

City of Albuquerque

Lodgers' Tax Advisory Board



Chairman: Sean Jariwala
Vice Chair: Deepesh Kholwadwala

Board Members:
Tushar Patel
Skye Devore
Leah Black

Minutes from March 2023 Meeting

The Lodgers' Tax Advisory Board meeting on Thursday, March 23, 2023 was held via Zoom video conference.

Sean Jariwala, Board Chair, called the meeting to order at 4:01 PM MT.

In attendance:

Board Members

Sean Jariwala
Skye Devore
Deepesh Kholwadwala
Tushar Patel

City of Albuquerque

Savannah Hoover, City EDD
Angelica Mireles, City EDD
Cilia Agliadoro, Treasury

Contractors

Tania Armenta, Visit ABQ
Ceela McElveny, Visit ABQ
Minerva Jurado-Perea, AHCC
Chris Cardenas, ASM Global

I. Welcome & Introductions – Board Chair

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

MOTION to Adopt the Agenda:

SECOND: Leah Black

MOTION PASSED UNANIMOUSLY

III. Call to Approve Minutes – Board Chair

MOTION to Approve January 2023 & February 2023 Minutes:

SECOND: Leah Black

IV. Chairman Reports

City Treasury Report(s) & Presentation – Cilia Agliadoro

- So far, \$12,314,537.00 has been collected in Monthly Total Revenue.
- 4.04% increase from January FY22 vs January FY23.
- Cilia gave a break down of the different types of revenue received.
- Currently 4 liens, one is rumored to be payed off in beginning April.

Contractor Reports

V. ASM Global Monthly Report – Chris Cardenas

- February 2023:
 - 27 Total Events consisting of banquets, meetings, sporting events and assemblies.
 - ACS operated at 38% occupancy. ARSC operated at 19% occupancy
 - 22 repeat businesses. 5 new groups made business
 - 27 future events scheduled.
 - 36 events turned down because of date availability, geographical routes and no responses from prospects.

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

- 2% drop in average hotel occupancy in January. 10% increase in average daily rate in January.
- Occupancy Rate for January at 52%. Average Daily Rate for January at \$96.74.
- Destination Dash Board
 - 325,866 Total Sunport passengers for January 2023. 22% increase from FY22.
 - 43,400 Total Leisure & Hospitality Employment in January 2023.
 - 27 meetings/Events associated with Visit ABQ.
 - 19 Total city-wide events booked with a total direct spending of \$15,123,199.
 - 117 Booked non-city-wide events with a direct spending of \$17,206,409.
 - 67 booked sporting events with direct spend of \$19.9M.
 - Advertising impressions 62% increase at 375,130,809 vs FY22 at 231,018,372.
 - Earned media publicity 49% increase at 2,548,394 vs FY22 at 1,704,979.
 - 136 meetings, conventions and sports leads. 105 more than FY22.
 - Visit ABQ continues to exhibit extensively at industry trade shows, including recent shows in Denver, CO; National Harbor, MD; and Salt Lake, UT.
 - Tania expressed appreciation to the City of Albuquerque Parks & Recreation Department, ASM Global, the University of New Mexico Athletics Department and the local lodging community for their support of a successful indoor track and field season.
 - Tania notes upcoming activity Global Meeting Industry Day being organized by Visit ABQ and in partnership with ASM Global, Hispano Chamber, GAHLA, NM-MPI, IAEE and NMAAE.
 - Tourism Grants Program applications due April 28th. Approx. \$250,000 in funds available from the Albuquerque Tourism Marketing District funding. Open to any business. EDD offers support.
 - Visit ABQ will be collaborating with stakeholders to develop a Destination Master Plan. Work on the plan will be initiated in May.

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

- 17 definite bookings, 835 room nights and direct spend of \$1,441,578.

- Notable bookings
 - LULAC, FY23-24, 15,000 people & 3,600 RN's.
 - World Business Indigenous Forum, 1,000 people & 1,400 RN's
- 2 New hires: Dominic & Margret joining in sales positions.
- SUPERBOWL Ad averaged 309,000 viewers – lead to direct action.
- How do you calculate spending per person?
 - Depends by # of days, # of people and # of rooms.

VIII. City Staff Report

- Will work towards filling in 2 vacant positions.

IX. Adjourn

MOTION to Adjourn:

SECOND:

MOTION PASSED UNANIMOUSLY

Meeting adjourned 5:04 PM MT

Minutes submitted by: _____
Savannah Hoover, City Staff

Date _____

Minutes approved by: _____

Date:

Board Chair