

**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) 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.

By: _____
JAY ZEMBOWER, Chairman

Date: _____

For the use and reliance
of Seminole County only.

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

Approved as to form and
legal sufficiency.

County Attorney

Attachments:

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

JBN/
7/18/25

T:\Users\jnix\TTFA\2025\Central Florida Hotel & Lodging Association, Inc FY 26\FY26 CFHLA - Partnership funding agreement.docx

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 Wander
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.cfhla.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



\$191.6M



\$128.4M

Spending

Visitor Spending



\$1.8B

\$1.8B

Visitor Spending

Total Economic Impact



\$4.1B

\$4.8M Approximate Daily Spending by Visitors

Labor Income

Direct



\$525.4M

\$7.0K

Tourism-Generated Income per Household

Total



\$1.3B

State and Local Taxes

Total State Taxes



\$128.4M

\$1.7K

State & Local Tax Savings per Household

Total Local Taxes



\$191.6M

Employment

Direct



12.1K

12.3%

Tourism Share of Seminole County Employment

Total



26.2K

Economic Impact of Tourism

Seminole County Commissioner District 1

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

2023 Tourism Impact Summary



\$506.3M



\$158.0M



3.1K
Total Employment



\$26.3M
Total Local Taxes



\$19.9M
Total State Taxes

Spending

Visitor Spending **\$233.6M**

\$233.6M

Visitor Spending

Total Economic Impact **\$506.3M**

\$639.9K Approximate Daily Spending by Visitors

Labor Income

Direct **\$66.3M**

\$4.7K

Tourism-Generated Income per Household

Total **\$158.0M**

State and Local Taxes

Total State Taxes **\$19.9M**

\$1.4K

State & Local Tax Savings per Household

Total Local Taxes **\$26.3M**

Employment

Direct **1.5K**

12.9%

Tourism Share of Seminole County Commissioner District 1 Employment

Total **3.1K**

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
Total Employment



\$21.1M
Total Local Taxes



\$15.1M
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

Tourism-Generated Income per Household

Total **\$149.8M**

State and Local Taxes

Total State Taxes **\$15.1M**

\$1.3K

State & Local Tax Savings per Household

Total Local Taxes **\$21.1M**

Employment

Direct **1.4K**

12.6%

Tourism Share of Seminole County Commissioner District 2 Employment

Total **3.0K**

Economic Impact of Tourism

Seminole County Commissioner District 3

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

2023 Tourism Impact Summary



\$847.9M



\$273.6M



5.4K
Total Employment



\$45.1M
Total Local Taxes



\$29.8M
Total State Taxes

Spending

Visitor Spending **\$356.4M**

Total Economic Impact **\$847.9M**

\$356.4M

Visitor Spending

\$976.4K Approximate Daily Spending by Visitors

Labor Income

Direct **\$108.2M**

Total **\$273.6M**

\$10.1K

Tourism-Generated Income per Household

State and Local Taxes

Total State Taxes **\$29.8M**

Total Local Taxes **\$45.1M**

\$2.8K

State & Local Tax Savings per Household

Employment

Direct **2.5K**

Total **5.4K**

12.3%

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



\$405.2M



8.0K

Total Employment



\$47.7M

Total Local Taxes



\$31.9M

Total State Taxes

Spending

Visitor Spending



\$538.5M

\$538.5M

Visitor Spending

Total Economic Impact



\$1.3B

\$1.5M Approximate Daily Spending by Visitors

Labor Income

Direct



\$159.0M

\$13.1K

Tourism-Generated Income per Household

Total



\$405.2M

State and Local Taxes

Total State Taxes



\$31.9M

\$2.6K

State & Local Tax Savings per Household

Total Local Taxes



\$47.7M

Employment

Direct



3.7K

12.3%

Tourism Share of Seminole County Commissioner District 4 Employment

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



\$342.2M



6.7K

Total Employment



\$51.4M

Total Local Taxes



\$31.6M

Total State Taxes

Spending

Visitor
Spending



\$417.8M

\$417.8M

Visitor Spending

Total Economic
Impact



\$1.0B

\$1.1M Approximate Daily
Spending by Visitors

Labor Income

Direct



\$131.0M

\$10.4K

Tourism-Generated Income
per Household

Total



\$342.2M

State and Local Taxes

Total State
Taxes



\$31.6M

\$2.5K

State & Local Tax Savings per
Household

Total Local
Taxes



\$51.4M

Employment

Direct



3.0K

12.0%

Tourism Share of Seminole
County Commissioner District
5 Employment

Total



6.7K

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

Visitor Spending



\$58.5B

Total Economic Impact



\$92.5B

\$58.5B

Visitor Spending

\$160.2M Approximate Daily Spending by Visitors

Labor Income

Direct



\$16.1B

Total



\$27.3B

\$30.8K

Tourism-Generated Income per Household

State and Local Taxes

Total State Taxes



\$2.8B

Total Local Taxes



\$3.8B

\$7.4K

State & Local Tax Savings per Household

Employment

Direct



283.9K

Total



463.9K

91.0%

Tourism Share of Central Florida Region Employment

Economic Impact of Tourism

State House District 36

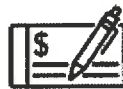
[Cover](#)[Impacts](#)[Scenarios](#)[Tables](#)[Glossary](#)

State House District 36

2023 Tourism Impact Summary

**\$1.9B**

Total Economic Impact

**\$654.2M****12.8K**

Total Employment

**\$87.9M**

Total Local Taxes

**\$49.4M**

Total State Taxes

Spending

Visitor Spending



\$734.1M

\$734.1M

Visitor Spending

Total Economic Impact



\$1.9B

\$2.0M Approximate Daily Spending by Visitors

Labor Income

Direct



\$246.4M

\$9.2K

Tourism-Generated Income per Household

Total



\$654.2M

State and Local Taxes

Total State Taxes



\$49.4M

\$1.9K

State & Local Tax Savings per Household

Total Local Taxes



\$87.9M

Employment

Direct



5.7K

11.9%

Tourism Share of State House District 36 Employment

Total



12.8K

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



\$167.2M



\$58.9M

Total State Taxes

Spending

Visitor Spending



\$2.0B

Total Economic Impact



\$4.1B

\$2.0B

Visitor Spending

\$5.3M Approximate Daily Spending by Visitors

Labor Income

Direct



\$884.3M

Total



\$1.6B

\$26.8K

Tourism-Generated Income per Household

State and Local Taxes

Total State Taxes



\$58.9M

Total Local Taxes



\$167.2M

\$3.8K

State & Local Tax Savings per Household

Employment

Direct



15.6K

Total



27.3K

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

**\$460.5M****9.1K**

Total Employment

**\$72.1M**

Total Local Taxes

**\$56.7M**

Total State Taxes

Spending

Visitor Spending



\$721.4M

\$721.4M

Visitor Spending

Total Economic Impact



\$1.5B

\$2.0M Approximate Daily Spending by Visitors

Labor Income

Direct



\$192.7M

\$6.1K

Tourism-Generated Income per Household

Total



\$460.5M

State and Local Taxes

Total State Taxes



\$56.7M

\$1.7K

State & Local Tax Savings per Household

Total Local Taxes



\$72.1M

Employment

Direct



4.4K

12.9%

Tourism Share of State House District 38 Employment

Total



9.1K

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



\$109.1M



\$34.0M

Total State Taxes

Spending

Visitor Spending



\$1.3B

Visitor Spending

Total Economic Impact



\$3.6M Approximate Daily Spending by Visitors

Labor Income

Direct



Total



\$18.7K

Tourism-Generated Income per Household

State and Local Taxes

Total State Taxes



Total Local Taxes



\$2.2K

State & Local Tax Savings per Household

Employment

Direct



Total



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



\$553.5M



\$334.0M

Spending

Visitor Spending



\$4.0B

\$4.0B

Visitor Spending

Total Economic Impact



\$9.3B

\$11.0M Approximate Daily Spending by Visitors

Labor Income

Direct



\$1.1B

\$13.2K

Tourism-Generated Income per Household

Total



\$2.9B

State and Local Taxes

Total State Taxes

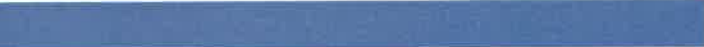


\$334.0M

\$4.0K

State & Local Tax Savings per Household

Total Local Taxes



\$553.5M

Employment

Direct



33.2K

20.4%

Tourism Share of State Senate District 10 Employment

Total



62.5K

Economic Impact of Tourism

Seminole County

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

Visitor Loss/Gain Scenarios

Geography
Seminole County

Scenario
Volume Increases 2%

Year
2023

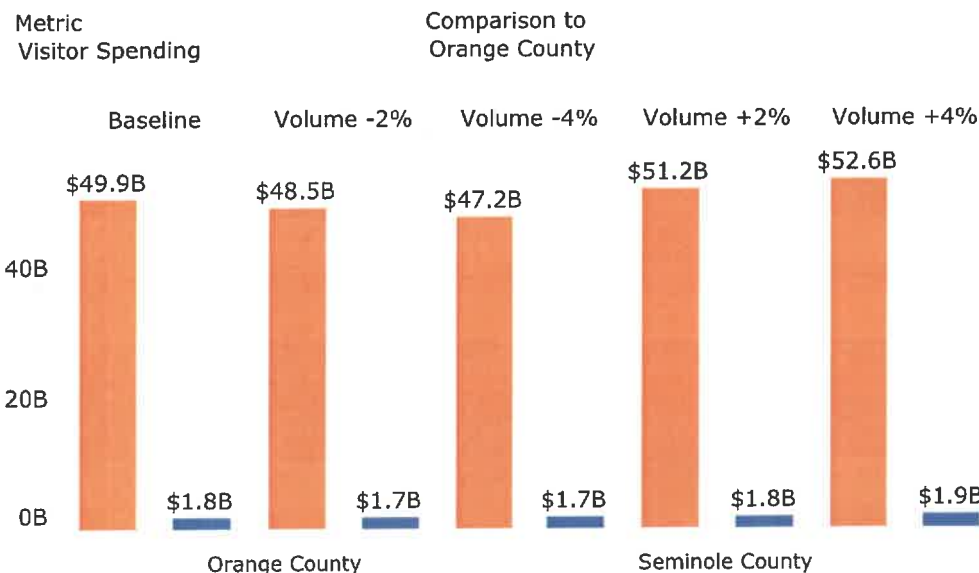
Impact Scenarios: Seminole County

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

	Actual	Volume +2%	Scenario Difference
Visitor Spending	\$1.8B	\$1.8B	+\$47.8M
Total Business Sales	\$4.1B	\$4.3B	+\$112.8M
Labor Income	\$1.3B	\$1.3B	+\$18.1M
Employment	26.2K	26.5K	285
Total Local Taxes	\$191.6M	\$192.4M	+\$851.9K
Total State Taxes	\$128.4M	\$131.9M	+\$3.5M

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

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

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
	Seminole County	\$4.3B	\$1.8B	12.3K	26.5K	\$532.5M	\$1.3B	\$324.3M	\$192.4M	\$131.9M
Region	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</u> or <u>Owned, Hired, and</u> <u>Non-Owned Autos</u>)
--------------	--

~~ End Exhibit B ~~

Exhibit C

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 _____