



March 22, 2024

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## Orlando Named Best Sports Business City for Attracting Events

CFHLA is extremely excited to share that the city of Orlando (and our region) was named the **Best Sports Business City for Attracting and Hosting Sporting Events**, by the **Sports Business Journal (SBJ)** this week!

It is truly an honor to receive this coveted recognition and being named at the top of the **2024 Best Sports Business Cities (BSBC) rankings**. This recognition underscores Orlando's exceptional sports tourism achievements, strong partnerships and reinforces our community's standing as both a national and global destination.

SBJ's rankings highlight cities' success in attracting and hosting a diverse array of sporting events. Orlando's rise to the top spot is attributed to its vibrant collaboration between world-class venues, a dedicated sports commission, and an enthusiastic hospitality community that makes it a standout destination for sports business.



We are so proud to play a role in receiving this recognition for our community and we love seeing this region recognized as what we truly believe it to be: best in class. By collaborating with our sports tourism partners including Greater Orlando Sports Commission, Florida Citrus Sports, Orlando Magic, Orlando City Soccer Club, University of Central Florida Athletics, City of Orlando, Orange County, and others, we've showed tremendous success in generating a positive economic impact for our Central Florida community.

This includes attracting and hosting a wide range of events, from NCAA competitions to major league championships, NFL Pro Bowls and industry conferences.

Lastly, this achievement is a testament to our ongoing efforts to create a premier destination for sports events. Combined with the recent TDT approvals, we look forward to building on this global reputation and completing the vision that we set out to achieve as a community!



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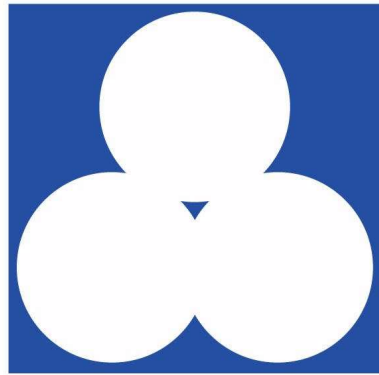
## Seminole County GM Meeting



On Thursday, March 21, the Seminole County General Managers held their first meeting of 2024 at the [Orlando Marriott Lake Mary](#) (Thank you **Bruce Skwarlo**).

A special thanks to **Gui Cunha, Administrator** at the **Office of Economic Development and Tourism** and **Seminole County Commissioner Bob Dallari** who provided an update on the proposed TID (Tourist Improvement District) for Seminole County.

CFHLA would also like to thank our 2024 Seminole County General Managers meeting sponsors [Landform of Central Florida, Inc.](#) and **Wealth Management Strategies of Central Florida** for their support!



**LANDFORM**  
OF CENTRAL FLORIDA INC.



WEALTH MANAGEMENT  
*Strategies*  
OF CENTRAL FLORIDA

In alliance with



**EQUITABLE**  
ADVISORS

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## UCF Rosen Career Fair



Last week, CFHLA was proud to sponsor once again the Spring [UCF Rosen College of Hospitality Management](#) Career Fair! With nearly **800 students and alumni in attendance**, industry partners had the chance to recruit for current jobs, future internships, and management training program opportunities.

Thank you to all of the students who took part in planning this semester's Career Fair, the CFHLA members who participated and sponsored, and everyone, including the CFHLA Hospitality Scholarship recipients, who stopped by to visit our booth!



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## Save the Date! 2024 HEAT Tradeshow

Mark your calendar! The 2024 HEAT Tradeshow will be held on **Tuesday, August 27** at the [Walt Disney World Dolphin Resort](#) (**Thank You Sean Verney, Area General Manager**). Early registration will open to CFHLA Members on **Wednesday, March 27th**.

The early registration fee per booth is \$1,150 and includes an 8'x10' booth, 6' skirted table, 2 chairs, signage at your booth and 3 complimentary exhibitor badges.

**This year's theme is: "Olympic Spirit" – Embrace the Olympic Spirit: Igniting Excellence in Hospitality.**

**Additionally, 5 corporate sponsorships and 1 Ultimate Chef Competition sponsorships remain:**

- **Corporate Sponsor** - \$4,000: one 8'x10' exhibitor booth, first choice for booth location, logo on event flyers/program, full page black & white add in event program, logo on event signage, logo on back of 800+ lodging lanyards, recognition on the day-of-event PowerPoint loop, inclusion in all advertisements, recognition on all related printed materials and CFHLA website.
- **Ultimate Chef Competition Sponsor** - \$3,000: one 8'x10' exhibitor booth, ½ page black & white ad in day-of-event program, recognition on the day of event PowerPoint loop, inclusion in all advertisements for competition, recognition on all related printed materials and CFHLA website.

[CLICK HERE](#) to purchase one of these sponsorships.

For questions, please contact Kim Gordon at [kim.gordon@cfhla.org](mailto:kim.gordon@cfhla.org).

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**Please Help Us By Supporting Our Next CFHLA CARES  
Collection Drive for Students in Need**

# Collection Drive for Students in Need

Thursday, April 11, 2024 | 10:00 AM - 2:00 PM

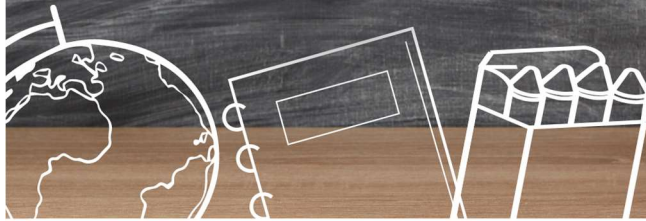
CFHLA Office Parking Lot  
6675 Westwood Blvd., Orlando, FL 32821

## Toiletry & Hygiene Products Needed:

Shampoo | Conditioner | Bar Soaps | Body Wash  
Deodorant | Hair Brushes | Small Blankets  
Travel Size Dental Care | Pillowcases  
Feminine Products | First Aid Kits & Bandages  
NEW Pants, Shoes, Socks, & Underwear

## School Supply Items Needed:

Spiral Notebooks | Wide Ruled Paper | Pencils  
Dry Erase Markers | Water Bottles  
Printer Paper | Earbuds/Headphones  
Scissors | 3 -Ring Binders & Folders



**CFHLA is Collecting Items for:**

**OC PS** Orange County  
Public Schools



School District of  
**OSCEOLA COUNTY**  
FLORIDA



Seminole County  
Public Schools



**Register Today For the 2024 CFHLA Hob Nob!**



# 2024 CFHLA HOB NOB

## Allied Member Registration

Wednesday, April 24, 2024 | 7:45AM - 12:00PM  
DoubleTree by Hilton at the Entrance to Universal Orlando  
5780 Major Blvd., Orlando, FL 32819

**Registration Fee: \$400 Per Person**

*Only 2 representatives per company may attend.*

*\*Sorry, no refunds after Friday, March 29.\**

### ***"Members Doing Business with Members"***

Meet with over 50 different Lodging properties!

This reverse tradeshow will place CFHLA Lodging Members in the booths, for the purpose of brief introductory meetings with CFHLA Allied Members in 3-minute intervals.



# CLICK HERE TO REGISTER

Proudly Sponsored By:



For questions, please contact Kim Gordon at [kim.gordon@cfhla.org](mailto:kim.gordon@cfhla.org).





# 2024 CFHLA HOB NOB

Wednesday, April 24, 2024

DoubleTree by Hilton at the Entrance to Universal Orlando  
5780 Major Blvd., Orlando, FL 32819

**COMPLIMENTARY REGISTRATION**



### ***“Members Doing Business with Members”***

This reverse tradeshow will place CFHLA Lodging Members in the booths, for the purpose of brief introductory meetings with CFHLA Allied Members in 3-minute intervals.

Each property will be supplied with a booth, piped & draped with 6' skirted tables, chairs, and signage.

You may register a maximum of four individuals from your property for one of the following shifts:

**7:45am - 9:50am or 10:20am - 12:00pm**

## CLICK HERE TO REGISTER

Proudly Sponsored By:



For questions, please contact Kim Gordon at [kim.gordon@cfhla.org](mailto:kim.gordon@cfhla.org).



**SIT BACK AND RELAX  
LET US HANDLE YOUR RENOVATION**  
*(Your guests won't even know we're there.)*

## 2024 Engineers Council Clay Shoot Tournament



# Clay Shooting Tournament



Friday, May 3, 2024

9:00am Shotgun Start

**Blackjack Sporting Clays**

3372 Co Rd 526, Sumterville, FL 33585

**\$650 Per Foursome**

Includes lunch, live music, 12 ga ammo and 50 clays per person.

*\*Rental Shot Guns Sold Out*

Sponsored by:



Proceeds benefit Engineers Council Charities and Education.

**ALL ATTENDEES MUST BE 21+**

**CLICK HERE TO REGISTER**

For additional information please contact Faith Moore at [faith.moore@cfhla.org](mailto:faith.moore@cfhla.org)

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**Exciting News for Soccer Fans: Manchester City vs. FC  
Barcelona to Clash in Orlando This Summer!**



CFHLA is thrilled to announce another major event coming to Orlando this summer that is sure to excite soccer fans across the globe. **On July 30, 2024**, two of the world's most prestigious football clubs, **Manchester City and FC Barcelona**, will face off at **Camping World Stadium** as part of the **2024 FC Series**.

This friendly is set to be a highlight of Orlando's summer sports calendar, and just one of the many reasons why our region was recognized this week as the #1 sports city for attracting and hosting events, according to the Sports Business Journal.

With this being an international match, it is expected to attract visitors from all over the world to witness top-tier talent on the field as these two powerhouse teams go head-to-head in what promises to be an unforgettable match.

The 2024 FC Series promises to be an exciting showcase of international soccer talent, and we are proud to have Orlando play host to such a prestigious event that will help generate millions in local economic impact. The hospitality industry looks forward to welcoming fans from near and far to our beautiful city for what is sure to be a memorable match between these two legendary clubs.

Tickets for this highly anticipated event will go on sale starting March 27th. Stay tuned for more updates and information about this event, and be sure to mark your calendars for July 30 as we witness Manchester City take on FC Barcelona in Orlando!



## Partners in Action - Hyatt House Orlando Airport & Hampton Inn & Suites Orlando Airport at Gateway Village



CFHLA lodging members [Hyatt House Orlando Airport](#) and [Hampton Inn & Suites Orlando Airport at Gateway Village](#) recently teamed up with their Adopt-A-School partners [Cheney Elementary School](#) for an exciting Field Day experience.

As part of their #supporteachother and #loveyourcommunity initiatives, the hotels provided fresh fruit and water for the students, ensuring they stayed hydrated and energized throughout the day. The team also participated in

activities including basketball, tug of war, jump rope, parachute and relay races with plenty of mud pies!



**Thank you Hyatt House Orlando Airport and Hampton Inn & Suites Orlando Airport at Gateway Village for your support of the CFHLA Adopt-A-School Program and for helping to make a positive impact within our community!**

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PROUDLY SERVICING ROOFTOPS IN  
CENTRAL FLORIDA & NATIONWIDE

[WEBSITE](#)



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## CONGRATULATIONS TO OUR MARCH MEMBERS OF THE MONTH



**Stacey Herndon**



**Glen Lyons**

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## MEET THE VIP



**Did You Know...**"Our favorite Community Partnership is our Adopt-A-School with Palmetto Elementary. Through our partnership we can make a positive impact in our community we live in. We also support additional Orange County Schools through our involvement with the Jaysmiles Foundation. With our involvement we aim to create a nurturing environment for students, providing resources and opportunities that enhance their learning experience." - [Global Sourcing International](#)

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## UPCOMING EVENTS

For more information on upcoming events, or to register, just click on the button below.

- [CFHLA Board of Directors Meeting \(3/27/2024\)](#)
- [CFHLA VIP Member/Board Member Reception \(3/27/2024\)](#)
- [New Member Reception: April 2, 2024 \(4/2/2024\)](#)
- [CFHLA PAC/PC Meeting \(4/3/2024\)](#)
- [Engineers Council Board Meeting \(4/4/2024\)](#)
- [Allied Relations Council Board Meeting \(4/9/2024\)](#)
- [Wednesday AM Leads Group Meeting \(4/10/2024\)](#)
- [Wednesday Noon Leads Group \(4/10/2024\)](#)

Click Here to View  
Upcoming

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## JOB OPENINGS

- **The Celeste Hotel** - [Night Auditor \(Part Time\) - Orlando, FL 32826 - Indeed.com](#)

Check out the latest hospitality employment opportunities in Central Florida.

[VIEW JOB POSTINGS](#)

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## 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.