



July 20, 2023

**TEE-IT-UP FOR TOURISM WAS A SUCCESS!**



This week, the **CFHLA PAC hosted its annual fundraiser - Tee-It-Up for Tourism**, presented by [Landform of Central Florida, Inc.](#) - at TopGolf Orlando.

This year, the PAC fundraising event **featured our largest attendance to date - with over 300 attendees, 20 sponsors and several elected state and local officials from across the Central Florida region.**

The net proceeds from this fundraising event will go towards the CFHLA Political Action Committee, **which protects and supports the interests of the Central Florida hospitality and tourism industry.** This includes educating and mobilizing our members to become more politically active and to support a bipartisan slate of state and local candidates, that we consider "pro-tourism" and hospitality champions.

Now more than ever, **our industry must rally together to help our state and local leaders better understand how vital the industry is to the economic success of our region.**

Thank you to everyone who joined us in support of this critically important event, as you are truly helping CFHLA advance the tourism and hospitality industry into the future! We hope you enjoyed the friendly competition, networking, and teambuilding, all-in one night!

**CFHLA PAC/PC would like to congratulate the following teams and winners:**



**Main Action - Top Floor First Place:**

**[The Ritz-Carlton, Grande Lakes](#)**

**Main Action - Top Floor Runner Up:**

**[APDC Cleaning Services](#)**

**Team Building - Second Floor First Place:**

**[Gaylord Palms Resort & Convention Center](#)**

**Team Building - Second Floor Runner Up:**

**[Wyndham Lake Buena Vista Disney Springs Resort Area](#)**

**Longest Drive:**

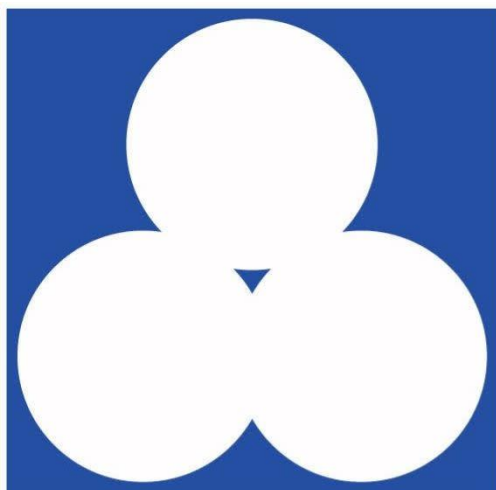
**[Ben Huizinga \(317 yards\)](#)**



[View Photos From Tee-It-Up for](#)

**Also, for the third consecutive year, CFHLA would like to sincerely thank our Tee-It-Up for Tourism Presenting Sponsor:**





# LANDFORM OF CENTRAL FLORIDA INC.

Additionally, we'd like to thank our Bay Sponsors:



GRAYROBINSON  
ATTORNEYS | ADVISORS | CONSULTANTS





## YELLOWSTONE

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### CENTRAL FLORIDA POLITICAL LEADERSHIP INSTITUTE

Are you interested in learning more about what it takes to run for public office or seeking an appointment to a governmental board or commission?

The [Central Florida Political Leadership Institute](#) (PLI) program is a unique, nonpartisan, regional initiative was designed to prepare and strengthen the next generation of public leaders before they formally choose to run for an office or seek an appointment to a government board or commission.

The Central Florida Political Leadership Institute (PLI) is [now accepting applications for the upcoming 2023 – 2024 class!](#)

This year, the program will run from November through April, with seven in person classes – five full and two half-days.

The application deadline is September 29, 2023. Please share with your networks and encourage anyone who is interested, to apply for the upcoming class.

ORLANDO ECONOMIC PARTNERSHIP

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APPLICATION DEADLINE | FRIDAY, SEPTEMBER 29, 2023

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## ORANGE COUNTY TOURIST DEVELOPMENT TAX CITIZEN ADVISORY TASK FORCE IS NOW COMPLETE

After nearly four months of meetings, presentations, and public comment from all interested parties, including several CFHLA Community Partners, the [Orange County Tourist Development Tax Citizen Advisory Task Force](#) has now concluded its work this week.

On **Tuesday, July 18**, the Task Force recommended that the Orange County Tourist Development Council and the Orange County Board of County Commissioners considers funding any of the following projects (in this ranking order): the [Orange County Convention Center](#), [Camping World Stadium](#), [the Amway Center](#), the [Greater Orlando Sports Commission](#), the [Dr. Phillips Center for the Performing Arts](#) and the [University of Central Florida](#).

Beginning next **Tuesday, July 25th**, the Orange County Board of County Commissioners will begin to discuss these recommendations and **CFHLA will remain actively engaged in finalizing the future funding plans, that meet current guidelines in the Florida Statutes.**

Ultimately, **TDT funds must be properly reinvested into the economic engines that grow the hospitality industry and consistently produce a measurable return on investment to Orange County and its residents.** The proper investment of TDT creates jobs, significantly increases the sales tax collection and makes our community a better place to live, work and play.

Last year, Orlando led the nation with 74 million visitors all paying our 6.5% sales tax. That equates to **more than \$375 million collected in sales tax from hotel rooms Revenue ONLY (for the fiscal year of 2022-23)**. In order to keep the economic engine going, **we must ensure that we invest in the proper projects** such as the Orange County Convention Center and Camping World Stadium, so Orange County can continue to receive significant money that will help fund our local needs such as roads, affordable housing, schools and more.





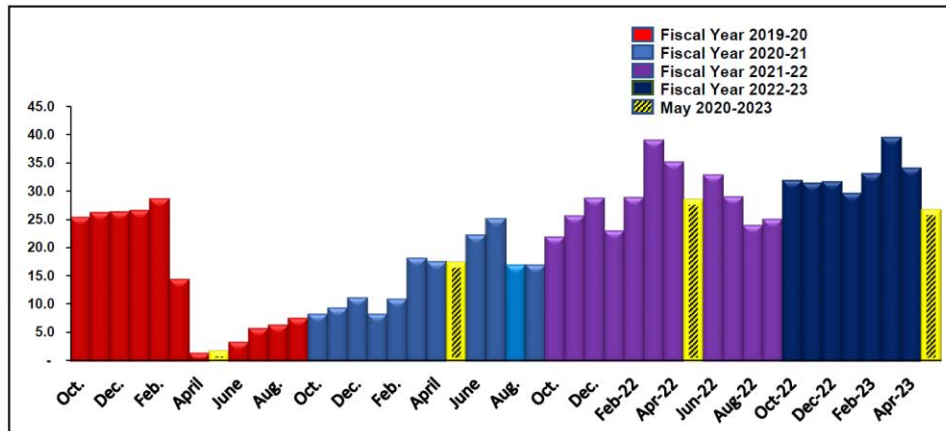
## Regional Tourist Development Tax Update

### Orange County

The Tourist Development Tax (TDT) collections received by Orange County for the month of **May 2023 were \$26,216,500**. That is a **6.7% decrease** compared to May 2022.

Month-over-month, **May collections were lower than April collections by \$7.4 million**. However, they were higher than May 2021 collections by \$9.3 million.

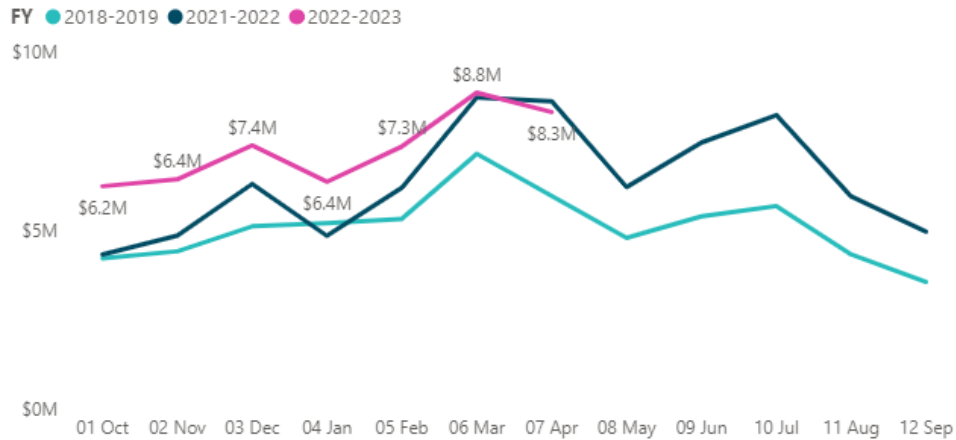
The chart below shows monthly TDT collections for the current fiscal year and the previous three fiscal years.



### Osceola County

The Osceola County Tourist Development Tax (TDT) collection for the month of **May was \$5,963,825, a decrease of 4% vs. May 2022**.

To date, **Osceola County has generated \$56,842,31 in TDT throughout the 2022-23 fiscal year**, a 14% increase over the same period last year.

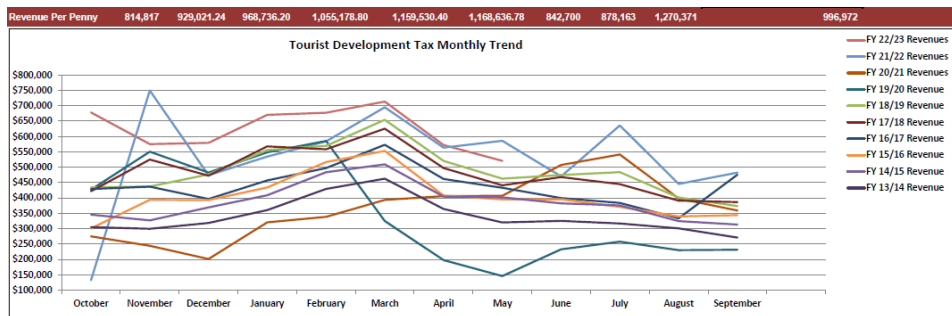


## Seminole County

Seminole County announced that the **Tourist Development Tax (TDT) collection for the month of May was at \$520,557.**

Month over month, **collections were down 11%**, however historically, **this was the second highest May TDT collection for Seminole County history.**

For the FY 2022-2023, **Seminole County has now collected \$4,984,858 in TDT.**



## 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.

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## IN THE NEWS

[Here's what happens if Orange County's big TDT projects get OK next week](#) - Orlando Business Journal

[Task force on TDT spending urges broader criteria, including jobs and community needs](#) - WMFE

[Disney, Central Florida Tourism district battle validity of state lawsuit. What's next.](#) - Orlando Business Journal

[Orange County's TDT revenue is down. Is it a pitfall or just a slump?](#) - WMFV

[Another Democrat joins the Primary fight for still-unscheduled HD 35 Special Election](#) - Florida Politics

[Fred Hawkins will leave Florida House on June 30](#) - Florida Politics

**New Marriott Vacations  
timeshare, hotel project to be  
built in Orlando - Orlando  
Business Journal**

**Citing 'hostile actions,'  
education group is the latest to  
pull its convention from Florida  
- Florida Politics**

**Kissimmee may redevelop civic  
center to modernize, add hotel -  
Orlando Business Journal**

**Allegiant Air launches new  
nonstop flight from Sanford  
airport in Florida - Orlando  
Business Journal**

**Evermore Orlando Resort  
project hits construction  
milestone - Orlando Business**

# Journal

## Orlando Predators will be among teams in Arena Football League - Orlando Business Journal

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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.