



New York State
**HOSPITALITY
& TOURISM**
Association

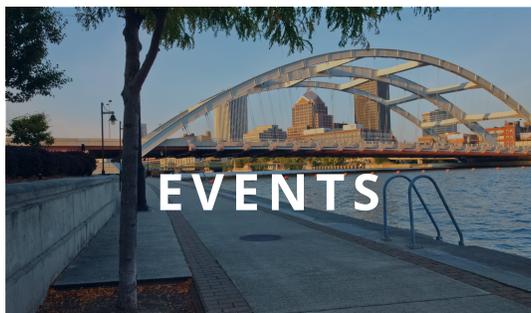
2020

Reopening Business

RECOVER TOGETHER

Mid-Year Review & Outlook

This publication is a comprehensive report of the last six months in the hospitality and tourism industry. Inside, you will learn more about NYSH&TA's legislative efforts, an outlook on the industry, partnerships, and upcoming events & educational offerings.



"The most valuable benefit of a NYSH&TA membership is their advocacy. This need has never been so critical as we deal with COVID-19. The need for effective lobbying never goes away, as we often have politicians who do not realize they are proposing new laws that are detrimental to our business, and to our success." – **Michael Hoffman, Owner of Turf Hotels**



Oneida County Tourism, 2020 Mask Distribution



2020 Tourism Advocacy Day

"The NYSH&TA team has been a critical source for NYS safety guidelines, and they have also been a strong voice with the state's policy makers. NYSH&TA commands the respect and attention of public officials and quite often, they look to NYSH&TA for guidance on potential legislation. Their team is extremely accessible and responsive, which is critical in our fast paced 24/7 business environment."
- Michael Marsch, Vice President of Operations at Merani Hotel Group

Advocacy Efforts - Protecting Your Bottom Line Since COVID-19

Industry Rallied Together to Deem Hotels Essential Amid COVID-19

On March 20, Governor Cuomo announced that all non-essential businesses would have to close due to COVID19 – at the time, this included hotels as they were not considered essential. In a few short hours, the industry mobilized and was able to get hotels added to the list as essential businesses during a time of crisis. Special thanks to NYSH&TA's hotel members and tourism partners, our lobby firm Greenberg Traurig, and Vijay Dandapani, the President of the Hotel Association of New York City. There were thousands of partners and members who accomplished this, and it was an important victory for our industry.

NYSH&TA's Legislative Testimony in Support of Tourism

NYSH&TA President Mark Dorr testified before the legislature regarding COVID-19 federal funding responses and programming, and its impact on small businesses throughout New York State. Dorr covered topics such as enhancing the Paycheck Protection Program (PPP), increasing the loan repayment timeline, and advocating for and supporting tax relief bills that passed the Senate and Assembly.

NYSH&TA-Supported COVID Bills Await Governor's Signature

NYSH&TA's main focus continues to be on the advocacy and support of legislation that helps our member businesses operate more efficiently. This mission has never been more critical. In the past weeks, NYSH&TA has supported the bills detailed below.

- **State Disaster Emergency Loan Program (Gov. Signed)**

The bill would allow for IDAs to support small businesses and non-profits during the pandemic, by authorizing them to make loans of up to \$25,000, for the purposes of purchasing personal protective equipment (PPE) and other fixtures needed to help prevent the spread of COVID-19.

- **Property Tax Relief for Residential and Business Property Owners**

This legislation will provide relief to both residential and business property owners, who are currently struggling to meet their property tax obligations during the COVID-19 pandemic. Under this legislation, a local taxing jurisdiction (village, town, county, city, or school district) may choose to defer scheduled tax payments for a period of 120 days during a declared state of emergency. When signed, we will inform NYSH&TA members so you can directly lobby your municipality to take advantage of the new opportunity.

"When COVID-19 put NYS on pause, NYSH&TA stepped up to get hotels included as essential businesses within hours of the initial omission. NYSH&TA has provided constant and timely updates, ensuring that its members can get back to serving the hospitality and tourism industries of the Empire State as quickly and safely as possible!"
- Jim Brann, CHA, General Manager at Comfort Inn & Suites Akwesasne

Matching Grants Memo in Support

With budget cuts looming, NYSH&TA is actively lobbying to restore funds for the state's Tourism Promotion Agencies (TPAs) that rely on these funds to market the great state of New York and all it has to offer. The tireless efforts of these industry groups contribute immensely to New York's tourism industry, welcoming 253 million visitors annually.

NYSH&TA Parks & Attractions Council Presents Re-Opening Guidelines to Gov. Cuomo

NYSH&TA's P&A Council created a comprehensive memo detailing the industry's safe reopening plan. The principles and considerations outlined in the memo were gathered from attractions operators around the world. NYSH&TA held meetings with NY Forward, Governor Cuomo's counsel, and captains of the Regional Control Rooms.

Other Efforts

NYSH&TA Mask Donation to Hospitality Industry

Following the face mask mandate that went into effect in April, NYSH&TA's Education Foundation purchased 9,000 protective masks to support hospitality and tourism industry workers. NYSH&TA teamed up with Convention & Visitors Bureau members throughout the state who distributed the masks to their respective tourism communities.

New York Sports Legends Thank the State's Hospitality Heroes

In response to the coronavirus pandemic that has devastated the hospitality industry and beyond, NYSH&TA reached out to four widely known sports figures from teams like the Yankees, Giants, Knicks, and Bills who expressed their gratitude for the state's hospitality and tourism staff. Visit nyshta.org to view the video.

COVID Operating Guidelines/Best Practices: NYS Hospitality Industry

NYSH&TA has developed a detailed outline of Operating Guidelines and Best Practices in an effort to support and offer helpful information to our member businesses during these uncertain and unprecedented times.

Upcoming Events

- 9/29** **Fall Conference – Westchester, NY** – Featuring speakers from STR & Greenberg Traurig with a networking reception
- 11/4** **Hospitality Conference – Rochester, NY** – Featuring Roger Dow from the U.S. Travel Association, an education session, networking, and trade show with industry suppliers. **Only \$65 to attend under the member rate.** Find more details on nyshta.org.

Member Testimonials

"As a NYSH&TA member, we greatly appreciate their leadership. Throughout the COVID19 pandemic, we have looked to NYSH&TA for their leadership on state and federal advocacy. NYSH&TA has provided invaluable policy guidance on issues such as PPP, SBA loans, pandemic risk insurance, and tourism improvement districts." – Kristen Jarnagin, Discover Long Island

"NYSH&TA always keeps its members up to date with the new regulations that affect our businesses, which protects us from fines and penalties. NYSH&TA makes sure our voice is heard in Albany, and there is no other resource available that can educate, represent, and protect my business the way NYSH&TA has."

– Allen Fusco, Director of Operations at Holiday Inn Elmira Riverview

"NYSH&TA proved just how valuable my membership was when the COVID19 shutdowns began. NYSH&TA was right there to answer my questions, and it was so nice to know that there was someone listening and someone to guide me through this crisis."

– Liz Brodar, Owner of White Fences Inn

"In March, NYSH&TA provided all of us the most important benefit given in the last century: the ability to stay open as an "essential business." This is a monumental example of both the tact necessary to work with Albany, and the determination of NYSH&TA and their partners to lead our association."

– William Gunther, MS, CHA, R.I.T. Inn & Conference Center

Welcome 2020 New Members

Aloft Buffalo Airport (Cheektowaga)
 Arrow Park Mansion (Monroe)
 Baron's Cove Inn (Sag Harbor)
 Clarion Inn (Ithaca)
 Clarion Inn & Suites (Cortland)
 Columbia County Tourism (Hudson)
 Cortland County Convention & Visitors Bureau (Cortland)
 Courtyard by Marriott Niagara Falls USA (Niagara Falls)
 Crowne Plaza Syracuse (Syracuse)
 Days Inn Elmsford/White Plains (Elmsford)
 Dutchess Tourism Inc. (Poughkeepsie)
 East Norwich Inn (Norwich)
 Embassy Suites by Hilton Buffalo (Buffalo)
 Equitable (Syracuse)
 Fluent Voice Networks (Albany)
 GESI Hospitality (Astoria)
 Hampton Inn Fishkill (Fishkill)
 Hilton Garden Inn Albany Airport (Albany)
 Hilton Garden Inn (Nanuet)
 Holiday Inn Express (Canton)

Holiday Inn Express Cortland (Cortland)
 Hotel Canandaigua (Canandaigua)
 Huletts on Lake George (Huletts Landing)
 Inn at the Ridge (Wallkill)
 Integrity Cost Consulting (Liverpool)
 Jetcom Communications Inc. (Bethpage)
 Lupton & Luce, Inc. (Riverhead)
 Mirror Lake Inn Resort and Spa (Lake Placid)
 Motel 6 Elmsford/White Plains (Elmsford)
 Orleans County Tourism (Albion)
 Oswego County Promotion & Tourism (Oswego)
 Park Motel and Cabins (Tupper Lake)
 Quality Inn (Cortland)
 Quartz Partners (Troy)
 Raphael Vineyard & Winery (Peconic)
 Regional Distributors, Inc. (Rochester)
 Robinson & Son (Hudson Falls)
 Surf Club Resort (Montauk)
 The Ritz-Carlton, Westchester (White Plains)
 Trip Hotel Ithaca (Ithaca)

2020 Partners & Sponsors



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