



LANDFORM OF CENTRAL FLORIDA INC.



**PROVIDING EXPERT LANDSCAPE EXPERIENCE RIGHT
HERE IN CENTRAL FLORIDA SINCE 1989!**



Landscape:

Design
Installation
Renovation
Maintenance

Irrigation:

Modification
Installation
Repair

P: 407-298-3036

E: customerservice@landforminc.com

www.landforminc.com

September 26, 2024

2024 GENERAL ELECTION VOTER GUIDE AND CFHLA PAC & PC ENDORSEMENTS

As a reminder, Florida's General Election will be held on **Tuesday, November 5, 2024**. On behalf of the Central Florida Hotel and Lodging Association's PAC and PC, we are proud to **endorse and support each of the following 21 candidates for the upcoming 2024 General Election**.

This **bi-partisan slate** includes the endorsements of candidates running for local and state office across the Central Florida region. Additionally, we are supporting two separate and critically important local sales tax renewals. This includes renewing the half-cent sales tax for school funding in Orange County and the one-cent sales tax infrastructure renewal in Seminole County.

CFHLA is proud to stand with each of these pro-hospitality candidates, as well as support these two local initiatives, and we strongly encourage each of our members to do the same.



The Central Florida Hotel and Lodging Association's (CFHLA) PAC endorsed candidates for the Upcoming 2024 Primary Elections.

STATEWIDE ELECTION DATES

Primary Election - August 20, 2024
General Election - November 5, 2024

Find Your Polling Location:

Orange County:
www.ocfelections.com

Osceola County:
www.voteosceola.com

Seminole County:
www.voteseminole.org

Connect With Us:

-  CFHLA.ORG
-  [/company/CFHLA](https://www.linkedin.com/company/CFHLA)
-  [@CFHLA](https://www.facebook.com/CFHLA)
-  [@CFHLA](https://www.instagram.com/CFHLA)
-  [@CFHLA](https://www.x.com/CFHLA)

PAID POLITICAL ADVERTISEMENT PAID FOR BY THE CENTRAL FLORIDA HOTEL AND LODGING ASSOCIATION POL. ACT. COM., 6675 WESTWOOD BLVD, SUITE 210, ORLANDO, FL 32821, INDEPENDENTLY OF ANY CANDIDATE. THIS ADVERTISEMENT WAS NOT APPROVED BY ANY CANDIDATE OR COMMITTEE.

[CLICK HERE TO DOWNLOAD THE 2024 CFHLA PAC & PC VOTER GUIDE](#) and please share this guide with your co-workers, family members, and friends.

Remember one vote can make the difference and together, let's get out the vote and support these Hospitality Champions!

FLORIDA SENATE



Keith Truenow (R)
Senate District 13



Kristen Arrington (D)
Senate District 25

FLORIDA HOUSE OF REPRESENTATIVES



Nan Cobb (R)
House District 26



Erika Booth (R)
House District 35



Rachel Plakon (R)
House District 36



Susan Plasencia (R)
House District 37



David Smith (R)
House District 38



Doug Bankson (R)
House District 39



LaVon Bracy Davis (D)
House District 40



Johanna Lopez (D)
House District 43



Jose Alvarez (D)
House District 46

ORANGE COUNTY



Scott Randolph (D)
Orange County Tax Collector



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

ORANGE COUNTY



Austin Arthur
*Orange County Commission,
District 1*



Linda Stewart
*Orange County Commission,
District 3*



Steve Leary
*Orange County Commission,
District 5*



Kyle Goudy
*Orange County School Board,
District 4*

OSCEOLA COUNTY



Katrina Scarborough (D)
*Osceola County Property
Appraiser*




Peggy Choudhry (D)
*Osceola County Commission,
District 1*



Brandon Arrington (D)
*Osceola County Commission,
District 3*

SEMINOLE COUNTY



Andria Herr (R)
*Seminole County Commission,
District 5*

**BALLOT INITIATIVES &
AMENDMENTS**

YES Orange County Half
Penny Sales Tax Renewal
for Schools

YES Seminole County One
Penny Infrastructure
Sales Tax Renewal

Together, let's get out the vote and support these Champions for our Industry!

If you have any questions regarding your voting precinct, voting locations and hours, items on the ballot, etc. for the upcoming Primary Election, please visit the Supervisor of Elections website, for the county that you reside within.

[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.

[CFHLA PAC/PC Congratulates the Five Endorsed Candidates Who Are Victorious in the August Primaries](#)

On behalf of the Central Florida Hotel & Lodging Association PAC and PC, we would like to congratulate the five CFHLA PAC/PC endorsed candidates including **State Representative [Rita Harris](#)**, **[Stephanie Vanos](#)**, **Commissioner [Ricky Booth](#)**, **[LaShawnda Jackson](#)** and **[Judge](#)**

Adam McGinnis who were elected into office during the August Primary Election! We look forward to working with each of these pro-hospitality champions to ensure that our region remains the best place to work, play, live and visit.

CFHLA
Political Action Committee
Political Committee

FLORIDA HOUSE OF REPRESENTATIVES

 **Rita Harris (D)**
House District 44

ORANGE COUNTY

 **Stephanie Vanos**
Orange County School Board, District 6

OSCEOLA COUNTY

 **Ricky Booth (R)**
Osceola County Commission, District 5

Congratulations to all 5 CFHLA PAC & PC endorsed candidates who were elected during the August Primary Election!

CIRCUIT JUDGE

 **LaShawnda K. Jackson**
9th Judicial Circuit Judge, Group 5

COUNTY JUDGE

 **Adam McGinnis**
Orange County Judge, Group 11

PAID POLITICAL ADVERTISEMENT PAID FOR BY THE CENTRAL FLORIDA HOTEL AND LODGING ASSOCIATION POL. ACT. COM., 6675 WESTWOOD BLVD, SUITE 210, ORLANDO, FL 32821, INDEPENDENTLY OF ANY CANDIDATE. THIS ADVERTISEMENT WAS NOT APPROVED BY ANY CANDIDATE OR COMMITTEE.

ICYMI - Central Florida's Tourism Industry Reached Record \$92.5 Billion In Economic Impact in 2023

TOURISM BENEFITS YOU

When 74 million people visit
Orange, Osceola, and Seminole Counties
our entire community benefits

ANNUAL TOURISM TO CENTRAL FLORIDA



Tourism saves each household **\$7,400** in annual taxes

TAXES FROM TOURISM HELPS PAY FOR



VisitOrlando

EXPERIENCE
Kissimmee
FLORIDA

SEMINOLE COUNTY
FLORIDA

CFHLA
Central Florida
Hotel & Lodging Association

Source: Tourism Economics

This week, CFHLA, [Visit Orlando](#), [Experience Kissimmee](#), and [Seminole County](#) released an updated Economic Impact of Tourism Calculator, that included new data of the positive impacts of travel to our destination in 2023.

This updated research was conducted by Tourism Economics, which revealed that the Central Florida's tourism and hospitality industry reached **a new all-time high economic impact of \$92.5 billion in 2023** - a 5.6% increase over the previous year.

Also, according to the new research, visitor spending also surged by 5.4%, totaling **\$58.5 billion**. This impressive growth **resulted in an economic impact that was equivalent to hosting the NFL Super Bowl nearly twice a week for an entire year**.

Furthermore, Central Florida welcomed 74 million visitors in 2023, including 6 million international visitors, and once again solidified its status as the most visited destination in the U.S. Additionally, **spending by international visitors grew by 29%** in 2023, reaching \$5.4 billion and **accounting for 9% of all spending**.

Moreover, Central Florida's hospitality industry **supported 464,000 community jobs in 2023** throughout various sectors, which represented a 3% increase from 2022 and now accounts for **nearly 37% of all jobs in the entire Central Florida region**. This includes the **\$27.3 billion in wages and benefits that were paid to our local residents** who worked within the hospitality industry last year.

Lastly, **state and local taxes** collected from visitor activity increased by 5.3% in 2023, reaching **\$6.6 billion**. Tourism revenue continues to fund essential services in the region, such as fire and law enforcement personnel, school teachers and infrastructure, which **saves each household an average of \$7,400 in annual taxes**.

This interactive calculator allows you to view the tourism impact on a regional basis, county-by-county, and specific County Commission Districts throughout Orange, Seminole and Osceola, as well as State Senate and State House Districts.

[**CLICK HERE**](#) to check out the updated **2023 Economic Impact of Tourism Calculator**.

GOVERNMENTAL AFFAIRS COMMITTEE MEETINGS

On Wednesday, August 14th the **CFHLA Governmental Affairs Committee** held its meeting at the **Citrus Club**. The meeting was sponsored by **ARDA (Thank you Chris Stewart and Justin Vermuth)**.

We were pleased to have **State Representative Susan Plasencia, District 37**, as our guest speaker. Thank you Representative Plasencia for taking the time to hear our concerns and discuss our legislative priorities, as we prepare for the upcoming 2025 Florida Legislative Session. We also look forward to helping her win her re-election in November (as a CFHLA Endorsed Candidate) and ultimately her leadership on a variety of issues that are important to our community and the tourism and hospitality industry!



Additionally, on Wednesday, September 18th, the **CFHLA Governmental Affairs Committee** held its next committee meeting at the [Ritz-Carlton Orlando, Grande Lakes](#) (Thank you, **Jon McGavin**). This meeting was focused on crafting our 2025 CFHLA Legislative Priorities, and the committee had the opportunity to hear from several influential tourism and hospitality leaders from across the region and the state regarding the potential issues impacting our industry next year and beyond.

Our guest speakers included **Samantha Padgett** of [FRLA](#), **Leticia Adams** of [The Walt Disney Company](#), and **Chris Stewart** of the [American Resort Development Association \(ARDA\)](#). Each one shared their company's priorities, and the Governmental Affairs Committee began to create a draft of priorities for CFHLA to consider.

The 2025 Florida Legislative Session is scheduled to begin on **March 4, 2025** and we look forward to finalizing these priorities before the end of the year.



[INTERNATIONAL DRIVE 2035 VISION PLAN ROUNDTABLE DISCUSSION](#)



Last month, **City of Orlando Commissioner Bakari Burns** and **Orange County Commissioner Mike Scott** held a roundtable to discuss a shared goal to create a North I-Drive 2035 Vision Plan that would encourage the redevelopment and new development along north International Drive, as well as boosting the economic viability for small businesses in the area.

Improvements and the expansion to the Orange County Convention Center, transportation improvements to Carrier Drive, Grand National Drive, Kirkman Road and a \$32 million pedestrian overpass were all discussed.

Commissioner Burns intends to establish a task force to help make this happen and make north and south I-Drive more cohesive. Additionally, Commissioner Burns believes that incentives could be provided for the redevelopment of older, vacant and rundown properties. Furthermore, Commissioner Burns expressed his desire to have all of the stakeholders at the table and involved in the task force. This includes seeking input from all local business owners, hoteliers, visitors and individuals who live in the corridor.

Lastly, Commissioner Burns said his ideal timeline would be to hold the first task force meeting in November and have the I-Drive Vision Plan done by 2025.



2025 CFHLA PAC & PC BOARD OF DIRECTORS NOMINATIONS

Nominations for the **2025 CFHLA PAC & PC Board** will begin on **October 2, 2024** and **conclude on October 31, 2024**. If you are interested in being part of the CFHLA PAC/PC Board of Directors or would like to nominate someone please be on the lookout for the nomination form next week.

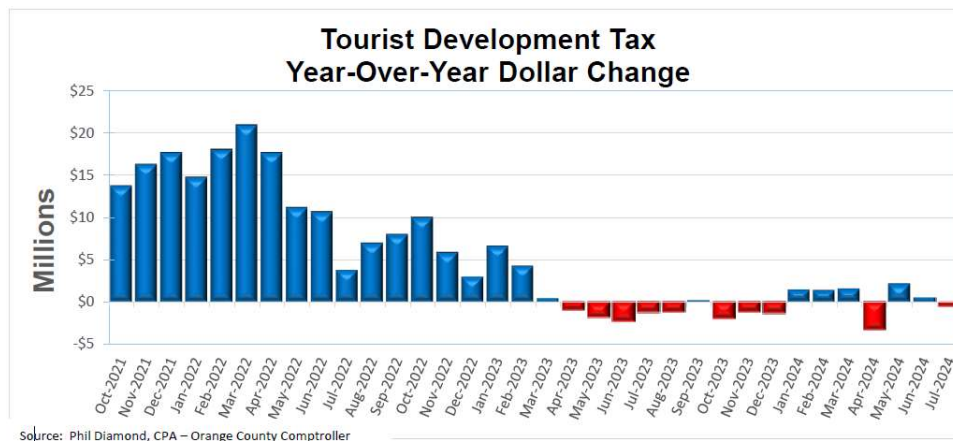
REGIONAL TOURIST DEVELOPMENT TAX UPDATE

Orange County

The Tourist Development Tax (TDT) collections received by Orange County for the month of **July 2024** were **\$26,610,100**. That is a **12.9% decrease** compared to June 2024.

Compared to last July, the **2024 Collections were lower than the 2023 collections by \$561,000**. However, on a fiscal year to date basis, collections are only down by **\$997,600 or 0.3%**.

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



Osceola County

Osceola County collected **\$7.4 in TDT for the month of July 2024**, representing a **slight 6% decrease from July 2023**. However, on a fiscal year to date basis, collections are ahead of budgeted projections.

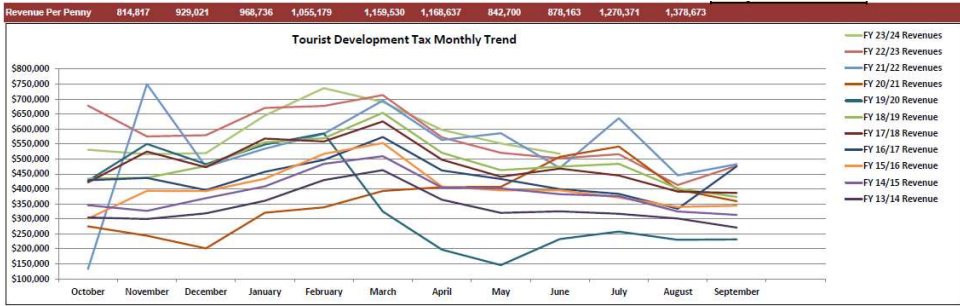
By the Numbers: TDT Collections



Seminole County

Seminole County announced that the **Tourist Development Tax (TDT) collection for the month of June was at \$517,489. This was the highest June TDT Collection in Seminole County history.**

For the FY 2023 - 2024, **Seminole County has now collected over \$5.3 Million in TDT.**



REMINDER: 2024 ELECTION SCHEDULE

General:

- Voter Registration Deadline is October 7th
- Early Voting Period is October 21st - November 2nd
- Election Date is November 5th



UPCOMING GOVERNMENTAL AFFAIRS MEETING

The next Governmental Affairs meeting will be held on **Wednesday, October 16th at The Mall at Millenia (thank you, Kevin Cedik) with special guest, Orange County Clerk of Courts Tiffany Moore Russell.**

UPCOMING CFHLA PAC/PC MEETING

The next CFHLA PAC/PC Board of Directors Meeting will be next **Wednesday, October 2nd at the CFHLA office.**

DONATE

CFHLA MEMBERS - Please **consider making a small donation of \$50** via the link below to the CFHLA PAC/PC. All contributions help CFHLA expand its efforts to support these Hospitality-Friendly candidates who are running for local and state offices. **In the 2024 Election Cycle, all 16 CFHLA Primary Endorsed candidates were either successfully elected into office or moved onto the general election.**

DONATE NOW!

Therefore your help is needed and 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 want Austin Arthur, Linda Stewart on the Orange County Commission](#) - Florida Politics

[Hundreds join Patriot Day Remembrance Breakfast to honor Central Florida first responders on Sept. 11](#) - Wesh 2

[The First MICHELIN Key Hotels: All the Keys in the United States](#) - Michelin Guide

[Orange Co. Commission Candidate urges body to quit doling out free tickets to pricey events](#) - Florida Politics

[Governor Ron DeSantis Announces Greatest Second-Quarter Tourism Numbers in Florida History](#) - CBS News

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.