



OCCUPANCY TAX BOARD
Tuesday, July 21, 2026, 2:30 p.m.
Large Conference Room at Roswell City Hall
425 N. Richardson Ave. Roswell, NM 88201
Committee Chair: Mike Gottlieb
Vice Chair: Jane Ann Oldrup
Committee Members: Kabir Bhakta
Staff Representative: Tommi Jo Conyers

A. Call to Order

B. Roll Call

C. Approval of Agenda

D. Approval of Minutes

Approval of May 19, 2026, meeting minutes

E. Action Items

1. Review and Recommendation for Lodgers' Tax Funding Request: Eastern New Mexico State Fair
2. Review and Recommendation for Lodgers' Tax Funding Request: Roswell Symphony Orchestra 2026-2027 Season
3. Review and Recommendation for Lodgers' Tax Funding Request: Rio Pecos Kennel Club
4. Review and Recommendation for Lodgers' Tax Funding Request: Roswell Hispano Chamber of Commerce- Pinata Fest
5. Review and Recommendation for Lodgers' Tax Funding Request: National Championship Air Races 2027
6. Review and Recommendation for Lodgers' Tax Funding Request: Crash and Clash Wrestling Tournament
7. Review and Recommendation for Lodgers' Tax Funding Request: The Nancy Lopez Legacy Celebration- First Tee

F. Other Business/Non-Action/Information Items/Reports

1. Reports: Lodger's Tax & Convention Center Bed Fees, Visitor Center Report

G. Public Comments

H. Adjourn

Next Meeting: October 20, 2026

AGENDA STATEMENT

Notice of this meeting has been provided to the public in compliance with Sections 10-15-1 through 10-15-4 NMSA 1978 and **Resolution 26-12**.

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 prior to 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 575-624-6700.

NOTICE OF POTENTIAL QUORUM -- A quorum of the City Council may or may not attend, but there will be not be debate by the City Council. The Council, acting as attendees to an informational presentation, will not be discussing public business and no action will be taken.

Printed and posted: July 14, 2026

Occupancy Tax Board Meeting:

Please join my meeting from your computer, tablet, or smartphone.

<https://meet.goto.com/784626549>

You can also dial in using your phone. (For supported devices, tap a one-touch number below to join instantly.)

United States: +1 (571) 317-3112

- One-touch: <tel:+15713173112,,784626549#>

OCCUPANCY TAX BOARD
Tuesday, May 19, 2026, 2:30p.m.

Committee Chair: OPEN

Vice Chair: OPEN

Committee Members: Jane Ann Oldrup,
Mike Gottlieb, Kabir Bhakta

Staff Coordinator: Tommi Jo Conyers

Notice of this meeting was given to the public in compliance with Sections 10-15-1 through 10-15-4 NMSA 1978 and Resolution 26-12

A. CALL TO ORDER

The meeting was called to order at 2:30 p.m.

B. ROLL CALL

Members present: Jane Ann Oldrup, Kabir Bhakta

Staff present: TJ Conyers, Amanda Dickerson

C. APPROVAL OF AGENDA

Member Oldrup moved to approve the agenda. Member Bhakta was the second. A voice vote was as follows: Jane Ann Oldrup-Yes; Mike Gottlieb – Yes; Kabir Bhakta-Yes; and the motion passed 3-0

D. APPROVAL OF THE MINUTES

Member Oldrup moved to approve the minutes for November 18, 2026, and January 20, 2026. Member Bhakta was the second. A voice vote was as follows: Jane Ann Oldrup-Yes; Mike Gottlieb – Yes; Kabir Bhakta- Yes; and the motion passed 3-0

E. ACTION ITEMS

1. Recommendation and approval of Committee Chair

Mrs. Conyers explained that the previous chair did not reapply to serve on the board, so there needs to be a new board member appointed.

Member Oldrup moved to appoint Mr. Gottlieb as the Chair. Member Bhakta was the second. A voice vote was as follows: Jane Ann Oldrup-Yes; Mike Gottlieb – Yes; Kabir Bhakta- Yes; and the motion passed 3-0

2. Recommendation and approval of Vice- Chair.

Mrs. Conyers explained that the previous vice-chair did not reapply to serve on the board, so there needs to be a new board member appointed.

Member Gottlieb moved to appoint Mrs. Oldrup as the Vice Chair. Member Bhakta was the second. A voice vote was as follows: Jane Ann Oldrup-Yes; Mike Gottlieb –

Yes; Kabir Bhakta- Yes; and the motion passed 3-0

F. OTHER BUSINESS/NON-ACTION/ INFORMATIVE ITEMS/REPORTS

1. Occupancy Tax Overview

Mrs. Conyers Presented an overview of the Special Events Policy for Lodgers' Tax Event Funding as well as what Lodgers' Tax is and what the money can be used for.

2. Reports: Lodgers' Tax & Convention Center Bed Fees, Visitor Center Report

Mrs. Conyers presented the Lodgers' Tax and Convention Center Bed Fee Reports for revenues collected in March 2026 (reflecting February 2026 activity)

Mrs. Dickerson also provided an overview of the Visitor Center Reports for March 2026.

G. PUBLIC COMMENT

None

H. ADJOURNMENT

The meeting adjourned at 3:14 p.m.



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):

Sanitatio1
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

EVENT NAME: ENMSF		Awarded Amount		20,000.00			
DATE(S): 9/29-10/4/2025		completed date:					
Reimb Due date: 12/4/2025							
Rec'd Reimb date: 12/10/2025							
ELIGIBLE EXP	VENDOR	DESCRIPTION	INVOICE AMT	PROOF OF PAYMENT	PROOF OF WORDING	ELIG AMT	COMMENTS
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	Starr Janitorial	Sanitation	9,182.98	Y	n/a	9,182.98	
Y	Exteme 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:



LODGERS' TAX

APPLICATION AND INSTRUCTIONS

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tourism@roswell-nm.gov



LODGERS' TAX GENERAL INFORMATION

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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

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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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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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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): _____

FY2026 Sponsorship

EVENT NAME:	Roswell Symphony Orchestra	Awarded Amount	20,000.00
DATE(S):	Seanson Dates		
Reimb Due date:	6//2026		
Rec'd Reimb date:	6/27/2026		

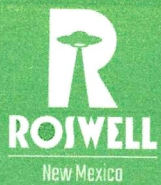
ELIGIBLE EXP	VENDOR	DESCRIPTION	completed date:	DOCUMENTATION			ELIG AMT	COMMENTS
				INVOICE AMT	PROOF OF PAYMENT	PROOF OF WORDING		
Y	Lindmark	Billboard		2,269.68	No	No		
Y	Lindmark	Billbaord		2,269.68	No	No		
Y	Lindmark	Billboard		3,092.22	No	No		
Y	Lindmark	Billboard		1,330.35	No	No		
N	Southwest Printers	Ticket Brochure Mailer and shipping		437.79	No	No	0.00	Does not have a Roswell Logo or wording
Y	Southwest Printers	Posters and Programs		858.15	No	No		
Y	Southwest Printers	Amahl posters and flyers		63.75	No	No		
Y	Southwest Printers	December Programs		1,565.65	No	Yes	1,565.65	Logo on Page 22
N	Southwest Printers	Letters and Envelopes		396.71	No	No	0.00	Does not have a Roswell Logo or wording
Y	Southwest Printers	March Concert posters and programs		981.70	No	No		
?	Southwest Printers	Sustaining Fund Postcards		808.48	No	No		
?	Southwest Printers	Retractable Banner		193.95	No	No		
Y	Southwest Printers	April Concert Programs		1,781.15	No	No		
Y	Southwest Printers	Ravel and Tchaikovsky Posters		21.60	No	No		
Y	Southwest Printers	Master in harmony posters and Imprint Cards		180.65	No	No		
Y	Southwest Printers	February Concert Posters		2,175.60	No	No		
Y	MSPB Nash Media	December Audio and Video		320.00	No	NA		
Y	MSPB Nash Media	May Audio and Video		320.00	No	NA		
Y	NMMI	Facility fee and Meals Feb. and May		4,755.40	No	NA		
Y	NMMI	Facility fee and Meals Dec.		2,520.20	No	NA		
Y	Pecos Valley Braodcasting	Radio Ads		375.68	No	No		
Y	Pecos Valley Braodcasting	Radio Ads		375.68	No	No		

Eligible Expendes	1,565.65	eligible for	of award amount
Awarded Amount	20,000.00		

Balance	
---------	--

NOTES:

7/9/26- Emailed Betty Sanchez for missing documents. Proof of performace and proof of payment.



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
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 exhibitors 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): _____



LODGERS' TAX

APPLICATION AND INSTRUCTIONS

Contact information for questions:

tourism@roswell-nm.gov



LODGERS' TAX GENERAL INFORMATION

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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

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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



Permit #: _____

SPONSORSHIP LODGERS' TAX REQUEST

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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.

<u>~2,750 (55%)</u>	Local
<u>~2,250 (45%)</u>	Outside
<u>~45%</u>	% 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): _____

EVENT NAME:		Pinata Fest		FY26- Marketing, Sanitation, and Security		Awarded Amount		5,000.00	
DATE(S):		9/12-9/13/2025							
Reimb Due date:		12/13/2025							
Rec'd Reimb date:		12/13/2025							
ELIGIBLE EXP		VENDOR		completed date:		INVOICE AMT		DOCUMENTATION	
		DESCRIPTION						PROOF OF PAYMENT	
Partial		Agency 66		Advertising		8,303.68		Yes	
Y		Roswell Security		Security Services		1,244.90		Yes	
Y		Shiny Boys Services		Potties		500.00		Yes	

NOTES:

EVENT NAME:		FY26- Sponsorship		Awarded Amount		5,000.00		
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
	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	

NOTES:

12/15/2025- amount approved Pending receiptal of all missing documents
1/9/2026 Meet with Mr. Erard to discuss missing documents



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.

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.



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.

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
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 2

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 surr

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

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

56,000

70

Local

Outside

% 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): _____

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', with a stylized flourish at the end.

Greg Gibson

Marketing and Business Development Manager
Reno Air Racing Association

CC:

Mike Espiritu
Fred Telling
Bobbi Thompson
Tony Logoteta

NATIONAL CHAMPIONSHIP AIR RACES 2025: NEW MEXICO TOURISM SPONSORSHIP REPORT



**NEW MEXICO
TRUE**

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

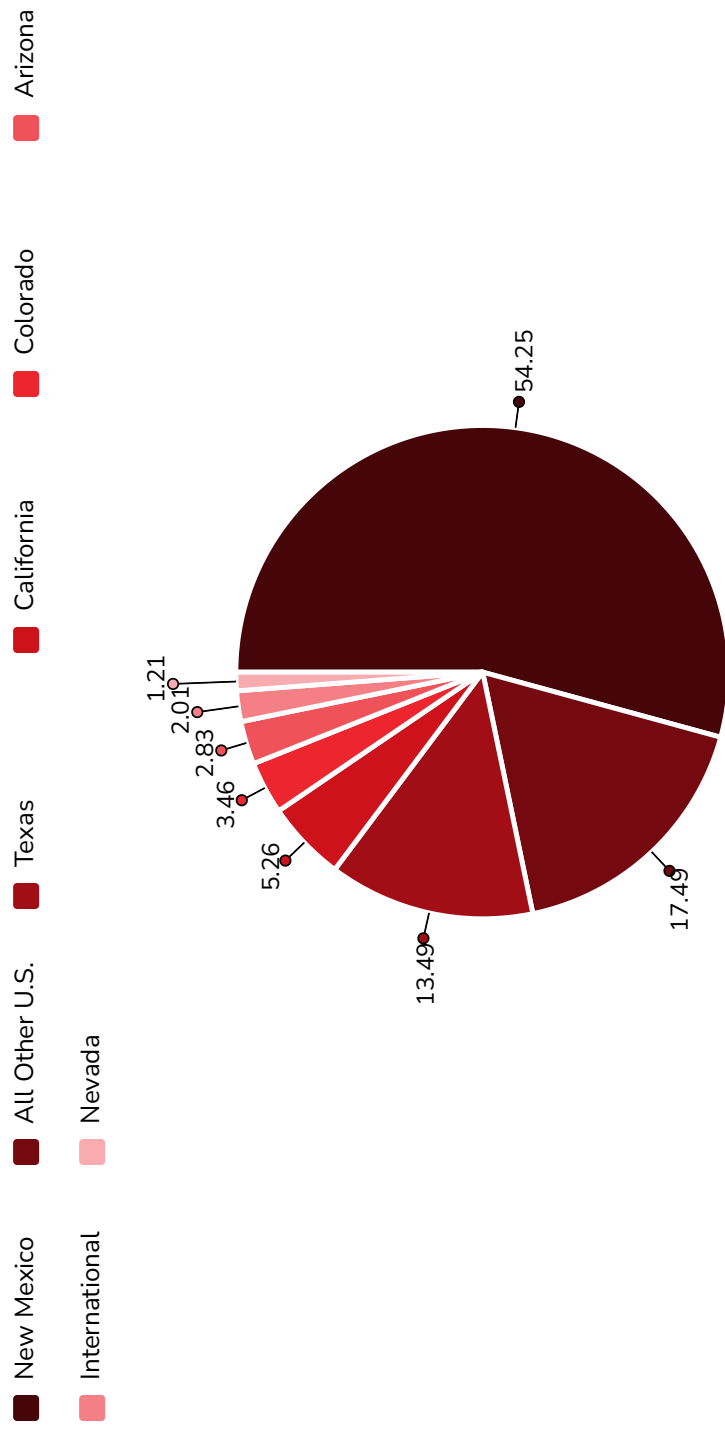
Attendance was calculated using verified ticketing data from the event's full sales export, combined with counts of season pass holders, box-seat allocations, VIP hospitality credentials, race teams, volunteers, staff, media, and sponsor guests. Multi-day credentials were allocated across the five-day 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 17.49%. 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

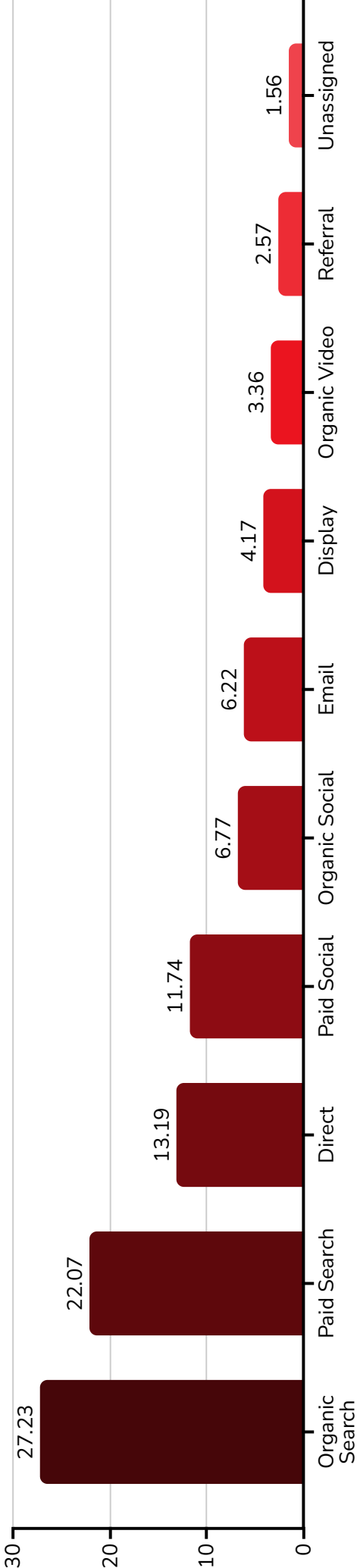
January 1 - September 14, 2025

546K

SESSIONS

January 1 - September 14, 2025

58 Website traffic breakdown:



WEBSITE PERFORMANCE AND TRAFFIC ANALYSIS

WEBSITE PERFORMANCE

346K

USERS

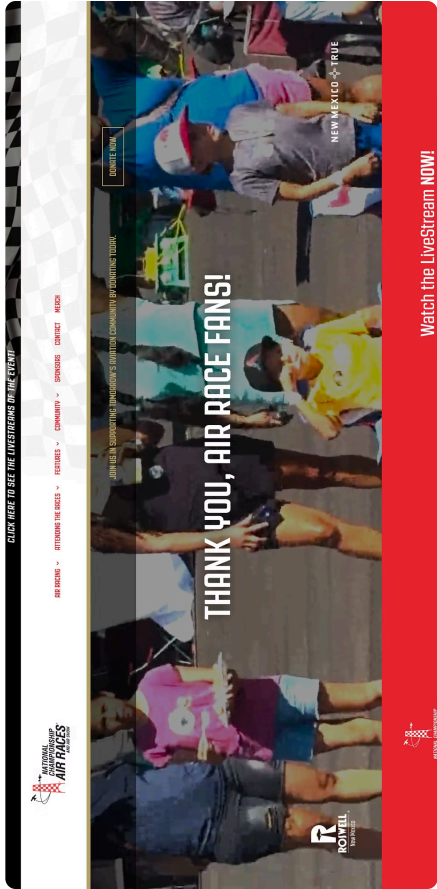
January 1 - September 14, 2025



546K

SESSIONS

January 1 - September 14, 2025



EMAIL MARKETING PERFORMANCE

EMAIL MARKETING

33,606

SUBSCRIBERS REACHED

Across 47 email campaigns (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.



NEW MEXICO TRUE

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

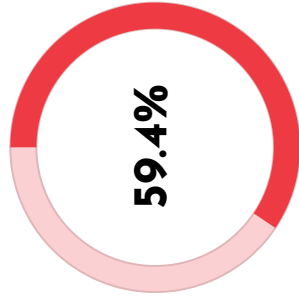


SOCIAL MEDIA GROWTH AND PLATFORM DISTRIBUTION

22%

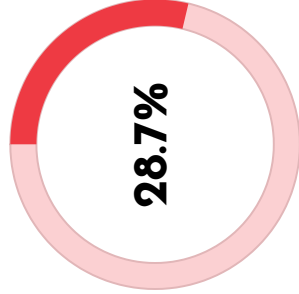
FOLLOWER GROWTH AVERAGE ACROSS ALL PLATFORMS

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



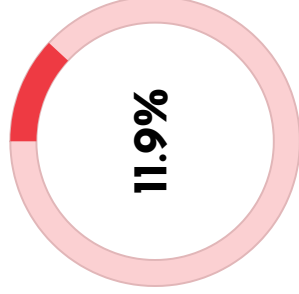
Facebook

[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

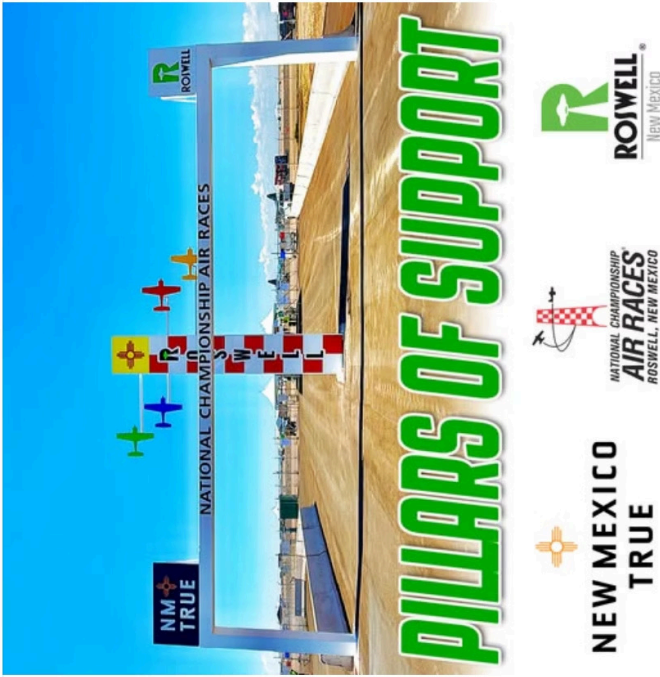
Reno Air Racing Association Published by Greg Gibson · August 20 ·

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

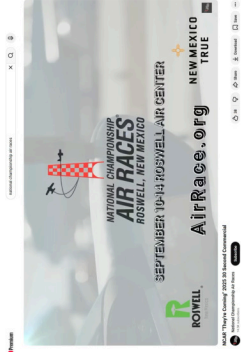
+314% YoY

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:

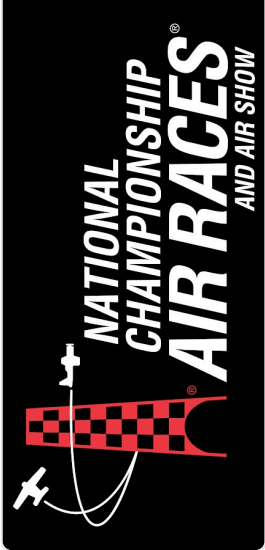


2025 Road to Roswell Series

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:



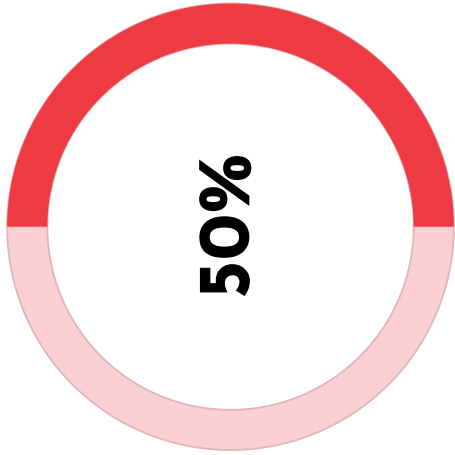
National Championship Air Races

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

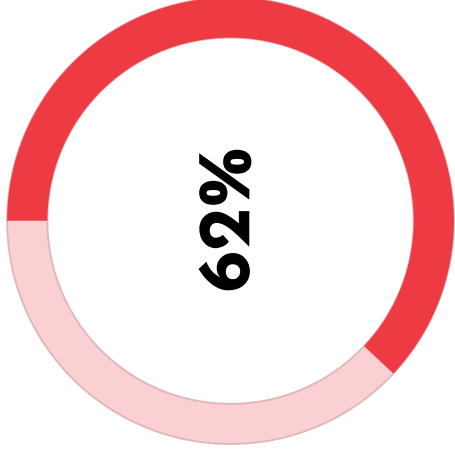
TRADITIONAL PAID MEDIA ROI:



Financial ROI

2,252

Paid Placements



Bonus ROI

3,629

Bonus Placements

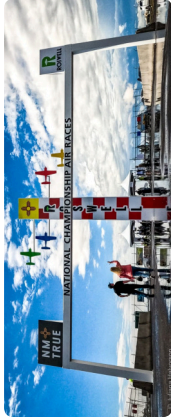
The traditional media strategy notably exceeded expectations, with bonus placements significantly outperforming paid placements. Our analysis shows a 50% financial ROI and an impressive 62% bonus ROI, indicating strong added value from earned media. With 3,629 bonus placements achieved compared to 2,252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



ON-SITE BRAND ACTIVATION AND EVENT INTEGRATION

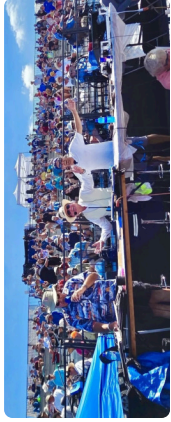
VISUAL PRESENCE

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)



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.



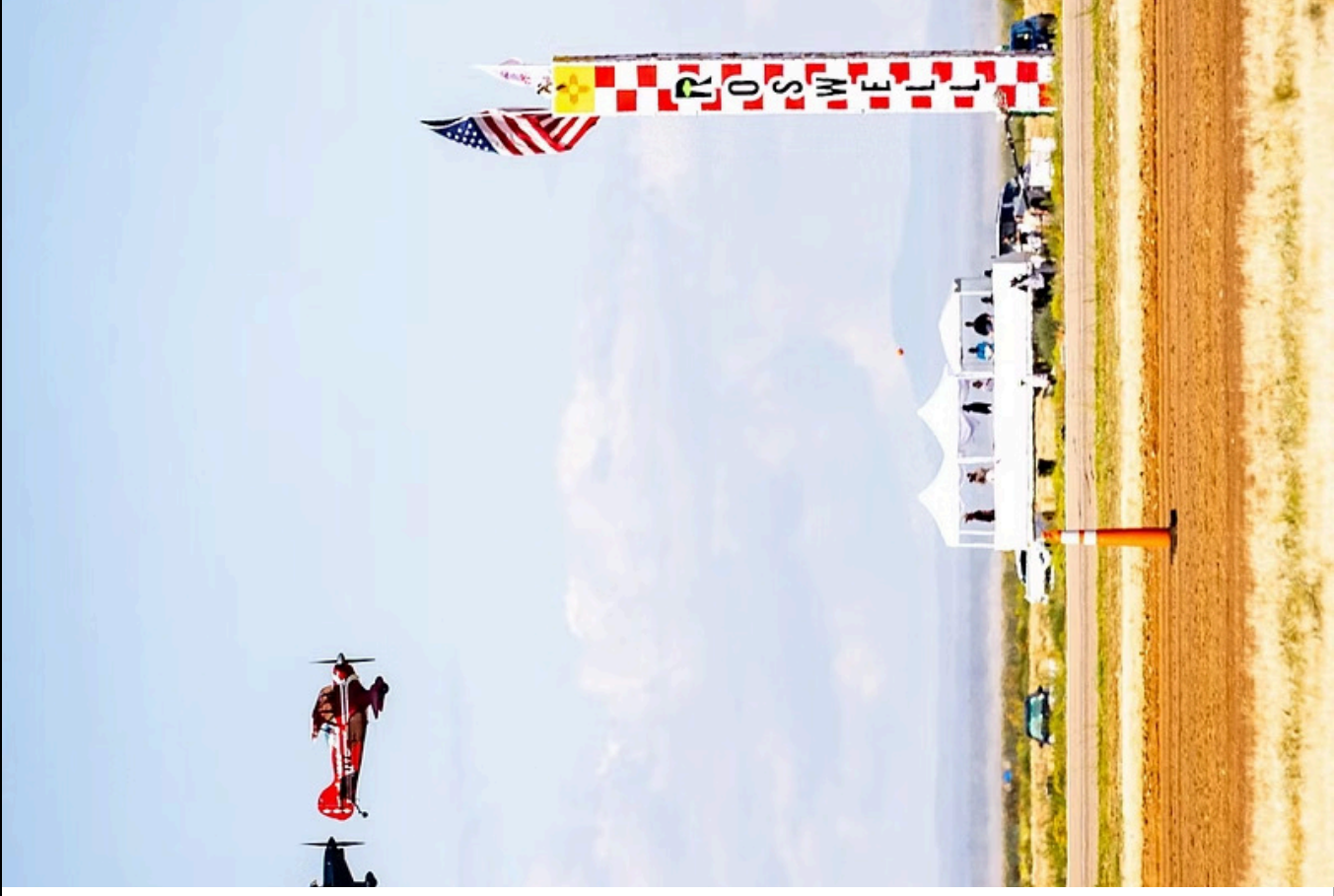
MERCHANDISE TENTS

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.

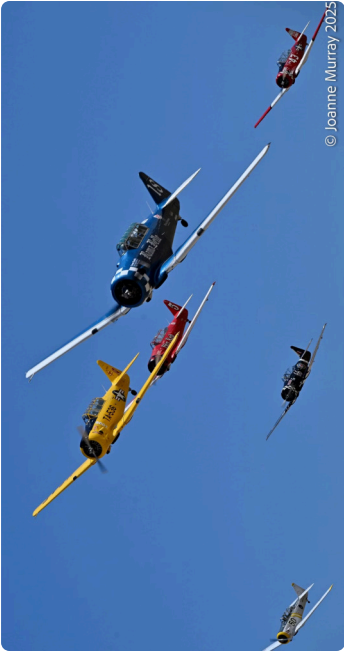
2

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



© Joanne Murray 2025

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):



YouTube

2025 Road to Roswell Series
A series of videos that celebrate the legacy of the National...

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



70

CONCLUSION: EXCEPTIONAL RETURN ON INVESTMENT

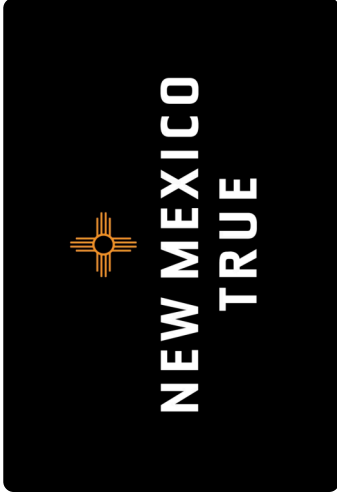
PARTNERSHIP SUCCESS SUMMARY

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



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



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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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
---------------------------------	------------------

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 tourna

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%	Local
90%	Outside
90%	% 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): _____



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:
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.



Permit #: _____

MARKETING LODGERS' TAX REQUEST

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MARKETING BUDGET PLAN

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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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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): _____

Monthly Visitor Center Report June 2025

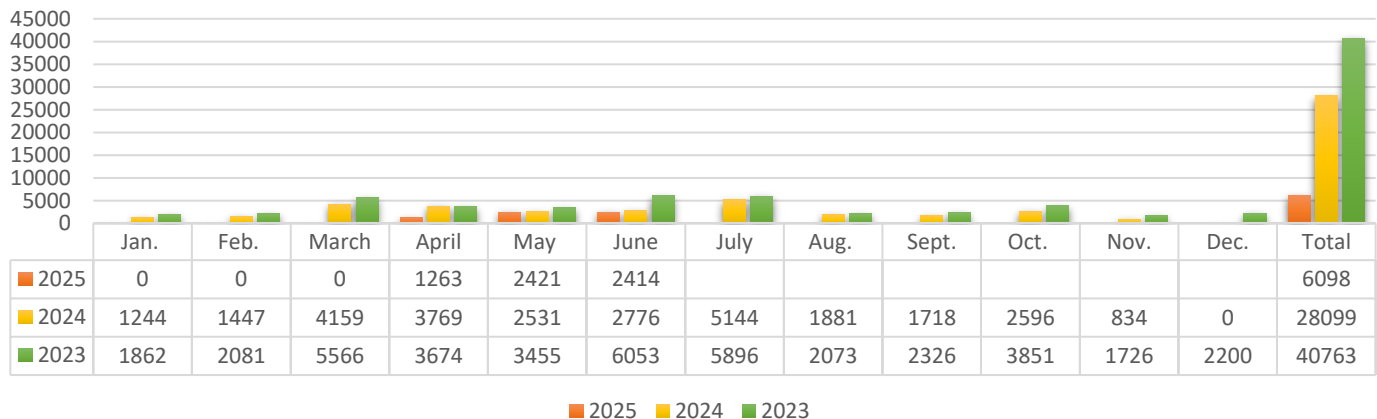
June Visitation Report

Visitor Center Retail Store:

- Welcomed **2414** guest, **581** overnight stays in Roswell or **24%** and **99** Roswell locals.
- **June** sales total **\$10,406**
- Top 5 items sold: Alien Glasses, We Come in Peace Tee, Escape the Ordinary Tee, Believe Tee, Trucker Hat.

	June Comparison			YTD Comparison		
	2023	2024	2025	2023	2024	2025
Roswell Only	343	78	99	796	535	294
New Mexico Visitors (Not including Roswell Area)	476	104	150	1487	709	353
US Visitors (Not including New Mexico)	5085	2451	2080	19090	13384	5081
International Visitors	149	143	85	1318	1298	370
Unknown	0	0	0	0	0	0
Totals Visitors	6053	2776	2414	22691	15926	6098
Numbers reflected above are by calendar year *Now closed on Sundays & Mondays*						

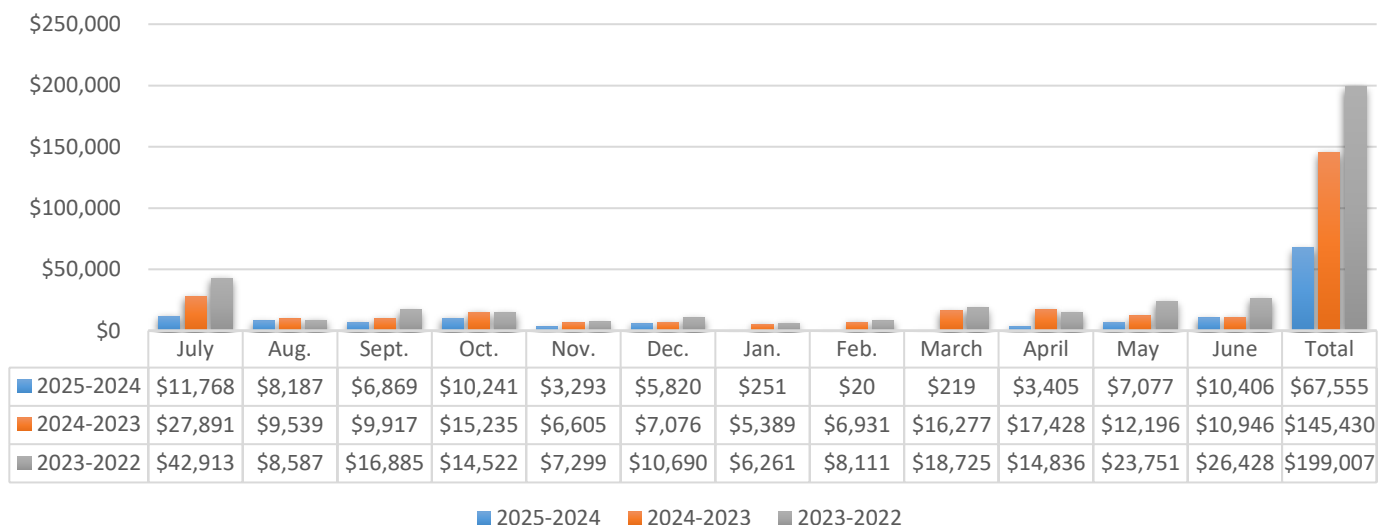
Visitor Comparison By Calendar Year



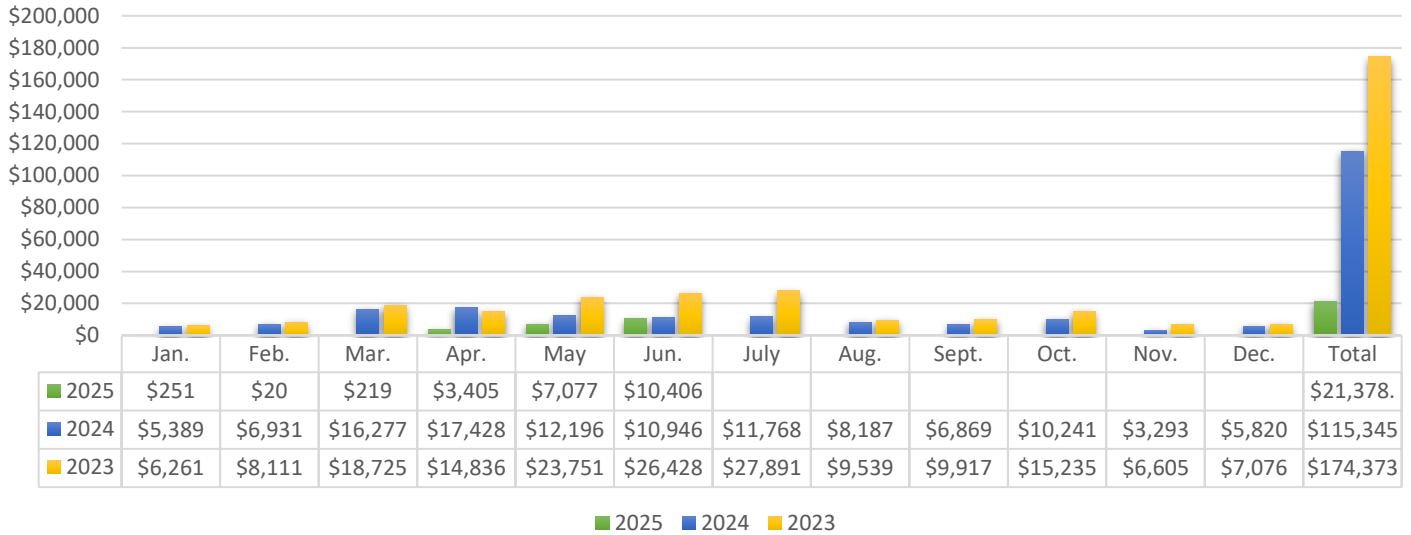
Facility Operations:

- Posted events on Community Calendar, SeeRoswell.com and Visit Widget that were submitted to the websites or events that we have looked for through using other resources.
- Promoted blood drives, small businesses, Spring River Zoo, Virtual Events, Roswell Museum and CSPs on KENW-Portales radio station every Thursday which is written by Visitor Center Staff.
- Updated inventory numbers at Visitors Center once a week and stock room once a month.
- Worked on staff training to help with advancements. Staff has started on new CBT that is required yearly.
- 6/3/25 Hands on Our Hearts Meeting - Amanda
- 6/4/25 UFO Festival Meeting - Amanda
- 6/5/25 Finance Committee Meeting - Amanda
- 6/11/25 COR Safety Committee Meeting - Amanda
- 6/18/25 UFO Festival Meeting – Amanda
- 6/18/25 Delivered tear sheet maps to hotels - Dorothy & Amanda
- 6/19/25 Delivered tear sheets to RV Parks and Restocked Airport - Dorothy & Amanda
- 6/20/25 Equipment Road’eo Meeting - Amanda
- 6/22/25 EOY Inventory Counts VC Stockroom & Store - Dorothy & Amanda
- 6/24/25 Hands on Our Hearts Meeting - Amanda
- 6/30/25 EOY Golf Course Inventory Counts - Dorothy & Amanda
- 6/30/25 EOY Final paperwork Due - Amanda
- ServSafe Certification Renewals - Dorothy & Amanda
- Tourism Request sent out 92 promotional bags/boxes, 1 information packet, Attraction Maps sent to Visitor Centers in Silver City, Cloudcroft, Santa Fe, Albuquerque, Denver, Lubbock, & Clovis.

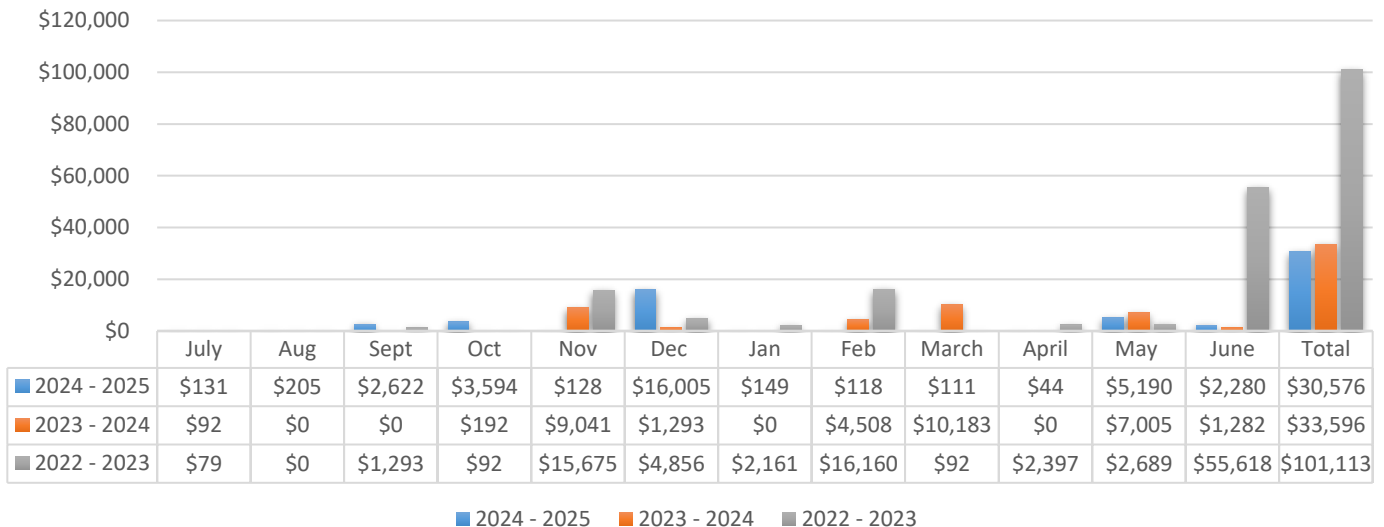
2025 Fiscal Year Revenue Comparison



Calendar Year 2025 Revenue Comparison



Fiscal Year 2025 Merchandise Expenses



CITY OF ROSWELL

5% LODGERS' TAX COLLECTION REPORT

COLLECTED IN MAY 2026 FOR THE MONTH OF APRIL 2026 ACTIVITY

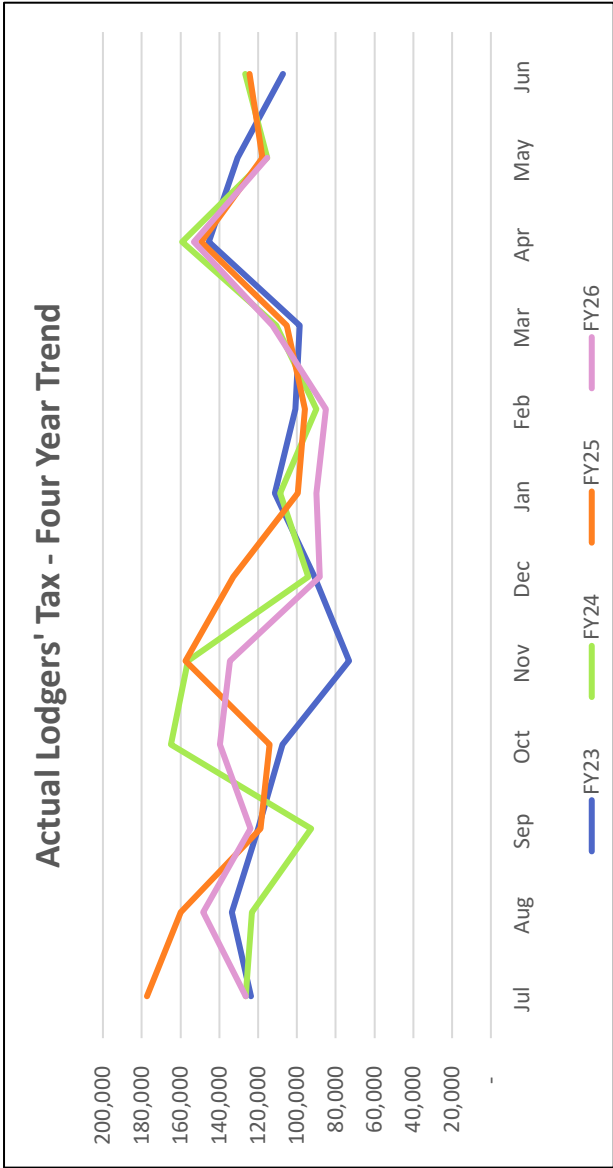
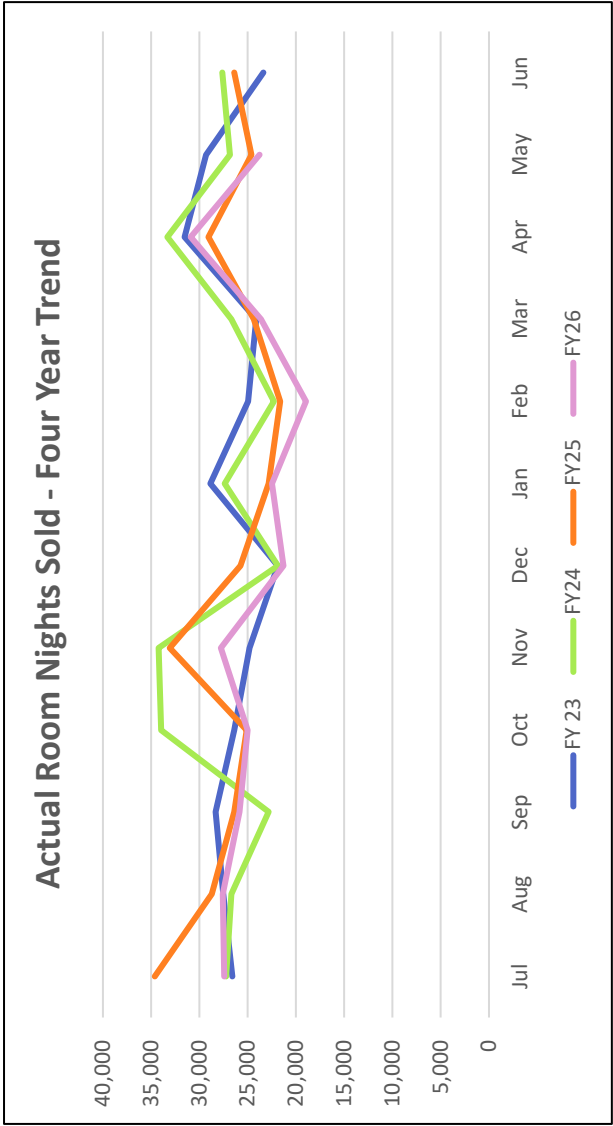


ROOM NIGHTS REPORTED BY MONTH:

	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Total
FY 23	26,570	27,515	28,330	26,385	24,822	21,885	28,847	24,972	24,102	31,539	29,313	23,353	317,633
FY24	27,246	26,672	22,821	33,964	34,230	21,867	27,393	22,269	26,694	33,329	26,826	27,611	330,922
FY25	34,628	28,716	26,372	25,091	33,101	25,752	22,812	21,634	24,353	29,043	24,629	26,392	322,523
FY26	27,421	27,574	25,836	24,990	27,802	21,317	22,495	18,961	23,646	30,907	23,751		274,700
Available	47,460	49,042	49,042	47,460	49,042	47,460	49,042	49,042	44,296	49,042	47,460	49,042	
Room Nights													
Occupancy %	57.8%	56.2%	52.7%	52.7%	56.7%	44.9%	45.9%	38.7%	53.4%	63.0%	50.0%	0.0%	

LODGERS' TAX COLLECTED BY MONTH:

	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Total
FY23	123,675	133,648	120,051	107,406	73,116	91,015	111,293	100,743	98,450	145,415	130,573	107,096	\$ 1,342,481
FY24	126,306	123,243	92,711	164,942	156,080	94,157	108,666	89,983	110,577	159,226	115,351	126,741	\$ 1,467,982
FY25	177,303	159,992	118,806	114,100	157,353	132,870	99,619	95,871	105,116	149,261	117,774	124,547	\$ 1,552,612
FY26	126,367	148,321	123,922	139,591	134,417	88,178	89,939	85,050	112,538	153,081	115,224		\$ 1,316,628



*February increase reflects late payment received by the city not the actual allocation of tax liability to the appropriate month.
**Updated 9/22 to reflect monies received by the city during the monthly reporting period for FY20, FY21, FY22 and FY23 for cash basis only.



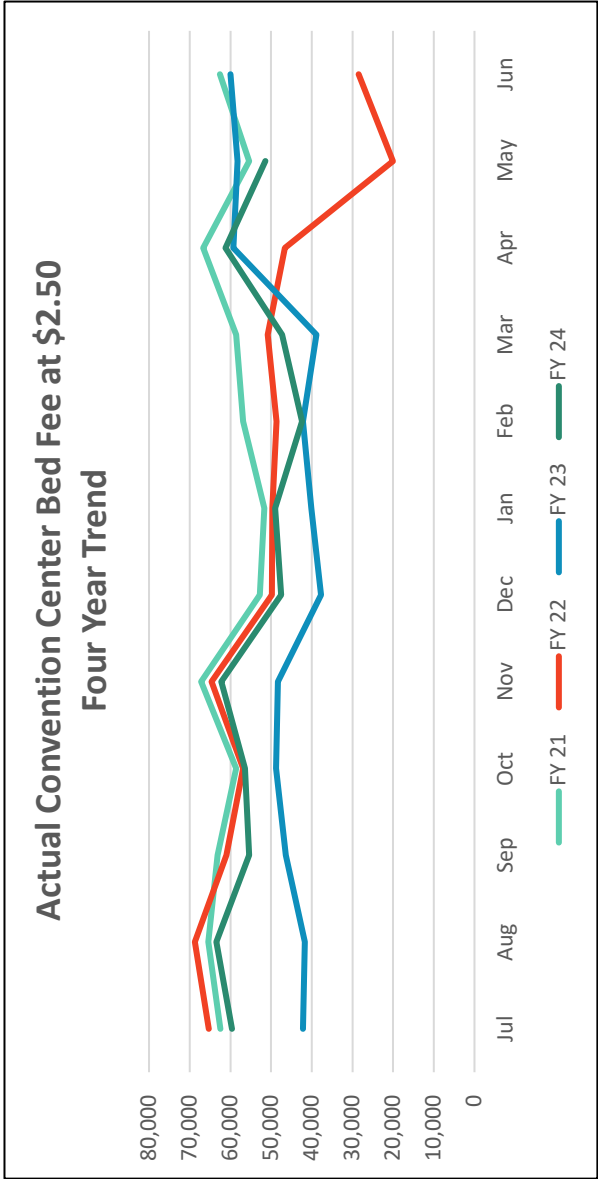
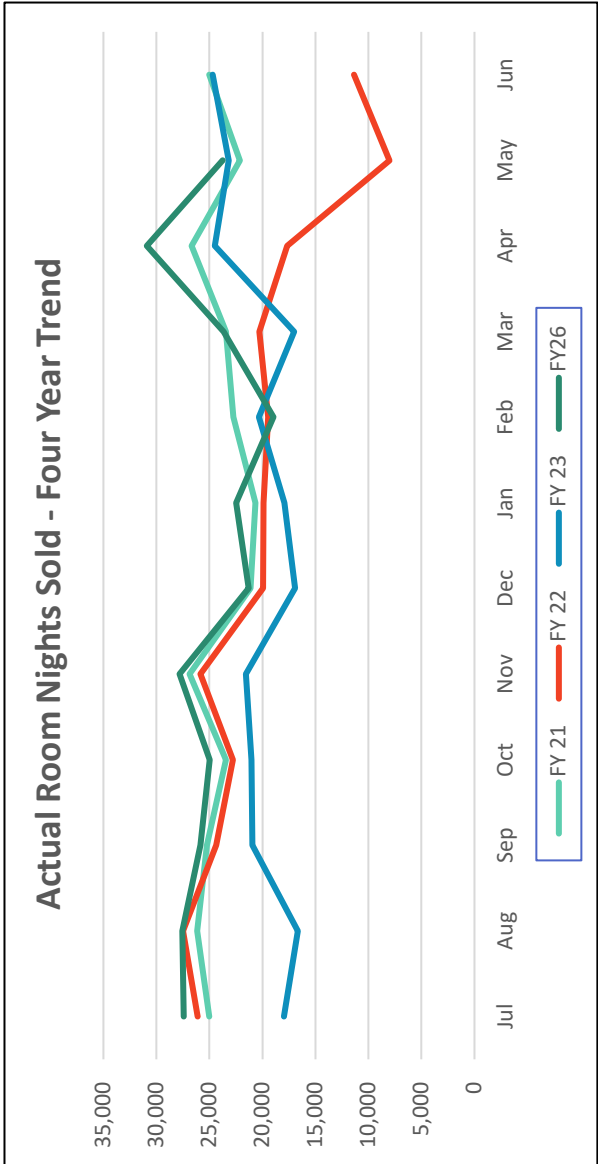
CITY OF ROSWELL
\$2.50 CONVENTION CENTER BED FEE COLLECTION REPORT
Collected in May 2026 for April 2026 Activity

ROOM NIGHTS REPORTED BY MONTH:

	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Total
FY23	26,570	27,515	28,330	26,385	24,822	21,885	28,847	24,972	24,102	31,539	29,313	23,353	317,633
FY24	27,246	26,672	22,821	33,964	34,230	21,867	27,393	22,269	26,694	33,329	26,826	27,611	330,922
FY25	34,628	28,716	26,372	25,091	33,101	25,752	22,812	21,634	24,353	29,043	24,629	26,392	322,523
FY26	27,421	27,574	25,836	24,990	27,802	21,317	22,495	18,961	23,646	30,907	23,751		274,700
Available													
Room Nights	47,460	49,042	49,042	47,460	49,042	47,460	49,042	49,042	44,296	49,042	47,460	49,042	
Occupancy %	57.8%	56.2%	52.7%	52.7%	56.7%	44.9%	45.9%	38.7%	53.4%	63.0%	50.0%	0.0%	

CONVENTION CENTER FEES COLLECTED BY MONTH:

	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Total
FY23	62,518	65,830	67,088	61,810	44,848	51,480	68,305	57,842	53,238	75,480	63,965	54,313	\$ 726,714
FY24	63,160	59,332	49,567	79,130	80,079	50,482	61,255	50,565	58,575	74,128	61,840	63,755	\$ 751,868
FY25	80,315	70,870	60,612	56,428	76,247	64,132	53,257	49,550	50,762	63,197	56,455	58,595	\$ 740,420
FY26	59,642	63,445	55,335	56,445	62,249	47,570	49,045	42,385	47,275	61,152	51,440		\$ 595,983



*February increase reflects late payment received by the city not the actual allocation of tax liability to the appropriate month.
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