

CITY of ALBUQUERQUE

TWENTY SIXTH COUNCIL

COUNCIL BILL NO. R-24-90

ENACTMENT NO. R. 2024 083

SPONSORED BY: Renée Grout and Brook Bassan

RESOLUTION

ASSESSING DISTRICT BENEFIT FEES FOR THE ALBUQUERQUE TOURISM
MARKETING DISTRICT IN ACCORDANCE WITH THE APPROVED BUDGET.

WHEREAS, the Albuquerque Tourism Marketing District (ATMD) was
Created by Ordinance O-22-14; and

WHEREAS, the Management Committee has prepared and filed with the
Council, for its review and approval, the FY25 operating budget that is in
accordance with the ATMD plan; and

WHEREAS, the ATMD Management Committee, Visit Albuquerque, has filed
with the Council a progress report of the ATMD activities for the preceding
fiscal year, which includes a complete financial statement setting forth its
assets, liabilities, income and operating expenses as of the end of FY24 and
the benefits of the ATMD programs to the ATMD lodging businesses' owners;
and

WHEREAS, the ATMD Management Committee has recommended to the
Council the benefit fee amounts to be assessed in accordance with the ATMD
plan; and

WHEREAS, Ordinances O-22-14 and O-22-21 provide for the distribution of
the ATMD benefit fee to the Management Committee of the ATMD who shall
determine how such funds are spent subject to the Management Committee's
compliance with the ATMD plan; and

WHEREAS, NMSA 1978 Section 3-63-13 authorizes the City Council to
annually assess the ATMD benefit fees.

BE IT RESOLVED BY THE COUNCIL, THE GOVERNING BODY OF THE CITY OF
ALBUQUERQUE:

SECTION 1. The City Council hereby approves the ATMD budget for FY25.

1 SECTION 2. The City Council hereby assesses the ATMD benefit fees for
2 FY25 in accordance with the formulas and procedures adopted in Ordinance
3 O-22-21.

4 SECTION 3. The estimated revenue of the ATMD benefit fees in the amount
5 of \$6,811,000 for FY25, shall be held in a special account for the purpose of
6 carrying out the ATMD in accordance with the approved budget and the ATMD
7 plan and distributed in accordance with the provisions of Ordinances O-22-14
8 and O-22-21.

9 SECTION 4. The City Council acknowledges receipt of the ATMD budget,
10 and approves the progress report and complete financial statement for FY24.

11 SECTION 5. SEVERABILITY. If any section, paragraph, sentence, clause,
12 word or phrase of this Resolution is for any reason held to be invalid or
13 unenforceable by any court of competent jurisdiction, such decision shall not
14 affect the validity of the remaining provisions of this Resolution. The Council
15 hereby declares that it would have passed this Resolution and each section,
16 paragraph, sentence, clause, word or phrase thereof irrespective of any
17 provision being declared unconstitutional or otherwise invalid.

1 PASSED AND ADOPTED THIS 18th DAY OF November, 2024
2 BY A VOTE OF: 9 FOR 0 AGAINST.

3
4
5
6 
7

8 Dan Lewis, President
9 City Council

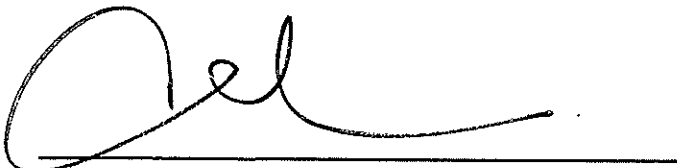
10
11
12
13 APPROVED THIS 1 DAY OF October, 2024
14

15
16
17 Bill No. R-24-90

18
19
20 
21

22 Timothy M. Keller, Mayor
23 City of Albuquerque
24

25 ATTEST:

26 
27
28

29 Ethan Watson, City Clerk
30
31
32
33

[+Bracketed/Underscored Material+] - New
[-Bracketed/Strikethrough Material-] - Deletion



Albuquerque Tourism Marketing District FY25 Budget & FY24 Progress Report

Submitted to the City Council of the City of Albuquerque:

- Estimated Budget for the period of July 1, 2024 – June 30, 2025
- Progress report for the period from July 1, 2023- June 30, 2024

Contents

Part I: Background	3
Overview	3
Governance	3
Part II: FY25 Budget	5
Boundaries.....	5
Improvements and Activities	6
ATMD Budget and Business Improvement Benefit Fee.....	9
Part III: FY24 Progress Report and Benefits to Assessed Lodging Businesses	12
Appendix 1 – Boundary Map.....	13
Appendix 2 – Assessed Businesses	14
Appendix 3 – Progress Report and Benefits to Assessed Lodging Businesses.....	18
Appendix 4 – Financial Statement	31

Part I: Background

Overview

Developed by Albuquerque lodging businesses and Visit Albuquerque, the Albuquerque Tourism Marketing District (ATMD) is a business improvement district to promote the economic vitality of the district and the general welfare of the city of Albuquerque by providing specific benefits to payors, by funding sales, marketing, communications, visitor services enhancements and destination product development/tourism grants for lodging businesses paying the ATMD business improvement benefit fee.

Effective July 1, 2022, the ATMD will remain in operation for a duration of five years. The ATMD provides an additional source of funding to expand promotion of the city, enhance visitor services and develop destination assets and events, with the benefit of increased room night sales to lodging businesses paying the ATMD business improvement district fee. These funds will supplement, not supplant, lodgers' tax and hospitality fee tourism marketing revenues.

Pursuant to City of Albuquerque Ordinance No. O-22-014, which authorized creation of the ATMD, and the Business Improvement District Act, NMSA 3-63-1 et. seq. (BID Act), Visit Albuquerque has prepared the FY25 Budget & FY24 Progress Report for submission to the City Council for its review and approval. Visit Albuquerque is the authorized management committee designated to administer the ATMD pursuant to the BID Act.

Governance

Albuquerque City Council, through adoption of the ordinance creating the ATMD and pursuant to § 3-63-11 NMSA, has appointed Visit Albuquerque to serve as the ATMD's management committee and administer and implement the ATMD Plan. Visit Albuquerque is a nonprofit corporation that operates within the boundaries of the ATMD. Pursuant to the ATMD Plan, Visit Albuquerque has established the ATMD Committee, which is responsible for approving the budget for ATMD funds and managing expenditures. The ATMD Committee is comprised solely of lodging business owners or owner representatives paying the ATMD benefit fee, and has a minimum of five (5) members with the following criteria:

1. A minimum of three select-service owners or owner representatives;
2. A minimum of two full-service owners or owner representatives;
3. Representation must include hotels in five various neighborhoods defined by Visit Albuquerque's mapping system;
4. No more than two members may represent hotels from the Downtown area; and
5. Only one member may represent the same ownership/management group.

Current members of the ATMD Committee are:

Sharmin Dharas
Owner, Hotel Zazz
Small Property Representative

Sean Jariwala
Managing Partner, Ambica Hospitality
AAHOA Representative

Deepesh Kholwadwala
Chief Executive, Sun Capital Hotels

Dhawal Kholwadwala
President, 505 Hospitality
GAHLA Representative

Damen Kompanowski
General Manager, Sheraton Uptown

Malini Perumal
Senior Vice President for Sales, Marketing & Revenue Management
Total Management Systems Inc.

Molly Ryckman
Vice President of Sales & Marketing, Heritage Hotels & Resorts

Part II: FY25 Budget

Boundaries

The ATMD will continue to include all lodging businesses, existing and in the future, available for public occupancy within the boundaries of the commercial areas of the City of Albuquerque. A map of the ATMD boundary is included herein as Appendix 1.

In the prior reporting period, three (3) new lodging businesses have opened, five (5) lodging businesses have closed, two (2) lodging businesses have changed their name, and three (3) lodging businesses may open in the upcoming year. A complete listing of businesses currently assessed for FY24 within the ATMD can be found in Appendix 2.

New Lodging Business:

- Home2 Suites by Hilton Albuquerque Airport - 3021 University Blvd. S.E., Albuquerque, NM 87106
- Sleepy Lobo Inn - 121 Vassar Dr. S.E., Albuquerque, NM 87106
- Imperial Inn - 701 Central Ave N.E., Albuquerque, NM 87102

Lodging Business Closures:

- San Mateo Inn - 2424 San Mateo Blvd. N.E., Albuquerque, NM 87110
- Adobe Manor Motel - 7412 Central Ave S.W., Albuquerque, NM 87121
- Americana Motel - 5908 Central Ave. S.W., Albuquerque, NM 87105
- Grandview Motel - 9700 Central Ave. S.W., Albuquerque, NM 87121
- La Puerta Motor Lodge - 9710 Central Ave. S.E., Albuquerque, NM 87123

Renamed Lodging Businesses:

- Howard Johnson by Wyndham Albuquerque Midtown is now Hotel 505 - 900 Medical Arts Ave. N.E., I-25 & Lomas, Albuquerque, NM 87102
- Ambassador Inn is now Days Inn by Wyndham Albuquerque I-25 - 1520 Candelaria Rd. N.E., Albuquerque, NM 87107

Potential Lodging Business Openings:

- Element by Westin Albuquerque Uptown – 2430 Louisiana Blvd. N.E., Albuquerque, NM 87110
- Fairfield Inn & Suites Albuquerque Uptown – 2160 Louisiana Blvd. N.E. Albuquerque, NM 87110
- Arrive Albuquerque – 717 Central Ave. N.W. Albuquerque, NM 87102

Improvements and Activities

The improvements and activities to be provided for fiscal year 2024/2025 are consistent with the District Plan (Plan). ATMD improvements and activities will increase overnight tourism and market assessed lodging businesses as destinations for leisure travelers, meetings and events, thereby increasing room night sales for lodging businesses paying the ATMD improvement district benefit fee.

Sales, Marketing & Communications

The sales, marketing and communications program will promote the city of Albuquerque and assessed lodging businesses as destinations for leisure travelers, meetings and events. The sales and marketing program will have a central theme of promoting Albuquerque as a desirable place for overnight visits. The program will have the goal of increasing overnight visitation and room night sales at assessed lodging businesses, and may include the following activities:

- Online marketing efforts to increase awareness and optimize online presence to drive overnight visitation and room sales to assessed lodging businesses;
- Advertising targeted at potential visitors to drive overnight visitation and room sales to assessed lodging businesses;
- Attendance at trade shows to promote travel to the city and promote assessed lodging businesses;
- Sales blitzes to promote Albuquerque as a destination for meetings and events and promote assessed lodging businesses;
- Familiarization tours of the city's attractions, visitor assets and assessed lodging businesses;
- Preparation and production of collateral promotional materials such as brochures, flyers and maps featuring the city's attractions, visitor assets and assessed lodging businesses;
- Attendance at professional industry conferences and affiliation events to promote Albuquerque as a destination and assessed lodging businesses;
- Lead generation activities designed to attract group events to assessed lodging businesses;
- Director of Sales and General Manager meetings to plan and coordinate tourism promotion efforts for assessed lodging businesses;
- Development and maintenance of a website designed to promote Albuquerque as a destination and promote assessed lodging businesses;
- Marketing campaigns that position Albuquerque as a top choice for potential visitors to increase demand for overnight visitation to assessed businesses;
- Strategies to increase demand for overnight visitation and room sales to assessed businesses, including local marketing, followed by drive markets, short-fly markets, long-fly markets, and eventually key international markets; and
- Utilize research to determine recovery factors that dictate consumer sentiment towards travel to assessed businesses.

Visitor Services Enhancements

The visitor services enhancement (VSE) program will provide funding for programs and initiatives based on criteria to be developed by Visit Albuquerque. The focus of the VSE program will be on the entire destination brand footprint to ensure a consistent brand experience throughout the ATMD. VSE programs may include:

- A long-term ambassador program with trained staff that supplements the current level of police presence around assessed businesses and encourages overnight visitation at assessed lodging businesses;
- Welcome center and kiosk improvements including new technology-driven visitor information enhancements; and
- Brand-centric visitor services training program for both public and private sector staff.

Destination Product Development / Partner Grants

Destination product development / partner grants projects will be designed to improve the visitor experience in an effort to increase overnight visitation at assessed lodging businesses. As the total number of rooms sold and room prices increases over time, the amount of available funds for projects will increase. As required by applicable law or regulation, the ATMD Committee will observe all appropriate City-required practices, including but not limited to the obtaining of contracts and permits, to implement destination project development/ partner grants projects. Projects may include:

- Comprehensive and integrated wayfinding signage system including signage to parking decks and lots;
- Rubber tire trolley transportation program connecting assessed lodging businesses with downtown and other attractions, to increase room night sales;
- Art and cultural projects, to attract overnight visitors;
- Gateway enhancements, to attract overnight visitors;
- Enhancements to environmental experiences which attract overnight visitors, that expose visitors to the value of the vital ecosystems;
- Improvements to existing parks and sports facilities utilized by overnight visitors;
- Grants and Partnerships with targeted special events that attract overnight visitors;
- Safe and fun entertainment complex for young teens and adults utilized by overnight visitors;
- Live music venue which attracts overnight visitors;
- Infrastructure improvements that enhance Albuquerque's competitive position to attract desirable special events year around and attract overnight visitors; and
- Improvements to the City's downtown parking deck that make the overnight visitor experience more desirable.

Administration

The administration portion of the budget shall be utilized for administrative staffing costs, office costs, advocacy, and other general administrative costs such as insurance, legal, and accounting fees. The administration portion of the budget shall not exceed ten percent

(10%) of the annual budget, in accordance with the ATMD's plan, in any year of the ATMD's term. There shall be an emphasis on spending ATMD funds on programs that drive maximum benefit to the assessed lodging businesses at the least possible cost.

Contingency/Reserve

The budget includes a contingency line item to account for uncollected business improvement benefit fees, if any. If there are contingency funds collected, they may be held in a reserve fund or utilized for other program, administration or renewal costs at the discretion of the ATMD Committee. Policies relating to contributions to the reserve fund, the target amount of the reserve fund, and expenditure of monies from the reserve fund shall be set by the ATMD Committee. Contingency/reserve funds may be spent on District programs or administrative and renewal costs. The reserve fund may be used for the costs of renewing the District.

City Fee

The City of Albuquerque shall retain a fee equal to one percent (1%) of the amount of business improvement benefit fees collected to cover its costs of collection and administration.

ATMD Budget and Business Improvement Benefit Fee

Estimated FY25 Estimated Budget

The fiscal year 2024/2025 budget for the ATMD is estimated to total approximately \$6,811,000. Projections for the FY25 budget are based on the actual collections from FY24, less the one percent (1%) City administration fee.

Business Improvement Benefit Fee

There is no change in the method and basis of levying the business improvement benefit fee.

Business Improvement Benefit Fee Rate

The annual business improvement benefit fee rate is two percent (2%) of gross room rental revenue. Based on the benefit received, business improvement benefit fees will not be collected on: stays of more than thirty (30) consecutive days; stays pursuant to a written agreement for at least thirty (30) consecutive days; stays by any person to whom rent is charged at the rate of \$2.00 per day or less; stays at institutions of the federal government, the state or any political subdivisions thereof; stays at religious, charitable, educational, or philanthropic institutions, including without limitation stays at summer camps operated by such institutions; stays at clinics, hospitals, or other medical facilities; stays at privately-operated convalescent homes or homes for the aged, infirm, indigent, or chronically ill; stays at short-term rental units; and stays pursuant to contracts executed prior to July 1, 2022, or as soon as possible thereafter.

The term "gross room rental revenue" as used herein means: the consideration received by a lodging business in money, credits, property or other consideration value in money for lodgings. Gross room rental revenue shall not include any federal, state or local taxes collected, including but not limited to state gross receipts taxes, local sales taxes, and lodgers' taxes.

The business improvement benefit fee is levied upon and a direct obligation of the assessed lodging business. However, the assessed lodging business may, at its discretion, pass the business improvement benefit fee on to transients. The amount of the business improvement benefit fee, if passed on to each transient, shall be disclosed in advance and separately stated from the amount of rent charged and any other applicable taxes, and each transient shall receive a receipt for payment from the lodging business. The business improvement benefit fee shall be disclosed as the "Tourism Marketing Benefit Fee." The business improvement benefit fee is imposed solely upon, and is the sole obligation of the assessed lodging business even if it is passed on to transients. The business improvement benefit fee shall not be considered taxable revenue for any purposes, including calculation of lodgers' taxes.

Bonds shall not be issued that are secured by ATMD revenue for the provision of ATMD programs or for the retirement of pre-existing debt of the City of Albuquerque.

Time and Manner for Collecting Business Improvement Benefit Fees

The ATMD business improvement benefit fee was implemented on July 1, 2022, and will end five (5) years from its start date. The City shall continue to be responsible for collecting the business improvement benefit fee on a monthly basis (including any delinquencies, penalties and interest) from each lodging business and remitting the funds to Visit Albuquerque. The City shall take all reasonable efforts to collect the business improvement benefit fee from each lodging business. The City shall forward the business improvement benefit fees to the management committee, Visit Albuquerque, on a monthly basis, less the one percent (1%) City fee.

Penalties and Interest

The ATMD shall reimburse the City of Albuquerque for any costs associated with collecting unpaid business improvement benefit fees. If sums in excess of the delinquent ATMD business improvement benefit fees are sought to be recovered in the same collection action by the City, the ATMD shall bear its pro rata share of such collection costs. Assessed lodging businesses which are delinquent in paying the business improvement benefit fee shall be responsible for paying:

1. *Original Delinquency:* Lodging businesses shall make a return by the 25th of each month on forms provided by the City for lodging paid to the lodging business in the preceding calendar month and shall remit therewith to the City payment of the business improvement fee then due. The report shall include sufficient information to enable the City to audit the report. If the 25th day of the month falls on a weekend or holiday, the return shall be due on the next business day.
If any lodging business makes a return without paying the business improvement benefit fee then due, the lodging business shall be liable for the business improvement benefit fee and a penalty equal to ten percent (10%) thereof or \$100, whichever is greater. Promptly after receipt of such return, the City shall give the delinquent lodging business written notice of the business improvement benefit fee and penalty.
2. *Neglect or Refusal to Make Return:* If any lodging business neglects or refuses to make a return and pay the business improvement benefit fee, the Mayor shall make an estimate based upon an examination of the lodging business' books and records, or upon any information in its possession or that may come into its possession, of the amount of gross room rental revenue of the delinquent lodging business for the period in respect to which the lodging business has failed to make a return, and upon the basis of said estimated amount shall compute and assess the business improvement benefit fee payable by the delinquent lodging business, adding to this amount a penalty equal to ten percent (10%) thereof or \$100, whichever is greater. Promptly thereafter the City shall give the delinquent lodging business written notice of the estimated business improvement benefit fee and penalty.
3. *Continued Delinquency:* If payment is not made by the lodging business within fifteen (15) days of the date of the notice that the business improvement benefit fee is delinquent, the Mayor may bring an action in law or equity in the district court for the collection of any amounts due, including without limitation penalties thereon, interest on the unpaid principal at a rate of not exceeding one percent (1%) a month,

the costs of collection and reasonable attorneys' fees incurred in connection therewith.

4. *Continuous Surety Bond:* A Continuous Surety Bond naming the City as beneficiary in the amount of \$3,000 plus \$60 per room or individual sleeping accommodation available for use by the public shall be posted and filed with the City Clerk upon a lodging business' failure to remit business improvement benefit fees for two (2) consecutive months. If payment or posting Continuous Surety Bond is not made by the lodging business within fifteen (15) days of the date of notice that the business improvement benefit fee is delinquent, the Mayor may bring an action in law or equity in the district court for the collection of any amount due, including without limitation penalties thereon, interest on the unpaid principal at a rate not exceeding one percent (1%) a month, the costs of collection and reasonable attorneys' fees incurred in connection therewith. Continuous Surety Bond shall remain in force three (3) years from date of issuance per arrear incident applicable. Continuous Surety Bond may be augmented or applied to any succeeding arrear business improvement benefit fee due the City of Albuquerque.
5. *Lodging Business Disputes:* A lodging business that disputes the assessment of any business improvement benefit fee or related penalties and interest may, within five (5) working days of the date of the notice from the City that the business improvement benefit fee is delinquent, appeal the Mayor's decision to the City Hearing Officer as set forth in § 4-4-9 of the Municipal Code of the City of Albuquerque.

Part III: FY24 Progress Report and Benefits to Assessed Lodging Businesses

FY24 Actuals

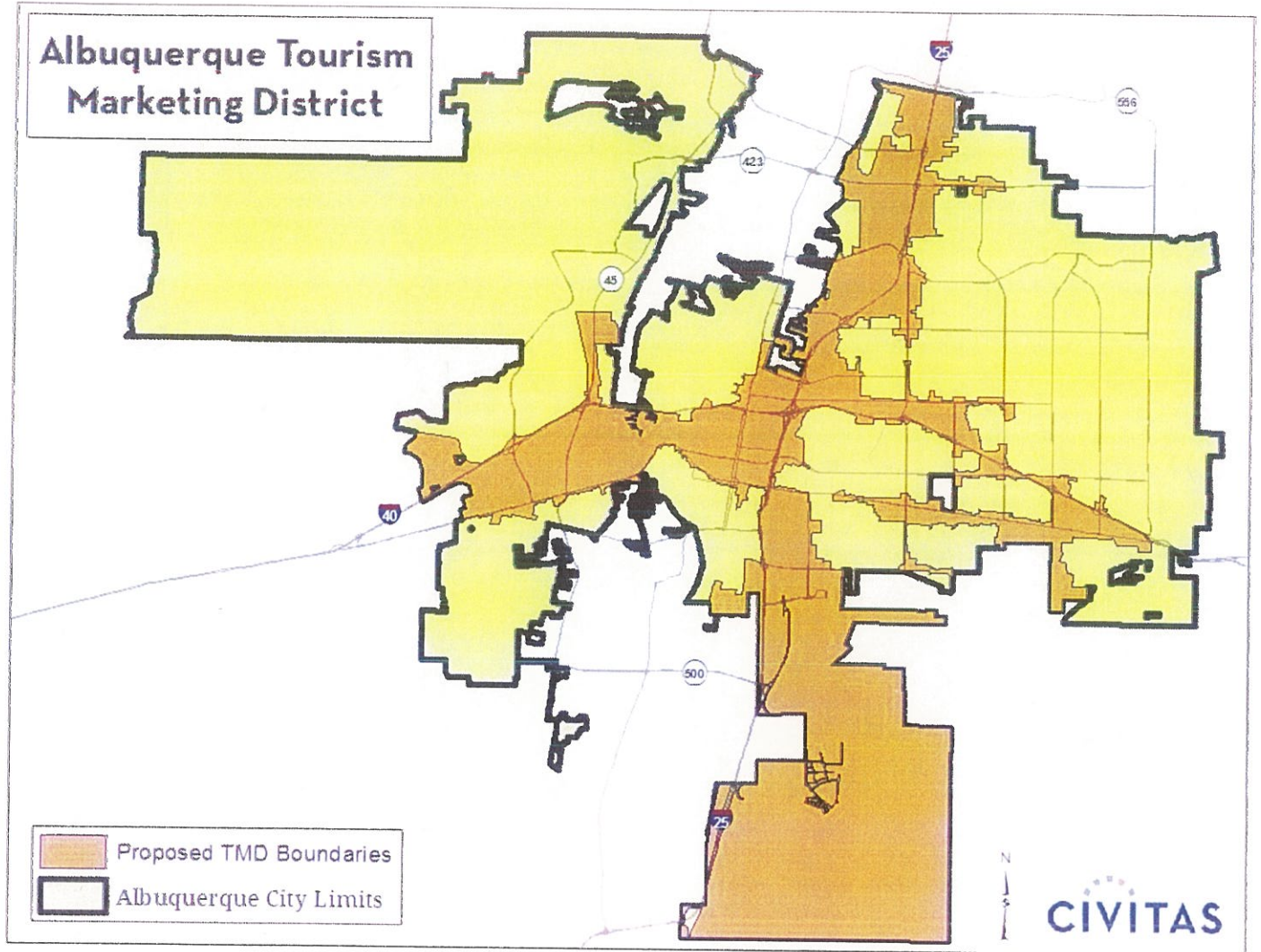
The FY24 budget for the ATMD, less the one percent (1%) City administration fee, was budgeted to total \$6,617,508. In FY24, estimated actual collections, were higher than expected, totaling \$6,740,168.

A complete ATMD Financial Report outlining assets, liabilities, income and operating expenses can be found in Appendix 4.

Progress Report

With funding from the ATMD, Visit Albuquerque, as management committee of the ATMD, has achieved remarkable accomplishments in expanding marketing efforts and reaching new markets. Through strategic investments, they have been able to take advantage of new marketing channels and transition to year-round advertising, surpassing the limitations of seasonal campaigns. Some examples of the endeavors of the ATMD through the management committee made possible by ATMD funding include activities outlined in Appendix 3.

Appendix 1 – Boundary Map



Appendix 2- Assessed Businesses

Lodging Business	Address
Albuquerque KOA Journey	12400 SKYLINE RD NE
Albuquerque Inn	7640 Central Ave SE
Albuquerque Marriott Hotel	2101 Louisiana Blvd NE
Albuquerque Marriott Pyramid North	5151 San Francisco Rd NE
Albuquerque Sleep Inn Airport	2300 International Airport SE
American Inn & Suites	7407 Central Ave SE
Barcelona Suites	900 Louisiana Blvd NE
Baymont Inn	2601 Mulberry Street SE
Best Western Plus Executive Suites	4630 Pan American Fwy NE
Best Western Inn Suites Hotel & Suites Airport	2400 Yale Blvd NE
Best Western Plus Rio Grande Inn	1015 Rio Grande Blvd NW
Bottger Mansion of Old Town	110 SAN FELIPE NW
Bow & Arrow Lodge	8300 Central Ave SE
Casas de Sueños Old Town Historic Inn	310 RIO GRANDE BLVD SW
Comfort Inn & Suites Alameda	5811 Signal Ave NE
Comfort Inn & Suites Downtown	411 McKnight Ave NW
Comfort Inn Airport	1801 Yale Blvd SE
Comfort Suites Albuquerque Airport	1401 WOODWARD RD SE
Comfort Suites North	5251 San Antonio Dr NE
Coronado Village	8401 Pan American Fwy NE
Court John Motel	2700 4 th Street NW
Courtyard by Marriott – Airport	1920 Yale Blvd SE
Courtyard by Marriott/Journal Center	5151 Journal Center Blvd NE
Crossroads Motel	1001 Central Ave NE
Crowne Plaza Hotel	1901 University Blvd NE
Days Inn & Suites Airport	2331 Centre Ave SE
Days Inn & Suites North	5101 Ellison NE
Days Inn by Wyndham Albuquerque	1520 Candelaria NE
Days Inn Hotel Circle	10321 Hotel Ave NE
Days Inn West	6031 Iliff Rd NW
Desert Sands Inn & Suites	13317 Central Ave NE
DoubleTree Hotel	201 Marquette Ave NW
Downtown Days Inn	615 Central Ave NE
Downtown Inn	1213 Central Ave NW
Drury Inn & Suites	4310 the 25 Way NE
EconoLodge – Downtown	817 Central Ave NE
EconoLodge – East	13211 Central Ave NE
EconoLodge – Midtown	2412 Carlisle Blvd NE
EconoLodge – Old Town	2321 Central Ave NW
Econolodge Inn & Suites	10331 Hotel Ave NE

EconoLodge West	5712 Iliff Rd NW
El Cuervo ABQ	701 ROMA AV NW
El Don Motel	2222 Central Ave SW
El Vado	2500 Central SW
Embassy Suites Hotel	1000 Woodward Pl NE
Extended A Suites Albuquerque West	5701 Iliff Rd NW
Extend-A-Suites	2108 Menaul Blvd NE
Extend-a-Suites & RV Park	12999 Central Ave NE
Extended Stay America	2321 International Ave SE
Extended Stay Hotel	2108 Menaul Blvd. NE
Fairfield Inn by Marriott – Airport	2300 Centre Ave SE
Fairfield Inn by Marriott – Midtown	1760 Menaul Blvd NE
Fairfield Inn by Marriott – North	4875 Pan American West NE
French Quarter Motel	9317 Central Ave NW
GreenTree Inn Albuquerque North	7630 Pan American Fwy NE
Hampton Inn Airport	1300 Woodward Rd SE
Hampton Inn Midtown	2300 Carlisle Blvd NE
Hampton Inn North	4412 The 25 Way NE
Hampton Inn West	6150 Iliff Rd NW
Hilton Garden Hotel – Airport	2601 Yale Blvd SE
Hilton Garden Inn Downtown	222 Central Ave SE
Hilton Garden Inn Journal Center	5320 San Antonio NE
Hilton Garden Inn Uptown	6501 Americas Parkway NE
Holiday Inn & Suites Airport	1501 Sunport Pl SE
Holiday Inn & Suites North	5050 Jefferson NE
Holiday Inn Express – Alameda	5401 Alameda Blvd NE
Holiday Inn Express & Suites Albuquerque East	10501 Copper Pointe Way NE
Holiday Inn Express Airport	1921 Yale Blvd SE
Holiday Inn Express Midtown	2500 Menaul Blvd NE
Home2 Suites by Hilton	1660 University Blvd NE
Home2 Suites by Hilton Albuquerque Airport	3021 University Blvd SE
Homewood Suites Airport	1520 Sunport Pl SE
Homewood Suites Downtown	222 Central Ave SE
Homewood Suites Journal Center	5400 San Antonio NE
Homewood Suites Uptown	7101 Arvada Ave NE
Hotel Albuquerque at Old Town	800 Rio Grande Blvd NW
Hotel Andaluz	125 2 nd Street NW
Hotel Chaco	2000 Bellamah Ave NW
Hotel Parq Central	806 Central Ave SE
Hotel Zazz	3711 Central Ave NE
Hotel 505	900 Medical Arts Ave NE
Hyatt Place Airport	1400 Sunport Pl SE
Hyatt Place Uptown	6901 Arvada Ave NE

Imperial Inn	701 Central Ave NE
InTown Suites	4676 Commerce Ave NE
La Hacienda Motel	6214 Central Ave SW
La Quinta Inn Airport	2116 Yale Blvd SE
La Quinta Inn Northeast	5241 San Antonio Dr NE
La Quinta Inn West	6101 Iliff Rd NW
La Quinta Midtown	2011 Menaul NE
La Quinta Northwest	7439 Pan American Fwy NE
Lazy H	5601 Central Ave NE
Luxury Hotel	6718 Central Ave SE
Microtel West	9910 Avalon Rd NW
Monterey Motel	2402 Central Ave SW
Motel 6 – Ave Cesar Chavez	1000 Avenida Cesar Chavez
Motel 6 – Central	13141 Central Ave NE
Motel 6 – Pam Am	8510 Pan American Fwy NE
Motel 6 – Prospect	3400 Prospect Ave NE
Motel 6 – University	1701 University Blvd NE
Motel 6 – West	6015 Iliff Rd NW
Nativo Lodge	6000 Pan American Fwy NE
Painted Lady Bed & Brew	1100 Bellamah Ave NW
Pinon Motel	8501 Central Ave NE
Quality Inn	450 Paisano NE
Quality Inn & Suites	5601 Alameda Blvd NE
Quality Inn & Suites	1315 Menaul Blvd NE
Quality Inn & Suites Albuquerque Airport	2231 Yale Blvd SE
Quality Inn & Suites West	6100 Iliff Rd NW
Quality Suites - Airport	1501 Gibson Blvd SE
Ramada Airport	2300 Yale Blvd SE
Ramada by Wyndham Albuquerque Midtown	2020 Menaul Blvd NE
Red Roof Inn	2015 Menaul Blvd NE
Residence Inn by Marriott	3300 Prospect Ave NE
Residence Inn by Marriott Airport	2301 International Dr SE
Residence Inn by Marriott North	4331 the Lane @ 25 NE
Rodeway Inn Albuquerque Downtown on Rt 66	801 Central Ave NE
Sandia Peak Inn	4614 Central Ave SW
Sheraton Airport	2910 Yale Blvd SE
Sheraton Albuquerque Uptown	2600 Louisiana Blvd NE
Siegel Select	2500 University Blvd NE
Siegel Select-Albuquerque II	5020 Ellison St NE
Sleepy Lobo Inn	121 Vassar Dr SE
Sonesta Simply Suites	3025 Menaul Blvd NE
Springhill Suites by Marriott Journal Center	5910 Holly Ave NE
Springhill Suites by Marriott University Area	1101 CENTRAL AVE NE

Staybridge Suites	5817 Signal Ave NE
Staybridge Suites Airport	1350 Sunport Pl SE
Studio 6 #6029	4441 Osuna Rd NE
Suburban Extended Stay	2401 Wellesley Dr NE
Suburban Extended Stay Hotel East	13031 Central Ave NE
Super 8 Motel West	6030 Iliff Rd NW
SureStay Hotel by Best Western Albuquerque Midtown	1635 Candelaria Rd NE
Tewa Motor Lodge	5715 Central Ave NE
The Clyde Hotel	330 Tijeras Ave NW
Towne Place Suites Albuquerque North	5511 Office NE
Towne Place Suites Albuquerque Airport	2400 Centre Ave SE
Travelodge by Wyndam Albuquerque East	601 Paisano Street NE
Travelodge by Wyndham Albuquerque West	1521 Coors Blvd NW
Tree Inn & Suites	2120 Menaul Blvd NE
Tru by Hilton	5001 JEFFERSON ST NE
Westward Ho Motel	7500 Central Ave SW
Woodspring Suites Albuquerque	13001 Central Ave NE

Appendix 3- Progress Report and Benefits to Assessed Lodging Businesses



ALBUQUERQUE TOURISM MARKETING DISTRICT FY24 PAID ADVERTISING PLACEMENTS

SUMMARY OF PLACEMENTS

Advertising placed with ATMD dollars in FY24 generated more than **1.18 billion impressions**. Channels were selected to reach target audiences likeliest to travel to Albuquerque and included digital and vinyl signage at four airports, sponsored wi-fi at four airports, website banner ads and Connected TV videos programmatically delivered to target audiences, cable TV spots during the Mountain West Men's Basketball Tournament, train wraps on the Denver Light Rail system, and outdoor billboards in Denver and Los Angeles. The advertising mix was:

- Outdoor billboards, 43.8% of impressions and 22.5% of budget
- Airports, 25.7% of impressions and 26% of budget
- Programmatic banner ads and Connected TV, 21.4% of impressions and 48.4% of budget
- Light rail, 8.9% of impressions and 2.8% of budget
- Cable TV, 0.2% of impressions and 0.3% of budget

Ad Placement	Ad Impressions	Ad Spend
Dallas-Fort Worth International Airport	49,966,669	\$230,980
Dallas Love Field Airport	79,330,500	\$135,888
Denver International Airport	27,385,474	\$171,521
Phoenix Sky Harbor International Airport	144,100,000	\$173,635
Sponsored Airport Wi-Fi	4,495,758	\$536,672
Website Banner Ads	223,420,479	\$1,632,875
Connected TV and Preroll Video	29,268,293	\$690,000
Cable Television (CBS Sports Network)	1,800,000	\$13,327
Denver Light Rail Train Wraps	104,717,470	\$136,469
Denver Outdoor Billboards	99,778,564	\$352,090
Los Angeles Outdoor Billboards	417,000,519	\$726,544
Paid Social Media (Instagram, Facebook and TikTok)	3,444,475	\$11,837
Search Engine Marketing (Pay Per Click)	541,561	\$120,000
Total	1,185,249,762	\$4,931,838

All placements are through June 30, 2024, except sponsored airport wi-fi, which is through October 31, 2024.

DALLAS-FORT WORTH INTERNATIONAL AIRPORT

January 15, 2024, to June 30, 2024

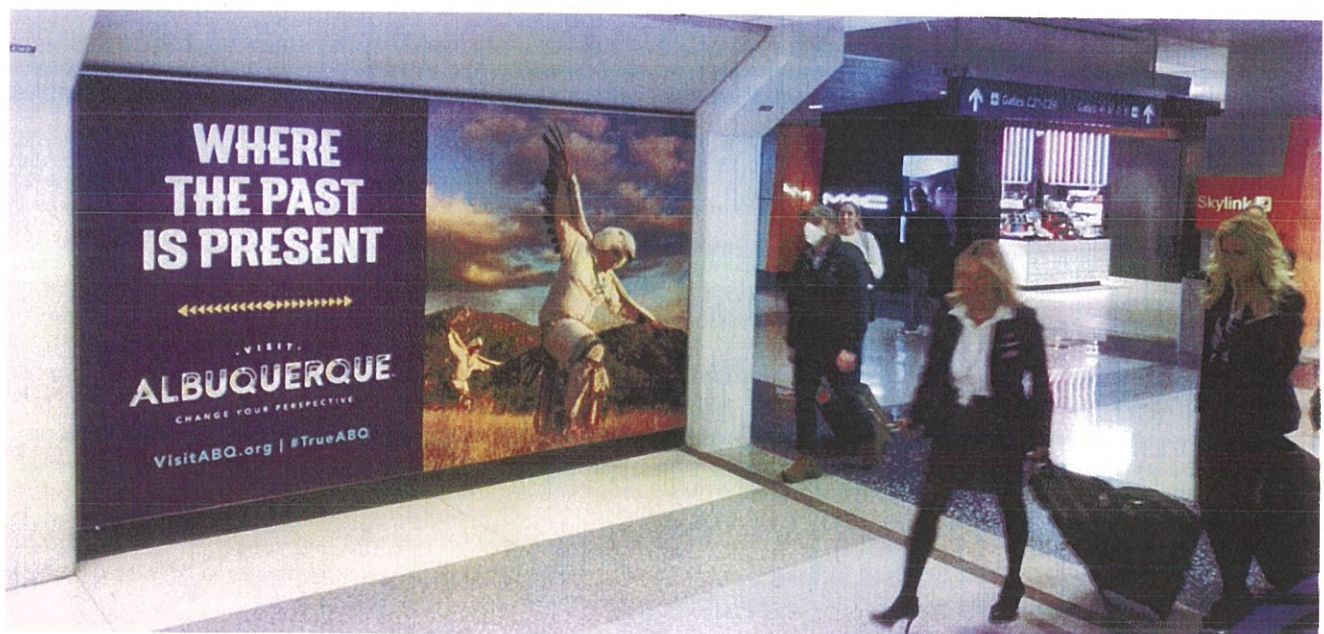
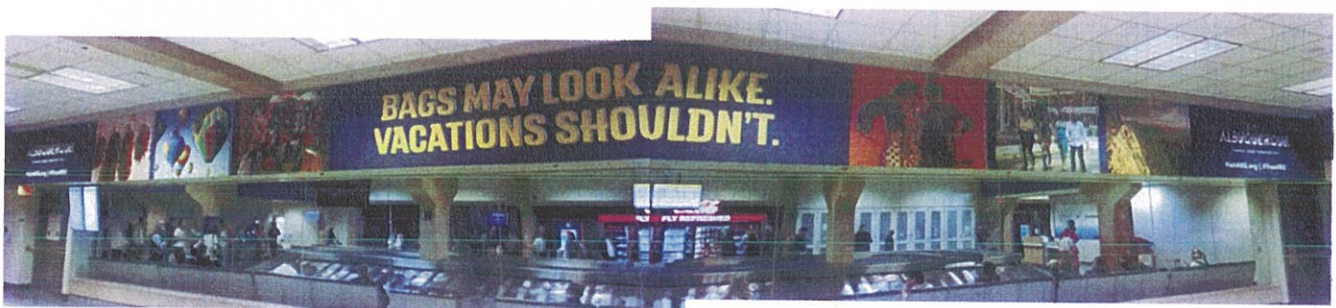
Impressions: 49,966,669

Spend: \$230,980

Dallas-Fort Worth International Airport is the third-busiest airport in the world by the number of aircraft landings and the second-busiest airport in the world by passenger count. DFW is the largest hub for American Airlines in the world. Our presence there in FY24 included:

- 20.75 ft. x 7.75 ft. sign in Terminal A between Gates 15-17
- 11.9 ft. x 6.8 ft. sign in Terminal C near Gate 12
- 77 ft. x 4 ft. sign in Terminal C baggage claim area

Our advertisement in the Terminal C baggage claim area is on the largest single ad space available at DFW. It measures over 300 square feet.



DALLAS LOVE FIELD

July 1, 2023, to June 30, 2024

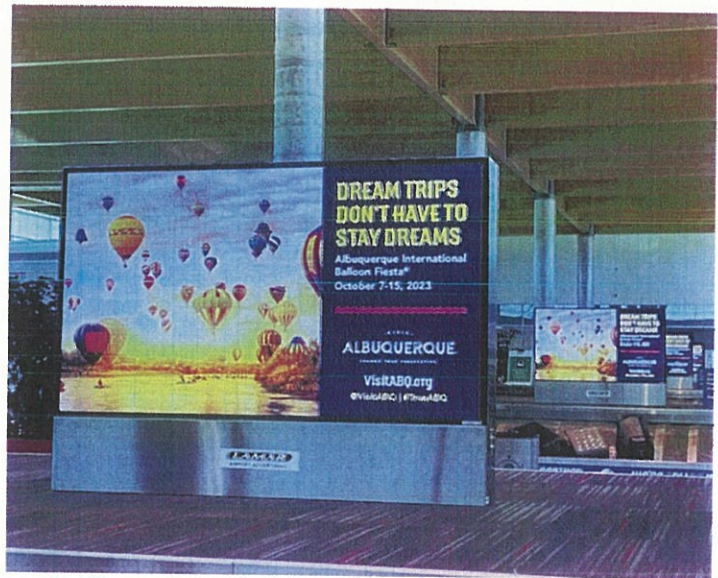
Impressions: 79,330,500

Spend: \$135,888

Dallas Love Field is the operating base for Southwest Airlines, which has a 95% market share at the airport. Southwest Airlines is the largest carrier by passenger volume to the Albuquerque International Sunport. Visit Albuquerque's advertising at Love Field included:

- Thirteen 80-inch digital screens throughout the terminals and concourses
- Eight 82-inch digital screens in the baggage claim area

With digital screens, we are able to rotate messaging seasonally or to promote events such as the Albuquerque International Balloon Fiesta.



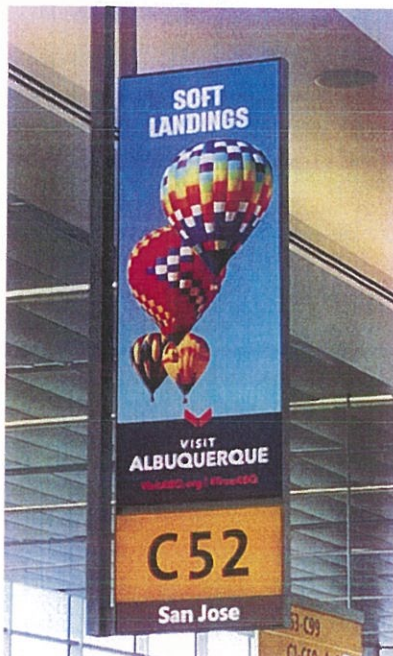
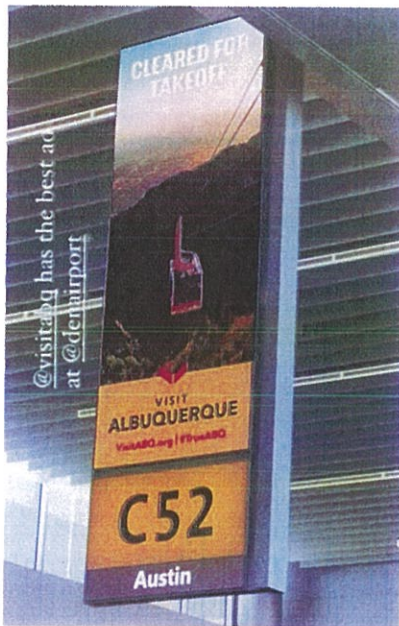
DENVER INTERNATIONAL AIRPORT

January 1, 2024, to June 30, 2024

Impressions: 27,385,474

Spend: \$171,521

Denver International Airport is the third-busiest in the world in terms of passenger traffic. At DIA, our ads appear on 40 double-sided digital "blade" signs at 20 gate hold areas in Concourse C. This concourse is primarily used by Southwest Airlines and accounts for 34% of all passenger traffic at DIA. Each blade sign is 8 feet tall. Because the sign includes the gate number at the bottom, they are highly viewed. Their eye-catching artwork also attracts a lot of social media attention from travelers.



PHOENIX SKY HARBOR INTERNATIONAL AIRPORT

July 1, 2023, to June 30, 2024

Impressions: 144,100,000

Spend: \$173,635

Phoenix Sky Harbor is one of the 10 busiest airports in the United States. Our advertising presence there includes four large window wraps on Level 3 of Terminal 4, which services Southwest Airlines and American Airlines, and digital signage in Terminal 3 and Terminal 4.

- Four window wraps, two are 36 ft. x 6 ft., one is 31 ft. x 6 ft., and one is 17 ft. x 6 ft.
- Backlit digital signs in Terminal 3
- Digital baggage claim monitors in Terminal 4



SPONSORED AIRPORT WI-FI

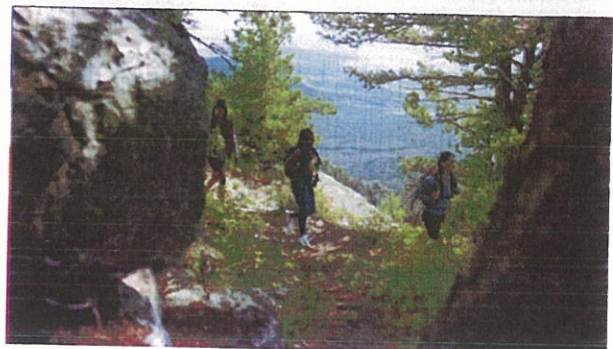
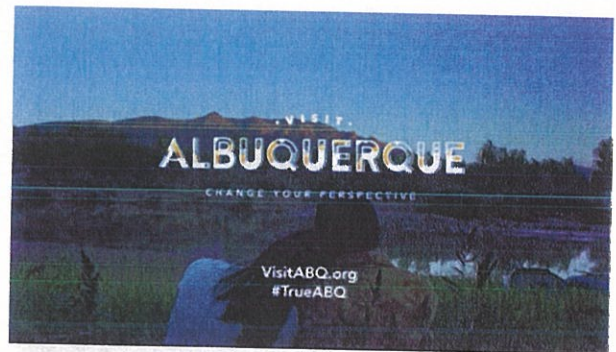
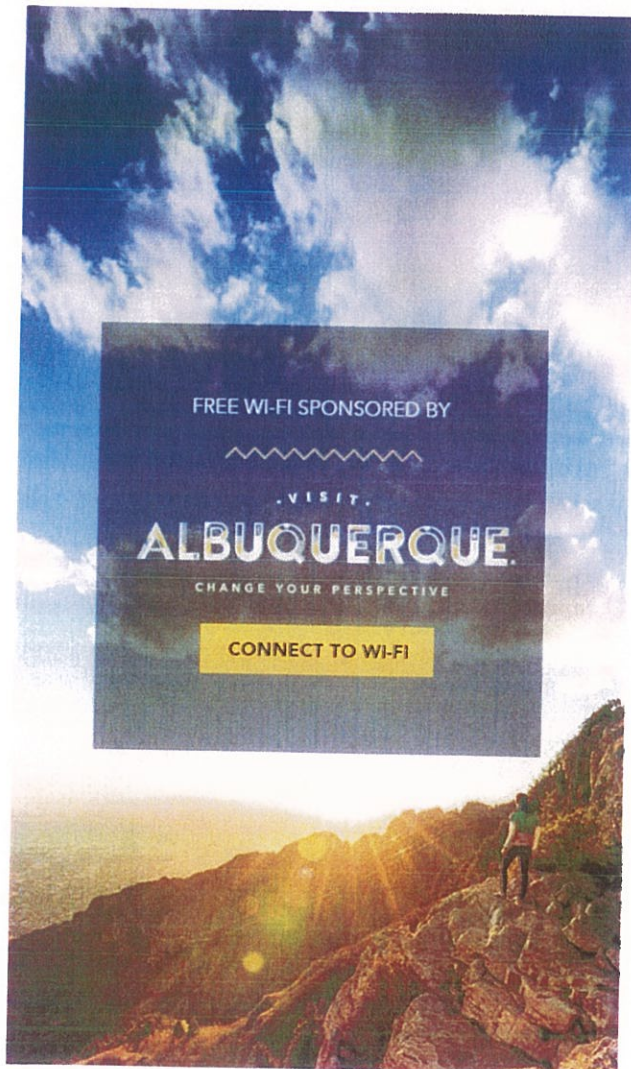
April 1, 2024, to March 30, 2025

Impressions: 4,495,758

Spend: \$536,672

Beginning in April 2024, approximately one-third passengers at four U.S. airports will watch a 15-second commercial for Albuquerque in order to connect to the airport's free wi-fi service. After the video plays, viewers have the option to click through to Visit Albuquerque's website. They also are asked to take a one-question survey about their impression of Albuquerque as a vacation destination. To measure the effect of the commercial, responses of travelers who saw the video are compared to responses of those who did not. Visit Albuquerque is sponsoring the wi-fi at:

- Austin-Bergstrom International Airport
- Chicago Midway
- Phoenix Sky Harbor Airport (beginning July 1, 2024)
- Los Angeles International Airport



WEBSITE BANNER ADS

July 1, 2023, to June 30, 2024

Impressions: 223,420,479

Spend: \$1,632,875

Website banner ads in nine sizes, high-impact desktop pillar ads, mobile adhesion ads, image carousels and social-to-display ads have been targeting travelers in 10 targeted states (Arizona, California, Colorado, Kansas, Nevada, Oklahoma, Oregon, Texas, Washington and New Mexico cities outside of Albuquerque). The ads are targeted to segments including foodies, outdoor enthusiasts, arts and culture lovers, roadtrippers, cyclists, birders, staycationers, travelers with pets, repeat visitors, fans of movies and TV shows filmed in Albuquerque, and more. Sample ads are shown below.



We use a travel industry research platform to measure the effectiveness of our digital ads in bringing travelers to Albuquerque. The platform identifies who saw our digital ads and then tracks how many of those people booked a hotel stay in the city within 90 days of the last time they were exposed to the ad. Performance of these ads from July 1, 2023, to May 2, 2024, showed an average return-on-ad spend of 11.8 to 1, meaning \$11.80 in hotel revenue was generated for every \$1 that Visit Albuquerque spent on digital advertising. (It is important to note that the ROAS only considers spending by travelers on overnight accommodations, not additional spending by travelers on dining, shopping and entertainment while they are in Albuquerque.)

CONNECTED TV COMMERCIALS AND PREROLL VIDEO

July 1, 2023, to June 30, 2024

Impressions: 29,268,293

Spend: \$690,000

Visit Albuquerque places 15- and 30-second video spots on internet-connected TV sets where viewers stream digital content through Apple TV, Amazon Fire, Roku and others, as well as preroll video spots that play before the content of an online video. Our videos target travelers in 10 targeted states (Arizona, California, Colorado, Kansas, Nevada, Oklahoma, Oregon, Texas, Washington and New Mexico cities outside of Albuquerque).

In the fall of 2023, Visit Albuquerque produced new 15-second and 30-second leisure travel commercials that began airing in January 2024. Our click-through-rate (CTR) on the videos increased from an average of 0.24% to an average of 0.47% after the new spots were introduced, showing that viewers find the content engaging and that the videos inspire curiosity about Albuquerque and are encouraging people to learn more.

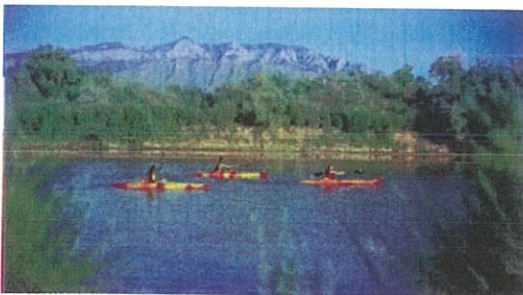
CABLE TELEVISION

March 14 to March 15, 2024

Impressions: 1,800,000

Spend: \$13,327

The Mountain West Men's Basketball Tournament was shown live on the CBS Sports Network. Because teams playing in the tournament have fans in key origin markets for Albuquerque, we ran our new leisure travel commercial nine times in six games during the tournament.



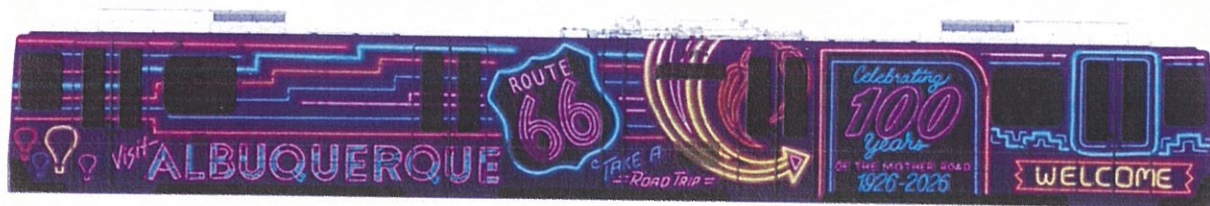
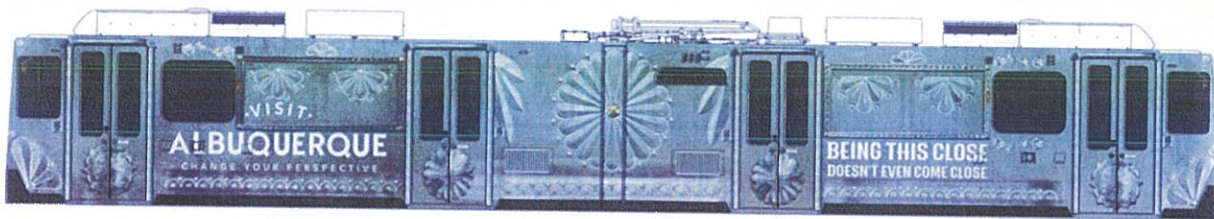
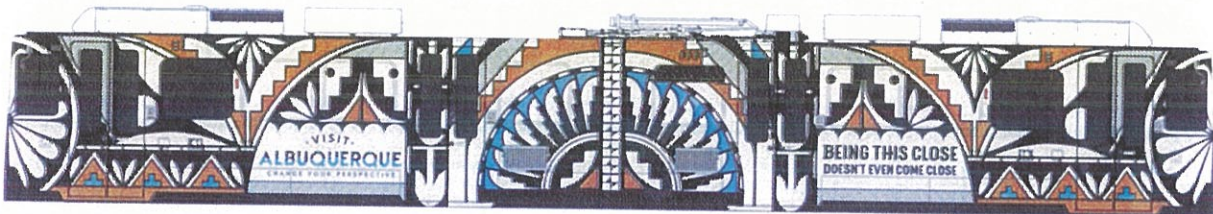
DENVER LIGHT RAIL TRAIN WRAPS

July 3, 2023, to June 30, 2024

Impressions: 104,717,470

Spend: \$136,469

Visit Albuquerque messages are featured on trains on running throughout the Denver metropolitan area on the Denver Light Rail system. The designs are seen not only by train passengers, but by pedestrians and automobile drivers whom the trains pass by. Each design includes a QR code that takes people to the Visit Albuquerque website to learn more about planning a trip. Our ads appeared on five trains from July 2023 through mid-February 2024 and are running on 10 trains from late February to June 2024 at no additional cost.



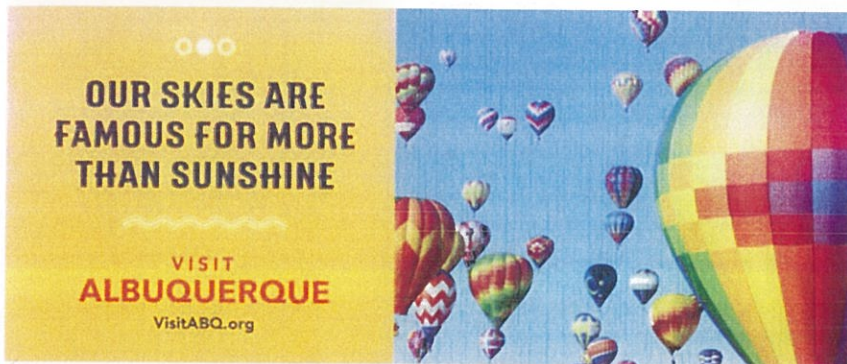
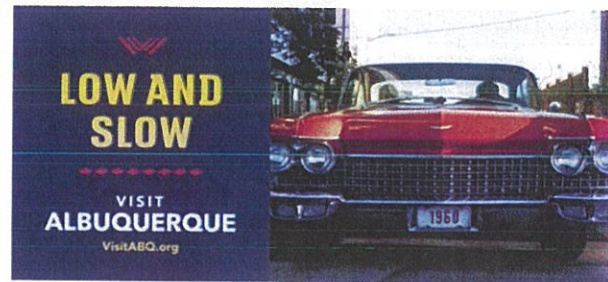
DENVER OUTDOOR BILLBOARDS

February 24, 2024, to June 30, 2024

Impressions: 99,778,564

Spend: \$352,090

Outdoor billboards are a high-impression, low-cost way to reach potential travelers. ATMD budget was used to post 12 vinyl outdoor billboards (48 ft. x 14 ft.) and 40 digital boards (36 ft. x 10.5 ft.) in six- and four-week flights in high-traffic locations in the Denver area. The designs shown here are just a few examples of nearly a dozen messages running in Denver.



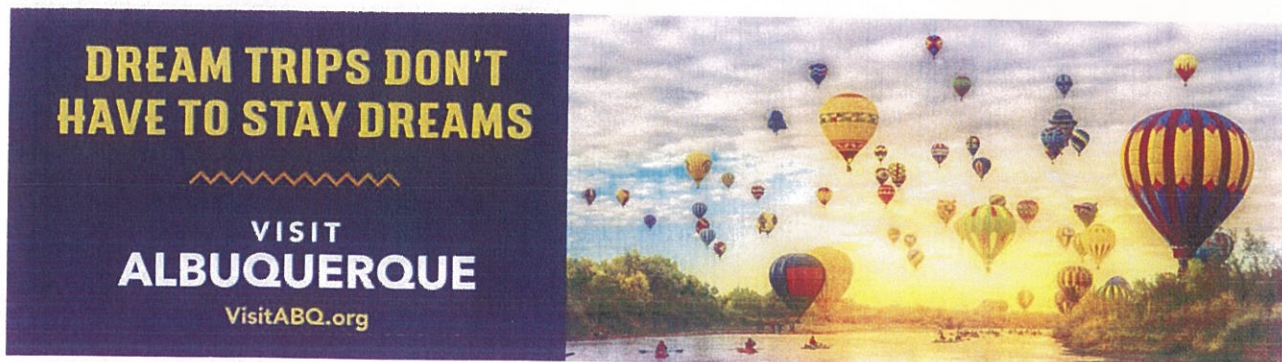
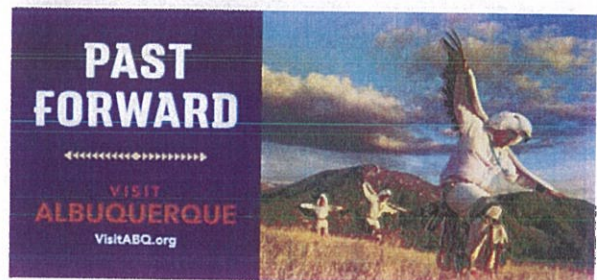
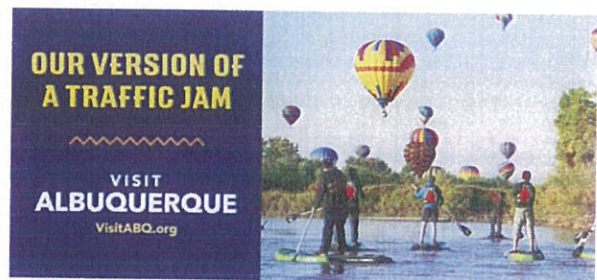
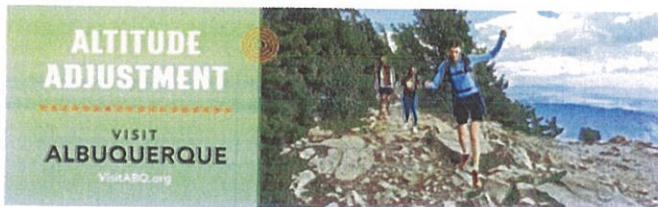
LOS ANGELES OUTDOOR BILLBOARDS

February 26, 2024, to June 30, 2024

Impressions: 417,000,519

Spend: \$726,544

During spring 2024 we posted 150 vinyl outdoor posters on surface streets (22.8 ft. x 10.5 ft.), seven vinyl outdoor billboards on freeways (48 ft. x 14 ft.), 24 non-freeway vinyl boards (48 ft. x 14 ft.), 15 digital outdoor boards on freeways (48 ft. x 14 ft.) and 30 non-freeway digital boards (48 ft. x 14 ft.) throughout the greater Los Angeles area. The examples shown here are just a few of the dozen of board designs that appeared in Los Angeles.



TOURISM GRANTS PROGRAM

The overarching goal of the Visit Albuquerque Tourism Grant program is to spark innovative ideas that contribute to Albuquerque's vibrancy and build new, creative visitor and resident experiences that grow a more diverse and thriving tourism economy.

The resources you see dedicated to destination development in the ATMD budget have been dedicated funding for many grant projects that have potential to have a lasting impact on Albuquerque. In the inaugural year of the grant program (FY23), \$428,000 was awarded to 18 recipients, while the second year saw an increase in applicants and interest. The committee was able to allocate \$510,000 to 28 grantees for innovative and transformative projects in FY24.

Appendix 4 - Financial Statement

STATEMENT OF REVENUES AND EXPENSES

	Unaudited FY24 Forecast	FY25 Budget
<u>REVENUES</u>		
TOURISM MARKETING BENEFIT FEES	\$6,808,250	\$6,879,831
OTHER REVENUE	\$93,158	\$75,000
TOTAL REVENUE	<u>\$6,901,408</u>	<u>\$6,954,831</u>
<u>EXPENSES</u>		
CITY FEE	\$68,083	\$68,798
SALES, MARKETING & COMMUNICATIONS	\$5,558,143	\$5,573,441
DESTINATION DEVELOPMENT & VISITOR SERVICES	\$831,633	\$750,023
ADMINISTRATION	\$572,458	\$691,138
TOTAL EXPENSES	<u>\$7,030,317</u>	<u>\$7,083,400</u>
INCREASE / (DECREASE) IN NET ASSETS	<u>(\$128,909)</u>	<u>(\$128,569)</u>