

Lynnea Dawes

**From:** cfhla@memberclicks-mail.net on behalf of CFHLA  
**Sent:** Friday, April 08, 2016 12:19 PM  
**To:** communications@cfhla.org  
**Subject:** CFHLA - Back of the House - April 8, 2016



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This Newsletter proudly  
sponsored by:

**\$123,000**

***In Case You Missed It...***

**The 2016 Bacchus Bash  
was a SUCCESS!**

This year's fundraiser collected  
**Over \$123,000**  
in support of Central Florida Hospitality Education.



**Honorees**

**April Allied  
Member of the Month**



**Don Synder**  
Allegra Print

**April Lodging  
Member of the Month**



**Fred Sawyers**  
Walt Disney World  
Swan & Dolphin

**2016  
CFHLA Executive  
Committee**

*Chairman*



To view a gallery of photographs from this activity, please [CLICK HERE](#).



Additionally, CFHLA salutes the **Sponsors, Vendors, Volunteers, and Donors** who made this year's Bacchus Bash possible.

[Loews Hotels](#)

1st Vice Chairperson  
**Brian Comes**  
[Hyatt Regency Orlando](#)

2nd Vice Chairperson  
**Fred Sawyers**  
[Walt Disney World  
Swan & Dolphin](#)

Secretary  
**Keith Wolling**  
[B Resort & Spa Lake  
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[Melia Orlando  
Suite Hotel](#)

Assistant Treasurer  
**Jesse Martinez**  
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**Laura Sherman**  
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**Gerald Urquiola**  
[Caribe Royale Resort &  
Convention Center](#)

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Partners of the Month:

**Bacchus Bash**

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Specialists](#)

[Orlando Premium Outlets -  
Vineland Ave](#)

OUC - The Reliable One



**THANK YOU FOR  
YOUR SUPPORT!**

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## LUNCHEON

As you may know, the funds raised at the annual Bacchus Bash event are utilized to award

***Hospitality Student  
Scholarships and Grants***  
to Central Florida Educational Institutions.

The official awards presentation for these honors occurs during the

**Education Partnerships and  
Awards Luncheon**

set to occur on

**Wednesday, May 4**

(12Noon - 1:30PM) at the

**Hilton Orlando**

*(Thank you John Luke, General Manager).*

***For your information, this luncheon will include the following program elements:***

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**State of the County Address:  
Orange County**

[Bags Parking & Guest Services](#)

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[International Drive Resort Area  
Chamber of Commerce](#)

## 2015 / 2016 Adopt-A-School Partnerships

### A CFHLA Cares Collection Drive for Homeless Students

(more information can be found in the next article)

### The Official "Kick Off" of the Hospitality Summer Blood Drive Challenge, in partnership with OneBlood

### Awarding of CFHLA Foundation Community Grants

**AND**

### The Official Awarding of **OVER \$100,000** in 2016 Hospitality Student Scholarships and Grants

To register for this "feel good" luncheon and presentation, please visit  
[www.CFHLA.org/Membership-Luncheons](http://www.CFHLA.org/Membership-Luncheons)

Additionally, CFHLA recognizes the luncheon sponsors:



A/V Sponsor:



[Mears Transportation Group](#)

[Orlando Health](#)

[OUC - The Reliable One](#)

[SeaWorld Parks & Resorts](#)

[Summit Broadband](#)

[Universal Orlando](#)

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**Vacation Rental  
Managers Council**

[Belfor Property Restoration](#)

**Vacation Ownership  
Managers Council**

[Boyer Building Corp](#)

**Executive Committee Meeting**

[Brightview \(Formerly Brickman /  
ValleyCrest\)](#)

**Governmental Affairs  
Committee Meeting**

[SpinOut Guest Laundries Inc](#)

Hospitality Updates:

What Orange County can do with  
\$30M in new non-committed  
annual resort tax revenue

Orlando Business Journal

Richard Bilbao

Tourists. If you've lived in  
Orlando for even one summer,  
you've seen them.

Some have accents, speak a  
different language and come from  
every corner of the world. Some  
wear matching family shirts,  
sunscreen and flip-flops. And  
other visitors dress in business  
attire and pull a suitcase filled  
with business cards, contracts  
and products around a  
convention floor or into a  
business meeting.

No matter how varied Orlando's  
visitors dress or why they come,  
one thing many of them have in  
common: They stay in hotels.

## COLLECTION

In conjunction with the CFHLA  
Education Partnerships and Awards Luncheon, the  
***CFHLA Cares Collection Drive  
for Homeless Students***

will occur outside of the [Hilton Orlando](#).

CFHLA requests all members consider conducting  
**"In House" Collection Efforts**  
(Supply collection, Raffle, 'Blue Jeans Day' Donation, etc.)  
to support the

**10,000+ Homeless Students  
in Orange and Osceola Counties -**

and to bring donations to the

**OFFICIAL DROP-OFF  
on Wednesday, May 4  
from 10AM - 2PM.**



When arriving at the Hilton Orlando, please look for  
CFHLA Cares signs/banner and the  
**Yellow School Bus -**

this is the location where 20+ volunteers will be  
available to assist you with unloading your vehicle.

For more information and a printable flyer, please visit

development taxes, also known as resort taxes.

Orange County's tax revenue on hotel, motel and lodging rental stays can be used for the acquisition and operation of convention centers, sports stadiums, auditoriums, museums and funding tourism and convention bureaus such as Visit Orlando. In addition, part of the tax can be used to pay off debts for the reconstruction or renovation of sports franchise facilities and more.

Simply put: The tax is used to help fund projects that will generate more tourism visitation or promote marketing efforts that will draw more people to Orange County.

That pot of money is growing, with Orlando welcoming more than 62 million visitors annually and generating \$226.1 million in tourist development taxes in 2015. And it's about to get even bigger.

Here's what's happening: Orange County's resort taxes are paying back bonded debt for several projects around Central Florida, including the past expansion debt on the Orange County Convention Center and the \$1 billion-plus Orlando venues projects - the Amway Center, Dr. Phillips Center for the Performing Arts and Orlando Citrus Bowl - each built using resort tax dollars.

Thanks to Orlando's growing tourism market, Orange County officials said those debts will begin to be paid off nearly decades earlier than expected - the earliest beginning by 2025.

Orange County Comptroller Martha Haynie often jokes about how saying the words "extra money" can make her cringe when it comes to tourist development taxes. But there's no denying that Orange County is on pace to repay its debts faster than originally scheduled.

"There's close to \$30 million of TDT money that no longer will be pledged to debt service. That's a significant piece of currently non-committed funds if everything [such as tourism visitation] stays the way it is now," said Haynie.

So what happens when Orange County pays off that debt? Those encumbered funds become free of obligations and can be used elsewhere. And Orange County's

[www.CFHLA.org/CFHLA-Cares](http://www.CFHLA.org/CFHLA-Cares)



**YOU CAN BE A DIFFERENCE MAKER!**

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**ORANGE**

compounding, un-earmarked funds that will continue to grow as more debts are paid off.

And where there's available capital, there is opportunity for proposed projects that fall under the use criteria of the resort tax. That's where things get interesting: How could this new unencumbered resort tax be used?

The next big score

Driving into work each day, Florida Citrus Sports President Steve Hogan sees the success Orlando has reached with the new \$175 million-renovated Orlando Citrus Bowl - and he believes it has potential to achieve even more if additional money is invested into it.

On a non-game day, the stadium is quiet as birds fly overhead and cars whiz by along the nearby State Road 408. A few groundskeepers walk about, performing maintenance and making sure the stadium is prepped for its next big event.

Whatever that next event may be - a Florida Citrus Sports college football game or maybe an Orlando City Soccer Club game - Hogan thinks it's only the tip of the iceberg for the Orlando Citrus Bowl and what his organization and others can do with it. "There's still a significant strategic investment that needs to be made in the stadium. What we spent in the building was very effective, but it could be fantastic."

The \$175 million renovation of the Citrus Bowl resulted in a new lower bowl section with modernized seats, new concession areas and restrooms, new suites, a 15,000-square-foot open deck, new ticket areas and locker rooms, and upgrades to the stadium's sound and video systems and equipment.

That project has resulted in Orlando landing a new annual neutral-site college football game that could generate an economic impact in the range of \$20 million-\$30 million each year; hosting multiple soccer matches in the 2016 Copa America Centenario that will draw hordes of visitors to the region; and being the host city for WrestleMania 33 in 2017, an event that will result in more than \$100 million in economic impact.

REMINDER



2016  
STATE of the COUNTY

PRESENTED BY  
ORANGE COUNTY MAYOR TERESA JACOBS

FRIDAY | HYATT REGENCY ORLANDO | DOORS OPEN AT  
April 22, 2016 | 9801 INTERNATIONAL DR. | 8:30 a.m.  
ORLANDO, FL 32819

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[CLICK HERE TO RSVP](#)

## VIP SPOTLIGHT



The [Orlando Mattress Company](#) has over 90 years experience in the

said. "It's important for the stadium to get closer [amenity-wise] to the other buildings we compete with each year."

If given the opportunity, Hogan said he'd expand the stadium's premium amenities like suites and club seats to close the gap on National Football League stadiums, which tend to attract the most world-class events due to their ability to accommodate massive crowds.

"Most NFL buildings have about 250 to 300 suites. We have 34 with some flexible range, but we need to add to that capacity. We also need to add to the total amount of club seats. Right now, we can get close to 5,000 seats with the open-air spaces, but, again, most buildings we compete with have at least 10,000 or more," Hogan said.

Other upgrades on Hogan's wish list would be to improve the stadium's internet capabilities and find a solution for the stadium's parking, which at the moment still requires fans to park in dirt lots.

Upgrades like those can help the stadium attract more annual events that could generate millions of dollars in new economic impact and new tourist development taxes, he said. Hogan's goal always has been to bring a College National Football Game to the region - a \$100 million-plus economic impact event - but he said the true goal is to secure repeating events like annual football match-ups that can have a more long-term positive impact on the region.

"We are not far, and I think that \$30 million [in future unencumbered resort taxes] can take care of the remaining issues. Now, we have success to show and there is a growing interest in investing in more sport-related funds that can produce big events. So it's nice to know there are resources that will be available and, if possible, we'd like to be a part of that."

Protect the golden goose

A hustling, bustling Orange County Convention Center floor makes its Executive Director Kathie Canning smile. The roar of sounds from attendees closing deals, making presentations for new products or the sound of thousands of feet walking up and down aisles make the convention center one of the tourism

manufacturing facility with experienced workmanship and quality materials. CFHLA Allied members have access to hotel pricing as well.

**FUN FACT:** "Before my partner and I ever took over the Orlando Mattress Company, my wife and I had occasion to stay at the Grand Bohemian Celebration. We enjoyed our stay there, and were very impressed with how comfortable the beds were. At the time, not even knowing that the Orlando Mattress Company existed, we went out to several mattress retailers to find something for us that was as comfortable. We found one and brought it home. Six months later, after taking over the Orlando Mattress Company, I found that those most comfortable beds at the Grand Bohemian Celebration were from the Orlando Mattress Company. And retail cost from OMC was about 1/3 of what was at retail stores. Go figure!" - Alan Shafer

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## AUCTION

And for Canning, whether it be surf board makers, home and garden contractors or fans of Harry Potter in costume, Orange County Convention Center's 2 million-plus square feet of meeting space should look like this at all times. This constant activity of events and trade shows has made the convention center an annual \$2 billion economic impact-generating asset for the region.

It also stresses the need for the center to stay on top of maintenance and expansion needs that will keep its existing business and draw new events to the region, Canning said. "Looking ahead, we anticipate just replacement renovations and retrofitting could cost about \$30 million to \$40 million in capital improvement every single year to maintain the facility. For example, hotels typically improve soft goods like textiles every five to seven years and their hard goods [like appliances and TVs] every 10 years or so. We need that kind of a program as we move forward and grow."

But those kinds of improvements aren't what Canning has her eyes set on if new resort taxes become available. She said those new unencumbered resort tax funds could help the convention center fulfill its wish list to build several major projects needed to push the center to the next level.

To read more, please [CLICK HERE](#).



**THE PARTY CONTINUES WITH THE OFFICIAL BACCHUS BASH**

# ONLINE AUCTION!

**SUPPORT LOCAL HOSPITALITY EDUCATION!!!**  
Place your bids on over 30 items including vacation / stay-cation packages, beauty products, and MORE!

**BIDDING WILL OFFICIALLY CLOSE:**  
**WEDNESDAY, APRIL 13, 2PM**

All bids must be submitted online at:  
**[www.CFHla.org/Online-Auction](http://www.CFHla.org/Online-Auction)**



All proceeds from this Online Auction will benefit the CFHla Foundation, a 501(c)(3) charity.

This Online Auction is Proudly Sponsored By:



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For further information, please contact  
**CFHla Staff Person Lynnea Dawes:**  
**407-313-5025 /**  
**Communications@cfhla.org**

Central Florida Hotel & Lodging Association — 6675 Westwood Blvd. — Suite 210 — Orlando, FL 32821  
Phone (407) 313-5000 — Fax (407) 313-5050 — Website: [www.cfhla.org](http://www.cfhla.org)

## PARTNERS IN ACTION

Recently, the  
**Sheraton Suites Orlando Airport**  
honored a third grade student at their partner school -  
**Pinewood Elementary.**

Additionally, the Sheraton Suites Orlando Airport collected nearly  
**\$400 in retail gift cards,**  
**100 boxes of snacks,**

for the teachers at the school.



Left to right: Yadira Delgado of the Sheraton Suites Orlando Airport, Kathleen Wright - Pinewood Elementary Partner in Education Coordinator, Dalisha V. - Pinewood Elementary Student contest winner, CFHLA Board Member Sonja Giselsbrecht of the Sheraton Suites Orlando Airport, and Kandace Goshe - Pinewood Elementary Principal

CFHLA thanks the  
**Sheraton Suites Orlando Airport**  
for their continued support of  
**Pinewood Elementary**  
and public education in Central Florida!

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## SPONSORSHIPS

# Sponsorships

## Information Session



As a valued and active  
**CFHLA Allied Member**,  
you are invited to an  
Information Session to review your  
**Visibility Opportunities for  
June - December 2016.**

**Friday, April 15 / 8AM**  
**at the CFHLA Offices**

For more information regarding this session, please contact

**CFHLA Staff Person Lisa Harley -**  
**[Sponsorships@cfhla.org](mailto:Sponsorships@cfhla.org) / 321-689-6892.**

Please note, this session will review the Sponsorships for  
June - December 2016. For your information, these  
Sponsorships will be available to purchase at  
10AM - Friday, April 15!

**CLICK HERE TO REGISTER**

Central Florida Hotel and Lodging Association — 6675 Westwood Blvd., Suite 210, Orlando, Florida 32821  
T: 407-313-5000 \* F: 407-313-5050 \* What's New? Log on to [www.CFHla.org](http://www.CFHla.org)

**SWIRSKY**



**NEW 2016 CFHLA Board Member:**

**Jeff Swirsky**

General Manager of

**Floridays Orlando Resort**

**Birthday: October 23**

**Fun Fact:** Mr. Swirsky's greatest hospitality achievement was leading the Floridays Orlando Resort when it was named the #1 Family Resort in the United States and the #5 Family Resort in the World by Trip Advisor for 2016. His first hospitality job was working as a bellman.

**Thank you Jeff Swirsky  
for serving as a CFHLA Leader!**

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## **HOSPITALITY OPPORTUNITIES**

***Below please find current employment opportunities  
in the Central Florida Hospitality Industry:***

**ALL F&B POSITIONS!  
NEW RESTAURANT OPENING!**

Melia Orlando Suite Hotel -  
360 Bistro and Bar

**[CLICK HERE](#)** for more information

**Guest Services Positions,  
Golf Operations Positions.**

Reunion Resort & Club  
[CLICK HERE](#) for more information

**Hotel Engineer**

Villas of Grand Cypress  
[CLICK HERE](#) to view the job description

**Restaurant Manager,  
Housekeeping,  
and MORE!**

DoubleTree by Hilton Orlando at SeaWorld  
[CLICK HERE](#) to view the open positions

**Loss Prevention Officer (PM)**

Gaylord Palms Resort & Convention Center  
[CLICK HERE](#) to view the job description

**Engineer Positions,  
Food & Beverage Positions,  
and MORE!**

Crowne Plaza Orlando Universal  
[CLICK HERE](#) to view the open positions

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