



LOS ALAMOS

County of Los Alamos

1000 Central Avenue
Los Alamos, NM 87544

BCC Agenda - Final

Lodgers' Tax Advisory Board

Loryn 'Ryn' Herrmann, Chair; Linda Deck, Vice Chair; and Katie Bruell, Members

Tuesday, June 20, 2017

12:00 PM

1000 Central Avenue, Room 110

ADMINISTRATIVE ACTIONS

A. Call to Order/Introductions

B. Approval of Agenda

C. Review/Approval of Meeting Minutes

- (1) [9558-17](#) Minutes from the Lodgers' Tax Advisory Board Meeting on April 18, 2017.

Recommendation: I move that the Board approve the Minutes for April 18.

Presenters: Loryn 'Ryn' Herrmann

Attachments: [A - April 18 2017 LTAB Min DRAFT](#)

D. Public Comment for Items Not on the Agenda

II. PRESENTATION/DISCUSSION

- A. [9578-17](#) Update on the Tourism Strategic Plan by *Design Workshop*
Becky Zimmerman and Anna Laybourn

Presenters: Linda Matteson

- B. [9589-17](#) Wayfinding Plan Update

Presenters: Linda Matteson

III. PENDING PROJECTS for possible action

A. Board Terms and Vacancy Status (Loryn "Ryn" Herrmann)

B. FY18 LTAB Workplan (Kelly Stewart)

- (1) [9571-17](#) FY2018 LTAB Work Plan

Presenters: Kelly Stewart

Attachments: [Lodgers Tax Advisory Board FY18 Work Plan Final](#)

C. Visitor Guide (David Empey)**D. STAR Report Status (Kelly Stewart)****IV. REPORTS****A. Tourism Marketing Report**

- (1) [9575-17](#) June Tourism Marketing Reports
Presenters: David Empey
Attachments: [June Marketing Report](#)
[June 2017 Los Alamos PR-Social Activity Report](#)

B. State/Regional Tourism & Hospitality Report**C. Lodgers' Tax Revenue Reports (Accrued/Actual) Review**

- (1) [9572-17](#) Lodgers' Tax Payment Report March and April Actuals
Presenters: Kelly Stewart
Attachments: [May 2017 Lodgers' Tax Revenues Payment Report](#)
- (2) [9573-17](#) Lodgers' Tax Revenue Report Accrual May 2017
Presenters: Kelly Stewart
Attachments: [May 2017 Lodgers' Tax Accrual Report](#)

D. Lodging Reports/Trends**E. Visitation by Attraction/Visitor Centers (Melanie Pena)**

- (1) [9579-17](#) April 2017 Visitation By Attraction Report
Attachments: [April 2017 Visitation By Attraction Report](#)
- (2) [9597-17](#) May 2017 Visitation By Attraction Report
Attachments: [May 2017 Visitation By Attraction Report](#)

F. Group Marketing Events/Opportunities (Melanie Pena, Dianne Marquez)**G. County Recreation Report (Dianne Marquez)**

- (1) [9577-17](#) County Recreation Report
Attachments: [May 2017 County Recreation Report](#)

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

I. County Tourism Strategic Plan Update

J. Other Announcements (All)

V. NEW PROJECTS/INITIATIVES

A. New Projects and Initiatives

VI. NEXT MEETING(S)/FUTURE AGENDA ITEMS

- A. [9580-17](#) Tuesday, July 18, 2017, 12-2 p.m.
Municipal Building, BCC Room 110

VII. ADJOURNMENT

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.

Please Note: Additional detailed information is available on any of the agenda items discussed at this meeting by viewing the video of the LTAB Meeting of April 18, 2017 at:
http://losalamos.granicus.com/MediaPlayer.php?view_id=2&clip_id=1188

Date/Time

Tuesday, April 18, 2017, 12PM-2PM

Location

Los Alamos County Municipal Building
Suite 150 Conference Room (Noon-2PM)
1000 Central Avenue, Los Alamos, NM 87544

Members Present

- Ryn Herrmann (Chair), Public-At-Large Representative
- Linda Deck (Vice Chair), Tourism Industry Representative
- Katie Bruell, Tourism Industry Representative

Staff Present

- Linda Matteson, Assistant to the County Manager
- Dianne Marquez, Recreation Program Manager
- Barbara Lai, Senior Management Analyst

Others Present

- David Empey, Griffin and Associates (County Tourism Marketing Services Contractor)
- Melanie Pena, Los Alamos Commerce and Development Corporation (County Visitor Center Operations and Management Services Contractor)
- Jacqueline Shen, Local Business Owner

I. ADMINISTRATIVE ACTIONS

A. Call to Order/Introductions

As a quorum was present, the meeting was called to order at 12:06 PM.

B. Approval of Today's Agenda

The agenda was approved without objection.

C. Review/Approval of Meeting Minutes

Minutes from March 21, 2017 were approved.

D. Public Comment for Items Not on the Agenda

Linda Deck announced that she just received her copy of New Mexico Magazine and Los Alamos has extensive coverage throughout the magazine. The article *Hike Los Alamos* is featured on the cover. Attractions and features highlighted in the magazine

include: ScienceFest, an article on Craig Martin and the hiking trails, *Bandelier- Visit Our Three Parks*, a sidebar all about PEEC with a quote from Ms. Bruell.

II. PRESENTATION/DISCUSSION

No presentations or discussions.

III. PENDING PROJECTS

A. Board Terms and Vacancy Status

Chair Herrmann announced that Ms. Shen is attending the meeting and has agreed to apply for the board. No action was taken.

B. FY18 LTAB Workplan

The Workplan is on schedule. Linda Matteson gave an overview of the Workplan process.

C. Visitors Guide

Mr. Empey reported that he is on round 2 of revisions to the guide content and the downtown map. He is working with local advertisers to finalize ads and get payment. Content revisions may be uploaded to base camp. The document is on schedule and there will be time for the Visitor Guide Review Committee and other contributors to review and to provide comment. Ms. Pena reported that Fun and Games (tourism materials distributors) was in Los Alamos last week and picked up another 20 boxes of guides to distribute to visitor centers and hotels throughout the State. There are 17,000 copies remaining. Vice-Chair Deck pointed out that we should try to stay flexible in publishing information that may change. Mr. Empey pointed out that the Guide is available online and that the information could be updated before a print run. No action was taken.

D. STAR Report Status

With Ms. Stewart's absence this item was tabled.

IV. REPORTS

A. Tourism Marketing Report

Mr. Empey presented a report on the many marketing efforts for events and attractions in Los Alamos. He is working with a reporter from *USA Today* on an article on Los Alamos – Secret City and gave the reporter the video - What Can You Say. Chair Herrmann mentioned that she is also working with the reporter. This video is being run in Texas, Colorado, and New Mexico from April 15 through May 31 on Pandora. Mr. Empey also reported on marketing efforts and collaboration on a number of spring and summer events held in Los Alamos and White Rock. No action was taken.

B. State/Regional Tourism & Hospitality

Chair Herrmann reported that she and Ms. Stewart will be attending the New Mexico Hospitality Association's "Governor's Conference on Tourism" in Albuquerque the second week in May. No action was taken.

C. Lodgers' Tax Revenue Reports (Accrued/Actual) Review

The March report shows revenues are up for this month and most likely made up for February numbers that were not reported in time to be included in the February report. There is a 12 percent increase year-over-year. No action was taken.

D. Lodging Reports/Trends

As reported in Item C. Lodgers' Tax Revenue Reports revenues are very positive, up 12 percent year-over-year. The Comfort Inn has a floor under renovation, so a number of rooms are not available for guests. No action was taken.

E. Visitation by Attraction/Visitor Centers

Ms. Pena reported on activities at the attractions. Highlights include: Nature Center visitation is now being tracked and visitation is up; and the Bradbury is getting groups of 100 to 150 at a time. Members discussed more active sharing of information. No action was taken.

F. Group Marketing Events/Opportunities

Chair Herrmann stated that the activities and events were summarized above. No action was taken.

G. County Recreation Report

Ms. Marquez report on recreational activities coming to Los Alamos and White Rock in coming weeks and months. No action was taken.

H. Tourism Materials Distribution Update (Fun and Games)

Ms. Pena covered her report in the above section – *C. Visitors Guide*. David Empey confirmed that there are plenty of Guides left for distribution until the June delivery of the new Visitor Guide. No action was taken.

I. County Tourism Strategic Plan Update

Ms. Matteson reported that County Council approved the services agreement for the Strategic Plan. Design Workshop out of Denver was awarded the contract. A steering committee of about 20 persons will be established. No action was taken.

J. Other Announcements

III. PROJECTS, INITIATIVES AND ANNOUNCEMENTS

Nothing to report.

V. NEXT MEETING(S)/FUTURE AGENDA ITEMS

Tue., May 16, 2017, 12-2PM, Municipal Bldg, Rm 110

The Board discussed the date and time of the next LTAB Meeting and at least one Board member will not be able to attend on May 16. Ms. Lai agreed to discuss alternate dates/or possible cancellation.

VI. ADJOURN

The meeting was adjourned at 2:03 P.M.

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DRAFT



FY18 Work Plan for Los Alamos County Boards and Commissions

(Fiscal Year 2018: July 1, 2017 – June 30, 2018)

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

Date prepared: Dec 20, 2016 Date approved by Council: June 6, 2017

Prepared by: Kelly Stewart, County Staff Liaison

This work plan will be accomplished in the following time frame:

from Jul 1, 2017 to Jun 30, 2018

Chairperson: Ryn Herrmann Term: Dec 2015 to Present

Members and terms:

Loryn "Ryn" Herrmann – Dec 2 2015 - Dec 1 2018

Linda Deck – Dec 2 2016 - Dec 1 2019

Katie Bruell – Dec 2 2015 - Dec 1 2018

Vacant - Dec 2 2016 - Dec 1 2019

Vacant - Dec 2 2014 - Dec 1 2017

Department Director: Joanie Ahlers, Economic Development Division.

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

Staff Liaison: Kelly Stewart, Marketing Specialist, Economic Development Division

Administrative Support provided by: Barbara Lai, Community Development Department

Council Liaison: Antonio Maggiore Reviewed by Council Liaison? Yes

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 FY16 ACTIVITIES

- Produced two new promotional bookmarks, each featuring a food and beverage business, an attraction and a retail business and a % discount for the consumer with a call to action to present the bookmark at the businesses to redeem the discount. LTAB worked with tourism marketing services contractor Griffin and Associates and local businesses to monitor visitor redemption of the bookmarks distributed at Los Alamos visitor centers, welcome bags, and other venues.
- Los Alamos County’s Economic Development Division worked with tourism materials service vendor, Fun and Games, to establish a consolidated contract offering distribution 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. The new agreement was transferred to LACDC to manage as part of its existing contract for visitor center operations and management services.
- LTAB presented to Council in October 2016 regarding priority items regarding destination and tourism marketing efforts, including: customer service training for hospitality businesses/staff; the Manhattan Project National Historical Park and Los Alamos as the gateway to three national parks campaigns; opportunities for local businesses to participate and benefit from tourism and—above all—the need for a new, quality hotel product, preferably with a co-located conference center.
- Developed Los Alamos Gateway to 3 National Parks brand and leveraged marketing with the NMTD’s “Find Your NM True National Parks” campaign
- Promoted Los Alamos’ trail system, Pajarito Mountain and bike tourism opportunities to biking enthusiasts throughout the state and the southwest region through promotion of the second annual Los Alamos EnduroFest event.
- Hosted the governor’s press conference on tourism to announce record-breaking visitor spending resulting from tourism marketing (October 13, 2016).
- Worked with NM Tourism Dept., the NM Hospitality Association and the state and National Main Street organization 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., ScienceFest which experienced record attendance and national recognition in 2015.
- LTAB facilitated local lodging participation in a Ski Pajarito package developed and promoted internationally by Sipapu. Also coordinated with Sipapu on regional promotion, including a Facebook video contest.
- Advised County on the Tourism Marketing Services contract and Visitor Center Operations and Management activities, highlights listed below:

Tourism Marketing Services Activities:

Public Relations: 22 media releases to travel writers in the drive circle to promote tourism and signature events, as well as national and regional media, plus seven A-List Media Placements in publications of 500,000 circulation. **Online Advertising:** Google ad words campaign spotlighting Los Alamos: Gateway to 3 National Parks. **Digital Marketing:** Spring and summer campaigns that coordinated with New Mexico Tourism Department’s media buys and drive market demographics featuring Los Alamos history and recreation attractions. **Print Advertising:** April issue of *Texas Monthly*; 2016, full page placement in *New Mexico Adventure Guide* 2016/17. **Destination Development:** “Visit Los Alamos” bookmark for distribution at various events and local attractions. **Digital/Social Media Campaign:** content management and promotion of “Visit Los Alamos” Facebook page. **Videos:** Directing, producing, posting a professional quality “evergreen” video “What Can You

Say” featuring Los Alamos’ summer attractions for spring 2017 ad campaign. **Promotions:** Winter Facebook contest encouraging visitors to “Like” the Visit Los Alamos Facebook page and post photos as part of a contest for prize. Coordination of National Park Service “Find Your Park” campaign for Los Alamos attractions. **Key Events:** Represented Los Alamos at the New Mexico State Fair at the Gathering of Counties and New Mexico True Days in September and the International Balloon Fiesta in October, providing visitor information, crafting customized itineraries, distributing giveaways and facilitating contests to encourage visits and tie measurable traffic back to the Visit Los Alamos Facebook web pages. **ScienceFest:** press release development and distribution, Pandora radio ads, Facebook ads, produce Comcast cable television ads.

Visitor Center Operations and Management Activities: LACDC’s Meeting and Visitor Bureau maintains, operates and staffs two visitor centers providing a quality visitor experience 7 days a week. In addition, they promote and facilitate the Bandelier Shuttle Services, fulfill all visitor guide requests, and maintain 13 auxiliary kiosk locations with a weekly up-to-date event calendar. The kiosks are also stocked with our Los Alamos Visitor Guides. LAMVB updates VisitLosAlamos.org (the County’s official tourism website), and has applied for, implemented and solicited for matching dollars from the New Mexico Tourism Department’s Marketing Co-op Grant. LAMVB regularly collaborates with the County and the Tourism Marketing Services on advertising, marketing, print materials and events. LAMVB provides logistical, marketing and visitor welcome services for any event that requests Visitor Center services and or materials. LAMVB continues to manage the rotation of two local business display cases inside the White Rock Visitor Center.

METRICS

MARKETING METRICS	MEASURES	FY16 ACTUAL	FY17 PREDICTED	FY18 TARGET
Lodgers’ Tax Revenues	\$\$\$	\$256.512	\$271,000	\$288,000
Visitor Centers Walk-ins <i>Los Alamos & White Rock centers</i>	visits	112,467	114,716	117,010
Web Traffic <i>VisitLosAlamos.org</i>	page views	42,500	48,025	52,000
Facebook Community	Likes	1,720	2,200	2,500
P.R./Earned Media	gross impressions	127,000,000*	85,000,000	90,000,000
Advertising/Paid Media <i>Digital, Social, Print, TV, Radio</i>	gross impressions	4,554,554	6,500,000	7,150,000

**Surge of media coverage attributed to designation of Manhattan Project National Historical Park and the WGN television series “Manhattan.” Gross impressions are on track to level out in FY17 and FY18.*

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.)

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. History. Science. Recreation.

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

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

Research economic development opportunities for exploring or utilizing local businesses. Coordinate with the current CMO Tourism Strategic Planning effort.

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

- FY17 Tourism Marketing Services Marketing Plan (Approved November 2016)
- Lodgers' Tax Fund and Accrued Revenue reports (Los Alamos County Finance Department)
- Lodgers' Tax Actual Revenue reports (Los Alamos County Finance Dept. and ED Division)
- Tourism Marketing Report (Griffin and Associates, tourism marketing services contractor)
- P.R./Social Media Data Report (Griffin and Associates)
- Visitor/Attraction Trends reports (LACDC-Meeting and Visitor Bureau Program, visitor center operations and management contractor)
- Recreation Division monthly reports

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.)

I. MAXIMIZE EVERY OPPORTUNITY TO PUT "HEADS IN BEDS."

- 1) Coordinate with County Economic Development Division, local businesses and community organizations regarding support of projects and programs that will have the most positive impact on Lodgers' Tax Revenues, including: the Manhattan Project National Historical Park, the completion of the Jemez Mountain Trail National Scenic Byway, the Bandelier Loop Trail, and the development of the Valles Caldera National Preserve as a National Park.
- 2) Establish key contact(s) and ongoing communications with the three National Parks; identify and maximize collaborative promotional efforts to market Los Alamos as the central base.
- 3) Proactively welcome, orient and inform participants/families/fans traveling to Los Alamos for a competitive event.
- 4) Provide marketing and customer service support, including advance marketing, welcome bags/information, posting of welcome banners, business promotions and hotel packages.
- 5) Coordinate event, advertising and promotional efforts with New Mexico Tourism Department's New Mexico True campaign. Work with NMTD North Central Region 5 to identify Los Alamos area itineraries and accolades to cross-promote with the rest of the North-Central Region 5.
- 6) Fine-tune trends analysis tool for Lodgers' Tax using: revenue and payment dates; weather; economics; and events. Predict future trends from more analysis with additional time series data and geospatial information.
- 7) Identify sources of lodging and Lodgers' tax revenue data trends that will assist in identifying markets, monitor occupancy trends, promote opportunities and determine the demand for new hotel products.
- 8) Continue working with LANS/LANL to identify local conference, lodging and visitor orientation opportunities.

II. INFLUENCE A POSITIVE VISITOR EXPERIENCE AT EVERY INTERFACE.

- 1) Determine level of participation and ROI with the New Mexico Tourism Department and the newly formed New Mexico Hospitality Association.
- 2) Develop a new and improved visitor guide for distribution in 2017.
- 3) Work with the County and contractors to determine an effective strategy for applying for and matching grant funds from the New Mexico Tourism Department, including the Marketing Cooperative Grant, the Special Event Grant and the Tourism Infrastructure grant.
- 4) Help determine best approach for providing visitors with a seasonal publication during high tourism season (May 14-Oct 18).

III. SUPPORT PROJECTS THAT DRIVE TOURISTS TO HOSPITALITY AND RETAIL BUSINESSES.

- 1) Work with Los Alamos Chamber and other local hospitality businesses to identify issues and improve customer service.
- 2) Collaborate with local attraction docents and tour guides to assess, revise and transition Ambassador Training Program content and materials for implementation in FY16.
- 3) Work with Sipapu to cross-promote Pajarito Mountain events along with other Los Alamos offerings throughout the year.
- 4) Assess and modify/continue managing the local business display case at the White Rock Visitor Center.

IV. SERVE AS A CONDUIT BETWEEN THE PUBLIC AND THE COUNTY COUNCIL.

- 1) Participate in all efforts related to comprehensive, area-wide tourism marketing approach.
- 2) Advise County on the Tourism Marketing Services contract and Visitor Center Operations and Management activities.
- 3) Participate in the County's Branding process and incorporate appropriate elements per the implementation plan into tourism and destination marketing.
- 4) Measure, assess and regularly report on return on investment of tourism marketing and visitor center operations to County.
- 5) Coordinate with partner organizations: MainStreet (Creative District, Los Alamos ScienceFest), Chamber of Commerce, County Recreation Division, Manhattan Project National Historical Park Committee, and others as identified.

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 interfaces with the County Recreation Division and the Community Services Department regarding event-related support and marketing targeting audiences outside of the Los Alamos region. LTAB also interfaces with the Planning Division and Public Works department re capital improvement projects that enhance Los Alamos as a tourist destination. Boards and Commissions including the Parks and Recreation, Arts in Public Places, MainStreet Futures, and Los Alamos ScienceFest planning committees (MainStreet). Participate in the tourism strategic planning effort and interface with the Tourism Master Plan/Economic Development Strategic Plan Steering Committee, as requested.

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 Lodgers’ Tax Advisory Board:

Mark all that apply

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

Quality Governance		
	<u>Operational Excellence:</u>	
	<ul style="list-style-type: none"> • Priority Area – Implement the Comprehensive Plan with an emphasis on neighborhoods and zoning 	
	<ul style="list-style-type: none"> • Priority Area – Simplify permit requirements and improve the overall development and building code processes to become easier to work with for all participants 	
	<ul style="list-style-type: none"> • Maintain quality essential services and supporting infrastructure 	
	<ul style="list-style-type: none"> • Invest in staff development to create a high performing organization 	
	<ul style="list-style-type: none"> • Manage commercial growth well following an updated, concise, and consistent comprehensive plan 	
	<ul style="list-style-type: none"> • Establish and implement a mechanism for effective Utility policy setting and review 	
	<u>Communication:</u>	
	<ul style="list-style-type: none"> • Improve transparency in policy setting and implementation 	x
	<ul style="list-style-type: none"> • Create a communication process that provides measurable improvement in citizen trust in government 	x
	<u>Intergovernmental Relations:</u>	
	<ul style="list-style-type: none"> • Strengthen coordination and cooperation between County government, LANL, and the regional and national partners 	
	<ul style="list-style-type: none"> • Actively pursue land transfer opportunities 	

LTAB June 20th Marketing Report

Public Relations: Bears and Bandelier

Griffin Action: Written/approved by Kelly Stewart, Kattie Bruell & Team.

Griffin Action: Distributed Tuesday, May 2nd.

Public Relations: 100 Days of Summer

Griffin Action: Written/approved by Kelly Stewart, Leslie Bucklin, Ryn Herrmann.

Griffin Action: Distributed Wednesday, May 31st.

Public Relations: Los Alamos ScienceFest

Griffin Action: Approved by Kelly Stewart, Ryn Herrmann, Suzette Fox.

Griffin Action: Distributed Tuesday, June 20th.

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

ScienceFest: Creative/Media

Action Item: Produced sponsorship video version for airing at Reel Deal.

Action Item: Produced R:30 for airing on KRSN.

Action Item: Formatted/Uploaded creative assets to Pandora & Hulu.

General Tourism Media Campaign: Pandora

Action Item: Tourism campaign ran: 4/15-5/31

Griffin Action: Griffin Action: See activity report.

Print: Los Alamos Visitors Guide

Griffin Action: Currently in Version 9 edits/revisions to content and maps.

Griffin Action: Edits/Revisions through COB June 19th will be made.

Version 10 to be uploaded to Basecamp for LAVG review committee review no later than Wednesday, June 21st.

Print: Ski New Mexico Slopes Magazine

Griffin Item: Coordinating Los Alamos Community page content/photos

Los Alamos Annual Events

Griffin Action: In coordination with LACDC posted events to NM.org, KUNM, ABQ Journal, Los Alamos Monitor, KOB TV4 and Weekly Alibi, Texas Monthly.

June Activity Report

Earned Media

Public Relations

News Headline	Outlet Name	Outlet Type	News Circulation Audience	News Ad Value	PR Value	Date
First Bear Festival May 13	Los Alamos Daily Post	Online	26,207	\$243.07	\$2,430.70	5/4/17
Eat And Celebrate Nature Like A Bear And Experience The Great Outdoors At Bandelier National Monument	Los Alamos Daily Post	Online	26,207	\$243.07	\$2,430.70	5/10/17
Los Alamos to host bear-safety event this weekend	KRQE	Online	206,032	\$1,910.95	\$19,109.50	5/12/17
Los Alamos seeks detente with its neighbors — bears	Albuquerque Journal	Online	326,917	\$3,032.15	\$30,321.55	5/12/17
Promoter says goodbye to Los Alamos music scene with final concert series	Santa Fe New Mexican	Online	132,302	\$1,227.10	\$12,271.01	5/13/17
Kite Festival takes flight this weekend in WR	Los Alamos Monitor	Online	6,715	\$62.28	\$622.81	5/17/17
'100 Days Of Summer' Kicks Off Friday!	Los Alamos Daily Post	Online	26,207	\$243.07	\$2,430.70	5/24/17
Pajarito's Summer Begins Today!	Los Alamos Daily Post	Online	26,207	\$243.07	\$2,430.70	5/27/17
Nothing To Do? ... So Not True! Los Alamos County Hosts 100 Days of Summer Program	Los Alamos Daily Post	Online	26,207	\$243.07	\$2,430.70	6/8/17
Totals			803,001	\$7,447.83	\$74,478.37	

*News Circulation Audience and News Ad Value is generated through Meltwater and Compete

*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.

Online Campaigns

Campaign	Flight Start Date	Flight End Date	Impressions	Clicks	CTR
General Tourism Marketing- "What Can You Say Video:30 series	4/15/17	5/31/17	Delivered-2,019,542	9,942	0.98%
Drive markets: Dallas-Ft.Worth, Houston-Galveston, Denver-Boulder, Phoenix, Albuquerque					Benchmark is 0.68

Social Media

Facebook	New Likes	Total Likes	Average Weekly Reach	Notable Post-Reach
	58	2,358	1575	SummerFest ScienceFest ChamberFest Tuesdays at the Pond Summer Concert Series



LOS ALAMOS LODGERS' TAX REVENUES ACTUALS

May 2017 PAYMENT REPORT

Lodgers' Tax paid by lodgers in the months charged to patrons

Showing March and April 2017
Payments

MO	YR	FY17	ACTUALS	
			FY16	FY15
JUL	2016	\$30,299.73	\$24,914.97	\$25,751.29
AUG	2016	\$32,560.01	\$27,540.15	\$26,465.52
SEP	2016	\$27,135.13	\$25,012.61	\$25,003.98
OCT	2016	\$25,055.38	\$23,242.11	\$23,945.23
NOV	2016	\$17,687.22	\$16,793.30	\$10,413.43
DEC	2016	\$18,903.57	\$16,344.63	\$23,907.55
JAN	2017	\$17,486.17	\$15,902.04	\$15,254.89
FEB	2017	\$16,362.39	\$17,933.96	\$6,882.00
MAR	2017	\$22,090.87	\$18,955.82	\$16,051.00
APR	2017	\$19,910.41	\$18,406.87	\$13,514.00
MAY	2017	\$0.00	\$24,822.30	\$25,713.00
JUN	2017	\$0.00	\$26,643.18	\$26,945.00
		\$227,490.88	\$256,511.94	\$239,846.89

	MO	FY17	Y-O-Y FY17/FY16	FY16	Y-O-Y FY16/FY15	FY15
1	JUL	\$30,299.73	22%	\$24,914.97	-3%	\$25,751.29
2	AUG	\$32,560.01	18%	\$27,540.15	4%	\$26,465.52
3	SEP	\$27,135.13	8%	\$25,012.61	0%	\$25,003.98
4	OCT	\$25,055.38	8%	\$23,242.11	-3%	\$23,945.23
5	NOV	\$17,687.22	5%	\$16,793.30	61%	\$10,413.43
6	DEC	\$18,903.57	16%	\$16,344.63	-32%	\$23,907.55
7	JAN	\$17,486.17	10%	\$15,902.04	4%	\$15,254.89
8	FEB	\$16,362.39	-9%	\$17,933.96	161%	\$6,882.00
9	MAR	\$22,090.87	17%	\$18,955.82	18%	\$16,051.00
10	APR	\$19,910.41	8%	\$18,406.87	35%	\$13,614.00
To Date:		\$227,490.88	11%	\$205,046.46	9%	\$187,288.89

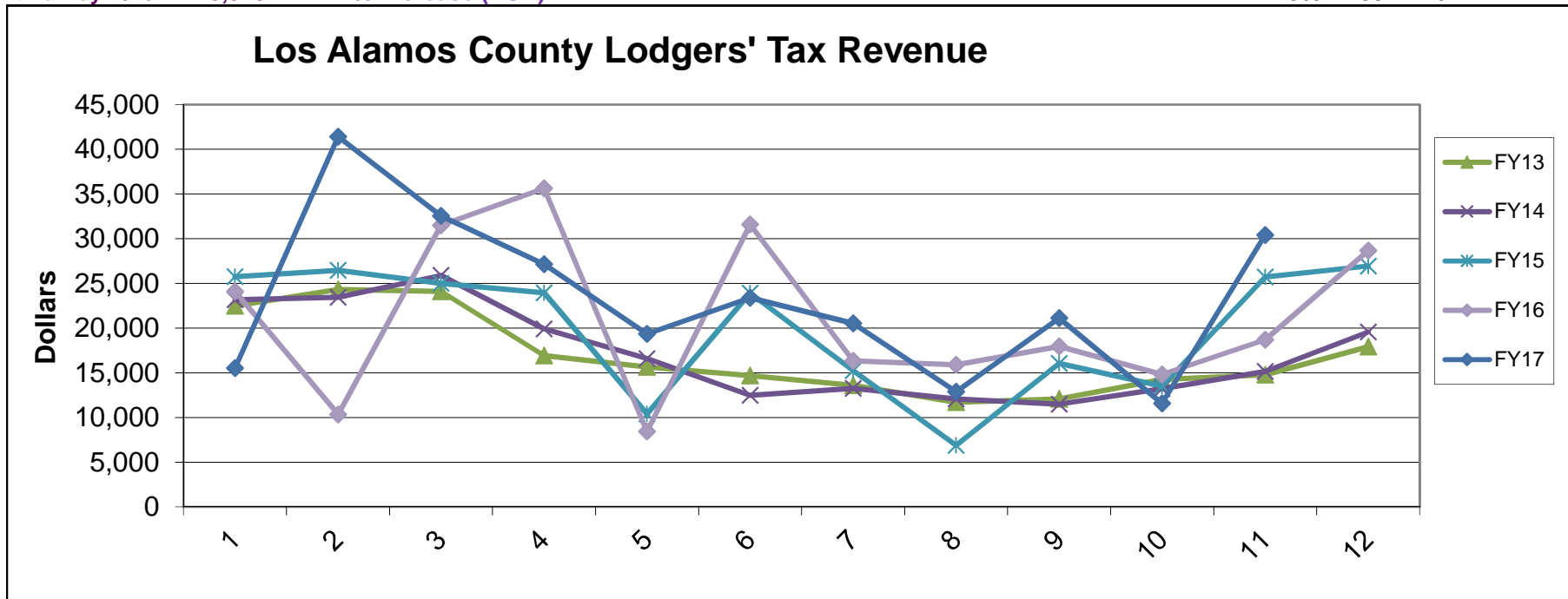
		FY16 Actual	\$256,511.94		
TARGET:		6% increase	1.06		
		FY17 Goal	\$271,902.66		
TIME	%	FY in Months	LTR	%	\$\$\$
elapsed	83%	10	\$227,490.88	84% earned	
remaining	17%	2	\$44,411.78	16% remaining	
		12	\$271,902.66		

County of Los Alamos Lodgers' Tax Revenue --Accrual Basis (Totals Through May 2017 REPORT)

		FY17	FY16	FY15	FY14	FY13	FY12	FY11	FY10	FY09	FY08	FY07	FY06	FY05
1	JUL	15,536	24,113	25,751	23,185	22,483	32,434	31,472	27,221	23,293	23,258	28,928	30,140	23,381
2	AUG	41,407	10,351	26,466	23,457	24,323	33,080	33,850	31,731	27,864	26,218	29,886	34,711	25,241
3	SEP	32,560	31,486	25,004	25,898	24,108	24,988	35,167	30,692	29,590	27,112	22,896	27,937	22,559
4	OCT	27,135	35,631	23,945	19,896	16,934	23,943	25,553	25,512	24,245	20,262	24,772	23,148	20,123
5	NOV	19,360	8,433	10,413	16,577	15,660	19,187	22,707	23,533	22,465	21,064	18,677	20,010	18,115
6	DEC	23,383	31,602	23,908	12,470	14,688	16,980	19,042	20,852	20,049	12,120	15,333	17,077	16,890
7	JAN	20,529	16,345	15,255	13,263	13,599	15,126	16,837	21,876	17,316	11,378	12,948	18,386	18,408
8	FEB	12,883	15,902	6,882	12,079	11,705	15,740	13,871	17,734	17,940	20,661	12,651	17,078	20,064
9	MAR	21,127	17,934	16,051	11,494	12,071	16,562	13,557	20,597	19,644	10,873	16,546	22,114	23,761
10	APR	11,581	14,809	13,514	13,237	14,266	12,921	18,142	21,736	19,072	17,381	15,836	17,648	21,596
11	MAY	30,421	18,709	25,713	15,143	14,790	18,097	19,538	20,915	21,864	22,636	25,547	20,041	22,887
12	JUN		28,667	26,945	19,570	17,924	22,483	22,887	25,754	24,248	22,181	30,565	23,952	31,191
	TOTAL	255,922	253,981	239,847	206,270	202,552	251,542	272,623	288,152	267,589	235,144	254,584	272,244	264,214
			6%	16%	2%	-19%	-8%	-5%	8%	14%	-8%			

thru May 2016: 225,315 14% increase (YOY)

13% FY08-FY16





LOS ALAMOS
MEETING AND VISITOR
BUREAU

April 11, 2017

Kelly Stewart
Los Alamos County
1000 Central Avenue
Los Álamos, NM 87544

RE: Transmittal of Monthly MVB LTAB report

Dear Kelly:

Attached is the submission of our monthly activity report for the month of April 2017. Please let me know if you have any questions about this report.

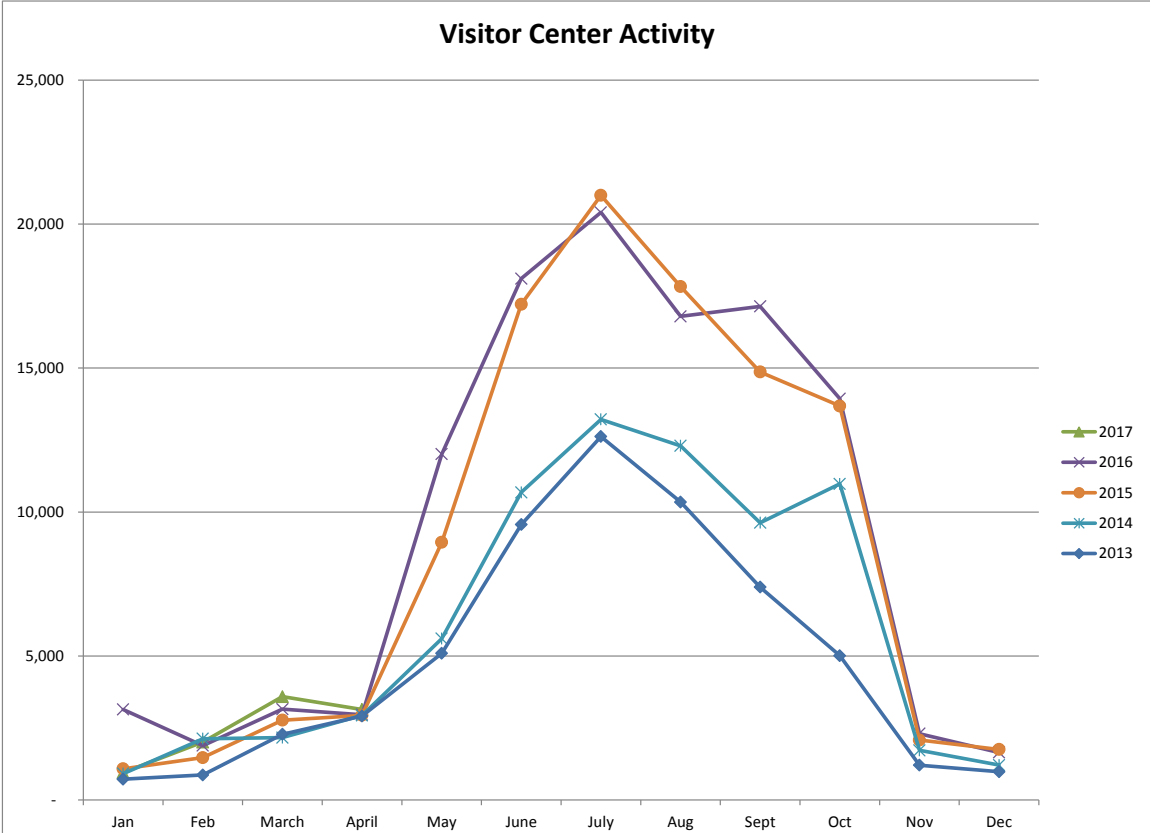
Sincerely,

Melanie Peña
Director of Discover Los Alamos

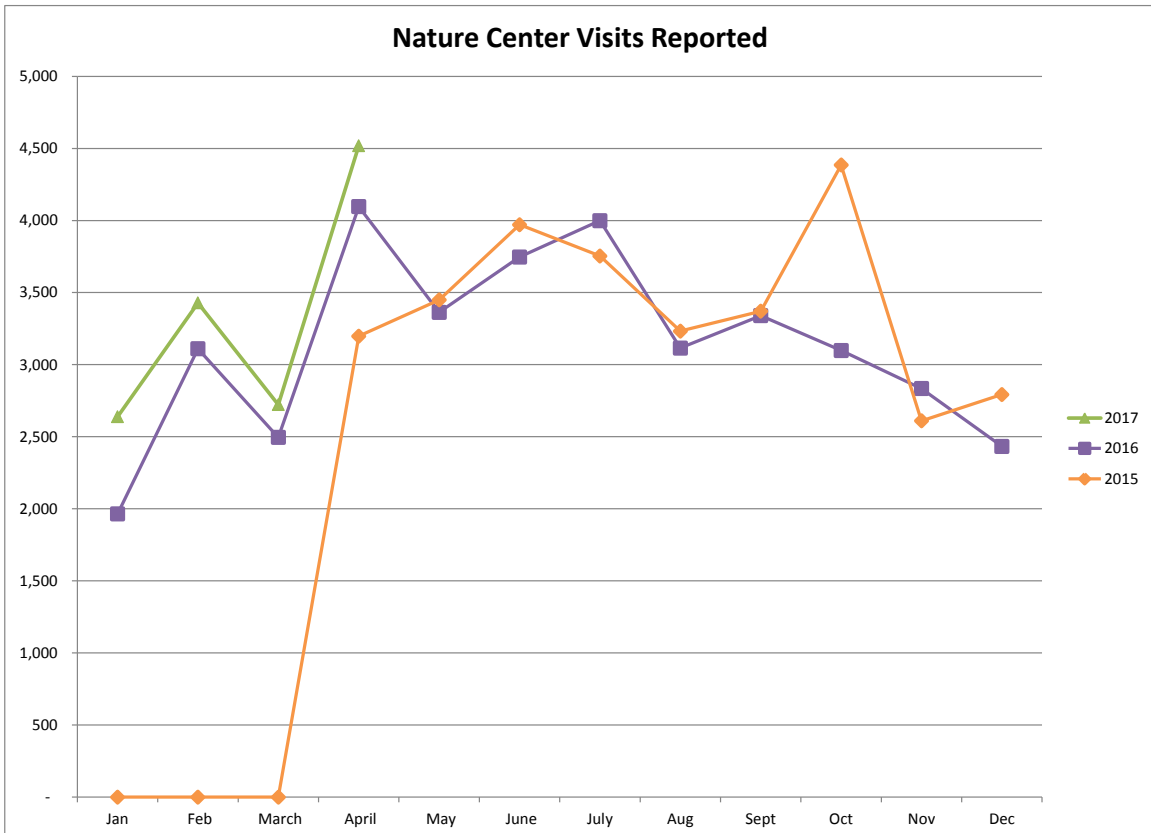
cc: Harry Burgess, Linda Matteson, Patrick Sullivan & Connie Proulx

LAMVB Monthly Report

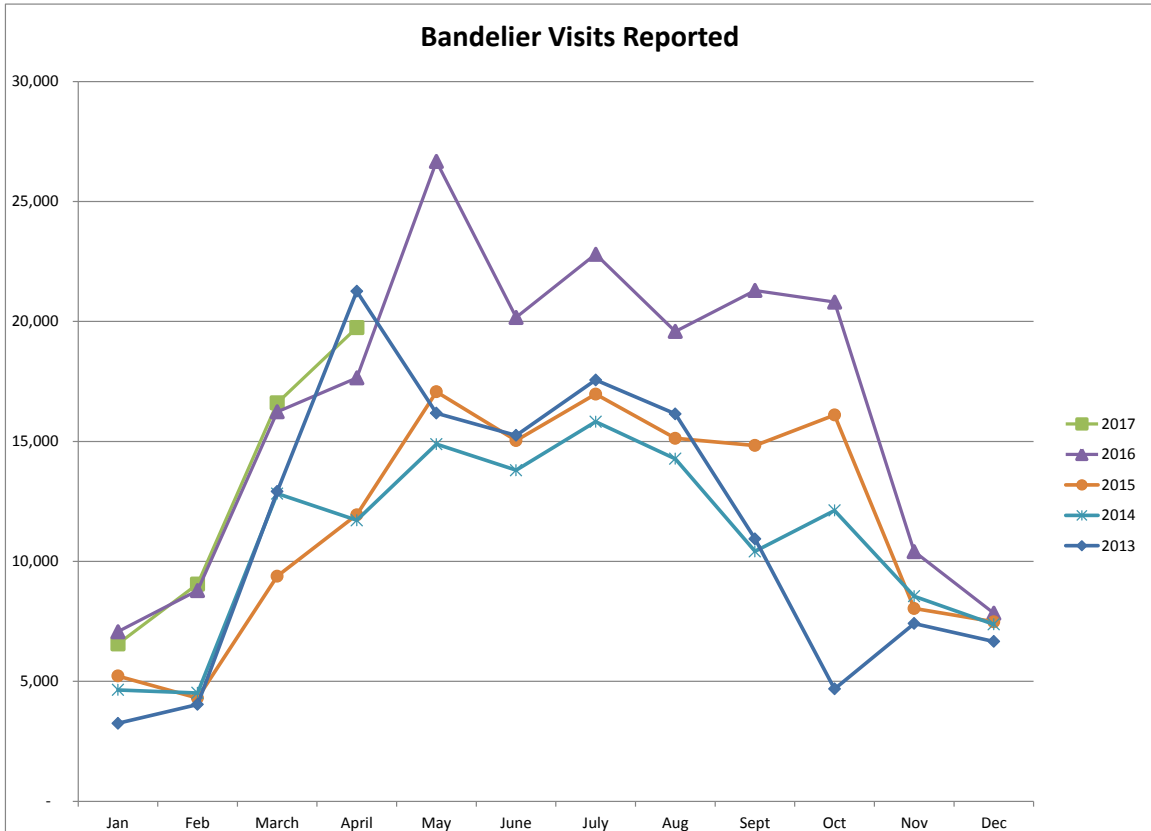
April 2017



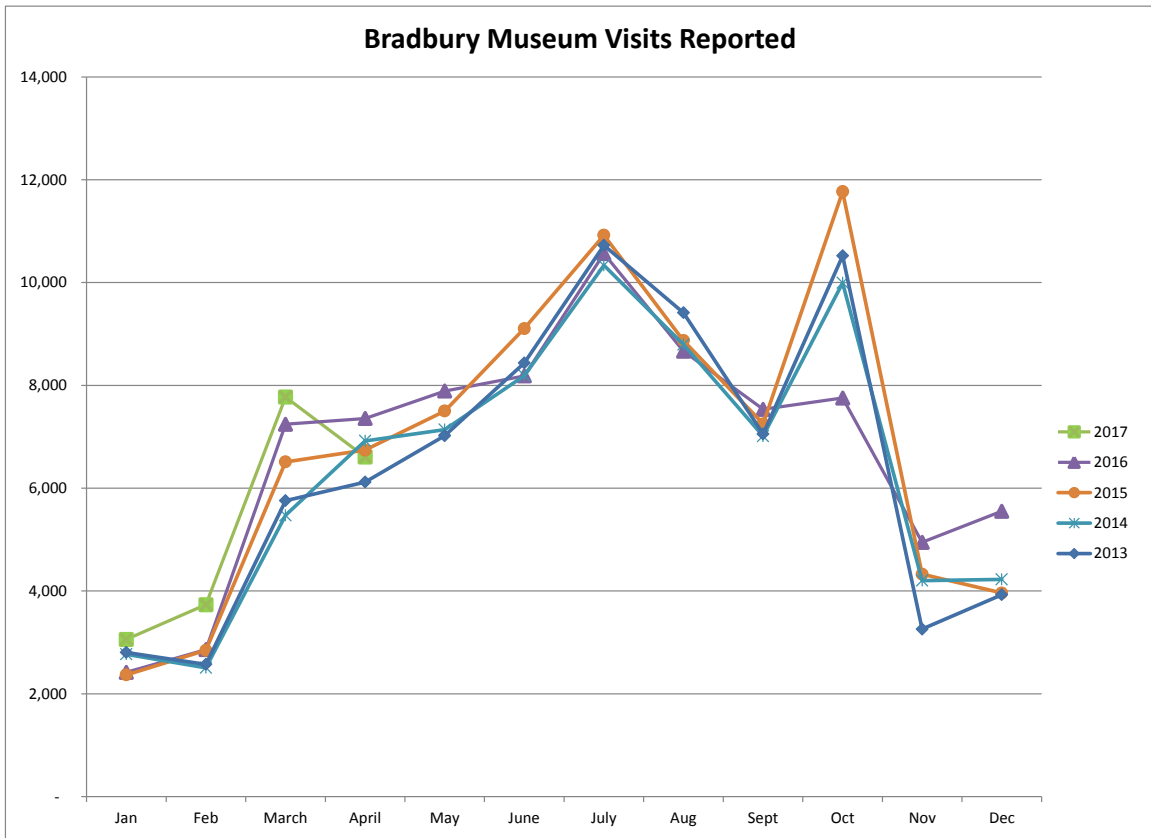
Los Alamos Visitor Center April 2017	1,326
White Rock Visitor Center April 2017	1,557



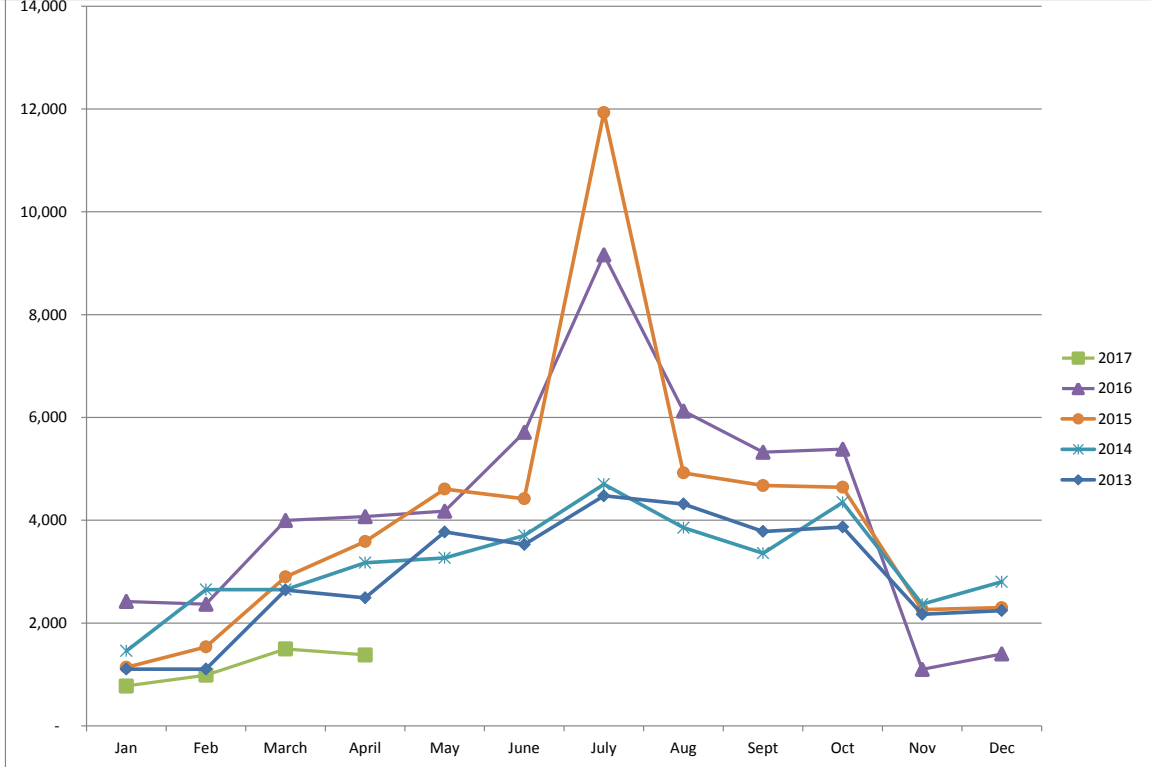
Nature Center April 2017 4,519



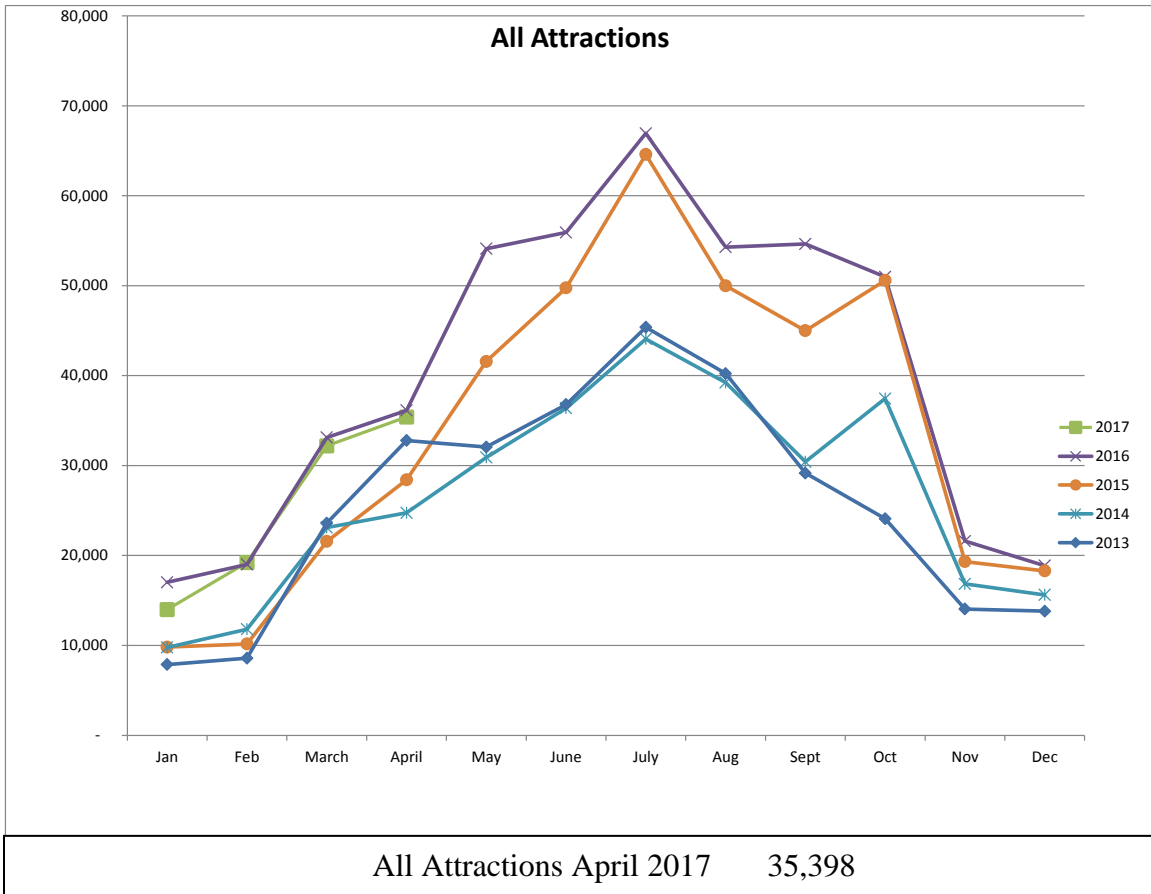
Bandelier National Monument April 2017 19,745



Bradbury Science Museum April 2017 6,608



History Museum April 2017 1,383



April 2017 Narrative Comments

- The approximate number of visitor guides distributed from the visitor centers in April was 6,200. Currently our storage inventory is approximately 14,200.
- Event material on kiosks and the "Where Discoveries are Made" displays is updated weekly by an LAMVB representative. There are currently 16 in place in Los Alamos and 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.
- LAMVB's website visitlosalamos.org and events info feeding www.fyilosalamos.com are updated on a weekly basis with events and information.
- LAMVB prepares and distributes a hard copy of the events calendar in the visitor centers.
- LAMVB recruits, trains, and manages volunteers for a variety of work. The number of volunteer hours logged in April was 28.

- Comments left by visitors in our logs included “Love this place, will be back this summer”, “Very interesting”, “Thanks for being open on a Sunday”, “Came to Santa Fe and decided to come here. We will be back for a longer stay”, ”Great visitor center very informative and friendly”, “Very interested in the Los Alamos story, great info center with a very nice manager”, “Beautiful country”, “Annie is fantastic”, “Good information about what to visit”, “Very nice visitor center, very friendly staff”, “Nice RV park, thank you!”, “Amazing views, great America.”
- WRVC Business Display Cases featured the Nature Center (PEEC), Gadgets (Bradbury Science Museum), Los Alamos Museum of Art, Flower’s by Gillian, Seeking Chameleon, Zia Realty, Unquarked, CB Fox, Rose Chocolatier, Warm Hearts Yarn, Pet Pangaea, Float LA, High Mesa Dental Arts and Hilltop Spa were on display for the month of April. The large display featured the Bradbury Science Museum.
- In April, LAMVB helped the following groups/events requesting assistance in promoting and planning their upcoming planned and/or potential events in 2017. 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.
 - 60 Welcome bags for Baseball Tournament.

April 2017:

75 visitlosalamos.org online Visitor Guide requests.
 133 Visitor Guides sent to Texas Monthly inquiries.

Analysis of Visitor Surveys

April 2017

Sample size = 130 entries

✓ *Length of Stay* -

75% of visitor center survey respondents report less than a day
 25% report overnight stays

✓ *First Time Visit to Los Alamos* –

82% Yes
 18% No

- ✓ For the month of April 2017 the visitor centers registration sheets indicate reasons for visiting as: (several responses have checked more than one reason for visiting)

Bandelier	70%
Manhattan Project/MPNHP	52%
Bradbury/History Museum	55%
LA Nature Center	24%
Scenery	41%
Recreation/Sports	4%
Business/Family/Friends	7%
Other: _____	0%

- ✓ The most prevalent states of origin are from Colorado, Texas, California, Washington State, Florida, Missouri, New York, Michigan, Virginia, and Pennsylvania.
- ✓ The most prevalent foreign countries of origin are Belgium, Canada, Finland, Germany and Australia.
- ✓ The most prevalent cities in New Mexico visiting Los Alamos are Albuquerque, Santa Fe, and Ruidoso.



LOS ALAMOS
MEETING AND VISITOR
BUREAU

June 9, 2017

Kelly Stewart
Los Alamos County
1000 Central Avenue
Los Álamos, NM 87544

RE: Transmittal of Monthly MVB LTAB report

Dear Kelly:

Attached is the submission of our monthly activity report for the month of May 2017.
Please let me know if you have any questions about this report.

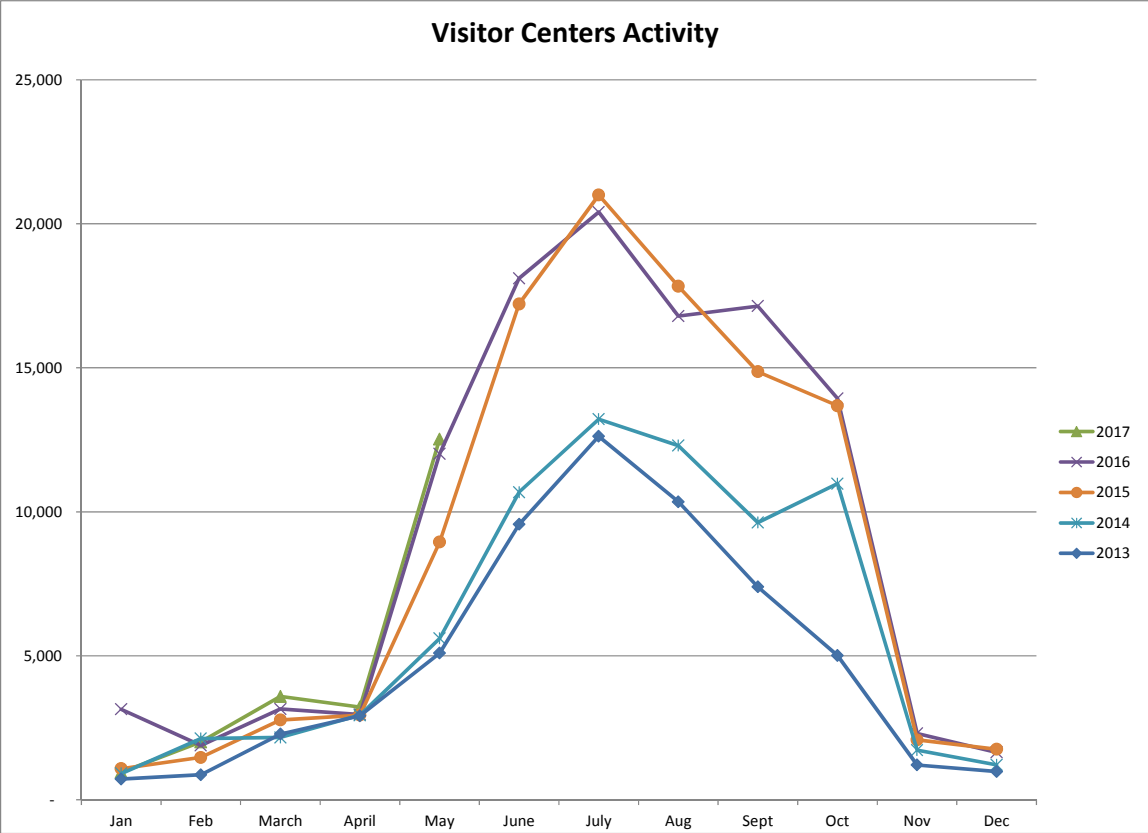
Sincerely,

Melanie Peña
Director of Discover Los Alamos

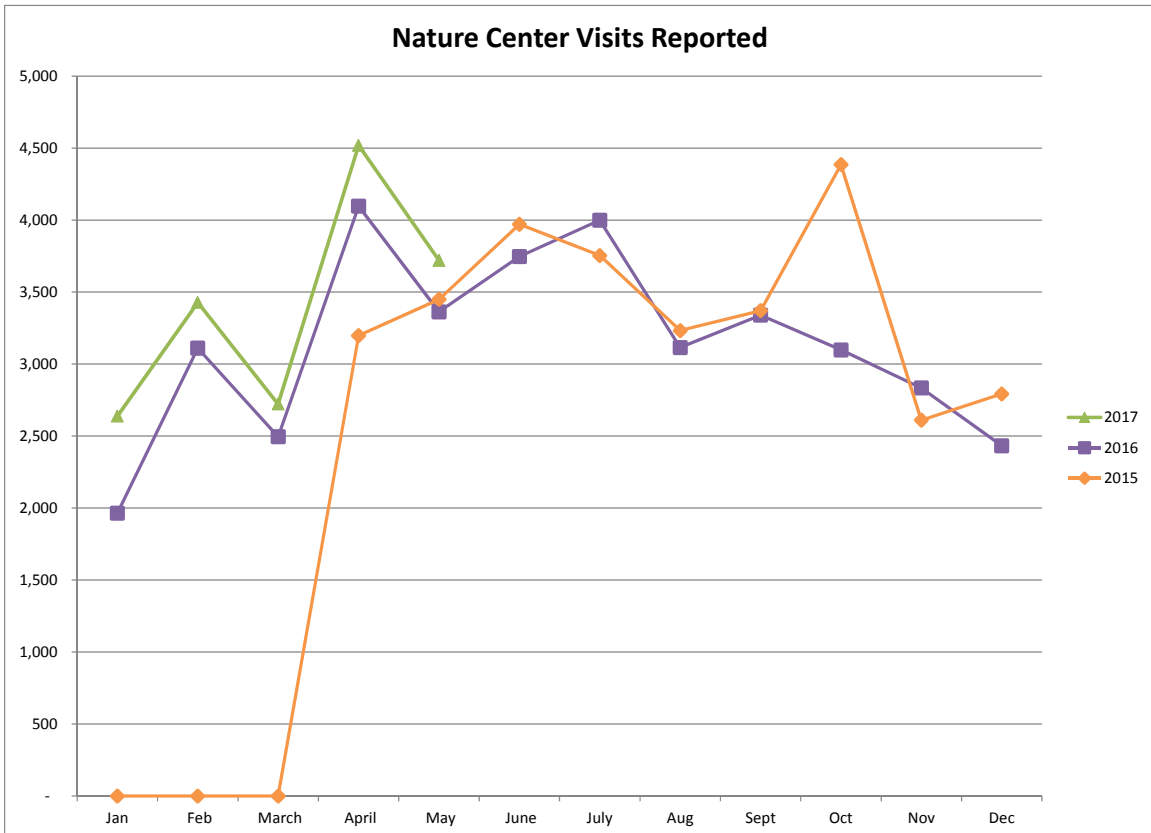
cc: Harry Burgess, Linda Matteson, Patrick Sullivan & Connie Proulx

LAMVB Monthly Report

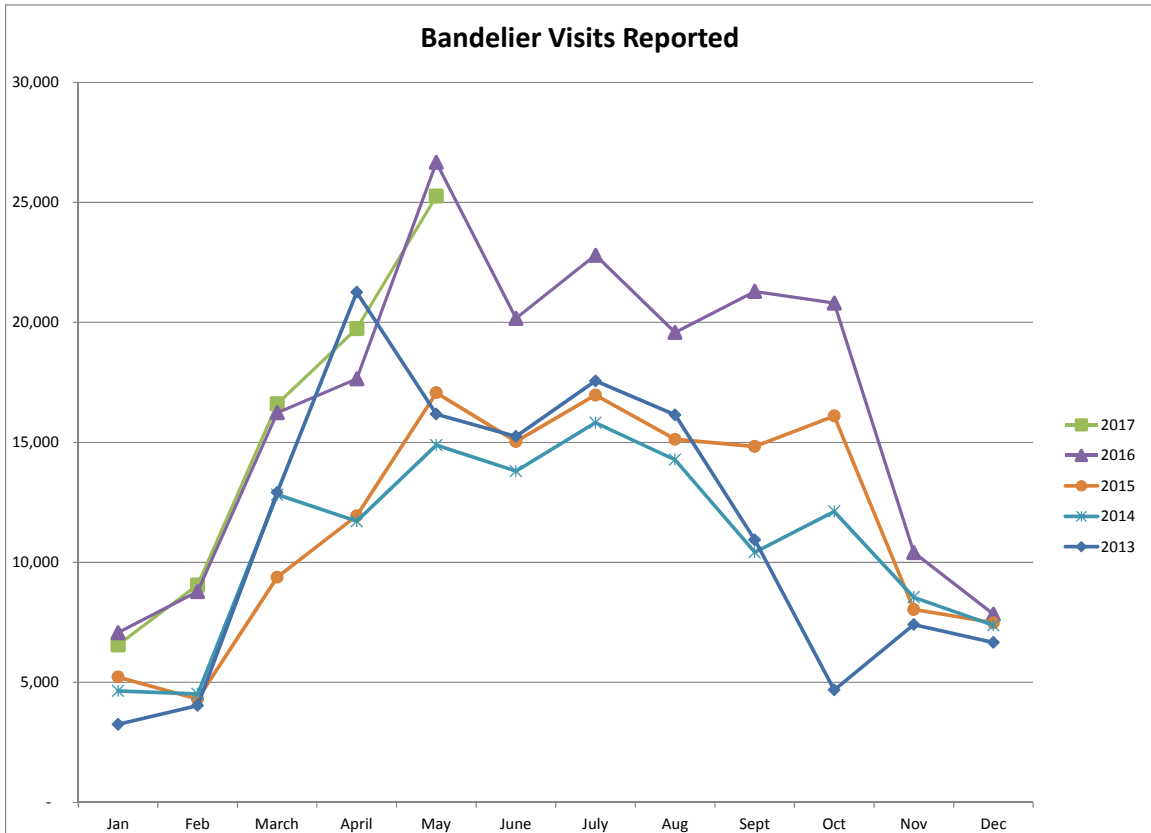
May 2017



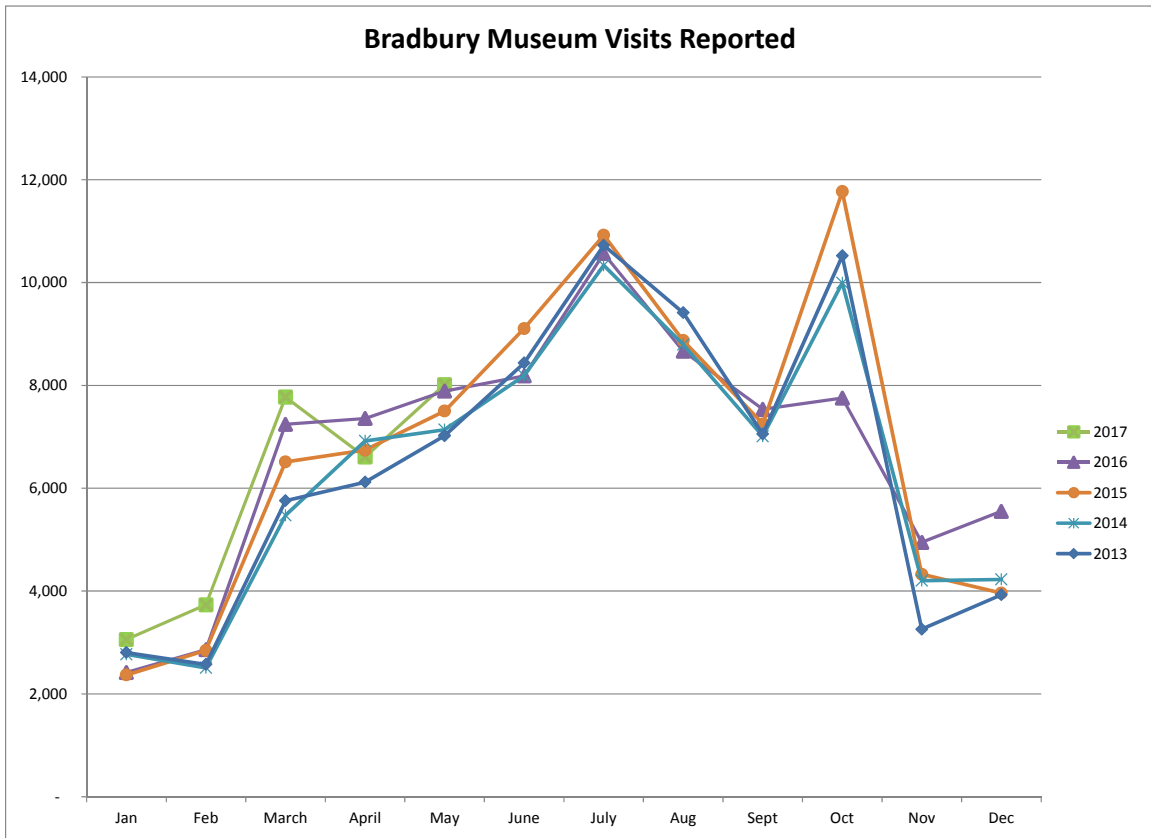
Los Alamos Visitor Center May 2017	1,831
White Rock Visitor Center May 2017	10,468



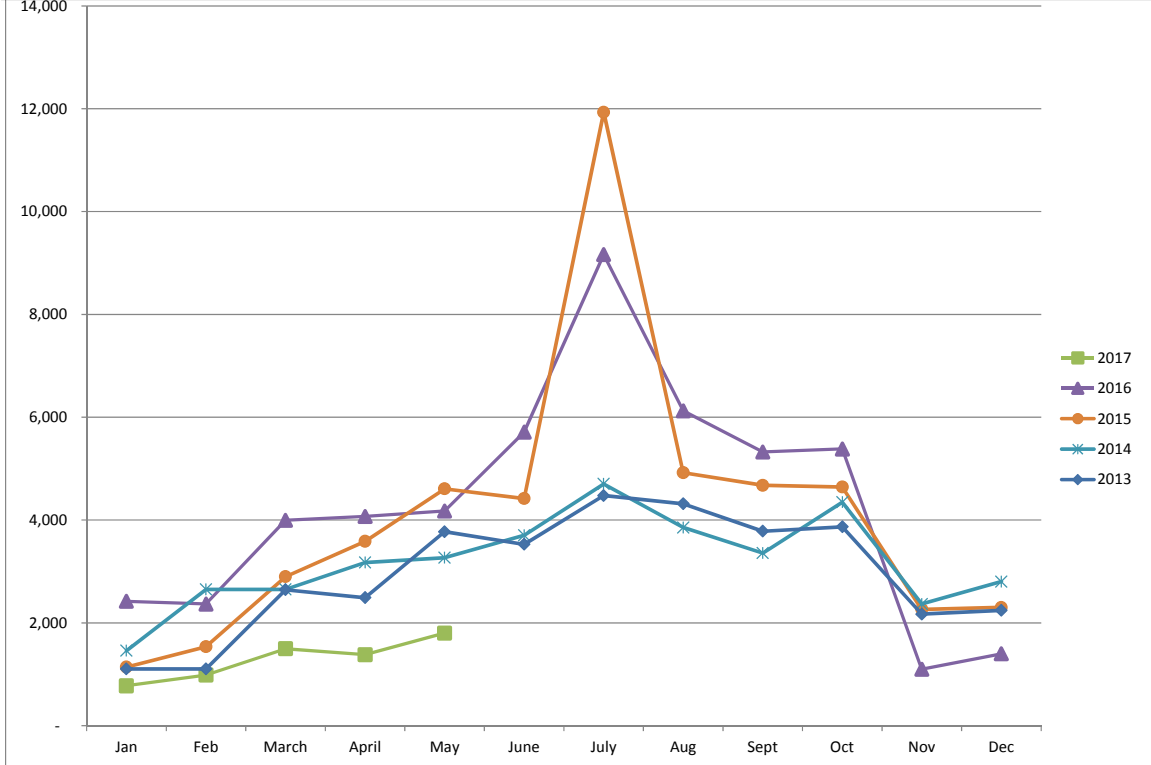
Nature Center May 2017 3,720



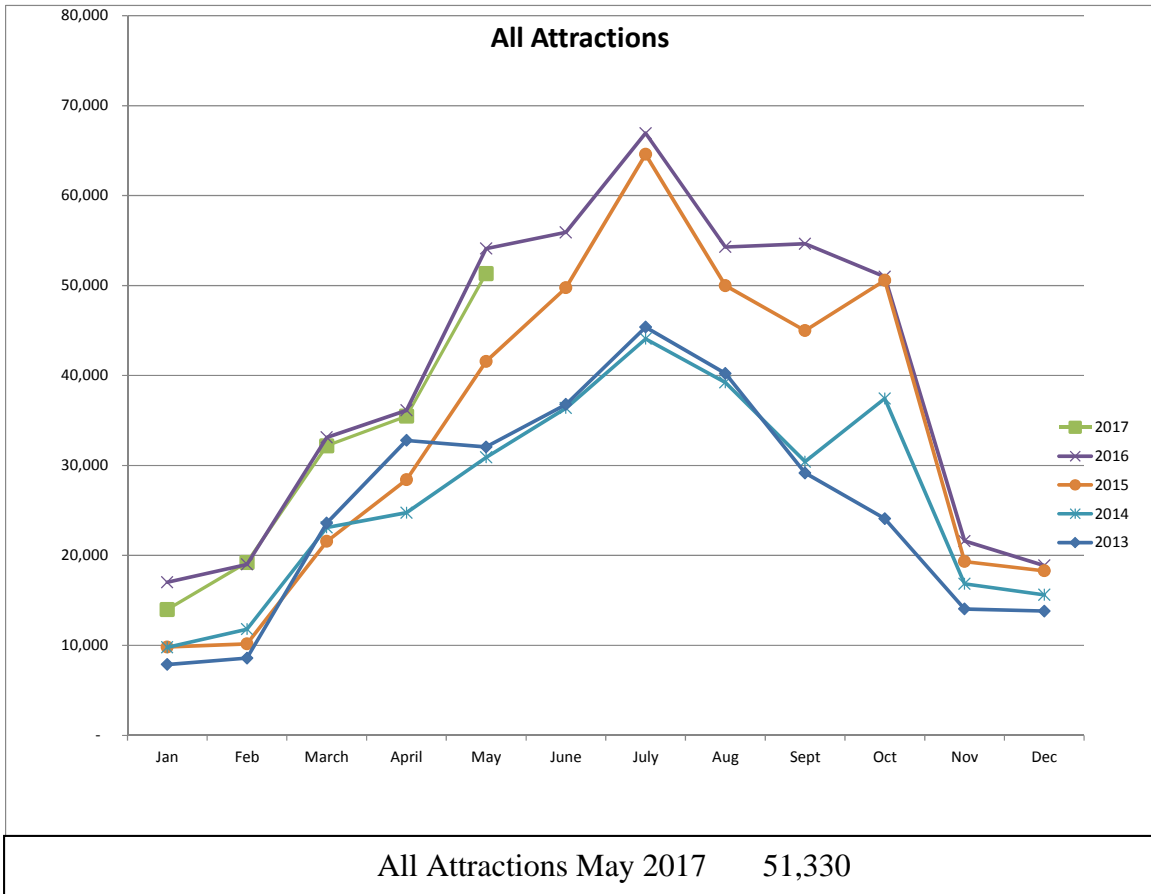
Bandelier National Monument May 2017 25,267



Bradbury Science Museum May 2017 **8,014**



History Museum May 2017 **1,802**



May 2017 Narrative Comments

- The approximate number of visitor guides distributed from the visitor centers in May was 4,000. Currently our storage inventory is approximately 10,200.
- Event material on kiosks and the "Where Discoveries are Made" displays is updated weekly by an LAMVB representative. There are currently 16 in place in Los Alamos and 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.
- LAMVB's website visitlosalamos.org and events info feeding www.fyilosalamos.com are updated on a weekly basis with events and information.
- LAMVB prepares and distributes a hard copy of the events calendar in the visitor centers.
- LAMVB recruits, trains, and manages volunteers for a variety of work. The number of volunteer hours logged in May was 76.

- Comments left by visitors in our logs included “Very helpful visitor center”, “Very friendly people and interesting info”, “Makes us want to move here”, “Excellent information”, “Helpful and friendly”, “Cool”, “Beautiful site”, “Love the area, gorgeous friendly people”, “Absolutely lovely. Even better in person, thank you for the hospitality”, “Haven’t been here in 45 years!”, “Excellent advice”, “Beautiful country, thank you”, “Wonderful center”, “Very helpful, more to see than expected”, “Visiting family in Dixon, Truly this is the Enchanted Land”, “Beautiful and a learning experience”, “Very cordial and helpful staff”, “Amazing scenery”, and “Beautiful and awe inspiring natural history.”
- WRVC Business Display Cases featured the Nature Center (PEEC), Gadgets (Bradbury Science Museum), Los Alamos Museum of Art, Flower’s by Gillian, Seeking Chameleon, Zia Realty, Unquarked, CB Fox, Rose Chocolatier, Warm Hearts Yarn, Pet Pangaea, Float LA, High Mesa Dental Arts and Hilltop Spa were on display for the month of May. The large display featured the Bradbury Science Museum.
- In May, LAMVB helped the following groups/events requesting assistance in promoting and planning their upcoming planned and/or potential events in 2017. 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.

May 2017:

21 visitlosalamos.org online Visitor Guide requests.
 103 Visitor Guides sent to Texas Monthly inquiries.

Analysis of Visitor Surveys

May 2017

Sample size = 100 entries

✓ *Length of Stay* -

80% of visitor center survey respondents report less than a day
 20% report overnight stays

✓ *First Time Visit to Los Alamos* –

86% Yes
 14% No

- ✓ For the month of May 2017 the visitor centers registration sheets indicate reasons for visiting as: (several responses have checked more than one reason for visiting)

Bandelier	66%
Manhattan Project/MPNHP	50%
Bradbury/History Museum	42%
LA Nature Center	12%
Scenery	25%
Recreation/Sports	6%
Business/Family/Friends	3%
Other: LANL, Doctor Apt., Mountain Biking, Jemez	1%

- ✓ The most prevalent states of origin are from Colorado, Texas, Florida, California, Georgia, Tennessee, Massachusetts, Louisiana, Washington State, North Carolina, Arizona and Iowa.

- ✓ The most prevalent foreign countries of origin are Canada, Japan, Holland, Germany, England, Australia and Singapore.

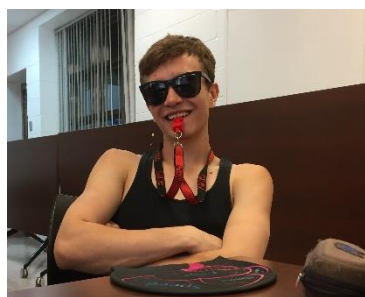
- ✓ The most prevalent cities in New Mexico visiting Los Alamos are Las Cruces, Albuquerque, Santa Fe and Pojoaque.

Parks, Recreation, Open Space Division

Aquatics

Scuba Dive Class, 7 students: Jay Elson, our contract scuba instructor, conducted two classes this month - a PADI Open Water Dive class for new students on May 6-7, 2017, and a Rescue Diver Course on May 27, 2017.

Staff In-Service Day: The pool was closed to the public on Saturday, May 13, to allow the Aquatics staff to refresh their lifeguarding skills and review changes to policies and procedures. Lunch included a hotdog and nacho bar on the patio.



4th Grade Elementary School Swim Lessons, 250 students: For the third year, Chamisa, Mountain, Barranca, and Pinon have signed their 4th grade classes up for swim lessons with the Aquatic staff. On Mondays, Tuesdays, Thursdays and Fridays for the entire month of May, the lifeguards were busy instructing kids and making water safety fun. The schools have already told us they plan to return next year with a new batch of students.





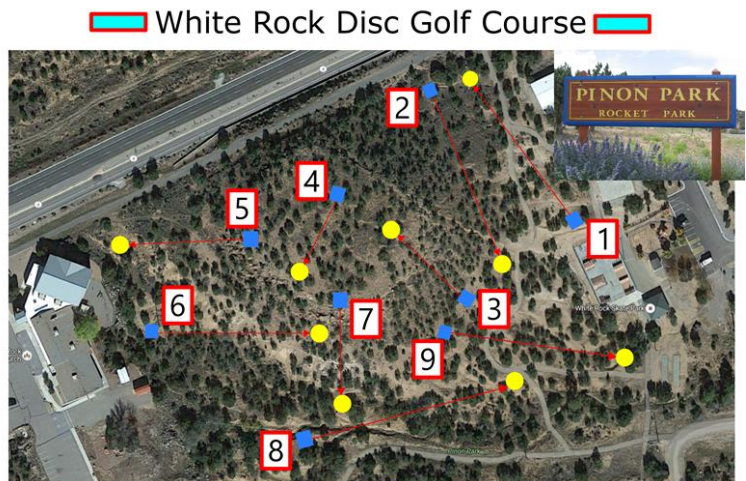
Senior Health and Fitness Day (Deep Water Fun & Fitness Class - 24 participants) Wednesday, May 31st is Senior Health and Fitness Day. We offer several water fitness classes geared at getting golden agers into the water to increase strength and flexibility. It's also a good time to catch up with friends.



Parks

White Rock Disc Golf Course: 100% completed.

Ready for a Grand Opening to happen soon with an opening day tournament and ribbon cutting. All signage is in as well as concrete tee-pads. The baskets (goals) were installed as part of an Eagle Scout Project. The disc golf course winds through the Pinon Juniper landscape up onto a mesa overlooking Pinon Park and returns to finish the ninth hole near the bridge by the picnic pavilion.



HOLE	1	2	3	4	5	6	7	8	9
PAR	3	3	3	2	3	3	3	3	3
DISTANCE	280 ft	315	175	145	270	310	205	350	290

Open Space

Dog Park and Secondary Trailhead Kiosk: 90% Complete

In collaboration with Parks, Open Space started designing and constructing kiosks for dog parks and secondary trailheads. 8 kiosks have been built and are ready for installation.



Ancestral Pueblo Stabilization Project: 50% Complete

Los Alamos Landscaping has mobilized and began working on sloping the soil to prevent wicking and improve longevity.



Canyon Rim Trail .25 Mile Markers: 5/25/17 - 100% complete

Open Space installed new .25 mile markers along the entire Canyon Rim Trail. The trail is 2.25 miles long!



Golf Course

Cinco de Mayo Tournament

- 52 Players and the Beverage Cart up and running for the first time



Cinco de Mayo



Beverage Cart

Two Charity Events were held in May; both with +/- 40 players

- May 12th; The Mrs. New Mexico to raise funds for Rose Evans representing New Mexico
- May 20th; The Sage Cottage Montessori to raise funds for the local Montessori School



Mrs. New Mexico



Sage Cottage Montessori

Celebrating Mother's Day at The Golf Course - Close to 50 Roses were presented to Mother's that stopped by on Mother's Day



Mother's Day



Mother's Day

Memorial Day Tournament – Two day event: May 28th / 29th - 56 Players



Memorial Day Shotgun



Memorial Day Scoring

Recreation

Star Wars Day “May the Fourth be With You: Thursday, May 4th

Lord Vader, Princess Leia and Yoda visited several Los Alamos facilities to take photos and interact with community members of all ages. The day wrapped up with a Lego building and costume contest at Ashley Pond.



Star Wars Day
Lunch at the Betty Ehart Senior Center



Star Wars Day
Checking out books at Mesa Public Library



Star Wars Day
On deck at the Aquatic Center



Star Wars Day
Foosball at the Los Alamos Teen Center



Star Wars Day
Costume Contest at Ashley Pond



Star Wars Day
Photo Op with Oppenheimer & Groves

County Fair & Rodeo Queen’s Court Competition: Saturday, May 6th

On Saturday, May 6th two participants came out to show their horsemanship and speaking skills at the annual Queen’s Court Competition. The 2017 Los Alamos County Rodeo court consists of Sweetheart Carly Hollander and Princess Rebecca Newell.



Queen’s Court Competition 2017



Queen’s Court Competition 2017

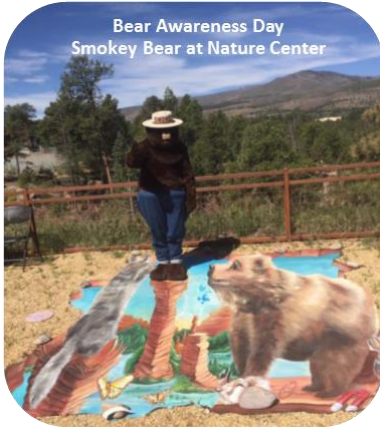
Bear Awareness Day: Saturday, May 13th

Los Alamos Nature Center, 400 attendees, 66 attendees at the Bear Dinner

Mesa Public Library, 60 participants

Fuller Lodge Art Center, 15 participants for Gummy Bear Scavenger Hunt

Several activities were held all over Los Alamos promoting bear awareness and safety. Crafts, art displays, a bear dinner were just some of the fun events available throughout the day. A big thanks to the Los Alamos Arts Council for lending us the 3-D Chalk Art image that was available for photo ops at the Nature Center.



Los Alamos Arts Council Spring Arts and Crafts Festival: Saturday, May 6th

80 vendors, over 300 visitors

Parks and Recreation staffed worked with members of the Los Alamos Arts Council to assist in locating tent set-ups on Fuller Lodge Lawn, permitting questions and general logistics.



Bike to Work Day: Friday, May 19th

LANL Morning Commute Attendees: 42

LAC Morning Commute Attendees: 2

Afternoon Community Ride: Cancelled due to snow

The Bike to Work committee members are looking forward to coordinating another event in 2018 and we appreciate the support of our sponsors including the Central Avenue Starbucks, Los Alamos Heart Council, WalMart and Santa Fe Chain Breakers.



Los Alamos Kite Festival: Friday, May 19th through Sunday, May 21st

1,000 attendees, 50 vendors and over 400 kites built

It turned into a beautiful weekend for the annual Kite Festival hosted by the Los Alamos Arts Council. PROs staff assisted with logistical details on and off the field to ensure this multi-day event ran smoothly.



2017 Los Alamos Summer Concerts:

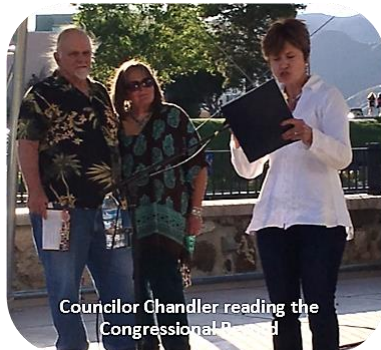
May 19th – 200 to 300 Attendees, No Vendors

May 26th – 700 to 800 Attendees, 12 Vendors

The 2017 Summer Concert series kicked off on Friday, May 19th with a morning snowstorm that moved the concert scheduled for Overlook Park into Fuller Lodge. Fuller Lodge was packed as the Los Alamos Middle School Jazz Band opened for Chuchito Valdéz.



On Friday, May 26th the Summer Concerts kicked-off at Ashley Pond as Councilor Chris Chandler presented Russ Gordon with "The Tribute to Russ Gordon" which U.S. Senator Martin Heinrich placed into the Congressional Record of the 115th Congress of the United States on Wednesday, May 24, 2017.

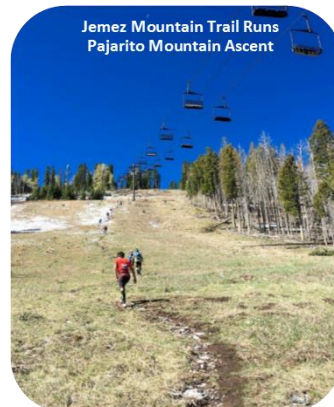


Jemez Mountain Trail Runs: Saturday, May 19th

350+participants, over 150 family or support crews, over 75 volunteers

PROS staff, along with many community volunteers, assisted the JMTR volunteers in event logistics to ensure another quality, well run and safe race. Though this is one of the toughest in regards to elevation and technical challenges; it is well-loved by attendees.

- I just moved to Los Alamos last week and participating in this race made me very optimistic that I am going to enjoy my time in New Mexico!
- A Truly stellar set of events, put on by people with attention to the details who quite obviously care a great deal about making it a great event for all. I intend to come back!



Los Alamos Derby Dames:

May 20th Home Game, 50 players, 10 volunteers, 70 attendees

May 27th Home Game, 24 players, 10 volunteers, 80 attendees

The May 20th bout was a double header bout against Albuquerque Roller Derby with the Jr. Girls team the “Los Alamos Cherry Bombs” in the first bout and the M’atom Bombs wrapping up the event. The May 27th bout hosted Las Santas of Crossroads City Derby from Las Cruces.



100 Days of Summer Kick-Off Event: Friday, May 26th

#100AHAMoments

Get Out. Get Active

It was a little windy, yet was a beautiful evening at Ashely Pond to enjoy music and promote the 100 Days of Summer. Over 100 brochures, rack cards, pins and stickers were handed at the kick-off

