



**FLORIDA  
RESTAURANT &  
LODGING  
ASSOCIATION**

**MIAMI / DADE CHAPTER**



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**MONROE CHAPTER**



## Mission Statement

FRLA is Florida's premier non-profit hospitality industry trade association. Our mission is to **'Protect, Educate and Promote' Florida's \$82 billion hospitality industry** which represents 23% of Florida's economy and more than 1.1 million employees – making it the state's number one industry.

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# FRLA is the largest and most powerful trade association in the State of Florida

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12,000 members comprised of owner/operators of hotels, restaurants, attractions, theme parks and hospitality tourism related businesses.



## FRLA FACTS

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Celebrating 75<sup>th</sup> Anniversary

22 chapters in Florida, Miami is largest.

Monitored more than 1 500 bills last year alone.

Saved the industry nearly \$1 billion in 2021 session, same in the past fifteen years – that is \$15 billion dollars.

Largest State Association in U.S.





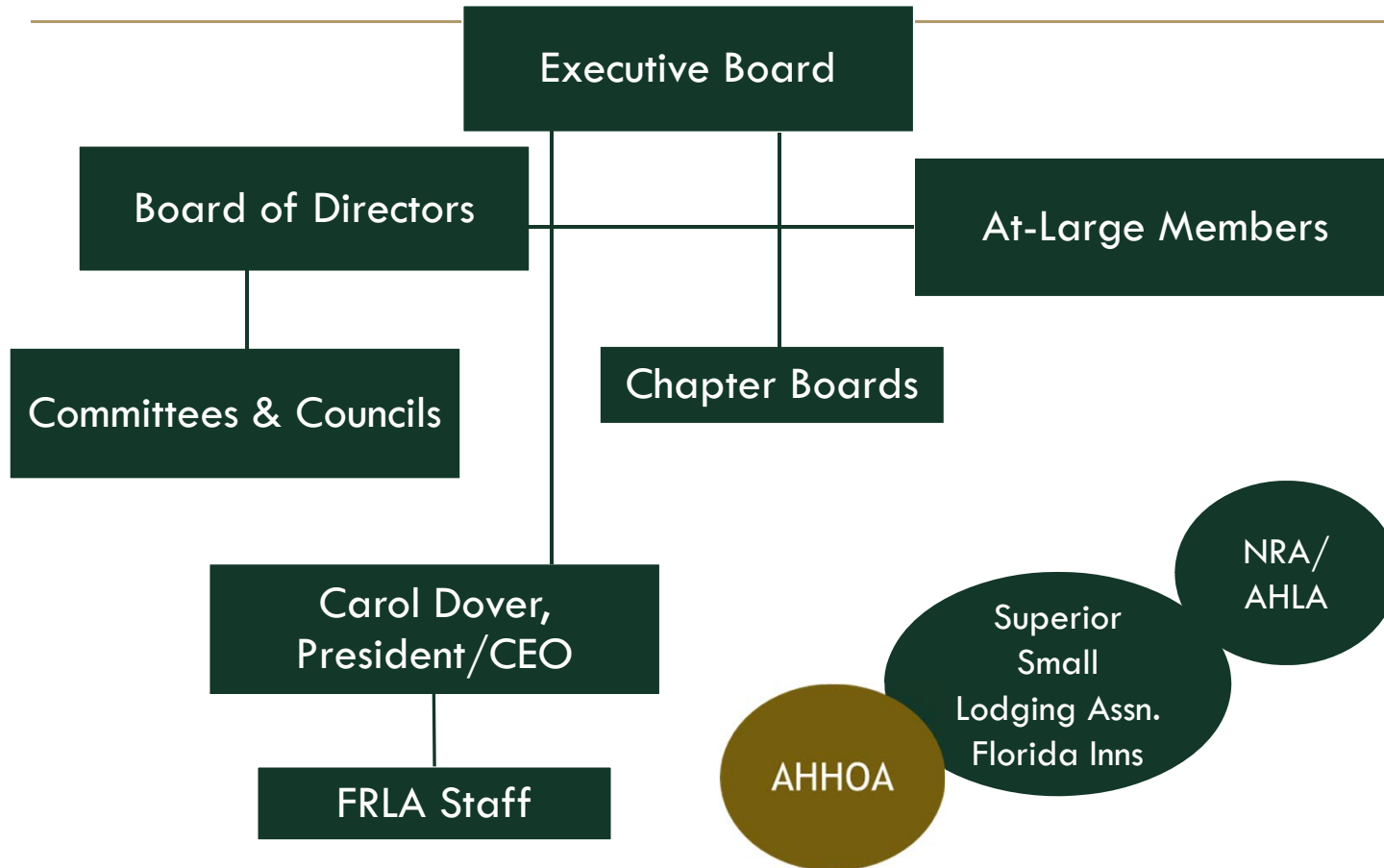
## Getting to know us

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- ❖ FRA was established in 1946
- ❖ A new corporation was formed in 2005- FRLA
- ❖ State headquarters in Tallahassee since 1994\*
- ❖ State Board of 150+
- ❖ Affiliated with the National Restaurant Association and the American Hotel & Lodging Association



# BOARD GOVERNANCE



# EXECUTIVE COMMITTEE



The State Executive Committee is the Governing Board working with FRLA leadership and our State Board of Directors

## **2021 Executive Committee Members:**

Jim Shirley, Chairman  
Olivia Hoblit, Vice Chair (Innisfree Resorts)  
John Horne, Secretary/Treasurer  
Carlos Gazitua, Sergio's  
Roger Amidon, Marriott Singer Island  
Barbara Bowden, Loew's Universal Orlando  
Sheldon Suga, Hawks Cay (Past Chair)

State Board of Directors is comprised of all Chapter Presidents  
and Representatives from each Chapter.  
Total on State Board is 150.



# COMMITTEES & COUNCILS



## COMMITTEES

- RESOLUTION & BY-LAWS
- GOVERNMENT RELATIONS
- FINANCE & ADMINISTRATION
- MEMBERSHIP & CHAPTER PRESIDENTS
- EDUCATION & TRAINING

## ➤ ALLIED MEMBER COUNCIL

*By invitation only*

## ➤ INSURANCE COUNCIL

*By invitation only*

## COUNCILS

- FRLA PAC
- EDUCATIONAL FOUNDATION
- MARKETING COUNCIL







# REGIONAL EXECUTIVE DIRECTORS

## Role of the Regional Executive Director

- Recruit & Retain Members
- Oversee & manage chapter communications, activities, meetings, and events
- Liaison to the state & local community
- Help educate about FRLA resources & benefits
- Advocate
- Fund raise
- Board stewardship
- Support high school and college culinary and hospitality programs.

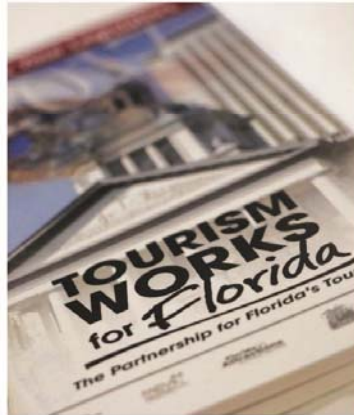
**FRLA E.Ds. are the voice of the FRLA President/CEO at the local level and the key day-to-day point of contact between Chapters and the State office in Tallahassee. Their role is to support our local Chapters; to identify and recruit volunteer leadership; to assist in the development of strong programs to better engage members; to coordinate member recruitment and retention efforts at the local level, to advocate on behalf of the industry.**





## MAKE CONNECTIONS

Network with industry power players at over 100 state and local events. Learn more about our top-notch events at [FRLA.org/events](http://FRLA.org/events). Interested in sponsoring? Visit [FRLA.org/sponsorship](http://FRLA.org/sponsorship).



## ENGAGE LEADERS

FRLA Government Relations is among the most influential and successful advocacy organizations in the state of Florida, promoting and protecting industry interests. Learn more at [FRLA.org/Government-Relations](http://FRLA.org/Government-Relations).

## TRAIN STAFF

**SAFE STAFF** DBPR's contracted provider for required Employee Foodhandler Training and your reliable source for Food Manager Certification. Learn more at [SafeStaff.org](http://SafeStaff.org).

**RCS TRAINING** Protecting your business is our business, offering alcohol compliance, food safety, anti-harassment and professional development training. Learn more at [RCSTraining.com](http://RCSTraining.com).



## GIVE BACK



The FRLA Gives Back program highlights charitable initiatives led by compassionate industry members across the state who embrace the spirit of hospitality.

The FRLA Educational Foundation provides quality culinary and hospitality training programs and resources to more than 240 Florida high schools.



Learn more at [FRLA.org/Educational-Foundation](http://FRLA.org/Educational-Foundation).





## FRLA DEPARTMENTS

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- **MEMBERSHIP** – responsible for membership, corporate relations, corporate events, FRLA Show (largest in Eastern U.S.), marketing and the FRLA magazine (circa 65,000)
- **COMMUNICATIONS** – press, media, membership communications, magazine.
- **EDUCATION** – Only authorized vendor of DBPR for safety materials, postings, assistance with permits and licenses for hotels and restaurants. Education Foundation
- **GOVERNMENT RELATIONS/LEGAL** – Internal legislative analysts, lobbying team – state and national advocacy. Internal lobbyists and external lobbying firm. General Counsel available for members.
- **RCS** – Regulatory Compliance Services – largest provider of required trainings for hotels and restaurants. Liquor licenses and renewals.



# FRLA's Seal of Commitment

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## FRLA Education Foundation & Programs

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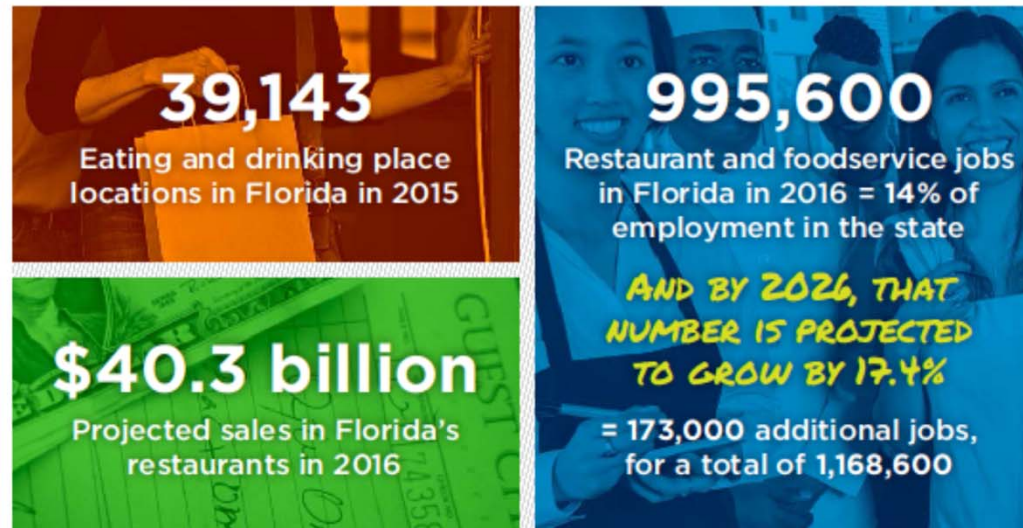
- The FRLA Foundation is responsible for the administration, curriculum and funding for two high school programs. The ProStart Culinary program and the HTMP Hospitality Tourism Management program.
- Florida has the largest program in the nation with more than 40,000 students and Miami has the largest regional program.
- The FRLA Foundation provides free textbooks, curriculum, mini grants (\$800,000 and more) and awards scholarships totaling more than \$2 million annually.
- Each chapter also support these programs with scholarships and support for the classrooms and instructors.



# Florida

## RESTAURANT INDUSTRY AT A GLANCE

Restaurants are a driving force in Florida's economy. They provide jobs and build careers for thousands of people, and play a vital role in local communities throughout the state.



HOW BIG IS AMERICA'S RESTAURANT INDUSTRY?	LOCATIONS	1 MILLION+ serving millions every day
	SALES	\$783 BILLION = 4% of the U.S. GDP
	EMPLOYMENT	14.4 MILLION PEOPLE = 10% of the nation's workforce



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**#JOINFRLA**

