

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 October 2022 Meeting

The Lodgers' Tax Advisory Board meeting on Thursday, October 27, 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

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: Philip Snyder

MOTION PASSED UNANIMOUSLY

III. Call to Approve Minutes – Board Chair

MOTION to Approve August 2022 Minutes: Philip Snyder

SECOND: Leah Black

MOTION PASSED UNANIMOUSLY

IV. Chairman Reports

City Treasury Report(s) & Presentation – Cilia Aglialoro

- Revenue Summary -
 - 2 months in to FY2023
 - \$147,041.63 (8.80) increase from last August in FY22

- 3.78 Million in Total FY23 Lodger's & Hospitality, 9.56% cumulative growth increase from FY22.
- 3.78 Million in total FY23 Lodger's & Hospitality, 149.67% cumulative growth increase from FY21 (COVID).
- Lodgers Tax Revenue Summary had increases in Monthly Revenue by 5.48%, Delinquent Revenue by 32.12% and AIRBNB by 49.75% compared to August FY22.
- Hospitality Fee Revenue Summary has increases in Monthly Revenue by 5.16%, Delinquent Revenue by 33.81% and AIRBNB by 49.75% compared to August FY22.
- Delinquent revenue jump could be cause by more hotel payment.
- Delinquent Lean Summary has 4 Hotels with leans, 14 Hotels with no payment in last 6 months and 128 Hotels actually paying. 181 Lodging Establishments paying directly.
- 60/40 non-compliance/compliance of businesses are meeting requirements to be STR.
- Planning and City Treasury have been sending out letters to inform STR businesses they are not 100% in compliance with the city. Have found to be helpful.
- Theoretically, we have local individual STR houses report their revenues, if we had 100% compliance we'd have total amount of revenue in the month.

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Contractor Reports

V. ASM Global Monthly Report – Ray Roa

- September Total of Events: 35
 - 5 Banquets, 5 Meetings, 4 concerts, 5 Sporting Events and more.
- ACC Occupancy Rate: 18%. ARSC Occupancy Rate: 63%
- Leading Sources for booking in September:
 - 90% ASMG, 10% VABQ
- 19 repeat businesses & 12 New groups
- 36 businesses turned down due to geographical issues, no communication with prospects and date availability.
- October brings 32 contracted events.

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

- Tourism Insights:
 - Comp Set Monthly:
 - Occupancy Locally 1.9% over national average,
 - ADR is under national average by \$38.51
 - ABQ Market by week has a weekly market demand for October was up nearly 9% vs. Same week in FY21.
 - ABQ Market Occupancy was up nearly 5% from same time last year.
 - Weekly occupancy in location segments has a 13% increase jump in Downtown segment.
 - ABQ Market ADR was nearly up by \$16.06 vs. same week last year.
 - Weekly ADR for downtown hotels was up 10% and Full-service hotels up 14%.
 - 2022 Balloon Fiesta Metrics:
 - Occupancy was 1.1 points down compares to last year.
 - Demand was 2 points down compared last year.
- September 2022 Destination Dashboard

- NEW Visit ABQ Balloon! Balloon will fly in near by states and promote!
- 414,554 Total Passengers (19% increase).
- 44,400 total August 2022 leisure and hospitality employment.
- September had 18 meetings/ events with a direct spend of \$3,548,710
- 5 New Citywide events, 62 future non city wide events.
- September FY22 has \$10,799,533 in Future Direct Spending.
- Total Monthly Lodger's Tax Collection for July FY22 at \$1,634,839
- IMEX America will be significant to promoting ABQ.
- ACE Training – November 10, 2022
- Visit ABQ Holiday Party - December 1, 2022

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

- New Hire! Marcela Mendoza in the EA position for Hispano Chambers
- Planning event with New Mexico Bowl to assist in promoting ABQ and ABQ culture.
- Worked with Visit ABQ & Communications to pin-point restaurants in Barela's/South Valley Area for AFAR Travel/ Cuisine Digital and Print publications.
- Joe Trimble (board chair in AHCC) attending the World Indigenous Business Forum as panelist in Colombia.
- La Cosecha Conference ABQ NM, 2023! Expected 3,000-3500 in attendance.

VIII. City Staff Report – Savannah Hoover

- Savannah proposes to reschedule Nov. meeting due to Thanksgiving. Meeting is deferred to Dec 22nd.
- Reports normally due in Nov. will be distributed and discussed in Dec.
- Board will be selecting New President and Vice President.
- In-person meetings are soon to come!
- Savannah will review what is needed for positions and will be discussed in January
- Philip Snyder will be resigning from LTAX due to sold business. THANKS PHILIP!

IX. Adjourn

MOTION to Adjourn: Phil Snyder

SECOND:

MOTION PASSED UNANIMOUSLY

Meeting adjourned 5:04 PM MT

Minutes submitted by: _____
Savannah Hoover, City Staff

Date _____

Minutes approved by: _____
Board Chair

Date: _____