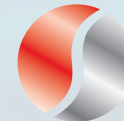




Georgia Lodging Update Government & Safety Edition

OUR SPONSORS



Welcome



Jim Sprouse,
Executive Director
GHLA



Comments From GHLA Chair



Robert Woolridge,
Chairman, GHLA



Sponsors



Cecil B. Day School of Hospitality Administration



GHLA @ The Capitol



Jay Morgan,
Principal
JL Morgan Company



GHLA @ The Capitol



Brett Harrell,
GA House of Representatives
Chairman, Ways & Means



GHLA @ The Capitol



Chris Hardman,
Director of Governmental Affairs
GHLA



Legislative Issues

- Short Term Rentals
- Gambling
- Sports Marketing
- Alcohol
- RFRA

- Social Issues
- Civil Justice Reform
- Human Trafficking
- Employer Mandates
- COVID-19 Safe Harbor

Short Term Rentals

THE GOOD

- HB276 “Marketplace Facilitator”
- HB448 “Lodging Facilitator”

THE BAD

- SB162 “Preemption Lite”

THE UGLY

- HB523 “Preemption”



Alcohol

From Many

- HB 76, 271, 539, 674, 738, 836, 879, 887 | SB 146, 152, 198, 205

Came One

- HB879 – Alcohol Delivery, Tastings, Permitting, Distance Requirements



Social Issues

Hate Crimes

- HB426 requires that the prosecution must give notice to the defendant that an enhanced penalty is being sought as a result of a hate crime



COVID-19 Safe Harbor

Georgia COVID-19 Pandemic Business Safety Act

- SB359 Provides certain immunities for businesses from liability claims regarding COVID-19



Explore Georgia



Mark Jaronski,
Deputy Commissioner, Tourism
Georgia Department of Economic Development

EXPLORE GEORGIA

EXPLORE
GEORGIA

GH LA UPDATE

7 / 23 / 20

PRESENTATION OUTLINE

Today's Agenda

- Georgia Safety Promise
- Visitor Information Centers
- State Resident Marketing Campaign

GEORGIA SAFETY PROMISE

EXPLORE
GEORGIA

GEORGIA SAFETY PROMISE



GeorgiaSafetyPromise.com

GEORGIA SAFETY PROMISE

Overview

- A statewide campaign from the Governor's Office and the Georgia Department of Health that encourages businesses and the public to agree to simple, but critical, measures that will keep Georgians safe from COVID-19, minimize spread of the virus, and keep Georgia open for business.

“I’M IN.”

The Promise

- By saying, “I’m in.” and committing to the Georgia Safety Promise, you or your business are committed to:



MAKING THE PROMISE

Resources & Materials

- When you join more than 900 Georgia businesses that have already made the promise, you'll have access to materials so you can share your commitment with your customers, friends, and family.
 - Digital toolkit with printable flyers, social media graphics, and more.
 - Need PPE and sanitizing products for your workplace or home? Our Georgia Suppliers Interactive List & Map of companies around the state that can help you with PPE and sanitizing products.
 - The latest news and updates on the campaign.

VISITOR INFORMATION CENTERS

EXPLORE
GEORGIA

REOPENING the VICS

A Phased Approach

- On Monday, we reopened our Visitor Information Centers in Augusta and West Point as part of a phased test.
- During this test, we will gain an understanding of how new safety equipment and installations are performing, as well as gauge the needs and requirements of our staff and visitors.

REOPENING the VICS



RESIDENT CAMPAIGN: EXPLORE YOUR GEORGIA

EXPLORE
GEORGIA

RESIDENT CAMPAIGN: EXPLORE YOUR GEORGIA

Approach

- Cannot overtly communicate ‘travel now’ broadly given the times, but want to capture Georgians who are actively planning & traveling (in some cases out of state).
- Competition is all saying “we’re here when you’re ready”
 - We can differentiate by being distinctive to Georgia.
- Leverage successful “Invitation to Explore” campaign and evolve the creative based on traveler sentiment and needs (outdoors, beach, small towns, road trips).
- Capture Georgians who are willing and able to travel and convince them to stay in state.

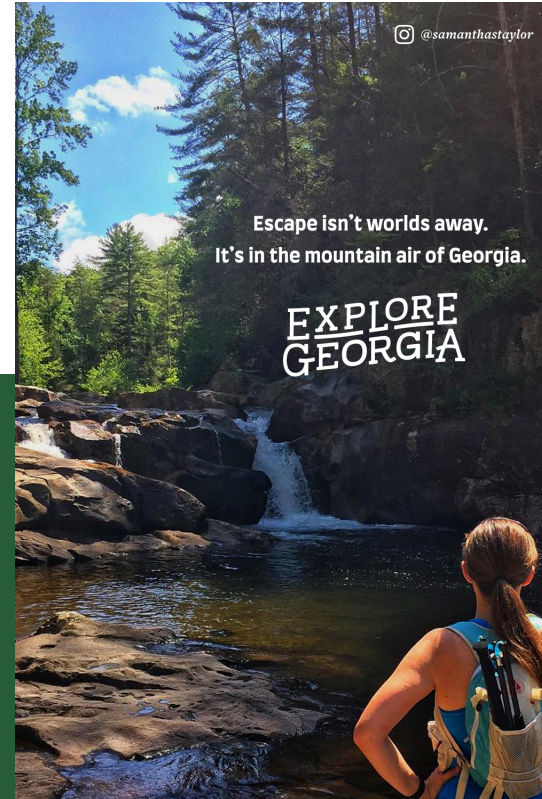
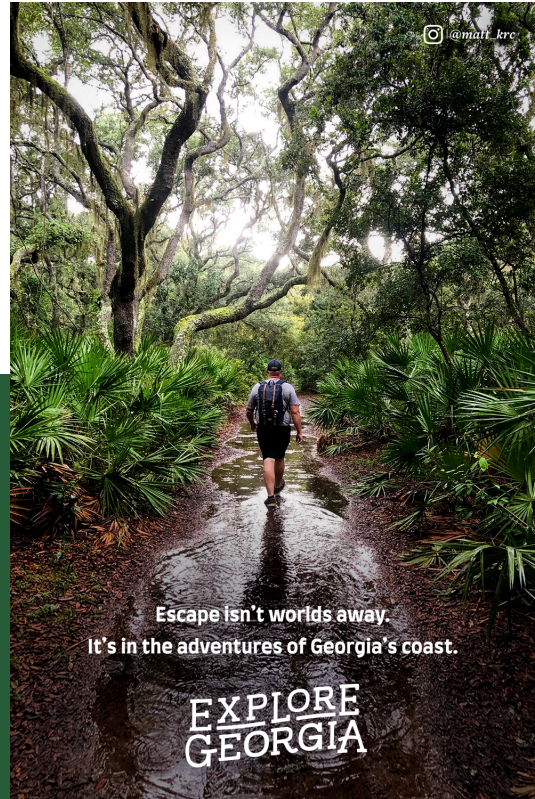
RESIDENT CAMPAIGN: EXPLORE YOUR GEORGIA

Integrated Media

- Four week test:
 - Last week of July through last week of August
- 100% digital to allow for optimization and need to rapidly respond to shifting traveler sentiment.
 - Leveraging user-generated content.

RESIDENT CAMPAIGN: EXPLORE YOUR GEORGIA

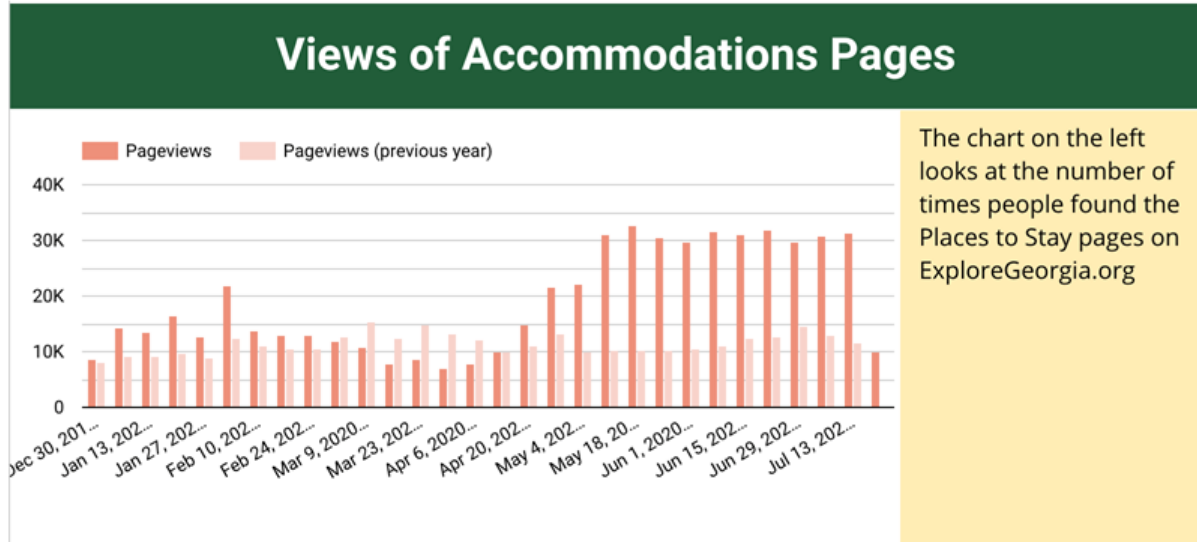
PROMOTED PINS



WEBSITE PERFORMANCE

Great news for hotel & lodging listings

- More than double the number of views year-over-year.



EXPLORE GEORGIA

Mark Jaronski
Deputy Commissioner, Tourism
Georgia Department of Economic Development
(404) 962-4082
mjaronski@Georgia.org

AHLA Update



Chip Rogers,
President & CEO
AHLA



AHLA Working for YOU.

GETTING DECISION MAKERS TO LISTEN

- Securing hotel-specific rules and provisions in the CARES Act
- Garnering support for CMBS lenience
- Providing state and local policy guidance



BUILDING SUPPORT FOR YOU IN THE MEDIA

- Gaining non-stop news coverage – 14 billion media impressions
- Shaping the narrative through a steady stream of new hotel data
- Shaping the narrative to bolster support for YOU!



The New York Times

The Washington Post

THE WALL STREET JOURNAL

WE ARE JUST GETTING STARTED!



- Launched the first industry-wide enhanced cleaning standard – *Safe Stay*
- Created the Back to Business Webinar Series and online resource center
- Planning national campaigns to inspire travel
- Advocating for hotels in all future COVID-19 legislation

**RAISING
YOUR VOICE
WITH
THE WHITE HOUSE
& CONGRESS**



Securing a sit-down with
the President &
Cabinet Members

Ongoing outreach to
**Senate and
Congressional
leadership**

Generating

144,006

member letters to Congress

Hotel Industry Unites Around Safe Stay: Common Standards on Health, Safety & Cleanliness

**Exclusive: Hotel Industry Issues Coronavirus
Safety Guidelines before Anticipated Travel
Surge**



**What will hotel visits be like? Here's
your room-by-room look at the future**

**The Most Important Word in the
Hospitality Industry? 'Clean'**

The New York Times



**'We Need to Balance Sanity and Risk'. Is it
Safer to Stay at a Hotel or Airbnb During
Your Summer Vacation?**

**Hotels vs. Airbnb: Has Covid-19
Disrupted the Disrupter?**

The New York Times

Hotel Industry Releases Top 5 Requirements to Travel Safely

The Safe Stay Guest Checklist includes:

1. Require face coverings in all indoor public spaces and practice of social distancing in all common areas at the hotel.
2. Choose contactless options, where available, including online reservations, check-ins, and payments.
3. Consider daily room cleaning, only if necessary. Ask the hotel about your options.
4. Request contactless room service delivery.
5. Refrain from traveling if you have, or recently had, any symptoms of COVID-19 or contact with anyone diagnosed with COVID-19.



Creation of Employee Training Course Against *Safe Stay* Guidelines



PHASE 1: ONLINE COURSE

- Mobile friendly online course based on approved guidelines
- Developed by AHLEI
- Includes certificate of completion / record of training per employee
- Subject Matter Expert group compiled to provide feedback during course build out
- Launched July 6th



Future Direction: Endorsements, Co-branding & Checklist




AHLA
AMERICAN HOTEL & LODGING ASSOCIATION







Safe Stay

**ENHANCED INDUSTRY-WIDE
HOTEL CLEANING STANDARDS**
in response to COVID-19.




**SAFE STAY
LOGO USAGE GUIDE**





This property is
committed to the
Safe Stay enhanced
cleaning program.



AHLA
AMERICAN HOTEL & LODGING ASSOCIATION

VERSION 1 PUBLISHED 04/01/20



**YOUR
LOGO
HERE**

**ENHANCED INDUSTRY-WIDE
HOTEL CLEANING CHECKLIST**

EMPLOYEE & GUEST HEALTH

- Provide hand sanitizers and dispensers, touchless whenever possible, at primary guest entrances and contact areas for visitors and guests.
- Post CDC information and signage regarding health and hygiene reminders, how to avoid infection and the proper way to wear, handle and dispose of coverings in high-traffic areas on property, including the front lobby area and employee areas.
- Conduct an enterprise-level hazard assessment of the workplace.
- Establish protocols and procedures for employees to work with management on CDC guidelines related to well-being checks, and educating/training for employees on the need to report symptoms and self-isolation as needed.
- Train employees on the proper processes to report confirmed cases of COVID-19 to local health authorities as recommended by the CDC.

EMPLOYEE RESPONSIBILITIES

- Establish protocols regarding handwashing and use of hand sanitizer in accordance with CDC guidelines, including washing hands for a least 20 seconds and use of hand sanitizer with a least 60% alcohol regularly and after activities such as using the restroom, clearing, serving, and before and after starting shifts.
- Facilitate employee training on COVID-19 guest safety and facility sanitation protocols as recommended by the CDC.
- Provide face coverings, gloves and other personal protective equipment to employees in accordance with federal and local government regulations.

CLEANING & DISINFECTING PRODUCTS AND PROTOCOLS

- Utilize EPA-approved cleaning and sanitizing protocols, including EPA-approved disinfectants or alcohol solutions with at least 70% alcohol, when cleaning clean communal areas, public spaces and guest rooms.
- Establish protocols to ensure that frequently touched surfaces by multiple people, including both guests and employees, are cleaned and disinfected regularly on a daily basis, including stairwell handrails, elevators, button panels, door handles, among other items.
- Establish housekeeping protocols and procedures that adhere to CDC guidelines in cleaning and disinfecting, including particular attention to high-touch items, waiting at least 15 minutes before entering a guest room for cleaning following the guest departure to allow for adequate air exchange.
- Ensure housekeeping staff discard all single-use items provided by the hotel that were utilized/touched by the guest, and any bulk-use items that might have been utilized by the guest are cleaned and disinfected.
- Establish protocols to ensure that all linens, towels and laundry are washed in accordance with CDC guidelines, including washing items in accordance with the manufacturer's instructions, and avoid shaking/drying laundry in guestrooms.
- Establish procedures that ensure shared employee equipment are disinfected regularly throughout the day, including at the start and end of shifts and between employee use.
- Ensure frequency of cleaning and sanitizing in all high-traffic back of house areas, with an emphasis on employee dining rooms, locker rooms, restrooms and kitchens.
- Establish procedures in the instance of a presumptive COVID-19 positive guest, including that the guest room is removed from service and quarantined for at least 24 hours in accordance with CDC guidelines, and ensure the guest room is not returned to service until tests is confirmed as cleared.
- Facilitate reduced in-person contact food and beverage service when possible, including increasing non-contact delivery methods, limit tradition buffet services and provide "grab & go" items.

PHYSICAL DISTANCING PROCEDURES

- Establish enhanced cleaning and disinfecting procedures and protocols for food contact surfaces, utensils and shared items (i.e., condiments), and remove shared items (i.e., glasses, silverware) between guest use, minimize items on guest tables to allow for effective disinfection between guests.
- Ensure ventilation and water systems are operating properly after any prolonged shutdown in accordance with the CDC.
- Mark appropriate physical distancing in areas where guests and employees queue.
- Move lobby furniture and reconfigure public seating areas to facilitate physical distancing.
- Establish one-directional stairwells and entrances/exits when possible.
- Establish housekeeping protocols to ensure that staff does not enter a guest room during a guest's stay unless specifically requested or approved by the guest or in accordance with safety protocols.
- Ensure meetings and banquets planning and set-up promotes social distancing.
- Establish front desk protocols and procedures to promote social distancing, including the following options:
 - Initiating every other workstation
 - Installation of transparent plastic barriers
 - Updating floor plans for communal areas to promote social distancing
 - Online technology that reduce contact, including contactless payment options at check-in/out
- Self-parking options should be emphasized, and use of valet service and valet/porter services should be limited to reduce contact points. If these services are provided, ensure disinfecting of all contact points in the vehicles.
- Establish physical distancing protocols for pool and beach areas, including public pools, hot tubs and water playgrounds.
- Ensure physical distancing is promoted in back of the house areas, including employee dining rooms, uniform storage areas, training classrooms, shared office spaces and other high-density areas.

PRINT NAME

By _____
JOB TITLE

At _____
PROPERTY

located at _____
ADDRESS

CITY/STATE/ZIP

I certify that the above checked items are correct and accurate to the best of my knowledge.

SIGNATURE DATE

Please complete, sign, and return this form and after verification of your membership, you will be sent a Safe Stay Certified window decal for website and promotional use.

Hotel Industry Priorities for CARES 4.0

Targeted
PPP
Extension

Fix CMBS
and Expand
MSLF

Limited
Liability
Protections

Tax Credits
and Rebates



July 20, 2020

The Honorable Nancy Pelosi
Speaker of the House
U.S. House of Representatives
Washington, DC 20515

The Honorable Mitch McConnell
Majority Leader
U.S. Senate
Washington, DC 20510

The Honorable Chuck Schumer
Democratic Leader
U.S. Senate
Washington, DC 20510

The Honorable Kevin McCarthy
Republican Leader
U.S. House of Representatives
Washington, DC 20515

Re: Hotel Industry Priorities for COVID 4

Dear Speaker Pelosi, Leader McConnell, Leader Schumer & Leader McCarthy:

The hotel industry has been decimated by the COVID-19 health crisis. According to the Bureau of Labor Statistics (BLS)¹, the leisure and hospitality sector has lost 4.8 million jobs since February. That is more jobs than construction, manufacturing, retail, education, and health services combined. The human toll on our employees and our workforce is devastating, with less than half currently employed. The economic impact to our industry is equally as dramatic, estimated to be **nine** times greater than the September 11th terrorist attacks. According to CBRE and STR², the industry is expected to lose more than fifty percent of its total revenue in 2020 – which would exceed \$120 billion.

As Congress considers additional legislation to address the ongoing health crisis and economic fallout from COVID-19, the hotel industry respectfully requests you to consider the following priorities:

Main Street Lending Facility



June 26, 2020

The Honorable Steven T. Mnuchin
Secretary
Department of the Treasury
1500 Pennsylvania Avenue, NW
Washington, D.C. 20220

The Honorable Jerome H. Powell
Chairman
Board of Governors of the Federal Reserve System
20th Street and Constitution Ave NW
Washington, DC 20551



Dear Secretary Mnuchin and Chairman Powell:

On behalf of the undersigned trade associations which represent the breadth and depth of the U.S. domestic hotel industry, we thank you for your continued leadership in guiding our nation through this unprecedented health and economic crisis. Our respective organizations represent the more than 2.3 million people that have found a career in the hotel industry, working at one of the more than 55,000 hotel properties in the United States. The hotel industry contributes nearly \$660 billion to U.S. GDP, including nearly \$100 billion in wages and \$186 billion in local, state, and federal taxes.



**MAIN STREET
LENDING PROGRAM**

LENDER REGISTRATION NOW OPEN

Commercial Debt Relief

THE WALL STREET JOURNAL.

Lawmakers Ask Fed to Help Businesses Struggling to Make Mortgage Payments

AP ASSOCIATED PRESS

Wall Street-owned loans tricky for hoteliers in virus era



Congress of the United States
House of Representatives
Washington, DC 20515-3605

June 22, 2020

The Honorable Steven T. Mnuchin
Secretary
Department of the Treasury
1500 Pennsylvania Avenue, NW
Washington, DC 20220

The Honorable Jerome H. Powell
Chairman
Board of Governors of the Federal Reserve
20th Street and Constitution Avenue, NW
Washington, DC 20551

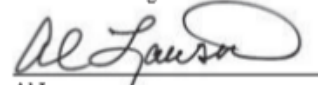
Dear Secretary Mnuchin and Chairman Powell,

Respectfully,


Van Taylor
Member of Congress


Andy Barr
Member of Congress


Denny Heck
Member of Congress


Al Lawson
Member of Congress

Leading Efforts to Ensure Per Diem Rate Freeze



Congress of the United States Washington, DC 20515

May 27, 2020

The Honorable Emily W. Murphy
Administrator
General Services Administration
1800 F Street, NW
Washington, DC 20405

Dear Administrator Murphy,

We write today to express our concern about the negative impacts the COVID-19 pandemic will have on the hotel and lodging industry, particularly impacts to the federal per diem rates for future Fiscal Years (FY). As members who represent a state that is highly reliant on the travel and tourism industry - and its recovery - we urge the General Service Administration (GSA) to lock in future federal per diem rates at FY 2020 levels. Due to stay-at home orders, mandatory shutdowns, and social distancing measures, the average daily rate (ADR) collected this year will produce significantly depressed per diem rates, negatively impacting the hotel and travel industry's long-term recovery.¹

As you know, GSA Per Diem is calculated on a trailing 12 months basis from April of the prior calendar year through March of the current calendar year, which is why setting an extended floor is necessary to prevent lingering COVID-19 impacts from drastically lowering the per diem in future years. To allow the hotel industry to make a full recovery, the floor should be in place through at least FY 2026. However, at a minimum, GSA should set the floor at current FY 2020 per diem rates for FYs 2021 and 2022.

[FULL COMMITTEE PRINT]

116TH CONGRESS
2d Session

HOUSE OF REPRESENTATIVES

REPORT
116-xxx

FINANCIAL SERVICES AND GENERAL GOVERNMENT APPROPRIATIONS BILL, 2021

XXX, 2020.—Committed to the Committee of the Whole House on the State of the Union and ordered to be printed

Mr. QUIGLEY of Illinois, from the Committee on Appropriations, submitted the following

REPORT

[To accompany H.R. XXX]

The Committee on Appropriations submits the following report in explanation of the accompanying bill making appropriations for Financial Services and General Government for the fiscal year ending September 30, 2021.

IN THE HOUSE OF REPRESENTATIVES

Mr. Posey introduced the following bill, which was referred to the Committee on _____

A BILL

To prohibit the Administrator of General Services from setting Continental United States (CONUS) per diem reimbursement rates below a certain level, and for other purposes.

Be it enacted by the Senate and House of Representatives of the United States of America in Congress assembled,

SECTION 1. CONTINENTAL UNITED STATES (CONUS) PER DIEM-REIMBURSEMENT RATES.

Notwithstanding in any other provision of law, in setting the per diem rates for fiscal years 2021 to 2022 pursuant to sections 5702 and 5707 of title 5, United States

Section xxx. Continental United States (CONUS) Per Diem – Reimbursement Rates.
Notwithstanding in any other provision of law, in setting the per diem rates for fiscal years 2021 to 2022 pursuant to sections 5702 and 5707 of title 5, United States Code, the Administrator of General Services may not set a lodging allowance rate for any location within the Continental United States at a level that is less than the rate set by GSA Per Diem Bulletin FTR 20-01, dated August 8, 2019..

Travel Incentive Legislation Progress

Temporary Tax Credit

**Reinstate Food and
Entertainment
Expense Deduction**

**EDA Grant Program
for DMOs**

**Meeting & Events
Tax Credit**



Unveiling “Welcome Back” Campaign To Reassure Consumers, Support Members, And Advance Advocacy Priorities

Phased Campaign Rollout:

- **Phase 1:** Reassure Travelers
- **Phase 2:** Recognize Our Hotel Heroes



Phase 1 : Reassure Travelers Hotels Are Safe & Drive Advocacy Agenda on Road to Recovery

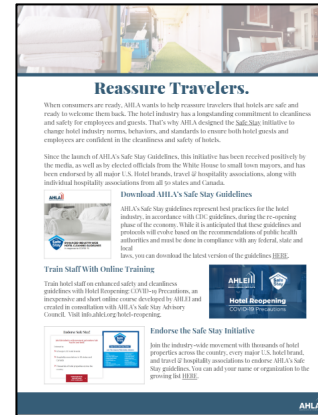
Campaign Elements:



Safe Stay Guidelines



Employee Training



Welcome Back Toolkit



Polling

Join HotelsACT to Support our Industry



All together powerful.



Questions?



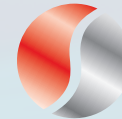
OUR SPONSORS



J. MACK
ROBINSON
COLLEGE
OF BUSINESS



**SANITIZE &
PROTECT™**
24/7 ANTIMICROBIAL BARRIER



SOUTHEASTERN
LAUNDRY EQUIPMENT SALES



Contact Information

Jim Sprouse, Executive Director
J.Sprouse@GHLA.net (404) 771-2995



Chris Hardman, Director of Governmental
Affairs & Membership
C.Hardman@GHLA.net (404) 772-9322

