A RESOLUTION IN SUPPORT OF RENAMING HIGHWAY 192

WHEREAS, the Central Florida Hotel & Lodging Association is committed to assembling support on important community issues and priorities that contribute significantly to enhancing the quality of life and effective marketing of the Central Florida destination; and

WHEREAS, the Central Florida Hotel & Lodging Association represents nearly 80% of the more than 115,000 hotel rooms in Orange, Seminole and Osceola counties, and over 500 supplier organizations that do business with the hospitality and tourism industries; and

WHEREAS, effective marketing and brand recognition is essential to the success of the tourism industry and guest experience; and

WHEREAS, the current street name “Highway 192 / Irl Bronson Memorial Highway” does not offer the best possible branding opportunity for local businesses; and

WHEREAS, CFHLA recognizes the historical contributions of the Irl Bronson family to Central Florida; and

WHEREAS, a revised street name will enhance the attractiveness and visibility of the location; and

WHEREAS, a research study is necessary to determine the most effective replacement name, to define the sections of road to be renamed, and to evaluate potential effects on local businesses and stakeholders; and

WHEREAS, the engagement and input of the Central Florida community will include public hearings, to educate the public and business owners and determine their level of support for a name change; and

NOW, THEREFORE, BE IT RESOLVED that the Central Florida Hotel & Lodging Association supports the renaming of Highway 192 / Irl Bronson Memorial Highway.

APPROVED AND ADOPTED by the Board of Directors of the Central Florida Hotel & Lodging Association this 27th day of September, 2011.

Signed this 27th day of September, 2011.

Duane D. Winjum, CHA
2011 CFHLA Chairman
Central Florida Hotel & Lodging Association

Richard J. Maladecki, CAE
CFHLA President / CEO
Central Florida Hotel & Lodging Association