



MEMORANDUM

City of Roswell

To: Mayor, City Council and City Manager
From: Amanda Dickerson, Guest Service Supervisor
Department: Visitor Center
Date: 9/23/2026
Subject: FY27 Travel Notification and Travel Reimbursement Approval Request

Below are the scheduled travel destinations for this year's Travel Adventure Shows, which the Roswell Visitor Center will be attending as part of the Co-Op Grant coordinated by the City of Santa Fe Tourism Department.

This grant provides an opportunity for representation from New Mexico True, along with the cities of Santa Fe, Albuquerque, Las Cruces, Red River, Taos, Farmington, Roswell, Carlsbad and other surrounding areas.

The Travel Adventure Shows represent one of our largest marketing opportunities of the year. Each show provides us with the opportunity to connect with more than 10,000 attendees who are actively seeking new travel destinations and experiences. These events provide an excellent platform to promote Roswell on a large scale, including the UFO Festival, Air Races, local events, attractions, downtown shopping, local businesses, and community organizations.

Participation in these shows is an important component of our tourism marketing efforts and provides an opportunity to increase awareness of Roswell as a travel destination, which supports tourism activity and, ultimately, Gross Receipts Tax (GRT) revenue for the City of Roswell.

Travel Adventure Show Schedule

- Washington, D.C. – January 14–18
- Phoenix, Arizona – January 28–February 1
- Dallas, Texas – March 4–8
- Denver, Colorado – March 11–15
- Long Beach, California – April 1–5

Request for Travel Reimbursement Approval

In addition to submitting the travel notification for these events, we are requesting approval to receive travel reimbursements in excess of \$1,500 per employee for FY27.

The DFA-approved meal rate is \$70 per day. Based on the anticipated length of each Travel Adventure Show, meals are estimated at approximately \$350 per show, in addition to other eligible travel expenses associated with attendance.

In addition to the Travel Adventure Shows listed above, Visitor Center staff will also attend several in-state conferences and tourism-related events throughout FY27, including:

- Governor's Conference
- Trends
- Top Hat
- Tourism Day

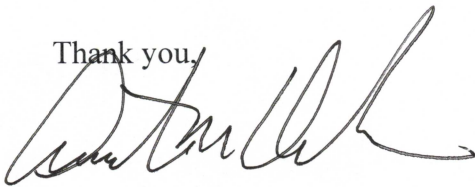
These additional conferences and events will create travel expenses that will also contribute to the total amount of travel reimbursement requested per employee for the fiscal year.

We are therefore requesting approval for the anticipated FY27 travel reimbursements in excess of the \$1,500 per-employee limit, to allow Visitor Center staff to participate in these important tourism marketing opportunities and represent the City of Roswell at regional and national travel events.

Employees Traveling

- Amanda Dickerson – Visitor Center Supervisor
- Dorothy Ramirez – Visitor Center Lead

Thank you,



Amanda Dickerson
Visitor Center Supervisor

Department Head Approval:



Date: 9-28-26