

**Sarah Alexanderson**

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**From:** cfhla@memberclicks-mail.net on behalf of Central Florida Hotel and Lodging Association  
**Sent:** Thursday, January 24, 2019 2:01 PM  
**To:** communications@cfhla.org  
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## TOURISM DAY

Save the date! **Wednesday, March 13th, 2019** CFHLA will be making the Association's annual trip to Tallahassee for "**Florida Tourism Day**" at the State Capitol.

Each year, over **25 CFHLA Lodging and Allied Members** spend a full day meeting with **State Representatives** and **State Senators** to **advance** the Association's **Legislative Priorities**, primarily focusing on supporting:

- VISIT FLORIDA
- preserving the Tourist Development Tax

CFHLA thanks **Mears Transportation Group** for providing Luxury Bus

[LINKS OF INTEREST](#)

[Florida Governor Rick Scott](#)

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[Orange County](#)

[Osceola County](#)

[Seminole County](#)

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If you are interested in attending this meaningful Tourism Advocacy Day with CFHLA, please contact CFHLA Public Policy Director, Rico Pasamba at [publicpolicy@cfhla.org](mailto:publicpolicy@cfhla.org).

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## TOURISM CALCULATOR

At the upcoming CFHLA Board Meeting on January 29, 2019, the **Central Florida “Tourism Calculator”** project will be introduced to CFHLA Leadership.

This long-awaited economic impact tool will provide an interactive webpage to visualize the **hospitality industry’s effect on Central Florida**.

The “Tourism Calculator” will feature an economic analysis for the Central Florida “tri-county area” which includes **Orange, Osceola, and Seminole counties**. It will also include tourism impact analysis on the **four (4) State Senate Districts** and the **fourteen (14) State House Districts** that encompass Central Florida.

The “Tourism Calculator” will be utilized as a **hospitality ambassador tool** for hospitality advocacy in our regional area.

This imperative data will be available on the [CFHLA website](#) following its release at the January 29, 2019 CFHLA Board Meeting.

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## TDC

The **Tourism Development Councils** for **Orange, Osceola, and Seminole counties** are responsible for the oversight and representation of the Tourism Development Tax for their communities. The TDCs for these counties are represented by an **all-volunteer board** of professionals in the hospitality industry, community leaders, elected officials, and district representatives appointed by their respective elected official. CFHLA is proud to have our members volunteer their time to serve on their local TDC and to represent our industry and association.

On the **Orange County Tourism Development Council**, CFHLA has the following three (3) members serving on the board.

**Dave Bartek**  
Vice President of Operations  
**Loews Hotels Universal Orlando**



**Jorg Heyer**  
General Manager  
Sheraton Vistana Villages



**Jesse Martinez**  
General Manager  
The Alford Inn at Rollins



On the **Osceola County Tourism Development Council**, CFHLA Board Member Brian Wong serves as Chairman.

**Brian Wong**  
Owner / General Manager  
Celebration Suites Hotel



Lastly, on the **Seminole County Tourism Development Council**, CFHLA has the following three (3) members serving on the Board.

**Frank Cirrincione**

**General Manager**

**Hilton Orlando / Altamonte Springs**



**Don Dougherty**

**General Manager**

**Westin Lake Mary Orlando North**



**Bruce Skwarlo**

**General Manager**

**Orlando Marriott Lake Mary**



**Thank you** to our CFHLA members for volunteering to serve on their respective TDC and for their dedication to enhancing the community, and preserving the integrity of the TDT.

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## VISIT FLORIDA

**VISIT FLORIDA** recently announced the official appointment of **Dana Young** as their new **CEO**. Dana Young was recommended by **Gov. Ron DeSantis** to fill the vacant position after he tapped former Visit Florida CEO, **Ken Lawson** to oversee **Florida's Department of Economic Opportunity (DEO)**. Dana Young previously served as an elected official in the Florida House of Representatives and the Florida Senate. During her last campaign for Florida Senate, District 18, Dana Young was endorsed by the CFHLA.



## PLI

The **Orlando Economic Partnership** will be hosting its **Central Florida Political Leadership Institute** (PLI) starting in **April 2019**. PLI is a nonpartisan program managed through the Orlando Economic Partnership, designed for business-minded leaders who have an interest in exploring future public leadership opportunities – either as a political candidate or appointee to a government board or commission – and discovering how their experience and talent could address critical public-policy issues.

Graduates have been elected to serve as Mayors, Council Members, Commissioners, Legislators, School Board Members and Appointees.

This course begins with a two-day session on **Friday, April 12 and Saturday, April 13 from 8:30 a.m. - 4 p.m.**

The program will then meet on the **fourth Thursday of the month from May through August from noon - 4 p.m.** The final class will be held **Thursday, September 12 from 9 a.m. - 4 p.m.** with a VIP networking reception and graduation.

**For your information, this opportunity - if selected - is Complimentary.**

**The Application Submission Deadline:  
12 p.m. | Friday, February 22, 2019**

[Click here for more information and to access the application.](#)

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## GA

The **February CFHLA Governmental Affairs** luncheon guest will be **Commissioner Peggy Choudhry, Osceola County District 1**. Commissioner Choudhry recently announced her re-election campaign for the Osceola County Commission. She will discuss her new partnership with Salvation Army and proposed projects in her District. The meeting will be held at the [Melia Orlando Suite Hotel at Celebration](#), thank you to our host and **GA Vice-Chair Duane Winjum!**

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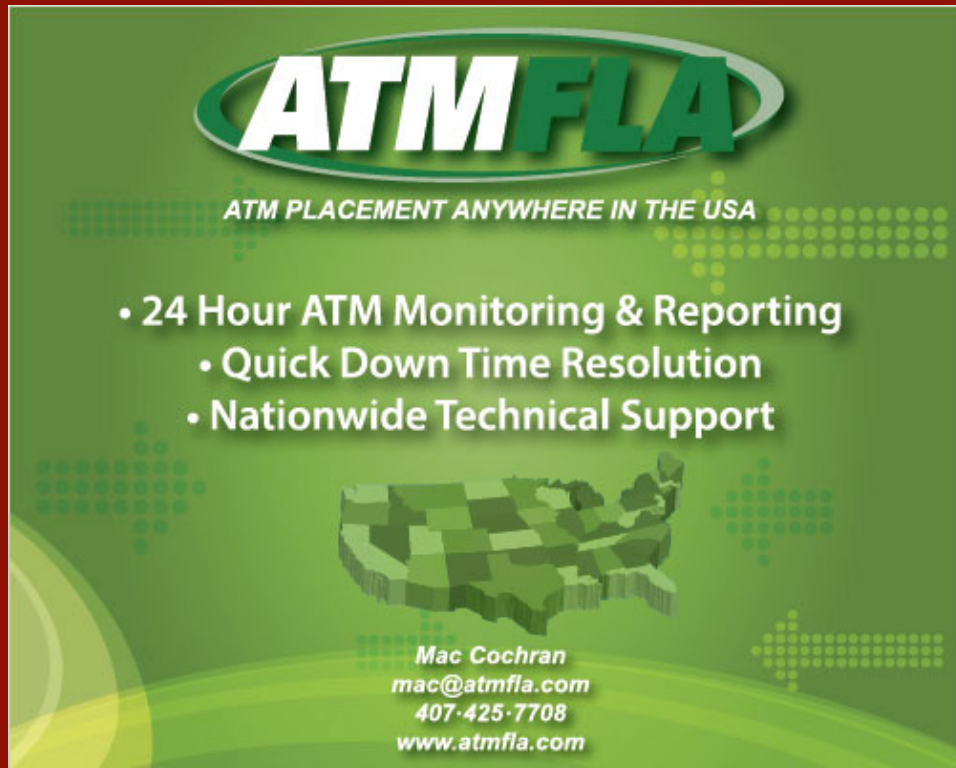
## LINKS

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

[Board sets up Airbnb to be blacklisted as future state](#)

[Orange County officials continue sparring over nonpartisan elections ruling](#)

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