



# County of Los Alamos

1000 Central Avenue  
Los Alamos, NM 87544

## BCC Agenda - Final

### Lodgers' Tax Advisory Board

*Linda Deck, Chair; Matthew Allen, Vice Chair; Jennifer Jenson;  
Jennifer Olsen; and Julie Ruud, Members.*

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Tuesday, January 18, 2022

12:00 PM

Zoom Webinar ID: 831 1175 7786

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**This meeting will be conducted over Zoom**

*To join the meeting:*

*Please click this URL to join. <https://us06web.zoom.us/j/83111757786>*

*Or join by phone:*

*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: 831 1175 7786*

#### **I. ADMINISTRATIVE ACTIONS**

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

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

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

[15426-22](#) Minutes from the Lodgers' Tax Advisory Board Meeting on December 21, 2021.

**Presenters:** Lodgers' Tax Advisory Board

**Attachments:** [A - LTAB\\_DRAFT Minutes December 21 2021](#)

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

#### **II. PRESENTATIONS/DISCUSSIONS (ITEMS/PROJECTS FOR POSSIBLE ACTION)**

##### **A. FY23 LTAB Work Plan**

[15396-22](#) FY23 Work Plan Template

**Presenters:** Lodgers' Tax Advisory Board

**Attachments:** [A - FY23 Workplan Template](#)

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

**A. Lodging Field Trips (LTAB Member Lodging Establishments)****B. Film Projects Update/Opportunities****C. County Annual Report****D. New Projects Introduction?****IV. MONTHLY REPORTS****A. Councilor Report****B. Tourism Metrics****1. Lodgers' Tax Revenue Report**

[15395-22](#) Lodgers' Tax Revenue Report

**Presenters:** Lodgers' Tax Advisory Board

**Attachments:** [A - Lodgers' Tax Revenue Nov for Jan](#)

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

[15427-22](#) Visitation by Attraction Report

**Presenters:** Lodgers' Tax Advisory Board

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

**3. Datafy LIVE Analysis****4. Tourism Marketing Report**

[15394-22](#) Tourism Marketing Report

**Presenters:** Lodgers' Tax Advisory Board

**Attachments:** [A - Sunny505 Overview January](#)  
[B - Sunny505 Social Media](#)

**5. Visitor Materials Distribution****C. Mainstreet/Creative District Report****1. WinterFest 2021 Report**

[15429-22](#) WinterFest 2021 Report

**Presenters:** Lodgers' Tax Advisory Board

**Attachments:** [A - LACDC Arts and Cultural District Report](#)

**2. Farmers Markets Winter Weeklies; Holiday Markets**

**3. MainStreet Amendment**

**4. White Rock Proposed Metropolitan Redevelopment Area (MRA)**

**D. Upcoming Tourism Events Calendar Updates [fyilosalamos.com](http://fyilosalamos.com)**

**E. County Projects/Updates**

**1. Brand Action Plan Implementation Reboot**

- a. Creative Campaign Process
- b. Spring Break Tourism Campaign/a-HA! Events & Itineraries
- c. Community Pride and Ambassador Campaign / Discoveries Action Team

**2. Tourism Strategic Plan Implementation (ED Funds)**

- a. Tourism Implementation Task Force Report
- b. Visitor Website Redevelopment Pending County Website Contract
- c. Visitor Centers/Experience Refresh Issue RFP in 2022

**3. Community Services Department (CSD)**

- a. PROS Division Monthly Report
- b. CSD Projects ADA Audit, Integrated Master Plan Project, Pueblo Canyon Project

**4. Community Development Department**

- a. Downtown Master Planning Update
- b. Development Code Update Process (Chapter 18, Chapter 16) pending process completion
- c. Mobile Food Vending Ordinance

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

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

**F. State/Regional Tourism & Outdoor Recreation Industry Updates**

- 1. NM Hospitality Association / NM Tourism Department TRENDS Conf (Jan 25)
- 2. NM Outdoor Recreation Division
- 3. NM Economic Development Department

**G. Gateway 3 National Parks**

- 1. Manhattan Project National Historical Park
- 2. Bandelier National Monument
- 3. Valles Caldera National Preserve

**H. Other Announcements (All)****V. NEXT MEETING(S)/FUTURE AGENDA ITEMS**

**A. Next Meeting: Tuesday, February 15, 2022, 12-2 p.m. Via Zoom**

**B. 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 December 21, 2021**

**I. ADMINISTRATIVE ACTIONS**

**Members Present:** Linda Deck, Acting Chair; Matthew Allen, Jennifer Jenson, Jennifer Olsen and Julie Ruud, Members.

**Council Liaison:** David Reagor

**Others Present:** Candie Perkins, CMO Datafy; Dan Ungerleider, Economic Development Administrator; Kelly Stewart, Staff Liaison; Julie Bowman, County Attorney; Joanie Griffin, Sunny505; Melanie Pena, Discover Los Alamos; Barbara Lai, Administrative Support; and Joshua Maestas, IT.

**Call to Order**

Acting Chair Deck called the virtual meeting to order at 12:01 pm.

**Approval of Today's Agenda**

**Jen Olsen made a motion to approve the agenda. Julie Ruud seconded. The motion passed unanimously.**

**Approval of Minutes**

**Julie Ruud made a motion to approve the November minutes with revisions. Linda Deck seconded the motion. The motion passed unanimously.**

**Public Comment**

No public comment.

**II. PRESENTATION/DISCUSSION**

**Tourism Data Software**

Ms. Griffin stated that, per the terms of the new tourism marketing services contract with the County, Sunny505 has contracted with a Datafy to obtain and interpret data on visitation and visitor behaviors to better understand the people who are visiting (age range, household income, city of origin), where they are visiting and for how long. Ms. Griffin introduced Datafy COO Ms. Perkins who explained that the main source of data is obtained from cellular devices. The data is scrubbed and aggregated to protect individual consumer privacy. Using geo-fencing technology, data is captured within or outside designated areas (polygons). The data can be sorted by a range of criteria, such as travel distance, or by lodging establishments, attractions, businesses, or specific events. The data can also be correlated to show how many Bandelier visitors also visited the White Rock Visitor Center or Los Alamos attractions. All data collected can be accessed and evaluated via a dashboard. At upcoming meetings, LTAB will engage in LIVE Datafy sessions with the LTAB and team to determine optimum reporting. A brief Q&A session followed the presentation.

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

#### **Welcome New LTAB Members Jennifer Jenson & Jen Olsen**

Chair Deck welcomed the new LTAB members and asked each person to introduce themselves. Jennifer Jenson, a Los Alamos resident, has been appointed to fill the community at-large vacancy and Jennifer Olsen, the operations manager for the Bradbury Science Museum, is filling the tourism industry representative vacancy. New and old LTAB and supporting team members introduced themselves and their roles.

#### **2022 LTAB Meeting Calendar**

The 2022 LTAB monthly meeting calendar was introduced and approved by the Board.

#### **Election of Chair and Vice Chair**

Ms. Deck opened the floor for nominations for Board Chair. Matthew nominated Linda Deck for Chair. Ms. Deck called for a vote on Mr. Allen for Vice Chair and the vote electing him was 4-0 with Mr. Allen abstaining. Ms. Deck called for a vote on the chair with herself as the nominee. The vote electing her was unanimous, 5-0.

#### **Lodging Field Trip**

The board discussed different options for scheduling a field visit to the lodging properties in the County. Ms. Stewart will follow up with each lodging manager/owner to determine the best times for LTAB to visit each property.

#### **FY2023 LTAB Work Plan Template**

Ms. Stewart stated that LTAB's FY2023 work plan is due to Council for review in late February. Staff will prepare a draft for review at the January meeting.

### **IV. MONTHLY REPORTS**

#### **Councilor Report**

Council Reagor had no items to report other than what was already discussed.

#### **Lodgers' Tax Revenues**

The board reviewed the Lodgers' Tax Revenue report. Chair Deck observed that revenues are on track with 2019 revenues.

#### **Tourism Marketing Report**

Ms. Griffin with Sunny505 gave the presentation prepared by the New Mexico Tourism Department recapping the tourism marketing initiatives and results of NMTD's Recovery Readiness program. She also summarized Sunny505's monthly marketing report that shows a marked increase of social media followers on the @visitlosalamos Instagram and Visit Los Alamos Facebook page.

#### **Visitation by Attraction/Visitors Center**

Ms. Pena summarized the monthly visitor trends report, stating that, in general, visitation has slowed in keeping with this time of year. Member Olsen reported that, although the Bradbury visitation had slowed through November, averaging ~20 visitors per day, there has been a recent uptick, with an average of 140 visitors per day.

**Community Services Department**

Ms. Marquez announced that one of the County Ice Rink's biggest annual events is occurring over the winter break: the Holiday Hockey Tournament, December 27-30. Other Parks, Recreation and Open Space division projects include the update of trailhead/trail signage and maps.

**Chair Deck adjourned the meeting at 1:41 p.m.**



LOS ALAMOS

where discoveries are made

## FY23 Work Plan for Los Alamos County Boards and Commissions

**(Fiscal Year 2023: July 1, 2022 – June 30, 2023)**

Board and Commission Name: \*\*\*\*\*

Date prepared: 00/00/20\*\*

Date approved by Council: TBD

Prepared by:

This work plan will be accomplished in the following time frame: July 01, 2022- June 30, 2023

Chairperson: \*\*\*\*\*

Members and terms:

Member	Start/End Dates	Term
***		
***		
***		
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**		

Department Director: \*\*\*

Work plan developed in collaboration with Department Director. (Y/N?) \_\_\_\_\_

Staff Liaison: \_\_\_\_\_

Administrative Support provided by \_\_\_\_\_

Council Liaison: \_\_\_\_\_

Reviewed by Council Liaison? \_\_\_\_\_



**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.

**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.)***

**2.1** List any special projects or assignments given to this Board or Commission by Council or the Department Director:

**2.2** List the guiding documents/plans (with approval or revision dates listed) used by this Board or Commission.

**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.

**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.

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

## 5.0 List

### 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:**

**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 Planning & Zoning Commission:**

#### Attachment A

#### Attachment B

### 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.

#### 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.	
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.	
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.	

Los Alamos Co. Lodgers' Tax Revenue --Accrual Basis • 4 of 6 Collected for Nov 2021\* • Reported to LAC Dec 2021 Presented in to LTAB Jan 2022

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	\$34,992	\$34,992	\$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	\$26,876	\$26,876	\$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	\$183,888	\$185,878	\$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 payments received after the close of FY2020.

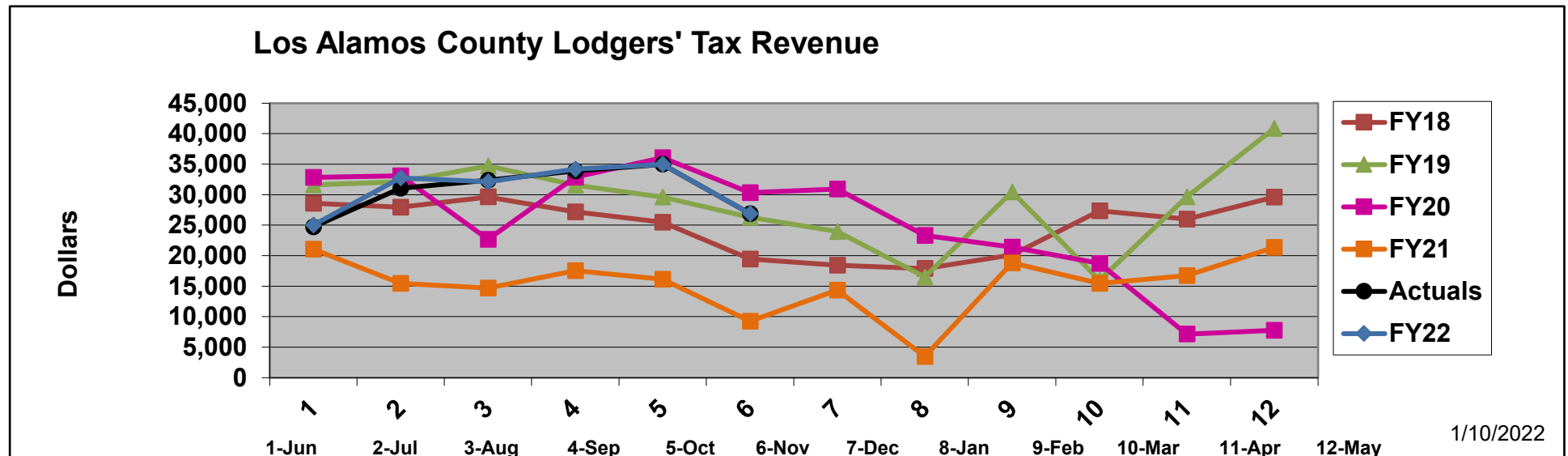
FY22ytd 97% \$94,189 \$185,878 -38% -13% 15% 4% 12% 6% 16% 2% -19% -8% -5% 8% 14%

\*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

Total # Rooms: 271





January 12, 2022

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 December 2021.

Dear Kelly,

Attached is my submission of Discover Los Alamos's monthly tourism report for the month of December 2021. All attractions have now reopened to the public, since temporarily closing in March 2020. The White Rock Visitor Center is currently operating on Winter Hours, open daily 10 am – 2 pm. Both Visitor Centers were closed on Christmas Day and reopened normal business hours the following day.

Sincerely,

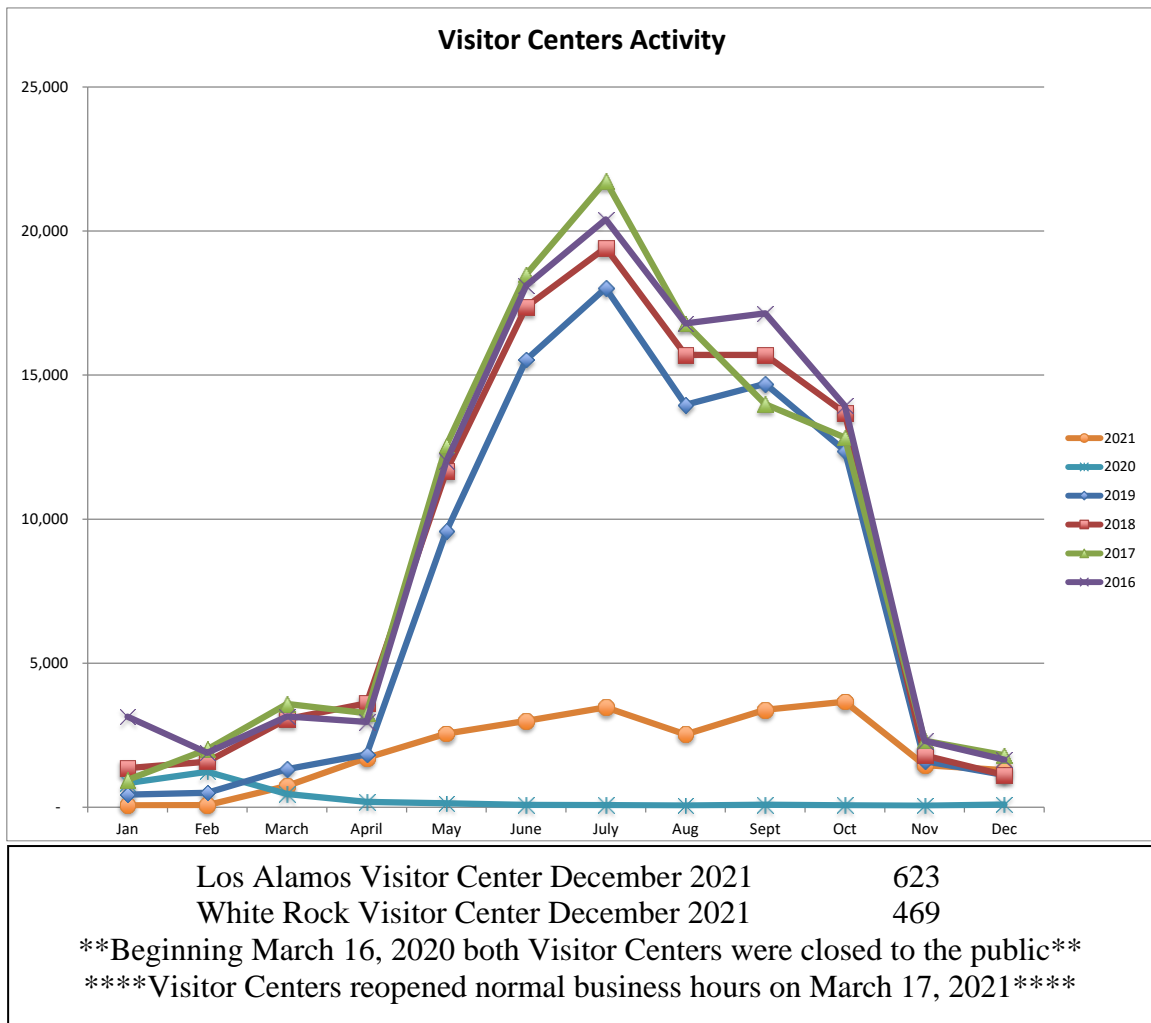
Melanie Peña  
Discover Los Alamos Director

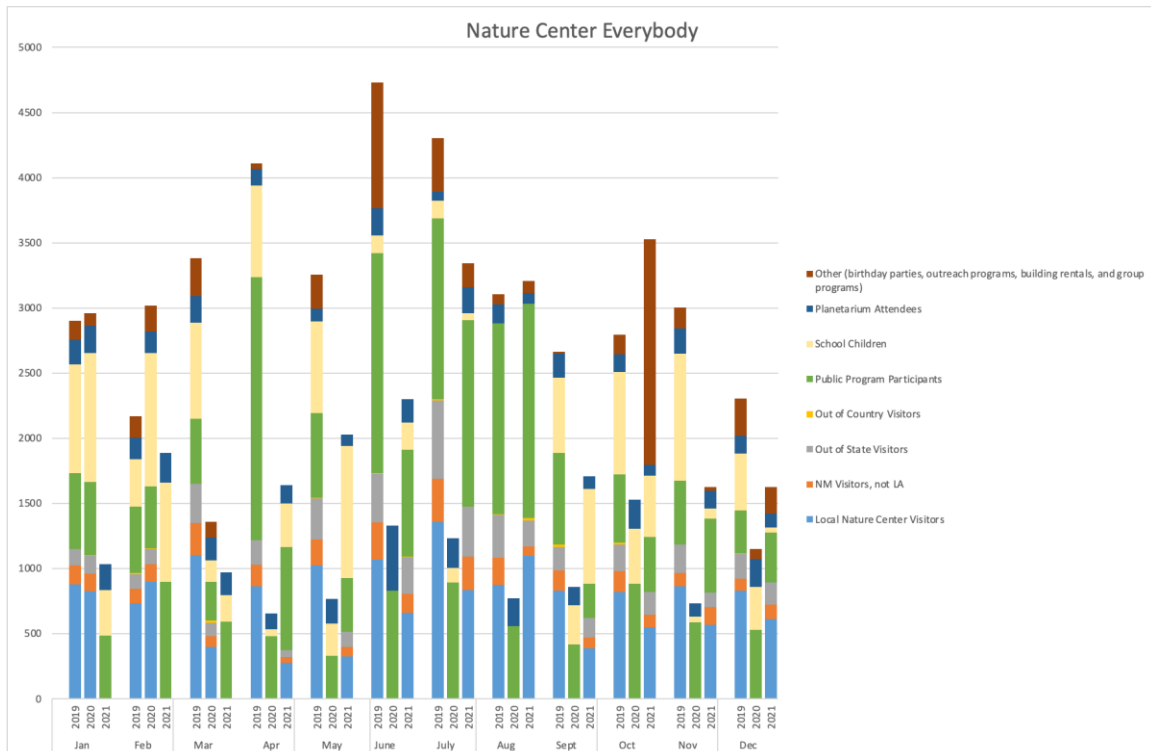
cc: Steve Lynne, Linda Matteson, Lauren McDaniel and Ryn Herrmann

# Discover Los Alamos

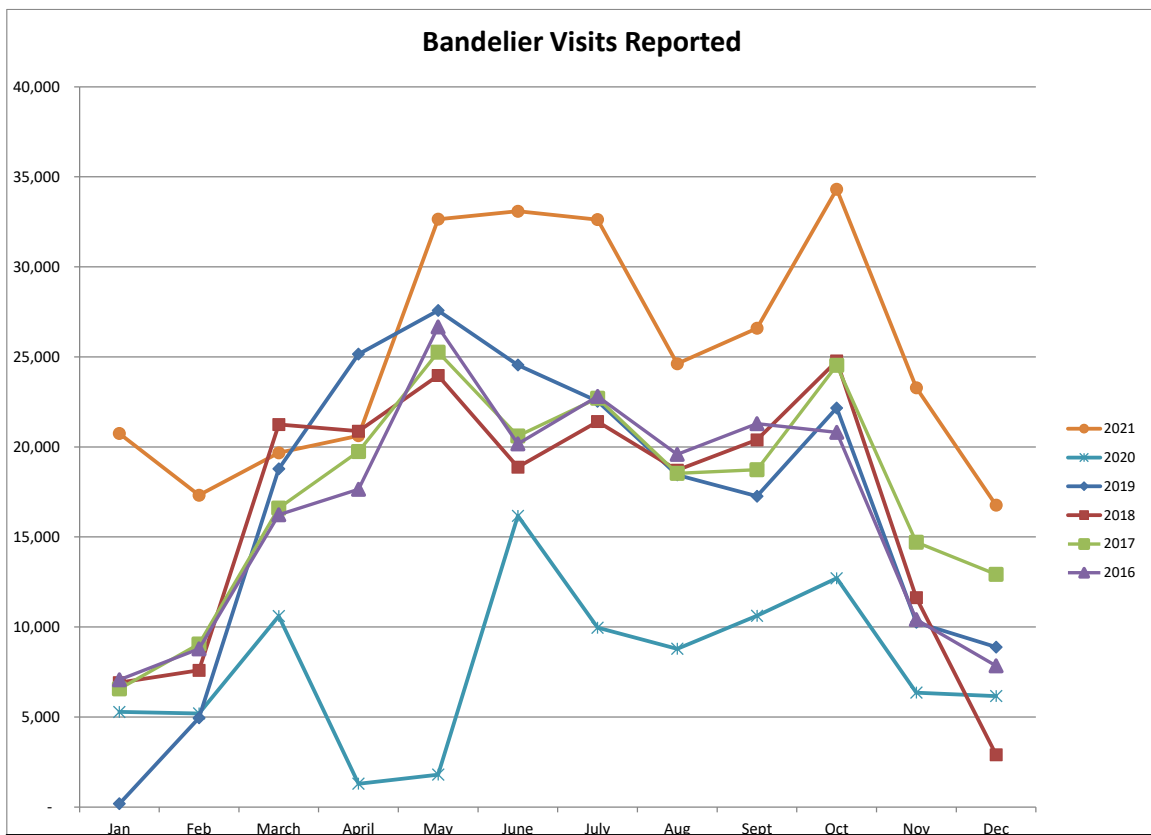
## Monthly Tourism Report

### DECEMBER 2021



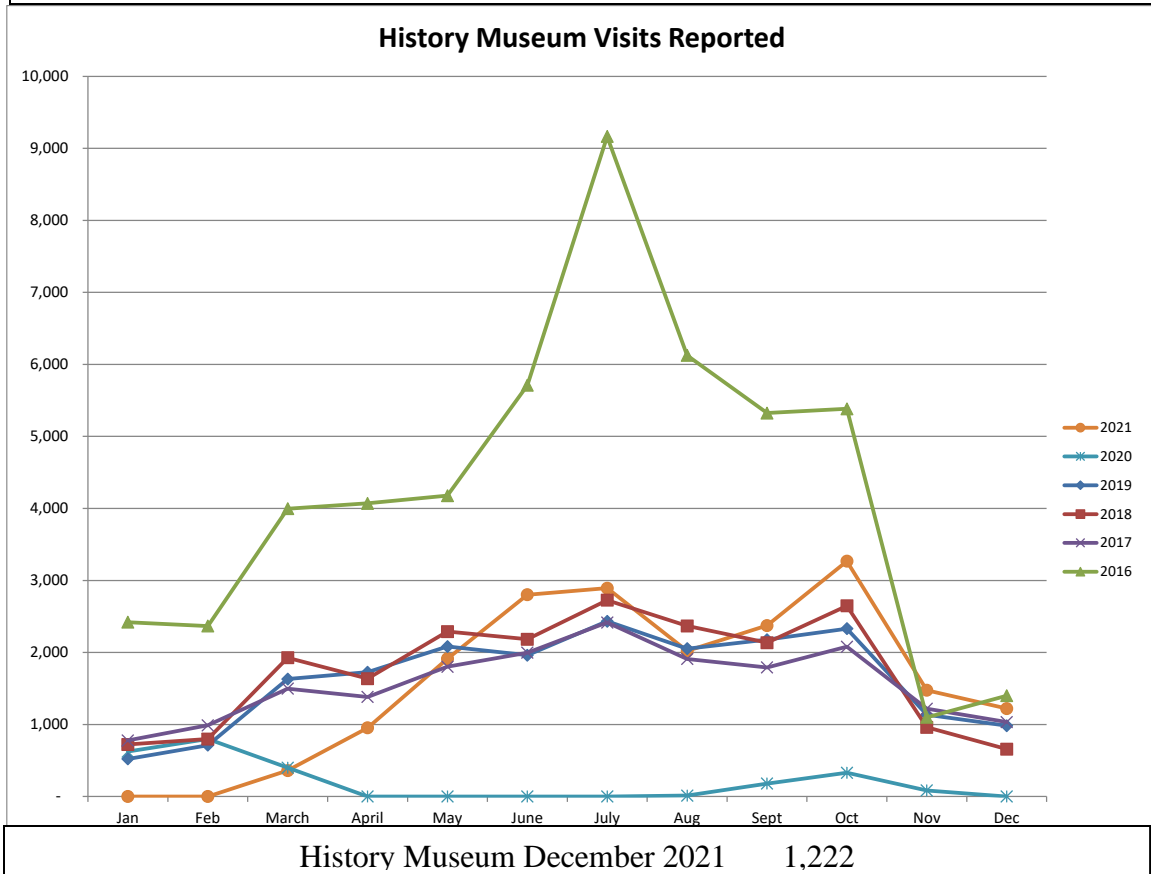
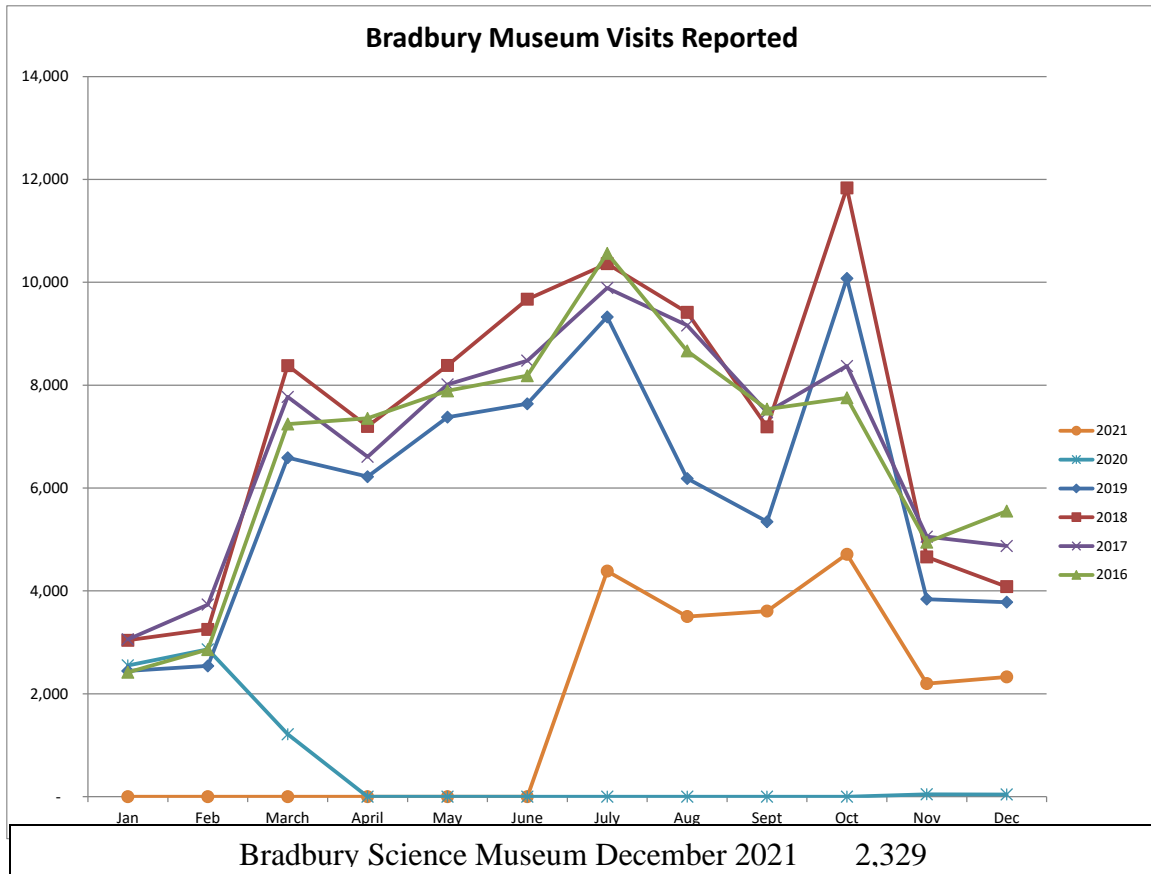


**Nature Center December 2021      1,627**

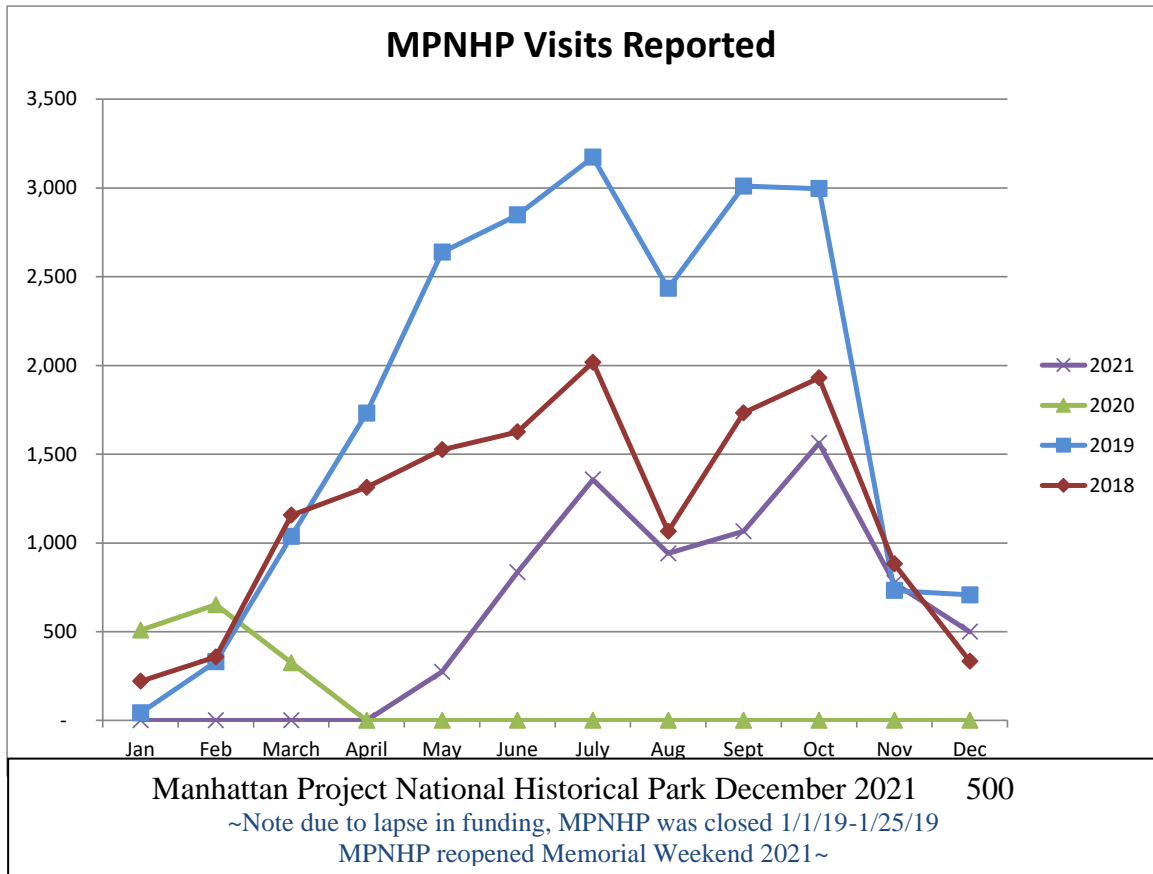


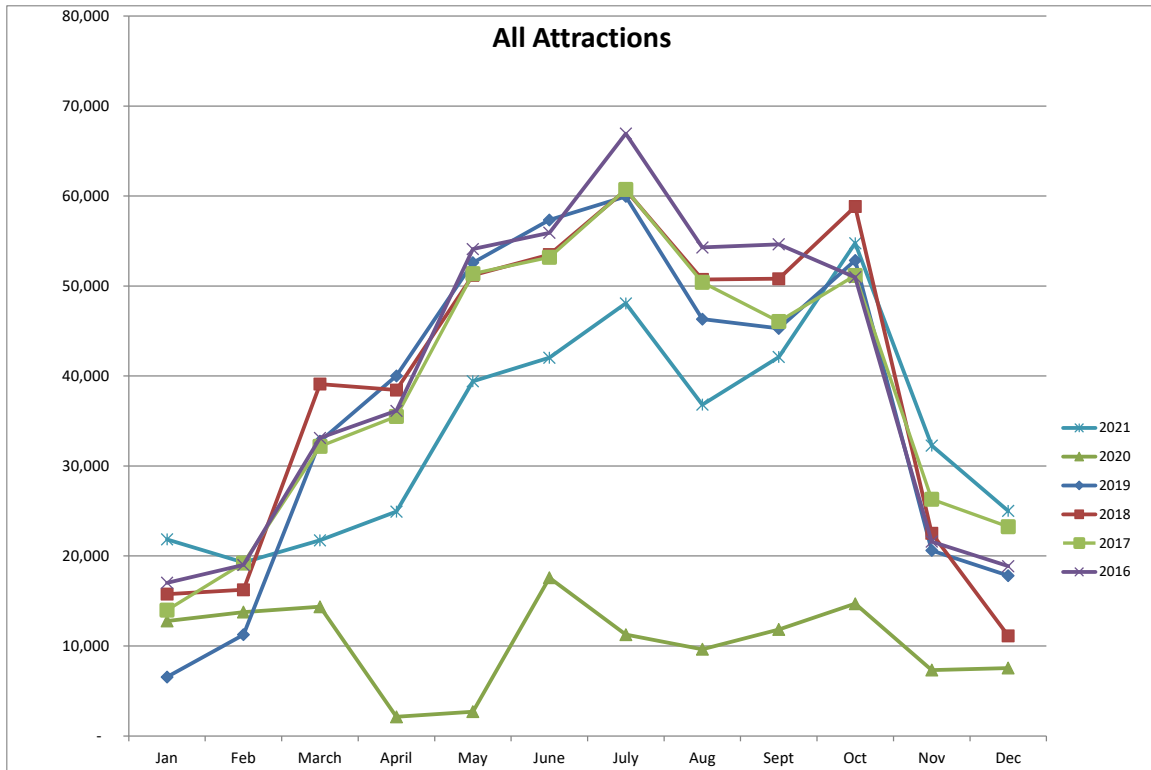
**Bandelier National Monument December 2021      16,762**

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

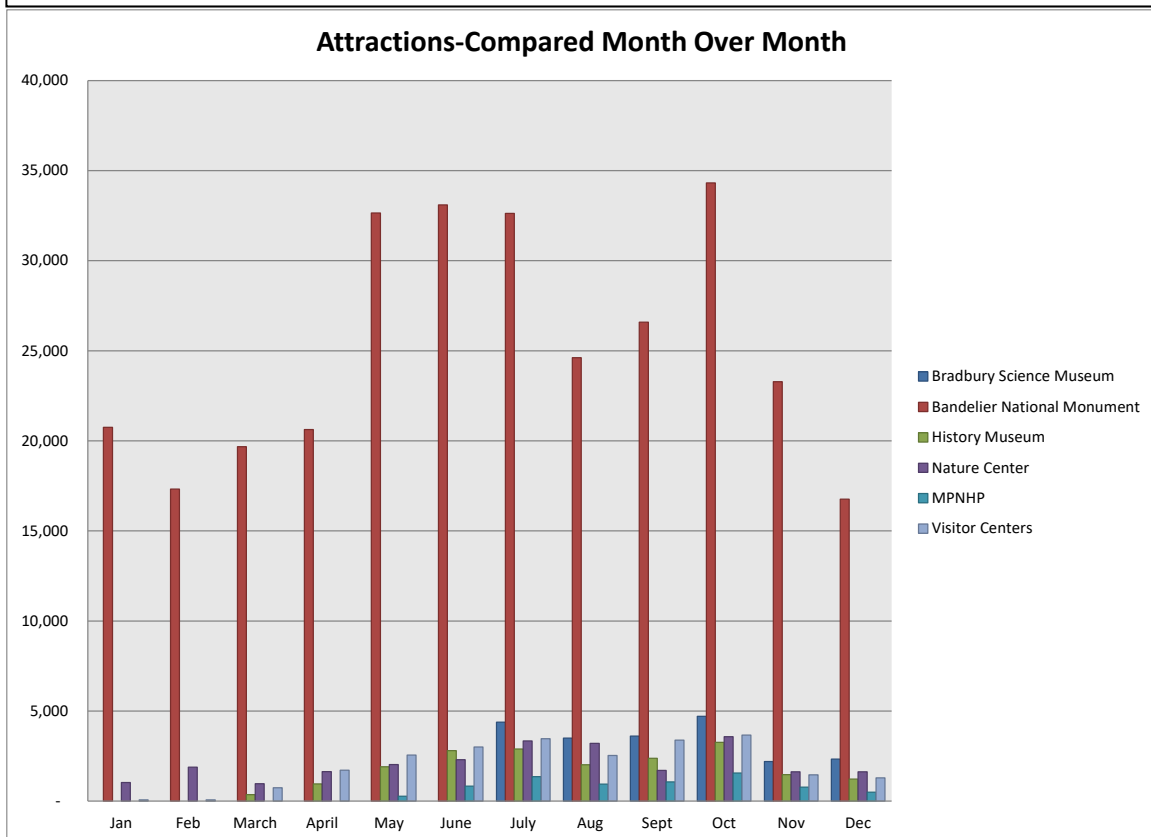








All Attractions YOY & MOM December 2021      25,014



### December 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 11,900 copies are in stock. Fun and Games picked up 50 boxes of the new Los Alamos Adventure Guide in December 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 8-10 different Los Alamos County tourism pamphlets. There are currently 29 in place in both 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 no volunteer hours logged for the month of December.
- 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 Doghouse, Hilltop Spa and Fran Stoval were on display for the month of December. The large display featured The Los Alamos History Museum.
- In December, 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.
  - projectY coworking space- 10 welcome bags
  - Bathtub Row Brewing Coop- 30 welcome bags

December 2021:

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

## Analysis of Visitor Surveys

December 2021

Sample size = Total of **59** combined LAVC & WRVC Sign in Sheets (Not all categories were marked)

✓ *Length of Stay-*

- 38      entries reported a day trip
- 10      entries reported overnight stays

✓ *First Time Visit to Los Alamos--*

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

✓ For the month of September, both visitor centers collected a total of (**59**) registration sheets and visitors indicated these reasons for visiting.

- Bandelier National Monument      27
- Manhattan Project/MPNHP      30
- Bradbury/History Museum      23
- Nature Center      7
- Scenery/Recreation/Sports      10
- Business/Family/Friends      14
- Other: Visitor Center Rock Display, Exploring the area, House hunting.

- ✓ The most prevalent states of origin in chronological order are from Texas, California, Colorado, Arizona, New Jersey, Alaska, Tennessee, and Maryland.
- ✓ The most prevalent foreign countries of origin, there were from Canada.
- ✓ The most prevalent cities in New Mexico visiting Los Alamos were from Albuquerque, Santa Fe, Artesia and Cochiti Lake.

✓ Visitor Comments:

- So happy to be back, very impressed with your visitor center.
- Still looks good since 1993.
- Lovely visitor center, very helpful.
- Great visitor center and staff!
- Hi!
- Great advice!
- Very helpful visitor center.
- In route to Santa Fe.
- Amazing scenery.
- In Santa Fe, taking day trips.
- Beautiful country. Great visitor center with helpful staff!
- Can't wait to explore more!
- Always wanted to visit, I'm 83.
- Coming back!
- Thank you for being open! Very helpful.
- Wish more was open on Sundays!
- Thank you.



## **January 2022 LTAB Report Overview (Stats and Reporting as of January 10, 2022)**

### **Social Media**

The Facebook page audience grew from 12,849 to 12,931. Content reached 50,535 users, up from 41,668 in December and garnered 5,303 engagements, up from 2,000 engagements in December. Followers rose from 13,071 to 13,156.

The Instagram account is experiencing steady growth with 38 new organic followers. Content reached 2,634 users with 542 engagements.

For December/January, top content included:

Scenic Overlooks

Bandelier OnlyInYourState throwback article

### **Public Relations**

Los Alamos was featured in AAA Explorer's print edition for January–March, along with Valles Caldera National Preserve and Bandelier National Monument. Currently Sunny505 is working with Kelly on finalizing a news release on dining and drinking experiences in Los Alamos, as well as a news release on the Backcountry Film Festival.

### **Other**

We worked with Datafy (formerly SeeSource) on setting up the Los Alamos County data metrics dashboard. We participated in various training sessions and cleaning up the information for accurate reporting.

## December 2021–January 2022 Report

### Earned Media

#### Public Relations

News Headline	Outlet Name	News Circulation Audience	News Ad Value	PR Value	Date
Join PEEC Friday For 'Home Alone' And Hot Chocolate	Los Alamos Reporter	29,317	\$271.92	\$2,719.15	25-Dec
Explore the land of enchantment from home with state-wide virtual tour series	Las Cruces Sun-News	299,282	\$2,775.84	\$27,758.41	27-Dec
Explore the land of enchantment from home with state-wide virtual tour series	Ruidoso News	12,484	\$115.79	\$1,157.89	27-Dec
Explore the land of enchantment from home with state-wide virtual tour series	Carlsbad Current-Argus	62,998	\$584.31	\$5,843.06	27-Dec
Explore the land of enchantment from home with state-wide virtual tour series	Yahoo news	64,948,780	\$602,399.93	\$6,023,999.35	27-Dec
Explore the land of enchantment from home with state-wide virtual tour series	Alamogordo Daily News	17,270	\$160.18	\$1,601.79	27-Dec
Daily Postcard: Romero Cabin In Downtown Los Alamos	Los Alamos Daily Post	51,613	\$478.71	\$4,787.11	2-Jan
Share the Health	AAA Explorer - Print	135,000	\$1,252.13	\$12,521.25	Jan–March Issue
22 Reasons To Visit New Mexico In 2022By Correspondent Lanee Lee	Forbes Travel Guide Stories	127,042	\$1,178.31	\$11,783.15	5-Jan
Vision For The Valles Caldera National Preserve	Los Alamos Reporter	29,317	\$271.92	\$2,719.15	7-Jan
<b>Totals</b>		<b>65,713,103</b>	<b>\$609,489.03</b>	<b>\$6,094,890.30</b>	

### Additional Mentions

News Headline	Outlet Name	News Circulation Audience	News Ad Value	PR Value	Date
Historical scientific instruments at Harvard University	HomeNewsHere.com	44,594	\$413.61	\$4,136.09	25-Dec
This Is the Best Supermarket in Your State	Eat This, Not That!	16,162,306	\$149,905.39	\$1,499,053.88	1-Jan
<b>Totals</b>		<b>16,206,900</b>	<b>\$150,319.00</b>	<b>\$1,503,189.98</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. While we send 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
128	12,931	50,535	270	5,303	13,156
New Followers	Total Followers	Engagements	Reach		
38	682	542	2,634		

**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.

**creative**  
LOS ALAMOS



# **Los Alamos Creative District County Report for December 2021**

- **History On Tap**
- **Holiday Shopping Guide**
- **WinterFest**
- **December Attendees**



# History On Tap

**December 13**

**Shelly Leshner**

**My Nuclear Life**



Dec 13, 2021

We had 29 participants attend the virtual History On Tap. The guest speaker was Shelly Leshner, Professor of Physics at the University of Wisconsin, La Crosse and host of the podcast My Nuclear Life. She shared stories from the podcast, which explore how nuclear science has impacted and changed our world in both beneficial and destructive ways. On the podcast, she has interviewed historians, policy makers, and experts in their fields to weave a picture of your nuclear life. We also learned how the podcast began and has evolved since its beginning and hear about her plans for its future and possible guest she would like to interview.

## Conclusion of On Tap series

This year will conclude the On Tap lecture series due to a few factors, including ongoing concerns with COVID. Two of our partners, The Historical Society and The PEEC have started their own lecture series and have struggled to secure additional presenters for both events. The Bradbury Science Museum has transitioned the Science On Tap to a new format ("The Periodic Table") due to similar circumstances of having their own lecture/discussion series through other initiatives (Scientist in the Spotlight and Night with a Nerd etc.) that seemed to duplicate what we were trying to do with the OnTap series. We feel like it's more productive at this time to instead come up with a new program that highlights our local culture while simultaneously benefiting the local cultural entities and small businesses in town.

# WinterFest 2021

WinterFest was on Dec 3-5. The Lights Parade had over 30 entries with some amazing floats in the 2021 theme "TV & Film Holiday." The LAPD took 1st place with their representation of the holiday movie classic "A Christmas Story"



## WinterFest Schedule

### **Friday, Dec. 3**

Affordable Arts Show  
Annual Los Alamos Creche Show  
Winter Wonderland Virtual Paint Party  
Ratcracker on "The Hill"

### **Saturday, Dec. 4**

Visit with Santa  
Winter Wonderland Virtual Paint Party  
Annual Children's Christmas Bazaar  
Annual Los Alamos Creche Show  
Earth Treasure Show  
Annual Holiday Fuller Lodge Open House  
Chamisa SingSations  
SaxAtomics  
Affordable Arts Show  
Table Top Game Day  
Ratcracker on "The Hill"  
Holiday Lights Parade  
Tree Lighting

### **Sunday, Dec. 5**

Earth Treasure Show  
Affordable Arts Show  
Ratcracker on "The Hill"  
Holiday Concert



# Holiday Shopping Guide

The Los Alamos Creative District helped compile the 2021 Los Alamos & White Rock Holiday Shopping Guide. We highlighted a number of locally owned restaurants, retail businesses, and service providers in the county. This year we also acknowledged the 2020 winners of the Chamber Business Awards by spotlighting their business with a photo and caption indicating the award they won.

2021  
**HOLIDAY SHOPPING**  
in Los Alamos & White Rock

❄️ Unique Gifts  
❄️ Eat, Drink, & Be Merry  
❄️ Healthy, Active, & Playful  
❄️ New Businesses

### Unique Gifts

**Petree Garden Center & Florist**  
Find unique gifts, handcrafted holiday sweets, seasonal floral & Christmas magic. Get one-of-a-kind gifts, lovingly selected, packaged and delivered. Fresh and festive wreaths, poinsettias, amaryllis and winter greenery.

**Pet Pangaed**  
Does your pet like to hide, curl up, or sprawl? Come find your pet their new favorite comfy bed.

**projectY cowork**  
Know someone who needs to get away from the home office? Give them a punchcard or monthly membership to the downtown cowork space.

**Seeking Chameleon**  
Vintage treasures, exceptional silver jewelry, locally made arts & crafts. An extensive collection of nearly everything.

**Step Up Gallery @ Mesa Public Library**  
Small plein air paintings of the Land of Enchantment for sale at the library or online.

**T-Mobile**  
Stop by kiosk inside UPEX for your phones and stocking stuffers.

**Village Arts**  
Gifts to inspire creativity in all ages.

**White Rock Toys & Games**  
Find Magic: The Gathering cards, Hot Wheels, and many more fun collectibles.

Los Alamos  
**RETAIL ACCELERATOR**  
Pop-up Stores  
174 Central Park Square

Show your support to these retailers, who plan to open a permanent location in Los Alamos County, and are testing their concept this holiday season! Offered by Los Alamos MainStreet & Chamber of Commerce with sponsorship from New Mexico Economic Development Department LEADS program, NM MainStreet, and LANL Community Partnerships Office.

**Inspired Jewelers**  
Exquisite & unique jewelry, jewelry services, repairs, and alterations.

**Little Studio on the Mesa**  
Los Alamos made jewelry, fused glass, ornaments, other art and paint-your-own pottery.

**Samizdat Bookstore & Teahouse**  
Books for readers of all ages, specially and lovingly gift-wrapped complimentary.

### Chamber Checks

Unsure of what to get your friends or family from this list? Look no further than Chamber Checks! Sold in \$10 denominations, these checks are valid at dozens of these local businesses. Visit the Los Alamos Chamber of Commerce office at 190 Central Park Square in the Small Business Center or email [ryn@losalamos.org](mailto:ryn@losalamos.org) to coordinate your gift checks.

# Attendance for December

Holiday Lights Parade estimate	5,000+
Small Business Blue Bucks Raffle	12,200+
<u>History On Tap</u>	<u>29</u>
<b>Total</b>	<b>17,229+</b>