

# City of Albuquerque

## *Lodgers' Tax Advisory Board*



**Chairman:** Sean Jariwala  
**Vice Chair:** Deepesh Kholwadwala

**Board Members:**  
Tushar Patel  
Skye Devore  
Malini Perumal  
Courtney Bell

### *Minutes from November 2023 Meeting*

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The Lodgers' Tax Advisory Board meeting on Thursday, November 16, 2023, 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  
Deepesh Kholwadwala  
Skye Devore  
Courtney Bell  
Malini Perumal  
Tushar Patel

**City of Albuquerque**

Justin Hilliard, EDD  
Cilia Agliadoro, Treasury  
Monica Mitchell, EDD  
Charlotte LaBadie, Treasury  
Laura Rummler, City Council  
Matthew Montoya, City Attorney

**Contractors**

Tania Armenta, Visit ABQ  
Craig Barkdull, ASM Global  
Ray Roa, ASM Global  
Minerva Jurado-Perea, AHCC  
Dee Lujan, AHCC  
William Shudlich, Visit ABQ  
Ceela McElveny, Visit ABQ  
Marisol Lucero, Visit ABQ  
Dominic Baca, AHCC

**I. Welcome & Introductions – Board Chair**

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

**MOTION to Adopt the Agenda:** Tushar Patel

**SECOND:** Deepesh Kholwadwala

**MOTION PASSED UNANIMOUSLY**

**III. Call to Approve Minutes – Board Chair**

**MOTION to Approve October 2023 Minutes:** Skye Devore

**SECOND:** Malini Perumal

#### **IV. Chairman Reports**

##### **City Treasury Report(s) & Presentation – Cilia Aglialoro & Charlotte LaBadie**

- Combined Monthly Total Revenue - 1.8 million for September FY24. Down 2.78% from FY23. FYTD up .44% compared to FY23 and up 13.73% compared to FY22.
- Current Monthly Revenue down about 3.3% on both Hospitality and Lodgers.
  - Deepesh noted an interesting point, that there's been a 12% increase in Airbnb Revenue and 3.31% decline in Hotel Revenue for the month of September.
- 141 Hotels in the CABQ - 3 have liens, 9 have not been paying, 81 hotels paying directly, & 3 market place providers.
  - Short-Term Rentals (STRs) - Number of STRs have increased 27%, with 45% compliant and 55% non-compliant (as of 11/2/23).
    - Another round of letters will be sent out to STR's (w/legal, planning, government affairs) with the intent of raising the percentage of compliance rate (haven't sent out letters since April).
  - Hotels Non-Compliance update. They're following the ordinance process (15-day notice of lien w/certified letters). Some have caught up with payments, but still need to update their reporting. Charlotte LaBadie provided additional information on the other properties. These have been updated since last month's report. The board discussed some of the properties and whether the addresses are correct for the properties. The issue of confidentiality was discussed. City Attorney Matthew Montoya will advise them after the meeting on confidentiality.

#### **Contractor Reports**

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

- October
  - 24 total events. 21 at ACC. 3 at SPRK
    - ACC operated 17% occupancy rate, SPRK at 14%.
    - 14 were rebooked groups. 10 groups were recorded as new business.
  - 15 pieces of new business future events booked in October.
  - 20 opportunities turned down in October.
- November
  - 19 total events contracted in November.

##### **VI. Visit Albuquerque (Albuquerque Convention and Visitors Bureau) Monthly Report – Tania Armenta**

- September
  - Average Hotel Occupancy down 5% vs. September 2022 and down less than 1% vs. CYTD 2022.
  - Average Daily Rate down 1% vs. September 2022 and up 5% from vs. CYTD 2022.
  - Occupancy Rate Comparison – CABQ Average 65% compared to 66% Comp. Set Average and 66% U.S. Average.

- Average Daily Rate – CABQ Average \$115.28 compared to \$138.07 Comp. Set Average and \$160.18 U.S. Average.
- Airport Traffic – 6% increase in total passengers vs. September 2022.
- 5-Year FYTD comparison, shows we’re outpacing FY20, FY21, FY22, & FY23.
- 46,700 individuals employed in the leisure and hospitality sector, up 7% vs. September 2022 (outpaces the previous four years).
- October
  - Team involved in booking 19 events, which equated to approximately 7,816 room nights, estimated at \$4,558,827 in direct spend (up 34% over October 2022).
  - Future Bookings - 15 Citywides with an estimated direct spend of \$13,436,044 (up 180% vs. FY23). 64 Non-Citywides, with an estimated direct spend of \$8,249,659 (down 34% vs. FY23). 46 Sporting Events with an estimated direct spend of \$16.6M. Overall metrics, the team has booked 79 future events with an estimated direct spend of \$21,685,703 (up 25% from FY23).
  - Advertising Impressions – 861,954,355 (up 662% vs. FY23).
  - Website User Sessions – 1,203,940 (up 24% vs. FY23).
  - Social Media Followers – 326,534 (up 23% vs. FY23).
  - Visitors Guide Fulfillment – 6,607 (down 17% vs. FY23).
  - Visitor Center Traffic – 36,950 (up 15% vs. FY23).
  - Earned Media Circulation Reach – 584,165,282 (up 315% vs. FY23).
  - 80 ACE Trainees (vs. 43 in FY23).
  - Deeper dive on Lodgers’ Tax and Occupancy in report.
  - Discussed recent and upcoming activity (tradeshows & industry meetings).
  - 39 lost events so far, equating to 17,367 lost room nights, and \$8.9M in lost est. direct spend. Types of events and top reasons listed.
  - New ticketing system live on website and at visitor centers (bringing together tours and other events, to promote all to see/do w/online activity too).
- Deepesh discussed the trend downwards and what may have caused it. Tania clarified that Balloon Fiesta took place a week earlier last year. She also said that she expects October to be strong (also with STRs) and will be discussed more in December’s meeting. She shared that with Balloon Fiesta’s 13-night measurement, occupancy increased 2.3% over 2022, and total hotel revenue increased by 10% over 2022. 10 of the 13 nights saw stronger hotel performance than 2022.

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

- Using a new sales dashboard for reporting. Went over the layout, but not the individual numbers (they are in the report).
- Listed out Future Bookings and dates.
- Discussed recent and upcoming events/meetings in detail.
  - Dual Language will be in Santa Fe next year, but they have outgrown it, so that will be the last there. They will be back in Albuquerque in 2025.
  - Partnered with the United States Hispanic Chamber of Commerce and signed an MOU with the Mexico Chamber of Commerce to do some cross-promotions. There will be a press release and more details soon.
- Convention and Tourism Highlights

- At IMEX, the nation’s largest trade show for the convention sales business, attended Education Competent and one on one meeting.
- By attending the National Indian Education Association Expo. The team met with 40 exhibitors that consisted of Native American Organization, Educational Institute, and Chapters.
- CRM-on going DATA Input and Trainings- Boosting our engagements with hotel and industry partners, Convention Center lead generation and communication with meetings.
- Sales Blitz - November 13th and 14<sup>th</sup>
  - The team is preparing to prospect with new with local organizations, chapters, association to uncover any opportunity to bid on national conferences.
  - Team acquired a Professional in Destination Management Certification through Destination International. A 12-Hour program course provides those new to the destination organization side of the industry or those who are looking to deepen their understanding of the fundamentals of destination marketing, management and sales, with education and the critical skills and knowledge necessary to start or further their careers in the travel and tourism industry.
- Increases in followers and engagements via social media.
- Advertising Data – Highlighted the USA Today Native American Edition for the month of November (first printed edition of this – 675,000 printed with a 10,000,000 reach). Placed an ad in there that will also be available year-round digitally.
- Showed the financials page, but did not go into details.
- Deepesh stated that he would like to see new goals for calendar year 2024. Tushar also requested the expected number of room nights to be listed for future bookings. Deepesh inquired on whether AHCC has a hotel rep on their board. They do not currently. Deepesh suggested it as a way to help with future targets and goals.

**VIII. City Staff Report**

- LTAB December meeting moved to December 28<sup>th</sup>, 2023.
- City staff and board chair discuss the vacant board seat and the status of replacing Tushar Patel’s seat. City staff has not received any updates. They will email and find out if there have been any new applications.

**IX. Adjourn**

**MOTION** to Adjourn: Tushar Patel

**SECOND:** Skye Devore

**MOTION PASSED UNANIMOUSLY**

Meeting adjourned 5:01 PM MT

Minutes submitted by: \_\_\_\_\_

Justin Hilliard, City Staff

Date \_\_\_\_\_

Minutes approved by: \_\_\_\_\_  
Board Chair

Date: \_\_\_\_\_