

Helping Members with Growing Their Business, is HTA's Business

- Increasing business opportunities for members
- Serving as a resource, consultant, and extension of business development for members
- Addressing business challenges for members

Our **Passion, Pride, Persistence**

enable us to achieve our mission

In 2022, the Greater Charlotte Hospitality & Tourism Alliance (HTA) will do its part to....

- Focus on having a **safe community**, as **public safety** is vital for our continued growth and prosperity
- Do our part to assure our **International Airport (CLT)** and **Airline (American Airlines)** to stay strong and continue to thrive.
- Enhance Charlotte area's status as a fantastic **Business Capital** to retain and enhance **Corporate Business** while positioning the city for more corporate headquarters' relocations
- Enhance Charlotte's status as a premier **convention and event destination** and focus on improving our area's tourism infrastructure and promotions.
- Making Charlotte a destination for **medical tourism**
- Proactive involvement in community wide issues of **transportation, education, workforce development, job creation, housing and homelessness**.
- Serve as a **resource** for members to address concerns for **eviction ban issues, CMPD policies, ABC and ALE** actions.
- Prepare for the **mega races at the Charlotte Motor Speedway, mega events at the Bank of America Stadium (college football games, concerts, NFL games, bowl game, ACC Football Championship, MLS & International soccer games), 2022 ACC Baseball Championship, 2022 President's Cup, 2023 and 2024 Wells Fargo Golf Championship, 2025 PGA Championship** and other major upcoming events
- Assist with the journey of bringing the **2024 DNC (Democratic National Convention), 2025 ACC Basketball Tournament, 2025 NFL Draft, 2026-2030 CIAA Tournament** and a **Super Bowl** to Charlotte. Active involvement in upgrading **Charlotte Motor Speedway** to attract and accommodate more mega tourism generating events and involvement in the recently approved **\$275 Million** major enhancement of **Spectrum Center** and creation of a new entertainment district in the Center City.



HTA's Corporate Partners (\$5000 annual investment)

ABC Invest. & MGMT Co. (Choice Hotels, Hiltons...)	Home Depot Pro/P&G
Adams Outdoor Advertising	HREC Investment
AE Global Media	InTown Suites
Airbnb	JE Dunn Construction Company
Allegiance Merchant Services	Juneberry Ridge
American Airlines	Lowe's Pro Supply
Arrya Hospitality	Mastertent USA, Inc.
Atrium Health (Global Healthcare Services)	The McIntosh Law Firm
BarSkout, LLC	Media Arts Collective
Beacon Invest. & MGMT Group (Hyatt Place, Hiltons..)	MCRE, Inc.
Béné Tipping	The Men's Club
Carolina Panthers	NASCAR
Carowinds	Novelty House/Havana Smoke
Carrier Enterprise	Northlake Mall
Casco Signs, Inc.	Northwood Hospitality (Ballantyne Hotel, Marriotts,...)
Catawba Two Kings Casino	ODELL, a LaBella Company
Charlotte Hornets	Paradies Lagardère
Charlotte Independence Soccer Club	The Park Expo and Conference Center
Charlotte Knights Baseball Club	Peak Limo
Charlotte Motor Speedway	Pepsi Bottling Ventures
Charlotte Prime, LLC (Ruth's Chris,...)	Plate Perfect Catering by FS Food Group
Charlotte Regional Buisness Alliance	Princess Street Partners (Five Guys,...)
Charlotte Regional Visitors Authority (CRVA)	Pye Barker Fire & Safety
ChowNow	REDLEE/SCS Inc.
Clinicians Advocacy Group, Inc.	Scott Brown Media Group
Coca-Cola Consolidated	Sheraton Charlotte Hotel -
Costello Commercial	Le Meridien Charlotte
Crown Cab	Shred Industry Solutions Inc.
Davco Roofing & Sheet Metal, Inc.	Shree Ganesh (Econo Lodge)
Direct Power	Simon Shopping Destinations
Diversey, Inc.	(SouthPark Mall, Prem. Outlets, Concord Mills,...)
Dream World Travels	Sinacori Builders
ECE	Spectrum Enterprise
Ecolab	SREE Hotels (Marriotts, Hiltons, ...)
Emma Allen State Farm	Steak 48
Enterprise Rent-A-Car / National Car Rental	Studio Displays
Evolution Event Solutions	TK Elevator
FDY	Turner Construction Company
Ferguson	UBIQuity Resources Group, Inc.
Gastonia Honey Hunters - Baseball Team	Undergrads LLC
GMR	Universal Access LLC.
The Gold Club	The WashRoom Laundry Service
Granite Insurance	The Whiting-Turner Contracting Company
Hampton Inn & Suites	WIMS Consulting, Inc.
Southpark @ Phillips Place	Wintergreen Hospitality
HMS Host	Yellow Cab Company of Charlotte



HTA's Corporate Sponsors (\$2500 annual investment)

204 North Kitchen & Cocktails	I.T. Hospitality Solutions
3VSJ USA LLC	The Ivey's Hotel (MRK Hotels)
5 - Star Supply Company	JM Cope, Inc.
AC Hotel Charlotte City Center	The Johnson Group
A.C.E. Academy Charter School	JOLT Energy Group
ADP, LLC	JW Marriott Charlotte
AT&T North Carolina	Keaton Barrow Realty Inc.
Baker Roofing Company	Kimpton Tryon Park Hotel
Barton Malow Company	KW Commercial SouthPark/Akers Group, LLC
Binaco Real - Estate Development	Level Up Logo
BMS CAT NC	Lincoln James Capital
Booking.com	Marcus & Millichap
CAA ICON	NFP
Cabarrus County Convention & Visitors Bureau	ODA Architecture
Carolina Craft Legal	The Olde Mecklenburg Brewery
Carolina Premium Beverage	Parking Management Company
CertaPro Painters Salisbury/Concord/Gastonia & Charlotte	Party Reflections Inc.
Charlotte Checkers	Paul Davis Restoration
Charlotte Destination Group	Poblocki Sign Company
Charlotte Palm Restaurant	The Press Box Bar & Grill
Charlotte SouthPark Marriott/Renaissance/AC Hotel	Prestige Hospitality Group, LLC
Charlotte Tennis Association	Progressive AE
Chetola Resort	Publix Super Markets
Cleveland Construction	Qwick
CN Hotels (Hiltons,...)	Ratcliffe Golf Services, Inc.
Commercial Green Solutions, LLC	RBA Group Architects
Curated Events	Residence Inn Uptown The Dunhill Hotel + The Asbury Restaurant
DoubleTree Suites by Hilton Charlotte-Southpark	Royal Cup Coffee and Tea
DPR Construction	S&D Coffee
Dream Hospitality LLC	S B & J Enterprises (Wendy's,...)
The Drip Lounge	SEGRA
Duke Energy	Sentinel Risk Advisors LLC
ECS Limited	Seven Jars Distillery
Embassy Suites by Hilton Charlotte Uptown	Sheraton Charlotte Airport
Embassy Suites Charlotte Concord Golf Resort & Spa	Shreeji Hotel Group
Emerald Financial Group	Shumaker, Loop & Kendrick, LLP
Empire Distributors of North Carolina	ShutterBooth
Fairfield Inn & Suites Charlotte Uptown	Spangler Restoration
First Citizens Bank	Spectrum Reach
Galleries 811	Spirides Hospitality Finance Company, LLC
Gardner-Webb University	Stevenson Development / Grace Outdoor
GDC Supplies, Equipment & Contracting, LLC	Stewart
GoPlaySave	Sunshine Cleaning Systems
Grand Bohemian Hotel Charlotte	Sunway Charters
Hendrick Construction Inc.	Swinerton
Hendrick Luxury Group	Sysco Food Services of Charlotte
Hendrix Business Systems, Inc.	Tara Investments
Hilton Garden Inn & Hampton Inn Charlotte - Uptown	Trevi Partners, LLC
Hilton Garden Inn Charlotte Airport (Naman Hotels)	Truliant Federal Credit Union
Hilton Charlotte Uptown	Tryon Distributing Company
HMV Properties	United Hospitality Services, LLC
HNTB Corporation	The UPS Store
Homes with Cachet	Urban Trends Real Estate
Homewood Suites and Hilton Garden Inn SouthPark	US Foods
Hospitality Furnishings & Design, Inc	Visit Lake Norman
Hyatt Place Charlotte Downtown	The Westin Charlotte
Hyatt House Charlotte Center City	
Inpro®	

Hospitality and Tourism Industry in Mecklenburg County

(Actual Figures for FY 1995, FY 2015, FY 2019, FY 2020, FY 2021 and projections for 2022 - 2025)

	1995 actual	2015 actual	2019 actual	2020 actual	2021 actual	2022 projections	2025 projections
Industry's Economic Impact	\$1 Billion	\$5 Billion +	\$5.95 Billion +	\$4.9 Billion	\$4.7 Billion	\$5.3 Billion	\$5.95 Billion+
Sales Tax Revenue Impact	\$60 Million	\$363 Million	\$445 Million	\$251 Million	\$230 Million	\$270 Million	\$445 Million
Employment Impact	30,000	60,000	85,000	75,000	65,000	85,000	100,000
Room Revenue	\$174 Million	\$647 Million	\$806.2 Million	\$557.5 Million	\$342.6 Million	\$445.5 Million	\$806.2 Million
8% Occupancy Taxes Revenue	\$10.4 Million	\$51.76 Million	\$64.5 Million	\$46.2 Million	\$27.4 Million	\$35.6 Million	\$64.5 Million
Food & Beverage Revenues	\$807 Million	\$2.92 Billion	\$3.66 Billion	\$3.03 Billion	\$2.98 Billion	\$3.4 Billion	\$3.66 Billion
1% Food & Bev. Tax Revenue	\$8.07 Million	\$29.2 Million	\$36.6 Million	\$30.3 Million	\$29.8 Million	\$34 Million	\$36.6 Million

****This chart and projections were compiled by the Greater Charlotte Hospitality and Tourism Alliance (HTA) and indicates HTA's specific goals of increased revenues for the lodging and food & beverage industries in Mecklenburg County. These specific and measurable (due to existing taxes) revenues directly and indirectly impact HTA's entire membership in the Greater Charlotte Area**

Actual figures for occupancy and food & beverage tax revenues are gross taxes collected by Mecklenburg County Tax Collector's Office for FY 1995 (July 1994 - June 1995), FY 2015, FY 2019, FY 2020 and FY 2021 (July 2020 - June 2021)

Partial List of HTA's Accomplishments (1994 – 2022)

As a solid **voice** of region's hospitality business, a **political force**, **visionary leader** and **relentless advocate** for making Charlotte area a **great destination** for the past 28 years, HTA has been a leader and proactive participant in numerous major initiatives to include:

- Continuously having relationships with **decision makers** whose actions are vital in making our region a fantastic place to live, work, and visit
- Establishment of the **CRVA** (Charlotte Regional Visitors Authority)
- Building the **Charlotte Convention Center** and helping with its recent **\$126 Million upgrade**
- Building the **Westin Hotel**
- Building the **Spectrum Center** and active involvement with its recently approved **\$275 Million** investment to upgrade it and transform existing **transit center** to an entertainment district
- Building the **NASCAR Hall of Fame** and the addition of the **Crown Ballroom**
- Building Charlotte's **\$200 Million arts and cultural complex**, renovating **Bojangles Coliseum** and building of Charlotte's **Light Rail** system
- Building the **Charlotte Knights Baseball Complex** and preparing to upgrade it
- A primary leader in efforts to keep the **Carolina Panthers in Charlotte**, upgrading their stadium, and making it a better asset to attract more tourism – generating events
- Active involvement in working with the **City** of Charlotte, **CRVA**, and other partners in attracting major tourism conventions and events, such as the **2012 Democratic National Convention (DNC)**, **CIAA Tournament**, **2019 NBA All Stars**, **2020 Republican National Convention (RNC)**, **college football games**, ACC Championship games, International soccer games and mega concerts
- Being a relentless advocate for continues prosperity of our remarkable **airport (CLT)** and our airline (**American Airlines**)
- Building of the **Zmax Dragway** in Concord, **Matthews Regional Sportsplex**, and the rebuilding of center city's **Memorial Stadium**. Proactive involvement in helping Charlotte secure an **MLS** (Major League Soccer) **team**

HTA Annual Meetings & Events

- Quarterly General Meetings
- Annual Dinner & Gala Event
- Business Showcase
- Board of Directors Meetings
- Numerous Corporate Networking Events
- Quarterly Golf Tournaments
- Two Clay Shooting Events
- Annual Candidates Reception

Helping Members with Growing Their Business, is HTA's Business

HTA Committee Action Items for 2022

I. Business Development & Governmental Relations Committee

- Active involvement in **2022** elections
- Regular **meetings** with elected and appointed officials
- Legislative **visits** (funding for law enforcement, law enforcement academy scholarships, domestic violence prevention, hotel safety legislation, online sports betting)
- Assist with appointing members to **governmental** boards
- Addressing Charlotte's **public safety** challenges, frequent area meetings with **CMPD** and assisting law enforcement with **funding** and **labor** challenges
- Better utilize and promote the beautiful new center city **Memorial Stadium**
- Active involvement with efforts for:
 - Continuous enhancement of Charlotte Douglas International Airport (**CLT**)
 - Retaining existing corporations and recruiting new major businesses to Charlotte's region
 - **Retain** and **enhance** major tourism assets/events, enhance regional tourism promotions for **family travels** and **travel for shopping to Charlotte** (Zara, American Girl Store, etc.)
 - Building a major **tennis** complex and an **indoor amateur sports** complex
 - Building a mega **warehouse** for ABC in Charlotte area and addressing **ABC issues**
 - Building a **conference center** in the Lake Norman area
 - Building a new **aviation museum**
 - Upgrading **Spectrum Arena, Bank of America Stadium, Truist Field, Charlotte Motor Speedway, Charlotte Convention Center, Harry L Jones Golf Course**, and amateur **sports facilities**
 - Recruiting **mega** events (NFL draft, Super Bowl, NBA All Stars, NASCAR All Stars, 2024 DNC, CIAA Tournaments, International soccer games, college football games, music festivals & concerts, amateur sporting events, etc.)
 - Making Charlotte a national and global destination for **medical tourism**
 - Reviving Charlotte's **music history**
 - Reviving the **Northlake Mall** and the **Epicentre**
 - Building of new **transit center**
 - Addressing challenges for Charlotte's **cab** companies
 - Addressing Charlotte region's traffic and regional **transit** needs
 - Addressing Charlotte's **housing** issues/**rezoning** challenges

II. Public Safety Committee

- Addressing Charlotte's **public safety** challenges, frequent area meetings with **CMPD** and assisting law enforcement with **funding** and **labor** challenges
- Resolving hotel transient guest status for North Carolina
- **Domestic violence** prevention (state's involvement)
- Law enforcement academy scholarships (funding), addressing crimes by the mentally ill homeless

III. Membership Engagement & Community Relations Committees

- Providing members with the best meetings, events, and activities to enable them to build and enhance business relationships
- Individual meetings with Corporate Members to consult with and connect them with targeted decision makers
- Constantly encourage members to do business together

- Engaging HTA members with community wide issues of political leadership, **public safety, education, transportation** and region wide **economic development** and specific **community relations initiatives**
- Assist with appointing members to **governmental** boards

IV. Workforce Development Committee

- Assisting members with **labor challenges**
- Working with Charlotte Mecklenburg Schools, colleges and universities and **starting** a 4 year hospitality program at **UNC Charlotte**
- Active involvement with the City of Charlotte's efforts to address labor challenges
- Addressing public transportation and parking costs

Charlotte Area's Vital Tourism Driving Catalysts

1. Continuous prosperity of **Charlotte Douglas International Airport** (as a hub) and **American Airlines**
2. Thriving **Corporate travel business, medical tourism** and expanding **office space**
3. Vibrant **conventions** and **events** destination
4. **Professional sports** and sporting events
5. **Amateur sports** and sporting events
6. Vibrant collection of **museums, arts, attractions, nightlife, entertainment, shopping** and other tourism related assets.
7. **Smart growth** of our region's **accommodations** and **dining** packages
8. Continuous relationship building efforts with **elected, governmental** and **civic leaders** to effectively address business **opportunities** and **challenges**
9. Addressing the industry's growing demands for **available** and **qualified workforce**
10. Proactive involvement in community-wide issues (**leadership, economic development, transportation, education, public safety, housing, millennial friendly, visitor friendly**) to ensure our region is a phenomenal place to do business in, work, live, play and visit



Membership Application

Annual Membership Dues

1. Corporate Partner	\$5,000.00
2. Corporate Sponsor	\$2,500.00
3. 5 + Employees	\$495.00
4. 2-4 Employees	\$445.00
5. 1 Employee (Individual Membership)	\$365.00

*For Corporate Sponsor & Partner Benefits, please see Corporate Membership Benefit Listing or call us at 704-331-0079.

Company: _____

Address: _____

Company Representative: _____ Job Title: _____

Office Phone #: _____ Mobile #: _____ Fax #: _____

E-Mail Address: _____ Website: _____

Preferred Method of Communication: (circle one) **Email** **Phone**

Number of Employees: _____ Annual Membership Dues \$ _____

Application Date: _____ Referred By: _____

Method of Payment:

___ Check in the amount of \$ _____ will be mailed to HTA

___ Charge my credit card for the amount of \$ _____

Card Type: AMEX VISA MC

CC #: _____ Expiration Date: ____ / ____ CID Code _____

Company Representative's Signature _____

Your annual membership is valid from one full year from the date of joining.

Please fax, mail or email completed application to:
H.T.A., 301 South McDowell Street, Suite 1106, Charlotte, N.C. 28204
Phone # 704.331.0079 Fax # 704.331.0719
mjenatian@charlottehta.com
www.charlottehta.com

Thank you for your membership and support of the HTA.

- HTA is a full-time membership organization funded solely by its members.
- We look forward to having the opportunity of serving you and your business as a member!

Helping Members Grow Their Business, Is HTA's Business

The **Greater Charlotte Hospitality & Tourism Alliance (HTA)** has been the premier voice of our region's hospitality & tourism industry since it was established by the leaders of the industry in 1994. Over the years the HTA's leadership has proudly been vital in efforts that have made our region a premier destination. We are proud to have been a major part of developing the **Charlotte Convention Center, Spectrum Arena, the NASCAR Hall of Fame, \$200 million Arts & Cultural Complex, Carolinas Aviation Museum, the Charlotte Knights Baseball Stadium,** development of the \$42M **Matthews Regional Sportsplex,** renovation of **Mecklenburg County's Aquatic Center,** our efforts with upgrading the **Carolina Panthers'** (Bank of America) stadium, \$35 million renovation of **Memorial Stadium,** securing an **MLS (Major League Soccer)** team to Charlotte **and** many other initiatives which have made the Charlotte region a great travel, event and convention destination.

As a full-time membership association representing a variety of different businesses in the Greater Charlotte area, we have proudly become known as a major economic development driver for our region and one of the most effective business organizations in the Carolinas. Our mission and specific priorities are simply focused on leading initiatives that are essential in maximizing the bottom lines of all HTA members' businesses.

Our local hospitality industry, which was generating approximately **\$7.5 billion** in annual revenues (pre-pandemic), and employed more than 100,000 people in the Greater Charlotte area is a resilient industry and will continue to grow and have more of an impact on practically all businesses in our region. If you are interested in growing your share of business from this remarkable industry, put us to work for you by **joining as a member of the HTA.**

By becoming a part of the HTA, you will have a dedicated partner in helping you grow your business while having the opportunity of attending some of the absolute best business relationship development meetings and events that you can find anywhere in the Carolinas.

HTA Corporate Partner- \$5,000 Annual Investment

- 1 Corporate Partner Membership Plus 4 Individual Memberships
- Four Tickets for HTA's Annual Dinner **(\$600 value)**
- Invitation to Board Meetings and Corporate Member Networking Events
- Display Table at a General Meeting
- Corporate Partner Listing on Meeting Materials for Exposure
- **Plus all regular membership benefits as listed below:**
 - Invitations to attend complimentary HTA quarterly meetings and receptions, HTA's Annual Business Showcase, HTA's Annual Political Candidate Receptions, HTA's Annual Dinner, HTA's Four Annual Golf Tournaments and HTA's Clay Shooting Event
 - Discount on bus passes
 - A great resource for information, an all-star Board of Directors with a wealth of knowledge and expertise, and an opportunity to be part of one of the most dynamic business organizations in the state and region

HTA Corporate Sponsor- \$2,500 Annual Investment

- 1 Corporate Sponsor Membership Plus 2 Individual Memberships
- Two Tickets for HTA's Annual Dinner **(\$300 value)**
- **Plus all regular membership benefits as listed above**

Regular Membership- \$365- \$495 Annual Investment

- See above regular membership benefits