



County of Los Alamos

1000 Central Avenue
Los Alamos, NM 87544

Agenda - Final Lodgers' Tax Advisory Board

*Jennifer Olsen, Chair; Conner Tharp, Vice-Chair; Dana Even; and
Sonia Ruiz, Brandi Engemen, Members*

Tuesday, January 13, 2026

12:00 PM

1000 Central Avenue - Council Chambers

NOTE: This meeting is in person and open to the public. However, for convenience, the following Zoom meeting link and/or telephone call in numbers may be used for public viewing and participation:

<https://us06web.zoom.us/j/85072848071>

Or Telephone:

Dial(for higher quality, dial a number based on your current location):

US: +1 253 215 8782 or +1 346 248 7799 or +1 669 900 6833 or +1 301 715 8592
or +1 312 626 6799 or +1 929 205 6099

Webinar ID: 850-7284-8071

I. ADMINISTRATIVE ACTIONS

A. *Call to Order/Introductions*

B. *Approval of Today's Agenda*

C. *Review/Approval of Meeting Minutes*

i. [21083-26](#) Minutes from the Lodgers' Tax Advisory Board Meeting on December 16, 2025

Presenters: Ellyn Felton

Attachments: [A - Drafted December 16, 2025 Meeting Minutes](#)

D. *Public Comment for Items Not on the Agenda*

II. MONTHLY REPORTS

A. [21081-26](#) DestinationIQ Report

Presenters: Ellyn Felton

Attachments: [A- DestinationiQ January 2026 Update](#)

B. [21071-26](#) Discover Los Alamos Report

Presenters: Ellyn Felton

Attachments: [A- Discover Los Alamos November 2025 Monthly Report](#)

[B - Discover Los Alamos December 2025 Monthly Report](#)

III. PRESENTATIONS/DISCUSSIONS

A. [21080-26](#) Discussion and Approval of the 2026 Lodger's Tax Advisory Board Work Plan

Presenters: Ellyn Felton and Jennifer Olsen

Attachments: [A - 2026 LTAB Work Plan - Draft 2](#)

B. [21079-26](#) Discussion and Approval of 2026 Meeting Times

Presenters: Ellyn Felton and Jennifer Olsen

Attachments: [A - LTAB Meeting Calendar Quarterly 2026](#)

[B - LTAB Meeting Calendar Bimonthly 2026](#)

C. [21070-26](#) Discussion of Boards & Commissions Terms

Presenters: Jennifer Olsen and Ellyn Felton

Attachments: [A - ARTICLE VI. Lodgers Tax Advisory Board](#)

IV. Election of Chair and Vice Chair, Action Needed

V. Other Announcements (All)

VI. NEXT MEETING(S)/FUTURE AGENDA ITEMS

VII. 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.



County of Los Alamos

Staff Report

January 13, 2026

Los Alamos, NM 87544
www.losalamosnm.us

Agenda No.: i.

Index (Council Goals):

Presenters: Ellyn Felton

Legislative File: 21083-26

Title

Minutes from the Lodgers' Tax Advisory Board Meeting on December 16, 2025

Recommended Action

I move the board approve the Lodgers' Tax Advisory Board Meeting minutes from December 16, 2025.

Attachments

A - Drafted December 16, 2025 Meeting Minutes



County of Los Alamos

Meeting Minutes - Action Only

Lodgers' Tax Advisory Board

1000 Central Avenue
Los Alamos, NM 87544

Jennifer Olsen, Chair; Conner Tharp, Vice-Chair; Dana Even; and Sonia Ruiz, Brandi Engeman, Members

Tuesday, December 16, 2025

12:00 PM

1000 Central Avenue, Council Chambers

NOTE: This meeting is in person and open to the public. However, for convenience, the following Zoom meeting link and/or telephone call in numbers may be used for public viewing and participation:

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Webinar ID: 850-7284-8071

I. ADMINISTRATIVE ACTIONS

A. Call to Order/Introductions

B. Approval of Today's Agenda

A motion was made by Vice Chair Tharp, seconded by Member Even to approve the agenda. The motion passed unanimously, 5-0.

C. Review/Approval of Meeting Minutes

A motion was made by Vice Chair Tharp, seconded by Member Even to approve the agenda. The motion passed unanimously, 5-0.

i. Minutes from the Lodgers' Tax Advisory Board Meeting on November 18, 2025

I move the board approve the Lodgers' Tax Advisory Board Meeting minutes from November 18, 2025.

D. Public Comment for Items Not on the Agenda

II. PRESENTATIONS/DISCUSSIONS

A. Discussion and Approval of the 2026 Lodger's Tax Advisory Board Work Plan

It was determined more time was needed to discuss this item in January.

Motion to approve the 2026 Lodger's Tax Advisory Board Work Plan as discussed in today's meeting.

B. Discussion and Approval of 2026 Meeting Times

It was determined more time was needed to discuss this item in January.

Upon discussion, staff recommends this item be approved as discussed.

III. MONTHLY REPORTS

A. Discover Los Alamos Report

B. DestinationiQ Report

C. Lodgers' Tax Revenue Report

D. Other Announcements (All)

IV. NEXT MEETINGS(S)/FUTURE AGENDA ITEMS

V. ADJOURN

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County of Los Alamos

Staff Report

January 13, 2026

Los Alamos, NM 87544
www.losalamosnm.us

Agenda No.: A.

Index (Council Goals):

Presenters: Ellyn Felton

Legislative File: 21081-26

Title

DestinationiQ Report

Body

An update from DestinationiQ on the work they have been doing in Los Alamos County.

Attachments

A - DestinationiQ January 2026 Update

Los Alamos County, NM

LTAB Meeting | January 13, 2026



ATTACHMENT A

Destination*iQ*

Reporting & Accounting



Website Data Report

Evaluate website traffic to understand user behavior and site performance.



Meta Ads Report

Data and optimization details for Meta advertising campaigns to improve ROI.



Google Ads Report

Data and optimization details for Google Ads campaigns, focusing on performance and efficiency.



2026 Accounting Spreadsheet

2026 Marketing Plan with associated financial documentation for strategic planning.

Website User Traffic

- The addition of Google Search and Meta advertising in 2025 increased overall website traffic.
- Meta campaigns expanded brand visibility on social platforms, contributing to higher organic social traffic.
- Increased brand awareness has also driven growth in organic search and direct website traffic.

+147.25%

Total
9,058 vs. 3,662

+179,900%

Paid Search
1,800 vs 1

+69.53%

Direct
2,148 vs 1,267

N/A

Paid Social
1,455 vs 0

+16.88%

Organic Search
2,056 vs 1,759

+1,993.44%

Organic Social
1,277 vs 61

ATTACHMENT A

Meta Ads

Overall

- Strong 3.17% CTR = compelling creative messaging
- 5,925 total clicks demonstrating high engagement
- 539 Landing Page Views at \$3.71 average cost

ABQ & SF

- 148 landing page views at \$5.40 cost per view
- Highest CTR at 3.82% = strong local market resonance
- 3,056 clicks = robust engagement from regional audience

DFW

- 222 landing page views at \$2.70 cost per view (most efficient)
- 2.83% CTR with 1,476 clicks
- Strong conversion efficiency despite higher CPM

Colorado

- 169 landing page views at \$3.55 cost per view
- 2.53% CTR with 1,393 clicks
- Balanced performance across all metrics



Winter Wonderland Carousel - Top Performer

Spend	\$1,052.05
Cost per Landing Page View	\$4.67
Impressions	97,829
Landing Page Views	224
Spend Share	52.6%

ATTACHMENT A

Google Search Ads

- Los Alamos' Google Ads account demonstrated strong growth in December compared to November 2025, with significant improvements in reach and cost efficiency.
- Impressions increased 48.2% from 20,413 to 30,259, showing expanded visibility for Los Alamos tourism
- Interactions grew 33.6% from 1,594 to 2,130, indicating solid audience engagement
- Cost-per-Click improved dramatically by 42.6% from \$0.70 to \$0.40, delivering excellent cost efficiency
- Historical Tourism Focus: Strong performance across Manhattan Project/Oppenheimer content and Bandelier National Monument

Keyword	Clicks	Imp.	CTR
Bandelier National Monument	323	323	7.85%
day trips new mexico	210	3023	6.95%
manhattan project los alamos	138	1053	13.11%
attractions los alamos	113	602	18.77%
hiking trails new mexico	107	2844	3.76%
los alamos	100	844	11.85%
los alamos	97	2236	4.34%
hiking trails los alamos	83	878	9.45%
los alamos new mexico	79	4650	1.70%
los alamos museums	75	417	17.99%

ATTACHMENT A

Projects & Tasks Review

✓ Current Tasks

- NM True Coop Deliverables
 - Marketing First NM True Video Ad
- Initial Marketing Assessment
- First Gratis Digital Ad
- Loading Leads in Constant Contact

✗ Completed Tasks

- Google & Meta Ads up and running
- Immersion Trip

⊕ Future Tasks

- Tourism Marketing Data Plan Development
- Annual Marketing Plan Development



ATTACHMENT A



County of Los Alamos

Staff Report

January 13, 2026

Los Alamos, NM 87544
www.losalamosnm.us

Agenda No.: B.

Index (Council Goals):

Presenters: Ellyn Felton

Legislative File: 21071-26

Title

Discover Los Alamos Report

Attachments

A - Discover Los Alamos November 2025 Monthly Report

B - Discover Los Alamos December 2025 Monthly Report



DISCOVER
LOS ALAMOS

January 5, 2026

Ellyn Felton
Los Alamos County
1000 Central Ave.
Los Álamos, NM 87544

RE: Discover Los Alamos LTAB's Tourism Visitation Report for the month of November 2025.

Dear Ellyn,

Here is my tourism report for the month of November. The Federal Government Shutdown continued into November and has closed both Bandelier National Monument and the Manhattan Project National Historical Park office until the shutdown was officially over on November 13th. As of today's date, I have not been able to acquire Bandelier's visitation numbers for this month's reporting.

Sincerely,

Melanie Peña

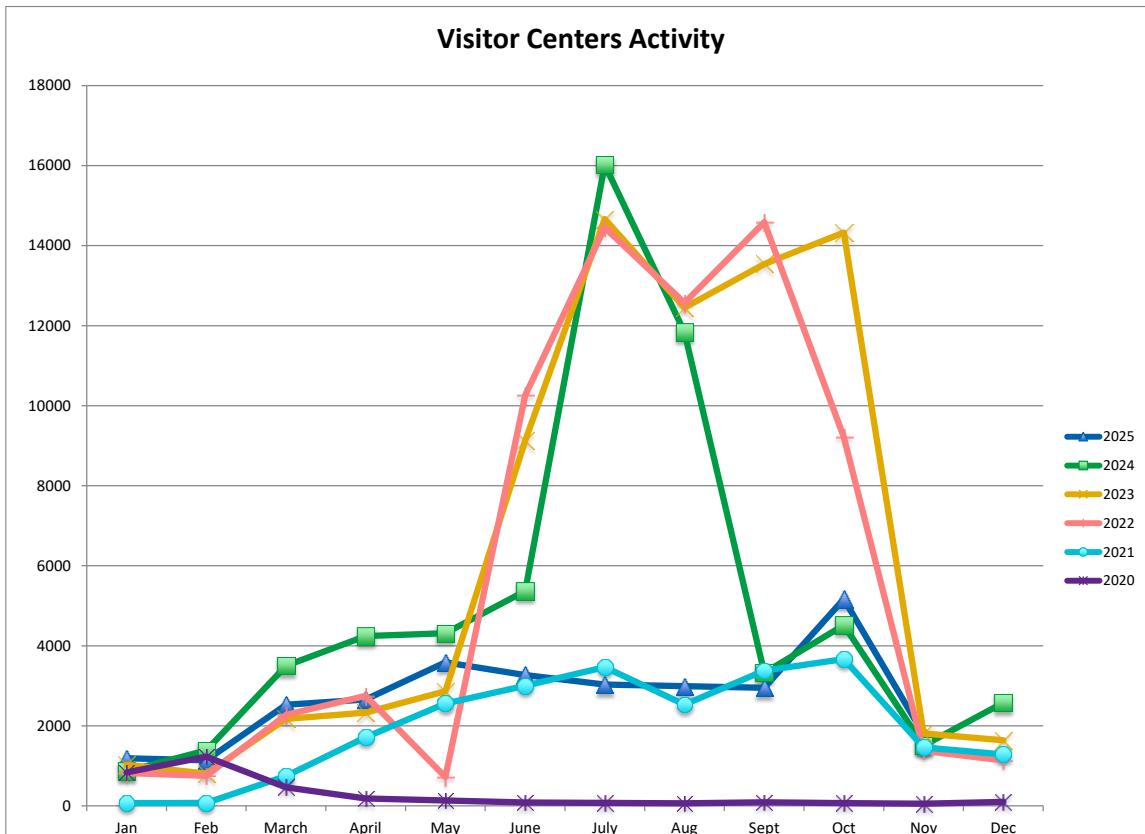
Melanie Peña
Discover Los Alamos Director

cc: Lauren McDaniel, Eli Isaacson, Adrienne Lovato, and Wendy Parker

Discover Los Alamos

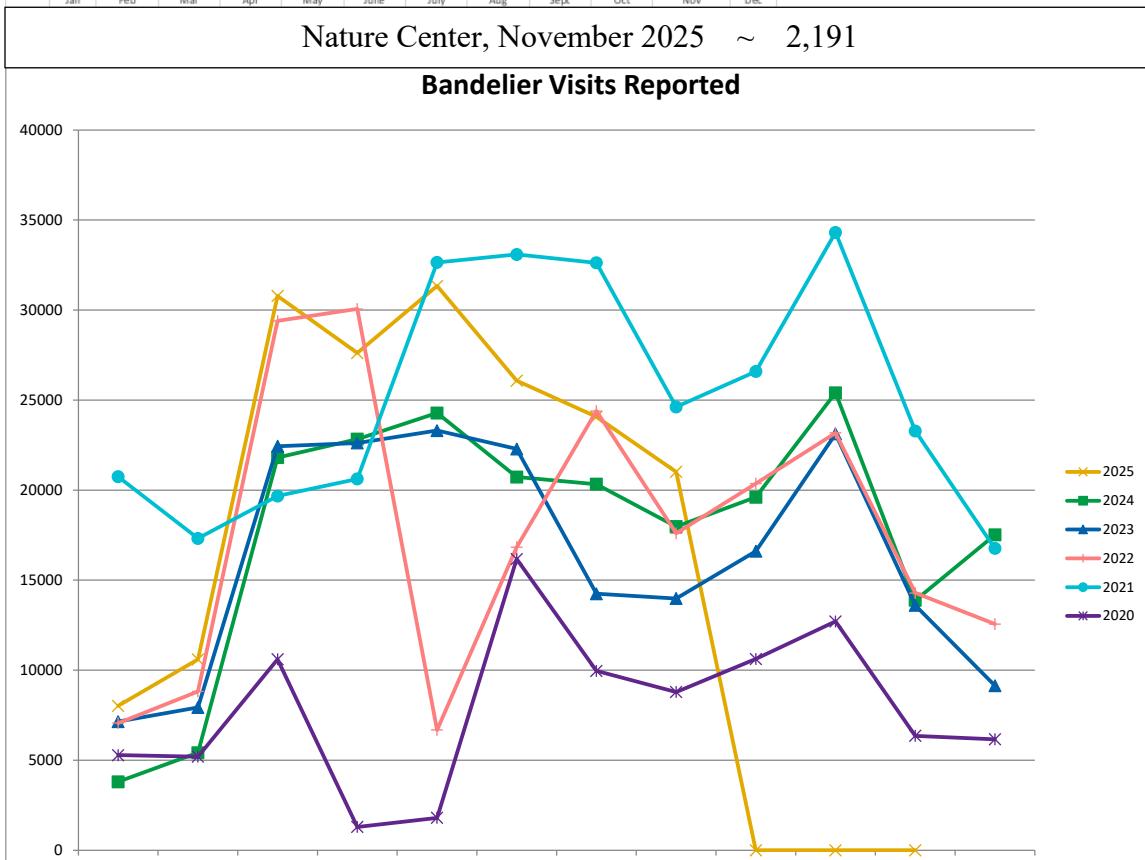
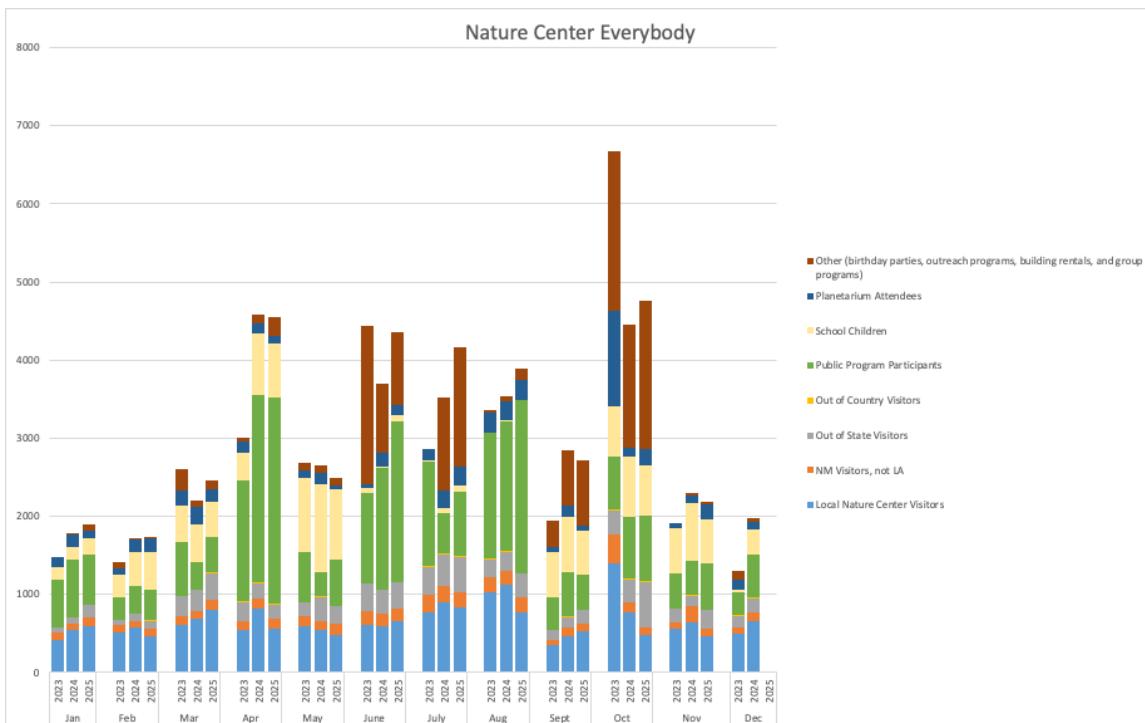
Monthly Tourism Report

November 2025



Los Alamos Visitor Center, November 2025 ~ 1,215
 White Rock Visitor Center, November 2025 ~ 381

~Beginning March 16, 2020, both Visitor Centers were closed to the public due to Covid 19 pandemic~
 ~Visitor Centers reopened normal business hours on March 17, 2021 after Covid 19 pandemic was over~
 ~May 2-16, 2022 the White Rock Visitor Center was closed during the Cerro Pelado Fire, and the Los Alamos Visitor Center was closed May 9-15, 2022 due to this fire. ~
 ~Bandelier Shuttles started late June 2024, and shuttles ended August 29, 2024 months before the busy summer season ended. WRVC went back to winter hours.~
 ~No Bandelier Shuttles running out of the White Rock Visitor Center for 2025~

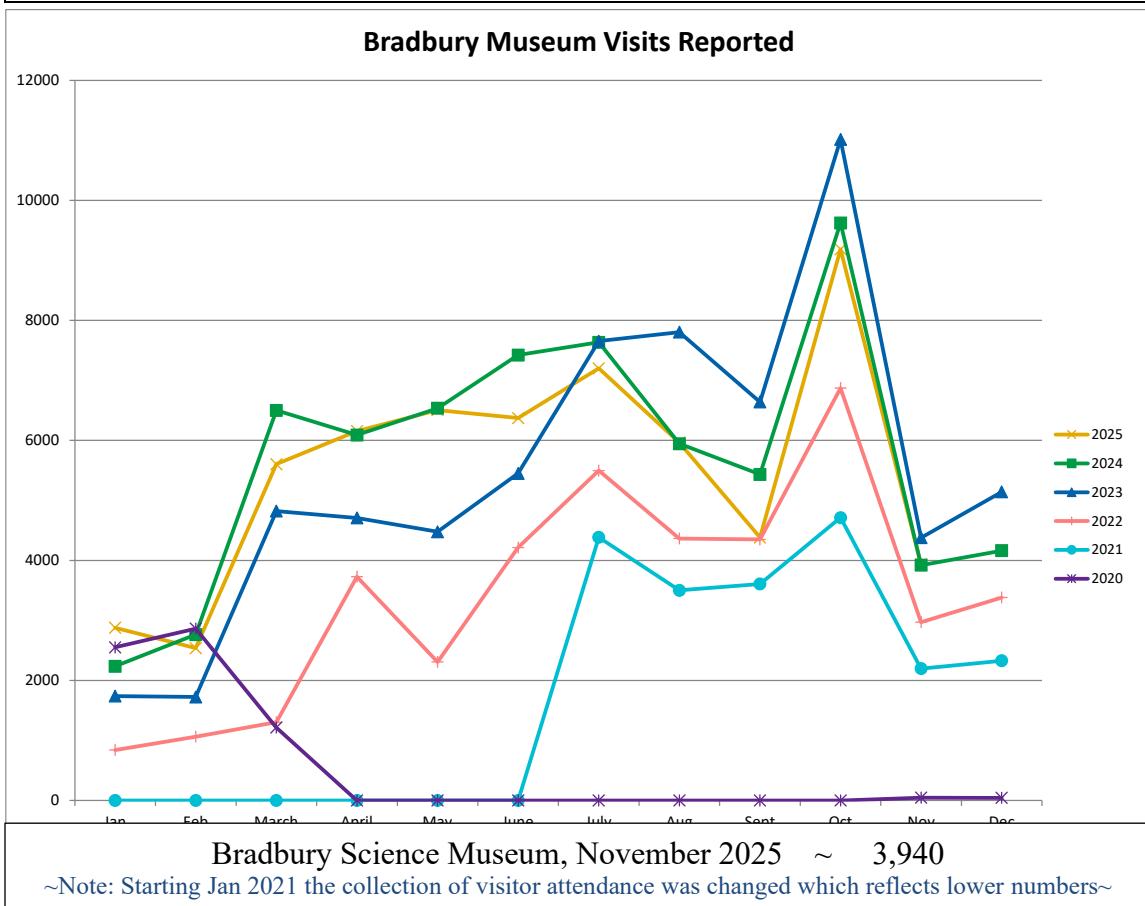
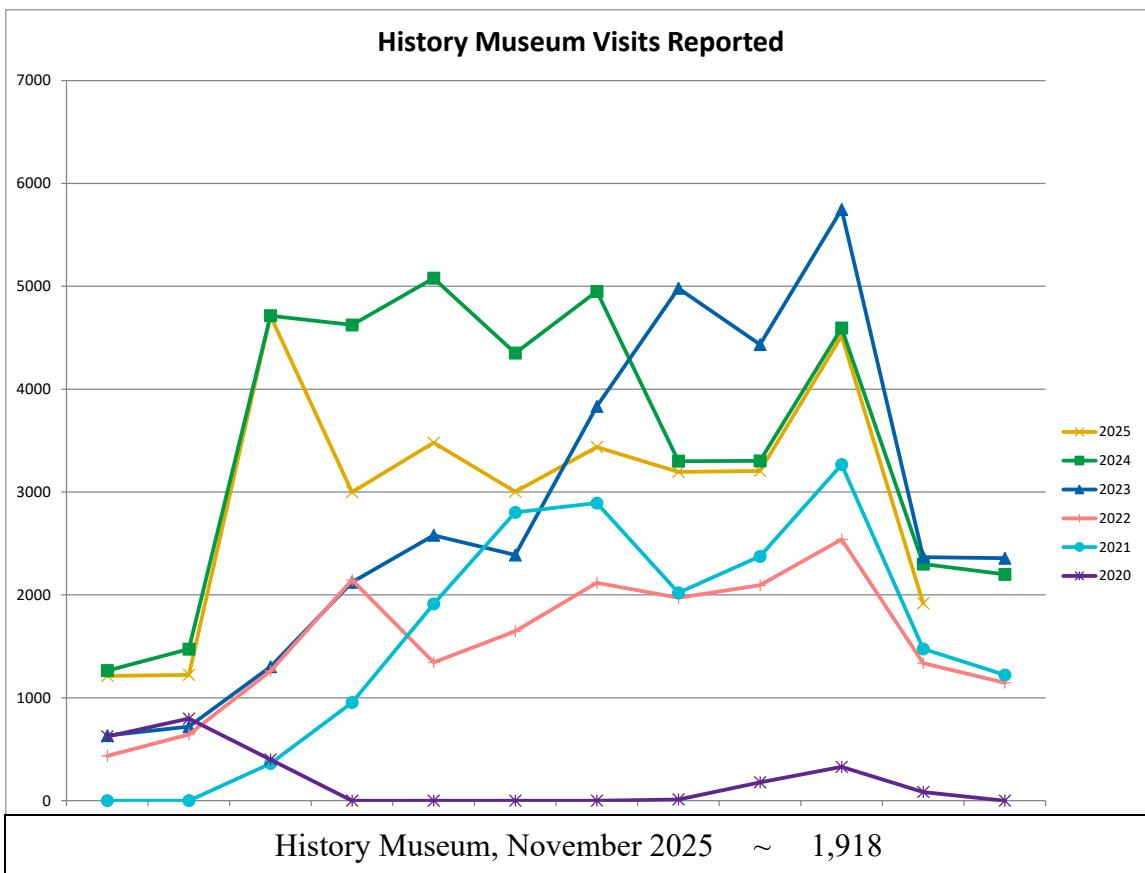


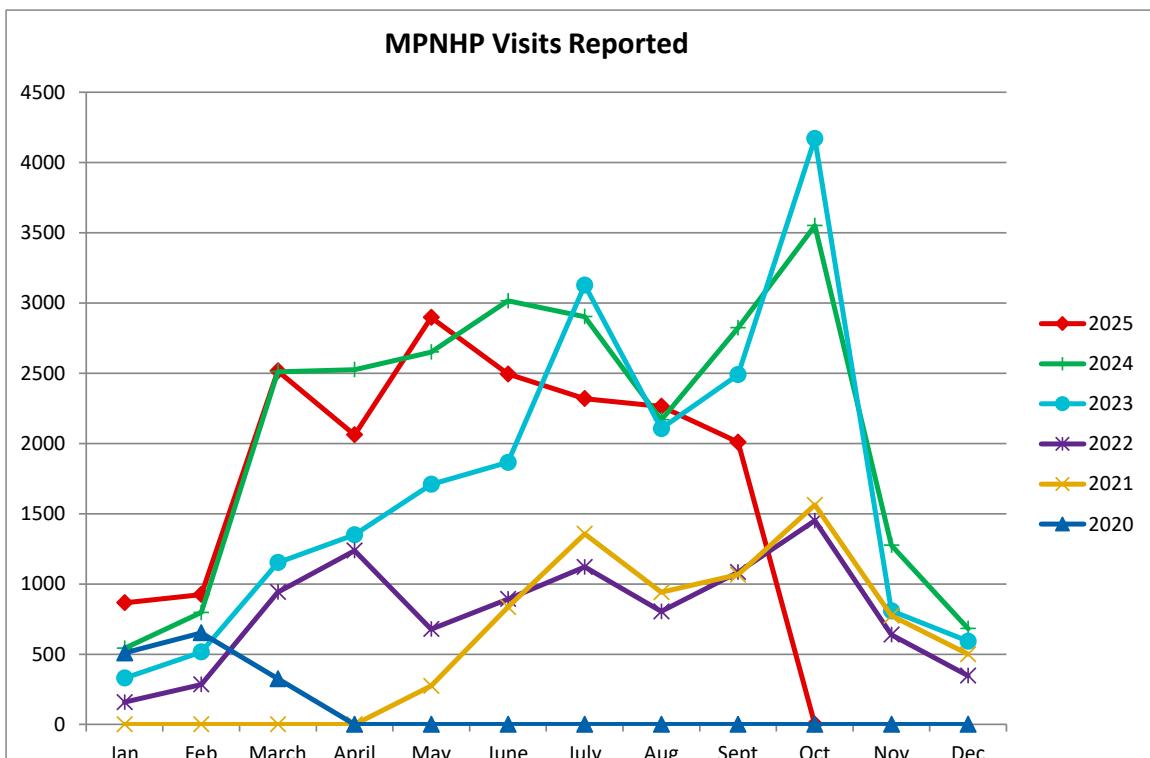
Bandelier National Monument, November 2025 ~ 0

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

Cerro Pelado Fire Closed BNM April 2022-May 2022~

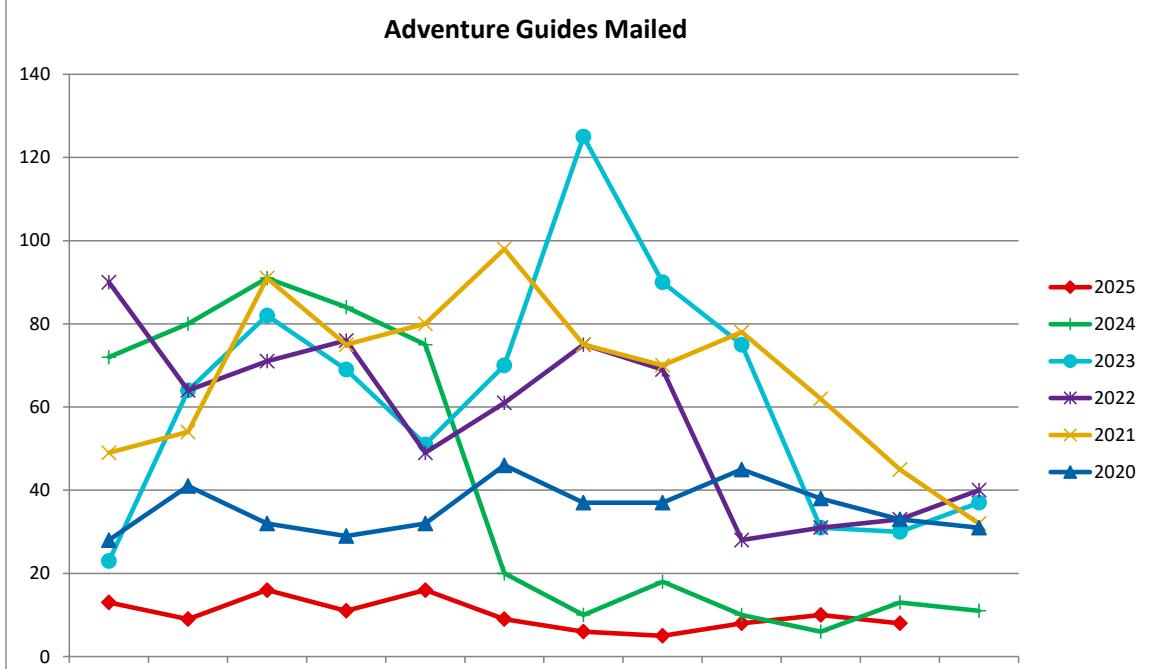
~Federal Government Closer, BNM Closed Oct 1-31, 2025~





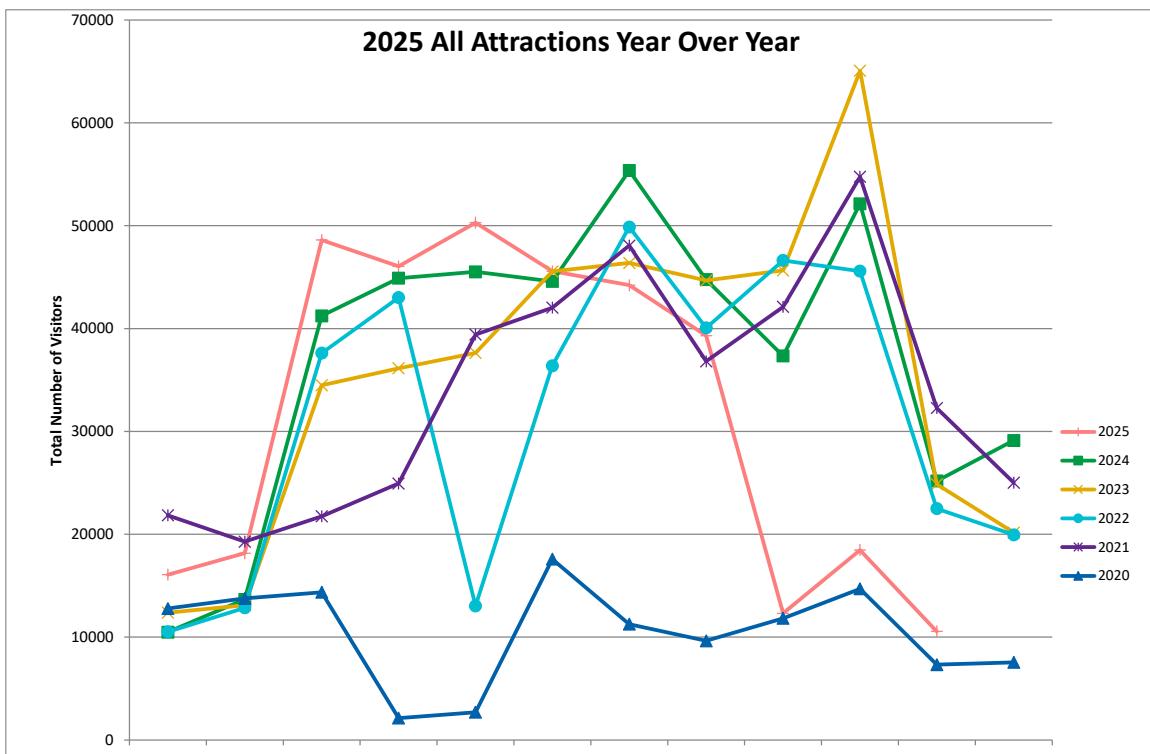
Manhattan Project National Historical Park, November 2025 ~ 720

~Fed. Govt. Shutdown, MPNHP was closed 1/1/19-1/25/19, MPNHP reopened Memorial Weekend 2021~Fed. Govt Shutdown, MPNHP was closed October 1-31, November 1-13, reopening Nov 14th~

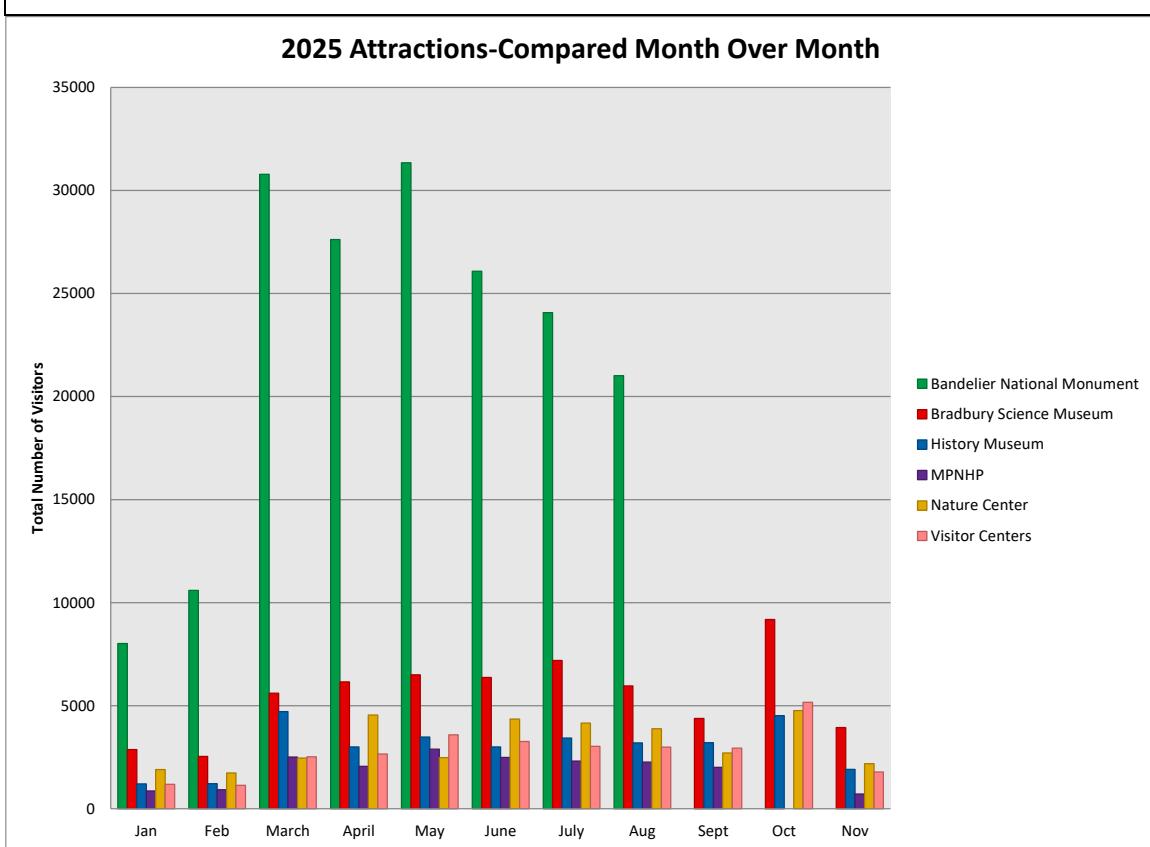


Adventure Guides Mailed Out November 2025 ~ 8

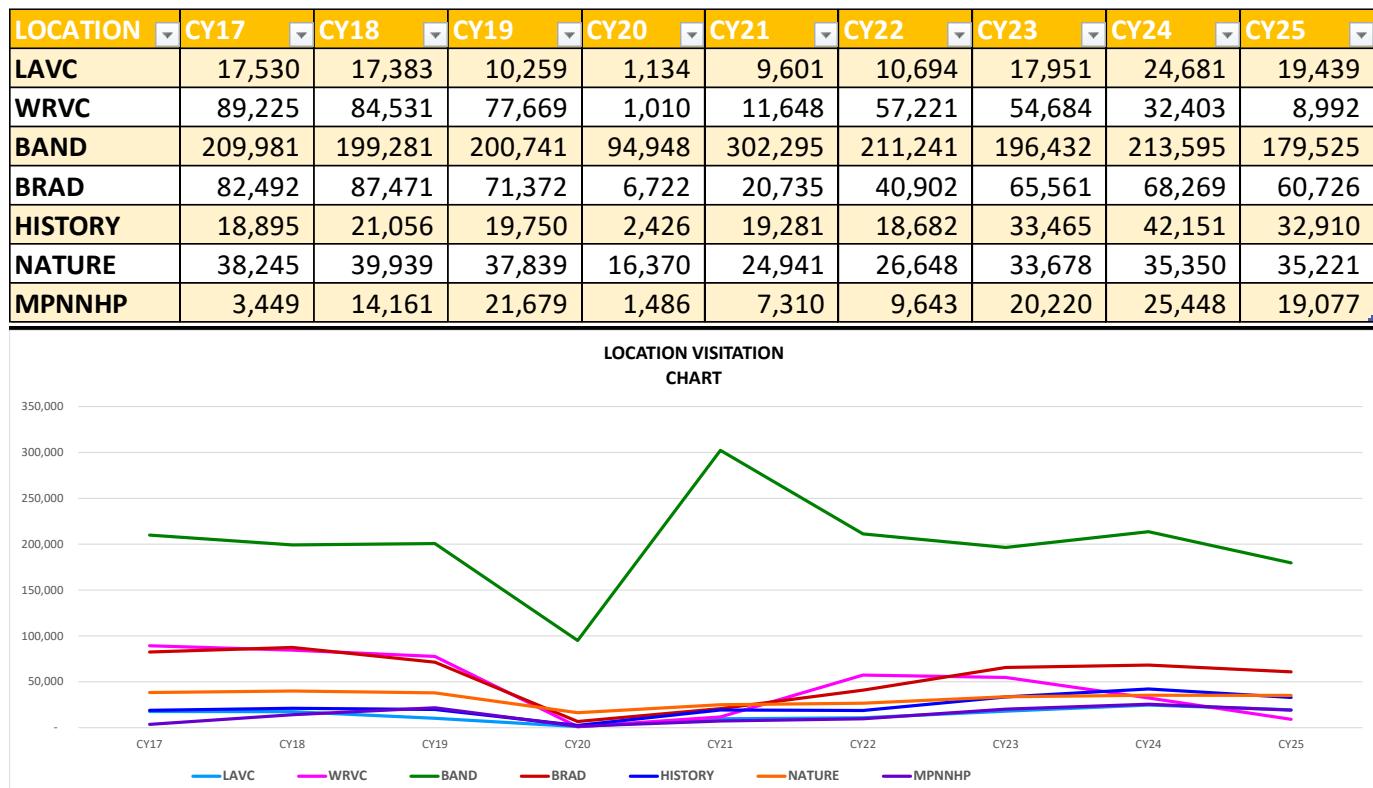
Year	2025	2024	2023	2022	2021	2020	2019
Total Mailed Guides	111	490	747	687	809	429	836



All Attractions YOY & MOM, November 2025 ~ 18,466



Attractions by Calendar Year January 2015 – November 2025



November Narrative Comments:

- The new Los Alamos Adventure Guide's has been delivered to DLA's storage unit. There are approximately 5000 copies of the guides available in storage.
- Event materials in kiosks are updated weekly or as needed by a DLA representative. These contain a weekly Concierge Calendar and are restocked with 8-10 different Los Alamos County tourism pamphlets. There are currently 29 in place in the Los Alamos, LANL and White Rock areas.
- All state-managed visitor centers were contacted during the month to ensure they have Los Alamos Adventure Guides in stock. Similarly, local distribution points are also monitored. These are distributed by our contractor Santa Fe Brochure Distribution.
- DLA's website www.visitlosalamos.org and events page are updated on a weekly basis with new events and information.
- DLA recruits, trains, and manages volunteers for a variety of work. There were **9** volunteer hours logged for the month of November.

- WRVC Business Display Cases featured the Los Alamos Nature Center (PEEC), Gadgets (Bradbury Science Museum), Los Alamos History Museum Gift Shop, Bathtub Row Brewing Coop, Los Alamos Coop Market, Boomerang, Little Studio on the Mesa, Brenda Fleming (local artist), Metzger's, Pajarito Mountain and Samizdat Bookstore were on display for the month of November. The large display featured the Los Alamos History Museum.
- In November, DLA helped the following groups/events requesting assistance in promoting and planning their upcoming planned and/or potential events in 2025. We provide tourism materials and maps as needed for each group.
 - 100 Welcome Bags – LANL | New Employee Training and Workforce Development

Adventure Guides Mailed Out November 2025:

- **8** www.visitlosalamos.org online Adventure Guide requests.

Analysis of Visitor Surveys:

November 2025

Total of **56** combined LAVC & WRVC Visitor Kiosk Survey Entries (New iPad kiosks were installed at each Visitor Center in February 2024)

LOS ALAMOS VISITOR CENTER KIOSK ANSWERS – 49 Responses

✓ *What is your age?*

• Under 18	3
• 18-24	0
• 25-34	12
• 35-44	5
• 45-54	3
• 55-64	11
• 65+	15

✓ *Where are you staying?*

• this is a day trip from home	2
• this is a road trip	10
• lodging in Albuquerque, NM	4
• lodging in Los Alamos/White Rock	7

• lodging in Santa Fe, NM	4
• lodging in Taos, Abiqui, Espanola	0
• other	4

✓ *How did you hear about Los Alamos?*

• Family/Friends	12
• School/History Education	4
• Business	1
• Film	22
• Online/Media	12
• Local Event	0

✓ *What brought you to Los Alamos?*

• To visit friends/family	12
• To work	3
• To attend a special event or conference	0
• To learn more about the Manhattan Project/Oppenheimer	2
• To visit Bandelier National Monument	9
• To visit the Valles Caledera National Preserve	3
• To visit the Manhattan Project National Historical Park	23
• To visit the Bradbury Science Museum	12
• To visit the Los Alamos History Museum	14
• To visit the PEEC Nature Center	2
• To discover new outdoor activities/scenery (hiking,biking,skiing)	8
• To enjoy some local shopping/food/drink	5

✓ *How much do you anticipate spending on your visit to Los Alamos County?*

• Less than \$25	16
• \$25-74	11
• \$75-149	11
• \$150-299	6
• \$300-499	2
• \$500+	2

✓ *Please rate today's experience at our visitor center.*

• Very positive	40
• Somewhat positive	5
• Neutral	3
• Somewhat negative	0
• Very negative	1

WHITE ROCK VISITOR CENTER KIOSK ANSWERS – 7 Responses

✓ *What is your age?*

- Under 18 1
- 18-24 0
- 25-34 0
- 35-44 1
- 45-54 1
- 55-64 2
- 65+ 2

✓ *Where are you staying?*

- this is a day trip from home 2
- this is a road trip 1
- lodging in Albuquerque, NM 0
- lodging in Los Alamos/White Rock 0
- lodging in Santa Fe, NM 4
- lodging in Taos, Abiqui, Espanola 0

✓ *How did you hear about Los Alamos?*

- Family/Friends 2
- School/History Education 3
- Business 0
- Film 0
- Online/Media 1
- Local Event 1

✓ *What brought you to Los Alamos?*

- To visit friends/family 0
- To work 0
- To attend a special event or conference 0
- To learn more about the Manhattan Project/Oppenheimer 1
- To visit Bandelier National Monument 6
- To visit the Valles Caledera National Preserve 1
- To visit the Manhattan Project National Historical Park 1
- To visit the Bradbury Science Museum 1
- To visit the Los Alamos History Museum 2
- To visit the PEEC Nature Center 1
- To discover new outdoor activities/scenery (hiking,biking,skiing) 1
- To enjoy some local shopping/food/drink 1

✓ *How much do you anticipate spending on your visit to Los Alamos County?*

• Less than \$25	1
• \$25-74	4
• \$75-149	0
• \$150-299	1
• \$300-499	0
• \$500+	1

✓ *Please rate today's experience at our visitor center.*

• Very positive	7
• Somewhat positive	0
• Neutral	0
• Somewhat negative	0
• Very negative	0

✓ The most prevalent states of origin visiting Los Alamos and White Rock were from:

- Texas – 10
- Colorado – 5
- California – 4
- Arizona – 3
- Washington – 3



Los Alamos Visitor Center



White Rock Visitor Center

✓ The foreign visitors visiting Los Alamos and White Rock were from:

- Armenia
- Canada
- Czech Republic
- Germany
- Malaysia
- Netherlands

- Vietnam
- ✓ The most prevalent cities in New Mexico visiting Los Alamos and White Rock were from:
 - Albuquerque
 - Rio Rancho
 - Socorro
- ✓ *Visitor Comments:*

Los Alamos Visitor Center Comments:

- Thank you
- Regrettably only have an hour to visit this time. Intend to return again
- Thank you
- We love it here! It's very beautiful 😊
- 😊 😊
- Very pretty
- Thanks for the visitors information center
- Thank you
- Nice weather and interesting park
- Make big boom
- Nice
- Nice
- Love the lady from the visitor centre, very friendly and helpful. Cute stickers too ❤️
- Love your visitor center. Very welcoming and informative ❤️

White Rock Visitor Center Comments:

- Great scenery
- Nice clean area lots of information from Alex and Cheryl. RV Park is clean and not that busy. Definitely recommend it!
- Very nice
- Very helpful



January 7, 2025

Ellyn Felton
Los Alamos County
1000 Central Ave.
Los Alamos, NM 87544

RE: Discover Los Alamos LTAB's Tourism Visitation Report for the month of December 2025.

Dear Ellyn,

Here is my tourism report for the month of December. The Los Alamos and White Rock Visitor Centers were closed on Christmas Day. Both visitor centers were very busy before and after the holiday. This report unfortunately does not have visitor numbers for Bandelier National Monument for the month of December.

Here are the total number of visitors that visited our Los Alamos County attractions during the year 2025, including Bandelier National Monument's visitation Jan-Aug.

LOCATION ANNUAL VISITATION	2025	2024	2025
Los Alamos Visitor Center	20,657	24,681	-16%
White Rock Visitor Center	9,583	32,403	-70%
Bandelier National Monument	179,525	213,595	-16%
Bradbury Science Museum	64,955	68,269	-5%
Los Alamos History Museum	35,088	42,151	-17%
Los Alamos Nature Center	36,884	35,350	+4%
Manhattan Project National Historical Park	19,487	25,448	-23%

Sincerely,

Melanie Peña

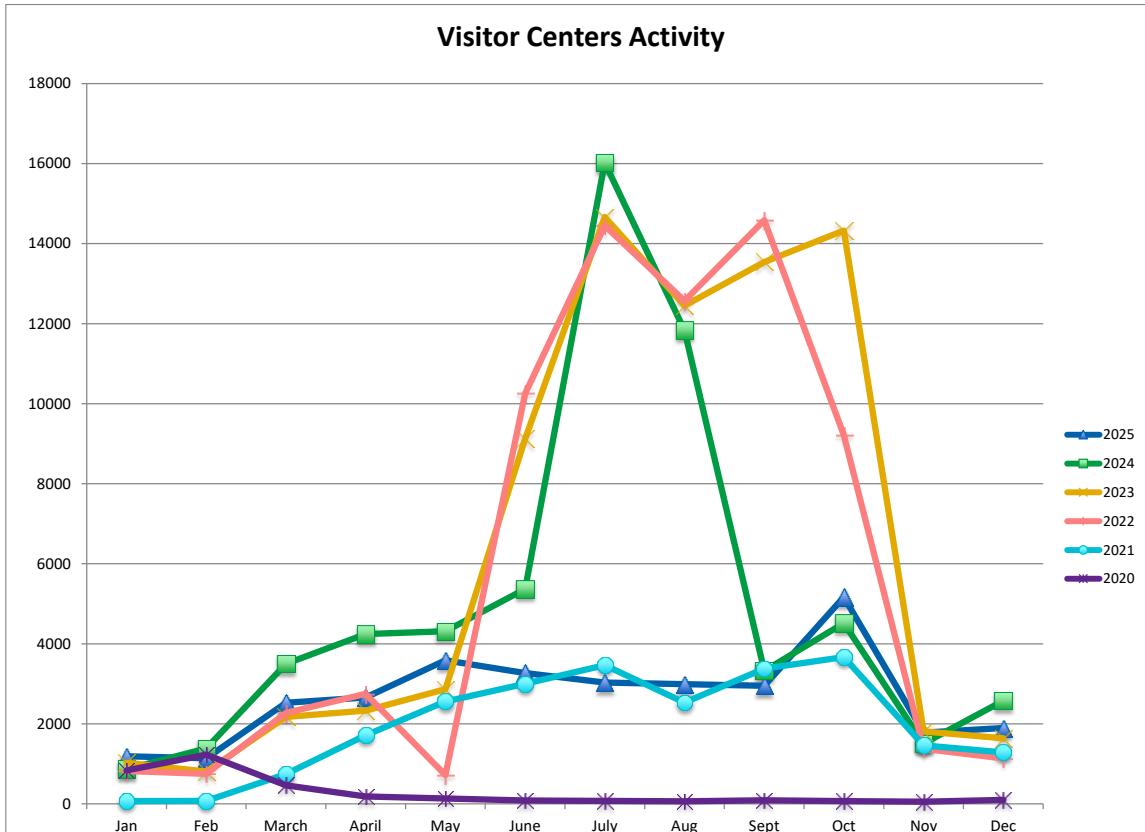
Melanie Peña
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Discover Los Alamos

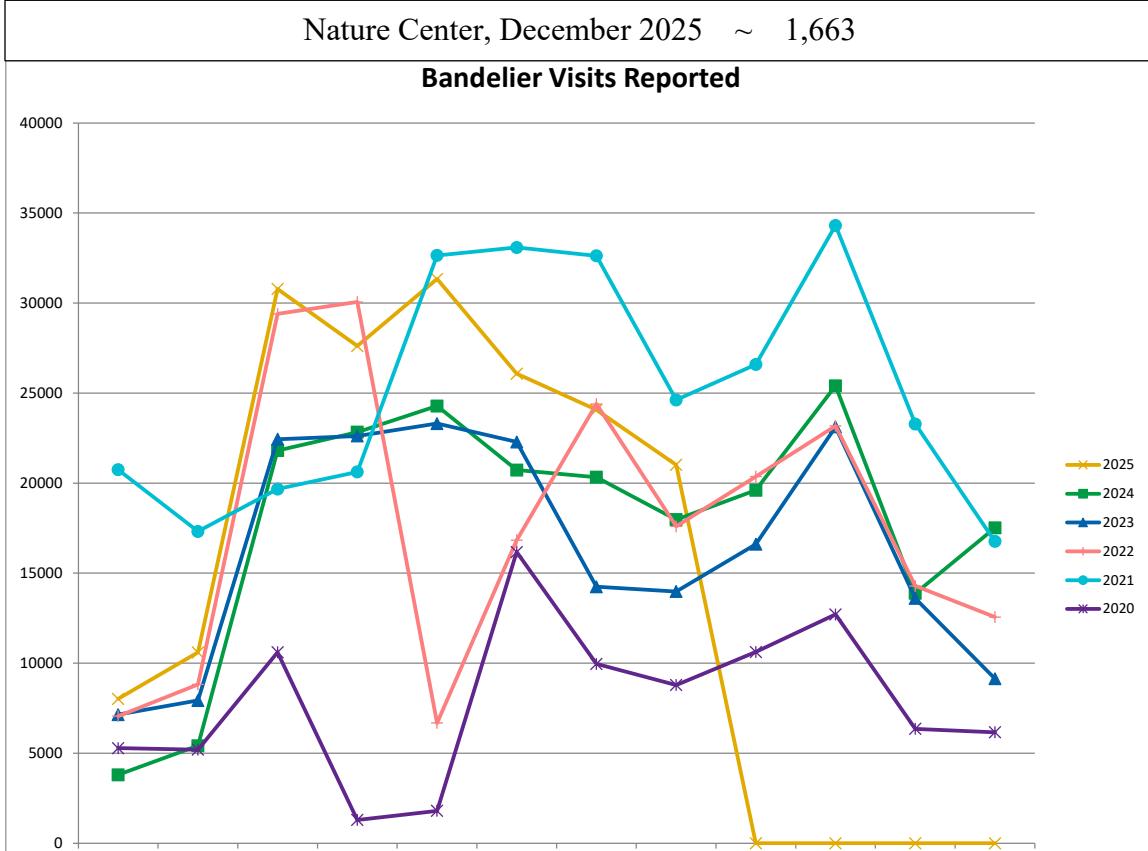
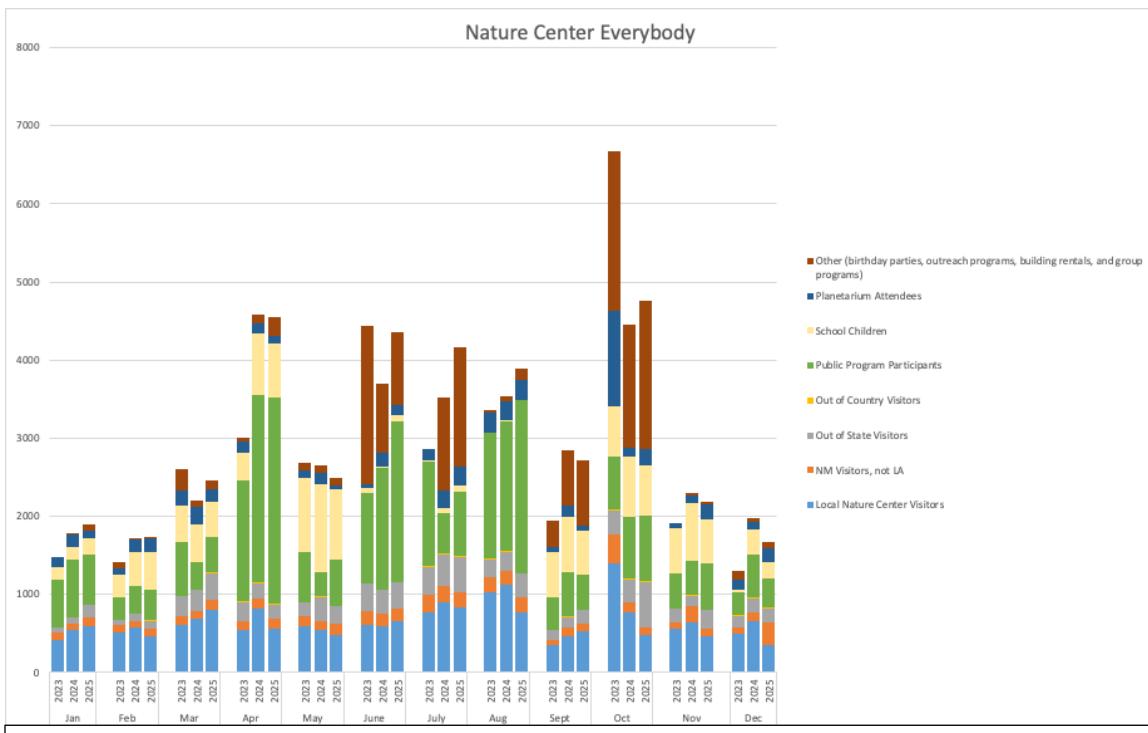
Monthly Tourism Report

December 2025



Los Alamos Visitor Center, December 2025 ~ 1,218
 White Rock Visitor Center, December 2025 ~ 591

~Beginning March 16, 2020, both Visitor Centers were closed to the public due to Covid 19 pandemic~
 ~Visitor Centers reopened normal business hours on March 17, 2021 after Covid 19 pandemic was over~
 ~May 2-16, 2022 the White Rock Visitor Center was closed during the Cerro Pelado Fire, and the Los Alamos Visitor Center was closed May 9-15, 2022 due to this fire. ~
 ~Bandelier Shuttles started late June 2024, and shuttles ended August 29, 2024 months before the busy summer season ended. WRVC went back to winter hours.~
 ~No Bandelier Shuttles running out of the White Rock Visitor Center for 2025~

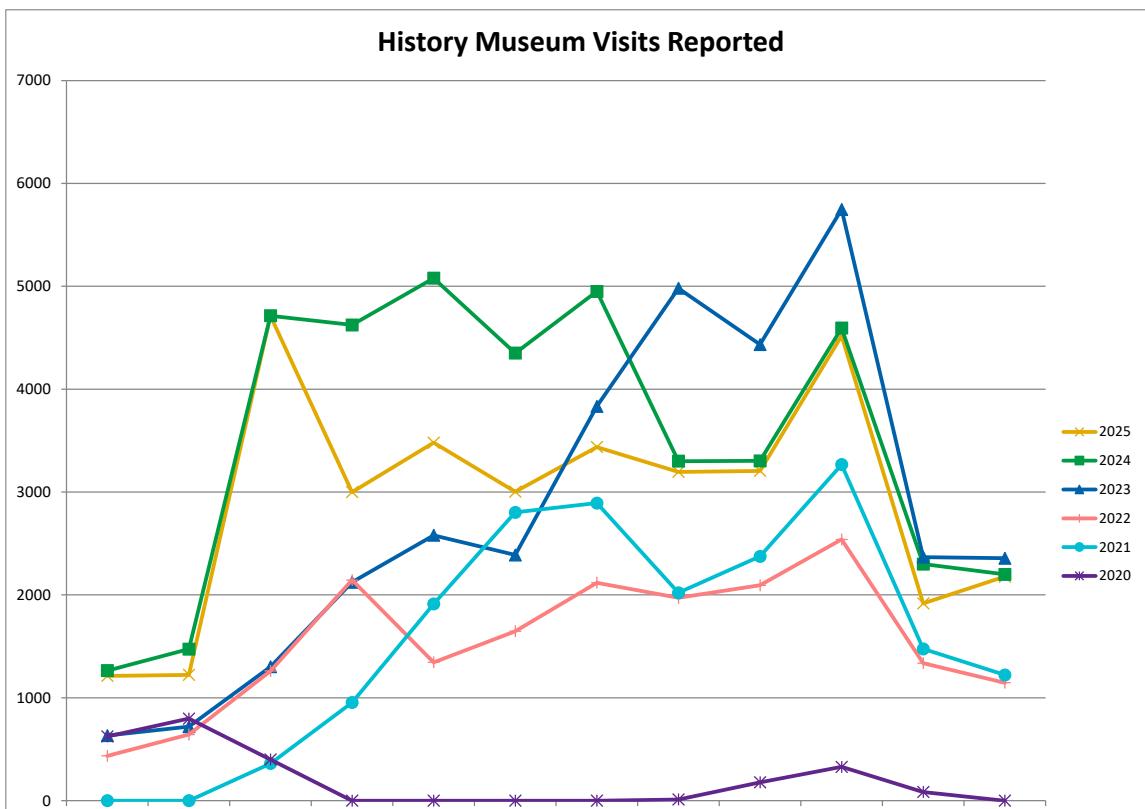


Bandelier National Monument, December 2025 ~ 0

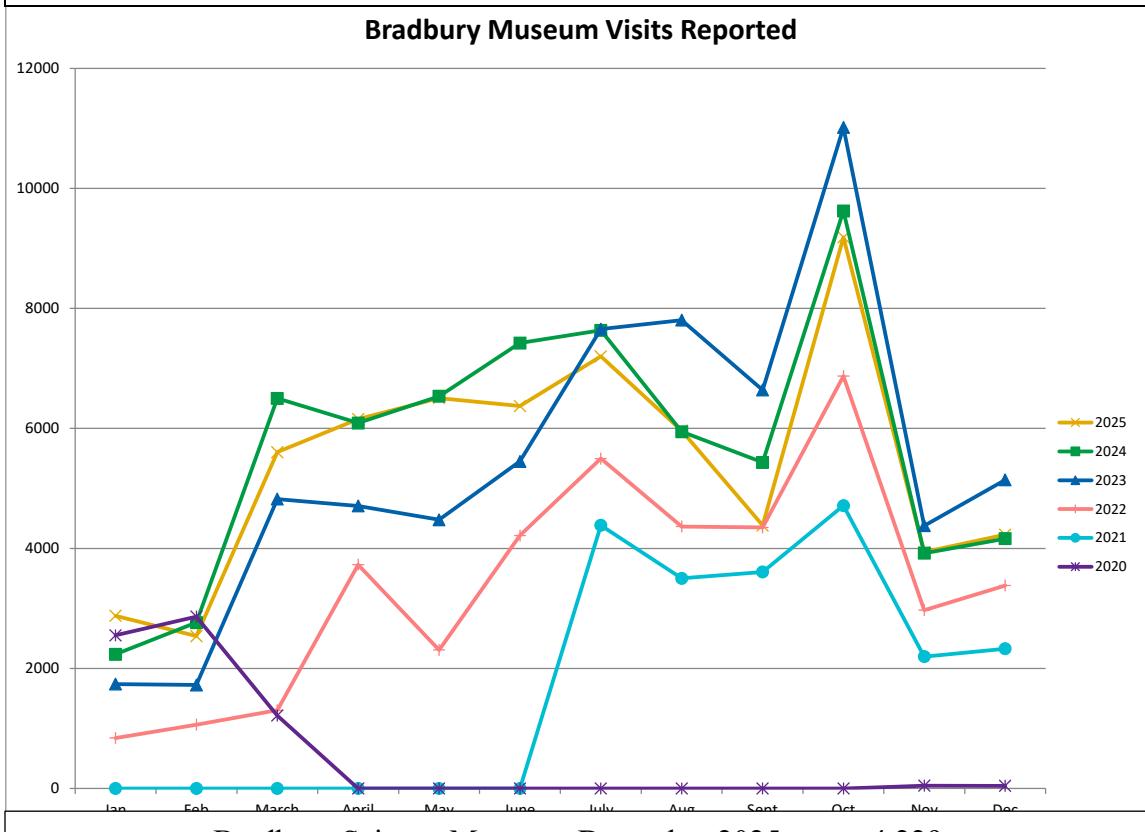
~Note due to lapse in funding, BNM was closed 1/1/19-1/25/19

Cerro Pelado Fire Closed BNM April 2022-May 2022~

~Federal Government Closer, BNM Closed Oct 1-31, 2025~

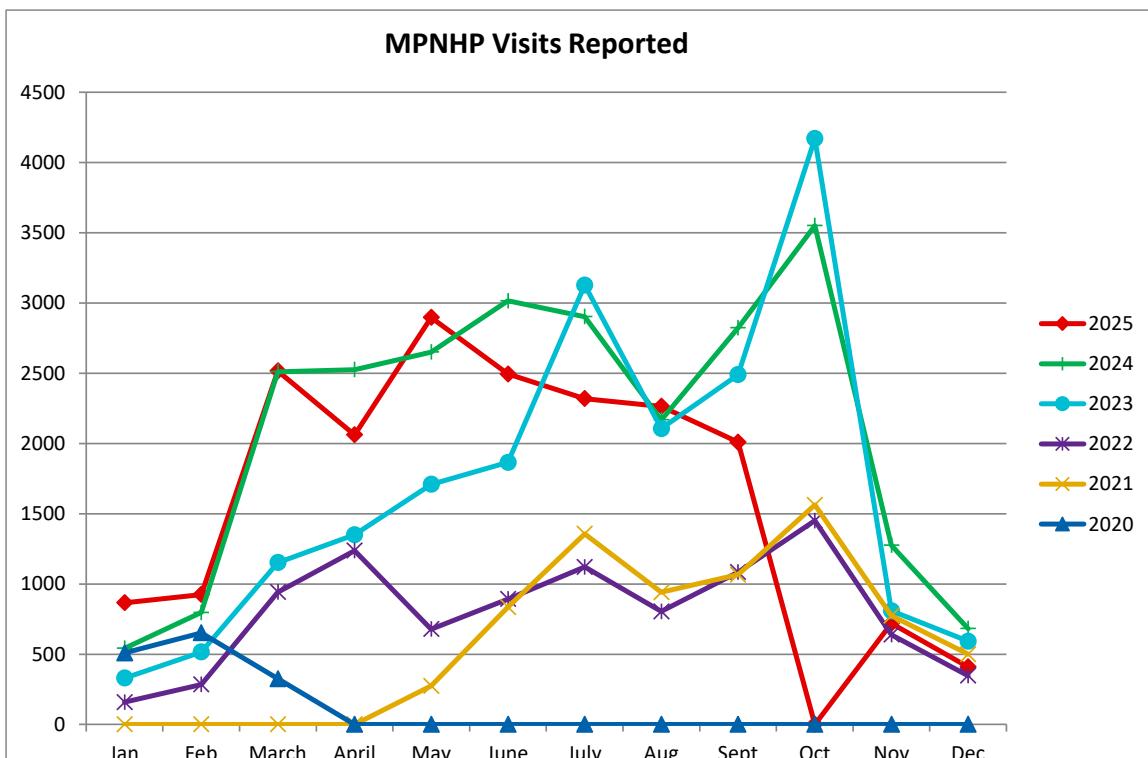


History Museum, December 2025 ~ 2,178



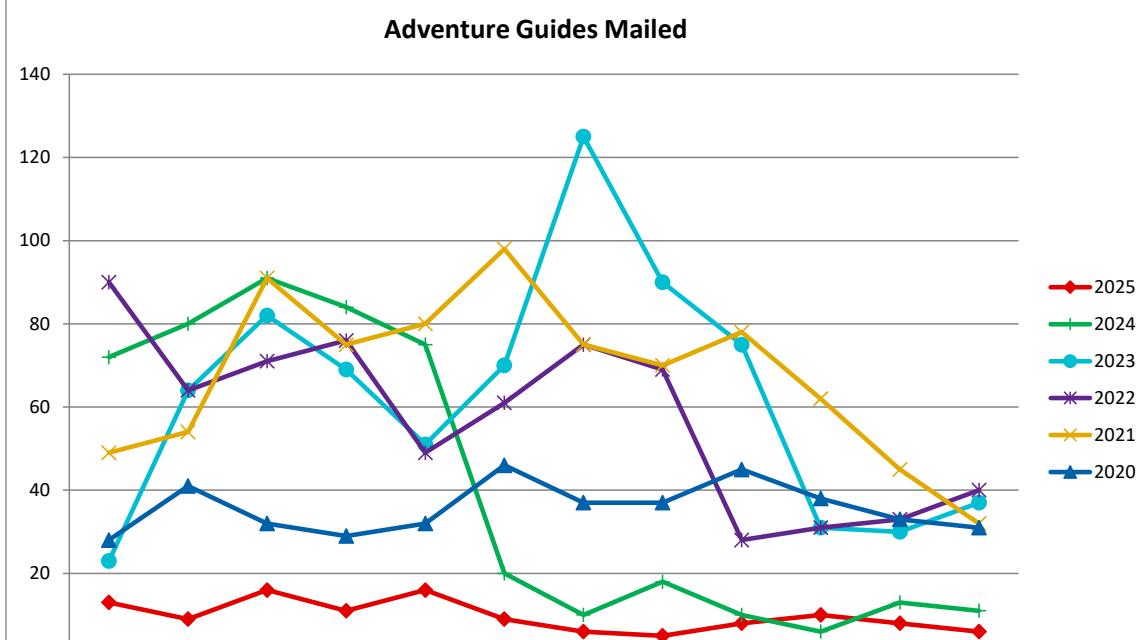
Bradbury Science Museum, December 2025 ~ 4,229

~Note: Starting Jan 2021 the collection of visitor attendance was changed which reflects lower numbers~



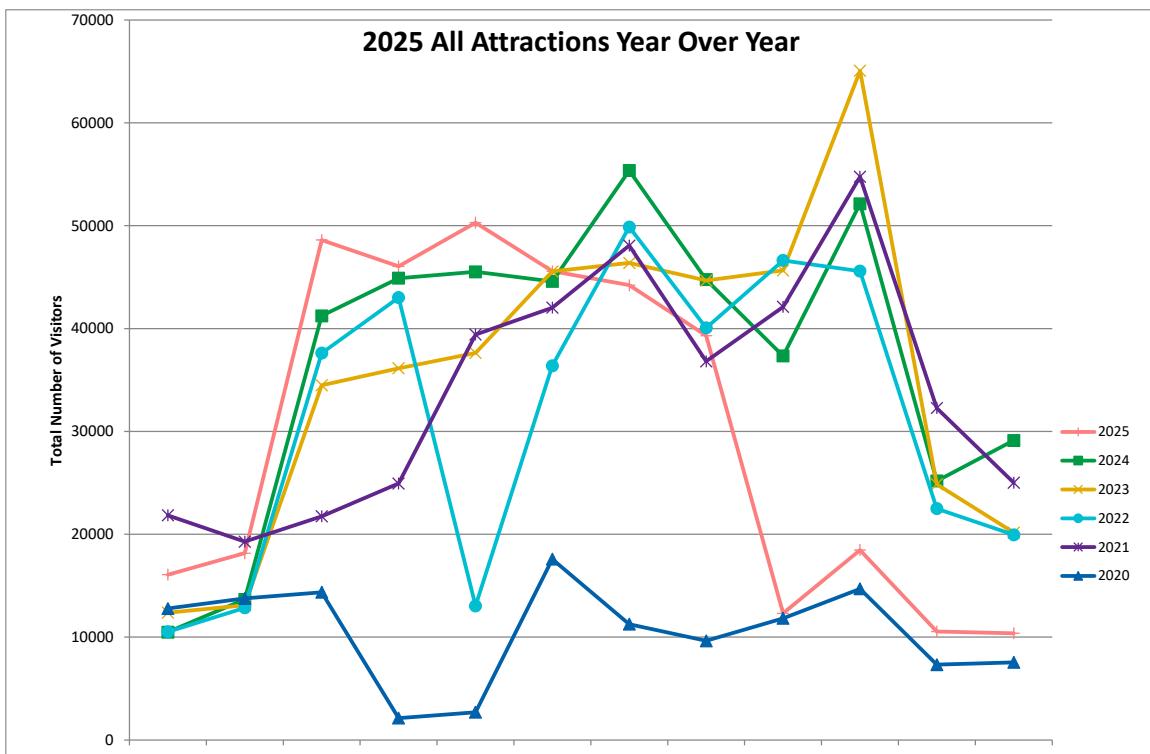
Manhattan Project National Historical Park, December 2025 ~ 410

~Fed. Govt.Shutdown, MPNHP was closed 1/1/19-1/25/19, MPNHP reopened Memorial Weekend 2021~Fed. Govt Shutdown, MPNHP was closed October 1-31, November 1-13, reopening Nov 14th~

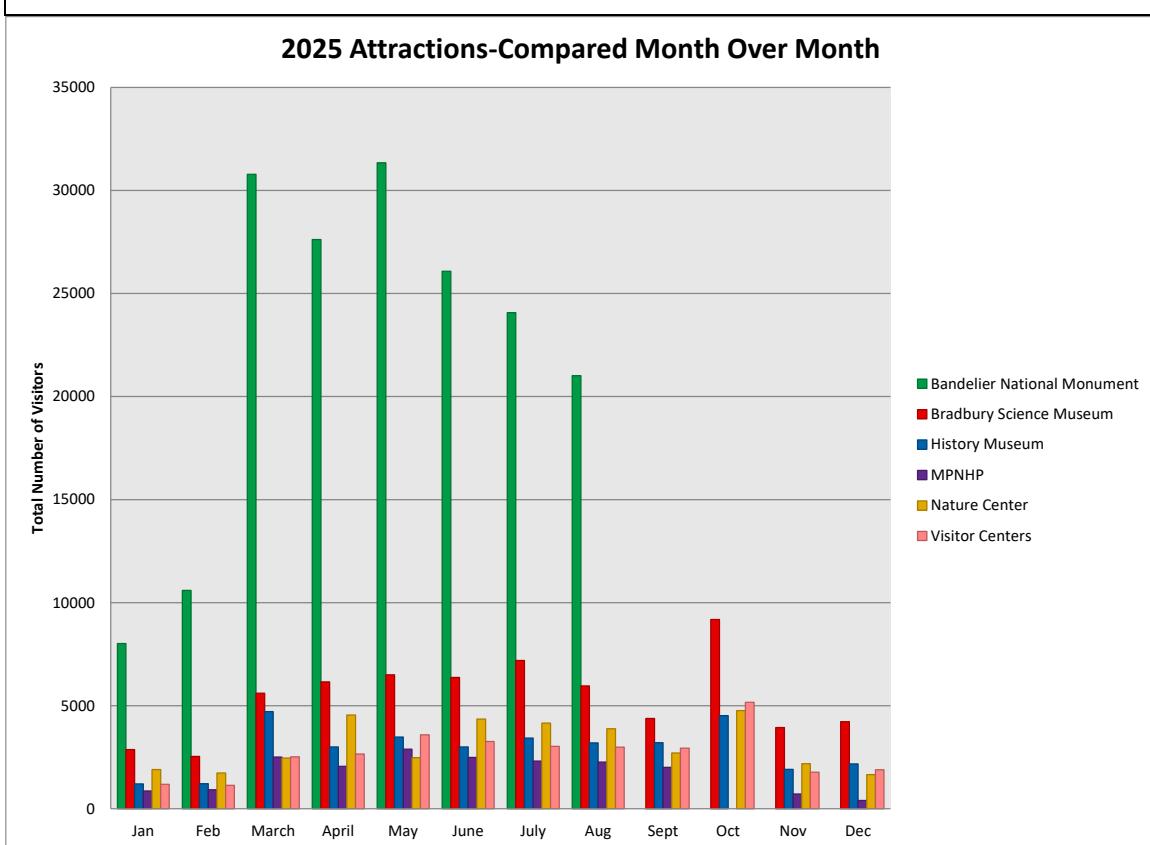


Adventure Guides Mailed Out, December 2025 ~ 6

Year	2025	2024	2023	2022	2021	2020	2019
Total Mailed Guides	117	490	747	687	809	429	836

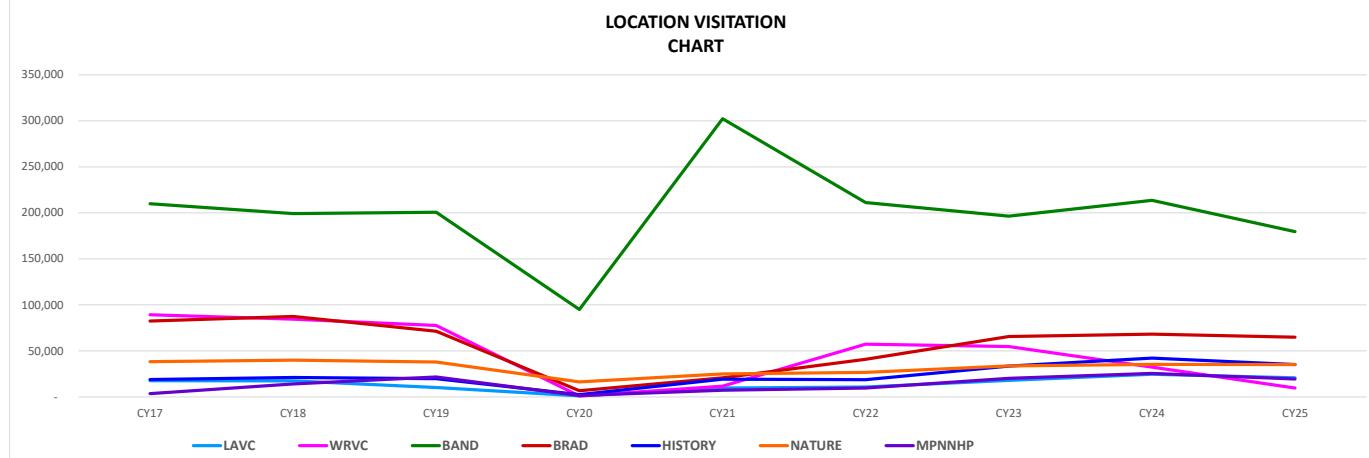


All Attractions YOY & MOM, December 2025 ~ 10,375



Attractions by Calendar Year January 2015 – December 2025

LOCATION	CY17	CY18	CY19	CY20	CY21	CY22	CY23	CY24	CY25
LAVC	17,530	17,383	10,259	1,134	9,601	10,694	17,951	24,681	20,657
WRVC	89,225	84,531	77,669	1,010	11,648	57,221	54,684	32,403	9,583
BAND	209,981	199,281	200,741	94,948	302,295	211,241	196,432	213,595	179,525
BRAD	82,492	87,471	71,372	6,722	20,735	40,902	65,561	68,269	64,955
HISTORY	18,895	21,056	19,750	2,426	19,281	18,682	33,465	42,151	35,088
NATURE	38,245	39,939	37,839	16,370	24,941	26,648	33,678	35,350	36,884
MPNNHP	3,449	14,161	21,679	1,486	7,310	9,643	20,220	25,448	19,487



December Narrative Comments:

- The new Los Alamos Adventure Guide's has been delivered to DLA's storage unit. There are approximately 5000 copies of the guides available in storage.
- Event materials in kiosks are updated weekly or as needed by a DLA representative. These contain a weekly Concierge Calendar and are restocked with 8-10 different Los Alamos County tourism pamphlets. There are currently 29 in place in the Los Alamos, LANL and White Rock areas.
- All state-managed visitor centers were contacted during the month to ensure they have Los Alamos Adventure Guides in stock. Similarly, local distribution points are also monitored. These are distributed by our contractor Santa Fe Brochure Distribution.
- DLA's website www.visitlosalamos.org and events page are updated on a weekly basis with new events and information.
- DLA recruits, trains, and manages volunteers for a variety of work. There were 11 volunteer hours logged for the month of December.

- WRVC Business Display Cases featured the Los Alamos Nature Center (PEEC), Gadgets (Bradbury Science Museum), Los Alamos History Museum Gift Shop, Bathtub Row Brewing Coop, Los Alamos Coop Market, Boomerang, Little Studio on the Mesa, Brenda Fleming (local artist), Metzger's, Pajarito Mountain and Samizdat Bookstore were on display for the month of December. The large display featured the Los Alamos History Museum.
- In December, DLA helped the following groups/events requesting assistance in promoting and planning their upcoming planned and/or potential events in 2025. We provide tourism materials and maps as needed for each group.
 - N/A

Adventure Guides Mailed Out December 2025:

- **6** www.visitlosalamos.org online Adventure Guide requests.

Analysis of Visitor Surveys:

December 2025

Total of **35** combined LAVC & WRVC Visitor Kiosk Survey Entries (New iPad kiosks were installed at each Visitor Center in February 2024)

LOS ALAMOS VISITOR CENTER KIOSK ANSWERS – 31 Responses

✓ *What is your age?*

- Under 18 3
- 18-24 4
- 25-34 6
- 35-44 2
- 45-54 5
- 55-64 5
- 65+ 6

✓ *Where are you staying?*

- this is a day trip from home 3
- this is a road trip 4
- lodging in Albuquerque, NM 9
- lodging in Los Alamos/White Rock 3
- lodging in Santa Fe, NM 10

- lodging in Taos, Abiqui, Espanola 0
- other 2

✓ *How did you hear about Los Alamos?*

- Family/Friends 7
- School/History Education 0
- Business 0
- Film 25
- Online/Media 11
- Local Event 0

✓ *What brought you to Los Alamos?*

- To visit friends/family 4
- To work 2
- To attend a special event or conference 2
- To learn more about the Manhattan Project/Oppenheimer 0
- To visit Bandelier National Monument 10
- To visit the Valles Caledera National Preserve 4
- To visit the Manhattan Project National Historical Park 20
- To visit the Bradbury Science Museum 12
- To visit the Los Alamos History Museum 11
- To visit the PEEC Nature Center 4
- To discover new outdoor activities/scenery (hiking,biking,skiing) 3
- To enjoy some local shopping/food/drink 5

✓ *How much do you anticipate spending on your visit to Los Alamos County?*

- Less than \$25 8
- \$25-74 7
- \$75-149 7
- \$150-299 1
- \$300-499 3
- \$500+ 1

✓ *Please rate today's experience at our visitor center.*

- Very positive 26
- Somewhat positive 4
- Neutral 1
- Somewhat negative 0
- Very negative 0

WHITE ROCK VISITOR CENTER KIOSK ANSWERS – 4 Responses

✓ *What is your age?*

- Under 18 1
- 18-24 1
- 25-34 0
- 35-44 0
- 45-54 1
- 55-64 0
- 65+ 1

✓ *Where are you staying?*

- this is a day trip from home 3
- this is a road trip 0
- lodging in Albuquerque, NM 0
- lodging in Los Alamos/White Rock 0
- lodging in Santa Fe, NM 1
- lodging in Taos, Abiqui, Espanola 0

✓ *How did you hear about Los Alamos?*

- Family/Friends 4
- School/History Education 1
- Business 0
- Film 0
- Online/Media 1
- Local Event 0

✓ *What brought you to Los Alamos?*

- To visit friends/family 3
- To work 0
- To attend a special event or conference 1
- To learn more about the Manhattan Project/Oppenheimer 0
- To visit Bandelier National Monument 2
- To visit the Valles Caldera National Preserve 1
- To visit the Manhattan Project National Historical Park 1
- To visit the Bradbury Science Museum 2
- To visit the Los Alamos History Museum 2
- To visit the PEEC Nature Center 2
- To discover new outdoor activities/scenery (hiking,biking,skiing) 2
- To enjoy some local shopping/food/drink 1

✓ *How much do you anticipate spending on your visit to Los Alamos County?*

• Less than \$25	1
• \$25-74	1
• \$75-149	2
• \$150-299	0
• \$300-499	0
• \$500+	0

✓ *Please rate today's experience at our visitor center.*

• Very positive	4
• Somewhat positive	0
• Neutral	0
• Somewhat negative	0
• Very negative	0

✓ The most prevalent states of origin visiting Los Alamos and White Rock were from:

- California – 5
- Texas – 4
- Colorado – 3



Los Alamos Visitor Center



White Rock Visitor Center

✓ The foreign visitors visiting Los Alamos and White Rock were from:

- Brazil
- China

✓ The most prevalent cities in New Mexico visiting Los Alamos and White Rock were from:

- Rio Rancho
- Holloman Air Force Base

- ✓ *Visitor Comments:*

Los Alamos Visitor Center Comments:

- Everyone has been so friendly
- It's fascinating history and BEAUTIFUL country!
- Thank you
- Excellent facilities and gorgeous area!
- Such an amazing sight! Well done

White Rock Visitor Center Comments:

- The ladies at the visitors center were amazing and very helpful
- Beautiful region, and a fantastic visitor center



County of Los Alamos

Staff Report

January 13, 2026

Los Alamos, NM 87544
www.losalamosnm.us

Agenda No.: A.

Index (Council Goals):

Presenters: Ellyn Felton and Jennifer Olsen

Legislative File: 21080-26

Title

Discussion and Approval of the 2026 Lodger's Tax Advisory Board Work Plan

Recommended Action

Motion to approve the 2026 Lodger's Tax Advisory Board Work Plan as discussed in today's meeting.

Attachments

A - 2026 LTAB Work Plan - Draft 2

2026 Work Plan for Los Alamos County Boards and Commissions

Board or Commission Name: Lodger's Tax Advisory Board

Date Prepared: 1/8/26

Date Approved by Council:

Prepared By: Lodger's Tax Advisory Board

Purpose:

The purpose of the work plan is to provide a detailed outline of tasks, activities, timelines, and resources required by this Board or Commission to achieve its annual goals. The purpose of most boards is to gather public input, to review policy recommendations by staff when requested, and to make policy recommendations to the County Council.

Process Timeline:

November: County Council Strategic Planning

December: Boards and Commissions review and develop work plans (primary item on December agenda)

January: Finalize and submit work plans for Council review.

Due Date: February 1

Time Frame: This work plan will be accomplished in the following time frame:

January 1, 2026, through December 31, 2026.

Members: List members, term start and end dates, and term number.

Member	Start/End Dates	Term (1 st or 2 nd)
Jennifer Olsen, Chair	December 2, 2024 - December 1, 2027	2
Conner Tharp, Vice Chair	December 2, 2024 - December 1, 2027	1
Dana Even	December 2, 2023 - December 1, 2026	1
Sonia Ruiz	December 2, 2024 - December 1, 2027	1
Brandi Engeman	December 2, 2025 - December 1, 2028	1

Chairperson: Jennifer Olsen

Department Director: Elias Isaacson

Work plan developed in collaboration with Department Director? (Y/N) Y

Staff Liaison: Ellyn Felton

Administrative Support:

Council Liaison:

Work plan reviewed by Council Liaison? (Y/N)

1.0 Previous Calendar Year Work Plan Highlights

1.1 List the top five activities for the previous calendar year.

1.1.1	Approved 2025 Work Plan. Met more often than previous years, which allowed the board to start working on and accomplishing more work plan goals.
1.1.2	Prior to 2025, meetings were regularly canceled due to a lack of quorum. 2025 saw improved attendance and fewer cancellations. The Board met seven times.
1.1.3	Initiated and substantially completed the Year 7 review of the Tourism Strategic Plan. Upon completion, the board will discuss additional projects and initiatives to increase visitor spending, extend length of stay, and maximize the economic benefits of tourism for Los Alamos County. The Chair and Vice Chair plan to provide an update to Council in 2026 with the board's findings and recommendations.
1.1.4	Members attended two training sessions to discuss the purview of LTAB and the role of LTAB in accomplishing the County Council's strategic priorities.
1.1.5	

1.2 List the top five accomplishments for the previous calendar year.

1.2.1	Advised staff on scope of work and deliverables to be included in the Request for Proposal (RFP) for a new Tourism Marketing Services contractor.
1.2.2	Held seven meetings, during which most of the Year 7 Review of the Tourism Strategic Plan was reviewed and discussed. The remainder of the review will be completed once the work plan is approved in January 2026.
1.2.3	Participated in NMTrue Grant (FY26) for a total value of \$163,500. This allowed for more advertisements and videos, and freed up Lodgers' Tax funds to be used for printing and binding of promotional materials.
1.2.4	

1.2.5

1.3 List the lessons learned for the previous calendar year.

Meetings need to be succinct, organized, and have a purpose.

1.3.1

1.3.2 Ongoing training — especially around the purpose and purview of the board— is necessary to understand the board's role and how it can help County Council accomplish its goals for tourism in Los Alamos County.

1.3.3 Having quorum allows the board to achieve their goals. Due to the rules around board membership (most members are required to be in the tourism industry), staffing challenges at local hotels and attractions makes it difficult for LTAB members to attend all meetings.

1.3.4

1.3.5

2.0 Calendar Year 2026 Work Plan

2.1 List any special projects or assignments given to this Board/Commission by Council or the Department Director.

2.1.1

Continued oversight and reporting of Lodgers' Tax expenditures.

2.1.2

Complete review of the Year 7 Review of the Tourism Strategic Plan to determine what items have been addressed and in what capacity, and which items still need to be initiated. This review considers the County's abilities, capacities, and resources when making recommendations as to how to move forward.

2.1.3	Promote tourism, sponsor special events, and support community events, by enhancing amenities, utilizing indoor and outdoor facilities, and encouraging local business support and increasing capacity for overnight stays.
2.1.4	Work with DestinationiQ to grow, identify, and enhance tourism opportunities in Los Alamos County.
2.1.5	
2.2	List other projects and/or activities being proposed by this Board/Commission, in priority order.
2.2.1	Continue working to identify and evaluate potential projects and initiatives that can effectively increase visitor spending, extend visitor time spent in the community, and maximize the economic benefits of tourism/visitation for Los Alamos County. Included in this effort is the Year 7 Review of the Tourism Strategic Plan.
2.2.2	Work with DestinationiQ to grow, identify, and enhance tourism opportunities in Los Alamos County. Additionally, work with them so information regarding their efforts is easier to access by the public.
2.2.3	In working with DestinationiQ and the County, explore ways to highlight the small business community to visitors and increase their length of stay in Los Alamos County.
2.2.4	
2.2.5	
2.2.6	

2.3 List the guiding documents or plans used by this Board/Commission.

2.3.1

- Article II, Section 36-31, Los Alamos County Municipal Code
- 2019 Economic Vitality Action Plan
- 2018 Tourism Strategic Plan
- Plans created by Tourism Marketing Services Contractor DestinationiQ (to be delivered in January 2026)

Reference: <https://www.losalamosnm.us/Government/Departments-and-Divisions/Community-Development/Economic-Development/Economic-Vitality-Strategic-Plan>

3.0 Identify interfaces with County departments and/or other Boards/Commissions that are necessary to achieve this work plan.

3.1 County Council, County Manager's Office, Community Development Department, Community Services Department, and others as needed.

3.2 Interface with the Art in Public Places, Environmental Sustainability Board, Historic Preservation Advisory Board, Library Board, Parks and Recreation Board, Transportation Board, and Inclusivity Task Force.

3.3

3.4

3.5

4.0 List any special events this Board/Commission plans to participate in that will support this work plan.

4.1 N/A

4.2	
4.3	
4.4	
4.5	

5.0 List active Working Groups within this Board/Commission, if any, along with the purpose and member names of each one.

5.1	LTAB does not currently have any working groups. A working group tasked with exploring other tourism plans for areas similar in size and/or demographics to Los Alamos was discussed and created, but the Board was unable to assign a liaison to the group and it has not yet started its work.
5.2	
5.3	
5.4	
5.5	

Attachment A

Place an X in the column on the right if the Council priority is related to the work of the Board or Commission:

Quality Governance Quality governance is participatory, consensus-oriented, transparent, accountable, effective, efficient, and responsive to the present and future needs of stakeholders.	
Communication and Engagement	
Inform, engage, and solicit feedback from community members and affected parties, including boards and commissions, on County projects, policies, and priorities to promote a culture of open communication and collaboration to increase public participation.	X
Intergovernmental, Tribal, Regional Relations, and Partnerships	
Collaborate and problem-solve with the County's major employers; community partner organizations (local education, health care, and other organizations); neighboring Pueblos; and regional, state, and federal governmental entities.	X
Fiscal Stewardship	
Evaluate alternative methods and approaches for expenditures and investments, ensure transparency, and comply with applicable budgetary and financial regulatory standards and fiscal sustainability.	X
Operational Excellence Operational excellence involves having structures, processes, standards, and oversight in place to ensure that effective services are efficiently delivered within available resources and that services continuously improve to anticipate and meet future needs.	
Effective, Efficient, and Reliable Services	
Deliver customer-focused, accessible, reliable, and sustainable services to the community through collaborative decision-making, and efficient implementation.	
Infrastructure Asset Management	
Evaluate the County's assets and infrastructure to prioritize funding to first maintain and protect those investments and to second inform new investments.	
Employee Recruitment and Retention	
Attract and employ diverse and highly qualified staff, retain staff through development opportunities, equity and upskilling opportunities, and compensation and benefits, and promote staff to address increasingly complex challenges.	
Economic Vitality Economic vitality encompasses the ability of the community to diversify, develop, grow, and sustain the many elements necessary for a local economy to flourish.	
Housing	
Increase the capacity for new housing development and the amount and variety of housing types to meet the needs of a changing and growing population, particularly middle- and lower-income households.	
Local Business	
Encourage the retention of existing businesses, facilitate the startup of new businesses, and assist in opportunities for growth.	X
Downtown Revitalization	
Revitalize the downtown areas of Los Alamos and White Rock by facilitating and incentivizing development opportunities.	X
Educational, Arts, Cultural, and Historical Amenities	
Promote and enable educational, arts, cultural, and historical enrichment opportunities, in coordination with community partners, and provide for the preservation and restoration of historic buildings and the protection of archaeological sites.	X
Tourism and Special Events	

Promote tourism, sponsor special events, and support community events, by enhancing amenities, utilizing indoor and outdoor facilities, and encouraging local business support and increasing capacity for overnight stays.	X
Community Broadband	
Implement community broadband as a self-sustaining essential service that enables reliable high-speed Internet access throughout the County at competitive pricing.	
Quality of Life Quality of life is a reflection of general wellbeing and the degree to which community members are healthy, comfortable, welcomed, included, and able to enjoy the activities of daily living.	
Health, Wellbeing, and Social Services	
Expand access to behavioral, mental, and physical health and social services and amenities to address identified issues and promote wellbeing in the County and the region.	
Inclusion, Access, and Belonging	
Promote inclusion, access, and belonging through events and training, facility planning, and expanded opportunities and services for diverse needs and interests.	
Mobility	
Improve and expand access to, and provide disability accommodation for, alternative modes of travel including public transit, cycling, and walking amenities and services.	
Open Space, Parks, and Recreation	
Manage, maintain, and improve designated open spaces, parks and recreation facilities, trails, and amenities as defined by adopted plans and approved projects.	X
Public Safety	
Ensure overall community safety through proactive and sustained implementation of police, fire, hazard mitigation, and emergency response plans.	
Environmental Stewardship Environmental stewardship is the responsible use and protection of the natural environment through active participation in conservation efforts and sustainable practices in coordination with community and organizational partners.	
Natural Resource Protection	
Take actions to protect wildlife and wildlife habitat, safeguard water quality, and mitigate tree loss in the community.	
Water Conservation	
Reduce potable water use and increase non-potable water use and water harvesting for irrigation where suitable.	
Climate Action and Resiliency	
Implement the roadmap for reducing greenhouse gas emissions, achieving a carbon neutral energy supply, and increasing climate resilience.	
Waste Management	
Divert community waste from landfills through recycling, re-use, composting and waste reduction programs, and zero-waste campaigns.	



County of Los Alamos

Staff Report

January 13, 2026

Los Alamos, NM 87544
www.losalamosnm.us

Agenda No.: B.

Index (Council Goals):

Presenters: Ellyn Felton and Jennifer Olsen

Legislative File: 21079-26

Title

Discussion and Approval of 2026 Meeting Times

Recommended Action

Motion to Approve the Meeting Times.

Body

The Lodgers' Tax Advisory Board has historically met monthly on the third Tuesday from 12 to 1:30 p.m.; however, in calendar year 2025, quorum challenges resulted in only seven of the twelve scheduled meetings being held. It should be noted that in 2024, there were three meetings held and in 2023, only six meetings held due to lack of quorum. To address this issue, two alternative meeting schedules-a bimonthly option and a quarterly option-are attached for the Board's consideration. For context, several New Mexico municipalities meet bimonthly, including Ruidoso, Moriarty, Las Cruces, and Rio Rancho, while others such as Edgewood, Corrales, and Española meet quarterly, and Farmington meets once annually. Among counties, meeting frequency also varies, with Santa Fe County meeting monthly, Taos County meeting no more than six times per year, and Sierra County meeting quarterly. It should be noted the counties listed all offer grant programs. It is recommended the board discuss which schedule they feel is best based on the quantity of work of the board.

Attachments

A - LTAB Meeting Calendar Quarterly 2026

A - LTAB Meeting Calendar Bimonthly 2026

Lodger's Tax Advisory Board

Monthly Schedule 2026

All meetings will be held from 12 – 1:30 p.m. in the Los Alamos County Municipal Building.

January 13, 2026 (changed date due to scheduling)

April 21, 2026

July 21, 2026

October 20, 2026

Lodger's Tax Advisory Board

Bimonthly Schedule 2026

All meetings will be held from 12 – 1:30 p.m. in the Los Alamos County Municipal Building.

January 13, 2026 (changed due to scheduling)

March 17, 2026

May 19, 2026

July 21, 2026

September 15, 2026

November 17, 2026



County of Los Alamos

Staff Report

January 13, 2026

Los Alamos, NM 87544
www.losalamosnm.us

Agenda No.: C.

Index (Council Goals):

Presenters: Jennifer Olsen and Ellyn Felton

Legislative File: 21070-26

Title

Discussion of Boards & Commissions Terms

Body

At the November 13 Boards & Commissions Luncheon, one of the items Chair Cull discussed was Boards & Commissions term limits and how members felt about the current terms. Currently, Lodger's Tax Advisory Board terms are 36 months in length. The term limit is two terms. Please discuss this topic and if you feel there should be any changes made. Based on this discussion, Staff Liaison Felton will submit the Board's recommendations back to County staff.

Attachments

A - ARTICLE VI. LODGER'S TAX ADVISORY BOARD

ARTICLE VI. LODGER'S TAX ADVISORY BOARD

Sec. 8-101. Purpose.

A lodger's tax advisory board is established to advise the county manager and council on the expenditure of funds authorized by NMSA 1978, § 3-38-22 for advertising, publicizing and promoting tourist attractions and facilities in and around the county.

(Ord. No. 02-078, § 2, 10-3-2006; Ord. No. 02-256, § 17, 7-7-2015)

Sec. 8-102. Membership, terms and qualifications.

The lodger's tax advisory board is established and its members shall be appointed in accordance with NMSA 1978, § 3-38-22. Only the member representing the general public must be a resident of the county. The term of each member of the lodger's tax advisory board shall be three years beginning on December 2 and ending on December 1.

(Ord. No. 02-078, § 2, 10-3-2006)

Sec. 8-103. Duties and responsibilities.

The lodger's tax advisory board shall serve in an advisory capacity to the county council and shall have the following functions, responsibilities and duties:

- (1) Provide citizen input to staff and council on ways and means for improving the county's use of lodger's tax funds. For this purpose, the board shall gather public input in ways appropriate to the circumstances, which may include public hearings dedicated to specific topics.
- (2) Review and act upon all lodger's tax related matters submitted to the board by council.

(Ord. No. 02-078, § 2, 10-3-2006)

Secs. 8-104—8-140. Reserved.