

MARCH 4, 2021



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Dear Members,

Yesterday, the Arizona House of Representatives passed with bipartisan support AzLTA priority bill H.B. 2161, Tourism Marketing Authorities. Thank you to all of our members and community partners who worked diligently for months to educate legislators about the importance of this bill for our industry. Although we celebrate the passage of H.B. 2161, we still have much work to do in the Senate to ensure the bill is sent to the Governor.

Please continue to reach out to members of the Senate and explain why this bill is important to your business, employees and community. Our TMAs Toolkit below includes a fact sheet, talking points and draft email that can be used for outreach to legislators.

In addition, if you have any business or personal impact stories about the COVID-19 pandemic that you would like for us to share with legislators, please email those testimonials to:

info@azlta.com.

Thank you for your continued support.

Sincerely,

[Subscribe](#) to our email list.

ARIZONA UPDATE



AzLTA LEGISLATIVE PRIORITIES

Below is an overview of the latest action on AzLTA priority bills:

S.B. 1101 & H.B. 2161 Tourism Marketing

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

Latest Action: H.B. 2161 passed the House on reconsideration 38-20-2. S.B. 1101 is awaiting action by the full Senate.

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: Passed the Senate with a bipartisan vote 18-12; awaiting action in the House.

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: Passed the Senate 29-0-1.

H.B. 2481 Short-term Rentals; Enforcement; Penalties (Rep. Kavanagh): Allows a city or town to restrict vacation rentals to specific zoning districts and require vacation rentals to have a permit. It would also require a multi unit residential structure that is owned and operated by an online lodging marketplace to comply with building code requirements.

Latest Action: Passed the House Government & Elections Committee and is awaiting further action.

AzLTA priority bill [S.B. 1101](#) Tourism Marketing Authorities, is being considered by the Arizona Senate and WE NEED YOUR HELP.

Please [reach out to members of the legislature](#) and urge them to support S.B. 1101, Tourism Marketing Authorities. **Use the Vote Yes TMAs toolkit below for a sample email, talking points and social media templates.**

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 Fact Sheet featured below.



[Download](#) the 2021 TMAs Fact Sheet and learn more about the benefits of S.B. 1101 and its growing support

VOTE YES TMAs TOOLKIT

[Sample Email](#)

[Talking Points](#)

[Social Media Toolkit](#)

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**

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[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



PORTMAN, SINEMA INTRODUCE BIPARTISAN HEALTHY WORKPLACES TAX CREDIT

U.S. Senators Rob Portman (R-OH) and Kyrsten Sinema (D-AZ) introduced the bipartisan *Healthy Workplaces Tax Credit Act* to help all businesses continue to safely stay open during the COVID-19 pandemic while ensuring the safety of employees and consumers through a refundable tax credit against payroll taxes for 50 percent of the costs incurred by a business for increased testing, personal protective equipment (PPE), disinfecting, extra cleaning, reconfiguring work spaces to adhere to social distancing guidelines and training and education on the prevention of COVID-19 transmission. Learn [more](#).

COVID RELIEF NEGOTIATIONS

Over the weekend, the U.S. House of Representatives [passed the American Rescue Plan Act of 2021](#). The \$1.9 trillion package includes several provisions that will help the travel industry, however several critical recovery and stimulus measures for our industry are very much needed and are not included in this package.

Our federal partners are working closely with travel champions in Congress on several provisions to advance in the short term:

- Extend the March 31 application deadline for the PPP and provide a third draw loan for the hardest hit industries.
- Pass the Hospitality and Commerce Job Recovery Act to accelerate rehiring and drive demand to travel through temporary tax credits.
- Ensure that Brand USA funding can help drive international inbound recovery when the borders reopen.

IRS RELEASES EMPLOYEE RETENTION CREDIT GUIDANCE

The IRS issued [updated guidance](#) this week for employers claiming the employee retention credit. For 2020, the credit can be claimed by employers who paid qualified wages after March 12, 2020, and before January 1, 2021, and who experienced a full or partial suspension of their

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wages paid, including qualified health plan expenses, for up to \$10,000 per employee in 2020. The maximum credit available for each employee is \$5,000 in 2020.

A significant update for 2020 permits eligible employers that received a Paycheck Protection Program (PPP) loan to claim the employee retention credit, although the same wages cannot be counted both for seeking forgiveness of the PPP loan and calculating the employee retention credit. The IRS plans to release additional guidance soon addressing changes for the credit for the first two quarters of 2021.

STIMULUS TO DRIVE TRAVEL DEMAND

A bipartisan group in Congress—led by Senators Cortez Masto (D-NV) and Cramer (R-ND), and Representatives Horsford (D-NV), LaHood (R-IL), Rice (R-SC) and Panetta (D-CA)—reintroduced the [Hospitality and Commerce Job Recovery Act of 2021](#).

U.S. Travel has [aggressively advocated](#) for this legislation since last year, knowing at the right time it could help revive some of the hardest-hit segments of our industry. Included in the bill:

- A temporary business tax credit to revitalize business meetings, conferences and other structured events.
- Restoration of the entertainment business expense deduction temporarily to help entertainment venues and performing arts centers recover.
- An individual tax credit to stimulate nonbusiness travel.
- Tax relief for restaurants and food and beverage companies to help restore food service jobs and strengthen the entire American food supply chain.

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.](#)

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