CITY of ALBUQUERQUE
TWENTY SIXTH COUNCIL

COUNCIL BILL NO. R-25-198 ENACTMENT NO. _____

SPONSORED BY: Renée Grout, Brook Bassan, Joaquín Baca

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 FY26 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 the FY25 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 FY26.

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SECTION 2. The City Council hereby assesses the ATMD benefit fees for FY26 in accordance with the formulas and procedures adopted in Ordinance O-22-21.

SECTION 3. The estimated revenue of the ATMD benefit fees in the amount of $6,654,000 for FY26, shall be held in a special account for the purpose of carrying out the ATMD in accordance with the approved budget and the ATMD plan and distributed in accordance with the provisions of Ordinances O-22-14 and O-22-21.

SECTION 4. The City Council acknowledges receipt of the ATMD budget and approves the progress report and complete financial statement for FY25.

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

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.VISIT.

ALBUQUERQUE®

CHANGE YOUR PERSPECTIVE

ALBUQUERQUE TOURISM MARKETING DISTRICT

FY26 BUDGET & FY25 PROGRESS REPORT

SUBMITTED TO THE ALBUQUERQUE CITY COUNCIL

Estimated Budget for the Period of July 1, 2025 to June 30, 2026

Progress Report for the Period from July 1, 2024, to June 30, 2025

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Part I: Background

Overview

Developed by Albuquerque lodging businesses and Visit Albuquerque, the Albuquerque Tourism Marketing District (ATMD) is a business improvement district designed to promote the economic vitality of the ATMD and the general welfare of the city of Albuquerque (City) 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 (5) 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 FY26 Budget & FY25 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: FY26 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, seven (7) lodging businesses have closed, and one (1) lodging business has changed their name. A complete listing of businesses currently assessed for FY25 within the ATMD can be found in Appendix 2.

New Lodging Business:

- Arrive Albuquerque- 717 Central Ave. N.W.
- Element by Westin Albuquerque Uptown- 2430 Louisiana Blvd. N.E.
- TownePlace Suites & Fairfield Inn by Marriott Uptown- 2160 Louisiana Blvd. N.E.

Lodging Business Closures:

- Barcelona Suites- 900 Louisiana Blvd. N.E.
- Court John Motel- 2700 4th St. N.W.
- Motel 6 - Avenida Cesar Chavez- 1000 Avenida Cesar Chavez S.E.
- Motel 6 – Westside- 6015 Iliff Rd. N.W.
- Days Inn by Wyndham Albuquerque West- 6031 Iliff Rd. N.W.
- Bow & Arrow Lodge- 8300 Central Ave. S.E.
- Tewa Motor Lodge- 5715 Central Ave. N.E.

Renamed Lodging Businesses:

- Comfort Inn & Suites Albuquerque North at Balloon Fiesta Park is now Comfort Inn Alameda Balloon Fiesta Park- 5811 Signal Ave. N.E.

Improvements and Activities

The improvements and activities to be provided for fiscal year 2025/2026 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 continue to promote the City of Albuquerque and assessed lodging businesses as destinations for leisure travelers, meetings and events. The sales and marketing program will continue to have a central theme of promoting Albuquerque as a desirable place for overnight visits. The program will continue to 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 continue to provide funding for programs and initiatives based on criteria to be developed by Visit Albuquerque. The focus of the VSE program will continue to 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 continue to 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 continue to 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 continue to 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 continue to 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 continue 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 continue to be spent on ATMD programs or administrative and renewal costs. The reserve fund may be used for the costs of renewing the ATMD.

City Fee

The City of Albuquerque shall continue to 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 FY26 Estimated Budget

The FY26 budget for the ATMD is estimated to total approximately $6,654,000. Projections for the FY26 budget are based on the actual collections from FY25, 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. 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: FY25 Progress Report and Benefits to Assessed Lodging Businesses

FY25 Actuals

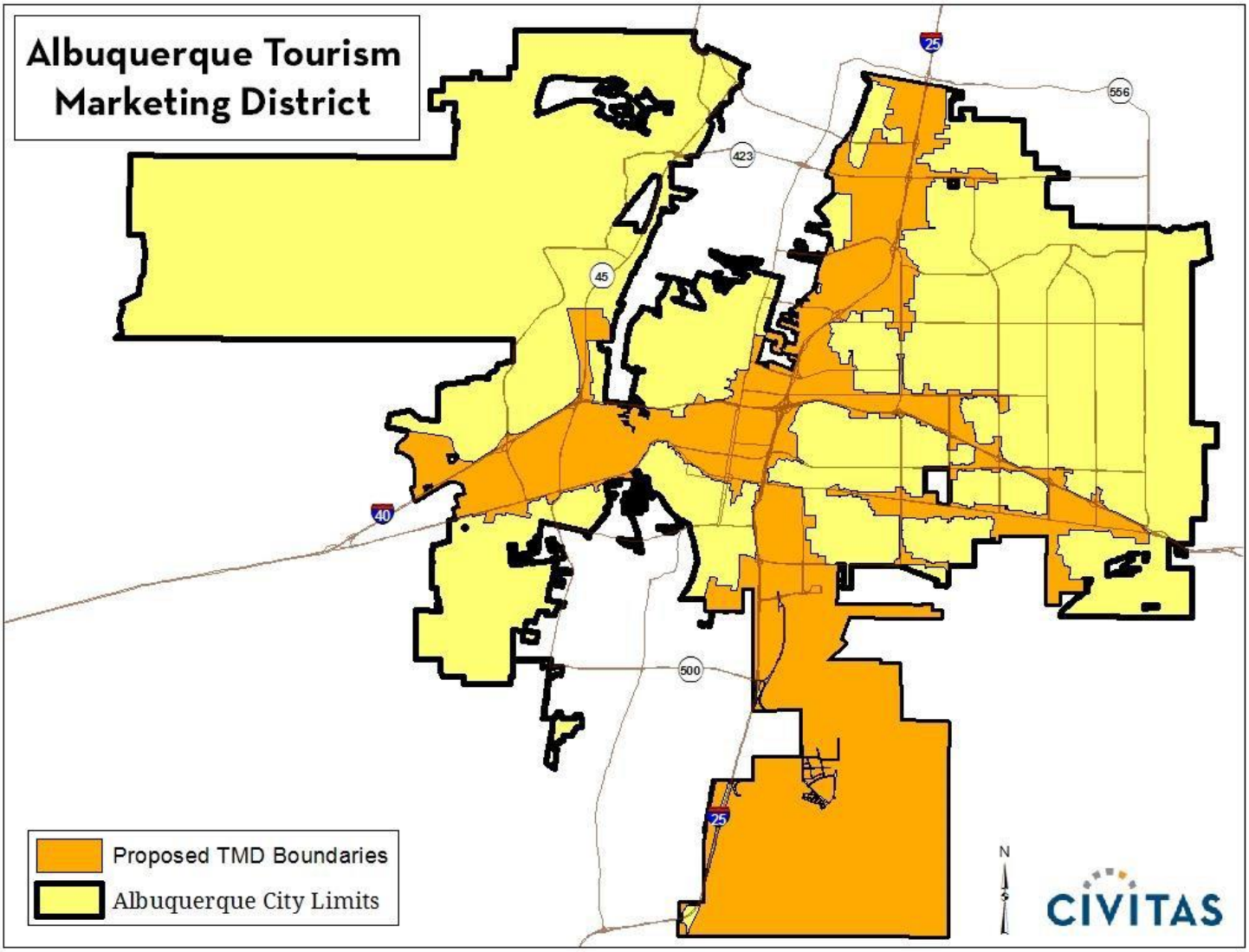
The FY25 budget for the ATMD was estimated to total approximately $6,811,000. In FY25, estimated collections, less the one percent (1%) City administration fee, were higher than expected, totaling $6,839,760.

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, with its continued service as the management committee of the ATMD, has continued to expand its marketing reach and has achieved strong results. ATMD funding has opened the door to new channels, and has enabled year-round advertising beyond the constraints of seasonal campaigns. Examples of these activities are detailed in Appendix 3.

Appendix 1 – Boundary Map



Appendix 2- Assessed Businesses

Lodging Business Name	Address
Albuquerque Inn	7640 Central Ave. S.E.
Albuquerque KOA Journey	12400 Skyline Rd. N.E.
Albuquerque Marriott Hotel	2101 Louisiana Blvd. N.E.
Albuquerque Marriott Pyramid North	5151 San Francisco Rd. N.E.
American Inn & Suites	7407 Central Ave. N.E.
Arrive Albuquerque	717 Central Ave. N.W.
Baymont by Wyndham Albuquerque Airport	2601 Mulberry St. S.E.
Best Western Albuquerque Airport InnSuites Hotel & Suites	2400 Yale Blvd. S.E.
Best Western Plus Rio Grande Inn	1015 Rio Grande Blvd. N.W.
Bottger Mansion Bed and Breakfast Albuquerque	110 San Felipe St. N.W.
Casas de Sueños Old Town Historic Inn	310 Rio Grande Blvd. S.W.
Clyde Hotel	330 Tijeras Ave. N.W.
Comfort Inn & Suites Downtown Albuquerque	411 McKnight Ave. N.W.
Comfort Inn Alameda Balloon Fiesta Park	5811 Signal Ave. N.E.
Comfort Inn Albuquerque Airport	1801 Yale Blvd. S.E.
Comfort Suites Albuquerque Airport	1401 Woodward Rd. S.E.
Comfort Suites Hotel	5251 San Antonio Dr. N.E.
Coronado Village	8401 Pan Amercian Fwy. N.E.
Courtyard by Marriott Albuquerque Airport	1920 Yale Blvd. S.E.
Courtyard by Marriott Journal Center	5151 Journal Center Blvd. N.E.
Crossroads Motel	1001 Central Ave. N.E.
Crowne Plaza Albuquerque	1901 University Blvd. N.E.
Days Inn & Suites by Wyndham Airport Albuquerque	2331 Centre Ave. S.E.
Days Inn & Suites by Wyndham Albuquerque North	5101 Ellison St. N.E.
Days Inn by Wyndham Albuquerque Downtown	615 Central Ave. N.E.
Days Inn by Wyndham East Albuquerque	10321 Hotel Ave. N.E.
Desert Sands Inn & Suites	13317 Central Ave. N.E.
DoubleTree by Hilton Hotel Albuquerque	201 Marquette Ave. N.W.
Downtown Inn	1213 Central Ave. N.W.
Drury Inn & Suites Albuquerque North	4310 The 25 Way N.E.
Econo Lodge Downtown/University	817 Central Ave. N.E.
Econo Lodge East	13211 Central Ave. N.E.
Econo Lodge Inn & Suites	10331 Hotel Ave. N.E.
Econo Lodge Old Town	2321 Central Ave. N.W.
Econo Lodge West	5712 Iliff Rd. N.W.
El Cuervo ABQ	701 Roma Ave. N.W.
El Don Motel	2222 Central Ave. S.W.
El Vado Motel	2500 Central Ave. S.W.

El Verde Inn	10020 Country Club Ln. N.W.
Element by Westin Albuquerque Uptown	2430 Louisiana Blvd. N.E.
Embassy Suites by Hilton Albuquerque	1000 Woodward Pl. N.E.
Extend a Suites & RV Park	12999 Central Ave. N.E.
Extend A Suites Albuquerque West	5701 Iliff Rd. NW
Extended Stay America Albuquerque Airport	2321 International Ave. S.E.
Extended Stay Hotel	2108 Menaul Blvd. N.E.
Fairfield Inn & Suites by Marriott - Airport	2300 Centre Ave. S.E.
Fairfield Inn & Suites by Marriott Albuquerque North	4875 Pan American W. Fwy. N.E.
French Quarters Motel, The	9317 Central Ave. N.W.
GreenTree Inn Albuquerque North	7630 Pan American Fwy. N.E.
Hampton Inn & Suites Albuquerque Airport	1300 Woodward Rd. S.E.
Hampton Inn & Suites Albuquerque North	4412 The 25 Way N.E.
Hampton Inn & Suites Albuquerque-Coors Road	6150 Iliff Rd. N.W.
Hampton Inn University - Midtown	2300 Carlisle Blvd. N.E.
Hilton Garden Inn Albuquerque Airport	2601 Yale Blvd. S.E.
Hilton Garden Inn Albuquerque Journal Center	5320 San Antonio Dr. N.E.
Hilton Garden Inn Albuquerque Uptown	6510 Americas Pkwy. N.E.
Hilton Garden Inn and Homewood Suites Albuquerque Downtown	222 Central Ave. S.E.
Holiday Inn & Suites Albuquerque Airport	1501 Sunport Pl. S.E.
Holiday Inn Express & Suites Albuquerque East	10501 Copper Pointe Way N.E.
Holiday Inn Express Albuquerque Midtown	2500 Menaul Blvd. N.E.
Holiday Inn Express Balloon Fiesta Park	5401 Alameda Blvd. N.E.
Holiday Inn Express Hotel & Suites Albuquerque Airport	1921 Yale Blvd. S.E.
Holiday Inn Hotel & Suites - North I-25	5050 Jefferson St. N.E.
Home2 Suites by Hilton Albuquerque - Downtown/University	1660 University Blvd. N.E.
Home2 Suites by Hilton Albuquerque Airport	3021 University Blvd. S.E.
Homewood Suites by Hilton - Airport	1520 Sunport Pl. S.E.
Homewood Suites by Hilton ABQ - Journal Center	5400 San Antonio Dr. N.E.
Homewood Suites by Hilton Albuquerque Uptown	7101 Arvada Ave. N.E.
Hotel 505	900 Medical Arts Ave. N.E.
Hotel Albuquerque at Old Town - A Heritage Hotel & Resort	800 Rio Grande Blvd. N.W.
Hotel Andaluz - Curio Collection by Hilton	125 Second St. N.W.
Hotel Chaco - A Heritage Hotel & Resort	2000 Bellamah Ave. N.W.
Hotel Parq Central	806 Central Ave. S.E.
Hotel Zazz	3711 Central Ave. N.E.
Hyatt Place Albuquerque Airport	1400 Sunport Pl. S.E.
Hyatt Place Albuquerque Uptown	6901 Arvada Ave. N.E.
Imperial Inn	701 Central Ave N.E.
InTown Suites	4676 Commerce Ave. N.E.
La Hacienda Motel	6214 Central Ave. S.W.
La Quinta Inn & Suites Albuquerque Journal Center Northwest	7439 Pan American Fwy. N.E.

La Quinta Inn & Suites Albuquerque NE	5241 San Antonio Dr. N.E.
La Quinta Inn & Suites Albuquerque West	6101 Iliff Rd. N.W.
La Quinta Inn Airport	2116 Yale Blvd. S.E.
La Quinta Suites by Wyndham Midtown	2011 Menaul Blvd. N.E.
Lazy H Motel	5601 Central Ave. N.E.
Luxury Inn	6718 Central Ave. S.E.
Microtel Inn & Suites Albuquerque West	9910 Avalon Rd. N.W.
Monterey Motel	2402 Central Ave. S.W.
Motel 6 - Midtown	1701 University Blvd. N.E.
Motel 6 - North	8510 Pan American Fwy. N.E.
Motel 6 - Northeast	13141 Central Ave. N.E.
Motel 6 - Prospect	3400 Prospect Ave. N.E.
Nativo Lodge	6000 Pan American Fwy. N.E.
Painted Lady Bed & Brew	1100 Bellamah Ave. N.W.
Piñon Motel & Apartments	8501 Central Ave. N.E.
Quality Inn & Suites	6100 Iliff Rd. N.W.
Quality Inn & Suites Albuquerque Airport	2231 Yale Blvd. S.E.
Quality Inn & Suites Albuquerque North Near Balloon Fiesta Park	5601 Alameda Blvd. N.E.
Quality Inn & Suites Downtown - University Area	1315 Menaul Blvd. N.E.
Quality Inn Albuquerque East	450 Paisano St. N.E.
Quality Suites Airport	1501 Gibson Blvd. S.E.
Querque Hotel	1760 Menaul Rd. N.E.
Ramada Albuquerque Airport	2300 Yale Blvd. S.E.
Ramada Plaza by Wyndham	2020 Menaul Blvd. N.E.
Red Roof Inn Albuquerque	2015 Menaul Blvd. N.E.
Residence Inn Albuquerque by Marriott North	4331 The Lane @ 25 N.E.
Residence Inn by Marriott Albuquerque Airport	2301 International Ave. S.E.
Rodeway Inn Albuquerque Downtown On Rt 66	801 Central Ave. N.E.
Sandia Peak Inn	4614 Central Ave. S.W.
Sheraton Albuquerque Airport Hotel	2910 Yale Blvd. S.E.
Sheraton Albuquerque Uptown	2600 Louisiana Blvd. N.E.
Siegel Select	2500 University Blvd. N.E.
Siegel Select Albuquerque II	5020 Ellison St. N.E.
Sleep Inn Airport Albuquerque	2300 International Ave. SE
Sonesta ES Suites Albuquerque	3300 Prospect Ave. N.E.
Sonesta Simply Suites Albuquerque	3025 Menaul Blvd. N.E.
Southwest Suites Corporate Housing	5840 Osuna Rd. N.E.
Spark by Hilton Albuquerque North I-25	4630 Pan American Fwy. N.E.
SpringHill Suites Albuquerque University Area	1101 Central Ave. N.E.
SpringHill Suites by Marriott Albuquerque North/Journal Center	5910 Holly Ave. N.E.
Staybridge Suites Albuquerque - Airport	1350 Sunport Pl. S.E.
Staybridge Suites Albuquerque North	5817 Signal Ave. N.E.

Studio 6 - Extended Stay	4441 Osuna Rd. N.E.
Suburban Extended Stay Hotel East	13031 Central Ave. N.E.
Suburban Studios Extended Stay	2401 Wellesley Dr. N.E.
Super 8 Albuquerque West	6030 Iliff Rd. N.W.
SureStay Hotel by Best Western Albuquerque Midtown	1635 Candelaria Rd. N.E.
TownePlace Suites & Fairfield Inn by Marriott Uptown	2160 Louisiana Blvd. N.E.
TownePlace Suites Albuquerque Airport	2400 Centre Ave S.E.
TownePlace Suites by Marriott Albuquerque North	5511 Office Blvd. N.E.
Travelodge by Wyndham Albuquerque East	601 Paisano St. N.E.
Travelodge by Wyndham Albuquerque West	6012 Iliff Rd. N.W.
Tree Inn & Suites	2120 Menaul Blvd. N.E.
Tru by Hilton	4949 Jefferson St. N.E.
Westward Ho Motel	7500 Central Ave. S.W.
WoodSpring Suites Albuquerque	13001 Central Ave. N.E.

Appendix 3- Progress Report and Benefits to Assessed Lodging Businesses

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ALBUQUERQUE TOURISM MARKETING DISTRICT FY25 PAID ADVERTISING PLACEMENTS

SUMMARY OF PLACEMENTS

Advertising placed with ATMD dollars in FY25 generated more than **919 million impressions**. Channels were selected to reach target audiences likeliest to travel to Albuquerque and included ads at five airports, sponsored wi-fi at four airports, online banner ads and Connected TV spots delivered to target audiences in nine cities, train wraps on the Denver Light Rail system, outdoor billboards in Los Angeles and Denver, online banner ads to support signature events, and social media ads. Ad placements reaching leisure travelers totaled $4.3 million.

Leisure advertising shifted from outdoor billboards to airport kiosks and monitors in FY25, with airport advertising representing 443.5 million impressions and $1,614,382 in ad spend. People who see ads in airports, unlike those who see billboards, are known travelers and likely to have higher household incomes. Many are also business travelers, allowing us to reach those who plan events.

In addition, almost $130,000 of ATMD dollars were devoted to **reaching meeting planners** with ad placements with the Professional Convention Management Association (PCMA) that included banner ads in e-newsletters and print ads in *PCMA Convene*.

FY25 Ad Placement	Ad Impressions	Ad Spend
Airport: Dallas-Fort Worth International (DFW)	90,954,020	$486,477
Airport: Dallas Love Field	126,313,156	$135,888
Airport: Denver International (DEN)	66,859,389	$359,500
Airport: Phoenix Sky Harbor International (PHX)	120,875,825	$186,524
Airport: Los Angeles International (LAX)	29,955,702	$445,992
Airport: Sponsored Airport Wi-Fi (paid in FY24, no cost in FY25)	8,598,547	$0
Online Banner Ads	168,548,851	$1,400,799
Connected TV and Preroll Video	29,097,905	$692,806
Denver Light Rail Train Wraps	182,419,072	$23,229
Outdoor Billboards (overrun from FY24, no cost in FY25)	42,182,285	$0
Online Banner Ads for Signature Events	6,330,485	$45,829
Paid Social Media (Instagram, Facebook, TikTok, Pinterest, YouTube)	44,705,992	$321,450
Search Engine Marketing (Pay Per Click)	1,784,385	$120,000
PCMA Banner Ads in E-newsletters and Print Ads	640,944	$129,036
Total	**919,266,558**	**$4,347,530**

DALLAS-FORT WORTH INTERNATIONAL AIRPORT

July 1, 2024, to June 30, 2025
Impressions: 90,954,020
Spend: $486,477

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 FY25 included:

July 1, 2024, to Jan. 12, 2025:

- 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 appeared on the largest single ad space available at DFW. It measures over 300 square feet.

Jan. 13, 2025, to June 30, 2025:

- 10-second videos on 72 i-Vision screens (85”) and 48 baggage claim monitors (75”)

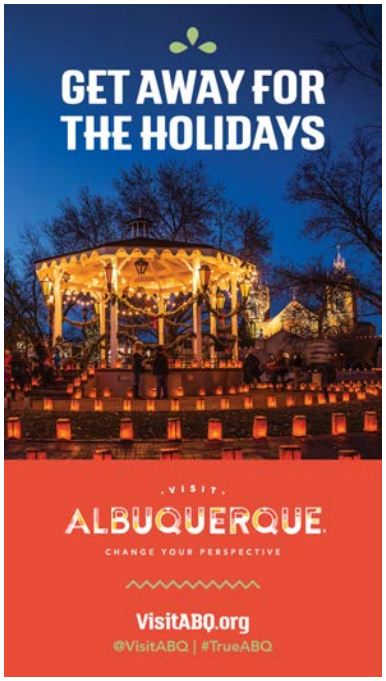
DALLAS LOVE FIELD

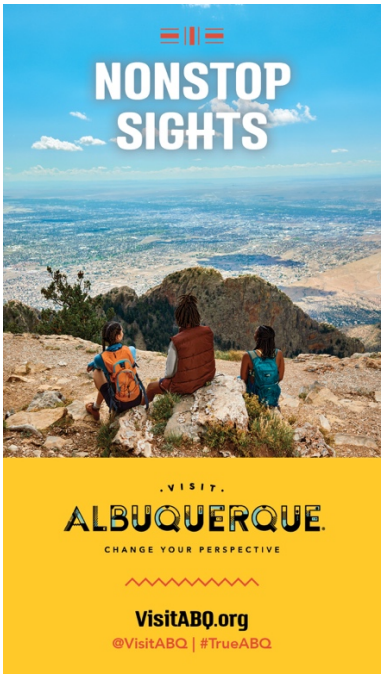
July 1, 2024, to June 29, 2025
Impressions: 126,313,156
Spend: $135,888

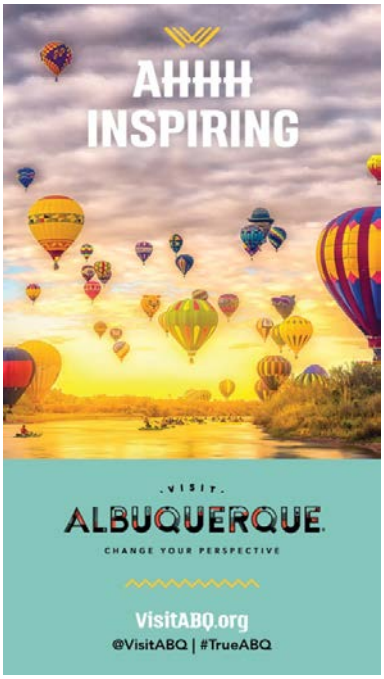
Dallas Love Field is the operating base for Southwest Airlines, which has a 95% market share at the airport. Southwest Airlines is the largest carrier by passenger volume to the Albuquerque International Sunport. Visit Albuquerque's advertising at Love Field included:

- 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 promote events such as the Albuquerque International Balloon Fiesta.







DENVER INTERNATIONAL AIRPORT

July 1, 2024, to June 29, 2025
Impressions: 66,859,389
Spend: $359,500

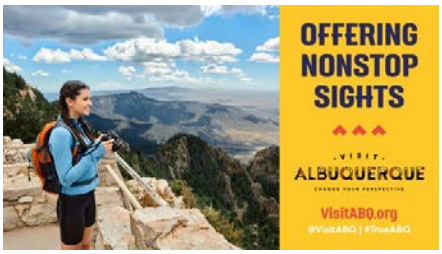
Denver International Airport is the third-busiest in the world in terms of passenger traffic. At DIA, our ads appear on 40 double-sided digital "blade" signs at 20 gate hold areas in Concourse C. This concourse is primarily used by Southwest Airlines and accounts for 34% of all passenger traffic at DIA.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

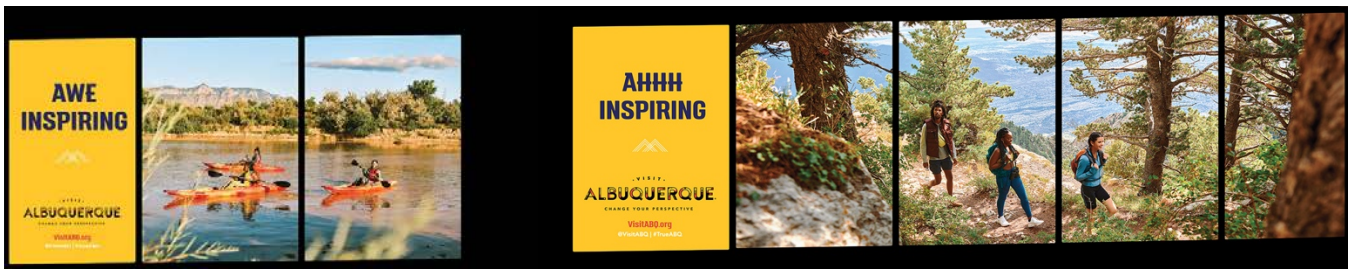
PHOENIX SKY HARBOR INTERNATIONAL AIRPORT

July 1, 2024, to June 29, 2025
Impressions: 120,875,825
Spend: $186,524

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.
- 42 baggage claim monitors in Terminal 3





LOS ANGELES INTERNATIONAL AIRPORT

February 17, 2025, to July 14, 2025
Impressions: 29,955,702
Spend: $445,992

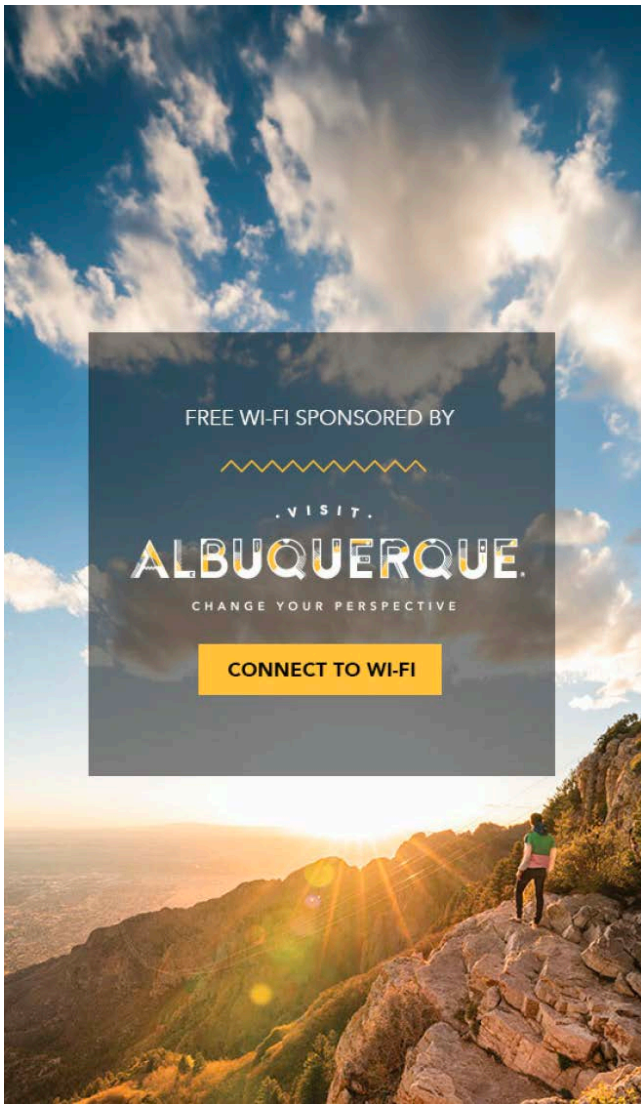
We placed 10-second video spots on 107 i-Vision (80") and baggage claim (70") monitors throughout LAX, the world's 11th busiest airport and a major international gateway for the United States. Our ads appeared in eight out of the nine terminals at LAX, including Terminal 1, primarily used by Southwest Airlines; Terminals 2 and 3, Delta Airlines; Terminals 4 and 5, American Airlines; Terminal 6, primarily used by Alaska Airlines, Hawaiian Airlines and Air Canada; and Terminals 7 and 8, United Airlines.

SPONSORED AIRPORT WI-FI

July 1, 2024, to March 31, 2025
Impressions: 8,598,547
Spend: $0 (bonus placements provided by the vendor at no charge following our FY24 ad buy)

Approximately one-third of passengers at four U.S. airports watched a 15-second commercial for Albuquerque in order to connect to the airport's free wi-fi service. After the video played, viewers had the option to click through to Visit Albuquerque's website. They also were 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 sponsored the wi-fi at:

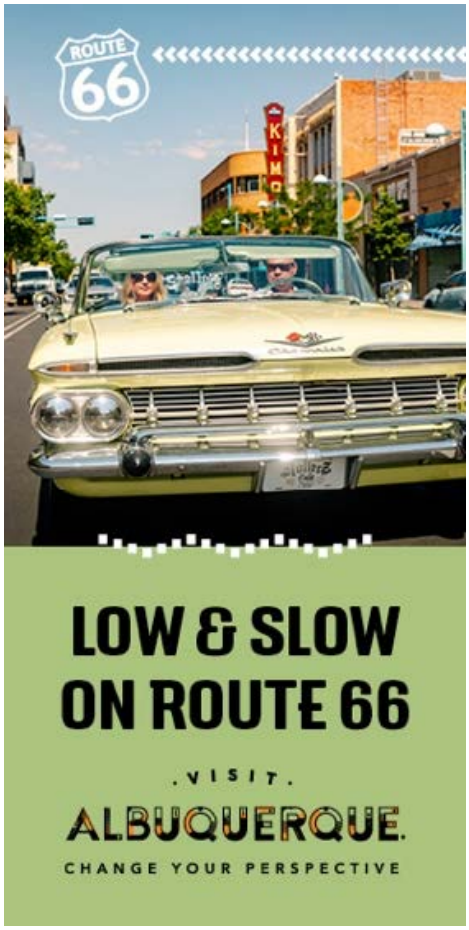
- Austin-Bergstrom International Airport
- Chicago Midway
- Phoenix Sky Harbor Airport
- Los Angeles International Airport



ONLINE BANNER ADS

July 1, 2024, to June 30, 2025 (except Los Angeles was February 18, 2025, to July 31, 2025)
Impressions: 168,548,851
Spend: $1,400,799

Online banner ads in nine sizes targeted travelers from Amarillo, Colorado Springs, Dallas, Denver, El Paso, Los Angeles, Lubbock, Phoenix and Tucson, as well as from New Mexico cities outside Albuquerque. The ads targeted traveler segments including foodies, outdoor enthusiasts, arts and culture lovers, roadtrippers and Route 66 travelers, cyclists, birders, staycationers, repeat visitors, and more. Sample ads are shown below.



CONNECTED TV COMMERCIALS AND PREROLL VIDEO

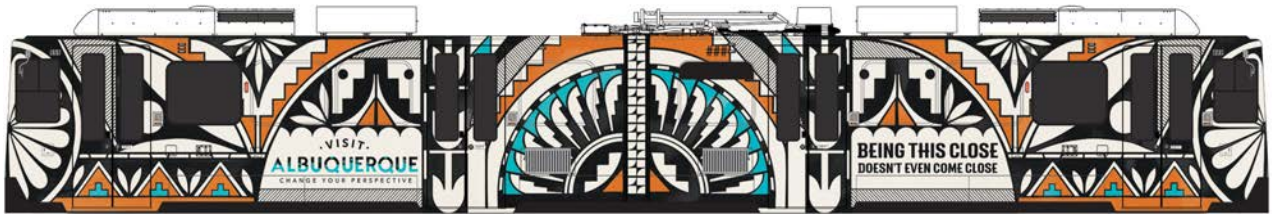
July 1, 2024, to June 30, 2025
Impressions: 29,097,905
Spend: $692,806

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 from Amarillo, Colorado Springs, Dallas, Denver, El Paso, Los Angeles, Lubbock, Phoenix and Tucson, as well as from New Mexico cities outside Albuquerque.

DENVER LIGHT RAIL TRAIN WRAPS

July 1, 2024, to January 26, 2025
Impressions: 182,419,072
Spend: $23,229

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 10 trains from July 2024 through January 2025 and continued running on many trains through June 2025 at no additional cost.



OUTDOOR BILLBOARDS IN DENVER AND LOS ANGELES

July and August 2024
Impressions: 42,182,285
Spend: $0

We did not use ATMD funds to purchase outdoor billboards in FY25. However, if billboard companies do not have a new advertiser to take over the location of a vinyl billboard, they often will leave existing artwork posted for longer the contracted period. Our billboard contracts in Denver and Los Angeles expired on June 30, 2023 (the conclusion of FY24), but the billboard companies kept them posted for July and August 2024, generating 42 million "bonus" impressions at no additional cost. Below are examples of some of artwork on the billboards in those cities.

SIGNATURE EVENT ADVERTISING

Various dates, see below
Impressions: 6,330,485
Spend: $45,829

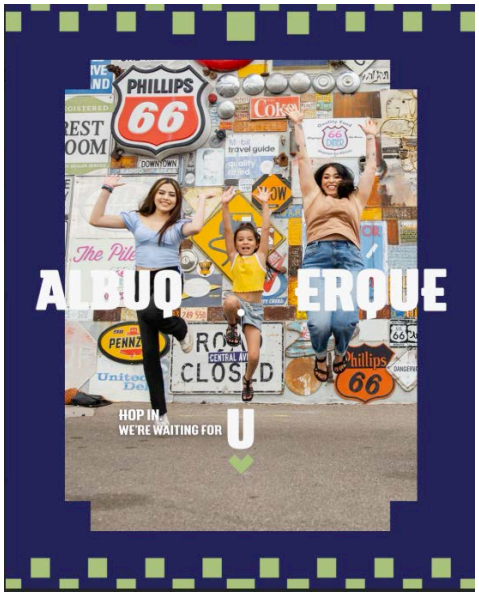
Visit Albuquerque developed marketing campaigns to promote awareness and ticket sales for four "signature events" in FY25. These events also each received $10,000 grants from the Tourism Grant Program funded by the ATMD. We worked with event producers to determine messaging and target markets for each event and to develop a customized campaign.

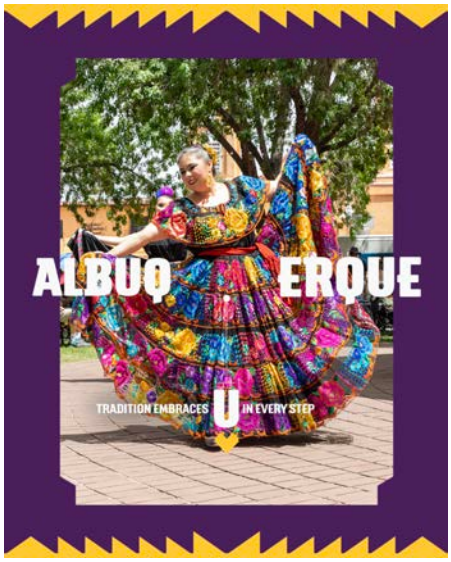
- Day of the Tread, ads in market Sept. 26 to Oct. 20, 2024, targeting Phoenix and Tucson.
- Gathering of Nations, ads in market March 20 to April 17, 2025, targeting Amarillo, Colorado Springs, Dallas, Denver, El Paso, Los Angeles, Lubbock, Phoenix, Salt Lake City and Tucson.
- Festival Flamenco, ads in market May 15 to June 11, 2025, targeting Amarillo, Colorado Springs, Dallas, Denver, El Paso, Los Angeles, Lubbock, Phoenix, San Diego and Tucson.
- Mariachi Spectacular, ads in market June 12 to July 2, 2025, targeting Amarillo, Colorado Springs, Dallas, Denver, El Paso, Los Angeles, Lubbock, Phoenix and Tucson.

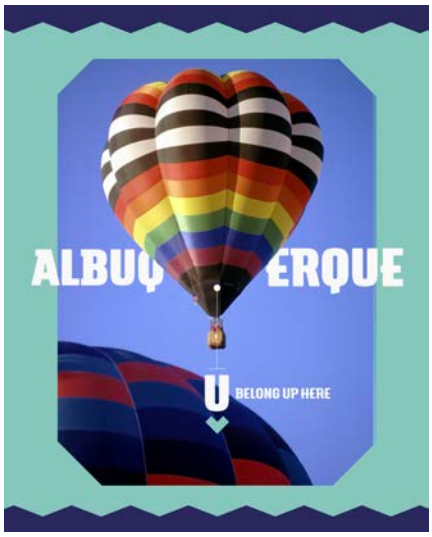
SOCIAL MEDIA ADVERTISING CAMPAIGN

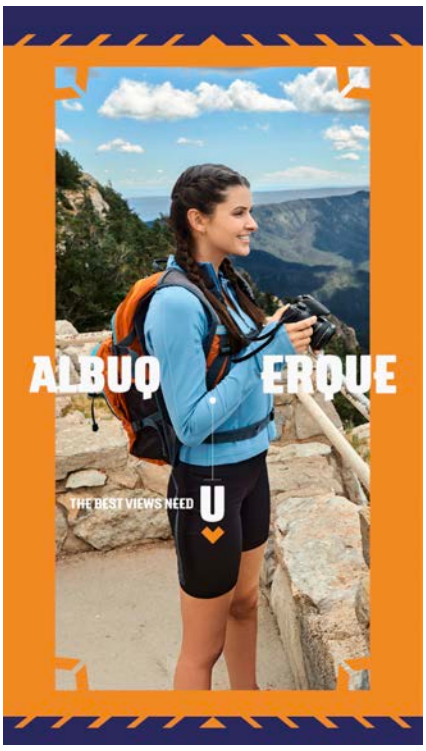
May 2025 to June 30, 2025
Impressions: 44,705,992
Spend: $500,000

Research shows that Albuquerque's target travelers are heavy users of social media and use it for trip inspiration and planning. In early 2025, the ATMD Governance Committee approved a significant expansion of Visit Albuquerque's use of paid social media. The funds were used to develop and place a new campaign that launched in May 2025 that includes ads on Instagram, Facebook, TikTok, Pinterest and YouTube. The "U are Here" campaign creatively invites travelers to imagine themselves as the middle "U" in Albuquerque's name. During the last two months of the fiscal year, the campaign generated almost 45 million impressions and more than 3 million engagements (likes, clicks, shares), for an engagement rate of more than 6.5%. Engagement rates above 6% are considered strong.









PCMA

July 2024 to June 2025
Impressions: 640,944
Spend: $129,036

A small amount of ATMD marketing dollars were directed toward the meeting planner audience rather than leisure travelers. We placed ads throughout FY25 targeting members of the Professional Convention Management Association (PCMA). With more than 50,000 members, PCMA is the world's largest membership association for business event planners and suppliers.

We advertised in PCMA's "The Raise" and "This Week" e-newsletters and in seven issues of PCMA's print magazine, *Convene*. Two of the print ads were two-page spreads that highlighted Albuquerque's meeting venues, Convention Center, attractions and neighborhoods.

places + spaces

OVERVIEW

Albuquerque

Surrounded by a striking, high-desert landscape and steeped in the heritage of more than 70 diverse cultures, including 23 Native American tribes and pueblos, Albuquerque offers a different kind of destination experience for business events. Along with versatile accommodations and venues — including a modern convention center — expect to find immersive ways for attendees to discover the city's rich culture. Whether sampling New Mexican cuisine or soaking up views of the Sandia Mountains, they will be amidst settings that lend themselves to making connections. Plus, the city's favorable climate and convenient accessibility make it an appealing choice for gatherings any time of the year.

For more information visitalbuquerque.org/meetings

Streetscape
Route 66

This iconic highway, which will celebrate its centennial in 2026, runs through the heart of Albuquerque along Central Avenue, connecting the Nob Hill, Downtown, and historic Old Town neighborhoods. Visitors will find plenty to do and see – and eat – along this colorful stretch filled with murals, neon signs, roadside diners, and landmarks like the KiMo Theatre, noted for its Pueblo Deco architecture. Exploring the nation's "Mother Road" is a great reason for attendees to tack on an extra day's stay in Albuquerque.

May 14-16, 2025
Association of Children's Museums InterActivity 2025
childrensmuseums.org/interactivity

The InterActivity conference brings together professionals working in children's museums for three days of education and exhibitions designed to elevate the museum community.

Sandia Peak Aerial Tramway 5
2 Indian Pueblo Cultural Center
1 Albuquerque Convention Center
ROUTE 66
4 Old Town
3 Albuquerque International Sunport

1 **Albuquerque Convention Center**
visitalbuquerque.org/meetings/convention-center

Modern and versatile with more than 270,000 square feet of flexible indoor meeting space, this convention center offers dedicated exhibit, ballroom, and breakout space within Downtown Albuquerque. Hotels, restaurants, and shopping are all within an easy stroll.

2 **Indian Pueblo Cultural Center**
visitalbuquerque.org/things-to-do/arts-culture/museums/indian-pueblo-cultural-center

The IPCC highlights the rich traditions of New Mexico's 19 pueblos, immersing visitors in Native American culture and traditions through exhibits on Indigenous history and art as well as traditional performances and authentic Native cuisine.

3 **Albuquerque International Sunport**
visitalbuquerque.org/plan-my-trip/transportation/getting-here/air

New Mexico's largest airport, which has direct flights to more than 25 cities, is a quick and easy commute to Downtown and other Albuquerque neighborhoods. But visitors have reason to linger: ABQ is about to reveal a terminal renovation that will include a new food hall and additional retail offerings.

4 **Old Town**
visitalbuquerque.org/about-abq/neighborhoods/historic-old-town

Historic Old Town has been the heartbeat of Albuquerque since its founding in 1706. More than three centuries later, the neighborhood remains a hub for shopping, cuisine, and culture — including Museum Row, home to Albuquerque Museum and other venues that offer rich insights into regional art, history, and science.

5 **Sandia Peak Aerial Tramway**
visitalbuquerque.org/things-to-do/air/aerial-tramway

The longest tramway in North America, the Sandia Peak Tram offers panoramic views as it ascends 2.7 miles to the 10,378-foot crest of the Sandia Mountains. At the summit, visitors can enjoy hiking trails, dining, and stunning views of the surrounding landscape.

18 PCMA CONVENE NOVEMBER 2024

Sponsored content by Visit Albuquerque

PCMA.ORG

Illustration by Kevin Whipple

NOVEMBER 2024 PCMA CONVENE 19

LEISURE ADVERTISING EFFECTIVENESS

Markets for ATMD advertising were Amarillo, Colorado Springs, Dallas, Denver, El Paso, Lubbock, Phoenix and Tucson for the entire fiscal year, and Los Angeles for the period from Feb. 18 to June 30, 2025. In each of those markets, advertising that was funded by non-ATMD dollars also ran.

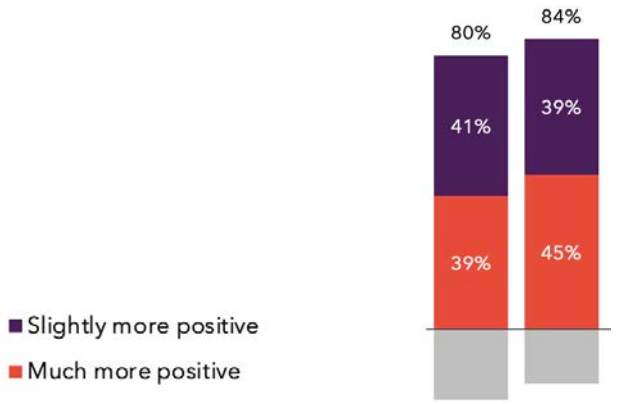
A survey conducted for Visit Albuquerque by Prodege asked target travelers whether they recalled seeing at least one element of Visit Albuquerque's paid advertising campaign in FY25. Survey results showed that awareness of Visit Albuquerque's paid advertising was highest in Amarillo, at 38%, followed closely by El Paso (35%) and Lubbock (34%). Even in large cities like Los Angeles and Dallas, ad awareness reached 24% among target travelers, defined as those ages 25 to 74 who have taken at least one overnight leisure trip in the past 12 months.

Awareness of Visit Albuquerque's paid advertising increased in every market in FY25 compared to FY24. (Change in awareness could not be measured in Tucson or Lubbock because those markets were not measured in FY24.)

	Phoenix	Denver	Tucson	Dallas	El Paso	Amarillo	Colorado Springs	Lubbock	Los Angeles
Overall Paid Ad Awareness	**27%**	**26%**	**28%**	**24%**	**35%**	**38%**	**30%**	**34%**	**24%**
Video Ad Awareness	15%	10%	10%	13%	16%	21%	15%	17%	12%
Online Banner Ad Awareness	8%	7%	7%	8%	8%	8%	9%	9%	9%
Paid Social Media Awareness	6%	7%	8%	8%	12%	16%	9%	14%	6%
Airport Ad Awareness	5%	6%	4%	5%	7%	6%	8%	8%	4%
Billboard Ad Awareness	2%	3%	3%	2%	5%	4%	3%	5%	0%
Train Wrap Awareness	-	2%	-	-	-	-	-	-	-
Change in Awareness FY24 to FY25	+2 pts	+5 pts	n/a	+3 pts	+1 pt	+7 pts	+4 pts	n/a	+5 pts

In addition, the study showed that 84% of those who recalled seeing our paid advertising in FY25 said the **ads had a positive impact on their perceptions of Albuquerque** – 4 points higher than FY24.

Advertising Positive Impact
of Perceptions of Albuquerque



The Prodege survey showed that 4 million target travelers in nine core media markets recalled seeing our paid advertising during FY25. Visit Albuquerque's Research & Market Intelligence team used the Prodege data to produce an FY25 Marketing Effectiveness Study. The study determined that travelers from the nine core markets booked nearly 308,000 trips to Albuquerque as a direct result of Visit Albuquerque's advertising campaigns funded by ATMD, lodgers' tax and 1% hospitality fee collections. Multiplying the total number of person trips by the average per person per trip spend, the study showed that Visit Albuquerque influenced nearly $116 million in direct visitor spending and nearly $10 million in taxes generated for Albuquerque.

Visit Albuquerque spent just over $5 million in paid media in key markets in FY25. (Spending was from all sources.) Based on the direct spending by influenced visitors, Visit Albuquerque returned nearly $22 in visit spending and $2 in tax revenue for every ad dollar spent.

FY25 Return on Ad Spend

Estimated Total Person Trips Influenced	307,791
Estimated Total Direct Spending Influenced	$116,107,583.00
Estimated Total Taxes Influenced	$10,668,047.00
FY25 Ad Spend in Nine Core Markets*	$5,280,130.00
Direct Spending ROI (Return on Ad Spend)	$21.99
Tax ROI	$2.02

*Amarillo, Austin, Colorado Springs, Dallas, Denver, El Paso, Houston, Los Angeles, Phoenix.

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ALBUQUERQUE TOURISM MARKETING DISTRICT FY25 DESTINATION DEVELOPMENT REPORT

TOURISM GRANTS PROGRAM

Consistent with the District Plan, a portion of revenue generated by the Albuquerque Tourism Marketing District in FY25 was dedicated to funding a Tourism Grants Program. To be considered for a grant, applicants were required to demonstrate their project's potential to increase overnight visitation at assessed lodging businesses. Preference also was given to events scheduled to take place during the shoulder season from November to March and to projects that advance the goals of Albuquerque's Destination Master Plan. Released in November 2024, the Destination Master Plan is a 10-year roadmap that identifies how Albuquerque can offer a more immersive and engaging experience for travelers. It identified key priority areas for development, including events and festivals, Downtown development and activation, venues and facilities, infrastructure, transportation and other areas. More than 2,300 stakeholders contributed to development of the plan.

In FY25, the Tourism Grant Program awarded $500,000 to 32 organizations for transformative initiatives focused on priority areas in the Destination Master Plan. Recipients of Incubator grants were eligible to receive up to $10,000 in project funding, recipients of Innovator grants were eligible for up to $100,000 with a matching requirement, and recipients of Signature Event grants received $10,000 in funding plus development of a customized marketing campaign.

Incubator Level Grantees

- Adelante Development Center – Albuquerque Accessibility Resources
- Cardboard Playhouse Theatre Co. – Second Saturdays
- Duke City Repertory Theatre – New Works/New Spaces Festival
- Friends of the Orphan Signs – ABQ: It's a Sign (sign restoration)
- Itality Plant Based Foods – Plant-Based Culinary & Sustainability Experiences of New Mexico
- Kustom Hoppers – A Cultural Preservation Initiative (immersive lowrider storytelling initiative)
- M'tucci's Bar Roma – Route 66 Music Series
- National Hispanic Cultural Center Foundation – 2nd Annual Luminito Celebration,
- New Mexico Restaurant Association – Albuquerque Restaurant Week
- New Mexico Wine & Grape Growers Association – Albuquerque Wine Month
- Remedy Coffee – Courtyard and Event Space Upgrade
- RunFit – NM Route 66 "Mother Road" Mini Marathon

- Sherwood Coffee 'n' Bread, LLC – Taste of the Southwest: Culinary Tourism Experience Series
- Wheels Museum – Southwest Transportation Festival

Innovator Level Grantees

- AMP Concerts – *Live @ Winrock Free Concert Series*
- Artemis Promotions, Inc. – *New Mexico Route 66 Fest (expanded Lowrider Fest)*
- Arts Hub – *Funny Fiesta*
- Blue River Productions – *Southwest Glowup Expo (fashion, skincare and self-care expo*
- Casa Flamenca – *Arts al Aire*
- Explora – *Outdoor Learning Experience on Explora Trails*
- Flamenco Works, Inc. – *Fiesta Flamenca Burqueña*
- Historic Old Town Association – *Corazon de Route 66 (events and storytelling campaign)*
- Indian Pueblo Cultural Center – *Pueblo Pathways (culinary showcases and tourism-focused packaging)*
- Luna and Luz – *Art Migrates (artist residency program)*
- Meltdown Studios, LLC – *Southwest Studio Sessions: Connecting Jewelers in Culture and Craft*
- National Museum of Nuclear Science & History – *Spyglass: A Festival of Espionage and Atoms*
- Passport to Pueblo Country – *An Authentic Cultural Experience (Native-led guided day trips)*
- Pleased to Present – *Downtown Art Gallery*

Signature Event Grantees

- Day of the Tread – annual Halloween- and Day-of-the-Dead-themed bicycle race
- Gathering of Nations – the largest Native American powwow in North America
- Mariachi Spectacular de Albuquerque – the largest and most comprehensive mariachi concert and conference event in the country
- National Institute of Flamenco's Festival Flamenco Alburquerque - the largest flamenco event held outside of Spain

VISITOR SERVICES ENHANCEMENTS

In addition to marketing the destination, creating a memorable experience for visitors is another goal of the Albuquerque Tourism Marketing District. Visit Albuquerque operates two Visitor Information Centers – one in Old Town and one at the Albuquerque International Sunport. In FY25, Visit Albuquerque added immersive elements to its Old Town location to create a more engaging experience, including a hot air balloon gondola, a flamenco dress on loan from the National Institute of Flamenco, displays of Pueblo pottery and turquoise jewelry, and a punched tin postal mailing station with complimentary Route 66 postcards. Visit Albuquerque also opened a Convention Welcome Center across from the Albuquerque Convention Center, where meeting attendees can find city information and maps, take a photo in an interactive photobooth, and pick up complimentary branded souvenirs that promote Albuquerque.

Appendix 4 - Financial Statement

BALANCE SHEET

	Unaudited Year To Date 6/30/2025	Year To Date 6/30/2024
Assets		
Current Assets		
Cash and Cash Equivalents	$1,307,204	$1,048,865
Other Current Assets	$26,056	$6,054
Total Current Assets	$1,333,260	$1,054,919
Long-term Assets		
Property & Equipment	$0	$0
Other Long-term Assets	$0	$0
Total Long-term Assets	$0	$0
Total Assets	**$1,333,260**	**$1,054,919**
Liabilities and Net Assets		
Liabilities		
Short-term Liabilities		
Accounts Payable	$398,067	$214,618
Other Short-term Liabilities	$658,022	$626,678
Total Short-term Liabilities	$1,056,089	$841,296
Total Liabilities	**$1,056,089**	**$841,296**
Net Assets		
Net Assets	$49,189	($5,811)
Designated Reserve	$227,982	$219,434
Total Net Assets	**$277,171**	**$213,623**
Total Liabilities and Net Assets	**$1,333,260**	**$1,054,919**

STATEMENT OF REVENUES AND EXPENSES

	Unaudited FY 2025 Forecast	FY 2026 Budget
REVENUES		
TOURISM MARKETING BENEFIT FEES	$6,772,042	$6,655,345
OTHER REVENUE	$106,111	$93,000
TOTAL REVENUES	**$6,878,152**	**$6,748,345**
EXPENSES		
CITY FEE	$67,720	$66,553
SALES, MARKETING & COMMUNICATIONS	$5,263,466	$5,114,821
DESTINATION DEVELOPMENT & VISITOR SERVICES	$835,717	$866,687
ADMINISTRATION	$647,701	$632,041
TOTAL EXPENSES	**$6,814,605**	**$6,680,102**
INCREASE / (DECREASE) IN NET ASSETS	**$63,548**	**$68,243**

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