

# ANNUAL REPORT 2023-2024

greater  
**fort lauderdale**  
alliance | broward  
county  
*Life. Less taxing.*





# 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 equity.

## 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 Cornerstones 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 and Investment

*We provide leadership and excellence in delivering economic development services for our clients, prospects, investors and partners.*

Photo Courtesy of Tavistock/Pier Sixty-Six Hotel & Marina

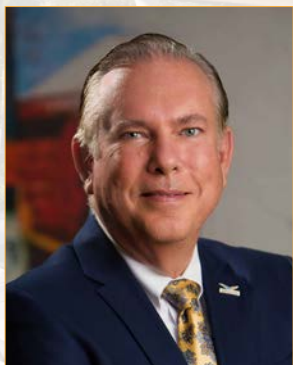


ERICK STRATI

FY 2023-2024 Chair of the Board  
Greater Fort Lauderdale Alliance

South Florida Commercial Banking Market  
Executive, Wells Fargo

*Erick Strati*



BOB SWINDELL

President/CEO  
Greater Fort Lauderdale Alliance

*Bob Swindell*

## LETTER FROM THE CHAIR AND PRESIDENT/CEO

In Fiscal Year 2023-2024, the Alliance remained focused on strategic diversification and growth of Broward County's economy through emphasis on high-value, high-wage targeted industries. This is an exciting year for the Greater Fort Lauderdale Alliance, and the companies, professionals and organizations we're proud to call our partners in success as the official public/private partnership for economic development in our dynamic community.

We thank our public and private partners for your support and commitment, which helps ensure Broward County remains competitive with other areas in Florida, the U.S. and globally. Your investment in economic development allows our community to remain a leader in high-wage job

growth. As we move forward to 2025, we will continue helping create jobs for the residents of Broward County, assisting in building the county's tax base, striving to improve the standard of living for our cities and county, and helping to ensure Broward County's companies succeed and prosper.

The Alliance is pleased to announce the relocation and expansion during the past year of 11 targeted industry companies, resulting in the creation of 860 high value jobs, the retention of 170 jobs and more than \$158 million in capital investment in Broward County.

According to an independent study by the South Florida Regional Planning Council, from 2014 to

2023, the Alliance, working with its members, Broward County and other partners helped create or retain more than 30,000 direct jobs that are estimated to have generated through direct, indirect and induced effects total employment of more than 57,000 jobs, \$2.1 billion in annual personal income and \$10.7 billion in annual economic impact. For details on project results, including capital investment and numbers of new and retained jobs, please view the chart on pages 21 and 22.

### OTHER HIGHLIGHTS OF THE FISCAL YEAR INCLUDE:

- Greater Fort Lauderdale was named **#2 Best Business Climate** (mid-sized metro) in the nation by *Business Facilities* magazine for the fourth year in a row.

- Additionally, the Alliance and Broward County OESBD were honored by *Business Facilities* for the creation of the **Broward County Jobs Incentive** in its 2024 EDO Awards for communities with a population of more than 500,000.

- Continuing to bring high-wage workforce and education opportunities directly to local stu-

dents through our regional **TechGateway** initiative, and collaborations promoting work in the **marine industry, and construction and trades.**

- Preparing for the biennial **2025 Leadership Trip to study Boston's business climate.** Prior trips have included San Diego, Charlotte, Nashville and Austin.

- *Area Development*, a highly respected publication for site consultants and corporate location decision makers in 2024 named Greater Fort Lauderdale (South Florida MSA):

#4 Best MSA in the country out of 383 metro areas of all sizes.

#2 Best Giant MSA

#1 Best MSA in the "South Atlantic" Region

*These are some examples of the results and work of the Alliance to grow and preserve jobs, increase capital investment, and improve the local tax base in our community. We thank our members and partners for their dedication and support in 2023-2024!*



# 2023/2024 BOARD OF DIRECTORS

*Executive Committee/Directors' names  
and companies as of September 30, 2024*

## EXECUTIVE COMMITTEE

Erick Strati, Chair  
WELLS FARGO

Doug Bartel, Vice Chair  
FLORIDA BLUE

Jennifer Bales Drake, Secretary  
BECKER

Gregory A. Haile, Past Chair

Bob Swindell, President/CEO  
GREATER FORT LAUDERDALE  
ALLIANCE

Colin Brown  
JM FAMILY ENTERPRISES, INC.

Mayor Nan Rich  
BROWARD COUNTY

Carol Hylton  
CAREERSOURCE BROWARD

Rufus James  
FXE - FORT LAUDERDALE  
EXECUTIVE AIRPORT

Heidi Davis Knapik  
GUNSTER

Rep. Chip LaMarca  
FLORIDA HOUSE OF  
REPRESENTATIVES

Mayor Josh Levy  
CITY OF HOLLYWOOD

Traci Miller  
MILLER CONSTRUCTION  
COMPANY

Ken Morris  
JLL

Laurel Oswald  
TCRE

Stacy Ritter  
VISIT LAUDERDALE

Barry Somerstein, Of Counsel  
GREENSPOON MARDER

Elizabeth Taschereau  
CITY OF MARGATE

Nicky Tesser  
JETBLUE

Valerie Vitale  
TRUSTBRIDGE HOSPICE  
FOUNDATION

## DIRECTORS

Toula Amanna, REGULUS ALLIANCE

Frank Babinec, CITY OF CORAL SPRINGS

Basil Bernard, APRICOT OFFICE INTERIORS

Diego Berta, MAGIC LEAP

Mark Binko, NATIONAL JETS

Sam Blatt, AMAZON

Richard Bonchick, ALLIANCE FINANCIAL GROUP

Ignacio Borbolla, DELTA

Ashley Boxer, THE BOXER STRATEGY

Chris Burgio, MARSH & MCLENNAN AGENCY

Kathleen Cannon, UNITED WAY OF BROWARD  
COUNTY

Monica Cepero, BROWARD COUNTY

Scott Cerutti, DELOITTE

Brian Clay, BANKUNITED

Doug Cohen, KELLEY KRONENBERG

Ross Cooper, FRIENDS OF WLRN

Isabel Cosio Carballo, SOUTH FLORIDA REGIONAL  
PLANNING COUNCIL

Melanie Dickinson, SOUTH FLORIDA  
BUSINESS JOURNAL

Heiko Dobrikow, RIVERSIDE HOTEL, LAS OLAS  
COMPANY

Whitney Dutton, THE DUTTON GROUP

Dr. Jeremy Earle, CITY OF HALLANDALE BEACH

Sandra Veszi Einhorn, COORDINATING COUNCIL  
OF BROWARD





Nelson Fernandez, ANF GROUP

Ray Ferrero, Jr., NOVA SOUTHEASTERN UNIVERSITY

Mark Gale, FLL/BROWARD COUNTY AVIATION DEPARTMENT

Kate Goldman, BAPTIST HEALTH

Kellie Hensley, CLEVELAND CLINIC FLORIDA

Dr. Howard Hepburn, BROWARD COUNTY PUBLIC SCHOOLS

Bryce Hollweg, FLORIDA PANTHERS

Kyle Hough, CHAMPION SPECIALTY SERVICES GROUP

Steve Hudson, HUDSON CAPITAL

Robert Jones, BUCHANAN, INGERSOLL & ROONEY

Keith Koenig, CITY FURNITURE

Derek Koger, SEMINOLE TRIBE OF FLORIDA

Mark Lubelski, CITY OF SUNRISE

Dr. Spencer Malkin, SKNV

Peter Mason, TAMARAC/NORTH LAUDERDALE CHAMBER OF COMMERCE

Sandy-Michael McDonald, BROWARD COUNTY OFFICE OF ECONOMIC & SMALL BUSINESS DEVELOPMENT

Jean McIntyre, CITY OF POMPANO BEACH

DK Mink, NEAL REALTY & INVESTMENTS, INC.

Jose Montes de Oca, CROWN CASTLE FIBER

Jenni Morejon, FORT LAUDERDALE DOWNTOWN DEVELOPMENT AUTHORITY

Peggy Nordeen, STARMARK

Jason Nunemaker, CITY OF PLANTATION

Shawn Oden, BMO BANK

Arlene Pecora, THE SIGNATURE GRAND

Felipe Pinzon, HISPANIC UNITY OF FLORIDA

Dr. Colin Polsky, FLORIDA ATLANTIC UNIVERSITY

Hector Ponte, WELLS FARGO

Vivan Premock, JPMORGAN CHASE & CO.

Matthew Rocco, SOUTH FLORIDA MANUFACTURERS ASSOCIATION

Sheila Rose, CITY OF COCONUT CREEK

Juliet Roulhac, FPL

Tim Rubin, KAUFMAN ROSSIN

Daphnee Sainvil, CITY OF FORT LAUDERDALE

Theresa Salemi, PNC

Newton Sanon, OIC OF SOUTH FLORIDA

Lisa Gefen Sicilian, KAPLAN, INC.

Dr. Germaine Smith-Baugh, URBAN LEAGUE OF BROWARD COUNTY

Michael Stamm, CITY OF PEMBROKE PINES

Jennifer Starkey, TD BANK

Greg Stuart, BROWARD METROPOLITAN PLANNING ORGANIZATION

Ty Sutton, BROWARD CENTER FOR THE PERFORMING ARTS

Mary Lou Tighe, BROWARD LEAGUE OF CITIES

Dr. Roy Virgin, CITY OF MIRAMAR

Rich Vogel, VECENERGY

Ben Wesley, FPL

Lori Wheeler, MARINE INDUSTRIES ASSOCIATION OF SOUTH FLORIDA

Molly Wilson, BROWN & BROWN INSURANCE

Jonathan Wolfe, AUTONATION

Andrew Zullo, LEADERSHIP BROWARD FOUNDATION, INC.

Giancarlo Zuniga, TRUIST

Photo Courtesy of Broward Cultural Division

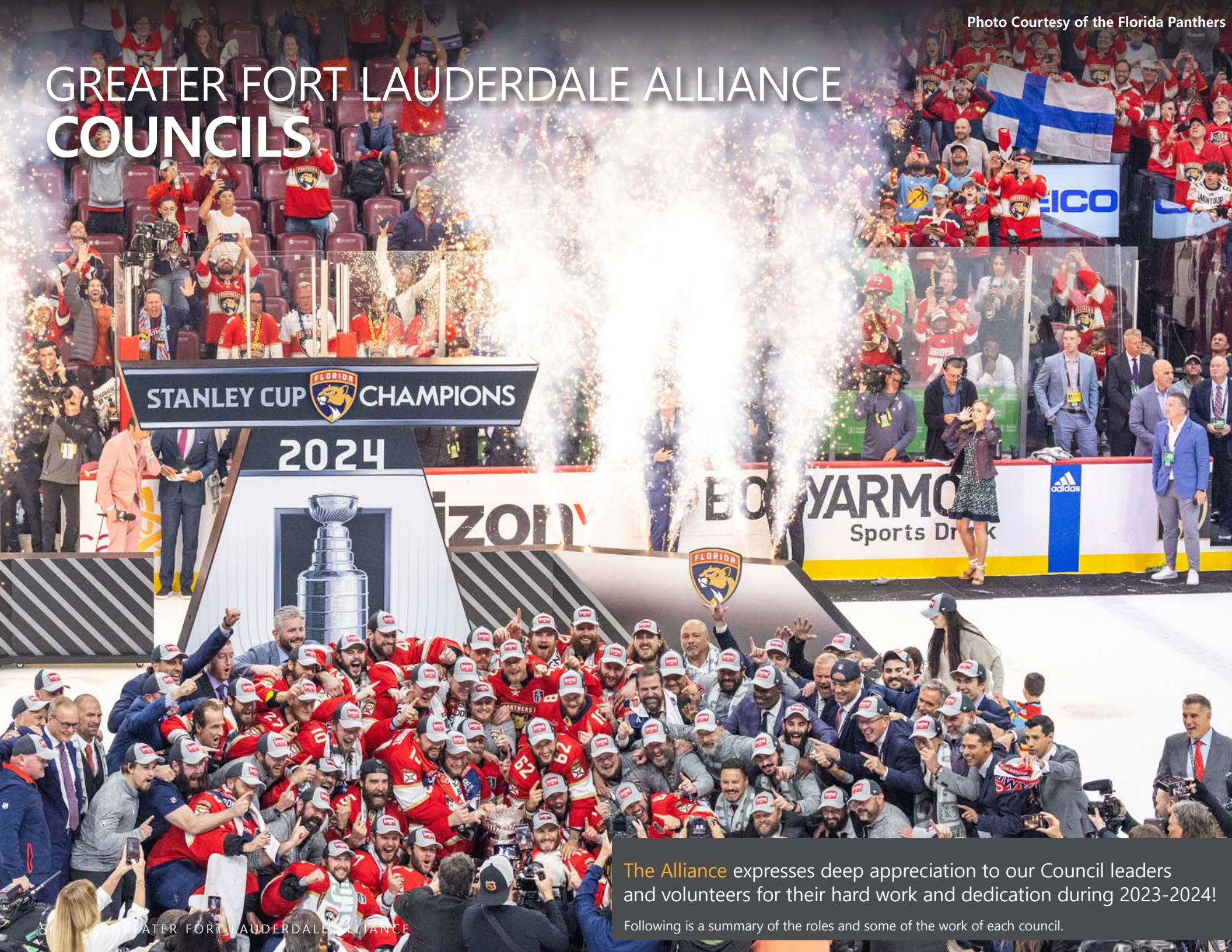
## PAST CHAIRS

Following are the Past Chairs of the Alliance and its predecessor organizations: The Broward Alliance, Broward Economic Development Council Inc., Broward Business Development Board and Broward's Committee of 100, Inc. Thanks to these community leaders for their service and their dedication to Broward County's economic vitality.

1963-64 J. TATUM	1983-84 CHARLES W. BOYD	2004-05 HOWARD GREENBERG
1963-64 A.O. WICKHAM	1984-85 ROY ROGERS	2005-06 EVAN T. REES
1964-65 BRYCE N. BATZER	1985-86 JEROME I. MILLER	2006-07 JOHN RUFFIN, JR.
1965-66 NICHOLAS DE TARDO	1986-87 ROBERT E. HUEBNER	2007-08 KATHY KOCH
1966-67 ALBERT J. W. NOVAK	1987-88 GARY ARENSON	2008-09 RAY FERRERO, JR.
1967-68 ARCHIBAL M. BLACK	1988-89 TERRY STILES	2009-10 PEGGY NORDEEN
1968-69 FRANK VELTRI	1989-90 ROGER L. ARNDALL, JR.	2010-11 J. DAVID ARMSTRONG, JR.
1969-70 PAUL E. BAYSE	1990-91 ROBERT P. LEGG	2011-12 J. DAVID ARMSTRONG, JR.
1970-71 GEORGE W. CHURCH	1991-92 WALTER BANKS	2012-13 GERARD LITRENTO
1971-72 JESSE J. MARTIN	1992-93 MICHAEL STREIBIG	2013-14 BEN WESLEY
1972-73 FRANK VELTRI	1993-94 JOHN DORLAND	2014-15 MIKE MOORE
1973-74 JOHN C. CASSIDY	1994-95 ROBERT H. LARSEN	2015-16 DR. PENNY SHAFFER
1974-75 ALBERT J. W. NOVAK	1995-96 JOEL K. GUSTAFSON	2016-17 BILL WHITE
1975-76 NEUB PETSCHULAT	1996-97 DANIEL GORDAN	2017-18 DR. JENNIFER O'FLANNERY ANDERSON
1976-77 PAUL E. BAYSE	1997-98 THOMAS J. MILLER	2018-19 NELSON FERNANDEZ
1977-78 RONALD G. CATTLETT	1998-99 JERRY INGATE	2019-20 JULIET M. ROULHAC
1978-79 RONALD G. CATTLETT	1999-00 DR. WILHELMENA MACK	2020-21 SAM ROBBIN
1979-80 WILLIAM E. DUFFY	2000-01 RON GREENSTEIN	2021-22 LORI CHEVY
1980-81 JOHN R. MORRIS	2001-02 A. PAUL ANDERSON	2022-23 GREGORY A. HAILE
1981-82 CHARLES W. BOYD	2002-03 LONNIE H. MAIER	
1982-83 CHARLES W. BOYD	2003-04 LARRY J. BEHAR	



# GREATER FORT LAUDERDALE ALLIANCE COUNCILS



The Alliance expresses deep appreciation to our Council leaders and volunteers for their hard work and dedication during 2023-2024!

Following is a summary of the roles and some of the work of each council.



## CEO COUNCIL

**Chair:** Colin Brown,  
JM Family Enterprises, Inc.

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

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

Responsible for marketing and promoting the Greater Fort Lauderdale/Broward County brand as a premier location for corporate, international/regional and target industry headquarters, and monitoring the area's national external rankings/perceptions in comparison to its primary competitors to ensure continued favorability as a business location.

As part of the Alliance's strategic marketing plan, the Alliance, through its CEO Council, continued to market through targeted industry publications as well as through paid social advertising and paid search. Editorial content positioned Greater Fort Lauderdale as a premier business location during 2023-2024 in print publications and websites frequently viewed and read by individual talent as well as target industry executives, site selection consultants and corporate real estate executives.

Those publications and sites included: *Aviation Week, Business Facilities, Chief Executive, CIO, CSO, Facebook (Meta), Fierce BioTech, FiercePharma, Google, and LinkedIn.*

From October 1, 2023 through September 30, 2024, the 2024 Alliance Fiscal Year, the team at Zimmerman Advertising worked with the Alliance team to implement a effective integrated digital campaign that reached targeted business and talent audiences using tactics that built and maintained awareness, increased site traffic, and delivered qualified leads.

Results for those twelve months included:

- **Online video** – 5,641,060 impressions, 2,770 clicks to the Alliance website and 4,045,404 video views.

- **Streaming Audio** – 1,790,287 impressions and 1,764,572 listens.

- **Paid Social** – 5,374,514 impressions and 61,168 clicks to the Alliance website.

- **SEO Paid Search** – 2,240,926 impressions and 78,999 clicks to the Alliance website.

In December, the Alliance CEO Council hosted attendees of the **Area Development Consultants Forum** conference, held in Fort Lauderdale, for a special reception and sightseeing cruise onboard the *Gallant Lady*, graciously provided by CEO Council company, JM Family Enterprises, Inc. The event provided an outstanding opportunity to show off the community to site selection professionals who influence where companies choose to invest and add jobs.

New CEO Council members **Jerry Plush** of **Amerant Bank**, **Alex Espinosa** of **Cleveland Clinic** and **Marc Aptakin** of

**MAD** were welcomed to the Council in 2023-24. The Council also welcomed new representatives **Tom Szlosek** of **AutoNation**, **Cindy Mason** of **Florida Blue**, **Jamie Perry** of **JetBlue Travel Products**, **Dr. Harry Moon** of **NSU**, **Sean Dougherty** of **TTI** and returning member **Juliet Roulhac** of **FPL**.

**AMERANT  
BANK**



**Cleveland Clinic**



**Panthers' Matt Caldwell lifts The Cup!**



**Spirit Central Grand Opening in Dania Beach**



*Gallant Lady*



**spirit**

# GOVERNOR COUNCIL

Chair: Doug Cohen  
Kelley Kronenberg

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, held jointly with the Leadership Council:

**Jenni Morejon, Fort Lauderdale DDA - Greenspoon Marder**

**Former Superintendent of Schools  
Peter Licata - L.A. Lee YMCA/Mizell  
Community Center**

**Tom Hudson, WLRN; Tony Man, Sun  
Sentinel - Kelley Kronenberg**

**Coree Cuff Lonergan, Broward Transit -  
Greenspoon Marder**

**Joe Morris, Port Everglades -  
Port Everglades Tour**

The Council's **Permitting Action Team** continued to focus on streamlining the permitting process to better support companies expanding and relocating to Broward County.

**Led by D.K. Mink of Neal Realty & Investments, Inc.**, the team continues to work with Broward officials and heard from a variety of speakers throughout the year.

Special guest speakers included:

- Jeff Gross – Florida Building Codes

Commission and John Garcia, Square One Architects

- Bill Tracy, City of Parkland Building Official

- Dr. Jennifer Jurado, Chief Resilience Officer, Broward County

- Pepsy Kettavong, Founder and CEO of Smart Seawall Technologies

The **Port Everglades Action Team (PEAT)** is a bipartisan, collaborative initiative between the Alliance, the Broward Workshop, and the Port Everglades Association. Their mission is to proactively learn about the wide-ranging roles that the Port plays in the growth of our economy, and to support major port initiatives. The group is currently chaired by **Rich Vogel of Vecenergy** along with recently retired co-chair **Eric Roth, Breakthru Beverage**. The team held a meeting in the new Disney Terminal for an update about the port widening and deepening project from port executives and the Army Corps of Engineers. Stephen Meyer, USACE P.E., Project Manager, Water Resources Branch and Matthew Harold, Seaport Engineering & Construction Division Project Manager, provided a comprehensive update on the dredging

and widening project. He described the efforts to minimize or reduce seagrass and mangrove impact and the mandated relocation of coral. The project will be the largest coral restoration project in the history of the United States.



**Permitting Action Team meeting**



**Port Everglades program with Director Joseph Morris and Port Tour**



# LEADERSHIP COUNCIL

**Chair:** Traci Miller  
Miller Construction Company

**Vice Chair:** Nicky Tesser  
JetBlue

Promotes increased public/private sector collaboration and leadership for economic development policies and investments which enhance Broward County's economic competitiveness.

**D**uring the year, the Leadership Council met and conducted outstanding programs, held jointly with the Governor Council (see page 7):

**Jenni Morejon, Fort Lauderdale DDA -  
Greenspoon Marder**

**Former Superintendent of Schools Peter Licata - L.A.  
Lee YMCA/Mizell Community Center**

**Tom Hudson, WLRN; Tony Man, Sun Sentinel -  
Kelley Kronenberg**

**Coree Cuff Lonergan, Broward Transit - Greenspoon  
Marder**

**Joe Morris, Port Everglades -  
Port Everglades Tour**

The Alliance Investor Relations team and volunteer leaders commenced planning the Alliance biennial 2025 **Leadership Trip to Boston, Massachusetts**, co-chaired by Governor Council Chair **Doug Cohen** of **Kelley Kronenberg** and **Maria Hernandez** of **United Way of Broward County**. More than 110 leaders participated in the most recent trip to San Diego in 2023.

The Alliance Leadership Influencers (under 40) Action team, chaired by **Molly Wilson** of **Brown & Brown Insurance** had a program on serving in elected office with State Reps. Hunchovsky and LaMarca hosted by Brown & Brown Insurance, and Port Everglades by then Acting Port Everglades Director Glenn Wiltshire, and toured and were hosted by the Seafarers' House Executive Director Jennifer Stewart.



**Corree Cuff Lonergan - PREMO Program, Broward Transit**



**Media Panel (above)  
BCPS Superintendent (below)**



**Jennifer Stewart, Seafarers' House**



# CORPORATE COUNCIL

Chair: Ken Morris  
JLL

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.

The Corporate Council met throughout fiscal year 2024, and heard from and toured the following:

- **County Administrator Monica Cepero**, hosted by Gunster law firm
- **Bob Venero**, CEO at **Future Tech Enterprise, Inc.**, - Alliance CEO Council member and project company
- **Dr. Holly Baumgartner**, Dean, NSU Halmos College of Arts & Sciences at NSU Oceanographic Center
- **Jacob Ruytenbeek**, founder and CEO & CEO of SailPlan at Carr Workplaces Fort Lauderdale (joint meeting with Entrepreneurship Council)
- **Randy Mengel**, COO at project company CTS Engines

The Business Retention and Visitation Outreach (BRAVO) Action Team, visited several local companies. The team is chaired by **Caroline Pinsker of Sun Sentinel Media Group**, and includes staff, Alliance members, the Broward County Office of Economic and Small Business Development and municipi-

palities. This team conducted visits to local businesses to strengthen the local economy and connect companies with various resources and organizations.

This year, the BRAVO team heard from speakers including:

- Tony Hopper, Vice President of Workforce Development at the United Way of Broward County, hosted at the YMCA
- Kellen Smith, Managing Partner of MSI Recruiting and former BRAVO chair at the Alliance offices.

The International Action Team, chaired by **Sandra Mayor, PNC Bank**, met and toured IWS (International Warehouse Services) with Founder and CEO Fred Rogacki and was treated to a program by Special Agent Shannon Eisenhut who oversees the South Florida Regional Office of the U.S. Department of State's Office of Foreign Missions (OFM).



Future Tech's Bob Venero, Heidi Davis Knapik - Gunster, County Administrator Cepero, CTS Engines





# ENTREPRENEURSHIP COUNCIL

**Chair:** Valerie Vitale  
Trustbridge Hospice Foundation

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.

During the year, the Entrepreneurship Council met and conducted several interesting programs with outstanding guest speakers:

- **Jacob Ruytenbeek**, founder and CEO & CEO of SailPlan at Carr Workplaces Fort Lauderdale (joint meeting with Corporate Council)
- **Mark Volchek**, Founding and Co-Managing Partner, at Las Olas Venture Capital
- **Craig Avera and Rose White**, founders of Cali Coffee
- **Trustbridge Hospice Foundation**
- **Tim Sperry** – Founder/CEO of Carbon Limit and **Fredrik Wannius**, Co-Founder of 1Print, hosted by the City of Pompano Beach



Meeting at Trustbridge Hospice Foundation



Cali Coffee Founders



Mark Volchek



Tim Sperry and Fredrik Wannius



# PARTNER COUNCIL

**Chair:** Elizabeth Taschereau  
City of Margate

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 and local business assistance organizations.

The Partner Council 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 program topics for the group in FY2024:

- Panelists **Nicholas DiPierro**, SVP - Commercial Banking Lender, Wells Fargo, and **Thais Sullivan**, National Director of Community Lending at Valley Bank, hosted by the City of Oakland Park at Funky Buddha Brewery.
- Dr. Holly Baumgartner**, Dean, NSU Halmos College of Arts & Sciences at NSU Oceanographic Center
- Madeline Nava**, CEO of HCA Florida University Hospital
- Debbie Thomas**, Economic Development Manager, Town of Davie (Town of Davie's CORE Program)
- Gretchen Cassini**, Administrator of the Mobility Advancement (MAP) Broward Program hosted by the City of Pembroke Pines

- Virtual program with Florida Economic Development Council's **Beth Cicchetti, CEcD, MEDP**



Program at City of Oakland Park



# ALLIANCE FOUNDATION

The mission of the Greater Fort Lauderdale Alliance Foundation is to improve the lives of residents within Broward County through numerous initiatives that support economic development. The Foundation is organized exclusively to promote scientific, literary, education and charitable purposes. The Foundation is affiliated with the Greater Fort Lauderdale Alliance, Broward County's official public/private partnership for economic development.

The Alliance Foundation has a number of programs and collaborations with local organizations to help companies and individuals succeed, and it helps lead community efforts to enhance the business climate in the community and bring jobs to Broward County. Founded a decade ago in 2014, the Foundation's goals include helping foster a climate for companies to create jobs and helping ensure residents have the skills and training to fill the jobs. Additional information on Foundation initiatives such as the **Marine Research Hub**, **TechGateway**, educational initiatives such as **Claim Your Future Showcase**, as well as the **South Florida Opioid Alliance** can be found throughout this Annual Report.

The **Six Pillars Partnership** is a community coalition of leaders working to develop Broward County's next long-range strategic plan in 2025. The group held two significant events in 2024 including a meeting reassembling the Six Pillars Partnership Steering Committee and the Annual Report to the Community event, on April 28. The event included a fireside chat between **Federal Reserve Bank of Atlanta President, Dr. Raphael Bostic** and

**Kathleen Cannon**, President and CEO of United Way of Broward County. The event also included a report on the findings of the **Prosperity Broward economic mobility pilot project** in partnership with the City of Lauderdale Lakes and the Federal Reserve Bank of Atlanta. The pilot included a cohort of single mothers to recognize and seek solutions to the challenges these women face. Numerous community stakeholders have assembled, forming a Community Action Board to increase access to resources including free educational opportunities, workforce training and support services in hopes of creating a blueprint to help similar communities lift up individuals and remove barriers to economic mobility. The event also included updates from several important areas of focus for the community strategic visioning plan including **Housing Affordability, Homelessness, Resilience and Economic Mobility**.



Bob Swindell & Raphael Bostic



South Florida Opioid Alliance



Steering Committee Meeting

## FOUNDATION BOARD

### CHAIR

**Lonnie Maier**, Crown Castle



### VICE CHAIR

**Basil Bernard**, Apricot Office Interiors

### SECRETARY

**Juliet M. Roulhac**, FPL

### TREASURER

**Kathy Koch**, Ambit Communications

### PRESIDENT

**Bob Swindell**, Greater Fort Lauderdale Alliance

### DIRECTORS

**Dr. Jennifer O'Flannery Anderson**, Community Foundation of Broward

**Jennifer Bales Drake**, Becker

**Lori Chevy**, Bank of America

**Henri Crockett**, Crockett Foundation

**Nelson Fernandez**, ANF Group, Inc.

**Bertha Henry**, Retired - Broward County

**Rufus James**, City of Fort Lauderdale Executive Airport FXE

**Gerard Litrento**, Locality Bank

**Felipe Pinzon**, Hispanic Unity of Florida



# ALLIANCE MEMBERS

as of September 30, 2024

## CEO COUNCIL \$50,000

AMERANT BANK Jerry Plush	FUTURE TECH ENTERPRISE, INC. Bob Venero	SEMINOLE TRIBE OF FLORIDA Derek Koger
AUTONATION Tom Szlosek	JETBLUE/JETBLUE TRAVEL PRODUCTS Jamie Perry	SPIRIT AIRLINES Ted Christie
BAPTIST HEALTH Nancy Batista-Rodriguez	JM FAMILY ENTERPRISES, INC. Colin Brown - Chair	STILES Ken Stiles
CITY FURNITURE, Keith Koenig, Vice Chair	KAPLAN, INC. Andrew S. Rosen	SUSIE & ALAN B. LEVAN FAMILY FOUNDATION Alan Levan
CLEVELAND CLINIC Alex Espinosa	MAD ARTS Marc Aptakin	TTI NA, INC. Sean Dougherty
FLORIDA BLUE Cindy Mason	MEMORIAL HEALTHCARE SYSTEM	WELLS FARGO Hector J. Ponte
FLORIDA PANTHERS Matthew Caldwell	NOVA SOUTHEASTERN UNIVERSITY George L. Hanbury, II Dr. Harry Moon	ZIMMERMAN Jordan Zimmerman
FPL Juliet M. Roulhac	RICK CASE AUTOMOTIVE GROUP Rita Case	CHAIR EMERITUS (NSU) Ray Ferrero, Jr.

## GOVERNOR COUNCIL \$25,000

Amazon	City of Miramar
Broward College	City of Sunrise
Broward County Office of Economic & Small Business Development	Fort Lauderdale Downtown Development Authority (DDA)
Broward County Public Schools	Fort Lauderdale-Hollywood Intl. Airport
Broward Metropolitan Planning Organization (MPO)	Friends of WLRN
Champion Specialty Services Provider	GA Telesis
City of Coconut Creek	ICON International
City of Coral Springs	Kaufman, Rossin & Co.
City of Deerfield Beach	Kelley Kronenberg
City of Fort Lauderdale	South Florida Business Journal
City of Hallandale Beach	Starmark International
City of Hollywood	Truist

## LEADERSHIP COUNCIL \$12,000

Bank of America Merrill Lynch	Broward Center for the Performing Arts	Fifth Third Bank	Miller Construction Company	RSM US, LLP	Town of Davie
BankUnited	Broward Health	Greenspoon Marder Law	OZ Digital Consulting	Rubin, Turnbull & Associates	United Way of Broward County
BBX Capital	Buchanan, Ingersoll & Rooney	Gulfstream Park Racing & Casino	Peoples Trust Insurance Company	SKNV	
Becker	City of Plantation	GUNSTER	PNC Bank	South Florida Business & Wealth Magazine	
BMO Bank N.A.	City of Pompano Beach	Hallandale Pharmacy	Princess Cruises	St. Thomas University	
Breakthru Beverage Group	Crown Castle	Hotwire Communications (fision)	Regions Bank	Sun Sentinel Media Group	
	Delta Airlines	J.P. Morgan Chase	Riverside Hotel, Las Olas Company	TD Bank	
	Eye on Channel				



## CORPORATE COUNCIL

# \$6,000

Advantage Services

ANF Group, Inc.

Avison Young

Blanca Comercial Real Estate, Inc.

Brightline

Broward County Cultural Division

Brown & Brown Insurance

Capital Analytics

CareerSource Broward

Castle Group

City of Dania Beach, CRA

City of Lauderdale Lakes

City of Lauderhill

City of Margate

City of North Lauderdale

City of Oakland Park

City of Pembroke Pines

City of Tamarac

City of Wilton Manors

Comcast Business

Community Foundation of Broward

Compass Office Solutions, LLC

Cushman & Wakefield

Dale Carnegie

Deloitte

Florida Atlantic University

Florida Restaurant & Lodging Association

Florida Trend Magazine

Ford

Galleria at Fort Lauderdale, a JLL Property

GrayRobinson, P.A.

Greater Pompano Beach Chamber of Commerce

HCA Florida Healthcare

HNTB Corporation

JLL

Lighthouse for the Blind & Visually Impaired

Littler

Magic Leap, Inc.

Marcman Solutions

Marsh & McLennan Agency

Moritt Hock & Hamroff

Moss & Associates

M&T Bank

National Jets

Neal Realty & Investments Inc.

Panza Maurer & Maynard

Pier Sixty-Six Hotel & Marina

Recovery Unplugged

Seacoast Bank

Sheltair Aviation Center

Sintavia

Sonesta Fort Lauderdale Beach

South Florida Symphony Orchestra, Inc.

Sparkseeker, LLC

Stearns Weaver Miller Weissler Alhadeff & Sitterson, P.A.

Sunbeam Properties & Development

TCRE

TECO Energy

The Beck Group

The Stone Law Group

The Whiting-Turner Contracting Company

Tripp Scott, P.A.

Trustbridge Hospice Foundation

UKG

Valley National Bank

WheelHouse IT

## ALLIANCE MEMBERS



# ALLIANCE MEMBERS

## ENTREPRENEURSHIP COUNCIL \$3,000

Aging & Disability  
Resource Center of  
Broward County

ALLINI Water Systems

Ambit Communications

Apricot Office Interiors

BDO USA, LLP

Berkowitz Pollack Brant  
Advisors and Accountants

Big Dog Construction  
Services, Inc.

Broward County Black  
Chamber of Commerce

CBRE

CLEAR

Colliers International

Community Based  
Connections, Inc.

Crockett Foundation

CTI Staffing

Cymbal Development

Dan Perez Films

Encompass Onsite, LLC

Fisher Phillips, LLP

Good Greek Franchises

Greenberg Traurig

Holland & Knight

IDI Logistics

International Staff  
Augmentation (ISA)

JC White

Jim Moran Institute

Justin Architects, P.A

Keefe McCullough & Co.

KEITH

Kimco Realty

Locality Bank

Marcum LLP

MSi Consulting

Nperspective CFO Strategic  
Services

O'Connell & Goldberg Public  
Relations

OIC of South Florida

Publix Super Markets, Inc.

Regulus Alliance Corp.

RelatedISG Realty

Resolve Marine

Setnor Byer Insurance & Risk

South Florida Hospital &  
Healthcare Association

South Florida Manufacturers  
Association

Terumo Aortic

Tewes Design Group

The Boxer Strategy

The Coordinating Council of  
Broward

The Dutton Group

Toothaker.org

Toshiba Business Solutions

Tower Club

TriNet

Vecenergy

Weaver Morrison Commercial  
Real Estate

WolfCreek Consulting Inc.

Workspace Property Trust

YMCA of South Florida

## ASSOCIATES \$1,200

Advanced Roofing, Inc.

Art & Culture Center Hollywood

Broward Public Library  
Foundation

Fellowship Recovery  
Community Organization, Inc

Florida Atlantic Research &  
Development Authority

Greater Fort Lauderdale  
Chamber of Commerce

Leadership Broward Foundation

Lessing's Inc.

LSN Partners

Marine Industries Association of  
South Florida

Redevelopment Management  
Associates (RMA)

The Palivos Family Office

Urban League of Broward  
County

Photo Courtesy of the Broward Cultural Division



# GREATER FORT LAUDERDALE ALLIANCE PARTNER COUNCIL

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)

British American Chamber of  
Commerce of Broward

**Broward College**

**Broward County Black  
Chamber of Commerce**

**Broward County Board of  
Commissioners**

**Broward County Cultural  
Division**

Broward County Housing  
Authority

Broward County Libraries

**Broward County Office  
of Economic and Small  
Business Development**

**Broward County Public  
Schools**

Broward League of Cities

**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 Lauderhill 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**

**Coordinating Council of  
Broward**

Coral Springs Coconut Creek  
Regional Chamber

**Dania Beach Community  
Redevelopment Agency**

Davie Community  
Redevelopment Agency

Davie/Cooper City Chamber of  
Commerce

**Florida Atlantic Research and  
Development Authority**

Florida Department of  
Transportation - District 4

Florida First Capital Finance  
Corporation

Florida SBDC at FAU

**Fort Lauderdale Downtown  
Development Authority**

**Fort Lauderdale Executive  
Airport (FXE)**

**Fort Lauderdale – Hollywood  
International Airport,  
Broward County (FLL)**

Greater Dania Beach Chamber  
of Commerce

**Greater Fort Lauderdale  
Chamber of Commerce**

Greater Hollywood Chamber of  
Commerce

Greater Plantation Chamber of  
Commerce

**Greater Pompano Beach  
Chamber of Commerce**

Hallandale Beach Chamber of  
Commerce

Hallandale Beach Community  
Redevelopment Agency

HBIF - Hispanic Business  
Initiative Fund

Hispanic Heritage Chamber of  
Commerce

**Jim Moran Institute for  
Global Entrepreneurship, FSU**

Lauderdale Lakes Community  
Redevelopment Agency

Lauderhill Regional Chamber  
of Commerce

**Leadership Broward  
Foundation**

Margate Community  
Redevelopment Agency

**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 Hospital &  
Healthcare Association**

**South Florida Manufacturers  
Association**

South Florida Regional Planning  
Council

Sunrise Chamber of Commerce

Tamarac Chamber of Commerce

**Town of Davie**

Town of Lauderdale-by-the-Sea

Town of Southwest Ranches

U.S. Small Business Administration

**United Way of Broward County**

Urban Land Institute SE Florida/  
Caribbean

**Urban League of Broward  
County**

Visit Lauderdale

Weston Business Chamber of  
Commerce







# ALLIANCE STAFF

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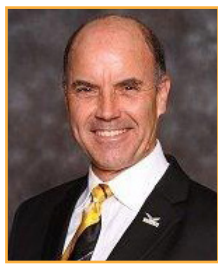
*The Alliance staff provides assistance with business relocation or expansion and site selection; incentive programs and information; marketing and market research; serves as a liaison for workforce development between CareerSource Broward, educational institutions and the business community; and assists in uniting the community on issues of importance that impact economic development.*



**Bob Swindell**  
President/CEO  
954-627-0131  
bswindell@gfalliance.org



**Suzanne Aldana**  
Manager, Investor Relations  
954-524-3116  
saldana@gfalliance.org



**Jack Bennings**  
Permitting Liaison  
954-822-2012  
jbennings@gfalliance.org



**Gail Bulfin**  
Sr. Vice President,  
Investor Relations  
954-627-0127  
gbulfin@gfalliance.org



**David Coddington**  
Sr. Vice President,  
Business Development  
954-627-0123  
dcoddington@gfalliance.org



**Randall Deich**  
Director, Talent  
Attraction & Education  
954-627-0128  
rdeich@gfalliance.org



**Peggy Doty**  
CEO Council/  
Programs Coordinator  
954-627-0134  
pdoty@gfalliance.org



**Ron Drew**  
Executive Vice President  
954-627-0130  
rdrew@gfalliance.org



**Maggie Gunther**  
Vice President,  
Marketing & Communications  
954-627-0135  
mgunther@gfalliance.org



**Todd Holt**  
Vice President,  
Business Development  
954-627-0124  
tholt@gfalliance.org



**Lisa Keeler**  
Regional Director,  
South Florida Opioid Alliance  
954-627-0126  
lkeeler@gfalliance.org



**Helen Kulp**  
Executive Assistant and  
Office Administrator  
954-627-0131  
hkulp@gfalliance.org



**Darien Lovett**  
Program Officer,  
Prosperity Broward  
Six Pillars Partnership  
954-524-3114  
dlovett@gfalliance.org



**Frank Maddalena**  
BRAVO Program Liaison  
954-917-848-1289  
fmaddalena@gfalliance.org



**DeAnna McCutcheon**  
Coordinator,  
Business Development  
954-616-3084  
dmccutcheon@gfalliance.org



**Rohan Mohan**  
Project Manager,  
Business Development  
954-627-0132  
rmohan@gfalliance.org



**Juan Saavedra**  
Manager,  
Six Pillars Partnership  
954-616-3085  
jsaavedra@gfalliance.org



**Jan Thoman**  
Tri-County Manager  
South Florida Opioid Alliance  
954-830-5262  
jthoman@gfalliance.org



**Luciano Todeschini**  
Director,  
Six Pillars Partnership  
954-524-3113  
ltodeschini@gfalliance.org



**Olga Torres**  
Director,  
Business Intelligence  
954-640-7995  
otorres@gfalliance.org



**Tania Vinaixa**  
Director,  
Investor Relations  
954-627-0133  
tvinaixa@gfalliance.org



# 2023-2024 RESULTS

From 2014 to 2023, the Alliance, working with its members, Broward County and other partners helped create or retain more than 30,000 direct jobs that are estimated to generate through direct, indirect and induced effects total employment of more than 57,000 jobs, \$2.1 billion in annual personal income and \$10.7 billion in annual economic impact in Broward County. During fiscal year 2023-2024, the Alliance teamed with its members, Broward County and other partners to deliver more positive results. Following are the FY2023-24 results at the time of publication.

## BUSINESS DEVELOPMENT

	GOAL	YTD
Number of New Value-Added Jobs	1,200	860
Job Retained	500	170

## CAPITAL INVESTMENT

	GOAL	YTD
Domestic	\$75M	\$146.6M
International	\$4M	\$12M

## LEADS, PROJECTS & CORPORATE VISITS

	GOAL	YTD
Domestic Leads	175	130
International Leads	50	62
Corporate Visits	150	46

## PRIVATE AND PUBLIC SECTOR INVESTMENT

	GOAL*	YTD*
Public/Private Mix	\$1.00: \$1.33	\$1.00: \$1.59
Private Sector Dollars	\$2,795,000	\$3,352,286
Broward County Revenue	\$2,104,775	\$2,104,775

\*as of publication date



# REGIONAL INITIATIVES

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 FY 2023-2024:*



## BioFlorida

BioFlorida.com

BioFlorida is the voice of Florida's life sciences industry, representing 6,700 establishments and research organizations in the Biopharmaceuticals, Medical Technology, Digital Health and Health Systems that collectively employ nearly 94,000 Floridians. The Alliance is an active participant and supporter.

## Life Sciences South Florida

LifeSciencesSF.org

This initiative is focused on establishing an industry cluster in South Florida focused on life sciences, biotechnology, pharmaceuticals, diagnostics, information technology, and more.

## Marine Research Hub

MarineResearchHub.org

As a community that has long been recognized for our leadership in oceanographic research, the South Florida Marine Research Hub® was founded in 2016 in partnership with the Marine Industries Association of South Florida with a mission of fostering collaboration among

research, education, business, and economic development organizations. Founding members included the Alliance, Miami-Dade Beacon Council, Palm Beach County BDB, Florida Atlantic University, Florida International University, Nova Southeastern University and University of Miami as founding members. The Hub has partnered with Ocean Exchange™ commercialization conference, which hosted its twelfth annual event in Fort Lauderdale within the timeframe of the 2023 Fort Lauderdale International Boat Show.

## TechGateway

TechGateway.org

A regional branding initiative designed to recruit, attract and grow a high-level tech workforce at the same time South Florida is enhancing its reputation as a technology hub. TechGateway.org highlights South Florida technology companies on an interactive and printed map. A social media and online advertising campaign is underway to attract business from identified industry sectors and to promote tech opportunities regionally, nationally and globally. The TechGateway, through its TechGateway in the Schools initiative, is working with local public schools to inspire the next generation of tech

talent through placing printed company asset maps in all public middle and high schools, and engaging students in TechGateway-themed programming activities.

## WonderFL

LifeInSouthFL.com

FPL's Economic Development team spearheaded a statewide talent recruitment website, WonderFL. The Alliance participated in the development of the South Florida-focused website and content located at LifeInSouthFL.com.

*In addition to the preceding initiatives, the Alliance works with several other regional organizations on strategic planning initiatives and business climate projects such as the Alan B. Levan | NSU Broward Center of Innovation, CIO Council, ITPalooza, South Florida Tech Hub, and eMerge Americas.*



# RELOCATIONS, EXPANSIONS AND RETENTIONS

COMPANY	CITY	TYPE OF FACILITY	SQ.FT. OF PROJECT	DIRECT CAP. INVESTMENT	JOBS CREATED	JOBS RETAINED	PRODUCT/SERVICE
Aerothrust	Davie	Industrial	40,000	15,000,000	80		Aviation maintenance repair and overhaul company, also establishing its Academy Center of Excellence for training
ARC 145	Miramar	Industrial	70,000	\$300,000	20		FAA-certified, aviation maintenance repair and overhaul company specializing in avionics and small components for commercial and military planes
ARG America	Fort Lauderdale	Office	TBD	\$2,000,000	4		Designs and manufactures devices to reduce ship sway
ATI	Margate	Manufacturing	132,000	TBD	60		Additive manufacturing facility supporting development of highly engineered parts
Cheney Brothers	Pompano Beach	Industrial	70,000	\$40,000,000	150	100	Combining two Broward food processing facilities - meat and seafood
Chick-Fil-A	Weston	Distribution	200,000	\$50,500,000	116		Expansion of a major food and beverage logistics facility



COMPANY	CITY	TYPE OF FACILITY	SQ.FT. OF PROJECT	DIRECT CAP. INVESTMENT	JOBS CREATED	JOBS RETAINED	PRODUCT/SERVICE
Fairwater Holdings, LLC	Dania Beach	Office/ Headquarters	32,000	\$6,500,000	82		Joint venture between two major logistic companies
Life Wear Technologies	Pompano Beach	Office/ Manufacturing	N/A	\$1,000,000	20	40	Leading provider of innovative sports medicine products
Ontic	Miramar	Industrial	64,000	\$10,000,000	88		Provider of aviation parts and services for commercial airlines
Project Thunder	Miramar	Manufacturing	9,000	\$8,300,000	40	30	Manufacturer of custom molded parts
Project Xenon	TBA	Industrial	70,000	\$25,000,000	200		Development of a light and heavy maintenance hangar for commercial aviation



# The Year in Review

## 2023-2024 ECONOMIC DEVELOPMENT HIGHLIGHTS AT A GLANCE



Transpire Bio



EL AL Reception



**Transpire Bio, a development-stage biopharmaceutical company** celebrated the opening of its research facility in Weston in October and is developing inhalation medicines for conditions including asthma, COPD, and diseases of the nervous system, making a capital investment of \$115 million.

The Alliance was part of a reception in honor of **Alliance headquarters project EL AL Airlines** held by Greater Fort Lauderdale Sister Cities.

In April, Alliance headquarters project and CEO Council company **Spirit Airlines** celebrated the ribbon cutting of **Spirit Central at Dania Pointe in Dania Beach**. Spirit's new corporate campus spans 11 acres with top-notch facilities, from a cutting-edge training facility to dedicated housing close to Spirit's main base at Fort Lauderdale-Hollywood

International Airport.

The Alliance and Broward County OESBD were **honored by *Business Facilities* magazine for the new Broward County Jobs Incentive** in the Large EDO Awards category for communities with a population of more than 500,000.

**Alliance CEO Bob Swindell and Federal Reserve Bank of Atlanta President Raphael Bostic** had a conversation on overcoming barriers to economic mobility in Broward County.

The **Six Pillars Partnership Steering Committee**, a coalition of community leaders, business executives, and service providers, convened in 2024 with plans to develop Broward County's next long-range strategic plan.

The Six Pillars Partnership team hosted the **Florida Chamber of Commerce 2024 Prosperity & Economic Solution Summit**, in May in Coral Springs.

In June, the **South Florida Opioid Alliance team delivered 1400 Narcan sprays to Broward County Public Schools**. Narcan is a nasal spray medicine that rapidly reverses an opioid overdose. The delivery was made in anticipation for the South Florida Opioid Alliance's Fentanyl Awareness Assemblies across Broward County public middle schools in the fall.

For **Florida Economic Development Week**, David Coddington, Alliance SVP of Business Development, moderated a panel discussion in Tallahassee with panelists representing statewide workforce and economic development agencies.



SelectUSA Spinoff Event



Seafarers' House Award

Florida Chamber Summit



**Area Development**, a highly respected publication for site consultants and corporate location decision makers named Greater Fort Lauderdale (South Florida MSA): **#4 Best MSA** in the country out of 383 metro areas of all sizes. **#2 Best Giant MSA** behind only the Salt Lake City area. **#1 Best MSA** in the "South Atlantic" Region

In December, the Alliance CEO Council hosted attendees of the **Area Development Consultants Forum** conference, held in Fort Lauderdale, for a special reception and sightseeing cruise onboard the Gallant Lady, graciously provided by **Alliance CEO Council member company, JM Family Enterprises, Inc.** The event provided an outstanding opportunity to show off Fort Lauderdale to site selection professionals who influence where companies choose to invest and add jobs.

Todd Holt, VP of Business Development, participated in the **BIO International Convention**, the largest and most comprehensive

event for biotechnology in San Diego in June.

In connection with the Florida Panthers' Stanley Cup Championship 2024 season, the Alliance's **CEO Council hosted** a variety of top executives and business leaders, including out-of-market executives at playoff and finals games, creating and deepening connections and **business development opportunities** for Greater Fort Lauderdale.

The Alliance invited **"spring season" visitors to consider Greater Fort Lauderdale** as their career destination after college. The ad generated nearly 350,000 views and 2,725 clicks to the Alliance's talent attraction page, LiveWhereYouVacation.com.

Alliance SVP of Investor Relations, Gail Bulfin, was honored by the **Seafarers' House as Business Leader of the Year** for her significant contributions to the business community.

Alliance Project company **Chewy held a ribbon cutting** for its new Veterinary Clinic in Plantation.

The Alliance-led regional **TechGateway**

initiative continued to engage with Broward County Public Schools. Asset map posters were placed in middle and high schools, and hundreds of students participated in the **seventh-annual TechGateway Day** in February, where they were treated to presentations by top technologists. In addition, TechGateway exhibited at college and university career fairs in South Florida, elsewhere in Florida and out-of-state to raise awareness of South Florida as a tech talent hub.

More than 1000 high school juniors participated in **Claim Your Future Showcase** at Amerant Bank Arena, learning about careers in high-value jobs and industries in Greater Fort Lauderdale/Broward County, held in partnership with the Alliance Foundation and Broward County Public Schools.

The **Port Everglades Action Team**, a multi-year collaborative initiative between the Alliance, the Broward Workshop and the Port Everglades Association, continued to support the capital initiatives of Port Everglades. The team was successfully represented at Broward Days in Tallahassee in January 2024.



Tri-County EDO Meeting



FEDC Marketing Award



BIO International Conference

TechGateway Day



Kathleen Cannon, Raphael Bostic



## 2023-2024 ECONOMIC DEVELOPMENT HIGHLIGHTS AT A GLANCE

For more than a decade, **Florida was ranked as the No. 2 state for business** in Chief Executive magazine's Annual Best & Worst States for Business Survey, which remains a key indicator of Florida's ability to attract new jobs.

The Alliance continues to support Broward County Commissioner, Senator Steve Geller's ongoing initiative to connect, promote and support **growing high-wage jobs in the building trades**.

The Alliance, together with Marine Industries Association of South Florida, Visit Lauderdale, and others participated in the 2023 Fort Lauderdale International Boat Show in October 2023. The Alliance was a lead partner for the **eleventh-annual Global Business Luncheon**. The Alliance also participated in the **Marine Research Hub breakfast** featuring speakers who competed at the annual **Ocean Exchange international commercialization conference** and hosted participants to familiarize them with Greater Fort Lauderdale.

In January and July 2024, Alliance executive staff participated in a meeting of the three South Florida Economic Development Organizations (EDOs) – the Alliance, Business Development Board of the

Palm Beaches and the Miami-Dade Beacon Council. The semi-annual meetings enable EDO teams to **share best practices and collaborate to drive jobs and investment to South Florida**.

The Alliance Foundation's Prosperity Partnership hosted a fireside chat on economic mobility in Fort Lauderdale with **Federal Reserve Bank of Atlanta President Raphael Bostic and United Way of Broward County CEO Kathleen Cannon** at the Six Pillars Partnership Report to the Community. The event also included the debut of recommendations from the Prosperity Broward Lauderdale Lakes economic

mobility pilot project.

The Alliance team won a statewide Innovation in Marketing award at the 2024 Florida Economic Development conference for the **"Fort Lauderdale to the Rescue"** tech talent advertising campaign, developed in partnership with Zimmerman Advertising in 2023.

In April, the Alliance Foundation and Broward County Public Schools' CTACE department hosted **"My Next Move,"** an annual career fair for graduating seniors to meet face-to-face with potential employers, explore immediate job openings and gather information on career paths.

In July, the Florida Department of Education named Broward County Public Schools an **"A" rated school district**.

In June, the Alliance partnered with the Miami-Dade Beacon Council on a **SelectUSA spinoff event** hosting individuals **interested in doing business in the United States and South Florida**. The Fort Lauderdale portion was held at the Tower Club.

The Alliance again partnered with the Sun Sentinel and Broward County Public Schools on a special publication highlighting education titled **Saluting Educational Excellence in Broward County Public Schools**. It comes out in early June, coinciding with graduation season and includes "bragging points" about every public high school and graduates who are attending Ivy League and prestigious educational programs.

The Alliance, together with the Broward Workshop, hosted a welcome reception for new **Port Everglades Director Joseph Morris**.

The Alliance hosted its **Mid-Year Luncheon** in May for more than 600 at the Seminole Hard Rock Hotel & Casino in Hollywood. The keynote speaker was Rob Long, President & CEO of Space Florida.



Port Director Reception





## A SPECIAL THANK YOU

The Alliance wishes to especially thank its private sector partners for their investment in the work of the Alliance in 2023-24! This investment, when combined with that 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, Lauderhill, Lauderdale Lakes, Margate, Miramar, North Lauderdale, Oakland Park, Pembroke Pines, Plantation, Pompano Beach, Sunrise, Tamarac and Wilton Manors, allowed us to expand our marketing outreach efforts and grow our pipeline of relocation and expansion prospects.





110 E. Broward Boulevard,  
Suite 1990 Fort Lauderdale, FL 33301  
954.524.3113 | 800.741.1420  
GFLAlliance.org  
Social: @GFLAlliance



Photo Courtesy of the Seminole Tribe of Florida