



Maui Hotel & Lodging ASSOCIATION

Aloha,

On behalf of MHLA, mahalo for your interest in joining Maui Hotel & Lodging Association. Becoming a member is quick and easy; simply apply online at <https://mauihla.org/members>. Your application will be sent to the MHLA Board of Directors for review with return correspondence within 48 hours.

About MHLA

The Maui Hotel & Lodging Association (MHLA) is a nonprofit organization that was founded in 1987. MHLA represents Maui County's visitor industry on policymaking and industry-related issues on the county and state government levels; and serves as the industry's liaison to the public. Our membership is comprised of hotels, timeshares, resort condominiums, and allied businesses – all of whom understand the importance of supporting an association that is "The Voice of the Visitor Industry."

About Membership Benefits

MHLA advocates the needs of its members to Federal, State, and County government officials. The organization also provides timely information and appropriate resources to its members, legislators, the media, and the community. Whenever necessary, MHLA provides written or oral testimony on issues that could impact both the visitor industry and the community. MHLA partners with Civil Defense, the Maui Police Department, the Department of Transportation, the Department of Health, the Maui Visitors Bureau, the Maui Chamber of Commerce, and various other agencies to ensure necessary and timely information is disseminated to visitors and employees in times of crisis.

MHLA supports the Hawaii Tourism Authority's strategic plan for workforce development: to ensure a sufficient and highly qualified workforce is provided with meaningful careers and advancement opportunities. MHLA administers a program entitled the Academy of Hospitality & Tourism that is currently a part of the curriculum in 3 public high schools on Maui. It is MHLA's objective to better prepare our youth for employment in the industry and keep them in Hawaii for the future. MHLA is also a gold sponsor for the Newspapers in Education program which provides newspapers in classrooms throughout Maui County.

Other Yearly Membership Benefits include:

- Oversight of State and County Legislation that may affect your business. MHLA Executive Director is a registered lobbyist.
- Quarterly Membership Mixers!
- Yearly Industry Trade Show (Free to Members!)
- Successful Lobbying to protect and enhance the island's visitor industry.
- Featured member spotlight, press, and publications through MHLA's multiple platforms.
- Weekly newsletters that include:
 - Industry News
 - Legislative Updates
 - Educational and Networking opportunities
 - Member to Member discounts

Participation in active Advisory Groups

- Maui Facilities and Engineering Leadership Council
- Airport Operations Committee
- UH Maui College HOST Advisory Board
- MHLA Political Action Committee
- MHLA Communications Committee

Information and overflow from the Groups the MHLA ED participates in

- Maui Economic Development Board
- Maui Chamber of Commerce
- Maui Visitors Bureau
- Women in Government Relations, Personal, and Professional Development Committee
- Women in Lodging, Hawaii Chapter Advisory Board

Supporting the Maui Community through the following annual events

- Charity Walk (May): The largest single-day fundraiser in the State of Hawaii, yearly supporting 100 Maui County non-profit organizations.
- Excellence In Education Golf Tournament (August): Providing scholarship funds to Maui County high school students, UH Maui College students, and eligible MHLA members and their children.
- Kupuna Appreciation (Spring/Winter): MHLA members partner with Meal on Wheels two times a year to provide over 500-holiday meals and makana (gifts) to Maui's homebound senior citizens from Kapalua to Hana.

Annual membership is a minimum of \$495 for the calendar year with all hotels' and condos' dues set at \$2.15 per room, per month. There is also an elevated Sponsorship member option; Advocate level at \$5000 (an \$11,750 value) or Partner level at \$10,000 (a \$17,500 value). Details on the benefits of annual membership and elevated Sponsorship options are listed further down in this letter.

Elevated Sponsorship Member Benefits include (Partner Level Only*)**

- Public recognition at all membership events
- Logo presence is seen by members and their associates in the weekly newsletter.
- Brand published on MHLA Website with a click-through link to a company website.
- Tickets for Membership Mixers
- VIP Reserved tickets at Annual Meeting
- Premium location to Annual Allied Showcase
- Sponsorship of one MHLA Member event a year
- Presentation once a year to the Board of Directors - leaders in hospitality. (20-min time slot) *

Sincerely,



Lisa H. Paulson
Executive Director