



CFHLA Thanks Our Back of the House Sponsors



2025 State of Orange County Address



Today, CFHLA was proud to be the host sponsor once again, for the **2025 State of Orange County Address** presented by **Orange County Mayor Jerry L. Demings**.

Thank you to all of the sponsors, CFHLA Members and elected officials who joined us this morning at the **Orange County Convention Center**, as well as those who joined us virtually on Orange TV's streaming broadcast.

During the address, we were thrilled to hear the positive news that the Central Florida hospitality and tourism industry drew 75.3 million visitors last year and generated a record \$92.5 billion in economic impact. This is in addition to the nearly 464,000 local jobs that are now supported by the industry. Furthermore, Mayor Demings shared an overview of the accomplishments that we've faced here in Orange County, as well as provided a shared vision on how we are **"building better through efficiency."**

Lastly, Mayor Demings addressed several other community priorities, including the proper investment into transportation and infrastructure, the continued support of our tourism and hospitality industry, public safety, workforce housing and more.

Please **CLICK HERE** to watch the State of the County on **OrangeTV**.



Thank you to all of our 2025 State of Orange County Address Sponsors:

FEATURED SPONSORS:



CORPORATE SPONSORS:



**CFHLA Welcomes the Leadership Mentoring Program,
Class IV**



CFHLA is proud to announce the selection of **15 mentees** and **30 mentors**, who will participate in **CFHLA's Leadership Mentoring Program, Class IV**. Each of these distinguished individuals represent the next generation of diverse and dynamic leaders in the hospitality industry across the Central Florida region.

Launched in 2022, CFHLA's Leadership Mentoring Program was created to cultivate and empower future leaders from a wide range of backgrounds, while addressing the growing need for diversity in executive-level hospitality roles. Over the past three years, the program has successfully graduated more than **40 hospitality professionals**, each guided by at least two seasoned mentors from Central Florida's lodging and allied member companies.

[CLICK HERE](#), to learn more about this year's program and congratulations again to the 15 individuals who have been selected to participate in Class IV!

CFHLA Hosts Educational Seminar on Revenue Management



This week, CFHLA was thrilled to host the third seminar of the **Leadership Development Series**, which focused on **Revenue Management for Non-Revenue Managers**. This seminar was led by **Dr. Scott Smith** and it included both allied and lodging members at all levels of leadership. Thank you again to Dr. Scott, for your time, valuable expertise, and the 30 attendees who participated in this week's seminar.

The next leadership development seminar will be focusing on “**Recruiting and Leading Generation Z**” and it will be held on **Tuesday, August 5th from 11:00 am – 1:00 pm at the Hilton Orlando (during our 2025 CFHLA Hospitality Tradeshow)**. For more information, please [CLICK HERE](#).



GLE

Providing comprehensive consulting services to building owners and managers

HURRICANE SEASON STARTS JUNE 1
Impacts to your facility? We can help! Call 407-658-4151



Vacation Ownership Council Meeting

This week, the **CFHLA Vacation Ownership Council** held its most recent meeting of the year, which featured a presentation from **Steve Hogan** of

Florida Citrus Sports (FCS).

Thank you Steve for sharing valuable insights and highlighting the positive impact FCS continues to make with our community. In fact, in 2023, Camping World Stadium attracted **approximately 1 million attendees throughout the year**, which encompassed a mix of sports and entertainment events.

These events not only play a pivotal role in driving positive economic growth to our community, but they also support our local businesses, from hotels and restaurants to retail outlets, reinforcing Orlando's position as a premier destination for sports and entertainment.



Furthermore, we'd like to thank our 2025 Vacation Ownership Council Sponsors for their fantastic support this year including, **Clean Tec Outsourcing** and **Sunbrite Outdoor Furniture**!



Partners In Action - Allied Relations Council Supports Lockhart Middle School



Thanks to the generous support and fundraising efforts of **CFHLA's Allied Relations Council**, board members recently made a special surprise visit to deliver brand-new choral robes to one of their **Adopt-A-School partners**, [Lockhart Middle School](#). This thoughtful donation is a meaningful investment in the arts and will proudly support the students as they perform and represent their school.



Thank you to the ARC Board members who helped make this impactful donation possible!

Two CFHLA Board Members Appointed to the Orange County Tourism Development Council

This week, two hospitality professionals and members of our **CFHLA Board of Directors** - **Fred Sawyers**, **Managing Director** of the **Evermore Orlando Resort**, and **R.P. Rama**, **President & CTO/CIO** of **Sarona Hotels, Investments & Holdings** - on their recent appointments to serve on the **Orange County Tourist Development Council (TDC)**.



Their appointments are a testament to their exceptional leadership, expertise, and unwavering commitment to supporting Central Florida's hospitality

industry. The TDC plays a critical role in directing the strategic investment of Tourist Development Tax revenues, advancing initiatives that drive further tourism to our destination and help stimulate local economic growth.

We are confident that both Fred and R.P. will play a valuable role in helping to shape the future of the tourism and hospitality industry in Orange County. CFHLA proudly celebrates this well-deserved achievement and looks forward to supporting both of them as they begin to serve in these impactful new leadership roles.

Congratulations to both on this prestigious appointment!

Universal Epic Universe's Community-Wide Impact

The wait is over - **Universal Epic Universe** at **Universal Orlando Resort** is now officially open!

Epic Universe is the company's most ambitious endeavor to date, and it represents more than just a new theme park – it's a continued investment in the future of our Central Florida community through job creation, business growth, tourism development and more.



This includes:

- Comcast's direct investment in Epic Universe has resulted in **\$11B of economic impact nationwide**.
- Epic Universe is anticipated to generate **\$2B for the state of Florida, in its first year of operations**.
- **65,000 jobs were generated** across the country by Epic Universe construction.
- Epic Universe is projected to create **more than 17,500 new jobs across the country** in its first year of operations.
- The addition of 2,000 new hotel rooms within the Epic Universe resort complex and nearby properties are expected to generate **\$13M in Tourist Development Tax revenue** from increased tourism volume.
- Since the program's inception in 1998, Universal Orlando team member volunteers have **donated more than 600,000 hours** of service.
- From 2019 - 2023, Universal Orlando Foundation **grants**, Universal Orlando **cash donations**, and **in-kind contributions totaled \$69.6M**.

Congratulations again to Universal Orlando Resort on this epic achievement and we are grateful for your outstanding contributions to our Central Florida community!

Orlando Magic Unveils New Logo



This week, the [Orlando Magic](#) announced a new chapter with the debut of their updated logo and three redesigned uniforms during a public celebration at the Kia Center on Tuesday.

With the team and Magic brand continuing to grow, the new logo fondly revisits the Magic's history making an iconic and fan-favorite franchise symbol "the star" once again. The logo evolves with a nod towards nostalgia featuring a legendary, star-centric logo displaying a "reach for the stars" mentality to match the team's championship ideals.

Congratulations again to our partners at the Orlando Magic on this fresh new look!



WHAT WE DO



- SERVICE/RETRO-FIT INSTALLATIONS
- MAINTENANCE CONTRACTS
- BUILDING AUTOMATION AND CONTROLS



*Serving Central
Florida for almost
25 years!*

WE ARE HVAC COMMERCIAL & INDUSTRIAL SERVICE SPECIALISTS INCLUDING BUILDING AUTOMATION

CONGRATULATIONS TO OUR JUNE MEMBERS OF THE MONTH

Meet Our June Members of the Month

CFHLA is proud to recognize our **June Lodging Member of the Month, Anna Snow, General Manager** for **Castle Hotel, Autograph Collection**. We are grateful for Anna's dedicated service and leadership as the Chair of the Adopt-A-School Committee, which has grown to 111 CFHLA adopted schools across the region this school year. Additionally, we thank Anna for her continued support for many of CFHLA's initiatives and participation at our signature events over the past several years.

Moreover, we are also proud to recognize our **June Allied Member of the Month, Keith Bourkney, Executive Director** for **EmployU, Inc.** CFHLA is extremely grateful for Keith's outstanding involvement, participation, and phenomenal support as a Silver Partner Member of CFHLA. This includes his continued sponsorship of our signature CFHLA events such as our Human Resource Seminar Series and his service on so many of CFHLA's Committees. Furthermore, we are grateful for your continued partnership by spotlighting and showcasing young adults and people with unique abilities, with the career paths and workforce opportunities that are available within the hospitality industry!

It's because of these positive contributions and continued partnership, we are eager to recognize both of them this month!

To nominate a future CFHLA Allied and/or Lodging Member of the Month, please [CLICK HERE](#)



Anna Snow

Castle Hotel, Autograph
Collection



Keith Bourkney

EmployU, Inc

MEET THE VIP



Did You Know...

Circle of Success is a full service contracting company offering Painting, Laser Technology to remove rust and built up paint and Restorations?

UPCOMING EVENTS

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

- [2025 State of Orange County Address \(6/6/2025\)](#)
- [2025 Hospitality Tradeshow Committee Meeting #1 \(6/9/2025\)](#)
- [CFHLA Executive Committee Meeting \(6/10/2025\)](#)

- [Wednesday AM Leads Group \(6/11/2025\)](#)
- [Wednesday Noon Leads Group \(6/11/2025\)](#)
- [Seminole County Hoteliers Luncheon \(6/11/2025\)](#)
- [2025 Casino Night \(6/12/2025\)](#)
- [Nonviolent Crisis Intervention Training \(6/24/2025\)](#)
- [2025 Distinguished Leaders in Hospitality Awards \(6/24/2025\)](#)

CLICK HERE FOR A GUIDE
TO REGISTER AN
INDIVIDUAL FOR EVENTS

CLICK HERE FOR A GUIDE
TO REGISTER A TABLE/
TEAM FOR EVENTS

JOB OPENINGS

Check out the latest hospitality employment opportunities in Central Florida.

VIEW JOB POSTINGS

CONNECT WITH CFHLA



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.