

Update on Council Strategic Goal: Economic Vitality

Economic Vitality

Economic Vitality encompasses the ability of the community to diversify, develop, grow, and sustain the many elements necessary for a local economy to flourish.



Economic Vitality

- **Housing:** Increase the capacity for new housing development and the amount and variety of housing types to meet the needs of a changing and growing population, particularly middle- and lower-income households.
- **Local Business:** Encourage the retention of existing businesses, facilitate the startup of new businesses, and assist in opportunities for business growth.
- **Downtown Revitalization:** Revitalize the downtown areas of Los Alamos and White Rock by facilitating and incentivizing development opportunities.
- **Educational, Arts, Cultural, and Historical Amenities:** Promote and enable educational, arts, cultural, and historical enrichment opportunities, in coordination with community partners, and provide for the preservation and restoration of historic buildings and the protection of archaeological sites.
- **Tourism and Special Events:** Promote tourism, sponsor special events, and support community events, by enhancing amenities, utilizing indoor and outdoor facilities, and encouraging local business support and increasing capacity for overnight stays.
- **Community Broadband:** Implement community broadband as a self-sustaining essential service that enables reliable high-speed Internet access throughout the County at competitive pricing.

Housing and Special Projects

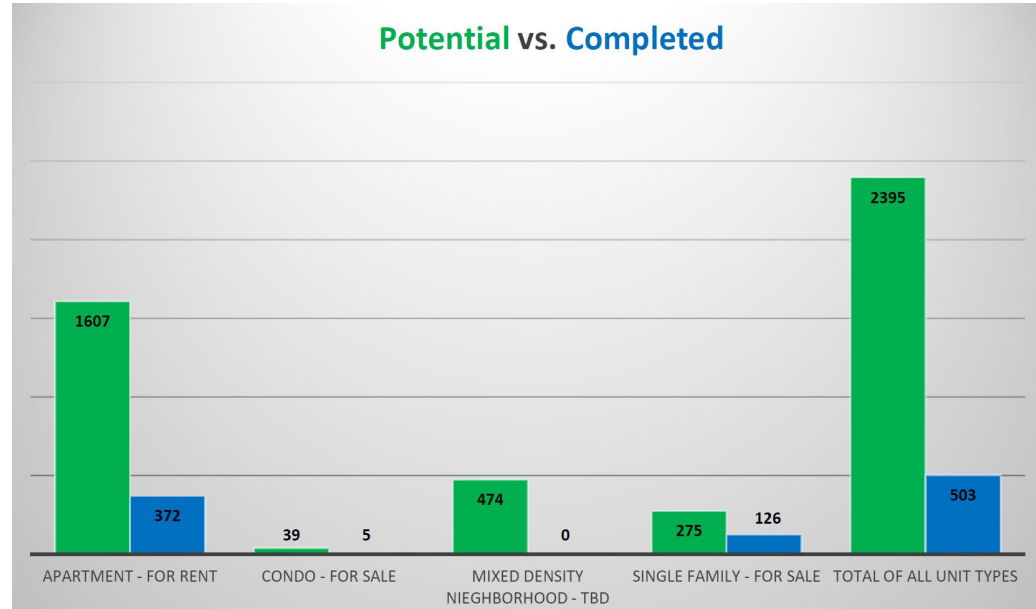
Housing: Essential Catalyst to Economic Growth

- The 2024 Affordable Housing Plan identifies the need for ~1,300 additional units to maintain current affordability levels
- ~2,400 additional units are needed to make meaningful progress on affordability
- The growth lever is density, moving toward missing-middle 10–15 Dwelling Units per Acre (DU/acre) in urbanized areas where it best supports commercial vitality

Housing and Special Projects

From Plan to Pipeline: What's Been Delivered

- 503 completed units, with 2,395 units in the active pipeline
- Production blends County-supported and private development



Housing and Special Projects

Key Projects in the County

- **Coyote Mesa (Servitas):** 380 workforce units; \$4.6M state grant permanently deed-restricting 98 units at $\leq 120\%$ AMI
- **20th Street Mixed-Use:** 240 – 280 units plus 25,000 sq. ft. ground-floor retail — direct downtown commercial activity
- **9th Street Apts:** 87 affordable units preserved via private partnership DU/acre in urbanized areas where it best supports commercial vitality
- **North Mesa:** \$14.7M infrastructure investment unlocking future supply
- **Regional Coordination:** Santa Fe County, Rio Arriba County, and Tribal partnerships

Housing and Special Projects

Housing Market Outlook

- **National headwinds:** Mortgage rates 6.1 – 6.3% (~6.5% NM),
- **Los Alamos advantage:** Rapid review timelines, high-functioning County departments, committed development partners
- **New interactive housing dashboard:** Increases transparency for residents and prospective investors
- **A visible, funded pipeline is its own investment signal:** 2,395 units entitled or under tells developers and employers the County is a reliable place to build to meet an existing demand

Local Business Development

Goal

- Engage with local business owners and connect business needs with potential funding opportunities and support

Achievements

- Made 20+ business outreach contacts
- Offering pre-application meetings
- Attended local meetings with businesses to provide input

Local Business Engagement

- 225 New Businesses Registered
- 682 Renewed Business Registrations
- Generated monthly newsletter with resources for potential funding sources with 695 Subscribers
- Engaged with local business owners to identify needs and connect them with funding opportunities and support resources
- Created new topical rack cards with information on permitting, Business Registration, Business Renewals, and the Business Directory
- Offering pre-application meetings with businesses looking to sign a lease
- Created workshops around small business needs
- Created Business Directory
- Expanded marketing for small businesses (Activity guide, directory, updated Walk, Shop, & Dine Map)

Business Retention & Expansion

- Created a topical checklist to gather data on business needs
- Consulted with business owners on signage programs/funding
- Outreach to site selectors
- Regional collaborations
- Presentations and tabling: Creative Industries, Leadership Los Alamos, and Resource Fair for NM LEEP and LANL Entrepreneurial Scientists and Innovators

Workshops Planned for FY27

- Business Regulations and Requirements
- Permits for Special Events
- Homebased Businesses
- Navigating Use Regulations for Commercial Buildings

Downtown Revitalization

Goals

- Support businesses with LEDA, LEDA Retail, MRA, and MRA+LEDA grant and loan awards
- Reduce amount of empty storefronts
- Increase commercial space

Actions

- Applications in Process:
 - 6 Retail LEDA
 - 2 MRA & LEDA
 - 1 MRA
 - 2 LEDA
- 11% Downtown Commercial Vacancy Rate; 24 Empty Store Fronts
- Commercial Development Opportunities:
 - Los Alamos - 4
 - White Rock – 2

Downtown Revitalization

Goals

- Increase visibility of commercial development opportunities
- Track status of redevelopment opportunities
- Increase positive perception of downtown commercial areas among residents

Actions

- Maintain and update an inventory of commercial vacant properties for use by developers and stakeholders
- Track vacancy rate, occupied store fronts, new business openings, business closures, and permits issued
- Develop strategy and messaging to increase downtown favorability in the July 2026 National Community Survey (targeting 10% increase in “Good” or “Excellent” ratings)

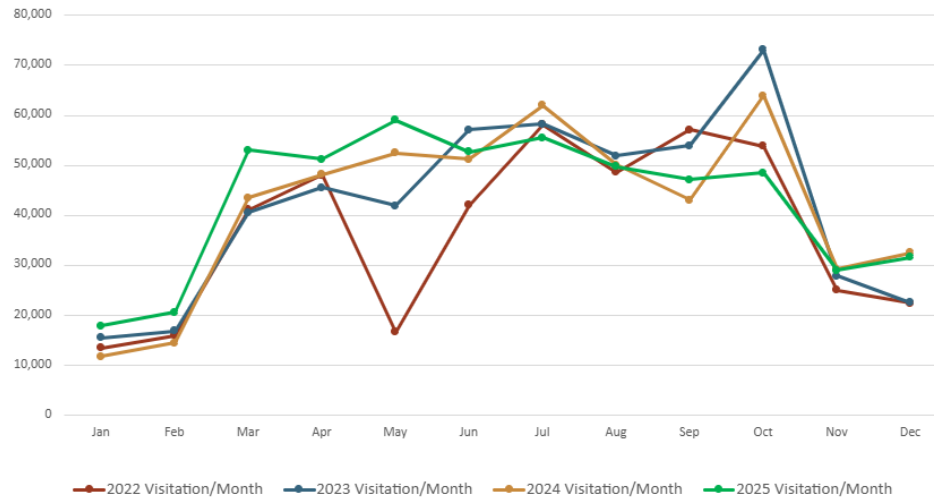
Tourism & Special Events

- Aiming for stable visitation following government shutdown
- Collaborating with NMSingleTrack on September race
- Collaborating with neighboring communities on events
 - Jemez Mtn. Trail Runs
 - Jemez Riders
 - Trail Guides

Visitation By Fiscal Year				
2019	2020	2021	2022	2023
455,191	306,185	231,565	392,455	224,183
2022	2023	2024	2025	2026 (est.)
392,455	539,032	560,754	551,094	510,000

***NOTE: FY2019-2022 Do not include Valles Caldera National Preserve.**

Los Alamos County Visitation Year Over Year

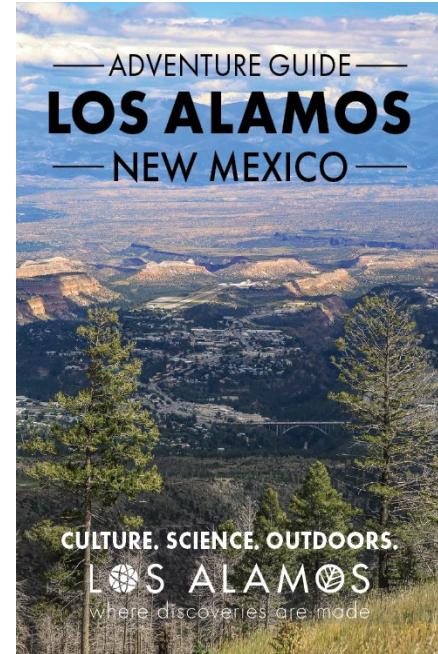


Tourism



View website and
event calendar at
visitlosalamos.org

- Wayfinding sign installation on-going (66 out of 180)
- Updated Adventure Guide (planning to print in June 2026)
- NMTrue Grant Accepted for FY2027
- Influencers and social media
- Strengthening shoulder-season messaging
- Leveraging national interest in history and science
- Focusing on event planning and coordination with tourism organizations & attractions
- Connecting Regionally/Across the State:
 - New Mexico Hospitality Association Governor's Conference (June 24-25)
 - State Fair NMTrue Day (Sept. 17)



Lodgers' Tax Revenue

Fiscal Year	Amount
2018	\$309,015
2019	\$346,927
2020	\$301,724
2021	\$211,137
2022	\$345,048
2023	\$435,650
2024	\$480,166
2025	\$411,857
2026	\$398,187 (Jan. - May)

Tourism Economic Impact (2024)



\$41.5M

Direct Visitor Spending



2.0%

Direct Visitor Spending
% Change vs. Last Year

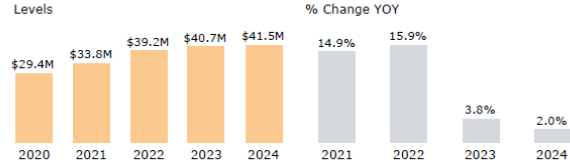


\$15.2M

in Lodging

Where visitors spent the most,
representing 36.6% of visitor
spending

Direct Visitor Spending



Direct Spending by Category

Click a category to filter

	2020	2021	2022	2023	2024
Total	\$29.4M	\$33.8M	\$39.2M	\$40.7M	\$41.5M
Lodging	\$9.9M	\$11.9M	\$14.8M	\$15.0M	\$15.2M
Food & Beverage	\$6.7M	\$7.4M	\$8.1M	\$8.9M	\$9.4M
Retail	\$6.7M	\$7.6M	\$8.2M	\$8.6M	\$8.8M
Transportation	\$3.3M	\$3.7M	\$4.6M	\$4.3M	\$4.2M
Recreation	\$2.8M	\$3.2M	\$3.6M	\$3.9M	\$3.9M

Lodging \$15.2M 1.2% YOY 36.6% Share	Food & Beverage \$9.4M 5.7% YOY 22.6% Share	
	Retail \$8.8M 2.0% YOY 21.2% Share	Recreation \$3.9M 0.2% YOY 9.5% Share

Spending

Direct **\$41.5M**

Total

\$113.7K

Approximate Daily Spending
by Visitors

Labor Income

Direct **\$9.1M**

Total **\$35.1M**

91

Equivalent Starting Teacher
Salaries Covered by S&L
Taxes Generated

Total Taxes

State and Local **\$6.3M**

Federal **\$6.1M**

State & Local Tax Savings per
Household

Employment

Direct **330**

Total **884**

3.9%

Tourism Share of Los Alamos
County Employment

***NOTE: The state usually releases
the previous year in June or July.**

Educational, Arts, Cultural, and Historical Amenities

Los Alamos Historical Society

- Community-Focused Lectures
 - April 14: Dr. Edward Kaplan, Dean of the Army War College
Square Pegs into Round Holes: The Air Force and Nuclear Weapons in Limited War, 1950-1960
 - May 12: Ralph L. Hollis Jr.
Countdown to Launch! A Cold War Story of Minuteman III
- Special Exhibits
 - March 10: *Secrets of Shrangri-La: Enlisted Women at Project Y*



Educational, Arts, Cultural, and Historical Amenities

Los Alamos Arts Council/ Fuller Lodge Art Center

- Magic Paintbrush: Painting Peace and Healing by Feather Redfox (January 15 – February 11)
- 2026 All Schools Student Art Show (February 26 – March 14)
- 30th Annual Los Alamos Photographers' Show by Los Alamos Photographers Club (April 3 - May 6)
- Annual Kite Festival (April 25–26)
- A Lifetime of color: Batiks by Gloria Sharp (May 14 - June 10)



Educational, Arts, Cultural, and Historical Amenities

Los Alamos Nature Center (PEEC)

- Full-dome planetarium films
- Earth Day Festival
- Wildflower Walks
- Nature at Night: Summer Series!
- Bear Fest (August 2025)



Educational, Arts, Cultural, and Historical Amenities

Los Alamos Public Library System

- Seed Library Anniversary and Relaunch
- Held adult and youth programs
 - Sarah Rovang presents Georgia O'Keeffe in Los Alamos
 - Chess Tournament
 - Writers Group (monthly)
 - Discover! (monthly)
 - Puzzle Competitions
 - Creative Studio: Garden art and Activities
- ATOMICON



Educational, Arts, Cultural, and Historical Amenities

New Mexico State Cooperative Extension Office

- Horticulture & Landscaping
 - Master Gardener Program
 - Junior Master Gardener Camp
- Fire Smart Landscaping Presentation
 - April 2026
- Container Garden Workshop
 - April 2026
- Family & Consumer Education
 - New World Screwworm (NWS)
 - March 2026



Educational, Arts, Cultural, and Historical Amenities

Community Services Dept. Events

- **Los Alamos Summer Concert Series**
 - In FY26, the series will hold 15 concerts
 - Average attendance rate was 4,593 per concert in 2025
 - Attendance tracking data suggests the series still draws people from and into town and to local eateries and brewpubs before and after the event
- **"4th of July Spectacular" Event**
 - 2025 event was held at Ashley Pond Park
 - Attendance of 10,400 people in 2025
 - Had an extended (30 min.) Drone show due to no fireworks

Parks & Recreation Events

- **Gymkhana**
 - Spring: April 1 - May 27, every other Wednesday
 - Fall: August 26 – Oct. 21, every other Wednesday
- **May 2026: Northern New Mexico Royalty Court**
 - Seven competitors across all categories
- **Rodeo**
 - Hosted August 2 & 3, 2025, with rentable bleachers
 - 2025 event drew approx. 2,100 people
 - For 2026, CSD will again be renting bleachers for seating.
 - New this year: Saturday will host a Night Rodeo, beginning at 6 p.m.

Community Broadband

Broadband

- \$35 million and \$15.9 million (20 years operations/maintenance) project to deliver reliable, high-speed internet to Los Alamos and White Rock
- Project Timeline
 - Groundbreaking: May 2026
 - Construction completion target: End of 2029
- Customers can connect as construction progresses through their area



Community Broadband

Middle Mile

- San Ildefonso Pueblo is installing eleven miles of fiber to connect to the County's Community Broadband Network (CBN)
- County contributed ~\$2 million toward this project
- Trenching and conduit installation began along NM502 in May 2025
- County and the Pueblo are finalizing long-term operations agreement

Economic Vitality Related Projects

Projects	Actions
NM4 Crossing and Multi-Use Trail	Expected to go out to bid in August 2026
Denver Steels Phase II	Anticipated completion date of August 2026
Wayfinding Signs	Ongoing
Manhattan Project-era Dormitory	Plan approved; Design complete; Working on archaeological studies for State Historic Preservation Office before going out to bid
Jemez Mountain Fire Protection Project	Phase 3 underway
C-PACE Program	Ordinance is in effect and local training was held
White Rock Visitor Center Phase II Food Truck Pads	Currently out for bid

Thank You

- Questions?