



**OFFICE OF ECONOMIC AND SMALL BUSINESS DEVELOPMENT  
Governmental Center Annex**

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**MEMORANDUM**

DATE: February 1, 2018

TO: Bertha Henry  
County Administrator

FROM: Sandy-Michael McDonald  
Director, Office of Economic and Small Business Development

SUBJECT: The Greater Fort Lauderdale Alliance FY 2017 Quarterly Performance and Annual Year-End Reports

The Office of Economic and Small Business Development (OESBD) reviewed the FY 2017 Alliance Quarterly Performance and Annual Year-End Reports. The Alliance Quarterly Performance Report has been summarized to highlight the Alliance's quarterly primary objectives and accomplishments (Exhibit 1, page 3 of 9). OESBD staff has reviewed performance activity for the Alliance's three departments: Business Development, Investor Relations and Business Intelligence:

Business Development

The Alliance job creation annual goal is to help create 1,600 new, value-added jobs in fiscal year 2017, or 400 per quarter. The Alliance facilitated the creation of 215 new, value-added jobs during the fourth quarter for a projected total of 1,978 projected new, value-added jobs during the fiscal year 2017, exceeding the annual goal by 378 jobs. The Alliance achieved 124% of the annual goal.

The Alliance job retention annual goal was to help retain 1,400 jobs for fiscal year 2017, or 350 per quarter. The Alliance reported the retention of 192 jobs in the fourth quarter. This amount brings the Alliance's annual total of jobs retained to 1,967 jobs in fiscal year 2017, exceeding the annual goal by 567. The Alliance achieved 141% of the annual goal.

The Alliance's annual goal for domestic and international capital investment is \$110,000,000 (\$100,000,000 domestic and \$10,000,000 international) for fiscal year 2017, or \$27,500,000 (\$25,000,000 domestic and \$2,500,000 international) per quarter. The Alliance reported \$17,200,000 in projected domestic capital investment during the fourth quarter. For fiscal year 2017, the Alliance reported \$72,100,000 in projected domestic capital investment, and \$184,200,000 in projected international capital investment. The Alliance achieved 233% of the annual goal for total capital investment.

The Alliance goal for new domestic and international leads was to develop 320 (220 domestic and 100 international) leads, or 80 total leads (55 domestic and 25 international) per quarter. The Alliance developed a total of 89 leads (67 domestic and 22 international) during the fourth quarter, bringing the total of 481 leads (334 domestic and 147 international) for fiscal year 2017. The Alliance exceeded the annual goal for domestic leads by 114 and international leads by 47. The Alliance achieved 152% of the annual goal for domestic leads and 147% of the goal for international leads. The Alliance achieved 150% of the annual goal for overall leads.

The Alliance goal for corporate visitation was to conduct 200 corporate visits to Broward companies for fiscal year 2017, or 50 per quarter. The Alliance conducted 46 visits in the fourth quarter. The Alliance conducted 185 visits in fiscal year 2017, representing 93% of the annual goal. Attainment of this goal was affected by the impact of Hurricane Irma in September with companies closing due to the storm.

Investor Relations

The Alliance Investor Relations goal was to raise and collect \$2,126,200 from investors and partners to support the Alliance for fiscal year 2017, or \$531,500 per quarter. The Alliance raised a total of \$498,986 in the fourth quarter, achieving 94% of the quarterly goal. The Alliance raised a total of \$2,182,369 in fiscal year 2017, representing 103% of the annual goal.

Business Intelligence Function

The Alliance indicated the following achievement of administrative objectives for the Business Intelligence Function:

Objective	Status
<p><b>A. Develop and maintain a new template marketing presentation that clearly and factually states the business case for establishing or growing specific target industry niches of strength and opportunity for Broward County (i.e., Aviation Maintenance, Repair and Overhaul; Pharmaceutical Manufacturing; IT Software Design).</b></p>	<p>The template marketing presentation has been developed and the presentations for the target industry niche segments are updated on a continual basis.</p>
<p><b>B. Complete a database highlighting Broward County's competencies (leading employers, average salary by selected occupation, education data, etc.) to attract target industry niche sectors and post online for access by Alliance partners and prospects.</b></p>	<p>The database was developed and posted online in December 2015. It is updated on a continual basis.</p>
<p><b>C. Report on target industries niche subsets in its prospects and leads reports to develop a baseline and subsequent measurements indicating success in growing the niche markets.</b></p>	<p>Of the total 481 prospects and leads through the 4th quarter, 66 were in the target niche industries of Aviation Maintenance, Repair and Overhaul; International and Regional Headquarters; Pharmaceutical Manufacturing; Medical Equipment/Device Development and Manufacturing; Custom Computer Programming; and Software Publishers.</p>
<p><b>D. Develop and utilize an expanded internship program with area universities for undergraduates and MBA candidates to assist with research projects designed to help grow jobs in Broward County.</b></p>	<p>This program has been created and the Alliance is utilizing interns to assist with research projects.</p>
<p><b>E. Prepare ongoing annual and updated data that will be used in the Six Pillars strategic planning process to grow high paying jobs in Broward County and engage community leaders in enhancing Broward County's business and economic climate.</b></p>	<p>Updated data is being prepared on an ongoing basis. The Six Pillars annual report to the community was given in April 2017, where new data was presented as part of the report. The Six Pillars annual report and implementation plan are posted to <a href="http://www.sixpillarsbroward.org">www.sixpillarsbroward.org</a>.</p>