



Roswell Hispano Chamber of Commerce

RHCC FY 2025-2026 Q1 Report

Growth Through EducationSM

Q1 Focus, Execution, and Outcomes — PiñataFest and Roswell Air Races

Primary focus. In the first quarter of this fiscal year 2025-2026, our primary organizational focus was preparing and making arrangements for the 38th Annual PiñataFest and tying the event into the Roswell Air Races schedule and offerings.

This year also marked our first time hosting under the *New Mexico True* brand, which required elevated standards for planning, branding, and on-site execution. Also, we also did not hold PiñataFest last year, so we faced a catch-up cycle and—given a new board and volunteer corps—a steep learning curve that involved building processes and “reinventing the wheel” in several areas.

Why this mattered. Beyond delivering a high-quality community event, preparation centered on:

- **Membership development:** creating and prioritizing a prospect list from attendees, sponsors, and vendors.
- **Volunteer pipeline:** recruiting and organizing a volunteer roster to support this and future programs.
- **Brand standards:** ensuring the event met *New Mexico True* expectations to protect and grow tourism partnerships.

Results:

- Of the 198 on site surveys taken, which does include some members, we added 84 non-member prospects to our pipeline. This does not include the RARA attendees that are from out of town.
- Our Executive Director is following up with these prospects to triage and convert them into members, leadership positions, and/or volunteers.

Cross-Promotion & Outreach. Leading up to the festival we executed a targeted outreach plan:

- As a result of conversations with **Greg Gibson**, Marketing and Business Development, Scholarship Coordinator, Reno Air Racing Association, the RHCC engaged in a cross-promotion campaign of the PiñataFest and the **Roswell Air Races**.
- The Hispano Chamber executed a coordinated, integrated campaign—approximately 1,400 targeted emails and 2,000 voice mails to segmented lists (members, lapsed members, and community)—cross-promoting PiñataFest with the Roswell Air Races, explicitly encouraging attendance at the Air Races and inviting recipients to extend their plans to include PiñataFest as a complementary, same-weekend attraction.



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Attendance & visitor mix.

- Based on a 198 attendee on-site survey, plus vendor activity, and venue capacity, we estimate ~2,000–2,500 attendees.
- Although attendance was below our expectations, given that it was a “come-back” year we were pleased with the result and the execution.
- Other factors contributed to a “truncated” event which will not be in play next year.
- Approximately **25%** of attendees were **visitors from outside Roswell**, highlighting both local impact and regional draw.

Vendors & tourism support.

- With promotional support from the NM Department of Tourism (TEGS), we drew ~12 out-of-town vendors.
- We hosted 26 local vendors, providing small-business exposure and direct sales opportunities.

Result. The event executed smoothly under the *New Mexico True* banner, re-established PiñataFest after a gap year, expanded our membership prospect and volunteer pipelines, and demonstrated measurable regional reach (~25% visitors) alongside strong local participation. These foundations position us for improved sponsorships, vendor retention, and operational efficiency in subsequent quarters.

Educational Opportunities Provided to Members and Non-Members.

During the quarter, the Roswell Hispano Chamber of Commerce advanced two major educational initiatives open to both members and non-members.

First, we completed the plans and curricula for our “Business Mastery” lecture series, a nine-part program of nine (9) two-hour workshops to be delivered by Scott Bucher, Director of the Small Business Development Center at ENMU-Roswell. The series is designed to strengthen small-business fundamentals and entrepreneurial capacity in Roswell and Chaves County. Both offerings were designed for broad access and promoted to the wider community, ensuring non-members could participate alongside Chamber members.

We are working to partner with local banks (small business) in this effort to widen our footprint.

Second, in partnership with ENMU-Roswell we scheduled a mill levy educational presentation at Cerritos Restaurant on October 9, 2025 (6:00 PM) to provide neutral, fact-based information to the public about



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the ENMU-R mill levy measure and its implications for local workforce and training capacity. The educational session was well attended with ~73 attendees.

We will report on this in our 2nd Quarter report.

- **“Business Mastery” Lecture Series (Curricula Completed)**
 - **Format:** 9 workshops, 2 hours each (total 18 instructional hours).
 - **Presenter:** Scott Bucher, Director, Small Business Development Center (SBDC), ENMU-Roswell.
 - **Goal:** Build small-business capacity in core areas (planning, finance, marketing, operations, compliance, and growth readiness).
 - **Audience:** Open to RSVP's only; promoted county-wide.
- **ENMU-R Mill Levy Educational Presentation**
 - **Date/Time/Place:** October 9, 2025, 6:00 PM, Cerritos Restaurant
 - **Purpose:** Provide a neutral, fact-based overview of the ENMU-Roswell mill levy initiative, including how funds would support local training and workforce pipelines.
 - **Audience:** Open to members and non-members; promoted county-wide.

Board of Director Changes

- We continue to add and upgrade our Board of Directors. We require directors that are committed to our mission and vision and are willing to roll their sleeves up and go to work.
 - With mutual reluctance, we acknowledge the resignation of Col. David West, Chief of Staff at NMML, whose steady leadership over the past year helped set the organization on the right course.
 - New board members include:
 - Rolando Mendoza, Owner, Agape Health Care
 - Hope Morales, New Mexico Executive Director Teach+Plus
 - Andy Hernandez, Owner, Entertainment Company
 - Francisco Gonzalez, Owner, Chero's Boots
 - Isaiah Baldonado, Social Development Director at the Roswell Job Corps Center.



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Professional Leadership Opportunities

- Following discussion and evaluation, the aforementioned board members were invited to assume the following roles, which they accepted:
 - Rolando Mendoza – Education Chair
 - Hope Morales – Board Secretary
 - Andy Hernandez – Event and Entertainment Chair
 - Francisco Gonzalez – Social Media Chair
 - Isaiah Baldonado – Volunteer Chair

End Q1 Quarterly Report