



Maui Hotel & Lodging ASSOCIATION



LOBBY • COMMUNITY INVOLVEMENT • NETWORKING • EDUCATION

*Join us in becoming a part of "the voice" of
Maui County's Visitor Industry.*

Yearly membership benefits:

- Oversight of State and County Legislation that may affect your business. MHLA Executive Director is a registered lobbyist.
- Successful Lobbying to protect and enhance the island's visitor industry:
 - 2017 Session passing of Act 184 Clarifying ambiguous statutory language enacted by Act 12, Session Laws of Hawaii 2016; Modernizing chapter 281, Hawaii Revised Statutes; and Enabling the various county liquor commissions to execute their duties in a more efficient and effective manner.
 - 2017 Session prevention of last minute passing of SB1183 which would have increased TAT from 9.25 percent TAT to 12 percent, a 30 percent hike that would have been the highest ever increase within a legislative year.
 - 2016 Session passing of Act 223 Extending the annual \$103,000,000 allocation of transient accommodations tax revenues to the counties for fiscal year 2016-2017.
 - 2016 Session passing of Act 070 Providing additional benefits to unemployed workers in Maui County by extending their unemployment insurance benefits. Specifically, to support HC&S and Makena Resort employees.
- Bi-monthly newsletter that includes:
 - Member to Member discounts
 - Industry News
 - Educational opportunities
 - Monthly Visitor statistics and forecasts
- Quarterly Membership Mixers
- Participation in active Advisory Councils:
 - Engineering Advisory Council Monthly meetings with featured industry guest speaker. Supports legislative issues, sustainability measures as well as working with UH Maui College on industry educational training
 - Restaurant Advisory Council Quarterly meetings to review legislative issues, industry trends and educational opportunities
- Support of the Community through the following annual events:
 - Charity Walk: The largest single-day fundraiser in Hawaii. In 2017 Maui County raised \$1,212,066 benefiting over 100 non-profit agencies
 - Excellence In Education Golf Tournament: in 2017 raised \$25,000 in scholarship funds distributed to Maui County high school students, UH Maui College students and eligible MHLA members and their children
 - Kupuna Dinner: MHLA members serve 500 holiday dinners and provide over 200 door prizes for Maui's senior citizens



Networking



Excellence in Education Golf Tournament



2017 Scholarship Awards



Charity Walk

Membership Application

Property/Allied Company _____

Corporate Name _____

Representative's Name _____

Title _____

Mailing Address:

City _____ State ____ Zip _____

Phone _____ Fax _____

Email _____

Website _____

Type of Business _____

Membership Classification and Dues

Properties (hotels/condos): \$1.65 per room, per month

(Minimum membership fee is \$380 annually)

of rooms _____ # of employees _____

Allied (business): \$380 annually

of employees _____

Signature _____

Date _____