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May 30, 2024

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

Thank you to all of our CFHLA members and partners who have joined our campaign in support of Governor DeSantis signing SB 280 into law. This bill will create a strong foundation for the **statewide regulation of vacation rentals and advertising platforms** that will reduce unlicensed rentals, increase tax compliance, and protect consumers.

Through our partnership with the Florida Restaurant and Lodging Association (FRLA) and the Asian American Hotel Owners Association (AAHOA), **nearly 1,000 letters have been sent to the Governor** thus far encouraging him to sign SB 280.

However, there is still strong opposition to this bill. Therefore we still need your help!

With this being one of the six main priorities for CFHLA which passed during the 2024 Florida Legislative Session, **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. It will only take a few minutes and it will go a long way in our collaborative advocacy efforts!**

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

CFHLA APPLAUDS THE APPROVED VISIT ORLANDO CONTRACT AND SIGNIFICANT INCREASE TO THE SPORTS INCENTIVE FUND

After several months of discussions and negotiations with Orange County, the **Board of Orange County Commissioners (BOCC) agreed by a vote of 3-2** (Scott and Wilson absent) on May 21, 2024 to a renewed contract with Visit Orlando that will **secure their funding agreement until 2032**. Additionally, the BOCC **increased the funding dedicated to the sports incentive fund to \$10 million annually**, as well as \$5 million in additional ARC funding beginning in October 2024.

Robert Agrusa, president and CEO of the Central Florida Hotel and Lodging Association, shared this statement after the vote, "On behalf of the CFHLA Board of Directors, we'd like to say thank you to Mayor Demings and Commissioners Moore and Gomez Cordero for their support of a renewed contract with our outstanding and proven community partner, Visit Orlando."

Robert went on to say, "We are extremely supportive of the great work that Visit Orlando does to market and sell our destination, as they play an essential role in driving economic impact for Orange County to ensure that our region flourishes. Also, in order for Orange County to continue to remain competitive with so many destinations from across the globe, it is imperative that we maintain significant funding for Visit Orlando as they are in a unique position to protect and grow our market share as a leading travel and tourism destination. In addition, by increasing our sports incentive funding by 60%, our sports tourism partners such as the Greater Orlando Sports Commission and Florida Citrus Sports, will be able to aggressively seek additional marquee and world class sporting events for many years to come."

This vote was a tremendous win for Orange County and its residents, as it demonstrates the industry's willingness to find common ground with the BOCC through meaningful and impactful change, while maintaining our competitive edge as the leading destination in the country.

We encourage you to be informed and to view the video recording of the [Board of County Commissioners Meetings discussion here](#), Select Agenda Item No. 15 "Orlando/Orange County Convention & Visitors Bureau Inc. Tourism Promotion" on the right-hand column.



SEMINOLE COUNTY TID ADVANCES

On May 14, 2024, the Seminole County Board of Commissioners voted unanimously to take the first step forward in building a large indoor sports, by creating the framework for a **Tourism Improvement District (TID)** to exist should enough Seminole County hoteliers sign a petition in favor of the proposed TID.

Specifically, if more than 50% of Seminole County Hoteliers sign a petition in favor of the TID, **a \$1.75 fee will be assessed to each room per night regardless of occupancy.** The assessment would be placed on all hotels with over 65 rooms and added to a guest's room bill on top of the county's 5% TDT

and 7% state sales tax. This will help fund the indoor sports complex, which is estimated to cost more than \$65 million and would have a capacity of at least 6,000 people.

While there are other TIDs in Florida, Seminole County would be the first to adopt one countywide. Also if created, it would be the first in the metro Orlando area.

We will continue to keep you updated on the progress of this proposed TID plan and we'd like to thank our Seminole County hoteliers who spoke in favor!

GOVERNMENTAL AFFAIRS COMMITTEE

On Wednesday, May 8th, our **CFHLA Governmental Affairs Committee** had the opportunity to meet with **Scott Howat, Chief Communications Officer** for [Orange County Public Schools](#), at the [CoCo Key Water Park & Resort - Orlando](#) (thank you, **Frank Dolley, General Manager**).

Scott provided a overview of the half-cent sales tax renewal for school construction and renovation projects. Originally approved in 2002, the half-penny sales tax has now funded the renovation or replacement of 136 schools, and the construction of 65 new schools across the district.

If the sales tax is approved again by the voters, it will continue to accrue funds for the district over the next decade and help enhance school security, provide updated technology, and additional new school buildings.

We look forward to sharing additional details in the coming months and we'd like to thank Scott Howat for joining us to educate our members on the benefit of this half-penny sales tax.



ORLANDO SPECIAL ELECTION DISTRICT 5

Recently, the City of Orlando called for a Special Election to temporarily fill the District 5 Orlando City Commission seat.

This **Special Election was held on Tuesday, May 21, 2024** and two of the seven people that ran in the Orlando City Council special election will advance to a runoff election. Since none of the seven candidates got more than 50% of the vote in this special election, **Shaniqua "Shan" Rose**, who received 24.8% of the vote and **Travaris McCurdy**, who received 23.29% of the vote will now move onto a **runoff election that will be held on Tuesday, June 18, 2024.**

Run-Off Election Important Dates:

- June 10, 2024 – Early Voting begins
- June 18, 2024 – Run-Off Election Day



GOVERNOR RON DESANTIS ANNOUNCES RECORD BREAKING TOURISM NUMBERS

Governor Ron DeSantis recently announced that Florida's tourism industry has reached unprecedented levels, solidifying the state as the premier destination for travelers worldwide. Revised figures for 2023 show that **Florida welcomed an astounding 140.6 million visitors**, breaking previous records and marking a 2.3% increase from 2022's record-breaking figure. **This surge includes 129.1 million domestic visitors, 8.3 million overseas visitors, and 3.2 million Canadian visitors.**

The momentum continued into the first quarter of 2024, with **Florida welcoming a record 40.6 million visitors, the highest ever recorded for a single quarter.** This represents a 1.2% increase year-over-year and sets a new benchmark for quarterly visitation.

Key highlights from VISIT FLORIDA's revised 2023 estimates and Q1 2024 figures include:

- **2023 Highlights:**
 - Total visitation revised from 135.0 million to 140.6 million, a 2.3% year-over-year increase.

- Domestic visitation reached a record 129.1 million, up 1.1% year-over-year.
- **Q1 2024 Highlights:**
 - Total visitation of 40.6 million, up 1.2% from Q1 2023, the largest number ever recorded for a single quarter.
 - Overseas visitation at 2.1 million, up 18.4% from Q1 2023.
 - Canadian visitation at 1.3 million, up 6.9% from Q1 2023.
 - Total enplanements at 19 Florida airports increased by 9.4%, reaching 30.2 million.

For more details on these record-breaking figures and the ongoing success of Florida's tourism industry, please check out [VISIT FLORIDA](#).

LAST CHANCE TO REGISTER: 2024 STATE OF THE COUNTY
ADDRESS ON JUNE 7TH



BUILDING BETTER TOGETHER

STATE OF THE COUNTY

Presented by Mayor Jerry L. Demings

Friday, June 7, 2024

Orange County Convention Center - West Concourse
Linda Chapin Theater

During the presentation, Mayor Demings will provide an overview of the accomplishments and challenges we face while looking ahead at how Orange County is Building Better Together.

8:00am | Breakfast & Networking

8:45am | Doors Open

9:00am | State of the County Address

[CLICK HERE TO RSVP](#)

HOST SPONSOR:



FEATURED SPONSORS:



CORPORATE SPONSORS:



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REGISTER TODAY! TEE IT UP FOR TOURISM ON JULY 18TH

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](#), [GrayRobinson, P.A.](#), [Universal Destinations and Experiences](#) and [Walt Disney World](#), 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.**

While the bays are sold out, there is still spectator tickets available that includes all-inclusive food, drink, fun and networking (just no gameplay).

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 Today, by [CLICKING HERE](#).



**Tee it Up
For Tourism**

**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!*

ALL BAYS SOLD OUT!

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

VIRTUAL AND IN-PERSON PUBLIC HEARING: S.R. 535
PROJECT DEVELOPMENT AND ENVIRONMENT (PD&E)
STUDY

The Florida Department of Transportation (FDOT) invites you to participate in a public hearing regarding the Project Development and Environment (PD&E) Study for State Road (S.R.) 535 (S. Apopka Vineland Road). The study covers the area from U.S. 192 (W. Irlo Bronson Memorial Highway) to north of World Center Drive (S.R. 536) in Orange and Osceola counties. The purpose of this study is to evaluate improvements to S.R. 535 to meet future traffic demands and enhance safety while minimizing impacts on the environment.

Virtual Hearing:

- **Date:** Tuesday, June 18, 2024
- **Time:** 5:30 p.m.
- **Registration:** For this option, advance registration is required by [CLICKING HERE](#)

In-Person Hearing:

- **Date:** Thursday, June 20, 2024
- **Time:** 5:30 p.m.
- **Location:** Embassy Suites – Lake Buena Vista South, 4955 Kyngs Heath Road, Kissimmee, FL 34746

Both hearings will begin with an open house at 5:30 p.m., followed by a presentation at 6:00 p.m. and a formal public comment period. FDOT encourages community involvement and offers both virtual and in-person options to accommodate all participants. Detailed project information can be found in the attached handout.

We look forward to your participation and feedback.



S.R. 535 PD&E Study

U.S. 192 to north of World Center Drive (S.R. 536)

Orange and Osceola Counties

Financial Project Identification (FPID) Number: 437174-2



Project Description

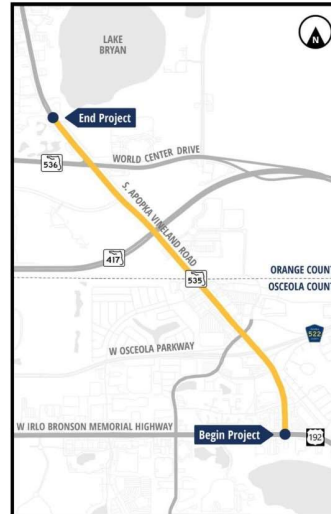
The Florida Department of Transportation (FDOT) is conducting a Project Development and Environment (PD&E) Study to evaluate improvements to State Road (S.R.) 535 (S. Apopka Vineland Road) from U.S. 192 (W. Irlo Bronson Memorial Highway) to north of World Center (S.R. 536), a project length of approximately 2.35 miles within Orange and Osceola counties.

The purpose of this study is to develop and evaluate improvements to S.R. 535 in order to accommodate future traffic demand and enhance safety. Some of the features evaluated with the various alternatives include:

- Inside widening
- Outside widening
- Shared use paths
- Stormwater treatment
- Intersection improvements

The PD&E Study will determine the location and conceptual design of the preferred roadway improvements and the associated social, economic, and environmental effects of the improvements.

The alternatives and the analysis results are being shared with the community through individual stakeholder meetings, a public information meeting, and a public hearing.



Contact Information:

David Graeber, P.E.
 FDOT Project Manager
 386-943-5392
 David.Graeber@dot.state.fl.us

CFLRoads.com

Project Status & Estimated Costs*

PD&E Study:	Ongoing; completion in 2024	\$ 2.4 million
Design:	Funded; Fiscal Year 2026	\$ 5.2 million
Right of Way:	Unfunded	\$ 38.1 million
Construction:	Unfunded	\$ 76.5 million

*subject to change

Public participation is solicited without regard to race, color, national origin, age, sex, religion, disability, or family status. Persons wishing to express their concerns relative to FDOT compliance with Title VI may do so by contacting Melissa McKinney, FDOT District Five Title VI Coordinator, at Melissa.McKinney@dot.state.fl.us.

Alternatives Evaluated

No Build Alternative

The no build alternative keeps the existing conditions and includes planned projects in the study area.

Build Alternative

The build alternative includes roadway widening and intersection improvements. Based on the evaluation and feedback from the community, FDOT is recommending the build alternative as the preferred alternative.

Roadway Widening



- » Three 11-foot travel lanes in each direction
- » A median width that varies from 32 feet to 47 feet
- » Shared use paths on both sides
- » Typical section is anticipated to fit within existing right of way

Intersection Improvements



Key intersection improvements include the following:

- 1 **Poinciana Boulevard** — Eastbound Triple Left Signal intersection
- 2 **Polynesian Isle Boulevard** — Partial Median U-Turn intersection to displace north south left turns
- 3 **International Drive** — East Partial Displaced Left Turn intersection
- 4 **World Center Drive** — North and South Partial Displaced Left Turn intersection

CFLRoads.com

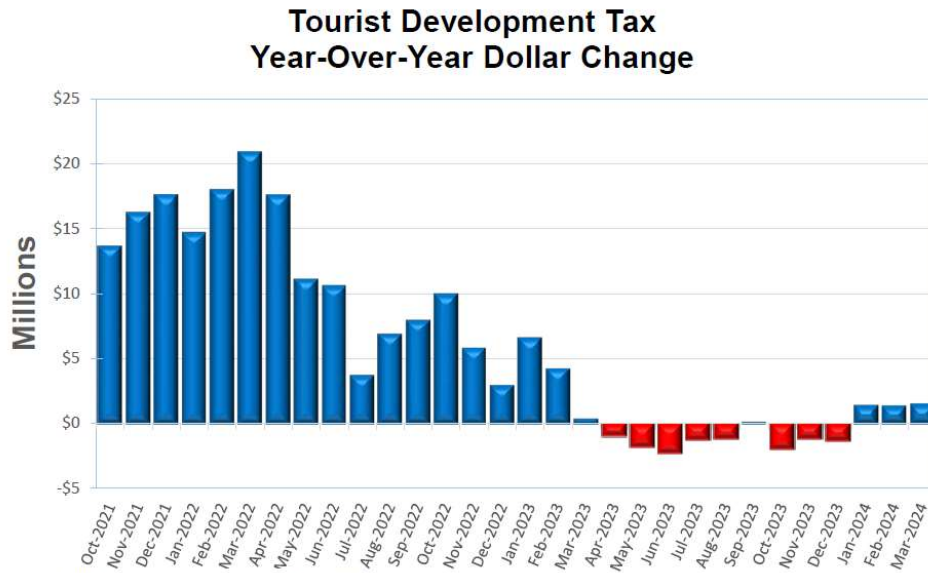
REGIONAL TOURIST DEVELOPMENT TAX UPDATE

Orange County

The Tourist Development Tax (TDT) collections received by Orange County for the month of **March 2024 were \$40,550,000**. That is a **4% increase** compared to March 2024 and **highest monthly collection ever!**

Compared to last month, **March 2024 collections were higher than February 2024 collections by \$6.5 Million**. In addition, **March 2024 Collections were higher than March 2023 collections by \$1.6 million**.

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



Osceola County

Osceola County collected **\$9,267,000 in TDT for the month of March 2024, representing a 5% increase from March 2023. This was the all-time high March TDT collection in Osceola County history.**

By the Numbers: TDT Collections



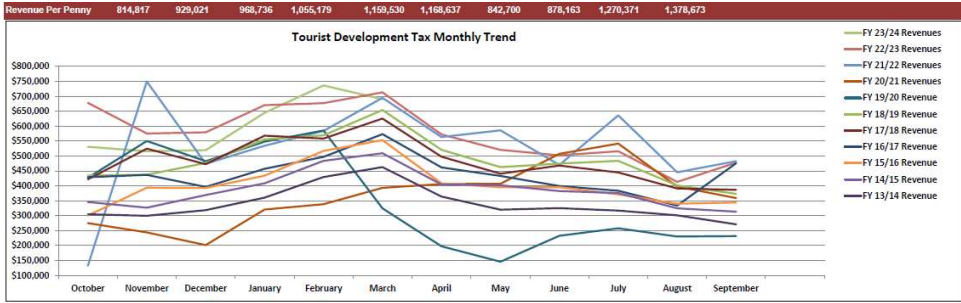
March TDT collections surpassed 2023 collections by 5%, setting a new *all-time high* monthly collection on record.



Seminole County

Seminole County announced that the **Tourist Development Tax (TDT) collection for the month of March was at \$689,930.**

For the FY 2023 - 2024, **Seminole County has now collected \$6.5 Million in TDT.**



2024 ELECTION SCHEDULE

City of Orlando Special Election Run Off: Shaniqua "Shan" Rose and Travis McCurdy

- **Tuesday, June 18th**

Primary:

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

General:

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

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



UPCOMING GOVERNMENTAL AFFAIRS MEETING

The next Governmental Affairs meeting will be held on **Wednesday, August 14th** at The Citrus Club Orlando hosted by ARDA (thank you, Chris Stewart) from 12:00 noon - 1:30 PM.

UPCOMING CFHLA PAC/PC MEETING

The next CFHLA PAC/PC Board of Directors Meeting will be on **Friday, June 14th** 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's tourist tax collections break records. Here's what the money is used for and why](#) - News6

[Seminole County could collect hotel money as soon as July](#) - Orlando Business Journal

[Orlando's international tourism skyrocketed in 2023](#) - Florida Politics

[Orlando, FL named among top US Meeting Destinations](#) - WFTV News

[Governor DeSantis Appoints 2 Executives to Orlando Airport Board](#) - Florida Politics

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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.