



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, September 17, 2019

12:00 PM

Room 110, 1000 Central Ave.

I. ADMINISTRATIVE ACTIONS

A. Call to Order/Introductions

B. Approval of Today's Agenda

C. Review/Approval of Meeting Minutes

1. [12314-19](#) Minutes from the Lodgers' Tax Advisory Board Meeting on August 20, 2019.

Presenters: Lodgers' Tax Advisory Board

Attachments: [A - Draft LTAB Minutes August 20, 2019](#)

D. Public Comment for Items Not on the Agenda

II. PRESENTATIONS/DISCUSSIONS

A. fyllosalamos.org (Melanie Pena)

B. Planning Calendar (Linda Deck/Kelly Stewart)

III. NEW AND PENDING ITEMS/PROJECTS FOR POSSIBLE ACTION

A. Board Vacancy 12/2/2019: Lodging Representative (Barbara Lai)

1. [12315-19](#) Board Vacancies Advertisement

Presenters: Lodgers' Tax Advisory Board

Attachments: [A - B & C Vacancies Ad](#)

B. Marriott Hotel and Conference Center Project

1. Project Update (Kelly Stewart)

2. STR Taos Presentation

1. [12316-19](#) STR Taos Presentation

Presenters: Lodgers' Tax Advisory Board

Attachments: [Town of Taos STR Presentation Aug 2019](#)

3. LTAB Support

C. Alternative (Short Term) Lodging Policy/Process

1. LTAB Assessment/Recommendation

2. Next Steps

D. LTAB Priority Projects - Status/Updates

1. Data Collection, Reporting, Assessment Update (Kelly Stewart)

2. Alternative Lodging Policy/Process (See III. B.)

3. Hospitality Best Practices

NOTE: LACDC'S Visitor Journey A2D ambassador training program pending software upgrade

E. LTAB-Affiliated Projects - Status/Updates

1. Rural Pathways Project Process - No Report

2. Critical Plans Review, Input, Application: Economic Vitality Strategic Plan 2019

EVSP, Brand Action Plan, MainStreet District/Creative District

3. Planning Calendar

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

1. 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 Report (Katie Bruell & Linda Matteson)

E. Tourism Marketing Report (Sunny505)

1. [12317-19](#) Tourism Marketing Report

Presenters: Lodgers' Tax Advisory Board

Attachments: [A - Sunny505 LTAB Overview](#)
[B - Sunny505 Activity Report](#)

F. Lodgers' Tax Revenue Report Review (All)

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

H. Gateway 3 National Parks

1. ***Manhattan Project National Historical Park (Linda Matteson)***
2. ***Bandelier National Monument (Kelly Stewart and Linda Matteson)***
3. ***Valles Caldera National Preserve (Kelly Stewart and 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)

1. [12318-19](#) County Recreation Report

Presenters: Lodgers' Tax Advisory Board

Attachments: [A - PROS August 2019 Report](#)

M. Events (All)

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

N. Other Announcements (All)

V. NEXT MEETING(S)/FUTURE AGENDA ITEMS

A. Tuesday, October 15, 12pm-2pm. Municipal Building Council Chambers

B. Future Agenda Items

1. PRESENTATION/DISCUSSION: MainStreet Update on events, local marketing grants,

White Rock MRA, Creative District and fylosalamos.com
2. Critical Plans Review: Tourism Strategic Plan (Linda Matteson)
3. Data Collection, Assessment, Reporting Revamp
4. 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
August 20, 2019, 12:00 p.m.
Room 110**

I. ADMINISTRATIVE ACTIONS

Members Present: Linda Deck, Katie Bruell, Stacy Baker,

Members Not Present: Catherine Mockler and Jacqueline Shen

Council Liaison Not Present: James Robinson

Others Present: Linda Matteson, Assistant to the County Manager; Kelly Stewart, Marketing Specialist; Joanie Griffin (by telephone) Sunny505; and Barbara Lai, Administrative Support.

A. Call to Order

Meeting called to order at 12:10 pm by Chair Deck.

B. Approval of Today's Agenda

The August 20, 2019 agenda was approved.

C. Approval of Minutes from July 23, 2019

Motion:

Member Baker moved to approve the minutes with revisions. Vice Chair Bruell seconded the motion. The board approved the minutes from the July 23 meeting. (3/0).

D. Public Comment

No public comment.

II. PRESENTATIONS/DISCUSSIONS

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

Karina Armijo, Director of Marketing and Tourism for the Town of Taos, presented the Taos Short Term Rental (STR) program.

Ms. Armijo explained that the Taos approach took three main steps regarding STRs, i.e. craft the ordinance; identify STR properties; and enforce compliance. She reported that STRs are in their eleventh year and outpace hotels in revenue. They are an important part of the lodging mix. She went on to explain the town's timeline, ordinance, and requirements. She pointed out that less than 12 units were registered over the two-year period that the ordinance has been in effect.

Ms. Armijo said that Taos hired Host Compliance to audit compliance with the STR ordinance. Reports from the consultant indicated that there are 121 STRs registered, with 80 still non-compliant and 89 addresses still to be identified.

Ms. Armijo stressed that a STR program must be monitored because a concentration of STRs in a neighborhood can change the character of the community resulting in

parking, noise, trash, and congestion issues, etc. In addition, hotel lodgers' tax revenues may be affected.

Ms. Armijo went on to explain Senate Bill 106 and House Bill 6 and some of the changes made to avoid confusion concerning the law among New Mexico cities and counties. She ended the presentation with a discussion of what makes Los Alamos unique when considering a STR ordinance. Throughout the presentation, she responded to a number of questions from the board members and other participants.

III. NEW AND PENDING ITEMS/PROJECTS FOR POSSIBLE ACTION

A. Marriott Hotel and Conference Center Project

Ms. Stewart distributed the Hotel Marriott staff report to the board. She reported that the ordinance was introduced by Council on August 6 and the public hearing was held on August 27, 2019. The proposed Marriott, known as the Town Suite project is an 86-room property will have a conference center and accommodate 250 to 300 people. The project meets all the goals of current county strategic plans.

Motion:

Chair Deck moved that the LTAB write a letter to Council supporting the Marriott project. Vice Chair Bruell seconded the motion. The board approved sending the support letter. (3/0).

B. Roadway Construction Update/Impacts

Chair Deck said that she is impressed with the schedule STAR Construction is maintaining. All road projects appear to be on schedule.

Ms. Lai reported that she forwarded a business license report on the number and location of DP Road businesses to the Public Works Department. PW staff is preparing road signage to assist detour traffic during the construction.

Ms. Matteson reported that the Diamond Drive project is also on schedule. She also reported that she has not yet received any update from the state on the Trinity Road project.

C. LTAB Priority Projects – Status/Updates

Chair Deck requested updates on the three priority projects: short term rental assessment, metrics, and hospitality training. She noted that the STR presentation was very helpful and the metrics project has not yet started. Ms. Stewart reported that training will start in the fall.

D. LTAB -Affiliated Projects – Status/Updates

No report.

IV. TOURISM AND HOSPITALITY REPORTS

A. Councilor Report

No report.

B. Boards & Commissions Reports

No reports.

C. State/Regional Tourism & Hospitality Report

Ms. Stewart reported that she will be attending the North Central Board meeting in Angel Fire on September 16.

She also said that in coordination with the Tourism Department, she secured a booth at the Balloon Festival for October 5 and October 12.

D. Tourism Implementation Task Force

No report.

E. Tourism Marketing Report

Ms. Griffin reported on work progress including social media activities, PR hits, and printed media entries.

F. Lodgers' Tax Revenue Report

Ms. Stewart reported that the end of FY2019 revenues will not be available until September. However, she said that revenues do appear to exceed FY2018 levels.

G. Visitation by Attraction/Visitors Centers

Chair Deck reported that the Bradbury Museum is evaluating a better way to count visitors to the museum. The staff will count each visitor as the person comes through the front door.

The number of visitors to the Manhattan Project National Historical Park has increased since the new office opened. Ms. Stewart also reported that the MPNHP signs will be replaced.

Chair Deck noted that the Bandelier numbers are not accurate due to reporting problems.

H. Gateway 3 National Parks

1. Manhattan Project National Historical Park
2. Bandelier National Monument
3. Valles Caldera National Preserve

At this point the board lost its quorum and the meeting was officially adjourned at 2:13.

LOS ALAMOS COUNTY BOARDS AND COMMISSIONS NEEDS VOLUNTEERS

**Volunteer citizen boards
provide a way to
participate in your local
government!**

CURRENT BOARD VACANCIES:

Planning and Zoning

Lodgers' Tax

Transportation

Art in Public Places

Parks and Recreation

VOLUNTEER NOW!

Call 663.3436

LOS ALAMOS



Short Term Rentals

August 2019

Short Term Rental (STR) Compliance

3 Main Steps:

- Craft your local ordinance
- Identify STR properties
- Enforce compliance

STRs are no longer “new” or “emerging”. They have become an important part of the lodging mix that guests expect from your destination.

Timeline

- **December 2015** – Short Term Rental Ordinance, \$35.
Required fire inspection. No limits or caps on number of STRs.
Occupancy limits. Parking requirements. Noise. Trash storage.
- **August 2016** – Airbnb Voluntary Collection Agreement
Does not include GRT. Airbnb will not disclose locations or number of hosts.
- **December 2017** – Less than 12 units registered over a two year time period.
- **April 2018** – Updated the STR Ordinance with a new fee structure, \$400/\$300.
- **May 2018** – Audit/Compliance set up with Host Compliance, LLC.

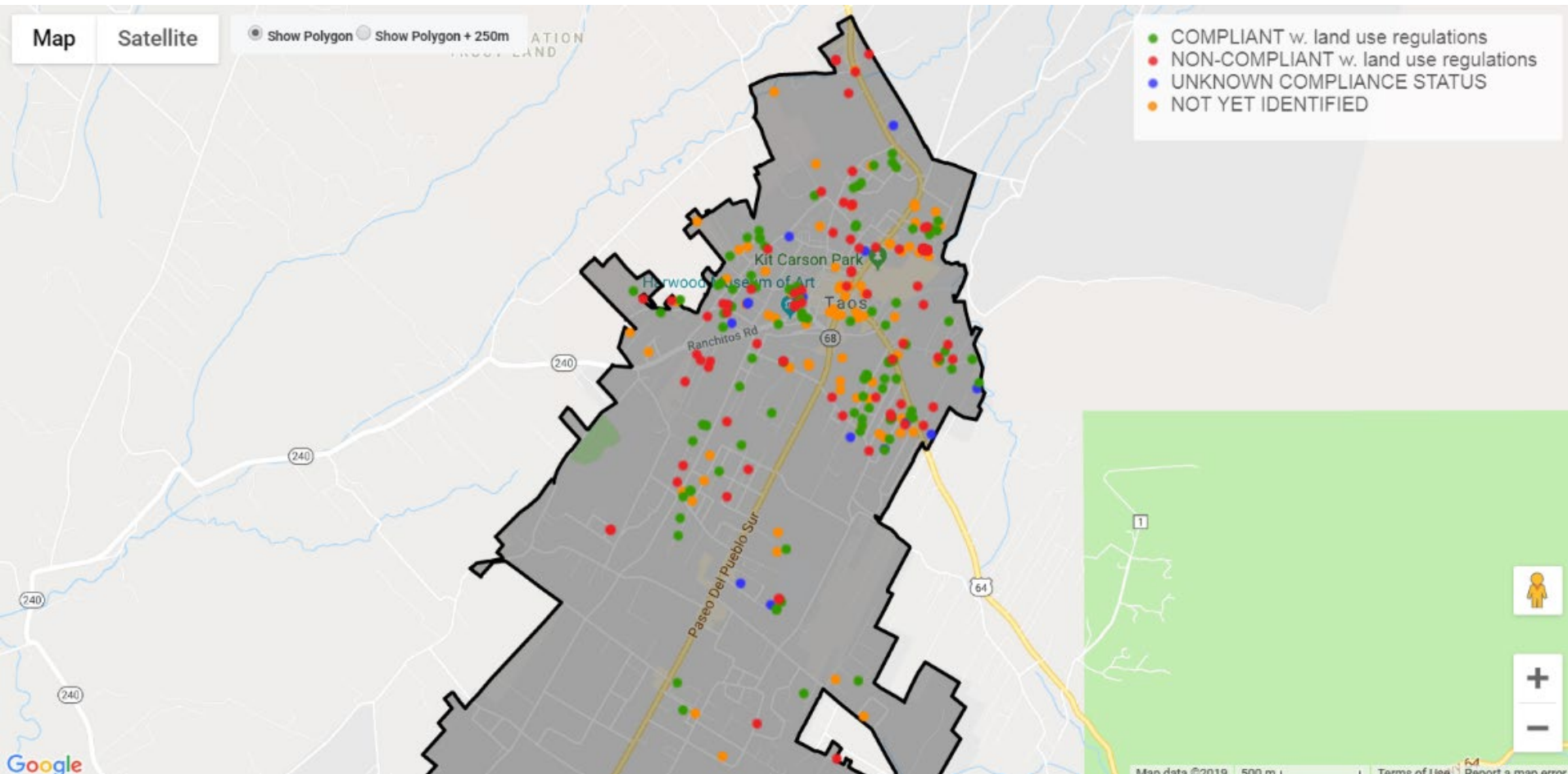
STR Ordinance

- \$100 Affordable Housing Fee (if STR is not primary residence)
\$35 Business Registration
\$150 Fire Inspection
\$50 Short Term Rental Monitoring
\$50 STR Compliance/Code Enforcement
\$15 STR Permit, Admin, Processing Fee
- Owner/Management company responsible for reporting lodger's tax and submitting gross receipt tax.
- Annual fee required per unit.

Host Compliance, LLC

- How many STRs are in the Town of Taos?
- Where are they located?
- Who owns these properties?
- Service as a software to:
 - Identify physical addresses of STRs
 - Launch online/mobile permitting
 - Monitor compliance
- Sent first warning violation notices to 100 property owners.

Compliance and Monitoring

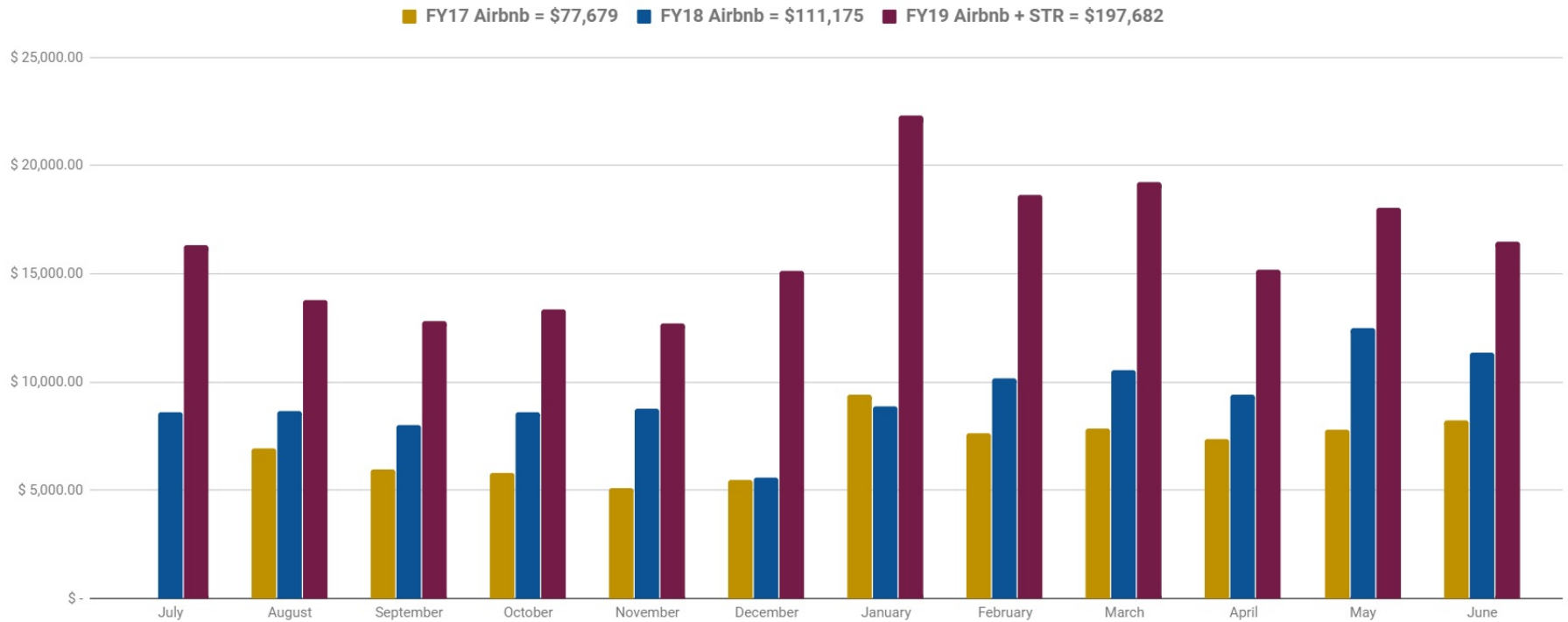


As of August 20, 2019

- 121 STRs registered. 80 are still non-compliant. 89 addresses still in need of identification.
- 4% have been identified as primary residence homeowners. (out of 300 units)
- Almost \$500,000 collected since Aug. 2016
- Percentage of Lodgers Tax Collected from STR:
FY17 \$77,679 (7.3%)
FY18 \$111,175 (9.7%)
FY19 \$197,682 (16%)
78% increase since FY18

Airbnb and STR Lodgers Tax Collected

Airbnb and STR Collected



State Legislation

- **January 2019** – Senate Bill 106 passed.
Will go into effect January 1, 2020.
Allowing everyone to interpret the law the same without the ambiguity that Exemption G was causing.
- **March 2019** – House Bill 6 passed.
Went into effect July 1, 2019.
Otherwise known as the “Internet Tax” – extending gross receipt taxes to e-commerce businesses. Only the statewide GRT rate of 5.125% is being subject to collection. The local increment of the GRT is not being required until 2023.

Los Alamos

Each community is unique:

- Is your economy based on Tourism?
- How many rooms available in LA with existing hotels?
- Can the workforce afford to live or find a place to live in the community?
- What does growth in the tourism sector look like in your community?
- Los Alamos has approximately 20 STRs/63 pillows listed on Airbnb which is equivalent to one hotel.



Ana Karina Armijo

Director of Marketing and Tourism

Town of Taos

Ph. (575) 737-5849

Email aarmijo@taosgov.com



September LTAB Report Overview (Stats and Reporting as of September 9, 2019)

Social Media

The social media audience continues to grow, and this month topped at 8,306 followers. In both July and August, the page saw incredible growth in reach and engagements. This month, metrics continue to be above average in terms of reach, with posts reaching 135,062 social media users and garnering a higher than average 12,530 engagements (likes, shares, and comments). While the reach and engagement were slightly lower than last month, with the Labor Day holiday and back-to-school time, this is to be expected.

However, as we move into the fall, with promotion of fall events and attractions, we expect numbers to climb back up to the peaks experienced in July/early August.

For August–September, top posts include:

Bear Festival

Bradbury Science Museum

Los Alamos Itineraries (promoting tourism and trip planning)

PEEC Superpower dogs

Bandelier Fee-Free Day

Bandelier Night Sky Fiesta

Public Relations

Since last month's LTAB meeting and report, Sunny505 engaged in follow up media pitching on the Bear Festival news release. The Bear Festival release was pitched to statewide and regional outlets, resulting in coverage from southern New Mexico, in the Roswell Daily Record, as well as on KOAT-TV in Albuquerque.

Additionally, in the past month, Sunny505 has worked with Kelly Stewart on the development of a fall events news release, which has been finalized and will be sent on September 10 to statewide and regional audiences. Results from the fall release will be included in future reports.

General

The Sunny505 team is preparing for manning booths at both the New Mexico State Fair and the Albuquerque International Balloon Fiesta.



July–August 2019 Activity Report

Earned Media

Public Relations

News Headline	Outlet Name	News Circulation Audience	News Ad Value	PR Value	Date
NEW MEXICO CASTS AN ENCHANTING SPELL ON A ROAD TRIP ADVENTURE (Valles and Bandelier)	Enterprise	5,740,000	\$53,238.50	\$532,385.00	17-Aug
Eat and Explore Life Like a Bear	Roswell Daily Record	25,000	\$231.88	\$2,318.75	18-Aug
Premiere of 'Superpower Dogs' To Screen Aug. 31 At Los Alamos Nature Center Planetarium	Los Alamos Reporter				22-Aug
Step into a 'secret city' where the atomic bomb was created in Los Alamos, N.M.	LA Times	690,870	\$6,407.82	\$64,078.19	22-Aug
Bandelier Fee Free Day Sunday Celebrates National Park Service 103rd Birthday	Los Alamos Daily Post	19,999	\$185.49	\$1,854.91	23-Aug
Bandelier to waive fees Sunday for Park Service's 103rd birthday	Los Alamos Monitor	4,708	\$43.67	\$436.67	23-Aug
Bear Festival - Action 7 News in the Morning	KOAT	340,198	\$3,155.34	\$31,553.36	24-Aug
Third Annual Bear Festival At Nature Center Aug. 24	Los Alamos Daily Post	19,999	\$185.49	\$1,854.91	24-Aug
Incredible ancient ruins in the USA you probably didn't know existed	MSN	194,630,847	\$1,805,201.11	\$18,052,011.06	3-Sep
Manhattan Project National Historical Park Offers Tours At Los Alamos	Los Alamos Daily Post	19,999	\$185.49	\$1,854.91	5-Sep
Explore The Geology Of The Valles Caldera Saturday Sept. 14	Los Alamos Reporter				5-Sep
Explore Geology Of Valles Caldera Saturday Sept. 14	Los Alamos Daily Post	19,999	\$185.49	\$1,854.91	6-Sep
Totals		201,511,619	\$1,869,020.27	\$18,690,202.66	

*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
	201	8,306	135,062	249	12,530

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

Aquatics

Maintenance Weeks – August 17th – September 2nd

Both both pools were emptied, power washed and refilled. The locker rooms were deep cleaned, the large fans above the pool were inspected, issues with the HVAC system were addressed, parking lot curbs were fixed, and mechanical preventative maintenance and repairs were completed.



Recreation

Summer Concert Series: Igor & The Red Elvises – August 2nd, 2,500 attendees

An evening filled with wonderful musical talent! Igor & The Red Elvises had us Belly Dance and scream “Bacon”! The Los Alamos Hill Stompers and Jazz Project were the opening acts and amazing and always fun to have!



Horse Show – August 3rd, 25 attendees

English and Western riding skills were showcased at the Annual Los Alamos County Horse Show. Riders of all ages and skill levels participated in various classes for ribbons and buckles.



Summer Concert Series: Leftover Salmon – August 9th, 1,400 attendees

Concert goes braved a 30-minute weather hold as a thunderstorm swept through the performance and excess water had the band perform an acoustic set for their remaining die-hard fans. The Jazz Project and DK and the Affordables opened and primed the crowd with rockabilly hits.



Fair & Rodeo: Exhibits at Mesa Public Library – August 9th & 10th, 735 attendees

Exhibits were up with 335 entries, and fiber arts really increased with over 50 quilt entries.



Fair & Rodeo: Fair at Ashley Pond – August 9th, 4,000 attendees

Foot traffic on Saturday saw over 4,000 visitors during the Parade on Central Avenue, Arts and Crafts Fair at Fuller Lodge Exhibits at Mesa Public Library and booths at Ashley Pond.



Fair & Rode: Arts & Crafts Fair at Fuller Lodge – August 10th, 100 vendors

Over 100 artists registered for booth space and 97 artists set-up on Saturday.



Fair & Rodeo: Parade – August 10th, 35 participants

Marching bands, mini vehicles, Scouts, horses, rodeo clowns and fire trucks were some of the “Off the Beaten Path” entries in the parade.



Fair & Rodeo: Posse Lodge Cowboy Dinner & Dance – August 10th, 140 attendees

Attendance was up this year as diners and dancers enjoyed this annual event.



Fair & Rodeo: Rodeo at Brewer Arena – August 10th & 11th, 450 attendees

The Rodeo kicked off each day with the Grand Entry led by the Queen's Court. Each day was action-packed with bronc and bull riding, roping, Ribbon Chase, Water Melon Eatin' and Mutton Bustin' for the kids. New this year was a trick rider.



Fair & Rodeo: Stroll the Stables – August 11th, 200 attendees

This inaugural event by the Los Alamos Stable Owner's Association (LASOA) was a huge hit! Volunteers created a "Stables Passport" to guide visitors to different stable lots to learn all about the stables, the animals who live there, and pet, paint, and get up close with the animals.



Movie in the Park – August 14th, 50 attendees

Sing was the last Summer movie and was hosted at Urban Park the night before school started.



Summer Concert Series: Jimmy Stadler – August 16th, 1,200 attendees

Lots of great music at this Summer Concert, ranging from an all instrumental performance with Jimmy Stradler, to Country and the Oldies with Austin Van and Justin Sanchez!



Summer Concert Series: Last to Know – August 23rd, 800 attendees

A great evening of music from the LA Jazz Project, The Boomroots Collective, and Last to Know.



Summer Concert Series: James Carothers – August 31st, 2,700 attendees

The last concert of the season was a night of county music with Escape on a Horse and James Carothers. Los Alamos had an awesome time singing along and dancing and were happy to have the “homegrown” James Carothers back in town.



Golf

A bear frequented Los Alamos Golf Course from August 16th – 21st

The Golf Course have a few visitors for about five days. Bears crossed Diamond Drive just west of the Golf Course and was most often seen by maintenance and golf shop staff. These furry visitors resulted in the Golf Shop posting warning signs for visitors. Fortunately, no close encounters occurred as the bears stayed interested in the fruit trees found in the backyards of homes along hole #15.



Bath Tub Row Golf Tournament – August 2nd, 88 participants

Bath Tub Row Brewery hosted their 2nd annual tournament to raise funds for scholarships. A little rain stopped in and had golfers gathering under shelters, but the day turned out great.



Los Alamos High School softball team tournament – August 10th, 60 participants

The LAHS softball team hosted their annual fundraising tournament. Fifteen, 4-person teams, teed up in efforts to help raise funds for the upcoming season.

Northern New Mexico Senior Men's Golf Association (NNMSMGA) – August 20th – 21st, 60 participants

The first round of this event was an individual competition, and a 4-person scramble on the second day to raise funds for scholarships awarded to graduating seniors in Northern New Mexico.

Steak League end of season golf invite – August 24th, 32 participants

The Steak League tournament organizers came up with yet another wild and fun format, followed by an amazing ribeye steak dinner at Cottonwood on the Greens.

Los Alamos Labor Day Slugfest – August 31st - September 1st, 50 participants

This annual event includes several out of town guests and the tournament held different formats each day, which was a lot of fun and some golfers hit shots from places they've never seen before.



Ice Rink

Derby Dames bout – August 25th, 50 participants

This bout hosted the Hard Supernovas from Flagstaff and Bath Tub Row hosted the beer garden.



Parks & Open Space

Hazard Tree Mitigation

Southwest Fire defense was hired to remove two hazard trees next to the Golf Course and Round-a-bout as well as a hazard tree behind the residence of 3765 Villa St.



Stump Removal

With assistance from the Parks Department Open Space removed this large tree stump from the Quemazon Trailhead.



Kwage Mesa Sign Installation

A non-motorized use sign has been installed on Kwage Mesa to remind trail users Los Alamos County Open Space and Trail is a non-motorized use trail system.



Ashley Pond

Parks crews worked hard to finally regain control of the overgrowth of algae in the pond during the recent hot weather. They used both mechanical as well as chemical controls to combat the algae.



North Mesa Ball Fields

Parks crews are utilizing asphalt millings from Diamond Drive asphalt project to improve driveway areas at North Mesa Ballfields.



Kudos

Parks & Open Space:

"Council

I just want you to know about two excellent county employees, Sal and Chris. My wife and I walk 9 times around the lovely pond each morning and have done so, all year, for several years. We quite often talk with Sal and Chris who maintain the pond area including getting it ready each week for Friday night family music. They are always very polite with a very good attitude that I wish I could emulate. The flowers the grass the whole area is very well maintained by Sal and Chris and it is a pleasure because of them to walk every day. The example that Sal and Chris set for county employees means we are very lucky to have them for our county.
Don & Priscilla

Don Lepsch"



Members of the "Tuff Riders" Mountain Biking Club give the "thumbs up" to the new section of the Tent Rocks Trail installed by Eric Peterson and the Youth Conservation Core (YCC).

From: Juliana Ciano <julianabciano@gmail.com>
Sent: Sunday, August 04, 2019 9:38 PM
To: Marquez, Dianne <dianne.marquez@lacnm.us>
Subject: Re: Kids Triathlon

Hi Dianne

This is quite belated, but I wanted to thank you and all the staff and volunteers involved in the Kids Triathlon. It was very well organized which clearly took a lot of effort on top of an already full/long/early day and I just wanted you all to know how much that extra effort means to the kids participating and their families. It was a huge goal for my sons (ages 5 and 7) and an enormous confidence-booster for both to be able to complete it. It's inspiring me to consider training for an adult triathlon; kids lead the way! They wore their t-shirts 80% of the time and are always excited to tell people how they got them, and the medals, the medals. The medals are really special to them. It's just so great that you put this on and I hope it continues, we will certainly continue to participate if so! (And spread the word to our SF friends, it's well worth the drive up!)

Thanks,

Juliana