

MARCH 11, 2021



MARCH 11, 2021

Dear Members,

Yesterday, Congress passed President Biden's American Rescue Plan Act of 2021. The \$1.9 trillion COVID-19 relief package includes much-needed federal assistance and substantial support to aid our industry's recovery. AzLTA, in collaboration with our national partners, worked with the Arizona Congressional Delegation to ensure key provisions were included in the package.

There is still much work to do and we will continue to advocate for policies on Capitol Hill that will help our industry recover stronger than before. A full summary of the relief package is included in our federal update.

This week, we learned the results of the Phoenix City Council Run-off Election for two key districts. In District 3, current Council Member Debra Stark was re-elected by a large margin. In District 7, currently held by outgoing Council Member Michael Nowakowski, Yassamin Ansari prevailed over Cinthia Estela.

The candidates will be sworn-in in April. We look forward to working with the Phoenix City Council to protect the tourism and lodging industry.

[Subscribe](#) to our email list.

Kim Grace Sabow

Kim Grace Sabow
President & CEO

ARIZONA UPDATE



AzLTA LEGISLATIVE PRIORITIES

The Arizona Legislature is two months into the legislative session and hundreds of bills are moving through the process. Below is a brief update on AzLTA's priority bills:

H.B. 2161 Tourism Marketing Authorities (Rep. Kaiser and Sen. Pace): Enabling legislation that allows for the formation of tourism marketing authorities.

Latest Action: Assigned to the Senate Commerce Committee.

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: Assigned to the House Judiciary Committee.

S.B. 1379 Vacation Rentals; Short-term Rentals; Enforcement (Sen. Mesnard): Makes numerous changes to the regulation and enforcement of short-term rentals.

Latest Action: Will be heard in the House Commerce Committee on 3/16.

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: Will be heard in the House Commerce Committee on 3/16.

CALL TO ACTION - SUPPORT TMA_s

[Subscribe](#) to our email list.

AzLTA priority bill **H.B. 2161**. Tourism Marketing Authorities, is being considered by the Arizona Senate and WE NEED YOUR HELP.

Find your [state senators here](#) and reach out to them via phone or email and urge them to support H.B. 2161.

Sample Email

Talking Points

Social Media Toolkit



Download the 2021 TMA's Fact Sheet and learn more about the benefits of H.B. 2161 and its growing support

PRIORITIZE HOTEL EMPLOYEES FOR COVID-19 VACCINE

The [American Hotel & Lodging Association](#) (AHLA) and [UNITE HERE](#) recently joined together to ask the nation's governors to prioritize hotel workers for COVID-19 vaccinations. **Please click this link to add your name to a letter to tell Arizona Governor Doug Ducey to prioritize hotel employees for COVID-19 vaccinations!** Lending your name will help show strength in numbers as we continue to call on Governors across the country to prioritize our industry's workforce in the vaccine distribution process.

FEDERAL UPDATE

[Subscribe](#) to our email list.



CONGRESS PASSES AMERICAN RESCUE PLAN ACT

Congress passed President Biden's American Rescue Plan Act of 2021. The \$1.9 trillion COVID-19 relief package includes programs to aid our industry's recovery:

- \$350 billion to states and local governments, with explicit authority given to allow funds to aid the travel and tourism industry.
- \$3 billion for Economic Development Administration grants, with 25% (\$750 million) set aside for communities affected by job loss in travel and tourism.
- Extends the Employee Retention Tax Credit through the end of 2021 and adds enhancements for businesses experiencing at least a 90% decline in revenue.
- \$8 billion in grants for airports with an \$800 million set-aside for airport concessionaires.
- \$15 billion to airlines through the Payroll Support Program.
- Ensures that eligible applicants for the Shuttered Venue Operators Grant (SVOG) program can access both SVOG and the Paycheck Protection Program (PPP).
- \$7.25 billion to the PPP and allows larger nonprofits to qualify.
- \$12.7 billion for a national vaccination program, which creates community inoculation centers nationwide along with mobile units for hard-to-reach areas.
- \$50 billion to improve testing and contact tracing capabilities.

You can find a more [comprehensive summary of all travel-related provisions here](#). A summary of the full bill [can be found here](#).

INDUSTRY INITIATIVE TO PROMOTE HOTELIER, EMPLOYEE VACCINATIONS

[AAHOA](#) recently announced a new initiative that encourages hoteliers to proactively promote COVID-19 vaccinations for their employees. In launching the "Pledge to Protect Our Guests, Employees, and Businesses" initiative, AAHOA is asking the nation's hotel owners not only to educate their employees about the benefits of the COVID-19 vaccine but also to provide them with the resources they need to get vaccinated.

Here's how you can get involved:

- [Sign the Pledge to Protect](#) Your Guests, Employees, and Businesses.
- Send [this email](#) from the CDC to your employees.
- [Post these posters](#) in break rooms and areas where your employees gather.
- Provide time, reduce barriers, and consider incentives for your employees to get vaccinated when they are available. (Employer tax credits may be available for those who provide paid leave for vaccinations.)

This week, President Biden announced that the U.S. is on track to have enough vaccine supply for every adult in the country by the end of May, two months ahead of schedule. [Learn more about the Pledge here](#).

EDUCATIONAL HOSPITALITY TRAININGS & SCHOLARSHIP PROGRAMS

AAHOA/P&G PROFESSIONAL'S TRAINING IN HOTEL SANITIZATION AND CLEANLINESS



AzLTA's national partner, [AAHOA](#), has partnered with P&G Professional, a worldwide leader and trusted name in professional-grade cleaning products, to create this all-new, all-digital program, covering what every hotelier needs to know as it relates to sanitization, including infection prevention and control, high-touch points, sanitizing soft surfaces, communications, elevating the guest experience, and more! This program is FREE and available to the entire hospitality industry. [Learn more and enroll today.](#)

NORTHERN ARIZONA UNIVERSITY/UNIVERSITY OF SOUTH FLORIDA POST-CRISIS HOSPITALITY MANAGEMENT CERTIFICATE

The [NAU School of Hotel and Restaurant Management](#) is partnering with The School of Hospitality and Tourism Management at the University of South Florida to offer a Post-Crisis Hospitality Management Certificate program. This FREE, seven-week online certificate program is open to all and will dive into several functional areas like marketing, human resource management, technology management, hospitality law and contracts, financial management, and hospitality operations. [Learn more and enroll today.](#)



CLOROXPRO, ISSA AND GBAC AVAILABLE SCHOLARSHIP FOR FOOD SERVICE AND HOSPITALITY ORGANIZATIONS



CloroxPro, ISSA and GBAC invite food service and hospitality organizations to apply for the chance to be awarded a Clorox Total 360 System as well as scholarships for the GBAC Fundamentals Online Course: Cleaning & Disinfection Principles. CloroxPro will donate \$100,000 in GBAC Scholarships and up to 1,000 systems.

The Clorox Total 360 System electrostatic sprayer works by charging and atomizing trusted Clorox solutions. Prices online range from approximately \$5,000-6,000. Applications for the program close on March 31. To apply or get more information, [visit their website.](#)

APPLY NOW TO AZSAFE+CLEAN GRANT

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, [visit our website](#).



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.

AZ SAFE + CLEAN CERTIFICATION

REOPENING HOTEL & TRAVEL GUIDELINES

COVID-19 RESOURCES

AZ REOPENING GUIDANCE

ARIZONA MEANS BUSINESS

YOUR INDUSTRY. YOUR VOICE.

JOIN TODAY!

[Subscribe](#) to our email list.

Share this email:



[Manage](#) your preferences | [Opt out](#) using **TrueRemove™**

Got this as a forward? [Sign up](#) to receive our future emails.

View this email [online](#).

1240 E. Missouri Avenue
Phoenix, AZ | 85014 United States

This email was sent to .

To continue receiving our emails, add us to your address book.

emma