

Greater Fort Lauderdale Alliance
FY 2025 Performance Measures
Supplemental Information
2nd 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 2025. The Alliance developed 64 domestic and 88 international leads during the first two quarters for a total of 152 leads. This represents 73% goal attainment for domestic leads and 352% goal attainment for international leads. The Alliance has additional in-person meetings and advertising outreach scheduled for the remainder of the year and anticipates meeting this objective for the year.
2. The Alliance goal for average number of projects in the pipeline is 20. There are currently 19 projects in the pipeline, which represents 95% goal attainment at this time. This was missed primarily due to companies postponing expansion and relocation decisions due to the continued high cost of money, macro uncertainty around the global economy, the elimination of statewide incentives including the Qualified Target Industry funds and state closing funds, and the overall higher cost of living in South Florida being a concern to companies. The Alliance has additional in-person meetings and advertising outreach scheduled for the remainder of the year and anticipates meeting this objective for the year.
3. The Alliance annual goal for the number of announced projects is 12, or 3 completed projects per quarter for FY 2025. There were 4 completed projects in the first two quarters, resulting in 67% goal attainment. This was missed primarily due to companies postponing expansion and relocation decisions due to the continued high cost of money, macro uncertainty around the global economy, the elimination of statewide incentives including the Qualified Target Industry funds and state closing funds, and the overall higher cost of living in South Florida being a concern to companies. The Alliance has additional in-person meetings and advertising outreach scheduled for the remainder of the year and anticipates meeting this objective for the year.
4. The Alliance annual goal for new value-added jobs is 1,400, or 350 new jobs per quarter for FY 2025. The Alliance helped companies create a total of 213 new value-added jobs during the first two quarters, resulting in 30% goal attainment. This was missed primarily due to companies postponing expansion and relocation decisions due to the continued high cost of money, macro uncertainty around the global economy, the elimination of statewide incentives including the Qualified Target Industry funds and state closing funds, and the overall higher cost of living in South Florida being a concern to companies. The Alliance has additional in-person meetings and advertising outreach scheduled for the remainder of the year and anticipates meeting this objective for the year.
5. The Alliance annual goal for capital investment is \$100 million in domestic and \$4 million in international investment. The Alliance helped companies create a total of \$8.9 million in domestic investment in the first two quarters, resulting in 17% goal attainment in domestic investment and no dollars in international investment. This was missed primarily due to companies postponing expansion and relocation decisions due to the continued high cost of money, macro uncertainty around the global economy, the elimination of statewide incentives including the Qualified Target Industry funds and state closing funds, and the overall higher cost of living in South Florida being a concern to companies.
6. The Alliance annual goal for business retention and expansion is to conduct 120 corporate visits in FY 2025 or 30 per quarter. The Alliance conducted a total of 17 visits during the first two quarters, which represents 28% goal attainment. This goal is below objective in part due to losing an executive on loan from CareerSource Broward, who was focused on corporate visits for twenty years. We have now shifted responsibilities within the Alliance to continue to address the BRAVO visitation effort.
7. The Alliance annual goal for the number of retained jobs is 500, or 125 retained jobs per quarter for FY 2025. There were 199 retained jobs in the first two quarters, resulting in 79% goal attainment. This was a reflection of the fact that Florida and Broward County are being perceived as being more welcoming to businesses than many states, resulting in most companies continuing to remain in Florida/Broward County and not choosing to look at locations outside the area.

8. The Alliance annual goal for advertising and social impressions generated is 10,000,000 or 2,500,000 per quarter for FY 2025. In the first two quarters, advertising and social impressions generated was 261,558 which represents 5% goal attainment. This is due to the Alliance placing a hold on much of its digital advertising, while a new campaign is finalized. It is anticipated that as the year progresses and the new campaign is finalized and launched, this objective will be met.
9. The Alliance annual goal for the total number of website visits is 165,000 or 41,250 per quarter. In the first two quarters, the total number of visits were 70,630, which represents 85% goal attainment. This was missed due to a significant portion of the Alliance's advertising campaign being placed on hold. It is anticipated that as the year progresses and additional advertising rolls out driving additional visits to the website, this objective will be met.