



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; Felicia Duran, and Katie Watson, Members

Tuesday, April 18, 2017

12:00 PM

1000 Central Avenue, Room 110

I. ADMINISTRATIVE ACTIONS

A. Call to Order/Introductions

B. Approval of Agenda

C. Review/Approval of Meeting Minutes

- (1) [9327-17](#) Minutes from the Lodgers' Tax Advisory Board Meeting(s) on March 21, 2017.

Recommendation: I move that the Board approve the Minutes for March 21, 2017.

Sponsors: Loryn 'Ryn' Herrmann

Indexes:

Attachments: [A - Mar 21 17 LTAB Min DRAFT](#)

D. Public Comment for Items Not on the Agenda

II. PRESENTATION/DISCUSSION

III. PENDING PROJECTS for possible action

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

B. FY18 LTAB Workplan (Kelly Stewart)

C. Visitor Guide (David Empey)

D. STAR Report Status (Kelly Stewart)

IV. REPORTS

A. Tourism Marketing Report

- (1) [9359-17](#) Tourism Marketing Reports

Sponsors: David Empey

Indexes:

Attachments: [A - April 2017 Social Activity Report](#)

[B - April Marketing Report](#)

B. State/Regional Tourism & Hospitality Report

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

- (1) [9354-17](#) Lodgers' Tax Revenue Reports

Sponsors: Kelly Stewart

Indexes:

Attachments: [A - Lodger's Tax Revenue Accrued](#)

[B - Lodgers' Tax Revenue Actual March](#)

D. Lodging Reports/Trends

E. Visitation by Attraction/Visitor Centers (Melanie Pena)

- (1) [9342-17](#) Visitation by Attraction Report

Sponsors: Lodgers' Tax Advisory Board

Indexes:

Attachments: [A - March 2017 Visitation by Attraction](#)

F. Group Marketing Events/Opportunities (Melanie Pena, Dianne Marquez)

G. County Recreation Report (Dianne Marquez)

- (1) [9337-17](#) PROS Division Report

Sponsors: Lodgers' Tax Advisory Board

Indexes:

Attachments: [A - April PROS Division 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

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



County of Los Alamos

Staff Report

April 18, 2017

Los Alamos, NM 87544
www.losalamosnm.us

Agenda No.: (1)

Index (Council Goals):

Presenters: Loryn 'Ryn' Herrmann, Chair of the Lodgers' Tax Advisory Board

Legislative File: 9327-17

Title

Minutes from the Lodgers' Tax Advisory Board Meeting(s) on March 21, 2017.

Recommended Action

I move that the Board approve the Minutes for March 21, 2017.

Attachments

A - Draft Minutes for March 21, 2017.

Date/Time

Tuesday, March 21, 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

- Kelly Stewart, Marketing Specialist, Staff Liaison
- 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)
- John Bosio, Principal of MERJE
- Jess Church, Designer of MERJE
- Jacqueline Shen, Local Business Owner
- Antonio Maggiore, County Council Representative

I. ADMINISTRATIVE ACTIONS

A. Call to Order/Introductions

As a quorum was present, the meeting was called to order at 12:02 PM.

B. Approval of Today's Agenda

The agenda was approved without objection.

C. Review/Approval of Meeting Minutes

Minutes from December and January were approved.

D. Public Comment for Items Not on the Agenda

There was no public comment.

II. PRESENTATION/DISCUSSION

A. Wayfinding Plan Presentation

John Bosio and Jess Church from MERJE, the wayfinding consultant for the County, presented an overview of their work to date on the Wayfinding Plan. Mr. Bosio mentioned that this is their first stakeholder meeting and is relying on input from the community to contribute to this phase of the project. MERJE has expertise in community wayfinding, including signage for environmental spaces, technology landmarks, and art and natural elements. The firm supports information for brochures, maps, tourism initiatives, and administration of the system, including signage that shows how to get from Point A to Point B. The consultant also supports the design and how it incorporates the new County brand.

III. PENDING PROJECTS

A. Legistar Deadlines/Streaming Update

Barbara Lai reported that the meetings are now being streamed live. The video will be available on the County website for viewing. The Minutes will continue to be sent out to the Board for review. No action was taken.

B. Board Terms and Vacancy Status

Chair Herrmann reported that Jacqueline Shen is attending today's meeting and is interested in a possible Board appointment. She just received her business license to operate Canyon Inn Bed and Breakfast. No action was taken.

C. FY18 LTAB Workplan

The FY18 Workplan was presented to the Board. Councilor Maggiore recommended that gross impressions for media coverage be increase for FY18. Tourism marketing services contract representative David Empey recommended a 5% increase. A motion was made by Linda Deck to approve the Plan with changes and Ryn seconded. The Plan was approved by the Board.

D. Short Term Rentals

The members discussed the companion bills, Senate Bill 254 and House Bill 266 which aim to compel short term rentals via Airbnb and other platforms to acquire a business license and pay Lodgers' Tax. Ms. Shen discussed her interest in educating prospective short term rental participants regarding the process, requirements and potential issues that must be navigated per County Code (e.g., zoning, parking, etc.). No action was taken.

E. Visitors Guide

Mr. Empey reported that the Visitors Guide is being revised. The next version will be provided to the review committee for review in 3-4 weeks. No action was taken.

F. STAR Report Status

Ms. Stewart reported that the County's Economic Development Division (EDD) is reviewing the costs and data options from Smith's Travel Accommodations Report (STAR), the service used by many hotels to track local occupancy (OCC) and average daily rate (ADR) trends. Los Alamos commercial realtors have advised EDD that hotel developers require the last 12 months of a community's OCC/ADR to determine whether or not to build a hotel and the 2016 County Council has directed EDD to subscribe to a service that provides this information. Ms. Stewart stated that EDD is striving for a decision as soon as possible and will provide a status report at the next meeting. No action was taken.

IV. REPORTS

A. Tourism Marketing Report

David Empey presented the reports to LTAB and then presented to Kelly Stewart the Silver Addy Award for Film & Video, given by the American Advertising Federation New Mexico for *What Can You Say*, the tourism marketing video produced last summer by Griffin and Associates that is the centerpiece of Los Alamos' 2017 spring digital tourism marketing campaign. No action was taken.

B. State/Regional Tourism & Hospitality

This item was not reported.

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

Kelly Stewart presented the Revenue reports. No action was taken.

D. Lodging Reports/Trends

This item was not reported.

E. Visitation by Attraction/Visitor Centers

Ms. Pena reported on activity at the attractions. No action was taken.

G. Group Marketing Events/Opportunities

Ms. Pena and Ms. Marquez reported. Ms. Marquez circulated a draft calendar of events that take place during the "100 Days of Summer," the County's Communications & Public Relations Office's marketing campaign. Several meeting attendees added their scheduled events to the draft document. Ms. Marquez stated that the final version will be circulated to all listed attractions/organizations, as well as the visitor centers and customer care staff to enhance customer service and encourage cross-promotion. Ms. Stewart agreed to make sure the final version was distributed to the LTAB team. No action was taken.

H. County Recreation Report

Ms. Marquez report on recreational activities coming in the next few weeks and months. Ms. Marquez asked Ms. Pena to include County Recreation Department promotional materials in welcome bags. No action was taken.

I. Tourism Materials Distribution Update (Fun and Games)

Ms. Pena reported that 20 boxes of the visitor guide were provided to Fun & Games to distribute at hospitality businesses and upcoming events. David Empey confirmed that there are plenty of guides left to carry through to the June delivery of the new visitor guide. No action was taken.

J. County Tourism Strategic Plan Update

Ms. Stewart reported that the evaluation committee is currently conducting the contractor selection process. No action was taken.

K. Other Announcements

Ms. Stewart announced that Los Alamos County's new website is going live today (10PM, March 21). Ms. Marquez added that the new site allows for easy sorting of events.

Ms. Herrmann reminded the group of LACDC's digital bulletin boards called "LA Live" which are used to display community events and programs. There are LA Live monitors at several locations throughout town, as well as new sites on and around Lab property, including Hot Rocks Java Café, the Research Park and at the Lab's public library. Those interested should contact Ryn Herrmann at ryn@losalamos.org to obtain design specifications for submitting upcoming programs and events. It was also announced that there is an urgent shortage of temporary/rental housing for Lab summer students, with

an average of 20 students competing for each slot. Ms. Pena stated that the Los Alamos and White Rock visitor centers offer a current listing of rentals.

III. PROJECTS, INITIATIVES AND ANNOUNCEMENTS

Nothing to report.

V. NEXT MEETING(S)/FUTURE AGENDA ITEMS

Tue., April 18, 2017, 12-2PM, Municipal Bldg, Rm 110

Agenda Items: Short Term Rentals.

VI. ADJOURN

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

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DRAFT



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Los Alamos, NM 87544
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Index (Council Goals):
Presenters: David Empey
Legislative File: 9359-17

Title

Tourism Marketing Reports

Attachments

A - April 2017 Social Activity Report
B - April Marketing Report

April Activity Report

Earned Media

Public Relations

News Headline	Outlet Name	Outlet Type	News Circulation Audience	News Ad Value	PR Value	Date
Check out Banderliel National Monument on Trip to Southwest	Bluff Country Reader	Online	5,000	\$46.37	\$463.75	3/15/17
Los Alamos County ranked No. 1 in state for quality of life and longevity	Santa Fe New Mexican	Online	132,302	\$1,227.10	\$12,271.01	3/16/17
PEEC: Last Two Guided Snowshoe Hikes Of Season	Los Alamos Daily Post	Online	26,207	\$243.07	\$2,430.70	3/16/17
The 5 Best New Mexico Hikes (Banderliel)	Civilized.	Online	180,000	\$1,669.50	\$16,695.00	3/17/17
Tropical connection (Valles Caldera)	Albuquerque Journal	Online/Print	411,918	\$3,820.54	\$38,205.40	3/17/17
National Park Service to open birthplace of atomic bombs	Fox News Travel	Online	28,617,579	\$265,428.05	\$2,654,280.50	3/22/17
Walk into the Past in Historic Santa Fe (Banderliel)	Delta Optimist	Online	15,000	\$139.12	\$1,391.25	3/24/17
National Parks are a National Treasure (Banderliel)	The Volante	Online	35,000	\$324.62	\$3,246.25	3/29/17
Los Alamos County Named Healthiest In State	Los Alamos Daily Post	Online	26,207	\$243.07	\$2,430.70	3/29/17
Five Fun Ways to Celebrate National Park Week	Los Alamos Daily Post	Online	26,207	\$243.07	\$2,430.70	3/31/17

Totals			29,475,420	\$273,384.51	\$2,733,845.26	
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*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).

Additional Mentions

Our View: All Trails Lead to Santa Fe (Bandelier)	Santa Fe New Mexican	Online	132,302	\$1,227.10	\$12,271.01	3/27/27
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*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	Projected-2,000,000	TBA/Completion	TBA/Completion
Drive markets: Dallas-FT. Worth, Houston-Galveston, Denver-Boulder, Phoenix, Albuquerque					

Social Media

New Likes	Total Likes	Average Weekly Reach	Notable Post-Reach
80	2,300	1970	PEEC Red Dot Trail Hike
			Los Alamos History Walking Tour
			Healthiest in Sate
			NPS Fee Free Days
			LA Elementary Sweeps Randings

Totals			
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LTAB April 18th Marketing Report

Public Relations: Earth Day and National Parks Week

Griffin Action: Approved Kelly Stewart, released: April 11th.

Public Relations: USA Today

Griffin Action: Compiled publication requested content on Natl. Parks, Summer Events, Manhattan Project & General Tourism info & video.

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

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.

Print: NM Magazine (ScienceFest)

*Action Item: June edition> designed, approved, Co-Op'd/distributed.
w/ 300x 250 ad and url*

Print: Los Alamos Visitors Guide

Griffin Action: Currently in round two content revisions w/Kelly Stewart.

Griffin Action: Round two maps w/L. Bucklin, K. Stewart & R. Herrmann.

Griffin Action: Ad Sales to date: \$30,970.00

Griffin Action: Collection of Advertiser layouts and payments.

Print: Concert & Sporting Event Post Cards

Action Item: Concert > await final on concerts at White Rock.

Action Item: Sport >await Ski Pajarito Hike/Bike content, due on 4/21.

Tourism Media Campaign: Pandora

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

Griffin Action: Metrics report to follow after schedule completion.

ScienceFest: Creative/Media

Action Item: Continued coordination w-Ryn/Suzette on creative & media.



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Index (Council Goals):
Presenters: Kelly Stewart, Marketing Specialist
Legislative File: 9354-17

Title

Lodgers' Tax Revenue Reports

Attachments

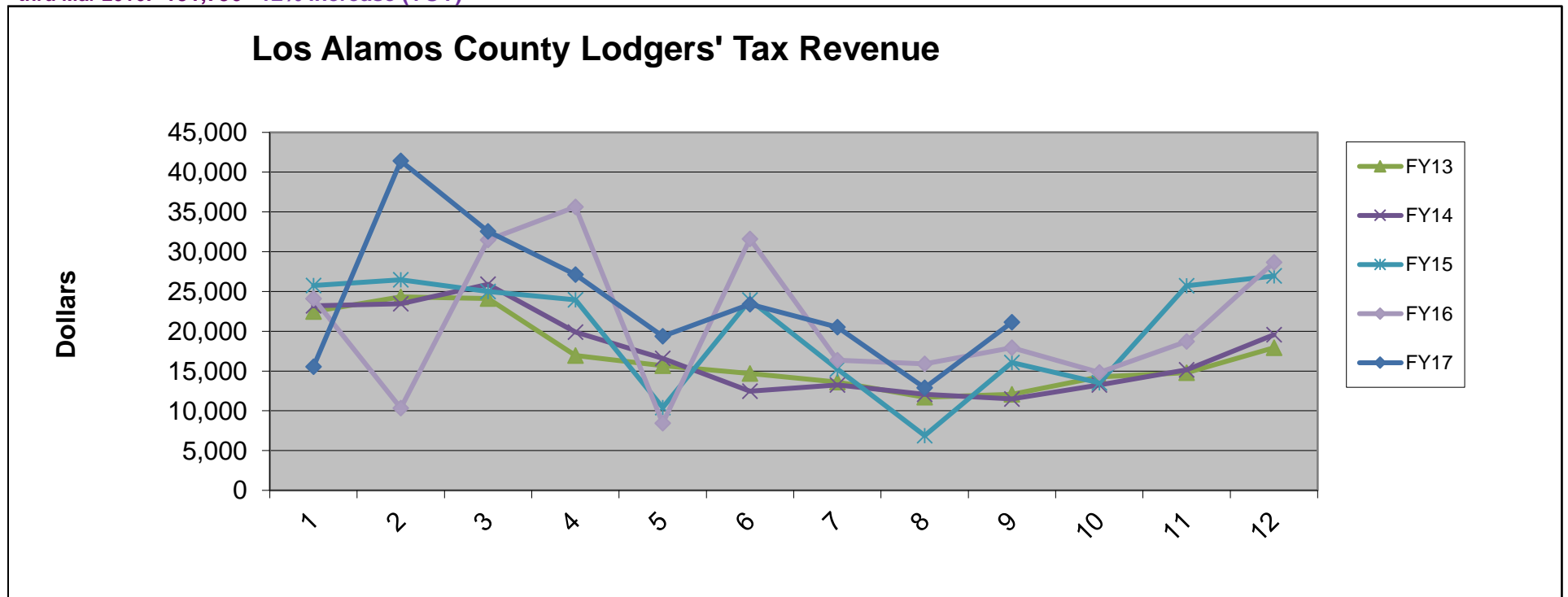
A - Lodgers' Tax Revenue Accrual

B - Lodgers' Tax Reveue Actual

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

		FY17	FY16	FY15	FY14	FY13	FY12	FY11	FY10	FY09	FY08	FY07	FY06	FY05	FY04
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	26,058
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	28,182
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	30,430
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	25,356
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	23,650
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	17,255
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	16,008
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	17,675
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	18,558
10	APR		14,809	13,514	13,237	14,266	12,921	18,142	21,736	19,072	17,381	15,836	17,648	21,596	18,237
11	MAY		18,709	25,713	15,143	14,790	18,097	19,538	20,915	21,864	22,636	25,547	20,041	22,887	16,125
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	16,530
	TOTAL	213,921	253,981	239,847	206,270	202,552	251,542	272,623	288,152	267,589	235,144	254,584	272,244	264,214	254,065

thru Mar 2016: 191,796 12% increase (YOY)



LOS ALAMOS LODGERS' TAX REVENUES ACTUALS

MAR 2017 PAYMENT REPORT

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

Showing February 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	Incl. payment from new property
FEB	2017	\$16,362.39	\$17,933.96	\$6,882.00	Incl. payment from new property
MAR	2017	\$0.00	\$18,955.82	\$16,051.00	
APR	2017	\$0.00	\$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	
		\$185,489.60	\$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
	To Date:	\$185,489.60	11%	\$167,683.77	192%	\$157,623.89

FY16 Actual \$256,511.94
 TARGET: 6% increase 1.06
 FY17 Goal \$271,902.66

TIME	%	FY in Months	LTR	%	\$\$\$
elapsed	67%	8	\$185,489.60	68% earned	
remaining	33%	4	\$86,413.06	32% remaining	
		12	\$271,902.66		



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Legislative File: 9342-17

Title

Visitation by Attraction Report

Attachments

A - March 2017 Visitation by Attraction



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 March 2017.
Please let me know if you have any questions about this report.

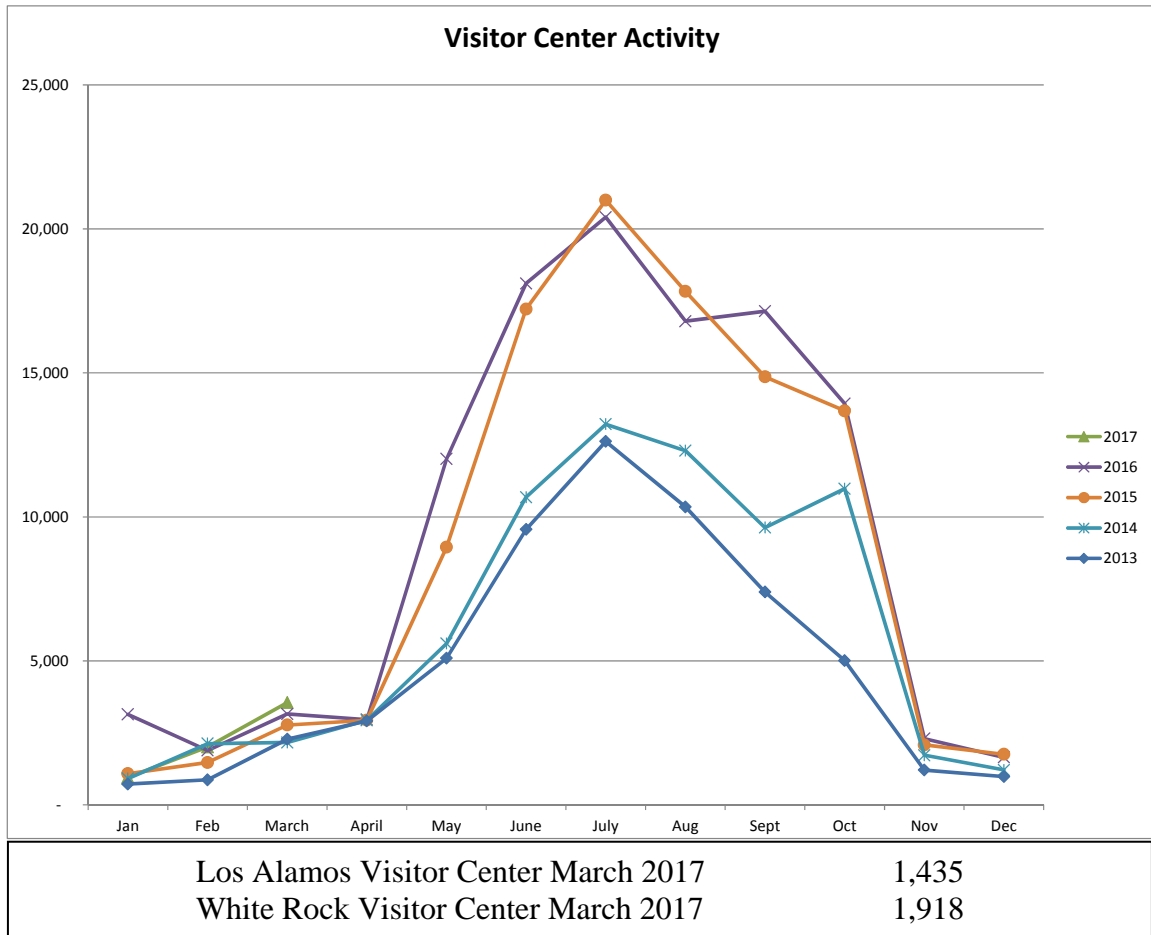
Sincerely,

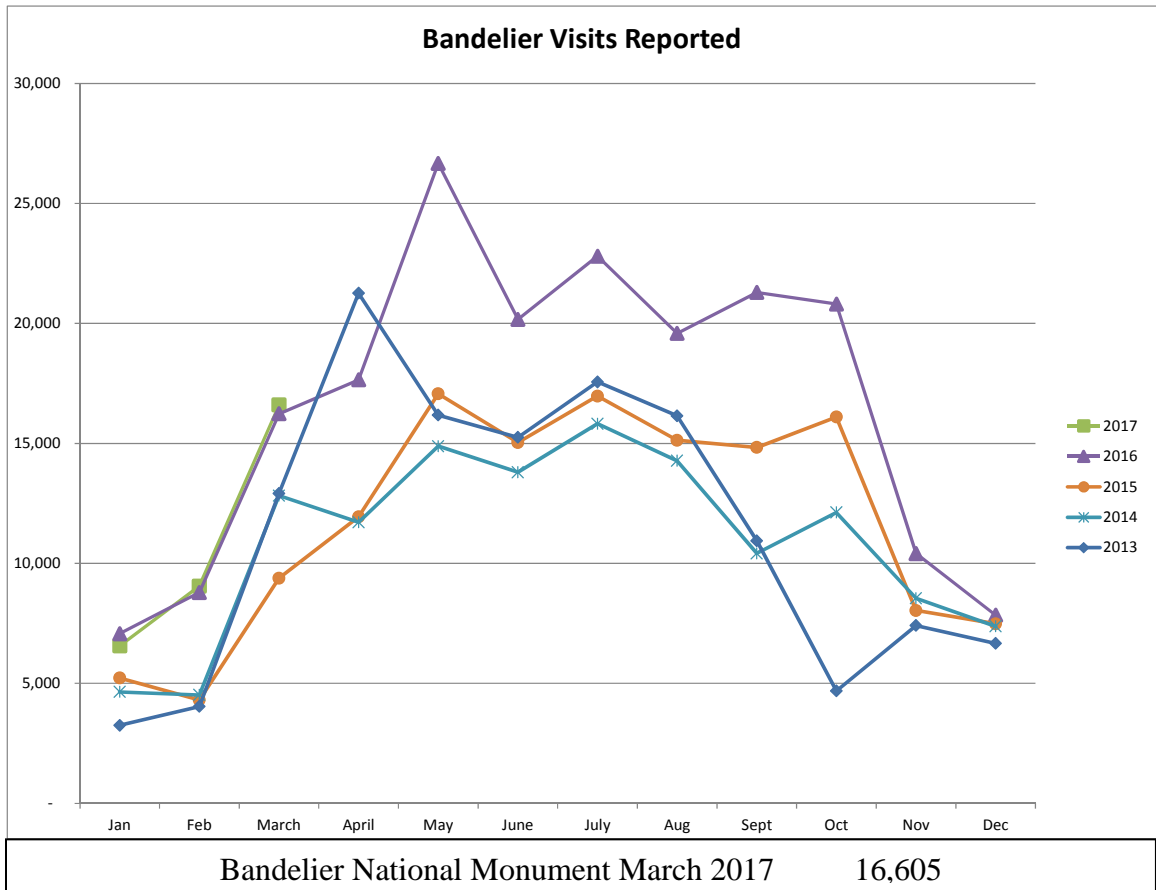
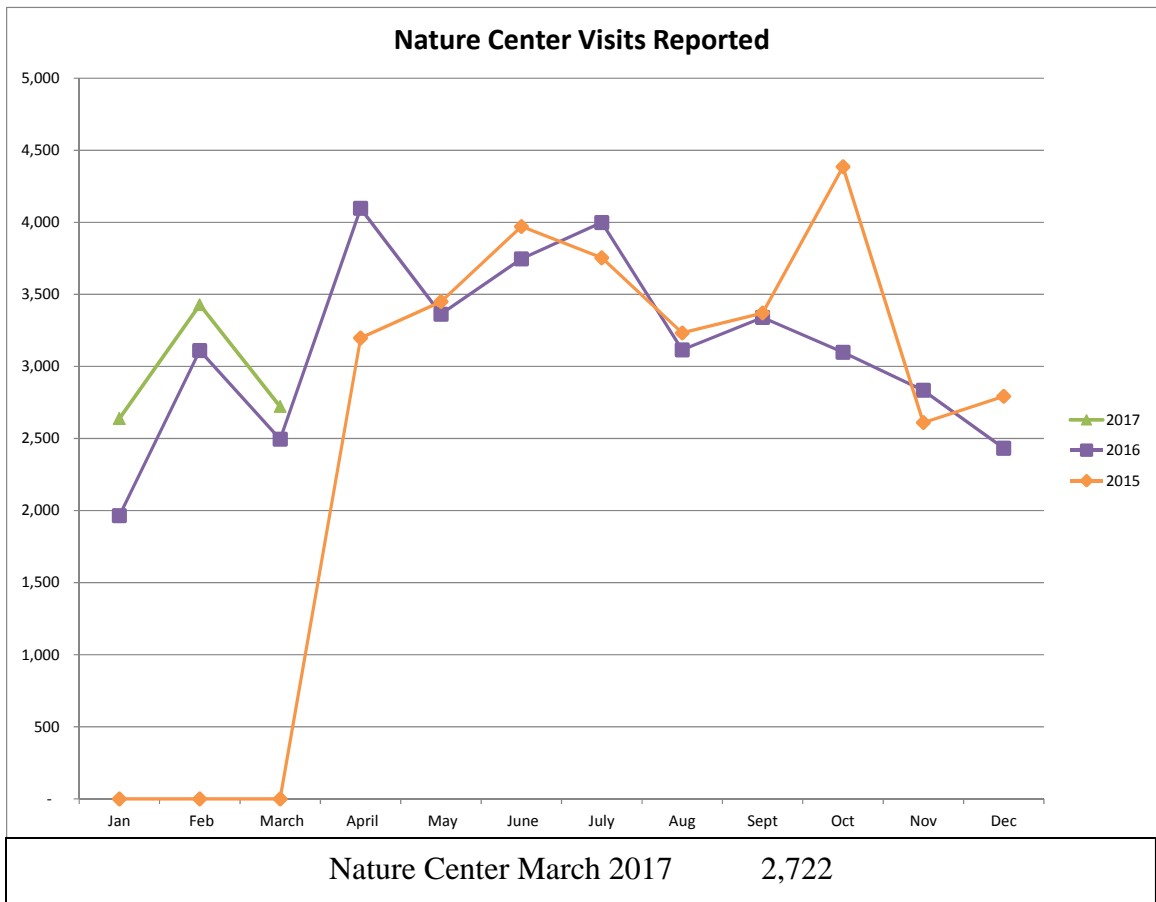
Melanie Peña
Los Alamos Meeting & Visitor Bureau Manager

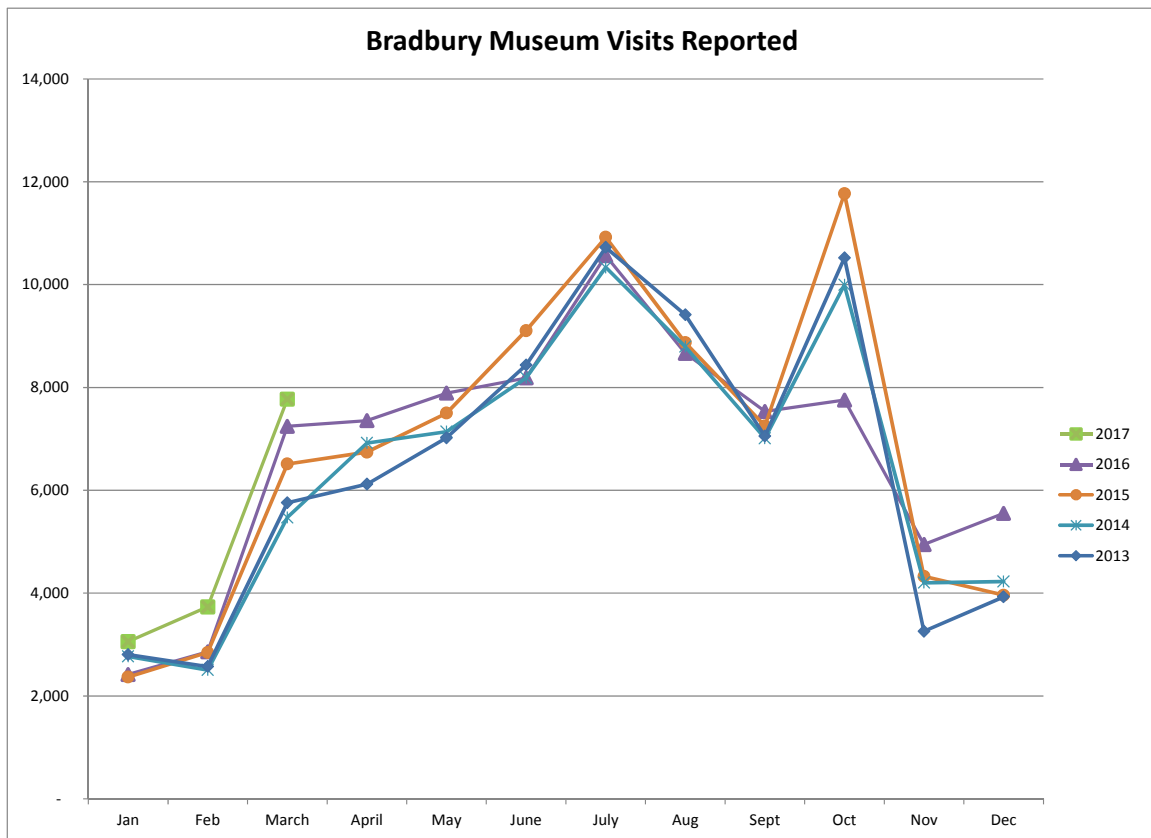
cc: Harry Burgess, Linda Matteson, Patrick Sullivan & Connie Proulx

LAMVB Monthly Report

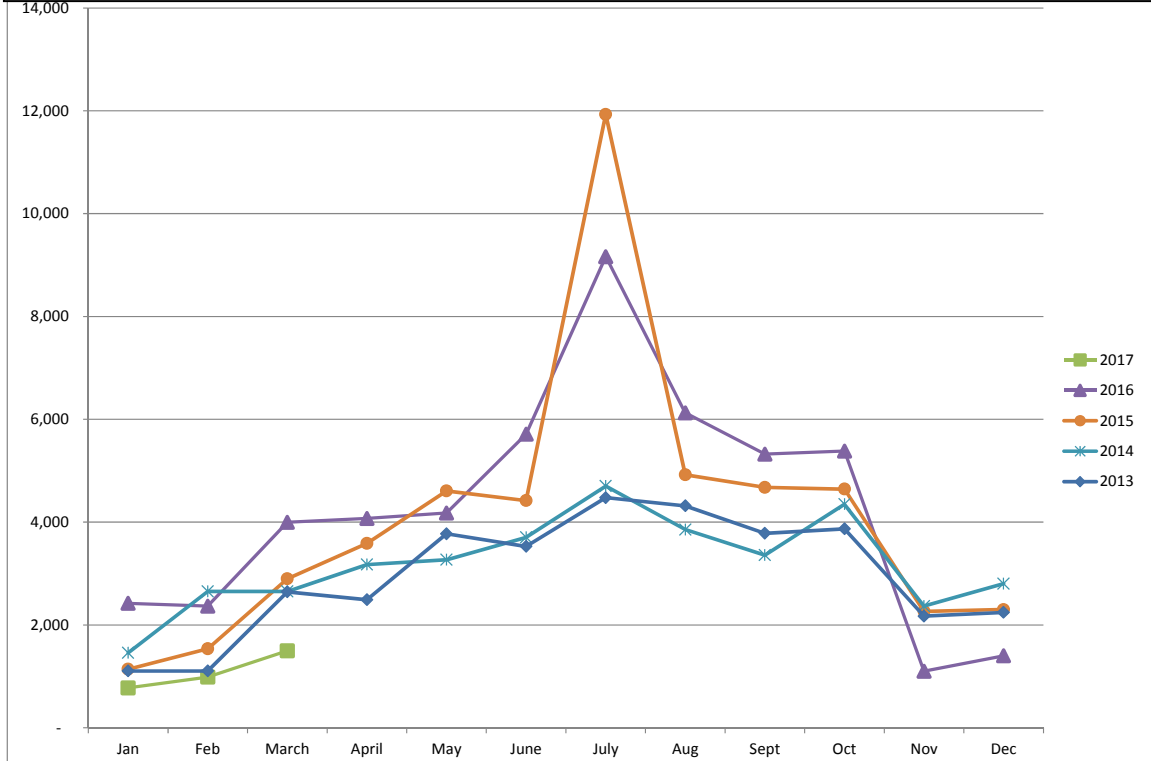
March 2017



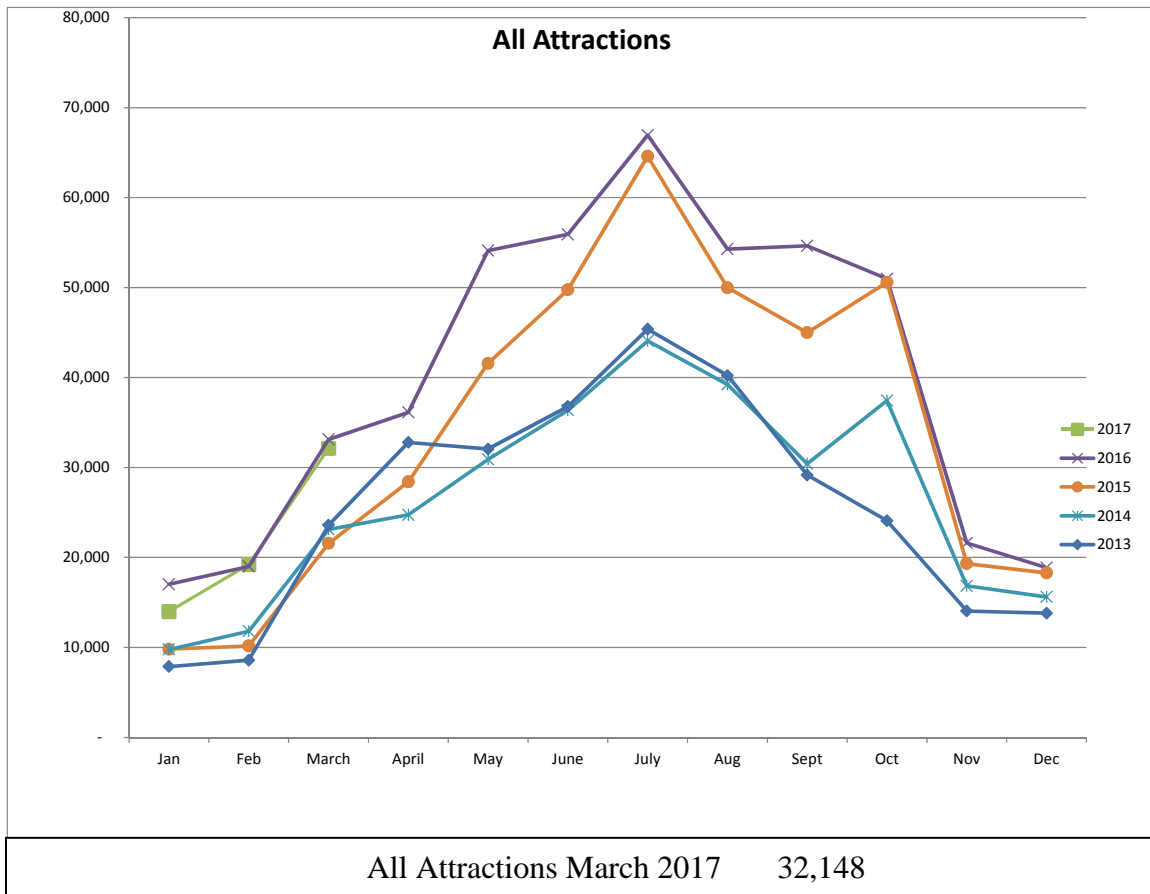




Bradbury Science Museum March 2017 7,773



History Museum March 2017 1,497



March 2017 Narrative Comments

- The approximate number of visitor guides distributed from the visitor centers in March was 6,800. Currently our storage inventory is approximately 20,400.
- 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/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 March was 30.

- Comments left by visitors in our logs included “Very nice visitor center”, “My curiosity brought me to Los Alamos”, “Interesting place”, “I’m excited to see and learn about the history of Los Alamos”, “Very helpful”, “So happy to be here, we love New Mexico”, “Very informative and friendly information center”, “Beautiful place to visit, thanks to your efforts for keeping the history and stories alive”, “The city has changed a lot”, “Amazing views”, “Thanks for the information for hiking trails and fishing sights” and “Nice backpacking in Bandelier”.
- WRVC Business Display Cases featured the Nature Center (PEEC), Gadgets (Bradbury Science Museum), Don Quixote’s, 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 March. The large display featured Sunbeam Pottery from San Ildefonso Pueblo.
- In March, 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.
 - 50 Welcome bags for LANL recruitment.

March 2017:

8 visitlosalamos.org online Visitor Guide requests.
 38 Visitor Guides sent to Texas Monthly inquiries.

Analysis of Visitor Surveys

March 2017

Sample size = 100 entries

✓ *Length of Stay* -

84% of visitor center survey respondents report less than a day
 16% report overnight stays

✓ *First Time Visit to Los Alamos* –

83% Yes
 17% No

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

Bandelier	54%
Manhattan Project/MPNHP	51%
Bradbury/History Museum	54%
LA Nature Center	2%
Scenery	26%
Recreation/Sports	6%
Business/Family/Friends	11%
Other: ____ Golf Course____	1%

- ✓ The most prevalent states of origin are from Texas, Colorado, Michigan, Washington State, Minnesota, Florida, Arizona, Massachusetts, Kansas, California, Oklahoma, Montana and Oregon.
- ✓ The most prevalent foreign countries of origin are Canada, Germany, Finland, United Kingdom, Norway, Ireland, Australia, Brazil, France and Italy.
- ✓ The most prevalent cities in New Mexico visiting Los Alamos are Santa Fe, Farmington, Rio Rancho, Las Cruces, Albuquerque and Sandia Park.



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Legislative File: 9337-17

Title

PROS Division Report

Attachments

A - April PROS Division Report

LOS ALAMOS

Parks, Recreation,
Open Space

PROS Division Report – March 2017

Ice Rink End of Season Projects: 90% Complete – Staff has finished end of season projects to switch the Rink over from Winter to Spring/Summer programming. Yearly maintenance has been mostly completed and we are addressing the concrete upheaval at the east end of the concrete slab by the Zamboni (Zam) garage.



Roller Derby Season Begins, April 1st: The Derby Dames (Adult League) and the Cherry Bombs (Jr. League) will be back at the Rink beginning April 1st with weekday and weekend practices.



Kha'p'o Community School Swim Lessons, March, 23 Students: The Kha'p'o Community School from Santa Clara Pueblo brought 23 kids for lessons on Tuesday afternoons during the month of March. They had a great time and learned lifesaving skills.

Easter Egg Splash and Movie at the Pool, April 14-15: We will be featuring the dive-in movie, "Moana" on April 14 and our Easter Egg Splash will be on Saturday, April 15th. All kids ages 16 and under are welcome.



Los Alamos High School Freshmen PE Swim Lessons, March, 309 Students: The High School Freshmen PE classes finished their lessons on Thursday, March 23rd. Not only did the kids swim, but they learned Hands-Only CPR and Water Safety. They also enjoyed water aerobics/line dancing in the shallow end of the pool. AHA moments from regular pool patrons on how well the program was organized, and the P.E. coaches even got up and danced on the pool edge during aerobics.



Lifeguard Certification Class, March 18, 21 Enrolled –We taught two American Red Cross Lifeguard classes this month. All the attendees did a great job and we hope you will see them all on the lifeguard stand this summer at our pool.

Junior Golf Program:

We are excited to announce a new golf program for our youth. This program will teach golf skills while teaching etiquette and enjoyment for golf. Open to all kids 14 years and under. Email contact@youthoncourse.org or call 831-625-4653 for more information.

Golf Course Naturalization Project, 100% complete:

Hole number 8 and hole number 16 were converted from Irrigated Grass to Native Areas. This has created a nice native look and reduced water and manpower.



Golf Course Water Fountain Project, 80% complete:

We have installed 2 Water Fountains on the course at hole number 13 and hole number 6. We hope to see you out at the course to enjoy this new feature.



Online Tee Times Now Available:

We have upgraded our services and now are using an online tee time system. Log on to the Los Alamos County website and click on the Tee Time button to book your tee time.

Safety Town Sign Ups, Begins March 16: Register now as spots are going quick! LAPD officers will be at the five elementary schools for Kindergarten Round-Up on April 5th to provide paperwork and information on this wonderful program for children entering Kindergarten in Fall 2016. Additional information and registration paperwork are online at www.losalamosnm.us.



Adult Softball Tournament: April 29th & 30th – Overlook Park will be bustling with activity as the Los Alamos Adult Softball League coordinates the 1st Annual White Rock Softball Classic tournament.



Barranca Mesa Restrooms Building, 95% Complete: We have replaced the complete roof structure, framing, sheeting and pro-panel. Covered the old brick with fresh stucco coating and enclosed the soffits. Guttered the interior and re-plumbed both restrooms. Installed new stainless steel partitions and all new fixtures as well as paint.



Ancestral Pueblo Stabilization Project: 15% Complete

Open Space started the stabilization project late in March, we are currently working on the sod removal phase of the Romero Cabin, Pump House and Pueblo Site.



Tire Removal in White Rock Canyon: 3/18/2017, 30 people attended

Over the last month dedicated volunteers assisted in hauling out 108 tires that gathered near the Red Dot Trail 500 feet below the rim. After a span of seven trips into the canyon, all 108 tires were properly disposed of at the Eco Station.

