

# ARIZONA LODGING & TOURISM ASSOCIATION

**May 7, 2020**

Dear Members,

Earlier this week Governor Ducey announced additional modifications to the [“Stay Home, Stay Healthy, Stay Connected”](#) order allowing barber shops and salons to begin operating with [public health protections and CDC guidelines](#) on May 8th and provided [guidance for restaurants](#) to offer dine-in service beginning May 11th.

During his update, Governor Ducey mentioned that he and his team are seeking guidance from the lodging and tourism industry on reopening additional amenities such as pools as well as developing industry standards to help increase consumer confidence.


Yesterday, [AzLTA submitted recommendations to the Governor](#) urging him to reopen resort pools on May 8th in time for Mother’s Day Weekend. We also provided the Governor safety and sanitation guidelines the American Hotel & Lodging Association developed in collaboration with partner state associations throughout the country including the Arizona Lodging and Tourism Association. In addition, we provided general travel industry guidance developed by U.S. Travel, “Travel in the New Normal.”

During a call this afternoon with members of the business community, the Governor reiterated his desire to work with the legislature to provide COVID-19 liability protections to businesses.

Also, a special thank you to Congressman Schweikert for updating our Board of Directors on the latest news from D.C. and listening to our industry concerns. The Congressman urged our members to contact his office for any assistance.

Please do not hesitate to contact our team with questions.

Sincerely,



Kim Grace Sabow  
President & CEO

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## FEDERAL UPDATE

The U.S. Senate has returned to work. Meanwhile, the U.S. House of Representatives has not announced a return date. We continue to work with our national partners to help craft the next round of legislation responding to the Coronavirus.

The Treasury and SBA provided additional guidance to address borrower and lender questions concerning the implementation of the Paycheck Protection Program (PPP). Of interest, question 40 in the [updated FAQ](#) provides clarification on employee rehiring and states that any employee who is offered a chance to return and does not do so, will not count against the forgiveness calculations. [This article](#) provides a helpful overview. SBA and Treasury intend to issue an interim final rule excluding laid-off employees whom the borrower offered to rehire from the CARES Act's loan forgiveness reduction calculation.

The DOL issued [additional guidance](#) regarding eligibility of furloughed employees to receive regular unemployment or enhanced pandemic unemployment assistance (PUA) once their employer reopens for business and offers to rehire the employee.

## ARIZONA UPDATE

[AzLTA joined a coalition of business organizations](#) urging the Arizona Legislature to adjourn Sine Die on Friday and reconvene at a later date to focus on COVID-19 public health and economic recovery related legislation. AzLTA continues to advocate for S.B. 1135, Tourism Marketing Authorities, since this revenue will be critical for industry recovery and is urging members of the legislature to address the issue during a special session.

Both chambers have announced they will reconvene tomorrow, the Senate announcing their plans to Sine Die, but there is uncertainty if the House has the support to Sine Die.

## PAYCHECK PROTECTION PROGRAM



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There are still resources available in the Paycheck Protection Program to help businesses in

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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



### AHLA "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 TRAVEL INDUSTRY GUIDANCE](#)

## NATIONAL TRAVEL & TOURISM WEEK



National Travel and Tourism Week is here! This year, the industry will come together to celebrate the #SpiritOfTravel. [U.S. Travel's toolkit](#) includes several ways to get involved. [Sign up here](#) to join and learn more details.

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## 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.

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

## IN THE NEWS



**AZ Lodging & Tourism @AZLTAnews · May 1**

"Gov [@dougducey](#)'s plans to gradually reopen the economy is a positive step, it gives the industry time to adapt & prepare for a safe reopening. We're working with the Gov's office & our national partners to formulate a guidance plan."- CEO [@kimsabow](#)



Arizona Tourism Industry Predicted To Take \$2 Billion Hit In 2nd  
Arizona took a \$1.5 billion hit in tourism revenue during the first quarter of the year because of the COVID-19 pandemic.Kim Sabow with the ...  
[kjzz.org](#)

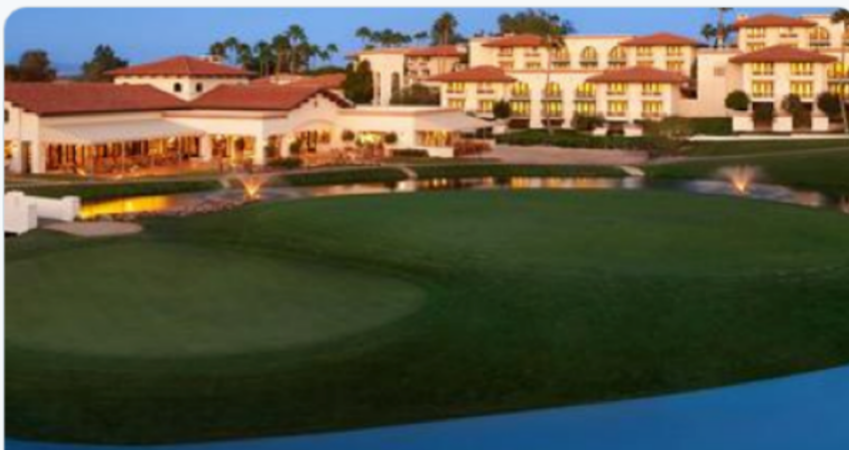
[Arizona Tourism Industry Predicted to Take \\$2 Billion Hit in 1st Quarter](#)

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**PHX Business Journal** @phxbizjournal · May 6

The hotel sector in the Valley and around the nation, among the first to feel the financial squeeze due to the coronavirus spread, took an ominous turn last week. [#Phoenix](#)



Phoenix hotels ask lenders for relief as industry losses mount

The hotel sector in the Valley and around the nation, among the first to feel the financial squeeze caused by the coronavirus spread, took an ...

[bizjournals.com](#)

## Phoenix Hotels Ask Lenders, Congress for Relief as Millions in Coronavirus Losses Mount



**Eastern Arizona Courier** • Kimberly James , Center Square

US | May 5 • 8:47 AM

**'These are significant losses': Arizona's travel, tourism industry struggling to cope with virus shutdown**

high with nearly half of the hospitality workers laid off," **Kim Sabow**, president and CEO of the Arizona Lodging and Tourism...



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## Struggling to Cope with Virus Shutdown

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AZFamily.com • Dennis Welch  
US | Yesterday • 5:33 PM

### Tourism business group seeks legal shield from COVID-19 lawsuits

In a letter, the **Arizona Lodging and Tourism Association** requested, "liability protections, safe harbors and indemnification."



## Tourism Business Group Seeks Legal Shield from COVID-19 Lawsuits

### 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](#)

[Arizona Business Resources](#)

[Arizona Help For Hospitality Workforce](#)

[Arizona Together](#)

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SBA COVID-19 Resources

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