

Greater Fort Lauderdale Alliance  
FY 2024 Performance Measures  
Supplemental Information  
4th 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 2024. The Alliance developed 138 domestic and 72 international leads during the year for a total of 210 leads. This represents 78% goal attainment for domestic leads and 144% goal attainment for international leads. The domestic leads were missed due to companies not making relocation or expansion decisions due to the continued high cost of money, 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 considering a relocation.
2. The Alliance annual goal for the number of announced projects is 12, or 3 completed projects per quarter for FY 2024. There were 11 completed projects in the year, resulting in 91% goal attainment. This was missed primarily due to companies not making relocation or expansion decisions due to the continued high cost of money, 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 considering a relocation.
3. The Alliance annual goal for new value-added jobs is 1,200, or 300 new jobs per quarter for FY 2024. The Alliance helped companies create a total of 1,060 new value-added jobs during the year, resulting in 88% goal attainment. This was missed primarily due to companies not making relocation or expansion decisions due to the continued high cost of money, 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 considering a relocation.
4. The Alliance annual goal for business retention and expansion is to conduct 150 corporate visits in FY 2024 or 37 per quarter. The Alliance conducted a total of 60 visits during the year, which represents 40% goal attainment. This goal was 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 and hired a part time BRAVO Program Coordinator.
5. The Alliance annual goal for the number of retained jobs is 500, or 125 retained jobs per quarter for FY 2024. There were 170 retained jobs in the year, resulting in 34% goal attainment. This was a reflection of the fact that Florida/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.