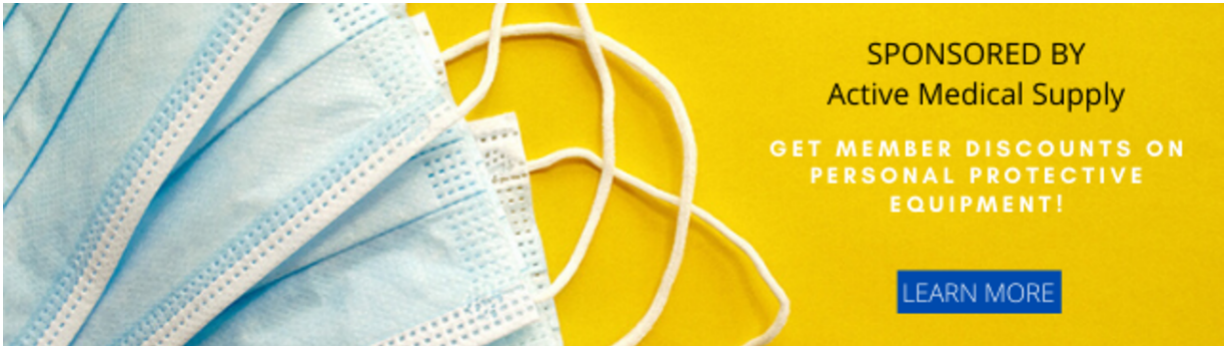


ARIZONA LODGING & TOURISM ASSOCIATION



June 4, 2020

Dear Members,

This has been an emotional and challenging week as our nation confronts the long-standing issue of racial injustice. Our association believes in a culture of inclusiveness and we are vehemently opposed to discrimination and racial prejudice. We strive to create an Arizona, and nation, that is welcoming to all.

We stand with our community partners as we listen and seek solutions to this problem. I am confident that we can get through this and build a unified state and country.

Sincerely,

A handwritten signature in black ink that reads 'Kim Grace Sabow'. The signature is written in a cursive, flowing style.

Kim Grace Sabow
President & CEO

AZ SAFE + CLEAN



The Arizona Lodging and Tourism Association (AzLTA) is pleased to offer the **AZSAFE + CLEAN** Certification. This certification aims to provide hotels and resorts a one-stop-shop for industry standards and guidelines for a safe work environment, and confirm to both their team members and guests that they are taking the necessary steps to remain safe and clean. It also will help AzLTA members continue to improve social responsibility, while at the same time ensuring a clean and inviting environment for their guests and visitors.

AzLTA Members are invited to complete the AZSAFE + CLEAN Checklist to promote their property as AZSAFE + CLEAN Certified and receive promotional benefits:

- Approved use of **AzLTA's Certified AZSAFE + CLEAN** Lodging certification digital sticker for marketing (website and window decals).
- A listing on the AzLTA website with hyperlink that promotes your property as AZSAFE + CLEAN certified
- Driving the brand reputation of your business by showing that it is doing everything that it can to be safe in your community
- Creating new opportunities for your business to boost consumer confidence

ARIZONA UPDATE



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the industry recover from the losses of COVID-19.

The package reflects our industry's consensus request regarding how state policy and financial actions can help Arizona's \$24.4 billion tourism industry rebound stronger than ever.

We are confident that with reasonable approaches towards public policy and budget decisions, our great state is in an enviable position to recover quickly. [Read the letter here.](#)

GPEC Regional Report: Hospitality, Restaurants & Tourism



Thank you Greater Phoenix Economic Council for inviting AzLTA to speak about the impact of COVID-19 on Arizona's tourism industry and AzLTA initiatives such as AZSAFE + CLEAN to promote consumer confidence. It was great to join hospitality leaders from the Arizona Restaurant Association, Visit Phoenix, and M Culinary.

FEDERAL UPDATE



Paycheck Protection Program Flexibility Act

Yesterday, the U.S. Senate passed H.R. 7010, Paycheck Protection Program Flexibility Act of 2020, by unanimous consent. This legislation passed the U.S. House of Representatives last week by a vote of 417-1 and includes a number of priorities we have been advocating for to improve the Paycheck Protection Program, including:

- Changing the forgiveness period for PPP loans from 8 weeks to 24 weeks;
- Extending the covered period for loans to December 31, 2020;
- Changing the restrictions limiting non-payroll expenses from 25% to 40%;
- Changing the loan maturity limit from 2 years to 5 years, and;
- Ensuring full access to payroll tax deferment.

These changes are a direct result of our national partner AHLA's ongoing lobbying effort and grassroots campaign. This critical piece of legislation recognizes the long road ahead for recovery in the hotel industry and the need for flexibility to retain employees and keep the lights on.

We appreciate all your efforts to support our industry during this time.

CMBS Loan Relief

AzLTA continues to work with AHLA to advocate for commercial mortgage-backed securities (CMBS) loan relief due to COVID-19. During a recent Senate Banking Committee hearing with Treasury Secretary Steve Mnuchin and Federal Reserve Chairman Jerome Powell, Senator Thom Tillis (R-NC) expressed his concern for COVID-19's devastating impact on the hotel industry, and noted his concerns about CMBS loans.

Senator Tillis cited an AHLA survey finding that only 15% of hotel CMBS borrowers had received any kind of forbearance or relief. Secretary Mnuchin acknowledged these challenges and suggested that his department would work with Congress on the CMBS issue. Please know that CMBS loan relief continues to be a top association priority.

LOCAL SPOTLIGHT

Local Hotels Donate to Frontline Workers



A group of Arizona-based hoteliers in Phoenix stepped up to raise funds in order to help frontline workers during the COVID-19 pandemic. Donations were collected and made as the Arizona Hotel/Motel Owners group, contributing \$24,000 to Maricopa County ValleyWise Health and Professional Firefighters of Arizona.

Fun Cooking with The Clarendon

The Clarendon Hotel
AND SPA



TRANQUILO

Local hotels are getting creative! The Clarendon Hotel has been doing comedic cooking shows since they had to close the restaurant due to COVID-19 and are sharing one of their most recent videos.

[Check out their other cooking shows on Facebook as well.](#) They look forward to seeing everyone soon.

MEMBER DISCOUNTS

[Subscribe](#) to our email list.

COX Media Summer Staycations Campaign



In an effort to help boost local travel, Cox Media is offering discounted rates on summer staycation marketing campaigns for AzLTA members. Items include television commercials, social media and digital promotion. [For more information, view the rate card.](#)

Get Member Discounts on Personal Protective Equipment (PPE)



AzLTA is excited to partner and work with Active Medical Supply to offer special discounts on PPE to our members. Active Medical Supply is a credentialed medical goods supply division of an existing federally-registered pharmacy. They have large quantities of PPE available for immediate shipment to your property and business, and can deliver masks, gloves, sanitizers, and other PPE in a matter of days. Standard shipment is two days, but overnight shipments can be coordinated for a fee.

[LEARN MORE](#)

SAFE ACTION PROJECT



The SAFE Action Project certification program is now completely available online in a FREE, short 30-minute program and Zoom sessions.

The SAFE Action Project is an Arizona-based, collaborative effort to train tourism industry professionals at all levels to identify, report and prevent human trafficking.

Through specialized training, the SAFE Action Project equips the tourism industry and travelers with the knowledge and skills about human trafficking in Arizona that is tailored to their specific profession. Everyone has a role to play in combatting this horrific crime.

[LEARN MORE](#)

REDISCOVER ARIZONA



The Arizona Office of Tourism recently launched the “Rediscover Arizona” campaign to promote in state travel. The multi-channel campaign will start by focusing locally, encouraging Arizona residents to safely explore all the great things to see and experience in our own backyard.

“Rediscover Arizona” is designed to expand to regional drive markets. To learn more, visit:

[Rediscover Arizona.](#)

INDUSTRY BEST PRACTICES SURVEY



As businesses throughout our industry begin to reopen, the Arizona Lodging & Tourism Association is committed to providing you with the resources you need to safely get back to business.

AzLTA has created a best-practices, member-to-member, resource page where YOUR new ideas might help fellow members stay in business.

Take a few minutes to complete our Industry Survey. All submissions will be featured on a special section of AzLTA's website for the purpose of providing members and the public with information on Best Practices and Reopening properties.

TAKE INDUSTRY SURVEY

SAFE STAY INITIATIVE



AHLA "Safe Stay" Initiative

AHLA updated the [Safe Stay Guidelines](#) as reopening efforts continue across the country. The updated guidelines are based on recently released guidance and direct feedback from the Centers for Disease Control and Prevention (CDC), and input from public health and safety experts.

For your reference, the new updates include:

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- Updated introduction letter highlighting the broad endorsements from leading hospitality industry organizations and partner state associations
- Updated text of the Guidelines in the following sections:
 - health checks
 - housekeeping protocols
 - single-use items
 - ventilation/water systems
 - hazard assessments

[VIEW ENHANCED SAFE STAY GUIDELINES](#)

TIMESHARE SAFETY GUIDELINES



The American Resort Development Association has put together guidance for timeshares to reopen safely. While some may be similar to hotel guidelines, there are also specifics related to the timeshare industry.

[VIEW TIMESHARE CLEANLINESS GUIDLELINES](#)

#THANKFULTHURSDAY



It's THANKFUL THURSDAY here at AzLTA! Especially thankful for our GOLD Strategic Partner Visit Phoenix for their commitment to the industry, for caring about the Phoenix community and for many years of partnership with you! Thank you for being the destination for all things!

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STRATEGIC PARTNERS

DIAMOND PARTNER



PLATINUM PARTNER



GOLD PARTNER



SILVER PARTNER



BRONZE PARTNER



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

[Arizona Reopening](#)

[AZ SAFE + CLEAN](#)

[CARES Act](#)

[Subscribe](#) to our email list.

Timeshare Cleanliness Guide

Arizona Together

Arizona Hospitality Workforce Connection

YOUR INDUSTRY. YOUR VOICE.

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