

MMHLA



Metropolitan Memphis Hotel & Lodging Association



Our Membership

Individuals and organizations engaged in the operation of lodging properties; providers of products and services to those properties; and others who work closely with the hospitality industry on common or related business.

Our Mission

MMHLA is the source for information, education and the advocacy voice for the hotel/lodging industry in the Memphis area.

Our Vision

Hotel and lodging managers and owners perceive MMHLA as a valuable resource for operation properties in Memphis and the Mid-South.



Membership Benefits

1. Industry Events, Luncheons or Evening Receptions every month.
2. Members are able to network and make contacts throughout the hospitality industry.
3. Monthly newsletter to keep you up-to-date on the activities of the local and state associations.
4. Local lobbying efforts, which include a local PAC to help influence local and state policies.
5. Hotel representatives included on several other association boards.
6. Representation on federal legislation issues
7. Hotel listing in *KEY Magazine*.
8. Priority service from Tour Memphis Brochure Display.
9. Association membership offers you an opportunity to show your support for the industry that supports your business.
10. All member lodging properties are encouraged to “BUY ALLIED FIRST!” supporting those who are actively involved in their industry.
12. Allied Buyers Guide is published each year. This publication includes a membership directory, and information about Allied Members.
13. MMHLA website with Membership contact information.
14. Annual:
 - February – Lodging Industry Update
 - April – Stars of the Industry
 - June – MMHLA Golf Tournament
 - August –Southern Lodging Summit
 - September – World Series of Housekeeping
 - December – Christmas Party



MMHLA Member Events

February – Lodging Industry Update

A review of the past year and a look to the future.

April – Stars of the Industry

Thirteen awards in three categories spotlighting this year's go-getters.

June – MMHLA Golf Tournament

A lot of fun and a few trophies, to benefit the MMHLA PAC.

August – Southern Lodging Summit

The industry's best and brightest get together for two days of insightful presentations, informative panel discussions, and a little bit of good cheer too.

September – World Series of Housekeeping

One day a year devoted to the Basketball Commode Snatchers of the world! And you think our housekeepers don't know sports?

December – MCVB & MMHLA Christmas Party

Luncheon and/or Evening Receptions featuring topical speakers

MMHLA Political Action Committee

Would you let government dictate your hiring practices, over-regulate your business, or increase your taxes without speaking up?

The MMHLA Political Action Committee is a voluntary, nonprofit, bipartisan PAC that exists to help elect qualified individuals to local and statewide office who support the lodging industry.

Other MMHLA benefits include a monthly newsletter, the Allied Buyers Guide and more.



MMHLA Membership Rates

0-100 rooms	\$250 + \$100 monthly luncheons = \$350 annually
101-200 rooms	\$275 + \$100 monthly luncheons = \$375 annually
201-300 rooms	\$300 + \$100 monthly luncheons = \$400 annually
301-400 rooms	\$325 + \$100 monthly luncheons = \$425 annually
401 or more rooms	\$400 + \$100 monthly luncheons = \$500 annually
501 or more rooms or casino	\$650 + \$100 monthly luncheons = \$750 annually

Allied Members (vendors/supporters)
 \$250 + \$100 monthly luncheons =
 \$350 annually

Associate Members (students, non-profits)
 \$175 + \$100 monthly luncheons =
 \$275 annually

Additional luncheon guests and/or non-prepaid luncheons: \$25 per guest

NOTE: The representative from a hotel is the General Manager. The firm shall designate the representative from a company. Membership dues are payable in advance. Membership continues yearly unless canceled in writing, in advance of due date.

Contributions or gifts to the Memphis Hotel & Lodging Association are not tax deductible as charitable contributions for federal income tax purposes. However, dues payments or assessments are deductible by members as an ordinary and necessary business expense.



Hotel listing in Key Magazine & Map Location

MMHLA Buyers' Guide & Membership Directory

Monthly MMHLA Newsletter

MMHLA PAC

Membership Listings with Contact Information





Membership Application

Check one: Hotel Member Allied Member (vendors/supporters)
 Associate Member (students, non-profits)

We would like to join the Metropolitan Memphis Hotel & Lodging Association and support its membership program. We agree to subscribe \$_____ (see membership rates) annually as a member.

Hotel, Company, School or Association Name:

Hotel, Company, School or Association Address:

City: _____ State: _____ Zip Code: _____

Phone: _____ Email: _____

Representative's Name & Title: _____

If you are a hotel, please answer the following:

- 1. Number of Rooms _____
- 2. Size of Largest Meeting Space _____
- 3. Number of Restaurant Seats _____
- 4. Number of Lounge Seats _____

Sponsor's Name and Title:

Name of Responsible Party: _____

Print Name Here

Signature Here

Date: _____

**Remit a copy of this application and your check made payable to:
MMHLA, 47 Union Avenue, Memphis, TN 38103.**

If you wish to pay by credit card, email completed application to the Administrative Assistant at admin@mmhla.com and advise that you would like to pay with a credit card.

Note: The representative from a hotel is the General Manager. Allied Member companies shall designate a representative. Membership dues are payable in advance and continuous unless canceled in writing in advance of the due date. Membership dues are payable no later than Jan 31st of each New Year.

Contributions or gifts to the Metropolitan Memphis Hotel & Lodging Association are not tax deductible as charitable contributions for federal income tax purposes. However, dues payments or assessments are deductible by members as an ordinary and necessary business expense.



Newsletter Advertising

The MMHLA newsletter is published monthly. The publication is emailed as well as mailed to MMHLA members and others associated with the Memphis hospitality industry.*

To advertise, please contact the Administrative Assistant at 901-581-5618 or email admin@mmhla.com.

Advertising Rates

Monthly	Annual
2 1/2 x 3 inch ad: \$50/month	2 1/2 x 3 inch ad: \$500
5 x 3 inch ad \$100/month	5 x 3 inch ad: \$1,000

- The deadline for advertising is the fourth Friday of each month.
- Artwork can be submitted to Wayne Lewis keymemphis@keymemphis.com
- Format: 300dpi high resolution JPG, TIF, PDF
- Ad copy for the annual rate can be changed during the year.

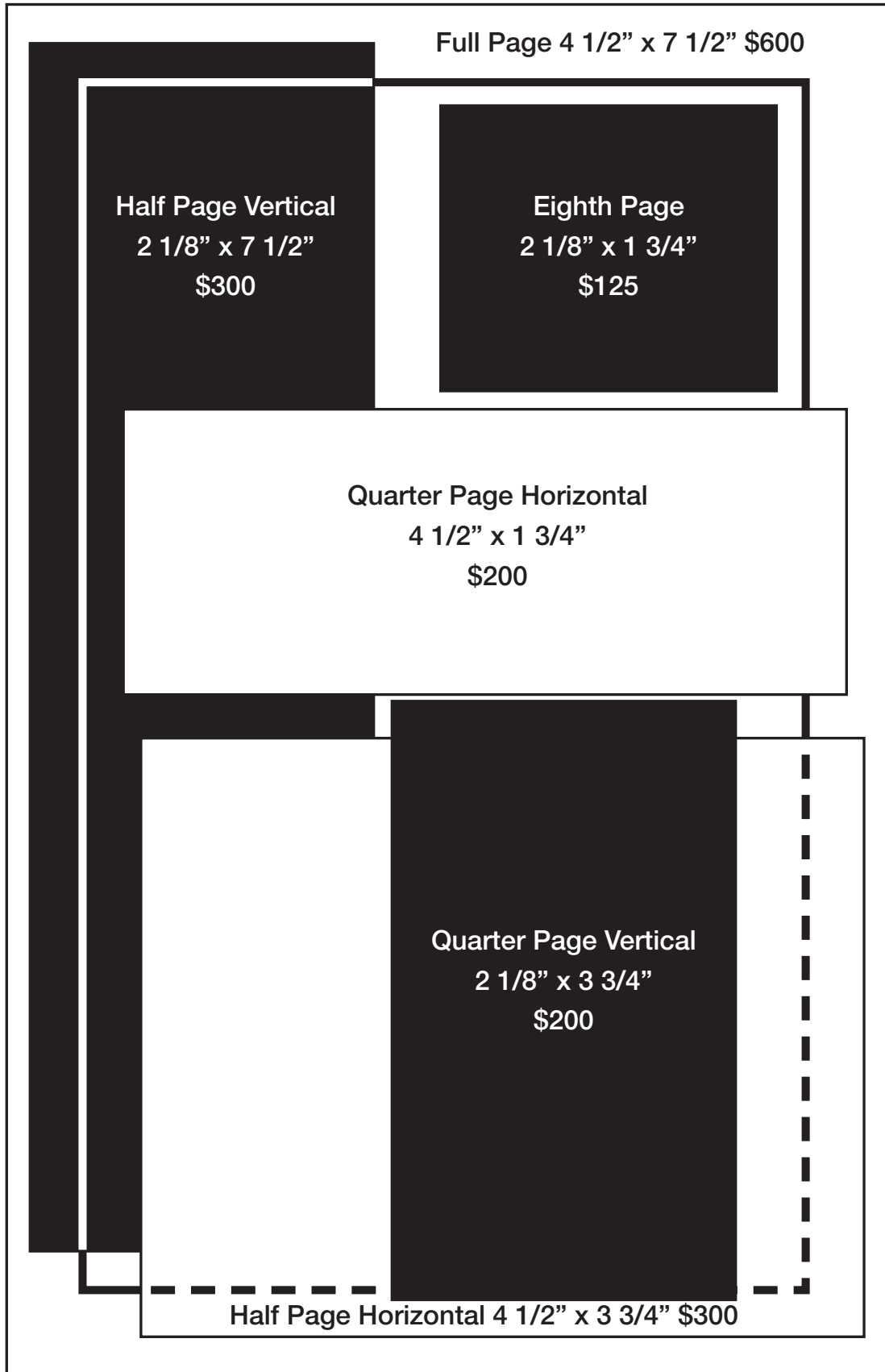
Please make checks payable to:

MMHLA
47 Union Avenue
Memphis, TN 38103

Credit Card payments are also accepted.

*If you prefer not to receive this publication via mail and/or email, please send an email to the Administrative Assistant at admin@mmhla.com.

Buyers Guide Ad Rates & Sizes



MMHLA

Help Guide The Direction Of The Hotel Industry



When your MMHLA PAC contribution is combined with those of your industry colleagues, it will have an even greater impact on the outcome of local and state elections. Your support of MMHLA PAC is critically important to help elect congressional candidates who are responsive to the concerns of our industry.

Would you let government dictate your hiring practices, over-regulate your business, or increase your taxes without speaking up? Yet, this is exactly what happens if you do not contribute to MMHLA PAC. Your investment in MMHLA PAC yields both individual and industry dividends because these funds are used to support candidates for State and Local offices who advance policies promoting tourism that fill hotel rooms.

A more pro-business legislature opposes legislation and regulations that negatively impact your bottom line, such as excessive taxation and unnecessary workplace regulations. A well-funded MMHLA PAC can make a difference by electing representatives who will give the lodging industry a strong voice in the debate on such issues.

MMHLA PAC is a voluntary, nonprofit, bipartisan political action committee (PAC) that exists to help elect qualified individuals to local and statewide office who support the lodging industry. MMHLA PAC uses all contributions for political purposes and is subject to the prohibitions and limitations of the Federal Election Campaign Act.

Contributions to MMHLA PAC are voluntary and not deductible as charitable contributions for federal income tax purposes.

Guidelines for contributions in this brochure are merely suggestions. You may contribute a maximum of \$5,000 per year to MMHLA PAC. A copy of our report is filed with the State Election Commission.

JOIN MMHLA PAC

The Metropolitan Memphis Hotel & Lodging Association's members can change the political future of the lodging industry by speaking with a unified voice. MMHLA PAC brings that voice to lawmakers by helping elect members who promote and protect the interests of the lodging industry. You can make a difference by making a financial commitment to MMHLA PAC.

YES! I WANT MY VOICE HEARD! Here is my contribution to MMHLA PAC

Please send personal checks only. Corporate checks are not permitted by law.

\$25 \$50 \$100 \$250 Other \$ _____

Name

Title & Property

Address

City, State, Zip

Phone

Fax

Email

Personal Credit Card

Type:  

Card Number

Expiration Date

Signature of Cardholder

Please print and mail this portion with your contribution to:

MMHLA PAC
47 Union Avenue
Memphis, TN 38103

EMAIL credit card information to admin@mmhla.com



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For more information, please contact MMHLA.

(901) 581-5618 | email admin@mmhla.com