



April 30, 2018

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 2018 second quarter report to Broward County. The Alliance is pleased to report that Broward County's employment growth continues to be strong with 11,500 jobs added year over year. Additionally, its current unemployment rate of 3.4% continues to be well below the state average of 3.8%. This validation of the strength of our market, along with the announced projects described below, are a testament to the strong collaborations between Broward County, the Alliance, and other partners leading to success in Broward and jobs for its residents. Some of the highlights of the second quarter include the following:

1. We were pleased to finalize two company projects in the second quarter and continue to work with more than 20 companies that are in the project pipeline. The completed projects were:

MediaGenix, a broadcast management system company, which will be creating 5 jobs in Fort Lauderdale, and making a \$200,000 capital investment.

Crawford Tracey Corporation, a company that manufactures and installs custom and conventional glazing systems, which is adding 30 jobs, retaining 100 jobs and making a \$1.3 million capital investment in Deerfield Beach.

2. As always, a primary focus of the Alliance is assisting local companies through our BRAVO (Business Retention and Visitation Outreach) program. 27 Broward County companies were visited by the Alliance during the second quarter, as we assisted in areas such as access to capital, workforce training opportunities, permitting and site location assistance.
3. The Alliance continued its implementation of the Target 20/20 strategic marketing plan. Target 20/20 is guiding strategic and tactical economic development marketing through the year 2020, as we focus on high-wage targeted industries including aviation/aerospace; global logistics; life sciences; marine industries; technology; national, regional and Latin America headquarters; and other target industries.

Additionally, in the second quarter, the Alliance generated nearly \$200,000 in earned media value as it proactively developed and promoted articles in local, statewide and national media such as South Florida being selected as an Amazon HQ2 top twenty community, and job announcements from AutoNation, Virgin Voyages and the new national tax laws and how they may benefit South Florida in attracting companies to locate here.

4. The Alliance's Port Everglades Advocacy Team, a partnership with Broward County and numerous community organizations, continued its work to support Port Everglades expansion projects.

ALLIANCE: PARTNERSHIP FOR ECONOMIC GROWTH

Broward County's Official Economic Development Partnership

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5. The Alliance continued to implement recommendations from the Workforce Skills Gap Study, which was announced in April of 2017. One of the projects includes improving economic conditions for residents in the distressed areas which are the zip code areas that have higher unemployment and higher levels of poverty than Broward County as a whole. Other recommendations include addressing a shortage of middle skills talent in technology and aviation industries, summer youth employment, generational workforce issues and opportunities, and branding Broward County/Greater Fort Lauderdale as a Talent Hub.
6. As we continue to grow the Alliance's 501(c)(3) Foundation, several initiatives were started or expanded by the Foundation. These include the following:

Through the TechGateway regional initiative, the Alliance continued to promote and foster the growth of Broward's IT cluster to attract tech companies, capital investment and tech talent to the region. In the second quarter, the Alliance began work to update the TechGateway map and develop new maps of the largest and fastest growing tech companies, along with an expanded social media campaign.

On February 12th the Alliance partnered with the Broward County Public School District on the "Claim Your Future Showcase," held at the BB&T Center. This was the second year for this event where approximately 1,300 high school juniors met with over 50 companies and organizations to talk about career opportunities now and in the future, heard executive panel discussions from Broward County business leaders, and participated in mock interviews. The Alliance is also pleased to be a partner and assisting with "My Next Move," the 2018 Annual College/Career & Work Readiness Program taking place on May 10th. Now in its third year, this program is geared toward high school seniors who were specially selected for their potential, but also because they do not currently have solid plans for college. The purpose of both these events is to show the students how much Broward County has to offer in the way of good jobs and careers that will allow them to contribute to our local economy.

In another important endeavor, the Alliance Foundation has hired a nationally known consultant to help us with establishing and engaging the Broward Business Council for Homelessness (BBCH). We are partnering with United Way of Broward County on this project.

7. The Alliance continues to promote its "Platinum Cities" permitting excellence program to companies considering Broward County as a business location. The program encourages Broward communities to make the permitting and inspections process more business friendly and competitive with other regions.

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,



Bob Swindell
President and CEO

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FY 2018 Market Measures

Business Attraction

Market Measures	FY 2018 Goal	FY 2018 Goal YTD	FY 2018 Actual YTD	FY 2018 Actual 2nd Qtr
Domestic Leads	220	110	133	98
International Leads	100	50	25	17
Average Monthly Projects in the Pipeline	30	30	24	24
Number of Announced Projects	25	12	4	2
Number of New Value-Added Jobs	1,600	800	137	35
\$ of Direct Capital Investment	\$100M Domestic; \$10M Int'l	\$50.0M Domestic; \$5M Int'l	\$17.3 M Domestic; \$200K Int'l	\$ 1.3M Domestic; \$200K Int'l
\$ of Direct Capital Investment ROI	Calculated at end of year			

Business Retention

Market Measures	FY 2018 Goal	FY 2018 Goal YTD	FY 2018 Actual YTD	FY 2018 Actual 2nd Qtr
Number of Corporate Visits	200	100	65	27
Number of Retained Jobs	1,400	700	800	100
Number of CareerSource Broward Partnerships	22	11	14	10
Dollar Value of CareerSource Broward Partnerships	\$750,000	\$375,000	\$254,262	\$219,378

Marketing & Communications

Market Measures	FY 2018 Goal	FY 2018 Goal YTD	FY 2018 Actual YTD	FY 2018 Actual 2nd Qtr
Media Value Generated	\$260,000	\$130,000	\$306,826	\$194,295

Financial Support

Market Measures	FY 2018 Goal	FY 2018 Goal YTD	FY 2018 Actual YTD	FY 2018 Actual 2nd Qtr
Public/Private Mix	\$1.00:\$1.40	\$1.00:\$1.40	\$1.00:\$1.56	\$1.00:\$1.77
Private Sector Dollars Investing in Economic Development	\$2,221,000	\$1,110,500	\$1,179,390	\$669,052

FY 2017 Market Measures

Administrative Objectives

- A.** Continue to promote and support the Port Everglades Master Plan through the Port Everglades Action Team, focusing on key projects such as the Turning Notch and Deepening and Widening Projects.

With the long-sought-after goal of authorization by the Army Corps of Engineers for the widening and deepening project of Port Everglades received in 1Q/17, we now move into a new authorization phase, seeking to get approval for the ACOE “New Start” projects. We will continue to promote and support the Port Everglades Master Plan through the Port Everglades Advocacy Team (PEAT), focusing on key projects such as the Turning Notch, Dredging Project and Intermodal Container Transfer Facility. We are also advocating for the Broward MPO and Broward County’s efforts to be awarded a \$50m INFRA Grant to the Port from the Department of Transportation. The next PEAT meeting will be held in April, 2018 in order to plan our upcoming efforts.

- B.** Research, plan and organize an Alliance leadership trip to one of Broward County’s competitive regions to review best practices and produce benchmarks for improvement in Alliance performance and deliverables and to enhance Broward County’s business climate.

Alliance staff and volunteer leadership successfully planned and executed a leadership trip to study best practices in Nashville, Tennessee. 81 Alliance members and community partners participated in the process. The groups are currently meeting with their teams in preparation of a preliminary presentation at the Alliance Board of Directors meeting in April. The nine areas of study are: Business Best Practices, Quality of Life, K-12 Education, Transportation, Higher Education, Housing, Healthcare and Homelessness and Workforce. Team leaders included executive representatives from NSU, FAU, Broward College, Broward MPO, CareerSource Broward, several cities and nearly a dozen private industries.

- C.** Conduct an assessment of buildings and sites in Broward County in order to match the requirements of targeted industry needs with existing inventory and to determine and promote the need for new product inventory.

The Alliance has been gathering information on buildings and sites in Broward County and determining requirements of targeted industries. Meetings have been held with local and out-of-state developers to respond to their queries about opportunities for product development and to promote the need for new product inventory.



FY 2018 Market Measures

Business Intelligence Administrative Objectives

- 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).

The template marketing presentation has been developed and the presentations for the target industry niche segments are updated on a continual basis.

- 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.

The database was developed and posted online in December 2015. It is updated on a continual basis.

- 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.

Of the total 115 prospects and leads in the 2nd quarter, 23 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.

- 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.

This program has been created and the Alliance is utilizing interns to assist with research projects.

- 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.

Updated data is prepared on an ongoing basis. The Six Pillars annual report and implementation plan are posted to www.sixpillarsbroward.org.

Key Broward County Economic Indicators

Following are key Broward County economic statistics that are indicators of Broward's overall economic health and trends (2018 numbers are as of March, 2018)

	Number Employed	Number in Labor Force	Number Unemployed	Unemployment Rate
2012	952,484	1,021,901	69,417	6.8%
2013	973,289	1,026,442	53,153	5.2%
2014	1,017,456	1,065,335	47,879	4.5%
2015	956,378	999,633	43,255	4.3%
2016	980,719	1,025,431	44,712	4.4%
2017	991,883	1,026,696	34,813	3.4%
2018	1,001,322	1,037,489	36,167	3.5%

Source: Department of Economic Opportunity

Number of Jobs in Target Industries						
	Aviation and Aerospace	Life Sciences	Information & Communication Technologies	Corporate, Regional & Divisional HQ	High-Tech Manufacturing	Marine Industry
2012	10,775	4,072	31,634	47,461	31,396	8,797
2013	10,823	4,237	32,341	50,027	31,995	8,805
2014	11,861	4,684	33,290	53,433	32,411	8,156
2015	11,931	4,752	34,664	54,923	32,677	8,472
2016	12,409	4,810	33,351	52,272	30,906	8,325
2017	13,250	4,746	34,841	54,446	31,821	8,300
2018	14,597	4,803	36,493	57,683	32,502	8,298

Source: EMSI

Employment by Major Occupational Sectors							
INDUSTRY	Dec-12	Dec-13	Dec-14	Dec-15	Dec-16	Dec-17	March -18
Construction	32,200	34,700	38,400	43,800	44,900	49,600	49,500
Manufacturing	25,800	26,700	27,600	28,400	27,900	28,800	28,400
Wholesale Trade	45,900	46,700	48,000	48,700	49,200	49,900	49,300
Retail Trade	105,100	111,000	112,300	112,900	115,200	113,500	109,200
Transportation, Warehousing, and Utilities	23,900	24,700	25,200	26,400	27,400	27,600	29,800
Information	18,400	18,400	18,900	19,400	19,200	19,500	20,400
Financial Activities	55,700	55,200	56,400	58,600	57,400	58,300	58,700
Professional and Business Services	128,300	134,500	141,000	144,800	151,700	155,300	150,500
Education and Health Services	97,400	99,500	101,600	104,500	107,200	114,000	111,100
Leisure and Hospitality	83,300	87,400	91,000	92,800	96,100	95,400	96,200

Source: Department of Economic Opportunity

Average Wage Rates by Target Industry						
	Aviation and Aerospace	Life Sciences	Information & Communication Technologies	Corporate, Regional & Divisional HQ	High-Tech Manufacturing	Marine Industry
2012	\$56,451	\$50,240	\$77,635	\$62,438	\$59,782	\$45,182
2013	\$56,281	\$49,369	\$79,025	\$62,992	\$60,239	\$45,870
2014	\$58,914	\$50,934	\$80,763	\$67,349	\$60,696	\$50,126
2015	\$62,686	\$52,020	\$82,991	\$68,771	\$60,868	\$50,611
2016	\$78,400	\$69,069	\$109,738	\$84,168	\$77,622	\$61,783
2017	\$81,244	\$76,487	\$113,636	\$86,204	\$80,252	\$65,638

Source: EMSI

	Per Capita Income	Median Household Income
2012	\$28,547	\$51,603
2013	\$28,205	\$51,251
2014	\$28,329	\$51,574
2015	\$28,381	\$51,968
2016	\$28,987	\$52,954
2017	NA	NA

Source: Census Bureau

Average Annual Wage	
2012	\$43,899
2013	\$44,579
2014	\$46,033
2015	\$47,859
2016	\$48,687
2017	NA

Source: Enterprise Florida

Office Vacancy Rate % & Net Absorption SF		
2012	19.9%	(9,711)
2013	19.2%	89,478
2014	15.7%	116,754
2015	15.7%	467,570
2016	14.6%	279,620
2017	11.8%	222,000
2018	11.3%	121,296

Source: CBRE Research

Industrial Vacancy % and Net Absorption SF		
2012	8.0%	264,766
2013	8.1%	273,636
2014	7.3%	190,341
2015	9.2%	864,196
2016	6.1%	310,543
2017	3.6%	894,998.
2018	3.8%	288,966

Source: CBRE Research

Broward County Property Tax Base Growth		
	Residential County Property Tax Base	Commercial/Industrial County Tax base
2012	\$86,139,504,130	\$32,730,915,750
2013	\$90,602,712,080	\$33,017,503,750
2014	\$98,102,068,110	\$34,283,192,400
2015	\$106,234,517,520	\$35,517,337,080
2016	\$114,783,990,830	\$38,537,169,030
2017	\$123,925,153,510	\$41,945,240,370

Source: Broward County Property Appraiser's Office

FY 2018 Announced Economic Development Projects
Greater Fort Lauderdale Alliance: *Partnership for Economic Growth*

Month Announced /Approved	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:										
December	UEP	Project Iron	Fort Lauderdale	Office		\$12,000,000		95	700	National headquarters
December	UP	Project Caddie	Fort Lauderdale	Office	40,000	\$4,000,000		7		Aviation manufacturing
1st Quarter Project Totals:					40,000	\$16,000,000	\$0	102	700	
2nd Quarter Announced Projects:										
March	UIP	MediaGenix	Fort Lauderdale	Office	1,000		\$200,000	5		Broadcast management systems
March	UEP	Crawford Tracey Corporation	Deerfield Beach	Office/Manufacturing	40,000	\$1,300,000		30	100	Manufactures and installs custom and conventional glazing systems
2nd Quarter Project Totals:					41,000	\$1,300,000	\$200,000	35	100	
Year to Date Project Totals:					81,000	\$17,300,000	\$200,000	137	800	
Business Development Goals for FY2018:						\$100,000,000.00	\$10,000,000.00	1,600	1,400	

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