



January 29, 2021

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 2021 first quarter report to Broward County. During the past few months, since the onset of the COVID-19 crisis, the Alliance has remained committed to our top priority, which is growing and diversifying our economy through an emphasis on high-value, high wage targeted industries. However, at the same time, we have continued to focus on providing business assistance and information to help companies and residents of Broward navigate through the social and economic effects of the pandemic. Below is a recap of results and actions in the first quarter:

1. We were pleased to finalize the following company projects and continue to work with 24 companies that are in the project pipeline. Examples of completed projects were:

KeySource Pharma, a supplier of genetic pharmaceuticals to 2nd user pharmacies nationwide, will be creating 35 jobs and making a \$120,000 capital investment in Fort Lauderdale.

Medicmed, a pioneer in robotic-assisted surgery, will be creating 35 jobs in Fort Lauderdale.

Amazon will be creating 275 jobs and making a \$32 million capital investment in Deerfield Beach, for a last mile facility for Amazon product deliveries.

2. As always, a primary focus of the Alliance is assisting local companies through our BRAVO (Business Retention and Visitation Outreach) program. 28 Broward County companies were visited by the Alliance during the first quarter, as we assisted in areas such as access to capital, workforce training opportunities, permitting and site location.
3. The Alliance continued to provide assistance and information regarding local business preservation and recovery during the COVID-19 crisis. This was done through the Alliance website, including the use of BizHelpBroward.com, social media and other means of electronic communications. Examples of information 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.
4. The Alliance began its FY21 economic development digital marketing campaign targeting C-Level executives and company location decision makers through print, digital, search engine and B2B digital in publications such as *Area Development*, *Business Facilities*, *Chief Executive*, *Aviation Week*, *JetTrader*, *Fierce BioTech*, *Fierce Pharma*, *CIO*, and *CSO*. In this campaign, direct emails are also sent to C-Level executives in aviation, financial services, life sciences, technology and headquarters industries and paid social media is utilized through Facebook and Google paid search. In FY 2020 this campaign generated 9.3 million impressions resulting in 1.8 million video views and 97,941 clicks to the Alliance website.

**ALLIANCE: PARTNERSHIP FOR ECONOMIC GROWTH**

Broward County's Official Economic Development Partnership

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[www.gflalliance.org](http://www.gflalliance.org)



5. In addition to the company outreach campaign, new advertising and outreach campaigns have been developed and are being launched to attract talent to Greater Fort Lauderdale/ Broward County. These include the CEO Council's talent attraction campaign - Live Where you Vacation, a new talent recruiting guide called "Welcome Home" which is in print and digital formats, a partnership with Livability Media to promote our area as a top location for talent, and an out of state advertising campaign featuring the TechGateway initiative.
6. The Alliance's Port Everglades Action Team, a partnership with Broward County and numerous community organizations, continued its work to support Port Everglades expansion projects.
7. The Alliance launched a new monthly speaker series that features leaders in the fields of aviation, finance, manufacturing, politics and current affairs. The series kicked off on December 4 with Joanna Geraghty, President & COO of JetBlue, moderated by immediate past Alliance Chair Juliet M. Roulhac. The purpose of the speaker series is to bring Alliance and community members up close and personal with a variety of locally and nationally known leaders who will talk about subjects such as leadership, the economy, trends in business and industry and other important topics.
8. The Alliance continued to lead the collective impact local business stimulus campaign begun in June, spearheaded by Six Pillars Broward, to help kickstart and support a safe economic reboot of Broward County. Conceptualized by Zimmerman Advertising, the campaign encouraged consumers to identify as SOBs – Supporters of Broward – and do their part to support local businesses. With colorful signage, ads and merchandise, the campaign reminded people to eat, shop and otherwise spend locally like an SOB, but also to wash hands, wear a mask, social distance and otherwise be safe and prevent the spread of coronavirus like an SOB. In addition to inspiring individuals to be Supporters of Broward, the campaign encouraged major companies and organizations to reroute spending to local firms and engage Broward County certified small businesses as new sources for goods and services.
9. The Alliance continued to lead efforts to launch Six Pillars 2.0 focused on the following ten issues: Affordable Housing, Community Branding, Entrepreneurship, Homelessness, Prosperity Broward, Resiliency, Social Justice and Racial Equity, Talent Attraction and Retention, Target Industry Growth, and Transportation.

Throughout the first 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,

A handwritten signature in black ink that reads "Bob Swindell".

Bob Swindell  
President and CEO

**ALLIANCE: PARTNERSHIP FOR ECONOMIC GROWTH**



## FY 2021 Market Measures

### Business Attraction

| Market Measures                          | FY 2021 Goal                  | FY 2021 Goal YTD                    | FY 2021 Actual YTD             | FY 2021 Actual 1st Qtr         |
|--|-------------------------------|-------------------------------------|--------------------------------|--------------------------------|
| Domestic Leads                           | 150                           | 37                                  | 22                             | 22                             |
| International Leads                      | 75                            | 19                                  | 6                              | 6                              |
| Average Monthly Projects in the Pipeline | 20                            | 20                                  | 24                             | 24                             |
| Number of Announced Projects             | 12                            | 3                                   | 3                              | 3                              |
| Number of New Value-Added Jobs           | 900                           | 225                                 | 345                            | 345                            |
| \$ of Direct Capital Investment          | \$75M Domestic;<br>\$5M Int'l | \$18.75M Domestic;<br>\$1.25M Int'l | \$32.1M Domestic;<br>\$0 Int'l | \$32.1M Domestic;<br>\$0 Int'l |
| \$ of Direct Capital Investment ROI      | Calculated at end of year     |                                     |                                |                                |

### Business Retention

| Market Measures                                   | FY 2021 Goal | FY 2021 Goal YTD | FY 2021 Actual YTD | FY 2021 Actual 1st Qtr |
|---|--------------|------------------|--------------------|------------------------|
| Number of Corporate Visits                        | 180          | 45               | 28                 | 28                     |
| Number of Retained Jobs                           | 1,000        | 250              | 0                  | 0                      |
| Number of CareerSource Broward Partnerships       | 20           | 5                | 6                  | 6                      |
| Dollar Value of CareerSource Broward Partnerships | \$500,000    | \$125,000        | \$624,732          | \$624,732              |

### Marketing & Communications

| Market Measures       | FY 2021 Goal | FY 2021 Goal YTD | FY 2021 Actual YTD | FY 2021 Actual 1st Qtr |
|-----------------------|--------------|------------------|--------------------|------------------------|
| Media Value Generated | \$300,000    | \$75,000         | \$33,232           | \$33,232               |

### Financial Support

| Market Measures  | FY 2021 Goal  | FY 2021 Goal YTD | FY 2021 Actual YTD | FY 2021 Actual 1st Qtr |
|--|---------------|------------------|--------------------|------------------------|
| Public/Private Mix                                       | \$1.00:\$1.19 | \$1.00:\$1.19    | \$1.00:\$1.34      | \$1.00:\$1.34          |
| Private Sector Dollars Investing in Economic Development | \$2,206,600   | \$551,650        | \$622,706          | \$622,706              |



## FY 2021 Market Measures

### Administrative Objectives

- A.** Continue to promote and support the Port Everglades Master Plan through the Port Everglades Action Team. PEAT has successfully partnered with Port administration and the County to advocate for federal and state funds for capital projects such as the ICTF, Turning Notch and the Widening and Deepening of the Port channel.

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. In 4Q20 we sent letters to MARAD within the U.S. Department of Transportation supporting the “Marine Highway” designation for Port Everglades and the Port of Houston. This will allow the Ports to apply for federal funding which can be used to modernize vessels, purchase, lease or modify equipment and enhance infrastructure at Terminals. We were pleased when Port Everglades was granted / awarded this designation just this month, January of 2021.

Currently, 2Q21, we will be asking our members to submit letters of support to the ACOE as they hear comments regarding the updated environmental surveys which will allow us to proceed with the relocation of the US Coast Guard Station, Phase One of the overall Widening and Deepening Project. Our goal is to continue to show the huge importance this Port has to the success of Broward County, South Florida, the United States and especially all of our local businesses.

- B.** Research, write and develop the final report for the Alliance bi-annual Leadership Trip to Charlotte, N.C., a competitive region for our business leaders with which to review best practices. This report will allow the team to identify and develop benchmarks for improvement to enhance Broward’s business climate. In 2016 and 2018, business and elected leaders traveled to Austin, TX, and Nashville, TN, respectively. The team will begin the process of planning for a 2022 trip to a region to be determined.

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).

The goal was to study the Charlotte / Mecklenburg County metropolitan area and compare it to Greater Fort Lauderdale / Broward County.

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. At our Annual Luncheon – virtual for the first time – an update on lessons learned and overall observations was included in our Annual Program Book. We will be looking for additional opportunities to share overall impressions.

In 3Q21, we will begin the process to select a new city to visit for 2022.

- C.** Continue to implement Six Pillars 2.0 key priorities: Affordable Housing, Community Branding, Entrepreneurship, Homelessness, Prosperity Broward, Resiliency, Social Justice and Racial Equity, Talent Attraction and Retention, Target Industry Growth, and Transportation.

### **SOB (SUPPORTER OF BROWARD) CAMPAIGN**

2020 was a year of uncertainty...and unsurmountable challenges. But in Broward County, it will also be remembered as a year when the local community rallied together as "Supporters of Broward" to promote safe work environments, jumpstart local consumer spending and sustain local Broward's businesses through the Six Pillars Broward SOB "Supporter of Broward" Buy Local Campaign.

#### Accomplishments:

- 1 Buy Local Website launched.
- 2 Major Broadcast Networks shared the campaign story.
- 3 Highway Digital Billboards promoted safety messages.
- 10 County Buses have been wrapped with safety messages on the outside and on the inside in four different languages (English, Spanish, Portuguese and Creole).
- 20 Chambers of Commerce were engaged.
- 100 Flagpole Banners lined the streets of Las Olas, Broward Blvd. and A1A.
- 500 Business Engagement Toolkits are being shared.
- 5,000 Reusable Masks, sourced in Broward County and made in the USA, are being distributed throughout the county.
- 5,800 Views of the launch event have been counted.
- 18,000 Video Plays of the SOB Safety Commercial ("wash, wash, wash like an SOB") have been shown.
- 100,000+ impressions of the SOB posts on Facebook and Instagram.
- \$10,000 in gift cards are being purchased from businesses throughout Broward County as part of the "buy local" contest giveaway program. These gift cards are being given away for free to consumers who participate in the contest, to stimulate safe spending.

### **PROSPERITY BROWARD**

The Six Pillars Prosperity Broward initiative convenes community stakeholders to expand economic mobility in the six Broward County zip codes with the highest unemployment and poverty levels.

#### Accomplishments:

- Prosperity Broward is pleased to announce the appointment of Dr. George Makiya and Dr. Stephanie Scott as Co-Chairs of the new Prosperity Broward Data Working Group. This group will assist the collective in realizing a more significant impact in Broward County.
- Prosperity Broward is in the process of establishing a partnership with the Atlanta FED to assist with the expansion of economic mobility in targeted zip codes.



## FY 2021 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. 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 28 prospects and leads in the 1st quarter, 3 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 December 2020)

| Years | Number Employed | Number in Labor Force | Number Unemployed | Unemployment Rate |
|-------|-----------------|-----------------------|-------------------|-------------------|
| 2012  | 952,484         | 1,021,901             | 69,417            | 6.8%              |
| 2013  | 973,289         | 1,026,442             | 53,153            | 5.2%              |
| 2014  | 1,017,456       | 1,065,335             | 47,879            | 4.5%              |
| 2015  | 956,378         | 999,633               | 43,255            | 4.3%              |
| 2016  | 980,719         | 1,025,431             | 44,712            | 4.4%              |
| 2017  | 991,883         | 1,026,696             | 34,813            | 3.4%              |
| 2018  | 1,011,564       | 1,041,177             | 29,613            | 2.8%              |
| 2019  | 1,023,100       | 1,049,805             | 26,705            | 2.5%              |
| 2020  | 941,123         | 1,007,605             | 66,482            | 6.6%              |

Source: Florida Department of Economic Opportunity, December 2020. Release date January 22nd, 2021.

### Number of Jobs in Target Industries

| Years | Aviation and Aerospace | Life Sciences | Information & Communication Technologies | Corporate, Regional & Divisional HQ | High-Tech Manufacturing | Marine Industry |
|-------|------------------------|---------------|--|-------------------------------------|-------------------------|-----------------|
| 2012  | 10,775                 | 4,072         | 31,634                                   | 47,461                              | 31,396                  | 8,797           |
| 2013  | 10,823                 | 4,237         | 32,341                                   | 50,027                              | 31,995                  | 8,805           |
| 2014  | 11,861                 | 4,684         | 33,290                                   | 53,433                              | 32,411                  | 8,156           |
| 2015  | 11,931                 | 4,752         | 34,664                                   | 54,923                              | 32,677                  | 8,472           |
| 2016  | 12,409                 | 4,810         | 33,351                                   | 52,272                              | 30,906                  | 8,325           |
| 2017  | 13,250                 | 4,746         | 34,841                                   | 54,446                              | 31,821                  | 8,300           |
| 2018  | 16,058                 | 4,981         | 39,494                                   | 62,657                              | 36,888                  | 9,385           |
| 2019  | 16,691                 | 5,656         | 40,924                                   | 64,707                              | 38,481                  | 9,549           |
| 2020  | 17,953                 | 6,222         | 40,133                                   | 61,589                              | 40,194                  | 9,426           |

Source: EMSI December 2020.

### Employment by Major Occupational Sectors

| INDUSTRY                                   | Dec-13  | Dec-14  | Dec-15  | Dec-16  | Dec-17  | Dec-18  | Dec-19  | Dec-20  |
|--|---------|---------|---------|---------|---------|---------|---------|---------|
| Construction                               | 34,700  | 38,400  | 43,800  | 44,900  | 49,600  | 51,300  | 48,700  | 44,500  |
| Manufacturing                              | 26,700  | 27,600  | 28,400  | 27,900  | 28,800  | 28,300  | 28,200  | 27,100  |
| Wholesale Trade                            | 46,700  | 48,000  | 48,700  | 49,200  | 49,900  | 47,800  | 48,700  | 49,300  |
| Retail Trade                               | 111,000 | 112,300 | 112,900 | 115,200 | 113,500 | 113,800 | 117,900 | 112,000 |
| Transportation, Warehousing, and Utilities | 24,700  | 25,200  | 26,400  | 27,400  | 27,600  | 32,100  | 32,200  | 35,200  |
| Information                                | 18,400  | 18,900  | 19,400  | 19,200  | 19,500  | 20,900  | 20,200  | 18,100  |
| Financial Activities                       | 55,200  | 56,400  | 58,600  | 57,400  | 58,300  | 58,400  | 64,300  | 65,600  |
| Professional and Business Services         | 134,500 | 141,000 | 144,800 | 151,700 | 155,300 | 156,200 | 157,600 | 145,000 |
| Education and Health Services              | 99,500  | 101,600 | 104,500 | 107,200 | 114,000 | 113,700 | 118,900 | 103,400 |
| Leisure and Hospitality                    | 87,400  | 91,000  | 92,800  | 96,100  | 95,400  | 95,000  | 97,800  | 73,400  |

Source: Florida Department of Economic Opportunity, December 2020. Release date January 22nd, 2021. – Nonagricultural

### Average Wage Rates by Target Industry

| Years | Aviation and Aerospace | Life Sciences | Information & Communication Technologies | Corporate, Regional & Divisional HQ | High-Tech Manufacturing | Marine Industry |
|-------|------------------------|---------------|--|-------------------------------------|-------------------------|-----------------|
| 2012  | \$56,451               | \$50,240      | \$77,635                                 | \$62,438                            | \$59,782                | \$45,182        |
| 2013  | \$56,281               | \$49,369      | \$79,025                                 | \$62,992                            | \$60,239                | \$45,870        |
| 2014  | \$58,914               | \$50,934      | \$80,763                                 | \$67,349                            | \$60,696                | \$50,126        |
| 2015  | \$62,686               | \$52,020      | \$82,991                                 | \$68,771                            | \$60,868                | \$50,611        |
| 2016  | \$78,400               | \$69,069      | \$109,738                                | \$84,168                            | \$77,622                | \$61,783        |
| 2017  | \$81,244               | \$76,487      | \$113,636                                | \$86,204                            | \$80,252                | \$65,638        |
| 2018  | \$87,419               | \$77,985      | \$109,261                                | \$86,069                            | \$80,021                | \$68,270        |
| 2019  | \$92,676               | \$80,620      | \$109,399                                | \$86,076                            | \$82,154                | \$69,815        |
| 2020  | \$94,574               | \$80,204      | \$113,440                                | \$91,193                            | \$84,233                | \$73,728        |

Source: EMSI December 2020.

| Years | Per Capita Income | Median Household Income |
|-------|-------------------|-------------------------|
| 2012  | \$28,547          | \$51,603                |
| 2013  | \$28,205          | \$51,251                |
| 2014  | \$28,329          | \$51,574                |
| 2015  | \$28,381          | \$51,968                |
| 2016  | \$28,987          | \$52,954                |
| 2017  | \$30,109          | \$54,895                |
| 2018  | \$31,464          | \$57,333                |
| 2019  | \$32,909          | \$59,547                |

Source: U.S. Census Bureau.

| Years | Average Annual Wage |
|-------|---------------------|
| 2012  | \$43,899            |
| 2013  | \$44,579            |
| 2014  | \$46,033            |
| 2015  | \$47,859            |
| 2016  | \$48,687            |
| 2017  | \$51,259            |
| 2018  | \$52,929            |
| 2019* | \$54,643            |

Source: Enterprise Florida. \*Preliminary

| Years | Office Vacancy Rate % | Net Absorption SF |
|-------|-----------------------|-------------------|
| 2012  | 19.9%                 | (9,711)           |
| 2013  | 19.2%                 | 89,478            |
| 2014  | 15.7%                 | 116,754           |
| 2015  | 15.7%                 | 467,570           |
| 2016  | 14.6%                 | 279,620           |
| 2017  | 11.8%                 | 222,000           |
| 2018  | 11.4%                 | 38,000            |
| 2019  | 10.2%                 | (128,397)         |
| 2020  | 13.0%                 | (87,700)          |

Source: CBRE Research, Q4 2020.

| Years | Industrial Vacancy Rate % | Net Absorption SF |
|-------|---------------------------|-------------------|
| 2012  | 8.0%                      | 264,766           |
| 2013  | 8.1%                      | 273,636           |
| 2014  | 7.3%                      | 190,341           |
| 2015  | 9.2%                      | 864,196           |
| 2016  | 6.1%                      | 310,543           |
| 2017  | 3.6%                      | 894,998           |
| 2018  | 3.8%                      | 224,214           |
| 2019  | 6.3%                      | 145,780           |
| 2020  | 7.6%                      | 325,353           |

Source: CBRE Research, Q4 2020.

### Broward County Property Tax Base Growth

|             | <b>Residential County<br/>Property Tax Base</b> | <b>Commercial/Industrial<br/>County Tax base</b> |
|-------------|---|--|
| <b>2012</b> | \$86,139,504,130                                | \$32,730,915,750                                 |
| <b>2013</b> | \$90,602,712,080                                | \$33,017,503,750                                 |
| <b>2014</b> | \$98,102,068,110                                | \$34,283,192,400                                 |
| <b>2015</b> | \$106,234,517,520                               | \$35,517,337,080                                 |
| <b>2016</b> | \$114,783,990,830                               | \$38,537,169,030                                 |
| <b>2017</b> | \$123,925,153,510                               | \$41,945,240,370                                 |
| <b>2018</b> | \$132,946,694,120                               | \$44,664,169,420                                 |
| <b>2019</b> | \$141,671,309,822                               | \$47,314,571,180                                 |

Source: Broward County Appraiser's Office.

Exhibit 2 - Alliance 1st Quarter FY 21 Report to Broward County  
 FY 2021 Announced Economic Development Projects  
 Greater Fort Lauderdale Alliance: *Partnership for Economic Growth*

| Month Announced /Approved                     | Status | Company          | City            | Type of Facility       | Sq. Ft. of Project | Direct Capital Investment | Foreign Direct Capital Investment | Jobs Created | Jobs Retained | Product/Service   |
|---|--------|------------------|-----------------|------------------------|--------------------|---------------------------|-----------------------------------|--------------|---------------|---|
| <b>1st Quarter Announced Projects:</b>        |        |                  |                 |                        |                    |                           |                                   |              |               |   |
| October                                       | UEP    | KeySource Pharma | Fort Lauderdale | Office                 | 35,000             | \$120,000                 |                                   | 35           |               | Supplies generic pharmaceuticals for 2nd user pharmacies nationwide |
| October                                       | UP     | Memimed          | Fort Lauderdale | Office                 | 7,000              |                           |                                   | 35           |               | Pioneers in robotic-assisted surgery                                |
| December                                      | UEP    | Amazon           | Deerfield Beach | Distribution/Logistics | 150,000            | \$32,000,000              |                                   | 275          |               | Last mile facility for Amazon product deliveries                    |
| <b>1st Quarter Project Totals:</b>            |        |                  |                 |                        | 192,000            | \$32,120,000              |                                   | 345          |               |   |
|   |        |                  |                 |                        |                    |                           |                                   |              |               |   |
|   |        |                  |                 |                        |                    |                           |                                   |              |               |   |
| <b>Year to Date Project Totals:</b>           |        |                  |                 |                        | 192,000            | 32,120,000                |                                   | 345          |               |   |
| <b>Business Development Goals for FY2021:</b> |        |                  |                 |                        |                    | \$75,000,000              | \$5,000,000                       | 900          | 1,000         |   |

AP = Announced Project  
 AEP = Announced Expansion Project  
 UEP = Unannounced Expansion Project  
 AIP = Announced Intl. Project  
 ARP = Announced Retention Project

Greater Fort Lauderdale Alliance  
FY 2021 Performance Measures  
Supplemental Information  
1<sup>st</sup> Quarter

1. The Alliance annual goal for new domestic and international leads is to develop 225 leads (150 domestic and 75 international), or 56 leads per quarter for FY 2021. The Alliance developed a total of 22 domestic and 6 international leads for a total of 28 leads during the first quarter. This represents 50% goal attainment. Part of this goal not being made in the first quarter is due to the holidays and the fact that many potential Alliance clients are not available during parts of November and December. However, the Alliance anticipates meeting this objective for the year and will be continuing its outreach to site consultants and corporate real estate decision makers through in person and virtual contacts.
2. The Alliance goal for business retention and expansion is to conduct 180 corporate visits in FY 2021, or 45 per quarter. The Alliance conducted a total of 28 visits during the first quarter, which represents 62% goal attainment. Alliance staff is focusing on this important objective through proactive outreach to local companies, and with additional visits planned for the next three quarters, it is anticipated this goal will be met for the year.
3. The Alliance annual goal for the number of retained jobs is 1,000, or 250 retained jobs per quarter for FY 2021. There were no retained jobs in the first quarter. This is a reflection that due to the pandemic, most companies are staying in place and 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.
4. The Alliance annual goal for media generated in FY 2021 is \$300,000 or \$75,000 per quarter. In the first quarter, the media value generated was \$33,232, which represents 44% goal attainment. It is anticipated that as the year progresses and the economy improves, opportunities to generate media coverage will grow and this objective will be met. The Alliance staff has also been working with various publications on potential stories of interest in the future and anticipates some of these to result in media coverage in the coming months.