

FEBRUARY 18, 2021



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Dear Members,

Spring Training has officially kicked off in Arizona with pitchers and catchers reporting to local facilities this week. Although Spring travel to Arizona will not be at pre-pandemic levels, we are pleased to see the Cactus League implement responsible COVID-19 policies that allow for a limited number of fans to attend Spring Training games in person.

The Cactus League Task Force, comprised of Cactus League officials, leaders of spring training host municipalities and the tribal community, finalized the Spring Training Occupancy Plan for the 2021 Cactus League season. The [plan](#) was created in consultation with state, county and local health authorities as well as other Valley sports teams and events; it is supported by the Maricopa County Department of Public Health Administration and has been filed with the Arizona Department of Health Services.

The plan is designed to provide the public with accurate, transparent information, and we believe it will promote consumer confidence in the safety and security of Cactus League games. The season opens on Sunday, February 28 and runs through Monday, March 29.

To enjoy a day at the ballpark, please visit www.cactusleague.com.

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Kim Grace Sabow

Kim Grace Sabow
President & CEO

AzLTA STATEMENT ON THE PASSING OF ARNE SORENSON

We mourn the recent loss of Arne Sorenson, President & CEO of Marriott International. During his tenure as CEO, Mr. Sorenson was tireless in driving the company's progress, creating opportunities for associates, growth for owners and franchisees and results for the company's shareholders. Known for his leadership on difficult national and global issues, Mr. Sorenson steered Marriott to make significant progress on diversity, equity and inclusion, environmental sustainability and human trafficking awareness. We extend our heartfelt condolences to his family and close ones.



CALL TO ACTION - SUPPORT TMAs

AzLTA priority bills [S.B. 1101](#) and [H.B. 2161](#), Tourism Marketing Authorities, are being 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. **Use the Vote Yes TMAs toolkit below for a sample email, talking points and social media templates.**

1. Find your [legislators here](#) and reach out to them via phone or email.
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.



Download the 2021 TMA's Brief and learn more about the benefits of supporting S.B. 1101 & H.B. 2161

VOTE YES TMA's TOOLKIT

Sample Email

Talking Points

Social Media Toolkit

NEW AZSAFE+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, in partnership with the Arizona Office of Tourism, allows members to apply for funds to assist in participating in the 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](#).

ARIZONA UPDATE

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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: H.B. 2161 passed the House Committee of the Whole with an amendment. It now awaits a vote by the full House of Representatives. S.B. 1101 is awaiting Senate Committee of the Whole.

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 is awaiting action by the full Senate.

S.B. 1720 Peer-to-Peer Car Sharing (Sen. Fann): Establishes guidelines for insurance requirements, safety recalls, taxation and surcharge collection for vehicle sharing transactions that occur on a peer-to-peer car sharing program.

Latest Action: Passed the Senate Finance Committee unanimously this week.

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: Passed the House Government & Elections Committee last week and is awaiting further action.

FEDERAL UPDATE



CALL TO STATES TO PRIORITIZE INDUSTRY WORKFORCE IN VACCINE DISTRIBUTION

The **American Hotel & Lodging Association** (AHLA) and **UNITE HERE** cosigned and submitted a

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urging states to prioritize hotel employees in the distribution of COVID-19 vaccines. The domestic hotel industry directly employs more than 2.3 million and over 8 million jobs are indirectly supported by it. AHLA is confident this united voice of hotels standing alongside the nation's largest hospitality workers union will underscore the importance – from both a public health and economic perspective – of prioritizing hotel employees in vaccine distribution. [Read the letter here.](#)

COVID-19 VACCINATION INFORMATION CENTER

AHLA most recently launched the resource center [Employee COVID-19 Vaccination Information](#) that features the latest information from the Centers for Disease Control and Prevention (CDC) and other health organizations aimed at maximizing employee participation in the vaccination process. Vaccination is a key step to protecting employees and guests as well as ensuring the industry recovers. [Access the resource center here.](#)

CONGRATULATIONS TO BOARD MEMBER MARC GARCIA



Congratulations to AzLTA Board of Directors Member and Visit Mesa President & CEO, Marc Garcia on being selected by the U.S. Travel Association to serve on their Board of Directors! Arizona will be well represented at the national level. Read Visit Mesa's press release [here](#).

SOUTHWEST GAS ADVISES CUSTOMERS TO CONSERVE AS STATES GRAPPLE WITH COLD WEATHER

As many states continue to experience harsh unseasonably cold weather, [Southwest Gas](#) is advising customers to conserve. The weather crisis, specifically in Texas, has caused natural gas supplies to become constrained. While Southwest Gas does not currently anticipate any supply shortages in Arizona, conservation of natural gas will help support the interstate pipeline system so states where the weather is bitterly cold can meet their demands. Learn more [here](#).

AZLTA MEMBER DISCOUNTS

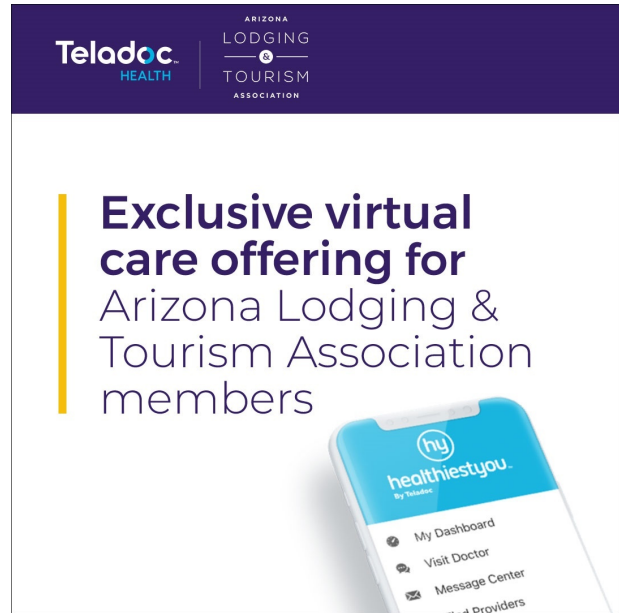


Source 1

Earn cashback rebates on supplies

Free to join as AzLTA member

[LEARN MORE](#)



Teladoc Health

Discounted virtual health visits

\$7 per month per employee

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IN THE NEWS



Arizona lawmakers advance Covid liability protection bill - Chamber Bus...
A bill that provides protection for businesses, schools, and health care workers against frivolous Covid-related lawsuits is advancing at the ...
chamberbusinessnews.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.

AZ SAFE + CLEAN CERTIFICATION

REOPENING HOTEL & TRAVEL GUIDELINES

COVID-19 RESOURCES

AZ REOPENING GUIDANCE

ARIZONA MEANS BUSINESS

YOUR INDUSTRY. YOUR VOICE.

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