



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, October 16, 2018

12:00 PM

1000 Central Avenue, Room 110

I. ADMINISTRATIVE ACTIONS

A. Call to Order/Introductions

B. Approval of Today's Agenda

C. Review/Approval of Meeting Minutes

[11315-18](#) Minutes from the Lodgers' Tax Advisory Board Meeting on September 25, 2018.

Recommendation: I move that the Board approve the Minutes for September 25, 2018.

Presenters: Lodgers' Tax Advisory Board

Attachments: [September 25, 2018 LTAB DRAFT Minutes](#)

D. Board Vacancies Status

E. November Meeting Date

F. 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 Report (Katie Bruell)

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

1. NM Hospitality Association's Top HAT Awards Finalists

* PEEC/Los Alamos Nature Center's Bear Festival - Outstanding Attraction

* Bradbury Science Museum's Manhattan on the Mesa: Manhattan Project National Historical Park - Best New Experience

2. New Mexico Tourism Department

* NMTD Update

1. [11323-18](#) NMTD Update

Presenters: Lodgers' Tax Advisory Board

Attachments: [NMTD-MMP FY18Summary LosAlamos FINAL](#)

* Andrea Lawrence Visit, Oct 23

* North Central Region Board Meeting, Nov 5 in Taos

C. Mainstreet/Creative District Report (Ryn Herrmann)

1. New Creative District Curator, Jennifer Lovelass
2. Creative District Update - Creative District Boundaries Expansion
3. MainStreet District Map Update, Fair & Rodeo Report, Lauren McDaniel

1. [11317-18](#) Fair & Rodeo Parade Report

Presenters: Lodgers' Tax Advisory Board

Attachments: [2018 Fair Rodeo Event Report LA MainStreet](#)

D. Branding Update (Kelly Stewart)

1. Discoveries Action Team Projects Update

E. Tourism Marketing Report (David Empey)

1. Balloon Fiesta/Los Alamos NM True Booth Report

2. Monthly Reports

1. **11318-18** Tourism Marketing Report

Presenters: Lodgers' Tax Advisory Board

Attachments: October Marketing Report
October 2018 Los Alamos PR-Social Activity Report

3. FY18 Marketing Co-Op Summary Report Review

4. Client Services Update, Floyd Vasquez

F. Lodgers' Tax Revenue Report Review (ALL)

1. [11321-18](#) Lodgers' Tax Revenue Report

Presenters: Lodgers' Tax Advisory Board

Attachments: [LTAB Revenue Report](#)

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

1. [11322-18](#) Visitation by Attraction/Visitor Centers

Presenters: Lodgers' Tax Advisory Board

Attachments: [September 2018 Visitation By Attraction Report](#)

H. Group Marketing Events/Opportunities (All)

I. County Recreation Report (Dianne Marquez)

J. Other Announcements (All)

III. NEW AND PENDING ITEMS/PROJECTS

A. FY18-FY19 Tourism and Visitation Reports Review/Discussion

1. FY18 Visitor Center Services Annual Report, Melanie Pena

1. **11319-18** FY18 Visitor Center Services Annual Report

Presenters: Lodgers' Tax Advisory Board

Attachments: DLA FY18 Visitor Center Services Annual Report

2. FY19 Tourism Marketing Plan, David Empey

2. [11320-18](#) FY19 Tourism Marketing Plan

Presenters: Lodgers' Tax Advisory Board

Attachments: [FY19 Los Alamos Tourism Marketing Plan_FINAL DRAFT 10092018](#)

B. LTAB Forums, Kelly Stewart & Linda Matteson

1. Forums To Date

* Wayfinding Materials (Aug 21)

* Visitation Data Collection and Reporting (Sep 25)

2. Future Forums

C. Other new/Pending Projects

IV. NEXT MEETING(S)/FUTURE AGENDA ITEMS

A. Next Meeting: Tuesday, November 20 or 27, 12-2 p.m. B & C Room 110.

B. Future Agenda Items

V. 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.



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, September 25, 2018

11:30 AM

1000 Central Avenue, Room 330

I. ADMINISTRATIVE ACTIONS

This meeting will not be live-streamed.

A. Call to Order/Introductions

Members Present: Ryn Herrmann, Chair; Linda Deck, Vice Chair; Katie Bruell, Elizabeth Allen, and Catherine Mockler, Members

Council Liaison: Morrie Pongratz, Councilor

Others Present: Kelly Stewart, Staff Liaison; Linda Matteson, Assistant to the County Manager; Barbara Lai, Senior Management Analyst, LTAB Admin Support; Jennifer Bennett, Los Alamos Historical Society; Beth Cortright, Pajarito Environmental Education Center; Sabastian Flores, Manhattan Project National Historic Park; Dave Fox, Discoveries Action Team Member, David Empey, Griffin & Associates; Melanie Peña, Los Alamos Commerce and Development Corporation; Sara Scott, Resident.

The meeting was called to order at 11:36 am.

B. Approval of Today's Agenda

The Data Collection and Analysis item was moved to the top of the Agenda after Public Comment. Vice Chair Deck moved to approve the agenda. Member Bruell seconded the motion. The motion passed unanimously.

Approval

C. Review/Approval of Meeting Minutes

1. [11225-18](#) Minutes from the Lodgers' Tax Advisory Board Meeting on August 21, 2018.

Attachments: [A - August 21 Minutes DRAFT](#)

The board reviewed the minutes of the previous meeting. Vice Chair Deck moved to approve the minutes as corrected. Member Bruell seconded the motion. The motion passed unanimously.

D. Public Comment for Items Not on the Agenda

No public comment.

II. REPORTS

Review all reports in advance; report or request info on urgent/time-sensitive items only.

A. Inter-Board-Commission Liaisons Update

1. Art in Public Places Advisory Board (Ryn Herrmann)

No report.

2. Historic Preservation Advisory Board (Linda Deck)

No report.

3. Library Board (Katie Bruell)

No report.

4. Parks and Recreation Board (Elizabeth Allen)

No report.

5. Planning and Zoning Commission (Catherine Mockler)

No report.

6. Transportation Board (Kelly Stewart)

No report.

7. Tourism Implementation Task Force Report (Katie Bruell, Linda Matteson)

No report.

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

1. NM Top HAT Awards Nominations

Chair Herrmann reported that the New Mexico Hospitality Association's TOP HAT Awards are coming up on November and three Los Alamos attractions have submitted events: PEEC/Los Alamos Nature Center's Bear Festival, San Ildefonso Pottery Art Project, and the Bradbury Museum's Manhattan on the Mesa grand opening event for the Manhattan Project National Historical Park.

2. Balloon Fiesta Staffing

* Sat. Oct. 6 - David Empey and two Bandelier Rangers (incl. Abert the Squirrel)

Mr. Empey reported that everything is ready for staffing the Los Alamos is New Mexico True booth at the Albuquerque International Balloon Fiesta on Saturday mornings, October 6 and 13. Additional staffing is scheduled for each date. Oct 6: Bandelier National Monument rangers will assist, and on Oct 13, Linda Deck, Linda Matteson and Kelly Stewart will assist David Empey.

* Sat. Oct. 13 - David Empey, Kelly Stewart, Linda Deck and Linda Matteson

C. Mainstreet/Creative District Report (Ryn Herrmann)**1. [11229-18](#) MainStreet/Creative District Reports**

Attachments: [A - 2018 ScienceFest Event Report 8.13.18](#)
[B - LA Creative District Curator Report \(July 2018\)](#)
[C- LA Creative District Curator Report \(Aug 2018\)](#)
[D - 2018 Fair Rodeo Event Report \(LA MainStreet\)](#)

Chair Herrmann requested that the Board members review the ScienceFest and Creative District reports. It was noted that the 2017 Fair and Rodeo Report was mistakenly attached to the packet. The 2018 version will be presented at the next meeting. The members discussed the challenge of measuring attendance at free events.

D. Branding Update (Kelly Stewart)

Ms. Stewart reported that the next meeting of the Discovery Actions Team is October 15, 2018.

E. Tourism Strategic Plan/Wayfinding Plan Update (Linda Matteson)**F. Tourism Marketing Report (David Empey)****1. [11226-18](#) Tourism Marketing Report**

Attachments: [A - September Marketing Report](#)
[B - September 2018 Los Alamos PR-Social Activity Report](#)
[C - NM True Adventure Guide](#)

Mr. Empey asked the board to review and comment on the proposed print ad prepared for insertion in the New Mexico Adventure Guide as part of the FY19 Cooperative Marketing mixed media buy. The deadline for submittal is Wednesday, October 3, 2019. Mr. Empey announced

that the Los Alamos Visitor Guide has won an award from New Mexico Chapter of the Public Relations Society of America. The award recognizes the best of the best in the public relations industry. He also mentioned that next month he will bring the New Mexico Tourism Department's summary metrics report of last year's Cooperative Marketing program.

G. Lodgers' Tax Revenue Report Review (ALL)

1. [11227-18](#) Lodgers' Tax Revenue Report Review

Attachments: [A - Lodgers' Tax Revenue Accrual Report](#)

Ms. Stewart reported that LTAB revenues are up from last year.

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

1. [11228-18](#) Visitation By Attraction/Visitor Centers

Attachments: [A - August 2018 Monthly Report.doc](#)

I. Group Marketing Events/Opporunities (All)

J. County Recreation Report (Dianne Marquez)

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

L. Other Announcements (All)

III. NEW AND PENDING ITEMS/PROJECTS

IV. PRESENTATIONS/DISCUSSION ITEMS

A. Visitation Data Collection and Analysis

1. [11232-18](#) Survey Visitation Data Collections and Analysis

Attachments: [A - 2018 9 29 Los Alamos Visitation Data Collection and Reporting Form](#)

Kelly Stewart presented the Survey Visitation Data and Collection Analysis form. With the goal of increasing visitation to Los Alamos, the objective of the exercise is to establish a baseline by documenting each tourism attraction and facility's visitation data collection and reporting criteria and methodology. The questionnaire respondents are the Los Alamos Historical Society Museum; both the White Rock and Los Alamos Visitor Centers; and the

Manhattan Project National Historical Park Los Alamos Visitor Center. The Board members and guests discussed the survey results and reviewed the Visitation By Attraction/Visitor Centers report to determine a visitor-count baseline. The participants also discussed new ideas on how to increase tourism numbers.

Once the baseline is established, Ms. Stewart will meet with representatives from the New Mexico Tourism Department to compare data and methodologies.

V. NEXT MEETING(S)/FUTURE AGENDA ITEMS

A. Municipal Building, B & C Room 110

B. Future Agenda Items

1. Oct. 16: Strategic Tourism Collaboration (Part 3) Tourism Attractions Marketing
& Media Plans and Distribution Outlets
2. Nov 20: Strategic Tourism Collaboration (Part 4) Businesses that cater to Visitors

VI. ADJOURN

The meeting adjourned at 1:30 pm.

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NEW MEXICO TOURISM DEPARTMENT COOPERATIVE ADVERTISING PROGRAM

FY18



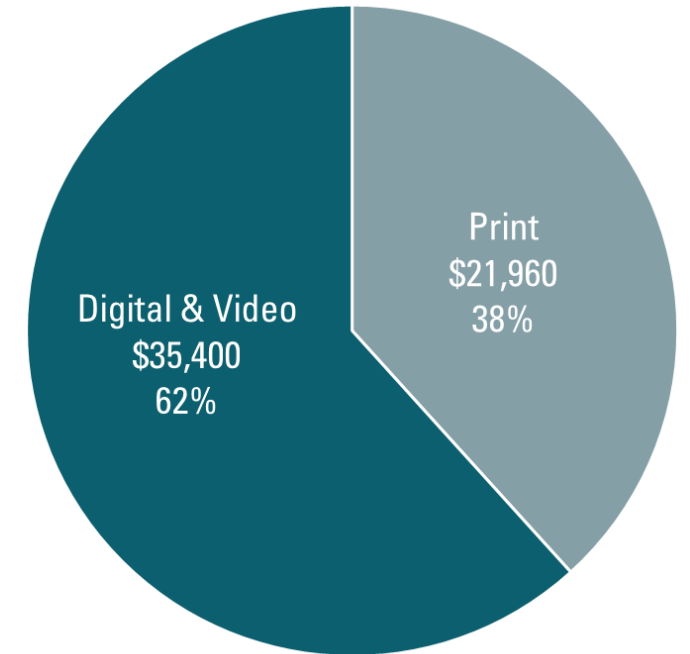
LOS ALAMOS COMMERCE AND DEVELOPMENT CORP.

FY18 FISCAL SUMMARY

NEW MEXICO *True*

PROGRAM OVERVIEW – Award Summary + Total Exposure

Program	Placement	Timing	Partner Spend	NMTD Match	Total Value	Channel
New Mexico Magazine Advertorial	Full page Advertorial (2x) + DIGITAL 2 e-newsletter True co-Branded Nov & April	Nov 2017, April 2018	\$5,250	\$5,250	\$10,500	Print
New Mexico True Adventure Guide	Half page	Feb '18	\$3,730	\$3,730	\$7,460	Print
Outside Magazine Advertorial	Quarter Page Advertorial + newsletter feature	Apr 2018	\$2,000	\$2,000	\$4,000	Print
RootsRated Content + Facebook Distribution	3 articles + FB Promotion 12,000 engagements	Jan - Mar 2018	\$2,700	\$2,700	\$5,400	Digital & Video
StackAdapt	Article Content (produced by Roots Rated) and Video Distribution	May - June 2018	\$5,000	\$5,000	\$10,000	Digital & Video
NCC	NCC GO Premium In-Stream Video :15, :30 Videos Cable Programming on Every Screen as well as connected TV (apple, Roku, Chromecast, etc.) + banner. 714,286 Video Impressions.	Jan - Mar 2018	\$10,000	\$10,000	\$20,000	Digital & Video
			\$28,680	\$28,680	\$57,360	



Total Reach: 5,371,391

(All channels – includes impressions, circulation and distribution)

NEW MEXICO MAGAZINE ADVERTORIAL

NewMexico
MAGAZINE

NEW MEXICO *True* SPECIAL ADVERTISING SECTION

Time Traveling in Los Alamos



1. Susanne Vertel's bronze statue of J. Robert Oppenheimer stands outside of Fuller Lodge in Los Alamos.
2. Fishing is only one of the many things visitors can enjoy in the Valles Caldera National Preserve.
3. Bandelier National Monument features a number of Ancestral Puebloan cave rooms that visitors can climb and explore.

HIGH ON THE PAJARITO
Plateau, Los Alamos is an extraordinary gateway to three national parks, spanning more than a million years of New Mexico's past. Lovers of history, science, and adventure can explore the worlds of Ancestral Puebloans, 19th-century homesteaders, fearless Rough Riders, and scientists who changed the world.

VALLES CALDERA NATIONAL PRESERVE
From the blast that created

the 13-mile-wide volcanic depression, to the prehistoric farmers and hunters, to the ranchers that have ridden the grasslands for a hundred years, this national park offers ranger programs and guided tours to help visitors see and fully experience this area's unique high-mountain history.

BANDELIER NATIONAL MONUMENT
Once home to hunter-gatherers and Ancestral Puebloans, Spanish settlers, and, today, intrepid

adventurers, Bandelier has trails that wind through cliff dwellings, up rock faces, and along rushing streams. Night-sky programs and guided tours ensure the full experience.

MANHATTAN PROJECT NATIONAL HISTORICAL PARK
Preserving the legacy of the 6,000 people who worked on the first atomic bombs, America's newest park has a guided tour around downtown Los Alamos featuring the places and people that made up the

Secret City. Also worth a visit is the nearby Bradbury Science Museum that offers interactive exhibits exploring the science and engineering of the effort.

VisitLosAlamos.org
(800) 444-0707



nm magazine.com // NOVEMBER 2017 23

November 2017

Full Page

Circulation: 75,000

Bonus eNewsletter: 7,994 Opens / 343 Clicks

Total Spend: \$5,250

NEW MEXICO *True* SPECIAL ADVERTISING SECTION

Three Parks and a Million Years in Los Alamos



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3. Bandelier National Monument features a number of Ancestral Puebloan cave rooms that visitors can climb and explore.

NESTLED IN THE JÉMEZ MOUNTAINS
Los Alamos is the perfect base from which to explore the diverse and transformative history of the region. Three extraordinary national parks are within reach, which, together, offer views into more than a million years to help visitors experience this area's unique high-mountain history.

VALLES CALDERA NATIONAL PRESERVE
From the blast that created the 13-mile-wide volcanic depression to the prehistoric farmers and hunters to the ranchers who have ridden the grasslands for a hundred years this park offers ranger programs and guided tours to help visitors experience this area's unique high-mountain history.

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VisitLosAlamos.org
(800) 444-0707



nm magazine.com // APRIL 2018 27

April 2018

Full Page

Circulation: 75,000

Bonus eNewsletter: 7,889 Opens / 298 Clicks

Total Spend: \$5,250

NEW MEXICO TRUE ADVENTURE GUIDE

NewMexico
MAGAZINE

2018

Half Page

Circulation: 575,000

Total Spend: \$7,460



Enchanted Adventures

From ancient pueblos and supervolcanoes to historic road trips and national monuments, New Mexico is ripe for exploring

There's a reason New Mexico is nicknamed the Land of Enchantment. The state feels enticingly magical, thanks to dramatic high-desert landscapes, brilliant turquoise skies, and seemingly never-ending outdoor activities and iconic landmarks. (Not to mention the state's killer green chile breakfast burritos.)

Here you'll find excursions of every type, from family getaways to the otherworldly caves of Carlsbad Caverns and adventure-laden outings like paddling through the Rio Grande Gorge. You can sand-sled at White Sands National Monument, hike among traditional pueblos, or bike around ancient supervolcanoes. Or just cruise historic Route 66, with pit stops that include the 81-foot-deep Blue Hole and vintage hotels and diners straight out of the 1950s. Put it all together and you have a trip worth taking, and one you're not likely to forget.

NEW MEXICO *True*

Farmington: Basecamp of the Four Corners

Farmington, New Mexico, sits literally at a crossroads. This thriving town in northwest New Mexico serves as the commercial hub of the culturally rich Four Corners area, and it's at the confluence of three major rivers: the San Juan, the Animas, and the La Plata. Because of its pristine location, there are endless places to visit and things to do when you visit.

Start by mountain biking among sagebrush and junipers on an extensive network of singletrek that crosses sandy arroyos, massive sand dunes, and perfectly buff sandstone. Stop by the Farmington Visitor Center for rental and

trail info.) Or head out for a hike into the remote badlands of Bisti/De-Na-Zin Wilderness, a unique and eerie landscape that was once a coastal inland sea swamp and is now dotted with otherworldly rock formations, hoodoos, spires, pinnacles, and arches.

With five nearby lakes in addition to the three rivers running through town, there's plenty to do and things to do when you visit.

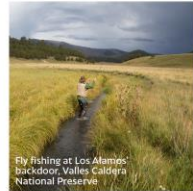
Start by mountain biking among sagebrush and junipers on an extensive network of singletrek that crosses sandy arroyos, massive sand dunes, and perfectly buff sandstone. Stop by the Farmington Visitor Center for rental and

Los Alamos: Where History and Nature Meet

High in the mountains above Santa Fe, set on the mesas of the Pajarito Plateau, you'll find the quirky, science-driven town of Los Alamos. Known as the birthplace of the atomic bomb, Los Alamos also serves as the gateway to some of northern New Mexico's most stunning wilderness, including three national parks.

At Valles Caldera National Preserve, rangers will guide you around a 13-mile-wide caldera formed by a volcanic explosion 1.25 million years ago, which has since turned into a rolling grassland. At Bandelier National Monument, you can hike among ancient petroglyphs, cliff dwellings, and gushing streams or gaze at the starry night sky with a trained astronomer.

Back in town, learn the fascinating history of the atomic bomb at the Manhattan Project



Fly fishing at Los Alamos' Bandelier National Preserve

National Historical Park, where you can take a guided tour through the once-called Secret City that preserves the legacy of the 6,000 people who harnessed atomic energy. Not enough? Don't miss the Bradbury Science Museum for a window into the history of the Los Alamos National Laboratory. VisitLosAlamos.org

© LESLIE BUCKLIN



Outdoor lovers and active families thrive in Farmington, New Mexico

Fishing the San Juan River



Hiking Chaco Culture National Historical Park

COURTESY PHOTO © CURTIS GALEN; AUDIO PHOTO © CURTIS GALEN; HEADS PHOTO © CAROLYN RABIN

Santa Fe Thunder: A Truly 'Different' Half Marathon

With historic churches, famous Canyon Road galleries, and rich history down every narrow, maze-like street, Santa Fe is unlike any town in America. So it should come as no surprise that its signature running event, the Santa Fe Thunder Half Marathon, held the third Sunday in September for the past seven years is every bit as unique, funky, and steeped in history.

For starters, the air is thin. The race starts at an elevation of 7,000 feet, and runners steadily climb 300 feet over the first two and a half miles. Thankfully, that's it for going up, and the rest of the course gradually descends 1,300 feet, finishing in the Pueblo of Pojoaque.

Then there's the roadside entertainment and multicultural

traditions. The race begins when a Kalenjin warrior from Kenya sounds his grandfather's kudu horn; African drummers energize the crowds at the start and finish; and, near the five-mile mark, local belly dancers shimmy and shake in front of the beloved Tesuque Village Market. (Locals' tip: Return to this eclectic café after the run for house-made tamales and some of the best green chile stew in the state.)



Handmade Pueblo of Pojoaque

The mountain views along the course are worth the race fee alone, with the Jemez Mountains to the west and the Sangre de Cristo rising dramatically from the east. You'll run past the famous open-air Santa Fe Opera and alongside the iconic and appropriately named Camel Rock, ending in the red-rock Rio Grande Valley at the sprawling oasis that is Pojoaque Pueblo's Buffalo Thunder Resort.

Another cool thing



A start like no other

about the event is its ties to both local organizations and the international running community. The race is organized by and raises money for the Santa Fe-based nonprofit Global Running Culture, which aims to improve the lives of young people through sports and education in three mainly indigenous communities where running is a vital part of the culture: northern New Mexico; Matungt, Kenya; and Copper Canyon, Mexico. Every finisher is awarded a unique medal designed by renowned Jemez Pueblo artist Bernice Gachupin, and the top three finishers from each age group

receive handmade medals created by the Gachupin family on the pueblo, where long-distance running has been a tradition for generations.

Proceeds from this year's half marathon, Lightning 5K, and 1-mile fitness walk are being dedicated to construction of a much-needed new school building in the remote village of Matungt, perched high above the Great Rift Valley in northwestern Kenya. The school will provide the next generation with tools to create a brighter future.

This year's half marathon takes place September 16, 2018. santafethunder.com

The 2018 Santa Fe Thunder Half Marathon will be held September 16



Santa Fe Thunder

Enchanted Adventures

From ancient pueblos and supervolcanoes to sporting events and national monuments, New Mexico is ripe for exploring

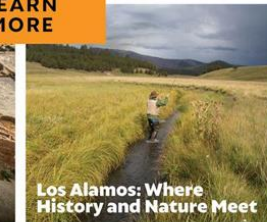


Santa Fe Thunder: A Truly 'Different' Half Marathon

CLICK TO LEARN MORE



Farmington: Basecamp of the Four Corners



Los Alamos: Where History and Nature Meet

NEW MEXICO *True*

SANTA FE THUNDER THE RACE DIFFERENT September 16, 2018

LOS ALAMOS where discoveries are made

FARMINGTON Join Your Journey

Bonus Custom Email

April 2018

Quarter Page

Circulation: 337,500

Bonus eNewsletter: 9,020 Opens / 101 Clicks

Total Spend: \$4,000

SOCIAL AND CONTENT PERFORMANCE	Los Alamos
Run Dates	1/1/18 – 3/31/18
Ad Engagements Guaranteed	12,000
Ad Engagements Delivered	27,140
Clicks	16,936
Impressions	1,005,006
%Engagement Rate	2.70%
%CTR (Clickthrough Rate)	1.69%
Total Spend/Budget (including NMTD match)	\$5,400.00
Cost Per Engagement/CPE (based on Media Spend)*	\$0.11
Cost Per Click/CPC (based on Media Spend)*	\$0.18
Cost Per Thousand/CPM (based on Media Spend)*	\$2.99
Content Engagement - Avg Scroll Depth (across all campaign articles)	62%
Content Engagement - Avg Read Time (across all campaign articles)	1.3

* Total spend is inclusive of costs for content creation, Facebook distribution and vendor campaign management. CPE, CPC and CPM are based only on the media spend portion.

Performance Highlights

- Exceeded Facebook ad engagement goal by 126%!
- Ad Engagement Rate and CTR were good – meaning the audience was excited about the content, interacted with the Facebook ad and clicked through to the article.
- Cost Per Engagement (CPE) was very low, making this a highly cost effective channel. Partner CPE is actually 50% of this number with NMTD budget match (\$0.05).

Facebook definition of ad engagement:

<https://www.facebook.com/business/help/735720159834389>

Los Alamos – Social Performance	Impressions	Link Clicks	Facebook Ad Engagements	CPM	CPC	CPE
The True Insider's Guide to Los Alamos	272,414	3,096	5,527	\$3.54	\$0.31	\$0.17
3 Must-Visit Parks to Explore Near Los Alamos, New Mexico	541,906	11,980	18,518	\$2.33	\$0.11	\$0.07
10 Ways to Explore Off the Beaten Path in Los Alamos	190,686	1,860	3,095	\$4.05	\$0.41	\$0.25

Los Alamos – Article Engagements	Pageviews	Reader Time (min)	Article Engagement Rate	Scroll Depth
The True Insider's Guide to Los Alamos	1,903	1.5	81%	61%
3 Must-Visit Parks to Explore Near Los Alamos, New Mexico	7,642	1.2	85%	62%
10 Ways to Explore Off the Beaten Path in Los Alamos	797	1.7	84%	65%

“3 Must-Visit Parks to Explore Near Los Alamos, New Mexico” was a stand out performer amongst the 3 articles, in terms of social ad engagement. Once arriving at the articles, article engagement was strong, yet relatively similar, across all 3 pieces.

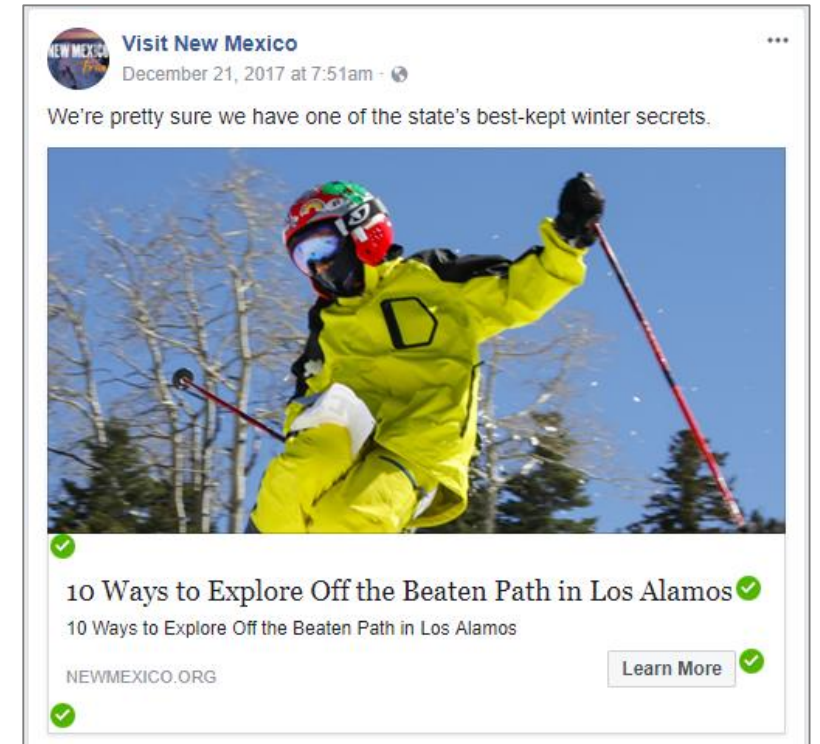
Facebook Screenshots + Article Links



<https://www.newmexico.org/blog/post/3-must-visit-parks-to-explore-near-los-alamos>



<https://www.newmexico.org/blog/post/the-true-insiders-guide-to-los-alamos>



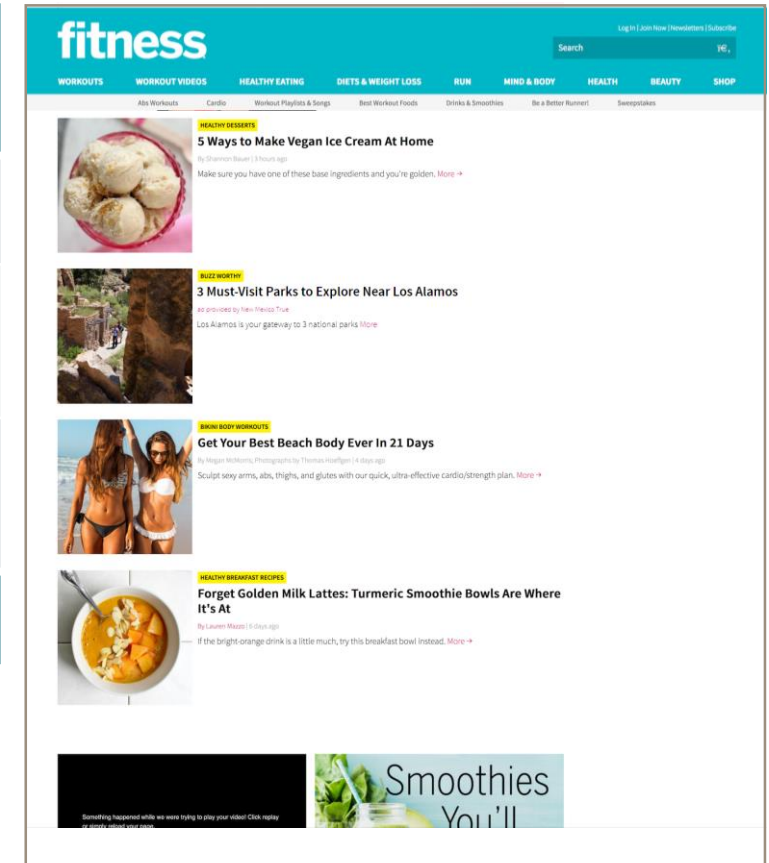
<https://www.newmexico.org/blog/post/10-ways-to-explore-off-the-beaten-path-in-los-alamos>

ARTICLES May-Jun 2018	Impressions	Clicks	CTR	Partner Spend	Total Spend (w/ NMTD Match)	eCPC*	eCPE*	15s Engagements on article
The True Insider's Guide to Los Alamos	819,674	2,241	0.27%	\$834	\$1,667	\$0.37	\$1.11	752
10 Ways to Explore Off the Beaten Path in Los Alamos	553,889	1,323	0.24%	\$833	\$1,667	\$0.63	\$1.94	430
3 Must-Visit Parks to Explore Near Los Alamos, New Mexico	854,706	1,961	0.23%	\$833	\$1,666	\$0.43	\$1.10	758
Total	2,228,269	5,525	0.25%	\$2,500	\$5,000	\$0.45	\$1.29	1,940

*Based on partner spend only

Performance Highlights

- Exceeded guaranteed article engagements (1,667) by 16%!
- Effective Cost Per Engagement and Cost Per Click (eCPE and eCPC) – which is calculated based only on the Partner's spend – were very low, making this a highly cost effective channel for content distribution. Note: the engagement tracked and measured with StackAdapt is article engagement (vs. RootsRated, which is Facebook ad engagement).
- Like RootsRated, "3 Must-Visit Parks..." was the top performer, though "The True Insider's Guide..." was a close second.



Please note, that because of StackAdapt's real-time targeted DSP environment, screenshots are only mocks using sample sites or sample ad formats that StackAdapt may include, and are not *actual* screens.

VIDEO May-Jun 2018	Impressions	Video Started	Video Completed	Clicks	VCR	CTR	Partner Spend	Total Spend (w/ NMTD Match)	eCPCV*	eCPC*
What_Can_You_Say _01_c.mp4	334,686	265,566	131,385	1,165	49%	0.35%	\$2,500	\$5,000	\$0.02	\$2.15

*Based on partner spend only

Performance Highlights

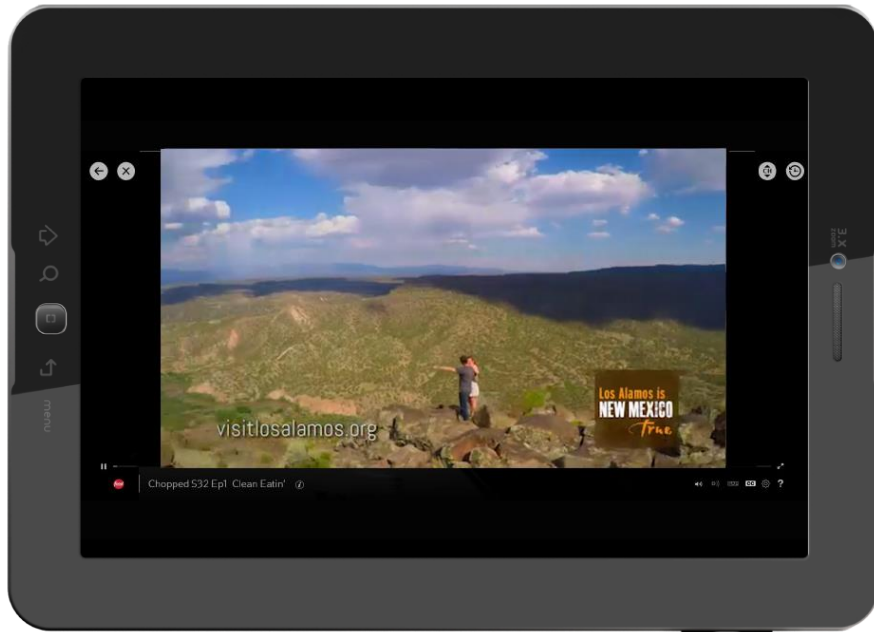
- Exceeded guaranteed completed views (62,500) by 110%!
- Video Completion Rate (VCR) was great and Effective Cost Per Completed View (eCPCV) – which is calculated based only on the Partner’s spend – was fantastic. Like the article distribution, this channel was cost effective for building awareness for Los Alamos.

Please note, that because of StackAdapt’s real-time targeted DSP environment, screenshots are only mocks using sample sites or sample ad formats that StackAdapt may include, and are not *actual* screens.



Los Alamos January 2018 – March 2018	CONTRACTED IMPRESSIONS	DELIVERED IMPRESSIONS	COMPLETED VIEWS	CLICKS	VCR	CTR	TOTAL SPEND	CPCV	CPC
What_Can_You_Say_01_NCC Digital	714,286	350,460	330,811	1,216	94%	0.35%	\$20,000	\$0.03	\$8.48
What_Can_You_Say_02_NCC Digital		351,224	331,786	1,108	94%	0.32%			
What_Can_You_Say_03_NCC Digital		14,343	13,238	34	92%	0.24%			
Total	714,286	716,027	675,835	2,358	94%	0.33%	\$20,000	\$0.03	\$8.48

* Due to NCC being an OTT (over-the-top) distribution channel, video views are forced views, which typically results in very high VCR (compared to channels like StackAdapt, where the video is skippable).



FY19 PARTICIPATION



FY19 OPT-IN AWARD SUMMARY

Organization Name: Los Alamos County
Organization Contact Name: Kelly Stewart
Email: kelly.stewart@lacnm.us

MMP PAYMENT TYPE: AGENCY PAY

AD AGENCY: Griffin & Associates
CONTACT: David Empey
Email: Dempey@griffinassoc.com

MEDIA/ SERVICE	VENDOR	DESCRIPTION	TIMING	TOTAL GROSS \$ VALUE OF PROGRAM	AD AGENCY TO BILL PARTNER		NMTD AWARD (NET \$ VALUE)	AD AGENCY TO PAY NMTD	
					GROSS \$* BILLABLE BY AD AGENCY (JULY 2018)	GROSS \$* BILLABLE BY AD AGENCY (DEC 2018)		Due to NMTD 7/9/18	Due to NMTD 12/10/18
Creative Production	Talweg-Approved Videography Resource VIDEO PRODUCTION PACKAGE 1 - Spring/Summer Shoot	1 Day Filming, Up to 2 Actors. 2-3 Person Crew, RED Epic Camera, Audio, Lighting, Post Production (Editing, Sound, Color Correction) DELIVERABLES: Video :15, :30, :60 edits + All B-Roll footage. See PARTNER REQUIREMENTS tab for important details on partner role in production process.	Apr 2019 shoot, Final cuts by early May for June 2019 dist'n	\$7,680	\$0	\$3,840	\$3,840		\$3,840
Print	New Mexico True Adventure Guide A LA CARTE DISPLAY	Half page Display Ad	JAN 2019	\$8,579	\$4,290	\$0	\$3,730	\$3,730	
Print - Ad Design Credits	AD DESIGN CREDITS	NMTD \$ credit towards your ad design expense for print a la carte display ads. All approved credits will be applied towards 1st partner payment due 7/9/18. (Special Advertorial programs not eligible for ad design credits; See "MMP CREATIVE PRODUCTION" tab to opt-in for Still Photography production to support these programs)		\$1,000	-\$500	\$0	\$500	-\$500	
TOTAL MMP				\$17,259	\$3,790	\$3,840	\$8,070	\$3,230	\$3,840
Social Media	Facebook/Instagram	Summer targeted campaign to run video	June - August	\$6,000			\$3,000		
TOTAL FLEX				\$6,000	N/A	N/A	\$3,000		

*SINCE YOU INDICATED THAT YOUR AD AGENCY IS BUYING MMP ON YOUR BEHALF, YOU WILL BE BILLED BY YOUR AGENCY FOR THE GROSS \$ INDICATED, WHICH INCLUDES YOUR AGENCY'S COMMISSION ON YOUR PORTION OF MMP MEDIA. (MMP CREATIVE PRODUCTION IS NOT COMMISSIONABLE.) YOUR AD AGENCY WILL BE INVOICED BY NMTD FOR THE NET PARTNER \$ DUE ON 7/9/18 AND 12/10/18.

IMPORTANT: FOLLOW UP TO ENSURE THAT YOUR AGENCY MAKES PAYMENTS TO NMTD ON TIME BY THE DUE DATES OF 7/9/18 AND 12/10/18 TO AVOID DELAY OR CANCELLATION OF YOUR MMP PROGRAMS.

NOTE ON AD DESIGN CREDITS: AD DESIGN CREDITS AWARDED WILL REDUCE THE AMOUNT BILLED BY YOUR AD AGENCY FOR AD DESIGN FOR MMP. TOTAL COST OF AD DESIGN WORK IS PER NEGOTIATION BETWEEN PARTNER AND AD AGENCY.

GRAND TOTAL:		July		December		\$11,070	DUE 7/9/18		DUE 12/10/18	
		\$3,790		\$3,840			\$3,230		\$3,840	
TOTAL NMTD AWARD Gross \$ Value:		\$ Agency to Bill Partner*					\$ Agency to Pay NMTD (upon invoice)*			
\$11,630.00		\$7,630					\$7,070			

THANK YOU!

NEW MEXICO *True*



LOS ALAMOS MAINSTREET



Report Fair & Rodeo Parade 2018

Theme:	Back to Your Roots
Number of Parade Entries:	33 judged, plus ROTC & Police Escort to lead the parade
Judges:	Rick Reiss, County Councilor Jill McLaughlin, Editor & Manager, Los Alamos Monitor Nick Lombardo, President & Program Manager, N3B Los Alamos
Announcer:	Morrie Pongratz, County Councilor
Total Estimated Attendance:	2,000 attendees along Central Avenue
Winning Entry:	Los Alamos Historical Society
Winning Entry Description:	Los Alamos History Museum got back to its roots with the 'General's Car.' In the back seat sat General Leslie Groves and Dr. J. Robert Oppenheimer (<i>ScienceFest Look-Alike Contest Winner, Xavier McTeigue</i>), being driven around Los Alamos by Heather McClenahan as a member of the Women's Army Corps, just as they were during Manhattan Project days.

The winning entry won a Fair & Rodeo-themed gift basket with items purchased from Los Alamos MainStreet merchants.



Photo on left from the *Los Alamos Daily Post*. More photos available here: <https://www.ladailypost.com/content/scenes-2018-county-fair-rodeo-parade>



Parade Historical Comparison

	2016	2017	2018
Entries	24	26	33
Attendee Estimate	1500	1750	2000
Number of Staff	7	7	6

Methodology

- Entries are calculated based on total number of judged entries; sign- up is required in advance via our Eventbrite registration
- Attendee estimate is counted by two staffers during the middle of the parade (each taking one side of the street)

LTAB October 16th Marketing Report

Public Relations: “Halloweekend”

Griffin Action: Approved Kelly Stewart, released Tuesday, October 2nd.

Public Relations: “Small Business Saturday”

Griffin Action: In development with Kelly Stewart and Ryn Herrmann .

Public Relations: Ski Pajarito Opens > TBD

Griffin Action: In conjunction with Kelly Stewart & Mountain Capital Partners.

Public Relations: “Winterfest”

Griffin Action: In development with Kelly Stewart and LACDC.

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

Events: Balloon Fiesta Staffing/Schedule

Griffin Action:

Saturday 10/6, AM mass ascension Griffin & Bandelier staff.

Saturday 10/13, AM mass ascension Griffin, Kelly, Linda Deck, Linda Matteson.

Griffin Action: Results to be reported in supplemental report.

Scripting: Annunciator Sound Bites

Produced the following spots: “Bradbury Science Museum, Nature Center, History Museum, Restaurants, Craft Spirits, Pajarito, Gateway 3, Scenic Overlooks, Mementos.”

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.

September–October 2018 Activity Report

Earned Media

Public Relations

News Headline	Outlet Name	Outlet Type	News Circulation Audience	News Ad Value	PR Value	Date
'Opera without the rhetoric' outdoors at Bandelier	Albuquerque Journal	Online	211,561	\$1,962.22	\$19,622.20	9/14/18
Opera On The Rocks At Bandelier Saturday	Los Alamos Daily Post	Online	9,554	\$88.61	\$886.10	9/14/18
Celebrate National Public Lands Day At Bandelier	Los Alamos Daily Post	Online	9,554	\$88.61	\$886.10	9/18/18
Countdown Is On To Ski Season At Pajarito Mountain ... Celebrate The Coming Winter During Ullr Fest Saturday	Los Alamos Daily Post	Online	9,554	\$88.61	\$886.10	9/25/18
A People's History of Los Alamos	Santa Fe Reporter	Online	60,000	\$556.50	\$5,565.00	9/26/18
Bandelier Celebrates Year Of Bird Global Big Day Oct. 6	Los Alamos Daily Post	Online	9,554	\$88.61	\$886.10	9/26/18
Scenes From 46th Annual Tour De Los Alamos	Los Alamos Daily Post	Online	9,554	\$88.61	\$886.10	9/26/18
Night Sky Fiesta 2018 At Bandelier Oct. 4, 5 & 6	Los Alamos Daily Post	Online	9,554	\$88.61	\$886.10	9/28/18
Reach for it: Northern New Mexico replete with accessible, challenging rocks to climb	Santa Fe New Mexican	Online	116,077	\$1,076.61	\$10,766.10	9/29/18
Daily Postcard: Fall Foliage On Jemez Mountain Trail	Los Alamos Daily Post	Online	9,554	\$88.61	\$886.10	10/1/18
Unique Birding Trip To Los Luceros Historic Site Oct. 6	Los Alamos Daily Post	Online	9,554	\$88.61	\$886.10	10/1/18
Up for a Treat	New Mexico Magazine	Print	150,000	\$1,391.25	\$13,912.50	10/1/18
The Best Months to Visit These 30 States (Los Alamos mentioned in NM article)	GoBankingRates.com	Online	754,323	\$6,996.34	\$69,963.40	10/2/18
Venue North: Top Picks (Bandelier Night Sky Fiesta)	Albuquerque Journal	Online	211,561	\$1,962.22	\$19,622.20	10/5/18
Totals			1,579,954	\$14,654.02	\$146,540.20	

Additional Mentions

News Headline	Outlet Name	Outlet Type	News Circulation Audience	News Ad Value	PR Value	Date
Does your child go to one of NM's best public elementaries?	Albuquerque Business First	Online	5,076	\$47.08	\$470.80	8/29/18
2019 Best Public High Schools in New Mexico	Niche	Online	191,667	\$1,777.71	\$17,777.10	
2019 Best School Districts in New Mexico	Niche	Online	191,667	\$1,777.71	\$17,777.10	
2019 Best Public Elementary Schools in New Mexico	Niche	Online	191,667	\$1,777.71	\$17,777.10	
2019 Best Public Middle Schools in New Mexico	Niche	Online	191,667	\$1,777.71	\$17,777.10	
See the best public high schools in New Mexico, according to Niche	Albuquerque Business First	Online	5,076	\$47.08	\$470.80	9/10/18
These NM high schools sent students to Harvard, MIT and Princeton last year	Albuquerque Business First	Online	5,076	\$47.08	\$470.80	10/4/18
Totals			781,896	\$7,252.08	\$72,520.80	

*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
331	5,953	23,303	225	4,055

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 • 6 of 6 Collected in Aug 2018 • Reported in Sep 2018 • Presented in Oct 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	\$32,125	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	\$34,683	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		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		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		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		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		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		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		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		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		29,610	28,567	28,667	26,945	19,570	17,924	22,483	22,887	25,754	24,248	22,181	30,565
FY19	TOTAL	\$98,419	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%

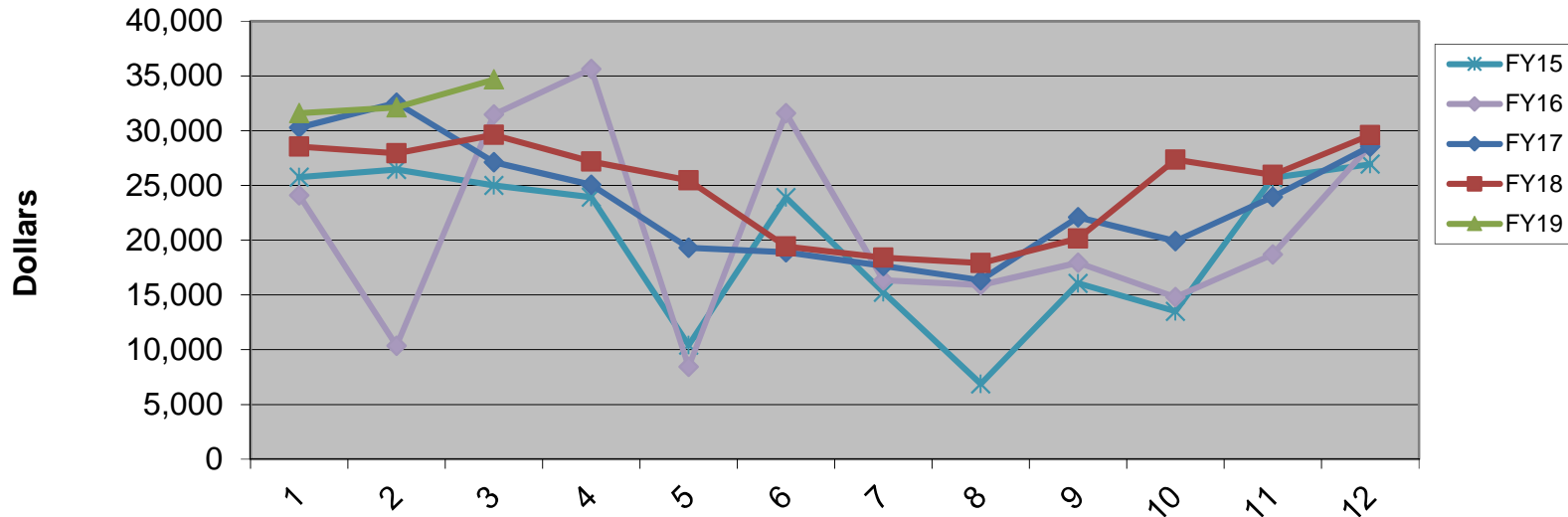
8%

14%

-8%

FY18 Jul-Sep 86,148 14% increase (YOY)

Los Alamos County Lodgers' Tax Revenue





LOS ALAMOS
MEETING AND VISITOR
BUREAU

October 11, 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 September 2018. Please let me know if you have any questions.

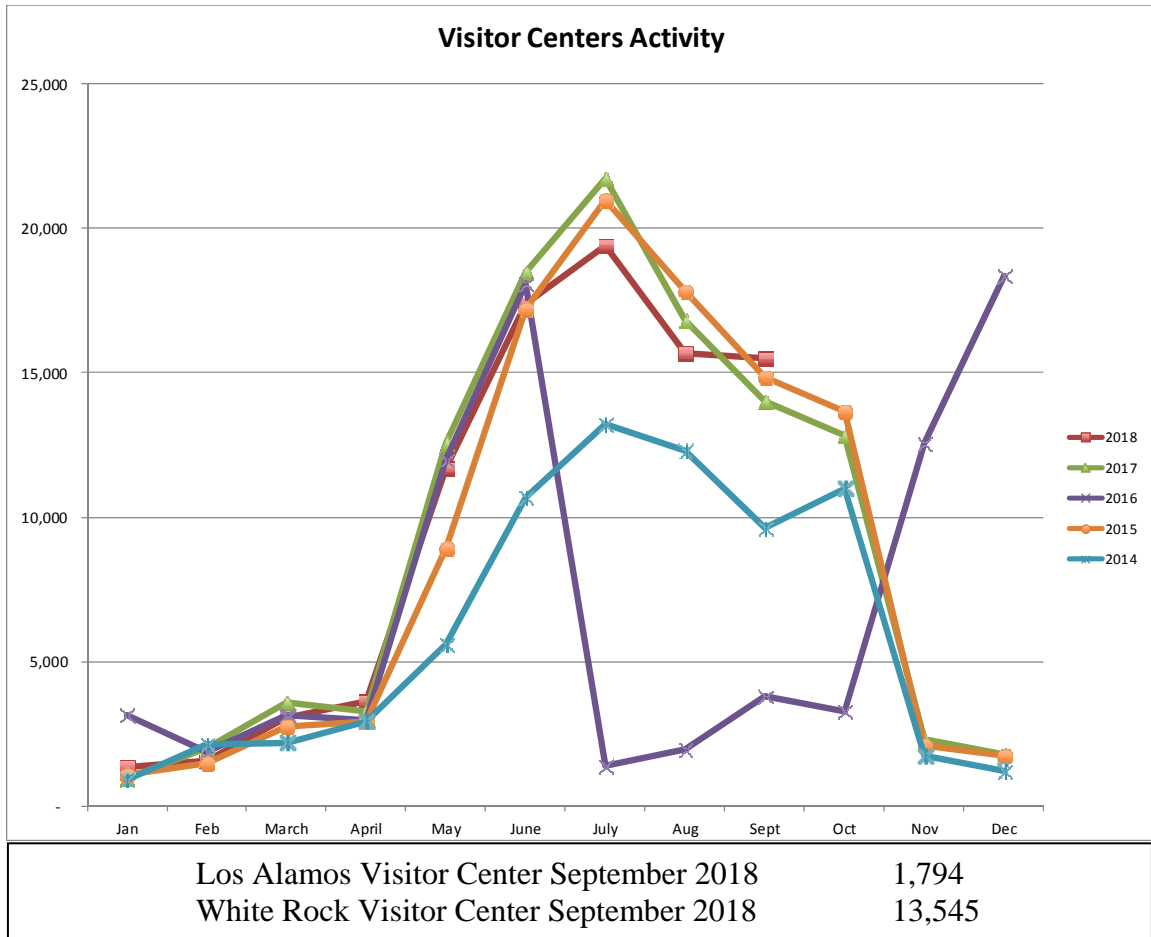
Sincerely,

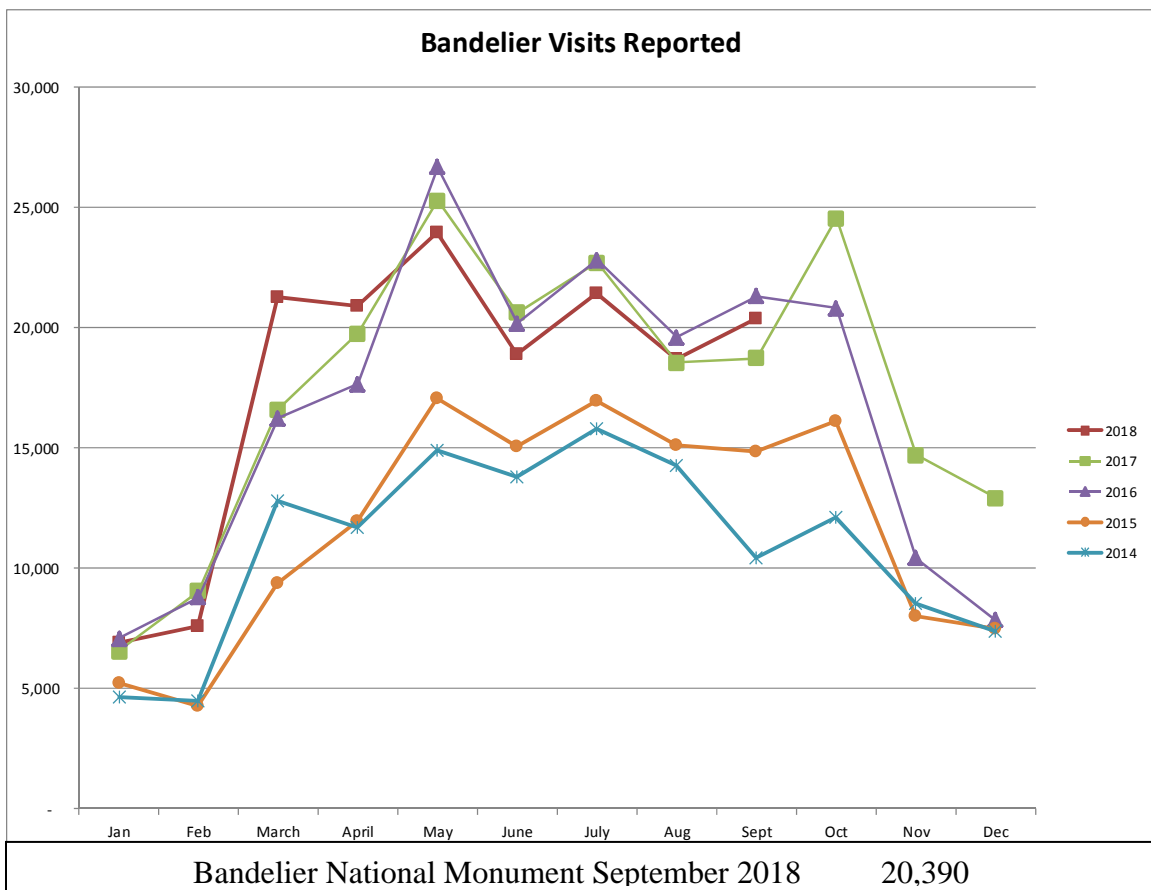
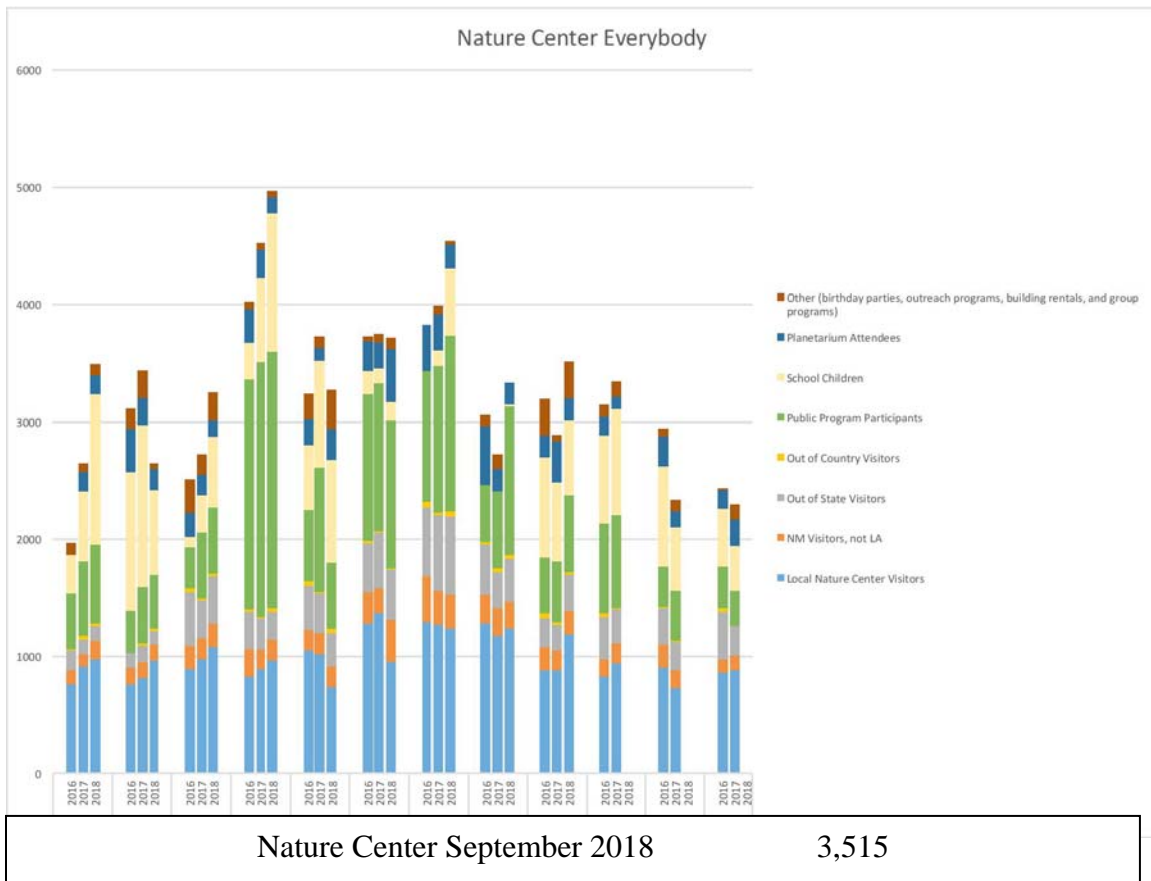
Melanie Peña
Director Discover Los Alamos

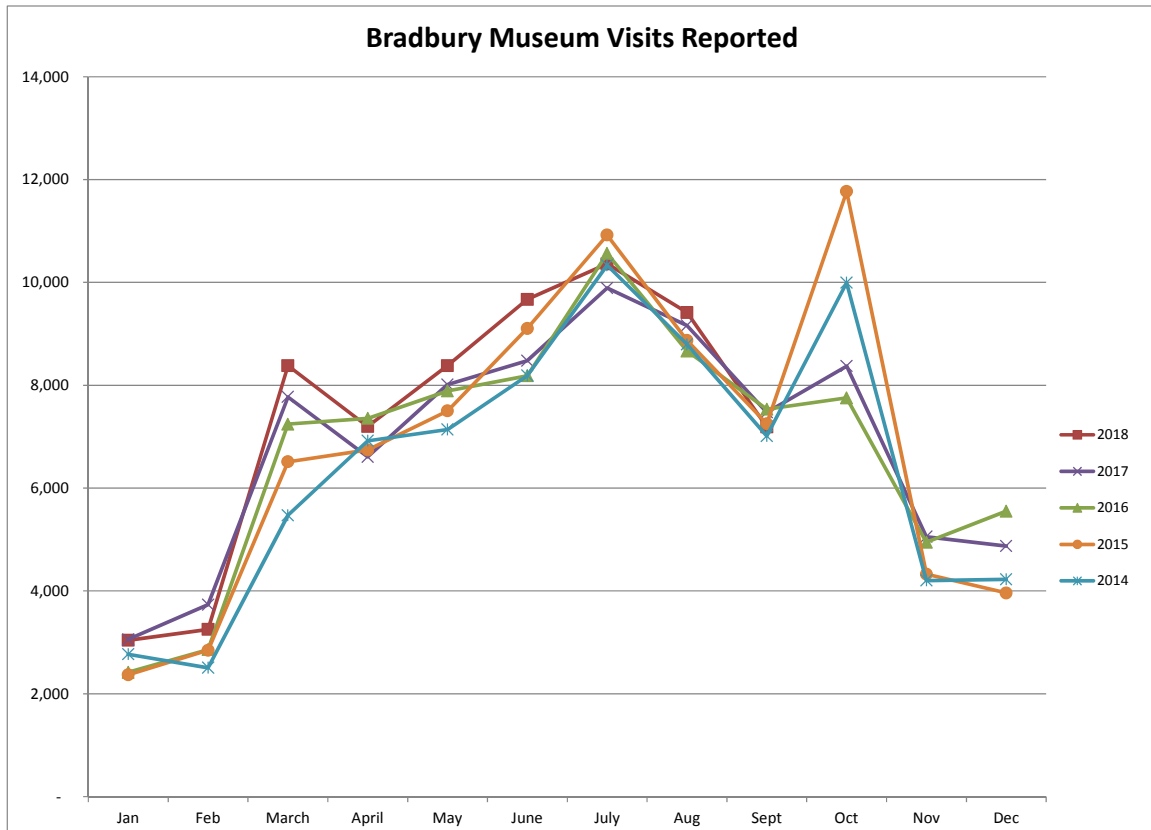
cc: Harry Burgess, Linda Matteson, Patrick Sullivan & Connie Proulx

DLA Monthly Report

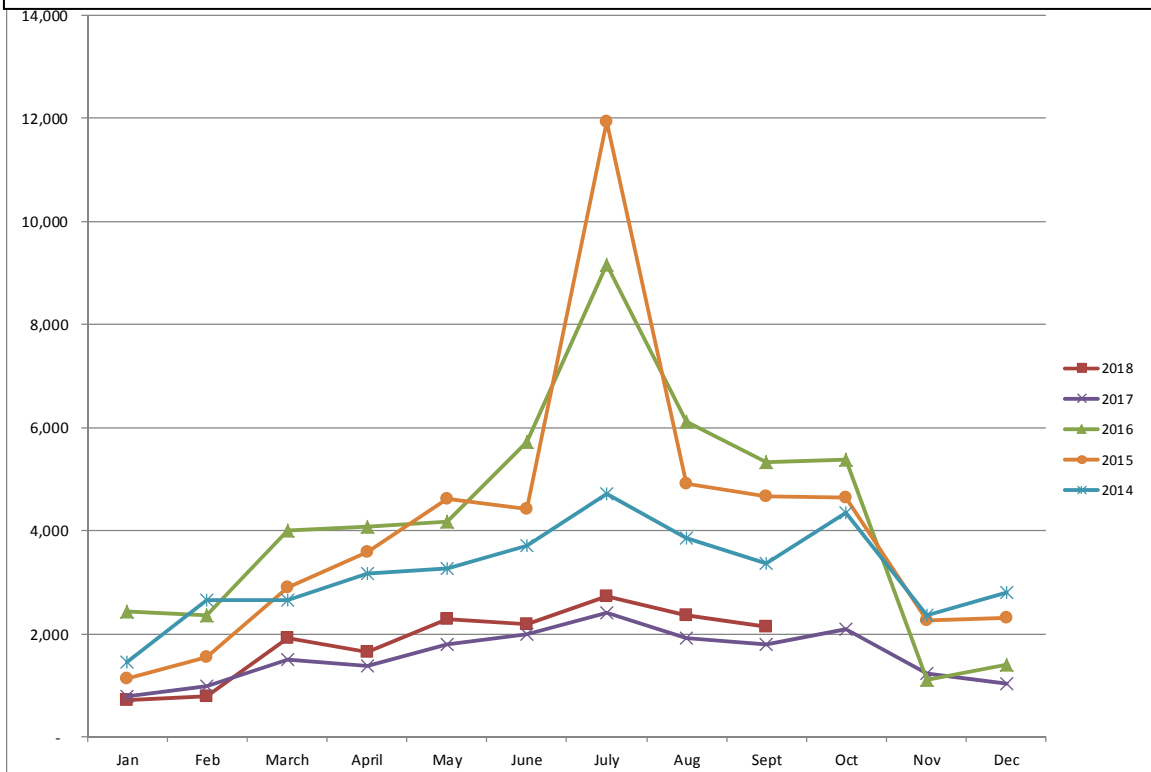
September 2018



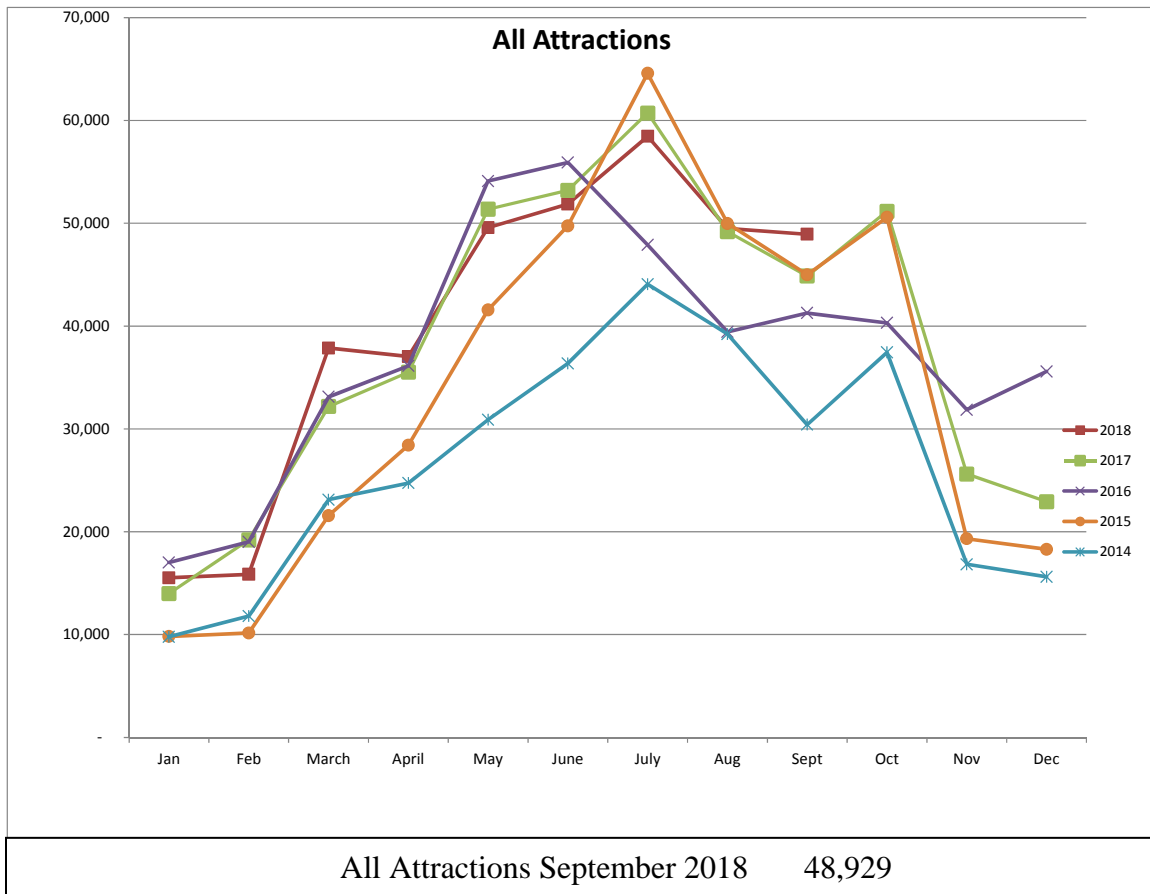




Bradbury Science Museum September 2018 7,190



History Museum September 2018 2,136



September 2018 Narrative Comments

- We currently have approximately 100,000 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 September was 115.

- Comments left by visitors in our logs included “Lovely community”, “Beautiful state, thank you for all the information Jo”, “Going to Longmire ranch”, “So nice and informative, can’t wait to see more”, “Wonderful people at this Visitor Center especially Bob and Annie”, “Very helpful volunteer JC”, “Visiting with friends who lived here 25 years ago”, “Was born here but left as a baby, Rediscovery”, “Excellent information, everyone is so helpful”, “Very inspiring, beautiful and powerful”, ‘Pig and Fig is great”, “This visit was absolutely beautiful”, “Was here years ago as a kid New appreciation for the sights”, “Very useful information from Visitor Center, New Mexico is great!”
- 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 History Museum.
- In September, 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.
 - 25 US Pilots Association
 - 25 Wedding

September 2018:

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

Analysis of Visitor Surveys

September 2018

Sample size = 100 entries

✓ *Length of Stay -*

78% of visitor center survey respondents report less than a day
22% report overnight stays

✓ *First Time Visit to Los Alamos –*

78% Yes
22% No

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

Bandelier	63%
Manhattan Project/MPNHP	50%
Bradbury/History Museum	51%
Nature Center	15%
Scenery/Recreation/Sports	24%
Business/Family/Friends	4%
Other: _____	

✓ The most prevalent states of origin are from Texas, California, Colorado, Florida, Arizona, Kansas, Oregon, Virginia, Washington DC, New Jersey, Louisiana, Tennessee, Washington State and Georgia.

✓ The most prevalent foreign countries of origin are from Puerto Rico, France, Canada, Australia, Germany, England and Scotland.

✓ The most prevalent cities in New Mexico visiting Los Alamos are from Santa Fe, Albuquerque, Rio Rancho, Ruidoso, Silver City, Taos, Raton, Isleta Pueblo, Alamogordo and Farmington.



FY18 ANNUAL
REPORT SUMMARY

VISITOR CENTER
OPERATIONS

This report highlights Discover Los Alamos’ (DLA) achievements and statistics on services rendered during FY18 for the Los Alamos County Contract for Visitor Operation and Management Services, AGR15-4178. In most cases data is compared year over year.

Provide Visitor Assistance

DLA operates two Los Alamos County visitor centers with employees and volunteers trained to provide welcoming, positive, and proactive visitor experiences. Both employees and volunteers of DLA rely on a wealth of experience and knowledge related to tourism and local activities in Los Alamos and White Rock, New Mexico. Staff and volunteers encourage visitors to go and see local attractions, shop and dining options. We also provide welcome bags for local events. Current staffing of the visitor centers meets contractual obligations of having two people available during operating hours. During FY18 DLA employed the following:

Location	Paid Staff	Volunteer Staff
White Rock Visitor Center	8	8
Los Alamos Visitor Center	2	5

Telephone

DLA continues to provide both local and toll-free (1-800-444-0707) numbers with afterhours answering services for messages. DLA calls handled for FY18. Calls are answered when staff or volunteers are available, and messages are returned within 24 hours.

Calls to Visitor Centers	2130
Calls to Toll-Free Number	331
Total Calls Handled	2461

Visitor Center Hours

DLA operated hours:

Los Alamos Visitor Center	M-F 9am-5pm Sat 9am-4pm Sun 10am-3pm
White Rock Visitor Center	Winter Hours (mid Oct-mid May) Daily 10am-2pm Summer Hours (mid May-mid Oct) Daily 8am-6pm



VISITOR CENTER
MANAGEMENT

Maintain Visitor Center Facilities

DLA staffs, equips, and operates 2 visitor centers in both downtown Los Alamos and White Rock. The Los Alamos Visitor Center located at 109 Central Park Square is a leased space that is shared with Los Alamos Chamber of Commerce and other Los Alamos Commerce & Development Corporation programs. The location is highly visible to traffic coming into town on Central Avenue and to pedestrian traffic along 15th Street and Central Avenue. It is well positioned between the Bradbury Science Museum and the Historical Museum. Central Park Square offers abundant parking spots available for RV's and handicap. The White Rock Visitor Center operates in Los Alamos County provided space at 115 New Mexico State Road 4 in White Rock in accordance with the conditions provided in the current contract. This location predominately helps direct tourists to area attractions including Bandelier National Monument, the Valles Caldera National Preserve, and the Los Alamos town site. In the case of a weather delay and or unscheduled closure, DLA must wait until we have County approval in order to close a building. Signs will be posted at each location, stating the reason for closure and when the Visitor Center will be reopening.

Visitor Materials Distribution Summary

DLA stocks and distributes the official visitor guide for Los Alamos County and relevant local, regional, and state-wide tourism promotional materials in both visitor center locations and 12 assigned auxiliary locations (Visitor Guide Kiosks).

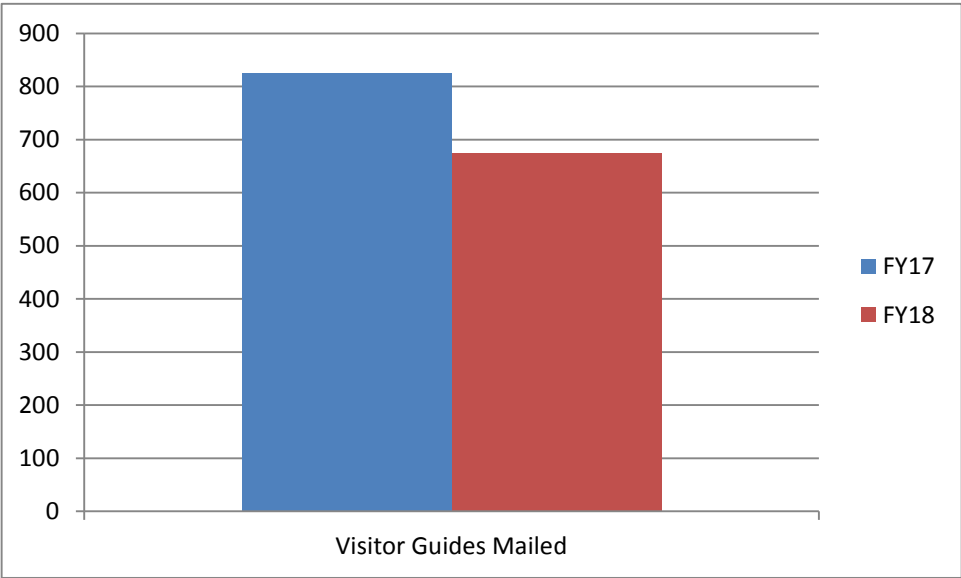
Visitor Guide Distribution

DLA distributes the guides to the visitor centers and other locations outlined below. Distribution of the Los Alamos Visitor Guide for FY18 was approximately:

Visitor Guides Distributed	76,400
----------------------------	--------

Visitor Guide Request Fulfillment

DLA fulfills requests for the official Los Alamos Visitor Guide when inquiries are submitted by either VisitLosAlamos.org or by telephone. Texas Monthly requests from Griffin & Associates. In FY18, DLA mailed 674 visitor guides. Visitor Guides. Since receiving a shipment of our newest Visitor Guide in August of 2017, we have distributed approximately 50,000 copies. We currently have around 100,000 copies in storage.



Visitor Guide Kiosks

Per the current contract, DLA is required to stock visitor guides in at least 5 businesses, non-profit or other locations. DLA currently stocks 12 locations. These locations are restocked every Monday. In addition, a calendar of curated weekly events and a featured event poster is updated weekly. Current locations:

- » Municipal Building
- » Los Alamos Airport
- » Holiday Inn Express
- » Los Alamos National Bank
- » Comfort Inn
- » Mesa Public Library
- » Bradbury Science Museum
- » Research Park
- » Hot Rocks Java Cafe
- » Los Alamos Visitor Center
- » White Rock Visitor Center
- » Time Out Pizza- White Rock

State-Managed Visitor Centers

Per contract, DLA is required to stock all state-managed visitor centers with the official Los Alamos Visitor Guide. Through subcontractor Fun & Games, DLA currently stocks all 4 state-managed visitor centers. In addition to state visitor centers, DLA stocks visitor guides at 5 additional major tourism traffic centers.



OFFICIAL TOURISM

WEBSITE & TRAFFIC REPORTS

TOURISM MARKETING
COOPERATIVE EFFORTS

State-Managed Locations

- » Gallup Visitor Center
- » Glenrio Visitor Center
- » Lordsburg Visitor Center
- » Santa Fe Visitor Center

Additional Locations

- » Las Cruces Convention and Visitors Bureau
- » Santa Fe Convention and Visitors Bureau
- » Albuquerque International Sunport
- » Sandoval County
- » Albuquerque Convention and Visitors Bureau

Visitor Website Maintenance

DLA actively manages and maintains the official tourism website of Los Alamos, New Mexico (VisitLosAlamos.org). Traffic statistics during the current FY18 and FY17 can be found below.

Location	FY17	FY18	%of Change
Sessions	89,595	70,616	-21.18%
Page Views	174,354	138,940	-20.31%
Session Duration (Minutes)	1:37 minutes	1:42 minutes	+3.65%
Pages/Session	1.95	1.98	+1.54%

Partnership with Visitor Promotion Contractor

DLA works closely in partnership with the Visitor Promotion Contractor, Griffin & Associates, in the execution of tourism marketing. DLA as the operator of the official tourism website VisitLosAlamos.org provides analytics to the Tourism Marketing Contractor which is often the call to action contact point of much of the visitor promotion. DLA has worked with the Visitor Promotion Contractor in the development and execution of the augmenting media buys for tourism related advertising, the review of content of the new visitor guide, public relations and marketing for major events including Los Alamos ScienceFest hosted by Los Alamos MainStreet.



DESTINATION
DEVELOPMENT

Community Event Participation

DLA has continued to host the summer White Rock Artist Market’s during FY18. This is the 6th year of the White Rock Artist Market which gives both the locals and visitors a unique experience at the White Rock Visitor Center and has contributed to local quality of life. There are 5 markets per year May through September with up to 8 vendor spaces per event. DLA worked in providing assistance with major community events during the FY18 including Los Alamos ScienceFest.

Data Summary

DLA tabulates and manages a data audit for use in reporting to the Los Alamos Lodgers’ Tax Advisory Board. DLA collects data using sign-in guest books, clickers, online traffic reports, phone tallies and other data points. Sign in sheets ask visitors to report on the place of origin, length of their stay, reasons for visiting, and the size of their party.

In FY18, DLA provided visitor assistance to 104,164 tourists. In the last fiscal year, DLA provided tourism assistance to 77,882 individuals. Total visitor center attendance is up by +33.75%.

Tourist Origin

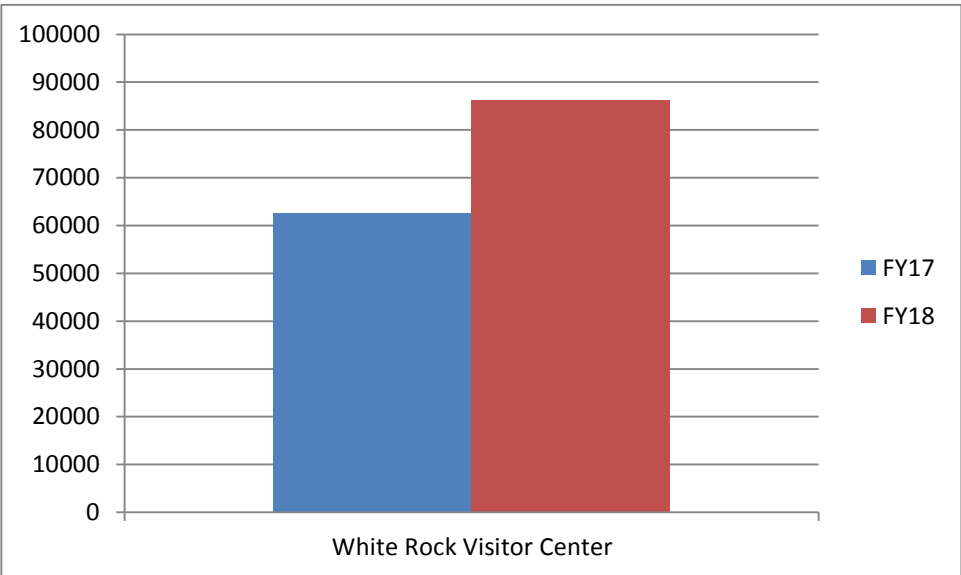
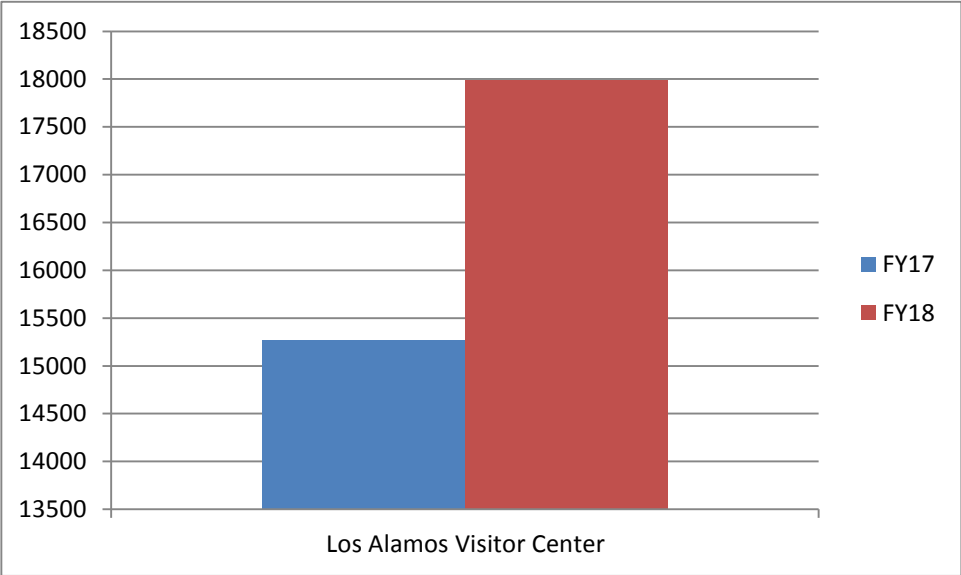
DLA has found that the top US locations of origin to the Visitor Centers visitors are from Texas, California, Florida and Colorado. The top international locations of origin are Canada, Australia, Belgium, Germany and the UK. A monthly sample (100) of visitor registrations (50) from each visitor center is compiled and tabulated to give us an idea of where most of our visitors are originating from. Each month varies but these are the top states and countries visiting every month.



VISITOR CENTER

ATTENDANCE

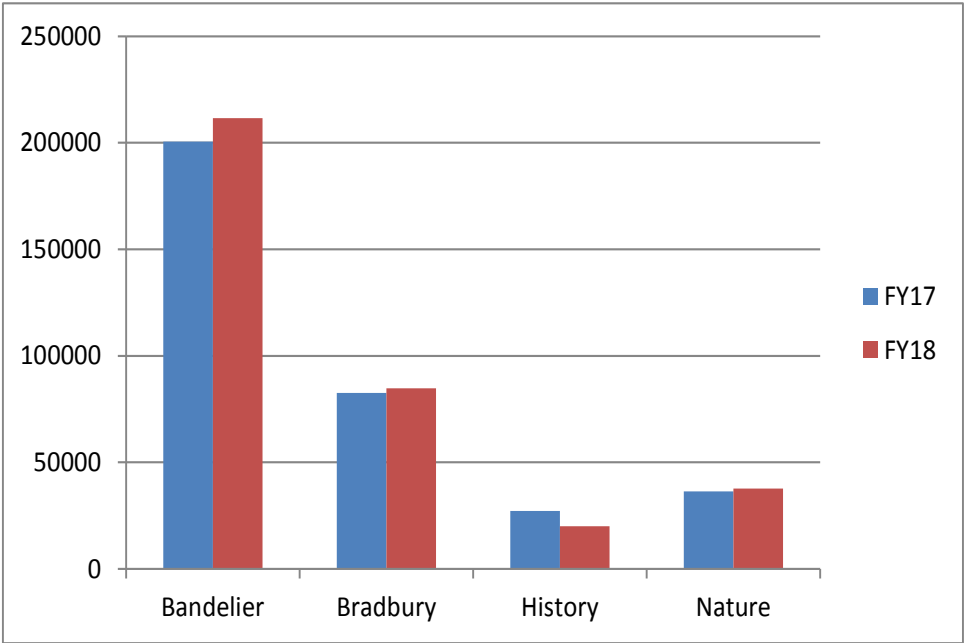
Attendance per Location	FY17	FY18	Percent Change
Los Alamos Visitor Center	15,264	17,991	+17.87%
White Rock Visitor Center	62,618	86,173	+37.62%





ATTRACTION
ATTENDANCE

Attraction	FY17	FY18	% of Change
Bandelier National Monument	200,586	211,603	+5.49%
Bradbury Science Museum	82,683	84,755	+2.51%
Los Alamos History Museum	27,264	20,008	-26.61%
Los Alamos Nature Center	36,411	37,730	+3.62%



ATTENDANCE
ANALYSIS

Commentary on Area Attraction Visitor Counts

- » Per recent Lodger’s Tax Advisory Board discussions, in comparing the Los Alamos Visitor Center visitor counts to other area attractions, it must be noted that counts are tabulated or accounted differently according the procedure of each visitor point of interest. DLA recommends the same counting procedure be instituted for all attractions in the case the County plans to continue using visitor counts as a metric of success. A standardized procedure will reflect a more accurate count for comparison.
- » DLA continues to observe the “Trip Advisor and Google Maps Effect” that transforms the tourism industry. Although Los Alamos Visitor Center attendance trends have increased over the last year, we find that more and more people are going directly to area attractions and bypassing the orientation process at the Visitor Centers have traditionally accommodated. DLA takes pride in the fact that people are using the tourism website, which DLA manages and keeps updated about Los Alamos and our attractions.
- » Possible factors affecting FY18 visitor count numbers include the extended high fire danger season this summer and all County trails being closed most of the end of FY18.



VISITOR CENTER ANALYSIS

- » The presence of 3 different visitor centers (including the Manhattan Project National Historical Park Visitor Center (MAPR)) creates a splintered visitor center experiences. It should be noted that visitors to LAVC often also check in at the WRVC because of the shuttle requirement, therefore, initial visitors to the WRVC have less reason to also check in to the LAVC. Also, visitors who arrive at the MAPR contact station first, may not visit the County Visitor Center
- » Mid May- Mid October a mandatory shuttle is required from the White Rock Visitor Center to Bandelier National Monument. This required free shuttle is run during peak season due to the insufficient parking available at Bandelier. The Shuttle runs from 9am-5pm daily, pickup every 30 minutes during the week and every 20 minutes weekends and holidays. Some exclusions to riding the shuttle are having a handicap placard, traveling with pets and camping at Juniper Campground. The shuttle is only required during the hours of 9am-3pm, you can drive your own vehicle into the park before 9am and after 3pm.
- » Additionally the expanded distribution of DLA visitor guides to locations outside of the two visitor centers may suggest the decrease in mailed out guides.

Visitor Center Specialization

DLA works hard to provide outstanding customer service at both visitor center locations. DLA also strives to make available the same information at both locations. Both locations are staffed with friendly and knowledgeable staff and volunteers who undergo the same training from the History Museum, Atomic City Tours and Bandelier National Monument.

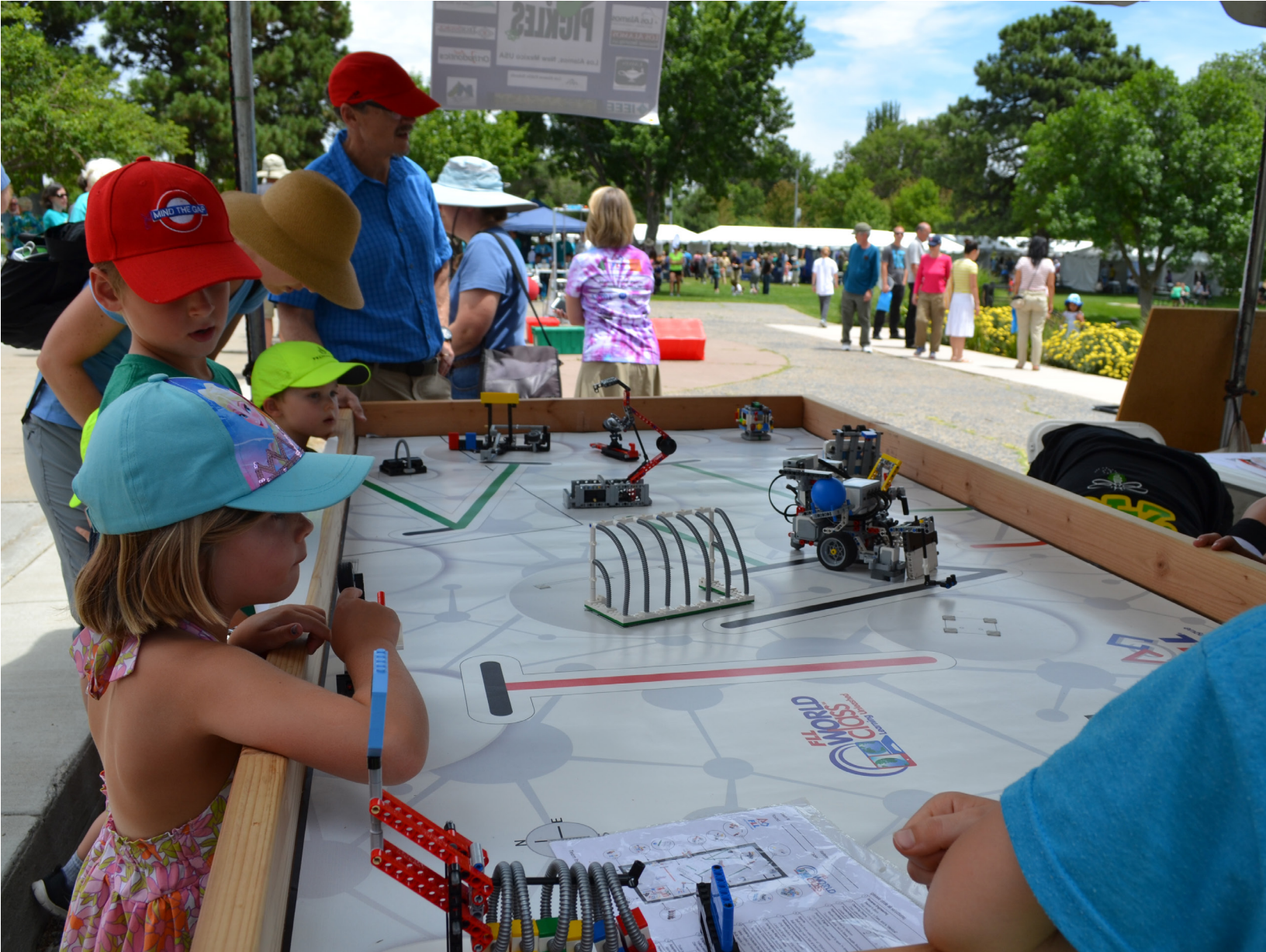
Naturally, each visitor center has revealed its own unique strengths. These strengths can be directly attributed to the location of the centers. DLA sees these accentuating strengths as beneficial to visitors in Los Alamos County.

The Los Alamos Visitor Center is strongly suited to benefit visitors who often find themselves in the town site at key times during the day: lunch time and the early evening. The LAVC is in an ideal location in the downtown area to take advantage of this opportunity by guiding visitors to where they may eat, shop, and stay in Los Alamos.

Equally valuable is the high visibility of the WRVC on SR4 and its ability to capture visitor traffic that is bound for regional attractions like Bandelier National Monument, the Valles Caldera, and the Jemez Mountain Trail National Scenic byway. The WRVC has the opportunity of educating visitors bound for outdoor experiences of tourism options available at the Los Alamos town site.

Thank You

Discover Los Alamos is proud of the hard work it has done during FY18, and we continue to work hard to meet the requirements of the Visitor Operation and Management Services contract. Questions regarding this report or future reports may be directed to Melanie Peña | 505.661.4836 or melanie@losalamos.org.



LOS ALAMOS

FY2019 Tourism Marketing Plan

INTRODUCTION

This plan provides a year in review of tourism marketing activities and results in fiscal year 2018 (FY18), July 1, 2017 through June 30, 2018, as well as a plan and forecast for Los Alamos tourism marketing in FY19. Both sections outline marketing goals, objectives, tactics and performance measures, as well as key tourism assets, attractions and experiences, key messages, target audiences and strategic media designed to increase the number of new and repeat visitors to Los Alamos, New Mexico. General strategy and elements for the FY19 Plan are based on current challenges and opportunities to take the tourism economy to the next level. It also builds on the performance of the FY18 tourism marketing efforts.

FY18

FY2018 TOURISM MARKETING RESULTS

All FY18 tourism marketing goals were met or exceeded, with the exception of website new users and page view data, as metrics from losalamossciencefest.com were not available. From July 1, 2017 through June 30, 2018 Lodgers' Tax Revenue increased by 6% with \$297,657 generated. Paid and earned advertising has exceeded FY18 goals as well, garnering over 117,088,676 million impressions and stories featured in 9 "A" list publications.

In FY2018, Facebook was the primary social medium to engage Los Alamos' primary demographic (Baby Boomers, aged 55+). At the direction of the Los Alamos Lodgers' Tax Advisory Board, use of paid posts were strategically employed to increase audience reach, "Likes" and awareness for Los Alamos events and attractions, particularly in drive markets throughout the state and in the southwest region. Facebook contests were also used to engage residents, past and present, as community ambassadors, encouraging them to share their authentic experiences along with photos, video and hash tags that appeal to potential visitors. This high value content was conveyed to expanded audiences through paid posts.



LOS ALAMOS FY18 METRICS

	GOAL	ACTUAL
PAID MEDIA	7,150,000	7,200,000
<i>Gross impressions</i>	2,360	2,592
FACEBOOK		
<i>New "Likes"</i>	4,725	4,997
<i>Page Viewers</i>	18,000	20,876
<i>Page Views (Profile)</i>	3,000	4,185
<i>Engagements</i>	54,000	67,168
EARNED MEDIA		
<i>Gross impressions</i>	90,000,000	166,851,463
<i>"A-List" placements</i>	9	9
WEBSITE TRAFFIC		
<i>New users</i>	75,000	57,899
<i>Total page views</i>	150,000	138,940
LODGERS' TAX REVENUES		
<i>Dollars paid</i>	\$295,911	\$297,657
<i>% increase</i>	5%	6%

Marketing efforts also capitalized on key community and statewide events targeting Los Alamos' demographics to create awareness and convert visits. Los Alamos Economic Development Marketing and its tourism marketing services contractor partnered with the New Mexico Tourism Department, staffing booths at the New Mexico State Fair (more than 460,000 attendees) in September and the Albuquerque International Balloon Fiesta in October (more than 880,000 attendees). Key community events conducted in the downtown Los Alamos Main Street/ Creative District, namely the Los Alamos ScienceFest, were promoted to drive markets throughout the state, soliciting record attendance of 12,792*.

**Data for these metrics is provided by Discover Los Alamos meeting and visitor bureau, Los Alamos County's visitor center operations and management contractor.*



9 A-LIST PLACEMENTS

A-list publications are print, broadcast or digital media with circulations or viewership of 500,000 or more.

Fox News Travel | National Park Service to Open Birthplace of Atomic Bombs

House Beautiful | Happiest Small Towns in America

CNN | Trinity Site Nuclear Weapon Test Anniversary

AZ Central | Best West Travel Destinations

USA Today | Atomic City Secret No More

Food Network Magazine | Things to Do for Fall

US News and World Report | 10 Fall Getaways

Only in Your State | Must Visit Fall Locations

Only in Your State | 5 Best Hikes in New Mexico

Voices of America | National Parks Road Trip

FY19

TARGET AUDIENCES

Primary Demographic: Persons 30+ HHI: 35K+

Interests: Mountain Biking, Hiking, Rock Climbing, Tri-Athlons, National Parks, SummerFest

Secondary Demographic: Persons 50+ HHI: 60K+

Interests: History, Museums, Native American Culture, National Parks, RVing, General Travel

TARGET MARKETS

ABQ, Denver, Phoenix, Dallas, Houston.

These geographic markets match The New Mexico Tourism Department's most current NM True demographic profiles re: FY17 Longwoods International visitation data



STRATEGIC APPROACH

- Drive with a single voice using the Los Alamos brand message with consistency.
- Provide marketing programs that focus on authentic “aha moments” found in Los Alamos.
- Continue to differentiate Los Alamos from other New Mexico locations via its historic, culturally significant roots, world-class recreation amenities and “Gateway to 3 National Parks” designation.
- Utilize key digital media (Pandora, Mobile device I.D. Targeting, Desktop Display, Facebook and Instagram) in the identified drive markets with messages to primary demographics.
- Educate travelers about Los Alamos, utilizing web, mobile devices and earned media.

GOALS

- I. Increase the number of people interested in traveling to Los Alamos, measured by increases in visitors to visitlosalamos.org.
- II. Increase Lodgers’ Tax revenue by 3% or more with first time and repeat travelers (measured by the County’s monthly Lodgers’ Tax reports), which is a metric that is consistent with the Travel Industry of America’s projections nationally.
- III. Increase and repost the number of mainstream major media that write or air positive news stories on Los Alamos.
- IV. Showcase our new New Mexico True-approved creative to our primary and secondary demographics.

KEY MESSAGES

Los Alamos Brand Identity

*Essence: Cultivating curiosity and delivering aha moments.
Brandline: Where Discoveries Are Made*

Los Alamos is New Mexico True

Use of bold images and minimal copy that convey Los Alamos as a destination for “venturesome travelers seeking an authentic experience.”



Los Alamos County has seen five years of steady, year-over-year growth. With Lodgers’ Tax revenues back to pre-recession numbers, tourism growth is anticipated to pace more in line with national averages—2.5%–3%. Using these reasonable budget levels as a baseline, tourism marketing expenditures and creative will be closely aligned with the New Mexico Tourism Departments’ New Mexico True campaign, allowing us to promote Los Alamos’ unique assets while capitalizing on the tourism increases throughout the state.

TARGET INCREASE FY19 METRICS

PAID ADS

print, broadcast, digital, social media
7.15 million advertising impressions
2,500 new “Likes” from boosted posts

FACEBOOK PAGE

“Likes”, comments, shares
7,500 total “Likes”
20,000 page viewers
3,200 profile page views
60,000 engagements

PUBLIC RELATIONS

earned media, press releases, story placement
18–20 press releases
120 million gross impressions
11 “A-List” stories

WEBSITE TRAFFIC

page views, session times
60,000 new users
140,000 total page views
a 1% increase

LODGERS’ TAX REVENUES

\$306,586

Flat

50%

33%

3%

3%

**While not a direct measure of marketing efforts, this is a desired outcome and conversion metric to measure success of marketing efforts.*

TACTICS

Generate awareness and interest through paid media, such as print and on-line ads placed in publications and on websites that our target markets are reading. The target growth for print is commensurate with flat print circulations across all print media. Budget allocated for this medium will deliver the same gross impressions as in FY18. All ads drive viewers to the VisitLosAlamos.org website for more information. Interested, potential visitors are measured through Google analytics gathered for the visitor website.

• • • • •

Earn authentic media coverage through strategic placement of paid ads through the New Mexico Tourism Cooperative Grant with the following media platforms:

New Mexico True Adventure Guide

Social Media

Digital Media

• • • • •

Leverage the 100% increase in Facebook Likes generated in FY18 by employing some of the same tactics, including post boosts, sponsored ads and contests promoting visits to destination attractions to increase the size of the Facebook community ("Likes"), increase "reach" (the number of people served Los Alamos content) and page engagement.

• • • • •

All paid, social and earned media drives users to the visitlosalamos.org website, with a focus on attracting new users—unique page views, a more accurate measure of individual engagement.

• • • • •

Work with the Lodgers' Tax Advisory Board, New Mexico Tourism Department (NMTD), New Mexico Hospitality Association (NMHA), attractions and local businesses and attractions to develop campaigns that incentivize visits to attractions and businesses in a way that can be measured and rewarded.

• • • • •

Work with local hotels to develop campaigns and packages to increase hotel stays and Lodgers' Tax revenues.



LOS ALAMOS TOURISM ECONOMY

Los Alamos, New Mexico is undergoing big changes FY19 with the town and region's largest employer, the Los Alamos National Laboratory, under new management that will impact the 10,000 employees and 18,000 residents. However the change will have no impact on

the reasons visitors come to the area — to visit the three National Parks; to explore the history, science and nature museums, and to partake in the spectacular scenery and recreational assets.

KEY TOURISM ASSETS, ATTRACTIONS & EXPERIENCES

3 NATIONAL PARKS

The National Park Service always tells a great story, and now rangers are creating experiences and itineraries for three parks that are a 5-minute walk or a 30-minute drive from downtown Los Alamos—Bandelier National Monument to the south, the Valles Caldera National Preserve to the west, and the new Manhattan Project National Historical Park in the town itself.



Bandelier National Monument

A short drive from downtown Los Alamos, Bandelier offers visitors an excellent opportunity to explore Ancestral Pueblo dwellings, broad mesas and steep-walled canyons, where ladders provide access to small, carved dwellings built into natural recesses.



Valles Caldera National Preserve

This 89,000-acre Preserve encompasses a dormant supervolcano that is now home to elk herds and hosts a variety of recreation activities, including fishing, hiking, biking and car tours.



Manhattan Project National Historical Park

One of the most unusual assets of the National Park Service, the Manhattan Project National Historical Park tells the story of America's race to create an atomic weapon to end World War II.



Pajarito Mountain

Pajarito Mountain's challenging runs and minimal lift lines make it an exceptional recreation playground for all seasons. The family-friendly mountain offers a network of cross-country trails, 40+ downhill trails, and 300 cleared acres for skiers, boarders, mountain bikers and hikers of all levels, as well as regular events featuring live music and craft brews from the northern region.



High Altitude Recreation

The County's trails provide some of the most exceptional views of the surrounding canyons, mesas, valleys and mountains. Whether by bike, horse, wheelchair or on foot, there is an easy, medium or expert trail to match the desired experience, including paved and unpaved trails.

PROGRAMS & PARTNERSHIPS

New Mexico Tourism Department (NMTD)

- North Central Region Board collaborative marketing efforts
- New Mexico True campaigns, opportunities, destination designation, webinars
- Cooperative Marketing and Rural Pathway Project Grants

New Mexico Hospitality Association (NMHA)

- Membership benefits and opportunities
- New Mexico Tourism TRENDS and Governor's Conferences
- New Mexico Top HAT Awards Banquet



Local Partnerships

- Los Alamos Branding Initiative
- Wayfinding Plan
- Lodgers' Tax Advisory Board
- Discover Los Alamos Meeting and Visitor Bureau
- Los Alamos Chamber of Commerce
- Los Alamos Commerce and Development Corporation (LACDC)
- Los Alamos Attractions/Organizations
 - Bradbury Science Museum and BSM Association
 - Los Alamos Historical Society/History Museum Campus
 - Pajarito Environmental Education Center/Los Alamos Nature Center
 - MainStreet Futures Committee
 - Pajarito Mountain

Los Alamos County

- Economic Development Division
- County Manager's Office
- Communications and Public Relations Office
- Community Services Department
- Parks, Recreation and Open Space Division

Los Alamos County Plans

- Tourism Strategic Plan
- Brand Action Plan
- Comprehensive Plan
- Economic Vitality Strategic Plan
- Wayfinding Plan

Los Alamos County Boards, Commissions & Committees

- Lodgers' Tax Advisory Board (LTAB)
- Arts in Public Places Board
- Historic Preservation Board
- Library Board
- Parks and Recreation Board
- Planning and Zoning Board
- Transportation Board
- Tourism Implementation Task Force
- Discoveries Action Team
- Economic Vitality Action Team (EVAT)

TOURISM MARKETING METRICS FY17–FY19

MEDIA	METRICS	FY17 ACTUAL	FY18 GOAL	FY18 ACTUAL	FY19 GOAL
PAID MEDIA	Gross impressions	6,688,676 impressions	7,150,000 impressions	7,200,000 impressions	7,150,000 impressions
	New Facebook "Likes"	710 new "Likes"	2,360 new "Likes"	2,592 new "Likes"	2,500 new "Likes"
SOCIAL MEDIA	Total Facebook "Likes"	2,360 total "Likes"	4,725 total "Likes"	4,997 total "Likes"	7,500 total "Likes"
	Reach	10,200 Facebook page viewers	18,000 Facebook page viewers	20,876 Facebook page viewers	20,000 Facebook page viewers
	Page Views (Profile)	2,400 Facebook page views	3,000 Facebook page views	4,185 Facebook page views	3,200 Facebook page views
	Engagements	30,000 "Likes," comments, shares	54,000 "Likes," comments, shares	67,168 Facebook engagements	60,000 Facebook engagements
EARNED MEDIA	Gross impressions	110,000,000	90,000,000	166,851,463	120,000,000
	"A-List" Placements	9 "A-List" stories	9 "A-List" stories	9 "A-List" stories	11 "A-List" stories
WEBSITE TRAFFIC	New Users	74,337 new users	75,000 new users	57,899 new users	60,000 new users
	Total Page Views	174,354 total page views	150,000 total page views	138,940 total page views	140,000 total page views
LODGERS' TAX REVENUES	Dollars Paid	\$281,820 Lodgers' Tax Revenue	\$295,911 Lodgers' Tax Revenue	\$297,657 Lodgers' Tax Revenue	\$306,586 Lodgers' Tax Revenue
	% Increase	11% over FY16	5% increase over FY17	6% increase over FY17	3% increase over FY18

"Earned Media" results were due to consistent monthly news release pushing and pitching.

"Website Traffic" results increased due to more paid advertising being placed on digital and social networks which drove people directly to the VisitLosAlamos.org website.

"Goals vs. Actual" are defined by the data available in the moment. The "Goals" projected for visitor behavior (e.g., impressions) are based on research conducted for

the media placement buy and largely informed by the performance data provided by the selected media outlet regarding its capability to reach and measure target audiences. "Actuals" track the impressions and other measures of audience behavior during the active run dates of the campaign. "Actuals" may also include bonus value added reach or opportunities for engagement that is supplied at the discretion of the media outlet based on ad space or other inventory that becomes available during campaign run dates.

TOURISM MARKETING FY16–FY19 METRICS

GLOSSARY OF MEDIA METRICS

“A-List” Placements	500,000-plus circulation/viewership per medium
Earned Media	Refers to publicity gained through promotional efforts other than paid media advertising. Traditionally from public relations efforts.
Engagements	The number of times Facebook users engage with posts on Visit Los Alamos Facebook page through “Likes,” comments and shares.
Facebook Boost Posts	Pay to increase the number of Facebook users in a target market exposed to a posted message.
Facebook “Likes”	The number of new people who click the “Like” button on the Visit Los Alamos Facebook page.
Gross Impressions	An ad impression, also known as an ad view or a single instance of a single advertisement experience, regardless of medium.
Media Impressions	Broadly defined as any interaction with a piece of content and an audience member.
New Users (Website)	New users, also known as “unique page views” provide a useful alternative to basic page views. With unique page views, you eliminate the factor of multiple views of the same page within a single session. If a user views the same page more than once in a session, this will only count as a single unique page view.
Page Views (Profile) Facebook	The number of times a Facebook page’s profile has been viewed—logged in and logged out by users.
Total Page Views (Website)	A page view is defined as a view of a page on your site that is being tracked by the Analytics tracking code. If a user clicks reload after reaching the page, this is counted as an additional pageview. If a user navigates to a different page and then returns to the original page, a second pageview is recorded as well.
Paid Media	Ad space purchased in print publications (e.g., New Mexico Magazine), digital platforms (e.g., Pandora), social media (e.g., Facebook boost posts).
Reach	The total number of Facebook users who viewed any Visit Los Alamos Facebook page posts.

FY19 MARKETING TIMELINE

JULY		AUGUST		SEPTEMBER	
Q1	Message: Los Alamos ScienceFest ScienceFest Media schedule: Radio Connected TV Pandora Public Relations	Message: Gateway to 3 National Parks Media: public relations, Facebook boosted posts	Event: New Mexico State Fair Media: public relations, Facebook boosted posts		
OCTOBER		NOVEMBER		DECEMBER	
Q2	Event: International Balloon Fiesta Media: public relations, Facebook boosted posts	Message: Ski Pajarito Opening Media: public relations, releases and Facebook posts	Message: WinterFest Media: public relations, releases and Facebook posts		
JANUARY		FEBRUARY		MARCH	
Q3	Message: Ways to explore Los Alamos off the beaten path; Media: RootsRated native social media content Message: Los Alamos is a New Mexico True Destination; Media: New Mexico True Adventure Guide, public relations, Facebook boosted posts	Message: Ways to explore Los Alamos off the beaten path; Media: RootsRated native social media content Message: Los Alamos is a New Mexico True Destination Media: Digital ads, public relations, Facebook boosted posts	Message: Ways to explore Los Alamos off the beaten path; Media: Digital ads, public relations, Facebook boosted posts		
APRIL		MAY		JUNE	
Q4	Message: Gateway to Three National Parks Media: Digital ads, public relations, Facebook/Instagram ads	Message: Los Alamos is a New Mexico True destination Media: Digital ads, public relations, Facebook/Instagram ads	Message: Los Alamos is a New Mexico True destination; Media: Digital ads, public relations, Facebook/Instagram ads Message: ScienceFest 2018 Media: Digital ads, public relations, Facebook/Instagram ads		