

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 September 2022 Meeting

The Lodgers' Tax Advisory Board meeting on Thursday, September 22, 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: Tushar Patel

SECOND: Leah Black

MOTION PASSED UNANIMOUSLY

III. Call to Approve Minutes – Board Chair

MOTION to Approve August 2022 Minutes: Leah Black

SECOND: Tushar Patel

MOTION PASSED UNANIMOUSLY

IV. Chairman Reports

City Treasury Report(s) & Presentation – Cilia Aglialoro

- Revenue Summary -
 - July 2022 1.9mill in revenue from Lodgers Tax, 10.28% increase in Accumulative Change Total in FY23.

- 222.66% increase in Delinquent Lodger's Tax revenues in FY23 vs. FY22.
- Delinquent Liens include 4 hotels with a lien and 14 hotels with no payments in last 6 months.
- Cilia displays the list of Delinquent hotels with 166,328\$ delinquent in STR & Hotels. Surprisingly the majority of are owned by the same person.
- Zoning for hotels is NOT the same as for apartments. Hotels who converted to Apartments have had to change their use.

Contractor Reports

V. ASM Global Monthly Report – Ray Roa

- August Total of Events: 24
 - 6 Banquets, 4 concerts, 7 Meetings, 3 Sporting events and 3 others
- Leading Sources for booking in August:
 - ASMG – 92%, VABQ – 8%
- ACC operated at 15 % occupancy while ARSC operated at 45% occupancy.
- 14 repeat businesses & 6 new groups.
- 30 Total Turned Down Events due to date availability, no responses from prospects and ABQ being outside a specific tour route.
- September brings 28 events to come.

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

- Tourism Insights:
 - 5-Year ADR is \$109.10 which is less than the National average and Comp. Set at over 125\$.
 - ABQ Market Demand:
 - Was up 4% over the same week last year
 - Weekly occupancy for Downtown is at 53%.
 - ABQ Market has Saturdays at highest occupancy at 75.1%
 - Weekend Occupancy is up 0.2 points and weekday occupancy is up 5.1 points vs last year.
 - Weekly Market ADR is up \$9.02 vs last year.
 - In the most recent 30 days, higher mid-week demand has given a higher ADR & occupancy over the weekend.
 - ABQ Short term rentals are up nearly 500 listings.
- July 2022 Destination Dashboard
 - Average Hotel Occupancy – down 9% vs. July 2021.
 - Average Daily Rate – up 13% vs. July 2021
 - July 2022 Occupancy Rates for Albuquerque is 68%, 2% less than National Average.
 - July 2022 ADR for Albuquerque s \$111.43.
 - 431,650 Total passengers in July 2022. 14% more than July of 2021.
 - United and American Airlines are increasing their share of the Airlines Market.
 - Social Media followers is up 20% and Social Media Engagement is up 147%.

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

- Hiring Nichole Besseraas, the Destination Director of convention and tourism. Nichole starts October 10th 2022
- Total August bookings 496
- Attended Navajo Nation Fair, will be a part of the Navajo Nation Parade, Hosted two Navajo Nation meetings at the AHCC Campus
- Social Media Marketing overall increase in Activity, like, and Engagements.

VIII. City Staff Report

- Savannah asked for any feedback towards the “Real Time” cameras. Sean gives a brief statement containing information about the process.

IX. Adjourn

MOTION to Adjourn: Tushar Patel

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: _____