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## OH&LA Hotel Industry Recovery: September 2, 2020

1 message

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*This issue brought to you by  
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## COVID-19 Membership Update: September 2

### **New OH&LA Impact Assessment Survey**

In our continuing efforts to gather data on the devastating effects of the COVID-19 crisis on Oklahoma's hotel and lodging facilities, please take a moment to complete [this OH&LA survey](#). This data is so important to have as we continue to speak to congress and government officials about additional relief for our industry.

### **New Version of Safe Stay Guidelines**

AHLA is proud to announce a **new enhanced version of [COVID-19 Precautions for Hotels](#)**, a hotel-specific online training course designed specifically for cleaning and safety during the pandemic. This valuable training tool was developed in partnership with the American Hotel & Lodging Educational Institute (AHLEI) and now includes a brand new module focused on de-escalation training for employees. The new de-escalation module offers all hotel employees guidance on how to reduce tensions and promote a safe environment while maintaining the spirit of hospitality throughout all interactions.

### **Last Chance to Register: OH&LA Quarterly Member Event: 2020 STR Forecasting Luncheon on Sept 8th**

Join OH&LA members for this September 8th in-person event! We look forward to supporting you as we welcome back STR as they report on 2020 and forecast 2021. Considering the effect COVID-19 has had on the lodging industry it should make for a very interesting session. Our guest and presenter is Vail Ross, CMHS, Senior Vice President of Global Business Development & Marketing.

The event has been modified to include plenty of social distancing and health and safety protocols to keep attendees safe while we gather to learn about very important data for projecting 2021 business while we also enjoy networking with others from the industry. Only the STR Forecasting Luncheon followed by the OH&LA Board of Directors Meeting will be held. No committee meetings will be scheduled. [Click here](#) to register and learn more!

Want to buy OKWIL Raffle Tickets to win an OKWIL Fall Basket? [Click here!](#)

## **AHLA Survey Results: Traveler Preferences**

AHLA has commissioned a [new national survey](#). The purpose of the survey was to understand what frequent travelers want and expect with regards to hotel cleaning. The results of the survey send a clear message. Frequent travelers top three priorities include:

- Required face coverings (87% for employees & 85% for guests)
- Suspending daily housekeeping of rooms (86%)
- Utilizing technology to reduce direct contact (85%)

Frequent travelers say cleanliness is the most important factor when determining their next hotel stay, and **81%** are more comfortable staying at hotels now with enhanced protocols and standards implemented. These priorities align with [AHLA's Safe Stay Guest Checklist](#) and CDC recommendations and reinforce the importance of the Safe Stay initiative, workforce training, and the efforts of our industry.



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## OH&LA Hotel Industry Recovery: September 30, 2020

1 message

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## COVID-19 Membership Update: September 30

### Meeting with Congressman Tom Cole

This morning, Chip Rogers and Chris Burgoyne of AHLA, along with OHLA's Patti Colley met with OK-4th District Congressman Tom Cole to discuss the effects of the pandemic on the lodging industry and primarily Oklahoma hotels. OHLA wants to thank 4th District constituents, Gabby Trad of Partners In Hospitality, Ryan Parker of Tradition's Spirits and Riverwind Hotel, and Pete Patel of Promise Hotels for participating in today's call and for sharing their personal stories of how the pandemic has effected their hotel operations, employees and guests. Specifically, we requested a streamlining of the process of burdensome forms for SBA loans; loan forgiveness, the need for more guidance to be provided to banking institutions who issue the loans. Congressman Cole reported that more than 65,000 loans and \$5.6 billion dollars in loans were issued in Oklahoma. We also asked for more support on Main Street Lending - especially if the next round of PPP is not agreed upon. Additionally, we will receive the Congressman's support of Helping Open Properties Endeavor (HOPE) Act (H.R. 7809), bipartisan legislation to provide borrowers of commercial mortgages with financial assistance through the HOPE Preferred Equity lending facility. The bill will help prevent commercial real estate foreclosures and protect jobs in the hospitality industry. OH&LA, the AHLA, and other state lodging associations are urging Congress to quickly pass this legislation to keep hotels open for business and position America's tourism industry to survive and recover when the public health crisis subsides.

### Last Day to Nominate 2021 OH&LA Board of Directors

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### Let's Do Our Part to Save Our Industry!

Right now we're doing everything we can to help our industry. **But what**

**really moves the needle is hearing from the people working in hotels like you!!!** If we are going to have any chance for Congress to pass more relief this year, we need every single person who is connected to our industry to reach out to their members of Congress. **Reach out to Congress. If you have done this, ask ALL of your colleagues to do the same. It's so important.**

### **Demand Action NOW!**

#### **AHLA Oklahoma Data**

AHLA released a new survey last week that underscores the devastating results for the hotel industry. 74% of hotels would be forced to lay off additional employees and 67% would not make it another 6 months if Congress fails to pass another COVID stimulus bill. In Oklahoma, prior to the pandemic, there were 33,816 hospitality jobs. Job loss in September was 13,00 and there is more job loss predicted before the end of 2020, especially if no additional funding is approved. As a follow up, here is a breakdown of this impact by state. [As a follow up, here is a breakdown of this impact by state.](#)

#### **Mental Health in Our Industry**

With nearly 1 in 5 people living with a mental health issue, this is a problem that cannot be ignored. We want to help erase the stigma that comes with mental health problems.

The OH&LA has gathered national and state resources for those suffering from mental illness, addiction or grief and those wishing to offer support and learn more. Education is the key to fight it. The more you know, the more you can be of service to yourself and to others who are going through it.

[Click here to learn more.](#)

#### **Reminder to Nominate for 2021 OH&LA Board of Directors**

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

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

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[Register here!](#)

## **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.

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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.



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**OH&LA Hotel Industry Recovery: September 9, 2020**

1 message

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## COVID-19 Membership Update: September 9

### Report from STR 2021 Forecasting Luncheon

Thank you to those members who were able to join us for OH&LA's STR 2021 Forecasting Luncheon. We'd like to thank our host hotel the Skirvin Hilton Hotel who did a great job of creating a safe and health environment — demonstrating that hotels are a responsible and safe place to hold meetings and events. We also appreciate the support of our luncheon sponsors Riverwind Hotel, Skirvin Hilton Hotel and PSAV. Use [this link](#) to download a free copy of the presentation. As OH&LA continues to provide member services, please watch for more forecasting sessions throughout the 2021. Also, congratulations to our lucky OKWIL raffle basket winners Travis Taylor, Terry Lanham and Kyle Lippe!

### 2021 OH&LA Board of Directors

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### 2021 OKWIL Board of Directors

Interested in a Board of Directors position for the [Oklahoma Chapter of Women in Lodging](#)? With more than 2,000 members strong, AH&LA's WIL membership is free to all women employed at an AH&LA Partner State Association member lodging property, regardless of your position within the company. Nominations for our OH&LA Board of Directors begins in October, so if you are an owner, GM or Regional VP for your lodging company or property, please contact [Patti Colley](#) at [405-942-6462](tel:405-942-6462) before October 1st to be considered by the Nominating Committee.

### New OH&LA Impact Assessment Survey

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## What's In the Next Covid Relief Bill?

The House and Senate are heading back to the Hill as the next COVID-19 relief package hangs in the balance. Hear the latest from AHLA's government affairs team tomorrow on September 10 at 9am. [Register here](#).

## Labor Market Analytics Study

The AHLA Foundation just released the results from a study conducted by Emsi to provide insights on the career pathways hospitality students follow as they advance in the industry. The study found that hospitality graduates with associate degrees are more likely to remain in the same industry in comparison to their bachelor's degree counterparts and that both degree holders see similar and substantial wage growth of 53% over their careers. Emsi also confirmed that tenure in the hospitality industry pays off, leading to high-paying managerial positions given the experience and industry-specific education received. You can read the full results from the study [here](#).

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**OH&LA Hotel Industry Recovery: September 11, 2020**

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## COVID-19 Membership Update: September 11

### Lodging Tax Study for 2019

The American Hotel & Lodging Association in partnership with STR has released the [Lodging Tax Study for 2019](#). The lodging industry takes seriously its commitment to partnering with communities around the country. For nearly ten years, the industry saw tremendous growth, creating jobs and boosting communities. In 2020, the industry has come together to help serve the healthcare workers, first responders, and others impacted by the COVID-19 pandemic. Another factor of that service to the community comes from significant contributions through tax dollars that go to the local, state and federal governments.

As this study shows, the lodging industry currently imposes a tax rate on its guests, which has stayed fairly stable since 2016. The average total tax is 13.5% with some cities charging guests a total tax rate above 20%\*. Further, the study finds multiple levels of taxes which are levied on hotel guests, amounting to up to six or more different types of taxes, fees, and assessments. STR conducted a survey of lodging taxes in 2019 across more than 200 U.S. cities. The study illustrates the total tax rate broken down into the various tax categories, such as state, multi-county, county, city, subcity, sales, and additional flat fees.

Click [here](#) for a full copy of the study. It will also be posted under "Resources" at [oklahomahotels.org](http://oklahomahotels.org).

### 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.

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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.

### **Online CHIA Workshops**

With much of the world working remotely, STR's SHARE Center is pleased to expand to the virtual world the renowned [Certification in Hotel Industry Analytics \(CHIA\)](#). From the comfort of your own workspace and time zone, you can join 20,000 professionals and academics in earning this industry-recognized stamp of approval that will advance your career and industry knowledge.

The core areas of focus of the CHIA remain the same: hotel industry analytical foundations, hotel math fundamentals, property-level benchmarking, and hotel industry performance reports. But in response to the unprecedented state of global hospitality, the program's data and guest speakers will be largely focused on performance recovery.

You can register below for the Online CHIA Workshop that works best with your schedule. Regardless of your preference, you will have direct engagement with your instructors and the opportunity to build camaraderie with attendees from around the globe. Pricing for the workshop and certification is \$445 for AHLA members and \$495 standard. Become a Rockstar within your organization, earn your CHIA. [Register today!](#)

### **AHLA Speaker Series - Register Today!**

On Wednesday, September 30th at 2pm cst join AHLA for an exclusive LIVE conversation with 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. Topics of discussion will include:

- Lessons in leadership and evolving management in times of crisis
- Ongoing hotel industry recovery efforts

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### **2021 OH&LA Board of Directors**

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**OH&LA Hotel Industry Recovery: September 16, 2020**

1 message

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## COVID-19 Membership Update: September 16

### **ACT NOW!!!**

We have one last opportunity before election season to advocate to Congress for additional relief. It is imperative that we amplify this message to Congress and demand relief for our still-struggling industry. Help us reflect what's happening right now in our push for legislation. We ask that you complete [this brief Front Desk Feedback](#) series on the status of your business, six months into the crisis.

This information is critical to our advocacy. All responses will be anonymized, and no individual member information will be shared without explicit permission. The deadline is today!

[Write Congress](#)

[Call Congress](#)

### **Congresswoman Horn Co-sponsors HOPE Act!**

Thank you to Congresswoman Kendra Horn who has signed on as a cosponsor of the Helping Open Properties Endeavor (HOPE) Act (H.R. 7809), bipartisan legislation to provide borrowers of commercial mortgages with financial assistance through the HOPE Preferred Equity lending facility. The bill will help prevent commercial real estate foreclosures and protect jobs in the hospitality industry. OH&LA, the AHLA, and other state lodging associations are urging Congress to quickly pass this legislation to keep hotels open for business and position America's tourism industry to survive and recovery when the public health crisis subsides.

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**OH&LA Hotel Industry Recovery: September 21, 2020**

1 message

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## COVID-19 Membership Update: September 21

### 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!](#)

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### Hotel Safety Protocols: Same Customer Rooms Should Not Be Cleaned Daily

Earlier this month the CDC released [specific guidance for hotel employers](#) on safety and cleanliness protocols, specifically stating, "**Guest rooms occupied by the same customer over multiple days should not be cleaned daily, unless requested.**" This will be integral pillar in our engagement strategy moving forward.

### Safe Stay InfoGraphic

With the release of hotel-specific guidance by the CDC, please find attached an [updated Safe Stay infographic](#), "Housekeeping Frequency During a Safe Stay." Please use it as needed as appropriate to educate others on your safety practices.

### 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!](#)

### **STR Report: August 2020**

To view a copy of the STR August 2020 Oklahoma and U. S. Industry Overview, [click here.](#)

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**OH&LA Hotel Industry Recovery: September 23, 2020**

1 message

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OH&LA Partner:*



## COVID-19 Membership Update: September 23

### #SAVEHOTELJOBS

Over 16,000 letters, calls and tweets were made to members of Congress in the last two weeks and we would love to thank you for your support!

While some activity is underfoot now to get a deal done, we are competing with many other interests for Congress's attention. Which is why it's more important than ever that we continue to make our industry top of mind as they discuss relief legislation this week. Please **reach out if you have not already** or **forward this email** to your friends and colleagues, and ask that they join us to #SAVEHOTELJOBS. Visit [HotelsACT.org](https://HotelsACT.org) or just text the word 'Act' to 1-855-471-6143.

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**OH&LA Hotel Industry Recovery: September 25, 2020**

1 message

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*This issue brought to you by  
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## COVID-19 Membership Update: September 25

### Centrist Democrats 'Strongly Considering' Discharge Petition on GOP PPP Bill

A number of moderate House Democrats are on the cusp of endorsing a GOP resolution to force a vote on emergency aid for small businesses, according to sources familiar with the plan.

The centrist Democrats are "strongly considering" signing on to a procedural measure, known as a discharge petition, designed to force floor action on legislation extending the Paycheck Protection Program (PPP). That figure falls a handful short of the number of Democrats the Republicans need to reach 218 signatures on their discharge petition - the tally required to force legislation to the floor. But the number is growing, as party moderates become increasingly frustrated with the inability of party leaders to reach a deal with the White House on another round of coronavirus stimulus.

If those centrist Democrats do peel away to join the GOP's gambit, it could also have the political effect of undermining the hardline negotiating strategy of Speaker Nancy Pelosi (D-Calif.), who is seeking a comprehensive, \$2.2 trillion coronavirus stimulus package - and has refused to break it apart to vote on any piecemeal provisions.

The PPP was created in March, as part of the CARES Act, to help small businesses survive the economic devastation caused by the coronavirus crisis. The program has delivered hundreds of billions of dollars in emergency loans, which are forgivable if the businesses keep much of their staff on the payroll. But the initiative expired last month, and millions of small businesses around the country are struggling to persevere as the number of U.S. coronavirus deaths has topped 200,000, millions of people remain out of work and consumers remain wary of gathering in public spaces.

With the negotiations stalled over another round of emergency coronavirus relief, Rep. Jaime Herrera Beutler (R-Wash.) is poised to submit a

discharge petition on Friday to force a vote on legislation to extend the PPP window so that more than \$130 billion in unspent funds can go out the door.

The proposal targets the smallest small businesses - \$25 billion is earmarked for those with 10 employees or fewer - while allowing certain other businesses to get a second PPP loan.

Discharge petitions rarely work, since it's almost always the minority party that sponsors them, in the long-shot hope of attracting disgruntled members of the majority to buck their own party.

There are currently 198 Republicans in the House, plus one member of the Libertarian Party: Rep. Justin Amash (Mich.). If all of them endorsed Herrera Beutler's petition, they would need 19 Democrats to join their cause to bring the Chabot bill to the floor.

### **The Forum Speaker Series**

Join AHLA on September 30th at 3pm for an exclusive conversation with Geoff Ballotti, President & CEO, Wyndham Hotels & Resorts and Leslie Hale, President & CEO, RLJ Lodging Trust and AHLA Executive Committee Member to discuss sessions in leadership and evolving management in times of criss. [Register now!](#)

### **AHLA Speaker Series - Register Today!**

On Wednesday, September 30th at 2pm cst join AHLA for an exclusive LIVE conversation with 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. Topics of discussion will include:

- Lessons in leadership and evolving management in times of crisis
- Ongoing hotel industry recovery efforts
- Importance of Diversity, Equity & Inclusion in business practices

[Register today.](#) for the opportunity to hear from two hotel luminaries.

### **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!](#)

### **2021 OH&LA Board of Directors**

Nominations for the OH&LA Board of Directors begins in October, so if you are an owner, general manager or regional vice president of an OH&LA member property and have interest in serving our leadership in 2021,

please send your letter of interest to [Patti Colley](#) before **October 1st** to be among those considered by the Nominating Committee.

## **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!](#)

## **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.

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**OH&LA Hotel Industry Recovery: September 29, 2020**

1 message

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



## COVID-19 Membership Update: September 29

### Let's Do Our Part to Save Our Industry!

Right now we're doing everything we can to help our industry. **But what really moves the needle is hearing from the people working in hotels like you!!!** If we are going to have any chance for Congress to pass more relief this year, we need every single person who is connected to our industry to reach out to their members of Congress. **Reach out to Congress. If you have done this, ask ALL of your colleagues to do the same. It's so important.**

### **Demand Action NOW!**

### Reminder to Nominate for 2021 OH&LA Board of Directors

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