



# 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,  
Zadora Morin Members*

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Tuesday, October 20, 2020

12:00 PM

ZOOM

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**Due to COVID-19 Concerns, meeting will be conducted remotely.**

#### **I. ADMINISTRATIVE ACTIONS**

*You are invited to a Zoom webinar.*

*When: October 20, 2020*

*12:00 PM Mountain Time (US and Canada)*

*Topic: Lodgers' Tax Advisory Board Meeting*

*To attend and/or give public comment, the link to join the webinar is:*

*<https://zoom.us/j/98216418787?pwd=dVE2V21HeDdEMTA0Q1lmcUpLbi9HQQT09>*

*Any questions, please email: [barbara.lai@lacnm.us](mailto:barbara.lai@lacnm.us)*

#### **A. Call to Order/Introductions**

#### **B. Approval of Today's Agenda**

#### **C. Review/Approval of Meeting Minutes**

September minutes are not available and will be voted on at the November meeting.

#### **D. LTAB Membership Status & Chair/Vice Chair Elections**

#### **E. Public Comment for Items Not on the Agenda**

#### **II. NEW AND PENDING ITEMS/PROJECTS**

#### **A. Los Alamos Destination Programs Status Kelly Stewart**

1. County Policies per Governor's Public Health Order
2. Visitor Centers and Attractions Status
3. New Visitor Materials & Information Kiosks

**B. State Economic Development Initiatives**

## 1. New Mexico Hospitality Association

- a. Lodgers' Tax Handbook
- b. New Mexico Safe Promise/Certified Programs – Los Alamos Compliance

## 2. New Mexico Tourism Department

- a. Tourism Summit Highlights Kelly Stewart
- b. Recovery Readiness Initiative Programs Kelly Stewart
  - (1) Google DMO Programs
    - Phase I – Audit/update of 100 local businesses
    - Phase II – Production, branding, placement of StreetViews, PhotoSpheres, virtual tours
  - (2) Content Creation – Oct 9 Video-Photo Shoot; Oct 19-23 Google StreetViews, PhotoSpheres
  - (3) Social Media Audit – VisitLosAlamos.org, Facebook, Instagram

## 3. Outdoor Recreation Division Fall Summit Highlights Linda Matteson

**C. New Projects All****III. MONTHLY REPORTS****A. Tourism Metrics**

## 1. Tourism Marketing Report (Sunny505)

- 1. [13475-20](#) Marketing report - Sunny505

**Presenters:** Lodgers' Tax Advisory Board

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

## 2. Lodgers' Tax Revenue Report All

- 1. [13476-20](#) Lodgers' Tax Revenue Report

**Presenters:** Lodgers' Tax Advisory Board

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

3. Visitation by Attraction/Visitor Centers Melanie Pena

1. [13477-20](#) Visitation By Attraction Reports

**Presenters:** Lodgers' Tax Advisory Board

**Attachments:** [A - Visitation Reports April 2020 through June 2020](#)

[B - Visitation Reports July 2020 through September 2020](#)

***B. Tourism Implementation Task Force Report Linda Matteson***

***C. Gateway 3 National Parks Linda Matteson***

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

***D. MainStreet/Creative District Report Kelly Stewart***

***E. Community Development Department Update***

1. Downtown Master Plan/Redevelopment Plan Update Kelly Stewart
2. Dark Skies Corridor Initiative/Consortium Katie Bruell

***F. Community Services Department Update Dianne Marquez***

***G. Upcoming Events Calendar All***

***H. Other Announcements***

**IV. PRESENTATIONS/DISCUSSION**

***A. FY21 LTAB PRIORITIES ASSESSMENT REVIEW***

1. Data Collection, Reporting, Assessment Update
2. Short Term Lodging Policy/Process – Lodgers' Tax Handbook & County Development Code Update

3. Hospitality Best Practices – Visitor Journey A2D Training?
4. Rural Pathways Project Process - Paused thru COVID
5. Critical Plans Review, Input, Application
6. Planning Calendar Functionality Report

## **V. NEXT MEETING(S)/FUTURE AGENDA ITEMS**

Next Meeting: Tuesday, Nov 17, 2020, 12-2 p.m. Via Zoom

Agenda Items

## **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.*





## **October LTAB Report Overview (Stats and Reporting as of October 8, 2020)**

### **Social Media**

For September, we had halted paid ads to the page that encourage visitors due to COVID-19 and Public Health Orders. Beginning October 7, we have reinstated ads to target a New Mexico audience and anticipate increased follower growth to continue throughout the month of October. The Facebook page audience currently has grown to 11,007 page likes and 11,183 followers.

Due to limited advertising and COVID restrictions, ads and boosts were limited for part of the reporting period. However, organic unpaid and limited boosted posts reached 6,663 people (an increase over September), with 1,051 engagements.

For September/October, top posts included:

America's Healthiest Community

Bandelier

Bradbury Science Virtual Learning

### **Public Relations**

Sunny505 is currently working with Kelly on upcoming news stories, as well as a virtual FAM tour. The virtual FAM tour will allow us to reach journalists and travel writers and producers across the nation with the unique opportunities available to their viewers and readers in Los Alamos.

### **Other**

Sunny505 and Kelly Stewart in conjunction with the New Mexico Tourism Department participated in an all-day video/photo shoot on Friday, October 9, 2020. We will end up with four :10 videos and 10 still shots that can be used in our tourism outreach going forward. It was provided at no cost to Los Alamos County.



## September–October 2020 Activity Report

### Earned Media

Public Relations

News Headline	Outlet Name	News Circulation Audience	News Ad Value	PR Value	Date
PEEC: Explore Middle Rio Grande Valley History Tuesday	Los Alamos Daily Post	40,422	\$374.91	\$3,749.14	12-Sep
PEEC To Offer Outdoor Clubs For Kids In October	Los Alamos Reporter				17-Sep
Ruth Bader Ginsburg's operatic western escape: Santa Fe	Los Angeles Times	690,870	\$6,407.82	\$64,078.19	18-Sep
Entrance Fees Waived At Bandelier National Monument Sept. 26 For National Public Lands Day	Los Alamos Reporter				21-Sep
Bandelier Celebrates National Public Lands Day Sept. 26	Los Alamos Daily Post	40,422	\$374.91	\$3,749.14	22-Sep
Goodnight, Los Alamos Wins Best Children's Picture Book Award At 2020 New Mexico-Arizona Book Awards	Los Alamos Reporter				28-Sep
Fall Beauty Of Pajarito Mountain Undiminished By Smoky Skies	Los Alamos Reporter				4-Oct
Exploring The Parks: Setting Foot In Valles Caldera National Preserve	National Parks Traveler	221,729	\$2,056.54	\$20,565.36	6-Oct
Trick-Or-Treat On MainStreet Cancelled But Los Alamos Halloween Will Still Haunt The Community Oct. 29-31	Los Alamos Reporter				6-Oct
<b>Totals</b>		<b>993,443</b>	<b>\$9,214.18</b>	<b>\$92,141.84</b>	

\*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	Followers
36	11,007	6,663	127	1,051	11,183

**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.

**Followers:** The number of people who follow the page and receive updates in their newsfeed.

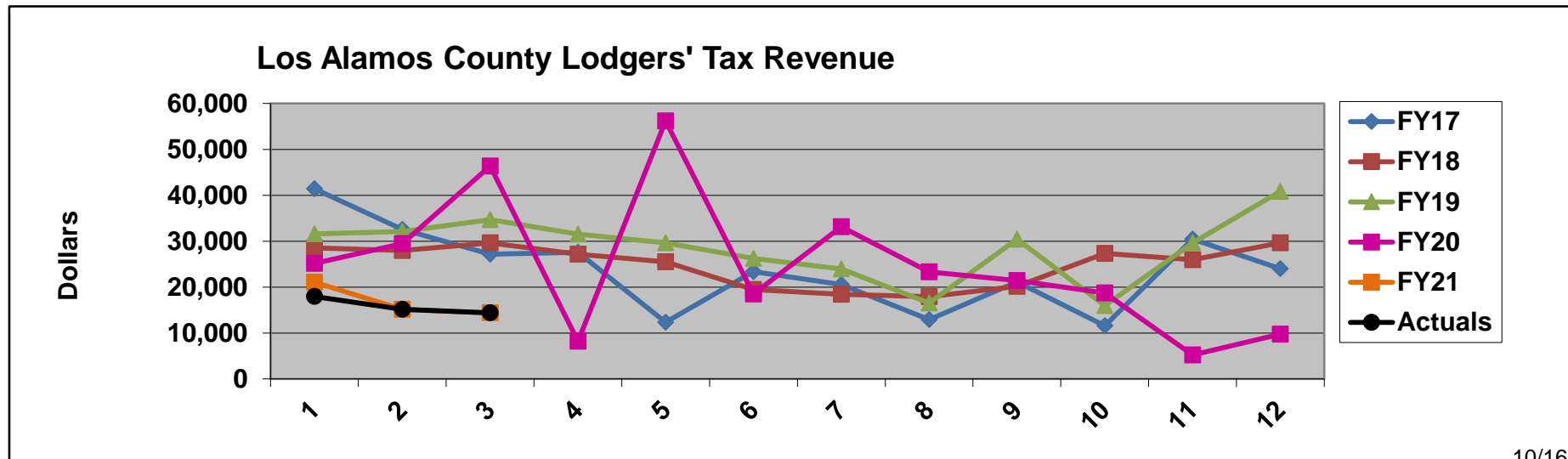
Los Alamos Co. Lodgers' Tax Revenue --Accrual Basis • 3 of 6 Collected for Aug 2020\* • Reported to LAC Sep 2020 Presented in to LTAB Oct 20 2020

Mo. Collected ↓ FY20		Actuals	FY21	FY20	FY19	FY18	FY17	FY16	FY15	FY14	FY13	FY12	FY11	FY10	FY09	FY08
JUL	Jun	\$17,945	\$21,056	\$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	\$15,146	\$15,145	\$29,452	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	\$14,381	\$14,381	\$46,353	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			\$8,220	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			\$56,184	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			\$18,494	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			\$33,140	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			\$23,299	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			\$21,410	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			\$18,733	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			\$5,213	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			\$9,727	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	FY20	\$47,472	\$50,582	\$295,365	343,261	297,647	284,920	253,981	239,847	206,270	202,552	251,542	272,623	288,152	267,589	235,144
FY20ytd:		-50%	-53%	\$100,944	-14%	15%	4%	12%	6%	16%	2%	-19%	-8%	-5%	8%	14%

\*Missing payments from 2 lodging establishments

**NOTE: Due to COVID-19 and NM State Public Health Order, Hotels are required to operate at 50% occupancy for visitors and up to 50% occupancy for essential workers.**

Lodging Establishment	# Rooms	Suites	Totals
Canyon Inn	4	0	4
Comfort Inn & Suites	55	17	72
Hampton Inn & Suites	73	0	73
Holiday Inn Express & Suites	86	18	104
North Road Inn	10	0	10
Pueblo Canyon Inn	6	2	8
TOTAL RMS:			271





DISCOVER  
LOS ALAMOS

April 30, 2020

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

RE: Transmittal of Monthly Discover Los Alamos  
LTAB's Tourism Visitation Report for the month of March.

Dear Kelly,

Attached is the submission of our monthly activity tourism report for the month of March 2020. As of March 12, 2020, New Mexico Governor Michelle Lujan Grisham has issued a series of public health and executive orders in an effort to mitigate the widespread community transmission of COVID-19. Both the Los Alamos and White Rock Visitor Centers and most of Los Alamos County attractions have been closed to the public since then. Discover Los Alamos staff has continued to send out visitor guides, return phone calls and emails as well as restock visitor guides in various kiosk locations.

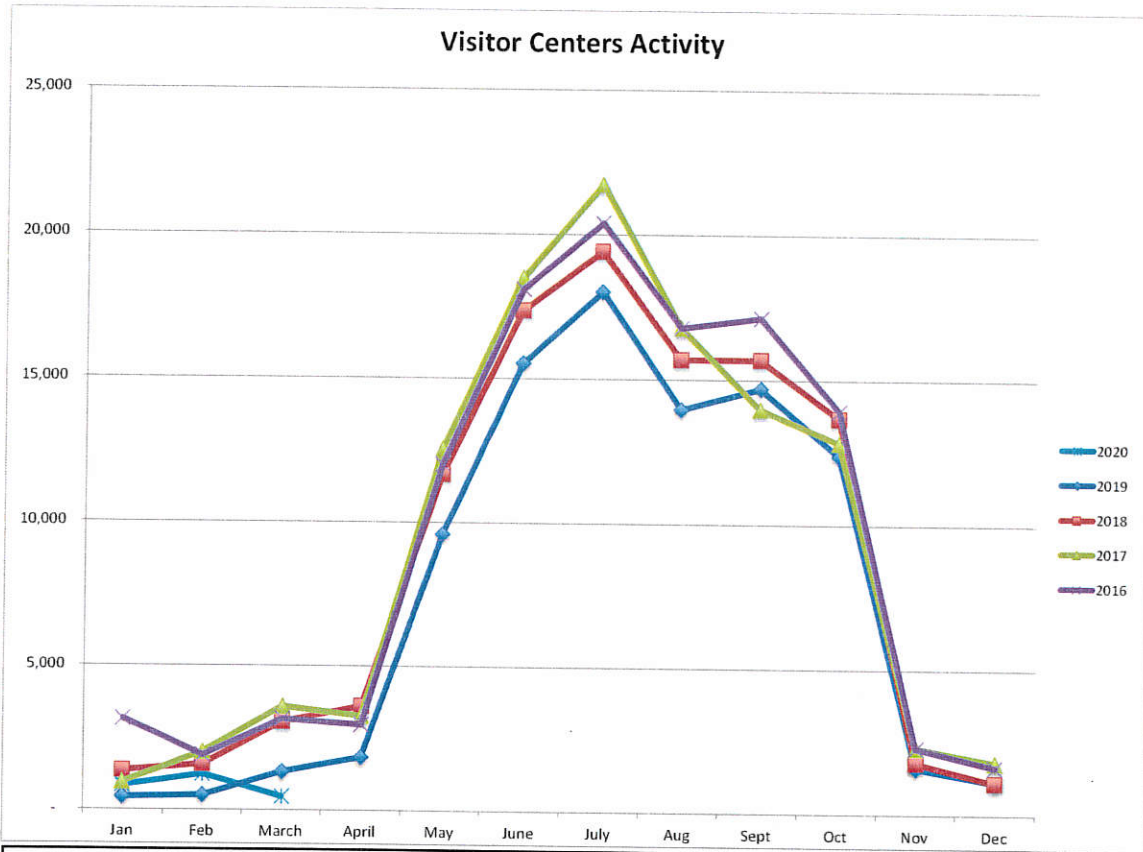
Sincerely,

Melanie Peña  
Discover Los Alamos Director

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

# DLA Monthly Report

## March 2020



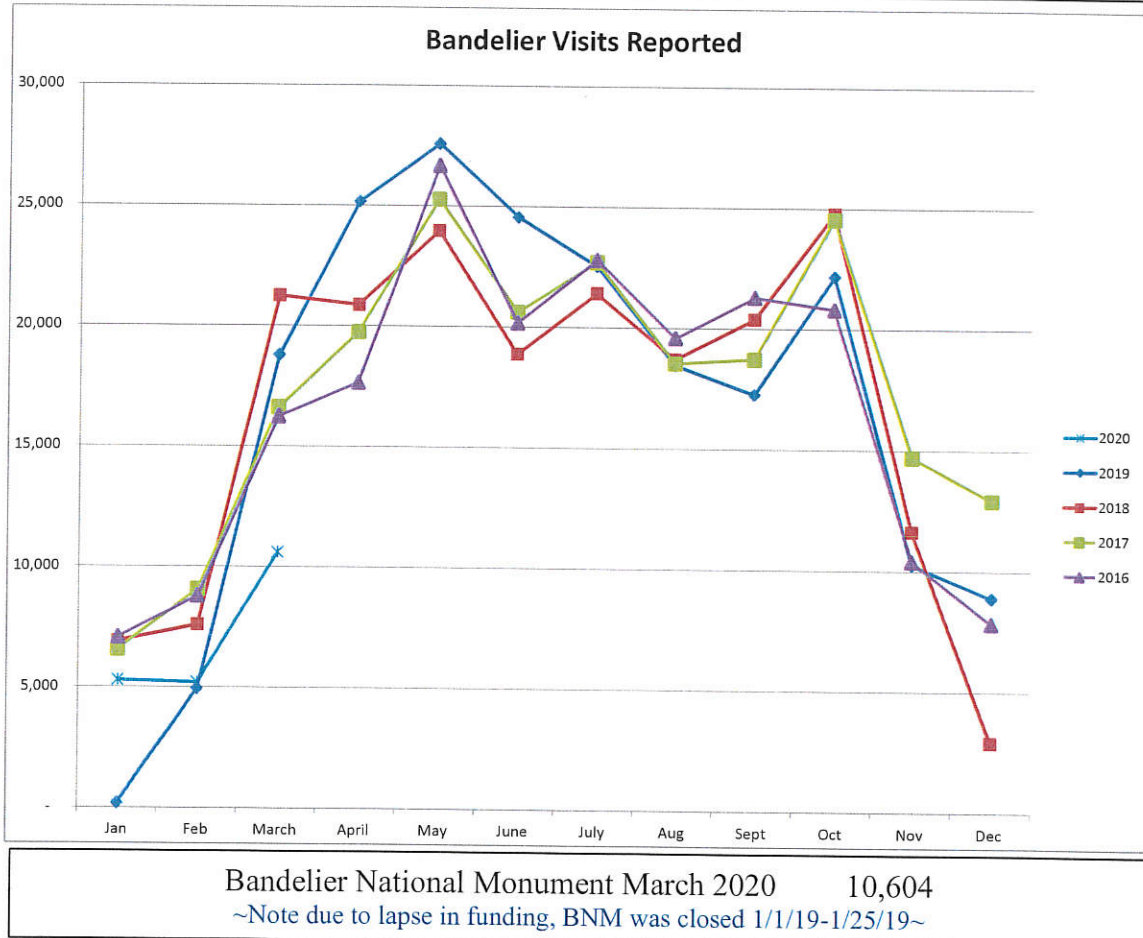
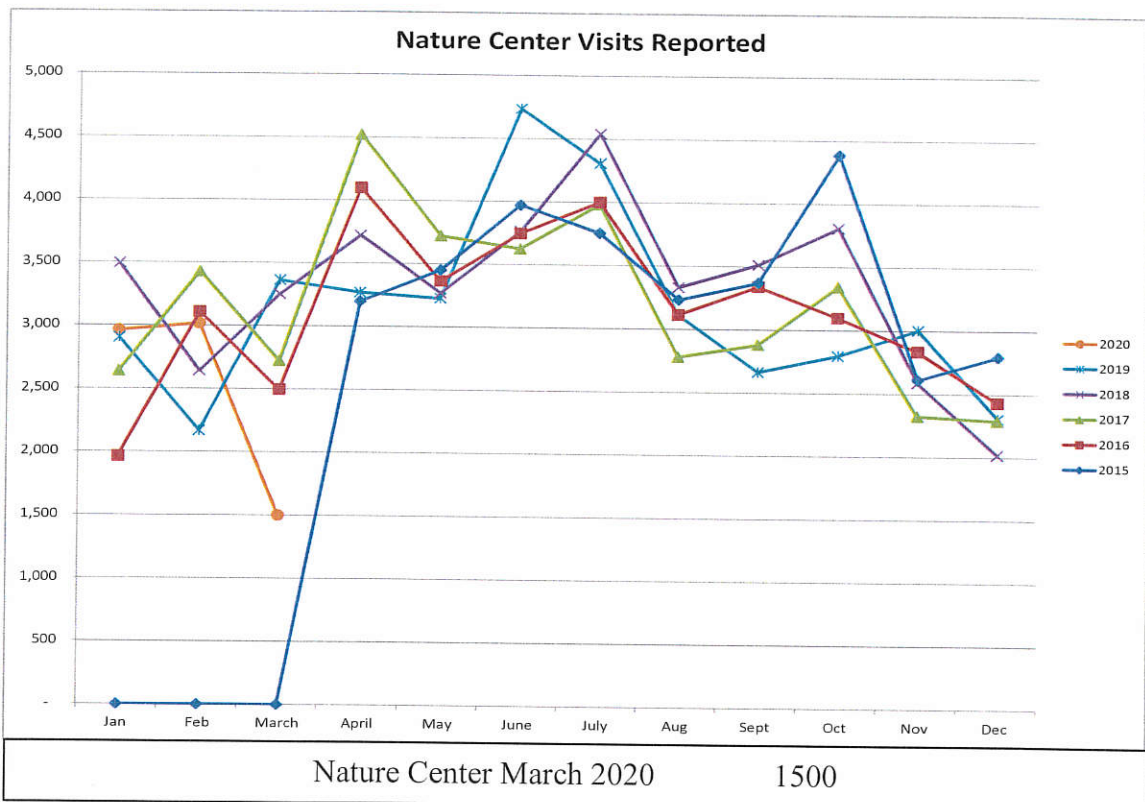
Los Alamos Visitor Center March 2020

211

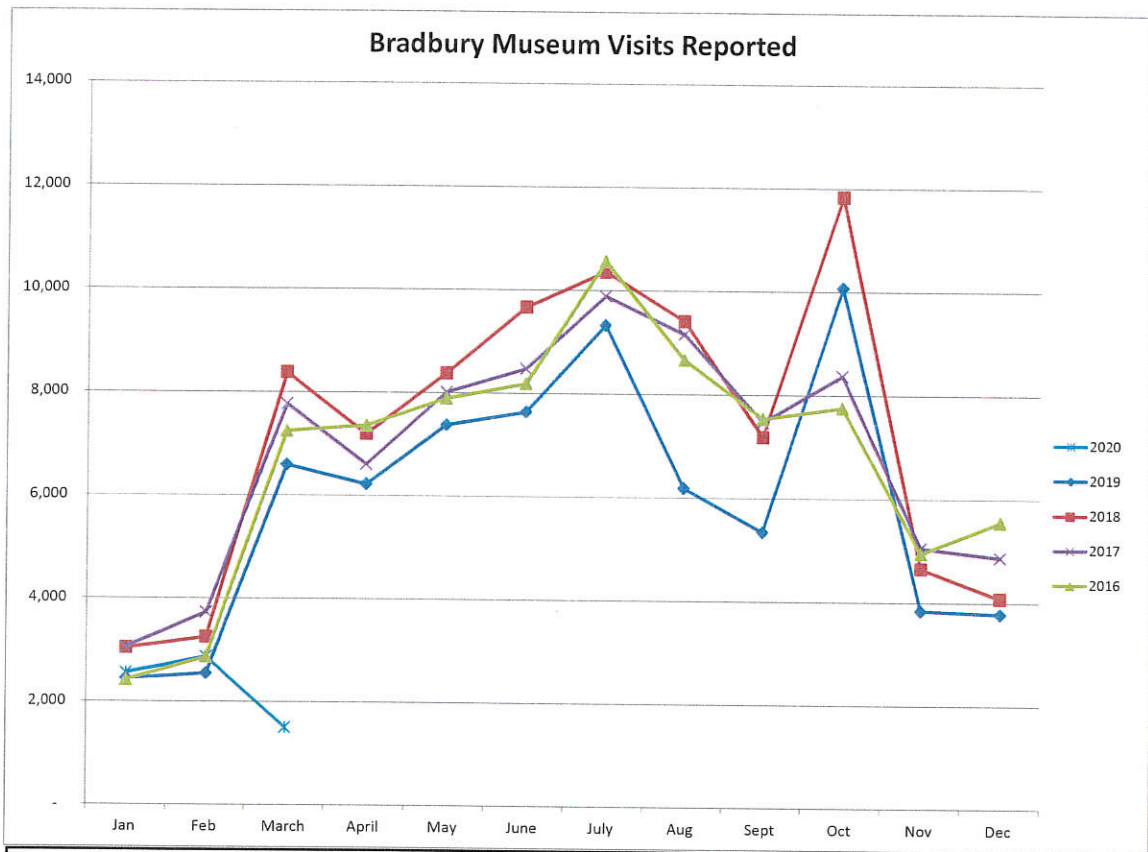
White Rock Visitor Center March 2020

152

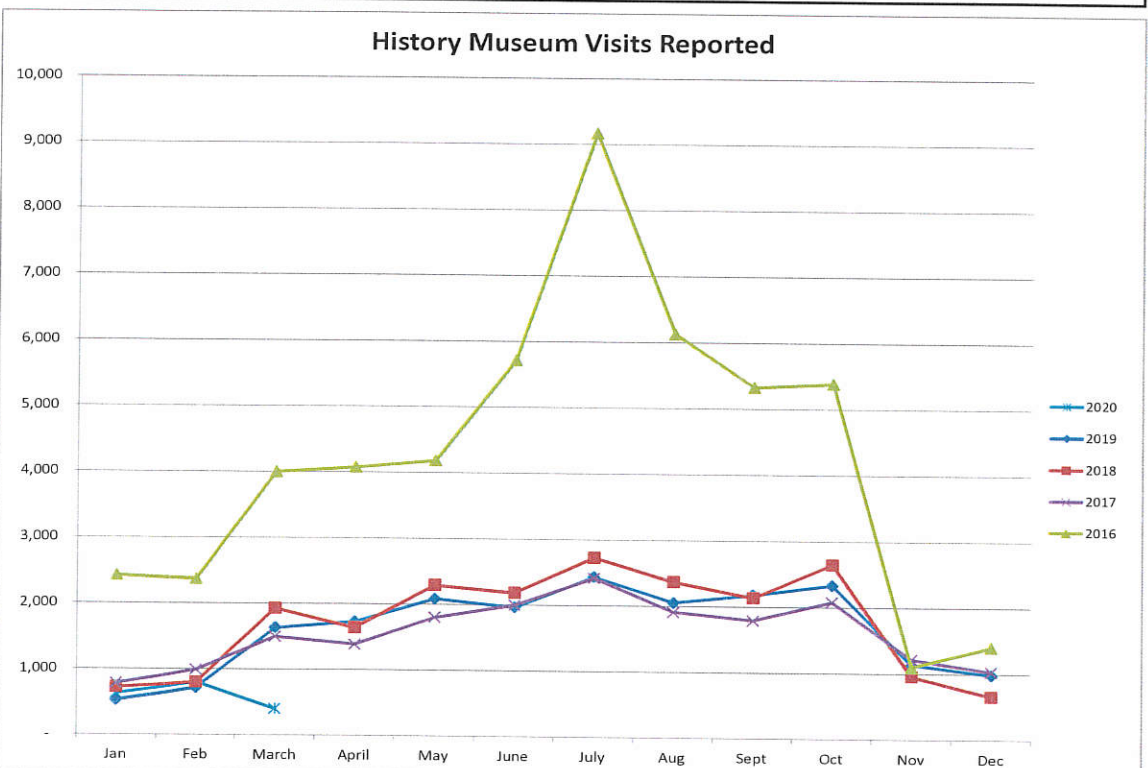
\*\*\*\*Beginning March 16, 2020 both Visitor Centers were closed to the public\*\*\*\*





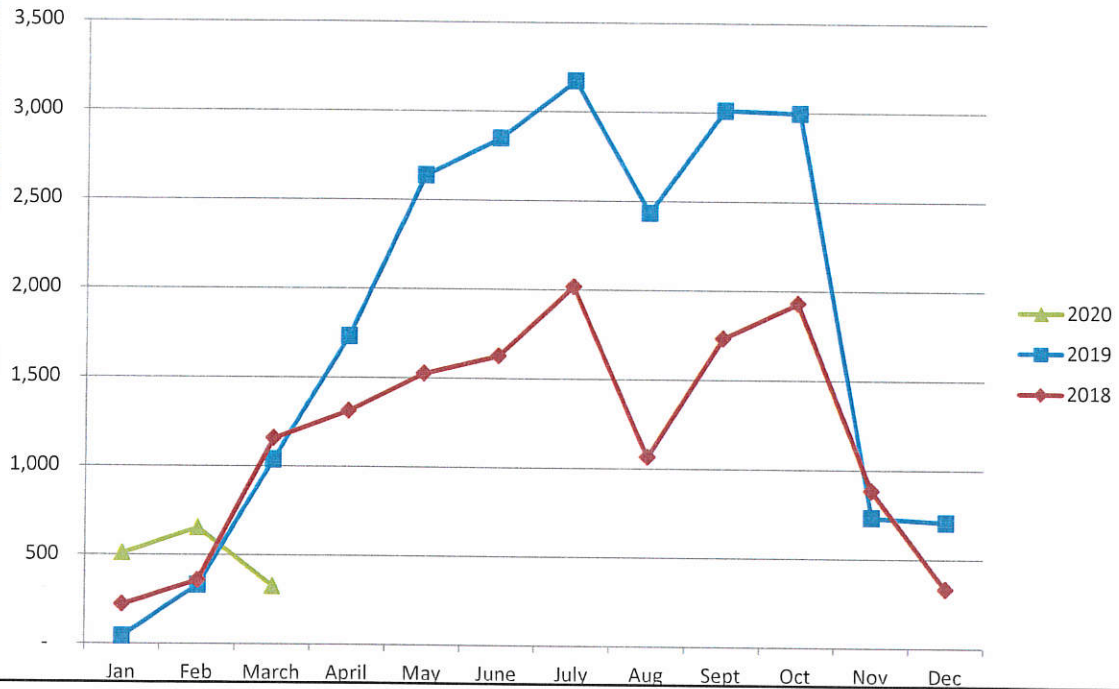


Bradbury Science Museum March 2020    1,215



History Museum March 2020    400

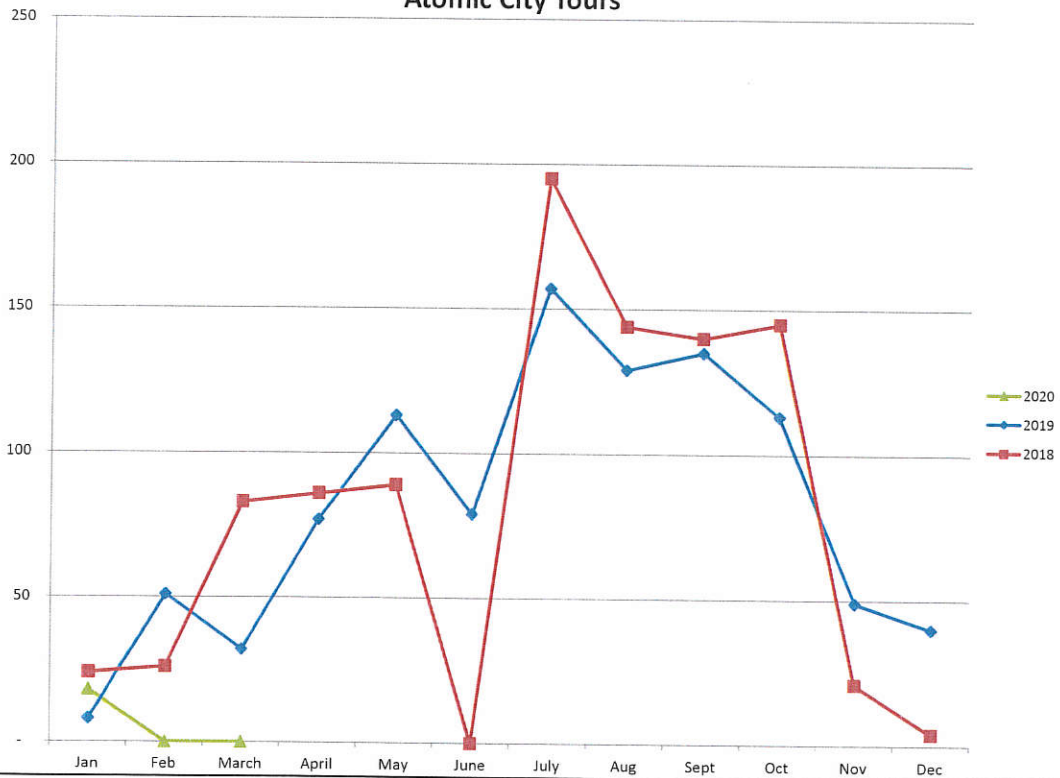
### MPNHP Visits Reported



Manhattan Project National Historical Park March 2020 325

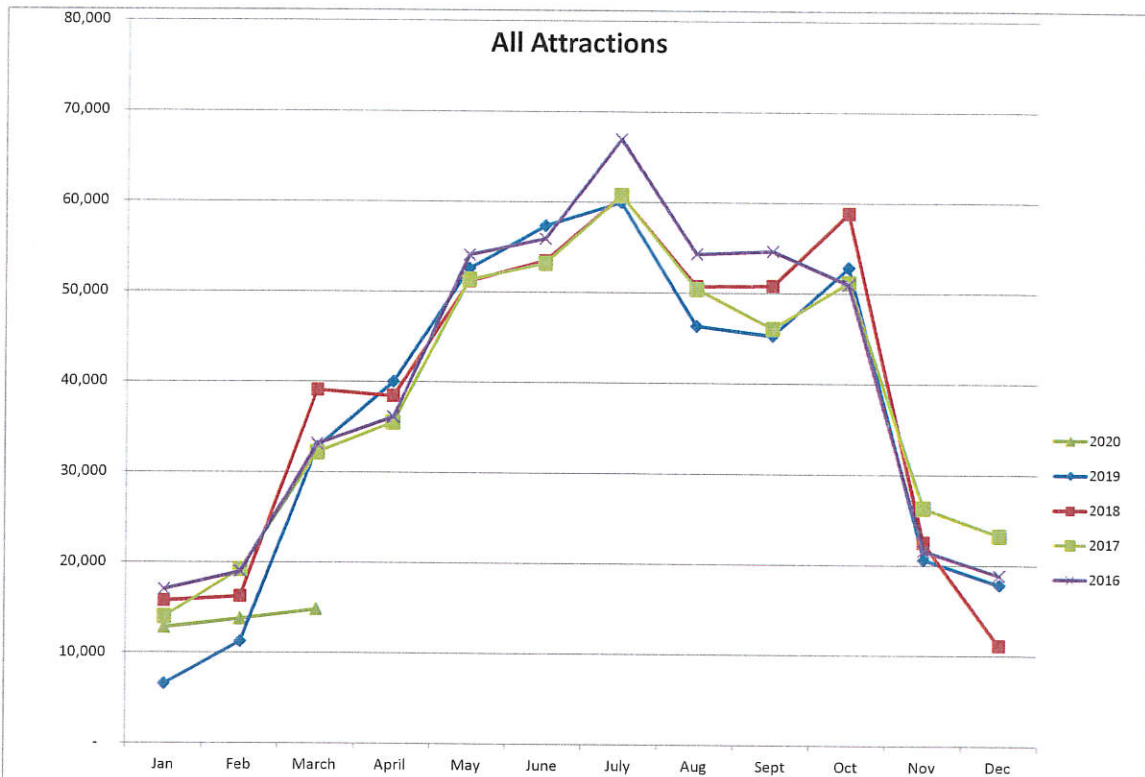
~Note due to lapse in funding, MPNHP was closed 1/1/19-1/25/19~

### Atomic City Tours

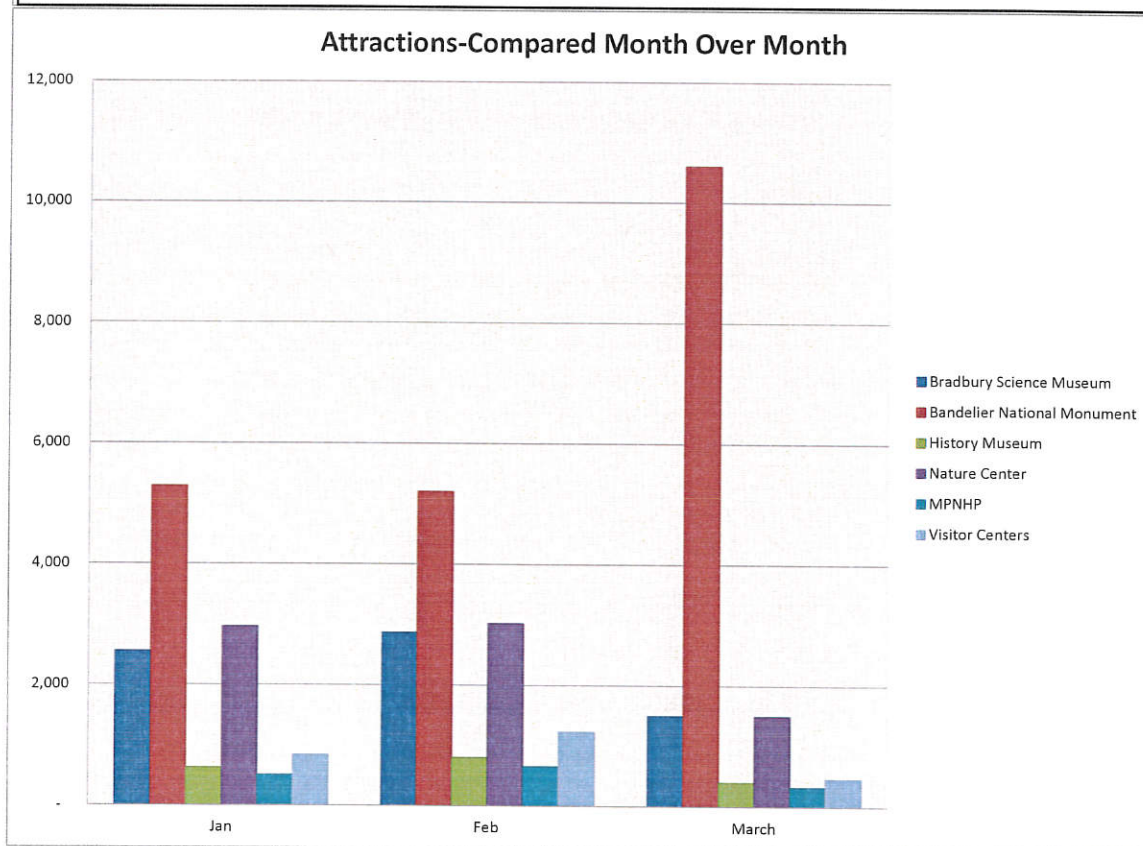


Atomic City Tours March 2020 Currently Closed





All Attractions YOY & MOM March 2020      14,506



### March Narrative Comments:

- We currently have approximately 45,000 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 11 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](http://www.visitlosalamos.org) and events info feeding [www.fyilosalamos.com](http://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 0 volunteer hours logged for the month of March.
- 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, Hilltop Spa and Fran Stoval were on display for the month of March. The large display featured The Los Alamos History Museum.
- In March, DLA helped the following groups/events requesting assistance in promoting and planning their upcoming planned and/or potential events in 2020. 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.

### March 2020:

- 32      [www.visitlosalamos.org](http://www.visitlosalamos.org) online Visitor Guide requests.
- 17      Visitor Guides sent for Texas Monthly inquiries from Sunny 505.

## Analysis of Visitor Surveys

March 2020

Sample size = Total of 26 Combined LAVC & WRVC Sign In Sheets (Not all categories were marked)

✓ *Length of Stay-*

19 entries reported a day trip  
01 entries reported overnight stays

✓ *First Time Visit to Los Alamos-*

23 entries reported 1<sup>st</sup> time to Los Alamos  
00 entries reported a return visit to Los Alamos

✓ For the month of February, the visitor centers registration sheets collected (26) and visitor indicated their reasons for visiting.

- Bandelier National Monument 14
- Manhattan Project/MPNHP 20
- Bradbury/History Museum 21
- Nature Center 01
- Scenery/Recreation/Sports 03
- Business/Family/Friends 01
- Other: \_\_\_\_\_

- ✓ The most prevalent states of origin in chronological order are from Texas, Wisconsin, Pennsylvania, California, Michigan, Minnesota, Washington State, Colorado and Mississippi.
- ✓ The most prevalent foreign countries of origin, there were from Canada
- ✓ The most prevalent cities in New Mexico visiting Los Alamos were from Santa Fe.
- ✓ Visitor Comments:  
"Thank You! Great information center!", "Very helpful visitor center", "Lovely, Interesting!"



DISCOVER  
LOS ALAMOS

May 31, 2020

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

RE: Transmittal of Monthly Discover Los Alamos  
LTAB's Tourism Visitation Report for the month of April.

Dear Kelly,

Attached is the submission of our monthly activity tourism report for the month of April 2020. As of March 12, 2020, New Mexico Governor Michelle Lujan Grisham has issued a series of public health and executive orders in an effort to mitigate the widespread community transmission of COVID-19. Both the Los Alamos and White Rock Visitor Centers and most of Los Alamos County attractions have been closed to the public since then. Discover Los Alamos staff has continued to send out visitor guides, return phone calls and emails as well as restock visitor guides in various kiosk locations.

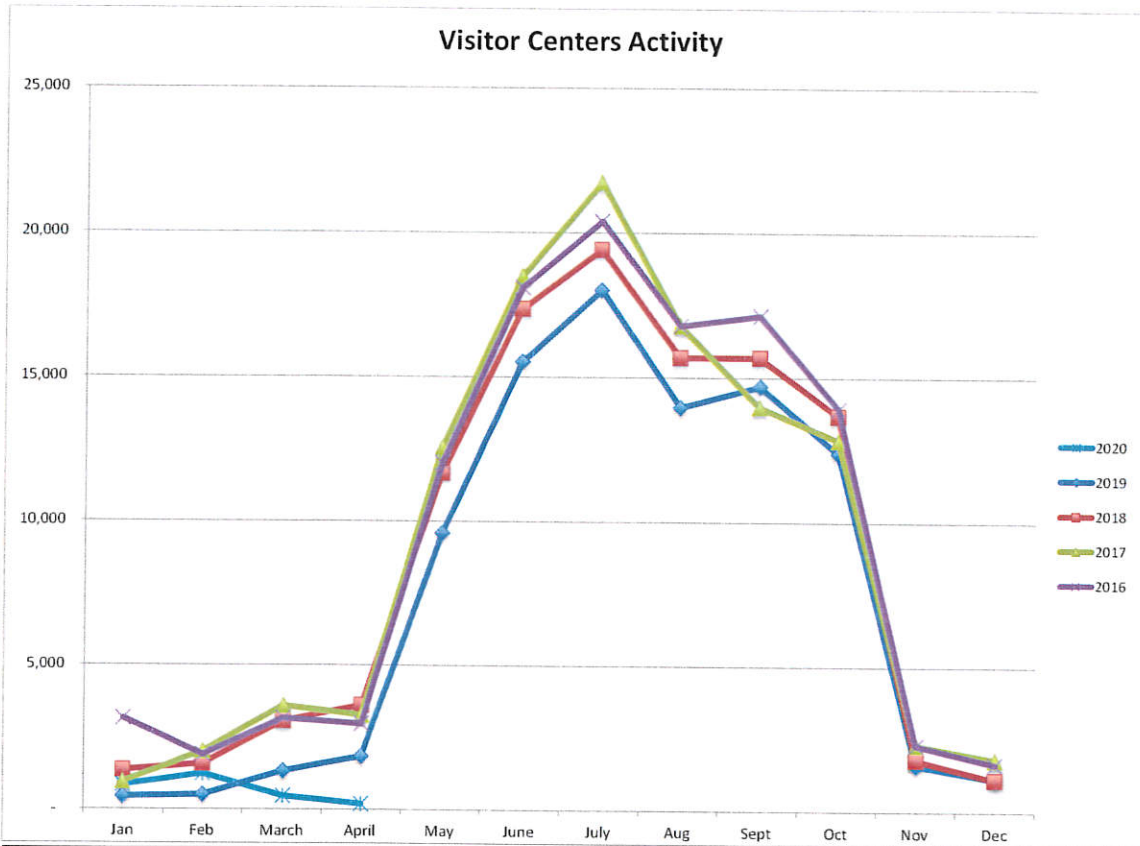
Sincerely,

Melanie Peña  
Discover Los Alamos Director

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

# DLA Monthly Report

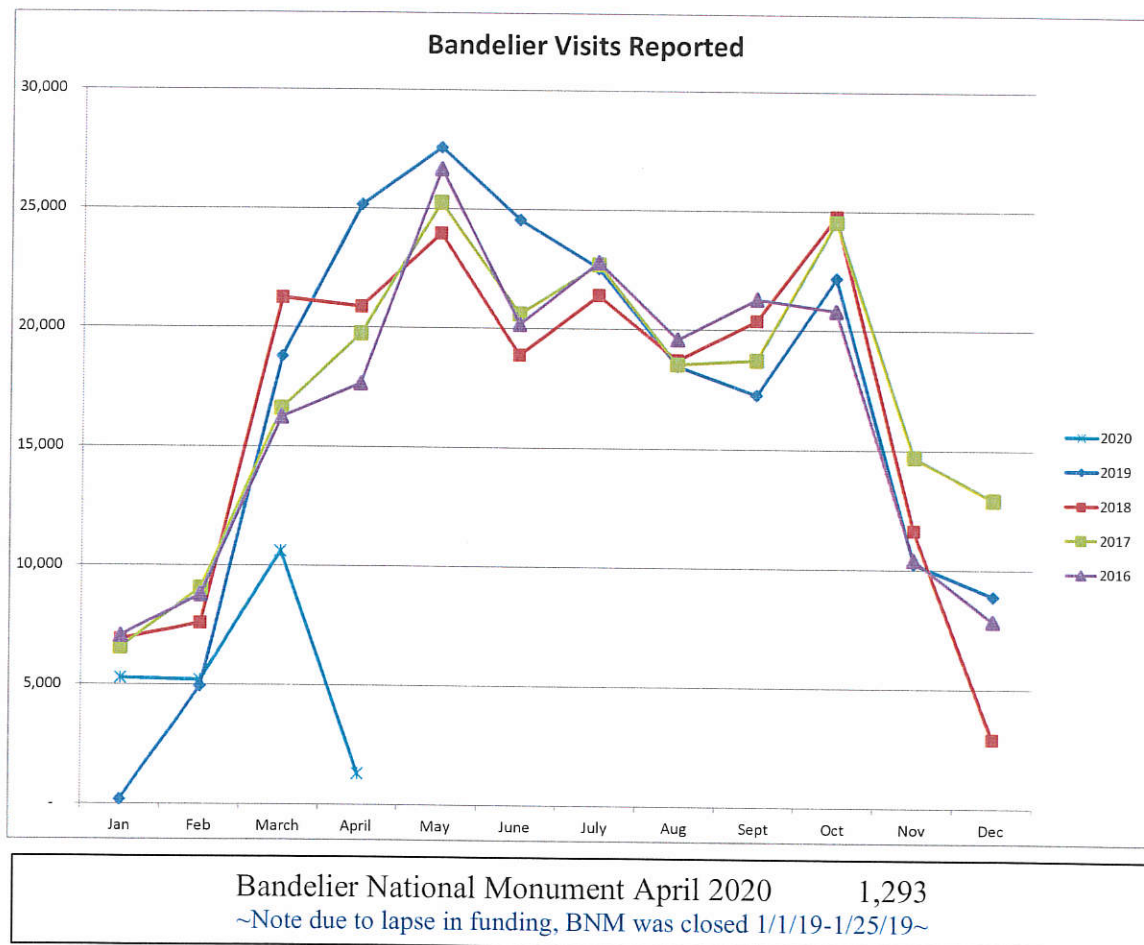
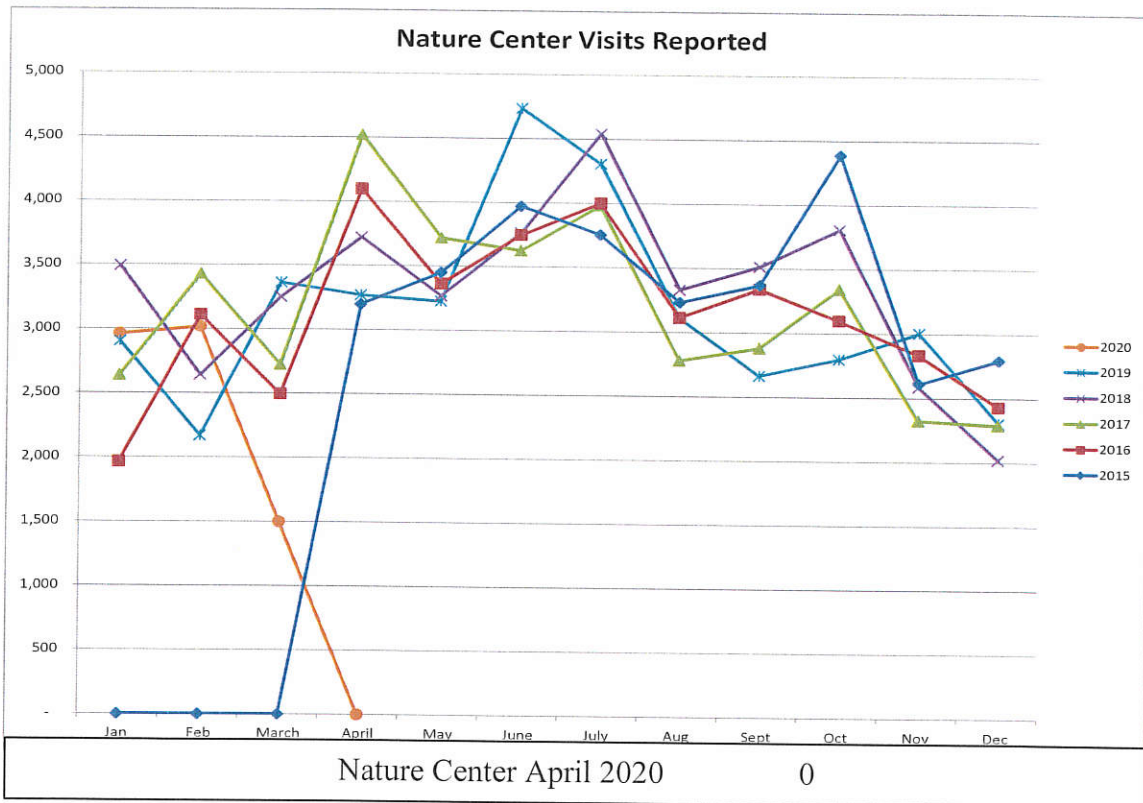
## April 2020



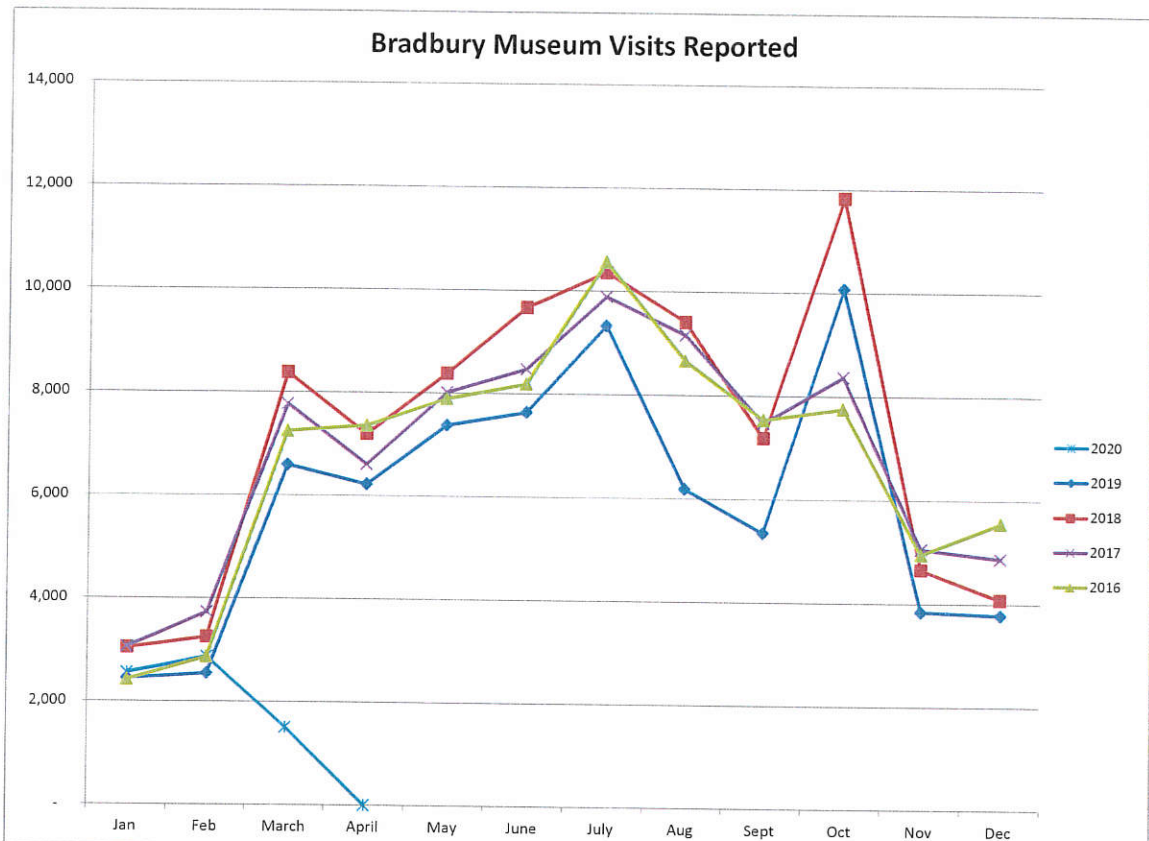
Los Alamos Visitor Center April 2020 0

White Rock Visitor Center April 2020 0

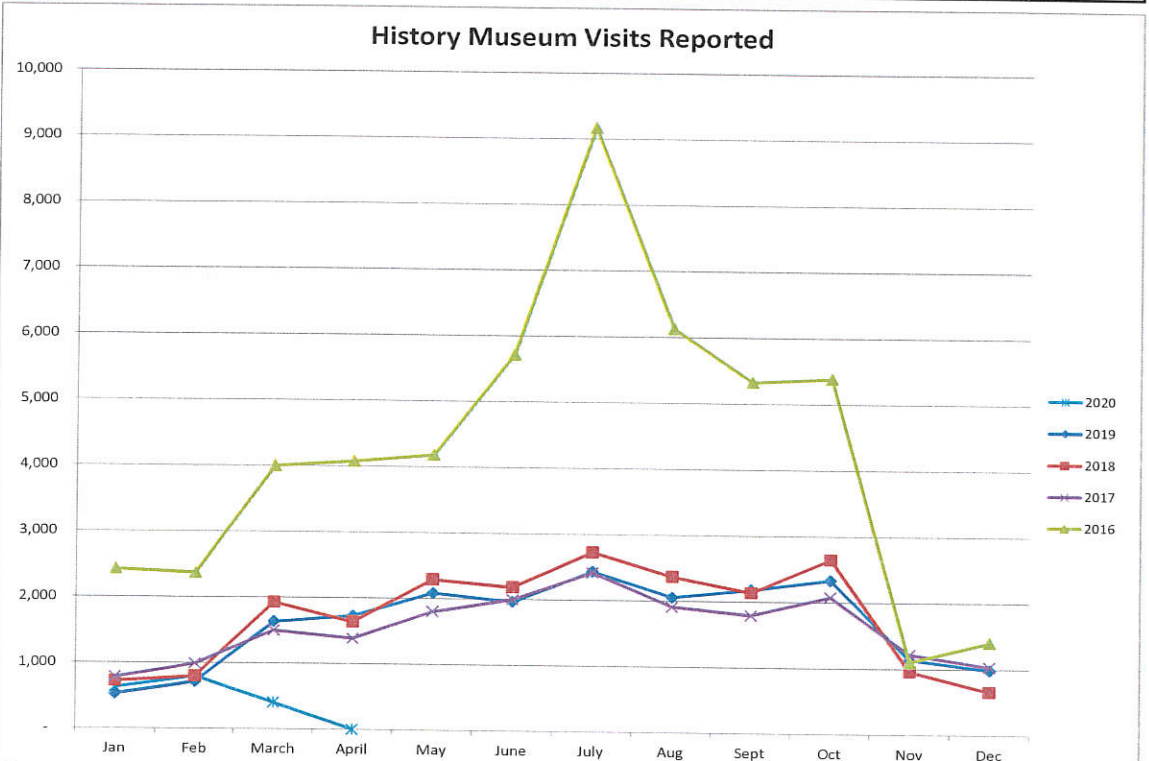
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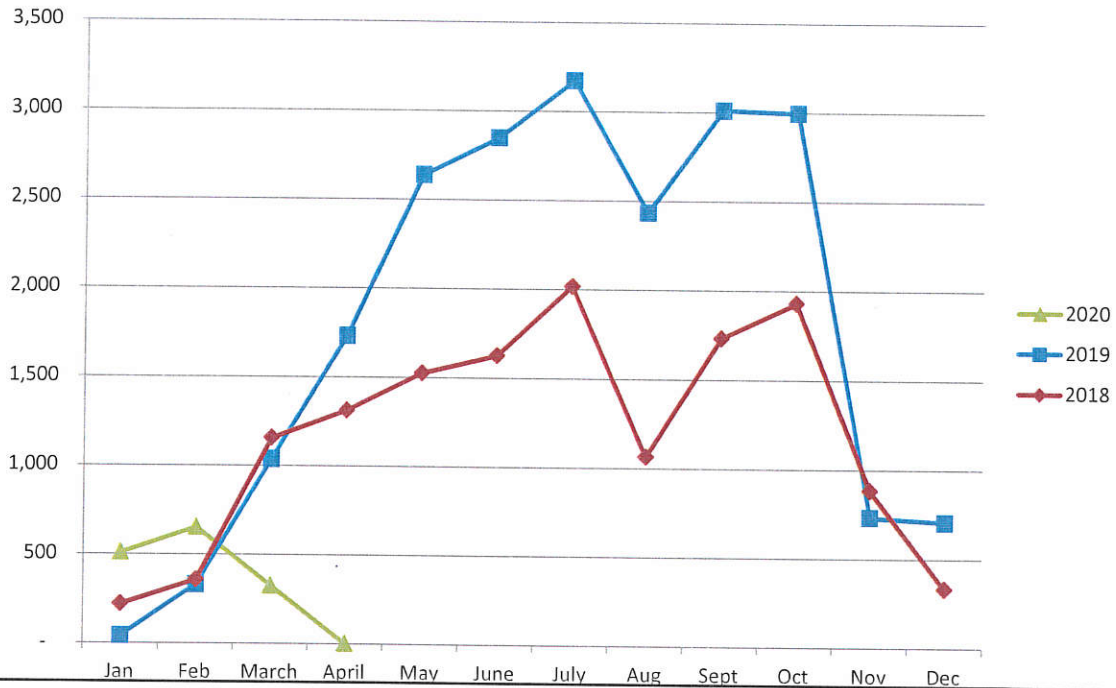


Bradbury Science Museum April 2020      0



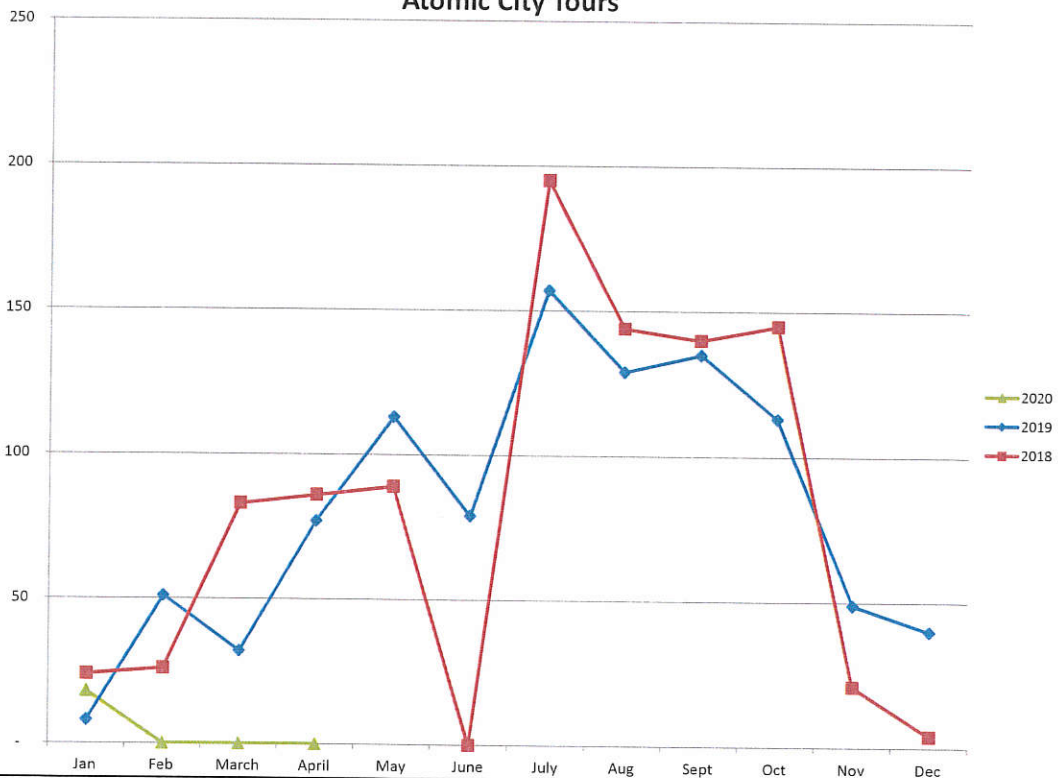
History Museum April 2020      0

### MPNHP Visits Reported



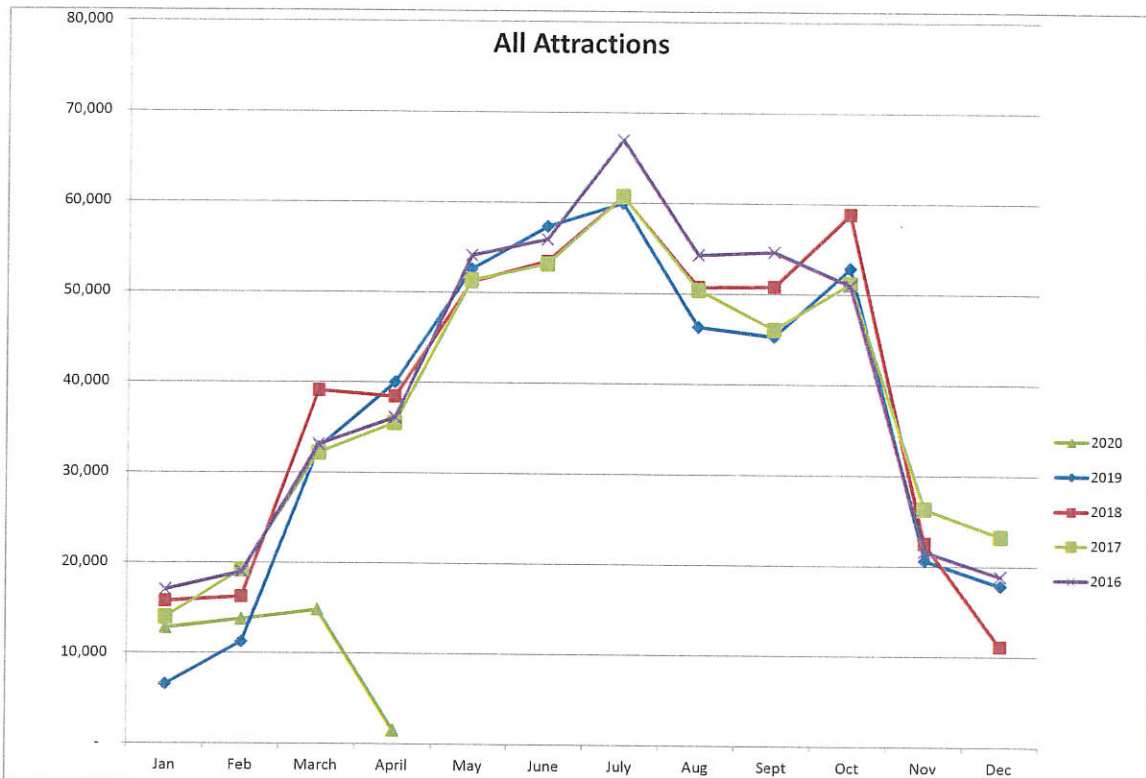
Manhattan Project National Historical Park April 2020 0  
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### Atomic City Tours

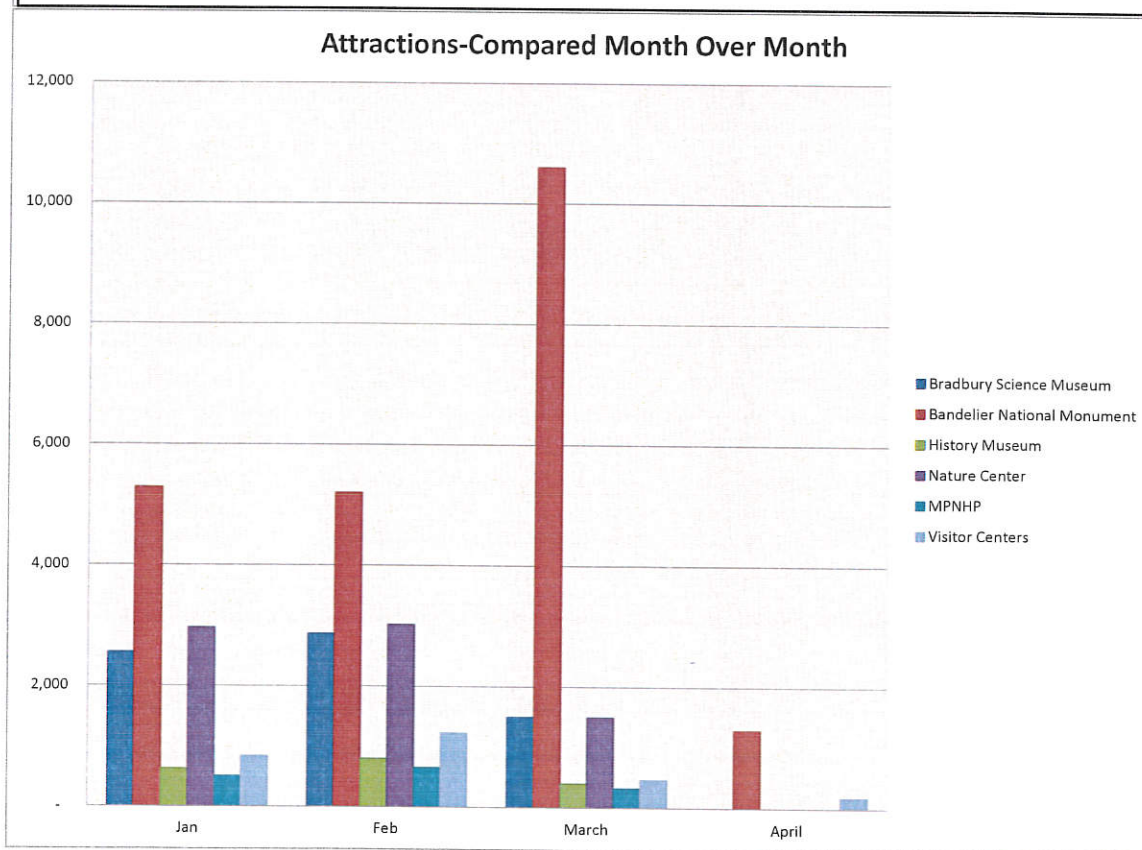


Atomic City Tours April 2020 Currently Closed





All Attractions YOY & MOM April 2020      1,476



#### April Narrative Comments:

- Due to COVID-19 the Los Alamos County Visitor Centers, Bradbury Science Museum, Los Alamos History Museum, Los Alamos Nature Center, and the Manhattan Project National Historical Park are currently closed. Bandelier National Monument is open with restrictions.
- We currently have approximately 45,000 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 11 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](http://www.visitlosalamos.org) and events info feeding [www.fyilosalamos.com](http://www.fyilosalamos.com) are updated on a weekly basis with events and information.
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- In April, DLA helped the following groups/events requesting assistance in promoting and planning their upcoming planned and/or potential events in 2020. 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.

#### April 2020:

- 29      [www.visitlosalamos.org](http://www.visitlosalamos.org) online Visitor Guide requests.
- 134     Visitor Guides sent for Texas Monthly inquiries from Sunny 505.

## Analysis of Visitor Surveys

April 2020

Sample size = Total of 00 Combined LAVC & WRVC Sign In Sheets (Not all categories were marked)

✓ *Length of Stay-*

00 entries reported a day trip  
00 entries reported overnight stays

✓ *First Time Visit to Los Alamos-*

00 entries reported 1<sup>st</sup> time to Los Alamos  
00 entries reported a return visit to Los Alamos

✓ For the month of February, the visitor centers registration sheets collected (00) and visitor indicated their reasons for visiting.

- Bandelier National Monument 00
- Manhattan Project/MPNHP 00
- Bradbury/History Museum 00
- Nature Center 00
- Scenery/Recreation/Sports 00
- Business/Family/Friends 00
- Other: \_\_\_\_\_

✓ The most prevalent states of origin in chronological order were from

✓ The most prevalent foreign countries of origin, there were from

✓ The most prevalent cities in New Mexico visiting Los Alamos were from

✓ Visitor Comments:



DISCOVER  
LOS ALAMOS

June 30, 2020

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

RE: Transmittal of Monthly Discover Los Alamos  
LTAB's Tourism Visitation Report for the month of May.

Dear Kelly,

Attached is the submission of our monthly activity tourism report for the month of May 2020. As of March 12, 2020, New Mexico Governor Michelle Lujan Grisham has issued a series of public health and executive orders in an effort to mitigate the widespread community transmission of COVID-19. Both the Los Alamos and White Rock Visitor Centers and most of Los Alamos County attractions have been closed to the public since then. Discover Los Alamos staff has continued to send out visitor guides, return phone calls and emails as well as restock visitor guides in various kiosk locations.

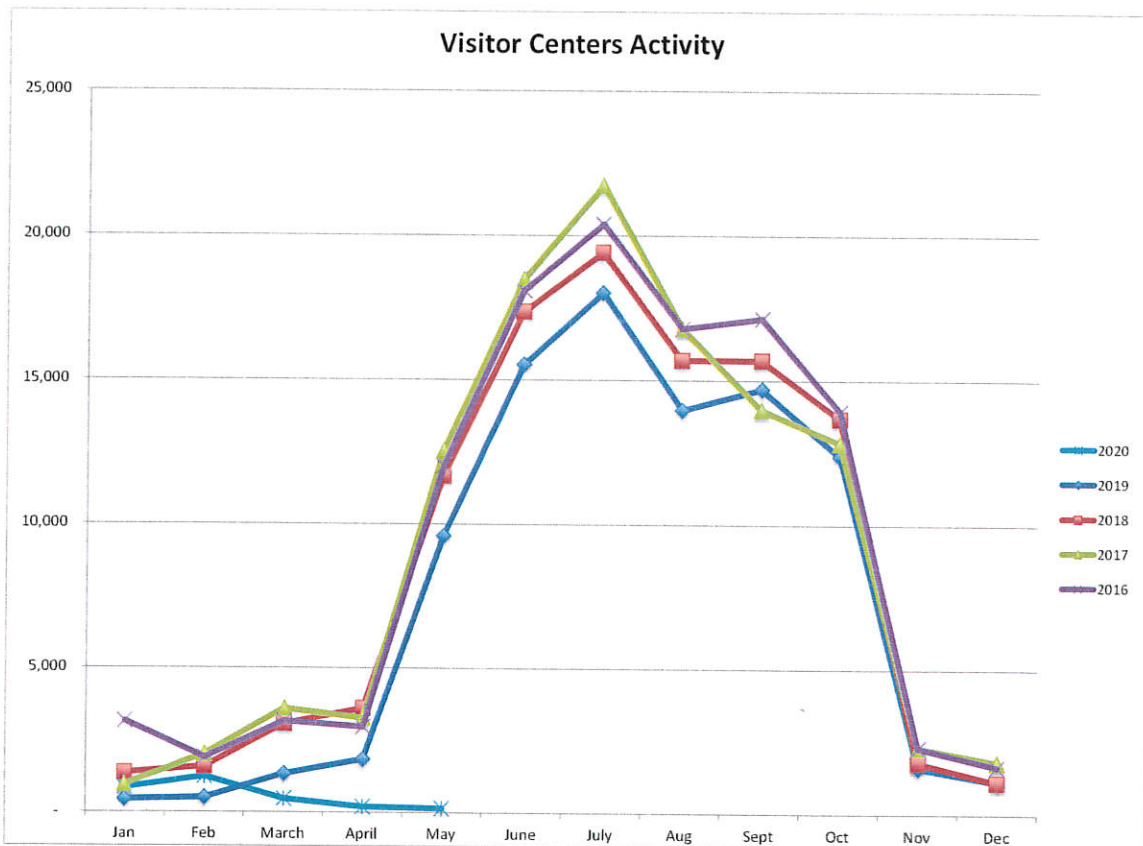
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Melanie Peña  
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# DLA Monthly Report

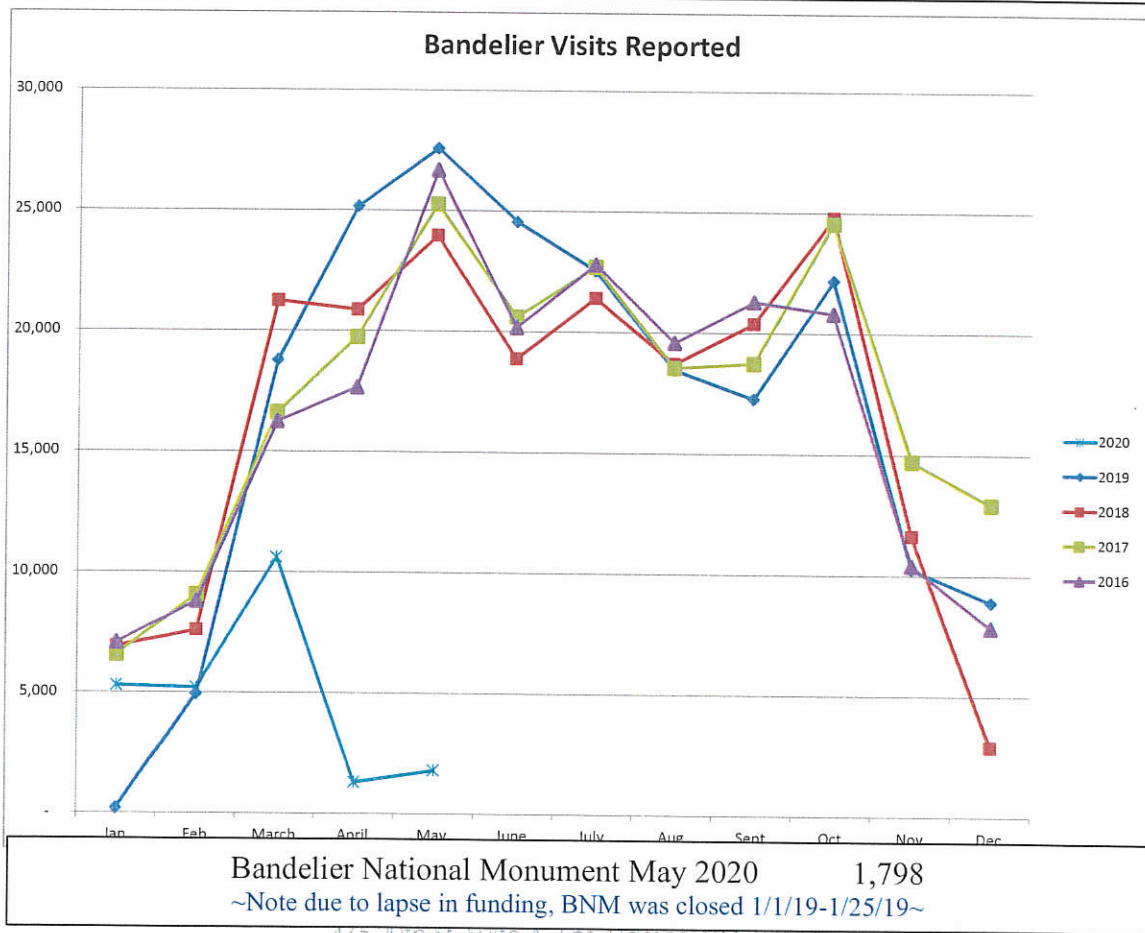
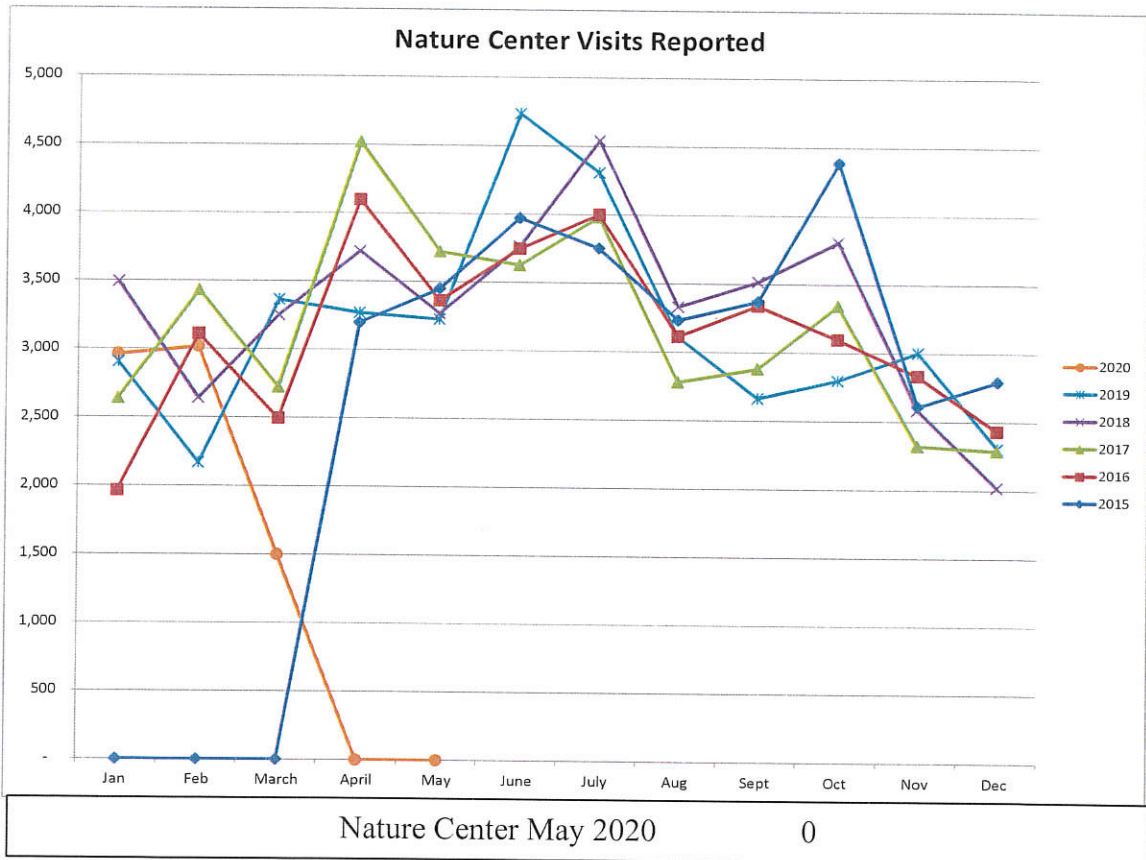
## May 2020



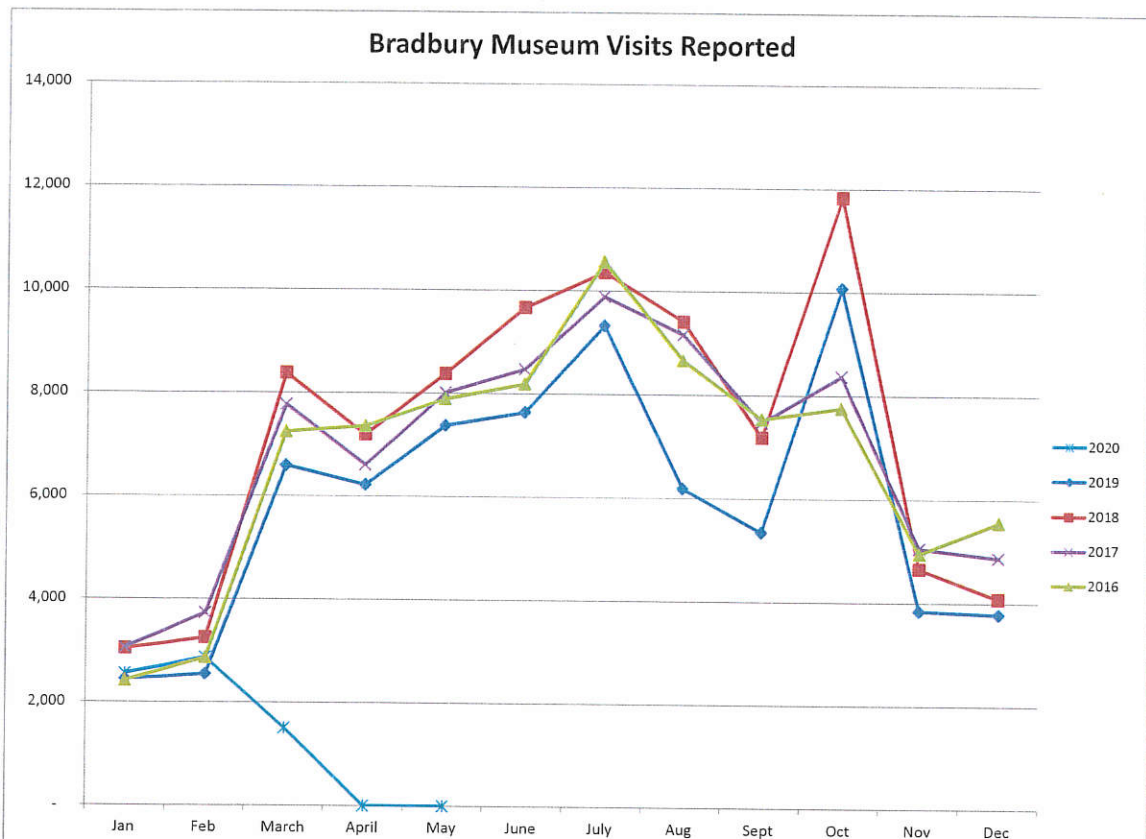
Los Alamos Visitor Center May 2020 0

White Rock Visitor Center May 2020 0

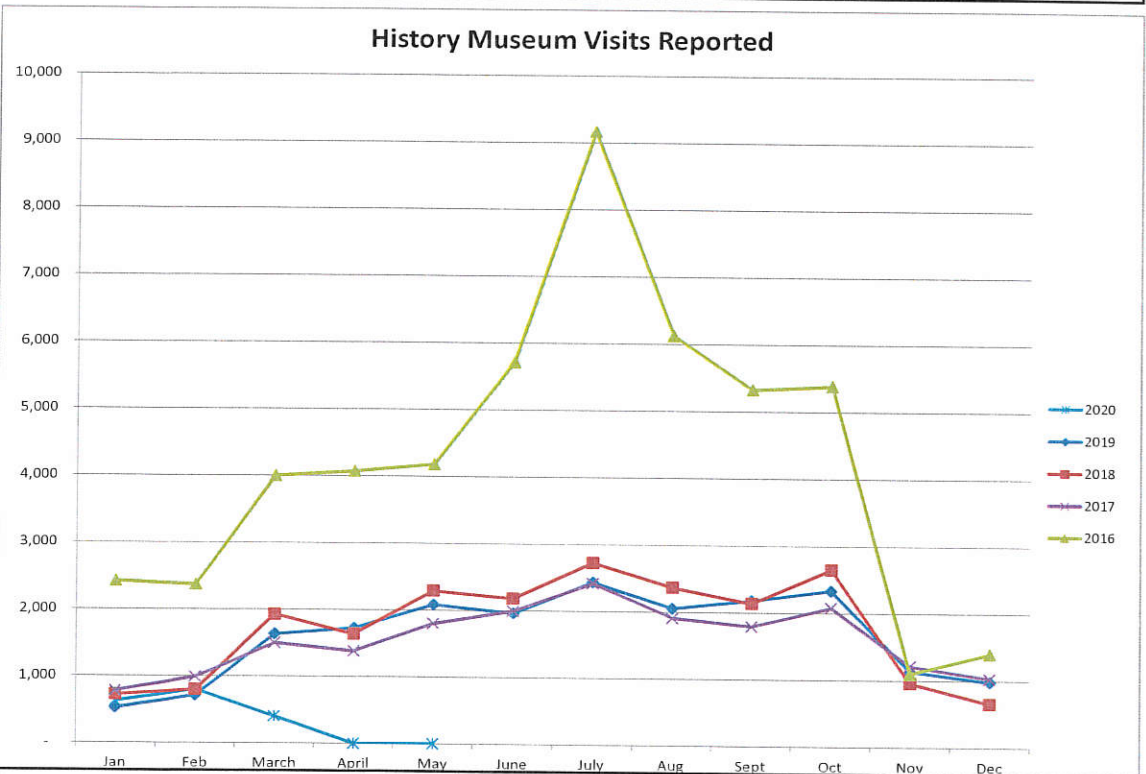
\*\*\*\*\*Beginning March 16, 2020 both Visitor Centers were closed to the public\*\*\*\*\*





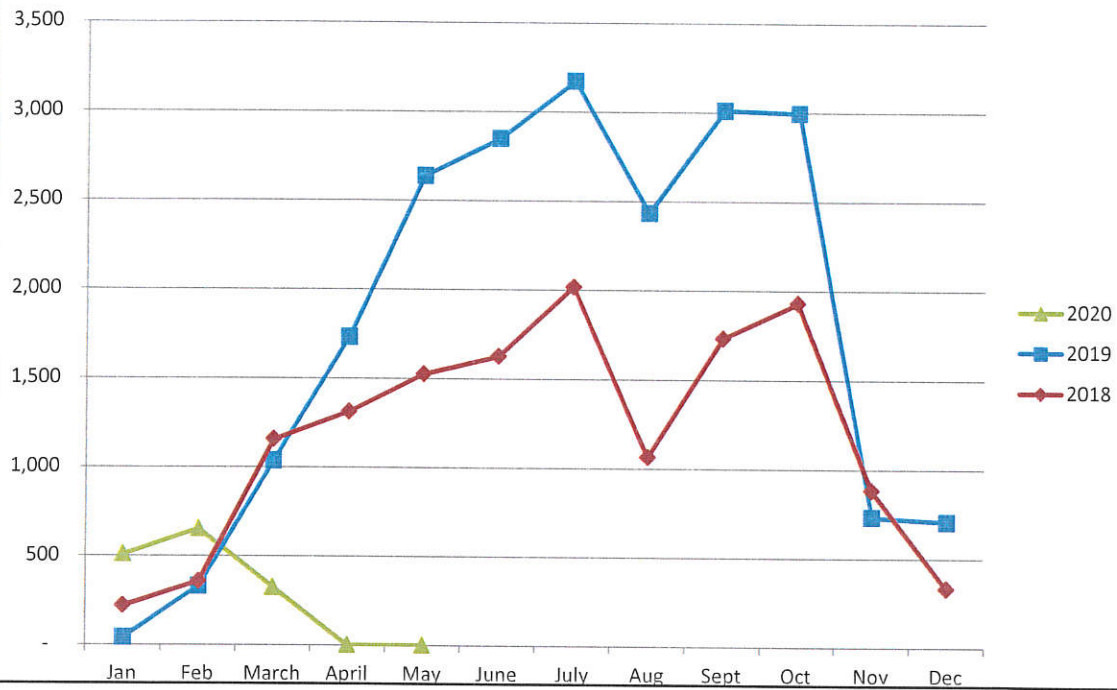


Bradbury Science Museum May 2020      0



History Museum May 2020      0

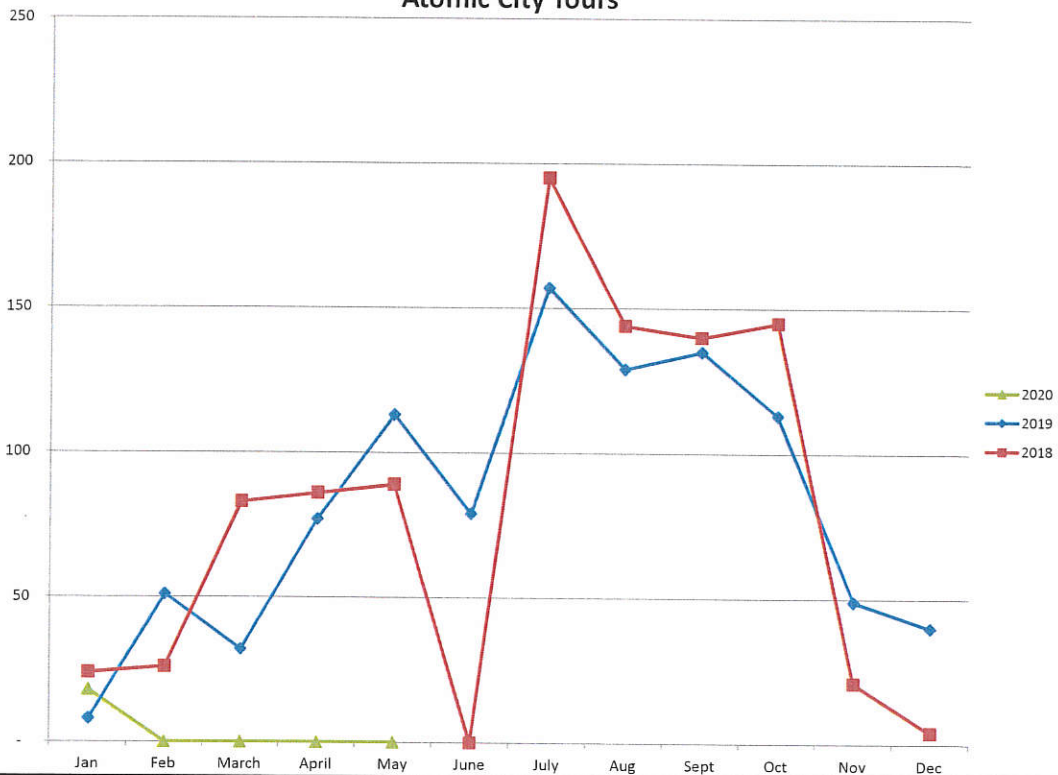
### MPNHP Visits Reported



Manhattan Project National Historical Park May 2020 0

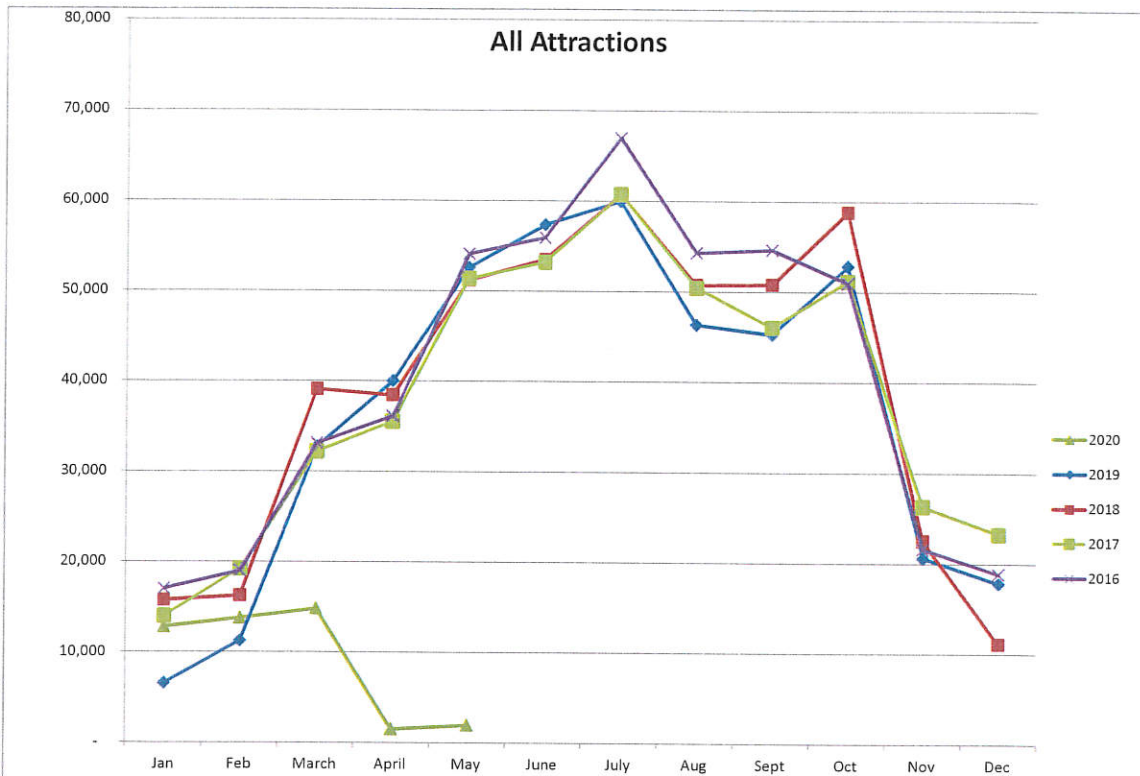
~Note due to lapse in funding, MPNHP was closed 1/1/19-1/25/19~

### Atomic City Tours

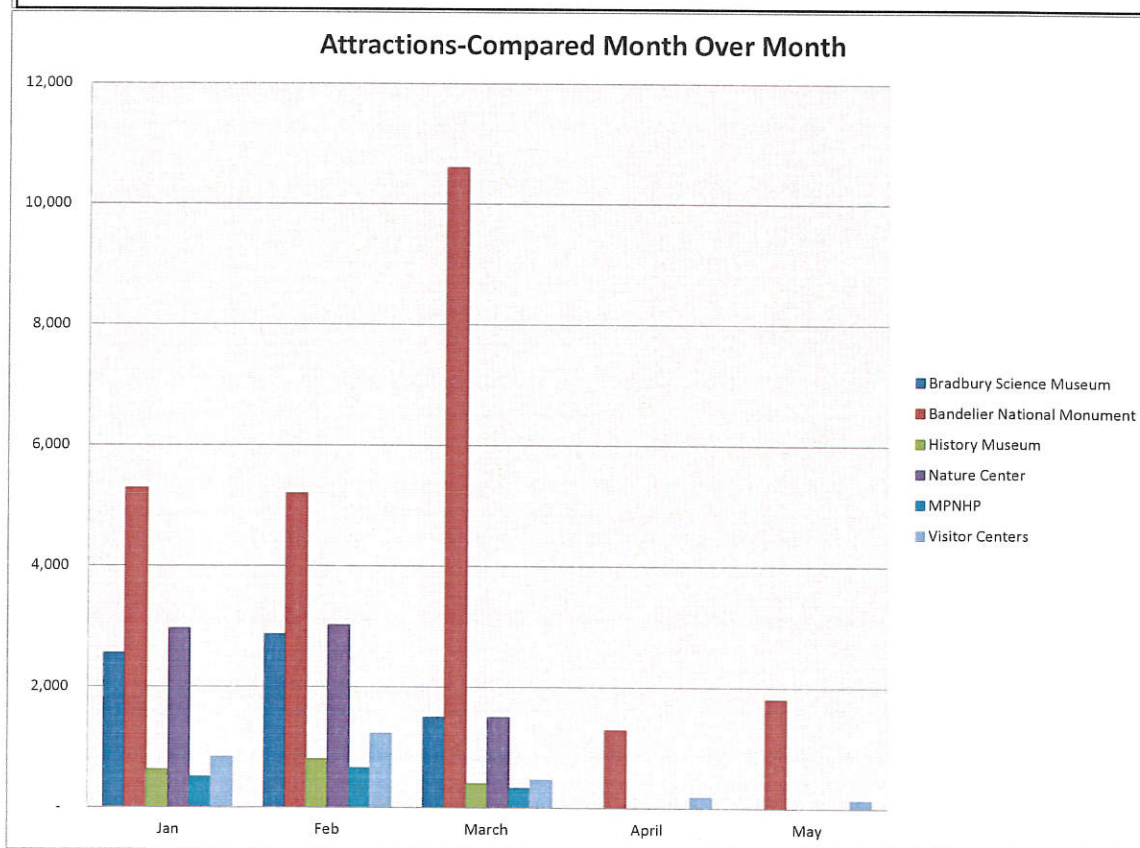


Atomic City Tours May 2020 Currently Closed





All Attractions YOY & MOM May 2020      1,933



May Narrative Comments:

- Due to COVID-19 the Los Alamos County Visitor Centers, Bradbury Science Museum, Los Alamos History Museum, Los Alamos Nature Center, and the Manhattan Project National Historical Park are currently closed. Bandelier National Monument is open with restrictions.
- We currently have approximately 45,000 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 11 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](http://www.visitlosalamos.org) and events info feeding [www.fyilosalamos.com](http://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 0 volunteer hours logged for the month of May.
- 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, Hilltop Spa and Fran Stoval were on display for the month of May. The large display featured The Los Alamos History Museum.
- In May, DLA helped the following groups/events requesting assistance in promoting and planning their upcoming planned and/or potential events in 2020. 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.

May 2020:

- 32      [www.visitlosalamos.org](http://www.visitlosalamos.org) online Visitor Guide requests.  
83      Visitor Guides sent for Texas Monthly inquiries from Sunny 505.

## Analysis of Visitor Surveys

May 2020

Sample size = Total of 00 Combined LAVC & WRVC Sign In Sheets (Not all categories were marked)

✓ *Length of Stay-*

00 entries reported a day trip  
00 entries reported overnight stays

✓ *First Time Visit to Los Alamos-*

00 entries reported 1<sup>st</sup> time to Los Alamos  
00 entries reported a return visit to Los Alamos

✓ For the month of February, the visitor centers registration sheets collected (00) and visitor indicated their reasons for visiting.

- Bandelier National Monument 00
- Manhattan Project/MPNHP 00
- Bradbury/History Museum 00
- Nature Center 00
- Scenery/Recreation/Sports 00
- Business/Family/Friends 00
- Other: \_\_\_\_\_

- ✓ The most prevalent states of origin in chronological order were from
- ✓ The most prevalent foreign countries of origin, there were from
- ✓ The most prevalent cities in New Mexico visiting Los Alamos were from
- ✓ Visitor Comments:



DISCOVER  
LOS ALAMOS

July 31, 2020

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

RE: Transmittal of Monthly Discover Los Alamos  
LTAB's Tourism Visitation Report for the month of June.

Dear Kelly,

Attached is the submission of our monthly activity tourism report for the month of June 2020. As of March 12, 2020, New Mexico Governor Michelle Lujan Grisham has issued a series of public health and executive orders in an effort to mitigate the widespread community transmission of COVID-19. Both the Los Alamos and White Rock Visitor Centers and most of Los Alamos County attractions have been closed to the public since then. Discover Los Alamos staff has continued to send out visitor guides, return phone calls and emails as well as restock visitor guides in various kiosk locations.

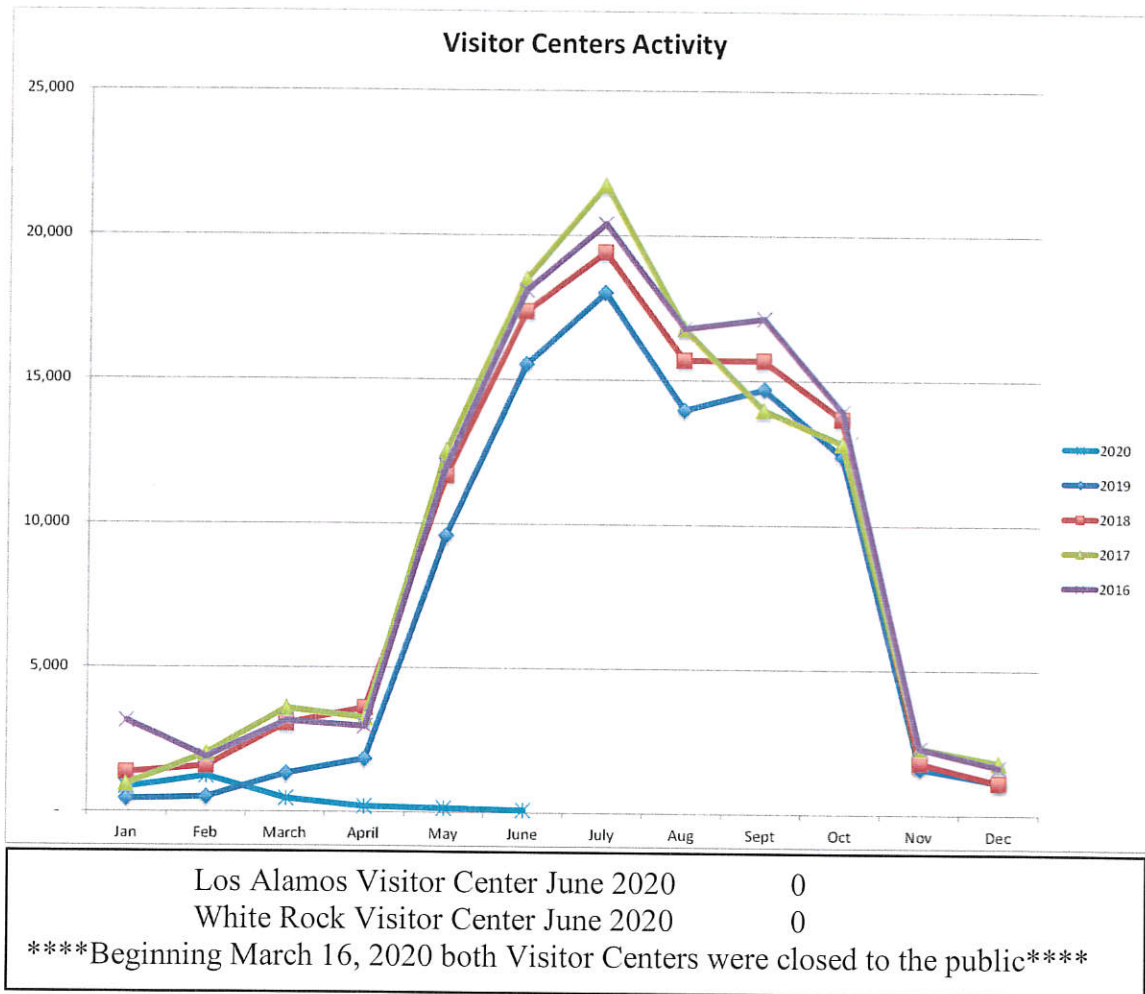
Sincerely,

Melanie Peña  
Discover Los Alamos Director

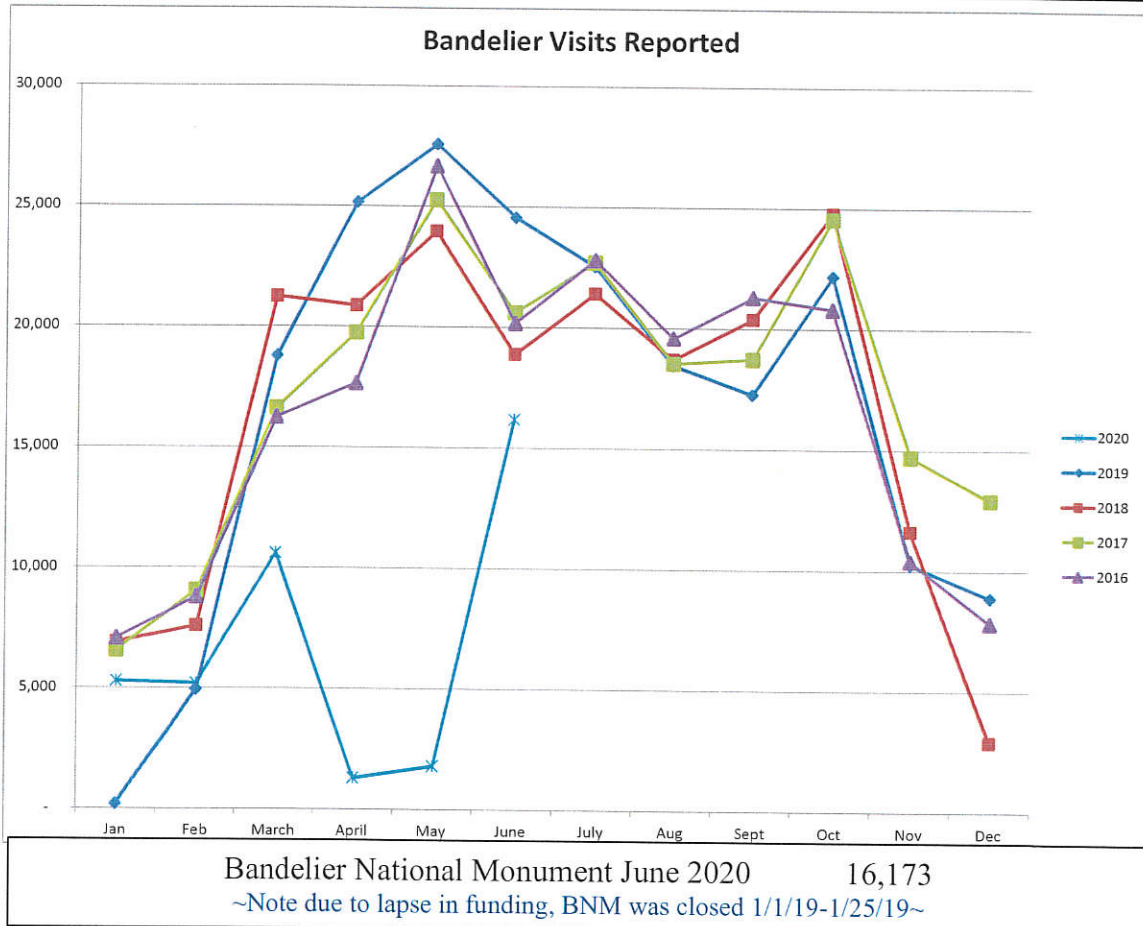
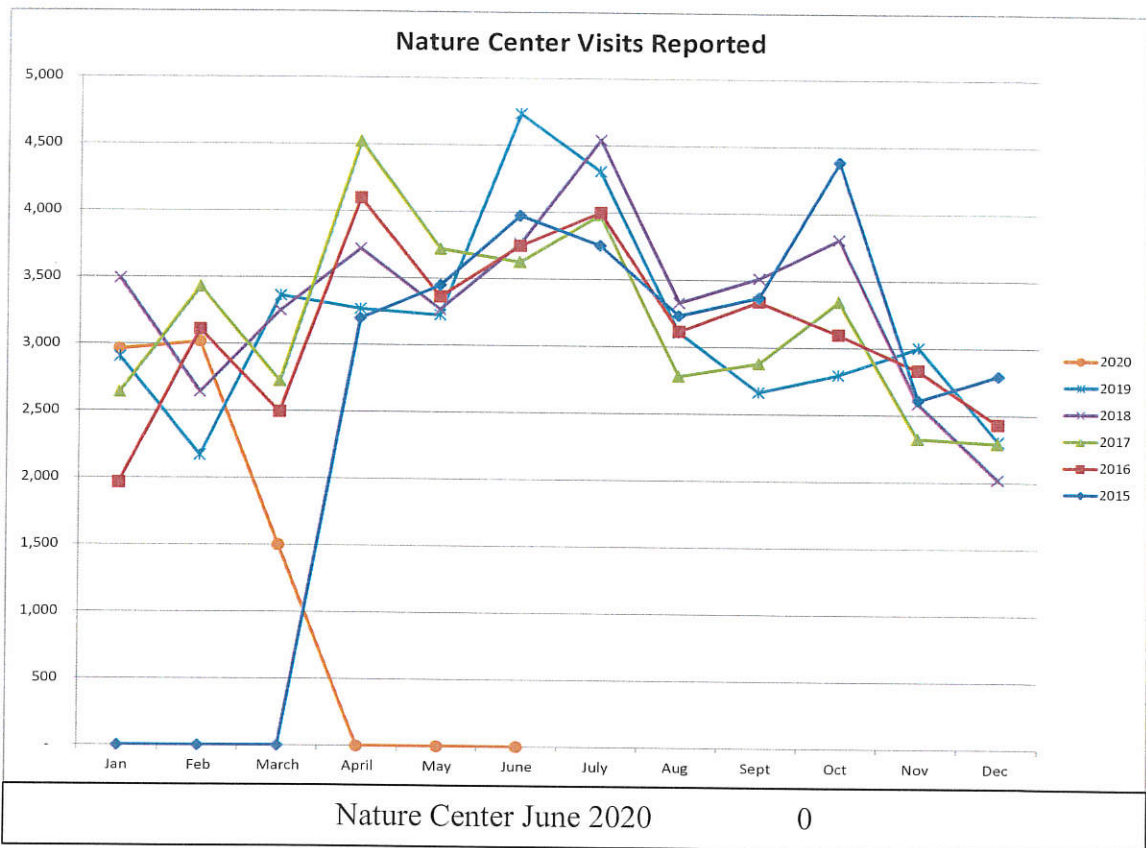
cc: Harry Burgess, Linda Matteson, Patrick Sullivan & Connie Proulx

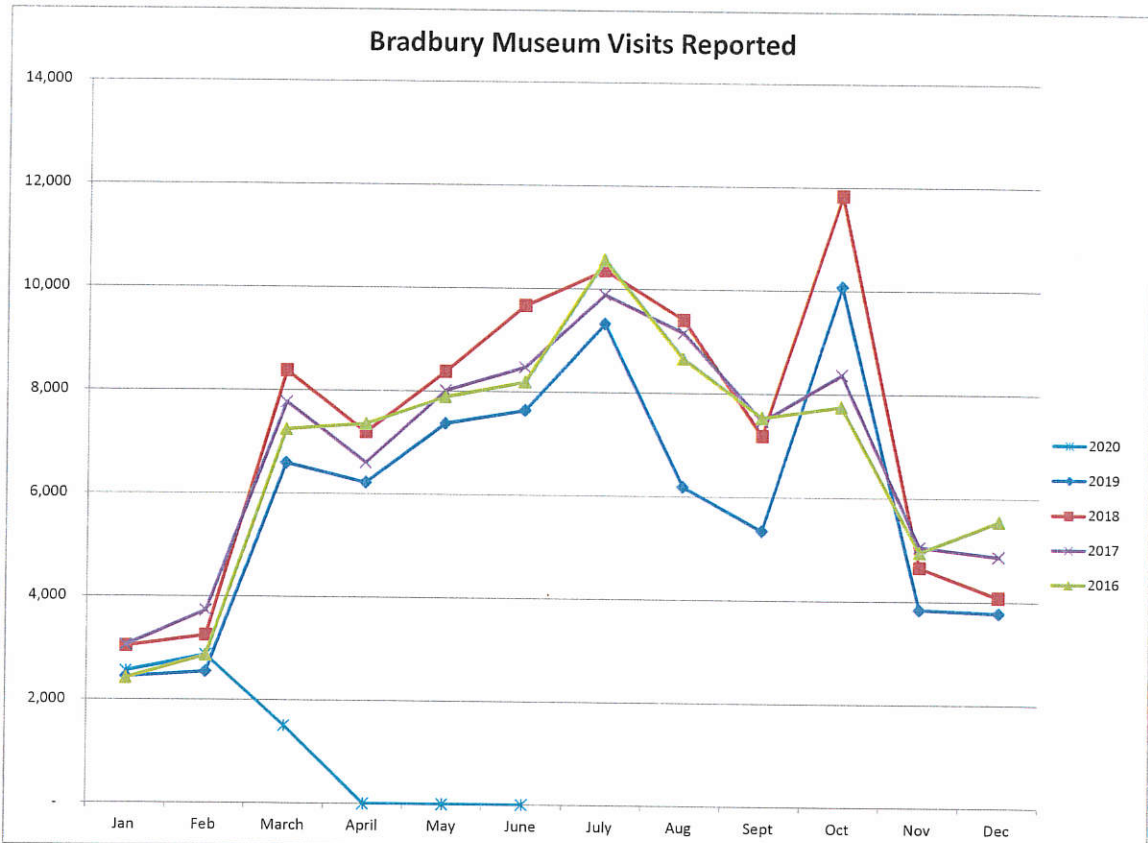
# DLA Monthly Report

## June 2020

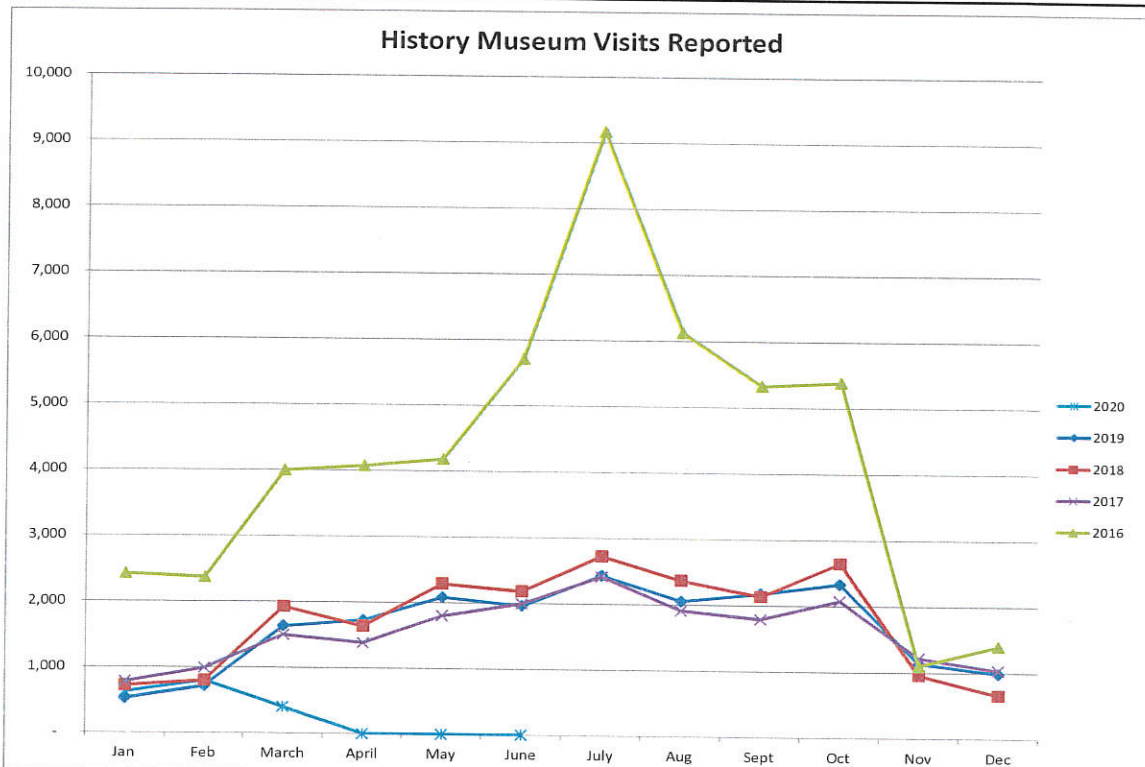






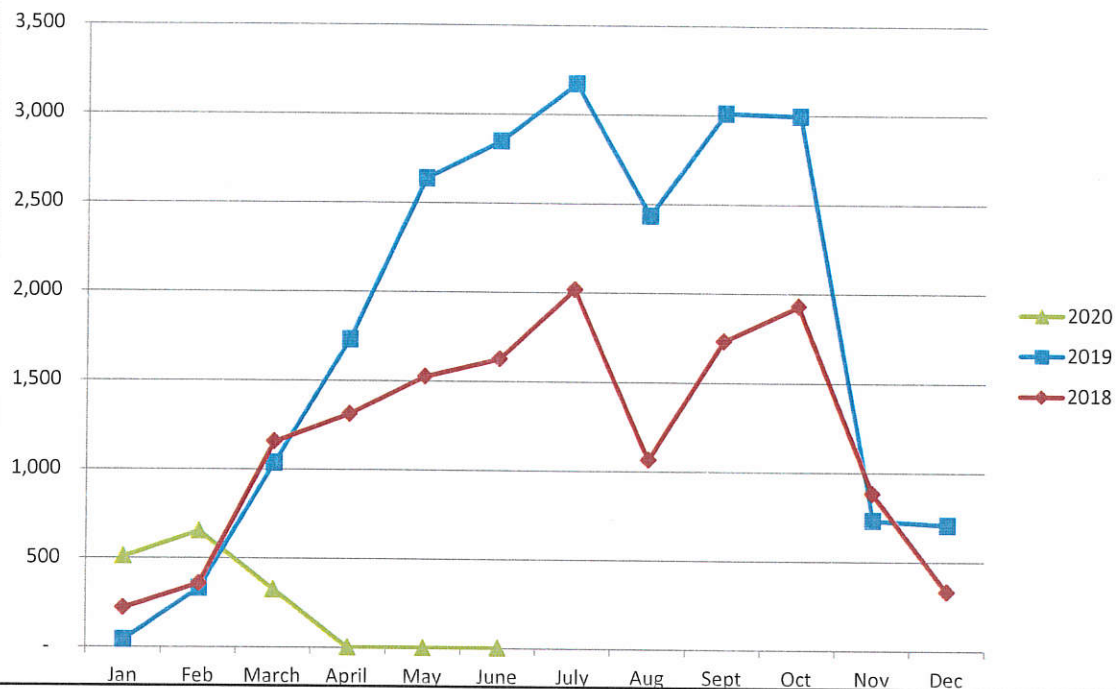


Bradbury Science Museum June 2020    0



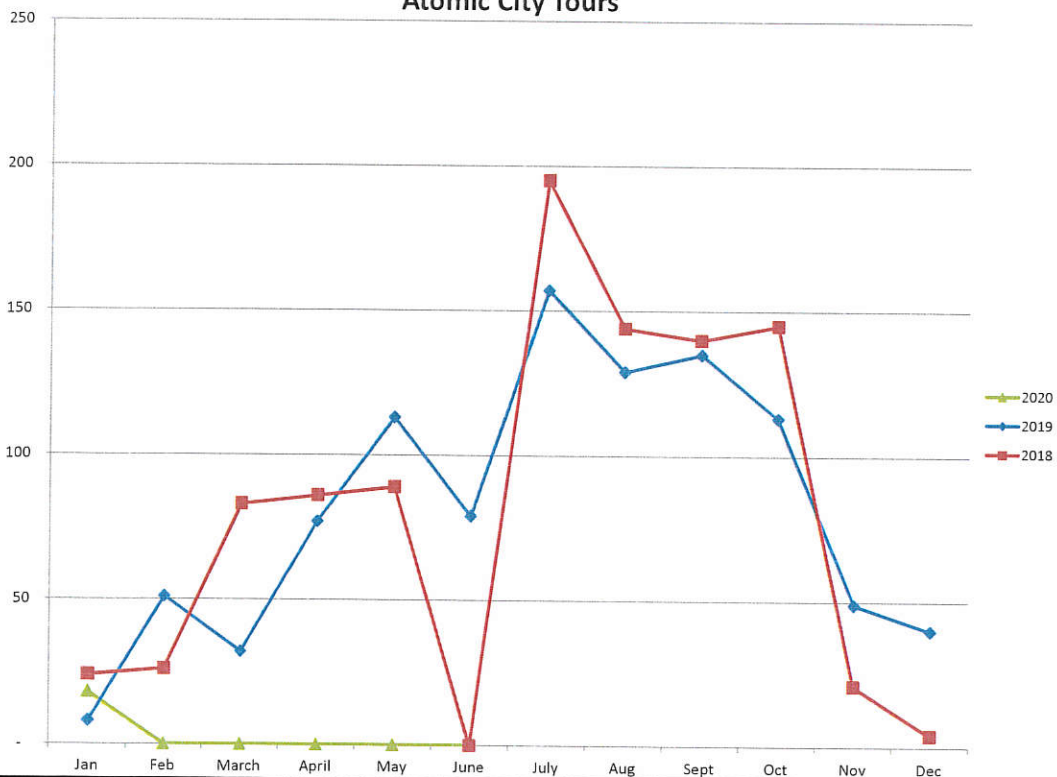
History Museum June 2020    0

## MPNHP Visits Reported



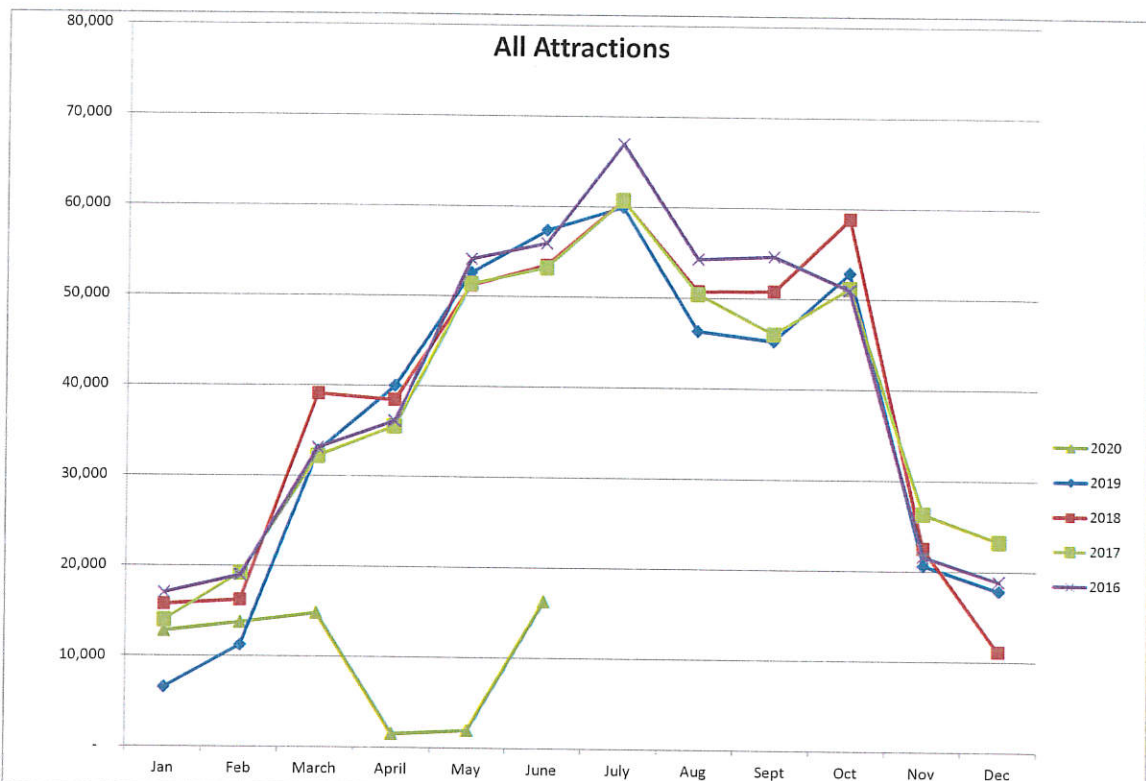
Manhattan Project National Historical Park June 2020 0  
 ~Note due to lapse in funding, MPNHP was closed 1/1/19-1/25/19~

## Atomic City Tours

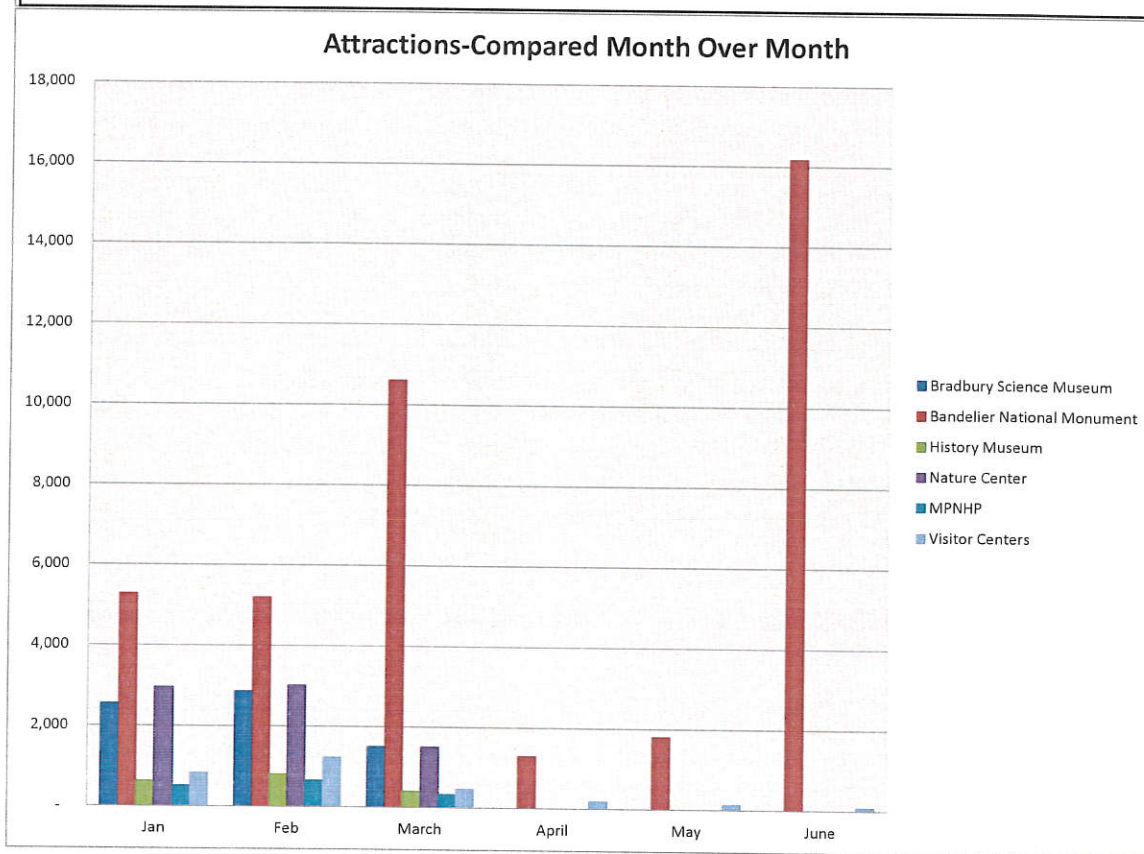


Atomic City Tours June 2020 Currently Closed





All Attractions YOY & MOM June 2020      16,255



### June Narrative Comments:

- Due to COVID-19 the Los Alamos County Visitor Centers, Bradbury Science Museum, Los Alamos History Museum, Los Alamos Nature Center, and the Manhattan Project National Historical Park are currently closed. Bandelier National Monument is open with restrictions.
- We currently have approximately 45,000 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 11 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](http://www.visitlosalamos.org) and events info feeding [www.fyilosalamos.com](http://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 0 volunteer hours logged for the month of June.
- 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, Hilltop Spa and Fran Stoval were on display for the month of June. The large display featured The Los Alamos History Museum.
- In June, DLA helped the following groups/events requesting assistance in promoting and planning their upcoming planned and/or potential events in 2020. 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.

### June 2020:

- 46      [www.visitlosalamos.org](http://www.visitlosalamos.org) online Visitor Guide requests.
- 16      Visitor Guides sent for Texas Monthly inquiries from Sunny 505.

## Analysis of Visitor Surveys

June 2020

Sample size = Total of 00 Combined LAVC & WRVC Sign In Sheets (Not all categories were marked)

✓ *Length of Stay-*

00      entries reported a day trip  
00      entries reported overnight stays

✓ *First Time Visit to Los Alamos-*

00      entries reported 1<sup>st</sup> time to Los Alamos  
00      entries reported a return visit to Los Alamos

✓ For the month of February, the visitor centers registration sheets collected (00) and visitor indicated their reasons for visiting.

- Bandelier National Monument      00
- Manhattan Project/MPNHP      00
- Bradbury/History Museum      00
- Nature Center      00
- Scenery/Recreation/Sports      00
- Business/Family/Friends      00
- Other: \_\_\_\_\_

✓ The most prevalent states of origin in chronological order were from

✓ The most prevalent foreign countries of origin, there were from

✓ The most prevalent cities in New Mexico visiting Los Alamos were from

✓ Visitor Comments:



DISCOVER  
LOS ALAMOS

August 31, 2020

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

RE: Transmittal of Monthly Discover Los Alamos  
LTAB's Tourism Visitation Report for the month of July.

Dear Kelly,

Attached is the submission of our monthly activity tourism report for the month of July 2020. As of March 12, 2020, New Mexico Governor Michelle Lujan Grisham has issued a series of public health and executive orders in an effort to mitigate the widespread community transmission of COVID-19. Both the Los Alamos and White Rock Visitor Centers and most of Los Alamos County attractions have been closed to the public since then. Discover Los Alamos staff has continued to send out visitor guides, return phone calls and emails as well as restock visitor guides in various kiosk locations.

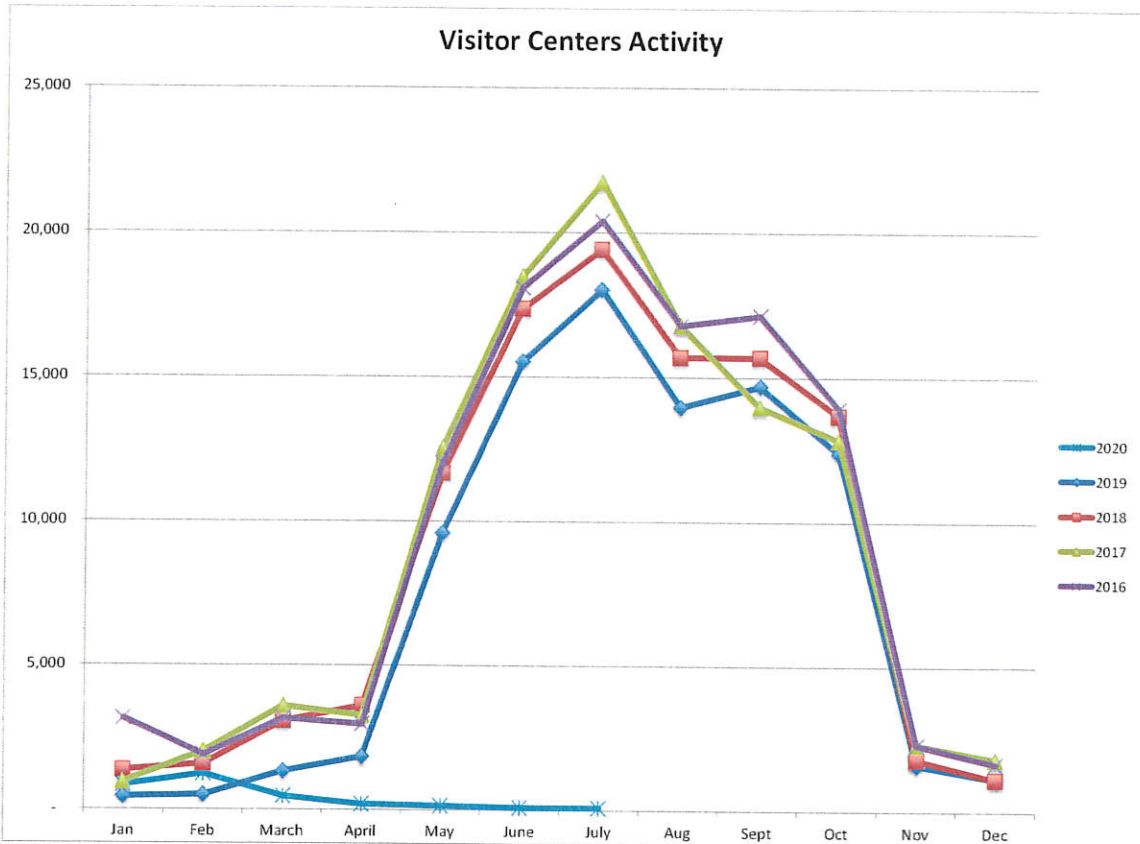
Sincerely,

Melanie Peña  
Discover Los Alamos Director

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

# DLA Monthly Report

## July 2020

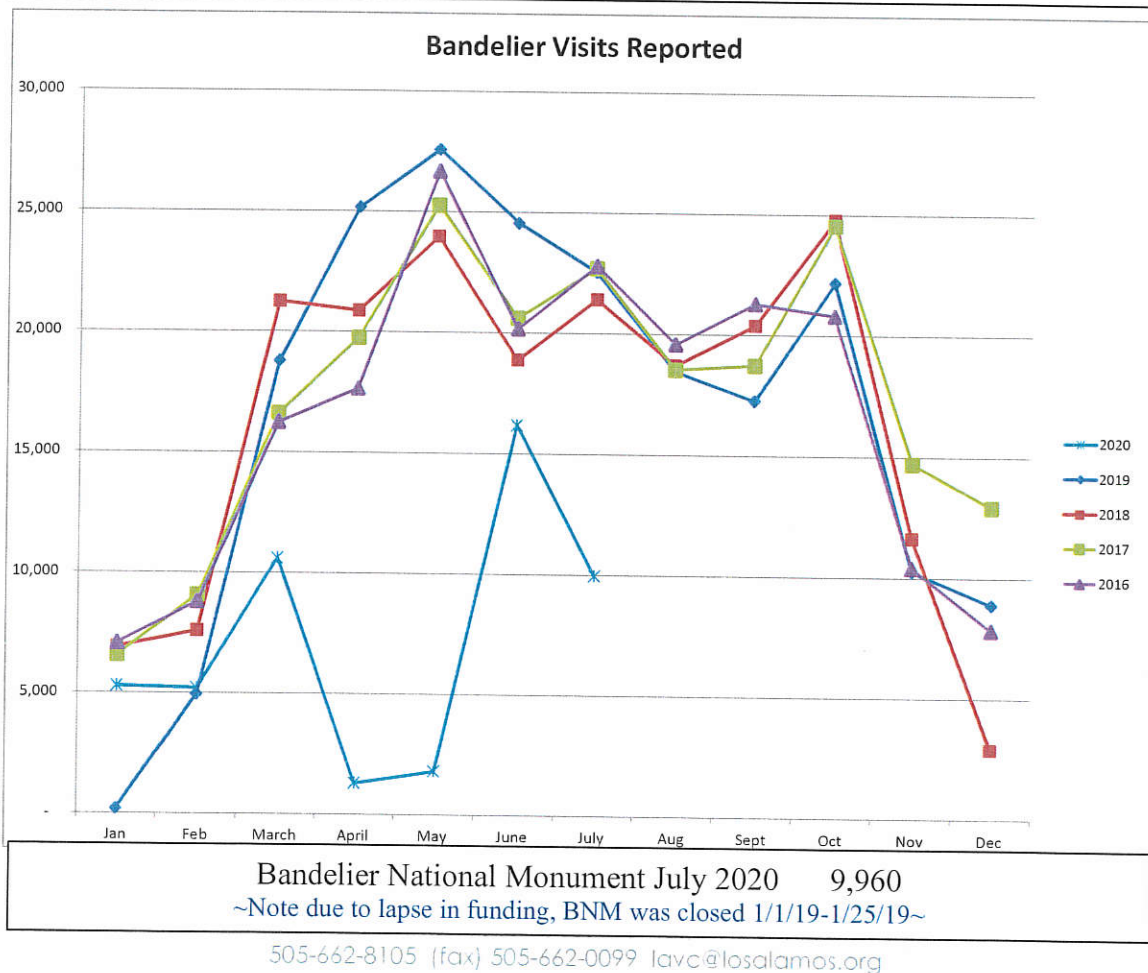
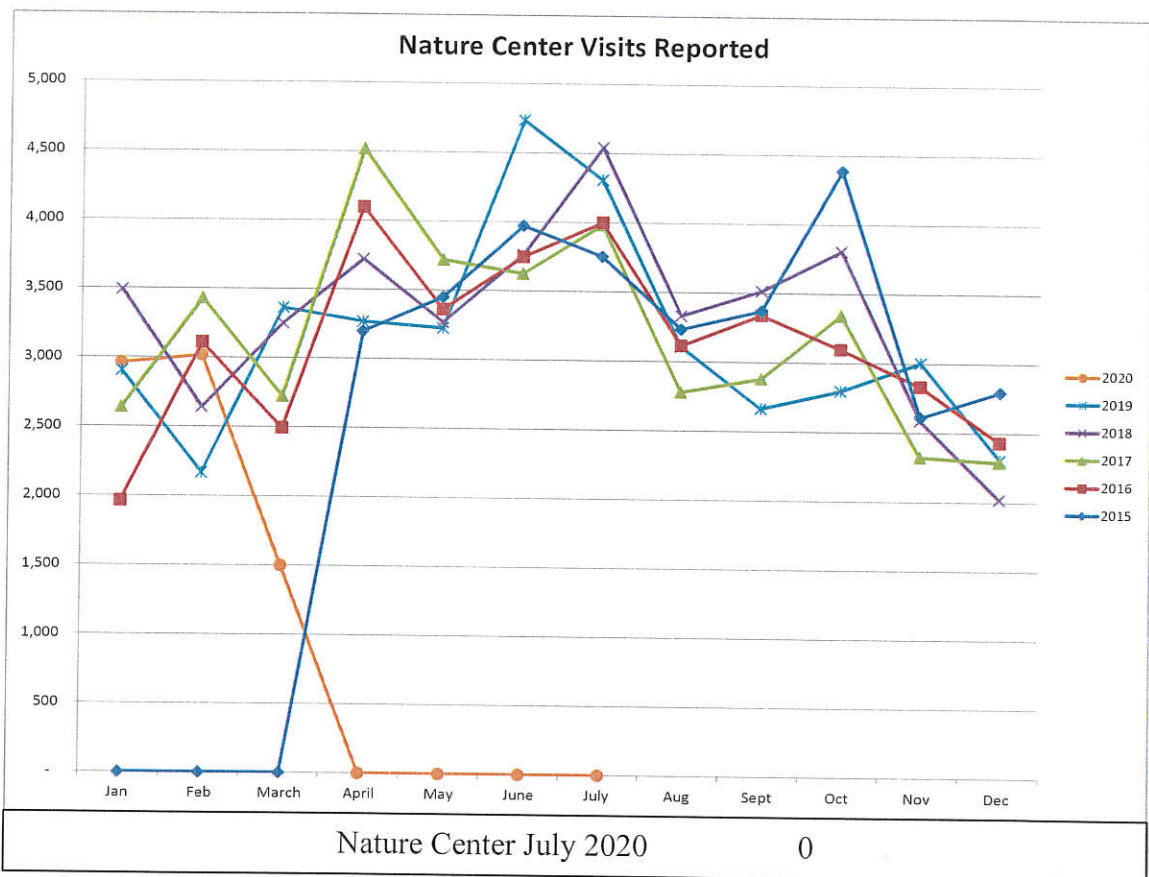


Los Alamos Visitor Center July 2020 0

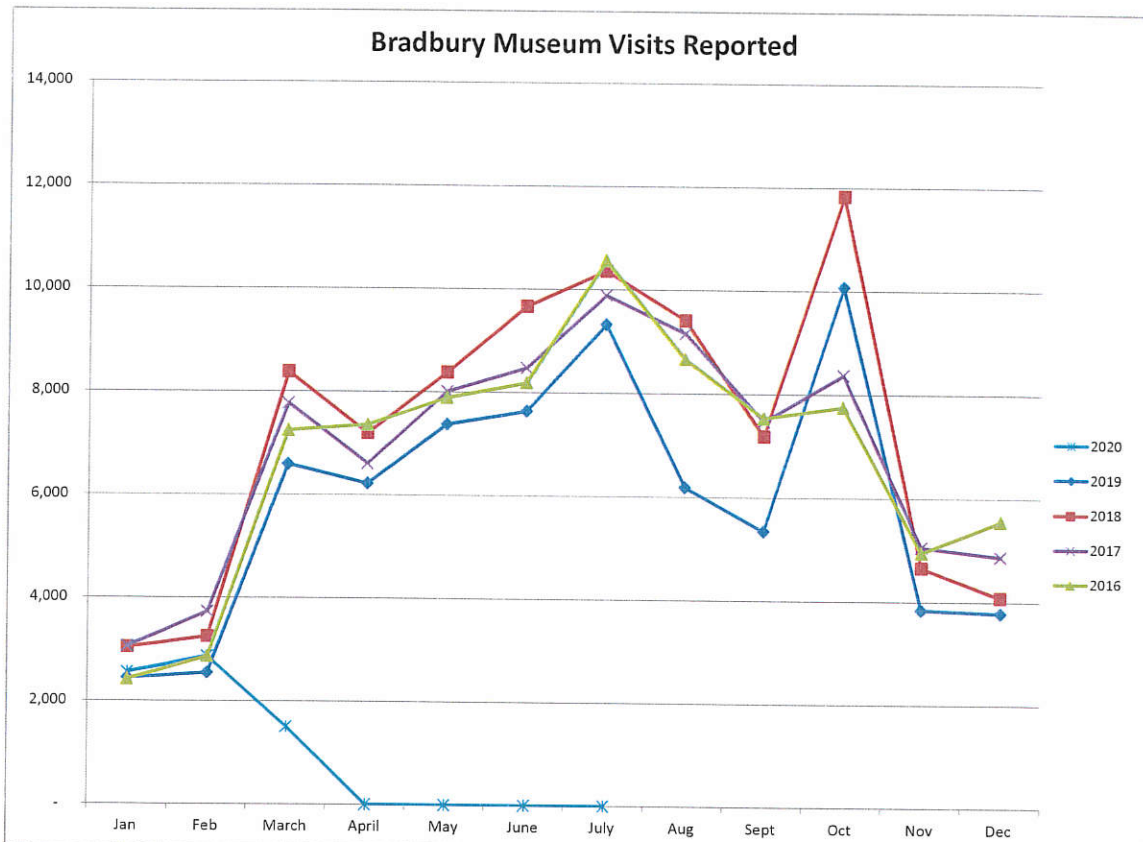
White Rock Visitor Center July 2020 0

\*\*\*\*\*Beginning March 16, 2020 both Visitor Centers were closed to the public\*\*\*\*\*

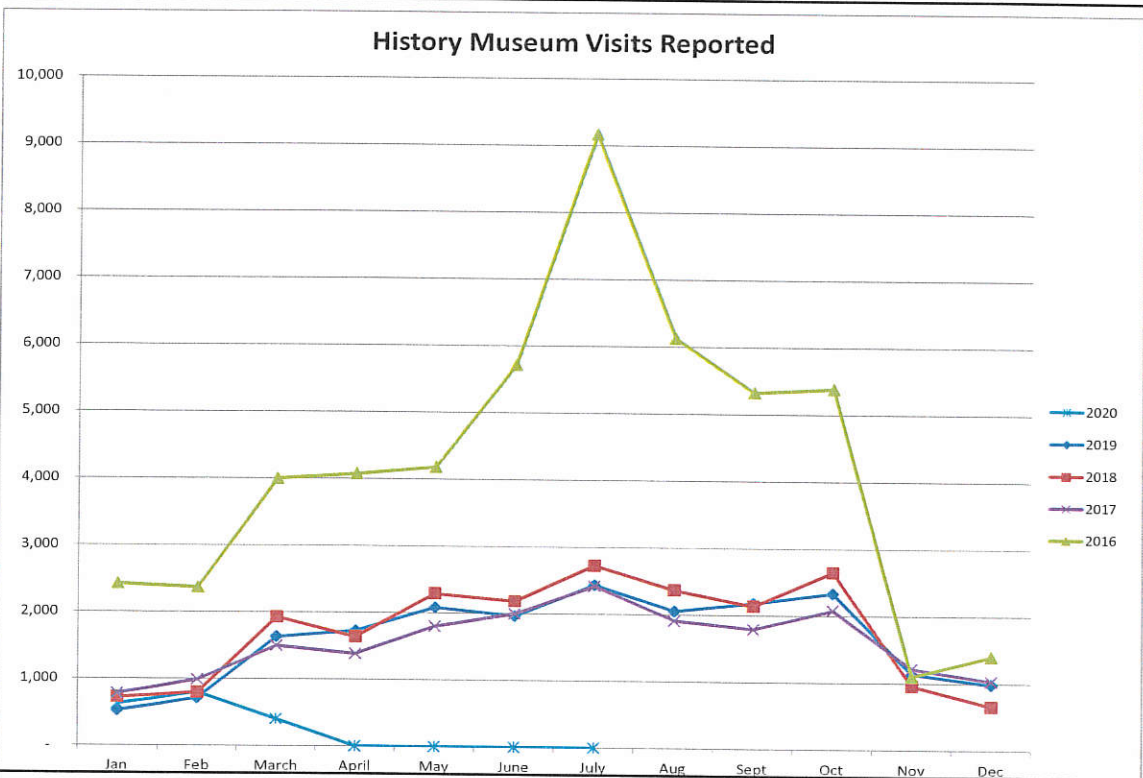






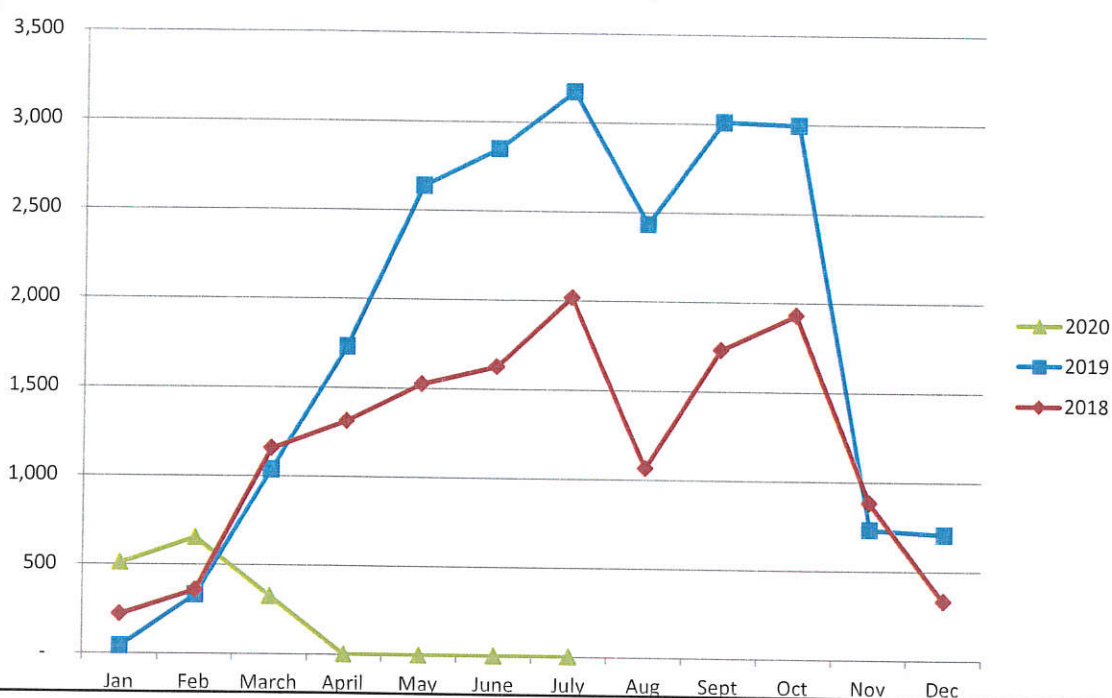


Bradbury Science Museum July 2020    0



History Museum July 2020    0

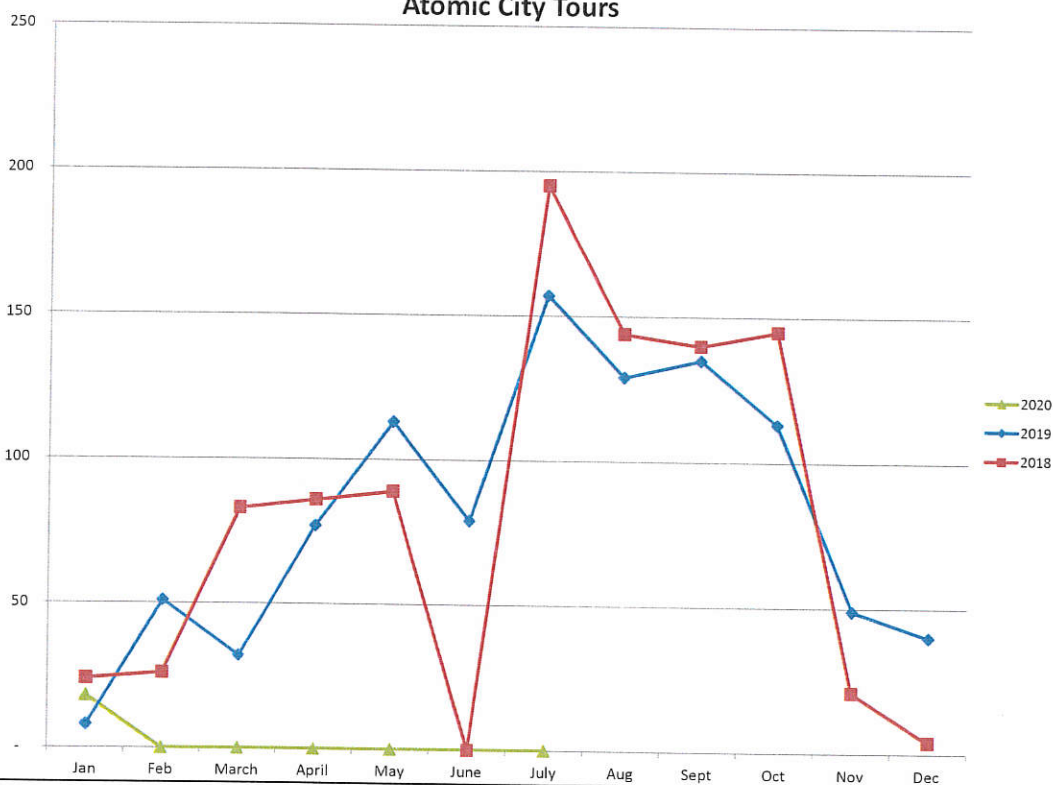
## MPNHP Visits Reported



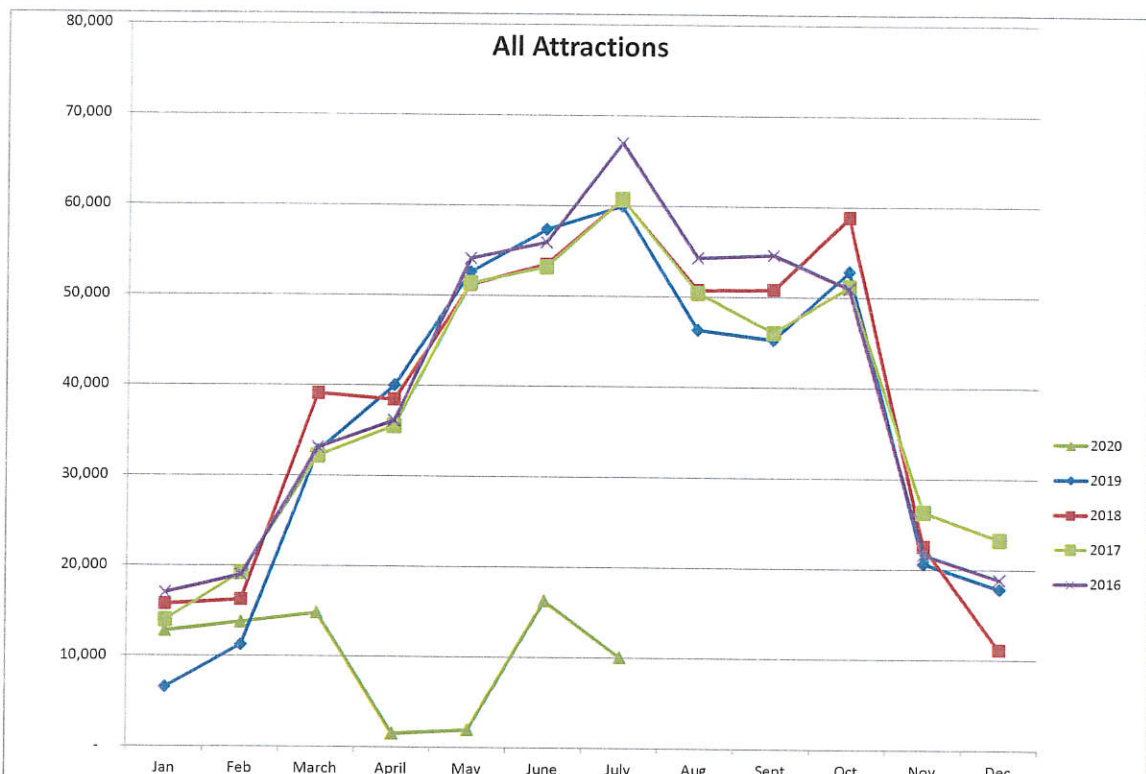
Manhattan Project National Historical Park July 2020 0

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

## Atomic City Tours

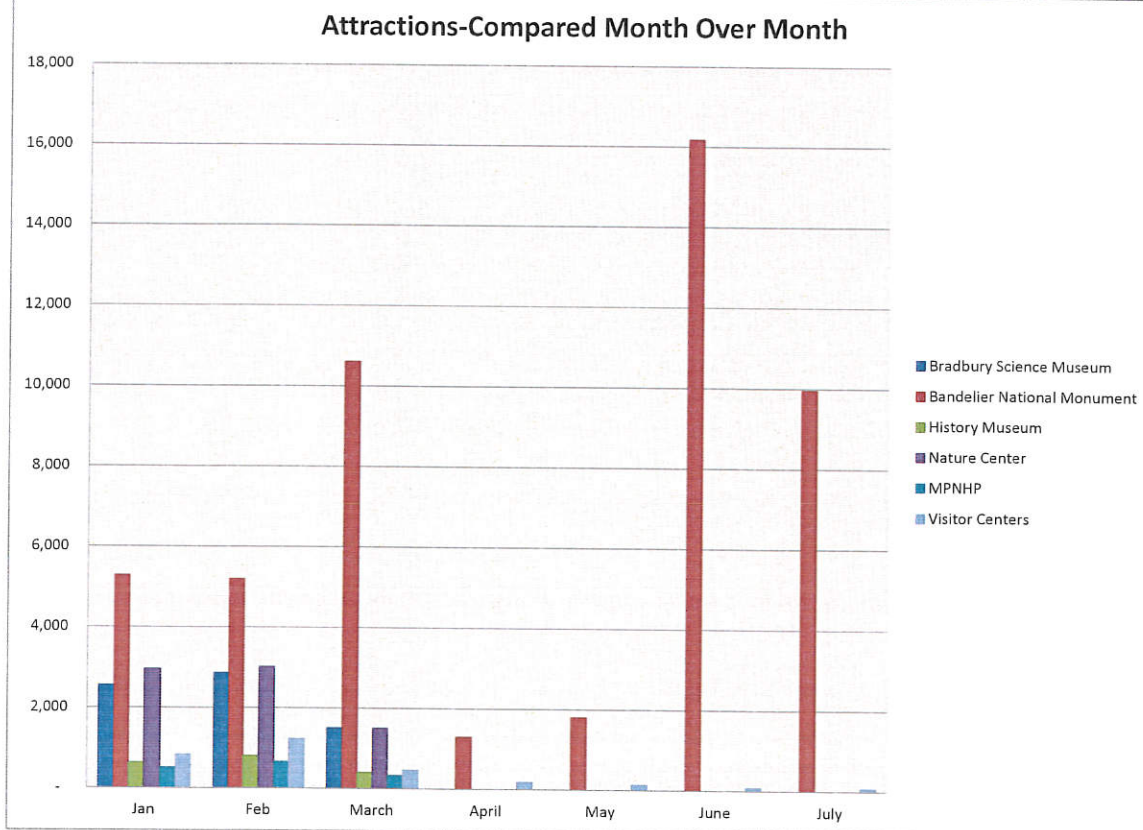


Atomic City Tours July 2020 Currently Closed



All Attractions YOY & MOM July 2020

10,032



### July Narrative Comments:

- Due to COVID-19 the Los Alamos County Visitor Centers, Bradbury Science Museum, Los Alamos History Museum, Los Alamos Nature Center, and the Manhattan Project National Historical Park are currently closed. Bandelier National Monument is open with restrictions.
- We currently have approximately 45,000 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 11 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](http://www.visitlosalamos.org) and events info feeding [www.fyilosalamos.com](http://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 0 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, Hilltop Spa and Fran Stoval were on display for the month of July. The large display featured The Los Alamos History Museum.
- In July, DLA helped the following groups/events requesting assistance in promoting and planning their upcoming planned and/or potential events in 2020. 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.

### July 2020:

- 37      [www.visitlosalamos.org](http://www.visitlosalamos.org) online Visitor Guide requests.  
15      Visitor Guides sent for Texas Monthly inquiries from Sunny 505.

## Analysis of Visitor Surveys

July 2020

Sample size = Total of 00 Combined LAVC & WRVC Sign In Sheets (Not all categories were marked)

✓ *Length of Stay-*

00 entries reported a day trip  
00 entries reported overnight stays

✓ *First Time Visit to Los Alamos-*

00 entries reported 1<sup>st</sup> time to Los Alamos  
00 entries reported a return visit to Los Alamos

✓ For the month of February, the visitor centers registration sheets collected (00) and visitor indicated their reasons for visiting.

- Bandelier National Monument 00
- Manhattan Project/MPNHP 00
- Bradbury/History Museum 00
- Nature Center 00
- Scenery/Recreation/Sports 00
- Business/Family/Friends 00
- Other: \_\_\_\_\_

- ✓ The most prevalent states of origin in chronological order were from
- ✓ The most prevalent foreign countries of origin, there were from
- ✓ The most prevalent cities in New Mexico visiting Los Alamos were from
- ✓ Visitor Comments:





DISCOVER  
LOS ALAMOS

September 30, 2020

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

RE: Transmittal of Monthly Discover Los Alamos  
LTAB's Tourism Visitation Report for the month of August.

Dear Kelly,

Attached is the submission of our monthly activity tourism report for the month of August 2020. As of March 12, 2020, New Mexico Governor Michelle Lujan Grisham has issued a series of public health and executive orders in an effort to mitigate the widespread community transmission of COVID-19. Both the Los Alamos and White Rock Visitor Centers and most of Los Alamos County attractions have been closed to the public since then. Discover Los Alamos staff has continued to send out visitor guides, return phone calls and emails as well as restock visitor guides in various kiosk locations.

Sincerely,

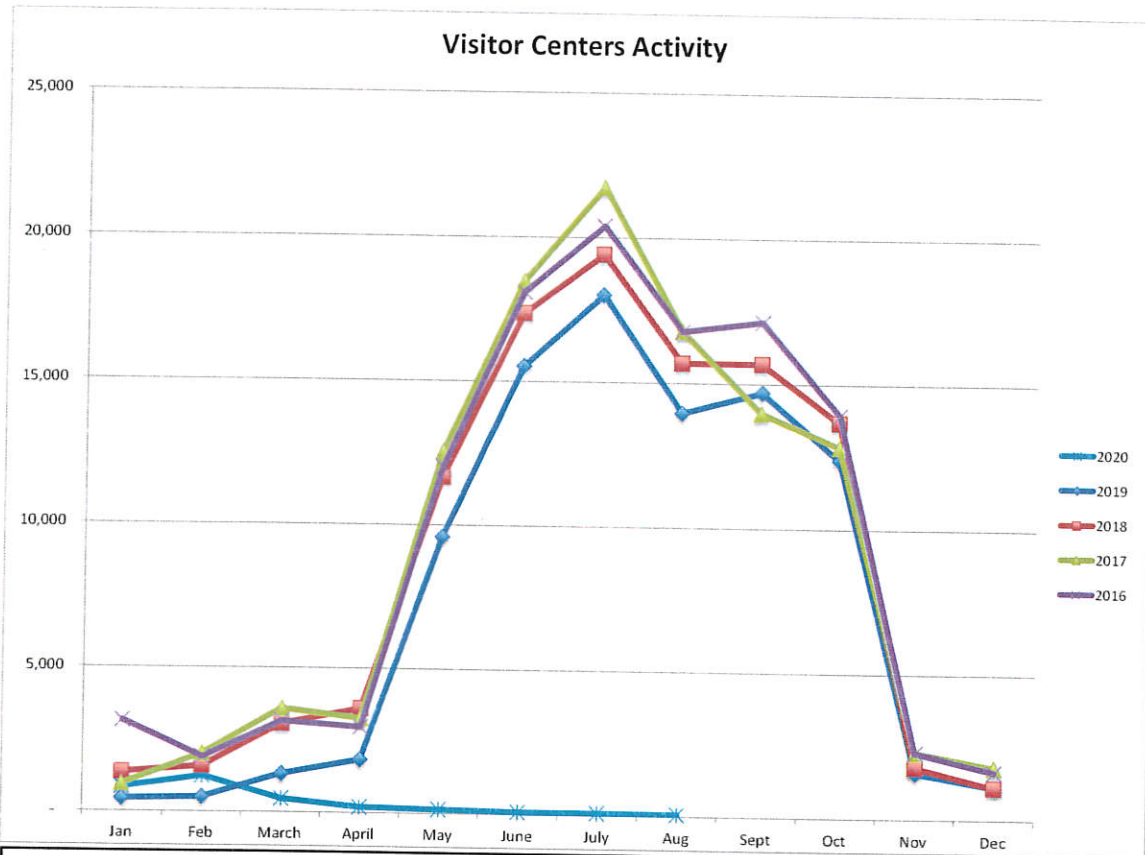
Melanie Peña  
Discover Los Alamos Director

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



# DLA Monthly Report

## August 2020



Los Alamos Visitor Center August 2020

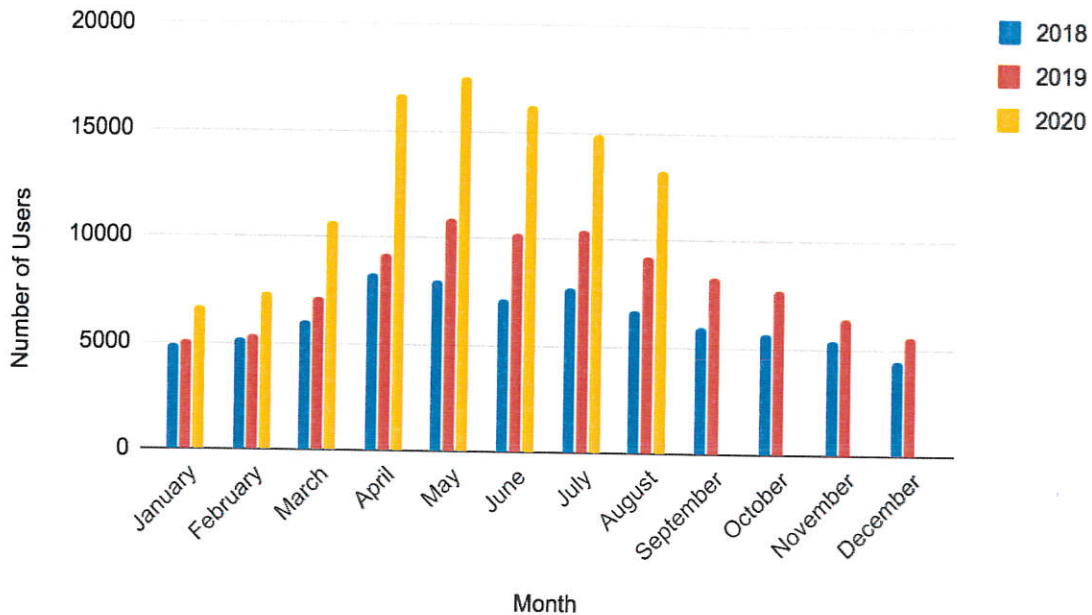
0

White Rock Visitor Center August 2020

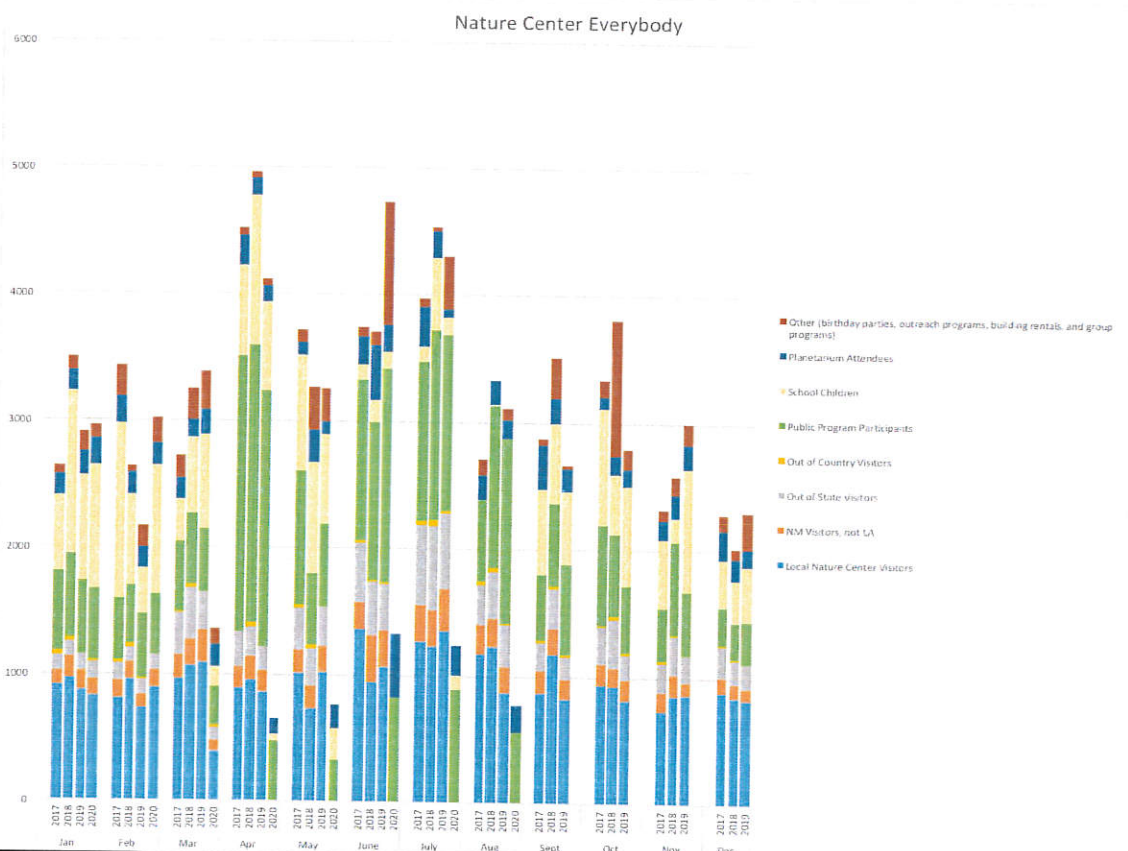
0

\*\*\*\*Beginning March 16, 2020 both Visitor Centers were closed to the public\*\*\*\*

## Website Users, 2018-2020

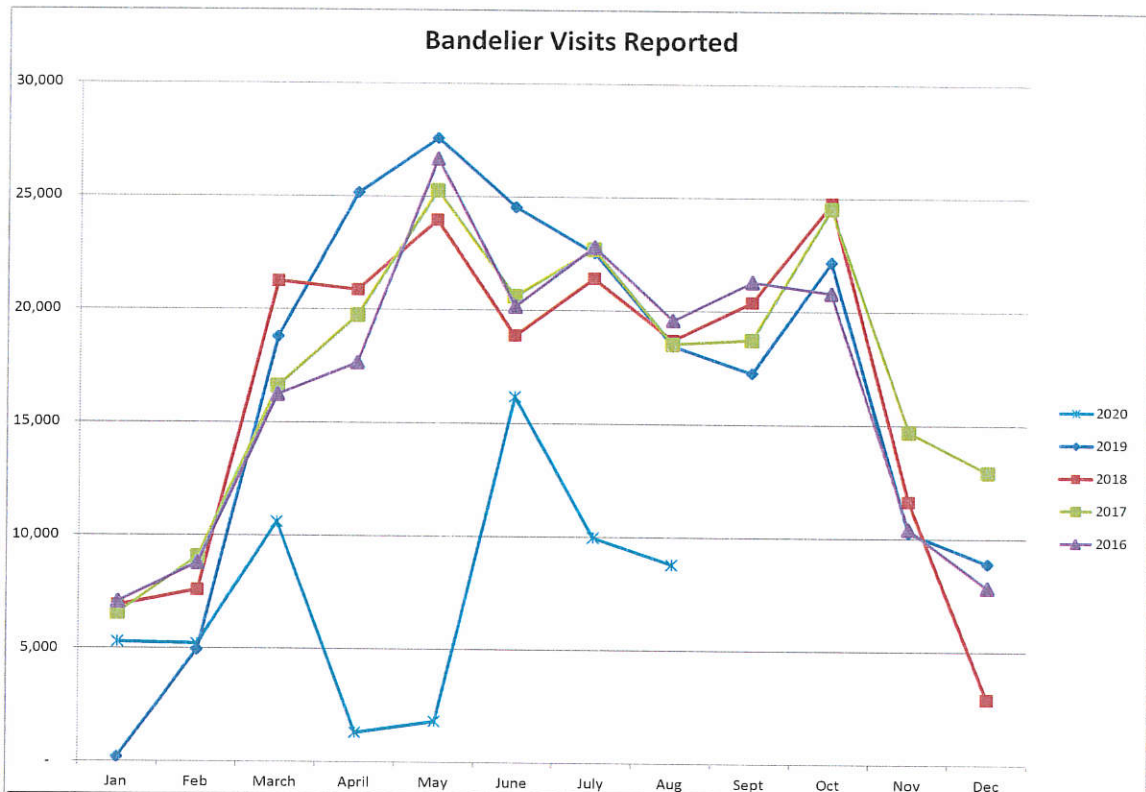


## PEEC Website Number of Users

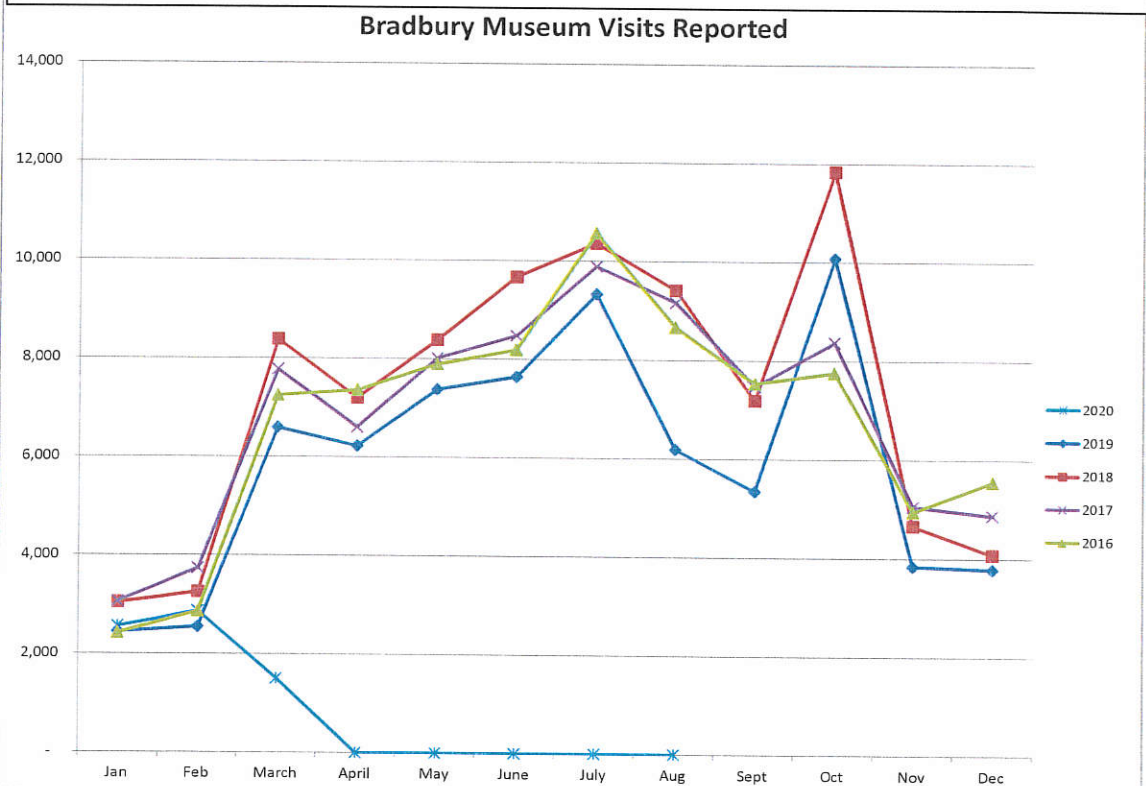


## Nature Center August 2020

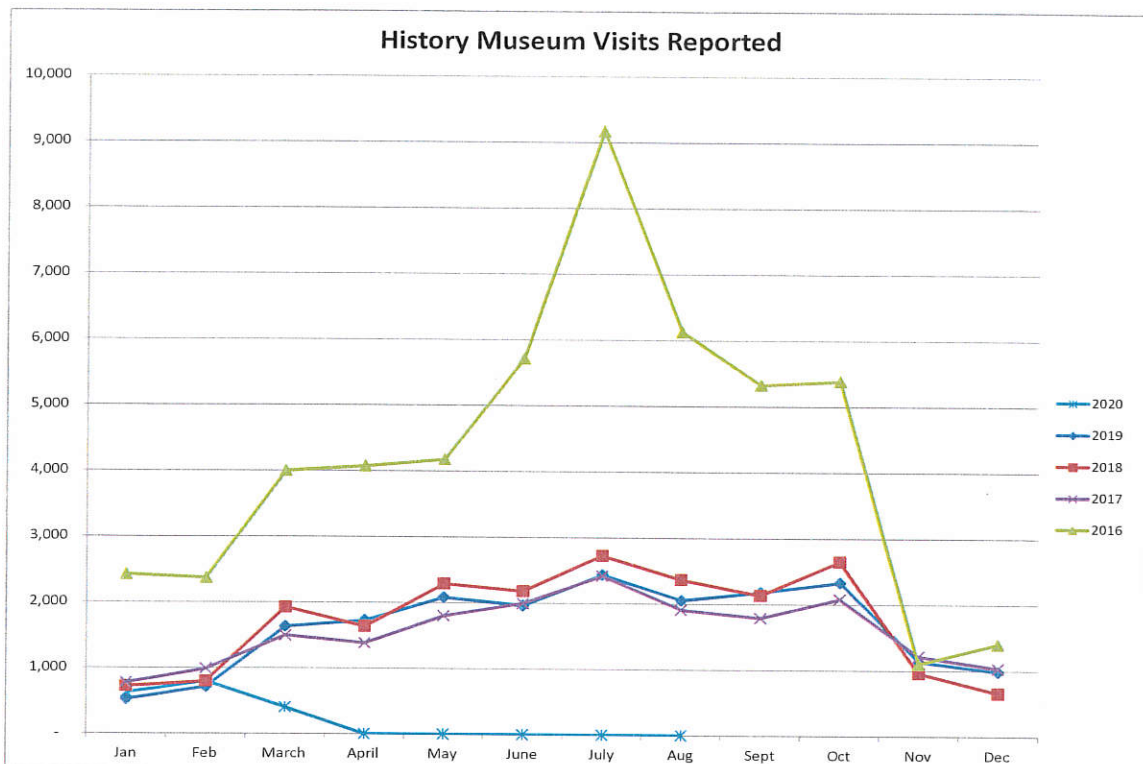
0



Bandelier National Monument August 2020 9,960  
 ~Note due to lapse in funding, BNM was closed 1/1/19-1/25/19~

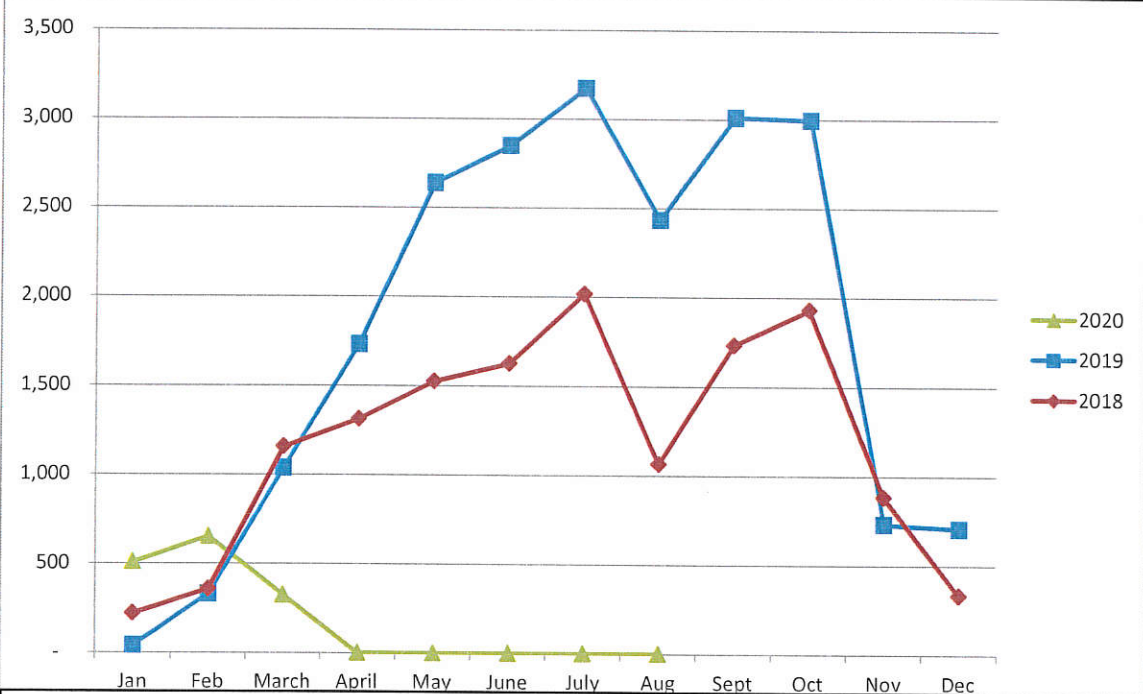


Bradbury Science Museum August 2020 48 (Science on Tap)



History Museum August 2020

12 (Walking Tours)

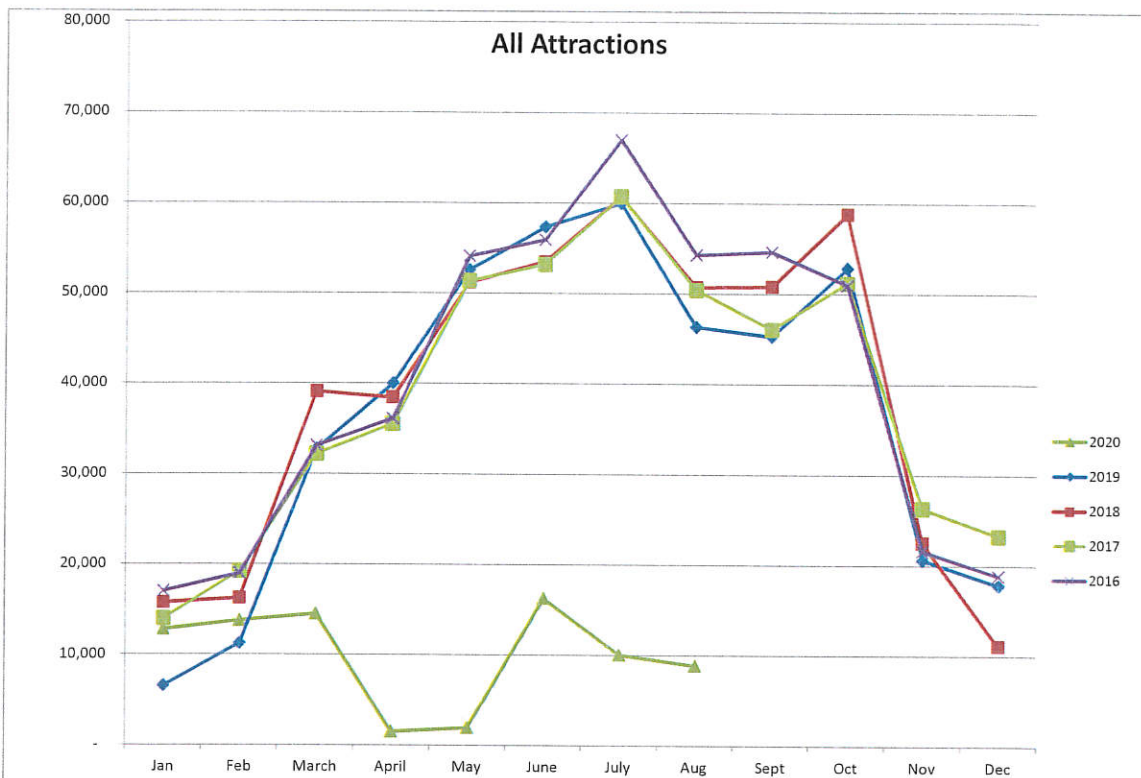


Manhattan Project National Historical Park August 2020

0

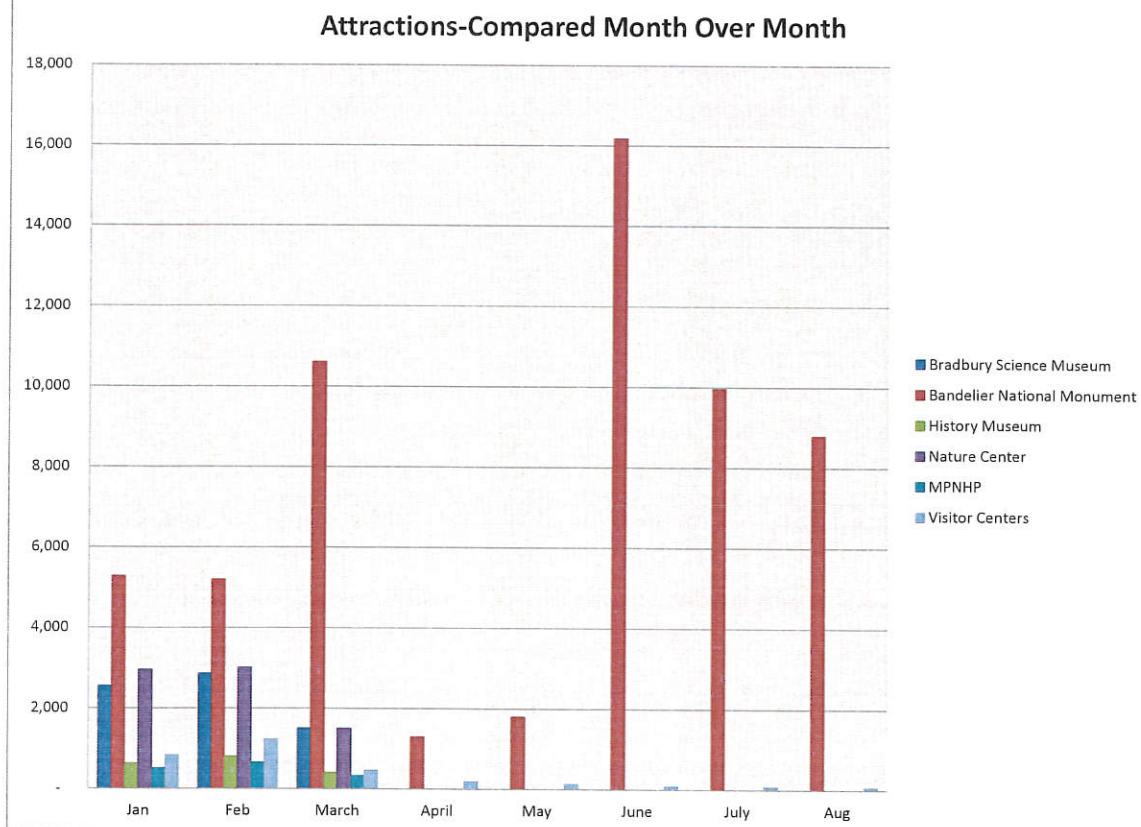
~Note due to lapse in funding, MPNHP was closed 1/1/19-1/25/19~





All Attractions YOY & MOM August 2020

8,863



### August Narrative Comments:

- Due to COVID-19 the Los Alamos County Visitor Centers, Bradbury Science Museum, Los Alamos History Museum, Los Alamos Nature Center, and the Manhattan Project National Historical Park are currently closed. Bandelier National Monument is open with restrictions. The Los Alamos History Museum began Historic Walking Tours at 11am Monday – Friday.
- We currently have approximately 40,000 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 11 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](http://www.visitlosalamos.org) and events info feeding [www.fyilosalamos.com](http://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 0 volunteer hours logged for the month of August.
- 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, Hilltop Spa and Fran Stoval were on display for the month of August. The large display featured The Los Alamos History Museum.
- In August, DLA helped the following groups/events requesting assistance in promoting and planning their upcoming planned and/or potential events in 2020. 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.

### August 2020:

- 37      [www.visitlosalamos.org](http://www.visitlosalamos.org) online Visitor Guide requests.  
6      Visitor Guides sent for Texas Monthly inquiries from Sunny 505.



## Analysis of Visitor Surveys

August 2020

Sample size = Total of 00 Combined LAVC & WRVC Sign In Sheets (Not all categories were marked)

✓ *Length of Stay-*

00 entries reported a day trip  
00 entries reported overnight stays

✓ *First Time Visit to Los Alamos-*

00 entries reported 1<sup>st</sup> time to Los Alamos  
00 entries reported a return visit to Los Alamos

✓ For the month of February, the visitor centers registration sheets collected (00) and visitor indicated their reasons for visiting.

- Bandelier National Monument 00
- Manhattan Project/MPNHP 00
- Bradbury/History Museum 00
- Nature Center 00
- Scenery/Recreation/Sports 00
- Business/Family/Friends 00
- Other: \_\_\_\_\_

- ✓ The most prevalent states of origin in chronological order were from
- ✓ The most prevalent foreign countries of origin, there were from
- ✓ The most prevalent cities in New Mexico visiting Los Alamos were from
- ✓ Visitor Comments: