

## Relationship of SALA & SALA Immersive Experience

### Initiative to Los Alamos County Goals and Plans:

*This document is a cross-walk to identify the relevance of SALA Los Alamos Event Center and its Immersive Experience Initiative to Los Alamos County Strategic Goals, the Economic Vitality Strategic Plan (EVSP), the Tourism Strategic Plan, and the Creative District Plan. The unitalicized text is taken from the County documents and the italicized entries represent SALA views on the relationship to SALA plans and activities.*

### Council Strategic Goals

*Support from the County of the SALA Immersive Initiative would be highly aligned with the Council's Strategic Goals.*

*Supporting local businesses is among the highest areas of citizen input in recent community surveys. In the most recent National Community Survey commissioned by Los Alamos County in 2022, 73% of residents identified "enhancing support and opportunities for the local business environment" as the single highest priority identified for Los Alamos County Government in the next five years.*

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<b>Council Strategic Goal:</b> <i>Economic Vitality: Economic vitality encompasses the ability of the community to diversify, develop, grow, and sustain the many elements necessary for a local economy to flourish.</i>	
<u>Council Sub-Goal</u>	<u>How SALA addresses it</u>
Local Business: Encourage the retention of existing businesses, facilitate the startup of new businesses, and assist in their opportunities for growth.	<i>The SALA LEDA application is a prime and ready opportunity to put this into action</i>
Downtown Revitalization: Revitalize the downtown areas of Los Alamos and White Rock by facilitating development opportunities in accordance with the downtown master plans.	<i>SALA has already rebirthed a downtown building that had fallen into disuse. By offering nightly events at least five nights per week there is already greater nightlife downtown. Supportive actions by the County will help to sustain this.</i>
Tourism and Special Events: Continue sponsoring special events and promoting tourism, by enhancing amenities and utilizing facilities, to support the local business	<i>The SALA Immersive Initiative is partly about a business creating a new visitor attraction that will be complementary and supportive of the other existing visitor attractions in the community.</i>

**Council Strategic Goal:** *Quality of Life: Quality of life is a reflection of general well-being and the degree to which community members are healthy, comfortable, welcomed, included, and able to enjoy the activities of daily living.*

<u>Council Sub-Goal</u>	<u>How SALA addresses it</u>
<p>Educational, Historical, and Cultural Amenities: Promote educational and cultural opportunities, in coordination with community partners, and provide for the preservation and restoration of historic buildings and the protection of archaeological sites.</p>	<p><i>As the venue for a growing range of entertainment and other community activities, SALA has already become a valuable educational and cultural amenity in our downtown and Creative District. The value of this will be enhanced by the Immersive Initiative.</i></p>

## Economic Vitality Strategic Plan

The SALA Immersive Initiative is in direct conformance to a considerable number of goals, objectives, and action items in the County's Economic Vitality Strategic Plan. The SALA Immersive Initiative plays to strengths and addresses opportunities and weaknesses identified in the EVSP. SALA is an existing facility that does not require land, County Capital investment, or County upkeep.

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**EVSP Goal3:** Grow a separate, complementary economy to LANL. Objective 2: To assess and capitalize on emerging industries and economies, including healthcare, biotechnology, cyber security/internet infrastructure, tourism and housing.

EVSP Objective	How SALA addresses it
3.2.a(1) ... pilot new technology start-up using LEDA and other funds to construct facilities that can be reused by future start-ups.	<i>This initiative will add a new, unique tourism and visitor attraction. An additional goal of the SALA Immersive Experience Initiative is to implement capabilities that will be useful as a studio environment for the creation and exhibit of immersive content; these facilities will be available to creatives and entrepreneurs from throughout the region.</i>

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**EVSP Goal 3:** Grow a separate, complementary economy to LANL. Objective 3: To grow Los Alamos' economy outside of the Laboratory by leveraging workforce talent, emerging expertise and tourism focus to diversify the economy that, in turn, leads to quality of life opportunities, such as retail, restaurants and entertainment.

EVSP Objective	How SALA addresses it
3.3.a(1) Coordinate with the three National Parks, Pajarito Mountain owners and operators, and others to develop/improve cultural and recreation assets, infrastructure, customer experience and marketing to increase tourism visits and overnight stays.	<i>we discuss this specifically in the context of the County Tourism Plan (below)</i>

3.3b(3) (use of underutilized commercial spaces) Continue to solicit new/desired restaurants, services and amenities.	<i>SALA is a private initiative to revive a downtown commercial space that had been vacant for years. It is not an easy business undertaking and we seek as many supportive partners as possible.</i>
3.3c(1) Prioritize, phase, fund and implement the Los Alamos Creative District Master Plan.	<i>We believe that businesses like SALA reaching their potential is exactly what the Creative District Plan envisions.</i>

**EVSP Goal 4:** *Support and retain LANL as the area's best wealth-producing employer. Objective 2: Consider methods to diversify the economy that also support the Lab's mission.*

<u>EVSP Objective</u>	<u>How SALA addresses it</u>
4.2.a(3) Create partnership to deliver amenities that serve both Lab employees and the community.	<i>SALA is already addressing desires for a greater range of leisure and entertainment options in the community. The Immersive Experience Initiative will expand these.</i>
4.2.b(1) Develop infrastructure that supports emerging business opportunities to include incubator, shared space, makerspaces or other related needs for new businesses.	<i>A goal of the SALA Immersive Experience Initiative is to implement capabilities that will be useful as a studio environment for creation and exhibit of immersive content; these facilities will be available to creatives and entrepreneurs from throughout the region. Although not the primary focus, the SALA Immersive Experience Initiative will be a "makers-space" for creation and exhibit of immersive content,</i>

	<i>and will hope that area educational institutions will find it a useful space for education and training in those fields and others.</i>
4.2.b(2) Facilitate opportunities for local businesses to develop or expand services that provide a local source for LANL.	<i>SALA should prove to be useful as an off-site, unclassified venue for immersive presentations, meetings, and studio work.</i>
4.2.c(1) Work with LANL and the Feynman Center for Innovation (FCI) to identify spin-out opportunities and industry clusters to target.	<i>There are a variety of businesses, freelancers, artists, and creatives working in NM and there are already two other businesses working in different but complementary niches relating to new media, immersive experience, and digital storytelling. SALA believes that there is potential for a new media industry cluster encompassing immersive experiences.</i>
4.2.c(3) Create incentives and programs to assist spin-out and start-up businesses.	<i>There is a potential for fostering start-ups involved in the creation of immersive experience content.</i>
4.3.b Promote (to LANL) the use of local facilities for events.	<i>SALA aspires to be a regular local provider of high-quality meeting and event space to LANL, the County, and others in the community.</i>
4.4.b Promote LANL status and accomplishments.	<i>An immersive experience venue would be an opportunity for LANL to tell its story in an additional way that would be complementary to its excellent Bradbury Science Museum.</i>

	<p><i>LANL has been a pioneer in the fields of scientific visualization, immersive technologies, and data-driven virtual reality. Why not use these talents in telling the story of LANL's world-changing scientific work? Imagine a trip to Mars with the teams doing that work, a journey into the human genome to investigate its importance in understanding health issues, or a trip through an accelerator as elementary particles are being studied.</i></p>
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## Tourism Strategic Plan

The SALA Immersive Initiative is in direct conformance to a considerable number of goals and action items in the County's Tourism Strategic Plan. Because SALA has emerged since this plan was developed, it is not named or considered in the plan but it is easy to see where it should be added and slotted into the local tourism assets that can be engaged. SALA is an existing facility that does not require land, County Capital investment, or County upkeep to become a complementary visitor attraction.

The Gateway Immersive Experience at SALA will be a unique visitor and tourist attraction that will bring more people to our downtown for longer periods of time than they would spend otherwise. It will serve as a "teaser" to multiple other attractions and reasons to spend time in our area.

<b>Tourism Strategic Plan Goal 1: Create and Market an Inviting Community</b>	
<u>Objective</u>	<u>How SALA addresses it</u>
1.1 Focus on marketing 'outdoor recreation, history and science' as the three core destination aspects of Los Alamos	
<ul style="list-style-type: none"> <li>• Create a promotional video to showcase outdoor recreation, history and science activities and events in Los Alamos.</li> </ul>	<i>think "immersive experience" in addition to promo video</i>
<ul style="list-style-type: none"> <li>• Work with Pajarito Environmental Education Center (PEEC) to develop local films about nature, outdoor recreation, and history to show at the Planetarium.</li> </ul>	<i>think extending this to an "immersive experience" at SALA; it would be great to coordinate complementary programming at both of these venues.</i>
<ul style="list-style-type: none"> <li>• Improve and expand targeted marketing to science aficionados and people curious about science with the promotion and evolution of ScienceFest. Honoring contemporary scientific discoveries could also be a way to build the reputation of the festival</li> </ul>	<i>think extending this to "immersive experience" capabilities at SALA - an immersive experience attraction would be a fertile environment for telling these stories</i>

<p>beyond the immediate region. Market LANL's DisrupTech, a celebration of the disruptive technology created by Los Alamos scientists, with Science Fest to create connections between the target markets for each event.</p>	
<ul style="list-style-type: none"> <li>Support ongoing County partnerships with the Los Alamos Historical Society and Bradbury Science Museum in their collaborations with the Manhattan Project National Historical Park.</li> </ul>	<p><i>SALA will strengthen and should be considered in the partnership mix</i></p>
<ul style="list-style-type: none"> <li>Integrate marketing efforts between attractions and local businesses to improve visitor awareness of all Los Alamos offerings. This includes encouraging participation in Brand Action Plan Visitor Journey A2D training (Arrival to Departure customer service, ambassador and docent training, local attractions training), and providing promotional information at attractions and local businesses</li> </ul>	<p><i>An immersive experience could prove useful to training efforts.</i></p>

<ul style="list-style-type: none"> <li>Provide multi-day, themed packages for visitors to simplify their trip and combine discounts</li> </ul>	<p><i>immersive experience attractions at SALA would be complementary and would provide a unique anchor/gateway activity in the offering</i></p>
<ul style="list-style-type: none"> <li>Create "I'm only here for a little while, what hikes should I do?" brochure.</li> </ul>	<p><i>an immersive experience could feature hiking routes for visitors and local residents who are inexperienced with our trails</i></p>
<ul style="list-style-type: none"> <li>Modernize displays at both visitor centers to be interactive and experiential.</li> </ul>	<p><i>immersive experience attractions at SALA would be complementary</i></p>
<p>1.2 Enhance the opportunity to make a good first impression by providing an easy-to-navigate and welcoming setting</p>	
<ul style="list-style-type: none"> <li>Develop access and market the Manhattan Project National Historical Park as part of Los Alamos with partners NPS, LANL, DOE, Los Alamos Historical Society, the State of New Mexico and the New Mexico Congressional delegation.</li> </ul>	<p><i>An immersive experience featuring a visit to Los Alamos circa 1943, visits to Manhattan Project sites behind the fence, and visits to faraway Manhattan Project sites is a desirable possibility at SALA. Los Alamos could lead the way and assist Tri-cities and Oak Ridge if they can be interested in similar venues there.</i></p>

<b>Tourism Strategic Plan Goal 2: Increase the capture of visitor dollars</b>	
<u>Objective</u>	<u>How SALA addresses it</u>
2.1: Improve lodging + hospitality infrastructure, products and services.	
<ul style="list-style-type: none"> <li>Encourage UNM-LA to provide a Hospitality Institute with degree program, certificate and seminars.</li> </ul>	<i>The same type of thinking could be applied to encouraging UNM-LA to provide an "Immersive Experience Institute" with certificate programs in immersive venue operation, immersive content authoring, and coding.</i>
2.2: Enhance multi-day events to encourage overnight visitation	
<ul style="list-style-type: none"> <li>Create an event fund and marketing support opportunities so event organizers can apply for grant assistance through an application process</li> </ul>	<i>such a fund could also support creation of immersive experiences that can be exhibited at SALA</i>
<ul style="list-style-type: none"> <li>Support and create events that last for longer periods of time, like "trail festivals", with a variety of events.</li> </ul>	<i>An "immersive experience venue could be a perpetual event that is continually refreshed - it would be a complementary attraction</i>
<ul style="list-style-type: none"> <li>Explore opportunities to incentivize developing a multi-use event space that supports 300 people and</li> </ul>	<i>SALA is a flexible, multi-use event venue that supports a variety of potentials. Collectively, its "SALA's" will support events of up to 350</i>

<p>accommodates meetings, community events and destination event space.</p>	<p><i>people although multiple theaters would be combined through technology to facilitate larger events. The Immersive Initiative opens the door to twinning (tripling, etc.) live events in Los Alamos to immersive venues throughout the world. It could even be used for cost-effective "fam" events with travel influencers. An immersive venue opens potentials for corporate use for training, studio space, exhibitions, etc. all which provide opportunities for hosting travelers to the community.</i></p>
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<b>Tourism Strategic Plan Goal 3: <i>Enrich our attractions and downtowns + celebrate the natural beauty</i></b>	
<u>Objective</u>	<u>How SALA addresses it</u>
3.2: Make downtown Los Alamos + White Rock aesthetically pleasing and welcoming to visitors	
<ul style="list-style-type: none"> <li>Expand Los Alamos Creative District boundaries to include more attractions and businesses, providing events and other incentives to pursue the 10/10/10 goal of supporting 10 retail and 10 dining/treat establishments, with 10 of those businesses staying open evenings and weekends within the district.</li> </ul>	<p><i>SALA is already a 10/10/10 business, a “poster child” and one of the first additions in some time.</i></p>
<ul style="list-style-type: none"> <li>Continue to implement the MainStreet and Creative District events that draw visitors and provide additional activities that encourage extended stays. Continue to partner with local businesses and incentivize their participation in the MainStreet and Creative District.</li> </ul>	<p><i>The bleeding-edge nature of immersive tech and visualization technologies would be a fertile creative district theme to develop that is a perfect match to our community. Imagine the County obtaining visual display easements on portions of MainStreet business facades that are now ugly and blank in order to enable public art installations using lighting and projection technologies - this could be a unique public-private effort to beautify and create a unique attraction to visiting the community,</i></p>

	<i>particularly during nighttime hours when customers for business are at their scarcest</i>
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**Tourism Strategic Plan Goal 4:** *Operate with intentional leadership, public and private investment + partnerships*

<u>Objective</u>	<u>How SALA addresses it</u>
<p>Goal 4.1: Cultivate strategic partnerships to ensure operational success</p>	
<ul style="list-style-type: none"> <li>Continue to partner with National Park Service superintendents and staff.</li> </ul>	<p><i>An immersive experience venue would be an opportunity for Bandelier and the VCNP to tell their story in an additional way that would be complementary to their excellent Imagine a visit to a Puebloan village like Tyuonyi circa 1400 or an exploration inside the geologic processes that formed the Valles Caldera and Pajarito Plateau in prehistoric times.</i></p>
<ul style="list-style-type: none"> <li>Expand efforts with LANL to partner more with community and visitor activities, events and services.</li> </ul>	<p><i>An immersive experience venue would be an opportunity for LANL to tell its story in an additional way that would be complementary to its excellent Bradbury Science Museum. LANL has a strong capability in the fields of visualization technology, immersive technologies, and data-driven virtual reality. Why not use these talents in telling the story of LANL's world-changing scientific work? Imagine a trip to Mars with the teams doing that work, a journey into the human genome to investigate its importance in understanding health issues, or a trip through an accelerator as a particle being studied.</i></p>

## [Creative District Plan \(original\) \(as adopted\)](#)

*SALA's business and plans for its Immersive Initiative are exactly what was hoped for as private development within the Creative District. SALA should be recognized as a key asset in the Creative District whose existence has moved along many of the plans aspirations. A form of the Immersive Initiative was actually discussed as a valuable project at the time of the Creative District Plan's original adoption – it was referred to as the "Visionarium" at that time.*

From the Creative District Plan:

"Programming is the heart of the Creative District. It will include a broad range of activities and events, year-round, on different days of the week, and times of day. Los Alamos' rich ecology of arts, cultural, historic and scientific organizations, downtown businesses, and creative individuals forms the foundation on which programming can be developed (see Community Description). Two essential elements of Creative District programming will increase its effectiveness and distinguish it from all other cultural districts. First, programming will be based on key themes of Los Alamos' identity: the arts, science and technology, history, the natural environment, and outdoor recreation. Second, programming will be curated to best explore and express the creative potential of these themes."