

**CENTRAL FLORIDA HOTEL & LODGING ASSOCIATION, INC.**  
**TOURIST DEVELOPMENT TAX FUNDING AGREEMENT**  
**FY 2025-2026**

**THIS AGREEMENT** is made and entered this \_\_\_\_\_ day of \_\_\_\_\_, 2025, by and between **SEMINOLE COUNTY**, a political subdivision of the State of Florida, whose address is Seminole County Services Building, 1101 E. First Street, Sanford, Florida 32771, hereinafter referred to as the “COUNTY,” and **CENTRAL FLORIDA HOTEL & LODGING ASSOCIATION, INC.**, a Florida not-for-profit corporation, whose mailing address is 6675 Westwood Boulevard, Ste. 210, Orlando, Florida 32821, hereinafter referred to as “CFHLA.”

**W I T N E S S E T H:**

**WHEREAS**, the Florida State Legislature enacted Section 125.0104, Florida Statutes, known as the Local Option Tourist Development Act in response to the growing need of Florida counties to provide additional revenue sources for tourist development to stimulate the local economy; and

  
**WHEREAS**, the voters of Seminole County approved by referendum the imposition of the Tourist Development Tax on transient rental accommodations in Seminole County; and

**WHEREAS**, COUNTY, in coordination with the Tourist Development Council, appropriated Tourist Development Tax revenues to promote and advertise tourism in the State of Florida and nationally and internationally for the purpose of attraction of tourists.

**NOW, THEREFORE**, in consideration of the mutual understandings and agreements set forth herein, COUNTY and CFHLA agree as follows:

**Section 1. Term.** This Agreement shall be effective from October 1, 2025, and shall remain in effect until September 30, 2026.

**Section 2. Termination.** This Agreement may be terminated by either party at any time, with or without cause, upon not less than thirty (30) days written notice delivered to the other party

or, at the option of COUNTY, immediately in the event that CFHLA fails to fulfill any of the terms, understandings, or covenants of this Agreement. COUNTY shall not be obligated to pay for any services provided or costs incurred by CFHLA after CFHLA has received notice of termination. Upon said termination, CFHLA shall immediately refund to COUNTY or otherwise utilize as COUNTY directs any unused funds provided hereunder in accordance with Section 125.0104(5), Florida Statutes.

**Section 3. Services.**

- (a) CFHLA shall use funds from this Agreement in conjunction with monies granted by any public or private agency to manage information and provide a report on the Economic Impact of Tourism to the Central Florida Region, as provided from and analyzed by Tourism Economics, as set forth in Exhibit A attached hereto and incorporated herein.
- (b) CFHLA shall be required to have and maintain a website for the purpose of providing information and a report on the Economic Impact of Tourism. Such site shall be linked to the Orlando North Seminole County Tourism website ([www.doorlandonorth.com](http://www.doorlandonorth.com)) and such link shall be maintained throughout the duration of this Agreement.
- (c) It is understood that CFHLA shall devote monies received pursuant to this Agreement to funding a regional tourism research cooperative, as further specified in Exhibit A.

**Section 4. Membership.** CFHLA shall provide and maintain one non-voting member seat on the Central Florida Hotel & Lodging Association, Inc. Board for a member of the Orlando North Seminole County Tourism staff, designated.

**Section 5. Indemnification.**

- (a) COUNTY and its commissioners, officers, employees, and agents must not be deemed to assume any liability for the acts, omissions, or negligence of CFHLA or CFHLA's

officers, employees, or agents. CFHLA shall indemnify and hold harmless COUNTY, its commissioners, officers, employees, and agents from and against all claims, damages, costs, and expenses, including reasonable attorney fees and attorney fees on appeal, arising out of or resulting from its operations under this Agreement.

(b) CFHLA shall indemnify and save harmless COUNTY and its commissioners, officers, employees, and agents from and against any and all claims, suits, actions, damages, or causes of action of any kind arising from this Agreement and resulting or accruing from any negligent act, omission, or error of CFHLA, or its officers, agents, employees, or servants.

(c) The parties further agree that nothing contained in this Agreement will be construed or interpreted as denying to any party any remedy or defense available to such parties under the laws of the State of Florida, nor as a waiver of sovereign immunity by COUNTY beyond that waiver provided for in Section 768.28, Florida Statutes (2024).

(d) The waiver of a provision in this Agreement by either party does not constitute the further waiver of said provisions or the waiver of any other provision.

## **Section 6. Insurance.**

(a) CFHLA, at its sole expense, shall maintain the insurance required under this Section at all times throughout the duration of this Agreement and have this insurance approved by COUNTY's Risk Manager with the Resource Management Department. CFHLA shall immediately provide written notice to the COUNTY upon receipt of notice of cancellation of an insurance policy or a decision to terminate an insurance policy.

(1) CFHLA shall require and ensure that each of its sub-vendors or subcontractors providing services under this Agreement, if any, procures and maintains insurance of the types and to the limits specified in this Agreement until the completion of their respective

services.

(2) Neither approval by COUNTY nor failure by COUNTY to disapprove the insurance furnished by CFHLA will relieve CFHLA of its full responsibility for liability, damages, and accidents.

(3) Neither COUNTY's review of the coverage afforded by or the provisions of the policies of insurance purchased and maintained by CFHLA in accordance with this Section, nor COUNTY's decisions to raise or not to raise any objections about either or both, in any way relieves or decreases the liability of CFHLA.

(4) If COUNTY elects to raise an objection to the coverage afforded by or the provisions of the insurance furnished, then CFHLA shall promptly provide to COUNTY such additional information as COUNTY may reasonably request, and CFHLA shall remedy any deficiencies in the policies of insurance within ten (10) days.

(5) COUNTY's authority to object to insurance does not in any way whatsoever give rise to any duty on the part of COUNTY to exercise this authority for the benefit of CFHLA or any other party.

(b) General Requirements.

(1) Before commencing work, CFHLA shall furnish COUNTY with a current Certificate of Insurance on a current ACORD Form signed by an authorized representative of the insurer evidencing the insurance required by this Section and Exhibit B, and including the following as Certificate Holder:

Seminole County, Florida  
Seminole County Services Building  
1101 East 1st Street  
Sanford, Florida 32771

The Certificate of Insurance must evidence and all policies must be endorsed to provide the

COUNTY with not less than thirty (30) days (10 days for non-payment) written notice prior to the cancellation or non-renewal of coverage directly from the Insurer and without additional action of the Insured or Broker. Until such time as the insurance is no longer required to be maintained, CFHLA shall provide COUNTY with a renewal or replacement Certificate of Insurance within ten (10) days after the expiration or replacement of the insurance for which a previous certificate has been provided.

(2) In addition to providing the Certificate of Insurance, upon request of the COUNTY, CFHLA shall provide COUNTY with a certified copy of each of the policies of insurance providing the coverage required by this Agreement within thirty (30) days after receipt of the request. Certified copies of policies may only be provided by the Insurer, not the agent or broker.

(3) Deductible and self-insured retention amounts must be declared to and approved by COUNTY and must be reduced or eliminated upon written request from COUNTY. The risk of loss within the deductible amount, if any, in the insurance purchased and maintained pursuant to this document must be borne by CFHLA

(4) The insurer's cost of defense, including attorney's fees and attorney's fees on appeal, must not be included within the policy limits, but must remain the responsibility of the insurer for all General Liability, Auto Liability, and Employers' Liability coverages.

(5) In the event of loss covered by Property Insurance, the proceeds of a claim must be paid to COUNTY and COUNTY shall apportion the proceeds between COUNTY and CFHLA as their interests may appear.

(6) Additional Insured: Seminole County, Florida, its commissioners, officials, officers, and employees must be included as Additional Insureds under General Liability policies.

Such policies shall provide exception to any “Insured versus Insured” exclusion for claims brought by or on behalf of Additional Insureds.

(7) **Coverage:** The insurance provided by CFHLA pursuant to this Agreement must apply on a primary and non-contributory basis and any other insurance or self-insurance maintained by the Seminole County Board of County Commissioners or COUNTY’s officials, officers, or employees must be in excess of and not contributing with the insurance provided by CFHLA.

(8) **Waiver of Subrogation:** All policies must be endorsed to provide a Waiver of Subrogation clause in favor of the Seminole County, Florida and its respective officials, officers, and employees. This Waiver of Subrogation requirement does not apply to any policy that includes a condition that specifically prohibits such an endorsement or voids coverage should the Named Insured enter into such an agreement on a pre-loss basis.

(9) **Provision: Commercial General Liability Policies** required by this Agreement must be provided on an occurrence rather than a claims-made basis.

(c) **Insurance Company Requirements.** Insurance companies providing the insurance must meet the following requirements.

(1) Such companies must be either: (a) authorized by maintaining Certificates of Authority or Letters of Eligibility issued to the companies by the Florida Office of Insurance Regulation to conduct business in the State of Florida, or (b) with respect only to the coverage required by this agreement for Workers' Compensation/Employers' Liability, authorized as a group self-insurer by Section 624.4621, Florida Statutes (2024), as this statute may be amended from time to time.

(2) In addition, such companies other than those authorized by Section

624.4621, Florida Statutes (2024), as this statute may be amended from time to time, must have and maintain a Best's Rating of "A-" or better and a Financial Size Category of "VII" or better according to A.M. Best Company.

(3) If, during the period which an insurance company is providing the insurance coverage required by this Agreement, an insurance company, (A) loses its Certificate of Authority or Letter of Eligibility, (B) no longer complies with Section 624.4621, Florida Statutes (2024), as this statute may be amended from time to time, or (C) fails to maintain the Best's Rating and Financial Size Category, then CFHLA shall immediately notify COUNTY as soon as CFHLA has knowledge of any such circumstance and, upon request of COUNTY, immediately replace the insurance coverage provided by the insurance company with a different insurance company meeting the requirements of this Agreement. Until such time as CFHLA has replaced the unacceptable insurer with an insurer acceptable to the COUNTY, CFHLA will be deemed to be in default of this Agreement.



(d) Specifications. Without limiting any of the other obligations or liabilities of CFHLA, CFHLA, at CFHLA's sole expense, shall procure, maintain, and keep in force amounts and types of insurance conforming to the minimum requirements set forth in Exhibit B. Except as otherwise specified in this Agreement, the insurance must become effective prior to the commencement of work by CFHLA and must be maintained in force until final completion or such other time as required by this Agreement. The amounts and types of insurance must conform to the following minimum requirements:

(1) Workers' Compensation/Employers' Liability.

(A) CFHLA's insurance must cover CFHLA and its subcontractors of every tier for those sources of liability which would be covered by the latest edition of the standard

Workers' Compensation and Employers Liability Policy (NCCI Form WC 00 00 00 A), as filed for use in Florida by the National Council on Compensation Insurance. In addition to coverage for the Florida Workers' Compensation Act, where appropriate, coverage is to be included for the United States Longshoremen and Harbor Workers' Compensation Act, Federal Employers' Liability Act and any other applicable federal or state law.

(B) Subject to the restrictions of coverage found in the standard Workers' Compensation and Employers Liability Policy, there must be no maximum limit on the amount of coverage for liability imposed by the Florida Workers' Compensation Act, and if applicable, the United States Longshoremen's and Harbor Workers' Compensation Act or any other coverage customarily insured under Part One of the standard Workers' Compensation and Employers Liability Policy.

(C) The minimum limits to be maintained by CFHLA are as specified in Exhibit B.

(D) If CFHLA asserts an exemption to the provisions of Chapter 440, Florida Statutes, Workers' Compensation (2024), as this statute may be amended from time to time, CFHLA shall provide notification to COUNTY's Risk Manager with the Resource Management Department and shall complete the COUNTY's Workers' Compensation Waiver Request. Approval of exemption is subject to COUNTY's sole discretion. If approved, the named individuals listed in COUNTY'S approved exemption will be the only individuals authorized to perform work under this Agreement.

(E) Any vendor or contractor, including CFHLA, using an employee leasing company must complete the COUNTY'S Leased Employee Affidavit.

(2) Commercial General Liability.

(A) CFHLA's insurance must cover CFHLA for those sources of liability which would be covered by the latest edition of the standard Commercial General Liability Coverage Form (ISO Form CG 00 01), as filed for use in the State of Florida by the Insurance Services Office, or equivalent acceptable to COUNTY. Such coverage must not contain any endorsements excluding or limiting Products/Completed Operations, Contractual Liability, or Separation of Insureds. If CFHLA's work, or work under its direction, control, or sub-contract, requires blasting, explosive conditions, or underground operations, the comprehensive general liability coverage shall contain no exclusion relative to blasting, explosion, collapse of structures, or damage to underground property.

(B) ISO Endorsement CG 20 10 or CG 20 26 and CG 20 37 or their equivalent must be used to provide such Additional Insured status.

(C) The minimum limits to be maintained by CFHLA are as specified in Exhibit B.

(3) Business Auto Liability.

(A) CFHLA's insurance must cover CFHLA for those sources of liability which would be covered by Section II of the latest edition of the standard Business Auto Policy (ISO Form CA 00 01), as filed for use in the State of Florida by the Insurance Services Office. Coverage must include owned, non-owned, and hired autos or any auto. In the event CFHLA does not own automobiles, CFHLA shall maintain coverage for hired and non-owned auto liability, which may be satisfied by way of endorsement to the Commercial General Liability policy or separate Business Auto Liability policy. If the contract involves operations governed by Sections 29 or 30 of the Motor Carrier Act of 1980, endorsement MCS-90 is required.

(B) If CFHLA'S operations involve pollutants as defined in the ISO

Form CA 00 01, Form CA9948, Pollution Liability – Broadened Coverage for Covered Autos, is required.

(C) The minimum limits to be maintained by CFHLA are as specified in Exhibit B.

(e) The maintenance of the insurance coverage set forth in this Section may not be construed to limit or have the effect of limiting CFHLA's liability under the provisions of Section 5 concerning indemnification or any other provision of this Agreement.

**Section 7. Billing and Payment.**

COUNTY hereby agrees to provide financial assistance to CFHLA up to a total maximum sum of TEN THOUSAND, FIVE HUNDRED AND 00/100 DOLLARS (\$10,500.00). The funds will be payable for all services provided hereunder by CFHLA during the term of this Agreement in accordance with Exhibit A. If CFHLA misappropriates or misuses the funds provided herein, CFHLA shall repay COUNTY the entire sum of this Agreement within ninety (90) days of notice from COUNTY as provided hereinafter.

**Section 8. Reporting Requirements.** In the performance of this Agreement, CFHLA shall maintain books, records, and accounts of all activities in compliance with normal accounting procedures.

**Section 9. Non-Allowable Costs.** The purpose for which Tourist Development Tax grant funds are provided to CFHLA shall not duplicate programs for which monies have been received, committed, or applied for from another source. The monies provided hereunder shall not be expended on wages or salaries for administrative staff, feasibility studies for facilities, or administrative expenses.

**Section 10. Unavailability of Funds.** CFHLA acknowledges that the Tourist Development Tax revenues are the source of funding for this Agreement and that no other COUNTY revenues shall or may be utilized to meet COUNTY's obligations hereunder. If, for whatever reason, the funds pledged by COUNTY to this program should become unavailable, this Agreement may be terminated immediately, at the option of COUNTY, by written notice of termination to CFHLA as provided hereinafter. COUNTY shall not be obligated to pay for any services provided or costs incurred by CFHLA after CFHLA has received such notice of termination. In the event there are any unused COUNTY funds, CFHLA shall promptly refund those funds to COUNTY or otherwise utilize such funds as COUNTY directs.

**Section 11. Public Records Law.**

(a) CFHLA acknowledges COUNTY's obligations under Article 1, Section 24, Florida Constitution and Chapter 119, Florida Statutes, as amended, to release public records to members of the public upon request. CFHLA acknowledges that the COUNTY is required to comply with Article 1, Section 24, Florida Constitution and Chapter 119, Florida Statutes, as amended, in the handling of the public records created under this Agreement and that this statute controls over the terms of this Agreement. Upon COUNTY's request, CFHLA will provide COUNTY with all requested public records in CFHLA's possession, or will allow COUNTY to inspect or copy the requested records within a reasonable time and at a cost that does not exceed costs provided under Chapter 119, Florida Statutes, as amended.

(b) CFHLA specifically acknowledges its obligations to comply with Section 119.0701, Florida Statutes, as amended, with regard to public records and must:

(1) keep and maintain public records that ordinarily and necessarily would be required by COUNTY in order to perform the services required under this Agreement;

(2) provide the public with access to public records on the same terms and conditions that COUNTY would provide the records and at a cost that does not exceed the cost provided in Chapter 119, Florida Statutes, or as otherwise provided by law;

(3) ensure public records that are exempt or confidential and exempt from public records disclosure requirements are not disclosed, except as authorized by law; and

(4) Upon termination of this Agreement, CFHLA will transfer, at no cost to COUNTY, all public records in possession of CFHLA, or keep and maintain public records required by COUNTY under this Agreement. If CFHLA transfers all public records to COUNTY upon completion of this Agreement, CFHLA must destroy any duplicate public records that are exempt or confidential and exempt from public records disclosure requirements. If CFHLA keeps and maintains the public records upon completion of this Agreement, CFHLA must meet all applicable requirements for retaining public records. All records stored electronically must be provided to COUNTY, upon request of COUNTY, in a format that is compatible with the information technology systems of COUNTY.

**(c) IF CFHLA HAS QUESTIONS REGARDING THE APPLICATION OF CHAPTER 119, FLORIDA STATUTES AND IT'S DUTY TO PROVIDE PUBLIC RECORDS RELATING TO THIS AGREEMENT, CONTACT THE SEMINOLE COUNTY PUBLIC RECORDS COORDINATOR AT: (407) 665-7410, PUBLICRECORDS@SEMINOLECOUNTYFL.GOV, OR 1101 E. FIRST STREET, SANFORD, FLORIDA 32771.**

(d) Failure to comply with this Section will be deemed a material breach of this

Agreement, for which the non-breaching party may terminate this Agreement immediately upon written notice to the breaching Party.

**Section 12. Liaison.** CFHLA shall submit correspondence to the following:

Director  
Office of Economic Development and Tourism  
1055 AAA Drive  
Lake Mary, Florida 32746

**Section 13. Notices.** Whenever either party desires to give notice unto the other, it shall be given in writing by certified United States mail, return receipt requested, and sent to:

**For COUNTY:**

Director  
Office of Economic Development and Tourism  
1055 AAA Drive  
Lake Mary, Florida 32746

**For CFHLA:**



President & CEO  
Central Florida Hotel & Lodging Association, Inc.  
6675 Westwood Boulevard, Ste. 210  
Orlando, Florida 32821

Either of the parties may change, by written notice as provided above, the person or address for receipt of notice.

**Section 14. Assignments.** Neither party to this Agreement shall assign this Agreement, nor any interest arising herein, without the written consent of the other.

**Section 15. Entire Agreement.**

(a) It is understood and agreed that the entire Agreement of the parties is contained herein and that this Agreement supersedes all oral agreements and negotiations between the parties relating to the subject matter hereof as well as any previous agreements presently in effect between the parties relating to the subject matter hereof.

(b) Any alterations, amendments, deletions, or waivers of the provisions of this Agreement shall be valid only when expressed in writing and duly signed by the parties.

**Section 16. Compliance with Laws and Regulations.** In providing all services pursuant to this Agreement, CFHLA shall abide by all statutes, ordinances, rules, and regulations pertaining to, or regulating the provisions of such services, including those now in effect and hereafter adopted. Any violation of said statutes, ordinances, rules, or regulations shall constitute a material breach of this Agreement and shall entitle COUNTY to terminate this Agreement immediately upon delivery of written notice of termination to CFHLA as provided hereinabove.

**Section 17. Conflict of Interest.**

(a) CFHLA agrees that it will not engage in any action that would create a conflict of interest in the performance of its obligations pursuant to this Agreement with COUNTY or which would violate or cause others to violate the provisions of Part III, Chapter 112, Florida Statutes, relating to ethics in government.



(b) CFHLA hereby certifies that no officer, agent or employee of COUNTY has any material interest (as defined in Section 112.312(15), Florida Statutes, as over five percent (5%)), either directly or indirectly, in the business of CFHLA to be conducted here, and that no such person shall have any such interest at any time during the term of this Agreement.

(c) Pursuant to Section 216.347, Florida Statutes, CFHLA hereby agrees that monies received from COUNTY pursuant to this Agreement will not be used for the purpose of lobbying the Legislature or any other State or Federal agency.

*[The remainder of this page has been intentionally left blank.]*

**IN WITNESS WHEREOF**, the parties to this Agreement have caused their names to be affixed hereto by the proper officers thereof for the purposes herein expressed on the day and year first above written.

WITNESSES:

CENTRAL FLORIDA HOTEL & LODGING ASSOCIATION, INC.

Signature

By: ROBERT J. AGRUSA, President/CEO

Print Name

Date:

Signature

Print Name

ATTEST:

BOARD OF COUNTY COMMISSIONERS  
SEMINOLE COUNTY, FLORIDA



GRANT MALOY  
Clerk to the Board of  
County Commissioners of  
Seminole County, Florida.

For the use and reliance  
of Seminole County only.

Approved as to form and  
legal sufficiency.

By: JAY ZEMBOWER, Chairman

Date:

As authorized for execution by the Board of  
County Commissioners at their  
\_\_\_\_\_, 20\_\_\_\_ regular meeting.

County Attorney

Attachments:

Exhibit A – Scope of Work  
Exhibit B – Insurance Requirements  
Exhibit C – Foreign Country of Concern Affidavit

JBN/  
7/18/25

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## EXHIBIT A

### SCOPE OF WORK

Tourism Economics is an Oxford Economics company focused on combining an understanding of the travel sector with proven economic tools. More than 500 companies, associations, and destinations work with Tourism Economics every year as a research partner. Oxford Economics is one of the world's foremost independent global advisory firms, providing reports, forecasts and analytical tools on 200 countries, 100 industrial sectors and over 3,000 cities.

Central Florida Hotel Lodging Association Tourism Calculator must include (as shown in the attached pages):

- Total Business Sales
- Visitor Spending
- Direct employment
- Total Employment
- Direct Labor Income
- Total State and Local Sales Taxes
- Total State Taxes

Data must be separated by Seminole County and by districts as well



**Board of Directors**

Cindy Andrews  
Sunbrite Outdoor Furniture, Inc.  
Erin Arpke  
Holiday Inn & Suites across from Universal Studios  
Antonio Baez  
Melia Orlando Celebration  
Ross Barker  
Gaylord Palms Resort & Convention Center  
Jacqueline Bozzuto  
Lowndes  
Robert Bray  
Orlando World Center Marriott  
Marie Cassamajor  
Holiday Inn Resort Kissimmee by the Parks  
Joe Delgado  
AC by Marriott Orlando Downtown  
Jaret Della Porta  
Marriott's Harbour Lake  
Sylvie Dervaux-Laso  
Walt Disney World Boardwalk Resort  
Frank Dolley  
Coco Key Hotel & Water Resort Orlando  
Beatriz Dominguez  
Clean Tec Services  
Tom Drury  
Drury Plaza Hotel Orlando Lake Buena Vista  
Tina Earley  
BMS Cat  
Bill Friedrich  
Hilton Garden Inn Apopka  
Frank Fry  
Embassy Suites Downtown Orlando  
Lauren Gossett  
Walt Disney World Fort Wilderness Resort & Campground  
Maureen Haggerty  
Spinout Guest Laundries, Inc.  
Stacey Herndon  
Westgate Resorts, LTD  
Steven Hollis  
Vacation Villas at Fantasy World  
John Lamont  
Florida Hotel & Conference Center  
Lori Lo Duca  
Cypress Pointe Resort  
Jaclyn Lorigan  
Hilton North Orlando / Altamonte Springs  
Benjamin McCarney  
Grand Bohemian Hotel Orlando  
Bruce McDonald  
Hyatt Regency Orlando International Airport  
Wade Michael  
StayBridge Suites Orlando Royale Parc Suites  
Colin Mills  
Sheraton Orlando Lake Buena Vista  
Kristen Oswald  
TownePlace Suites Altamonte Springs  
Graham Parker  
Hilton Vacation Club Aqua Sol Orlando West  
John Power  
Hard Rock Hotel at Universal Orlando  
R.P. Rama  
Sarona Holdings & Hotels  
Orlando  
Michael Scioscia  
JW Marriott Grande Lakes  
Anna Snow  
Castle Hotel, Autograph Collection  
Cindy Staley  
Mission Resort + Club  
George Stanfield  
Hilton Orlando Lake Buena Vista / Hilton Orlando Buena Vista Palace  
Dace Stewart  
Holiday Inn Resort Kissimmee by the Parks  
Katerina Templo  
Hampton Inn & Suites Clermont  
Amy Walsh  
Domino's  
Brian Wandler  
Renaissance Orlando at SeaWorld

June 13, 2025

Gui Cunha  
Director  
Office of Economic Development and Tourism  
1055 AAA Drive, Suite 149  
Lake Mary, FL 32746

Re: Regional Tourism Calculator

Dear Gui,

On behalf of the Central Florida Hotel and Lodging Association, we are seeking a \$10,500 grant to support the creation of a new comprehensive analysis of visitor activity and the impact of tourism throughout Central Florida by Tourism Economics.

Tourism Economics is an Oxford Economics company focused on combining an understanding of the travel sector with proven economic tools. More than 500 companies, associations, and destinations work with Tourism Economics every year as a research partner. Oxford Economics is one of the world's foremost independent global advisory firms, providing reports, forecasts and analytical tools on 200 countries, 100 industrial sectors and over 3,000 cities.

This regional online tourism calculator will include visitor data by regions, including specific Commissioner Districts throughout Orange, Seminole and Osceola counties and State Senate and House Districts throughout 2024.

To find the Regional Tourism Calculator, please visit: [www.cfhl.org/economic-impact-of-tourism](http://www.cfhl.org/economic-impact-of-tourism).

This grant will begin on October 1, 2025 and run through September 30, 2026.

Please let me know if you have any questions or concerns.

Thank you for your consideration!

Sincerely,



Robert J. Agrusa  
President & CEO  
Central Florida Hotel and Lodging Association

**2025 Executive Committee**

*Chair of the Board, Chris Mueller, Hilton Orlando*

*1st Vice Chair, Jon McGavin, Grande Lakes Orlando*

*2nd Vice Chair, Jay Leonard, Wyndham Lake Buena Vista Disney Springs Resort Area / Wyndham Garden Lake Buena Vista Disney Springs Resort Area*

*Secretary, Sean Verney, Walt Disney World Swan & Dolphin, and Walt Disney World Swan Reserve*

*Treasurer, Ally Martin, Hyatt House Orlando International Airport*

*Assistant Treasurer, Jason Lopez, DoubleTree by Hilton Orlando at SeaWorld*

*Immediate Past Chair, Barb Bowden, Loews Hotels at Universal Orlando*

*Historian, Fred Sawyers, Evermore Orlando Resort*

# Economic Impact of Tourism

## Seminole County

[Cover](#)[Impacts](#)[Scenarios](#)[Tables](#)[Glossary](#)

## Introduction

This report provides statistics on the economic value of visitors to the **Central Florida Region**. The analysis is commissioned by the **Experience Kissimmee, Orlando North, CFHLA, and Visit Orlando**, and is conducted by Tourism Economics, LLC.

The analysis is based on multiple data sources, including: Bureau of Economic Analysis and Bureau of Labor Statistics employment and wages, STR lodging performance, tax collections (Tourism Development by county, sales taxes by Florida Department of Revenue), US Census Bureau, and Tourism Economics international data for overseas origin markets.

By combining these datasets, a comprehensive view of visitor activity is developed that is consistent with official economic and industry data for the state. The analysis measures visitor spending by category, tourism employment, personal income, and taxes generated by visitor activity.

## Methodology

An IMPLAN input-output model was constructed for the primary study geography. The model traces the flow of visitor-related expenditures through the local economy and their effects on employment, wages, and taxes.

IMPLAN also quantifies the indirect (supplier) and induced (income) impacts of tourism. Tourism Economics then cross-checked these findings with employment and wage data for each sector to ensure the findings are within reasonable ranges. Visitors included those who stayed in overnight accommodations or those who came from a distance greater than 50 miles and deviated from their normal routine.

The primary source of the employment and wage data is the Regional Economic Information System (REIS), maintained by the Bureau of Economic Analysis.

## About Tourism Economics

Tourism Economics is an Oxford Economics company with a singular objective: combine an understanding of tourism dynamics with rigorous economics in order to answer the most important questions facing destinations, developers, and strategic planners.

By combining quantitative methods with industry knowledge, Tourism Economics designs custom market strategies, destination recovery plans, tourism forecasting models, tourism policy analysis, and economic impact studies.

# Economic Impact of Tourism

## Seminole County

[Cover](#)[Impacts](#)[Scenarios](#)[Tables](#)[Glossary](#)[Seminole County](#)

### 2023 Tourism Impact Summary

**\$4.1B**

Total Economic Impact

**\$1.3B**

Total Labor Income

**26.2K**

Total Employment

**\$191.6..**

Total Household Income

**\$128.4..**

Total Household Income

#### Spending

**\$1.8B**

Visitor Spending

**\$4.8M** Approximate Daily Spending by Visitors

#### Labor Income

**\$7.0K**

Tourism-Generated Income per Household

#### State and Local Taxes

**\$1.7K**

State &amp; Local Tax Savings per Household

#### Employment

**12.3%**

Tourism Share of Seminole County Employment

# Economic Impact of Tourism

## Seminole County Commissioner District 1

[Cover](#)[Impacts](#)[Scenarios](#)[Tables](#)[Glossary](#)[Seminole County Commissio..](#)

### 2023 Tourism Impact Summary

**\$506.3..****\$158.0..****3.1K****\$26.3M****\$19.9M**

Total Employment

Total Local Taxes

Total State Taxes

#### Spending

**\$233.6M**

Visitor Spending

**\$639.9K** Approximate Daily Spending by Visitors

#### Labor Income

**\$4.7K**

Tourism-Generated Income per Household



#### State and Local Taxes

**\$1.4K**

State &amp; Local Tax Savings per Household



#### Employment

**12.9%**

Tourism Share of Seminole County Commissioner District 1 Employment



# Economic Impact of Tourism

## Seminole County Commissioner District 2

[Cover](#)[Impacts](#)[Scenarios](#)[Tables](#)[Glossary](#)[Seminole County Commissio..](#)

### 2023 Tourism Impact Summary

**\$475.1M****\$149.8M****3.0K****\$21.1M****\$15.1M**

Total Employment

Total Local Taxes

Total State Taxes

#### Spending

Visitor Spending  \$210.7M

**\$210.7M**

Visitor Spending

Total Economic Impact  \$475.1M

**\$577.3K** Approximate Daily Spending by Visitors

#### Labor Income

Direct  \$60.8M

**\$5.6K**

Total  \$149.8M

Tourism-Generated Income per Household

#### State and Local Taxes

Total State Taxes  \$15.1M

**\$1.3K**

State & Local Tax Savings per Household

Total Local Taxes  \$21.1M

**12.6%**

Tourism Share of Seminole County Commissioner District 2 Employment

#### Employment

Direct  1.4K

Total  3.0K

# Economic Impact of Tourism

## Seminole County Commissioner District 3

[Cover](#)[Impacts](#)[Scenarios](#)[Tables](#)[Glossary](#)[Seminole County Commissio..](#)

### 2023 Tourism Impact Summary

**\$847.9..****\$273.6..****5.4K****\$45.1M****\$29.8M**

Total Employment

Total Local Taxes

Total State Taxes

#### Spending

**\$356.4M**

Visitor Spending

Total Economic Impact \$847.9M

**\$976.4K** Approximate Daily Spending by Visitors

#### Labor Income

Direct \$108.2M

**\$10.1K**

Total \$273.6M

Tourism-Generated Income per Household

#### State and Local Taxes

Total State Taxes \$29.8M

**\$2.8K**

Total Local Taxes \$45.1M

State &amp; Local Tax Savings per Household

#### Employment

Direct 2.5K

**12.3%**

Total 5.4K

Tourism Share of Seminole County Commissioner District 3 Employment

# Economic Impact of Tourism

## Seminole County Commissioner District 4

[Cover](#)[Impacts](#)[Scenarios](#)[Tables](#)[Glossary](#)[Seminole County Commissio..](#)

### 2023 Tourism Impact Summary

**\$1.3B**

Total Economic Impact

**\$405.2..**

Total Employment

**\$47.7M**

Total Local Taxes

**\$31.9M**

Total State Taxes

#### Spending

**\$538.5M**

Visitor Spending

Visitor Spending

\$538.5M

Total Economic Impact

\$1.3B

**\$1.5M** Approximate Daily Spending by Visitors

#### Labor Income

**\$13.1K**

Tourism-Generated Income per Household

Direct

\$159.0M

Total

\$405.2M

#### State and Local Taxes

**\$2.6K**

State &amp; Local Tax Savings per Household

Total State Taxes

\$31.9M

Total Local Taxes

\$47.7M

#### Employment

**12.3%**

Tourism Share of Seminole County Commissioner District 4 Employment

Direct

3.7K

Total

8.0K

# Economic Impact of Tourism

## Seminole County Commissioner District 5

[Cover](#)[Impacts](#)[Scenarios](#)[Tables](#)[Glossary](#)[Seminole County Commissio..](#)

### 2023 Tourism Impact Summary

**\$1.0B**

Total Economic Impact

**\$342.2..****6.7K**

Total Employment

**\$51.4M**

Total Local Taxes

**\$31.6M**

Total State Taxes

#### Spending



#### Labor Income



#### State and Local Taxes



#### Employment



# Economic Impact of Tourism

## Central Florida Region

[Cover](#)[Impacts](#)[Scenarios](#)[Tables](#)[Glossary](#)[Central Florida Region](#)

### 2023 Tourism Impact Summary

**\$92.5B**

Total Economic Impact

**\$27.3B**

Total Labor Income

**463.9K**

Total Employment

**\$3.8B**

Total Local Taxes

**\$2.8B**

Total State Taxes

#### Spending

**\$58.5B**  
Visitor Spending**\$160.2M** Approximate Daily Spending by Visitors

#### Labor Income

**\$30.8K**

Tourism-Generated Income per Household

#### State and Local Taxes

**\$7.4K**

State &amp; Local Tax Savings per Household

#### Employment

**91.0%**

Tourism Share of Central Florida Region Employment

# Economic Impact of Tourism

## State House District 36

[Cover](#)[Impacts](#)[Scenarios](#)[Tables](#)[Glossary](#)[State House District 36](#)

### 2023 Tourism Impact Summary

**\$1.9B**

Total Economic Impact

**\$654.2..****12.8K**

Total Employment

**\$87.9M**

Total Local Taxes

**\$49.4M**

Total State Taxes

#### Spending

**\$734.1M**

Visitor Spending



Total Economic Impact

\$1.9B

**\$2.0M** Approximate Daily Spending by Visitors

#### Labor Income

**\$9.2K**

Tourism-Generated Income per Household



#### State and Local Taxes

**\$1.9K**

State &amp; Local Tax Savings per Household



#### Employment

**11.9%**

Tourism Share of State House District 36 Employment



# Economic Impact of Tourism

## State House District 37

[Cover](#)[Impacts](#)[Scenarios](#)[Tables](#)[Glossary](#)[State House District 37](#)

### 2023 Tourism Impact Summary

**\$4.1B**

Total Economic Impact

**\$1.6B**

Total Labor Income

**27.3K**

Total Employment

**\$167.2..****\$58.9M**

Total State Taxes

#### Spending

**\$2.0B**

Visitor Spending

**\$5.3M** Approximate Daily Spending by Visitors

#### Labor Income

**\$26.8K**

Tourism-Generated Income per Household

#### State and Local Taxes

**\$3.8K**

State &amp; Local Tax Savings per Household

#### Employment

**32.3%**

Tourism Share of State House District 37 Employment

# Economic Impact of Tourism

## State House District 38

[Cover](#)[Impacts](#)[Scenarios](#)[Tables](#)[Glossary](#)[State House District 38](#)

### 2023 Tourism Impact Summary

**\$1.5B**

Total Economic Impact

**\$460.5..**

Total Local Taxes

**9.1K**

Total Employment

**\$72.1M**

Total Local Taxes

**\$56.7M**

Total State Taxes

#### Spending



**\$721.4M**  
Visitor Spending

**\$2.0M** Approximate Daily  
Spending by Visitors

#### Labor Income



**\$6.1K**

Tourism-Generated Income  
per Household

#### State and Local Taxes



**\$1.7K**

State & Local Tax Savings per  
Household

#### Employment



**12.9%**

Tourism Share of State House  
District 38 Employment

# Economic Impact of Tourism

## State House District 39

[Cover](#)[Impacts](#)[Scenarios](#)[Tables](#)[Glossary](#)[State House District 39](#)

### 2023 Tourism Impact Summary

**\$3.0B**

Total Economic Impact

**\$1.2B**

Total Labor Income

**20.6K**

Total Employment

**\$109.1..****\$34.0M**

Total State Taxes



#### Spending



#### Labor Income

**\$1.3B**

Visitor Spending

**\$3.6M** Approximate Daily Spending by Visitors

#### State and Local Taxes

**\$18.7K**

Tourism-Generated Income per Household

**\$2.2K**

State &amp; Local Tax Savings per Household

#### Employment

**32.9%**

Tourism Share of State House District 39 Employment

# Economic Impact of Tourism

## State Senate District 10

[Cover](#)[Impacts](#)[Scenarios](#)[Tables](#)[Glossary](#)[State Senate District 10](#)

### 2023 Tourism Impact Summary

**\$9.3B**

Total Economic Impact

**\$2.9B**

Total Labor Income

**62.5K**

Total Employment

**\$553.5..**

\$553.5M

**\$334.0..**

\$334.0M

#### Spending

**\$4.0B**

Visitor Spending

**\$11.0M** Approximate Daily Spending by Visitors

#### Labor Income

**\$13.2K**

Tourism-Generated Income per Household

#### State and Local Taxes

**\$4.0K**

State &amp; Local Tax Savings per Household

#### Employment

**20.4%**

Tourism Share of State Senate District 10 Employment

# Economic Impact of Tourism

## Seminole County

[Cover](#)[Impacts](#)[Scenarios](#)[Tables](#)[Glossary](#)

### Visitor Loss/Gain Scenarios

Geography  
Seminole County

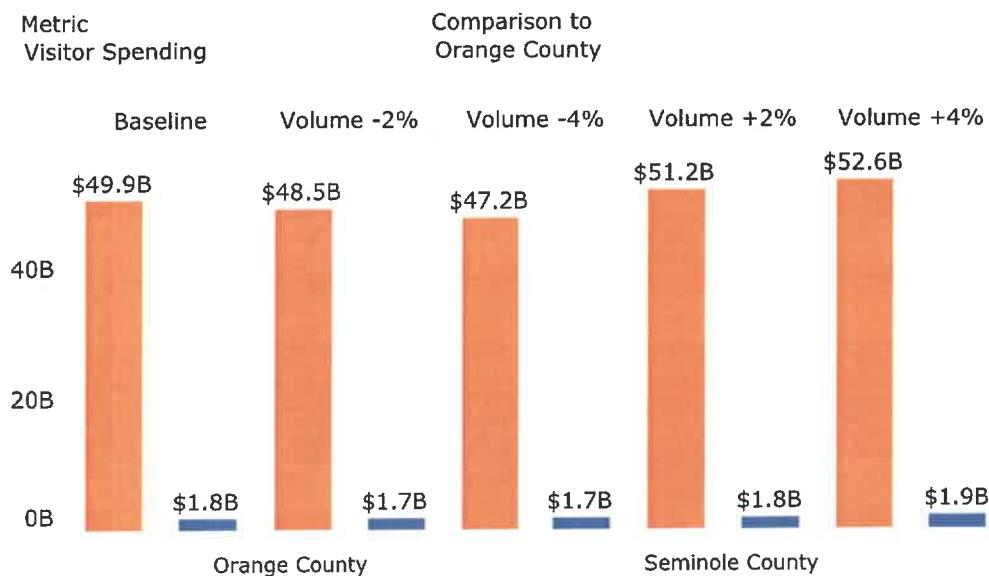
#### Impact Scenarios: Seminole County

Total Impacts by Category; Scenario Comparison: Volume Increases 2%

Scenario Volume Increases 2%	Actual	Volume +2%	Scenario Difference
Year 2023	Visitor Spending	\$1.8B	\$1.8B
	Total Business Sales	\$4.1B	\$4.3B
	Labor Income	\$1.3B	\$1.3B
	Employment	26.2K	26.5K
	Total Local Taxes	\$191.6M	\$192.4M
	Total State Taxes	\$128.4M	\$131.9M

### Visitor Spending by Scenario

Seminole County vs. Orange County



If Volume  
Increases 2%...

14 More  
Firefighters Funded

17 More  
Librarians Funded

13 More  
Police Officers Funded

16 More  
Teachers Funded

# Economic Impact of Tourism

## Seminole County

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## 2023 Tables

Geography Category All      Geography Name All      Metric All      Scenario Volume Increases 2%

### Impact Table for 2023

Volume Increases 2% Scenario

	Total Business Sales	Visitor Spending	Direct Employment	Total Employment	Direct Labor Income	Total Labor Income	Total S&L Taxes	Total Local Taxes	Total State Taxes	
County	Orange County	\$80.1B	\$51.2B	249.7K	401.9K	\$14.5B	\$24.1B	\$5.7B	\$3.3B	\$2.4B
	Osceola County	\$10.6B	\$7.0B	25.0K	40.5K	\$1.3B	\$2.3B	\$674.3M	\$374.2M	\$300.1M
Region	Seminole County	\$4.3B	\$1.8B	12.3K	26.5K	\$532.5M	\$1.3B	\$324.3M	\$192.4M	\$131.9M
	Central Florida Region	\$95.0B	\$60.1B	287.0K	468.9K	\$16.4B	\$27.7B	\$6.7B	\$3.8B	\$2.8B
County Commissioner District	Orange County Commissioner District 1	\$32.7B	\$26.5B	78.8K	111.6K	\$6.4B	\$8.5B	\$1.2B	\$412.8M	\$807.2M
	Orange County Commissioner District 2	\$4.3B	\$1.8B	17.7K	30.8K	\$509.4M	\$1.3B	\$484.5M	\$346.8M	\$137.7M
	Orange County Commissioner District 3	\$4.7B	\$2.4B	16.8K	28.5K	\$785.1M	\$1.5B	\$436.3M	\$278.3M	\$158.0M
	Orange County Commissioner District 4	\$7.2B	\$3.9B	25.2K	42.6K	\$1.3B	\$2.4B	\$646.4M	\$400.5M	\$245.9M
	Orange County Commissioner District 5	\$14.3B	\$6.6B	56.0K	96.4K	\$1.9B	\$4.5B	\$1.5B	\$1.0B	\$468.7M
	Orange County Commissioner District 6	\$17.0B	\$10.0B	55.2K	92.1K	\$3.6B	\$5.9B	\$1.4B	\$794.3M	\$579.0M
	Osceola County Commissioner District 1	\$4.5B	\$3.2B	7.0K	12.8K	\$374.0M	\$718.6M	\$379.5M	\$198.3M	\$181.2M

# Economic Impact of Tourism

## Seminole County

[Cover](#)[Impacts](#)[Scenarios](#)[Tables](#)[Glossary](#)

## Glossary

### Spending

Food and Beverage	Includes all visitor spending on food & beverages, including at restaurants, bars, grocery stores and other food providers.
Local Transport	Includes visitor spending on local transport services such as taxis, limos, trains, rental cars, buses, and the local share of air transportation spending.
Lodging	Includes visitor spending in the accommodation sub-sector. This includes food and other services provided by hotels, rentals and similar establishments.
Recreation	Includes visitor spending within the arts, entertainment and recreation sub-sector.
Second Homes	Where applicable, spending associated with the upkeep of seasonal second homes for recreational use as defined by the Census Bureau.
Service Stations	Visitor spending on gasoline.
Shopping	Includes visitor spending in all retail sub-sectors within the local economy.

### Economic Impact

Direct Impact	Impacts (business sales, jobs, income, and taxes) created directly from spending by visitors to a destination within a discreet group of tourism-related sectors (e.g. recreation, transportation, lodging).
Employment	Employment measured by the Bureau of Economic Analysis (BEA) and Bureau of Labor Statistics (BLS) definitions, and captures full-time and part-time jobs, which include salary and wage employees and proprietors.
Indirect Impact	Impacts created from purchase of goods and services used as inputs (e.g. food wholesalers, utilities, business services) into production by the directly affected tourism-related sectors (i.e. economic effects stemming from business-to-business purchases in the supply chain).
Induced Impact	Impacts created from spending in the local economy by employees whose wages are generated either directly or indirectly by visitor spending.
Labor Income	Income (wages, salaries, proprietor income and benefits) supported by visitor spending.
Local Taxes	City and County taxes generated by visitor spending. This includes any local sales, income, bed, usage fees, licenses and other revenues streams of local governmental authorities – from transportation to sanitation to general government.
State Taxes	State tax revenues generated by visitor spending. This will include sales, income, corporate, usage fees and other assessments of state governments.
Value Added (GDP)	The economic enhancement a company gives its products or services before offering them to customers.

**EXHIBIT B**  
**INSURANCE REQUIREMENTS**  
**CENTRAL FLORIDA HOTEL AND LODGING ASSOCIATION, INC.**  
**TOURIST DEVELOPMENT TAX FUNDING AGREEMENT**

The following insurance requirements and limits of liability are required:

**A. Workers' Compensation & Employers' Liability Insurance:**

Workers' Compensation:	Statutory
Employers' Liability:	\$ 500,000      Each Accident
	\$ 500,000      Disease Aggregate
	\$ 500,000      Disease Each Employee

**B. Commercial General Liability Insurance:**

\$ 1,000,000	Per Occurrence
\$ 2,000,000	General Aggregate
\$ 2,000,000	Products and Completed Operations
\$ 1,000,000	Personal and Advertising Injury

**C. Business Automobile Liability Insurance:**

\$ 1,000,000	Combined Single Limit <u>(Any Auto or Owned, Hired, and Non-Owned Autos)</u>
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~~ End Exhibit B ~~

**FOREIGN COUNTRY OF CONCERN AFFIDAVIT**

Before me, a notary public, in and for the State of Florida – at large, personally appeared,

\_\_\_\_\_, and having first made due oath or affirmation, states:  
(Write Name)

1. My name is \_\_\_\_\_.  
(Write Name)
2. I am the \_\_\_\_\_ of \_\_\_\_\_.  
(Write Title) (Insert Company Name)
3. The Company was formed in \_\_\_\_\_ and is a \_\_\_\_\_.  
(Country and State) (List Entity, ex. LLC, INC., etc.)
4. I am duly authorized and empowered and have sufficient knowledge to execute and deliver this Affidavit.
5. I affirm that the Company is not:
  - a. Owned or controlled by the government of the People's Republic of China, the Russian Federation, the Islamic Republic of Iran, the Democratic People's Republic of Korea, the Republic of Cuba, the Venezuelan regime of Nicolás Maduro, or the Syrian Arab Republic (collectively and individually, a "Foreign Country of Concern"), including any agency of or any other entity of significant control of such Foreign Country of Concern. Where 'controlled by' means *having possession of the power to direct or cause the direction of the management or policies of a company, whether through ownership of securities, by contract, or otherwise; or a person or entity that directly or indirectly has the right to vote 25 percent or more of the voting interests of the company or that is entitled to 25 percent or more of its profits is presumed to control the foreign entity*; or
  - b. A partnership, association, corporation, organization, or other combination of persons organized under the laws of or having its principal place of business in a Foreign Country of Concern, or a subsidiary of such entity.

Under penalties of perjury, I declare that I have read the foregoing Affidavit and that the facts stated in it are true.

\_\_\_\_\_  
(Signature of Affiant)

The foregoing instrument was acknowledged before me this \_\_\_\_ day of \_\_\_\_ ,20\_\_\_\_, by  
\_\_\_\_\_.  
(Insert Name of Affiant)

\_\_\_\_\_  
Print, Type or Stamp Name of Notary

Personally known \_\_\_\_\_  
OR Produced Identification \_\_\_\_\_  
Type of Identification \_\_\_\_\_