

Entry Category: Member Programs

Title of Program **Pandemic-Response Owner/Management Co./Investor (OMI) Membership Campaign**

Goals & Objectives: *During crisis, there is opportunity.* While working every day during the past year to provide as much support, assistance, information and relief to both members, and in some cases, nonmember hotel & lodging businesses, OHLA retained its strategic approach to membership and its efforts to produce better results through refocusing our membership development efforts on the owner, management company and investor level, or OMI.

Our goals were not to merely retain membership, but to continue the growth we had started to realize with this effort prior to the pandemic. We maintained a challenging membership goal despite the pandemic. We did not reduce our new member goal from years prior but worked to maintain growth throughout the pandemic.

Our objectives included highlighting the work and the wins we produced for hotel & lodging businesses even during the biggest crisis in the history of our industry. Our membership goals included high member retention rates (adjusted only slightly downward for pandemic impacts), higher overall membership totals, and achieving an all-time high number of members in 2021.

Target Audience: We continued the evolution of our membership sales focus to target more owners, management company executives and investors, while continuing outreach to decisionmakers at the property level. As more properties indicate that association membership relies on a conversation or outright approval of corporate offices, working with property-level leaders who can be our advocates helps us get important membership sales across the finish line.

Results of Program: OHLA exceeded membership sales goals for the two membership years which span the review period (2020-21 and 2021-22). It also achieved an all-time membership record of 623 active members, well exceeding the previous maximum of 600.

For the 2020-21 membership year, the period of greatest pandemic impact, OHLA achieved 98 new members, 30 percent higher than goal. For 2021-22, the team has already achieved 86 percent of the membership goal, only three months into the membership year.

2020-2021 Membership Year (July 1 – June 30, 2021)	New Member Goal: 75 Actualized: 98 +31%	heavy pandemic impact period
2021-2022 Membership Year (July 1, 2021 – current)	New Member Goal: 75 Actualized: 65	with nine months remaining

Seven newly participating management/ownership groups have already invested in OHLA by bringing 100 percent of their properties into active membership. This resulted in 88 new property member hotels. Numerous other companies are reviewing formal proposals to do the same.

In addition to pure membership numbers, revenue is also important. For the 2021 Fiscal Year, OHLA had already achieved more than 100 percent of its budget for membership revenue by August, leaving five additional months to produce revenue in excess of budget.

(continued)

Property retention rates were 86 percent for 2020-21, just slightly below the 91 percent goal. For 2021-22, retention is already near the previous year percentage (at 85 percent) with more than half of the membership year remaining. Retention will exceed pre-pandemic levels for the current membership year.

Evaluation Measures: Success in membership sales is measured in terms of total number of members, retention percentage, numbers of new members not previously involved, and revenue produced. Related metrics include volunteers engaged, use of programs and partners, event attendance and award nominations produced. We seek more than a dues check from our members.

How the program was presented to the target audiences: The membership challenges presented during the pandemic inspired an opportunity to speak directly to those who had the most at stake with the success (or failure) of their properties – owners, managers and investors. OHLA created an OMI membership campaign to target these stakeholders and demonstrate what OHLA was doing, is doing and will do to support the success of our industry.

There are three key parts to the OMI Campaign, approaching the target market in three different ways – a broad sweep, then a narrower focus group and third a hand-selected, high-value targeted list.

Mock Invoices & Peer Open Letter

OHLA created a Mock Invoice that was mailed to every prospective property in the state providing an opportunity to join the association at a reduced rate, with an “act of intention” down payment. We mailed over 750 mock invoices and peer testimonial letters to prospective members.

Mock Invoices – New Prospective Member Flier

Another round of mock invoices was sent in 2021 alongside a newly developed prospective member flyer that communicated all that OHLA accomplished for hotels during the pandemic as a voice and advocate for our industry, in addition to highlighting the member benefits. This round of invoices included personal notes to management and ownership groups, emphasizing the opportunity to receive multi-property discounts. These handwritten notes were sent to current OMI groups that had no membership in OHLA and to those that had partial property commitment to OHLA. We mailed over 300 individual property invoices and 15 hand selected OMI groups.

“Together We Rise ... Don’t Get Left Behind” Personalized Promotion

This specialty, personalized promotion is designed to create FOMO and to demonstrate that “the industry is moving forward without your voice/your company/your team – without you.” The piece focuses on who makes up the voice of Ohio’s lodging community – identifying leadership, staff, OMI groups committed to the organization, volunteers, and more. The piece is unique because it will be individualized to call out the OMI group that is missing out. Each individualized promotional piece will be included in a handwritten and addressed card from the membership team. The laser-focused target list for this promotion is OMI groups that represent a large portion of the remaining prospective membership in Ohio including companies like Schulte Hotel Group, Aimbridge Hospitality and Hotel Equities.

(continued)

Entry Category: Member Programs

State: Ohio

Page 3

After seeing the success of targeted campaigns for Red Roof Inn properties in Ohio and a portion of the Aimbridge portfolio, and interest from Hotel Equities, we have field tested and improved a piece highlighting how these OMI groups with sizable portfolios and representing such a large portion of Ohio's lodging market (at least 5 percent of the total of licensed lodging properties), don't have a seat at the table and are not part of Ohio's greater lodging voice.

Supplemental Promotions

We continue to create non-member communications that highlight new programs and resources that are of particular importance to OMI Groups including instruction and advance notice of grant and pandemic funding, new and innovative programs such as a group 401(k) plan with national blue chip company partners, a new OHLA Wage Report, and opportunities to serve as part of our forward-thinking Innovation & Technology initiatives.

Additional information:

The strength of our overall membership sales efforts, and our increased value proposition, have produced similar results in the areas of sponsorships. We received our largest annual sponsorship in the history of the association, just under \$20,000, from one company completely new to OHLA.

See attached for examples of membership campaign materials.

Ohio Hotel & Lodging Association
175 S. Third St.
Suite 170
Columbus, OH 43215



INVOICE

Invoice #: 21000
Charges: \$758.00
Payments: \$0.00

Balance: \$758.00

General Manager
<<Property>>
31257 State Route 62
Salem, OH 44460

Charges

OHLA Membership Dues 2021/2022 – Property Member	\$758.00
	Total: \$758.00

Federal legislation provides that a portion of dues for representing your views to governmental individuals and agencies are not tax deductible. 12% of your membership dues are not tax deductible in conformity with this legislation.

Your membership in and support of OHLA ensures that your business and our industry will continue to have a strong voice, and that Ohio will be a leader in the travel economy. Our work to provide more support and assist with business recovery is only possible with your involvement.

JOIN TODAY FOR JUST

\$64.50*

*Must join by July 1, 2021. Remainder due December 31, 2021.
For questions, contact Lauren Stazen at lauren@ohla.org or (614) 461-6462.

This is a **quote** for membership for the Ohio Hotel & Lodging Association. **No payment is required.**



Working for YOU.

GETTING DECISION MAKERS TO LISTEN

- ▶ Securing hotel-specific rules and provisions in the CARES Act
- ▶ Garnering support for CMBS lenience
- ▶ Providing state and local policy guidance
- ▶ Securing allowance of Pandemic Property Tax Appeal



RAISING YOUR VOICE WITH LEGISLATORS



Providing support and resources for 8 bills directly related to pandemic relief



Securing meetings with legislators



Ongoing outreach to House and Senate leadership



Representing your voice on 9 state committees and task forces

BUILDING SUPPORT FOR YOU IN THE MEDIA



THE PLAIN DEALER



The Columbus Dispatch

COLUMBUSCEO

Dayton Daily News

CRAIN'S
CLEVELAND BUSINESS

The New York Times

- ▶ Gaining non-stop news coverage
- ▶ Providing current industry data
- ▶ Shaping the narrative through statewide news and media coverage

WE ARE JUST GETTING STARTED!



- ▶ Launched the first industry-wide enhanced cleaning standard — Safe Stay®
- ▶ Created the Back to Business Webinar Series and online resource center
- ▶ Planning campaigns to inspire travel
- ▶ Advocating for hotels in the Ohio legislature

Get checked-in to the industry! Make sure you're receiving OHLA updates.
Email michele@ohla.org



MEMBERSHIP BENEFITS

Get the most out of OHLA. Become a member!

Whether it's access to resources for navigating COVID-19 or receiving updates from the Ohio legislature, our members get inside access to the latest news and resources that can help their business.

OHLA MEMBER BENEFITS INCLUDE:



Up-to-the minute advocacy updates



Opportunity to have your voice heard by working with the OHLA team to address advocacy concerns and legislation that affects your business



Full access to Safe Stay[®] enhanced cleaning resources including:

- The latest guidelines and checklists
- Online training (free for independent properties)
- Safe Stay[®] logo and posters to display at your property to reassure guests and staff
- Enhanced industry-wide hotel cleaning checklist for compliance



Access to member discounts on CHA certifications, HCareers listings, music licensing and more



Access to the "Members Only" portal of Ohiolodging.com which includes:

- Supply/change reports
- Guides on taxation, ADA compliance, and anti-human trafficking
- State STR reports
- Members only resource center content



FAQs to address all your questions



Networking opportunities with other members at events and online

AND MORE!

**YOUR BUSINESS AND YOUR VOICE MATTERS.
JOIN OHLA TODAY!**

(FRONT)



IT STARTS WITH US.

...supporting you in countless ways.



COVID-19 CRISIS COMMUNICATIONS

130+



CONNECTIONS MADE

2K+

Through education, meetings and networking opportunities.

INDUSTRY LEADERSHIP SUPPORTING YOU

25 Board Members

60+ Committee Members

5 Professional Staff



IMPROVING YOUR BOTTOM LINE WITH

\$17M+

in cost savings programs

Stars of the Industry Nominations are OPEN!

Regional Deadline June 28

2nd Annual Charity Volleyball Tournament

September 18

OHLA Annual Conference & Gala

November 22-23
Hyatt Regency Columbus

(BACK)



Place this pin where OHLA earned your continued investment.

March 22, 2020

Hotels designated as essential businesses; remain open



June 1, 2020

RestartOhio requirements updated to allow banquet & catering

July 28, 2020

75th COVID Communication

September 14, 2020

COVID-19 liability protections signed into law



April 21, 2021

Measure to allow Pandemic Property Tax Appeals approved by Ohio Legislature

March 3, 2020

OHLA issues first COVID-19 guidance

April 2020

1st draw PPP Funding

June 1, 2020

50th COVID Communication



October 30, 2020

100th COVID Communication



TOGETHER **RISE** WE **RISE**



...don't get left behind

**HOTEL
EQUITIES**



Membership Benefits

Get the most out of your OHLA membership today!



100+
ALLIED
MEMBERS
MAKING UP ONE
ROBUST TRUSTED
ADVISOR NETWORK



85%
RETENTION
OF PROPERTY
MEMBERS
THROUGH THE
PANDEMIC



1 STATE LODGING
ASSOCIATION
WORKING TOGETHER
TO CONTINUE
BUILDING OHIO'S
LODGING COMMUNITY



RECORD-BREAKING
NUMBER OF NEW
MEMBERS
CLAIMING A SEAT
AT THE TABLE
THROUGH THE
PANDEMIC

REOPENING RESOURCES TO HELP YOU GET BACK TO BUSINESS



▶ SAFE STAY

Industry-wide enhanced cleaning standards to keep guests and employees safe.



▶ HOSPITALITY HELPING HANDS

Providing assistance to hotels and lodging professionals experiencing financial hardship.



▶ COVID RESOURCE CENTER & ALLIED RESOURCES GUIDE

YEAR-ROUND RESOURCES

- ▶ Advocacy updates
- ▶ Access to legal counsel and guidance
- ▶ FAQs to address all your questions
- ▶ Data to provide you insights
- ▶ Events/webinars to keep you informed
- ▶ Talking points to help with your media requests
- ▶ Social content to help you amplify your message
- ▶ Networking opportunities with other members at events and online
- ▶ Exclusive OHLA member-only discounts
- ▶ Turnkey toolkits on countless topics and issues

YOUR MEMBERSHIP SUPPORTS CRITICAL INDUSTRY INITIATIVES



▶ NO ROOM FOR TRAFFICKING

Resources to train your employees to comply with Ohio laws to combat human trafficking and avoid liability



▶ WORKFORCE DEVELOPMENT

Finding alternatives and options for labor during COVID-19 recovery



▶ FIGHTING FOR BUSINESS

Working to bring back more events, larger events and different types of events

LOGIN TO OHIOLODGING.COM AND ACCESS MEMBER-ONLY CONTENT

Visit Ohiolodging.com, click the login button at the top, enter your username and password.



OHIO HOTEL & LODGING ASSOCIATION
175 S. THIRD ST. SUITE 170
COLUMBUS OH 43215-5134
P: (614) 461-6462
info@ohla.org

Dear Hotelier,

The COVID-19 pandemic has the potential to have the largest negative impacts on the travel economy in history. Ohio has seen a loss of 29,700 direct hotel jobs and potential loss of \$242 million in state & local tax revenue loss generated by the hotel industry.

The past three months have demanded more of you and your team than ever before and OHLA continues to provide the resources that lodging professionals have come to rely on and expect to do business better. We have worked tirelessly for programs to support your business and reasonable guidelines that help you better protect your employees and guests, while continuing to support the industry to a recovery phase. Your state association has:

Ensured that hotel businesses be included on the list of Essential Business & Operations

"In late February, it became obvious that we were heading for challenging times with the onset of COVID-19...Our primary concerns were the actions that state officials were taking and the impact it could have on our industry. OHLA has, and continues to be, a steadfast partner and advocate for our industry. The valuable insight of Joe Savarise and his team to impress upon State officials early on, of the significant role that hotels play in our community was huge and ultimately led to the State including Hotels as "essential" during the shutdown period. This vital step has allowed hotels like mine to support our communities during this challenging time." -Jori Maron, CEO & Owner, MRN, Ltd.

Collaborated with lawmakers on legislation necessary to provide economic relief for our industry

"OHLA is my representation. It is important to stay involved in organizations such as OHLA and AAHOA regardless of one's role in the hospitality industry or political affiliation and to be well-informed of the issues affecting the industry both locally and nationally. This has been especially true over the past few months as we fought for tax relief, liability protections, direct funding, protections and relief in the CMBS lending market as a result of the COVID-19 pandemic." -Viren Patel, Managing Partner Image Hotel Management

Developed an extensive COVID-19 Resource Center

"As an independent property, I can't imagine trying to navigate through COVID-19 without OHLA's Resource Center. Information was sent out immediately any time the state made changes...I could quickly look to OHLA's COVID-19 Resource Center for answers on mandates, regulations, guidelines and other resources... [or] I'd contact the OHLA team...This was my one-stop shop." -Steve VanSickle, General Manager Sauder Heritage Inn & Campground

[continued on reverse]

Created the all-new OHLA Hospitality Helping Hands program

"I've always felt blessed to be a part of OHLA, but never so much as when I was able to provide my associates with the hope of financial support when COVID-19 stripped them of their livelihoods. Despite language barriers and limited access to computers and internet, my team was able to apply for Hospitality Helping Hands with the guidance of the OHLA team...As an employee of Commonwealth Hotels, our mantra is "Whatever it Takes", and it's apparent OHLA shares this same approach. I'm proud to be a member!" -Jennifer Ruiz, General Manager Courtyard by Marriott Dublin

Communicated special messaging, information & developments about COVID-19 daily

"One of the greatest challenges I have faced in operating our hotel during this time is sifting through the information overload we are receiving regarding COVID best practices & guidelines to ensure I am operating my hotel safely and legally. It has been invaluable having OHLA as a trusted resource during this time. Some of the best and most timely information has come from OHLA...and they will be able to guide me so that I can maximize my business opportunities while protecting our employees, guests and business."-Matthew Watson, General Manager Metropolitan at the 9

Served as a constant advocate for our industry

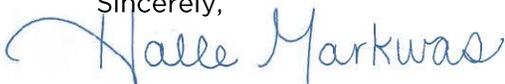
"In these unprecedented times, OHLA has been my voice when it comes to providing industry input and guidance to all policymakers who are involved in decisions that will allow more pre-COVID-19 operations, like the recent recommendations on events and mass gatherings. All indications are that hotel industry revenue for 2020 will continue to face headwinds. The work done by OHLA so far when it comes to advocating for economic relief steps necessary to avoid permanent damage and job loss in the hospitality industry, providing testimony in support of HB 606 and SB 308 has been invaluable."-Cristian Teusan, General Manager Embassy Suites Akron Canton Airport

In addition to supporting the entire Ohio lodging community, OHLA continues to provide exceptional value to its members by bringing meaningful content and education through 50+ in-person and virtual events per year, including targeted local lodging council meetings, special events like our Annual Charity Volleyball Tournament and Ohio's largest gathering of lodging professionals - the OHLA Annual Conference & Gala. OHLA works with leadership around the state to honor our brightest stars through the Stars of the Industry Awards programs and offers scholarships and continuing education for your team members. Through groups like the Unique Lodging of Ohio (ULO) Council and the Women in Lodging (WIL) Connect program, we continue to bring together sectors of our industry to provide professional growth and add depth and diversity to Ohio's lodging community. Through a robust network of Trusted Advisors, OHLA's Allied Members offer cost savings programs, discounts, exclusive offers, and expertise to OHLA property members, demonstrated in our annual print and online Allied Directory.

There has never been a better time to join your peers within the OHLA community.

We look forward to the opportunity to work with you and on your behalf.

Sincerely,



Halle Markwas, CMP, CTA
Director of Strategy & Engagement



2021 ISHA AWARDS OF EXCELLENCE APPLICATION

Entries must be for projects completed by September 1, 2020 through August 31, 2021.

Name JOE SAVARISE Title PRESIDENT & CEO
Association OHIO HOTEL & LODGING ASSOCIATION Email joe@ohla.org
City COLUMBUS State OHIO Zip 43215
Phone (614) 461-6462 Fax NA

Entry Category:

Education/Workforce Development – A program or project that introduces new employees, demonstrates an effective training mechanism, or otherwise enhances knowledge of our industry.

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

Governmental Affairs – A program or project that effectively communicates the message of governmental activities, or demonstrates success in championing an industry cause.

Member Programs – A program or project that shows performance results through increases in members or retention of members.

Public Relations – A program or project that positively highlights the activities of the association to external audiences.

Communications – A program or project that positively impacts the association's communication to members and stakeholders.

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

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

ENTRIES MUST BE RECEIVED NO LATER THAN OCTOBER 8, 2021