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April 17, 2024

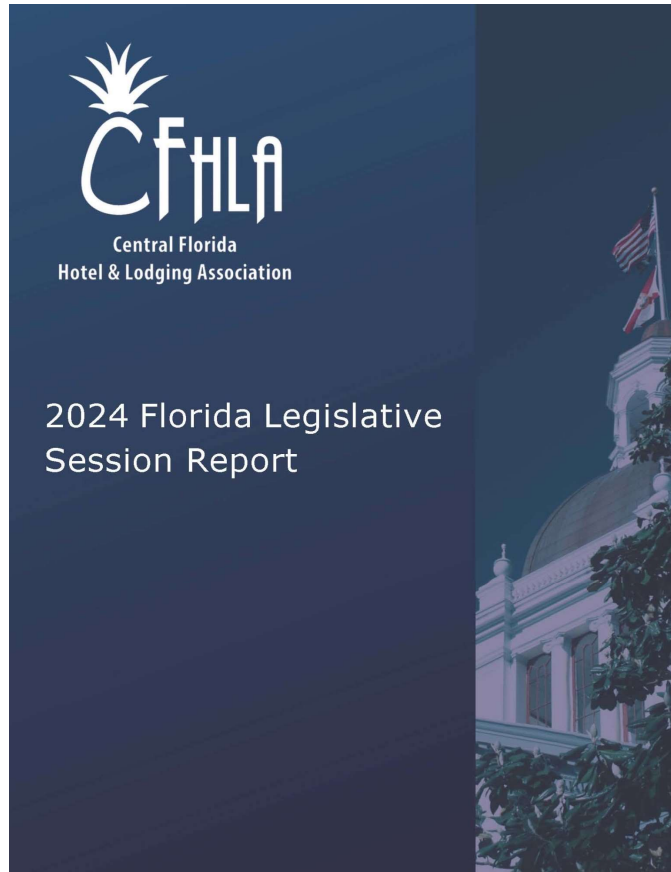
2024 LEGISLATIVE SESSION REPORT

At the conclusion of the 2024 Florida Legislative Session, CFHLA was proud to **accomplish 6 of our 8 main Legislative Priorities.**

On behalf of our CFHLA Members and the entire Central Florida hospitality and tourism industry, we are grateful to Florida Legislature for their support throughout the Legislative session. Additionally, we are thankful to our Hospitality and Tourism Partners for their collaboration and support. It is because of your partnership that we were able to achieve these crucial wins for the industry and our community.

Today, we'd like to share the results of this extremely successful legislative session, by unveiling our final legislative report.

[Please click here or on the photo below to download and read our 2024 CFHLA Legislative Session Report.](#)



YOUR ADVOCACY & HELP IS NEEDED!

TELL THE GOVERNOR YOU SUPPORT SB 280 - THE REGULATION OF VACATION RENTALS

Today, we need your help! One of the six main priorities which passed during the 2024 Florida Legislative Session, was the **statewide regulation of vacation rentals and advertising platforms**. CFHLA has partnered with the Florida Restaurant and Lodging Association (FRLA) and the Asian American Hotel Owners Association (AAHOA) to encourage Governor DeSantis to sign SB 280.

SB 280 creates a strong foundation for the statewide regulation of vacation rentals that will reduce unlicensed rentals, increase tax compliance, and protect consumers. We will keep you updated on the progress of this bill and hope you

will join our advocacy efforts.

You can help us by clicking on the link below, to view and join our campaign in support of this bill being signed into law.

Please note: if you are viewing on your mobile device, make sure to click "Show More Information" immediately below the header: Join FRLA and CFHLA to Encourage Governor DeSantis to Sign SB 280 to view the full text before adding your name to send a pre-populated message to Governor DeSantis.

JOIN CFHLA IN SUPPORT OF SB

GOVERNMENTAL AFFAIRS COMMITTEE

Recently, our CFHLA Governmental Affairs Committee held their most recent meeting on Wednesday, March 13th, at the **Signia by Hilton Orlando Bonnet Creek (thank you Fred Sawyers!)**. We were honored to have two of our local State Representatives join us for a bipartisan post-session discussion.

Thank you to both **State Representative Rita Harris and State Representative Keith Truenow** for giving us your perspectives of the 2024 Florida Legislative Session and sharing the importance of protecting the intended use of TDT.

Throughout the session, CFHLA strongly opposed any new or expanded uses for the Tourist Development Tax (TDT) as it would only serve to dilute the effectiveness of the dollars, which are statutorily established for the promotion and marketing of tourism.

On behalf of CFHLA, thank you both for your leadership and for championing some of our priorities throughout the 2024 legislative session! We also look forward to continuing to work with each of you, throughout the 2025 Florida Legislative Session and beyond.



NEWLY APPOINTED CFHLA PAC/PC BOARD OF DIRECTORS

Please join us in congratulating the following seven CFHLA Allied and Lodging Members who were recently appointed to serve on the CFHLA PAC/PC Board of Directors, beginning March 27, 2024. These members included: **Brad Boland** of **Vacation Villas at Fantasy World**, **Kevin Cedik** of **Mall at Millenia**, **Duane Dickson** of **Avanti Palms Resort & Conference Center**, **Dan Giordano** of **Rosen Shingle Creek Orlando**, **Scott Robbins** of **Margaritaville Resort Orlando**, **Bruce McDonald** of **Hyatt Regency Orlando International Airport**, and **Rick Patterson** of the **Associated Planners Group**.

The CFHLA Political Action Committee and CFHLA Political Committee are bipartisan committees that protect the interests of the hospitality and tourism industry, by educating and our mobilizing our members to become more politically active, as well as supporting candidates who pro-tourism and pro-hospitality.



Political Action Committee
Political Committee



ORANGE COUNTY COMMISSION AGREES TO MOVE DISNEY'S WORKFORCE HOUSING PLAN FORWARD

To address the critical need for affordable housing within our community, the Orange County Commission voted 4-2 on March 26th to send Walt Disney World's 1,400-unit attainable housing development onto the next step. In collaboration with a renowned developer, The Michaels Organization, Disney dedicated nearly 80 acres of land for this new housing community. The housing plan will now go to the state for review.

CFHLA has remained steadfast in our advocacy at the state and local level for the creation of more affordable housing options for our community and we are grateful for Disney's commitment to this much needed project. This project will not only increase and diversify the local housing supply, but it will also create a positive impact on our region's socioeconomic mobility. This coupled with Universal Orlando's Catchlight Crossings will create a unique opportunity for our region to serve as a model for other communities across the country who are also facing affordable housing challenges.

To learn more about this workforce housing project, [please click here.](#)



ORANGE COUNTY COMMISSION VOTES TO EXCLUDE THE TRANSPORTATION SALES TAX ON THE 2024 BALLOT

Despite Orange County Mayor Jerry L. Demings' attempts to bring a proposed transportation sales tax back to the November 2024 ballot, the Orange County Board of County Commissioners voted unanimously on April 9th to not add the item to the upcoming ballot.

To learn more, [please click here](#).

SAVE THE DATE: TEE IT UP FOR TOURISM - JULY 18TH

Save the Date! On **Thursday, July 18th from 4:00 p.m. - 7:00 p.m.**, the CFHLA Political Action Committee (PAC) will be hosting our annual fundraiser at a new location, [Eagle's Edge at Omni Champion's Gate](#).

This important fundraising event, sponsored by [Landform of Central Florida](#), [Spinout Guest Laundries](#) and [GrayRobinson, P.A.](#), 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 PAC **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 during the upcoming elections this fall.

There will be something for everyone! Golf, pool, cornhole, ping pong, Jenga, complimentary food and drink and much more. You are not going to want to miss this!

Registration is now open.

**THURSDAY
JULY 18
4PM-7PM**

**EAGLES EDGE
LOCATED AT THE OMNI
ORLANDO AT CHAMPIONSGATE**

*INCLUDES TASTY APPETIZERS, OPEN BAR WITH BEER AND WINE,
CORNHOLE, POOL, AND OTHER ACTIVITIES!*

FULL BAY RENTAL \$1750	HALF BAY RENTAL \$875
INCLUDES 2 HOURS OF GAMEPLAY FOR 6 PLAYERS AND 2 SPECTATORS	INCLUDES 2 HOURS OF GAMEPLAY FOR 3 PLAYERS AND 1 SPECTATOR

SPECTATOR \$200

SPONSORS:

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.

Attendees must be 21+

For more information contact Faith Moore, faith.moore@cfhla.org, 407-313-5015

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

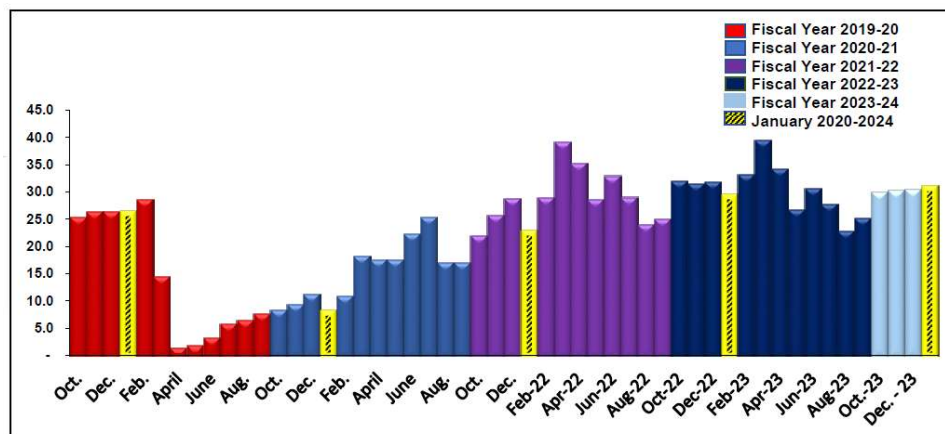
REGIONAL TOURIST DEVELOPMENT TAX UPDATE

[Orange County](#)

The Tourist Development Tax (TDT) collections received by Orange County for the month of **January 2024** were **\$30,493,100**. That is a **5% increase** compared to December 2023.

Compared to last month, **January 2024 collections were higher than December 2023 collections by \$647,900**. In addition, **January 2024 Collections were higher than January 2022 collections by \$8 million**.

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



Osceola County

Osceola County collected **\$6.8M in TDT for the month of January 2024**, representing a **8% increase from January 2023**. This was an all-time high in January TDT collection for Osceola County.

TDT Osceola County

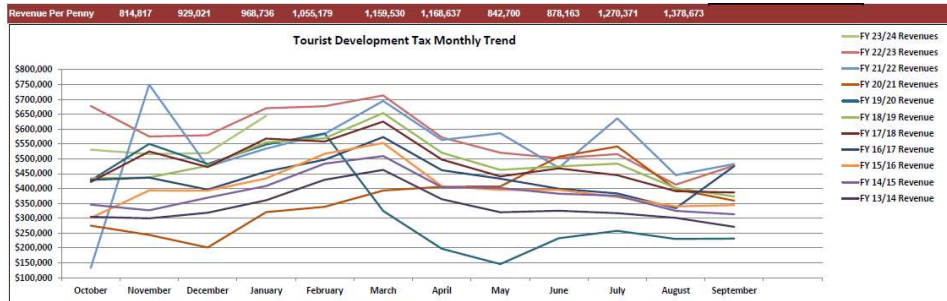
FY ● 2018-2019 ● 2022-2023 ● 2023-2024



Seminole County

Seminole County announced that the **Tourist Development Tax (TDT) collection for the month of January was at \$644,706.**

For the FY 2023 - 2024, **Seminole County has now collected \$2.21 Million in TDT.**



2024 ELECTION SCHEDULE

Primary:

- **Election Date is August 20th**
- **Voter Registration Deadline is July 22nd**
- **Mandatory Early Voting Period is August 10th - 17th**

General:

- **Election Date is November 5th**
- **Voter Registration Deadline is October 7th**
- **Mandatory Early Voting Period is October 26th - November 2nd**

For Voter Registration, [CLICK HERE](#).



UPCOMING GOVERNMENTAL AFFAIRS MEETING

The next Governmental Affairs meeting will be held on **Wednesday, May 8th at CoCo Key Hotel and Water Resort (thank you, Frank Dolley) from 12:00 noon - 1:30 PM.**

UPCOMING CFHLA PAC/PC MEETING

The next CFHLA PAC/PC Board of Directors Meeting will be on **Wednesday, May 15th from 8:15 a.m. - 9:15 a.m. at the CFHLA office.**

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](#)

As a reminder, all CFHLA Board Members, PAC/PC Board Members, and ARC Board Members have committed to contributing \$200 to the CFHLA PAC/PC in 2024. If you are a part of one or more of these groups, please consider fulfilling your commitment today.

IN THE NEWS

[Orange County Commission kills transportation sales tax referendum](#) - Observer

[Florida Vacation rentals bill causes clash between Realtors, lodging industry](#) - Orlando Business Journal

[Orange County hotel tax inches up in February](#) - Orlando Business Journal

[Orlando Magic CEO reveals next steps for \\$500 million downtown entertainment district](#) - Orlando Business Journal

[Epic Universe hotel demand expected to mirror '4 or 5' Harry Potter Wizarding Worlds](#) - Orlando Business Journal

[Sports Business Journal Unveils the 2024 Best Sports Business Cities for Attracting and Hosting Events](#) - Sports Business Journal

[Wall Street Journal Highlights Orlando as the "New Job Hot-Spot"](#) - The Wall Street Journal

[Florida Cities, counties prepare for new homeless camp law, signed by Governor DeSantis](#) - USA Today

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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.