

greater Fort Lauderdale Broward Economic Development alliance



**The Alliance E-Newsletter
February 25, 2010**

Top Stories

Governor Charlie Crist and Florida Chamber Foundation President Dr. Dale Brill Keynote Florida's Future Summit

Approximately 200 Greater Fort Lauderdale/Broward County business and community leaders heard about the six drivers that can prepare South Florida for accelerated economic growth at the Florida's Future Summit on February 5, 2010. The Summit was presented by the Greater Fort Lauderdale/Broward Economic Development Alliance (formerly The Broward Alliance) and its Partner Council. The drivers, which include the categories of workforce, innovation, infrastructure, global competitiveness, civic and government systems, and quality of life, were adopted in October 2009 at the Future of Florida Forum, organized by the Florida Chamber of Commerce. Also called the six pillars, they serve as a visioning platform for moving Florida toward 2030 in creating sustainable job growth and success.

Governor Charlie Crist pointed out that several economic factors are showing improvement in Florida in recent months including higher sales tax revenue, increasing home sales and a positive in-migration of people moving to Florida.

Dr. Dale Brill, who was recently named president of the Florida Chamber Foundation, stated that there will be an additional 5-7 million residents of Florida by 2030. He said the six drivers must be focus areas of Florida's business and government leaders if the state is to have prosperity and high paying jobs, vibrant communities and be able to compete globally. Dr. Brill had previously served as the Director of the Florida Governor's Office of Tourism, Trade and Economic Development.

In addition to Governor Crist and Dr. Brill, other business leaders who participated in the conference as panelists and speakers included Amy Evancho, president and CEO of the Florida Economic Development Council; Gloria Katz, executive director and founder of the Broward Smart Growth Partnership; Mason Jackson, president and CEO of WorkForce One; and Stella Tokar, president and CEO of the Miramar Pembroke Pines Regional Chamber of Commerce.

Broward County Seeking Applications for Recovery Zone Facility Bond Program

The Broward County Board of Commissioners is currently seeking applications from companies and organizations in Broward County to participate in the Federally Sponsored Recovery Zone Facility Bond Program.

Broward County has received an allocation of \$61,108,000 for the Recovery Zone Facility Bond program which is intended to stimulate economic activity and support qualified economic development projects in defined "recovery zones" within Broward County.

The application submission deadline is March 15, 2010, at 5:00 p.m. The application and description of the approved "recovery zones" in Broward County are available by contacting the Broward County Office of Economic and Small Business Development, 115 S. Andrews Ave. Room A540, Fort Lauderdale, Florida 33301, telephone 954-357-6155, or by accessing http://www.broward.org/purchasing/currentsolicitations_loi.htm and see posting dated 2/4/10.

"Amendment 4" Likely To Cost 267,247 Florida Jobs, Major Economic Study Says

Florida business, civic and labor leaders recently gathered in Tallahassee to hear the report of a top Florida economist showing that Amendment 4, a proposed change to the state constitution, would lead to heavy job loss and higher costs for Floridians.

"The losses of Florida jobs under the 'Most Likely Scenario' are very high," reported Tony Villamil, economist for the Washington Economics Group, the organization that conducted the study. "Amendment 4's passage will have potentially devastating consequences to Florida's economy at a time when the economic situation at both the state and national levels is uncertain and at a time when attracting new businesses to Florida is essential for the future recovery and prosperity of the state and its residents." The study considers a "Modest" and a "Most Likely" economic impact scenario.

The economic study indicates that Amendment 4 will also have a major impact on Florida taxpayers. According to the study: Additionally, Florida's tax revenues would sharply slow as a result of Amendment 4's passage as fewer commercial and residential properties will be developed due to the increased costs and uncertainty associated with each comprehensive land-use plan referendum. This would force local and state governments to either raise taxes or cut services. Public schools, public safety and local health care services would suffer from both the direct impact of Amendment 4 (delay construction until the next election) and the indirect impact of fewer tax revenues from which to fund needed operations and capital investments.

Year-End Statistics Show Cruising on the Rise at Port Everglades

Cruising from Broward County's Port Everglades is on the upswing with more passengers traveling on multiday cruises during Fiscal Year 2009, October 1, 2008 through September 30, 2009, than ever before. The Port's variety of business lines - cargo shipping, cruise, petroleum and real estate - and a commitment to holding expenditures at bay are also helping to keep the South Florida seaport profitable despite the global economic downturn.

Port Everglades generated \$109.7 million in operating revenue during FY2009 and held operating expenses at the same level, \$73.2 million, as the previous fiscal year. The increase in net assets remained flat at \$21 million due to an increase in grant funds assisting in infrastructure investments and reimbursements for cruise terminal investments. Operating revenue includes revenue from waterborne commerce, real estate leases, parking and other Port services. In FY2009, revenue decreased by 6.6 percent overall or by 3.5 percent after subtracting a one-time payment of \$3.8 million for an early lease termination in FY2008.

Total waterborne commerce, which is measured in short tons (2,000 pounds), decreased by 11.2 percent from 24,227,435 tons in FY2008 to 21,503,720 tons in FY2009. To read entire story, please [click here](#).

Education & Workforce Development

Florida Ties for Fifth in Advanced Placement Scores

Florida tied for fifth in the nation in the percentage of 2009 graduating seniors who passed an Advanced Placement exam in high school.

The state jumped five spots from last year and took the top spot in the percentage (40.2 percent) of 2009 graduating seniors who took an AP exam in high school. That translates to 58,394 students.

To read the entire *South Florida Business Journal* article, please [click here](#).

Three Magnet Schools Receive Merit Award as a Magnet School of Distinction

Atlantic Technical High School, Lyons Creek Middle School and McFatter Technical High School have been named Magnet Schools of Distinction by Magnet Schools of America. School representatives will be honored at the 28th Magnet Schools of America Conference being held in Tampa.

Cypress Bay High School Receives National Recognition for Largest Number of Hispanic Students Achieving AP Exams Success

Cypress Bay High School is one of 15 schools in the nation recognized in the recently released 6th annual AP Report to the Nation for increasing access to AP courses among traditionally underserved students. Cypress Bay is recognized as the public school with the largest number of Hispanic students in the class of 2009 achieving success (with a score of 3 or higher) on the following AP Exams: Calculus BC, United States government and politics, macroeconomics, microeconomics, psychology, statistics and United States history.

Business Briefs and Alliance Member News

(Alliance members in bold)

Under a new program designed to reward contractors and homeowner-builders whose plans are designated "green" by a recognized certification program, the **Broward County** Permitting, Licensing and Consumer Protection Division has announced that it will speed those projects through the permitting process in less than five business days.

In its second innovative, "green" design/build project for Republic Services, **Miller Construction Company** has begun work on a 30,000 square foot office/maintenance facility for the company's West Palm Beach-based truck fleet.

Spherion Corporation (NYSE: SFN) announced on February 23rd that the company has changed its name to **SFN Group**. The name change was effective immediately and the company's common stock will continue to be listed on the New York Stock Exchange and trade under its current ticker symbol: "SFN." The company operates a family of specialized businesses, including: Technisource, Tatum, Mergis, Today's Office Professionals, SourceRight Solutions and Spherion Staffing Services, throughout its nearly 600 offices in the United States and Canada. The company recently announced the acquisition of Tatum, LLC (Tatum), a leading executive services firm focused on the office of the chief financial officer (CFO).

Two office buildings leased and managed by **Stiles** in downtown Miami have received the U.S. Environmental Protection Agency's (EPA) ENERGY STAR® rating - the national mark of excellence in energy performance.

Zeno Office Solutions, one of the largest independent office equipment dealer and service providers in the country, has relocated its South Florida office to the Miramar Park of Commerce. The company is leasing 11,768 square feet of office and warehouse space. The Miramar office employs 30 people.

Congratulations to the South Florida 2010 NAIOP Awards of Excellence Winners including representatives of **CB Richard Ellis**, **Cushman and Wakefield**, **Flagler Real Estate Services**, **Stiles** and others. To see the entire list of winners and awards received, please [click here](#).

Upcoming Economic Development Meetings, Missions & Events

Enterprise Florida Events:

Dubai International Boat Show 2010

March 9-13
Dubai, United Arab Emirates
Event Type: International Trade and Investment
Industry Sector: Marine

Globe 2010 Catalog Exhibition

March 24-26
Vancouver, Canada
Event Type: International Trade and Investment
Industry Sector: Various

Enterprise Florida (EFI) conducts or participates in an extensive schedule of export marketing missions and exhibitions worldwide. These trade events are open to all businesses registered in Florida. For more information and to see more event listings, please visit <http://eflorida.com/Events.aspx>.

Southern Florida Minority Supplier Development Council 25th Annual Business Expo

March 11-12, 2010
For more information and to register, please [click here](#).

Port Everglades Association 2nd Annual Economic Engine Performance Report

April 9, 2010 10:30 a.m.
For information, please contact Celeste Davis at 954-463-2801 or at peassn@portbiz.org

Alliance Calendar of Events

Entrepreneur Council Meeting (by invitation only)

Thursday, March 11th 8:30 a.m.
Location: Greenberg Traurig, 401 E. Las Olas Blvd. Suite 2000, Fort Lauderdale
For more information, please contact Kathleen Weekes at 954-627-0132 or at kweekes@browardalliance.org.

Leadership Council Meeting (by invitation only)

Tuesday, March 16th 8:00 a.m.
Location: Bank of America, 401 E. Las Olas Boulevard, Fort Lauderdale
For more information, please contact Liz Taschereau at 954-627-0133 or at lizt@browardalliance.org.

Corporate Council Meeting (by invitation only)

Wednesday, March 17th 8:30 a.m.

Location: 110 Tower, 110 S.E. 6th Street, 30th Floor, Fort Lauderdale
For more information, please contact Helen Kulp at 954-627-0131 or at hkulp@browardalliance.org.

Governor Council Meeting (by invitation only)

Tuesday, March 23rd 8:00 a.m.

Location: SunTrust Bank, 515 E. Las Olas Boulevard, Fort Lauderdale

For more information, please contact Liz Taschereau at 954-627-0133 or at lizt@browardalliance.org.

Partner Council Meeting (by invitation only)

Thursday, April 8th 8:30 a.m.

Location: TBD

For more information, please contact Helen Kulp at 954-627-0131 or at hkulp@browardalliance.org.

Calendar subject to change without notice. Please visit www.browardalliance.org for the most current calendar of events and meetings and for more information regarding The Alliance.

Follow The Alliance on these websites: [Facebook](#), [Twitter](#), [YouTube](#)

Also join our [LinkedIn group](#) (for members only).

greater Fort Lauderdale/Broward Economic Development Alliance

Broward County's Official Economic Development Partnership

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