

September 6, 2023

Mr. Allan Saenz, Owner  
SALA Los Alamos Event Center  
2551 Central Avenue  
Los Alamos, NM 87544

**SUBJECT: SALA Event Center – Letter of Support**

Dear Mr. Saenz,

**COUNTY COUNCIL**

Denise Derkacs  
Council Chair  
Theresa Cull  
Council Vice Chair

**COUNCILORS**

Melanee Hand  
Suzie Havemann  
Keith Lepsch  
David Reagor  
Randall Ryti

**COUNTY MANAGER**

Steven Lynne

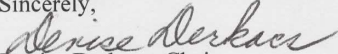
Los Alamos County is pleased to support your application for NM State Tourism Destination Forward grant funding for the expansion of the SALA Event Center and the development of the SALA Immersive Initiative.

We recognize the potential value and impact the SALA Event Center expansion could have on the County and the alignment with the County's strategic goals for economic development, business development, and tourism. The SALA Immersive Initiative addresses several goals and action items in the County's Tourism Strategic Plan.

As proposed, the Sala Event Center project will showcase Los Alamos County's many historic and recreational attractions, aligning with the 'New Mexico True' and Los Alamos brands of 'Where Discoveries Are Made.' The County also believes this new and unique attraction will expand the County's creative economy and tourism-related job opportunities.

We strongly encourage funding directed toward the SALA Immersive Initiative to enhance tourism in Los Alamos County.

Sincerely,

  
Denise Derkacs, Chair  
Los Alamos County Council

cc: Steven Lynne, County Manager  
Janice Krish, Economic Development Program Manager  
Paul Andrus, Community Development Director