For continually updated information visit BizHelp Broward: COVID-19 Pandemic Business Resources and Information page:  www.BizHelpBroward.com.  Also see our Prosperity Broward resource page and the GFLEDU.org resource page for additional resources.

TOP STORIES
• What You Need to Know – COVID-19 Compliance & Assistance
• Standing for Justice, Equity and Prosperity
• Calling all SOBs: Playful Marketing Campaign Engages Supporters of Broward to Safely Support the Economy
• Broward county adds 25,500 jobs from April 2020 to May 2020
• CareerSource Broward Names New President/CEO

What You Need to Know | COVID-19 Compliance & Assistance
Broward County officials will begin tougher crackdowns on businesses found in violation of the county's Phase I reopening guidelines.
Under the Broward County Administrator's most recent Emergency Order, a business within Broward County that does not comply with the current orders can be:
• Immediately closed
• Shut down for a minimum of 24 hours
• Subject to a fine of up to $15,000 for repeated violations

If you would like to review the Broward County Emergency Orders related to Phase I reopening, please click on one of the links below.
• Phase I Reopening
• Extension of Phase I Reopening
• Required Signage for Restaurants & Retail

Standing for Justice, Equity and Prosperity
Prosperity for All is not just a tagline to the Greater Fort Lauderdale Alliance.  We believe that economic development can be a force for good in our community – it's the reason we come to work every day.  We stand behind our 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. To read more, please click here.

Calling all SOBs: Playful Marketing Campaign Engages Supporters of Broward to Buy Local and Safely Kick-Start the Economy
Dancing delightfully close to the edge of controversy, a community-wide coalition of local leaders announced a new collective impact local stimulus campaign, spearheaded by Six Pillars Broward, to help kickstart a safe economic reboot of Broward County. Nearly 120,000 people lost their jobs in the month of April, because of COVID-19 pandemic closures. Conceptualized by Zimmerman Advertising, the playful community campaign cajoles consumers to identify as SOBs –
Supporters of Broward – and do their part to support local businesses. With a wink, its colorful signage, ads and merchandise boldly remind people to eat, drink, shop and otherwise spend locally like an SOB, but also to wash, wear a mask, social distance and otherwise be safe and prevent the spread of coronavirus like an SOB.

The campaign launched on June 22 with a virtual event featuring video and live content from multiple locations throughout Broward County, highlighting the community’s many cultures and diversities. The 90-day stimulus initiative is co-chaired by Tony Coley, Regional President – South Florida, Truist, and Penny Shaffer, Market President – South Florida, Florida Blue. In addition to inspiring individuals to be Supporters of Broward, the campaign encourages major companies and organizations to reroute spending to local firms and engage Broward County certified small businesses as new sources for goods and services. To read more, please click here and visit www.ProudSOB.com.

**Broward County Adds 25,500 Jobs from April to May 2020**

Broward County's job report indicated a 16 percent unemployment rate in May 2020. This rate was 13.0 percentage point higher than the region's year ago rate of 3.0 percent. Nonagricultural employment in the Ft. Lauderdale-Pompano Bch-Deerfield Bch Metro Division was 767,000, a decrease of 97,700 jobs (-11.3 percent) over the year. The labor force was 988,718, down 50,202 (-4.8 percent) over the year. There were 157,752 unemployed residents in the region. To read more, please click here.

**CareerSource Broward Names New President/CEO; Carol Hylton Tapped to Begin July 1, 2020**

The CareerSource Broward Council of Elected Officials and the Broward Workforce Development Board Inc. announced the appointment of Carol Hylton to the position of President/CEO. Hylton, who was unanimously appointed by the Council, will replace outgoing President/CEO Mason C. Jackson and begin her new role starting July 1, 2020. To read more, please click here.

**NBC Local News 6:** Broward County Wants the Public to Be the Best ‘SOB’ It Can Be Amid Reopening

**South Florida Caribbean News:** Visit Lauderdale’s Safe + Clean Pledge Sets Tourism Industry Safety Standards

**South Florida Business Journal:** Broward County launches marketing campaign to boost local spending

**Parkland Talk:** Michael Udine Re-Elected to Second Term as Broward County Commissioner

**Sun Sentinel:** Canadian visitors and investors looking to bounce back from coronavirus in South Florida

**Business Facilities:** Business Facilities: COVID-19 Response And Recovery
Alliance Member Companies in **Bold**

**Baptist Health** held weekly complementary Virtual Community Health Classes during June. Zoom classes for diabetes, nutrition along with podcasts for various subjects including *Getting to the Heart of Advances In Open Heart Surgery, Coping With The Coronavirus Pandemic, Coronavirus: Coping With the New Normal and Protecting Our Patients With New Safety Measures*. To read more, please [click here](#).

The **Broward Center for the Performing Arts** recently honored the 10th graduating class of the Broward Center Teen Ambassador Program consisting of 25 participants from area high schools and home-schooling programs. Teen Ambassadors bring a unique perspective to Broward Center events as they detail, through written and video reviews, behind-the-scenes experiences and exclusive educational opportunities, including introductions to every artistic discipline. With theaters dark, the students concluded the program by reviewing streaming performances of Broadway, classical, dance, opera and jazz remotely. The final meeting of the season was held via ZOOM where students gathered to look back on the year, share memories and hear the graduating seniors share their future plans. To read more, please [click here](#).

More than 1,150 pets have been saved since **Broward County** Animal Care switched to virtual adoption and foster services on March 24th in response to COVID-19. The success can be attributed to the ongoing positive response from the public who have adopted or fostered a pet, as well as rescue partners and transport organizations who have been instrumental in helping pets in need. To read more, please [click here](#).

**Broward Cultural Division** has awarded $428,000 in financial assistance to 38 Broward-based non-profit cultural organizations impacted by the COVID-19 crisis. The one-time grants ranging from $2,500 to $20,000 were awarded to help preserve jobs in Broward County’s arts community. The assistance was provided through the Broward Arts Relief Fund, a newly created supplemental grant program. The arts have been among the hardest hit sectors of the COVID-19 crisis. From March through May alone, Broward-based arts organizations lost more than $21 million, nearly 1,000 jobs and more than half a million lost visitors due to the pandemic, according to survey results compiled by the Cultural Division. Nationally, the pandemic has had a $6.7 billion total economic impact on the nonprofit arts and culture sector, according to this [survey](#) by Americans for the Arts. To read more, please [click here](#).

The Wellness Center at **Broward Health Medical Center** is committed to helping you achieve your health and fitness goals and offer a variety of fitness classes, diet and nutrition videos to help the public stay on track while at home. Their staff includes nutritionists and personal trainers who are educated in exercise physiology and nutrition. To read more, please [click here](#).

Business for the Arts of Broward’s (BFA) 6th Annual Virtual *Art & Soul* has been extended. Art from local artists can be purchased from now through August 31 at [www.bfabroward.org/programs/art-and-soul](http://www.bfabroward.org/programs/art-and-soul). Juried artwork is for sale at special prices benefiting the artists and BFA. For more information and sponsorship opportunities, visit [www.bfabroward.org/programs/art-and-soul](http://www.bfabroward.org/programs/art-and-soul) or contact Robyn Vegas at 954-940-5344, [rvegas@bfabroward.org](mailto:rvegas@bfabroward.org).

The **Community Foundation of Broward** Board of Directors proudly announces Jennifer O’Flannery Anderson, Ph.D., as the Community Foundation’s new President/CEO. Jennifer, who begins her new post on Aug. 17, brings more than two decades of leadership experience in Broward, which includes guiding community engagement, fundraising and donor stewardship at Nova Southeastern University. At the Community Foundation, Jennifer will build on the bold legacy of leadership provided by current President/CEO Linda B. Carter, who is retiring after 23 years of dedicated service to Broward. To read more, please [click here](#).

**Florida Blue**, the state’s leading health insurer, announced it is more than tripling its COVID-19 community investments to over $7 million. In March, the company provided an initial $2 million to organizations across the state of Florida to address urgent health and safety needs. Florida Blue is now investing an additional $2.5 million to provide access for Floridians to testing and health care, food security and other essential needs. Additionally, the insurer plans to contribute more than $2.6 million to United Way organizations across Florida. To read more, please [click here](#).

GuideWell Mutual Holding Corporation, the parent to a family of forward-thinking companies focused on transforming health care including **Florida Blue**, the state’s leading health insurer; and Florida Blue Foundation, the philanthropic arm of Florida Blue, announced $25 million in investments over five years to organizations focused on diversity and inclusion and health equity in the communities the organizations serve. The commitment coincides with the launch of the company’s Equity Alliance, an initiative focused on addressing systemic racism and resulting health disparities for Black
The new financial commitment builds upon the organizations’ existing contributions and programs to support economic, social and health causes in their communities. To read more, please click here.

Gunster, one of Florida’s oldest and largest full-service business law firms, is pleased to announce it continues to grow with the addition of attorneys Lina Celine Angelici, J. Travis Godwin, Steven Sukert, and Laura Barry. To read more, please click here.

Port Everglades received unanimous approval on its 20-Year Master/Vision Plan Update from the Broward County Board of County Commissioners. The Port Everglades Master/Vision Plan, updated from 2014, is a comprehensive blueprint for 5, 10 and 20 years of development and capital improvements. “This 20-Year Master/Vision Plan update is comprehensive and strategically paves the way for future growth and progress at Port Everglades. Cruise, cargo and fuel operations generate billions of dollars of economic activity and creates thousands of jobs and personal income. It also offers tremendous opportunities for small businesses to grow and prosper here in Broward County and throughout the world. The Port remains very successful, even in the face of the COVID-19 pandemic. To read more, please click here.

As the American economy begins to come back on line, Sheltair Aviation is announcing that they are ready, willing, and able to meet the needs of the general aviation community by implementing rigorous and comprehensive COVID-19 protection protocols. To read more, please click here.

The South Florida Manufacturing Association (SFMA) has just launched a brand new job board! Times are difficult for both employers and individuals looking for work and the SFMA is here to help. A link to the new board directly from www.sfma.org, the Job Board tab is located on the top right of the page or via the direct site of www.sfmajobs.org. There is no cost to post jobs on the board. To read more, please click here.

Stiles Construction, general contractor for Alluvion Las Olas, the tallest apartment tower to rise in Fort Lauderdale, announced that applications are now being accepted for pre-leasing of their premiere apartments. The 380-unit, 43-story luxury high-rise is located on the New River in the heart of urban Las Olas in downtown Fort Lauderdale. “We look forward to delivering an elevated living experience on Las Olas with an unmatched level of quality, amenities and design,” said Ken Stiles, CEO of Stiles. “Alluvion will offer our residents truly effortless living. Above the excitement of the vibrant Las Olas Boulevard, this property is in the center of everything, yet feels like an oasis with extensive amenities and a relaxed, sophisticated atmosphere, where unwinding after a long day is easy. There is simply nothing like it on Las Olas.” To read more, please click here.

Ultimate Software, a leading global provider of human capital management (HCM) and employee experience solutions in the cloud, announced that Ultimate ranked #1 on IDG’s Insider Pro and Computerworld 2020 Best Places to Work in IT list among 52 large organizations (5,000 or more employees). This marks Ultimate’s fourth consecutive year to top the list, having ranked the #1 midsize organization the past three years. To read more, please click here. Ultimate was also cited as a Leader in The Forrester Wave™: Cloud Human Capital Management Suites, an independent research firm. To read more, please click here.

Visit Lauderdale launched the Safe + Clean pledge in collaboration with the Greater Fort Lauderdale Alliance, the Florida Restaurant & Lodging Association (FRLA) and the Greater Fort Lauderdale Chamber of Commerce. To read more, please click here. Visit Lauderdale has also added a splash of savings to your fun this summer with LauderDeals, an extensive list of irresistible offers available now through September throughout Greater Fort Lauderdale. Hotel Deals range from discounted room rates, offers for third or fourth nights free, resort and dining credits to free or discounted parking, free cancellations, complimentary upgrades and more. Things To Do Deals include 2-for-1 admission or discounted rates at attractions. You'll also find special LauderDeals for Florida Residents and First Responders and Military at sunny.org/lauderdeals. To read more, please click here.
Weston Corporate Centre II
2700 S. Commerce Parkway, Weston 33331
Type of space: Office
Listed by Deanna Lobinsky, Cushman Wakefield
Additional details at www.GreaterFortLauderdaleProperties.com

Please note that most in-person events are on hold, postponed, or cancelled during the COVID-19 pandemic due to CDC guidelines on gatherings and social distancing.

For a list of continuously updated current webinar and virtual event offerings related to the COVID-19 pandemic, please visit www.BizHelpBroward.org

Connect and follow the Alliance on Social Media: Facebook, Twitter, YouTube, Instagram and LinkedIn.
Why are so many companies locating to Greater Fort Lauderdale? Click here to find out!
A one-stop resource for educational assets and news in Greater Fort Lauderdale – www.GFLedu.org