

City of Albuquerque

Lodgers' Tax Advisory Board



Chairman: Deepesh Kholwadwala
Vice Chair: Malini Perumal

Board Members:
Sean Jariwala
Skye Devore
Courtney Bell
Tushar Patel

Minutes from the July 2024 Meeting

The Lodgers' Tax Advisory Board meeting on Thursday, July 25, 2024, was held via Zoom video conference.

Deepesh Kholwadwala, Board Chair, called the meeting to order at 3:33 PM MT.

In attendance:

Board Members

Deepesh Kholwadwala
Malini Perumal
Sean Jariwala
Courtney Bell
Skye Devore

City of Albuquerque

Justin Hilliard, EDD
Cilia Agliadoro, Finance
Charlotte LaBadie, Finance
Donna Sandoval, Finance
Monica Mitchell, EDD
Matthew Montoya, City Attorney
Kevin Sourisseau, CFO
Henry Hoffman, EDD

Contractors

Ray Roa, ASM Global
Ceela McElveny, Visit ABQ
Roberta Ricci, AHCC
Marisol Lucero, Visit ABQ
Tania Armenta, Visit ABQ
Scott Craighead, Visit ABQ
Dee Lujan, AHCC
Michelle Drenker, Visit ABQ
Dominic Baca, AHCC
William Schudlich, Visit ABQ

I. Welcome & Introductions – Deepesh Kholwadwala, Board Chair

II. Adoption of Agenda – Additions/Deletions to Agenda – Deepesh Kholwadwala, Board Chair

- Motion to adopt the agenda was done after the City Treasurer's Report and Presentation

MOTION to Adopt the Agenda: Skye Devore

SECOND: Sean Jariwala

MOTION PASSED UNANIMOUSLY

III. Call to Approve Minutes – Deepesh Kholwadwala, Board Chair

MOTION to Approve June 2024 Minutes: Skye Devore
SECOND: Courtney Bell

IV. City Treasury Report(s) & Presentation – Cilia Aglialoro & Charlotte LaBadie

- Combined Monthly Total Revenue – 2.21 million for May FY24. Up 11.06% from FY23.
- Lodgers Tax Monthly Revenue up 5.67%. Delinquent Revenue up 585.50%. Short-Term Rentals Revenue down 31.32%. Hospitality Fee Revenue up 5.66%.
- Charlotte explains the details of liens placed on several hotels.
 - 6 New Liens. 8 Existing Liens.
 - Total FY24 Estimated Occupancy Taxes at 18.79MM. Est. Delinquency Amount at \$2,035,785. Est. Delinquency Ratio 10.84%.

Contractor Reports

V. ASM Global Monthly Report – Ray Roa & Craig Barkdull

- June
 - 22 total events. 17 at ACC & 5 at SPRK.
 - ACC Operated at a 8.71% occupancy rate. SPRK at 70.00%.
 - Repeat Business - 14 groups returned.
 - New Business - 8 were new.
 - Lead Source(s) for June Bookings: 95.45% ASMG, 4.55% VABQ, & 0% AHCC.
 - ASM Global/ACC booked a total of 18 future events in June 2024. ASM Global/SPRK booked a total of 1 future event in June 2024.
 - In June 2024, the ACC & SPRK turned down 26 events. Lead Source(s) for turned-down events: 65.38% ASMG, 30.77% VABQ, & 3.85% AHCC.
- July
 - 12 events contracted between ACC & SPRK.
- Quarterly Stats (April-June)
 - Total Number of Events – 88
- Ray explains the details of several capital improvement projects.

VI. Visit Albuquerque Monthly Report – Tania Armenta, Ceela McElveny, William Schudlich, Marisol Lucero, Michelle Drenker & Scott Craighead

- June 2024 Destination Dashboard
 - Lodgers' Tax Collections up 11% vs. May 2023.
 - Up 6% vs. FYTD 23. Up 18% vs. FYTD 22.
 - Average Hotel Occupancy flat with May 2023.
 - Average Daily Rate up 4% vs. May 2023.
 - The Occupancy Rate of 69% is 3% higher than the national average.
 - 500,602 Total Passengers (Sunport Airline Metrics – May 2024) – up 7% vs. May 2023 and up 8% vs. May 2022.
 - The number of meetings/events in Jun 2024 is down 22% from June 2023.
 - 15 new Future Citywide Events Booked FYTD. 105 new Future Non-Citywide Events Booked FYTD.

- 224 Future Events Booked FYTD. Down 6% vs. FYTD 23. Future Attendance Booked and Future Direct Spend are up.
- 2024 FYTD Advertising Impressions are up 63% (3,012,916,375 total), Website User Sessions are up 29% (3,701,134 total), and Social Media Followers are up 21% (352,658 total) compared to 2023 FYTD. Visitor Guide Fulfillment is down 22%.
- 167 ACE Trainees FYTD.
- Ceela highlights new trade show booth, Project SEARCH and recently won business.

VII. Albuquerque Hispano Chamber of Commerce Monthly Report – Minerva Jurado-Perea

- June
 - Annual KPI – Total Citywide Events booked at 150%. Total New Citywide Events booked at 200%. Total Non-Citywide Events booked at 100%. Total New Non-Citywide Events booked at 300%.
 - Local Events - 6 events in June, 5 in July, 1 in August, and 3 in September.
 - Recent and Upcoming Events/Tradeshows – 2 in June and 2 in July.
 - Marketing Performance – 72,620 impressions from Advertisements in June 2024. Social Media – 1,716 followers on Facebook and 669 followers on Instagram.

VIII. City Staff Report

- Justin Hilliard - Nothing new to report.

IX. Adjourn

MOTION to Adjourn: Skye Devore

SECOND: Sean Jariwala

MOTION PASSED UNANIMOUSLY

Meeting adjourned 4:57 PM MT

Minutes submitted by: _____
Justin Hilliard, City Staff

Date _____

Minutes approved by: _____
Board Chair

Date: _____