

# 2021 UPDATE: U.S. Hot Springs Business & Trade Association

Founded 2019



**U.S. HOT SPRINGS**  
BUSINESS & TRADE ASSOCIATION

**BENEFITS OF MEMBERSHIP...**  
*(its only the beginning...)*

# SOME OF THE BENEFITS OF OUR MEMBERS



This organization negotiates with several vendors across the US and allows our members access to discounts. In addition, the HSA will get a 25% return off gross revenues of any products or services purchased. We have no financial obligation to the Savings4Members.

A screenshot of the Savings4Members website interface. At the top, it says "Welcome, HSA Member!" and "0 New Savings Inquiries Submitted". Below this, it prompts the user to "Submit new savings opportunities to your Savings Expert to learn more". There are filters for "Select categories from the dropdown" and "Country" (USA). The main content area displays a grid of 12 savings cards, each with a vendor logo and a specific offer. The offers include: 100% back on unpaid checks (UTA), Save up to 40% on processing fees (cardconnect), Save 20¢ per gallon for 60 days (Kroger), Save 15¢ per gallon for 60 days (Vons), Earn 4¢ per gallon for first 12 months (Walmart), Save BIG on fuel with discounts at the pump (Walmart), Save 25¢ per gallon for 60 days (Spartan), Save 8¢ per gallon for 12 months (Exxon Mobil), Up to 25% off Business and Individual Plans (Sprint), Save 12% on thousands of business items (Staples), Save \$40 off your order of \$300 or more (Office Depot), and \$500 cash back upon sign up (ADP).

# HOW TO JOIN OUR ORGANIZATION...

# VISIT OUR WEBSITE OR GIVE US A CALL

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U.S. Hot Springs Business & Trade Association

hotspringsassociation.com

U.S. HOT SPRINGS  
BUSINESS & TRADE ASSOCIATION

Enter search string Log in

HOME • **BECOME A MEMBER** • PAID MEMBERS • RESOURCES • CONTACT • EVENTS

Home

**WELCOME!**

The U.S. Hot Springs Business & Trade Association is a non-profit trade organization founded in 2019 by a group of hot springs owners and associates. Our purpose is to bring together hot springs owners and operators from across the United States to collaborate and cooperate with each other to promote the hot springs industry to the public. We share information and ideas, influence policy, share new technology, and work together to represent the diverse hot springs and similar businesses across the country.

Our membership is made up mainly of family-run small businesses that are part of the bigger travel and

## VISIT OUR CURRENT RATES

# BECOME A MEMBER

Below are our membership level prices and subscription period description through 2020

Select membership level

\* Mandatory fields

- \* Membership level
- Sapphire - over 200,000 visitors per year - \$750.00 (USD)**  
Subscription period: 1 year  
No automatically recurring payments  
Member OVER 200,000 visitors per year: Sapphire
  - Maya - up to 200,000 visitors per year - \$550.00 (USD)**  
Subscription period: 1 year  
No automatically recurring payments  
Member UP TO 200,000 visitors per year: Maya
  - Indigo - up to 100,000 visitors per year - \$450.00 (USD)**  
Subscription period: 1 year  
No automatically recurring payments  
Member up to 100,000 visitors per year: Indigo
  - Cyan - up to 70,000 visitors per year - \$300.00 (USD)**  
Subscription period: 1 year  
No automatically recurring payments  
Member up to 70,000 visitors per year
  - Azure - up to 40,000 visitors per year - \$150.00 (USD)**  
Subscription period: 1 year  
No automatically recurring payments
  - Corporate Member (Corporate Donor) - \$500.00 (USD)**  
Subscription period: 1 year  
No automatically recurring payments  
More business means more business! We appreciate our corporate partners.
  - Supporting Member - Non-spring owner - \$100.00 (USD)**  
Subscription period: 1 year  
No automatically recurring payments  
For those wishing to be a member who are not hot springs owners

NEXT

# 2020-2021 ACTION ITEMS & PRIORITIES

- **Mapping**  
Completed Goals and Action Plan/ Calendar
- **Marketing**  
Outreach & Analysis  
Website and Online Date Management
- **Membership & Affiliates**  
Outreach  
Benefits  
Partners - BANA, international organizations
- **Government & Legislative**  
Education & Intervention on behalf of members



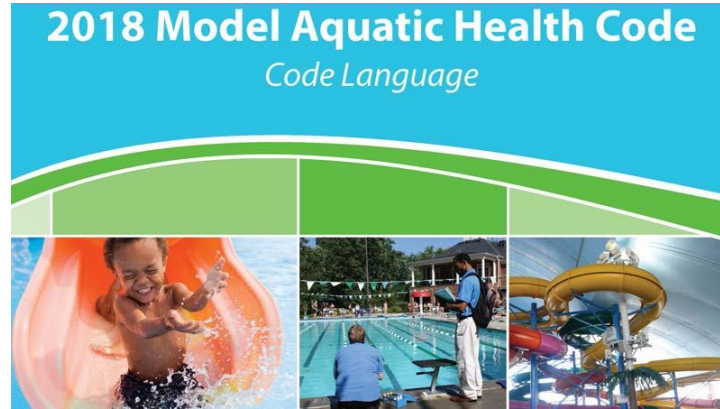
## MEMBERSHIP: BENEFITS AS OF 2020-2021

- ✓ Signed on with **Savings4Members**, a non-profit
- ✓ Began negotiating a hot-spring focused group insurance plan
- ✓ Conducted Member/Potential Members Surveys
- ✓ Conducted Insurance needs assessment
- ✓ Topic and issue surveys to members/potential members
- ✓ Workshop feedback members



# GOVERNMENT & LEGISLATIVE ACCOMPLISHMENTS

Progress on Model Aquatic Health Code, Covid Re-opening & More



- ✓ **Held meeting with the Center for Disease Control Staff**
- ✓ **Held meeting with the technical director of Council on Model Aquatic Health Code**
- ✓ **Held Meeting with President of Council for Model Aquatic Health Code - president presented to HSA monthly meeting**

# GOVERNMENT & LEGISLATIVE ACCOMPLISHMENTS

Progress on Model Aquatic Health Code, Covid Re-opening & More

- ✓ **Met with Governor of Rhode Island - to reopen member business**
- ✓ **Connected Wyoming legislative delegation (House and Senate members) to items in their region**
- ✓ **Wrote letters on behalf of hot spring businesses to California Governor, Nevada Governor, New Mexico**
- ✓ **Identified state House and Senate representatives for each individual member**
- ✓ **Created briefing packets for each elected official to introduce the businesses**
- ✓ **Legislative Briefings from former US Senator Mark Begich (during covid and after election)**
- ✓ **Recruited nation travel & tourism policy leader from US Travel (Roger Dow) to present to the group on travel outlook for 2021-2022**

# 2021 - 2028 GOVERNMENT & LESISLATIVE POLICY GOALS

## NEAR TERM GOALS (1 year)

- **Ramp up legislative program**
  - Briefing packets to all levels (county, state, local, federal) of government - packets with introductory letter and list of member springs in their state
  - Legislative introductions state by state
  - Schedule legislative visits/meetings/zoom/fly-ins
  - Create legislative PRIORITIES for the year - for both state and federal levels (include in letter)
- **Center for Disease Control (CDC)/Council for Model Aquatic Health Code**
  - Get additional hot springs reps on 2021 CMAHC sub-committee
  - Establish permanent presence on CMAHC
  - Support hot spring industry participation in drafting/approval of hot springs portion of MAHC
- **Host online research library for member access**
  - Health benefits of mineral water
  - Health benefits of heat

# 2021 - 2028 GOVERNMENT & LEGISLATIVE POLICY GOALS

## MEDIUM TERM GOALS (1-2 years)

- Develop brand toward **nature, wellness & eco-travel**
- Develop model legislation for passage in each state

## LONG TERM GOALS (1-5 years)

- Pass model legislation in each state where needed
- Establish international partners
- Become Global
  - Join global organizations
  - Have global orgs join our organization

# INSURANCE POLICIES FOR ASSOCIATION MEMBERS

- Same as the Caves Association
- Policies written specifically for Natural Attractions - like yours!
  - (brief presentation)
- We have been surveying our members on their current policies



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# MORE BENEFITS TO COME

- Policy Strategy Consulting
- Legal Advice / Legal Analysis
- Templates for legislation and municipal codes
- Lobbying at state and national levels when needed
- Training and Certification programs
- Issue strategy consulting such as water rights, land or water access, subsurface rights
- Connecting with BANA and other international organizations to help educate/raise awareness of healing aspects of water
- Networking, collaborating, connecting, learning



THANK YOU!



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*Immersed in the business of health,  
healing and wellness.*