



**FLORIDA  
RESTAURANT  
& LODGING  
ASSOCIATION**

# Florida Restaurant & Lodging Association

## WHAT IS FRLA?

A private, non-profit trade association whose purpose is to represent the interests of Florida's \$106.8 billion hospitality industry which supports 23% of Florida's economy. We are the VOICE of the hospitality industry.

### MEMBERSHIP:

FRLA represent over 10,000 members in the hospitality industry across the state of Florida. Members include corporate chain restaurants, independent restaurants, independent hotels, national hotel chains and resorts, independently owned bed and breakfast hotels, theme parks, country clubs, allied/business partners who provide a product or service to the industry, and education partners specializing in hospitality. More members mean greater representation, bargaining power, and more affordable benefits.

### MISSION STATEMENT:

The mission of FRLA is to **Protect, Educate, and Promote** the hospitality industry.

#### Protect:

- **Government Relations:** Protecting YOU in the halls of government. The FRLA Government Affairs team monitors 100's of bills each year as an advocate for you to ensure a positive future for the hospitality industry by protecting your bottom line, saving hotels and restaurants billions of dollars in the areas of Bed Tax Dollars, Communications Service Tax, Rental and Leasing, Franchising, Gaming, Food Safety, Liquor Laws, etc.



#### Educate:

- **The Education Foundation:** A non-profit 501c3 charity operated within FRLA to oversee and support the ProStar/Culinary & Lodging Management Programs for more than 30,000 students in over 230 high schools in Florida creating a pipeline of future hospitality employees. Award \$800,000/yearly scholarships to support students who wish to begin a career in the hospitality industry.
- **Regulatory Compliance Services:** RCS provides responsible vendor/alcohol compliance training to protect your liquor license, ServSafe and SafeStaff food safety training, sexual harassment prevention, and customized trainings to improve productivity for your establishment.
- **Expert Staff:** Free consulting from experts to assist with new restaurant openings, licensing, permits, inspections, ADA rules, etc. Former AB&T and DBPR Directors are on our staff. We are the hospitality resource for you and your business.



#### Promote:

- **National Partnerships:** FRLA is the only association in Florida to have national partnerships with the National Restaurant Association and the American Hotel and Lodging Association. Membership includes a free NRA membership and hoteliers can receive 40-50% discounts on AHLA trainings.
- **Communication:** The FRLA communications team oversees the FRLA magazine, website and weekly newsletters of the associations. The communications team is often used as a resource for the media when quoting trends, legislative initiatives and general knowledge of Florida's hospitality industry.
- **Events:** FRLA produces over 150 events each year including the Florida Restaurant & Lodging Show, celebrity golf tournaments, galas, food and wine festivals, fishing tournaments, etc. Local Chapters have a Director, who works with a local board to host educational meetings, legislative round tables, networking and fundraisers.
- **Vendors:** Opportunity to create Business to Business relationships with 10,000 FRLA members.



Learn more about FRLA and how to join today!

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