



LOS ALAMOS
COMMERCE AND DEVELOPMENT
CORPORATION

Q2 Updates

June 2025

Business Marketing & Resources



- **DP Road Business Promotion**
 - Promotion to support businesses impacted by construction
 - Awarding winners with Community Cash Cards in May and June
- **Coordination with Regional Development Corporation**
 - Connecting with regional tour operators, to bring to Los Alamos
 - Helping execute on REDI Plan; making connections
- **Launched Business 401(k) Program for Chamber Members**
 - More affordable option for businesses to be more competitive in hiring/retention
 - Currently ramping up marketing efforts/awareness
- **Finalized Details of New Regional Chamber Partnership**
 - Collaborating regionally with Espanola and Santa Fe Chambers on Membership opportunities for all three Chambers (discounted rate and with greater client potential)
 - Will be announcing this June 2025
- **Launched New Chamber Committee**
 - 6-person committee across a range of industries, advising on initiatives that will help small businesses
 - First meeting in June
- **Work Toward Forming Online Business Directory (aside from Chamber Directory)**
 - Coordinating efforts with Los Alamos County staff
 - Several meetings to discuss additional marketing outreach for small businesses



Support DP Rd Businesses!

During Continued Construction Disruptions



With Minimum \$25 Purchase, Enter to Win a \$50 Community Cash eGift Card

- 1** Make a minimum \$25 purchase at a DP Road business from May through June 2025.

Use your Community Cash eGift Card to pay at a participating DP Rd business & automatically be entered!
- 2** **OR** Submit your receipt to the LACDC Office, 190 Central Park Square, Los Alamos, within the Small Business Center. Purchase date, amount & location must all be visible.

Multiple Winners Per Month!

Shop eGift Cards Here



They Make Great Gifts!
Funds can be used at many other local businesses (more added every week).

<https://app.yiftee.com/gift-card/los-alamos>

***Ongoing communications/marketing support for small businesses (press releases, social media); support with property owners; crisis situations**

***Identifying mechanism to track these interactions/metrics**

ATTACHMENT B

Meetings & Initiatives with Partners

- **County Library: Coordination on Videos for Online Business Resource Hub**
 - Effort to extend resources from Libraries as Launchpads program and also the Business Accelerator
 - Filming with PAC 8
 - Created a script template
 - Connected business resources together for filming
- **County DPU & Adelante Consulting: C-PACE Property Owner Education Meeting**
 - LACDC promoted, individually invited property owners
 - 10 property owners attended; others were sent the recording
- **County Emergency Management: Coordinating/Promoting June Workshop**
 - Along with Chamber and MainStreet, to ensure businesses are prepared ahead of wildfire season
- **Council Working Group, NMEDD: Strategizing on Retail LEDA**
 - Retail LEDA process and application coordination
 - Conversations with Council Working Group, LACDC Board and NMEDD to help ensure application and process moving forward results in successful applications



NM C-PACE Program

Meetings & Initiatives with Partners

- **Regional Development Corporation: Hosted Business Round up Event at projectY cowork**
 - 11 attendees
 - Promoting RDC micro-grants
 - Also attended the RDC REDI Summit in Santa Fe in April
- **Leadership Los Alamos Economic Development Session**
 - Coordinated and led the schedule for the April session
 - Around 30 attendees
- **Los Alamos Business Coalition: Coordination Meetings**
 - Businesses & tourism, marketing
 - Other tools & strategies to support businesses
- **Los Alamos CDD: Merged VisitLosAlamos.org & FYILosAlamos.com for Better Marketing Opportunities**
 - One event calendar location
 - Informed participants to now submit through VisitLosAlamos.org/events



ONGOING SERIES

REGIONAL DEVELOPMENT CORPORATION

BUILDING ECONOMIC FUTURES IN NORTHERN NEW MEXICO
WWW.RDCNM.ORG

RDC IN LOS ALAMOS BUSINESS ROUND UP

LOS ALAMOS BUSINESSES—
Come and meet the RDC.
We've got the refreshments and appetizers!
Learn about our easy-to-apply-for funding programs and wide range of business support services.
Connect with the Los Alamos and surrounding area business community.

Wednesday, May 21, 5:00-6:30 pm
ProjectY, 150 Central Park Square, Los Alamos, NM 87544
RSVP & Info: richard@rdcnm.org

The RDC offers responsive business support, ongoing mentoring, and training, provides easily accessible funding opportunities, spearheads innovative employer-focused workforce initiatives, and works with community leaders to create opportunities and build capacity. We propel your business to success, and then we celebrate your success.

INVESTORS: TRIADA, LOS ALAMOS, NMDP, SANTA FE, CITY OF SANTA FE

MICRO RDC Grant

GROW YOUR BUSINESS

GRANTS UP TO \$3,000
MADE ON A COMPETITIVE BASIS
APPLICATION PERIOD: JUNE 2-30, 2025

ELIGIBILITY:

- For-profit business
- Headquartered in either Los Alamos, Mora, Rio Arriba, Northern Sandoval, San Miguel, Santa Fe, or Taos County
- In business for at least one year from opening date of the application
- Business license, CRS# and Business-only bank account

LEARN HOW:
INFORMATION SESSION: June 12, 11:00 am-NOON (online)
Highly recommended to submit the best possible application
Register: www.rdcnm.org/events-1

DETAILS:
www.rdcnm.org/microgrant-fund

REGIONAL DEVELOPMENT CORPORATION
Building Economic Futures in Northern New Mexico

WWW.RDCNM.ORG

INVESTORS: TRIADA, LOS ALAMOS, NMDP, SANTA FE, CITY OF SANTA FE

The Grant Application is a "TM" of the Economic Development Administration, used with permission.

Local Events Benefitting/Recognizing Business Community

- **ChamberFest and Chamber Business Awards**
 - 11 Awards distributed, based on community vote
 - 1 Award to a Community Partner of the Year, selected by the Chamber
 - 60+ Chamber businesses participating in June ChamberFest; still gathering metrics
- **Chamber Career Fair**
 - 30+ business participants
 - Changed timing, good feedback (later in the afternoon/evening)
 - Better quality candidates, according to business participants
- **Ongoing Chamber Events**
 - Coffee and Connections
 - Ribbon Cutting for Los Alamos Makers Relocation downtown
 - Business After Hours: KDCE, Holiday Inn Express & Suites
 - Business Breakfasts: Legislative Update from Rep. Chandler and Sen. Jaramillo to the business community, HR/Employee Handbook, Succession Planning, Visual Storytelling
- **MainStreet & Creative District Events & Initiatives**
 - Please refer to slides from June 10 presentation by Executive Director Jacquelyn Connolly



Additional Initiatives



- **Re-Launching Façade Loan Program**
- **Ensuring White Rock Businesses Feel Supported**
 - No Bandelier shuttles this season
- **Working on Updating LACDC Strategic Plan**
 - To align with local business needs/priorities, County priorities, regional priorities
 - Supporting the County's Economic Vitality Strategic Plan, particularly around [Local Business](#), [Downtown Revitalization](#), [Arts and Cultural Amenities](#).

Examples include, but are not limited to:

- Enhancing/raising awareness of the support system for local businesses
- Continuing to support growing and retaining existing businesses; includes prioritizing move-in/diverse range of property locations, leased vs. owned
- Growing retail and hospitality industries through the Business Accelerator, bringing more awareness to businesses through Online Directory and cohesive pedestrian-level wayfinding to complement the County's new street-level wayfinding
- Encouraging strategic relocation of businesses/orgs to open up land for housing, downtown revitalization
- Encouraging diversification of emerging industries through NM LEEP and other LANL programs that support entrepreneurship
- Creating dedicated resource pages online for Tour/Group Travel, Development Opportunities; proactively using them in outreach for tourism/development
- Looking at ways to build out Los Alamos Research Park for additional high-tech/laboratory infrastructure (private business) and possible Innovation Center/Incubator
- Updating the Creative District Master Plan to complement a broader Arts & Cultural Plan that enables our community to capitalize and promote all the cultural and hospitality resources located here
- Assisting as potential partner to the County in successful Retail LEDA applications
- Successfully complete MRA Plans, finalize application and process, and proactively identify opportunities and use it as a tool to facilitate the development we want to see in the community