

Los Alamos, New Mexico

Assessment Findings & Suggestions





This is about cash
This is about community

The assessment process:

- Marketing effectiveness

- Visibility (finding information)
 - Effectiveness: Ability to close the sale
 - Competitive analysis
 - Convenience
-

- On-site assessment

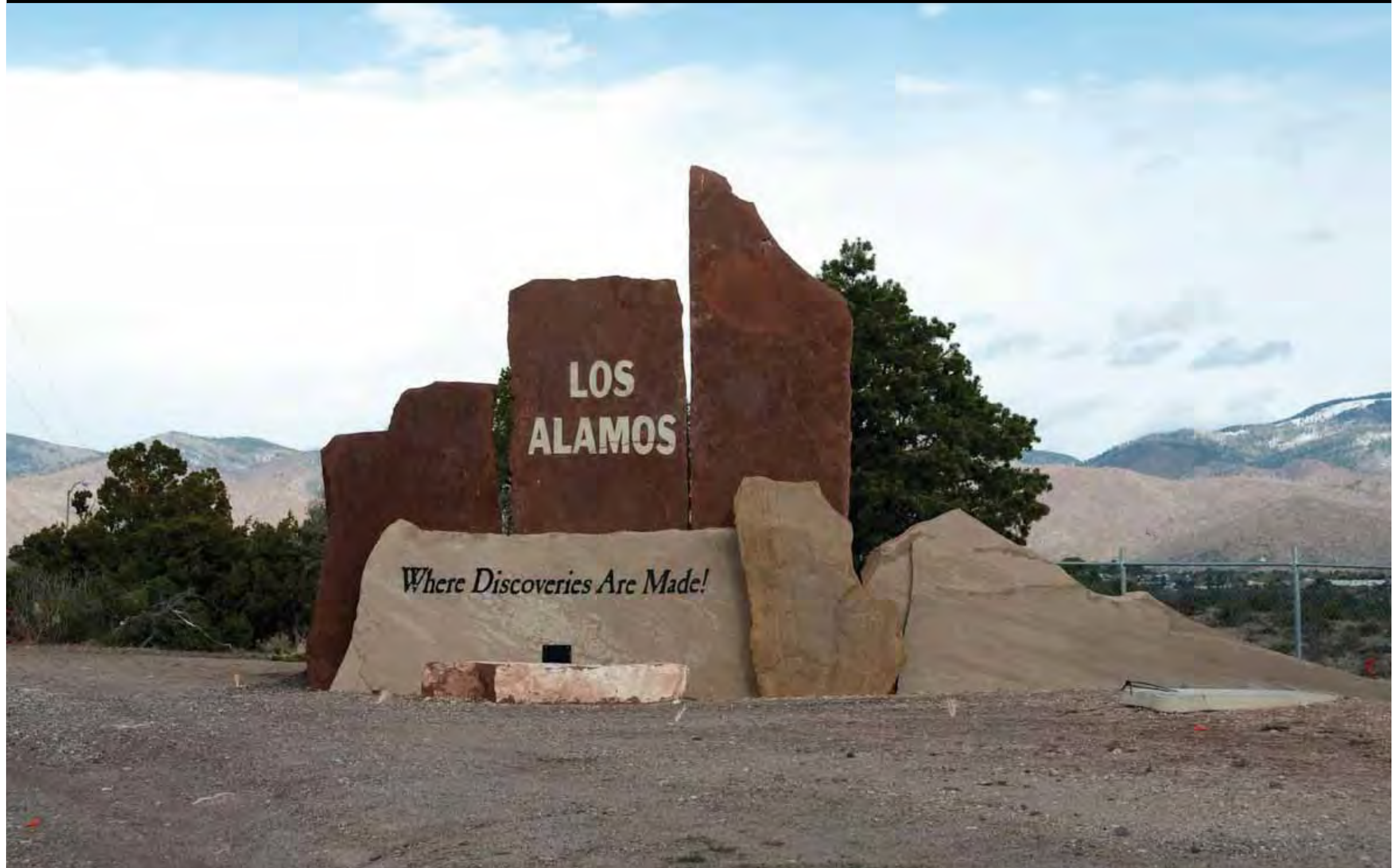
- Signage, gateways, wayfinding
- Overall appeal
- Critical mass
- Amenities: parking, restrooms, information
- Attractions: things to see and do
- Customer service, cross selling

First Impressions Are Lasting Impressions

The rule of perceived value



This is very nice. Suggestion: Add some native landscaping around the sign to make it blend into the setting better. A part of the natural landscape.



Alternative: Instead of the tag line, replace with “Downtown Los Alamos - 1 mile.”



Rule: Always place your gateway signs where you make the first best impression. This isn't that spot. Concentration camp area ahead?



We assumed this restaurant was out of business. Suggestion: Put the OPEN sign at the end of the building. Add some color. Make it obvious you're open.



A guard tower. Then chain link and barbed wire. Lots of trash. Not a good first impression of Los Alamos.



Suggestion: This is a far better place for the gateway sign.



Don't send visitors away from the museums and the heart of your shopping district. Suggestion: Have them go right.



When you get to the core downtown area, THEN place gateway signs on each side of the street.



Suggestion: Remove these signs. They do nothing to promote Los Alamos. Note: Tsankawi Ruins are right here?



Gateways like this are just not that inviting.



In fact, we tried to turn around figuring we took a wrong turn.
Suggestion: Add signage - "It's OK. This way to Bandelier National Monument." Get rid of the "badgeholders only" signage.



Continuing our quest for “downtown” Los Alamos.

This is about community first

The heart and soul of every community, besides its people, is its downtown.

If locals won't "hang out" in your downtown, neither will visitors

The number one diversionary activity of visitors is shopping, dining and entertainment in a pedestrian-friendly, intimate setting.

This is where 80% of all visitor spending takes place.

First impressions are lasting impressions



We did find Main Street - but it wasn't quite what we expected, or hoped for.



Is downtown Los Alamos made up of a collection of strip malls?



We paid a visit to the Visitor Center (in a strip mall of course).
Suggestion: Add visitor information on the exterior wall.



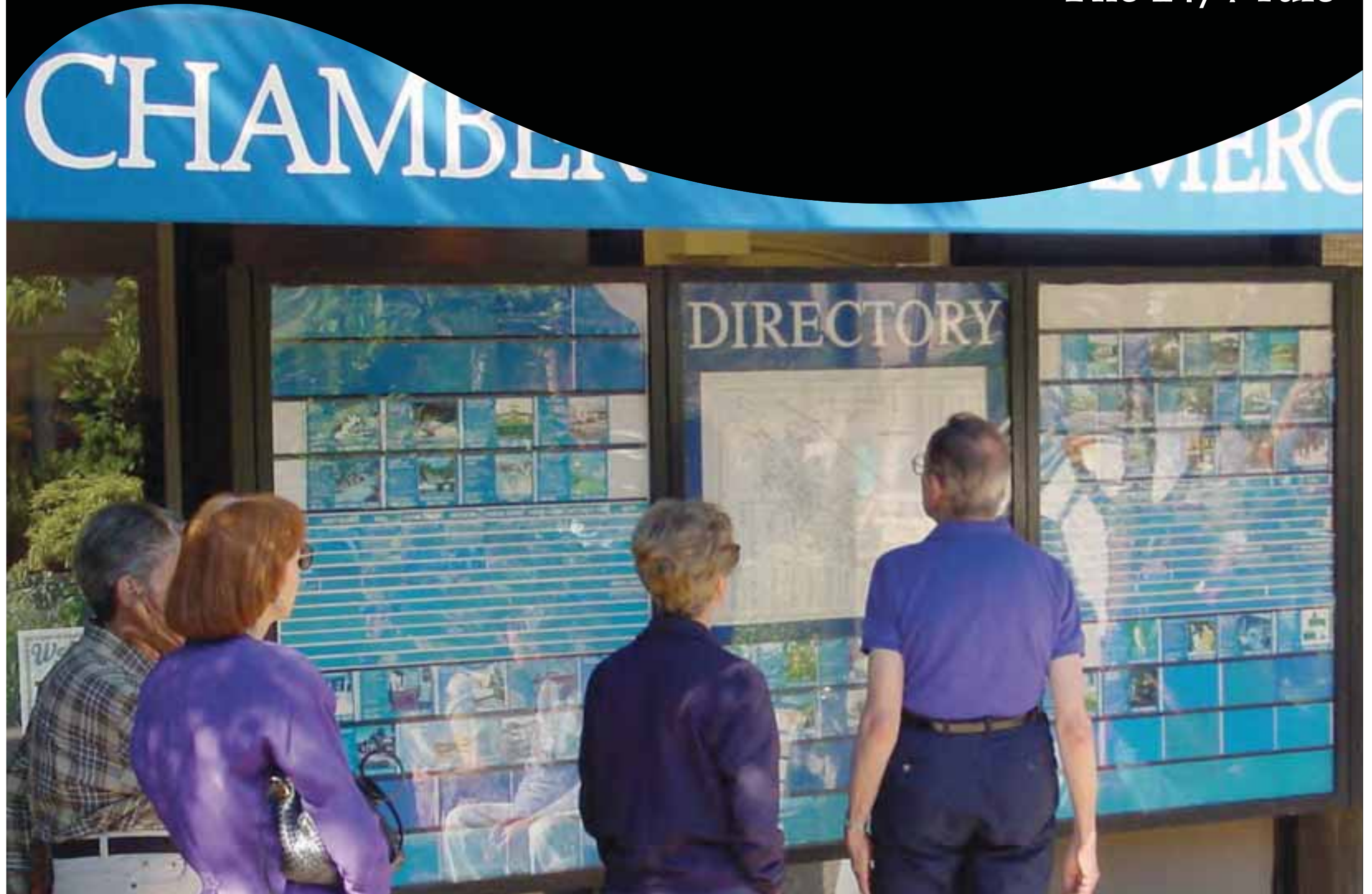
ASHEVILLE

24 Hour
Visitor Information



Kiosks Never Sleep

The 24/7 rule



WHAT TO DO

Develop 24 hour visitor information. Include brochure distribution. Place kiosks where visitors can spend \$.

You should have perhaps a dozen of these, each cross selling other activities, attractions & services.

Restaurant or retail shop? Suggestions: Add some potted plants. Hanging baskets. Asian decorations - anything to soften the antiseptic look of the strip mall.

Suggestion: Give the building exterior some color variations.



Make downtown colorful. Attract the creative class. Reds, blues, yellows - think New Mexico. Make it a cool place to live and spend time. No more beige and sterile colors!



Does this shop get your attention? Any idea what's in here?



You get the idea. Nice buildings. Well maintained. Boring.



This block looks like the beginning of a “downtown.” It has tremendous potential. The infrastructure is already in place. Now it’s time for the businesses here to step up to the plate.



THE TEN+TEN+TEN RULE:

THE MINIMUM in three lineal blocks

1.TEN places that sell food: Soda fountain, coffee shop, bistro, cafe, sit-down restaurant, wine store, deli, confectionary.

2.TEN destination retail shops: Galleries, antiques (not second hand stores), collectibles, books, clothing, home accents, outfitters, brand-specific businesses, garden specialties, kitchen stores, cigars, etc.

3.TEN places open after 6:00: Entertainment, theater (movies, performing arts), bars & bistros, specialty shops, dining, open air markets, etc.



70% of all consumer spending
takes place after 6:00 pm. Are you open?



What a great opportunity.





This could easily be the Los Alamos showcase. Suggestions: Add outdoor entertainment, tables, chairs, beautification - pull us in!



Tremendous potential.



Even across the street could be a terrific gathering spot.



Spots like this would create great little gathering spot alcoves.



Suggestion: Think highest and best use. Wild idea: remove the building and invite a boutique hotel, restaurant development here.

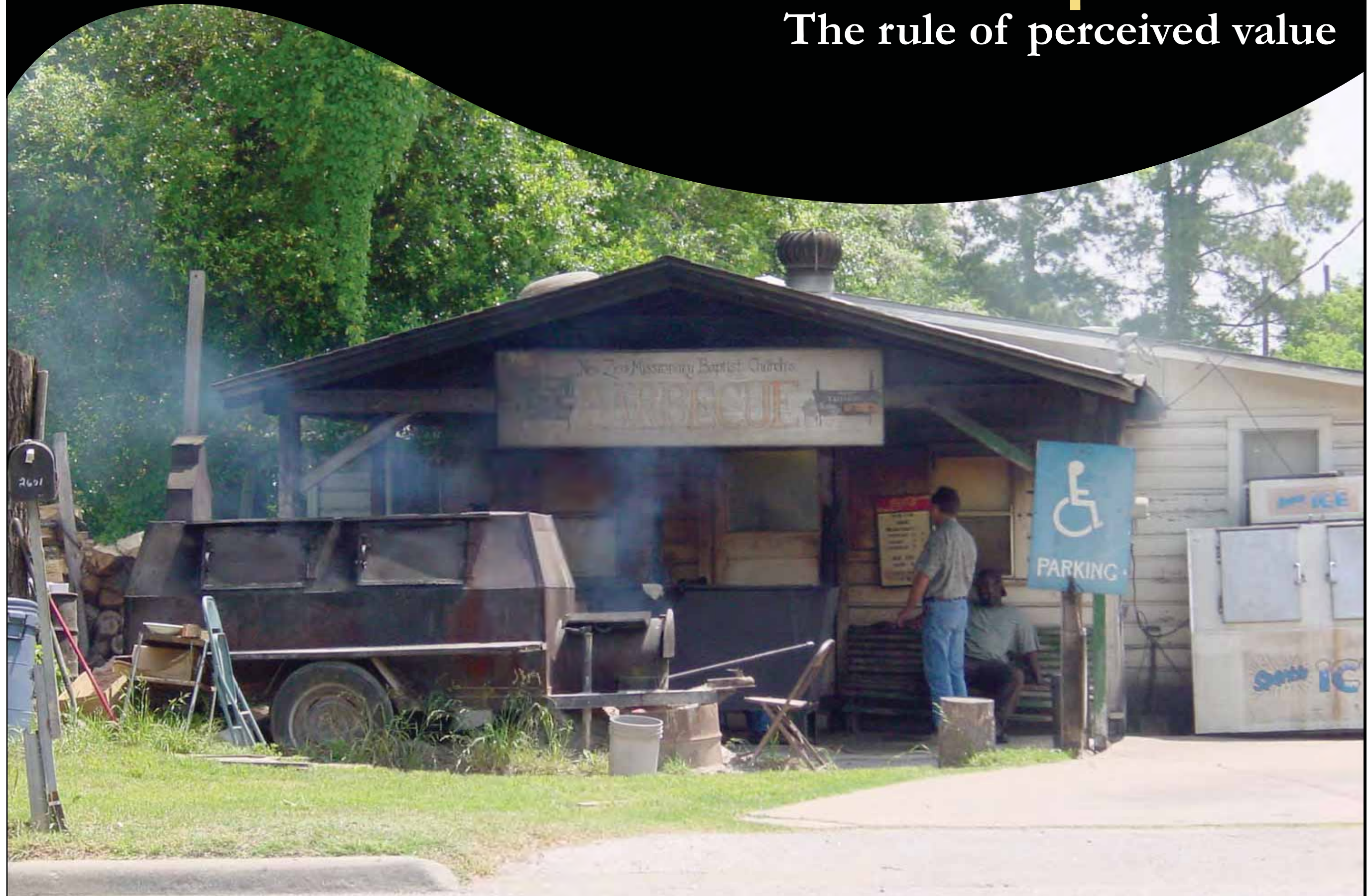


This is a premier development site and could be an anchor for an outstanding downtown development.



First Impressions Are Lasting Impressions

The rule of perceived value



WHAT TO DO

Curb appeal can account for 70% of first-time sales at restaurants, wineries, lodging, retail shops, golf courses.

The Bistro is one of the nicer looking places in Los Alamos.
Suggestion: Add evergreen shrubs, hanging baskets, add some color
the building.



The sign is very nice (a work of art) but difficult to read. Consider a second smaller sign to the right of the door.



Our guess: Out of business. Suggestions: If still operating, redevelop the sign, add some beautification, make it obvious you're still in business.



Does this make you want to eat here? Still operating? Suggestion: Add some tables and chairs outside with some potted plants.



Wait a second. Here's the 50s Diner. But who's selling the Fish & Chips?



Ruby K's is working to create a gathering place. Suggestion: Add planters, add some color to the facade. Add a water feature.



We had such high hopes. Not much in the way of curb appeal.
Suggestion: Make it inviting.



The Coffee House (or is it Coffee Booth?) has a great opportunity to create a “Third Place.”





Too bad this restaurant is out of business. Suggestion: Remove the sign so it doesn't reflect a poor impression on the town.

If it IS in business, develop some signage. Make it obvious you are in business.

Local auxiliary organizations are all about community. They could start by setting a good example in terms of making Los Alamos look like a great place to live, work and play.



Ditto for the Elks.



Very sad. Looks like a jail or a bunker. Suggestion: Add some beautification. Paint the building! Knock off the beige, brown and tan.





‘Nuff said. Very sad. Does anyone care?

Suggestion: Make this a priority if you ever hope to attract professionals into the community - not golf professionals - business people.

The course seems to be in pretty rough shape.



Invest In Beautification

The rule of invitations & staying power



POINT:

Beautification is an investment with a tremendous return and creates customer loyalty.

The merchants could really make downtown Los Alamos a great place to visit and spend time - instead of heading to Santa Fe like the locals do.



First impressions are lasting impressions. Would you eat at either of these places?



20/20 Signage Equals \$\$\$

The rules of retail signage



Signage says a lot about you



This is confusing. Who's selling Fish & Chips? Is the Legion now a 50s Diner? Suggestion: Signage says a lot about you.



Is this the 50s Diner?

Suggestion: Work on beautification. “Hill Diner” should be more prominent than “Since 1986.”



Or is this a cake company?



Feed, linseed and cotton at a cake company?



Make sure your signs are readable from a distance. Use block lettering. Can you read this sign? What is “U Church”?



WHAT TO DO

Use perpendicular “blade” signs. Make them consistent height and size.

Rules: Never more than eight words - IF you have a long viewing distance. Otherwise no more than 4 words.



Can you tell what's in any of these shops?

Suggestion: Blade signs.

- No lower than 7'
- No higher than 9'
- No wider than 42"
- Add beautification
- Make it shine!

Is there any reason, at all, to venture down this corridor? Suggestion: Paint the aluminum trim. Reduce the strip-mall look.



Suggestion: A great candidate for a mural or “trompe l’oeil.”





Los Alamos has lots of “pretty places” and beautiful parks.







Some of these could be incredible gathering places. Suggestion:
Consider developing a permanent open-air market.



This could be one of many possibilities for a permanent, outstanding, open-air market.



We found the popular skate board park.





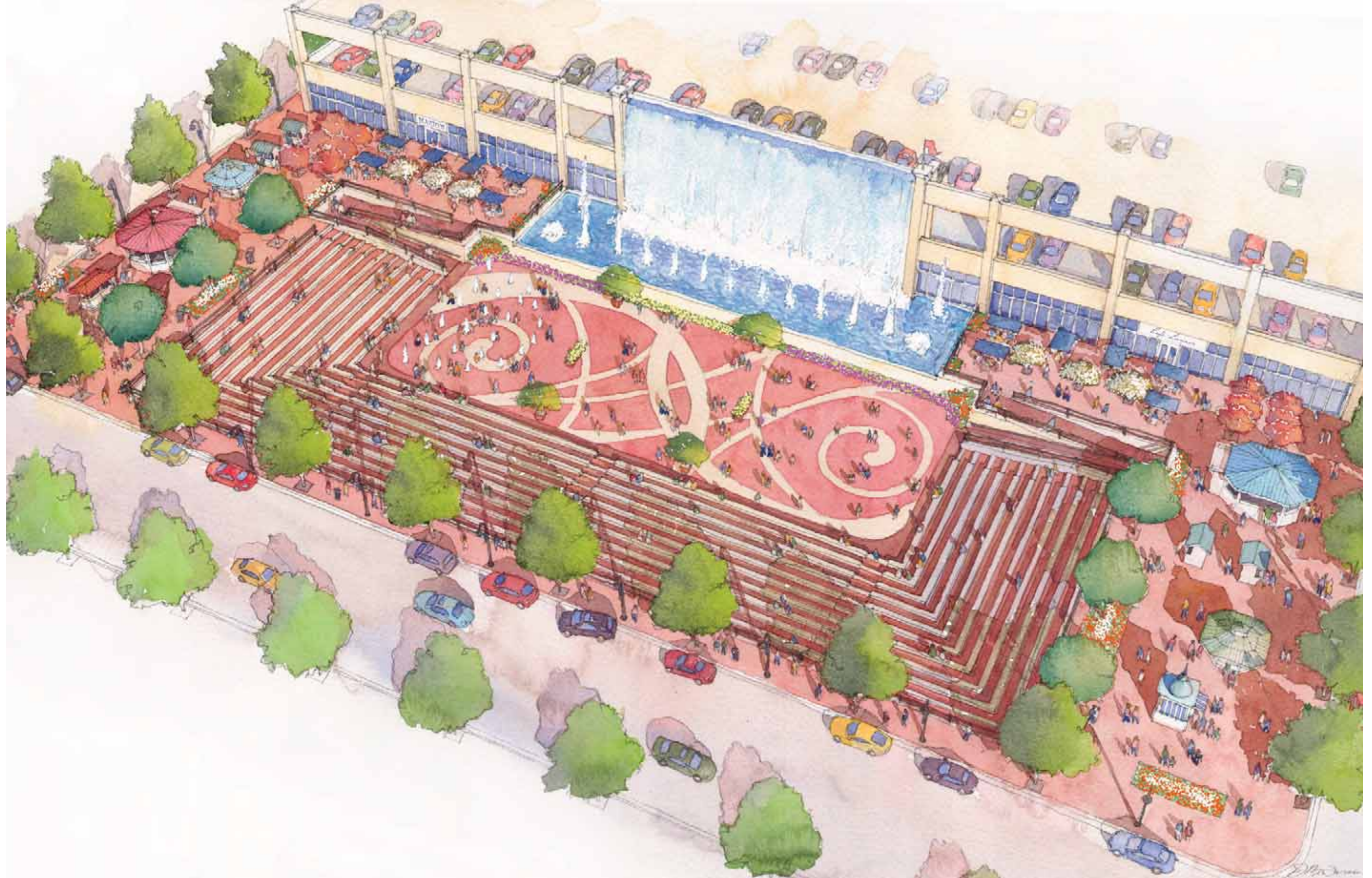
There are some beautiful pieces of public art downtown.

This was our favorite.



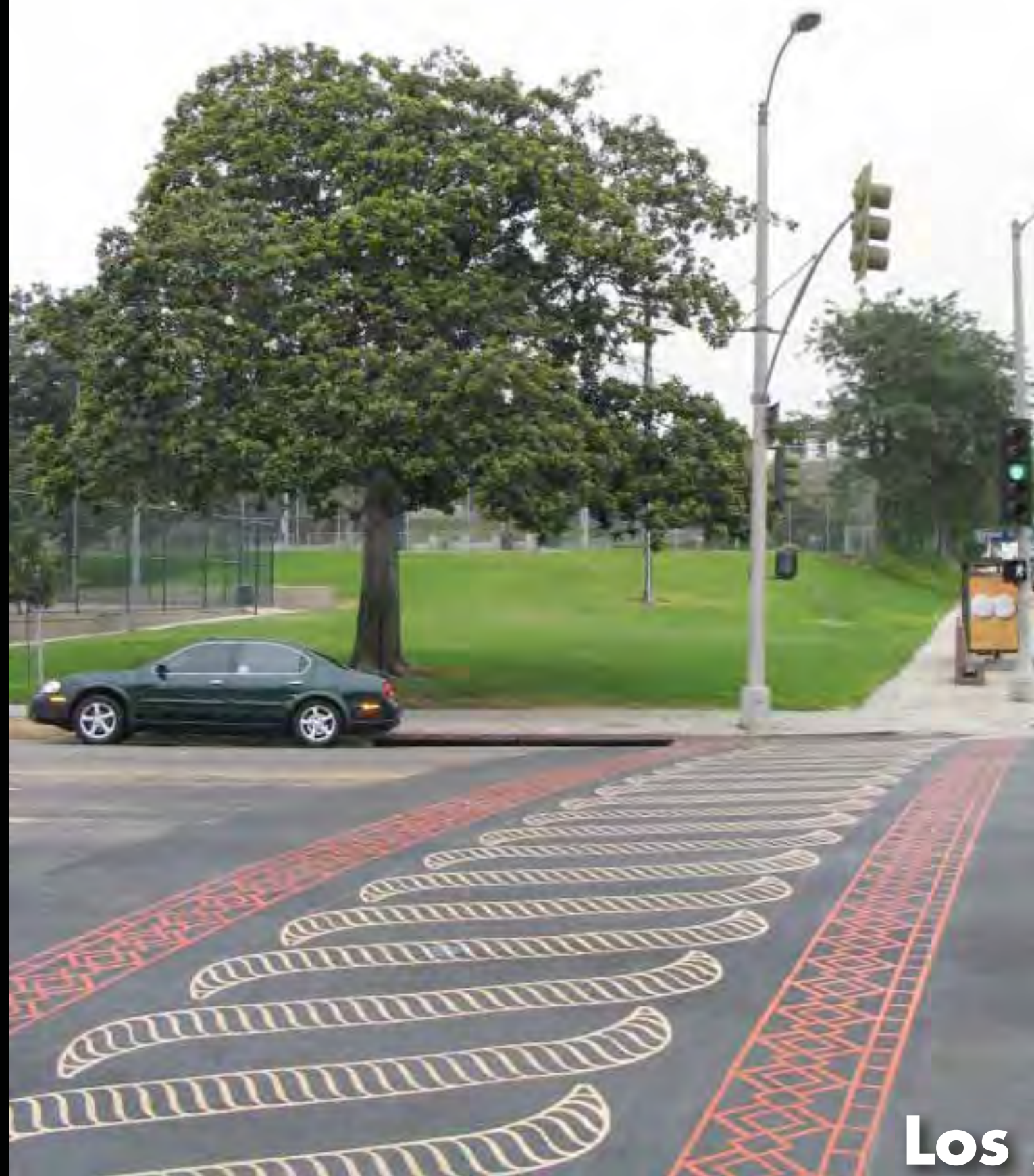


Los Alamos is a bit like Rapid City, South Dakota with the “hole in the doughnut” syndrome.





Hamilton, CA



Los Angeles, CA

Promote Your Anchor Tenants

The mall mentality rule



Suggestion: Find ways to pull the park's 250,000 annual visitors into downtown Los Alamos. Visitors spend nearly \$235 a day EACH.



That would be \$58,750,000 a year.

If only one-third of those people spent the night in Los Alamos you would see another \$19.5 million spent in town.

Rule #1: Reduce your leakage.



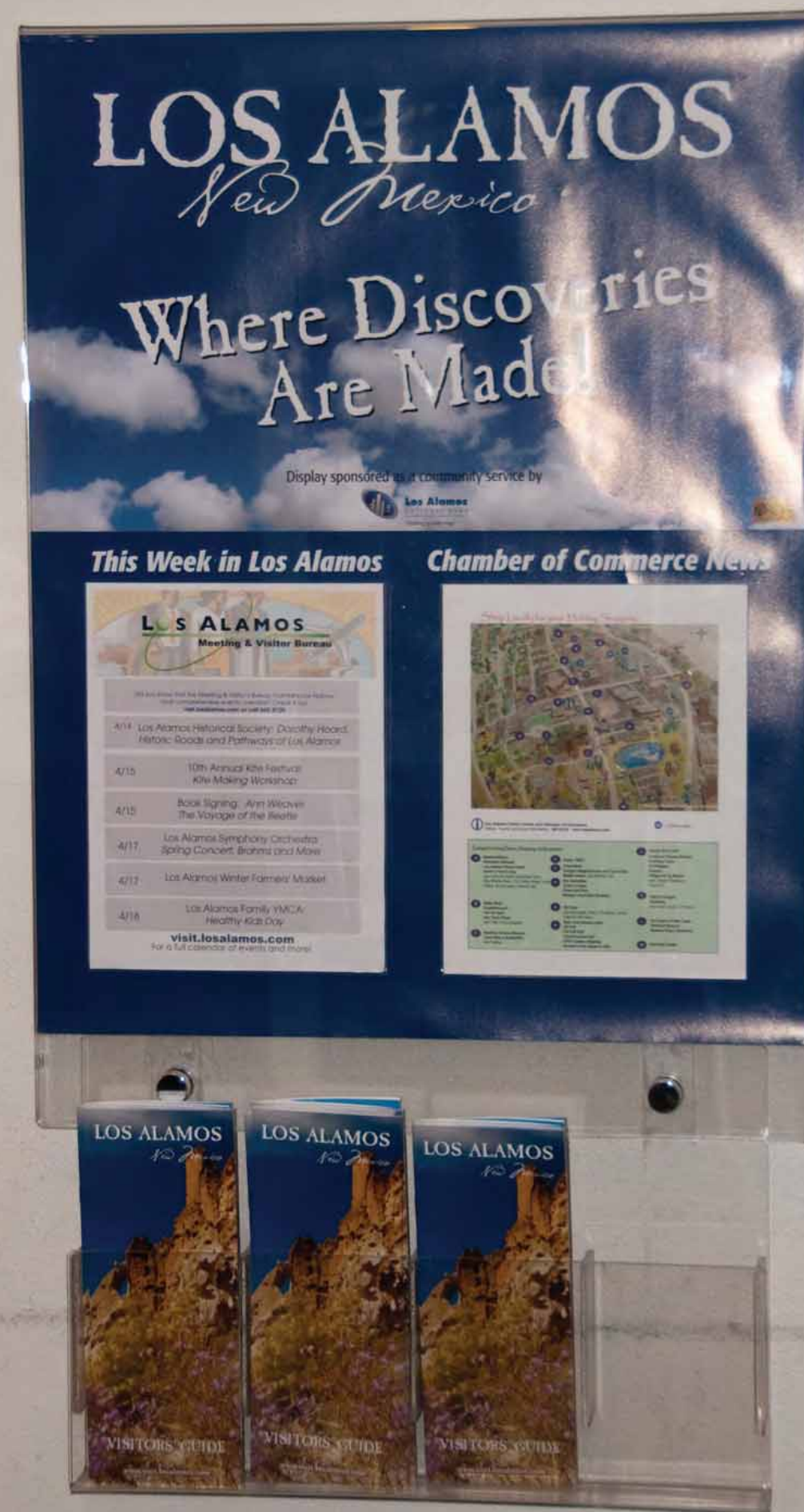
Criteria for promoting an anchor tenant:

- Open six days a week.
- Open until at least 7:00 pm.
- Good curb appeal.
- Highly regarded by someone other than themselves.
- They are different or better than what the customer can get closer to home.

We started to look for those “anchor tenants”
in Los Alamos.

The Science Museum is absolutely an “anchor.” A job well done.

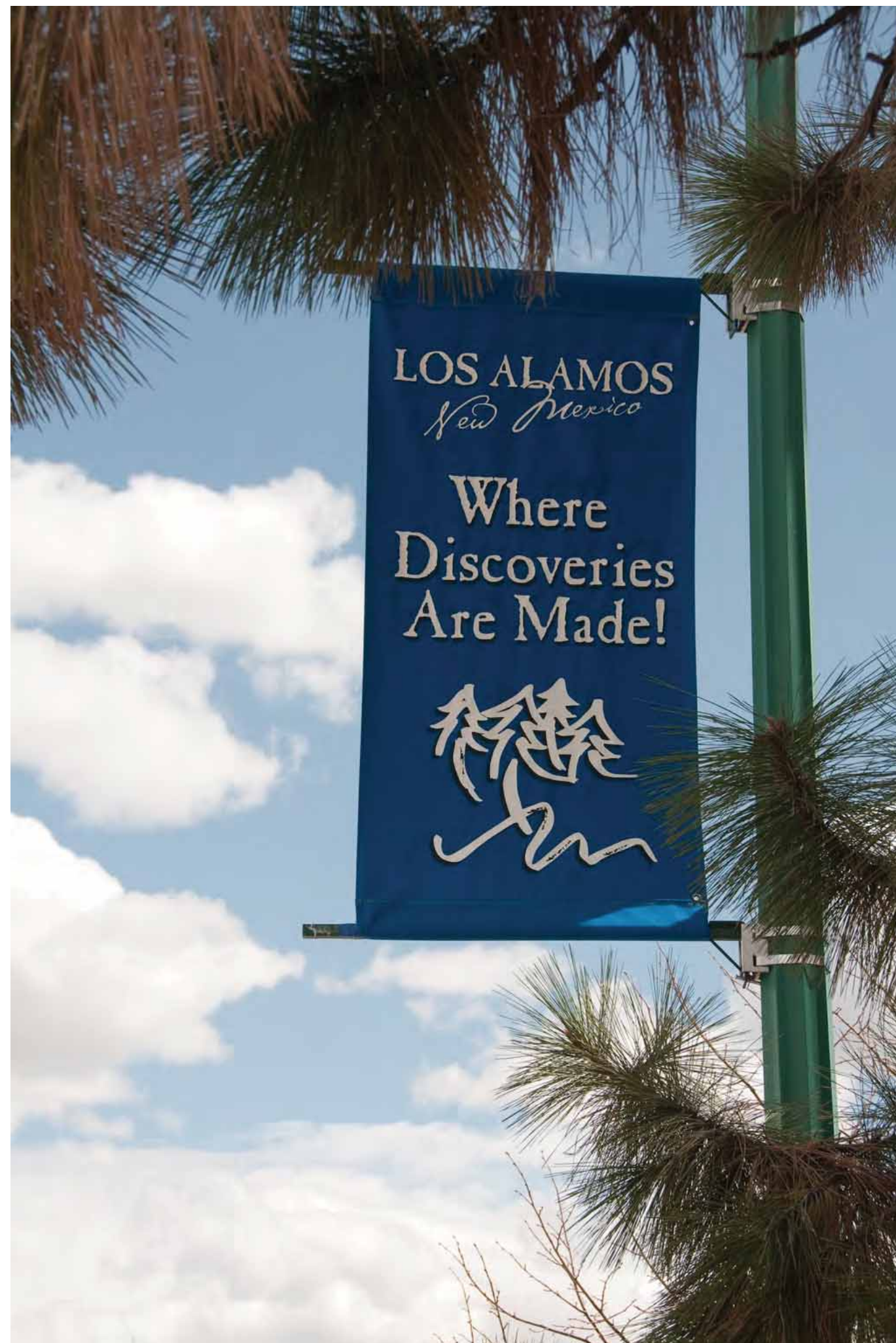




While there's Los Alamos information inside the Museum...

...Consider adding some outside the doors so you have 24/7 information available.





We love the pole banners, but consider instead of “Where Discoveries Are Made!” to something a little more cutting edge:

“The Next Great Discovery.”

For marketing: “Your Next Great Discovery.”

But, “The Atomic City” perpetuates the brand. Consider moving away from this since the Labs do so much more. “The Discovery City.”





Very nice pole banners.
Nice to see something
other than beige, tan,
brown!

Nicely done.

We also found Fuller Lodge but weren't too sure what it is, or was.



It was unlocked, so we ventured in. Very beautiful.



The sign seems out of character for this historic-looking site and structures.



There seems to be some hidden things back here. Is the lodge a hotel? Museum? Suggestion: Add additional signage- “Meeting Center.”



We nearly missed the museum.



Museum notes:

1. The average museum visit lasts between 20 and 40 minutes.
2. If you can captivate the visitor for two hours, spending will increase.
3. Museums *MUST* learn to tell stories, not just display artifacts with facts and figures.
4. No offense, but visitors don't really care who donated various items.

The Art Center is very nice. Another “not to be missed” Los Alamos activity.

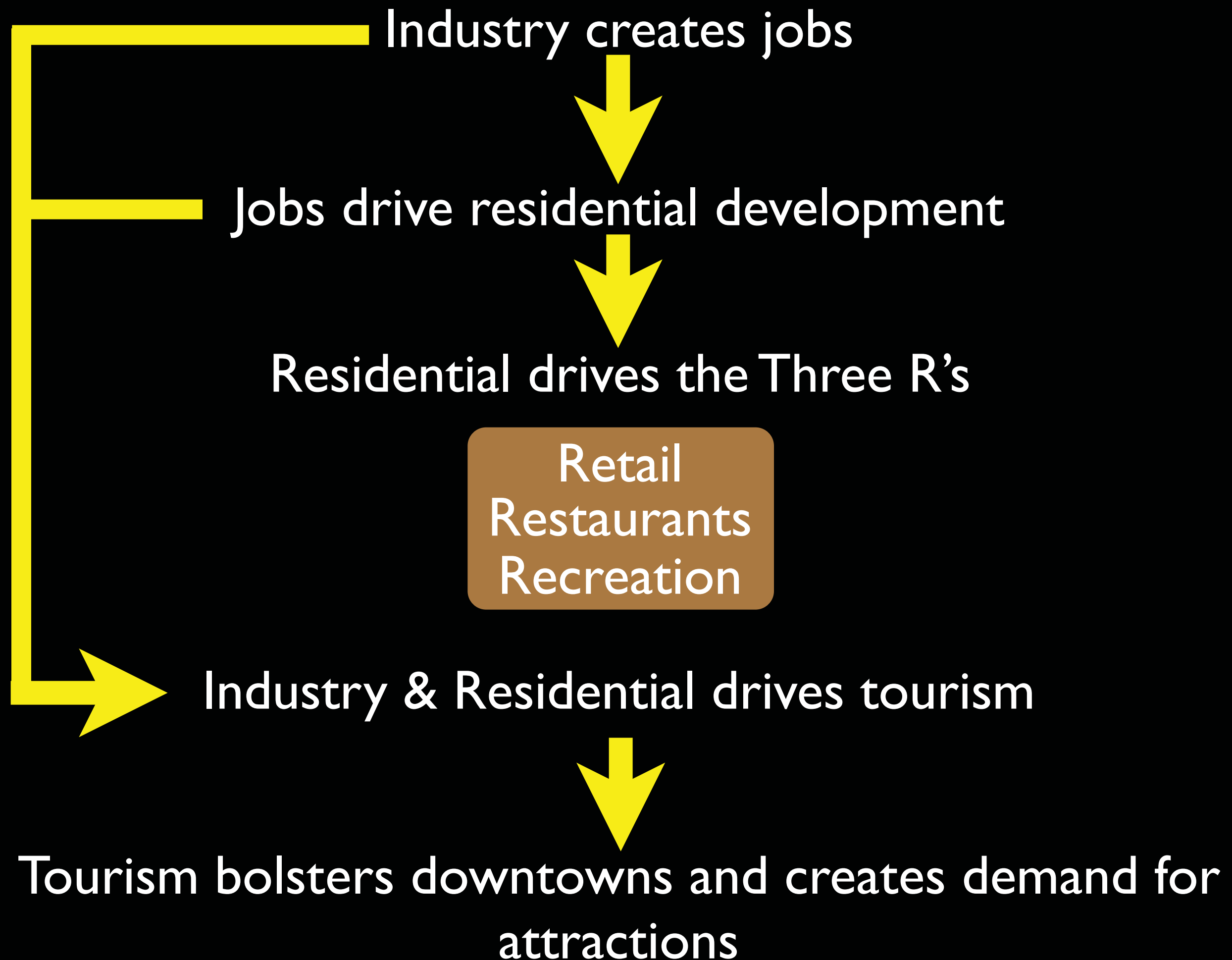


Suggestion: The sandwich board should be placed up along Central Street.



In a nutshell:

1. Work with merchants to do a better job attracting customers - particularly visitors coming into Los Alamos.
2. Create a strong visitor information presence - 24/7
3. Create gathering places. Entertainment. Open air markets.
4. Play up the recreation as a foundation for economic development.
5. Soften the “atomic” brand and focus on science, the environment.
7. Start developing critical mass and a traditional downtown with gathering places.





LOS ALAMOS
New Mexico

Where
Discoveries
Are Made!



Tres Casitas Apartments
901-921-1111

It's a stunning place in an incredible setting.





The Destination Development Team



Julie



Jane



Claire



Lanie



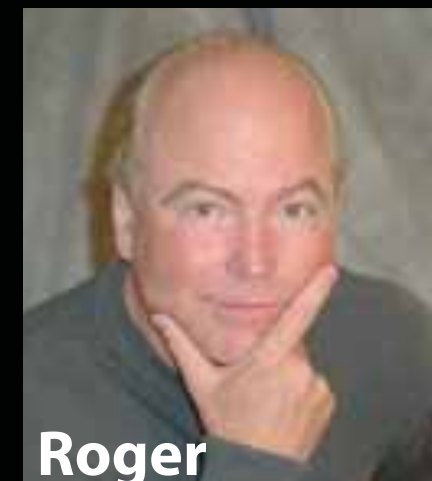
Vicky



Monica



Shanda



Roger



Todd



Lisa



Maureen



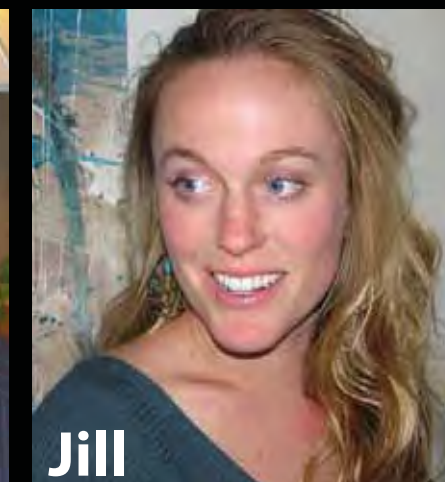
Kristin



Darla



Greg



Jill