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.
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.
Fred Sawyers of the Walt Disney World Swan and Dolphin Resort

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
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
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.
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.

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
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