In Florida alone, the cumulative economic impact of the hospitality industry is a staggering $57 billion dollars – 20 percent of Florida’s economy. It is the state’s largest employer with a workforce of more than 900,000 and is undergoing dramatic changes driven by advances in technology. The training and skill sets required to be successful in the field demand advanced study and extensive hands-on experience.

As Southwest Florida’s leading provider of hospitality and tourism talent, USFSM College of Hospitality and Technology Leadership (CHTL) makes a significant and meaningful impact on the area’s economy. Our international faculty of impressive stature and renown in the world of hotel and restaurant management produces experienced, educated and career-oriented hospitality leaders and professionals. Since its establishment in 2003, graduates of CHTL have enjoyed a 98 percent placement in their field.

A new era of total connectivity and access to information 24 hours-a-day, seven days a week has created the demand for training in a variety of emerging technical fields, including Android Web Apps, IT Strategy and Entrepreneurship. The IT curriculum has been designed as a team effort among educators and industry partners, resulting in rigorous content aligned with current and emerging industry needs.

The College is becoming truly global, welcoming students, chefs and faculty from Taiwan, China, France, Germany and Turkey.
The ingredients are in place to take the College of Hospitality and Technology Leadership to the next level of leadership and professionalism that will place it in the top 10 of hospitality schools in the U.S. Private and institutional philanthropy will help CHTL realize its exciting potential, with unlimited rewards.

**FUNDING PRIORITIES**

- Increase the Endowed Professorship to an Endowed Chair $500,000  
  - Honors and recognizes the distinction of superior faculty
- Technology and Hospitality Naming $2,000,000  
  - Name the new center
- Equipment for Culinary Center $200,000  
  - Culinary Kitchens and Demonstration Stations
- Endowed Scholarships $25,000+  
  - Critical to USFSM because they generate predictable, growing streams of income in perpetuity

**HELP GROW HOSPITALITY EDUCATION AND INNOVATION BY DONATING TO USFSM COLLEGE OF HOSPITALITY AND TECHNOLOGY LEADERSHIP**

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