



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.*

Tuesday, November 16, 2021

12:00 PM

ZOOM <https://us06web.zoom.us/j/82982776983>

*You are invited to a Zoom webinar.
November 16, 2021 Lodgers Tax Advisory Board Meeting
Please click the link below to join the webinar:
<https://us06web.zoom.us/j/82982776983>*

*Or Telephone:
US: +1 253 215 8782 or +1 346 248 7799 or +1 720 707 2699 or +1 301 715 8592 or
+1 312 626 6799 or +1 646 558 8656*

Webinar ID: 829 8277 6983

I. ADMINISTRATIVE ACTIONS

A. Call to Order/Introductions

B. Approval of Today's Agenda

C. Review/Approval of Meeting Minutes

[15136-21](#) Minutes from the Lodgers' Tax Advisory Board Meeting on October 19, 2021.

Presenters: Lodgers' Tax Advisory Board

Attachments: [A - DRAFT Minutes October 19, 2021 .docx](#)

D. Public Comment for Items Not on the Agenda

II. PRESENTATIONS/DISCUSSIONS

City of Roswell Short-Term Rentals Program Update

Juanita Jennings, Public Affairs Director, City of Roswell

[15137-21](#) City of Roswell Short-Term Rentals Program Update

Presenters: Lodgers' Tax Advisory Board

Attachments: [Attachments A through D](#)

III. NEW AND PENDING ITEMS/PROJECTS FOR POSSIBLE ACTION***A. Los Alamos Short-Term Rentals Study, Housing Manager, Margaret Ambrosino***

[15148-21](#) Los Alamos Short-Term Rentals Program Update

Presenters: Margaret Ambrosino

Attachments: [A - Short Term Rental Presentation](#)

B. 2022 LTAB Meetings Calendar

[15149-21](#) 2022 LTAB Meeting Calendar

Presenters: Lodgers' Tax Advisory Board

Attachments: [A - 2022 Calendar Dates - DRAFT 11.16](#)

C. Board Vacancy Status***D. Lodging Field Trips - Schedule******E. New Projects?*****IV. Monthly Reports*****A. Council Report - Councilor David Reagor******B. Tourism Metrics******1. Lodgers' Tax Revenue Report***

[15147-21](#) Lodgers' Tax Revenue Report

Presenters: Lodgers' Tax Advisory Board

Attachments: [A - Revenue Report for September 2021](#)

2. Tourism Marketing Report

[15150-21](#) Tourism Marketing Report

Presenters: Lodgers' Tax Advisory Board

Attachments: [A - Sunny505 Overview November 2021](#)

[B - Sunny505 November 2021 PR](#)

3. Website Analytics

4. Visitation by Attraction/Visitor Centers***5. Visitor Materials Distribution******C. County Projects/Updates******1. Tourism Strategic Plan Implementation (ED Funds)******a. Tourism Implementation Task Force Report******2. Community Services Department******a. Rec Division Monthly Report******b.CSD Projects******3. Community Development Department******a. Downtown Master Planning******b. Development Code Update Process (Chapter 18, Chapter 16)******c. Mobile Food Vending Ordinance******4. Public Works Department******a. Urban Trail******D. Gateway 3 National Parks******1. Manhattan Project National Historical Park******2. Bandelier National Monument******3. Valles Caldera National Preserve******E. Mainstreet/Creative District Report******1. White Rock Proposed Metropolitan Redevelopment Area (MRA)******2. Farmers Markets***

F. State/Regional Tourism & Outdoor Recreation Industry Updates***1. NM Hospitality Association / NM Tourism Department -All Events Moved to 2022******2. NM Outdoor Recreation Division******3. NM Economic Development Department******G. Upcoming Tourism Events Calendar Updates******H. Other Announcements (All)*****V. NEXT MEETING(S)/FUTURE AGENDA ITEMS*****Next Meeting: Tuesday, December 21, 2021, 12-2 p.m.******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.



County of Los Alamos

Staff Report

November 16, 2021

Los Alamos, NM 87544
www.losalamosnm.us

Agenda No.:

Index (Council Goals):

Presenters: Lodgers' Tax Advisory Board

Legislative File: 15136-21

Title

Minutes from the Lodgers' Tax Advisory Board Meeting on October 19, 2021.

Recommended Action

I move that the Board approve the Minutes for October 19, 2021.

Attachments

A - Draft Minutes for October 19, 2021.

**Lodgers' Tax Advisory Board
Draft Minutes October 19, 2021**

I. ADMINISTRATIVE ACTIONS

Members Present: Linda Deck, Chair; Katie Bruell, Matthew Allen, and Julie Ruud, Members.

Council Liaison: David Reagor

Others Present: Kelly Stewart, Staff Liaison; Linda Matteson, CMO; Cory Styron, Director Community Services; Joannie Griffin, Sunny505; Melanie Pena, Discover Los Alamos; Dianne Marquez, PROS; Barbara Lai, Administrative Support; and Perry Rutherford, IT.

Call to Order

Chair Deck called the virtual meeting to order at 12:05 pm.

Approval of Today's Agenda

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

Approval of Minutes

Ms. Bruell made a motion to approve the minutes from the June 15, 2021 meeting. Mr. Allen seconded. The motion passed unanimously.

Public Comment

Wren Propp, resident, commented on concerns regarding short term rental regulations.

II. NEW AND PENDING ITEMS/PROJECTS FOR POSSIBLE ACTION

Welcome

Chair Deck welcomed Julie Ruud, General Manager of the Comfort Inn and Suites to her first meeting as a new member of LTAB. Ms. Ruud updated the Board on the status of the improvements at the hotel.

Chair Deck and Ms. Stewart will work together to schedule field trips to the various lodging sites in the County.

Board Vacancy Status

Chair Deck said that there is still one vacancy for the community at-large representative. The board members were encouraged to recruit for this position. The member must be resident.

Hybrid Meetings Format

It was noted that all meeting attendees, excepting County employees, were participating via Zoom and that the Zoom option was essential to ensuring a quorum and attendance from the rest of the team. Technically, the meeting had a physical location (in this case, the Council Chambers) so that it could be streamed and recorded, however, it only allows for a static shot of the dais. The board conveyed a desire to see the individual County staff members when they presented.

Later in the meeting, Deputy County Manager Linda Matteson announced that, due to a rise in COVID cases, all Council and Boards and Commissions meetings would be held via Zoom only through December 31, 2021. County staff will explore hybrid remote and in-person options that provide all members to see each other while meeting the public streaming and recording requirements.

Annual LTAB Presentation to Council – October 26

Chair Deck thanked Ms. Stewart for preparing a power point update for the Council presentation on October 26. Ms. Stewart will send a PDF of the power point presentation to the LTAB team following the meeting.

FY22 Work Plan Goals Review

Ms. Stewart reviewed the status of the following goals/objectives presented in the FY22 LTAB Work Plan.

- **Short-Term Rentals.** Ms. Stewart reported that a short-term rental program study is budgeted for FY22 and that the Economic Development Division's Housing Manager, Margaret Ambrosino, will lead the solicitation for a consultant to conduct the study that will consider input from residents, including those who rent rooms or homes using short-term rental platforms like Airbnb, as well as the resources required to implement and manage a program to identify and collect Lodgers' Tax from short-term renters, as well as managing the compliance around licensing, permits and neighborhood impacts. Board members and Councilor Reagor made comments on the issues surrounding short-term rentals.
- **Data Audit.** Ms. Stewart explained the goal of developing a new tool to assess the effectiveness of Los Alamos County's tourism marketing efforts. Sunny505 (aka Griffin and Associates) was just approved as the tourism marketing services agency of record at the September 28 Council Meeting. Per the terms of the new contract, Sunny505 has contracted with a data firm called SeeSource to use geofencing around specific areas (e.g., the Lab, hotels, attractions) using cellular data to learn where visitors are coming from, where they are visiting and in which order. Ms. Griffin explained that this will allow us to distinguish between the Lab visitors and tourists.
- **Customer Service Training.** Ms. Stewart and the visitor centers contractor, Melanie Pena, director of LACDC's Discover Los Alamos program explained that the Visitor Journey A2D program, developed by LACDC several years ago is not currently available. LACDC is seeking to reestablish contact. Ms. Stewart stated that, under

the new visitor centers operations and management contract, the vendor will be required to provide a viable option to train visitor center staff and volunteers, docents at other attractions, hotel front desk staff and any other employees and residents that interact with visitors.

- **Outdoor Recreation Initiative.** Ms. Stewart explained the inclusion of outdoor recreation, trails, and the Historic Walking Tour in the Plan and their importance to generating tourism.

New Projects

No new projects to report.

III. PRESENTATION/DISCUSSION

Community Services Department (CSD)

CSD Director Cory Styron reported on the direction of new sports programming and the outdoor recreation movement. He also discussed bringing new businesses into the County that may support activities in which tourists would like to partake.

IV. MONTHLY REPORTS

Councilor Report

Councilor Reagor raised some concerns on the topic of short-term rentals. He mentioned parking issues in neighborhoods as a priority concern.

Tourism Metrics

Lodgers' Tax Revenues

Chair Deck reviewed the revenue situation with the Board and said that all payments are coming in on time in FY22 and is trending upward to match FY2019, pre-COVID.

Tourism Marketing Report

Ms. Griffin with Sunny505, addressed the tourism marketing activity highlights. She reported that Sunny505 staff attended the New Mexico State Fair on September 16 and the Albuquerque International Balloon Festival on October 2 and 9 to hand out Los Alamos-branded giveaways and encourage trips to and itineraries in Los Alamos, connecting with an estimated 500 people at the State Fair and nearly 7000 at Balloon Fiesta.

She, and Ms. Stewart, have been working very closely with the Tourism Department to apply for the annual FY22 New Mexico True Cooperative Marketing and Advertising grant for a variety of print and digital advertising, enhanced social media (including YouTube, Facebook, and Instagram), and video and photo content development for a total value of \$103,000. NMTD awarded Los Alamos the total amount of the grant in late July, as well as an economic hardship match due to the decrease in Lodgers' Tax during COVID resulting in a 1/3 (Los Alamos) to 2/3 (NMTD) match.

Ms. Griffin reported that one of the CoOp grant projects—a video/photo shoot at the Tsankawi section of Bandelier National Monument, Shipheh in the Canyon and Pajarito Mountain—was canceled due to weather conditions. The photo shoot will be rescheduled for May. However, seasonal advertorials have been placed in New Mexico Magazine and Albuquerque, The Magazine in November 2021 and April 2022 to entice the in-state drive market to make Los Alamos a recreational destination.

Visitation by Attraction/Visitors Center

Ms. Pena presented highlights of the monthly visitor trends report, pointing to Bandelier as the leader with highest attendance since 2015. Los Alamos visitor centers visitation is trending lower than in 2020,

Due to time constraints, Ms. Stewart summarized relevant information on the following items:

She said that Los Alamos County has taken over ownership and production of the visitor information kiosks, placing a total of 28 kiosks at attractions, the Lab and other key tourist stops throughout Los Alamos and White Rock. Each kiosk holds quantities of eight different rack card-size brochures designed to help visitors orient themselves upon arrival and to plan their visit.

Ms. Marquez reported that Parks, Recreation, & Open Space (PROS) facilities have been very busy with many visitors from out of town. She said that the Aquatic Center has hosted a full schedule of swim meets and that the Golf Course has hosted an unprecedented number of tournaments since other courses have been closed due to staffing shortages. The new lockers rooms at the Ice Rink are completed and staff is busy getting the ice rink ready for opening in November.

Ms. Stewart encouraged everyone to read the County Manager's Monthly Report to stay updated on the many activities underway. She encouraged Board members to take the Mobile Food Vending survey issued in partnership with LACDC.

Chair Deck reminded the members to attend the October 26th Council meeting to hear the LTAB update and Ms. Ambrosino's presentation on short-term rentals.

The next meeting is scheduled in November 16 and will be held via Zoom.

Chair Deck adjourned the meeting at 1:55 p.m.



County of Los Alamos

Staff Report

November 16, 2021

Los Alamos, NM 87544
www.losalamosnm.us

Agenda No.:

Index (Council Goals):

Presenters: Lodgers' Tax Advisory Board

Legislative File: 15137-21

Title

City of Roswell Short-Term Rentals Program Update

Attachments

- A - Short-Term Rental Registration Application Process - Roswell NM
- B - Lodgers' Tax Ordinance Update
- C - Executed Ordinances and Resolutions - CC 8.13.2020
- D - 200702 Ord Lodgers Tax Update Stubbs Changes Clean



SHORT-TERM RENTAL REGISTRATION APPLICATION PROCESS

- 1** Get your NM Tax ID #: Wells Fargo Building 400 N Pennsylvania Ave, Suite 200 or online at tax.newmexico.gov.
- 2** Download and complete Registration Application online at ROSWELL-NM.GOV. Submit to Business License Clerk for review with \$35 check/money order and necessary documents. **Necessary Documents:** Parking Plan which includes one ADA and one standard space. Fire Inspection, and Site Plan (for addition/remodel if applicable).
- 3** Call Fire Marshal Office (575) 637-5661 and City Building Inspection Office (575) 637-6293 for an appointment.
- 4** City of Roswell will do a Zoning Review of Parking Plan and Site Plan if it is an addition or remodel only).
- 5** City of Roswell will issue registration License issued by the Business License Clerk along with Lodgers' Tax ID.
- 6** You're official! Start collecting Lodgers' Tax and remember to remit collection by the 25th of the succeeding month.

To have your business license issued by the Business License Clerk ensure you have completed the steps outlined above. Those steps are: receive a New Mexico Tax ID number, completed and submitted the Short Term Rental Permit and License Registration form with your payment of \$35 to the Business License Clerk for review, called and set up inspections with the city building and fire inspectors. Insurance certificate and off-street parking plan must be submitted with the Short Term Rental Permit and License Registration form for review from the Planning and Zoning Department. Your business license cannot be issued until all inspections are completed.

Please do not ignore any building deficiencies by the Building Inspector or Fire Marshal that could jeopardize the safety of customers, the public or yourself. **IF YOU ARE NOTIFIED OF SAFETY ISSUES BY THE BUILDING INSPECTOR THOSE ISSUES MUST BE FIXED PRIOR TO OPERATING YOUR BUSINESS. OPERATING WITHOUT FIRST FIXING THE SAFETY ISSUE WILL RESULT IN ACTION TO CEASE YOUR BUSINESS OPERATIONS.**

Please note all inspectors set their own appointments, contact them directly. If you are unable to reach the inspector leave a message with the office assistant with your contact information so that the inspector can follow-up and call you to set an appointment. Fire inspections must be completed prior to building inspections. **UPON COMPLETION OF INSPECTIONS BRING IN A COPY OF THE FIRE INSPECTION SO THAT YOUR BUSINESS LICENSE MAY BE ISSUED.**

Before inspections are completed, return this completed form, documents and \$35 check/money order to the following address. After the business has been approved, the registration will be mailed to you.

CITY OF ROSWELL
425 N RICHARDSON AVE
P.O. DRAWER 1838
ROSWELL NM 88201
ATTN: BUSINESS LICENSE CLERK

THANK YOU FOR YOUR COOPERATION.
For questions or concerns, please contact:

Stephanie Mervine
Tourism Manager
(575) 637-6242
s.mervine@roswell-nm.gov



THE COMPLIANCE INSPECTION SHALL MEET THE FOLLOWING REQUIREMENTS

- A. A serviceable ABC 5-pound metal head type fire extinguisher(s) to be inspected and tagged annually at points of egress, with at least one provided per floor and minimum one per dwelling unit with at least two per dwelling unit if greater than 1,000 square feet, at a height not to exceed 48 inches. Extinguishers must be inspected and maintained according to state requirements and must properly display the inspection history of the evidence.
- B. Approved (and working) smoke alarms installed as per manufacturer's instruction in every sleeping room, in compliance with the 2015 International Building Code and 2015 International Fire Code, and on every level of the home, including the basement.
- C. Every sleeping room and living area with access to a primary means of escape shall provide a clear, unobstructed path of travel to the outside.
- D. Where approved, an open fire permit in accordance with section 42-42 of the Roswell Code of Ordinances shall be posted at, or immediately adjacent to the primary entrance of the building. Outdoor cooking appliances shall be properly maintained.
- E. Authority for code compliance inspection. By submitting application, the owner authorizes the Roswell Fire Department, the building inspector and code enforcement officer or other designated city employee or representative to conduct a code compliance inspection of the residence at intervals deemed appropriate by the city, or if deemed necessary when it is alleged or suspected that a violation of this section may exist or have occurred.

Business Registrations are \$35.00 and are required for anyone conducting business within the City of Roswell.

Contact List:

Fire Inspector - Preston Washington (575) 637-5661

City Building Inspector - (575) 637-6293

Building License Clerk - Nikomi Bejarano (575) 637-6208

Tourism Manager - Stephanie Mervine (575) 637-6242

**CITY OF ROSWELL
425 N RICHARDSON AVE
P.O. DRAWER 1838
ROSWELL NM 88201**



CITY OF ROSWELL

SHORT-TERM RENTALS PERMIT AND LICENSE REGISTRATION

Which Applies To Your Business: ☐ New Business ☐ New Owner ☐ Renewal

Owner's Name: _____ Mailing Address: _____

Phone: _____ Email: _____ Driver's License #/State: _____ DOB: _____

Business Name: _____ Business Address: _____

Phone: _____ Type of Business: _____ # of Rooms Offered: _____

Amenities: _____

Local Representative: _____ Phone: _____

Form of Business: ☐ Sole Proprietorship ☐ Partnership ☐ LLC ☐ Corporation ☐ Short-Term Rental

Days of Operation (7 day week): _____ Hours of Operation (24 hour day): _____

NM State Tax ID#: _____

(NM TAX ID can be obtained at 400 N. Pennsylvania Ste. 200)

I hereby certify that the foregoing information is correct and to the best of my knowledge.

Signature of Applicant

Print Name

Print Title

Date

OFFICIAL USE ONLY: *Note: On a separate sheet show the building layout, label rooms with the intended use(s), this will be used to calculate the required parking spaces. The following departments will inspect the business location prior to the license being issued.

Fire Inspection: _____

Building Inspections: _____

Planning and Zoning: _____

OFFICE USE ONLY:

Fee paid: _____ Cash: _____ Credit : _____ Check #: _____ Date Paid: _____

Bus Lic. #: _____ Lodgers' Tax #: _____

ORDINANCE 20-05

AN ORDINANCE OF THE CITY OF ROSWELL AMENDING CHAPTER 23 OF
THE ROSWELL CITY CODE RELATING TO LODGER'S TAX

WHEREAS, the City of Roswell is permitted to impose a tax on persons using commercial lodging accommodations pursuant to NMSA 1978, §§ 3-38-13 to -34;

WHEREAS, the New Mexico Legislature recently amended that state statute in the 2019 and 2020 legislative sessions; and

WHEREAS, the City of Roswell desires to update its ordinance to conform to the new provisions of the state statute.

NOW, THEREFORE, BE IT ORDAINED BY THE CITY COUNCIL AS THE GOVERNING BODY OF THE CITY OF ROSWELL, NEW MEXICO, that:

SECTION 1. Roswell City Code Section 23-2 shall be amended to read:

Sec.23-2. - Definitions

The following words, terms and phrases, when used in this article, shall have the meanings ascribed to them in this section, except where the context clearly indicates a different meaning:

City manager includes the city manager and any other representative designated by the city manager.

Gross taxable rent means the total amount of rent paid for lodging, not including the state gross receipts tax or local sales taxes.

Lodging means the transaction of furnishing rooms or other accommodations by a vendor to a vendee who for a rent, uses, possesses or has the right to use or possess any room/rooms or other units of accommodation in, at or upon taxable premises.

Lodgings means the rooms or other accommodations furnished by a vendor to a vendee in furnishing the taxable service of lodging.

Occupancy tax means the tax on lodging authorized by this article.

Person means a corporation, firm, other body corporate, partnership, association or individual, including, but not limited to, an executor, administrator, trustee receiver or other representative appointed according to law and acting in a representative capacity, excepting therefrom the United States of America, the state, their agencies, departments or instrumentalities or a political subdivision of the state.

1 *Rent* means the consideration received by a vendor whether in money credits, property or
2 other consideration valued in money for lodgings subject to occupancy tax authorized by this
3 article.

4
5 *Taxable premises* means a hotel, motel or other premises used for lodging that is not the
6 vendee's household or primary residence.

7
8 *Temporary lodging* means lodgings for the purpose of housing a vendee within proximity
9 of the vendee's employment or job location;

10
11 *Tourist* means a person who travels for the purpose of business, pleasure or culture to a
12 municipality or county imposing an occupancy tax.

13
14 *Tourist-related events* means events that are planned for, promoted to and attended by
15 tourists.

16
17 *Tourist-related facilities and attractions* means facilities and attractions that are intended
18 to be used by or visited by visitors.

19
20 *Tourist-related transportation systems* means transportation systems that provide
21 transportation for tourists to and from tourist-related facilities, attractions and events.

22
23 *Vendee* means a natural person to whom lodgings are furnished for a consideration in the
24 exercise of the taxable service to lodging.

25
26 *Vendor* means a person or the person's agent furnishing lodgings for a consideration in the
27 exercise of the taxable service of lodging.

28
29 SECTION 2. Roswell City Code Section 23-4 shall be amended to read:

30
31 Sec. 23-4. - Exemptions.

32
33 The occupancy tax shall not apply:

34
35 (1) If a vendee:

36
37 a. Has been a permanent resident of the taxable premises for a period of at
38 least 30 consecutive days, unless those premises are temporary lodging; or

39
40 b. Enters into or has entered into a written agreement for lodgings at the
41 taxable premises for a period of at least 30 consecutive days, unless those
42 premises are temporary lodging.

43
44 (2) If the rent paid by a vendee is less than \$2.00 a day;

45
46 (3) To lodging accommodations at institutions of the federal government, the state or

- any political subdivision thereof;
- (4) To lodging accommodations at religious, charitable, educational or philanthropic institutions, including without limitation such accommodations at summer camps operated by such institutions;
- (5) To clinics, hospitals or other medical facilities; or
- (6) To privately-owned and operated convalescent homes or homes for the aged, infirm, indigent or chronically ill.

SECTION 3. Roswell City Code Section 23-9 shall be amended to read:

Sec. 23-6. - Reporting and collection.

- (a) Every vendor providing lodging shall collect the tax thereon on behalf of the city and shall act as a trustee therefor.
- (b) The tax shall be collected from vendees in accordance with this article and shall be charged separately from the rent fixed by the vendor for the lodgings.
- (c) Each vendor licensed under this article shall be liable to the city for the tax provided in this article on the rent paid for lodging.
- (d) Each vendor shall make a report by the twenty-fifth day of each month, on forms provided by the City Manager, of the receipts for lodging paid to him in the preceding calendar month and shall remit therewith payment of the amounts due to the city. If the twenty-fifth falls on a Saturday, Sunday or legal holiday the report is due the next business day. The postmark on the envelope determines if a report is filed on time. The report shall include sufficient information to enable the city to audit the report, including the amount of tax deriving from the thirty-first and subsequent days a vendee rents lodgings in taxable premises, and shall be subscribed by the vendor or his duly authorized agent or attorney.
- (e) The reports of individual vendors, required by subsection (d), are confidential and not subject to public inspection.
- (f) The city will select for annual random audit one or more vendors to verify the amount of gross rent subject to the occupancy tax and to ensure that the full amount of occupancy tax on that rent is collected. Copies of audit completed shall be filed annually with the local government division of the department of finance and administration.

SECTION 4. Roswell City Code Section 23-9 shall be amended to read:

Sec. 23-9. - Administration.

- (a) Duties assigned to the city manager by this article may be delegated from time to time in whole or in part by the city manager as may be useful.

(b) All receipts of the tax levied hereunder, including penalties and interest on delinquent payments, accrued or accruing shall be deposited in a separate account designated as the "Lodger's Tax Ordinance Fund." Any disbursements from said fund shall be made in accordance with law.

(c) Proceeds from the occupancy tax that are collected based on the thirty-first and subsequent days a vendee rents lodgings in taxable premises may be applied by the city to any of the following uses:

(1) Construction, maintenance and renovation of City owned tourist attractions and related facilities, including sports tourism;

(2) Financial support for public safety and community development efforts; and

(3) City support for economic development related projects.

SECTION 5. All ordinances or parts of ordinances in conflict or inconsistent herewith are hereby repealed to the extent of such inconsistency. This repealer shall not be construed to revive any ordinance or part of any ordinance heretofore repealed.

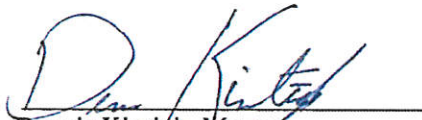
SECTION 6. If any section, paragraph, clause or provisions of this ordinance for any reason shall be held to be invalid or unenforceable, the invalidity or unenforceability of such section, paragraph, clause or provision shall not affect any other part of this ordinance.

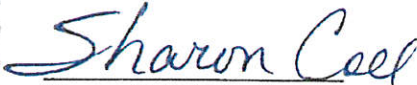
SECTION 7. In accordance with state statute, this ordinance shall be effective after five (5) days following its publication as required by law.

PASSED, ADOPTED, SIGNED and APPROVED this 13th day of August 2020.

CITY SEAL

ATTEST


Dennis Kintigh, Mayor


Sharon Coll, City Clerk



CITY OF ROSWELL
REPORTING FORM - LODGERS' TAX
& CONVENTION CENTER BED FEE
For Motels, Hotels, B&Bs, RVs and Short-Term Rentals

Today's Date: _____ Check Type of Business: ☐ Motel ☐ Hotel ☐ RV ☐ B&B ☐ Short-Term Rental
Establishment: _____
Address: _____ City/State: _____
Zip Code: _____ Phone: _____ Email: _____
Contact Person: _____ Cell: _____
Month Reported: _____ Gross Receipts Subject to Lodgers' Tax \$: _____
Tax remitted (5% of receipts) \$: _____ Number of Room Nights Rented (1-30 Nights): _____
Number of Room Nights Rented (31+ Nights): _____
Convention Center Fee \$2.50 per room/night (1-15) \$: _____ TOTAL DUE \$: _____
Number of Room Nights Rented: _____

I hereby certify that the above is a true and correct statement of receipts subject to Lodgers' Tax and the Convention Center Bed Fee.

Signature of Applicant

Print Name

Print Title:

Date

THIS FORM MUST BE RETURNED WITH REMITTANCE ON OR BEFORE THE 25TH OF MONTH SUCCEEDING THE MONTH REPORTED. DELINQUENT PAYMENTS MAY BE SUBJECT TO INTEREST AND PENALTY

SEND TO: CITY OF ROSWELL
425 N. RICHARDSON AVE
ROSWELL, NM 88201
ATTN: STEPHANIE MERVINE
TOURISM MANAGER

Sec. 23-8. - Collection procedures, remedies, etc.

(a) If any vendor makes a return as provided by this article, without paying the tax then due, he shall be liable for the tax and a penalty equal to ten percent thereof but not less than \$100.00 penalty in addition to the tax, without notice from the city with regard thereto. Promptly thereafter, the city shall give the delinquent vendor written notice of such estimated tax, penalty and interest, which notice shall be served personally or by certified mail.

(b) If a vendor neglects or refuses to make the required return and pay the tax as provided by this article, the clerk-treasurer shall make an estimate based upon examination of the vendor's books and records, or upon any information in its possession, or that may come into its possession, of the amount of the rent of the delinquent vendor for the period in respect to which he has failed to make return, and upon the basis of such estimated amount shall compute and assess the tax payable by the delinquent vendor, adding to the sum thus arrived at a penalty equal to 10% percent thereof, but not less than \$10.00. Promptly thereafter the city shall give the delinquent vendor written notice of such estimated tax, penalty and interest, which notice shall be served personally or by certified mail.

(c) If payments are not made by the vendor within 15 days of such notice, the city manager shall bring an action in law or equity in the district court for the collection of any amounts due, including without limitation penalties thereon. Interest on the unpaid principal at a rate of not exceeding 1% a month, the costs of collection and reasonable attorneys' fees incurred in connection therewith.

(d) It shall be unlawful for any person to fail to pay the tax, to remit the proceeds thereof to the city or to account properly for any lodging and the tax proceeds pertaining thereto. (Code 1984 § 14-73; Ord. No. 1276, 5-1996; Ord. No. 1320, 4-1999) State Law reference— Collection of delinquencies, NMSA 1978, § 3-38-18.

FOR OFFICIAL USE ONLY

Fee paid: _____ Cash: _____ Check #: _____ Credit Card: _____

Approved By: _____ Company Name: _____ Date: _____

PROPOSED ORDINANCE 20-05

Lodgers' Tax Update

Amending Chapter 23, Article 1 of the Roswell City Code

ITEM NO. 5
(PERRY / JENNINGS)



Lodgers Tax Legislative Updates

The City is permitted to impose a tax on lodgers within the city limits pursuant to state statute, NMSA 1978, §§ 3-38-13 to -24. The extent of the tax is defined by state statute.

- Recent amendments to the Lodgers Tax Act
 - SB 106 (2019)
 - HB 117 (2020)
- Amendments eliminate or restrict exemptions to lodgers tax
- SB 106 – effective Jan. 1, 2020
- HB 117 – effective July 1, 2020
- Proposed ordinance would update City's Lodgers Tax provisions based on SB 106 and HB 117

Proposed Ordinance 20-05 Lodgers' Tax

Background SB106

- The new law, which went into effect on January 1, 2020, closes a loophole that exempts short-term rental hosts offering fewer than three rooms from collecting local lodging tax.
- Vacation rental hosts in New Mexico are also required to pay the state's gross receipts tax.
- Under the new law, short-term rental hosts, no matter how many rooms they offer, [must pay local lodgers' tax](#) in communities that levy the tax.

Background HB117

- Restricts exemptions for lodging greater than 30 days if “temporary lodging”
- Adds new subsection (B) Tax collected after 30th day may be used for any municipality purposed outlined as
 - Construction, maintenance and renovation of City owned tourist attractions and related facilities, including sports tourism;
 - Financial support for public safety and community development efforts; and
 - Promotion of economic development related projects

Proposed Ordinance 20-05 Lodgers' Tax



- The definition of “short-term rental” in New Mexico.
- Short-term rentals in New Mexico are those used for transient accommodations.
- Roswell, New Mexico has over 64 short term rentals active that fall under the new law.
- The following are just a few of the short term rental web platforms.



Proposed Ordinance 20-05

Current Status

- Legal Committee on April 23, 2020 made a recommendation to full City Council authorizing the advertisement for a public hearing and vote on proposed Ordinance 20-05 Lodgers' Tax Update.
- Heard at City Council at the June 2020 regular meeting and referred back to Legal Committee to include language that went into effective 7/1/20.
- Legal Committee on June 25, 2020 – no action due to lack of quorum
- Presented at Finance on July 2, 2020 passed (4-0)

Proposed Ordinance 20-05 Lodgers Tax Update



- This revision to the ordinance follows state statute in removing that exemption from the tax. The state statute went into effect January 1, 2020 SB 106 and HB117 effective July 1, 2020.
- It is anticipated that the City would see an increase in Lodgers' Tax revenue as a result of eliminating exemptions.

Action Requested: Approve amended changes as outlined in State Statute to update City's Lodgers' Tax provisions based on SB106 and HB117

ORDINANCE 20-05

**AN ORDINANCE OF THE CITY OF ROSWELL AMENDING CHAPTER 23 OF
THE ROSWELL CITY CODE RELATING TO LODGER'S TAX**

WHEREAS, the City of Roswell is permitted to impose a tax on persons using commercial lodging accommodations pursuant to NMSA 1978, §§ 3-38-13 to -34;

WHEREAS, the New Mexico Legislature recently amended that state statute in the 2019 and 2020 legislative sessions; and

WHEREAS, the City of Roswell desires to update its ordinance to conform to the new provisions of the state statute.

NOW, THEREFORE, BE IT ORDAINED BY THE CITY COUNCIL AS THE GOVERNING BODY OF THE CITY OF ROSWELL, NEW MEXICO, that:

SECTION 1. Roswell City Code Section 23-2 shall be amended to read:

Sec.23-2. - Definitions

The following words, terms and phrases, when used in this article, shall have the meanings ascribed to them in this section, except where the context clearly indicates a different meaning:

City manager includes the city manager and any other representative designated by the city manager.

Gross taxable rent means the total amount of rent paid for lodging, not including the state gross receipts tax or local sales taxes.

Lodging means the transaction of furnishing rooms or other accommodations by a vendor to a vendee who for a rent, uses, possesses or has the right to use or possess any room/rooms or other units of accommodation in, at or upon taxable premises.

Lodgings means the rooms or other accommodations furnished by a vendor to a vendee in furnishing the taxable service of lodging.

Occupancy tax means the tax on lodging authorized by this article.

Person means a corporation, firm, other body corporate, partnership, association or individual, including, but not limited to, an executor, administrator, trustee receiver or other representative appointed according to law and acting in a representative capacity, excepting therefrom the United States of America, the state, their agencies, departments or instrumentalities or a political subdivision of the state.

1 *Rent* means the consideration received by a vendor whether in money credits, property or
2 other consideration valued in money for lodgings subject to occupancy tax authorized by this
3 article.
4

5 *Taxable premises* means a hotel, motel or other premises used for lodging that is not the
6 vendee's household or primary residence.
7

8 *Temporary lodging* means lodgings for the purpose of housing a vendee within proximity
9 of the vendee's employment or job location;
10

11 *Tourist* means a person who travels for the purpose of business, pleasure or culture to a
12 municipality or county imposing an occupancy tax.
13

14 *Tourist-related events* means events that are planned for, promoted to and attended by
15 tourists.
16

17 *Tourist-related facilities and attractions* means facilities and attractions that are intended
18 to be used by or visited by visitors.
19

20 *Tourist-related transportation systems* means transportation systems that provide
21 transportation for tourists to and from tourist-related facilities, attractions and events.
22

23 *Vendee* means a natural person to whom lodgings are furnished for a consideration in the
24 exercise of the taxable service to lodging.
25

26 *Vendor* means a person or the person's agent furnishing lodgings for a consideration in the
27 exercise of the taxable service of lodging.
28

29 SECTION 2. Roswell City Code Section 23-4 shall be amended to read:
30

31 Sec. 23-4. - Exemptions.
32

33 The occupancy tax shall not apply:
34

35 (1) If a vendee:
36

37 a. Has been a permanent resident of the taxable premises for a period of at
38 least 30 consecutive days, unless those premises are temporary lodging; or
39

40 b. Enters into or has entered into a written agreement for lodgings at the
41 taxable premises for a period of at least 30 consecutive days, unless those
42 premises are temporary lodging.
43

44 (2) If the rent paid by a vendee is less than \$2.00 a day;
45

46 (3) To lodging accommodations at institutions of the federal government, the state or

any political subdivision thereof;

(4) To lodging accommodations at religious, charitable, educational or philanthropic institutions, including without limitation such accommodations at summer camps operated by such institutions;

(5) To clinics, hospitals or other medical facilities; or

(6) To privately-owned and operated convalescent homes or homes for the aged, infirm, indigent or chronically ill.

SECTION 3. Roswell City Code Section 23-9 shall be amended to read:

Sec. 23-6. - Reporting and collection.

- (a) Every vendor providing lodging shall collect the tax thereon on behalf of the city and shall act as a trustee therefor.
- (b) The tax shall be collected from vendees in accordance with this article and shall be charged separately from the rent fixed by the vendor for the lodgings.
- (c) Each vendor licensed under this article shall be liable to the city for the tax provided in this article on the rent paid for lodging.
- (d) Each vendor shall make a report by the twenty-fifth day of each month, on forms provided by the City Manager, of the receipts for lodging paid to him in the preceding calendar month and shall remit therewith payment of the amounts due to the city. If the twenty-fifth falls on a Saturday, Sunday or legal holiday the report is due the next business day. The postmark on the envelope determines if a report is filed on time. The report shall include sufficient information to enable the city to audit the report, including the amount of tax deriving from the thirty-first and subsequent days a vendee rents lodgings in taxable premises, and shall be subscribed by the vendor or his duly authorized agent or attorney.
- (e) The reports of individual vendors, required by subsection (d), are confidential and not subject to public inspection.
- (f) The city will select for annual random audit one or more vendors to verify the amount of gross rent subject to the occupancy tax and to ensure that the full amount of occupancy tax on that rent is collected. Copies of audit completed shall be filed annually with the local government division of the department of finance and administration.

SECTION 4. Roswell City Code Section 23-9 shall be amended to read:

Sec. 23-9. - Administration.

- (a) Duties assigned to the city manager by this article may be delegated from time to time in whole or in part by the city manager as may be useful.

(b) All receipts of the tax levied hereunder, including penalties and interest on delinquent payments, accrued or accruing shall be deposited in a separate account designated as the "Lodger's Tax Ordinance Fund." Any disbursements from said fund shall be made in accordance with law.

(c) Proceeds from the occupancy tax that are collected based on the thirty-first and subsequent days a vendee rents lodgings in taxable premises may be applied by the city to any of the following uses:

(1) Construction, maintenance and renovation of City owned tourist attractions and related facilities, including sports tourism;

(2) Financial support for public safety and community development efforts; and

(3) City support for economic development related projects.

SECTION 5. All ordinances or parts of ordinances in conflict or inconsistent herewith are hereby repealed to the extent of such inconsistency. This repealer shall not be construed to revive any ordinance or part of any ordinance heretofore repealed.

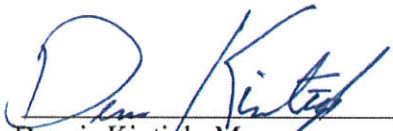
SECTION 6. If any section, paragraph, clause or provisions of this ordinance for any reason shall be held to be invalid or unenforceable, the invalidity or unenforceability of such section, paragraph, clause or provision shall not affect any other part of this ordinance.

SECTION 7. In accordance with state statute, this ordinance shall be effective after five (5) days following its publication as required by law.

PASSED, ADOPTED, SIGNED and APPROVED this 13th day of August 2020.

CITY SEAL

ATTEST


Dennis Kintigh, Mayor


Sharon Coll, City Clerk

ORDINANCE 20-05**AN ORDINANCE OF THE CITY OF ROSWELL AMENDING CHAPTER 23 OF
THE ROSWELL CITY CODE RELATING TO LODGER'S TAX**

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Lodgings means the rooms or other accommodations furnished by a vendor to a vendee in furnishing the taxable service of lodging.

Occupancy tax means the tax on lodging authorized by this article.

Person means a corporation, firm, other body corporate, partnership, association or individual, including, but not limited to, an executor, administrator, trustee receiver or other representative appointed according to law and acting in a representative capacity, excepting therefrom the United States of America, the state, their agencies, departments or instrumentalities or a political subdivision of the state.

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2 other consideration valued in money for lodgings subject to occupancy tax authorized by this
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- 2 (4) To lodging accommodations at religious, charitable, educational or philanthropic
- 3 institutions, including without limitation such accommodations at summer
- 4 camps operated by such institutions;
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- 6 (5) To clinics, hospitals or other medical facilities; or
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- 8 (6) To privately-owned and operated convalescent homes or homes for the aged,
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- 18 (b) The tax shall be collected from vendees in accordance with this article and shall be charged
- 19 separately from the rent fixed by the vendor for the lodgings.
- 20
- 21 (c) Each vendor licensed under this article shall be liable to the city for the tax provided in this
- 22 article on the rent paid for lodging.
- 23
- 24 (d) Each vendor shall make a report by the twenty-fifth day of each month, on forms provided
- 25 by the City Manager, of the receipts for lodging paid to him in the preceding calendar
- 26 month and shall remit therewith payment of the amounts due to the city. If the twenty-fifth
- 27 falls on a Saturday, Sunday or legal holiday the report is due the next business day. The
- 28 postmark on the envelope determines if a report is filed on time. The report shall include
- 29 sufficient information to enable the city to audit the report, including the amount of tax
- 30 deriving from the thirty-first and subsequent days a vendee rents lodgings in taxable
- 31 premises, and shall be subscribed by the vendor or his duly authorized agent or attorney.
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- 33 (e) The reports of individual vendors, required by subsection (d), are confidential and not
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- 36 (f) The city will select for annual random audit one or more vendors to verify the amount of
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SECTION 6. If any section, paragraph, clause or provisions of this ordinance for any reason shall be held to be invalid or unenforceable, the invalidity or unenforceability of such section, paragraph, clause or provision shall not affect any other part of this ordinance.

SECTION 7. In accordance with state statute, this ordinance shall be effective after five (5) days following its publication as required by law.

PASSED, ADOPTED, SIGNED and APPROVED _____, _____.

CITY SEAL

Dennis Kintigh, Mayor

ATTEST

Sharon Coll, City Clerk



County of Los Alamos

Staff Report

November 16, 2021

Los Alamos, NM 87544
www.losalamosnm.us

Agenda No.:

Index (Council Goals):

Presenters: Margaret Ambrosino

Legislative File: 15148-21

Title

Los Alamos Short-Term Rentals Program Update

Attachments

A - Short-Term Rentals Presentation


Community Development Department – October
26, 2021 County Council Worksession

Short Term Rentals



Purpose of Presentation

- County funded further study of Short Term Rentals (STR's)
- Current Development Code is silent on STR's



Why is this not a part of Chapter 16 Update?

- Interdepartmental (beyond Planning)
- Taxation/Revenue Management

Present

- Short-term rentals (STR's) silent in Chapter 16 Development Code.
- Current code has limited definitions. *Bed and breakfast*: owner-occupied dwelling unit that contains no more than five guestrooms where lodging, with or without meals, is provided for compensation.
- B&B's currently allowed by code in most residential districts + DT & M-U (Code Sec.16-287)
 - \$50 annual business license fee (Code Sec.12-35)
 - Parking req's: (Sec.16-370): 1 space per sleeping room 1 space for owner/manager, if applicable
- Approximately 25+ operators listed on host platforms in LAC; of those, it is unknown how many have active business licenses.

Issues

- **Definitions**
- Ch 16 contains hotel, dwelling unit, bed and breakfast, guest, guesthouse, guestroom and residence.
- Code lacks necessary expanded definitions, including “STR”, “primary residence”, lodging, vacation rental
- More than 30 days?



Questions for Consideration

Timeline: i.e. 90 days for RFP

Provide proposal to Council 6 month's after

STR study and/or ordinance not contingent upon Chapter 16.



County of Los Alamos

Staff Report

November 16, 2021

Los Alamos, NM 87544
www.losalamosnm.us

Agenda No.:

Index (Council Goals):

Presenters: Lodgers' Tax Advisory Board

Legislative File: 15149-21

Title

2022 LTAB Meeting Calendar

Attachments

A - 2022 LTAB Meeting Calendar

LOS ALAMOS

where discoveries are made

Lodgers' Tax Advisory Board 2022 Meeting Dates

DATE: 3rd Tuesday of each month

TIME: 12:00 p.m. to 2:00 p.m.

LOCATION: Via Zoom or at Los Alamos County Municipal Bldg., 1000 Central Ave., First Floor, Los Alamos, NM in Boards, Commissions, Committee (BCC) Room 110 OR Council Chambers

January 18, 2022	Noon-2:00PM	BCC Room 110 and/or Zoom
February 15, 2022	Noon-2:00PM	BCC Room 110 and/or Zoom
March 15, 2022	Noon-2:00PM	BCC Room 110 and/or Zoom
April 19, 2022	Noon-2:00PM	BCC Room 110 and/or Zoom
May 17, 2022	Noon-2:00PM	BCC Room 110 and/or Zoom
June 21, 2022	Noon-2:00PM	BCC Room 110 and/or Zoom
July 19, 2022	Noon-2:00PM	BCC Room 110 and/or Zoom
August 16, 2022	Noon-2:00PM	BCC Room 110 and/or Zoom
September 20, 2022	Noon-2:00PM	BCC Room 110 and/or Zoom
October 18, 2022	Noon-2:00PM	BCC Room 110 and/or Zoom
November 15, 2022	Noon-2:00PM	BCC Room 110 and/or Zoom
December 20, 2022	Noon-2:00PM	BCC Room 110 and/or Zoom



County of Los Alamos

Staff Report

November 16, 2021

Los Alamos, NM 87544
www.losalamosnm.us

Agenda No.:

Index (Council Goals):

Presenters: Lodgers' Tax Advisory Board

Legislative File: 15147-21

Title

Lodgers' Tax Revenue Report

Attachments

A - Revenue Report for September 2021

Los Alamos Co. Lodgers' Tax Revenue --Accrual Basis • 5 of 6 Collected for Sep 2021* • Reported to LAC Oct 2021 Presented in to LTAB Nov 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	\$32,836	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	\$33,081	32,125	27,958	32,560	10,351	26,466	23,457	24,323	33,080	33,850	31,731	27,864
OCT	Aug	\$32,354	\$32,090	\$14,714	\$22,665	34,683	29,623	27,135	31,486	25,004	25,898	24,108	24,988	35,167	30,692	29,590
NOV	Sep	\$33,908	\$34,172	\$17,544	\$32,880	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	\$36,058	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	\$30,326	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	\$30,916	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	\$7,158	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	\$7,783	40,858	29,610	23,974	28,667	26,945	19,570	17,924	22,483	22,887	25,754	24,248
TOTAL	FY20	\$122,020	\$124,010	\$184,346	\$297,146	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.

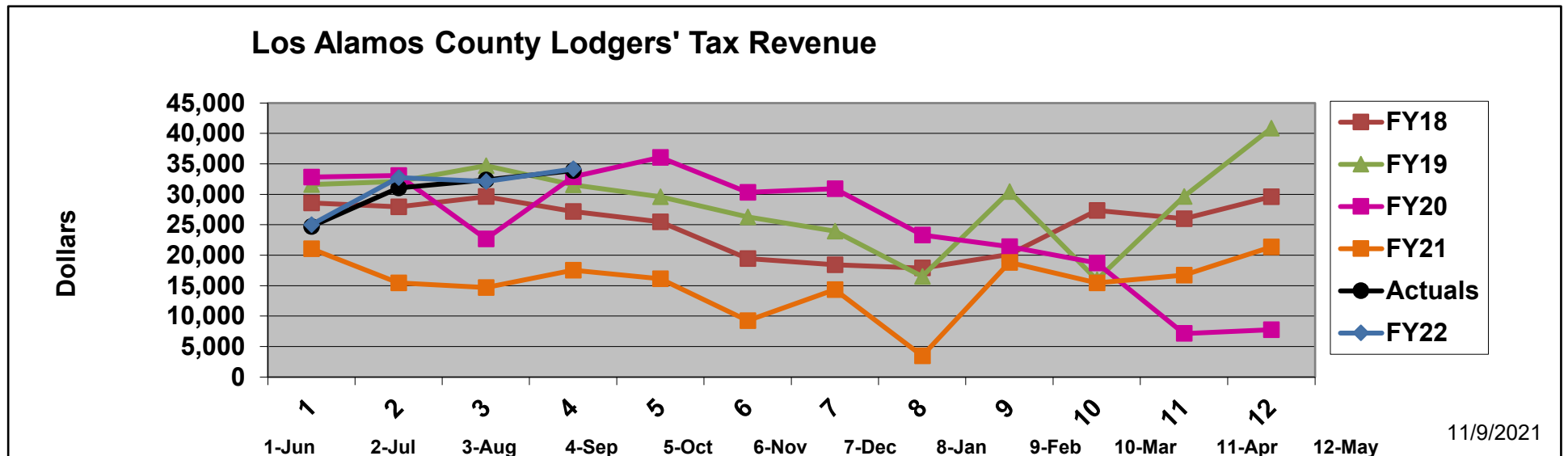
FY22ytd 80% 77% \$68,791 -38% -13% 15% 4% 12% 6% 16% 2% -19% -8% -5% 8% 14%

*NOTE: 5 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

-38%





County of Los Alamos

Staff Report

November 16, 2021

Los Alamos, NM 87544
www.losalamosnm.us

Agenda No.:

Index (Council Goals):

Presenters: Lodgers' Tax Advisory Board

Legislative File: 15150-21

Title

Tourism Marketing Report

Attachments

A - Sunny505 Overview November 2021

B - Sunny505 November 2021 PR



November 2021 LTAB Report Overview (Stats and Reporting as of November 5, 2021)

Social Media

The Facebook page audience grew from 12,347 to 12,604. Engagements rose from 3,829 to 4,289, and content reach was 84,913, up from 66,914 in October.

The Instagram account is experiencing steady growth with 46 new organic followers. Content reached 35,400 users.

For October/November, top content included:

Halloweekend

Bandelier

Scenic Overlooks

Public Relations

In October, Sunny505 distributed a news release on Halloweekend, garnering coverage in New Mexico Magazine, Los Alamos Reporter and Los Alamos Daily Post. Sunny505 also sent a news release on the Pajarito Trail Fest Youth Mountain Biking Race, garnering coverage in the Los Alamos Daily Post, NewsBreak and the Los Alamos Reporter. Additionally, Sunny505 is working with Kelly on finalizing a news release on dining and drinking experiences in Los Alamos, as well as a WinterFest news release.

Other

We met with Datafy, the parent company of SeeSource, our tracking data to get the software set up. We also designed and placed New Mexico True advertising and wrote advertorials for *New Mexico Magazine* and *ABQ The Mag*.



October–November 2021 Report

Earned Media

Public Relations

News Headline	Outlet Name	News Circulation Audience	News Ad Value	PR Value	Date
Fall Colors Trees Along Central In Downtown Los Alamos	Los Alamos Daily Post	30,360	\$281.59	\$2,815.89	9-Oct
Celebrate Community At PEECnic! Saturday Oct. 16	Los Alamos Daily Post	30,360	\$281.59	\$2,815.89	9-Oct
PEEC's Annual Member Appreciation Event 'PEECnic' Is Saturday	Los Alamos Reporter	20,860	\$193.48	\$1,934.77	11-Oct
Los Alamos County Celebrates Main Gate Park History And Creation With Sign Unveiling	Los Alamos Reporter	20,860	\$193.48	\$1,934.77	14-Oct
Valles Caldera volunteers in race to document dendroglyphs	The Durango Herald	243,420	\$2,257.72	\$22,577.21	16-Oct
Valles Caldera volunteers in race to document dendroglyphs	The Journal	90,262	\$837.18	\$8,371.80	16-Oct
Valles Caldera volunteers in race to document dendroglyphs	San Antonio Express-News	1,170,938	\$10,860.45	\$108,604.50	16-Oct
Valles Caldera volunteers in race to document dendroglyphs	Chron.com	15,438,086	\$143,188.25	\$1,431,882.48	16-Oct
Valles Caldera volunteers in race to document dendroglyphs	Midland Daily News	138,922	\$1,288.50	\$12,885.02	16-Oct
Valles Caldera volunteers in race to document dendroglyphs	The Middletown Press	148,790	\$1,380.03	\$13,800.27	16-Oct
Valles Caldera volunteers in race to document dendroglyphs	SFGate	17,759,240	\$164,716.95	\$1,647,169.51	16-Oct
Valles Caldera volunteers in race to document dendroglyphs	Greenwich Time	290,037	\$2,690.09	\$26,900.93	16-Oct
Valles Caldera volunteers in race to document dendroglyphs	The Argus-Press	38,054	\$352.95	\$3,529.51	16-Oct
Valles Caldera volunteers in race to document dendroglyphs	Plainview Herald	59,353	\$550.50	\$5,504.99	16-Oct
Valles Caldera volunteers in race to document dendroglyphs	The Alton Telegraph	218,200	\$2,023.81	\$20,238.05	16-Oct
Valles Caldera volunteers in race to document dendroglyphs	The Denver Gazette	86,985	\$806.79	\$8,067.86	16-Oct
Valles Caldera volunteers in race to document dendroglyphs	The Titusville Herald	43,408	\$402.61	\$4,026.09	16-Oct
Valles Caldera Volunteers In Race To Document Dendroglyphs	Associated Press	322,889	\$2,994.80	\$29,947.95	16-Oct
All Youth Cyclists Invited To Participate In Free Mountain Bike Race Saturday At Pajarito	Los Alamos Reporter	20,860	\$193.48	\$1,934.77	17-Oct
Calling All Youth Cyclists: Free Mountain Bike Race At Pajarito Mountain Saturday Oct. 23	Los Alamos Daily Post	30,360	\$281.59	\$2,815.89	17-Oct
More than a century of skiing in New Mexico	The Santa Fe New Mexican	406,093	\$3,766.51	\$37,665.13	17-Oct
Los Alamos County Celebrates Main Gate Park History And Creation With Sign Unveiling	Los Alamos Daily Post	30,360	\$281.59	\$2,815.89	18-Oct
More than a century of skiing in New Mexico	The Taos News	82,479	\$764.99	\$7,649.93	20-Oct
First Pajarito Trail Fest Youth Mountain Bike Race Oct. 23	Los Alamos Daily Post	30,360	\$281.59	\$2,815.89	20-Oct
First Pajarito Trail Fest Youth Mountain Bike Race Oct. 23	NewsBreak	860,000	\$7,976.50	\$79,765.00	20-Oct
Best places to live in America	Big Rapids News	41,411	\$384.09	\$3,840.87	21-Oct
Best places to live in America	Jacksonville Journal-Courier	70,018	\$649.42	\$6,494.17	21-Oct
Best places to live in America	Manistee News	15,623	\$144.90	\$1,449.03	21-Oct
Best places to live in America	Herald Review	2,840	\$26.34	\$263.41	21-Oct
Best places to live in America	WFMZ	1,294,350	\$12,005.10	\$120,050.96	21-Oct
Best places to live in America	Midland Daily News	138,922	\$1,288.50	\$12,885.02	21-Oct
Best places to live in America	News Nirvana	11,997	\$111.27	\$1,112.72	21-Oct
Halloween Returns Oct. 29-31 To Spook Los Alamos!	Los Alamos Daily Post	30,360	\$281.59	\$2,815.89	21-Oct
Halloween Returns To Haunt Los Alamos Oct. 29-31	Los Alamos Reporter	20,860	\$193.48	\$1,934.77	21-Oct
Pumpkin Carving Party, Masquerade Recital And Pumpkin Glow Back This Year On Oct. 30	Los Alamos Reporter	20,860	\$193.48	\$1,934.77	21-Oct
Fall Colors Spread Across Downtown Los Alamos	Los Alamos Daily Post	30,360	\$281.59	\$2,815.89	21-Oct
First Annual Pajarito Youth Bike Fest A Success	Los Alamos Reporter	20,860	\$193.48	\$1,934.77	25-Oct
First 'Pajarito Youth Bike Fest' Mountain Bike Race Rocks!	Los Alamos Daily Post	30,360	\$281.59	\$2,815.89	25-Oct
Technicolor Wanderlust	Departures	37,123	\$344.32	\$3,443.16	25-Oct
Los Alamos Trick-Or-Treat On MainStreet Haunts Downtown This Friday From 4-6, Masks	Los Alamos Reporter	20,860	\$193.48	\$1,934.77	26-Oct
County Provides Guidance For COVID-19 Safe Practices At Halloween Events	Los Alamos Reporter	20,860	\$193.48	\$1,934.77	27-Oct
Los Alamos County Provides Guidance For COVID Safe Practices At Halloween Events	Los Alamos Daily Post	30,360	\$281.59	\$2,815.89	27-Oct
Community Invited To Halloween Fun With PEEC!	Los Alamos Daily Post	30,360	\$281.59	\$2,815.89	28-Oct
This Small Town In New Mexico Was Named One Of The Most Affordable Places To Live In Only In Your State	Los Alamos Reporter	4,426,614	\$41,056.84	\$410,568.45	28-Oct
Celebrate Halloween With PEEC	Los Alamos Reporter	20,860	\$193.48	\$1,934.77	28-Oct
Five Things to Do This Weekend	New Mexico Magazine	150,000	\$1,391.25	\$13,912.50	28-Oct
Scenes From 2021 LAAC Pumpkin Glow Event	Los Alamos Daily Post	30,360	\$281.59	\$2,815.89	31-Oct
Trick Or Treating On Main Street Friday	Los Alamos Reporter	20,860	\$193.48	\$1,934.77	31-Oct
Historical Society's Nov. 9 Lecture Explores Atomic America And How Students Today Lea	Los Alamos Reporter	20,860	\$193.48	\$1,934.77	1-Nov
Totals		44,149,474	\$409,486.37	\$4,094,863.71	

*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
140	12,604	84,913	400	4,289	12,818
New Followers	Total Followers	Engagements	Reach		
46	614	409	35,400		

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.