

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 May 2024 Meeting

The Lodgers' Tax Advisory Board meeting on Thursday, May 23, 2024, was held via Zoom video conference.

Deepesh Kholwadwala, Board Chair, called the meeting to order at 3:35 PM MT.

In attendance:

Board Members

Deepesh Kholwadwala
Courtney Bell
Sean Jariwala

City of Albuquerque

Justin Hilliard, EDD
Cilia Agliadoro, Finance
Monica Mitchell, EDD
Donna Sandoval, Finance
Henry Hoffman, EDD
Matthew Montoya, City Attorney
Daniel Schmuck, EDD

Contractors

Tania Armenta, Visit ABQ
Ray Roa, ASM Global
Ceela McElveny, Visit ABQ
Minerva Jurado-Perea, AHCC
Marisol Lucero, Visit ABQ
Michelle Drenker, Visit ABQ
Craig Barkdull, ASM Global
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: Sean Jariwala

SECOND: Courtney Bell

MOTION PASSED UNANIMOUSLY

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

MOTION to Approve April 2024 Minutes: Sean Jariwala

SECOND: Courtney Bell

IV. Chairman Reports

- Chairman Kholwadwala reports meeting with CABQ team to discuss future LTAB goals

V. City Treasury Report(s) & Presentation – Cilia Aglialoro

- Combined Monthly Total Revenue – 2.05 million for March FY24. Up .59% from FY23.
- Lodgers Tax Monthly Revenue down 2.89%. Delinquent Revenue up 95.58 %. Short-Term Rentals Revenue up 18.3%. Hospitality Fee Revenue down 2.89%.
- Charlotte explains the details of liens placed on several hotels.
 - 5 New Liens. 3 Existing Liens.
 - Total FY24 Estimated Occupancy Taxes at 18.79MM. Est. Delinquency Amount at \$1,258,694. Est. Delinquency Ratio 6.70%.

Contractor Reports

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

- March
 - 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 - 4 events in April, 3 in May.
 - Recent and Upcoming Events/Tradeshows – 3 in April, 2 in May, and 1 in June.
 - Marketing Performance – 199,575 impressions from Advertisements in April 2024. Social Media – 1,716 followers on Facebook and 664 followers on Instagram.

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

- April
 - 29 total events. 24 at ACC & 5 at SPRK.
 - ACC Operated at a 28.90% occupancy rate. SPRK at 33.33%.
 - Repeat Business - 16 groups returned.
 - New Business – 13 were new.
 - Lead Source(s) for Apr. Bookings: 89.66% ASMG, 3.45% VABQ, & 3.45% AHCC.
 - ASM Global/ACC booked a total of 15 future events in April 2024. ASM Global/SPRK booked a total of 5 future events in April 2024.
 - In April 2024, the ACC & SPRK turned down 23 events. Lead Source(s) for turned-down events: 56.52% ASMG, 34.78% VABQ, & 8.7% AHCC.
- May
 - 36 events contracted between ACC & SPRK.
- Ray details several improvements at ACC

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

- April 2024 Destination Dashboard

- Lodgers’ Tax Collections up 1% vs. March 2023.
- Up 5% vs. FYTD 23. Up 19% vs. FYTD 22.
- Average Hotel Occupancy down 3% with March 2023.
- Average Daily Rate up 1% vs. March 2023.
- The Occupancy Rate of 67% is 3% higher than the national average.
- 452,861 Total Passengers (Sunport Airline Metrics – March 2024) – up 7% vs. March 2023 and up 21% vs. March 2022. In the 5-yr FYTD comparison, FY24 is outpacing FY20.
- The number of meetings/events in April 2024 is up 50% from April 2023. Est. Direct Spend is up 135%.
- 12 new Future Citywide Events Booked FYTD. 79 new Future Non-Citywide Events Booked FYTD.
- 179 Future Events Booked FYTD. Down 9% vs. FYTD 23. Future Room Nights Booked, Future Attendance Booked, and Future Direct Spend are all up.
- 2024 FYTD Advertising Impressions are up 128% (2,064,228,723 total), Website User Sessions are up 23% (2,906,540 total), and Social Media Followers are up 23% (343,823 total) compared to 2023 FYTD. Visitor Guide Fulfillment is down 21%.
- 141 ACE Trainees FYTD.
- Tania highlights community and industry engagement, including U.S. Travel Association IPW, Sports ETA Sports Partnership Award of the Year, and a new virtual tour on Visit ABQ’s website.

IX. City Staff Report

- Nothing new to report.

X. Adjourn

MOTION to Adjourn: Sean Jariwala
SECOND: Courtney Bell
MOTION PASSED UNANIMOUSLY

Meeting adjourned 4:39 PM MT

Minutes submitted by: _____
 Justin Hilliard, City Staff

Date _____

Minutes approved by: _____
 Board Chair

Date: _____