



County of Los Alamos

Council Meeting Staff Report

January 4, 2022

Agenda No.:	E.
Indexes (Council Goals):	* 2021 Council Goal - Enhancing Support and Opportunities for the Local Business Environment
Presenters:	Kelly Stewart, Marketing Specialist; Daniel Ungerleider
Legislative File:	AGR0820-21

Title

Approval of Services Agreement No. AGR 22-39 with Los Alamos Commerce and Development Corporation dba Discover Los Alamos in the amount of \$2,029,902.64 plus Applicable Gross Receipts Tax, for a Term of Seven (7) Years, for the Purpose of Visitor Center Operation and Management and Consideration of Related Budget Revision 2022-35.

Recommended Action

I move that Council approve Services Agreement No. AGR 22-39 with Los Alamos Commerce and Development Corporation dba Discover Los Alamos in the amount of \$2,029,902.64 plus Applicable Gross Receipts Tax, for a term of seven (7) years, for the purpose of Visitor Center Operation and Management; I further move that Council approve Budget Revision 2022-35 as summarized in Attachment C and that the attachment be made part of the minutes of this meeting.

County Manager's Recommendation

The County Manager recommends that Council approve this Agreement for Visitor Center Services and the Related Budget Revision as requested.

Body

Through AGR 19-29, Los Alamos Commerce and Development Corporation (LACDC) operates and manages the County's two visitor centers at 475 20th Street, Suite A in Los Alamos and at 115 State Road 4 in White Rock. This agreement expired on December 31, 2021. The County issued a Request for Proposal (RFP) for Visitor Center Services on October 7, 2021 which closed on October 28, 2021 (Attachment B). One response was received, evaluated, and found responsive. AGR 22-29 (Attachment A) is the result of negotiations with that respondent (LACDC). The highlights of the Agreement are:

- Operation of two visitor centers year-round and closed only for six holidays.
- Increased hours of operation at the White Rock Visitor Center during the Bandelier Shuttle operation season (mid-May through mid-October).
- Conduct of a customer service training program for visitor center staff and volunteers
- Visitor assistance services via telephone, email, internet posts or in person.
- Contribution to the new data tool developed by the tourism marketing services contractor, including the collection of visitation data from local attractions.
- Distribution and documentation of County-designed and produced visitor orientation and interpretation materials via kiosks at designated locations throughout the Los Alamos County area.
- Distribution of the official Los Alamos visitor guide outside the 50-mile radius of Los Alamos and throughout the state of New Mexico.
- Maintenance and updating of visitor website: visitlosalamos.org.
- Coordination with Tourism Marketing contractor, Lodgers' Tax Advisory Board, Tourism

Implementation Task Force, New Mexico Tourism Department, and others as needed to support implementation of Tourism Strategic Plan.

- Promotion and support services for local events.
- Planning and execution of group marketing services targeting tour operators, meeting planners, and LANL divisions designed to support, enhance and encourage expanded stays and/or return trips.
- Up to two (2) contract review presentations to County staff and Council, as requested.
- Development and execution of other proposed products and services designed to upgrade customer service, visitor displays and exhibits, and/or data products and services, pending available or additional budget.

Alternatives

Council could choose not to approve the agreement and either direct staff to advertise another RFP or discontinue these services.

Fiscal and Staff Impact/Planned Item

Spending authority for the current fiscal year must be increased by \$25,000 (Attachment C - Budget Revision 2022-35) . No unplanned staff impact.

Attachments

A - AGR 22-39 Los Alamos Commerce and Development Corporation

B - RFP 22-39 Visitor Center Services

C - 2022-35 Budget Revision