



LODGERS' TAX

APPLICATION AND INSTRUCTIONS

Contact information for questions:

tourism@roswell-nm.gov



LODGERS' TAX GENERAL INFORMATION

The City of Roswell requires any organization or citizen seeking Lodgers' Tax (occupancy) funds from the city to make such a request through the city's application process and compliance with the City of Roswell's policies and procedures.

APPLICATION PROCESS

1. Lodgers' Tax Funding Request is submitted to tourism@roswell-nm.gov by deadline.
2. The city's Occupancy Tax Board reviews and provides recommendation to Finance Committee.
3. The Finance Committee reviews, approves or changes recommendation for City Council.
4. City Council awards, changes or denies funding request.

The role of the Occupancy Tax Board is to review applications for events that will bring out-of-town visitors to the City of Roswell and promote hotels stays. The board provides recommendation to the Finance Committee.

DEADLINES FOR EVENTS HELD JULY 1, 2026 TO DECEMBER 31, 2026

1. Applications are to be submitted by or before 5 p.m. on June 30, 2026

TYPES OF AWARDS AVAILABLE

Applicants may request awards for each of the following categories:

- 1. Marketing.** The items listed below are generally acceptable expenses related to advertising:
 1. *Radio, television, newspaper, billboard or magazine advertisements*
 2. *Posters, brochures, flyers, postcards, or other marketing materials*
 3. *Postage for mailing of marketing materials*
 4. *Website, Facebook, or other internet paid advertising placement*
 5. *Free T-shirts for registration participants or attendees*
 6. *Police/Security, Fire and Sanitation services are recognized as eligible expenses within the Marketing category.*
- 2. Sponsorship.** Sponsorships are available where the City and applicant wish to form a formal cooperative arrangement where the City holds an interest in the event and helps create the event. Sponsorships will be conditioned up MOUs or contracts subject to governing body approval.

The items listed below are generally *acceptable expenses* as part of a City sponsorship:

1. *Establishing, operating, purchasing, constructing, otherwise acquiring, reconstructing, extending, improving, equipping furnishing or acquiring real property*
2. *Administrative, operational, or event manager costs (includes marketing firm services)*
3. *Costumes*
4. *Payments, other than placed advertisements, for entertainment*
5. *Equipment rental*
6. *Food or beverages (including water) provided for entertainment, judges, contestants, workers, or as hospitality*
7. *Gifts or in-kind expenses*
8. *Lodging or travel*
9. *Monetary awards*
10. *Programs given out during the event*
11. *Rent of facility*
12. *Thank-you advertisements after the event*

FUNDING LIMITS

Unless exempt from the Procurement Code or as part of a Sponsorship, marketing awards will be capped at \$20,000.00



LODGERS' TAX FUNDING APPLICATION

Received Date: _____

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

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

Today's Date: 06/29/2026

Event Name: PiñataFest-Roswell 2026 Event Date: 09-12 & 09-13-2026

Organization: Roswell Hispano Chamber of Commerce Event Time: 12:00am to 10:00pm

Event Address: Roswell-Chaves County Cultural Plaza City/State/ZIP: Roswell, NM 88201

Website: roswellhcc.org Phone: (575) 624-0889 Email: john.erard@gmail.com

Organizer: John Erard Mobile: (847) 636-0931

Second Organizer: Barbara Gomez Mobile: (575) 363-9595

EVENT DETAILS ☐ Check for first time event

Estimated # Attending: 5,000+ Anticipated # of hotel rooms booked: 350-450

Last year's event (if this is not a first-time event, must attach proof)

of Attendees: 2,500-3,000 Est. (~37% non-locals) # of hotel rooms booked: ~ 200 - 250

Description of Event Logistics:

PiñataFest-Roswell will be held September 11–12, 2026, at the Chaves County Cultural Plaza in Roswell, New Mexico. The larger venue provides improved traffic flow, expanded vendor capacity, enhanced entertainment space, dedicated children's activities, and improved visitor amenities while accommodating future growth. The new date eliminates scheduling conflicts with the Roswell Air Races, allowing PiñataFest-Roswell to establish its own identity and generate a clearer measure of its direct tourism and economic impact.

Event production and operations will be managed by Encanto Events, with professional entertainment provided by Paizon Entertainment. Barbara Gomez, RHCC's Strategic Partnerships & Visitor Economy Advisor and former Executive Director of Roswell MainStreet, will provide strategic guidance on visitor economy strategy, visitor engagement, and hospitality participation to help maximize the festival's economic impact throughout Roswell and Chaves County. The festival will feature live cultural entertainment, food vendors, artisan and commercial vendors, children's activities, community exhibits, and family programming throughout the weekend.

The Roswell Hispano Chamber of Commerce will coordinate event administration, volunteer management, vendor registration, sponsorship fulfillment, marketing, and visitor information. Public safety planning will be coordinated with the appropriate City of Roswell and Chaves County agencies, including traffic management, law enforcement, emergency medical services, and other public safety requirements.



Permit #: _____

MARKETING LODGERS' TAX 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.

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 Estimated Cost
Example: Newspaper	Example: Dallas Morning News	Example: May 1-10, 2x 1/2 pg	Example: \$700
Search/Display	Google	Jul-Sept	\$3,000
Social Media	Meta	Jul-Sept	\$3,000
You Tube	Google	Aug-Sept	\$1,200
Billboards	Lamar - Lubbock, Odessa/Midland, El Paso	4 Weeks	\$4,500
Video/Photog	Local Professional Photographer / Videographer	Aug-Sept	\$2,500
Flyers/Posters	Local Printing & Distribution	Jul/Sept	\$2,500

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 Estimated Cost
Police/Security	Event	\$2,500
Fire		N/A
Clean-up/Sanitation	Professional Services	\$500
TOTAL estimated cost:		\$19,700



Permit #: _____

SPONSORSHIP LODGERS' TAX REQUEST

1. Sponsorships are available where the City and applicant wish to form a formal cooperative arrangement where the City holds an interest in the event and helps create the event. Sponsorships will be conditioned up MOUs or contracts subject to governing body approval.

The items listed below are generally *acceptable expenses* as part of a City sponsorship:

1. Establishing, operating, purchasing, constructing, otherwise acquiring, reconstructing, extending, improving, equipping furnishing or acquiring real property
2. Administrative, operational, or event manager costs (includes marketing firm services)
3. Costumes
4. Payments, other than placed advertisements, for entertainment
5. Equipment rental
6. Food or beverages (including water) provided for entertainment, judges, contestants, workers, or as hospitality
7. Gifts or in-kind expenses
8. Lodging or travel
9. Monetary awards
10. Programs given out during the event
11. Rent of facility
12. Thank-you advertisements after the event

SPONSORSHIP BUDGET PLAN

Eligible Sponsorship Expenses Please use and attach an additional sheet if more space is needed.

Expense Type	Vendor (specific):	Your Estimated Expense
Example: Facility Rental	Example: Convention Center	Example: \$700
Entertainment & Event Production	Encanto Events (Including Paizon Entertainment)	\$15,000
Tables, Chairs, Tents Rental	Local Rental Vendor	\$3,500
Programs/Sinage	Local Printing & Sign Vendors	\$2,000
Event Site Infrastructure	Local Service Providers	\$2,000
Volunteer Meals & Refreshments	Various	\$1,500
Note: All expenditures MUST be accounted for.		

TOTAL estimated expense:	\$24,000
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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.

PiñataFest-Roswell is being strategically expanded from a successful local cultural festival into a regional tourism event designed to attract more regional visitors and increase overnight stays in Roswell and Chaves County. Through coordinated digital advertising, regional billboard campaigns, tourism partnerships, and expanded programming at the Chaves County Cultural Plaza, the Roswell Hispano Chamber of Commerce expects to attract approximately 5,000 attendees, with an estimated 40–50 percent traveling from outside the Roswell area.

Based on prior attendance patterns, visitor surveys, and projections developed using the New Mexico Tourism Department Event Economic Impact Calculator, PiñataFest-Roswell is expected to generate approximately 333–415 hotel room nights during the festival weekend.

Visitors attending PiñataFest-Roswell contribute significantly to the local economy through expenditures at hotels, restaurants, retail stores, fuel stations, attractions, and other local businesses. Based on projected attendance and visitor spending patterns, the festival is expected to generate approximately \$450,000–\$600,000 in direct visitor spending, producing additional Gross Receipts Tax revenue while supporting local employment and small businesses.

Lodgers' Tax funding will enable RHCC to expand regional tourism marketing beyond Roswell through targeted digital advertising, regional billboard campaigns, and the dedicated PiñataFest-Roswell tourism website. Funded by the New Mexico Tourism Department, the website serves as a year-round visitor resource promoting Roswell's lodging.

Source for detail provided: See above narrative.

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

For 38 years, PiñataFest-Roswell has celebrated Hispanic culture while attracting visitors from southeastern New Mexico and West Texas. The 2025 festival attracted an estimated 2,500 to 3,000 attendees, with approximately 37 percent traveling from outside the immediate Roswell area. Based on vendor participation, informal visitor surveys, historical attendance records, and estimates developed using the New Mexico Tourism Department Event Economic Impact Calculator, the festival generated an estimated \$210,000–\$250,000 in direct visitor spending.

The 2025 festival benefited from increased regional visitation associated with the Roswell Air Races. However, because PiñataFest-Roswell shared the Courthouse Lawn with other events, the festival operated within a significantly reduced event footprint, limiting vendor participation, programming space, and overall attendance capacity.

To eliminate those constraints and avoid future scheduling conflicts with the Air Races, PiñataFest-Roswell has been rescheduled and relocated for 2026 to the larger Chaves County Cultural Plaza. The new date and venue provide substantially more room for entertainment, vendors, children's activities, visitor amenities, and expanded programming. Combined with a significantly expanded regional marketing campaign and the launch of the new PiñataFest-Roswell tourism website, these improvements position the festival to significantly increase attendance, overnight visitation, hotel room nights, and overall economic impact.

Award dollars previously used: Amount to be confirmed from City of Roswell Lodgers' Tax records.

Prior year attendance: ~2,500-3,000

of overnight room nights booked: 167–208

Estimated cost of service request from City Departments (not scored):

None

Other Economic Impact (25 points): Additional Gross Receipts Tax generated as a direct result of your organization or event (restaurants, purchases in local stores).

PiñataFest-Roswell generates economic activity well beyond the festival grounds by encouraging visitors to spend throughout the Roswell community. Overnight guests, day visitors and out of town vendors purchase lodging, meals, fuel, groceries, retail merchandise, and entertainment while also visiting local museums, attractions, and small businesses during their stay. These expenditures generate additional Gross Receipts Tax revenue that directly benefits the City of Roswell while supporting local employment and strengthening the community's visitor economy.

Based on the New Mexico Tourism Department Event Economic Impact Calculator, historical attendance records, vendor participation, visitor surveys, and projected attendance, PiñataFest-Roswell is expected to generate approximately \$400,000–\$550,000 in direct visitor spending during the 2026 festival. These expenditures will be distributed across Roswell hotels, restaurants, retail businesses, convenience stores, fuel stations, museums, attractions, and other visitor-serving businesses, creating measurable economic benefits that extend well beyond the festival itself.

The Roswell Hispano Chamber of Commerce has intentionally expanded PiñataFest-Roswell into a regional tourism event through enhanced programming, targeted regional advertising, and the newly developed PiñataFest-Roswell tourism website. In addition to promoting the festival, the website is designed to connect visitors with Roswell's lodging, restaurants, shopping, museums, attractions, and other local businesses, helping increase overnight stays, extend visitor visits, and maximize community-wide visitor spending.

Beginning with the 2026 festival, PiñataFest-Roswell will be held independently rather than concurrently with the Roswell Air Races, providing a much clearer measurement of the festival's direct economic impact. Expanded visitor surveys, together with the new PiñataFest-Roswell tourism website and QR-code visitor surveys, will provide more detailed information on visitor origin, length of stay, lodging utilization, and spending patterns. These improvements will produce more accurate measurements of hotel occupancy, visitor spending, Gross Receipts Tax generation, and the festival's overall economic impact.

Source for data provided: Roswell Hispano Chamber of Commerce historical attendance records; 2025 visitor survey;

Attendance type & transportation to Roswell: Primarily visitors traveling by personal vehicle from SENM, West Texas

Average daily spending on food/beverage: Estimated \$50–\$75 per visitor per day.

Source for data provide listed above: See above narrative.

General Attendance of Event (10 points): Please consider both local and out-of-town attendees.

PiñataFest-Roswell 2026 has been designed to attract both local residents and out-of-town visitors, with an increased emphasis on regional tourism and overnight visitation. Results from the 2025 attendee survey found that 37% of surveyed attendees traveled from outside Roswell, including visitors from southeastern New Mexico, El Paso/Las Cruces, other areas of New Mexico, and out-of-state visitors.

For 2026, the Roswell Hispano Chamber of Commerce projects approximately 5,000 attendees as a result of the festival's relocation to the larger Chaves County Cultural Plaza, expanded entertainment and vendor participation, targeted regional advertising, digital billboard campaigns throughout West Texas, and the launch of the dedicated PiñataFest-Roswell tourism website. These initiatives are expected to increase both total attendance and the percentage of out-of-town visitors, resulting in additional hotel room nights, increased visitor spending, and greater economic benefits for Roswell and Chaves County.

Source for data provided: Roswell Hispano Chamber of Commerce historical attendance records; 2025 visitor survey; vendor participation records; New Mexico Tourism Department Event Economic Impact Calculator; 2026 PiñataFest-Roswell Marketing Plan.

~2,750 (55%)	Local
~2,250 (45%)	Outside
~45%	% of attendance from outside of Roswell

Source for data provided: See Above Narrative

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

PiñataFest-Roswell is being transformed from a successful community celebration into one of southeastern New Mexico's premier regional cultural tourism events.

We've assembled the team to make that transformation a reality. Encanto Events leads professional event production, Paizon Entertainment leads professional entertainment, while Barbara Gomez, former Executive Director of Roswell MainStreet, serves as RHCC's Strategic Partnerships & Visitor Economy Advisor.

Supported by the New Mexico Tourism Department's NM True program, this team is expanding the festival's regional reach, enhancing the visitor experience, and strengthening participation by hotels, restaurants, attractions, and local businesses.

Funded by the New Mexico Tourism Department, the dedicated PiñataFest-Roswell tourism website further distinguishes the event by connecting visitors with Roswell's lodging, dining, shopping, attractions, and local businesses while extending the festival's economic benefits throughout the community and encouraging overnight visitation beyond the festival weekend.

Together, these initiatives position PiñataFest-Roswell not simply as a community festival, but as a long-term tourism asset that generates measurable economic benefits for Roswell and Chaves County.

OFFICIAL USE ONLY

OTB Date: _____ Finance Committee Date: _____ Council Date: _____

Last Day of Event: _____ Reimbursement Request Due Date (90 days from last day of event): _____