



April 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 second 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 second quarter:

1. We were pleased to finalize the following company projects and continue to work with 30 companies that are in the project pipeline. Examples of completed projects were:

Amazon will be creating 300 jobs and making a \$40 million capital investment in Pembroke Park, for a last mile facility for Amazon product deliveries.

Amazon will be creating 275 jobs and making a \$35 million capital investment in Miramar, for a last mile facility for Amazon product deliveries.

Project Beecham (company announcement forthcoming), an FDA-Registered 503B outsourcing facility providing leading dermatologists with custom medicines, will be creating 50 jobs, retaining 56 jobs and making a \$1 million capital investment in Pompano Beach and Fort Lauderdale.

Future Tech, an IT solutions provider that supports leading companies in the aerospace, defense, education, energy, government, healthcare, manufacturing, and retail sectors, is opening a new executive headquarters in Fort Lauderdale, creating 25 jobs.

2. As always, a primary focus of the Alliance is assisting local companies through our BRAVO (Business Retention and Visitation Outreach) program. 52 Broward County companies were visited by the Alliance during the second 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.

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

4. The Alliance continued its FY21 economic development 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. From October to February, the campaign has generated 6.8 million impressions resulting in 350,000 video views and 75,566 clicks to the Alliance website.

In addition to the company outreach campaign, new advertising and outreach campaigns have been developed and 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.

5. 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.
6. The Alliance continued work to implement Version 2.0 of Six Pillars Broward, with a focus on the following community priorities: Target Industry Growth, Education, Talent Attraction & Retention, Community Branding, Social Justice & Racial Equity, Economic Mobility, Entrepreneurship, Transportation, Resiliency, Affordable Housing, and Homelessness. Additionally, the Six Pillars Broward Economic Mobility initiative (Prosperity Broward) continues to convene community stakeholders to expand economic mobility in the six Broward County zip codes with the highest unemployment and poverty levels.

Throughout the second 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



## FY 2021 Market Measures

### Business Attraction

Market Measures	FY 2021 Goal	FY 2021 Goal YTD	FY 2021 Actual YTD	FY 2021 Actual 2nd Qtr
Domestic Leads	150	75	63	41
International Leads	75	38	12	6
Average Monthly Projects in the Pipeline	20	20	30	30
Number of Announced Projects	12	6	8	5
Number of New Value-Added Jobs	900	450	1,345	1,000
\$ of Direct Capital Investment	\$75M Domestic; \$5M Int'l	\$37.5M Domestic; \$2.5M Int'l	\$149.2M Domestic; \$0 Int'l	\$117.1M Domestic; \$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 2nd Qtr
Number of Corporate Visits	180	90	80	52
Number of Retained Jobs	1,000	500	56	56
Number of CareerSource Broward Partnerships	20	10	6	0
Dollar Value of CareerSource Broward Partnerships	\$500,000	\$250,000	\$624,732	\$0

### Marketing & Communications

Market Measures	FY 2021 Goal	FY 2021 Goal YTD	FY 2021 Actual YTD	FY 2021 Actual 2nd Qtr
Media Value Generated	\$300,000	\$150,000	\$86,083	\$52,851

### Financial Support

Market Measures	FY 2021 Goal	FY 2021 Goal YTD	FY 2021 Actual YTD	FY 2021 Actual 2nd Qtr
Public/Private Mix	\$1.00:\$1.19	\$1.00:\$1.19	\$1.00:\$1.28	\$1.00:\$1.40
Private Sector Dollars Investing in Economic Development	\$2,206,600	\$1,103,300	\$1,185,534	\$646,410



## 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.

In 2Q21, three new low-rise Post Panamax cranes were delivered and installed at Port Everglades, a ceremony in which several of our PEAT members were in attendance. In addition, we asked 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.

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. 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 Version 2.0 of Six Pillars Broward, with a focus on the following community priorities: Target Industry Growth, Education, Talent Attraction & Retention, Community Branding, Social Justice & Racial Equity, Economic Mobility, Entrepreneurship, Transportation, Resiliency, Affordable Housing and Homelessness.

### **SIX PILLARS BROWARD VERSION 2.0**

Version 2.0 is continuing to shape up to be a powerful and effective collective impact initiative.

- Thirty-Eight Co-Chairs have been recruited.
- Orientation meetings have been completed.
- Draft goals have been established.
- A new website is being built.
- Rebranding is in process.
- Education has been added as an eleventh pillar.
- The Version 2.0 Community Launch event is scheduled for April 14, 2021, 8:00 to 9:30 am

The Prosperity Pillars are as follows.

- Target Industry Growth
- Education
- Talent Attraction & Retention
- Community Branding
- Social Justice & Racial Equity
- Economic Mobility
- Entrepreneurship
- Transportation
- Resiliency
- Affordable Housing
- Homelessness

### **PROSPERITY BROWARD**

The Six Pillars Broward Economic Mobility initiative (Prosperity Broward) continues to convene community stakeholders to expand economic mobility in the six Broward County zip codes with the highest unemployment and poverty levels.

- Prosperity Broward is partnering with Commissioner Dunn from the City of Lauderhill on a “Return to Work” event from May 9-14. This initiative will help connect residents to job training, employers, and support services. It will feature several events, including job resume workshops, an education fair, a job fair, and a town hall event with elected officials from the 12 Prosperity Broward municipalities.

- Prosperity Broward is working with CareerSource Broward and Fassmer America on the launch of an on-the-job training program for residents from the surrounding Prosperity Broward zip codes. Fassmer produces lifeboats, rescue boats, and other deck equipment.



## 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 47 prospects and leads in the 2nd quarter, 16 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  
(2021 numbers are as of March 2021)

Years	Number Employed	Number in Labor Force	Number Unemployed	Unemployment Rate
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%
2021	969,511	1,023,552	54,041	5.3%

Source: Florida Department of Economic Opportunity, March 2021. Release date April 16<sup>th</sup>, 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
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
2021	18,454	6,483	40,229	61,265	40,827	9,203

Source: EMSI 2021.2.

### Employment by Major Occupational Sectors

INDUSTRY	Dec-14	Dec-15	Dec-16	Dec-17	Dec-18	Dec-19	Dec-20	March-21
Construction	38,400	43,800	44,900	49,600	51,300	48,700	44,500	49,900
Manufacturing	27,600	28,400	27,900	28,800	28,300	28,200	27,100	27,000
Wholesale Trade	48,000	48,700	49,200	49,900	47,800	48,700	49,300	50,100
Retail Trade	112,300	112,900	115,200	113,500	113,800	117,900	112,000	102,500
Transportation, Warehousing, and Utilities	25,200	26,400	27,400	27,600	32,100	32,200	35,200	33,800
Information	18,900	19,400	19,200	19,500	20,900	20,200	18,100	18,600
Financial Activities	56,400	58,600	57,400	58,300	58,400	64,300	65,600	63,300
Professional and Business Services	141,000	144,800	151,700	155,300	156,200	157,600	145,000	143,400
Education and Health Services	101,600	104,500	107,200	114,000	113,700	118,900	103,400	109,000
Leisure and Hospitality	91,000	92,800	96,100	95,400	95,000	97,800	73,400	83,400

Source: Florida Department of Economic Opportunity, March 2021. Release date April 16<sup>th</sup>, 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
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
2021	\$92,324	\$81,261	\$114,510	\$92,967	\$83,846	\$74,117

Source: EMSI 2021.2.

Years	Per Capita Income	Median Household Income
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. (ACS 2015-2019)

Years	Average Annual Wage
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
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)
2021	16.4%	(92,900)

Source: CBRE Research, Marketview Q1 2021.

Years	Industrial Vacancy Rate %	Net Absorption SF
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
2021	7.3%	752,713

Source: CBRE Research, Marketview Q1 2021.

Broward County Property Tax Base Growth

	Residential County Property Tax Base	Commercial/Industrial County Tax base
2013	\$90,602,712,080	\$33,017,503,750
2014	\$98,102,068,110	\$34,283,192,400
2015	\$106,234,517,520	\$35,517,337,080
2016	\$114,783,990,830	\$38,537,169,030
2017	\$123,925,153,510	\$41,945,240,370
2018	\$132,946,694,120	\$44,664,169,420
2019	\$141,671,309,822	\$47,314,571,180
2020	\$149,541,645,130	\$49,790,239,400

Source: Broward County Appraiser's Office.

FY 2021 Announced Economic Development Projects  
Greater Fort Lauderdale Alliance: Partnership for Economic Growth

1<sup>st</sup> Quarter Announced Projects:

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
October	UEP	KeySource Pharma	Fort Lauderdale	Office	35,000	\$120,000	\$0	35	0	Supplies generic pharmaceuticals for 2 <sup>nd</sup> user pharmacies nationwide
October	UP	Memicmed	Fort Lauderdale	Office	7,000	\$0	\$0	35	0	Pioneers in robotic-assisted surgery
December	UEP	Amazon	Deerfield Beach	Distribution/ Logistics	150,000	\$32,000,000	\$0	275	0	Last mile facility for Amazon product deliveries
<b>1<sup>st</sup> Quarter Project Totals:</b>					<b>192,000</b>	<b>\$32,120,000</b>	<b>\$0</b>	<b>345</b>	<b>0</b>	

FY 2021 Announced Economic Development Projects  
Greater Fort Lauderdale Alliance: Partnership for Economic Growth

2<sup>nd</sup> Quarter Announced Projects:

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
February	AEP	Amazon	Pembroke Park	Distribution/ Logistics	269,000	\$40,000,000	\$0	300	0	Last mile facility for Amazon product deliveries
March	UEP	Project Beecham	Pompano Beach and Fort Lauderdale	Office/Manufacturing/ R&D	34,735	\$2,100,000	\$0	50	56	FDA-Registered 503B outsourcing facility providing leading dermatologists with custom medicines
March	UEP	Future Tech	Fort Lauderdale	Office	5,000	\$0	\$0	25	0	IT solutions provider that supports leading companies in the aerospace, defense, education, energy, government, healthcare, manufacturing, and retail sectors
March	AEP	Amazon	Fort Lauderdale	Distribution/ Logistics	377,000	\$40,000,000	\$0	350	0	Last mile facility for Amazon product deliveries
March	AEP	Amazon	Miramar	Distribution/ Logistics	150,000	\$35,000,000	\$0	275	0	Last mile facility for Amazon product deliveries
<b>2nd Quarter Project Totals:</b>					<b>835,735</b>	<b>\$117,100,000</b>	<b>\$0</b>	<b>1,000</b>	<b>56</b>	
<b>Year to Date Project Totals:</b>					<b>1,027,735</b>	<b>\$149,220,000</b>	<b>\$0</b>	<b>1,345</b>	<b>56</b>	
Business Development Goals for FY2021:					0	\$75,000,000	\$5,000,000	900	1,000	