



**OFFICE OF ECONOMIC DEVELOPMENT**

Governmental Center Annex

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**MEMORANDUM**

DATE: November 9, 2009

TO: Norman E. Taylor, Director  
Office of Economic and Small Business Development

FROM: Shelia Pitts-Howard, Assistant to the Director 

RE: The Broward Alliance FY 2009 Fourth Quarter and Annual Performance Report

Enclosed is the Office of Economic and Small Business Development's brief staff analysis of the Broward Alliance fiscal year 2009 fourth quarter and annual performance objectives. The report includes performance activity of the Broward Alliance's three departments - Business Development, Creative Industry and Film Commission, and Investor Relations.

**Business Development**

The Broward Alliance goal for business retention and expansion was to conduct 150 corporate visits to Broward's targeted industry companies for the year. The goal for the fourth quarter is to conduct 38 corporate visits. The Alliance conducted 20 corporate visits during the quarter. This represents 53% of the targeted goal for the quarter and 107% for the year.

The Broward Alliance goal for job retention was to retain 500 jobs for the year. The goal for the fourth quarter is to retain 125 jobs. The Alliance assisted in retaining 332 jobs during the fourth quarter. This represents 266% of the targeted goal for the quarter and 156% for the year.

**Creative Industry and Film Commission**

The Creative Industry and Film Commission's goal was to convert 100 film leads to "on location" production for the year. The goal for the fourth quarter is to convert 25 films "on location". The Creative Industry and Film Commission converted 29 leads during the fourth quarter. This represents 116% of the targeted goal for the quarter and 106% for the year.

Broward County Board of County Commissioners

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**Investor Relations**

The Investor Relations goal was to raise and collect \$1,658,749 from investors and partners to support the Broward Alliance for the year. The goal for the fourth quarter was to raise and collect \$414,687 from investors. The Broward Alliance generated \$227,260 in investor income for the fourth quarter. Overall, the Broward Alliance private sector investment income was \$1,341,134. This represents 55% of its targeted goal for the quarter and 81% for the year.