



IMPROVING AN IMPROVEMENT DISTRICT

Through a unique partnership with the California Hotel + Lodging Association (CHLA), improvement districts can upgrade their offerings to hotels with additional services such as requisite training, operational advice, free legal advice, and industry advocacy.

Whether it's a tourism improvement district, a tourism business improvement district, a tourism marketing district, or a hotel marketing district - the California Hotel & Lodging Association (CHLA) provides services to accentuate any improvement district. CHLA keeps hotels informed of everything they need to know through CHLA's award-winning **Hotel Weekly** and **Member Alerts**, in-depth seminars, and multiple conferences. And CHLA provides outstanding operational resources such as required training and including our quick and easy summaries called **Fast Facts**, that address the most important issues facing California hotels. CHLA even has the **Stars of the Industry**, an award program to celebrate the best-of-the-best and recognize outstanding employees and hotels.

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CHLA protects the rights & interests of the California hotel industry.
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CHLA can also supplement a district's sales and marketing activities for the oft-neglected boutique and bed and breakfast segments via the California Association of Boutique + Breakfast Inns (CABBI), driving awareness and reservations via a consumer website, blog, and newsletters, sophisticated online and public relations campaigns and educational opportunities specifically tailored to these segments.



PARTNER WITH CHLA

To schedule a presentation to the improvement district stakeholders or to learn more about the many improvement districts which have benefitted from a CHLA partnership, please reach out to **Sandra Oberle, CHLA's Membership Director** at **916-554-2662** or via email at **sandra@calodging.com**.

EDUCATION SERVICES

The more hotels know, the better they can serve their guests and protect their valuable employees. Recent educational opportunities include:

- ADA Compliance
- Cal/OSHA Housekeeping Compliance Review
- Guests & Cannabis
- COVID-19 Issues
- Police Interactions

TRAINING & OTHER SERVICES

CHLA is a one-stop resource for hotels to keep them in compliance and to protect their investments, save money, and improve operations.

- COVID-19 Hotel Plan and Training
- Cal/OSHA Housekeeping Plan
- Sexual Harassment Training
- Human Trafficking Training
- Room Rate Cards/ Employee Posters
- Room Cards for Water Conservation
- ADA Lawsuit Protection
- Clean & Safe Certifications
- Free Legal Advice