

Update on Council Strategic Goal: Economic Vitality

June 17, 2025

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.



Economic Vitality

- To create a thriving, vibrant community, Los Alamos must provide more and diverse housing options, must preserve housing for low- and moderate-income households, and help those most in need.
- Encourage the retention of existing businesses, facilitate the startup of new businesses, and assist in opportunities for business growth.
- Revitalize the downtown areas of Los Alamos and White Rock by facilitating and incentivizing development opportunities in accordance with the downtown master plans.
- 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.
- Sponsor special events, support major employer and community events, and promote tourism by enhancing amenities, utilizing indoor and outdoor facilities, and encouraging overnight stays.
- Implement community broadband as a self-sustaining essential service that enables reliable high-speed Internet access throughout the County at competitive pricing.

Housing and Special Projects

Goals

- Increase Organizational Capacity – Utilize local and regional public/private/Tribal partnerships.
- Housing Affordability – preserve and increase the stock of affordable housing.

Actions

- September 2024: Adoption of “Los Alamos Affordable Housing Plan”
- January 2025: New Affordable Housing Services contract with the SFCMT for Homebuyer and Rehabilitation programs.
- June 2025: Anticipated closing of 9th Street Apartments affordable housing deed restrictions $\leq 45\%$ AMI (87-studio affordable units)
- Pending Development Agreements:
 - Habitat for Humanity, 2400 Diamond Drive (One SFD affordable unit)
 - A-8-A redevelopment (359 affordable units)
 - 20th Street redevelopment (~300 units market rate units)

Housing and Special Projects

Goals

- Housing Development – facilitate and support housing diversity, new development, and increased density in appropriate districts.
- Funding and Resources – pursue expanding funding opportunities in support of a permanent Affordable Housing Fund.

Actions

- June/July 2025: Anticipated completion of North Mesa transportation and utilities analysis
- 2026 Budget guidance to dedicate ¼ cent GRT to “Housing Fund”
- Ongoing regional coordination with Santa Clara Pueblo, Buffalo Thunder/Pojoaque, the City/County of Santa Fe, and the City of Espanola
- RV Park site review

Housing Pipeline

Completed: 134 Units

- Canyon Walk Apartments - 70 multi-family affordable. Fully occupied*+
- The Bluffs Apartments 55+ affordable - 64 multi-family. Leasing *+

In Progress: 517 Units

- Sherwood Rounds – 29 units
- Homes At North Community - 44 units
Delayed
- The Hills Apartments - 149 multi-family
Estimated completion Q4 2025 *
- Mirador Subdivision - 161 units
106 Completed

*** County Partnership**
+ Affordable

Housing Pipeline

Planning Commission Approved: 676 Units

- Ponderosa Estates, Phase III - 48 units – Site Plan approved.
- Arbolada Subdivision - 85 units – Site Plan approved.
- Mirador Mixed-Use - 57 multi-family – Site Plan approved.*
- Cañada Bonita Apartments - 160 multi-family w/commercial – Site Plan approved.
- LA Center ("Mari-Mac") - 322 multi-family w/commercial – Site Plan approved.
- North Community 1, Lot 271 - 4 units - Site Plan approved.

Planning Commission Pending: 154 Units

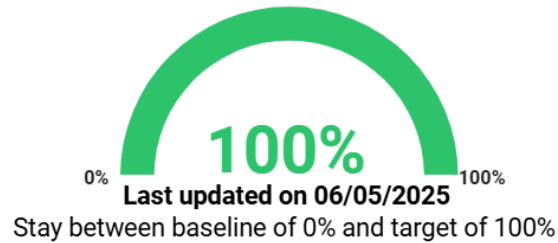
- 2201 Trinity Dr - 125 multi-family with commercial - Pending.
- Sherwood Rounds - 29 units - Sketch Plan approved.

Note: No Accessory Dwelling Unit (ADU) applications or issued permits

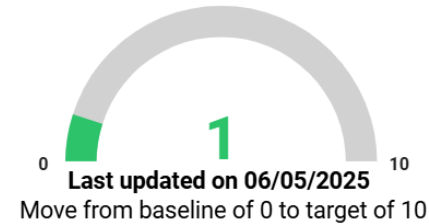
*** County Partnership
+ Affordable**

Housing Program Metrics

implement the Home Renewal and Home Buyer programs



continue the Home Renewal and Home Buyer programs and report use statistics annually



Local Business Engagement

- Engaged with local business owners and connect business needs with potential funding opportunities and support
- 103 New Businesses Registered
- 375 Renewed Business Registrations
- Generated monthly newsletter with resources for potential funding sources
- Created new topical rack cards with information on permitting, Business Registration, and Business Renewals
- Created Signs for Local Businesses on DP Road
- Offering pre-application meetings
- Created workshops around small business needs
- Creating a Business Directory
- Expanded Marketing for small businesses (Activity guide, updated Walk, Shop, Dine Map)
- Billboards

Business Retention & Expansion

- Created a topical checklist to gather data on business needs
- Consulted with business owners on signage programs/funding
- Outreach to site selectors
- Regional collaborations
- Presentations and tabling at Creative Industries, Women in Small Business, Business Coalition, Leadership Los Alamos, Santa Fe Business Expo

Workshops Planned for 2025

- MRA/Retail LEDA
- Business Regulations and Requirements
- Permits for Special Events
- Homebased Business
- Navigating Use Regulations

Downtown Revitalization

Goals

- Complete sign code updates to align with current planning & development standards
- Support redevelopment using the White Rock and Los Alamos Townsite Metropolitan Redevelopment Areas (MRAs), LEDA, and Public-Private Partnerships

Actions

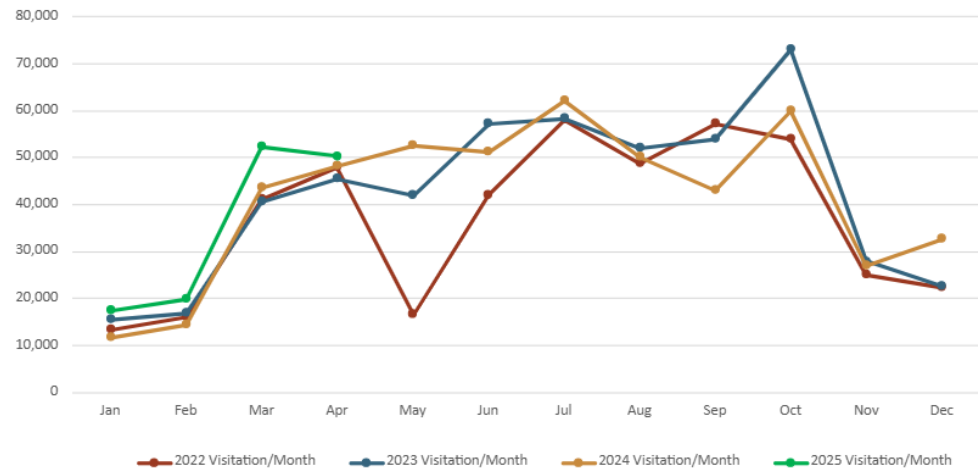
- End of 2025: Complete remaining sign code cleanup items
- Roll-out Retail LEDA in late July 2025
- Begin execution of Downtown East Los Alamos MRA plan in August
- Develop DP Road general commercial land use concept plan
- Finalize purchase of Longview property for roadway re-alignment

Tourism & Special Events

- Increase in visitation
 - 2025 is on pace for higher numbers since 2022
- Merging of Community Event Websites
- Collaborating with neighboring communities on events
 - Jemez Mtn. Trail Runs
 - Jemez Riders
 - Trail Guides

Visitation By Fiscal Year					
2019	2020	2021	2022	2023	2024 (est.)
455,191	306,185	231,565	392,455	224,183	250,000

Los Alamos County Visitation Year Over Year



Tourism



View website and
event calendar at
visitlosalamos.org

- Improve communication between tourism organizations & attractions
- Created tourism working group
- Consolidated Event Calendars in the county
- Exploring marketing activities for niche tourism markets (outdoor recreation, retirees, etc.)
- Connecting Regionally/Across the State:
 - New Mexico Hospitality Association Governor's Conference
 - Santa Fe Tour Guide Association Industry Day
- 2025 Adventure Guide (arrived June 12, 2025)
- NMTrue Grant Accepted for FY2026
- Influencers and social media



Lodgers' Tax Revenue

Fiscal Year	Amount
2018	\$309,015
2019	\$346,927
2020	\$301,724
2021	\$211,137
2022	\$345,048
2023	\$435,650
2024	\$480,166
2025 (YTD)	\$411,857

Educational, Arts, Cultural, and Historical Amenities

Los Alamos Historical Society

- Community-Focused Lectures
 - January 14: *"Growing Up in Los Alamos"*
 - February 11: *"The U-Cube"*
 - May 13: *"25th Anniversary of the Cerro Grande Fire"*
- Special Exhibits
 - March 17–30: *"Michnovicz: Life Through His Lens"*



Educational, Arts, Cultural, and Historical Amenities

Los Alamos Arts Council/ Fuller Lodge Art Center

- In/Motion Exhibit (Feb 21 – Mar 21)
- National Theater Live: *Hamlet* (Jan 23)
- Annual Kite Festival (Apr 26–27)
- Luca Ciarla Concert (Feb 7)
- Arts and Crafts (and Literature!) Festival (May 10–11)



Educational, Arts, Cultural, and Historical Amenities

Los Alamos Nature Center (PEEC)

- 25th Anniversary Celebrations
- Earth Day
- Wildlife Tracking Workshop
- Backcountry Film Festival
- Bear Fest (August 2025)



Educational, Arts, Cultural, and Historical Amenities

Los Alamos Public Library System

- New Library website launched
- Held adult and youth programs
 - Bernie Gurule talk on Santa Fe Indian School
 - Bilingual poetry reading and writing workshop
 - Author Deborah Jackson Taffa
 - Pajama party with First Born Los Alamos
- 29th Annual Los Alamos Photographers' Show opened in March and drew approx. 1,400 visitors
- Celebrated National Library Week with activities for both patrons and staff
- Concluded Seed Library Season 2 and Launched Season 3

ATTACHMENT A



Educational, Arts, Cultural, and Historical Amenities

New Mexico State Cooperative Extension Office

- Horticulture & Landscaping
 - Master Gardener Program
 - Junior Master Gardener Camp
- Fire Smart Landscaping Presentation
 - May 2025
- Food Preservation & Safety
 - Food Preservation Classes
- Family & Consumer Education
 - Home Economics Programs

Educational, Arts, Cultural, and Historical Amenities

Community Services Dept. Events

- **Los Alamos Summer Concert Series**
 - In FY25, the series will hold 15 concerts
 - Average attendance rate was 5,078 per concert in 2024
 - Attendance tracking data suggests the series draws people into town and into local eateries and brewpubs
- **"4th of July Spectacular" Event**
 - White Rock event in 2024 unveiled the first drone show to accompany the fireworks
 - Attendance of 11,700 people in 2024
 - 2025 event will be held at Ashley Pond Park with only a drone show, due to ongoing field updates at Overlook Park

Equestrian Events

- **Gymkhana**
 - June – August 2024: Held five events, including a kids-only day.
 - Spring/Early Summer 2025: Six events
 - Summer/Early Fall 2025: Four more plus a kids-only day
- **May 2025: Royalty Court**
 - Four competitors across all categories
- **Rodeo**
 - Hosted August 3 & 4, 2024, with rentable bleachers
 - 2024 event drew approx. 1,200 people
 - For 2025, CSD will again be renting bleachers for seating. New this year: The Recreation Division will accept credit cards for admission fees to the Rodeo.

Community Broadband

Broadband

- \$35 million project to deliver reliable, high-speed internet to Los Alamos and White Rock; Agreement with Bonfire Engineering approved in November 2024
- Project Timeline
 - Currently in Phase 1 design: high-level and low-level design underway. Design is anticipated to go to Council in March/April 2026
 - Construction window: 2026 - 2030 to complete buildout
- Customers can connect as construction progresses through their area

Community Broadband

Middle Mile

- San Ildefonso Pueblo is installing eleven miles of fiber to connect to the County's Community Broadband Network (CBN)
- County contributed ~\$2 million toward this project
- Trenching and conduit installation began along NM502 in May 2025
- County and the Pueblo are finalizing long-term operations agreement

Economic Vitality Related Projects

Projects	Actions
DP Road Phase II	Will to be completed by the end of June
NM-4 Crossing and Multi-Use Trail	Anticipated to begin in late 2025
Denver Steels Phase II	Begins construction late 2025
Wayfinding Signs	Ongoing
Women's Dormitory	Plan approved, 60% design documents in review
Little Theater	Asbestos abatement to begin in June
Jemez Mountain Fire Protection Project	First two phases are currently under construction
C-PACE Program	Ordinance is in effect and local training was held

Thank You

- Questions?