



# County of Los Alamos

Los Alamos, NM 87544  
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## Council Meeting Staff Report

January 4, 2022

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

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### 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 20<sup>th</sup> 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](http://visitlosalamos.org).
- Coordination with Tourism Marketing contractor, Lodgers' Tax Advisory Board, Tourism

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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