



City of Roswell Operating Support Request

Executive Summary

The Roswell Hispano Chamber of Commerce requests \$28,000 in FY2027 operating support to strengthen business services, marketing, education, tourism collaboration, and community engagement. City support provides the operational capacity needed to deliver services while membership dues, sponsorships, and other revenue expand programs and improve long-term sustainability.

Mission

Help businesses become more prepared, more visible, and better positioned for opportunity through business education (BASE), community events (EPIC), and visitor economy partnerships (VISTA).

How the City's Investment Will Be Used

Investment Area	Amount
Membership Services	\$15,000
Marketing & Communications	\$4,000
Technology Infrastructure	\$2,000
Office Operations	\$2,500
Facilities & Equipment	\$2,500
Administration & Insurance	\$2,000
Total Requested	\$28,000

What Roswell Receives

- Membership recovery and growth
- Business education through BASE
- Community engagement through EPIC
- Visitor economy partnerships through VISTA
- Marketing and promotion for local businesses

Performance Measures

- Businesses served
- Members recovered
- New members
- Educational programs
- Networking events
- Tourism partnerships



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- Sponsorship revenue

Leveraging the City's Investment

Every City dollar supports a broader organizational investment funded through membership dues, sponsorships, volunteer leadership, and community partnerships.

Conclusion

The requested operating support represents a partnership between the City of Roswell and RHCC to strengthen the local business community and expand opportunities for economic growth.

What Roswell Receives Through Its Investment in RHCC

Introduction

The City of Roswell's investment in the Roswell Hispano Chamber of Commerce is an investment in a stronger local economy, a more prepared workforce, and a more vibrant business community. City operating support enables RHCC to convene partners, develop programs, connect businesses with resources, and pursue initiatives that no single business or organization could accomplish alone.

The following initiatives illustrate how City support translates into measurable community benefits.

1. Economic Development Corporation / Hispano Chamber Collaboration

RHCC is in discussions with Mike Espiritu, President of the Roswell-Chaves County Economic Development Corporation (RCCEDC), to explore opportunities for collaboration in business and workforce education. By combining RCCEDC's leadership in economic development with RHCC's mission of helping businesses become more prepared, more visible, and better positioned for opportunity, we believe our organizations can strengthen Roswell's workforce and long-term economic competitiveness.

Desired Community Outcome:

Develop a collaborative partnership between RHCC and RCCEDC that helps businesses and the workforce become more prepared, more visible, and better positioned for opportunity through education, workforce development, and business engagement.



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2. Youth Education Initiative

RHCC is working with ENMU-R and other community partners to explore practical ways to strengthen educational opportunity and workforce readiness for Roswell's young people. As an initial step, ENMU-R will support PiñataFest in order to connect with local families and students while increasing awareness of the educational and career opportunities available in our community.

Desired Community Outcome:

Help prepare more young people for educational and career success while strengthening Roswell's future workforce and expanding opportunities for local businesses.

3. Visitor Economy Development (VISTA)

Barbara Gomez is leading RHCC's Visitor Industry Success & Tourism Advancement (VISTA) initiative. Developed in response to RHCC's member listening tours, VISTA helps hotels, restaurants, retailers, attractions, and other visitor-facing businesses become more prepared, more visible, and better positioned for opportunity by strengthening tourism partnerships and increasing visitor spending. As part of this initiative, RHCC has developed a dedicated PiñataFest website that serves as a year-round tourism platform promoting Roswell's businesses, attractions, lodging, dining, shopping, and events—not just during PiñataFest, but throughout the year.

Desired Community Outcome:

More overnight visitors, increased visitor spending, stronger tourism partnerships, and greater economic impact for Roswell businesses.

4. Business Education (BASE)

The Business Accelerator Series (BASE) will provide practical education for member business owners and managers through workshops and partnerships focused on artificial intelligence, marketing, financial management, technology, customer service, workforce development, and entrepreneurship.

Desired Community Outcome:

Better prepared businesses that are more competitive, more resilient, and better positioned for growth.



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5. Community Engagement (EPIC)

Through Events Promoting Identity & Culture (EPIC), RHCC will continue developing community events that support local businesses, encourage visitor spending, strengthen civic pride, and showcase Roswell's unique culture. Events such as Cinco de Mayo and PiñataFest help attract visitors while creating opportunities for local businesses.

Desired Community Outcome:

A more vibrant community with increased business activity and stronger regional visibility.

6. Membership Growth and Business Services

RHCC continues rebuilding its membership while expanding services available to businesses throughout Roswell and Chaves County. The membership recovery initiative seeks to reconnect former members, strengthen relationships with current members, and introduce Chamber services to new businesses. Services include business promotion, networking, education, referrals, strategic partnerships, and marketing support.

Desired Community Outcome:

A stronger business network capable of collaborating on opportunities and challenges affecting the local economy.

Conclusion

City operating support is not simply an investment in an organization; it is an investment in the success of Roswell's business community. By strengthening workforce partnerships, supporting existing businesses, expanding educational opportunities, fostering tourism, and building strategic collaborations, RHCC seeks to help businesses become more prepared, more visible, and better positioned for opportunity while contributing to the long-term economic vitality of Roswell and Chaves County.