

Thank You For Being A Member of The HTA

Helping You Grow Your Business, is HTA's Business

As a private organization that is solely funded by members and is laser focused on maintaining, enhancing, and retaining hospitality revenue generating assets while doing our part to address industry and community wide challenges, some of our top initiatives in 2024 included the following:

1. We worked relentlessly with Charlotte City Council to have them vote in favor of a plan that will add 19 new departure paths (from 8 departure paths to 27) that will drastically improve efficiency and customer service, reduce flight delays and cancelations at CLT.
2. Working with the City of Charlotte to coordinate hospitality investments to drastically upgrade the Spectrum Center and keep the Charlotte Hornets here until at least 2045. The ongoing renovation of the Spectrum Center was a catalyst for ACC (Atlantic Coast Conference) to award our city the ACC Men's Basketball Tournament for 2025, 2026, and 2028 and the ACC Women's Basketball Tournament in 2027. Upgrades also helped us secure a major annual tennis invitational tournament and will position us for more major concerts and another NBA All-Star Event.
3. We did our major part of working with state legislators to extend an **existing** hospitality tax, which enabled our city and our industry to invest \$650 Million (from project growth in our revenues/taxes) for drastic upgrades of Bank of America Stadium and retaining our NFL **Carolina Panthers**, our MLS **Charlotte FC**, our mega college football games, major concerts, and major international soccer games for at least the next 2 decades.
4. We did our part to help organizers of the awesome Lovin Life Music Festival (LLMF) make the event a reality and have them rebook that event for 2025.
5. We did our part in working with state legislators to pass new laws to more effectively deal with repeat offenders (who were committing most crimes) and also recently passed a state law to prevent juveniles from committing crimes and not face consequences. Juveniles (16-17 years old) will now be prosecuted as adults for major crimes.
6. We relentlessly worked with Charlotte City Council to have them pass an ordinance to make disorderly conduct (aggressive homelessness, panhandling, public urination, public defecation, masturbation, sex in public) **illegal** in Charlotte.
7. We did our part working with our Charlotte City Council and Charlotte area's transit commission to have them vote in favor of adding two lanes (one going south, one going north) to I-77 from downtown to South Carolina state line to relieve the major congestion on that major interstate.

We are grateful to have the honor of working with you and your business.