

Greater Fort Lauderdale Alliance
FY 2025 Performance Measures
Supplemental Information
4th Quarter / Year End

1. The Alliance annual goal for new value-added jobs was 1,400, or 350 new jobs per quarter for FY 2025. The Alliance helped companies create a total of 716 new value-added jobs during the fiscal year, resulting in 51% goal attainment. This was missed primarily due to companies postponing expansion and relocation decisions due to the continued high cost of money, macro uncertainty around the global economy, the elimination of statewide incentives including the Qualified Target Industry funds and state closing funds, and the overall higher cost of living in South Florida being a concern to companies.
2. The Alliance annual goal for capital investment is \$100 million in domestic and \$4 million in international investment. The Alliance helped companies create a total of \$138.9 million in domestic investment, resulting in 138% goal attainment in domestic investment and \$300K in international investment, resulting in 13% goal attainment in foreign investment. Foreign investment was missed primarily due to international companies postponing expansion and relocation decisions due to the continued high cost of money, macro uncertainty around the global economy, and reductions in foreign travel and investment overall.
3. The Alliance annual goal for business retention and expansion was to conduct 120 corporate visits in FY 2025 or 30 per quarter. The Alliance conducted a total of 72 visits during the fiscal year, which represents 60% 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.
4. The Alliance annual goal for the number of retained jobs was 500, or 125 retained jobs per quarter for FY 2025. There were 211 retained jobs in the fiscal year, resulting in 42% goal attainment. This was 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.
5. The Alliance annual goal for the total number of website visits was 165,000 or 41,250 per quarter. In the fiscal year, the total number of visits was 133,274, which represents 80% goal attainment. This was missed due to a significant portion of the Alliance's advertising campaign being video based, which resulted in more impressions but less clicks since there is no click button on a video.