ALLIANCE MISSION

As the primary economic development organization for Greater Fort Lauderdale/Broward County, we focus on creating, attracting, expanding and retaining high-wage jobs and capital investment in high value targeted industries, developing more vibrant communities, and improving the quality of life for our area’s citizens.

The Four Foundations of our economic development services:

- Marketing and Promoting Broward County
- Managing Expansion, Relocation and Retention Projects
- Conducting and Providing Market Research & Business Intelligence
- Securing and Enhancing Private/Public Leadership & Investment

VALUES STATEMENT

Our core values include social responsibility and a dedication to building healthy and competitive communities; creation of wealth for individuals, businesses and communities; cooperation and collaboration in our business dealings; and the promotion of diversity, tolerance and equality.

We provide leadership and excellence in delivering economic development services for our clients, prospects, investors and partners.
FROM THE CHAIR OF THE BOARD AND PRESIDENT

2015-16 was another dynamic year for the Alliance, and for Broward County’s economy. We are proud to share accomplishments of the past year in our annual report to the community.

The Alliance is pleased to announce the relocation and expansion of 20 companies, resulting in the creation of 2,646 high value jobs, the retention of 943 jobs and more than $210 million in capital investment in Broward County. This adds to the total economic impact where over the past decade the Alliance, working with Broward County, CareerSource Broward and local municipalities helped businesses create or retain more than 25,000 direct jobs that are estimated to have generated through direct, indirect and induced effects total employment of more than 55,000 jobs, resulting in $2.1 billion in annual personal income and $11 billion in annual economic impact, according to an independent study by the South Florida Regional Council.

Building on our award-winning, national “Life. Less taxing” advertising campaign, the Alliance’s CEO Council expanded the scope of the Alliance’s marketing of Broward County as a choice location for business location and expansion by launching the Target 20/20 strategic marketing plan. Target 20/20 places a special emphasis on the sectors of aviation, life sciences, and technology, while continuing to help attract and expand headquarters operations and other key industries. This campaign is producing quick, dramatic results including a 300% year-over-year increase in website visits through our new digital marketing strategy.

Collaboration with our incredible partners and members is a hallmark of all we do. Work continued through the Port Everglades Action Team (PEAT), a multi-year, joint project of the Alliance, Broward Workshop, Port Everglades, the Port Everglades Association and others to support expansion of the Port, a crucial part of maintaining and advancing our community’s global competitiveness. In recent years, the team rallied business support to overcome a nearly 20-year delay in obtaining a report from the Army Corps of Engineers needed to move forward with expansion. With the report acquired, the team focused this year’s efforts on steps to securing federal and state funding.

Other examples of collaboration include expanding TechGateway.org, continuing implementation of the Six Pillars community strategic plan, supporting our K-20 education system, participating in Life Sciences South Florida, promoting Broward County as a business location during the Fort Lauderdale International Boat Show, expanding the Alliance’s Platinum City permitting excellence program and launching a Workforce Skills Gap study, titled “GFL Works” through a $126,000 investment by JPMorgan Chase to the recently-formed Alliance 501(c)(3) Foundation. Additionally, the Alliance’s Leadership Council embarked on a study trip to Austin, Texas to seek business best practices and areas of opportunity, which has yielded results including the formation of a new business accelerator at Broward College.

The Alliance also assisted more than 175 local companies with access to capital, workforce training opportunities, permitting issues and site location through our BRAVO (Business Retention and Visitation Outreach) program.

These are some examples of the work of the Alliance to grow jobs, increase capital investment and improve the local tax base in our community. We thank our members and partners for their outstanding support of our many activities and successes in 2015-16!
EXECUTIVE COMMITTEE

Dr. Penny Shaffer, Chair of the Board
Florida Blue

Bill White, Vice Chair
Compass Office Solutions, LLC

Dr. Jennifer O’Flannery Anderson, Secretary
Nova Southeastern University

Nelson Fernandez, Treasurer
ANF Group

Mike Moore, Past Chairman
COI access

Bob Swindell, President/CEO
Greater Fort Lauderdale Alliance

Heidi Davis Knapik
GUNSTER

Ray Ferrero, Jr.
Nova Southeastern University

Ric Green
Greater Pompano Beach Chamber of Commerce

Mason Jackson
CareerSource Broward

Commissioner Chip LaMarca
Broward County

Lonnie Maier
FPL FiberNet

Jean McIntyre
iBERIABANK

Shawn Oden
JPMorgan Chase & Co.

Laurel Oswald
Tower Commercial Real Estate

Stacy Ritter
Greater Fort Lauderdale Convention & Visitors Bureau

Mayor Jack Seiler
City of Fort Lauderdale

Barry Sommerstein, Of Counsel
Greenspoon Marder, P.A.

Ben Wesley
FPL

BOARD OF DIRECTORS

Anthony Abbate, Florida Atlantic University

Toula Amanna, Flashback Diner

J. David Armstrong, Broward College

Josie Bacallao, Hispanic Unity of Florida

Ana Barbosa, City of Coral Springs

Donna Bean, Bolton Medical

William Berger, Greenspoon Marder, P.A.

Basil Bernard, Apricot Office Interiors

Julie Berry, Stiles

Sandra Birdsong, City National Bank

Mary Blasi, City of Coconut Creek

Ashley Boxer, Memorial Healthcare System

Jennifer Bramley, City of Coral Springs

Cindy Brief, Broward County Council of Chambers

Tony Caggiano, Seabulk Towing

Rosana Santos Calambichis, Big Chef

Kathleen Cannon, United Way of Broward County

Isabel Cosio Carballo, South Florida Regional Council

Steven Cernak, Port Everglades

Scott Cerutti, Deloitte & Touche LLP

Guy Desautels, Citrix

Melanie Dickinson, South Florida Business Journal

Heiko Dobrikov, Riverside Hotel

James Donnelly, Castle Group

Jennifer Bales Drake, Becker & Poliakoff

Jeremy Earle, City of Fort Lauderdale

Mark Gale, Broward County Aviation Department

Dr. Michael Gaylor, Leadership Broward Foundation

Kate Goldman, Baptist Health South Florida

Jose Gonzalez, Florida East Coast Industries

Bertha Henry, Broward County

Dr. Wazir Ishmael, City of Hollywood

Dodie Keith-Lazowick, Keith and Associates, Inc.

Kathy Koch, Ambit Advertising and Public Relations

Jarett Levan, BBX Capital

Aimee LeWinter, PNC Bank

Dan Lindblade, Greater Fort Lauderdale Chamber of Commerce

Malcolm Macllnnes, MGM General Contracting

Stewart Martin, Marsh & McLennan Agency

Neil McAdorey, Ultimate Software

Sandy-Michael McDonald, Broward County Office of Economic & Small Business Development

Patricia McKay, Templeton & Company, LLP

Debra (D.K.) Mink, Sunnyvale Corporation/Mink & Mink Inc.

Peggy Nordeen, Starmark

Arlene Pecora, The Signature Grand

Dr. Avis Proctor, Broward College

Phil Purcell, Marine Industries Association of South Florida

Karen Reese, City of Fort Lauderdale

David Reid, JM Family Enterprises

Laurie Rich Levinson, School Board of Broward County

Sam Robbin, National Jets, Inc.

Leo Rodriguez, Emerson

Juliet Roulhac, FPL

Tim Rubin, Kaufman Rossin

Robert Runcie, Broward County Public Schools

Richard Salamon, City of Sunrise

Laurie Sallarulo, Junior Achievement of South Florida

Patrick Sargent, Regions Bank

Kelley Shanley, Broward Center for the Performing Arts

Lisa Gefen Sicilian, Kaplan Higher Education

Dr. Germaine Smith-Baugh, Urban League of Broward County

Michael Stamm, City of Pembroke Pines

Scott Stoudenmire, City of Coconut Creek

Erick Strati, Wells Fargo

Greg Stuart, Broward Metropolitan Planning Organization

Marcel Summermatter, Regions Bank

Charles Webster, Broward County Public Schools

Robert White, GUNSTER

Kathleen Woods-Richardson, City of Miramar
PAST CHAIRS

Following is a list of the Past Chairs of the Greater Fort Lauderdale Alliance and its predecessor organizations (The Broward Alliance, Broward Economic Development Council Inc., Broward Economic Development Board and Broward’s Committee of 100, Inc.). Thanks to each of these community leaders for their service and their dedication to making Broward County a stronger and more diverse economy.

1963-64  J. Tatum
1963-64  A.O. Wickham
1964-65  Bryce N. Batzer
1965-66  Nicholas De Tardo
1966-67  Albert J. W. Novak
1967-68  Archibal M. Black
1968-69  Frank Veltri
1969-70  Paul E. Bayse
1970-71  George W. Church
1971-72  Jesse J. Martin
1972-73  Frank Veltri
1973-74  John C. Cassidy
1974-75  Albert J. W. Novak
1975-76  Neub Petschulat
1976-77  Paul E. Bayse
1977-78  Ronald G. Cattlett
1978-79  Ronald G. Cattlett
1979-80  William E. Duffy
1980-81  John R. Morris
1981-82  Charles W. Boyd
1982-83  Charles W. Boyd
1983-84  Charles W. Boyd
1984-85  Roy Rogers
1985-86  Jerome I. Miller
1986-87  Robert E. Huebner
1987-88  Gary Arenson
1988-89  Terry Stiles
1989-90  Roger L. Arndall, Jr.
1990-91  Robert P. Legg
1991-92  Walter Banks
1992-93  Michael Streibig
1993-94  John Dorland
1994-95  Robert H. Larsen
1995-96  Joel K. Gustafson
1996-97  Daniel Gordan
1997-98  Thomas J. Miller
1998-99  Jerry Ingate
1999-00  Dr. Wilhelmena Mack
2000-01  Ron Greenstein
2001-02  A. Paul Anderson
2002-03  Lonnie H. Maier
2003-04  Larry J. Behar
2004-05  Howard Greenberg
2005-06  Evan T. Rees
2006-07  John Ruffin, Jr.
2007-08  Kathy Koch
2008-09  Ray Ferrero, Jr.
2009-10  Peggy Nordeen
2010-11  J. David Armstrong, Jr.
2011-12  J. David Armstrong, Jr.
2012-13  Gerard Litrento
2013-14  Ben Wesley
2014-15  Mike Moore
The Alliance expresses deep appreciation to our Council leaders and volunteers for their hard work and dedication during 2015-16! Following is a summary of the roles and some of the work of each of those Councils.

**GREATER FORT LAUDERDALE ALLIANCE COUNCILS**

**CEO COUNCIL**

In 2015, the Alliance CEO Council engaged the assistance of renowned economic development firm, Boyette Strategic Advisors, in the development of a new strategic and tactical marketing plan. Titled “Target 20/20,” the plan focuses on the targeted sectors of Aviation/Aerospace, Life Sciences and Technology for the Alliance to expand its efforts in addition to corporate headquarters recruitment over the next five years, as well as strategic and tactical marketing recommendations to ensure success in the targeting of those sectors. The plan was unveiled by CEO Council/Alliance Executive Committee members Ray Ferrero, Jr. of Nova Southeastern University and Penny Shaffer of Florida Blue at the 2015 Alliance Annual Meeting and began implementation at the start of the fiscal year. The award-winning “Life. Less taxing.” video campaign continued to be distributed through highly visible digital media applications on targeted national/international websites.

**Chair: Ray Ferrero, Jr.**
Nova Southeastern University

**Vice-Chair: Keith Koenig**
City Furniture

The Alliance, through its CEO Council, advertised and placed editorial content on Greater Fort Lauderdale as a premier business location during 2015-16 in print publications and websites frequently read by target industry executives, site selection consultants and corporate real estate executives, including:

- Area Development
- Aviation Week
- Business Facilities
Targeted industry editorial placements included:

- “Greater Fort Lauderdale Tech Zone: Where Tech Works in the Cloud and Lives in the Sun,” in the Spring 2016 issue of Innovation & Tech Today with photos and content on SATO Global Solutions, Ultimate Software, Magic Leap, Citrix, Microsoft Latin America, e-builder and other area tech companies.


Two new companies joined the Alliance CEO Council in 2015-16: Breakthru Beverage and Prestige Home Development.

The Alliance was a sponsor for the 2nd Annual IDF Exchange Symposium held at the Hilton Marina Fort Lauderdale Hotel. Bob Swindell was a guest speaker and gave the closing remarks to the group of high-net-worth individuals and fund managers. This gathering represented more than $100 billion dollars of wealth in the room of 150 attendees.

Welcomed new Alliance-assisted technology headquarters, Hotwire Communications and presented a signed framed print of Guy Harvey’s “Nosin’ Around” at its grand opening ceremony. In addition to senior company executives, Governor Rick Scott, Fort Lauderdale Mayor Jack Seiler and Alliance CEO Bob Swindell spoke at the event. The project included 675 new and retained jobs and a capital investment of $27 Million, largely through the purchase of its building, the former BankAtlantic headquarters on Cypress Creek Road.

Welcomed and celebrated the opening of new Latin America/Regional headquarters for Alliance-assisted, Ecolab, a Fortune 250 multinational company, in Miramar.
Identifies, studies, discusses and creates solutions to issues and opportunities that will advance Greater Fort Lauderdale/Broward County’s competitive advantage in attracting and growing capital investment and quality jobs.

Governor Council meetings over the year included visits, behind-the-scenes tours and special guest speakers at the following venues:

- Margaritaville Resort
- the NSU Center for Collaborative Research
- Port Everglades
- Butterfly World
- NSU College of Engineering & Computing

The Council’s Permitting Action Team had a leadership transition in 2015-16 from longtime chair Mason Jackson of CareerSource Broward, to D.K. Mink of Mink & Mink, Inc. The team continued to promote the Platinum Cities permitting excellence process encouraging Broward communities to make the permitting and inspections process more business friendly and competitive with other regions. Two new cities, Hillsboro Beach, Hallandale Beach, as well as Broward County came on board this year with the continued assistance of David Rosenof, President of the Broward League of Cities and Parkland Commissioner. The 22 cities that have now adopted formal permitting excellence processes are (in order of adoption): Tamarac, Davie, Oakland Park, Fort Lauderdale, Miramar, Coconut Creek, Plantation, Cooper City, Deerfield Beach, Coral Springs, Hollywood, Davie Beach, Pompano Beach, Margate, Lauderdale, Wilton Manors, Pembroke Pines, Sunrise, Parkland, Hallandale Beach, Hillsboro Beach, West Park and unincorporated areas of Broward County. The team is continuing to focus on and promote implementation of a county-wide centralized ePermits online permitting process and has expanded its scope to include building officials, fire officials, the Broward League of Cities, the Board of Rules and Appeals and other key partners.

The Port Everglades Action Team (PEAT), a five-year collaborative initiative between the Alliance, the Broward Workshop and the Port Everglades Association, continued to support the capital initiatives of Port Everglades. In December, the leadership of the team transitioned from chair Terry Stiles to new chair Eric Roth of Breakthru Beverage. Stiles will continue to serve as Vice-Chair of the team. The team was supported by Gail Bulfin, Alliance Vice President of Membership Development. Members of the team participated in the Washington Summit in October and focused on continued Port Everglades awareness and advocacy. In early 2016, members of the team joined Broward County Commissioners and others in traveling to Tallahassee to show support for the deepening and widening project at the Port, and to Washington, D.C. to encourage Congress to move a WRRDA Bill in 2016 and officially include Port Everglades in the approved projects.

At the end of the Alliance 2015-16 Fiscal Year, the Senate version of the bill, which includes Port Everglades, has been accepted and the House has announced that it will hold a hearing to start the review process in anticipation that it might lead to a House floor hearing and vote.

The Education Action Team continues to showcase the high quality of Greater Fort Lauderdale’s preK-20 education system. The team recognized the Florida Restaurant and Lodging Association as this year’s Outstanding Business Partner, and Dr. Nancy Klimas of Nova Southeastern University as this year’s World Class Faculty honoree at the Alliance’s annual and mid-year meetings.

The Education Action Team also worked with the Sun Sentinel, Broward College and Broward County Public Schools to publish a special section in the Sun Sentinel highlighting the achievements of every local public high school and one outstanding senior from each school in a feature titled, Saluting Educational Excellence in Broward County Public Schools. In addition, in a similar partnership between the Alliance and the Sun Sentinel, a full-page ad was placed congratulating the BCPS Class of 2016 for their high achievements including Ivy League college acceptances as well as extraordinary statistics about the class.
Chair: Heidi Davis Knapik
GUNSTER

The Alliance, with nearly 50 members participating in a leadership study trip, traveled to Austin, Texas, to gather best practices as well as compare and contrast Greater Austin with Broward County. Some of the reasons Austin was chosen are: both communities are similar in size – about 1.8 million residents; like South Florida, Austin is a tourist mecca; Florida is often in competition with Texas when it comes to new projects and headquarter relocations because of our tax structure; both have growing and successful tech businesses; and Austin suffered a severe recession due to their lack of business diversity and made a deliberate attempt to diversify – something Broward County has also been doing. Findings from the trip in the following areas: Healthcare, Education, Transportation and Logistics, Business Best Practices and Quality of Life, were presented at the annual Six Pillars Report to the Community in April 2016. A notable result of the trip was the formation of a business accelerator, the Venture Formula, at Broward College.

Monitored and helped advocate for economic development program legislation during the 2016 Florida legislative session.

Met at Margaritaville Resort with the Governor Council for a discussion with the project developer and key Hollywood city officials who helped make the project a reality.

Met at Signature Grand to wrap-up and compile findings for the Austin Trip to present in a panel discussion at the Six Pillars Broward Annual Report to the Community.

Met for a high-level presentation and tour of Nova Southeastern University’s Halmos College of Natural Sciences and Oceanography located adjacent to Port Everglades. Dr. Dick Dodge was the host and gave the group an overview of the innovative research being conducted at the university.

Met at Cinema Paradiso for a discussion on the history of the Fort Lauderdale International Film Festival with Gregory von Hausch, President & CEO, FLIFF.
Serves as the primary resource of intelligence related to the current and ongoing health, prosperity and maturation of established and emerging industry clusters in Broward County such as aviation, marine, business/financial services and headquarters, creative industries, alternative energy, healthcare technologies/life sciences, information technology, mobile communications & telecommunications and international investment.

Visited 177 local companies through the Business Retention and Visitation Outreach (BRAVO) program. Through this program, chaired by Kellen Smith of MSi consulting, representatives from the Alliance, including staff and members, the in-house workforce executive provided by CareerSource Broward, Broward County Office of Economic and Small Business Development and municipalities conducted visits to local businesses in an effort to strengthen the local economy and connect companies with various resources and organizations.

Hosted Congressman Ted Deutch for a congressional update at Junior Achievement South Florida’s JA World complex.

Met at Sheltair Aviation for a presentation by Iris Smith, Regional Director of Properties and Leasing from Sheltair Aviation and Rob Ceravolo, CEO of Tropic Ocean Airways.

Hosted County Administrator Bertha Henry for a Broward County update at the Law Offices of GUNSTER.

Met at Becker & Poliakoff for a presentation by Alan Becker, Vice Chair of Enterprise Florida, Inc., (EFI) for an update on EFI.

The Council’s International Action Team (IAT), co-chaired by Sandra Birdsong, City National Bank and Russell Weaver, NAI Rauch Weaver had a busy year, attending and supporting the following activities:

- Florida International Trade and Cultural Expo (FITCE) held at the Greater Fort Lauderdale/Broward County Convention Center in October
- International Client Manager and IAT members attended the U.S. Japan Council networking event, with guest speaker, Irene Hirano Inouye, President of the Council.
- Marcos Aguirre, Managing Director LATAM for the World Trade Center Fort Lauderdale Business Club was the guest speaker for the IAT. Mr. Aguirre presented on the WTC’s multiple projects around the world including Miami and Fort Lauderdale.
- Met with the German American Business Chamber’s new Executive Director Svenja Hammerstein and GABC board member Dr. Anja Hessert to discuss collaborations for the coming year.
- Held a breakfast seminar on “the change in U.S./Cuba relations and the potential for new business.” Attorney Peter Quinter, shareholder with GrayRobinson, P.A. and expert on customs and international trade law, presented.
- Hosted a business meeting with Enterprise Florida (EFI) to meet with the current EFI representatives for the United Kingdom, Ireland, France, Italy and Benelux.
- Met with the Spain Trade Commissioner. The meeting, organized by the Office of Economic and Small Business Development and the Alliance, included Spanish companies located in the Greater Fort Lauderdale region and other community partners.
- Met at the 110 Tower in Fort Lauderdale. The guest speaker was Dr. Susan Purcell who spoke about the South American economy with a particular focus on Argentina. Until recently, she was the Director of the Center for Hemispheric Policy at the University of Miami.
- Met with Michel Friedl, the Austrian Trade Commissioner to the U.S., to discuss future collaboration and to start preparing future business visits.
- Met with Enterprise Florida’s business development team representing Belgium and the Netherlands.
- The Alliance was the special guest of the Honorary Consul General of
Macedonia for the Consular corps of Miami’s monthly luncheon at the Federal Reserve Bank, Miami Branch.

- The Alliance’s International Action Team and the Fort Lauderdale/Hollywood International Airport hosted the French American Chamber of Commerce and French aviation executives.
- The Alliance hosted a lunch with Japanese Consul General Ken Okaniwa.
- The Alliance was the guest of French Consul General Philippe Létrilliard on July 14, the day of ‘La Bastille’, the French National day, which commemorates the beginning of the French Revolution with the Storming of the Bastille on July 14, 1790, and the unity of the French people at the Fête de la Fédération on July 14 of the same year.

- Welcomed new German Consul General Annette Klein.

Attended the International Economic Forum of the Americas in Coral Gables. The mission of this world strategic forum is to address the major governance challenges of the new world economic order by focusing on the central role of the Americas within the global market place. Enterprise Florida, Port Everglades and many economic development organizations were in attendance.

The Alliance’s International Action Team joined forces with the Greater Fort Lauderdale Chamber of Commerce, the Greater Fort Lauderdale Sister Cities and the Tower Club to present monthly international mixer meetings. Each month, a different country or bi-national chamber is represented.

These included: Germany, Britain, Sweden, France, Brazil and Quebec, Canada.

The Seatrade Cruise Global conference held at the Broward County Convention Center attracted countries from around the world. The Alliance met with the German and Turk delegations to talk about future new business opportunities for foreign businesses in Broward County.

On August 31, JetBlue celebrated the inaugural Flight from Fort Lauderdale/Hollywood International Airport to Santa Clara, Cuba.
ENTREPRENEURSHIP COUNCIL | Chair: Jean McIntyre  
IBERIABANK

Promotes, grows, and accelerates the success of entrepreneurs in Broward County. The focus is on those entrepreneurs in Broward County’s established and emerging clusters, informing the business community of the growing opportunities for entrepreneurs.

Was hosted by Tim Hasse at General Provision, where the council heard from Crystal Stiles, Manager of Economic Development for Florida Power and Light. Her topic of discussion is “FPL’s Toolkit: Working Together to Build a Stronger Economy.” She introduced the members to the PoweringFlorida.com website.

Was hosted by Steven Greenwald Design, a private art consulting gallery and custom framing studio in Fort Lauderdale with guest speaker Mark Volchek, who discussed taking a company from an idea to publicly traded.

Met at Sheltair Aviation for a presentation by Iris Smith, Regional Director of Properties and Leasing from Sheltair Aviation and Rob Ceravolo, CEO of Tropic Ocean Airways.

Was hosted by Jarett Levan of BBX Capital. He discussed the entrepreneurship story of BBX Capital, which is involved in the acquisition, ownership and management of joint ventures and investments in real estate and real estate development projects, as well as acquisitions, investments and management of middle market operating businesses.

Was hosted by Rafael Cruz, Regional Director of the SBDC (Small Business Development Center) for a discussion on how the SBDC provides assistance to small businesses and aspiring entrepreneurs throughout the United States and its territories.

Launch of Magic Leap Plantation Facility
Brings together the best and brightest economic development minds to work on common initiatives, leverage resources and share market intelligence in order to sustain a strong and responsive economic development system. Members of the Partner Council include representatives from Broward County and its municipalities, chambers of commerce, redevelopment agencies, local business assistance organizations and Alliance staff.

Continues to promote the Alliance’s platinum permitting program to municipalities not yet participating, and continues to have a dialogue pertaining to other components which would make the program more robust, including moving to the county-wide ePermits system that is being developed.

Continues to serve as a platform for discussing current trends and themes in the business community and looking for ways to meet the needs of businesses.

Following are examples of some of the meetings conducted by this group:

Met at Port Everglades, with keynote speaker Maisy Alpert, Communications Manager, who gave a presentation titled, Port Everglades Expansion and Update, where she discussed some of the current trends of the port including notable economic impacts.

Was hosted by the Broward MPO with Greg Stuart, Executive Director, who discussed lobbying efforts and successes in Tallahassee. The MPO is responsible for transportation planning and funding allocation in Broward County.

Met at the City of Lauderdale’s Performing Arts Center, and heard from Broward County Commissioner Dale Holness, who made a special appearance to show support of the Partner Council and outline some of his objectives for 2016. Steve Belleme, Business Development Manager with the Fort Lauderdale/Hollywood International Airport (FLL) was the guest speaker.

Was hosted by the Fort Lauderdale Executive Airport (FXE). Karen Reese, FXE Business Outreach and FTZ Administrator, gave a presentation titled, “Overview of FXE, Past, Present and Future.”

Was hosted by CareerSource Broward at their offices in Fort Lauderdale for Enterprise Florida and CareerSource Broward’s day-long Regional Training Session.

Was hosted by Rafael Cruz, Regional Director of the SBDC (Small Business Development Center) for a discussion on how the SBDC provides assistance to small businesses and aspiring entrepreneurs throughout the United States and its territories.

Was hosted by Charles Webster of Broward County Public Schools (BCPS) for a BCPS Update by Superintendent Robert Runcie, including an update on the various construction projects spearheaded by the widely supported $800M bond referendum passed in 2014.
# Alliance Members

## CEO Council ($50,000)

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<tr>
<th>Company/Group</th>
<th>CEO/Chairperson</th>
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<tr>
<td>AutoNation</td>
<td>Mike Jackson</td>
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<td>Breakthru Beverage Group</td>
<td>Bob Drinon</td>
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<td>City Furniture</td>
<td>Keith Koenig, Vice Chair</td>
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<td>Emerson</td>
<td>Leo Rodriguez</td>
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<td>Nova Southeastern University</td>
<td>Ray Ferrero, Jr - Chair</td>
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<td>Patriot National, Inc.</td>
<td>Steven Mariano</td>
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<td>Prestige Home Development</td>
<td>Dr. Jared Woolf</td>
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<td>Rick Case Automotive Group</td>
<td>Rick &amp; Rita Case</td>
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<td>Zimmerman</td>
<td>Jordan Zimmerman</td>
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## Governor Council ($25,000)

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<td>Baptist Health South Florida</td>
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<td>Broward County Public Schools</td>
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<td>CareerSource Broward</td>
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<td>Greater Fort Lauderdale Convention &amp; Visitors Bureau</td>
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## Leadership Council ($10,000)

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<th>Company/Group</th>
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<td>AAF’s Brightline / FECI / FCR</td>
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<td>Ambit Advertising and Public Relations</td>
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<td>ANF Group, Inc.</td>
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<td>Bank of America Merrill Lynch</td>
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<td>BBX Capital</td>
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<tr>
<td>Becker &amp; Poliakoff, P.A.</td>
<td></td>
</tr>
<tr>
<td>Broward Center for the Performing Arts</td>
<td></td>
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<tr>
<td>Broward Health</td>
<td></td>
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<tr>
<td>Broward Metropolitan Planning</td>
<td></td>
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<tr>
<td>Organization (MPO)</td>
<td></td>
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<tr>
<td>Citrix</td>
<td></td>
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<tr>
<td>City of Hallandale Beach</td>
<td></td>
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<tr>
<td>City of Pompano Beach</td>
<td></td>
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<tr>
<td>Conrad Fort Lauderdale Beach Resort</td>
<td></td>
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<tr>
<td>Crowe Horwath, LLP</td>
<td></td>
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<tr>
<td>Daszkal Bolton LLP</td>
<td></td>
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<tr>
<td>Fifth Third Bank</td>
<td></td>
</tr>
<tr>
<td>Florida Atlantic University</td>
<td></td>
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<tr>
<td>Galleria at Fort Lauderdale, a JLL Property</td>
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<tr>
<td>Greenspoon Marder Law</td>
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<tr>
<td>Gulfstream Park Racing &amp; Casino</td>
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<tr>
<td>GUNSTER</td>
<td></td>
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<tr>
<td>HEICO Corporation</td>
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<tr>
<td>JPMorgan Chase</td>
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<td>Junior Achievement of South Florida</td>
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<tr>
<td>Memorial Healthcare System</td>
<td></td>
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<tr>
<td>Peak 10</td>
<td></td>
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<tr>
<td>PNC Bank</td>
<td></td>
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<tr>
<td>Regions Bank</td>
<td></td>
</tr>
<tr>
<td>RSM US, LLP</td>
<td></td>
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<tr>
<td>SATO Global Solutions</td>
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</tr>
<tr>
<td>SeaLand</td>
<td></td>
</tr>
<tr>
<td>South Florida Business &amp; Wealth Magazine</td>
<td></td>
</tr>
<tr>
<td>SunTrust</td>
<td></td>
</tr>
<tr>
<td>SUP-X: The StartUp Expo</td>
<td></td>
</tr>
<tr>
<td>TD Bank</td>
<td></td>
</tr>
<tr>
<td>Town of Davie</td>
<td></td>
</tr>
</tbody>
</table>
CORPORATE COUNCIL ($5,000)

Advantage Services
Akerman LLP
AmTrust Bank, a division of New York Community Bank
BlackBerry
Blanca Commercial Real Estate, Inc.
Castle Group
Cherry Bekaert LLP
Citibank
City National Bank
City of Dania Beach
City of Deerfield Beach
City of Lauderdale
City of Pembroke Pines
City of Tamarac
Comcast Business
Compass Office Solutions, LLC
CSX Transportation
Cushman & Wakefield
Dale Carnegie
Deloitte
 DeVry University
Duke Realty
Ernst & Young, LLP
Florida Restaurant & Lodging Association
Florida Trend Magazine
GALLERYone Fort Lauderdale - A DoubleTree Suites by Hilton
Genesis Automation, Inc.
GrayRobinson, P.A.
Guarantee Insurance Company
HSBC Bank USA, N.A.
iBERIABANK
IMC
JC White
Kaufman Lynn Construction
Magic Leap, Inc.
Marsh & McLennan Agency
Mercantil Commercebank
Miller Construction Company
Moss & Associates
Museum of Discovery & Science National Jets, Inc.
Panza, Maurer & Maynard, P.A.
Popular Community Bank
Republic Services
Riverside Hotel, Las Olas Company
Sapoznik Insurance & Associates
Seaside National Bank & Trust
Sheltair
Sonesta Fort Lauderdale Hotel
South Florida Symphony Orchestra, Inc.
Stearns Weaver Miller Weissler Alhadeff & Sitterson, P.A.
Suffolk Construction Company
Sunnyvale Corporation
Taylor & Mathis
Tower Commercial Real Estate
Transwestern - 110 Tower
Tripp Scott, P.A.
Ultimate Software
United Way of Broward County
Valley National Bank
Verizon Wireless
ALLIANCE MEMBERS CONT'D

ENTREPRENEURSHIP COUNCIL ($2,500)

123 LumpSum
Aerotek
Apricot Office Interiors
ArtServe
Avison Young
Berkowitz Pollack Brant Advisors and Accountants
Big Chef
Bolton Medical
Butters Realty & Management
C1Bank
Capital Bank
CBRE
COI access
Colliers International
ComRes, Inc.
Continental Real Estate Companies
Crown Center Executive Suites
Cymbal Development
D. Stephenson Construction Inc.
Dan Perez Films
DPR Construction
Flashback Diner
Furman Insurance
G4S Secure Solutions USA
GDKN
Greenberg Traurig
Holland & Knight
iDi Gazeley
JGA Marketing
Jim Moran Institute for Global Entrepreneurship, FSU
JLL
LaRocca & Associates, Inc.
Latin2Latin Marketing + Communications, LLC
MBAF (Morrison, Brown, Argiz & Farra, LLC)
MGM General Contracting, Inc.
MSi Consulting
NAI Rauch Weaver
OIC of South Florida
Orange Bowl Committee
Paladin Global Partners
Panera Bread/Covelli Enterprises
Paramount Broadcasting Communication, LLC
Propulsion Technologies International LLC
Riviera Point Development Group
Sagoma Construction Services Inc.
SCA Group LLC
Setnor Byer Insurance & Risk
Steven Greenwald Design, Inc.
Templeton & Company, LLP
Tewes Design Group
Toshiba Business Solutions Florida
Walter Duke + Partners
Windsor Jet Management

ASSOCIATES ($1,000)

Advanced Roofing, Inc.
Behar Law Group
Broward Public Library Foundation
Fellowship Foundation RCO
Finn Partners
Florida Atlantic Research & Development Authority
Florida Property Management Services, Inc
Greater Fort Lauderdale Chamber of Commerce
HABCO Manufacturing
HITT Contracting, Inc.
Hyatt Place Ft. Lauderdale 17th Street
Leadership Broward Foundation
M. Hanson & Company
Macken Companies
Marine Industries Association of South Florida
Morris Southeast Group
Quality Manufacturing Association
Tower Club
Urban League of Broward County
Ribbon Cutting, Hotwire Communications
The Alliance’s Partner Council meets regularly to discuss business climate issues, share best practices and seek data and information that can drive process and systematic improvements for economic development success in Broward County. Following are the members of the Partner Council (Alliance members indicated in bold):

America’s SBDC Florida
British American Chamber of Commerce of Broward
Broward College - Institute for Economic Development
Broward County Housing Authority
Broward County Office of Economic and Small Business Development
Broward County Public Schools
Broward Cultural Affairs Division
Broward MPO
Broward SCORE
Broward Technical Colleges
Broward Workshop
Builders Association of South Florida
CareerSource Broward
City of Coconut Creek
City of Cooper City
City of Coral Springs
City of Dania Beach
City of Deerfield Beach
City of Fort Lauderdale
City of Hallandale Beach
City of Hollywood
City of Lauderdale Lakes
City of Lauderhill
City of Lauderdale Community Redevelopment Agency
City of Lighthouse Point
City of Margate
City of Miramar
City of North Lauderdale
City of Oakland Park
City of Pembroke Pines
City of Plantation
City of Pompano Beach
City of Sunrise
City of Tamarac
City of West Park
City of Wilton Manors
Coconut Creek Chamber of Commerce
Coral Springs Chamber of Commerce
Dania Beach Community Redevelopment Agency
Davie Community Redevelopment Agency
Davie/Cooper City Chamber of Commerce
Deerfield Beach Chamber of Commerce
Downtown Development Authority of Fort Lauderdale
Florida Atlantic Research and Development Authority
Florida Department of Transportation - District 4
Florida First Capital Finance Corporation
Fort Lauderdale – Hollywood International Airport, Broward County
Greater Dania Beach Chamber of Commerce
Greater Fort Lauderdale Chamber of Commerce
Greater Fort Lauderdale Convention & Visitors Bureau
Greater Hollywood Chamber of Commerce
Greater Plantation Chamber of Commerce
Greater Pompano Beach Chamber of Commerce
Greater Sunrise Chamber of Commerce
Greater Tamarac Chamber of Commerce
Hallandale Beach Chamber of Commerce
Hallandale Beach Community Redevelopment Agency
HBIF - Hispanic Business Initiative Fund
Jim Moran Institute for Global Entrepreneurship, FSU
Lauderdale Lakes Community Redevelopment Agency
Lauderhill Regional Chamber of Commerce
Leadership Broward Foundation
Lighthouse Point Chamber of Commerce
Margate Chamber of Commerce
Margate Community Redevelopment Agency
MetroBroward Economic Development Corporation
Marine Industries Association of South Florida
Miramar-Pembroke Pines Regional Chamber of Commerce
NAIOP South Florida
Oakland Park Community Redevelopment Agency
OIC of South Florida
Parkland Chamber of Commerce
Port Everglades, Broward County
PR Hispanic Chamber of Commerce of Broward County
South Florida Manufacturers Association
South Florida Regional Planning Council
South Florida Technology Alliance
Town of Davie
Town of Southwest Ranches
U.S. Small Business Administration
Urban Land Institute SE Florida/Caribbean
Urban League of Broward County
Weston Area Chamber of Commerce
ALLIANCE STAFF

The Alliance staff provides assistance with business relocation or expansion and site selection; incentive programs and information; market research; and serves as a liaison for workforce development between CareerSource Broward, educational institutions and the business community.

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tvinaixa@gflalliance.org
From 2007 to 2016, the Alliance, working with its members, Broward County and other partners helped create or retain more than 25,000 direct jobs that are estimated to generate through direct, indirect and induced effects total employment of approximately 55,000 jobs, $2.1 billion in annual personal income and $11 billion in annual economic impact in Broward County. During fiscal year 2015 - 2016, the Alliance teamed with its members, Broward County and other partners to deliver more positive results. Following are the FY 2015 - 2016 results at the time of publication.

### 2015-2016 RESULTS

#### Business Development

<table>
<thead>
<tr>
<th></th>
<th>Goal</th>
<th>YTD*</th>
</tr>
</thead>
<tbody>
<tr>
<td>Number of New Value-Added Jobs</td>
<td>1,400</td>
<td>2,646</td>
</tr>
<tr>
<td>Job Retained</td>
<td>1,300</td>
<td>943</td>
</tr>
</tbody>
</table>

#### Capital Investment

<table>
<thead>
<tr>
<th></th>
<th>Goal</th>
<th>YTD</th>
</tr>
</thead>
<tbody>
<tr>
<td>Domestic</td>
<td>$75.0M</td>
<td>$203.1M</td>
</tr>
<tr>
<td>International</td>
<td>$15.0M</td>
<td>$9.3M</td>
</tr>
</tbody>
</table>

#### Leads, Projects & Corporate Visits

<table>
<thead>
<tr>
<th></th>
<th>Goal</th>
<th>YTD</th>
</tr>
</thead>
<tbody>
<tr>
<td>Domestic Leads</td>
<td>180</td>
<td>197</td>
</tr>
<tr>
<td>International Leads</td>
<td>90</td>
<td>93</td>
</tr>
<tr>
<td>Active Projects</td>
<td>30</td>
<td>30</td>
</tr>
<tr>
<td>Corporate Visits</td>
<td>175</td>
<td>177</td>
</tr>
</tbody>
</table>

#### Private Sector Investment

<table>
<thead>
<tr>
<th></th>
<th>Goal</th>
<th>YTD</th>
</tr>
</thead>
<tbody>
<tr>
<td>Public/Private Mix</td>
<td>$1.00:$1.78</td>
<td>$1.00:$1.95</td>
</tr>
<tr>
<td>Private Sector Dollars</td>
<td>$1,893,200</td>
<td>$1,973,251</td>
</tr>
<tr>
<td>Broward County Revenue</td>
<td>$1,063,650</td>
<td>$975,012</td>
</tr>
</tbody>
</table>

*As of publication date
The Alliance works with numerous South Florida business and community leaders to take a regional approach to economic development. Following are examples of regional initiatives undertaken in 2015-2016:

**Life Sciences South Florida (LifeSciencesSF.org)**
This initiative is focused on supporting an industry cluster in South Florida focused on life sciences, biotechnology, pharmaceuticals, diagnostics, and information technology. The initiative links the elements of the innovation ecosystem: research, entrepreneurship, venture capital, and life sciences companies, with a goal toward increasing research density and accelerating research commercialization. Additionally, the life sciences and biotechnology workforce required to support economic innovation is being strengthened by enhancing K-20 STEM education and talent development in the region.

**Six Pillars (SixPillarsBroward.org)**
A broad coalition of Greater Fort Lauderdale business, civic, government leaders and residents are working together to implement Broward’s Six Pillars strategic plan, which was developed in 2012. Six Pillars is a statewide initiative developed by The Florida Chamber Foundation, with a goal of helping communities throughout the state prosper and create high paying jobs by creating and implementing local visioning processes through the year 2030.

**South Florida: Your Global Business Connection (SOFLGlobalConnection.org)**
A joint effort among the Alliance, Miami-Dade Beacon Council, Business Development Board of Palm Beach County and Enterprise Florida to market South Florida as a choice location for business. Marketing brochures and DVDs are provided in five languages (English, French, German, Italian and Spanish) and a website, hosted by Nova Southeastern University, provides visitors from around the world a portal into South Florida’s economic development organizations. Additional information is being provided on the Alliance website in Portuguese and Indonesian.

**TechGateway (TechGateway.org)**
A marketing campaign, with goals over the next 10 years for Broward County and South Florida to double the number of technology companies, be recognized as a world class technology cluster and have a reputation for world class university technical facilities and programs. The objective of this initiative is to recruit, attract and grow a high level tech workforce at the same time South Florida is enhancing its reputation as a technology hub. A new website (TechGateway.org) highlights South Florida technology companies on an interactive map. A social media and online advertising campaign is also underway to attract business from identified industry sectors and to promote tech opportunities locally, regionally, and virally.

In addition to the above initiatives, the Alliance works with a number of other regional organizations on strategic planning initiatives and business climate projects such as iCoast, CIO Council, IT Palooza, Gold Coast Venture Capital Association, Mobile Technology Consortium and the Technology Foundation of the Americas.

Photo courtesy of SATO Global Solutions
## RELOCATIONS, EXPANSIONS AND RETENTIONS

*Annual Report 2015-2016*

<table>
<thead>
<tr>
<th>COMPANY</th>
<th>CITY</th>
<th>TYPE OF FACILITY</th>
<th>SQ.FT. OF PROJECT</th>
<th>DIRECT CAPITAL INVESTMENT</th>
<th>JOBS CREATED</th>
<th>JOBS RETAINED</th>
<th>PRODUCT/SERVICE</th>
</tr>
</thead>
<tbody>
<tr>
<td>1st Choice Aerospace</td>
<td>Miramar</td>
<td>Office/R&amp;D/Industrial</td>
<td>$2,225,000</td>
<td>15</td>
<td>50</td>
<td>FAA part 145 repair station specializing in the repair of crew seats, PSU's, pneumatics, cargo systems</td>
<td></td>
</tr>
<tr>
<td>Boca Flasher</td>
<td>Deerfield Beach</td>
<td>Office/Manufacturing</td>
<td>37,500</td>
<td>$4,380,000</td>
<td>35</td>
<td>29</td>
<td>Manufactures LED lights</td>
</tr>
<tr>
<td>Capitao Pintura</td>
<td>Pompano Beach</td>
<td>Office/Warehouse</td>
<td>1,000</td>
<td>$100,000</td>
<td>5</td>
<td></td>
<td>Commercial paint franchise system</td>
</tr>
<tr>
<td>Cayago AG</td>
<td>Fort Lauderdale</td>
<td>Office/Warehouse</td>
<td>7,000</td>
<td>$1,000,000</td>
<td>25</td>
<td></td>
<td>German manufacturer of luxury sea toys</td>
</tr>
<tr>
<td>CHG Healthcare Services, Inc.</td>
<td>Fort Lauderdale</td>
<td>Office</td>
<td>35,000</td>
<td>$3,866,240</td>
<td>150</td>
<td></td>
<td>Provides long-term and/or temporary medical staffing options including physicians and nurses</td>
</tr>
<tr>
<td>Content Critical Solutions, Inc.</td>
<td>Fort Lauderdale</td>
<td>Office</td>
<td>20,200</td>
<td>$2,181,866</td>
<td>15</td>
<td></td>
<td>Provider of technology solutions, process outsourcing, and production services</td>
</tr>
<tr>
<td>Dallai</td>
<td>Deerfield Beach</td>
<td>Office/Industrial</td>
<td>10,792</td>
<td>$550,000</td>
<td>15</td>
<td></td>
<td>Italian manufacturer of water pipes and couplings</td>
</tr>
<tr>
<td>Ecolab</td>
<td>Miramar</td>
<td>Office</td>
<td>20,000</td>
<td>$800,000</td>
<td>50</td>
<td>13</td>
<td>Latin America headquarters and leadership center for a leading company in water, hygiene and energy technology services</td>
</tr>
<tr>
<td>GBS Enterprises</td>
<td>Deerfield Beach</td>
<td>Office</td>
<td>90,000</td>
<td>$395,000</td>
<td>144</td>
<td>26</td>
<td>Headquarters/holding company with a diverse portfolio of subsidiaries including textile, furniture warranties and meat-packing plants</td>
</tr>
<tr>
<td>Hotwire Communications</td>
<td>Fort Lauderdale</td>
<td>Office</td>
<td>185,000</td>
<td>$27,000,000</td>
<td>375</td>
<td>300</td>
<td>Headquarters project that will also serve as the company’s engineering hub and data centers. Company offers fiber/gigabit Internet service for residential applications</td>
</tr>
<tr>
<td>COMPANY</td>
<td>CITY</td>
<td>TYPE OF FACILITY</td>
<td>SQ.FT. OF PROJECT</td>
<td>DIRECT CAPITAL INVESTMENT</td>
<td>JOBS CREATED</td>
<td>JOBS RETAINED</td>
<td>PRODUCT/SERVICE</td>
</tr>
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<td>--------------------------------------------------------------------------------</td>
</tr>
<tr>
<td>JetSmarter</td>
<td>Fort Lauderdale</td>
<td>Office/IT</td>
<td>4,176</td>
<td>$412,000</td>
<td>240</td>
<td>55</td>
<td>Offers luxury travel through flight booking for the private aviation industry</td>
</tr>
<tr>
<td>Magic Leap</td>
<td>Plantation</td>
<td>Office/Manufacturing/R&amp;D</td>
<td>260,000</td>
<td>$150,000,000</td>
<td>725</td>
<td>217</td>
<td>Leading edge technology company commercializing mixed reality platforms</td>
</tr>
<tr>
<td>Matrix Absense Management</td>
<td>Fort Lauderdale</td>
<td>Office</td>
<td>15,000</td>
<td>$95,000</td>
<td>60</td>
<td></td>
<td>Regional headquarters/professional services company that provides third party administration of client leave programs</td>
</tr>
<tr>
<td>Milclean USA</td>
<td>Pompano Beach</td>
<td>Office/Warehouse</td>
<td>500</td>
<td>$20,000</td>
<td>2</td>
<td></td>
<td>Brazilian company that provides commercial cleaning services to the aviation and commercial property industries</td>
</tr>
<tr>
<td>Parallon</td>
<td>Sunrise</td>
<td>Office</td>
<td>39,000</td>
<td>$2,600,000</td>
<td>160</td>
<td></td>
<td>Provides customized workforce solutions to hospitals, healthcare systems and non-acute facilities</td>
</tr>
<tr>
<td>ProcessMap</td>
<td>Sunrise</td>
<td>Office</td>
<td>18,000</td>
<td>$3,925,000</td>
<td>120</td>
<td>70</td>
<td>Leading provider of cloud-based software to manage risk in a variety of areas, including sustainability and compliance</td>
</tr>
<tr>
<td>Propulsion Technologies</td>
<td>Miramar</td>
<td>Aviation Maintenance, Repair and Overhaul</td>
<td>128,000</td>
<td>$4,250,000</td>
<td>27</td>
<td>183</td>
<td>Headquarters for joint venture from GE and Snecma. Specializes in repair/overhaul of commercial aircraft engine parts</td>
</tr>
<tr>
<td>Stemsys</td>
<td>Sunrise</td>
<td>Office/R&amp;D</td>
<td>2,000</td>
<td>$600,000</td>
<td>3</td>
<td></td>
<td>Medical device company</td>
</tr>
<tr>
<td>Ultimate Software</td>
<td>Weston</td>
<td>Office</td>
<td>100,000</td>
<td>$5,000,000</td>
<td>400</td>
<td></td>
<td>Headquarters for one of the nation’s leading human capital management cloud solutions companies</td>
</tr>
<tr>
<td>Zurich North America, LLC</td>
<td>Plantation</td>
<td>Office</td>
<td>20,000</td>
<td>$600,000</td>
<td>80</td>
<td></td>
<td>International financial services company</td>
</tr>
</tbody>
</table>
Broward County was a leader in year-over-year job creation, with 34,800 jobs added during the fiscal year, an increase of 4.4 percent. The County’s employment growth rate is a leader among the major urban areas in Florida, and is a testament to the strength of the economy, especially in high paying industry sectors like trade, transportation and utilities, professional and business services, leisure and hospitality, and financial activities. Jobs added throughout the fiscal year accounted for more than half of the job growth in the tri-county South Florida region.

1st Choice Aerospace, a FAA part 145 repair station specializing in crew seats, PSU’s, pneumatics and cargo systems, announced it would be adding 15 jobs, retaining 50 jobs and making a $2.3 million capital investment in Miramar.

CHG Healthcare Services, which provides long-term and temporary medical staffing options, announced that it would be adding 150 jobs and making a $3.8 million capital investment in Fort Lauderdale.

GBS Enterprises, a headquarters/holding company with a diverse portfolio of subsidiaries including textile, furniture warranties and meat-packing plants announced it was expanding its headquarters in Deerfield Beach, adding 144 jobs, retaining 26 jobs and making a $395,000 capital investment.

A primary focus of the Alliance continued to be assisting local companies through our BRAVO (Business Retention and Visitation Outreach) program. 177 Broward County companies were visited by the Alliance in 2015-16, as we assisted with access to capital, workforce training opportunities, permitting and site location.

The Alliance CEO Council engaged the assistance of renowned economic development firm, Boyette Strategic Advisors, in the development of a new strategic and tactical marketing plan. Titiled “Target 20/20,” the plan focuses on the targeted sectors of Aviation/Aerospace, Life Sciences and Technology for the Alliance to expand its efforts in addition to corporate headquarters recruitment over the next five years, as well as strategic and tactical marketing recommendations to ensure success in the targeting of those sectors. The award-winning

"Life. Less taxing." video campaign continued to be promoted through highly visible digital media applications on targeted national/international websites.

Celebrated growth of more than 100 new jobs and the ribbon cutting for Alliance-assisted JetSmarter at its new office in Fort Lauderdale with Governor Rick Scott, company executives and other dignitaries.

The Alliance was a primary sponsor for the Business Facilities LiveXchange in April. The LiveXchange is a one-of-a-kind, exclusive event for site selectors and consultants who are searching for locations for their corporate expansion and relocation projects and combines education and networking with one-on-one meetings that will help streamline site selection search.

The Port Everglades Action Team (PEAT), a five-year collaborative initiative between the Alliance, the Broward Workshop and the Port Everglades Association, continued to support the capital initiatives of Port Everglades. In December, the leadership of the team transitioned from chair Terry Stiles to new chair Eric Roth of Breakthru Beverage.

Stiles will continue to serve as vice-chair of the team. The team was supported by Gail Bulfin, Alliance Vice President of Membership Development. Members of the team participated in the Washington Summit in October and focused on continued Port Everglades awareness and advocacy. In early 2016, members of the team joined Broward County Commissioners and others in traveling to Tallahassee to show support for the deepening and widening project at the Port, and to Washington, D.C. to encourage Congress to move a WRRDA Bill in 2016 and officially include Port Everglades in the approved projects.

At the end of the Alliance 2015-16 Fiscal Year, the Senate version of the bill, which includes Port Everglades, had been accepted and the House announced that it will hold a hearing to start the review process in anticipation that it might lead to a House floor hearing and vote.

Alliance CEO Bob Swindell served as Chair of the Florida Economic Development Council (FEDC) for a second year. During this time, he sat on the board of Enterprise Florida, Inc. At the FEDC Annual Meeting, he was named the Eunice Sullivan Economic Development
Professional of the Year, the organization’s highest honor.

Alliance leadership and staff members participated in several national/international events that provided exposure to targeted industry companies and business location decision makers. Events included: Area Development Consultants Forum in Orlando; Enterprise Florida Consultant events in Atlanta, Chicago and New York; Industrial Asset Management Council Forums in Cleveland and New Orleans; MRO Americas in Dallas and Miami, the Paris Airshow, and the ISTAT international aviation conference in Phoenix.

The Alliance continued to promote its “Platinum Cities” permitting excellence program to companies considering Broward County as a business location. The program was established to encourage Broward municipalities to make the permitting and inspections process more business friendly and competitive with other regions. Twenty-two Broward County cities have now been named “Platinum Cities.” The Alliance’s Permitting Action Team also continued to work with Broward County regarding implementing a county-wide centralized “ePermits” permitting process.

For 2015, the Alliance had the largest number of private member organizations in its history, an effort spearheaded by the Membership Development Department.

The Alliance, with nearly 50 members participating in a leadership study trip, traveled to Austin, Texas, to gather best practices as well as compare and contrast Greater Austin with Broward County. Some of the reasons Austin was chosen are: both communities are similar in size – about 1.8 million residents; like South Florida, Austin is a tourist mecca; Florida is often in competition with Texas when it comes to new projects and headquarter relocations because of our tax structure; both have growing and successful tech businesses; and Austin suffered a severe recession due to their lack of business diversity and made a deliberate attempt to diversify – something Broward County has also been doing. Findings from the trip were presented at the annual Six Pillars Report to the Community in April 2016. Results of the trip include the formation of a business accelerator, the Venture Formula, at Broward College.

ProcessMap, a leading provider of cloud-based software to manage risk in a variety of areas, including sustainability and compliance, announced it would be adding 120 jobs, retaining 70 jobs and making a $3.925 million capital investment in Sunrise.

The Alliance continued to take a leadership role in the Broward Six Pillars strategic visioning process. More than 350 community leaders and volunteers participated in the strategic planning effort, working together to make Broward County more competitive and to create high paying jobs through the year 2030. The Six Pillars Broward local planning and implementation process is being managed by Ron Drew, Alliance Senior Vice President of Marketing and Communications.

Ultimate Software, headquarters for one of the nation’s leading human capital management cloud solutions companies, announced it would be adding 400 jobs and making a $5.0 million capital investment in Weston.

The Alliance, working with the Greater Fort Lauderdale Convention and Visitors Bureau; Marine Industries Association of South Florida, Starmark and others led and participated in a number of activities during this year’s Fort Lauderdale International Boat Show. One of the activities included serving as a lead partner for the second annual Marine Hub Luncheon event on the opening day of the Boat Show. Invited guests included influential business leaders, consuls general, potential business location decision makers and members of the media. The Alliance was also involved in the 2nd Annual Hedge Fund IDF Symposium, which took
place at the Hilton Marina Hotel, followed by a reception with private equity firm representatives and hedge fund managers. On Friday evening, the Alliance hosted influential national and local leaders at an exclusive business networking event at the Hyatt Regency Pier Sixty-Six. Throughout the week, the Alliance also worked with some of the aviation company fixed-base operators (FBOs) located at our airports, to reach the high net worth individuals and company decision makers who traveled to Broward County to attend the Boat Show. During the Boat Show, the Alliance and the CVB shared a prime location booth that was donated by the Boat Show, where they welcomed and invited those in attendance to learn why Greater Fort Lauderdale is a prime destination for both business and visitors.

The Alliance was named one of America’s leading economic development organizations by Global Trade Magazine. Only eighteen EDOs were recognized in the entire country.

The Alliance's Mid-Year Luncheon, presented by FPL, featured a keynote address by State of Florida Chief Financial Officer, Jeff Atwater. He gave an informative presentation on how the state has built its economy to one of the most competitive and fastest growing in the nation.

The Kauffman Foundation, a national nonprofit studying trends in entrepreneurial activity, ranked the Miami-Fort Lauderdale area No. 2 on its list for startup business activity for the second year in a row.

The Alliance’s marketing team collaborated closely with Florida Trend magazine on a special thirty-four page section that appeared in the publication’s October 2015 issue. It was titled “Greater Fort Lauderdale: Where Business Takes Center Stage” in recognition of Broward County’s 100 year anniversary.

To draw global attention to South Florida’s burgeoning entrepreneurial ecosystem, the Alliance served as host sponsor of SUP-X: The StartUp Expo. SUP-X is an international conference for entrepreneurs and investors held at the Greater Fort Lauderdale / Broward County Convention Center in February. SUP-X aims to be the premier North American annual conference bringing together startup and early-stage entrepreneurs, angel investors, venture capitalists and related service providers.

The Alliance, with an investment by JPMorgan Chase and support from other partners, began conducting a comprehensive Workforce Skills Gap Analysis to evaluate the Broward County workforce. Boyette Strategic Advisors, an independent consulting firm, is working with the Alliance to examine the regional labor market and quantify the area workforce. The project will include recommendations for enhancing workforce quality and availability in the region. Phase I is complete and included stakeholder engagement/ interviews. The team is now in Phase II of the project, which includes qualitative analysis and analytics, research and evaluation. The analysis phase will collect data from several sources including a survey for local employers and county residents. Four surveys were created to capture input from employers, residents, high school and higher education students. The study will conclude in early 2017 and results will be reported to the community.

Uniform Advantage, a vertically integrated, multi-channel retailer of uniforms to the healthcare and hospitality industries, announced it would be adding 27 jobs, retaining 183 jobs, and making a $4.25 million capital investment in Miramar.

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Uniform Advantage, a vertically integrated, multi-channel retailer of uniforms to the healthcare and hospitality industries, announced it would relocate its corporate headquarters to downtown Fort Lauderdale. The company will add 50 jobs, retain 152 jobs and make a capital investment of $7.5 million.

More than 150 people greeted the new CEO/Broward Aviation Director for Broward County’s Aviation Department, Mark Gale and his wife, Yvonne at a cocktail reception at Hyatt Pier Sixty-Six’s Piertop. Primary sponsors were the Alliance, the Broward Workshop, and Broward County. Other sponsors for this collaborative community event included the GFL CVB, Florida Restaurant & Lodging...
A reception attended by local business leaders and elected officials was held in June to welcome Aurelio Fernandez III as Memorial Healthcare System’s new president and chief executive officer at a cocktail reception at the Diplomat Resort and Spa in Hollywood. The Greater Fort Lauderdale Alliance hosted the event with the south Broward business community. Other sponsors included the Diplomat Resort & Spa and the Chambers of Commerce of Greater Hollywood, Dania Beach, Hallandale Beach, Davie-Cooper City, Aventura Marketing Council and Miramar-Pembroke Pines. Prior to his promotion, Mr. Fernandez was chief operating officer since 2012.

Fortune 250 multinational company, Ecolab Inc. has established a new Latin America regional headquarters in Miramar, creating 50 jobs and retaining 13 jobs. The project will invest more than $800,000 in the local community.

Broward College was named the Alliance’s Economic Development Partner of the Year by the Greater Fort Lauderdale Alliance at the 2016 Mid-Year Luncheon.

The Miami Maintenance Management Council announced it has changed its name to the South Florida Aviation Maintenance Council, and that the Miramar Aviation Consortium will merge with the group. This aviation business group supports and connects the industry throughout the region.

The Alliance announced that three companies: Latin2Latin Marketing + Communications, LLC, JGA Marketing, and D. Stephenson Construction, Inc., will join the ranks of its Minority and Women-owned Business Enterprise Fellowship Program. The program is designed to identify minority and women-owned businesses that have already established themselves as companies with staying power and are ready to take a greater role of involvement in the Broward business community.

Governor Rick Scott announced that Alliance-assisted Hotwire Communications, one of the nation’s leading fiber optics telecommunications providers, will open its new headquarters, the Hotwire Technology Center, in Fort Lauderdale. The headquarters is a relocation from Pennsylvania to Florida and will create 375 new jobs. The company will invest more than $27 million in the local community. The company also retained 300 jobs in Broward County.

Nova Southeastern University officially opened its Center for Collaborative Research, one of the largest and most advanced research facilities in Florida. As part of the ceremony, which was held September 21, NSU announced a gift from AutoNation to name NSU’s AutoNation Institute for Breast and Solid Tumor Cancer Research, located within the CCR. The CCR has been highly anticipated as a game changer for the life sciences industry.

The Alliance began a strategy to engage the next generation of leaders in economic development for the improvement of the County, and, to retain and recruit top under-40 talent. The team wrote and directed a “#WhyGFL” video highlighting why under-40 leaders love Greater Fort Lauderdale, which was previewed at the 2015 Annual Meeting and shown at the Six Pillars Report to the Community in 2016. To date, the video has more than 14,500 combined views on Facebook and YouTube. An Alliance/Six Pillars Council of Emerging Leaders was also formed, consisting of the chairs of major young professionals groups from across the county as well as young leaders from Alliance member companies. The group meets quarterly to be informed on the latest economic development news and connect the various young professional groups for greater cooperation.

The Alliance wishes to especially thank its private sector partners for their investment in the work of the Alliance in 2015-16! This investment, when combined with the investment of Broward County and the municipal partners who invested in the Alliance including Coconut Creek, Coral Springs, Dania Beach, Davie, Deerfield Beach, Fort Lauderdale, Hallandale Beach, Hollywood, Lauderdale, Miramar, Pembroke Pines, Pompano Beach, Sunrise and Tamarac, allowed us to expand our marketing outreach efforts and grow our pipeline of relocation and expansion prospects.