

LTAB August 21st Marketing Report

Public Relations: “Add Some Color and Adventure”

Griffin Action: Initial to Kelly Stewart Friday, August 17th.

Public Relations: “Los Alamos County Triathlon”

Griffin Action: Developed/approved w/Kelly/Diane released Tuesday, July 17th.

Public Relations: “County Fair and Rodeo”

Griffin Action: Developed/approved w/Kelly/Diane released Tuesday, July 31st.

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

Print: *Ski New Mexico True*

Griffin Action: Submission complete. See attached.

Events: *Expo New Mexico > NM True/Gathering of Communities*

Griffin Action: Thursday, September 13th Griffin/Kelly to staff 6:30AM-3PM.

Events: *Aircraft Owners & Pilots Association Fly In*

Griffin Action: Friday, September 14th, Griffin to staff 1:30PM-6PM.

Events: *Balloon Fiesta Staffing/Schedule*

Griffin Action: Staffing dates to be determined w/Kelly Stewart.

Web: *NewMexico.org*

Griffin Action: Coordination with Kelly Stewart to update content on Los Alamos in North Central Region section of New Mexico.org.

Web: *SkiNewMexico.org*

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

Report: *FY19 Marketing Plan*

Griffin Action: Initial plan written and in review with Kelly Stewart, Linda Matteson and Joanie Ahlers.