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July 25, 2024

TEE-IT-UP FOR TOURISM



On Thursday, July 18th, the **CFHLA PAC** hosted its annual fundraiser, **Tee-It-Up for Tourism**, at the new **Eagle's Edge at Omni Orlando Resort at ChampionsGate**.

This year, the PAC fundraising event was our most successful to date - with a **sold out venue of over 300 attendees, five (5) sponsors** and **several elected state and local officials** who joined us from across the **Central Florida region**.



The net proceeds from this fundraising event will go towards the CFHLA Political Action Committee, **which will fight to protect and support the interests of the Central Florida hospitality and tourism industry throughout the 2024 Election Cycle**. 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 educate and advocate for state and local leaders who truly understand just how vital the industry is to the economic success of our region.**



Thank you to all of our CFHLA members, proud sponsors, as well as tourism and community partners, who joined us in support of this critically important event! With your continued support, we will collectively advance the tourism and hospitality industry into the future.

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

First Place:

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

Team B



Runner Up:
ATMFLA, Inc.



Third Place:
Wyndham Lake Buena Vista Disney Springs Resort Area -
Team A

[CLICK HERE TO VIEW MORE PHOTOS FROM THE TEE-IT-UP FUNDRAISER](#)

Additionally, we'd like to thank our generous Sponsors for their incredible support of this fundraiser:



GRAY ROBINSON
ATTORNEYS | ADVISORS | CONSULTANTS



GOVERNOR DESANTIS VETOES SB 280 - THE REGULATION OF VACATION RENTALS

On June 27, 2024, Governor Ron DeSantis' **vetoed one of CFHLA's top legislative priorities this session, [SB 280](#)**. This bill had passed both the House and Senate during the 2024 Florida Legislative Session and it was aimed at establishing an equal-playing field between hotels and the thousands of unregulated short-term rentals across the State of Florida.

For more than a decade, CFHLA has been advocating for the reasonable and actionable regulations that will create balance and fairness within the industry. This year, we partnered with the Florida Restaurant and Lodging Association (FRLA) and the Asian American Hotel Owners Association (AAHOA) to create a solid framework and the first step for regulatory reform that we believed would address this exploding market within the hospitality industry.

While we are disappointed with Governor DeSantis' veto, we are proud to work with the bill sponsors to get this bill further than it has ever been before. As we look ahead to the 2025 Florida Legislative Session, we will continue with our advocacy efforts and file a new bill that will ultimately lead to the regulation of vacation rentals moving forward.

This includes various health and safety standards, such as specific cleaning procedures, human trafficking awareness, training, and prevention, as well as pool safety/signage to mitigate future drowning accidents.

Thank you to all of our CFHLA members and partners, including FRLA and AAHOA, who collaborated with us this year in support of Governor DeSantis signing SB 280 into law. We look forward to seeking your support again next year, as we advocate to ensure equity across Florida's lodging industry – from vacation rentals to hotels and resorts – in order to best serve our guests and their safety.

**CFHLA PAC/PC CONGRATULATES ALL FOUR CFHLA
PAC & PC CANDIDATES WHO WERE RE-ELECTED**

On behalf of the Central Florida Hotel and Lodging Association PAC and PC, we would like to congratulate all four of our endorsed candidates who were recently re-elected to a new term without opposition!

We look forward to continuing to work with each of these pro-hospitality champions to ensure that our region remains the best place to work, play, live and visit.

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|  <p>SEMINOLE COUNTY</p> <div style="display: flex; justify-content: space-between;"><div style="text-align: center;"><p>Bob Dallari (R) <i>Seminole County Commission, District 1</i></p></div><div style="text-align: center;"><p>Lee Constantine (R) <i>Seminole County Commission, District 3</i></p></div></div> <p style="font-size: small; text-align: center;">POLITICAL ADVERTISEMENT PAID FOR BY THE CENTRAL FLORIDA HOTEL & LODGING ASSOCIATION POLITICAL ACTION COMMITTEE INDEPENDENTLY OF ANY CANDIDATE OR COMMITTEE.</p> | <p style="text-align: center;"><i>Congratulations to all 4 CFHLA PAC & PC endorsed candidates who were re-elected without opposition!</i></p> <p style="text-align: center;">ORANGE COUNTY</p> <div style="display: flex; justify-content: space-between;"><div style="text-align: center;"><p>John Mina (D) <i>Orange County Sheriff</i></p></div><div style="text-align: center;"><p>Melissa Byrd <i>Orange County School Board, District 7</i></p></div></div> |
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CFHLA PAC/PC ANNOUNCES 24 BI-PARTISAN ENDORSEMENTS FOR LOCAL AND STATE RACES ACROSS CENTRAL FLORIDA

The Central Florida Hotel and Lodging Association's (CFHLA) PAC and PC has announced its endorsements for the upcoming 2024 election cycle. This **bipartisan slate of twenty-four (24) candidates** includes several running for the Florida Legislature, Judicial court, and local offices in Seminole, Orange, and Osceola Counties.

Each of these pro-hospitality candidates understands the importance of the hospitality and tourism industry and we believe will be champions for policy solutions that not only support our industry and its workforce, but the continued vitality of our state and local community. We strongly encourage our members to stand with each of these candidates who will fight to keep Central Florida the best place to work, play, live and visit.

The CFHLA PAC and PC Endorsed Candidates for the 2024 Election Cycle are the following:

Florida Senate:

Florida Senate, District 13 – Keith Truenow (R)

Florida Senate, District 25 – Kristin Arrington (D)

Florida House of Representatives:

Florida House of Representatives, District 26 – Nan Cobb (R)

Florida House of Representatives, District 35 – Erika Booth (R)

Florida House of Representatives, District 36 – Rachel Plakon (R)

Florida House of Representatives, District 37 – Susan Plasencia (R)

Florida House of Representatives, District 38 – David Smith (R)

Florida House of Representatives, District 39 – Doug Bankson (R)

Florida House of Representatives, District 40 – LaVon Bracy Davis (D)

Florida House of Representatives, District 43 – Johanna Lopez (D)

Florida House of Representatives, District 44 – Rita Harris (D)

Florida House of Representatives, District 46 – Jose Alvarez (D)

Circuit Judge:

Circuit 9, Group 5 – LaShawnda K. Jackson

Orange County:

Orange County Commission, District 5 – Steve Leary (R)

Orange County School Board, District 4 – Kyle Roger Goudy

Orange County School Board, District 6 – Stephanie Vanos

Orange County Supervisor of Elections – Karen Castor Dentel (D)

Orange County Tax Collector – Scott Randolph (D)




Orange County Judgeship, Group 11 – Adam McGinnis

Osceola County:

- Osceola County Commission, District 1 – Peggy Choudhry (D)
- Osceola County Commission, District 3 – Brandon Arrington (D)
- Osceola County Commission, District 3 – Ricky Booth (R)
- Osceola County Property Appraiser – Katrina Scarborough (D)

Seminole County:

- Seminole County Commission, District 5 – Andria Herr (R)

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| <p>SEMINOLE COUNTY</p>  <p>Andria Herr (R) <i>Seminole County Commission, District 5</i></p> <p>CIRCUIT JUDGE</p>  <p>LaShawnda K. Jackson <i>Circuit 9, Group 5</i></p> <p>COUNTY JUDGE</p>  <p>Adam McGinnis <i>Orange County Judgeship, Group 11</i></p> <p>BALLOT INITIATIVES & AMENDMENTS</p> <p>YES Orange County Half Penny Sales Tax Renewal for Schools</p> <p>YES Seminole County One Penny Infrastructure Sales Tax Renewal</p> | <p>STATEWIDE ELECTION DATES</p> <p><i>Primary Election - August 20, 2024 General Election - November 5, 2024</i></p> <p>Find Your Polling Location:</p> <p><i>Orange County: www.ocfelections.com</i></p> <p><i>Osceola County: www.voteosceola.com</i></p> <p><i>Seminole County: www.voteseminole.org</i></p> <p>Connect With Us:</p> <ul style="list-style-type: none"> CFHLA.ORG /company/CFHLA @CFHLA @CFHLA @CFHLA <p><small>POLITICAL ADVERTISEMENT PAID FOR BY THE CENTRAL FLORIDA HOTEL & LODGING ASSOCIATION POLITICAL ACTION COMMITTEE INDEPENDENTLY OF ANY CANDIDATE OR COMMITTEE.</small></p> |  <p>CFHLA Political Action Committee</p>  <p>The Central Florida Hotel and Lodging Association's (CFHLA) PAC and PC endorsed candidates for the Upcoming 2024 Elections.</p> |
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| <p>FLORIDA SENATE</p> <p> Keith Truenow (R) <i>Senate District 13</i></p> <p> Kristen Arrington (D) <i>Senate District 25</i></p> | <p> Doug Bankson (R) <i>House District 39</i></p> <p> LaVon Bracy Davis (D) <i>House District 40</i></p> | <p>ORANGE COUNTY</p> <p> Steve Leary <i>Orange County Commission, District 5</i></p> <p> Kyle Goudy <i>Orange County School Board, District 4</i></p> |
| <p>FLORIDA HOUSE OF REPRESENTATIVES</p> <p> Nan Cobb (R) <i>House District 26</i></p> <p> Erika Booth (R) <i>House District 35</i></p> | <p> Johanna Lopez (D) <i>House District 43</i></p> <p> Rita Harris (D) <i>House District 44</i></p> <p> Jose Alvarez (D) <i>House District 46</i></p> | <p> Stephanie Vanos <i>Orange County School Board, District 6</i></p> <p>OSCEOLA COUNTY</p> <p> Katrina Scarborough (D) <i>Osceola County Property Appraiser</i></p> |
| <p> Rachel Plakon (R) <i>House District 36</i></p> <p> Susan Plasencia (R) <i>House District 37</i></p> | <p>ORANGE COUNTY</p> <p> Scott Randolph (D) <i>Orange County Tax Collector</i></p> | <p> Peggy Choudhry (D) <i>Osceola County Commission, District 1</i></p> <p> Brandon Arrington (D) <i>Osceola County Commission, District 3</i></p> |
| <p> David Smith (R) <i>House District 38</i></p> | <p> Karen Castor Dentel (D) <i>Orange County Supervisor of Elections</i></p> | <p> Ricky Booth (R) <i>Osceola County Commission, District 5</i></p> |

Additionally, the CFHLA PAC and PC Board of Directors will be supporting the following ballot initiatives this November:

YES to the Orange County Half-Penny Sales Tax Renewal for Schools.

YES to Seminole County's One-Penny Infrastructure Sales Tax Renewal.

As a reminder, the 2024 Primary Elections will be held on **Tuesday, August 20, 2024**, and to register to vote, check your registration status, or request a ballot by mail, please visit your local supervisor of elections website below. The 2024 General Elections will be held on **Tuesday, November 5, 2024**.

[CLICK HERE](#) to visit the Orange County Supervisor of Elections website.

[CLICK HERE](#) to visit the Osceola County Supervisor of Elections website.

[CLICK HERE](#) to visit the Seminole County Supervisor of Elections website.

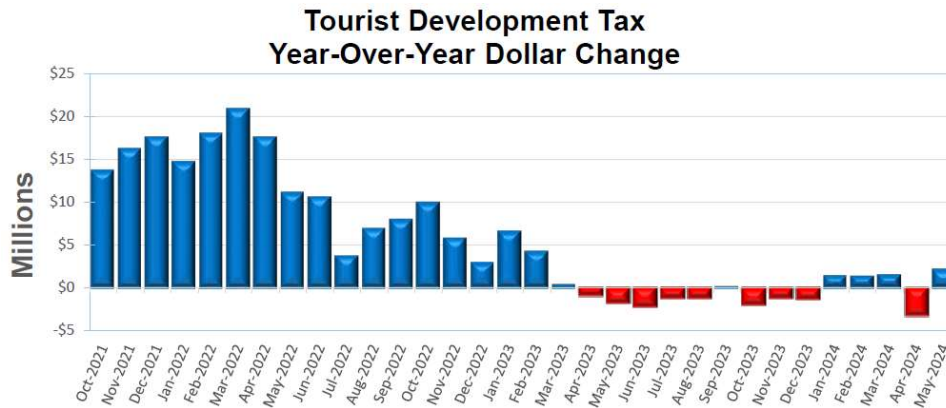
REGIONAL TOURIST DEVELOPMENT TAX UPDATE

Orange County

The Tourist Development Tax (TDT) collections received by Orange County for the month of **May 2024 were \$28,383,700**. That is a **8.3% increase** compared to May 2023.

Compared to last month, **May 2024 collections were only down by \$1.9 million or 6.3%**. However, on a fiscal year to date basis, collections are **slightly down by \$1.1 million or 0.4%**.

The chart below shows the monthly year-over-year dollar amount change in TDT collections since October 2021.



Osceola County

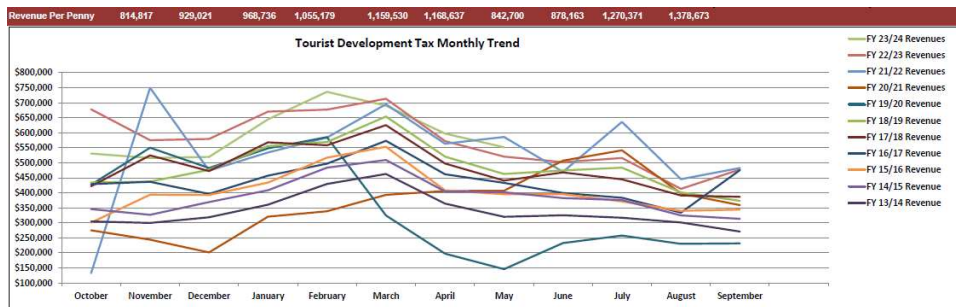
Osceola County collected **\$6,500,000 in TDT for the month of May 2024, representing a 10% increase from May 2023 and an all-time high May Collection.**



Seminole County

Seminole County announced that the **Tourist Development Tax (TDT) collection for the month of May was at \$551,808. This was a 6% increase from May 2023.**

For the FY 2023 - 2024, **Seminole County has now collected \$4,785,771 Million in TDT.**



REMINDER: 2024 ELECTION SCHEDULE

Primary:

- Election Date is August 20th
- Mandatory Early Voting Period is August 10th - 17th

General:

- Election Date is November 5th

- **Voter Registration Deadline is October 7th**
- **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) with [State Representative Susan Plasencia](#) from 12:00 noon - 1:30 PM.**

UPCOMING CFHLA PAC/PC MEETING

The next CFHLA PAC/PC Board of Directors Meeting will be held on **Wednesday, August 28th.**

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

[Hoteliers announce latest endorsements in Central Florida races](#) - Florida Politics

[Hoteliers announce bipartisan endorsements in state, local races](#) - Florida Politics

[Visit Orlando an issue in Orange County Commission District 3 race](#) - Orlando Sentinel

[OCPS leaders, remembering leaky roofs and peeling paint, urge voters to renew sales tax](#) - School Board Spotlight

[Osceola Commissioners maintain the milage rate for proposed fiscal year 2025 budget](#) - Osceola.org

[From homeless to Osceola commission hopeful, Martinez aims to oust District 1's Choudhry](#) - Orlando Sentinel

[Poinciana's congestion focus of race for Osceola County district 3 commission seat](#) - Orlando Sentinel

[Universal Epic Universe construction updates](#) - Theme Parx Construction Board

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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.