

Greater Fort Lauderdale Alliance
FY 2026 Performance Measures
Supplemental Information
2nd Quarter

1. The Alliance annual goal for new domestic and international leads is to develop 225 leads (175 domestic and 50 international), or 112 leads in the first two quarters of FY 2026. The Alliance developed 72 domestic and 11 international leads during the first two quarters for a total of 83 leads. This represents 83% goal attainment for domestic leads and 44% goal attainment for international leads. The Alliance has additional in-person meetings and advertising outreach scheduled for the remainder of the year and anticipates meeting this objective for the year.
2. The Alliance annual goal for new value-added jobs is 1,200, or 600 new jobs in the first two quarters of FY 2026. The Alliance helped companies create a total of 490 new value-added jobs during the first two quarters, resulting in 82% goal attainment. This was missed primarily due to companies slowing down or not making relocation or expansion decisions due to the continued cost increases, the lack of statewide incentives such as QTI, and the overall higher cost of living in South Florida being a concern to companies considering a relocation.
3. The Alliance annual goal for capital investment is \$100 million in domestic and \$4 million in international investment, or \$50 million in domestic and \$2 million in international investment in the first two quarters of FY 2026. The Alliance helped companies create a total of \$6 million in domestic and \$250.05 million in international investment in the first two quarters, resulting in 12% goal attainment in domestic investment and 125 times the international investment. The domestic investment goal was missed primarily due to companies slowing down or not making relocation or expansion decisions due to the continued cost increases, the lack of statewide incentives such as QTI, and the overall higher cost of living in South Florida being a concern to companies considering a relocation.
4. The Alliance annual goal for business retention and expansion is to conduct 120 corporate visits in FY 2026, or 60 for the first two quarters. The Alliance conducted a total of 41 visits during the first two quarters, which represents 68% goal attainment. This goal is below objective in part due to losing an executive on loan from CareerSource Broward, who was focused on corporate visits for twenty years. We are now shifting responsibilities within the Alliance to continue to address the BRAVO visitation effort, and are proposing to hire a BRAVO Program Coordinator.
5. The Alliance annual goal for advertising and social impressions generated is 10,000,000, or 5,000,000 for the first two quarters of FY 2026. In the first two quarters, 692,066 advertising and social impressions were generated, which represents 14% goal attainment. This is due to the Alliance placing a hold on much of its digital advertising while a new campaign is finalized. It is anticipated that as the year progresses and the new campaign is finalized and launched, this objective will be met.
6. The Alliance annual goal for the number of retained jobs is 300, or 150 retained jobs for the first two quarters of FY 2026. There were 89 retained jobs in the first two quarters, resulting in 59% goal attainment. This was due to companies slowing down or not making relocation or expansion decisions due to the continued cost increases and a reflection of the fact that Florida and Broward County are being perceived as being more welcoming to businesses than many states, resulting in most companies continuing to remain in Florida/Broward County and not choosing to look at locations outside the area.
7. The Alliance annual goal for the total number of website visits is 165,000, or 82,500 for the first two quarters of FY 2026. In the first two quarters, the total number of visits was 66,227, which represents 80% goal attainment. This goal was missed due to a significant portion of the Alliance's advertising campaign being placed on hold. It is anticipated that as the year progresses and additional advertising rolls out, driving additional visits to the website, this objective will be met.