

MEMORANDUM

City of Roswell

To: Mayor, City Council, Chad Cole, City Manager
From: Amanda Dickerson, Guest Service Supervisor
Department: Visitor Center
Date: 8/27/2025
Subject: FY26 Travel Notification

Below are the scheduled travel destinations for this year's Travel Adventure Show, which the Visitor Center will be attending as part of the Co-Op Grant coordinated by the City of Santa Fe Tourism Department. This grant allows representation from New Mexico True, along with the cities of Santa Fe, Albuquerque, Las Cruces, Red River, Taos, Farmington, Roswell, and Carlsbad.

These shows are one of our largest marketing opportunities, giving us the chance to connect with more than 10,000 attendees per show who are actively seeking new travel destinations. They provide us with an excellent platform to promote Roswell—highlighting the UFO Festival, Air Races, local events, attractions, downtown shopping, businesses, and community organizations on a large scale.

Travel Adventure Show Schedule:

- **Phoenix, AZ** – February 11–16 (City Vehicle)
- **Los Angeles, CA (Long Beach)** – March 5–9 (Fly)
- **Dallas, TX** – March 26–30 (Fly)
- **Denver, CO** – April 9–13 (City Vehicle)
- **Fort Lauderdale, FL** – February 26–March 2 (Fly)



Public Affairs

City Employees Traveling:

- Amanda Dickerson – Guest Services Supervisor
- Dorothy Ramirez – Guest Services Lead

Thank you,

A handwritten signature in blue ink, appearing to read 'Amanda M. Dickerson', written over a horizontal line.

Amanda M. Dickerson
Guest Services Supervisor

Department Head Approval: _____

A handwritten signature in blue ink, written over a horizontal line.

Date: _____

8/29/25