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## 2022 CFHLA PAC & PC GENERAL ELECTION ENDORSEMENTS

The 2022 General Election will be held on **Tuesday, November 8, 2022**. On behalf of the Central Florida Hotel and Lodging Association's (CFHLA) PAC and PC, we are proud to endorse each of the following **16 candidates** below for the General Election. This **bipartisan slate** includes endorsements for candidates running for the Florida Senate, the Florida House of Representatives, as well as the Orange, Osceola and Seminole County Commission, and the Orange County School Board.

Additionally, we are **supporting the proposed initiative of a one-cent sales tax increase** to fund transportation needs across Orange County.

**CFHLA is proud to stand with each of these pro-hospitality candidates and we strongly encourage each of our members to do the same.**

**[Please Click Here to Download  
The 2022 CFHLA PAC & PC Voter Guide](#)**  
and share with your co-workers, family members, and friends.

**Together, let's get out the vote and support these  
Champions for our Industry!**

[PEAK SEASONS MERGE](#)

[DONATE](#)

[IN THE NEWS](#)

[LINKS OF INTEREST](#)

[Florida Governor Ron DeSantis](#)

[State of Florida Senate](#)

[State of Florida House of Representatives](#)

[Orange County](#)

[Osceola County](#)

[Seminole County](#)

[City of Orlando](#)

[City of Kissimmee](#)

[City of Sanford](#)

## FLORIDA SENATE



**Jason Brodeur (R)**  
*Senate District 9*

## FLORIDA HOUSE OF REPRESENTATIVES



**Keith Truenow (R)**  
*House District 26*



**Fred Hawkins (R)**  
*House District 35*



**Rachel Plakon (R)**  
*House District 36*



**Susan Plasencia (R)**  
*House District 37*

## FLORIDA HOUSE OF REPRESENTATIVES



**David Smith (R)**  
*House District 38*



**Doug Bankson (R)**  
*House District 39*



**LaVon Bracy Davis (D)**  
*House District 40*



**Johanna Lopez (D)**  
*House District 43*



**Kristen Arrington (D)**  
*House District 46*

## ORANGE COUNTY



**Maribel Gomez Cordero**  
*Orange County Commission,  
District 4*



**Michael "Mike" Scott**  
*Orange County Commission,  
District 6*



**Alicia Farrant**  
*Orange County School Board,  
District 3*



**Transportation Sales Tax  
Ballot Initiative**

## OSCEOLA COUNTY



**Viviana Janer (D)**  
*Osceola County Commission,  
District 2*

## SEMINOLE COUNTY



**Amy Lockhart (R)**  
*Seminole County Commission,  
District 4*



**Jay Zembower (R)**  
*Seminole County Commission,  
District 2*

If you have any questions regarding the upcoming General Election, please visit the Supervisor of Elections website, for the county that you reside within.

[\*\*CLICK HERE\*\*](#) to visit the Orange County Supervisor of Elections website.

[\*\*CLICK HERE\*\*](#) to visit the Osceola County Supervisor of Elections website.

[\*\*CLICK HERE\*\*](#) to visit the Seminole County Supervisor of Elections website.

## SEPTEMBER GOVERNMENTAL AFFAIRS MEETING

On September 14th, our CFHLA Governmental Affairs Committee had the honor to welcome Secretary Melanie Griffin from the [\*\*Florida Department of Business and Professional Regulation\*\*](#) to our monthly meeting. We truly appreciate Secretary Griffin's leadership and her willingness to hear the feedback from our members, about how the Department could better to serve our industry moving forward! Lastly, a big thank you to our host - [\*\*BigFire at Universal City Walk\*\*](#) Orlando (and GA Committee Member Melanie Becker)!



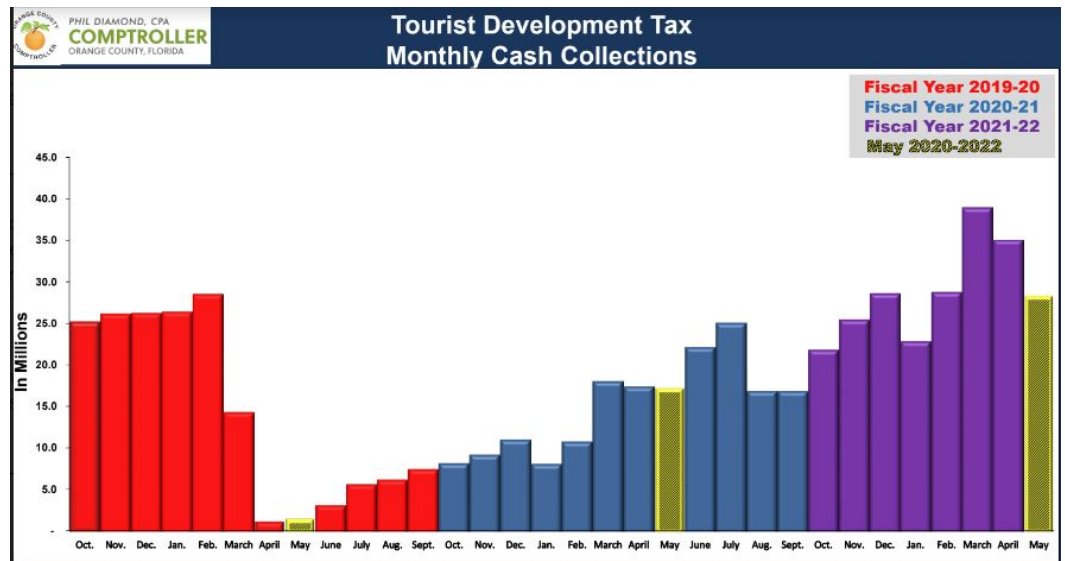
PAC/PC Chair & Governmental Affairs committee member Jay Leonard, General Manager of the Wyndham and Wyndham Garden Lake Buena Vista Disney Springs Resort Area; CFHLA Board Chair, Sonja Giselbrecht, General Manager of Marriott's Cypress Harbour; Secretary Melanie Griffin from the Florida Department of Business and Professional Regulation; Governmental Affairs committee Vice-Chair Bruce Skwarlo of Orlando Marriott Lake Mary; Universal Orlando Director of Government Relations, Melanie Becker; and CFHLA President/CEO Robert Agrusa

## REGIONAL TOURIST DEVELOPMENT TAX UPDATE

### Orange County

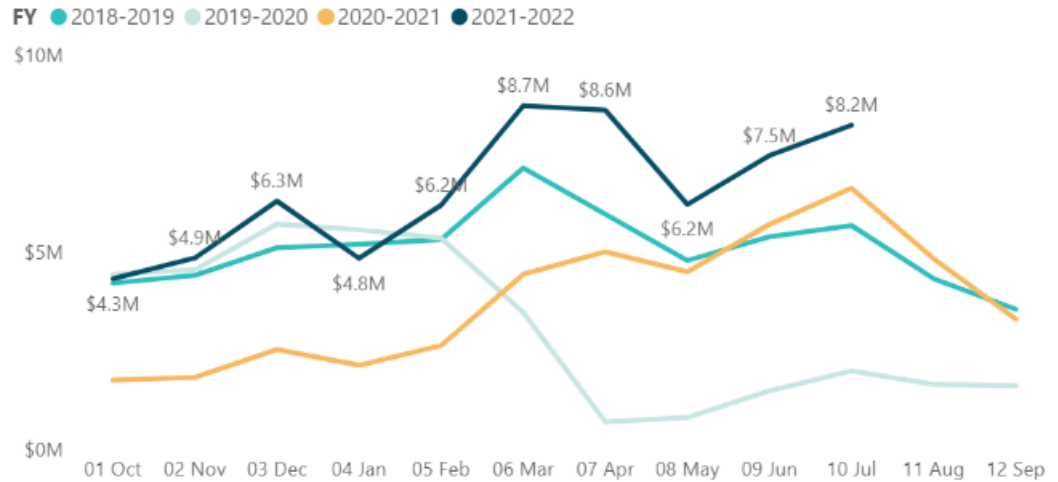
Orange County was proud to announce that the July Tourist Development Tax collection was at **\$28,465,700, which was a 15.2% increase over July 2021**. Month-over-month, July collections were lower than June collections by \$3.9 million. However, they were higher than July 2020 collections by \$23.3 million. In fact, **July 2022 collections were the highest July collections on record**. The chart below shows monthly TDT collections for the current fiscal year and the previous two fiscal years.

On an annual basis, fiscal year-to-date collections totaled **\$288.4 million through July**. Notably, this is **already the highest annual collections ever - even with two months still remaining in the fiscal year**. This beats the previous high of \$284 million for fiscal year 2018 - 2019. July's TDT performance was boosted by solid hotel demand at 2% above 2019 and a strong ADR at \$143.95 vs. \$114.79 in July 2019 (Source: Visit Orlando).



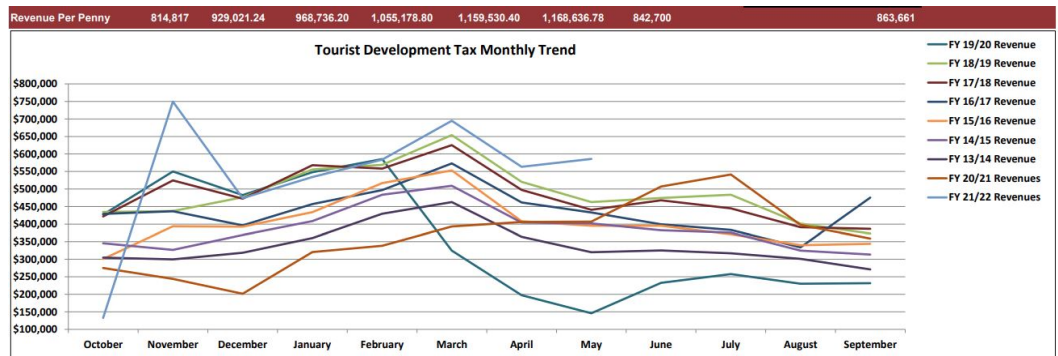
### Osceola County

Osceola County was proud to announce that the July Tourist Development Tax collection was recorded at **\$8,200,000**. This was a **19% increase over July 2021** and a record-breaking month for Osceola County. Overall, hotels and resorts accounted for \$2,600,000 (32%) in TDT collected, while vacation homes were at \$5,400,000 (65%).



### Seminole County

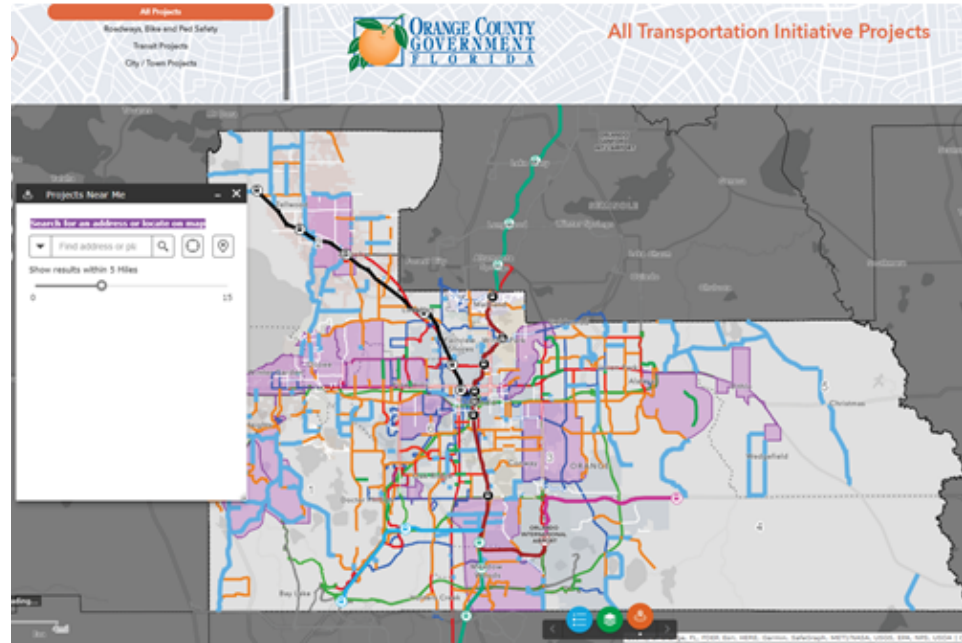
Seminole County announced that the July Tourist Development Tax collection was at **\$588,165**. Seminole County has now posted **a new TDT monthly record for five consecutive months in a row (March - July)**.



## ORANGE COUNTY LAUNCHES INTERACTIVE TRANSPORTATION MAPPING TOOL

Orange County Government has released a new [interactive mapping tool](#) that will help residents navigate and gather information regarding the proposed Transportation Initiative. The dashboard describes the project categories, future transit plans and city projects, as well as oversight plans — all of which will be funded if the initiative passes the Nov. 8 general election ballot. The \$600 million in annually generated funding will also allow the region to develop a convenient, affordable, and more robust transit system. Lastly, it will also allow our region to remain a top destination for business growth and expansion for generations to come.

**Click on the image below to view the new interactive mapping tool!**



## CITY OF ORLANDO SIGN CODE AMENDMENTS

As you may be aware, the city of Orlando is working on a comprehensive update to the sign code in order to be more consistent with recent Supreme Court decisions and to update, modernize and simplify the requirements. At this time the current proposal is available for review [HERE](#), and if you have any questions or comments, you may submit via the link located at the bottom of the [Sign Code Amendment web site](#).

In addition, you are invited to learn more at the upcoming [Municipal Planning Board Public Hearing](#) on **Tuesday, October 18 at 8:30am**.

## INTERNATIONAL TRAFFIC LEADS JULY PASSENGER GAINS AT ORLANDO INTERNATIONAL AIRPORT

The increase in international passenger traffic continued in July at Orlando International Airport (MCO) with a nearly 185 percent improvement over this time last year. International volume continued to climb as more global travelers took to the skies and made Orlando their destination of choice. In fact, for the calendar year-to-date, international travel is up nearly 300 percent over 2021. [READ MORE](#)

## STILL 1.2 MILLION OPEN JOBS

According to a [recent report by U.S. Travel Association](#), Leisure & Hospitality has 1.2 million jobs still open. While the overall economy has recovered from its share of COVID-19-related job loss, the national hospitality industry remains 7.2% below pre-pandemic levels. The industry is facing a substantial surge in job quits making it extremely challenging to hire additional workers. The number of job openings within this industry exceeds the number of unemployed American hospitality workers. Therefore, to get the labor force back in shape, the industry must not only competitively recruit from in and outside of the USA but also be open to utilizing technology.

## PEAK AND OFF-PEAK SEASONS MERGE

As many experts predicted, seasonal travel and lodging trends are shifting. The new, post-pandemic guests are willing to travel off-peak times. If you were among those who relied heavily on seasonal high and low demands, it might be time to consider changing your strategy to adopt the new mindset. In Vrbo's [annual trend report](#), the company revealed a 33% year-over-year increase in updated searches. As people return to the office and employers introduce partial or even permanent work-from-home policies, families' outlooks on vacation time, flexibility, and work-life balance have profoundly changed. The shift in seasonality is a great opportunity and should be leveraged by hoteliers and vacation ownership properties to boost occupancy and revenue.

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## 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.

[DONATE NOW](#) 

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.

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## IN THE NEWS

[Osceola reopens bidding for hotel sites across from NeoCity](#) (GrowthSpotter)

[Orange County creates interactive dashboard for transportation sales tax projects](#)  
(Orlando Business Journal)

[Universal Orlando's Epic Universe contractor starts work on hotel](#) (Orlando Business Journal)

[Multiple ceremonies in Central Florida honor those lost on 9/11](#) (WESH)

[Sloppy Joes at Icon Park offering deal for first responders ahead of Patriot Day](#) (News 6 Orlando)

[Everest Group plans billion dollar development near Orlando](#) (Orlando Business Journal)

[I-Dive group launches campaign for Sunshine Corridor passenger rail project](#) (Florida Politics)

[Tyson Ranch developer files plan for two side-by-side hotels, 297 multifamily units near airport](#) (GrowthSpotter)

[2022 Best Places to work: These Disney-area hotels put team members first](#) (Orlando Business Journal)

[Everest Place makes a splash at ICSC and breaks ground on \\$1 billion resort](#) (GrowthSpotter)

[Jerry Demings secures re-election as Orange County Mayor](#) (Florida Politics)

[Hyatt Regency Orlando on I-Drive to open new entertainment venue](#) (Orlando Business Journal)

[Florida Tourism continues to bounce back](#) (Orlando Business Journal)

[Columbian developer planning 17-story condo hotel near Universal](#)

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