



WE WELCOME YOU TO JOIN NOW!

Lodging: \$500 + \$4/room

Restaurants, Brewpubs, Coffee shops: \$250 + \$2 per seat

Allied Members: \$150 up to \$10,000

Vendor/Sponsor: \$500 up to \$10,000

Donation and other contributions welcome

Advance your business with FLRA Membership Advantages

- Cultivate relationships with over 150 businesses and organizations in the hospitality and tourism sector
- Have your business represented and voice heard at the city, county, state and federal agencies to promote and protect your business
- Increase your resources to strengthen your business

"It is time for all of us to stand as one and be proactive in ensuring our business success as well as preservation of our livelihood." – Karan Patel, Northern Pines and Horseman Lodge

"It is crucial to have camaraderie with other business owners that are similar or support you. We stand together to make a world of difference when it comes to voicing our opinions to protect our investments." – Ash Patel, Holiday Inn Express

"FLRA has been an organization ran by dedicated volunteers. They took on battles that matters as you see in the brochure. The whole community benefited from FLRA work over the years." – Robin Prema, Prema Group of Companies

Flagstaff Lodging & Restaurant Association
 2532 N 4th Street Box 152, Flagstaff, Arizona 86004
 website <https://flra.biz/> email flara.biz@gmail.com
 <https://www.facebook.com/flra.biz/>
 928.699.4272 602.315.2218



Flagstaff Lodging & Restaurant Association

The Flagstaff Lodging & Restaurant Association, (FLRA) formerly known as the Flagstaff Innkeepers Association has been around for over 25 years. FLRA has impacted public policy issues that affect hotels, restaurants, hospitality-related and tourism-related businesses and visitor destinations in our community over the years.

The future of FLRA depends on your membership and contribution. FLRA has been an organization ran by volunteers. FLRA has taken on battles that matters to you and your business. The whole community benefited from FLRA's work. The survival of FLRA now depends on funding to operate it with resources and staff who will watch out for you. Remember, the City took marketing dollars (BBB Tax) and split it up when we were not watching. After losing BBB tax marketing dollars, we sat on the Tourism Commission and attended City meetings to make sure this didn't happen again.

Mission: To be the premier business association in Northern Arizona adding value for members, enhancing northern Arizona region's quality of life, and sustaining the success of the tourism and hospitality industries and other businesses.



Collective Voice of Hospitality and Tourism Sectors

SUPPORT CAMARADERIE ADVOCACY CAPACITY BUILDING POLITICAL ACTION

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Advocacies at work for you

Promoting and protecting your business

- Continued maintenance of I-17, the key artery connecting visitors from Phoenix and the valley to Northern Arizona
- Increased use of BBB Tax dollars for marketing Northern Arizona intercontinental and internationally, to continually bring visitors
- Support Film Tax Credit Bill that seeks to make Arizona a destination location for movie making in communities like Flagstaff
- Increased commercial air service at the Flagstaff Pulliam Airport for seamless travel
- Opposed federal legislation that prevent state and local governments from collecting room taxes from online third parties when hotel rooms are booked through their websites

Accomplishments

- Battling predatory ADA lawsuits in Arizona; FLRA's strong voice has now a seat in House of Representatives Adhoc Committee addressing ADA lawsuits. All frivolous lawsuits filed by a single plaintiff and attorney that plagued AZ have been halted and attorney being investigated by the attorney general.
- Defeated collective bargaining in the City of Flagstaff. FLRA raised bulk of the funds by going door to door, put on a ballot and won
- Played an integral part in blocking Canyon Forest Village from 1993 till current in form of Stilo development from building 5,000 hotel rooms and 3 million square feet of commercial retail at the entrance of the Grand Canyon; put on ballot and won
- Helped write and pass a City ordinance to bring up the city's reputation as a bait and switch town on I-40 by making sure we have laws that need to be followed to post fair and true rates on reader boards
- Represented industry on the City Tourism Commission to make sure the money is spent wisely on marketing flagstaff. Monitored BBB tax spending
- Lobbied for a snow play area and expansions at the County fairgrounds
- Lobbied for reducing plane noise and flights over the Grand Canyon
- Helped lobby with local, state and federal agencies to ensure Snowbowl's ability to grow as much as it can; including artificial snowmaking. Helped lobby for the city to sell water to Snowbowl.
- Supported City efforts to give certain rebates for restoring Historic Route 66 signs on properties along Route 66
- Paid for the removal of 75 plus billboards from Route 66 to bring back the city's small town character
- In the 90's, helped lobby for licenses for bars to open up in downtown when there was resistance from city council. This helped increase visitors to downtown and brought vibrancy to the city.
- Over the years, supported many events that took place in the city, including Horse Races, Pine Country Rodeo, Route 66 Festival, Pride In the Pines

Collective Voice of Hospitality and Tourism



Membership Advantages

- Promote camaraderie among members to promote the hospitality and tourism industries
- Serve as watchdog and keep members informed with city, county, state and federal issues impacting our sector
- Represent our tourism and hospitality sector to monitor where our BBB taxes go
- Play a pivotal role in cultivating relationships between law enforcement agencies and hotel/restaurant properties, and help mitigate issues
- Continue lobbying state and federal agencies on worker visa programs to be able to facilitate labor which is hard to fill spots in our businesses
- Represent our sector on the City of Flagstaff Tourism Commission and Airport Commission
- Represent members to city, county and state agencies
- Pursue collaboration and partnership with educational institutions to provide quality education and training to strengthen the hospitality and tourism industries
- Support northern Arizona's nonprofits, events and Northern Arizona University's HRM program with charitable contributions from the membership

Current Advocacies: Work in Progress

- Oppose Prop 414 raising minimum wage in Flagstaff to \$15
- Oppose federal overtime salary regulations
- Advocate protection against predatory ADA lawsuits
- Continue preventing the expansion of Grand Canyon airport intended to bypass northern AZ economies by having people fly in and out of Vegas
- Support Grand Canyon National Heritage Monument allowing hunting and fishing. FLRA went to Washington D.C.

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