

August 6, 2020



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Dear Members,

There has been a lot of action in Arizona this week as voters across the state participated in the Primary Election on Tuesday. Although ballots are still being processed, most races have been determined. Below is a recap of what we know to date.

In addition, industry leaders continue to urge our Congressional delegation to pass a COVID-19 package that includes much-needed relief for the hospitality and tourism industry.

Many of these relief items were discussed during our Tourism Talks webinar which featured Chip Rogers, President and CEO of the American Hotel & Lodging Association, Lynn S. Mohrfeld President and CEO of the California Hotel & Lodging Association, and moderated by Bettina Nava, Owner of OH Strategic Communications. A special thank you to the panelists for an insightful conversation. The hospitality and tourism was hit first and worst during Arizona's busiest time of year resulting in a loss of \$7 billion in visitor spending. As discussed during the webinar, Arizona, California and other states across the nation-- in collaboration with AHLA--are leading the effort to establish and implement health and sanitation protocols as well as obtain resources to protect hospitality jobs.

Our Tourism Talk Webinar Series continues next week with a conversation about Tourism Marketing Authorities (TMAs). I encourage you to register today to learn more about how TMAs

[Subscribe](#) to our email list.

Sincerely,

Kim Grace Sabow

Kim Grace Sabow
President & CEO

TOURISM TALK WEBINAR SERIES



TOURISM TALK
A Series of Conversations with Industry Leaders

ARIZONA
LODGING & TOURISM
ASSOCIATION

WEEK 2

**Tourism Marketing Authorities (TMAs)
What They Mean for Arizona**

SPEAKERS

WEDNESDAY
AUGUST 12 | 10:00 AM

WEBINAR 

#TOURISMTALK | WWW.AZLTA.COM/TOURISM-TALK

Moderated by: Lorna Romero, President, Elevate Strategies AZ

Scott Joslove
President and CEO
Texas Hotel and Lodging Association

Kim Sabow
President and CEO
Arizona Lodging & Tourism Association

Brent DeRaad
President and CEO
Visit Tucson

John Lambeth
President and CEO
Civitas

REGISTER TODAY!

STATE UPDATE



The Primary Election on Tuesday has resulted in a number of incumbents not returning to the Arizona Legislature next year. Although ballots are still being counted, the following contested legislative races are of note:

LD6: Challenger Wendy Rogers defeated incumbent Senator Sylvia Allen

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LD8: Current Senator Frank Pratt has a small lead over challenger Neal Carter for a seat in the House

LD15: Representative Nancy Barto defeated incumbent Senator Heather Carter

LD23: Challenger Joseph Chaplik defeated Representative Jay Lawrence

For a full review of the results, please visit the [Arizona Secretary of State Website](#).

FEDERAL UPDATE

STEP Act: AzLTA joined Senator Kyrsten Sinema in a **[press release](#)** announcing the introduction of the bipartisan STEP Act. This legislation modifies existing Economic Development Administration grant programs to provide direct support to Arizona's tourism industry and promote economic recovery from the coronavirus.



Additional PPP Guidance Released: The Small Business Administration (SBA) and the Treasury Department released additional Paycheck Protection Program (PPP) FAQs focused on PPP loan forgiveness. This **[document](#)** provides further details on the loan forgiveness process, required documentation, cost eligibility, and forgiveness amount calculations. AHLA will continue to work the Administration and Congress to ensure that the PPP and other pandemic economic relief options meet the needs of the hotel industry.

The Push to Save Hotel Jobs Continues: Please help those who make our industry so special – hotel employees. Without assistance many hotels will close their doors for good and jobs will be lost. Please sign up for HotelsACT. If you've already done so, please forward the **[HotelsACT link](#)** to everyone you know in our industry. We must speak loud and clear now or we won't be included in the next Coronavirus-response legislation.

AzLTA will continue to work with AHLA and U.S. Travel to advocate for these bills and additional industry priorities.

AZLTA PAC

We need your help! The November election is quickly approaching. AZLTA is actively raising funds to support our tourism advocates at the legislature.

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By contributing to the AZLTA PAC, you are helping to elect legislators who support our industry. Every day, lawmakers make decisions on raising or lowering your taxes, enacting or repealing burdensome employer mandates, and promulgating unreasonable regulations. The AZLTA PAC is committed to electing lawmakers who will best represent our objectives – lowering taxes, repealing burdensome employer mandates, and eliminating unreasonable regulations.

[DONATE TODAY!](#)

PROGRAM SHOWS APPRECIATION FOR LOCAL PLANNERS

Experience Scottsdale launched a new program to show appreciation for Arizona planners organizing future meetings at Scottsdale-area hotels and resorts. Local planners who utilize Experience Scottsdale's services by submitting qualified RFPs of over 10 rooms will receive gift cards to local shops, restaurants and activities. With the continued uncertainty of the pandemic and economic downturn, planners are more likely than ever to plan programs in their own backyards. Through the "[Local Love](#)" promotion, Experience Scottsdale wants to ensure those planners view our organization as an extension of their teams and consider Scottsdale-area hotels, resorts and venues for their events.

#THANKFULTHURSDAY



We're dedicating this #ThankfulThursday to SILVER Strategic Partner AAHOA who truly understands the importance of hotels to local economies throughout Arizona and represent the

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COVID-19 PRECAUTIONS FOR HOTELS

AHLA has announced [COVID-19 Precautions for Hotels](#), a hotel-specific online training course designed specifically for cleaning and safety during the pandemic. This valuable training tool was developed in partnership with the American Hotel & Lodging Educational Institute (AHLEI).

[LEARN MORE](#)




AZSAFE+CLEAN

Are you **AZSAFE + CLEAN Certified**? AzLTA is pleased to offer the AZSAFE+Clean certification that aims to provide hotels and resorts a one-stop-shop for industry standards and guidelines for a safe work environment, and confirm to both their team members and guests that they are taking the necessary steps to remain safe and clean.

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MEMBER DISCOUNTS



ARIZONA
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Exclusive virtual care offering for Arizona Lodging & Tourism Association members



Arizona Lodging & Tourism Association has partnered with Teladoc Health to give your employees and their families safe access to care with unlimited virtual visits for both mental health and medical conditions for just \$7 per month per employee- no insurance required.

[LEARN MORE](#)

COVID-19 Test



Self-administered comprehensive solution that integrates FDA AUTHORIZED at-home sample collection, lab testing, result-delivery, and patient support.

- ✓ Exclusive negotiated price for hospitality organizations/employers with promo code **HOSPITALITY20**: \$107 per test - includes expedited shipping.
- ✓ **Gentle, non-invasive, and easy to use**- simple instructions allow for sample collection at home
- ✓ Online results **within 48 hours** of test delivery to lab




Reopen with healthy employees and help avoid unnecessary closures. An FDA-authorized at-home COVID-19 test is now available. Our new partner LetsGetChecked offers AzLTA members a 20% discount with code **HOSPITALITY20**.

[LEARN MORE](#)



Source1 Purchasing

NEW AZLTA MEMBER BENEFIT

SOURCE 1 PURCHASING -PURCHASING WITH POWER!



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AzLTA is excited to work with Source 1 to help members drastically lower supply and F&B costs, while increasing quality and service. Source1 Purchasing makes it simple to collect cash back rebates on items you buy every day, plus cash back to hoteliers on 165,000 items from over 350 manufacturing suppliers, including HD Supply, American Hotel Register, Cintas, Office Depot, S&D Coffee and more.

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IN THE NEWS

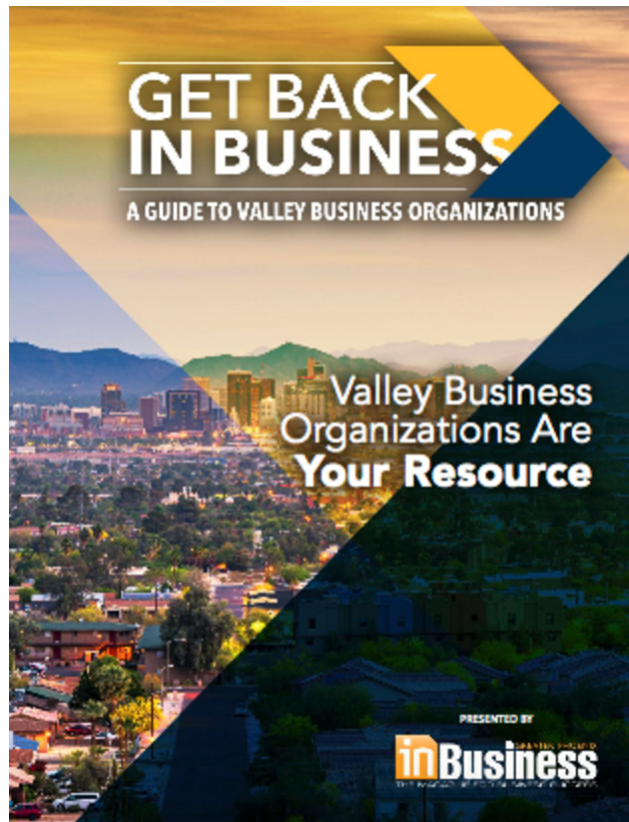


Coronavirus impact on Arizona tourism industry "devastating"

By Kimberly James | The Center Square 23 hrs ago

The coronavirus pandemic has been anything but kind. It has interrupted day-to-day life dramatically. Across the world, work has changed. Leisure has changed, as well as travel.

Coronavirus impact on Arizona tourism industry "devastating"



Arizona Lodging and Tourism Association

The Arizona Lodging and Tourism Association is the leading statewide public policy organization advocating for Arizona's hospitality, sports, lodging and tourism industry. AzLTA is focused on advocacy, collaboration and education to increase awareness of the industry's impact in Arizona.

TOP SERVICES PROVIDED: advocacy, education and scholarship offerings, legal support, networking and marketing opportunities

Member Basic Price to join: Allied: \$350 per year; Corporate: \$500 per year; Tourism: \$350-\$10,000 per year (varies on company budget); Lodging: \$325 base rate + \$11.25 per room (for hotels 50+ rooms)

Due to COVID-19, we want our business community to know: AzLTA is focused on helping the tourism industry navigate the challenges caused by the COVID-19 pandemic and help the industry recover stronger than ever.



ABOUT ARIZONA LODGING AND TOURISM

Head of Organization:

Kim Sabow, President and CEO

Category of Organization: Association

Year Founded in the Valley: 1938

Headquartered: Phoenix, Arizona

Address: 1240 E. Missouri Ave.,
Phoenix, AZ 85014

Phone:
(602) 604-0729

Website: azlta.com



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MEMBER RESOURCES

AzLTA is committed to providing our members with up-to-date resources, webinars, information and recommendations from our state and national partners. Daily updates will be shared on [our website](#) so please reference it often and share it with your network.

REOPENING HOTEL & TRAVEL GUIDELINES

AZ SAFE + CLEAN

COVID-19 RESOURCES

AZ REOPENING GUIDANCE

ARIZONA HOSPITALITY WORKFORCE CONNECTION

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