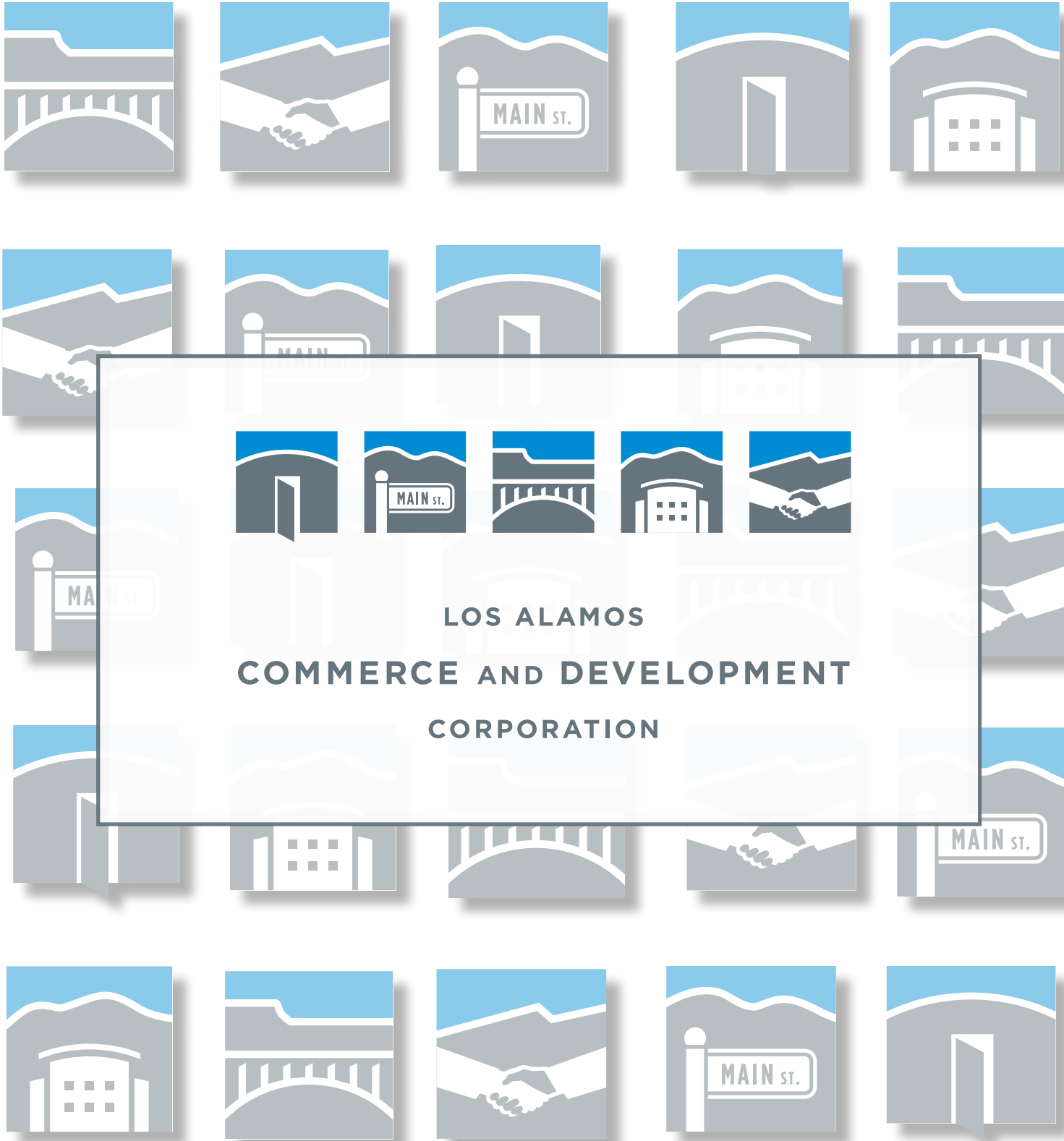


Vibrant Community
Through A Flourishing Economy



LOS ALAMOS
COMMERCE AND DEVELOPMENT
CORPORATION

Annual Review 2010

From The Director...



Los Alamos Commerce & Development Corporation, founded in 1984 by community-minded visionaries, has played an important role in the development of the Los Alamos community. There are few local businesses or organizations that have not been clients, customers, or constituents of LACDC activities. There are few residents who have not attended or taken part in one of our many community events. The LACDC is an umbrella organization that encompasses the Los Alamos Chamber of Commerce (our membership program), Los Alamos MainStreet, the UNM-LA Small Business Development Center, the Los Alamos Meeting & Visitor Bureau, and property operations including Los Alamos Research Park. This report is intended to help you become more familiar with what LACDC does and what we have accomplished in the past year. We hope you will take advantage of our services in the future, and that you will let other people know what we are about. We invite you to join with us in building a viable community through a Flourishing economy.

A handwritten signature in blue ink, appearing to read "Lyn Hahnel". The signature is fluid and stylized, written on a light-colored background.

Notes:

Helping Businesses get started, grow and succeed!



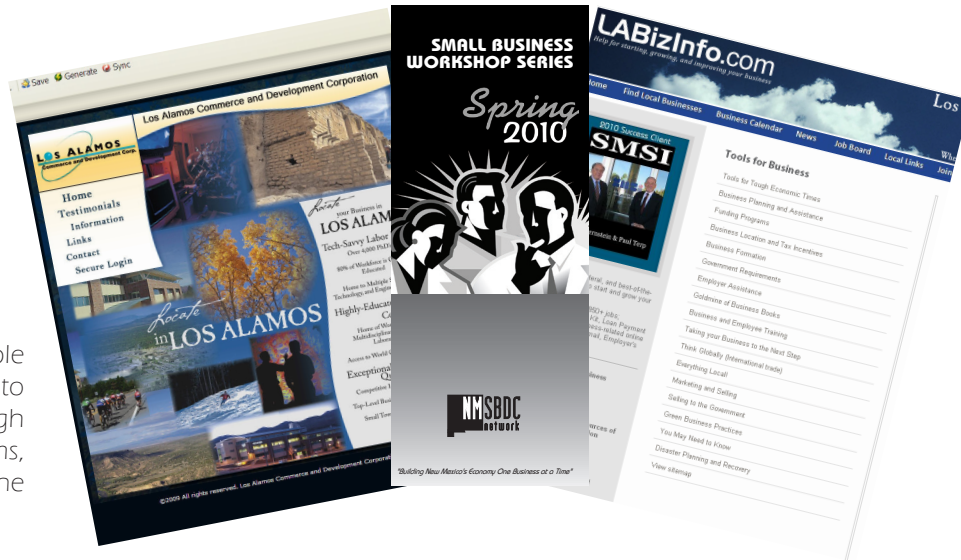
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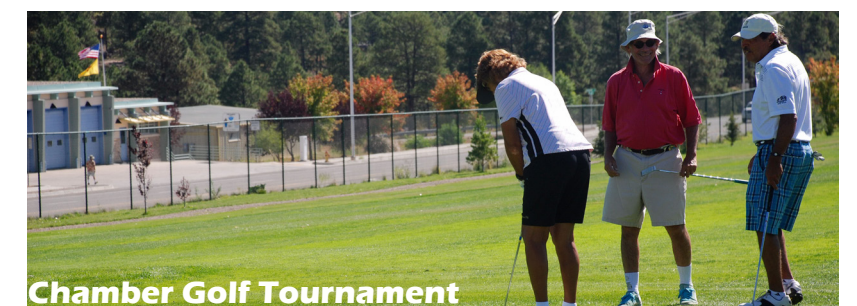


Building Stronger Communities!

LACDC provides actionable information year-round to businesses through high quality workshops, forums, websites, and one-on-one private consultations.



Chamber FAN Clubs provide routine business networking opportunities.



LACDC websites help promote businesses, events, and the community in general.

More people downtown more of the time!



LOS ALAMOS
COMMERCE AND DEVELOPMENT
CORPORATION

Mission:

The Los Alamos Commerce and Development Corporation (LACDC) delivers actionable information, provides customer focused services, and takes initiative on behalf of the community to promote sustainable economic progress.

Vision:

Vibrant community through a flourishing economy.

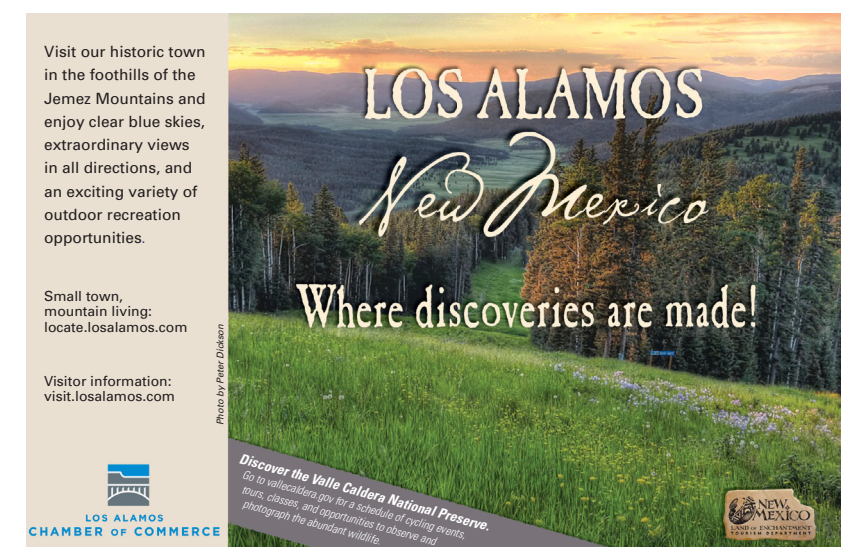
What We Do:

LACDC Programs are highly visible throughout the community. Our award-winning MainStreet program produces and supports downtown events and downtown re-development initiatives. The UNM-LA Small Business Development Center, operated by LACDC, helps aspiring entrepreneurs get their businesses started, and existing businesses and organizations improve their enterprises. Our Meeting & Visitor Bureau program assists tourists and visitors, and helps local businesses and attractions to promote themselves. The Los Alamos Chamber facilitates connections – we advocate for economic initiatives to improve our community; we help our members to be visible through networking and promotional initiatives. We provide members with valuable business services. Our properties provide places for economic activities to get started, take root, and grow in our community.

Organization and Programs:

The LACDC serves as an umbrella organization for several programs that provide assistance to small businesses and improve economic outcomes of the region. Major programs include:

- Los Alamos MainStreet
- UNM-LA Small Business Development Center
- Los Alamos Chamber of Commerce
- Los Alamos Meeting and Visitor Bureau
- Los Alamos Research Park



LACDC partners with a variety of publications to promote the Community.

2010 Board of Directors

The LACDC is governed by a board of directors, all community leaders with a wide range of expertise in various aspects of business. Board members and advisors directly represent a substantial sample of Chamber of Commerce members and include tech services, business people, entrepreneurs, retailers, restaurateurs, commercial property owners, financial services providers, professional services providers, not-for-profit organization leaders, realtors, and former County Councilors. In addition, dozens of volunteers serve on key advisory committees that guide LACDC activities including the MainStreet Futures Committee, the Creative District Steering Committee, the Farmers' Market Committee, the Youth Business Grant Committee, and Committees for our major events.



From left to right: Bill Wadt David Horpedahl, Kevin Holsapple, Jill Cook, Kent Pegg, Bill Enloe, and Stan Primak..



Bill
Godwin



Jeannette
Wallace



Keven
Todd



Denise
Lane



John
Davies



Wally
Vette

LACDC Staff



Emiley
Bainbridge



Heather
Campbell



Keanna
Cohen



Bryan
Farmer



Suzette
Fox



Kevin
Holsapple



Amber
Jimerson



Katy
Korkos



Bernadette
Lauritzen



Angeline
Martinez



Connie
Proulx



Clarice
Rodriguez



Claire
Roybal



Don
Wright



Cindy
Talamantes



Cindy
Whiting

Emiley Bainbridge is a Business Advisor and the coordinator of the Los Alamos Arts & Cultural District.

Heather Campbell is the Administrative Assistant for the Small Business Development Center. She maintains client database information, organizes business workshops, and handles reporting requirements.

Keanna Cohen is our high school student intern.

Bryan Farmer is a Business Advisor and assists with property management at our Research Park and Small Business Center.

Suzette Fox is responsible for all of LACDC's events and community publications. She serves as Los Alamos Mainstreet Manager.

Kevin Holsapple is the Executive Director. Kevin is involved in all aspects of the organization. Kevin is one of the longest serving Chamber and economic development executives in the State and serves on the Boards of multiple local, regional, and statewide organizations. Kevin is an alumni of the Leadership New Mexico Core Program.

Amber Jimerson is our high school student intern.

Katy Korkos is the Member Services Coordinator for the Chamber of Commerce, helping members to connect to all of our services, and strengthening the ties between our members and the community.

Bernadette Lauritzen is a contract staff member who facilitates the Assets in Action Project.

Angeline Martinez is the Senior Bookkeeper and is responsible for accounts payable, accounts receivable, payroll and other accounting functions.

Connie Proulx is the Business Manager and is in charge of all business office functions.

Clarice Rodriguez is the Small Business Center Receptionist. She provides customer service and reception to tenants and clients.

Claire Roybal is the Community Projects Coordinator II. She assists LACDC Programs in implementing effective communications, marketing, publications, events and other projects.

Don Wright is the Business Development Director for LACDC and the Center Director for the UNM-LA SBDC.

Cindy Talamantes is a contract staff member who manages the Los Alamos Farmers Market.

Cindy Whiting is the Chamber of Commerce and Los Alamos Visitor Center Receptionist. Cindy maintains the community events database and manages fulfillment of visitor information requests.



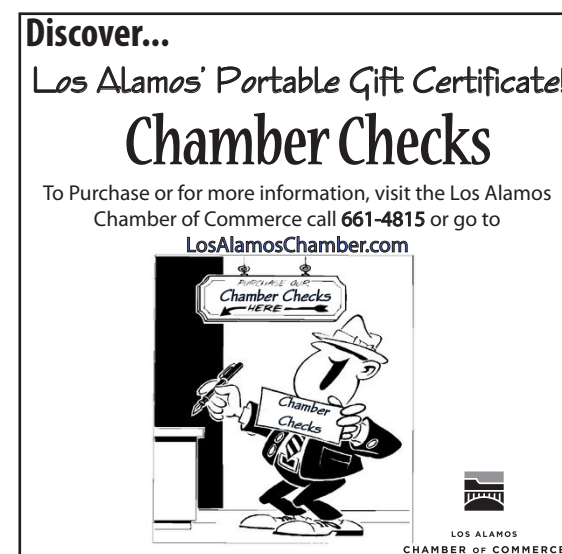
Business Office

Functions:

The LACDC Business Office is responsible for the Financial and Human Resources operations for the organization. The Business Office handles accounts payable, accounts receivable, human resource related duties. The Business Office handles accounts payable, accounts receivable and human resource related duties. The administration and financial reporting of all LACDC contracts and leases and the billing of tenants for LACDC-operated property (including the Small Business Center, the Research Park and other locations) are also handled by the Business Office. Another function is the supervision of administrative and customer service personnel. The Business Office makes sure that payments, billing, and reporting are all done in a timely manner, allowing the rest of the organization to operate smoothly and to make financial dealings effortless for our customers.

Accomplishments:

- Accounting systems fully compliant with accounting standards. No exceptions noted in independent financial audit for FY2010, and 10 consecutive years of "clean" audit outcomes.
- Timely completion of program and operational budgets, allowing for smooth transition to FY2011
- Completed review and update of employee manual
- Continued as chair of Human Resource Committee
- Effective maintenance of physical records
- Accurate lease administration for all LACDC properties
- Timely tax filings
- Up-to-date and accurate customer database/information
- The business office prepares, packages, and delivers hundreds of Chamber Checks each year to customers throughout the community
- The Business Office plays a major role in organizing and conducting the biannual volunteer recognition events.



One of several Chamber Check ads run in 2010

Contact Business Office:

Business Manager: Connie Proulx
Phone: (505) 661-4849
Email: Bizmgr@losalamos.org

www.LosAlamos.org/LACDC



Jill Cook is Senior Vice President in charge of lending at Los Alamos National Bank and is CEO of TCC & Appraisal Services. Jill is active in Leadership New Mexico, Quality New Mexico, LANL Foundation, Rotary, and Cochairs the United Way Campaign.

John Davies is an entrepreneur and was a founder of the LANL technology spin-off CASA, the Center for Adaptive Systems Applications. John is currently a Board Advisor to, and principal with, several New Mexico-related technology ventures.

Bill Enloe is the Chairman and Chief Executive Officer of Los Alamos National Bank.

Bill Godwin is a Los Alamos resident and retired systems engineer from IBM and Lockheed Martin.

David Horpedahl is a realtor and the Managing Broker at Los Alamos Properties. David is currently the President of the Los Alamos Association of Realtors.

Denise Lane is the owner of the Hill Diner and is a realtor with RE/MAX.

Johnnie Martinez is the Deputy Office Leader of LANL's Community Programs Office.

Sandy Podley is the Chief Executive Officer of the Los Alamos Medical Center. Sandy departed Los Alamos during 2010 and is being replaced on the Board by new LAMC CEO Wally Vette.

Stan Primak is owner and proprietor of Primak Builders. Stan served as President of the Chamber of Commerce in 2007. Stan chairs the LACDC board.

Kent Pegg is owner of Los Alamos Fitness Center and is currently Chamber of Commerce President.

Keven Todd is the publisher of the Los Alamos Monitor.

Wally Vette: is the Chief Executive Officer of the Los Alamos Medical Center

Bill Wadt is Deputy Contractor Assurance Officer at LANL and serves on the boards of the LANL Foundation and the Governor's Business Executives for Education.

Jeannette Wallace is the State Representative from Los Alamos to the New Mexico House of Representatives.





Chamber of Commerce

The Los Alamos Chamber of Commerce is an association of businesses, organizations and individuals who are interested in working together to improve the economic, civic and cultural well-being of our area. The Chamber works on behalf of its members to improve the business environment and our community

Members include retailers, hotels, restaurants, real estate firms, communications and media companies, health care providers, financial services businesses, technology businesses, not for profit organizations, laboratory contractors, government, development companies and individuals. Our members employ nearly 14,000 people in the community.

Chamber Member Benefits:

Member Benefits fall into three areas: **Visibility**, **Advocacy** and **Resources**.

Visibility

We provide **Visibility** to our members through our websites and publications, through events and promotions, through referrals and through Visitor Center representation.

- Made thousands of referrals:
- Provided web visibility resulting in more than 2,750,000 member exposures (up 250,000 from last year) more than 110,000 click-throughs (up by more than 10,000)
- Provided free and low-cost advertising opportunities to our members.
- Gave student and new-hire community orientations at Los Alamos National Laboratory.
- Promoted the message "Think Los Alamos and White Rock First."
- Facilitated More than a dozen ribbon cuttings and celebrations

Advocacy

The Chamber continues to **Advocate** on behalf of our members on many issues;

- Trinity Redevelopment Advisory Committee Adoption of County Economic Vitality Strategic Plan (EVSP) and participation on the County's Economic Vitality Action Team (EVAT)
- On the White Rock Master Plan development and implementation
- On the Historical Sculpture Master Plan committee
- Trinity Drive Corridor design study
- With continued participation in sign ordinance development
- With continued participation in Municipal Building Site selection
- With Los Alamos Creative Culture District planning
- With Candidate Forums targeted at economic issues
- By facilitating face-to-face meetings between Chamber members and state and national legislators and executives

Resources

The Chamber provides many free and low-cost **Resources** to members:

- Provides members with free access to business workshops in cooperation with the UNM-LA Small Business Development Center
- Provides members with bulk mail permit and assistance
- Free websites available through our database management system
- Provides free use of our Conference Room and Office for a Day
- Annual Marketing and Promotions Fair (in cooperation with the SBDC) connects members with marketing and promotional resources



The Synergy Center

The Synergy Center offers 35 high quality, furnished office spaces with enterprise-class voice and broadband data telecom services. Flexible, short term leasing arrangements coupled with LACDC's incubation services create a great environment for start-up companies. Established organizations needing a smaller, flexible presence also benefit. Shared conference space, reception, light lab, and business equipment are part of the services. Residents share close proximity to other organizations residing in the Park, and to the Los Alamos National Laboratory.

The Los Alamos Small Business Center

The Los Alamos Small Business Center Located in downtown Los Alamos, houses LACDC corporate offices as well as the Small Business Development Center, and 22 tenants that employ 100+ people.

The ICON Facility

Located within the Los Alamos National Laboratory, the ICON facility is leased by LACDC to a manufacturing company that produces rare, high purity gases.



Examples of tenants of LACDC

Contact Properties Operations:

Business Development Associate: Bryan Farmer
Phone: (505) 662-0001
Email: lacdc@losalamos.org

www.la-rp.org



LACDC Property Operations

LACDC property operations provide space combined with services for new and growing technology enterprise in Los Alamos county. Our facilities are home to more than 40 business and organizations. LACDC properties are operated with out subsidy or financial assistance.

Los Alamos Research Park

Building One, houses 83,000 square feet of laboratories, computing facilities, meeting space, office space, and the Synergy Center (incubator/small office space). Since opening its first building in 2001, the Los Alamos Research Park has housed more than 35 businesses and organizations.

Currently, tenants employ 150 people at the Park, resulting in an estimated additional 75 indirect and induced jobs. Research Park tenants work in the fields of superconductivity, environmental technologies, education, advanced computing, technology training, telecommunications, nanotechnology, and energy efficiency. Construction activities at the building have generated more than \$1,000,000 in New Mexico Gross Receipts Tax. The property has generated more than \$700,000 in local property tax and utility transfers since its inception. A variety of local businesses including Blackrock Communications, LA Community Network, Atomic City Cleaning and Marcon Excavating provide contractual services to the Research Park and other LACDC properties.

Grubb and Ellis New Mexico is the property management firm responsible for keeping the Research Park building in great condition. During 2009-2010 they continued to increase "green" energy efficiency and conservation practices.



CommunityMatters

CommunityMatters was initiated by the Chamber to highlight the important role our members play in building community. In 2010 we continued to support the 3/50 Project, continued to produce the bimonthly publication "The Essence of Los Alamos and White Rock," operated the Assets in Action program, printed several thousand coupon books which were distributed to visitors and newcomers, and expanded the use and functions of the fylA.com website.

Community Job Board:

The Chamber partnered with multiple members to create a community job board as a one-stop location for information about working in Los Alamos. 167 jobs were posted during the year and 1221 applications were pursued through the board. There have been more than 50,000 job views. Listing are offered at no charge to not-for-profits and to employers with less than 25 employees.

Assets in Action:

The Chamber's Assets in Action project is working to build community assets that will benefit successful youth development.

Chamber Events:

Chamberfest: More than 100 Chamber members set up booths in downtown Los Alamos on **June 13**, where they were able to promote their goods and services to more than one thousand attendees. Two car shows, lots of activities for kids and live music enhanced the attendees' experience.

Annual Golf Tournament: The Chamber's annual golf tournament to benefit the United Way of Northern New Mexico drew dozens of enthusiastic golfers to the Los Alamos Municipal Golf Course and raised more than \$5,000 for United Way, up more than \$1000 from the previous year.

FAN Clubs: FAN Clubs throughout the year spotlighted member businesses and gave people the opportunity to Network after hours.

Summer Concert Series: Chamber members were welcomed to join us in the Chamber tent at all 20 Summer Concerts



The **Essence** of
Los Alamos &
White Rock.



The Chamber Ribbon Cutting Scissors

Contact The Chamber of Commerce:

Member Services Coordinator: Katy Korkos
Phone: (505) 661-4816
Email: KatyK@losalamos.org

LosAlamosChamber.com



Los Alamos MainStreet

More people downtown more of the time – The Los Alamos MainStreet Program is an initiative of the Los Alamos Commerce & Development Corporation dedicated to promotion and revitalization of downtown Los Alamos as a mixed-use, pedestrian-friendly center, offering projects, services and entertainment that address the community's needs for "quality of life".

Since 2005, Los Alamos MainStreet has added:

- 55 new businesses into the MainStreet District
- 17 business expansions
- 85 new building projects into downtown
- \$50,772,675 invested in public/private projects
- \$500,000 in public/private sector grants
- 3,977 volunteer hours

Small Projects Grants:

As well as conducting the major events, Los Alamos MainStreet is responsible for awarding grants to organizations and businesses in Los Alamos that want to promote an event which attracts interest to MainStreet. Thanks to Los Alamos County, Los Alamos MainStreet awarded 15 grants that totaled \$10,000. For every dollar MainStreet granted organizers spent \$9.21 on these events and promotions in 2010. Some of the events funded by these grants in 2010 are:

- 19th Hole
- Family Festival
- Winter Farmer's Market
- PEEC Earth Day
- Relay for Life
- Tour de Los Alamos Bicycle Race
- The Empty Bowl Project
- Corvettes in the Jemez
- YMCA Firecracker 5K Run
- Agua Adventures
- International Taste of Los Alamos
- LA Walks
- OCB Southern Rockies Natural
- Pumpkin Glow
- Festival of Chocolate



Kids having a great time for Stem Student day and The Next Big Idea



Business Development Services:

Ongoing communication and relationship building is key to successfully attracting new business activity to Los Alamos County. LACDC continued its Proactive Business Recruitment outreach during the first half of 2010. LACDC targeted qualified technology companies across multiple industries and performed outreach to determine interest and establish relationships with interested firms. Visits were made to Washington, D.C., Northern Virginia, Philadelphia and Los Angeles areas. During the eighteen month duration of this program, over 400 companies were contacted resulting in 35 face to face meetings. There have been eight site visits to Los Alamos by companies interested in the Los Alamos market. Funding for this program ended in mid-2010, but LACDC has continued to work with prospects to further their interest.

LACDC provides Business Development Services to both existing businesses and those exploring locating in the community. LACDC's services include providing market information, networking opportunities, advocacy, problem solving, location assistance and downtown redevelopment support. In the past 18 months, LACDC provided services to more than 120 clients, assisted in thirteen local business expansions and three re-locations. This activity resulted in 97 new and retained jobs. Our website, www.locateinlosalamos.com provides a variety of useful information to business development clientele.

LACDC completed a Labor Study and Analysis during 2010 that characterizes the Los Alamos area workforce and provides meaningful analysis for client businesses and policy makers.

Business Incubation Program:

LACDC operates a business incubation program in conjunction with the operation of the UNM-LA SBDC. This program works with its clients to assess and develop business plans and then to identify the set of specific actions and needs that are necessary for the company to move forward. Utilizing two facilities, the SBC and the Synergy Center at the Los Alamos Research Park, the incubation program is able to incorporate subsidized space, if needed, in a location that is best suited for the client's business. Throughout its 25 year history the incubation program has served over 170 clients with more than 40 'graduates'. Incubation clients are both base economy high tech companies as well as local market businesses and organizations.

Youth Business Grant Program:

The Youth Business Grant Program is a summer program that encourages young people to open and run their own businesses. More than 250 summer businesses have received grants up to \$400 since the first youth business opened in 1985. In 2010, LACDC awarded grants to 12 participants. YBGP applicants must be aged between 13 and 19 and complete a mini business plan. Grant money, panel volunteers, and mentors come from the local business community.

website: www.ybgp.org

Contact Business Development Services:

Business Development Director: Don Wright

Phone: (505) 662-4803

Email: sbdc@losalamos.org

nmsbdc.org/losalamos

LABizinfo.com

Locateinlosalamos.com



Business Development Services

LACDC provides several complimentary Business Development Services to assist new, growing and relocating businesses in Los Alamos County. These services include the UNM-LA Small Business Development Center, Business Development Services, Los Alamos Business Incubation and the Youth Business Grant Program.

UNM-LA Small Business Development Center

The mission of the SBDC is to provide quality direct assistance, entrepreneurial education and resource links for potential and existing small businesses to strengthen the economy of New Mexico. The UNM-LA SBDC is part of an accredited national and statewide network that provides no-charge business counseling and low-cost workshops to existing or aspiring small businesses in the community, including not-for-profits.

The UNM-LA SBDC provides free, confidential business counseling for new or existing businesses. professional counselors Don Wright, Bryan Farmer and Emiley Bainbridge work with clients to help find the answers to their questions and problems. This year the UNM-LA SBDC counseled 110 clients and assisted the creation of 11 start-ups and 18 jobs.

Additionally, the UNM-LA SBDC provides low cost workshops covering a wide range of business topics. These workshops are lead by professional instructors and teach practical approaches and solutions to real life business challenges. In 2010 the UNM-LA SBDC organized 31 workshops that had 266 attendees. Throughout the years, the average number of attendees per workshop remains stable.

Every year, the UNM-LA SBDC picks an outstanding small business as its Success Client. The 2010 Success Client is SMSI. President Paul Terp and CEO Lee Bernstein will be recognized at the State Capitol during the 2011 Small Business Recognition Day.



MainStreet Events:

Los Alamos MainStreet works hard to promote community pride in Los Alamos through events that garner thousands of participants each year. Our major events are:

- STEM Student Day/The Next Big Idea – Festival of Science, Invention and innovation
- Halloweekend – Trick or Treat on MainStreet
- Fair & Rodeo Parade
- WinterFest Weekend/Holiday Lights Parade

Accomplishments:

- Completed updated market analysis and data profile.
- Championed consideration of downtown location of County offices as a catalyst to redevelopment; developed and championed a “commercial condo” concept for creating storefront property on Central Avenue in conjunction with the muni building development
- Assistance to development projects including LA Plaza and Trinity site. Staff worked with a variety of projects and individual business cases to provide market information, facilitate connections with needed resources, advocate for solving problems, etc. A first of its kind public access easement was obtained from LA Plaza.
- Facilitation of MainStreet \$80,000 grant to support extension of streetscape improvements on Knecht Street
- NM 502 – provided business input to County
- Recommendations to County Council to improve “business friendliness”
- Initiated Tax Increment Development District (TIDD) discussion
- Initiated Commercial Condo initiative
- 7 small grants for curb appeal were produced. These small grants were adopted by New Mexico MainStreet that are offered state wide.
- Facilitated MainStreet Futures Committee
- Los Alamos Farmer’s Market produced 26 year round markets with total market sales at \$386,941
- Collaborated on producing updated historic walking tour map/brochure
- Produced 4 large events and sponsored 15 events/projects.
- Estimated attendance at MainStreet Events ~20,000
- 6 to 1 leverage on sponsor investment
- Successfully completed annual review and recertification with New Mexico MainStreet.
- Facilitated Los Alamos Creative Culture District (LACCD) – cultural planning process



Commercial Condo concept for Central Avenue.

Contact Los Alamos MainStreet:

MainStreet Manager: Suzette Fox
Phone: (505) 661-4844
Email: Suzette@losalamos.org

LAMainStreet.com



Los Alamos Meeting & Visitor Bureau

The most effective promotion of our community for future visitation happens through the word-of-mouth recommendations, and referrals that are made by people who have visited. The Los Alamos Meeting and Visitor Bureau (LAMVB) works to help every visitor and potential visitor that we encounter to have the best possible experience to share with their friends, families, and business associates. We also provide customized services to local businesses, organizations and residents to help them promote Los Alamos and make the most of the benefits that visitation brings to our community.

Our Services:

Visitor Centers in Los Alamos and White Rock

The two centers are open seven days per week, 362 days of the year to provide information, advice, brochures, and hospitality to tourists and visitors. Visitors from all 50 states and 42 foreign countries were served during 2010. Visitors are encouraged to complete a brief survey. Feedback on our services is consistently positive.

Phone, Email, and Web inquiry handling

Visitor center staff operates an 800 number telephone information line and respond to telephone, email, and web inquiries as well as serving walk-in visitors.

Visitor Guide Fulfillment

Los Alamos Visitor Guides are distributed and restocked to visitor centers throughout the State of New Mexico. They are also mailed in response to individual requests received via phone, email, web, and reader response cards.

Online Visitor Guide

The online visitor guide at visit.losalamos.com provides information about attractions, activities, services, and events. Videos, photos, articles, information for group planners, maps, and "special offer" information is provided. The online visitor guide is updated daily and the events calendar is the most comprehensive in the community. A related Twitter site is maintained and provides frequent Los Alamos updates. A relationship has been established to place Los Alamos content on Gozaic.com, a heritage tourism web site of the National Historic Preservation Trust.



Volunteers play an important role in the staffing of the Los Alamos & White Rock Visitor Centers

Assistance to Groups

The LAMVB assists groups coming to Los Alamos for sporting events, reunions, conventions, meetings and special events. We offer organizers assistance with sourcing facilities and services, customized welcome e-mails, coupon books, visitor packets mailed to attendees, and guidance on what there is to do, what to see and where to go while visiting Los Alamos. In 2010 we assisted 56 groups.

E-Bulletin

The LAMVB produces and distributes a monthly advisory to an e-mail subscriber list of approximately 130 people to provide information about groups coming to the area and business opportunities for the hospitality sector.

Collateral Materials, Cooperative Advertising, and Promotion

The LAMVB produces and distributes collateral materials such as the downtown Walk-and-Shop map, the Jemez Adventure Map, weekly calendars posted at pedestrian kiosks and information displays throughout the community. LAMVB is a partner in the development of the Historic Walking Tour brochure. LAMVB obtains funding from various sources for use in cooperative advertising with partner businesses and organizations. LAMVB has served in both lead and supporting roles in hosting visits by travel journalists. LAMVB also represents the community at events such as New Mexico State Fair, The Legislative Reception, and the Albuquerque International Balloon Fiesta to promote Los Alamos and distribute literature.

Data Gathering and Analysis

The LAMVB is an information hub that collects data and publishes analysis on visitation to attractions, visitor guide fulfillment, Lodger Tax trends, web visitation, and other activities. LAMVB is the long-term "corporate memory" of tourism and visitor promotion in Los Alamos.

Accomplishments

- LAMVB handled more than 2,306 phone inquiries, 16,513 walk-in visitor inquiries and more than 1800 e-mail inquiries
- 55,613 visitor guides were distributed
- The LAMVB stocked the displays and kiosks that can be found in 19 high-traffic locations throughout the community
- The LAMVB updated visit.losalamos.com on a daily basis
- Visitor web sites had more than 448,000 visits
- More than 20 groups were assisted in 2010
- More than 1400 volunteer hours were logged. Our volunteers are crucial to our operations, often providing the first point of contact to visitors
- \$27,000 in cooperative advertising funds were obtained and put to work
- Updated the Historic Walking Tour brochure
- Supported Los Alamos' successful NM Arts & Cultural District application
- Key support for County update of the print visitor guide
- Hosted and facilitated travel journalist visits including NM Magazine
- Continue to support and maintain a presence on gozaic.com



Volunteers Vada Nemec and Julie Gauthier pose with Russ Gordon at this year's ice cream social volunteer recognition.

Contact Los Alamos Meeting & Visitor Bureau:

Visitor Center Receptionist: Cindy Whiting
Phone: (505) 662-8105
Email: Cindy@losalamos.org

Visit.LosAlamos.com