

## Partial List of HTA's Accomplishments 1994-2009

The Greater Charlotte Hospitality & Tourism Alliance (HTA) was established in October of 1994 by the leaders of different segments of the industry (hotels, restaurants, attractions, allied businesses) as a full-time association, fully funded by its membership, with a mission to proactively promote, protect and serve the region's industry and the entire membership. The following is a partial list of the HTA's accomplishments since its inception:

1. Fourteenth year of successful operation as an association representing more than 800 businesses in the Charlotte area and being known as one of the most effective business organizations in the Carolinas.
2. Responsible for pioneering a pro-active leadership mentality for the local hospitality and tourism industry.
3. Establishing civic and political clout, as well as relationships for hospitality and tourism business through relentless representation for the industry, in order to create the awareness, respect and influence which was needed to empower us to lead the growth and development of our remarkable industry.
4. Responsible for initiating and leading efforts which resulted in creation of the Charlotte Regional Visitors Authority (CRVA).
5. Has relentlessly been initiating, leading or involved with efforts to pass local ordinances or state legislations which are pro-industry and business, while preventing ordinances and legislations which could have created unreasonable challenges and cost for hospitality related businesses or businesses in general.
6. Has proudly been leading initiatives which were required to create recognition and respect for hospitality related jobs, in order to effectively address industry related workforce development opportunities, challenges, recruitments and retention.
7. For the past decade, the HTA has been a major part of initiating, leading or actively participating in development of all major hospitality and tourism related projects, and initiatives which have made our region a formidable visitor's destination. Projects include the Charlotte Convention Center, Westin Hotel, the new Bobcats arena, NASCAR Hall of Fame, Arts and Cultural facilities/Wachovia Project, etc.
8. Has proudly been a valuable resource and partner for other industry related, business, civic and charitable organizations and has participated in a large number of worthy projects aimed at making our community a better one for all deserving residents.

**\*\*For membership information, please call the HTA office at (704) 331-0079 or email us at [info@charlottehta.com](mailto:info@charlottehta.com)\*\***