

JANUARY 07, 2021



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Dear Members,

Yesterday, our country witnessed unfathomable behavior as rioters stormed the U.S. Capitol. For many of us, the images were heartbreaking and not representative of our nation. The cornerstone of our democracy is the peaceful transition of power; that is what makes the United State the greatest country in the world. AzLTA stands with our local and national partners in condemning the violence in Washington D.C. and urging all Americans to work together to face the challenges before us. We are still in the midst of a pandemic. Businesses and families are struggling to make ends meet. But we can only overcome these obstacles as a unified nation. We look forward to working with the new Administration and Congress to save tourism jobs.

Next week marks the start of a new legislative session where our industry priorities will be top of mind for many lawmakers as we implement policies and programs to save Arizona's tourism industry. There are many challenges ahead as we continue to manage to COVID pandemic and its impacts on our state. We need your help now more than ever. AzLTA has launched an Advocacy Fund to bolster our lobbying efforts through education campaigns, research, and coalition building. This Fund will allow us to use new methods to communicate with lawmakers and engage our stakeholders on key issues. To donate to the fund, [click here](#).

Also, be sure to register below for our annual [Travel & Tourism Industry Legislative Kick-Off Forum](#) next week. You won't want to miss this event!

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*Kim Grace Sabow*

Kim Grace Sabow  
President & CEO

REGISTER NOW



**Featured speakers include:**

**Legislative Panel:**

- State Senator Sean Bowie
- State Representative Daniel Hernandez
- State Representative Dr. Regina Cobb

**Business Panel:**

- Glenn Hamer, President & CEO, Arizona Chamber of Commerce & Industry
- Jim Rounds, President, Rounds Consulting Group
- Jaime Molera, Partner, Molera Alvarez

Don't miss this opportunity to learn where our industry is headed in 2021.

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ARIZONA UPDATE

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## LEGISLATIVE PREVIEW

Arizona's 55th Legislature convenes Jan. 11, 2021, for the regular legislative session, and Jaime Molera, Partner of Molera Alvarez, provided a preview of the upcoming session for the Greater Phoenix Chamber of Commerce. Check out the highlights of his forecast below or [view](#) the recap video.



### Top 3 issues of upcoming session and how they'll impact business

#### #1: Budget

The effects of COVID-19 will dominate all the major issues addressed in the legislature this year. The primary issue is going to be the budget, and, particularly, how to get businesses going again amidst the retraction of the economy due to COVID-19. Arizona is fortunate because we've been propped up by a lot of online sales, which has been our saving grace in terms of collecting sales tax. This is due to the fact that Arizona enacted legislation in 2019 that requires online sellers to pay transaction privilege tax. On the flip side, there are a lot of Arizona small businesses not getting those sales, and they've been hit hard. We have to look at how these major blows to small businesses affect our sales tax revenues long term.

#### #2: Kick-Starting the Economy

Along those same lines, there will be a focus on kick-starting the economy. For example, how to get Arizona's tourism industry—a key driver of the state's economy greatly impacted by the pandemic—going again. This could mean giving tourism marketing authorities the resources to begin promoting and branding Arizona with renewed force, so once people begin to return to normal and get vaccinated, visitors will start coming back to Arizona.

#### #3: Liability Reform

There will be efforts to make sure businesses that are doing their due diligence to make sure people are safe during the pandemic can function and are not exposed to frivolous lawsuits.

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### Attorney Leading Frivolous Lawsuits Banned from AZ

Disbarred attorney Peter Stojnik, known for filing hundreds of frivolous cases in federal and state courts alleging claims against hotels for disability access, has been officially deemed "vexatious litigant" by the U.S. District Court of Arizona. He will now be

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IN THE UNITED STATES DISTRICT COURT  
FOR THE DISTRICT OF ARIZONA

Peter Strojnik,  
Plaintiff,  
v.  
Driftwood Hospitality Management LLC, et  
al.,  
Defendants.

Pending before the Court in this consolidated action are three Motions in which Defendants argue that *pro se* Plaintiff Peter Strojnik lacks standing to bring his claims under the Americans with Disabilities Act ("ADA").<sup>1</sup> Additionally, all Defendants have

<sup>1</sup> The cases assigned to this Court include: *Strojnik v. New Crescent Investments LLC*, No. CV-20-01332-PHX-DHI (D. Ariz. filed Feb. 14, 2020) ("Crescent"); *Strojnik v. Xenia Hotels and Resorts Inc.*, No. CV-20-01434 (D. Ariz. filed July 21, 2020) ("Xenia").

<sup>2</sup> Defendants Driftwood Hospitality Management LLC, et al., filed a Motion to Dismiss (Dec. 12), to which Mr. Strojnik has filed a Response (Dec. 16) and Defendants have Replied (Dec. 19). Defendant New Crescent Investments, LLC, filed a Motion for Summary Judgment (Crescent, Dec. 47), to which Mr. Strojnik has filed a Response (JL, Dec. 49) and Defendant Replied (JL, Dec. 53). Defendants Xenia Hotels and Resorts Inc., et al. ("Xenia"), have also filed a Motion to Dismiss (Xenia, Dec. 8), which has been followed by Mr. Strojnik's Response (JL, Dec. 13) and Defendants' Reply (JL, Dec. 20). While Xenia requested oral argument on their Motion to Dismiss and Motion to Declare Plaintiff a Vacation Litigant, the Court denies the requests because the issues have been fully briefed and oral argument will not aid the Court's decision. See Fed. R. Civ. P. 78(b) (court may decide motions without oral hearings); LRCiv 7.2(f) (same).

Disabilities Act in federal courts without first getting permission from a judge.

This issue arose a few years ago when Strojnik filed roughly 2,000 "drive-by" lawsuits in a few months in 2016. AZLTA along with other members of the business community led the effort to prevent these frivolous lawsuits from occurring in the state without first providing businesses an opportunity to come into compliance with the Act. To read the full order, click [here](#).

## 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](#).

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](#).

## MEMBER RECOGNITION

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worldwide to achieve a double 'A' score for climate and water stewardship this year from the not-for-profit CDP, which operates a corporate transparency and scoring program to spur investors and businesses to act on environmental issues.

## NATIONAL HUMAN TRAFFICKING PREVENTION MONTH



The AHLA Foundation and AHLA are bringing our industry together with lawmakers, local and national partners, and leading experts to raise human trafficking awareness around the country.

On January 11 at 10 am EST, AHLA will hold a virtual [No Room for Trafficking Awareness Event](#) in partnership with [It's a Penalty](#), the Tampa Super Bowl Host Committee, [A21](#), and the Florida Restaurant & Lodging Association to launch It's A Penalty's 2021 Super Bowl Campaign to harness the power of sports to fight human trafficking.

As part of this effort, AHLA will host a short, virtual training at 11 am EST to raise awareness and educate hotel employees about the signs and ways to report instances of trafficking.

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## WEAR BLUE DAY



Support the Blue Campaign's largest initiative – [#WearBlueDay](#) – on January 11 by taking a photo of you and your colleagues wearing blue clothes and sharing it on social media – Facebook, Twitter, and Instagram – along with the #WearBlueDay hashtag. Anyone can participate, all you need is a piece of blue clothing!

Follow [@DHSBlueCampaign](#) on [Facebook](#), [Twitter](#), and [Instagram](#) for more information about #WearBlueDay and Campaign efforts throughout the year.

## HAVE YOU EVER THOUGHT ABOUT OWNING YOUR OWN INN?

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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-scenes look into the innkeeping world. Sessions 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](http://www.innspireconference.com)

REGISTER NOW!

## MEMBER DISCOUNTS

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

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

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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.

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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



The 2020 Hammer Awards - Chamber Business News  
At the end of each year, Arizona Chamber of Commerce & Industry President and CEO Glenn Hamer hands out his Ham(m)er Awards to recognize the peop...  
[chamberbusinessnews.com](http://chamberbusinessnews.com)

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## AzLTA Team Recognized for Crisis Response

### 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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