION PROCESS

1. Lodgers' Tax Funding Request is submitted to tourism@roswell-nm.gov by deadline.
2. The city's Occupancy Tax Board reviews and provides recommendation to Finance Committee.
3. The Finance Committee reviews, approves or changes recommendation for City Council.
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DEADLINES FOR EVENTS HELD JULY 1, 2026 TO DECEMBER 31, 2026

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TYPES OF AWARDS AVAILABLE

Applicants may request awards for each of the following categories:

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5. *Equipment rental*
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7. *Gifts or in-kind expenses*
8. *Lodging or travel*
9. *Monetary awards*
10. *Programs given out during the event*
11. *Rent of facility*
12. *Thank-you advertisements after the event*

FUNDING LIMITS

Unless exempt from the Procurement Code or as part of a Sponsorship, marketing awards will be capped at \$20,000.00



LODGERS' TAX FUNDING APPLICATION

Received Date: _____

Please check the box for which type of funding you seek.

- ☒ Marketing, and Police/Security, Fire and Sanitation services
☒ Sponsorship

Today's Date: 6/30/2026

Event Name: Roswell Symphony Orchestra Concert Season 2026-2027 Event Date: 9-26-26 & 12-13-26

Organization: Roswell Symphony Orchestra Event Time: _____

Event Address: 1717 W. 2nd Street Ste 205 City/State/ZIP: _____

Website: ROSWELLSYMPHONY.ORG Phone: 575-623-5882 Email: rso.findir@gmail.com

Organizer: Betty Sanchez, Executive Director Mobile: 575-317-3279

Second Organizer: Kate Graham, Concert Operations Manager Mobile: 224-558-9185

EVENT DETAILS ☐ Check for first time event

Estimated # Attending: 2500 Anticipated # of hotel rooms booked: 100

Last year's event (if this is not a first-time event, must attach proof)

of Attendees: 2060 # of hotel rooms booked: 140

Description of Event Logistics:

The Roswell Symphony Orchestra concert season for 2026-2027 will take place on September 26, 2026, December 13, 2026, March 6, 2027 and April 24, 2027. The location of all four concerts will be held at New Mexico Military Institute's Pearson Auditorium and require no city facilities. All seating, restrooms, security etc. will be provided on site by NMML.



Permit #: _____

MARKETING LODGERS' TAX REQUEST

Any funding from Lodgers' Tax must follow the Lodgers' Tax Policy (PA0002). Please be sure you have read and understand the policy. **You must type out marketing budget plan in the fillable form below or attach as indicated below.** Please feel free to add additional pages, ad samples, artwork, etc. This is what is considered for approval. Any request not listed with this form is not considered for approval. Lodgers' Tax funds must be expended in accordance with the Lodgers' Tax Act for purposes of advertising, publicizing and promoting tourist-related attractions, facilities and events. Lodgers' Tax is funded by overnight stays in Roswell.

List of eligible expenses for marketing: Newspaper, Magazine, Radio, Television, Google Ads/ Paid Social Media, Digital Billboard, Vinyl Billboard, Posters, Flyers, Postcards, or other paid media.

MARKETING BUDGET PLAN

Eligible Marketing Expenses Please use and attach an additional sheet if more space is needed.

Advertising Type	Placement/Vendor (specific):	Frequency/Run Dates:	Your Estimated Cost
Example: Newspaper	Example: Dallas Morning News	Example: May 1-10, 2x 1/2 pg	Example: \$700
News Paper	Roswell Daily Record, Artesia Daily Press	Send-A-Senior advertisement	\$1000.00
Radio	KBIM, KHFM, Pecos Valley Broadcasting	2wks prior to each concert	\$2000.00
Television	KBIM, KHFM, Pecos Valley Broadcasting	2 weeks prior to each concert	\$1000.00
Internet	Facebook/Instagram/Google	June 2026 through April 2027	\$1000.00
Printing	Southwest Printers	Postcards/Programs/Flyers/Posters	\$8000.00

Note: All marketing must include "paid in part by City of Roswell Lodgers' Tax" logo and/or text to be eligible.

Other Eligible Expenses	Details (Source of Services / Service Employees Required / # of T-Shirts)	Your Estimated Cost
Police/Security		
Fire		
Clean-up/Sanitation		

TOTAL estimated cost:	\$13000.00
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SPONSORSHIP LODGERS' TAX REQUEST

1. Sponsorships are available where the City and applicant wish to form a formal cooperative arrangement where the City holds an interest in the event and helps create the event. Sponsorships will be conditioned up MOUs or contracts subject to governing body approval.

The items listed below are generally *acceptable expenses* as part of a City sponsorship:

1. Establishing, operating, purchasing, constructing, otherwise acquiring, reconstructing, extending, improving, equipping furnishing or acquiring real property
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7. Gifts or in-kind expenses
8. Lodging or travel
9. Monetary awards
10. Programs given out during the event
11. Rent of facility
12. Thank-you advertisements after the event

SPONSORSHIP BUDGET PLAN

Eligible Sponsorship Expenses Please use and attach an additional sheet if more space is needed.

Expense Type	Vendor (specific):	Your Estimated Expense
Example: Facility Rental	Example: Convention Center	Example: \$700
Facility Rental September 2026	NMMI Pearson Auditorium	\$1920.00
Facility Rental December 2026	NMMI Pearson Auditorium	\$1920.00
Facility Rental March 2027	NMMI Pearson Auditorium	\$1920.00
Facility Rental April 2027	NMMI Pearson Auditorium	\$1920.00
Musician Meals September	NMMI/Sodexo	\$950.00
Musician Meals December	NMMI/Sodexo	\$650.00
Event Manager/Admin 2026-2027 Season		\$16000.00
Note: All expenditures MUST be accounted for.		

TOTAL estimated expense:	25280.00
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EVENT DETAILS/SCORING

The definition of a Tourist means a person who travels for the purpose of business, pleasure or culture to a municipality or county imposing an occupancy tax. Tourist-related events mean events that are planned for, promoted to and attended by tourists. *Lodgers' Tax Act Definitions {3-38-13 NMSA 1978}*

Please provide details of your event, along with any attachments that may help answer the specific questions below. The Occupancy Tax Board will score the event on a 100-point scale based on return on investment, historical performance, other economic impact, general attendance and event uniqueness.

Return on Investment (25 points): Detail the return on investment to the community based on tourism. Consider any additional Lodgers' Tax generated as a direct result of your organization or event, along with any estimated attendance from out-of-town visitors and estimated room nights in local lodging facilities.

The RSO includes local professional musicians although approximately 90% of our orchestra travel from surrounding areas such as Lubbock, Amarillo, Santa Fe, Albuquerque, Las Cruces and El Paso. Each concert season brings a significant number of patrons who attend our events as well as musicians that come to support our local hotels, restaurants, and shops. For our 2025-2026 concert season, we incurred hotel costs of more than \$18000.00 for our musicians alone. We have a core audience of roughly 3000 people who attend our concerts throughout the year. We are actively working to improve those numbers by becoming more visible in Roswell and surrounding communities. As a local Non-Profit with an annual budget of 200-250K, we strive to invest in the Roswell community both monetarily and by providing musical and cultural enrichment. All RSO concert programs advertise and support local businesses. All advertisement and marketing campaigns are locally sourced in addition to electronic billboards in the city of Roswell, Artesia, Hobbs, Ruidoso and Carlsbad. We also placed ads in local newspapers, radio stations across the state and utilized social media to promote our events. These advertisements helped draw 1000 patrons from Roswell and surrounding communities who in turn help stimulate our economy

Source for detail provided: Agile Ticket Solutions

Historical Performance (10 points): Include award dollars used, prior attendance and room nights.

For the 2025-2026 RSO concert season there were 2060 patrons who attended our four concerts. RSO was awarded \$20000.00 in sponsorship funding from the City of Roswell. These funds were used in part to pay for advertisement including electronic billboards, television ads, social media and printed advertisements.

The RSO generated approximately 200 hotel rooms to accommodate the symphony musicians.

Award dollars previously used: \$20000.00

Prior year attendance: 2021

of overnight room nights booked: 140

Estimated cost of service request from City Departments (not scored):

There will be no request from the City of Roswell Departments

Other Economic Impact (25 points): Additional Gross Receipts Tax generated as a direct result of your organization or event (restaurants, purchases in local stores).

Most of our musicians eat as many as eight meals while they are in town from Thursday through Sunday. With approximately 120 musicians, this amounts to around 960 meals at local restaurants over three concert weekends in the fall.

Like with any event, our patrons also frequent local dining establishments before and after our concerts. In the Fall 2026, we anticipate approximately 1000 - 1500 total patrons at our two subscription concerts, the first in September, a patriotic themed presentation in celebration of the USA 250th birthday and second, our largest concert being in December for Christmas.

Attendance typee & transportation to Roswell: _____

Average daily spending on food/beverage: _____

Source for data provide listed above: _____

General Attendance of Event (10 points): Please consider both local and out-of-town attendees.

At the RSO 2024-2025 Season there were a total of 2021 patrons in attendance. 395 attendees at October 2024 concert, 838 attendees at December 2024 concert, 362 attendees at March 2026 concert, and 426 in attendance at the May 2025 concert.

_____ Local

_____ Outside

_____ % of attendance from outside of Roswell

Source for data provided: _____

Uniqueness of Event (30 points): What makes this event different from others?

The Roswell Symphony Orchestra has served Southeastern New Mexico with an enriching 66 seasons of orchestral music and has helped to support music education programs in the schools and communities across the state. The RSO is the only organization capable of presenting these services for Roswell and its surrounding areas.

OFFICIAL USE ONLY

OTB Date: _____ Finance Committee Date: _____ Council Date: _____

Last Day of Event: _____ Reimbursement Request Due Date (90 days from last day of event): _____



CITY OF ROSWELL OCCUPANCY TAX BOARD BOARD RECOMMENDATION FORM

Event Name: Roswell Symphony Orchestra Event Dates: Multiple 2026-2027
Organization: Roswell Symphony Orchestra Contact: rso.findir@gmail.com

Final Board Scores

Evaluation Category	Max Points	Final Score
Return on Investment	25	
Historical Performance	10	
Other Economical Impact	25	
General Attendance	10	
Uniqueness of Event	30	

Total Final Score
Total Points Awarded: 80 /100

Board Recommendation

- ☐ Recommend Full Funding
☐ Recommend Partial Funding

Oldrup / Kabir 3-0

Marketing Recommended Amount: \$ 10,000
Sponsorship Recommended Amount: \$ 10,000

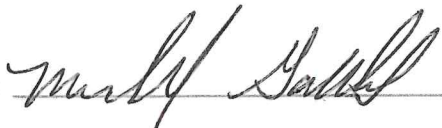
- ☐ Do Not Recommend Funding

Board Discussion Notes

Conditions or Recommendations (if applicable)

Scoring Guidance

- 90-100 Exceptional tourism impact; highlight recommended
80-89 Strong application; recommended
70-79 Good application; funding at board discretion
60-69 Limited tourism impact; consider partial funding
Below 60 Does not sufficiently meet Lodgers' Tax objectives

Chair Signature:  Occupancy Tax Board Date: 7-21-26

**ROSWELL NEW MEXICO
AGENDA ITEM ABSTRACT**

Regular City Council Meeting

19.

Meeting Date: 08/13/2026

COMMITTEE: Finance

CONTACT: Tammi Smith

CHAIR: Kurt Gass

ACTION REQUESTED:

Approval of the Lodgers' Tax Funding Request for Rio Pecos Kennel Club Marketing, Sanitation and Security. (Gass/Conyers)

BACKGROUND:

Initiated by: Tommi Jo Conyers

From their application:

This will be the 73rd annual AKC All-Breed dog show held in Roswell with over 300 entries from all over New Mexico and the USA. Generally, about 35 entries are from the Roswell Area. We have held the dog show at the RIAC Park near the airport for about 27 years. Most equipment, generators, tents, tables, and chairs are owned by the club members and participants. Around 30 RVs are brought to the show and park for 2–3 nights on the grounds but are self-contained since there are no amenities there. The club hires 24-hour security and custodial services, including 2–3 porta-potties which we included in the request for funding.

4 years of Historical Lodgers' Tax Funding Data:

Marketing, sanitation, and security.

FY2023- No request for funding

FY2024- No request for funding

FY2025- Awarded \$4,578- Expended \$2,021.32

FY2026- Awarded \$3,997- Expended \$3,944.52

FINANCIAL CONSIDERATION

The Occupancy Tax Board has recommended funding in the amount of \$3,942 for marketing, sanitation and security.

26224081-672805- \$3,942

LEGAL REVIEW:

The City Attorney's Office will review and approve the sponsorship agreements before signatures are collected.

BOARD AND COMMITTEE ACTION:

The Occupancy Tax Board voted 3-0 to recommend funding the Rio Pecos Kennel Club at its meeting on July 21, 2026. The Finance Committee recommended approval 4-0 at its meeting on Monday, August 10, 2026.

STAFF RECOMMENDATION:

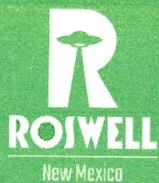
Proceed as presented,

Attachments

Lodgers' Tax Request- Rio Pecos Kennel Club

FY26 LT Tracking- Rio Pecos Kennel Club- Marketing, Sanitation, Security

FY27 OTB Recommendation Form- Rio Pecos Kennel Club



LODGERS' TAX

APPLICATION AND INSTRUCTIONS

Contact information for questions:

tourism@roswell-nm.gov



LODGERS' TAX GENERAL INFORMATION

The City of Roswell requires any organization or citizen seeking Lodgers' Tax (occupancy) funds from the city to make such a request through the city's application process and compliance with the City of Roswell's policies and procedures.

APPLICATION PROCESS

1. Lodgers' Tax Funding Request is submitted to tourism@roswell-nm.gov by deadline.
2. The city's Occupancy Tax Board reviews and provides recommendation to Finance Committee.
3. The Finance Committee reviews, approves or changes recommendation for City Council.
4. City Council awards, changes or denies funding request.

The role of the Occupancy Tax Board is to review applications for events that will bring out-of-town visitors to the City of Roswell and promote hotels stays. The board provides recommendation to the Finance Committee.

DEADLINES FOR EVENTS HELD JULY 1, 2026 TO DECEMBER 31, 2026

1. Applications are to be submitted by or before 5 p.m. on June 30, 2026

TYPES OF AWARDS AVAILABLE

Applicants may request awards for each of the following categories:

1. **Marketing.** The items listed below are generally acceptable expenses related to advertising:
 1. *Radio, television, newspaper, billboard or magazine advertisements*
 2. *Posters, brochures, flyers, postcards, or other marketing materials*
 3. *Postage for mailing of marketing materials*
 4. *Website, Facebook, or other internet paid advertising placement*
 5. *Free T-shirts for registration participants or attendees*
 6. *Police/Security, Fire and Sanitation services are recognized as eligible expenses within the Marketing category.*
2. **Sponsorship.** Sponsorships are available where the City and applicant wish to form a formal cooperative arrangement where the City holds an interest in the event and helps create the event. Sponsorships will be conditioned up MOUs or contracts subject to governing body approval.

The items listed below are generally acceptable expenses as part of a City sponsorship:

1. *Establishing, operating, purchasing, constructing, otherwise acquiring, reconstructing, extending, improving, equipping furnishing or acquiring real property*
2. *Administrative, operational, or event manager costs (includes marketing firm services)*
3. *Costumes*
4. *Payments, other than placed advertisements, for entertainment*
5. *Equipment rental*
6. *Food or beverages (including water) provided for entertainment, judges, contestants, workers, or as hospitality*
7. *Gifts or in-kind expenses*
8. *Lodging or travel*
9. *Monetary awards*
10. *Programs given out during the event*
11. *Rent of facility*
12. *Thank-you advertisements after the event*

FUNDING LIMITS

Unless exempt from the Procurement Code or as part of a Sponsorship, marketing awards will be capped at \$20,000.00



LODGERS' TAX FUNDING APPLICATION

Received Date: _____

Please check the box for which type of funding you seek.

- ☒ Marketing, and Police/Security, Fire and Sanitation services
☐ Sponsorship

Today's Date: 06/27/2026

Event Name: Rio Pecos Kennel Club Show Event Date: 10/2-4/2026
Organization: Rio Pecos Kennel Club (RPKC) Event Time: 8am-4pm daily
Event Address: RIAC Park, Earl Cummings Blvd. City/State/ZIP: Roswell NM 88203
Website: Facebook - Rio Pecos Kennel Club page Phone: 575-626-2640 Email: condor@dfn.com
Organizer: Elaine Mayfield Mobile: 575-626-2640
Second Organizer: Mary Wright Mobile: 575-208-8916200

EVENT DETAILS ☐ Check for first time event

Estimated # Attending: 200 people with 350 dogs each day Anticipated # of hotel rooms booked: 20

Last year's event (if this is not a first-time event, must attach proof)

of Attendees: 313 dogs entered with 250 people # of hotel rooms booked: 15 in block + others

Description of Event Logistics:

This will be the 73rd annual AKC All-Breed dog show held in Roswell with over 300 entries from all over New Mexico and the United States. Generally, about 35 entries are from the Roswell area. We have held the dog show at the RIAC Park near the airport for about 27 years. Most equipment, generators, tents, tables and chairs are owned by club members and participants. Around 30 RVs are brought to the show and park for 2-3 nights on the grounds but are self-contained since there are no amenities there. The club hires 24-hour security and custodial services including 2-3 porta-potties which we include in the request for Lodger's Tax Funding. We have applied for and received Lodger's Tax Funding for many years.

We also request reimbursement for the amount spent on marketing this event throughout the southwest region and beyond.



Permit #: _____

MARKETING LODGERS' TAX REQUEST

Any funding from Lodgers' Tax must follow the Lodgers' Tax Policy (PA0002). Please be sure you have read and understand the policy. **You must type out marketing budget plan in the fillable form below or attach as indicated below.** Please feel free to add additional pages, ad samples, artwork, etc. This is what is considered for approval. Any request not listed with this form is not considered for approval. Lodgers' Tax funds must be expended in accordance with the Lodgers' Tax Act for purposes of advertising, publicizing and promoting tourist-related attractions, facilities and events. Lodgers' Tax is funded by overnight stays in Roswell.

List of eligible expenses for marketing: Newspaper, Magazine, Radio, Television, Google Ads/ Paid Social Media, Digital Billboard, Vinyl Billboard, Posters, Flyers, Postcards, or other paid media.

MARKETING BUDGET PLAN

Eligible Marketing Expenses Please use and attach an additional sheet if more space is needed.

Advertising Type	Placement/Vendor (specific):	Frequency/Run Dates:	Your Estimated Cost
Example: Newspaper	Example: Dallas Morning News	Example: May 1-10, 2x 1/2 pg	Example: \$700
Mailings	Physical mailings by Jack Onofrio Dog Show Supt.	6 weeks prior to the show	\$ 35
Emailings	8500 email postacrd by Onofrio	6 weeks prior to the show	\$ 1995
			\$ 2030

Note: All marketing must include "paid in part by City of Roswell Lodgers' Tax" logo and/or text to be eligible.

Other Eligible Expenses	Details (Source of Services / Service Employees Required / # of T-Shirts)	Your Estimated Cost
Police/Security	Security during show - \$250 + \$0.75/entry x 3 days	\$ 929
Fire	Demarees Porta-potties for 3 days	\$ 380
Clean-up/Sanitation	Sanitation during show - \$150 + \$0.50/entry x 3 days	\$ 603
Subtotal - \$ 1912		

TOTAL estimated cost:	\$ 3942
------------------------------	----------------



Permit #: _____

SPONSORSHIP LODGERS' TAX REQUEST

1. Sponsorships are available where the City and applicant wish to form a formal cooperative arrangement where the City holds an interest in the event and helps create the event. Sponsorships will be conditioned up MOUs or contracts subject to governing body approval.

The items listed below are generally *acceptable expenses* as part of a City sponsorship:

1. Establishing, operating, purchasing, constructing, otherwise acquiring, reconstructing, extending, improving, equipping furnishing or acquiring real property
2. Administrative, operational, or event manager costs (includes marketing firm services)
3. Costumes
4. Payments, other than placed advertisements, for entertainment
5. Equipment rental
6. Food or beverages (including water) provided for entertainment, judges, contestants, workers, or as hospitality
7. Gifts or in-kind expenses
8. Lodging or travel
9. Monetary awards
10. Programs given out during the event
11. Rent of facility
12. Thank-you advertisements after the event

SPONSORSHIP BUDGET PLAN

Eligible Sponsorship Expenses Please use and attach an additional sheet if more space is needed.

Expense Type	Vendor (specific):	Your Estimated Expense
Example: Facility Rental	Example: Convention Center	Example: \$700
NA		
Note: All expenditures <i>MUST</i> be accounted for.		
TOTAL estimated expense:		

EVENT DETAILS/SCORING

The definition of a Tourist means a person who travels for the purpose of business, pleasure or culture to a municipality or county imposing an occupancy tax. Tourist-related events mean events that are planned for, promoted to and attended by tourists. *Lodgers' Tax Act Definitions {3-38-13 NMSA 1978}*

Please provide details of your event, along with any attachments that may help answer the specific questions below. The Occupancy Tax Board will score the event on a 100-point scale based on return on investment, historical performance, other economic impact, general attendance and event uniqueness.

Return on Investment (25 points): Detail the return on investment to the community based on tourism. Consider any additional Lodgers' Tax generated as a direct result of your organization or event, along with any estimated attendance from out-of-town visitors and estimated room nights in local lodging facilities.

The 200 dog show exhibitors will stay in Roswell for the entire show weekend contributing to the economy through shopping, lodging, dining, supplies and gas. Almost all dog show entrants compete all three days of the weekend and do not attend only one day.

We have been getting a block of 15 rooms at a local hotel and provide a list of hotels in the marketing materials for participants to make reservations. In our surveys, we have shown about 75 motel nights are attributed to the dog show generating Lodger's Tax funds and the 'bed tax'. The number of meals eaten in Roswell by the attendees was over 300 (200 people over 3 days). This includes a local food truck which served about 100 meals at the show site.

Source for detail provided: Annual survey taken at the dog show and checking with the providers.

Historical Performance (10 points): Include award dollars used, prior attendance and room nights.

We have had a range of entries from a low of 290 to 350 in the last few years. The pandemic caused a big drop in numbers, but it is slowly showing signs of recovery. We have always been sanctioned by the American Kennel Club and hold our shows to their high standards drawing committed professionals and individual enthusiasts. We have used the same security, custodial and sanitation services for many years with very positive working relationships.

We have maintained a very good relationship with the city and the airport administration in using the facility and making sure it is left in proper condition.

Award dollars previously used: We received \$ #944.52 for the 2025 show for very similar items requested.

Prior year attendance: 313 dogs and about 150 participants plus 50 local visitors.

of overnight room nights booked: Our survey of 37 participants laogged 48 motel nights plu or 15 block rooms

Estimated cost of service request from City Departments (not scored):

The only City Services that we request is the mowing of the park and the user fee for the facility. The park is generally mowed by the Parks Dept. or Airport employees as part of their regular duties. The airport administration has leased to us the park facility for \$100 for the event for the past four years. We have not required any special equipment or services from the city or airport.

Other Economic Impact (25 points): Additional Gross Receipts Tax generated as a direct result of your organization or event (restaurants, purchases in local stores).

The 150 or so dog show exhibitors will stay for the entire show weekend contributing to the economy of Roswell through shopping, lodging, dining, supplies and fuel. Also, every year the 6-7 judges are eager to visit the UFO Museum and buy souvenirs for the grandkids! we are happy to take them there each time.

Attendance typee & transportation to Roswell: All exhibiters travel to Roswell by auto or RV; the judges fly in and out.

Average daily spending on food/beverage: we estimate about \$50 per person each day for food and beverages

Source for data provide listed above: we do a survey during the show each year

General Attendance of Event (10 points): Please consider both local and out-of-town attendees.

We get the entry numbers and residence information from the Dog Show Superintendent each year. The numbers for 2025 are below. We identify that only about 25 participants are from Roswell and the surrounding communities.

Friday, October 3, 2025 - 292 entries

Saturday, October 4, 2025 - 313 entries

Sunday, October 5, 2025 - 305 entries

Of the 313 entries on Saturday the breakdown shows the follow states represented:

New Mexico 93 or 29.9% (about 1/4 are local)

Texas 77

Arizona 37

California 16

Kansas 10

18 Other states represented by single digits including Alaska, Massachusetts, North Carolina and Florida.

25 _____ Local

150 _____ Outside

83% _____ % of attendance from outside of Roswell

Source for data provided: Dog Show Supt. records _____

Uniqueness of Event (30 points): What makes this event different from others?

We are the only AKC Kennel Club in the area. In fact, our members are from Roswell, Artesia and Carlsbad. We have held All-Breed dog shows in Roswell since the 1950's and there is no other similar event. All shows are free to the public and we encourage visitor attendance through the media. We also invite local school students to sing or play the National Anthem.

OFFICIAL USE ONLY

OTB Date: _____ Finance Committee Date: _____ Council Date: _____

Last Day of Event: _____ Reimbursement Request Due Date (90 days from last day of event): _____



CITY OF ROSWELL OCCUPANCY TAX BOARD BOARD RECOMMENDATION FORM

Event Name: Rio Pecos Kennel Club Event Dates: October 2-4, 2026
Organization: Rio Pecos Kennel Club Contact: condor@dfn.com

Final Board Scores

Evaluation Category	Max Points	Final Score
Return on Investment	25	10
Historical Performance	10	10
Other Economical Impact	25	15
General Attendance	10	5
Uniqueness of Event	30	10

Total Final Score
Total Points Awarded: 50 /100

Board Recommendation

- ☒ Recommend Full Funding
☐ Recommend Partial Funding

Oldrup/Bhekta 3-0

Marketing Recommended Amount: \$ 3,942
Sponsorship Recommended Amount: \$ _____

☐ Do Not Recommend Funding

Board Discussion Notes

Conditions or Recommendations (if applicable)

Scoring Guidance

- 90-100 Exceptional tourism impact; highlight recommended
80-89 Strong application; recommended
70-79 Good application; funding at board discretion
60-69 Limited tourism impact; consider partial funding
Below 60 Does not sufficiently meet Lodgers' Tax objectives

Chair Signature: *Mindy Gattler* Occupancy Tax Board Date: 7-21-26
City Council Page 153 of 216 Roswell, NM

Regular City Council Meeting

20.

Meeting Date: 08/13/2026

COMMITTEE: N/A

CONTACT: Amalia Martinez

CHAIR: Mayor Pro Tem

Summary:

Approval of the minutes from the Regular City Council meeting on July 9, 2026. (Corn/Martinez)

Attachments

DRAFT - July 9, 2026, City Council Minutes

REGULAR MEETING
CITY OF ROSWELL COUNCIL - AGENDA
Chaves County Administrative Center
Commission Chambers - #1 St. Mary's Place
Roswell, New Mexico 88203
Thursday, July 9, 2026, at 6:00 p.m.

Notice of this meeting has been given to the public in compliance with Sections 10-15-1 through 10-15-4 NMSA 1978 and Resolution No. 26-12.

The meeting convened at 6:03 p.m. with Mayor Jennings presiding:

ROLL CALL:

Ed Heldenbrand	Present
Will Cavin	Absent
Cristina Arnold	Present
Juan Oropesa	Present
Angela Moore	Present
Darrell Johnson	Present
Robert Corn	Absent
Juliana Halvorson	Present
Kurt Gass	Present
Carlos Marrujo, Jr.	Present

Councilor Marrujo led in prayer, and Councilor Johnson led in the Pledge of Allegiance.

1. Approval of agenda — Approve the agenda for the July 9, 2026, Regular City Council Meeting.

MOTION: Councilor Heldenbrand moved to approve the agenda for the July 9, 2026, meeting. Councilor Arnold was the second.

ROLL CALL VOTE:

Ed Heldenbrand	Yes
Cristina Arnold	Yes
Juan Oropesa	Yes
Angela Moore	Yes
Darrell Johnson	Yes
Juliana Halvorson	Yes

1 Kurt Gass Yes
2 Carlos Marrujo, Jr. Yes
3

4 **MOTION PASSED: 8-0**
5

6 2. Approval of consent agenda — Approve the consent agenda for the July 9, 2026, Regular
7 City Council Meeting.
8

9 **MOTION:** Councilor Heldenbrand moved to approve the consent agenda for the July 9, 2026,
10 Regular City Council Meeting. Councilor Marrujo was the second.
11

12 **ROLL CALL VOTE:**

13 Ed Heldenbrand Yes
14 Cristina Arnold Yes
15 Juan Oropesa Yes
16 Angela Moore Yes
17 Darrell Johnson Yes
18 Juliana Halvorson Yes
19 Kurt Gass Yes
20 Carlos Marrujo, Jr. Yes
21

22 **MOTION PASSED: 8-0**
23

24 **CONSENT ITEMS (items 3-11 will be approved at the time of the approval of the consent**
25 **agenda)**
26

27 3. Approval of a purchase order in the amount of \$595,675 for the conservation of 291 collection
28 items in various media by The Conservation Center.
29

30 4. Approval of a budget adjustment of \$50,000.00 for the plan and design of the Roswell First
31 Response Center.
32

33 **Resolution(s)**
34

35 5. Resolution 26-35: Weeds - The Resolution shall mandate the cleanup of approximately
36 twenty-one (21) separate properties within the City.
37

38 6. Resolution 26-36: Condemnations - Adoption of Resolution 26-36: The Resolution shall
39 require the removal or demolition of three (3) dilapidated structures.
40

1 7. Resolution 26-38: Disposal of certain surplus Personal Property — adoption of Resolution
2 City Council 26-38 to dispose of certain surplus personal property listed on the attachment.

3
4 8. Resolution 26-40: Support of application to the New Mexico Department of Finance for a
5 possible Community Development Block Grant (CDBG) funding application.

6
7 **Minutes**

8
9 9. Approval of the minutes from the Comprehensive Master Plan Workshop on June 5, 2026

10
11 10. Approval of the minutes from the Regular City Council Meeting on June 11, 2026.

12
13 11. Approval of the minutes from the Special City Council Meeting on June 25, 2026.

14
15 **NON-ACTION ITEMS (Information Items)**

16
17 12. Recognizing Key Contributors to the July 4 Celebration (Councilor Halvorson) - Councilor
18 Halvorson provided an update on Roswell 250 activities and community celebrations held during
19 the first six months of 2026, highlighting the success of the Fourth of July festivities, the UFO
20 Festival, and the Great American Block Party. The presentation included updates on several
21 community projects, including patriotic flag installations, the American Eagle Community Mural
22 at the Roswell Visitor Center, the Flag Replacement Program, and the Patriotic Fire Hydrant
23 Project. Councilor Halvorson also recognized and expressed appreciation to the numerous
24 volunteers, sponsors, businesses, community organizations, and City employees whose
25 contributions, partnerships, and support were instrumental in the success of these events and
26 initiatives. Additional Roswell 250 activities are planned throughout the remainder of the year.

27
28 13. Flood Recovery Task Force Updates (Chris Cortez) - Chris Cortez, Chair of the Flood Recovery
29 Task Force, provided an update on the City's flood recovery efforts and presented GIS mapping
30 and floodplain data related to the October 19–20, 2024 flood event. The presentation reviewed
31 FEMA floodplain maps, documented damage locations, and preliminary analysis indicating that
32 significant flooding occurred both within and beyond existing floodplain boundaries. Mr. Cortez
33 reported that the City has identified approximately \$170 million in flood-related damages and
34 explained the role of the gross receipts tax increase and proposed bonding to provide local funding
35 necessary to complete repair projects and secure FEMA reimbursement. Mr. Cortez emphasized
36 the importance of conducting a comprehensive drainage study to identify flood mitigation
37 strategies, improve community resilience, and guide future infrastructure investments. He
38 encouraged public participation in Flood Recovery Task Force meetings and noted that
39 recommendations developed by the task force will be presented to the City Council for
40 consideration as recovery and mitigation planning continues.

14. Airport Updates (Omar Gonzalez) - An airport and air center update was provided, noting that specifications for the airport generator have been submitted and bid documents are being prepared, while FAA funding approval has been received for the electrical vault project. The Airport Master Plan has been approved, positioning the airport to pursue future projects, grants, and funding opportunities. Updates were also provided on ongoing and completed taxiway projects, including the completion of Taxiway Charlie and progress on the BLM Taxiway project. Continued progress was reported on the Southeast Water and Sewer Line Project and the construction of a new lift station funded through the City's LEDA grant, which will support future commercial and industrial development at the air center.

FOR THE RECORD: Councilor Arnold stepped away from 7:04 pm to 7:07 pm

FOR THE RECORD: Councilor Johnson stepped away from 7:08 pm to 7:11 pm

15. Airport Updates (Fred Telling) - A report was provided on preparations for the National Championship Air Races and Air Show, noting that approximately 90 aircraft have registered to participate, representing an increase of 31 aircraft over the previous year. Updates were given on aircraft participation across multiple racing classes, including Unlimited, Sport, Jet, T-6, Formula One, and Biplane categories. It was reported that the FAA has approved a larger racecourse for jet racing, allowing higher-speed operations, and that promotional and marketing efforts are underway through digital advertising campaigns featuring the event's new mascot, "LROD" (Last Racer on Deck). An update was also provided on ticket sales, which have exceeded \$500,000 to date, with additional sales anticipated following the release of the final racer roster. Fred Telling announced that the U.S. Air Force Thunderbirds will participate in the event, including a public reception scheduled to be held on the courthouse lawn, and expressed appreciation to the City, County, State, and community partners for their continued support in making the event possible.

16. Employee Out-of-State Travel (Informational Only)

PUBLIC PARTICIPATION ON AGENDA ITEMS AND NON-AGENDA ITEMS

Several constituents addressed the Council during public participation.

Julie Seiler spoke regarding an ongoing concern involving a neighboring dog that she stated had repeatedly run at large and allegedly bit her sister on June 12, 2026. Concerns were expressed regarding the enforcement and administration of the City's animal control ordinances, including the handling of the incident and subsequent reports involving the animal.

Gabriel Cobos addressed the Council regarding community concerns related to a proposed data center development in Chaves County, flood mitigation and river maintenance efforts, roadway

safety conditions along South Main Street, and the appearance and maintenance of the southern entrance corridor to the City. Council members and staff provided information regarding jurisdictional responsibilities, ongoing flood recovery efforts, roadway maintenance, and property maintenance concerns.

PUBLIC HEARING(S)

17. Public hearing: Hold a public hearing and vote on a Restaurant B-Beer, Wine and Spirits License with on premises consumption and with patio service for Application No. BLA-0000018225, Gelis Café, d/b/a/ Gelis Mexican Restaurant, located at 3601 N. Main Street, Roswell, NM 88201.

BACKGROUND: Under NMSA 1978 § 60-6B-4, the governing body is required to conduct a public hearing on the application and must, by roll call vote, approve or disapprove the requested application. The hearing is quasi-judicial in nature and must be conducted accordingly.

Gelis Café, d/b/a/ Gelis Mexican Restaurant, Application No. BLA0000018225, located at 3601 N. Main Street, Roswell, NM 88201, has applied for a Restaurant B—Beer, Wine, and Spirits License with on premises consumption and with patio service.

In considering whether to approve or disapprove the application, the governing body may only disapprove of the application if it finds substantial evidence to support one of the following: The proposed location is within an area where the laws of New Mexico prohibit the sale of alcoholic beverages; or The issuance or transfer would be in violation of zoning or other ordinance of the governing body; or The issuance or transfer of a license would be detrimental to the public health, safety, or morals of the residents of the local option district. The governing body is required to notify the Director of the Alcohol and Gaming Division of the New Mexico Regulation and Licensing Department within thirty (30) days of the public hearing whether it has approved or disapproved the application. The City Clerk does this.

MOTION: Councilor Heldenbrand moved to approve the Restaurant B-Beer, Wine and Spirits License with on premises consumption and with patio service for Application No. BLA-0000018225, Gelis Café, d/b/a/ Gelis Mexican Restaurant, located at 3601 N. Main Street, Roswell, NM 88201. Councilor Arnold was the second.

ROLL CALL VOTE:

Ed Heldenbrand	Yes
Cristina Arnold	Yes
Juan Oropesa	Yes
Angela Moore	No
Darrell Johnson	Yes

Juliana Halvorson	Yes
Kurt Gass	Yes
Carlos Marrujo, Jr.	Yes

MOTION PASSED: 7-1

18. Ordinance 26-05: Hold a public hearing to consider adopting proposed Ordinance 26-05: An Ordinance authorizing the issuance of Industrial Revenue Bonds (Gallagher Solar LLC Project) and Execution Bond Purchase Agreement, Indenture, Lease, and Sublease.

BACKGROUND: Gallagher Solar LLC seeks to develop a 2.70-megawatt (AC) community solar energy facility on two parcels of land (4-137-062-173-063-000000; 4-137-062-189-117-000000), also known as "Lots One and Two (1 & 2) of Gallagher Summary Replat," located at 1612 E 2nd St, Roswell, NM 88201 (The "Property"). The Project was granted a Conditional Use Permit under Zoning Case CUP-25-0046. The Applicant intends to develop all the property with a community solar energy facility. Community solar is a relatively new feature in New Mexico that allows residents to receive a direct benefit by subscribing to receive credits, which lowers their electricity bills. The 2.70-megawatt system is sufficient to provide credits to approximately 600 homes in Xcel. This facility will produce electric energy power generation facility under the "Community Solar Act," for use by the Company, which will constitute an industrial development project. The County has already been contacted and is not opposed to the issuance of this IRB. The Governing Body approved the IRB's inducement resolution in March 2026.

MOTION: Councilor Arnold moved to adopt Ordinance 26-05: An Ordinance authorizing the issuance of Industrial Revenue Bonds (Gallagher Solar LLC Project) and Execution Bond Purchase Agreement, Indenture, Lease, and Sublease. Councilor Halvorson was the second.

ROLL CALL VOTE:

Ed Heldenbrand	No
Cristina Arnold	Yes
Juan Oropesa	Yes
Angela Moore	No
Darrell Johnson	Yes
Juliana Halvorson	Yes
Kurt Gass	Yes
Carlos Marrujo, Jr.	Yes

ORDINANCE 26-05 WAS ENACTED: 6-2

19. Ordinance 26-06: Hold a public hearing to consider adopting proposed Ordinance 26-06: authorizing the execution and delivery of a loan agreement with New Mexico Finance Authority for improvement projects related to flood damage

BACKGROUND: Requesting approval to advertise for a public hearing on Ordinance 26-06, which authorizes the execution and delivery of a loan agreement with NMFA for improvement projects related to flood damage. As part of the 2025 legislative session, SB 383 authorized an increase in GRT to fund flood recovery bonds. On March 28, 2025, the Council passed Ordinance 25-02, increasing GRT. This agreement would allow the City to sell bonds in September.

FOR THE RECORD: Councilor Cavin joined the meeting at 7:54 pm

MOTION: Councilor Gass moved to adopt Ordinance 26-06: Authorizing the execution and delivery of a loan agreement with New Mexico Finance Authority for improvement projects related to flood damage. Councilor Moore was the second.

ROLL CALL VOTE:

Ed Heldenbrand	Yes
Will Cavin	Yes
Cristina Arnold	Yes
Juan Oropesa	Yes
Angela Moore	Yes
Darrell Johnson	Yes
Juliana Halvorson	Yes
Kurt Gass	Yes
Carlos Marrujo, Jr.	Yes

ORDINANCE 26-06 WAS ENACTED: 9-0

20. Ordinance 26-07: Hold a public hearing to consider adopting proposed Ordinance 26-07: An Ordinance to refund the Series 2017 Joint Water & Sewer Improvement Bonds.

BACKGROUND: This proposed ordinance would authorize the City of Roswell to refinance, pay, and discharge the outstanding Joint Water and Sewer Improvement Bond issued in 2017. It would also provide a mechanism to fund a loan agreement reserve account and provide for the payment of the principal and interest solely from the net revenues of the Joint Water and Sewer Utility System.

MOTION: Councilor Gass moved to adopt Ordinance 26-07: An Ordinance to refund the Series 2017 Joint Water & Sewer Improvement Bonds. Councilor Marrujo was the second.

ROLL CALL VOTE:

Ed Heldenbrand	Yes
Will Cavin	Yes
Cristina Arnold	Yes
Juan Oropesa	Yes
Angela Moore	Yes
Darrell Johnson	Yes
Juliana Halvorson	Yes
Kurt Gass	Yes
Carlos Marrujo, Jr.	Yes

ORDINANCE 26-07 WAS ENACTED: 9-0

NEW BUSINESS / REGULAR ITEMS

21. Recommend to the City Council the ratification and adoption of the Procurement Policy.

BACKGROUND: The Special Audit recommended that the City promulgate and adopt more robust policies and procedures. This Procurement Policy was drafted as part of that effort.

MOTION: Councilor Cavin moved to ratify and adopt the Procurement Policy. The motion was seconded by Councilor Arnold.

MOTION: Following discussion, Councilor Heldenbrand called for the question and subsequently moved to amend the Procurement Policy by replacing the listed monetary values with the phrase “as stated in the ordinance.” The motion was seconded by Councilor Halvorson.

ROLL CALL VOTE:

Ed Heldenbrand	Yes
Will Cavin	Yes
Cristina Arnold	Yes
Juan Oropesa	Yes
Angela Moore	Yes
Darrell Johnson	Yes
Juliana Halvorson	Yes
Kurt Gass	Yes
Carlos Marrujo, Jr.	Yes

CALLED FOR THE QUESTION: 9-0

After further discussion, Councilor Heldenbrand withdrew the motion to amend, with the consent of the seconder, Councilor Halvorson.

The Council then returned to consideration of the original motion to ratify and adopt the Procurement Policy.

ROLL CALL VOTE:

Ed Heldenbrand	Yes
Will Cavin	Yes
Cristina Arnold	Yes
Juan Oropesa	No
Angela Moore	Yes
Darrell Johnson	Yes
Juliana Halvorson	Yes
Kurt Gass	Yes
Carlos Marrujo, Jr.	No

MOTION PASSED: 7-2

22. Approval to allocate \$1,850,000 to the Fiscal Year 2027 final budget for site grading, surface leveling, and drainage improvements to redirect stormwater flow within the Air Center.

BACKGROUND: Surface leveling and grading improvements are necessary to address uneven terrain and redirect stormwater runoff during periods of heavy rainfall. These improvements will help mitigate operational risks associated with standing water, enhance drainage efficiency, and improve the overall safety and functionality of aircraft operations throughout the Air Center.

FOR THE RECORD: Councilor Arnold stepped away from 8:46 pm to 8:49 pm

MOTION: Councilor Gass moved to approve allocation of \$1,850,000 to the Fiscal Year 2027 final budget for site grading, surface leveling, and drainage improvements to redirect stormwater flow within the Air Center. Councilor Cavin was the second.

VOTE: A voice vote was unanimous

MOTION PASSED: 9-0

Resolution(s)

23. Resolution 26-37: Adopt the 2026 Comprehensive Master Plan as the official planning guide

to replace the 2016 Comprehensive Master Plan for the City of Roswell, New Mexico.

BACKGROUND: The 2026 Roswell Comprehensive Master Plan replaces the 2016 Comprehensive Master Plan as the policy document to guide the city's growth and land use development. Able City, LLC facilitated a year-long process that included Steering Committee Meetings and public input, including a week-long charrette with an open studio for public comment, a series of focus groups, presentations that showcased concepts and ideas from the public, and an online survey and comment periods. A final public input meeting was held on March 19, 2026. Quantum Consultants contributed engineering components to the plan and planning process, as well as flood control conceptual drawings. The Comprehensive Master Plan, also referred to as Propel Roswell, contains goals pertaining to Land Use & Growth Management, Housing & Neighborhoods, Urban Design, Economic Development, Public Infrastructure & Transportation, Parks & Recreation, and Environmental Resources & Sustainability. An Implementation Chapter is included. The 2026 Comprehensive Master Plan may be viewed on the Propel Roswell website <https://www.propelroswell.com/>

MOTION: Councilor Gass made a motion to adopt the 2026 Comprehensive Master Plan as the official planning guide to replace the 2016 Comprehensive Master Plan for the City of Roswell, New Mexico. Councilor Arnold was the second.

ROLL CALL VOTE:

Ed Heldenbrand	Yes
Will Cavin	Yes
Cristina Arnold	Yes
Juan Oropesa	Yes
Angela Moore	No
Darrell Johnson	Yes
Juliana Halvorson	Yes
Kurt Gass	No
Carlos Marrujo, Jr.	Yes

RESOLUTION 26-37 WAS ADOPTED: 7-2

Ordinance(s)

24. Ordinance 26-08: Authorize to advertise for a public hearing to consider adopting proposed Ord. 26-08 amending fines and penalties through the City of Roswell Code of Ordinances.

BACKGROUND: From time to time, various issues arise that need to be changed within some City Ordinances. This Ordinance seeks to increase penalties for certain criminal or traffic

1 infractions, align City Code with State Law provisions, and correct various errors and omissions
2 that have inadvertently been included in previous versions of the Ordinances. In part, the need for
3 some of these changes to the penalty assessments is in response to HB 139, which eliminated court
4 fees. The increase in these penalty assessments seeks to correct that unfunded mandate.

5
6 **MOTION:** Councilor Halvorson moved to authorize the advertisement of a public hearing to
7 consider adoption of proposed Ordinance 26-08, amending fines and penalties in the City of
8 Roswell Code of Ordinances. The motion was seconded by Councilor Cavin.

9
10 Following discussion, Councilor Oropesa called a Point of Order. Councilor Cavin then moved to
11 table the item and refer it back to the Legal Committee for further review. The motion was
12 seconded by Councilor Heldenbrand.

13
14 **VOTE:** A voice vote was unanimous

15
16 **MOTION PASSED: 9-0**

17
18 25. Ordinance 26-09: Zoning Case 26-0084 ANNEX - Consider adopting proposed Ordinance 26-
19 09 to annex 9.56 acres into the municipal boundary to be consolidated with 402 E Brasher Road,
20 zoned I-1 Light Industrial for XCEL ENERGY to build a service center and lay down yard. Legal
21 Summary Subd: SPS SUMMARY REVIEW PLAT Tract: 1B S: 21 T: 11S R: 24E DOC#
22 202508257 WD (Property Owner: Southwestern Public Service Co).

23
24 **BACKGROUND:** Southwestern Public Service Company is requesting annexation of 9.56 acres
25 to combine with 10 acres at 402 E Brasher Road, which is already in the Municipal Boundary, to
26 build a proposed XCEL ENERGY Service Center for Trucks and Equipment. After annexation,
27 the applicant will apply for a change in zoning to I-1 Light Industrial that is compatible with I-1
28 zoning in the municipal boundary to the north and west. Chaves County has provided a letter of
29 "no objection" to the annexation.

30
31 **MOTION:** Councilor Heldenbrand moved to adopt Ordinance 26-09 to annex 9.56 acres into the
32 municipal boundary to be consolidated with 402 E Brasher Road, zoned I-1 Light Industrial for
33 XCEL ENERGY to build a service center and lay down yard. Legal Summary Subd: SPS
34 SUMMARY REVIEW PLAT Tract: 1B S: 21 T: 11S R: 24E DOC# 202508257 WD (Property
35 Owner: Southwestern Public Service Co). Councilor Marrujo was the second.

36
37 **ROLL CALL VOTE:**

38	Ed Heldenbrand	Yes
39	Will Cavin	Yes
40	Cristina Arnold	Yes

1	Juan Oropesa	Yes
2	Angela Moore	Yes
3	Darrell Johnson	Yes
4	Juliana Halvorson	Yes
5	Kurt Gass	Yes
6	Carlos Marrujo, Jr.	Yes

ORDINANCE 26-09 WAS ENACTED: 9-0

Closed Session

26. Hold a closed session - pursuant to NMSA 1978, § 10-15-1H (2), to discuss limited personnel matters pertaining to City Manager, NMSA 1978, § 10-15-1(H)(5), to discuss attorney-client privileged communication relating to Union Negotiations, in which the City of Roswell is or may become a participant, NMSA 1978, § 10-15-1H (7), to discuss attorney-client privilege pertaining to threatened or pending litigation in which the public body is or may become a participant relating.

BACKGROUND: Hold a closed session - pursuant to NMSA 1978, § 10-15-1H (2), to discuss limited personnel matters pertaining to City Manager and NMSA 1978, § 10-15-1(H)(5), to discuss attorney-client privileged communication relating to Union Negotiations, in which the City of Roswell is or may become a participant.

MOTION: Councilor Heldenbrand made a motion to go into closed session at 9:37 pm pursuant to NMSA 1978, § 10-15-1H (2), to discuss limited personnel matters pertaining to the City Manager and NMSA 1978, § 10-15-1(H)(5), to discuss attorney-client privileged communication relating to Union Negotiations, in which the City of Roswell is or may become a participant. Councilor Gass was the second.

ROLL CALL VOTE:

Ed Heldenbrand	Yes
Will Cavin	Yes
Cristina Arnold	Yes
Juan Oropesa	Yes
Angela Moore	Yes
Darrell Johnson	Yes
Juliana Halvorson	Yes
Kurt Gass	Yes
Carlos Marrujo, Jr.	Yes

MOTION PASSED: 9-0

1 **FOR THE RECORD:** Councilor Cavin left the meeting at 10:00 pm

2
3 **MOTION:** Councilor Heldenbrand moved to return from Closed Session at 10:29 p.m. The
4 motion was seconded by Councilor Arnold. Upon returning to Open Session, it was announced
5 that no decisions were made and no votes were taken during the Closed Session.
6

7 **VOTE:** A voice vote was unanimous
8

9 **MOTION PASSED: 8-0**

10
11 **COUNCILOR COMMENTS (Information Only)**
12

13 **CITY MANAGER REPORTS/ANNOUNCEMENTS (Information Only)**
14

15 **Adjournment**
16

17 The meeting was adjourned at 10:32 p.m.
18

19 Approved on this 13th day of August 2026.
20

21
22 (City Seal)
23

24
25 _____
26 Timothy Z. Jennings, Mayor
27

28
29 _____
30 Amalia Martinez, City Clerk
31
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Prepared by: Angela Garcia, Deputy City Clerk

Regular City Council Meeting

21.

Meeting Date: 08/13/2026

COMMITTEE: N/A

CONTACT: Amalia Martinez

CHAIR: Mayor Pro Tem

Summary:

Approval of the minutes from the Special City Council meeting on July 23, 2026. (Corn/Martinez)

Attachments

DRAFT - July 23, 2026, Special City Council Meeting Minutes

Special Meeting, Roswell City Council
Held at City Hall, Mike Mathews Conference Room
425 N. Richardson Ave., Roswell, NM 88201
Thursday, July 23, 2026, at 3:30 P.M.

Notice of this meeting has been given to the public in compliance with Sections 10-15-1 through 10-15-4 NMSA 1978 and Resolution No. 26-12.

The meeting convened at 3:58 P.M. with Mayor Jennings presiding.

ROLL CALL:

Robert Corn	Present
Darrell Johnson	Present
Juliana Halvorson	Present
Angela Moore	Absent
Cristina Arnold	Present
Will Cavin	Absent
Juan Oropesa	Present
Carlos Marrujo, Jr.	Absent
Kurt Gass	Present
Ed Heldenbrand	Present

APPROVAL OF THE AGENDA

1. Approval of agenda - approve the agenda for the July 20, 2026, Special City Council Meeting.

MOTION: Mayor Pro Tem Corn moved to approve the Special City Council Agenda for July 23, 2026. The motion was seconded by Councilor Johnson

ROLL CALL VOTE:

Robert Corn	Yes
Darrell Johnson	Yes
Juliana Halvorson	Yes
Cristina Arnold	Yes
Juan Oropesa	Yes
Kurt Gass	Yes
Ed Heldenbrand	Yes

MOTION PASSED: 7-0

PUBLIC PARTICIPATION ON AGENDA ITEMS: No members of the public addressed the City Council regarding agenda items.

FOR THE RECORD: At 4:15 P.M., Councilor Moore joined the meeting remotely via GoTo.

REGULAR ITEMS

2. Resolution 26-42 - Approval of Resolution 26-42: Authorizing the Fiscal Year 2025-2026 Year-End Budget Adjustment and submission of the adjustment to the New Mexico Department of Finance and Administration, Local Government Division.

BACKGROUND: As part of the fiscal year-end closing process, Finance reviewed the City's Fiscal Year 2025-2026 budget and financial activity to identify adjustments necessary to align the approved budget with revised revenue estimates, actual and projected expenditures, transfers, grant activity, capital projects, and other financial commitments recorded through June 30, 2026.

The proposed year-end budget adjustment addresses changes that occurred after adoption of the Final Budget and subsequent budget adjustments approved during the fiscal year. These changes may include recognizing additional or reduced revenues, adjusting expenditure authority, correcting account classifications, reconciling transfers between funds, and providing sufficient budget authority for qualifying expenditures incurred before the end of the fiscal year.

The adjustment does not authorize departments to spend additional funds after the close of the Fiscal Year 2025-2026. Its purpose is to ensure the City's final budget accurately reflects authorized financial activity and complies with applicable state budget and financial reporting requirements.

MOTION: Councilor Gass moved for approval of Resolution 26-42, authorizing the Fiscal Year 2025–2026 year-end budget adjustment and its submission to the New Mexico Department of Finance and Administration, Local Government Division. Councilor Oropesa seconded the motion.

ROLL CALL VOTE:

Robert Corn	Yes
Darrell Johnson	Yes
Juliana Halvorson	Yes
Angela Moore	Yes
Cristina Arnold	Yes
Juan Oropesa	Yes
Kurt Gass	Yes

Ed Heldenbrand Yes

MOTION PASSED: 8-0

3. Resolution 26-43 - Approval of Resolution 26-43: Approving the Final Quarter Financial Report for the Fiscal Year Ending June 30, 2026, and authorizing its submission to the New Mexico Department of Finance and Administration Local Government Division.

BACKGROUND: Section 6-6-2 NMSA 1978 authorizes the New Mexico Department of Finance and Administration, Local Government Division, to require periodic financial reports from local public bodies. DFA requires counties and municipalities to submit quarterly reports through the Local Government Budget Management System.

The Final Quarter Financial Report presents the City's unaudited financial activity for Fiscal Year 2025-2026 through June 30, 2026. The report includes year-to-date revenues, expenditures, transfers, investments, and cash balances by fund. Finance prepared the report using the City's accounting records and reconciled the reported activity to the applicable financial records.

The Final Quarter Financial Report and governing-body-approved resolution are required to be submitted to DFA by July 31, 2026.

MOTION: Councilor Gass moved for approval of Resolution 26-43, approving the Final Quarter Financial Report for the fiscal year ending June 30, 2026, and authorizing submission of the report to the New Mexico Department of Finance and Administration, Local Government Division. Councilor Halvorson seconded the motion.

ROLL CALL VOTE:

Robert Corn	Yes
Darrell Johnson	Yes
Juliana Halvorson	Yes
Angela Moore	Yes
Cristina Arnold	Yes
Juan Oropesa	Yes
Kurt Gass	Yes
Ed Heldenbrand	Yes

MOTION PASSED: 8-0

4. Resolution 26-44 - Approval of Resolution 26-44: Adopting and approving the City of Roswell Final Budget for Fiscal Year 2026-2027 and authorizing its submission to the New Mexico Department of Finance and Administration, Local Government Division.

BACKGROUND: New Mexico Law requires local governments to prepare and submit an annual budget to the New Mexico Department of Finance and Administration, Local Government Division, Budget and Finance Bureau. The City's Fiscal Year 2026-2027 Final Budget covers the period beginning July, 1, 2026, and ending June 30, 2027.

The Interim Budget was developed using projected revenues, estimated available cash balances, departmental operating requirements, personnel costs, contractual obligations, capital projects, grant-funded activities, required reserves, and other anticipated financial commitments. Departmental budget requests were reviewed by Finance and the Finance Committee to evaluate funding availability, account classification, compliance with applicable restrictions, and consistency with the City's overall financial capacity.

Following DFA's approval of the Preliminary Budget, Finance prepared the Final Budget using updated financial information. The Final Budget incorporates necessary revisions to revenue and expenditure estimates, beginning cash balances, transfers, personnel costs, grants, capital projects, outstanding commitments, and other items identified after submission of the Preliminary Budget.

DFA requires counties and municipalities to submit final budget revisions through the Local Government Budget Management System, together with the governing-body-approved budget resolution and required supporting schedules, by July 31, 2026. Following DFA approval, the Final Budget maintained in LGBMS becomes the City's official budget of record for Fiscal Year 2026-2027.

FOR THE RECORD: Councilor Cavin arrived at 4:24 P.M.

DISCUSSION: Finance Director Toni Gomez reviewed the changes reflected in the FY27 Final Budget Summary with the City Council. Ms. Gomez reported the following adjustments:

Page 6, Line #92: Transfer for the Road Fund reduced by \$383,871.26.

Page 5, Line #40: Increased by \$344,435.66.

Page 5, Line #42: Increased by \$107,646.00.

Page 31, Line #907: Increased by \$3,724.00.

Page 32, Line #918: Increased by \$30,630.92.

Page 32, Line #920: Increased by \$24,494.82.

Page 32, Line # 921: Increased by \$328,304.75.

1 Page 32, Line #925: Increased by \$185,141.23.
2 Page 32, Line #932: Increased by \$41,254.94.
3 Page 38, LEPP Grant: Removed \$219,500.00 from Revenue Line #1132 and Expenditure Line
4 #1143.
5 Page 40, Line #1183: Reduced by \$9,945.58.
6 Page 40, Line #1192: Reduced by \$60,930.05.
7 Page 41, Line #1206: Reduced by \$26,059.50.
8 Page 41, Line #1220: Increased by \$39,448.00.
9 Page 42, Line #1252: Reduced by \$321,911.84.
10 Page 67, Line #2055: Reduced by \$383,871.26.
11 Page 72, Line #2210: Reduced by \$24,839.36.
12 Page 72, Line #2217: Reduced by \$112.98.
13 Page 72, Line #2224: Reduced by \$31,411.31.
14 Page 72, Line #2235: Increased by \$352.00.
15 Page 73, Line # 2244: Increased by 1,500,000.00
16 Page 74, Line #2294: Increased by \$266,889.06.
17 Page 74, Line #2297: Increased by \$994,428.32.
18 Page 74, Line #2313: Increased by \$3.5 million.
19 Page 80, Line #2462: Increased by \$4,210,424.30.
20 Page 81, Line #2493: Increased by \$285,368.03 from the Landfill Fund.
21 Page 82, Line #2561: Increased by \$285,368.03.
22 Page 97, Line #3009: Increased by \$840,000.00 to Wastewater.
23 Page 99, Line #3090: Increased by \$38,962.94
24 Page 99, Line #3091: Increased by \$78.00
25 Page 102, Line #3168: Increased by \$150,000.00.
26 Page 102, Line #3179: Increased by \$746,558.56.

27
28 **DISCUSSION:** Ms. Gomez presented the FY27 Final Budget Summary to the City Council. She
29 reported projected revenues of \$173,131,039.82. Budgeted expenditures included
30 \$67,044,590.41 for personnel, \$60,458,730.13 for operating expenses, and \$35,447,199.15 for
31 capital outlay projects. An additional \$1.5 million was added to the budget for expenditures,
32 bringing total projected expenditures to \$169,468,098.63 and resulting in a projected ending cash
33 balance of \$117,375,640.25.

34
35 **MOTION:** Councilor Gass offered a friendly amendment to incorporate all proposed changes
36 and moved to approve Resolution 26-44, adopting and approving the City of Roswell Final
37 Budget for Fiscal Year 2026–2027 and authorizing its submission to the New Mexico
38 Department of Finance and Administration, Local Government Division. Councilor Arnold
39 seconded the motion as amended.

FOR THE RECORD: Councilor Arnold stepped away from 4:56 P.M. – 4:58 P.M.

ROLL CALL VOTE:

Robert Corn	Yes
Darrell Johnson	Yes
Juliana Halvorson	Yes
Angela Moore	Yes
Cristina Arnold	Yes
Will Cavin	Yes
Juan Oropesa	Yes
Kurt Gass	Yes
Ed Heldenbrand	Yes

MOTION PASSED: 9-0

5. Resolution 26-41 - Approval of Resolution 26-41: A Resolution to put a one-fourth of one percent local economic development act local option Gross Receipts Tax on the November 3, 2026 ballot.

BACKGROUND: New Mexico communities have the legal authority to provide public support for economic development through the Local Economic Development Act (LEDA), but most lack the capacity to do so consistently. LEDA provides a local option gross receipts tax (LEDA LOGRT), the revenue of which, upon voter approval, municipalities and counties dedicate to public support for qualifying entities furthering or implementing economic development plans and projects. Municipalities may adopt a LEDA LOGRT increment of up to one-fourth percent (1/4%, or 0.25%).

"Public support" includes the provision of: • Land, buildings or other infrastructure • New broadband infrastructure that does not serve a public facility • Public-works improvements essential to the location or expansion of a qualifying entity (THINK SITE READINESS) • Direct loans or grants for land, buildings or infrastructure • Technical assistance to cultural facilities • Loan guarantees securing the cost of land, buildings or infrastructure • Grants for public-works infrastructure improvements essential to the location or expansion of a qualifying entity (THINK SITE READINESS) • Grants or subsidies to cultural facilities • Land for a publicly held industrial park (THINK SITE READINESS) • Land for a publicly owned cultural facility • Construction of a building for use by a qualifying entity

"Qualifying entities" are: • Those that manufacture, process or assemble manufactured products or agricultural products • Commercial enterprises for storing, warehousing, distributing or selling products of agriculture, mining or industry • Restaurants and lodgers • Indian nations, tribes or

1 pueblos or federally chartered tribal corporations • Telecommunications sales enterprises •
2 Facilities for farmers' markets • Metropolitan redevelopment project developers • Cultural
3 facilities • Retail businesses o in municipalities with populations of 15,000 or less; or o in
4 municipalities with populations of more than 15,000 if the project does not receive state backing;
5 or o in a county's unincorporated area.

6
7 **DISCUSSION:** Mike Espiritu and Kevin Wilson discussed the opportunities that Resolution 26-
8 41 could create for the community through the Local Economic Development Act (LEDA) Local
9 Option Gross Receipts Tax. They explained that, if approved by voters, the tax would provide a
10 dedicated funding source to support economic development initiatives, including site readiness
11 projects, infrastructure improvements, business expansion, cultural facilities, and other
12 qualifying economic development activities intended to promote growth and investment within
13 the community.

14
15 **MOTION:** Councilor Cavin moved to defer approval of Resolution 26-41, a resolution placing a
16 one-fourth of one percent (0.25%) Local Economic Development Act (LEDA) Local Option
17 Gross Receipts Tax on the November 3, 2026 ballot, until the August 13, 2026 City Council
18 meeting, with the inclusion of a sunset clause. Councilor Halvorson seconded the motion.

19
20 **VOTE:** A voice vote was taken

21
22 **MOTION PASSED: 9-0**

23
24 6. Ordinance 26-10 - Authorize to advertise for a public hearing to consider adopting proposed
25 Ordinance 26-10: authorizing the adoption of a local economic development act local option
26 Gross Tax Receipts.

27
28 **BACKGROUND:** New Mexico communities have the legal authority to provide public support
29 for economic development through the Local Economic Development Act (LEDA), but most
30 lack the capacity to do so consistently. LEDA provides a local option gross receipts tax (LEDA
31 LOGRT), the revenue of which, upon voter approval, municipalities and counties dedicate to
32 public support for qualifying entities furthering or implementing economic development plans
33 and projects. Municipalities may adopt a LEDA LOGRT increment of up to one-fourth percent
34 (1/4%, or 0.25%).

35
36 "Public support" includes the provision of: Land, buildings or other infrastructure • New
37 broadband infrastructure that does not serve a public facility • Public-works improvements
38 essential to the location or expansion of a qualifying entity (THINK SITE READINESS) Ç
39 Direct loans or grants for land, buildings or infrastructure • Technical assistance to cultural
40 facilities • Loan guarantees securing the cost of land, buildings or infrastructure • Grants for

public-works infrastructure improvements essential to the location or expansion of a qualifying entity (THINK SITE READINESS) • Grants or subsidies to cultural facilities • Land for a publicly held industrial park (THINK SITE READINESS) • Land for a publicly owned cultural facility • Construction of a building for use by a qualifying entity

"Qualifying entities" are: • Those that manufacture, process or assemble manufactured products or agricultural products • Commercial enterprises for storing, warehousing, distributing or selling products of agriculture, mining or industry • Restaurants and lodgers • Indian nations, tribes or pueblos or federally chartered tribal corporations • Telecommunications sales enterprises • Facilities for farmers' markets • Metropolitan redevelopment project developers • Cultural facilities • Retail businesses o in municipalities with populations of 15,000 or less; or o in municipalities with populations of more than 15,000 if the project does not receive state backing; or o in a county's unincorporated

MOTION: Councilor Halvorson moved to approve Ordinance 26-10 and authorize advertisement of a public hearing to consider adoption of the proposed ordinance authorizing the Local Economic Development Act (LEDA) Local Option Gross Receipts Tax. Councilor Heldenbrand seconded the motion.

VOTE: A voice vote was taken

MOTION PASSED: 9-0

CLOSED SESSION

7. Hold a Closed session pursuant to NMSA 1978, § 10-15-1H (2), to discuss limited personnel matters pertaining to the Roswell Police Department and the Finance Department.

MOTION: Mayor Pro Tem Corn moved to enter closed session at 5:47 P.M. pursuant to NMSA 1978, § 10-15-1H (2), to discuss limited personnel matters pertaining to the Roswell Police Department and the Finance Department. Councilor Gass seconded the motion.

ROLL CALL VOTE:

Robert Corn	Yes
Darrell Johnson	Yes
Juliana Halvorson	Yes
Angela Moore	Yes
Cristina Arnold	Yes
Will Cavin	Yes
Juan Oropesa	Yes

Kurt Gass Yes
Ed Heldenbrand Yes

MOTION PASSED: 9-0

FOR THE RECORD: Councilor Arnold left the meeting at 5:48 P.M.

FOR THE RECORD: Councilor Moore left the meeting at 6:45 P.M.

MOTION: Mayor Pro Tem Corn moved to reconvene the open meeting at 6:45 P.M. and certify for the record that no decisions were made and no votes were taken during the closed session. Councilor Gass seconded the motion.

VOTE: A voice vote was taken. Councilors Moore, Arnold, and Marrujo were absent and did not participate in the vote.

MOTION PASSED: 7-0

FOR THE RECORD: Councilor Heldenbrand left the meeting at 6:53 P.M.

ADJOURNMENT

Meeting adjourned at 6:54 P.M.

Approved on this 13th day of August 2026.

(City Seal)

Timothy Z. Jennings, Mayor

ATTEST

Amalia Martinez, City Clerk

Prepared by: Angela Garcia, Deputy City Clerk

**ROSWELL NEW MEXICO
AGENDA ITEM ABSTRACT**

Regular City Council Meeting

26.

Meeting Date: 08/13/2026

COMMITTEE: N/A

CONTACT: Amalia Martinez

CHAIR: N/A

ACTION REQUESTED:

Public Hearing: Hold a public hearing to approve the transfer of ownership to CATTLE BARON RESTAURANTS, INC. for the following Inter-Local Dispenser Liquor Licenses within the City of Roswell: License No. DIS-001082 with on-premises consumption and patio service for PASTA CAFÉ, located at 1208 North Main Street; License No. DIS-001209 with on-premises consumption and no patio service for CATTLE BARON STEAK AND SEAFOOD RESTAURANT, located at 1113 North Main Street; and License No. DIS-001124 with on-premises consumption and patio service for FARLEY'S FOOD, FUN & PUB, located at 1315 North Main Street, as recommended by the New Mexico Alcoholic Beverage Control Division. (Corn/Naim-Mahan)

BACKGROUND:

Initiated by: Cattle Baron Restaurants, Inc.

Under NMSA 1978 § 60-6B-4, the governing body is required to conduct a public hearing on the application and must, by roll call vote, approve or disapprove the requested application. The hearing is quasi-judicial in nature and must be conducted accordingly. In considering whether to approve or disapprove the application, the governing body may only disapprove of the application if it finds substantial evidence to support one of the following:

- The proposed location is within an area where the laws of New Mexico prohibit the sale of alcoholic beverages; or
- The issuance or transfer would be in violation of zoning or other ordinance of the governing body; or
- The issuance or transfer of a license would be detrimental to the public health, safety, or morals of the residents of the local option district. The governing body is required to notify the Director of the Alcohol and Gaming Division of the New Mexico Regulation and Licensing Department within thirty (30) days of the public hearing whether it has approved or disapproved the application. The City Clerk does this.

FINANCIAL CONSIDERATION

The governing body shall give notice of the Public Hearing required by the Liquor Control Act by publishing a notice of the date, time, and place of the hearing twice during the 30 days prior to the hearing in a newspaper of general circulation within the territorial limits of the governing body. The cost associated with this publication is \$147.29, and comes from the General Fund.

LEGAL REVIEW:

The City Attorney has provided the notes for the Council's consideration of the application under the staff recommendation below.

BOARD AND COMMITTEE ACTION:

Due to the time constraints of the Liquor Control Act the applications due not go to a board or committee.

STAFF RECOMMENDATION:

City staff does not make a specific recommendation, but notes the following for the City Council's

consideration:

- Because the Alcohol and Gaming Division has granted preliminary approval of the application, the applicant has established a prima facie entitlement to the license. The burden of disapproval then shifts to the City.
- New Mexico case law has held that the Director of the Alcohol and Gaming Division of the New Mexico Regulation and Licensing Department may still issue a license to Cattle Baron Restaurants LLC, d/b/a Pasta Café, Cattle Baron Steak and Seafood Restaurant, and Farley's Food, Fun & Pub, despite municipal disapproval if there is insufficient evidence to support the disapproval, or if the disapproval is not based on the evidence specific to the applicant or the location. A general disapproval of alcoholic beverage sales is not a valid basis for denial of the license and is consequently not relevant to the decision to be made by the governing body.
- There does not appear to be evidence that the location is in the area where the sale of alcoholic beverages is prohibited by state law.
- There does not appear to be evidence that the sale of alcohol at the location would be in violation of any City zoning law or other ordinance.

Attachments

Pasta Cafe
Farley's Food, Fun and Pub
Cattle Baron Steak and Seafood

June 22, 2026

Certified Mail No.: 7021 2720 0001 2204 6347

City of Roswell

Amalia Martinez, City Clerk
425 N Richardson Ave.
Roswell, NM 88201
Email: corclerk@Roswell-NM.Gov

RECEIVED

JUN 29 2026

CITY CLERK
ROSWELL, NM

Lic. No. /Appl. No.: DIS-001082/BLA-0000019020
Name of Applicant: CATTLE BARON RESTAURANTS, INC.
Doing Business As: PASTA CAFÉ
Proposed Location: 1208 North Main St., Roswell, New Mexico 88201

Lic. No. /Appl. No.: DIS-001209/BLA-0000019024
Name of Applicant: CATTLE BARON RESTAURANTS, INC.
Doing Business As: CATTLE BARON STEAK AND SEAFOOD RESTAURANT
Proposed Location: 1113 North Main St., Roswell, New Mexico 88201

Lic. No. /Appl. No.: DIS-001124/BLA-0000019026
Name of Applicant: CATTLE BARON RESTAURANTS, INC.
Doing Business As: FARLEY'S FOOD, FUN & PUB
Proposed Location: 1315 North Main St., Roswell, New Mexico 88201

The Director of the Alcoholic Beverage Control Division (ABC) has reviewed the referenced Application and granted **Preliminary Approval**. It is being forwarded to you for Local Option District approval or disapproval of the Liquor License Application.

Notice of the Public Hearing required by the Liquor Control Act shall be given by the governing body by publishing a notice of the date, time, and place of the hearing **twice during the 30 days prior to the hearing** in a newspaper of general circulation within the territorial limits of the governing body. **The first notice must be published at least thirty (30) days before the hearing.** Both publications must occur before a hearing can be conducted. The notice shall include:

- (A) Name and address of the Applicant/Licensee;
- (B) The action proposed to be taken;
- (C) The location of the licensed premises.

In addition, if the Local Option District has a website, the Notice shall also be published on the website.

While the law states that "within forty-five (45) days after receipt of a Notice from the Alcoholic Beverage Control, the governing body shall hold a Public Hearing in the question of whether the



department should approve the proposed issuance or transfer”, we recognize the potential for conflict between the requirement for publication of 30-day notice and the 45-day hearing requirement.

With that in mind, when a local governing body receives a liquor license application from ABC, that governing body has a couple of options:

- 1) Hold a hearing on the license application within the statutory time frame of forty-five (45) days, as required by the Liquor Control Act, and comply with all other statutory and regulatory procedures and notify ABC of your decision within thirty (30) days of the hearing.
- 2) Request from ABC an extension of time, past the forty-five (45) days, designating how much additional time will be needed to conduct the hearing in compliance with all statutory and regulatory procedures. After the extension is granted and the hearing is held, notify ABC of your decision within thirty (30) days of the hearing.

ABC has no preference in the option you choose.

The governing body is required to send notice by certified mail to the Applicant of the date, time, and place of the Public Hearing. The governing body may designate a Hearing Officer to conduct the hearing. **A record shall be made** of the hearing.

THE APPLICANT IS SEEKING A TRANSFER OF OWNERSHIP FOR THREE INTER-LOCAL DISPENSER TYPE LIQUOR LICENSES NO. DIS-001082 WITH ON PREMISE CONSUMPTION WITH PATIO SERVICE, DIS-001209 WITH ON PREMISE CONSUMPTION AND WITHOUT PATIO, AND DIS-001124 WITH ON PREMISE CONSUMPTION AND WITH PATIO SERVICE.

Within thirty (30) days after the Public Hearing, the governing body shall notify ABC of their decision to approve or disapprove the issuance or transfer of the license by signing the enclosed original Page 1 of the Application. The original Page 1 of the Application must be returned together with the notices of publication. **If the Governing Body fails to either approve or disapprove the issuance or transfer of the license within thirty days after the Public Hearing, the Director may issue the license.**

If the Governing Body disapproves the issuance or transfer of the license, it shall notify ABC within thirty (30) days setting forth the reasons for the disapproval. A copy of the Minutes of the Public Hearing shall be submitted to ABC with the Notice of Disapproval (*Page 1 of the Application, noting disapproval*).

Respectfully,
Trinidad
Alderete

Digitally signed by Trinidad
Alderete
Date: 2026.06.22 13:15:30
-06'00'

Trinidad Alderete
Hearing Officer
NM Regulation & Licensing Department
Alcoholic Beverage Control Division
Phone: (505) 469-3172
Email: trinidad.alderete@rld.nm.gov

Alcoholic Beverage Control Division | 2550 Cerrillos Road | P.O. Box 25101
Santa Fe, NM 87504 | (505) 476-4875 | rld.state.nm.us



Enclosures:

1. Application (Page 1) (*must be signed and returned w/notices of publication*)
2. Premises Information (Page 2)
3. Copy of Floor Plan
4. Zoning Statement



Alcoholic Beverage Control Division
Dispenser Intake Application
Application Number: BLA-0000019020



Business Information

Business Information

Business Name: CATTLE BARON RESTAURANTS, INC. Type of Business: Alcohol
Business Structure: Corporation FEIN: XX-XXX9237
State Tax ID Number: XX-XXXXX1-00-5
Business Email: debra.lacey@cattlebaron.com Business Phone: 5756223311

Contact Person Information

Contact Person Name: Lisa Y.W. Cosper Contact Person Phone: 5058833415
Contact Person Email: lyc@sutinfirm.com

Business Mailing Address

Mailing Street: 901 S Main Street Suite A Mailing City: Roswell
Mailing State: NM Mailing Zip Code: 88203
Mailing Country: US

Ownership Transfer Type

Specify the appropriate reason for filing this ownership transfer application?

- ☐ Applicant Business is buying/acquiring licenses from other business
☒ Applicant Business has a Change in Ownership

If there are new shareholders holding 10% or more ownership interest OR If stock is transferred among existing shareholders and there is a person/business who previously held less than 10% and is now holding 10% or more ownership interest, select "Applicant Business has a Change in Ownership."

Once you navigate to the next screen, you will not be able to change response of this question.

Local Option District Use Only: Local Governing Body of _____ City, County, Village

Public Hearing held on _____ 20____ Please check one: ☐ Approved ☐ Disapproved

Signature of City/County Official: _____ Title: _____

Alcoholic Beverage Control Division Use Only: ☐ Approved ☐ Disapproved _____

Signed by Director: _____ Date: _____



Alcoholic Beverage Control Division
Dispenser Intake Application
Application Number: BLA-0000019020



Premises Information

License Information

Specify the type of transfer you are applying for?

- ☐ Transfer of Ownership and Location
☒ Transfer of Ownership

License Number: DIS-001082

License Expiration Date: 6/30/26

Current DBA Name: PASTA CAFE

Dispenser Type: Inter-Local Dispenser

License Type: Dispenser

Current License Owner: CATTLE BARON RESTAURANTS, INC.

Current Lessee:

Current Premises Address

Physical Street: 1208 NORTH MAIN STREET

Physical State: NM

Physical County: Chaves

Physical City: Roswell

Physical Zip Code: 88201

Local Option District: Roswell

Proposed DBA Name

Do you want to change the license DBA Name? No

Ownership

The land and building which is proposed to be the licensed premises is: Owned by Applicant

The following information is required to ensure the issuance of a license to this location will not result in the violation of a county or municipal ordinance.

Questions

Has the applicant business ever had a liquor license denied, suspended, revoked, surrendered, or had any other form of discipline or disciplinary action by a licensing agency in another state or jurisdiction?	No
Has the structure and/or ownership disclosure for the applicant business changed since last reported to the department?	No
Does the applicant business own any (direct/indirect) interest in a liquor license?	No



P.O. BOX 1838

ROSWELL, NM 88202-1838

TEL: 575-624-6700

FAX: 575-624-6818

PLANNING AND ZONING DEPARTMENT
P.O. BOX 1838
ROSWELL, NM 88202-1838
(575) 637-6218

February 27, 2014

New Mexico Regulation and Licensing Department
Alcohol and Gaming Division
P.O. Box 25101
Santa Fe, NM 87504-5101

RE: ZONING CONFIRMATION LETTER

Pasta Cafe
c/o Cattle Barron Restaurant
1208 N. Main Street
Roswell, NM 88201

To Whom It May Concern:

This letter is to confirm that the above-referenced property is zoned **C-2 Community Commercial District** which allows for on premise consumption of alcohol and/or package liquor sales as a permitted use as noted in Zoning Ordinance No.10-02, Amended.

Street side yard setback requirement in the C-2 Community Commercial District is 35 feet from the property line. The current principal structure is approximately 15 feet. Staff has no record of a granted variance to the street side setback for this property. Reconstruction may not be permitted in its current location per Zoning Ordinance No.10-02, Amended. Should you have any questions or concerns please call me.

Respectfully,

Louis Jaramillo
Zoning Administrator
City of Roswell

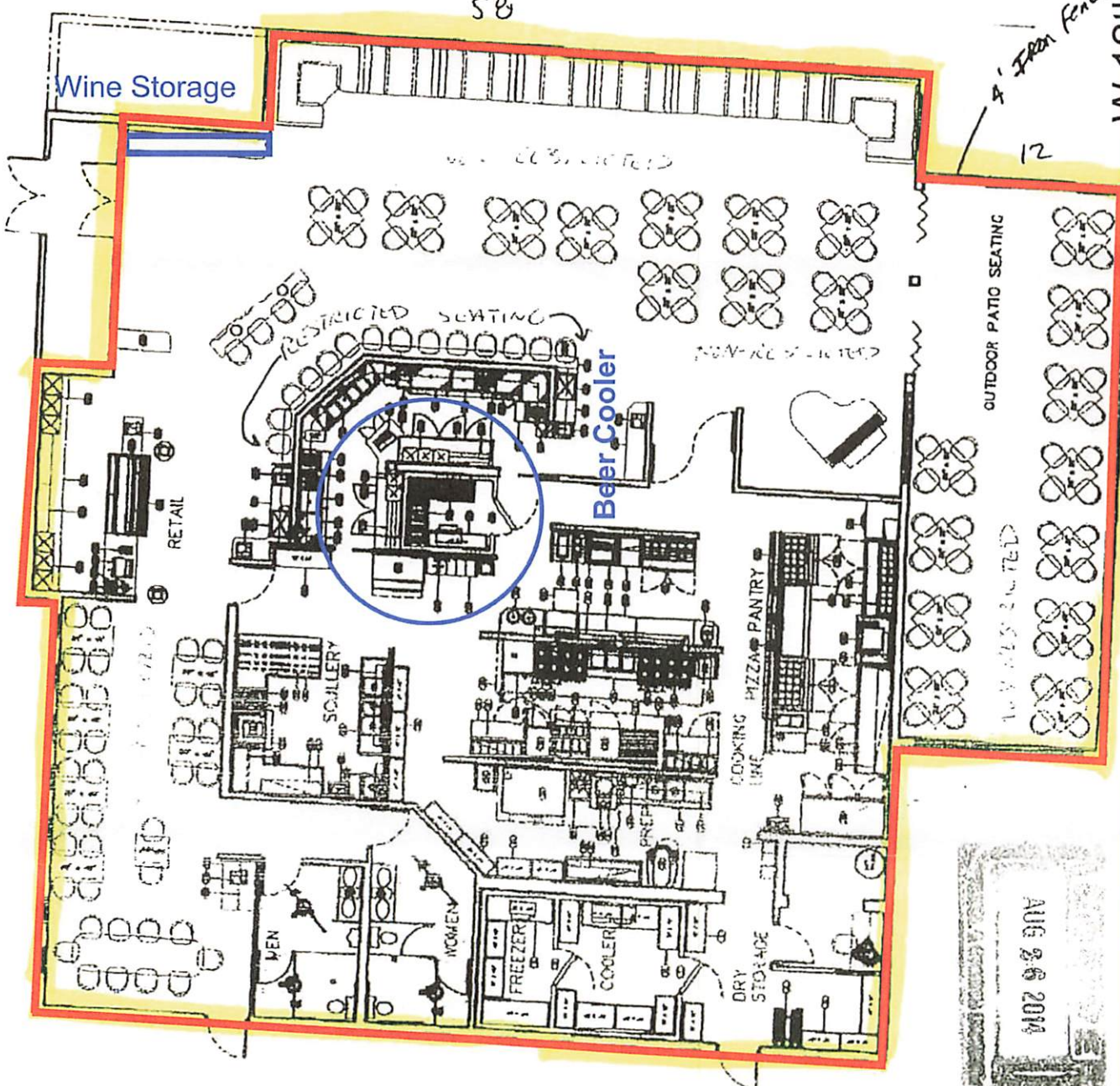
N. Main St.



FLOOR PLAN APPROVAL

W. 13th St.

70



FLOOR PLAN APPROVAL

By Kamela Brumby PASTA CAFE ROSWELL
Date 3/19/15 1208 N. MAIN

LIC NO 2689

INTERIOR - 4060 SQ. FT.
PATIO - 480 SQ. FT.

TOTAL 4540 SQ. FT.

Roswell, NM

June 22, 2026

Certified Mail No.: 7021 2720 0001 2204 6347

City of Roswell

Amalia Martinez, City Clerk
425 N Richardson Ave.
Roswell, NM 88201
Email: corclerk@Roswell-NM.Gov

RECEIVED

JUN 29 2026

CITY CLERK
ROSSELL, NM

Lic. No. /Appl. No.: DIS-001082/BLA-0000019020
Name of Applicant: CATTLE BARON RESTAURANTS, INC.
Doing Business As: PASTA CAFÉ
Proposed Location: 1208 North Main St., Roswell, New Mexico 88201

Lic. No. /Appl. No.: DIS-001209/BLA-0000019024
Name of Applicant: CATTLE BARON RESTAURANTS, INC.
Doing Business As: CATTLE BARON STEAK AND SEAFOOD RESTAURANT
Proposed Location: 1113 North Main St., Roswell, New Mexico 88201

Lic. No. /Appl. No.: DIS-001124/BLA-0000019026
Name of Applicant: CATTLE BARON RESTAURANTS, INC.
Doing Business As: FARLEY'S FOOD, FUN & PUB
Proposed Location: 1315 North Main St., Roswell, New Mexico 88201

The Director of the Alcoholic Beverage Control Division (ABC) has reviewed the referenced Application and granted **Preliminary Approval**. It is being forwarded to you for Local Option District approval or disapproval of the Liquor License Application.

Notice of the Public Hearing required by the Liquor Control Act shall be given by the governing body by publishing a notice of the date, time, and place of the hearing twice during the 30 days prior to the hearing in a newspaper of general circulation within the territorial limits of the governing body. **The first notice must be published at least thirty (30) days before the hearing.** Both publications must occur before a hearing can be conducted. The notice shall include:

- (A) Name and address of the Applicant/Licensee;
- (B) The action proposed to be taken;
- (C) The location of the licensed premises.

In addition, if the Local Option District has a website, the Notice shall also be published on the website.

While the law states that "within forty-five (45) days after receipt of a Notice from the Alcoholic Beverage Control, the governing body shall hold a Public Hearing in the question of whether the



department should approve the proposed issuance or transfer”, we recognize the potential for conflict between the requirement for publication of 30-day notice and the 45-day hearing requirement.

With that in mind, when a local governing body receives a liquor license application from ABC, that governing body has a couple of options:

- 1) Hold a hearing on the license application within the statutory time frame of forty-five (45) days, as required by the Liquor Control Act, and comply with all other statutory and regulatory procedures and notify ABC of your decision within thirty (30) days of the hearing.
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ABC has no preference in the option you choose.

The governing body is required to send notice by certified mail to the Applicant of the date, time, and place of the Public Hearing. The governing body may designate a Hearing Officer to conduct the hearing. **A record shall be made** of the hearing.

THE APPLICANT IS SEEKING A TRANSFER OF OWNERSHIP FOR THREE INTER-LOCAL DISPENSER TYPE LIQUOR LICENSES NO. DIS-001082 WITH ON PREMISE CONSUMPTION WITH PATIO SERVICE, DIS-001209 WITH ON PREMISE CONSUMPTION AND WITHOUT PATIO, AND DIS-001124 WITH ON PREMISE CONSUMPTION AND WITH PATIO SERVICE.

Within thirty (30) days after the Public Hearing, the governing body shall notify ABC of their decision to approve or disapprove the issuance or transfer of the license by signing the enclosed original Page 1 of the Application. The original Page 1 of the Application must be returned together with the notices of publication. **If the Governing Body fails to either approve or disapprove the issuance or transfer of the license within thirty days after the Public Hearing, the Director may issue the license.**

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Respectfully,
Trinidad
Alderete

Digitally signed by Trinidad
Alderete
Date: 2026.06.22 13:15:30
-06'00'

Trinidad Alderete

Hearing Officer

NM Regulation & Licensing Department

Alcoholic Beverage Control Division

Phone: (505) 469-3172

Email: trinidad.alderete@rld.nm.gov

Alcoholic Beverage Control Division | 2550 Cerrillos Road | P.O. Box 25101
Santa Fe, NM 87504 | (505) 476-4875 | rld.state.nm.us



Enclosures:

1. Application (Page 1) (*must be signed and returned w/notices of publication*)
2. Premises Information (Page 2)
3. Copy of Floor Plan
4. Zoning Statement



Alcoholic Beverage Control Division
Dispenser Intake Application
Application Number: BLA-0000019026



Business Information

Business Information

Business Name: CATTLE BARON RESTAURANTS, INC. Type of Business: Alcohol
Business Structure: Corporation FEIN: XX-XXX9237
State Tax ID Number: XX-XXXXX1-00-5
Business Email: debra.lacey@cattlebaron.com Business Phone: 5756223311

Contact Person Information

Contact Person Name: Lisa Y.W. Cosper Contact Person Phone: 5058833415
Contact Person Email: lyc@sutinfirm.com

Business Mailing Address

Mailing Street: 901 S Main Street Suite A Mailing City: Roswell
Mailing State: NM Mailing Zip Code: 88203
Mailing Country: US

Ownership Transfer Type

Specify the appropriate reason for filing this ownership transfer application?

☐ Applicant Business is buying/acquiring licenses from other business

☒ Applicant Business has a Change in Ownership

If there are new shareholders holding 10% or more ownership interest OR If stock is transferred among existing shareholders and there is a person/business who previously held less than 10% and is now holding 10% or more ownership interest, select "Applicant Business has a Change in Ownership."

Once you navigate to the next screen, you will not be able to change response of this question.

Local Option District Use Only: Local Governing Body of _____ City, County, Village

Public Hearing held on _____ 20____ Please check one: ☐ Approved ☐ Disapproved

Signature of City/County Official: _____ Title: _____

Alcoholic Beverage Control Division Use Only: ☐ Approved ☐ Disapproved _____

Signed by Director: _____ Date: _____



Alcoholic Beverage Control Division
Dispenser Intake Application
Application Number: BLA-0000019026



Premises Information

License Information

Specify the type of transfer you are applying for?

- ☐ Transfer of Ownership and Location
☒ Transfer of Ownership

License Number: DIS-001124

License Expiration Date: 6/30/26

Current DBA Name: FARLEY'S FOOD, FUN & PUB

Dispenser Type: Inter-Local Dispenser

License Type: Dispenser

Current License Owner: CATTLE BARON RESTAURANTS, INC.

Current Lessee:

Current Premises Address

Physical Street: 1315 NORTH MAIN STREET

Physical State: NM

Physical County: Chaves

Physical City: Roswell

Physical Zip Code: 88201

Local Option District: Roswell

Proposed DBA Name

Do you want to change the license DBA Name? No

Ownership

The land and building which is proposed to be the licensed premises is: Owned by Applicant

The following information is required to ensure the issuance of a license to this location will not result in the violation of a county or municipal ordinance.

Questions

Has the applicant business ever had a liquor license denied, suspended, revoked, surrendered, or had any other form of discipline or disciplinary action by a licensing agency in another state or jurisdiction?	No
Has the structure and/or ownership disclosure for the applicant business changed since last reported to the department?	No
Does the applicant business own any (direct/indirect) interest in a liquor license?	No



P.O. BOX 1838 ROSWELL, NM 88202-1838 TEL: 575.674.6700 FAX: 575.674.6818

PLANNING AND ZONING DEPARTMENT
P.O. BOX 1838
ROSWELL, NM 88202-1838
(575) 637-6218

February 27, 2014

New Mexico Regulation and Licensing Department
Alcohol and Gaming Division
P.O. Box 25101
Santa Fe, NM 87504-5101

RE: ZONING CONFIRMATION LETTER

Farley's Pub
c/o Cattle Barron Restaurant
1315 N. Main Street
Roswell, NM 88201

To Whom It May Concern:

This letter is to confirm that the above-referenced property is zoned **C-2 Community Commercial District** which allows for on premise consumption of alcohol and/or package liquor sales as a permitted use as noted in Zoning Ordinance No.10-02, Amended.

This property contains no violations and shall be permitted to be rebuild in its current location per Zoning Ordinance No.10-02, Amended. Should you have any questions or concerns please call me.

Respectfully,

Louis Jaramillo
Zoning Administrator
City of Roswell

Total Patio sq. ft. = 2,933

Total Premises sq. ft. 10,433

7500 sq. ft.

N. Patio 1571 sq. ft.

S. Patio 1362 sq. ft.

UC NO 27

AUG 16 2014

E. Wildy St.

S. Patio

Patio Enclosed
by 4ft metal fence

FARLEY'S - ROSWELL - PUEBLO, FL 10, 11, 12, 13, 14, 15, 16, 17, 18, 19, 20, 21, 22, 23, 24, 25, 26, 27, 28, 29, 30, 31, 32, 33, 34, 35, 36, 37, 38, 39, 40, 41, 42, 43, 44, 45, 46, 47, 48, 49, 50, 51, 52, 53, 54, 55, 56, 57, 58, 59, 60, 61, 62, 63, 64, 65, 66, 67, 68, 69, 70, 71, 72, 73, 74, 75, 76, 77, 78, 79, 80, 81, 82, 83, 84, 85, 86, 87, 88, 89, 90, 91, 92, 93, 94, 95, 96, 97, 98, 99, 100, 101, 102, 103, 104, 105, 106, 107, 108, 109, 110, 111, 112, 113, 114, 115, 116, 117, 118, 119, 120, 121, 122, 123, 124, 125, 126, 127, 128, 129, 130, 131, 132, 133, 134, 135, 136, 137, 138, 139, 140, 141, 142, 143, 144, 145, 146, 147, 148, 149, 150, 151, 152, 153, 154, 155, 156, 157, 158, 159, 160, 161, 162, 163, 164, 165, 166, 167, 168, 169, 170, 171, 172, 173, 174, 175, 176, 177, 178, 179, 180, 181, 182, 183, 184, 185, 186, 187, 188, 189, 190, 191, 192, 193, 194, 195, 196, 197, 198, 199, 200, 201, 202, 203, 204, 205, 206, 207, 208, 209, 210, 211, 212, 213, 214, 215, 216, 217, 218, 219, 220, 221, 222, 223, 224, 225, 226, 227, 228, 229, 230, 231, 232, 233, 234, 235, 236, 237, 238, 239, 240, 241, 242, 243, 244, 245, 246, 247, 248, 249, 250, 251, 252, 253, 254, 255, 256, 257, 258, 259, 260, 261, 262, 263, 264, 265, 266, 267, 268, 269, 270, 271, 272, 273, 274, 275, 276, 277, 278, 279, 280, 281, 282, 283, 284, 285, 286, 287, 288, 289, 290, 291, 292, 293, 294, 295, 296, 297, 298, 299, 300, 301, 302, 303, 304, 305, 306, 307, 308, 309, 310, 311, 312, 313, 314, 315, 316, 317, 318, 319, 320, 321, 322, 323, 324, 325, 326, 327, 328, 329, 330, 331, 332, 333, 334, 335, 336, 337, 338, 339, 340, 341, 342, 343, 344, 345, 346, 347, 348, 349, 350, 351, 352, 353, 354, 355, 356, 357, 358, 359, 360, 361, 362, 363, 364, 365, 366, 367, 368, 369, 370, 371, 372, 373, 374, 375, 376, 377, 378, 379, 380, 381, 382, 383, 384, 385, 386, 387, 388, 389, 390, 391, 392, 393, 394, 395, 396, 397, 398, 399, 400, 401, 402, 403, 404, 405, 406, 407, 408, 409, 410, 411, 412, 413, 414, 415, 416, 417, 418, 419, 420, 421, 422, 423, 424, 425, 426, 427, 428, 429, 430, 431, 432, 433, 434, 435, 436, 437, 438, 439, 440, 441, 442, 443, 444, 445, 446, 447, 448, 449, 450, 451, 452, 453, 454, 455, 456, 457, 458, 459, 460, 461, 462, 463, 464, 465, 466, 467, 468, 469, 470, 471, 472, 473, 474, 475, 476, 477, 478, 479, 480, 481, 482, 483, 484, 485, 486, 487, 488, 489, 490, 491, 492, 493, 494, 495, 496, 497, 498, 499, 500, 501, 502, 503, 504, 505, 506, 507, 508, 509, 510, 511, 512, 513, 514, 515, 516, 517, 518, 519, 520, 521, 522, 523, 524, 525, 526, 527, 528, 529, 530, 531, 532, 533, 534, 535, 536, 537, 538, 539, 540, 541, 542, 543, 544, 545, 546, 547, 548, 549, 550, 551, 552, 553, 554, 555, 556, 557, 558, 559, 560, 561, 562, 563, 564, 565, 566, 567, 568, 569, 570, 571, 572, 573, 574, 575, 576, 577, 578, 579, 580, 581, 582, 583, 584, 585, 586, 587, 588, 589, 590, 591, 592, 593, 594, 595, 596, 597, 598, 599, 600, 601, 602, 603, 604, 605, 606, 607, 608, 609, 610, 611, 612, 613, 614, 615, 616, 617, 618, 619, 620, 621, 622, 623, 624, 625, 626, 627, 628, 629, 630, 631, 632, 633, 634, 635, 636, 637, 638, 639, 640, 641, 642, 643, 644, 645, 646, 647, 648, 649, 650, 651, 652, 653, 654, 655, 656, 657, 658, 659, 660, 661, 662, 663, 664, 665, 666, 667, 668, 669, 670, 671, 672, 673, 674, 675, 676, 677, 678, 679, 680, 681, 682, 683, 684, 685, 686, 687, 688, 689, 690, 691, 692, 693, 694, 695, 696, 697, 698, 699, 700, 701, 702, 703, 704, 705, 706, 707, 708, 709, 710, 711, 712, 713, 714, 715, 716, 717, 718, 719, 720, 721, 722, 723, 724, 725, 726, 727, 728, 729, 730, 731, 732, 733, 734, 735, 736, 737, 738, 739, 740, 741, 742, 743, 744, 745, 746, 747, 748, 749, 750, 751, 752, 753, 754, 755, 756, 757, 758, 759, 760, 761, 762, 763, 764, 765, 766, 767, 768, 769, 770, 771, 772, 773, 774, 775, 776, 777, 778, 779, 780, 781, 782, 783, 784, 785, 786, 787, 788, 789, 790, 791, 792, 793, 794, 795, 796, 797, 798, 799, 800, 801, 802, 803, 804, 805, 806, 807, 808, 809, 810, 811, 812, 813, 814, 815, 816, 817, 818, 819, 820, 821, 822, 823, 824, 825, 826, 827, 828, 829, 830, 831, 832, 833, 834, 835, 836, 837, 838, 839, 840, 841, 842, 843, 844, 845, 846, 847, 848, 849, 850, 851, 852, 853, 854, 855, 856, 857, 858, 859, 860, 861, 862, 863, 864, 865, 866, 867, 868, 869, 870, 871, 872, 873, 874, 875, 876, 877, 878, 879, 880, 881, 882, 883, 884, 885, 886, 887, 888, 889, 890, 891, 892, 893, 894, 895, 896, 897, 898, 899, 900, 901, 902, 903, 904, 905, 906, 907, 908, 909, 910, 911, 912, 913, 914, 915, 916, 917, 918, 919, 920, 921, 922, 923, 924, 925, 926, 927, 928, 929, 930, 931, 932, 933, 934, 935, 936, 937, 938, 939, 940, 941, 942, 943, 944, 945, 946, 947, 948, 949, 950, 951, 952, 953, 954, 955, 956, 957, 958, 959, 960, 961, 962, 963, 964, 965, 966, 967, 968, 969, 970, 971, 972, 973, 974, 975, 976, 977, 978, 979, 980, 981, 982, 983, 984, 985, 986, 987, 988, 989, 990, 991, 992, 993, 994, 995, 996, 997, 998, 999, 1000

Beer Cooler

Liquor Storage

We Do Not
Allow Minors
In Bar Area
Or Game Room
After 10 pm

N

FLOOR PLAN APPROVAL

N. MAIN ST.

FARLEY'S ROSWELL

1315 N. MAIN ST.

ROSWELL, NM 88201

UNRESTRICTED

ALL OTHER AREAS -

N. Mail St.

Date 3/28/15

BY *[Signature]*

June 22, 2026

Certified Mail No.: 7021 2720 0001 2204 6347

City of Roswell

Amalia Martinez, City Clerk
425 N Richardson Ave.
Roswell, NM 88201
Email: corclerk@Roswell-NM.Gov

RECEIVED

JUN 29 2026

CITY CLERK
ROSWELL, NM

Lic. No. /Appl. No.: DIS-001082/BLA-0000019020
Name of Applicant: CATTLE BARON RESTAURANTS, INC.
Doing Business As: PASTA CAFÉ
Proposed Location: 1208 North Main St., Roswell, New Mexico 88201

Lic. No. /Appl. No.: DIS-001209/BLA-0000019024
Name of Applicant: CATTLE BARON RESTAURANTS, INC.
Doing Business As: CATTLE BARON STEAK AND SEAFOOD RESTAURANT
Proposed Location: 1113 North Main St., Roswell, New Mexico 88201

Lic. No. /Appl. No.: DIS-001124/BLA-0000019026
Name of Applicant: CATTLE BARON RESTAURANTS, INC.
Doing Business As: FARLEY'S FOOD, FUN & PUB
Proposed Location: 1315 North Main St., Roswell, New Mexico 88201

The Director of the Alcoholic Beverage Control Division (ABC) has reviewed the referenced Application and granted **Preliminary Approval**. It is being forwarded to you for Local Option District approval or disapproval of the Liquor License Application.

Notice of the Public Hearing required by the Liquor Control Act shall be given by the governing body by publishing a notice of the date, time, and place of the hearing **twice during the 30 days prior to the hearing** in a newspaper of general circulation within the territorial limits of the governing body. **The first notice must be published at least thirty (30) days before the hearing.** Both publications must occur before a hearing can be conducted. The notice shall include:

- (A) Name and address of the Applicant/Licensee;
- (B) The action proposed to be taken;
- (C) The location of the licensed premises.

In addition, if the Local Option District has a website, the Notice shall also be published on the website.

While the law states that "within forty-five (45) days after receipt of a Notice from the Alcoholic Beverage Control, the governing body shall hold a Public Hearing in the question of whether the



department should approve the proposed issuance or transfer”, we recognize the potential for conflict between the requirement for publication of 30-day notice and the 45-day hearing requirement.

With that in mind, when a local governing body receives a liquor license application from ABC, that governing body has a couple of options:

- 1) Hold a hearing on the license application within the statutory time frame of forty-five (45) days, as required by the Liquor Control Act, and comply with all other statutory and regulatory procedures and notify ABC of your decision within thirty (30) days of the hearing.
- 2) Request from ABC an extension of time, past the forty-five (45) days, designating how much additional time will be needed to conduct the hearing in compliance with all statutory and regulatory procedures. After the extension is granted and the hearing is held, notify ABC of your decision within thirty (30) days of the hearing.

ABC has no preference in the option you choose.

The governing body is required to send notice by certified mail to the Applicant of the date, time, and place of the Public Hearing. The governing body may designate a Hearing Officer to conduct the hearing. **A record shall be made** of the hearing.

THE APPLICANT IS SEEKING A TRANSFER OF OWNERSHIP FOR THREE INTER-LOCAL DISPENSER TYPE LIQUOR LICENSES NO. DIS-001082 WITH ON PREMISE CONSUMPTION WITH PATIO SERVICE, DIS-001209 WITH ON PREMISE CONSUMPTION AND WITHOUT PATIO, AND DIS-001124 WITH ON PREMISE CONSUMPTION AND WITH PATIO SERVICE.

Within thirty (30) days after the Public Hearing, the governing body shall notify ABC of their decision to approve or disapprove the issuance or transfer of the license by signing the enclosed original Page 1 of the Application. The original Page 1 of the Application must be returned together with the notices of publication. **If the Governing Body fails to either approve or disapprove the issuance or transfer of the license within thirty days after the Public Hearing, the Director may issue the license.**

If the Governing Body disapproves the issuance or transfer of the license, it shall notify ABC within thirty (30) days setting forth the reasons for the disapproval. A copy of the Minutes of the Public Hearing shall be submitted to ABC with the Notice of Disapproval (*Page 1 of the Application, noting disapproval*).

Respectfully,
**Trinidad
Alderete**

Digitally signed by Trinidad
Alderete
Date: 2026.06.22 13:15:30
-06'00'

Trinidad Alderete
Hearing Officer
NM Regulation & Licensing Department
Alcoholic Beverage Control Division
Phone: (505) 469-3172
Email: trinidad.alderete@rld.nm.gov

Alcoholic Beverage Control Division | 2550 Cerrillos Road | P.O. Box 25101
Santa Fe, NM 87504 | (505) 476-4875 | rld.state.nm.us



Enclosures:

1. Application (Page 1) (*must be signed and returned w/notices of publication*)
2. Premises Information (Page 2)
3. Copy of Floor Plan
4. Zoning Statement





Alcoholic Beverage Control Division
Dispenser Intake Application
Application Number: BLA-0000019024



Business Information

Business Information

Business Name: CATTLE BARON RESTAURANTS, INC. Type of Business: Alcohol
Business Structure: Corporation FEIN: XX-XXX9237
State Tax ID Number: XX-XXXXX1-00-5
Business Email: debra.lacey@cattlebaron.com Business Phone: 5756223311

Contact Person Information

Contact Person Name: Lisa Y.W. Cosper Contact Person Phone: 5058833415
Contact Person Email: lyc@sutinfirm.com

Business Mailing Address

Mailing Street: 901 S Main Street Suite A Mailing City: Roswell
Mailing State: NM Mailing Zip Code: 88203
Mailing Country: US

Ownership Transfer Type

Specify the appropriate reason for filing this ownership transfer application?

- ☐ Applicant Business is buying/acquiring licenses from other business
☒ Applicant Business has a Change in Ownership

If there are new shareholders holding 10% or more ownership interest OR If stock is transferred among existing shareholders and there is a person/business who previously held less than 10% and is now holding 10% or more ownership interest, select "Applicant Business has a Change in Ownership."

Once you navigate to the next screen, you will not be able to change response of this question.

Local Option District Use Only: Local Governing Body of _____ City, County, Village

Public Hearing held on _____ 20____ Please check one: ☐ Approved ☐ Disapproved

Signature of City/County Official: _____ Title: _____

Alcoholic Beverage Control Division Use Only: ☐ Approved ☐ Disapproved _____

Signed by Director: _____ Date: _____



Alcoholic Beverage Control Division
Dispenser Intake Application
Application Number: BLA-0000019024



Premises Information

License Information

Specify the type of transfer you are applying for?

- ☐ Transfer of Ownership and Location
☒ Transfer of Ownership

License Number: DIS-001209

License Expiration Date: 6/30/26

Current DBA Name: CATTLE BARON STEAK AND
SEAFOOD RESTAURANT

Dispenser Type: Inter-Local Dispenser

License Type: Dispenser

Current License Owner: CATTLE BARON RESTAURANTS,
INC.

Current Lessee:

Current Premises Address

Physical Street: 1113 NORTH MAIN STREET

Physical State: NM

Physical County: Chaves

Physical City: Roswell

Physical Zip Code: 88201

Local Option District: Roswell

Proposed DBA Name

Do you want to change the license DBA Name? No

Ownership

The land and building which is proposed to be the licensed premises is: Owned by Applicant

The following information is required to ensure the issuance of a license to this location will not result in the violation of a county or municipal ordinance.

Questions

Has the applicant business ever had a liquor license denied, suspended, revoked, surrendered, or had any other form of discipline or disciplinary action by a licensing agency in another state or jurisdiction?	No
Has the structure and/or ownership disclosure for the applicant business changed since last reported to the department?	No
Does the applicant business own any (direct/indirect) interest in a liquor license?	No



P.O. BOX 1838 ROSWELL, NM 88202-1838 TEL: 505-621-6700 FAX: 505-621-6818

PLANNING AND ZONING DEPARTMENT
P.O. BOX 1838
ROSWELL, NM 88202-1838
(575) 637-6218

February 27, 2014

New Mexico Regulation and Licensing Department
Alcohol and Gaming Division
P.O. Box 25101
Santa Fe, NM 87504-5101

RE: ZONING CONFIRMATION LETTER

Cattle Barron Restaurant
1113 N. Main Street
Roswell, NM 88201

For Whom It May Concern:

This letter is to confirm that the above-referenced property is zoned **C-2 Community Commercial District** which allows for on premise consumption of alcohol and/or package liquor sales as a permitted use as noted in Zoning Ordinance No.10-02, Amended.

This property contains no violations and shall be permitted to be rebuild in its current location per Zoning Ordinance No.10-02, Amended. Should you have any questions or concerns please call me.

Respectfully,

Louis Jaramillo
Zoning Administrator
City of Roswell

BAR-RESTRICTED VIRGINIA
ALL OTHER AREAS -
UNRESTRICTED

CATTLE BARON ROSWELL
1113 N. MAIN
ROSWELL, NM 88201

12th St.

FLOOR PLAN APPROVAL

By Samuel Brown

Date 3/19/15

Main St.

City Council

Page 200 of 216

Roswell, NM

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2801C

**ROSWELL NEW MEXICO
AGENDA ITEM ABSTRACT**

Regular City Council Meeting

27.

Meeting Date: 08/13/2026

COMMITTEE: N/A

CONTACT: Amalia Martinez

CHAIR: N/A

ACTION REQUESTED:

Public hearing: Hold a public hearing to approve Application No. BLA-0000020512 for a Beer Wholesaler Liquor License for Black Cock, LLC d/b/a Black Cock Brewery, located at 1719 SE Main Street, Roswell, NM 88203 (Corn/Nairn-Mahan)

BACKGROUND:

Initiated by: Black Cock, LLC d/b/a Black Cock Brewery

Under NMSA 1978 § 60-6B-4, the governing body is required to conduct a public hearing on the application and must, by roll call vote, approve or disapprove the requested application. The hearing is quasi-judicial in nature and must be conducted accordingly.

Black Cock, LLC d/b/a/ Black Cock Brewery, Application No. BLA0000020512, located at 1719 SE Main Street, Roswell, NM 88203, has applied for a beer wholesaler liquor license. In considering whether to approve or disapprove the application, the governing body may only disapprove of the application if it finds substantial evidence to support one of the following:

- The proposed location is within an area where the laws of New Mexico prohibit the sale of alcoholic beverages; or
- The issuance or transfer would be in violation of zoning or other ordinance of the governing body; or
- The issuance or transfer of a license would be detrimental to the public health, safety, or morals of the residents of the local option district. The governing body is required to notify the Director of the Alcohol and Gaming Division of the New Mexico Regulation and Licensing Department within thirty (30) days of the public hearing whether it has approved or disapproved the application. The City Clerk does this.

FINANCIAL CONSIDERATION

The governing body shall give notice of the Public Hearing required by the Liquor Control Act by publishing a notice of the date, time, and place of the hearing twice during the 30 days prior to the hearing in a newspaper of general circulation within the territorial limits of the governing body. The cost associated with this publication is \$84.23, and comes from the General Fund.

LEGAL REVIEW:

The City Attorney has provided the notes for the Council's consideration of the application under the staff recommendation below.

BOARD AND COMMITTEE ACTION:

Due to the time constraints of the Liquor Control Act the applications due not go to a board or committee.

STAFF RECOMMENDATION:

City staff does not make a specific recommendation, but notes the following for the City Council's consideration:

- Because the Alcohol and Gaming Division has granted preliminary approval of the application, the applicant has established a prima facie entitlement to the license. The burden of disapproval then shifts to the City.
- New Mexico case law has held that the Director of the Alcohol and Gaming Division of the New Mexico Regulation and Licensing Department may still issue a license to Black Cock, LLC, d/b/a/Black Cock Brewery, despite municipal disapproval if there is insufficient evidence to support the disapproval, or if the disapproval is not based on the evidence specific to the applicant or the location. A general disapproval of alcoholic beverage sales is not a valid basis for denial of the license and is consequently not relevant to the decision to be made by the governing body.
- There does not appear to be evidence that the location is in the area where the sale of alcoholic beverages is prohibited by state law.
- There does not appear to be evidence that the sale of alcohol at the location would be in violation of any City zoning law or other ordinance.

Attachments

Black Cock, LLC

July 7, 2026

Certified Mail No.: 7021 2720 0001 2204 6392

Amalia Martinez, City Clerk
425 N Richardson Ave.
Roswell, NM 88201
Email: corclerk@Roswell-NM.Gov

RECEIVED

JUL 13 2026

CITY CLERK
ROSWELL, NM

Business Lic. Appl. No.: BLA-0000020512
Name of Applicant: BLACK COCK, LLC
Doing Business As: BLACK COCK BREWERY
Proposed Location: 1719 SE Main St., Roswell, New Mexico 88203

The Director of the Alcoholic Beverage Control Division (ABC) has reviewed the referenced Application and granted **Preliminary Approval**. It is being forwarded to you for Local Option District approval or disapproval of the Liquor License Application.

Notice of the Public Hearing required by the Liquor Control Act shall be given by the governing body by publishing a notice of the date, time, and place of the hearing **twice during the 30 days prior to hearing** in a newspaper of general circulation within the territorial limits of the governing body. **The first notice must be published at least thirty (30) days before the hearing.** Both publications must occur before a hearing can be conducted. The notice shall include:

- (A) Name and address of the Applicant/Licensee;
- (B) The action proposed to be taken;
- (C) The location of the licensed premises.

In addition, if the Local Option District has a website, **the Notice shall also be published on the website.**

While the law states that "within forty-five (45) days after receipt of a Notice from the Alcoholic Beverage Control, the governing body shall hold a Public Hearing in the question of whether the department should approve the proposed issuance or transfer", we recognize the potential for conflict between the requirement for publication of 30 day notice and the 45 day hearing requirement.

With that in mind, when a local governing body receives a liquor license application from ABC, that governing body has a couple of options:

- 1) Hold a hearing on the license application within the statutory time frame of forty-five (45) days, as required by the Liquor Control Act, and comply with all other statutory and regulatory procedures and notify ABC of your decision within thirty (30) days of the hearing;
- 2) Request from ABC an extension of time, past the forty-five (45) days, designating how much additional time will be needed to conduct the hearing in compliance with all statutory and



regulatory procedures. After the extension is granted and the hearing is held, notify ABC of your decision within thirty (30) days of the hearing;

ABC has no preference in the option you choose.

The governing body is required to send notice by certified mail to the Applicant of the date, time, and place of the Public Hearing. The governing body may designate a Hearing Officer to conduct the hearing. **A record shall be made** of the hearing.

THE APPLICANT IS SEEKING A BEER WHOLESALER LIQUOR LICENSE

Within thirty (30) days after the Public Hearing, the governing body shall notify ABC of their decision to approve or disapprove the issuance or transfer of the license by signing the enclosed original Page 1 of the Application. The original Page 1 of the Application must be returned together with the notices of publication. **If the Governing Body fails to either approve or disapprove the issuance or transfer of the license within thirty days after the Public Hearing, the Director may issue the license.**

If the Governing Body disapproves the issuance or transfer of the license, it shall notify ABC within thirty (30) days setting forth the reasons for the disapproval. A copy of the Minutes of the Public Hearing shall be submitted to ABC with the Notice of Disapproval (*Page 1 of the Application, noting disapproval*).

Respectfully,

Trinidad
Alderete

Digitally signed by Trinidad
Alderete
Date: 2026.07.07 10:24:31 -06'00'

Trinidad Alderete
Hearing Officer
NM Regulation & Licensing Department
Alcoholic Beverage Control Division
Phone: (505) 476-4804
Email: trinidad.alderete@rld.nm.gov

Enclosures:

1. Original Page 1 of the Application (*must be signed and returned w/notices of publication*)
2. Copy of Page 2 of the Application
3. Copy of the Zoning Statement
4. Copy of the Floor Plan





Alcoholic Beverage Control Division
Wholesaler Intake Application
Application Number: BLA-0000020512



Business Information

Business Information

Business Name: BLACK COCK, LLC	Type of Business: Alcohol
Business Structure: Limited Liability Company	FEIN: XX-XXX0698
State Tax ID Number: XX-XXXXX5-00-1	
Business Email: cvharris@blackcockbrewery.com	Business Phone: 5758386184

Contact Person Information

Contact Person Name: CV Harris	Contact Person Phone: 5758386184
Contact Person Email: cvharris@blackcockbrewery.com	

Business Mailing Address

Mailing Street: 1719 SE Main	Mailing City: Roswell
Mailing State: NM	Mailing Zip Code: 88203
Mailing Country: US	

Local Option District Use Only: Local Governing Body of _____ City, County, Village

Public Hearing held on _____ 20____ Please check one: ☐ Approved ☐ Disapproved

Signature of City/County Official: _____ Title: _____

Alcoholic Beverage Control Division Use Only: ☐ Approved ☐ Disapproved _____

Signed by Director: _____ Date: _____



Alcoholic Beverage Control Division
Wholesaler Intake Application
Application Number: BLA-0000020512



Premises Information

Premises DBA

Premises Doing Business As (DBA):BLACK COCK BREWERY

Proposed Premises Physical Address

Physical Street: 1719 SE Main St.

Physical Zip Code: 88203

Physical County: Chaves

Local Option District: Roswell

Physical City: Roswell

Physical State: New Mexico

"Local Option District" means a county that has voted to approve the sale, serving or public consumption of alcoholic beverages, OR an incorporated municipality that falls within a county that has voted to approve the sale, serving or public consumption of alcoholic beverages, OR an incorporated municipality of over five thousand population that has independently voted to approve the sale, serving or public consumption of alcoholic beverages under the terms of the Liquor Control Act or any former act.

Ownership

The land and building which is proposed to be the licensed premises is: Leased by Applicant

The following information is required to ensure the issuance of a license to this location will not result in the violation of a county or municipal ordinance.

Specify Owner(s) of the land and building: Owner of land and Building is KACA LLC that is the same owner as Black Cock LLC

Specify Date and Terms of Lease/Operating Agreement: 5 Year lease

Zoning

Is the proposed premises location zoned? Yes

You will be required to upload "Copy of Zoning Statement" issued by the local municipality or county. If not applicable, you will be required to upload "Copy of Zoning Statement" or Letter from local government to indicate that there is no zoning for the proposed location.

Specify the zone for proposed premises location (example C-1): C-1

Distance from nearest School

Name of School: Pacos Elementary school

School City: Roswell

School Zip Code: 88203

School Distance (in feet): More than 400 but less than 1000

Specify the shortest direct line distance from the nearest point of the proposed premises to the nearest point of the property line of the school.

School Street: Hobbs St

School State: New Mexico

School Country: United States

Distance from nearest Church

Name of Church: New Birth Minsistries

Church City: Roswell

Church Zip Code: 88203

Church Distance (in feet): More than 1000

Specify the shortest direct line distance from the nearest point of the proposed premises to the nearest point of the property line of the church.

Church Street: Hobbs st

Church State: New Mexico

Church Country: United States



Alcoholic Beverage Control Division
Wholesaler Intake Application
Application Number: BLA-0000020512



Premises Information 2

Please specify the appropriate option for the premises that you have specified in the application?

- ☐ A license has never been issued to the location of the proposed premises.
- ☐ A license was once issued to the location of the proposed premises but is no longer being operated at the location.
- ☒ Alcohol operations are currently being performed at the proposed premises by the applicant business.
- ☐ Alcohol operations are currently being performed at the proposed premises by a business other than the applicant business.

Please provide more details for the option selected in above question?

You can specify more details such as license has become expired non-renewable, business ownership has changed, planning to extend operations of existing premises or planning to buy premises etc.

This location is currently a Tap room looking to expand distribution

Licenses at Proposed Premises

Please specify the active New Mexico licenses currently held by the proposed premises.

If you need to view, edit, or delete any records, click the down arrow under action for that specific record.

License Number: 67119

License Type: Small Brewer

Questions

Has the applicant business ever had a liquor license denied, suspended, revoked, surrendered, or had any other form of discipline or disciplinary action by a licensing agency in another state or jurisdiction?	No
Has the structure and/or ownership disclosure for the applicant business changed since last reported to the department?	No
Does the applicant business own any (direct/indirect) interest in a liquor license?	Yes

List of Active Business Licenses in Other States

License Number: 67119

License Type: Small Brewer

Issuing State: New Mexico

List of Active Business Licenses in New Mexico

License Number: SBL-000054

License Type: Small Brewer

Issuing State: New Mexico

Zoning Verification Letter

For Black Cock, LLC

1719 SE Main Street in Roswell, New Mexico 88201

Subd: ALVARADO SUMMARY PLAT Lot: 17B DOC# 202500302 WD
(Roswell, Chaves County)

Zoning District: C-2 (Community Commercial District)

June 29, 2026

State of New Mexico
Regulation & Licensing Department
Alcohol and Gaming Division
PO Box 25101
Santa Fe, New Mexico 87504-5101

To Whom It May Concern:

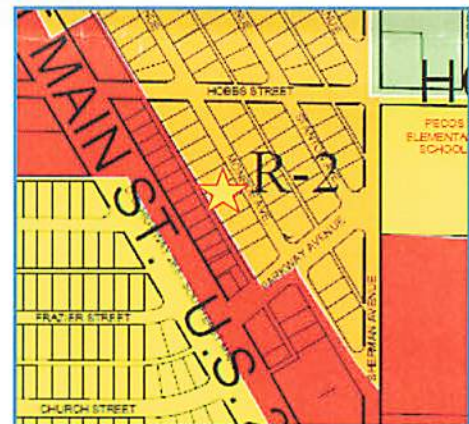
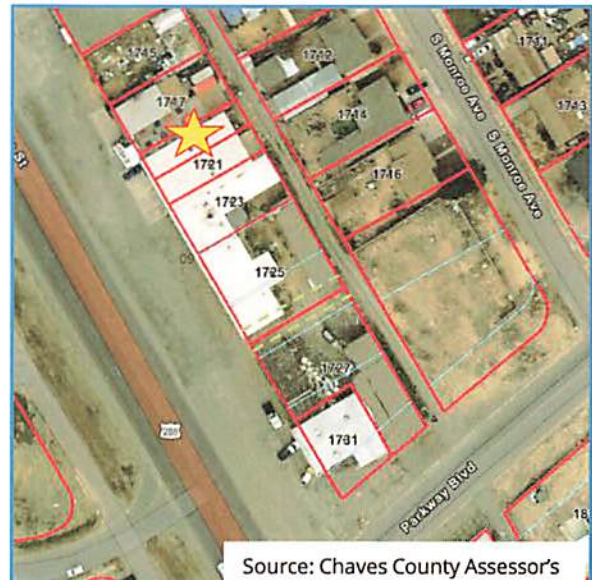
This zoning verification letter is per the request of CV Harris, Owner of Black Cock, LLC. This letter certifies that according to the City of Roswell's Official Zoning Map, the property located at **1719 SE Main Street in Roswell, New Mexico is zoned C-2 (Community Commercial District).**

Restaurants/Food/Drink/Lounges/Liquor are uses-by-right in the C-2 Zoning District. Per the *Roswell Zoning Ordinance 20-08* Amended August 13, 2020

Article 30: C-2 Community Commercial District
Section 2. Use Regulations A. Permitted Uses are as follows:
20. Restaurants/Food/Drink/Lounges/Liquor.

Article 30: C-2 Community Commercial District
Section 1. Purpose.

This district is intended to provide for a wide variety of retail, personal service, wholesale office, and other general service types of uses for the consumer population of the entire community





Note that for a full understanding of what is permitted or prohibited by the City of Roswell's Municipal Code, please refer to the Municipal Ordinance in its entirety through the City's website.

https://library.municode.com/nm/roswell/codes/code_of_ordinances.

Please contact me with any questions.

Sincerely,

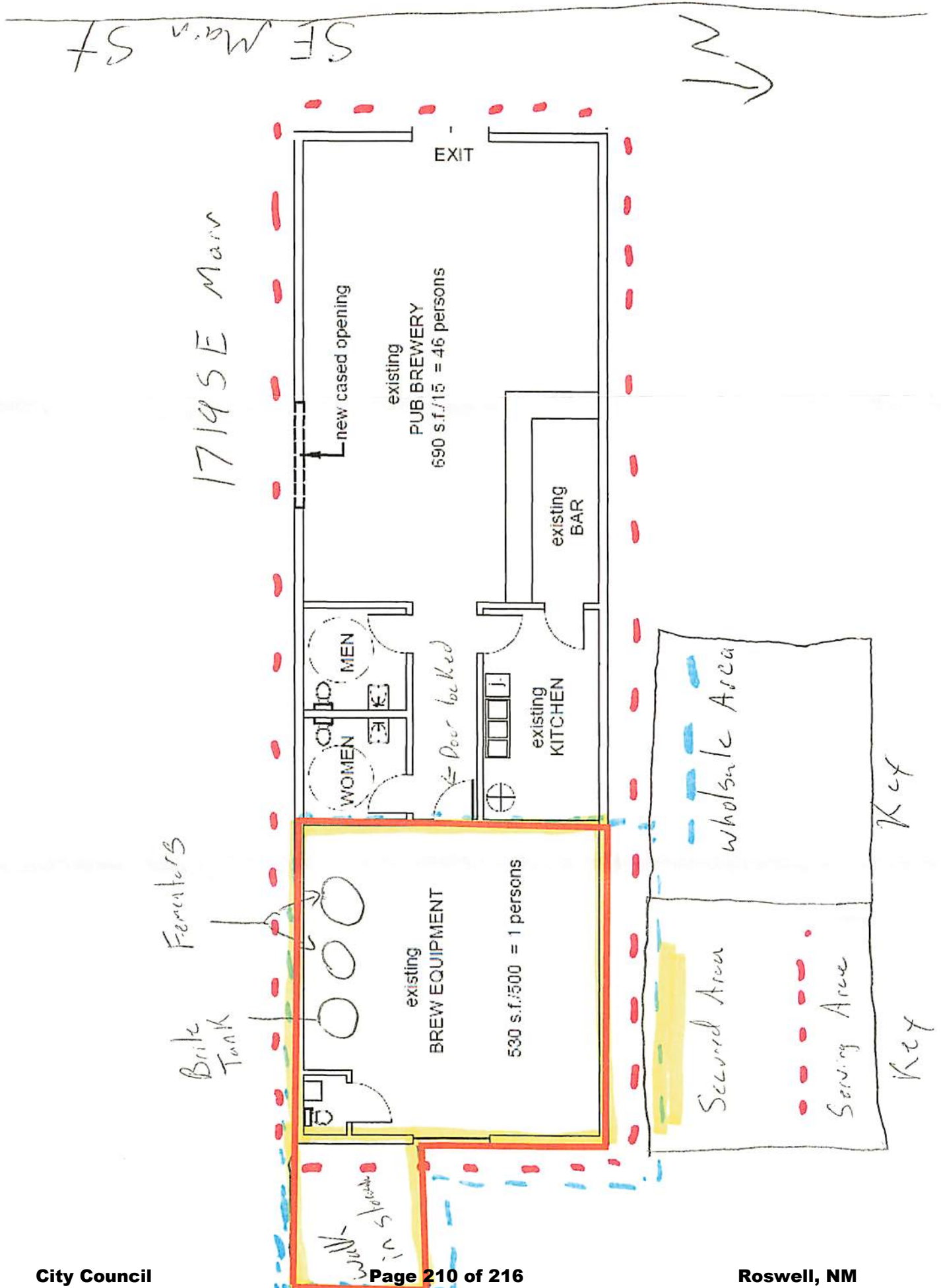
Esperanza DeLeon

Planner II

City of Roswell

575.637.6218 e.deleon@roswell-nm.gov

roswell-nm.gov



**ROSWELL NEW MEXICO
AGENDA ITEM ABSTRACT**

Regular City Council Meeting

28.

Meeting Date: 08/13/2026

COMMITTEE: N/A

CONTACT: N/A

CHAIR: Mayor Pro Tem

ACTION REQUESTED:

Approval of Mayor Jennings's nomination for the Roswell City Council Ward 2 vacancy.
(Corn/Martinez)

BACKGROUND:

Initiated by: Mayor Jennings

Councilor Will Cavin resigned from the Roswell City Council, effective at 5:00 pm on Friday, August 14, 2026.

Section 3-12-1 NMSA 1978 Vacancy on governing body; appointment; procedures.

- (A). A vacancy on the governing body of a mayor-council municipality shall be filled by appointment of a qualified elector by the mayor of the municipality, with the advice, the consent and a majority vote of the members of the governing body that are present; provided that the governing body shall vote at the next meeting immediately following the vacancy to fill the vacancy if the vacancy has not been filled within fifteen days after the vacancy occurred; and provided further that so long as the vacancy remains unfilled, the item shall be included on each subsequent governing body meeting agenda until the vacancy is filled.
- (B). A qualified elector appointed to fill a vacancy on the governing body shall serve until the next regular local election or municipal officer election, whichever is applicable, at which time a qualified elector shall be elected to fill the remaining unexpired term, if any.

FINANCIAL CONSIDERATION

There are no financial costs.

LEGAL REVIEW:

Not applicable to this item.

BOARD AND COMMITTEE ACTION:

No committee review is required.

STAFF RECOMMENDATION:

Consider approval of Mayor Jennings's nomination for the Roswell City Council Ward 2 vacancy.

Attachments

Riley Armstrong - Biography

Riley A. Armstrong

Biography

Riley was born and raised in Roswell and the Hondo Valley. After graduating from high school at NMMI, he graduated from Lubbock Christian College with a degree in business administration. Following graduation from college, Riley spent several years in the ready mixed concrete industry, construction materials business along with farming and ranching businesses.

In August of 2012, Riley began a new career in the real estate business. He has been a Top Producer of the Roswell Association of Realtors every year since 2013. He was awarded the 2017 Realtor of the Year by the Roswell Association of Realtors.

Riley is currently an Associate Broker with Keller Williams in Roswell. Prior to being licensed with Keller Williams, he was the owner of Century 21 Home Planning in Roswell from 2015 to 2025.

Riley has served on numerous local community and state boards, including as president of the NM Concrete, Sand and Gravel Association, the Roswell Girls Club, the Roswell Rotary Club and as a member of the Historical Foundation for Southeast New Mexico. He currently serves as a board member of the Roswell Assurance Home and as a past director of the Roswell Association of Realtors. He also served as a member of the Roswell Planning & Zoning Commission for 10 years and as Chairman for the last two years of his second term. Riley also served as the Vice Chairman of the City of Roswell Airport Commission for a period of 3 years. In addition, Riley is a past President and an Honorary Rotarian of the Roswell Rotary Club and a recipient of the Paul Harris Fellow award.

Riley and his wife, Patricia Greenwade attend Grace Community Church.

RECEIVED

AUG 04 2026

CITY CLERK
ROSWELL, NM

Regular City Council Meeting

30.

Meeting Date: 08/13/2026

COMMITTEE:

CONTACT:

CHAIR:

Summary:

Employee Out-of-State Travel (Informational Only)

Attachments

Fire Department - Travel Memo

Police Department - Travel Memo

MEMORANDUM
City of Roswell

To: CITY COUNCIL MEMBERS

From: Steve Chavez, Fire Chief

Date: July 23, 2026

Subject: Out-of-State Travel for Fire Department

Employee: Daniel Fuller

Dates & Location:

- August 22, 2026 through August 29, 2026- National Fire Academy Executive Fire Officer program, Emmitsburg, MD



Roswell Police Department

CHIEF ALBERTO ALDANA



MEMORANDUM

To: City Council Members

From: Deputy Chief Ryan Craine

Date: August 3, 2026

Subject: Notification of Out-of-State Training for Department Personnel

Dear Council Members,

The following personnel are scheduled for out-of-state training.

1. Cassandra Juarez

- **Rank/Position:** Detective
- **Training Program:** Homicide Investigations Program
- **Location:** Davie, FL
- **Dates:** July 19th, 2026 – Aug 1st, 2026
- **Purpose/Objective:** Both the employee and the agency would benefit through case solvability from the beginning of the investigation through to successful prosecution of most violent crimes.

2. Christian Fulkerson and Matthew Fuentes

- **Rank/Position:** Patrol Officers
- **Training Program:** The Reid Technique of Investigative Interviewing and Advanced Interrogation Techniques
- **Location:** Dallas, TX
- **Dates:** Aug 3rd, 2026 – Aug 7th, 2026
- **Purpose/Objective:** This training will assist the city, Department, and officers with further techniques on how to interrogate/questions suspects and witnesses on scenes that will assist in investigations. They are aspiring to become detectives in the future and will need further training in interrogation techniques.

3. Brad Bailey and Jerod Candelaria

- **Rank/Position:** Sergeant and Officers
- **Training Program:** Basic Crisis Negotiations
- **Location:** Bay St Louis, Mississippi
- **Dates:** Aug 16th, 2026 – Aug 22nd, 2026
- **Purpose/Objective:** This is the basic training needed for the position as a Negotiator. Good starting point if they must negotiate in a hostage or barricaded-subject situation.

4. Tan Nguyen and Domicio Morales

- **Rank/Position:** Sergeant and Recruiting Officer
- **Training Program:** The 17th Police Recruitment and Retention Summit
- **Location:** Phoenix, AZ
- **Dates:** Sept 22nd 2026 – Sept 24th, 2026
- **Purpose/Objective:** This training will provide new/better insights or ideas on better ways to recruit officers and retain these recruits.



Roswell Police Department

CHIEF ALBERTO ALDANA



5. **Alberto Aldana and Michael Fry**

- **Rank/Position:** Chief and Lieutenant
- **Training Program:** International Association of Chiefs of Police Conference
- **Location:** Orlando, FL
- **Dates:** Oct 24th, 2026 – Oct 28th, 2026
- **Purpose/Objective:** Required for continued leadership training.

6. **Joaquin Martinez**

- **Rank/Position:** Crime Scene Technician
- **Training Program:** Crime Scene Investigation for CSI/Detective
- **Location:** Pueblo, CO
- **Dates:** Oct 6th, 2026 – Oct 8th, 2026
- **Purpose/Objective:** Will be beneficial as he is a new Crime Scene Tech. Will teach him the proper ways to investigate the scene.

This memo is intended for informational purposes. Should you require any additional information, please do not hesitate to contact me.

Sincerely,

Deputy Chief Ryan Craine