



# County of Los Alamos

1000 Central Avenue  
Los Alamos, NM 87544

## BCC Agenda - Final

### Lodgers' Tax Advisory Board

*Katie Bruell, Stacy Baker, Linda Deck, Members*

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Tuesday, January 19, 2021

12:00 PM

ZOOM

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**Due to COVID-19 Concerns, the meeting will be conducted remotely.**

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

*You are invited to a Zoom webinar.*

*When: December 15, 2020*

*12:00 PM Mountain Time (US and Canada)*

*Topic: Lodgers' Tax Advisory Board Meeting*

*To attend and/or give public comment, the link to join the webinar is:*

*<https://zoom.us/j/94370625884?pwd=ZytMbXA2RFduaEISSGJOM0dXaHJ4Zz09>*

*Any questions, please email: [barbara.lai@lacnm.us](mailto:barbara.lai@lacnm.us)*

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

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

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

1. [13672-20](#) Minutes from the Lodgers' Tax Advisory Board Meeting on November 17, 2021.

**Presenters:** Lodgers' Tax Advisory Board

**Attachments:** [A - LTAB Draft Minutes November 17, 2020](#)

##### **D. LTAB Membership Status**

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

#### **II. PRESENTATIONS/DISCUSSIONS**

##### **A. Tourism Data Collection Resources**

***Randy Randall, Executive Director, TOURISM Santa Fe***

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

**A. 2021 LTAB Meeting Calendar**

1. [13673-20](#) Draft 2021 Meeting Calendar

**Presenters:** Lodgers' Tax Advisory Board

**Attachments:** [A - Draft LTAB 2021 Meeting Dates](#)

**B. Letter of Recommendation to Council to Update Lodgers' Tax Ordinance**

1. [13677-20](#) Letter of Recommendation to Council to Update Lodgers' Tax Ordinance

**Presenters:** Lodgers' Tax Advisory Board

**Attachments:** [A - Short Term Rentals Letter to Council](#)

**C. Los Alamos Destination Programs Status****1. County Policies per Governor's Public Health Order****2. Visitor Centers and Attractions Status****3. New Visitor Materials & Information Kiosks****D. State Economic Development Initiatives****1. New Mexico Hospitality Association**

a. Lodgers' Tax Handbook

b. New Mexico Safe Promise/Certified Programs – Los Alamos Compliance

**2. New Mexico Tourism Department**

a. Tourism Summit Highlights

b. Recovery Readiness Initiative Programs

**3. Outdoor Recreation Division Update****E. New Projects****IV. MONTHLY REPORTS****A. Tourism Metrics**

**1. Tourism Marketing Report**

1. [13674-20](#) Tourism Marketing Report
- Presenters:** Lodgers' Tax Advisory Board
- Attachments:** [A - December 2020 Sunny505 Overview](#)  
[B - December 2020 Sunny505 Activity Report](#)  
[C - January 2021 Sunny505 Overview](#)  
[D - January 2021 Sunny505 Activity Report](#)

**2. Lodgers' Tax Revenue Report**

2. [13675-20](#) Lodgers' Tax Revenue Report
- Presenters:** Lodgers' Tax Advisory Board
- Attachments:** [A - Revenue Accrual Report Oct - Dec.](#)  
[B - Revenue Accrual Report Nov 20 for Jan 19 Meeting](#)

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

3. [13676-20](#) Visitation by Attraction/Visitor Centers
- Presenters:** Lodgers' Tax Advisory Board
- Attachments:** [A - September 2020 Visitation Report](#)  
[B - October 2020 Visitation Report](#)

**B. Tourism Implementation Task Force****C. Gateway 3 National Parks****1. Manhattan Project National Historical Park****2. Bandelier National Monument****3. Valles Caldera National Preserve****D. Mainstreet/Creative District Report****E. Community Development Department Updates****1. Lodgers' Tax Ordinance/Development Code Update****2. Downtown Master Plan/Redevelopment Planning**

**3. Development Code Update Process****4. Dark Skies Corridor Initiative/Consortium****F. Community Services Department Update****G. Councilor Report****H. Boards & Commissions Reports****I. Upcoming Events Calendar****J. Other Announcements (All)****V. NEXT MEETING(S)/FUTURE AGENDA ITEMS****A. LTAB Priorities****B. Next Meeting: February 16, 2021 at 12:00 pm.****C. 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 November 17, 2020**

**I. ADMINISTRATIVE ACTIONS**

**Members Present:** Katie Bruell, Linda Deck, Stacy Baker, and Zadora Morin

**Council Liaison:** Councilor David Izraelevitz

**Others Present:** Juanita Jennings, Public Affairs Director; Stephanie Mervine, Tourism Director; Kelly Stewart, Staff Liaison; Linda Matteson, CMO; Joanie Griffin, Sunny505; Dianne Marquez, PROS; and Barbara Lai, Administrative Support

**Call to Order**

Meeting called to order at 12:05 pm by Kelly Stewart.

**Approval of Today's Agenda**

**Ms. Stewart said she will assume unanimous approval unless there are objections. There were no objections. The agenda was approved.**

**Approval of Minutes**

**Ms. Deck moved to approve the minutes for September and October. Ms. Bruell seconded. There were no objections, so the minutes were approved by the board.**

**LTAB Membership Status**

Appointments were made at the October meeting and the Acting Chair is Katie Bruell and the Acting Vice Chair is Zadora Morin. LTAB members requested that the vote to approve the chair and vice chair for FY21 be delayed pending appointment of the fifth board member representing the lodging industry.

**Public Comment**

No public comment.

**II. PRESENTATIONS/DISCUSSIONS**

**City of Roswell Lodgers' Tax Revenue Ordinance/Process**

Juanita Jennings, Public Affairs Director, and Stephanie Mervine, Tourism Director, presented the City of Roswell's Lodgers' Tax Ordinance and process to the board. The approval process took six months and included presentations and discussions with city committees, the City Attorney and other city departments before going to a public hearing to gain input from residents. The new Lodgers' Tax Ordinance was unanimously approved by the County Finance Committee on July 2, followed by ratification by the County Council in August.

The presentation was followed by an extensive question/answer session with LTAB members.

**III. NEW AND PENDING ITEMS/PROJECTS**

**Lodgers' Tax Ordinance/Development Code Update**

The Board members discussed at length the legal questions involved; the many complicated implementation issues of the new tax; the benefit of the tax to hotels and to Los Alamos County; and community concerns. It was recommended that the board conduct a survey to gather community and business input concerning short-term rentals. County staff agreed to consult County staff first.

#### **Los Alamos Destination Program Status**

Per the public health orders issued by the governor and the County, restaurants and retail businesses are restricted to 25% indoor capacity and 75% outdoor, and museums are closed through at least November 30. Los Alamos tourism marketing efforts are restricted to virtual offerings only.

#### **State Economic Development Initiatives**

New Mexico Hospitality Association – Lodgers' Tax Handbook. Ms. Stewart urged members to review the handbook and provide feedback. She asked if the members requested their businesses to be NM State Certified as Covid Safe. She encouraged those that have not done so to attend the training and get certified.

NM Tourism Department – Ms. Stewart informed the board that she is working with the NMTD Recovery Readiness Team and two interns from UNM-LA's Community Internship Collaboration (CIC) program to check and enhance the Google listings for 125 hospitality businesses. Ms. Stewart is also investigating an NMTD FLEX grant opportunity to improve the existing web site.

### **IV. MONTHLY REPORTS**

#### **Tourism Metrics**

Ms. Griffin reported that based on her conversations with Governor Michelle Lujan Grisham's deputy, she expects the public health order restrictions will continue through the end of the year. She conveyed the gravity of the impacts of the shutdown on businesses statewide. She also said that she is creating a one-hour ZOOM Fan Trip video to increase interest in NM.

Ms. Stewart reported that Sunny505 has launched a new @VisitLosAlamos Instagram account.

#### **Tourism Implementation Task Force Report**

Ms. Matteson reported that the task force is defining new priority projects from the Tourism Strategic Plan, including issuance of a new request for proposal (RFP) for revamping the White Rock and Los Alamos visitor centers.

#### **Los Alamos: Gateway to 3 National Parks**

Manhattan Project National Historical Park (MAPR) Superintendent Kris Kirby announced the development of a new app for MAPR park that will be launched before the end of the year.

#### **MainStreet/Creative District Report**

In compliance with the current public health order, Los Alamos MainStreet is planning to conduct a stationary version of the WinterFest Electric Light Parade. Floats will be constructed by groups of no more than 5 people, practicing social distancing and

wearing masks, in private parking lots in downtown Los Alamos. Then spectators will drive around the floats in the parking lots to view the floats from the safety of their cars.

#### **Community Development Department Update**

The Planning Division is scheduled to go to Council to present a draft of the Downtown Master Plan in the new year.

#### **Community Services Department Update**

Ms. Marquez said that the Parks Division is setting up decorations for the holidays. Ms. Stewart congratulated Ms. Marquez, who is now the Parks, Recreation and Open Space Manager.

#### **Councilor Report**

Councilor David Izraelevitz said that he has nothing new to add.

#### **Upcoming Events Calendar**

Tue Nov 17 is the final day of the MAPR 5 Year Anniversary Celebration week, concluding with a spy talk at 6:00 p.m., hosted by the Los Alamos Historical Society. WinterFest is scheduled for December 4-6.

#### **Other Announcements**

Nothing to report.

#### **V. NEXT MEETING/FUTURE AGENDA ITEMS**

The next scheduled meeting will be on December 15, 2020, at 12:00 noon via ZOOM.

#### **VI. ADJOURN**

Ms. Stewart adjourned the meeting at 1:58 p.m.

# LOS ALAMOS

where discoveries are made

## Lodgers' Tax Advisory Board 2021 Meeting Dates

**DATE:** 3<sup>rd</sup> Tuesday of each month  
*unless otherwise noted\**

**TIME:** 12:00 p.m. to 2:00 p.m.  
*unless otherwise noted\*\**

**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 19, 2020	Noon-2:00PM	BCC Room 110
February 16, 2020*	Noon-2:00PM	BCC Room 110
March 16, 2020	Noon-2:00PM	BCC Room 110
April 20, 2020	Noon-2:00PM	BCC Room 110
May 18, 2020	Noon-2:00PM	Council Chambers***
June 15, 2020	Noon-2:00PM	BCC Room 110
July 20, 2020	Noon-2:00PM	BCC Room 110
August 17, 2020	Noon-2:00PM	BCC Room 110
September 21, 2020	Noon-2:00PM	BCC Room 110
October 19, 2020	Noon-2:00PM	BCC Room 110
November 16, 2020	Noon-2:00PM	BCC Room 110
December 21, 2020	Noon-2:00PM	BCC Room 110





# County of Los Alamos

## Staff Report

January 19, 2021

Los Alamos, NM 87544  
www.losalamosnm.us

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**Agenda No.:** 1.

**Index (Council Goals):**

**Presenters:** Lodgers' Tax Advisory Board

**Legislative File:** 13677-20

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### **Title**

Letter of Recommendation to Council to Update Lodgers' Tax Ordinance

### **Body**

For the past several years, the Los Alamos County Lodgers' Tax Advisory Board (LTAB) has taken the lead in monitoring both the state's efforts to facilitate the collection of Lodgers' Tax from short-term rental property owners, as well as the number of short term rentals listed in properties in the County. During this time, we have communicated the issue to the County's Community Development Department and the mutual decision has been to continue to monitor the short-term rental industry. However, in the past two years, there have been some significant developments that merit consideration of updating the County's code, policies and processes to facilitate Lodgers' Tax collection from short term rentals.

In anticipation of the upcoming Development Code Update project, LTAB respectfully requests that Council direct the County's Community and Economic Development Department to initiate a comprehensive process to update the current Lodgers' Tax Ordinance and County Code. This update should consider the new legislation, the local short-term rental market, and neighborhood and County impacts.

### **... Recommend Action**

I move to approve this letter and send the letter to Council.

### **..Attachment**

A - Short Term Rentals Letter to Council

Dear Chair Scott and Council,

For the past several years, the Los Alamos County Lodgers' Tax Advisory Board (LTAB) has taken the lead in monitoring both the state's efforts to facilitate the collection of Lodgers' Tax from short-term rental property owners, as well as the number of short term rentals listed in properties in the County. During this time, we have communicated the issue to the County's Community Development Department and the mutual decision has been to continue to monitor the short-term rental industry. However, in the past two years, there have been some significant developments that merit consideration of updating the County's code, policies and processes to facilitate Lodgers' Tax collection from short term rentals.

The New Mexico Hospitality Association (NMHA) and New Mexico Tourism Department have partnered to advocate on behalf of municipalities, and to provide education and guidance for how to leverage all opportunities available for Lodgers' Tax collection and spending.

In 2019 and 2020, the state legislature made significant amendments to the Lodgers Tax Act that allow municipalities to maximize lodgers' tax collection from individuals/entities conducting the business of lodging rooms, homes, inns or hotels. Senate Bill 106 (SB106) closes a loophole exemption so that as of January 1, 2020, short-term rental hosts, no matter how many rooms they offer, are to collect and pay both Lodgers' Tax and Gross Receipts Tax from renters.

House Bill 117 (HB117), which was enacted on July 1, 2020, restricts exemptions for temporary lodging that exceeds 30 days so that beginning on the 31<sup>st</sup> day, Lodgers' Tax is to be collected and may be used by municipalities for construction, maintenance and renovation of County-owned tourist attractions and related facilities, including sports tourism. It may also be used to support public safety and community development efforts, as well as promotion of economic development related projects.

In July, NMHA published a Lodgers Tax Handbook to provide guidance on all aspects of Lodgers' Tax collection and expenditures, including the new, expanded ability to collect additional Lodgers' Tax from short term rental property owners.

During the past two years, LTAB has hosted two early adopters, the Town of Taos and the City of Roswell, to understand the process, policies and lessons learned associated with the incorporation of short-term rentals into Lodgers' Tax collection.

Nationally, this market segment has exploded and is now an expected lodging option at every destination, but it requires local governments to adopt sensible and enforceable regulations that maintain level playing fields and ensure tax revenue is collected. Locally, the number of short-term rentals has increased from single to triple digits. Now is the time for Los Alamos County to act.

In anticipation of the upcoming Development Code Update project, LTAB respectfully requests that Council direct the County's Community and Economic Development Department to initiate a comprehensive process to update the current Lodgers' Tax Ordinance and County Code. This update should consider the new legislation, the local short-term rental market, and neighborhood and County impacts.

Sincerely,

Katie Bruell  
Acting Chair  
Lodgers' Tax Advisory Board



## **December LTAB Report Overview (Stats and Reporting as of December 3, 2020)**

### **Social Media**

Due to the latest public health orders, page ads were halted in November; however, the page saw strong organic growth with 111 new page likes and 111 new followers. Additionally, content reached 9,702 social media users with 680 engagements.

The Instagram page created in late October is performing well with 171 followers.

For November/December, top posts included:

- MPNHP Fifth Anniversary
- Virtual Bradbury Science Experiences
- Virtual History Museum Experiences
- WinterFest

### **Public Relations**

Since the last report, Sunny505 pitched local and regional media on the MPNHP fifth anniversary, resulting in another story from KRQE. Additionally, Sunny505 is working with Kelly to coordinate a virtual media tour and has compiled a list of virtual events to pitch to NMTD for upcoming newsletters.

### **Other**

We are also working with NMTD on the Recovery Readiness Initiatives. Part of what they are providing is additional social media posting. We are ready to begin pushing statewide weekend get-aways when the County is comfortable.

**November–December 2020 Activity Report**

**Earned Media**

**Public Relations**

<b>News Headline</b>	<b>Outlet Name</b>	<b>News Circulation</b>	<b>Audience</b>	<b>News Ad Value</b>	<b>PR Value</b>	<b>Date</b>
Bandelier National Monument Waives Fees For Veterans Day Wednesday	Los Alamos Reporter	14,454		\$134.06	\$1,340.61	5-Nov
Virtual Veterans Day Events You Can Experience From Home	Travel Awaits	628,805		\$5,832.17	\$58,321.66	10-Nov
LANL: Preserving Manhattan Project Historic Sites	Los Alamos Daily Post	40,422		\$374.91	\$3,749.14	11-Nov
The Secret City: Project Y mobile app is back	Newsweek	227,822		\$2,113.05	\$21,130.49	12-Nov
Spots Available For Manhattan Project Lecture Nov. 17	Los Alamos Daily Post	40,422		\$374.91	\$3,749.14	12-Nov
The Secret City: Project Y Mobile App Is Back	Los Alamos Daily Post	40,422		\$374.91	\$3,749.14	12-Nov
The ultimate guide to space tourism in New Mexico	Lonely Planet	3,253,132		\$30,172.80	\$301,727.99	13-Nov
Best Place To Live on a \$100,000 Salary in Every State	Yahoo! Finance	40,338,359		\$374,138.28	\$3,741,382.80	13-Nov
What's happening around New Mexico Nov 13 – Nov 19	Krqe.com	926,618		\$8,594.38	\$85,943.82	13-Nov
Los Alamos Celebrates Manhattan Project National Historical Park Fifth Anniversary	Los Alamos Daily Post	40,422		\$374.91	\$3,749.14	13-Nov
PEEC Hosts Turkey Talk Tuesday	Los Alamos Reporter	14,454		\$134.06	\$1,340.61	13-Nov
New Mexico ski resorts will delay opening amid pandemic	The Durango Herald	300,033		\$2,782.81	\$27,828.06	18-Nov
Stay 'Home For The Holidays' This Year ... County Manager Issues Holiday Message, Update On Annual Tree Lightin	Los Alamos Daily Post	40,422		\$374.91	\$3,749.14	23-Nov
County Manager Issues Holiday Message: Stay 'Home For The Holidays' This Year	Los Alamos Reporter	14,454		\$134.06	\$1,340.61	23-Nov
Los Alamos WinterFest, 'Home For The Holidays', Returns Dec. 4-6 With Safe, Family-Friendly Activities	Los Alamos Reporter	14,454		\$134.06	\$1,340.61	25-Nov
Los Alamos WinterFest 'Home For The Holidays' Dec. 4-6	Los Alamos Daily Post	40,422		\$374.91	\$3,749.14	26-Nov
Los Alamos WinterFest 2020 'Home For The Holidays' Runs Dec. 4-6	Los Alamos Reporter	14,454		\$134.06	\$1,340.61	1-Dec
Ski Report	AP (Hosted)	525,648		\$4,875.39	\$48,753.85	2-Dec
Celebrate The Holidays Sustainably With PEECI	Los Alamos Daily Post	40,422		\$374.91	\$3,749.14	3-Dec
<b>Totals</b>		<b>46,555,641</b>		<b>\$431,803.57</b>	<b>\$4,318,035.70</b>	

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

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

\*Note - In this report, we have compiled tourism-related mentions featuring Los Alamos and surrounding attractions that are likely to draw in visitors. From a tourism standpoint, not all local news may be included. Additionally, we send and pitch at least one news release per month. While we get the news releases to outlets and reporters whose interests are in line with the subject matter and follow up with pitch calls to ensure they have received the release, as well as to pitch them on featuring Los Alamos, it is at the discretion of news rooms and news directors to determine which stories are picked up and placed in the news.

**Social Media**

**Facebook**

	<b>New Likes</b>	<b>Total Likes</b>	<b>Monthly Reach</b>	<b>Monthly Page Views</b>	<b>Monthly Engagements</b>	<b>Followers</b>
	111	11,385	9,702	143	680	11,632
<b>Instagram</b>						
	<b>New Followers</b>	<b>Total Followers</b>	<b>Engagements</b>			
	171	171	124			

**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.



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

### **Social Media**

Due to public health orders, all page ads have been halted; however, we still have a healthy page following and organic reach. Monthly engagements are up to 874 from 680 last month.

The Instagram page created in late October is performing well with 256 followers. Posts over the last month reached 988 users with 151 engagements.

For December/January, top social media posts included:

- Virtual Holiday Arts & Crafts Fair
- History Museum Virtual Programs
- Fuller Lodge Virtual Tour
- Happy New Year post

### **Public Relations**

Sunny505 is working with Kelly to coordinate a virtual media tour and has pitched NMTD and New Mexico Magazine on virtual events for upcoming newsletters.



## December 2020–January 2021 Activity Report

### Earned Media

#### Public Relations

News Headline	Outlet Name	News Circulation Audience	News Ad Value	PR Value	Date
Georgia Strickfaden To Speak About Manhattan Project Women From Las Vegas, NM, During Thursday's Night Wit!	Los Alamos Reporter	14,454	\$134.06	\$1,340.61	9-Dec
Preparing Historic Oppenheimer House For Public Viewing	Los Alamos Daily Post	40,422	\$374.91	\$3,749.14	10-Dec
Take A 'StoryWalk' And Shop Nature Center In Person	Los Alamos Daily Post	40,422	\$374.91	\$3,749.14	20-Dec
View Of Winter Waterfall At Ashley Pond	Los Alamos Daily Post	40,422	\$374.91	\$3,749.14	20-Dec
Valles Caldera National Preserve Announces Holiday Closure And Winter Activities	Los Alamos Reporter	14,454	\$134.06	\$1,340.61	21-Dec
Valles Caldera Announces Holiday Closure, Winter Activities	Los Alamos Daily Post	40,422	\$374.91	\$3,749.14	22-Dec
Outdoor StoryWalk* At Los Alamos Nature Center Ready For Visitors	Los Alamos Reporter	14,454	\$134.06	\$1,340.61	22-Dec
Pajarito Mountain Opens Cafe At Lodge Thursday Jan. 7	Los Alamos Daily Post	40,422	\$374.91	\$3,749.14	6-Jan
Ski Report	AP - Federal News Network	751,677	\$6,971.80	\$69,718.04	6-Jan
'Significant role': Documentary looks into Alamogordo's part in development of atomic bomb - (LANL highlighted)	Albuquerque Journal	307,827	\$2,855.10	\$28,550.95	8-Jan
<b>Totals</b>		<b>1,304,976</b>	<b>\$12,103.65</b>	<b>\$121,036.52</b>	

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

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

\*Note - In this report, we have compiled tourism-related mentions featuring Los Alamos and surrounding attractions that are likely to draw in visitors. From a tourism standpoint, not all local news may be included. Additionally, we send and pitch at least one news release per month. While we get the news releases to outlets and reporters whose interests are in line with the subject matter and follow up with pitch calls to ensure they have received the release, as well as to pitch them on featuring Los Alamos, it is at the discretion of news rooms and news directors to determine which stories are picked up and placed in the news.

### Social Media

#### Facebook

New Likes	Total Likes	Monthly Reach	Monthly Page Views	Monthly Engagements	Followers
16	11,358	5,732	114	874	11,611

#### Instagram

New Followers	Total Followers	Engagements	Reach
85	256	151	988

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

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

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

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

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

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

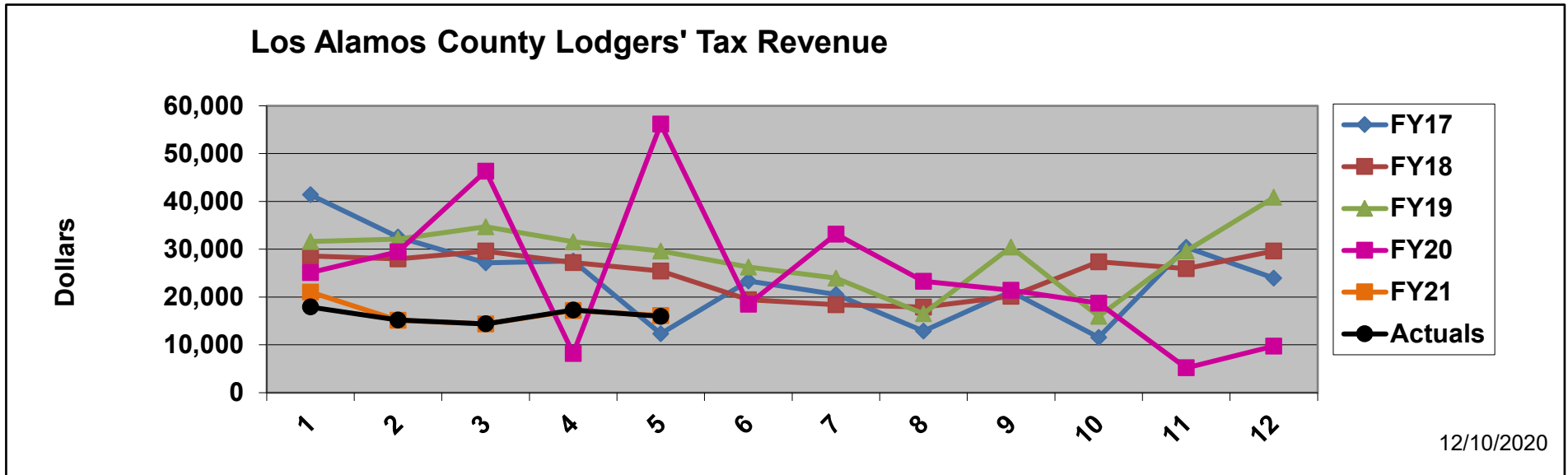
Los Alamos Co. Lodgers' Tax Revenue --Accrual Basis • 4 of 6 Collected for Oct 2020\* • Reported to LAC Nov 2020 Presented in to LTAB Dec 15 2020

Mo. Collected\																
FY20		Actuals	FY21	FY20	FY19	FY18	FY17	FY16	FY15	FY14	FY13	FY12	FY11	FY10	FY09	FY08
JUL	Jun	\$17,945	\$21,056	\$25,139	31,611	28,567	41,407	24,113	25,751	23,185	22,483	32,434	31,472	27,221	23,293	23,258
AUG	Jul	\$15,207	\$15,145	\$29,452	32,125	27,958	32,560	10,351	26,466	23,457	24,323	33,080	33,850	31,731	27,864	26,218
SEP	Aug	\$14,429	\$14,381	\$46,353	34,683	29,623	27,135	31,486	25,004	25,898	24,108	24,988	35,167	30,692	29,590	27,112
OCT	Sep	\$17,283	\$17,211	\$8,220	31,559	27,185	27,560	35,631	23,945	19,896	16,934	23,943	25,553	25,512	24,245	20,262
NOV	Oct	\$15,958	\$16,140	\$56,184	29,619	25,468	12,360	8,433	10,413	16,577	15,660	19,187	22,707	23,533	22,465	21,064
DEC	Nov			\$18,494	26,270	19,439	23,383	31,602	23,908	12,470	14,688	16,980	19,042	20,852	20,049	12,120
JAN	Dec			\$33,140	23,937	18,413	20,529	16,345	15,255	13,263	13,599	15,126	16,837	21,876	17,316	11,378
FEB	Jan			\$23,299	16,524	17,912	12,883	15,902	6,882	12,079	11,705	15,740	13,871	17,734	17,940	20,661
MAR	Feb			\$21,410	30,467	20,146	21,127	17,934	16,051	11,494	12,071	16,562	13,557	20,597	19,644	10,873
APR	Mar			\$18,733	15,973	27,355	11,581	14,809	13,514	13,237	14,266	12,921	18,142	21,736	19,072	17,381
MAY	Apr			\$5,213	29,635	25,972	30,421	18,709	25,713	15,143	14,790	18,097	19,538	20,915	21,864	22,636
JUN	May			\$9,727	40,858	29,610	23,974	28,667	26,945	19,570	17,924	22,483	22,887	25,754	24,248	22,181
TOTAL FY20		\$80,822	\$83,933	\$295,365	343,261	297,647	284,920	253,981	239,847	206,270	202,552	251,542	272,623	288,152	267,589	235,144
FY20ytd -49%		-51%	\$165,348	-14%	15%	4%	12%	6%	16%	2%	-19%	-8%	-5%	8%	14%	

\*Missing payments from 2 lodging establishments

**NOTE: Due to COVID-19 and NM State Public Health Order, Hotels are required to operate at 50% occupancy for visitors and up to 50% occupancy for essential workers.**

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



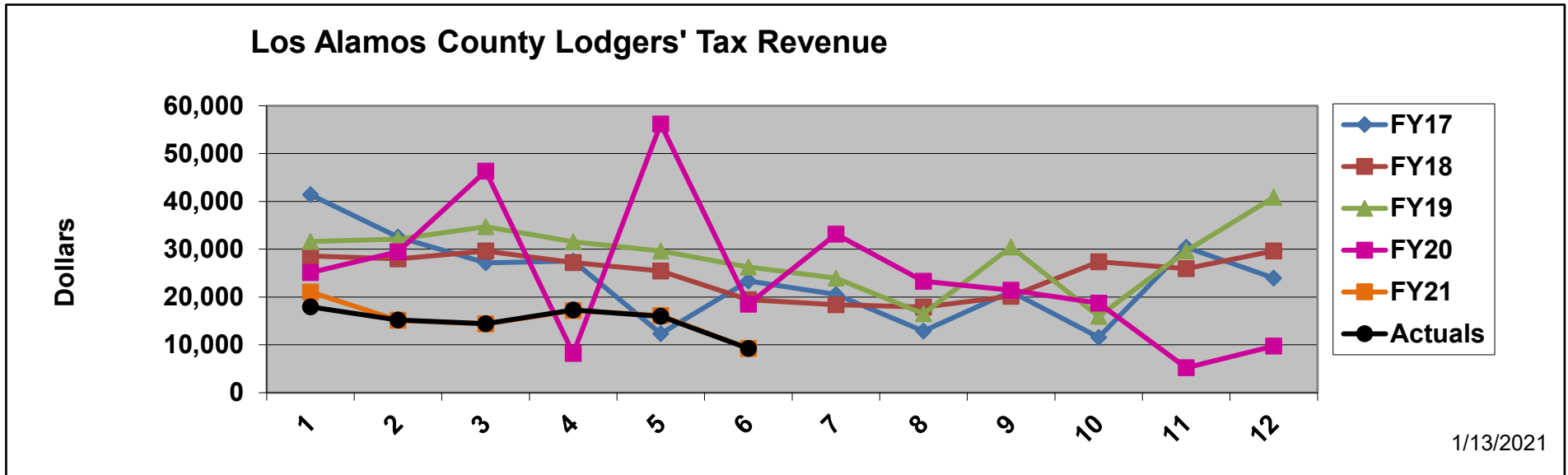
Los Alamos Co. Lodgers' Tax Revenue --Accrual Basis • 3 of 6 Collected for Nov 2020\* • Reported to LAC Dec 2020 Presented in to LTAB Jan 19 2021

Mo. Collected↓ FY20		Actuals	FY21	FY20	FY19	FY18	FY17	FY16	FY15	FY14	FY13	FY12	FY11	FY10	FY09	FY08
JUL	Jun	\$17,945	\$21,056	\$25,139	31,611	28,567	41,407	24,113	25,751	23,185	22,483	32,434	31,472	27,221	23,293	23,258
AUG	Jul	\$15,207	\$15,145	\$29,452	32,125	27,958	32,560	10,351	26,466	23,457	24,323	33,080	33,850	31,731	27,864	26,218
SEP	Aug	\$14,429	\$14,381	\$46,353	34,683	29,623	27,135	31,486	25,004	25,898	24,108	24,988	35,167	30,692	29,590	27,112
OCT	Sep	\$17,283	\$17,211	\$8,220	31,559	27,185	27,560	35,631	23,945	19,896	16,934	23,943	25,553	25,512	24,245	20,262
NOV	Oct	\$15,958	\$16,140	\$56,184	29,619	25,468	12,360	8,433	10,413	16,577	15,660	19,187	22,707	23,533	22,465	21,064
DEC	Nov	\$9,257	\$9,257	\$18,494	26,270	19,439	23,383	31,602	23,908	12,470	14,688	16,980	19,042	20,852	20,049	12,120
JAN	Dec			\$33,140	23,937	18,413	20,529	16,345	15,255	13,263	13,599	15,126	16,837	21,876	17,316	11,378
FEB	Jan			\$23,299	16,524	17,912	12,883	15,902	6,882	12,079	11,705	15,740	13,871	17,734	17,940	20,661
MAR	Feb			\$21,410	30,467	20,146	21,127	17,934	16,051	11,494	12,071	16,562	13,557	20,597	19,644	10,873
APR	Mar			\$18,733	15,973	27,355	11,581	14,809	13,514	13,237	14,266	12,921	18,142	21,736	19,072	17,381
MAY	Apr			\$5,213	29,635	25,972	30,421	18,709	25,713	15,143	14,790	18,097	19,538	20,915	21,864	22,636
JUN	May			\$9,727	40,858	29,610	23,974	28,667	26,945	19,570	17,924	22,483	22,887	25,754	24,248	22,181
TOTAL FY20		\$90,080	\$93,190	\$295,365	343,261	297,647	284,920	253,981	239,847	206,270	202,552	251,542	272,623	288,152	267,589	235,144
FY20ytd -49%		-51%	\$183,842	-14%	15%	4%	12%	6%	16%	2%	-19%	-8%	-5%	8%	14%	

\*Missing payments from 3 lodging establishments

**NOTE: Due to COVID-19 and NM State Public Health Order, Hotels are required to operate at 50% occupancy for visitors and up to 50% occupancy for essential workers.**

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







October 30, 2020

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

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

Dear Kelly,

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

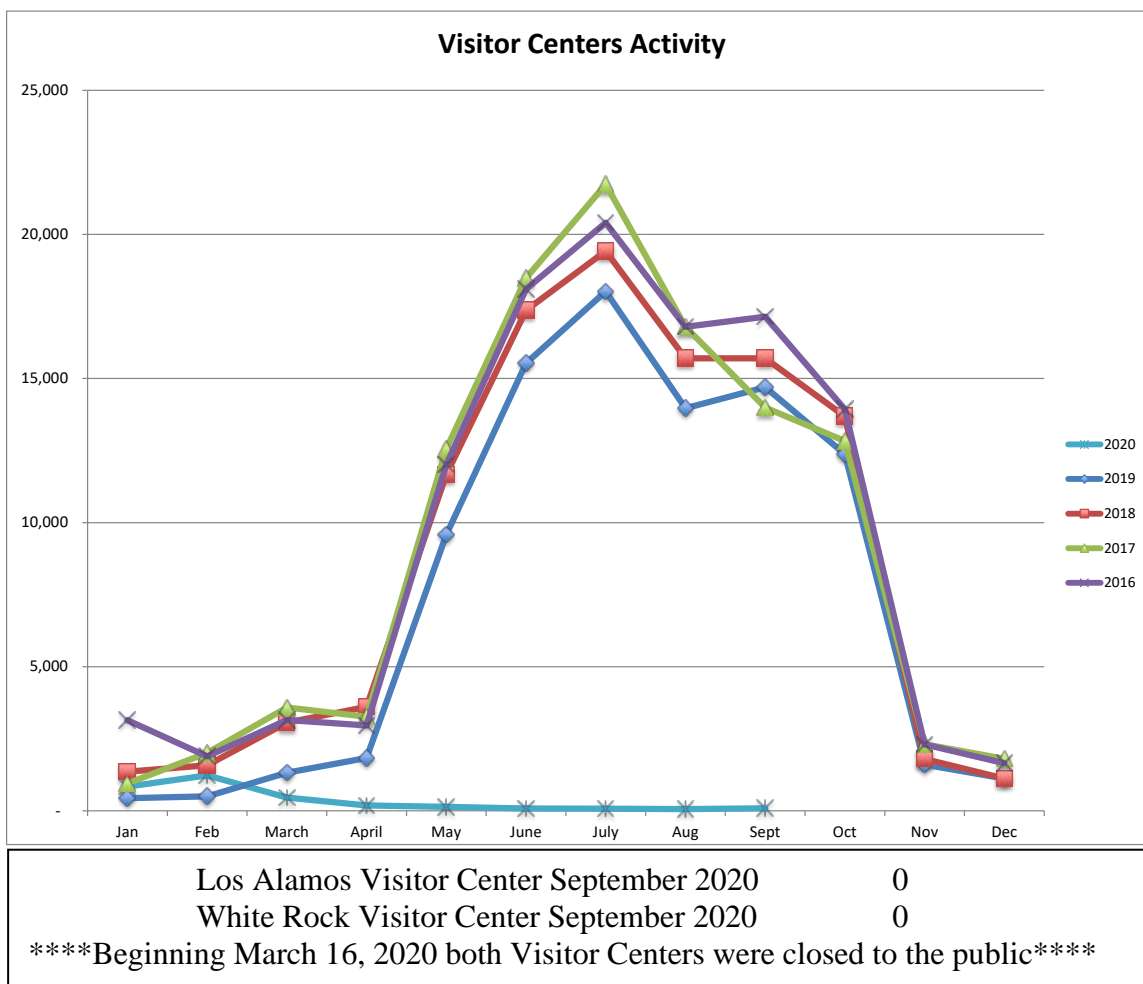
Sincerely,

Melanie Peña  
Discover Los Alamos Director

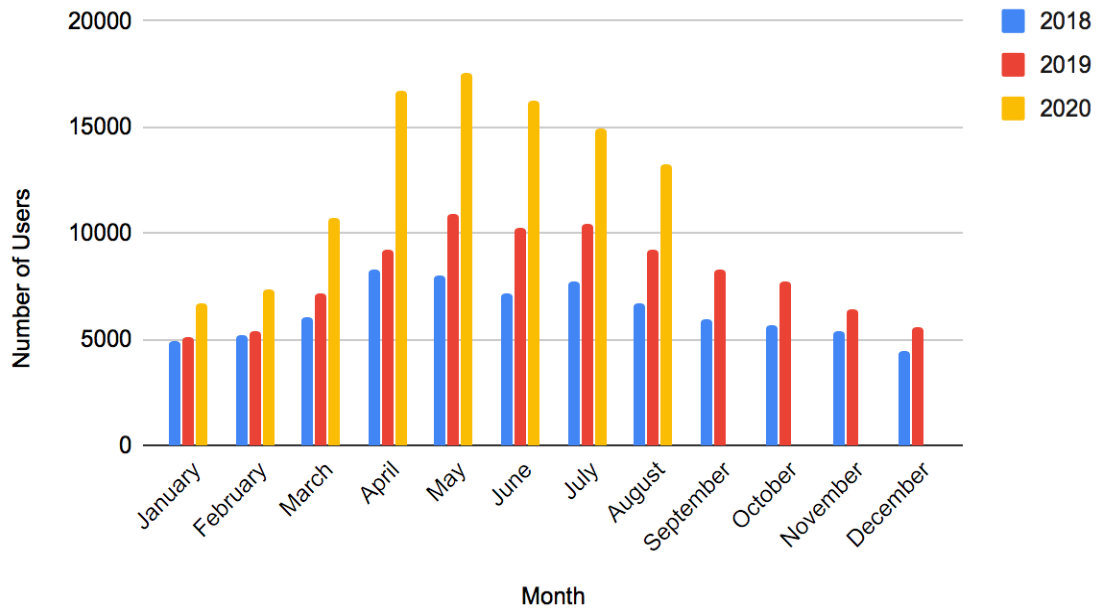
cc: Harry Burgess, Linda Matteson, Patrick Sullivan & Connie Proulx

# DLA Monthly Report

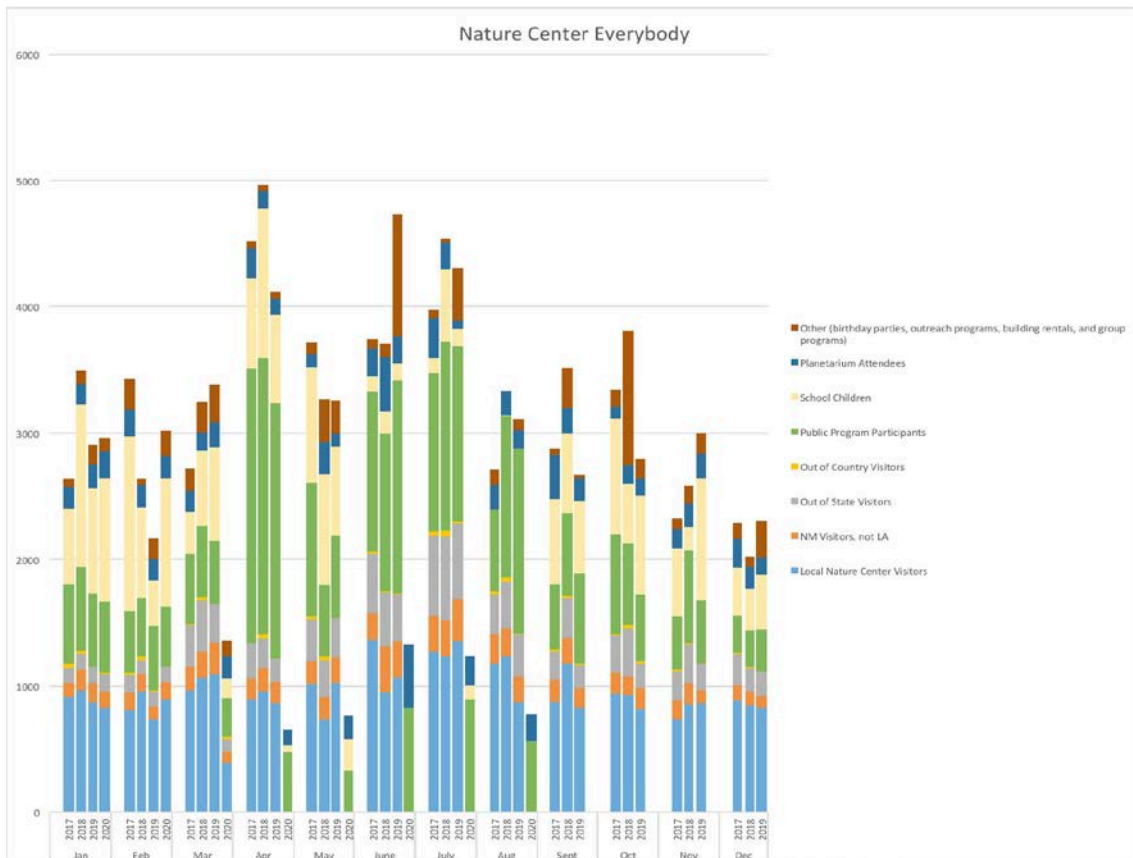
## September 2020



## Website Users, 2018-2020

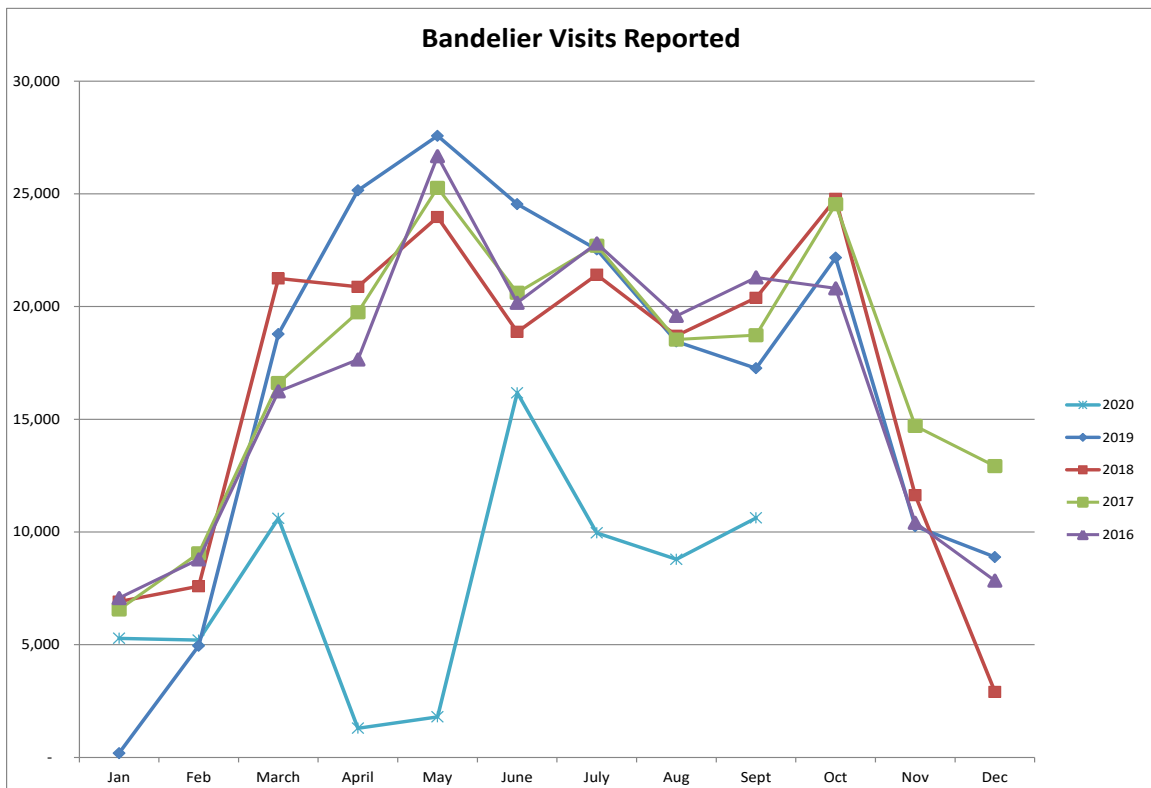


## PEEC Website Number of Users

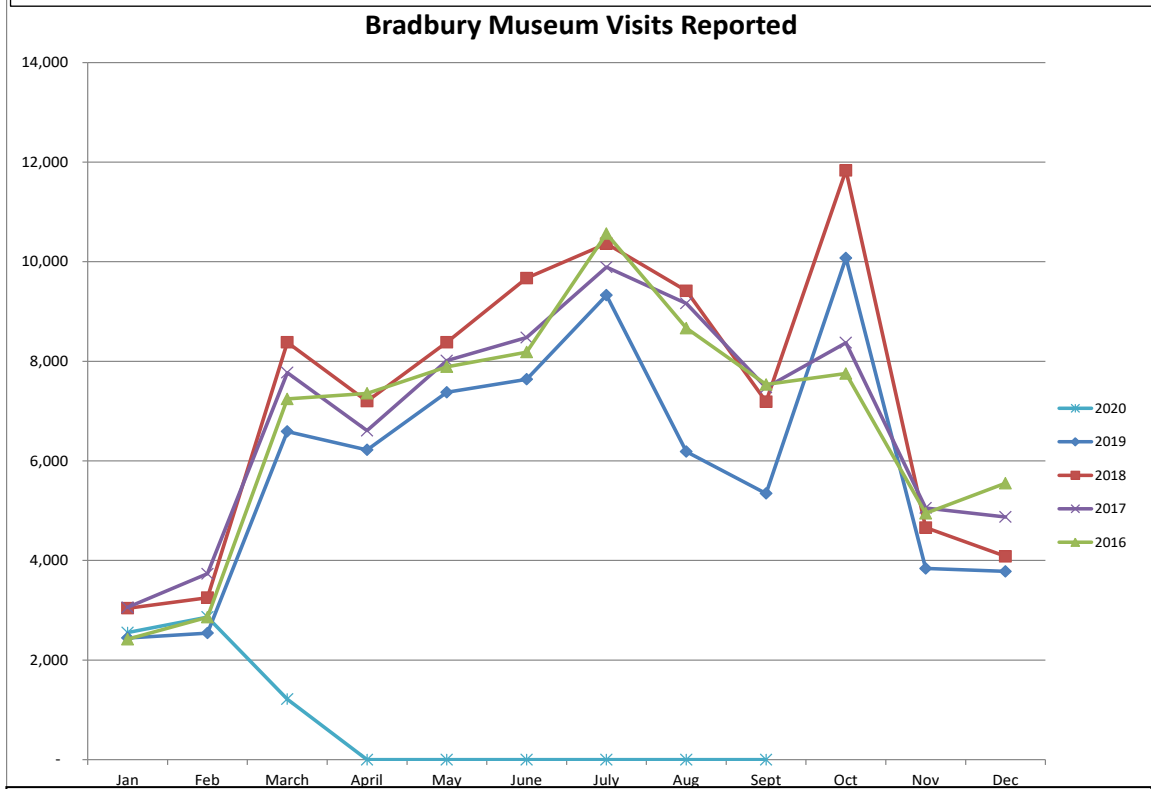


Nature Center September 2020

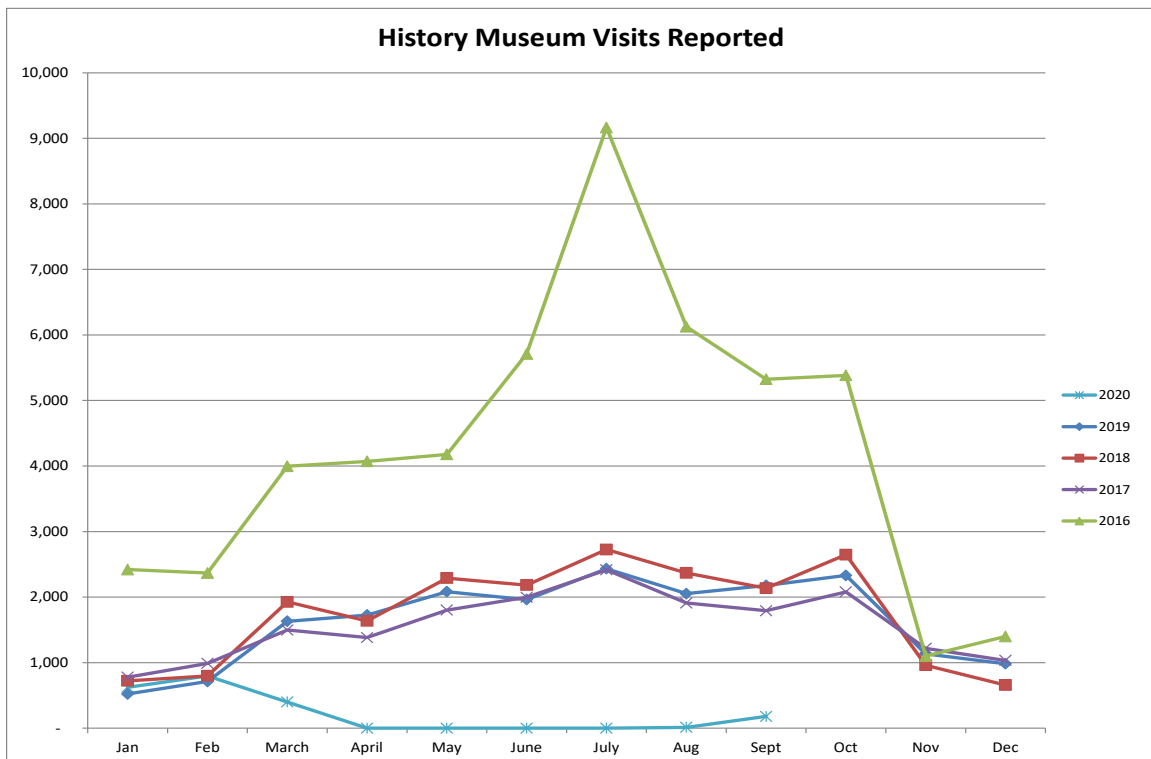
857



**Bandelier National Monument September 2020** **10,623**  
 ~Note due to lapse in funding, BNM was closed 1/1/19-1/25/19~

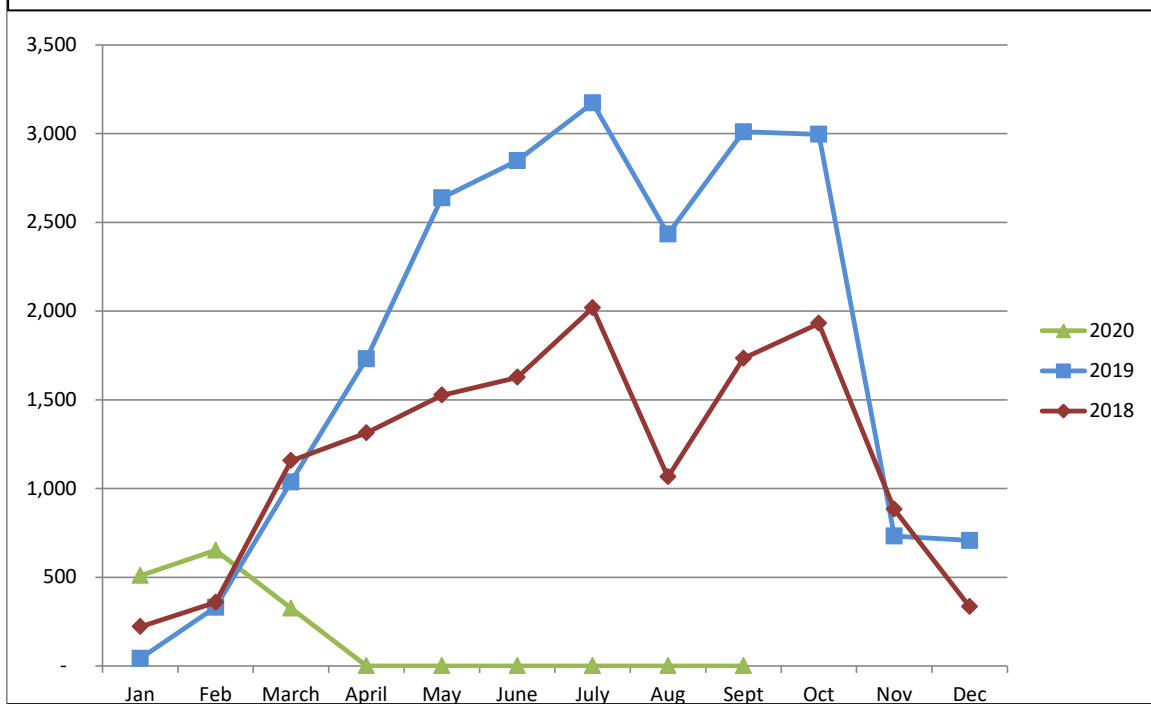


**Bradbury Science Museum September 2020**



History Museum September 2020

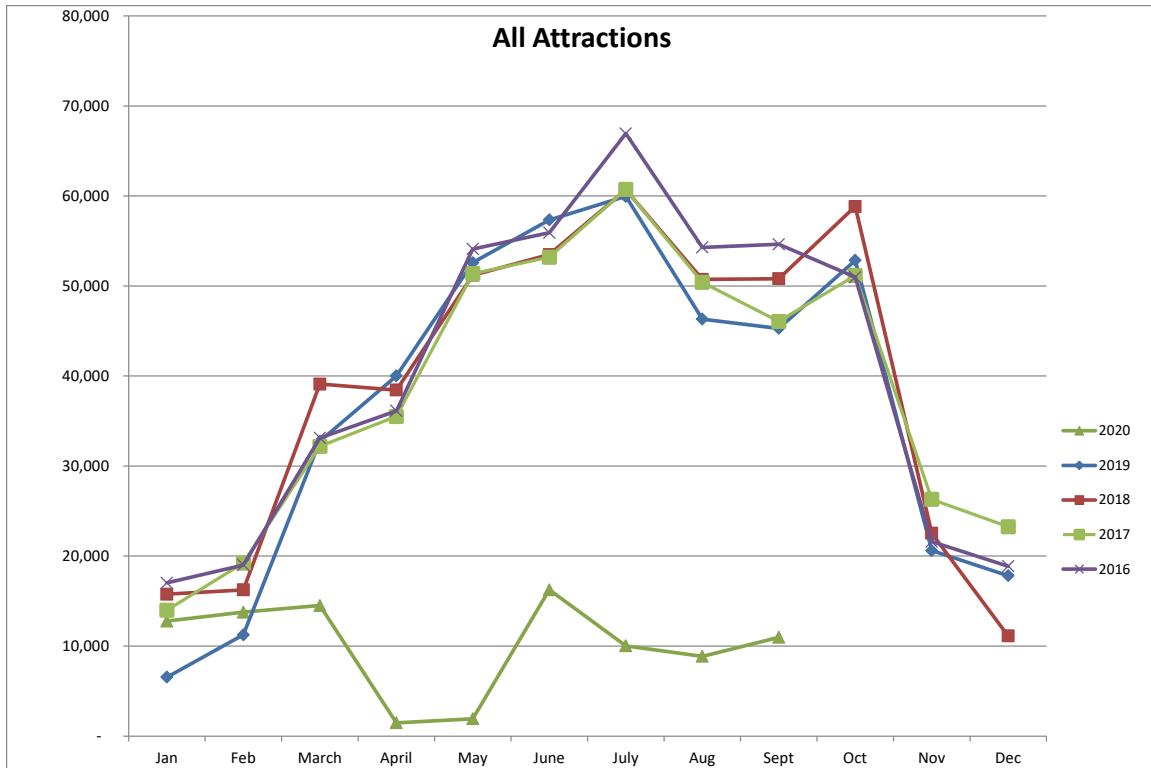
179



Manhattan Project National Historical Park September 2020

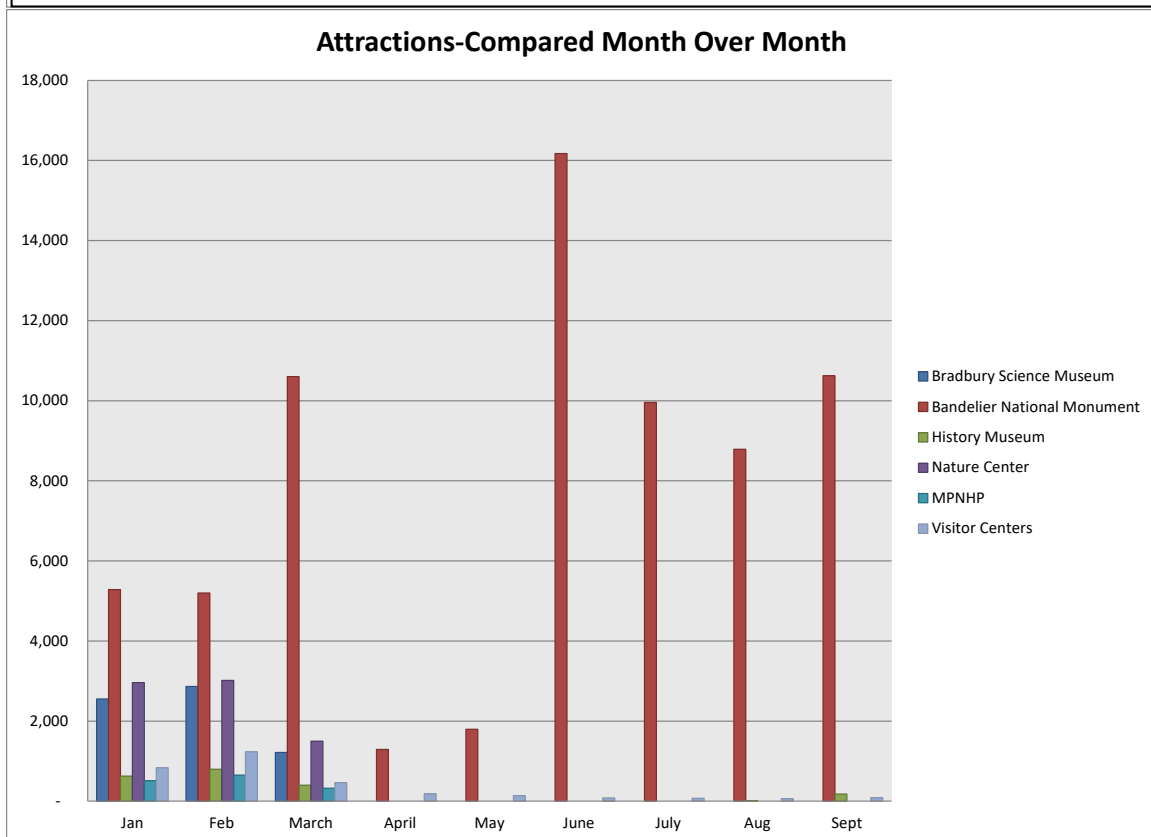
0

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



All Attractions YOY & MOM September 2020

11,831



### September Narrative Comments:

- Due to COVID-19 the Los Alamos County Visitor Centers, Bradbury Science Museum, Los Alamos History Museum, Los Alamos Nature Center, and the Manhattan Project National Historical Park are currently closed. Bandelier National Monument is open with restrictions. The Los Alamos History Museum began Historic Walking Tours at 11am Monday – Friday and the museum is currently open from 10am-2pm.
- We currently have approximately 40,000 copies of the Los Alamos Visitor Guides in storage.
- Event material in kiosks and the "Where Discoveries are Made" displays are updated weekly by a DLA representative. These contain a weekly Concierge Calendar and restocked with visitor guides. There are currently 11 in place in Los Alamos/White Rock.
- All state-managed visitor centers were contacted during the month to ensure they have Los Alamos Visitor Guides in stock. Similarly, local distribution points are also monitored. These are filled by contractor Fun & Games.
- DLA's website [www.visitlosalamos.org](http://www.visitlosalamos.org) and events info feeding [www.fyilosalamos.com](http://www.fyilosalamos.com) are updated on a weekly basis with events and information.
- DLA recruits, trains, and manages volunteers for a variety of work. There were 0 volunteer hours logged for the month of September.
- WRVC Business Display Cases featured the Nature Center (PEEC), Gadgets (Bradbury Science Museum), History Museum, Flower's by Gillian, Seeking Chameleon, Rose Chocolatier, Metzger's, Pet Pangaea, Hampton Inn & Suites, Float LA, High Mesa Dental Arts, LA Dog House, Hilltop Spa and Fran Stoval were on display for the month of September. The large display featured The Los Alamos History Museum.
- In September, DLA helped the following groups/events requesting assistance in promoting and planning their upcoming planned and/or potential events in 2020. 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.

### September 2020:

- 45      [www.visitlosalamos.org](http://www.visitlosalamos.org) online Visitor Guide requests.  
21      Visitor Guides sent for Texas Monthly inquiries from Sunny 505.

## Analysis of Visitor Surveys

September 2020

Sample size = Total of 00 Combined LAVC & WRVC Sign In Sheets (Not all categories were marked)

✓ *Length of Stay-*

00 entries reported a day trip  
00 entries reported overnight stays

✓ *First Time Visit to Los Alamos-*

00 entries reported 1<sup>st</sup> time to Los Alamos  
00 entries reported a return visit to Los Alamos

✓ For the month of September, the visitor centers registration sheets collected (00) and visitor indicated their reasons for visiting.

- Bandelier National Monument 00
- Manhattan Project/MPNHP 00
- Bradbury/History Museum 00
- Nature Center 00
- Scenery/Recreation/Sports 00
- Business/Family/Friends 00
- Other: \_\_\_\_\_

✓ The most prevalent states of origin in chronological order were from

✓ The most prevalent foreign countries of origin, there were from

✓ The most prevalent cities in New Mexico visiting Los Alamos were from

✓ Visitor Comments:





November 30, 2020

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

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

Dear Kelly,

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

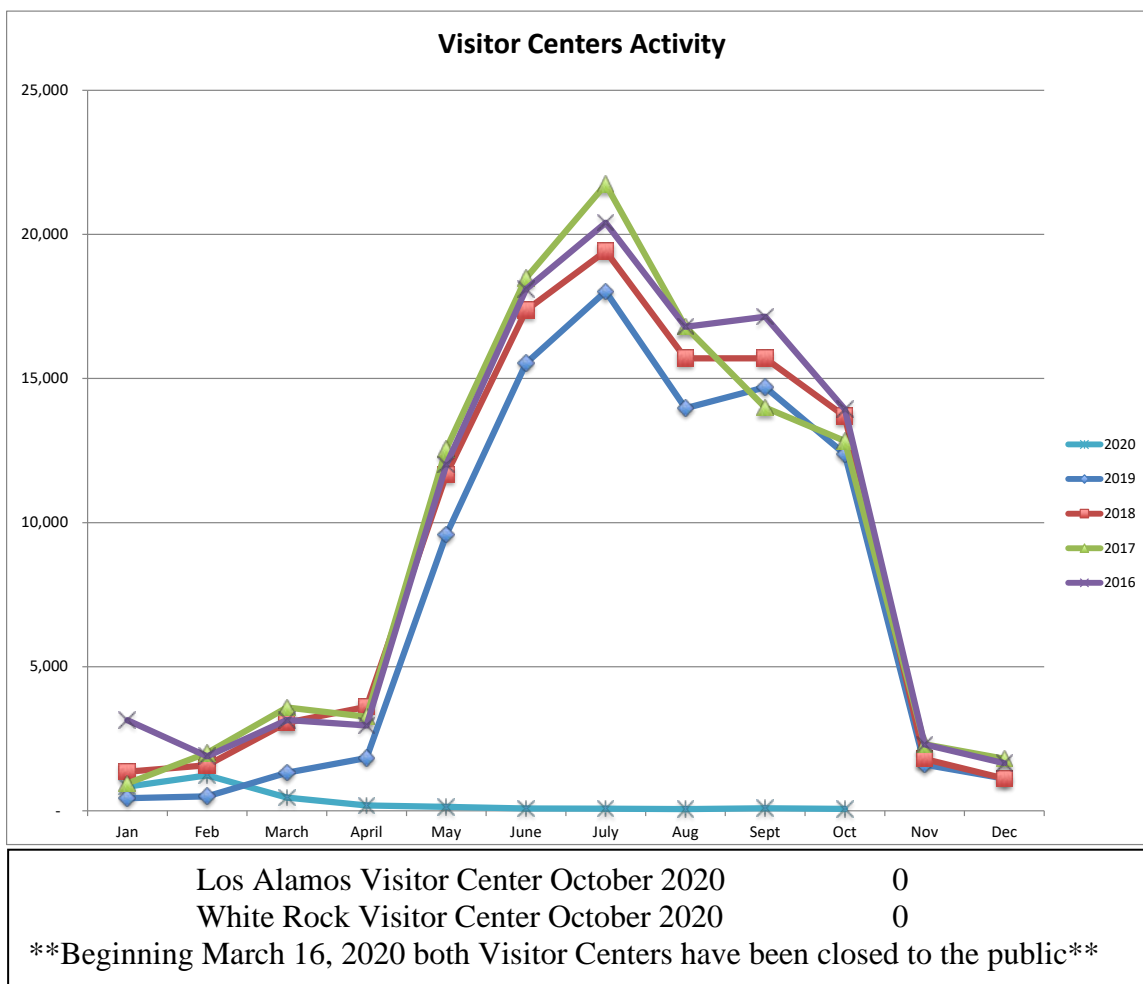
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Melanie Peña  
Discover Los Alamos Director

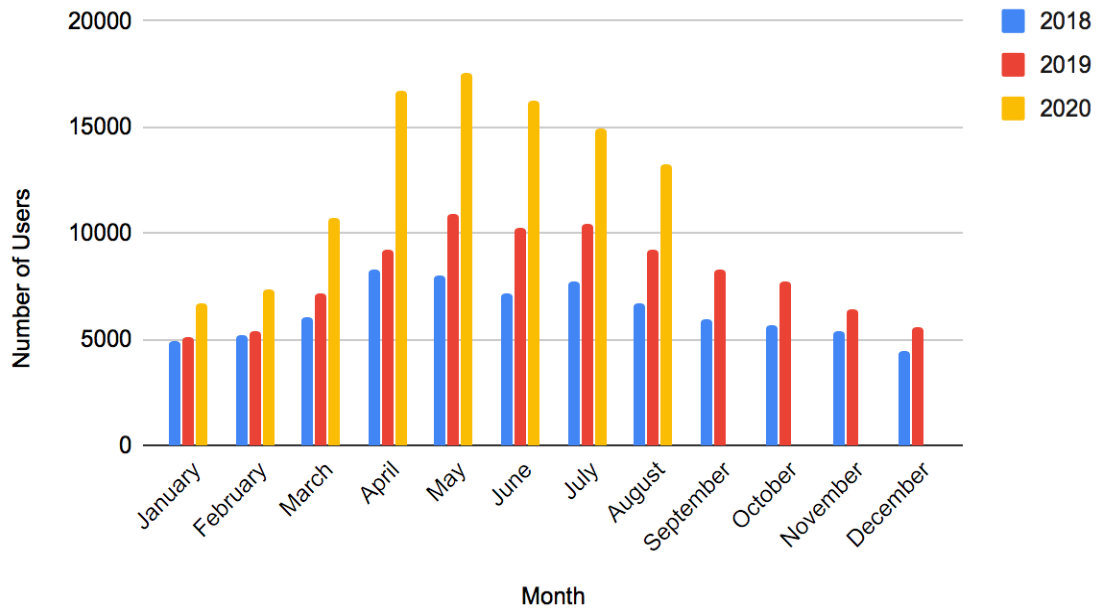
cc: Harry Burgess, Linda Matteson, Patrick Sullivan & Connie Proulx

# DLA Monthly Report

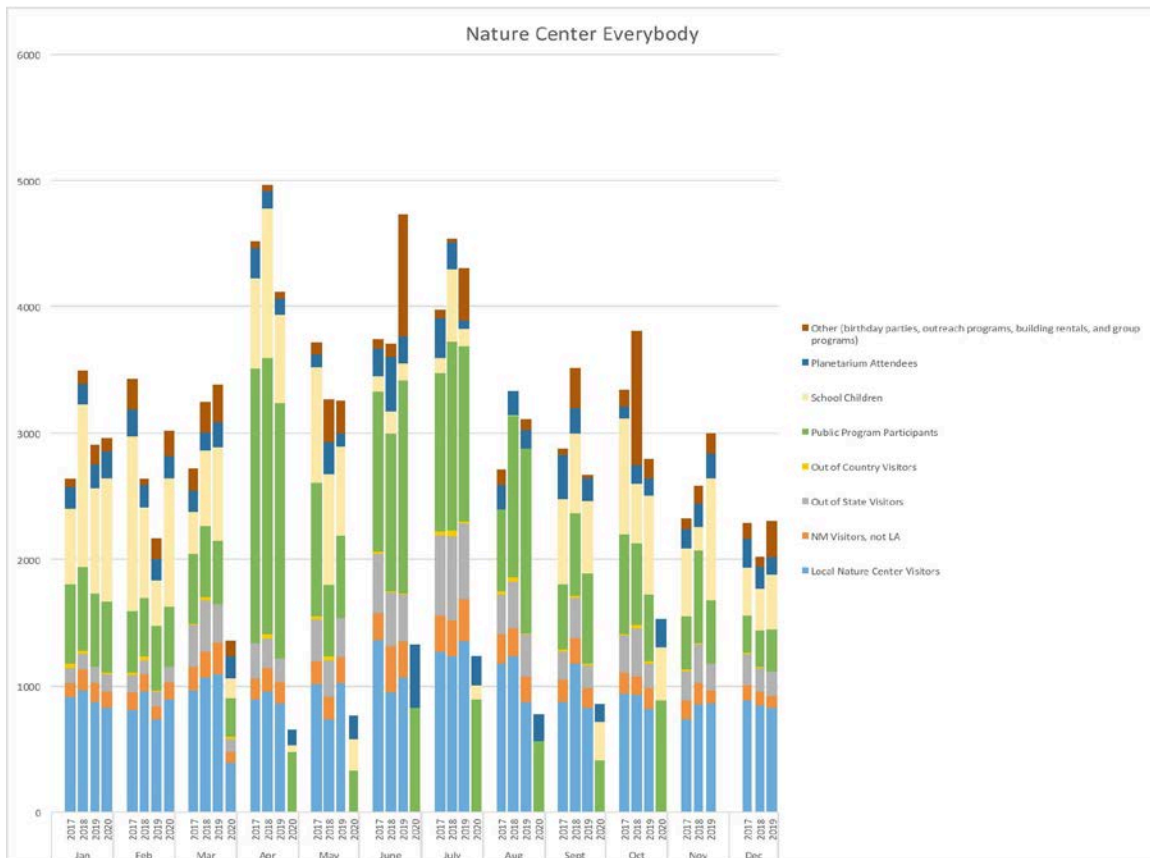
## October 2020



## Website Users, 2018-2020

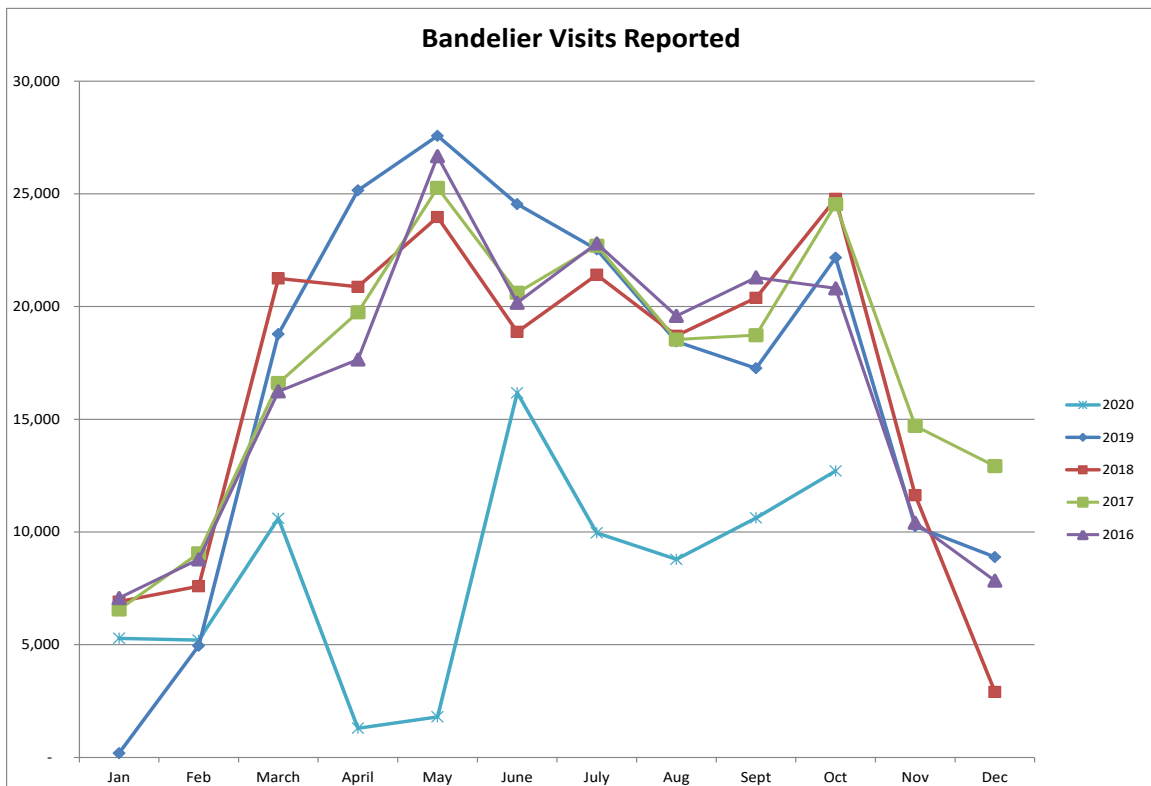


## PEEC Website Number of Users

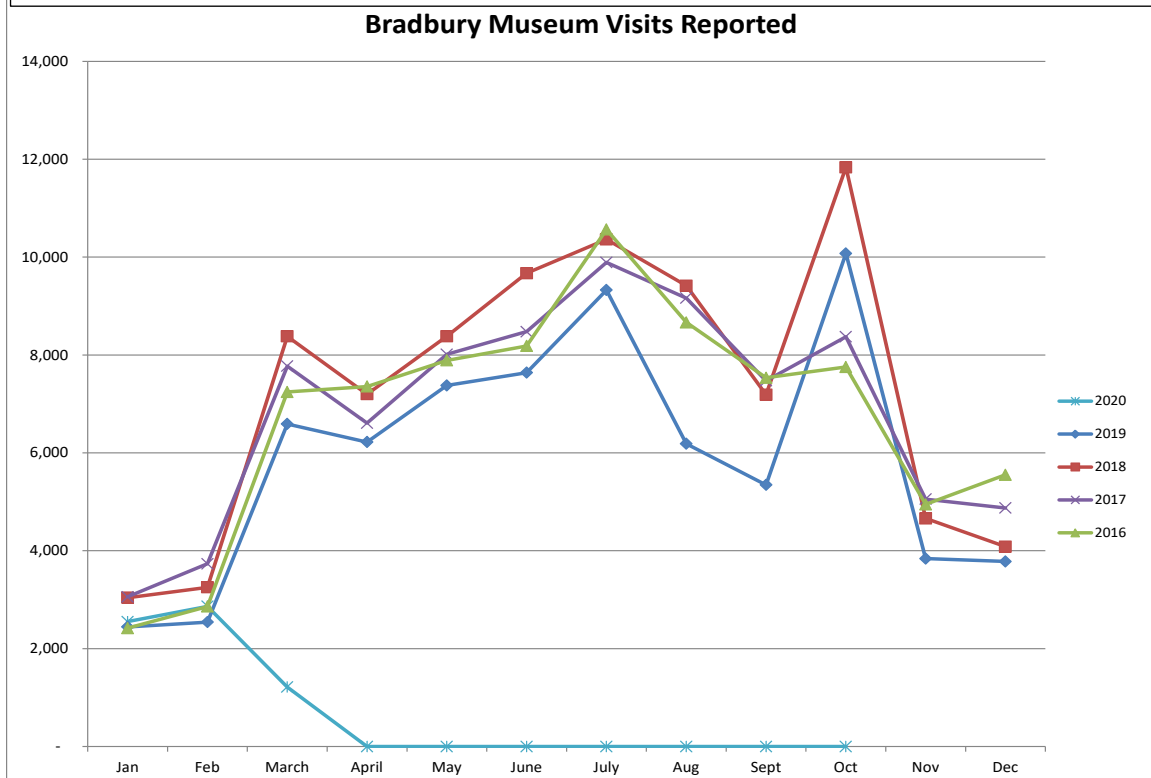


Nature Center October 2020

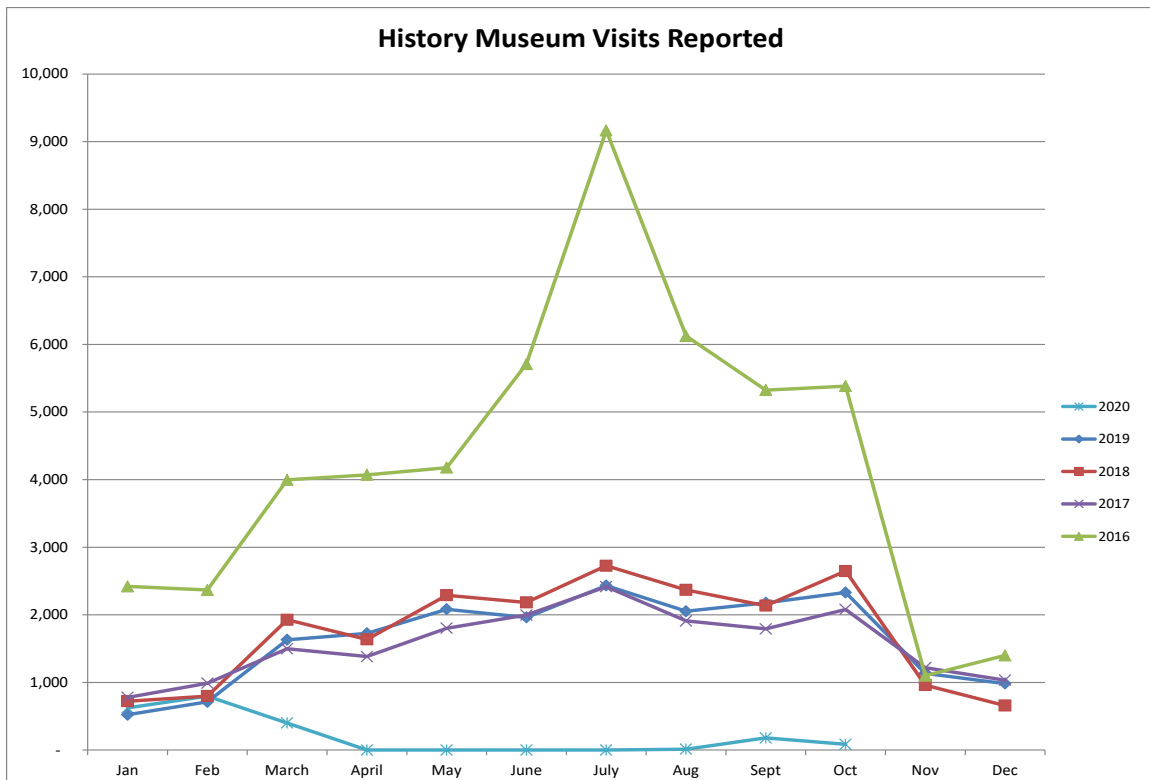
1,527



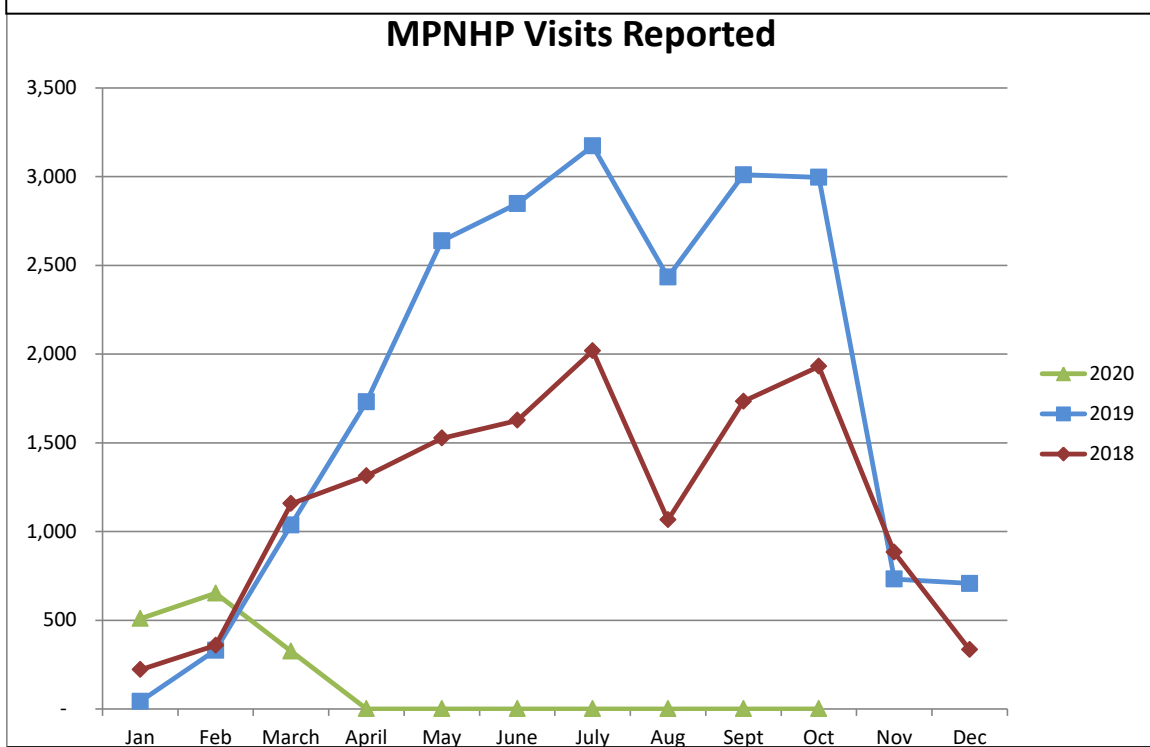
**Bandelier National Monument October 2020** **12,708**  
 ~Note due to lapse in funding, BNM was closed 1/1/19-1/25/19~



**Bradbury Science Museum October 2020** **0**

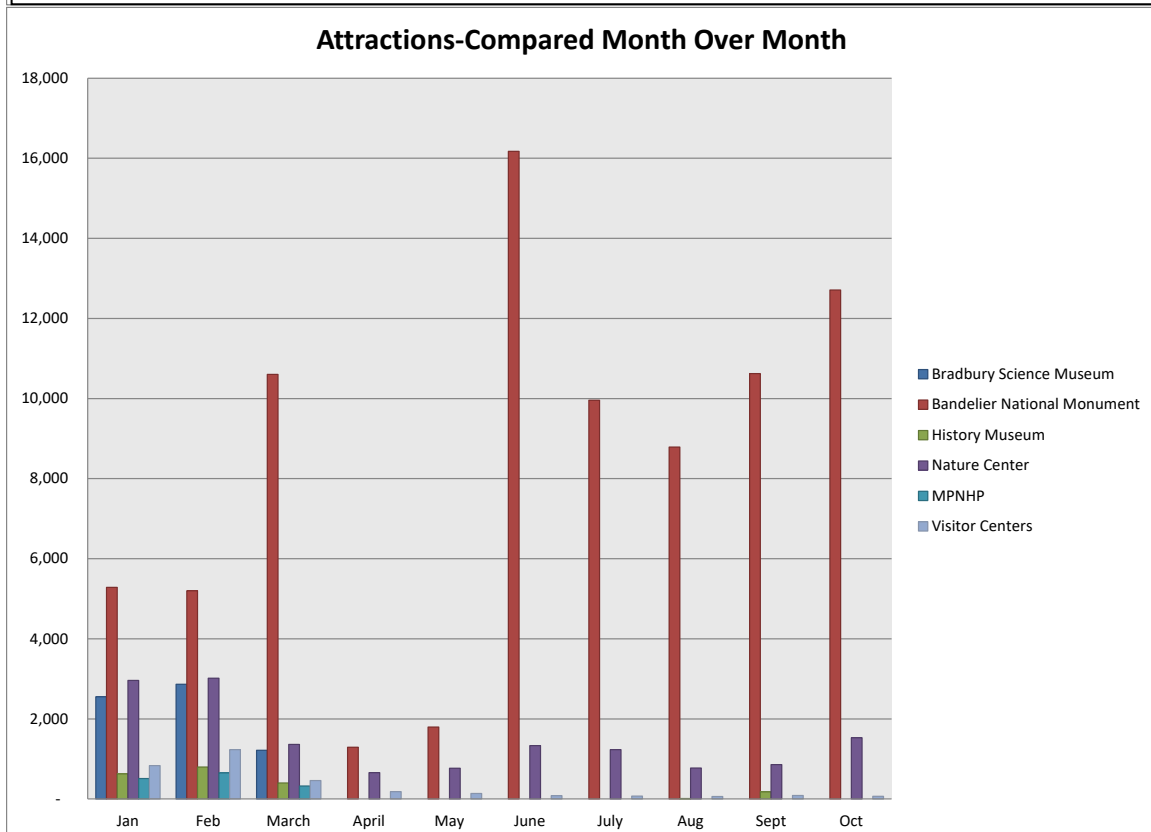
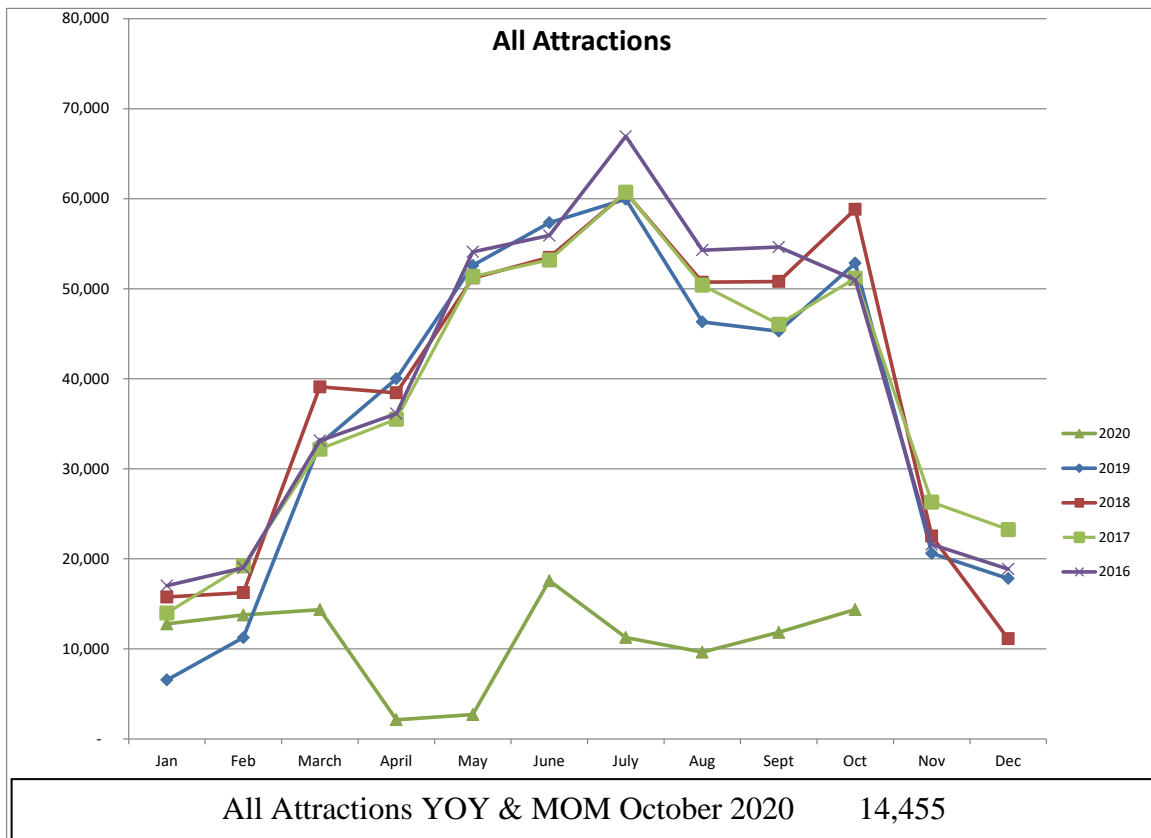


History Museum October 2020      84



Manhattan Project National Historical Park October 2020      0

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



### October Narrative Comments:

- Due to COVID-19 the Los Alamos County Visitor Centers, Bradbury Science Museum, Los Alamos History Museum, Los Alamos Nature Center, and the Manhattan Project National Historical Park are currently closed. Bandelier National Monument is open with restrictions. The Los Alamos History Museum began Historic Walking Tours at 11am Monday – Friday and the museum is currently open from 10am-2pm.
- The new Los Alamos Adventure Guide has been delivered to DLA's storage unit. Approximately 250,000 copies are in stock. The old copies of the Los Alamos Visitor Guide have been recycled.
- Event material in kiosks and the "Where Discoveries are Made" displays are updated weekly by a DLA representative. These contain a weekly Concierge Calendar and restocked with visitor guides. There are currently 11 in place in Los Alamos/White Rock.
- All state-managed visitor centers were contacted during the month to ensure they have Los Alamos Visitor Guides in stock. Similarly, local distribution points are also monitored. These are filled by contractor Fun & Games.
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#### 1. Leadership Los Alamos Class 2020- 21 packets

October 2020:

- 38      www.visitlosalamos.org online Visitor Guide requests.
- 10      Visitor Guides sent for Texas Monthly inquiries from Sunny 505.

### **Analysis of Visitor Surveys**

October 2020

Sample size = Total of 00 Combined LAVC & WRVC Sign In Sheets (Not all categories were marked)

✓ *Length of Stay-*

- 00      entries reported a day trip
- 00      entries reported overnight stays

✓ *First Time Visit to Los Alamos-*

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

✓ For the month of October, the visitor centers registration sheets collected (00) and visitor indicated their reasons for visiting.

- Bandelier National Monument      00
- Manhattan Project/MPNHP      00
- Bradbury/History Museum      00
- Nature Center      00
- Scenery/Recreation/Sports      00
- Business/Family/Friends      00
- Other: \_\_\_\_\_

✓ The most prevalent states of origin in chronological order were from

✓ The most prevalent foreign countries of origin, there were from

✓ The most prevalent cities in New Mexico visiting Los Alamos were from

✓ Visitor Comments: