



01.29.2026 Board of Directors Meeting

Monday, March 9, 2026

City of Roswell
Mayor and City Council
Roswell, New Mexico

Dear Mayor Jennings and Council Members,

On behalf of the Roswell Hispano Chamber of Commerce (RHCC), we thank the City of Roswell for its continued support of our work on behalf of local businesses. Your investment has allowed the chamber to **rebuild its operational foundation** and reposition the organization to deliver **practical programs that help businesses grow while strengthening Roswell's visitor economy**.

Over the past year, RHCC focused on **rebuilding key organizational systems** while launching initiatives designed to provide **measurable value to the local business community**.

A major priority was the development of the **Business Growth & Operations System (BGOS)**. BGOS is designed as a series of **practical workshops** that help local businesses improve client acquisition, operations, marketing, and procurement readiness. Although the original BGOS partnership with the Small Business Development Center encountered unexpected challenges and ultimately could not proceed as initially planned, the process allowed RHCC to **refine the concept and reposition the program into a more practical, peer-driven model** centered on real-world business experience.

Under this model, local operators share practical operational insights with fellow business owners in a structured, hands-on format. **Each BGOS session is limited to 12 businesses and provides hands-on operational training**. Each session results in **participating businesses developing a specific operational improvement plan that can be implemented immediately**.

In addition to program development, RHCC invested considerable effort in **strengthening the organization's governance and operational framework**. Over the past year, the board adopted **internal policies designed to ensure continuity, transparency, and responsible management** of the organization.

RHCC also implemented new operational infrastructure, most notably a **Customer Relationship Management (CRM) system**, providing a **structured and accountable way to manage relationships** with members, vendors, sponsors, and community partners while tracking outreach activity, membership engagement, and program participation.

We also made substantial progress in **strengthening our digital presence**. RHCC launched the **PiñataFest-Roswell website platform**, developed in partnership with the New Mexico



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Tourism Department and funded through the **NM True brand**. The platform is designed to **attract visitors to Roswell while showcasing local vendors, culture, cuisine, and history**.

Through feedback and discussions during member meetings, many business owners emphasized **attracting more visitors to Roswell, extending their stays, and connecting tourism activity to local commerce**. The **tourism initiative now included in RHCC's program portfolio** grew directly out of these conversations and reflects a shared recognition that a **stronger visitor economy can generate additional revenue for local businesses**.

Because much of the work this year focused on **building these foundational systems and platforms**, RHCC did not expend the entirety of the funds provided by the City during the prior funding cycle. Rather than accelerating expenditures to exhaust the allocation, the chamber deliberately paced spending while **completing the structural work necessary to support long-term programming**.

At the same time, RHCC continued **engaging the local business community** through membership outreach, vendor engagement initiatives, and networking opportunities designed to strengthen connections among Roswell businesses. These conversations helped **shape the chamber's program priorities** and laid the groundwork for the **expanded program activity outlined in our FY2027 plan**.

Looking forward, RHCC's work will focus on **three primary program areas**:

- **Small business growth through practical operational workshops**
- **Business engagement and membership development**
- **Tourism initiatives designed to attract visitors and support local businesses**

These programs are described in the **Program Pillars Overview and FY2027 budget**.

Together, these efforts position the Roswell Hispano Chamber of Commerce to serve as a **practical partner in strengthening Roswell's business community and supporting sustainable economic growth for the city**.

Thank you for your continued support.

Respectfully,

John Erard
President