

General Public Affairs

- Assisted RPD with National Night Out 2026
- Created Water Billing Newsletter for September 2026
- Gathered information from several departments for the Fall Guide 2026
- Tourism Photoshoot with 3Advertising
- Preparing information for NCAR
- 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
- Prepared Lodgers' Tax Award Letters
- Held 2 SET meetings to review community 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, National Night Out, NCAR
- News flashes on website: 1
- Government website updates: Estimated 35
- Form Updates: 3
- New Forms: 2
- Facebook: 59 (excluding tourism page)
- Instagram: 11
- TikToks: 0
- FB Lives: 0
- Rise Vision Updates: 5
- New Digital Billboards & Marquee: 3
- Videos: 0





Graphic Design-

Created an estimated **66 graphics**. August start off with helping significantly with National Night Out at the Recreation Center. Most of the month was dedicated to promoting new and upcoming city events and programs offered by different departments. The 16-page Fall Seasonal Guide was completed and printed. This guide features three pages dedicated to helping residents find city-related information such as permits, the online FixIT Form, and local phone contacts. Two major designs for the City of Roswell's Transit buses were designed and drafted, along with re-designing the PEER logo.

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

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