



AzLTA's Southern Arizona Chapter

- Replaces former Southern Arizona Lodging & Resort Association (SALARA)
- Advocacy, education, membership and networking
- Company must be an AzLTA member to participate—no additional fee to belong to Southern Arizona chapter

AzLTA's Southern Arizona Chapter—Structure

Leadership includes:

- Chair—Southern Arizona Chapter
- Chairs and vice chairs—1) advocacy; 2) education; 3) membership; and 4) networking
- Meetings: Leadership meets quarterly starting in December 2021—meetings open to members
- Chapter Chair serves on AzLTA's board of directors—provides chapter updates at AzLTA board meetings

AzLTA's Southern Arizona Chapter—Advocacy

- Meetings: Quarterly—more, when needed
- Local/County: COVID-19 restrictions, Pima County health department inspections, unions, minimum wage, streets, tourism funding, educate electeds
- Airport: Fair fee schedules, air-service development
- State: COVID liability, tourism marketing authorities
- Federal: infrastructure, borders reopening, Amtrak

AzLTA's Southern Arizona Chapter—Education

- Meetings: Quarterly
- Intent: Develop more industry workers
- Pima Community College's Hospitality/Culinary program
- JTED and other high school initiatives

AzLTA's Southern Arizona Chapter—Membership

- Meetings: Quarterly
- Partner with AzLTA staff to identify potential members and ask them to join AzLTA
- Help AzLTA identify and communicate value proposition of being an AzLTA member

AzLTA's Southern Arizona Chapter—Networking

- Meetings: Committee meets at least once annually to plan mixers; 3 chapter mixers annually; committee members seek mixer sponsors
- Content: Featured topic/speaker at each meeting, along with a reception
- Communication: Work with AzLTA staff to plan mixer content and dates, and to promote mixers to members

Next Steps

- Please have your company become an AzLTA member if it's not already
- Let AzLTA staff know if you are willing to serve and in what capacity
- First leadership meeting in December 2021
- Committees meet beginning in January 2022