



Volume 1
Edition 12
December 15,
2022

IN THIS EDITION:

ERIN SIMS
NAMED AS THE
2022 CFHLA PAC
MEMBER OF THE
YEAR

END OF YEAR
RECAP

DECEMBER
GOVERNMENTAL
AFFAIRS
MEETING

REGIONAL
TOURIST
DEVELOPMENT
TAX UPDATE

DONATE

IN THE NEWS

LINKS OF
INTEREST

[Florida Governor
Ron DeSantis](#)

[State of Florida
Senate](#)

[State of Florida
House of
Representatives](#)

[Orange County](#)

This Newsletter is Proudly Sponsored By:



ERIN SIMS NAMED AS THE 2022 CFHLA PAC MEMBER OF THE YEAR

Congratulations to **Erin Sims**, president of **Landform of Central Florida, Inc.** on being named the 2022 CFHLA PAC Member of the Year.

This honor was announced during the CFHLA Hospitality Gala on December 17th.

Erin has been integral to the success of CFHLA, by giving her personal time to help advance the needs of our industry and by making a significant impact on the outcomes of several local and state races, over the past two years.

As an attendee to both of our advocacy trips to Tallahassee, she spent a considerable amount of time and energy educating our state leaders on our industry and the positive impact various proposed policies, like the continuous funding of Visit Florida, makes on our state's economy, our industry and our local businesses.

She also played a pivotal role in the vetting, interviewing and ultimately the endorsement of various candidates for state and local office, who we felt were the most pro-tourism and hospitality champions.

Lastly, Erin backed all of her actions up, with her personal and corporate donations towards these efforts. This included many sponsorships such as the Tee-It-Up for Tourism Topgolf event and The "Insider" Newsletter.

Thank you, Erin, for your incredible support and unwavering commitment to the advancement of the hospitality industry!

[Osceola County](#)[Seminole County](#)[City of Orlando](#)[City of Kissimmee](#)[City of Sanford](#)



END OF YEAR RECAP

As we conclude the year, CFHLA would like to thank each all of our members who spent their time and energy in helping to build relationships and educate our local and state leaders about the positive impacts of the industry. This year, our collective efforts were felt, as the Florida Legislature approved the **reauthorization of Visit Florida until October 1, 2028**. This reauthorization was a huge policy win for CFHLA and the entire tourism and hospitality industry, as well as a great indicator of our increased partnerships and collaborative efforts from across the state.

Secondly, we'd like to thank each of you for your incredible generosity, as our CFHLA PAC and PC raised more than **\$275,000 for the two-year election cycle**. This was a record for CFHLA!

Lastly, our PAC and PC played a vital role in vetting and interviewing dozens of candidates for state and local office and then deploying those funds to endorse and support those candidates who were pro-tourism and hospitality champions.

In the end, our CFHLA PAC and PC endorsed 16 bipartisan candidates throughout the 2022 general election (plus 5 more than were victorious in the primary election), and of those 16 candidates, **we scored a 100% success rate with all 16 winning their respective elections!**

By working together, we made a substantial impact in educating and backing state and local leaders that understand how vital the industry is to the region and are now committed to helping advance the tourism and hospitality industry into the future.

DECEMBER GOVERNMENTAL AFFAIRS MEETING

On Wednesday, December 7th, members of the CFHLA Governmental Affairs Committee met at [Disney's Yacht Club Resort](#) (Thank You Leticia Adams and Elizabeth Watkins) with newly elected (and CFHLA endorsed) State Representative LaVon Bracy Davis, as the committee focused on finalizing their 2023 Florida Legislative priorities.



REGIONAL TOURIST DEVELOPMENT TAX UPDATE

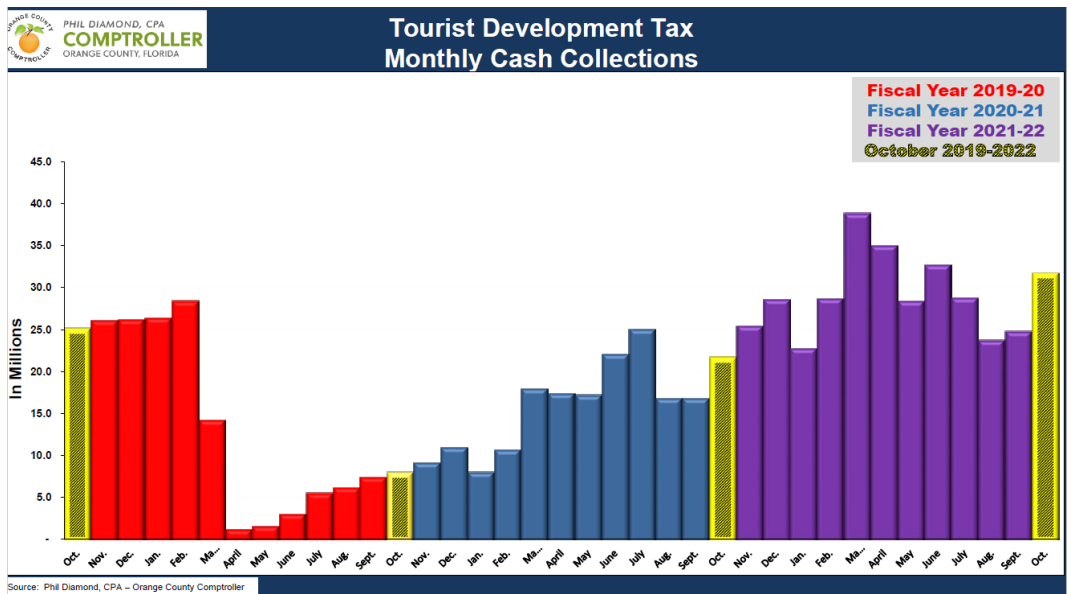
Orange County

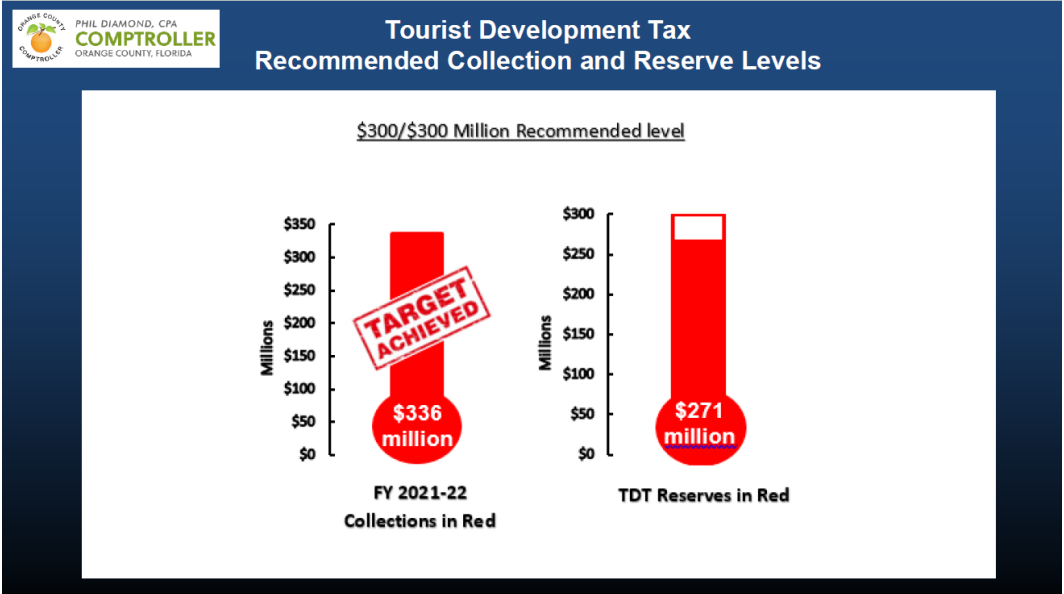
The Tourist Development Tax (TDT) collections received by Orange County for the month of October 2022 were **\$31,414,600**. That is a **46.6% increase** over October 2021.

Month-over-month, **October collections were higher than August collections by \$7 million**. They were **also higher than October 2020 collections by \$23.7 million**. In fact, October 2022 collections were the highest October collections on record.

For the fiscal year 2021-22, annual collections have now totaled \$336.3 million. This is the highest annual collections ever. The October occupancy rate was 78%, the highest October level since 2017.

Annual **TDT collections have now exceeded \$300 million** for the fiscal year 2021-2022.



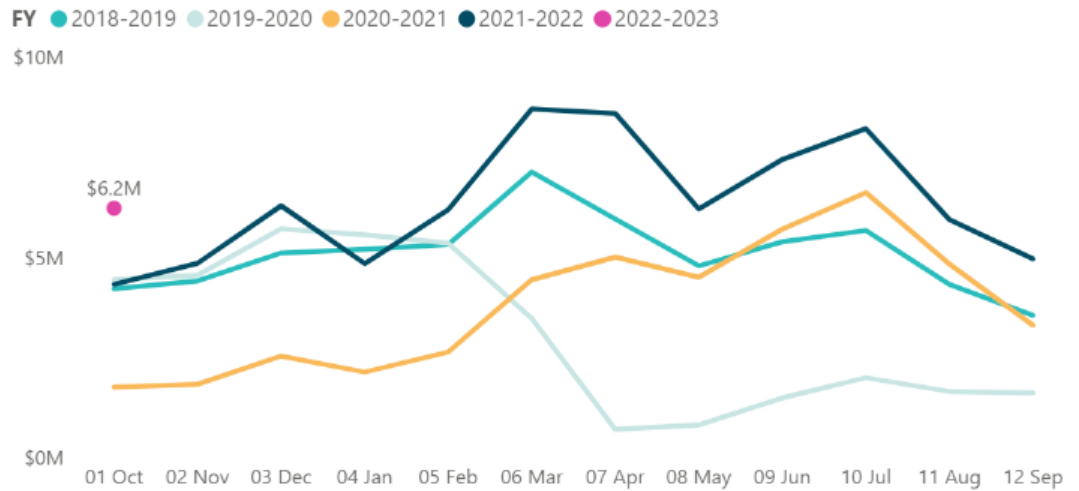


Osceola County

The Osceola County October Tourist Development Tax collection set another record, coming at **\$6,200,000**. This was a **44% increase over October 2021** and a **40% increase over 2019**. The **October collection numbers beat the previous October record by \$1.8 million**.

Hotels accounted for 45% of the October TDT collection, while vacation homes were at 51%.

A breakdown of previous years TDT collection for Osceola County can be viewed in the second graphic below.



Osceola County Board of County Commissioners
Osceola County, Florida

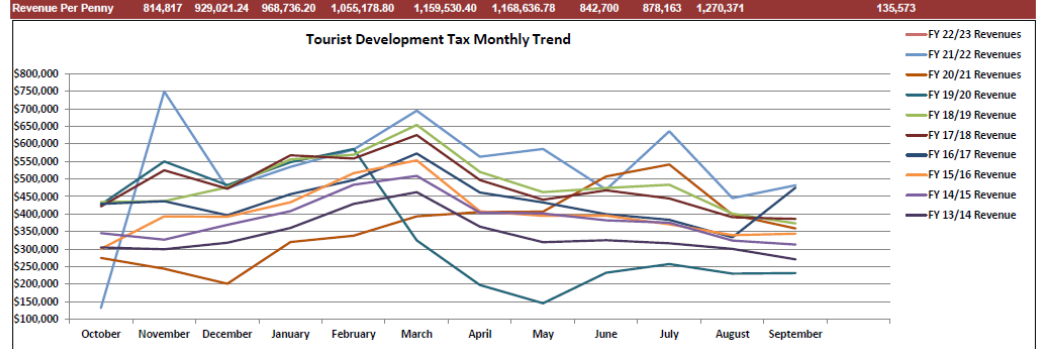
November 9, 2022

Collections for business in September total \$4,965,008 an increase of 69% compared to the prior year.

	FY 14-15	FY 15-16	FY 16-17	FY 17-18	FY 18-19	FY 19-20	FY 20-21	FY 21-22	% Change vs. 2018-2019	% Change vs. 2020-2021
October	2,957,606	3,262,009	3,509,285	4,175,545	4,217,688	4,441,505	1,757,764	4,324,335	3%	146%
November	3,001,897	3,506,429	3,711,778	4,324,124	4,411,772	4,555,734	1,827,437	4,853,159	10%	166%
December	3,796,028	4,359,692	4,301,130	4,966,763	5,111,994	5,713,661	2,531,504	6,294,036	23%	149%
January	3,912,865	3,962,634	3,781,133	5,032,259	5,201,187	5,565,822	2,134,569	4,846,852	-7%	127%
February	3,750,506	4,113,911	4,373,774	4,982,497	5,319,120	5,358,457	2,633,909	6,190,584	16%	135%
March	5,073,209	5,741,541	5,544,857	6,726,954	7,137,385	3,472,246	4,442,221	8,711,852	22%	96%
April	4,277,216	4,433,430	5,147,348	5,437,105	5,961,756	699,889	5,008,945	8,601,870	44%	72%
May	3,202,814	3,593,250	4,122,188	4,414,211	4,789,571	810,066	4,504,511	6,209,766	30%	38%
June	3,663,855	4,145,883	4,419,618	5,161,605	5,391,707	1,486,152	5,709,664	7,451,705	38%	31%
July	4,754,831	4,799,055	4,973,810	5,425,437	5,674,838	1,990,401	6,622,336	8,221,235	45%	24%
August	3,641,433	3,511,469	3,781,765	4,196,526	4,326,713	1,646,870	4,834,326	5,944,913	37%	23%
September	2,790,370	3,280,381	3,976,506	3,598,683	3,553,416	1,614,491	3,301,495	4,965,008	40%	50%
Total	44,822,630	48,709,684	51,643,192	58,441,708	61,097,777	37,335,294	45,308,681	76,615,315	25%	69%

Seminole County

Seminole County, Florida TOURIST DEVELOPMENT TAX Fiscal Year 2022/23 Revenue Report													
Monthly Collections	HISTORY										CURRENT FISCAL YEAR		COMPARISON
	FY 2013/14	FY 2014/15	FY 2015/16	FY 2016/17	FY 2017/18	FY 2018/19	FY 2019/20	FY 2020/21	FY 2021/22	Original 3 Cents	2 Cents	Total Collections	Month Over Month/ YTD Over YTD Change In Collection
October	304,877	345,553	300,862	428,048	421,871	434,438	426,810	274,006	132,466	406,719	271,146	677,865	545,399 411.7%
November	296,750	326,895	363,835	436,732	524,762	436,962	550,273	244,062	746,463				
December	318,536	396,173	392,805	398,424	472,256	476,549	482,943	201,297	473,861				
January	360,507	408,691	433,835	456,915	567,724	555,919	548,293	320,404	534,395				
February	426,247	483,661	516,610	497,136	558,063	596,125	585,371	338,387	583,915				
March	462,593	509,149	562,988	572,832	625,272	654,013	324,781	383,368	694,754				
April	394,161	404,255	407,783	401,462	497,187	520,463	197,530	406,626	556,558				
May	320,090	401,654	395,292	432,985	440,873	482,856	145,326	408,921	565,902				
June	325,397	382,227	395,373	399,489	487,855	474,337	232,610	507,262	496,931				
July	316,960	375,065	370,960	383,685	444,707	483,878	257,661	541,239	635,873				
August	300,855	324,474	339,798	333,761	391,058	401,322	230,144	397,969	445,388				
September	271,010	313,288	343,950	475,615	386,395	373,474	231,559	356,119	482,368				
Total	4,074,084	4,645,106	4,843,681	5,275,894	5,797,652	5,843,184	4,213,500	4,390,817	6,351,853	406,719	271,146	677,865	545,399 31.1%
	11.40%	14.02%	4.27%	8.92%	8.89%	0.79%	-27.89%	4.21%	44.00%	Budgeted Revenue			
	% Chg from Prior Year	% Chg from Prior Year	% Chg from Prior Year	% Chg from Prior Year	% Chg from Prior Year	% Chg from Prior Year	% Chg from Prior Year	% Chg from Prior Year	% Chg from Prior Year	3,301,390	2,200,927	5,502,317	
										Estimated Revenue			
										3,900,000	2,600,000	6,500,000	
										% Change From FY		2.33%	



DUE TO COLLECTIONS DELAY WITH THE MAIL SERVICE, OCTOBER AND NOVEMBER 2021 TDT TOTALS ARE SKEWED. WE EXPECTED LAST YEAR'S TDT COLLECTION FOR OCTOBER AND NOVEMBER TO BE AROUND \$420K EACH.

DONATE

CFHLA MEMBERS - Please consider making a donation of \$50 via the link below to the CFHLA PAC/PC. All contributions help CFHLA continue its efforts in supporting and endorsing Hospitality-Friendly candidates for local and state offices.



As a reminder, all CFHLA Board Members, PAC/PC Board Members, and ARC Board Members have committed to contributing \$100 to the CFHLA PAC/PC in 2022. If you are a part of one or more of these groups, please consider fulfilling your commitment today.

IN THE NEWS

[Marriott Vacations Worldwide Creates \\$250K Endowed Scholarship to Support UCF Hospitality Students](#) (University of Central Florida News)

[Florida hotel in Orlando on I-Drive sells for big money](#) (Orlando Business Journal)

[Urban Network Capital Group Starts \\$170M Vacation Complex in Davenport](#) (connectcre.com)

[Plans filed to bring condo-like multifamily units to Orlando's Four Seasons Resort](#) (GrowthSpotter)

[Florida hotels planned near Orlando airport, Lake Nona area](#) (Orlando Business Journal)

[Project Opioid to offer Kloxxado to FL hospitality workers](#) WESH)

[Breeze Airways to add service from California to Orlando](#) (Orlando Business Journal)

[US visitors boost Florida tourism industry](#) (Orlando Business Journal)

THIS NEWSLETTER IS PROUDLY SPONSORED BY:



PROVIDING 30 YEARS OF LANDSCAPE EXPERIENCE
RIGHT HERE IN CENTRAL FLORIDA

Landscape: Design • Installation • Renovation • Maintenance

Irrigation: Modification • Installation • Repair

Erin Sims • erin@landforminc.com

p: 407-298-3036 • c: 407.468.0561 • www.landforminc.com

The Insider is a subscription-based email publication from the Central Florida Hotel & Lodging Association to its members. If you would prefer not to receive the newsletter anymore, simply click the unsubscribe link.

Copyright 2022 Central Florida Hotel & Lodging Association. All rights reserved.