

JULY 1, 2021



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Dear Members,

After a dominating performance last night, the Phoenix Suns are headed to the NBA Finals. Congratulations to AzLTA board member, Suns President & CEO, Jason Rowley and the entire Suns organization for this amazing accomplishment. We look forward to cheering you on as we Rally the Valley during the Finals!

This week, the AZLTA team had the privilege to travel to Boston for the International Society of Hotel Associations 2021 Summer Conference. The event provided insight and information into key issues facing our industry, including growing and restrengthening our workforce, the importance of advocacy and industry engagement, and best practices from across the nation. In addition, AHLA and AAHOA [announced a new strategic partnership](#), the American Hospitality Alliance. The alliance will promote the hospitality industry at the state and local levels by harnessing the power and influence of industry leaders and directing it toward advocacy and political engagement. The strategic partnership between AAHOA, AHLA, and leading state hospitality associations will encourage pooling resources and streamlining efforts to educate lawmakers at the state and local levels.

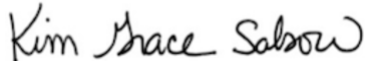
A special thank you to The Massachusetts Lodging Association for hosting an exceptional event that provided the AzLTA team with an invaluable opportunity to convene and dialogue with national partners AHLA, AAHOA, ISHA and industry association colleagues from across the

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Lastly, after weeks of gridlock and negotiations, the Arizona Legislature passed the final elements of the FY2022 Budget and adjourned Sine Die, ending the legislative session. Governor Ducey immediately signed the state budget to avoid a government shutdown. More details about the final budget can be found in the State Update section below.

I hope you and your loved ones have a wonderful and safe Fourth of July!

Sincerely,



Kim Grace Sabow
President & CEO

ARIZONA UPDATE



GOVERNOR DUCEY SIGNS HISTORIC FY2022 BUDGET

Yesterday, on the last day of the fiscal year, the Arizona Legislature passed the remaining bills of the FY2022 budget and the Governor immediately signed the budget into law. The \$12.8 billion budget plan also includes significant tax reform. It implements a 2.5% flat tax phased in over three years beginning on January 1, 2022. The tax plan eliminates income taxes on veterans' military pensions, increases the charitable contribution deduction to 100%, and protects small businesses from a 77.7% tax increase.

Highlights of the FY2022 budget include:

- [Tax Reform](#)
- [K-12 Education](#)
- [Higher Education](#)
- [Public Safety](#)
- [Child Care](#)
- [Infrastructure](#)
- [Health and Wellness](#)
- [Natural Resources](#)
- [Fiscal Responsibility](#)

**AZ BUSINESS GROUPS TURNING
UP OPPOSITION TO PRO ACT**



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The country's largest business advocacy organization has made defeat of the anti-employer PRO Act one of its top priorities for the remainder of the year, and it's encouraging like-minded Arizona groups to ratchet up their opposition to the legislation. Ensuring Senator Sinema and Senator Kelly don't co-sponsor the bill is critical.

A new statewide survey shows Arizona voters have serious concerns regarding the Protecting Right to Organize (PRO) Act and the impact of the federal legislation would have on workers' rights and small business if enacted by Congress. The Greater Phoenix Chamber says the poll aligns with the sentiment their member businesses have expressed over the past several months.

FEDERAL UPDATE



JUST ANNOUNCED: AMERICAN HOSPITALITY ALLIANCE

AHLA and AAHOA announced the creation of the **American Hospitality Alliance (AHA)** at the International Society of Hotel Associations' summer meeting. AHA will promote the hospitality industry at the state and local levels by harnessing the power and influence of industry leaders and directing it toward advocacy and political engagement. The strategic partnership between AAHOA, AHLA, and leading state hospitality associations will encourage pooling resources and streamlining efforts to educate lawmakers at the state and local levels.

AHLA and AAHOA have long recognized the importance of state and local governments in policy issues affecting hoteliers – including COVID-19 liability, illegal hotels masquerading as short-term rentals, drive-by lawsuits, tax reform, and workforce development. This announcement brings significant benefits to hoteliers across the country as AHA's advocacy efforts will focus on these issues and more that are key to boosting the hospitality industry's recovery as the country reopens.

AHLA and AAHOA will co-chair AHA, and an advisory board of seventeen industry representatives and staff serving one-year terms will steer the Alliance's priorities and policy initiatives.

For more information about AHA, please visit AmericanHospitalityAlliance.com.

“HOTELS ARE HIRING” CAMPAIGN

AHLA is currently completing a quantitative and qualitative research study to identify the most effective messaging



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needed to entice job seekers to our industry in today's highly competitive labor market.

They will leverage the research findings to kick off the **"HOTELS ARE HIRING"** campaign to build awareness that hotels are hiring and promote hospitality as a career path. The campaign will include a mix of earned and paid media and virtual job fairs in key markets, with an initial focus on **Nashville, Orlando, San Diego, Phoenix and Washington**. The campaign is scheduled to kick off next week. The AHLA Foundation has partnered with **HCareers** for virtual job fairs in those same markets, beginning with Nashville, which you can sign up to join [NOW](#). To reserve a company booth today or for more information email Elevate@AHLAFoundation.org.



LET'S MEET THERE: RECOVERING BUSINESS TRAVEL, PROFESSIONAL MEETINGS AND EVENTS

Last week, the U.S. Travel team detailed a comprehensive [overview](#) of the campaign and its resources available to you, and also heard from Martha Sheridan, president and CEO of Greater Boston Convention & Visitors Bureau, on the work Boston is doing to kickstart a resumption of professional meetings after recently reopening. Click [here](#) for the recording and [webinar slides](#).

With the broad reopening across the country, we must work together to communicate these important messages to lawmakers and business leaders to ensure we can fast-track the return of business travel, meetings and events across the U.S.

Use the resources below to share our key messages on social media (#LetsMeetThere) and within your personal network.

Click on the links for more information don't forget to use #LetsMeetThere in your posts.

- [Social Media Guide](#): Key Messaging to Elected Officials and Business Leaders
- [Fact Sheets](#)
- [Key Messages](#)

VACCINATION MONTH OF ACTION

Join in supporting the [Vaccination Month of Action](#). As part of this effort, HHS has released a new **"We Can Do This!"** [On-Site Vaccination Clinic Toolkit](#) to support the business community in partnering with local vaccine providers to continue to make vaccinations more convenient and accessible.



We encourage you to take the following steps to help us highlight efforts, including:

- Post social media updates (#HotelsCanDoThis), including photos of [Vaccination Month signage](#) displayed on property, video of vaccination efforts, and AHLA will amplify across

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- Provide staff with the [Vaccination Month of Action](#) information so they can support this effort in their communities
- Display [Vaccination Month of Action information](#) on-property to help spread the word

IMPORTANT ACTION ALERTS



CONTACT YOUR SENATOR TO PROTECT FY2022 PER DIEM RATES

Next week, we expect legislation filed in the Senate to preserve federal per diem rates at FY 2020 levels. This critical, forward-thinking, bipartisan legislation will help the hospitality industry recover faster from the devastating effects of COVID-19. The bill would direct the General Services Administration (GSA) to continue to base per diem rates on data from 2019, prior to the pandemic's devastating impact on travel. As a result of shutdowns, capacity restrictions, and safety precautions, any ADR calculation made using 2020 data would be artificially low and would prolong the economic crisis facing hoteliers.

The impending legislation will likely mirror the efforts of Congressmen Charlie Crist (FL-13) and Bill Posey (FL-08) who introduced a [companion bill](#) in the House of Representatives earlier this year. Please [send a letter](#) to your Representative asking them to support this bill.

EMAIL REPRESENTATIVE

HOSPITALITY AND COMMERCE JOB RECOVERY ACT

U.S. TRAVEL
ASSOCIATION®

The Hospitality and Commerce Job Recovery Act (S. 477/H.R. 1346), which would provide temporary tax incentives to help restore business travel, among other provisions, has [nearly 100](#) cosponsors in the House and Senate.

This legislation provides a targeted, yet comprehensive way to bring back lost jobs as soon as possible. Tourism Economics estimates the provisions in the bill will help generate nearly \$600 billion in economic activity that would not otherwise occur, leading to 1.5 million net new jobs and **reducing the timeline for recovery from five years to three years.**

Send an action alert today to urge your member of Congress to become a cosponsor of this critical legislation. To view current cosponsors, please click [here](#).

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EDUCATIONAL PROGRAMS



THUNDERBIRD SCHOOL OF GLOBAL MANAGEMENT AT ASU OFFER ONLINE CERTIFICATE PROGRAMS FOR BUSY PROFESSIONALS

Hospitality professionals can advance their careers in the industry by elevating their management skillsets with a professional program delivered by Thunderbird in a flexible online format. Courses feature self-paced, interactive learning modules that cover a range of business and management topics taught through a global lens. Examples of certificate programs include Business Analytics, Small Business Leadership Academy, Global Mindset for Strategic Leadership, and the American Express Leadership Academy at Thunderbird, just to name a few. [Learn more and enroll today.](#)

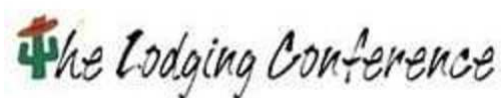
For anyone considering graduate school, Thunderbird's full-time [Master of Global Management](#) program offers an academic concentration in **Sustainable Tourism**. In their most recent analysis of master's in management programs in 2019, The Wall Street Journal and Times Higher Education ranked Thunderbird's Master of Global Management degree No. 1 in the world. To find out more about master's and bachelor's programs, and custom certificate programs for individuals and organizations, visit thunderbird.asu.edu.

UPCOMING IN-PERSON EVENTS



EARLY-BIRD DISCOUNT EXTENDED TO JULY 9

Join our strategic partner Arizona Office of Tourism (AOT) for the **2021 Arizona Governor's Conference (GCOT)** on Tourism, **Aug. 2-4, 2021**. AOT is offering a limited number of scholarships for this year's **#AZGCOT** and is inviting partners across the state to apply for a one-time, \$150 discount on **early-bird conference registration**, which has been extended! For more details, click [here](#).



THE LODGING CONFERENCE

Join The Lodging Conference, one of the top hotel industry events in the world, on September 27-30.

Over the past 25 years, tens of thousands of high-powered hotel owners and executives from around the globe have participated. More than just a conference, the entire event is a THINK TANK where everybody in attendance has the opportunity to join in the conversation, discuss issues, and solve problems. For more details, click [here](#).

AZ SAFE+CLEAN GRANT PROGRAM FOR HOTELS

INTERESTED IN BECOMING THE NEXT AZ SAFE+CLEAN CITY?

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AZ SAFE+CLEAN certified city.

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. Funds from our established grant, in partnership with the Arizona Office of Tourism, allows members to apply for assistance 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, [visit our website](#).

MEMBER BENEFITS



hotel employee rate

RECEIVE A 20% DISCOUNT

We're excited to bring our partnership with Hotel Employee Rate to our members! Hotel Employee Rate is a global hotel employee travel platform allowing employees all over the world the ability to travel at hotel employee rates. AzLTA members receive a 20% discount from annual administrative fees. For more [information](#), please contact us at membership@azlta.com



RECEIVE A FREE ANALYSIS

Optimally is your expense reduction partner that benchmarks spending, and helps you save money. Their proprietary big data technology is their “secret sauce” of how companies can reduce operating expenses. Learn how they can help you reduce your business expenses plus receive a free analysis where they benchmark 12 months of your general ledger against their data lake. To learn more click [here](#), or please contact guy.bittner@ascentcis.com.

MEMBER RESOURCES

AzLTA is committed to providing our members with up-to-date resources, [webinars](#), information and recommendations from our state and national partners. Updates will be shared on [our website](#) so please reference it often and share it with your network.

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AZ SAFE + CLEAN CERTIFICATION

EDUCATION & TRAININGS

COVID-19 RESOURCES CENTER

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