



2021 ANNUAL REPORT



The year 2021 shined a spotlight on recruitment, retention and renewal. Following the unprecedented challenges that our industry faced in 2020, we began paving the road to recovery to rebuild a stronger hospitality industry for future generations. After the pandemic wiped out nearly 10 years of job growth within the industry, the AHLA Foundation focused its efforts on its most important, resource, its people.

The AHLA Foundation took on an ambitious agenda to recruit new employees into hospitality and to help the industry recover from labor shortages. Following last year's \$5 million pledge to advance DE&I across the industry, the AHLA Foundation launched a nationwide, multi-channel ad campaign to showcase the more than 200 career opportunities in the industry for job seekers. We laid the groundwork for our 'A Place To Stay' campaign, the first of its kind for the Foundation, and crossed the country to tell the stories of the people who love and work in the hotel industry.

We also turned our industry commitment into action by building an industry DE&I "best practices guide," creating a curriculum for inclusive leadership training for industry executives. At the same time, we revived our apprenticeship and Empowering Youth programs, distributing \$750,00 to community-based organizations to fill the talent pipeline with diverse individuals, and continued to allocate more than \$1 million toward two- and four-year hospitality students. Our work to advance awareness around human trafficking prevention and training saw 600,000 individuals trained in just one year.

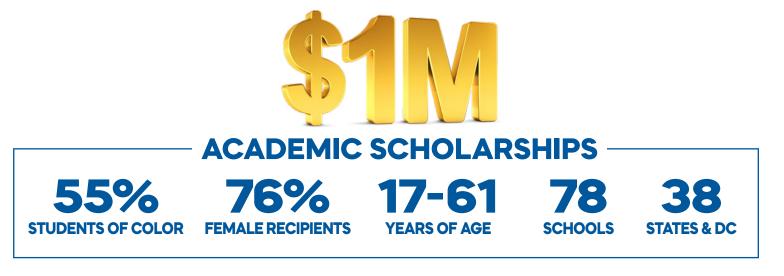
As we continue to support and promote a strengthening industry, we are grateful for the generosity of our donors, Board of Trustees, community-based organizations, and allies. With their backing and commitments, we continue to elevate, educate, and empower the next generation of hoteliers.

Sincerely,

Rosanna Maietta President & CEO AHLA Foundation

**Greg Juceam** AHLA Foundation Chair of the Board President & CEO, Extended Stay America







A PLACE TO STAY CAMPAIGN





EMPOWERING YOUTH GRANTS: 400 GRADUATING YOUTH



### Recruitment

#### Celebrating Why the Hotel Industry is A Place To Stay

As the nationwide labor shortage continues to make headlines, AHLAF launched a new, nationwide ad campaign to help fill the tens of thousands of open jobs across the country. This multi-year effort – the first of its kind for the Foundation – aims to attract job seekers and help them discover the multitude of career pathways, competitive wages, benefits and perks the industry offers, while ushering a new, diverse talent pool to the hospitality arena.

Launching first in five markets – Columbus, Dallas, Denver, Miami, and Phoenix – the 'A Place to Stay' campaign centers on the real voices of hotel employees who help bring to life the opportunities for upward mobility and lifelong careers. Initially targeting Gen Z and Millennial job seekers who are underemployed and ready to work as well as unemployed and looking, the digital, brand agnostic campaign features a new, robust microsite called thehotelindustry.com; bilingual streaming audio; ads on You Tube, Facebook, Instagram; and press engagement to attract fresh talent into the industry. This year, we laid the foundation for the campaign – from filming videos throughout the country to building the website, TheHotelIndustry.com, from the ground up. As part of our \$5 million pledge to advance DE&I, the AHLA Foundation invested \$500K in 2021 with the goal of adding more dollars in subsequent years.

Through the campaign, job seekers will come to understand that the hotel industry is a place to grow, a place to succeed...and a place to stay.



#### 2,000 AVERAGE WEBSITE VISITS PER DAY

34.5% WEBSITE ENGAGEMENT RATE

58% SEARCH ENGAGEMENT RATE

**40M** MEDIA OUTLET IMPRESSIONS



#### Hotel The Hotel Industry

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# Reinvigorating the Empowering Youth Program

The AHLA Foundation's Empowering Youth Program (EYP) aims to prepare youth aged 16-24 for long-term careers in hospitality through partnerships with communitybased organizations. The Foundation awarded \$175,000 in total to community-based organizations. Through a combination of continued and newly started partnerships, AHLAF will join forces with organizations in Los Angeles, New Orleans, Orlando, and Washington, D.C., to help train an estimated 400 youth for hotel jobs in 2022.

By equipping participants with professional tools and trainings, EYP provides young people with the skills required to a successful path forward in an industry that offers more than 200 career pathways. The below organizations received a grant:



- Covenant House Greater Washington
- Second Harvest Food Bank of Central Florida
- Los Angeles LGBT Center
- Pathlight HOME, Orlando
- YouthBuild, Compton
- Liberty's Kitchen, New Orleans
- Café Reconcile, New Orleans



Looking ahead to 2022, we are working strategically on national partnerships to lay the groundwork for having a more sizeable talent pool of candidates to fulfill hospitality roles.



### Apprenticeship Program Helping to Retain and Upskill Valuable Employees

As we continue to recover from the COVID-19 pandemic, the hospitality industry still faces a drastic labor shortage. Now more than ever, employers need every resource available to retain and train talented employees. Registered apprenticeship is an innovative training program that combines on-the-job learning with related educational instruction. Related instruction supports on-the-job learning and is available in a variety of formats. Most employers select the apprenticeship program online course suite available from the American Hotel & Lodging Educational Institute that is fully funded by the Department of Labor (DOL). Courses offered at a local college or employer-created training content may also be used as approved related instruction.

For selected employees, this is a fast-track to a promotion and increased wages through dedicated, hands-on knowledge from mentors, and the chance to earn industry certifications at no cost to them via a scholarship fund from the Foundation.

For employers, this is a win-win. They can significantly strengthen their retention of superstar employees, promote higher productivity, and grow their bench strength through a highly flexible, brand-agnostic training model. Apprenticeship is adaptable regardless of hotel size, brand, or staffing ladder.



### 1,100 13 90% ENROLLMENTS NEW EMPLOYERS RETENTION RATE

#### LODGING MANAGER | HOTEL COOK

The AHLA Foundation currently has two DOL-approved registered apprenticeship tracks. The Lodging Manager apprenticeship program is geared towards incumbent first-level supervisors who want to learn all aspects of hotel management. Lodging Manager apprentices go through a combination of soft-skill training curated from the Certified Hospitality Supervisor designation, and technical training built from the Certified Hotel Administrator designation. In as little as seven months, these apprentices can complete their training to gain all the necessary skills to become either a department head or even AGM or GM.

Our second registered apprenticeship program is the Hotel Cook. Cook apprentices do not need any experience working in hospitality or food service to join the program. During this program, apprentices learn not just the basics of a culinary role, but also the basics of hospitality. Cook apprentices can earn certifications such as Certified Kitchen Cook or Certified Guest Service Professional as well through our scholarship fund.

In 2021, apprenticeship was more important than ever. We exceeded 1,100 apprentice enrollments to date and signed up a record 13 new employers, making it a grand total of 59 employees, all while maintaining a high 90% retention rate. We have now enrolled apprentices in almost all 50 states plus Puerto Rico.

We also successfully renegotiated additional funding from the Department of Labor to streamline access to online training materials for all employers. This simplified funding process enabled both new and existing employers to continue to participate in the program.

As we strive to ensure equal opportunities for all, we are proud to say that over 43% of registered apprentices are from diverse ethnic backgrounds and over 60% are female.

To learn more about how you can get involved in registered apprenticeship, please contact Carrie Alexander at CAlexander@ahla.com today!

### APPRENTICE SPOTLIGHT

"The Lodging Manager Apprenticeship Program allows you to strengthen your skills and bring you to a higher level of performance. The program has changed my life completely... You can climb until you reach your goals and dreams." "

# Tiffany Holland

Front Desk Supervisor, Microtel Inn & Suites by Wyndham

Tiffany Holland Front Desk Supervisor, Microtel Inn & Suites by Wyndham

Inspired by her passion for travel and helping guests, Tiffany Holland began her hospitality career as a Front Desk Agent. In 2019, Tiffany was selected by Aimbridge to become a Lodging Manager apprentice with the AHLA Foundation. A true success story, Tiffany climbed up the ladder while supporting her four children and recovering from losing her home due to destruction from Hurricane Michael. Through the skills she learned in the apprenticeship program, Tiffany was prepared to take the next step in her career.

With COVID-19 impacting the hospitality industry and shrinking her staff size, the Foundation's training equipped Tiffany with the necessary skillset to cover numerous positions at the hotel. Promoted to Front Desk Supervisor, Tiffany hopes to one day become a general manager at the hotel.

10 AHLAF 2021 Annual Repor

### Funding the Future More Than \$1 Million in Academic Scholarships

The AHLA Foundation awarded \$1 million in scholarships for the 2021-2022 school year. This year's 376 scholarship recipients represented 38 states and Washington, D.C. Fifty-five percent of recipients are students of color, a 10% increase over 2020, and 76% of recipients are female.

Each year, the Foundation administers nine scholarship programs, which award scholarships valued up to \$7,500, for students enrolled in hospitalityrelated bachelor or graduate degree programs at colleges and universities across the US.

In 2021, AHLAF launched a partnership with 10 community colleges to expand its reach to hospitality associate degree programs.

The AHLAF Presidential Scholarship started during the pandemic to help our empowering youth students fund their education. The Presidential Scholarship provides a full-ride scholarship to help students advance their skills and education. The scholarship covers all costs for the students to pursue an associate degree in hospitality, including tuition, computer, transportation, meal benefits, and other necessary essentials. The program is currently serving students in Orlando and Los Angeles with plans to expand to New Orleans in 2022.

For the 2022-23 school year, AHLAF will be doubling our commitment to community colleges with \$200k in scholarships and giving away a total of \$1.1 million in academic scholarships. "Knowing that I have received this scholarship from such a prestigious organization has made me realize that I have support from the industry to reach my goal of becoming a hotel general manager." Moises Lobaton 2021 Ecolab Scholarship, University of Central Florida



"To have the support of the AHLA Foundation is one of the things that make all my efforts worthwhile and to stay hopeful about my future career in Hospitality."

> Neida Montoya 2021 2-Year Scholarship, City College of San Francisco



""...this scholarship has given me great hope to believe in myself again." **Savannah Jones** 2021 2-Year Scholarship, University of Arkansas – Pulaski Technical College



# **Advancing Our DE&I Efforts**

#### **Starting Our Journey**

We devoted the past year toward advancing the AHLA Foundation's \$5 million, five-year DE&I commitment as we seek to build an industry as diverse as the guests we serve. The year can be categorized as one with an intense focus on laying the groundwork across multiple initiatives that will drive DE&I at all talent levels in the future and help set member companies up today to undergo or expand their DE&I journeys.

This year, the AHLA Foundation joined forces with a newly established DE&I Task Force of industry leaders on a series of initiatives to ensure that our resources met the needs of our members. The Foundation appreciates the input the robust participation to enhance DE&I efforts including in-depth analysis interviews which occurred across brands, owners, and management companies.

#### Industry-Specific Best Practices Guide

This iterative toolkit of resources is designed to equip and accelerate member companies on their DE&I journey. The inaugural version includes:

- DE&I Maturity Model and Strategy Tips
- Interactive Glossary of DE&I Terms
- DE&I Metrics Recommendations

Following extensive research, we laid the groundwork to build our inaugural Best Practices Guide that includes relevant topics for brands, owners, and management companies, such as Inclusive Hiring and establishing Employee Resource Groups (ERGs). From in-depth research to stakeholder requests, our best practices guide will provide an interactive experience that will help complement our members' DE&I experience.

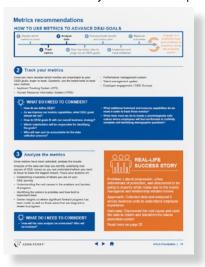


#### **Benchmark Survey**

In tandem with BW Research Partnership, our team designed a benchmark survey to examine DE&I in the industry. One of the biggest initiatives for the Foundation this past year was to accurately tabulate and report industry-wide diversity data to capture the current state of the industry as well as inform future DE&I efforts. This data will help the industry drive our own narrative, is critical to measuring our current successes, as well as opportunities where we can push our industry forward to do even more. We will issue this survey every two years to track progress against the 5-year plan strategic priorities.

#### **Developing Metrics**

In partnership with the DE&I Task Force and Korn Ferry, we distinguished a set of potential aspirational metrics to drive accountability and accelerate progress against DE&I priorities throughout hospitality. These metrics are meant to rally member companies around a shared goal of driving



and sustaining change. Through these metrics, we will establish 1-2 industrywide goals in the year ahead that will be shared publicly and help guide the industry towards longlasting change in the DE&I arena. The Foundation will help reinforce these goals through its ongoing program and resources.

#### **Executive Leadership Academy**

We teamed up with Korn Ferry to create a custom curriculum that will enhance inclusive leadership skills at the executive level. The program will expand the capacity of individuals, teams, and their organizations to drive business results and create more diverse, equitable and inclusive environments. The experience – launching in 2022 – includes:

- 12-Hour Learning Experience Over Six Months
- 8 Hours Leading Inclusively kick-off event
- 90-Minute Check-Ins Focused on Courageous Conversations

#### **Mentorship Pilot Program**

For the first time, we are spearheading a foundation-powered platform that matches mentors and mentees. Our curriculum and corresponding technology feature goalsetting, courageous conversations, tracking capabilities and future growth opportunities. The 100-person pilot program will take place the second half of 2022, and we will take learnings from this program to help expand the effort moving forward.



## Supporting & Celebrating Our Programs

#### **Growing Our Programs**

The hospitality industry is a family and families take care of each other. With the generous support of a growing network of individual, corporate and foundation donors the Foundation has been able to expand programs and maximize impact in the community.

In 2021, the Foundation secured a \$1-million grant from the Conrad N. Hilton Foundation to attract, prepare, and retain opportunity youth for careers in the hospitality industry. This two-year grant allows the AHLA Foundation to expand its Empowering Youth development programming to Los Angeles and New Orleans, propelling young talent into hotel careers.

The AHLA Foundation will collaborate closely with community-based organizations to engage individuals between the ages of 16-24 who are out of school, unemployed and looking for a path forward in an industry that offers more than 200 career pathways.

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FOUNDATION

#### Welcome Home: Night of A Thousand Stars Gala



Following a challenging season of pandemic and distance, the AHLA Foundation hosted the Night of A Thousand Stars Gala with the theme "Welcome Home."

The Gala celebrated the resiliency of our industry, honored our Stars of the Industry Award winners, and raised over \$600,000 for Foundation programs and initiatives. The Foundation also recognized the security department of the Los Angeles Airport Marriott for their anti-human trafficking work with the new Shining Star Award to honor a person or organization that has gone above and beyond to advance the Foundation's mission.

Funds raised support Foundation beneficiaries such as Tiffany Holland, graduate of the AHLA Foundation's Lodging Manager Apprenticeship Program and current Front Desk Supervisor at the Microtel Inn & Suites by Wyndham in Marianna, Florida. The Foundation's training prepared Holland to take over the many positions she had to cover in the hotel, which had a limited staff during the pandemic. "Everything I needed to know about the hotel industry is in that program," said Holland. "That program is a blessing to me, and I know it can be a blessing to others."



### Supporting & Celebrating Our Programs CONTINUED



#### Come Play With Us: Introducing OFF-SITE

The Foundation's annual Golf Classic returned to in person play at The Broadmoor in August and debuted new opportunities to network and to support the Foundation's programs while enjoying resort amenities, ziplining, a culinary experience and golf clinic. The expanded offerings led to a record-breaking year, raising over \$850,000 for the Foundation's programs, and culminated with the announcement of a new look and name for the event, OFF-SITE: The New Classic. OFF-SITE will allow the event to continue to expand beyond the Golf Course to include robust social packages for non-golfers and spouses to enjoy the event.

The Foundation will continue to grow the OFF-SITE brand in 2022 with additional satellite events, including a special F&B experience in Napa.







#### More Than 600,000 Trained in Human Trafficking

During the pandemic, human trafficking was at an all-time high. COVID-19 amplified many vulnerabilities in communities across the country, making some individuals more at risk of being trafficked. The National Center for Missing and Exploited Children reported a 93% increase in online enticement reports during the pandemic. Hoteliers are uniquely positioned to tackle human trafficking, and the hotel industry is leading the private sector response.

AHLA Foundation is uniting the industry around one comprehensive approach to prevent human trafficking with the goal of training every employee in the industry. The No Room for Trafficking unites the hotel industry around a single, comprehensive approach to combat human trafficking. Partnering with ECPAT-USA, the program provides more training, education, observation, communication, and escalation to fight back against human trafficking during the age of COVID-19.



To date, the campaign has trained more than 600,000 hotel workers through the industry's free human trafficking awareness. From hosting local events to providing industry resources, the AHLA Foundation is proud to continue combating human to building upon these initiatives in the year ahead.

FOR TRAF



AN AHLA CAMPAIGN

# **Thank You for Your Support**

We are grateful for each of our generous donors every day, especially this year as the industry continues to recover. Thank you for your generosity.

#### **++++** FOUR DIAMOND DONORS \$100,000+





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**\*\* \* THREE DIAMOND DONORS \$50,000-\$99,999** 



The list on the following pages is reflective of gifts received in 2021. Although a great deal of care has gone into ensuring the accuracy of this donor list, there may be errors. We apologize for any omissions, misspellings, or other mistakes.

\*Indicates a gift to the Opening Doors campaign.

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