

## Council Meeting Staff Report

February 6, 2018

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<b>Agenda No.:</b>	A.
<b>Indexes (Council Goals):</b>	2018 Council Goal – Economic Vitality – Build the Local Tourism Economy
<b>Presenters:</b>	Linda Matteson; Susan O'Leary
<b>Legislative File:</b>	10253-18

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### Title

Discussion of Tourism Strategic Plan

### Board, Commission or Committee Recommendation

The Tourism Work Group endorsed the Tourism Strategic Plan in its current form at the recent meeting on January 31, 2018. Members of the Tourism Work Group will be present at this work session to discuss their recommendation.

### Body

In January 2017, Council created the strategic priority goal, "Build the tourism economy." Following this Council direction, a Request for Proposal (RFP) was advertised for tourism strategic planning services on January 22, 2017 and closed on February 28, 2017. Eleven (11) responses were received and evaluated. Design Workshop, Inc. was selected by the selection committee on the basis of several factors including experience and qualifications. The resulting agreement was approved by Council in April and the eight month planning process began in May 2017. The highlights of the agreement include five public forums, eight steering committee meetings, baseline analysis, creation/maintenance of project website and creation of strategic/action plan.

The formation of a steering committee is necessary for success of this project. The Steering Committee (now known as "Tourism Work Group") was appointed by Council in May and consists of 20 passionate and dedicated citizens including representatives from our attractions and NPS superintendents that serve as liaisons to the group. To date the work group has met eight times with two more scheduled.

Design Workshop has completed the following:

- Reviewed over 60 reports and studies submitted by staff and TWG ranging from 2016 Comprehensive Plan to NM Tourism annual reports.
- Creation of project website: [losalamostourismplan.com](http://losalamostourismplan.com)
- Consultant convened four focus groups focusing on Downtown Vitality/Visitor Services; Recreation Attractions and Activities; Cultural Attractions and Events; and Economic Vitality Action Team (65 invited; 38 participated)
- Baseline Analysis report completed
- Meeting with NM Tourism Department-Secretary Latham
- Two public forums held: 9/6/17 and 11/8/17; on-line survey also used as follow-up to September meeting
- Council presentation at October Work Session

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- Creation of draft Tourism Strategic Plan
  - Council presentation of draft plan at December 19, 2017 meeting

After the December Council meeting, the draft plan was available on the tourism project website and public was invited to submit their comments. The Tourism Work Group reviewed the draft plan as well and provided their feedback separately. All feedback from Council, TWG, and public was compiled into a Comment Log and evaluated as to how, and if, the input should be incorporated into the Tourism Strategic Plan.

The feedback mainly centered on the following items:

- Relocation of the Los Alamos Visitor Center and criteria used for selection of possible locations
- Institutional Structure
- Incorporation of partners, by name, into recommendations
- Addition of fifth strategic priority, "Improve community quality for residents, businesses, and LANL."
- Rewording of third focus area to: "Enrich our attractions and downtowns + Celebrate the natural beauty"
- Clarification and revision of Chapter 2 section on Lodgers' Tax and Gross Receipts Tax revenues and hotel occupancy data.
- Report format changes in Executive Summary and Chapter 4

As a result of all the feedback, the plan was revised accordingly and is Attachment A.

Members of the Tourism Work Group, County staff, and Becky Zimmermann of Design Workshop will be present at the Work Session to answer questions and provide clarification on the revised Tourism Strategic Plan to ensure the plan's readiness for final consideration by Council later in the month.

#### **[Attachments](#)**

A -Tourism Strategic Plan Rev 2