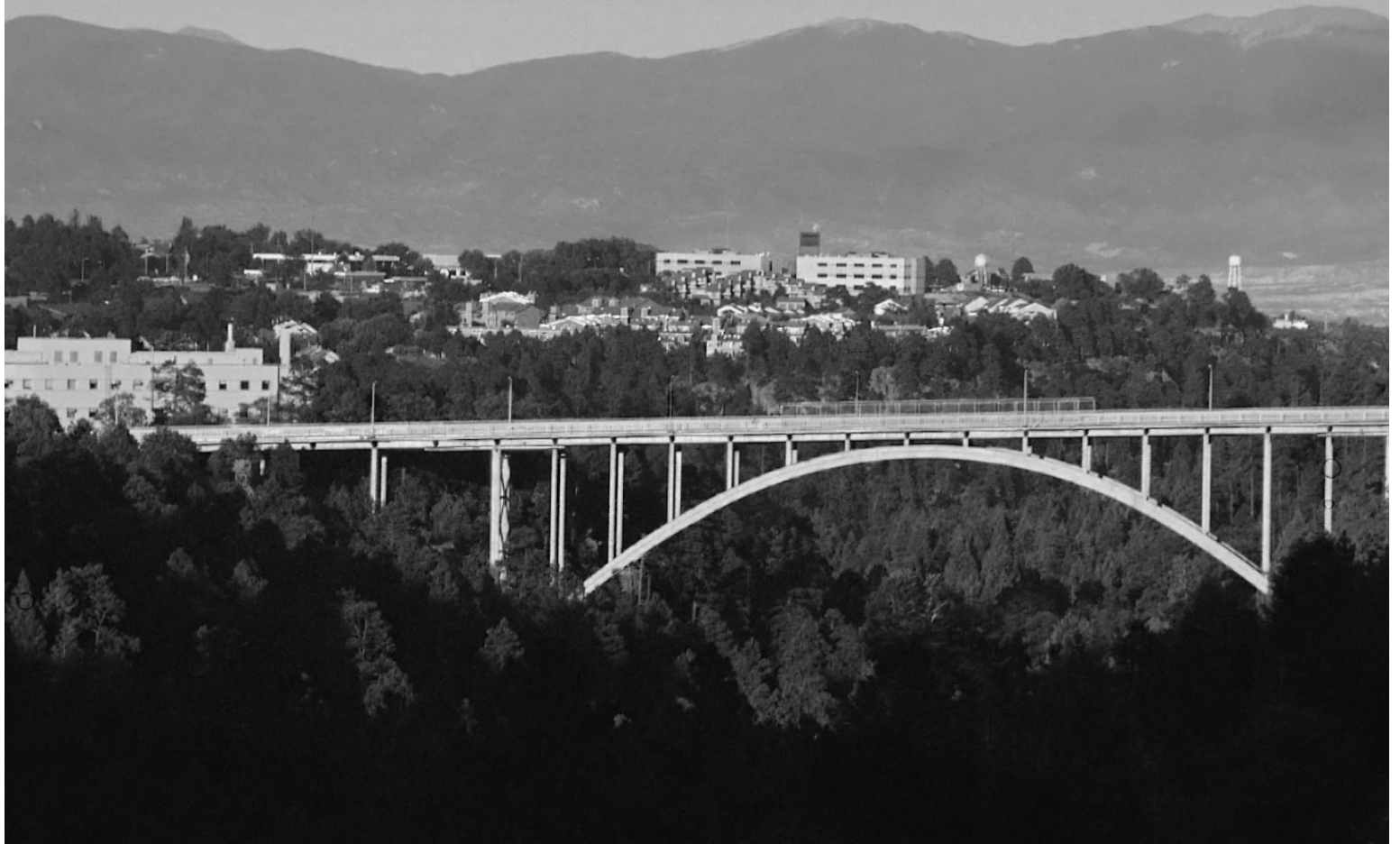


# 2014 COMPANY PROFILE

LOS ALAMOS COMMERCE & DEVELOPMENT CORPORATION



We drive economic progress by providing services to businesses using a broad portfolio of programs and initiatives.



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We invite you to join us in building a viable community through a flourishing economy.



## Our Company Mission & Values

**Mission:** The Los Alamos Commerce & Development Corporation is building a vibrant community through a thriving economy. We leverage public and private sector investment to achieve sustainable economic development. We drive economic progress by providing services to businesses using a broad portfolio of programs and initiatives. We balance sound economic considerations with social and environmental concerns as we serve the business community, create and retain jobs, and diversify the economy.

**Values:** LEADERSHIP | INNOVATION | CUSTOMER SERVICE | INTEGRITY | EXCELLENCE | ACCOUNTABILITY



# From the Desk of the Executive Director

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The Los Alamos Commerce & Development Corporation (LACDC) was founded in 1983 by community-minded visionaries, and since that time, 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's diverse service offerings; and there are few residents who have not attended or taken part in one of our many community events. A common thread that runs through all we do is that we are committed to helping build a robust community.

Most significantly, LACDC continues to operate a myriad of programs and services that are each designed to promote the economic vitality of Los Alamos – including:

- Los Alamos Chamber of Commerce
- Los Alamos MainStreet
- Los Alamos Business Assistance Services
- Los Alamos Meeting & Visitor Bureau
- Managing an extensive real estate portfolio, including the Los Alamos Research Park; Small Business Center; and other property
- Los Alamos Creative District

In 2013, LACDC has seen an extraordinary amount of change at LACDC – from its transition in leadership with the retirement of our long-tenured Executive Director, Kevin Holsapple; to a significant restructuring and expansion in our programming and service offerings – most notably the closing of “The Hive” in White Rock; and the addition of serving as Curator for the Los Alamos Creative District Advisory Committee.

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.

**SCOTT RANDALL** | EXECUTIVE DIRECTOR



A common thread  
that runs through  
all we do is that  
we are committed  
to helping build a  
robust community.

## Board of Directors

The Los Alamos Commerce and Development Corporation (LACDC) is presently governed by a 15-member Board of Directors – each of whom are community leaders, bringing a wide range of experience in local business. Board members are selected to represent major business constituencies within the community – including Chamber of Commerce members, major employers, local entrepreneurs, commercial property owners, the financial industry, professional services, not-for-profit organizations and key governmental units.



# 2014 Members

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**Harry Burgess** is County Administrator of Los Alamos County and has served on the LACDC Board since 2012.

**Emma Canlas** is the Chief Financial Officer for Los Alamos Medical Center and was appointed to the LACDC Board in 2013.

**Katharine Chartrand** is Executive Director of the New Mexico Consortium building collaborative research and education programs with Los Alamos National Laboratory and the New Mexico-based universities. Katharine was appointed to the LACDC Board in 2013.

**Bill Enloe** was the Chairman and Chief Executive Officer of Los Alamos National Bank; is now employed as Executive Vice President of Peters Corporation; and has served on the LACDC Board of Directors since 1999.

**Stephanie Garcia Richard** is State Representative for the 43rd District representing Los Alamos and surrounding counties; is an elementary school teacher; and was appointed to the LACDC Board in 2013.

**Bill Godwin** is a Los Alamos resident and retired systems engineer from IBM and Lockheed Martin and has served on the LACDC Board since 2004.

**Jim Hall** is President of the Los Alamos Public School District; previously served as State Representative from Los Alamos; has owned numerous small businesses; and has served on the LACDC Board of Directors since 2012.

**David Horpedahl** is a Los Alamos native; a realtor and managing broker/owner of Zia Properties; and has served as

a President of the Los Alamos Association of Realtors. David is immediate past Chairman of the LACDC Board, serves on the Board's Executive Committee and was appointed to the Board of Directors in 2008.

**David Izraelevitz** is a Senior Project Leader at LANL; currently serves as County Councilor for Los Alamos County; and has served on the LACDC Board since 2012.

**Johnnie Martinez** is the Deputy Office Leader of LANL's Community Programs Office and was appointed to the LACDC Board in 2004.

**Tom Netuschil** was the owner and developer of Central Park Square in downtown Los Alamos; and was appointed to the LACDC Board in 2013.

**Cedric Page** is Executive Director of University of New Mexico-Los Alamos (UNM-LA); and was appointed to the LACDC Board in 2014.

**Kent Pegg** is the owner of Los Alamos Fitness Center; currently serves as the Vice Chair of LACDC and is a member the LACDC Executive Committee; and has served the LACDC board since 2005.

**Eugene Schmidt** is Superintendent of Los Alamos Public School District; and has served on the LACDC Board of Directors since 2012.

**Bill Wadt** is a quantum chemist and retired LANL Program Manager who serves as Chairman of the LANL Foundation, Quality New Mexico and LACDC. Bill has served on the LACDC Board since 1999.



## Los Alamos Chamber of Commerce

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**T**he Los Alamos Chamber of Commerce is a membership program which provides benefits to its members in the areas of visibility, advocacy and resources. More than 320 businesses, organizations and individuals have joined to work together to build a flourishing economy, and to improve the civic and cultural well-being of our community. Members represent retail and service businesses, the hospitality sector, lab subcontractors, government, the health and medical field, non-profits, finance, service clubs and interested individuals. Our members employ nearly 14,000 in the community.

We work closely with the Meeting and Visitor Bureau to provide ongoing support at the two Visitor Centers; and we also work closely with the Los Alamos MainStreet organization, particularly in regard to events and sponsorships. We partner with Los Alamos Business Assistance services to hold and promote workshops that help businesses, and to refer members.



## Advocacy:

The Chamber takes part in many initiatives in partnership with County government, such as code revisions, the White Rock Master Plan committee, signage and way-finding issues and the Creative District committee.

We provide input to New Mexico legislation as requested by our members. In recent years, that has taken the form of writing letters on behalf of the Valles Caldera, providing support for individual pieces of legislation that will level the playing field, providing support for State health insurance reform, payday lending reform and education funding.

We work at a national level on behalf of Los Alamos Historical Society's advocacy for a Manhattan Project National Historic Park. We arrange meetings of laboratory sub-contractors with our Federal delegation, serving as go-between with businesses in their dealings with lab procurement.

The Chamber is also a member of the New Mexico Chamber Executives Association and the Association of Commerce and Industry. We are not affiliated with the US Chamber of Commerce.

## Visibility:

The Chamber facilitates ribbon cuttings, groundbreaking ceremonies and open houses for our members, as well as networking events at lunchtime and in the evenings. The members are listed on our website, which provides a searchable page for each member. Those pages got nearly a quarter of a million views in 2013.

## Resources:

Chamber members can make use of the Chamber's bulk mail permit, our free "Office for a Day" and conference room, our brochure racks in the two Visitor Centers, and listings on our dining-and-shopping rack cards. Our Chamberfest, held in June, gives businesses and non-profits a way to reach the public in a fun, downtown event.

The Chamber celebrated its 50th anniversary in 2013 with a gala banquet held in historic Fuller Lodge. Our founding members were honored for their continuing success for more than 50 years. Awards were also given to the Los Alamos Co-operative Market as the Business Recycler of the Year, and to Carol Clark of the Los Alamos Daily Post, as the Business Success Client of the Year.

Topics for our monthly Business Breakfast, held at UNM-Los Alamos, included a Small Business Roundtable discussion with several Laboratory officials, new security requirements at the Lab, a "State of the County" discussion with county administrator Harry Burgess, a Veteran's Business Outreach presentation, Health Insurance Reform, the Regional Development Corporation's REDI Initiative, the results of a retail survey, and UNM's mil levy election.

The Chamber helped local businesses take part in Small Business Saturday, which benefited the United Way of Northern New Mexico with \$2,500 contributed by the businesses who took part.

On July 24, 2013, we helped break ground on the largest commercial development to take place in many years, the Smith's Marketplace development. The projected opening date for the Marketplace is May of 2014.

In the months and years to come, the Chamber would like to stay agile in order to respond to the changing priorities of our members. We'll create a Chamber advisory board with representatives from all our business sectors. We'll continue our work within the New Mexico Chamber Executives Association, and also work with our neighbor Chambers to make sure we're up-to-date with best practices. We're bucking the national trend now (of ever-shrinking Chambers) and we hope to continue to grow by remaining relevant to our members, relevant to the community and relevant to the public sector.



# Los Alamos MainStreet

**L**os Alamos MainStreet is a program 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." Los Alamos MainStreet is nationally accredited by the MainStreet program of the National Historic Preservation Trust.

## Four Point Approach®

This preservation-based strategy for commercial district revitalization (developed by the National Trust) provides Organization, Economic Restructuring, Promotions and Design elements to the program.

The MainStreet Futures Committee works to move these strategies forward with projects such as Trinity Place; façade/parking lot improvements; Streetscape/Parking Study & Standards, Signage code; 1010 Central; Manhattan Project National Historic Park; and TIDD formation. The committee also makes policy recommendation to County Council to improve business friendliness.

## Events

Los Alamos MainStreet works hard to promote community building in Los Alamos through events that garner over 20,000 participants each year. These events are held downtown in the MainStreet District:

- **August:** Fair & Rodeo Weekend
- **September:** The Next Big Idea/ STEM Student Day
- **October:** Halloweekend – Trick or Treat on MainStreet
- **December:** WinterFest Weekend – Holiday Lights Parade

## Farmer's Markets

The Los Alamos Farmer's Markets are lively events in the downtown, held every Thursday from May to October. Winter markets are held monthly in the offseason. Local farmers sell fresh fruit and vegetables and often meat, cheese, and bakery products directly to the community.



# Creative District:

In 2009, Los Alamos MainStreet facilitated and funded development of the Los Alamos Creative District. It was designated a New Mexico Arts and Culture District by the State of New Mexico in that same year. The mission is to share the unique creative heritage of Los Alamos with residents and visitors. It is intended to serve as a catalyst for supporting restaurant, retail, service, and hospitality businesses within the downtown area. The Creative District plan was adopted in 2012. Los Alamos LACDC is the curator to implement the plan.



# Los Alamos Meeting & Visitor Bureau

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**T**he Los Alamos Meeting and Visitor Bureau (LAMVB) works to help every visitor and potential visitor to have the best possible experience in Los Alamos to share with their friends, families, and business associates. We provide customized services to local businesses, organizations and residents to help them promote Los Alamos.

**Visitor Centers** -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 2013.

The White Rock Visitor Center is opened from 8:00 a.m. to 6:00 p.m. from March 15th through October 31st and from 10:00 a.m. to 2:00 p.m. from November 1st through March 14th.

The Los Alamos Visitor Center is opened from 9:00 a.m. to 4:00 p.m. Monday through Saturday and 10:00 a.m. to 3:00 p.m. on Sunday. The White Rock Visitor Center just completed its first full season and saw a record number of visitors.

The Atomic City Transit once again provided shuttle service from the White Rock Visitor Center to Bandelier 7 days per week beginning Memorial Day weekend and running through October.

**Online Visitor Guide** - The online visitor guide, [visitlosalamos.org](http://visitlosalamos.org) provides information about attractions, activities, services, and events. It shares a calendar with the popular [FYILosAlamos.com](http://FYILosAlamos.com) - a community calendar.

**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.

**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, and guidance on what there is to do, see and where to go.

**Cooperative Advertising, and Promotion**  
The LAMVB distributes weekly calendars posted at pedestrian kiosks and information displays throughout the community. We are a major partner of the Historic Walking Tour Map.

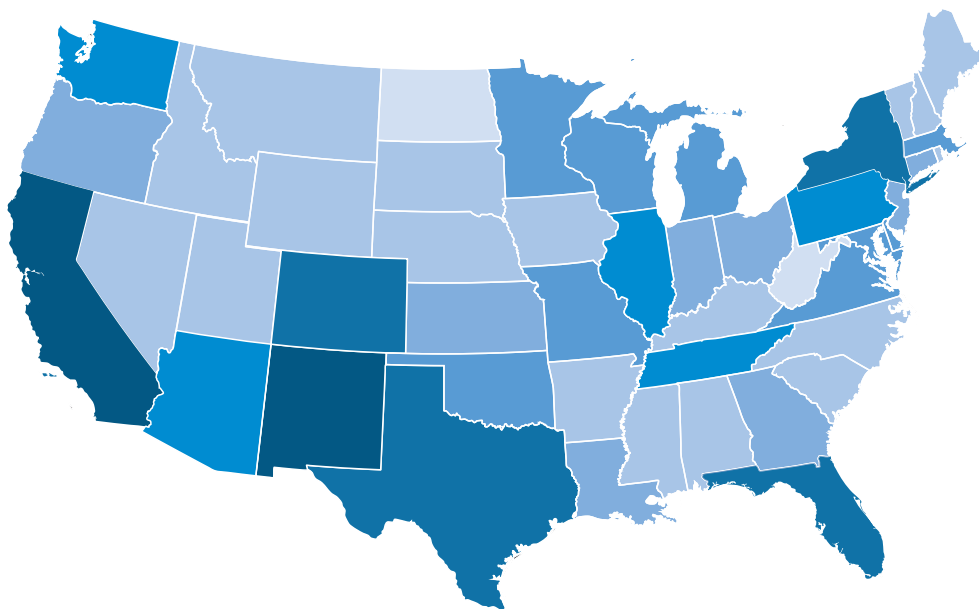
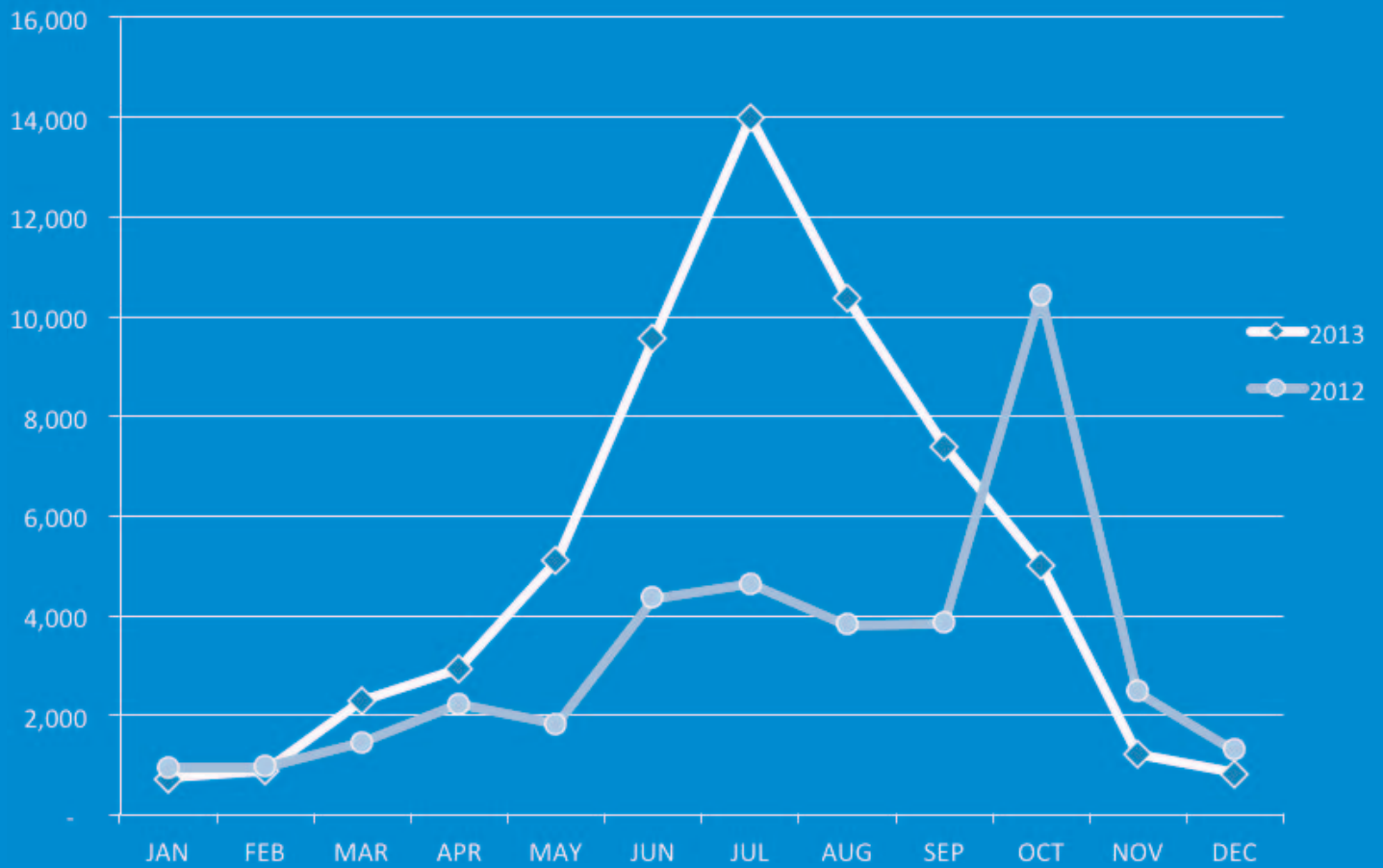
We obtain funding from various sources for use in cooperative advertising with partner businesses and organizations - including the New Mexico Department of Tourism. LAMVB also represents the community at events such as New Mexico State Fair, the Santa Fe Legislative Reception, and the Albuquerque International Balloon Fiesta to promote Los Alamos.

## **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.



# Visitor Center Activity



## TOP VISITING COUNTRIES

1. Canada
2. Mexico
3. Germany
4. England



# Business Development

The Los Alamos Commerce and Development Corporation (LACDC) provides several complimentary Business Assistance Services to assist existing and growing small businesses as well as individuals seeking to start a new venture. These services include no-cost, confidential business advising, business incubation services and the Youth Business Grant Program.

## Business Incubation Program:

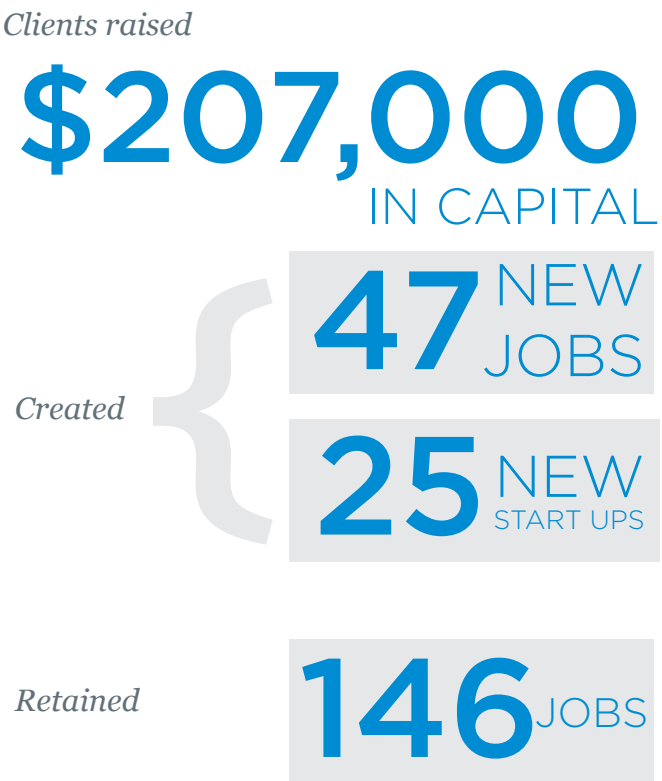
LACDC has operated a business incubation program since 1987. Utilizing two facilities, the Small Business Center and the Synergy Center at the Los Alamos Research Park, the incubation program is able to incorporate subsidized space, if needed, in a location that is best suited for the client's business. Throughout its 25 year history the incubation program has served over 173 clients with more than 42 'graduates'. Incubation clients are 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, ages 13 to 19, to plan for, open and operate their own business. More than 311 summer businesses have received grants up to \$400 since the program started in 1985. In 2013, LACDC awarded grants to 13 participants starting businesses. The participants are selected by presenting their business plan to a panel of staff and volunteers from the community. Grant funds and mentors to recipients come from the local community.



## Outcomes





## Business Success Client: *Los Alamos Daily Post*

Carol Clark officially launched the *Los Alamos Daily Post* on March 12, 2012. Carol sought business advising prior to launching her online newspaper. Los Alamos Business Assistance Services assisted her with a business feasibility assessment and planning. Carol also used our incubation services to help her get to a financial breakeven point.

The *Daily Post* is now the community's number one online news source, according to an independent survey done by Los Alamos County. The *Daily Post* has been growing in advertising revenue ever since the first month and has readers in 120 countries. Currently there are 50,000 unique visitors monthly and nearly half a million hits per month.

Carol said, "Los Alamos Business Assistance Services helped me lay such a solid foundation. That, coupled with the great support from the staff, made it nearly impossible for me to fail."

The *Los Alamos Daily Post* is a sound business start-up, a growing employer, and a rapid success as one of the most trusted sources of news for our community and beyond. Carol is one of our most successful clients having exceeded revenue projections many times over. Congratulations on being the 2013 Success Client.





## LACDC Property Operations

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**L**os Alamos Commerce & Development Corporation maintains an extensive real estate portfolio – consisting of both owned and leased property – all designed to serve new and growing business enterprise in Los Alamos County. Collectively, these facilities serve as home to more than 40 businesses and organizations.

### Los Alamos Research Park

The Los Alamos Research Park (LARP) consists of a 44-acre tract, located on West Jemez Road, immediately adjacent to the Los Alamos National Laboratory. This property is leased to LACDC by the U.S. Department of Energy through 2054. The LARP Master Plan ultimately allows for the construction of five buildings, with up to 450,000 square feet of space and housing 1,500 employees.

Building One, which was completed and occupied in 2001, consists of more than 83,000 square feet of specialty laboratory, office and computing facilities. The building also includes the Synergy Center, which was designed to serve as incubation space for new and emerging technologies. Since its opening, Building One has consistently been 100 percent leased and has housed more than 35 businesses and organizations. Today, tenants include LANL, the New Mexico Consortium, UCSD's Jacobs School of Engineering, Terranear PMC and Hot Rocks Café.



The Research Park is an 83,000 square foot facility incorporating both office and light laboratory activities.



Currently, the LARP hosts more than 200 employees, working in the fields of biotechnology, environmental technologies, education, advanced computing, technology training, telecommunications, nanotechnology, and energy efficiency. Tenant activities at the Park generated more than \$675,000 in New Mexico Gross Receipts Taxes (NMGR) during 2013. Since inception, construction activities at the building have generated more than \$1,200,000 in NMGR; and the property has generated more than \$1,150,000 in local property tax and utility transfers.

Colliers International is the property management firm responsible for keeping the Research Park building in great condition. During 2013, they continued to increase “green” energy efficiency and conservation practices and completed multiple upgrades to common areas; and began the significant conversion of LANL training and meeting facilities into wet lab space.

## Small Business Center

The Los Alamos Small Business Center (SBC) is located in Central Park Square in downtown Los Alamos. The SBC consists

of more than 15,000 square feet of small office space; houses LACDC’s corporate offices; as well as home to 18 other small business tenants that collectively employ more than 100 people.

The SBC offers access to specialized business equipment, shared conference room and reception space, business equipment; as well as inexpensive, flexible, short term leasing arrangements coupled with LACDC’s incubation services to create a great environment for small and start-up companies.

## The ICON Facility

Located within the Los Alamos National Laboratory, the ICON facility consists of a one-half acre parcel with a 4,000 square foot building that is leased by the U.S Department of Energy to LACDC through 2056. In turn, LACDC has leased this property to a manufacturing company that produces rare, high purity gases for both LANL and commercial markets.

### Contact Properties Operations:

Executive Director: Scott Randall

Ph: (505) 661-4854 E: [scott@losalamos.org](mailto:scott@losalamos.org)

We balance sound economic considerations with social and environmental concerns as we serve the business community, create & retain jobs, & diversify the economy.

## LACDC Business Office

**T**he Los Alamos Commerce & Development Corporation's 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 corporate records for the various entities related to LACDC, including, but not limited to the corporate bylaws, minutes and other related documents.

### Functions:

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 customer dealings effortless.

### Accomplishments:

- Accounting systems fully compliant with standards
- No exceptions noted in independent audit for FY2013
- Timely completion of program and operational budgets
- Effectively maintained records for all LACDC entities
- Accurate lease administration for all LACDC properties
- Timely Tax Filings

### Roles & Responsibilities

#### Budget Processes

*Annual preparation & reviews.*

#### Cash Flow

*Timely billing & collections.*

#### Contract Management

*Lease & contract administration.*

#### Corporate Obligations

*Tax filing, reporting & annual audit.*

#### Payroll

*Timely pay & benefit administration.*

#### Payables

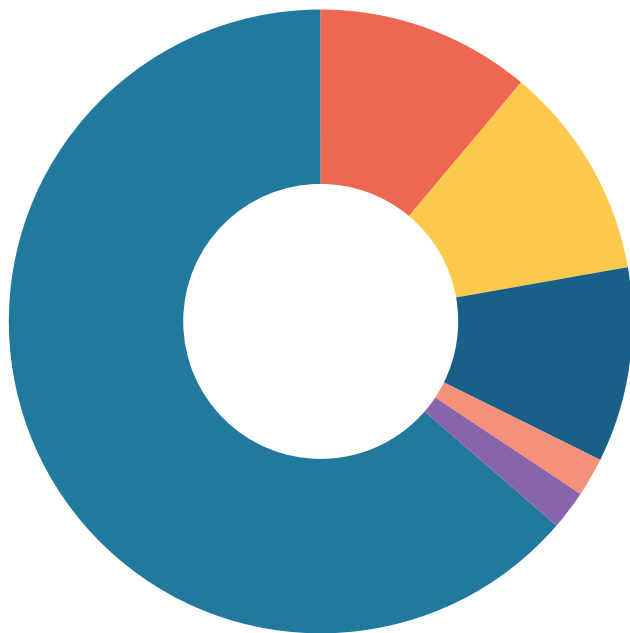
*No late pay penalties.*

#### Recordkeeping

*Accurate physical & digital records.*

#### Vendors

*Operational Business Contracts.*



#### 2013 REVENUE SOURCES

- **63%** Rental Income
- **11%** Contracts & Grants
- **11%** Telecom Reimbursement
- **10%** Membership Dues
- **2%** Administrative Services
- **2%** Sponsorships

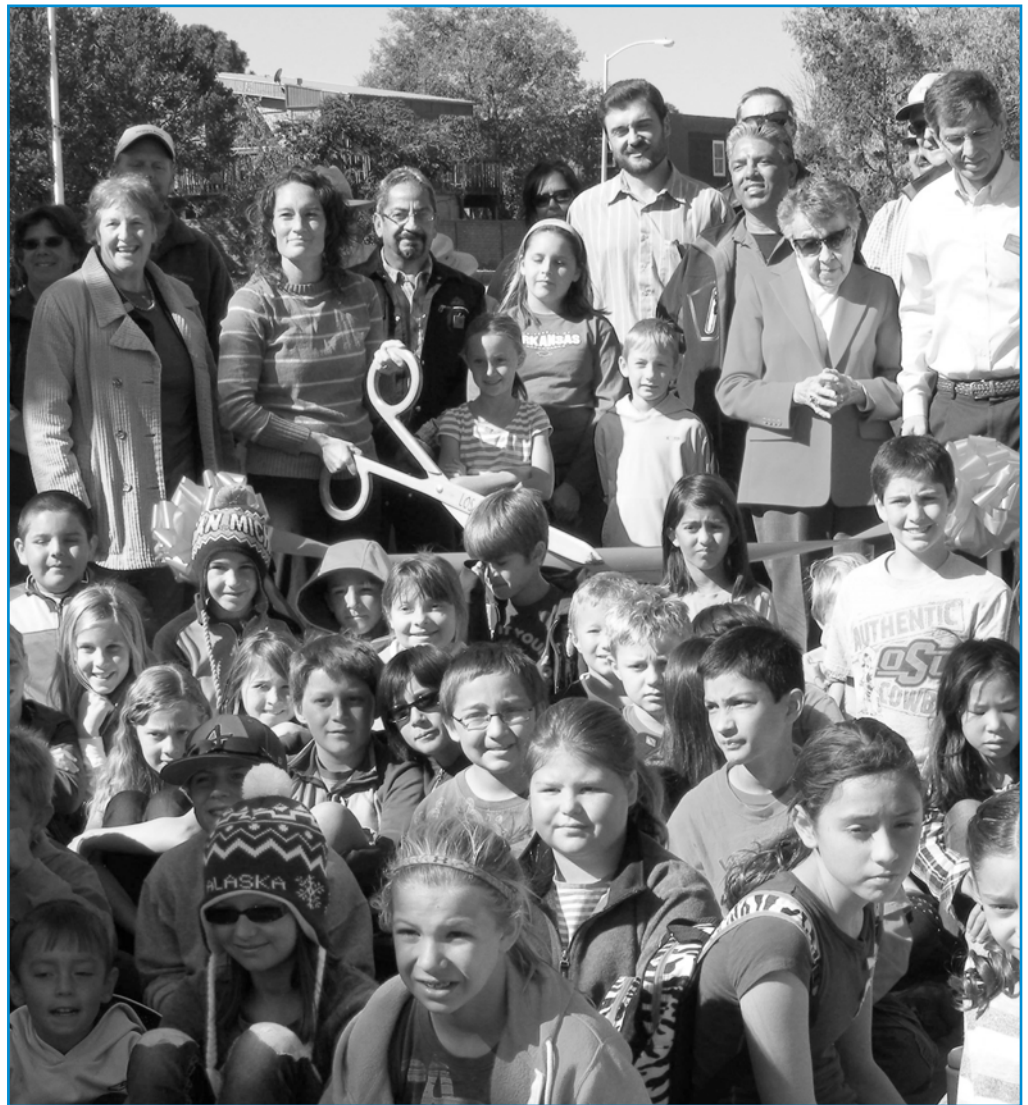
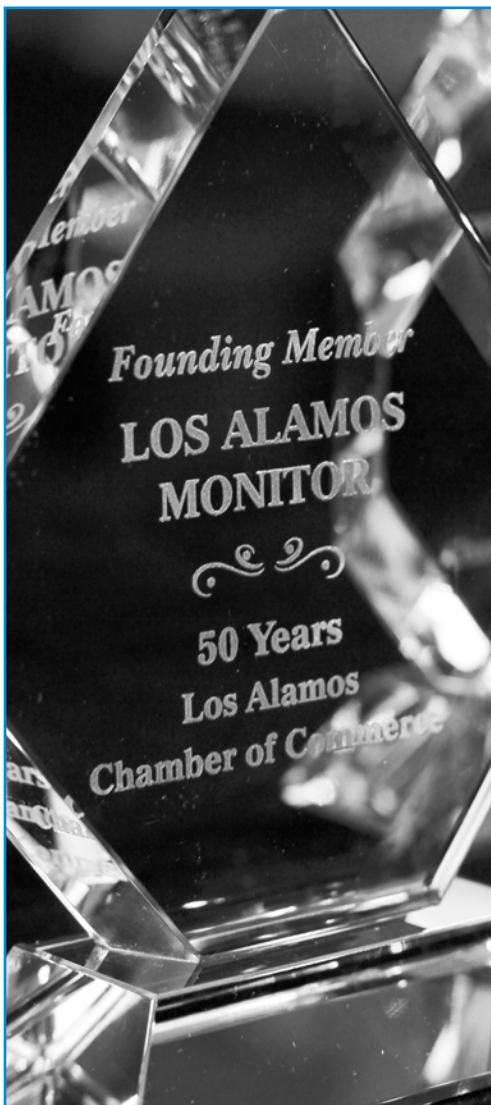


More people downtown more of the time.

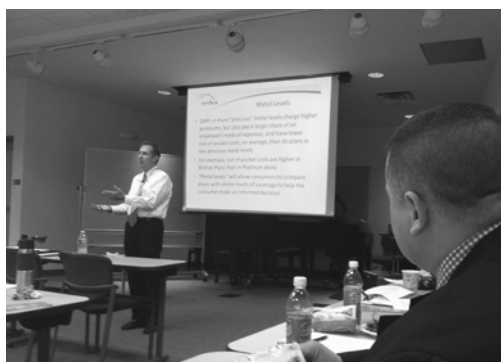




Strengthening economic viability & success.



# Helping Businesses Start, Grow & Succeed



# Contact Information:

## **Property Operations & Business Development**

Executive Director: Scott Randall  
505.662.0001 | [scott@losalamos.org](mailto:scott@losalamos.org)  
[losalamosdevelopment.com](http://losalamosdevelopment.com)

## **LACDC Business Office**

Business Manager: Connie Proulx  
505.661.4849 | [bizmgr@losalamos.org](mailto:bizmgr@losalamos.org)  
[losalamosdevelopment.com](http://losalamosdevelopment.com)

## **Los Alamos Chamber of Commerce**

Manager: Katy Korkos  
505.661.4816 | [katyk@losalamos.org](mailto:katyk@losalamos.org)  
[losalamoschamber.com](http://losalamoschamber.com)

## **Los Alamos MainStreet**

Director: Suzette Fox  
505.661.4844 | [suzette@losalamos.org](mailto:suzette@losalamos.org)  
[losalamosmainstreet.com](http://losalamosmainstreet.com)

## **Los Alamos Creative Distric**

Curator: Nicole Kliebert  
505.661.4862 | [nicole@losalamos.org](mailto:nicole@losalamos.org)  
[creativelosalamos.org](http://creativelosalamos.org)

## **Los Alamos Meeting & Visitor Bureau**

Manager: Mike Lippiatt  
505.662.8105 | [mike@losalamos.org](mailto:mike@losalamos.org)  
[visitlosalamos.org](http://visitlosalamos.org)

## **General Inquiries**

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



LOS ALAMOS  
COMMERCE AND DEVELOPMENT  
CORPORATION