



**OFFICE OF ECONOMIC AND SMALL BUSINESS DEVELOPMENT**  
**Governmental Center Annex**

115 S. Andrews Avenue, Room A680 • Fort Lauderdale, Florida 33301 • 954-357-6400

**MEMORANDUM**

**DATE:** March 26, 2026  
**TO:** Monica Cepero, County Administrator  
**FROM:** Maribel Feliciano, Director  
Office of Economic and Small Business Development  
**SUBJECT:** The Greater Fort Lauderdale Alliance  
FY 2026 First Quarter Performance Report

The Office of Economic and Small Business Development ( hereinafter referred to as “OESBD”) reviewed the Fiscal Year 2026 Alliance First Quarter Performance Report (Exhibit 1), which includes details regarding Market Measures for Business Attraction, Business Retention, and Marketing and Communications activities.

In the first quarter, market measures were exceeded for: average number of projects in the pipeline, international direct capital investments, CareerSource partnerships, dollar value of CareerSource partnerships, media value generated, and private sector dollars investing in economic development. For the goals that were not met regarding new domestic leads, international leads, number of announced projects, new value-added jobs, domestic direct capital investments, corporate visits, retained jobs, total number of website visits, and advertising and social impressions, a detailed explanation is provided in Exhibit 3. Market measures goals and activities are currently being evaluated as part of the scope of work for the new Alliance agreement that is under review and will be transmitted to the Board for approval prior to the agreement expiration on September 30, 2026.

Business Attraction

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The Alliance goal for the average number of projects in the pipeline is 20. There are currently 22 projects in the pipeline which is 110% goal attainment.

The Alliance annual goal for the number of announced projects is 12, or 3 completed projects per quarter for FY 2026. There were 2 completed projects in the first quarter, resulting in 67% goal attainment. The Alliance annual goal for new value-added jobs is 1,200, or 300 new jobs per quarter for FY 2026. The Alliance helped companies create a total of 201 new value-added jobs during the first quarter, resulting in 67% goal attainment. The Alliance annual goal for domestic direct capital investment is \$100 million and zero dollars were reported. The Alliance indicated that there are a number of projects in the pipeline that are currently being finalized and as they are announced, it is anticipated they will bring them in line with these goals as the year progresses. The Alliance annual goal for international direct capital investment is \$4 million. The Alliance helped companies create a total of \$250 million in foreign investment in the first quarter, resulting in 625% goal attainment in international investment.

### Business Retention

The Alliance annual goal for the number of corporate visits is to conduct 120 corporate visits in FY 2026, or 30 per quarter. The Alliance conducted a total of 15 visits during the first quarter, which represents 50% goal attainment. This goal was below objective in part due to losing an executive on loan from CareerSource Broward, who was focused on corporate visits for twenty years, and due to an Alliance staff position being vacant. The Alliance is requesting funding as part of the new agreement in FY 2027 to fill this vacancy that was previously funded by CareerSource Broward.

The Alliance annual goal for the number of retained jobs is 300, or 75 retained jobs per quarter for FY 2026. There were 3 retained jobs in the first quarter, resulting in 4% goal attainment. This is a reflection of the fact that Florida and Broward County are 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.

### Marketing and Communications

The Alliance annual goal for advertising and social impressions generated is 10,000,000 or 2,500,000 per quarter for FY 2026. In the first quarter, advertising and social impressions generated was 125,144, which represents 5% 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.

The Alliance annual goal for the total number of website visits is 165,000, or 41,250 per quarter. In the first quarter, the total the total number of visits were 34,997, which represents 84% goal attainment. This 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 over the year.

In effort to continue to grow its social media presence and following, the Alliance outlines goals for number of followers on four social media platforms: Twitter (now X) (6,000), Facebook (6,000), and increase followers on Instagram and LinkedIn. Total followers between the four platforms is 20,576, up from 10,686 at the beginning of the initial reporting period in 2022 and up 3,216 in the past year. In addition to the company outreach, advertising continues to be directed to attracting talent to Broward County. For the first quarter of FY2026, these company and talent attraction campaigns generated more than 125,000 impressions with a total of nearly 35,000 clicks to the Alliance website.

The Alliance annual goal for media value generated is \$400,000, or \$100,000 per quarter for FY 2026. In the first quarter, the media value generated was \$311,588, which represents 311.6% goal attainment for the quarter.

### Financial Support

The Alliance annual goal for private sector dollars investing in economic development is \$3,237,786, or \$809,447 per quarter, and the Public/Private mix goal is \$1.00: \$1.45 for the year and the quarter. In the first quarter, private sector dollars investing in economic development was \$865,685 and public/private mix was \$1.00: \$1.45. This represents 107% goal attainment for the quarter.

The Alliance continued to lead efforts to begin community implementation of the Six Pillars Broward 2045 Strategic Visioning recommendations. Six Pillars Broward 2045 is a community-driven initiative aimed at creating a shared vision and action plan that will guide Broward County's economic and community success through the year 2045.

Meetings to develop the 20-year strategic economic development plans for all Six Pillar groups were held in August, September and October of 2025. The Pillars are Talent Supply & Education, Innovation & Economic Development, Infrastructure & Growth Leadership, Business Climate & Competitiveness, Civic & Governance Systems, and Quality of Life & Quality Places. Additional meetings were held in February and March of 2026 to finalize the plan. The plan will then be presented at a public Six Pillars Report to the Community event on April 8, 2026 after which implementation of the goals, strategies and tactics will begin.

cc. Kevin Kelleher, Deputy County Administrator

Sandy-Michael McDonald, Assistant County Administrator