



Public
Relations

Florida Restaurant and Lodging Association (FRLA) / Bed Tax Coalition

On 3 Public Relations was hired by the Florida Restaurant and Lodging Association in 2009 to organize a press conference with leaders from Florida's tourism and hospitality industry to voice concern over attempts to expand the use of Tourist Development Tax dollars. The Tourist Development Tax, also referred to as the "bed tax" or "room tax", is the per-room tax levied by counties to fund local marketing efforts.

The Bed Tax Coalition was formed to fight multiple attempts at the state and local level to divert the use of these tax dollars towards causes unrelated to increasing local tourism. Members across the state came to Tallahassee to call upon Legislators to preserve funding for Florida tourism, specifically asking legislators to oppose expanding or raising the tourist development tax with language found in HB 161. The bill was withdrawn hours after the press conference was held.

In existence since 1946, the Florida Restaurant & Lodging Association is Florida's premier non-profit, hospitality industry trade association. FRLA safeguards the needs of the hospitality industry, improves the business climate, promotes the highest levels of quality and safety for our patrons, provides legislative advocacy, and eases navigation of government regulation. The Association represents and serves more than 10,000 independent and household name members, including theme parks and the largest casual theme restaurant company in the world.

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