



**A RESOLUTION IN SUPPORT OF THE
REBRANDING ORANGE COUNTY CONVENTION CENTER**

WHEREAS, the *Central Florida Hotel & Lodging Association* is committed to assembling support on important community issues and priorities that which 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, the Orange County Convention Center is one of the largest convention centers in the country with over 2 million square feet of exhibition space and nearly 480,000 square feet of meeting room space; and

WHEREAS, the mission of the Orange County Convention Center is economic development and by hosting regional, national and international conventions, meetings and trade shows, the Center infuses the local economy with new money and expanding business opportunities; and

WHEREAS, on average, the Orange County Convention Center (OCCC) hosts approximately one million delegates annually and provides a \$1.9 billion dollar total economic impact annually to the Central Florida economy; and

WHEREAS, Orlando is the first destination in the country to welcome more than 50 million visitors and remains the most visited destination in the U.S.; and

WHEREAS, the "Orlando" name brand continues to attract a vast portfolio of travelers and remains the destination of choice for leisure and meetings business for the economic benefit of the community; and

NOW, THEREFORE, BE IT RESOLVED that the *Central Florida Hotel & Lodging Association* supports the rebranding of the Orange County Convention Center to be renamed the "**Orlando / Orange County Convention Center**":

APPROVED AND ADOPTED by the Board of Directors of the *Central Florida Hotel & Lodging Association* this 26th day of July, 2011.

Signed this 26th day of July, 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