

## **Tourism Work Group**

### **Endorsement of Los Alamos Tourism Strategic Plan**

February 21, 2018

Los Alamos County Council  
Los Alamos, NM 87544

Dear Councilors:

We, the 20 volunteer members of the Tourism Work Group (TWG), are honored to provide unanimous endorsement of the Los Alamos Tourism Strategic Plan as developed and submitted to you by Design Workshop, Inc. in accordance with County Service Agreement AGR17-31. We do so as your steering committee chartered and appointed in May 2017 to provide input during the planning process and to ensure consideration of community interests and those of tourism stakeholders.

In addition to our endorsement, we urge your acceptance of the Plan for what it is – a strategic roadmap for proactive, focus-driven and phased efforts to build a coordinated tourism economy in Los Alamos County. This economy would not only provide the means to attract and welcome increasing numbers of tourists, visitors and guests but would, concurrently, provide benefits for our Los Alamos community.

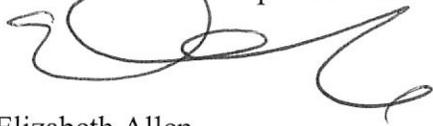
Furthermore, we urge the Council to commit to the timely implementation of the Plan with its four compelling focus areas as strategic drivers. Subject to the Council's implementation direction to the County Administration, we encourage expediency in implementing, as appropriate, the near-term priority actions guided by the five strategic priorities: (1) Increase lodging supply and options, (2) Modify tourism institutional structure, (3) Make marketing efforts more effective, (4) Enhance guest experiences, and (5) Improve community quality for residents, businesses and our Laboratory. Of initial importance in these near-term actions is the early formation of a Tourism Implementation Task Force to provide guidance and expertise to the Council and County staff on implementation issues.

In urging acceptance and implementation of the Plan, we commend you, our elected County officials, for your leadership and counsel in championing the crafting of this strategy for building a local tourism economy – an economy that will feature our spectacular natural setting; showcase our outdoor recreation, history and science; and provide compelling gateways to our three National Park entities. The Plan before you concludes eight months of consensus-based collaboration involving proven and innovative planners, skilled members of County staff, and involved community representatives spanning County advisory boards, action teams, National Park liaisons as well as our Tourism Work Group. The Plan also reflects multiple exchanges with you to assure understanding and alignment with County imperatives.

In closing, we are grateful for the opportunity to serve Los Alamos County in the development of this exciting and pragmatic Tourism Strategic Plan. We, as do you, look forward to its implementation and years of progress. We are also grateful for the leadership, patience and trust provided by Councilor Susan O'Leary in the enlightened chairing of our Working Group, County Manager's Assistant Linda Matteson in the astute and open managing of this project, and Design Workshop President Becky Zimmerman for delivery of an excellent product.

Respectfully,

Tourism Work Group Members:



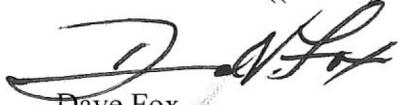
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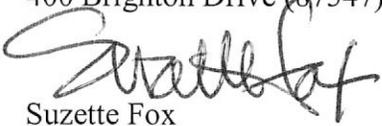
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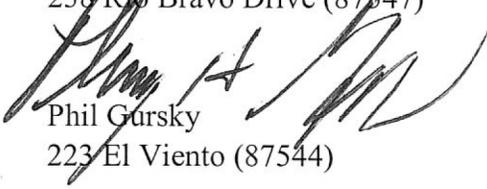
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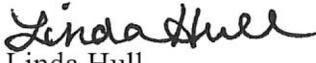
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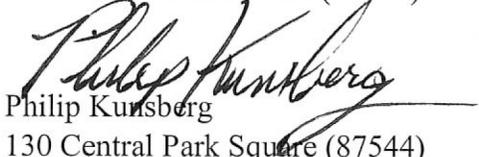
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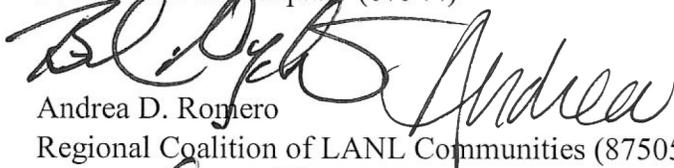
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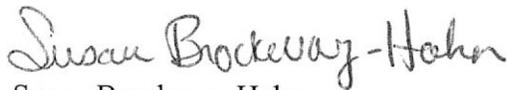
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