



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; Katie Bruell, Elizabeth Allen, and Catherine Mockler, Members*

Tuesday, November 21, 2017

12:00 PM

1000 Central Avenue, Room 110

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

**12:00 p.m. (5 min)**

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

##### ***B. Approval of Agenda***

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

- (1) [10119-17](#) Minutes from the Lodgers' Tax Advisory Board Meeting on Tuesday, October 17, 2017.

**Recommendation:** I move that the Board approve the Minutes for October 17, 2017.

**Presenters:** Loryn 'Ryn' Herrmann

**Attachments:** [A - October 17 LTAB Minutes DRAFT](#)

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

#### **II. NEW/PENDING PROJECTS for possible action**

**12:05 p.m. (20 min)**

##### ***A. 2018 Meeting Calendar for Approval (ALL)***

- (1) [10133-17](#) 2018 Meeting Dates  
A - 2018 LTAB Meeting Dates Draft

**Presenters:** Loryn 'Ryn' Herrmann

**Attachments:** [A - 2018 LTAB Meeting Dates Draft](#)

##### ***B. 2018 Inter-Board-Commission Liaisons (Kelly Stewart)***

- (1) [10008-17](#) Inter-Board Commission Liaisons

**Presenters:** Lodgers' Tax Advisory Board

**Attachments:** [A - LAC Boards and Commissions Overview](#)

##### ***C. Motel 6 Update (Barbara Lai)***

**D. IPW/Tour Operators' Conference in Denver 2018 - Discussion**

- (1) [10132-17](#) IPW/Tour Operators' Conference in Denver 2018 - Discussion

Presenters: Loryn 'Ryn' Herrmann

**III. REPORTS****12:25 p.m. (35 min)****A. State/Regional Tourism & Hospitality Report (Ryn Herrmann, Kelly Stewart)****1. Recap-NMHA Regional Tourism Economic Summit in Los Alamos****2. Recap-NMHA Top HAT Awards Gala****B. NMTD Grants Update (Ryn Herrmann, David Empey)****C. Tourism Strategic Plan (Linda Matteson)****D. Wayfinding Plan (Linda Matteson)****E. Tourism Marketing Report (David Empey)****1.P.R./Social Media Activity Report**

- (1) [10116-17](#) Tourism Marketing Report

Presenters: Lodgers' Tax Advisory Board

Attachments: [A - November Marketing Report](#)

- (1) [10122-17](#) P.R./Social Media Activity Report

Presenters: Lodgers' Tax Advisory Board

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

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

- (1) [10117-17](#) Lodgers' Tax Revenue Reports

Presenters: Lodgers' Tax Advisory Board

Attachments: [A - Lodgers' Tax Accrued Revenues October](#)

[B - Lodgers' Tax Actual Revenues October](#)

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

- (1) [10121-17](#) Visitation by Attraction/Visitor Centers

**Presenters:** Lodgers' Tax Advisory Board

**Attachments:** [A - Visitor Centers October 2017 Monthly Report](#)

#### **H. Group Marketing Events/Opportunities (All)**

##### **1. NM Association of Museums Recap**

##### **2. Other Upcoming Events**

#### **I. County Recreation Report (Dianne Marquez)**

- (1) [10118-17](#) County Recreation Report

**Presenters:** Lodgers' Tax Advisory Board

**Attachments:** [A - October PROS Report](#)

#### **J. Tourism Materials Storage & Distribution Update (Melanie Pena)**

#### **K. Other Announcements (All)**

### **IV. FY19 WORKPLAN WORK SESSION #1 1:00 p.m. (50 min)**

Nov 7 Annual LTAB Presentation to Council; FY18 Workplan Progress;

### **V. NEW PROJECTS/INITIATIVES 1:50 p.m. (5 min)**

### **VI. NEXT MEETING(S)/FUTURE AGENDA ITEMS 1:55 p.m. (5 min)**

### **VII. ADJOURNMENT 2:00 p.m.**

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



# County of Los Alamos

## Minutes

### Lodgers' Tax Advisory Board

1000 Central Avenue  
Los Alamos, NM 87544

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

Tuesday, October 17, 2017

12:00 PM

1000 Central Avenue, Room 110

#### **I. PRESENTATION/DISCUSSION (From 12:00-1:30 LTAB Will Attend this Session in Council Chambers.)**

##### **A. Tourism Strategic Plan Update**

- (1) [10007-17](#) Becky Zimmerman, Design Workshop and Tourism Work Group

**The Regular LTAB Meeting Resumes in the B & C Room 110 at 1:30.**

#### **II. ADMINISTRATIVE ACTIONS** **1:30 pm (5 min)**

The LTAB meeting minutes are now completed in the County's Legistar system. If you are interested in viewing the complete proceedings of the entire meeting, you may access the video in its entirety at:

[http://losalamos.granicus.com/MediaPlayer.php?view\\_id=2&clip\\_id=1313](http://losalamos.granicus.com/MediaPlayer.php?view_id=2&clip_id=1313)

Once you open the website, you may navigate to a specific Agenda item by clicking on the item on the Agenda.

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

The LTAB Vice Chair, Linda Deck called the meeting to order at 1:38 pm.

Board Members Present: Linda Deck - Vice Chair, Katie Bruell, Elizabeth Allen, Catherine Mockler

Others Present: Councilor Antonio Maggiore, Kelly Stewart, David Empey, Dianne Marquez, Barbara Lai

**Present 4 - Board Member Bruell, Board Member Deck, Board Member Allen and Board Member Mockler**

**Absent 1 - Chair Herrmann**

##### **B. Approval of Agenda**

Due to the abbreviated time of the meeting, the Agenda was amended to remove Item III - A and Item IV - F, G, H, I, J. Member Allen moved to approve the amended Agenda and the motion was seconded by Member Bruell.

The motion passed unanimously.

**Present 4 - Board Member Bruell, Board Member Deck, Board Member Allen and Board Member Mockler**

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

- (1) [9987-17](#) Minutes from the Lodgers' Tax Advisory Board Meeting on Tuesday, September 19, 2017.

**Attachments:** [September 19, 2017 LTAB Minutes DRAFT](#)

Board Member Bruell moved to accept the Minutes from Tuesday, September 19, 2017 with revisions. Vice Chair Deck seconded the motion.

The motion passed unanimously.

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

No public comment.

**III. NEW/PENDING PROJECTS for possible action 1:35 pm (8 min)****A. Inter-Board Commission Liaisons (Kelly Stewart)**

Deleted from agenda.

- (1) [10008-17](#) Inter-Board Commission Liaisons

**Attachments:** [A - LAC Boards and Commissions Overview](#)

**B. NMTD Grants Update (Kelly Stewart, David Empey)**

Ms. Stewart gave an update on the status of the New Mexico Tourism Department's Rural Pathways Project grants. The October request to fund a project that will encourage Bandelier visitors to extend their visit to the townsite was not funded. Chair Herrmann and Ms. Stewart will meet with Suzie Lawrence, the grant administrator, to discuss the criteria for submitting a grant request for consideration for November funding.

**C. Film Tourism - "Only the Brave" Premiere - Oct. 20 (Kelly Stewart)**

Ms. Stewart announced that the Los Alamos Film Office is hosting a special event to celebrate the Oct. 20 premiere of "Only the Brave" which was filmed at several Los Alamos locations, and encouraged meeting attendees to participate.

**D. Regional Tourism Economic Summit in Los Alamos - Oct. 25 (Kelly Stewart)**

Ms. Stewart reminded all present to attend the Regional Tourism Economic Summit at Fuller Lodge on October 25th at 9:00 a.m. She reported that the initial recommendations from the Tourism Strategic Plan will be showcased at the event.

**IV. REPORTS 1:43 pm (8 min)****A. Tourism Marketing Report (David Empey)**

- (1) [10002-17](#) Tourism Marketing Report

**Attachments:** [A - October 2017 Activity Report](#)  
[B - October Marketing Report](#)

David Empey reported that Griffin and Associates were in the process of developing and distributing media releases for the following events: Halloweekend (Oct. 20-21); Ski Parjarito opening (Nov 23); Small Business Saturday (Nov 25); and Winterfest (Dec 1-2). He added that the written content and photos promoting Los Alamos attractions has been submitted to RootsRated as part of the NMTD Cooperative Marketing and Advertising grant, to develop articles for *Outside* magazine and digital platforms, including newmexico.com. RootsRated will reach out to Los Alamos attractions to cross reference the information. The final content will be subject to approval by Kelly Stewart.

Mr. Empey reported that the Balloon festival was very well attended and the bumper stickers, which the tourists named-laptop stickers, were a big hit with teens who use them as "laptop" stickers. All 500 stickers were given out. Additional details and pictures are posted to the Visit Los Alamos Facebook page.

## **B. Lodgers' Tax Revenue Reports (Accrued/Actual) Review (All)**

- (1) [9991-17](#) Lodgers' Tax Revenue Reports

**Attachments:** [A - Lodgers' Tax Accrued Revenues September](#)  
[B - Lodgers' Tax Actual Revenues September](#)

Vice Chair Deck noted that while July and August revenues were down, the September revenues increased. She also remarked that revenues are on a good upward trend.

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

- (1) [10003-17](#)

**Attachments:** [A. September 2017 Visitation By Attraction Report](#)

The visitation numbers for September are slightly down from 2016 numbers for all attractions. Vice Chair Deck stated that she will send Discover Los Alamos meeting and visitor bureau a one-page summary about what the Lab does that could be made into a rack card or flier.

## **D. Group Marketing Events/Opporunities (All)**

Deleted from agenda.

## **E. County Recreation Report (Dianne Marquez)**

- (1) [10004-17](#) County Recreation Report

**Attachments:** [A - PROS September Report 2017](#)

Ms. Marquez reported that the Golf Course was very busy during September with many tournaments held at the Course. An event scheduled for Mexico City was cancelled due to the earthquake, so the Canadian National Paralympic Team stayed an extra week in Los Alamos to continue training at the Aquatic Center. Ms. Marquez stated that the

Team toured Los Alamos and enjoyed the recreational facilities, the hospitality of the PROS staff, and the town. She also announced events associated with a Month of Arts and Culture (through the first week of Nov) and urged LTAB members to submit event information for the "100 Days of Winter" on-line calendar and print brochure to be published by the second week of November.

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

**G. Tourism Strategic Plan (Linda Matteson)**

Deleted from agenda.

**H. Wayfinding Plan (Linda Matteson)**

Deleted from agenda.

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

Deleted from agenda.

**J. Other Announcements (All)**

Vice Chair Deck noted that the Agenda packet includes the list of Boards and Commissions and their mission. She said the Board would discuss assigning liaisons at the next meeting.

**V. NEW PROJECTS/INITIATIVES 1:51 pm (5 min)**

**A. New Projects/Initiatives**

**VI. NEXT MEETING(S)/FUTURE AGENDA ITEMS 1:56 pm (4 min)**

[10005-17](#)

Tuesday, November 21, 2017, 12:00-2 pm

Municipal Building, BCC Room 110

*Fun and Games Distribution Report, Hotel Study*

**VII. ADJOURNMENT 2:00 pm**

The meeting was adjourned at 2:01 pm.

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# LOS ALAMOS

where discoveries are made

## Lodgers' Tax Advisory Board 2018 Meeting Dates

**DATE:** 3<sup>rd</sup> Tuesday of each month  
**TIME:** Noon to 2:00 p.m.  
**LOCATION:** Los Alamos County Municipal Building, 1000 Central Avenue, Los Alamos, NM  
Boards, Commissions, Committee Room 110, except where noted\*

### **January 16, 2018\***

*NOTE: This meeting held in Council Chambers  
Occurs the day after Martin Luther King Jr. Day (National holiday)*

### **February 20, 2018\***

*NOTE: This meeting held in Council Chambers  
Occurs the day after Presidents Day (National holiday)*

**March 20, 2018**

**April 17, 2018**

**May 15, 2018**

**June 20, 2018**

**July 17, 2018**

**August 21, 2018**

**September 18, 2018**

**October 16, 2018**

**November 20, 2018**

*NOTE: Occurs the week of Thanksgiving*

**December 18, 2018**



### **ART IN PUBLIC PLACES ADVISORY**

To encourage the integration of art into the architecture of municipal structures, increase the general public awareness of art, to visually enhance the community, to capture a part of our history for future generations, to promote the establishment of a collection of art with the works of artists who live or work, or who have lived or worked in Los Alamos County having a priority.

### **BOARD OF ADJUSTMENT**

Board will be empowered to grant waivers.

### **BOARD OF PUBLIC UTILITIES**

Governing body of the Department of Public Utilities "which shall operate the County-owned electric, gas, water and sewer utility systems under jurisdiction and control of the Board of Public Utilities".

### **ENVIRONMENTAL SUSTAINABILITY**

Provides public input to the County's Environmental sustainability efforts such as green building, recycling, fuel efficiency, alternative fuels and sustainable development.

### **HISTORIC PRESERVATION ADVISORY BOARD**

To make recommendations to the Planning and Zoning commission, Board of Adjustment and County Council regarding the protection, preservation and enhancement of places, sites, areas, buildings, structures and other objects within the corporate boundaries of the incorporated County having a special character or special historic, architectural or cultural interest or value, and to initiate and conduct research and investigations relating to them.

### **LABOR MANAGEMENT RELATIONS**

Promulgates rules and regulations necessary to perform its duties as established in the labor management relations ordinance including: designation of bargaining units; selection, certification and decertification of exclusive representatives; and filing of, hearing on and determination of complaints of prohibited practices. Hold hearings as needed.

The composition of this board is strictly controlled with both management and Union recommendations. If you are interested in serving on this board, contact Denise Cassel.

### **LIBRARY**

To receive input from the public and based on that input, make recommendations to Council that support the fulfillment of the library's mission in the community; to provide information and advice on items requested by the Council, and review and recommend public policies; to gather and provide public input on the development of library service objectives and the library's long range plan; interact with other boards and commissions on items that affect the libraries.

#### **LODGERS' TAX ADVISORY**

To advise the County Manager and Council on the expenditures of funds received through this tax for advertising, publicizing and promoting tourist attractions and facilities in and around the County of Los Alamos.

#### **PARKS AND RECREATION**

Serves as a central point of communication for the parks and recreation interests of the County and as an advisory body to the County Council.

#### **PERSONNEL**

To serve in an appellate and advisory capacity in the administration of the County personnel program.

#### **PLANNING AND ZONING COMMISSION**

To consider long range planning and land development issues for the County and to act as the Zoning Commission.

#### **TRANSPORTATION**

To advise the County Council and make recommendations regarding improvements in traffic conditions and all modes of transportation within the County.

# **LTAB November 21<sup>st</sup> Marketing Report**

*Public Relations: Only The Brave pays tribute...*

*Griffin Action: Approved w/Kelly Stewart, distributed Tuesday, October 25<sup>th</sup>.*

*Public Relations: Small Business Saturday*

*Griffin Action: Approved w/Kelly Stewart, distributed Tuesday, November 14<sup>th</sup>.*

*Public Relations: WinterFest > December 1<sup>st</sup> & 2<sup>nd</sup>.*

*Griffin Action: Approved, distribution TBD.*

*Public Relations: Ski Pajarito Opens > TBD*

*Griffin Action: In conjunction with Mountain Capital Partners.*

*Public Relations: 10 Ten Things in Los Alamos*

*Griffin Action: In development for USA Today pitch w/Kelly, Ryn, Suzette & Melanie.*

*Social/Digital: Ski Pajarito Facebook memorable experience campaign*

*Run dates: January 2018*

*Griffin Action: Social posts, compile weekend getaway contest prize.*

*Social/Digital: Gateway 3 Winter Photo contest*

*Run dates: January-February*

*Griffin Action: Social posts, procure three NPS Annual Park Passes.*

*Social/Digital: NCC digital Los Alamos Tourism Campaign*

*Run dates: January – March 2018*

*Griffin Action: Format In-Stream Video:30s from NM True approved spots.*

*Griffin Action: Banners 1000x90 & 300x250 (in process).*

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

*Events: New Mexico Hospitality > Top Hat Awards*

*LACDC's submission: Kelly Stewart finalist in Tourism Professional of Year category.*

## November 2017 Activity Report

### Earned Media

#### Public Relations

News Headline	Outlet Name	Outlet Type	News Circulation Audience	News Ad Value	PR Value	Date
Things to Do for Fall Pumpkin Celebrations	Food Network Magazine	Print	1,750,000	\$16,231.25	\$162,312.50	Oct-17
Halloween: Treat For Business And Family Alike!	Los Alamos Daily Post	Online	22,592	\$209.54	\$2,095.40	10/15/17
New Mexico-filmed 'Only the Brave' tells story of Hotshots who died in Arizona blaze	Las Cruces Sun-News	Online	49,589	\$459.93	\$4,599.30	10/20/17
New Mexico-filmed 'Only the Brave' tells story of Hotshots who died in Arizona blaze	Albuquerque Journal	Online	258,929	\$2,401.56	\$24,015.60	10/20/17
New Mexico-filmed 'Only the Brave' tells story of Hotshots who died in Arizona blaze	Des Moines Register	Online	424,684	\$3,938.94	\$39,389.40	10/20/17
Scenes From 'Only The Brave' Premiere Friday	Los Alamos Daily Post	Online	22,592	\$209.54	\$2,095.40	10/22/17
Flat Jack Spotted On Central Avenue Promoting Halloween In Downtown Los Alamos Oct. 27-28	Los Alamos Daily Post	Online	22,592	\$209.54	\$2,095.40	10/25/17
Locals attend premier of 'Only the Brave' Friday	Los Alamos Monitor	Online	5,497	\$50.98	\$10.19	10/25/17
Get Ready For The Glow Factor Tonight!	Los Alamos Daily Post	Online	22,592	\$209.54	\$2,095.40	10/28/17
What's new on the West's best ski slopes this season	Dallas Morning News	Online	264,908	\$2,457.02	\$24,570.20	11/2/17
Your Questions Answered On Guided Tours Of Los Alamos Historic District	Los Alamos Daily Post	Online	22,592	\$209.54	\$2,095.40	11/3/17
Winter Guide What's happenin' and hoppin' across N.M. (WinterFest)	Weekly Alibi	Online	39,563	\$366.94	\$3,669.40	11/9/17
<b>Totals</b>			<b>2,906,130</b>	<b>\$26,954.32</b>	<b>\$269,543.20</b>	

#### Additional Mentions:

News Headline	Outlet Name	Outlet Type	News Circulation Audience	News Ad Value	PR Value	Date
Only The Brave: Movie based on Granite Mountain Hotshots, Yarnell Hill Fire premieres in Tempe	ABC15 Arizona	Online	699,012	\$6,483.33	\$64,833.30	10/10/17
Tragic Yarnell Fire story hits big screen in 'Only The Brave'	White Mountain Independent	Online	10,000	\$92.75	\$927.50	10/27/17
Movie review: 'Only the Brave'	Taos News	Online	20,072	\$186.16	\$1,861.60	10/29/17
<b>Totals</b>			<b>729,084</b>	<b>\$6,762.24</b>	<b>\$67,622.40</b>	

\*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.

### Social Media

#### Facebook

New Likes	Total Likes	Monthly Reach	Monthly Page Views	Monthly Engagements
268	3,329	37,064	231	5,570

#### Totals

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

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

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

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

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

		FY18	FY17	FY16	FY15	FY14	FY13	FY12	FY11	FY10	FY09	FY08	FY07	FY06	FY05
1	JUL	\$28,567	30,300	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	\$27,958	32,560	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	\$29,623	27,135	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	\$27,185	25,055	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		19,314	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		18,903	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		17,648	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		16,362	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		22,091	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		19,910	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		23,974	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	\$113,333	281,820	253,981	239,847	206,270	202,552	251,542	272,623	288,152	267,589	235,144	254,584	272,244	264,214

ACTUALS→

11%

6%

16%

2%

-19%

-8%

-5%

8%

14%

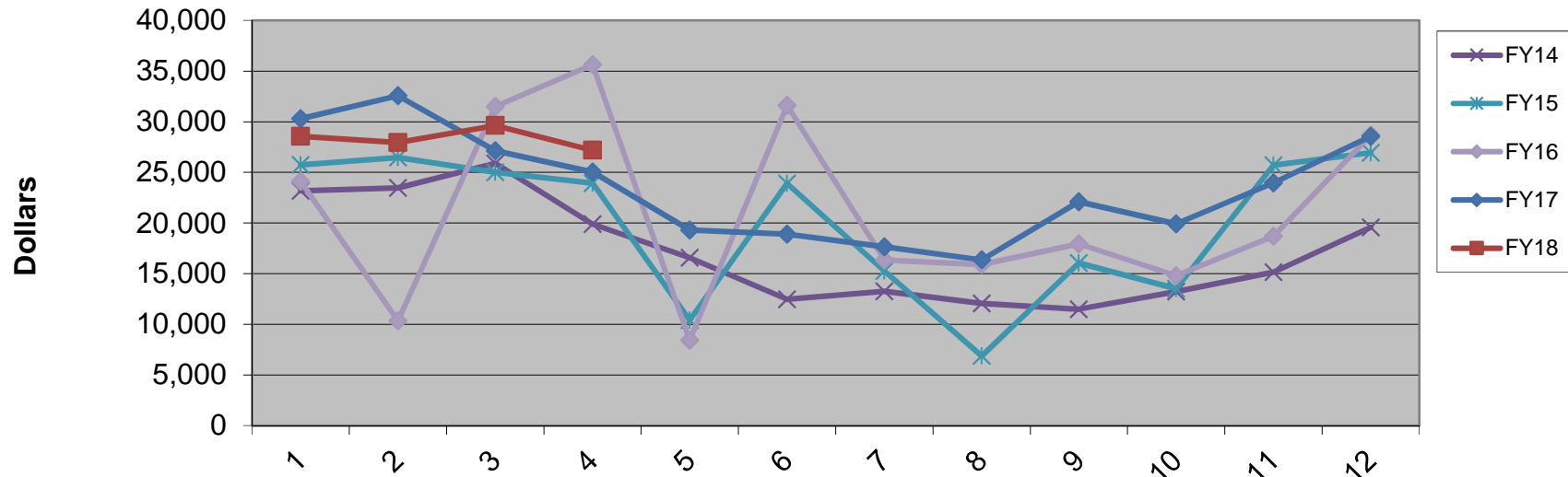
-8%

thru Oct 2016: \$115,050

-1% decrease (YOY)

24% FY08-FY16

## Los Alamos County Lodgers' Tax Revenue



**LOS ALAMOS LODGERS' TAX REVENUES ACTUALS**
**OCT 2017 PAYMENT REPORT**

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

Showing October 2017 Payments

MO	YR	FY18	ACTUALS FY17	FY16	FY15
JUL	2017	\$28,566.90	30,299.73	\$24,914.97	\$25,751.29
AUG	2017	\$27,957.67	32,560.01	\$27,540.15	\$26,465.52
SEP	2017	\$29,623.13	27,135.13	\$25,012.61	\$25,003.98
OCT	2017	\$27,185.45	25,055.38	\$23,242.11	\$23,945.23
NOV	2017	\$0.00	19,314.10	\$16,793.30	\$10,413.43
DEC	2017	\$0.00	18,902.57	\$16,344.63	\$23,907.55
JAN	2018	\$0.00	17,648.17	\$15,902.04	\$15,254.89
FEB	2018	\$0.00	16,362.39	\$17,933.96	\$6,882.00
MAR	2018	\$0.00	22,090.87	\$18,955.82	\$16,051.00
APR	2018	\$0.00	19,910.41	\$18,406.87	\$13,514.00
MAY	2018	\$0.00	23,974.17	\$24,822.30	\$25,713.00
JUN	2018	\$0.00	28,566.90	\$26,643.18	\$26,945.00
		\$113,333.15	\$281,819.83	\$256,511.94	\$239,846.89

	MO	FY18	Y-O-Y FY18/FY17	FY17	Y-O-Y FY17/FY16	FY16
1	JUL	\$28,566.90	-6%	30,299.73	22%	\$24,914.97
2	AUG	\$27,957.67	-14%	32,560.01	18%	\$27,540.15
3	SEP	\$29,623.13	9%	27,135.13	8%	\$25,012.61
4	OCT	\$27,185.45	9%	25,055.38	8%	\$23,242.11
5	NOV	\$0.00		19,314.10	15%	\$16,793.30
6	DEC	\$0.00		18,902.57	16%	\$16,344.63
7	JAN	\$0.00		17,648.17	11%	\$15,902.04
8	FEB	\$0.00		16,362.39	-9%	\$17,933.96
9	MAR	\$0.00		22,090.87	17%	\$18,955.82
10	APR	\$0.00		19,910.41	8%	\$18,406.87
11	MAY	\$0.00		23,974.17	-3%	\$24,822.30
12	JUN	\$0.00		28,566.90	7%	\$26,643.18
To Date:		\$113,333.15		\$281,819.83	10%	\$256,511.94

FY17 Actual: \$281,819.83  
 TARGET: 5% increase 1.05  
 FY18 Goal: \$295,910.82 5% increase

TIME	%	FY in Months	LTR	%	\$\$\$
elapsed 33%		4	\$113,333.15	38% earned	
remaining 67%		8	\$182,577.67	62%	
		12	\$295,910.82	100%	



LOS ALAMOS  
MEETING AND VISITOR  
BUREAU

November 13, 2017

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

RE: Transmittal of Monthly Discover Los Alamos LTAB report

Dear Kelly:

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

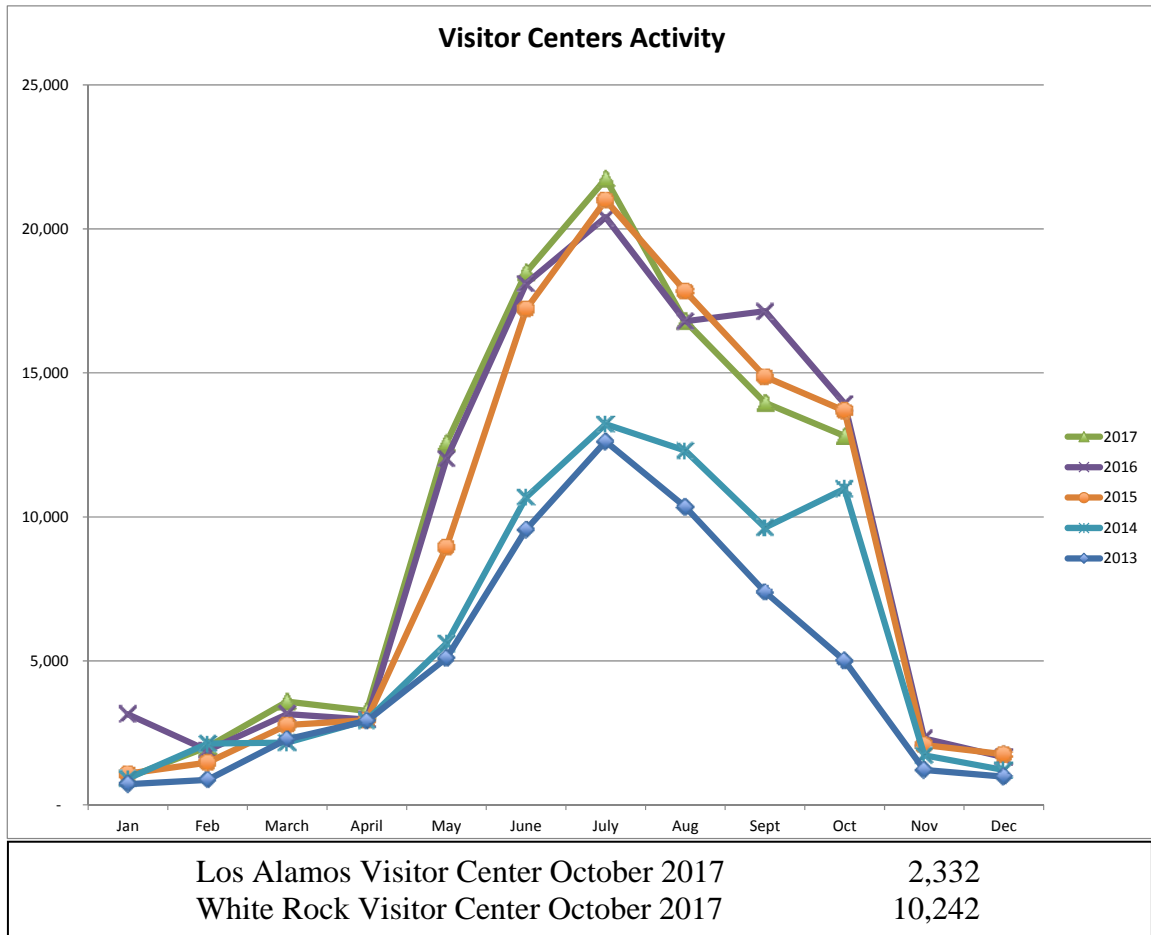
Sincerely,

Melanie Peña  
Director of Discover Los Alamos

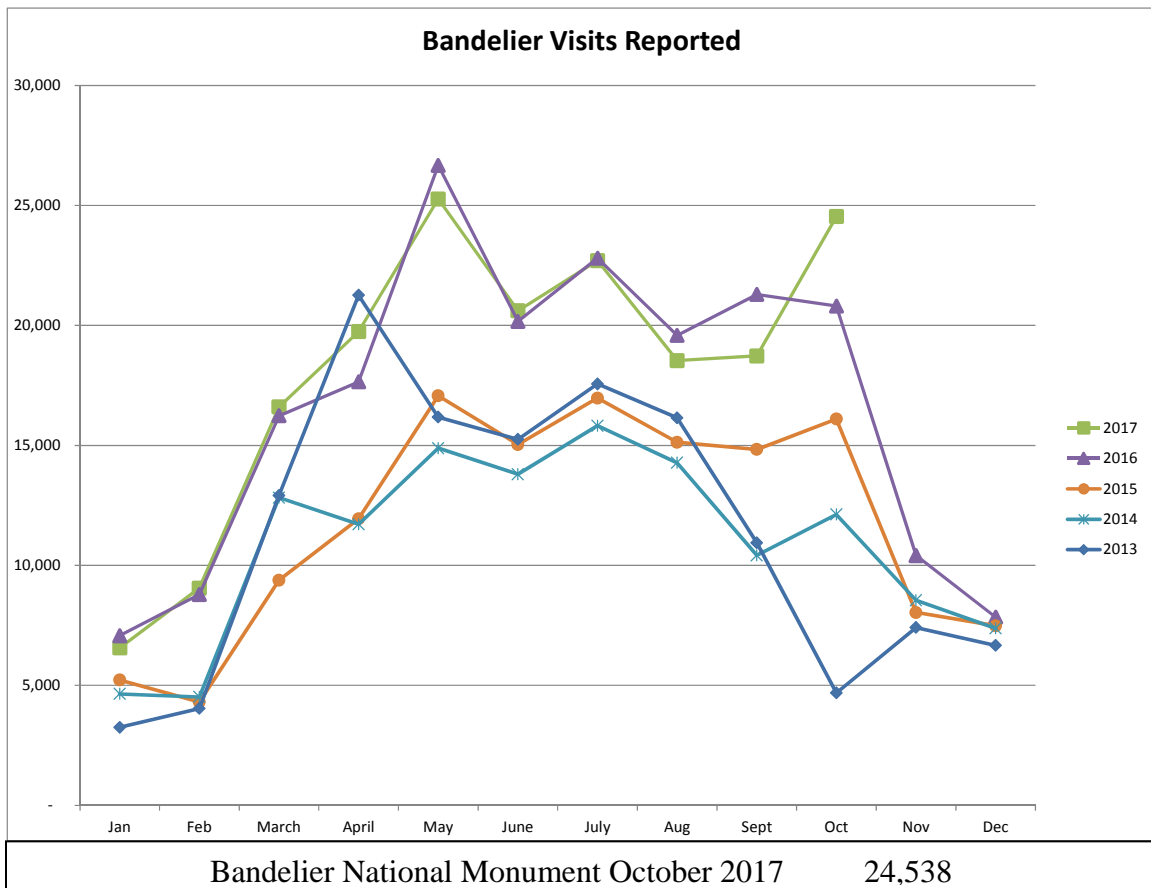
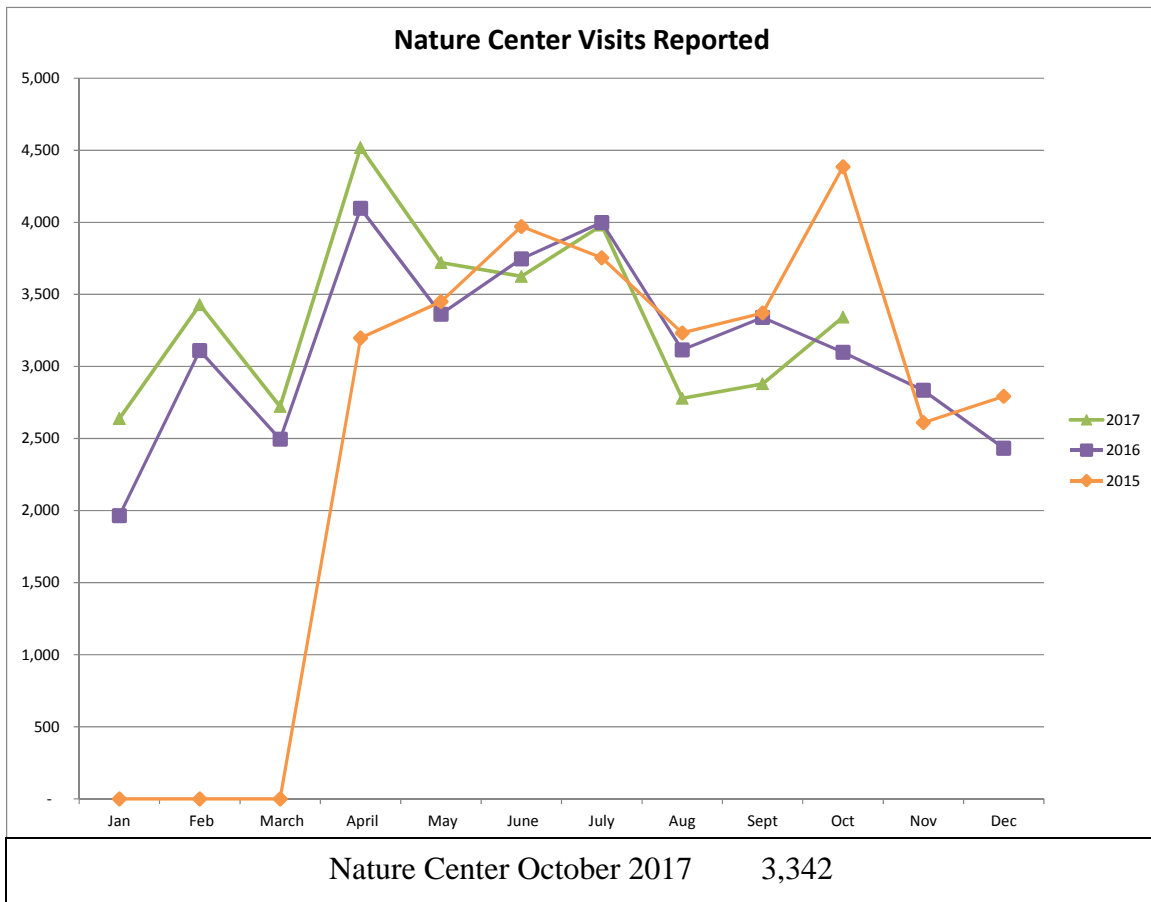
cc: Harry Burgess, Linda Matteson, Patrick Sullivan & Connie Proulx

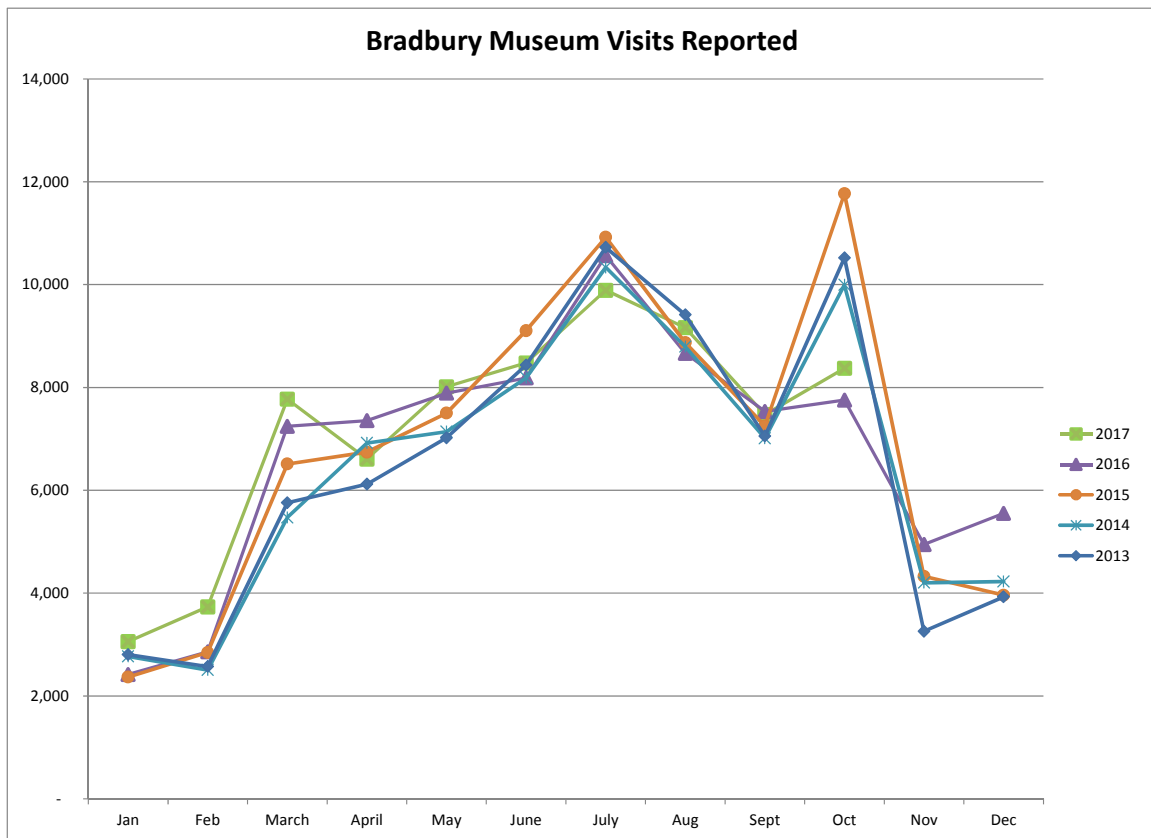
# DLA Monthly Report

## October 2017

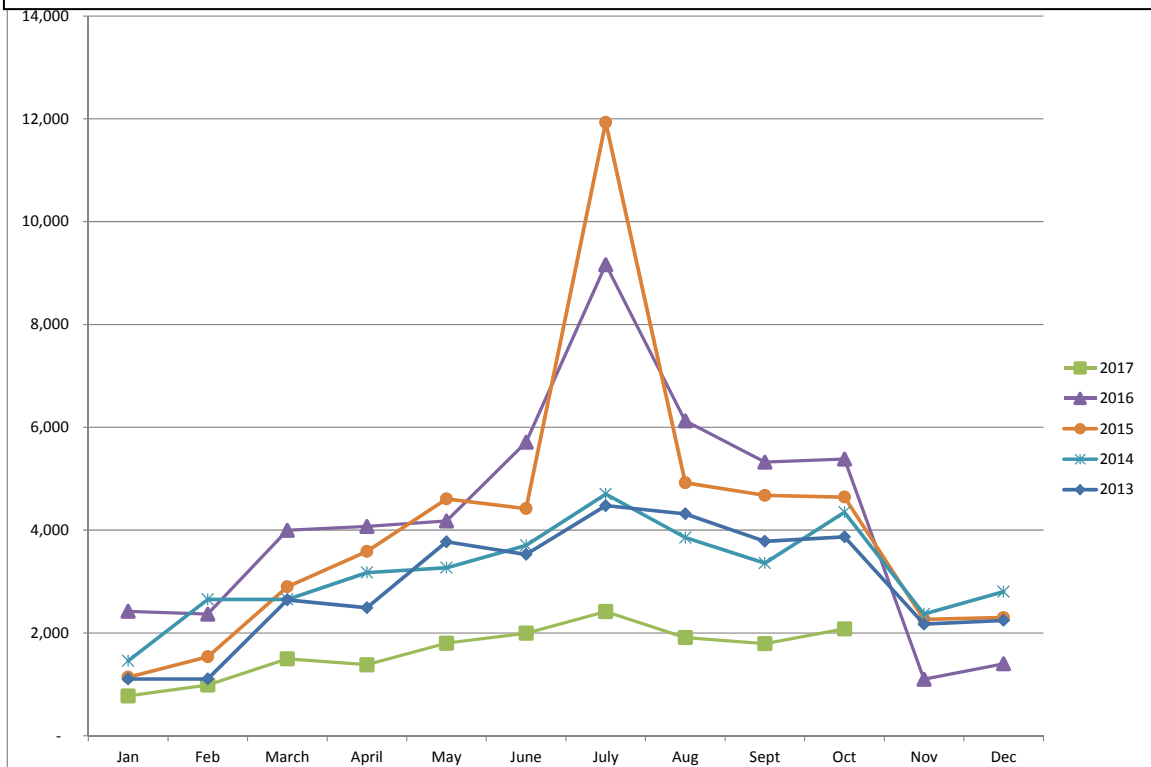




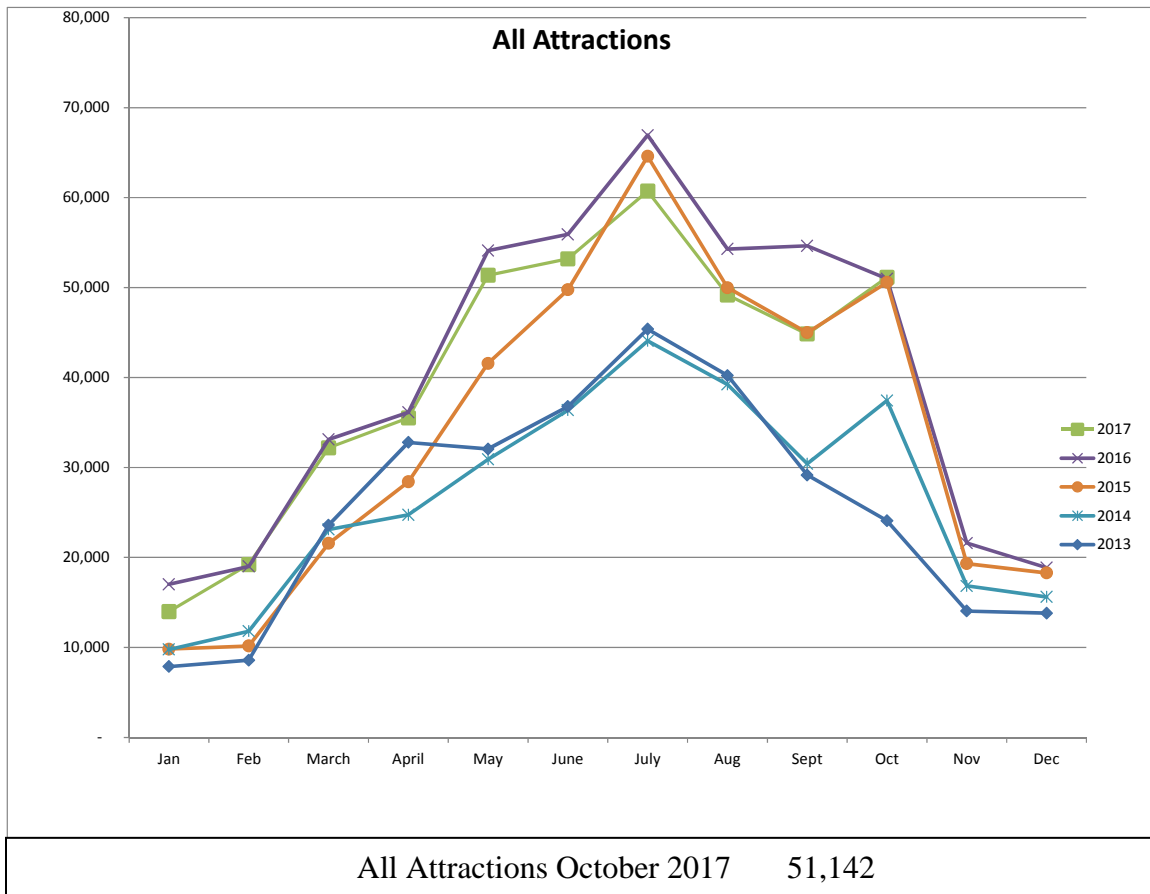




Bradbury Science Museum October 2017      8,373



History Museum October 2017      2,080



#### October 2017 Narrative Comments

- The newest edition of the Los Alamos Visitor Guide was received in August with approximately 150,000 copies. Fun & Games has already picked up 80 boxes to distribute.
- Event material on kiosks and the "Where Discoveries are Made" displays is updated weekly by an DLA representative. There are currently 16 in places 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](http://visitlosalamos.org) and events info feeding [www.fyilosalamos.com](http://www.fyilosalamos.com) are updated on a weekly basis with events and information.
- DLA prepares and distributes a hard copy of the event calendar in the visitor centers.
- DLA recruits, trains, and manages volunteers for a variety of work. The number of volunteer hours logged in October was 40.

- Comments left by visitors in our logs included “Great visitor center”, “Beautiful geography”, “Love Los Alamos”, “Beautiful day, great intro and explanation of the sites. Friendly staff”, “Really enjoyable, lots of information, thanks”, “Loved seeing Los Alamos and all the museums”, “Was told ‘there’s nothing there’ what a nice surprise and enjoyed our day”, “Beautiful area”, “Helpful, friendly and knowledgeable staff. RV parking is excellent”, “Staff here is awesome”, “Thoroughly enjoyable”, “What a great visitor center. We spent 4 days here and all the volunteers and staff were exceptionally helpful.”
- 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 September. The large display featured the Los Alamos History Museum.
- In October, 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.

October 2017:

- 45 visitlosalamos.org online Visitor Guide requests.
- 86 Visitor Guides sent to Texas Monthly inquiries.

## Analysis of Visitor Surveys

October 2017

Sample size = 100 entries

### ✓ *Length of Stay* -

81% of visitor center survey respondents report less than a day  
19% report overnight stays

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

79% Yes  
21% No

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

Bandelier National Monument	71%
Manhattan Project/MPNHP	49%
Bradbury/History Museum	39%
LA Nature Center	13%
Scenery/Recreation/Sports	27%
Business/Family/Friends	5%
Other:	0%

- ✓ The most prevalent states of origin are from Texas, Florida, Georgia, Colorado, Washington State, California, North Carolina, Maryland, Louisiana, Oregon, Tennessee, and Ohio.
- ✓ The most prevalent foreign countries of origin are Canada, Italy and Switzerland.
- ✓ The most prevalent cities in New Mexico visiting Los Alamos are Albuquerque, Raton, Deming and Santa Fe.

# LOS ALAMOS

where discoveries are made

Parks, Recreation, Open Space Division

October 2017

## Aquatics

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**Pumpkin Splash, 115 tickets sold:** On October 21st, the Aquatic Center hosted its annual Pumpkin Splash and carnival. The theme for this year was Dr. Seuss. Games included Green Egg Donuts, the Gack Ring Toss, Fishing a Wocket out of a Pocket, The Cat in the Hat Ball toss, Pin the Star on the Sneetch, One Fish, Two Fish, Hop on Pop Cornhole, Red Fish, Blue Fish Goldfish count, bowling, and Thing 1, 2, 3, 4 potato sack racing. Dr. Seuss movies played in the lobby and classroom with popcorn and smoking punch being served. The afternoon was finished off with bunches of floating pumpkins in the pool just waiting to be picked. It was a fun day for both kids and parents.



**High School Swim Team, 59 swimmers:** October 19<sup>th</sup> marked the first day of the High School swimming season, which goes until February 18<sup>th</sup>. From 3:30 to 5:30 pm, it is very busy in the pool with lap swimmers. Other High School teams (softball and cross country) have also been visiting the pool in the afternoons for cross training.

## Parks

**Art Installation** – The Parks Division, working with the Arts in Public Places Board, installed 2 benches created by Colin Selig for the garden area in front of the Community Building.



**Indoor Arena Footing Rehabilitation** – The Parks Division removed the riding surface and repaired the subsurface of the Indoor Arena. The footing had given way and needed to be rebuilt in the areas of heavy use. Additional riding surface materials of sand and crumb rubber were added to the existing riding surface.



**Continuing Education** – The Parks Division, as well as crews from the Golf Course and Pavement, attended pesticides training to maintain our Public Applicators License as covered in the Counties Integrated Pest Management Plan.





### **Camp May Sign Installed – 100% Complete**

Routed and installed a new Camp May Sign



### **Acid Canyon Fence Removal Project- 100% Complete – 30 volunteers**

It was a great collaborative effort between Los Alamos Nature Center (PEEC), Los Alamos County Open Space and the dedicated volunteers who helped wrangle old fencing out of Acid Canyon. Around a half mile of fencing has finally been torn down and will be recycled! Photos Courtesy of Thomas Graves Photography





### **Camp Hamilton Trail Improvements – 5 volunteers**

In collaboration with the Los Alamos Leadership volunteers, we were able to clear a large rock fall and restore the trail tread on Camp Hamilton Trail.



### **Golf**

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**LAHS Class of 1986** – October 2<sup>nd</sup>: 24 Golfers participated during a High School Reunion event.

**House Ryder Cup / Hundra Cup** – October 7<sup>th</sup> – 9<sup>th</sup>: 44 Players participated in the 13<sup>th</sup> Annual Ryder Cup / Hundra Cup matches and a Scottish bagpipe played to start off the event in style.



**Los Alamos Public School** – October 9<sup>th</sup>: 19 LAPS Employees enjoyed a free clinic to raise interest in Golf



**Aspen School** – October 12<sup>th</sup>: Aspen School practiced their emergency school evacuation plan to the Golf Course.



**Los Alamos Jr High School** – October 18<sup>th</sup>: 30 participants and 5 different school districts participated.



**The Closing Lunch Event** – October 22<sup>nd</sup>: 42 players braved the cool morning on to play in the Inaugural Closing Lunch event signaling the end of the tournament season for 2017.



**Los Alamos High School Cross Country District Match** – October 20<sup>th</sup>: 400 participants from all over the state and over 1500 spectators.



**Los Alamos High School** – October 23<sup>rd</sup>: 40 participants and 6 schools were represented in the final season event.





## Ice Rink

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### Welcome Aboard New and Transferring Staff!

**New Ice Rink staff came on board October 23<sup>rd</sup>** and have been attending evening trainings at the Rink to learn about operations, safety, customer service and the point of sale system. Staff has been busy cleaning inside and outside at the Rink as we prepare to start ice making on Monday, November 6<sup>th</sup> (weather permitting).

**Eric Hill, FTE Recreation Leader**, started on October 23<sup>rd</sup> and will divide his time between the Ice Rink and Recreation programs and events. Eric hails from Arizona where he received a Bachelors of Science in Parks and Recreation Management. He has several years of experience in the Parks and Recreation field and currently he is working at the Rink learning everything from skate sharpening to ice making.



**Jason Tomko, Assistant Golf Course Superintendent**, is transferring over to the Ice Rink from the Golf Course. Jason has an ice hockey background and is looking forward to learning about Rink operations from November – February.



**PROS and Public Works staff** continue working hard to prepare the Ice Rink for its November 15<sup>th</sup> opening day by replacing worn safety netting, cleaning the concrete slab, walk ways, and exteriors of the buildings.

**Replaced Safety Netting**

Before



After



**Cleaning Walk Ways**

Before



After

