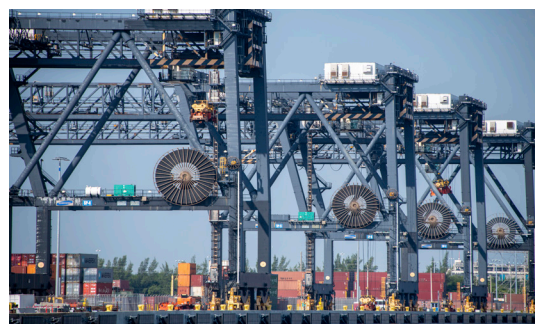




Proposed 2026 Business Plan



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 **24,000 direct jobs** that are estimated to have generated through direct, indirect and induced effects total employment of more than **47,000 jobs** resulting in **\$1.8 billion in annual personal income** and **\$8.9 billion in annual economic impact**, according to an independent study by the South Florida Regional Planning Council.



FY 2015-2024

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***

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From the President and CEO



As we look ahead to 2026, we are excited to continue our work supporting Greater Fort Lauderdale/Broward County's growth, but recognize we remain in a period of economic uncertainty. We are actively identifying **not just strengths and opportunities, but also threats to our competitiveness**. We remain cautiously optimistic, and plan for all scenarios.

The Alliance's Fiscal Year 2026 Business Plan covers the timeframe of October 1, 2025 through September 30, 2026. Here's what's new for 2026.

The team has a renewed focus on meeting with companies of all sizes in our community through our **BRAVO (Business Retention and Visitation Outreach) program**. This free program provides an opportunity to connect with the business leaders driving our community's economic success, and to discover how we and our partners can help.

Hand in hand with BRAVO is our core business of economic development projects - assisting companies with their growth, and sharing all the reasons why they should choose to grow here. We know we have outstanding talent in our key targeted industries, and companies do, too. Please see the Ontic project testimonial on page 5 to **learn why our community was chosen by this global business** for its first ever MRO Center of Excellence. We will continue to meet targeted industry companies where they are - at key industry conferences and organizations, to ensure they are aware of our outstanding talent pool, quality of life and business friendliness.

We continue to take a holistic approach to economic development and know that overall quality of life is what drives talent to a community. **Talent, in turn, attracts business**, now more than ever. We look forward to a new chapter in our visioning planning process as we begin implementing the **Six Pillars 2045 plan** being developed now and rolled out in Fall of 2025, addressing critical areas impacting our competitiveness such as affordable housing, transportation and more. Economic Development learnings from the **2025 Leadership Trip to Boston** are included in the Implementation Plan, and we will also consider including additional trip takeaways in the Six Pillars Strategic Visioning Plan.

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 assist companies in creating 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 2026.

A handwritten signature in blue ink that reads "Bob Swindell". The signature is fluid and cursive, with a large initial "B" and "S".

Bob Swindell
President/CEO
Greater Fort Lauderdale Alliance

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

- Address the **threat of weaknesses in the permitting process** throughout Greater Fort Lauderdale and educate local officials on the **sophisticated nuances of permitting for large industrial projects**
- 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
- 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

- Promote the County's **Certified Business Enterprise** program to Alliance members and other companies in Broward County, to create opportunities for local businesses.
- Continue to **build on successful workforce pipeline initiatives** recruiting and retaining young talent in targeted industry careers through events such as Claim Your Future Showcase, BRACE Advisor Days, Career Treks and more
- 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**
- 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

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:



Economic Development CORNERSTONE

Managing Expansion, Relocation & Retention Projects



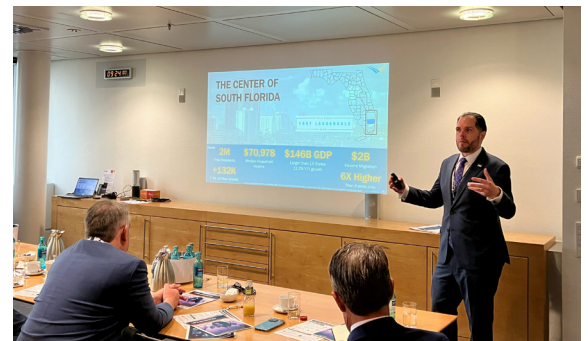
Bob Swindell at ATI Ribbon Cutting, Margate



Commissioners Udine and McKinzie
at SKNV Ribbon Cutting, Fort Lauderdale



Mayor Josh Levy, City of Hollywood speaks at Alliance co-sponsored
Business Facilities LiveXChange Conference, Hollywood



Todd Holt speaking at MEDICA - World's Largest Medical
Device tradeshow, Dusseldorf, Germany

Alliance Project Testimonial: Global Company Ontic Chooses Miramar for MRO Center of Excellence



Jack Karapetyan is the VP and GM of MRO at Ontic. Originally an aerospace engineer, Jack joined Ontic 11 years ago, having previously worked at Boeing and other aviation businesses. Following the announcement of new dedicated MRO facilities, the first one, based in Miramar, Florida, we ask Jack why he's so excited to have this role and what his aspirations are for the Ontic MRO offering.

"With air travel demand at an all-time high and supply chain challenges limiting the availability of new aircraft, it is essential to ensure the safety and maintenance of existing fleets, including aging aircraft, to meet current operational needs. This is in turn driving demand for MRO services. For the operators, handling this in-house can come at considerable cost and more people are looking to outsource."

Jack tells us that Ontic's new purpose-built facilities will have dedicated resources, state-of-the-art repair technologies, and processes to meet the demands of the customer. **"Ensuring we have the right team in place to serve this market is essential. Florida was selected as the location for our first MRO site due to its strong talent pool."** We also have some existing Ontic staff relocating to Florida, preserving operational knowledge and continuity." *Source: Ontic website 7/1/25*

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. A strength - it is an **extraordinarily collaborative** community, providing exciting opportunities to work across sectors, municipalities and agencies to promote the area. 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, Florida Panthers games and national sporting events
- **Talent**
 - **Organic and paid "day in the life" ads** targeting Spring Break visitors by local influencers and young professionals

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

- **Seizing opportunistic media news cycle opportunities** with the assistance of national PR firm
- **Proactively seek earned media value** to promote Greater Fort Lauderdale as a business destination
- **Industry asset maps** for Technology, Aviation and Life Sciences - updated annually
- 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.



Industry Maps



Technology



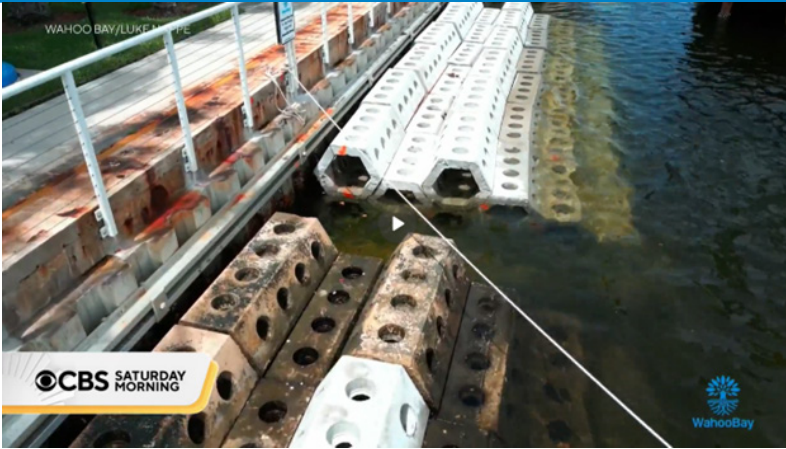
Life Sciences



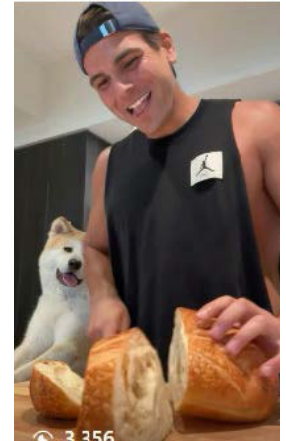
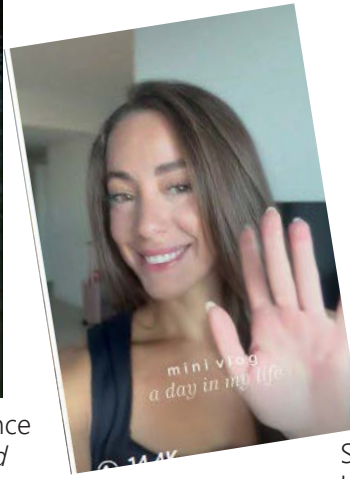
Aviation

Economic Development CORNERSTONE

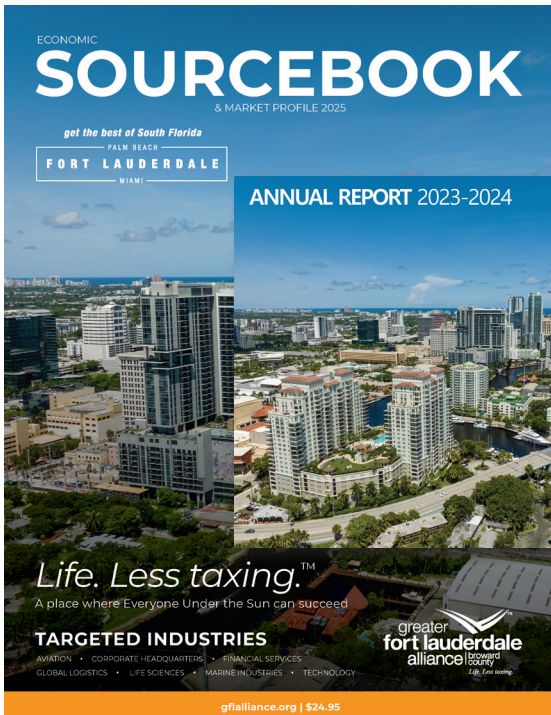
Marketing & Promoting Greater Fort Lauderdale/Broward County



CBS Saturday Morning feature showcasing innovative coastal resilience work taking place in Greater Fort Lauderdale and South Florida *Read more in Highlights.*



Spring Season Social Influencer Campaign



Alliance featured in FOX Sports Fort Lauderdale International Boat Show special



Florida Panthers' Matthew Tkachuk, "Work Hard. Live Better." campaign in numerous locations: FLL, Port Everglades, on a mobile ad truck and the Jumbotron during the playoffs and more *Read more in Highlights.*



Economic Development CORNERSTONE

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. Examples of Alliance Investor Relations strategies and tactics driving investment and collaboration are:

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

- Provide **outstanding investor relations** to Alliance member companies
- Recognize **threats such as economic uncertainty** and the **strength of our stakeholders' active involvement** in economic development
- 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 a variety of 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 the **2027 Leadership Trip** - the focus community will be determined in 2026. Previous locations: Austin, Nashville, Charlotte, San Diego and Boston
- Continue to support the **International Action Team**, which focuses on international companies doing business in Broward County

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



Economic Development **CORNERSTONE**

Securing & Enhancing Public/Private Leadership, Collaboration & Investment



2025 Leadership Trip to Boston



Boat Show Global Business Luncheon



Governor & Leadership Council at FBI



Entrepreneurship Council Meeting at The Fort

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 of, and threats to**, 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 Talent Attraction Scorecard
- 2nd** best state in the U.S. to do business - Chief Executive 2024
- Zero** Income tax

South Florida Metro

9th



Largest metropolitan area in the U.S.
6.2M Residents +6.1% (10 years)

#3



Hispanic market in the U.S.
Nearly 2.9M Residents

\$533.7B

If South Florida were a country, it would be the 26th largest economy in the world

Broward County

Second Largest County in FL with nearly

2M

Total Residents
+7.3% (10 years)

\$74,534

Median Household Income

\$163B GDP

Larger than 15 States
9% Y/Y growth

FLL
15 Minutes
from arrival
gate to office

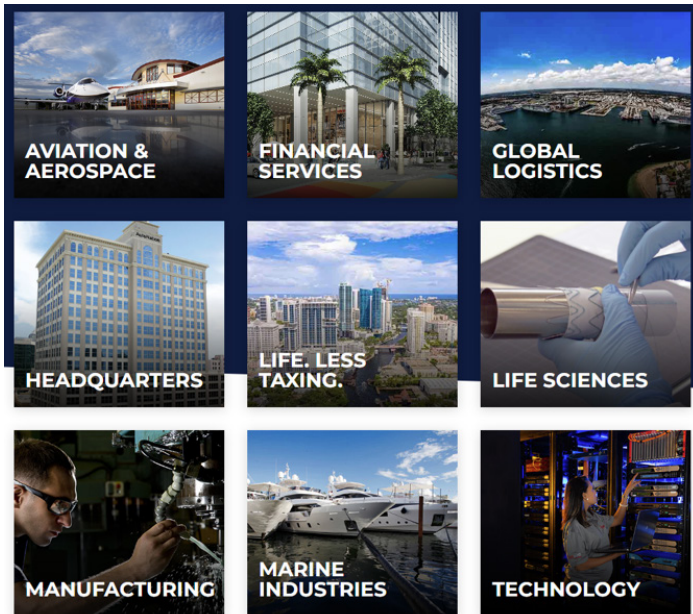
Young 55% 44 years or younger | Diverse 32%W, 32% Hisp., 28% Black/AA | Educated 63.6% college educated (A25+)

Sources: US Census Bureau ACS 2023-; BEA Dec 2024 All Industries Year 2023 – Current Dollars; BLS

Economic Development CORNERSTONE

Providing Business Intelligence & Market Research

Broward County's Targeted Industries



POWERING
FLORIDA

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



Lightcast



CoStar™



esriFRED
ECONOMIC DATA | ST. LOUIS FED



U.S. BUREAU
OF LABOR
STATISTICS



BEBR
Bureau of Economic and
Business Research



AMERICAN
COMMUNITY
SURVEY
U.S. CENSUS BUREAU



SELECT
FLORIDA

UNEMPLOYMENT
RATE

3.3%
(Increasing)

Jobs Year Over Year Change

-175

View Statewide Heat Map

HOUSING
PERMITS

3,047
Permits (Improving)

POVERTY RATE

12.2%
(Better)

View Statewide Heat Map

HIGH SCHOOL
GRADUATION RATE

89.0%
(Improving)

View Statewide Heat Map

THE FLORIDA SCORECARD
METRICS TO HELP SECURE FLORIDA'S FUTURE

FLORIDA
CHAMBER
of Commerce

Florida Chamber
Scorecard Data - Broward
County (7/1/25)

LAND IN
CONSERVATION

62%

POPULATION

2.04
Million

View Statewide Heat Map

PERCENT SMALL
BUSINESS

38.1%
(Increasing)

INCOME
MIGRATION

\$2,003.16
Million per Year

Examples of KEY RESULTS

CHUCKY TAKEOVER! Florida Panthers' two-time Stanley Cup Champion star forward, **Matthew Tkachuk**, sat down with the Alliance to discuss why he loves living and working in Greater Fort Lauderdale for the **"Work Hard. Live Better."** Campaign. The Florida Panthers-produced video debuted on April 22, the first day of the 2025 Stanley Cup Playoffs, and has **more than 2.5 million views** as of early July. It has been shown in numerous locations like FLL, Port Everglades, on a mobile ad truck in the vicinity of the Panthers championship parade and the Amerant Bank Arena Jumbotron during the playoffs, as well as online to targeted markets and individuals through placements by Zimmerman Advertising.



CTS Engines, a global leader of aviation maintenance, repair and overhaul (MRO) specializing in mature aviation engine maintenance, is expanding in Coral Springs, creating **41 new high-skill jobs** and making a **capital investment of \$2.5 million**. This is in addition to an initial expansion of **\$17 million and 125 jobs** announced by the company in 2024.



The Alliance's Investor Relations team and volunteer leaders planned and executed the Alliance biennial **2025 Leadership Trip to Boston, Massachusetts**, co-chaired by **Doug Cohen of Kelley Kronenberg and Maria Hernandez of the United Way of Broward County**. More than 100 leaders participated in the trip. Takeaways from the trip were presented at the launch event for Six Pillars Broward 2045. The Leadership Trip focuses on a competitive region for business leaders to learn and examine best practices to enhance Broward's business climate. Prior study areas were Austin, TX; Nashville, TN; Charlotte, NC; and San Diego, CA.

The Alliance's national public relations partners, BAY PR, on behalf of the Alliance, secured a feature on **national TV show CBS Saturday Morning** showcasing innovative coastal resilience work taking place in Greater Fort Lauderdale and South Florida. The feature, which aired Saturday, November 9; highlights: **NSU and NSU's Guy Harvey Oceanographic Center in the City of Dania Beach**; the **City of Pompano Beach's** Wahoo Bay, and more. Film by **FAU** was also included in the story. The segment is worth more than **\$800,000 in earned media value**.

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 **eighth annual TechGateway Day** in November 2024, where hundreds of computer science students were treated to presentations by top local technologists. A Palm Beach County school was also added for the first time this year. 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.



Examples of KEY RESULTS

Transpire Bio, an integrated clinical-stage biopharmaceutical company specializing in developing inhaled therapeutics for pulmonary and systemic diseases, is expanding its R&D and manufacturing capabilities with a new 139,000 square foot pharmaceutical manufacturing facility in **Pembroke Pines**, making a **capital investment of \$100 million**. The cutting-edge facility will enhance and build upon the company's existing R&D and commercial manufacturing operations in Weston, adding an estimated **200 high-skill jobs** when fully operational.



The Alliance invited “**spring season**” visitors to consider **Greater Fort Lauderdale as their career destination after college** through Instagram content by local social media influencers as well as young professionals sharing their stories of living and working in Greater Fort Lauderdale. The campaign targeted college-age individuals visiting Broward County in the month of March.

VSE Corporation, a leading provider of aftermarket distribution and repair services, relocated its corporate headquarters from Northern Virginia to Miramar, where it is co-located with the company's Aviation segment headquarters and **Maintenance, Repair and Overhaul (MRO) center of excellence**. The **\$3.4 million capital investment** will create and support a combined total of 350 high-value jobs over the next five years. VSE continues to grow in Broward County, having recently acquired Kellstrom Aerospace and Vortex Aviation.

The Alliance and the **City of Hollywood** co-hosted the **Business Facilities Live XChange** conference hosting site selectors and business decision makers, at the Hollywood Beach Marriott. The group was welcomed by City of Hollywood Mayor and Alliance Board member, Josh Levy.



The Alliance, working with the **Marine Industries Association of South Florida**, Visit Lauderdale, and others participated in the 2024 Fort Lauderdale International Boat Show (FLIBS). The Alliance was a lead partner for the **eleventh-annual Global Business Luncheon** featuring a conversation with **Dr. Daniel Betts, CEO and Co-Founder of Blue Frontier**. 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. Additionally, Alliance CEO Bob Swindell was featured in the **FOX Sports Boat Show special** discussing the **billions in development** taking place in the vicinity of the Fort Lauderdale International Boat Show and throughout Broward County.



Pherros Biosciences, a pharmaceutical manufacturing company in **Deerfield Beach**, is in the midst of a multi-phase expansion that will allow for the production of up to **100,000 units** of new and generic injectable medicines per day, as well as the production of biologics and biosimilars. Once complete, the company will have a total drug manufacturing footprint of more than 60,000 square feet, supporting an estimated **85 high-value jobs** by the end of 2026.

Examples of KEY RESULTS

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 **Broward Days in Tallahassee** in March, 2025 and plans to participate in a **federally focused Washington, D.C. trip** planned for September 2025.



The Alliance, in collaboration with the University of Florida Career Center, hosted a **two-day "career trek" for Broward resident UF students during their Spring Break** in March. This immersive experience provided students with the opportunity to connect with industry professionals, gain hands-on insights, and explore career pathways. It included a visit to **CITY Furniture's** corporate headquarters, where students met executives and tech specialists to witness leadership and innovation in action. They also engaged in a roundtable discussion with professionals from companies such as **Amazon**, **American Express** and **Crown Castle**, among others.

In connection with the Florida Panthers' exciting 2023, 2024 and 2025 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.

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.

For the twelfth straight year, Florida was ranked as the **No. 2 state for business** in Chief Executive magazine's 15th 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 participated in the **SelectFlorida Business Seminar in Turin** – part of a State of Florida International Trade & Business Development Leadership Mission to Italy. With leaders from across industries, the trip highlighted opportunities for strengthening trade relations, fostering innovation, and advancing global business development.



Preparing for the Future

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**. Key initiatives include providing life-saving Narcan and Narcan training to various first responder groups, as well as educating students on the dangers of fentanyl.

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.



A team of community leaders is updating and creating a 20-year community visioning plan launching in Fall of 2025 following the Six Pillars framework developed by the Florida Chamber of Commerce.

- Talent Supply and Education
- Innovation and Economic Development
- Infrastructure and Growth Leadership
- Business Climate and Competitiveness
- Civic and Governance Systems
- Quality of Life and Quality Places

Economic Mobility - Prosperity Broward

One of the key takeaways from the Lauderdale Lakes Prosperity Broward Pilot Project, in partnership with the Federal Reserve Bank of Atlanta, is to continue conversations around economic mobility.

Prosperity Broward and the Alliance Foundation hosted the first Prosperity Conversation event in the City of Miramar in November of 2024, bringing together community leaders to discuss barriers preventing residents from achieving economic mobility and challenges posed by the loss of benefits and income related to Benefits Cliffs. *See next page for photos.*

Six Pillars Broward 2045 Launch

On June 18, the Alliance welcomed local leaders and community members to share key takeaways from our recent Leadership Trip to Boston and officially introduce the Six Pillars Broward 2045 initiative.

The event marked the start of our planning process, which will take place from July through

Alliance FOUNDATION

Preparing for the Future

September 2025. This process will be led by six committees, each focused on a different area of Broward's future, based on the Florida Chamber Foundation's Six Pillars Framework.

Six Pillars Broward 2045 is a community-led effort powered by the Greater Fort Lauderdale Alliance and its partners. The goal is to build a shared vision and plan that supports Broward County's growth, success, and quality of life through 2045.



Launch of Six Pillars 2045 and Boston Leadership Trip Takeaways Report, City of Pompano Beach

Benefits Cliffs Conversation with Atlanta Federal Reserve, City of Miramar



Dave Altig, Atlanta Fed



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 2024-2025:

BioFlorida - BioFlorida.com

BioFlorida is the voice of Florida's life sciences industry, representing 9,481 establishments and research organizations in BioPharma, MedTech, Digital Health and Health Systems that collectively employ nearly 117,000 Floridians. Source: TEconomy/BIO (released 2024)



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 (MIASF) with a mission of fostering collaboration among research, education, business, and economic development organizations. Founding members included the Alliance, MIASF, Miami-Dade Beacon Council, Palm Beach County BDB, Florida Atlantic University, Florida International University, Nova Southeastern University and University of Miami. The Hub has an ongoing partnership with Ocean Exchange™ commercialization conference, which relocated to Fort Lauderdale and hosts its annual event within the timeframe of the annual Fort Lauderdale International Boat Show.



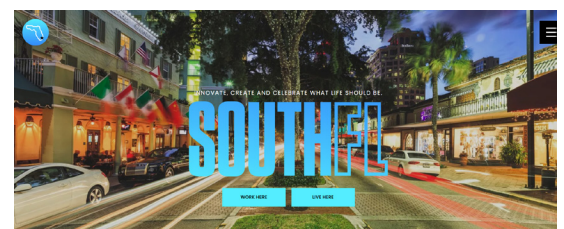
TechGateway - TechGateway.org

TechGateway is 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. *Read more about recent activity in the highlights section.*



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.



Business Attraction

| Market Measures | FY 2023 Actual | FY 2024 Goal | FY 2025 Goal | FY 2026 Goal |
|--|------------------------------------|-------------------------------|--------------------------------|--------------------------------|
| Domestic Leads | 185 | 175 | 175 | 175 |
| International Leads | 46 | 50 | 50 | 50 |
| Average Monthly Projects in the Pipeline | 17 | 20 | 20 | 20 |
| Number of Announced Projects | 13 | 12 | 12 | 12 |
| Number of New Value-Added Jobs | 1,059 | 1,200 | 1,400 | 1,200 |
| \$ of Direct Capital Investment | \$169.5M Domestic; \$250K Int'l | \$75M Domestic; \$4M Int'l | \$100M Domestic; \$4M Int'l | \$100M Domestic; \$4M Int'l |

Business Retention

| | | | | |
|---|-------------|------|------|------|
| Number of Corporate Visits | 103 | 150 | 120 | 120 |
| Number of Retained Jobs | 250 | 500 | 500* | 300* |
| Number of CareerSource Partnerships | 10 | 14 | 12 | 12 |
| Dollar Value of CareerSource Partnerships | \$1,124,635 | \$1M | \$1M | \$1M |

*Includes jobs retained through workforce training

Marketing & Communications

| | | | | |
|----------------------------------|------------|-----------|-----------|-----------|
| Media Value Generated | \$369,470 | \$300,000 | \$400,000 | \$400,000 |
| Advertising & Social Impressions | 16,753,765 | 7.5M | 10M | 10M |
| Total Visits to Website | 161,471 | 150,000 | 165,000 | 165,000 |

Financial Support

| Market Measures | FY 2023 Actual | FY 2024 Goal | FY 2025 Goal | FY 2026 Goal |
|--|----------------|---------------|---------------|---------------|
| Public/Private Mix | \$1.00:\$1.66 | \$1.00:\$1.33 | \$1.00:\$1.50 | \$1.00:\$1.45 |
| Private Sector Dollars Investing in Economic Development | \$3,407,619 | \$2,795,000 | \$2,924,061 | \$3,237,786 |

Administrative Objectives

- 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.
- 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.
- 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.

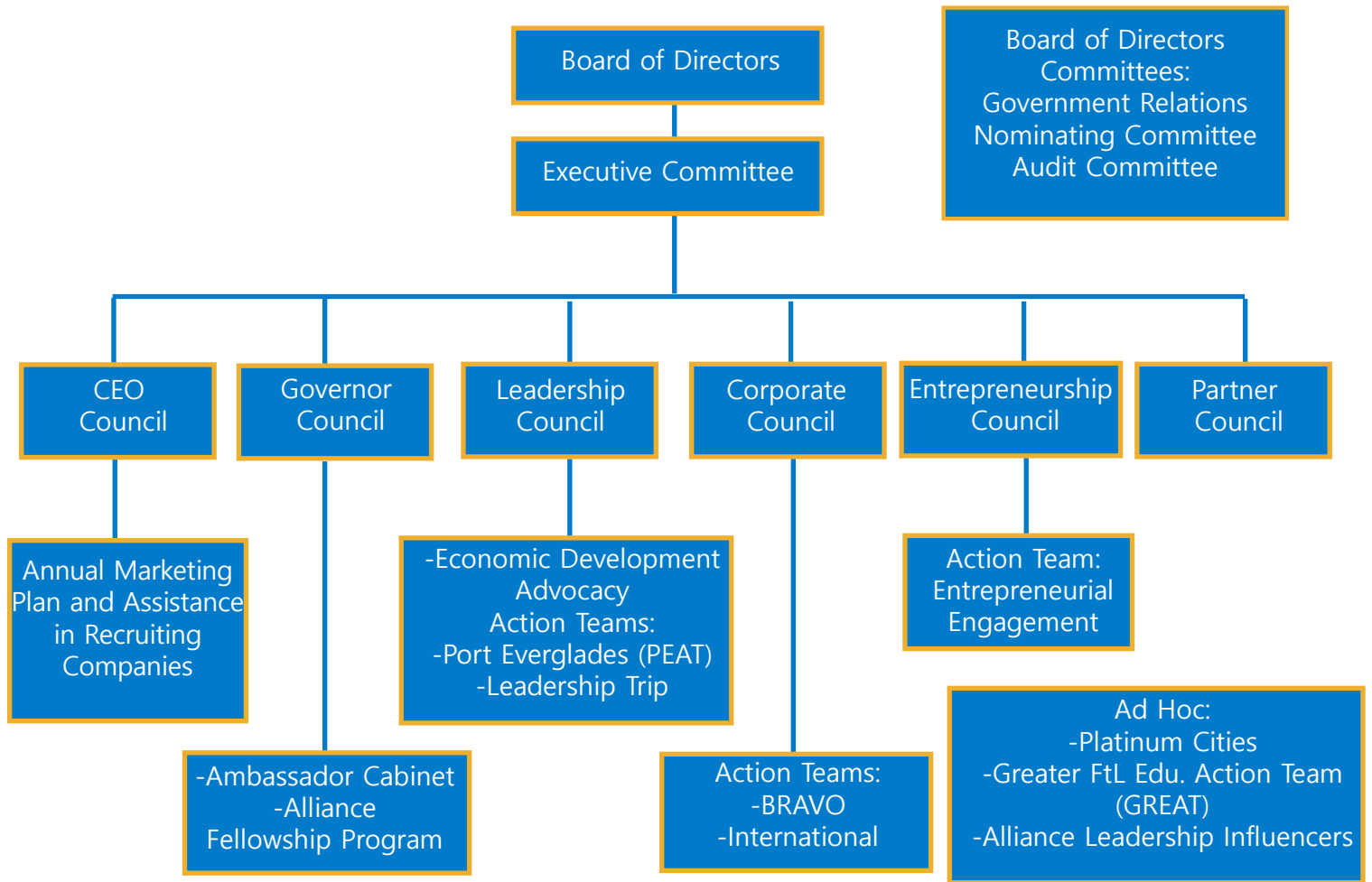
Revenues

| Revenues | FY 2024 Approved Budget | FY 2025 Approved Budget | FY 2026 Proposed Budget |
|--|----------------------------|----------------------------|----------------------------|
| Broward County Local Business Taxes | \$1,892,591 | \$1,949,374 | \$2,007,854 |
| Broward County - Six Pillars Partnership | \$212,184 | \$218,544 | \$225,102 |
| Private Sector Membership & Investment* | \$2,795,000 | \$3,391,200 | \$3,208,575 |
| CEO Council Fund Reserves | \$0 | \$0 | \$0 |
| Municipal Membership | \$120,000 | \$132,000 | \$138,600 |
| Chamber Membership | \$2,400 | \$2,500 | \$2,508 |
| Interest | \$300 | \$300 | \$300 |
| Other | \$500 | \$500 | \$500 |
| Total Revenues: | \$5,022,975 | \$5,694,418 | \$5,583,439 |
| * Note: Private Sector Investment includes: In-Kind, restricted marketing investment revenue & Foundation. | | | |

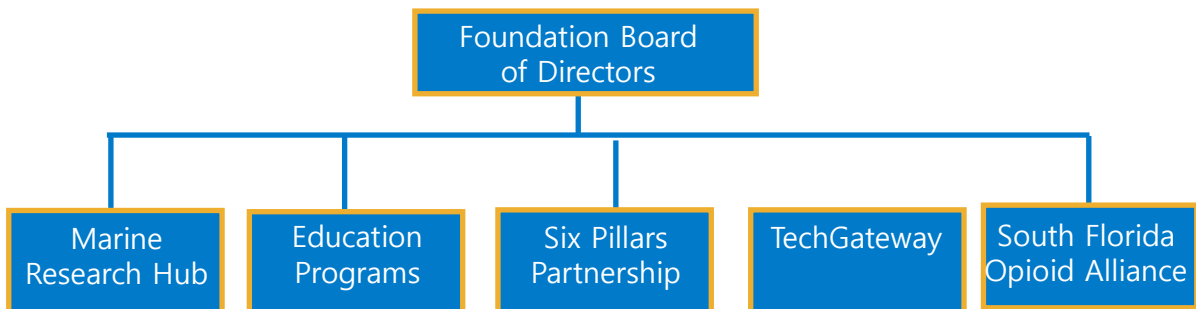
Expenses

| Expenses | FY 2024 Approved Budget | FY 2025 Approved Budget | FY 2026 Proposed Budget |
|--|----------------------------|----------------------------|----------------------------|
| Marketing Initiatives | \$858,000 | \$858,000 | \$781,000 |
| Marketing Initiatives - In-kind | \$150,000 | \$133,000 | \$213,375 |
| Auto Expense | \$42,412 | \$45,840 | \$46,882 |
| Banking Svc. Chgs. & Merchant Fees | \$39,540 | \$34,500 | \$41,124 |
| Contract Services | \$117,000 | \$262,224 | \$238,960 |
| Contract Services - In-kind | \$25,000 | \$18,000 | \$15,000 |
| Depreciation | \$4,000 | \$10,000 | \$5,000 |
| Dues & Subscriptions | \$47,008 | \$52,872 | \$63,446 |
| Equipment Lease | \$6,504 | \$7,344 | \$7,542 |
| Events & Programs | \$443,540 | \$585,000 | \$421,801 |
| Event & Programs - In-kind (IR & SFOA) | \$60,000 | \$142,000 | \$272,000 |
| Insurance - Organization | \$21,252 | \$22,315 | \$24,880 |
| Market Research | \$50,480 | \$60,000 | \$40,248 |
| Market Research - In-kind | \$20,000 | \$20,000 | \$20,000 |
| Meals & Hosting Expenses | \$95,310 | \$100,080 | \$80,580 |
| Office Expense | \$31,549 | \$32,856 | \$32,856 |
| Office Expense - In-Kind | \$1,000 | \$3,500 | \$3,500 |
| Postage | \$3,290 | \$4,008 | \$4,008 |
| Printing & Duplicating | \$13,984 | \$24,252 | \$24,252 |
| Printing & Duplicating - In-kind | \$5,000 | \$100 | \$100 |
| Professional Education | \$14,240 | \$26,244 | \$26,244 |
| Professional Fees | \$39,710 | \$50,316 | \$50,316 |
| Professional Fees - in-kind | \$5,000 | \$100 | \$100 |
| Rent | \$284,978 | \$297,000 | \$325,650 |
| Salary | \$2,101,580 | \$2,302,337 | \$2,223,470 |
| Benefits | \$355,600 | \$362,141 | \$391,827 |
| Communication Services | \$70,640 | \$70,644 | \$68,522 |
| Travel | \$82,800 | \$88,466 | \$81,785 |
| Total expenses: | \$4,989,417 | \$5,613,139 | \$5,504,468 |

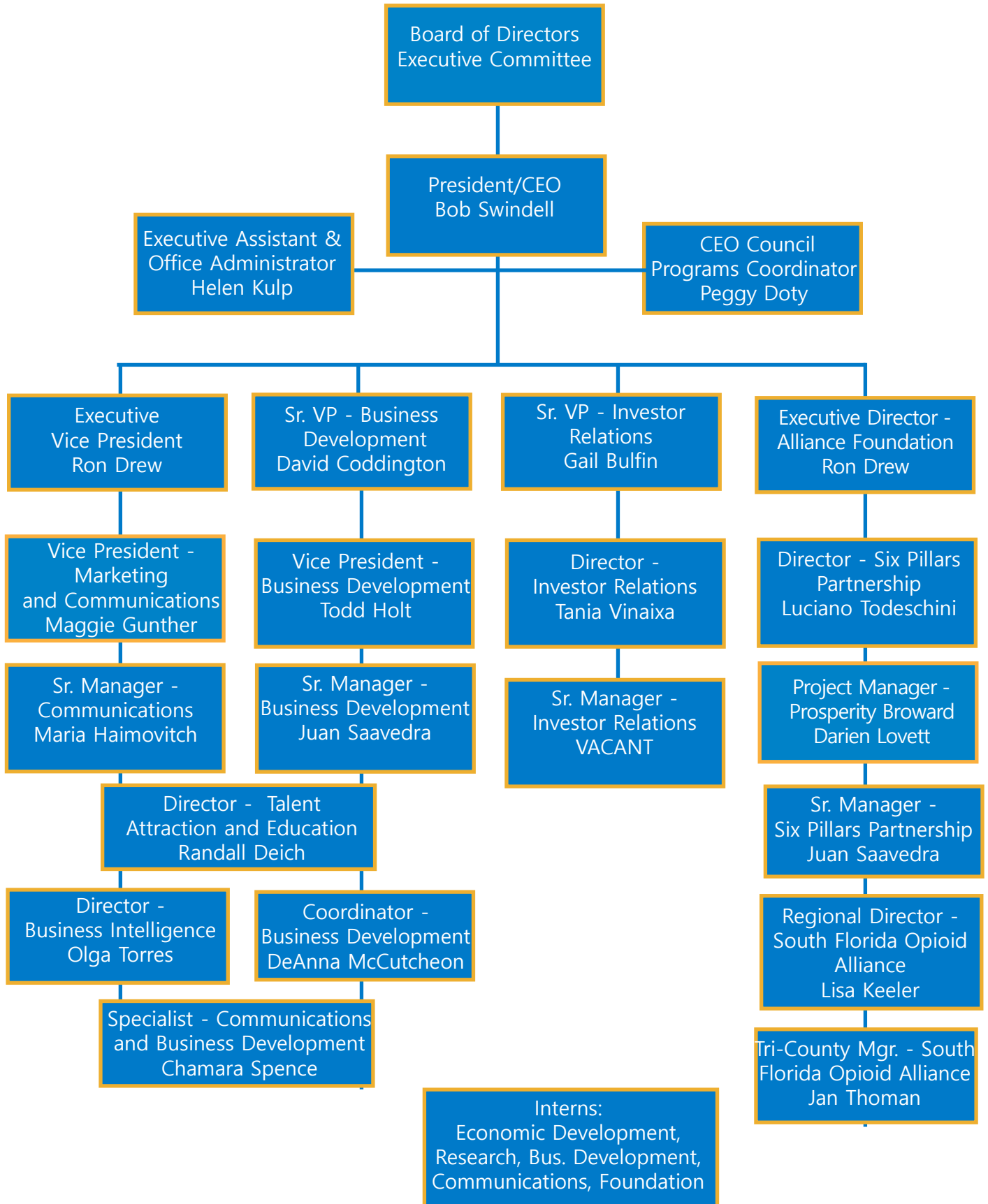
Organizational Chart: COUNCILS AND ACTION TEAMS



ALLIANCE FOUNDATION PROGRAMS & INITIATIVES



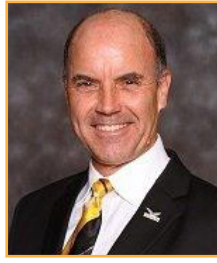
Organizational Chart: ALLIANCE STAFF



ALLIANCE STAFF



Bob Swindell
President/CEO



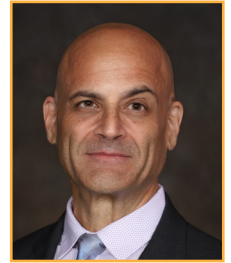
Jack Bennings
Permitting Liaison



Gail Bulfin
Sr. Vice President,
Investor Relations



David Coddington
Sr. Vice President,
Business Development



Randall Deich
Director,
Talent Attraction & Education



Peggy Doty
CEO Council/
Programs Coordinator



Ron Drew
Executive Vice President



Maggie Gunther
Vice President,
Marketing & Communications



Maria Haimovitch
Sr. Manager,
Communications



Todd Holt
Vice President,
Business Development



Lisa Keeler
Regional Director,
South Florida Opioid Alliance



Helen Kulp
Executive Assistant and
Office Administrator



Darien Lovett
Project Manager,
Prosperity Broward
Six Pillars Partnership



DeAnna McCutcheon
Coordinator,
Business Development



Juan Saavedra
Sr. Manager,
Business Development/
Six Pillars Partnership



Chamara Spence
Specialist,
Business Development &
Communications



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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