

City of Albuquerque

Lodgers' Tax Advisory Board



Chairman: Sean Jariwala
Vice Chair: Deepesh Kholwadwala

Board Members:
Tushar Patel
Phillip Snyder
Skye Devore
Leah Black

Minutes from August 2022 Meeting

The Lodgers' Tax Advisory Board meeting on Thursday August 25, 2022 was held via Zoom video conference.

Sean Jariwala, Board Chair, called the meeting to order at 4:00 PM MT.

In attendance:

Board Members

Sean Jariwala
Skye Devore
Deepesh Kholwadwala
Phillip Snyder

City of Albuquerque

Christopher Chavez, City EDD
Savannah Hoover, City EDD
Cilia Aglialoro, Treasury
Angelica Mireles, EDD

Contractors

John Lewis, AHCC
Roberta Ricci, AHCC
Tania Armenta, Visit ABQ
Ceela McElveny, Visit ABQ
Marisol Lucero, Visit ABQ
Ray Roa, ASM Global
William Schudlich, Visit ABQ
Scott Craighead, Visit ABQ

I. Welcome & Introductions – Board Chair

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

MOTION to Adopt the Agenda: Leah Black

SECOND: Phillip Snyder

MOTION PASSED UNANIMOUSLY

III. Call to Approve Minutes – Board Chair

MOTION to Approve July 2022 Minutes: Philip Snyder

SECOND: Leah Black

MOTION PASSED UNANIMOUSLY

IV. Chairman Reports

City Treasury Report(s) & Presentation – Cilia Aglialoro

- Revenue Summary -
 - FY22 completed and all revenue received for June and August
 - Month to month for June 2022 vs. 2021 - 21.33%; up 159.81% from 2020

- Cumulative growth for FY 22 vs. FY21, up 84% percent; up 45.76% from FY20
- 151 lodging establishments are reporting; 4 have liens. Information and reasons for nonpayment provided on some lodging establishments that have not paid.
- Review submission form for long-term facilities seeking exemption.

Contractor Reports

V. ASM Global Monthly Report – Ray Roa

- 31 total events: 24 at the convention center operation at 11% occupancy. ARSC had 7 events, operated at 69% occupancy.
- 8 returning groups in July and 16 new business for month of July.
- 22 events booked in July; 16 businesses turned down.
- Highlights include 29 booking in August.

VI. Visit Albuquerque (Albuquerque Convention and Visitors Bureau) Monthly Report – Tania Armenta/ Marisol Lucero

- Tourism Insights:
 - July Comparisons: Local occupancy is higher than comp set, but lower than national average; however revpar and monthly ADR collections are still trailing comp and national average.
 - ABQ Market Demand by Week: Determining what post-COVID demand vs. seasonal demand. Weekly market demand in last week of August was down only 1% from 2021; occupancy only down 8% from 2021.
 - Slow to return to group and business travel; seen in downtown occupancy. Midweek occupancy is returning, however.
 - Weekday occupancy is up .3% and Weekend occupancy is down 3.7% compared to the same time last year.
 - Market ADR by week – up 11%
 - Signs of weekday travel improving, will continue to monitor.
- Short-Term Rental Insights:
 - All-time high of active listings: 1714.
 - July ADR is \$193, 7% higher than July 2021.
 - In Hotel and Home Rental Market Performance Trend, ABQ Market is considered suburban. Most of the home rentals that are coming online nationally are in areas that are not serviced by large hotels.
 - Macro economy report: Suburban Market (ABQ) has recovered to 96% of its revpar from 2019. Oxford models do not see near term recession.
 - Business Travel: Group – ADR up 105% and revpar 73% compared to 2019; Transient – ADR up 117% and revpar up 102% compared to 2019
- July 2022 Destination Dashboard
 - Sunport passenger for FY21: Increase in 21% over June 2021; FY22 still behind FY18 by 1.1 million travelers.
 - Leisure and Hospitality employment statistics: 45,000 – up 14% compared to June 2021, up 36% from June 2020.
 - 25 meetings in July 2022 compared to 16 in July 2021.
 - Future non-Citywide events: Booked 20 total non-citywide events for estimated direct spend of \$2,151, 901.

- Sporting Events FYTD: 11 events with direct spend estimated at \$1.2 million
- 4,689 total nights booked
- 21 total lost events; 19,314 lost room nights; 9,846 lost attendees; \$8.4 million lost estimated direct spend.
- Sept. 13th Visit Albuquerque Annual Event invitation; year in review and a look forward.
- State Fair and Balloon Fiesta just around the corner.

VII. Albuquerque Hispano Chamber of Commerce Monthly Report – Roberta Ricci

- July 2022: 3,099 bookings
- Interviewing for Destination Director positions
- Hosted Mariachi Spectacular and looking to have organization return in 2023.
- Hosted Alcoholicos Anonimos, returning conference.
- Attended LULAC in Puerto Rico, next conference to be hosted in ABQ.
- Hosted Atrisco Companies BOD’s meeting at AHCC campus.
- Working to resecure: AIHEC for 2023; ANGF for 2024.
- Secured hotel nights in November for La India Yuridia.
- Assisted with Navajo Nation meetings, including housing rental program servicing 100 people/day for three days.
- Social Media Review.

VIII. City Staff Report

- Monica Mitchell promoted to Deputy Director; serving with Deputy Director Lisa Abeyta.

IX. Adjourn

MOTION to Adjourn: Deepesh Kholwadwala

SECOND: Leah Black

MOTION PASSED UNANIMOUSLY

Meeting adjourned 5:04 PM MT

Minutes submitted by: _____
Savannah Hoover, City Staff

Date _____

Minutes approved by: _____
Board Chair

Date: _____