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The advertisement for Landform of Central Florida Inc. features a blue header with the company name. Below the header is a collage of four images: a hand drawing a landscape plan, a modern outdoor lamp, a swimming pool area, and a person in a blue uniform working on a golf course. Below the collage is the company logo, which consists of three white circles arranged in a triangle on a blue square background, with the text 'LANDFORM OF CENTRAL FLORIDA INC.' underneath. To the right of the logo is a list of services: 'Landscape: Design • Installation • Renovation • Maintenance' and 'Irrigation: Modification • Installation • Repair'. At the bottom, contact information is provided: 'Erin Sims • erin@landforminc.com', 'p: 407-298-3036 • c: 407.468.0561 • www.landforminc.com'.

January 23, 2024

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## THE INSIDER - SPECIAL EDITION

### Call to Action: Future Expenditures of Orange County TDT and Support of Visit Orlando

After nearly a year of in-depth and comprehensive discussions between Orange County residents, the tourism and hospitality industry, the Tourist Development Tax Citizens Advisory Task Force and the Board of Orange County Commissioners, it is our sincere hope that the **Board of Orange County Commissioners finds a resolution to the discussion surrounding the future expenditures of the Orange County Tourist Development Tax, as well as Visit Orlando's contract with the County**, and brings this conversation to a conclusion.

The meeting will be held today, January 23 at 9:00 a.m., at the Orange County Administration Building located at 201 S. Rosalind Avenue,

## Orlando, FL.

It is crucial that we have a large presence at this meeting, as we feel this will be final meeting on this important topic. **CFHLA has submitted a letter to Mayor Demings and the County Commissioners, which offers what we feel would be a win-win situation for all parties involved.**

Therefore, **we urge you to attend this meeting if you are available.** Please forward this to others and encourage your team members to attend and speak in support of CFHLA's plan and Visit Orlando. If you planning on speaking, it is likely that you will only be allotted one minute and please plan to arrive around 8:30 a.m. as it will be full.

The meeting will also be live streamed on Orange TV by [CLICKING HERE](#).

The decisions made by the Board of Orange County Commissioners will affect our industry for years to come and let's remind them that Tourism Matters!

If you have any questions, please contact **Tammie Watts**, CFHLA Government Affairs Manager at [tammie.watts@cfhla.org](mailto:tammie.watts@cfhla.org) and/or (321) 508-4291.

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## 2024 LEGISLATIVE SESSION UPDATE - WEEK 1 & 2

The 2024 Florida Legislative Session officially kicked off on **Tuesday, January 8, 2024.**

Throughout the 2024 legislative session, CFHLA will be monitoring the progression of several bills that are important to our industry including: proposals that expand and/or change the use of the **Tourist Development Tax (TDT)**, maintaining **full funding for Visit Florida**, the **statewide regulation of vacation homes and advertising platforms**, **increased funding and incentives to encourage additional workforce housing opportunities**, **storm water issues**, **revisions to the Florida Timeshare Act**, and many others.

Last week, CFHLA President/CEO traveled to Tallahassee to meet with several bill sponsors of our CFHLA priorities, as well as members of our Central Florida Legislative Delegation.



[CLICK HERE](#) to download the complete 2024 CFHLA Legislative Agenda.



## TOURIST DEVELOPMENT TAX (TDT)

Several bills have been filed this legislative session, however the bill that CFHLA is closely monitoring is **SB 1748 / HB 1599 Tourist Development Tax by Senator Brodeur and Representative Truenow**.

Currently this bill requires a supermajority vote of the county commission in order to allocate more than 25% of tourist development tax revenue, for an individual project.

[HB 1599](#) by Representative Truenow – **No action** was taken in the House last week.

[SB 1748](#) by Senator Brodeur – **This bill has been placed on the Senate Commerce and Tourism Committee agenda for January 23, 2024.**

[HB 1081](#) by Representative Porras - **No action** was taken in the House last week.

[HB 1453](#) by Representative Valdes - **No action** was taken in the House last week.

[SB 872](#) by Senator Stewart - **No action** was taken in the Senate last week.

[SB 1072](#) by Senator Avila - **No action** was taken in the Senate last week.

[SB 1594](#) by Senator Stewart - **No action** was taken in the Senate last week.

## CFHLA MONITORING

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## VISIT FLORIDA FUNDING

CFHLA supports the Governor's proposed budget, which includes **\$105 million in continued funding for VISIT FLORIDA**. Funding of VISIT FLORIDA ensures Florida continues to be top of mind as a leading vacation destination.

**CFHLA also opposes any efforts to replace VISIT FLORIDA funding from the state budget with County-level TDT revenues.**

CFHLA had an opportunity to meet with Representative Alex Andrade, who is the Chair of the House Infrastructure & Tourism Appropriations Subcommittee, during our advocacy trip to Tallahassee last week. We remain steadfast in our support of Visit Florida and its full and continued funding.

## CFHLA SUPPORTS



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## VACATION HOME RENTALS & ADVERTISING PLATFORMS

Legislation relating to the regulation of **vacation home rentals** is back again this year. The **vacation home rental bill, SB 280 by Senator DiCeglie and House\_Sponsor HB 1537 by Representative Griffiths Jr.** picks up where it

left off last year, when it died in the House the last day of the 2023 legislative session.

**SB 280** attempts to preempt and regulate the vacation home rental industry across the state. The bill attempts to create balanced and rational regulations that protect our visitors, residents, and communities.

CFHLA also had an opportunity to meet with Senator Nick DiCeglie, who is the bill sponsor, during our advocacy trip to Tallahassee last week. We shared our gratitude for his leadership on the bill and asked for his consideration to include health and safety standards such as human trafficking awareness, training and prevention, regular health and safety standards and inspections, pool safety and drowning prevention, hygiene and cleaning procedures, as well as mandatory occupancy requirements to protect visitors and their experience.

**HB 1537** by Representative Griffitts – The bill has been referred to the Regulatory Reform & Economic Development Subcommittee; Ways & Means Committee; and the Commerce Committee. **No action** was taken in the House last week.

**SB 280** by Senator DiCeglie – **Passed 12 - 5 by the Senate Fiscal Policy Committee on January 18, 2024. The bill is now ready to be considered on the full Senate floor.**

## **CFHLA SUPPORTS**



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## **SCHEDULE FOR SESSION WEEK 3 (JANUARY 22 - 26, 2024)**

To view the Senate's schedule, [CLICK HERE](#).

To view the House's schedule, [CLICK HERE](#).

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## **2024 CITY OF ORLANDO OATH OF OFFICE CEREMONY**





On **Monday, January 8, 2024**, CFHLA was honored to attend the Oath of Office Ceremony for the newly re-elected City of Orlando Mayor and City Commissioners. The ceremony and reception were held at the [Dr. Phillips Center for Performing Arts](#).

**Mayor Buddy Dyer** along with **Commissioner Bakari Burns**, **Commissioner Tony Ortiz** and **Commissioner Patty Sheehan** all took their the oath of office and CFHLA supported each of these candidates in the 2023 Elections.

Mayor Buddy Dyer has held office since 2003. This term will be Mayor Dyer's final term. Commissioner Bakari Burns District 6 was re-elected for his 2nd term and Commissioner Tony Ortiz District 2 has now held office since 2008. The longest running elected official for the City of Orlando is Commissioner Patty Sheehan. Commissioner Sheehan began her service 24 years ago in 2000.

The Central Florida Hotel & Lodging Association was proud to support each of you in your recent re-elections, and we look forward to continuing to work with each of you for the betterment of the hospitality industry and the City of Orlando!





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## UPCOMING CFHLA PAC/PC MEETING

The next CFHLA PAC/PC Boards of Director Meeting will be on **Wednesday, February 21st from 8:15 a.m. - 9:15 a.m. at the CFHLA office.**

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## UPCOMING GOVERNMENTAL AFFAIRS MEETING

The next Governmental Affairs meeting will be held on **Wednesday, March 13th at the Signia by Hilton Bonnet Creek (thank you, Fred Sawyers) from 12:00 noon - 1:30 PM.**

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## IN THE NEWS

[Will Orange County cut Visit Orlando's share of tourist-tax revenue?](#) - Orlando Sentinel

[Hopefully, County Commission will give us venues worthy of Taylor Swift, World Cup/Commentary](#) - Orlando Sentinel

[Hospitality Groups discuss ways to improve tourism in Central Florida](#) - News 6

[Summit aims to keep Central Florida's tourism industry thriving](#) - Spectrum 13

[Hospitality and Tourism Industry continues to grow in Central Florida - News 9](#)

[2024 House District 35 Special Edition General Election - Fox 35 Orlando](#)

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CONNECT WITH CFHLA



[WWW.CFHLA.ORG](http://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.