

The Broward Alliance, Inc.

Market Measures Summary

Market Measures	FY 2009 Goal	FY 2009 Goal Y-T-D	FY 2009 Actual Y-T-D	FY 2009 Actual 4 th Qtr
Domestic Leads	200	200	178	24
International Leads	100	100	71	10
Average Monthly Projects in pipeline	20	20	28	28
Number of Announced Projects	10	10	10	4
Number of New Value-Added Jobs	900	900	1,220	215
\$ of Direct Capital Investment	\$45M domestic \$5M international	\$50M	\$29.6M domestic \$110.2M international	\$2.9M domestic \$200K international
\$ Direct Capital Investment ROI	—	—	—	—
Number of Corporate Visits	150	150	161	20
Number of Retained Jobs	500	500	782	332
Number of Film Permits	420	420	428	69
Total \$ of Film Production Budgets	\$25 Million	\$25M	\$21 M	\$4.3 M
Film Leads Converted to "on location" Production	100	100	106	29
Number of Major Film Projects > \$100,000	60	60	44	10
Number of WorkForce One Partnerships	7	7	12	2
Dollar Value of WorkForce One Partnerships	\$180,000	\$180,000	\$578,066	\$58,462
Public/Private Mix	\$1.00 : \$1.65	\$1.00:\$1.65	\$1.00 : \$1.34	\$1.00 : \$.92
Private Sector Dollars Investing in Economic Development	\$1,658,749	\$1,658,749	\$1,341,134	\$227,260