

HM Advocacy ROI

Fighting to Save Operators Money and Boosting Economic Impact

WE'VE GOT YOUR BACK

Our government affairs team is on the front lines protecting the foodservice and lodging industries of Maine.

Supporting:

 **670 hotel properties**

 **3,400 restaurant locations**

 **65k industry jobs**

On average, our advocacy saves members
tens of thousands each year
in avoided costs and preserved revenue

Here's what your membership delivers:

Stopped Several Lodging Tax Hikes (LD 225)

- We blocked a 33% increase in the lodging tax (9% to 12%).
- This kept Maine from being one of the highest taxed states in the country – protecting your ability to compete.

Average Annual Savings

\$55,000
CONSUMER
SAVINGS
PER HOTEL

Blocked a \$25 Minimum Wage Mandate (LD 853)

- HM stopped a proposal that would have raised labor costs by 40-70% and made Maine the first to tie wages to the Massachusetts Institute of Technology's "living wage calculator."
- Minimum wages would have jumped by region – \$20.64-\$25.45/hour, driving payroll costs through the roof and threatening viability.

\$70,000
SAVINGS
PER ESTABLISHMENT

Stopped Pricing Mandates (LD 414)

- We kept restaurants from being forced to print multiple menus for dine-in, delivery, takeout, and large parties.
- We stopped costly compliance rules for hotels that would have gone far beyond federal standards.

\$4,800
SAVINGS
PER RESTAURANT

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**MAKING YOUR VOICE HEARD
SECURING POLICY WINS
DELIVERING FOR YOU**

**Average Annual
Savings**

Protected Tourism Marketing Funds (LD 291)

- We opposed a proposal to cut the campground lodging tax from 9% to 5.5%, protecting millions in lodging tax revenue that helps market Maine as a destination.
- Had this passed, tourism promotion would have lost critical funding that drives customers to your doors.

**\$100,000
PROTECTED
FOR TOURISM
MARKETING**

Expanded Revenue Opportunities (LD 1551)

- We modernized outdated liquor laws so if you have a liquor license, you can now partner with and host outside food vendors more seamlessly.
- This creates new revenue streams without long-term investment in kitchen equipment and facility space – a win-win for operators and Maine start-ups.

**REVENUE
OPPORTUNITY
FOR EXISTING &
NEW RESTAURANTS**

Protecting Energy Choice for Businesses (LD 556)

- We helped ensure cities and towns can't ban the energy systems you rely on.
- This preserves your right to choose the fuel mix that works best and avoids forced six-figure+ retrofit costs.

**\$50,000 to
\$500,000
SAVINGS
PER ESTABLISHMENT
IN AVOIDED COSTS**

The Bottom Line

HospitalityMaine membership delivers real return on investment
saving you money, protecting your business, and fighting for your future.

Savings and protected revenue figures are conservative estimates based on statewide employment data, Maine Revenue Services tax receipts, Federal Trade Commission reports, and average establishment counts (670 hotels, 3,400 eating establishments). Energy and revenue opportunity figures represent realistic avoided or potential costs where exact statewide impacts cannot be precisely calculated. These amounts are estimates only and are not guaranteed for any individual business.