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D-Los Alamos, Rio Arriba, Sandoval &
Santa Fe-5

P.O. Box 1014
Española, NM 87532

Phone: (505) 620-0800
E-mail: leo.jaramillo@nmlegis.gov

July 30, 2023

Los Alamos County Manager Steve Lynne
1000 Central Avenue, Suite 350
Los Alamos, NM 87544

Dear Steve,

I am writing this letter in support of SALA Event Center's grant application for their Phase 2 Improvements including the immersive theater conversion. As the Los Alamos proper State Senator, I have had the pleasure of meeting with owner Allan Saenz to learn about his businesses, projects, and future plans. I can attest to Allan's passion, dedication, and experience as a long-term entrepreneur in the Los Alamos business community.

The project proposed by SALA is both innovative and impactful. It has the potential to be an excellent new visitor attraction in the state, to be an important resource to educators throughout our region, and to be a catalyst for developing new educational programs and opportunities serving youth throughout Northern New Mexico. The team Allan has assembled to implement the project is highly qualified and has the necessary skills and experience to successfully execute the project.

From a regional perspective, the immersive experience theater project will have a positive impact on the local community and economy. I agree that it will attract visitors from around the region, generating revenue for local businesses and creating jobs. Moreover, the project will showcase the region's talent and expertise in creative industries such as development of new media, immersive experience, and digital art productions.

It is clear that this project aligns with the strategic goals and objectives of Los Alamos County, and that it has the potential to make a significant contribution to the community's quality of life. Allan has demonstrated leadership and a strong commitment to achieving the project's goals. It has been truly impressive to witness a shuttered business property brought back into productive use for the community and to observe Allan's willingness to collaborate with others in the field to share his knowledge and expertise.

I strongly recommend that Los Alamos County's LEDA application evaluation process give every positive consideration to SALA. I believe that this project will have a positive impact on the community and region and that Allan and his team will make the most of this opportunity.

Please forward a copy of this letter to the members of the Los Alamos County Council along with my greetings. Thank you!

Respectfully,

A handwritten signature in black ink, appearing to read 'Leo Jaramillo', with a large, stylized flourish extending to the right.

Leo Jaramillo
New Mexico State Senator
District 5