



Community Internship Collaboration Business Proposal
Spring, 2019

Organization name	Los Alamos County Economic Development Division/Los Alamos Film Office
Mentor/Contact name	Kelly Stewart, Marketing Specialist
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Organization website	losalamosnm.us and wherediscoveriesaremade.com
Describe your organization	Los Alamos County's Economic Development Division (EDD) manages Branding, Tourism and the Los Alamos Film Office. Kelly Stewart is the designated film liaison for Los Alamos to the State of New Mexico Film Office, providing assistance to film producers, location managers and scouts to secure film locations and the required County permits (traffic, sound, etc.); also works with the NM Film Office and the IATSE Local 480 film workers union to collaborate on trainings and events. LAFO is working to promote Los Alamos as a location through development of an app and film tourism tours. The EDD is also working with the County's Communications & Public Relations Office to implement branding projects and programs.
Internship title	Los Alamos County Film and Marketing Intern
Specific days/hours (if applicable)	Flexible. Work with intern to determine days/times that work around their school schedule. Thur., Jan 24 is Film & Media Day at the Roundhouse (Santa Fe Capitol Building), if possible.
What will the student learn from the internship?	Networking, business communications skills (verbal, written); film/tourism industry opportunities; app and website content development; time management; project management.
What does your business need that a student intern can impact?	Developing and promoting Los Alamos Film Office and branding tools, products and services, including the film locations app, web page and website. The intern will help complete the content required for an important project that the Los Alamos Economic Development Division has not had time to complete; a project that has the potential to shine a statewide light on the town's film locations and bring in business and revenue from the film industry.
What project(s) will the intern work on?	Scene It In the Movies app completion, Los Alamos Film Office web page; filmlosalamos.com website; New Mexico Film Week events and communications and promotions; IF productions come to Los Alamos, location logistics coordination and on-set visits. Brand initiatives scheduled to launch at Los Alamos ScienceFest's Discovery Day (July 13, 2019).
What skills are required for this internship?	Above all, a positive, can-do attitude, attention to detail; a strong work ethic and accountability; the willingness to jump out of your comfort zone and try something and possibly not get it right the first time—and then try again; the willingness to ask questions, clarify, check in after starting; basic writing skills; design skills, a plus, but not necessary; an interest in how marketing impacts people; an appreciation for film.
What final deliverables will the student produce?	Completion of an app, County web page and Los Alamos Film Office website to promote Los Alamos film locations and provide easy access to logistical information, including resources, costs, etc. Completion of a branding app or other tool to launch at ScienceFest 2019.

How would you describe the primary purpose of this project? (Select one)	<input type="checkbox"/> Computer Science/IT <input type="checkbox"/> Science (Biology, Chemistry, Environmental) <input checked="" type="checkbox"/> Marketing/Communications <input type="checkbox"/> Project Management <input type="checkbox"/> Accounting/Finance <input type="checkbox"/> Other
If "Other", please specify	N/A
Any additional information you would like to share?	Not at this time!