

Greater Fort Lauderdale Alliance  
FY 2026 Performance Measures  
Supplemental Information  
1st 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 2026. The Alliance developed 30 domestic and 6 international leads during the first quarter for a total of 36 leads. This represents 69% goal attainment for domestic leads and 50% 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 2026. There were 2 completed projects in the first quarter, resulting in 67% goal attainment. While this number is under goal at this time, 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 the Alliance in line with goal as the year progresses.
3. 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. While this number is under goal at this time, 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 the Alliance in line with goal as the year progresses.
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 \$250 million in foreign investment in the first quarter, resulting in 625% goal attainment in international investment and no dollars in domestic investment. While this number is under goal at this time, 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 the Alliance in line with goal as the year progresses.
5. 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 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.
6. 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.
7. 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.
8. 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 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.