



LODGERS' TAX FUNDING APPLICATION

Received Date: 7/2/2025 via email/TJC

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

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

Today's Date: July 1, 2025

Event Name: National Championship Air Races Event Date: 9/10 - 9/14 2026

Organization: Reno Air Racing Association Event Time: _____

Event Address: 1 Jerry Smith Cir City/State/ZIP: Roswell, NM 88203

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

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

Second Organizer: N/A Mobile: _____

EVENT DETAILS

Estimated # Attending: 80,000 Anticipated # of hotel rooms booked: 45,000

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:

Following the highly anticipated successful inaugural year in 2025, the National Championship Air Races (NCAR) will return to Roswell, New Mexico, for its 2nd annual event, solidifying Roswell's role as the new home for one of aviation's most prestigious spectacles. Held at the historic Roswell Air Center, the 2026 event is scheduled for September 9–13, continuing to elevate Roswell's profile on the national and international stage. Recognized globally as "The World's Fastest Motorsport," the NCAR combines competitive air racing with world-class aviation entertainment.

The 2025 event is expected to draw tens of thousands of visitors to Roswell, setting a high initial benchmark for attendance, economic impact, and community participation. Building on that momentum, the 2026 races are expected to surpass the first year's turnout, attracting even greater numbers of aviation enthusiasts, tourists, and families.



Sponsorship amount requested:

\$300,000



Permit #: _____

LODGERS' TAX FUNDING 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.

☐ Check here for First-time Event

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 Eligible Expense
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 Eligible Expense
Police/Security		
Fire		
Clean-up/Sanitation		
T-Shirts (registered participant)		

TOTAL eligible expenses:	
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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 (NCAR) regularly attracted a substantial tourist trade in Reno which we expect to continue in Roswell. We expect the September 2025 event in Roswell to correspond to the economic impact statistics of 2019 (see Historical Performance below). Based on those statistics, Roswell can expect an estimated \$1.1 million in Lodgers Tax receipts to the region (based on 56,000 out-of-town visitors staying average of 2.64 room nights per).

Source for detail provided: Special Event Report: 2019 National Championship Air Races Economic Impacts on Wash

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

Over the past ten years, the event has attracted more than 1 million spectators to the area and generated more than \$800 million for the region's economy.

In 2019, the event had a unique attendance of approximately 82,000 with 65% being non-local visitors. 73.7% of non-local attendees stayed in a hotel. The average total spending per attendee was \$2,224.43. The overall estimated economic impact was \$91.7 million. (Source: Special Event Report: 2019 National Championship Air Races Economic Impacts on Washoe County, NV and Attendee Statistics, prepared by the University of Nevada, Reno, Economic Development Center and Center for Regional Studies)

In 2023, the event had a unique attendance of approximately 113,236 with 71% being non-local visitors. 72.3% of non-local attendees stayed in a hotel. The average total spending per attendee per day was \$951.65. The overall estimated economic impact was \$158.6 million. (Source: Special Event Report: 2023 National Championship Air Races)

Award dollars previously used: \$300,000

Prior year attendance: Expected to exceed 75,000 unique visitors

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

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).

We expect the September 2025 event in Roswell to correspond to the economic impact statistics of 2019 (see Historical Performance above). Based on those statistics, Roswell can expect an estimated \$13 million in GRT receipts (based on \$2,200 average spending per visitor using Roswell GRT rate of 7.8958%).

Attendance typee & transportation to Roswell: _____

Average daily spending on food/beverage: 2200

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.

We expect the September 2025 event in Roswell to correspond to the economic impact statistics of 2019 (see Historical Performance above). The total unique attendees should be approximately 80,000 of which approximately 56,000 (70%) will be out-of-town attendees.

24000	Local
56000	Outside
70	% of attendance from outside of Roswell

Source for data provided: [Special Event Report: 2019](#) 

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

The National Championship Air Races (NCAR) is a one-of-a-kind event with nearly six decades of continuous history. As the world's only multi-class, closed-course pylon racing event, it showcases more than 150 competing aircraft across seven high-performance race classes. Racers go head-to-head around a closed aerial course, often flying just 50 feet off the ground and reaching speeds approaching 500 mph in the fastest categories. The result is an atmosphere pulsing with intensity, precision, and adrenaline—an experience unmatched in motorsports.

Returning to Roswell, New Mexico, for its second year, the 2026 NCAR builds on the excitement and momentum of its successful Roswell debut. What was once a "bucket list" moment in 2025—marking the relocation of this iconic event from Reno—is now poised to become a new tradition for Roswell and southeastern New Mexico. In September, the region will again transform into the epicenter of the air racing world, welcoming hundreds of aircraft, pilots, crew members, and tens of thousands of fans who gather annually to celebrate the sport, the speed, and the community.

While NCAR is a globally unique spectacle, its presence in Roswell represents more than just entertainment. The city's successful bid to host the event—prevailing over more than 30 competing cities, many with larger markets and greater

Occupancy Tax Board Use Only

Return on Investment (25 points): _____

Historical Performance (10 points): _____

Other Economic Impact (25 points): _____

General Attendance (10 points): _____

Uniqueness of Event (30 points): _____

Total (100 points): _____

OFFICIAL USE ONLY

OTB Date: 7/22/2025 Finance Committee Date: 8/7/2025 Council Date: 8/14/2025
Last Day of Event: 9/14/2026 Reimbursement Request Due Date (90 days from last day of event): 12/14/2026