

# In 2021, the Greater Charlotte Hospitality & Tourism Alliance (HTA) will do its part to....

- Focus on working with members to take advantage of **financial benefits** associated with the **COVID relief legislations** (PPP, etc.), Coronavirus vaccinations and dealing with COVID related business restrictions.
- Focus on having political leadership with “**can do attitude**” to effectively deal with our growing community's opportunities and challenges.
- Focus on having a **safe community**, as **public safety** is vital for our continued growth and prosperity.
- Do our part to make sure our **International Airport (CLT)** and our **Airline (American Airlines)** continue to stay strong, survive the pandemic and thrive again.
- 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.
- Proactive involvement in community wide issues of **transportation, education, workforce development, job creation, housing and homelessness**.
- Serve as a Business Development **Resource** for our members and address members' concerns regarding **2020 and 2021 property taxes, eviction ban issues, CMPD policies, ABC and ALE** actions.
- Prepare for the, **2021, 2023, and 2024 Wells Fargo Golf Championship, 2022 President's Cup, 2025 PGA Championship** and other major upcoming events
- Assist with the journey of bringing the **2022 ACC Baseball Tournament, 2023 ACC Basketball Tournament, 2024 DNC** (Democratic National Convention), **2024-2030 CIIA** Tournament, **2025 PGA** and a **Super Bowl** to Charlotte.

**\*Helping Members Grow Their Business is HTA's Business ([www.CharlotteHTA.com](http://www.CharlotteHTA.com))\***