



June 22, 2023

BIG WIN FOR TOURISM! GOVERNOR SIGNS \$116.5B BUDGET WHICH INCLUDES \$80M FOR VISIT FLORIDA

On June 15th, Governor Ron DeSantis approved **Florida's \$116.5 billion state budget for the FY 2023-2024**. This was a 6% increase from our current state budget, despite more than half a billion dollars worth of vetoed items.

Included within this approved state budget was one of CFHLA's top legislative priorities, **\$80 million in funding for VISIT FLORIDA, with \$30 million recurring**. This marks a \$30 million increase over the current year and the **largest appropriation that VISIT FLORIDA has ever received**.

This was a **huge win for the entire tourism and hospitality industry** and for our state's official tourism marketing corporation! Thank you to all of our members and tourism partners from across the state, who worked collaboratively with CFHLA to get this crucial funding included within the state budget and signed by the Governor!

Additionally, the approved state budget apportioned more money this year for K-12 schools, health care programs, environmental projects and raises for state workers, among other earmarks, while setting aside almost \$15.3 billion in reserves.



IN-DEPTH ANALYSIS ON THE NEW E-VERIFY LAW

Many of our CFHLA members have recently inquired about the effects of the new E-Verify legislation that was recently signed into law by Governor DeSantis.

As a reminder, beginning July 1, 2023, **only private employers with 25 or more employees will be required to use the E-Verify system to verify the employment eligibility of new employees**, under **Senate Bill 1718**. Also, the requirement only applies to **NEW hires on or after July 1, 2023** and it is not retroactive.

The bill also makes several changes to the human smuggling and human trafficking statutes, federal immigration enforcement and domestic security.

If you are seeking more information about the impacts of this new legislation, please **CLICK HERE** to read the an in-depth analysis of the bill and its effects, provided by our governmental affairs partners at **GRAYROBINSON**.

GOVERNMENTAL AFFAIRS COMMITTEE



This week, the **CFHLA Governmental Affairs Committee** was honored to have [State Representative Carolina Amesty, District 45](#), as our meeting guest at [AdventHealth Orlando](#) (Thank you, Rebekah Hurd).

We thank Representative Amesty for taking the time to hear our concerns and to discuss some of CFHLA's legislative priorities. We look forward to continuing to work with her, on behalf of the tourism and hospitality industry, throughout the 2024 Florida Legislative Session!

FLORIDA DEPARTMENT OF HEALTH TO ALLOW SWIM UP BARS

After a multi-year effort to legalize swim up pool bars in Florida, the effort has finally prevailed and swim up pool bars will soon be available across our state!

For over 40 years, this hospitality amenity – which has become the norm at many destination resorts and hotels around the world including in many of Central Florida's main competitor markets – has been banned under a [Florida](#)

Department of Health (DOH) administrative rule and a corresponding Florida Building Code provision.

Following a significant legislative push by **Senator Ed Hooper** and **Representative David Smith** during the 2022 Florida Legislative Session, the DOH announced it would enter rulemaking to allow the amenity in Florida. In a parallel process, the **Florida Building Commission** adopted changes to allow for swim up bar construction early this year, with the final DOH rule **taking effect on June 11, 2023**.

If you'd like to know more about this potential opportunity for your property, please reach out to our partners at **GrayRobinson** who led the advocacy effort with CFHLA to make this idea a reality.

Lastly, a VERY big "thank you" to GrayRobinson for engaging us to fight for this important and meaningful change for Florida's tourism future.



REGISTER TODAY! TEE-IT-UP FOR TOURISM; RENTAL BAY SPECIAL WHILE INVENTORY LASTS

Our Annual **Tee-It-Up for Tourism** TopGolf fundraising event is quickly approaching on **Wednesday, July 19!**

As a special limited time incentive for our tourism and community partners, purchase one 2nd Floor Bay for the event and receive a

second rental bay for HALF PRICE! That's a \$500 savings, while inventory lasts!

This important fundraising event, will give you the opportunity for Team Building and Political Networking, **all in one fun night!**

By supporting this event, you will help our CFHLA Political Action Committee **protect the interests of the hospitality and tourism industry by educating and mobilizing our members to become more politically active and supporting pro-tourism and pro-hospitality candidates.**

CFHLA has reserved the top two floors and bays are going quickly! Please click below to reserve your bay today!

Wednesday, July 19, 2023
Topgolf
9295 Universal Blvd.
Orlando, FL 32819
5pm - 8pm

Tee-It-Up for Tourism

presented by:



\$1,250 Top Floor (Main Action) Bay Rental

- Access to private deck rental and rooftop terrace
- Two hours of bay play for up to 6 golfers
- Two Hour Open Bar- Beer and House Wine
- Tasty appetizers
- Networking opportunities with top floor sponsors, businesses, and elected officials

\$1,000 2nd Floor Bay Rental

- Access to private deck rental and rooftop terrace
- Two hours of bay play for up to 6 golfers
- Two Hour Open Bar- Beer and House Wine
- Tasty appetizers
- Great for team building

\$200 Single Golfer

- Access to private deck rental and rooftop terrace
- Two hours of bay play for a single golfer
- Two Hour Open Bar- Beer and House Wine
- Tasty appetizers

\$150 Spectator Ticket (No Bay Play)

- Access to private deck rental and rooftop terrace
- Two Hour Open Bar- Beer and House Wine
- Tasty appetizers

[CLICK HERE TO REGISTER](#)

BENEFITTING THE CFHLA POLITICAL ACTION COMMITTEE - FEES FOR THESE ACTIVITIES ARE CONTRIBUTIONS TO THE CFHLA POLITICAL COMMITTEE (PAC).

POLITICAL ADVERTISEMENT PAID FOR AND APPROVED BY THE CENTRAL FLORIDA HOTEL AND LODGING ASSOCIATION POL. ACT. COM., 6675 WESTWOOD BLVD, SUITE 210, ORLANDO, FL 32821. CONTRIBUTIONS ARE NOT DEDUCTIBLE FOR FEDERAL INCOME TAX PURPOSES.

For More Information Please Contact Faith Moore, 407-313-5015 or faith.moore@cfhla.org

Central Florida Hotel & Lodging Association | 6675 Westwood Blvd., Suite 210 | Orlando, FL 32821 | www.cfhla.org | 407-313-5000

ORANGE COUNTY TOURIST DEVELOPMENT TAX CITIZEN ADVISORY TASK FORCE UPDATE

With presentations on May 24, June 7 and June 16, the **Orange County Tourist Development Tax Citizens Advisory Task Force** has now heard from all interested parties, including several CFHLA Community Partners regarding proposals on the potential uses of future, unallocated Tourist Development Tax revenues that meet current guidelines in Florida Statutes.

Presentations during the June meetings included the [Orange County Convention Center](#), [Camping World Stadium](#), the [Greater Orlando Sports Commission](#), [the City of Orlando Venues](#), along with several others.

Beginning next **Monday, June 26th**, the Task Force will begin discussing which projects to recommend to the Orange County Board of County Commissioners to fund in the near future. Please [CLICK HERE](#) to review the list of those who have submitted proposals for future TDT funding.

Then on **Monday, July 17th**, the Task Force will finalize its recommendations. These recommendations will then be presented to the **Orange County Tourist Development Council** and ultimately the **Orange County Board of County Commissioners** for final approval. CFHLA remains actively engaged in this process and we will keep you updated on the next steps.



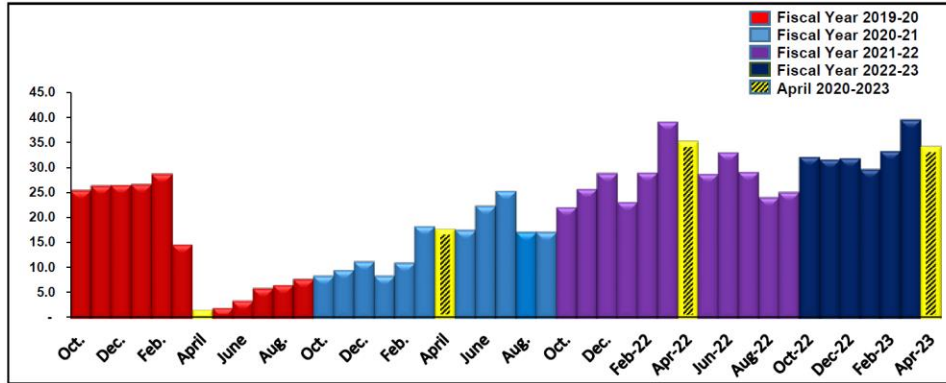
REGIONAL TOURIST DEVELOPMENT TAX UPDATE

Orange County

The Tourist Development Tax (TDT) collections received by Orange County for the month of **April 2023 were \$33,643,600**. That is a **3.5% decrease** compared to April 2022. This is the first monthly year-over-year decrease since February 2021.

Month-over-month, **April collections were lower than March collections by \$5.3 million**. However, they were higher than April 2021 collections by \$16.6 million.

The chart below shows monthly TDT collections for the current fiscal year and the previous three fiscal years.

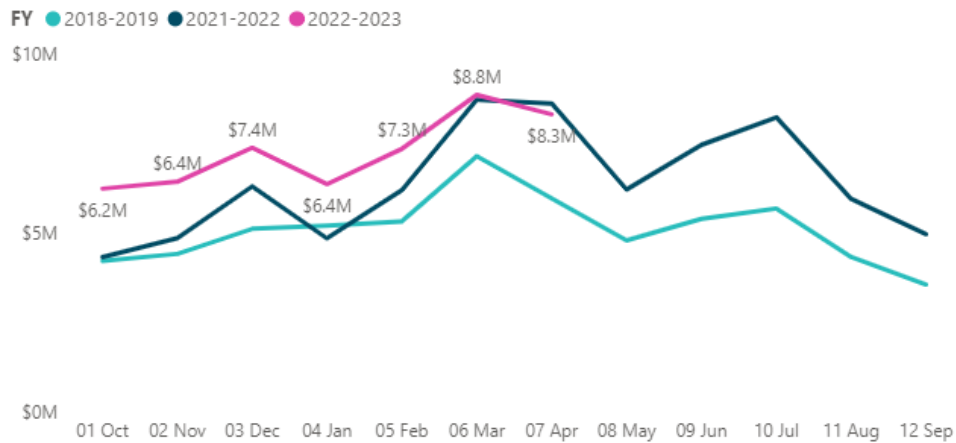


Osceola County

The Osceola County Tourist Development Tax (TDT) collection for the month of **April was \$8,300,000, a decrease of 3.5% vs. April 2022, but 39% higher than April 2019.**

This drop in TDT growth follows 25 consecutive months of year-over-year increases.

Hotels did slightly better (+2%) than last month, but vacation homes had a 6% drop in TDT. The share of vacation homes in total TDT was 59%, higher than March, but typical for April.



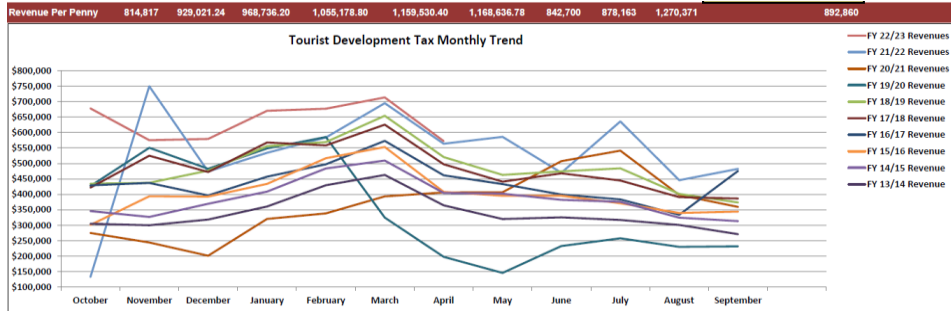
Seminole County

Seminole County announced that the **Tourist Development Tax (TDT) collection for the month of April was at \$572,062.**

This was the highest April TDT collection for Seminole County in its

history.

For the FY 2022-2023, **Seminole County has now collected \$4,464,302 in TDT, an increase of \$731,890 over the same period in FY 2021-2022.**



DONATE

CFHLA MEMBERS - Please **consider making a donation of \$50** via the link below to the CFHLA PAC/PC. All contributions help CFHLA expand its efforts to support and endorse Hospitality-Friendly candidates for local and state offices. **In the 2022 General election, all 16 CFHLA endorsed candidates were successfully elected into office.**

[DONATE NOW](#)

As a reminder, all CFHLA Board Members, PAC/PC Board Members, and ARC Board Members have committed to contributing \$150 to the CFHLA PAC/PC in 2023. If you are a part of one or more of these groups, please consider fulfilling your commitment today.

IN THE NEWS

[Inclusion and Diversity: Orange County expands ESOL Pilot Program for I-Drive employees](#) – WFTV

[Orange County TDT task force hears funding requests for convention center expansion, Camping World Stadium revamp](#) - Orlando Business Journal

[Dr. Phillips Center, UCF projects and more make case for TDT cash](#) -
Orlando Business Journal

[Gov. DeSantis signs \\$116.5B budget, vetoes \\$511M of mostly local earmarks](#) - (floridapolitics.com)

[Orange County mayor hosts 2023 State of the County](#) - West Orange
Times & Observer

[Help wanted: Orlando hotels have more than 2,000 job openings](#) -
Orlando Business Journal

[Kissimmee to seek hotel partner for Civic Center redevelopment](#) –
GrowthSpotter

[These are Orlando's AAA highest-rated hotels, restaurants](#) - Orlando
Business Journal

LANDFORM

OF CENTRAL FLORIDA INC.





LANDFORM
OF CENTRAL FLORIDA INC.

PROVIDING 28 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

CONNECT WITH CFHLA



WWW.CFHLA.ORG

About CFHLA

6675 Westwood Blvd #210, Orlando, FL 32821

The mission of the Central Florida Hotel and Lodging Association is to represent the Central Florida Hospitality Industry, by setting the standard of excellence through advocacy, collaboration, education, recognition, and service.