

**ADDITIONAL MATERIAL
REGULAR MEETING**

NOVEMBER 13, 2025

**SUBMITTED AT THE REQUEST OF
COMMISSIONER MICHAEL UDINE**

White Paper on Broward County's Identity

Statement:

One would think that Broward County, with a population of two million people, in the geographical center of Miami-Dade and Palm Beach counties would be recognized as the business, economic, cultural, tourist and recreational hub of more than 6.5 million people. This population area identified officially by the United States Office of Management and Budget (OMB), as the “Miami – Fort Lauderdale – West Palm Beach” Metropolitan Statistical Area (MSA), is the largest MSA in Florida, the seventh largest MSA in the Nation, and if the area was a state, would be larger in population than thirty-one states in the U.S.!

Anecdotally, it has been recognized for years that the name “Broward” has no name or location identifier outside of the state of Florida. However, and more disturbingly, according to major perception and branding studies conducted over a 14-year period from 2009 to 2023 by the Greater Fort Lauderdale Alliance, and a recent SWOT exercise by the County's own Port Authority, the name and location identity of “Broward” is hardly recognized outside of its jurisdictional boundaries in its own Metropolitan Statistical Area (Miami, Fort Lauderdale, West Palm Beach MSA), and definitely not recognized outside of the state of Florida, the Nation, and globally. Such loss of “Place Branding” has hurt economic engines such as the Port Authority to attract global cargo business, or the relocations of corporate headquarters to an area in the center of 6.5 million people. In fact, the findings of the studies consistently revealed a significantly clear gap in external recognition between the name and location identifier, or “Place Branding”, of “Broward” versus “Fort Lauderdale”, or “Lauderdale”.

History of “Place Branding”:

During the early 1970s and well into the 1980s in America, there were major economic shifts from urban cities further into other parts of the counties in which they were located, or “suburbia”. Such economic shifts changed the dynamics, and competition between cities for economic development to competition between metropolitan areas or counties, not just within their respective states but nationally and to a larger extent, globally. To be recognized nationally and internationally, however, and to enhance the economic prosperity of the entire county, economic development agencies, urban planners, and marketers began “place branding” and leveraging the “brand” and identity of the historical unique city within the county or geographic area, as the identity and brand of the county.

White Paper
on
Broward County's Identity

Coordinated efforts, as those mentioned above, emphasize the significance of a strong “place brand” identities and strategic marketing initiatives, that reflects the county’s identity, unique geographic location, aspirations, points of community pride, and values.

Today, with transient population growth, business expansions, technological advancements, cities, counties, and regions, actively compete for talent, investment, and tourism in national and globalized economies. Because of overlapping agencies, indistinguishable municipal boundaries, and population expansion, the concept of “place branding” has evolved into a complex practice of strategically coordinating and integrating marketing, urban planning, economic development, tourism, infrastructure development, and many other private and public disciplines.

Toward that effort, several county/city mergers came about such as Jacksonville/Duval County, Florida, Virginia Beach/Princess Anne County, Virginia, or Nashville/Davidson County, Tennessee, and in 1997 the citizens of Dade County changed its name to Miami-Dade County and for economic development uses the “place brand” of Miami for the entire county, and in some cases the entire Metropolitan Statistical Area (MSA) of Miami-Fort Lauderdale-West Palm Beach, designated by the United States Census Bureau.

Alternatives for changing the name of Broward County:

In 1974, the citizens of Broward County followed Dade County successful efforts in 1957, voted to be a “Charter County” enabling the citizens of Broward to have “limited home rule” through a formal written document conferring the form of governing with power, duty, and authority over its operations distinct from the state. The Charter also provides three alternative methods for its revision or amendments; either alternative must eventually be approved by a majority vote of the electors (people) voting, and are:

First alternative, the County Commission has the authority vested to it by the Charter to propose amendments and revisions before going to the electors, however, the Commissions needs approval of half commissioners + 1 to proceed to referendum (Sec. 2.06):

Second alternative, amendments proposed by a 19-member board known as the Charter Review Commission appointed by the County Commission every 12 years (next appointment by the County Commission is in January of 2027). The County Commission then holds hearings for approval or rejection to present the recommendations from the Charter Review Commission before the electors of the County (Sec. 6.01):

Third alternative, the Charter provides for the Petition or Initiative filed with the County Administrator by the electors of Broward County with the minimum number of signatures

White Paper
on
Broward County's Identity

representing 7% of the total number of registered voters at the time of the last election, and a maximum of 25% of valid signatures from one County Commission District, before it can go to referendum. If valid signatures equal 10% or more of the total registered voters, an election should take place within 90 to 120 days from Supervisor of Election's determination of validity (Sec. 7.01).

Fourth alternative. Florida's Constitution allows a fourth alternative. "Local bills" may be filled by a state legislator, which does not need approval from a county commission—including a "Charter County" Commission. Such "local bills" are filed by a member of the Florida House of Representatives who is also a representative from the delegation of the county the "local bill" addresses. While not every local bill requires voter approval, politically sensitive issues often include a provision for a local referendum. A bill proposing a change to a county's name, especially a large one like Broward, would almost certainly be considered politically sensitive and be subject to a referendum.

Passage and enactment: After gaining delegation approval, the "local bill" would then need to pass through the normal legislative process in the Florida House and Senate. If the bill passes both chambers, contingent upon the approval by a majority of the voters of Broward County in a referendum, it would then be sent to the governor to be signed into law. The Governor then can sign the bill, or allow it to become law without his signature, or veto the bill.

Other "Place Branding" Alternatives:

There are also examples of counties that have not found it necessary for county/city mergers or name changes. Those counties recognized the critical economic importance "place branding" has on the area by identifying the historical unique city within the county and making that name or part of the city's name, the "place brand" of the county. Only through coordinated marketing and public relations efforts, without legislative actions, the news media, names of county economic and tourist development agencies adopting the "place brand" name, followed by sports teams, hospitals, and other county wide agencies began using the "place brand" in its name.

Some examples of metropolitan counties adopting place brands are Davidson County, TN (Nashville), Marion County, IN (Indianapolis), Clark County, NV (Las Vegas), Harris County, TX (Houston), Fulton County, GA (Atlanta), Maricopa County, AZ (Phoenix), King County, WA (Greater Seattle, or Seattle).

Probably the greatest example of "place branding", without a name change or count/city merger, of not just one county, but seven counties, using the same name of the unique historic

White Paper
on
Broward County's Identity

city's name and its geographical location as the "place brand" are Hillsborough, Pinellas, Pasco, Hernando, Manatee, Polk, and Sarasota Counties all using the singular "place brand" of Tampa Bay with the multiple cities within those areas marketing that they are in the "Tampa Bay" area. Today, through such coordinated effort of "place branding", we all know the identity and location of those counties, not through their official name but their "place brand" name of: the Tampa Bay Rays (MLB), Tampa Bay Lightning (NHL), Visit Tampa Bay (tourist development), Tampa Bay Partnership (economic development), Tampa Bay Area Regional Transit, Tampa International Airport, The Port of Tampa Bay, and the four major national television networks (CBS, NBC, ABC, and FOX) have local affiliates in multiple cities of those counties, but all brand themselves in some fashion as serving "Tampa Bay". Finally, Florida's largest newspaper in circulation is the Tampa Bay Times.

The news and entertainment media in Miami-Dade, Broward, and Palm Beach Counties has begun to emphasize only two prominent markets – Miami and Palm Beach. Such emphasis began twenty-five years ago by the Fort Lauderdale Sun-Sentinel in its effort to expand into Miami-Dade and Palm Beach counties. After 47 years, the Sun-Sentinel substituted the words "South Florida" in place of "Fort Lauderdale" to its banner. Still today, the dominant papers in those two counties remains the Miami Herald and the Palm Beach Post.

The "South Florida" SunSentinel hardly has any "place brand" outside of the Miami – Fort Lauderdale – West Palm Beach MSA since the new brand "SunSentinel" promotes "South Florida" heading its banner in smaller lettering situated over the SunSentinel title. The "place brand" of "South Florida", is confusing. In 1956, the state legislature created a new university in the most southern part of the state, at the time, and named it the University of South Florida in Tampa – certainly not in the "South Florida" Sun Sentinel's circulation area. To those outside of the state, do they recognize "South Florida" as located on the East side or West side of Florida? More interestingly, however, the SunSentinel is not against "place branding". In Central Florida, their newspaper in the Greater Orlando Area, the "Orlando Sentinel" serves Orange, Seminole, Osceola, and Lake counties, yet the SunSentinel organization has "placed branded" Orlando – not, "Central Florida".

Recently, in August 2025, and after almost seventy years affiliation with the national ABC television network, WPLG Local Channel 10 for Miami and Fort Lauderdale, became independent of a national broadcaster, and discontinued its affiliation with ABC. ABC now airs broadcasting in Broward, Miami-Dade, and Monroe counties on Fox Channel 7.2 as "ABC Miami". "Local 10 WPLG" continues to "place brand" – "Miami, Fort Lauderdale, and the Keys".

White Paper
on
Broward County's Identity

Other Instances of the absence of an aggressive and coordinated “Place Brand” for the people of Broward County:

To focus on the relevance of “place branding” and its effect on an individual’s perceptions nationally and outside of the state of Florida, we provide two recent nationally reported incidents in Broward County. First, recently while reporting on an airplane crash in Pembroke Pines and the honors the City Commission and Mayor gave to the rescue heroes, David Muir on ABC Miami reported that Pembroke Pines, Florida was north of Miami.

Secondly, in another national reporting instance, The New York Times reported about the kind family in Parkland, Florida who had adopted a rescued and abandoned malnourished bull terrier who miraculously had been saved by a Florida State Trooper from the ravishes suffered by Hurricane Milton. It was a great humanitarian article, and all were praised for their efforts, as they should. The city of Parkland got a lot of mention in The New York Times, however, the reporter, Johnny Diaz’s “date line” (the name given by all news publishers of the location of the reporting) was “Miami”. No mention of Broward or Fort Lauderdale as a “place brand”. From our observation, Miami-Dade County has successfully taken great strides in getting the national media to now identify “South Florida” and cities in Broward as part of “Miami”.

If such insidious confusing marketing efforts of “place branding” Broward County as part of the “place brand” of “South Florida”, “Miami”, or “Palm Beach”, the county’s efforts to attract business, corporate headquarters, boost internal investment, talent attraction, and tourism – all part of the county’s GDP, will be diminished.

It is important to recognize that in all of these examples that there is a positive correlation between economic growth for all with strategically identified “place branding” names. Miami and Palm Beach are household names. If the county continues to be identified as Broward County, we risk becoming the “in-between county”, overshadowed and not recognized. The “place brand” of Lauderdale gives us a clear, confident voice in regional, national, and global affairs, which leads to civic pride and self-determination.

Without a coordinated solid major marketing effort shared throughout the county effort enhancing Lauderdale’s identity similar to what the counties, governmental organizations, businesses, and sports teams of Tampa Bay have done, the hard work performed by The Greater Fort Lauderdale Alliance and Visit Lauderdale’s efforts to promote the Greater Fort Lauderdale area as a premier year-round business, recreational, leisure, and meeting destination will be minimized for the greater good of two million people of Broward County. Not only will Broward become assimilated with either parts of Miami or Palm Beach, and a name without an identity outside of the state’s boundaries, but the name identity and brand of Fort Lauderdale or Lauderdale, could also be diminished. **The time has come that if we don’t define ourselves, others will.**

White Paper
on
Broward County's Identity

Perception and Place Branding Surveys and Studies:

Over a 14-year period from 2009 to 2023, four major perception and branding studies consistently revealed a significant gap in external recognition between “Broward County” and “Fort Lauderdale” or “Lauderdale”. Across all four studies, there is consistent evidence that the “Lauderdale” brand is stronger and more marketable than Broward County. Historical data shows that emphasizing the Fort Lauderdale name correlates with higher positive perception, stronger business associations, and increased consideration as a corporate headquarters location. Rebranding could plausibly enhance economic growth throughout the county through improved business attraction, tourism growth, and talent recruitment.

The four perceptions and branding studies (attached) are summarized as follows:

2009 (CEO Council Presentation):

- Site selection consultants rated Fort Lauderdale’s image far higher (65.2% positive/very positive) than Broward County’s (39.1%).
- Stakeholders noted that outsiders rarely recognized the name “Broward,” and that it was a clear gap that “Fort Lauderdale” was more recognizable nationally and internationally than “Broward”.
- Recommendations included rebranding under Fort Lauderdale for business recruitment.

2011 (Perception Survey):

- Positive image and the perception of the “Greater Fort Lauderdale” “place brand” rose considerably to 82% from 65% in the 2009 study.
- Association with “Corporate Headquarters” began to emerge utilizing the “Fort Lauderdale” brand, though tourism and leisure still dominated perceptions.
- Reputation as a retirement/beach community remained a challenge for attracting corporate relocations.

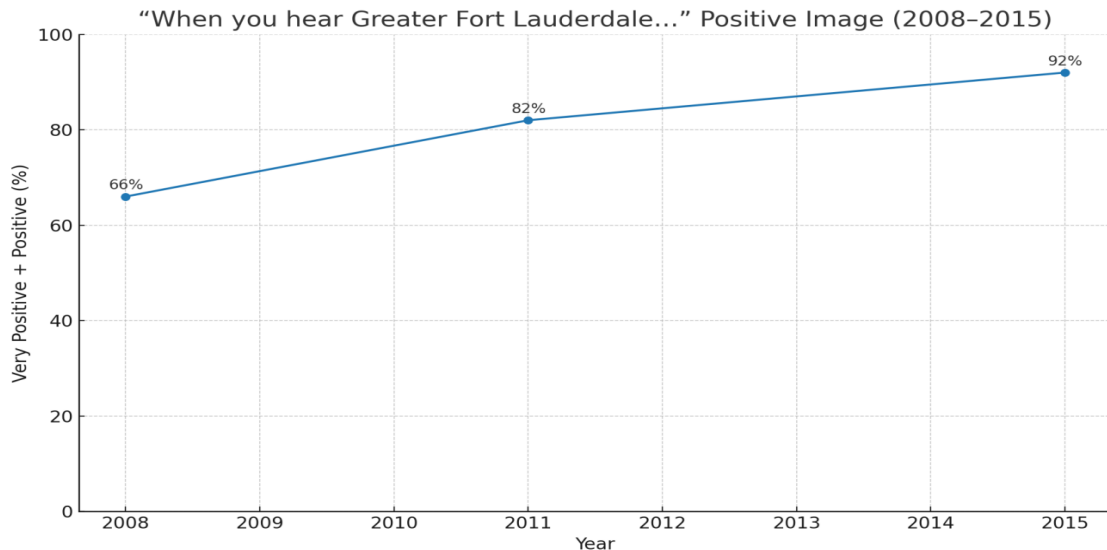
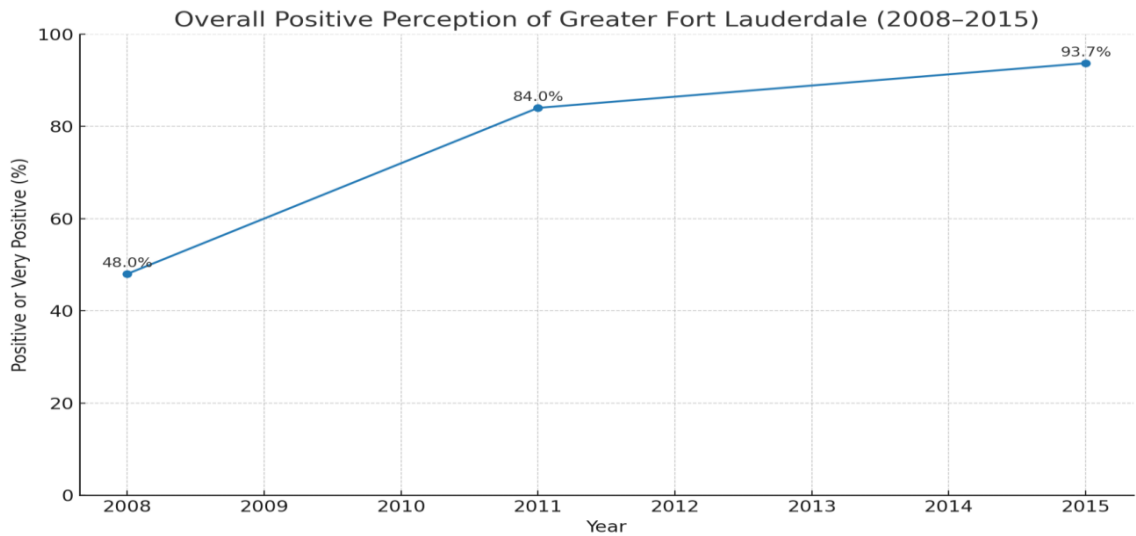
2015 (Perception Survey):

- The clear gap widens with a positive image of the “Greater Fort Lauderdale” brand reaching 92%, and its association with “Corporate Headquarters” doubled from ~37% in 2011 to 63.5%.
- Improvements were credited to sustained marketing under the “Greater Fort Lauderdale” brand and direct outreach to business decision-makers.
- Tourism remained a strong association, but business identity was strengthening.

2023 (Community Brand & Name Analysis):

- Broad agreement among stakeholders, relocated residents, and businesses that the “clear gap” persists, and that the name “Broward” is little-known externally, and largely invisible to outsiders. “Fort Lauderdale/Lauderdale” is widely recognized and is now a “de facto” identifier in tourism and business.
- Businesses overwhelmingly supported a name change for marketing and economic development benefits by removing the word “Greater” and have a new “place brand” of either “Fort Lauderdale” or “Lauderdale”.
- Residents were initially indifferent but became supportive when shown potential job creation and economic growth impacts.

White Paper on Broward County's Identity



As noted in the graphs above, positive perceptions grew from 48% in 2008 to 92% by 2015 driven by proactive marketing under the Fort Lauderdale “place brand”. Across all four studies, there is consistent evidence that the “Lauderdale” brand is stronger and more marketable than “Broward County”. In addition, across all surveys, business decision-makers repeatedly link the brand “Fort Lauderdale or Lauderdale” to relocation decisions.

Such business considerations were reinforced in the 2023 survey when the business leaders believed that a name change to “Lauderdale” should be immediate, since the name “Lauderdale” gave Broward County a competitive advantage over other metropolitan urban areas for attracting companies and talent.

Historically, from 2009 to 2015, residents of Broward County were indifferent since their emphasis is local and “place branding” was not relevant to them. However, in the 2023 survey, residents supported a change in the name when the economic benefits to the entire county and its citizens were explained.

White Paper
on
Broward County's Identity

The data and all the historical surveys demonstrate that emphasizing the Fort Lauderdale name or Lauderdale, correlates with higher positive perception, stronger business associations, and increased consideration as a corporate headquarters location and continues to expand tourism county-wide. Rebranding could therefore plausibly enhance GDP through improved business attraction, tourism growth, and talent recruitment.

Summarizing more than Fifteen years of Strategic Analysis and Perception and Branding Surveys:

- **Corporate relocation & jobs.** Site selectors and corporate real-estate leaders equate the area's business identity with **Fort Lauderdale**, not "Broward," and they repeatedly recommend active rebranding to compete nationally. Moving the county name to **Lauderdale County** removes a persistent recognition hurdle and aligns with how decision-makers already search and shortlist locations—raising consideration for HQs and high-wage projects.
- **Port & logistics.** "Port Everglades" confuses geography; "**Port Lauderdale**" fixes that, aligning the port with **FLL International Airport**, and **Visit Lauderdale**, all three county agencies, and sharpening differentiation from Miami. That cohesion is expected to lift cruise/cargo marketing efficiency and throughput—core drivers of countywide jobs and income.
- **Tourism & meetings.** The "Lauderdale" identity already earns stronger, cleaner awareness and positive sentiment—momentum that translates to visitor conversion, meetings, and events when the county umbrella matches the visitor brand.
- **Clarity for residents and visitors.** Existing citizens, relocated residents, and stakeholders in 2023 reported that **Broward County's name is seldom recognized** and that the **de facto** reference to the county is Fort Lauderdale or Lauderdale. A county name that matches common usage reduces confusion across media, addresses, emergency info, institutions, and regional partnerships.

Conclusion:

We live in one of the most beautiful, vibrant, and successful communities in America, and most of us, when we travel or do business out of state, refer to our community as Fort Lauderdale, Lauderdale, Greater Fort Lauderdale, or as one of the many cities surrounding Fort Lauderdale – NOT Broward County. Changing the county's name to Lauderdale County simply brings the government's name in line with the people's identity and recognizes that Lauderdale is one of the economic and social "pillars" of South Florida.

In effect, we are stating that South Florida has three distinct pillars or "Place Brands" – Miami, Lauderdale, and Palm Beach. Just as a three-legged stool cannot stand on two legs, South Florida cannot stand strong without all three of its pillars—Miami, Lauderdale, and Palm Beach—each essential, equal, and interdependent. Consequently, changing Broward's name to Lauderdale would not position the county as a competitor to Miami or Palm Beach, but rather their equal in identity and economic strength. All three pillars are essential in the economic, social, cultural

White Paper
on
Broward County's Identity

growth and prosperity for everyone in South Florida (Please see attached: *Three Pillars of South Florida*).

The preponderance of evidence supports changing the county's name to **Lauderdale County** and coordinating a countywide place-brand program around "Lauderdale." This step would align governance, economic development, tourism, and infrastructure under a single, globally legible identity, with clear tips for jobs, investment, and civic cohesion.

Therefore, for the social and economic betterment of businesses and residents alike—from relocation prospects and port users to tourists, employers, and everyday citizens, we as members of the "Why Lauderdale Committee", recommend to the 110 members of the Broward Workshop that we unanimously recommend to our elected officials that the name of the county be change from Broward to Lauderdale County.

In addition, to demonstrate our support of such a change, we recommend that the members of the Broward Workshop change its our name from The Broward Workshop to The Lauderdale Workshop.

Tim Petrillo, George Hanbury, Walter Duke
Co-chairs – "Why Lauderdale Committee"

Next Steps:

- Representative Chip LaMarca has indicated his willingness to file a non-partisan "local bill" calling for a county referendum asking the voters if they approve of changing the name of Broward County to Lauderdale County.
- Supporting Representative LaMarca's effort, the Broward Workshop needs to engage and educate citizens, as well as city and county leaders on the importance of "place branding" and the positive economic consequences that could come to the entire county and its citizenry, through a coordinated county-wide effort of naming the county, Lauderdale County.
- Create a transition strategy leveraging existing The Greater Fort Lauderdale" and "Visit Lauderdale" "place brand" equity changing the name of all agencies with "Broward" in their name, to "Lauderdale".

The Three Pillars of South Florida

The Three Pillars of South Florida:

Miami, Lauderdale, Palm Beach - Three names. One economic and social region. Equal in purpose, power, and community pride.

1. Miami — The Global Gateway

Where the Americas meet the world.

Miami is South Florida's international portal—a dynamic hub for global finance, trade, and culture. Its skyline speaks the language of ambition, welcoming entrepreneurs, artists, and dreamers from every nation.

Tagline: The World's Gateway to the Americas.

2. Lauderdale — The Heart of Connection and Innovation

Where land, sea, and sky converge.

Centrally positioned between Miami and Palm Beach, Lauderdale is the region's true connector—home to Visit Lauderdale, Port Lauderdale, FLL (Fort Lauderdale-Hollywood International Airport), and the Yachting Capital of the World.

Known as the “Venice of America,” Lauderdale's more than 300+ miles of canals, linking into 30 miles of Intracoastal Waterways and beaches along the Atlantic Ocean, link communities, commerce, and culture unlike anywhere else in the nation. It is where technology innovation and beauty meet—The American Riveria, and the living heart of South Florida.

Tagline: The American Riveria — Connecting the World through Waterways.

3. Palm Beach — The Culmination and Continuum.

Where heritage meets the horizon.

Palm Beach embodies grace, stewardship, and refined living. From Henry Plager's vision to today's “Wall Street of the South,” it brings South Florida's legacy of prosperity with its forward-looking growth. Here, history and modernity meet to continue shape South Florida's dynamic growth.

Tagline: Where heritage meets the horizon.

Together: One South Florida

Interwoven by major roadways, high-speed rail, 100 miles of Intracoastal waterways, and sunlit beaches fronting the sub-tropic azure coral-reef waters of the Atlantic Ocean, these three pillars form a single, united region of more than seven million people—diverse in character, but equal in purpose.

Just as a three-legged stool cannot stand on two legs, South Florida cannot stand strong without all three of its pillars—Miami, Lauderdale, and Palm Beach—each essential, equal, and interdependent.

Why All Three Matter and need to have their unique Identity,

- Miami-Dade, the world's entry to South Florida.
- Lauderdale, the hub that unites north and south, land and sea.
- Palm Beach, the elegance that preserves our legacy and beauty.

Together, they form completely, The Three Pillars of South Florida, not a fragmented one. Each Pillar, like a leg of a three-legged stool, supports South Florida's stability—economically, socially, culturally, and environmentally. To recognize only two is to weaken the foundation of all three.

Three names. One region. One future – Miami, Lauderdale, and Palm Beach — The Pillars of South Florida.

Executive Summary of White Paper branding Broward County to Lauderdale County: A Case for Economic and Social Advancement

For more than fifteen years, independent surveys, focus groups, and economic reports have shown that Broward County's brand lacks recognition, while "Fort Lauderdale" and "Lauderdale" resonate strongly across business, tourism, and resident audiences. The cumulative data from 2009 through 2023—spanning studies by the CEO Council, Port Everglades, and community branding experts—make a compelling case that aligning the county's identity with its globally recognized city will yield broad social and economic benefits.

1. Identity and Recognition Fort Lauderdale is universally recognized as the region's name, while "Broward County" remains unknown outside Florida. Stakeholders repeatedly confirm that economic developers, tourists, and even new residents associate business, port, and lifestyle quality with "Fort Lauderdale," or "Lauderdale."

2. Economic Competitiveness Rebranding the county to Lauderdale County strengthens competitive positioning for business relocations and headquarters. Awareness and positive perception of "Greater Fort Lauderdale" climbed from 48% in 2008 to over 92% by 2015. Site selectors report that the Lauderdale brand projects professionalism, lifestyle appeal, and confidence in governance—all key relocation factors.

3. Port and Infrastructure Synergy The 2022 Port Everglades branding report concluded that the current name is a geographic misnomer and weakens global marketing. "Port Lauderdale" would align with Fort Lauderdale-Hollywood International Airport and Visit Lauderdale, creating a unified logistics, cruise, and tourism brand.

4. Tourism, Business Relocations, Jobs, and Civic Cohesion Tourism growth and convention bookings have risen with the "Lauderdale" identity. A county name change amplifies this effect, trying together Visit Lauderdale, Port Lauderdale, and Lauderdale County representing a single, recognizable destination. The result: higher visitation, local job creation, and a cohesive civic identity.

5. Community Support and Feasibility Public sentiment studies show initial neutrality toward name change shifts to support when economic and community benefits are explained.

The 2023 analysis recommends Lauderdale County as the most practical, logical, and unifying alternative.

Conclusion:

Changing Broward County's name to Lauderdale County represents more than a rebrand—it is an investment in economic clarity, civic pride, and regional unity. From business relocation and port marketing, business relocation to tourism, resident identification and pride, every major performance indicator improves when we lead with the Lauderdale name.

Miami and Palm Beach are globally known yet are not considered "competitors". Likewise, Fort Lauderdale or Lauderdale is also globally known, not Broward County, however. With a new globally identified brand for Broward – Lauderdale County, the brand "Lauderdale" would be identified as one of The Three Pillars of South Florida. Together and interdependent, not separately, Miami, Lauderdale, and Palm Beach Counties support the social, cultural, civic, intellectual, technological, and economic strength of South Florida. Likewise, changing Broward's name to Lauderdale County would not position the county as a competitor to Miami-Dade or Palm Beach Counties, but rather their equal in identity and economic strength.

Prepared for policymakers, business leaders, and citizens committed to strengthening the economic and social vitality of our region.

Why Lauderdale County Matters: Voter Information

Why Lauderdale County Matters:

Economic and Community Benefits of a Unified Identity

Who We Are

As citizens of Broward County, we live in one of America's most vibrant, successful, and recognized communities. Yet, when we travel, do business, or appear in national media, few of us recognize "Broward County." The name we use to locate others not knowledgeable of the location of Broward County, use the name of Fort Lauderdale or Lauderdale as a "place brand". The name, "Lauderdale County", simply aligns our government identity with the name our people, visitors, and investors already know.

Competing on Equal Ground

Miami and Palm Beach have globally known brands. To remain competitive and visible, we must stand beside—not beneath—they. "Lauderdale County" establishes a clear, proud identity that cannot be absorbed or overshadowed. This is not a vanity project; it's a declaration of independence and vision.

We're Already "Lauderdale"

Everywhere that matters—our airport (FLL), our seaport (Port Lauderdale proposal), tourism bureau (Visit Lauderdale), and international events (Boat Show, Air & Sea Show)—we already lead with the Lauderdale name. Our citizens and our economy already live this identity; our county's name should reflect it.

Pride in Place and Legacy

Changing the county's name doesn't erase our history; it strengthens our legacy. Henry Flagler's railway, our coastal resilience, and our civic pride live on. Future generations deserve a name that represents both our heritage and our horizon. A vote for Lauderdale County is a vote to honor where we've been and where we're headed.

Fiscal Impact, Clarity and Continuity

No new taxes. No new ZIP codes. No disruption to schools, services, or neighborhoods. The transition is administrative—simple updates as renewals occur. For citizens, it's a name that finally matches the identity they already use every day.

How This Helps You: Jobs, Homes, and Opportunity

- **Jobs and Economic Growth**
Companies making relocation decisions look for names they recognize. Every survey since 2009 shows business leaders know "Fort Lauderdale" but not "Broward County."

- A recognized county name brings more visibility, more corporate relocations, and ultimately more high-paying jobs.
- A name that people recognize brings companies that hire our people.
- When employers compete for talent, wages rise—benefiting every worker and family.

Home Values and Investment

Homebuyers search by name recognition. “Fort Lauderdale” or “Lauderdale” has global appeal—“Broward County” does not. By uniting all 31 cities under one familiar brand, home demand increases county-wide, driving property values potentially higher which translates to growing equity for every homeowner.

Small Business and Tourism

Currently, 31 cities and multiple agencies market separately, wasting resources. A single Lauderdale County brand means shared promotion and stronger tourism, bringing more visitors, conventions, and customers to local shops and restaurants. That creates more job opportunities, contracts, and wages. for working families.

Government Efficiency and Resources

With one name and one voice, Lauderdale County can more effectively compete for state and federal funds, for roads, housing, and infrastructure. United branding helps attract investment, grants, and partnerships without raising taxes. One voice brings more resources home.

Everyday Life: Clarity and Cohesion

Our airport, port, and tourism officials already say “Lauderdale.” Our government should too. One name reduces confusion, unifies residents, and builds civic pride that translates into volunteerism, safety, and connected neighborhoods. “When we know who we are, we work better together.”

The Choice Ahead

We are already Lauderdale in spirit. Let’s make it official in name. Let’s give our county a name the world already recognizes—and one we can all take pride in.

Vote “Yes” for Lauderdale County

Lauderdale, a name that honors our history, unites our people, strengthens our economy, and defines our future.

Prepared for community leaders, civic organizations, and residents who believe in the power of identity, prosperity, and pride for the future of our county.

Changing the name of Broward County to Lauderdale County

ECONOMIC IMPACT STATEMENT

Proposed Local Bill:

An Act to Change the Name of Broward County to Lauderdale County

Sponsor: Representative Chip LaMarca————

I. Purpose:

This bill changes the official name of Broward County, Florida, to Lauderdale County.

The purpose is to align the county’s governmental identity with the globally recognized brand of “Fort Lauderdale” and “Lauderdale,” already used by its airport, seaport, tourism bureau, and educational and business institutions. The change strengthens regional cohesion, enhances economic competitiveness, and reinforces public identity without creating new costs or taxes.

II. Fiscal Impact on State Government

None. The bill does not affect state revenues, appropriations, or administrative operations. No new programs, duties, or expenditures are required of any state agency.

III. Fiscal Impact on Local Government:

Minimal and fully manageable within existing budgets.

Implementation will be phased in as signs, stationery, and digital materials are replaced during normal depreciation and renewal cycles. No extraordinary spending or immediate replacement is required.

Existing operating and marketing budgets, particularly those of Visit Lauderdale and The Greater Fort Lauderdale Alliance, and related promotional agencies—are sufficient to absorb all costs.

IV. Fiscal Impact on Private Sector:

Positive economic potential.

Aligning the county’s name with its well-known brand will enhance visibility for tourism, business recruitment, and real-estate investment. Expected benefits include:

- Increased business relocation and corporate investment
- Growth in tourism-related revenue
- Strengthened property values through higher regional brand equity

No private entity will incur mandatory costs as a result of this legislation.————

V. Fiscal and Economic Impact on Residents and Taxpayers:

No new taxes or fees.

Residents will not experience higher property taxes or service costs. All public services, boundaries, and ZIP codes remain unchanged.

Potential long-term benefits include more job opportunities from business recruitment, higher wage competition, and incremental increases in home values tied to stronger market recognition.

VI. Implementation and Administration:

The change can be carried out administratively by the County Administrator, municipal clerks, and constitutional officers. Updates to seals, stationery, and signage will occur during normal replacement schedules.

Marketing and promotional adjustments will be incorporated into existing appropriations within current communication and tourism budgets.