

FEBRUARY 4, 2021



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Dear Members,

The Arizona Legislative session is in full swing with more than 1,500 bills introduced to date. Among those are key policy reforms to help our industry manage the COVID-19 pandemic and ensure we are well-positioned for recovery. Given the challenges our industry has endured the past year, we need your help and engagement now more than ever. We cannot afford another year of inaction and need real tools to save jobs.

To help us in this effort, please donate to the AzLTA Advocacy Fund. This Fund will help us bolster our lobbying efforts through education campaigns, research, coalition building, and allow us to use new methods to communicate with lawmakers and engage our stakeholders on key issues. To donate to the fund, [click here](#).

Earlier this week, AzLTA hosted the Advocacy & Occupancy Today Webinar, our new quarterly series highlighting advocacy efforts and priorities, as well as the current state of our industry. A special thank you to AzLTA Board Chairman Jerry Fischer, Immediate Past Chairman Brent DeRaad and Government Affairs Committee Chair Bettina Nava for participating in the first edition of Advocacy & Occupancy Today and for their insight. If you missed the webinar, you can view the [video here](#).

[Subscribe](#) to our email list.

Sincerely,

Kim Grace Sabow

Kim Grace Sabow
President & CEO

NEW AZ SAFE+CLEAN GRANT AVAILABLE

In partnership with the Arizona Office of Tourism, AzLTA has established the AZ SAFE+CLEAN Grant Fund for Arizona hotels and tourism businesses seeking AZ SAFE+CLEAN certification.

AzLTA's AZSAFE+CLEAN certification process helps hotels, resorts and additional tourism businesses strengthen sanitation and mitigation practices to protect guests and employees. This grant opportunity will drive increased awareness of this certification initiative and help properties implement these cleanliness protocols.



To learn more about the grant, contact us at

membership@azlta.com. For additional information on AZ SAFE+CLEAN and how to get certified, **[visit our website](#)**.

ARIZONA UPDATE



UPDATES ON LEGISLATIVE PRIORITIES

This week, Senate President Karen Fann introduced **[S.B. 1720](#)** regarding peer-to-peer car rentals. AzLTA was actively engaged in the negotiations of this bill last year and we are hopeful that the final product will

allow the tourism industry to benefit from additional dollars being added to its Arizona Sports and Tourism Authority marketing allocation, in a fair and equitable manner with existing car rental companies.

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AzLTA priority bills **H.B. 2161** and **S.B. 1101**, Tourism Marketing Authorities, both passed out of their respective committees last week and are awaiting further action by the Senate and House of Representatives.

We encourage you all to **reach out to your legislators** and urge them to support H.B. 2161 and S.B. 1101, Tourism Marketing Authorities.

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. **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

FEDERAL UPDATE



RAISING AWARENESS OF HUMAN TRAFFICKING

The **American Hotel & Lodging Foundation** has partnered with the hotel industry ahead of Super Bowl LV, to be hosted this weekend in Tampa, FL, to raise awareness of human trafficking and work towards their goal of training every hotel employee on how to spot and report signs of human trafficking. On January 30, 400 volunteers came together, teaming up with the **SOAP Project** and **NOMORE**, to assemble and distribute awareness kits to over 300 Tampa hotels. The kits included It's a Penalty campaign materials, the National Center for Missing and Exploited Children's (NCMEC) list of missing children, 16,000 bars of soap and 12,000 makeup remover wipes with hotline information printed on them. As a result of their efforts, four girls were identified from the missing children's list. Learn more

ADVOCACY & OCCUPANCY TODAY



Thank you to all who joined yesterday's Advocacy & Occupancy Today Virtual Update, where we discussed AzLTA's advocacy efforts and priorities and the current state of our industry, with a focus on the Tucson Metropolitan Area.

If you missed the update, you can watch it on [Facebook](#) or view the [full recording here](#). We highly encourage you to share the video with your networks. Stay tuned for future programming.

AzLTA MEMBER BENEFITS



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IN THE NEWS



Arizona Leisure And Hospitality Industry Faces Bleak Start To 2021

Right now is normally peak-season for Arizona's leisure and hospitality industry. The pandemic is going to steal profits again this year. But a ...

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Arizona Leisure And Hospitality Industry Faces Bleak Start To 2021

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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

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