



# CITY OF ROSWELL OCCUPANCY TAX BOARD BOARD RECOMMENDATION FORM

Event Name: Pinata Fest Event Dates: October 2-4, 2026  
Organization: Roswell Hispano Chamber of Commerce Contact: john.erard@gmail.com

## Final Board Scores

| Evaluation Category     | Max Points | Final Score |
|-------------------------|------------|-------------|
| Return on Investment    | 25         | 10          |
| Historical Performance  | 10         | 10          |
| Other Economical Impact | 25         | 20          |
| General Attendance      | 10         | 5           |
| Uniqueness of Event     | 30         | 20          |

Total Final Score  
Total Points Awarded: 65 /100

## Board Recommendation

- ☐ Recommend Full Funding  
☐ Recommend Partial Funding

Marketing Recommended Amount: \$ 17,200  
Sponsorship Recommended Amount: \$ 20,000

- ☐ Do Not Recommend Funding

Oldrup / Kabir 3-0

## Board Discussion Notes

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## Conditions or Recommendations (if applicable)

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## Scoring Guidance

- 90-100 Exceptional tourism impact; highlight recommended  
80-89 Strong application; recommended  
70-79 Good application; funding at board discretion  
60-69 Limited tourism impact; consider partial funding  
Below 60 Does not sufficiently meet Lodgers' Tax objectives

Chair Signature: Murphy Gattuso Occupancy Tax Board Date: 7-21-26