



Roswell Hispano Chamber of Commerce

practical support for local businesses

Mr. Christopher J. Narayan
Acting City Attorney
City of Roswell

Dear Mr. Narayan,

Attached for your consideration is a proposed addendum to our existing agreement with the City of Roswell. As you know, RHCC has conducted several structured Business Growth & Operations education sessions to date in fulfillment of our education commitment.

During those sessions, recurring feedback from participating businesses – particularly hotels, vendors, and other tourism-facing operators – highlighted the need for more targeted support in maximizing tourism-related revenue. In response, we are proposing to formally expand the educational scope under our existing agreement to include a **Tourism Trade Performance Initiative**.

To be clear, this is not “tourism education” in the traditional sense. RHCC will not be teaching tourism theory or destination marketing. Rather, we will identify and engage business operators whose enterprises are tourism-facing and who, through strong operations, are effectively securing their share of the visitor dollar.

The initiative will create a structured platform for **peer-led, execution-focused education** that helps local businesses. The following are examples of these sessions:

- Increase capture of visitor spending and improve length-of-stay conversion strategies
- Strengthen cross-promotion between lodging, dining, retail, and experiences
- Develop pricing, packaging, and upsell strategies tailored to tourism traffic
- Improve profitability from existing visitation rather than relying solely on increased traffic

The purpose of this addendum is not to alter the financial terms of the agreement, but rather to clarify and expand the educational scope in a manner responsive to business community feedback and aligned with the City’s tourism and economic development objectives.

Our objective remains consistent: strengthen business execution across Chaves County so that more locally generated revenue – from tourism, regional trade, and everyday commerce – is captured, retained, and reinvested within our community.

Respectfully,

A handwritten signature in black ink, appearing to read 'John Erard', is written over a light blue horizontal line.

John Erard
President