

July 3, 2026

Ms. Tommi Conyers
Special Event Coordinator
City of Roswell
425 N. Richardson Ave
Roswell, NM 88201

Dear Ms. Conyers,

Attached is our 4th quarter, FY26 report as per contract of economic development services. Included also is the report, a copy of the most current Profit and Loss Statement .

Please advise if you have any questions. Thank you!

Sincerely,


Michael Espiritu, MEDP, IOM, STS
President and CEO

3 Attachments:

1. Quarterly Report
2. Profit and Loss Statement

**City of Roswell
Economic Development Report
Roswell-Chaves County Economic Development Corporation
April-June 2026**

1. Brief description of recruitment efforts and Industry Business Solicitation Report:
 - A. Project Hail, an MRO company, is moving forward to beginning a large, advanced aircraft repair and drone manufacturing center which could result in many new jobs. We are working with a Design-Build company currently to create their new facility. A new hangar facility may be built at the Roswell Air Center. There is the potential for a battery manufacturer to also locate an expansion center here. A projected new job count is expected in the several thousands.
 - B. Project Arrow is an electric bus manufacturer. Land has been identified (rail-served) and is under negotiations. The NM Economic Department and the Governor's office have awarded the company a tentative LEDA award of \$5MM. An economic analysis was performed and an estimated \$141,376,830 has been identified (without the LEDA award).
 - C. Project Show, a tourism and community development project, has been in progress to consider creating a local outdoor event center. A committee has been formed, due diligence is in work, funding is being secured with cost estimates. We are still pursuing potential grant opportunities to fund this project. We have secured \$210,000 in donations and other funds. We will be having the bids refreshed and work started mid-year.
 - D. Roswell Information Park is a data center type campus project with numerous high wage jobs and significant capital investment. The state's Economic Development Cabinet Secretary is directly involved in supporting this project for the Governor's office. A LEDA GRT Share award amount is to be determined, however an incentive analysis identified \$10,099,322,394 in incentives without the GRT Share program amount.
 - E. Project Sound is a new tourism centric project (Contact Roswell) which could generate significant GRT. In the very preliminary stages, this annual event has the potential to grow significantly year after year. This project consists of 3 pillars, a Tier I level music venue, a high-tech STEM Expo, and a speaker series. All are centered around the alien mystique, the history of rocketry with Godard and Guggenheim family. Plans are underway for their first annual event in April 2027. Anticipated audience attendance is projected initially at 10,000 with upwards of 100,00 over the next 3 years.
 - F. Project Seeker is a critical minerals recovery facility company that has been awarded \$2mm in LEDA funds from the state. They will create 120 jobs on day one, and about 500 jobs over 3 years. They will have about \$8 to \$17.7 M in capital investment. Total operating expenses are estimated between \$260-\$550 K monthly. They are in receipt of a LEDEA award from the state of \$2mm. We have land options, and the company is seeking a long-term lease with the city. Using a state grant we obtained for site readiness, both Phase I Environmental and Geo Technical Boring studies will be performed.
 - G. Project Okie is a manufacturing company that will create 70-150 jobs. They are working on their LEDA application. A site has been located and is currently under company review for a long-term lease on city property. A LEDA application has been submitted, and an incentive analysis is underway. Using a state grant we obtained for site readiness, both Phase I Environmental and Geo Technical Boring studies will be performed.
 - H. Several other projects were researched, explored, and submitted to those companies from our own internal lead generation activities. Some of these actively engaged projects in the pipeline are:
 - a. Project Tumbleweed – Solar energy battery storage facility
 - b. Project Zenith Volts– Data Center and manufacturing
 - c. Project Orchard - Aviation
 - d. Project AQM - Aviation
 - e. Project Bugle - Aviation
 - f. Project Bargas – Manufacturing

- g. Project Gas-Aviation
- h. Project Paver-Logistics
- i. Project Pickin-Agriculture
- j. Project Luminate-Manufacturing
- k. Project Luminate – Manufacturing
- l. Project Atom – Tourism
- m. Project Toobin-Tourism
- n. Project Mountain-Manufacturing
- o. Project Paver-Logistics

2. Educational opportunities provided:

- A. We are partnering with the Hispano Chamber of Commerce to provide small business seminars for local companies.
- B. We will be hosting an employer workshop with the local America's Job Center office at the EDDC offices in July.

3. Profit and Loss Actuals vs Budget Financial Report as attached.

4. Other activities:

- a. Attended the NM Regional Housing Forum to better understand local housing challenges and potential solutions.
- b. Attended the MRO America's Exposition and conference for aviation lead generation and sales. Several leads were obtained for potential new projects.
- c. We attended the NM Workforce Summit in Santa Fe, NM.
- d. We attended the Site Selector's Guild Partner event for new lead generation.

5. Business Retention Report

- a. We met goal and visited with 60 local businesses who were contacted and assisted through our Business Retention and Expansion (BRE) program during this period. See the attached list.

6. Real Estate Property:

- b. Prepared and presented to a state board for a site readiness grant (LEADS), and was successfully awarded in June, \$25,000 for new site readiness locations.
- c. Key listings of commercial/industrial property and buildings are updated at <https://www.chavescounty.net/real-estate>
- d. We have been actively seeking real estate locations for potential new projects, both retail and commercial/industrial.
- e. We are also reworking our listings of available land and buildings with new property sheets and information to support new development on our website.

7. New and changed programming.

- a. Our Board of Directors continues the partnership with Retail Strategies to support new retail companies in Roswell. We continue to review potential retail and service sector opportunities. The company conducted another site visit of Roswell in June.

8. Promotional campaigns

- A. We are redesigning our website with Golden Shovel for a fresh and current appearance.
- B. The Roswell Air Center remains our top focus for opportunity where our advertising and lead generation activities support new growth opportunities.
- C. The 2026 Livability magazine project has been completed and delivered.
- D. Social media and website analytics as attached.

9. Cooperative efforts with area organizations, meetings and other top activities:

- A. Attended several events and gave presentations about economic development and the National Championship Air Races to local civic organizations.
- B. Hosted and conducted a meeting for local businesses, and in particular...hotel operators to better support the Air Races.
- C. RCCEDC President & CEO Mike Espiritu now serves as Roswell Flood Recovery Task Force by appointment of the Roswell City Council.
- C. Met with Main Street Roswell Board President to discuss future support opportunities together
- F. Attended the NMIDEA monthly Board of Director's meeting, representing this region.
- G. Attended the monthly Chaves County Commission meetings and Roswell City Council meetings.
- H. We regularly attend city council, county commission, and other committee and ad hoc meetings in support of the numerous programs impacting our economic and community development.
- I. Eastern New Mexico Medical Center Board of Trustees meetings.
- J. Eastern Area Workforce Development Board of Directors and Youth Committee meetings. The Board of Directors meeting was held at the EDC and will continue to do so in the future.
- H. The monthly Aerospace States Association of NM Chapter meeting virtually.
- I. Hosted Amazon for the hiring under their new Flex program and full-time staffing needs on April 8, 2026, at the RCCEDC.

(Kristen Chappell's April BRE's)	Business Name:	POC:
04/01/2026	New Energy Equity (NEE) (Member)	Jacob Hay
04/01/2026	Rio Potomac Investment (Member)	Kyle Armstrong
04/02/2026	Sprint Rehabilitation	Ashley Villa
04/06/2026	Texas Roadhouse	Amber (Evening Shift Manager)
04/07/2026	SCOR Orthopedics	April (Front Administrator)
04/08/2026	Barringer's Blossom Shop	Anjel Zarybnicky
04/08/2026	Sweet Baby J's	Jeri Fuller
04/09/2026	Central Valley Electric (CVE) (Member)	Raelynn Bean
04/10/2026	ASA Architects (Member)	Hal Barnette
04/18/2026	Historical Society for Southeast New Mexico (Member)	Amy McVay Tellez

(Jessica Martinez's April BRE's)	Business Name:	POC:
04/07/2026	State of New Mexico	April Baca
04/10/2026	Tate Branch Auto Center	Mario Lucero
04/20/2026	ENMU-R Trio	Christina Miranda
04/20/2026	Wags & Whiskers Pet Hotel (New Member)	Shawn Higgins
04/22/2026	American Legion Post 28	Rebecca Cobos
04/22/2026	Roswell Correctional Center	Josh Carrol
04/22/2026	Beauty College of Eddy County	Amanda Willis/Mindy Brown
04/22/2026	NM DOT	Candace Barela
04/24/2026	My Metal Wholesale Supply	Wayne Hansen
04/24/2026	Austin Industrial	Shane Dowdy

(Kristen Chappell's May BRE's)	Business Name:	POC:
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05/06/2026	Payne Electric	Ryan Payne
05/07/2026	Edward Jones	Wes Belding
05/11/2026	Smith Engineering (Member)	Scott Hicks
05/12/2026	The Gala Event Center	Alicia Rodriguez
05/12/2026	Culligan	Olivia Velos
05/18/2026	Jason Allision Construction (JAC)	Jason Allison
05/18/2026	Richland Auto Group (Member)	Clarissa Gonzalez-Adams/Travis Hicks
05/19/2026	Stellar Coffee Co. (Member)	Anne Baker
05/20/2025	Pecos Valley Machinery (New Member)	Katie Angelos
05/20/2026	NextEra Energy Resources (New Member)	Kayla DiDonato

(Jessica Martinez's May BRE's)	Business Name:	POC:
05/06/2026	CASA Kids	LeAnne Rice
05/07/2026	J&M Ventures	Marylou Dishman
05/07/2026	Manatt Company & Realtors (Member)	Jim Manatt
05/07/2026	Redden Plumbing & Mechanical (Member)	Hannah McPherson
05/12/2026	Contact Roswell	Kevin Kwilosz, CJ Abraham, Erik Eye, Bill Corbett, Lee Miles
05/14/2026	Farley's Food, Fun & Pub (Member under Cattle Baron Restaurants)	Amelia Moore
05/20/2026	Alien Trash Services, LLC (Member)	Ronaldo Chavira
05/27/2026	Waterfleet	Randi Rodriguez/Casey McDermond
05/29/2026	Bitter Lakes State Park	Jana
05/29/2026	JP Stone Bank (Member)	Staci Carrasco

(Kristen Chappell's June BRE's)	Business Name:	POC:
06/01/2026	601 W LLC (Member)	Brian Taylor
06/01/2026	Bell Gas/Cortez Gas (Member)	Mcnelly Cates/Robert Shull
06/03/2026	Marlin Wells (Member)	Marlin & Kathleen Wells
05/04/2026	Information Protection Services (IPS)/Shred Boss (Member)	Josh Hartwell
06/09/2026	Alien Trash Services LLC (Member)	Rony Chavira
06/09/2026	Payroll Vault (Member)	Betty Tuttle
06/10/2026	Sparklight (Member)	Jay MacLeod, Isabel Foster, David Williams, Clint Raby, and Drew Lovelace
06/11/2026/	Home Innovation Remodeling (Member)	Gabriel Moreno-Sosa
06/17/2026	Interstate Batteries (Member)	Phil Davis
06/18/2026	NuMex Plastics, Inc. (Member)	Guy Tipton

(Jessica Martinez's June BRE's)	Business Name:	POC:
06/01/2026	McCarty Equipment	Michael Abbate
06/01/2026	The Wrap Studio	Julie Corbell
06/01/2026	Dara Dana (Member)	Dara Dana
06/03/2026	Berkshire Hathaway Enchanted Lands Realtors (Member)	Brad Davis
06/08/2026	El Toro Bravo (Member)	Marcela Velarde
06/08/2026	ENMU-R (Member)	Shawn Powell
06/09/2026	Roswell Realtors Association	Twyla White
06/12/2026	NM State Parks	Jana Birch
06/15/2026	Kesi Custom Keepsakes	Kevin Kessl
06/15/2026	JP Stone Community Bank of Roswell (Member)	Staci Carrasco

Roswell-Chaves County EDC
FY 2026 4th Quarter Report to City of Roswell

Golden Shovel Agency (GSA) (Based on January 1, 2026-March 31, 2026. This is the latest data given to us by GSA. We will not receive the April 1, 2026-June 30, 2026, report until the second week of July).

- Total users 4,658
- New users 4,560
- Sessions 5,468
- Sessions per user 1.18
- Engagement rate 36.65%
- Website views 8,234
- Engaged sessions 2,004
- Highest traffic days for website views for this quarter were Friday, with Tuesday being a close second. Monday, Thursday, and Friday are quite equal, with Saturday being the lowest traffic days for weekdays. Weekends are even lower than the weekday views.
- Device category (devices users are viewing our website from)

Device	Total users
Desktop	3,623 (77.7%)
Mobile	1,020 (21.9%)
Tablet	16
Smart TV	1

- Countries and number of users from the country that have engaged in our website

Country	Total users
United States	2,804
India	122
United Kingdom	62
Germany	53
Canada	18
Mexico	17
Taiwan	17
Vietnam	16
France	11
Brazil	8

➤ Higher Traffic-Pages

Page title	Total users	Views
RCCEDC Home/Landing Page	1,532	1,931
imap by Economic Gateway	324	557
Roswell-Chaves County News	195	256
Contact RCCEDC	192	217
Roswell-Chaves County Real Estate for Review	173	248
Annual Events in Roswell-Chaves County	139	161
RCCEDC Staff	132	184
County approves permit for data center, solar facility	131	173
RCCEDC Board	101	132
Reno Air Races in Roswell-Chaves County	97	109

➤ Traffic Type

User source	Total users
(direct)	2,949
Organic Search	1,390
Referral	279
Organic Social	44
Paid Search	9

➤ Higher Traffic States (globally)

Region	Total users
New Mexico	620
Arizona	335
Texas	280
California	235
Colorado	201
Florida	116
Maharashtra	101

New York	98
Ohio	88
Oregon	83

➤ Higher Traffic Cities (globally)

City	Total users
Singapore	1,050
Roswell	295
Phoenix	237
Albuquerque	152
Mumbai	96
Denver	80
Dallas	70
New York	62
Columbus	60
Englewood	58

➤ Acquisition Sources

Sessions default	Total users
Direct	2,965
Google	1,221
Roswell-nm.gov	178
Bing	101
Chatgpt.com	34
m.facebook.com	26
Duckduckgo	19
Livability.com	11
Irl2.mailanyone.net	8

Facebook analytics (April 1, 2026-June 30, 2026)

- 150,000 Views, -55% from previous 90 days
- 20,987 Engagement, +7% from previous 90 days
- 1,600 Interactions, -44% from previous 90 days
- 3,760 Total followers, +6% from previous 90 days
- 70% of users are women, 30% are men
- Follower Demographics- 82.3% Roswell, NM, 4.1% Dexter, 3.1% Artesia, NM, 10.5% "other." 98.9% United States, 0.5% Mexico, 0.1% Nigeria, 0.4% "other."

LinkedIn analytics (Last 90 days)

- 1,175 followers
- 13 Impressions
- 0 Reactions

Instagram analytics (April 1, 2026-June 30, 2026)

- 660 total followers
- Profile activity (85), Profile visits 82
- 909 views. Of the views, 70.8% are followers of the RCCEDC Instagram page and 29.2% are non-followers.
- Accounts reached 2,190
- 50 new interactions, of which 34% are followers and 66% are non-followers
- Accounts engaged were 36
- Most active times are on Mondays and most views occur around 12:00 pm and 6:00 pm.

X analytics (April 1, 2026-June 30, 2026)

- 320 followers, 24 are verified
- 264 impressions
- 1.8% engagement rate, which is up 60%
- 5 engagements
- 2 new likes