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TOURISM DAY

On Tuesday, March 14th, a delegation of **30 CFHLA Members** traveled to the state capitol in Tallahassee for **Florida Tourism Day**, an annual event featuring **over 500 Hospitality Leaders** to promote the importance of tourism in the state of Florida.

CFHLA Members met with over 12 State Representatives and State Senators, in addition to **Florida Governor Rick Scott**, to promote the necessity of **VISIT FLORIDA** and the significant economic impact that tourism has on Central Florida.

On March 10th, the Florida House of Representatives passed **House Bill 9**, legislation CFHLA opposes, that would place dozens of new restrictions on VISIT FLORIDA and would handicap the agency's ability to effectively market the state to domestic and international travelers.

INTEREST

Florida Governor
Rick Scott

State of Florida
Senate

State of Florida
House of
Representatives

Orange County

Osceola County

Seminole County

City of Orlando

City of
Kissimmee

City of Sanford

number of Senators stated their confidence that the Senate values VISIT FLORIDA and would not pass a companion bill for HB 9.

CFHLA Members also discussed other **2017 CFHLA Legislative Priorities**, including the need to sunset or repeal legislation passed in 2016 that expanded the allowed uses of Tourist Development Tax (TDT) dollars to include public safety projects in three Florida Panhandle counties.



Delegation Members met with State of Florida Governor Rick Scott to discuss the importance of Tourism in Central Florida

CFHLA



Members discuss VISIT FLORIDA funding with State Representative Mike La Rosa

CFHLA Delegation



(left to right) CFHLA Board Member Cindy Staley of the Sheraton Lake Buena Vista Resort, CFHLA Board Chairman David Bartek of Loews

Fred Sawyers of the Walt Disney World Swan and Dolphin Resort



CFHLA Delegation

Members meet with State Senator Randolph Bracy - District 11



(left to right) CFHLA Board Secretary Keith Wolling of the B Resort & Spa Lake Buena Vista and Coco Key Hotel & Waterpark - Orlando, State Representative Mike Miller - District 47 and CFHLA President/CEO Rich Maladecki



(left to right) CFHLA Board Treasurer Jesse Martinez of the Alford Inn at Rollins, CFHLA 1st Vice Chairman Fred Sawyers of the Walt Disney World Swan and Dolphin Resort, State Senator Victor Torres - District 15, CFHLA Board Chairman David Bartek of Loews Hotels, CFHLA President/CEO Rich Maladecki and IAAPA Vice President Richard Jackson



Delegation Members pose outside of the Capitol Building

CFHLA

CFHLA thanks the following Members for participating in the Tourism Day delegation trip to Tallahassee this year:

Dave Bartek

Loews Hotels

Jackie Bozzuto

Lowndes, Drosdick, Doster, Kantor & Reed, P.A.

Keri Burns

Edlen Electrical Exhibition Services of Orlando

David Chilton

ET&T Distributors

Brent Dickson

Benjamin Moore & Co.

Ruthann DiLauri

Minuteman Press

Alan Fickett

Global Sourcing Intl, LLC

Chadwick Hardee

APDC Services, Inc.

Jorg Heyer

Sheraton Vistana Villages

Jay Hunt

Massev Services, Inc.

Dan Kline,
Magical Memories Villas - Orlando

Anthony Lazzara
Crowne Plaza Orlando Universal

Craig Leicester
Aloft Orlando Downtown

Jesse Martinez
Alfond Inn at Rollins

Jon McGavin
Ritz-Carlton Orlando, Grande Lakes

Ron Nagy
Bohemian Hotel Celebration

Keith Odza
Wyndham Vacation Rentals

Rick Patterson
Associated Planners Group

Mark Politte
DoubleTree by Hilton at the Entrance to Universal Orlando

Frank Quallen
Renaissance Orlando Airport Hotel

Fred Sawyers
Walt Disney World Swan & Dolphin Resort

Ron Silveira
F.P.I.S., Inc. Brochure Distribution & Travel Marketing

Erin Sims
Spinout Guest Laundries

Robert Stanfield
Omni Orlando Resort at ChampionsGate

Cindy Staley
Sheraton Lake Buena Vista

Keith Wolling
B Resort & Spa Lake Buena Vista
and
Coco Key Hotel & Waterpark Resort - Orlando

ORANGE COUNTY

On Tuesday, March 21st, CFHLA President & CEO **Rich Maladecki** distributed a letter to Orange County Mayor **Teresa Jacobs**, the Orange County Board of County Commissioners and the Orange County Tourist Development Council (TDC) recommending a number of individuals to serve on a **newly-formed Orange County Application Review Committee (ARC)**.

This committee will be tasked with reviewing all applications seeking grants for Orange County Tourist Development Tax (TDT) funds for both events and capital projects. Once applications are approved by the ARC, they will be forwarded to the TDC for further consideration, before finally being submitted to the Board of County Commissioners for final approval.

In this letter, Maladecki cites "*continued uncertainty in Tallahassee relating to the future of statewide marketing efforts through VISIT FLORIDA*" as an important reason for Orange County leaders to carefully select ARC Members that are both knowledgeable of the Hospitality Industry and invested in the Orange County community so that the spending of TDT funds will occur "*judiciously.*"

The ARC will utilize TDT grant draft applications that were developed in partnership between Orange County government and CFHLA over the course of several months in 2016.

NELSON

Orange County Commissioner Bryan Nelson (District 2) recently announced that he will be running for **Mayor of the City of Apopka**, an election set to occur on March 18, 2018.



Orange County Commissioner Bryan Nelson - District 2

Commissioner Nelson, a Republican, will face the incumbent Democrat, **Mayor Joe Kilsheimer**, who has announced his intentions to seek reelection.

Mayor Kilsheimer has served as Mayor of Apopka since 2014, the same year Commissioner Nelson was elected to the Orange County Commission.

TIGER BAY

On Friday, March 10th, CFHLA sponsored a Tiger Bay Club of Central Florida Luncheon featuring **Brand USA President & CEO Chris Thompson**.



CFHLA Board Secretary Keith Wolling of the B Resort & Spa Lake Buena Vista and Coco Key Hotel & Waterpark - Orlando, City of Orlando Commissioner Robert Stuart - District 3, Brand USA President/CEO Chris Thompson and CFHLA Board 1st Vice Chairman Fred Sawyers

Addressing an audience of nearly **300 Central Florida business professionals and elected officials** at the Citrus Club Mr. Thompson described the purpose of Brand USA

and national economies.

PAC/PC

CFHLA Finance Director **Lee Johnson** will be forwarding **CFHLA Political Action Committee (PAC) dues invoices to all active CFHLA Members the week of May 1st.**

Funds raised by the CFHLA-PAC are utilized to identify (via candidate interviews) and financially support Hospitality-Friendly candidates for local and statewide office.

The CFHLA-PAC will be active in 2017-2018 **supporting State House and State Senate candidates that will fight for VISIT FLORIDA and support Hospitality Industry priorities** at a time when leaders in the Florida House are questioning the importance of tourism.

Additionally, all CFHLA Members interested in being placed on the ballot during the Political Action Committee and Political Committee Boards of Directors elections are required to be CFHLA-PAC dues-paying Members.

If you have any questions, please contact CFHLA Public Policy Director Kevin Craig at publicpolicy@cfhla.org

LINKS

Below please find news articles relating to the political interests of the Hospitality Industry:

[House OK's Visit Florida funding reform; effort to kill Enterprise Florida](#)

[Mayor Levine, Regalado hold anti-Airbnb meeting while protesters decry crackdown](#)

[Governor Rick Scott holds "Fighting for Florida Jobs" rally](#)

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