



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, August 22, 2017

12:00 PM

County Council Chambers

I. ADMINISTRATIVE ACTIONS

A. Call to Order/Introductions

B. Approval of Agenda

C. Review/Approval of Meeting Minutes

- (1) [9805-17](#) Minutes from the Lodgers' Tax Advisory Board Meeting on July 19, 2017.

Recommendation: I move that the Board approve the Minutes for July 19, 2017.

Presenters: Loryn 'Ryn' Herrmann

Attachments: [July 19 LTAB Minutes DRAFT](#)

D. Public Comment for Items Not on the Agenda

II. NEW PENDING PROJECTS for possible action

A. Board Terms and Vacancy Status (Ryn Herrmann)

B. Visitor Guide Update (David Empey)

C. Regional Tourism Economic Summit (Kelly Stewart)

D. Balloon Fiesta Participation/Opportunities (David Empey, Kelly Stewart)

E. Hotel REVPAR Report (Kelly Stewart, Joanie Ahlers)

F. ScienceFest Update (Ryn Herrmann)

G. Community Events/Programs Calendar (Ryn Herrmann)

H. Visitor Websites Update (Ryn Herrmann)

III. REPORTS**A. Tourism Marketing Report (David Empey)**

- (1) [9811-17](#) August Tourism Marketing Report
A report may be distributed at the meeting.
- Presenters:** David Empey

B. Lodgers' Tax Revenue Reports (Accured/Actual) Review (All)

- (1) [9806-17](#) Lodgers' Tax Revenue Reports Review
- Presenters:** Kelly Stewart
- Attachments:** [A. Lodgers' Tax Revenue Payment Report](#)
[B. Lodgers' Tax Revenue Accrual Report](#)

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

- (1) [9821-17](#) Visitation by Attraction/Visitors Center
- Presenters:** Lodgers' Tax Advisory Board
- Attachments:** [July 2017 Monthly Visitation by Attraction Report](#)

D. Group Marketing Events/Opportunities (All)

- (1) [9824-17](#) Group Marketing Events/Opportunities
A report may be distributed at the meeting.
- Presenters:** Lodgers' Tax Advisory Board

E. County Recreation Report (Dianne Marquez)

- (1) [9807-17](#) County August Recreation Report
- Presenters:** Lodgers' Tax Advisory Board
- Attachments:** [A. PROS August Recreation Report](#)

F. Tourism Materials Storage & Distribution Update (Melanie Pena)

- (1) [9829-17](#) Tourism Materials Distribution Update
A report may be distributed at the meeting.
- Presenters:** Lodgers' Tax Advisory Board

G. Tourism Strategic Plan Update (Linda Matteson)**H. Wayfinding Plan Update (Linda Matteson)****I. State/Regional Tourism & Hospitality Report (Ryn Herrmann)**

J. Other Announcements (All)**IV. NEW PROJECTS/INITIATIVES****V. NEXT MEETING(S)/FUTURE AGENDA ITEMS**

- (1) [9834-17](#) Tuesday, September 19, 2017
 Municipal Building, BCC Room 110
- Presenters: Lodgers' Tax Advisory Board

VI. 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.

Additional detailed information is available on any of the agenda items discussed at this meeting by viewing the video of the LTAB Meeting of July 19, 2017 at http://losalamos.granicus.com/MediaPlayer.php?view_id=2&clip_id=1256

Date/Time

Wednesday, July 19, 2017, 12PM-2PM

Location

Los Alamos County Municipal Building
Boards and Commissions Room 110, (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

- Antonio Maggiore, County Councilor
- Joanie Ahlers, Economic Development Administrator
- 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)
- Jamie Dickerman, Griffin and Associates (By phone)

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 presentation on Facebook 101 was moved to later in the agenda to be given at approximately 1:05 pm. Due to the absence of Kelly Stewart, fyilosalamos.com Calendar and the REVPAR Report were tabled. The Chair will speak briefly to the fyilosalamos.com Calendar item. The agenda was approved with changes.

C. Review/Approval of Meeting Minutes

Two revisions were suggested to the Minutes of June 20, 2017. The revised minutes were approved.

D. Public Comment for Items Not on the Agenda

There was no public comment.

II. PRESENTATION/DISCUSSION

A. Facebook 101 and New Strategy

Jamie Dickerman, from Griffin and Associates, presented the basics of the Facebook strategy, including: what the consultant has been doing, what their plans are, a breakdown of the metrics, and, other information. A lengthy discussion followed with questions from the public and responses by Ms. Dickerman.

(The hour presentation was very informative and may be viewed in its entirety. Please click on the link below.

http://losalamos.granicus.com/MediaPlayer.php?view_id=2&clip_id=1256 Click on the second listing of:

(1) 9702-17 Facebook 101 and New Strategy. David Empey and Jamie Dickerman, Griffin and Associates. This will take you to the time stamp 1:05:31)

III. PENDING PROJECTS

A. Board Terms and Vacancy Status

Chair Herrmann announced that Ms. Catherine Mockler, owner of the North Road B & B was interviewed before today's meeting. She is an excellent candidate for LTAB. There is interest from two other hoteliers in town and their applications are in process. No action was taken.

B. fyilosalamos.com Calendar

The fyilosalamos.com Calendar is a community calendar that is populated by event planners/organizations and mainly by the Los Alamos Commerce and Development, Discover Los Alamos program. It is very popular with residents and out-of-towners. The members discussed some of the issues with the calendar format, including who updates the calendar and the timing of the updates. No action was taken.

C. Visitor Guide

Currently, there are enough copies of the Visitor Guide left with almost 8,000 to distribute until the new guide is printed and distributed. David Empey reported the latest digital version of the draft guide is schedule to be finalized July 24th by the close of business. On Thursday, July 27, the final is scheduled to go to press. The guide will be available for distribution mid-August.

D. VisitLosAlamos.org Website

The information on the visitlosalamos.org and fyilosalamos.com Calendar websites is being maintained by the LACDC. The County maintains a calendar on the County website that only shows County-sponsored events. All three sites are heavily used by the residents and tourists.

IV. REPORTS

A. Tourism Marketing Report

Mr. Empey mentioned that the LA Triathlon media release is finished and was distributed regionally. The County Fair and Rodeo marketing release is completed and staged for a July 25th release. Mr. Empey handed out the “*Community Page*” section of an advertorial that will appear in Ski New Mexico’s Slopes magazine. The magazine is scheduled to hit the stands in the next 4 to 6 weeks. Mr. Empey discussed the Activity Report. He also noted that all data on the ScienceFest campaign will be posted to losalamosciencefestival.com.

B. State/Regional Tourism & Hospitality

LACDC received a Marketing Coop grant from the State to promote tourism. LACDC will coordinate design, production, and submittal with the County, Griffin and Associates, and the State Tourism Department.

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

Barbara Lai reported that the Lodgers’ Tax revenues for 2017 are well ahead of 2016. She also said that 2017 revenues could still be higher when final June actuals are reported. No action was taken.

D. Lodging Reports/Trends

Ms. Ahlers stated that Hilltop House has pulled a permit to rebuild the roof and work has begun on the project. Also, Motel 6 has workers on the roof which also requires repairs. Arrangements will be made to remove the two brochure racks, one each from Hilltop and Motel 6. No action was taken.

E. Visitation by Attraction/Visitor Centers

Ms. Pena reported all attraction numbers are down slightly from the previous year. She feels that this may be attributable to the way the History Museum is counting their participants. In the past, everyone that walked in the door was counted, whether they were tourists/visitors to the Museum, or County staff providing maintenance or facility repairs. Currently, the counting process is refined to only count the number of visitors and tourists to the Museum.

F. Group Marketing Events/Opportunities

Upcoming events include: The Artist Market is on for Saturday, August 5; Science On Tap will be held at Unquarked July 20 and Movie in the Park is this evening, Wednesday, July 19. The Triathlon takes place the week of July 31. To date, in addition to local registrations, participant registrations have come in from out of state with the majority from surrounding states and one from New York.

ScienceFest Update

The event went very well. The numbers are still shaking out. It was very well attended by children and parents seeking information about science careers in the future. The Friday night concert did not have quite the attendance it has had in the past. New events were on the schedule this year, like camping out at Fuller Lodge. A number of people camped with 12 tents raised at Fuller.

On the first day, most of the booth holders were overwhelmed with crowds in the morning. The Thursday evening Burro Packing at PEEC was fabulous with over 70 people in

attendance. The live music on Saturday afternoon started after the booths were closing down so some people were leaving the park before the music started. In the future, maybe the live music should start before the end of the festival. A nice addition this year was the addition of the movie, Dream Big, sponsored by Bechtel that carried a STEM message. A second showing of the movie had to be scheduled because of the high response rate. The Friday opening of the new exhibit at the Bradbury was very well attended. MainStreet is currently collecting hotel numbers and out-of-town visitor numbers. Councilman Maggiore read an email that all of Council received regarding the event. A Texas family that spent the weekend in Los Alamos for the ScienceFest sent a very complimentary letter regarding the town, event, and the great library that we have. Next year, ScienceFest is scheduled for July 11 to 15, 2018. No action was taken.

G. County Recreation Report

Ms. Marquez reported growth in many of their programs. The Aquatic Center has been busy with youth from the Pueblos coming into town to use the pool. The Golf Course is hosting about 50 golf tournaments this summer. The Youth Golf program has seen major growth in the number of participants. The Kiwanis July 4th celebration saw growth over last year. The Recreation Division has hosted many events featuring “special” weekly promotions. For example, the *Where’s Waldo Scavenger Hunt* promotion was very successful and brought in visitors from out-of-town, as well as many residents looking for Waldo. In addition, the Aquatics Center and PEEC capitalized on Shark Week with the showing of the movie Sharknado at PEEC and special events at the pool. Recreation will host special events for National S’mores Day and others. No action was taken.

H. Tourism Materials Distribution Update (Fun and Games)

Nothing new to report.

I. County Tourism Strategic Plan Update

(1) Tourism Strategic Plan Update

Tourism consultants will be back in town next week for the third Tourism Work Group meeting. They are prepping for the September 6th Public Visioning Meeting.

(2) Wayfinding Plan Update

Consultants presented the three concepts which they had developed at the June LTAB meeting. Currently, they are taking the feedback from the public, stakeholder meetings and online survey to develop a concept document. They received about 60 surveys and will incorporate the feedback gathered from the meetings and survey into the document. They will return in late September and may present to Council at that time. In addition, the consultants will start looking at sign design and locations.

J. Other Announcements

The meeting of New Mexico Association of Museums Board Annual Conference will be held in Los Alamos in the fall (November 15-18). The Comfort Inn is the designated hotel for the Conference.

V. NEW PROJECTS/INITIATIVES

The REVPAR Report discussion will be rescheduled to a future meeting.

VI. NEXT MEETING(S)/FUTURE AGENDA ITEMS

Tuesday, August 22, 2017, 12-2PM, Municipal Building, Rm 110
The REVPar Report, fyilosalamos.com Calendar, and visitlosalamos.org.

VII. ADJOURNMENT

The meeting was adjourned at 1:58 P.M.

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LOS ALAMOS LODGERS' TAX REVENUES ACTUALS

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

AUG 2017 PAYMENT REPORT

Showing June 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	\$23,974.17	\$24,822.30	\$25,713.00
JUN	2017	\$28,566.90	\$26,643.18	\$26,945.00
		\$280,031.95	\$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
11	MAY	\$23,974.17	-3%	\$24,822.30	-3%	\$25,713.00
12	JUN	\$28,566.90	7%	\$26,643.18	-1%	\$26,945.00
	To Date:	\$280,031.95	9%	\$256,511.94	7%	\$239,946.89

FY16 Actual \$256,511.94
 TARGET: 6% increase 1.06
 FY17 Goal \$271,902.66 6% increase
FY17 Actual \$280,031.95 9% increase

TIME	%	FY in Months	LTR	%	\$\$\$
elapsed 100%		12	\$280,031.95	103% earned	
remaining 0%		0	-\$8,129.29		
		12	\$271,902.66		

County of Los Alamos Lodgers' Tax Revenue --Accrual Basis (Totals Through June 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	28,567	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	284,489	253,981	239,847	206,270	202,552	251,542	272,623	288,152	267,589	235,144	254,584	272,244	264,214

12%

6%

16%

2%

-19%

-8%

-5%

8%

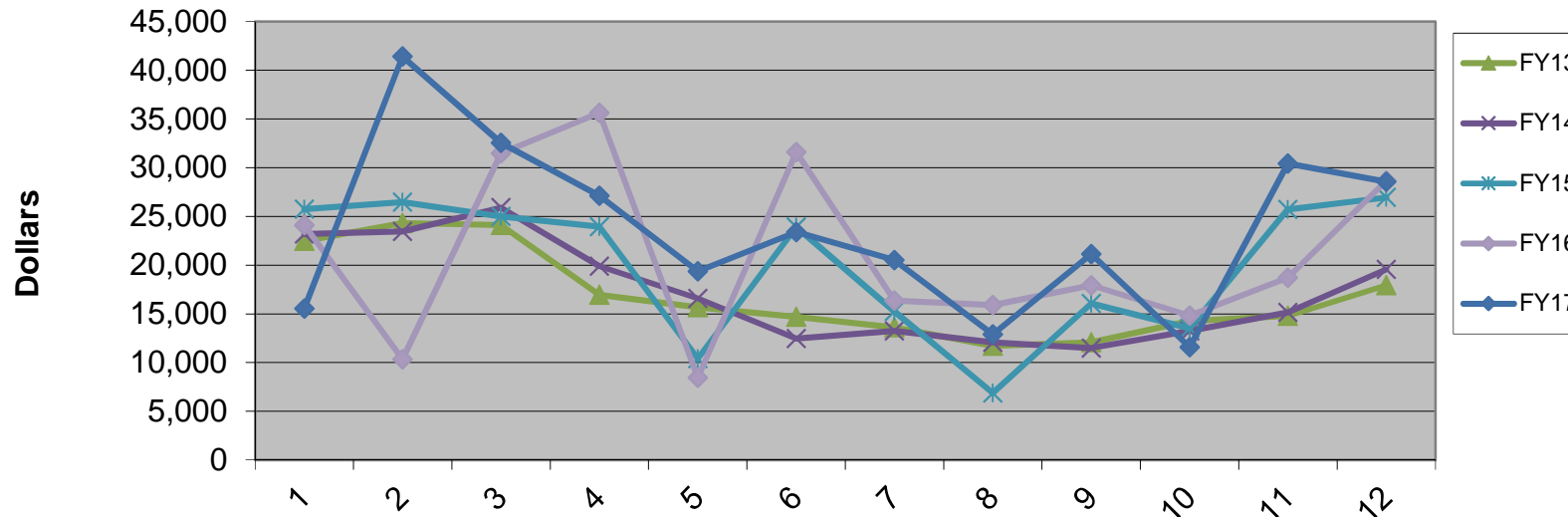
14%

-8%

thru Jun 2016: 253,981 12% increase (YOY)

13% FY08-FY16

Los Alamos County Lodgers' Tax Revenue





LOS ALAMOS
MEETING AND VISITOR
BUREAU

August 15, 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 July 2017.
Please let me know if you have any questions about this report.

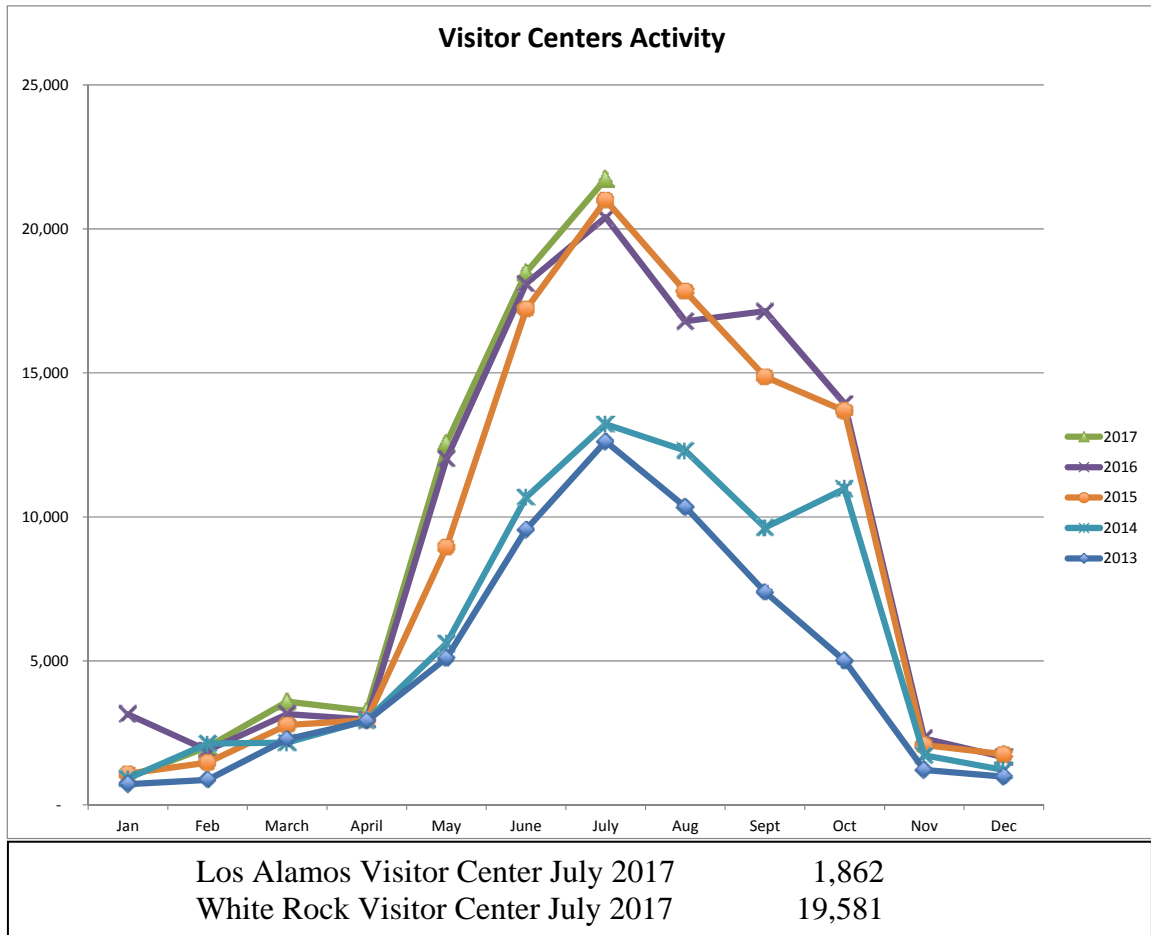
Sincerely,

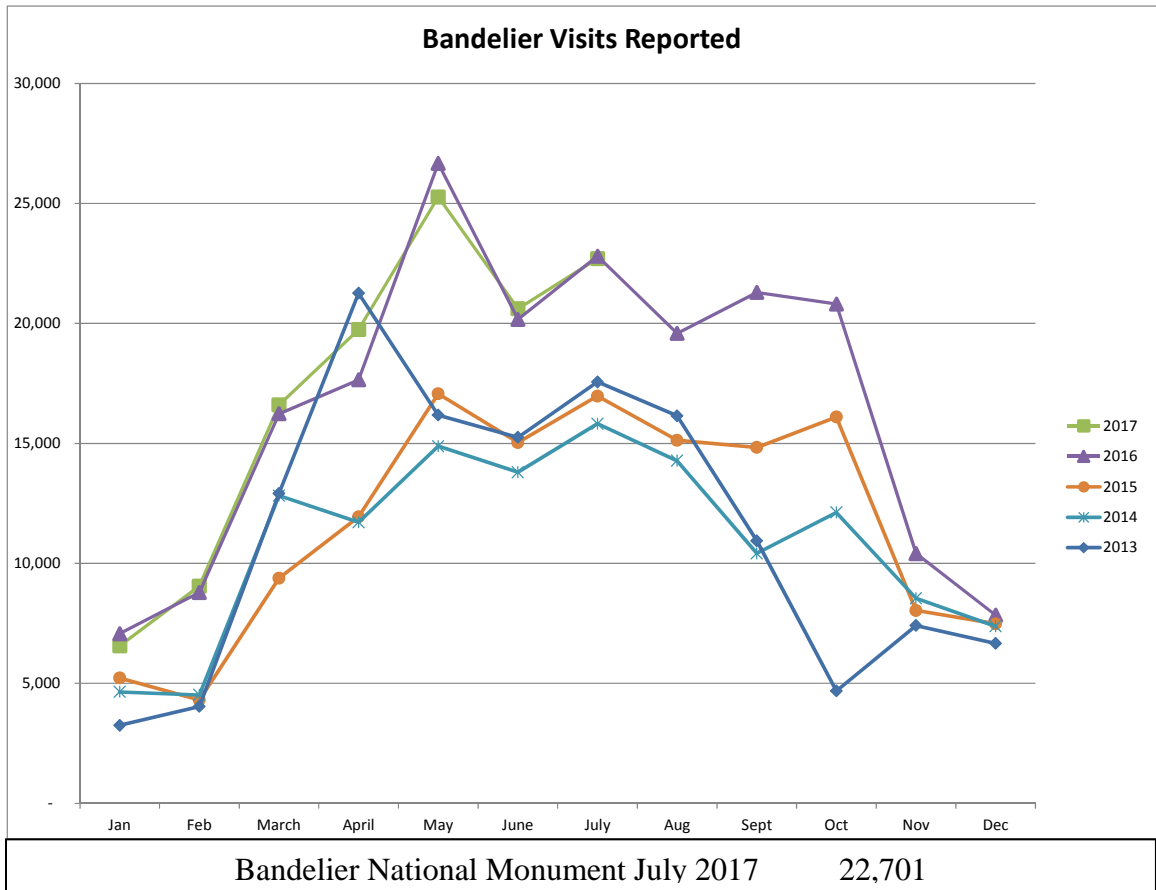
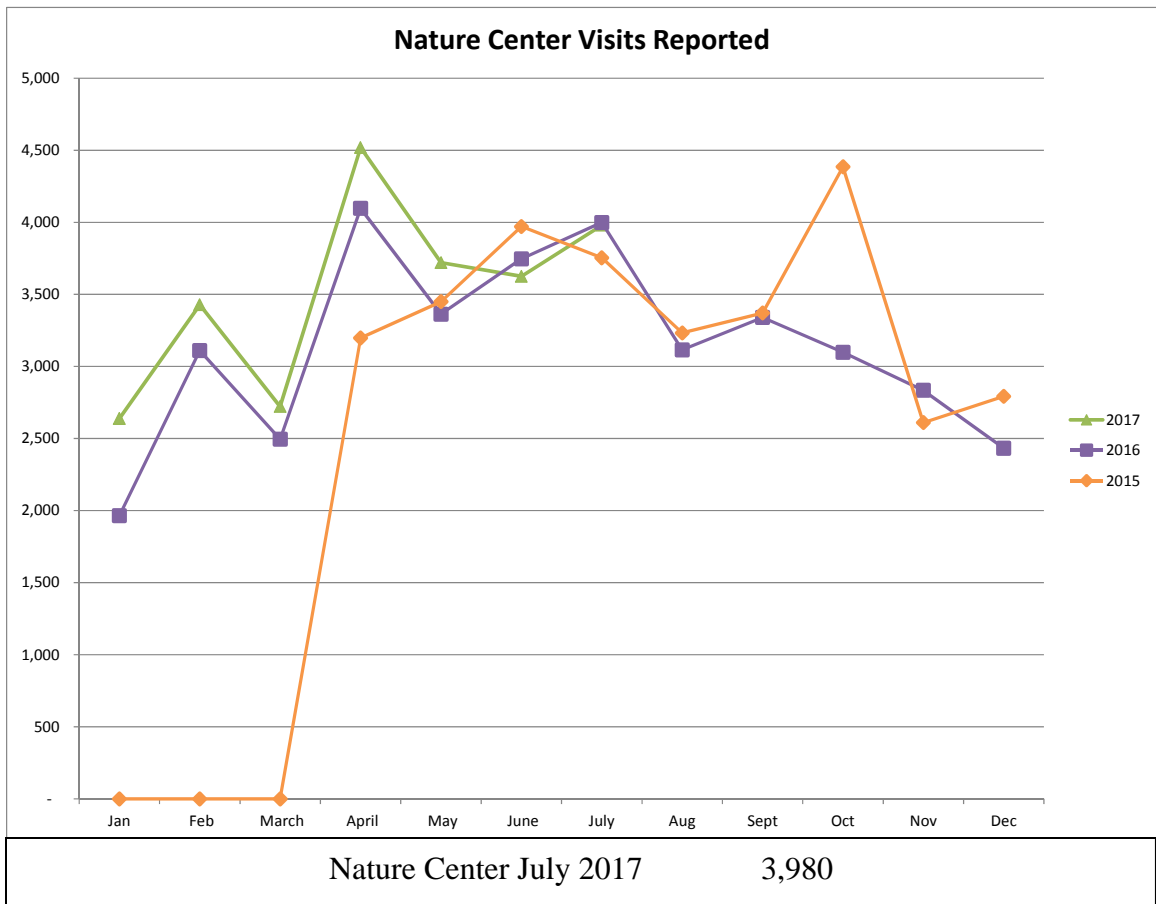
Melanie Peña
Director of Discover Los Alamos

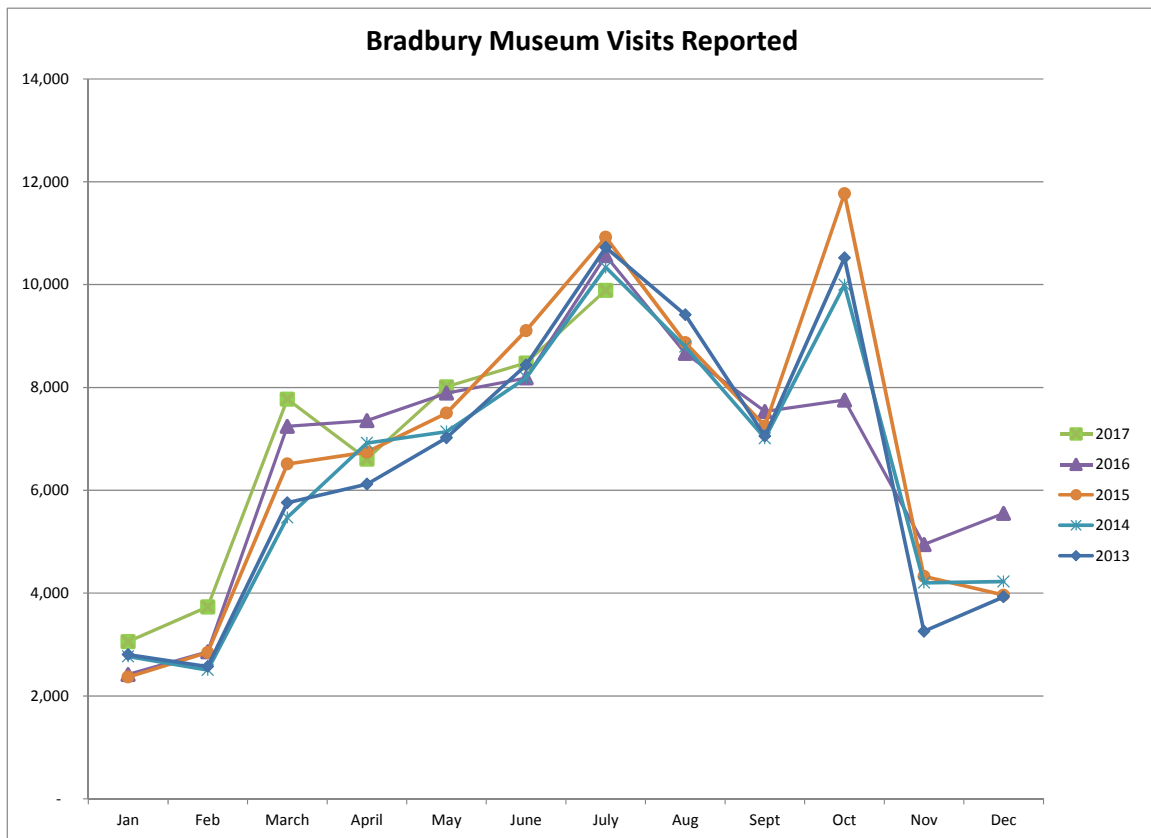
cc: Harry Burgess, Linda Matteson, Patrick Sullivan & Connie Proulx

DLA Monthly Report

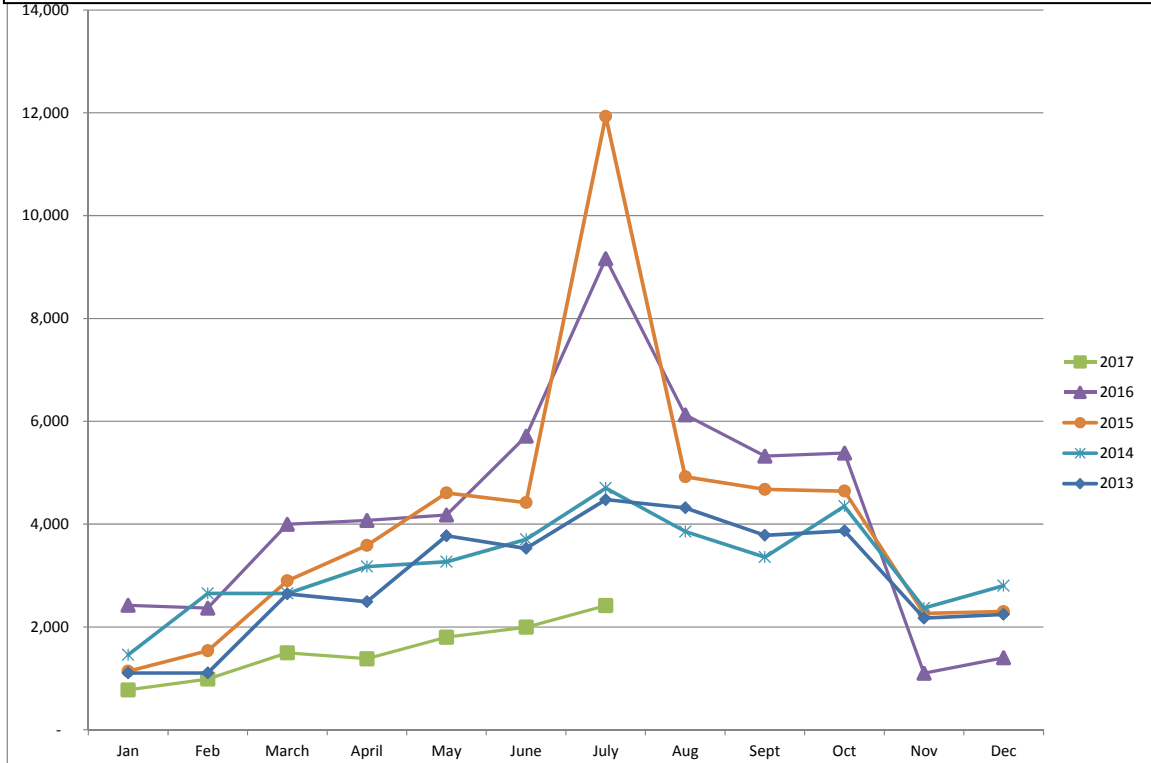
July 2017



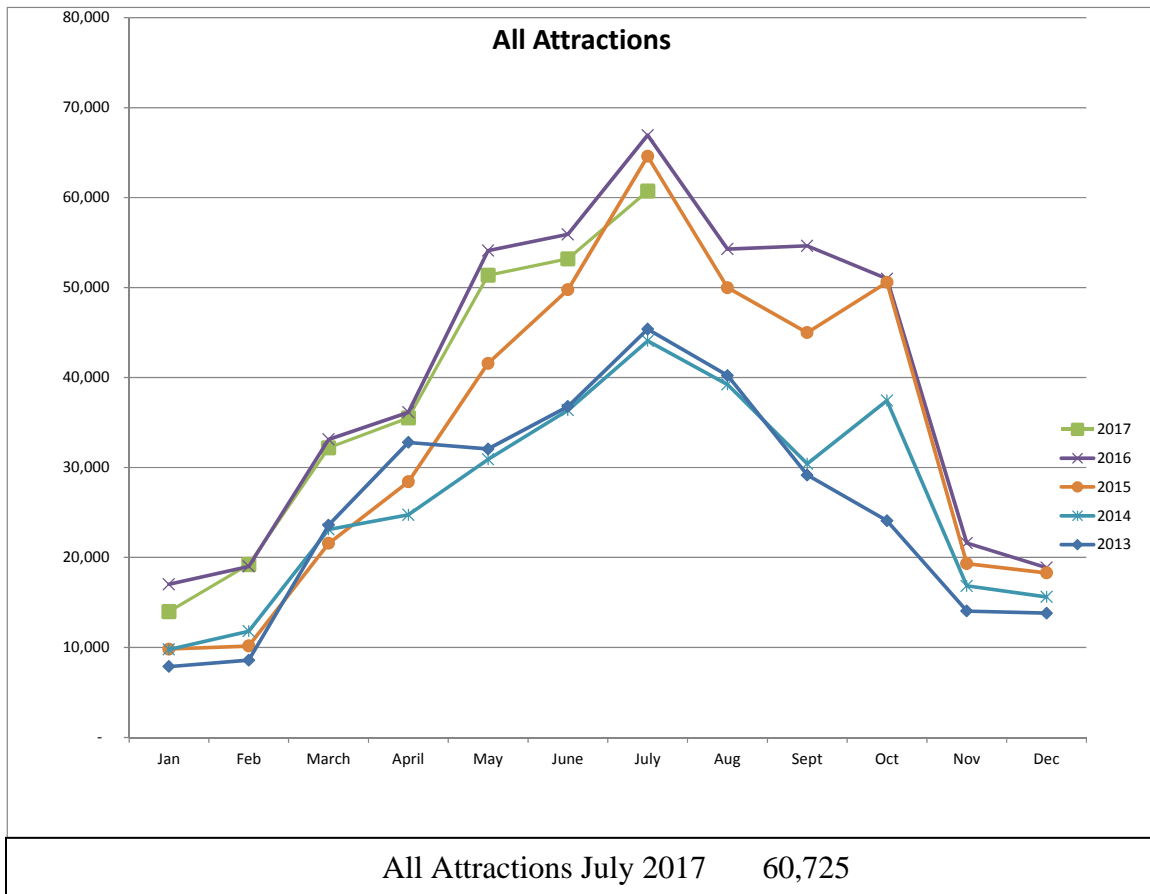




Bradbury Science Museum July 2017 9,890



History Museum July 2017 2,416



July 2017 Narrative Comments

- The approximate number of visitor guides distributed from the visitor centers in July was 4,400. Currently our storage inventory is approximately 4,000.
- Event material on kiosks and the "Where Discoveries are Made" displays is updated weekly by an DLA 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.
- DLA's website visitlosalamos.org and events info feeding www.fyilosalamos.com are updated on a weekly basis with events and information.
- DLA prepares and distributes a hard copy of the event calendar in the visitor centers.
- DLA recruits, trains, and manages volunteers for a variety of work. The number of volunteer hours logged in July was 100.

- Comments left by visitors in our logs included “This area merits much more aggressive tourism marketing. I’m wishing I’d know to restructure my trip around spending more time here”, “Visitor Center is an excellent resource for out of towners”, “Town sure doesn’t look like it did when we worked here”, “Love the area”, “Visitor Center staff great”, “Beautiful town”, “Keep up the good work, Los Alamos is beautiful”, “Beautiful area & friendly people”, “Extraordinary! Never seen anything like Bandelier.”
- 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 July. The large display featured the Los Alamos Nature Center.
- In July, DLA 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.

July 2017:

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

Analysis of Visitor Surveys

July 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* –

73% Yes
27% No

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

Bandelier National Monument	65%
Manhattan Project/MPNHP	48%
Bradbury/History Museum	42%
LA Nature Center	13%
Scenery/Recreation/Sports	20%
Business/Family/Friends	3%
Other:	0%

- ✓ The most prevalent states of origin are from Texas, California, Colorado, Oklahoma, Florida, Arizona, Maryland, Nevada, Missouri, Oregon and Tennessee.
- ✓ The most prevalent foreign countries of origin are Canada, Norway, Germany and Spain.
- ✓ The most prevalent cities in New Mexico visiting Los Alamos are Albuquerque, Santa Fe, Rio Rancho, Las Cruces, Edgewood and Clovis.

LOS ALAMOS

where discoveries are made

Parks, Recreation, Open Space Division August 2017 Report

Aquatics

Rocket Fueled Family Fun Night, July 14, 85 participants:

In conjunction with Science Fest weekend, the Aquatic Center hosted a fun-filled evening for families that included the bounce house on the patio, the floating obstacle course, a treasure hunt in the shallow end of the pool and a cannonball contest in the deep end. Prize packages were awarded for the top 3 cannonballs in the different age groups as well as for those finding specially marked pennies during the treasure hunt.

Diving for Coins



Cannonball Contest



Bounce House



Sliding Course



Shark Week July 24-28, (50+ participants):

During Shark week, the Aquatic Center showed different shark-themed movies each afternoon in the classroom along with free popcorn. There were also shark floats in the pool that were a big hit for both kids and adults. Even the Master's team pretended they were Michael Phelps racing the sharks.

Shark Movies



Mark the Shark



Popcorn & a Movie



Race Against the Shark



Special Olympics, July 16, 60+ participants:

Special Olympics swim meet was held at the Aquatic Center Sunday morning prior to opening for the public. The participants were very excited to swim and receive their medals at the end of their races. The meet was finished off with a luncheon in the classroom for the swimmers and their families.

PARKS

Statewide Urban Forestry Analysis and Management Planning Project, July 24

The Parks, Open Space and Golf Programs, working with New Mexico State Forestry and their Contractor Groundwork Studio participated in gathering data for the Tree Plotter applications. The Ashley Pond and Fuller Lodge urban forest was identified as to species, condition and maintenance needs. We mapped each tree and put a common name as well as a botanical name on each tree, we then logged all of the characteristics of each tree. This year, New Mexico State Forestry is doing these tree inventories in all 33 counties. This information will help communities to manage the risk associated with these aging trees, while providing baseline data of their urban forest resources.



The Green Team Helping Parks, July 25

The Green Team joined Parks in maintaining the Green Team Project at the White Rock Visitors Center. Last summer the Green Team in a joint effort with employees from other divisions created this beautiful landscape near the Bandelier bus stop at the WR Visitors Center. The Green Team and Parks are in the design process for the area behind and to the east of the bus stop. They expect to tie it in with the existing landscape with water conservation at the forefront of the design.



Open Space

The International Mountain Biking Association (IMBA) Ride Center Evaluation, July 28

The staff has submitted documentation of our open space trail system, which is the first step in obtaining IMBA ride center designation.

Camp May Improvements: 50% Complete

In collaboration with Parks, drainage issues in Group Camp Site 7 have been addressed, two condemned vault toilets have also been torn down and removed.



Golf

ACI Golf Tournament / Atomic City Invitational, July 1st- 4th, 98 Participants, 7 States Represented

The 64th ACI Golf Tournament was held over July 4th weekend. Golf, Social, F&B, Activities & Fireworks highlighted the weekend.



Special Olympics Area Golf Tournament, July 13th, 32 Special Olympians, 32 Adults

The Annual Special Olympics golf tournament helps contribute to the fundraising efforts in New Mexico.



Big Brothers Big Sisters Charity Golf Tournament, July 15th, 104 Participants

Big Brothers Big Sisters provides youth ages 6-14 with an adult mentor. The Northern New Mexico Mountain Chapter serves both Los Alamos and Rio Arriba Counties.



Los Alamos City Championship Golf Tournament, July 29th-30th, 54 Participants

The Annual Los Alamos City Championship Golf was held over the last weekend in July. Jason Norman is the 2017 Los Alamos Champion.



Mid-Season Aerification of Greens, 100% Complete, July 31st 100% complete.

For the 1st time in many years, we did Mid-Season aerification to the greens on the Golf Course. Aerification during this time of the year allows for quick healing and ultimately improved turf conditions.



Quick Cuppler Irrigation Installation, July 25th, 100% Complete, Installed by all 18 Greens

Quick cupplers allow for hand watering of the greens in the heat of the day by connecting to a water source, via a hand held hose.



Recreation

High Mountain Mud-Fest Volleyball Tournament: Saturday, July 8th – 116 players, 60 fans.

Once again, all 12 team slots were filled and though the championship games were hailed out around 1:30PM. The participants had a great time and “can’t wait for next year’s tournament.” Look for a short video produced by staff on the PROS Facebook page at:

<https://www.facebook.com/losalamoscountyrecreation/>



Los Alamos County Horse Show: Saturday, July 22nd – 30 Participants, 20 Spectators

Participants range in age from six to sixty at the annual Horse Show.



Movies in the Park:

Wednesday, July 5th – “Home” at Rover Park, 400 attendees

Wednesday, July 12th – “Back to the Future 3” at Ashley Pond, 30 attendees, rained out.

Wednesday, July 19th – “Finding Dory” at Urban Park, 400 attendees



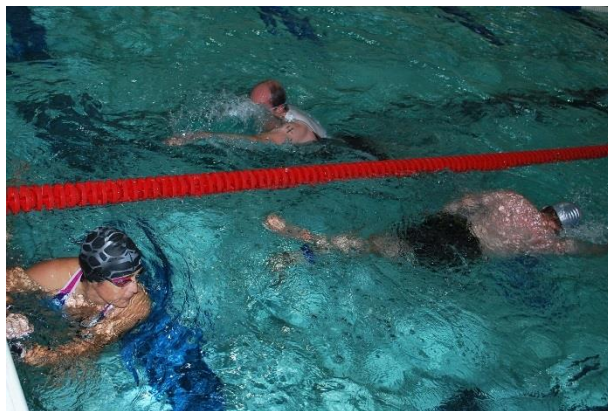
1st Annual Los Alamos JR Triathlon: 7 Participants

The seven participants in the inaugural JR Triathlon consisted of five girls and two boys between the ages of 10 – 15.



43rd Annual Los Alamos Triathlon: 161 Participants, Individuals & Teams, Up 8% from 2016

There were 111 individual participants and 19 relay teams.



24th Annual Los Alamos Kids Triathlon: 47 Participants

Kids ages 4 – 10 compete in a non-competitive event where every finisher receives a participant medal.



Community Collaborations

ScienceFest – Ranch School Days: Wednesday, July 13th – Saturday, July 15th

Science, s'mores, camp outs, burro packing demonstrations, tours, beer gardens, music and libations...just a few of the activities offered over the four days of ScienceFest.

