



Broward County

Legislation Text

File #: 21-885, Version: 1

Broward County Commission Regular Meeting

Director's Name: Dale V.C. Holness

Department: County Commission

Information

Requested Action

MOTION TO APPROVE Broward County International Trade and Cultural Expo ("FITCE") as an annual County-sponsored event, currently scheduled at the Broward County Convention Center for November 17-18, 2021, subject to Fiscal Year 2022 budgeting and funding; authorizing the Office of Economic and Small Business Development ("OESBD") to solicit co-sponsorships for FITCE (subject to the provisions of the County's Advantage Marketing Program) in any individual amount and in an aggregate amount of over \$30,000; authorizing the County Administrator to approve and execute all co-sponsorship and other agreements relating to FITCE, subject to review for legal sufficiency by the Office of the County Attorney, and to take all other administrative and budgetary actions associated therewith. Notwithstanding future OESBD budgeting for Fiscal Year 2022, any increase in the County's level of financial support for FITCE over the annually budgeted \$100,000 sponsorship amount for the event shall require separate Board consideration and approval. (Commissioner Holness) **(Deferred from May 4, 2021 - Item No. 35)**

Why Action is Necessary

In accordance with the Broward County Advantage Marketing Program, co-sponsorships and approval of financial support require approval by the Board.

What Action Accomplishes

- A. Authorizes FITCE 2021 to be held in-person at the Broward County Convention Center.
- B. Authorizes staff in the Office of Economic and Small Business Development to solicit co-sponsorships to support the annual FITCE event.

Is this Action Goal Related

Yes

Previous Action Taken

Summary Explanation/Background

This item supports the Board's vision of "a vibrant economy with a diverse, skilled workforce, in a County offering unique advantages that attract all types of businesses to create equitable, countywide prosperity", through the value of "ensuring economic opportunities for all people and businesses in Broward."

In 2002, the Broward County Board of County Commissioners adopted Board Resolution 2002-1041, establishing an international trade strategy for Broward County. The purpose of the strategy was to promote tourism and trade, encourage the increase of exports, and stimulate business growth by providing leadership support, infrastructure, technical assistance, and formulating trade partnerships with the local, state, and federal government. As the gateway to Latin America and the Caribbean, possessing a competitive and strategically located air and seaport, and with direct rail connectivity, Broward County enjoys unique advantages key to becoming a global hub for domestic and international trade opportunities. FITCE will increase Broward County's ongoing ability to restore the economy, rebuild our communities, and sustain our low unemployment performance while strengthening our ties with overseas interests and boosting the Broward County and South Florida economies. In addition, the action supports the Greater Fort Lauderdale Alliance's efforts in promoting foreign direct investment and marketing Broward County as the center of the regional global business connection for the Americas and Caribbean.

FITCE 2019 attracted 1,869 participants representing former heads of states, high-level foreign governments, consuls general, trade commissioners, bi-national chambers representatives and local and international businesses representing over 60 countries. 316 local and international exhibitors participated in the World Expo.

This item was originally placed on the May 4, 2021 Board agenda as Item 53, but the item was deferred to the May 18, 2021 Board meeting at the Board's request.

Source of Additional Information

Heidi Richards, Chief of Staff, (954)357-7009

Fiscal Impact

Fiscal Impact/Cost Summary

As listed in the 2019 FITCE Report (Exhibit 1), past expenses for FITCE 2019 were \$116,621.