



County of Los Alamos

1000 Central Avenue
Los Alamos, NM 87544

BCC Agenda - Final

Lodgers' Tax Advisory Board

Linda Deck, Chair; Katie Bruell, Vice Chair; and Catherine Mockler, Members

Tuesday, February 19, 2019

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

1. [11700-19](#) Minutes from the Lodgers' Tax Advisory Board Meeting on January 15, 2019.

Recommendation: I move that the Board approve the Minutes for January 15, 2019.

Presenters: Lodgers' Tax Advisory Board

Attachments: [A - January 15, 2019 DRAFT Minutes](#)

D. Board Vacancies Update

E. Public Comment for Items Not on the Agenda

II. REPORTS

A. Councilor Report

1. Council Goals

B. Inter-Board-Commission Liaisons Update

1. Art in Public Places Advisory Board (Linda Deck)
2. Historic Preservation Advisory Board (Barbara Lai)
3. Library Board (Katie Bruell)
4. Parks and Recreation Board (Kelly Stewart)

5. Planning and Zoning Commission (Catherine Mockler)
6. Transportation Board - (Vacant)
7. Tourism Implementation Task Force (Katie Bruell)

C. State/Regional Tourism & Hospitality Report (Kelly Stewart)

1. NM Hospitality Association: TRENDS Conf Recap
2. New Mexico Tourism Department Update

D. MainStreet/Creative District Report (Lauren McDaniel)

1. [11704-19](#) MainStreet/Creative District Report
Presenters: Lodgers' Tax Advisory Board
Attachments: [A - MainStreet Report](#)

E. Branding Update (Kelly Stewart)

F. Tourism Marketing Report (Floyd Vasquez)

1. Sunny505
 - a. [11706-19](#) Sunny505 Reports
Presenters: Lodgers' Tax Advisory Board
Attachments: [A - Sunny505 Leave Behind 2019 FV](#)
[B - Sunny505 Press Release FV](#)
2. FY19 Marketing Co-Op Update
 - a. [11708-19](#) FY19 Marketing Co-Op Update
Presenters: Lodgers' Tax Advisory Board
Attachments: [A- February 2019 Los Alamos Activity Report FV](#)
3. Monthly Report
 - a. [11709-19](#) Monthly Report
Presenters: Lodgers' Tax Advisory Board
Attachments: [A - February 2019 LTAB Marketing Report FV](#)

G. Lodgers' Tax Revenue Report Review (ALL)[11710-19](#)

Lodgers' Tax Revenue Report Review

Presenters:

Lodgers' Tax Advisory Board

Attachments:[A - Revenue Report](#)**H. Visitation by Attraction/Visitor Centers (Melanie Pena)**[11711-19](#)

Visitation by Attraction/Visitor Centers

Presenters:

Lodgers' Tax Advisory Board

Attachments:[January 2019 Monthly Report](#)**I. Group Marketing Events/Opportunities (All)****J. County Recreation Report (Dianne Marquez)****K. Other Announcements (All)****III. NEW AND PENDING ITEMS/PROJECTS****IV. PRESENTATIONS/DISCUSSION ITEMS****A. Tourism Data & Metrics (State & Co.)**

Victoria Gregg, Research Director, New Mexico Tourism Department

B. Short-Term/Alternative Lodging (a.k.a. Airbnb)**V. NEXT MEETING(S)/FUTURE AGENDA ITEMS****A. Next Meeting: Tuesday, March 19, 12-2 p.m.**

Municipal Building, Boards & Commissions Room 110

B. Future Agenda Items

FY20 Work Plan, Tourism Metrics, RPP, Creative District Presentation

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.



County of Los Alamos

Minutes

Lodgers' Tax Advisory Board

1000 Central Avenue
Los Alamos, NM 87544

Linda Deck, Chair; Katie Bruell, Vice Chair; and Catherine Mockler, Members

Tuesday, January 15, 2019

12:00 PM

1000 Central Avenue, Room 110

I. ADMINISTRATIVE ACTIONS

A. Call to Order/Introductions

Members Present: Linda Deck, Chair; Katie Bruell, Vice Chair; Catherine Mockler, Member

Others Present: Linda Matteson, County Manager's Office; Jamie Dickerman, Sunny 505 (on the phone); Stacy Baker, Bradbury Science Museum; Melanie Pena, Los Alamos Commerce and Development Corporation; Lauren McDaniel, Executive Director, Los Alamos MainStreet; Barbara Lai, Admin Support.

The Meeting was called to order at 12:09 pm.

B. Approval of Today's Agenda

Ms. Mockler moved to approve the agenda. Vice Chair Bruell seconded the motion. The motion passed unanimously.

C. Review/Approval of Meeting Minutes

1. [11553-19](#) Minutes from the Lodgers' Tax Advisory Board Meeting on December 21, 2018.

Attachments: [December 21, 2018 Minutes](#)

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

D. Board Updates

1. [11558-19](#) Announcement of the Merger of Griffin and Associates and HK Advertising.

Jamie Dickerman reported that Griffin and Associates merged with HK Advertising and that the new company is known as Sunny 505. Ms. Dickerman told the board that the County will work with Sunny 505 to make the legal changes to the contract due to the merger of the companies.

E. Public Comment for Items Not on the Agenda

No comment.

II.**A. Inter-Board-Commission Liaisons Update****1. Art in Public Places Advisory Board (Linda Deck)**

No report.

2. Historic Preservation Advisory Board (Barbara Lai)

Ms. Lai reported that Catherine Ozment, Vice Chair of the Art in Public Places Board, asked HPAB support to place a metal sculpture depicting Los Alamos historic theme/symbols on the corner of Fuller Lodge lawn adjacent to the sidewalk and the Post Office. She also reported that the HPAB ranked implementation of the following projects in the Fuller Lodge Interpretive Plan as high priorities: a steward/manager for Fuller Lodge with the goal of keeping the Lodge open on weekends for tourists; materials for guided or self-guided tours of the Lodge; interpretive wayside signage; a photo memories station; a 1960s hotel room; and, an immersive audio-visual experience.

3. Library Board (Katie Bruell)

No report.

4. Parks and Recreation Board (Vacant)

Ms. Matteson reported that Parks is reviewing options to make the cave at Hells Hole safer for visitors.

5. Planning and Zoning Commission (Catherine Mockler)

No report.

6. Transportation Board (Kelly Stewart)

Ms. Matteson reported that a study of the traffic pattern will be done on Trinity to accommodate bike lanes and the new housing developments.

7. Tourism Implementation Task Force (Katie Bruell & Kelly Stewart)

Nothing new to report.

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

No report.

C. Mainstreet/Creative District Report (Lauren McDaniel & Jennifer Loveless)

Ms. McDaniel reported that plans are underway for ScienceFest and the theme is 'Eureka'. The final report for Winter Fest is completed and will be forwarded to

the board. This year's festival had more out-of-town promotions, visitors, and parade entries than in 2017. Ms. McDaniels is working with a traffic mitigation specialist to reduce the impact on visitors and businesses due to the upcoming roundabout and other DP road street improvements. She also reported on upcoming downtown activities and dates to the board.

D. Branding Update (Kelly Stewart)

Linda Matteson reported that the Discoveries Action Team Meeting will be held at Fuller Lodge on Thursday, January 17, at 11:00 am.

E. Tourism Marketing Report (Floyd Vasquez)

Ms. Dickerman reported there are several projects underway in the public relations, marketing, and advertising plan with Kelly Stewart and the NM Tourism Department. USA Today ran an article which named Los Alamos as the third (of the top 25) most desirable place to raise a family.

F. Lodgers' Tax Revenue Report Review (ALL)

1. [11571-19](#) December Lodgers' Tax Revenue Report

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

Vice Chair Bruell asked about the spikes in the graph and requested that footnotes be added to explain the anomalies. Chair Deck noted that the tax collected in November was the second highest tax revenue collected ever.

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

1. [11577-19](#) Visitation by Attraction/Visitor Centers Reports

Attachments: [A - December 2018 Monthly Visitation by Attraction Report](#)

Ms. Pena reported that the Los Alamos Visitors Center is closed, but that the White Rock Visitor Center is open. The new Los Alamos center will open in March. Visitor numbers are on track with previous years. Some of the lower visitor counts may be attributable to the weather (snow storms) and lower programming of activities during the holidays.

Ms. Baker asked about Pajartio Ski and if skiers are going to the hill. Ms. Mockler mentioned that two of the lifts are down, so skiers are discouraged from coming to Los Alamos to ski and to stay overnight.

H. Group Marketing Events/Opportunities (All)

Catherine Mockler mentioned that there is a ski movie coming to the Reel Deal Theater featuring back country skiing. She says that the movie is great and that it sells out every year.

I. County Recreation Report

No report.

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

Ms. Pena reported that she distributed the Fun and Games report to the managers of the attractions. She reported that she still has six pallets of the Visitor Guide, which is enough for the summer and into next year.

K. Other Announcements (All)

No announcements.

III. NEW AND PENDING ITEMS/PROJECTS**A. FY20 Work Plan Priorities****1. 11557-19 FY20 Work Plan Priorities**

Attachments: [A - LTAB Approved FY19 Work Plan](#)
[B - DRAFT FY20 Work Plan Template](#)

Chair Deck reported that after County Council holds its Strategic Leadership meeting, the board will begin work on its FY20 Work Plan. Ms. Matteson reported that the meeting will be held on January 22 as originally planned. Chair Deck mentioned that she is waiting for Kelly Stewart to schedule a meeting with Victoria Greg from the NM Tourism Department to review and interpret the trend data that the Tourism Department gathers. Ms. Stewart will invite Ms. Greg to attend the next LTAB meeting.

A few of the work plan items are the responsibility of the LACDC. Ms. Pena provided an update on the Customer Service Training, adding that a questionnaire is being worked on and will be ready in April. The board will be participating in the field text. Chair Deck mentioned that the board will address the future of AirBNB. She said that she will distribute the information received from Taos and ask the board to make recommendations on how an AirBNB would function in Los Alamos.

Ms. Mockler brought up the issue of the board's purpose and how it relates to the relationship of tourists to the business community. Vice Chair Bruell stated that the purpose is clearly stated in the LA Strategic Leadership Plan and the work comes when implementing the plan by the board. Chair Deck mentioned that Joanie Ahlers will be invited to a board meeting to discuss the issue further.

IV. PRESENTATIONS/DISCUSSION ITEMS

No presentations or discussion items.

V. NEXT MEETING(S)/FUTURE AGENDA ITEMS

A. The next LTAB meeting is scheduled for February 19, 2019 in Room 110 at 12:00 pm.

VI. ADJOURN

The meeting adjourned at 1:22 pm.

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DRAFT

MainStreet/Creative District:

- Recap of Creative Crawl, Museum Monday & progress on Creative Directory/Map
- Los Alamos Restaurant Week March 10-17 (coordinated via nmrestaurantweek.com)
- T.I.M.E. Project with New Mexico Arts (installation by June 30, just prior to ScienceFest)
- ScienceFest 2019 Updates
 - Bathtub theme tied to Eureka!, coordinating with Bathtub Row, History Museum & others
 - Possible installation from Taos PASEO Project, astrophysics ballet performance
 - MPNHP - have heard they plan to do tours in honor of Trinity test in April, and again during ScienceFest week this year
 - LANL DisrupTECH will take place during ScienceFest week again
- LANL Summer Students - coordinating some Los Alamos educational materials for them, via DAT, County and LANL HR. 2,000 returning, 450 or so new expected. Housing continues to be an issue according to LANL Student Programs Coordinator; may see an uptick in hotel demand, Airbnb during arrival in early June.



SUNNY505

Rise.

SUNNY505

THE TEAM



Joanie Griffin
CEO

Joanie Griffin is the CEO and founder of Sunny505. She has over 30 years of experience in the communications and marketing field—starting Griffin & Associates in 1990. As a successful small business owner, Joanie knows the importance of creating a memorable and lasting brand for a business. Though the media world has evolved greatly, Joanie has always adapted media strategies to most effectively serve her clients' needs. Joanie has remained at the forefront of marketing and advertising by building communications plans that integrate shared media, owned media, paid media and earned media.



Dezaree Vega-Garcia
President

Dezaree Vega is the President at Sunny505. She began with the company as an intern in 2002 and immersed herself in learning the marketing, advertising and public relations industry. Through demonstrated success with account management and industry knowledge, Dezaree was promoted within the company and named a partner in summer 2009. Her ability to manage multiple facets of complex projects for an array of clients across industries makes Dezaree a valuable asset to the team and to the company and led to her promotion to President of the company in 2015.



David Hayduk
Senior Strategist

Dave is the Senior Strategist of Sunny505. Dave has managed all aspects of the business while establishing himself as a specialist in development of brand strategies incorporating an integrated range of marketing and public relations and provides key insight on strategy and creative direction. Dave founded HK Advertising in 1982. He is the consummate team leader who organizes staff and client interaction to everyone's advantage.



Vera Hayduk
Senior Strategist

Vera has 20+ years of experience in marketing, advertising and account service. Vera manages all aspects of client service including media planning and buying. Previously Vera worked with Hutton Broadcasting managing over 80 accounts for six radio stations plus santafe.com. She works with clients to develop campaigns that increase their share of voice in the market. Her years of experience in all areas of marketing, traditional and digital advertising, account service and promotional campaigns are an asset to all Sunny505 clients.

SUNNY505

THE TEAM



Floyd Vasquez
Account Manager

Floyd has more than 30 years experience in all facets of the marketing industry including video, television, public information, public relations and general marketing. Prior to joining the Sunny505 team, Floyd was the principal of VisionBroadcast Media, LLC, a public relations, digital marketing and video production boutique. He also worked as a broadcast journalist for KUNM, KOB TV, KRQE, NM PBS and the American Forces Network Europe; and held public information roles for local, state and federal agencies and as a contractor. Floyd is an Army Veteran. He received his B.A. degree in from Columbia University in 1990.



Barbara Rudolf
Creative Director

In her role as Creative Director, Barbara has worked with clients to design logos, corporate identification packages and to provide them with an online presence. Prior to joining the Sunny505 team, Barbara owned and operated her own company in Costa Rica, which served a number of international, primarily tourism, clients. She began her career in New York City design studios that served clients such as Dow Jones, Christies Auction House, the National Audubon Society, Random House, Viking Penguin and Thames & Hudson.



Jamie Dickerman
Vice President Public Relations

Jamie joined Sunny505 as an Account Executive in 2014 and was promoted to Vice President of Public Relations in 2016. She works with a variety of government, business, tourism and non-profit accounts to manage public relations and social media efforts, as well as providing day-to-day management of accounts. Dickerman has worked as a grant writer, Press Secretary for a U.S. Congressman, and Communications Director for the Republican Party of New Mexico.



Dave Dabney
Director of Digital Solutions

Dave Dabney has been involved in almost every segment of the industry. He has worked as a packaging designer, a design director and production manager for both the Weekly Alibi and the Santa Fe Reporter. Dave was a lead designer for Fantagraphics Books in Seattle, WA, as well as a successful, independent designer and web developer for a long list of clients such as La Fonda Santa Fe, the Georgia O'Keeffe Museum, Mulhern Advertising, and Johnson Advertising Santa Fe.



Shannon Carey
Associate Creative Director

Shannon Carey is a Creative Associate and Senior Graphic Designer at Sunny505, and has been with the company full-time since 2009. Prior to moving to New Mexico, she worked as a Graphic Designer with Salmon Press in New Hampshire, which specialized in regional tourism publications.



Angelo Mitchell
Graphic Designer/Photographer

Angelo earned a BFA in Media Arts with an emphasis in film production. He has worked on music videos, documentaries and staging interviews. His work at Sunny505 includes design and production for a wide range of print applications including advertising, brochures, posters and out-of-home advertising. Previously he worked for the Ameri-Corps in their cultural technology program with State museums and with the New Mexico State Department of Tourism.



Nicole Archuleta
Graphic Designer/Account Coordinator

Nicole graduated in 2015 with a Bachelor of Science in Graphic Design and Communications. Prior to graduation, Nicole interned at Bella Media Group in Santa Fe; home to nine major publications in New Mexico. During her Undergraduate program she worked with the non-profit organization West End Streets in Dallas, TX to design and revitalize a new brand identity for their organization. Her work at Sunny505 includes design and production in a variety of projects; while also coordinating and communicating with the client.



Gabe Gallegos
Media Strategist

Gabe is primarily responsible for developing winning social media campaigns for our clients and assisting our team on a wide portfolio of accounts. He also works closely with our political and advocacy clients to take critical messages to their target audiences. He previously worked in public affairs for the U.S. Department of State and has worked in both finance and communications roles for multiple political campaigns. He holds a B.A. from UNM in Journalism/Mass Communications and Political Science.



James Turk
Chief Financial Officer

James Turk is President of Solutions Group, Inc., Certified Public Accountants. He also serves as Sunny505's Chief Financial Officer advising us on all money matters.



ACCOUNT SUPERVISION

- Strategic planning
- Market research
- Communications plan development



ART & MEDIA SERVICES

- Graphic design
- Copy writing, illustration and collateral development
- Design and production of out-of-home advertising
- Concept and production supervision of broadcast advertising
- Media analysis
- Media plans & buys for every type of vehicle, post buy analysis
- Brand Development
- Corporate identification packages
- Internal & external publications



PUBLIC RELATIONS

- Message development
- Media relations
- Issues/crisis management
- Community relations
- Media training

PUBLIC AFFAIRS

- Grassroots campaigns
- Public awareness campaigns
- Feature articles for consumer/trade publications
- Coalition building
- Stakeholder outreach, mapping, engagement



INTERACTIVE MULTIMEDIA SERVICES

- Website design and layout
- Web page development
- Online research & database development
- Email communications
- Electronic newsletters
- Social media

COMPREHENSIVE SERVICES OFFERED

SUNNY 505'S EXPERIENCE

Sunny505, a woman-owned, New Mexico-based corporation, was established in January 1990 to provide organizations with results-producing marketing, advertising and public relations services. Our staff of 10 is made up of a diverse group of marketing professionals whose expertise encompasses all marketing communications disciplines including media buying, graphic design, broadcast production, strategic advertising and communications planning, social media, website design, public relations, special events, market research and training. It is this combination of marketing skills that has us produce the kinds of results for which we are known. Our annual billings are over \$2.5 million.

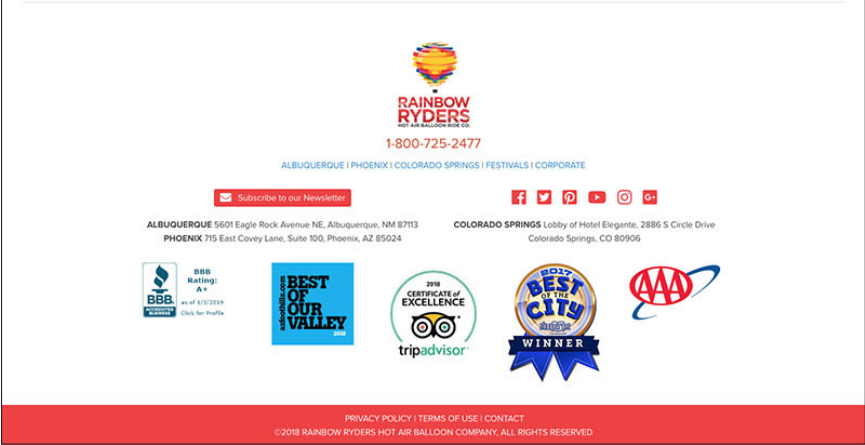
We do more than simply develop external campaigns; we work with our clients and their staffs to ensure internal procedures are in place to support the marketing, advertising and public relations efforts. Because of our commitment to extraordinary results, the firm has been selected as one of New Mexico's Top 25 Woman Owned Businesses every year since 1996, and our principal Joan (Joanie) Griffin is the only communications professional in New Mexico to have received lifetime achievement awards from all three of the communications professional organizations—the Public Relations Society of America, the American Marketing Association and the American Advertising Federation.

OUR MISSION

As a leading communications company, Sunny505 is committed to providing the highest level of personalized service to our clients. We focus on crafting unique approaches to advance the awareness of our clients' products and services. Sunny505 is dedicated to proactive leadership, devising creative solutions to marketing opportunities and consistently assessing the needs and objectives of our clients.

SAMPLES

RainbowRyders.com



Durango Area Tourism Office
Durango.org



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OUTDOOR

Adventures

CULTURAL

FAMILY

DISCOVER

Signature Events

Jolt Your Summer Challenge

Connie Mack World Series

Flash Your Fish Challenge

San Juan County Fair

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Free Vacation Guide

Farmington Convention & Visitors Bureau
3041 E. Main St. Farmington, NM 87402
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Family Adventures

PARKS

There are 73 parks to explore in Farmington, each offering a unique location and opportunities for a good time. For a complete list of the parks, visit City of Farmington Parks, Recreation, and Cultural Affairs or call 505-699-1400 to make a park or shelter reservation.

PLAY, EXPLORE AND DISCOVER

ANIMAS RIVER TRAILS

Berg Park access, intersection of San Juan Blvd. and Scott Ave.
505-699-1400

At the very heart of Farmington you will find a beautiful system of trails and parks nestled along the Animas River. Visitors can enjoy walking, running and biking along the trails and explore parks, playgrounds, the Riverside Nature Center and the All Veterans Memorial.

[Read More](#)

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WINE Tasting

New Mexico is the oldest wine making region in the United States. Pair that with our southwestern hospitality and breathtaking vistas and you have the recipe for a fantastic getaway!

CHEERS!

Wine lovers enjoy St. Clair Winery & Bistro in Farmington and truly appreciate Wines of the San Juan. Visit and discover your love for New Mexico wines!

Wine Tasting at St. Clair Winery & Bistro
5150 East Main St., Farmington, NM
505-325-0711

St. Clair Winery & Bistro offers the largest selection of New Mexico wines in the region, many of which are available for tasting.

[READ MORE](#)

Wines of the San Juan
233 Highway 511, Barco, New Mexico 87412
505-632-0879

Visit Wines of the San Juan to experience a boutique winery, flourishing in the bosque of the San Juan River.

[READ MORE](#)



Goodwill Industries of New Mexico



Press Release

Contact: Joanie Griffin (505) 261-4444 jgriffin@griffinassoc.com

Griffin & Associates and HK Advertising Create New Entity – Sunny505

January 7, 2018 –Two of the state’s largest marketing communications firms have formed a strategic alliance and created a new entity. Albuquerque-based Griffin & Associates and Santa Fe-based HK Advertising are collaborating on projects as Sunny505 effective today.

“We have spent two decades competing against one another,” said Dave Hayduk, CEO of HK Advertising. “What we realized is we are stronger together, especially when it comes to competing against out-of-state firms.”

The two companies spent 2018 pitching new business and working together to see how the two cultures work together. They have successfully been working on a variety of campaigns including the Village of Cloudcroft, the City of Alamogordo, the Town of Silver City and Los Alamos County.

“We work amazingly well together, so the next challenge was to name our new alliance,” explained Joanie Griffin, CEO of Griffin & Associates. “We landed on Sunny505 – sunny obviously for the sunshine, but also because the way we illuminate projects and help our clients grow. 505 for the area code, but also because in numerology, it means something good is about to happen. And that’s what we do – we help our clients and their bottom lines rise.”

For more information on Sunny505, go to Sunny505.com

###

Earned Media

Public Relations

| News Headline | Outlet Name | Outlet Type | News Circulation | News Ad Value | PR Value | Date |
|--|---------------------|-------------|------------------|---------------|----------------|-----------|
| 10 science photos that made history and changed minds | Big Think | Online | 1,651,169 | \$15,314.59 | \$153,145.92 | 1/13/2019 |
| Backcountry Film Festival Comes To The Reel Deal January24 | Los Alamos | Online | | | | 1/16/2019 |
| Swirling storms create fantastic ski conditions | Santa Fe New | Online | 83,114 | \$770.88 | \$7,708.82 | 1/17/2019 |
| PEEC: Backcountry Film Festival Jan. 24 | Los Alamos Daily | Online | 9,554 | \$88.61 | \$886.13 | 1/16/2019 |
| These are the best places to retire in every state | USAToday | Online | 866,791 | \$8,039.49 | \$80,394.87 | 1/17/2019 |
| These are the best places to retire in every state | Visalia Times Delta | Online | 108,608 | \$1,007.34 | \$10,073.39 | 1/17/2019 |
| These are the best places to retire in every state | Naples Daily News | Online | 45,227 | \$419.48 | \$4,194.80 | 1/17/2019 |
| These are the best places to retire in every state | Argus Leader | Online | 176,000 | \$1,632.40 | \$16,324.00 | 1/17/2019 |
| These are the best places to retire in every state | Asbury Park Press | Online | 366,322 | \$3,397.64 | \$33,976.37 | 1/17/2019 |
| This Week At Pajarito: Open MLK Holiday Monday! | Los Alamos Daily | Online | 9,554 | \$88.61 | \$886.13 | 1/20/2019 |
| Backcountry Film Festival In Los Alamos Jan. 24 | Los Alamos Daily | Online | 9,554 | \$88.61 | \$886.13 | 1/21/2019 |
| The best roadside scenic viewpoint in every state (Los Alamos Anderson Overlook) | Matador Network | Online | 1,010,547 | \$9,372.82 | \$93,728.23 | 1/23/2019 |
| The Best Months to Visit These 30 States | Yahoo! Finance | Online | 15,825,673 | \$146,783.12 | \$1,467,831.17 | 1/24/2019 |
| "Atoms and Art" Exhibit Showcases Renowned Pueblo Artist Maria Martinez | Grant County Beat | Online | 4,243 | \$39.35 | \$393.54 | 1/24/2019 |
| ‘Atoms and Art’ Exhibit Showcases Renowned Pueblo Artist Maria Martinez And Her | Los Alamos Daily | Online | 9,554 | \$88.61 | \$886.13 | 1/24/2019 |
| Art Buzz Feb 19 | Local Flavor | Online | 40,000 | \$371.00 | \$3,710.00 | 1/27/2019 |
| Valles Caldera National Preserve Reopens Today! | Los Alamos Daily | Online | 9,554 | \$88.61 | \$886.13 | 1/27/2019 |
| National parks sites reopening across New Mexico after shutdown | Santa Fe New | Online | 83,114 | \$770.88 | \$7,708.82 | 1/27/2019 |
| New Mexico national parks, monuments announce reopening | KRQE | Online | 159,984 | \$1,483.85 | \$14,838.52 | 1/27/2019 |

| | | | | | | |
|---|------------------|--------|------------|--------------|----------------|-----------|
| The Shutdown Is Over, But Not All National Parks Are Ready For Visitors (Section on | National Parks | Online | 34,729 | \$322.11 | \$3,221.11 | 1/28/2019 |
| Daily Postcard: Pajarito Mountain Welcomes Skiers | Los Alamos Daily | Online | 9,554 | \$88.61 | \$886.13 | 1/30/2019 |
| Scenes From Backcountry Film Festival Thursday | Los Alamos Daily | Online | 9,554 | \$88.61 | \$886.13 | 1/30/2019 |
| ‘Atoms and Art’ happening today in Los Alamos | Roswell Daily | Online | 25,000 | \$231.88 | \$2,318.75 | 1/31/2019 |
| Pajarito Ski Area reopens Aspen lift | KRQE | Online | 159,984 | \$1,483.85 | \$14,838.52 | 1/31/2019 |
| Scenes From ‘Atoms And Art’ Exhibit Opening | Los Alamos Daily | Online | 9,554 | \$88.61 | \$886.13 | 2/3/2019 |
| | Post | | | | | |
| Totals | | | 20,716,937 | \$192,149.59 | \$1,921,495.91 | |

| Additional Mentions | | | | | | |
|--|---------------------|-------------|---------------------------|---------------|----------------|-----------|
| News Headline | Outlet Name | Outlet Type | News Circulation Audience | News Ad Value | PR Value | Date |
| FINDING A DREAM STATE IN JEMEZSPRINGS | New Mexico Magazine | Online | 150,000 | \$1,391.25 | \$13,912.50 | 1/15/2019 |
| 27 Super Underrated TV Shows On Hulu, Because There's More To The Streaming Service Than 'The Handmaid's T | Bustle | Online | 12,084,356 | \$112,082.40 | \$1,120,824.02 | 1/18/2019 |
| Totals | | | 12,234,356 | \$113,473.65 | \$1,134,736.52 | |

*News Circulation Audience and News Ad Value is generated through Meltwater and SimilarWeb
*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 feautring 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 pe 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 |
| | 195 | 6,567 | 20,486 | 249 | 2,878 |

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

where discoveries are made



2019 PUBLIC RELATIONS & SOCIAL MEDIA REPORT

SUNNY505



February 2019 LTAB Marketing Report
Floyd E. Vasquez, Account Manager, 505-980-1028

Account Management

Prepare FY2019 Budget Status Report detailing billable hours and spending to date and projecting through end of fiscal year.

Solicit and review advertising vehicles for possible consideration in FY2019 Media Buy.

Begin solicitation of prizes for Facebook contest.

Follow through reminders toward obtaining a link to Visit Los Alamos Facebook Page from VisitLosAlamos.org.

Review and collaborate on all press releases including Backcountry Film Festival - Reel Deal Theater, Atoms and Arts, Los Alamos Great for Seniors, and Pajarito.

Oversee planning for video production facilitated by MMP grant through NM Tourism Department. Shoot date tentatively April 23 or 24, 2019. The NM Tourism Department will write the script, cast the video, shoot and edit. Our recommendation is to shoot the Manhattan Project, hiking trails, and Bradbury Science Museum and maybe a drone shot of the logo in the middle of the street. The last videos we shot (August 2016) showcased Bandelier, Valles Caldera, mountain biking and Bradbury. It's a 1 day shoot at no more than 3 locations. We will receive a finished 15, 30 and 60 second spots for future marketing as well as raw video. Joanie Griffin will work closely with Kelly and Linda as we move forward with the scheduling.

Public Relations

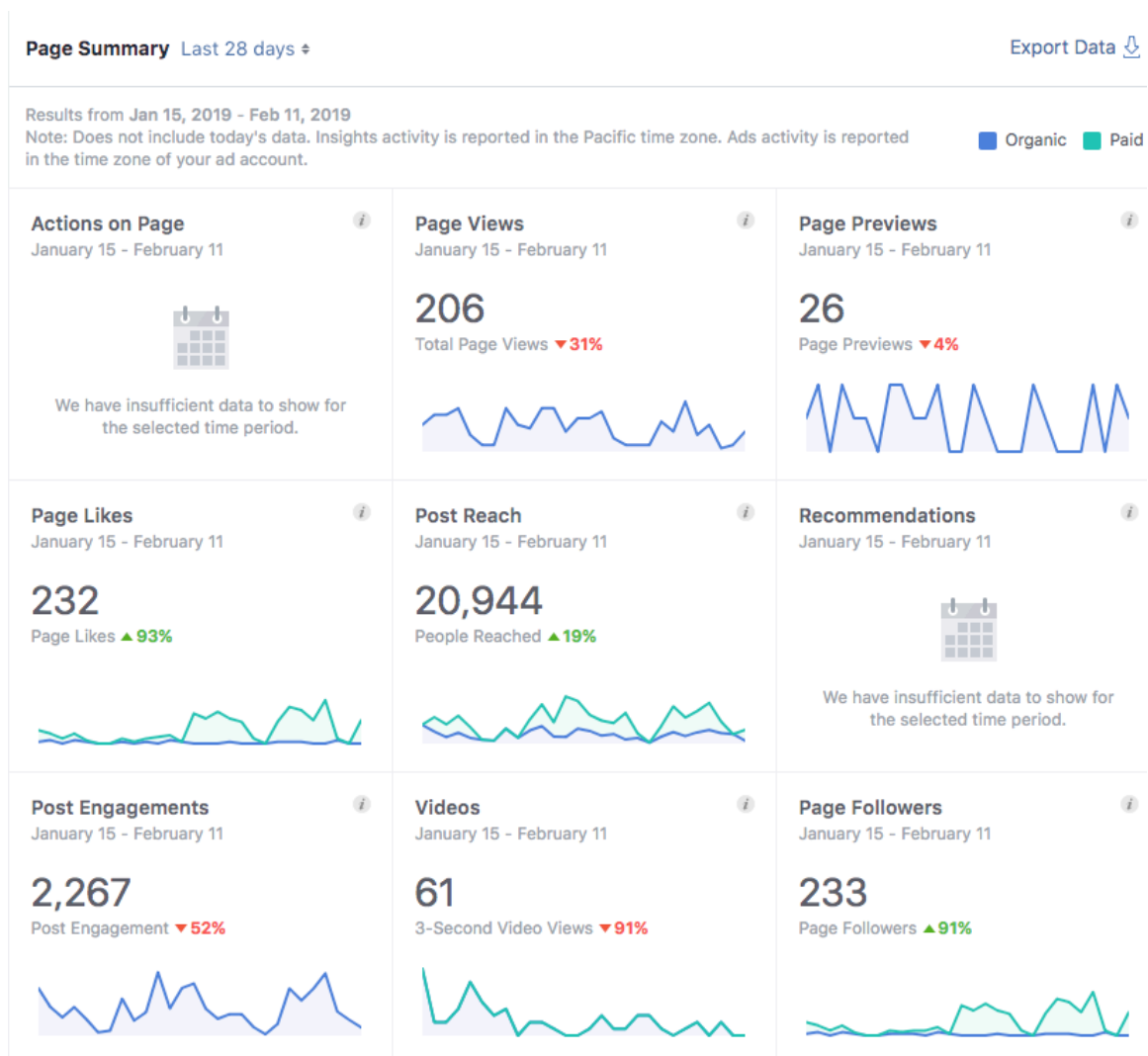
Press Release: Los Alamos Named Best Place to Raise a Family in New Mexico
Griffin Action: Developed with Kelly Stewart, National Press Release sent


Press Release: Atoms and Art Exhibit Showcases Renowned Pueblo Artist Maria Martinez and Her Ties to Los Alamos History and Culture
Griffin Action: Developed with Kelly Stewart, sent.

Press Release: Los Alamos, NM Ideal Location for Active Seniors
Two-Day Los Alamos Active Seniors Itinerary
Griffin Action: Developed with Kelly Stewart (pending)

Press Release: Reel Deal Theater / Backcountry Film Festival
Griffin Action: Developed with Katie Bruell, Jennifer Loveless, Kelly Stewart.
Sent.

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



| <div> Pages to Watch </div> <div> Compare the performance of your Page and posts with similar Pages on Facebook. </div> | | | | | |
|---|-------------------|--------------------|--|----------------------|--|
| <div>Add Pages</div> | | | <div> Reactions, Comments & Shares </div> | | |
| Page | Total Page Likes | From Last Week | Posts This Week | Engagement This Week | |
| <div>1</div> <div>  Visit Taos </div> | 43.4K <div></div> | ▲0.4% | 8 | 2.9K <div></div> | |
| <div>2</div> <div>  Valles Caldera National ... </div> | 14.8K <div></div> | ▲0.2% | 2 | 57 <div></div> | |
| <div>3</div> <div>  Carlsbad New Mexico - ... </div> | 12.6K <div></div> | ▲0.1% | 4 | 63 <div></div> | |
| <div>YOU</div> <div>4</div> <div>  Visit Los Alamos </div> | 6.6K <div></div> | ▲0.9% | 7 | 418 <div></div> | |
| <div>5</div> <div>  Visit Ruidoso </div> | 6.3K <div></div> | ▲0.2% | 6 | 132 <div></div> | |
| <div>6</div> <div>  Sierra County New Mexi... </div> | 2.2K <div></div> | ▲0.1% | 7 | 115 <div></div> | |

Web: NewMexico.org

Griffin Action: Ongoing coordination with Kelly Stewart to update content on Los Alamos in North Central Region section of newmexico.org

Web: SkiNewMexico.org

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

County of Los Alamos Lodgers' Tax Revenue --Accrual Basis • 5 of 6 Collected in Dec 2018 • Reported in Jan 2019 • Presented in Feb 2019

| Mo. Collected ↓ | | | FY19 | FY18 | FY17 | FY16 | FY15 | FY14 | FY13 | FY12 | FY11 | FY10 | FY09 | FY08 |
|-----------------|-------|-----|-----------|---------|---------|---------|---------|---------|---------|---------|---------|---------|---------|---------|
| 1 | JUL | Jun | \$31,611 | 28,567 | 30,300 | 24,113 | 25,751 | 23,185 | 22,483 | 32,434 | 31,472 | 27,221 | 23,293 | 23,258 |
| 2 | AUG | Jul | \$32,125 | 27,958 | 32,560 | 10,351 | 26,466 | 23,457 | 24,323 | 33,080 | 33,850 | 31,731 | 27,864 | 26,218 |
| 3 | SEP | Aug | \$34,683 | 29,623 | 27,135 | 31,486 | 25,004 | 25,898 | 24,108 | 24,988 | 35,167 | 30,692 | 29,590 | 27,112 |
| 4 | OCT | Sep | \$31,559 | 27,185 | 25,055 | 35,631 | 23,945 | 19,896 | 16,934 | 23,943 | 25,553 | 25,512 | 24,245 | 20,262 |
| 5 | NOV | Oct | \$29,619 | 25,468 | 19,314 | 8,433 | 10,413 | 16,577 | 15,660 | 19,187 | 22,707 | 23,533 | 22,465 | 21,064 |
| 6 | DEC | Nov | \$26,270 | 19,439 | 18,903 | 31,602 | 23,908 | 12,470 | 14,688 | 16,980 | 19,042 | 20,852 | 20,049 | 12,120 |
| 7 | JAN | Dec | \$23,937 | 18,413 | 17,648 | 16,345 | 15,255 | 13,263 | 13,599 | 15,126 | 16,837 | 21,876 | 17,316 | 11,378 |
| 8 | FEB | | | 17,912 | 16,362 | 15,902 | 6,882 | 12,079 | 11,705 | 15,740 | 13,871 | 17,734 | 17,940 | 20,661 |
| 9 | MAR | | | 20,146 | 22,091 | 17,934 | 16,051 | 11,494 | 12,071 | 16,562 | 13,557 | 20,597 | 19,644 | 10,873 |
| 10 | APR | | | 27,355 | 19,910 | 14,809 | 13,514 | 13,237 | 14,266 | 12,921 | 18,142 | 21,736 | 19,072 | 17,381 |
| 11 | MAY | | | 25,972 | 23,974 | 18,709 | 25,713 | 15,143 | 14,790 | 18,097 | 19,538 | 20,915 | 21,864 | 22,636 |
| 12 | JUN | | | 29,610 | 28,567 | 28,667 | 26,945 | 19,570 | 17,924 | 22,483 | 22,887 | 25,754 | 24,248 | 22,181 |
| FY19 | TOTAL | | \$209,803 | 297,647 | 281,820 | 253,981 | 239,847 | 206,270 | 202,552 | 251,542 | 272,623 | 288,152 | 267,589 | 235,144 |

ACTUALS→

6%

11%

6%

16%

2%

-19%

-8%

-5%

8%

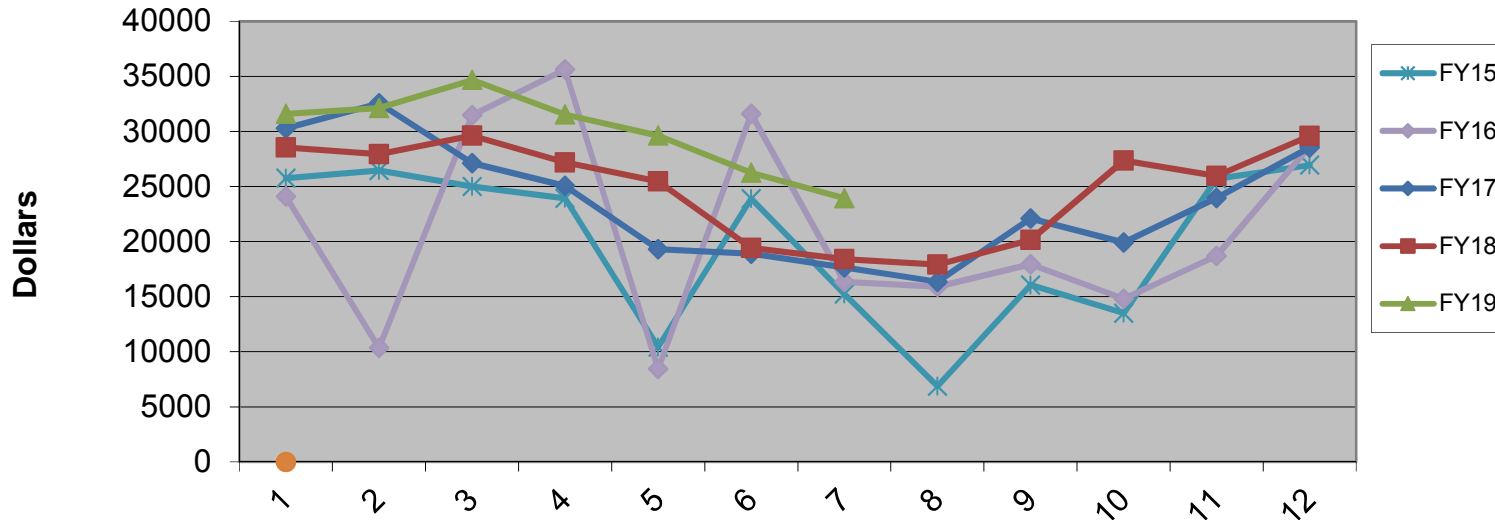
14%

FY18 Jul-Jan

176,652

19% increase, same period FY18 (YOY)

Los Alamos County Lodgers' Tax Revenue





February 14, 2019

Kelly Stewart
Los Alamos County
1000 Central Ave.
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 January 2019. Please let me know if you have any questions. LTAB Board has voted to include Atomic City Tours visitation into this report.

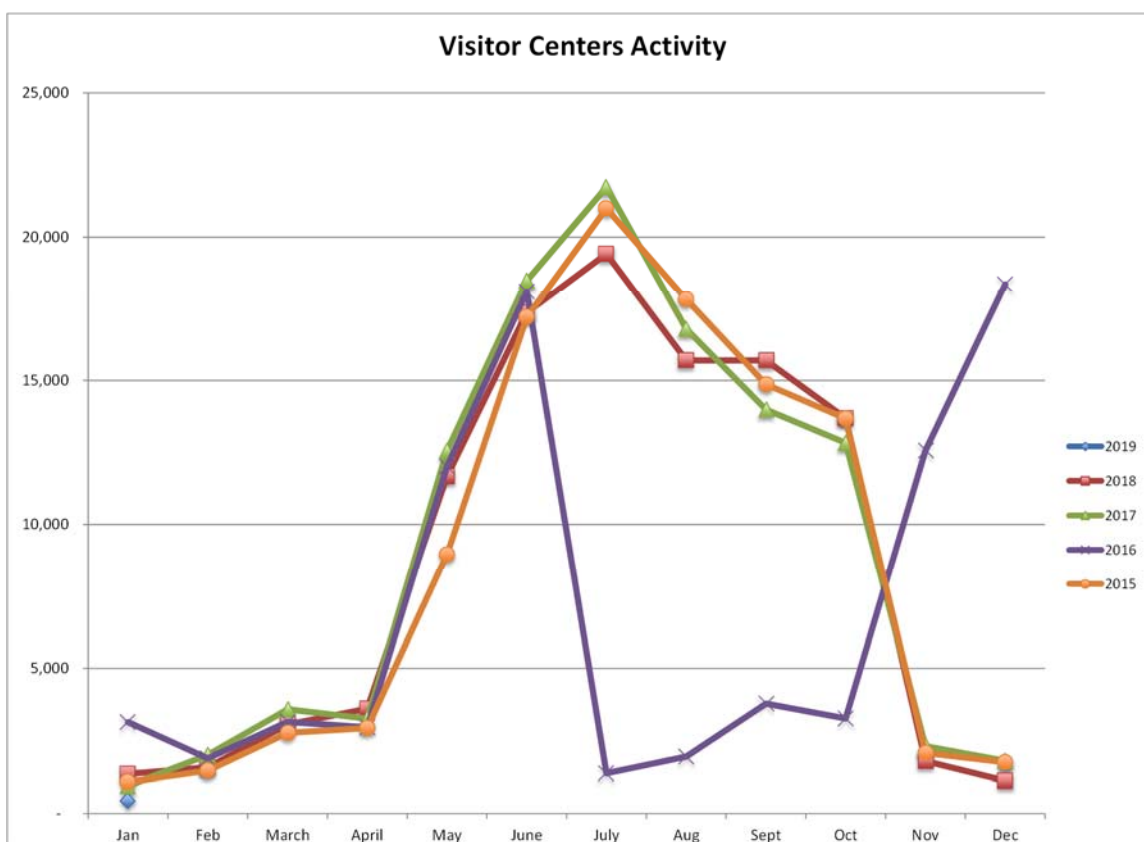
Sincerely,

Melanie Peña
Discover Los Alamos Director

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

DLA Monthly Report

January 2019

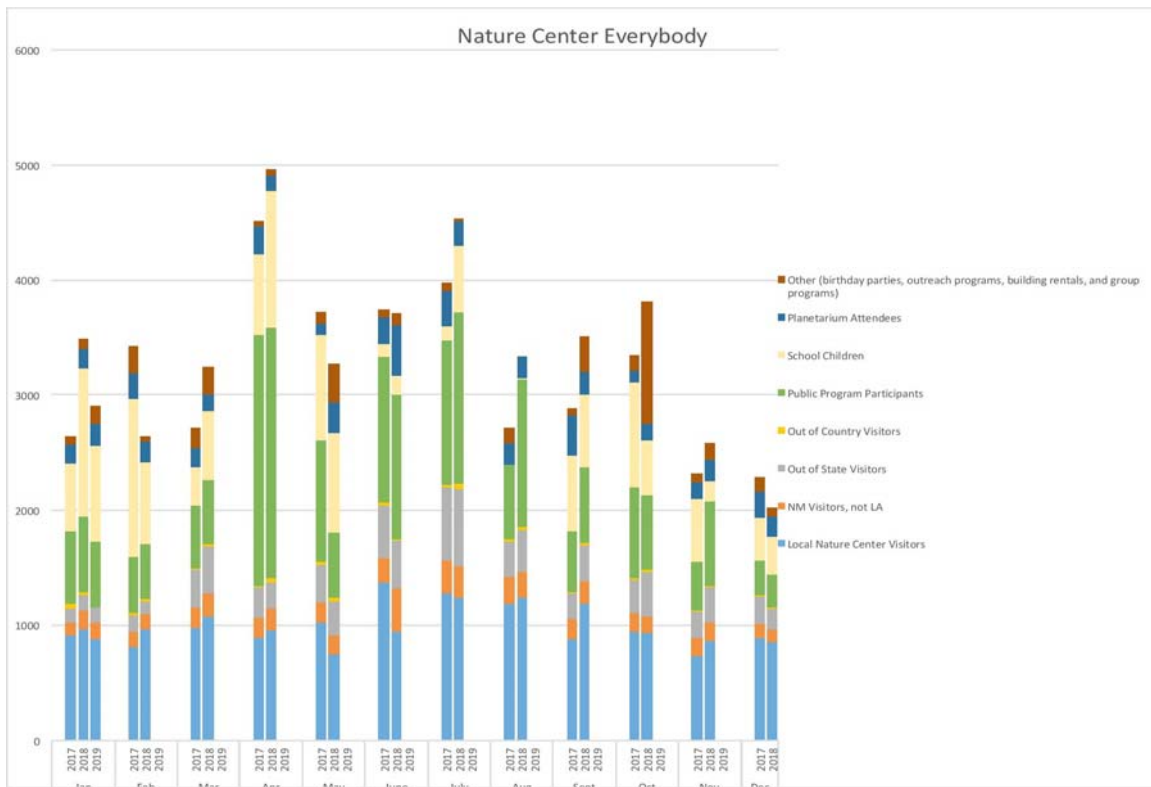


Los Alamos Visitor Center January 2019

0

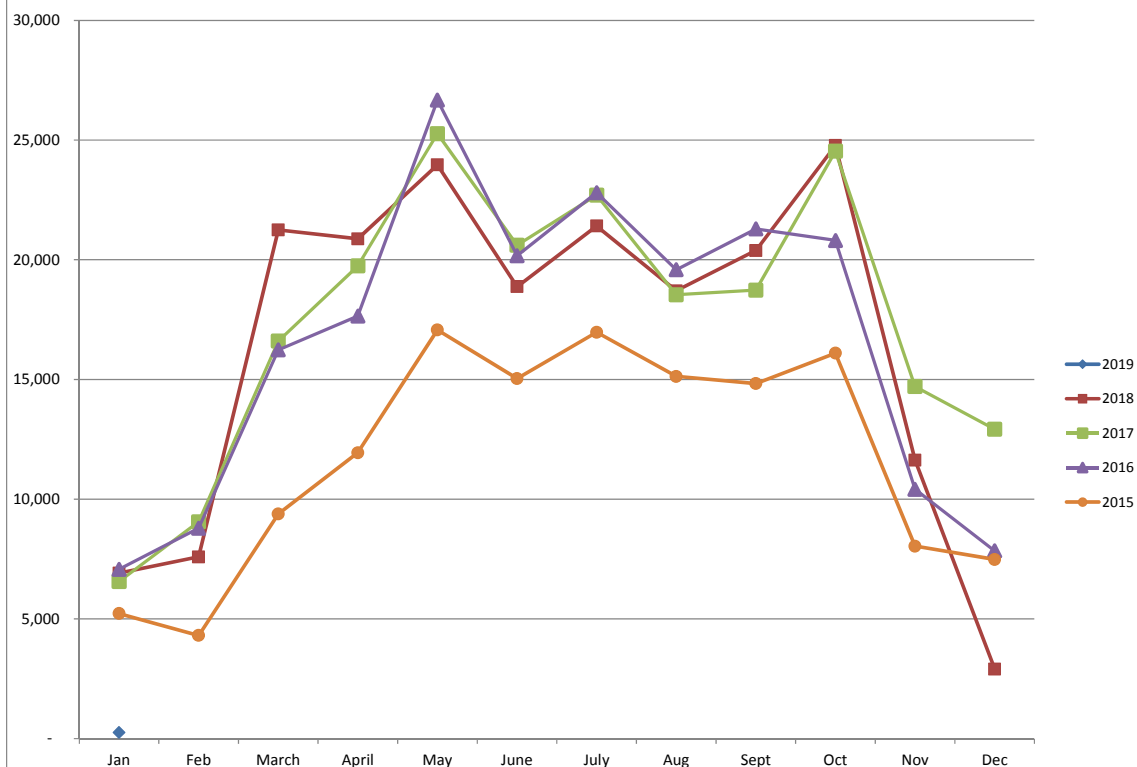
White Rock Visitor Center January 2019

227

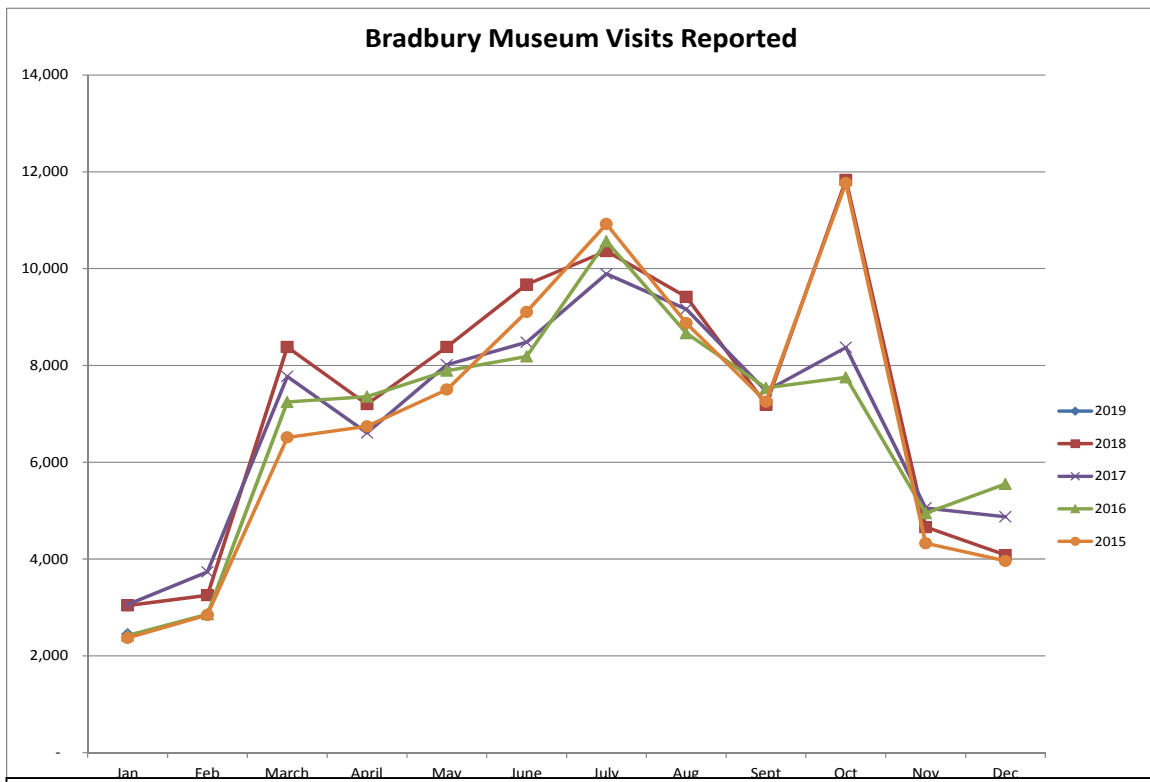


Nature Center January 2019 2.903

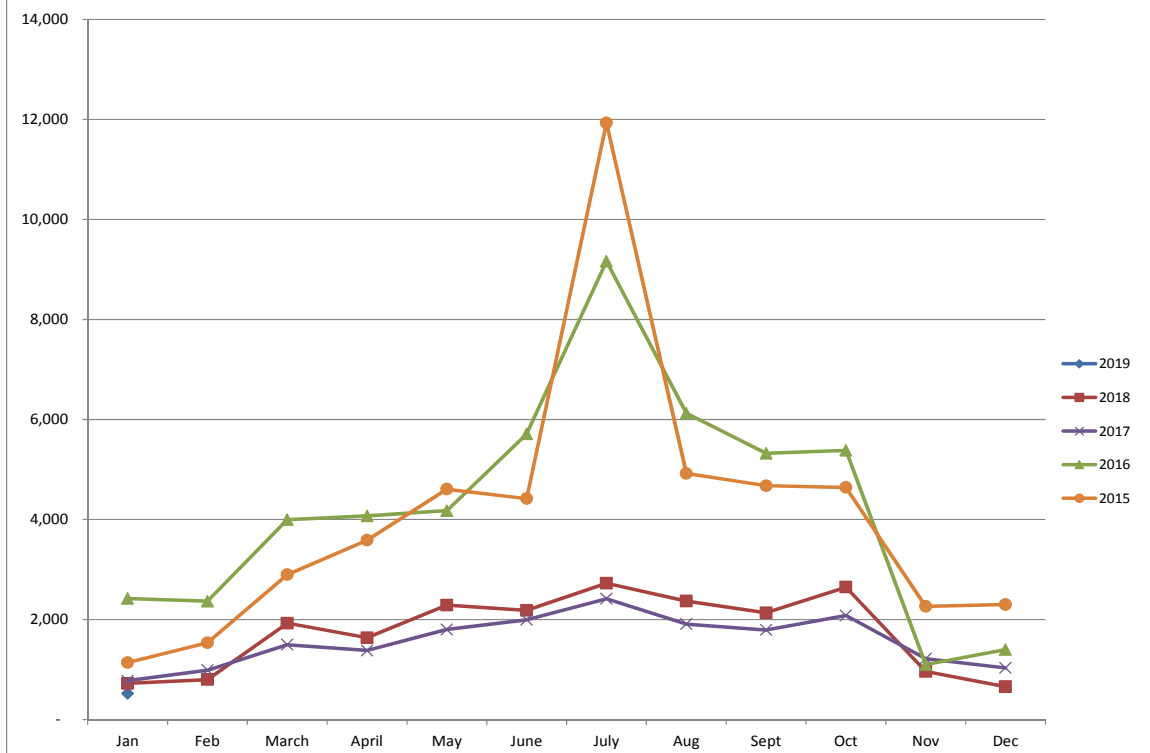
Bandelier Visits Reported



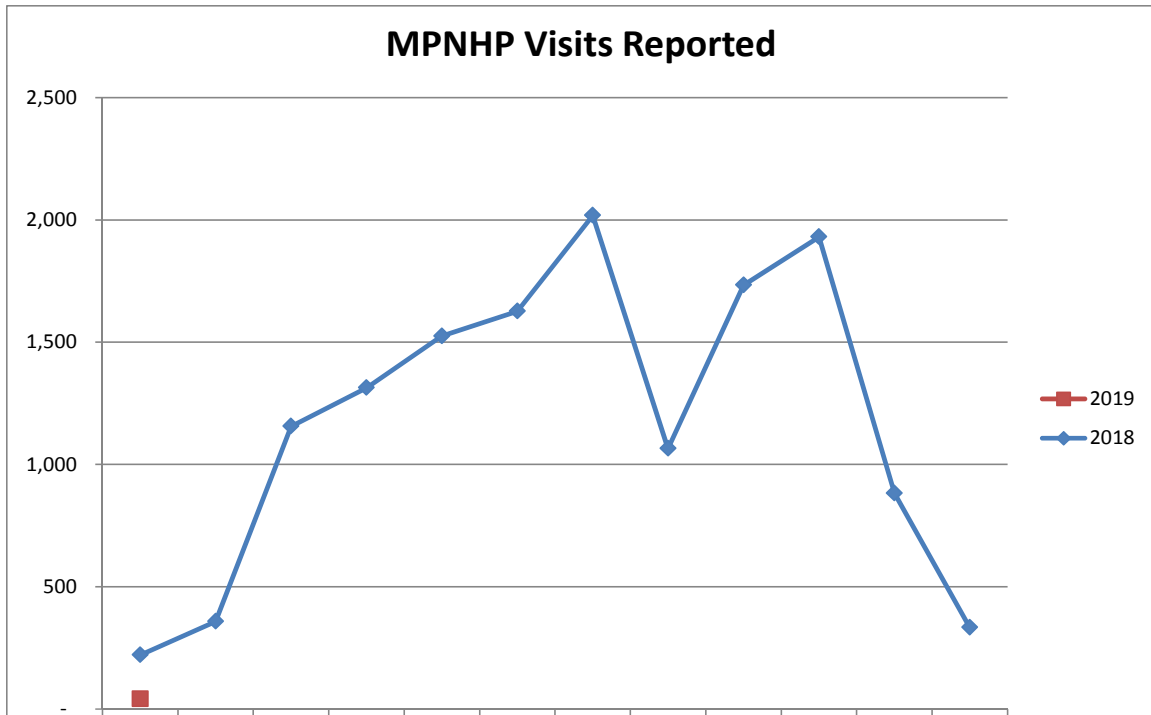
Bandelier National Monument January 2019 257
 ~Note due to lapse in funding, BNM was closed 1/1/19-1/25/19~



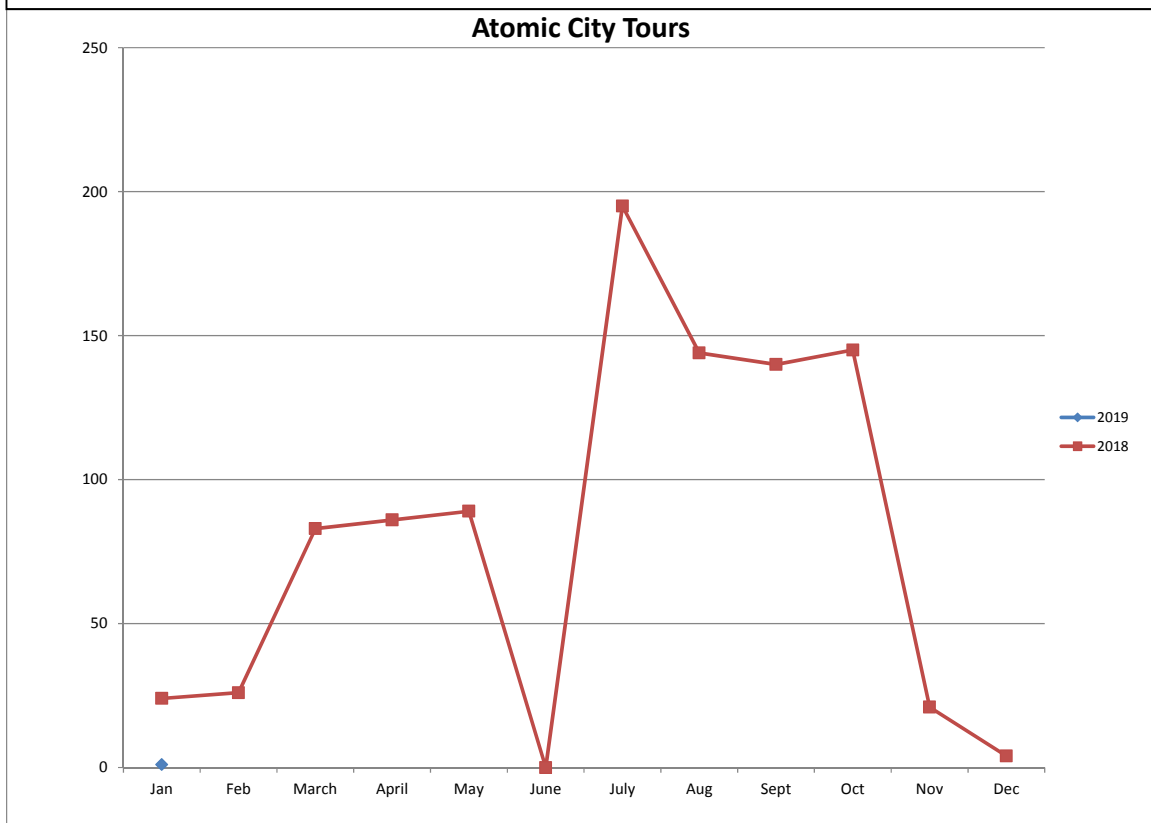
Bradbury Science Museum January 2019 2,445



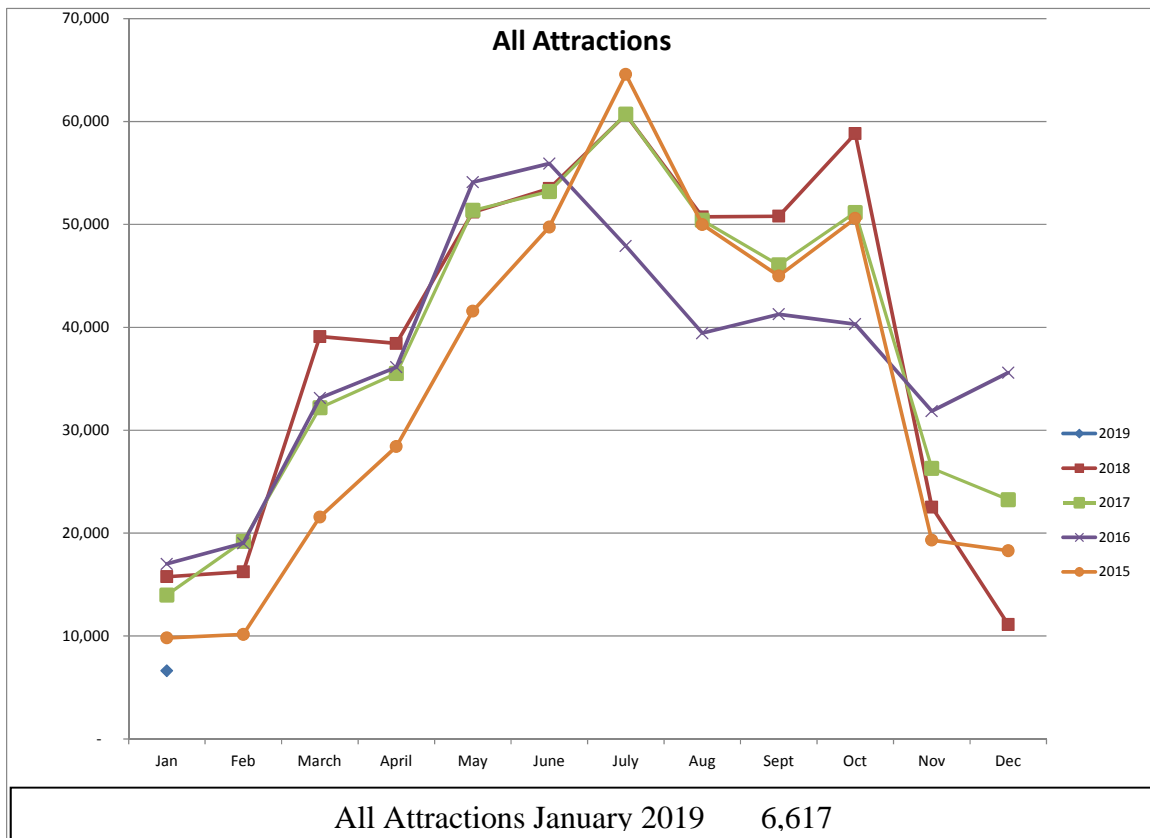
History Museum January 2019 522



Manhattan Project National Historical Park January 2019 42
 ~Note due to lapse in funding, MPNHP was closed 1/1/19-1/25/19~



Atomic City Tours January 2019 8



January Narrative Comments:

- We currently have approximately 80,000 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. These contain a weekly Concierge Calendar, and restocked with visitor guides. 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 www.visitlosalamos.org and events info feeding www.fyilosalamos.com are updated on a weekly basis with events and information.
- DLA recruits, trains, and manages volunteers for a variety of work. There were no volunteer hours logged for the month of January.

- Comments left by visitors in our logs included “Lovely center, glad you’re open!”, “Nice place”, “Great help and info”, “First time to NM, will come back in nicer weather”, “Jutta was so lovely and informative she took great care of us”, “In RV park”, “Thank you, beautiful center and Tom was a fine host!”, “Fantastic advice, looking forward to seeing the museums”, “Amazing landscapes, beautiful places”, “Just getting a NM state map”, “Beautiful facility, helpful staff”, “So sad Bandelier was closed but the area is beautiful, Thank you!”
- 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, Metzger’s, Pet Pangaea, Village Arts, Float LA, High Mesa Dental Arts and Hilltop Spa were on display for the month of January. The large display featured the Bradbury Science Museum.
- In January, DLA helped the following groups/events requesting assistance in promoting and planning their upcoming planned and/or potential events in 2019. 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.

- 85 Hockey Tournament

January 2019:

78 www.visitlosalamos.org online Visitor Guide requests.
21 Visitor Guides sent to Texas Monthly inquiries.

Analysis of Visitor Surveys

January 2019

Sample size = 10 entries

✓ *Length of Stay-*

80% of visitor center survey respondents report less than a day
20% report overnight stays

✓ *First Time Visit to Los Alamos–*

70% Yes
30% No

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

| | |
|----------------------------------|-----|
| Bandelier | 80% |
| Manhattan Project/MPNHP | 40% |
| Bradbury/History Museum | 60% |
| Nature Center | 10% |
| Scenery/Recreation/Sports | 10% |
| Business/Family/Friends | 20% |
| Other: _____ Valles Caldera_____ | |

- ✓ The most prevalent states of origin in chronological order are from Texas, California, Washington DC, Georgia, Minnesota, Colorado, Virginia, New York, and Washington State.

- ✓ The most prevalent foreign countries of origin, there were from London, France, Vancouver, and Australia.

- ✓ The most prevalent cities in New Mexico visiting Los Alamos were from Santa Fe, Albuquerque, Rio Rancho and Jemez Springs.