

DECEMBER 10, 2020



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Dear Members,

As we approach the end of 2020, the AzLTA team has been reflecting on the accomplishments we've achieved amidst a turbulent year. None of this would have been possible without the support and leadership of our Board of Directors, in particular, my good friend Steve Moore of Visit Phoenix.

Since I became President and CEO of AzLTA, Steve has always provided insight, counsel, advice and a good laugh any time I needed it. Earlier this week, Steve announced that he will be retiring at the end of March, capping off an illustrious career serving as President and CEO of Visit Phoenix for 19 years. Over the course of his tenure, Steve was intimately involved in many of the efforts that have turned Phoenix into the tourist attraction it is today.

It has been an absolute pleasure working with and learning from one of the most iconic leaders in the industry. Thank you Steve for your commitment and service to this industry, and congratulations on an incredible career!

Sincerely,

Kim Grace Sabow

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SAVE THE DATE



FEDERAL UPDATE

URGE CONGRESS TO ACT NOW ON COMPROMISE RELIEF BILL

We are encouraged by the additional detailed [summary released](#) of the Bipartisan Emergency COVID Relief Act of 2020. The effort is being spearheaded by Senators Manchin (D-WV) and Warner (D-VA), Murkowski (R-AK), Romney (R-UT), Cassidy (R-LA), and Collins (R-ME).

The bill contains many key provisions that our industry has fought hard to secure, including:

- \$300 billion for small businesses, including the Paycheck Protection Program (PPP), 7(a) loan program and Economic Insurance Disaster Loans
- The second round of PPP provides PPP loans, with loan forgiveness, for small businesses with fewer than 300 employees AND a 30% revenue loss in any quarter of 2020

Bipartisan Emergency COVID Relief Act of 2020
Framework Summary
December 9, 2020
Total: \$908 Billion

Support for State, Local and Tribal Governments

- Agreement in principle to provide \$160 billion as the basis for good faith negotiations

Unemployment Assistance

- Extension of all pandemic unemployment insurance programs by 16 weeks, from their expiration at the end of December
- Federal supplemental unemployment insurance benefits expanded by \$300 per week for 16 weeks, from the end of December into April 2021
- \$1 billion for state systems for technology modernization and fraud prevention
- Small administrative adjustments, e.g. to certification requirements and overpayment standards

Paycheck Protection Program & Small Business

- \$100 billion to Small Business Administration
- Funding to allow to allow the hardest-hit small businesses to receive a second forgivable Paycheck Protection Program (PPP) loan
 - Eligibility would be limited to small businesses with 300 or fewer employees that have sustained a 30 percent revenue loss in any quarter of 2020.
 - Small SBA(a)(2) organizations that are not lobbying organizations and that have 150 employees or fewer, such as local chambers of commerce, economic development organizations, and tourism offices, would become eligible for PPP.
 - Forgivable expenses are expanded to include supplier costs and investments in facility modifications and personal protective equipment to operate safely.
 - Business expenses paid for with the proceeds of PPP loans are tax deductible, consistent with Congressional intent in the CARES Act.
 - Loan forgiveness process is simplified for borrowers with PPP loans of \$150,000 or less.
 - Set-aside is included to ensure that smaller borrowers and underserved communities get the help they need, such as for small businesses with 10 or fewer employees, for loans made by small community lenders, including Community Development Financial Institutions (CDFIs), credit unions, small community banks, Minority Depository Institutions (MDIs), and farm service lenders; and for the Minority Business Development Agency.
- Funding for independent live venue operators affected by COVID-19 stay-at-home orders.
- Extension of Section 1122 of the CARES Act, which provides payment of principal, interest, and associated fees on qualifying Small Business Administration (SBA) 7(a), 504 and microloans.
- Funding for SBA loan products to increase guarantees on SBA 7(a) loans and reduce fees on 7(a) and 504 loans; provide loan subsidies for 7(a) loans; and provide Economic Injury Disaster Loan grant advances.

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- The bill also expands eligibility for destination marketing organizations (DMOs) with fewer than 150 full-time and part-time employees to receive a first PPP loan
- \$160 billion in funding for state, local and tribal governments, which is similar to the Coronavirus Relief Fund under the CARES Act
- Funding for airports, including set asides for airport concessionaires
- \$2.5 billion for vaccine distribution by the Centers for Disease Control and Prevention and \$10 billion for testing and contact tracing

The situation remains very fluid and this is not a final deal. While congressional leadership negotiates, we must ensure our priorities remain included.

In the coming days, please be prepared to activate. Time and again, we have shown what we can accomplish when we work together and speak with one voice.

TAKE ACTION NOW!

ARIZONA UPDATE



SAFEST OUTSIDE: EXTENSION OF PREMISES

The State of Arizona created the [Safest Outside Restaurant Assistance Program](#), which is designed to assist bars and restaurants with funding for the infrastructure needed to expand their premises. With \$1 million total in the fund, businesses may apply for up to \$10,000 to cover expenditures for items restaurants need to extend their premises, such as outdoor furniture, barriers, patio heaters, or parklets.

APPLY NOW!

GET AZSAFE+CLEAN CERTIFIED TODAY!

In an effort to establish a unified standard for safety and cleanliness, AzLTA has worked with the [American Hotel and Lodging Association's Safe Stay](#) initiative which builds upon various sanitation best practices and recommendations from national hospitality and public health experts and various hotel brands to create our [AZSAFE + CLEAN Hotel guidance](#).

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AzLTA members who can [verify that they meet these standards](#) will be able to display a badge (window decal and electronic image for web use) to confirm to both their team members and guests that they are taking the necessary steps to remain safe and clean. It also will help members continue to improve social responsibility, while at the same time ensuring a clean and inviting environment for their guests and visitors.

If you haven't signed up for the AZSAFE+Clean self-certification, please do so by downloading the [checklist](#) or visiting azlta.com/azsafe.



THANK YOU!



Hotels across the state are going above and beyond to show their employee appreciation. Help us share your stories and how you're saying "Thank You" this holiday season at membership@azlta.com.

HAVE YOU EVER THOUGHT ABOUT OWNING YOUR OWN INN?

Our friends at the California Association of Boutique & Breakfast Inns are inviting our members to the 2021 Virtual Innkeeping Profession (IAP) workshop. The two-day workshop will provide you a behind-the-

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include: finding the perfect inn, financing, marketing, operations and more. You will also have access to veteran innkeepers and the opportunity to ask your burning questions.

IAP workshop attendees will also receive access to the Virtual InnSpire Conference & Marketplace on January 26-27 – **double the education for no**

additional cost! There will be live and on-demand sessions, along with networking opportunities and access to a virtual vendor marketplace. **Register for a weekend that could change your life.**

For more information about InnSpire Conference & Marketplace, visit:

www.innspireconference.com

REGISTER NOW!

MEMBER DISCOUNTS

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.

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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.
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- ✓ 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](#)



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 cashback rebates on items you buy every day, plus cashback 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.

[LEARN MORE](#)

Are you worried that exercise could be worsening your pain? Kaia's evidence-based pain relief program will gently guide you through personalized exercises designed to **help build your movement confidence**. That includes exercises for both your body *and* your mind.

AzLTA and Kaia Health have teamed up to offer you access to Kaia's pain relief app-at no cost.

[LEARN MORE](#)

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.

[AZ SAFE + CLEAN CERTIFICATION](#)

[REOPENING HOTEL & TRAVEL GUIDELINES](#)

[COVID-19 RESOURCES](#)

[AZ REOPENING GUIDANCE](#)

[ARIZONA MEANS BUSINESS](#)

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