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April 25, 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** 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

GOVERNMENTAL AFFAIRS COMMITTEE

Recently, our CFHLA Governmental Affairs Committee held their most recent meeting on Wednesday, April 17th, at the **Orlando Health Jewitt Orthopedic Institute (thank you Michelle Strenth and Cortez Whatley!)**. We were honored to have **Seminole County Chairman Jay Zembower and Seminole County Manager Darren Gray** as our guests.

Thank you to **Chair Zembower** for taking the time to discuss some of CFHLA's priorities and for sharing your insight on the proposed Tourism Improvement District (TID) in Seminole County. This proposed TID would help fund a brand-new indoor sports complex that would be located nearby the Boombah Sports Complex, near the Orlando-Sanford International Airport. The \$61 million, 140,000 square foot facility would hold approximately 6,000 people and could host indoor soccer, basketball, wrestling, track, cheerleading and volleyball tournaments. The multipurpose facility would as double as a hurricane shelter and could also be used by schools for larger events such as graduations.

The Seminole County Commission will hold a workshop on **May 14** to discuss the proposed TID and indoor sports complex. We welcome all of our members to join us at this workshop.

On behalf of CFHLA, we'd like to thank Chair Zembower for your leadership and the hospitality and tourism industry looks forward to continuing to work with you, for the betterment of our regional economy and Seminole County!



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](#).



ORLANDO MAYOR BUDDY DYER CALLS SPECIAL ELECTION FOR DISTRICT 5 INTERIM COMMISSIONER

On April 1, 2024, Governor DeSantis entered an Executive Order under state law that temporarily suspended District 5 City Commissioner Regina I. Hill from office.

Under these circumstances, the Orlando City Charter requires Orlando Mayor Buddy Dyer to call a Special Election to temporarily fill the District 5 Orlando City Commission seat. This **Special Election has now been set for Tuesday, May 21, 2024.**

The person elected to fill the City of Orlando Commission District 5 seat will begin serving when elected and until the criminal case involving Hill is resolved, or the term ends.

The CFHLA PAC/PC will be interviewing each of the qualified candidates this week and we will continue to provide more information as this special election unfolds.

HIGHLIGHTS:

- May 13, 2024 – Early Voting begins
- Tuesday, May 21, 2024 – Election Day

In case of a Run-Off Election:

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

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!*

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 FOR 6 PLAYERS AND 2 SPECTATORS 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

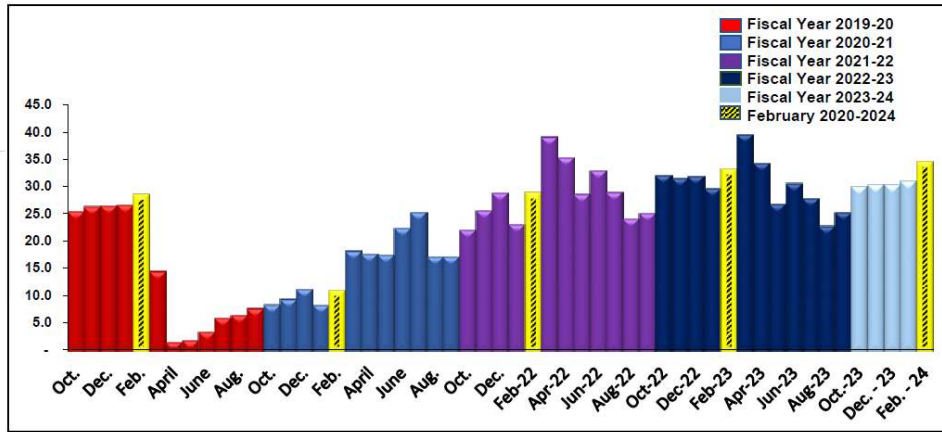
REGIONAL TOURIST DEVELOPMENT TAX UPDATE

[Orange County](#)

The Tourist Development Tax (TDT) collections received by Orange County for the month of **February 2024 were \$34,054,500**. That is a **4.3% increase** compared to February 2023.

Compared to last month, **February 2024 collections were higher than January 2024 collections by \$3.6 Million**. In addition, **February 2024 Collections were higher than February 2022 collections by \$5.5 million**.

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

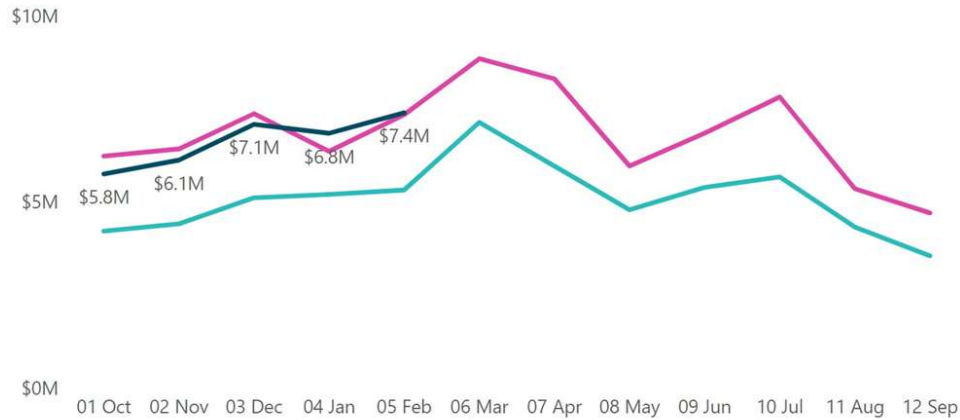


Osceola County

Osceola County collected **\$7.4M in TDT for the month of February 2024**, representing a **1% increase from February 2023**. This was the **all-time high February TDT collection in Osceola County history**.

TDT Osceola County

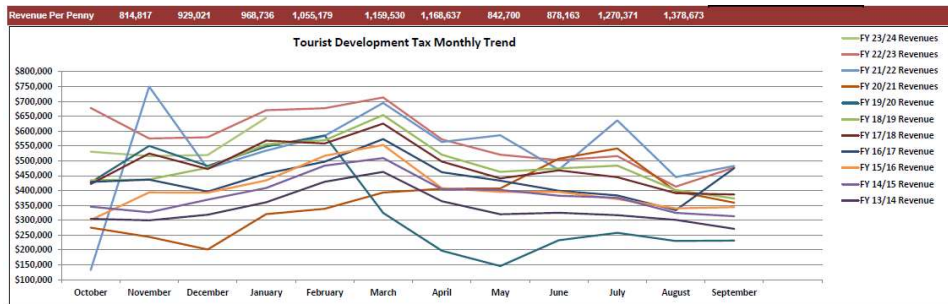
FY ● 2018-2019 ● 2022-2023 ● 2023-2024



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

City of Orlando Special Election: May 21st

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

['A significant step forward': Destinations Florida urges Gov. DeSantis to sign vacation rental bill](#) - Florida Politics

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

[7 candidates make the ballot for Orlando's District 5 special election](#) - News6

[Brightline Orlando ridership rises, more cars on the way](#) - Orlando Business Journal

[Orange Orlando Magics \\$500M downtown development gets new name](#) - Orlando Business Journal

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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.