



# IMPROVING AN IMPROVEMENT DISTRICT

**The California Hotel & Lodging Association (CHLA)  
partners with improvement districts to enhance benefits  
and services provided to hotels within the district.**

- Exclusive presentations and training programs
- Hotel performance benchmarking reports
- *Hotel Weekly* and *Advocacy Weekly* member communications
- Marketing opportunities through CHLA's magazine, social media & website
- Conferences for education and networking
- Free legal & operational advice
- Hotel All Stars awards program
- Direct access to senior CHLA leadership
- Industry advocacy



CHLA can also further enhance a district's sales and marketing efforts for boutique hotels and bed and breakfast properties through the California Association of Boutique & Breakfast Inns (**CABBI**). By leveraging CABBI's consumer website, newsletters, PR campaigns, and other channels, we help drive increased awareness and reservations for these segments.



## **PARTNER WITH CHLA**

To schedule a presentation to the improvement district stakeholders or to learn more about the many improvement districts which have benefitted from a CHLA partnership, please reach out to **Sandra Oberle, CHLA's Vice President, Membership** at **916-554-2662** or via email at **sandra@calodging.com**.

## **EDUCATION, TRAINING & OTHER SERVICES**

The more hotels know, the better they can serve their guests and protect their valuable employees. CHLA offers a full range of benefits to help hotels stay compliant, protect investments, save money and improve operations.

- **ADA Lawsuit Protection & Website Compliance Program**
- **California Hotel Law**
- **Workplace Violence Prevention Program**
- **Fee Transparency Compliance Guidance**
- **Human Trafficking Awareness Training**
- **Effective Law Enforcement Communications**
- **Harassment Prevention Training**
- **Health Care Discounts & Solutions**
- **Employment & Hiring Guide**
- **Educational Webinars**

*CHLA protects the rights & interests of the California hotel industry.*