



New York State
**HOSPITALITY
& TOURISM**
Association



2021 & 2022

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About NYSH&TA



WHO WE ARE

As America's **oldest state lodging association**, we offer programs and services to bring value to over **1,000 members** in the industry. NYSH&TA protects its members' interests by representing them as their legislative voice before state government.

NYSH&TA empowers industry professionals to collectively accomplish what none of us could individually. For this reason, it is crucial that we gain your support, joining other successful organizations as partners in progress.

WHAT WE DO



MOST IMPORTANT

We are a dynamic voice representing the hospitality and tourism industry in Albany, speaking out on issues affecting your business such as short term rental and ADA website legislation. As a NYSH&TA member, you make our voice even stronger.



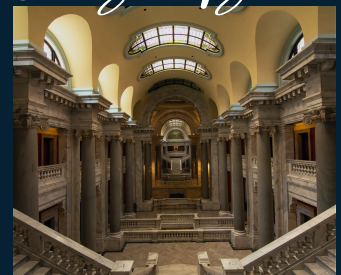
NYSH&TA holds several yearly events where you can network with industry peers and exchange thoughts and ideas for the purpose of professional development.



NYSH&TA provides in-person and virtual educational resources to keep you informed and up-to-date on compliance requirements.



Stronger Together





Advocacy 2022 LEGISLATIVE PRIORITIES



ADA WEBSITE LEGISLATION

This legislation addresses the lawsuits that have plagued the hospitality industry in recent years, costing small businesses hundreds of thousands of dollars.



SHORT-TERM RENTAL LEGISLATION

This legislation establishes a registration process and safety requirements for short-term rentals outside of NYC and requires the collection of both sales and occupancy taxes statewide. NYSH&TA was successful in working with Senator Kennedy's office to have the bill introduced in 2021.

STATE BUDGET SHORT-TERM RENTAL

Collection of short-term rental tax. This was in the 2021 Executive Budget Proposal but not included in the final budget. NYSH&TA adjusted the language to exempt NYC and has resubmitted the ask to the Governor.

WAGE THEFT LEGISLATION

This legislation, titled the "Securing Wages Earned Against Theft (SWEAT)" bill, would allow for employees to place a lien on an employer's property for allegations of wage theft, prior to court action. NYSH&TA opposes this bill.



TOURISM RECOVERY IMPROVEMENT DISTRICTS

S.6186/ A.2149, sponsored by Assemblymember Jean-Pierre and Senator Kennedy, would authorize local governments to pass a local law creating a Tourism Recovery Improvement District.

HUMAN TRAFFICKING LEGISLATION

This legislation would require lodging facilities to provide a human trafficking recognition training program to all employees. NYSH&TA will continue to work with the sponsors of the bill so that the bill is not duplicative or onerous in requiring lodging facilities to comply with regulations they have already implemented.

MATCHING FUNDS

Asking for \$4 million in funding for the Tourism Local Matching Grants.

NYSH&TA's top priority is to support and advocate for legislation that helps our member businesses operate more efficiently.

Your support allows us to fulfill our mission to represent you on all legislative and regulatory matters that will affect your bottom line today, and in the years to come.

Events & Education



2021 EVENTS RECAP

- Day at the Races Fundraiser (Saratoga)
- Stars of the Industry (Saratoga)
- Hospitality Summit (Cooperstown)
- Networking Reception (Rochester)

2021 EDUCATION RECAP

- PPP 2.0 – Loan Forgiveness Opportunities and New Eligibility for 501(c)(6)s & DMOs
- Cyber Security for Hospitality
- Identifying & Getting Rid of Bed Bugs
- J-1BridgeUSA - Work Travel Program
- Virtual Health Care for Hospitality
- Quarterly Legislative Update
- Employee Retention Tax Credit, EIDL, etc.
- Key Strategies to Engaging New Audiences on Social Media
- Governmental Affairs: Advocacy Strategy & Outlook



MORE TO COME IN 2022!



2022 EVENTS CALENDAR

- ▶ **Lodging & Destination Advocacy Conference**
Mar. 1, 2022 (The Desmond Hotel - Crowne Plaza Albany, NY)
- ▶ **Tourism Advocacy Day**
Mar. 2, 2022 (Albany, NY)
- ▶ **Hospitality Networking Reception**
Sept. 2022 (Buffalo, NY)
- ▶ **Hospitality Summit**
Oct. 2022 (Location TBD)
- ▶ **Hospitality Networking Reception**
Dec. 9, 2022 (Syracuse, NY)



Thank You PARTNERS & SPONSORS



EQUITABLE



NORTHERN LIGHTS RESTORATION

RENEWABLES WORLDWIDE



Wenzell & Fisher Hospitality Group



Welcome 2021 NEW MEMBERS

Ace Hotel Brooklyn (Brooklyn)
Advanced Disaster Recovery Inc. (New Hampton)
Arthur J. Gallagher (Latham)
Bear Mountain Inn (Tomkins Cove)
Bentley Hotel (New York)
Best Western Plus (Plattsburgh)
Blink Charging (Miami Beach, FL)
Candlewood Suites - Syracuse Airport (North Syracuse)
Casablanca Ventures (New York)
Cheektowaga Chamber of Commerce (Cheektowaga)
Cloudbeds (San Diego, CA)
Colonial Life (Garden City)
Comfort Inn "The Pointe" (Niagara Falls)
Comfort Inn & Suites - East Greenbush (Castleton)
Commerce Chenango Tourism (Norwich)
Courtyard Rochester Downtown (Rochester)
Crowne Plaza Suffern-Mahwah (Suffern)
Delta Air Lines (New York)
DoubleTree by Hilton Jamestown (Jamestown)
Fairfield Inn & Suites New York Queensboro Bridge (Long Island City)
Four Points by Sheraton Newburgh Stewart Airport (Newburgh)
Fun World Arcade (Lake George)
Hampton Inn & Suites Olean (Olean)
Hilton Garden Inn Saratoga Springs (Saratoga Springs)
Hilton Garden Inn Stony Brook (Stony Brook)
Holiday Inn Express Plattsburgh (Plattsburgh)
Home2 Suites by Hilton Queensbury Glens Falls (Queensbury)
Homewood Suites by Hilton Schenectady (Schenectady)
Hotel Nyack (Nyack)
Hyatt Place New York/Yonkers (Yonkers)
Hyatt Place Niagara Falls (Niagara Falls)
Inovis Energy (Marlborough)
Intercontinental Hotel Group (Atlanta)
Jake's 58 Hotel & Casino (Hauppauge)
La Quinta Inn & Suites (Plattsburgh)
Lake George Campsites (Queensbury)
Lane Valente Industries (Smithtown)
Laser Bounce - Family Fun Centers (Glendale)
Little Hotelier (Dallas, TX)
Marriott International (Bethesda, MD)
National Commercial Solar Advisors (Queensbury)
NFP (East Greenbush)
Niagara Riverside Resort (Niagara Falls)
Pump It Up of Great Neck (Great Neck)
Renewables Worldwide (Lawrence, MA)
SealMaster WNY (Buffalo)
Silver Bay YMCA Conference & Family Retreat Center (Silver Bay)
SiteMinder (Dallas, TX)
Sleep Inn And Suites (Queensbury)
Staybridge Suites Rochester University (Rochester)
Thayer Hotel (West Point)
The Bell House Inn (Glens Falls)
The Bonadio Group - CPA's, Consultants and More (Albany)
The Castle Fun Center (Chester)
UnitedHealth Group (New Market, MD)
Wenzell & Fisher Hospitality Group LLC (Fort Lauderdale, FL)
Wyoming County Chamber & Tourism (Warsaw)

Thank you

To all properties and organizations that came into our membership in 2021.

It is because of your support that we are able to continue to bring value and protect the bottom line of our 1,000 members.