

IAAPA PUBLIC AFFAIRS UPDATE

What a time at the 2022 IAAPA Expo! It was an impressive event showcasing the attraction industry's global impact, with almost 37,000 attendees representing 104 different countries. The expo covered more than 518,000 square feet of exhibit space and offered more than 100 on-site educational sessions. There was truly something for everyone!

Public Affairs Activities at the Expo

IAAPA Public Affairs hosted or participated in nearly a dozen functions throughout the week, the most important of which was the joint meeting of the North America Government Relations Subcommittee and North America Safety Subcommittee. Among other items, we presented an overview of priority 2023 multi-state legislative projects and discussed revisions to model ride safety guidelines which will serve as the foundation for legislation we intend to introduce in Alabama and Montana next year.

We also convened the annual State and Regional Attractions Associations meeting that brought together our partners from Florida, California, New Jersey, Pennsylvania, and the Northeast to discuss legislative matters, share best practices, and 2023 priorities such as research initiatives, state-level economic impact studies, and expanding our grass roots advocates network.

After logging more than 45 miles walking during the week, I can say that I am exhausted but grateful to have learned so much and connect with so many of our members. Our team also came away with a multitude of new ideas we will consider implementing next year.

Republican Governors Association Conference

It was good timing for the Republican Governors Association to host their annual conference in Orlando. The event was a great opportunity to foster relationships with Governors representing key states following the recent elections. For example, I spoke to Governor-elects Sarah Huckabee Sanders from Arkansas, Joe Lombardo from Nevada, and Governor Brian Kemp from Georgia who was re-elected. I also held one-on-one meetings with Governor Greg Gianforte from Montana and a representative from Alabama Governor Kay Ivey's team to discuss our intention to introduce ride safety legislation next year and ask for their support. Both meetings were productive discussions that focused on the importance of codifying ride-safety standards into state law and how ASTM considers and implements updates to standards to ensure consumer safety.

2023 Public Affairs Multi-State Goals

Currently, 47 out of 50 states have some form of ride-safety language in statute and regulation in place. Our primary goal is to bring that number up to all 50 states as noted above.

We also intend to expand our network of grassroots advocates, since this is the most effective tool through which our industry can engage elected officials. Companies sharing their stories helps policymakers understand the impact that legislation and regulations have on your business and communities. While we will pursue many different recruitment avenues, we believe previously untapped groups which will result in many new and passionate advocates is coaster enthusiasts. I made contact with a few such groups at the IAAPA Expo.

On behalf of our team, thank you for all you do for the industry and your ongoing support! If you have any questions or ideas, please feel free to contact me any time.

Thank you,



Zach Stokes
Public Affairs Manager
IAAPA North America

4155 W Taft Vineland Rd. Orlando, FL 32837. Click here to [unsubscribe](#).