From: cfhla@memberclicks-mail.net on behalf of CFHLA
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TEE IT UP

On **Thursday, September 24th**, the **CFHLA Political Committee** hosted its 10th Annual golf fundraising event, recently rebranded as the **Tee It Up For Tourism Golf Outing & Luncheon**, at the Grand Cypress Golf Club ***(Thank you Mark Cox)***.

The Official "Ribbon Cutting" Ceremony to open the Tee It Up for Tourism Golf Outing - featuring Central Florida Elected Officials and CFHLA Leadership

Nearly 120 CFHLA Members attended this year's event and were joined by a number of Central Florida Elected Officials, including:

Brandon Arrington
Osceola County Commissioner, District 3

Tina Calderone
Seminole County School Board Chair

Pete Clarke
Orange County Commissioner, District 3

John Cortes
FL State Representative, District 43

Jerry Demings
Orange County Sheriff

Eric Eisnaugle
FL State Representative, District 44

Jim Gray
City of Orlando Commissioner, District 1

John Horan
Seminole County Commissioner, District2

Sam Ings
City of Orlando Commissioner, District 6

Linda Kobert
Orange County School Board, District 3

Rene Plasencia
FL State Representative, District 49

David Simmons
FL State Senator, District 10

Darren Soto
FL State Senator, District 14

Jennifer Sullivan
FL State Representative, District 31

Geraldine Thompson
FL State Senator, District 12

State Representative Eric Eisnaugle served as the Keynote Speaker for the Luncheon preceding the Golf Outing, providing remarks about Central Florida's Hospitality Industry, including issues such as the Tourist Development Tax and gambling expansion in the State.

State Representative Eric Eisnaugle provides the
Keynote Presentation at the Tee It Up for Tourism Luncheon

The CFHLA Political Committee would like to **thank** the following **sponsors** for their support of the 2015 Tee It Up For Tourism Golf Outing & Luncheon:

CFHLA 2nd Vice Chairman David Friederich of the Grand Bohemian Hotel Orlando, CFHLA Chairman Gerald Urquiola of the Caribe Royale Resort & Convention Center, CFHLA Allied Member Marshall Pickard of Squeegee Squad, and CFHLA Governmental Affairs Committee Member Scott

Tripoli of the DoubleTree by Hilton Orlando at SeaWorld

Orlando City Commissioner Sam Ings, Sharon Smoley of the Walt Disney World Company, and Orange County Sheriff Jerry Demings at the Tee It Up for Tourism Luncheon

CFHLA Treasurer Doug Ridge of the Orlando World Center Marriott, CFHLA Political Committee Board Member Cindy Andrews of Sunbrite Outdoor Furniture, and Florida State Representative Rene Plasencia on the green at the Tee It Up for Tourism Golf Outing

To view additional photographs of this outing, please CLICK HERE.

2016 PRIORITIES

On Wednesday, September 9th, the **CFHLA Governmental Affairs Committee** met at the Wyndham Lake Buena Vista Resort **(Thank you Jay Leonard, General Manager)** to establish **CFHLA's 2016 Legislative Priorities**. Members of the GA Committee were joined by a "Panel" of Government Relations Executives from the following Hospitality Industry Groups to assist in developing a unified set of Hospitality Industry priorities:

American Resort Development Association (ARDA)

CFHLA Vacation Rental Council

Florida Restaurant & Lodging Association (FRLA)

Mears Transportation Group

SeaWorld Parks & Resorts

Universal Orlando Resort

Walt Disney World Company

The GA Committee's recommendation for 2016 Legislative Priorities will next go to the CFHLA Board for approval.

A reminder that on **Wednesday, January 20th**, CFHLA will be taking a

motor coach (courtesy of **Mears Transportation**) to Tallahassee for **Florida Tourism Day,** where CFHLA Members will meet with at least ten State Representatives and Senators to advocate for the Association's Legislative Priorities.

The next CFHLA Governmental Affairs Committee Meeting will be held on Wednesday, October 14th at Universal CityWalk.

Importantly, CFHLA thanks the 2015 Governmental Affairs Committee Sponsor, **Maureen Haggerty** of:

VOTERVOICE

On September 1st, CFHLA officially implemented the **VoterVoice** advocacy software onto the CFHLA website. CFHLA Members are now able to easily lobby and contact Central Florida Elected Officials in support of ***CFHLA's legislative priorities and public policy initiatives.*** VoterVoice software is currently being used as an effective lobbying tool by various large associations throughout Florida and the United States.

After the successful launch on the Website, CFHLA conducted its first **VoterVoice "Advocacy Campaign,"** on September 15th. This email campaign encouraged over 200 CFHLA Osceola County Members to contact their County Commissioners and advocate for the Commission to delay a vote on two controversial Living Wage Ordinances, which could have potentially negative effects on the Osceola County business community. Osceola County CFHLA Members who participated in this campaign asked Commissioners to delay a vote and to conduct additional research prior to approving such an ordinance.

The VoterVoice software on the CFHLA website may be found at: **www.CFHLA.org/Advocacy**. Should you have any questions about VoterVoice, please contact CFHLA Public Policy Director, Kevin Craig - publicpolicy@cfhla.org.

OSCEOLA

Following ***CFHLA's Osceola County VoterVoice Campaign*** and after receiving other concerns from the Osceola County business community, including the Kissimmee/Osceola County Chamber of Commerce, on

Monday, September 21st, the Osceola County Board of County Commissioners **did not** approve either of the proposed **Living Wage Ordinances**, and asked for County Staff to conduct research for 90 days and to present to the Commission a points system that would reward businesses / vendors based on salaries.

CITY OF ORLANDO

A friendly reminder that

Tuesday, November 3rd is Election Day

for City of Orlando candidates. CFHLA has officially endorsed the re-election campaigns of the following Orlando candidates:

Mayor Buddy Dyer

Commissioner Tony Ortiz (District 2)

Commissioner Patty Sheehan (District 4)

Commissioner Sam Ings (District 6)

CFHLA encourages all City of Orlando Members to support these Hospitality-Friendly candidates!

PAC / PC

On Tuesday, September 22nd, the **CFHLA Political Action Committee** (CFHLA-PAC) and **CFHLA Political Committee** (CFHLA-PC) conducted the final meeting of 2015.

At the CFHLA-PAC Meeting, PAC Board Members voted unanimously to provide additional financial support to the Orlando City Council campaign of **Commissioner Sam Ings**, who has been a friend of Central Florida's Hospitality Community.

Additionally, the CFHLA-PAC voted to implement a **billboard campaign** along I-4 to advertise **CFHLA's Endorsed Candidates** for the City of Orlando Elections taking place on Tuesday, November 3rd.

LINKS

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

Living Wage Proposal Fails in Osceola County

Las Vegas Sands Calls it Quits in Florida

Buddy Dyer on New Challenger "This is Serious"

Group Pushes Bondi to Crack Down on "Resort Fees"

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Central Florida Hotel and Lodging Association · 6675 Westwood Blvd, Suite 210, Orlando, Florida 32821, United States

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