



Broward County

Legislation Text

File #: 21-1097, Version: 1

Broward County Commission Regular Meeting

Director's Name: Sandy-Michael McDonald

Department: Economic and Small Business Development

Information

Requested Action

MOTION TO APPROVE Greater Fort Lauderdale Alliance (hereinafter referred to as "The Alliance") Fiscal Year 2021 quarterly performance report, for the period January 1, 2021 through March 31, 2021, pursuant to the Agreement between Broward County and the Alliance.

Why Action is Necessary

Pursuant to the County's agreement with the Alliance, the Alliance must submit to the Office of Economic and Small Business Development, quarterly performance reports for Board acceptance.

What Action Accomplishes

The Alliance's submission and the Board of County Commissioners' acceptance of the quarterly performance reports will satisfy compliance with the terms of the Agreement between the parties.

Is this Action Goal Related

Yes

Previous Action Taken

None.

Summary Explanation/Background

THE OFFICE OF ECONOMIC AND SMALL BUSINESS DEVELOPMENT RECOMMENDS APPROVAL OF THE ABOVE MOTION.

This motion supports the Board of County Commissioners' 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.", Value A: "Ensuring economic opportunities for Broward's diverse population and businesses," Goal 1: "Attract and retain all types of business, especially high-wage industries that offer employee benefits, through partnerships with the Alliance, chambers of commerce, colleges and universities, CareerSource, and any other available avenues."

The Office of Economic and Small Business Development (hereinafter referred to as "OESBD") reviewed the Fiscal Year 2021 Alliance Quarterly Performance Report (Exhibit 1). The quarterly report has been summarized to highlight the Alliance's achievements for the second quarter of Fiscal Year 2021 (Exhibit 1, page 3 of 12). The quarterly report demonstrates the successful achievement of the Alliance's overall quarterly goals, with notable achievements in projected job creation with 1,000

projected new value-added jobs; direct capital investment of \$117.1 million. The Alliance has even exceeded the annual goal for overall new value-added jobs and capital investment for Fiscal Year 2021.

As reported by the Alliance, goal attainment in some areas were affected due to the COVID-19 crisis. Regarding average number of projects in the pipeline, the Alliance reports that they are working with 30 companies and also reported projects completed. The Alliance indicates that staff will continue to focus on this goal to meet the objectives by the end of the year, depending on the economic outcome of the crisis. 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 52 visits during the second quarter of FY 2021, which exceeds their quarterly goal of 45 visits. Alliance staff is focusing on this important objective through proactive outreach to local companies, and with additional visits planned for the next two quarters, it is anticipated this goal will be met for the year. 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.

OESBD has reviewed the quarterly report and accepts the Alliance response relating to performance activities including its three departments: Business Development, Investor Relations, and Business Intelligence Function. The Alliance has achieved a significant portion of its quarterly goals.

Source of Additional Information

Sandy Michael McDonald, Director, OESBD, (954) 357-6400

Fiscal Impact

Fiscal Impact/Cost Summary

None.