

Roswell Hispano Chamber of Commerce

City of Roswell FY25 Annual Report



Our Vision is Simple

- Education unlocks knowledge. Knowledge unleashes individual skills and entrepreneurship which, in turn, creates individual opportunity, and community, economic, and social benefits.

Our Mission

- To drive economic growth in Chaves County by empowering businesses through education, resources, and advocacy.

FY 2025 Membership

➤ Members Thru June 23, 2025:

✓	12/31/2024	Total Membership	=	96
✓	06/23/2025	Members Dropped	=	0
✓	06/23/2025	Members Gained	=	46
✓	06/23/2025	Total Members	=	142
✓	06/23/2025	Membership Increase	=	48%

Membership & Business Engagement (Cont'd)

New RHCC Members:

Sun Valley Energy	Tom's Towing Service
Michael J McKee Insurance Agency	Sofia Vanden Bout insurance
Comfort Suites	Tiny Trends Children's clothing
Eastern New Mexico University	Wesst
May Taylor & Co.	WaFd Bank
Martin's Capital Café	Jay Cano Trucking
Amigo TAX Service Inc.	The Miscellaneous Office
Alisara	Agape Homecare.
Crossroads Express	Game Day
Passion, Entertainment	Kraft Law LLP
Thomas Davis	Wells Fargo
Noalmark -La Ley Radio	SparkLight
Chero's Boots	N & E Enterprises
Moon Man Printing,	Brent's Eyeglasses
Luxury Rides	Hot Bev (Location 1)
Simon Anaya Printing	Hanna Carlton Insurance
Alma's Restaurant	Roswell Independent School District
JC Event Venue, LLC	Ancient of Days
Xcel Energy	Paizion Entertainment
	Peppers Grill & Bar
	KBIM / KBIM FM / Noalmark

Membership & Business Engagement (Cont'd)

New RHCC Members - May:

Jackson Hewlitt \$100	Aztec Imports \$125	Otero Federal \$400
Wells Fargo \$400	NM Gas \$1000	Supermeat Mart \$300

FY 2025 Financials

➤ June 1, 2024 thru June 23, 2025:

▪ Total Liabilities & Equity	=	\$49,692.16
▪ Total Income	=	\$69,224.68
▪ Total Expenses	=	\$74,303.58
▪ Net Income	=	(\$ 5,078.90)

We Have Made Major Strides in Laying a Solid Foundation for the Future

- 1. Organizational Growth & Leadership**
- 2. Membership & Business Engagement**
- 3. Community & Education Advocacy**
- 4. Tourism Event Execution**
- 5. Marketing & Visibility**

Organizational Growth & Leadership

- **Reviewed And Updated Our By-laws:** We are now in full compliance with them, including the election of officers and board members.
- **Reviewed and Reconciled Our Financial Records:** To have a clear understanding of our financial position and to ensure accurate and transparent reporting.
- **Revitalized Our Board of Directors:** Recruited purpose-driven members focused on transparency, processes, strategic impact, community, and education—This is an ongoing effort.

Organizational Growth & Leadership (Cont'd)

- **Streamlined Committees:** We continue to clarify responsibilities and improve accountability across executive, planning, membership, and education teams.
- **Upgrading Our CRM System:** We are transitioning to a new platform to improve communication with current and prospective members—and vice-versa.
- **Implemented Action Plans:** As per our contract with the City we have developed and are in the process of executing a 12-month membership drive centered on business education initiatives and membership benefits.

Membership & Business Engagement

- **Small Business:** Our goal is to help smaller, under-resourced businesses by offering tools and individual, hands-on support through local partners like SBDC, Workforce Training, and WESST, to grow their footprint, gain customers, cut red tape, and build partnerships.
- **Major Employers:** Our goal is to support large employers in maintaining a stable and business-friendly environment—through advocacy, relationships, and policy engagement—while helping them to develop workforce strategies that align with their growth and talent development needs.

Membership & Business Engagement (Cont'd)

- **Strengthened Membership Value:** Launched a series of business workshops and facilitated access to practical tools, expert-led training, and actionable insights—all designed to address real-time business challenges and connect members with subject-matter experts in finance, marketing, operations, and workforce development.
- **Created Engagement Tools:** Implemented “meet and greet” events and used targeted outreach—such as emails and social media messaging—to build a pipeline of prospective members and surveyed them to identify their needs.

Membership & Business Engagement (Cont'd)

Surveyed Members and Prospects:

- **Local Legal Resources**
- AI Business Integration
- Gathering Customer Data
- **Social Media Marketing**
- Financial Literacy
- Customer Communication
- MSFT Office Training
- **Tax Bootcamp**
- NM Business Showcase
- Help Homeless Program
- Working w/ RARA
- Bus. Resources in RoW

Membership & Business Engagement (Cont'd)

- **Hired New Executive Director:** Welcomed Melissa Cobos as Executive Director to lead RHCC into its next chapter. With a strong background in community engagement, she has brought fresh energy and focus to drive membership growth.
- **Engaged in Business Development & Systems Training:** Ms. Cobos is working with the Small Business Development Center to implement processes that will further drive RHCC membership growth and better serve local entrepreneurs.
- **Increased Membership:** In six months, Ms. Cobos has increased membership by 48%, from 96 to 142 members.

Community & Education Advocacy

- **Developed Education Series:** Launched a series of business workshops and will be hosting a monthly "Lunch and Learn" series, initially for members, focused on business topics.
- **Promoted Alternative Educational Pathways:** Championed community awareness and access to nontraditional education routes, including skilled trades, entrepreneurship, military service, and adult learning.
- **Co-led Two Public Education Fairs:** Partnered with ENMU-R, NMMI, and others to elevate awareness of postsecondary local alternatives and eliminate barriers to entry.

Community & Education Advocacy (Cont'd)

Education Fair Topics:

- **NMMI** – Early Commissioning Program; IPA
- **ENMU-R** – Automotive; Aviation; Health Sciences
- **Job Corps** – Construction: Electrical; Painting
- **Youth Challenge** – Military; EMR & Fire Science
- **RISD** – Early College Program

Tourism Event Execution

- **PiñataFest:** Currently being revamped to boost community engagement and regional tourism visibility.
- **Cinco de Mayo Festival:** Partnered at **MatanzaFest** with HSNB to support local education and expand tourism impact.
 - Helped raise nearly \$20,000 for education.
 - Approximately 2,500 attendees.
 - Total estimated economic impact of \$67,436 to \$91,954.
 - Boosted tourism and business engagement.
 - ✓ Involved 28 local vendors, 23 major local sponsors, and dozens of volunteers.

Marketing & Visibility

- **Volunteer Rewards:** Because of our volunteer contributions to the HSNB in MatanzaFest, RHCC was included in their radio and digital advertising campaigns (as was CoR) significantly increasing our visibility and name recognition.
- **HSNB Achieved Over 750,000 Facebook Ad Views:** By partnering with the Horseshoe Nails Brigade, we amplified the RHCC brand and expanded our reach.
- **Consistent Messaging:** Ensured all communications tied back to RHCC's core values: education, economic opportunity and cultural tradition.

CONCLUSION

- **Aligned Expectations:** We believe the RHCC is in step with the needs of our members, the broader community, and our shared commitments with the City of Roswell.
- **Working Together:** We continue to collaborate closely with partner organizations—including the City of Roswell, as well as NMMI, ENMU-R, and the EDC—to advance our mission and amplify community impact.

CONCLUSION

- We have implemented much of the scope of work as outlined in our commitment to the City of Roswell and hope to continue our partnership with the city in FY-26.
- ✓ Launched Membership Retention and Development and Business and Community Education Initiatives.
- ✓ Rolled out the Community and Professional Enhancement Initiatives, beginning with the Procurement Lecture Series, using a membership survey as a starting point.

Current Public Affiliations

ENMU-R

RCCEDC

ROSWELL
PUBLIC
LIBRARY

CHURCH ON
THE MOVE

UNITED WAY
OF CHAVES
COUNTY

RISD

ROSWELL
CHAMBER OF
COMMERCE

UNITED
STATES
HISPANIC
CHAMBER

MAINSTREET
ROSWELL

WESST

KEEP
ROSWELL
BEAUTIFUL

NMMI

Future Affiliations

FARMERS
COUNTRY
MARKET

BILTWISE

ROSWELL AIR-
CENTER AND
AVIATION

ROSWELL
BANKS

CORTEZ GAS

LOCAL OIL
AND GAS
COMPANIES

LEPRINO
FOODS

XCEL ENERGY

EASTERN NM
MEDICAL
CENTER

LOVELACE
REGIONAL
HOSPITAL

RETAIL –
WALMART &
HOME DEPOT

MBF
INSPECTION
SERVICES

On behalf of the

Roswell Hispano Chamber of Commerce

I thank you for your time.

Questions

Thank You!