

Goal	Top Action/Priority	Action Item	Responsible Party + Partners	Relative Cost	Funding Source	Timing	Status	Reasoning
2.1		Continue to identify desirable locations for future lodging development and promote these to encourage full-service lodging and boutique hotels to select Los Alamos.	LAC	Staff time	--	2018	Continuous	The Tourism Implementation Task Force submitted a letter to council recommending approval of a land grant to facilitate in the development of a conference center co-located with a full-service hotel under the Marriott brand, with a restaurant at the corner of 20th and Trinity. In 2022, the developer, TNJLA LLC notified the County that they weren't able to secure a financial guarantee for the project per the terms and deadlines set out in the County ordinance and associated sales agreement. On August 9, 2022, County Council Approved Ordinance NO. 718 to terminate the Economic Development Project for Public Support of TNJLA to construct the Marriott and conference center. In addition, after the owner of Pajarito Mountain Ski Area purchased the former Hilltop House in 2015 and the property sat vacant. In 2021, it was deemed a "menace to public comfort, health, peace and safety" and in violation of firecode. The owner was ordered to demolish and remove all materials from the property. In September 2021, per a "clean and lien" action, the County procured and executed the demolition and clean-up of the Hilltop House property before initiating legal action to collect reimbursement of the associated costs from the owner. This was completed. On April 17, 2024, the property was sold to Grand Mesa Partners 400 LLC and Town House Rental. In January 2025, the Planning and Zoning Commission approved the site plan for the "Guest House Hotel," which is owned by Grand Mesa Partners 400 LLC & Town House Rental. The County continues to explore all options that will result in the development of another hotel or hotel and conference center, however many of the available site are privately owned.
2.1	x	Continue to explore hotel development incentive options such as land donations, infrastructure investments, tax abatement and/or favorable financing to attract a developer to construct a full-service hotel in downtown Los Alamos.	LAC	Staff time	--	2018	In Progress	Los Alamos County has actively created and leveraged available programs to support the development of a full-service hotel downtown and additional infrastructure. Efforts include evaluating opportunities through the Local Economic Development Act (LEDA) and Retail LEDA programs, as well as creating Metropolitan Redevelopment Areas (MRAs). These programs provide options such as infrastructure improvements, gap financing, and public-private partnership support to make downtown investment more feasible and encourage hospitality projects that strengthen the local economy and visitor experience.
2.1		Prepare and coordinate design of a development package for each site to promote development opportunities, infrastructure and design expectations.	LAC	\$5,000	EDF	2019	Inactive	Previously, the Tourism Implementation Task Force submitted a letter to council recommending approval of a land grant to facilitate in the development of a conference center co-located with a full-service hotel under the Marriott brand, with a restaurant at the corner of 20th and Trinity. In 2022, the developer, TNJLA LLC notified the County that they weren't able to secure a financial guarantee for the project per the terms and deadlines set out in the County ordinance and associated sales agreement. On August 9, 2022, County Council Approved Los Alamos Code Ordinance NO. 718 to terminate the Economic Development Project for Public Support of TNJLA to construct the Marriott and conference center. This area is currently being considered for development for rental housing. However, as of 2025, new extended stay hotel rooms are included in the former Hilltop House Site, "The Guest House". Two other privately owned properties in the townsite downtown area are options for those looking to build a hotel in Los Alamos. LEDA and MRA for properties within the districts can also be considered for public incentives to develop additional hotel rooms.
2.1		Identify parcels for new RV parks in both Los Alamos and White Rock. Issue an RFP for an operator(s). Identify and facilitate a business to invest, develop and manage a new, high-quality, full-service RV Park for anticipated increase in tourism.	LAC, development and management partner	\$2,000	--	2019	In Progress	CMO, CDD, and CSD are actively looking at additional locations for RV parks, including service upgrades and improvements at Camp May. The County is also exploring the potential for working with park developer-operators, and a RFP/RFQ will be issued when opportunities are identified.
2.1		Encourage UNM-LA to provide a Hospitality Institute with degree program, certificate and seminars.	UNM-LA	Staff time	--	2018	Pending	This initiative has not yet been responded to due to prioritization of other programs at UNM-LA related to fire programs, coding, etc.
2.2		Create an event fund and marketing support opportunities so event organizers can apply for grant assistance through an application process.	LAC, LA MainStreet Program	\$50,000	LTR	2020	Continuous	Prior to COVID-19, money was allocated for small project grants of up to \$1,000 to an event organizer in the Los Alamos MainStreet District. The County's budgeted \$10,000 per contract year for grants. This was done through an application and award process. In the latest contract with Los Alamos MainStreet, the County Attorney determined this support might be in violation of the anti-donation clause and therefore the program is no longer funded. While this funding is no longer in the Los Alamos MainStreet contract, Los Alamos MainStreet and LACDC continue to support initiatives throughout the district through partnerships and sponsorships.
2.2		Enhance ScienceFest by better defining its purpose, desired outcome and niche in attracting visitors.	Visitor services, LAC, LANL, LAMS, LACDC	Staff time	--	2018	Continuous	Post-pandemic the event pivoted to offer more events for every audience, not just children. This included a Co-Op Grant through New Mexico True to help impact more statewide visitation along with Discovery After Dark for adults. It was determined that while this event can be marketed throughout the state, we are more focused on locals and daytrippers for ScienceFest. Each year this event continues to evolve to help highlight and expand our reach of STEAM participants and growing the economic impact from the event. Communications are ongoing about a statewide initiative to better link the national laboratories to regional communities.

2.2		Work with operator of Pajarito Mountain Ski Area (PMSA) to develop opportunities to expand year-round, on-mountain activities.	PMSA, LAC	Staff time	--	Ongoing	Continuous	We continue to work with General Manager Jasen Bellomy to discuss ways to help increase visitation to Pajarito Mountain. The Jemez Mountain Fire Protection Project has begun which will allow for snow making on the mountain during the winter months. In addition, the mountain offers lift-assisted mountain biking and hiking opportunities throughout the summer months.
2.2	x	Support and create events that last for longer periods of time, like "trail festivals", with a variety of events.	LAC, event providers, marketing	\$100,000	LTR	2020	Continuous	The County held discussions about a several potential events, but the infrastructure for camping and the availability of hotel rooms is not great enough to support many of these potential events. However, the New Mexico NICA biking event has been held on Pajarito Mountain in recent years.
2.2		Assist endurance organization(s) with event hosting by providing marketing support with special event funding application.	LAC, partnerships	Staff time	LTR	Ongoing	Inactive	Nonprofits and special groups, including endurance organizations focused on running, cycling sports, etc., who can't support an event can often get their fees waived by Los Alamos County. This is usually related to closing streets, clean up, etc. Should GRT be increased, this concept is something LTAB could take on.
2.2		Explore opportunities to incentivize developing a multi-use event space that supports 300 people and accommodates meetings, community events and destination event space.	LAC, LACDC, private partnerships	\$20,000	EDF	2020	In Progress	In 2022, TNJLA LLC planned for the development of a hotel and conference center at the corner of 20th and Trinity, TNJLA LLC notified the County that they weren't able to secure a financial guarantee for the project per the terms and deadlines set out in the County Property Sale and Development Agreement (PSDA). On August 9, 2022, County Council Approved Ordinance NO. 718 to terminate the Economic Development Project for Public Support with TNJLA. However, the SALA Event Center has since opened and can host 100-200 person events in Los Alamos County.
3.1	0	Implement County plans for extensions, upgrades, and maintenance of existing and new trails that benefit visitors and local community members of all activity skill levels. Increase funding and staff to address all trail maintenance and improvement deficiencies.	LAC	TBD	TBD	Ongoing	In Progress	The County has completed ADA accessible trails like Kinnickinick and the Urban Trail. Bayo Canyon Equestrian Access was also completed through the Outdoor Recreation Plus Grant. Three staff positions were added to Trails and Open Space. An ADA audit and transition plan was created and completed in 2023 for all trailheads. The County is currently compiling all trail plans into a single Trails & Open Space Management Plan, with the draft currently out for review and public comment (July 2025).
3.1		Make improvements to Overlook Park, including facilities needed to host tournaments.	LAC	\$100,000	CIP Fund	2019	In Progress	Field renovations were completed for Hope Softball Field and Dara Jones Soccer Field. Spirio Soccer Field renovations are currently underway, which will make this facility better suited for events. As of end of July 2025 the artificial turf study is almost complete, which includes what the future might be in order to host sports tournaments at Overlook Park and North Mesa.
3.2		Ensure adherence to the Los Alamos County Downtown and Mixed-Use District Development Standards. Provide greater guidance and requirements for pedestrian environments, connectivity, streetscapes and landscaping.	LAC, Urban design consultant	\$75,000	General Fund	2019	Completed	The County considers this project completed with updates to the Chapter 16 downtown zoning standards and implementation of Metropolitan Redevelopment Areas. The County also anticipates starting an update to the County's Comprehensive Plan beginning in 2026.
3.2	x	Reduce blight in the downtown districts through targeted and responsive commercial property maintenance and implementation of the County's Code Enforcement Program.	LAC	Staff time	--	Ongoing	Continuous	The White Rock MRA was approved in October 2022. In September 2025, the East Downtown Los Alamos MRA was approved by council. These MRA Districts can help reduce blight through additional public and private reinvestment dollars.
3.2		Referencing the 2012 Los Alamos Downtown Sidewalk + Streetscape Assessment report, improve the appearance and function of Trinity Drive by participating with NMDOT in a streetscape improvement project. Maintain a connection between Trinity Drive to the Canyon Rim Trail.	LAC, NMDOT, design consultant	\$75,000	NMDOT and General Fund	2019	In Progress	As of September 2025, two projects are in the late stages of design and are scheduled to be advertised for construction bids in late 2025 for a construction start in 2026. The two projects are the Trinity Drive Safety Improvements Project from Knecht Street to Oppenheimer Drive, and the Canyon Rim Trail Extension, Phase 3A from Knecht Street to 15th Street, located on the south side of Trinity Drive. Both projects will enhance pedestrian and bicycle connectivity within the Los Alamos Downtown business district while also linking to the newly constructed Urban Trail north of Trinity Drive at 20th Street.
3.2	x	Continue to implement the MainStreet and Creative District events that draw visitors and provide additional activities that encourage extended stays. Continue to partner with local businesses and incentivize their participation in the MainStreet and Creative District.	LAC, MainStreet Program	\$50,000	State Grants and EDF	Ongoing	Continuous	Los Alamos County continues to work with Los Alamos MainStreet and Creative District to help support events like Halloween, ScienceFest, and WinterFest. These events not only benefit those that live here locally but also encourage people off the hill to come up for our events or the weekend to participate in various activities. ScienceFest added "Discovery After Dark" in 2023. In addition, Los Alamos County has updated their Historic Walking Tour signage that includes the Oppenheimer House and Manhattan Project Era Dormitory. In approximately 2023, Tuesdays at the Pond was moved to "Tuesdays at the Square" to better support the business community. Los Alamos MainStreet and Creative District is also heavily involved in the month of Arts & Humanities to curate a cultural celebration for art and history in our community in conjunction with the County and FLAC. In addition the groups work closely with the Chamber for Small Business Saturday to bring people from the region to the area for promotions. Los Alamos County, LACDC, and Los Alamos MainStreet and Creative District work in tandem with local events and activities to provide gift bags, shopping and dining information, and other community highlights to help grow the business community as events come into the area.