



# Broward County

## Legislation Text

File #: 21-743, 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 Florida International Trade and Cultural Expo (FITCE) currently scheduled for Wednesday, November 17, 2021, through Thursday, November 18, 2021 to be held at the Broward County Convention Center as an annual County-sponsored event and authorize the Office of Economic and Small Business Development (OESBD) to solicit co-sponsorships greater than \$30,000 for each annual FITCE. Any change in the County's level of participation would require the item to return to the Board for future consideration. (Commissioner Holness)

#### 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.

**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.