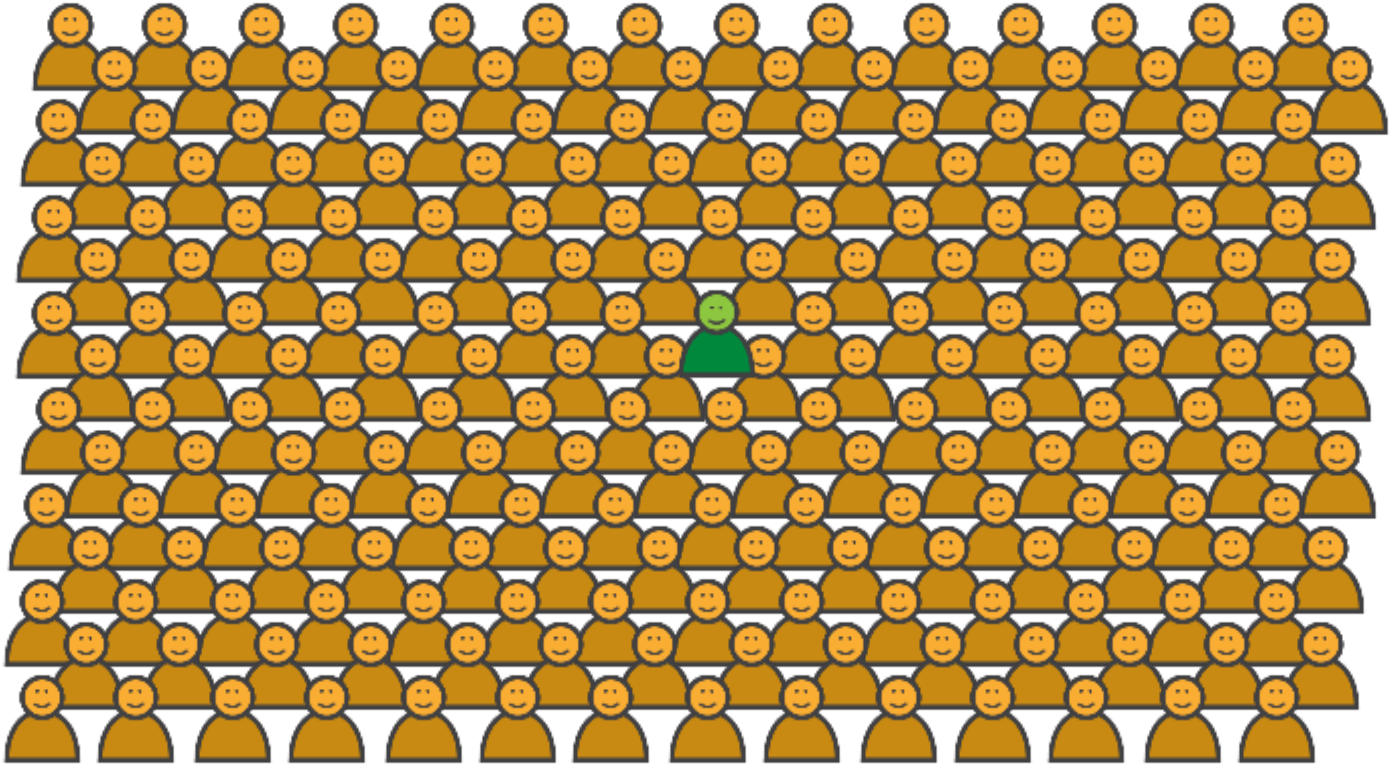
VISION 2050

Sustainability and Regeneration in Hospitality and Tourism

Jenifer Rupert, Jeff Benavides & Jared Meyers

UCF

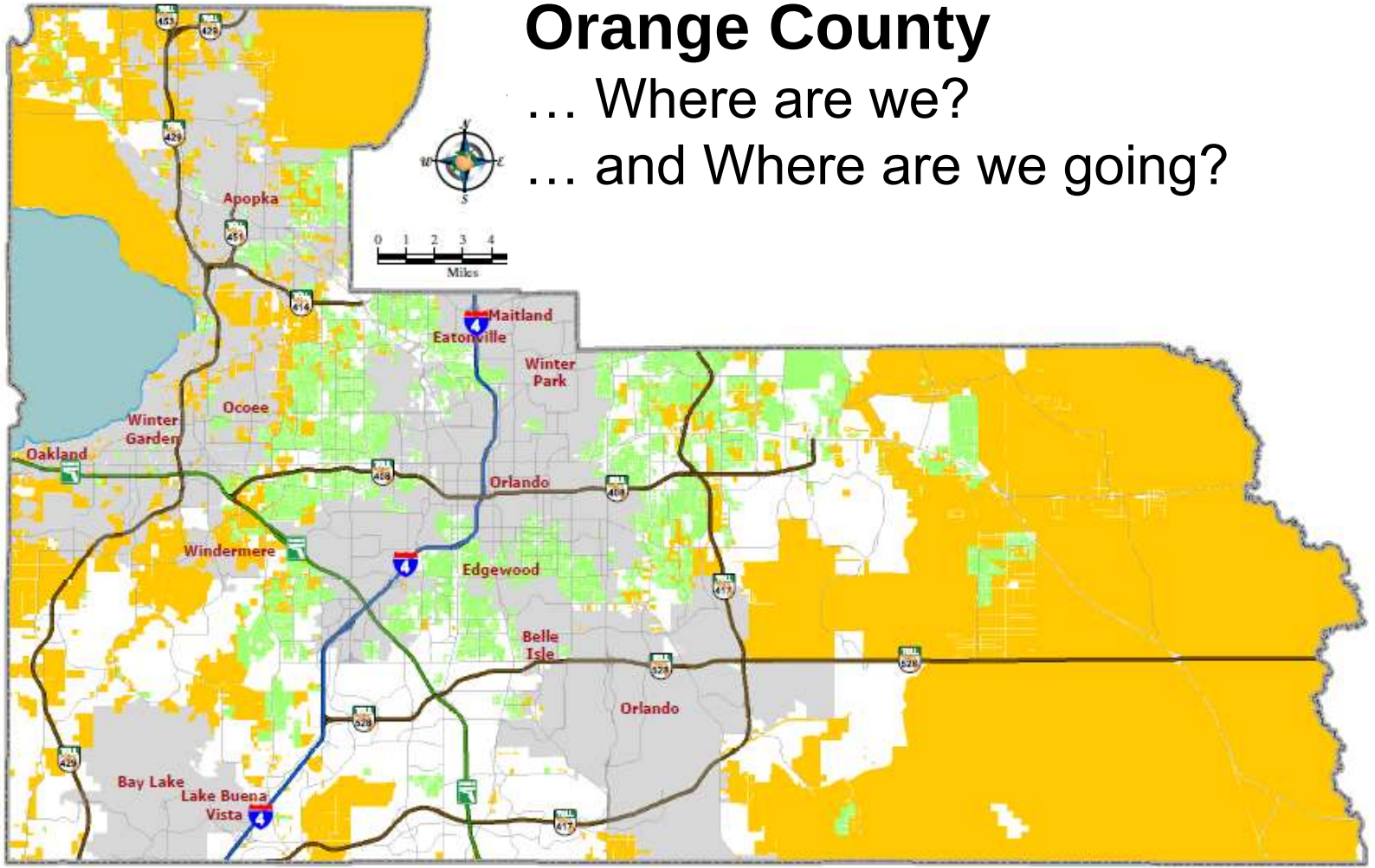
1 Resident to 255 Tourists each year



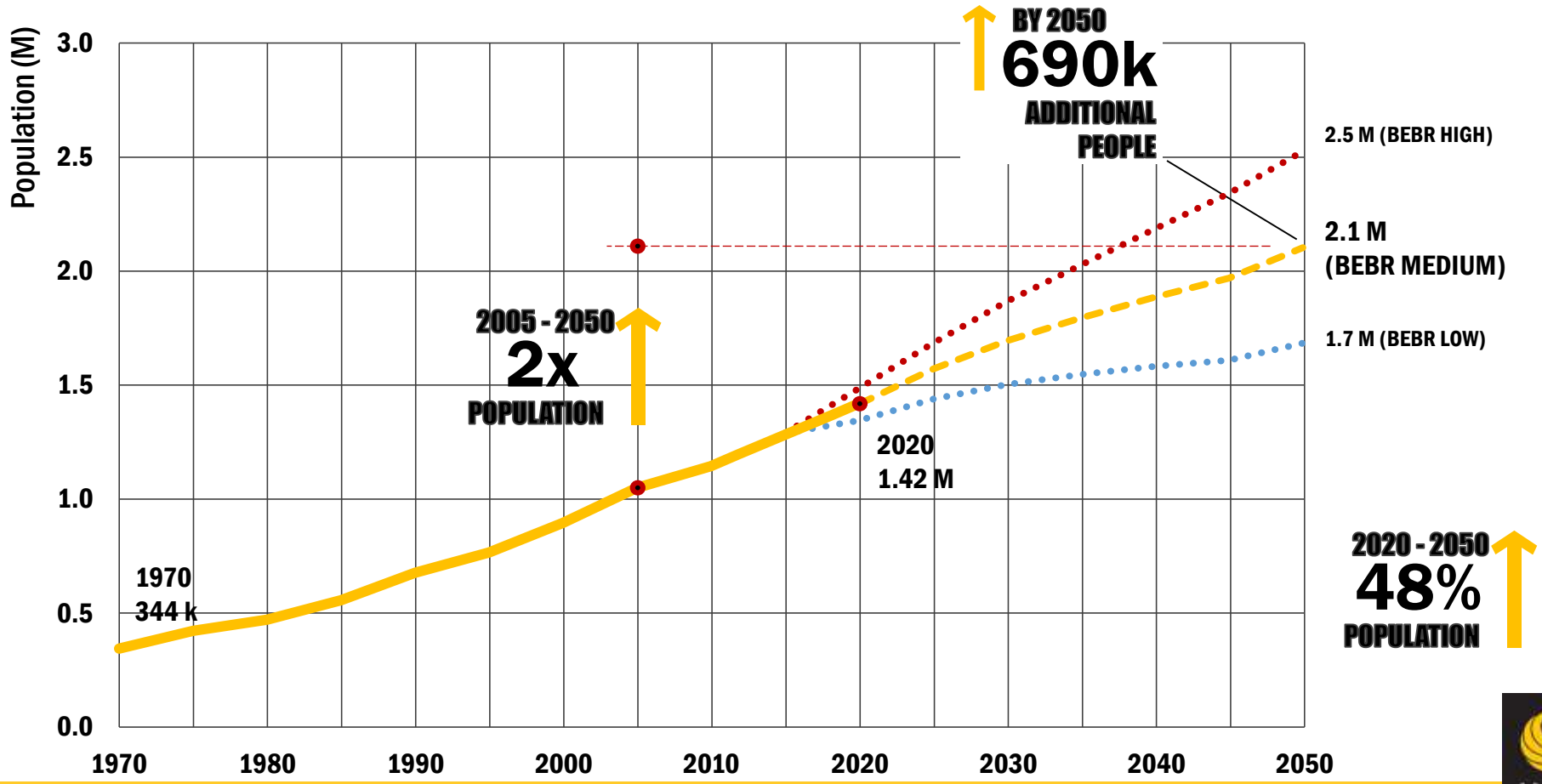
Orange County

… Where are we?

… and Where are we going?



ORANGE COUNTY POPULATION GROWTH



Data: U.S. Census Bureau (1970-2015) / BEBR 2020-2045 / Orange County (2045-2050)

LEADERSHIP

13 Cities/Towns

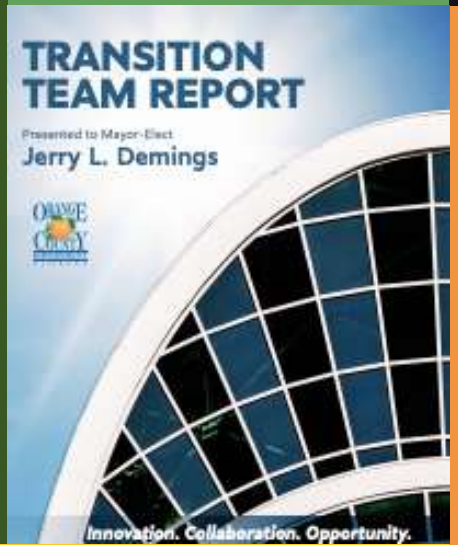
13 Leaders

13 City/Town Commissions

Mayor Jerry L. Demings

ORANGE COUNTY MAYOR

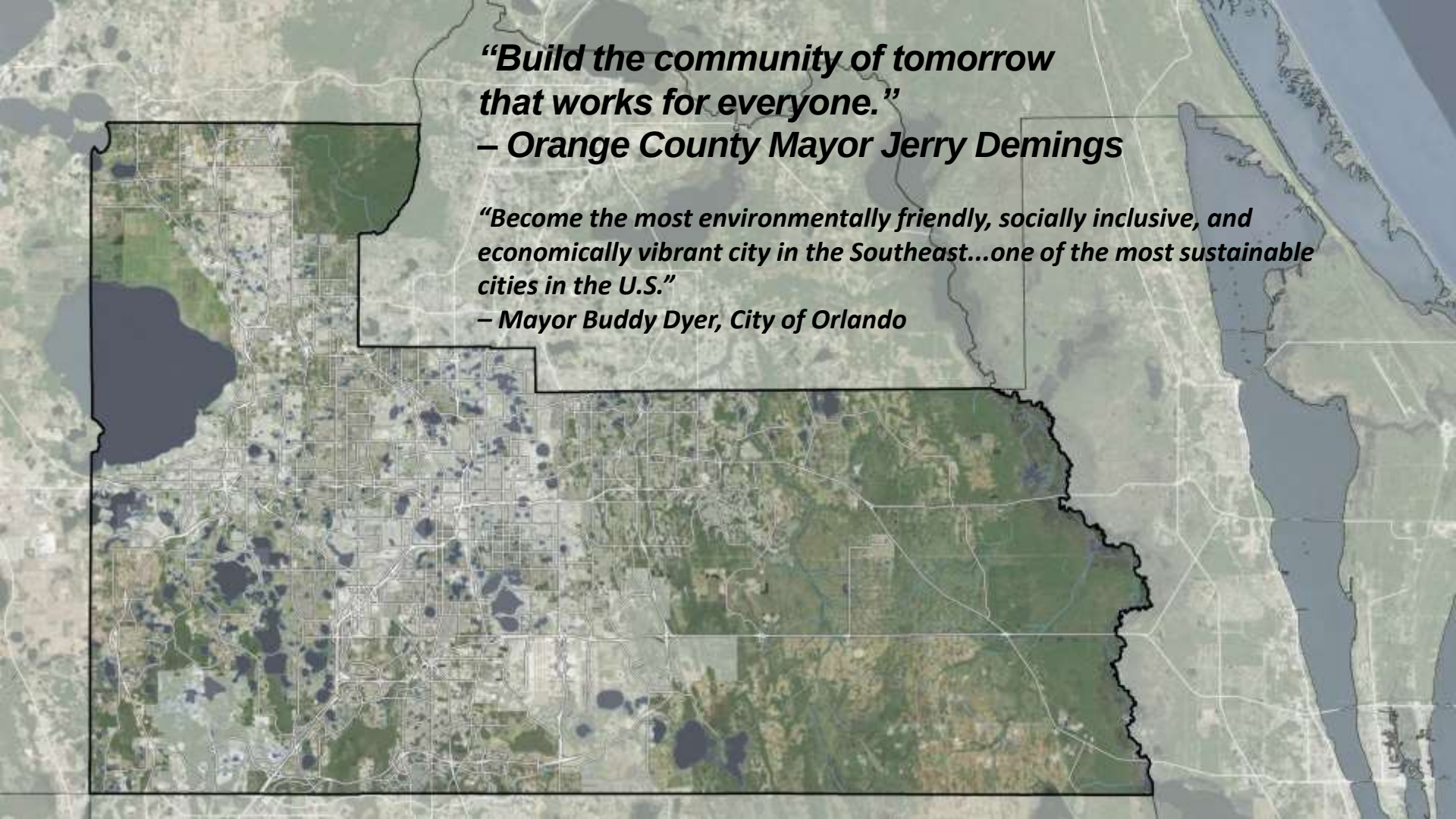
URBAN CAUCUS VICE CHAIR



INNOVATION

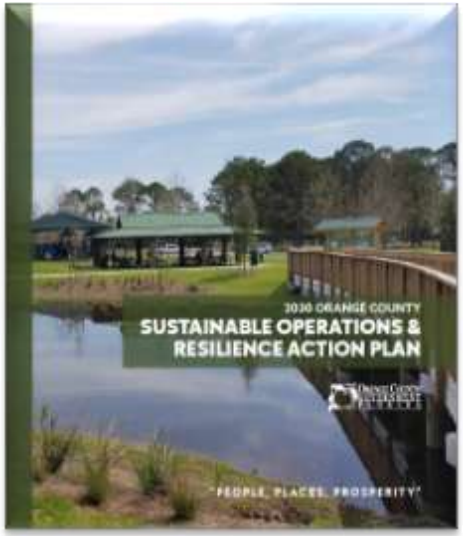
COLLABORATION

INCLUSION


“Build the community of tomorrow that works for everyone.”
– Orange County Mayor Jerry Demings
“Become the most environmentally friendly, socially inclusive, and economically vibrant city in the Southeast...one of the most sustainable cities in the U.S.”
– Mayor Buddy Dyer, City of Orlando

Community of tomorrow >>>

<u>Top-ranked</u> and recognized county for Sustainability & Community Resilience.



- **Phase 1:** Lead by example with <u>internal actions</u> - Sustainable Operations & Resilience Action Plan
- **Phase 2:** Align <u>community-wide initiatives</u> across municipalities to benefit all businesses and residents through Vision 2050 Plan

UCF

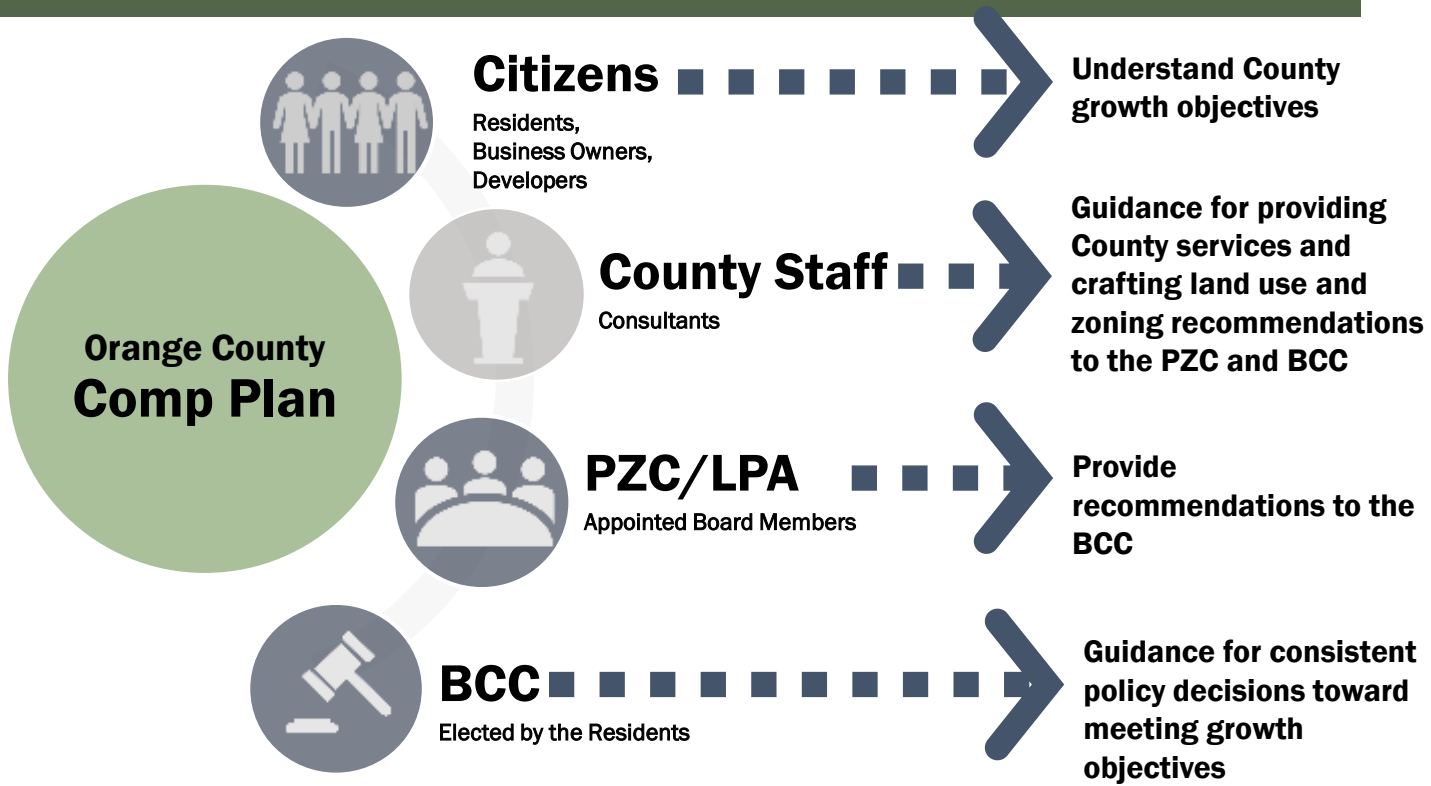
Community Vulnerabilities, Shocks, and Stressors

- Pressure on natural resources – WATER!
- Traffic congestion – Air quality + Safety
- Stress to infrastructure
- Challenge to maintain economic growth and retain good jobs
- Availability and affordability of housing & transportation
- Demand on the education system and other services (police, fire, food, schools, etc.)

Global Alignment

- LEED for Cities & Communities
- Global Covenant of Mayors
- Clean Energy Goals
- Social Equity & Livability Goals
- U.N. Sustainable Development Goals

VISION 2050


Orange County
Comp Plan
Citizens
Residents,
Business Owners,
Developers
Understand County growth objectives
County Staff
Consultants
Guidance for providing County services and crafting land use and zoning recommendations to the PZC and BCC
PZC/LPA
Appointed Board Members
Provide recommendations to the BCC
BCC
Elected by the Residents
Guidance for consistent policy decisions toward meeting growth objectives

VISION 2050 - Tourism

Build the community of tomorrow that works for everyone.

- Revitalize & grow our tourism industry
- Diversify our economic assets
- Preserve environmental areas
- Sense of place
- Enhance the outdoors for public enjoyment
- Build complete communities and neighborhoods
- Equitable work & housing
- Provide a variety of transportation choices
- Workforce resilience

TOURISM FOR SDGS a platform developed by UNWTO

HILTON AND THE UNITED NATIONS SUSTAINABLE DEVELOPMENT GOALS

Hilton

UCF

Sustainability is the new Luxury
WORLD TRAVEL & TOURISM COUNCIL