



2026 Q3 Report

WHAT THIS REPORT SHOWS

RHCC has been in a structured rebuild phase, focused on establishing the operational systems required to deliver measurable business support, not simply activity.

WHAT HAS BEEN DONE

- Built foundational systems for Organizational Infrastructure:
 - RHCC Authority & Decision-Making Policy
 - Financial Controls & Spending Discipline
 - Established membership and sponsorship framework
 - Developed a unified framework for revenue and program delivery
- Launched 2-member driven initiatives:
 - Developed Business Accelerator Series Education (BASE)
 - Local Business Tourism Initiative
- Initiated core support infrastructure:
 - Began Customer Relationship Management system buildout
 - Began RHCC website restructuring
 - Completed PiñataFest-Roswell / New Mexico True standalone website

WHY REVENUE APPEARS LIMITED

Membership billing has been intentionally deferred until revenue policies and classifications are finalized to ensure consistency, fairness, and scalability. We are now at that point.

WHAT HAPPENS NEXT

- Membership invoicing begins under a standardized system – HubSpot CRM
- Business Acceleration Series programming launches with measurable outcomes
- Website restructuring supports member visibility and communication
- PiñataFest stand-alone website has been completed – supports tourism initiatives
- Vendor-to-member conversion will be implemented to accelerate membership growth
- Sponsorship pipeline is activated

BOTTOM LINE

Finances reflect a deliberate investment in infrastructure required to support sustainable revenue and program delivery. Revenue will follow system completion—not precede it.



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Financial Summary & Program Alignment

As of February 29, 2026

EXECUTIVE SUMMARY

The Roswell Hispano Chamber of Commerce has focused on rebuilding its operational and governance foundation while developing targeted initiatives to support local businesses and strengthen the regional business environment.

February financial activity reflects early-stage investment in infrastructure and systems required to deliver programs under three core pillars:

- Business Accelerator Series Education (BASE)
- PiñataFest-Roswell / NM Department of Tourism Initiative (TEGS)
- Tourism & Visitor Economy Initiative

These investments position the organization for expanded program delivery and measurable growth outcomes in upcoming quarters.

KEY FINANCIAL METRICS (YTD)

Total Revenue: \$17,750

Total Expenses: \$7,393

Net Position: \$10,356

Primary Funding Sources: City of Roswell, New Mexico Tourism Department

REVENUE SUMMARY

Public Support:

- City of Roswell: \$12,500
- New Mexico Tourism Department (TEGS) Grant: \$5,000

Earned Revenue:

- Membership Dues: \$250 (limited due to revenue policy finalization deferral)
- Sponsorship Revenue: \$1,500 (Eastern NM University – Roswell)

Deferred Revenue (Q1):

- Approximately \$7,000+ pending membership-revenue not yet invoiced or recognized

Total Revenue: \$19,250



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EXPENSES BY STRATEGIC PILLAR

Tourism & Visitor Economy

Website & Digital Infrastructure: \$6,614

Purpose: Development of a dedicated PiñataFest and tourism-facing platform to attract visitors, promote local businesses, and support City and State tourism initiatives.

Subtotal: \$6,614

Business Engagement

Postage & Mailing: \$250

Office Expense: \$15

Purpose: Direct outreach to local businesses and member engagement.

Subtotal: \$265

BASE (Business Accelerator Series Education)

No direct program expenses recorded in February.

Subtotal: \$0

Organizational Infrastructure

Rent: \$500

Bank Fees: \$15

Purpose: Core operating infrastructure supporting all programs.

Subtotal: \$515

TOTAL EXPENSES

\$7,393

NET POSITION

\$11,857

STRATEGIC INTERPRETATION

February financial activity reflects a deliberate front-loading of organizational infrastructure investment, focused on building the systems required to support business programming, member engagement, and sponsorship development.

This includes foundational work on:

- Business Accelerator Series Education program structure
- Membership classification and revenue policy alignment



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- Development of the RHCC website as a member, sponsor, and vendor communication platform

Input from RHCC member meetings also identified tourism as a key business issue. In response, RHCC has begun engaging local hotel general managers and will expand that effort to include restaurants and other tourism-facing businesses.

This work is distinct from PiñataFest and is focused on improving how local businesses capture, serve, and benefit from existing visitor traffic.

These investments are designed to establish a clear and scalable operating framework before initiating full revenue collection and program delivery.

As a result:

- Current expenses reflect system development, not ongoing program operations
- Current revenue does not yet reflect the organization's full earning capacity

This approach prioritizes long-term sustainability, consistency, and measurable outcomes over short-term activity.

COMMITTED INVESTMENTS & REVENUE TIMING

Website Platform Investment (Committed)

The RHCC Board has approved a full rebuild of the organization's primary website as a core operational platform, with a total project cost of approximately \$8,500.

This platform is designed to:

- Support business-facing program delivery (BASE)
- Provide structured visibility for members and sponsors
- Serve as the central communication platform for the business community

This investment reflects a deliberate shift toward building durable infrastructure required for sustained program execution and revenue generation.

Membership Revenue Timing (Deferred by Design)

Membership dues revenue in the current period does not reflect the organization's full membership base.

RHCC has intentionally delayed invoicing while finalizing:

- A Unified Revenue Policy
- Standardized Operating Definitions
- A Membership Classification System



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This ensures:

- Consistent pricing and value alignment
- Clear distinction between membership, sponsorship, and program participation
- Long-term scalability of revenue streams

Additionally, RHCC will be implementing a vendor-to-member conversion strategy, offering vendors the opportunity to reduce booth fees from approximately \$500 to \$200 when enrolling as a \$199 Launch-level member. This approach is designed to accelerate membership growth while reinforcing long-term engagement.

Membership billing and revenue normalization are expected to follow completion and Board approval of these frameworks.

BALANCE SHEET HIGHLIGHTS

As of February 28, 2026, RHCC maintains a strong financial position:

- Cash and cash equivalents of approximately \$51,500
- Minimal liabilities of \$105
- Positive net position of over \$53,000
- No outstanding debt obligations

This reflects a disciplined approach to financial management, maintaining liquidity while building the operational infrastructure necessary for future program delivery and revenue generation.

FINANCIAL MANAGEMENT PHILOSOPHY

RHCC has deliberately taken a conservative approach to cash management, ensuring that public funds are deployed only when the underlying systems and programs are in place to produce measurable outcomes. This disciplined approach is reflected in both the organization's current cash position and a reduced funding request for the upcoming year.

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Cash Basis

ROSWELL HISPANO CHAMBER OF COMMERCE

Profit & Loss

February 2026

	Feb 26
Ordinary Income/Expense	
Income	
Program Income	
Membership Dues	250.00
Total Program Income	250.00
Indirect Public Support	
New Mexico Tourism Grant	5,000.00
City of Roswell	12,500.00
Total Indirect Public Support	17,500.00
Total Income	17,750.00
Expense	
Facilities and Equipment	
Rent Bldg	500.00
Total Facilities and Equipment	500.00
Operations	
Bank Service Charges	15.00
Internet & Website Exp	6,614.01
Office Expense	14.62
Postage, Mailing Service	250.00
Total Operations	6,893.63
Total Expense	7,393.63
Net Ordinary Income	10,356.37
Net Income	10,356.37

ROSWELL HISPANO CHAMBER OF COMMERCE
Balance Sheet
As of February 28, 2026

	Feb 28, 26
ASSETS	
Current Assets	
Checking/Savings	
Pioneer Bank #76232	10,933.99
Pioneer bank #48330	40,619.36
Checking at Wells Fargo Bank	-54.99
First American Bank	72.17
Total Checking/Savings	51,570.53
Total Current Assets	51,570.53
Fixed Assets	
Computer Equipment	1,596.96
Total Fixed Assets	1,596.96
TOTAL ASSETS	53,167.49
LIABILITIES & EQUITY	
Liabilities	
Current Liabilities	
Other Current Liabilities	
Payroll Liabilities	105.14
Total Other Current Liabilities	105.14
Total Current Liabilities	105.14
Total Liabilities	105.14
Equity	
Unrestricted Net Assets	44,806.27
Net Income	8,256.08
Total Equity	53,062.35
TOTAL LIABILITIES & EQUITY	53,167.49