
OH&LA Hotel Industry Recovery: October 2, 2020

1 message



*This issue brought to you by
OH&LA Partner:*



COVID-19 Membership Update: October 2

OKWIL Schedules October 7, 2020 Community Outreach Day

The number of Oklahoma homeless are staggering and that is why The Oklahoma Women In Lodging (OKWIL) has once again elected The Homeless Alliance as its volunteer community outreach partner. On October 7, 2020, OKWIL members will gather at The Homeless Alliance where we'll volunteer in many different areas of the campus and provide a great opportunity for members to give back to our community! If you would like to attend please click this [link](#) and join us on Oct. 7th. For more information contact [Theresa Martin](#) at OHLA.

The Homeless Alliance works to end long-term homelessness in Oklahoma City by building the capacity of the community through collaboration with other agencies, identifying and filling gaps in homeless services, bringing nationally-recognized best practices to the community, and working to build a system that is more efficient, rationale, and caring. [Click here](#) to learn more about The Homeless Alliance.

If you would like to join us for this worthy cause you can register by completing our group's [online registration form](#). You will need to set up a profile, select the area you would like to work in, and fill out the online Volunteer Waiver. The Homeless Alliance has strenuous health and safety precautions set up to keep volunteers, as well as clients safe. There are temperature checks upon arrival, mandatory masks and smaller volunteer groups. With winter just around the corner, if you are also able to donate new or gently used winter gear, such as coats, hats, and gloves you may bring them with you the day you volunteer.

OH&LA Joins List of Organizations Pleading for Funding

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The Oklahoma Hotel & Lodging Association has added its name to the list of more than 150 other organizations stressing the need for bipartisan funding for small businesses. Click [here](#) for a copy of the group letter sent to Congress and [here](#) for a copy of a press release that will be issued to national media. A modified version will be issued to Oklahoma media. The support of state associations on this letter will further reiterate to Members of Congress the importance of further relief on jobs and businesses in their states and communities.

The Forum Speaker Series

We hope you were able to attend The Forum Speaker Series this week. To watch this week's conversation, click [here](#). It was another great episode featuring Geoff Ballotti, President & CEO, Wyndham Hotels & Resorts and Immediate Past AHLA Chair of the Board, and Leslie Hale, President & CEO, RLJ Lodging Trust and AHLA Executive Committee Member.

OH&LA Employee Onboarding Webinar - Human Trafficking & the Role of Hospitality

Human traffickers continue to plague businesses across the country as they exploit victims in the privacy of hotel rooms. Many hotels still lack the proper training and protocol to recognize and prevent these horrendous crimes. However, thanks to a partnership between Businesses Ending Slavery & Trafficking (BEST) and OH&LA, complimentary training is now available to all OH&LA members. Join us on October 13th at 2pm to learn how to recognize common indicators of trafficking and the steps hoteliers can take to prevent exploitation. [Register here!](#)

ForWard Webinar Series: Meaningful Relationship Building and Networking During COVID-19

Join us on October 6th at 1pm for ForWard's next webinar series: Strategies to Increase Your Well-Being with the Science of Happiness. Here is what you will learn at this series:

- A focus on evidence-based strategies to increase team morale through both relationships and results.
- Interactive elements including breakout sessions, worksheets, and additional resources.

[Register here!](#)



OH&LA Hotel Industry Recovery: October 6, 2020

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AHLA Webinar: Thursday, October 8, 2pm EST

Time is Running Out: What Relief Options Remain

AHLA continues to fight for the hotel industry and our efforts are making a difference. Talks resume between Speaker Nancy Pelosi and Secretary Steven Mnuchin as the lead negotiators work to strike a deal. But uncertainty remains! Join the AHLA Government Affairs team to breakdown the latest on Capitol Hill. [Register Now](#)

Topics include:

- Details and updates around AHLA's COVID RELIEF NOW Coalition
- Potential relief options ahead of the next recess
- State and Local Updates

STR 2021 Forecast Data

Because we know many of our member hotels are still forecasting their occupancy and revenues for next year we're providing another opportunity to access our STR 2021 Forecasting Data. Use [this link](#) to download a free copy of the presentation. This document will also be permanently housed at Oklahomahotels.org under the Resources Tab.

Hotel Property for Sale

The Dominion House, located at 818 N. Oak Street, Guthrie, OK 73044, has come up on the market. The property was at capacity on their room occupancy and hosting roughly one event per week before COVID hit so it has great upside potential. The seller is motivated to sell. [Click here](#) for more information.

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Hope Fading for an Economic Stimulus Deal

News reports from this afternoon show that President Trump instructed his administration's negotiators to end talks with Congress on any new economic stimulus package until after the elections next month. There will be more to this story and we will share information with you as it becomes available. In the meantime, we are still urging Congress to not leave town for the elections until at least passing assistance on those areas of agreement like another round of PPP loans for small businesses.

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OH&LA Hotel Industry Recovery: October 7, 2020

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COVID-19 Membership Update: October 7

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OH&LA Hotel Industry Recovery: October 9, 2020

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COVID-19 Membership Update: October 9

Register for the ORA Expo • December 2-3, 2020

With the reopening of Oklahoma, restaurants are back in business and operators are searching for the latest and greatest to help build their success. The ORA Expo at OK State Fair Park in Oklahoma City is considered the best opportunity of the year for you to connect with other professionals, as well as food manufacturers and various suppliers who are eager to show off their best in hospitality products and services.

It is also known as Oklahoma's largest industry trade show and the most important of the year for foodservice and hospitality industry professionals, as it will offer exciting educational sessions, demonstrations, and networking! Easy access, convenient parking, and tons of ORA hospitality make this an event you don't want to miss! The ORA Expo is presented in partnership with the Oklahoma Hotel & Lodging Association and the Oklahoma Travel Industry Association.

For the health and safety of attendees and exhibitors, the [ORA Expo Promise](#) has been carefully designed and will be enforced to provide numerous health and safety measures for both attendees and exhibitors. Click here to view the [Expo Promise](#).

Click these links or more information:

- [Attend as a Buyer](#)
- [Attend as an Exhibitor](#)
- [Become an Expo Partner](#)

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OH&LA Hotel Industry Recovery: October 16, 2020

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COVID-19 Membership Update: October 16

AHLA Survey - Congress MUST Act!

With just two weeks until the election and a stalemate in Washington over an additional economic stimulus bill, [a new survey](#) commissioned by AHLA shows that Americans strongly support Congress remaining in session until an agreement can be reached.

The new survey comes on the heels of an announcement Tuesday morning by Senate Majority Leader Mitch McConnell stating that the Senate will vote on new funding for the Paycheck Protection Program (PPP) sometime next week.

Key findings of the survey include:

- Voters name travel and tourism as the industry most affected by the economic downturn caused by COVID-19
- 93 percent of voters are concerned about the effects of COVID-19 on small businesses
- 90 percent support Congress passing an economic stimulus bill to support small businesses and protect jobs
- 89 percent say Congress should remain in session until reaching an agreement

We will continue advancing our message that Congress must together to help the most affected small businesses and employees, including and especially, ours to survive this crisis.

To that end, please **continue to participate in the [HotelsACT Action Alert](#)** reminding Congress that the time for them to act is now!



OH&LA Hotel Industry Recovery: October 19, 2020

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COVID-19 Membership Update: October 19

Prevention of Human Trafficking: How Your Hotel Can Make an Impact

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To view the BEST session [click here](#). To enroll an employee for online training at no cost or to obtain more information [click here](#). All you or an employee needs for training is to log-in and obtain the training enrollment code. For assistance, contact [Patti Colley](#) at OH&LA.

STR Report: August 2020

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CDC's Latest COVID-19 Guidance Complicates Contact Tracing Procedures

New COVID-19 contact tracing procedures released by the federal government have expanded the category of individuals who are deemed to be in close contact with each other – and will complicate the already difficult task faced by employers when trying to maintain a safe workplace environment. The updated guidance now indicates that workers should be considered to be at risk of contracting the virus if they were within six feet of an infected individual for a total of 15 minutes even if the interactions that lead to a cumulative total of 15 minutes were brief and spread out over that time. What should employers do? [Learn more](#).

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Tulsa County Business Reset Program

Although applications may be submitted, funding consideration is unfortunately on [pause](#) until further notice. Please [consider other TEDC loan programs](#) if your business continues to need financial assistance.

STR Report: August 2020

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OH&LA Hotel Industry Recovery: October 26, 2020

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COVID-19 Membership Update: October 26

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OH&LA Hotel Industry Recovery: October 28, 2020

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COVID-19 Membership Update: October 28

ORA Expo Postponed Until Aug 18-19

After much deliberation, the ORA's Board of Directors has made the difficult decision to postpone the 2020 ORA Expo until next year, August 18-19, 2021. As you may know, OH&LA co-sponsors the ORA Expo.

Everyone at the OH&LA understands and appreciates the time, effort and resources that exhibitors have put into preparing for the Expo this year. Similarly, the ORA staff has been immersed in preparations, and we were looking forward to bringing hospitality together once again to provide connections for new products, education and professional engagement. Unfortunately, this year due to the continued spread of COVID-19, and the importance of health and well-being of those attending, we will not be able to deliver the ORA Expo experience you deserve.

As you already know, we are an incredibly resilient industry. We share your disappointment, but we are also energized by the possibility of new opportunities to gather again in 2021.

Personal Relationship with Elected Officials

HotelsACT has been a powerful tool for hoteliers to educate their members of Congress on issues vital to the hotel industry, but we need to continue to develop and grow our outreach. One way to do this is by harnessing your personal relationships with elected officials to ensure messages are reaching decisionmakers.

[Do you have a personal relationship with an elected official?](#) If so, [please enter their name](#) and how you know them. Please indicate in the notes whether you are willing to personally call them, if requested. *Any relationships shared will remain confidential and will only be used for specific engagement with your permission.*

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OH&LA Hotel Industry Recovery: October 30, 2020

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Stars of the Industry Awards

OH&LA has built a 20+ year history of recognizing Oklahoma's BEST in the hotel industry, and in 2020 we will continue this tradition. Now more than ever, it is important to recognize employees who during the pandemic are taking on duties far above and beyond their everyday roles. We want to celebrate those professionals who make our industry extraordinary even in times of difficulty. Let OHLA help you demonstrate the value of your most outstanding employees - and nominate for Stars of the Industry Awards. STARS will shine a much-needed light on those who are leading the charge to recovery. [Click here](#) to view the latest categories and criteria and nominate your employees by November 21, 2020. The award ceremony will take place on January 13, 2021.

[Want to become a Stars category Partner?](#) This year's event will be more special than ever with all our industry has endured. Contact [Linda Etherton](#) to discuss [category options](#). This is the perfect way to spotlight your

company at our premier annual event, show your appreciation for Oklahoma hotels, and help support the Association during this time.

Important EIDL Grant and PPP Information

There may be a requirement to repay an EIDL grant (often called an EIDL Advance). The EIDL grant is indeed that – a grant – of up to \$10,000 for any small business that did not receive a PPP loan.

However, note that Congress instructed the Small Business Administration (via The Cares Act) to require repayment of EIDL Grants if the same applicant receives a forgivable 7(a) loan (also known as a PPP loan).

To use an example, a small business with 5 employees would receive a \$5,000 EIDL Grant. If they also received a \$100,000 PPP loan, and earned 100% forgiveness on that loan, then:

\$100,000	PPP
- \$5,000	EIDL Advance
<hr/>	
\$95,000	total net amount forgiven

Bottom line, the small business receives a \$95,000 ‘grant’ from the federal government instead of just a single \$5,000 grant. The \$5,000 balance in this examples will turn into a 1% loan for either 24 or 60 months (depending on when the PPP loan was received), giving the applicant ample time to repay, and at a very low interest rate.

For those who want to see the actual verbiage of The Cares Act, Section E, subsection 6 spells out:

If an applicant that receives an advance under this subsection transfers into, or is approved for, the loan program under section 7(a) of the Small Business Act (15 U.S.C. 636(a)), the advance amount shall be reduced from the loan forgiveness amount for a loan for payroll costs made under such section 7(a).

STR: U.S. Hotel Occupancy Drops Below 50 Percent

U.S. weekly hotel occupancy fell back below the 50 percent mark, according to the latest data from STR for the week of **October 18-24, 2020**. During the previous two weeks, occupancy hovered above 50 percent for just the second time since March; the first time nationwide occupancy surpassed 50 percent since the pandemic’s low point was in August. [Read more.](#)

Safe Safe Protocols Updated

The latest version of the [Safe Stay protocols](#) includes newly-released CDC guidance on hotel operations including:

- Meetings and events
- Elevator operations
- Food service operations

- Workplace health safety plans

The [Safe Stay guidelines](#) also feature the [latest CDC recommendations](#) on daily room cleanings to limit in-person contact.

