



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, August 21, 2018

12:00 PM

1000 Central Avenue, Room 110

I. ADMINISTRATIVE ACTIONS: PART

A. Call to Order/Introductions

B. Approval of Today's Agenda

C. Review/Approval of Meeting Minutes

1. [11087-18](#) Minutes from the Lodgers' Tax Advisory Board Meeting on July 17, 2018.

Recommendation: I move that the Board approve the Minutes for July 17, 2018.

Presenters: Lodgers' Tax Advisory Board

Attachments: [A - July 17 Minutes DRAFT](#)

D. Board Updates

E. Public Comment for Items Not on the Agenda

II. REPORTS

A. Inter-Board-Commission Liaisons Update

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

7. Tourism Implementation Task Force Update (Katie Bruell)

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

C. Mainstreet/Creative District Report (Ryn Herrmann)

D. Branding Update (Kelly Stewart)

E. Tourism Marketing Report (David Empey)

1. [11116-18](#) Tourism Marketing Report
- Presenters:** Lodgers' Tax Advisory Board
- Attachments:** [A - August Marketing Report](#)
[B - August PR-Social Activity Report](#)
[C - SLOPES 2018_Los Alamos](#)

F. Lodgers' Tax Revenue Report Review (ALL)

1. [11090-18](#) August 2018 Lodgers' Tax Revenue Accrual Report
- Presenters:** Lodgers' Tax Advisory Board
- Attachments:** [A - Lodgers' Tax Revenue Accrual Report August](#)

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

1. [11114-18](#) July 2018 Visitation by Attraction Report
- Presenters:** Lodgers' Tax Advisory Board
- Attachments:** [A - July 2018 Visitation by Attraction Monthly Report](#)

H. Group Marketing Events/Opportunities (All)

I. County Recreation Report (Dianne Marquez)

1. [11088-18](#) August Parks and Recreation Report
- Presenters:** Lodgers' Tax Advisory Board
- Attachments:** [A - Parks Recreation Report August 2018](#)

J. Other Announcements (All)

III. PRESENTATION AND DISCUSSION ITEMS

A. Strategic Tourism Collaboration (Part 1)

1. Determine Balloon Fiesta Booth Staffing
2. Inventory Wayfinding Maps and Materials

IV. NEW AND PENDING PROJECTS

V. NEXT MEETING(S)/FUTURE AGENDA ITEMS

A. Next Meeting: Tuesday, September 18, 12-2 pm.

Municipal Building, Boards & Commissions Room 110

B. Future Agenda Items ***Future Agenda Items***

1. Sep. 18: Strategic Tourism Collaboration (Part 2) Inventory Data Collection Measures
2. Oct. 16: Strategic Tourism Collaboration (Part 3) Tourism Attractions Marketing

and Media Plans and Distribution Outlets
3. Nov. 20: Strategic Tourism Collaboration (Part 4) Businesses That Cater to Visitors

VI. ADJOURN

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

Date/Time

Tuesday, July 17, 2018, 12 pm-2pm

Location

Los Alamos County Municipal Building
Council Chambers

Members

- Ryn Herrmann (Chair), Public-At-Large Representative, **Present**
- Linda Deck (Vice Chair), Tourism Industry Representative (Bradbury Science Museum Director), **Present**
- Katie Bruell, Tourism Industry Representative (PEEC/Los Alamos Nature Center Director), **Present**
- Elizabeth Allen, Lodging Industry Representative (Pueblo Canyon Inn & Gallery Owner/Operator), **Present**
- Catherine Mockler, Lodging Industry Representative (North Road Inn Owner/Operator), **Present**

County Staff Present

- Kelly Stewart, Economic Development Marketing Specialist
- Barbara Lai, Senior Management Analyst
- Linda Matteson, Assistant to the County Administrator

Others Present

- Melanie Pena, Discover Los Alamos (County Visitor Center Services Contractor)
- David Empey, Griffin and Associates (County Tourism Marketing Services Contractor)
- Stacy Baker, Bradbury Science Museum
- Dave Hayduck, HK Advertising (County Tourism Marketing Services Subcontractor)
- Joanie Griffin, Griffin and Associates (County Tourism Marketing Services Contractor)

I. ADMINISTRATIVE ACTIONS

A. Call to Order/Introductions

As a quorum was present, the meeting was called to order at 12:03 pm.

B. Approval of Today's Agenda

Linda Deck made a motion to move the presentation by Griffin and Associates and HK Advertising before item *II. Reports* to the beginning of the agenda. Katie Bruell seconded the motion. The Board approved the move.

C. Review/Approval of Meeting Minutes

The LTAB Minutes of June 19, 2018 were reviewed. Elizabeth Allen moved to approve the minutes and Katie Bruell seconded the motion. All members voted to approve the minutes.

D. Board Updates

Chair Herrmann reminded the Board that she will complete her second term December 1 and will be leaving the board. Ms. Lai stated that Board member Katie Bruell will complete her first 3-year term on December 1, but may reapply for a second term.

E. Public Comment for Items Not on the Agenda

No public comment.

II. REPORTS

A. Inter-Board-Commission Liaisons Update

1. Art in Public Places Board

No report.

2. Historic Preservation Advisory Board (HPAB)

Ms. Lai reported that the HPAB developed the FY19 Tracking Report to manage the items in the Work Plan. She also reported that next May 2019, the board will partner with the Historical Society to celebrate Heritage Month. Certified Local Government will be submitted to NM Historic Preservation Division.

3. Library Board

No report.

4. Parks and Recreation Board

No report.

5. Planning and Zoning Board

Ms. Mockler reported that the Pig and Fig Café applied for and received a beer and wine license.

6. Transportation Board

Ms. Stewart reported that a recommendation to expand or reroute the Bandelier Shuttle to include a leg to the Los Alamos townsite has been proposed at the Discoveries Action Team meetings, part of the branding effort to make Los Alamos a better place to live and visit. Currently, there are no plans for rerouting or expansion, but Bandelier Shuttle riders can exit the shuttle and walk to another stop to take Atomic City Transit to the Los Alamos townsite. The County's transit manager, Annette Granillo, is attending the July

19 Discoveries Action Team meeting to explain the current system and take input from attendees.

Next month's T-Board meeting will include a presentation of the Truck Route/SR-4 intersection project, where the Tsankawi area of Bandelier will receive a new access point and parking lot.

7. Tourism Implementation Work Group

Ms. Bruell (the LTAB liaison to the Tourism Implementation Task Force) reported that new locations for the Visitor Center are currently under review. Draft criteria was developed by which to rate the 20 some sites under review. The results will be reported to the Group at the next meeting.

B. State/Regional Tourism & Hospitality Report

Ms. Stewart reported that the NM Hospitality Association is hosting a Gubernatorial Forum on July 30 with the two candidates for governor. NMHA is also accepting nominations for projects and programs for the November Top HAT (Hospitality and Tourism) Awards Gala. Ms. Herrmann mentioned that Los Alamos has submitted and won Outstanding Event (ScienceFest), Best New Experience (Atomic City Spy Tour) and Tourism Professional of the Year (Georgia Strickfaden). Ms. Stewart encouraged the board and staff to e-mail nomination ideas to her as soon as possible so that staff can assist in the application process by the deadline: 5 p.m., Friday, September 14, 2018 (MT).

C. MainStreet/Creative District Report

Los Alamos ScienceFestival, one of MainStreet's four events and the County's signature event, was conducted July 11-15. All vendors and participants are reporting positive feedback. Businesses that were open during the event did very well. LTAB members remarked that the event is bigger, better and more efficiently run than ever before. MainStreet staff are collecting data and will be presenting a report of results within the coming weeks.

Chair Herrmann reported that the Creative District events, including On Tap at UnQuarked wine room on Monday nights, plus Tuesdays at the Pond this season are very successful with an average of 100 people attending, rain or shine.

D. Branding Update

Ms. Stewart reported that the next Discoveries Action Team meeting is Thursday, July 19 at Fuller Lodge.

E. Tourism Strategic Plan/Wayfinding Plan Update

Ms. Matteson stated that Katie Bruell, as liaison to the Tourism Implementation Work Force, will be giving reports on the Tourism Strategic Plan at future LTAB meetings. Ms. Matteson also clarified that Wayfinding goals and tasks have been incorporated into the Tourism Strategic Plan.

F. Tourism Marketing Report

Tourism Marketing Services contractor David Empey provided the board with an update on public relations, Facebook marketing, social media and advertising.

G. Lodgers' Tax Revenue Report

Ms. Stewart noted that the Lodgers' Tax Revenue Accrual Report showing a year-over-year increase of 6% from FY17 to FY18 should be accurate, with all lodging establishments submitting payments through June 2018. This increase exceeds the 5% goal established in the FY18 Tourism Marketing Report.

H. Visitation by Attraction/Visitor Centers

Ms. Pena summarized that, based on the figures reported by all participating attractions, visitation is tracking above FY18, except for Bandelier National Monument. It was contemplated that the most likely reason for the downturn is the closure of trails throughout the County, National Forest Service and National Parks due to fire danger.

I. Group Marketing Events/Opportunities

Chair Herrmann reported that she met one of the new employees at the Holiday Inn who visited the Los Alamos Visitor Center to stock up on visitor materials for display and distribution at the hotel.

Ms. Deck also reported that two "science and scenery" events are planned around performances of Dr. Atomic at the Santa Fe Opera. On July 27 and August 2, groups of guests will be shuttled from the opera house to Los Alamos for Manhattan Project themed tours and a dinner at Fuller Lodge.

Ms. Deck reported that the LANL 75th Anniversary event was very successful with more than 6,000 Lab employees attending the event at Ashley Pond. There was a variety of activities, including speakers, kid activities, a car show, and more. It was suggested that if the Lab does a similar community event in the future, it would be a good idea to give non-Lab citizens access to "be a Labbie for a day."

Also, the County Fair and Rodeo event is coming up the weekend of August 10-12.

J. County Recreation Report

No report.

K. Tourism Materials Distribution Update

Ms. Pena reported that Steve from Fun and Games picked up several boxes of visitor guides for distribution at participating visitor centers and hotels.

L. Other Announcements

No other announcements.

III. NEW AND PENDING ITEMS/PROJECTS

Congratulations to Mr. Empey for being the successful contractor for the FY2019 marketing contract.

Chair Herrmann reported that NM Magazine is featuring an article about Halloweekend in Los Alamos based on a tour of Los Alamos hosted by LACDC and the County during the festivities in 2017.

Ms. Bruell commented that NM Magazine is also featuring an article about the Pajarito Environmental Education Center (PEEC) and the Nature Center in an upcoming issue.

IV. PRESENTATION/DISCUSSION ITEMS/PROJECTS

Tourism Marketing Services Contract Strategy/Priorities

Ms. Griffin reported that the firm is partnering with HK Advertising. All FY18 tourism marketing goals were met or exceeded. She cautioned that, due to the uncertainty of how the new Lab contractor will impact the County, Griffin and HK are recommending more conservative goals (flat or small increase) for tourism marketing metrics.

Ms. Griffin mentioned the need for better visitor data to inform media placement and other marketing decisions. Where visitors are traveling from defines the target markets. Also, Griffin/HK also stated that the millennial population has surpassed “baby boomers,” and received the board’s support for investing in media to promote Los Alamos’ outdoor recreation assets to the younger millennial demographic.

Ms. Griffin will submit the FY19 Tourism Marketing Report by or before the August 21 LTAB meeting.

V. NEXT MEETING(S)/FUTURE AGENDA ITEMS

The next meeting is August 21, 2018, 12:00 p.m. to 2:00 p.m. in B & C Room 110.

VI. ADJOURN

The meeting adjourned at 1:36 pm.

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LTAB August 21st Marketing Report

Public Relations: “Add Some Color and Adventure”

Griffin Action: Initial to Kelly Stewart Friday, August 17th.

Public Relations: “Los Alamos County Triathlon”

Griffin Action: Developed/approved w/Kelly/Diane released Tuesday, July 17th.

Public Relations: “County Fair and Rodeo”

Griffin Action: Developed/approved w/Kelly/Diane released Tuesday, July 31st.

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

Print: Ski New Mexico True

Griffin Action: Submission complete. See attached.

Events: Expo New Mexico > NM True/Gathering of Communities

Griffin Action: Thursday, September 13th Griffin/Kelly to staff 6:30AM-3PM.

Events: Aircraft Owners & Pilots Association Fly In

Griffin Action: Friday, September 14th, Griffin to staff 1:30PM-6PM.

Events: Balloon Fiesta Staffing/Schedule

Griffin Action: Staffing dates to be determined w/Kelly Stewart.

Web: NewMexico.org

Griffin Action: Coordination with Kelly Stewart to update content on Los Alamos in North Central Region section of New Mexico.org.

Web: SkiNewMexico.org

Griffin Action: Coordination with Kelly Stewart to update content on Los Alamos destination page.

Report: FY19 Marketing Plan

Griffin Action: Initial plan written and in review with Kelly Stewart, Linda Matteson and Joanie Ahlers.

July–August 2018 Activity Report

Earned Media

Public Relations

News Headline	Outlet Name	Outlet Type	News Circulation	Audience	News Ad Value	PR Value	Date
Los Alamos County Drops To Stage I Fire Restrictions ... Local Trails Now Open!	Los Alamos Daily Post	Online	9,554		\$88.61	\$886.10	7/9/18
Get back on the trails and find adventure in open spaces in Los Alamos, New Mexico - Fire Restrictions lifted	Grant County Beat	Online	3,047		\$28.26	\$282.60	7/10/18
Los Alamos Science Fest	KOB	Online	231,992		\$2,151.72	\$21,517.20	7/10/18
Los Alamos Science Fest - July 11-15	KSFR	Radio/Online					7/11/18
ScienceFest offers full slate of events	Los Alamos Monitor	Online	5,853		\$54.28	\$542.80	7/11/18
Los Alamos open spaces no longer closed	Sangre de Cristo Chronicle	Online	2,800		\$25.97	\$259.70	7/11/18
ScienceFest Event Schedule	Los Alamos Monitor	Online	5,853		\$54.28	\$542.80	7/11/18
'Secret City' to be revealed at science fest July 11-15	Taos News	Online	36,307		\$336.74	\$3,367.40	7/12/18
Council Proclaims July 11-15 ScienceFest Weekend And July 14 Discovery Day In Los Alamos County	Los Alamos Daily Post	Online	9,554		\$88.61	\$886.10	7/12/18
JOIN US AT THE LOS ALAMOS SCIENCEFEST	New Mexico Magazine	Online	150,000		\$1,391.25	\$13,912.50	7/13/18
Federal Agencies Partner To Offer First Tour Of Los Alamos Manhattan Project Facilities	Los Alamos Daily Post	Online	9,554		\$88.61	\$886.10	7/13/18
Signs Of ScienceFest 2018 Spotted Downtown	Los Alamos Daily Post	Online	9,554		\$88.61	\$886.10	7/13/18
New Mexico Ex-Tax Secretary Delays Plea, Pilot Tours Offer Glimpse Of Atomic Bomb Development Sites	KUNM	Online	7,946		\$73.69	\$736.90	7/14/18
Valles Caldera, Bandelier fire restrictions lifted today	Santa Fe New Mexican	Online	104,023		\$964.81	\$9,648.10	7/15/18
Bandelier, Valles Caldera Lift Fire Restrictions Monday!	Los Alamos Daily Post	Online	9,554		\$88.61	\$886.10	7/15/18
Scenes From Final 2018 Los Alamos ScienceFest Event: Viewing The Martian At Bathtub Row Brewery	Los Alamos Daily Post	Online	9,554		\$88.61	\$886.10	7/15/18
Pilot Tours Offer Glimpse Of Atomic Bomb Development Sites	KUNM	Online	7,946		\$73.69	\$736.90	7/16/18
Electric car show brings spark of ingenuity to ScienceFest	Los Alamos Monitor	Online	5,853		\$54.28	\$542.80	7/18/18
ScienceFest loaded with experiments	Los Alamos Monitor	Online	5,853		\$54.28	\$542.80	7/18/18
Places in America Where People Live the Longest	Reader's Digest	Online	3,965,427		\$36,779.33	\$367,793.30	7/19/18
Fair & Rodeo Parade Aug. 11	Los Alamos Daily Post	Online	9,554		\$88.61	\$886.10	7/26/18
Wild West Thrills and "Back to Your Roots" Country Family Fun Coming to Los Alamos, August 10 – 12	Grant County Beat	Online	3,047		\$28.26	\$282.60	7/31/18
Go Top Secret Fly to Los Alamos, home of the atomic bomb	AOPA Pilot	Online	286,568		\$2,657.91	\$26,579.10	8/1/18
Final Day To Register For Fair & Rodeo Parade Today!	Los Alamos Daily Post	Online	9,554		\$88.61	\$886.10	8/3/18
Bandelier: Ranger Guided Activities In Frijoles Canyon	Los Alamos Daily Post	Online	9,554		\$88.61	\$886.10	8/3/18
Saturday night ranger-guided activities offered at Bandelier National Monument	Las Cruces Sun News	Online	52,808		\$489.79	\$4,897.90	8/3/18
2019 Best Public High Schools in New Mexico	Niche	Online	191,667		\$1,777.71	\$17,777.10	8/6/18
The Atomic Age: The first atomic bomb test near Alamogordo Air Field "changed everything"	Alamogordo Daily News	Online	11,196		\$103.84	\$1,038.40	8/7/18
Tickets for 'Opera on the Rocks' now available	Los Alamos Monitor	Online	5,853		\$54.28	\$542.80	8/8/18
Summer Fun Continues At Pajarito Mountain	Los Alamos Daily Post	Online	9,554		\$88.61	\$886.10	8/9/18
Totals			5,179,579		\$48,040.47	\$480,404.70	

*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
407	5,407	25,411	193	2,855

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.

LOS ALAMOS

new mexico



AHA MOMENTS AHEAD

Whether an outdoor adventurer or a science enthusiast, experience your aha moments in our three National parks, on our scenic trails, and in our fascinating museums. Los Alamos is where discoveries are made.



THINGS TO DO

- Hike, bike, snowshoe, or run the trails
- Visit our 3 National Parks
- Discover our museums: Bradbury, History, Nature Center
- Take in a free concert
- Grab a beer at the local brewery
- Hit all the overlooks for spectacular views
- Take an Atomic City tour and pick up a souvenir

VISITLOSALAMOS.ORG

County of Los Alamos Lodgers' Tax Revenue --Accrual Basis • 5 of 6 Collected in Jun 2018 • Reported in Jul 2018 • Presented in Aug 2018

		FY19	FY18	FY17	FY16	FY15	FY14	FY13	FY12	FY11	FY10	FY09	FY08	FY07
1	JUL	\$31,611	28,567	30,300	24,113	25,751	23,185	22,483	32,434	31,472	27,221	23,293	23,258	28,928
2	AUG	\$0	27,958	32,560	10,351	26,466	23,457	24,323	33,080	33,850	31,731	27,864	26,218	29,886
3	SEP	\$0	29,623	27,135	31,486	25,004	25,898	24,108	24,988	35,167	30,692	29,590	27,112	22,896
4	OCT	\$0	27,185	25,055	35,631	23,945	19,896	16,934	23,943	25,553	25,512	24,245	20,262	24,772
5	NOV	\$0	25,468	19,314	8,433	10,413	16,577	15,660	19,187	22,707	23,533	22,465	21,064	18,677
6	DEC	\$0	19,439	18,903	31,602	23,908	12,470	14,688	16,980	19,042	20,852	20,049	12,120	15,333
7	JAN	\$0	18,413	17,648	16,345	15,255	13,263	13,599	15,126	16,837	21,876	17,316	11,378	12,948
8	FEB	\$0	17,912	16,362	15,902	6,882	12,079	11,705	15,740	13,871	17,734	17,940	20,661	12,651
9	MAR	\$0	20,146	22,091	17,934	16,051	11,494	12,071	16,562	13,557	20,597	19,644	10,873	16,546
10	APR	\$0	27,355	19,910	14,809	13,514	13,237	14,266	12,921	18,142	21,736	19,072	17,381	15,836
11	MAY	\$0	25,972	23,974	18,709	25,713	15,143	14,790	18,097	19,538	20,915	21,864	22,636	25,547
12	JUN	\$0	29,610	28,567	28,667	26,945	19,570	17,924	22,483	22,887	25,754	24,248	22,181	30,565
	TOTAL	\$31,611	297,647	281,820	253,981	239,847	206,270	202,552	251,542	272,623	288,152	267,589	235,144	254,584

ACTUALS→

6%

11%

6%

16%

2%

-19%

-8%

-5%

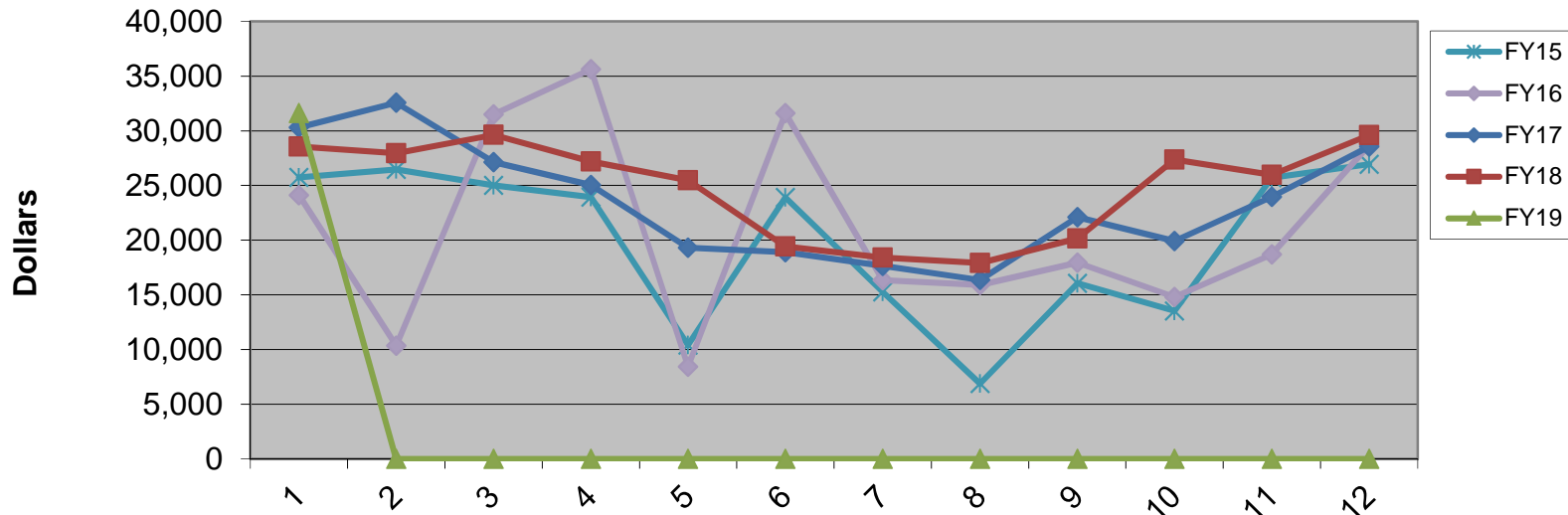
8%

14%

-8%

FY18 Aug/Aug 28,567 11% increase (YOY)

Los Alamos County Lodgers' Tax Revenue





LOS ALAMOS
MEETING AND VISITOR
BUREAU

August 15, 2018

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

RE: Transmittal of Monthly DLA LTAB report

Dear Kelly:

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

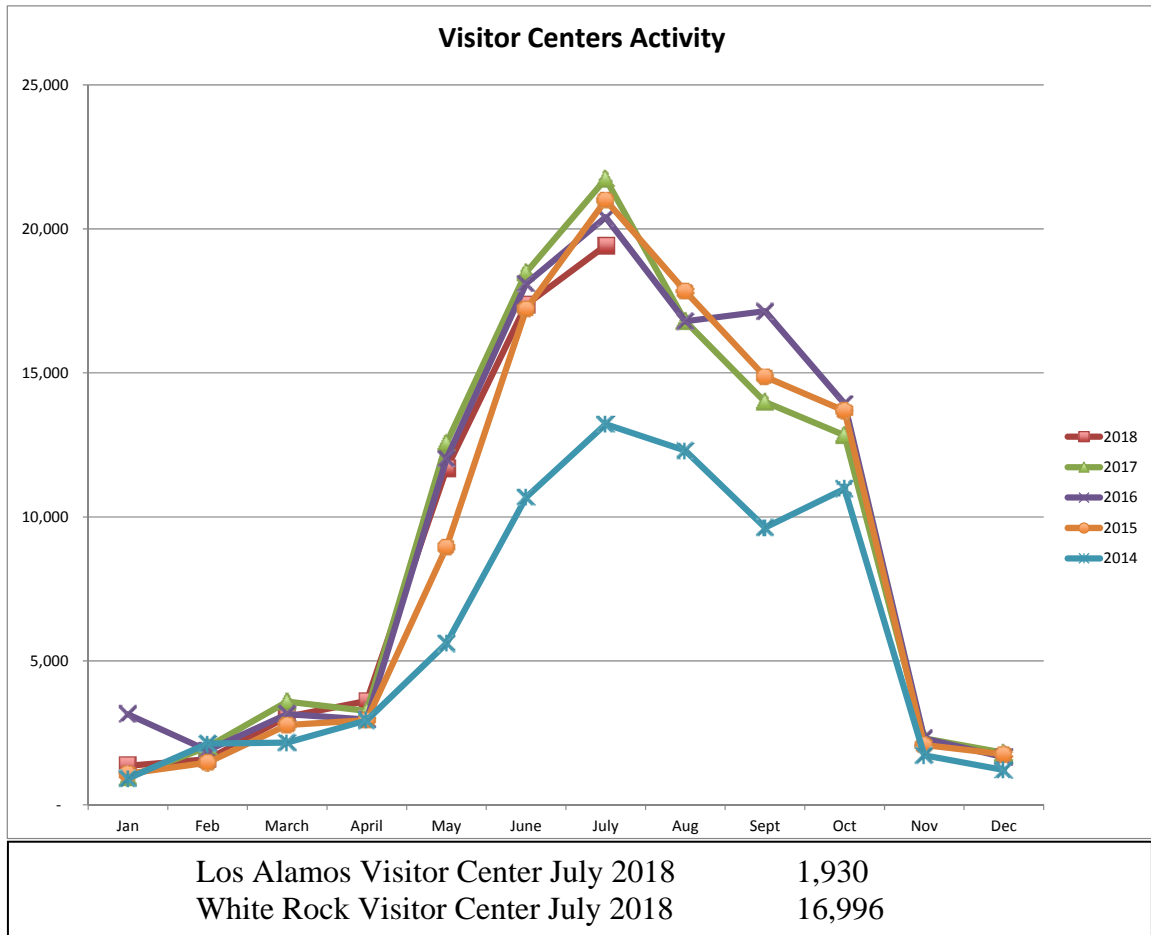
Sincerely,

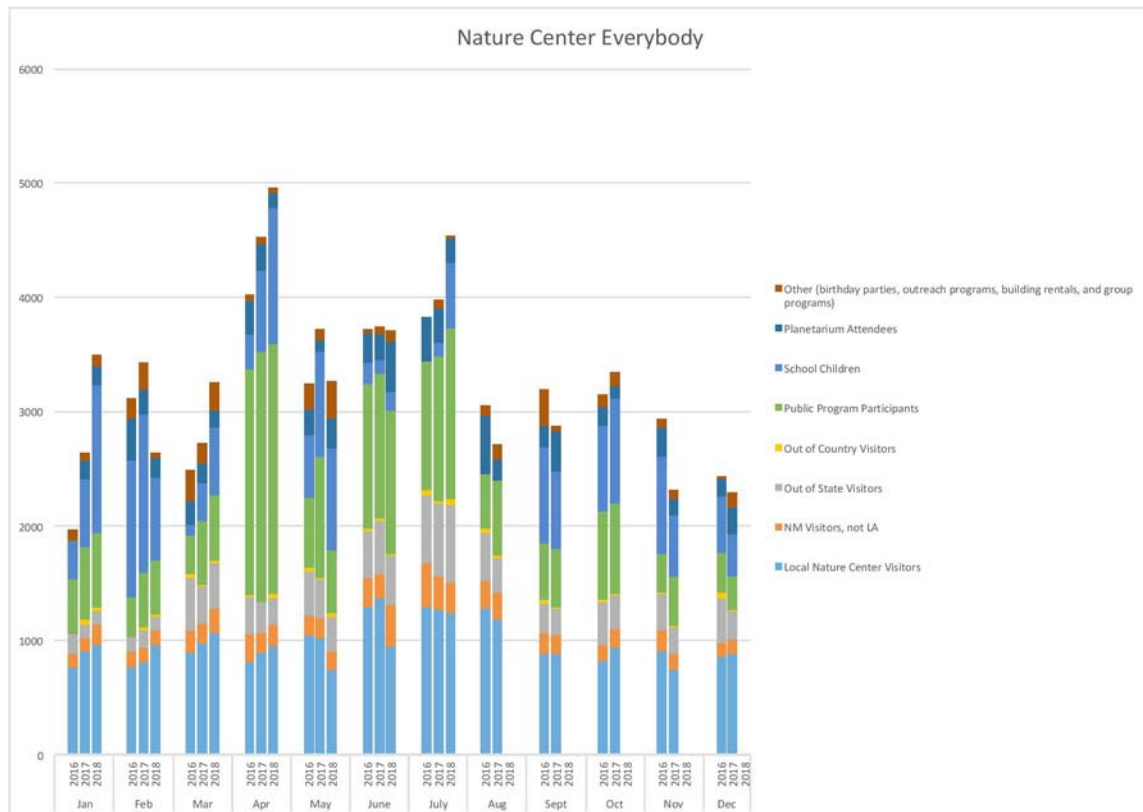
Melanie Peña
Director Discover Los Alamos

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

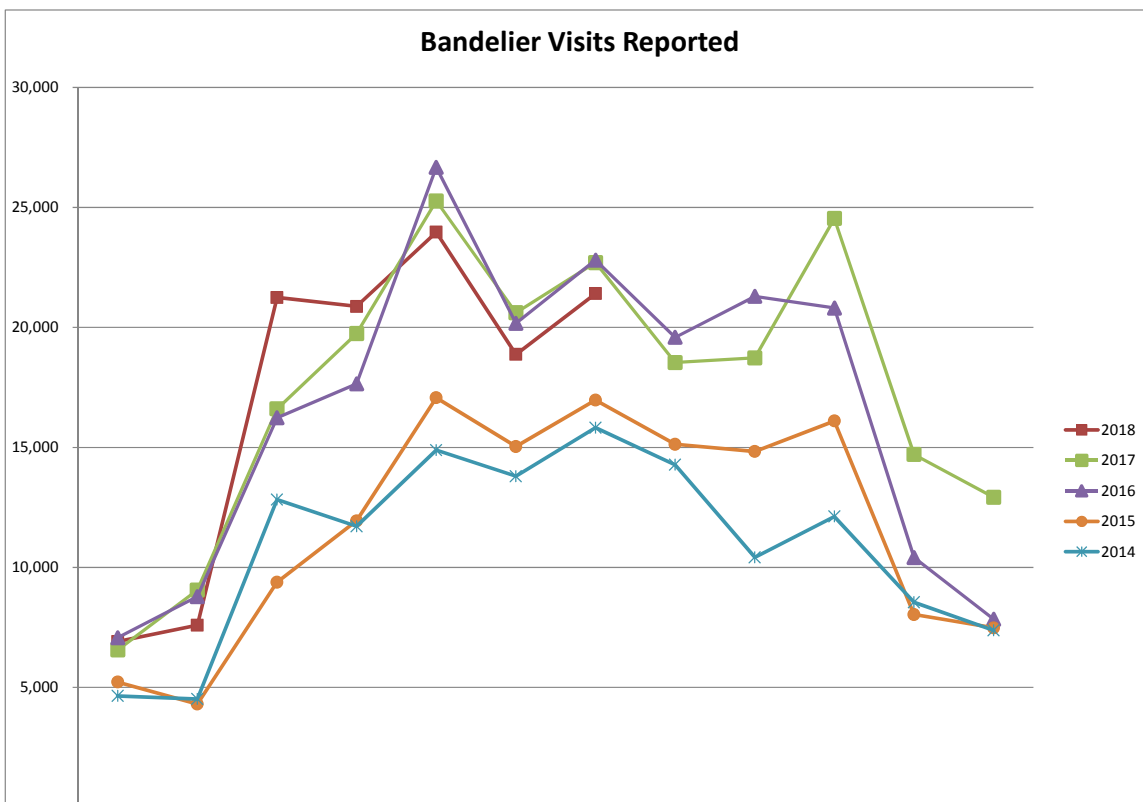
DLA Monthly Report

July 2018

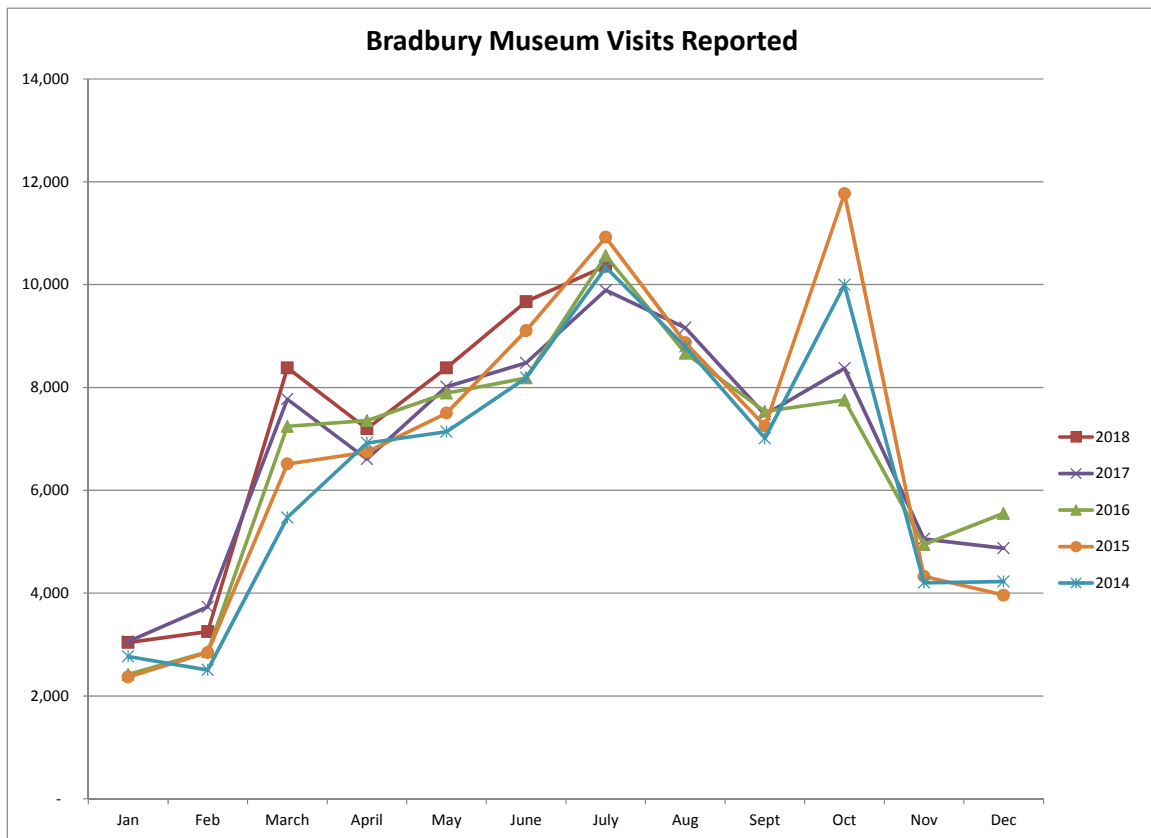




Nature Center July 2018 4,541

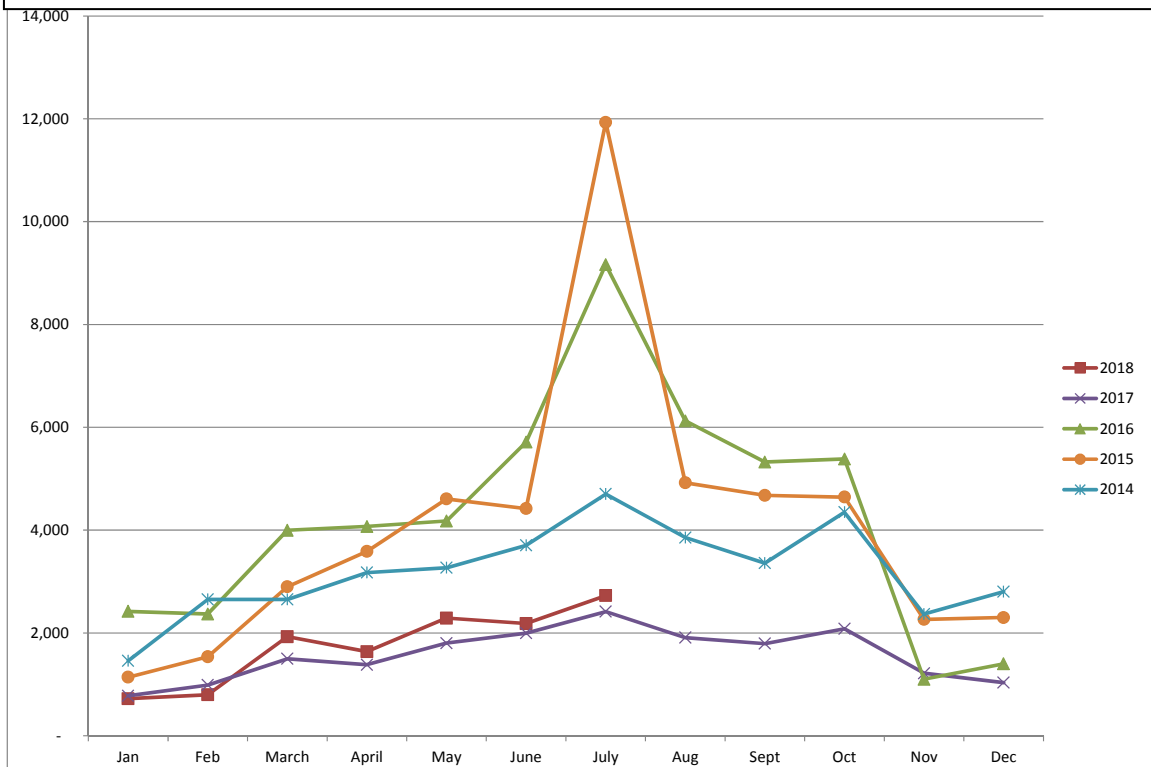


Bandelier National Monument July 2018 21,410



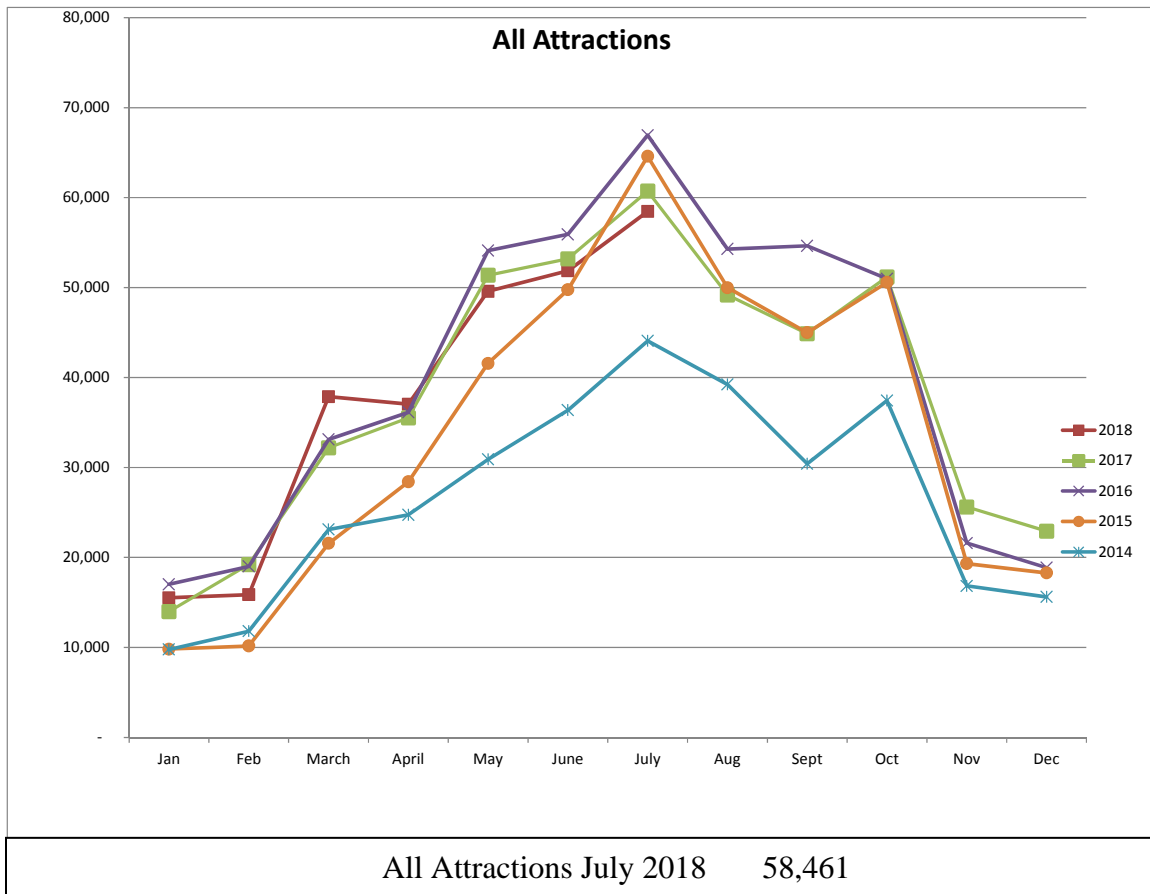
Bradbury Science Museum July 2018

10,361



History Museum July 2018

2,726



July 2018 Narrative Comments

- We currently have approximately 104,000 copies of the Los Alamos Visitor Guides in storage.
- Event material on kiosks and the "Where Discoveries are Made" displays is updated weekly by a DLA representative. There are currently 16 in place in Los Alamos/White Rock.
- All state-managed visitor centers were contacted during the month to ensure they have Los Alamos Visitor Guides in stock. Similarly, local distribution points are also monitored. These are filled by contractor Fun & Games.
- DLA's website visitlosalamos.org 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 events concierge calendar in the visitor centers.
- DLA recruits, trains, and manages volunteers for a variety of work. The number of volunteer hours logged in July was 116.

- Comments left by visitors in our logs included “Curiosity, love history”, “Thank you for being here”, “Great information, you all are the best”, “Camped up by the dam, very helpful staff”, “Thanks for the restroom”, “Great Visitors Center”, “First time here”, “Interested in history”, “Awesome”, “Thanks for the help, the drive was spectacular”, “Much thanks to competent individuals here to assist us visitors, thank you”, “Yay, this looks like fun”, “Fabulous, just beautiful and much to see and experience”, “So much to see so little time”, “Bigger than I expected (the town)and really dramatic country.”
- WRVC Business Display Cases featured the Nature Center (PEEC), Gadgets (Bradbury Science Museum), History Museum, Flower’s by Gillian, Seeking Chameleon, Unquarked, CB Fox, Rose Chocolatier, Warm Hearts Yarn, Pet Pangaea, Float LA, High Mesa Dental Arts and Hilltop Spa were on display for the month of February. 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 2018. In addition to providing materials and information, requests are also made for permission based emails customized for each group. Not all groups choose this promo.
 - 27 Coro de Cámara
 - 30 Libraries Transform
 - 25 LA Atomic City Bridge
 - 20 LANL meeting

July 2018:

47 visitlosalamos.org online Visitor Guide requests.
 25 Visitor Guides sent to Texas Monthly inquiries.

Analysis of Visitor Surveys

July 2018

Sample size = 100 entries

✓ *Length of Stay* -

93% of visitor center survey respondents report less than a day
 7% report overnight stays

✓ *First Time Visit to Los Alamos* –

80% Yes
 20% No

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

Bandelier	68%
Manhattan Project/MPNHP	48%
Bradbury/History Museum	33%
Nature Center	7%
Scenery/Recreation/Sports	17%
Business/Family/Friends	7%
Other: _____	

- ✓ The most prevalent states of origin are from Texas, California, Pennsylvania, Colorado, Tennessee, Arizona, Wisconsin, North Carolina, Florida, Illinois, Ohio, and Washington State.

- ✓ The most prevalent foreign countries of origin are from France, Canada, Belgium, Malaysia, Hong Kong, Prague, Italy, Australia, and New Zealand.

- ✓ The most prevalent cities in New Mexico visiting Los Alamos are from Espanola, Taos, Albuquerque and Santa Fe.

Aquatics

Splash-N-Dash #4, Wednesday, July 11th, 72 participants 384 Visits:

Adults and youth enjoyed these mini contests to prepare triathletes for the annual Los Alamos Triathlons.



Rocket Fueled Family Fun Night – Friday, July 13th, 40 Participants:

This year's event included diving for treasure (coins), the bounce house, and a cannonball contest with great prize bags for the winners.



Special Olympics – Sunday, July 16th, 50 Participants & 75 Spectators:

The Walkup Aquatic Center played host to swimmers from across northern New Mexico who came together to compete at this meet which was the culmination of a year's worth of hard work and training. Each event was timed, competitive, and every race ended in big smiles from both the competitors and spectators.



Scuba Diving Certification – July 20th & 21st, 5 participants:

A PADI Open Water certification class was held at the Aquatic Center. This is an introductory course to scuba diving, and participants first get to try out their skills in the pool before heading out to open waters.



Shark Week – July 22nd – 27th, 60 participants:

The Aquatic Center was taken over by shark floats in the pool, and for those who didn't want to go in the water with the scary beasts, shark movies and popcorn were available on Tuesday and Wednesday in the classroom.



Recreation

4th of July Activities at Overlook Park – Wednesday, July 4th, 500+ participants:

Water balloons, a 7' Unicorn sprinkler and other sprinklers, giant games, hot dogs, popcorn and cold refreshments rounded out alternative 4th of July activities at Overlook Park.



Mud Volleyball Tournament – Saturday July 7th, 120 participants & 60 Spectators:

It was a beautiful day for 12 teams to compete for the title of Mud Volleyball Champion. “Team Spuds” went all the way to take this very tough tournament from some equally competitive teams.



ScienceFest – Wednesday, July 11th – Sunday, July 15th, MIP- 300 participants, TBD All Events:

This community signature event kicked off with a Movie in the Park at Ashley Pond, had multiple activities around town throughout the week, had Festival Day in downtown Los Alamos on Saturday, and wrapped up the festivities with a viewing of “The Martian” on Sunday Night at Bathtub Row Brewing.



King of the Hill RC Race Series – July 13th – 15th, 30+ drivers and 75+ spectators:

The Overlook Park RC track, or, Overlook Raceway, was packed full of cars, crews and spectators from New Mexico and Colorado.



Movies in the Parks - Wednesday, July 18th, 180 participants:

Library Services hosted the showing of “Coco” at Urban Park with stories and crafts before the movie.



Rio Arriba County Fair Outdoor Movie – Wednesday, July 25th, 160 participants:

The Los Alamos County Fair and Rio Arriba County Fair committees have been working together to allow LAC 4-H participants to join the Rio Arriba 4-H and show their animals. As part of this collaborative relationship the committees also worked together to bring an outdoor movie to the Rio Arriba Fair.



Border Wars RC Racing Series – July 26th – 29th, 40+ drivers and 100+ spectators:

The “Overlook Raceway” hosted the second race of a five race series moves between Colorado (Longmont & Colorado Springs), Texas (Amarillo & El Paso), and New Mexico (Albuquerque & Los Alamos).



Los Alamos Triathlons – Saturday, July 28th, LA & JR Tri – 163 participants; Kids Tri – 51 participants:

Another great race day with participants ranging from 3 years to 77 years old. Thank you to everyone who helps support this race including the Los Alamos Police Department, Traffic and Streets Division, the Los Alamos Auxiliary Fire Brigade, and the many, many community volunteers.



Los Alamos Summer Concert Series – Friday, July 6th, 13th, 20th & 27th, 160 participants

The summer rains may have dampened a few nights, yet concert goers continue to enjoy the music and vendors.



Golf

New Tee Line, Top Dressing & Greens Rolling – 100% Complete

Maintenance staff continues the upkeep of the Course for daily and tournament play, and installed the new tee line on the Golf Course driving range.



Parks

Wind Sculptures at Mesa Public Library – 100% Complete

Parks Crews installed the Wind Sculptures created by Mark White Fine Art in Santa Fe, at Mesa Public Library near the Skate Park. These pieces acquired through the County's Art in Public Places Program.



Guaje Pines Columbarium & Landscaping – 100% Complete

Construction of the columbarium, a structure where urns will be stored, is complete. Soon niches, the compartments that hold the urns, will be available for purchase.



Open Space

Secondary Trailhead Kiosks – 100% Complete

Two secondary trail kiosks were installed at Los Alamos Mesa and Kwage Mesa trailheads. Next steps are to install updated trailhead maps.



Los Alamos County Fire Restrictions – July 19th, Back to Baseline Restrictions:

NEWS RELEASE



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FOR IMMEDIATE RELEASE

Los Alamos County Fire Restrictions

Los Alamos, New Mexico—

Baseline Restrictions:

- Fireworks and incendiary devices are never allowed on federal public lands.
- Outdoor burning on public land in Los Alamos County is only allowed in approved fire rings at Camp May Campground.
- National Parks, Monuments, Preserves and Wildlife Refuges host year-round fire restrictions. Contact Bandelier National Park and Valles Caldera if you plan to visit for specific restrictions.

Follow the USFS and NM State Forestry Restrictions when outside of the municipality of Los Alamos. Visit www.nmforestry.com or <https://firerestrictions.us/> for more information.