

Greater Fort Lauderdale Alliance

Broward County

Life. Less Taxing.

July 31, 2020

Mr. Sandy-Michael McDonald
Director
Broward County Office of Economic and Small Business Development
115 South Andrews Avenue, Room A-680
Fort Lauderdale, FL 33301

Dear Sandy,

Please find below the Alliance's fiscal year 2020 third quarter report to Broward County. Since the onset of the COVID-19 crisis in March, the Alliance has been focusing on providing business assistance and information to help companies navigate through the social and economic effects of the pandemic. At the same time, we remain committed to our top priority, which is growing and diversifying our economy through an emphasis on high-value, high wage targeted industries. Below is a recap of results and actions in the third quarter:

1. While preservation of companies became a clear focus, we were pleased to continue to assist companies looking to expand or relocate to Broward County, including finalizing the following company projects:

Project Restore, a medical device manufacturing company, will be adding 92 jobs, and making a \$2.1 million capital investment in Sunrise.

TLB Enterprises Group Holdings, a PPE distribution company, will be adding 5 jobs, and making a capital investment (amount TBD) in Deerfield Beach.
2. Because of the impact of the pandemic on local companies, the Alliance initiated a special business preservation and community recovery plan placing an additional emphasis on outreach to local companies. As a result, the Alliance reached 259 companies through its BRAVO (Business Retention and Visitation Outreach) program. This was done through virtual visits, and included outreach calls to companies who had previously been visited through the BRAVO program to gather data on how many of the companies in Broward County were impacted by the COVID-19 crisis and in what ways they were affected (closed completed, partially closed, numbers of layoffs, types of business loans received, etc.). This information helped in knowing the types of business assistance that these companies needed the most during the crisis.
3. Beginning in March and continuing through the third quarter, the Alliance shifted its planned business attraction communications programs to providing top quality information regarding local business preservation and recovery during the COVID-19 crisis. This was done through changes to the Alliance website, including the establishment of BizHelpBroward.com, social media and other means of electronic communications. Additionally, the Alliance produced ten weekly town hall meetings to provide COVID-19 information to businesses from a variety of credible sources who were top leaders in their field of expertise. Examples of information that was provided to businesses included a calendar of webinars and calls covering various topics including business loan programs; local, state and federal executive orders; health information for companies' employees and customers; safety net information for employees who were laid off or furloughed; information about ways to serve customers during a time of social distancing, how to communicate with employees virtually, and other trusted sources of information. These town halls averaged between 200 and 400 attendees at each session.

Alliance: Partnership for Economic Growth
Broward County's Official Economic Development Partnership
110 E. Broward Boulevard, Suite 1990, Fort Lauderdale, FL 33301 • Phone: 954/524-3113,
800/41-1420 • Fax: 954/524-3167
www.gflalliance.org

4. On June 18, the Alliance led a community-wide coalition of local leaders in announcing a new collective impact local stimulus campaign, spearheaded by Six Pillars Broward, to help kickstart a safe economic reboot of Broward County. Conceptualized by Zimmerman Advertising, the playful 90 day community campaign encourages consumers to identify as SOBs – Supporters of Broward – and do their part to support local businesses. With a wink, its colorful signage, ads and merchandise boldly remind people to eat, shop and otherwise spend locally like an SOB, but also to wash, wear a mask, social distance and otherwise be safe and prevent the spread of coronavirus like an SOB. In the midst of the campaign, as the pandemic worsened, it was decided to shift the messaging to nearly a total safety message. In addition to inspiring individuals to be Supporters of Broward, the campaign encourages major companies and organizations to reroute spending to local firms and engage Broward County certified small businesses as new sources for goods and services.
5. Work began on the development of a new talent recruiting and relocation guide that will be available in digital format, or in print. The guide will be used to recruit target industry talent to the area. It will also serve as a way to answer questions by companies who are considering Greater Fort Lauderdale/Broward County as their location for new or expanded operations about their ability to recruit talent. This recruiting guide will be directly targeted to those workers coming out of college or just a few years out of college.
6. As a follow-up to the Alliance's leadership trip to Charlotte, North Carolina, team leaders of the initiative continued their preparations during the third quarter to utilize ideas from the trip to develop action plans for Greater Fort Lauderdale to improve its competitiveness as a choice location for business.
7. The Alliance continued to lead efforts to launch Six Pillars 2.0 focused on the following nine issues: Affordable Housing, Community Branding, Distressed Areas, Entrepreneurial Ecosystem, Growing Target Industry Clusters, Homelessness, Regional Climate Action Plan, Branding/Building a Talent Hub, and Transportation. Additionally, a tenth focus area was added which is to help lead community efforts to achieve social justice and racial equity, striving to ensure economic mobility, equal access to family wealth, career opportunities and social privileges within Broward County.

Throughout the third quarter, the Alliance continued its work to strengthen and diversify our economy as well as helping businesses to navigate through a time of tremendous economic challenge. Our goal remains to create jobs for the residents of Broward County and build the county's tax base, working with Broward County and our other partners.

With warm personal regards, I remain

Sincerely,

Bob Swindell
President and CEO

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Greater Fort Lauderdale Alliance Fiscal Year 2020 Market Measures

Business Attraction

Domestic Leads Fiscal Year 2020 goal is 220
Domestic Leads Fiscal Year 2020 goal year to date is 165
Domestic Leads Fiscal Year 2020 actual year to date is 112
Domestic Leads Fiscal Year 2020 actual third quarter is 31

International Leads Fiscal Year 2020 goal is 100
International Leads Fiscal Year 2020 goal year to date is 75
International Leads Fiscal Year 2020 actual year to date is 61
International Leads Fiscal Year 2020 actual third quarter is 8

Average Monthly Projects in the Pipeline Fiscal Year 2020 goal is 30
Average Monthly Projects in the Pipeline Fiscal Year 2020 goal year to date is 30
Average Monthly Projects in the Pipeline Fiscal Year 2020 actual year to date is 22
Average Monthly Projects in the Pipeline Leads Fiscal Year 2020 actual third quarter is 22

Number of Announced Projects Fiscal Year 2020 goal is 20
Number of Announced Projects Fiscal Year 2020 goal year to date is 15
Number of Announced Projects Fiscal Year 2020 actual year to date is 7
Number of Announced Projects Fiscal Year 2020 actual third quarter is 2

Number of New Value-Added Jobs Fiscal Year 2020 goal is 1,200
Number of New Value-Added Jobs Fiscal Year 2020 goal year to date is 900
Number of New Value-Added Jobs Fiscal Year 2020 actual year to date is 927
Number of New Value-Added Jobs Fiscal Year 2020 actual third quarter is 97

\$ of Direct Capital Investment Fiscal Year 2020 goal is \$75,000,000 Domestic; \$5,000,000
International
\$ of Direct Capital Investment Fiscal Year 2020 goal year to date is \$56,200,000 Domestic;
\$ 3,700,000 International
\$ of Direct Capital Investment Fiscal Year 2020 actual year to date is \$321,100,000 Domestic;
\$800,000 International
\$ of Direct Capital Investment Fiscal Year 2020 actual third quarter is \$2,100,000 Domestic; \$0
international
\$ of Direct Capital Investment Return on Investment is Calculated at end of year

Business Retention

Number of Corporate Visits Fiscal Year 2020 goal is 180
Number of Corporate Visits Fiscal Year 2020 goal year to date is 135

Number of Corporate Visits Fiscal Year 2020 actual year to date is 337
Number of Corporate Visits Fiscal Year 2020 actual third quarter is 259*
(Corporate Visits metric is abnormally high due to a focused effort to personally reach out to companies the Alliance had previously visited to inquire of their status during the covid-19 pandemic for participation in our collaborative Business Status Survey with County OESBD.)

Number of Retained Jobs Fiscal Year 2020 goal is 1,300
Number of Retained Jobs Fiscal Year 2020 goal year to date is 975
Number of Retained Jobs Fiscal Year 2020 actual year to date is 913
Number of Retained Jobs Fiscal Year 2020 actual third quarter is 0

Number of CareerSource Broward Partnerships Fiscal Year 2020 goal is 20
Number of CareerSource Broward Partnerships Fiscal Year 2020 goal year to date is 15
Number of CareerSource Broward Partnerships Fiscal Year 2020 actual year to date is 17
Number of CareerSource Broward Partnerships Fiscal Year 2020 actual third quarter is 2

Dollar Value of CareerSource Broward Partnerships Fiscal Year 2020 goal is \$500,000
Dollar Value of CareerSource Broward Partnerships Fiscal Year 2020 goal year to date is \$357,000
Dollar Value of CareerSource Broward Partnerships Fiscal Year 2020 actual year to date is \$877,025
Dollar Value of CareerSource Broward Partnerships Fiscal Year 2020 actual third quarter is \$109,500

Marketing & Communications

Media Value Generated Fiscal Year 2020 goal is \$300,000
Media Value Generated Fiscal Year 2020 goal year to date is \$225,000
Media Value Generated Fiscal Year 2020 actual year to date is \$256,283
Media Value Generated Fiscal Year 2020 actual third quarter is \$92,786

Financial Support

Public/Private Mix Fiscal Year 2020 goal is \$1.00 to \$1.30
Public/Private Mix Fiscal Year 2020 goal year to date is \$1.00 to \$1.30
Public/Private Mix Fiscal Year 2020 actual year to date is \$1:00 to \$1.48
Public/Private Mix Fiscal Year 2020 actual third quarter is \$1:00 to \$0.98

Private Sector Dollars Investing in Economic Development Fiscal Year 2020 goal is \$2,344,600
Private Sector Dollars Investing in Economic Development Fiscal Year 2020 goal year to date is \$1,758,450
Private Sector Dollars Investing in Economic Development Fiscal Year 2020 actual year to date is \$2,001,370
Private Sector Dollars Investing in Economic Development Fiscal Year 2020 actual third quarter is \$445,733

Greater Fort Lauderdale Alliance

Fiscal Year 2020 Market Measures

Administrative Objectives

- A.** Continue to promote and support the Port Everglades Master Plan through the Port Everglades Action Team, focusing on key projects such as the Turning Notch and Deepening and Widening Projects.

With the long-sought-after goal of authorization by the Army Corps of Engineers for the widening and deepening of Port Everglades, the first step of which we received in 1Q/17, we were focused on the second authorization phase to get approval and selection into the ACOE “New Start” budget. At our January 2020 PEAT meeting, we developed a plan to blanket elected officials and Congressional decision-makers. In February 2020, the Port was notified that after more than 20 years, Port Everglades was successful in being designated as a new start in the ACOE Budget and the first phase of actual construction – relocating the Coast Guard Station – was approved. In addition, they were awarded \$29 million towards the approximately \$39 million project.

We will continue to promote and support the Port Everglades Master Plan through the Port Everglades Action Team (PEAT) with meetings, letter-writing campaigns and trips by our team to both Tallahassee and Washington, DC. Currently we are supporting the Port’s efforts to receive a MARAD Grant for the purchase of specialized, low-height cranes for the post-Panamax ships arriving at the Port. And in Q3 a new Port Director was announced and will be introduced to our team once group settings are resumed.

- B.** Research, plan, and organize and execute a 2020 Alliance leadership trip to one of Broward County’s competitive regions to review best practices and produce benchmarks for improvement in Alliance performance and deliverables and to enhance Broward County’s business climate. In 2016 and 2018 the Alliance traveled to Austin, Texas and Nashville, Tennessee, respectively.

In 2019, a group of Alliance community leaders voted to select Charlotte, NC as our next Leadership Trip location. On March 1, 2020, close to 90 business leaders, municipal staffers, non-profits and elected officials traveled to Charlotte and spent the next four days meeting with leaders from all six of our chosen study teams (Business Best Practices, Quality of Life, Education/Workforce/Talent, Transportation, Housing and Healthcare/Life Sciences). We kicked off the study trip with a welcome presentation from the city historian, a business journalist and an economic development executive. Our trip included a tour of the city, discussions with the head of their NFL / MLS teams and a roundtable with the non-profit leaders of Opportunity Charlotte, an initiative that sprung from a harsh evaluation of their community’s impoverished areas called the Chetty Report. While each team had dozens of meetings with officials as wide-ranging as Wells Fargo economist and CNBC star Mark Vitner, to the head of their light rail system, community colleges and healthcare system, we also met with rank-and-file influencers. We closed with a thoughtful “fireside chat” with Mayor Vi Lyles and Tom Murray, CEO of the Charlotte Regional Visitors Authority.

The goal was to study the Charlotte / Mecklenburg County metropolitan area and compare it to Greater Fort Lauderdale / Broward County. A report will be compiled and presented to the 3Q 2020

Alliance Board of Directors meeting and at a Six Pillars Broward event.

In Q3, we created a “Thank you City of Charlotte / Mecklenburg County” ad which ran in their local business journal as a way of showing our gratitude for putting out the welcome mat and sharing best practices. We also met virtually with the chairs to discuss the trip. In Q4 or 1Q21 we plan on getting our groups together to complete a report and present it to the community.

- C.** Launch Six Pillars 2.0 focused on the following issues: Affordable Housing, Community Branding, Distressed Areas, Entrepreneurial Ecosystem, Growing Target Industry Clusters, Homelessness, Regional Climate Action Plan, Branding/Building a Talent Hub, and Transportation.

SOB (SUPPORTER OF BROWARD) CAMPAIGN

The SOB "Supporter of Broward" Marketing Campaign is a Six Pillars Broward collective impact initiative created to help restart Broward County's economy safely, which was shut down due to the COVID-19 pandemic.

Accomplishments:

- Hosted live SOB campaign launch, June 18th at the Broward Center for the Performing Arts, with more than 300 attendees.
- Launched a campaign website – www.ProudSOB.com – that provides safety information, a campaign toolkit, and merchandise.
- Placed radio, newspaper and magazine advertisements, highway billboards, and banners around the county.

PROSPERITY BROWARD

Prosperity Broward convenes community stakeholders to expand economic mobility in the six Broward County zip codes that have the highest levels of unemployment and poverty.

Accomplishments:

- Partnered with the Community Foundation of Broward and hosted a town-hall meeting to discuss the current needs of the residents in the zip codes.
- Engaged community partners with the Supporter of Broward (SOB) campaign to ensure engagement in the zip codes.
- Assisted with the City of Pompano Beach Virtual Hiring Event.
- Provided zip code data reports to the Community Foundation of Broward which were used to help direct assistance where it is needed the most.

EMPOWER BROWARD

Empower Broward is a localized "economic gardening" program that helps small businesses grow and scale in Broward County's most economically challenged zip-codes.

Accomplishments:

- Sweetie's Italian Ice has completed the program, which included the development of an e-commerce website to increase sales and help scale the business.
- Empower Broward Version 2.0 is currently being developed, and will focus on the scalability of the program, identifying metrics that can measure impact and success, and a new, stand-alone website for the program.

Greater Fort Lauderdale Alliance

Fiscal Year 2020 Market Measures

Business Intelligence Administrative Objectives

- A.** Develop and maintain a new template marketing presentation that clearly and factually states the business case for establishing or growing specific target industry niches of strength and opportunity for Broward County (i.e., Aviation Maintenance, Repair and Overhaul; Pharmaceutical Manufacturing; IT Software Design).

The template marketing presentation has been developed and the presentations for the target industry niche segments are updated on a continual basis.

- B.** Complete a database highlighting Broward County's competencies (leading employers, average salary by selected occupation, education data, etc.) to attract target industry niche sectors and post online for access by Alliance partners and prospects.

The database was developed and posted online in December 2015. It is updated on a continual basis.

- C.** Report on target industries niche subsets in its prospects and leads reports to develop a baseline and subsequent measurements indicating success in growing the niche markets.

Of the total 39 prospects and leads in the 3rd quarter, 7 were in the target niche industries of Aviation Maintenance, Repair and Overhaul; International and Regional Headquarters; Pharmaceutical Manufacturing; Medical Equipment/Device Development and Manufacturing; Custom Computer Programming; and Software Publishers.

- D.** Develop and utilize an expanded internship program with area universities for undergraduates and MBA candidates to assist with research projects designed to help grow jobs in Broward County.

This program has been created and the Alliance is utilizing interns to assist with research projects.

- E.** Prepare ongoing annual and updated data that will be used in the Six Pillars strategic planning process to grow high paying jobs in Broward County and engage community leaders in enhancing Broward County's business and economic climate.

Updated data is prepared on an ongoing basis.

Key Broward County Economic Indicators

Following are key Broward County economic statistics that are indicators of Broward's overall economic health and trends (2020 numbers are as of June, 2020)

2012 Number of Employed equals 952,484
2013 Number of Employed equals 973,289
2014 Number of Employed equals 1,017,456
2015 Number of Employed equals 956,378
2016 Number of Employed equals 980,719
2017 Number of Employed equals 991,883
2018 Number of Employed equals 1,011,564
2019 Number of Employed equals 1,023,100
2020 Number of Employed equals 875,315

Source: Florida Department of Economic Opportunity, June 2020. Release date July 17th, 2020.

2012 Number in Labor Force equals 1,021,901
2013 Number in Labor Force equals 1,026,442
2014 Number in Labor Force equals 1,065,335
2015 Number in Labor Force equals 999,633
2016 Number in Labor Force equals 1,025,431
2017 Number in Labor Force equals 1,026,696
2018 Number in Labor Force equals 1,041,177
2019 Number in Labor Force equals 1,049,805
2020 Number in Labor Force equals 992,435

Source: Florida Department of Economic Opportunity, June 2020. Release date July 17th, 2020.

2012 Number of Unemployed equals 69,417
2013 Number of Unemployed equals 53,153
2014 Number of Unemployed equals 47,879
2015 Number of Unemployed equals 43,255
2016 Number of Unemployed equals 44,712
2017 Number of Unemployed equals 34,813
2018 Number of Unemployed equals 29,613
2019 Number of Unemployed equals 26,705
2020 Number of Unemployed equals 117,120

Source: Florida Department of Economic Opportunity, June 2020. Release date July 17th, 2020.

2012 Unemployment rate equals 6.8%
2013 Unemployment rate equals 5.2%
2014 Unemployment rate equals 4.5%
2015 Unemployment rate equals 4.3%
2016 Unemployment rate equals 4.4%
2017 Unemployment rate equals 3.4%
2018 Unemployment rate equals 2.8%
2019 Unemployment rate equals 2.5%
2020 Unemployment rate equals 11.8%

Source: Florida Department of Economic Opportunity, June 2020. Release date July 17th, 2020.

Number of Jobs in Target Industries

2012 Number of Jobs in Aviation and Aerospace equals 10,775

2013 Number of Jobs in Aviation and Aerospace equals 10,823
2014 Number of Jobs in Aviation and Aerospace equals 11,861
2015 Number of Jobs in Aviation and Aerospace equals 11,931
2016 Number of Jobs in Aviation and Aerospace equals 12,409
2017 Number of Jobs in Aviation and Aerospace equals 13,250
2018 Number of Jobs in Aviation and Aerospace equals 16,058
2019 Number of Jobs in Aviation and Aerospace equals 16,691
2020 Number of Jobs in Aviation and Aerospace equals 17,905

Source: EMSI – June 2020.

2012 Number of Jobs in Life Sciences equals 4,072
2013 Number of Jobs in Life Sciences equals 4,237
2014 Number of Jobs in Life Sciences equals 4,684
2015 Number of Jobs in Life Sciences equals 4,752
2016 Number of Jobs in Life Sciences equals 4,810
2017 Number of Jobs in Life Sciences equals 4,746
2018 Number of Jobs in Life Sciences equals 4,981
2019 Number of Jobs in Life Sciences equals 5,656
2020 Number of Jobs in Life Sciences equals 6,568

Source: EMSI – June 2020.

2012 Number of Jobs in Information & Communication Technologies equals 31,634
2013 Number of Jobs in Information & Communication Technologies equals 32,341
2014 Number of Jobs in Information & Communication Technologies equals 33,290
2015 Number of Jobs in Information & Communication Technologies equals 34,664
2016 Number of Jobs in Information & Communication Technologies equals 33,351
2017 Number of Jobs in Information & Communication Technologies equals 34,841
2018 Number of Jobs in Information & Communication Technologies equals 39,494
2019 Number of Jobs in Information & Communication Technologies equals 40,924
2020 Number of Jobs in Information & Communication Technologies equals 41,429

Source: EMSI – June 2020.

2012 Number of Jobs in Corporate, Regional & Divisional HQ equals 47,461
2013 Number of Jobs in Corporate, Regional & Divisional HQ equals 50,027
2014 Number of Jobs in Corporate, Regional & Divisional HQ equals 53,433
2015 Number of Jobs in Corporate, Regional & Divisional HQ equals 54,923
2016 Number of Jobs in Corporate, Regional & Divisional HQ equals 52,272
2017 Number of Jobs in Corporate, Regional & Divisional HQ equals 54,446
2018 Number of Jobs in Corporate, Regional & Divisional HQ equals 62,657
2019 Number of Jobs in Corporate, Regional & Divisional HQ equals 64,707
2020 Number of Jobs in Corporate, Regional & Divisional HQ equals 65,469

Source: EMSI – June 2020.

2012 Number of Jobs in High-Tech Manufacturing equals 31,396
2013 Number of Jobs in High-Tech Manufacturing equals 31,995
2014 Number of Jobs in High-Tech Manufacturing equals 32,411
2015 Number of Jobs in High-Tech Manufacturing equals 32,677
2016 Number of Jobs in High-Tech Manufacturing equals 30,906
2017 Number of Jobs in High-Tech Manufacturing equals 31,821
2018 Number of Jobs in High-Tech Manufacturing equals 36,888
2019 Number of Jobs in High-Tech Manufacturing equals 38,481

2020 Number of Jobs in High-Tech Manufacturing equals 40,609

Source: EMSI – June 2020.

2012 Number of Jobs in Marine industry equals 8,797

2013 Number of Jobs in Marine industry equals 8,805

2014 Number of Jobs in Marine industry equals 8,156

2015 Number of Jobs in Marine industry equals 8,472

2016 Number of Jobs in Marine industry equals 8,325

2017 Number of Jobs in Marine industry equals 8,300

2018 Number of Jobs in Marine industry: equals 9,385

2019 Number of Jobs in Marine industry equals 9,549

2020 Number of Jobs in Marine industry equals 9,681

Source: EMSI – June 2020.

Employment by Major Occupational Sectors

December 2013 Number of Jobs in Construction Sector equals 34,700

December 2014 Number of Jobs in Construction Sector equals 38,400

December 2015 Number of Jobs in Construction Sector equals 43,800

December 2016 Number of Jobs in Construction Sector equals 44,900

December 2017 Number of Jobs in Construction Sector equals 49,600

December 2018 Number of Jobs in Construction Sector equals 51,300

December 2019 Number of Jobs in Construction Sector equals 48,700

June 2020 Number of Jobs in Construction Sector equals 46,900

Source: Florida Department of Economic Opportunity, June 2020. Release date July 17th, 2020.

December 2013 Number of Jobs in Manufacturing Sector equals 26,700

December 2014 Number of Jobs in Manufacturing Sector equals 27,600

December 2015 Number of Jobs in Manufacturing Sector equals 28,400

December 2016 Number of Jobs in Manufacturing Sector equals 27,900

December 2017 Number of Jobs in Manufacturing Sector equals 28,800

December 2018 Number of Jobs in Manufacturing Sector equals 28,300

December 2019 Number of Jobs in Manufacturing Sector equals 28,200

June 2020 Number of Jobs in Manufacturing Sector equals 27,700

Source: Florida Department of Economic Opportunity, June 2020. Release date July 17th, 2020.

December 2013 Number of Jobs in Wholesale Trade Sector equals 46,700

December 2014 Number of Jobs in Wholesale Trade Sector equals 48,000

December 2015 Number of Jobs in Wholesale Trade Sector equals 48,700

December 2016 Number of Jobs in Wholesale Trade Sector equals 49,200

December 2017 Number of Jobs in Wholesale Trade Sector equals 49,900

December 2018 Number of Jobs in Wholesale Trade Sector equals 47,800

December 2019 Number of Jobs in Wholesale Trade Sector equals 48,700

June 2020 Number of Jobs in Wholesale Trade Sector equals 50,500

Source: Florida Department of Economic Opportunity, June 2020. Release date July 17th, 2020.

December 2013 Number of Jobs in Retail Sector equals 111,000

December 2014 Number of Jobs in Retail Sector equals 112,300

December 2015 Number of Jobs in Retail Sector equals 112,900

December 2016 Number of Jobs in Retail Sector equals 115,200

December 2017 Number of Jobs in Retail Sector equals 113,500

December 2018 Number of Jobs in Retail Sector equals 113,800

December 2019 Number of Jobs in Retail Sector equals 117,900

June 2020 Number of Jobs in Retail Sector equals 104,200

Source: Florida Department of Economic Opportunity, June 2020. Release date July 17th, 2020.

December 2013 Number of Jobs in Transportation, Warehousing, and Utilities Sector equals 24,700

December 2014 Number of Jobs in Transportation, Warehousing, and Utilities Sector equals 25,200

December 2015 Number of Jobs in Transportation, Warehousing, and Utilities Sector equals 26,400

December 2016 Number of Jobs in Transportation, Warehousing, and Utilities Sector equals 27,400

December 2017 Number of Jobs in Transportation, Warehousing, and Utilities Sector equals 27,600

December 2018 Number of Jobs in Transportation, Warehousing, and Utilities Sector equals 32,100

December 2019 Number of Jobs in Transportation, Warehousing, and Utilities Sector equals 32,200

June 2020 Number of Jobs in Transportation, Warehousing, and Utilities Sector equals
31,300

Source: Florida Department of Economic Opportunity, June 2020. Release date July 17th, 2020.

December 2013 Number of Jobs in Information Sector equals 18,400

December 2014 Number of Jobs in Information Sector equals 18,900

December 2015 Number of Jobs in Information Sector equals 19,400

December 2016 Number of Jobs in Information Sector equals 19,200

December 2017 Number of Jobs in Information Sector equals 19,500

December 2018 Number of Jobs in Information Sector equals 20,900

December 2019 Number of Jobs in Information Sector equals 20,200

June 2020 Number of Jobs in Information Sector equals 18,200

Source: Florida Department of Economic Opportunity, June 2020. Release date July 17th, 2020.

December 2013 Number of Jobs in Financial Activities Sector equals 55,200

December 2014 Number of Jobs in Financial Activities Sector equals 56,400

December 2015 Number of Jobs in Financial Activities Sector equals 58,600

December 2016 Number of Jobs in Financial Activities Sector equals 57,400

December 2017 Number of Jobs in Financial Activities Sector equals 58,300

December 2018 Number of Jobs in Financial Activities Sector equals 58,400

December 2019 Number of Jobs in Financial Activities Sector equals 64,300

June 2020 Number of Jobs in Financial Activities Sector equals 64,500

Source: Florida Department of Economic Opportunity, June 2020. Release date July 17th, 2020.

December 2013 Number of Jobs in Professional and Business Services Sector equals 134,500

December 2014 Number of Jobs in Professional and Business Services Sector equals 141,000

December 2015 Number of Jobs in Professional and Business Services Sector: 144,800

December 2016 Number of Jobs in Professional and Business Services Sector equals 151,700

December 2017 Number of Jobs in Professional and Business Services Sector equals 155,300

December 2018 Number of Jobs in Professional and Business Services Sector equals 156,200

December 2019 Number of Jobs in Professional and Business Services Sector equals 157,600

June 2020 Number of Jobs in Professional and Business Services Sector equals 141,900

Source: Florida Department of Economic Opportunity, June 2020. Release date July 17th, 2020.

December 2013 Number of Jobs in Education and Health Services Sector: 99,500

December 2014 Number of Jobs in Education and Health Services Sector equals 101,600

December 2015 Number of Jobs in Education and Health Services Sector equals 104,500

December 2016 Number of Jobs in Education and Health Services Sector equals 107,200
December 2017 Number of Jobs in Education and Health Services Sector equals 114,000
December 2018 Number of Jobs in Education and Health Services Sector equals 113,700
December 2019 Number of Jobs in Education and Health Services Sector equals 118,900
June 2020 Number of Jobs in Education and Health Services Sector equals 103,900

Source: Florida Department of Economic Opportunity, June 2020. Release date July 17th, 2020.

December 2013 Number of Jobs in Leisure and Hospitality Sector equals 87,400
December 2014 Number of Jobs in Leisure and Hospitality Sector equals 91,000
December 2015 Number of Jobs in Leisure and Hospitality Sector equals 92,800
December 2016 Number of Jobs in Leisure and Hospitality Sector equals 96,100
December 2017 Number of Jobs in Leisure and Hospitality Sector equals 95,400
December 2018 Number of Jobs in Leisure and Hospitality Sector equals 95,000
December 2019 Number of Jobs in Leisure and Hospitality Sector equals 97,800
June 2020 Number of Jobs in Leisure and Hospitality Sector equals 69,100

Source: Florida Department of Economic Opportunity, June 2020. Release date July 17th, 2020.

Average Wage Rates by Target Industry

2012 Average wage rates in Aviation and Aerospace equals \$56,451
2013 Average wage rates in Aviation and Aerospace equals \$56,281
2014 Average wage rates in Aviation and Aerospace equals \$58,914
2015 Average wage rates in Aviation and Aerospace equals \$62,686
2016 Average wage rates in Aviation and Aerospace equals \$78,400
2017 Average wage rates in Aviation and Aerospace equals \$81,244
2018 Average wage rates in Aviation and Aerospace equals \$87,419
2019 Average wage rates in Aviation and Aerospace equals \$92,676
2020 Average wage rates in Aviation and Aerospace equals \$95,503

Source: EMSI – June 2020.

2012 Average wage rates in Life Sciences equals \$50,240
2013 Average wage rates in Life Sciences equals \$49,369
2014 Average wage rates in Life Sciences equals \$50,934
2015 Average wage rates in Life Sciences equals \$52,020
2016 Average wage rates in Life Sciences equals \$69,069
2017 Average wage rates in Life Sciences equals \$76,487
2018 Average wage rates in Life Sciences equals \$77,985
2019 Average wage rates in Life Sciences equals \$80,620
2020 Average wage rates in Life Sciences equals \$85,049

Source: EMSI – June 2020.

2012 Average wage rates in Information & Communication Technologies equals \$77,635
2013 Average wage rates in Information & Communication Technologies equals \$79,025
2014 Average wage rates in Information & Communication Technologies equals \$80,763
2015 Average wage rates in Information & Communication Technologies equals \$82,991
2016 Average wage rates in Information & Communication Technologies equals \$109,738
2017 Average wage rates in Information & Communication Technologies equals \$113,636
2018 Average wage rates in Information & Communication Technologies equals \$109,261
2019 Average wage rates in Information & Communication Technologies equals \$109,399
2020 Average wage rates in Information & Communication Technologies equals \$112,938

Source: EMSI – June 2020.

2012 Average wage rates in Corporate, Regional & Divisional HQ equals \$62,438
2013 Average wage rates in Corporate, Regional & Divisional HQ equals \$62,992
2014 Average wage rates in Corporate, Regional & Divisional HQ equals \$67,349
2015 Average wage rates in Corporate, Regional & Divisional HQ equals \$68,771
2016 Average wage rates in Corporate, Regional & Divisional HQ equals \$84,168
2017 Average wage rates in Corporate, Regional & Divisional HQ equals \$86,204
2018 Average wage rates in Corporate, Regional & Divisional HQ equals \$86,069
2019 Average wage rates in Corporate, Regional & Divisional HQ equals \$86,076
2020 Average wage rates in Corporate, Regional & Divisional HQ equals \$87,529

Source: EMSI – June 2020.

2012 Average wage rates in High-Tech Manufacturing equals \$59,782
2013 Average wage rates in High-Tech Manufacturing equals \$60,239
2014 Average wage rates in High-Tech Manufacturing equals \$60,696
2015 Average wage rates in High-Tech Manufacturing equals \$60,868
2016 Average wage rates in High-Tech Manufacturing equals \$77,622
2017 Average wage rates in High-Tech Manufacturing equals \$80,252
2018 Average wage rates in High-Tech Manufacturing equals \$80,021
2019 Average wage rates in High-Tech Manufacturing equals \$82,154
2020 Average wage rates in High-Tech Manufacturing equals \$84,606

Source: EMSI – June 2020.

2012 Average wage rates in Marine Industry equals \$45,182
2013 Average wage rates in Marine Industry equals \$45,870
2014 Average wage rates in Marine Industry equals \$50,126
2015 Average wage rates in Marine Industry equals \$50,611
2016 Average wage rates in Marine Industry equals \$61,783
2017 Average wage rates in Marine Industry equals \$65,638
2018 Average wage rates in Marine Industry equals \$68,270
2019 Average wage rates in Marine Industry equals \$69,815
2020 Average wage rates in Marine Industry equals \$71,796

Source: EMSI – June 2020.

Per Capita Income

2012 Per capital income equals \$28,547
2013 Per capital income equals \$28,205
2014 Per capital income equals \$28,329
2015 Per capital income equals \$28,381
2016 Per capital income equals \$28,987
2017 Per capital income equals \$30,109
2018 Per capital income equals \$31,464

Source: U.S Census Bureau.

Median Household Income

2012 Median Household Income equals \$51,603
2013 Median Household Income equals \$51,251
2014 Median Household Income equals \$51,574
2015 Median Household Income equals \$51,968

2016 Median Household Income equals \$52,954
2017 Median Household Income equals \$54,895
2018 Median Household Income equals \$57,333

Source: U.S Census Bureau.

Average Annual wage

2012 Average Annual Wage equals \$43,899
2013 Average Annual Wage equals \$44,579
2014 Average Annual Wage equals \$46,033
2015 Average Annual Wage equals \$47,859
2016 Average Annual Wage equals \$48,687
2017 Average Annual Wage equals \$51,259
2018 Average Annual Wage equals \$52,929

Source: Enterprise Florida.

Office Vacancy Rate %

2012 Office Vacancy rate equals 19.9%
2013 Office Vacancy rate equals 19.2%
2014 Office Vacancy rate equals 15.7%
2015 Office Vacancy rate equals 15.7%
2016 Office Vacancy rate equals 14.6%
2017 Office Vacancy rate equals 11.8%
2018 Office Vacancy rate equals 11.4%
2019 Office Vacancy rate equals 10.2%
2020 Office Vacancy rate equals 11.4%

Source: CBRE Research, Q2 2020.

Office Net Absorption Square Feet

2012 Net Absorption Square feet equals minus 9,711
2013 Net Absorption Square feet equals 89,478
2014 Net Absorption Square feet equals 116,754
2015 Net Absorption Square feet equals 467,570
2016 Net Absorption Square Feet equals 279,620
2017 Net Absorption Square Feet equals 222,000
2018 Net Absorption Square Feet equals 38,000
2019 Net Absorption Square Feet equals minus 128,397
2020 Net Absorption Square Feet equals minus 63,317

Source: CBRE Research, Q2 2020.

Industry Vacancy Rate %

2012 Industry Vacancy Rate equals 8.0%
2013 Industry Vacancy Rate equals 8.1%
2014 Industry Vacancy Rate equals 7.3%
2015 Industry Vacancy Rate equals 9.2%
2016 Industry Vacancy Rate equals 6.1%
2017 Industry Vacancy Rate equals 3.6%
2018 Industry Vacancy Rate equals 3.8%
2019 Industry Vacancy Rate equals 6.3%
2020 Industry Vacancy Rate equals 7.2%

Source: CBRE Research, Q2 2020.

Industry Net Absorption Square Feet

2012 Net Absorption Square Feet equals 264,766
2013 Net Absorption Square Feet equals 273,636
2014 Net Absorption Square Feet equals 190,341
2015 Net Absorption Square Feet equals 864,196
2016 Net Absorption Square Feet equals 310,543
2017 Net Absorption Square Feet equals 894,998
2018 Net Absorption SF Square Feet equals 224,214
2019 Net Absorption SF Square Feet equals 145,780
2020 Net Absorption SF Square Feet equals 114,789

Source: CBRE Research, Q2 2020.

Broward County Property Tax Base Growth

Residential County Property Tax Base

2012 Residential County Property Tax Base equals \$86,139,504,130
2013 Residential County Property Tax Base equals \$90,602,712,080
2014 Residential County Property Tax Base equals \$98,102,068,110
2015 Residential County Property Tax Base equals \$106,234,517,520
2016 Residential County Property Tax Base equals \$114,783,990,830
2017 Residential County Property Tax Base equals \$123,925,153,510
2018 Residential County Property Tax Base equals \$132,946,694,120
2019 Residential County Property Tax Base equals \$141,671,309,822

Source: Broward County Appraiser's Office.

Commercial/Industrial County Tax base

2012 Commercial/Industrial County Property Tax Base equals \$32,730,915,750
2013 Commercial/Industrial County Property Tax Base equals \$33,017,503,750
2014 Commercial/Industrial County Property Tax Base equals \$34,283,192,400
2015 Commercial/Industrial County Property Tax Base equals \$35,517,337,080
2016 Commercial/Industrial County Property Tax Base equals \$38,537,169,030
2017 Commercial/Industrial County Property Tax Base equals \$41,945,240,370
2018 Commercial/Industrial County Property Tax Base equals \$44,664,169,420
2019 Commercial/Industrial County Property Tax Base equals \$47,314,571,180

Source: Broward County Appraiser's Office.

Fiscal Year 2020

Announced Economic Development Projects

Greater Fort Lauderdale Alliance

Partnership for Economic Growth

First quarter announced projects

Month Announced December
Status Announced Expansion Project
Company is Spirit
City of Dania Beach
Type of Facility is Office, Training, Corporate Housing
Square foot of project is 500,000
Direct capital investment is \$250,000,000
Jobs created is 225
Jobs retained is 853
Product Service is major US passenger airline headquarters

Month Announced December
Status Announced Expansion Project
Company is Shiji
City of Hollywood
Type of Facility is Office
Square foot of project is 14,000
Foreign Direct Capital Investment is \$800,000
Jobs created is 70
Jobs retained is 10
Product Service is an international company with global headquarters in Asia, focused on technology platform for the hospital industry.

Month Announced December
Status Unannounced Expansion Project
Company is Publix
City of Deerfield Beach
Type of Facility is Manufacturing, Distribution
Square foot of project is 62,000
Direct capital investment is \$23,400,000
Jobs created is 265
Product Service is Food manufacturer/distributor

2020 1st Quarter Project totals

Total 2020 1st Quarter Square foot of project is 576,000
Total 2020 1st Quarter Direct Capital Investment is \$273,400,000
Total 2020 1st Quarter Foreign Direct capital investment \$800,000
Total 2020 1st Quarter jobs created is 560
Total 2020 1st Quarter jobs retained is 863

Second quarter announced projects

Month Announced February

Status Announced Expansion Project

Company is Accilerate

City of Sunrise

Type of Facility is Office, R and D

Square foot of project is 6,000

Direct capital investment is \$3,600,000

Jobs created is 50

Jobs retained is 50

Product Service is development and implementation of software/hardware, focused on artificial intelligence and business process automation.

Month Announced March

Status Unannounced Expansion Project

Company is Bankers Healthcare Group

City of Miramar

Type of Facility is Office

Square foot of project is 130,000

Direct capital investment is \$42,000,000

Jobs created is 220

Product Service is specializes in financing for medical industry, doctors, dentists, etc.

2020 2nd Quarter Project totals

Total 2020 2nd Quarter Square foot of project is 136,000

Total 2020 2nd Quarter Direct Capital Investment is \$45,600,000

Total 2020 2nd Quarter Foreign Direct capital investment \$0

Total 2020 2nd Quarter jobs created is 270

Total 2020 2nd Quarter jobs retained is 50

Third quarter announced projects

Month Announced June

Status Unannounced Expansion Project

Company is Project Restore

City of Sunrise

Type of Facility is Office, R and D

Square foot of project is 6,000

Direct capital investment is \$2,100,000

Jobs created is 92

Product Service is medical device manufacturing.

Month Announced June

Status Unannounced Expansion Project

Company is TLB Enterprises Group Holdings

City of Deerfield Beach

Type of Facility is Office, Distribution

Square foot of project is 1,000

Jobs created is 5

Product Service is PPE distribution company.

2020 3rd Quarter Project totals

Total 2020 3rd Quarter Square foot of projects is 7,000

Total 2020 3rd Quarter Direct Capital Investment is \$2,100,000

Total 2020 3rd Quarter Foreign Direct capital investment \$0

Total 2020 3rd Quarter jobs created is 97

Total 2020 3rd Quarter jobs retained is 0

2020 Year to date Project Totals Project totals

Total 2020 Year to date Square foot of projects is 719,000

Total 2020 Year to date Direct Capital Investment is \$321,100,000

Total 2020 Year to date Foreign Direct capital investment \$800,000

Total 2020 Year to date jobs created is 927

Total 2020 Year to date jobs retained is 913

Business Development Goals for FY2020

Business Development Goals for FY2020 Direct Capital Investment is \$75,000,000

Business Development Goals for FY2020 Foreign Direct Capital Investment is \$5,000,000

Business Development Goals for FY2020 Jobs created is 1,200

Business Development Goals for FY2020 Jobs retained is 1,300