



NMHA ANNUAL MEETING

MAY 20, 2021



PURPOSE

AS THE VOICE OF THE INDUSTRY, NMHA WORKS TO SERVE AND SUPPORT THE NEW MEXICO HOSPITALITY INDUSTRY IN NEW MEXICO BY INFLUENCING AND INSPIRING ADVOCACY, EDUCATION, AND COLLABORATION.

DIRECTORS

Tania Armenta, **Chair**
Visit Albuquerque

Erica Asmus-Otero, **Vice Chair**
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Damen Kompanowski, **Secretary**
Sheraton Uptown

Parin Kumar, **Treasurer**
Ambience Hospitality

Tonya Stinson - Farmington CVB

Rochelle Miller-Hernandez -Visit Las
Cruces/City of Las Cruces

Karina Armijo – City of Taos

Jordan Guenther –Visit Santa Fe

Allan Affeldt – Plaza & Castaneda Hotels

Nate Mandalia – Classic Desert Aire Hotel

Paul Thompson – Santa Fe Valet

Ed Pulsifer – La Fonda on the Plaza

NMHA BOARD OF DIRECTORS

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Membership

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Chris Stagg, Taos Ski Valley

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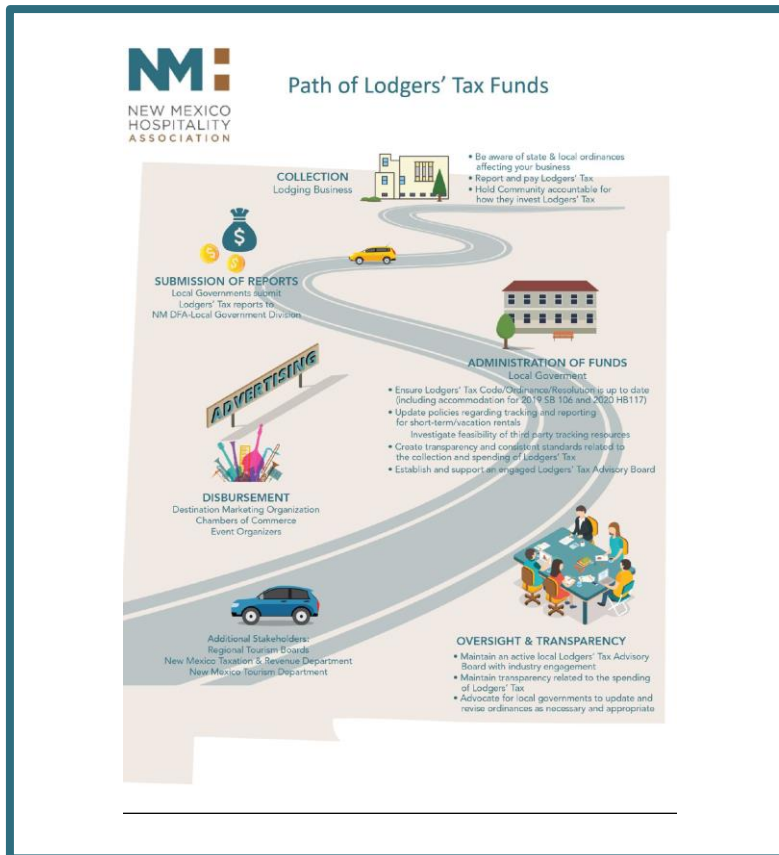
COMMITTEE CHAIRS

YEAR IN REVIEW



- Like our members, NMHA had to streamline operations by reducing overhead expenses and staffing.
- We focused on key projects and supported COVID19 related initiatives:
 - Completed the Lodgers' Tax Manual
 - Provided support for the development of industry CSPs
 - Participated in NM Safe Promise and NM Safe Certified
 - Focused on member communications about funding resources, public health order revisions, etc.

YEAR IN REVIEW - CONTINUED



- Worked with local, state, and national partners to communicate the economic importance of hospitality and tourism and industry issues related to the pandemic and recovery programs:
 - AHLA & AAHOA
 - New Mexico Finance Authority
 - Small Business Development Center Network
 - Interim Legislative Committees
 - Department of Workforce Solutions
 - Tourism Department
 - New Mexico Restaurant Association
 - Implemented our new OneClick Politics Advocacy Platform

NMHA – REPRESENTING THE INDUSTRY



2020 BOARD OF DIRECTORS

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Tonya Stinson

Rochelle Miller-
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Allan Affeldt

Damen Kompanowski

Nate Mandala

Paul Thompson

1420 Carlisle
Suite 109
Albuquerque, NM 87110

November 2, 2020

The Honorable Michelle Lujan Grisham
Governor, State of New Mexico
State Capitol, 4th Floor
Santa Fe, New Mexico

Dear Governor Lujan Grisham,

We write today to commend you and support your proposal to provide dedicated marketing funding for the New Mexico tourism industry. We appreciate that you recognize the enormous hardship the people and businesses in our industry have endured. This funding will provide necessary resources when the time is right to spark the engine of recovery. We share your passion to protect the health and safety of our communities, and we are also focused on the viability of our businesses and ensuring that all our employees have jobs to return to when it is safe to do so. The New Mexico hospitality industry is focused on minimizing the spread of COVID-19 and has demonstrated our strong commitment by significant engagement with the NM Safe Certified and NM Safe Promise programs.

Most of the current restrictions, however, penalize an already devastated industry while we have not seen evidence that shows many of these restrictions are the needed solution for the problem. As we head into an already slower season for much of the industry, we cannot continue to penalize businesses if the evidence is not there, as these decisions pose real and serious threats to many of New Mexico's businesses and jobs. We feel that recent actions, like the extended curfews, and efforts to expand contact tracing and generally promote enforcement, will help contain the spread of the virus in our state.

We remain concerned about the rising spread of the virus and every affected individual's health as well as the short and long-term impact of the continued travel and meeting restrictions on our member's ability to survive this crisis and be prepared for the eventual recovery. New Mexico is currently one of the strictest states in regard to travel restrictions, event sizes and restaurant operations, yet we have not seen clear evidence that travel and visitation to safe certified lodging and tourism facilities is a verified and significant cause of viral spread. We have multiple layers of safety measures in place that allow us to safely host guests and conduct scaled gatherings that adhere to CSP standards and social distancing protocols. These measures not only protect our guests but also our employees, and as an industry we have taken the widespread enforcement of these safety measures very seriously.

With the proliferation of public safety options that avoid wide scale economic shutdowns, we remain committed to working with state and local officials to develop well thought out and comprehensive alternatives that are clear and easily implemented. Those alternatives include stricter enforcement options, targeted restrictions that focus on proven viral "hot spots" where social distancing is difficult, expanded but clear and

- NMHA represented the industry with direct communication to policy makers, OpEd campaigns, and member outreach campaigns to the governor and key staff regarding:
 - CSP Development
 - Impact of travel restrictions on the industry
 - Industry challenges
 - Industry commitment to safety
 - Importance of funding industry recovery

NMHA – REPRESENTING THE INDUSTRY

New Mexico
Hospitality
Association
Presentation

Economic & Rural
Development
Committee

August 3, 2020



NMHA staff and our lobbyist represented the industry at interim committee meetings to share the impact of COVID on the industry and to stress the importance of policies and funding strategies that supported industry recovery.

NMHA – REPRESENTING THE INDUSTRY



- The 2021 Virtual Legislative session presented unique challenges. NMHA was able to utilize our new OneClick Politics advocacy platform to create campaigns that allowed our members to communicate directly with policy makers about important policy issues. Our members participated in 5 advocacy campaigns that resulted in more than 9500 emails going directly to legislators.
- NMHA staff, our lobbyist, and members were present at all committee sessions where industry interests were discussed.

ADVOCACY HIGHLIGHTS



- In total, there were roughly 850 bills introduced during this modified 60-day session. Among the most relevant to the tourism industry were:
 - 1) Paid Sick Leave;
 - 2) Increases to the Corporate Income Tax rate;
 - 3) a 1% increase to the Health Insurance Tax;
 - 4) Per Diem increases;
 - 5) Private Right of Action;
 - 6) Worker's Comp claims for workplace COVID contraction;
 - 7) Broad alcohol licensure reform;

ADVOCACY HIGHLIGHTS - CONTINUED



- 8) Revisions to the Small Business Loan Recovery Act;
- 9) Tax Holiday for Restaurants and Bars;
- 10) Minimum Wage Increases;
- 11) Exempt Social Security Income from GRT;
- 12) efforts to promote solvency of the Unemployed Insurance Fund;
- 13) a number of bills to promote the expansion and development of broadband infrastructure; 14) Recreational Cannabis; and,
- 15) a number of other COVID recovery initiatives.

ADVOCACY HIGHLIGHTS - CONTINUED



- With respect to the state budget, the legislature passed a \$7.44 billion budget for FY22, which is an increase of 4.9% over the current budget. Much of the \$344 million increase, will be used to restore general fund dollars to costs temporarily covered by federal funds and to maximize federal matching programs for, among other things, infrastructure improvement and Medicaid reimbursement rates. The proposed budget will also leave New Mexico with healthy general fund reserves for FY 22 of roughly \$1.77 billion, or almost 24% over current budget expenditures.
- The state and local governments will also be eligible for significant Federal COVID relief funds through the American Rescue Plan that will further supplement the \$7.44 billion budget.

ADVOCACY HIGHLIGHTS - CONTINUED



- Of note, HB 2 contains:
- 1) a one-time appropriation of \$7 million in general fund dollars;
- 2) just over \$21 million for the Tourism Department's FY 21 budget, with \$12.5 million for marketing and promotion and \$1.4 million for the NM Magazine;
- 3) \$85 million appropriation of new federal funding for broadband related infrastructure and planning efforts that supplanted state funds previously intended to be used for said purposes; and,
- 4) appropriation of new federal funds of \$100 million for lottery scholarships, \$100 million for the LEDA closing funds, \$200 million for roads, and \$600 million for the state's depleted unemployment fund

ADVOCACY HIGHLIGHTS - CONTINUED



- Given the nature of the 2021 session and our limited ability to interact with members, the session was not as bad as it could have been. However, this session should serve as a wake-up call to the business community that they need to collectively engage more in the political process and work cooperatively to re-establish a more business- friendly presence in the Legislature.
- While Paid Sick leave is probably the most significant and negative bill that passed, we should have one more chance to propose amendments to the ACT during the next legislative session because the implementation date is July 1, 2022.

2021 TRENDS/VIRTUAL ROUNDHOUSE HIGHLIGHTS

WWW.VIRTUALROUNDHOUSENM.COM



**VIRTUAL
ROUNDHOUSE
OF NEW MEXICO**

JANUARY 11 - MARCH 20, 2021



The Virtual Roundhouse will be a digital replacement of the components and events you are used to experiencing on the legislative social calendar and in-person at the roundhouse.
Access each session **FREE**

VIRTUAL ROUNDHOUSE KICKOFF, JANUARY 11th, 9:30 AM - 5:00 PM
ROUNDHOUSE SOCIAL CALENDAR EVERY TUESDAY AT 7:30 AM, JANUARY 19 - MARCH 16

- **LEGISLATIVE OFFICE HOURS** - Connect with elected officials from across the state in one-on-one video chats
- **CABINET CORNER** - Hear Cabinet Secretaries and department heads discuss their legislative priorities
- **BUSINESS DAY** - A Statewide Economic Strategic Action Plan
- **TRENDS CONFERENCE** - Conversations regarding tourism and hospitality industry

- The Virtual Roundhouse was designed to create public access for the entire state during the virtual session. In addition to our TRENDS conference content, we had more than 40 presentations from organizations around the state on topics like tourism, economic development, public access, and education.
- More than 700 attendees for the January 11 Trends conference, and more than 2000 participants for the entire 10-week Virtual Roundhouse program
- Continuation of Bridging Business & Government Partnership with ACI (now the New Mexico Chamber) and Santa Fe Chamber
- Raised more than \$15,000 for NMHA programs

WHAT'S AHEAD FOR NMHA -



- **NMHA will be hosting a state-wide tourism conference in November 2021 at the Albuquerque Convention Center!**
- We are establishing a Hospitality Industry Job Board to promote the quality and quantity of jobs available across the state. For the foreseeable future, NMHA will focus on Industry Workforce Development with our state and national partners.
- We are launching the “Be Patient, Be Kind, Be Respectful Campaign”.
- We will be hosting Lodgers’ Tax Trainings around the state.
- We will continue to expand our OneClick Politics platform to educate policy makers about the important issues facing our industry.
- We will represent the industry during the interim session to promote the needs of the industry.



For Information on this presentation or how you can become engaged with NMHA, contact:

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New Mexico Hospitality Association

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Albuquerque, NM 87110

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