



2019 ISHA AWARDS OF EXCELLENCE APPLICATION

Entries must be for projects completed by **January 1, 2019 through September 30, 2019.**

Name Joe Savarise (o.b.o OHLA team, leaders and members) Title Executive Director

Association Ohio Hotel & Lodging Association Email joe@ohla.org

City Columbus State Ohio Zip 43215

Phone 614-461-6462 Fax

Association Staff Size Five full-time staff, one part-time staff, intern, contract lobbyist

Associations Annual Budget (not including AH&LA dues): Over \$500,000 Under \$500,000

Entry Category: Education and Workforce Development Events and Fundraising

Government Affairs Member Programs Public Relations Communications

Please respond to the following questions on a separate piece of paper.

1. Goals & Objectives of Program
2. Target Audience
3. Results of Program
4. Evaluation Measures
5. How was the program presented to the Target audience?
6. Addition information

ENTRIES MUST BE RECEIVED NO LATER THAN OCTOBER 4, 2019

2019 ISHA AWARDS OF EXCELLENCE APPLICATION

For Events and Fundraising - A program or project that clearly raised significant funds for an industry related cause and/or an event that experienced a dramatic increase in attendance, industry visibility and/or net profitability.

(Could also be Public Relations)

Ohio Hotel & Lodging Association (OHLA) – Fundraising programs for Human Trafficking and Dayton Storm Recovery

1. Goals & Objectives of Program

One of OHLA's "Areas of Focus" (the pillars of our mission) is Furthering Charitable and Community Involvement. We believe it is essential to provide associates in our industry opportunities to engage and make a difference in their communities. This not only produces a result in terms of the target of the program or event, but it also provides greater fulfillment among employees, helping to support our strong retention and recruitment numbers in a competitive labor market.

Two specific initiatives in 2019 were 1) our Inaugural OHLA Charity Volleyball Tournament and 2) the OHLA Fund for Dayton.

The Inaugural Charity Volleyball Tournament was created to bring together hoteliers and industry partners in a fun and collegial way to build relationships with colleagues while supporting an important local human trafficking partner, Freedom Ala Cart. That 501 (c)(3) organization provides an avenue to self-sufficiency for human trafficking victims, by training them to operate their own food service (food cart and café) cooperative business. These individuals are then candidates for employment within the hotel and hospitality industry.

The Fund for Dayton was created in response to severe storms that devastated a large part of that market in the Spring of 2019. Many local residents were displaced, and services disrupted. While hotels escaped the worst damage, many hotel associates and their families suffered catastrophic losses. OHLA activated its members across the entire state to produce two types of support: canned food and toiletries, which hotels housing displaced residents confirmed were in need, and cash donations, for distribution to impacted individuals, with an emphasis on hotel associates and their families.

2. Target Audience

The audience for our Charitable and Community Involvement programs includes associates and team members within hotels at every level, from hourly to senior management, as well as hotel management companies, ownership groups, industry partners such as venues and attractions, and our Allied Member companies. We make it clear that everyone can make a difference and that by working together, we produce stronger results as an industry. A secondary audience includes the community organizations we support through these programs and the individuals who receive support.

3. Results of Program

Our Inaugural Charity Volleyball Tournament included 18 registered teams representing all facets of our industry, including full-service, select, economy and limited service hotels, management companies, OHLA-AAHOA joint members, Allied Members/vendors; and even a team from the Greater Columbus Sports Commission. Also in attendance was the Executive Director of the trafficking-related charity, who addressed the participants and committed to having a team of their volunteers and former victims in 2020. OHLA delivered a check in the amount of \$4,000 to Freedom Ala Cart at our next lodging council meeting shortly after the tournament, and we have lined up an equal amount in additional pledges that will be realized and delivered to the charity at the start of the new fiscal year from some of our member companies. The event received highly positive reviews from hotel associates and wide social media sharing. For a first-time, never-done-anything-like-it event, it created lasting buzz and a desire from more properties and participants for the next event.

The Fund for Dayton gathered hundreds of hard items for distribution and (as of Sept. 30) just over \$10,000 in financial contributions. Especially gratifying was the participation of one management company which contributed a specific amount per room for a set period during the fundraising effort, resulting in a contribution of appx. \$4,500. This example led other companies to pledge to do the same, which will result in additional dollars to come that can be distributed through 2019 into 2020. Funding is provided directly to impacted individuals referred via properties in the Greater Dayton market.

4. Evaluation Measures

The key metric for these fundraising programs was the total amount raised. However, other measurements were also important, including companies and properties participating; individuals involved; prospects converted to members in the process; volunteer interest/sign-ups for other OHLA activities and programs; staff initiative and ownership of new ideas; board feedback; and partner feedback.

5. How was the program presented to the Target audience?

We mobilized our members and partners by using all of our communications and outreach tools, including social media, mail, email, phone banks, appeals at meetings of all types, sharing through partner organizations, point of sale within hotels, and more. Some communication examples attached.

6. Additional Information

Our Charity Volleyball Tournament will continue and will grow in size and scope. Having a successful trial this year, we will also incorporate media outreach and additional promotional aspects.

The Fund for Dayton effort helped hotel professionals across the state recognize that together they can make a difference and help their colleagues by being active in their industry association. While we weren't looking for media accolades, we received much recognition from partners within the community for this thoughtful and productive approach.



HELP FOR DAYTON

Catastrophes caused by severe weather impact people long after the headlines fade. Our colleagues in the Dayton area continue to service residents displaced by recent storms, as well as associates and their families who suffered damage and loss themselves.

Hotel professionals across the state can help with supplies and monetary donations. Some hotels have already collected and sent items, and we've created the Fund for Dayton to assist those hit the hardest. **But we need your help!**

You can help in these ways:

- **Bring in canned goods and toiletry items to work for collection.**



- **Make a financial contribution.**

100% of these resources will be directed to the Greater Dayton Lodging Council for assistance to impacted associates and residents.

Please join our effort to help colleagues and members of the community in Greater Dayton. Together we can make a big difference for people still in need.



Contribute here:



- 1) Bring canned items and toiletries to work for collection.
- 2) Mail monetary donations to:
OHLA, 692 N High Street, Suite 212, Columbus, OH 43215. Make checks out to "Ohio Hotel & Lodging Association - Fund for Dayton."
To contribute by credit card, call 614-461-6462.





JOIN US

& Help Hotel Colleagues In Greater Dayton

Catastrophes brought on by severe weather impact those affected long after the headlines fade. Our colleagues in the Dayton area continue to service residents displaced by recent storms, as well as associates and their families who suffered damage and loss themselves. While hotels in the area escaped catastrophic damage, some hotel team members and their families were not so fortunate.



OHLA local affiliates across the state have pledged to help with supplies and monetary donations. Some hotels have already collected and sent items, and we've raised \$1,000 for the Fund for Dayton to get started. But we need your help.

I am joining leaders from other local OHLA councils in asking for your participation. You can help in these ways:

* Ask your hotel team to bring in desirable canned goods and toiletries. Collect these items at a central point in your property and OHLA will help coordinate collection and delivery to Dayton.

* Make a financial contribution. 100% of these resources will be directed to the Greater Dayton Lodging Council for assistance to impacted associates and residents. You can send a check for "Ohio Hotel & Lodging Association - Fund for Dayton" or use a credit card by calling 614-461-6462.

* Share the attached flyer with your team members to get them involved.

Please join our effort to help colleagues and members of the community in Greater Dayton. Together we can make a big difference for people still in need.

Sincerely,

Deidra Marshall
President, OHLA Board of Trustees
Middletown Management

CLICK PICTURE TO DOWNLOAD PRINTABLE FLYER YOU CAN SHARE.



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THANK you

Ohio Hotel & Lodging Association
Columbus, OH 43215
614-461-6462





Charity Volleyball Tournament

All Proceeds Benefit
Freedom a la Carte

[Learn More about the Cause](#)



Can't sign up an entire team? That's okay!
Register as a single or double & we will place you!

Register Today!

**Deadline to Register:
June 28th**

Registration opens at 10 AM
Tournament Play begins at 11 AM

Woodland's Backyard
668 Grandview Ave, Columbus, OH
43215

Price:
\$275.00 - Per team of 6
-OR-
\$50 - per 1 person
\$90 - per 2 people

Team Registration includes:
6 food vouchers
6 drink tickets
8 colored bandannas

*Team includes 6 players (players may rotate throughout the day as long as waivers are completed for each individual).

*Additional food and beverage vouchers may be purchased through your online registration.

*All participants must be 21+.

*Teams can be made up of more than one lodging property.

Calling All Ladies of Lodging!

We are putting together a Women In Lodging Team! Represent your property by registering yourself and a colleague to take place in our friendly competition for a good cause.



UNDER 30 GATEWAY

Millennials Unite!

We are also looking to put together a young professionals team! Sign up to network with one another, compete with other properties & support Freedom a la Carte.

Thank you to our Sponsors!

Title Sponsor:



Supporting Sponsors:



Questions? Email [Hale Markwas](mailto:Hale.Markwas)

Ohio Hotel & Lodging Association | ohiolodging.com





Volleyball Tournament

Saturday, July 13
10:00am-4:00pm

Woodlands Backyard
Columbus

presented by TOWNE PARK

Bring your leadership team together for a fun day of friendly competition!

SIGN UP HERE!

Price: \$275.00 - Per team of 6

Registration opens at 10 AM
Tournament Play begins at 11 AM

-All proceeds will benefit the fight to end human trafficking-



Registration includes: 6 food vouchers, 6 drink tickets & 8 colored bandannas for your team

*Team includes 6 players (players may rotate throughout the day as long as waivers are completed for each individual).

*Additional food and beverage vouchers may be purchased through your online registration.

*All participants must be 21+.

Thank you to our Sponsors!

Title Sponsor:



Supporting Sponsor:



Questions? Email [Halle Markwas](mailto:Halle.Markwas)

Ohio Hotel & Lodging Association | ohiolodging.com





Charity Volleyball Tournament

On Saturday, July 13th our members came together for a day of community, networking and FUN! We hosted our inaugural OHLA Charity Volleyball Tournament at Woodlands Backyard benefitting Freedom a la Cart. Sixteen teams (over 100 attendees!) played in the tournament and cheered on their colleagues.

Our title sponsor Towne Park made the day possible by joining us every step of the way and supporting this first-time initiative. With their support, we were able to raise \$4,000 for Freedom a la Cart! A special thank you also goes out to Standard Textile, Woodlands Backyard & Preston's Burger Joint.

Attendees also contributed to our Fund for Dayton to help victims of the storms earlier this year. Many of our hotel colleagues in the area are still displaced today. We are continuing to collect monetary, canned food, and toiletry donations.

We received such great feedback from the tournament that we will be hosting another in 2020 and hope to see YOU there!

Benefitting



Presenting Sponsor



TOWNE
PARK

Supporting Sponsors



Register your leadership team today for a fun day of friendly competition!

All proceeds will be benefiting anti-human trafficking
organizations across the state.



Saturday, July 13
10:00am-4:00pm
Woodlands Backyard
Columbus

Register Today!

\$275.00 - 6 per team

Registration includes: 6 food vouchers, 6 drink
tickets & colored bandannas for your team.

presented by  **TOWNE**
PARK









AREAS OF FOCUS

**TOGETHER WE ARE STRONGER
AS WE WORK TOGETHER TO:**

**PRODUCE
FAVORABLE
PUBLIC
POLICY**

**IMPROVE
SERVICE
AND
PROFESSIONALISM**

**GROW
OUR
TRAVEL
ECONOMY**

**PROVIDE
RESOURCES
AND
CONNECTIONS**

**SUPPORT
OHIO'S
UNIQUE LODGING
SECTOR**

**INCREASE
PROFITABILITY
AND
SUSTAINABILITY**

**FURTHER
CHARITABLE &
COMMUNITY
INVOLVEMENT**

**CHAMPION
SAFETY
AND
SECURITY**

**RAISE
STATURE
OF OUR
INDUSTRY**

