



County of Los Alamos

1000 Central Avenue
Los Alamos, NM 87544

BCC Agenda - Final

Lodgers' Tax Advisory Board

Stacy Baker, Chair; Linda Deck, Vice-Chair; Matthew Allen; Katie Bruell; and Jack Marshall; members.

Tuesday, June 15, 2021

12:00 PM

Zoom. <https://zoom.us/j/93876914921>

Due to Covid-19 concerns, meeting will be conducted remotely.

LTAB Meeting, June 15, 2021 at 12:00 p.m.

You are invited to join at: <https://zoom.us/j/93876914921>

Or join by phone:

*US: +1 346 248 7799 or +1 669 900 9128 or +1 253 215 8782 or +1 312 626 6799 or
+1 646 558 8656 or +1 301 715 8592*

Webinar ID: 938 7691 4921

I. ADMINISTRATIVE ACTIONS

A. Call to Order/Introductions

B. Approval of Today's Agenda

C. Review/Approval of Meeting Minutes

1. [14409-21](#) Minutes from the Lodgers' Tax Advisory Board Meeting on May 18, 2021.

Presenters: Lodgers' Tax Advisory Board

Attachments: [A - FINAL DRAFT May 18 2021 Minutes](#)

D. Public Comment

II. NEW AND PENDING ITEMS/PROJECTS FOR POSSIBLE ACTION

A. 2021 LTAB Meetings

1. Attendance? In Person vs. Zoom?

2. FY22 Work Plan Goals Review

3. Presentations?

4. Trainings**B. New Projects****III. Monthly Reports****A. Councilor Report - Councilor David Reagor****B. Tourism Metrics****1. Tourism Marketing Report**

1. [14408-21](#) June Sunny505 Tourism Reports

Presenters: Lodgers' Tax Advisory Board

Attachments: [A - June 2021 Sunny505 Overview](#)
[B - June 2021 Activity Report](#)

2. Lodgers' Tax Revenue Report

1. [14426-21](#) Lodgers' Tax Revenue Report

Presenters: Lodgers' Tax Advisory Board

Attachments: [A - Lodger's Tax Revenue Report](#)

3. Visitation by Attraction/Visitor Centers**C. Tourism & Outdoor Recreation Industry Updates****1. NM Hospitality Association / NM Tourism Department****2. NM Outdoor Recreation Division****3. NM Economic Development Department****D. Tourism Implementation Task Force****E. Gateway 3 National Parks****1. Manhattan Project National Historical Park****2. Bandelier National Monument**

3. Valles Caldera National Preserve**F. Mainstreet/Creative District Report****1. White Rock Proposed Metropolitan Redevelopment Area (MRA)****2. ScienceFest 2021: Driven By Science****3. Tuesdays@thePond****G. County Updates****1. Community Development Department Projects/Updates**

- a. Lodgers' Tax Ordinance/Development Code Updates
- b. Downtown Master Planning
- c. Development Code Update Process
- d. Dark Skies Corridor Initiative/Consortium
- e. Food Trucks

2. Public Works Projects/Updates

- a. White Rock Visitor Center Restroom/Vendor Panel
- b. Urban Trail, Downtown Los Alamos

3. Community Services Department Update

- a. Parks, Recreation & Open Space
- b. Integrated Master Plan

H. Upcoming Tourism Events Calendar Updates**I. Other Announcements (All)****IV. NEXT MEETING(S)/FUTURE AGENDA ITEMS**

A. Next Meeting: Tuesday, July 20, 2021, 12-2 p.m. Via Zoom

B. LTAB Priorities/Agenda Items

V. 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.

**Lodgers' Tax Advisory Board
Draft Minutes May 18, 2021**

I. ADMINISTRATIVE ACTIONS

Members Present: Matthew Allen, Stacy Baker, Katie Bruell, Linda Deck, and Jack Marshall.

Council Liaison: David Reagor

Others Present: Kelly Stewart, Staff Liaison; Linda Matteson, CMO; Joanie Griffin, Sunny505; Melanie Pena, Discover Los Alamos; Dianne Marquez, PROS; Margaret Ambrosino, CDD; Barbara Lai, Administrative Support; and Perry Rutherford, IT.

Call to Order

Meeting called to order at 12:03 pm by Ms. Stewart.

Approval of Today's Agenda

Ms. Baker made a motion to approve the agenda. Ms. Bruell seconded the motion. The motion passed unanimously with a vote of 4-0.

Approval of Minutes

Ms. Deck made a motion to approve the minutes from April 20. Ms. Baker seconded the motion. The motion passed unanimously with a vote of 4-0.

Public Comment

No public comment.

II. NEW AND PENDING ITEMS/PROJECTS FOR POSSIBLE ACTION

The Board members decided to hold the June Board meeting at its original, scheduled date: June 15, 2021.

Elections: LTAB Chair and Vice Chair

Ms. Deck nominated Stacy Baker for Chair and Ms. Baker accepted the nomination. The Board approved the nomination by a vote of 5-0. Linda Deck self-nominated herself for Vice Chair. Ms. Bruell seconded the nomination and the Board approved the nomination unanimously by a vote of 5-0.

Approval of the Draft FY22 Work Plan

Ms. Stewart Kelly introduced the final draft of the FY22 LTAB Work Plan. Ms. Deck proposed edits to the document.

Ms. Deck moved approval of the Work Plan with edits, the motion was second by Ms. Bruell. The Board approved the Plan unanimously vote with a of 5-0.

New Projects

No new projects.

III. MONTHLY REPORTS

Councilor Report

No report.

B & C Liaison Reports

Ms. Bruell said that she attended the Board and Commission Luncheon last week and gave a summary of meeting presentations and discussion.

Ms. Matteson updated the Board on Council's decision to start their in-person meetings on June 8. As of now, there is no set date for Boards to start in-person meetings.

Tourism Metrics

Tourism Marketing Report

Ms. Griffin reported the status of their social media advertising which showed that the April numbers of followers are up considerably over March. She reported on the FY22 Cooperative Marketing Program Proposal, for which the, NM Tourism Department will fund 67% of the cost.

Ms. Stewart reported that the Marketing Services RPF is due on May 25.

Lodgers' Tax Revenue Report

Ms. Stewart reported that Lodgers' Tax revenues are down 49%, year over year.

Visitation by Attraction/Visitor Centers

Ms. Pena reported that both Visitor Centers have been busy. She also reported that the Manhattan Project National Historic Park office will be opening Memorial Day weekend. A welcome table will be placed outside the building to accommodate visitors.

Visitor Materials

Ms. Stewart presented a table with the list of locations where new and modified visitor information kiosks throughout the County.

Tourism Industry Updates

Ms. Stewart reported that she is participating in a virtual membership meeting hosted by the New Mexico Hospitality Association on Thursday (May 20).

She also stated that the New Mexico Tourism Department recently started advertising throughout the State.

Outdoor Recreation Initiative Update

Outdoor Recreation Work Group

The group has invited new outdoor recreation enthusiast to join the next meeting on Thursday (May 20) to discuss next steps to develop and promote Los Alamos' outdoor recreation assets. LTAB and the Tourism Implementation Task Force hosted a special joint meeting on April 9 for the public featuring a presentation from the New Mexico Outdoor Recreation Division's Manager Axie Navas who encouraged Los Alamos to increase its outdoor recreation programs.

NM Outdoor Recreation Division

The NM Outdoor Recreation Division will soon issue grant opportunities that support infrastructure (like trails) and equity projects from the Outdoor Recreation Division. Ms. Bruell said that PEEC is working on submitting a grant application for the equity grant for a program that benefits children living in Espanola Valley.

Tourism Implementation Task Force Report

Ms. Matteson reported that Council approved 3 of 4 budget options that the task force recommended: design of new restrooms and a vendor pad at White Rock Visitor center, a Lodgers' Tax ordinance/Short Term Rental study and development of a Community Services Department Integrated Master Plan. The proposed Tourism Manager position was not approved.

There are two other working groups on the task force focusing on event management and support and the Downtown Master Plan work group that are participating in the current Downtown Master Planning and Development Code Update projects.

Gateway 3 National Parks

Manhattan Project National Historical Park (MPNHP)

The MPNHP Visitor Center is planning to open its visitor center on Memorial Day weekend.

Bandelier National Monument

Ms. Matteson reported that Bandelier is conducting interviews for a permanent superintendent.

Valles Caldera National Preserve

Ms. Matteson displayed the new information signs for tourists.

MainStreet/Creative District Report

Ms. Stewart reported that ScienceFest will offer live programming throughout the week at 6:00 p.m. each night, either at Fuller Lodge or the Bathtub Row Brewery.

She also reported that the Creative District finalized plans for events for "Tuesdays at the Pond" which starts June 1.

Community Development Department Update

Dog Daycare Popup

Ms. Stewart reported that the Los Alamos Doggy Daycare, PhD has requested permission to open a doggy daycare at the White Rock Visitor Center during the high tourism season (mid-May through mid-Oct), so that visitors can leave their dogs in a safe place while they visit Bandelier, a National Park that does not allow pets. Also, another person has requested a license to start a hot dog vending business called "Oppenwieners," and he plans to vend as many events and locations as his schedule will allow.

Marriott

Ms. Ambrosino said the Marriott hotel and conference center project was approved by P & Z and hope to break ground later in the summer.

Lodgers' Tax Ordinance/Short Term Rental Study

Ms. Ambrosino said that the short-term rental study is budgeted at \$50,000 and the County will initiate the bid process for a contractor after July 1.

Downtown Master Plan/Redevelopment Planning

Ms. Stewart reported that LACDC's Los Alamos MainStreet and the New Mexico MainStreet will present an overview of the proposed Metropolitan Redevelopment District proposed for White Rock, including the designated boundaries and the opportunities at the May 18, 2021 Council meeting. A resolution will be submitted for Council approval at the June 8 Council meeting and, following a 10-day public comment period, Council will be asked to approve the ordinance to designate the MRA boundary. The deadline for comments from the public on the Downtown Master Plan is Thursday, May 24.

Development Code Update Process

Ms. Stewart reported that the consultant contract is with the County Attorney for review.

Dark Skies Corridor Initiative

Ms. Stewart reported that the Dark Skies Initiative will be addressed in the development code update.

Community Services Department Update

Dianne Marquez reported on the many recreational activities scheduled at the Golf Course and Aquatics Center for this summer.

Upcoming Tourism Events Calendar Updates

Ms. Deck reported that they are currently working toward a June 22 opening date for the Bradbury Science Museum pending approval from Lab officials.

PEEC is opening registration for summer camps that will start in June.

Mr. Marshall reported that the Hampton Inn was very busy in April and may return to pre-pandemic occupancy numbers in May.

Mr. Allen reported that the Pueblo Canyon Inn is very busy and they are starting to convert from the long-term stays that they booked through the pandemic to overnight/weekend leisure stays.

NEXT MEETING/FUTURE AGENDA ITEMS

The next meeting is scheduled for June 15, 2021, at 12:00 noon via ZOOM.

PUBLIC COMMENT

No public comment.

Ms. Stewart adjourned the meeting at 1:52 p.m.



June 2021 LTAB Report Overview (Stats and Reporting as of June 4, 2021)

Social Media

The page audience rose to 11,712 over 11,485 in May. Additionally, posts reached 111,067 Facebook users, up from 81,816 in May, and engagements rose from 7,611 to 12,629.

The Instagram account is experiencing steady growth with 20 new organic followers.

For May/June, top content included:

Scenic Overlooks

Pajarito Programs

History Museum Programs

Weird Street Names – Bathtub Row

Three National Parks

Public Relations

Sunny505 is preparing to supplement public relations efforts for ScienceFest and is also coordinating a virtual media tour for June.

Other

We applied for the New Mexico Tourism Department cooperative advertising program. If we receive full funding, we will receive \$103,000 of advertising at a cost to the County of only \$34,343.



May-June 2021 Report

Earned Media

Public Relations

News Headline	Outlet Name	News Circulation Audience	News Ad Value	PR Value	Date
FIVE THINGS TO DO THIS WEEKEND	New Mexico Magazine	150,000	\$1,391.25	\$13,912.50	6-May
Beloved 'Gatekeeper' Made Manhattan Project Work	Los Alamos Daily Post	40,422	\$374.91	\$3,749.14	7-May
Homeschool Families Invited On Virtual Field Trip May 25	Los Alamos Daily Post	40,422	\$374.91	\$3,749.14	8-May
Los Alamos History Museum Offers Virtual Field Trip May 25 For Homeschool Families	Los Alamos Reporter	28,646	\$265.69	\$2,656.92	8-May
Why Are National Parks Important? Environmental, Social, and Economic Benefits	Treehugger	3,012,507	\$27,941.00	\$279,410.02	14-May
The Best Place To Live on a \$100,000 Salary in Every State (White Rock)	Yahoo! Finance	66,401,641	\$615,875.22	\$6,158,752.20	17-May
Mountaineers: Features Llama Packing In Escalante Country	Los Alamos Daily Post	40,422	\$374.91	\$3,749.14	18-May
PEEC Is Throwing A Pollinator Party On Saturday	Los Alamos Reporter	28,646	\$265.69	\$2,656.92	19-May
Valles Caldera National Preserve basks in the glow of being named an International Dark Sky Park	Albuquerque Journal	307,827	\$2,855.10	\$28,550.95	20-May
Community Invited To PEEC Pollinator Party May 22	Los Alamos Daily Post	40,422	\$374.91	\$3,749.14	20-May
Los Alamos Mountaineers May 25 Virtual Event Features 'Llama Packing In The Escalante Country'	Los Alamos Reporter	28,646	\$265.69	\$2,656.92	22-May
Nature On Tap: Get Ready To Start An Outdoor Business!	Los Alamos Daily Post	40,422	\$374.91	\$3,749.14	22-May
Registration Open For PEEC Summer Camps And Clubs	Los Alamos Daily Post	40,422	\$374.91	\$3,749.14	24-May
Los Alamos Nature Center Adopts New Hours And No Mask Policy For vaccinated individuals beginning Tuesday June 1	Los Alamos Daily Post	40,422	\$374.91	\$3,749.14	26-May
Have An Adventure With PEEC This Summer!	Los Alamos Reporter	28,646	\$265.69	\$2,656.92	26-May
Wonderful places to celebrate indigenous American heritage (Bandelier)	MSN Travel	785,803	\$7,288.32	\$72,883.23	27-May
Los Alamos Creative District Announces Tuesdays At The Pond Summer Performance Line-Up	Los Alamos Daily Post	40,422	\$374.91	\$3,749.14	28-May
Nature Center Adopts New Hours And Mask Policy Starting June 1	Los Alamos Reporter	28,646	\$265.69	\$2,656.92	28-May
Totals		71,124,384	\$659,678.66	\$6,596,786.62	

*News Circulation Audience and News Ad Value is generated through Meltwater and SimilarWeb

*PR Value is determined by multiplying the News Ad Value by 10, this a public relations industry standard (which takes into account third party opinion values & strategic messaging).

*Note - In this report, we have compiled tourism-related mentions featuring Los Alamos and surrounding attractions that are likely to draw in visitors. From a tourism standpoint, not all local news may be included.

Additionally, we send and pitch at least one news release per month. While we get the news releases to outlets and reporters whose interests are in line with the subject matter and follow up with pitch calls to ensure they have received the release, as well as to pitch them on featuring Los Alamos, it is at the discretion of news rooms and news directors to determine which stories are picked up and placed in the news.

Social Media

Facebook

New Likes	Total Likes	Monthly Reach	Monthly Page View	Monthly Engagemen	Followers
243	11,712	111,067	245	12,629	11,916

Instagram

New Followers	Total Followers	Engagements	Reach
20	460	262	971

Likes: The number of new people who have liked your page in any given month.

Reach: The number of people who saw any of your Page posts.

Page Views: The number of times a Page's profile has been viewed by logged in and logged out people.

Monthly Engagements: The number of times people have engaged with your posts through likes, comments and shares.

Followers: The number of people who follow the page and receive updates in their newsfeed.

Instagram Engagements: The number of times people have engaged with your posts through likes and comments.

Los Alamos Co. Lodgers' Tax Revenue --Accrual Basis • 5 of 6 Collected for Apr 2021* • Reported to LAC May 2021 Presented in to LTAB May 18 2021

FY21	Mo. collected	Actuals	FY21	FY20	FY19	FY18	FY17	FY16	FY15	FY14	FY13	FY12	FY11	FY10	FY09	FY08
AUG	Jun	\$17,945	\$21,056	\$25,139	31,611	28,567	41,407	24,113	25,751	23,185	22,483	32,434	31,472	27,221	23,293	23,258
SEP	Jul	\$15,207	\$15,145	\$29,452	32,125	27,958	32,560	10,351	26,466	23,457	24,323	33,080	33,850	31,731	27,864	26,218
OCT	Aug	\$14,429	\$14,381	\$46,353	34,683	29,623	27,135	31,486	25,004	25,898	24,108	24,988	35,167	30,692	29,590	27,112
NOV	Sep	\$17,283	\$17,211	\$8,220	31,559	27,185	27,560	35,631	23,945	19,896	16,934	23,943	25,553	25,512	24,245	20,262
DEC	Oct	\$16,159	\$16,140	\$56,184	29,619	25,468	12,360	8,433	10,413	16,577	15,660	19,187	22,707	23,533	22,465	21,064
JAN	Nov	\$13,670	\$9,257	\$18,494	26,270	19,439	23,383	31,602	23,908	12,470	14,688	16,980	19,042	20,852	20,049	12,120
FEB	Dec	\$9,732	\$14,346	\$33,140	23,937	18,413	20,529	16,345	15,255	13,263	13,599	15,126	16,837	21,876	17,316	11,378
MAR	Jan	\$10,376	\$3,486	\$23,299	16,524	17,912	12,883	15,902	6,882	12,079	11,705	15,740	13,871	17,734	17,940	20,661
APR	Feb	\$11,994	\$18,795	\$21,410	30,467	20,146	21,127	17,934	16,051	11,494	12,071	16,562	13,557	20,597	19,644	10,873
MAY	Mar	\$15,260	\$15,438	\$18,733	15,973	27,355	11,581	14,809	13,514	13,237	14,266	12,921	18,142	21,736	19,072	17,381
JUN	Apr	\$16,675	\$16,675	\$5,213	29,635	25,972	30,421	18,709	25,713	15,143	14,790	18,097	19,538	20,915	21,864	22,636
JUL	May			\$9,727	40,858	29,610	23,974	28,667	26,945	19,570	17,924	22,483	22,887	25,754	24,248	22,181
TOTAL	FY20	\$158,731	\$161,931	\$295,365	343,261	297,647	284,920	253,981	239,847	206,270	202,552	251,542	272,623	288,152	267,589	235,144

*\$3,110.76 differential due to 6 late payments for FY20.

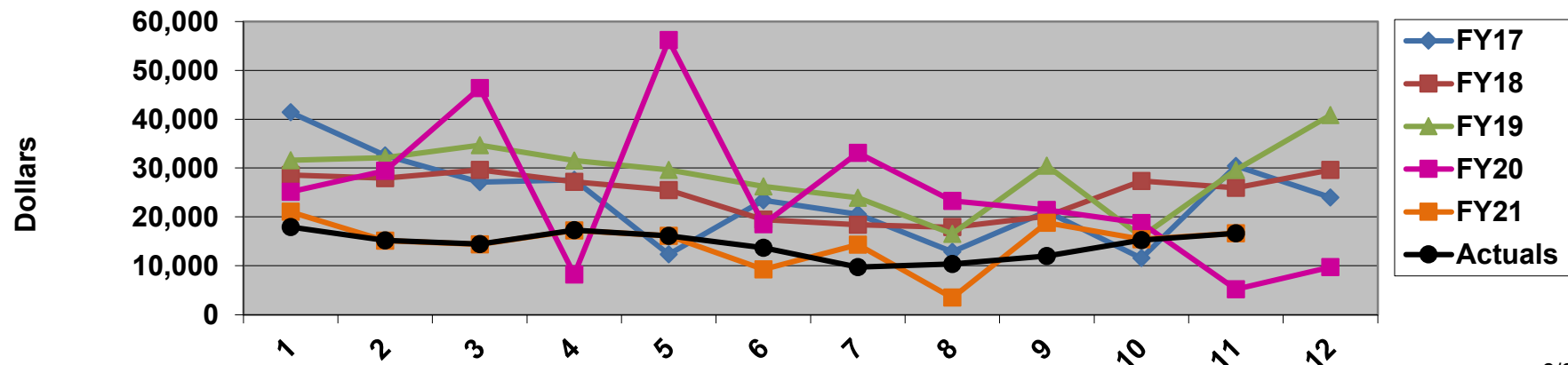
FY20ytd -43% -44% \$285,638 -14% 15% 4% 12% 6% 16% 2% -19% -8% -5% 8% 14%

*5 of 6 lodging establishments reporting

NOTE: Per the current NM Dept. of Health Public Health Order, "places of lodging" (hotels, motels, RV parks, and short-term rentals) that have completed the NM Safe Certified training may operate up to 100% of maximum occupancy. Uncertified lodging shall not operate more than 50% of maximum occupancy. Healthcare providers engaged in care to NM residents or individuals who are quarantining do not count toward occupancy.

Lodging Establishment	# Rooms	Suites	Totals
Canyon Inn	4	0	4
Comfort Inn & Suites	55	17	72
Hampton Inn & Suites	73	0	73
Holiday Inn Express & Suites	86	18	104
North Road Inn	10	0	10
Pueblo Canyon Inn	6	2	8
TOTAL RMS:			271

Los Alamos County Lodgers' Tax Revenue



6/9/2021