



Frank Nask

President/CEO

Broward Health

“Greater Fort Lauderdale is a place where innovation, creativity and entrepreneurial spirit thrive. Join companies such as Citrix Systems, DHL, MAKO Surgical Corp. and Nipro Diagnostics who call Greater Fort Lauderdale home and have some of the best and brightest innovators, decision makers and leaders among their ranks.”

Knowledge Economy

With strong industry clusters in information technology, life sciences and creative industries, Greater Fort Lauderdale provides a stimulating and supportive business environment for start-up, mid-size and multinational organizations.

Whether creating leading-edge mobile and cloud computing applications, developing medical devices and pharmaceuticals, or designing digital and social media programs, Greater Fort Lauderdale IT companies and universities are playing an increasingly important role in today's knowledge economy. Recognizing the benefits of the region's large talent pool and high quality of life, well-known companies like Citrix, General Dynamics C4 Systems, Motorola Mobility (now owned by Google), Motorola Solutions, and Research in Motion have established operations in Greater Fort Lauderdale, where employees can "work in the cloud and live in the sun."

In the life sciences, Greater Fort Lauderdale is located at the heart of a dynamic regional cluster. To the north are Scripps Florida, Max Planck Florida Institute, Torrey Pines Institute for Molecular Studies, and Oregon Health & Science University's Vaccine and Gene Therapy Institute. In Greater Fort Lauderdale, Nova Southeastern University is expanding its research facilities with its new 208,000-square-foot Center for Collaborative Research, and to the south, the University of Miami's Miller School of Medicine is investing in bioscience research and commercialization programs.

In the creative sector, Greater Fort Lauderdale is home to more than 6,000 arts-related businesses that collectively employ more than 23,000 people, according to Dun and Bradstreet. In recent years, the number of arts-related businesses has grown by 45 percent despite

the national economic downturn, while employment increased by 24 percent.

Today, Greater Fort Lauderdale is ideally situated in the heart of South Florida, providing sales, service and manufacturing companies with easy access to U.S. and international markets. Greater Fort Lauderdale also enjoys a privileged position on the global telecommunications map, with convenient access to a major Internet network access point (NAP), fiber optic connections, high-end data storage centers and high-speed worldwide data links.

Innovation Capacity

Greater Fort Lauderdale continues to demonstrate the innovation capacity necessary to support information technology and biotech startups, emerging sciences and cutting-edge research and development. That flow of new ideas, concepts and products extends to the creative sector as well, adding to the region's richly diverse knowledge economy.

For technology, life science and creative businesses, Greater Fort Lauderdale offers a rich labor pool supported by graduates and students of the many local colleges and universities offering field-related programs. Nearly one-third of all residents over 25 have earned at least a bachelor's degree, and more than 110,000 residents hold advanced degrees. Altogether, more than one-third of the workforce is employed in managerial, professional and technical positions, providing a considerable base of knowledge workers to meet ever-changing workforce needs. Looking



Photo Courtesy of City of Miramar

at the region as a whole, South Florida's institutions of higher learning educate more than 250,000 students each year, serving the region's growing business community.

A Cooperative Spirit

A dynamic regional organization, the South Florida Technology Alliance (SFTA) promotes the growth, success and awareness of the South Florida technology community. In conjunction with partners like the Alliance and Gold Coast Venture Capital Association, SFTA helps connect companies, academia, capital resources and government to help ensure the immediate and future success of technology-related interests in South Florida.

In addition, the Florida Institute for the Commercialization of Public Research facilitates the creation of spin-off companies from technology developed at Florida's publicly funded research institutions. To hasten the growth of commercially viable discoveries, the institute provides support, including building relationships with seasoned entrepreneurs seeking new opportunities.

INFORMATION TECHNOLOGY

South Florida has deep roots in the technology sector, including the distinction of being the birthplace of IBM's PC in the early 1980s. Today, the technology landscape continues to attract global companies, along with successful "home-grown" businesses and innovative start-ups. The Miami-Fort Lauderdale metropolitan area has approximately 6,500 technology companies, according to a 2009 study by bizjournals.



Nova Southeastern University Oceanographic Center
Photo Courtesy of Nova Southeastern University

Research Facilities

Nova Southeastern University's researchers are at the leading edge of scientific breakthroughs on many fronts. Aided by more than \$45 million in outside funding, more than 150 research projects are now underway, including anti-cancer therapies, coral reef restoration, stem cells, and wildlife DNA forensics.

A 208,000-square-foot Center for Collaborative Research (CCR) will be the focal point of NSU's medical, pharmaceutical, dental, and oceanographic research.

An integral part of NSU's new Academical Village, a 26-acre, mixed-use, high-tech research office park, the CCR will be home to the Rumbaugh-Goodwin Institute for Cancer Research, Florida LambdaRail, information and technology services, investigators from NSU's Health Professions Division and Oceanographic Center, and the U.S. Geological Survey.

NSU recently opened its \$40 million Center of Excellence for Coral Reef Ecosystem Science at NSU's Oceanographic Center in Hollywood. "This type of research infrastructure is urgently needed to support economic growth and environmental sustainability in our region," said NSU Chancellor Ray Ferrero, Jr. The new center is the only research facility in the nation dedicated to coral reef ecosystem research.

Located in Dania Beach is Florida Atlantic University's Institute for Ocean and Systems Engineering (SeaTech). Established in 1997 as a state-funded Type II research center, the institute is part of FAU's Department of Ocean Engineering. Its team of world-class faculty members, engineers, technicians and students are engaged in federally and industry-sponsored ocean engineering research and technology development in the areas of acoustics, marine vehicles, hydrodynamics and physical oceanography, marine materials and nanocomposites.

com, which ranked the region among the nation's Top 100 Tech Centers. It is also home to a large number of engineers and researchers, creating a center of IT excellence for those seeking new jobs or wanting new career challenges.

Greater Fort Lauderdale has a large cluster of innovative IT, mobile device, telecommunications and cloud computing companies located within a few miles of one another, including:

- Citrix Systems, a "homegrown" IT company that is transforming how people, businesses and IT work and collaborate in the cloud era. With market-leading cloud, collaboration, networking and virtualization technologies, Citrix powers mobile work styles and cloud services, making complex enterprise IT simpler and more accessible for 250,000 enterprises. Since its founding in Fort Lauderdale in 1989, Citrix has grown to \$2.21 billion annual revenue in 2011.
- FoxConn, which manufactures mobile communication, computer and consumer electronics products in its Sunrise facility.
- General Dynamics C4 Systems, whose Sunrise facility makes mobile communications and mobility information systems for military, homeland security and business customers.

- Motorola Mobility, the mobile device company now owned by Google.
- Motorola Solutions, whose Plantation facility developed an advanced two-way portable radio for use by police, fire rescue and other first responders.
- Research in Motion, a worldwide designer and manufacturer of mobile communications devices and services, including the BlackBerry family, has a major facility in Sunrise.
- xG Technology, the developer of a broad portfolio of intellectual property designed to enhance wired and mobile communications. Its solutions enable communications providers to deliver robust, revenue-generating mobile services using licensed and/or unlicensed spectrum.

Greater Fort Lauderdale's diverse technology cluster includes many other IT companies located throughout Broward County. For example, Peak 10 Data Center Solutions has a centrally located 66,000-square-foot data center – one of the region's largest Category 5 rated commercial facilities. Other leading players include:

- Advanced Processing & Imaging (API), which has developed a suite of document management software solutions that enable public and private organizations to implement an efficient and effective paperless environment. Founded in 1996, API is based in Deerfield Beach.

- Aplifi, located in Pompano Beach, a leading provider of life and annuity order management, client management and compliance solutions for the insurance and financial sectors.
- DataBridge Corp., a computer engineering consultancy that develops turnkey computing solutions for its clients.
- e-Builder, Inc., the pioneer in fully integrated, cloud-based construction program management software.
- eDiets.com, Inc., a leading provider of convenient at-home diet, fitness and healthy lifestyle solutions.
- Eyecast, a global leader in cloud-based video surveillance service for residential and business customers. The company recently announced that it will be adding 100 employees to its Sunrise facility.
- ReStockIt.com, an online retailer of restaurant, janitorial and office supplies.
- Saveology.com, a national consumer comparison-shopping provider with a robust growth plan. "Saveology is a forward-thinking company which thrives on creativity, technological innovation and the entrepreneurial spirit," said CEO Benzion About in a recent statement. "Not only will Saveology create hundreds of jobs in the coming years on our technology campus, but we will set a new standard for businesses in South Florida

and beyond and serve as a catalyst for wider renewed growth and development."

- ServusXchange, LLC, a Pompano Beach company whose flagship product, MyOnlineToolbox, brings business innovations to contractors who repair and remodel homes.

LIFE SCIENCES

From medical device and pharmaceutical manufacturers to providers of clinical trial services, life science companies are taking advantage of Greater Fort Lauderdale's skilled workforce, convenient access to world markets, and public-private partnerships that help turn research discoveries into commercial products.

Altogether, the tri-county region is home to more than 1,500 bioscience businesses and institutions that employ over 26,000 people and generate over \$4 billion in sales, according to recent surveys. Leading companies in Greater Fort Lauderdale include:

- Aveva Drug Delivery Systems, a Miramar-based Nitto Denko company focusing on transdermal drug delivery systems.
- Sunrise-based Bioheart, Inc., which has developed an innovative approach to repairing damaged heart muscle by using the body's own cells.
- Florida Supplement, a nutraceutical manufacturer and packager of nutritional



Photo Courtesy of HEICO

Locate your business in **DOWNTOWN HOLLYWOOD**

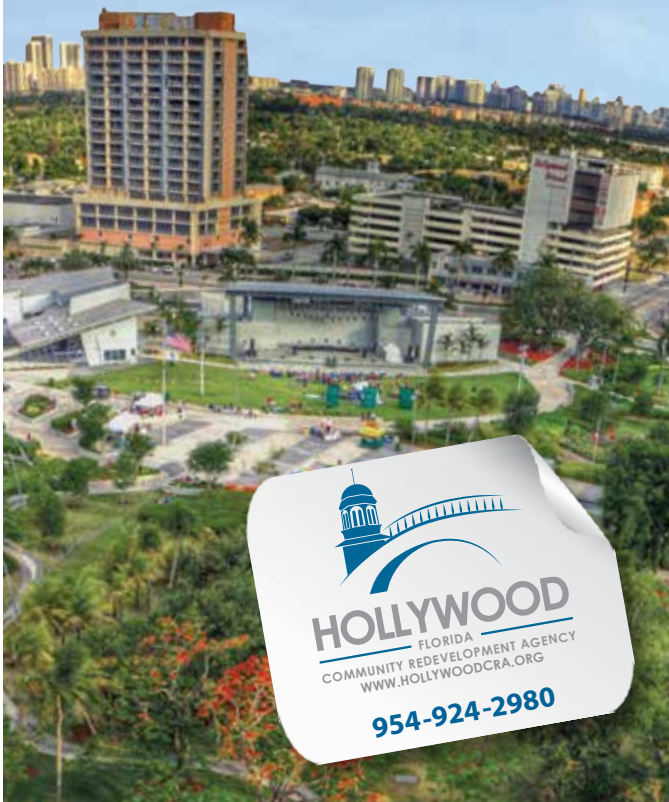
OFFICE AND RETAIL SPACE AVAILABLE

10 minute drive to Fort Lauderdale/
Hollywood International Airport

30 minute drive to Downtown Miami,
Miami International Airport
and Port of Miami

10 minute drive to Port Everglades

Conveniently located between
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supplements in tablets, capsules, liquids and power blend forms. Located in Hollywood, Florida Supplement has manufactured nutritional supplement products for customers in the United States, Latin America and Europe.

- Goodwin Biotechnology, Inc., a fully integrated contract manufacturing organization (CMO) of monoclonal antibodies and recombinant proteins for preclinical and phase I/II/III clinical trials. Plantation-based GBI has worked with companies of all sizes.
- MAKO Surgical Corp., a medical device company with headquarters in Davie, markets its RIO® Robotic-Arm Interactive Orthopedic system and its proprietary RESTORIS® implants for minimally invasive orthopedic knee procedures.
- Micrus Endovascular, a medical device manufacturer acquired by Johnson & Johnson. Based in Miramar, the facility is now part of Codman Neurovascular, a business unit of Codman & Shurtleff, Inc., the global neurosurgery device company of the DePuy Family of Companies within Johnson & Johnson.
- Nipro Diagnostics, a leading supplier of co-branded blood glucose monitoring systems throughout North America. Nipro's Fort Lauderdale locations house corporate, manufacturing, packaging and R&D facilities.
- Fort Lauderdale-based OmniComm Systems, Inc., a global provider of eclinical solutions.
- Israel-based Teva Pharmaceutical Industries, Ltd., whose facility in Weston handles engineering, information technology and purchasing services.
- Watson Pharmaceuticals in Davie, a leading global specialty pharmaceutical company that focuses on urology and women's health products.

CREATIVE ECONOMY

A dynamic pool of innovative thinkers is contributing to the success of Greater Fort Lauderdale's creative economy. These well educated and highly paid workers are attracted to the area's outstanding quality of life, vibrant public spaces, cultural and recreational attractions, excellent healthcare facilities, and a variety of entertainment and shopping venues.

The creative industries consist of businesses that create or distribute the arts, including museums and collections; performing arts; visual arts/photography; film, radio and TV; design and publishing; arts schools and services. These arts-centric businesses play an important role in building and sustaining economic vibrancy: they employ people, purchase goods and services locally, generate government revenue and are a cornerstone of tourism.

A recent study by Americans for the Arts, the nation's leading nonprofit organization for advancing the arts, showed that Greater Fort Lauderdale's arts and culture industry grew by 50 percent from 2005 - 2010, generating \$230 million in economic activity. That included \$103 million in spending by nonprofit organizations and \$127 million in event-related spending by audiences. This spending supported 6,402 full-time-equivalent jobs, generated \$157 million in household income to local residents, and delivered \$21.9 million in local and state government revenue.



Photo Courtesy of Coral Springs Center for the Arts



Photo Courtesy of Broward County Cultural Division

“This research shows that the nonprofit arts and culture industry attracts audiences, spurs business development, provides jobs, generates government revenue, and is a cornerstone of tourism,” said Mary A. Becht, director, Broward Cultural Division. “When communities support arts and culture, they enhance the quality of life and invest in the County’s economic well-being.”

Broward County Cultural Division’s portfolio of services includes: county-wide public information; community cultural planning; financial and marketing incentives; capacity-building technical assistance for artists and cultural organizations; micro-credit program and artist fellowships; pre-development and investment in cultural facilities (ArtServe’s arts incubator, ArtsParks and Artist Lofts); arts education; urban design and county facility enhancement through the Public Art & Design Program.

In 2010, Broward County Cultural Division completed a community vision for the creative industries in the next decade: *CreativeBROWARD 2020*.

Based on the belief that culture is an asset, it presents a bold vision for integrating cultural and economic development throughout Broward County. Its goal is to support Broward’s evolving culture in generating substantial new economic benefits, greater connections among its residents, and a distinctive community identity.

CreativeBROWARD 2020 is Broward’s third cultural plan initiated by the Broward County Board of County Commissioners. These successive ten-year plans have targeted the county’s investments in effective cultural development. Achievements include: the Riverwalk Arts and Entertainment District, ArtsParks, ArtServe (arts incubator), Cultural Information Center, a cooperative marketing program, Sailboat Bend Artist Lofts, and the Broward County Historical Commission.

Recognizing the importance of the creative economy to the region’s sustainable growth, the Alliance is collaborating with many public, private and non-profit community organizations to increase awareness of the

region’s many creative assets, with a strong focus on these topics:

- Dynamic, mixed-use city centers developed around transit systems
- Increased cultural and heritage tourism
- Realignment of city and county zoning, codes and permitting to promote an “artist-friendly,” high-quality lifestyle
- Protection of the environment, including the “greening” of the county
- Attraction of funding sources for locally grown companies
- Promotion of lifelong learning programs that focus on the needs of the creative class
- Promoting Greater Fort Lauderdale’s cultural assets and diversity.

See Quality of Life chapter for information about Greater Fort Lauderdale cultural institutions.



Photo Courtesy of South Florida Symphony Orchestra