AHLA FOUNDATION
Building Tomorrow’s Hotel Industry Today

2019 ANNUAL REPORT
As the charitable giving arm of the American Hotel & Lodging Association (AHLA), we are excited to announce that the Foundation is officially rebranding as the AHLA Foundation!

We have always worked hand-in-hand with AHLA, listening to AHLA members about the biggest needs facing our industry and creating innovative programs to support those needs.

As the Foundation continues to grow, we want to ensure that our partners understand the special relationship we have with AHLA. At the same time we want to renew awareness that we are a Foundation funded entirely by generous companies and individuals who want to give back to the hotel industry and ensure its success.

As the Foundation takes this next step, we are thankful for the support of our generous donors, Board of Trustees, and community partners as we strive to elevate, educate, and empower the next generation of hoteliers.

Sincerely,

Rosanna Maietta
President, AHLA Foundation

Dave Johnson
AHLA Foundation Chair of the Board
President & CEO, Aimbridge Hospitality
The Foundation’s mission is to help people build careers, improve their lives, and strengthen the lodging industry.
This was a pivotal year for the Foundation as we responded to industry needs by expanding the number of individuals we served, partners we worked with, and programs we invested in to help build the future of the industry.

Our success in 2019 was built on the strategic approach the Foundation has taken over the last three years to methodically grow and build an organization that is best equipped to address some of the biggest issues facing the hotel industry.

We focused on greatly increasing the number of individuals we serve each year, building programs that address the industry’s short-term and long-term need for talent, and telling the industry’s story of advancement.

**Scaling the Number of Individuals Served**

- **940% Increase** in number of individuals served

**Investing in Career Development Efforts**

- **Doubled Investment** in career development funding
- **Introduced Three New Workforce Development Programs**
- **$425,000 More Invested** in academic scholarships each year

**Telling the Industry’s Story of Opportunity and Advancement**

- **$1 Million More Invested** each year in support of the industry
- **75% Increase** in funding available for research grants each year
Empowering Youth for lifelong careers in the industry.

To help address the industry’s need for entry-level talent, the AHLA Foundation continues to expand the Empowering Youth Program, which brings together hoteliers and community partners to work with Opportunity Youth—identified as young people aged 16 to 24 who are out of school and out of work, but who possess the drive and resilience to succeed in the workplace.

Backed by industry support, the program was expanded to Orlando and Dallas, joining Baltimore, Chicago, Los Angeles, and Washington, D.C.

This expansion brings the Foundation’s total investment in the program to over $1 million in just two years and bolsters our efforts to address the need for entry-level talent by offering a path to life-long careers for the more than 6 million Opportunity Youth.

On March 28, 2019, we announced the expansion of the program with Orlando Mayor Buddy Dyer and officials from AHLA and the Florida Restaurant and Lodging Association. The AHLA Foundation presented a $75,000 grant to Orlando community-based organizations Second Harvest and After-School All-Stars to train and recruit Opportunity Youth into local hotel jobs.

At an event on April 30, 2019 with Dallas Mayor Mike Rawlings and leaders of AHLA, the Texas Hotel and Lodging Association, and the Hotel Association of North Texas, the AHLA Foundation awarded two local grants totaling $75,000 to Dallas-based non-profit CitySquare and Richardson High School.
Tevin is 27 with two young sons. While he is now able to support his young family, he didn’t receive the same support growing up.

Tevin passed from house to house while in foster care, eventually exiting the system and going out on his own at age 22. After he got into some legal troubles, he connected with the AHLA Foundation-funded hospitality program at the Center for Urban Families, a non-profit organization in Baltimore. That’s when he found his new home—and a bright future—in hotels. Tevin was hired by the Royal Sonesta Harbor Court Hotel on July 8, 2019. Within two months of starting work, Tevin stood out to senior leadership, and he began cross-training as a room service attendant, restaurant server, bartender, valet driver, banquet housemen, and banquet server. Tevin has received many guest compliments and was awarded the Maryland Hotel Lodging Association’s 2019 Food & Beverage Star of the Year.

“Coming from a city where guys give up, I struggled to find my way. This partnership wasn’t a handout; it was an opportunity. Now, I can better my children’s lives. To have a job I love is a dream come true. Thank you to the generous donors who made it possible.”

Tevin BARNES
Server Assistant
Royal Sonesta Harbor Court Hotel, Baltimore, MD
Empowering Youth Program Participant

Tevin is 27 with two young sons. While he is now able to support his young family, he didn’t receive the same support growing up.
Applying creative solutions to workforce challenges.

Work-Based Experiences
After learning that many Opportunity Youth are not familiar with hotel job opportunities, we worked with our community partners to incorporate a work-based experience into their hospitality curriculum. This allows the youth to experience firsthand what working in a hotel is like, while at the same time giving hoteliers a chance to meet potential employees earlier in the process.

Hiring Fairs
Our goal is not only to train Opportunity Youth, but also make sure they get a job in our incredible industry. To do that, we leverage our local relationships to host job fairs following the completion of the student’s hospitality programs and connect youth with employers based on their job skills and preferences.

In Washington, D.C., 100% of students who participated in a work-based experience took a job in the hospitality industry following the program.

Employer & Community-Based Partner Toolkits
After working with hundreds of employers and youth through our Empowering Youth Program, we developed two industry-leading toolkits that outline best practices for effective community partnerships, hiring, onboarding and retaining youth. We plan to leverage these toolkits as we scale our program in the next several years.
Focused Partnerships
In our year two expansion, we worked hard to solve key barriers some youth experienced.

Transportation continues to be one of the biggest challenges facing our youth, especially in Orlando. To address this challenge, we partnered with Safr, a female-focused ride-share company, to provide free transportation to Orlando students enrolled in our Empowering Youth Program. The Foundation looks forward to exploring similar partnerships in 2020.

With many hotels across the country struggling to fill entry-level culinary talent, the AHLA Foundation partnered with Catalyst Kitchens, a national organization that trains 4,000 culinary students annually, to connect our hotel partners with 75 new community organizations training culinary students.

With the success of the Empowering Youth Program, we wanted to help more individuals faster. To accelerate the number of individuals in the program, we partnered with Jobs for America’s Graduates (JAG) to educate disadvantaged youth on hospitality career opportunities in 39 states.

High-Level Recognition
The Foundation’s workforce development efforts have received recognition at the highest levels for our innovative approach to investing in individuals and connecting them with life-long careers.

On July 25, 2019, four Foundation program participants joined AHLA President and CEO Chip Rogers at the White House to celebrate the one-year anniversary of a pledge our two organizations made to develop, educate, and certify 130,000 hotel employees over the next five years. For the second year in a row, the Foundation was honored to have one of our program recipients chosen to speak at the event in front of President Donald J. Trump and Advisor to the President Ivanka Trump.

Covenant House Greater Washington awarded the AHLA Foundation the prestigious Dove Award on October 24, 2019. The award recognizes individuals and organizations that have made a noteworthy contribution in support of D.C. Youth.
Elevating hotel employees into management positions.

Recognizing that labor costs are one of the largest single expense items for hospitality companies, the Foundation is committed to offering training programs to help hotels retain employees and help them advance their careers. To help address this need, the Foundation offers a Lodging Manager Apprenticeship Program, which combines hands-on learning with a mentor and related classroom instruction. Apprentices go through six job rotations to learn financial management, marketing and sales, human resources, rooms management, food and beverage management, and supervisory and leadership skills. The program works!

- 94% retention rate
- Over 500 participating properties
- 42 states
- 40% increase in Department of Labor grant funding
Tiffany experienced a challenging childhood and struggled with anxiety and depression for many years. After she had children, she knew that she needed to make a change in her life and find a stable career. Tiffany started working at Aimbridge Hospitality and credits the company with providing hope for her success. Now, she is a Front Desk Supervisor and is currently enrolled in the Foundation’s Apprenticeship Program with a fast-track to a management position. Her dream is to be a general manager.

“This program has changed my life completely. You have an opportunity to learn at your own pace and strengthen areas you feel you need more training. It puts you in a place to feel valued.”

Tiffany Holland
Front Desk Supervisor
Aimbridge Hospitality, Marianna, FL
Lodging Manager Apprenticeship Program Participant

Hotel Cook Apprenticeship Program

After strong AHLA member demand to help fill culinary positions, the AHLA Foundation worked with the Department of Labor to receive funding and approval to establish a Hotel Cook Apprenticeship Program. Utilizing the same proven apprenticeship model of hands-on learning with mentorship and related classroom instruction, hotel cook apprentices will be taught to master over 100 competencies across six learning domains, with an aim of earning multiple industry certifications including AHLA’s Certified Kitchen Cook certification.
Many working adults are interested in higher education, but rising tuition costs and the high upfront costs, competing personal responsibilities, and student debt push it out of reach. That’s why the AHLA Foundation continues to partner with Pearson Accelerated Pathways to offer a groundbreaking program which allows hotel industry employees at more than 2,000 hotel properties nationwide a chance to earn a college degree or GED at no cost or debt to them.

Current participating companies:
- New Castle Hotels & Resorts
- OTO Development
- Interstate Hotels & Resorts
- Remington Hotels
- Pyramid Hotel Group
- Red Roof
- Tradewinds Island Resorts
- Wyndham Hotels & Resorts

2,000 PROPERTIES OFFERING DEBT-FREE COLLEGE PROGRAM

When I found out that Wyndham was offering this program, I was ecstatic knowing that I work for a company that genuinely cares about their employees. Knowing I have a team like Wyndham, and Pearson to support me through my entire education makes me confident in my abilities to excel within this program.

Faith LOWE
Wyndham Grand Clearwater Beach, Florida Debt-Free College Program Participant

2019 Lodging Conference
The Foundation had the pleasure of taking eight scholarship winners to attend The Lodging Conference 2019 in sunny Phoenix, Arizona. Students were able to exchange ideas and learn more about all aspects of the hospitality industry.
Investing in the future of the industry with academic scholarships.

This year, the Foundation continued to provide hope to aspiring hospitality students by awarding $1.3 million in scholarships to 344 students in 33 states and Washington, D.C.

- $1.3 million in scholarships
- 344 students
- 33 states and Washington, D.C.
- 45% minority recipients
- 75% female recipients

Born in Mexico, Jose moved to the United States when he was seven years old. As a child, Jose had his sights set on becoming a doctor, but while working in several hospitality jobs to support his education, he realized that his real dream was to build a career in hospitality.

Jose’s educational journey wasn’t always a smooth one after he lost his father and received frightening medical diagnosis. The Foundation awarded him two academic scholarships while he finishes his senior year at the University of Houston. He says that the scholarships will now relieve some of his stress, allowing him to focus on his health and education. He hopes that he can be in a position in the future where he can pay it forward.

“\(\text{I am beyond grateful for this scholarship—it means having to be less stressed about my situation and being able to focus on my health and my education... I think sharing my struggle can help those who get discouraged to continue their education despite their circumstances.}\)"
Funding critical research to tell the industry’s story of opportunity & advancement.

In 2019, the AHLA Foundation was proud to support industry research, as part of its goal of providing comprehensive information to aid in the success of AHLA members and showcase the industry’s story of opportunity and advancement.

Our 2019 research projects include:

- **Oxford Economics Study** builds on AHLA’s Dreams Happen Here campaign and revealed that the hotel industry is a driver of economic growth, supports millions of jobs, spurs community development, and provides guests and consumers with unrivaled experiences and satisfaction.

- **Webinar on ADA Title III** offered AHLA members insight on public accommodations law conducted by Seyfarth Shaw LLP.

- **Rural America Study** aims to investigate the direct and indirect economic and social impacts of the hospitality and tourism activities in rural areas and their communities.

- **The Soft Skills Project** aims to determine best practices in developing new employee soft skills and communication abilities within the lodging industry in order to increase employee confidence and retention.

- **Career Pathways** is designed to identify the career opportunities within the hotel and lodging industry.

- **Women in Hospitality Project** builds on the Castell Project’s benchmark data to track the industry’s performance against the goal of seeing women in more than one of every three leadership positions within all fields in the industry.
Golfing for good.

Thanks to the generous support of donors and sponsors, the AHLA Foundation raised over $700,000 from its sold-out Golf Classic at The Resort at Pelican Hill in Newport Beach, CA. The annual event featured great golfing and quality networking in support of the Foundation’s mission.

The Foundation invited apprenticeship program participants Daniel Ovichegan with NewcrestImage, and Isaac Gonzalez with Remington Hotels, as well as scholarship recipient Jacquelyn O’Hazza Snyman with Terranea Resort. The event also featured a keynote speech from Qui Solomon, an Orlando Empowering Youth Program graduate and current cook at Hyatt Regency Orlando. They had the opportunity to share their personal stories on the impact of the Foundation’s support during a discussion panel at the opening dinner event.

Shining a light on the industry’s brightest stars.

The AHLA Foundation launched a new fundraising event – Night of A Thousand Stars – in 2019 and raised over half a million dollars for the Foundation. At this premier event, we celebrated AHLA’s new incoming chair Geoff Ballotti, honored AHLA’s Stars of the Industry Award Winners, and raised much needed funds for the future of the Foundation. A virtual Who’s Who of the hotel industry descended on Hollywood to honor the industry’s biggest stars.
Our donors help change the industry by changing lives.

We are grateful for each of our generous donors. This year, with your support, we have accomplished more than ever before.

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