

DECEMBER 3, 2020



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Dear Members,

As we approach the end of 2020, we have exciting news to share! Earlier this year, the Board of Directors of the Arizona Lodging and Tourism Association and the Valley Hotel and Resort Association (VHRA) voted to merge both organizations to strengthen the impact and statewide presence of Arizona's lodging and tourism industry effective January 1, 2021.

We are thrilled with the positive response from members of both organizations who recognize the importance of a unified industry voice now more than ever.

For months, our Board of Directors, Governance Committee and Membership Committee have worked tirelessly to restructure the organization to ensure a smooth transition and build a stronger organization. Our leadership team recognizes the importance of maintaining a regional voice, therefore VHRA will transition to a committee of AzLTA led by Paul Gray.

Our industry is facing unprecedented challenges, but our organization is committed to advocating for policies that will protect businesses and employees with a strong, unified voice.

With this merger, the enhanced Arizona Lodging and Tourism Association will be able to increase awareness of the profound impact the lodging and tourism industry has on Arizona jobs, tax revenues, and economic growth.


We will also continue to provide educational training, informational webinars, professional

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Our team will provide additional information in the coming weeks about the new organizational and membership structure.

We thank you for your support and look forward to building an even stronger and unified association.

Sincerely,



Kim Grace Sabow  
President & CEO

## FEDERAL UPDATE



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After months of Congressional failure and inaction, a bipartisan group of Senators, in partnership with the Problem Solvers Caucus, released a broad coronavirus compromise this week.

Fortunately, a bipartisan group of Senators recently met in an effort to jumpstart negotiations and force Senate and House leadership to come to terms. The new bipartisan Congressional package was

introduced by Republican Senators Romney, Collins, Cassidy, and Murkowski and Democratic Sens. Manchin, Warner, Shaheen, King, and Hassan and endorsed by the House of Representatives Problem Solvers Caucus. The \$908 billion package include many things our industry has championed, including:

- \$288 billion for a second round of the Paycheck Protection Program
- Limited liability protections for businesses such as hotels from coronavirus lawsuits
- \$160 billion in state and local aid
- \$180 billion in additional unemployment insurance
- \$82 billion for schools
- \$45 billion for transportation infrastructure
- Additional money for vaccine distribution

This is a promising development, but these Senators need our help to make it happen!

To support their efforts, the COVID Relief NOW Coalition, led by AHLA and comprised of more than 300 major public and private sector groups, released a [new ad](#), "Economic Relief Can't

Wait,” imploring Congress to pass additional COVID economic relief during the current lame-duck session.

For continued timely updates from the AHLA Government Affairs team on Hill activity, relief package status, and more, [register](#) for next week’s Hotel Lobby Live session on Thursday, December 10 at 9am MST.

Please contact members of the Congressional Delegation urging them to take immediate action.

Call Your Elected Officials

## ARIZONA UPDATE

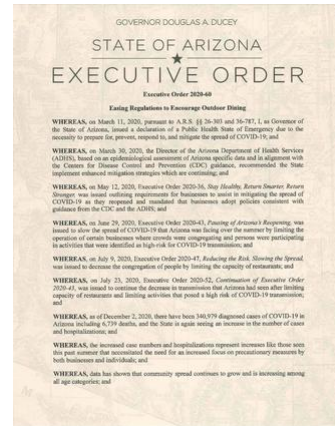
Yesterday, Governor Ducey made a number of COVID-19 related [announcements](#) that impact the tourism and hospitality industry.

The Arizona Office of Tourism is providing \$100,000 to the Arizona Lodging and Tourism Association to expand its AZ SAFE+CLEAN [Certification](#), helping restaurants and hotels strengthen sanitation and mitigation practices to further protect guests and staff.

The Governor also issued an [Executive Order](#) easing red tape on outdoor dining, increasing opportunities for safer dining experiences. Previously, restaurants could not temporarily extend their premises and they were limited to the amount of space for which they could extend their premises. The existing barriers result in longer wait times and a more onerous process with the local governing body. This order provides temporary extensions after approval from the local governing body.

Arizona is also providing financial resources to help restaurants and other dining establishments expand outdoor dining options, further protecting patrons and staff and making more space for customers.

Additionally, Governor Ducey issued an [Executive Order](#) enhancing health and safety requirements for large public events approved by local cities, towns and counties.



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POST-CRISIS HOSPITALITY MANAGEMENT

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## CERTIFICATE PROGRAM



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The NAU School of Hotel and Restaurant Management in the W.A. Franke College of Business is partnering with The School of Hospitality and Tourism Management in the Muma College of Business at the University of South Florida to offer a non-credit, and at no cost, [Post-Crisis Hospitality Management Certificate program](#). The certificate is open to all.

Registration is open. The Certificate program has 7 lectures over 7 weeks. Classes are offered live on Monday evenings at 5pm EST (Florida time) and 3 pm Arizona time. Attending classes Live is not mandatory as participants can watch the recordings at their convenience.

## AZSAFE+CLEAN

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](#).

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](https://azlta.com/azsafe).



[LEARN MORE](#)

## 2020 AZLTA ANNUAL MEMBER MEETING





## MEMBER DISCOUNTS

ARIZONA  
 LODGING &  
 TOURISM  
 ASSOCIATION

**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\*\*](#)



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](#)

## IN THE NEWS



[\*\*Governor Ducey Announces Latest Actions To Fight COVID-19, Increase Hospital Staffing\*\*](#)

## MEMBER RESOURCES

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[Subscribe](#) to our email list.

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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YOUR INDUSTRY. YOUR VOICE.

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