

HOTEL SAFETY REPORT

April 2018

OVERVIEW

The Long Beach Hospitality Alliance, which is comprised of the city's largest hotels, maintains safety as its top priority. Alliance members have instituted numerous safety programs and protocols that have become model initiatives across the state and country for the hotel industry. As part of our commitment to our employees, guests and the city council, the Alliance is providing a regular safety report to share recent safety activities. Below is a summary of our proactive work over the past month.

SAFETY TRAININGS

Alliance hotels have partnered with safety experts and organizations dedicated to helping prevent violence and support women and survivors of assault. We partner with these groups to provide our employees with prevention tools and the skills needed to equip themselves if the situation arises. These paid safety trainings include employee safety device training, human trafficking identification, domestic violence, and sexual harassment awareness and prevention trainings. Below are the trainings recently completed.

- **Active Shooter Preparation & Prevention Training** – The Westin Long Beach completed an active shooter preparation and prevention training in partnership with Allied Universal, a national firm that specializes in security workplace training. Twenty-one employees participated, for a total of 42 training hours.
- **Domestic Violence Awareness & Prevention Training** – The Renaissance Long Beach Hotel completed a domestic violence awareness and prevention training with the WomenShelter of Long Beach. Fifty employees participated in nearly 100-hours of training provided in both English and Spanish.
- **Downtown Long Beach Alliance Public Safety Meeting** – Hospitality Alliance members participated in the Downtown Long Beach Alliances' Safety meeting on safety best practices and procedures. This is a reoccurring partnership.
- **Human Trafficking Awareness** – Alliance members have distributed human trafficking awareness and identification materials throughout their hotels to increase employee awareness.

#SAFETYTOGETHER CAMPAIGN

In April, the Long Beach Hospitality Alliance launched its #SafetyTogether Campaign in coordination with National Sexual Assault Awareness Month. This coalition of hospitality industry businesses and community organizations worked together during the last month to raise awareness of sexual assault and share resources available to prevent or report sexual violence and support survivors.

- Participants focused on educating employees and customers on the resources available to report assault, support survivors and prevent sexual violence.
- Alliance members and partnering organizations also raised awareness by distributing resources through their social media channels using #SafetyTogether.
- The Alliance partnered with the Downtown Long Beach Alliance, Force Training Institute and WomenShelter of Long Beach, among others for the campaign.

ENOUGH IS ENOUGH.

USE YOUR VOICE TO PREVENT SEXUAL VIOLENCE.

#SafetyTogether

**63% OF SEXUAL ASSAULTS
GO UNREPORTED.**

HELP CHANGE THE STATISTIC.

#SafetyTogether

NATIONAL DENIM DAY

The Long Beach Hospitality Alliance partnered with local community organizations to participate in National Denim Day. Business leaders and their employees wore jeans on April 25 to collectively raise awareness of sexual assault within the community.

- In conjunction with National Denim Day, the Alliance also held their Second Annual Job Fair at the Hyatt Regency on April 25. Business representatives wore denim while interacting with potential employees. Job seekers were also encouraged to wear jeans to the event as a way to raise awareness. Thirty businesses and more than 250 job seekers were in attendance.
- Pacific Gateway, Long Beach CaLL, Long Beach City Collge, California State University, Long Beach and the WomenShelter of Long Beach partnered with the Alliance to participate in National Denim Day at the job fair.
- WomenShelter of Long Beach provided sexual assault awareness and prevention materials that were distributed at the job fair.

COMMUNITY INVOLVMENT

The Long Beach Hospitality Alliance has worked directly within our community to increase awareness and support local organizations who provide prevention and support resources to the Long Beach community.

- **The Alliance participated in a Sexual Harassment Awareness Seminar for middle school students** at the GirlsLead Academy. The Alliance sponsored food and beverage for the 60 students in attendance.
- **The Alliance was a platinum sponsor of the WomenShelter of Long Beach Gala Event**, including sponsorship and in-kind donations. Alliance hotels continue to proudly partner with the WomenShelter on trainings and local events.
- **The Alliance sponsored the Grand Prix Foundation's Inaugural 5k**, supplying apples and bottled water for 1,200 participants.

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