



The Broward Alliance
Leading Broward County into Building a
Stronger and More Diverse Economy



The Broward Alliance E-Newsletter April 30, 2009

Top Stories

Headquarters Recruitment Studies Completed

The Broward Alliance CEO Council recently announced the results of two important studies commissioned to determine how to most effectively recruit corporate headquarters facilities. The reports looked at characteristics and drivers for headquarters location projects, as well as recommendations for strategic recruitment and marketing activities.

The first study, conducted by Moran, Stahl & Boyer, used demographic and other secondary research to evaluate the needs of headquarters operations and the assets that Greater Fort Lauderdale/Broward County offers to those businesses. A second study conducted by Boyette Levy provides specific recommendations around how to better prepare Greater Fort Lauderdale/Broward County for this recruitment effort.

"Corporate headquarters contribute to both the economic and philanthropic strength of communities where they locate by creating higher paying jobs, utilizing local business services, paying local taxes, and serving as strong corporate citizens," said Ray Ferrero, Jr., chairman of The Broward Alliance and the Alliance's CEO Council. "For all those reasons, we believe actively pursuing headquarters operations is a very strategic step for our area."

The reports found that the Greater Fort Lauderdale/Broward County area, already home to more than 150 headquarters operations, offers a number of amenities that position it as a strong location for these businesses. The Boyette Levy report recommends that The Broward Alliance pursue recruitment of overall corporate headquarters, as well as divisional or regional headquarters and U.S. headquarters of international companies. For more information, please visit www.browardalliance.org/news.

Stiles Announces New York Life Will Be Signature Tenant at Lake Shore Plaza II

In one of Broward County's largest office lease agreements this year, Stiles Realty has announced that New York Life has signed a 28,230 square foot lease at Lake Shore Plaza II, and will be the signature tenant at the Class A "green" office building in Sunrise.

"At a time when many other companies are shrinking, New York Life is stronger than ever," said Greg Jensen, South Florida managing partner for the New York-based Fortune 100 company. "As we continue growing in South Florida, finding the newest, best and 'greenest' building in the market was a priority – and Lake Shore Plaza II meets those needs. The building is both a great reflection of the quality of our company, and a solid value."

Despite current economic conditions, Stiles' leasing team is seeing a high level of interest from national and regional companies seeking top-quality, energy-efficient office product, according to Tom Kates, president of Stiles Realty. Citing the recent roll-out of the Stiles organization's rebranding message - 'Invest. Build. Manage.' - Kates added, "Our full-service model is also proving attractive to corporate tenants, by offering 'one-stop' service for tenant improvements."

Completed in summer 2008, Lake Shore Plaza II, a joint venture of Stiles Corporation and WLD Enterprises, has already drawn other top-tier corporate clients, including T-Mobile and

The Florida Bar.

Located in Sawgrass International Corporate Park at the intersection of I-75 and I-595 and the Sawgrass Expressway, Lake Shore Plaza II is Broward's first multi-tenant office building pre-certified to meet Leadership in Energy and Environmental Design (LEED) standards, and the developer expects Silver LEED certification for the building. Kates said the facility provides significant energy cost savings, outstanding indoor air quality and other sustainable benefits for tenants. In addition, Stiles Property Management uses only "green" cleaning products and pesticides in maintaining Lake Shore Plaza II.

Headquartered in Fort Lauderdale, Stiles is responsible for more than 37 million square feet of office, industrial, retail and mixed-use residential projects throughout the southeastern United States.

Anda Inc. Renews 152,178 Square Foot Lease with IDI

IDI has closed a 10 year, 152,178 square foot lease renewal with Anda Inc., one of the country's largest distributors of generic pharmaceuticals. Anda, a wholly owned subsidiary of Watson Pharmaceuticals, will continue to occupy all of Building A at Weston Business Center, through 2019.

Weston Building A serves as Anda's warehouse and shipping center for markets throughout the Southeast U.S. "We're pleased that the company has chosen Weston Business Center for its long-term regional distribution operations," said Larry Dinner, Vice President of Leasing in IDI's Fort Lauderdale office.

Larry Dinner represented IDI in the renewal and Rick Etner of Cushman and Wakefield of Florida represented Anda.

AutoNation's New Headquarters Featured in National Real Estate Magazine

AutoNation's new headquarters building, to be located at 200 Las Olas Circle in Fort Lauderdale, has been featured in the March 2009 edition of *Site Selection* magazine. *Site Selection* is one of the nation's leading corporate real estate publications. The article quotes AutoNation Chairman and CEO Mike Jackson talking about the reasons the company wanted to keep its headquarters in Fort Lauderdale. The company will lease five floors and join Bank of Florida along with other tenants in the Stiles 17 story mixed-use building.

CORRECTION: The *Site Selection* article was included in the recently issued print edition of The Broward Alliance's *Spring 2009 Business and Economic Quarterly*. The reprinted article, as taken from the publication, should have stated the building is located at 200 Las Olas Circle.

Increased Florida Exports is Goal Of New \$1.1 Million Training Partnership

Florida companies will become stronger competitors for foreign business prospects, thanks to an upcoming training venture funded by a Workforce Florida grant and six partner organizations. Called the Global Trade Training Pilot Program, it will be coordinated by Enterprise Florida.

A \$457,000 Quick Response Training (QRT) grant will be matched by nearly \$663,000 provided by the partners to offer export management and process training for about 630 employees of businesses targeting the international trade sector for expansion.

The goal of Global Trade Training is to support the partners — Broward County, the Regional Minority Business Council (Miami Shores), The Grimes Companies (Jacksonville), ICS Logistics (Jacksonville), Martin County and Sarasota County — in their efforts to advise and prepare companies to grow their operations in foreign markets or improve global business success rates. The training will offer practical steps businesses can take to enter

into global markets that are good prospects.

In the grant proposal, which Enterprise Florida submitted on behalf of the partners, Broward, Martin and Sarasota counties described the need to help marine-industry businesses access international opportunities that could enhance their sales potential and create jobs in Florida. Therefore, these counties will provide training encompassing export marketing, finance, compliance and logistics tailored to Florida's marine sector.

Florida Regional Minority Business Council will assist new-to-export and new-to-market minority businesses, with customized training for small to medium-sized companies. Grimes and ICS Logistics will develop a curriculum addressing the needs of leadership and customer service for both import and export operations.

Grimes and ICS are scheduled to begin training in May; and June for Broward, Martin, Sarasota and the Minority Business Council. For more information, please visit www.browardalliance.org/news.

New Agreements Between Universities, Public Research Institute Basis for new Job Creation

New cooperation agreements between the Florida Institute for the Commercialization of Public Research and University of Florida, University of Central Florida, Florida Agricultural and Mechanical University, and Florida Atlantic University will forge a strong partnership designed to commercialize technologies through new venture creation.

"The signing of these agreements marks a major milestone in the development of the Institute," said its Executive Director, Gary Keller. A result of 2007 legislation, the Institute helps facilitate the creation of spin-off companies from technology developed at Florida's publicly funded research institutions.

To hasten the growth and success of commercially viable discoveries, the Institute pairs them with seasoned entrepreneurs seeking their next opportunity. They work with pre-startup and startup companies emerging from state-funded research. These teams will support the necessary business development, management and funding needs required to advance these companies to the next stage toward successful development.

For more information, please contact Gary Keller, Florida Institute for the Commercialization of Public Research at 561-368-8889 or gary.keller@florida-institute.com or Jane Teague, Enterprise Development Corporation at 561-620-8494 ext. 15 or jteague@edc-tech.org.

Broward Alliance Announces 2009 Development Conference

Thursday, June 25th will be the date of The Broward Alliance's 2009 Development Conference called "Creative Development Tools for a New Economy." The event will be held from 7:30 a.m. to 12:00 p.m. at the Carl DeSantis Building of the Nova Southeastern University H. Wayne Huizenga School of Business and Entrepreneurship. Topics will include alternative infrastructure development and alternative financing for commercial development. For sponsorship opportunities, please contact Joan Goodrich at jgoodrich@browardalliance.org or at 954-627-0127. For conference information and questions, please contact Peter Tokar at ptokar@browardalliance.org or at 954-627-0124.

Education & Workforce Development

Broward County Public Schools Again a Finalist for National Award

For the second year in a row, Broward County Public Schools is one of five urban school districts selected as a finalist for the 2009 Broad Prize for Urban Education. The \$2 million award is presented by The Eli and Edythe Broad Foundation. It honors the urban school

districts that demonstrate the greatest overall performance and improvement in student achievement while reducing achievement gaps among ethnic groups and between low- and non-low-income students. The winner, to be announced on September 16th, will receive \$1 million in scholarships for high school seniors who will graduate in 2010. The four finalist districts will each receive \$250,000 in scholarships.

The Broward Alliance and WorkForce One Assist Cbeyond In Obtaining Quick Response Training Grant

The Broward Alliance has announced that Cbeyond has been awarded a Florida Quick Response Training Grant in excess of \$50,000. The grant will help Cbeyond create 50 new jobs over the next two years and provide customized training for new employees. The training will be coordinated through Broward College.

Cbeyond, recently recognized by Forbes as the sixth-fastest growing technology company in America, is a leading IP-based managed services provider that delivers integrated packages of communications and IT services to more than 42,000 small businesses throughout the United States. Its South Florida regional headquarters is in Miramar. The average wage of the new positions is expected to exceed \$60,000, once fully ramped.

"Because of Cbeyond's aggressive expansion in Miramar, they recognized the need to provide additional employee training. The Broward Alliance was able to assist by identifying an appropriate grant through our partnership with WorkForce One and helped facilitate the grant application process," said James P. Tarlton (JT), president and CEO of The Broward Alliance.

"Since establishing operations in Miramar last year, we have experienced success in growing our operations in South Florida," said Alex Kay, vice president and general manager of Cbeyond's South Florida office. "Our goal is to attract, develop, and retain the best and brightest employees, and to do so we offer a competitive compensation structure, great benefits and continual training opportunities. This grant helps make those training resources possible."

"Educational Excellence Builds Business" Award Presented to Broward Center for the Performing Arts

The Broward Center for the Performing Arts received The Broward Alliance's third "Educational Excellence Builds Business Partnership Award" at the Alliance's Spring Quarterly meeting. The award was presented in honor of the Center's SEAS-Student Enrichment in the Arts program and its Future Scholarship program. The SEAS program is an award winning partnership between the Broward Center for the Performing Arts and the School Board of Broward County. It provides students a visual style of learning by integrating arts such as music, dance, storybooks and drama into their life and education. The SEAS partnership affords Broward County Public School students the opportunity to attend professional performances, free of charge, by engaging in active learning through the arts. On April 23, 2008, the two-millionth student entered the Amaturio Theater to attend a SEAS performance.

The Arts for the Future Scholarship program is the largest arts scholarship program in the state of Florida. Sixty-one graduating seniors received over \$75,000 in scholarships to pursue the arts on the collegiate level. Since its inception, the Future Scholarship program has enabled more than 400 graduating high school students to continue their education and training in the visual, performing, musical and technical arts at colleges and universities.

WorkForce One Seeking RFPs

WorkForce One is currently seeking requests for proposals for training and services to special populations. These include 1) a facilitator to deliver "basic employability skills" workshops to youth, 2) audit services and 3) workforce development and training for services

for adults and dislocated workers meeting Workforce Investment Act eligibility criteria. For information, please visit www.wf1broward.com

Creative Economy and Film Commission

The Creative Industries in Broward County Keep Growing

As of January 2009, Broward County is home to 5,660 arts related businesses that employ 20,918 people. This is according to the *2009 Creative Industries Report*, conducted annually by Americans for the Arts. The latest study shows that the number of these businesses is up by 995 over last year and employs 418 more people. The businesses play an important role in building and sustaining economic vibrancy. They employ people, spend money locally, generate government revenue, and are a cornerstone of tourism and economic development.

The report offers a research-based approach to understanding the scope and economic importance of the arts in Broward County. The creative industries are composed of arts-centric businesses that range from nonprofit museums, symphonies, and theaters to for-profit film, architecture, and design companies. The creative industries are the high-octane fuel that drives the "information economy," the fastest growing segment of the nation's economy.

Business Briefs and The Broward Alliance Member News (Broward Alliance members in bold)

Host Depot, Inc. a leading hosted solutions firm located in Coral Springs has selected **1Vault Networks**, a secure colocation facility, to safeguard its powerful server infrastructure.

Berger Commercial Realty Corp. has added Stephen Hyatt to its leadership team as senior vice president and director of business development. He will lead the firm's new business outreach to prospective corporate/institutional clients and private investors. Hyatt has had a lengthy career in real estate, most recently as vice president of corporate development for **AutoNation, Inc.**

Broward County Library was selected as one of *Library Journal's* 2009 All STAR Libraries. The nationwide rankings were based on criteria that included items per capita such as visits, circulation, program attendance and users of electronic services.

Broward Health's Comprehensive Cancer Center at Broward General Medical Center recently received the 2008 Commission on Cancer Outstanding Achievement Award from the American College of Surgeons. Only 93 programs across the United States earned this distinction in 2008. Broward General, which first received the recognition in 2005, was the first program in Florida to receive this award.

Inc. magazine is looking for the fastest-growing companies in America for its annual *Inc.* 500/5000 awards. If your company grew between 2005 and 2008, you could receive national recognition and visibility on this year's list. Although the formal application deadline has passed, *Inc.* is currently still accepting applications from members of their *Inc.* partner networks, which includes The Broward Alliance. To apply, please go to www.inc.com.

Moss & Associates, one of Florida's largest construction management companies, recently received Florida Sunshine State Safety Recognition Awards for two projects: the Soho Beach House resort in Miami Beach, and the new U.S. Customs and Immigration Service field office in West Palm Beach.

Spherion Corporation recently announced its recruitment process outsourcing (RPO) services division has established a strategic alliance with Spring Group's hyphen brand to offer RPO on a global scale. As the first of its kind in the industry, the alliance will deliver the recruitment offerings of two leading RPO providers for companies' hiring needs in the Americas, Europe, Middle East and Asia. Spherion and hyphen will focus on providing end-to-end recruitment services for companies looking to find the most qualified candidates across multiple sectors and geographies.

Stiles has rolled out a corporate rebranding strategy for long-term growth, including a new logo and signage for the 5.6 million square feet the firm owns or manages in Florida. At its March 25 annual meeting, the full-service commercial real estate company unveiled a new theme: "Invest. Build. Manage."

Upcoming Economic Development Meetings, Missions & Events

Enterprise Florida Events:

EFI Brussels Florida Briefings

May 4-8, 2009

Miami/Ft. Lauderdale, Jacksonville, Orlando, & Tampa

Hemispheric Congress of Latin Chambers

May 26-30, 2009

Miami, FL

HOSPITALAR 2009

June 2-5, 2009

Sao Paulo, Brazil

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, please visit

<http://eflorida.com/Events.aspx>

FEDC 2009 Florida Economic Development Conference

May 17-19, 2009

Rosen Shingle Creek Hotel, 9939 Universal Boulevard, Orlando

For more information and to register, please go to www.fedc.net.

Greater Miami Chamber of Commerce

Mission to Peru

May 18-20, 2009

Local partners include the Broward County Office of Economic Development, Enterprise Florida and the Florida Chamber of Commerce. For more information, please contact Juan Pablo Gonzalez at 305-577-5477 or at jgonzalez@miamichamber.com.

Fort Lauderdale Downtown Development Authority 1st Annual Meeting

Inside Downtown 2009 – Shaping a World-Class Downtown

May 27, 2009 5:00 – 7:00 p.m.

Broward Center for the Performing Arts Amaturo Theater

The event will bring together leaders from business, government and the community for a look inside Downtown Fort Lauderdale's future. For more information, please go to

www.ddaftl.org.

Broward Alliance Calendar of Events

Partner's Council Meeting (by invitation only)

Friday, May 15 8:30 a.m.

Location: City of Hollywood TBA

For more information, please contact Helen Kulp at 954-627-0131 or at

hkulp@browardalliance.org

Entrepreneur Council Meeting

Wednesday, June 3 8:30 a.m.

Location: Davie TBA

For more information, please contact Kathleen Weekes at 954-627-0132 or at kweekes@browardalliance.org

Corporate Council Meeting

Wednesday, June 17 8:30 a.m.

Location: TBA

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

Leadership Council Meeting

Wednesday, June 24 8:00 a.m.

Location: TBA

For more information, please contact Joan Goodrich at 954-627-0127 or at jgoodrich@browardalliance.org

Broward Alliance Development Conference

Thursday, June 25 7:30 a.m. - 12:00 p.m.

Location: Nova Southeastern University Carl DeSantis Building at the H. Wayne Huizenga School of Business and Entrepreneurship

For more information, please contact Peter Tokar at 954-627-0124 or at ptokar@browardalliance.org.

Governor Council Meeting

Tuesday, June 30 8:00 a.m.

Location: TBA

For more information, please contact Joan K. Goodrich at 954-627-0127 or at jgoodrich@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 Broward Alliance.