



RHCC Program & Impact Overview

Projected Annual Community Impact

Businesses Served	Workshops	Visitors	Economic Impact
100+	23	5000+	\$125k-\$250k

FY2027 RHCC Community Program & Impact Overview

Our programs focus on helping local businesses grow, strengthening the visitor economy, and bringing visitors to Roswell.

This summary outlines the three program pillars through which RHCC supports local business and education activity in Roswell.

1. Small Business Growth

Goal: Help Roswell small businesses grow and increase revenue.

Program:

Business Growth & Operations System (BGOS)

Practical workshops helping Roswell small businesses improve operations, increase sales, and grow jobs.

Activity:

- 9 hands-on workshops annually
- Practical systems training for small businesses
- Marketing, operations, and procurement readiness

Expected Impact:

- 50+ businesses participating
- Improved operational capacity and competitiveness

2. Business Engagement

Goal: Build a strong local business network.

Programs

Lapsed Member Initiative

Quarterly outreach sessions designed to reconnect with former members and reintroduce RHCC programs that support local business growth.

Vendor-to-Member Initiative

Small-group sessions focused on helping participating vendors understand the benefits of chamber membership and encouraging long-term participation in the local business network.

Projected Activity

- ~100 businesses participating



RHCC Program & Impact Overview

- 4 lapsed-member reengagement sessions annually
- 6 vendor-to-member sessions
- Continued growth of chamber membership

Operational Structure

- Lean staffing: Part-time Membership Coordinator
- Minimal administrative overhead
- Accounting services provided on a pro bono basis

3. Visitor Economy Development

Goal: Bring visitors to Roswell and support local businesses through increased visitor activity.

Programs:

Tourism Best Practices Initiative

Peer-led sessions where experienced local operators share proven practices with fellow businesses to attract visitors, extend stays, and increase local spending. Local operators share proven visitor-engagement practices with other Roswell businesses.

Pilot Program – Lodging Partner Initiative

A pilot program incorporating approximately twelve of Roswell's primary hotels and motels to collaborate with local businesses on strategies that increase visitor stays, lodging occupancy, and spending across the community.

Projected Activity

- Peer-led sessions with Roswell business operators
- Participation from key lodging partners and local businesses

PiñataFest-Roswell Cultural Event & Visitor Platform

A signature cultural event and tourism website/platform designed to attract visitors to Roswell and showcase local businesses.

Pilot Program – Separate PiñataFest-Roswell Website

Operating under the NM True Brand and supported in part by the NM Tourism Department.

Projected Activity

- 1 major tourism event
- 100+ participating local vendors and businesses
- Showcase local culture, cuisine and history
- Estimated local Economic Activity: \$125,000 - \$250,000