



BUSINESS AND ECONOMIC QUARTERLY

a publication of *The Broward Alliance*

SPRING 2009

Study Provides Blueprint to Attract Corporate Headquarters

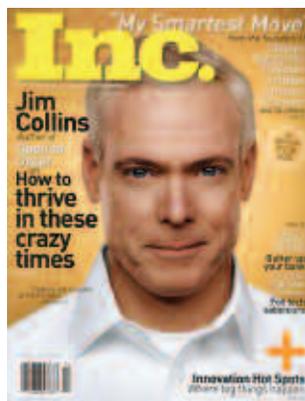
The Broward Alliance CEO Council recently completed two important studies to determine how to most effectively recruit corporate headquarters facilities.

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 follow-up 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. They also point out there are misperceptions in a number of areas that need to be addressed as Greater Fort Lauderdale/Broward County is marketed as a headquarters location. For example, the quality of education is actually stronger than perceived, according to the studies.

"The Headquarters Recruitment Strategic Blueprint will provide direction to enhance our strengths and address any potential challenges in the areas of marketing, business intelligence, existing headquarters support, prospect preparedness and workforce preparedness," said Ferrero.



Inc. Shines Spotlight on South Florida

In conjunction with its 30th anniversary issue, *Inc.* magazine featured South Florida in a special section, "South Florida: Where Innovation, Creativity, Education and Global Access Meet." The special section is included in *Inc.*'s April 2009 issue. Known as "The Handbook of the American Entrepreneur," *Inc.* has a national circulation of over 700,000 and a national audience of more than 1.4 million.

Some of the excerpts include:

"The region is a nexus of international business, with easy access and deep business and cultural ties to Latin America, the Caribbean, and Europe, not to mention the rest of the United States."

"Companies that do business internationally particularly covet the area's skilled, multi-cultural workforce."

Florida Named #3 Best State for Business

Chief Executive magazine has ranked Florida the #3 best state for business in the U.S. This is according to the publication's fifth annual survey, which asked 543 CEOs to evaluate their states on a broad range of issues, including proximity to resources, regulation, tax policies, education, quality of living and infrastructure. Providing additional insight, CEOs were also asked to grade each state based on taxation and regulation, workforce quality and living environment. Florida's workforce ranked #1. Only Texas and North Carolina ranked higher overall.

To view the entire article, please visit the news section at www.browardalliance.org/info

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The Broward Alliance is pleased to present this first edition of "The Broward Alliance Economic and Business Quarterly." The purpose of this quarterly report is to present timely information regarding economic conditions in Greater Fort Lauderdale/Broward County and to provide an update on some of the most important business news of the quarter. We are also pleased to highlight The Broward Alliance members in the news.

At the same time, we have been aggressively reaching out to local companies to see how we can help them succeed in these difficult times through our BRAVO (Business Retention Assistance and Visitation Outreach) program. We have also recently completed a survey of local businesses to learn the issues of most importance to them. Access to capital is one of the major issues we have been hearing in our meetings with companies and through the survey, and we are optimistic this concern is now being addressed on a number of fronts. This will be an important component of a strong business recovery and we are working with numerous organizations including the Small Business Administration, South Florida Regional Planning Council, Enterprise Development Corporation and MetroBroward, for example.

While the economy has certainly been a challenge locally and nationally in the last year, we have continued to see a great deal of interest in Greater Fort Lauderdale as a business destination. Even though companies are taking longer to make relocation and expansion decisions, there are still a significant number of companies working with The Broward Alliance and considering Greater Fort Lauderdale as their possible location of choice. We are working closely with them to provide every level of assistance available to help in their decision.

Sincerely,

James P. Tarlton (JT)
President/CEO
The Broward Alliance

BROWARD COUNTY EMPLOYMENT TRENDS

Between February 2008 and February 2009, which are the latest figures available at the time of publication, Broward County experienced an increase in its unemployment rate from 4.1% to 8.3%. Following are local area unemployment numbers for the two time periods:

	February 2009	February 2008
Labor Force	998,331	997,474
Employment	915,908	956,597
Unemployment Level	82,423	40,877
Unemployment Rate	8.3%	4.1%

Following are the latest employment numbers by industry, comparing February 2009 to February 2008. Every sector of the major industries reported below has experienced a drop in employment in the last year with the exception of education and health services and government, which saw slight improvements. The largest percentage decrease in employment was in the construction industry while the largest numbers of job losses occurred in construction and trade, transportation and utilities, both with 10,100 jobs lost.

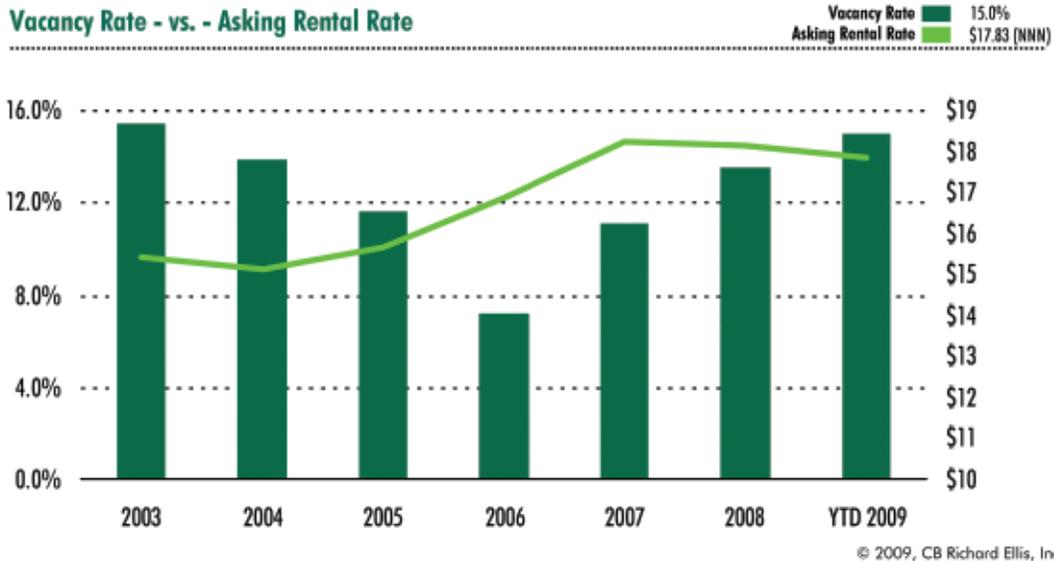
INDUSTRY	FEBRUARY 2009	FEBRUARY 2008	Inc/Dec
Construction	43,300	53,400	-18.9%
Manufacturing	28,800	31,100	-7.4%
Trade, Transportation and Utilities	166,400	176,500	-5.7%
Wholesale Trade	46,900	48,100	-2.5%
Retail Trade	95,700	102,700	-6.8%
Information	19,100	19,900	-4.0%
Financial Activities	56,400	62,700	-10.0%
Professional and Business Services	117,400	124,500	-5.7%
Education and Health Services	95,500	93,800	1.8%
Leisure and Hospitality	82,800	83,100	-0.4%
Other Services	34,200	34,700	-1.4%
Government (Federal, State, Local)	107,700	107,000	0.7%

COMMERCIAL REAL ESTATE

Office Market

The Broward office market continues to feel the impact of the global downturn. Supply exceeded demand during the the first quarter of 2009 and vacancy rose 2.5 percentage points as compared to this same time period in 2008.

Overall leasing activity totaled approximately 282,895 square feet in the first quarter of 2009, a decrease from the 385,413 square feet leased in the first quarter of 2008.



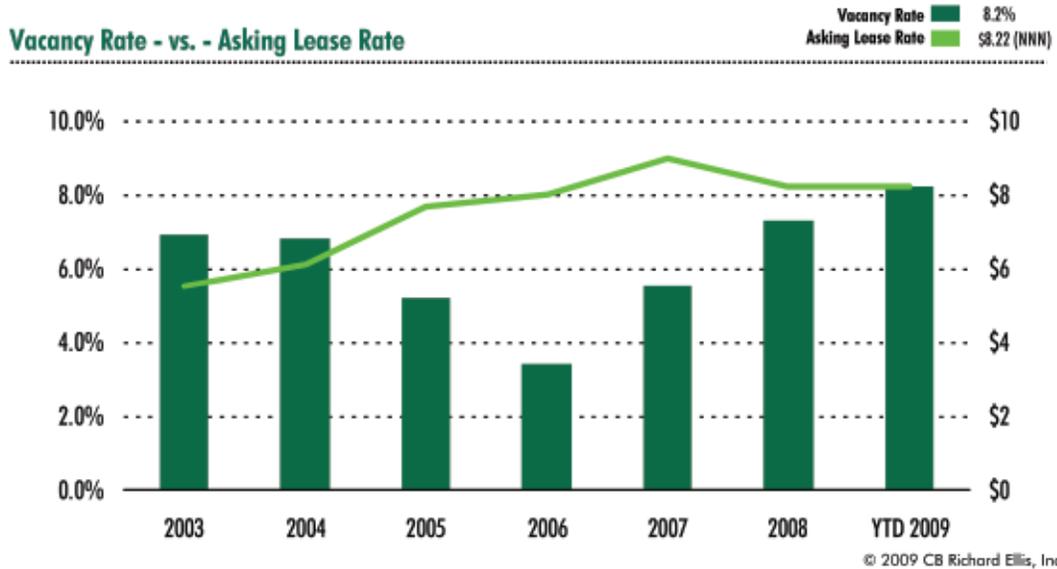
Submarket	# Bldgs	Rentable Area	Availability Rate %	Vacancy Rate %	1Q09 Net Absorption	YTD Net Absorption	Under Construction	Asking Lease Rate (NNN)
Commercial	30	2,053,428	18.1%	14.1%	(80,585)	(80,585)	0	\$14.68
Cypress Creek	40	3,827,765	16.0%	11.8%	(64,894)	(64,894)	0	\$15.12
Deerfield Beach	15	886,601	25.2%	23.7%	(46,883)	(46,883)	0	\$15.53
Downtown/CBD	42	5,201,850	20.2%	15.7%	(60,469)	(60,469)	0	\$20.24
Fort Lauderdale	28	1,929,602	18.0%	16.8%	(57,293)	(57,293)	65,000	\$18.04
Hollywood	32	2,106,788	18.4%	10.8%	(51,759)	(51,759)	90,000	\$17.11
Northwest Broward	21	1,224,886	23.0%	21.6%	(53,495)	(53,495)	50,000	\$17.72
Plantation	35	3,000,551	18.0%	11.6%	(5,141)	(5,141)	0	\$17.93
Pompano Beach	17	901,974	24.6%	23.6%	(9,177)	(9,177)	0	\$13.98
Sawgrass	20	2,106,190	29.6%	18.6%	(24,503)	(24,503)	92,362	\$17.64
Southwest Broward	31	2,664,167	18.2%	13.6%	(29,611)	(29,611)	0	\$21.17
Total Broward	311	25,903,802	20.0%	15.0%	(483,810)	(483,810)	297,362	\$17.83

COMMERCIAL REAL ESTATE

Industrial Market

The Broward industrial market continues to experience market corrections which will allow for more sustainable growth long-term. During the first quarter of 2008, total vacancy was reported as 5.4 percent, as compared to total vacancy of 8.2 percent currently. Yet total vacancy remains under the national average of 10 percent and has risen less than one percentage point as of year-end 2008.

Leasing activity totaled approximately 397,000 square feet in the first quarter of 2009. Many of these leases were less than 5,000 square feet. As a comparison, approximately one million square feet was leased during the first quarter of 2008 and the average lease signed was approximately 26,700 square feet.



Submarket	# Bldgs	Rentable Area	Availability Rate %	Vacancy Rate %	1Q09 Net Absorption	YTD Net Absorption	Under Construction	Asking Lease Rate (NNN)
Central Broward	708	20,650,657	10.6%	9.2%	(304,232)	(304,232)	0	\$7.25
Coral Springs	189	6,968,882	9.4%	8.0%	(59,873)	(59,873)	0	\$10.50
Northeast Broward	308	12,950,807	10.2%	8.4%	(327,659)	(327,659)	0	\$8.09
Pompano Beach	844	30,673,472	12.8%	9.2%	(18,966)	(18,966)	339,728	\$7.56
Southeast Broward	917	32,123,890	8.7%	6.7%	(304,153)	(304,153)	204,493	\$8.04
Southwest Broward	294	18,492,719	9.6%	7.6%	388,353	388,353	0	\$8.91
West Sunrise	221	10,829,752	9.7%	9.2%	(282,841)	(282,841)	61,059	\$9.96
Total Broward	3,481	132,690,179	10.3%	8.2%	(909,371)	(909,371)	605,280	\$8.22

The 2009 Who's Here Multinational Economic Impact Study

WorldCity Study Reveals South Florida's Economic Muscle Remains Strong; Multinationals Oversee \$221 Billion in Annual Revenues

Throughout 2008, South Florida remained an epicenter of economic activity fueled by its strong multinational presence. According to the results of *WorldCity's* second annual *South Florida Global Economic Impact Study*, South Florida's multinationals oversee in excess of \$221 billion in annual revenues, a 9 percent increase year-over-year.

The study revealed that the 1,146 multinationals in South Florida represent 54 nations, employ 129,000 workers in Miami-Dade, Broward and Palm Beach counties, and oversee another 605,000 employees worldwide.

"What this study shows, graphically and powerfully, is the disproportionately large and significant role played by Miami and South Florida in the global economy," said *WorldCity* President Ken Roberts. "It also shows the incredible decision-making power that resides here. The \$221 billion in annual revenues that many of these multinationals in our community are charged with overseeing is a larger figure than the GDP of most Latin American and Caribbean nations."

The study was funded by a number of sponsors including The Broward Alliance.

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

The Broward Alliance recently 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 the new employees. The training will be coordinated through Broward College.

Other companies and organizations that have recently received training grants through the assistance of The Broward Alliance and WorkForce One include 3 Dimensional Engineering, Inc.; Certified Metal Finishing, Inc.; the City of Tamarac; Forecast Trading; Interplex Sunbelt, Inc.; and Ultimate Manufacturing Inc. For information about available training programs, contact Ana Zeinieh, Director of Workforce Development for The Broward Alliance and WorkForce One, at 954-524-3114.

Saveology.com™ to Fill 250 Positions at Fort Lauderdale Headquarters Location

Saveology.com™, a consumer comparison-shopping portal focused on lowering the cost of living for households by providing valuable cost savings on known brands and services, announced that it continues to expand and is aggressively recruiting results-oriented sales professionals to fill positions for full-time and flexible hourly staff. Saveology.com is a national consumer comparison-shopping provider headquartered in Fort Lauderdale with additional locations in South Plainfield, N.J., and Edison, N.J.

Florida Ranks Top Ten in the Nation in Education

Governor Charlie Crist has announced that Florida's education ranking jumped from 14th to 10th in the nation, and its overall grade improved from a C-plus to a B-minus, according to the "Quality Counts 2009: Portrait of a Population" report. The report, issued annually by *Education Week*, tracks state policies and performance across key areas of education and assigns each state with an overall letter grade to signify their education standing in the nation. This improvement builds on last year's drastic improvement that took Florida from 31st in 2006 to 14th in 2007.

DHL Global Mail Leases 20,000 Square Feet

Terranova Corporation has announced that DHL Global Mail, the second-largest mail service provider in the U.S., has signed an office lease at Weston Corporate Centre in Weston, where the international company will establish its North American headquarters. Terranova senior commercial associate Gordon Messinger represented the landlord in the 20,749 square foot transaction, valued at over \$3.2 million. Weston Corporate Centre is located at 2700 South Commerce Parkway in Weston's business district.



DHL offices in Plantation



T. Boone Pickens, chairman of BP Capital Management, Michael E. Maroone, president and chief operating officer of AutoNation, and Mike Jackson, chairman and chief executive officer of AutoNation

Mike Jackson and T. Boone Pickens Host Energy-themed Town Hall Meeting Via the Web

Mike Jackson, chairman and CEO of Fort Lauderdale-based AutoNation, America's largest automotive retailer, and T. Boone Pickens, chairman of BP Capital Management, jointly hosted a town hall meeting on February 17 to discuss America's energy situation.

The meeting was presented by Nova Southeastern University's H. Wayne Huizenga School of Business. Topics discussed included federal energy policy, development of new technology and alternative fuel sources, and geopolitical dynamics related to energy today and tomorrow. The presentation may be accessed online at www.AutoNation.com by clicking on "Investor Relations" and then on "AutoNation Townhall Meeting Webcast." A playback of the event will be available through May 17th, 2009.

Governor Crist Announces Efforts to Strengthen Florida's International Trade

Focusing on strengthening Florida's economy, Governor Charlie Crist has unveiled the Florida International Trade Stimulus Program, which will create international business opportunities for the growth and prosperity of small and medium-sized businesses and economic development organizations.

"Florida's international trade has remained strong, in spite of challenges in other business sectors. Now more than ever, Floridians need as many new open doors as possible for selling their products and services around the globe," Governor Crist said. "With 60 percent of the world's consumers beyond our state borders, we are wise to tap new markets for the goods produced in the Sunshine State."

The Florida International Trade Stimulus Program features four programs developed to facilitate trade and investment opportunities for Florida's companies. These are 1) Florida First Sourcing Program, 2) Target Sector Trade Grants, 3) Florida International Development Network Training and 4) Florida First Foreign Direct Investment Campaign.



Actress Gabrielle Anwar preparing for a scene in *Burn Notice* being filmed in Hollywood

Series Filmed in South Florida Receives Highest Ratings

"*Burn Notice* is the hottest show on cable," according to *Variety*. The USA Network spy thriller finished its second season with two series highs including 6.1 million total viewers and 2.7 million adults ages 18-49.

The popular cable show is filmed in South Florida where it is currently shooting 16 episodes for its third season. Between now and August the show will spend \$17 million in the region on crew, equipment rentals, props, talent, support services, locations, off-duty police, accommodations, set dressing, costuming, and more. The production will receive Florida's entertainment industry financial incentive of \$2.5 million when they verify local expenditures. For every \$1 spent in film incentives, there is a direct return on investment of \$6.70.

District High Schools Named Among Best in Nation

Five Broward County Public Schools High Schools - Atlantic Technical Center, Nova High School, Pompano Beach High School, Stranahan High School and William T. McFatter High School - were named among the Best High Schools 2009 in a recent analysis conducted by *U.S. News & World Report*. All five Broward County Public Schools received silver medals - representing the top 3% of high schools in the country. To view the entire report, please go to www.usnews.com/sections/education/high-schools.

FAU, UF Celebrate Groundbreaking of New Joint-Use Facility

Florida Atlantic University, the University of Florida and community leaders recently gathered to commemorate the groundbreaking of the new FAU/UF joint-use facility on FAU's Davie campus. The 75,000 square foot facility, designed to meet U.S. Green Building Council's Leadership in Energy and Environmental Design (LEED) silver certification, is scheduled to be completed in Fall 2010.

The \$30 million facility, funded entirely by Public Education Capital Outlay (PECO) allocations from the state legislature, will be constructed on 25 acres of land transferred to FAU from the University of Florida.

Business Briefs and The Broward Alliance Member News*

Fort Lauderdale-based Home Diagnostics, Inc. (HDI), a leading manufacturer and marketer of diabetes testing supplies, has been named one of *Forbes* magazine's "200 Best Small Companies."

American Express has selected **Big Chef** for a sponsored mentorship program that pairs owner Rosana Santos with a "culinary advisor" to help her make changes and improve her operations.

Broward General Medical Center has received the American Stroke Association's Get With The Guidelines Silver Performance Achievement Award.

1Vault Networks, a state-of-the-art, Category 5 hurricane-rated data colocation facility in Fort Lauderdale, has announced it has met the rigorous requirements for the Statement of Auditing Standards No. 70 (SAS 70) and has achieved the highly sought after SAS 70 Type II certification.

Citrix Online, a division of **Citrix Systems, Inc.**, started off the new year with a flourish by capturing four product of the year awards for its Web-based services, Citrix® GoToMeeting®, Citrix GoToWebinar™ and Citrix GoToAssist® Express.

Raymond Southern, Division CEO for **Balfour Beatty Construction** in Florida, has been inducted into the University of Florida Construction Hall of Fame.

Stiles Realty has announced that Café Europa and three other restaurant and retail tenants have leased or purchased space along Las Olas Boulevard.

Kelley Shanley, who has served as executive vice president/general manager of the **Broward Center for the Performing Arts** since 1999, has been named president and chief executive officer of the Broward Center for the Performing Arts.

Eduardo Torres has been named the new director of the South Florida U.S. Export Assistance Centers of the United States Department of Commerce, assisting U.S. companies in understanding the technical aspects of international marketing and helping them become successful exporters.

Broward Health is one of two hospitals in Florida, and the only one in Southeast Florida, to be included on the 2009 list of SDI's (formerly Verispan) top 100 integrated healthcare networks (IHNs). Broward Health was listed at number 60. The only other Florida system, located in Orlando, was rated at number 92.

* **Broward Alliance Members in bold**

Enterprise Florida Calls for Nominations for 2009 Governor's Business Diversification Awards

Enterprise Florida, Inc., on behalf of the Governor's Office, is announcing a "Call for Entries" into the 2009 Governor's Business Diversification Awards program. Eligible for participation are Florida companies in all industries, particularly emerging and high-technology fields: aviation/aerospace, homeland security/defense, life sciences, information technology, marine industries, manufacturing, and alternative energy fields. Corporate headquarters and financial/professional services are also encouraged to apply.

The Governor's Business Diversification Awards event will be held in September 2009. This year marks the 26th annual Industry Appreciation week anniversary.

For a program overview and to access nomination forms, please go to www.eflorida.com/govawards.

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The Broward Alliance is Broward County's official public/private partnership for economic development.

www.browardalliance.org/info

Governor Crist Welcomes Their Majesties The King & Queen Of Spain To South Florida

Governor Charlie Crist welcomed His Majesty King Juan Carlos I and Her Majesty Queen Sofia of Spain to South Florida for the Spain-Florida Business Conference held on February 20th in Miami. Organized by the Governor's Office of Tourism, Trade & Economic Development; Enterprise Florida Inc.; the Embassy of Spain; the Trade Commission of Spain in Miami; Spain-Florida 500 Foundation; and Spain-U.S. Chamber of Commerce, the conference brought together more than 400 business leaders from Spain and Florida, highlighting investment opportunities in renewable technologies.

State of Florida Launches Federal Funds Website

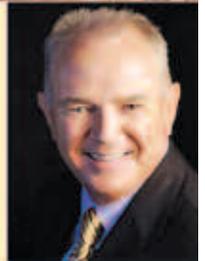
The State of Florida has launched a new website called www.FlaRecovery.com. The site will give the people of Florida a window to observe how federal funds are working for Floridians and will empower them to see every step of getting much-needed federal recovery dollars into the State's economy. Visitors to the site can easily connect to information about programs that can help during these challenging times – help in finding a job and in applying for programs such as food stamps, Medicaid and cash assistance. The website provides easy access to public records and documents related to the implementation of federal stimulus dollars.

HEADQUARTERS FOR A NATION: AutoNation in late 2008 leased 105,000 sq. ft. (9,750 sq. m.) on five floors in Fort Lauderdale's Las Colinas Circle building (right) for use as its new headquarters. It will occupy the space in mid-2009. Chairman and CEO Mike Jackson (below right) cited the city's "outstanding talent and business-friendly policies" as among the reasons he wanted to keep the headquarters in Fort Lauderdale. Other attributes, he says, are "a great spirit of entrepreneurship, diversity and great weather on top of everything else."

Jackson hopes AutoNation's example will translate into other companies locating in Fort Lauderdale. He serves on the recently formed, 16-member CEO Council, which works to recruit headquarters operations to the area.

"We have all these advantages, but there is a perception gap about Ft. Lauderdale between what we know to be the case and what people think is the case," says Jackson. "When a perception gap exists, you have to do something proactive to bridge it." The perception, he explains, is that the Fort Lauderdale area works best as a tourism destination. "But that obscures the story of the dynamic business environment that exists here and the fact that the tourism trade provides for the extraordinary infrastructure of a major port and a major airport that are important components to a strong business environment. They work together. The vacation culture is the flag most people know about, but behind that is a strong, vital business environment."

— Mark Arend



AutoNation CEO Mike Jackson, a member of The Broward Alliance CEO Council (now at 20 members), was featured in the March 2009 edition of *Site Selection* Magazine, a leading corporate real estate publication.