



CATS Monthly Newsletter-

JULY 2025

Dear CATS-

Have you taken full advantage of our Visit Central Florida Passes?

As a knowledgeable local, you can take full advantage of all the offers on our FREE passes. Sign up and check in to each location, receive discounts, and win prizes.



Apricot Lane

Boutique was just added to the Sunshine Savings Pass. Find your next outfit at the Downtown Winter Haven Boutique.



Polk City BBQ

Company is on the Fire and Flavor BBQ Trail Pass and just so happens to be our social media team's new favorite spot to grab lunch!



Get one **Front Page Brewing Company** pint and get another one for free on our Adventure on Tap pass in Downtown Bartow.

Scroll down to download all the Visit Central Florida passes.

Legislative Update

The proposed changes to the Tourist Development Tax (TDT) that were initially in HB 7033 were **NOT** included in the final budget that was sent to the Governor earlier this week for his signature. Thank you so much for your letters, calls and emails of support.

A new legislative session begins on January 13, 2026 and there have already been discussions around TDT reform so it will likely be a focus again next year. Be sure to stay in touch with our legislative delegation, especially when they are

back home in their district(s) to remind them how important the tourism industry is to our county's economy.

Have you taken the new CATS Online Course?

This new course will be shorter and easier to complete. Everyone who has been certified will remain certified; however, we encourage EVERYONE to take the new online course.



[Sign up to take the New CATS Online Course!](#)



Last Month...



Last month our Se7en Wetlands Park CATS Exclusive Tour was canceled to due to unexpected maintenance. It has been rescheduled for October.

Coming Up...



JULY

Florida Air Museum

AUGUST

TBA

If you would like to come on one of our CATS Exclusive Tours, you must be a Certified Ambassador of Tourism and Sports.

To become an ambassador, you must complete the CATS Online Course.

Our new online class is up and running! Please sign up!

CATS Exclusive Tour Invitations will be emailed to all Certified Ambassadors of Tourism and Sports.

CATS Shirts are in!

Certified Ambassadors of Tourism & Sports can pick up their CATS Shirts at the Welcome Center starting **March 4th!**

How to pick up your CATS Shirt?

- First, you must be a Certified Ambassador of Tourism and Sports.
- Second, inform the front desk you are here to pick up your CATS Shirt.



- Third, show our staff your CATS Certificate!

*Shirts are limited sized, and are first come, first serve.



Friday Flicks at the Welcome Center

Fridays, July 11 - 25 | 2PM

The Welcome Center is hosting movies Friday afternoons in July. Bring a blanket or chair and enjoy a movie with a free snack.

- July 11- How To Train Your Dragon
- July 18- The Super Mario Bros Movie
- July 25- The Secret Life of Pets



Puppy Cuddle at the Welcome Center

July 26 | 10AM – 1PM

Cuddle a furry friend at the Welcome Center! The SPCA will be onsite for a Puppy Cuddle Fundraiser and Adoption Event.

- \$5 Donation for 5 minutes of puppy cuddling
- 100% proceeds go to the SPCA
- Puppies will be available for adoption (adoption fees apply)



Back to School Bash at the Welcome Center

August 2 | 9AM-12PM

The first 500 students will receive a FREE backpack (child must be present to receive backpack – while supplies last). Vendors will be on site giving away additional school supplies as well as other kid friendly items (while supplies last). Games; Kid-Friendly crafts; Free Caricature Artist Drawings



Visit Central Florida's Visitor Experience Team and the Welcome Center is excited to announce the launch of its official Instagram and Facebook pages!

Now, visitors and locals alike can stay connected and up-to-date with the latest events, attractions, travel tips, and exciting happenings throughout the county. By following these social media platforms, you'll get insider information, special offers, and a closer look at everything Central Florida and the Visitor Experience Team has to offer. Be sure to follow them today to explore the best of Central Florida and make the most of your visit!

[Follow Visit Central Florida's Visitor Experience Team on Instagram](#)

[Follow Visit Central Florida's Visitor Experience Team on Facebook](#)

PS. CATS have an entire highlight on our @WelcomeCentralFL Instagram page!





Happy 4th of July!

Happy Independence Day!

Learn more about all the Independence Day Celebrations in Polk County

[HERE!](#)

Or check out our '*What's Happening in Polk County*' Flyer.



Polk County Burger Week

July 18-27

Join the excitement as Polk County hosts the 2nd Annual Burger Week event! From classic cheeseburgers to inventive gourmet creations, local eateries are gearing up to showcase their best burger offerings. Residents and visitors alike can look forward to a

Check out our Visitor Experience Team and our WOW (Welcome on Wheels) at Thunder on the Ridge in Haines City on the 4th!

week-long celebration of all things burger, with each restaurant putting its unique twist on this beloved American dish. Polk County's Burger Week aims to not only tantalize taste buds but also to support our up and coming vibrant culinary scene. With special deals and the opportunity to explore new flavors, this event is sure to be a hit with foodies and burger enthusiasts alike.

[Click here to learn more about Burger Week!](#)

[Check out our Visit Central Florida Event Page for more fun!](#)

[Download the 'What's Happening in Polk County' Flyer here.](#)

[View digital guides from Visit Central Florida](#)



Avelo Airlines & Lakeland International Airport

Routes include:

- Grand Rapids, MI
- Nashville, TN
- New Haven, CT
- New York/ Long Island, NY
- Philadelphia/ Wilmington, DE
- Rochester, NY
- San Juan, PR

[Learn more about flying out of LAL here.](#)

Passes

Adventure on Tap: Central Florida Craft Beer Pass

What's better than a cold beer on a hot Florida day? Nothing! Simply sign up and we'll text and email you the free pass. From there, just stop into any of the listed vendors and check-in on the pass to be qualified for prizes. Check-in at 1 participating business and receive a custom Koozie. Check-in at 3 breweries and receive a custom pint glass. Check-in at ALL locations and be entered to win a quarterly drawing for a \$100 gas card!



[Get Your Central Florida Beer Pass Here](#)



Sunshine Savings Pass

The Sunshine Savings Pass will provide a unique opportunity to stay longer, play harder, eat more, and shop till you drop while in Polk County, FL. The pass showcases exclusive discounts and special offers for local restaurants, shops, and more. Get your Sunshine Savings Pass today and experience why Central

Florida's Polk County is truly
Florida's Sweetest Spot.

[Get Your Savings Pass Here](#)

Fire & Flavor BBQ Trail Pass

From mouthwatering specialties crafted by acclaimed pitmasters to an amazing assortment of signature sauces and sides, your taste of The Real Florida Magic is here in Florida's BBQ Capital. And now you can enjoy it all – and earn prizes – with your free Fire & Flavor BBQ Trail Pass! Simply sign up and we'll text and email you the pass. From there, just stop into any of the listed restaurants and check in on the pass to earn prizes.



[Get the BBQ Trail Pass Here](#)

Mural Magic Pass arriving soon!

ANY QUESTIONS?

[Email our Education Coordinator](#)

Thank you, CATS!