
OH&LA Hotel Industry Recovery: June 1, 2020



COVID-19 Membership Update: June 1

Restaurants Renew Call for Help

The **National Restaurant Association, Coca-Cola, PepsiCo** and an array of other trade groups and companies are calling on Congress for aid again as efforts to pass another coronavirus relief bill drag on. "We write to encourage Congress to work with the National Restaurant Association toward providing additional, targeted relief to help an essential American industry as it struggles to deal with the ongoing COVID-19 crisis," they wrote in a letter last Friday to Speaker Nancy Pelosi, House Minority Leader Kevin McCarthy, and Senators Mitch McConnell and Chuck Schumer. The National Restaurant Association previously asked for a dedicated relief fund for the hospitality industry worth \$240 billion. You can read the text of the letter [here](#) and the press release [here](#).

Outdoor Dining Opportunities

The OH&LA has been working with several cities to ask for details around the issue of expanded outdoor dining opportunities for restaurants. During this time, some of your customers may be more comfortable dining outside, so we began working with city officials on opportunities to expand on to sidewalks, parking lots and even street closures where that is allowed and feasible. So far, Oklahoma City and Norman have provided information on how you can begin the process of approval to expand your outdoor opportunities. ORA has also worked with ABLE and has been told that if you receive permission to expand outdoor seating, **ABLE will work expeditiously with you** for a change in the licensed premises to allow for alcohol to be served, as long as you are licensed.

You can view the information and application for outdoor dining in Norman [here](#) and [here](#).

For information about outdoor dining in Oklahoma City, view those regulations [here](#). ORA is continuing to work with the city of Tulsa on opportunities there and will share that information as soon as it is available.

Register: The Hotel Scoop: Oklahoma Regulations and Best Practices

As our state enters Phase 3 of the Oklahoma Bounce Back Plan, join OH&LA on **June 3 at 10:00 am** for a frequently asked questions session facilitated by OH&LA's Collin Graham, Director of Membership and Patti Colley, Chief Strategy Officer. We know the industry is on information-overload and in this session, we will share insights to help you manage all of the city, state and brand protocols. OH&LA will also share regulations and guidelines from the Department of Health and ABLE Commission, as well as best practices for banquets, pools, guest service, enhanced sanitation and more. You will also learn how your hotel can follow any brand standards and still become a "Safe Stay" lodging property. [Click here to register!](#)

Hygiene Standards and Hotel Brands

Hotel brands have responded to heightened public health concerns tied to the COVID-19 pandemic by working with the Centers for Disease Control and Prevention (CDC), the World Health Organization (WHO), trade groups like the American Hotel & Lodging Association (AHLA), and other partners to develop new health and safety guidelines for owners and operators to implement at their properties. Lodging magazine provides a roundup of the individual initiatives and enhanced hygiene standards that hotel companies have launched in the past few weeks as they prepare to welcome back more travelers. You can read those initiatives [here](#).

HR 6995 Would Freeze Per Diem

AHLA issued this [press release](#) in support of new bipartisan legislation ([HR 6995](#)) that freezes the federal **per diem rate** at a certain level to prevent an adverse impact due to the severe drop in room revenue and occupancy resulting from the ongoing pandemic.

OH&LA STR 18 mo. Forecast Review

On an early June date to be announced, we invite you to join with other Oklahoma properties as CHIA certified facilitator and OH&LA board member, David Davis, provides a detailed virtual look behind STR Tulsa and OKC custom forecasts. These custom forecast will enable you to make informed, data-driven decisions with performance projections for 18-months with considerations of the impact of COVID-19 on travel and hotel activities, and will include:

- Hands-on forecast based on historical performance and specific market dynamics
- Projects 18 months of performance for Tulsa and OKC hotel markets
- Occupancy, ADR and RevPAR data

