Greater Fort Lauderdale Alliance
FY 2025 Performance Measures
Supplemental Information
3rd Quarter

1. The Alliance annual goal for new domestic and international leads is to develop 225 leads (175 domestic and 50 international), or 56 leads per quarter for FY 2025. The Alliance developed 98 domestic and 90 international leads during the first three quarters for a total of 188 leads. This represents 75% goal attainment for domestic leads and 243% 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 the number of announced projects is 12, or 3 completed projects per quarter for FY 2025. There were 8 completed projects in the first three quarters, resulting in 88% 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. 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.

3. The Alliance annual goal for new value-added jobs is 1,400, or 350 new jobs per quarter for FY 2025. The Alliance helped companies create a total of 528 new value-added jobs during the first three quarters, resulting in 50% 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. 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.

4. 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 $108.9 million in domestic investment in the first three quarters, resulting in 108% goal attainment in domestic investment and no dollars in international investment. 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.

5. The Alliance annual goal for business retention and expansion is to conduct 120 corporate visits in FY 2025 or 30 per quarter. The Alliance conducted a total of 31 visits during the first three quarters, which represents 34% 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 have now shifted responsibilities within the Alliance to continue to address the BRAVO visitation effort.

6. The Alliance annual goal for the number of retained jobs is 500, or 125 retained jobs per quarter for FY 2025. There were 204 retained jobs in the first three quarters, resulting in 54% goal attainment. This was 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 CareerSource partnerships is 12 company partnerships for FY 2025, or 3 companies per quarter, and $1,000,000 in dollar value for FY 2025, or $250,000 per quarter. In the first three quarters, there were 8 company partnerships and $1,162,300 in dollar value. This represents 88% attainment in number of partnerships and 154% of dollar value. The Alliance has a good pipeline of companies to meet with to discuss training grant opportunities and expects to come near or exceed both our number and dollar values of partnerships.

8. The Alliance annual goal for the total number of website visits is 165,000 or 41,250 per quarter. In the first three quarters, the total number of visits were 100,106, which represents 80% goal attainment. This was missed due to a significant portion of the Alliance's advertising campaign being video based, which results in more impressions but less clicks. It is anticipated that as the year progresses and additional advertising rolls out driving additional visits to the website, this objective will be met.