

City of Roswell
MEMORANDUM

To: Mayor, City Councilors, and Members of the City Finance Committee
From: MainStreet Roswell, Board of Directors
Date: December 23, 2025
Subject: 2026 Roswell UFO Festival – Proposed Budget and Funding Consideration

Overview

It has been both a challenge and an honor to coordinate and organize the Roswell UFO Festival—Roswell’s largest and most recognizable community and tourism event. MainStreet Roswell appreciates the City of Roswell’s continued trust to produce a well-organized, well-attended festival over the past two years and again for 2026. We take this responsibility seriously and remain focused on delivering measurable results for the city.

The Roswell UFO Festival is a major tourist attraction, bringing **up to 20,000 visitors annually**. These visitors generate overnight lodging, restaurant traffic, and retail sales, directly supporting the City’s tax base and overall economic vitality.

Current Funding

Funding Source	2024	2025	Proposed 2026
Advertising	\$20,000	\$20,000	\$20,000
Sponsorship	\$60,000	\$50,000	\$20,000

Funding levels are not sufficient to sustain or grow the festival. This directly limits our ability to secure high-quality entertainment, infrastructure, and programming that attract regional and national visitors.

Return on Investment (ROI)

- Investment directly supports hotel occupancy, gross receipts tax, and local business revenue.
- National recognition and brand value of the festival enhances Roswell’s reputation as a tourism destination.

Recommendation: The value of this event—not only to the local economy but also the national recognition it brings to Roswell—should be highly prioritized. We recommend establishing a **specific line-item under Lodgers’ Tax funding** to ensure timely allocation and avoid delays in production.

Proposed Budget & Negotiation Items

Attached for review are the proposed 2026 UFO Festival budget and a list of specific items for negotiation to support informed decision-making by the Finance Committee and City Council.

Action Requested

We respectfully request **action on the proposed budget no later than January 8, 2026** to:

- Secure entertainers and vendors
 - Finalize contracts and permits
 - Implement marketing strategies; local, regional and national
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Submitted by:

Barbara Gomez

Executive Director, MainStreet Roswell

Income	Amount	Remarks
Lodgers Tax - Marketing, Police, Fire, Sanitation	\$ 20,000.00	
Lodgers Tax - Sponsorship	\$130,600.00	
TOTAL Income	\$ 150,600.00	

Expenses	Amount	Remarks
Lodgers Tax - Marketing, Police, Fire, Sanitation		
Sanitation: Porta Potties/roll offs & tipping/ trash sanitation	\$ 12,050.00	Vendor: Quality Sanitation, Clean Haul / City of Roswell
Security: x 3 overnight & days	\$ 5,400.00	Vendors: Crusaders Security
Printing	\$ 2,000.00	Vendor: SW Printing
UFO bags (partial payment)	\$ 500.00	Vendor: 4imprint
RFD Application/ Permit	\$ 50.00	Vendor: Roswell Fire Department
TOTAL for Marketing, Police, Fire, Sanitation	\$ 20,000.00	

Expenses	Amount	Remarks
Lodgers Tax - Sponsorship		
Stages: 2 x 3 nights; Light, sound & production	\$ 22,000.00	Vendor: J&S ProSound
Stage Entertainment:	\$ 26,000.00	
Street Entertainment / interactive activities	\$ 27,000.00	
UFO Expert Presentations	\$ 8,000.00	In coordination / IUFO Museum
Hotels & Accommodations: entertainment	\$ 13,200.00	Vendor: Candlewood
Advertising	\$ 24,800.00	
Event Management	\$ 7,400.00	
Volunteer t-shirts	\$ 1,000.00	Vendor: Anaya Printing
Misting & Cooling areas	\$ 500.00	Vendor: Amazon / Westlake hardware
Canopies / tents	\$ 500.00	Vendor: Sam's club
Giveaways: bubbles, stickers, glow in the dark sticks,	\$ 200.00	Vendor: Amazon
TOTAL for Sponsorship expenses	\$ 130,600.00	
Total Advertisement	\$20,000.00	
TOTAL EXPENSES for Advertisement & Sponsorship	\$ 150,600.00	

Negotiated items - TBD:

CoR Trademark fee	\$ 1,000.00
CoR Street employees to close & open streets	\$ 1,000.00
CoR Street sanitation	\$ 5,000.00
Total for negotiated items	\$ 7,000.00