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June 27, 2024

LAST CHANCE TO ENCOURAGE THE GOVERNOR TO SIGN SB 280 - THE REGULATION OF VACATION RENTALS

Late last week, Governor DeSantis received the historic vacation rental bill from the Florida Legislature and now it is time for his consideration.

This is the last chance for the hospitality and tourism industry to **request Governor DeSantis to sign this bill, as the Governor has until July 2, 2024, to veto, sign or allow the bill to pass into law without his signature.**

Thank you to all of our CFHLA members and partners, including the Florida Restaurant and Lodging Association (FRLA) and the Asian American Hotel Owners Association (AAHOA), 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.

However, there is still strong opposition to this bill. Therefore, if you have not already submitted a letter to Governor DeSantis, **please click on the link below to complete a simple form and click “send email” to ask him to sign the most significant breakthrough in vacation rental regulation.** 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.

[**CLICK HERE TO ASK GOVERNOR
DESANTIS TO SIGN SB 280**](#)

CFHLA PAC/PC ANNOUNCES FIRST ROUND OF BI-PARTISAN ENDORSEMENTS FOR LOCAL AND STATE RACES ACROSS CENTRAL FLORIDA

The Central Florida Hotel and Lodging Association’s (CFHLA) PAC and PC announced its first round of endorsements for the upcoming 2024 election cycle. This bipartisan slate of fifteen candidates includes several running for the state legislature, judicial court, and local office in Seminole, Orange, and Osceola County.

These endorsements include:

Florida House of Representatives

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)

Circuit Judge

Circuit 9, Group 5 – LaShawnda K. Jackson

Orange County

*Orange County Sheriff – John Mina (D)

Orange County School Board, District 4 – Kyle Goudy

Orange County School Board, District 6 – Stephanie Vanos

*Orange County School Board, District 7 – Melissa Byrd

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)

Seminole County

*Seminole County Commission, District 1 – Bob Dallari (R)

*Seminole County Commission, District 3 – Lee Constantine (R)

This includes four endorsed candidates (***denotes**) who were re-elected to a new term without opposition on Friday, June 14th. Congratulations to each of you!



SEMINOLE COUNTY



Bob Dallari (R)
*Seminole County Commission,
District 1*



Lee Constantine (R)
*Seminole County Commission,
District 3*

POLITICAL ADVERTISEMENT PAID FOR BY THE CENTRAL FLORIDA HOTEL & LODGING ASSOCIATION POLITICAL ACTION COMMITTEE INDEPENDENTLY OF ANY CANDIDATE OR COMMITTEE.

Congratulations to all 4 CFHLA PAC & PC endorsed candidates who were re-elected without opposition!

ORANGE COUNTY



John Mina (D)
Orange County Sheriff



Melissa Byrd
*Orange County School Board,
District 7*

The CFHLA PAC and PC is extremely excited to support this diverse and effective group of bipartisan candidates throughout the 2024 election cycle. Each of these pro-hospitality candidates understands the importance of the tourism and hospitality industry and the essential role that our industry plays in job creation and driving positive economic impact, which ensures our region flourishes.

To read the most recent press release, please [CLICK HERE](#).

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.

CONGRATULATIONS ORLANDO CITY COMMISSIONER SHAN ROSE

Congratulations to **Shaniqua “Shan” Rose**, the winner of the recent City of Orlando District 5 special election. Shan received **54.49% of the vote** and

CFHLA was glad to be able to join her at her official oath of office ceremony earlier this week, as the new interim city commissioner! CFHLA and our members look forward to working with you for the betterment of the hospitality industry and for our community!



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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) with our CFHLA Members and the opportunity to meet our elected officials/endorsed candidates from across the region.

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!

Register 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).
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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

DISNEY WINS FINAL APPROVAL OF \$17B DEVELOPMENT DEAL

On Wednesday June 12th, the Central Florida Tourism Oversight District unanimously approved a new development agreement between the state and

the Walt Disney World Resort that could lead to an investment of up to \$17 Billion over the next 15 years in its Central Florida resorts. In exchange, the development agreement calls for Disney to donate up to 100 acres for infrastructure projects controlled by the district, award at least half of its construction projects to Florida and locally-based companies and spend at least \$10 Million on workforce housing. Lastly, the deal then allows Disney to build another major theme park and two minor parks, as well as more than 10,000 new hotel rooms and 20% more retail space.

ORLANDO WELCOMES MAJOR EVENTS IN JUNE BOOSTING ECONOMY

June is proving to be a strong month for Orlando's meetings industry, with several large events like Premiere Orlando and Amateur Athletic Union's

(AAU) 51st Girls' and Boys' Junior National Volleyball Championships calling Orlando home. Their presence at the Orange County Convention Center (OCCC) confirms our destination's appeal as a premier meetings, events and conventions destination and supports local businesses, vendors and hospitality workers, all while boosting visitor spending.

- **Premiere Orlando:** As the largest beauty show in the United States, [Premiere Orlando](#) held its 30th anniversary show earlier this month at the OCCC. The conference included over **675 educational classes, 45 workshops, 450 exhibiting brands and 375 educators and influencers**, proving to be impactful to participants and those who educate attendees at the conference.
- **AAU:** The world's largest volleyball tournament, the **Amateur Athletic Union's (AAU) 51st Girls' and Boys' Junior National Volleyball Championships** (June 13 - July 7), is anticipated to bring approximately **\$760.8 million in economic impact** to Central Florida, based on an estimated 300,000 attendees. With **5,865 teams and over 117,000 athletes and coaches** from all 50 states, Canada, Puerto Rico, and the Virgin Islands, it will be the largest sporting event ever at the OCCC, surpassing last year's record.

Additionally, there are more than 660 events already booked for 2024 and beyond. Combined, **these meetings and events are estimated to have a positive \$1.4 Billion economic impact on our region.**

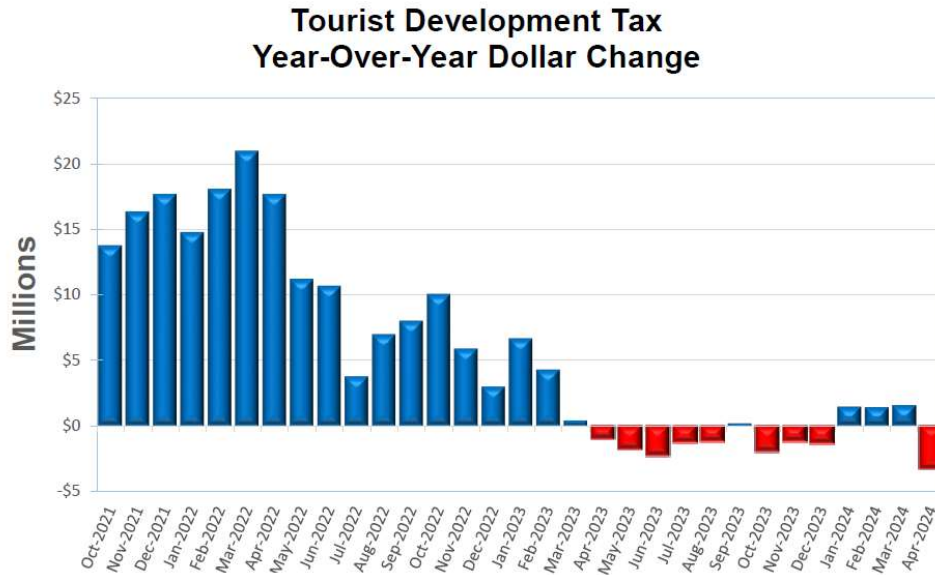
REGIONAL TOURIST DEVELOPMENT TAX UPDATE

[Orange County](#)

The Tourist Development Tax (TDT) collections received by Orange County for the month of **April 2024 were \$30,304,800**. That is a **25.3% decrease** compared to March 2024. However, this is mainly due to timing of spring break and Easter which both fell in March.

Additionally, comparing the combined March and April months for 2024 and 2023, **shows that the combined March/April collections were only down by \$1.8 million or 2.4% from 2023 to 2024.**

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



Osceola County

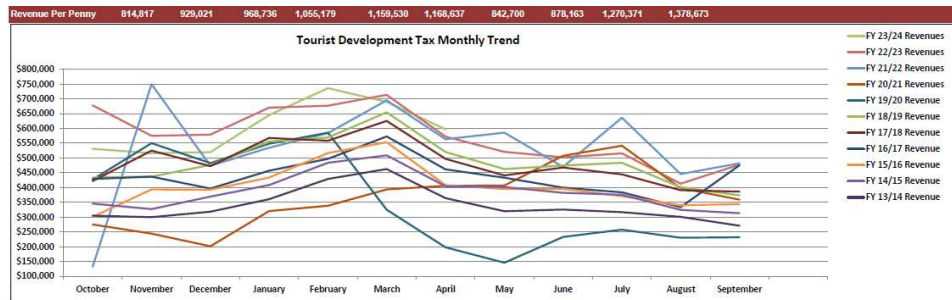
Osceola County collected **\$7,000,000 in TDT for the month of April 2024, representing a 15% decrease from April 2023.** However, this is mainly due to timing of spring break and Easter which both fell in March.



Seminole County

Seminole County announced that the **Tourist Development Tax (TDT) collection for the month of April** was at **\$596,908**.

For the FY 2023 - 2024, **Seminole County has now collected \$4,233,903 Million in TDT**.



REMINDER: 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
- 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 held on **Friday, July 12th**.

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

[Central Florida Hoteliers list their endorsements for House, local races](#) - Florida Politics

[Disney wins approval of \\$17B Development Deal with DeSantis Truce](#) - The Hollywood Reporter

[We can only build together: Demings delivers 2024 State of the County Address](#) - The Apopka Voice

[DeSantis Signs \\$116.5 Billion Budget - Local Projects Vetoed](#) - Osceola News - Gazette

[U.S House of Representatives Passes NO HIDDEN FEES ACT](#) - Hotels Mag

[State Department to open six new passport agencies for urgent travel](#) - USA Today

[Rates are declining at budget hotels, but that doesn't mean widespread bargains](#) - The Points Guy

[Tiana Ride: New Characters, Fresh Tune, Return of the Splash](#) - Orlando Sentinel

[Tampa Transportation Leaders Vote on Resolution Supporting Railway Expansion](#) - Spectrum News Bay News 9

[US ranked world's top tourism destination in 2024](#) - BBC

[Visit Orlando unveils newly enhanced websites](#) - Travelweek

CONNECT WITH CFHLA



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.