



Research Grants FAQs

What kind of research and projects does the AHLA Foundation fund?

The AHLA Foundation looks to fund high impact projects that focus on addressing current industry challenges or understanding emerging trends. Funded projects should contribute to the prosperity, vitality, and profitability of the lodging industry. Typically, the AHLA Foundation is not looking to fund projects that strictly address an academic audience. Instead all funded projects should have clear applicability directly to lodging operators. The end result should be in a format that can easily be understood by an average hotel operator and ready for distribution to the industry. In general, projects should be national in scope and have an impact over all segments of the industry or at least address a major segment.

How many grants does the Foundation fund annually?

This varies depending upon the amount of available funding and number of approved proposals. The research committee will not recommend approval of grants for the sake of spending the entire annual budget. Instead, any unexpended funds are returned to the AHLA Foundation's investment funds so more monies will be available in the future. You may review a list of funded projects online at www.ahlaf.org/research.

How are projects selected for funding?

The Research and Project Funding Committee is comprised primarily of hotel operators. The committee reviews the proposals and makes funding recommendations to the AHLA Foundation Board. It is important that applicants keep their proposal in layman's terms so that all committee and board members can understand it.

AHLA Committee or Department Endorsement

Any submitted proposals that have the endorsement or partnership with any American Hotel & Lodging Association (AHLA) committees or departments are typically given preference. The Foundation views AHLA committees as experts in the various areas of the industry and, as such, highly values their opinions. A list of AHLA committees can be found on www.ahla.com.

What are the main reasons grant proposals do not receive funding?

Projects are generally not funded for one or more of the following reasons:

- 1) The potential impact of the project is viewed as too limited. Proposals need to convince the research committee that the study will be of value to the industry – particularly hotel operators. Projects that are largely exploratory, provide only a minor extension of an established finding, or would be of interest only to academia are less likely to be funded.
- 2) The project is too narrow in scope by either focusing on a specific geographical region or not having impact to all segments (or at least a major segment) of the industry.
- 3) The proposed methodology is viewed as inadequate to ensure meaningful results.
- 4) The sample is viewed as inadequate for addressing the research question or difficulties are anticipated in accessing the desired sample.
- 5) The project is not endorsed or vetted through an AHLA department or committee, who are experts in specific areas of the industry.

Occasionally when the Research Committee likes a proposal but has specific concerns that are viewed as potentially correctible, the Foundation may encourage revisions to a proposal. Typically revised proposals are re-submitted during a

subsequent grant review cycle depending on the extent of requested changes and time to the next board meeting. Applicants are not encouraged to submit a resubmission without an invitation to do so from the Research Committee.

What is the average research grant award?

The average grant size over the past three years has been \$40,000. Currently, the AHLA Foundation does not have a maximum grant limit; however, the applicant should keep in mind the AHLA Foundation's annual budget. Grants can be spread over a two-year period.

Travel Costs to Present Research Results

Travel costs associated with the presentation of study requests will only be reimbursed if the Foundation requests the presentation. As such, applicants should not include any presentation travel costs in the budget for the grant request. The AHLA Foundation will work directly with the grantee to reimburse appropriate travel costs if a presentation is requested. Grantees can present the results at various industry meetings if they wish but any associated travel would be made at their own expense.

Does AHLEF have specific grant policies?

A copy of the AHLA Foundation's Research & Funding Guidelines and Policies can be found online. The policy addresses topics such as ineligible use of funds, review of proposals, disbursement of funds, reports, audit and records, contracts, copyright and publications, and general application instructions. All applicants should read the policies before submitting an application. If an applicant would like to address or negotiate any terms, please email the AHLA Foundation at the time the proposal is submitted. The committee must know during the review period if negotiation of any specific terms (for example ownership of copyrights) will need to be addressed. If funded, grantees must sign a funding agreement.

How do I apply for research funding?

Applications are reviewed three times a year by the Research Committee. The deadline dates are March 15, June 15, and September 15. Applicants must use the online application form. You should receive an email confirmation from the system after submission. The Research Committee will meet approximately four weeks after the deadline date to review all applications. All funding recommendations are presented to the AHLA Foundation Board before final funding approval is given.

For more information on research projects or applying for a grant, please contact Michele Anderson, AHLA Foundation Program Manager, at (202) 289-3138 or manderson@ahlef.org.