



# County of Los Alamos

1000 Central Avenue  
Los Alamos, NM 87544

## BCC Agenda - Final

### Lodgers' Tax Advisory Board

*Linda Deck, Vice-Chair; Matthew Allen; Katie Bruell; Julie Ruud,  
Members.*

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Tuesday, October 19, 2021

12:00 PM

Council Chambers

ZOOM <https://us06web.zoom.us/j/81116966137>

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*You are invited to a Zoom webinar.  
October 19, 2021 Lodgers Tax Advisory Board Meeting*

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*Webinar ID: 811 1696 6137*

## **I. ADMINISTRATIVE ACTIONS**

### ***A. Call to Order/Introductions***

### ***B. Approval of Today's Agenda***

### ***C. Review/Approval of Meeting Minutes***

[14608-21](#) Minutes from the Lodgers' Tax Advisory Board Meeting on June 15, 2021

**Presenters:** Lodgers' Tax Advisory Board

**Attachments:** [A - FINAL DRAFT Minutes June 15 2021](#)

### ***D. Public Comment for Items Not on the Agenda***

## **II. NEW AND PENDING ITEMS/PROJECTS FOR POSSIBLE ACTION**

### ***A. Welcome Julie Ruud, General Manager, Comfort Inn and Suites***

### ***B. Board Vacancy Status***

### ***C. Hybrid Meetings Format***

### ***D. Annual LTAB Presentation to Council - October 26***

*Vice-Chair, Linda Deck*

**E. FY22 Work Plan Goals Review**

[15021-21](#) FY22 Work Plan Goals Review

Attachments: [Final FY22 Lodgers' Tax Advisory Board Work Plan](#)

**F. New Projects?**

**III. PRESENTATION/DISCUSSION/Q&A:**

***Community Services Department (CSD) Projects Update***

Cory Styron, Los Alamos County CSD Director

**IV. MONTHLY REPORTS**

**A. Council Report-Councilor David Reagor**

**B. Tourism Metrics**

**1. Lodgers' Tax Revenue Report**

[14610-21](#) Lodgers' Tax Revenue Report

Presenters: Lodgers' Tax Advisory Board

Attachments: [A - Revenue Report May 2021 for Jul 20 2021 Mtg](#)  
[A - Revenue Report Aug 2021 for Oct 2021](#)

**2. Tourism Marketing Report**

[14609-21](#) Sunny505 Overview and Activity Reports

Presenters: Lodgers' Tax Advisory Board

Attachments: [A - Sunny505 Overview July](#)  
[B - Sunny505 June-July Report](#)  
[C - Sunny505 Overview August](#)  
[D - Sunny505 Jul-August Report](#)  
[E - Sunny505 Sept Overview](#)  
[F - Sunny505 Aug-September Report](#)  
[G - Sunny505 Oct Overview](#)  
[H - Sunny505 Sept - Oct Report](#)

**3. Website Analytics Kelly Stewart**

[15015-21](#) Website Analytics visitlosalamos.org

**Presenters:** Lodgers' Tax Advisory Board

**Attachments:** [A - Analytics Visitlosalamos.org Overview](#)

**4. Visitation by Attraction/Visitor Centers**

[14709-21](#) Visitation By Attraction and Visitor Centers Report

**Presenters:** Lodgers' Tax Advisory Board

**Attachments:** [A - Visitation Report June 2021](#)

[B - Visitation Report July through September 2021](#)

**5. Visitor Materials Distribution****C. County Projects/Updates****1. Tourism Strategic Plan Implementation (ED Funds)**

- a. Visitor Website Redevelopment
- b. Visitor Centers/Experience Refresh

**2. Community Services Department Update**

- a. Rec Division Monthly Report
- b. CSD Projects (See Item III)

**3. Community Development Department (CDD)**

- a. Downtown Master Planning
- b. Development Code Update Process (Chapter 18, Chapter 16)
- c. Mobile Food Vending Ordinance
- d. Short Term Rental Study

**4. Public Works Department (PW)**

- a. Urban Trail
- b. White Rock Visitor Center Restrooms and Vendor Pad Design

***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. *Farmers Markets*

***G. State/Regional Tourism & Outdoor Recreation Industry Updates Kelly Stewart***

- 1. *NM Hospitality Association / NM Tourism Department*
- 2. *NM Outdoor Recreation Division*
- 3. *NM Economic Development Department*

***H. Upcoming Events Calendar***

***I. Other Announcements (All)***

**V. NEXT MEETING(S)/FUTURE AGENDA ITEMS**

***Next Meeting: Tuesday, November 16, 2021, 12-2 p.m. Council Chambers and Via Zoom***

***LTAB Priorities/Agenda Items***

**VI. 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 June 15, 2021**

**I. ADMINISTRATIVE ACTIONS**

**Members Present:** Stacy Baker, Chair; Linda Deck, Vice Chair; Katie Bruell and Matthew Allen, Members.

**Council Liaison:** David Reagor

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

**Call to Order**

Virtual meeting called to order at 12:05 pm by Vice Chair Deck.

**Approval of Today's Agenda**

**Ms. Deck made a motion to approve the agenda. Ms. Bruell seconded. The motion passed unanimously.**

**Approval of Minutes**

**Ms. Deck made a motion to approve the minutes with corrections from May 18, 2021. Ms. Baker seconded. The motion passed unanimously.**

**Public Comment**

No public comment.

**II. NEW AND PENDING ITEMS/PROJECTS FOR POSSIBLE ACTION**

**2021 LTAB Meetings**

Ms. Matteson stated that, beginning July 6, Council will begin conducting hybrid meetings beginning July 6, with councilors and staff meeting in person in Council Chambers with a Zoom option for the public. She said that Council has requested that each of the County Boards and Commissions submit their preference for meeting in the future. The three options consist of hybrid (some combination of in person and Zoom), in person, and all Zoom.

LTAB members agreed on the hybrid option.

**FY22 Work Plan Final and Projects**

The Council Review Committee reviewed the LTAB FY22 Work Plan and had no changes. Council will vote to approve the work plans on June 29, 2021.

Ms. Bruell asked about the status of short-term lodging and does LTAB have a role to play? Ms. Stewart said that after July 1, CDD will hire a consultant to study all aspects required for collecting and tracking STRs and make a recommendation to CDD. She also said that there will be a public outreach process for everyone to participate.

The board also discussed the status of LACDC's Visitor Journey A2D training, the customer service training identified in the FY22 work plan to encourage attractions, businesses and residents to reach out and promote tourism experiences, including outdoor recreation activities. Ms. Pena reported that customer service training will be on hold until after the State is fully opened.

#### **New Projects**

No new projects to report.

### **III. MONTHLY REPORTS**

#### Councilor Report

Councilor Reagor said that the White Rock Metropolitan Redevelopment Area (MRA) district boundary was approved by Council. This will allow the County and Los Alamos MainStreet to pursue grant funding for downtown revitalization projects in the White Rock area of the Los Alamos MainStreet District. He noted the lack of restaurants in downtown White Rock.

Councilor Reagor said that the Longview Street area is being considered for housing. Ms. Baker questioned if housing was the best use of the area, suggesting a pedestrian gathering spot should be established on the Longview property. Ms. Baker also inquired about the definition of "affordable housing" and the concern that current housing development projects are not affordable for those working retail or on other workforce salaries.

At this point, Member Allen left the meeting and there was no longer a quorum. No further minutes are taken.



**LOS ALAMOS**

where discoveries are made

## **FY22 Work Plan for Los Alamos County Boards and Commissions**

**Fiscal Year 2022: July 1, 2021 – June 30, 2022)**

**Board and Commission Name: Lodgers' Tax Advisory Board**

**Date prepared: May 18, 2021**

**Date approved by Council: June 29, 2021**

**Prepared by: Kelly Stewart**

**This work plan will be accomplished in the following time frame: July 1, 2021 to June 30, 2022**

**Chairperson: Stacy Baker**

### **Members and terms:**

<b>Member</b>	<b>Start/End Dates</b>	<b>Term</b>
<b>Linda Deck</b>	<b>12/2/2019 – 12/1/2022</b>	<b>2</b>
<b>Katie Bruell</b>	<b>12/2/2018 – 12/1/2021</b>	<b>2</b>
<b>Stacy Baker</b>	<b>12/2/2018 – 12/1/2021</b>	<b>1</b>
<b>Jack Marshall</b>	<b>12/2/2019 – 12/1/2022</b>	<b>1</b>
<b>Matthew Allen</b>	<b>12/2/2017 – 12/1/2022</b>	<b>1</b>

**Department Director: Paul Andrus, Community Development Department**

**Work plan developed in collaboration with Department Director? (Y/N?) Y**

**Staff Liaison: Kelly Stewart**

**Administrative Support provided by: Barbara Lai**

**Council Liaison: David Reagor**

**Reviewed by Council Liaison Y**



**1.0 Provide a brief Summary of your Board or Commission’s activities over the past twelve months. Please describe your Board or Commission’s accomplishments and identify constraints. List any “lessons learned” and identify the greatest challenges faced by the Board or Commission.**

## **PRIORITY PROJECTS**

**A. Short-Term Rentals (a.k.a., “Alternative Lodging” like Airbnb, VRBO) to prepare Los Alamos to leverage the power of the growing short-term lodging industry under new laws and provisions, seeking best practices, policies and processes that benefit short-term rental participants and their lodgers, while generating Lodgers’ Tax revenues.**

- LTAB reviewed the new Lodgers’ Tax Handbook published by the New Mexico Hospitality Association, which clarifies policies and practices, and encourages consistent Lodgers’ Tax collection operations throughout the state.
- LTAB hosted presentations from TOURISM Santa Fe that has been managing the collection of Lodgers’ Tax from short-term rentals for the past decade, as well as the City of Roswell whose council approved an updated Lodgers’ Tax ordinance in August 2020 that allowed Lodgers’ Tax collection from short term rentals to be spent per state legislation passed in 2019 and 2020. County Staff Liaison relayed the information learned to the Community Development Department (CDD).

Although the short-term rental and Lodgers’ Tax ordinance update was originally scheduled to be addressed as part of CDD’s Downtown Redevelopment Master Plan and Development Code Update project initiated in fall 2020, it was decided to recommend and budget a separate study due to the complexity and fluid nature of the legislation’s interpretation, as well as the number of County departments impacted (e.g., CDD, Finance, Attorney’s Office).

- On April 26, 2021, Council approved the FY22 budget that include a \$50,000 budget option for a Lodgers’ Tax-Short-Term Rental Ordinance Study, a separate study that will be designed to update the Lodgers’ Tax ordinance and create a separate ordinance addressing policies regarding short-term rentals.

**B. Tourism Marketing Metrics (Identification, Collection, Analysis, Reporting, Application) to identify and apply metrics that accurately assess the performance and effectiveness of Los Alamos’ tourism marketing products and campaigns and inform tourism marketing content, media investments, and visitor services.**

- LTAB hosted a presentation by See Source, a company that provides subscriptions to visitor data. During most of FY21, both visitor centers and nearly all attractions were closed due to state emergency public health orders in response to COVID.
- Consequently, visitation data was collected but was minimal. The County’s financial reports showed an average 50% year-over-year decrease in Lodgers’ Tax accrued revenues during FY21. The County’s tourism marketing contractor (Griffin and Associates dba Sunny505) scaled back marketing efforts to public relations and social marketing designed to drive visitors to the website and links to virtual content.

- Finding a solution for collecting and managing data that informs the County's tourism marketing efforts and event planning is a priority for the County's economic development division in FY22.

**C. Hospitality Best Practices (e.g., customer service training) to research and recommend standards, best practices and feedback systems for the front-line managers of Los Alamos' hospitality industry.**

- The Visitor Journey A2D customer service/ambassador training for Los Alamos has been the tool selected and supported by LTAB to improve Los Alamos' hospitality services. The Los Alamos Commerce and Development Corporation (LACDC) obtained grant funding to develop the software tool via a grant. Discover Los Alamos (DLA, LACDC's meeting and visitor program) will promote and administer the A2D training.

Originally scheduled to launch in March 2020, DLA hosted a test training session with County and visitor center staff just before the COVID lockdown in mid-March 2020 and the program has been on hold ever since. LTAB members have asked LACDC to restart the program as soon as possible, beginning with front-line tourism and hospitality professionals. DLA has reported that they are waiting for the A2D consultant, Visitor Engagement Academy, to update the software and include COVID-Safe practices.

**D. Outdoor Recreation Tourism**

- This initiative was not identified as an LTAB priority at the outset of FY21, but came to the attention of LTAB via the County's Economic Development Division and Community Services Department who have actively participated with the New Mexico Economic Development Department's (NMEDD) new Outdoor Recreation Division and its efforts to develop an outdoor recreation economy for the state.
- LTAB's acting chair and liaison to the County's Tourism Implementation Task Force (Task Force) served on the Task Force's outdoor recreation work group, formed to learn about the County's current outdoor recreation development plans via CSD and the opportunities provided by the state that align with the outdoor recreation goals established in the Tourism Strategic Plan. At the February 16, 2021 meeting, LTAB hosted a presentation by new Los Alamos resident and new Task Force member Lindsay Mapes who shared her experience starting and operating outdoor recreation businesses in northern New Mexico.
- On April 9, LTAB hosted a special joint meeting with the Task Force featuring a presentation and discussion with NMEDD Outdoor Recreation Division Manager Axie Navas. Based on this research, LTAB submitted two letters of recommendation to Council regarding this issue: a March 23, 2021 letter of recommendation advising Council to direct County staff to conduct a strategic plan for developing an outdoor recreation economy; and an April 9, 2021 letter requesting that Council approve four budget options, including option 38, an Integrated Master Plan proposed by CSD that will include an inventory of outdoor recreation assets and services. Budget option 38 was approved as part of the County's FY22 budget on April 26, 2021.

## **E. LTAB Affiliated Projects**

- **Rural Pathways Project.** All New Mexico Tourism Department grant programs, including the Rural Pathways Project grant, were put on hold during the pandemic (mid-March 2020 through mid-April 2021).
- **Critical Plans Review.** As part of researching the priority projects above, LTAB members reviewed Council's Strategic Leadership Plan, the Tourism Strategic Plan, the Economic Vitality Strategic Plan and sections of the Comprehensive Plan developed by the County's Community Development Department (CDD). LTAB members also participated in CDD's Downtown Master Planning and Development Code public process.
- **Planning Calendar Functionality.** LTAB monitors and provides input regarding the content and functionality of the Los Alamos community's official community calendar, [fyilosamos.com](http://fyilosamos.com), to ensure it is updated, comprehensive and representative of all visitor-oriented events and programs. This is a work in progress. LACDC staff leads this effort to upgrade and improve accessibility for both event marketers and visitors.

## **ADMINISTRATIVE UPDATE**

- A. LTAB Meetings** – LTAB's scheduled monthly meetings from March through June 2020 were cancelled due to the public health orders issued by the state and the County due to the COVID-19 pandemic. LTAB began meeting virtually via Zoom on July 21, 2020, at which time it approved its FY21 work plan for Council.

## **B. LTAB Membership & Leadership**

- LTAB is mandated by state statute and County code to consist of only five members: 2 lodging representatives, 2 tourism attraction representatives and 1 public at-large representative.
- LTAB started 2020 with a full board, electing lodging representative Jacqueline Shen as Chair and reelecting tourism attraction representative Katie Bruell as Vice Chair.
- In July 2020, both lodging representatives resigned, and Katie Bruell took over as Acting Chair. In September, one of the lodging vacancies was filled with the new general manager from the Holiday Inn who was subsequently elected to Chair and Katie Bruell returned to Vice Chair.
- In December 2020, the lodging representative/chair resigned, leaving both lodging positions vacant; Katie Bruell returned to the acting chair position.
- On March 30, 2021, County Council appointed two lodging representatives to LTAB: Jack Marshall, general manager with the Hampton Inn and Suites in White Rock and Matthew Allen, owner/operator of the Pueblo Canyon Inn and Gallery in Los Alamos.
- On May 18, 2021, LTAB elected Stacy Baker (community at-large representative) as chair and Linda Deck (Bradbury Science Museum director and tourism attraction representative) as vice chair.

- C. **LTAB Workgroups** LTAB and the County Staff Liaison had planned to break into teams of two to focus on the priorities, specifically, Short Term Rentals, Hospitality Best Practices and Tourism Marketing Metrics. However, due to the pandemic, this effort was put on hold.
- D. **LTAB Subcommittee: Tourism Implementation Task Force** Recognizing the alignment and overlap between LTAB and the Task Force’s goals and projects, the long-term timeline of the Tourism Strategic Plan projects, and the temporary nature of the Task Force’s status (“ad hoc”), LTAB is working with County staff and the Task Force members to initiate the process of making the Task Force an official subcommittee of LTAB.
- E. **Training** No training occurred during since the February 2020 Robert’s Rules of Order session.

**2.0 Describe the future work plans for this Board or Commission using the following items and showing the relationship to those items: *(Please remember that Council approval of this work plan does not constitute official Council approval of proposed projects, assignments, or anticipated recommendations included in this work plan that have budget implications.)***

- A. **Short-Term Rentals** (a.k.a., “Alternative Lodging” like *Airbnb, VRBO*)  
Participate in County’s Lodgers’ Tax ordinance update and short-term rental study process, including outreach to the short-term renter community and community at-large. Monitor related activities of the New Mexico Tourism Department, New Mexico Taxation & Revenue Department, New Mexico Hospitality Association, local lodging establishments, local short-term rental community and short-term rental customers. Participate in all existing forums and recommend additional forums to capture feedback and recommend decisions.
- B. **Tourism Marketing Metrics** (*Identification, Collection, Analysis, Reporting, Application*) Work with County to develop a data plan that recommends data collection, analysis and reporting practices to produce metrics that will assist LTAB in assessing visitation and tourism effectiveness and making recommendations to the County/Council for improvements.
- C. **Hospitality Best Practices** Encourage launch of LACDC’s Visitor Journey A2D Training program, participate and monitor outreach, and provide feedback, including recommendations for additional topics. Visit each lodging establishment and establish regular contact with general managers to gather data (occupancy, average daily rate), recommend marketing and destination campaign efforts, and other collaborations.
- D. **Outdoor Recreation Economy Development & Marketing** Monitor New Mexico Outdoor Recreation Division (NMORD), Community Services Division, Tourism Implementation Task Force Outdoor Recreation Work Group and other related efforts to develop and market an outdoor recreation economy in Los Alamos via regular monthly reports, and special notifications/presentations, as needed.
- E. **Destination Development & Marketing Projects** Work with County staff to help identify, support and promote County and community-based projects and initiatives that enhance the visitor experience, including but not limited to: community pride/ambassador initiatives and campaigns; local business marketing assistance; Discoveries Action Team proposals (food trucks, micro-businesses); County projects (e.g., WAC dorm, MAPR exhibits); visitor-to-resident relocation services and campaigns.

- F. **Strategic County Projects** Review the County’s Economic Vitality Strategic Plan and Tourism Strategic Plan to identify goals and projects aligned with LTAB goals, then recommend actions and involvement. Projects already identified include: Wayfinding (Phase 1), Visitor Center Renovation Plan & Project, Visitor Materials Suite Production (i.e., Adventure Guide, History Guide, 24/7 Orientation Guide, All Streets Map, ack cards and web links).
- G. **New Mexico Tourism Department (NMTD) Programs & Grant Opportunities** Monitor and participate in NMTD’s tourism development and grant programs, particularly those that drive Bandelier visitors to Los Alamos townsite attractions and businesses.
- H. **Event Calendar Upgrade** Monitor and provide input to fyilosalamos.org (or replacement platform) to ensure it meets the needs of event marketers, community members and visitors.
- I. **Administrative Actions**
- **Board Elections.** Hold elections for LTAB chair and vice chair at May 18, 2021 LTAB meeting.
  - **Workgroup Assignments.** Reassess and reassign Board leads for specific projects.
  - **LTAB Subcommittee: Tourism Implementation Task Force.** Coordinate with Task Force re goals, projects and reporting at monthly LTAB meetings. Work with County staff to determine feasibility, timing and requirements for making the Task Force a subcommittee of LTAB in the future.
  - **Training.** Work with LTAB to identify training needs and opportunities, and coordinate with County staff to identify trainings and coordinate registration.

<b>2.1 List any special projects or assignments given to this Board or Commission by Council or the Department director:</b>
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**TBD**

<b>2.2 List the guiding documents/plans (with approval or revision dates listed) used by this Board or Commission.</b>
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- FY22 Tourism Marketing Services Marketing Plan (tourism marketing contractor)
- Lodgers’ Tax Fund Accrued and Actual Revenue reports (Los Alamos County Finance Department)
- P.R./Social Media Data reports (tourism marketing contractor)
- Visitor/Attraction Trends reports (visitor center contractor)
- Recreation Division monthly reports (Los Alamos County Community Services Department’s Parks, Recreation & Open Space Division)
- Reports from interactions with Arts In Public Places Board, Historic Preservation Board, Library Board, Parks and Recreation Board, Planning and Zoning Board, and Transportation Board
- Tourism Strategic Plan
- Wayfinding Plan
- Economic Vitality Strategic Plan (EVSP)
- Brand Action Plan
- Comprehensive Plan
- Downtown Redevelopment Master Plan & Development Code Update

- Community Services Integrated Master Plan

**2.3 Other projects/assignments proposed by the Board or Commission: (*Any projects or activities proposed in this section should be discussed with the Council Liaison prior to listing it in this work plan.*) To assist with Council review of the work plans, please list the B&C's proposed projects or assignments in priority order.**

- Explore reestablishment of the LTAB small project grant program (\$10,000-\$15,000), funded by Lodgers' Tax Revenues as an ongoing expense.

**3.0 Identify any interfaces for the goals/tasks in this work plan with County Departments and other Boards and Commissions. Specify the coordination required.**

- LTAB to identify the entities whose activities best inform LTAB's focus areas of Data Development, Short-Term (Alternative) Lodging Program and Hospitality Best Practices.
- LTAB will also seek regular briefings from County Departments, Boards and Commissions, and outside interests to inform the key focus areas.

**4.0 List any special public information or involvement meetings or efforts to be conducted by this Board or Commission:**

Of the LTAB goals, objectives and tactics listed under section 2.0 of this report, it is anticipated that the following action items will require some form of community outreach and involvement support from the County's Communications & Public Relations Office:

- **Short-Term Rentals/Lodgers Tax Ordinance Update Study** – while the RFP will require a public participation process as part of a \$50,000 study process to be initiated by CDD after July 1, 2021, additional CPR outreach may include press releases, e-newsletter mentions, digital/print ads, and surveys to notice public input opportunities.
- **Hospitality Best Practices** – LTAB may request PIO assistance in promoting and/or soliciting community participation in the Journey A2D customer service/ambassador training once it is launched by LACDC.
- **Destination Development & Marketing Projects** – Depending upon how County staff decides to proceed with pursuing assessment and development of community-sourced projects, LTAB may identify destination development projects that support LTAB goals that also require community vetting and engagement.

PIO to provide list of recommended public involvement services and associated costs to County staff liaison by June 15, 2021. County staff liaison to confirm estimated services and costs with PIO. County staff liaison to identify an available funding source by July 1, 2021. At the start of the planning process for a planned project, or following the proposal of an unanticipated project involving LTAB, the County staff liaison will coordinate with the PIO to determine need, level and cost for CPR support.

**5.0 List the current subcommittees for this Board or Commission.**

**5.1 For subcommittees with members that are not members of the parent board or commission:  
List the subcommittee members and their terms.  
Explain how sub- committee members are selected or appointed.  
Provide a description of each subcommittee’s charter or purpose.  
Describe the expected duration for the subcommittee and their work  
plan(s) demonstrating how they support the Board or Commission:**

- Explore incorporating the limited term, ad hoc Tourism Implementation Task Force as a subcommittee to the Lodgers’ Tax Advisory Board, or similar affiliation.

**Attachment A: Provide a copy of your Board or Commission’s “Purpose” and “Duties and Responsibilities” from Chapter 8 of the County Code:**

**Attachment B: Using the chart below, place an X in the column on the right if the Council Goal is related to the work of the LTAB Board or Commission:**

**Mark all that apply on the chart on the following page. (From 2021 Strategic Leadership Plan)**

## **ARTICLE VI. - LODGER'S TAX ADVISORY BOARD**

### **Sec. 8-101. Purpose**

A lodger's tax advisory board is established to advise the county manager and council on the expenditure of funds authorized by NMSA 1978, § 3-38-22 for advertising, publicizing and promoting tourist attractions and facilities in and around the county. (Ord. No. 02-078, § 2, 10-3-2006)

### **Sec. 8-102. Membership, terms and qualifications.**

The lodger's tax advisory board is established and its members shall be appointed in accordance with NMSA 1978, § 3-38-22. Only the member representing the general public must be a resident of the county. The term of each member of the lodger's tax advisory board shall be three years beginning on December 2 and ending on December 1. (Ord. No. 02-078, § 2, 10-3-2006)

### **Sec. 8-103. Duties and responsibilities. (Ord. No. 02-078, § 2, 10-3-2006)**

The lodger's tax advisory board shall serve in an advisory capacity to the county council and shall have the following functions, responsibilities and duties:

- 1) Provide citizen input to staff and council on ways and means for improving the county's use of lodger's tax funds. For this purpose, the board shall gather public input in ways appropriate to the circumstances, which may include public hearings dedicated to specific topics.
- 2) Review and act upon all lodgers' tax related matters submitted to the board by council.



### Council Goals and Priority Areas

Enhancing quality of life, economic vitality, environmental sustainability, and racial equity and inclusivity are overarching goals that will be components of all our efforts as we coordinate with Los Alamos National Laboratory and regional partners and plan for appropriate levels of County services.	
Enhancing Communication	
Enhancing communication with the public to promote transparency and strengthen trust in County government.	X
Increasing the Amount and Types of Housing Options	
This includes increasing the variety of housing options for all segments of the community, from affordable to new options for those interested in downsizing or moving closer to central areas of the community, and pursuing opportunities for utilization of vacant spaces to address these needs.	
Protecting, Maintaining, and Improving Our Open Spaces, Recreational, and Cultural Amenities	
Los Alamos County open spaces and cultural attractions are greatly valued by the community and provide opportunities for recreational and economic growth; appropriately allocating resources to ensure their health and sustainability is important to our citizens.	X
Enhancing Support and Opportunities for the Local Business Environment	
This includes appropriately supporting existing businesses, growing new businesses, supporting technology start-ups and spin-offs, and identifying opportunities for utilizing vacant space as a part of these efforts.	X
Supporting Social Services Improvement	
Behavioral, mental, and physical health and social services are important quality of life components; there are key areas where appropriate types and levels of County support could help address current needs	
Improving Access to High Quality Broadband	
Enabling reliable high-speed broadband service throughout the county by determining appropriate investments (e.g., conduct a community needs analysis, evaluate technical options).	
Investing in Infrastructure	
Appropriately balancing maintenance of existing infrastructure with new investments in county utilities, roads, trails, expanded transit options, facilities and amenities, which will help improve environmental stewardship, sustainability, and quality of life, while allowing for sustainable growth.	X

Los Alamos Co. Lodgers' Tax Revenue --Accrual Basis • 4 of 6 Collected for May 2021\* • Reported to LAC Jun 2021 Presented in to LTAB Jul 20 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	\$21,142	\$21,142	\$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	\$179,873	\$183,072	\$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.

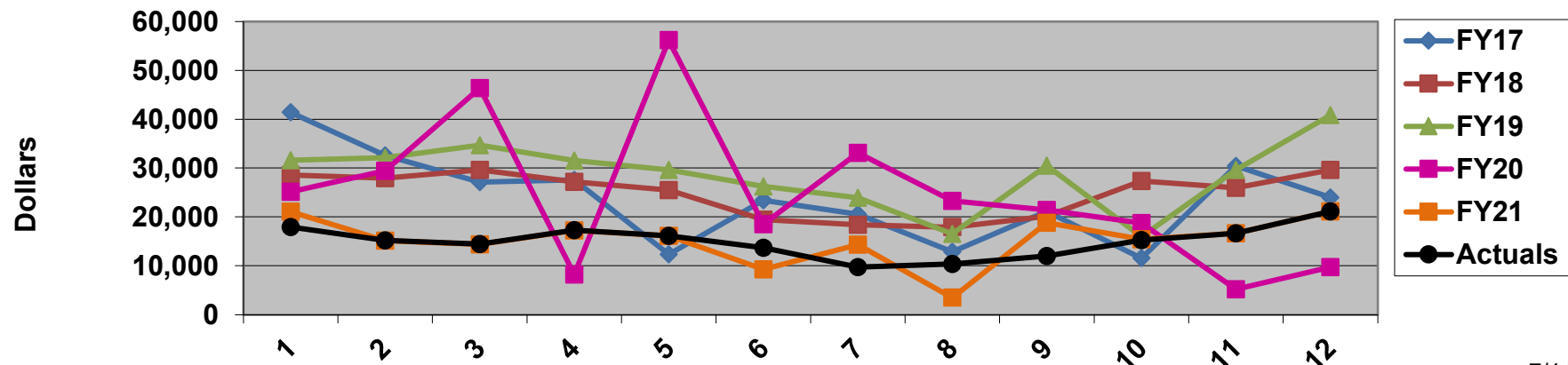
FY20ytd -38% -39% \$295,365 -14% 15% 4% 12% 6% 16% 2% -19% -8% -5% 8% 14%

\*4 of 6 lodging establishments reporting

NOTE: As of July 1, 2021, the NM Dept. of Health Public Health Order was lifted, allowing all "places of lodging" (hotels, motels, RV parks and short-term rentals) to operate up to 100% of maximum 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



7/14/2021



Los Alamos Co. Lodgers' Tax Revenue --Accrual Basis • 4 of 6 Collected for Aug 2021\* • Reported to LAC Sep 2021 Presented in to LTAB Oct 2021

FY21	Mo. collected	Actuals	FY22	FY21	FY20	FY19	FY18	FY17	FY16	FY15	FY14	FY13	FY12	FY11	FY10	FY09
AUG	Jun	\$24,725	\$25,015	\$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
SEP	Jul	\$31,033	\$32,734	\$15,478	\$29,452	32,125	27,958	32,560	10,351	26,466	23,457	24,323	33,080	33,850	31,731	27,864
OCT	Aug	\$32,090	\$32,090	\$14,714	\$46,353	34,683	29,623	27,135	31,486	25,004	25,898	24,108	24,988	35,167	30,692	29,590
NOV	Sep			\$17,544	\$8,220	31,559	27,185	27,560	35,631	23,945	19,896	16,934	23,943	25,553	25,512	24,245
DEC	Oct			\$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
JAN	Nov			\$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
FEB	Dec			\$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
MAR	Jan			\$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
APR	Feb			\$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
MAY	Mar			\$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
JUN	Apr			\$16,714	\$5,213	29,635	25,972	30,421	18,709	25,713	15,143	14,790	18,097	19,538	20,915	21,864
JUL	May			\$21,378	\$9,727	40,858	29,610	23,974	28,667	26,945	19,570	17,924	22,483	22,887	25,754	24,248
TOTAL	FY20	\$87,848	\$89,838	\$184,346	\$295,365	343,261	297,647	284,920	253,981	239,847	206,270	202,552	251,542	272,623	288,152	267,589

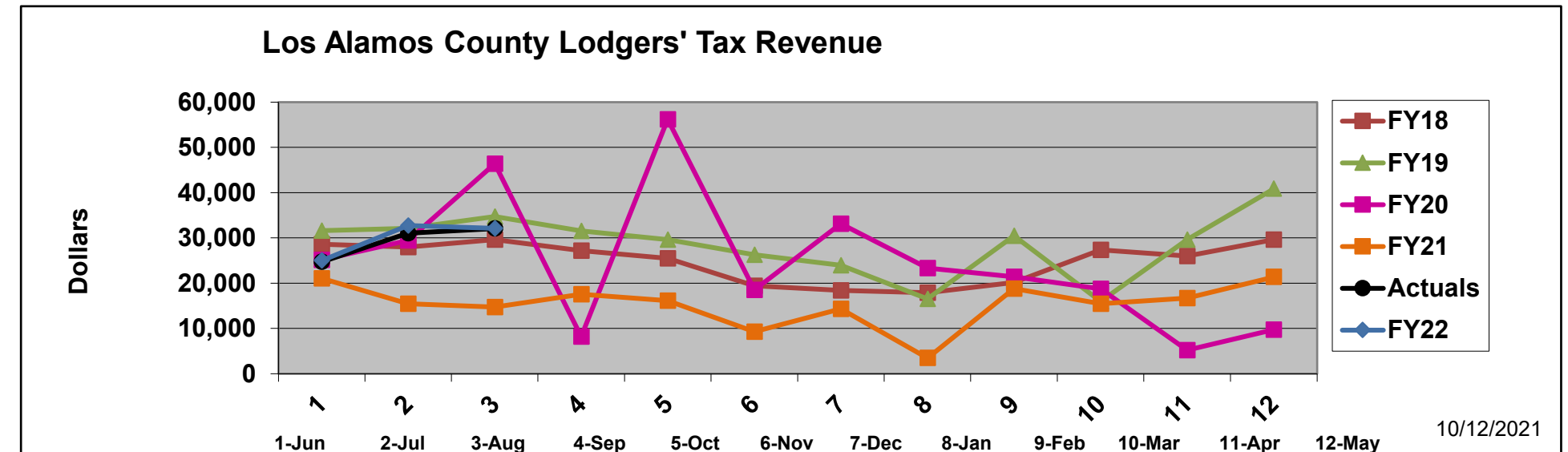
\*\$3,110.76 differential due to 6 late payments for FY20.

FY22ytd 75% 71% \$51,248 -14% 15% 4% 12% 6% 16% 2% -19% -8% -5% 8% 14%

\*NOTE: 4 of 6 lodging establishments reporting.

NOTE: As of July 1, 2021, the NM Dept. of Health Public Health Order was lifted, allowing all "places of lodging" (hotels, motels, RV parks and short-term rentals) to operate up to 100% of maximum occupancy.

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







## **July 2021 LTAB Report Overview (Stats and Reporting as of July 9, 2021)**

### **Social Media**

The Facebook page audience grew to 11,832, up from 11,712 in June. Additionally, posts reached 138,414, up from 111,067 in June, and engagements rose from 12,629 to 14,789.

The Instagram account is experiencing steady growth with 34 new organic followers. Content reached 3,230 social media users, up from 971 in June.

For June/July, top content included:

ScienceFest

Pig + Fig Award

Bandelier National Monument

### **Public Relations**

Over the past month, Sunny505 held a virtual media tour with participants from Chicago Tribune, NPR, Newsweek, Men's Journal, VICE, Wichita Eagle, AAA World, Little Family Adventure, New Mexico Magazine and NMTD. Sunny505 is engaged in follow-up with these reporters, as well as pitching the virtual tour to media unable to attend during the scheduled tour. Sunny505 also distributed the ScienceFest news release to a regional audience, resulting in coverage in the Albuquerque Journal, New Mexico Magazine, Yahoo! News, and Grant County Beat. Additionally, the TravelAwaits awards—which we sent out a news release on in April—have been announced with Los Alamos being listed on the Top 15 Friendliest Small Towns and Pig + Fig being recognized, as well.

### **Other**

We worked with staff to finalize the New Mexico True Cooperative Advertising Grant. Los Alamos County was awarded a grant of \$103,029. The county's contribution is only \$34,343. The grant will pay for:

- A one-day video & photo shoot
- 12-month social media amplification
- 6-month YouTube advertising
- 6-month Instagram advertising
- 6-month Facebook video advertising
- 2 New Mexico Magazine advertorials
- 2 ABQ the Magazine advertorials
- 6 weeks of billboard advertising in Albuquerque

#### Earned Media

Public Relations

News Headline	Outlet Name	News Circulation	News Ad Value	PR Value	Date
		Audience			
15 Friendliest Small Towns In The U.S.	TravelAwaits	3,805,295	\$35,294.11	\$352,941.11	5-Jun
Los Alamos Voted Among 15 Friendliest Small Towns In U.S.	Los Alamos Daily Post	40,422	\$374.91	\$3,749.14	5-Jun
Road Trip Stops In Every State You Need to Add to Your List	MSN Travel	785,803	\$7,288.32	\$72,883.23	10-Jun
Road Trip Stops In Every State You Need to Add to Your List	Yahoo!	29,967,624	\$277,949.71	\$2,779,497.13	10-Jun
15 Best Small Town Restaurants Across The U.S.	TravelAwaits	3,805,295	\$35,294.11	\$352,941.11	13-Jun
Bandelier National Monument Reopens Visitor Center, Announces Summer Ranger Prog	Los Alamos Reporter	28,646	\$265.69	\$2,656.92	15-Jun
For many, it's a rush to Bandelier, national parks	Yahoo! News	29,967,624	\$277,949.71	\$2,779,497.13	16-Jun
After year of isolation, adventure-seekers rush to Bandelier, national parks	Yahoo! News	29,967,624	\$277,949.71	\$2,779,497.13	17-Jun
After year of isolation, adventure-seekers rush to Bandelier, national parks	Santa Fe New Mexican	373,192	\$3,461.36	\$34,613.56	17-Jun
FIVE THINGS TO DO THIS WEEKEND	New Mexico Magazine	150,000	\$1,391.25	\$13,912.50	17-Jun
The Best Hidden Gem Destinations, According to RV Experts (Valles Caldera)	Cheapism	1,122,237	\$10,408.75	\$104,087.48	18-Jun
Seeking Participants For PEEC Electric Vehicle Show	Los Alamos Daily Post	40,422	\$374.91	\$3,749.14	26-Jun
Show Off Your Electric Car At July 10 Electric Vehicle Show	Los Alamos Reporter	28,646	\$265.69	\$2,656.92	26-Jun
Bandelier National Monument Announces Optional Weekend Shuttle To Begin July 3	Los Alamos Reporter	28,646	\$265.69	\$2,656.92	28-Jun
Bandelier: Optional Weekend Shuttle Begins Saturday	KKOB	4,609	\$42.75	\$427.48	28-Jun
Bandelier: Optional Weekend Shuttle Begins Saturday	Los Alamos Daily Post	40,422	\$374.91	\$3,749.14	28-Jun
Hybrid Los Alamos ScienceFest Set For July 6-11, 'Discovery Boxes' Available For Reserva	Los Alamos Reporter	28,646	\$265.69	\$2,656.92	28-Jun
Los Alamos ScienceFest 2021 Returns July 6-11 For Hybrid Event, 'Discovery Boxes' Availi	Los Alamos Daily Post	40,422	\$374.91	\$3,749.14	28-Jun
Discover Aha-Moments At Los Alamos ScienceFest Virtually Or In-Person ... Driven By Sci	Los Alamos Daily Post	40,422	\$374.91	\$3,749.14	29-Jun
Discover aHA-Moments at Los Alamos ScienceFest, July 6-11, Virtually or In-Person	Grant County Beat	27,092	\$251.28	\$2,512.78	29-Jun
U.S. News Ranks Healthiest Communities for 2021	U.S. News and World Report	38,477,915	\$356,882.66	\$3,568,826.62	29-Jun
ScienceFest Preschool Discovery Boxes Still Available For Reservation	Los Alamos Reporter	28,646	\$265.69	\$2,656.92	2-Jul
ScienceFest Discovery Boxes Ready For Pickup By Reservation Tuesday July 6	Los Alamos Daily Post	40,422	\$374.91	\$3,749.14	3-Jul
NASA's 'Lucy' mission featured at Los Alamos ScienceFest	Albuquerque Journal	307,827	\$2,855.10	\$28,550.95	4-Jul
NASA's 'Lucy' mission featured at Los Alamos ScienceFest	Yahoo! News	29,967,624	\$277,949.71	\$2,779,497.13	4-Jul
Los Alamos ScienceFest 2021 Underway And Runs Through July 11	Los Alamos Reporter	28,646	\$265.69	\$2,656.92	6-Jul
Los Alamos ScienceFest Kicks Off Tonight At Fuller Lodge With The Hill Stompers Followe	Los Alamos Reporter	28,646	\$265.69	\$2,656.92	6-Jul
Folk Rock Band Dusty Low Debuts Friday In Los Alamos Summer Concert Series Second L	Los Alamos Reporter	28,646	\$265.69	\$2,656.92	6-Jul
Los Alamos ScienceFest Kickoffs At Fuller Lodge With Hill Stompers This Evening	Los Alamos Daily Post	40,422	\$374.91	\$3,749.14	6-Jul
Folk Rock Band Dusty Low Debuts At Los Alamos Summer Concert Series Second Live Shc	Los Alamos Daily Post	40,422	\$374.91	\$3,749.14	6-Jul
Bradbury Science Museum Reopens In Time For ScienceFest	Los Alamos Daily Post	40,422	\$374.91	\$3,749.14	7-Jul
ScienceFest: COVID And Disease Modeling Panel And Screening Of 'Flubber' Slated For Tr	Los Alamos Reporter	28,646	\$265.69	\$2,656.92	7-Jul
County Council Proclaims July 6-11 As Los Alamos ScienceFest In Los Alamos County	Los Alamos Reporter	28,646	\$265.69	\$2,656.92	7-Jul
PEEC Is Celebrating ScienceFest With A Variety Of Events	Los Alamos Reporter	28,646	\$265.69	\$2,656.92	7-Jul
County Council Proclaims July 6-11 'ScienceFest Week'	Los Alamos Daily Post	40,422	\$374.91	\$3,749.14	7-Jul
Incredible ancient ruins in America	MSN Travel	785,803	\$7,288.32	\$72,883.23	7-Jul
Los Alamos ScienceFest: Exclusive Virgin Galactic Virtual Tour & Q&A; UbiQD CEO Talk &	Los Alamos Daily Post	40,422	\$374.91	\$3,749.14	8-Jul
ScienceFest : Exclusive Virgin Galactic Virtual Tour & Q&A With UbiQD CEO	Los Alamos Reporter	28,646	\$265.69	\$2,656.92	8-Jul
FIVE THINGS TO DO THIS WEEKEND	New Mexico Magazine	150,000	\$1,391.25	\$13,912.50	8-Jul
PEEC Celebrating 2021 ScienceFest Today And Saturday!	Los Alamos Daily Post	40,422	\$374.91	\$3,749.14	9-Jul
<b>Totals</b>		<b>170,494,380</b>	<b>\$1,581,335.37</b>	<b>\$15,813,353.75</b>	

\*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 and 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

#### Social Media

##### Facebook

New Likes	Total Likes	Monthly Reach	Monthly Page Views	Monthly Engagemen	Followers
150	11,832	138,414	641	14,789	12,043

##### Instagram

New Followers	Total Followers	Engagements	Reach
34	494	341	3,230

**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.



## **August 2021 LTAB Report Overview (Stats and Reporting as of August 6, 2021)**

### **Social Media**

The Facebook page audience grew to 11,983 up from 11,832, up from 11,712 in June. Additionally, followers increased to 12,198, up from 12,043.

The Instagram account is experiencing steady growth with 20 new organic followers. Interactions are up 29% compared to last month, with 400 engagements.

For June/July, top content included:

- Beer & Bands
- Overlooks
- Scenic Views

### **Public Relations**

Sunny505 is engaged in follow-up with reporters who attended the virtual media tour, as well as pitching the virtual tour to media unable to attend during the scheduled tour. Sunny505 is preparing an August news release for distribution.

### **Other**

The team was busy with the new New Mexico Tourism Cooperative Advertising Program. We wrote and placed an advertorial for New Mexico Magazine as well as ABQ the Magazine. We also edited and produced a YouTube ad buy as part of the advertising program, along with digital ads and billboards for the Albuquerque Metro area.

We also designed the New Mexico True Adventure Guide ad, featuring Bandelier National Monument.

We reserved and are preparing for a booth at EXPO New Mexico in September. Lastly, we wrote the first draft of the FY22 Tourism Marketing Plan.





## July–August 2021 Report

### Earned Media

#### Public Relations

News Headline	Outlet Name	News Circulation Audience	News Ad Value	PR Value	Date
Los Alamos ScienceFest Continues Through Sunday With Electric Vehicle Show And Other	Los Alamos Reporter	19,999	\$185.49	\$1,854.91	9-Jul
Los Alamos ScienceFest Continues With Electric Vehicle Show Saturday And Other Demos	Los Alamos Daily Post	40,435	\$375.03	\$3,750.35	9-Jul
Opinion: My Colorado story (mentions Bandelier and Los Alamos)	Colorado Springs Independent	38,876	\$360.57	\$3,605.75	9-Jul
Five Things to Do This Weekend in New Mexico	New Mexico	206,199	\$1,912.50	\$19,124.96	9-Jul
PEEC Celebrating 2021 ScienceFest Today And Saturday!	Los Alamos Daily Post	40,435	\$375.03	\$3,750.35	9-Jul
Amateur Naturalist: The World Of Small Canyons, Part 1	Los Alamos Daily Post	40,435	\$375.03	\$3,750.35	10-Jul
Pajarito Astronomers: Dark Night At Spirio Field Tonight	Los Alamos Daily Post	40,435	\$375.03	\$3,750.35	10-Jul
Explore Pollinators And Gardening At The Nature Center Wednesday	Los Alamos Reporter	19,999	\$185.49	\$1,854.91	13-Jul
Explore Pollinators & Gardening At Nature Center July 14	Los Alamos Daily Post	40,435	\$375.03	\$3,750.35	13-Jul
Explore The Current Status Of UFO Investigations At Friday's PEEC Astronomy Talk	Los Alamos Reporter	19,999	\$185.49	\$1,854.91	14-Jul
PEEC: Explore The Current Status Of UFO Investigations At Astronomy Talk With Rick Wal	Los Alamos Daily Post	40,435	\$375.03	\$3,750.35	15-Jul
Los Alamos Ranch School was as an outdoor sanctuary for young men before housing the	ABQJournal Online	556,168	\$5,158.46	\$51,584.58	17-Jul
Elaine D. Briseño: Los Alamos Ranch School was as an outdoor sanctuary for young men b	Yahoo news	66,088,198	\$612,968.04	\$6,129,680.36	18-Jul
Meet Goats And Rattlesnakes At Nature Center Wednesday!	Los Alamos Daily Post	40,435	\$375.03	\$3,750.35	20-Jul
Meet Goats And See Rattlesnakes At The Nature Center During Wednesday's Summer Fa	Los Alamos Reporter	19,999	\$185.49	\$1,854.91	20-Jul
15 Top-Rated Tourist Attractions in New Mexico	PlanetWare	267,741	\$2,483.30	\$24,832.98	26-Jul
Register Now For PEEC's August Camps	Los Alamos Reporter	19,999	\$185.49	\$1,854.91	26-Jul
Bandelier boasts bountiful wildflower bloom, thanks to rain	Midland Daily News	110,279	\$1,022.84	\$10,228.38	27-Jul
Bandelier boasts bountiful wildflower bloom, thanks to rain	Houston Chronicle	2,170,383	\$20,130.30	\$201,303.02	27-Jul
Bandelier boasts bountiful wildflower bloom, thanks to rain	SFGate	18,841,773	\$174,757.44	\$1,747,574.45	27-Jul
Bandelier boasts bountiful wildflower bloom, thanks to rain	The Argus-Press	29,660	\$275.10	\$2,750.97	27-Jul
Bandelier boasts bountiful wildflower bloom, thanks to rain	The Middletown Press	146,779	\$1,361.38	\$13,613.75	27-Jul
Bandelier boasts bountiful wildflower bloom, thanks to rain	Greenwich Time	185,170	\$1,717.45	\$17,174.52	27-Jul
Bandelier boasts bountiful wildflower bloom, thanks to rain	San Antonio Express-News	1,422,623	\$13,194.83	\$131,948.28	27-Jul
Bandelier boasts bountiful wildflower bloom, thanks to rain	Chron.com	17,110,102	\$158,696.20	\$1,586,961.96	27-Jul
Bandelier boasts bountiful wildflower bloom, thanks to rain	MyPlainview.com	53,344	\$494.77	\$4,947.66	27-Jul
Bandelier boasts bountiful wildflower bloom, thanks to rain	AP (Hosted)	310,605	\$2,880.86	\$28,808.61	27-Jul
Bandelier boasts bountiful wildflower bloom, thanks to rain	The Titusville Herald	33,441	\$310.17	\$3,101.65	27-Jul
Bandelier boasts bountiful wildflower bloom, thanks to rain	The Telegraph	176,241	\$1,634.64	\$16,346.35	27-Jul
Bandelier boasts bountiful wildflower bloom, thanks to rain	Midland Reporter Telegram	108,493	\$1,006.27	\$10,062.73	27-Jul
Bandelier boasts bountiful wildflower bloom, thanks to rain	Beaumont Enterprise	97,547	\$904.75	\$9,047.48	27-Jul
PEEC Hosts Week Full Of Events	Los Alamos Daily Post	40,435	\$375.03	\$3,750.35	27-Jul
Bandelier boasts bountiful wildflower bloom, thanks to rain	The Register Citizen	51,504	\$477.70	\$4,777.00	27-Jul
Bandelier boasts bountiful wildflower bloom, thanks to rain	New Haven Register	363,422	\$3,370.74	\$33,707.39	27-Jul
Bandelier boasts bountiful wildflower bloom, thanks to rain	Krqe.com	872,175	\$8,089.42	\$80,894.23	27-Jul
Pajarito Mountain Presents Beer & Bands Saturday Aug. 7	Los Alamos Daily Post	40,435	\$375.03	\$3,750.35	28-Jul
You Can Actually Go See The Cabin From Longmire	Looper	15,967,417	\$148,097.79	\$1,480,977.93	29-Jul
The Most Famous Invention from Every State	Reader's Digest	8,074,575	\$74,891.68	\$748,916.83	29-Jul
Registration Opens For PEEC's Weeklong Summer Camps	Los Alamos Daily Post	40,435	\$375.03	\$3,750.35	29-Jul
Seize the last days of summer	The Santa Fe New Mexican	333,689	\$3,094.97	\$30,949.65	29-Jul
The Best Road Trip Stops in Every State	Yahoo! Lifestyle (US)	11,480,374	\$106,480.47	\$1,064,804.69	30-Jul
PEEC Seeks Help Testing Updated Los Alamos Trails App	Los Alamos Daily Post	40,435	\$375.03	\$3,750.35	30-Jul
Bandelier in bloom	ABQJournal Online	556,168	\$5,158.46	\$51,584.58	31-Jul
Bandelier Announces Two Fee-Free Days in August	News Radio 770	4,826	\$44.76	\$447.61	1-Aug
Bandelier National Monument offering two free days in August	Krqe.com	872,175	\$8,089.42	\$80,894.23	1-Aug
Gearing Up	The Santa Fe Reporter	83,882	\$778.01	\$7,780.06	3-Aug
<b>Totals</b>		<b>147,158,609</b>	<b>\$1,364,896.10</b>	<b>\$13,648,960.98</b>	

\*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 and 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 Views	Monthly Engagements	Followers
194	11,983	19,976	240	1,386	12,198

#### Instagram

New Followers	Total Followers	Engagements	Reach
20	514	400	607

**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.



## **September 2021 LTAB Report Overview (Stats and Reporting as of September 10, 2021)**

### **Social Media**

The Facebook page audience grew from 11,983 to 12,149. Additionally, followers increased from 12,198, up from 12,367. Engagements rose from 1,368 to 2,095, and reach almost doubled, from 19,976 up to 36,180.

The Instagram account is experiencing steady growth with 32 new organic followers. Interactions rose from 400 in the previous month to 2,835.

For August/September, top content included:

Bear Festival

Three National Parks

Scenic views

### **Public Relations**

Sunny505 distributed and pitched the Bear Festival release, resulting in coverage on KRQE and in the Albuquerque Journal. For the month of September, Sunny505 is coordinating with Kelly for upcoming news releases.

### **Other**

We continued working closely with the New Mexico Tourism department on developing ads and coordinating for an October video/photo shoot.



## August–September 2021 Report

### Earned Media

Public Relations

News Headline	Outlet Name	Circulation Au	News Ad Value	PR Value	Date
Dark Sky Program At Spirio Field In White Rock Tonight!	Los Alamos Daily Post	40,435	\$375.03	\$3,750.35	7-Aug
A State-by-State Guide to the Best Road Trip Stops (Bandelier)	Yahoo! Lifestyle (US)	13,667,226	\$126,763.52	\$1,267,635.21	9-Aug
Council Proclaims August 2021 Bear Month In Los Alamos	Los Alamos Daily Post	40,435	\$375.03	\$3,750.35	13-Aug
Dedication Of Lizard Art Sculptures At Nature Center Aug. 28	Los Alamos Daily Post	40,435	\$375.03	\$3,750.35	13-Aug
PEEC Hosts Annual Bear Festival At Nature Center Aug. 28	Los Alamos Daily Post	40,435	\$375.03	\$3,750.35	13-Aug
Scenes From 2021 Summer Arts & Crafts And County Fairs	Los Alamos Daily Post	40,435	\$375.03	\$3,750.35	15-Aug
Eat Like A Bear On Friday, Aug. 27 At The Los Alamos Nature Center	Los Alamos Reporter	19,999	\$185.49	\$1,854.91	19-Aug
PEEC: Eat Like A Bear At Los Alamos Nature Center Aug. 27	Los Alamos Daily Post	40,435	\$375.03	\$3,750.35	20-Aug
Los Alamos Bear Festival celebrates local wildlife	ABQJournal Online	535,431	\$4,966.12	\$49,661.23	21-Aug
PEEC's Annual Bear Festival Is Saturday	Los Alamos Reporter	19,999	\$185.49	\$1,854.91	23-Aug
Pajarito Environmental Education Center hosts annual Bear Festival	Krqe.com	904,097	\$8,385.50	\$83,855.00	24-Aug
Ribbon-Cutting For 'Lizard' Sculptures By Richard Swenson Held Saturday At Los Alamos	Los Alamos Reporter	19,999	\$185.49	\$1,854.91	28-Aug
Lots To See At Annual Bear Festival Saturday At Los Alamos Nature Center	Los Alamos Reporter	19,999	\$185.49	\$1,854.91	29-Aug
Scenes From Art Dedication At Los Alamos Nature Center	Los Alamos Daily Post	40,435	\$375.03	\$3,750.35	30-Aug
What every state is best known for	Yahoo news	68,148,531	\$632,077.63	\$6,320,776.25	30-Aug
Scenes From 2021 Bear Fest At Los Alamos Nature Center	Los Alamos Daily Post	40,435	\$375.03	\$3,750.35	30-Aug
Get Outside This Fall With PEEC's After-School Clubs!	Los Alamos Reporter	19,999	\$185.49	\$1,854.91	2-Sep
Sunday's Party At Pajarito Enduro Race Draws 130+ Cyclists	Los Alamos Reporter	19,999	\$185.49	\$1,854.91	6-Sep
Pajarito Mountain Celebrates Labor Day Hosting Forearm Fatiguing Enduro Style Race O	Los Alamos Daily Post	40,435	\$375.03	\$3,750.35	8-Sep
<b>Totals</b>		<b>83,739,194</b>	<b>\$776,681.02</b>	<b>\$7,766,810.24</b>	

\*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 and 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

### Social Media

#### Facebook

New Likes	Total Likes	Monthly Reach	Monthly Page Views	Monthly Engagements	Followers
163	12,149	36,180	325	2,095	12,367
New Followers	Total Followers	Engagements	Reach		
32	546	2,835	607		

**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.



## **October 2021 LTAB Report Overview (Stats and Reporting as of October 8, 2021)**

### **Social Media**

The Facebook page audience grew from 12,149 to 12,347. Additionally, followers increased from 12,367 to 12,564. Engagements rose from 2,095 to 3,829, and content reach was 66,914, up from 36,180 in September.

The Instagram account is experiencing steady growth with 30 new organic followers. Reach increased significantly, due to a mix of paid and organic content to 40,846.

For September/October, top content included:  
Fall Colors/Balloon Fiesta Visitors  
Three National Parks  
Adventures of a Mathematician Premiere

### **Public Relations**

In October, Sunny505 sent news releases on fall colors and the premiere of Adventures with a Mathematician, resulting in coverage in Los Alamos and Santa Fe. Sunny505 is currently working with Kelly on finalizing a news release on dining and drinking experiences in Los Alamos, as well as a Halloweekend release.

### **Other**

Sunny505 in conjunction with Kelly Stewart are working with the NM Tourism Department to coordinate a photo and video shoot on October 12<sup>th</sup>. We also designed and placed fall New Mexico True advertisements. In addition, we ran a digital online campaign promoting fall visits.



## September–October 2021 Report

### Earned Media

#### Public Relations

News Headline	Outlet Name	News Circulation		News Ad Value	PR Value	Date
		Audience				
Pajarito Astronomers Dark Sky Event Tonight At Spirio Field In White Rock	Los Alamos Reporter	19,429		\$180.20	\$1,802.04	10-Sep
Road Trip Stops in Every State You Need to Add to Your List	Yahoo! Lifestyle (US)	14,452,249		\$134,044.61	\$1,340,446.09	15-Sep
History On Tap Online: A Brief History Of Valles Caldera National Preserve	Los Alamos Reporter	19,429		\$180.20	\$1,802.04	16-Sep
Historical Society Presents Exclusive Behind-The-Scenes Talk On 'Adventures Of A Mathematician' With Writer/Director And Producer	Los Alamos Reporter	19,429		\$180.20	\$1,802.04	17-Sep
Los Alamos Historical Society Presents Behind-The-Scenes Talk About Film Based On Stan Ulam Autobiography	Los Alamos Daily Post	40,435		\$375.03	\$3,750.35	18-Sep
County: Experience Exclusive Premier Of Adventures Of A Mathematician And Q&A With Filmmakers In Los Alamos	Los Alamos Daily Post	40,435		\$375.03	\$3,750.35	23-Sep
County: Experience Exclusive Premiere Of Adventures Of A Mathematician And Q&A With Filmmakers In Los Alamos	NewsBreak	860,000		\$7,976.50	\$79,765.00	23-Sep
Los Alamos: Stunning Fall Colors, Three National Parks	Los Alamos Daily Post	40,435		\$375.03	\$3,750.35	24-Sep
Movie Premier of Adventures of a Mathematician plus Q&A with Filmmakers	Santa Fe Reporter	60,000		\$556.50	\$5,565.00	27-Sep
County Launches Public Art Collection Website	Los Alamos Daily Post	40,435		\$375.03	\$3,750.35	28-Sep
Screening Of 'Adventures Of A Mathematician' Moves To Fuller Lodge Tonight	Los Alamos Daily Post	40,435		\$375.03	\$3,750.35	30-Sep
Dark Sky Program At Spirio Field In White Rock Tonight!	Los Alamos Daily Post	40,435		\$375.03	\$3,750.35	2-Oct
Explore The World Of Bats This Thursday Evening With PEEC	Los Alamos Reporter	19,429		\$180.20	\$1,802.04	5-Oct
PEEC: Explore The Exciting World Of Bats Thursday	Los Alamos Daily Post	40,435		\$375.03	\$3,750.35	6-Oct
<b>Totals</b>		<b>15,733,010</b>		<b>\$145,923.67</b>	<b>\$1,459,236.68</b>	

\*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 and 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	Monthly	Followers
			Views	Engagements	
218	12,347	66,914	275	3,829	12,564
New Followers	Total Followers	Engagements	Reach		
30	576	1,104	40,846		

**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.

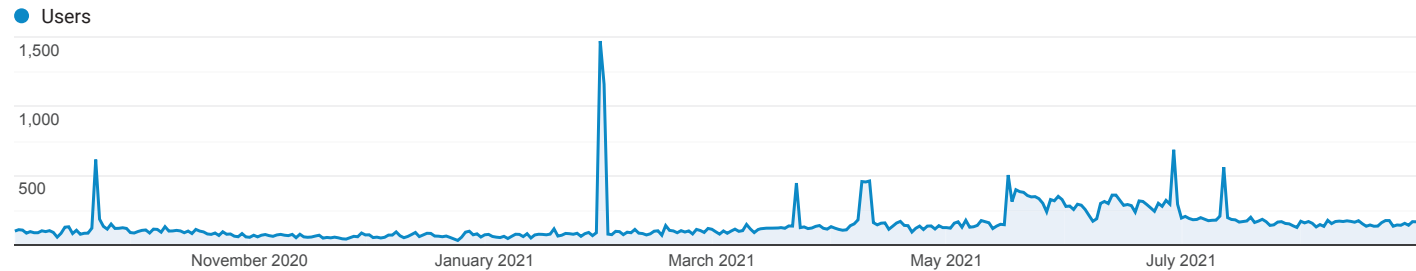
Overview

 All Users  
100.00% Users

Sep 1, 2020 - Aug 31, 2021

Explorer

Summary



Device Category	Acquisition			Behavior			Conversions		
	Users	New Users	Sessions	Bounce Rate	Pages / Session	Avg. Session Duration	Goal Conversion Rate	Goal Completions	Goal Value
	48,356 % of Total: 100.00% (48,356)	48,459 % of Total: 100.03% (48,443)	61,272 % of Total: 100.00% (61,272)	66.64% Avg for View: 66.64% (0.00%)	1.91 Avg for View: 1.91 (0.00%)	00:01:20 Avg for View: 00:01:20 (0.00%)	0.00% Avg for View: 0.00% (0.00%)	0 % of Total: 0.00% (0)	\$0.00 % of Total: 0.00% (\$0.00)
1. desktop	26,111 (53.85%)	26,139 (53.94%)	32,706 (53.38%)	61.68%	2.14	00:01:40	0.00%	0 (0.00%)	\$0.00 (0.00%)
2. mobile	20,003 (41.25%)	19,947 (41.16%)	25,615 (41.81%)	72.99%	1.61	00:00:54	0.00%	0 (0.00%)	\$0.00 (0.00%)
3. tablet	2,377 (4.90%)	2,373 (4.90%)	2,951 (4.82%)	66.52%	1.95	00:01:28	0.00%	0 (0.00%)	\$0.00 (0.00%)

Rows 1 - 3 of 3

How do people view visitlosalamos.org?

**DESKTOP: 53.85%**  
**MOBILE: 41.25%**  
**TABLET: 4.9%**

**FY2021**



July 15, 2021

Kelly Stewart  
Los Alamos County  
1000 Central Ave.  
Los Alamos, NM 87544

RE: Transmittal of Monthly Discover Los Alamos  
LTAB's Tourism Visitation Report for the month of June 2021.

Dear Kelly,

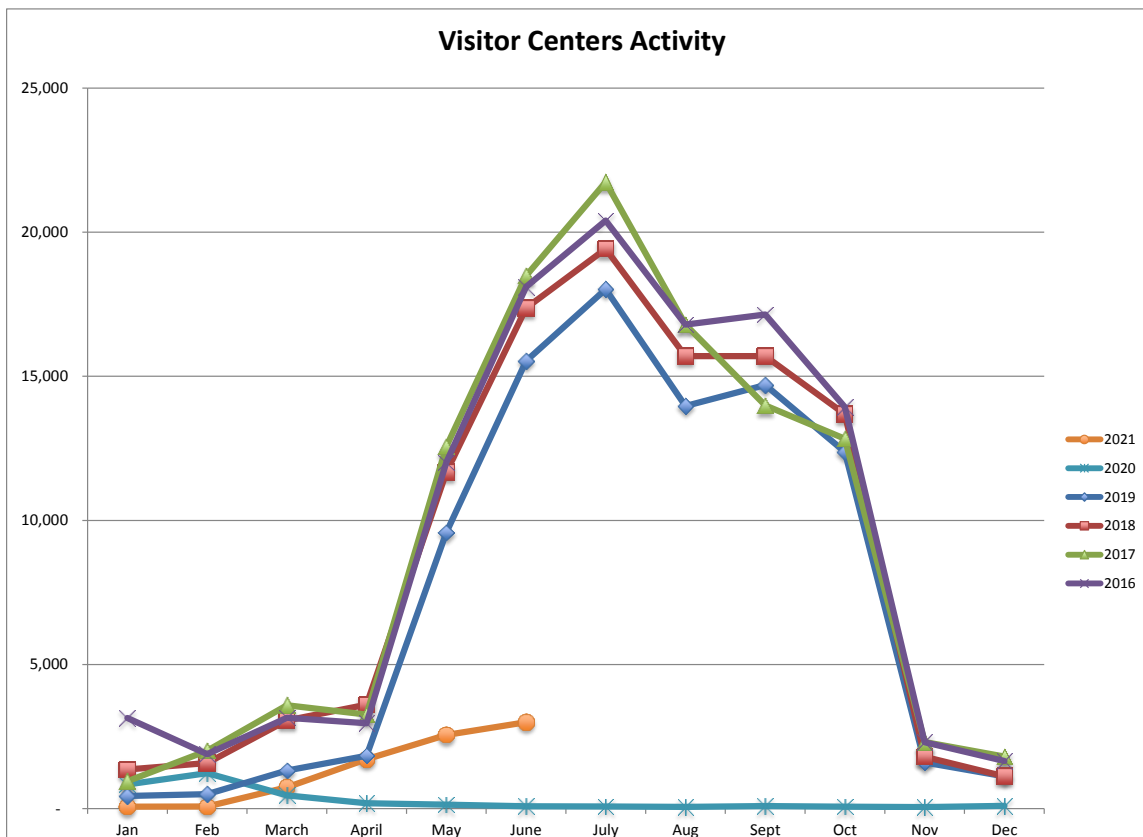
Attached is the submission of our monthly activity tourism report for the month of June 2021. As of March 12, 2020, New Mexico Governor Michelle Lujan Grisham had issued a series of public health and executive orders in an effort to mitigate the widespread community transmission of COVID-19. Both the Los Alamos and White Rock Visitor Centers and most of Los Alamos County attractions have been closed to the public since then. Discover Los Alamos staff has continued to send out visitor guides, return phone calls and emails as well as restock visitor guides in various kiosk locations. Both the Los Alamos and White Rock Visitor Centers have reopened to the public on Wednesday March 17, 2021 and are now open normal business hours.

Sincerely,

Melanie Peña  
Discover Los Alamos Director

cc: Steve Lynne, Linda Matteson, and Patrick Sullivan

# Discover Los Alamos Monthly Tourism Report JUNE 2021



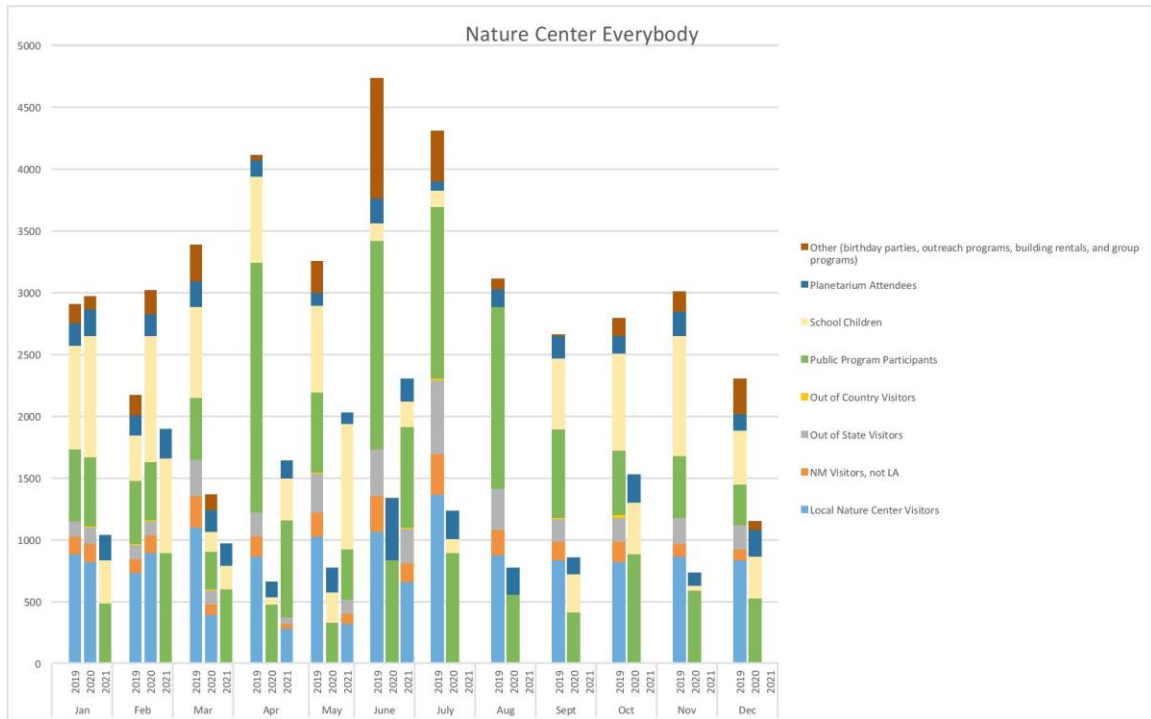
Los Alamos Visitor Center June 2021 1,224

White Rock Visitor Center June 2021 1,399

**\*\*Beginning March 16, 2020 both Visitor Centers have been closed to the public\*\***

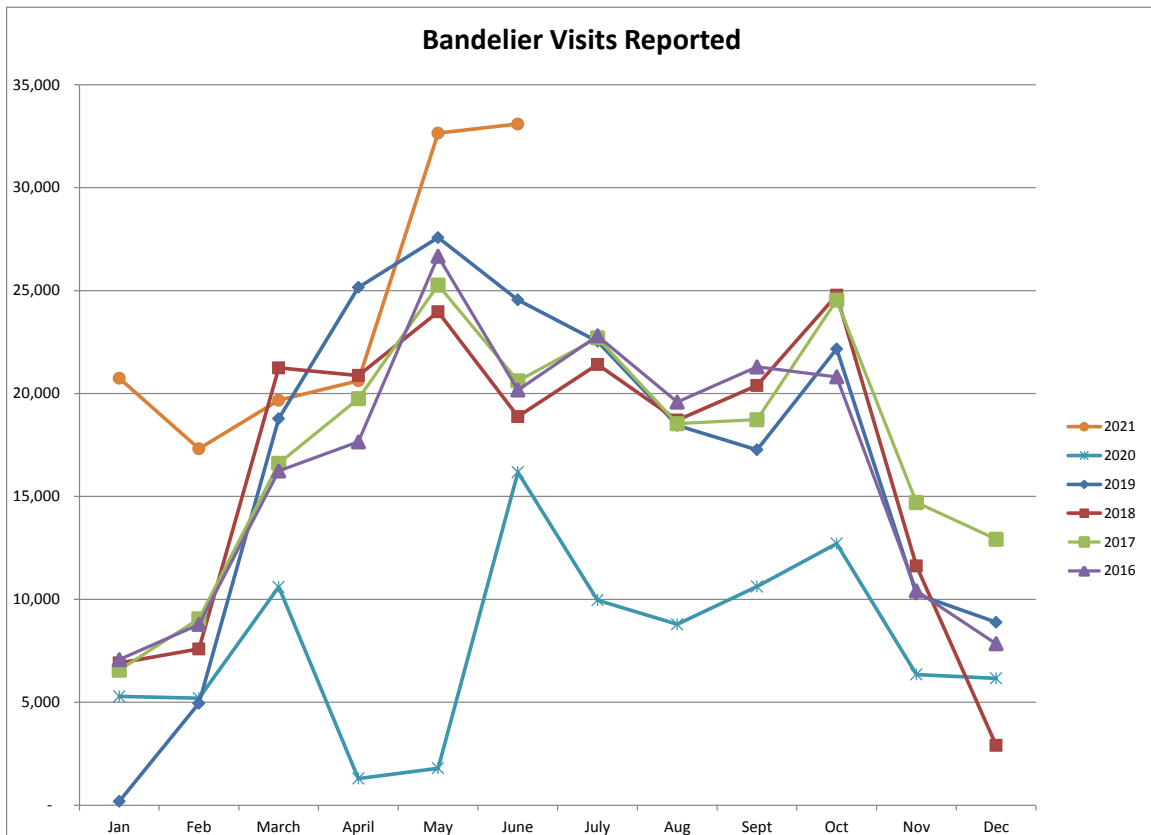
**\*\*\*\*Visitor Centers reopened normal business hours on March 17, 2021\*\*\*\***





Nature Center June 2021

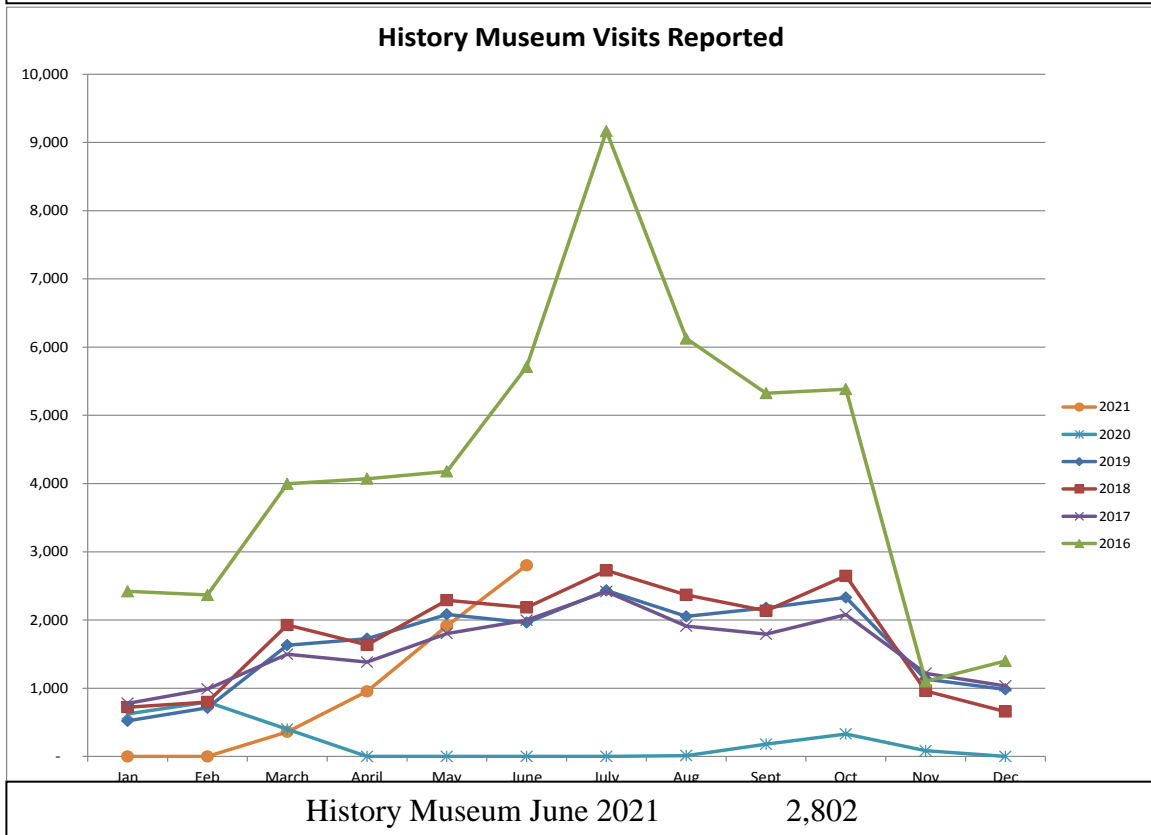
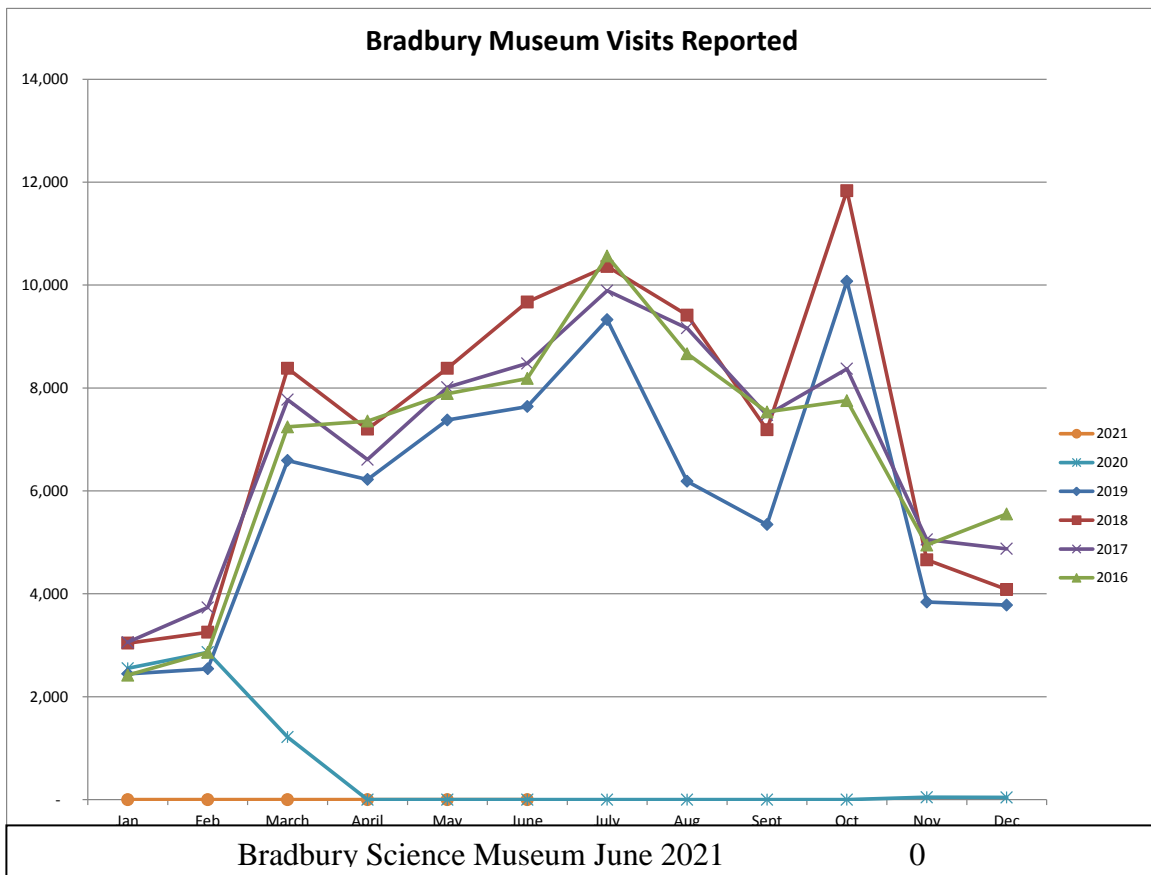
2,299

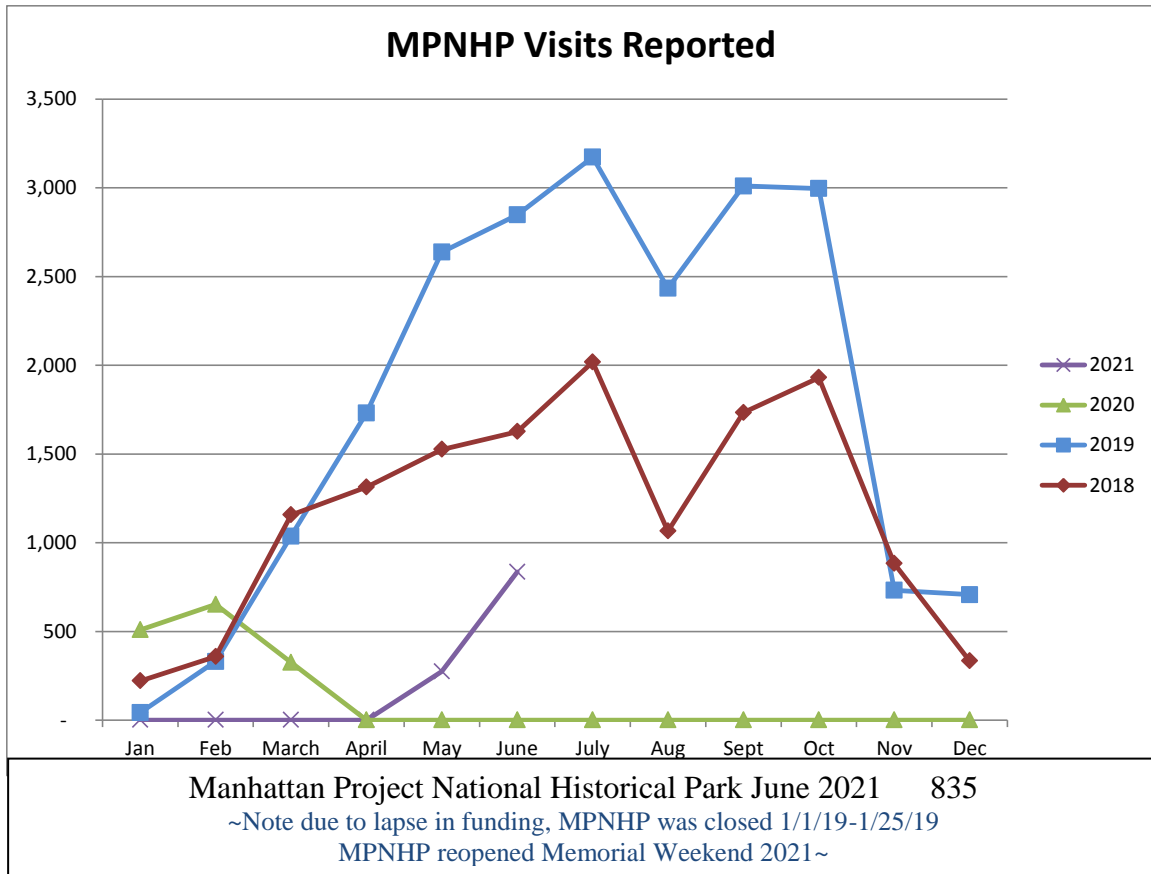


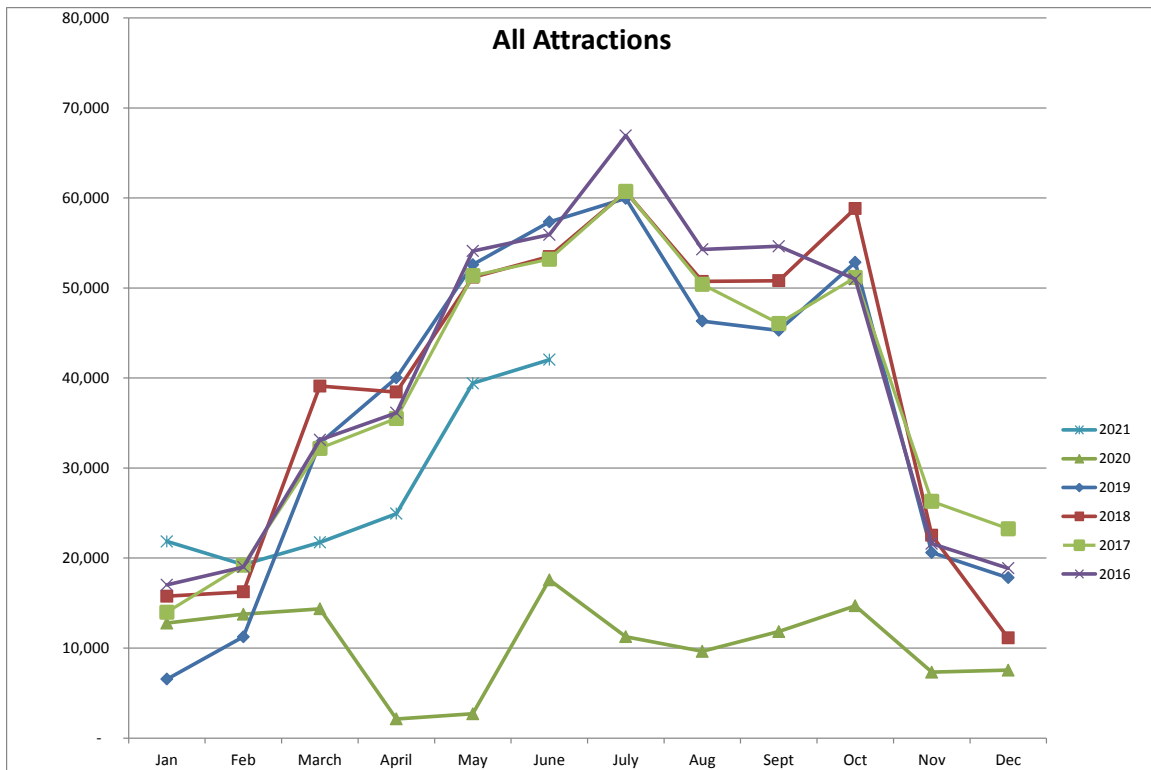
Bandelier National Monument June 2021

33,092

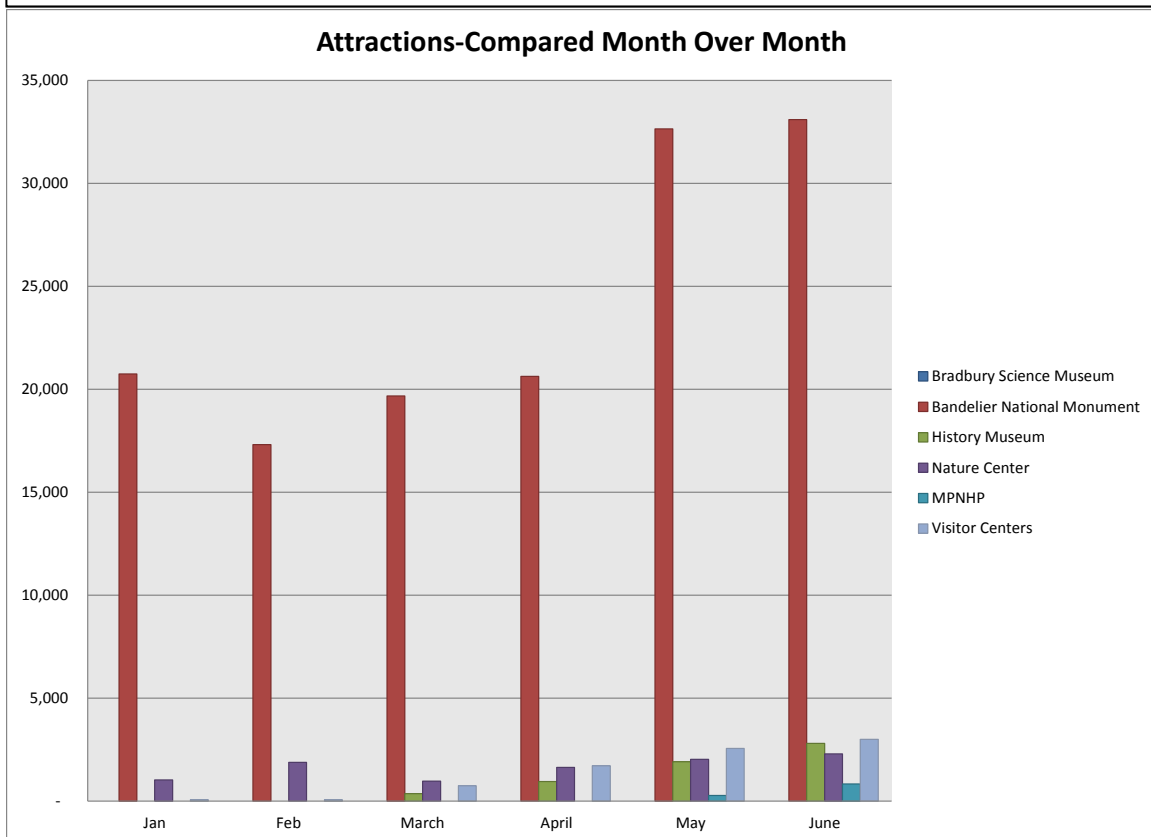
~Note due to lapse in funding, BNM was closed 1/1/19-1/25/19~







All Attractions YOY & MOM June 2021      42,028



### June Narrative Comments:

- Due to COVID-19 the Bradbury Science is still currently closed. Bandelier National Monument is open with some restrictions. The History Museum, Nature Center and Los Alamos and White Rock Visitor Centers have been reopened since mid-March 2021.
- The new Los Alamos Adventure Guide has been delivered to DLA's storage unit. Approximately 33,000 copies are in stock. The old copies of the Los Alamos Visitor Guide have been recycled. Fun and Games picked up 50 more boxes of the new Los Alamos Adventure Guide in June 2021.
- Event material in kiosks and the displays are updated weekly or as needed by a DLA representative. These contain a weekly Concierge Calendar and restocked with Los Alamos County tourism pamphlets. There are currently 32 in place in Los Alamos/White Rock.
- All state-managed visitor centers were contacted during the month to ensure they have Los Alamos Visitor Guides in stock. Similarly, local distribution points are also monitored. These are filled by contractor Fun & Games.
- DLA's website [www.visitlosalamos.org](http://www.visitlosalamos.org) and events info feeding [www.fyilosalamos.com](http://www.fyilosalamos.com) are updated on a weekly basis with events and information.
- DLA recruits, trains, and manages volunteers for a variety of work. There were 10 volunteer hours logged for the month of June.
- WRVC Business Display Cases featured the Nature Center (PEEC), Gadgets (Bradbury Science Museum), History Museum, Flower's by Gillian, Seeking Chameleon, Rose Chocolatier, Metzger's, Pet Pangaea, Hampton Inn & Suites, High Mesa Dental Arts, LA Dog House, Hilltop Spa and Fran Stoval were on display for the month of June. The large display featured The Los Alamos History Museum.
- In June, DLA helped the following groups/events requesting assistance in promoting and planning their upcoming planned and/or potential events in 2021. In addition to providing materials and information, requests are also made for permission based emails customized for each group. Not all groups choose this promo.
  - 30 Welcome bags for Bathtub Brewing Coop
  - 10 Newcomer bags for projectY coworking space

June 2021:

- 98      www.visitlosalamos.org online Adventure Guide requests.
- 35      Adventure Guides sent for Texas Monthly inquiries from Sunny 505.

## Analysis of Visitor Surveys

June 2021

Sample size = Total of 136 Combined LAVC & WRVC Sign In Sheets (Not all categories were marked)

✓ *Length of Stay-*

- 76      entries reported a day trip
- 37      entries reported overnight stays

✓ *First Time Visit to Los Alamos--*

- 69      entries reported 1<sup>st</sup> time to Los Alamos
- 28      entries reported a return visit to Los Alamos

✓ For the month of June, both visitor centers collected a total of (136) registration sheets and visitors indicated these reasons for visiting.

- Bandelier National Monument      85
- Manhattan Project/MPNHP      64
- Bradbury/History Museum      52
- Nature Center      29
- Scenery/Recreation/Sports      49
- Business/Family/Friends      16
- Other:

✓ The most prevalent states of origin in chronological order were from Texas, California, Colorado, Arizona, Florida, Oregon, Georgia, Ohio, Missouri, and North Carolina.

✓ The most prevalent foreign countries of origin, there were from Norway and Saudi Arabia.

✓ The most prevalent cities in New Mexico visiting Los Alamos were from Santa Fe, Albuquerque, Aztec, Clovis and Taos.

✓ Visitor Comments:

- One of our favorite places in the world
- Beautiful
- Very helpful!!
- Very nice
- Friends and family fun
- See the Grandbaby
- Beautiful area, and so clean.
- Beautiful
- Very helpful host
- Beautiful area
- Visiting family
- NM is beautiful and only 104 degrees
- Amazing
- Thank you!
- Great time
- Great help, thank you!
- Very helpful
- Beautiful area. Thank you for being opened!
- Beautiful area
- Thank you!
- Thank you for helping
- Very, very helpful here!! Excited to explore the rest of NM, it's amazing
- Very helpful info with very friendly service
- So happy to discover this site!
- The history here is staggering
- Thanks for the excellent suggestions on what to see and where to go!
- We enjoy coming here
- Nice and cool
- Love the Visitor Center
- Lovely town center
- Beautiful, historic, awesome!
- Business trip in Santa Fe
- Thank you Jutta for all your help!
- Staying in Jemez campgrounds
- Staying in Santa Fe
- Love the Visitor Center
- Visiting from Texas and Pennsylvania
- Wonderful insight from NPS volunteer
- Bummed so many museums are still closed. But happy to visit such a historic site.



October 8, 2021

Kelly Stewart  
Los Alamos County  
1000 Central Ave.  
Los Álamos, NM 87544

RE: Transmittal of Monthly Discover Los Alamos  
LTAB's Tourism Visitation Report for the month of September 2021.

Dear Kelly,

Attached is my submission of Discover Los Alamos's monthly tourism report for September 2021. All attractions have now reopened to the public, since March 2020. New Mexico Governor Michelle Lujan Grisham had issued a series of public health and executive orders in an effort to mitigate the widespread community transmission of COVID-19. Optional shuttles to and from Bandelier National Monument from the White Rock Visitor Center are now running weekends only that started the 4<sup>th</sup> of July weekend.

Sincerely,

Melanie Peña  
Discover Los Alamos Director

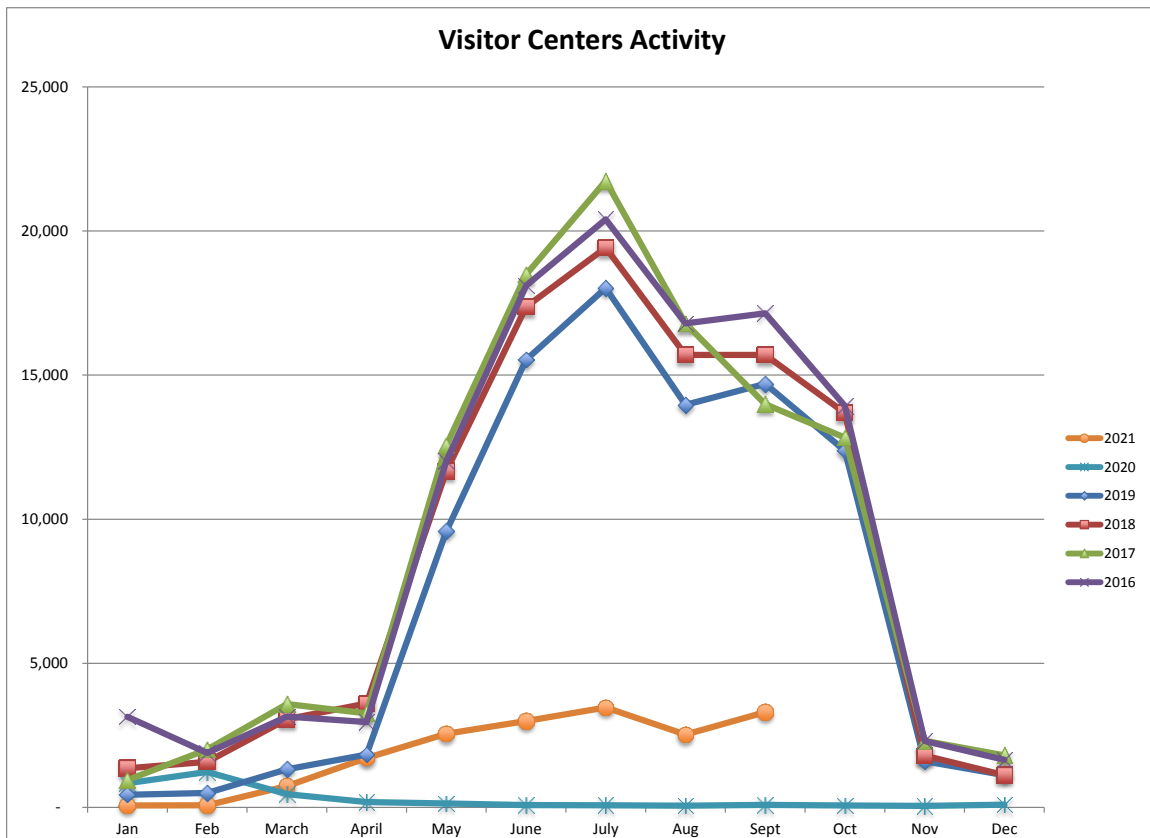
cc: Steve Lynne, Linda Matteson, Lauren McDaniel and Ryn Herrmann



# Discover Los Alamos

## Monthly Tourism Report

### SEPTEMBER 2021

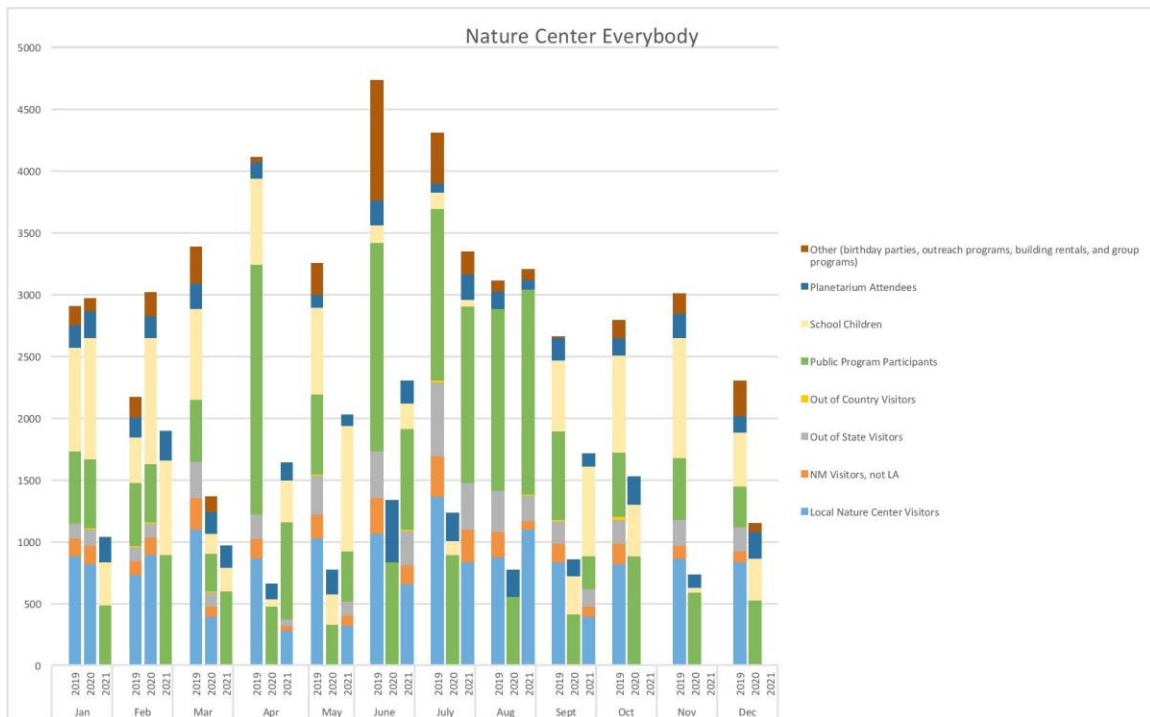


Los Alamos Visitor Center September 2021 1,203

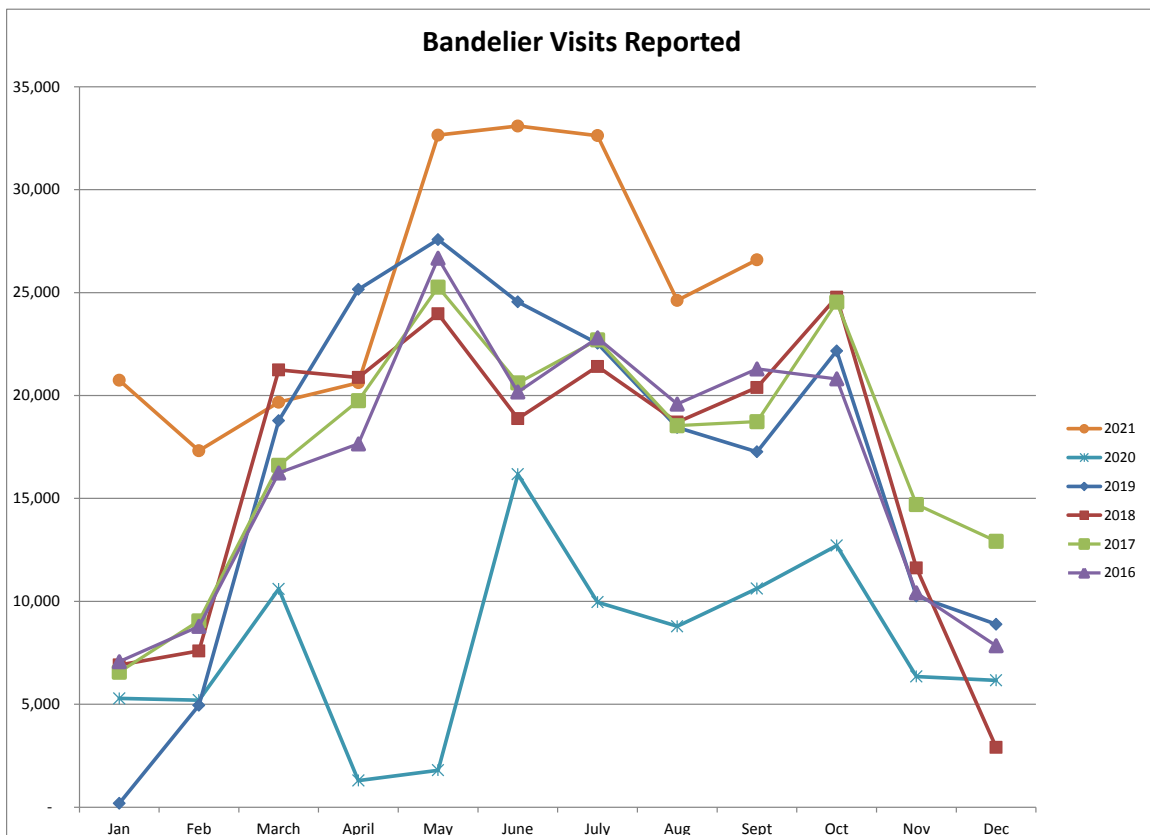
White Rock Visitor Center September 2021 1,849

**\*\*Beginning March 16, 2020 both Visitor Centers have been closed to the public\*\***

**\*\*\*\*Visitor Centers reopened normal business hours on March 17, 2021\*\*\*\***

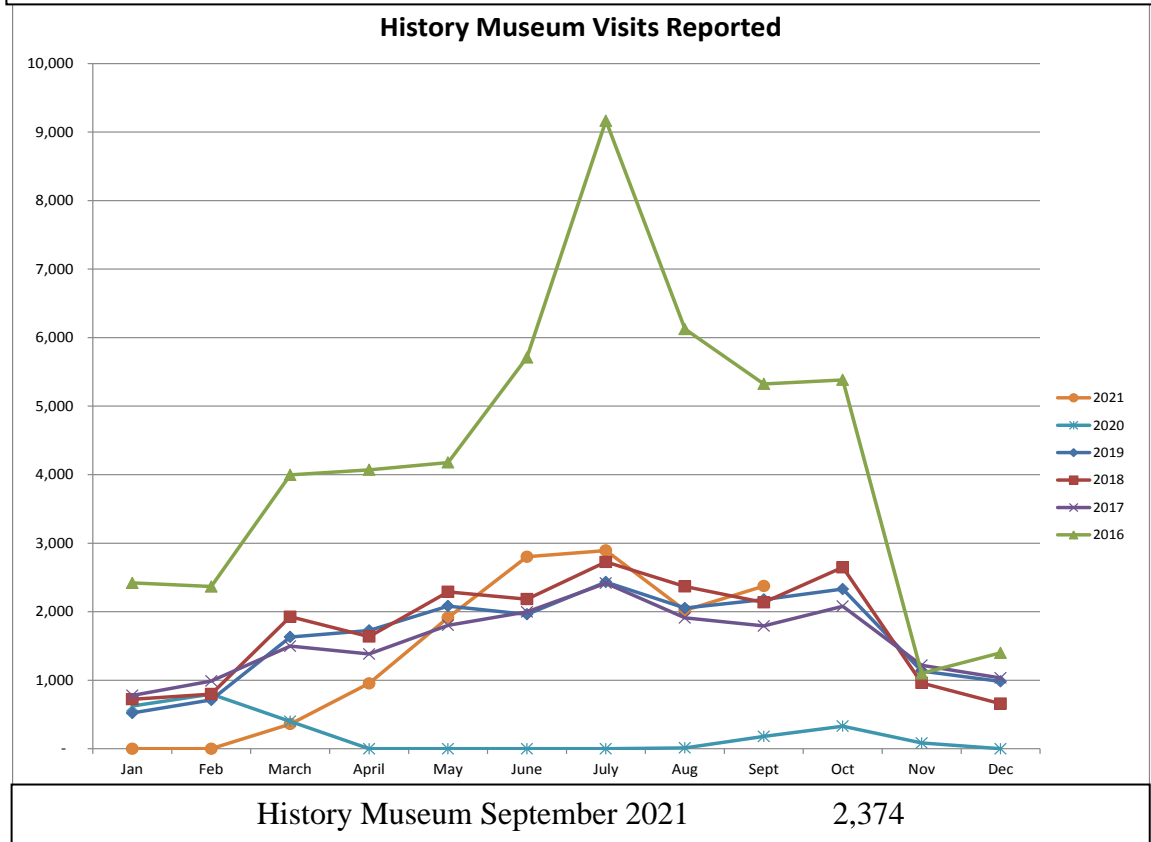
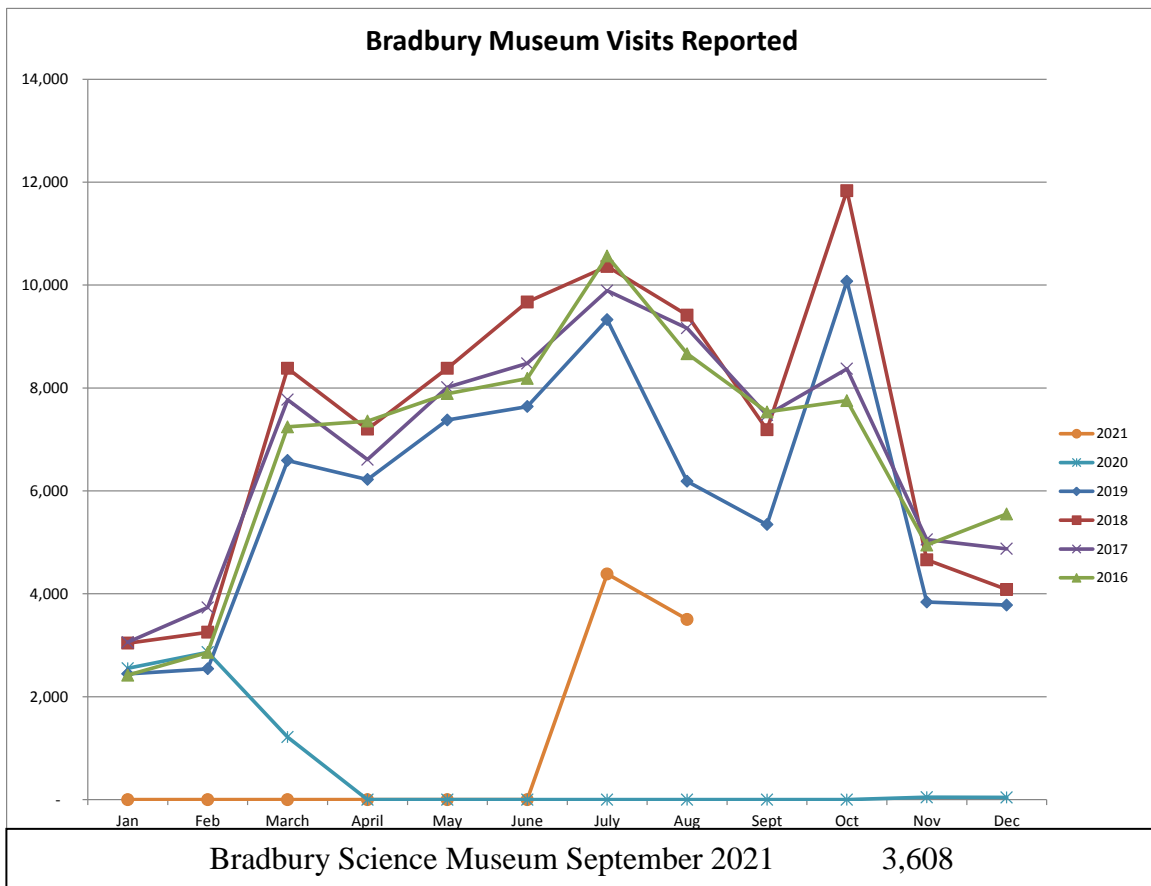


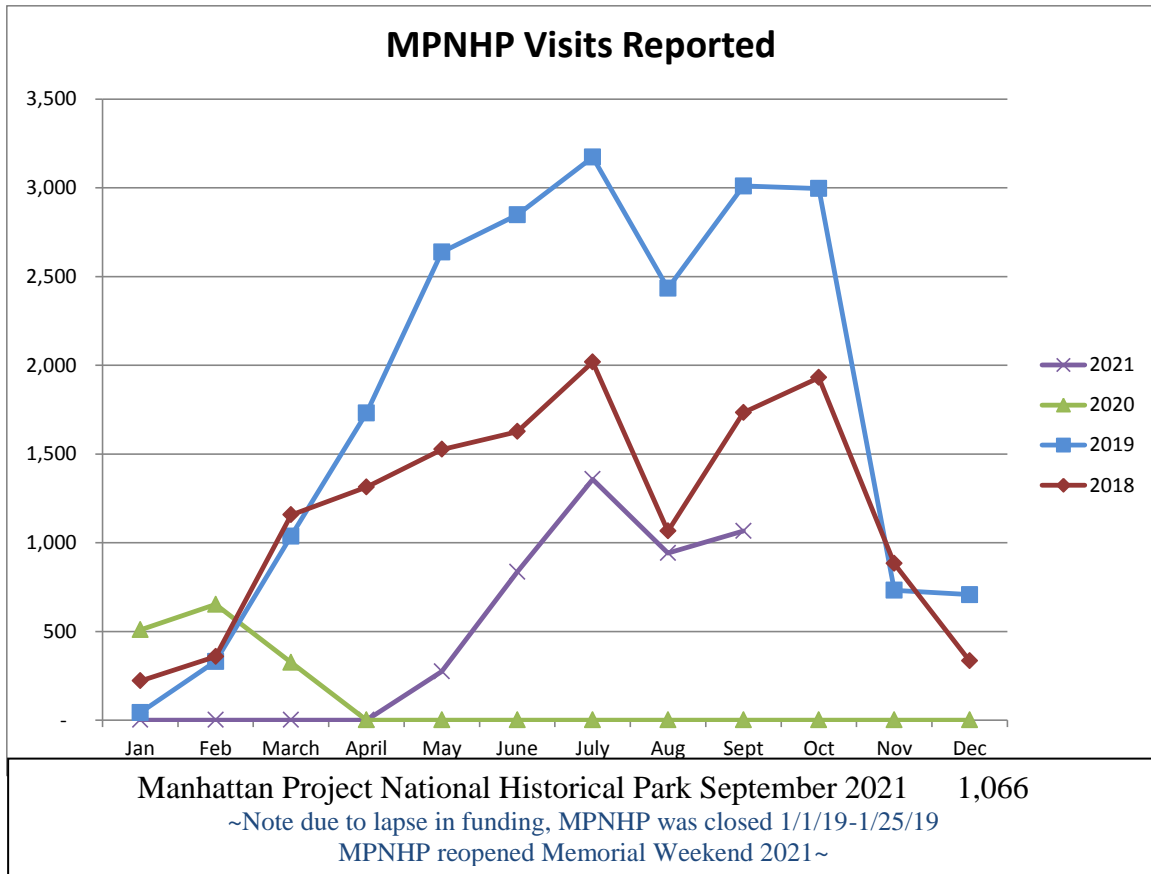
**Nature Center September 2021** 1,708

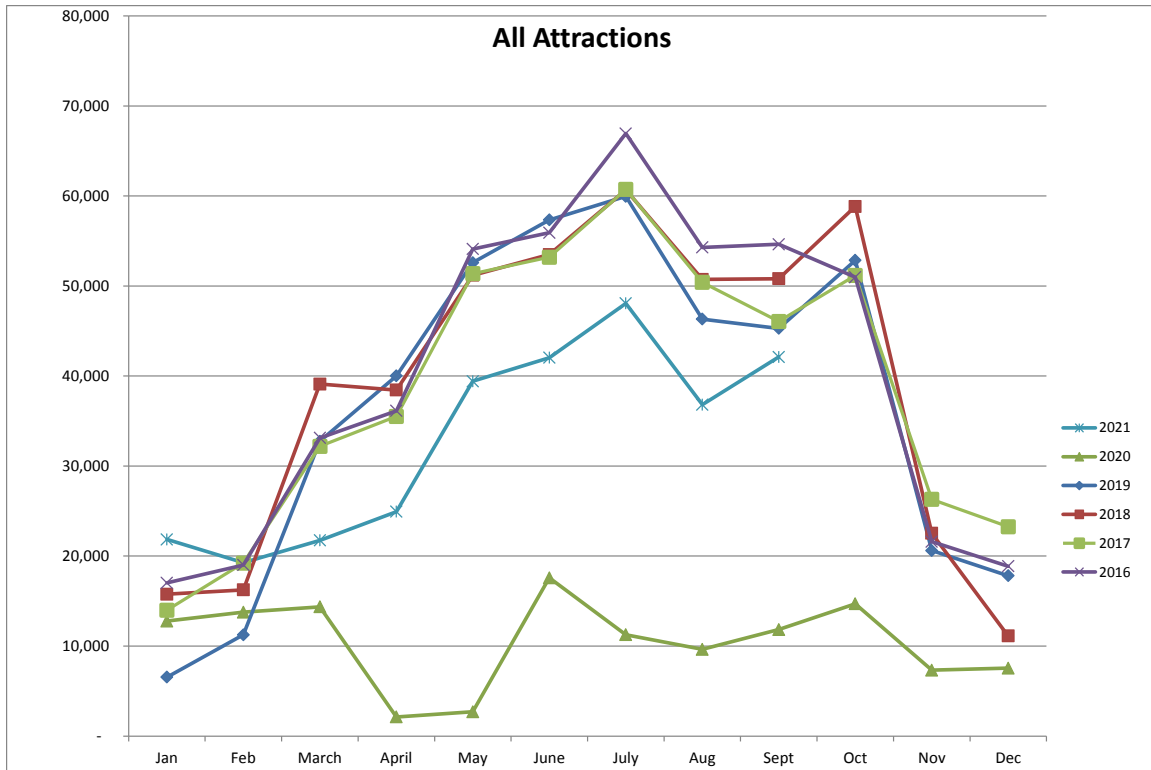


**Bandelier National Monument September 2021** 26,591

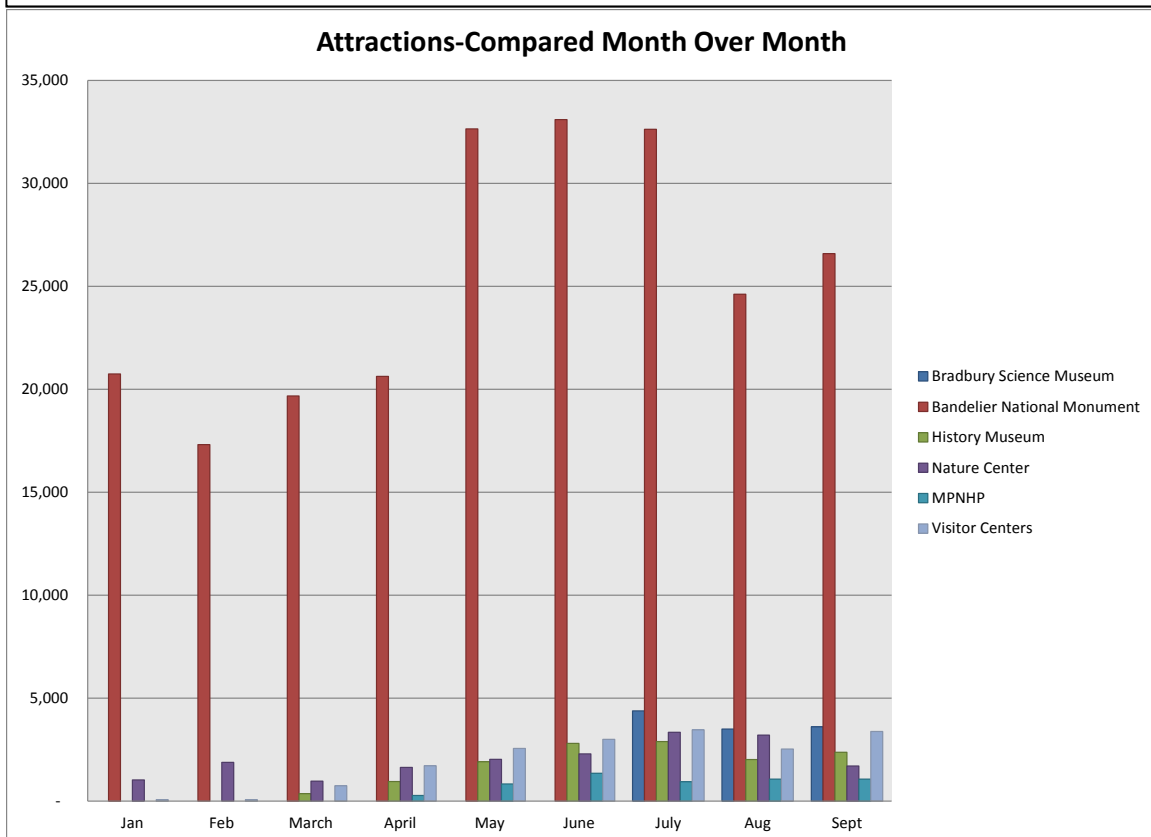
~Note due to lapse in funding, BNM was closed 1/1/19-1/25/19~







All Attractions YOY & MOM September 2021      42,109



### September Narrative Comments:

- All attractions have now reopened to the public, with a few changes to their normal business hours.
- The new Los Alamos Adventure Guide has been delivered to DLA's storage unit. Approximately 17,700 copies are in stock. The old copies of the Los Alamos Visitor Guide have been recycled. Fun and Games picked up 50 more boxes of the new Los Alamos Adventure Guide in August 2021.
- Event material in kiosks and the displays are updated weekly or as needed by a DLA representative. These contain a weekly Concierge Calendar and restocked with Los Alamos County tourism pamphlets. There are currently **28** in place in Los Alamos/White Rock.
- All state-managed visitor centers were contacted during the month to ensure they have Los Alamos Visitor Guides in stock. Similarly, local distribution points are also monitored. These are filled by contractor Fun & Games.
- DLA's website [www.visitlosalamos.org](http://www.visitlosalamos.org) and events info feeding [www.fyilosalamos.com](http://www.fyilosalamos.com) are updated on a weekly basis with events and information.
- DLA recruits, trains, and manages volunteers for a variety of work. There were 4 volunteer hours logged for the month of September.
- WRVC Business Display Cases featured the Nature Center (PEEC), Gadgets (Bradbury Science Museum), History Museum, Flower's by Gillian, Seeking Chameleon, Rose Chocolatier, Metzger's, Pet Pangaea, Hampton Inn & Suites, High Mesa Dental Arts, LA Dog House, Hilltop Spa and Fran Stoval were on display for the month of September. The large display featured The Los Alamos History Museum.
- In September, DLA helped the following groups/events requesting assistance in promoting and planning their upcoming planned and/or potential events in 2021. In addition to providing materials and information, requests are also made for permission based emails customized for each group. Not all groups choose this promo.
  - 2.5 boxes of the LA Adventure Guide for NM State Fair.

September 2021:

- 70      www.visitlosalamos.org online Adventure Guide requests.
- 97      Adventure Guides sent for Texas Monthly inquiries from Sunny 505.

## Analysis of Visitor Surveys

September 2021

Sample size = Total of 97 Combined LAVC & WRVC Sign In Sheets (Not all categories were marked)

✓ *Length of Stay-*

- 58      entries reported a day trip
- 25      entries reported overnight stays

✓ *First Time Visit to Los Alamos-*

- 57      entries reported 1<sup>st</sup> time to Los Alamos
- 18      entries reported a return visit to Los Alamos

✓ For the month of September, both visitor centers collected a total of (97) registration sheets and visitors indicated these reasons for visiting.

- Bandelier National Monument      65
- Manhattan Project/MPNHP      51
- Bradbury/History Museum      38
- Nature Center      11
- Scenery/Recreation/Sports      30
- Business/Family/Friends      6
- Other: Valles Caldera and Jemez Springs

- ✓ The most prevalent states of origin in chronological order were from Texas, Missouri, Florida, Illinois, California, Colorado, Arizona, Louisiana and Virginia.
- ✓ The most prevalent foreign countries of origin, there were from N/A.
- ✓ The most prevalent cities in New Mexico visiting Los Alamos were from Santa Fe.

✓ Visitor Comments:

- Beautiful area! Thank you!
- Valles Caldera and Jemez Springs
- Bob was extremely knowledgeable and helpful! Thank you
- Annmarie was super helpful!!!
- Birding and photography
- Thank you for the friendly help
- Beautiful!
- Great water storage tank with inverted roof
- Beautiful
- Thank you!!
- Visiting your beautiful land
- Beautiful clean town
- Very helpful thanks
- Lived here from Jan 1, 1948 until high school graduation in 1960
- Thank you for advice!
- Wonderful history presentation
- Very helpful docent
- Always a great visit
- Visitor center staff very helpful