



LOS ALAMOS  
COMMERCE AND DEVELOPMENT  
CORPORATION

**Vibrant Community  
Through A Flourishing Economy**



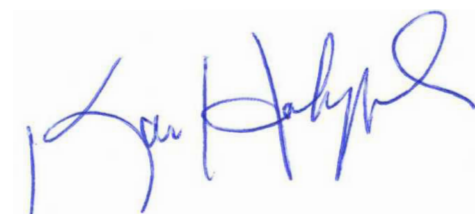
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# From The Director...



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 touchstone event in 2011, both for the community and for our organization, was the Las Conchas Fire – the largest fire in New Mexico history. The Las Conchas Fire forced the evacuation of Los Alamos and was a major disruption of our business community. LACDC's experience in dealing with business needs in the wake of the Cerro Grande fire of 2000 meant that we were well positioned to work with businesses to mitigate the impact of the emergency. We communicated with businesses beginning on day one of the evacuation, set up an emergency business center in White Rock, attended community meetings to find out what was going on with the fire and to hear from businesses about how they were doing. We worked closely with the County to design an orderly repopulation of the town with essential businesses first. We worked with local lenders to offer low-interest working capital loans to businesses, and LACDC paid the interest on these loans from an emergency fund we had established after the Cerro Grande fire. More than thirty businesses took advantage of this program obtaining more than \$500,000 in emergency credit. Our Small Business Development Center assisted businesses who had suffered physical damages throughout the region. The Chamber led the way on a "still here to serve you" promotion on behalf of our members. I am proud of the proactive role our organization played in helping our customers and constituents through this difficult time.



## Notes:



# Helping Businesses get started, grow and succeed!



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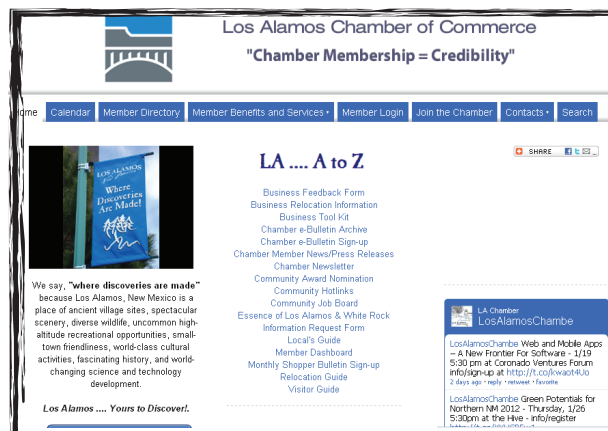
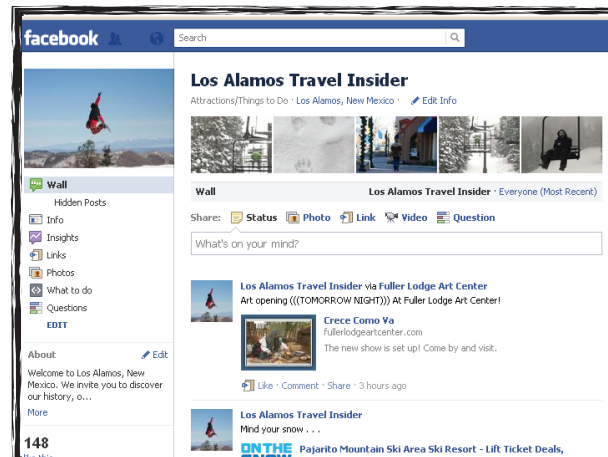




# Online Resources

# Building Stronger Communities!

LACDC provides actionable information year-round to businesses and the community through high quality forums and websites.





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.

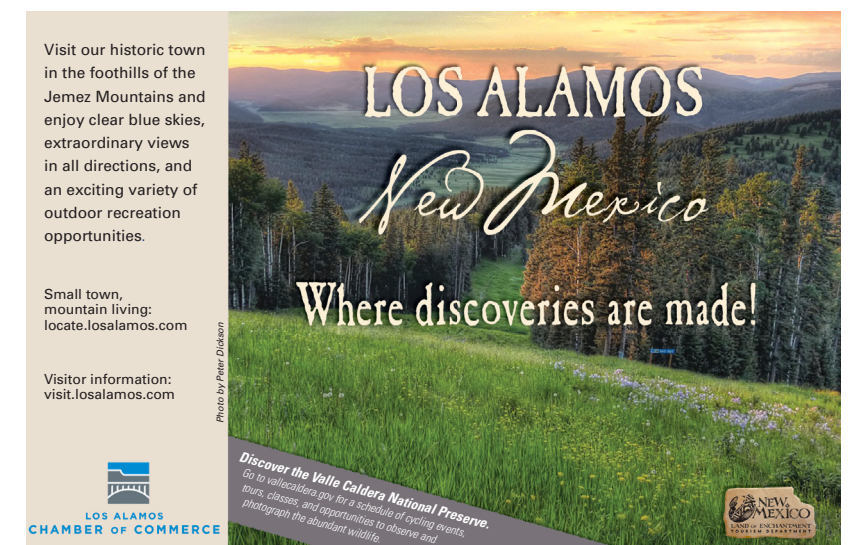
**What We Do:**

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.



# 2011 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.

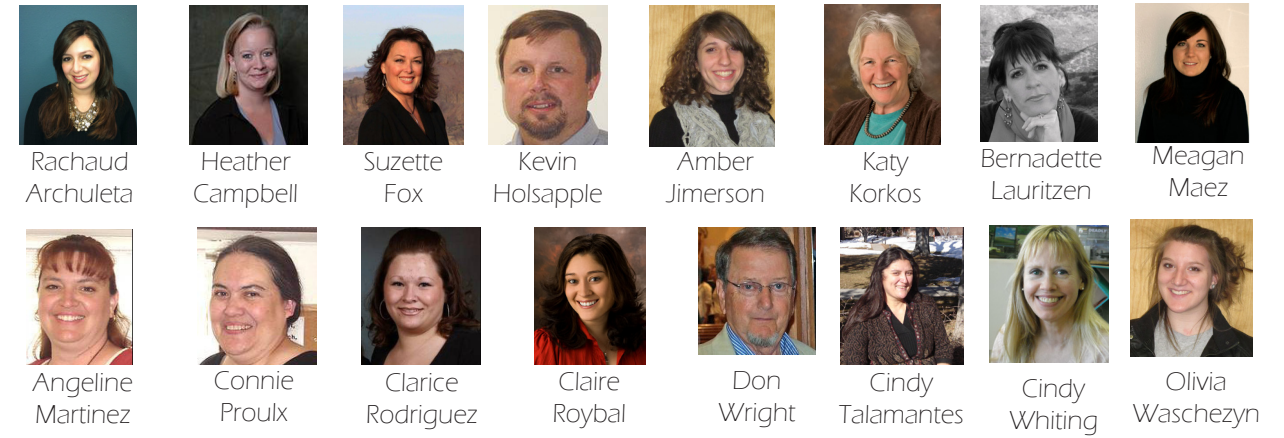


From left to right: top: Bill Godwin, Bill Wadt, David Horpedahl, Bill Enloe, Kent Pegg,  
Bottom: Jill Cook, Stan Primak, Kevin Holsapple, Sarah Wellborn

**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 Co-chairs 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.

# LACDC Staff



**Rachaud Archuleta** is our undergraduate marketing intern.

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

**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.

**Olivia Waschezyn** 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.

**Megan Maez** is a Business Advisor and is the Arts and Cultural District coordinator.

**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.

**Bob Tobey, Beto Carlson, Sandy App, Barbara Croley** work as a team to provide excellent service to visitors at the White Rock Tourist Information Center.





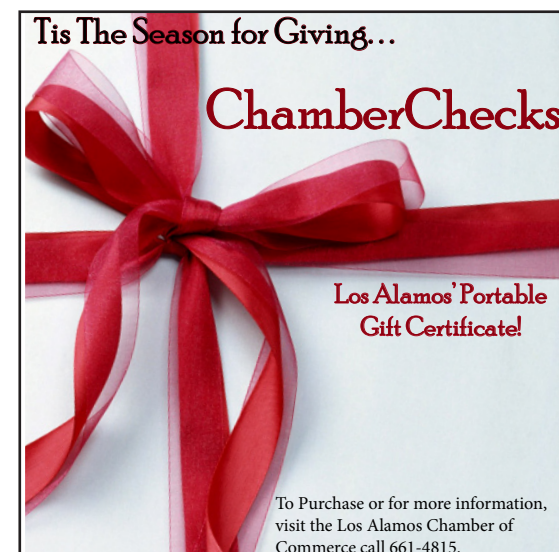
## Business Office

### 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 is also responsible for maintaining Corporate Records for the various entities related to the LACDC, including, but not limited to the corporate bylaws, minutes and other related documents. 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 FY2011, and 11 consecutive years of "clean" audit outcomes
- Timely completion of program/operational budgets, allowing for smooth transition to FY2012
- Completed review and update of employee manual
- Continued as chair of Human Resource Committee
- Effectively maintained physical records for all LACDC entities
- Accurate lease administration for all LACDC properties
- Timely tax filings
- Up-to-date and accurate customer database/info
- Prepared, packaged, and delivered hundreds of Chamber Checks to customers throughout the community
- Played a major role in organizing and conducting the biannual volunteer recognition events and other employee related functions.



One of several Chamber Check ads run in 2011

### Contact Business Office:

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

[www.LosAlamos.org/LACDC](http://www.LosAlamos.org/LACDC)



**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.

**Jim Hall** is the State Representative from Los Alamos to the New Mexico House of Representatives. Jim is a former Los Alamos County Councilor and has owned and participated in multiple small business enterprises..

**David Horpedahl**, a Los Alamos native, is a realtor and managing broker/owner at Los Alamos Properties, David is a past president of Los Alamos Association of Realtors. David chairs the LACDC Board and is active in the United Way of Norther New Mexico.

**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.

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

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

**Paul Terp** is President of Strategic Management Souldutions, LLC (SMSI) a small business that provides technical and consulting support to both federal and commercial industries. Mr. Terp has overall responsibility for all operations that includes SMSI's six offices nationwide, with their corporate headquarters in Los Alamos.

**Keven Todd** is the publisher of the Los Alamos Monitor. He serves on a number of committees primarily involved in economic development issues including the MainStreet Futures Committee, Economic Vitality Action Team, Trinity Site Revitalization Project Advisory Committee, and the Rotary Club Board of Directors.

**Bill Wadt** is a retired LANL manager who serves on the boards of the LANL Foundations and Quality New Mexico.

**Sarah Wellborn** is the Community Relations & Marketing Director & Patient Advocate at Los Alamos Medical Center. Sarah is in the 2012 Leadership Los Alamos class. She is also a member of the Los Alamos Community Health Council.



### In Memoriam:

Jeannette Owens Wallace, a long time Los Alamos resident and active board member, passed away on April 8, 2011. When Jeannette was not busy serving the County in her role as the State Representative, she made time to serve the community in many other ways, including as an active board member of LACDC. Her enthusiastic support of the board goals and activities made a significant and positive contribution and was consistent with her other considerable successes.

Jeannette's sense of humor, insights into the complexities of life, and willingness to defend her convictions made her a great role model. She is sorely missed by both LACDC and the greater community.





# Chamber of Commerce

## Who we are:

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.

**Our Members:** Members include retailers, hotels, restaurants, real estate firms, communications and media companies, healthcare 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**.

We provide **Visibility** to our members through our websites and publications, through events and promotions, through referrals and through Visitor Center representation. In 2010, the Chamber:

- Made thousands of referrals for our members.
- Provided our members with web visibility resulting in more than 2,750,000 member exposures (up 250,000 from last year) and more than 110,000 click-throughs (up by more than 10,000 from last year)
- Provided many free and low-cost advertising opportunities to our members.
- Participated in both student and new-hire orientations at Los Alamos National Laboratory, introducing our members to hundreds of laboratory employees
- In the wake of the Las Conchas fire, advertised that we are "Still Here to Serve You" in local media

## Advocacy

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

- For safe, open access to our community
- On the White Rock Master Plan development and implementation
- On behalf of "level playing field" legislation to assess taxes on internet sales
- On behalf of healthcare cooperatives to have Chambers be recognized as groups
- On behalf of our members in the preparation for CMRR construction
- On behalf of Los Alamos National Laboratory in regards to their permit to continue explosives work
- Driving the adoption of the County's Economic Vitality Strategic Plan
- With Los Alamos Creative Culture District planning
- Educating County officials on the Destination retail concept
- 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:

- Facilitated taking a first group of member retailers to Destination Retail Boot Camp
- 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 Small Business Development Center) connects members with valuable marketing and promotional resources



## Small Business Facilities

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.

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, and business equipment are part of the services.

In addition, the **Synergy Center** at Los Alamos Research Park has housed multiple businesses in high quality, furnished office spaces with enterprise-class voice and broadband data telecom services.

## 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:

Executive Director: Kevin Holsapple  
Phone: (505) 662-0001  
Email: lacdc@losalamos.org

[www.la-rp.org](http://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 without 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 200+ 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 \$1,200,000 in New Mexico Gross Receipts Tax. The property has generated more than \$800,000 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 2010-2011 they continued to increase "green" energy efficiency and conservation practices.



## CommunityMatters

Community Matters was initiated by the Chamber to highlight the important role our members play in building community. In 2011 we continued to support the 3/50 Project, continued to produce the bi-monthly publication "The Essence of Los Alamos and White Rock," supported 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. The community awards process facilitated by Assets in Action is becoming a community tradition. In 2011 more than 150 people attended the recognition event that honored dozens of community individuals, organizations, and businesses.

## 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.

**FAN Clubs:** Several 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. We promoted the message "Think Los Alamos and White Rock First".

**Ribbon Cuttings:** More than a dozen ribbon cuttings and celebrations were facilitated in 2011, introducing new businesses to the public.



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](mailto:KatyK@losalamos.org)

[LosAlamosChamber.com](http://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".

In 2011, Los Alamos MainStreet experienced:

- 25 new businesses into the MainStreet District
- 3 business expansions
- 2 new building projects into downtown
- \$1,117,200 private reinvestment projects
- \$901,827 in public investment projects
- \$1,491,873 invested in public/private projects
- \$103,000 in public sector grants
- 2,855 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 six grants that totaled \$6,000. For every dollar MainStreet granted organizers spent \$6.54 on these events and promotions in 2011. Some of the events funded by these grants in 2011 are:

- Winter Farmer's Market
- PEEC Earth Day
- Family Festival
- Tour de Los Alamos Bicycle Race
- The Empty Bowl Project
- YMCA Firecracker 5K Run
- Ruby K Fun Run



Top: The New Oppenheimer and Groves statues standing outside Fuller Lodge Right: Kids at The Next Big Idea Stem Day



## Business Development:

Activities in this area are closely related to the SBDC but are directed at the overall community and economic development of the area. Highlighting this year's activities was the sponsorship of the LACDC, in conjunction with Los Alamos National Bank, of six individual business owners and a representative of the Business Development group and the Chamber of Commerce to a two and a half day "Boot Camp" in Longmont, CO. The theme of the training was making the businesses a "destination" rather than just a place to do business. The same theme also carried through in training presented in Los Alamos. The program was presented by internationally known Schallert Group. Included in the program was a two plus day visit by Jon Schallert to the community where he presented a seminar, attended by more than 40 business owners and managers. A special session aimed at community leaders was presented to County Councilors, our State Legislator and Los Alamos public schools.

**High Mesa Institute & The HIVE:** Formed by LACDC, High Mesa Institutes (HMI) is a non-profit 501 (c) 3 organization that promotes economic development through research & development and educational initiatives. The HIVE, was opened in White Rock in 2011. The Hive is a live experiment aimed at discovering whether an underutilized building can be repurposed to support a cowork community. It is an experiment to test the possibility of developing a facility supporting a community of workers who socialize and, more importantly, collaborate.

**Cottonwood Technology Group, LLC:** LACDC is a key member of this business formed to assist development of technology businesses. CTG has been instrumental in the creation of the Cottonwood Technology Fund, New Mexico's first venture capital fund created without state investment. CTF has placed multiple seed stage investments in New Mexico.

## 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 plan for, open and operate their own business. More than 256 summer businesses have received grants up to \$400 each since the program started in 1985. In 2011 LACDC awarded grants to six participants starting a business. The participants are selected by presenting their business plan to a panel of SBDC staff and business volunteers from the community. Grant funds and mentors for the recipients come from the local community.

## Contact Business Development Services:

Business Development Director: Don Wright  
Phone: (505) 662-4803  
Email: [sbdc@losalamos.org](mailto:sbdc@losalamos.org)

[nmsbdc.org/losalamos](http://nmsbdc.org/losalamos)

[LABizinfo.com](http://LABizinfo.com)

[Locateinlosalamos.com](http://Locateinlosalamos.com)





# Business Development

The LACDC provides several complimentary Business Development Services to assist existing and growing small businesses as well as individuals seeking to start a new venture. These services are provided by the UNM – LA Small Business Development Center, Business Development Services, the Los Alamos Business Incubation program and the Youth Business Grant Program.

## UNM-LA Small Business Development Center

The mission of the SBDC is to provide quality one-on-one counseling and offer informative, timely training and educational programs to the business community. The counseling, provided by experienced business professionals is of no cost to individuals and businesses. Training courses are of low cost and often free. The SBDC is part of a statewide network of 20 centers and a national program with centers in every state.

The center provides professional business counselors that meet standards established by the State of New Mexico and the national group, the ASBDC. Counselors have a combination of SBDC counseling plus prior experience as business owners and managers.

The SBDC conducted 168 counseling sessions for 98 clients during 2011 with an average of 3.9 hours per session. There were four new startups and clients created 15 jobs. There were 27 training sessions held and attended by 233 individuals. There was a total of \$10,134,831 in capital raised by clients through loans, grants and owner infusion.

Workshops covered many areas of information including gross receipts tax, Quick Books, making your business a destination and many other topics.

Each year the UNM-LA SBDC picks an outstanding small business as its Success Client. The 2011 Success Client is The New Mexico Consortium, a nonprofit Research and Educational institution that was started in 2006. Katharine Chartrand is the Executive Director of the firm that has grown from an individual to an employment of 70 high tech individuals and has attracted over \$15M in grants/contracts. The business was honored at the UNMSBDC small business day at the legislature February 9.



## 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:

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

## Accomplishments:

- Successfully completed annual review and recertification with New Mexico MainStreet. Received National Certification from the National Historic Preservation Trust.
- Championed consideration of downtown location of County offices as a catalyst to redevelopment now in construction phase
- Developed and championed a “commercial condo” concept for creating storefront property on Central Avenue in conjunction with the muni building development
- Continued 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.
- Implementation of MainStreet \$80,000 grant to support extension of streetscape improvements on Knecht Street by Del Norte Credit Union
- NM 502 – provided business input to County
- Recommendations to County Council to improve “business friendliness”
- Continued Tax Increment Development District (TIDD) discussion
- Six grants for curb appeal projects were awarded. The Los Alamos Curb Appeal Program was adopted by New Mexico MainStreet statewide as a best practice.
- Facilitated MainStreet Futures Committee
- Los Alamos Farmer’s Market, operated by MainStreet, produced 26 year round markets. Gross revenue of market vendors exceeded \$375,000 in 2011.
- Produced four large events and sponsored five events/projects.
- Estimated attendance at MainStreet Events ~20,000
- Six-to-one leverage on sponsor investment
- Facilitated Los Alamos Creative District Initiative. Delivered cultural plan for the district to the community.



Del Norte Ground Breaking

## Contact Los Alamos MainStreet:

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

[LAMainStreet.com](http://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 43 foreign countries were served during 2011. 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](http://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 is in place with Gozaic.com, a heritage tourism web site of the National Historic Preservation Trust.

### Travel Insider:

The LAMVB is in charge of managing the Los Alamos Travel Insider Facebook page. It was developed by the LTAB board as a fun way to use social media as a marketing tool.

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 2011 we assisted 55 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 1,864 phone inquiries, 24,889 walk-in visitor inquiries and more than 1000 e-mail inquiries
- 70,900 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](http://visit.losalamos.com) on a daily basis
- Visitor web sites had more than 448,000 visits
- More than 50 groups were assisted in 2011
- More than 850 volunteer hours were logged. Our volunteers are crucial to our operations, often providing the first point of contact to visitors
- LAMVB was awarded \$45,000 in Cooperative advertising grants in 2011
- 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](http://gozaic.com)



Beto Carlson helping some visitors find their way!

## Contact Los Alamos Meeting & Visitor Bureau:

Visitor Center Receptionist: Cindy Whiting

Phone: (505) 662-8105

Email: [Cindy@losalamos.org](mailto:Cindy@losalamos.org)

[Visit.LosAlamos.com](http://Visit.LosAlamos.com)