



Public Affairs Department Report

July 2026

Public Affairs

General Public Affairs

- Updated UFO Festival website events and schedules
- UFO Festival set up and tear down with the help of Visitor Center, Parks, MainStreet Roswell and volunteers
 - Assisted MainStreet Roswell with vendor set-up
 - Walk of Fame- Inducting Tom Jennings and Stan Crosby
 - UFO Festival Drone Show
 - Foam Zone/ Yard Games
 - Gelly Ball Blaster Game
 - Face Painting
 - Crazy Alien Hair Salon- Visitor Center
 - Caricature Drawings- Visitor Center
 - Assisted MainStreet Roswell with opening up streets after the event with the help of RPD, Streets and Sanitation
- America 250- Patriotic Wall Mural reveal in partnership with Home Depot 3510
- America 250 Celebration- 4th of July Block Party set up and tear down
- Attended the New Mexico Entertainment Awards in Albuquerque- UFO Festival was nominated for Best Event in New Mexico
- Created Water Billing Newsletter for August 2026
- Gathered information from several departments for the Fall Guide 2026
- Received on invoices for the department
- Abstract, information gathering, and PPT for Finance Committee and City Council items/department reports
- Held virtual meetings with 3 Advertising for marketing initiatives for the City of Roswell tourism and UFO Festival
- Sent FixIt forms to the respective departments
- Occupancy Tax Board Meeting- July 21, 2026. Reviewed and recommended funding for 6 events
- Keep Roswell Beautiful Board Meeting- Cancelled- Transitioned to Solid Waste
- Created and ordered marketing collateral for various departments
- Updated OOH billboards / Marquee / Rise vision
- Updating website links on roswell-nm.gov, ufofestival.com, seeroswell.com and flyroswell.com

Current Media Outputs

- Current Campaigns include: Recycling, Help Stop Illegal Dumping, SW Truck Awareness, United Airlines Service, America 250 Roswell, Top Flight Tavern, City Now Hiring, Summer Guide, America 250 Block Party, UFO Festival 2026, RPD Prep-Test, National Night Out
- News flashes on website: 0
- Government website updates: Estimated 37



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Form Updates: 1

- New Forms: 2

- Facebook: 68 (excluding tourism page)

- Instagram: 14

- TikToks: 0

- FB Lives: 1

- Rise Vision Updates: 16 (including UFO-related graphic removal)

- New Digital Billboards & Marquee: 1

- Videos: 0



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ONLY**

Thank You



Graphic Design-

Created an estimated **43 graphics**. July began with UFO Festival in full force at the beginning of the month, along with the America 250 Block Party (at Cielo Grande) that required some last-minute graphics during the event. After the festivities, we began to remove UFO-related event information on our Rise Vision TV screens and begin promoting National Night Out, while supporting department events such as the Roswell Police Department's Test Prep, and informational posts for Animal Services about Skunk Trapping and how to acquire Barn Cats. A few promotional pieces for local media for the Air Races were created as well, including City of Roswell Promo banners that will be displayed at the air races.

530 Graphics Year-to-Date (Jan 1 – Dec 31)

**3 Videos year- to-date
(Jan 1 – December 31)**

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