

MMHLA

March 2017

Metropolitan Memphis Hotel & Lodging Association

MMH&LA - the source for information and education, and the advocacy voice for the hotel and lodging industry in the metropolitan Memphis area.

March 22nd Luncheon with Don Farrell

You don't want to miss this event. Bring along your team and get pumped up for a great 2017!



Don Farrell
Founder & Chief
Cultivating Officer
of Fresh Revenues

Don Farrell gets to travel the world showing his clients (hospitality and non-hospitality) how to make more money. He is going to spend an unfiltered 40 minutes with us sharing some of the tactical things that are really resonating with all levels of clients today. He assures that everyone will walk away with something new that they can apply to their own business to help them generate consumer loyalty and revenues.

When: Wednesday, March 22, 2017 - 11:30 AM - 1:00 PM

Where: Hilton Memphis, 939 Ridge Lake Blvd

RSVP: Email admin@mmhla.com or call 901-581-5618



SOUTHERN LODGING SUMMIT

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19TH ANNUAL LODGING INDUSTRY UPDATE: THE GUEST HOUSE AT GRACELAND 2017



A big thank you to our sponsors!



Ferguson's Ron Ferrara in a booth with their array of swag and information on their company



Charlie Swan (CGS Investments), David Pear (Pinkowski & Company), Wayne Tabor (Holiday Inn Downtown)



Wayne Tabor (Holiday Inn Downtown) and Keith Hess (Guest House at Graceland)



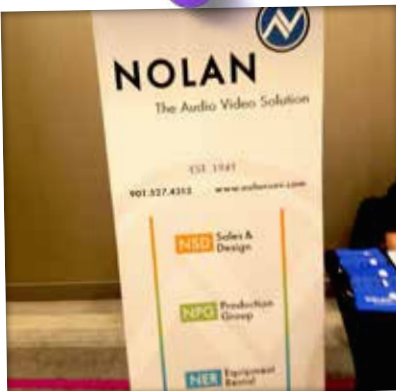
Craig Marshall (Hampton Inn & Suites Beale Street), Noe Cerrato (Summit Management Corporation) and Lisa Bass (Summit Management Corporation)



Craig Marshall (Hampton Inn & Suites Beale Street) with Chuck Pinkowski (Pinkowski & Company)



Chuck Pinkowski (Pinkowski & Company), Kevin Pinkowski (Pinkowski & Company), Ron Lustig (Earl Swensson Associates), Ian Engstrom (Smith Seckman Reid, Inc)



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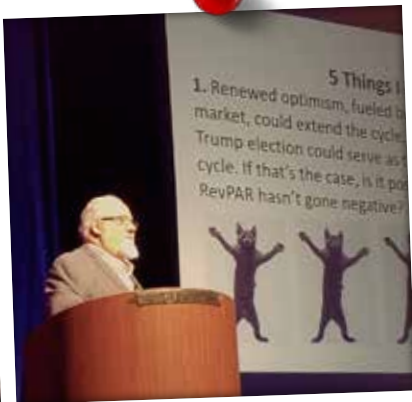
The Guest House at Graceland banner showing off the facilities



Adrian Kurre (Global head for Homewood Suites & Home2 Suites by Hilton), Larry Jensen (CEO Cushman & Wakefield Commercial Advisors) and Jeff Higley (Editorial Director at HotelNewsNow.com)



Chuck Pinkowski (Pinkowski & Company), gave a speech on the health of the hotel market here in Memphis



Jeff Higley (Editorial Director at Hotel-NewsNow.com) shows off his dancing cats in reference to the current optimism around the lodging market in the coming years



Adrian Kurre (Global head for Homewood Suites & Home2 Suites by Hilton), speaks about where the hotel industry is headed in development, branding and service

Golf Tournament



June 21st
1:00PM
at North Creek Golf

Speaker's Quotes

Larry Jensen:

"Great Things are happening in Memphis. Over a half billion dollars in new commercial construction is happening here."

Jeff Higley:

"Trump, love him or hate him, he has been good for the hotel industry. Also, continued positive growth - another great year for the industry."

Adrian Kurre:

"The job of the hotel industry is to spread the light and warmth of hospitality."

Chuck Pinkowski:

"Memphis' occupancy is strong. Average daily rate is up for this year. Predict another strong year ahead."

Be looking for the...



2017 MMHLA BUYERS GUIDE



...Coming Soon!

PRESIDENT'S MARCH 2017 LETTER



Wayne Tabor
President MMHLA

The Industry Update last month was a huge success. Thanks to Chuck Pinkowski for putting it all together.

Our monthly luncheon will be held at the Hilton Memphis on March 22nd. We will hear from Don Farrell, Founder and Chief Cultivating Officer of Fresh Revenues. Make sure you bring your sales and revenue

teams. Don's presentations are always creative, thought provoking and motivating. You will surely take away some great information that will help your future sales efforts.

Several of us members were in Nashville this week calling on our state legislators for the TnHTA Day on the Hill. We talked to them about the effect that Short Term Rental Properties (Airbnb and VRBO'S) are having on our industry, and how they should pay bed tax and have some regulation like we do, in order to even the playing field. They were supposed to start paying bed tax here in Memphis in March of this year, but the city allowed them to push it back until April. Short Term Rental Properties need regulations like hotels. Currently, we are working on a couple state bills that will require them to follow regulations. For the past several years, many local city councils and county commissions have started to regulate and tax

STRP's. Airbnb / VRBO companies are now trying to circumvent local zoning regulations by filing a state preemption bill that allows STRP's to be built in any zoning district at any time regardless if there are objections by the local government and / or citizens. TnHTA opposes this Airbnb / VRBO bill - HB 1020 by Rep. Sexton / SB 1086 by Sen. Stevens. TnHTA has filed a compromise bill SB 372 / HB 497 by Rep. McCormick and Sen. Overbey which promotes a level playing field and still allows local governments to control zoning and reasonable safety regulations. Also, any bills that authorize a lodging/occupancy tax, TnHTA asks for local hotel feedback and will fight to dedicate 100% to support tourism that creates actual overnight stays.

We are also working on a Liquor Bill this year. The TnHTA Liquor Bill supports a variety of cleanup issues that our members and restaurant caucus have advocated for and the bill is designed to lead to less regulation and enhance customer experience at both restaurants and lodging properties. Some of these issues include clarification how

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liquor tax is reported on receipts, deleting most of the confusing liquor infusion requirements, online server testing, consistent regulations and enforcement, and fair liability for liquor violations to the owner of the food/lodging establishment and employees. There were other bills that also affected our industry that we need to watch. We will keep you posted.

In our next newsletter, we will have an update on the renovations for the Memphis Cook Convention Center, so be on the lookout for that information. Until then, see you around town and send me your over flow!

Wayne D. Tabor
President MMHLA

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WWW.MMHLA.COM

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2017 CALENDAR

Dates & locations subject to change. (*Indicates change from normal 3rd Wed. of month)

If you would like to volunteer a venue or present a luncheon program please contact Deanna Ross. Her number is in the MMHLA Officers & Board box on the cover under MMHLA Office.

Mar. 22 - MMHLA Luncheon

Hilton Memphis - 11:30am - 1:00pm

Apr. 4 - BOD Meeting

8:30am-10:00am - Sheraton Downtown

Apr. 19 - Stars of the Industry

11:30am - 2:00pm - Peabody Memphis

May 1-2 - TnHTA BOD Meeting

Kingsport, TN

May 2 - BOD Meeting

8:30am-10:00am - Hilton Memphis

May 17 - MMHLA Reception

4:30pm-6:30pm - Madison Hotel

May 17-18 - AHLA Legislative Action Summit

Washington, DC - Capital Hilton

June 21 - MMHLA Golf Tournament

1:00pm - North Creek Golf

August 29-30 - Southern Lodging Summit

Memphis



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