



**The Insider  
powered by:**



---

## 2023 CFHLA LEGISLATIVE PRIORITIES

Looking ahead, the CFHLA Board of Directors approved the following 2023 legislative priorities at this week's board meeting. Our priorities outlined below, include a variety of important issues facing the Central Florida hospitality and tourism industry. [CLICK HERE](#) for more information.

### **Tourist Development Tax (TDT)**

CFHLA strongly advocates for **preserving the integrity of this "bed tax" and opposes any efforts to expand the allowable uses** beyond tourism promotion including public facility projects such as transportation, workforce housing, sewage, etc.

### **VISIT FLORIDA Funding**

CFHLA supports increased funding for VISIT FLORIDA in the amount of **\$100 million**. Following Hurricane Ian and Tropical Storm Nicole, funding will be especially important to ensure Florida continues to be top of mind as a leading vacation destination.

### **Vacation Home Rentals and Advertising Platforms**

While vacations home rentals have long been available in Florida, the option to list available units online through advertising platforms has caused this lodging sector to explode by more than 50,000 units in Central Florida. Florida's

statutes need to be updated to accommodate the changing lodging industry, **creating balanced and rational health and safety regulations that protect our visitors, residents, and communities.**

### **Workforce Housing**

CFHLA supports **full funding for the Sadowski Fund**, as the Central Florida community has a dire need for more reliable and affordable rental housing. CFHLA also encourages the Legislature to **consider creating incentives to encourage innovative approaches to affordable housing development.** For example: incentives for development of high-quality rental properties in key areas or incentives and tax credits for businesses to create housing for their own staff.

### **Data Privacy**

CFHLA believes that customers deserve to have control over their personal information. However, any regulations upon individual companies **should not be unreasonable**, as the cost of compliance could be significant for small and medium-sized businesses. Additionally, businesses must be given an adequate opportunity to correct any errors and respond to complaints without the threat of costly litigation.

### **Florida Timeshare Act**

CFHLA supports ARDA's legislative proposal, which seeks the **clarification and modernization of several provisions in the Florida Timeshare Act.**

### **OTHER ISSUES CFHLA IS MONITORING**

- Hurricane Recovery
- Ride Safety
- Transportation & Infrastructure
- Human Trafficking
- Special Districts

---

## **CFHLA PAC/PC ANNOUNCE 2023 BOARD AND EXECUTIVE COMMITTEE**

The Central Florida Hotel & Lodging Association's (CFHLA) PAC/PC has announced its newly elected/appointed 2023 Board of Directors, which includes

Central Florida Hospitality Executives from across the tri-county area (Orange, Osceola and Seminole Counties).

The following Board members were elected to serve on the 2023 CFHLA PAC/PC Executive Committee, beginning January 1, 2023: Chair, **Jay Leonard**, General Manager of the **Wyndham/Wyndham Garden Lake Buena Vista Disney Spring Resort Area**; Vice Chair, **Chris Mueller**, General Manager of **Hilton Orlando**; Secretary, **Rick Patterson**, President of **Associated Planners Group**; and Treasurer, **Alan Fickett**, Vice President of Sales and Marketing, **Global Sourcing International**.

**CLICK HERE** to view the full press release, which includes all of the elected/appointed PAC/PC Board Members.



---

## DECEMBER SPECIAL SESSION REPORT

On December 12th, the newly sworn-in Florida Legislature convened for a Special Session, that focused on property insurance, property taxes, and expressway toll booth relief. The brief session adjourned on Wednesday, December 14th, after the House & Senate passed all three bills and were sent to Governor DeSantis to be signed into law.

Details of each of the bills are available **HERE**.

**GRAYROBINSON**  
ATTORNEYS | LOBBYISTS | CONSULTANTS

---

## ORLANDO INTERNATIONAL AIRPORT PUSHING 50 MILLION PASSENGER MARK, AGAIN

With a strong start to the holiday travel season in November, **Orlando International Airport (MCO)** came dramatically close to breaking the **50 million passenger barrier**, again. Previously, MCO shattered the mark before the pandemic and it was not predicted to fully rebound again until at least 2025. [READ THE FULL RELEASE](#)



ORLANDO  
INTERNATIONAL  
AIRPORT MCO

---

## COMMUNITY DEVELOPMENT DISTRICT TO DEVELOP NEW SUNRAIL STATION AT OCCC

**Orlando's Right Rail** coalition and **Universal Orlando Resort** recently announced the creation of the Shingle Creek Transit Utility Community Development District. This limited-purpose public entity will plan, finance, construct, operate, own and maintain a new **Orange County Convention Center** SunRail station, which advances a key priority for SunRail – the Sunshine Corridor Program - and will help expand our regional transportation system. [CLICK HERE FOR DETAILS](#)



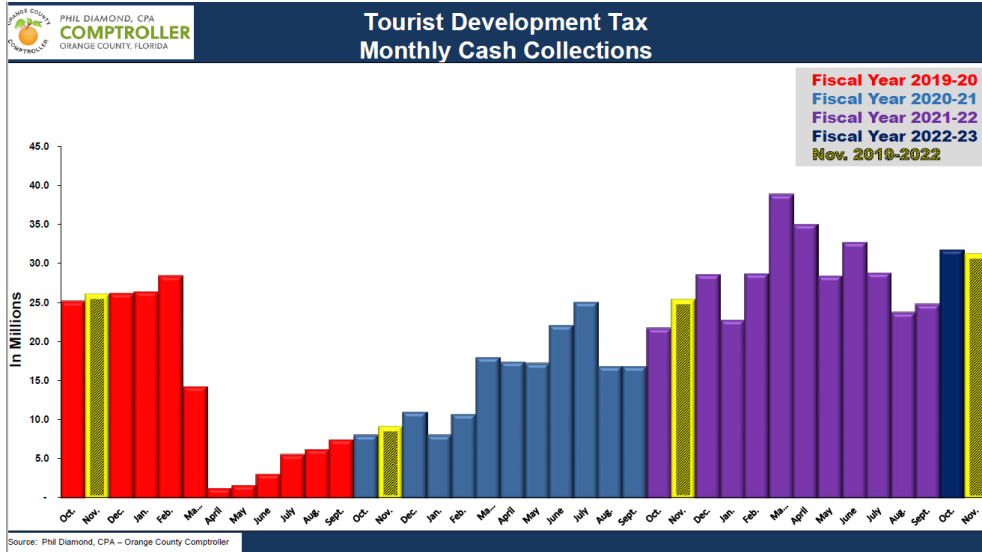
## REGIONAL TOURIST DEVELOPMENT TAX UPDATE

### Orange County

The Tourist Development Tax (TDT) collections received by Orange County for the month of **November 2022 were \$30,925,100**. That is a **23.3% increase** over November 2021.

Month-over-month, **November collections were lower than October collections by \$490K**; however, they were **higher than November 2020 collections by \$22.1 million**.

In fact, **November 2022 collections were the highest November collections on record**. The chart below shows monthly TDT collections for the current fiscal year and the previous three fiscal years.

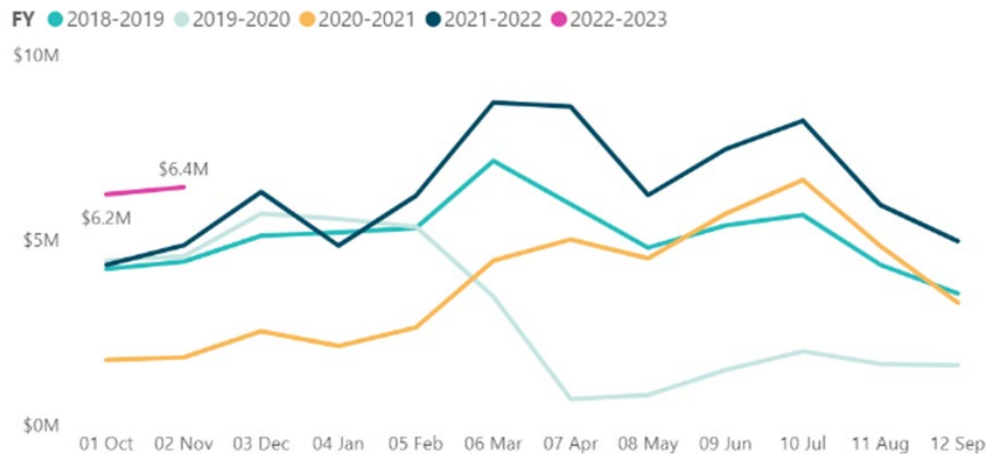


## Osceola County

The Osceola County **Tourist Development Tax (TDT) collection for the month of November** were **\$6,400,000**. The amount collected was **3% higher than the month of October** and reflected a **32% increase over November 2021**.

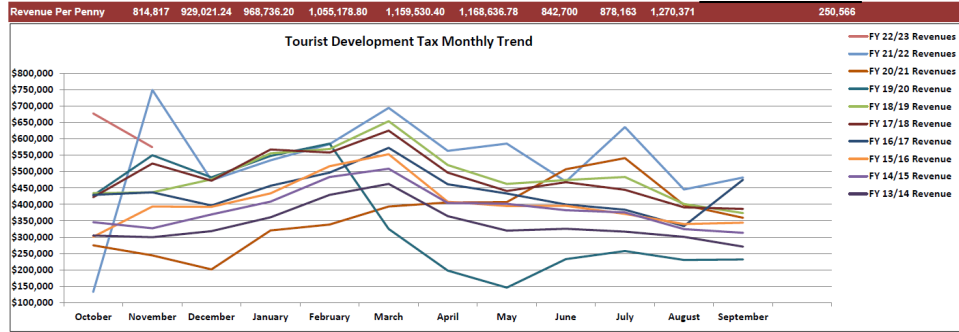
Also, vacation homes accounted for 52% of the TDT collection, with hotels/resorts at 45%.

### TDT Osceola County



## Seminole County

Seminole County announced that the **Tourist Development Tax (TDT) collection for the month of November** was at **\$574,963**.



## DONATE

CFHLA MEMBERS - Please **consider making a donation of \$50** via the link below to the CFHLA PAC/PC. All contributions help CFHLA expand its efforts to support and endorse Hospitality-Friendly candidates for local and state offices. **In the 2022 General election, all 16 CFHLA endorsed candidates were successfully elected into office.**

[DONATE NOW](#)

As a reminder, all CFHLA Board Members, PAC/PC Board Members, and ARC Board Members have committed to contributing \$150 to the CFHLA PAC/PC in 2023. If you are a part of one or more of these groups, please consider fulfilling your commitment today.

## IN THE NEWS

[STR Updates Its Hotel Forecast for the United States for 2023 \(Hotels Magazine\)](#)

[Orlando hoteliers expect busy year — but labor issues may create challenges \(Orlando Business Journal\)](#)

[3,000+ new Orlando hotel rooms under construction. What that means for 2023 \(Orlando Business Journal\)](#)

[Real estate powerhouse Tishman to add apartments to Marriott hotel](#)

[property in Celebration near Disney \(Orlando Business Journal\)](#)

[Orlando hotel demand hits pre-pandemic levels. What's ahead? \(Orlando Business Journal\)](#)

[Brightline shares first look inside its new Orlando train station \(Orlando Business Journal\)](#)

[CFHLA Hosts 2022 Hospitality Awards Gala at Walt Disney World Resort \(Florida National News\)](#)

[Greater Orlando Sports Commission CEO Jason Siegel Wins CFHLA's Top Award \(Florida National News\)](#)

---

# LANDFORM

OF CENTRAL FLORIDA INC.





**LANDFORM**  
OF CENTRAL FLORIDA INC.

PROVIDING 28 YEARS OF LANDSCAPE EXPERIENCE  
RIGHT HERE IN CENTRAL FLORIDA

**Landscape:** Design • Installation • Renovation • Maintenance  
**Irrigation:** Modification • Installation • Repair

**Erin Sims • erin@landforminc.com**  
p: 407-298-3036 • c: 407.468.0561 • www.landforminc.com

---

CONNECT WITH CFHLA



[WWW.CFHLA.ORG](http://WWW.CFHLA.ORG)

About CFHLA

6675 Westwood Blvd #210, Orlando, FL 32821



The mission of the Central Florida Hotel and Lodging Association is to represent the Central Florida Hospitality Industry, by setting the standard of excellence through advocacy, collaboration, education, recognition, and service.