













**MISSION:**

We represent the Central Florida Hospitality Industry, by setting the standard of excellence through advocacy, collaboration, education, recognition, and service.

**VISION:**

The Central Florida Hotel and Lodging Association is the largest, most recognized, and effective regional hospitality association in the United States. As a critical community partner, our efforts create a place where people desire to work, visit, and play.

**2023-2028 STRATEGIC GOALS**

	<p>ADVOCACY</p> 	<p>MEMBERSHIP</p> 	<p>COMMUNITY</p> 	<p>INDUSTRY RECOGNITION</p> 	<p>WORKFORCE DEVELOPMENT &amp; EDUCATION</p> 
	<b>KEY INITIATIVES</b>				
<b>PURPOSE</b>	CFHLA and the CFHLA PAC/PC are the most recognized and influential regional trade association political committees in the State of Florida.	CFHLA is the most recognized and influential regional trade association in the State of Florida.  Membership will increase year over year for the next five years.	CFHLA will positively impact the economic opportunities in our region by positioning and demonstrating the involvement and importance of the hospitality industry in the growth, development, and support of our local community.	CFHLA will promote hospitality as an attractive, dynamic, and diverse industry which allows for significant development and career growth opportunities.	CFHLA will support its members by creating an inclusive work environment that attracts, retains, and develops a talented, energized, and diverse workforce.
<b>TO BE THE LEADING VOICE IN THE HOSPITALITY INDUSTRY THAT DRIVES ECONOMIC OPPORTUNITY THROUGH ADVOCACY, EDUCATION, INCLUSION, MEMBER SERVICE AND PHILANTHROPY.</b>	<b>OBJECTIVES</b>				
<b>WE VALUE</b>	<p>1.Create a strategy to identify and fill key leadership roles at the local &amp; state level that have significant influence on policy/regulation of the hospitality industry.</p> <p>2.Create a strategy that focuses and identifies the key issues that are essential to the hospitality industry and properly utilize our resources to achieve success (less quantity, more quality).</p> <p>3.Increase and expand the average individual and corporate donations to the PAC/PC.</p> <p>4.Expand and diversify our volunteer leadership pipeline (have a succession plan in place).</p> <p>5. Advocate for solutions to community wide issues including workforce housing and transportation.</p>	<p>1.Meet or exceed identified target goals and increase membership retention.</p> <p><b>Lodging Member Goals:</b></p> <ul style="list-style-type: none"> <li>Currently, there are approximately 450 total hotels in the Central Florida region. In 5 years, CFHLA strives to gain approximately 40 new properties and represent at least 68% of the hotels/resorts in the Central Florida region.</li> <li>Stretch Goal - In 5 years, CFHLA strives to gain approximately 70 new properties and represent at least 75% of the hotels/resorts in the Central Florida region.</li> </ul> <p><b>Allied Member Goals (currently 450 Allied Members):</b></p> <ul style="list-style-type: none"> <li>In 5 years, CFHLA strives to increase our Allied Membership to 750 total (grow by approximately 50 new members each year).</li> </ul> <p>2. Create opportunities for Allied Members to be part of higher-level boards, councils, and decision making.</p> <p>3. Cater to the commitment and networking expectations of the Allied Members and seek feedback annually.</p> <p>4.To engage younger and less involved lodging executives and mid-level leadership in CFHLA.</p>	<p>1.Address competition from other business sectors and enhance our community partnerships.</p> <p>2. Increase funding and giving from the CFHLA Foundation.</p> <p>3. Expand the philanthropic work and fundraising efforts of CFHLA Members, Committees, and Councils.</p> <p>4. Increase time and funding, including additional student scholarships, to develop future hospitality leaders.</p>	<p>1. Create a CFHLA monthly member and/or individual spotlight. Highlight on social media and website.</p> <p>2.Identify tangible opportunities to elevate the perception of our industry:</p> <ul style="list-style-type: none"> <li>build Brand awareness</li> <li>increase marketing awareness</li> <li>identify a developing workforce</li> </ul> <p>3.Create an innovative campaign to reach our future workforce and targeted demographics by:</p> <ul style="list-style-type: none"> <li>highlighting compelling industry employee stories</li> <li>showcasing the "day in the life" of hospitality</li> <li>creating a sizzle reel which features local properties and resorts</li> </ul>	<p>1. Primary and Secondary Education: Expand and strengthen partnerships with hospitality and culinary programs at local schools in the Central Florida region.</p> <p>2. Post Secondary Education: Strengthen partnerships with existing and/or new college/university hospitality and culinary programs.</p> <p>3. Employee Recruitment &amp; Retention: Promote the benefits of working in the hospitality industry and engage in recruitment efforts to attract and retain a skilled workforce.</p> <p>4. Career Development: Increase engagement of young professionals in the hospitality industry. This includes upskilling industry professionals in order to expand career opportunities.</p>
<b>INTEGRITY</b>	<p><b>CONNECT WITH US</b></p>  <a href="http://www.cfhla.org">www.cfhla.org</a>  @cfhla  @cfhla  @cfhla  @cfhla				
<b>COMMUNITY</b>					
<b>MEMBER FOCUS</b>					
<b>INNOVATION</b>					
<b>PHILANTHROPY</b>					