

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 June 2024 Meeting

The Lodgers' Tax Advisory Board meeting on Thursday, June 27, 2024, was held via Zoom video conference.

Deepesh Kholwadwala, Board Chair, called the meeting to order at 3:34 PM MT.

In attendance:

Board Members

Deepesh Kholwadwala
Courtney Bell
Sean Jariwala
Malini Perumal
Skye Devore

City of Albuquerque

Daniel Schmuck, EDD
Cilia Agliadoro, Finance
Charlotte LaBadie, Finance
Lawrence Davis, Finance
Henry Hoffman, EDD
Matthew Montoya, City Attorney
Kevin Sourisseau, CFO

Contractors

Ray Roa, ASM Global
Ceela McElveny, Visit ABQ
Minerva Jurado-Perea, AHCC
Marisol Lucero, Visit ABQ
Michelle Drenker, Visit ABQ
Scott Craighead, Visit ABQ
William Schudlich, Visit ABQ
Dominic Baca, AHCC

- I. Welcome & Introductions – Deepesh Kholwadwala, Board Chair**
- II. Adoption of Agenda – Additions/Deletions to Agenda – Deepesh Kholwadwala, Board Chair**

MOTION to Adopt the Agenda: Skye Devore

SECOND: Malini Perumal

MOTION PASSED UNANIMOUSLY

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

MOTION to Approve May 2024 Minutes: Skye Devore

SECOND: Courtney Bell

IV. City Treasury Report(s) & Presentation – Cilia Agliandro

- Combined Monthly Total Revenue – 2.11 million for April FY24. Up 12.35% from FY23.
- Lodgers Tax Monthly Revenue up 15.70%. Delinquent Revenue down 66.27%. Short-Term Rentals Revenue up 27.73%. Hospitality Fee Revenue up 15.75%.
- 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

V. Visit Albuquerque Monthly Report – Ceela McElveny, William Schudlich, Marisol Lucero, Michelle Drenker & Scott Craighead

- New FY25 Marketing Plan
- May 2024 Destination Dashboard
 - Lodgers' Tax Collections up 12% vs. April 2023.
 - Up 5% vs. FYTD 23. Up 19% vs. FYTD 22.
 - Average Hotel Occupancy up 7% with April 2023.
 - Average Daily Rate up 7% vs. April 2023.
 - The Occupancy Rate of 70% is 5% higher than the national average.
 - 450,500 Total Passengers (Sunport Airline Metrics – April 2024) – up 8% vs. April 2023 and up 21% vs. April 2022. In the 5-yr FYTD comparison, FY24 is outpacing FY20.
 - The number of meetings/events in May 2024 is up 19% from May 2023. Est. Direct Spend is up 4%.
 - 13 new Future Citywide Events Booked FYTD. 89 new Future Non-Citywide Events Booked FYTD.
 - 203 Future Events Booked FYTD. Down 4% vs. FYTD 23. Future Attendance Booked and Future Direct Spend are up.
 - 2024 FYTD Advertising Impressions are up 83% (2,517,150,161 total), Website User Sessions are up 28% (3,360,786 total), and Social Media Followers are up 22% (347,980 total) compared to 2023 FYTD. Visitor Guide Fulfillment is down 22%.
 - 151 ACE Trainees FYTD.
 - Ceela highlights upcoming events, including Project Search and USA Archery Junior Olympic Target Nationals.

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

- May
 - 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 - 6 events in June, 5 in July, 1 in August, and 3 in September.

- Recent and Upcoming Events/Tradeshows – 2 in May, 2 in June, and 2 in July.
- Marketing Performance – 252,922 impressions from Advertisements in May 2024. Social Media – 1,716 followers on Facebook and 674 followers on Instagram.

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

- May
 - 37 total events. 30 at ACC & 7 at SPRK.
 - ACC Operated at a 24.00% occupancy rate. SPRK at 45.00%.
 - Repeat Business - 29 groups returned.
 - New Business – 8 were new.
 - Lead Source(s) for May Bookings: 94.59% ASMG, 5.41% VABQ, & 0% AHCC.
 - ASM Global/ACC booked a total of 18 future events in May 2024. ASM Global/SPRK booked a total of 5 future events in May 2024.
 - In May 2024, the ACC & SPRK turned down 19 events. Lead Source(s) for turned-down events: 79% ASMG, 16% VABQ, & 5% AHCC.
- June
 - 22 events contracted between ACC & SPRK.

VIII. City Staff Report

- Daniel Schmuck - Nothing new to report.

IX. Adjourn

MOTION to Adjourn: Skye Devore

SECOND: Courtney Bell

MOTION PASSED UNANIMOUSLY

Meeting adjourned 4:24 PM MT

Minutes submitted by: _____
Daniel Schmuck, City Staff

Date _____

Minutes approved by: _____
Board Chair

Date: _____