

Lodgers' Tax Advisory Board

ANNUAL PRESENTATION TO LOS ALAMOS COUNTY COUNCIL

OCT 27 2020

LTAB Purpose

- ▶ A lodger's tax advisory board is established to advise the county manager and council on the expenditure of funds authorized for advertising, publicizing and promoting tourist attractions and facilities in and around the county.

Lodgers' Tax Revenues

► Lodgers' Tax revenues are available for the purpose of advertising the community, improving its services, financing new facilities, attracting conferences, conventions and meetings of commercial, cultural, educational and social origin to the county and the state.

Lodgers' Tax Revenue Flow

4

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► Lodging

Rent at least one room for overnight stay

Exception: stays that are 30+ consecutive days

▪ **Charge up to 5% Lodgers' Tax, in addition to 7.3125% GRT**

▪ **Submit Lodgers' Tax to County Finance Dept each month on the 25th**

► County Finance

All payments collected into Lodgers' Tax Revenue Fund

▪ **Monthly/annual reports/accounting provided to staff**

▪ **Annual random audit of lodging establishment records**

► County Staff

Review and share reports with LTAB

▪ **Submit LTR projects & budgets for LTAB input and Council approval**

▪ **Execute contracts and projects with LTAB input**

The Board

Duties/Responsibilities: Advise and respond to County Council re Lodgers' Tax matters; and convey citizen input to staff and Council re Lodgers' Tax expenditures.

Membership: 5-member board. 2 lodging reps; 2 tourism attraction reps, 1 member of the public (resident)

	REPRESENTATION	NAME	AFFILIATION
1	Tourism Attraction Rep	Katie Bruell	Los Alamos Nature Center
2	Tourism Attraction Rep	Linda Deck	Bradbury Science Museum
3	Lodging Rep	Zadora Morin	Holiday Inn Express & Suites
4	Lodging Rep	Vacant	N/A
5	Public / Resident	Stacy Baker	White Rock Resident

Funded by
Lodgers Tax
Revenues

**Tourism Marketing Services
Contract**

Visitor Center Services Contract

Tourism Strategic Plan Projects

**Visitor Materials Displays &
Distribution**

SUNNY 505

7

► Tourism Marketing services • 50+ Miles Out

Target Audiences: Millennial Families & Baby Boomers

Marketing Strategy: Aligned with New Mexico True

Tactics: Print/Digital Advertising • P.R. • Social Media • Event Support



DISCOVER
LOS ALAMOS

• LACDC

8

► Visitor Center services • Inside 50-Mile Radius

visitlosalamos.org

Visitor Center staffing, management & ops

Visitation Data Collection & Reporting

Visitor Materials Displays & Distribution

Tourism Partnerships

- ▶ **Tourism Task Force**
- ▶ **Boards & Commissions**
- ▶ **Los Alamos Chamber of Commerce**
- ▶ **Los Alamos MainStreet**
- ▶ **Los Alamos Area Attractions**
- ▶ **Hospitality Businesses**
- ▶ **New Mexico Tourism Department**
- ▶ **New Mexico Hospitality Association**

Tourism Projects & Initiatives

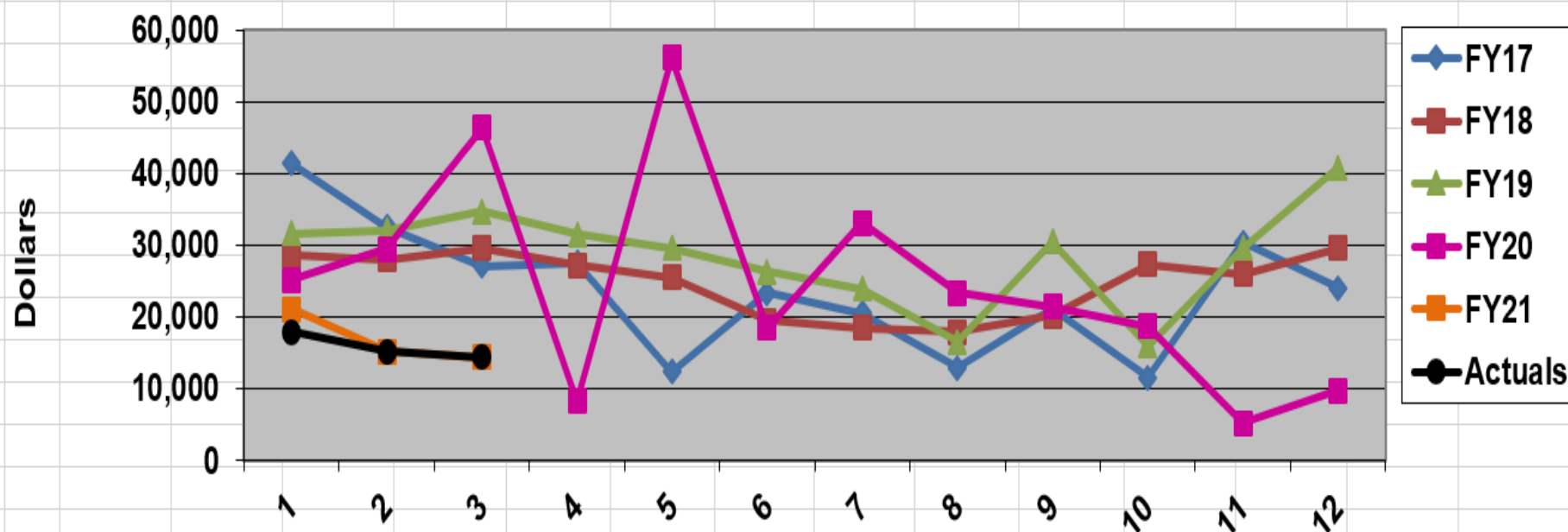
- ▶ Workplan Priority Projects
- ▶ Tourism Strategic Plan
- ▶ Outdoor Recreation Division
- ▶ Dark Skies Corridor Initiative

Lodgers' Tax Accrued Revenues

11

FY16	FY17	FY18	FY19	FY20	FY21 to date
\$253,981	\$284,920	\$297,647	\$343,261	\$295,365	\$47,472
6%	12%	4%	15%	-14%	-53%

Los Alamos County Lodgers' Tax Revenue



Visitor Centers Closed / Attractions Closed or Limited Access

12

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White Rock and Los Alamos Visitor Centers are currently closed.

Please call 505-662-8105 or email lavc@losalamos.org for more information.

NMTD FY20-21 Co-Op Grants Cancelled

- New Mexico Tourism Dept. paused all regional and national advertising and cancelled Co-Op Marketing and Advertising Grants
- County's Tourism Marketing Services contract includes a \$15K allocation for Co-Op that should be reallocated to other tourism marketing tasks and/or rolled over to FY22, when the Co-Op grant program is resurrected

Los Alamos is
NEW MEXICO *True*



EFFECTIVE FRI OCT 23 2020

Food And Drink Establishments

- To offer limited indoor dining at a maximum of 25% occupancy:
- complete the **New Mexico Safe Certified training program** by Oct 30th
- consent to spot testing of employees by the state Department of Health.*
- require customers who dine on-site to list their name and contact information in a logbook, and retain info for 3 weeks to assist state regulators in contact-tracing efforts

If not New Mexico Safe Certified as of Friday, Oct. 30, establishments may continue to provide outdoor dine-in service at 75% of maximum occupancy with tables at least 6 feet apart, among other required COVID-Safe Practices, but may not provide indoor dine-in service.

Museums and Historical Sites closed.

New Mexico Hospitality Association

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- **Mandatory for inside dining (Oct 30)**
- **Already an incentive for lodging**
- **NM Safe Dining Program launching soon**
- **Partnering with Chamber and MainStreet to help restaurants and other businesses get certified.**



Lodgers' Tax Best Practices Handbook

- **Resource for municipalities and counties**
- **First step towards statewide uniform process**
- **Limit potential for waste, fraud & abuse; accountability**

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INDUSTRY PARTNERS

Recovery Readiness Initiative

Recovery Readiness Initiative: Google DMO

Work on the completeness, comprehensiveness, and the effectiveness of your Google presence for maximum impact.

This program is :

- Intended only for DMOs, such as nonprofits and local governments
- Benchmarked over a 4+-week process
- **FREE** for all qualified interested partners: space is limited!

Google DMO Program

miles
PARTNERSHIP

- 150 Attractions & Hospitality Businesses
- Audit per Google Algorithm Criteria
- 2 CIC Interns
- Post Photos
- Submitting/Tracking Enhancements

NMTD: Content Creation

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- Articles featuring interviews with local attraction directors including the Los Alamos Nature Center and the Bradbury Science Museum
- 4 10-second videos; 10 Stills
- Local Talent: family and couple
- Featured unique Los Alamos offerings:
- Pig+Fig, Canyon Rim Trail, Historic Walking Tour, Bathtub Row Brewing Co-Op



HISTORY MUSEUM 20201015



BREWERY 20201015



RIM TRAIL & COFFEE 20201015



NMTD: Social Media

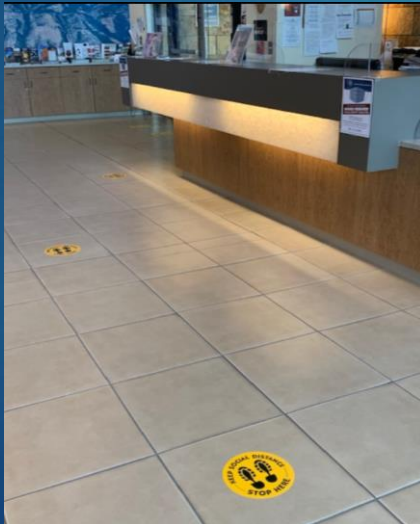
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- 2 additional posts per month X 12 mos.
- **Facebook** Visit Los Alamos
- Adding @VisitLosAlamos **Instagram** page
- Populate from @LosAlamos County Instagram page
- Considering Visit Los Alamos **Pinterest** Boards



SUNNY 505

- P.R. and Social Media promoting virtual offerings
- Planned--Virtual Tour



Visitor Center Services

Visitor Centers – CSP Plan and space provisions

Visitlosalamos.org promoting virtual offerings by local attractions

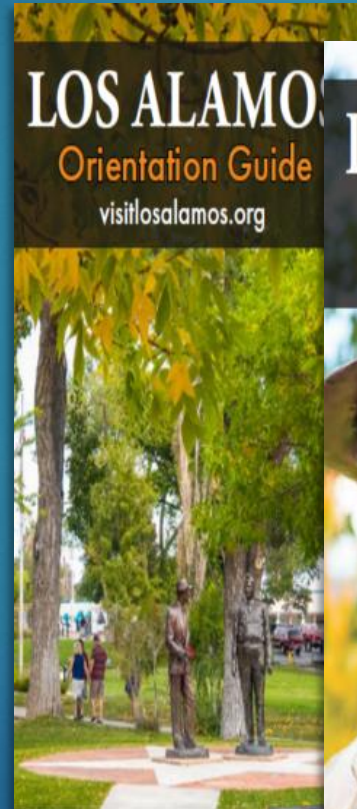
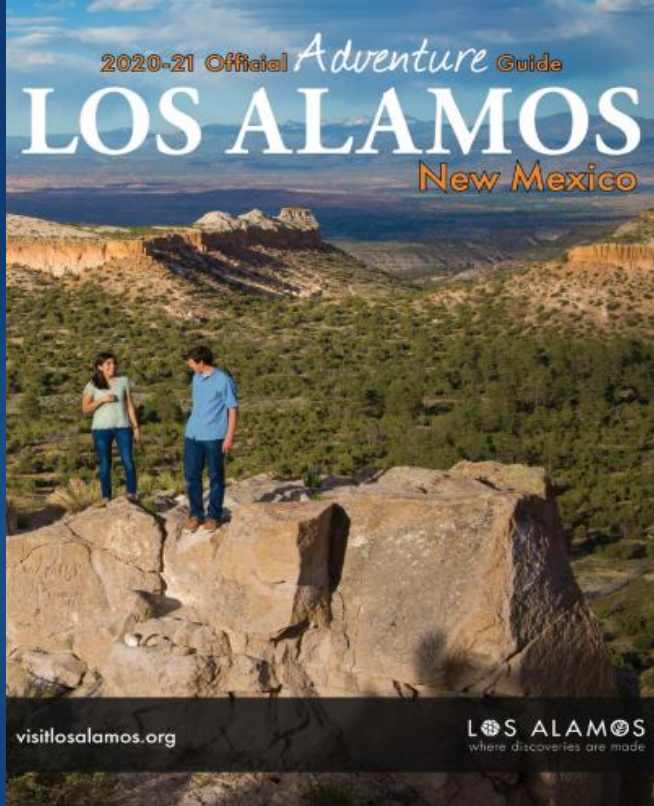
•Visitor Data – collecting, documenting, assessing and reporting visitor interest on-line/phone

Visitor Materials – moved out old, storing new Adventure Guide; promoting and distributing AG throughout region and state.

New In-Market Visitor Materials

22

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LTAB FY21 Priorities

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- 1.Data**
- 2.Hospitality Best Practices**
- 3.Lodging**

Data

24

Evaluate data identification, collection, documentation, assessment and reporting

- **Demonstrates ROI**
- **Informs marketing and promotion**
- **Aligns with state and industry standards, best practices**

Hospitality Best Practices

Community-Wide Customer Services Training

Visitor Journey A2D Training (LACDC)

Lodging

26

Source of Lodgers' Tax Revenue/Marketing Budget

Support for existing and future properties

- 271 rooms
- 3 Hotels: Comfort Inn, Hampton Inn, Holiday Inn Express
- 3 BnB's: North Road, Pueblo Canyon Inn, Canyon Inn)
- 1 new property: Marriott Townsuites (Summer 2021)

Short Term Rental Market - Airbnb, VRBO, etc.

Short Term Rental Market

Tactics - Participation in:

- CDD Development Code Update
- State Lodgers' Tax Handbook
- Short-Term Renters & Community Outreach

Future Considerations for FY21 and Beyond

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- ✓ **Tourism is the gateway to economic development.** Before someone moves to Los Alamos, buys property, opens a business or expands or relocates a business - the first point of contact is usually as a visitor.
- ✓ **We must be prepared to launch a robust, sustained marketing effort** when the governor and County Manager deem it safe to do so. Since March 2020, tourism visitation statewide is down 50% over FY20. Los Alamos Lodgers' Tax Revenues are trending the same (53% decrease over FY20).
- ✓ **We need the flexibility** as we navigate the peaks and valleys of this pandemic, ensuring that we are ready to rise to new opportunities (e.g., Outdoor Recreation Initiative, Dark Skies Corridor Initiative), and market our destination as public health orders allow. While we are saving some tourism budget now, we may need to roll over funding from one fiscal year to the other to be able to respond to the anticipated pent-up demand for vehicle travel to wide open spaces.

Thank You!

QUESTIONS?