



# County of Los Alamos

1000 Central Avenue  
Los Alamos, NM 87544

## BCC Agenda - Final

### Lodgers' Tax Advisory Board

*Linda Deck, Chair; Katie Bruell, Vice Chair; and Catherine Mockler, Members*

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Friday, December 21, 2018

9:00 AM

1000 Central Avenue, Room 110

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#### **I. ADMINISTRATIVE ACTIONS**

##### ***A. Call to Order/Introductions***

##### ***B. Approval of Today's Agenda***

##### ***C. Review/Approval of Meeting Minutes***

1. [11507-18](#) Minutes from the Lodgers' Tax Advisory Board Meeting on November 27, 2018.

**Recommendation:** I move that the Board approve the Minutes for November 27, 2018.

**Presenters:** Lodgers' Tax Advisory Board

**Attachments:** [November 27, 2018 DRAFT Minutes](#)

##### ***D. Approval of 2019 LTAB Meeting Dates***

1. [11508-18](#) Approval of 2019 LTAB Meeting Schedule

**Recommendation:** I move that the Board approve the 2019 Meeting Schedule.

**Presenters:** Lodgers' Tax Advisory Board

**Attachments:** [A - DRAFT LTAB 2019 Meeting Dates](#)

##### ***E. Status of Board Updates***

##### ***F. Public Comment for Items Not on the Agenda***

#### **II. PRESENTATION/DISCUSSION**

##### ***A. Kimberly DeValle Valles Caldera National Preserve***

#### **III. NEW AND PENDING ITEMS/PROJECTS (For Possible Action)**

##### ***A. Acceptance of the Final FY2019 Tourism Marketing Plan***

1. [11509-18](#) Acceptance of the Final FY2019 Tourism Marketing Plan

**Recommendation:** I move that the Board approve the FY2019 Tourism Marketing Plan

**Presenters:** Lodgers' Tax Advisory Board

**Attachments:** [A - FY19 Los Alamos Tourism Marketing Plan](#)

#### ***B. FY20 Work Plan Priorities***

1. [11510-18](#) FY20 Work Plan Priorities

**Presenters:** Lodgers' Tax Advisory Board

**Attachments:** [FY19 Work Plan](#)  
[FY20 Template](#)

#### ***C. Other Items/Projects***

### **IV. REPORTS**

#### ***A. Inter-Board-Commission Liaisons Update***

1. Art in Public Places Advisory Board
2. Historic Preservation Advisory Board (Linda Deck)
3. Library Board (Katie Bruell)
4. Parks and Recreation Board
5. Planning and Zoning Commission (Catherine Mockler)
6. Transportation Board - Kelly Stewart
7. Tourism Implementation Task Force (Katie Bruell & Linda Matteson)

#### ***B. State/Regional Tourism & Hospitality Report***

1. NM Hospitality Association: TRENDS Conf Jan 28-29, 2019
2. New Mexico Tourism Department Update
3. Visitor Guide Feedback from PRSA

#### ***C. Mainstreet/Creative District Report***

1. MainStreet Update (Lauren McDaniel)
2. Creative District Update (Lauren McDaniel)

***D. Branding Update (Kelly Stewart)***

1. Discoveries Action Team Projects Update

***E. Tourism Marketing Report (Floyd Vasquez)***

1. FY19 Marketing Co-Op Update
2. Monthly Reports

1. [11514-18](#) Tourism Marketing Report  
Presenters: Lodgers' Tax Advisory Board  
Attachments: [A - Dec 2018 LTAB PR Social Media Report](#)  
[B - Dec 2018 Activity Report](#)

***F. Lodgers' Tax Revenue Report Review (ALL)***

1. [11511-18](#) Lodgers' Tax Revenue Report  
Presenters: Lodgers' Tax Advisory Board  
Attachments: [A - Revenue Accrual Report](#)

***G. Visitation by Attraction/Visitor Centers (Melanie Pena)***

1. [11513-18](#) Visitation by Attraction/Visitor Centers  
Presenters: Lodgers' Tax Advisory Board  
Attachments: [A - November Visitation 2018 Monthly Report](#)

***H. Group Marketing Events/Opporunities (All)***

***I. County Recreation Report***

1. [11512-18](#) County Recreation Report  
Presenters: Lodgers' Tax Advisory Board  
Attachments: [A - December PROS Division Report](#)

***J. Tourism Materials Distribution Update (Fun & Games) (Melanie Pena)***

**K. Other Announcements (All)****V. NEXT MEETING(S)/FUTURE AGENDA ITEMS**

The next LTAB meeting is Tuesday, January 15, 2019, 12-2 p.m.

Municipal Building , Location TBD

**VI. ADJOURN**

*If you are an individual with a disability who is in need of a reader, amplifier, qualified sign language interpreter, or any other form of auxiliary aid or service to attend or participate in the hearing or meeting, please contact the County Human Resources Division at 662-8040 at least one week prior to the meeting or as soon as possible. Public documents, including the agenda and minutes can be provided in various accessible formats. Please contact the personnel in the Economic Development Department at 662-8087 if a summary or other type of accessible format is needed.*





# County of Los Alamos

## Minutes

### Lodgers' Tax Advisory Board

1000 Central Avenue  
Los Alamos, NM 87544

*Linda Deck, Chair; Katie Bruell, Vice Chair; and Catherine Mockler, Members*

Tuesday, November 27, 2018

12:00 PM

Municipal Building, B & C Room 110,  
12:00 noon

#### **I. ADMINISTRATIVE ACTIONS: PART**

##### **A. Call to Order/Introductions**

**Members Present:** Ryn Herrmann, Chair; Linda Deck, Vice Chair; and Katie Bruell, Elizabeth Allen and Catherine Mockler, Members

**Council Liaison Absent:** Morrie Pongratz, Councilor

**Others Present:** Kelly Stewart, Staff Liaison; Linda Matteson, County Manager's Office; Melanie Pena, Los Alamos Commerce and Development Corporation; Floyd Vasquez, Griffin and Associates; Lauren McDaniel, Executive Director, Los Alamos MainStreet; Stacy Baker, Bradbury Science Museum.

The Meeting was called to order at 12:05 pm.

##### **B. Approval of Today's Agenda**

Vice Chair Deck moved to approve the agenda. Member Allen seconded the motion. The motion passed unanimously.

##### **C. Review/Approval of Meeting Minutes**

1. [11426-18](#) Minutes from the Lodgers' Tax Advisory Board Meeting on October 16, 2018.

**Attachments:** [A - October 16 DRAFT Minutes](#)

The Board reviewed the minutes of the previous meeting. Vice Chair Deck moved to approve the minutes as corrected. Member Bruell seconded the motion. Member Allen abstained from the vote. The motion passed.

##### **D. Board Updates**

Chair Herrmann announced that she has termed out and this is her last day on the Board. Member Allen's stated that her last meeting will be in December, after which she will resign her seat to take on her new position as Municipal Judge.

1. Elizabeth Allen
2. Vacancies

Names of possible candidates for public-at-large and lodging were brain-stormed and the members will reach out to Los Alamos residents and people from area attractions and lodging establishments.

a. Public-At-Large

b. Lodging

3. Prospects/Recruitment Status

4. Chair/Vice-Chair Elections

The Board held elections for a chair and vice chair. Elizabeth Allen made a motion to nominated Linda Deck for the Chair. Katie Bruell seconded the motion. Cathy Mockler abstained from the vote. The motion passed.

Ryn Herrmann nominated Katie Bruell for vice chair. Elizabeth Allen seconded the motion. Cathy Mockler abstained from the vote. The motion passed.

**E. Public Comment for Items Not on the Agenda**

No public comment.

**II. REPORTS**

**A. Inter-Board-Commission Liaisons Update**

1. Art in Public Places Advisory Board (Ryn Herrmann)

Ms. Bruell reported that APP received a generous art donation from Richard Swenson: the metal lizard sculpture currently on the side of the white Rock Visitor Center will be moved to the outside of the Nature Center.

2. Historic Preservation Advisory Board (Linda Deck & Barb Lai)

a. HP Grants - AR and Getty

Ms. Lai reported that the County and the Historic Preservation Advisory Board sent a "Letter of Inquiry" to the Getty Foundation. The letter requests consideration to be invited to apply for a Getty Grant to fund repairs to the windows and logs in Fuller Lodge.

3. Library Board (Katie Bruell)

No report.

4. Parks and Recreation Board (Elizabeth Allen)

No report.

## 5. Planning and Zoning Commission (Catherine Mockler)

No report.

## 6. Transportation Board (Kelly Stewart)

No report.

## 7. Tourism Implementation Task Force Report

The Task Force has divided into four smaller working groups: marketing, attractions, events, and infrastructure. Each Task Force member joined one of the working groups to meet separately to prioritize, research and determine implementation of the Tourism Strategic Plan recommended actions.

Ms. Matteson reported that an RFP was advertised to recruit a contractor for the Visitor Centers management and operations. Proposals are due the last week of November with the goal of securing a contractor by Dec. 31, 2018. Ms. Matteson noted that the new contractor will set up Los Alamos Visitor Center (LAVC) operations in the space currently used by the State Cooperative Extension Service. There may be a period of up to 2 months (Jan-Feb) during which the LAVC will be closed to allow for move-in and refurbishing, and the WRVC will house all visitor center operations.

**B. State/Regional Tourism & Hospitality Report (Ryn Herrmann & Kelly Stewart)**

## 1. New Mexico Tourism Department

## a. Andrea Lawrence Visit Recap

Ms. Stewart updated the Board on Andrea Lawrence's visit to Los Alamos in September. Ms. Matteson and Ms. Stewart discussed the Tourism Strategic Plan with Ms. Lawrence. Written impressions of the County will be shared with LTAB and County Council.

## b. North Central Region Board Recap

Ms. Stewart reported that the Board has lost some members over the years and is in the process of recruiting additional members.

## 2. New Mexico Hospitality Association

## a. Top HAT Awards Recap

Ms. Stewart reported that the Top HAT Awards Gala was held on Nov. 8 at the Santa Ana Star Casino in Bernalillo. Bardbury Science Museum's "Manhattan on the Mesa" exhibit was a finalist for "Outstanding Event" and the Los Alamos Nature Center won in its category of "Outstanding Attraction".

## b. TRENDS Conference (Jan 28-29)

Ms. Stewart reported that the TRENDS Conference is scheduled for January 28 and 29, 2019. The location of the Conference is La Fonda in Santa Fe.

## 3. Public Relations Society of America Le Cumbres Awards

Ms. Stewart reported that Griffin and Associates submitted the Los Alamos Visitors Guide and it won the Bronze Award. The PRSA has promised to share the judge's feedback on the visitor guide at a later date.

**C. Mainstreet/Creative District Report (Lauren McDaniel)**

Ms. McDaniel reported on the schedule of events beginning with WinterFest and the parade which is held on December 8 in Los Alamos. She also reported that MainStreet and the Chamber are working very hard to promote *Small Business Saturday*. A Blue Bucks raffle with cash prizes awarded will follow the December 8 light parade.

**D. Branding Update (Kelly Stewart)**

Ms. Stewart reported that the branding focus is now on the Discoveries Action Team. There will be some training offered to businesses to assist them with incorporating the County's brand into their businesses.

She also reported that one of the DAT projects is to develop a designated area for food trucks.

**E. Tourism Strategic Plan/Wayfinding Plan Update (Linda Matteson)**

See Section II.A.7.

**F. Tourism Marketing Report (Floyd Vasquez/Dave Hayduk)**

Mr. Vasquez updated the Board on the marketing activities underway since last month. He said that a press release promoting the WinterFest schedule of activities was distributed statewide. He also reviewed a number of marketing initiatives that Griffin is working on in the coming months.

**G. Lodgers' Tax Revenue Report Review (ALL)**1. [11429-18](#) Lodgers' Tax Revenue Report

Attachments: [A - LTAB Revenue Report](#)

Ms. Stewart reported that the Lodgers' Tax revenues are up over last year. Ms. Bruell requested a chart showing the revenues charted against the visitation numbers.

**H. Visitation by Attraction/Visitor Centers (Melanie Pena)**

1. [11427-18](#) Visitation By Attraction/Visitor Centers

**Attachments:** [A - October 2018 Visitation Monthly Report](#)

Ms. Pena reported that October was a busy month for attraction visitation which is up from last year. She would like to start getting visitation numbers from the Manhattan Project National Historic Park (MAPR) and the Valles Caldera National Preserve. Ms. Matteson reported that MAPR visitation data is available in a special section of the nps.gov website and will work with Ms. Pena to access that data for inclusion in the Visitor Trends Report.

**I. Group Marketing Events/Opportunities (All)**

**J. County Recreation Report (Dianne Marquez)**

Chair Deck asked Ms. Stewart to reach out to Ms. Marquez to get the monthly report for inclusion in the LTAB packet each month.

**K. Tourism Materials Distribution Update (Fun & Games) (Melanie Pena)**

Ms. Pena reported that Fun And Games staff picked up another 24 boxes of Visitor Guides about two weeks ago.

**L. Other Announcements (All)**

**III. NEW AND PENDING ITEMS/PROJECTS**

**IV. PRESENTATIONS/DISCUSSION ITEMS**

**1. LTAB Priorities (Discussions)**

Ms. Stewart reported that it is about time to start working on LTAB FY20 Work Plan. The Board members reviewed the suggested priorities a-h below and shared their ideas for key, actionable priorities.

Chair Deck asked the members to provide feedback on recommendations for spending Lodgers' Tax funds.

- a. Lodging Opportunities
- b. Airbnb, etc. Policy
- c. Materials Coordination and Distribution
- d. Metrics
- e. Rural Pathways Program Grants
- f. AR Project with Historic Preservation Board

Ms. Lai reported that the HPAB is researching the development of an augmented reality application for interpreting the history of Fuller Lodge.

- g. Recreation/Tournament Tourism
- h. NMTD Tools Integration
- i. Other

**V. NEXT MEETING(S)/FUTURE AGENDA ITEMS**

**The next LTAB Meeting will be held on December 18, 2018 in the Municipal Building, Room 110 at 12:00 pm.**

**VI. ADJOURN**

Chair Deck adjourned the meeting at 2:00 pm.

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# LOS ALAMOS

where discoveries are made

## Lodgers' Tax Advisory Board 2019 Meeting Dates

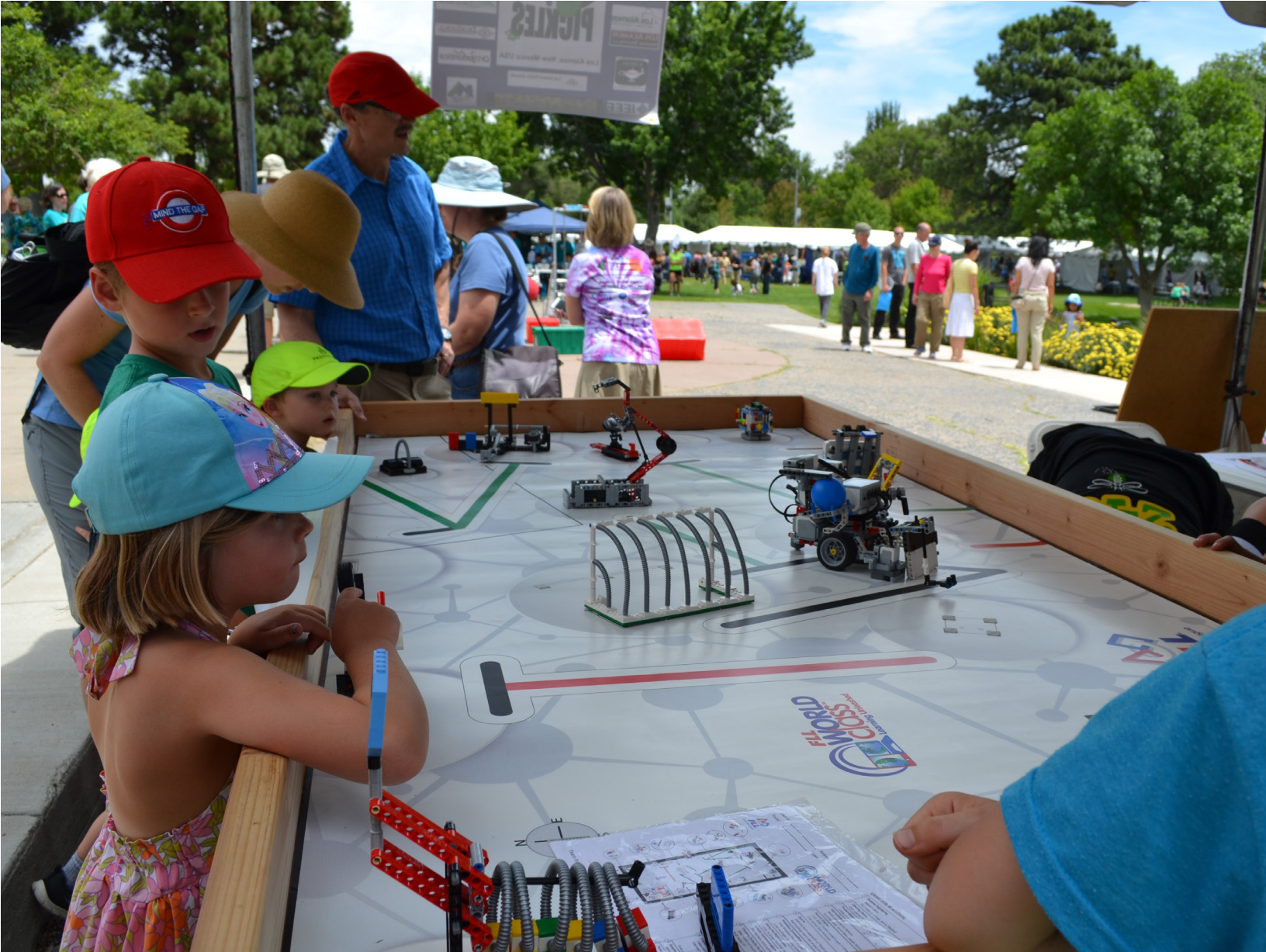
**DATE:** 3<sup>rd</sup> Tuesday of each month

**TIME:** 12:00 p.m. to 2:00 p.m. *unless otherwise noted\*\**

**LOCATION:** Los Alamos County Municipal Bldg., 1000 Central Ave., First Floor, Los Alamos, NM  
Boards, Commissions, Committee (BCC) Room 110 OR Council Chambers, *unless otherwise noted\**.

<b>January 15, 2019</b>	<b>Noon-2:00PM</b>	<b>BCC Room 110</b>
<b>February 19, 2019</b> <i>Day after Presidents Day</i>	<b>Noon-2:00PM</b>	<b>BCC Room 110</b>
<b>March 19, 2019</b>	<b>Noon-2:00PM</b>	<b>BCC Room 110</b>
<b>April 16, 2019</b>	<b>Noon-2:00PM</b>	<b>BCC Room 110</b>
<b>May 21, 2019</b>	<b>Noon-2:00PM</b>	<b>BCC Room 110</b>
<b>June 18, 2019</b>	<b>Noon-2:00PM</b>	<b>Council Chambers*</b>
<b>July 16, 2019</b>	<b>Noon-2:00PM</b>	<b>Council Chambers*</b>
<b>August 20, 2019</b>	<b>Noon-2:00PM</b>	<b>BCC Room 110</b>
<b>September 17, 2019</b>	<b>Noon-2:00PM</b>	<b>BCC Room 110</b>
<b>October 15, 2019</b> <i>Day after Columbus Day</i> <i>not a County holiday</i>	<b>Noon-2:00PM</b>	<b>BCC Room 110</b>
<b>November 19, 2019</b>	<b>Noon-2:00PM</b>	<b>BCC Room 110</b>
<b>December 17, 2019</b>	<b>Noon-2:00PM</b>	<b>BCC Room 110</b>





LOS ALAMOS

FY2019 Tourism Marketing Plan



## INTRODUCTION

This plan provides a year in review of tourism marketing activities and results in fiscal year 2018 (FY18), July 1, 2017 through June 30, 2018, as well as a plan and forecast for Los Alamos tourism marketing in FY19. Both sections outline marketing goals, objectives, tactics and performance measures, as well as key tourism assets, attractions and experiences, key messages, target audiences and strategic media designed to increase the number of new and repeat visitors to Los Alamos, New Mexico. General strategy and elements for the FY19 Plan are based on current challenges and opportunities to take the tourism economy to the next level. It also builds on the performance of the FY18 tourism marketing efforts.

## FY18

### FY2018 TOURISM MARKETING RESULTS

All FY18 tourism marketing goals were met or exceeded, with the exception of website new users and page view data, as metrics from losalamossciencefest.com were not available. From July 1, 2017 through June 30, 2018 Lodgers' Tax Revenue increased by 6% with \$297,657 generated. Paid and earned advertising has exceeded FY18 goals as well, garnering over 117,088,676 million impressions and stories featured in 9 "A" list publications.

In FY2018, Facebook was the primary social medium to engage Los Alamos' primary demographic (Baby Boomers, aged 55+). At the direction of the Los Alamos Lodgers' Tax Advisory Board, use of paid posts were strategically employed to increase audience reach, "Likes" and awareness for Los Alamos events and attractions, particularly in drive markets throughout the state and in the southwest region. Facebook contests were also used to engage residents, past and present, as community ambassadors, encouraging them to share their authentic experiences along with photos, video and hash tags that appeal to potential visitors. This high value content was conveyed to expanded audiences through paid posts.



## LOS ALAMOS FY18 METRICS

	GOAL	ACTUAL
<b>PAID MEDIA</b>	<b>7,150,000</b>	<b>7,200,000</b>
<i>Gross impressions</i>	<b>2,360</b>	<b>2,592</b>
<b>FACEBOOK</b>		
<i>New "Likes"</i>	<b>4,725</b>	<b>4,997</b>
<i>Page Viewers</i>	<b>18,000</b>	<b>20,876</b>
<i>Page Views (Profile)</i>	<b>3,000</b>	<b>4,185</b>
<i>Engagements</i>	<b>54,000</b>	<b>67,168</b>
<b>EARNED MEDIA</b>		
<i>Gross impressions</i>	<b>90,000,000</b>	<b>166,851,463</b>
<i>"A-List" placements</i>	<b>9</b>	<b>9</b>
<b>WEBSITE TRAFFIC</b>		
<i>New users</i>	<b>75,000</b>	<b>57,899</b>
<i>Total page views</i>	<b>150,000</b>	<b>138,940</b>
<b>LODGERS' TAX REVENUES</b>		
<i>Dollars paid</i>	<b>\$295,911</b>	<b>\$297,657</b>
<i>% increase</i>	<b>5%</b>	<b>6%</b>

Marketing efforts also capitalized on key community and statewide events targeting Los Alamos' demographics to create awareness and convert visits. Los Alamos Economic Development Marketing and its tourism marketing services contractor partnered with the New Mexico Tourism Department, staffing booths at the New Mexico State Fair (more than 460,000 attendees) in September and the Albuquerque International Balloon Fiesta in October (more than 880,000 attendees). Key community events conducted in the downtown Los Alamos Main Street/ Creative District, namely the Los Alamos ScienceFest, were promoted to drive markets throughout the state, soliciting record attendance of 12,792\*.

*\*Data for these metrics is provided by Discover Los Alamos meeting and visitor bureau, Los Alamos County's visitor center operations and management contractor.*



## 9 A-LIST PLACEMENTS

A-list publications are print, broadcast or digital media with circulations or viewership of 500,000 or more.

**Fox News Travel** | National Park Service to Open Birthplace of Atomic Bombs

**House Beautiful** | Happiest Small Towns in America

**CNN** | Trinity Site Nuclear Weapon Test Anniversary

**AZ Central** | Best West Travel Destinations

**USA Today** | Atomic City Secret No More

**Food Network Magazine** | Things to Do for Fall

**US News and World Report** | 10 Fall Getaways

**Only in Your State** | Must Visit Fall Locations

**Only in Your State** | 5 Best Hikes in New Mexico

**Voices of America** | National Parks Road Trip

# FY19

## TARGET AUDIENCES

**Primary Demographic:** Persons 30+ HHI: 35K+

Interests: Mountain Biking, Hiking, Rock Climbing, Tri-Athlons, National Parks, SummerFest

**Secondary Demographic:** Persons 50+ HHI: 60K+

Interests: History, Museums, Native American Culture, National Parks, RVing, General Travel

## TARGET MARKETS

ABQ, Denver, Phoenix, Dallas, Houston.

*These geographic markets match The New Mexico Tourism Department's most current NM True demographic profiles re: FY17 Longwoods International visitation data*



## STRATEGIC APPROACH

- Drive with a single voice using the Los Alamos brand message with consistency.
- Provide marketing programs that focus on authentic “aha moments” found in Los Alamos.
- Continue to differentiate Los Alamos from other New Mexico locations via its historic, culturally significant roots, world-class recreation amenities and “Gateway to 3 National Parks” designation.
- Utilize key digital media (Pandora, Mobile device I.D. Targeting, Desktop Display, Facebook and Instagram) in the identified drive markets with messages to primary demographics.
- Educate travelers about Los Alamos, utilizing web, mobile devices and earned media.

## GOALS

- I. Increase the number of people interested in traveling to Los Alamos, measured by increases in visitors to visitlosalamos.org.
- II. Increase Lodgers’ Tax revenue by 3% or more with first time and repeat travelers (measured by the County’s monthly Lodgers’ Tax reports), which is a metric that is consistent with the Travel Industry of America’s projections nationally.
- III. Increase and repost the number of mainstream major media that write or air positive news stories on Los Alamos.
- IV. Showcase our new New Mexico True-approved creative to our primary and secondary demographics.

## KEY MESSAGES

### Los Alamos Brand Identity

*Essence: Cultivating curiosity and delivering aha moments.  
Brandline: Where Discoveries Are Made*

### Los Alamos is New Mexico True

*Use of bold images and minimal copy that convey Los Alamos as a destination for “venturesome travelers seeking an authentic experience.”*



Los Alamos County has seen five years of steady, year-over-year growth. With Lodgers’ Tax revenues back to pre-recession numbers, tourism growth is anticipated to pace more in line with national averages—2.5%–3%. Using these reasonable budget levels as a baseline, tourism marketing expenditures and creative will be closely aligned with the New Mexico Tourism Departments’ New Mexico True campaign, allowing us to promote Los Alamos’ unique assets while capitalizing on the tourism increases throughout the state.

## TARGET INCREASE FY19 METRICS

### PAID ADS

*print, broadcast, digital, social media*  
7.15 million advertising impressions  
2,500 new “Likes” from boosted posts

### FACEBOOK PAGE

*“Likes”, comments, shares*  
7,500 total “Likes”  
20,000 page viewers  
3,200 profile page views  
60,000 engagements

### PUBLIC RELATIONS

*earned media, press releases, story placement*  
18–20 press releases  
120 million gross impressions  
11 “A-List” stories

### WEBSITE TRAFFIC

*page views, session times*  
60,000 new users  
140,000 total page views  
a 1% increase

### LODGERS’ TAX REVENUES

\$306,586

**Flat**

**50%**

**33%**

**3%**

**3%**

*\*While not a direct measure of marketing efforts, this is a desired outcome and conversion metric to measure success of marketing efforts.*



### TACTICS

Generate awareness and interest through paid media, such as print and on-line ads placed in publications and on websites that our target markets are reading. The target growth for print is commensurate with flat print circulations across all print media. Budget allocated for this medium will deliver the same gross impressions as in FY18. All ads drive viewers to the VisitLosAlamos.org website for more information. Interested, potential visitors are measured through Google analytics gathered for the visitor website.

• • • • •

Earn authentic media coverage through strategic placement of paid ads through the New Mexico Tourism Cooperative Grant with the following media platforms:

New Mexico True Adventure Guide

Social Media

Digital Media

• • • • •

Leverage the 100% increase in Facebook Likes generated in FY18 by employing some of the same tactics, including post boosts, sponsored ads and contests promoting visits to destination attractions to increase the size of the Facebook community ("Likes"), increase "reach" (the number of people served Los Alamos content) and page engagement.

• • • • •

All paid, social and earned media drives users to the visitlosalamos.org website, with a focus on attracting new users—unique page views, a more accurate measure of individual engagement.

• • • • •

Work with the Lodgers' Tax Advisory Board, New Mexico Tourism Department (NMTD), New Mexico Hospitality Association (NMHA), attractions and local businesses and attractions to develop campaigns that incentivize visits to attractions and businesses in a way that can be measured and rewarded.

• • • • •

Work with local hotels to develop campaigns and packages to increase hotel stays and Lodgers' Tax revenues.



## LOS ALAMOS TOURISM ECONOMY

Los Alamos, New Mexico is undergoing big changes FY19 with the town and region's largest employer, the Los Alamos National Laboratory, under new management that will impact the 10,000 employees and 18,000 residents. However the change will have no impact on

the reasons visitors come to the area — to visit the three National Parks; to explore the history, science and nature museums, and to partake in the spectacular scenery and recreational assets.

### KEY TOURISM ASSETS, ATTRACTIONS & EXPERIENCES

#### 3 NATIONAL PARKS

The National Park Service always tells a great story, and now rangers are creating experiences and itineraries for three parks that are a 5-minute walk or a 30-minute drive from downtown Los Alamos—Bandelier National Monument to the south, the Valles Caldera National Preserve to the west, and the new Manhattan Project National Historical Park in the town itself.



##### **Bandelier National Monument**

A short drive from downtown Los Alamos, Bandelier offers visitors an excellent opportunity to explore Ancestral Pueblo dwellings, broad mesas and steep-walled canyons, where ladders provide access to small, carved dwellings built into natural recesses.



##### **Valles Caldera National Preserve**

This 89,000-acre Preserve encompasses a dormant supervolcano that is now home to elk herds and hosts a variety of recreation activities, including fishing, hiking, biking and car tours.



##### **Manhattan Project National Historical Park**

One of the most unusual assets of the National Park Service, the Manhattan Project National Historical Park tells the story of America's race to create an atomic weapon to end World War II.



##### **Pajarito Mountain**

Pajarito Mountain's challenging runs and minimal lift lines make it an exceptional recreation playground for all seasons. The family-friendly mountain offers a network of cross-country trails, 40+ downhill trails, and 300 cleared acres for skiers, boarders, mountain bikers and hikers of all levels, as well as regular events featuring live music and craft brews from the northern region.



##### **High Altitude Recreation**

The County's trails provide some of the most exceptional views of the surrounding canyons, mesas, valleys and mountains. Whether by bike, horse, wheelchair or on foot, there is an easy, medium or expert trail to match the desired experience, including paved and unpaved trails.



## PROGRAMS & PARTNERSHIPS

### New Mexico Tourism Department (NMTD)

- North Central Region Board collaborative marketing efforts
- New Mexico True campaigns, opportunities, destination designation, webinars
- Cooperative Marketing and Rural Pathway Project Grants

### New Mexico Hospitality Association (NMHA)

- Membership benefits and opportunities
- New Mexico Tourism TRENDS and Governor's Conferences
- New Mexico Top HAT Awards Banquet

### Local Partnerships

- Los Alamos Branding Initiative
- Wayfinding Plan
- Lodgers' Tax Advisory Board
- Discover Los Alamos Meeting and Visitor Bureau
- Los Alamos Chamber of Commerce
- Los Alamos Commerce and Development Corporation (LACDC)
- Los Alamos Attractions/Organizations
  - Bradbury Science Museum and BSM Association
  - Los Alamos Historical Society/History Museum Campus
  - Pajarito Environmental Education Center/Los Alamos Nature Center
  - MainStreet Futures Committee
  - Pajarito Mountain

### Los Alamos County

- Economic Development Division
- County Manager's Office
- Communications and Public Relations Office
- Community Services Department
- Parks, Recreation and Open Space Division

### Los Alamos County Plans

- Tourism Strategic Plan
- Brand Action Plan
- Comprehensive Plan
- Economic Vitality Strategic Plan
- Wayfinding Plan



### Los Alamos County Boards, Commissions & Committees

- Lodgers' Tax Advisory Board (LTAB)
- Arts in Public Places Board
- Historic Preservation Board
- Library Board
- Parks and Recreation Board
- Planning and Zoning Board
- Transportation Board
- Tourism Implementation Task Force
- Discoveries Action Team
- Economic Vitality Action Team (EVAT)

## TOURISM MARKETING METRICS FY17–FY19

MEDIA	METRICS	FY17 ACTUAL	FY18 GOAL	FY18 ACTUAL	FY19 GOAL
<b>PAID MEDIA</b>	Gross impressions	6,688,676 impressions	7,150,000 impressions	7,200,000 impressions	7,150,000 impressions
	New Facebook "Likes"	710 new "Likes"	2,360 new "Likes"	2,592 new "Likes"	2,500 new "Likes"
<b>SOCIAL MEDIA</b>	Total Facebook "Likes"	2,360 total "Likes"	4,725 total "Likes"	4,997 total "Likes"	7,500 total "Likes"
	Reach	10,200 Facebook page viewers	18,000 Facebook page viewers	20,876 Facebook page viewers	20,000 Facebook page viewers
	Page Views (Profile)	2,400 Facebook page views	3,000 Facebook page views	4,185 Facebook page views	3,200 Facebook page views
	Engagements	30,000 "Likes," comments, shares	54,000 "Likes," comments, shares	67,168 Facebook engagements	60,000 Facebook engagements
<b>EARNED MEDIA</b>	Gross impressions	110,000,000	90,000,000	166,851,463	120,000,000
	"A-List" Placements	9 "A-List" stories	9 "A-List" stories	9 "A-List" stories	11 "A-List" stories
<b>WEBSITE TRAFFIC</b>	New Users	74,337 new users	75,000 new users	57,899 new users	60,000 new users
	Total Page Views	174,354 total page views	150,000 total page views	138,940 total page views	140,000 total page views
<b>LODGERS' TAX REVENUES</b>	Dollars Paid	\$281,820 Lodgers' Tax Revenue	\$295,911 Lodgers' Tax Revenue	\$297,657 Lodgers' Tax Revenue	\$306,586 Lodgers' Tax Revenue
	% Increase	11% over FY16	5% increase over FY17	6% increase over FY17	3% increase over FY18

**"Earned Media"** results were due to consistent monthly news release pushing and pitching.

**"Website Traffic"** results increased due to more paid advertising being placed on digital and social networks which drove people directly to the VisitLosAlamos.org website.

**"Goals vs. Actual"** are defined by the data available in the moment. The "Goals" projected for visitor behavior (e.g., impressions) are based on research conducted for

the media placement buy and largely informed by the performance data provided by the selected media outlet regarding its capability to reach and measure target audiences. "Actuals" track the impressions and other measures of audience behavior during the active run dates of the campaign. "Actuals" may also include bonus value added reach or opportunities for engagement that is supplied at the discretion of the media outlet based on ad space or other inventory that becomes available during campaign run dates.

## TOURISM MARKETING FY16–FY19 METRICS

GLOSSARY OF MEDIA METRICS	
<b>“A-List” Placements</b>	500,000-plus circulation/viewership per medium
<b>Earned Media</b>	Refers to publicity gained through promotional efforts other than paid media advertising. Traditionally from public relations efforts.
<b>Engagements</b>	The number of times Facebook users engage with posts on Visit Los Alamos Facebook page through “Likes,” comments and shares.
<b>Facebook Boost Posts</b>	Pay to increase the number of Facebook users in a target market exposed to a posted message.
<b>Facebook “Likes”</b>	The number of new people who click the “Like” button on the Visit Los Alamos Facebook page.
<b>Gross Impressions</b>	An ad impression, also known as an ad view or a single instance of a single advertisement experience, regardless of medium.
<b>Media Impressions</b>	Broadly defined as any interaction with a piece of content and an audience member.
<b>New Users (Website)</b>	New users, also known as “unique page views” provide a useful alternative to basic page views. With unique page views, you eliminate the factor of multiple views of the same page within a single session. If a user views the same page more than once in a session, this will only count as a single unique page view.
<b>Page Views (Profile) Facebook</b>	The number of times a Facebook page’s profile has been viewed—logged in and logged out by users.
<b>Total Page Views (Website)</b>	A page view is defined as a view of a page on your site that is being tracked by the Analytics tracking code. If a user clicks reload after reaching the page, this is counted as an additional pageview. If a user navigates to a different page and then returns to the original page, a second pageview is recorded as well.
<b>Paid Media</b>	Ad space purchased in print publications (e.g., New Mexico Magazine), digital platforms (e.g., Pandora), social media (e.g., Facebook boost posts).
<b>Reach</b>	The total number of Facebook users who viewed any Visit Los Alamos Facebook page posts.



## FY19 MARKETING TIMELINE

JULY		AUGUST		SEPTEMBER	
Q1	<b>Message:</b> Los Alamos ScienceFest <b>ScienceFest Media schedule:</b> Radio Connected TV Pandora Public Relations	<b>Message:</b> Gateway to 3 National Parks <b>Media:</b> public relations, Facebook boosted posts	<b>Event:</b> New Mexico State Fair <b>Media:</b> public relations, Facebook boosted posts		
OCTOBER		NOVEMBER		DECEMBER	
Q2	<b>Event:</b> International Balloon Fiesta <b>Media:</b> public relations, Facebook boosted posts	<b>Message:</b> Ski Pajarito Opening <b>Media:</b> public relations, releases and Facebook posts	<b>Message:</b> WinterFest <b>Media:</b> public relations, releases and Facebook posts		
JANUARY		FEBRUARY		MARCH	
Q3	<b>Message:</b> Ways to explore Los Alamos off the beaten path; <b>Media:</b> RootsRated native social media content <b>Message:</b> Los Alamos is a New Mexico True Destination; <b>Media:</b> New Mexico True Adventure Guide, public relations, Facebook boosted posts	<b>Message:</b> Ways to explore Los Alamos off the beaten path; <b>Media:</b> RootsRated native social media content <b>Message:</b> Los Alamos is a New Mexico True Destination <b>Media:</b> Digital ads, public relations, Facebook boosted posts	<b>Message:</b> Ways to explore Los Alamos off the beaten path; <b>Media:</b> Digital ads, public relations, Facebook boosted posts		
APRIL		MAY		JUNE	
Q4	<b>Message:</b> Gateway to Three National Parks <b>Media:</b> Digital ads, public relations, Facebook/Instagram ads	<b>Message:</b> Los Alamos is a New Mexico True destination <b>Media:</b> Digital ads, public relations, Facebook/Instagram ads	<b>Message:</b> Los Alamos is a New Mexico True destination; <b>Media:</b> Digital ads, public relations, Facebook/Instagram ads <b>Message:</b> ScienceFest 2018 <b>Media:</b> Digital ads, public relations, Facebook/Instagram ads		



## **FY19 Work Plan for Los Alamos County Boards and Commissions**

**(Fiscal Year 2019: July 1, 2018 – June 30, 2019)**

**Board and Commission Name:** Lodgers' Tax Advisory Board (LTAB)

**Date prepared:** Feb 9, 2018 **Date approved by Council:** 5/1/18

**Prepared by:** Kelly Stewart, County Staff Liaison

**This work plan will be accomplished in the following time frame:**  
**from** Jul 1, 2018 **to** Jun 30, 2019

**Chairperson:** Ryn Herrmann **Term:** Dec 2015 to Present

**Members and terms:**

Loryn "Ryn" Herrmann – Dec 2 2015 - Dec 1 2018 (Term 2)  
Linda Deck – Dec 2 2016 - Dec 1 2019 (Term 1)  
Katie Bruell – Dec 2 2015 - Dec 1 2018 (Term 1)  
Catherine Mockler - Dec 2 2016 - Dec 1 2019 (Term 1)  
Elizabeth Allen - Dec 2 2017 - Dec 1 2020 (Term 1)

**Department Director:** Joanie Ahlers, Economic Development Division

**Work plan developed in collaboration with Department Director?(Y/N?)** Y

**Staff Liaison:** Kelly Stewart, Marketing Specialist, Economic Development Division  
**Administrative Support provided by:** Barbara Lai, Community Development Department

**Council Liaison:** James Chrobocinski **Reviewed by Council Liaison?** N

**1.0 Provide a brief Summary of your Board or Commission's activities over the past twelve months. Please describe your Board or Commission's accomplishments and identify constraints. List any "lessons learned" and identify the greatest challenges faced by the Board or Commission.**

**LTAB FY18 ACTIVITIES**

- Discover Los Alamos meeting and visitor bureau (DLA), a program of the Los Alamos Commerce and Development Corporation (LACDC), renewed contract with tourism materials service vendor, Fun and Games to distribute services of visitor guides to hotels, visitor centers and events statewide to all Los Alamos attractions for a reduced rate. In addition to the County's visitor guide distribution, Fun and Games now distributes brochures from the Bradbury Science Museum, the Los Alamos Nature Center/PEEC and the Manhattan Project National Historical Park/Gateway to 3 National Parks.
- LTAB presented to Council in November 2017, including the need for a full-service hotel and event space, the need for a regular source/system for collecting lodging data, i.e., average daily rate (ADR) and occupancy; enhancement of Gateway to Three National Parks, customer service training.
- Promoted Los Alamos as the Gateway to 3 National Parks, as well as high altitude recreation events and assets including the 100-plus mile trail system, Pajarito Mountain and bike tourism opportunities.
- Hosted one of ten Regional Tourism Economic Summits in Los Alamos on behalf of the New Mexico Hospitality Association (October 25, 2017)
- Worked with New Mexico Tourism Department and the New Mexico Hospitality Association to leverage all opportunities for positive exposure to target audiences, including article placement in several national magazines and statewide and southwest regional awards/recognition for Los Alamos assets and marketing efforts, e.g., the Atomic City Spy Tour
- Advised County on the Tourism Marketing Services contract. See summary of activities and results in the FY18 Tourism Marketing Plan (Can be obtained from LTAB Staff Liaison).
- Advised County on the Visitor Center Operations and Management services performed by DLA. DLA maintains, operates and staffs the Los Alamos and White Rock visitor centers, providing a quality visitor experience 7 days a week. In addition, they promote and facilitate the Bandelier Shuttle operations (May 15-October 15), fulfill all visitor guide requests, and maintain 4 auxiliary kiosk locations along Central Avenue with a weekly up-to-date event calendar. DLA also stocks 12 display racks with visitor guides and event calendars at attractions and businesses throughout the townsite and White Rock. DLA updates [VisitLosAlamos.org](http://VisitLosAlamos.org) (the County's official tourism website), and applies for, implements and solicits for matching dollars from the New Mexico Tourism Department's Marketing Co-op grants, as well as other available grant opportunities. DLA regularly collaborates with the County and the Tourism Marketing Services on advertising, marketing, print materials and events. DLA provides logistical, marketing and visitor welcome services for any event that requests Visitor Center services and or materials. DLA continues to manage the rotation of two local business display cases inside the White Rock Visitor Center.

<b>2.0</b> <b>Describe the future work plans for this Board or Commission using the following items and showing the relationship to those items: <i>(Please remember that Council approval of this work plan does not constitute official Council approval of proposed projects, assignments, or anticipated recommendations included in this work plan that have budget implications.)</i></b>
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**MISSION:** To advise the County Manager and Council on the expenditures of funds received through Lodgers' tax for advertising, publicizing and promoting tourist attractions and facilities in and around the County of Los Alamos.

**GOALS:**

- I. Maximize every opportunity to put heads in beds.
- II. Influence a positive visitor experience at every interface, e.g., a tourism visit is the potential first of several economic development visits.
- III. Develop measures for tourism interfaces/experiences.
- IV. Support projects that drive tourists to other local businesses, like retail and restaurants.
- V. Serve as a conduit between the public and the County Council.

**COUNCIL VISION:** Los Alamos is a world-renowned community where discovery and innovation are inspired by its dramatic history and magnificent mountain setting. We offer extraordinary education, recreational and cultural opportunities in a vibrant, small-town atmosphere.

**COMMUNITY ASSET AREAS:** 3 National Parks and High Altitude Recreation.

**AREAS OF FOCUS:** National Parks Trifecta including Manhattan Project National Historical Park, High Altitude Sports & Recreation, Hospitality Industry, Branding & Marketing and Destination Vitality.

1. Support implementation of the Tourism Strategic Plan, Wayfinding Plan and Brand Action Plans
2. Facilitate transition of new contracts for Visitor Center Operations and Management services and Tourism Marketing services.
3. Assess and change data collection, interpretation and reporting to increase effectiveness of tourism marketing decisions, including visitation data, lodging data (occupancy and average daily rate), return on investment, etc.
4. Develop target markets and campaigns based on identified visitor trip planning decision points—timing, location, media preference—e.g., all Bandelier National Monument visitors' decision to travel up to the Los Alamos townsite attractions; or a Santa Fe visitor's decision to travel up to a Los Alamos attraction. Identify resources to help determine when and where in the trip planning process is the best time and medium to present our message to visit Los Alamos. Campaigns must include hospitality partners and incentives to track conversion from awareness to interest to consideration to visit.
5. Assess and consolidate Los Alamos tourism marketing materials.
6. Participate and promote customer service training program offered via the County's branding initiative.
7. Initiate group marketing efforts, targeting tour operators, tournament events and other activities that bring large groups of visitors to town for multiple nights.

<b>2.1</b> <b>List any special projects or assignments given to this Board or Commission by Council or the Department director:</b>
---

N/A

**2.2 List the guiding documents/plans (with approval or revision dates listed) used by this Board or Commission.**

- FY18 Tourism Marketing Services Marketing Plan
- Lodgers' Tax Fund Accrued and Actual Revenue reports (Los Alamos County Finance Department)
- P.R./Social Media Data reports (Griffin and Associates)
- Visitor/Attraction Trends reports (LACDC-Meeting and Visitor Bureau Program, visitor center operations and management contractor)
- Recreation Division monthly reports
- Reports from interactions with Arts In Public Places Board, Historic Preservation Board, Library Board, Parks and Recreation Board, Planning and Zoning Board and Transportation Board
- Tourism Strategic Plan, including Wayfinding Plan
- Brand Action Plan

**2.3 Other projects/assignments proposed by the Board or Commission: *(Any projects or activities proposed in this section should be discussed with the Council Liaison prior to listing it in this work plan.)***

N/A

**3.0 Identify any interfaces for the goals/tasks in this work plan with County Departments and other Boards and Commissions. Specify the coordination required.**

LTAB members are assigned to monitor activities of other Boards and Commissions as follows:

- 1) Historic Preservation Advisory Board - Linda Deck
- 2) Planning and Zoning Commission – Catherine Mockler
- 3) Parks and Recreation Board – Elizabeth Allen
- 4) Transportation Board – Kelly Stewart
- 5) Library Board – Katie Bruell
- 6) Art and Public Places – Ryn Herrmann

**4.0 List any special public information or involvement meetings or efforts to be conducted by this Board or Commission:**

N/A

**5.0 List the current subcommittees for this Board or Commission.**

N/A

- 5.1 For subcommittees with members that are not members of the parent board or commission:**  
**List the subcommittee members and their terms.**  
**Explain how sub- committee members are selected or appointed.**  
**Provide a description of each subcommittee's charter or purpose.**  
**Describe the expected duration for the subcommittee and their work plan(s) demonstrating how they support the Board or Commission:**

**Attachment A: Provide a copy of your Board or Commission's "Purpose" and "Duties and Responsibilities" from Chapter 8 of the County Code:**

**Sec. 8-101. Purpose**

A lodger's tax advisory board is established to advise the county manager and council on the expenditure of funds authorized by NMSA 1978, § 3-38-22 for advertising, publicizing and promoting tourist attractions and facilities in and around the county. (Ord. No. 02-078, § 2, 10-3-2006)

**Sec. 8-102. Membership, terms and qualifications.**

The lodger's tax advisory board is established and its members shall be appointed in accordance with NMSA 1978, § 3-38-22. Only the member representing the general public must be a resident of the county. The term of each member of the lodger's tax advisory board shall be three years beginning on December 2 and ending on December 1. (Ord. No. 02-078, § 2, 10-3-2006)

**Sec. 8-103. Duties and responsibilities.** (Ord. No. 02-078, § 2, 10-3-2006)

The lodger's tax advisory board shall serve in an advisory capacity to the county council and shall have the following functions, responsibilities and duties:

- 1) Provide citizen input to staff and council on ways and means for improving the county's use of lodger's tax funds. For this purpose, the board shall gather public input in ways appropriate to the circumstances, which may include public hearings dedicated to specific topics.
- 2) Review and act upon all lodgers' tax related matters submitted to the board by council.

**Attachment B: Using the chart below, place an X in the column on the right if the Council Goal is related to the work of the LTAB Board or Commission:**

**Mark all that apply**

<b>Economic Vitality</b>		
	<u>Economic Vitality:</u>	
	<ul style="list-style-type: none"> <li>• <b>Priority Area</b> – Build the local tourism economy with emphasis on implementing Tourism Strategic Plan and supporting plans.</li> </ul>	X
	<ul style="list-style-type: none"> <li>• <b>Priority Area</b> - Revitalize and eliminate blight in Los Alamos and White Rock (TBD)</li> </ul>	
	<ul style="list-style-type: none"> <li>• Promote a strong and diverse economic base by encouraging new business growth</li> </ul>	
	<ul style="list-style-type: none"> <li>• Collaborate with Los Alamos National Laboratory as the area's #1 employer</li> </ul>	
	<u>Financial Sustainability</u>	
	<ul style="list-style-type: none"> <li>• Encourage the retention of existing businesses and assist in their opportunities for growth</li> </ul>	
	<ul style="list-style-type: none"> <li>• Support spinoff business opportunities from LANL</li> </ul>	
	<ul style="list-style-type: none"> <li>• Significantly improve the quantity and viability of retail business</li> </ul>	
<b>Quality of Life</b>		
	<u>Housing:</u>	
	<ul style="list-style-type: none"> <li>• <b>Priority Area</b> -- Support development of affordable workforce housing</li> </ul>	
	<ul style="list-style-type: none"> <li>• Promote the creation of a variety of housing options for all segments of the Los Alamos Community, including infill opportunities as appropriate</li> </ul>	
	<u>Education:</u>	
	<ul style="list-style-type: none"> <li>• Support Los Alamos Public Schools' goal of ranking among the top public schools in the nation</li> </ul>	
	<ul style="list-style-type: none"> <li>• Partner with Los Alamos Public Schools and the University of New Mexico – Los Alamos; and support, as appropriate, the delivery of their educational services to community standards</li> </ul>	
	<u>Quality Cultural and Recreational Amenities:</u>	
	<ul style="list-style-type: none"> <li>• <b>Priority Area</b> – Maintain and improve existing outdoor recreation and open space amenities</li> </ul>	
	<ul style="list-style-type: none"> <li>• Implement a comprehensive range of recreational and cultural amenities that enhance the Los Alamos community</li> </ul>	
	<u>Environmental Stewardship:</u>	
	<ul style="list-style-type: none"> <li>• Enhance environmental quality and sustainability balancing costs and benefits including County services and utilities</li> </ul>	
	<u>Mobility:</u>	
	<ul style="list-style-type: none"> <li>• Maintain and improve transportation and mobility</li> </ul>	
	<u>Operational Excellence:</u>	
	<ul style="list-style-type: none"> <li>• <b>Priority Area</b> – Continue implementation of the Comprehensive Plan with an emphasis on neighborhoods</li> </ul>	
	<ul style="list-style-type: none"> <li>• <b>Priority Area</b> – Maintain and improve existing quality essential services</li> </ul>	

	and supporting infrastructure including PRISM/Munis and permitting	
	<ul style="list-style-type: none"><li>• Invest in staff development to create a high performing organization</li></ul>	
	<ul style="list-style-type: none"><li>• Manage commercial growth well following an updated, concise, and consistent comprehensive plan</li></ul>	
	<ul style="list-style-type: none"><li>• Establish and implement a mechanism for effective Utility policy setting and review</li></ul>	
	<u>Communication:</u>	
	<ul style="list-style-type: none"><li>• Improve transparency in policy setting and implementation</li></ul>	
	<ul style="list-style-type: none"><li>• Create a communication process that provides measurable improvement in citizen trust in government</li></ul>	
	<u>Intergovernmental Relations:</u>	
	<ul style="list-style-type: none"><li>• Strengthen coordination and cooperation between County government, LANL, and the regional and national partners</li></ul>	





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## **FY20 Work Plan for Los Alamos County Boards and Commissions**

**(Fiscal Year 2020: July 1, 2019 – June 30, 2020)**

**Board and Commission Name:** \_\_\_\_\_

**Date prepared:**\_\_\_\_\_ **Date approved by Council:**\_\_\_\_\_

**Prepared by:**\_\_\_\_\_

**This work plan will be accomplished in the following time frame:**  
**from** \_\_\_\_\_ **to** \_\_\_\_\_ **(dates)**

**Chairperson:**\_\_\_\_\_ **Term:**\_\_\_\_\_

**Members and terms:**

**Department Director:** \_\_\_\_\_

**Work plan developed in collaboration with Department Director?(Y/N?)**\_\_\_\_\_

**Staff Liaison:** \_\_\_\_\_

**Administrative Support provided by:** \_\_\_\_\_

**Council Liaison:** \_\_\_\_\_ **Reviewed by Council Liaison?** \_\_\_\_\_

**1.0** Provide a brief Summary of your Board or Commission’s activities over the past twelve months. Please describe your Board or Commission’s accomplishments and identify constraints. List any “lessons learned” and identify the greatest challenges faced by the Board or Commission.

**2.0** Describe the future work plans for this Board or Commission using the following items and showing the relationship to those items: *(Please remember that Council approval of this work plan does not constitute official Council approval of proposed projects, assignments, or anticipated recommendations included in this work plan that have budget implications.)*

**2.1** List any special projects or assignments given to this Board or Commission by Council or the Department director:

**2.2** List the guiding documents/plans (with approval or revision dates listed) used by this Board or Commission.

**2.3** Other projects/assignments proposed by the Board or Commission: *(Any projects or activities proposed in this section should be discussed with the Council Liaison prior to listing it in this work plan.)* To assist with Council review of the work plans, please list the B&C’s proposed projects or assignments in priority order.

**3.0** Identify any interfaces for the goals/tasks in this work plan with County Departments and other Boards and Commissions. Specify the coordination required.

**4.0** List any special public information or involvement meetings or efforts to be conducted by this Board or Commission:

**5.0** List the current subcommittees for this Board or Commission.

**5.1** For subcommittees with members that are not members of the parent board or commission:  
List the subcommittee members and their terms.  
Explain how sub- committee members are selected or appointed.  
Provide a description of each subcommittee’s charter or purpose.  
Describe the expected duration for the subcommittee and their work plan(s) demonstrating how they support the Board or Commission:

**Attachment A: Provide a copy of your Board or Commission’s “Purpose” and “Duties and Responsibilities” from Chapter 8 of the County Code:**

**Attachment B: Using the chart below, place an X in the column on the right if the Council Goal is related to the work of the \_\_\_\_\_ Board or Commission:**

Mark all that apply

Economic Vitality		
	<u>Economic Vitality:</u>	
	<ul style="list-style-type: none"> <li>• <b>Priority Area</b> – Build the local tourism economy</li> </ul>	
	<ul style="list-style-type: none"> <li>• <b>Priority Area</b> – Promote vitality in our neighborhoods and downtown areas and eliminate blight in Los Alamos and White Rock as part of an overall property maintenance and beautification effort.</li> </ul>	
	<ul style="list-style-type: none"> <li>• Promote a strong and diverse economic base by encouraging new business growth.</li> </ul>	
	<ul style="list-style-type: none"> <li>• Collaborate with Los Alamos National Laboratory as the area’s #1 employer.</li> </ul>	
	<u>Financial Sustainability</u>	
	<ul style="list-style-type: none"> <li>• Encourage the retention of existing businesses and assist in their opportunities for growth</li> </ul>	
	<ul style="list-style-type: none"> <li>• Support spinoff business opportunities from LANL</li> </ul>	
	<ul style="list-style-type: none"> <li>• Significantly improve the quantity and quality of retail business</li> </ul>	
Quality of Life		
	<u>Housing:</u>	
	<ul style="list-style-type: none"> <li>• <b>Priority Area</b> -- Support development of affordable workforce housing.</li> </ul>	
	<ul style="list-style-type: none"> <li>• Promote the creation of a variety of housing options for all segments of the Los Alamos Community, including infill opportunities as appropriate.</li> </ul>	
	<u>Education:</u>	
	<ul style="list-style-type: none"> <li>• Support Los Alamos Public Schools’ goal of ranking among the top public schools in the nation</li> </ul>	
	<ul style="list-style-type: none"> <li>• Partner with Los Alamos Public Schools and the University of New Mexico – Los Alamos; and support, as appropriate, the delivery of their educational services to community standards</li> </ul>	
	<u>Quality Cultural and Recreational Amenities:</u>	
	<ul style="list-style-type: none"> <li>• <b>Priority Area</b> – Maintain and improve existing outdoor recreation and open space amenities.</li> </ul>	
	<ul style="list-style-type: none"> <li>• Implement a comprehensive range of recreational and cultural amenities that enhance the Los Alamos community</li> </ul>	
	<u>Environmental Stewardship:</u>	
	<ul style="list-style-type: none"> <li>• Enhance environmental quality and sustainability balancing costs and benefits including County services and utilities</li> </ul>	
	<u>Mobility:</u>	
	<ul style="list-style-type: none"> <li>• Maintain and improve transportation and mobility</li> </ul>	

Quality Governance		
	<u>Operational Excellence:</u>	
	<ul style="list-style-type: none"> <li>• <b>Priority Area</b> – Continue implementation of the Comprehensive Plan with an emphasis on neighborhoods.</li> </ul>	
	<ul style="list-style-type: none"> <li>• <b>Priority Area</b> – Maintain and improve existing quality essential services and supporting infrastructure including updated enterprise software and permitting.</li> </ul>	
	<ul style="list-style-type: none"> <li>• Invest in staff development to create a high performing organization</li> </ul>	
	<ul style="list-style-type: none"> <li>• Manage commercial growth well following an updated, concise, and consistent comprehensive plan.</li> </ul>	
	<ul style="list-style-type: none"> <li>• Establish and implement a mechanism for effective Utility policy setting and review.</li> </ul>	
	<u>Communication:</u>	
	<ul style="list-style-type: none"> <li>• Improve transparency in policy setting and implementation.</li> </ul>	
	<ul style="list-style-type: none"> <li>• Create a communication process that provides measurable improvement in citizen trust in government.</li> </ul>	
	<u>Intergovernmental Relations:</u>	
	<ul style="list-style-type: none"> <li>• Strengthen coordination and cooperation between County government, LANL, and the regional and national partners.</li> </ul>	
	<ul style="list-style-type: none"> <li>• Actively pursue land transfer opportunities.</li> </ul>	



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## PUBLIC RELATIONS & SOCIAL MEDIA REPORT





## December 2018 LTAB Marketing Report

Floyd Vasquez, Account Manager 505-980-1028 fvasquez@griffinassoc.com

### *Public Relations:*

Revised Itineraries for History & Science and Outdoor Adventure

*Griffin Action: Developed with Kelly Stewart, Katherine Bruell*

Fact Friday Series begins in conjunction with Christmas Bird Count at Bandelier

*Griffin Action: Developed with Kelly Stewart.*

Press Release: Los Alamos Named Best Place to Raise a Family in New Mexico

*Griffin Action: Developed with Kelly Stewart (national release pending)*

Los Alamos February Pitch Lineup NMTD:

Best Camping Spots, How to Experience NM through State Parks

*Griffin Action: Developed with Kelly Stewart.*

NMTD Tourism Talk Release: Get Back to Nature, Walk through the Pages of NM History in Los Alamos, NM – Gateway to Three National Parks

*Griffin Action: Developed with Kelly Stewart.*

Press Release: Los Alamos, NM Ideal Location for Active Seniors

Two-Day Los Alamos Active Seniors Itinerary

*Griffin Action: Developed with Kelly Stewart.*

Press Release (pending): Ski Pajarito Opens

*Griffin Action: Release will be in conjunction with Kelly Stewart & Mountain Capital Partners.*

### *Account Management:*

Visit Los Alamos Facebook Page Audit

*Griffin Action: Per Kelly Stewart, deep dive with analysis, report and presentation.*

*Recommendations being implemented.*

New York Times Travel Show Pitches/Itineraries and VisitLosAlamos.org

*Griffin Action: Produced analysis and recommendations for incorporating new itineraries on website.*

Proposed FY2019 Q3 media plan recommendation has been produced and is under review by Joanie Griffin before submission to Kelly Stewart.



Development of a Visit Los Alamos email marketing initiative has been reactivated with recommendations to follow.

*PR/Social Media/Facebook Report > Griffin Action: See activity report.*

*Web: NewMexico.org*

*Griffin Action: Ongoing coordination with Kelly Stewart to update content on Los Alamos in North Central Region section of newmexico.org*

*Web: SkiNewMexico.org*

*Griffin Action: Ongoing coordination with Kelly Stewart to update content on Los Alamos destination page.*

*Events: 2019 National Senior Games*

*Griffin Action: Active watch for advertising opportunities to attract participants to Los Alamos during June 2019 events.*

## **Los Alamos Facebook Audit and Recommendations**

Over the course of the past year, Facebook has been setting new guidelines and implementing new algorithms. As a result, the platform is more pay to play than ever. However, they've also restricted some of what can be boosted. (Shared posts, shared events, and any content containing text in images, among other items, can no longer be boosted). To get around this and keep our engagements high, below are some suggestions for growth over the rest of the fiscal year:

### Immediate Implementation

- Update the "Our Story" section of the page to give first time page visitors an overview of Los Alamos (include key messaging and branding)
- Beef up the "About" section on the page to create a hub of information for anyone looking to get more information.
- Implement alternating buttons for A/B testing. The call to action button at the top of the page has a few varying options, including "Learn More" (which links to the website) or "Watch Video" (which we could link to the What Can You Say spot). We recommend alternating these buttons monthly for A/B testing on optimization.
- Update to the VisitLosAlamos.org website to have the Facebook page listed on the website.

### Suggestions for Implementation Throughout the Year - Ongoing

- Videos – Videos are still performing very well. However, YouTube videos do not perform as well as native videos (videos posted directly to Facebook).



- Suggestion, have Floyd “go live” on his visits to Los Alamos, highlighting different attractions on each visit. These can be short videos without audio, simply highlighting scenic views, an overview of Bradbury Science Museum, a look at Bandelier, etc.
  - Go Live is a function that is highly increasing visibility of pages and their content.
- Photos – Posting an album of photos after big events would increase engagements. If we can have industry partners send us their best photos from the event, we can create albums recapping big events and garnering additional buzz.
- Questions – Questions in which we ask the audience to participate create a forum for people to share their views. We recommend incorporating continued questions, asking people to share their thoughts and/or photos in the comment section, as this increases engagements.
- Contests – Contests continue to be a strong tool for increasing engagements, as long as they are easy to enter and have enticing prizes.
  - Suggestions for contests include:
    - Ski Pajarito Photo Contest – throughout the month of January, we encourage people to share their photos of skiing at Pajarito in the comments section of select posts to be entered to win a ski getaway.
    - Outdoor Winter Adventure Photo Contest – Similar to the Pajarito contest, except the submissions can be of any type of outdoor recreation in Los Alamos in the wintertime.
      - Note: we recommend the outdoor adventure contest, as it is the most inclusive and has the largest potential reach (see supplemental document with contest details)
- Hashtags – In addition to our regularly used hashtags for branding, trending hashtags like #TBT, #FactFriday, and more are widely popular. We recommend doing a #FactFriday and #TBT series, focusing on the history and science of Los Alamos, giving insight into different aspects of the area that people may not know about.
  - Example: #FactFriday Los Alamos has a rich history. Approximately 1.6 million years ago, the first series of volcanic eruptions began the creation of the most scenic landmarks in Los Alamos, including the Pajarito Plateau’s mesas and canyons and the Jemez Mountains.
  - #TBT to Central Ave in the 1940s, back in the day of the “Secret City.”





- Events and photos from industry partners – If area businesses and attractions have events and/or photos they'd like shared to potential visitors, have them email [jdickerman@griffinassoc.com](mailto:jdickerman@griffinassoc.com) to be included on our Facebook page.
- Follower features – to increase engagements, we could have people submit their photos to us in the comment section to be featured in a weekly or monthly #FollowerFeature photo (to be determined based on number of submissions). This would serve to have people submit their content, increasing engagements on posts, and to spur additional followers as people who are featured will likely share the content to their own pages when they are featured.
- Engagement from LTAB members and industry partners
  - If they have events and are willing to make us co-hosts of these events, we can share and boost the event posts. If we are not made co-hosts, we can't boost shared events.
  - Encourage all members to invite friends to like the page.
  - Encourage all members to encourage friends to leave reviews to bolster review section.

Our top performing posts include:

- Questions posed to followers
- Photos
- Native video
- Bandelier-specific posts
- Pajarito Mountain posts
- Posts on annual events (i.e. Halloweekend, WinterFest, etc.)



## November–December 2018 Activity Report

### Earned Media

## Public Relations

News Headline	Outlet Name	Outlet Type	News Circulation	Audience	News Ad Value	PR Value	Date
You Can Drink Out Of A Bathtub At This Unique New Mexico Brewery	Only In Your State	Online	90,229		\$836.87	\$8,368.70	10/27/18
WINTERFEST LOS ALAMOS	TheSantaFeVIP.com	Online					11/6/18
New Mexico ski areas prepare for start of season	KOB	Online	136,206		\$1,263.31	\$12,633.10	11/14/18
Sign-up Underway To Participate In Annual Los Alamos WinterFest Holiday Lights Parade!	Los Alamos Daily Post	Online	9,554		\$88.61	\$886.10	11/14/18
Dance LA's 'Nutcracker' returns to Duane Smith Auditorium	Los Alamos Monitor	Online	6,461		\$59.92	\$599.20	11/21/18
Are You Ready For Small Business Saturday	Los Alamos Daily Post	Online	9,554		\$88.61	\$886.10	11/23/18
Perks designed to boost downtown Santa Fe retailers on Small Business Saturday	Santa Fe New Mexican	Online	116,077		\$1,076.61	\$10,766.10	11/23/18
Holiday drinks gift guide: Top-shelf choices from bourbon to bubbly (NM feature: Los Alamos Don Quixote Distillery & Wine	USA Today	Online	866,791		\$8,039.48	\$80,394.80	11/26/18
Holiday drinks gift guide: Top-shelf choices from bourbon to bubbly (NM feature: Los Alamos Don Quixote Distillery & Wine	The Detroit Free Press	Online	196,955		\$1,826.75	\$18,267.50	11/26/18
Holiday drinks gift guide: Top-shelf choices from bourbon to bubbly (NM feature: Los Alamos Don Quixote Distillery & Wine	Courier-Journal	Online	704,039		\$6,529.96	\$65,299.60	11/26/18
Holiday drinks gift guide: Top-shelf choices from bourbon to bubbly (NM feature: Los Alamos Don Quixote Distillery & Wine	The Daily Advertiser - Lafayette	Online	68,609		\$636.34	\$6,363.40	11/26/18
Holiday drinks gift guide: Top-shelf choices from bourbon to bubbly (NM feature: Los Alamos Don Quixote Distillery & Wine	The Daily Record	Online	92,090		\$854.13	\$8,541.30	11/26/18
Experience the Magic and Wonder of the Winter Season in Los Alamos this December	Grant County Beat	Online	3,047		\$28.26	\$282.60	11/27/18
WinterFest in Los Alamos, New Mexico	The Corridor Online	Online	7,000		\$64.92	\$649.20	11/27/18
Visit 25th Annual Crèche Show Dec. 7-8	Los Alamos Daily Post	Online	9,554		\$88.61	\$886.10	11/28/18
Schedule Released For WinterFest In Los Alamos Dec. 7-9	Los Alamos Reporter	Online					11/28/18
Celebrate WinterFest At The Blue Window Bistro	Los Alamos Daily Post	Online	9,554		\$88.61	\$886.10	11/28/18
WinterFest Weekend Comes To Los Alamos Dec. 7-9	Los Alamos Daily Post	Online	9,554		\$88.61	\$886.10	11/29/18
NM ski resorts off to a fast start	Albuquerque Business First	Online	11,908		\$110.44	\$1,104.40	12/3/18
Prism concert to showcase community talent	Los Alamos Monitor	Online	6,461		\$59.92	\$599.20	12/5/18
CB Fox Santa to make record appearance	Los Alamos Monitor	Online	6,461		\$59.92	\$599.20	12/6/18
Creche Show this weekend	Los Alamos Monitor	Online	6,461		\$59.92	\$599.20	12/6/18
Ski conditions in New Mexico, Colorado are already better than last year	Santa Fe New Mexican	Online	116,077		\$1,076.61	\$10,766.10	12/6/18
When the skates go on, the inner child comes out at Los Alamos County Ice Rink	Albuquerque Journal	Online	307,827		\$2,855.09	\$28,550.90	12/6/18
More Scenes From 2018 Holiday Lights Parade	Los Alamos Daily Post	Online	9,554		\$88.61	\$886.10	12/10/18
2018 Best Places to Raise a Family in New Mexico	Niche	Online	191,667		\$1,777.71	\$17,777.10	
Report: These are the best places to raise a family in New Mexico	Albuquerque Business First	Online	11,908		\$110.44	\$1,104.40	12/11/18
Totals			3,003,598		\$27,858.26	\$278,582.60	

### Additional Mentions

News Headline	Outlet Name	Outlet Type	News Circulation Audience	News Ad Value	PR Value	Date
Make this geological gem in northern New Mexico your next vacation (Valles)	The Know Outdoors (Denver Post)	Online	157,365	\$1,459.56	\$14,595.60	12/7/18
<b>Totals</b>			<b>157,365</b>	<b>\$1,459.56</b>	<b>\$14,595.60</b>	

\*News Circulation Audience and News Ad Value is generated through Meltwater and SimilarWeb

\*PR Value is determined by multiplying the News Ad Value by 10, this a public relations industry standard (which takes into account third party opinion values and strategic messaging).

\*Note - In this report, we have compiled tourism-related mentions featuring Los Alamos and surrounding attractions that are likely to draw in visitors. From a tourism standpoint, not all local news may be included. Additionally, we send and pitch at least one news release per month. While we get the news releases to outlets and reporters whose interests are in line with the subject matter and follow up with pitch calls to ensure they have received the release, as well as to pitch them on featuring Los Alamos, it is at the discretion of news rooms and news directors to determine which stories are picked up and placed in the news.

## Social Media

Facebook

	New Likes	Total Likes	Monthly Reach	Monthly Page Views	Monthly Engagements	
	86	6,300	16,733	255	2,809	

**Likes:** The number of new people who have liked your page in any given month.

**Reach:** The number of people who saw any of your Page posts.

**Page Views:** The number of times a Page's profile has been viewed by logged in and logged out people.

**Monthly Engagements:** The number of times people have engaged with your posts through likes, comments and shares.



County of Los Alamos Lodgers' Tax Revenue --Accrual Basis • 6 of 6 Collected in Sep 2018 • Reported in Nov 2018 • Presented in Dec 2018

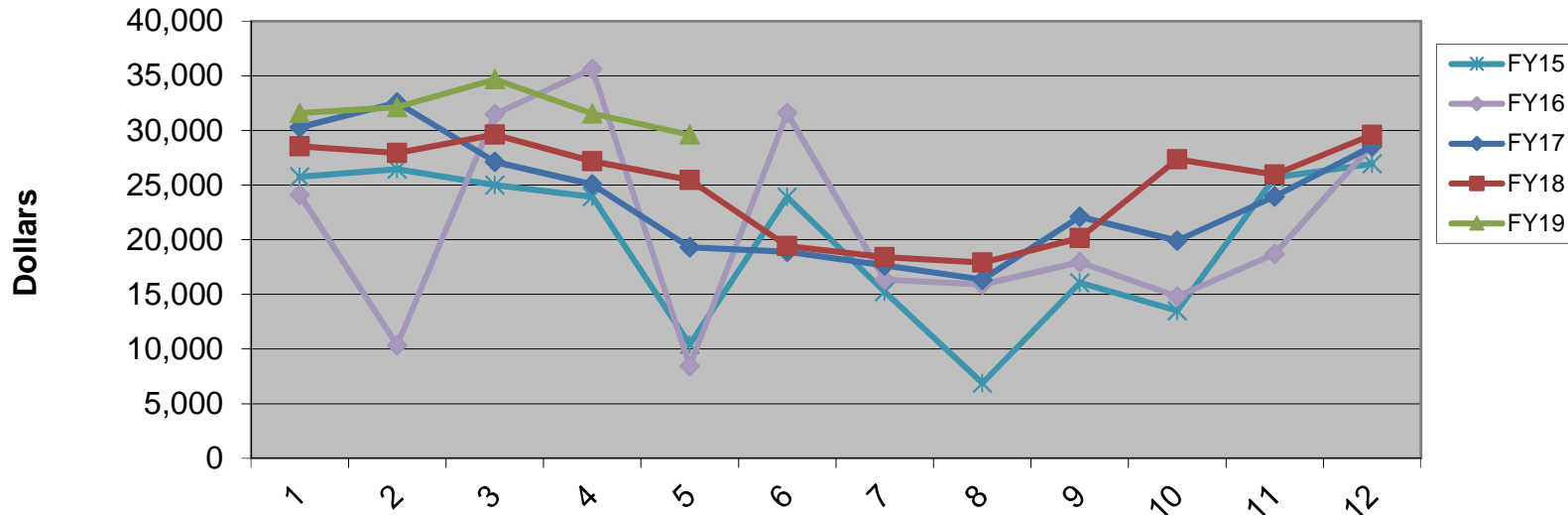
		FY19	FY18	FY17	FY16	FY15	FY14	FY13	FY12	FY11	FY10	FY09	FY08	FY07
1	JUL	\$31,611	28,567	30,300	24,113	25,751	23,185	22,483	32,434	31,472	27,221	23,293	23,258	28,928
2	AUG	\$32,125	27,958	32,560	10,351	26,466	23,457	24,323	33,080	33,850	31,731	27,864	26,218	29,886
3	SEP	\$34,683	29,623	27,135	31,486	25,004	25,898	24,108	24,988	35,167	30,692	29,590	27,112	22,896
4	OCT	\$31,559	27,185	25,055	35,631	23,945	19,896	16,934	23,943	25,553	25,512	24,245	20,262	24,772
5	NOV	\$29,619	25,468	19,314	8,433	10,413	16,577	15,660	19,187	22,707	23,533	22,465	21,064	18,677
6	DEC		19,439	18,903	31,602	23,908	12,470	14,688	16,980	19,042	20,852	20,049	12,120	15,333
7	JAN		18,413	17,648	16,345	15,255	13,263	13,599	15,126	16,837	21,876	17,316	11,378	12,948
8	FEB		17,912	16,362	15,902	6,882	12,079	11,705	15,740	13,871	17,734	17,940	20,661	12,651
9	MAR		20,146	22,091	17,934	16,051	11,494	12,071	16,562	13,557	20,597	19,644	10,873	16,546
10	APR		27,355	19,910	14,809	13,514	13,237	14,266	12,921	18,142	21,736	19,072	17,381	15,836
11	MAY		25,972	23,974	18,709	25,713	15,143	14,790	18,097	19,538	20,915	21,864	22,636	25,547
12	JUN		29,610	28,567	28,667	26,945	19,570	17,924	22,483	22,887	25,754	24,248	22,181	30,565
FY19	TOTAL	\$159,596	297,647	281,820	253,981	239,847	206,270	202,552	251,542	272,623	288,152	267,589	235,144	254,584

ACTUALS→

6% 11% 6% 16% 2% -19% -8% -5% 8% 14% -8%

FY18 Jul-Nov 138,801 15% increase, same period FY18 (YOY)

## Los Alamos County Lodgers' Tax Revenue





December 17, 2018

Kelly Stewart  
Los Alamos County  
1000 Central Ave.  
Los Álamos, NM 87544

RE: Transmittal of Monthly DLA LTAB report

Dear Kelly:

Attached is the submission of our monthly activity tourism report for the month of November 2018. Please let me know if you have any questions.

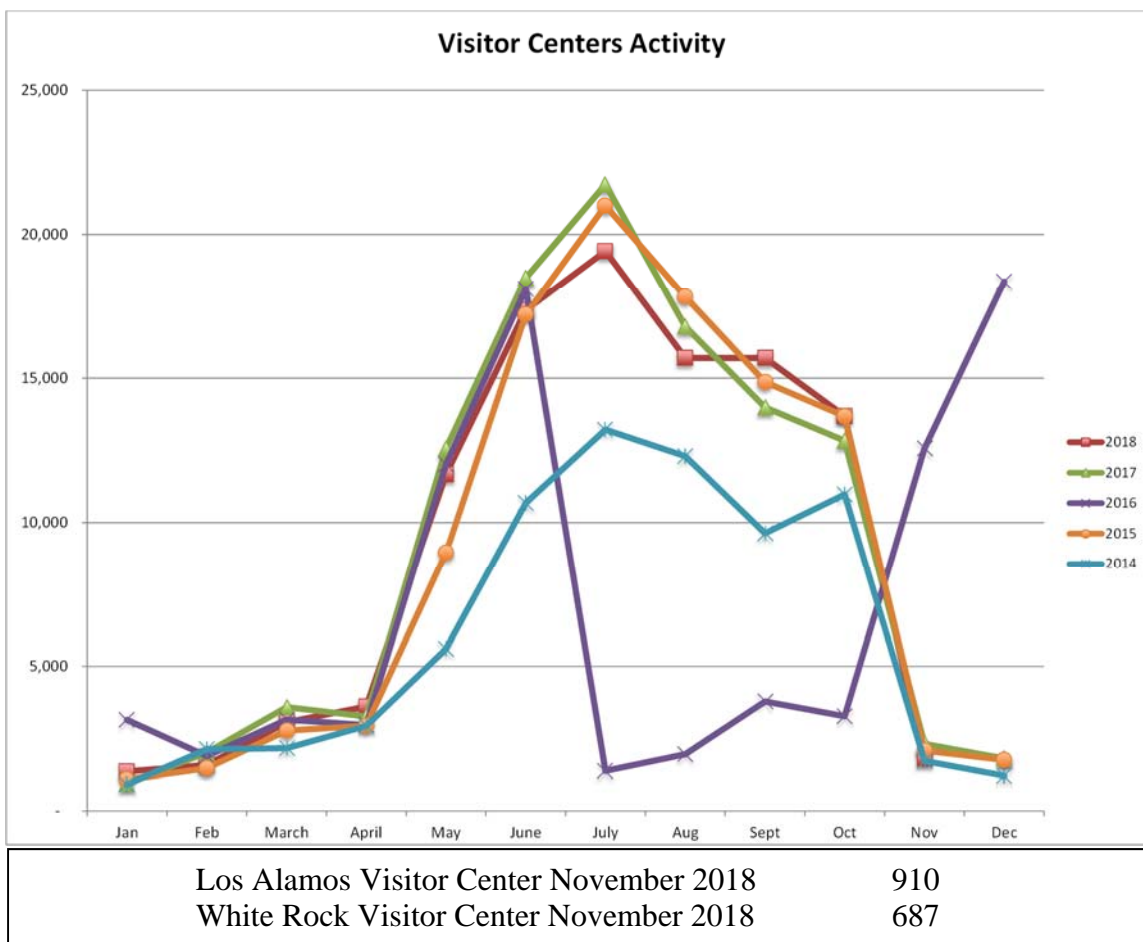
Sincerely,

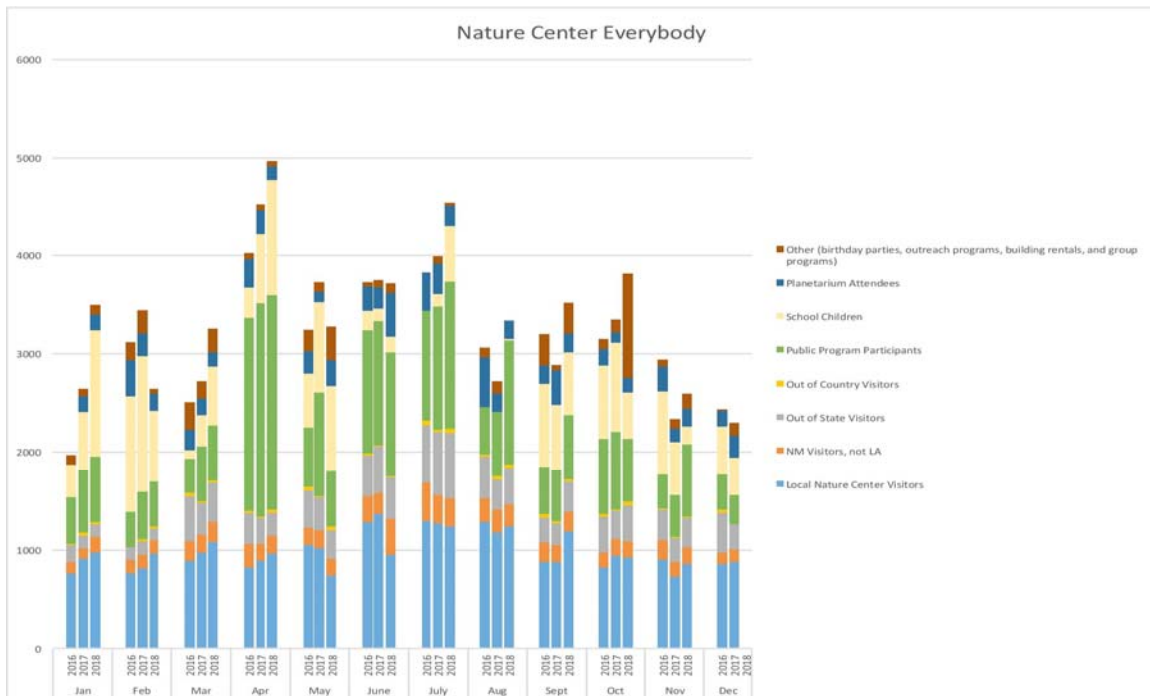
Melanie Peña  
Director Discover Los Alamos

cc: Harry Burgess, Linda Matteson, Patrick Sullivan & Connie Proulx

# DLA Monthly Report

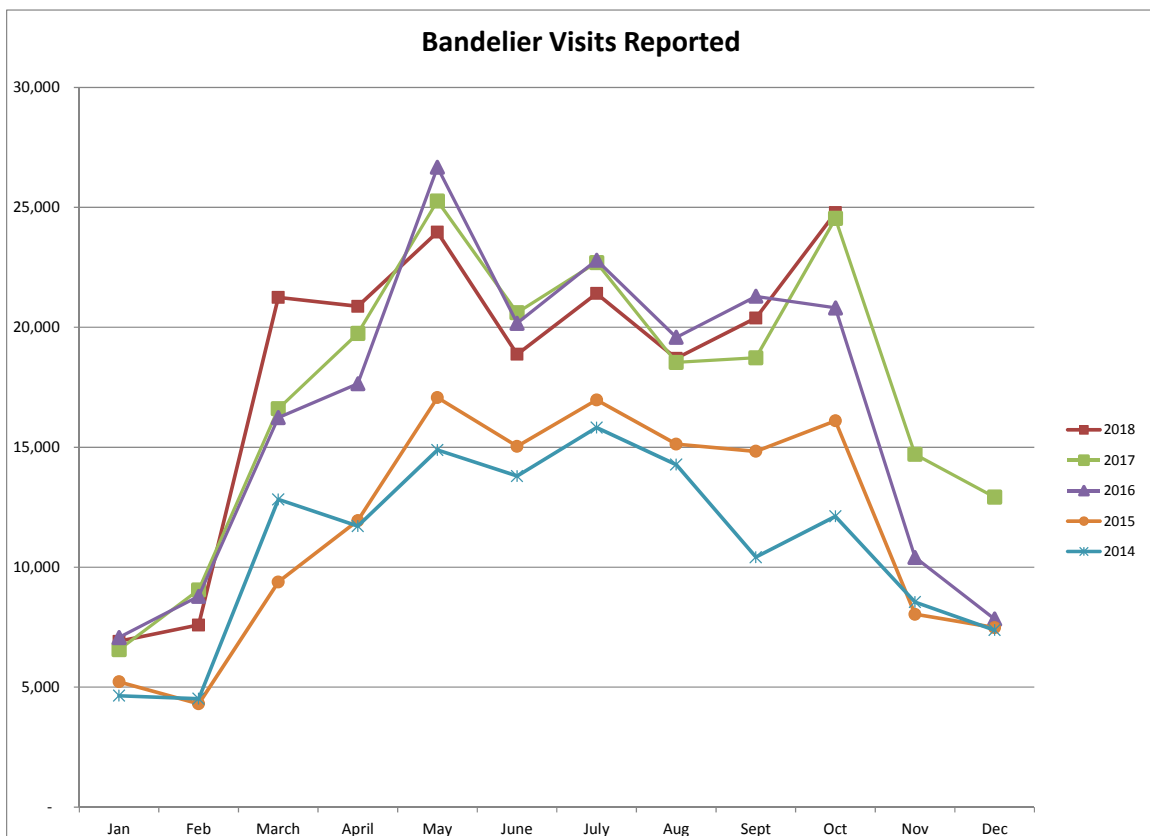
## November 2018





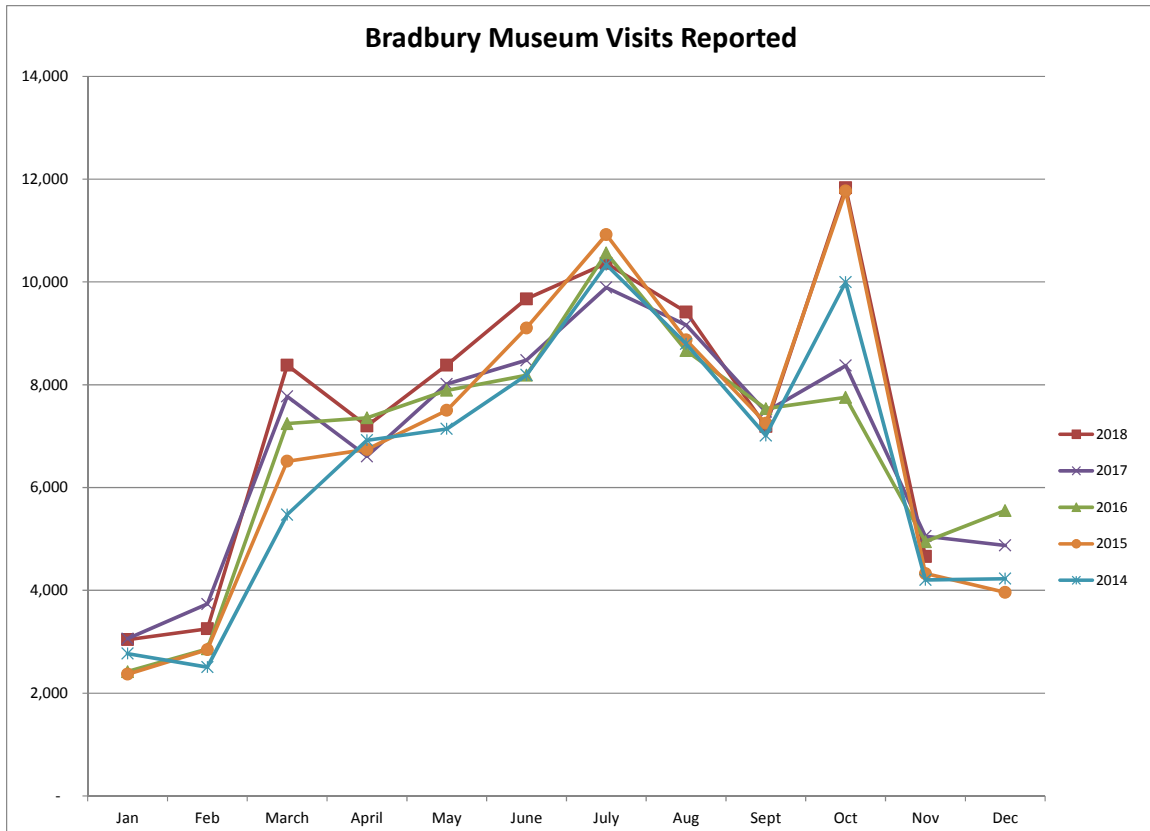
Nature Center November 2018

2,587

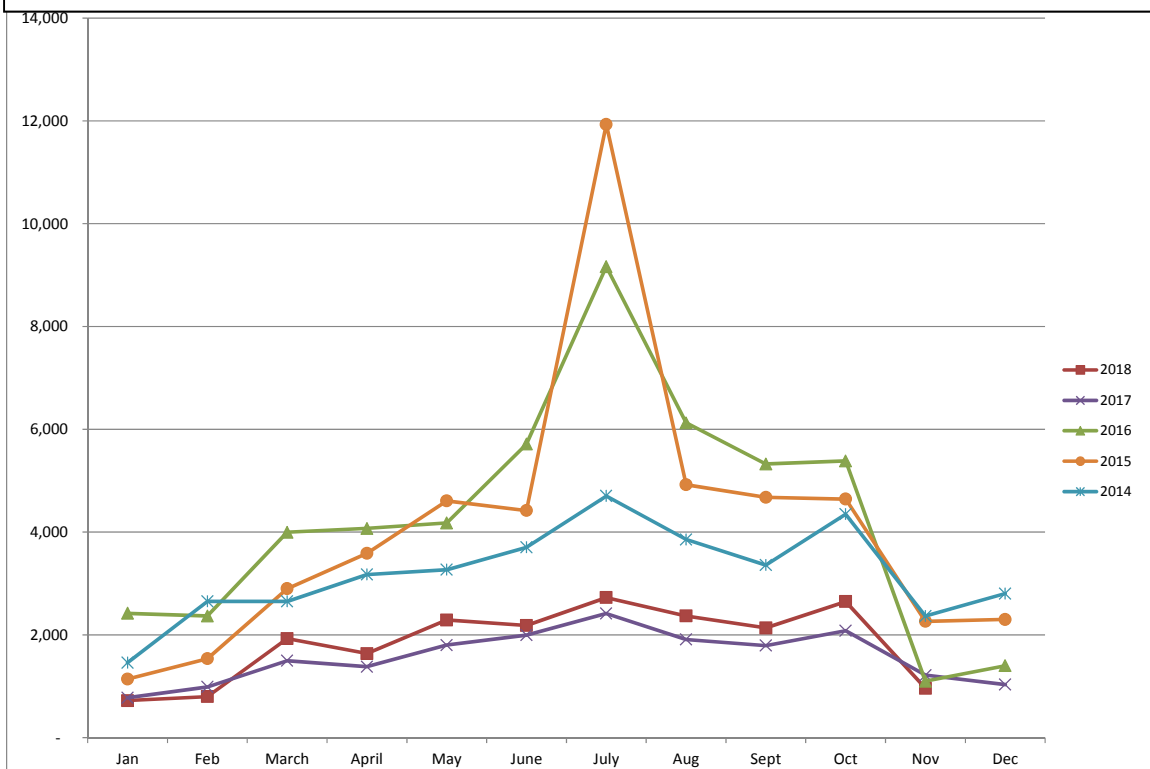


Bandelier National Monument November 2018

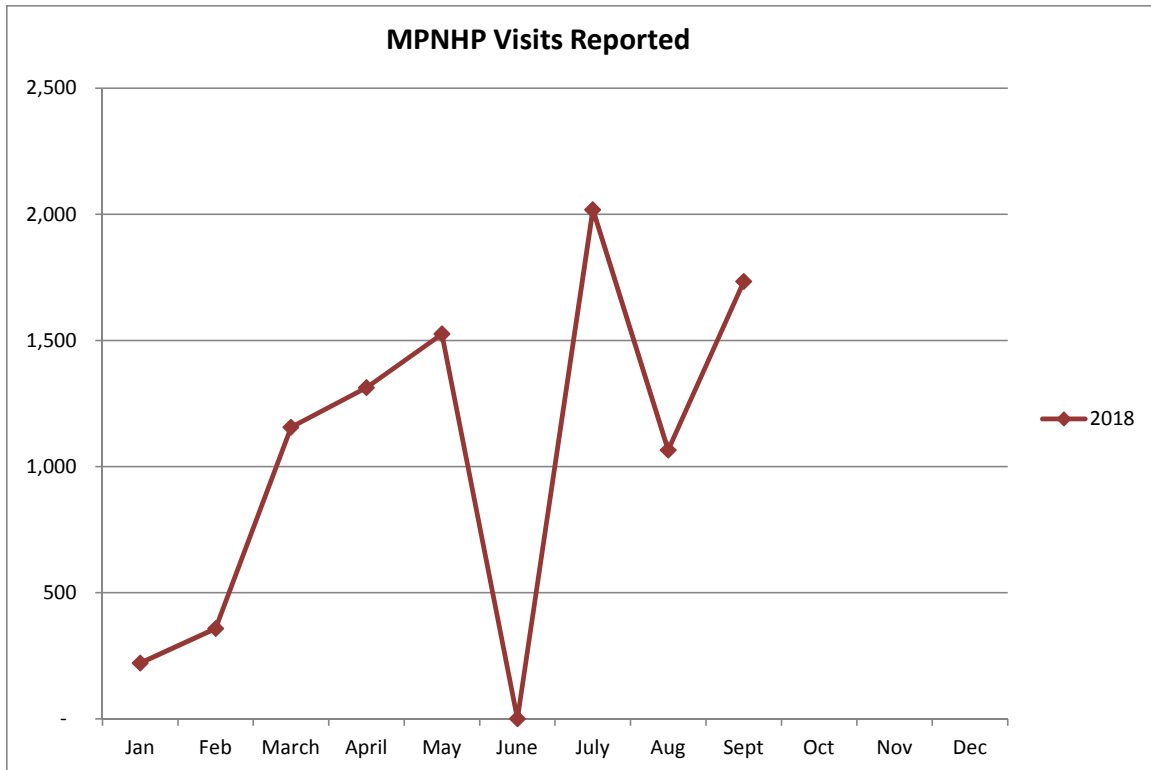
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**Bradbury Science Museum November 2018      4,660**

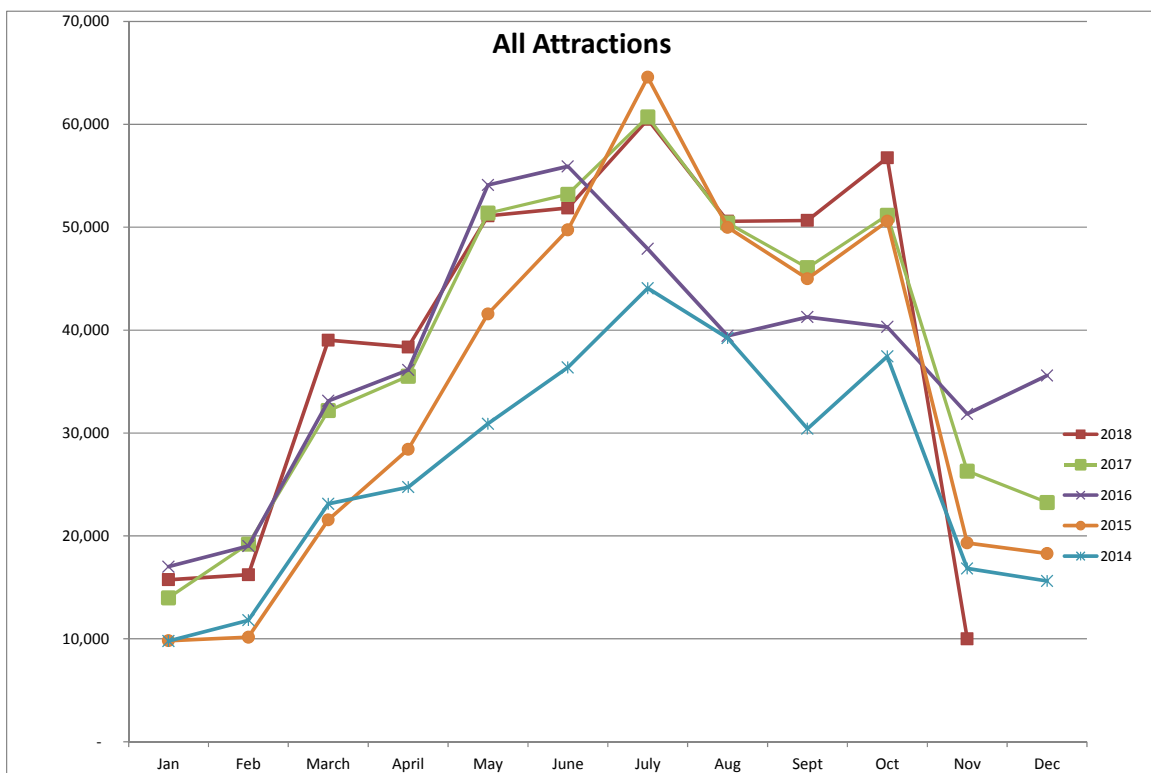


**History Museum November 2018      961**



Manhattan Project National Historical Park November 2018

0



All Attractions November 2018      9,996



## November 2018 Narrative Comments

- We currently have approximately 84,125 copies of the Los Alamos Visitor Guides in storage.
- Event material on kiosks and the "Where Discoveries are Made" displays is updated weekly by a DLA representative. There are currently 16 in place in Los Alamos/White Rock.
- All state-managed visitor centers were contacted during the month to ensure they have Los Alamos Visitor Guides in stock. Similarly, local distribution points are also monitored. These are filled by contractor Fun & Games.
- DLA's website [visitlosalamos.org](http://visitlosalamos.org) and events info feeding [www.fyilosalamos.com](http://www.fyilosalamos.com) are updated on a weekly basis with events and information.
- DLA prepares and distributes a hard copy of the events concierge calendar in the visitor centers.
- DLA recruits, trains, and manages volunteers for a variety of work. The number of volunteer hours logged in November was 30.
- Comments left by visitors in our logs included "Good information provided", "Cool", "Just arrived", "So excited to be here. Thank you for the wonderful information", "Beautiful", "Came here 2 months ago and thought it was great. Decided to come back", "Beautiful country", "Great country", "Beautiful scenery! Great staff, knowledgeable", "Love the state", "Thank you for the visitor center. Super information", "Excellent", "Extraordinary", "Nice day for a hike", "Enjoyed our visit" and "Great place, very interesting."
- WRVC Business Display Cases featured the Nature Center (PEEC), Gadgets (Bradbury Science Museum), History Museum, Flower's by Gillian, Seeking Chameleon, Unquarked, CB Fox, Rose Chocolatier, Metzger's, Pet Pangaea, Village Arts, Float LA, High Mesa Dental Arts and Hilltop Spa were on display for the month of November. The large display featured the Los Alamos Nature Center.
- In November, DLA helped the following groups/events requesting assistance in promoting and planning their upcoming planned and/or potential events in 2018. In addition to providing materials and information, requests are also made for permission based emails customized for each group. Not all groups choose this promo.

November 2018:

87 visitlosalamos.org online Visitor Guide requests.  
22 Visitor Guides sent to Texas Monthly inquiries.

## Analysis of Visitor Surveys

November 2018

Sample size = 42 entries

### ✓ *Length of Stay-*

71% of visitor center survey respondents report less than a day  
29% report overnight stays

### ✓ *First Time Visit to Los Alamos--*

79% Yes  
21% No

### ✓ For the month of November 2018 the visitor centers registration sheets indicate reasons for visiting as: (several responses have checked more than one reason for visiting)

Bandelier	52%
Manhattan Project/MPNHP	71%
Bradbury/History Museum	55%
Nature Center	29%
Scenery/Recreation/Sports	21%
Business/Family/Friends	10%
Other: _____	

- ✓ The most prevalent states of origin in chronological order are from Arizona, Texas, Colorado, Florida, California, Georgia, New York, Virginia, Ohio, Oklahoma, Wisconsin, and Maryland.
- ✓ The most prevalent foreign countries of origin are from Canada, United Kingdom, Spain and the Netherlands.
- ✓ The most prevalent cities in New Mexico visiting Los Alamos are from Placitas, Santa Fe, Albuquerque and Truchas.

## Parks & Recreation Program Report

### Aquatics

#### **Los Alamos High School Intersquad Meet – November 3, 64 participants:**

The High School swim team competed in a green vs. gold competition. The morning was full of cheering as the teams battled it out for ultimate supremacy. It should be of no surprise that the gold team won.



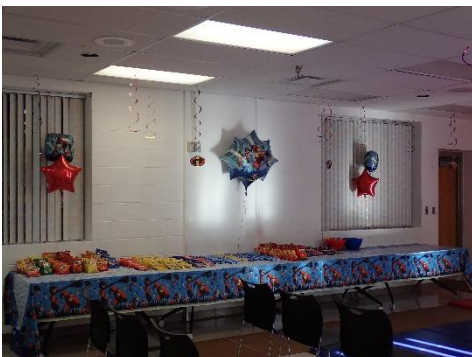
#### **Aquatronics Swim Meet – November 10, 200 participants:**

The Los Alamos Aquatronics hosted a “B” league swim meet with teams from Taos, Santa Fe and Albuquerque who came into town to compete at the meet. “B” League swim meets allow young and novice swimmers to compete against each other and win events, which helps boost their confidence levels.



#### **Dive in Movie – November 16, 50 participants:**

The Incredibles 2 dive-in movie this month the first time the new inflatable movie screen was used with great results. The sound system was also upgraded, giving patrons a true movie theater experience...but on water.





### **Los Alamos High School Swim Meet – November 30, 300 participants:**

Los Alamos High School hosted the Bill Hudson Memorial Swim and Dive swim meet on November 30<sup>th</sup> and December 1<sup>st</sup>. There were 15 teams from Los Lunas, Albuquerque, Belen, Farmington, Taos, and Santa Fe in attendance. The diving competition began Friday evening and the swim meet ran all day Saturday. Los Alamos won the meet with a sizable lead and a few state qualifiers as well.



### **Golf**

Los Alamos Golf Course has been prepared for the upcoming winter. The golf course will be closed through the off season to reduce turf damage as the turf is in a dormant state and the colder ground temperatures causes dehydration to the grass, and both conditions contribute to turf desiccation.



The Los Alamos golf shop is open Monday – Friday, from 9:00am to 4:00pm, through the winter season. The golf range will be open during this season as weather and turf conditions allow. Contact the golf shop, at (505) 662-8139, for further information.

Cottonwood-on-the-Greens will be open daily throughout the winter. You can reach the restaurant, at (505) 662-0404, for hours of operation and reservations.

## Ice Rink

### **Ice Making – November 7 – 15:**

Temperatures dipped below freezing early in November to allow Rink staff and volunteers from the Hilltopper Varsity and JV hockey teams to build the ice sheet.



### **New Recreation Leader, Vera Jaramillo:**

Welcome Vera Jaramillo! Vera joined the Recreation Division in November and an asset with all Rink operations, Recreation programming and has quickly become a valued team member!





### Opening Day – November 16, 108 Public Skaters

Opening day was quite busy starting with Noon-Time Adult skate and moving into public skating. Patrons of all ages were happy to be out on the ice.



### LAHS Varsity Hockey Game – November 16, 20 Players/231 Spectators

The Hilltopper Varsity hockey team hosted Varsity and JV players from Amarillo, TX on Friday and Saturday. The Hilltoppers lost to Amarillo on Friday night, but came back strong on Saturday morning to take the win.

*Photo credit: John McHale*



### Opening Weekend Turkey Bowling – November 16 & 17, 56 participants

Turkey bowling returned to the Rink for opening weekend with prizes ranging from frozen turkeys to travel mugs with a free coupon to enjoy a hot beverage at the Ice Rink.



### **Try Hockey for FREE – November 17<sup>th</sup>, 15 participants**

The Los Alamos Hockey Association hosted this annual event with volunteer coaches gearing up kids to get out and try the “coolest game on ice.”



### **Parks**

#### **Holiday Lights at Ashley Pond & White Rock – 100% Complete**

Parks staff was busy lighting up both Los Alamos and White Rock for the Holidays. Don't forget to come out to Ashley Pond on December 8 for the official tree lighting.





### **Construction Updates to Stage Area Around Ashley Pond – 80% Complete**

The Parks staff recently installed a new concrete platform with railings at Ashley Pond. It is located near the parking lot in front of the stage and will serve dual purposes: one as a sound booth for concerts and two as an ADA picnic area. Construction continues as staff places new conduit with audio cable to the stage as well as the installation of a new flag pole in the weeks to come.



### **Installation of Cattle Guard at Guaje Pines Cemetery – 100% Complete**

The Parks staff installed a cattle guard to help keep the nuisance feral cattle out of the Cemetery.

