

Greater Fort Lauderdale Alliance
FY 2022 Performance Measures
Supplemental Information
3rd Quarter

1. The Alliance annual goal for new domestic and international leads is to develop 225 leads (175 domestic and 50 international), or 56 leads per quarter for FY 2022. The Alliance developed 99 domestic and 28 international leads for a total of 127 leads during the first three quarters. This represents 75% goal attainment year to date. However, the Alliance has additional in-person meetings and advertising outreach scheduled for the fourth quarter and anticipates meeting this objective for the year.
2. The Alliance annual goal for the number of announced projects is 16, or 4 completed projects per quarter. There were 11 completed projects in the first three quarters for 92% goal attainment year to date. While this number is under goal at this time, there are a number of projects in the pipeline and project generation outreach programs in process, and it is anticipated that this objective will be met for the year.
3. The Alliance annual goal for new value-added jobs is 1,600, or 400 new jobs per quarter for FY 2022. The Alliance helped companies create a total of 950 new value-added jobs during the first three quarters. This represents 79% goal attainment. While this number is under goal at this time, there are a number of projects in the pipeline and project generation outreach programs in process, and it is anticipated that this objective will be met for the year.
4. The Alliance annual goal for direct capital investment is \$105 million (\$100 million domestic and \$5 million international), or \$26.25 million per quarter. Total direct capital investment for the first three quarters of FY 2022 was \$56.2 million, or 71% goal attainment. While this figure is under goal at this time, there are a number of projects in the pipeline and project generation outreach programs in process, and it is anticipated that this objective will be met for the year.
5. The Alliance annual goal for business retention and expansion is to conduct 180 corporate visits in FY 2022 or 45 per quarter. The Alliance conducted a total of 76 visits during the first three quarters, which represents 56% goal attainment year to date. This goal is below objective partially due to a transition in employees at the Alliance including having a new Director of Workforce Services on loan. Through training of this person and his being able to dedicate more time to the Alliance in his outposting, this should help get back on track to goal. Additionally, the Alliance will engage additional staff members to assist in the visits and work proactively to schedule meetings engaging more of the executive leadership, with the plan to get to goal by year end.
6. The Alliance annual goal for the number of retained jobs is 1,300, or 325 retained jobs per quarter for FY 2022. There were 215 retained jobs in the first three quarters or 22% goal attainment. This is a reflection that due to the pandemic and the latest number of positive cases, most companies continue to remain in place and are not choosing to look at locations outside the area. While this number is under goal at this time, it is anticipated that as the pandemic has less of an impact on businesses in Broward County going forward, they will be considering competing locations for job expansions or relocations and this number will grow in line with goal as the year progresses.

7. The Alliance annual goal for CareerSource Broward partnerships is 20 company partnerships for FY 2022, or 5 companies per quarter, and \$750,000 in dollar value for FY 2022, or \$187,500 per quarter. In the first three quarters, there were 7 company partnerships and \$896,000 in dollar value of funds requested. This represents 46% attainment in number of partnerships, 159% of dollar value requested and 17% of funding approved. This objective was missed due to funding for workforce programs across the state not being available, as the requests for training dollars statewide has outpaced the dollars allocated by the Legislature. Our ability to achieve these numbers for FY 2022 will be dependent on the state funding the training programs at a higher level in the future.