



Roswell Lodgers' Tax Funding Committee

City of Roswell
425 N Richardson Ave
Roswell, NM 88201

June 29, 2026

Dear Members of the Lodgers' Tax Grant Committee,

On behalf of the Reno Air Racing Association, I am pleased to submit our **2027 Lodgers' Tax sponsorship application requesting \$300,000** in continued support **for the National Championship Air Races, scheduled for September 15–19, 2027, at the Roswell Air Center.**

The 2027 National Championship Air Races will mark the third year of this legendary event in Roswell and the continued establishment of NCAR as a signature tourism driver for the city and southeastern New Mexico. Known globally as "The World's Fastest Motorsport," NCAR remains the world's only multi-class, closed-course pylon air racing event, combining competitive aviation, military and civilian air show performances, static aircraft displays, STEM education, exhibitors, vendors, hospitality, and family entertainment into a major multi-day destination event.

The City of Roswell's support has been instrumental in helping establish this event in its new home. The 2025 inaugural Roswell event welcomed an estimated 56,000 attendees, generated an estimated \$29.6 million in economic impact, produced more than 1.4 billion media impressions, and demonstrated the strong tourism and destination-marketing value of this partnership. The 2026 event has not yet occurred at the time of this application, but RARA anticipates strong turnout and continued economic momentum as the event matures in Roswell.

For 2027, RARA is projecting approximately 80,000 attendees and significant room-night demand across Roswell and the surrounding region. The requested Lodgers' Tax support will help offset eligible sponsorship expenses tied to the scale and quality of the event, including event-wide marketing and promotion, guest and sponsor hospitality infrastructure, race-week lodging needs, airshow support requirements, and equipment rental. **City of Roswell branding will continue to be incorporated throughout the event in recognition of this and other support.**

Continued Lodgers' Tax support will allow RARA to promote Roswell to high-value tourism audiences while strengthening the guest experience, expanding the event's reach, supporting operational coordination, and encouraging overnight visitation. The event also creates meaningful secondary value through restaurant activity, retail purchases, fuel sales, transportation, local vendor participation, STEM engagement, aviation workforce exposure, and national media visibility. **With continued support from the Lodgers' Tax Fund, the 2027 National Championship Air Races will help further establish Roswell as one of the most distinctive event destinations in the country.**



We are grateful for the City of Roswell's partnership and continued belief in the future of the National Championship Air Races. RARA looks forward to working with the City, the Lodgers' Tax Funding Committee, Roswell Air Center, local businesses, tourism partners, volunteers, and the broader community to deliver another successful event in 2027.

Sincerely,

A handwritten signature in blue ink, appearing to read "Greg Gibson".

Greg Gibson

Marketing and Business Development Manager
Reno Air Racing Association

CC:

Mike Espiritu
Fred Telling
Bobbi Thompson
Tony Logoteta