



Broward County

Legislation Text

File #: 23-877, Version: 1

Broward County Commission Regular Meeting

Director's Name: Sandy-Michael McDonald

Department: Economic and Small Business Development

Information

Requested Action

MOTION TO AUTHORIZE Office of Economic and Small Business Development (OESBD) to solicit co-sponsorships greater than \$30,000 for the Broward County Florida International Trade and Cultural Expo (FITCE) currently scheduled for Wednesday, October 4, 2023, through Thursday, October 5, 2023, at the Broward County Convention Center; and authorize the County Administrator to execute FITCE co-sponsorship and related agreements, subject to review for legal sufficiency by the Office of the County Attorney, and to take all necessary administrative and budgetary actions to implement same.

Why Action is Necessary

In accordance with the Broward County Advantage Marketing Program, Board approval is required to seek co-sponsorships in excess of \$30,000.

What Action Accomplishes

Recognizes the 2023 FITCE conference as a County-sponsored event, authorizes OESBD staff to solicit co-sponsorships to support the FITCE event, and authorizes the County Administrator to execute any sponsorship agreements related to FITCE.

Is this Action Goal Related

Yes

Previous Action Taken

None.

Summary Explanation/Background

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

This item supports the Board's goals of "prominently marketing Broward County as a brand, while increasing public understanding of programs and services" and "ensuring economic opportunities and a sustainable economy, with an emphasis on Broward's lower and middle class."

In 2002 the Board adopted an international trade strategy for Broward County 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 primary gateway to Latin America and the Caribbean, Broward

County enjoys unique advantages key to becoming a global hub for domestic and international trade opportunities, including competitive and strategically located air and seaports and direct rail connectivity. FITCE will increase Broward County's ongoing ability to stimulate the local economy, build our communities, and create employment opportunities while strengthening our ties with overseas interests. 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 2022 attracted 1,588 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. FITCE's World Expo showcased 240 local and international exhibitors.

This item, if approved, will provide the required Board authorization to OESBD so it may seek co-sponsorships for the 2023 FITCE in excess of \$30,000, and will authorize the County Administrator to execute co-sponsorship and related agreements (subject to review for legal sufficiency by the Office of the County Attorney), and to take necessary actions to facilitate these co-sponsorships.

The event will be free of charge to all attendees.

Source of Additional Information

Sandy-Michael McDonald, Director, Office of Economic and Small Business Development, 954-357-5615

Fiscal Impact

Fiscal Impact/Cost Summary

None.