

**ADDENDUM NO. 1
TO PROFESSIONAL SERVICES AGREEMENT
BETWEEN THE CITY OF ROSWELL
AND
ROSWELL HISPANO CHAMBER OF COMMERCE**

This Addendum No. 1 ("Addendum") is entered into by and between the City of Roswell ("City") and the Roswell Hispano Chamber of Commerce ("RHCC") and amends the Professional Services Agreement dated July 1, 2024 ("Agreement").

WHEREAS, the Agreement provides for RHCC to deliver structured business education and capacity-building services in support of local economic development; and

WHEREAS, RHCC has conducted multiple structured Business Growth & Operations education sessions pursuant to the Agreement; and

WHEREAS, feedback from participating businesses — particularly hotels, vendors, lodging operators, retailers, and other tourism-facing enterprises — has identified an opportunity to expand execution-focused education designed to strengthen operational performance and improve capture and retention of visitor-driven revenue within the local economy;

NOW, THEREFORE, the parties agree as follows:

1. Expansion of Educational Scope

Section 2(A) – Education Services of the Agreement is hereby expanded to include a Tourism Trade Performance Initiative.

This initiative shall remain educational in nature and is intended to strengthen the operational execution of tourism-facing businesses within Roswell and Chaves County. The initiative is designed to complement existing tourism and economic development efforts and will not provide destination marketing or promotional services.

Programming under this initiative may include structured workshops, facilitated sessions, and peer-led education designed to support improvements in:

- Operational readiness during peak visitation periods
- Pricing discipline and margin management
- Packaging and upsell strategies aligned with visitor demand
- Collaboration and referral coordination among tourism-facing businesses

- Customer capture and retention systems
- Improved profitability derived from existing visitor traffic

The intent of this initiative is to support local tourism-facing businesses in more effectively converting existing visitation into measurable local economic impact.

2. No Change to Compensation

This Addendum does not modify the compensation, payment schedule, funding structure, or total contract amount established in the original Agreement.

3. All Other Terms Remain in Effect

Except as expressly amended herein, all other terms and conditions of the Agreement remain in full force and effect.

IN WITNESS WHEREOF, the parties have executed this Addendum as of the dates set forth below.

CITY OF ROSWELL

By: Hess Yotema

Name: [Signature]

Title: City manager

Date: 3-24-26

Approved as to Form:

[Signature]

Christopher J. Nairn_Mahan, City Attorney

ROSWELL HISPANO CHAMBER OF COMMERCE

By: _____

John Erard

Title: _____

Date: _____

**Roswell Hispano Chamber of Commerce
Membership and Educational Initiatives
Funding Request FY 2026-2027**

FY 2026-2027 Estimated Expenses

EXPENSE	Small Business Support Programs		
EXPENSE	Business Growth & Operations System Initiative (9 Small-business training workshops)	\$ 4,860.00	
EXPENSE	Vendor to Member Initiative (6 Sessions)	<u>\$ 2,000.00</u>	\$ 6,860.00
	Business Engagement Programs		
EXPENSE	Lapsed Member Workshops (4)	\$ 2,000.00	
EXPENSE	Relationship Development	<u>\$ 1,000.00</u>	\$ 3,000.00
EXPENSE	Tourism & Visitor Economy Programs		
EXPENSE	Tourism Best Practices Workshops (4)	\$ 4,000.00	\$ 4,000.00
EXPENSE	Marketing & Communications		
EXPENSE	Contact Management	\$ 500.00	
EXPENSE	Printing	\$ 1,000.00	
EXPENSE	Graphic content	\$ 500.00	
EXPENSE	Social Media	<u>\$ 600.00</u>	\$ 2,600.00
EXPENSE	Other Expenses		
EXPENSE	Contingency	\$ 1,000.00	
EXPENSE	Membership Coordinator Wages (\$15 / Hr.)	\$ 7,800.00	
EXPENSE	Payroll Taxes	\$ 600.00	
EXPENSE	Supplies	<u>\$ 1,000.00</u>	\$ 10,400.00
	Total FY 2027 RHCC Funding Request		<u>\$ 26,860.00</u>



RHCC Program & Impact Overview

Projected Annual Community Impact

Businesses Served	Workshops	Visitors	Economic Impact
100+	23	5000+	\$125k-\$250k

FY2027 RHCC Community Program & Impact Overview

Our programs focus on helping local businesses grow, strengthening the visitor economy, and bringing visitors to Roswell.

This summary outlines the three program pillars through which RHCC supports local business and education activity in Roswell.

1. Small Business Growth

Goal: Help Roswell small businesses grow and increase revenue.

Program:

Business Growth & Operations System (BGOS)

Practical workshops helping Roswell small businesses improve operations, increase sales, and grow jobs.

Activity:

- 9 hands-on workshops annually
- Practical systems training for small businesses
- Marketing, operations, and procurement readiness

Expected Impact:

- 50+ businesses participating
- Improved operational capacity and competitiveness

2. Business Engagement

Goal: Build a strong local business network.

Programs

Lapsed Member Initiative

Quarterly outreach sessions designed to reconnect with former members and reintroduce RHCC programs that support local business growth.

Vendor-to-Member Initiative

Small-group sessions focused on helping participating vendors understand the benefits of chamber membership and encouraging long-term participation in the local business network.

Projected Activity

- ~100 businesses participating



RHCC Program & Impact Overview

- 4 lapsed-member reengagement sessions annually
- 6 vendor-to-member sessions
- Continued growth of chamber membership

Operational Structure

- Lean staffing: Part-time Membership Coordinator
- Minimal administrative overhead
- Accounting services provided on a pro bono basis

3. Visitor Economy Development

Goal: Bring visitors to Roswell and support local businesses through increased visitor activity.

Programs:

Tourism Best Practices Initiative

Peer-led sessions where experienced local operators share proven practices with fellow businesses to attract visitors, extend stays, and increase local spending. Local operators share proven visitor-engagement practices with other Roswell businesses.

Pilot Program – Lodging Partner Initiative

A pilot program incorporating approximately twelve of Roswell's primary hotels and motels to collaborate with local businesses on strategies that increase visitor stays, lodging occupancy, and spending across the community.

Projected Activity

- Peer-led sessions with Roswell business operators
- Participation from key lodging partners and local businesses

PiñataFest-Roswell Cultural Event & Visitor Platform

A signature cultural event and tourism website/platform designed to attract visitors to Roswell and showcase local businesses.

Pilot Program – Separate PiñataFest-Roswell Website

Operating under the NM True Brand and supported in part by the NM Tourism Department.

Projected Activity

- 1 major tourism event
- 100+ participating local vendors and businesses
- Showcase local culture, cuisine and history
- Estimated local Economic Activity: \$125,000 - \$250,000



Roswell Hispano Chamber of Commerce

practical support for local businesses

Mr. Christopher J. Narayan
Acting City Attorney
City of Roswell

Dear Mr. Narayan,

Attached for your consideration is a proposed addendum to our existing agreement with the City of Roswell. As you know, RHCC has conducted several structured Business Growth & Operations education sessions to date in fulfillment of our education commitment.

During those sessions, recurring feedback from participating businesses — particularly hotels, vendors, and other tourism-facing operators — highlighted the need for more targeted support in maximizing tourism-related revenue. In response, we are proposing to formally expand the educational scope under our existing agreement to include a **Tourism Trade Performance Initiative**.

To be clear, this is not “tourism education” in the traditional sense. RHCC will not be teaching tourism theory or destination marketing. Rather, we will identify and engage business operators whose enterprises are tourism-facing and who, through strong operations, are effectively securing their share of the visitor dollar.

The initiative will create a structured platform for **peer-led, execution-focused education** that helps local businesses. The following are examples of these sessions:

- Increase capture of visitor spending and improve length-of-stay conversion strategies
- Strengthen cross-promotion between lodging, dining, retail, and experiences
- Develop pricing, packaging, and upsell strategies tailored to tourism traffic
- Improve profitability from existing visitation rather than relying solely on increased traffic

The purpose of this addendum is not to alter the financial terms of the agreement, but rather to clarify and expand the educational scope in a manner responsive to business community feedback and aligned with the City’s tourism and economic development objectives.

Our objective remains consistent: strengthen business execution across Chaves County so that more locally generated revenue — from tourism, regional trade, and everyday commerce — is captured, retained, and reinvested within our community.

Respectfully,

A handwritten signature in black ink, appearing to read 'John Erard', is written over a light blue horizontal line.

John Erard
President



Roswell Hispano Chamber of Commerce

practical support for local businesses

01.29.2026 Board of Directors Meeting

Monday, March 9, 2026

City of Roswell

Mayor and City Council

Roswell, New Mexico

Dear Mayor Jennings and Council Members,

On behalf of the Roswell Hispano Chamber of Commerce (RHCC), we thank the City of Roswell for its continued support of our work on behalf of local businesses. Your investment has allowed the chamber to **rebuild its operational foundation** and reposition the organization to deliver **practical programs that help businesses grow while strengthening Roswell's visitor economy**.

Over the past year, RHCC focused on **rebuilding key organizational systems** while launching initiatives designed to provide **measurable value to the local business community**.

A major priority was the development of the **Business Growth & Operations System (BGOS)**. BGOS is designed as a series of **practical workshops** that help local businesses improve client acquisition, operations, marketing, and procurement readiness. Although the original BGOS partnership with the Small Business Development Center encountered unexpected challenges and ultimately could not proceed as initially planned, the process allowed RHCC to **refine the concept and reposition the program into a more practical, peer-driven model** centered on real-world business experience.

Under this model, local operators share practical operational insights with fellow business owners in a structured, hands-on format. **Each BGOS session is limited to 12 businesses and provides hands-on operational training**. Each session results in **participating businesses developing a specific operational improvement plan that can be implemented immediately**.

In addition to program development, RHCC invested considerable effort in **strengthening the organization's governance and operational framework**. Over the past year, the board adopted **internal policies designed to ensure continuity, transparency, and responsible management** of the organization.

RHCC also implemented new operational infrastructure, most notably a **Customer Relationship Management (CRM) system**, providing a **structured and accountable way to manage relationships** with members, vendors, sponsors, and community partners while tracking outreach activity, membership engagement, and program participation.

We also made substantial progress in **strengthening our digital presence**. RHCC launched the **PiñataFest-Roswell website platform**, developed in partnership with the New Mexico



01.29.2026 Board of Directors Meeting

Tourism Department and funded through the **NM True brand**. The platform is designed to **attract visitors to Roswell while showcasing local vendors, culture, cuisine, and history**.

Through feedback and discussions during member meetings, many business owners emphasized **attracting more visitors to Roswell, extending their stays, and connecting tourism activity to local commerce**. The **tourism initiative now included in RHCC's program portfolio** grew directly out of these conversations and reflects a shared recognition that a **stronger visitor economy can generate additional revenue for local businesses**.

Because much of the work this year focused on **building these foundational systems and platforms**, RHCC did not expend the entirety of the funds provided by the City during the prior funding cycle. Rather than accelerating expenditures to exhaust the allocation, the chamber deliberately paced spending while **completing the structural work necessary to support long-term programming**.

At the same time, RHCC continued **engaging the local business community** through membership outreach, vendor engagement initiatives, and networking opportunities designed to strengthen connections among Roswell businesses. These conversations helped **shape the chamber's program priorities** and laid the groundwork for the **expanded program activity outlined in our FY2027 plan**.

Looking forward, RHCC's work will focus on **three primary program areas**:

- **Small business growth through practical operational workshops**
- **Business engagement and membership development**
- **Tourism initiatives designed to attract visitors and support local businesses**

These programs are described in the **Program Pillars Overview and FY2027 budget**.

Together, these efforts position the Roswell Hispano Chamber of Commerce to serve as a **practical partner in strengthening Roswell's business community and supporting sustainable economic growth for the city**.

Thank you for your continued support.

Respectfully,

A handwritten signature in black ink, appearing to read 'John Erard', written in a cursive style.

John Erard
President

Dear Josh,

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During those sessions, recurring feedback from participating businesses — particularly hotels, vendors, and other tourism-facing operators — highlighted a need for more targeted support in maximizing tourism-related revenue. In response, we are proposing to formally expand the education scope under our existing agreement to include a Tourism Trade Performance Initiative.

To be clear, this is not “tourism education” in the traditional sense. RHCC will not be teaching tourism theory or destination marketing. Rather, we will identify and engage business operators whose enterprises are tourism-facing and who, through strong operations, execution, pricing discipline, packaging strategies, and customer capture systems, are effectively securing their share of the visitor dollar. The initiative will create a structured platform for peer-led, execution-focused education that helps other local businesses:

- Increase capture of visitor spending
- Improve length-of-stay conversion strategies
- Strengthen cross-promotion between lodging, dining, retail, and experiences
- Improve operational readiness during peak visitation events
- Develop pricing, packaging, and upsell strategies tailored to tourism traffic
- Improve profitability from existing visitation rather than relying solely on increased traffic

The purpose of this addendum is not to alter the financial terms of the agreement, but rather to clarify and expand the educational scope in a manner directly responsive to business community feedback and aligned with the City’s tourism and economic development objectives.

Our objective remains consistent: strengthen business execution across Chaves County so that more locally generated revenue — from tourism, regional trade, and everyday commerce — is captured, retained, and reinvested within our community, benefiting both the business ecosystem and the City’s broader economic goals.

We welcome the opportunity to discuss this addendum at your convenience. Respectfully,

John Erard
President
Roswell Hispano Chamber of Commerce