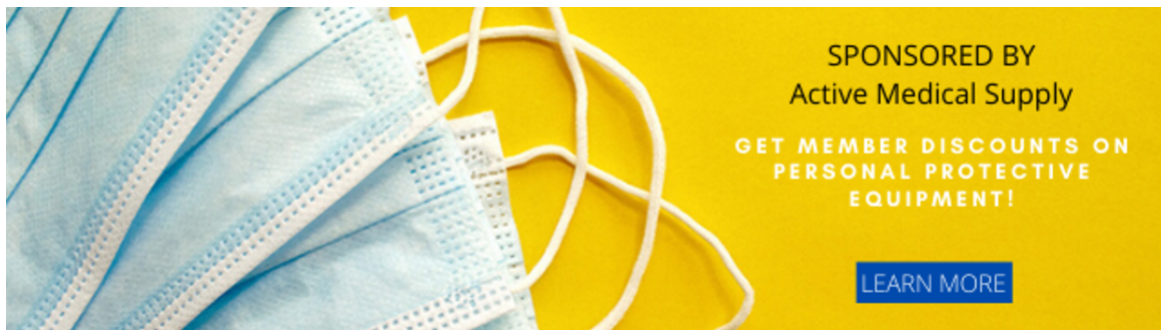


July 2, 2020



July 2, 2020

Dear Members,

As we reflect and celebrate our nation's independence this weekend, I would like to express my deep gratitude to our AzLTA members and community partners who continue to advocate for our industry each day.

We had a **major victory this week at the Phoenix City Council** due to the collaboration and quick action taken by the hospitality and greater business community. Thank you to everyone

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Tourism and Hospitality ordinances. Also, a special thank you to Chip Rogers and his team at AHLA for mobilizing a grassroots army of tourism and hospitality advocates. Although the proposal was withdrawn, we must remain vigilant because these proposals are not going away.

The AzLTA team will continue to work with local, state and national leaders on policy proposals that will help our industry recover stronger than ever.

I wish you and your loved ones a safe and happy Fourth of July.

Sincerely,



Kim Grace Sabow
President & CEO

Morning Scoop: What's Next for Tourism in Arizona?



Arizona's tourism industry, a pillar of the state economy, took a serious hit as the world grapples with the coronavirus pandemic. Join the Arizona Lodging & Tourism Association and Arizona Capitol Times for a Morning Scoop with Kim Sabow and leaders from the hospitality and business industry in a conversation on the impact of COVID-19 and recovery efforts. Don't miss it, **REGISTER TODAY!**

STATE UPDATE

This week, Governor Doug Ducey announced increased measures to reduce the spread on COVID-19 in Arizona which includes new restrictions for hotels. Effective Monday June 29th, bars, gyms, movie theaters, water parks and tubing are closed with targeted reopening in one month. In order to reopen, the establishment must attest to adhere to all public health regulations and post it for the public to see. Enforcement will be led by local public health officials and local authorities.



Pools operated as a part of a public accommodation, such as those at hotels but not those at multi-housing complexes, shall prohibit groups larger than 10 from congregating together in or near the pool.

The Governor has also provided additional limitations on mass gatherings. Indoor and outdoor events of 50 people or more are prohibited and it is applicable statewide.

[Read the full Executive Order here.](#)

FEDERAL UPDATE



House Passes Paycheck Protection Program (PPP) Extension:

The House of Representatives passed an [extension](#) of the PPP lending deadline **from June 30 to August 8**. The Senate passed the extension by Unanimous Consent earlier this week and President Trump is expected to sign the legislation soon. This will revive the \$610 billion small business

aid program and make the remaining funds available for additional applications. AHLA is pleased to see both chambers quickly advance this extension and we continue to work with Congress and the Administration to ensure the program remains available and more workable for our industry in the months ahead.

AHLA Urges Small Business Relief

AHLA signed a [letter](#) from the Economic Innovation Group (EIG), sent to Congressional leaders, urging further action on relief for small businesses. The letter focused on the need for further, longer-term aid by providing zero-interest loans and flexible usage requirements for the funds through the next legislative relief program. AHLA continues to advocate for additional support and liquidity for hoteliers via additional legislative relief facilities as well as enhancements to the Main Street Lending Facility, which were the focus of AHLA's [letter](#) to regulators late last week.

AHLA RELEASES NEW SURVEY ON 2020 TRAVEL TRENDS

Forty-four percent of American are planning overnight vacation or leisure travel in 2020, according to a survey conducted by Morning Consult and commissioned by AHLA. Interest in road trips, family events, and long weekends over the summer months is high.

Full results are available on [AHLA.com](https://www.ahla.com).

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HOLIDAY TRAVELERS: NORTHBOUND SR 87 RESTRICTED DUE TO FIRE DAMAGE

Drivers heading north to Payson, Mogollon Rim and White Mountains for the holiday weekend should budget extra time and consider alternate routes with 13 miles of State Route 87 still limited to one lane while crews repair guardrail and fencing damaged by the Bush Fire.

ADOT is working to secure federal emergency relief funds to cover the \$3.9 million cost of repairing guardrail and the right-of-way fence along northbound SR 87, as well as damage along State Route 188. The damaged SR 87 stretch with the right lane closed is between mileposts 223 and 236, approaching SR 188.

Drivers planning on heading to Payson and mountain areas to the east should plan extra travel time and consider Interstate 17 to State Route 260 as an alternate route to Payson and US 60 as an alternate route to the White Mountains.

The lane restriction has been in place for use by firefighters and repair crews since SR 87 reopened on June 23 after an extended closure.

VISITOR CENTER NETWORKS

AOT has partnered with Arizona State Parks and Trails to designate existing state parks visitor centers as **Official Arizona Visitor Information Centers (AVICs)**. This allows for an increasingly streamlined approach to delivering statewide travel information and safety guidelines to all visitors.

The partnership enables State Parks and Trails visitor centers to expand the variety of information offered on experiences available across our state, potentially inspiring visitors to add another day or another destination to their trips. Each State Parks and Trails visitor center also receives special promotion across AOT's platforms including **VisitArizona.com**, AOT agency communications, and on the Official State Travel Guide and Official State Map.

Any interested communities who want to become part of the AVIC network should contact AOT Director of Government and Community Affairs, **Alix Skelpsa Ridgway**, for more information.

GRAD STUDENTS SEEK BUSINESS AND COMMUNITY

“PAIN POINTS”

ASU is launching a new one-year Masters in Innovation and Venture Development program at its Tempe campus this fall.

Leaders of the program are asking local community and business leaders to submit critical issues they are grappling with for students to address during the program. Launching a new service or product that meets a local, national or international need is required for graduation from the program. [Read More](#)

TRAVEL CONFIDENTLY

When travel businesses, residents and visitors all do their part, Americans can **Travel Confidently**. U.S. Travel has released a [suite of resources](#) centered around this theme, including infographics, social media materials, and more that showcase our entire industry's commitment to keeping travelers and their families safe.



[VIEW TOOLKIT](#)

GOVERNOR'S CONFERENCE ON TOURISM



Join the Arizona Office of Tourism for the [Virtual Governor's Conference](#) on July 22-23, 2020 via Zoom featuring the Arizona tourism annual look back and look forward, Spirit of Service Tourism Awards and much more! [Learn More](#)

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#THANKFULTHURSDAY



We are so deeply thankful to our BRONZE Strategic Sponsor Salt River Project (SRP) for your long standing involvement and continued support of Arizona's lodging, travel and tourism industry. Thank you to the SRP team for shining the light on AzLTA! #Unity

AZSAFE+CLEAN



Are you **AZSAFE + CLEAN Certified?** AzLTA is pleased to offer the AZSAFE+Clean certification that aims to provide hotels and resorts a one-stop-shop for industry standards and guidelines for a safe work environment, and confirm to both

their team members and guests that they are taking the necessary steps to remain safe and clean. [Read More](#)

PPE MEMBER DISCOUNT

Special Offers & Member Discounts on Personal Protective Equipment (PPE)

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your property and business, and can deliver masks, gloves, sanitizers, and other PPE in a matter of days! [Read More](#)



IN THE NEWS



Union-backed proposal will devastate Phoenix's already stressed tourism industry



Proposed ordinance that stunned Phoenix hospitality industry pulled from council agenda



Union-backed measures targeting tourism



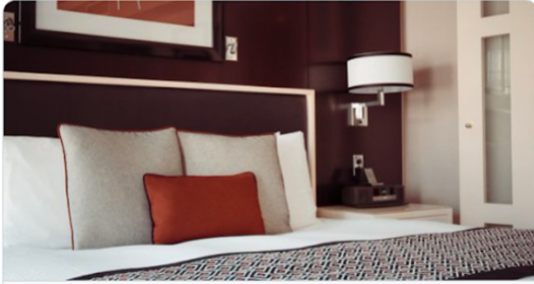
Phoenix City Council pushes off vote on

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BREAKING: Phoenix councilmembers push package to crush already reeling hospitality industry



Phoenix councilmembers push package to crush already reeling hospitality in...
The Phoenix City Council today will consider a package of ordinances targeting the city's struggling hospitality industry with mandates on hiring, leave policie...
chamberbusinessnews.com



PHX Business Journal @phxbizjournal · Jun 30

A number of owners and managers of #Phoenix hotels are opposing a new ordinance being considered by the City Council that would add more protections for hospitality workers.



Phoenix City Council to vote on new hotel labor protections
A number of owners and managers of Phoenix hotels say they were caught off-guard by the move and oppose a new ordinance being ...
bizjournals.com

Phoenix councilmembers push package to crush already reeling hospitality industry

Phoenix City Council to vote on new hotel labor protections

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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.

REOPENING HOTEL & TRAVEL GUIDELINES

AZ SAFE + CLEAN

COVID-19 RESOURCES

REOPENING GUIDANCE

ARIZONA HOSPITALITY WORKFORCE CONNECTION

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