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CFHLA AND SEMINOLE COUNTY CHAMPION THE CREATION OF A NEW TOURISM IMPROVEMENT DISTRICT

This New Public-Private Partnership will create a dedicated funding mechanism that is designed to strengthen the County's position as a premier sports tourism destination

ORLANDO, Fla. (March 11, 2025) – Today, the Seminole County Board of County Commissioners has approved the establishment of the Seminole County Tourism Improvement District (TID), a dedicated funding mechanism designed to strengthen the County's position as a premier sports tourism destination. The initiative, years in the making by the Office of Economic Development & Tourism, has the potential to generate an estimated \$3.2 million annually through a \$1.75 per room, per night assessment on qualifying hotel properties (60+ rooms). These funds would be used to enhance sports tourism infrastructure, attract high-profile events, and support economic development.

"This is a game-changer for Seminole County," said Seminole County Board of County Commissioners Chairman Jay Zembower. "By investing in our sports tourism infrastructure, we are driving economic growth, creating jobs, and ensuring our County remains a top destination for major events. We appreciate the collaboration with our hospitality and tourism partners in making this initiative a reality."

The Seminole County TID will be governed by a seven-member advisory board, with appointments made by each County Commissioner, the County Manager, and the Central Florida Hotel & Lodging Association (CFHLA). The advisory board will oversee the strategic investment of funds, ensuring maximum impact for the County's sports tourism efforts.

"Congratulations to our partners in Seminole County on three years of dedicated work that led to the successful establishment of the Seminole County Tourism Improvement District," said Jason Siegel, President & CEO of the Greater Orlando Sports Commission. "This is a tremendous step forward in strengthening our region's ability to attract premier events, enhance visitor experiences, and drive long-term economic growth. We look forward to working with County leadership and the CFHLA to maximize the impact of this initiative and further position Central Florida as the top U.S. destination for sports tourism."

The success of the TID is built on strong collaboration with the local hotel industry. More than 54% of qualified hotel rooms in Seminole County (totaling 2,679 rooms) signed petitions in support of the district, demonstrating widespread industry backing. These partnerships are essential to growing Seminole County's reputation as a premier sports tourism hub, ensuring a direct reinvestment in local infrastructure that benefits both visitors and businesses.

"The establishment of the Seminole County TID marks a pivotal moment of collaboration between County leadership, our sports tourism partners, and our local hoteliers," said Robert Agrusa, President and CEO of the Central Florida Hotel & Lodging Association. "This public-private partnership will create a dedicated revenue source that will enhance our regional sports tourism infrastructure and ensure that Seminole County remains highly competitive in attracting future sporting events to our community. By working together, we have forged a transformational partnership that will drive economic growth, support tourism development, and strengthen our community for years to come."

The Board of County Commissioners approved the final levy of \$1.75 per room, per night assessment at its March 11, 2025, meeting.

For more information, visit [seminolecountyfl.gov](https://www.seminolecountyfl.gov).

About Central Florida Hotel & Lodging Association

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

As the largest regional lodging association in the United States, CFHLA represents approximately 80 percent of the more than 129,500 hotel rooms throughout the Central Florida region, (including but not limited to Lake, Orange, Osceola, Polk and Seminole Counties), and more than 500 "supplier" organizations that do business with the hospitality and tourism industries.

For more information on the Central Florida Hotel and Lodging Association, please visit www.cfhla.org.

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