

ARIZONA LODGING & TOURISM ASSOCIATION

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May 14, 2020

Dear Members,

Yesterday marked the first day pools, spas and fitness centers could reopen across the state. AzLTA worked diligently over the past several weeks to provide recommendations and guidance for the safe reopening of these key amenities. Thank you to all of our members who provided us feedback and best practices that we were able to share with the Governor.

In addition to the Governor's announcement about pools, spas and fitness centers, the current "Stay Home, Stay Healthy, Stay Connected Order" expires tomorrow May 15th and a new order entitled "**Stay Healthy, Return Smarter, Return Stronger**", will take effect beginning May 16th.

On May 16th, major league sports can resume in Arizona with limited reopening, without fans, following public health protections and CDC guidelines.

Our team will continue to work with the Governor and the Arizona Legislature to ensure our industry has the tools and resources necessary to return stronger.

Please do not hesitate to contact our team with questions.

Sincerely,



Kim Grace Sabow
President & CEO

SAFETY GUIDELINES

The Governor's latest actions allows our industry to reopen important amenities for our summer guests and visitors. Below is the guidance provided by the Governor to ensure the safety of staff and guests:

- [Reopening guidance for Dine-in Restaurants](#)
- [Reopening guidance for Pool](#)
- [Reopening guidance for Gyms and Fitness Centers](#)
- [Reopening guidance for Spas](#)

The Governor recommends businesses develop and implement appropriate policies, in accordance with federal, state and local guidance, and informed by industry best practices, regarding:

- Social distancing and protective equipment
- Temperature checks
- Testing, isolating and contact tracing
- Sanitation
- Use and disinfection of common and high-traffic areas
- Business travel
- Do not allow symptomatic people to physically return to work until cleared by a medical provider

FEDERAL UPDATE

[AzLTA joined business groups from across the state on a letter](#) to our Congressional Delegation urging them to take immediate action to provide employers liability protection as businesses reopen.

House Leadership has released the next legislative package in response to the Coronavirus.

[H.R. 6800 – The HEROES Act](#) is expected to be considered by the full House of Representatives as early as Friday. An overview of the bill can be found [HERE](#).

A number of our key priorities are included in the legislation:

- Extends the covered period of the PPP from June 30, 2020 to Dec 31, 2020
- Allows 501(c)(6) organizations to receive Paycheck Protection Program (PPP) funding
- Eliminates the 75%/25% rule on use of loan proceeds
- Changes maturity period of PPP loans from 2 years, which was set by Treasury, to a minimum of 5 years
- Clarifies the coordination between the Employee Retention Tax Credit and the PPP loans to ensure borrowers can take advantage of both types of assistance
- Improves the Employee Retention Tax Credit including, increasing the applicable

Also included in the HEROES Act is a number of enhanced spending measures:

- \$500 BILLION for state governments, \$375 BILLION for local governments, and \$20 BILLION for tribal relief
- \$175 BILLION for a public health and social services emergency fund
- \$75 BILLION housing assistance
- \$10 BILLION for small businesses

ARIZONA UPDATE

Last week, the Senate made a motion to Sine Die and adjourn the current session. The House of Representatives does not have the votes to adjourn Sine Die and it is unknown when they will return.

AzLTA continues to advocate for S.B. 1135, Tourism Marketing Authorities, since this revenue will be critical for industry recovery and tourism promotion.

TELL US YOUR STORY

As businesses throughout our industry begin to reopen and provide additional services and experiences, we would love to hear from you about the measures you are taking to keep your staff and guests safe. The AzLTA team would like to highlight all of the great work being done so we can help boost consumer confidence.

Please share your story with us!

#TAKEMEBACK

AHLA recently launched the #TakeMeBack social media campaign to support the hospitality industry by encouraging individuals to remember their favorite hotel visits and travel experiences. Together, we will highlight what is so special and unique about the travel industry and all the destinations we cover in every community across the country.

You can help the campaign by:

- **Downloading the #TakeMeBack Toolkit:** [Download AHLA's #TakeMeBack Toolkit](#) to learn more about the campaign and access [sample social media posts and graphics](#).
- **Sending a Virtual Postcard:** [Download one of AHLA's pre-made postcards](#), share it on social media with the #TakeMeBack hashtag, and challenge friends and colleagues to do the same.
- **Sharing A Vacation Photo:** Share an old vacation photo, use the #TakeMeBack hashtag, and tag the hotel property that you visited during that vacation or a friend or family

[Subscribe](#) to our email list.

- **Taking AHLA's "This or That" Instagram Travel Challenge:** Participate in [AHLA's "This or That" travel challenge](#) and share it on your Instagram story with your travel preferences highlighted.

PAYCHECK PROTECTION PROGRAM



There are still resources available in the Paycheck Protection Program to help businesses in financial need. You can apply through any existing SBA 7(a) lender or through any federally insured depository institution, federally insured credit union, and Farm Credit System institution that is participating. Other regulated lenders will be available to make these loans once they are approved and enrolled in the program. You should consult with your local lender as to whether it is participating in the program.

- For a top-line overview of the program [CLICK HERE](#)
- If you're a borrower, [more information can be found HERE](#)
- The application for borrowers can be found [HERE](#)

SAFE STAY INITIATIVE

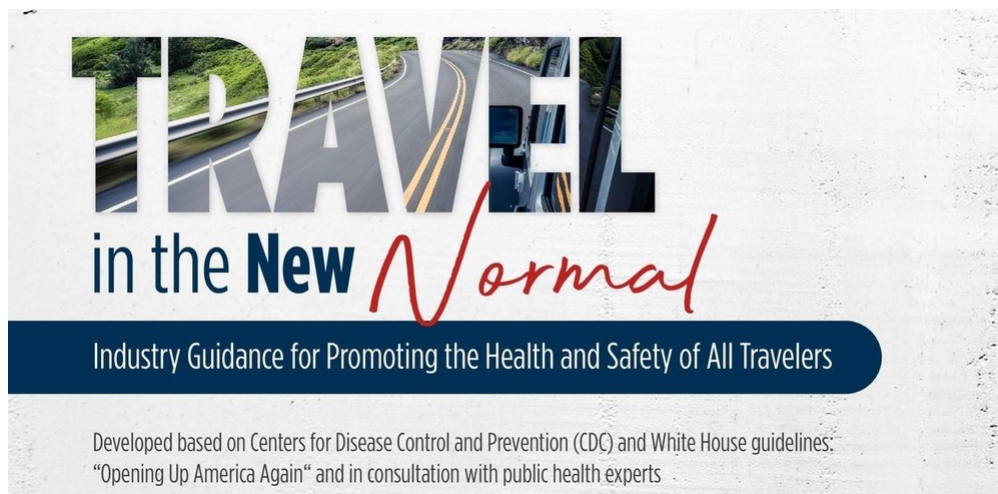


"Safe Stay" is focused on enhanced hotel cleaning practices, social interactions, and workplace protocols to meet the new health and safety challenges and expectations presented by COVID-19.

The standards of Safe Stay were developed under the guidance of an Advisory Council, comprised of industry leaders representing all segments of the hotel industry, and in conjunction with public health experts to advance best practices for protecting against the coronavirus.

[VIEW ENHANCED SAFE STAY GUIDELINES](#)

TRAVEL IN THE NEW NORMAL



U.S. Travel: Travel in the New Normal

U.S. Travel developed industry-wide health and safety guidance to ensure a consistent approach to safety that travelers can expect through all touchpoints in their journey, in the era of this new normal. This document follows an intense, collaborative effort between U.S. Travel, member organizations, other industry associations and medical experts to derive the guidance that all sectors of the travel industry can apply and each vertical segment can expand upon as necessary.

[VIEW U.S. TRAVEL GUIDANCE](#)

CARES ACT READINESS PROGRAM



The Arizona Commerce Authority, Arizona Small Business Association and Arizona Chamber of Commerce & Industry have created the CARES Act Readiness Program for Small Businesses. This training program – which is offered at no cost– helps both novice and experienced borrowers successfully access relief funds.

Learn more at: <http://caresactaz.com>

HOSPITALITY FOR HOPE



The [Hospitality for Hope](#) initiative is gaining statewide and national attention. We have been able to connect health care facilities and hotels across the state.

The outpouring of support from Arizona hotels and resorts has been incredible and our team is communicating with state leaders and health care organizations about the options available.

[Arizona Hotels interested in joining Hospitality for Hope can volunteer HERE.](#)

#THANKFULTHURSDAY



Today would have been Tourism Unity Dinner, and although we can't celebrate our resilient industry together, we would like to take a moment to thank our Unity Dinner sponsors and **strategic partners** for being a part of our family. On this #ThankfulThursday we thank our Premiere Sponsor APS for your continued support of Arizona's lodging, travel and tourism industry. Stay tuned for information about our rescheduled and revamped Tourism Unity Dinner.

IN THE NEWS

 The Center Square

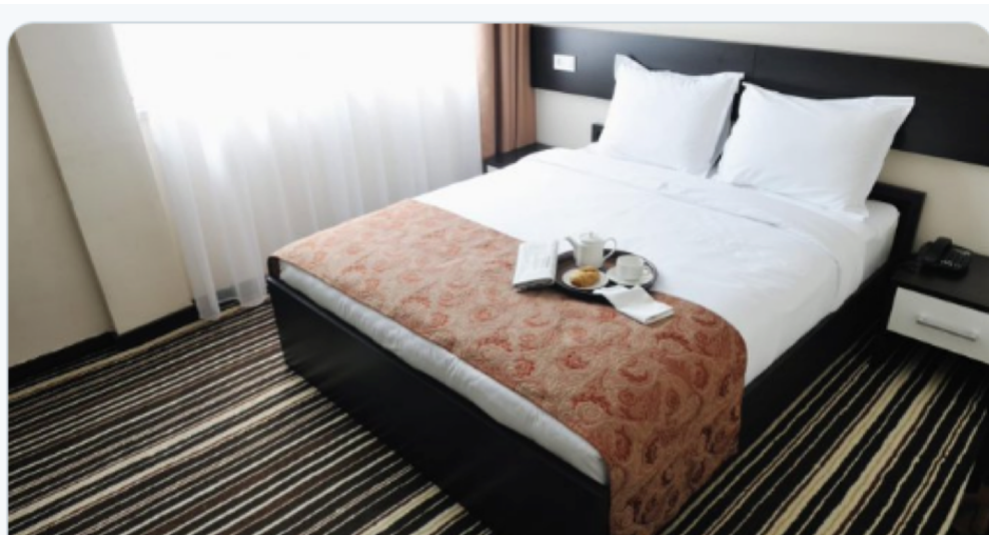
'These are significant losses': Arizona's travel, tourism industry ...

"Unemployment in our industry is at a record high with nearly half of the hospitality workers laid off," Kim Sabow, president and CEO of the Arizona Lodging and ...

1 week ago



'These are Significant Losses': Arizona's Travel, Tourism Industry Struggling to Cope with Virus Shutdown



'Hit Worst And Hit First': Arizona Hotels Support New National
The American Hotel and Lodging Association released new health
guidelines for hotels as they look to start welcoming back guests ...
theshow.kjzz.org

'Hit Worst And Hit First': Arizona Hotels Support New National Industry Health Guidelines, Hopeful For Rebound

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 our website so please reference it often and share it with your network.

[AzLTA Website](#)

[Hotel Safe Stay Guidance](#)

[U.S. Travel Guidance](#)

[AZ Reopening](#)

[COVID-19 Resources](#)

[Subscribe](#) to our email list.

Arizona Business Resources

Arizona Hospitality Workforce Connection

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