



The voice of your Hospitality Community!



Mission Statement

The purpose of the **Monterey County Hospitality Association, Inc.** is to actively foster, protect and represent the interests of the members of **MCHA** by providing advocacy and representation on government issues; providing educational resources; and ensuring that the economic benefits of hospitality are made known to the community through active community and business relations efforts.



OPEN
24 HOURS

Hospitality/Tourism in Monterey County

MCHA is the only hospitality trade organization that serves all facets of the hospitality industry throughout Monterey County. All business in Monterey County are affected in some way by the tourism industry.

Hospitality/Tourism in Monterey County:

- County's second largest industry
- Over \$2 Billion in direct visitor spending
- Over \$55 Million in local taxes
- Almost \$45 Million in TOT
- Employs 23,000 people
- Generates \$850 Million in salaries and earnings

*Positive revenue for Tourism and Hospitality
means positive growth for Monterey County...*

*Positive revenue for Monterey County
means positive growth for your business.*



4 main areas of Focus

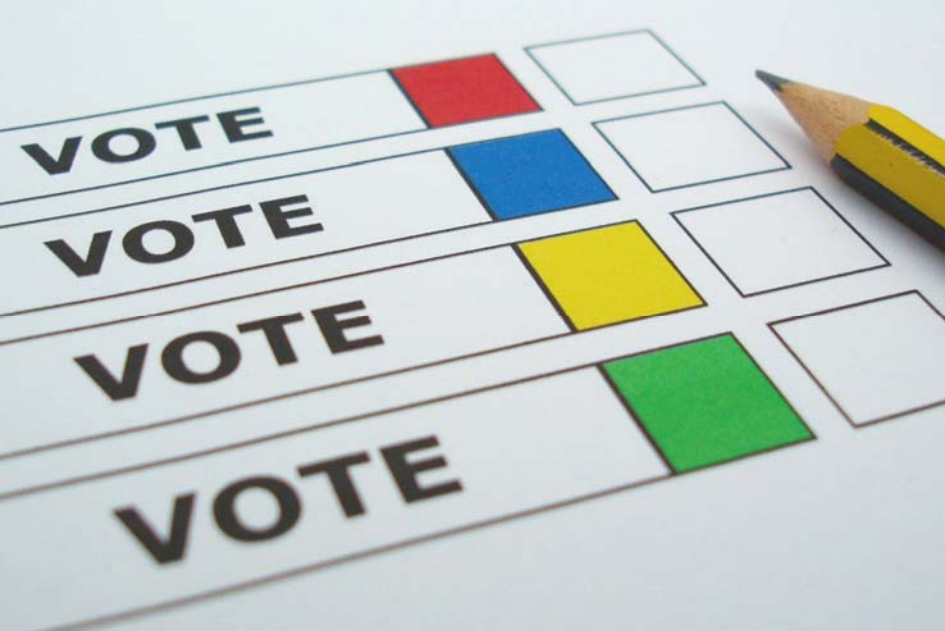


Political Advocacy through
Government Affairs

Education

Employee Recognition

Community & Business Relations



Effective Political Advocacy

A key component of MCHA is our active and constant monitoring of government affairs through our government affairs director and committee members. This past year MCHA was involved in many different issues.

- Devoted significant time and money fighting drastic water cutbacks proposed by the state.
- Devoted significant time and money supporting securing self-help transportation funding for critical Monterey County projects.
- Worked with TAMC, MST and Peninsula governments to create a Regional Taxi Authority to improve and enhance taxi services.
- Continued active collaboration with partner organizations representing agriculture, vintners and growers, labor, general business interests and the Latino Caucus to work on issues affecting Monterey County business vitality and viability.
- Provided oral and written testimony to the Monterey County Planning Commission and Board of Supervisors on policies that affect the hospitality industry.
- Worked to ensure the continued success of the MCCVB's Tourism Improvement District.



Education

Education is an essential element of our association. Several seminars are scheduled each year plus a job fair. In addition, MCHA provides an excellent scholarship program that offers students wanting to pursue an education in Hospitality or in the Wine industries financial support.

Seminars for 2007-2008 include:

- Top 5 Mistakes Made by Hospitality Employers
- Serving Alcohol Safely, Responsibly and Legally
- Leadership Magic for First Line Employees
- Slips and Falls
- Beer and Food Pairing
- Workplace Investigations
- Secrets for Successful Banquet Service





Employee Recognition

Employee recognition is an important benefit that MCHA provides its members. There are **two events** held annually.

Employee Appreciation Day: This event allows member employees to visit area attractions on a complimentary basis. It is also our way of saying thank you to employees for all the hard work done throughout the year. In the afternoon, friendly competition takes place between the different hotels, motels and restaurants in events such as bedmaking, waitstaff, bellstaff, bartending, napkin folding and more. The day culminates with a barbecue attended by over 800 employees and their families.

Hospitality Recognition Luncheon: A truly wonderful and inspiring event is the MCHA recognition Lunch. Celebrating its 18th year this event honors 12 outstanding hourly employees for their Excellence in Hospitality throughout the year. Over 400 nominations are submitted to our panel of judges for review. Each winner receives overnight stays, dining, admission tickets, etc as well as proclamations from our elected officials.

Both of these events not only honor and give our employees their due recognition, but it is done publicly in front of their peer. Both events receive media coverage providing the community with a wonderful sense of the fantastic employees that make the Monterey County Hospitality industry so successful.



Members Getting Involved

MCHA provides a variety of opportunities throughout the year for members to be actively involved in the association.

Bi-Monthly Networking Luncheons

Committee Participation

- **Power of Association:**

A network created to enhance our industry's ability to communicate with local residents, politicians and members in the business community. Bridges the gap between the Hospitality industry and the community by providing continued education on the benefits of the Hospitality and Tourism industry. Oversees member luncheons and events, web site promotions and MCHA newsletter publications.

- **Ambassador Program:**

Set up to keep new and current members informed and active participants with MCHA.

- **Special Events:** Organize, oversee and monitor:

- **HOSPY Award:** Given each Christmas Lunch to the Hospitality Volunteer of the Year.
- **Employee Appreciation Day**
- **Hospitality Recognition Luncheon**
- **Annual Dinner:** Fundraiser and Honors the Hospitality Professional of the Year.
- **Golf Tournament:** Fundraiser

- **Education:**

As presented.

- **Government Affairs:**

As presented.



MCHA provides a *VOICE* for Hospitality.

Please join these members and over *245* members representing Hotels, Restaurants, Financial Institutions, Chambers, Media, Vendors, Wine Industry and more.

* Partial Listing; Board Members in Bold.

- **A Taste of Monterey**
- **Adventures By the Sea**
- Armanasco Public Relations
- Asilomar Conference Grounds
- **Associated Hosts**
- Bahama Billy's
- Baja Cantina
- Bayonet & Black Horse Golf Courses
- **Bernardus Lodge**
- Blackstone Winery
- **C&T Financial Services**
- **Cannery Row Company/Sardine Factory**
- Carmel Chamber of Commerce
- Carmel Mission Inn
- Carmel Plaza
- **Carmel Valley Ranch**
- **Chateau Julien Wine Estates**
- Corporate Kids Events, Inc.
- **CSUMB**
- Del Monte Center Merchants Association
- Downtown Dining
- **Embassy Suites**
- **Fandango Restaurant**
- Fishwife Restaurants
- Foy Peninsula Group
- **Glastonbury Inc.**
- Highlands Inn
- Hilton Garden Inn
- Hofsas House
- Holiday Inn Express – Marina
- **Hyatt Regency**
- Illusions of Grandeur, Inc.
- **KION/KCBA Television**
- KWAV Radio
- **Laguna Seca Golf Ranch**
- La Playa Hotel
- Lockwood Vineyards
- **Mazda Raceway Laguna Seca**
- **McKee Marketing & Event Planning**
- Michael's Catering
- Mission Linen
- **Monterey Bay Aquarium**
- Monterey Conference Center
- Monterey County Bank
- Monterey County Film Commission
- **Monterey County Parks Department**
- Monterey County Vintner's & Growers Association
- Monterey County Weekly
- Monterey Federal Credit Union
- **Monterey Marriott Hotel**
- **Monterey Peninsula Airport District**
- Monterey Peninsula Chamber of Commerce
- Monterey Plaza Hotel & Spa
- **Monterey Salinas Transit**
- **Monterra Properties**
- Mucky Duck Restaurant
- National Steinbeck Center
- Pacific Grove Chamber of Commerce
- **Pebble Beach Company**
- Pine Inn
- **Portabella Restaurant**
- **Portola Hotel & Spa**
- Post Ranch Inn
- **Resort II Me**
- Scheid Vineyards
- Ventana Vineyards
- Wells Fargo Bank



Annual Dues

Restaurant/General Business/Financial Institution;

Annual Gross Revenue	Annual Dues
Under \$1,000,000	\$245
\$1,000,001-\$3,000,000	\$320
\$3,000,001-\$5,000,000	\$445
Over \$5,000,000	\$635