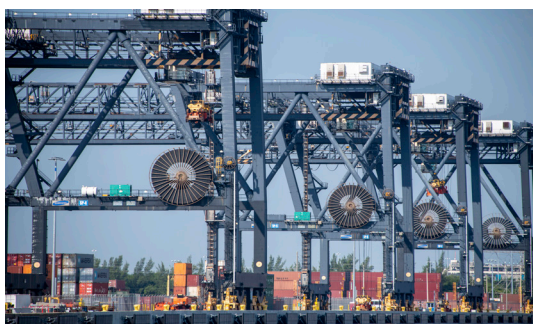




Proposed 2025 Business Plan



Annual Economic Impact

Over the last ten years, the Alliance, working with Broward County and its other partners, helped businesses create or retain more than **30,000 direct jobs** that are estimated to have generated through direct, indirect and induced effects total employment of more than **57,000 jobs** resulting in **\$2.1 billion in annual personal income** and **\$10.7 billion in annual economic impact**, according to an independent study by the South Florida Regional Planning Council.



FY 2014-2023

Mission and Values

As the primary economic development organization for Broward County, the Alliance focuses on creating, attracting, expanding and retaining high-wage jobs and capital investment in high value targeted industries, developing more vibrant communities, and improving the quality of life for our area’s citizens.

We provide leadership and excellence in delivering economic development services for our clients, prospects, investors and partners.

The Four Cornerstones of our Economic Development Services:

- ***Conducting and Providing Market Research & Business Intelligence***
- ***Managing Expansion, Relocation and Retention Projects***
- ***Marketing and Promoting Broward County***
- ***Securing and Enhancing Private/Public Leadership & Investment***

Our core values include social responsibility and a dedication to building healthy and competitive communities; fostering wealth building by bringing new dollars into our community; cooperation and collaboration in our business dealings; the promotion of diversity, tolerance and equity.

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From the President and CEO



As we look ahead to 2025, we can't help but be excited to embark on a milestone year, and take this opportunity to set a vision not just for 2025 but for the longer term. Our community is poised to grow as a national leader, but we face pivotal decisions that we must address now to secure that future.

The Alliance's Fiscal Year 2025 Business Plan covers the timeframe of October 1, 2024 through September 30, 2025. Here's what's new for 2025:

Building on the successes of Six Pillars and predecessor visioning plans in critical areas impacting our competitiveness such as affordable housing and transportation, we will reconvene the community to imagine our next two decades. We will need your participation and ideas to design a plan of we can all be proud.

Our team, together with Broward County OESBD, successfully created and adopted the Broward County Strategic Job Creation Incentive in late FY2023. We are excited to report early successes of the new program and will continue to deploy this innovative, Broward-specific incentive extensively in FY2025. We are grateful to the County Commission and Administration for their leadership in providing us with a tool to fill the vacuum created by the lack of a statewide jobs incentive.

Likewise, the recent replacement at the state level of formerly public/private Enterprise Florida with the public SelectFlorida agency is impacting the flow of business leads and prospects to our community. The Alliance is working with the new state agency while also innovating and redoubling our efforts to build our own project pipeline. We are leveraging relationships locally and through national economic development thought leadership platforms such as site selector and targeted industry conferences, and when possible, bringing those decision makers to our doorstep by hosting in our beautiful community.

We continue to elevate our marketing, ensuring the look, feel and messaging are on par with current trends and reflect the sophistication of our community. We continually develop new content for our national advertising campaign with Zimmerman Advertising aimed at resonating with both talent and the c-suite.

We hear from leaders every day that they have never experienced a more business-friendly community.

This is no accident; it is the result of working together on a long-range vision, and then carrying out that vision. The Alliance team is privileged to help create jobs for the residents of Broward County, assisting in building the county's tax base, and helping to ensure Broward County's companies and individual residents succeed and prosper, but we can't do it without your support. We look forward to our continued partnership in 2025.

Bob Swindell
President/CEO
Greater Fort Lauderdale Alliance

Economic Development
CORNERSTONE

Providing Business Intelligence & Market Research

It is the goal of the Alliance to provide companies all they need to make a **well-informed decision** that Greater Fort Lauderdale/Broward County should be their location of choice. Additionally, the Alliance must know the **strengths and challenges** of our own community when we are being compared to other locations so we can best compete.

Promote and utilize business intelligence and market research services and real estate data to help companies in their decision-making process

- Provide robust data that includes real estate options and costs, current lists of employers, availability of workforce, salary comparisons, tax information, demographics and quality of life data including information on education offerings and opportunities.
- Perform an annual local business climate assessment and advocate for a highly attractive, diverse, business friendly climate, a competitive business location and the availability of a well-educated and highly trained workforce in Broward County.

Support decision-making, track key industry metrics and trends

- Provide on-demand business intelligence to the community.
- Provide return on investment analysis to support County/City decision making on project incentives.
- Research and analyze market and industry trends with focus on targeted industries.

Additional strategies and tactics for Providing Business Intelligence & Market Research are included in the Implementation Plan addendum.

Greater Fort Lauderdale/South Florida
DATA POINTS

Florida

- #1** state for talent attraction – Lightcast
- 2nd** best state in the U.S. to do business - Chief Executive 2023
- Zero** Income tax

South Florida Metro

- 8th** Largest metropolitan area in the U.S.
6.1M Residents +6.5% (10 years)
- #3** Hispanic market in the U.S.
2.85M Residents
- \$483.7B** If South Florida were a country, it would be the 30th largest economy in the world

Broward County

- Second Largest County in FL with nearly **2M** Total Residents +7.3% (10 years)
- \$70,978** Median Household Income
- \$146B GDP** Larger than 15 States 11.2% Y/Y growth

Young 55% 44 years or younger | Diverse 33%W, 31% Hisp., 28% Black/AA | Educated 63% college educated (A25+)

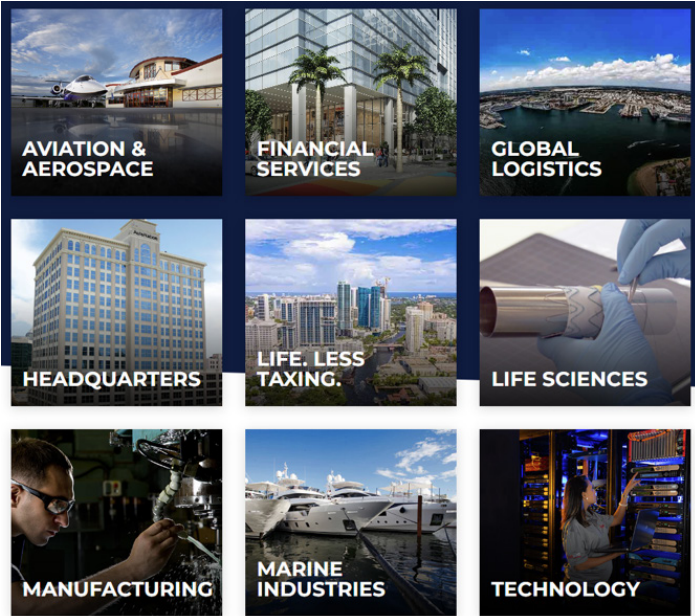
FLL 15 Minutes from arrival gate to office

Sources: US Census Bureau 2022-; BEA Dec 8,2023 All Industries Year 2022 – Current Dollars; BLS

Economic Development
CORNERSTONE

**Providing Business Intelligence
& Market Research**

Broward County's Targeted Industries

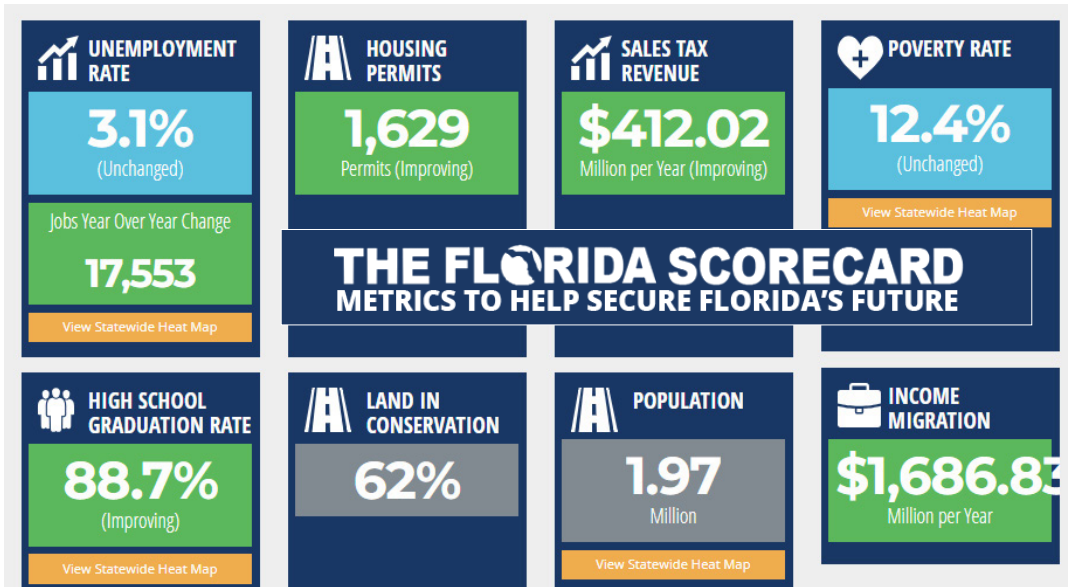


FPL POWERING FLORIDA

Access to leading-edge economic development databases and resources for up-to-date business intelligence

PitchBook, iwave INFORMATION SYSTEMS, Lightcast, CoStar™

bea Bureau of Economic Analysis, U.S. DEPARTMENT OF COMMERCE, esri FRED ECONOMIC DATA | ST. LOUIS FED, U.S. BUREAU OF LABOR STATISTICS, UF BEBR Bureau of Economic and Business Research, AMERICAN COMMUNITY SURVEY U.S. CENSUS BUREAU, SELECT FLORIDA



Florida Chamber
Scorecard Data - Broward
County (3/24/24)

Economic Development CORNERSTONE

Managing Expansion, Relocation & Retention Projects

Our highest priority is to diversify Greater Fort Lauderdale/Broward County's economy by bringing new high-skill, high-wage jobs and capital investment to Broward County, resulting in the expansion of its assets and tax base. We are committed to attracting national and international business and helping those companies already in Broward County to grow and prosper. Examples of Alliance strategies and tactics for business attraction, expansion and retention are:

Attraction of new jobs and investment to Broward County

- Bolster lead and prospect generation by leveraging relationships with local stakeholders to **secure favorable relocation and expansion decisions** for targeted industry and headquarter operations considering Greater Fort Lauderdale.
- Work to build out a **new lead generation platform** for prospective Alliance projects.
- Conduct **outbound recruiting trips** to meet with corporate location decision makers, site selection consultants and corporate real estate service providers to encourage relocation to Greater Fort Lauderdale/Broward County.
- Market and utilize applicable **local and state incentive programs** to targeted sector businesses such as the **new Broward Strategic Job Growth Incentive**.
- Provide **exceptional customer service**, develop strong private sector client relations, and provide **responsive and persuasive project management services**.

Retention of existing jobs and companies

- On behalf of Broward County, the Alliance and volunteer leaders conduct **Business Retention And Visitation Outreach (BRAVO)** visits to stay in touch with local companies and determine their needs and how they can be assisted.
- Promote the County's **Certified Business Enterprise** program to Alliance members and other companies in Broward County, to create opportunities for local businesses.
- Proactively reach out to Broward County companies to assist them with a variety of needs related to business retention and expansion assistance. Areas of assistance include access to capital, workforce training opportunities, permitting and site location assistance, as well as **talent recruitment and workforce training needs**.

Additional strategies and tactics for Managing Expansion, Relocation & Retention Projects are included in the Implementation Plan addendum.

Examples of recent successes by Alliance projects providing local job growth include:



SINCE 1985

Economic Development CORNERSTONE

Managing Expansion, Relocation & Retention Projects



Spirit Central (HQ) Ribbon Cutting, Dania Beach



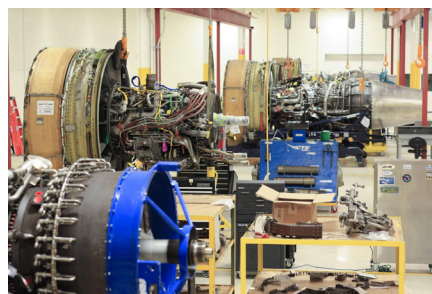
Transpire Bio Ribbon Cutting, Weston



FAT Village Groundbreaking - a transformational, 5.6-acre mixed-use development coming to the Flagler Village neighborhood of downtown Fort Lauderdale, including new Class A office space



Alliance and Florida at MEDICA - World's Largest Medical Device tradeshow, Dusseldorf, Germany



CTS Engines, Coral Springs



Florida Economic Development Week Panel, Tallahassee

Economic Development
CORNERSTONE

Marketing & Promoting Greater Fort Lauderdale/Broward County

Broward County is one of the **nation's best places to live, work and enjoy all that life has to offer**, with numerous strengths that are favorable for targeted industry cluster companies and corporate headquarters. Examples of Alliance marketing strategies and tactics for company and talent attraction are:

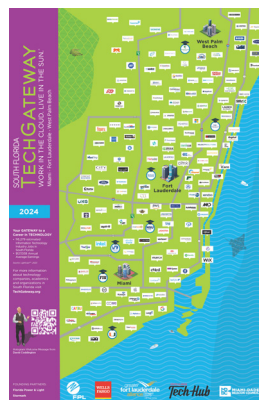
Market and promote Broward County as a business destination to the following groups:

- Location site consultants and decision makers
 - **Print, digital and video advertising** on national site consulting platforms
 - Sponsorship and hosting at **conferences for corporate real estate and targeted industry professionals** such as International Asset Management Council Conference, Area Development Site Consultants Forum and MRO Americas
 - **Hosting at local high-profile events** including the Fort Lauderdale International Boat Show and national sporting events.
- Talent
 - **Audio placement** on stations such as iHeartRadio, Fox Sports Radio and local radio stations such as WLRN
 - Social media advertising on platforms such as **LinkedIn, Facebook and Instagram**
 - Partnership with Livability media, a **national talent attraction platform**



Build awareness of Greater Fort Lauderdale as a hub for high-value target industries

- **Proactively seek earned media value** to promote Greater Fort Lauderdale as a business destination.
- **Industry asset maps** for Technology, Aviation and Life Sciences
- Develop media content for **local and national target industry and business publications** spotlighting Broward County as a business destination such as *Florida Trend*
- **Organic content for social media** channels including Facebook, Instagram, LinkedIn and YouTube
- **State of Tech in Greater Fort Lauderdale** report
- Partner with Broward's Economic Engines: **Visit Lauderdale, FLL and Port Everglades** to jointly promote and brand Greater Fort Lauderdale as a **premier business and tourism destination**



Additional strategies and tactics for marketing and promotion are included in the Implementation Plan addendum.

Economic Development CORNERSTONE

Marketing & Promoting Greater Fort Lauderdale/Broward County

ECONOMIC

SOURCEBOOK

& MARKET PROFILE 2024

get the best of South Florida

PALM BEACH
FORT LAUDERDALE
MIAMI

Life. Less taxing.™
A place where Everyone Under the Sun can succeed

TARGETED INDUSTRIES

AVIATION • CORPORATE HEADQUARTERS • FINANCIAL SERVICES
GLOBAL LOGISTICS • LIFE SCIENCES • MARINE INDUSTRIES • TECHNOLOGY

gfalliance.org | \$24.95

ANNUAL REPORT 2022-2023



GREATER FORT LAUDERDALE

Organic Social Media



Florida Trend

LIVABILITY.com/fll/fort-lauderdale

2024

Greater Fort Lauderdale

WORK IN THE
CLOUD. LIVE
IN THE SUN

Coastal Gem

ALL-INCLUSIVE COMMUNITY WELCOMING EVERYONE UNDER THE SUN

LIVABILITY
TOP 100
BEST PLACE TO LIVE

Sponsored by the Greater Fort Lauderdale Alliance

Pitch Perfect

By the time Inter Miami's new stadium is complete in 2025, more than a decade will have elapsed since David Beckham and the Mas brothers began their search for a site that's actually in Miami. Their search, which began in 2014, covered Overtown and Little Havana before they settled in 2018 on the home of Miami's only public golf course, Melrose, near Miami International Airport. Voters in 2019 approved allowing the city to negotiate a no-bid, 99-year lease. Critics fought it as another sweetheart deal for a team owner. It took until February of this year for the lease to be signed, Miami Freedom Park, as it will be called, will cover 131 acres with a 25,000-seat soccer stadium, three hotels totaling 750 rooms, 1 million square feet of retail, office and entertainment space and a public park.

There might be no higher profile front man for a project than David Beckham and the majority owners of Inter Miami, the billionaire Mas brothers, Jorge and Jose. They're the sons of the legendary Cuban exile leader and businessman Jorge Mas Canosa and the club built their father's infrastructure company into MasTec, a global builder and installer of pipes, transmission lines and power plants for energy, communications and utilities companies. The Coral Gables-based company is one of the nation's largest Hispanic-owned businesses and No. 17 on FLORIDA TREND'S list of Florida's largest public companies with \$9.8 billion in revenue last year and 30,000 employees.

For now, Inter Miami is making its home at a \$60-million "interim" stadium with a 50,000-sq.-ft. training facility, seven soccer fields,



a trail and park. On 34 acres, the 19,100-seat stadium hosts high school football championships and international soccer games. Team managing owner Jorge Mas ordered roughly another 3,000 seats installed to soak up some of the demand Messi generated.

In 2021, Fort Lauderdale-based auto retailer AutoNation signed a three-year partnership deal with the team that included naming its interim stadium in Fort Lauderdale's DRV PNK — as in "drive pink," a reference to AutoNation's breast cancer philanthropy. Terms weren't disclosed but a deal that was about boosting the auto giant's brand became a much better one with the coming of Messi and the national and global recognition he brings. "They hit the jackpot in getting the name out there for sure," says Daniel Cornely, head of the MBA sports management program at Florida Atlantic University.

Messi led Inter Miami to its first Leagues Cup in August. Inter Miami will play in Fort Lauderdale until 2025, when Miami Freedom Park is planned to open. "The impact of having 'The GOAT' play and practice in Fort Lauderdale with Inter Miami cannot be overstated. It's incredibly exciting to have Fort Lauderdale and DRV PNK stadium consistently mentioned to a massive international audience," says David Coddington, senior vice president of business development for the Greater Fort Lauderdale Alliance.



Inter Miami's temporary digs, known as the DRV PNK stadium, opened in 2020 in Fort Lauderdale.

Securing & Enhancing Public/Private Leadership, Collaboration & Investment

Outstanding community **leadership and financial support** drives the success of the Alliance as a public/private partnership for economic development. There has been a long history of leaders from business, government, civic and academic backgrounds **working to advance the economic success** of our community financially and through their volunteer efforts. This has resulted in Greater Fort Lauderdale/Broward County being a **highly sought-out location** for businesses to locate and expand.

Identify and engage leaders in the community to help drive awareness and progress related to issues impacting economic development

- Provide **outstanding investor relations** to Alliance member companies.
- Deliver **meaningful events** to foster relationships between members and community leaders, including the large-scale, 600+ person Mid-Year and Annual Meetings.
- Continue to engage the **Alliance Leadership Influencers** (under 40) action team in economic development and addressing talent retention and recruitment.

Secure the financial health of the Alliance

- **Cultivate and enhance** Alliance membership through participation in councils, action teams, signature events, and special programming such as the biennial Leadership Trip.
- Demonstrate the **value of Alliance involvement** and financial support to enhance our ability to market, promote and influence the success of Greater Fort Lauderdale as a **premier business destination**.

Convene diverse stakeholders to influence issues impacting the local business climate

- Continue to **enhance collaborations** with FLL, Port Everglades and Visit Lauderdale.
- Work closely with partners including the Broward Workshop, local chambers of commerce and industry associations on **advocacy issues**
 - Continue the **Alliance Port Everglades Action Team (PEAT)** commitment to assist the Port in securing the widening and deepening of the Port channel, thus increasing the safety of sea vessels and cargo, and initiating a massive coral restoration project within the designated channel.
- Prepare for and execute the **2025 Leadership Trip**. The focus community will be determined in 2024. Locations have included Austin, Nashville, Charlotte and San Diego.

Additional strategies and tactics for Securing & Enhancing Public/Private Leadership, Collaboration & Investment are included in the Implementation Plan addendum.



Alliance Board of Directors

Economic Development CORNERSTONE

Securing & Enhancing Public/Private Leadership, Collaboration & Investment

Council
Connect at
MAD Arts,
hosted by CEO
Council
Member Marc
Aptakin,
featuring a
retrospective
art exhibit by
Cey Adams



Corporate Council Tour of **Amazon Logistics Center**



2023 **Annual Meeting Awards**



Partner and Corporate
Council Meetings at the **City
of Oakland Park and NSU
Oceanographic Center**



Past Alliance Chairs at **Board of Directors Dinner** with CEO
Council Founder Ray Ferrero, Jr. and Raquel Ferrero



Boat Show Global Business Luncheon

Examples of KEY RESULTS



Area Development, a highly respected publication for site consultants and corporate location decision makers named Greater Fort Lauderdale (South Florida MSA):

#4 Best MSA in the country out of 383 metro areas of all sizes.

#2 Best Giant MSA behind only the Salt Lake City area, ahead of places like Austin, Denver, Nashville and Dallas-Fort Worth.

#1 Best MSA in the "South Atlantic" Region

CTS Engines, an aviation maintenance repair and overhaul (MRO) business specializing in mature jet engine maintenance, announced a major expansion in Coral Springs, investing \$17 million, creating 125 new jobs and utilizing 214,000 square feet of space for a new facility.

In December, the Alliance **CEO Council** hosted attendees of the **Area Development Consultants Forum conference**, held in Fort Lauderdale, for a special reception and sightseeing cruise onboard the Gallant Lady, graciously provided by Alliance **CEO Council member company, JM Family Enterprises, Inc.** The event provided an outstanding opportunity to show off Fort Lauderdale to site selection professionals who influence where companies choose to invest and add jobs.



RecioMed Clinical Research Network, Inc., a contract research organization that works with companies on clinical trials, is creating 45 new jobs and making a capital investment of \$4 million in Coral Springs.

In connection with the Florida Panthers' exciting 2023 and 2024 seasons, the Alliance's **CEO Council hosted** a variety of top executives and business leaders, including out-of-market executives at **Stanley Cup playoff and Finals games**, creating and deepening connections and business development opportunities for Greater Fort Lauderdale.



Alliance CEO Bob Swindell, SVP of Business Development David Coddington and FLL Director Mark Gale attended the **Paris Air Show** - considered one of the flagship worldwide events for aviation/aerospace, a Broward County/Alliance targeted industry.

The Alliance invited "**spring season**" visitors to consider **Greater Fort Lauderdale as their career destination after college** through an Instagram ad targeting downtown Fort Lauderdale and Broward's beaches. The ad generated nearly

350,000 views and 2,725 clicks to the Alliance's talent attraction page, LiveWhereYouVacation.com.

Examples of KEY RESULTS

The Alliance-led regional **TechGateway** initiative continued to engage with Broward County Public Schools. Asset map posters were again placed in every middle and high school, and students participated in **the seventh-annual TechGateway Day** in January 2024, where hundreds of computer science students were treated to presentations by top local technologists. In addition, TechGateway had a presence at colleges and universities in South Florida, elsewhere in Florida and out-of-state to raise awareness of South Florida as a tech hub.



The company behind squishmallows: **Jazwares, a Berkshire Hathaway company** and leading global toy manufacturer with a diverse portfolio of wholly-owned and licensed brands, has leased a 135,000-square-foot office in Plantation. It will consolidate most of its local workforce in that building, with plenty of room left to expand with the goal to house 500 to 600 employees in the new building. (Photo Jock Fistick/*South Florida Business Journal*)

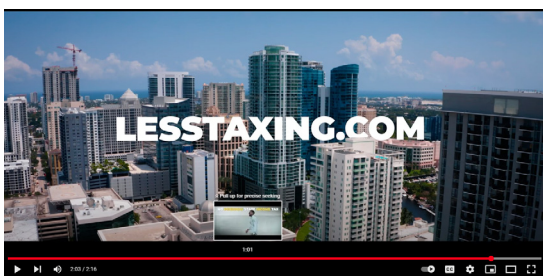
Claim Your Future Showcase returned to the Amerant Bank Arena in January, where more than 1000 high school juniors learned about careers in high-value jobs and industries in Greater Fort Lauderdale/Broward County.

Transpire Bio, a development-stage biopharmaceutical company which will soon celebrate the opening of its new research facility in Weston, will be developing inhalation medicines for conditions including asthma, COPD, and diseases of the nervous system, creating more than 30 new jobs and making a capital investment of \$115 million.



The **Port Everglades Action Team (PEAT)**, a multi-year collaborative initiative between the Alliance, the Broward Workshop and the Port Everglades Association, continued to support the capital initiatives of Port Everglades. The team was successfully represented at a federally-focused Washington, D.C. trip in September 2023 and at Broward Days in Tallahassee, which took place in January 2024.

Doroni Aerospace, LLC, a company innovating Vertical Takeoff and Landing (VTOL)/flying car technology in Pompano Beach, is adding 15 new jobs and making a capital investment of \$250,000.



The Alliance continued deploying its comprehensive **CEO Council economic development strategic and tactical marketing plan**, designed to identify targeted business sectors and build on a Headquarters Recruitment Strategy launched in 2009. The plan guides economic development and marketing efforts in the Greater Fort Lauderdale/Broward County area. The team refreshed its national marketing campaign with new visuals and streaming audio messaging.

Examples of KEY RESULTS

For the eleventh straight year, **Florida was ranked as the No. 2 state for business in Chief Executive** magazine's 14th Annual Best & Worst States for Business Survey, which remains a key component of Florida's ability to attract new jobs.

The Alliance continues to support Broward County Commissioner, Senator Steve Geller's ongoing initiative to connect, promote and support **growing high-wage jobs in the building trades**. This initiative brings together representatives from industry, government, trade organizations and education.

The Alliance, working with the Marine Industries Association of South Florida, Visit Lauderdale, and others participated in the 2023 Fort Lauderdale International Boat Show (FLIBS). The Alliance was a lead partner for the **tenth-annual Global Business Luncheon** featuring a conversation with Jacob Ruytenbeek (Sailplan) and Damien Claire (Atlantic Sapphire). Past luncheon speakers have included prominent national business leaders such as Robin Hayes, former CEO of JetBlue. The Alliance also participated in and supported the **Marine Research Hub breakfast** featuring speakers who competed at the annual **Ocean Exchange international commercialization conference** and hosted participants to familiarize them with Greater Fort Lauderdale.



The Alliance hosted a meeting of the executive staff teams for the three South Florida Economic Development Organizations: the Alliance, the Business Development Board of the Palm Beaches and the Miami-Dade Beacon Council, to share best practices and discuss ways the teams can **collaborate to drive jobs and investment to South Florida**.

The Alliance Foundation's Prosperity Partnership hosted a dinner conversation in Fort Lauderdale with Federal Reserve Bank of Atlanta President Raphael Bostic on economic mobility, including local initiatives such as Prosperity Broward's Lauderdale Lakes economic mobility pilot project.

The Alliance participated, along with the Crockett Foundation and Broward College, in the **Summer "Trek to Tech" in July**. This transformative field trip event, in collaboration with JetBlue and Oracle Foundation project HCMjr, aimed to provide 48 Broward County middle school students with an extraordinary opportunity to explore the world of technology and its vast possibilities.



The Alliance team won a statewide Innovation in Marketing award from the Florida Economic Development Council for the 2023 **"Fort Lauderdale to the Rescue"** tech talent advertising campaign, in partnership with Zimmerman Advertising.

The mission of the Greater Fort Lauderdale Alliance Foundation is to improve the lives of residents within Broward County through numerous initiatives that support economic development. The Foundation is organized exclusively to promote scientific, literary, education and charitable purposes.

The Alliance Foundation has a number of programs and collaborations with local organizations to help companies and individuals succeed, and it helps lead community efforts to enhance the business climate in the community and bring jobs to Broward County.

South Florida Opioid Alliance

The Alliance Foundation partnered with the Florida Blue Foundation continuing the work of South Florida Opioid Alliance, which builds a coalition of business, nonprofit and faith-based leaders with the goal of **reducing opioid deaths in South Florida**.

Six Pillars Partnership

The Six Pillars Partnership is a community strategic visioning and collective impact initiative that brings together a diverse cross section of community leaders working on issues that highly impact the economic competitiveness of the community, with the common goal of powering prosperity and improving the quality of life for all residents in Broward County.



Preparations are taking place in 2024 to update and create a 20-year community visioning plan launching in 2025. Significant activity and programming has occurred and continues in each of the following focus areas of the Six Pillars Partnership:

- Community Branding
- Economic Mobility
- Homelessness
- Housing Affordability
- Resilience
- Social Justice & Racial Equity
- Transportation



Lauderdale Lakes Economic Mobility Pilot Project

A major focus has been the Prosperity Broward Pilot Project in Lauderdale Lakes. The project was in partnership with the Federal Reserve Bank of Atlanta, and was supported by the City of Lauderdale Lakes and Broward County Commissioner Hazelle Rogers. The project seeks to dismantle barriers to economic mobility, beginning with a group of single mothers. Strategies included co-designing solutions, recommending system changes and encouraging employers, nonprofits, educational institutions, workforce development organizations, and policymakers to innovate their daily operations to better meet the needs of residents.



Scan to download report

An extensive report of the findings of the pilot project, including numerous tangible recommendations, can be downloaded at www.gfalliance.org/PilotProjectReport or at the QR code above.

Alliance FOUNDATION

Prosperity for All

The report was shared at The Six Pillars Partnership Annual Report to the Community, which also featured a fireside chat between Prosperity Partnership Co-Chair Kathleen Cannon and Federal Reserve Bank of Atlanta President Raphael Bostic in April 2024.



Regional Initiatives

The Alliance works with numerous South Florida business and community leaders to take a regional approach to economic development. Following are examples of regional initiatives undertaken in 2023-2024:

BioFlorida - BioFlorida.com

BioFlorida is the voice of Florida's life sciences industry, representing 6,700 establishments and research organizations in the Biopharmaceuticals, Medical Technology, Digital Health and Health Systems that collectively employ nearly 94,000 Floridians. The Alliance is an active participant and supporter.



Life Sciences South Florida - LifeSciencesSF.org

This initiative is focused on establishing an industry cluster in South Florida focused on life sciences, biotechnology, pharmaceuticals, diagnostics, information technology, and more.



Marine Research Hub - MarineResearchHub.org

As a community that has long been recognized for our leadership in oceanographic research, the South Florida Marine Research Hub® was founded in 2016 in partnership with the Marine Industries Association of South Florida with a mission of fostering collaboration among research, education, business, and economic development organizations. Founding members included the Alliance, Miami-Dade Beacon Council, Palm Beach County BDB, Florida Atlantic University, Florida International University, Nova Southeastern University and University of Miami as founding members. The Hub has partnered with Ocean Exchange™ commercialization conference, which hosted its thirteenth annual event in Fort Lauderdale within the timeframe of the 2024 Fort Lauderdale International Boat Show.



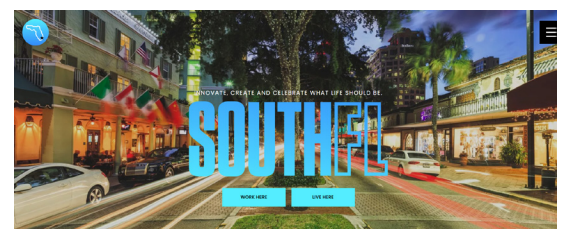
TechGateway - TechGateway.org

A regional branding initiative designed to recruit, attract and grow a high-level tech workforce at the same time South Florida is enhancing its reputation as a technology hub. TechGateway.org highlights South Florida technology companies on an interactive and printed map. A social media and online advertising campaign is underway to attract business from identified industry sectors and to promote tech opportunities regionally, nationally and globally. The TechGateway, through its TechGateway in the Schools initiative, is working with local public schools to inspire the next generation of tech talent through placing printed company asset maps in all public middle and high schools, and engaging students in TechGateway-themed programming activities.



WonderFL - LifeinSouthFL.com

FPL's Economic Development team spearheaded a statewide talent recruitment website, WonderFL. The Alliance participated in the development of the South Florida-focused website and content located at LifeinSouthFL.com.



Market Measures Summary Business Attraction

Market Measures	FY 2022 Actual	FY 2023 Goal	FY 2024 Goal	FY 2025 Goal
Domestic Leads	157	175	175	175
International Leads	43	50	50	50
Average Monthly Projects in the Pipeline	25	20	20	20
Number of Announced Projects	16	16	12	12
Number of New Value-Added Jobs	1,450	1,600	1,200	1,400
\$ of Direct Capital Investment	\$101.7M Domestic; \$10.4M Int'l	\$100M Domestic; \$5M Int'l	\$75M Domestic; \$4M Int'l	\$100M Domestic; \$4M Int'l

Business Retention

Market Measures	FY 2022 Actual	FY 2023 Goal	FY 2024 Goal	FY 2025 Goal
Number of Corporate Visits	114	150	150	120
Number of Retained Jobs	215	1,300	500	500
Number of CareerSource Partnerships	16	10	14	12
Dollar Value of CareerSource Partnerships	\$1,740,000	\$250,000	\$1M	\$1M

Marketing & Communications

Market Measures	FY 2022 Actual	FY 2023 Goal	FY 2024 Goal	FY 2025 Goal
Media Value Generated	\$347,443	\$300,000	\$300,000	\$400,000
Advertising & Social Impressions	13,057,524	7.5M	7.5M	10M
Total Visits to Website	194,194	150,000	150,000	165,000

Financial Support

Market Measures	FY 2022 Actual	FY 2023 Goal	FY 2024 Goal	FY 2025 Goal
Public/Private Mix	\$1.00:\$1.38	\$1.00:\$1.51	\$1.00:\$1.33	\$1.00:\$1.50
Private Sector Dollars Investing in Economic Development	\$2,972,041	\$3,095,000	\$2,795,000	\$2,924,061

Administrative Objectives

- a. Finalize, research, and embark on the Alliance bi-annual Leadership Trip (location to be determined), a competitive region for our business leaders with which to review best practices and enhance Broward's business climate. In 2016, 2018, 2020 and 2023 business and elected leaders traveled to Austin, Nashville, Charlotte and San Diego, respectively. The trip will take place early in the calendar year.
- b. Continue to promote and support the Port Everglades Master Plan through the Port Everglades Action Team with the emphasis on safety, while at the same time, replacing and growing corals in the harbor entrance channel in what will be the largest coral restoration project in the history of the United States. PEAT has successfully partnered with Port administration and Broward County to advocate for Federal and State funds for capital projects such as the ICTF, Turning Notch and the Widening & Deepening of the Port channel.
- c. Continue to implement the focus areas of the Six Pillars Partnership: Community Branding, Economic Mobility, Homelessness, Housing Affordability, Resilience Social Justice & Racial Equity and Transportation. Convene community leaders and residents to develop an updated 20-year Six Pillars Partnership visioning plan beginning in 2025.

Revenues

Operating Budget

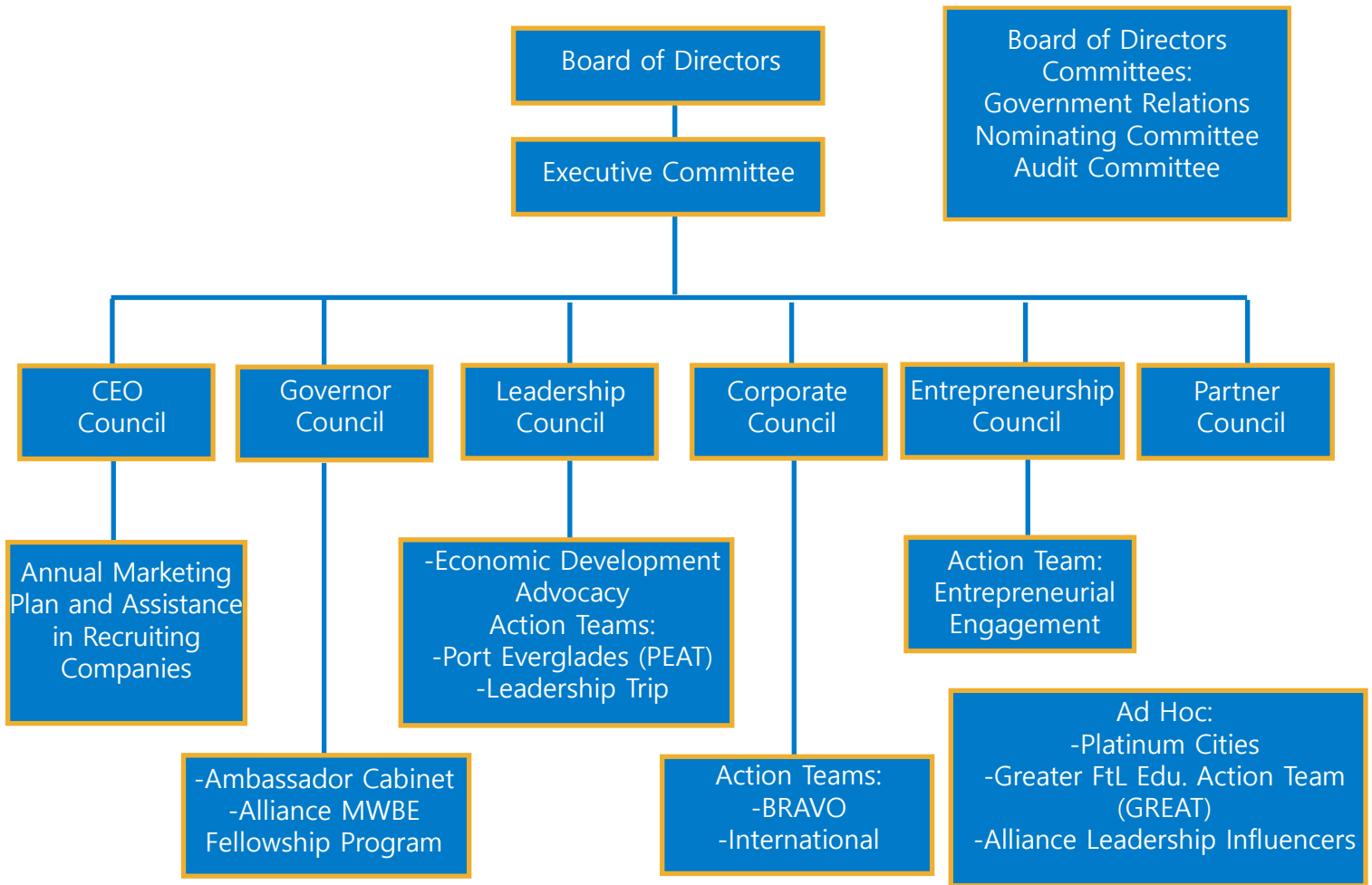
Revenues	FY 2023 Proposed Budget	FY 2024 Proposed Budget	FY 2025 Proposed Budget
Broward County Local Business Taxes	\$1,843,471	\$1,892,580	\$1,949,374
Broward County - Prosperity Partnership	\$200,000	\$212,184	\$218,544
Private Sector Membership & Investment*	\$3,095,000	\$2,795,000	\$3,391,200
CEO Council Fund Reserves	\$100,000	\$0	\$0
Municipal Membership	\$120,000	\$120,000	\$120,000
Chamber Membership	\$500	\$2,400	\$2,500
Interest	\$180	\$300	\$300
Other	\$2,400	\$500	\$500
Total Revenues:	\$5,361,551	\$5,022,964	\$5,682,418

* Note: Private Sector Investment includes: In-Kind, restricted marketing investment revenue & Foundation.

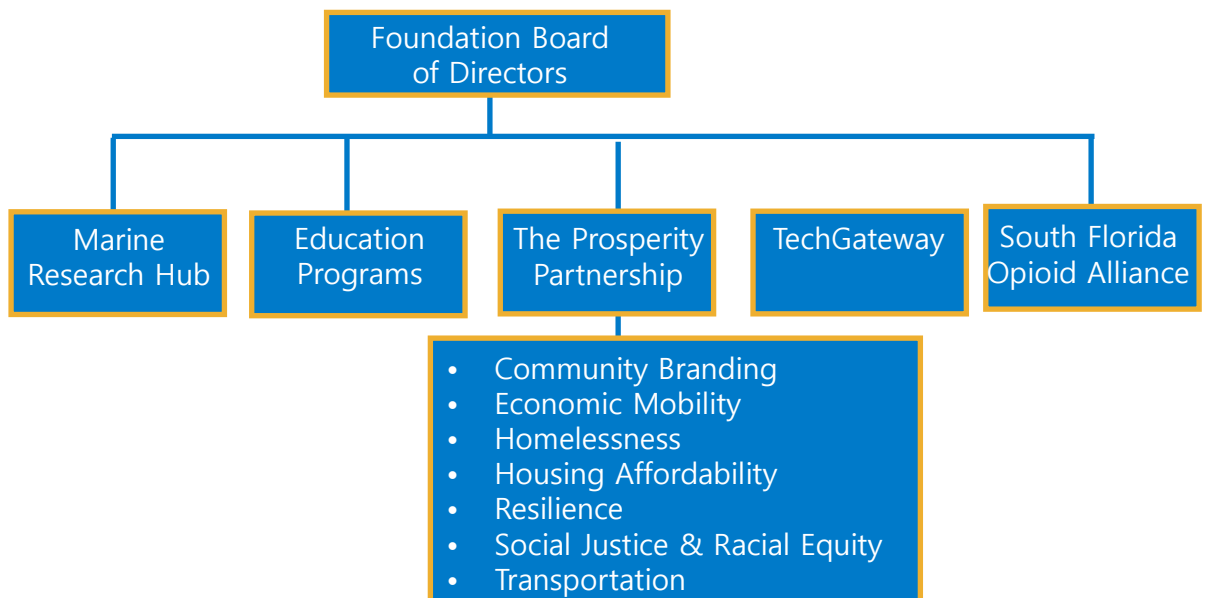
Expenses

Expenses	FY 2023 Proposed Budget	FY 2024 Proposed Budget	FY 2025 Proposed Budget
Marketing Initiatives	\$840,989	\$858,000	\$858,000
Marketing Initiatives - In-kind	\$150,000	\$150,000	\$133,000
Auto Expense	\$48,905	\$42,412	\$45,840
Banking Svc. Chgs. & Merchant Fees	\$35,464	\$39,540	\$34,500
Contract Services	\$117,000	\$117,000	\$262,224
Contract Services - In-kind	\$25,000	\$25,000	\$18,000
Depreciation	\$4,000	\$4,000	\$10,000
Dues & Subscriptions	\$40,532	\$47,008	\$52,872
Equipment Lease	\$7,944	\$6,504	\$7,344
Events & Programs	\$619,866	\$443,540	\$585,000
Event & Programs - In-kind (IR & SFOA)	\$60,000	\$60,000	\$142,000
Insurance - Organization	\$20,281	\$21,252	\$22,315
Market Research	\$72,252	\$50,480	\$60,000
Market Research - In-kind	\$20,000	\$20,000	\$20,000
Meals & Hosting Expenses	\$92,508	\$95,310	\$100,080
Office Expense	\$31,549	\$31,549	\$32,856
Office Expense - In-Kind	\$1,000	\$1,000	\$3,500
Postage	\$1,854	\$3,290	\$4,008
Printing & Duplicating	\$20,564	\$13,984	\$24,252
Printing & Duplicating - In-kind	\$5,000	\$5,000	\$100
Professional Education	\$21,000	\$14,240	\$26,244
Professional Fees	\$40,000	\$39,710	\$50,316
Professional Fees - in-kind	\$5,000	\$5,000	\$100
Rent	\$271,408	\$284,978	\$297,000
Salary	\$2,030,512	\$2,101,580	\$2,302,337
Benefits	\$365,492	\$355,600	\$362,141
Communication Services	\$73,812	\$70,640	\$70,644
Travel	\$73,541	\$82,800	\$88,466
Total expenses:	\$5,095,473	\$4,989,417	\$5,613,139

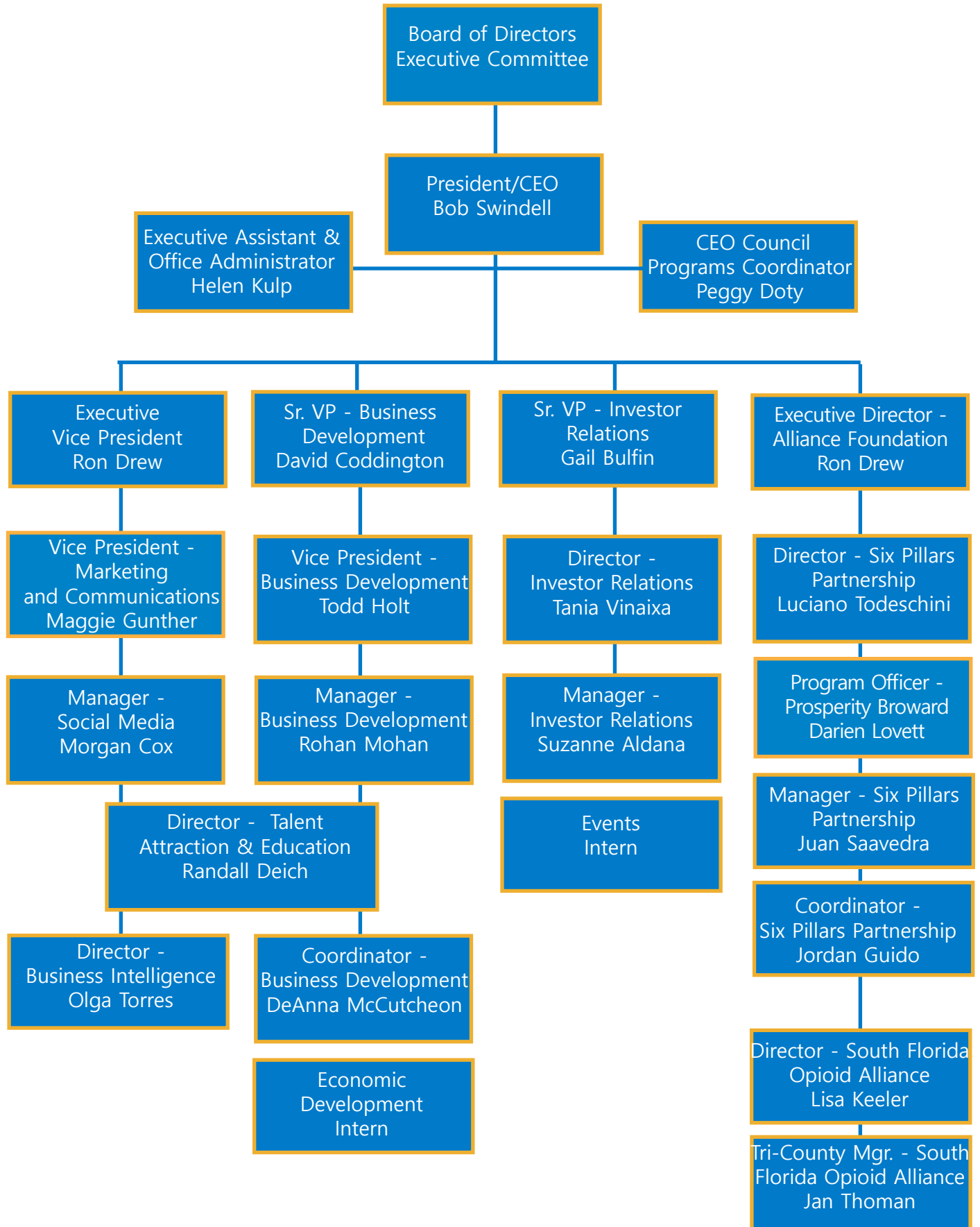
Organizational Chart: COUNCILS AND ACTION TEAMS



ALLIANCE FOUNDATION



Organizational Chart: ALLIANCE STAFF



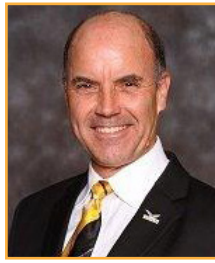
ALLIANCE STAFF



Bob Swindell
President/CEO



Suzanne Aldana
Manager,
Investor Relations



Jack Bennings
Permitting Liaison



Gail Bulfin
Sr. Vice President,
Investor Relations



David Coddington
Sr. Vice President,
Business Development



Morgan Cox
Manager, Social Media



Randall Deich
Director,
Talent Attraction & Education



Peggy Doty
CEO Council/
Programs Coordinator



Ron Drew
Executive Vice President



Jordan Guido
Coordinator,
Six Pillars Partnership



Maggie Gunther
Vice President,
Marketing & Communications



Todd Holt
Vice President,
Business Development



Lisa Keeler
Regional Director,
South Florida Opioid Alliance



Helen Kulp
Executive Assistant and
Office Administrator



Darien Lovett
Program Officer,
Prosperity Broward
Six Pillars Partnership



DeAnna McCutcheon
Coordinator,
Business Development



Rohan Mohan
Project Manager,
Business Development



Juan Saavedra
Manager,
Six Pillars Partnership



Jan Thoman
Tri-County Manager
South Florida Opioid Alliance



Luciano Todeschini
Director,
Six Pillars Partnership



Olga Torres
Director,
Business Intelligence



Tania Vinaixa
Director,
Investor Relations



**The Greater Fort Lauderdale Alliance is Broward County's official public/private partnership for economic development.
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