



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; Stacy Baker;
Catherine Mockler; and Jacqueline Shen, Members*

Tuesday, August 20, 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. [12221-19](#) Minutes from the Lodgers' Tax Advisory Board Meeting on July 23, 2019.

Presenters: Lodgers' Tax Advisory Board

Attachments: [A - Draft LTAB Minutes July 23 2019](#)

D. Public Comment for Items Not on the Agenda

II. PRESENTATIONS/DISCUSSIONS

A. Collecting Lodgers' Tax From Short-Term Lodging Establishments

Karina Armijo, Town of Taos Director of Marketing and Tourism

III. NEW AND PENDING ITEMS/PROJECTS FOR POSSIBLE ACTION

A. Marriott Hotel and Conference Center Project

B. Roadway Construction Update/Impacts

C. LTAB Priority Projects - Status/Updates

D. LTAB-Affiliated Projects - Status/Updates

IV. TOURISM AND HOSPITALITY REPORTS

A. Councilor Report (Councilor Robinson)**B. Boards & Commissions Reports (All)****C. State/Regional Tourism & Hospitality Report**

1. FY20 NMTD North Central Board Update (Kelly Stewart)
2. FY20 NMTD Tourism Grants
3. NMTD/NM Hospitality Association Events/Activities (Kelly Stewart)

D. Tourism Implementation Task Force (Katie Bruell & Linda Matteson)**E. Tourism Marketing Report (Sunny505)**

1. [12231-19](#) Tourism Marketing Report
Presenters: Lodgers' Tax Advisory Board
Attachments: [A - August 2019 LTAB Overview](#)
[B - August 2019 Los Alamos Activity Report](#)

F. Lodgers' Tax Revenue Report Review (ALL)

1. [12238-19](#) Lodgers' Tax Revenue Report
Presenters: Lodgers' Tax Advisory Board
Attachments: [A - Lodgers' Tax Revenue Report](#)

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

1. [12224-19](#) Tourism Visitation Report
Presenters: Lodgers' Tax Advisory Board
Attachments: [Tourism Visitation Report](#)

H. Gateway 3 National Parks

1. Manhattan Project National historical Park (Linda Matteson)
2. Bandelier National Monument (Kelly Stewart & Linda Matteson)
3. Valles Caldera National Preserve (Kelly Stewart & Linda Matteson)

I. Mainstreet/Creative District Report (Kelly Stewart)***J. Branding Update (Kelly Stewart)******K. EDD Update (Kelly Stewart)******L. County Recreation Report (Dianne Marquez)******M. Events (All)******N. Other Announcements (All)*****V. NEXT MEETING(S)/FUTURE AGENDA ITEMS*****A. Next Meeting: Tuesday, September 17, 12-2 p.m.***

Municipal Building, Boards & Commissions Room 110

B. Future Agenda Items

Critical Plans Review-EVSP

Planning Calendar

Data Collection, Assessment, Reporting Revamp

Hospitality Best Practices: Ambassador Training

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.

**Lodgers' Tax Advisory Board Meeting
July 23, 2019, 12:00 p.m.
Council Chambers**

I. ADMINISTRATIVE ACTIONS

Members Present: Linda Deck, Katie Bruell, Stacy Baker, and Jacqueline Shen

Members Not Present: Catherine Mockler

Council Liaison Not Present: James Robinson

Others Present: Linda Matteson, Assistant to the County Manager; Joanie Griffin and David Hayduk, Sunny505; and Barbara Lai, Administrative Support.

A. Call to Order

Meeting called to order at 12:06 pm by Chair Deck.

B. Approval of Today's Agenda

Motion:

Member Baker moved to accept today's Agenda with the item *Support for 20th Street LEDA Project* removed. Member Shen seconded. The motion passed (4/0).

C. Approval of Minutes from June 18, 2019

Motion:

Member Bruell moved and member Shen seconded the motion. The board approved the minutes from the June 18 meeting. (4/0).

D. Public Comment

No public comment.

II. PRESENTATIONS/DISCUSSIONS

A. Tourism Marketing Services FY20 Goals & Projects Review

1. Sunny505

Ms. Griffin announced that she and David Hayduk are now the Sunny505 representatives working on the Los Alamos tourism marketing services contract.

2. FY20 New Mexico Tourism Department (NMTD) Cooperative Marketing & Advertising Grant

Ms. Griffin presented a summary of the Tourism Cooperative Marketing grant with NMTD.

3. FY20 Tourism Marketing Plan

Ms. Griffin reviewed the FY19 plan's data goals and actuals. The board asked for further detail on the social media impressions data and "A List" placements. Ms. Matteson said that in FY20, Los Alamos will launch a new website and that the County will own the domain.

Ms. Griffin stated that Co-Op grant awarded to Los Alamos County by NMTD totals \$50,630, of which the county will pay \$23,100. She gave an overview of the activity calendar for the coming year.

III. LOOKING FORWARD: NEW AND PENDING ITEMS/PROJECTS

A. Support for 20th Street LEDA Project

This item was deleted from the agenda at the beginning of the meeting.

B. LTAB Priority Projects – Status/Updates

Chair Deck reported that, as documented in the FY20 LTAB Work Plan, the Board has tasked itself with supporting, facilitating and contributing to significantly improving three key functions: Tourism Data Collection, Reporting, Assessment; Alternative Lodging Policy/Process; and Hospitality Best Practices. Ms. Matteson reported that the Director of Marketing and Tourism from the Town of Taos will be attending the August 20 LTAB meeting to present on Taos' experience with implementing an ordinance to collect Lodgers' Tax from short-term lodging establishments. In addition, she will respond to questions regarding her job description and budget from members of the Tourism Task Force. NOTE: the Los Alamos County Tourism Task Force is conducting research to define a job description for new Tourism Manager position at the County, the number one recommendation of the Los Alamos County Tourism Strategic Plan.

C. LTAB -Affiliated Projects

1. Rural Pathways Project Process

No update.

2. Critical Plans Review, Input, Application

No update.

3. Planning Calendar

Chair Deck reported that she will collaborate with Ms. Stewart and begin drafting the calendar.

IV. LOOKING BACK: REPORTS

A. Councilor Report

No report.

B. Boards & Commissions Reports

No reports.

C. State/Regional Tourism & Hospitality Report

No report.

1. FY20 NMTD North Central Board Update

No report.

2. FY20 NMTD Tourism Grants

Los Alamos was awarded grants as mentioned by Ms. Griffin in her presentation. Ms. Matteson reported that Los Alamos was awarded a New Mexico Clean and Beautiful grant that is being managed by Pajarito Environmental Education

Center (PEEC) with fiscal support from the County's Environmental Services Division. Vice Chair Bruell reported that the contract for the grant is pending NMTD approval.

3. NMTD/NM Hospitality Association Events/Activities
No report.

D. Tourism Implementation Task Force

1. June 18 Council Work Session Summary
Ms. Matteson reported that she presented an update to Council on tourism activities, as well as the metrics that are being tracked. Joanie Ahlers, the County's Economic Development Administrator provided information regarding other economic development activities.
2. Completed to Date
Ms. Matteson reported on the Tourism Strategic Plan priorities that Council funded in the FY20 budget.
3. FY20 Focus Areas
Vice Chair Bruell reported that the current priority is to develop a job description for the tourism manager position.

E. Tourism Marketing Report

Ms. Griffin presented highlights of the June marketing report.

F. Lodgers' Tax Revenue Report

Ms. Lai reported that the FY19 Lodgers' Tax revenues were up 15% over FY18 revenues.

G. Visitation by Attraction/Visitors Centers

Ms. Bruell reported that PEEC visitation increased in June. Bandelier has not reported on visitation data due to staff vacancies.

Ms. Matteson reported that the Visitor Guide will be published in-house. Ms. Bucklin is researching visitor guides and expects to provide a report to the board in October. The revised guide will not have advertising or coupons.

Gateway 3 National Parks

1. Manhattan Project National Historical Park
Ms. Matteson reported that the County will participate in the annual Energy Communities Alliance conference at Oakridge in August.
Chair Deck reported that the special behind-the-fence tours of Manhattan Project assets during ScienceFest were very successful.
2. Bandelier National Monument
3. Valles Caldera National Preserve

Ms. Matteson will share the visitation numbers with Ms. Pena for inclusion in the Visitation by Attraction report. All three Park superintendents will be at the August work session with Council.

H. Mainstreet/Creative District Report

Vice Chair Bruell reported that the T.I.M.E. arts exhibits, sponsored by New Mexico Arts, was awarded to Los Alamos MainStreet and originally planned to locate large-scale art installations on County-owned land in White Rock, Los Alamos and Pajarito. However, due to safety concerns, all five exhibits were ultimately installed at University of New Mexico-Los Alamos. Currently, Los Alamos MainStreet is assisting businesses impacted by the roundabout construction now in progress.

I. Branding Update

No report.

J. EDD Update

Ms. Matteson reported on the following projects:

- Pebble Labs expansion project is moving forward
- Wendy's is moving forward
- Starbucks on 20th Street is not proceeding
- Natural Grocers was approved by Planning & Zoning Board (P&Z) and will be going to Council for final approval to Locate at the old Shriner's building site south of Trinity Drive.
- Defined Fitness will open
- The County's Housing Study is underway
- The Mirador housing development in White Rock held a lottery and 150 people signed up for 25 lots
- A second senior apartments project on DP Road received P&Z approval

K. County Recreation Report

No report.

L. Events

1. Group Marketing Events/Opportunities/Feedback
2. Upcoming Events

The County Fair and Rodeo is Friday, August 9 through Sunday, August 11.

M. Other Announcements

No other announcements.

V. PUBLIC COMMENT

No public comment.

VI. NEXT MEETING/FUTURE AGENDA ITEMS

The next meeting will be Tuesday, August 20, at 12:00 pm in Room 110.

VII. ADJOURN

Chair Deck adjourned the meeting at 12:55 pm.

Approved by LTAB August 20, 2019

DRAFT Minutes – July 23, 2019
Lodgers' Tax Advisory Board Meeting
Not Approved

Linda Deck, Board Chair



August LTAB Report Overview (Stats and Reporting as of August 14, 2019)

Social Media

Over the past month, social media numbers have been climbing, and posts have seen higher engagements. With a variety of paid and organic posts, we have garnered 290 page views and 296 new page likes for an overall audience of 8,152.

When gauging social media success, reach and engagement are two of the most important metrics. The number of social media users reached rose from 54,203 last month to 181,020 this month. Additionally, engagements (likes, comments and shares on our content) climbed from 6,243 last month to 15,823 this month.

For July–August top posts include:

Los Alamos Itineraries (promoting tourism and trip planning)
County Fair & Rodeo
Los Alamos Nature Center
Bear Festival
Secret City Concerts
ScienceFest

Public Relations

Since last month's LTAB meeting and report, Sunny505 engaged in follow up media pitching on the ScienceFest and Senior Travel news releases. The ScienceFest release was pitched to statewide and regional outlets, resulting in coverage from KOAT, KRQE, *New Mexico Magazine*, and the *Santa Fe New Mexican*. Through Sunny505's pitching efforts for the senior travel release, we secured a story on *Senior Citizen Travel*.

Additionally, in the past month, Sunny505 has distributed one new media release. In coordination with PEEC, we sent a news release about Bear Festival on August 8th. As we move forward into August, we are actively pitching Bear Fest for statewide and regional coverage as well, and expect those results to be displayed in next month's report.

Paid Advertising

In early July we ran the NM True television spot created by the New Mexico Tourism Department. We had a scroll along the bottom that promoted Science Fest. The \$6,000 media buy purchased morning news programming on KOB-TV

and KOAT-TV. Half of that cost will be paid by the New Mexico Tourism Department as part of our FY'20 Flex Grant.

Other Activities

We have begun working on staffing for the October 5 and 12th events at this year's Albuquerque International Balloon Fiesta.

We also are in the early planning processes for developing a Los Alamos tourism electronic newsletter that will be distributed quarterly. The first one is slated to go out in October.

Lastly, we worked with the New Mexico Tourism Department on content for a New Mexico Magazine Advertorial, which is scheduled to run in November.

July-August 2019 Activity Report

Earned Media

Public Relations

News Headline

SENIORS ENJOY NEW MEXICO

News 13 on KRBO at 7AM

KRQE News 13 This Morning at 7am

ScienceFest Special Section Now Online!

ScienceFest 2019 Kicks Off Tuesday July 9

Geeking out in the Atomic City: Los Alamos ScienceFest

Chevel Shepherd Will Perform In Friday Night Concert

Creativity Strikes at Los Alamos Science Fest!

ScienceFest Science On Tap At projectY: Dr. Hunter McDaniel On Feeding The Future With Quantum Dots

Action 7 News More in the Morning - ScienceFest

ScienceFest Activities Through Sunday July 14

"2001: A Space Odyssey" At Los Alamos Nature Center Planetarium For ScienceFest Thursday

Scenes From ScienceFest Kick Off Event At Pond

Los Alamos ScienceFest 2019 is Underway!

ScienceFest offers variety of fun, healthy activities

Public Invited To Enter Unmanned Aerial Vehicles In 2019 Los Alamos ScienceFest Drone Zone Competition!

Large Crowd Gathers For ScienceFest Concert At Pond

ScienceFest Discovery Day Activities Schedule, Trolley And Parking Map

2019 Los Alamos ScienceFest Discovery Day Activities Schedule, Trolley And Parking Map

On The Job In Los Alamos: Canopies For ScienceFest

PEEC Celebrates ScienceFest Discovery Day!

ScienceFest gets off the ground

It's a Date - Science Fair

Scenes From ScienceFest Electric Car Show Today

Chevel Shepherd Has Arrived In Los Alamos!

Scenes From LAAC ScienceFest Chalk Walk

Scenes From Chevel Shepherd Concert Friday Night

Meet Red Rover Author Roger Wiens At BSMA Booth During ScienceFest At Ashley Pond Park Today

Chevel Shepherd Draws Crowd To Summer Concert

Scenes Of 2019 Los Alamos ScienceFest Discovery Day

Vintage Car Show At 2019 Los Alamos ScienceFest

Los Alamos MainStreet Thanks Community And Visitors For Successful ScienceFest 2019!

Here's the best city to live in each state in the US

Branching out at Bandler

It's Los Alamos County Fair And Rodeo Time!

Scenes From Fuller Lodge Art Center Arts & Crafts Fair

Scenes From 2019 County Fair & Rodeo Parade

Hill Stompers Take First Place In Los Alamos County Fair & Rodeo Parade

Eat And Explore Life Like A Bear Aug. 24 At The Nature Center's Bear Festival

Totals

* 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 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
Facebook	296	8,152	181,020	290	15,823

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.

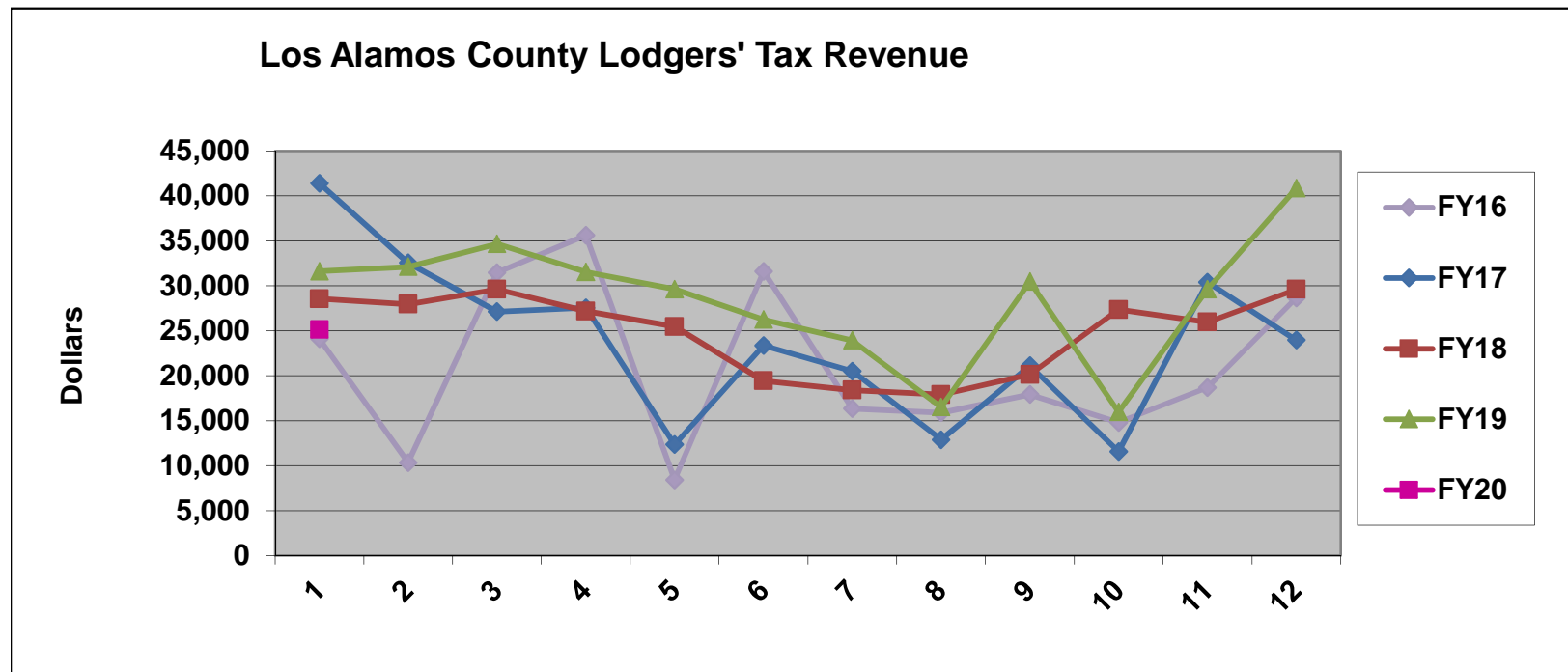
Monthly Engagements: The number of times people have engaged with your posts through likes, comments and shares.

	Outlet Name	News Circulation Audience	News Ad Value	PR Value	Date
	Senior Citizen Travel	3,249	\$30.13	\$301.34	1-Jul
	New Mexico's CW	17,160	\$159.16	\$1,591.59	1-Jul
	Fox New Mexico	142,304	\$1,319.87	\$13,198.70	1-Jul
	Los Alamos Daily Post	11,179	\$103.69	\$1,036.85	2-Jul
	Los Alamos Daily Post	11,179	\$103.69	\$1,036.85	2-Jul
	The Santa Fe New Mexican	76,507	\$709.60	\$7,096.02	4-Jul
	Los Alamos Daily Post	11,179	\$103.69	\$1,036.85	7-Jul
	KSFR	1,042	\$9.66	\$96.65	8-Jul
	Los Alamos Daily Post	11,179	\$103.69	\$1,036.85	8-Jul
	KOAT-ABC (ABC)	95,832	\$888.84	\$8,888.42	8-Jul
	Los Alamos Daily Post	11,179	\$103.69	\$1,036.85	9-Jul
	Los Alamos Daily Post	11,179	\$103.69	\$1,036.85	9-Jul
	Los Alamos Daily Post	11,179	\$103.69	\$1,036.85	9-Jul
	Los Alamos Daily Post	11,179	\$103.69	\$1,036.85	9-Jul
	LAMonitor.com	5,809	\$53.88	\$538.78	9-Jul
	Los Alamos Daily Post	11,179	\$103.69	\$1,036.85	10-Jul
	Los Alamos Daily Post	11,179	\$103.69	\$1,036.85	11-Jul
	Los Alamos Daily Post	11,179	\$103.69	\$1,036.85	11-Jul
	Los Alamos Daily Post	11,179	\$103.69	\$1,036.85	11-Jul
	Los Alamos Daily Post	11,179	\$103.69	\$1,036.85	11-Jul
	Los Alamos Daily Post	11,179	\$103.69	\$1,036.85	11-Jul
	LAMonitor.com	5,809	\$53.88	\$538.78	11-Jul
	New Mexico Magazine	53,239	\$493.79	\$4,937.92	11-Jul
	Los Alamos Daily Post	11,179	\$103.69	\$1,036.85	12-Jul
	Los Alamos Daily Post	11,179	\$103.69	\$1,036.85	12-Jul
	Los Alamos Daily Post	11,179	\$103.69	\$1,036.85	12-Jul
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	Los Alamos Daily Post	11,179	\$103.69	\$1,036.85	12-Jul
	Los Alamos Daily Post	11,179	\$103.69	\$1,036.85	12-Jul
	Los Alamos Daily Post	11,179	\$103.69	\$1,036.85	13-Jul
	Los Alamos Daily Post	11,179	\$103.69	\$1,036.85	13-Jul
	Los Alamos Daily Post	11,179	\$103.69	\$1,036.85	13-Jul
	USA Today	866,791	\$8,039.49	\$80,394.87	17-Jul
	Santa Fe New Mexican	76,507	\$709.60	\$7,096.02	6-Aug
	Los Alamos Daily Post	11,179	\$103.69	\$1,036.85	9-Aug
	Los Alamos Daily Post	11,179	\$103.69	\$1,036.85	10-Aug
	Los Alamos Daily Post	11,179	\$103.69	\$1,036.85	11-Aug
	Los Alamos Reporter				11-Aug
	Los Alamos Reporter				13-Aug
Totals		1,634,903	\$15,163.73	\$151,637.25	

County of Los Alamos Lodgers' Tax Revenue --Accrual Basis • 4 of 6 Collected* in Jun 2019 • Reported in Jul 2019 • Presented in Aug 2019

Yo. Collected ↓ FY20		FY20	FY19	FY18	FY17	FY16	FY15	FY14	FY13	FY12	FY11	FY10	FY09	FY08
JUL	Jun	\$25,139	\$31,611	28,567	41,407	24,113	25,751	23,185	22,483	32,434	31,472	27,221	23,293	23,258
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
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
OCT	Sep		\$31,559	27,185	27,560	35,631	23,945	19,896	16,934	23,943	25,553	25,512	24,245	20,262
NOV	Oct		\$29,619	25,468	12,360	8,433	10,413	16,577	15,660	19,187	22,707	23,533	22,465	21,064
DEC	Nov		\$26,270	19,439	23,383	31,602	23,908	12,470	14,688	16,980	19,042	20,852	20,049	12,120
JAN	Dec		\$23,937	18,413	20,529	16,345	15,255	13,263	13,599	15,126	16,837	21,876	17,316	11,378
FEB	Jan		\$16,524	17,912	12,883	15,902	6,882	12,079	11,705	15,740	13,871	17,734	17,940	20,661
MAR	Feb		\$30,467	20,146	21,127	17,934	16,051	11,494	12,071	16,562	13,557	20,597	19,644	10,873
APR	Mar		\$15,973	27,355	11,581	14,809	13,514	13,237	14,266	12,921	18,142	21,736	19,072	17,381
MAY	Apr		\$29,635	25,972	30,421	18,709	25,713	15,143	14,790	18,097	19,538	20,915	21,864	22,636
JUN	May		\$40,858	29,610	23,974	28,667	26,945	19,570	17,924	22,483	22,887	25,754	24,248	22,181
TOTAL	FY19	\$25,139	\$343,261	297,647	284,920	253,981	239,847	206,270	202,552	251,542	272,623	288,152	267,589	235,144
			15%	4%	12%	6%	16%	2%	-19%	-8%	-5%	8%	14%	

*Jun 2019 LTR 1 of the 3 who reported, posted \$0





August 9, 2019

Kelly Stewart
Los Alamos County
1000 Central Ave.
Los Álamos, NM 87544

RE: Transmittal of Monthly Discover Los Alamos
LTAB Tourism report for July

Dear Kelly,

Attached is the submission of our monthly activity tourism report for the month of July 2019. Please note that Bandelier National Monument has not submitted visitation numbers since April. This reflects negatively on our all attractions reporting chart.

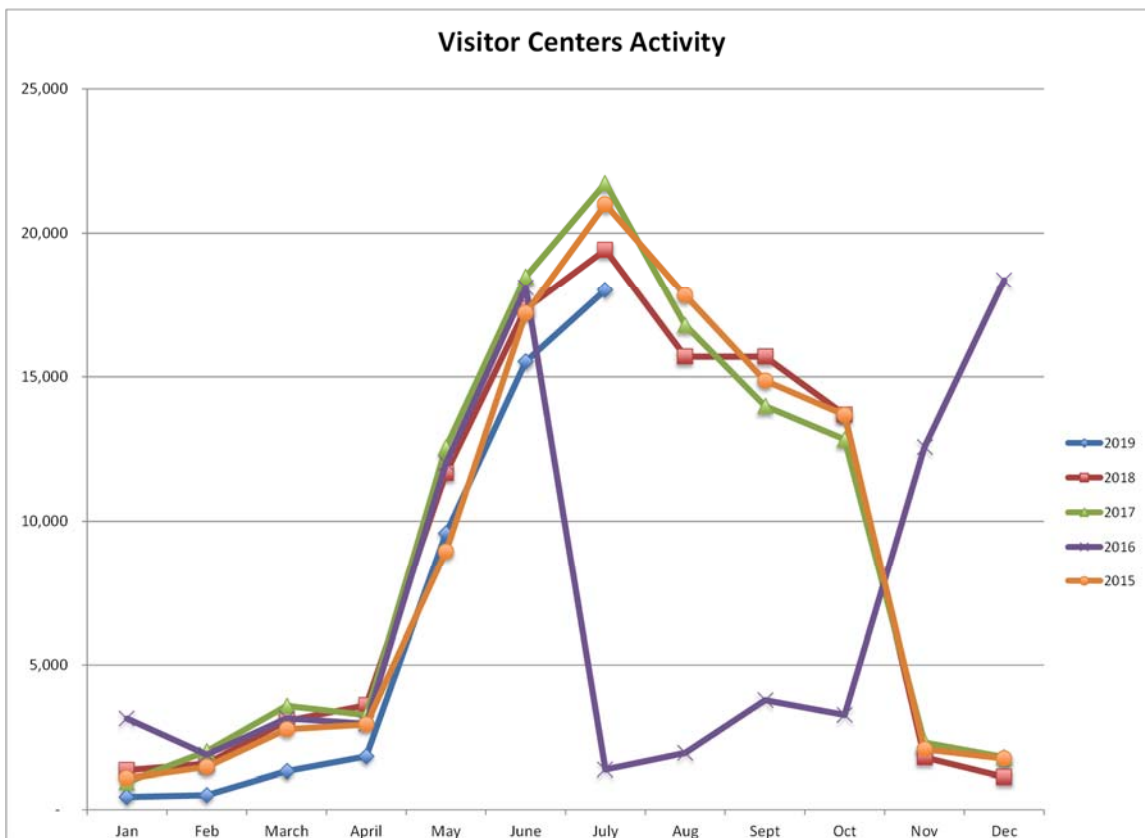
Sincerely,

Melanie Peña
Discover Los Alamos Director

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

DLA Monthly Report

July 2019

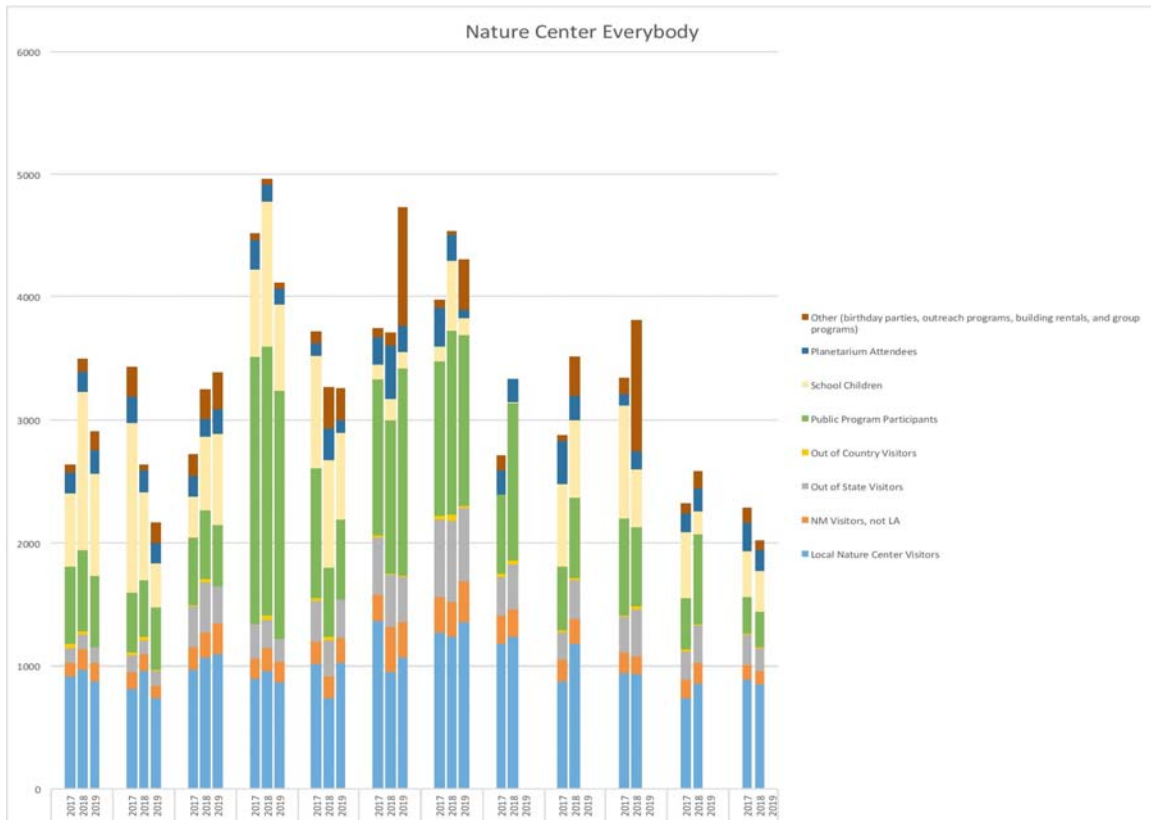


Los Alamos Visitor Center July 2019

1,460

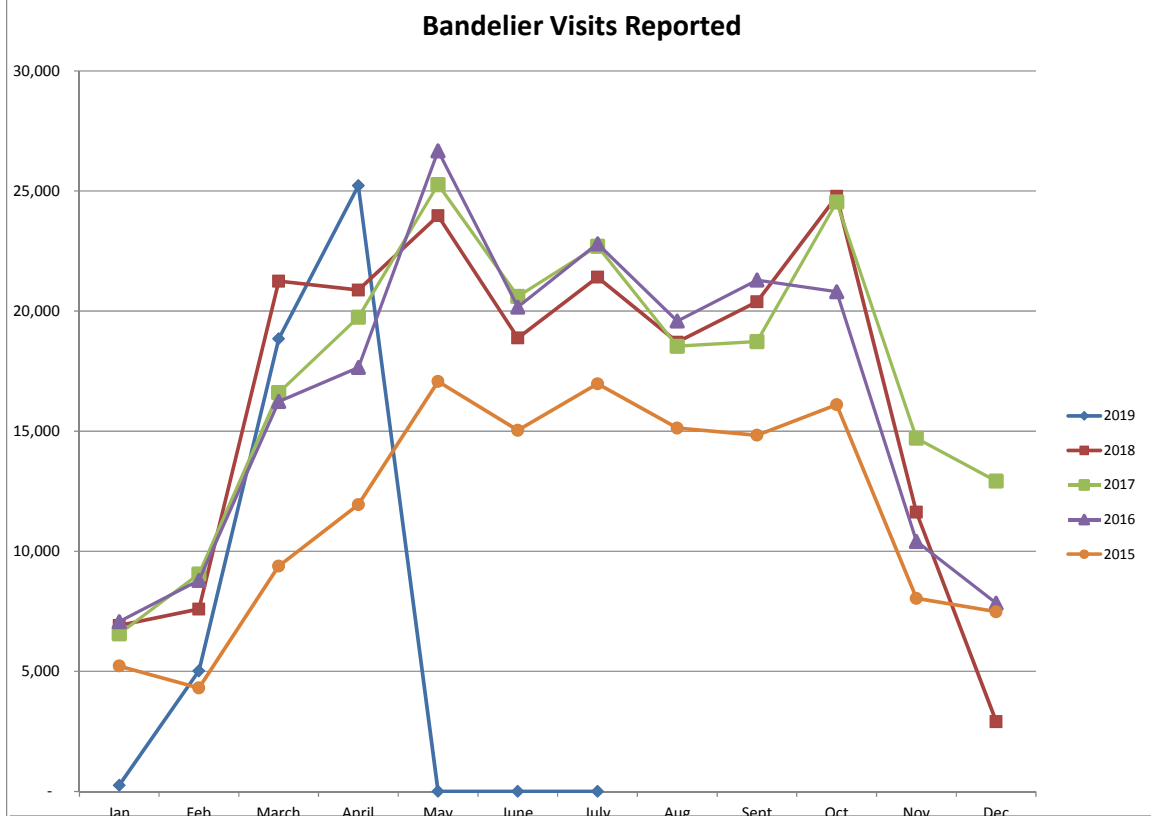
White Rock Visitor Center July 2019

16,043



Nature Center July 2019

4,732

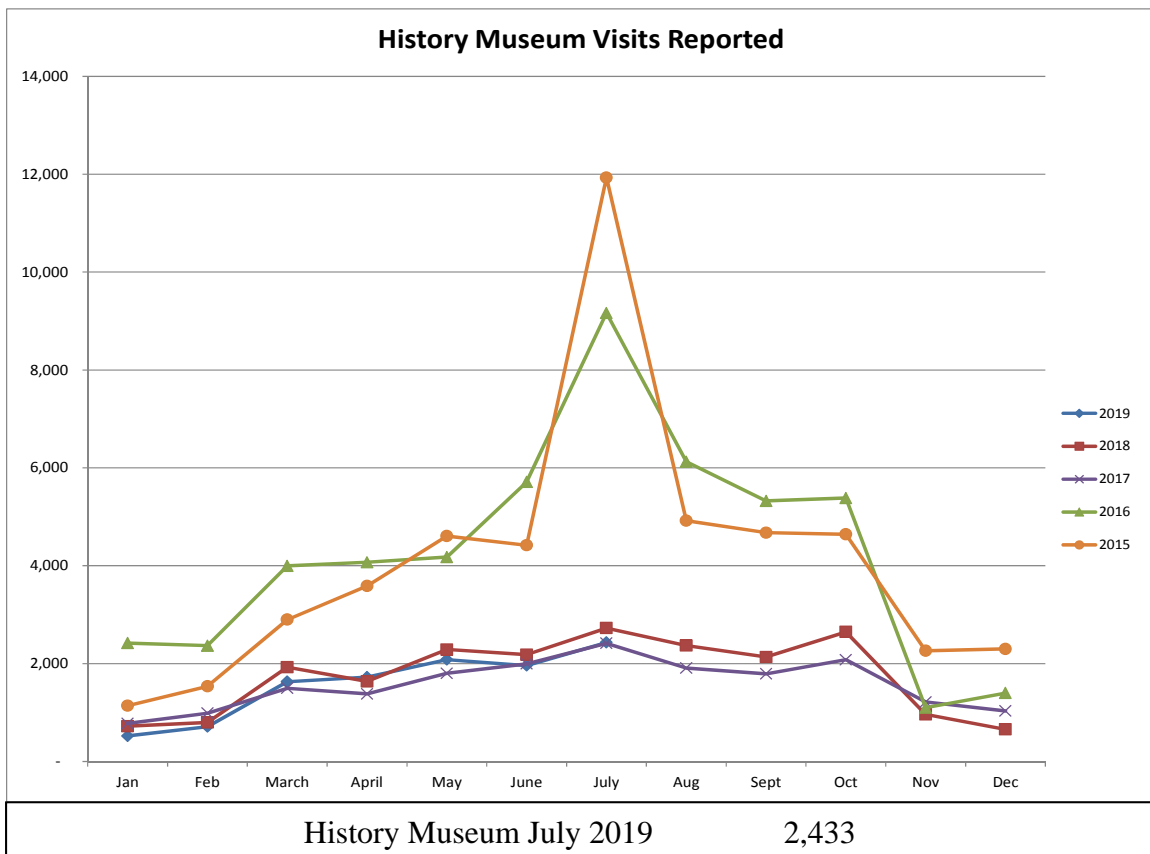
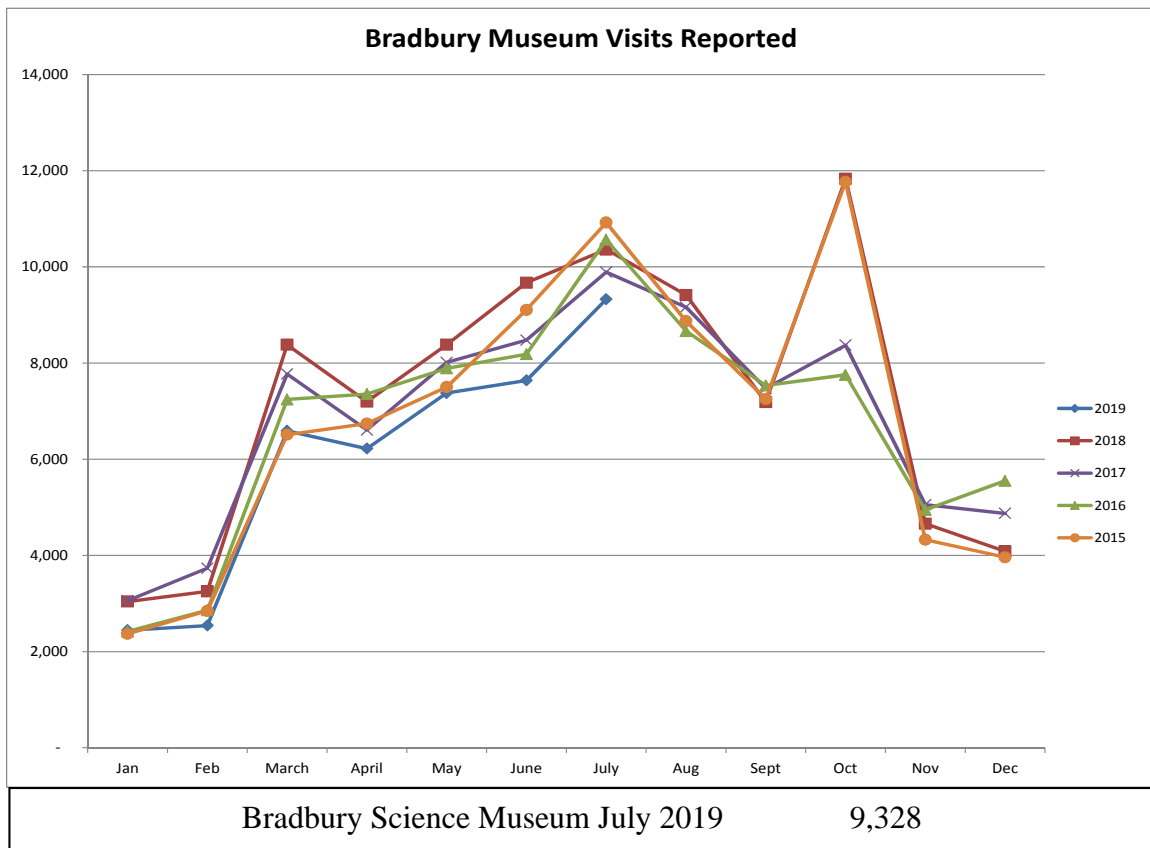


Bandelier National Monument July 2019

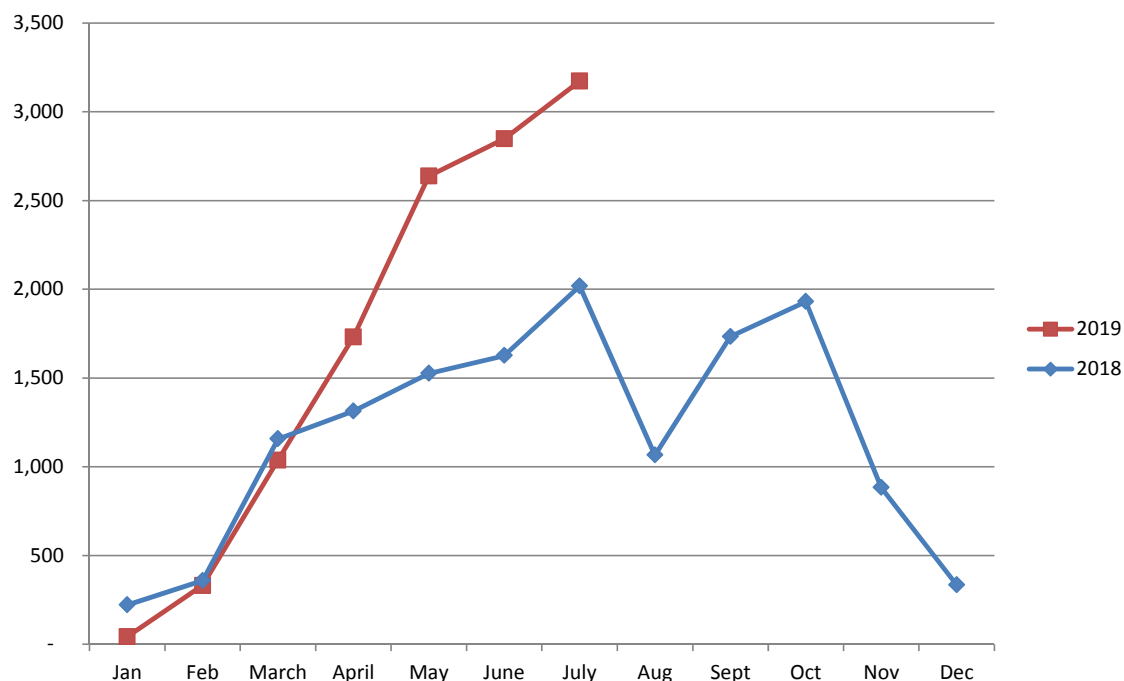
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~Note due to lapse in funding, BNM was closed 1/1/19-1/25/19~

475 26th St. Suite A, LOS ALAMOS, NM 87544
505-662-8105 (fax) 505-662-0099 lavc@losalamos.org



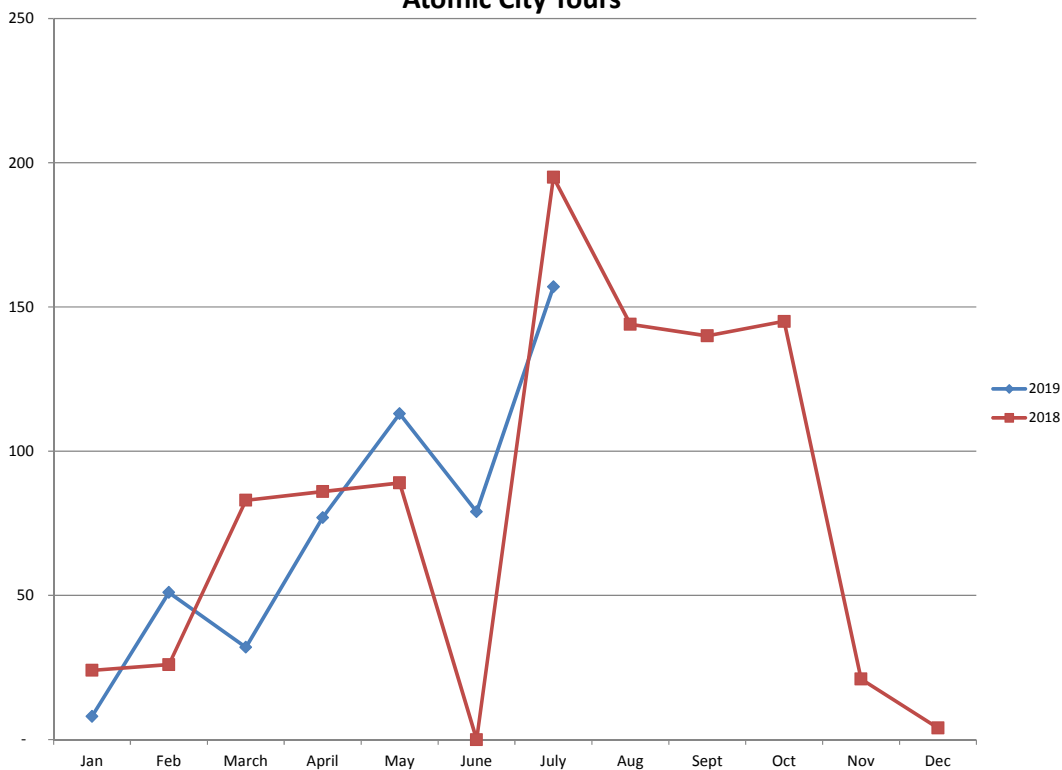
MPNHP Visits Reported



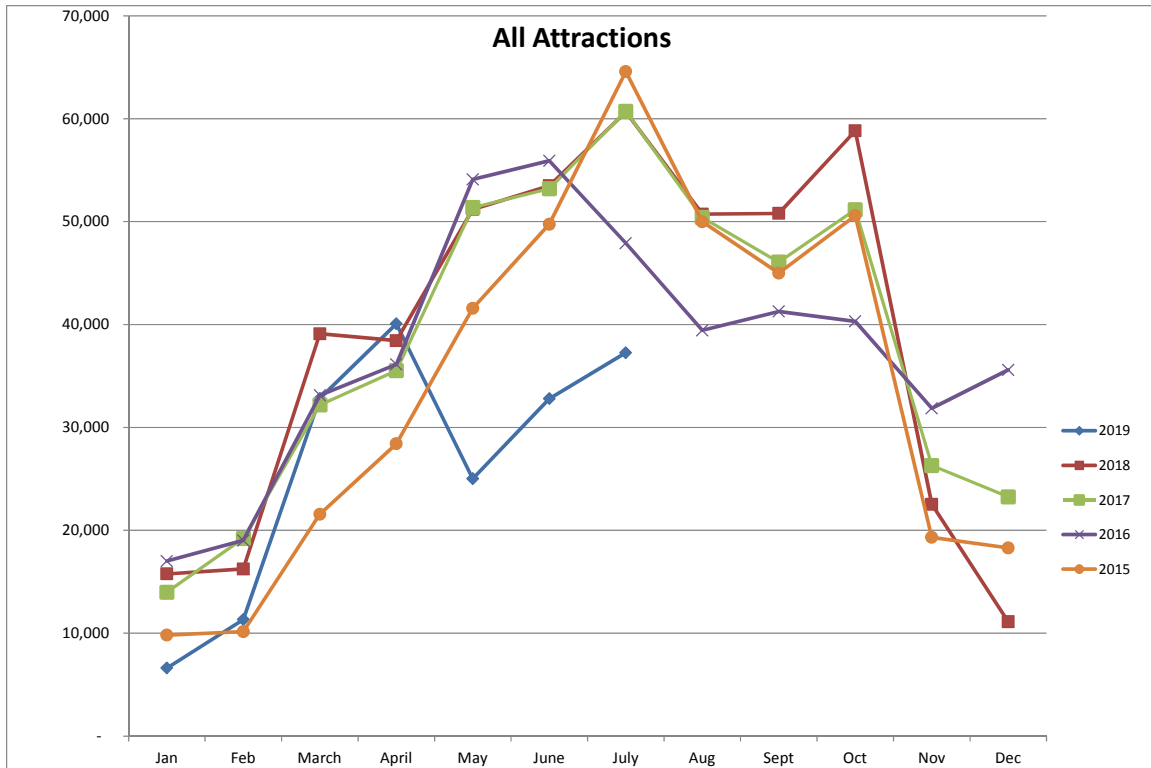
Manhattan Project National Historical Park July 2019 3,173

~Note due to lapse in funding, MPNHP was closed 1/1/19-1/25/19~

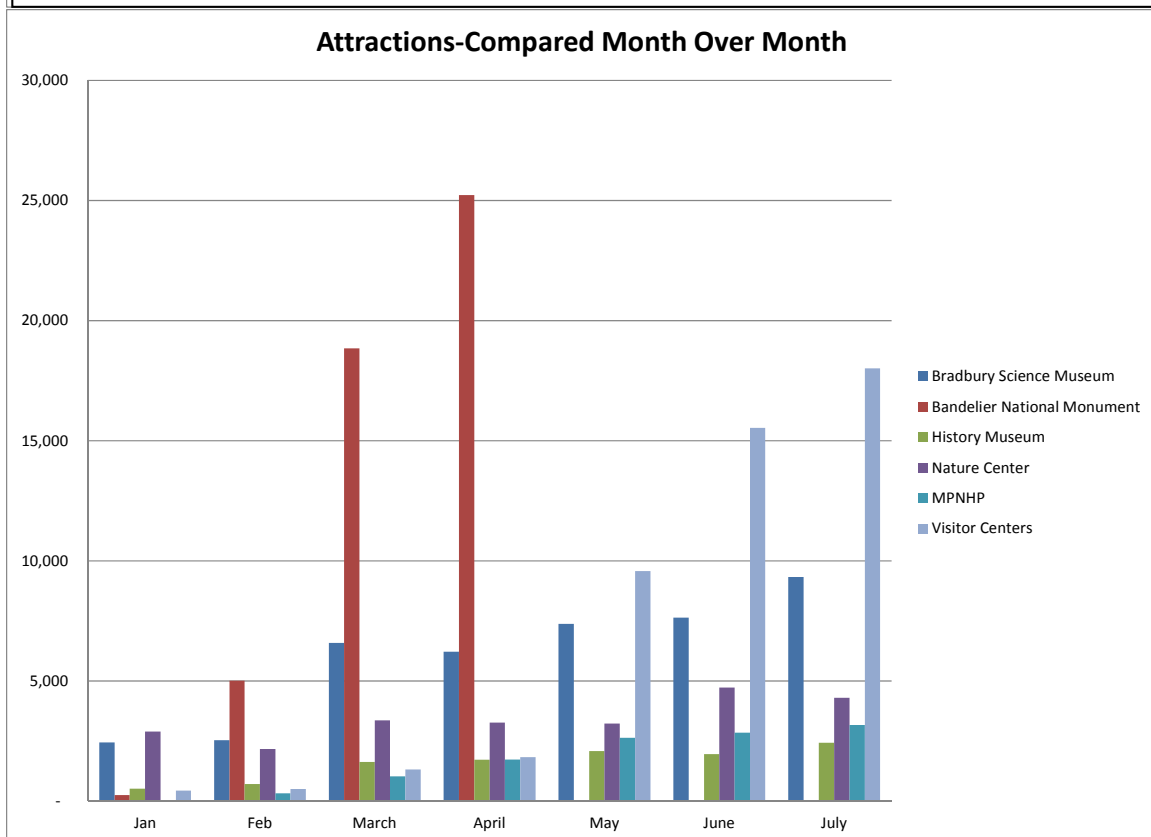
Atomic City Tours



Atomic City Tours July 2019 157



All Attractions YOY & MOM July 2019 37,258



July Narrative Comments:

- We currently have approximately 76,000 copies of the Los Alamos Visitor Guides in storage.
- Event material in kiosks and the "Where Discoveries are Made" displays are updated weekly by a DLA representative. These contain a weekly Concierge Calendar and restocked with visitor guides. There are currently 13 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 118 volunteer hours logged for the month of July.
- WRVC Business Display Cases featured the Nature Center (PEEC), Gadgets (Bradbury Science Museum), History Museum, Flower's by Gillian, Seeking Chameleon, CB Fox, Rose Chocolatier, Metzger's, Pet Pangaea, Hampton Inn & Suites, Float LA, High Mesa Dental Arts, LA Dog House and Hilltop Spa were on display for the month of July. The large display featured the Bradbury Science Museum.
- In July, 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.

- 150 Welcome Bags for Aquatomic's swim meet

July 2019:

115 www.visitlosalamos.org online Visitor Guide requests.
0 Visitor Guides sent to Texas Monthly inquiries.

Analysis of Visitor Surveys

July 2019

Sample size = 100 (50) LAVC & (50) WRVC

✓ *Length of Stay-*

76% visitors reported a day trip
24% visitors reported overnight stays

✓ *First Time Visit to Los Alamos-*

73% visitors reported 1st time to Los Alamos
27% visitors reported a return visit to Los Alamos

✓ For the month of June, the visitor centers registration sheets collected (100) and indicated reasons for visiting.

- Bandelier National Monument 60%
- Manhattan Project/MPNHP 44%
- Bradbury/History Museum 36%
- Nature Center 14%
- Scenery/Recreation/Sports 22%
- Business/Family/Friends 8%
- Other: __ScienceFest_____

✓ The most prevalent states of origin in chronological order are from Texas, Arizona, Florida, Oklahoma, Colorado, California, Ohio, Missouri and New York.

✓ The most prevalent foreign countries of origin, there were from the United Kingdom, Korea, Canada, New Zealand, Holland and Switzerland.

✓ The most prevalent cities in New Mexico visiting Los Alamos were from Albuquerque, Aztec, Santa Fe, Edgewood and Tesuque.

✓ Visitor Comments:

“Stunning area”, “Cool town”, “Pleasant surprise”, “Service was very good. Lots of information, nice staff and local scenery”, “Thanks for the help yesterday finding sites to see and local services. We changed our plans and have stayed an extra day”, “Fascinating”, “Thank you for having this for us”, “Wow lots to see and do”, “Thank you this place is awesome”, “Very friendly”, “We love Los Alamos”, “Came to celebrate America’s birthday. We miss you but hope you’re doing well, Love Mother England”, “Friendly , effective help and info at Visitor Center”, “Really cool place, super cool about the atomic bomb”, “Thank you for disabled access”, “We will be back” , “New Mexico is lovely, friendly people too! Thank you”, “Love New Mexico”, and “Thank you!”.