2019 has been a busy year for the Colorado Hotel & Lodging Association (CHLA)! In the following pages, you’ll find a detailed update on all the things we’ve been working on this year. Here’s a sneak peak...

**EDUCATE**

CHLA University continued to grow and expand throughout the state in 2019. In addition, we welcomed a great line up of speakers to our Annual Conference including: Michael Dominguez, Dean Savoca, and a workforce development panel.

**ADVOCATE**

As the voice of the hotel industry at the State Capitol, we continue to work to protect and promote the industry.

**NETWORKING**

Because there’s always room for fun and networking, we combined our Annual Conference and Readiness Fund Golf Tournament and had a fantastic time with members from across the state at the Broadmoor!

**DEVELOP**

2019 marked the first full year of the CHLA Emerging Leaders Council. The Emerging Leaders Council serves as a collaborative Council with a mission to develop future leaders and new programs within CHLA, delivering impact to our members! Our inaugural Emerging Leaders Council has done an amazing job of setting the stage for this program and we look forward to continuing to work with them in 2020.

**THE FUTURE**

Throughout the summer, our Board spent many hours drafting a new 5-year strategic plan to take the organization to new levels in the coming years. We also continued work to strengthen the financial position of the Association to ensure success for decades to come.
5-Year Strategic Plan Adopted

Earlier this year, the CHLA Board of Directors worked with Alchemy Strategies to draft a new 5-year strategic vision and plan.
5-Year Strategic Plan Adopted

**EDUCATE**
Helping our members address the current workforce crisis is a top priority for CHLA in this strategic plan. Through CHLA University, we are working to provide our members with certification classes to help with retaining current employees. In addition, we are working with outside partners to educate potential employees about the career path in hospitality to encourage them to seek employment in the industry.

- **2020 Goal:** Expand, grow and sustain CHLA University.

**ADVOCATE**
The cornerstone of CHLA's strategic plan remains our advocacy efforts at the state Capitol. Together with our lobbying firm, Michael Best Strategies, and our members throughout the state, CHLA will continue advocating for policies that support/help the industry and against policies that harm. And through our Metro Denver Lodging Council and our lobbying partner, Sewald Hanfling, MDLC is actively advocating on behalf of the industry in Metro Denver.

- **2020 Goal:** Increase engagement between CHLA members and legislators.

**NETWORKING**
Providing opportunities for our members to connect with other hoteliers from throughout the state and suppliers/vendors who service the industry is a key piece of this strategic plan. From the Annual Conference and Golf Tournament held each year at the Broadmoor to our Board meetings and MDLC events, CHLA events continue to provide valuable networking time for our members to learn from one another.

- **2020 Goal:** Integrate events to create meaningful value and connections for members to each other and resources.

**DEVELOP**
Ensuring a strong bench of future leaders for the industry as well as leaders for the Association is an important component of this strategic plan. Through our new Emerging Leaders Council, our work with CHLA University, Junior Achievement, and the Cherry Creek Innovation School, CHLA is working to ensure that tomorrow’s leaders are prepared and connected for their future leadership positions.

- **2020 Goal:** Foster the Emerging Leaders Council to develop the next generation workforce with a meaningful career path and strong industry relationships.
Through partnerships with the City & County of Denver and the Denver Tourism Improvement District, CHLA University offered training to more than 120 incumbent workers, including registered apprenticeship program participants, in Denver and the Vail Valley in the first ten months of 2019. Through partnerships with the City & County of Denver and the Denver Tourism Improvement District, CHLA University offered training to more than 120 incumbent workers, including registered apprenticeship program participants, in Denver and the Vail Valley in the first ten months of operation. 2019.

As we look toward next year, we are working to expand CHLA University's incumbent worker training into Colorado Springs and further into the Vail Valley. We are actively engaged in discussions with Colorado military installations to develop curriculum and career pathways for military personnel and their spouses transitioning from active duty to civilian life starting in 2020. And we are working with community-based organizations to explore additional training opportunities for transitioning workers including mature individuals seeking new employment opportunities in the hospitality industry. And finally, pending funding approval, we hope to reinstitute our hospitality academies tailored for youth next summer.
Throughout the 2019 legislative session, CHLA actively engaged with stakeholders from the business and tourism industries and legislators to influence the outcome of legislation. There are several pieces of legislation that passed that have direct impact on hotels in Colorado. Please click here to download our full 2019 legislative wrap-up list of action items for hotels to ensure you are compliant with all new laws. You can also download the full legislative session wrap-up memo from our lobbying firm, Michael Best Strategies by clicking here. Of note:

**HB19-1025** Concerning the timing of an inquiry into a job applicant's criminal history, and, in connection therewith, making an appropriation.

*What Colorado Hotels need to do:* Ensure that your applications and hiring practices conform.

**HB19-1076** Concerning updates to the “Colorado Clean Indoor Air Act”, and removing certain exceptions and adding provisions relevant to the use of electronic smoking devices

*What Colorado Hotels need to do:* Update signage regarding smoking to include vaping and will need to stop offering smoking rooms if they currently do.

**HB1212** Concerning the recreation of the community association manager licensing program

*What Colorado Hotels need to do:* If your property has employees who manage (see definition of CAM management on pages 3 and 4 of the bill) a Homeowner’s Association, they need to obtain a CAM license by October 1, 2019.

**HB19-1267** Concerning penalties for failure to pay wages goes into effect on 1/1/2020

*What Colorado Hotels need to do:* Ensure that you are paying all appropriate wages and that any subcontractors do not fall under the definition of “employee” in the statute.

**HB-1234** Concerning allowing delivery of regulated marijuana by regulated marijuana

*What Colorado Hotels need to do:* Delivery of marijuana is prohibited in this bill to commercial properties. Please be aware, that under this law, guests cannot receive marijuana deliveries at your property.

**SB19-085** Concerning the creation of the “Equal Pay for Equal Work Act” in order to implement measures to prevent pay disparities

*What Colorado Hotels need to do:* Hotels need to update their job posting and hiring policies to conform.

The information contained in this memo does not, and is not intended to, constitute legal advice.
One of the key initiatives of the Board of Directors has been to reinforce the financial strength of the Association. With a renewed emphasis on cutting costs where possible and increasing revenue streams, the 2019 budget allowed us to continue delivering our value proposition while continuing to make the organization more financially stable.
READINESS FUND – The Readiness Fund is a Board appropriated fund dedicated to promoting and protecting the hotel industry in Colorado. In addition to the Legislative Readiness Fund, which has been dedicating money to political issues that impact the hotel industry for several years, in early 2019, the Board created a new Readiness Fund that will be dedicated to education and workforce development. Both Readiness Funds are funded through a mandatory dues contribution and from proceeds from our annual Readiness Fund Golf Tournament. Thanks to the generosity of The Broadmoor and a sold-out field of sponsors and golfers, the 2019 Readiness Fund Golf Tournament made a record-breaking $125,000 for these important funds.

OPERATING RESERVES – Ensuring that CHLA can operate without interruption even during financially difficult times remains a priority for the CHLA Board of Directors. As a result, over the past several years, a concerted effort to contribute to the operating reserve has been made. In 2019, $55,000 was contributed to the reserve and the 2020 budget includes a $100,000 contribution. The goal is to get the operating reserve balance to 3 months of operating expense, which is approximately $250,000.
Membership

Membership in CHLA remains strong and is continuing to grow. With the addition of more than 5,700 rooms into membership this year, CHLA has an all-time high lodging membership with more than 37,000 rooms throughout the state.

Beginning in January of this year, the Board eliminated our Basic Allied Membership. This change was implemented to attract more engaged Allied members and to curb ongoing turnover among basic allied members. While we had budgeted to lose 80 Allied members as a result of this change, we only lost 45. In addition, we exceeded budget for converting basic Allied members to Allied PLUS by more than 300%. During a recent round table discussion with CHLA leadership, more than 20 Allied members expressed an overwhelming satisfaction with their membership and the benefits offered.
Are you taking full advantage of your membership?

☐ **EMPLOYEE AWARDS** – Each year at our annual [Stars of the Industry Awards](#) program honors lodging employees that best symbolize quality service in the industry. In addition, at the [Hotelier of the Year Dinner](#), we honor a Hotelier of the Year, Allied of the Year, Innovation Award, and Emerging Hospitality Leader. Nominations for our 2020 awards will open in the spring.

☐ **JOB BOARD** – Members receive discounted job postings through our exclusive partnership with [Sirvo, Colorado's leading hospitality job board](#).

☐ **ROCKY MOUNTAIN LODGING REPORT** – Members can receive a monthly report detailing in order to receive the report, you must provide your data, which is kept confidential. [Click here to sign up for the Rocky Mountain Lodging Report](#).

☐ **WAGE SURVEY** – Through a partnership with [Lobby Lights](#), CHLA members can receive a free wage survey. [Click here](#) to learn how to get your free wage survey!

☐ **DISCOUNT PROGRAMS** – CHLA offers several discount programs through our endorsed providers including CenterPoint Energy, Heartland, Staples, and Enterprise Holdings. Contact [Donna Horii](#) to learn more about these programs.

☐ **ANNUAL CONFERENCE** – The CHLA Annual Conference takes place each year in the fall at The Broadmoor. Plan to join us next year on September 27th and 28th for education, networking, and awards!
CHLA’s Metro Denver Lodging Council had a busy year working on issues of interest and concern in Denver including:

☑️ **MINIMUM WAGE** – In late November, the Denver City Council passed, and Mayor Hancock signed into law, a municipal minimum wage ordinance for Denver. The wage takes effect on January 1, 2020 and applies to all employees in the City. The following wage scale was adopted in the ordinance.

- $12.85 per hour on Jan. 1, 2020 (original proposal was $13.80)
- $14.77 per hour on Jan. 1, 2021 (original proposal was $15.87)
- $15.87 per hour on Jan. 1, 2022 (original proposal was CPI)
- Annual adjustments based on the Consumer Price Index each year thereafter.

[Click here to learn more about the Denver minimum wage ordinance.]

☑️ **RIGHT TO SURVIVE INITIATIVE** – In May, voters in Denver overwhelmingly defeated Initiative 300, The Right to Survive Initiative, with 82.82% of voters voting no. MDLC very much appreciates the support of our members, CHLA’s Legislative Readiness Fund, and the entire business community who came together to defeat this devastating initiative. MDLC continues to work with the campaign coalition and Denver’s elected leaders to find meaningful solutions to the homeless issues facing the City.

☑️ **TOURISM IMPROVEMENT DISTRICT** – Now in its second year, Denver’s Tourism Improvement District is continuing to drive new business to the City. The TID Board, comprised of seven Denver hoteliers, oversees all expenditures and works closely with the VISIT DENVER team on new initiatives designed to:

1. Focus on need periods and weekends for group and leisure
2. Generate incremental business
3. Increase short-term and single-hotel meeting business
4. Leverage events.

☑️ **2019 SCHOLARSHIPS** - Because of the extraordinary success of the 2018 Scholarship Golf Tournament, the MDLC Board was able to give a record $85,000 to 24 students enrolled in hospitality management programs.

☑️ **2019 SCHOLARSHIP GOLF TOURNAMENT** - MDLC hosted their annual Scholarship Golf Tournament in May which, raised more than $72,000. The MDLC Golf Committee is already busy planning next year’s tournament, which will be held on Thursday, May 21st at the Hilton Denver Inverness.
Participation with Partner Organizations

In order to most effectively represent the hotel and lodging industries throughout the state, the CHLA partners with several other organizations, including:

**American Hotel & Lodging Association (AH&LA)** – CHLA continues to be a State Partner Association of AH&LA. In partnership with AH&LA, we hosted a heart of house tour and roundtable with downtown hoteliers with Senator Gardner in October at the Sheraton Denver Downtown.

**Colorado Restaurant Association (CRA)** – CHLA President & CEO, Amie Mayhew continues to serve as an Exchange Director on the CRA's Board of Directors as well as the CRA Education Foundation's Board of Directors.

**Colorado Tourism Office (CTO)** – Tammie Thompson-Booker, VP, Sales, Marketing & Revenue for Mars Hospitality is serving in the lodging seat on the Colorado Tourism Office Board of Directors and serves on the CHLA Board of Directors. In addition, CHLA President & CEO, Amie Mayhew is serving on the CTO Revenue Task Force and Leadership Committee.

**International Society of Hotel Associations (ISHA)** – CHLA continues to be a member of ISHA. CHLA's Business Development Manager, Donna Horii attended the ISHA Winter Conference focused on member recruitment and retention.

**Tourism Industry Association of Colorado (TIAC)** – CHLA President & CEO, Amie Mayhew continues to serve on the TIAC Board of Directors and was elected to the TIAC Executive Committee as Chair Elect in 2019. In addition, Amie is serving as the Chair of the TIAC Policy Committee. TIAC is continuing to increase their impact on issues facing Colorado's tourism industry beyond funding for the Colorado Tourism Office and will be a strong ally for CHLA going forward.

**VISIT DENVER** – CHLA President & CEO, Amie Mayhew continues to serve a Community Board member on the VISIT DENVER Board of Directors and serves on the VISIT DENVER Government Affairs Committee.
On behalf of our 2019 Board of Directors, we thank you for your continued membership in CHLA! If there is ever anything we can do to help you or if you have thoughts on issues/initiatives that you’d like CHLA to be involved in, please don’t hesitate to contact us. Again, thank you for your continued support of CHLA – we look forward to continuing to represent you in 2020!