



January 30, 2014

Mr. Sandy-Michael McDonald
Director
Broward County Office of Economic and Small Business Development
115 South Andrews Avenue, Room A-680
Fort Lauderdale, FL 33301

Dear Sandy,

Please find below the Alliance's fiscal year 2014 first quarter report to Broward County. The Alliance is pleased to report a very strong first quarter in terms of new and retained jobs and capital investment, a good indication that our economy continues to strengthen. In fact, for the entirety of 2013, Broward County led all the urban counties in Florida with the lowest unemployment rate every month, a testament to the strong collaborations between Broward County, its departments, the Alliance, and others leading to success in Broward. Some of the highlights of the first quarter include the following:

1. Our potential relocation and expansion projects pipeline continued to be very strong with over 170 active projects in the pipeline.
2. As always, a primary focus of the Alliance was assisting local companies through our BRAVO (Business Retention and Visitation Outreach) program. 52 Broward County companies were visited by the Alliance during the first quarter of our fiscal year, as we assisted with such issues as access to capital, workforce training opportunities, permitting and site location assistance.
3. In the first quarter, we were pleased to announce that six companies would be locating or expanding in Broward County including People's Trust Insurance Company with 200 new jobs, 300 retained jobs and a \$7,400,000 capital investment in Deerfield Beach; Prolexic Technologies, which would be relocating and expanding its global headquarters and IT operations center in Fort Lauderdale, adding 118 new jobs, retaining 120 jobs and making a \$1,160,000 capital investment; and American Express, which will be locating a new South Florida regional operations office in Sunrise, adding 100 jobs, retaining 4,399 employees and making a \$167,000,000 capital investment. Other company locations and expansions included Nyrstar in Fort Lauderdale (25 new jobs and \$150,000 capital investment), MarBlue in Hollywood (28 new jobs, 30 retained jobs and \$2,600,000 capital investment), and SHL Pharma in Deerfield Beach (30 new jobs, 44 retained jobs and \$6,000,000 capital investment).
4. The Alliance's CEO Council, along with community leaders and Alliance leadership and staff hosted 20 site selection consultants, corporate real estate executives, corporate executives and national/international media and opinion leaders and guests for the 54th Annual Fort Lauderdale International Boat Show October 31 – November 3. The event was hosted at the Hyatt Regency Pier 66, including 3 evening receptions starting with an opening reception at the Hyatt's Panorama Ballroom and leading to a spectacular evening reception and dinner at Pier Top on the 17th floor of the Hyatt, and ending with Saturday evening's closing reception and tour of the Nova Southeastern University Oceanographic Center. To a person, the attendees all reported how warm and friendly they were treated, how much they enjoyed the opportunity to meet local business leaders in a relaxed, casual setting, and describing attending the Boat Show as an experience they will never forget as they learned more about Broward County being such a highly desirable place for business.

ALLIANCE: PARTNERSHIP FOR ECONOMIC GROWTH

Broward County's Official Economic Development Partnership

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5. The Alliance collaborated closely with *Florida Trend* magazine to develop a special section published in October called "Greater Fort Lauderdale: Big Boats, Big Business, Bright Future." The 43 page special section highlighted Broward County's targeted industries, including its important marine industry and Fort Lauderdale International Boat Show; its technology, life sciences and manufacturing clusters; the importance of small business to the Broward County economy; its growing presence as a corporate and international headquarters location; travel and tourism; and Port Everglades and Fort Lauderdale-Hollywood International Airport. The section also highlighted Broward's arts and cultural amenities and its high quality education system. *Florida Trend* reaches 250,000 influential readers, including 15,000 readers outside Florida.
6. The Alliance's CEO Council worked with *Business Facilities* magazine on a story called "Special Report: Greater Fort Lauderdale – Magnet for Biotech/Pharma Growth" which appeared in the September/October issue of *Business Facilities* magazine and was also scheduled to appear in *Business Facilities Online* in January. This was one of several media projects the Alliance worked on.
7. Our "Life. Less Taxing" video campaign continued to be placed for high visibility in digital media applications in targeted national/international publication websites such as *Area Development*, *Business Facilities*, *Chief Executive, Inc.* and *Site Selection*, and is also being shown at the Fort Lauderdale Executive Airport and City of Fort Lauderdale website. We are also working with the Fort Lauderdale/Hollywood International Airport and JetBlue Airways to show the video in both locations. Additionally, the "Life. Less Taxing" campaign is being continued in print and digital media advertising and editorial/feature articles in targeted national/international publications including *Area Development*, *Site Selection*, *Business Facilities*, *Chief Executive*, *CoreNet Global's The LEADER*, *Private Clubs* and *Inc.* magazines.
8. In October, the Alliance's Port Everglades Advocacy Team participated in the highly successful Washington Summit, presented by the Greater Fort Lauderdale Chamber. A key focus of visits to Congressional leaders was continuing to educate them about the importance of Port Everglades expansion projects to the local, state and national economy and to generate support for the expansion projects at the Port, particularly through the WRRDA bill for the deepening and widening project.
9. The Broward Six Pillars strategic visioning process, which the Alliance is helping to lead along with Broward County and a number of community organizations, continues the process of implementation and reporting. The goals of the process, which look through the year 2030, are prosperity and high paying jobs, vibrant communities and global competitiveness. The first annual Six Pillars report to the community is set for February 21, 2014 at Broward College's North Campus.

These are just a few examples of the steps we are taking to continue to strengthen and diversify our economy as we work to create jobs for the residents of Broward County and build the county's tax base, working with Broward County and our other partners.

With warm personal regards, I remain

Sincerely,

A handwritten signature in black ink that reads "Bob Swindell".

Bob Swindell
President and CEO

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FY 2014 Market Measures

Business Attraction

Market Measures	FY 2014 Goal	FY 2014 Goal YTD	FY 2014 Actual YTD	FY 2014 Actual 1 st Qtr
Domestic Leads	180	45	38	38
International Leads	90	23	28	28
Average Monthly Projects in the Pipeline	50	50	174	174
Number of Announced Projects	20	5	6	6
Number of New Value-Added Jobs	1,200	300	501	501
\$ of Direct Capital Investment	\$45M Domestic; \$5M Int'l	\$11.25M Domestic; \$1.25M Int'l	\$184.16M Domestic \$150K Int'l	\$184.16M Domestic \$150K Int'l
\$ of Direct Capital Investment ROI	Calculated at end of year			

Business Retention

Market Measures	FY 2014 Goal	FY 2014 Goal YTD	FY 2014 Actual YTD	FY 2014 Actual 1 st Qtr
Number of Corporate Visits	175	44	52	52
Number of Retained Jobs	1,000	250	4,893	4,893
Number of WorkForce One Partnerships	20	5	1	1
Dollar Value of WorkForce One Partnerships	\$400,000	\$100,000	\$25,753.00	\$25,753.00

Marketing & Communications

Market Measures	FY 2014 Goal	FY 2014 Goal YTD	FY 2014 Actual YTD	FY 2014 Actual 1 st Qtr
Media Value Generated	\$210,000	\$52,500	\$127,809	\$127,809
Total Visits to Website	650,000	162,500	115,044	115,044

Financial Support

Market Measures	FY 2014 Goal	FY 2014 Goal YTD	FY 2014 Actual YTD	FY 2014 Actual 1 st Qtr
Public/Private Mix	\$1.00:\$1.55	\$1.00:\$1.55	\$1.00:\$1.01	\$1.00:\$1.01
Private Sector Dollars Investing in Economic Development	\$1,360,000	\$340,000	\$222,524	\$222,524



FY 2014 Market Measures

Administrative Objectives

- A.** Continue to promote and support the Port Everglades Master Plan through the Port Everglades Advocacy Team, focusing on key projects such as the Turning Notch, Dredging Project and Intermodal Container Transfer Facility.

The Port Everglades Advocacy Team was implemented under the leadership of Alliance member Terry Stiles to educate and galvanize the business community to support the capital projects at Port Everglades which will allow Greater Fort Lauderdale/Broward County to remain competitive in the growing internationalization of ports post-Panama Canal widening in 2015. In 1Q14, the team participated in the Washington Fly-In which, among other issues, targeted the need for support for Port Everglades; continued to work with our Florida delegation to push for a Final Chiefs Report from the Army Corps of Engineers and to include language in the federal WRRDA Bill allowing progress to be made on our project. The group held team meetings where we heard from the County lobbyists, attorneys and elected officials on the climate for inclusion in DC. And finally, the group began planning a special trip to Washington in the beginning of 2014 to show business support for the need to 1) widen/deepen Port Everglades and 2) to get authorization language included in WRRDA and 3) to get a Final Chiefs Report as soon as possible.

- B.** Working with regional partners in Miami-Dade and Palm Beach Counties, develop a plan for further enhancement of the South Florida: Your Global Business Connection regional marketing materials and potential development of a web portal.

Planning has started with regional partners to update content and the development of marketing materials in two additional languages. Currently, materials are printed in English, French, German, Italian and Spanish. In the meantime, an abbreviated version of the existing brochure has been translated into Portuguese and is included on the Alliance website.

- C.** Conduct a study mission to one of Broward County's competitive regions to review best practices and produce benchmarks for improvements in Alliance performance and deliverables and to enhance Broward County's business climate.

In the first quarter, Bob Powell of TD Bank was named as the chair of the study mission. He will work with Leadership Council chairs – under which this trip will be coordinated – to begin the planning process. Meetings regarding the team, the location of the mission trip and the timing will be held in early Q2.

FY 2014 Announced Economic Development Projects
Greater Fort Lauderdale Alliance: *Partnership for Economic Growth*

Month Announced	Status	Company	City	Type of Facility	Sq. Ft. of Project	Direct Capital Investment	Foreign Direct Capital Investment	Jobs Created	Jobs Retained		Product/Service
1st Quarter Announced Projects:											
October	AEP	People's Trust	Deerfield Beach	Office	42,000	\$7,400,000		200	300		Company provides a combination of services focused on property insurance and home recovery from disasters
October	AIP	Nyrstar	Fort Lauderdale	Office	8,000		\$150,000	25			International integrated mining company
November	AEP	MarBlue	Hollywood	Office	12,000	\$2,600,000		28	30		Company develops and manufactures cases and accessories for PDAs and laptop computers
December	AEP	American Express	Sunrise	Office	400,000	\$167,000,000		100	4,399		A Fortune 200 financial services company--the facility in Sunrise will serve as a regional HQ and customer service center
December	AEP	SHL Pharma	Deerfield Beach	Office/R&D/Manufacturing	10,000	\$6,000,000		30	44		Company develops and manufactures delivery systems for various drug centric applications
December	AEP	Prolexic Technologies	Fort Lauderdale	Office	35,000	\$1,160,000		118	120		IT services company which protects Internet-facing infrastructures against Distributed Denial of Service (DDoS) attacks at the network, transport, and application layers
1st Quarter Project Totals:					507,000	\$ 184,160,000	\$ 150,000	501	4,893		

AP = Announced Project
AEP = Announced Expansion Project
AIP = Announced Intl. Project
ARP = Announced Retention Project