



January 27, 2025

2025 Approved CFHLA Legislative Priorities

As state lawmakers prepare to meet in Tallahassee, CFHLA is proud to share our [2025 approved CFHLA Legislative Priorities](#). The CFHLA Board of Directors approved this list of nine top priorities during its January Board of Directors Meeting on January 22nd.

Tourist Development Tax (TDT)

The proper reinvestment and **appropriate use of TDT will drive further visitation to our destination** and continue to benefit our local economy and residents through increased jobs and wages, sales tax revenue, property tax, etc. CFHLA **strongly opposes adding any new or expanded uses for Tourist Development Tax (TDT) revenues.**

VISIT FLORIDA Funding

CFHLA **supports the continued annual recurring funding of VISIT FLORIDA.** Funding of [VISIT FLORIDA](#) ensures that our state continues to be top of mind as the leading vacation destination in the country.

Increased Funding for Transportation and Infrastructure Projects

CFHLA supports the **increased funding of essential transportation and infrastructure projects** across the Central Florida region (excluding using TDT funds).

Additional Education Funding for Hospitality/Culinary Programs at our Local Schools, Colleges, and Universities

CFHLA supports **additional funding for our hospitality and culinary programs at our local high schools, as well as the increased per-student funding at [Valencia College](#), [Seminole State College](#), and the [University of Central Florida](#).**



Workforce Housing

CFHLA supports the continued full funding for the Sadowski Fund, as the Central Florida community has a dire need for more reliable and affordable housing options.

Commercial Property Insurance Reform

CFHLA supports any legislative efforts that are aimed at **reducing the cost of commercial insurance in Florida**.

Statewide Regulation of Vacation Rentals and Advertising Platforms

CFHLA strongly supports requiring initiatives that ensure **vacation home rentals on advertising platforms also practice the same safety standards as traditional lodging to protect visitors and their experience.**

Timeshare Revisions

CFHLA supports both of [ARDA](#)'s legislative proposals, including making timeshare-specific changes to the provisions passed in two condo/HOA bills passed during the 2024 Florida Legislative Session (HB 1021 and HB 1203).

Interchange Fees on Sales Tax

CFHLA supports **prohibiting the collection of interchange on sales tax**, which will provide relief to businesses, which will in turn provide relief to consumers.

[CLICK HERE](#) to see the full Legislative Priorities Report.

The **2025 Florida Legislative Session** begins March 4, 2025 in Tallahassee. The CFHLA leadership team will continue to educate and work with lawmakers to effectively advocate for our hospitality and tourism industry at the state and local levels.

Governmental Affairs Committee Holds January Meeting at Lowndes



The [CFHLA Governmental Affairs Committee](#) was honored to have **Commissioner Shan Rose**, [District 5, City of Orlando](#) join us as our meeting guest on January 15th at the Committee's first meeting of 2025. Thank you to [Lowndes](#) and **Allied Relations Council Vice Chair Jacqueline Bozzuto** for hosting us, and we appreciate Commissioner Rose for taking time to discuss CFHLA's top priorities for this year.

We were also proud to share an update on the strong economic impact that the hospitality and tourism industry provides to residents living in Commissioner Rose's district in Orlando. We also look forward to continuing to work with Commissioner Rose on behalf of the tourism and hospitality industry, and for the betterment of our local community!

Register for 2025 State of Hospitality & Tourism

Register for the **2025 State of Hospitality & Tourism**. It will feature presentations on Central Florida's market trends, including ADR and occupancy in 2024, as well as national and local forecasts for 2025. Plus it will include newly released workforce data and career growth opportunities ahead for the hospitality industry.

This can't miss breakfast will feature Presentations by **Nilda Blanco, Senior Vice President** of Strategic Initiatives at [CareerSource Central Florida](#) and **Isaac Collazo, Vice President of Analytics** at [STR](#). The cost is \$75 per person. **Registration closes on January 31**. All cancellations must be sent in writing to faith.moore@cfhla.org by January 29.

[CLICK HERE](#) to register for the event.



State of Hospitality & Tourism

Thursday, February 6, 2025 | 8:00 am - 11:00 am

Caribe Royale Orlando | 8101 World Center Dr.
Orlando, FL 32821

The event will feature presentations on Central Florida's market trends (ADR, occupancy) in 2024, national & local forecasts for 2025, recent workforce data and career growth opportunities within the hospitality & tourism industry.

Registration Fee: \$75/person

Presentations by:

Nilda Blanco
SVP Strategic
Initiatives
CareerSource
Central Florida



Isaac Collazo
VP, Analytics
STR



Corporate Sponsors:

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Governor Ron DeSantis Appoints Dan Giordano of Rosen Shingle Creek Orlando to Greater Orlando Aviation Authority

Congratulations to Central Florida Hotel & Lodging Association **PAC/PC Board Member Dan Giordano** of [Rosen Shingle Creek Orlando](#), on his appointment to serve on the [Greater Orlando Aviation Authority](#).

Dan Giordano is the Vice President of Corporate Planning and Development for [Rosen Hotels and Resorts](#) and he brings an impressive track record of leadership into this new role. With over 40 years in the hospitality industry, Dan also serves on the [Visit Orlando](#) Board of Directors, the **Universal Boulevard Property Owners Association**, the **International Drive Community Redevelopment Agency Advisory Board**, and the **Orange County Sports Incentive Commission**.

We thank Dan for his leadership and willingness to collaborate with the industry, as we continue to find ways to serve our guests from the moment they land at MCO to the moment they take off to head. Congratulations again Dan!



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Florida Lawmakers and Gov. Ron DeSantis Disagree on Bills to Address Illegal Immigration

Gov. Ron DeSantis and leaders of the Florida Legislature are locked in a strong disagreement over the best ways to address immigration enforcement in Florida. This week, Governor DeSantis is threatening to veto the Legislature's newest bill after lawmakers on Monday cancelled the Legislative Special Session he called for, in order to pursue their own bills to address illegal immigration.

Lawmakers in the House and Senate passed their \$500 million bill Tuesday night after getting input from the Trump Administration on how to draft it.

House and Senate leaders get to decide when they will send their bill to Governor DeSantis, and he will have 14 days to veto it or sign it into law.

The Legislature's bill increases penalties for unauthorized aliens who use false ID to vote, provides funding for local law enforcement to provide training and help federal immigration officials and allows the leasing of jails and state prisons to hold detainees, among other things.

The legislation also includes a mandatory death penalty for illegal immigrants convicted of murder or the rape of a child, enhanced criminal penalties for undocumented immigrants who have been deported and then return to Florida to commit a crime, and enhanced sentencing for unauthorized immigrant gang members. The bill names the Commissioner of Agriculture as the state's chief immigration enforcement officer.

The focus on immigration reform is especially important to the Central Florida Hotel & Lodging Association. Two years ago, the Legislature considered legislation that would have made sweeping changes to Florida's immigration enforcement, including items like providing transportation to an undocumented immigrant within the state. CFHLA leadership and our allies were successful in amending that language. We are closely monitoring how any new legislation regarding illegal immigration may impact our hospitality and tourism industry.

Advocacy – CFHLA encourages our members and partners to get involved with the legislative process before and during the special legislative session. **We encourage you to reach out to our state lawmakers to ask that the special session legislation do no harm to our hospitality and tourism industry in Florida.**



Governor Ron DeSantis Appoints FL Attorney General Ashley Moody to Replace Rubio in U.S. Senate

Governor Ron DeSantis is now working with a close ally in Washington, DC after appointing [Florida Attorney General Ashley Moody](#) to replace **Marco Rubio in the United States Senate**. Moody has served as the state's top legal officer since 2019. Governor DeSantis made the announcement last week at the [Rosen Plaza Hotel](#) in Orlando. Moody was sworn-in to the U.S. Senate last week. Rubio is now serving as **U.S. Secretary of State under President Donald Trump**.

Moody has a “demonstrated record of delivering results” and carrying out the Republican agenda on issues such as immigration and voter fraud, DeSantis said at the news conference to announce her appointment. “She has stood strong time and time again,” DeSantis said. **James Uthmeier, DeSantis’ chief of staff, will take Moody’s place as Florida Attorney General.**

Moody is a fifth-generation Plant City resident and a former federal prosecutor who in 2006 became the youngest state circuit court judge when she was appointed to the **13th Circuit in Hillsborough County**.

“America First!” Moody said after DeSantis introduced her. “Let’s get it done.” “Every day I go to work, every decision that I make, every person I hire, I do so with the understanding that the people of Florida gave me this opportunity, and I want to deliver on what I assured them,” Moody said. “I believe that we have done that, and I think we have to take that same direction to the United States Senate.”

Moody adds she will work to protect residents’ and communities’ rights and the “autonomy” of the state.



DONATE to CFHLA PAC

CFHLA MEMBERS - Please **consider making a small donation of \$50** via the link below to the CFHLA PAC/PC. All contributions help CFHLA expand its efforts to support Hospitality-Friendly candidates who are running for local and state offices in the future. **In the 2024 General Election, 18 of 22 or 81% of the PAC endorsed candidates were elected.**

[DONATE](#)

IN THE NEWS

[Sen. Kristen Arrington says Protecting TDT Dollars is a Top Priority](#) - Florida Politics

[Two Bills Would Aid Businesses Affected by Construction Projects](#) - News 13

[Seminole County's New Elections Supervisor Discusses Plans](#) - News 6

[FL Chamber of Commerce Prepares for 2025 Legislative Fly-In](#) - Florida Politics

[Sanford Airport Developments to Create 1,000 Jobs](#) - NewsBreak

[Special Election Set to Replace Brevard FL Sen. Randy Fine](#) - News 6

[Jacksonville Mourns the Loss of Key Govt. Leader](#) - Florida Politics

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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.