



OFFICE OF ECONOMIC AND SMALL BUSINESS DEVELOPMENT
Governmental Center Annex

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MEMORANDUM

DATE: July 27, 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 Second Quarter Performance Report

The Office of Economic and Small Business Development (hereinafter referred to as "OESBD") reviewed the Fiscal Year 2026 Alliance Second Quarter Performance Report (Exhibit 1). The quarterly report has been summarized to highlight the Alliance's market measures for the second quarter of Fiscal Year 2026. Market measures were met or exceeded for average number of projects in the pipeline, number of announced projects, international direct capital investment, CareerSource Partnerships, dollar value of CareerSource Partnerships, media value generated, and private sector dollars investing in economic development. For the goals that were missed regarding new domestic and international leads, retained jobs, new value-added jobs, domestic direct capital investment, corporate visits, advertising and social impressions, and total visits to website, a detailed explanation is provided below.

Business Attraction

The Alliance annual goal for new domestic and international leads is to develop 225 leads (175 domestic and 50 international), or 56 leads (44 domestic and 12 international) per quarter for FY 2026. The Alliance developed 42 domestic and 5 international leads during the second quarter for a total of 47 leads. This represents 95% goal attainment for domestic leads and 42% 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.

The Alliance goal for the number of projects in the pipeline is 20. There are currently 22 projects in the pipeline which is 105% goal attainment. The Alliance annual goal for the number of announced projects is 12, or 3 announced projects per quarter for FY 2026. There were 4 announced projects in the second quarter, resulting in 133% goal attainment, which exceeds the goal for the year.

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 289 new value-added jobs during the

second quarter, resulting in 96% 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.

The Alliance annual goal for capital investment is \$100 million in domestic and \$4 million in international investment, or \$25 million in domestic investment and \$1 million in international investment per quarter. For the second quarter, the Alliance helped companies create \$6 million in domestic investments resulting in 24% goal attainment. 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. In FY 2026, The Alliance helped companies create a total of \$250.05 million in international investment, exceeding the annual goal 125 times.

Business Retention

The Alliance annual goal for business retention and expansion is to conduct 120 corporate visits in FY 2026 or 30 per quarter. The Alliance conducted a total of 26 visits during the second quarter, which represents 87% goal attainment. This goal was below objective in part due to losing an executive on loan from CareerSource Broward. The Alliance is now shifting responsibilities to continue to address the BRAVO visitation effort and are proposing to hire a BRAVO Program Coordinator.

The Alliance annual goal for the number of retained jobs is 300, or 75 retained jobs per quarter for FY 2026. There were 86 retained jobs in the second quarter, resulting in 115% goal attainment.

The Alliance annual goal for CareerSource Broward partnerships was 12 company partnerships for FY 2026, or 3 companies per quarter, and \$1 million in dollar value for FY 2026, or \$250,000 per quarter. During the second quarter, there were 3 company partnerships completed, with total CareerSource Broward Partnerships valued at \$241,580 for the second quarter. This represents 100% goal attainment in number of partnerships for the second quarter and 96% goal attainment in dollar value for the year. The annual goal for dollar value was exceeded with \$1,047,000 in total dollar value for the year.

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 second quarter 566,922 advertising and social impressions were generated, which represents 23% goal attainment. The Alliance annual goal for the total number of website visits is 165,000 or 41,250 per quarter. In the second quarter, the total number of visits was 31,230, which represents 76% goal attainment. The Alliance annual goal for media value generated is \$400,000 or \$100,000 per quarter for FY 2026. In the second quarter, the media value generated was \$21,646, which represents 22% goal attainment for the quarter. These goals were missed due to a significant portion of the Alliance's advertising

campaign being placed on hold while a new campaign is finalized. It is anticipated that as the year progresses and additional advertising rolls out, driving additional visits to the website, this objective will be met. In addition to the company outreach, advertising continues to be directed toward attracting talent to Broward County.

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 are 23,156, up from 10,686 at the beginning of the initial reporting period in 2022 and up 5,796 in the past two quarters.

Financial Support

The Alliance annual goal for private sector dollars investing in economic development is \$3,237,786 or \$809,447 per quarter. In the second quarter, private sector dollars invested in economic development were \$856,900. This represents 106% goal attainment.

Administrative Objectives as reported by the Alliance

- A.** Continue to share the results and implement team goals from 2025 Leadership Trip to Boston. Begin to research and plan for the next Alliance biennial Leadership Trip (2027) which focuses on communities from which we can learn, and in turn, measure our Broward business climate. Previous “Best Practices” trips were in Austin, Nashville, Charlotte, San Diego and Boston.

They began the process in Q2, setting up a steering committee and narrowing down our target cities. A final “destination” decision will be made at the meeting on April 21 along with a final determination of study team topics.

- 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.** Lead efforts to begin community implementation of the Six Pillars Broward 2045 Strategic Visioning recommendations. Six Pillars Broward 2045 is a bold, 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, October and November 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 with the Pillar chairs were held in February and March of 2026 to

finalize the plan. The final report was created in March and was presented in the Six Pillars Report to the Community event on April 8th after which implementation of the goals, strategies and tactics began. Information about other Pillars and projects can be found at www.SixPillarsPartnership.org.