

Goal	Top Action/Priority	Action Item	Responsible Party + Partners	Timing	Status	Reasoning
1.1		Meet with NPS Superintendents to develop marketing strategies and coordinate efforts.	LAC, NPS, marketing contractor	Quarterly	Continous	County staff have ongoing dialogue with the NPS and how we can help support their tourism efforts through articles, highlighting events, etc.
1.1	x	Fund and implement the Los Alamos Brand Action Plan. Implementation includes infusing the brandline: "where discoveries are made" into marketing efforts.	LAC, brand implementation contractor	2018	Completed	The Brand Identity Style Guide was created and is still being used. It is currently on Version 7, last updated in 2019.
1.1		Commission the creation of a promotional video to showcase "where discoveries are made" including: outdoor recreation, history, and science activities and events in Los Alamos.	LAC, media contractor	2019	Continous	Multiple promotional videos have been made over the years. These 15 videos can be found at <a href="https://www.youtube.com/@visitlosalamos80">https://www.youtube.com/@visitlosalamos80</a> and <a href="https://www.youtube.com/@losalamoscountynmeconomicdev">https://www.youtube.com/@losalamoscountynmeconomicdev</a> . With the 2025 NMTrue Grant, we will be making another video highlighting our outdoor recreation, history, and science activities. As a part of the NMTrue CoOp Grant in 2025 we will be creating another video.
1.1		Create a targeted marketing plan for attracting science enthusiasts to Los Alamos.	Marketing contractor or LAC	2020	Completed	This targeted plan included highlighting "Science is our Culture" in some of our promotional videos. Additionally, this included getting new video and photo assets to match. In addition, we have also highlighted science-focused attractions, such as the Bradbury Science Museum, Valles Caldera National Preserve, and Los Alamos Nature Center in our social media marketing and press releases. In addition, the "Oppenheimer" movie also helped put us more on the map with our science history.
1.1	x	Implement or contract work to improve the function and appeal of the visitlosalamos.org website and social media platforms.	Marketing contractor or LAC	2019	Completed	The website redesign went live in June 2024. Social media is continuously evolving but we are active on Facebook and Instagram, making plans each month for social media posts and utilizing stories.
1.1	x	Improve Los Alamos' presence within New Mexico True online opportunities by providing content and requested changes.	Marketing contractor or LAC	2018	Completed	Throughout the years, this has involved working with NMTrue to create articles and keep them up to date. Some of this is included with the grant package, while during the pandemic articles were created to help spread the word about tourism across the state. NMTrue works directly with Los Alamos County in efforts to promote tourism and ensure our list of events and businesses is up to date.
1.1	x	opportunities and develop content to provide to the New Mexico Department of Tourism.	Marketing contractor or LAC	2019-2021	Continous	Los Alamos County began participating in the NMTrue Partnership starting in 2019. This partnership continues to be active with yearly CoOp grants and other marketing and tourism initiatives.
1.1	x	Designate an "Atomic Trail" route and planned itinerary (starting at 109 East Palace in Santa Fe and terminating at Fuller Lodge, passing through other Los Alamos historic sites) to include on the New Mexico True website. Develop maps, imagery and descriptions to be used in marketing efforts. Refer to other NM trails in marketing packages	LAC, TWG, LAHS, NMT, marketing contractor	2019	Inactive	In a 2022 update to Council from the Tourism Implementation Task Force, it was noted that NMTD developed a New Mexico Science and Technology Trail, which includes museums and other experiences throughout the state, including Los Alamos' science-focused and Manhattan Project assets. It was noted in 2022 the Economic Development Division proposed to convene the asset/attraction members of the NM Science and Technology Trail at 2023 ScienceFest and work with the New Mexico Tourism Department to promote the trail. EDD also proposed to work with LACDC and other partners to promote the Atomic City Spy Tour and collaborate with partners in Santa Fe and Albuquerque to expand it to a statewide trail. In 2023 the Atomic City Spy Tour brochure was sunsetted, due to the materials being out of date, not maintained, and no longer available by LACDC. In 2023 the Atomic City Spy Tour was updated by Leslie Bucklin to become the Atomic Cities Spies resource brochure as an asset around the Oppenheimer movie release as a part of Project Oppenheimer. In addition, the History Museum offered an Espionage Tour to visitors for a time, but it is no longer offered.
1.1		Ensure good visibility with participation in Northern New Mexico Air Alliance.	LAC	2018	Inactive	As a part of this we were promoting Los Alamos through visual marketing in the airport and shared marketing on social media. These efforts were active approximately 2019-2020, as it was determined there were no longer deliverables that made the partnership viable.
1.1	x	Contact regional and national tour operators and travel agencies currently active in New Mexico to coordinate services to Los Alamos.	LAC or marketing contractor	Quarterly	Continous	This effort has been ongoing. Previously this task was incorporated into the scope of the County's contract with LACDC for Visitor Center Operations & Management, under "Event & Group Marketing" services. This is now a webpage that is often updated for what locations and options people have for catering in the community. Los Alamos County last met with regional guides in Spring 2025 and have reached out to some national operators with ideas of routes. We are currently waiting for the New Mexico Tourism Department to provide complete list of tour providers.

1.1		Ongoing contact with Santa Fe, Albuquerque and other regional hotel concierges.	LAC or marketing contractor	Quarterly	Continuous	Discover Los Alamos sends out weekly emails as well as a weekend email to highlight events happening in the community each week. As of January 2025, there was an estimated 300+ people on the email distribution list. In addition, a distributor contract Discover Los Alamos has distributes Adventure Guides to these locations in the region.
1.1		Contact Heritage Hotel and Resorts, or similar boutique hotel family of properties, to create marketing partnership, encouraging day trips from their properties to Los Alamos area attractions.	LAC	Quarterly	Inactive	Discussions were had with hotels in Santa Fe about creating a specific tour related to Atomic City history for a day trip. However, this never came to fruition. Barriers are unknown.
1.1		Encourage participation in Brand Action Plan Visitor Journey A2D training and provide promotional information at attractions and local businesses.	LAC, brand implementation contractor, hospitality industry	2018	Continuous	While we no longer use the A2D program, Discover Los Alamos' Ambassador Program continues to support these efforts. This program is a free training community members, businesses, and nonprofits can take advantage of to help better highlight our community.
1.1		Develop multi-day, themed packages for visitors to simplify their trip and combine discounts.	LAC or marketing contractor, hospitality and service industry	2018	Continuous	The History & Science Brochure was created and distributed from 2020 - 2022. It was determined this brochure was unpopular, so it stopped being published. The Homestead Brochure was also created in 2020 and was pulled from distribution in 2024 due to being unpopular. We are working to update the interpretive signage for the Homesteaders, as the current signage was taken down due to aging. The Oppenheimer Film Tour was released as a part of Project Oppenheimer and continues to be published due to its popularity. We also offer highlights of what to do based on topic or number of days at <a href="https://www.visitlosalamos.org/Plan-Your-Visit">https://www.visitlosalamos.org/Plan-Your-Visit</a> . We are currently exploring any discounts hotels might be able to offer larger groups of visitors, such as senior centers, etc.
1.1		Change the focus of marketing material creation from print to online. Inventory all marketing and promotional collateral to ensure consistent look and message.	LAC or marketing contractor	2018	Continuous	In 2020, the Los Alamos County Visitor Materials were updated to be a full suite of materials. The items were fully distributed in 2021 due to COVID-19. In 2023, the suite of items was a finalist for a New Mexico TopHAT Award. We now have over 22 kiosks in Los Alamos County and distribute Adventure Guides across the state and region. In 2025, all brochures have been reviewed and updated to ensure relevance and accuracy to help strengthen the support of local businesses. In addition, we also started expanding distribution of the Seasonal Activity Guides regionally to interested locations in 2024 in addition to offering it at booth events like Balloon Fiesta and the New Mexico State Fair. Aside from continuously reviewing what materials move the most, our brochures are also available at <a href="http://visitlosalamos.org">visitlosalamos.org</a> .
1.1		Coordinate with attractions and shuttle bus services to show Los Alamos promotional videos.	LAC or marketing contractor, attractions	2019	Continuous	In 2017 the County started running promotional videos on the Bandelier Buses and the Downtown Circular. This continued until approximately 2020, when the software and hardware required to run the videos became old and antiquated. The County Manager's Office is currently pursuing updated hardware and software to connect this to our existing digital signs and add this to four buses in 2025.
1.1		Market a "hotel packet" provided to hotels that includes a printed brochure/map of Los Alamos shopping and dining options.	Marketing contractor or LAC, Brand Action Plan Implementation	2019 with Quarterly Updates	Continuous	Through the help of Discover Los Alamos, we created a one page information sheet on dining hours. This is in addition to kiosks at our larger hotels in the County. For smaller bed and breakfasts, we work with them to determine what items from our suite they are interested in having for guests.
1.2		Determine a better location for the Los Alamos Visitor Center by evaluating the potential for sites to be utilized, and develop a conceptual design and management for the development or building renovation.	LAC	2019	In Progress	The Tourism Implementation Task Force developed criteria to evaluate potential new Visitor Center Locations. More than 20 different locations were identified as possible locations and using criteria five locations were visited and scored. The Task Force recommended to Council the relocation of the Visitor Center to the Community Building. The Los Alamos Visitor Center moved to the Community Building on April 17, 2019. Consideration for a more permanent location is on hold until the Manhattan Project Era Dormitory renovation and relocation of the MAPR-LA Visitor Center is complete.
1.2	x	Relocate the Los Alamos Visitor Center to a place better associated with visitor arrival and attractions. Develop construction/renovation and interior design plans and complete construction.	LAC	2020	In Progress	The Tourism Implementation Task Force developed criteria to evaluate potential new Visitor Center Locations. More than 20 different locations were identified as possible locations and using criteria five locations were visited and scored. The Task Force recommended to Council the relocation of the Visitor Center to the Community Building. The Los Alamos Visitor Center moved to the Community Building on April 17, 2019. Consideration for a more permanent location is on hold until the Manhattan Project Era Dormitory renovation and relocation of the MAPR-LA Visitor Center is complete.
1.2	x	Modernize the White Rock Visitor Center displays to be more interactive and experiential.	LAC	2020	Completed	A refresh was completed to the White Rock Visitor Center in Spring 2024. This included updating the interpretive panels, photographic and informational displays, décor, facility signage, regional information, and space organization.
1.2	x	Provide additional restrooms and vendor space at the White Rock Visitor Center, along with picnic and outdoor play facilities. Sell refreshments and logo/souvenir items.	LAC	2019	In Progress	Completed Phase 1 of the project with restrooms in 2025. Phase 2 with food truck pads is anticipated to begin in 2026. The County has not added an outdoor play facility or started selling items at the location.

1.2	x	Implement Fuller Lodge interpretation plan to enhance visitor experience.	LAC, LAHS	2018	Continuous	Since the completion of the Fuller Lodge Interpretive Plan, the Los Alamos Historical Society worked with the County and MainStreet to fund and produce the following interpretive exhibits: Free-Standing Interpretive Signs, Hotel Room Exhibit, and Oppenheimer Film Production Assets in the Pajarito Room and Ante room. A digital sign was added to the lobby for promotion information about the community, including a walk-through video of the lodge. The Plan is under review to determine any outstanding tasks.
1.2		Expand Fuller Lodge hours and provide a clear point of contact for information to better meet visitor needs.	LAC	2019	Completed	Fuller Lodge began opening seven days a week aside from County holidays in approximately 2023. In addition, staff are on-site and available during open hours. During weekends, the hours of staff members are limited.
1.2		Create an agreement to include the Los Alamos Scientific Laboratory National Historic Landmark District into the official boundaries of MPNHP.	LAC, NPS	2018	Continuous	As a "Partnership Park," discussions have been had with NPS regional staff and the superintendent of the park. This likely will be reassessed upon the updating of the Manhattan Project Era Dormitory.
1.2		Share transit information with visitors and coordinate transfer at the White Rock Visitor Center from the Bandelier shuttle to Los Alamos bus services.	LAC, ACT, NPS	2018	Continuous	A pilot project for weekend bus service between the White Rock Visitor Center and downtown Los Alamos was approved to begin in summer 2020, but due to COVID-19, this did not happen. Due to TSA imposing capacity constraints on public transportation nationwide, this reduced service and the ability to sustain an additional route. In summer 2021, TSA lifted capacity constraints in July, but it was too late in the season to hire and train employees to provide Bandelier Shuttle Services. Since the weekend service was tied to Bandelier Shuttle service, it too was suspended. ACT renewed a five-year cooperative agreement with Bandelier to provide Bandelier Shuttle services, 7 days a week, from mid-May to mid-October, as staffing allowed beginning in spring 2022. The agreement continued through summer 2024 with operations running only from the White Rock Visitor Center to Bandelier due to staffing. In 2025, the service was changed due to the needs of the National Park Service. Due to their limited staffing at Bandelier, it was determined the contract with ACT would only be for buses within Bandelier. As of 2025, the closest running shuttle to the White Rock Visitor Center is near Fire Station #3.
1.2		Increase capacity of the Bandelier shuttle to handle demand.	ACT, NPS	2020	Continuous	Bandelier has a long-standing issue with limited parking and visitor access to Frijoles Canyon, which was first formally identified in 1977. During the Park's busy season, visitors would often experience long waits for a parking space in the canyon. When parking spaces filled up in Frijoles Canyon, entrance station staff would stop cars from entering the Park until parking spaces became available. During these times, long lines of traffic would form at the Park's entrance station and sometimes backup onto NM4. Traffic and parking conditions were exasperated from impacts from two wildfires in the area-the Cerro Grande and Las Conchas forest fires. Starting June 2012 through October 2016, NPS and Bandelier engaged in a partnership with the County, via Atomic City Transit, to provide emergency visitor shuttle service from White Rock to Frijoles Canyon. Based on results of the 2012-2016 Bandelier shuttle program, and in consideration of long-standing parking and traffic concerns for Bandelier, the Park engaged in a transportation workshop in July of 2015 to consider options for long-term visitor access into Frijoles Canyon and to the Park. Through this workshop, and a subsequent Environmental Analysis, a shuttle service from White Rock to Frijoles Canyon through a partnership with the County, was approved by the Chief Financial Officer and Associate Director, Park Planning, Facilities, and Lands of the National Park Service on March 22, 2016. In 2025 due to changes in funding from the National Park Service, the shuttle service was changed to only be offered from within the park through an agreement with NPS and Los Alamos County.
1.2	x	Explore the feasibility of, and grant opportunities for, expansion of Atomic City Transit service to provide weekend service.	LAC, ACT	2019	Continuous	A pilot project for weekend bus service between the White Rock Visitor Center and downtown Los Alamos was approved to begin in summer 2020, but due to COVID-19, this did not happen. Due to TSA imposing capacity constraints on public transportation nationwide, this reduced service and the ability to sustain an additional route. In summer 2021, TSA lifted capacity constraints in July, but it was too late in the season to hire and train employees to provide Bandelier Shuttle Services. Since the weekend service was tied to Bandelier Shuttle service, it too was suspended. ACT renewed a five-year cooperative agreement with Bandelier to provide Bandelier Shuttle services, 7 days a week, from mid-May to mid-October, as staffing allowed beginning in spring 2022. The agreement continued through summer 2024 with operations running only from the White Rock Visitor Center to Bandelier due to staffing. In 2025, the service was changed due to the needs of the National Park Service. Due to their limited staffing at Bandelier, it was determined the contract with ACT would only be for buses within Bandelier. As of 2025, the closest running shuttle to the White Rock Visitor Center is near Fire Station #3.
1.2		Improve bus connectivity and extend trips from the three National Parks to downtown Los Alamos, White Rock and nearby outdoor recreation areas.	LAC, NPS	2020	In Progress	In 2024 there were conversations based on a study Bandelier National Monument did with how we could better connect shuttle services throughout the county to help with the visitor experience. As of 2025, the study is still ongoing.

## ATTACHMENT B

1.2	x	Fund and implement Wayfinding Plan Phase 1A for improved signage and visitor navigation.	LAC	2018-2019	In Progress	All signs that were a part of Phase 1 should be posted by the end of Summer 2025. The signs are being installed by Los Alamos County Public Works.
1.2		Fund and implement Wayfinding Plan Phase 1B.	LAC	2020-2021	In Progress	As of June 2025, we are working on determining a new kiosk design. In addition, we are looking at what parts of this might be able to be furnished in house vs. utilizing an outside vendor.
1.2		Create a walking tour app for downtown Los Alamos.	LAC	2019	In Progress	This is continuing to be explored. The County has had multiple conversations with other communities to see how they have used this and how effective the app was. This currently is on pause as we are trying to determine a potential audio component that might be added to the Los Alamos History Museum to ensure ADA compliance, as this could be a multipurpose effort with the County Manager's Office and Economic Development Division.
1.2		Improve visitor maps to highlight trails that best serve visitors, and provide connections to attractions and add information about the trails app.	LAC or marketing contractor	2019	Completed & Continuous	Themed maps for biking, hiking, historically significant, and family friendly trails throughout Los Alamos County were created in 2018 and 2019. These pamphlets continue to be used and are updated as needed. Large trailhead maps were completed and hung at all trailheads in 2023. The parks division is currently exploring updating their maps and brochures to improve visibility, ADA compliance, and industry best practices.
1.2		Provide a letter to NM DOT encouraging the paving completion of NM Highway 126 as part of the Jemez Mountain Trail National Scenic Byway.	LAC	2018	Pending	This initiative has not yet been responded to due to prioritization of other projects within Los Alamos County.