

FEBRUARY 11, 2021



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Dear Members,

Throughout the COVID-19 pandemic, the tourism and hospitality industry has continued to lead with solutions to address the challenges facing our employees and businesses. Key among them is the AZSAFE+CLEAN program. AzLTA, in partnership with the Arizona Office of Tourism, has established the AZSAFE+CLEAN Grant Fund. Arizona hotels and resorts can apply for the grant to assist with the certification. As COVID-19 vaccine distribution increases throughout the U.S. and more people begin to travel, it is important for our industry to showcase the measures that have been adopted to keep our guests and employees safe. To learn more about the grant program, please read the additional information below.

Your continued support and involvement is critical as we advocate for AzLTA priorities at the Arizona Legislature. In addition to action alerts, letters and calls to elected officials, social media engagement plays an important role in increasing our reach. Please follow AzLTA on [Facebook](#), [Twitter](#), [LinkedIn](#) and [Instagram](#) to stay up to speed on the latest news.

Sincerely,

[Subscribe](#) to our email list.

Kim Grace Sabow
President & CEO

CALL TO ACTION - SUPPORT TMAs

AzLTA priority bills [S.B. 1101](#) and [H.B. 2161](#), Tourism Marketing Authorities, will be considered by the full State Senate and House of Representatives and WE NEED YOUR HELP.

Please [reach out to members of the legislature](#) and urge them to support S.B. 1101 and H.B. 2161, Tourism Marketing Authorities.

1. Find your [legislators here](#) and reach out to them via phone or email. **Use the Vote Yes TMAs toolkit below for a sample email and talking points.**
2. Sign in support through the Arizona Legislature's online [portal HERE](#).
3. Add your support as an AzLTA Member by forwarding your logo to be included in the 2021 TMAs Brief featured below. [Click HERE](#) to forward your logo.



[Download](#) the 2021 TMAs Brief and learn more about the benefits of supporting S.B. 1101 & H.B. 2161

VOTE YES TMAs TOOLKIT

Sample Email

Talking Points

[Subscribe](#) to our email list.

NEW AZ SAFE+CLEAN GRANT AVAILABLE

Foster a “sense of place” with guests and make them want to continue returning by showing you are providing a safe and clean business through AzLTA's AZSAFE+CLEAN certification. Our newly established grant allows members to apply for funds to assist in participating in the AzLTA AZSAFE+CLEAN certification program.

To learn more about the grant and how to apply, contact us at membership@azlta.com. For additional information on AZSAFE+CLEAN and how to get certified, [visit our website](#).

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ARIZONA UPDATE



AzLTA LEGISLATIVE PRIORITIES

The Arizona Legislature is a month into the legislative session and hundreds of bills are moving through the process. Below is a brief update on AzLTA's priority bills:

S.B. 1101 & H.B. 2161 Tourism Marketing Authorities (Rep. Kaiser and Sen. Pace):
Enabling legislation that allows for the formation of tourism marketing authorities.

Latest Action: S.B.1101 and H.B. 2161 were debated in caucus and await a vote by the House and Senate.

S.B. 1377 Civil Liability; Public Health Pandemic (Sen. Leach): Provides targeted and reasonable liability protections for businesses, educational providers, and the health care industry working diligently to protect their employees, customers, and patients.

Latest Action: The bill was amended and passed the Senate Judiciary Committee this week.

S.B. 1720 Peer-to-Peer Car Sharing (Sen. Fann): Establishes guidelines for insurance

transactions that occur on a peer-to-peer car sharing program.

Latest Action: Awaiting consideration in the Senate Finance Committee.

H.B. 2481 Short-term Rentals; Enforcement; Penalties (Rep. Kavanagh): Allows a city or town to restrict vacation rentals to specific zoning districts and require vacation rentals to have a permit. It would also require a multi unit residential structure that is owned and operated by an online lodging marketplace to comply with building code requirements.

Latest Action: Was amended and passed out of the House Government & Elections Committee this week.

FEDERAL UPDATE



TRAVEL REGULATIONS

U.S. Travel continues to engage with Congress and the administration regarding the significant challenges and unintended consequences of a potential testing requirement on domestic air travel.

In a [new letter](#) with Airlines for America and others in the travel space, U.S. Travel outlined how such a mandate is not scalable, feasible or effective, as well as the impact it would have on the recovery of our industry and the economy as a whole.

COVID RELIEF NEGOTIATIONS

With many programs set to expire at the end of next month, including the Paycheck Protection Program (PPP), it is imperative that additional support is provided to keep travel businesses operating.

In summary, [U.S. Travel is requesting that Congress:](#)

- Extend and enhance the PPP to provide a third draw for businesses that continue to face difficulties due to COVID-19
- Provide grants for hard-hit sectors within the travel industry
- Provide \$2.25 billion in Economic Development Administration grants to promote safe and healthy travel practices
- Provide \$17 billion in additional relief for commercial airports and airport concessionaires
- Enhance and extend payroll tax relief
- Provide tax incentives to support the restoration of travel jobs
- Help travel businesses cover the cost of COVID-19 prevention efforts

UPDATED ECONOMIC IMPACT DATA

According to [U.S. Travel's analysis](#) of the latest Department of Labor national jobs report, 39% of all jobs lost nationwide are in the Leisure & Hospitality sector - triple the number of the next-hardest-hit industry. The decline in travel due to COVID-19 has devastated our economy and torn at the very fabric of our society. Last year, the travel industry suffered nearly \$500 billion loss in spending, resulting in \$64 billion in missed federal, state, and local tax revenue since the beginning of March. For more information on the dramatic losses suffered by the travel industry in 2020, [download U.S. Travel's Fact Sheet](#).

AzLTA MEMBER BENEFITS



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

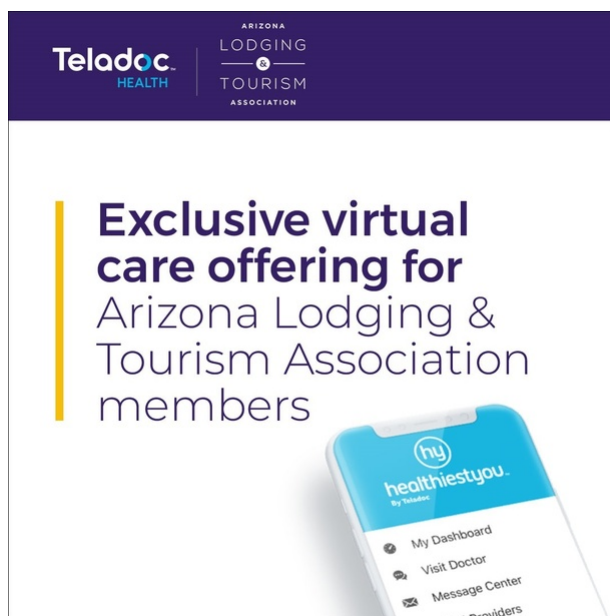
- ✓ Exclusive negotiated price for hospitality organizations/employers with promo code **HOSPITALITY20**: \$107 per test - includes expedited shipping.
- ✓ **Gentle, non-invasive, and easy to use**- simple instructions allow for sample collection at home
- ✓ Online results **within 48 hours** of test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



[LetsGetChecked](#)

FDA-authorized at-home COVID-19 test
20% discount with code **HOSPITALITY20**

[LEARN MORE](#)



[Teladoc Health](#)

Discounted virtual health visits
\$7 per month per employee

[LEARN MORE](#)



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Back pain relief virtual program

[Source 1](#)

Free offer for AzLTA members

Earn cashback rebates on supplies

[LEARN MORE](#)

Free to join as AzLTA member

[LEARN MORE](#)

IN THE NEWS



[Rebuilding Arizona's tourism industry](#)

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

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AZ REOPENING GUIDANCE

ARIZONA MEANS BUSINESS

YOUR INDUSTRY. YOUR VOICE.

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