



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



The Broward Alliance E-Newsletter March 30, 2009

Top Stories

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 to the evaluations, CEOs were also asked to grade each state based on the following criteria: 1) Taxation & Regulation, 2) Workforce Quality, and 3) Living Environment. Florida's workforce ranked #1. Only Texas and North Carolina ranked higher overall. To view the entire article, please [click here](#).

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.

In the year-long 2008 study, WorldCity also examined the decision-making power of these multinationals by analyzing their corporate structure. Slightly more than 47 percent have a top marketing position based in South Florida, 20 percent have a director of Human Resources, 13 percent have a top technology position and slightly less than 6 percent have a top government affairs or public policy official.

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."

To view the entire study, which was funded by a number of sponsors including The Broward Alliance, please [click here](#).

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."

Governor Crist emphasized his commitment to expanding international trade and promoting the state as an ideal place for investment, even amid the current economic downturn.

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.

For more information regarding the program, please [click here](#).

National Business Publication Focuses on South Florida

In conjunction with its 30th anniversary special issue, *Inc.* magazine has featured South Florida in a special section titled "South Florida: Where Innovation, Creativity, Education and Global Access Meet." The special feature section is included in *Inc.* magazine's April 2009 issue. This is the first of the magazine's planned focus on great regions in the U.S.

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.

The magazine was premiered at a special reception at Nova Southeastern University hosted by Broward Alliance Chairman Ray Ferrero, Jr., The Broward Alliance's CEO Council and Leadership Council and *Inc.* magazine.

Some of the excerpts from the magazine include:

"Today one of the most connected places on earth, the area known as South Florida is a three-county region that encompasses greater Miami (Miami-Dade County), greater Fort Lauderdale (Broward County) and the Palm Beaches (Palm Beach County)."

"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."

"When it comes to moving people and cargo by air, the region's three major international airports, located in or near Fort Lauderdale, West Palm Beach, and downtown Miami, make it easy."

"Altogether, the region's growing bioscience cluster, thriving industries, international population, and popularity as a destination make it a dense, active business community."

To view the entire section, please [click here](#).

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. Interested sales candidates may apply online at www.Saveologyjobs.com.

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. Saveology.com compares services and prices, allows seamless purchases, and schedules installation for a broad range of leading nationally-recognized brands including items such as cable, satellite television, broadband, Internet, telecommunications, home warranties, home security, moving services, credit cards and insurance products.

The Broward Alliance Announces Spring Quarterly Meeting

Join Broward Alliance Chairman Ray Ferrero, Jr. and other top business and community leaders at the Spring Quarterly Meeting of The Broward Alliance and learn "How Broward Stacks Up." The featured speaker at the meeting will be John Rhodes, Senior Principal, Moran, Stahl & Boyer (MS&B), author of The Broward Alliance's new National Competitive Ranking Assessment Report for Headquarters Marketing and Recruitment, commissioned by its CEO Council. Mr. Rhodes will share insights into how Broward stacks up against twelve other U.S. regions in the fierce competition to attract new jobs and business investment for headquarter operations.

Additionally, The Broward Alliance will recognize companies expanding in our community and report on its initiatives to strengthen and diversify Broward's economy in these unprecedented times. The Broward Alliance will also be presenting its "Educational Excellence Builds Business" Award.

The meeting will be held on Tuesday, April 21, 2009 at the Sheraton Fort Lauderdale Airport Hotel, 1825 Griffin Road, Dania Beach. Registration, networking, and continental breakfast will be held from 7:30 a.m. - 8:00 a.m. and the program will be from 8:00 a.m. - 9:00 a.m. To register, please go to www.browardalliance.org.

For information on becoming a sponsor, please contact Joan K. Goodrich at 954-627-0127 or via email at jgoodrich@browardalliance.org.

Congressman Klein Releases Volume II of Recovery Act Manual

Congressman Ron Klein (FL-22) has released Volume II of his how-to manual on the American Recovery and Reinvestment Act (H.R. 1). The Congressman and his staff prepared the manuals to provide South Floridians with detailed information on critical provisions in the Recovery Act.

Volume II of the Congressman's manual focuses on tax relief for individuals and businesses in South Florida. Tax cuts for working families and businesses are the single largest component of the American Recovery and Reinvestment Act, with 36 percent of the total package dedicated to direct relief.

Congressman Klein released Volume I of his manual, which focused on competitive grants available to local communities and businesses, just over a week ago. In that time, nearly 700 copies have been distributed to local elected officials, business leaders and community members.

To receive a copy of either volume of the how-to manual, South Floridians can visit www.klein.house.gov or call Congressman Klein's office at 561-544-6910.

State of Florida Launches Federal Funds Website

Governor Charlie Crist recently announced that the State of Florida has launched a new web site called www.FlaRecovery.com. According to Governor Crist, FlaRecovery.com will give the people of Florida a window to observe how federal funds are working for Floridians and will empower the people of Florida to see every step of getting the much-needed federal

recovery dollars into the Sunshine 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 help in applying for programs such as food stamps, Medicaid and cash assistance. The website provides easy access to all public records and documents related to the implementation of the federal stimulus dollars and is designed to evolve as information flows down from the federal level.

Florida Chamber Website Provides Economic Stimulus News

In February the Florida Chamber of Commerce launched the Florida Coalition for Federal Economic Stimulus. The Coalition includes 193 local chambers of commerce, associations and other organizations that are seeking timely and effective use of federal stimulus dollars in a manner that creates the maximum number of private sector Florida jobs.

The Coalition's website serves as a source for breaking news and updates regarding the economic package. For information, please go to http://www.flchamber.com/mx/hm.asp?id=leg_coalition_eco_stimulus.

Education & Workforce Development

Florida Workforce System To Receive \$165 Million In Stimulus Funds

Governor Charlie Crist has announced the release of \$165 million in federal economic stimulus funds to local workforce boards for additional job placement services and job training. The funds will provide workforce training for unemployed Floridians and help businesses improve their workers' skills.

The \$165 million in federal workforce stimulus funds are being allocated as follows over the next three years:

- \$43 million for youth services, including summer employment
- \$19 million in adult workforce services, such as job placement and training programs
- \$81 million in workforce services for dislocated workers, including those who have been laid off or whose employer has closed or gone out of business
- \$22 million in employment services at the state's One-Stop Career Centers

The federal stimulus workforce funds are being distributed to the state's regional workforce boards to address their local communities' needs based on state and federal funding formulas. There will be a strong emphasis on efficiently and effectively deploying the resources in a timely manner to help accelerate economic recovery.

For additional details and contact information for the regional workforce boards, please visit <http://www.workforceflorida.com/boards/index.htm>. To learn more about the workforce services and resources available in Florida, visit www.EmployFlorida.com. The federal stimulus funding is subject to appropriation by the Florida Legislature.

Broward Schools to Hold Town Hall Meeting on Budget

April 27th has been set as the date for a town hall meeting on education budgets hosted by Broward County Public Schools. Topics to be discussed include the Broward Public School District's operating budget, capital budget, recent cost saving measures undertaken by the District, an update on recent state educational budget cuts and their impact on the economy, and what the future holds. The meeting will be held at 6:00 p.m. at the School Board Administrative Building, 600 SE Third Avenue, Fort Lauderdale.

"Education Dashboard" on Broward Alliance Website

Each year, The Broward Alliance provides its "Education Dashboard," a snapshot of key elements of education in Broward County. To see the latest snapshot, visit www.browardalliance.org and click on K-12 Education Fast Facts in the Workforce & Education section of the website. The dashboard is part of The Broward Alliance's "Educational Excellence Builds Business" campaign, which is designed to significantly enhance the perceptions of decisions makers and build the case for capital investment and job creation from knowledge-based industries by letting businesses know about the quality of Broward's education system and its current and future workforce.

Creative Economy and Film Commission

Broward Film and Arts Incubator Created at The Hollywood Production Center

The Hollywood Production Center has just announced the creation of the Broward Arts Incubator. The facility will offer free meeting and conference space to individuals and organizations involved in film/TV, music and the arts. Interested parties should contact Grant Gravitt Jr. at 954-924-4949 or telair@aol.com. Space is limited and requests must be approved by the facility management. Additionally, office and production facilities are available for rent on a monthly or yearly basis to filmmakers, producers, artists and musicians.

The Hollywood Production Center is a 20,000 square foot entertainment campus located in Hollywood, Florida. With production offices, sound stages, music recording studios, video editing and meeting/conference rooms available, this is a one-stop production hub. It is the perfect location for traveling production headquarters and entertainment businesses looking for a South Florida home. Each business at The HPC is complimentary to each other, and non-competitive, so as to provide opportunities to assist and interact with each other. International companies such as Warner Brothers, North South Productions and PBS have called the facility home.

Visionary Leaders Sought to Help Develop 2020 Cultural Plan

The Broward Cultural division is currently seeking nominees for the steering committee and three task forces to help develop a 10-year plan that will address diversity and provide a comprehensive needs assessment to further develop Broward County's cultural community and economy through 2020. Elements of the study will address vision, draft legislation, policy framework, recommendations, strategies, funding requirements, funding sources, evaluation methods, and benchmarks.

A cultural planning consultant will work with the Cultural Plan Steering Committee to develop the overall plan and with the sub-committees on component plans for creative economy, cultural tourism and public art and design. The three task forces for which volunteers are being recruited are Creative Economy Task Force, Cultural Tourism Task Force and Public Art and Design Task Force.

To make a nomination, send the full contact information of your nominee and their area of expertise, a resume and the recommended committee or task force on which you think they are best suited to serve to Jody Leshinsky at jleshinsky@broward.org. Self nominations are also being accepted.

TV Series Filmed in South Florida Receives Highest Ratings

"*Burn Notice* is the hottest show on cable," according to Variety's March 8th on-line publication. The USA Network spy thriller finished its second season with two series highs including 6.1 million total viewers and 2.7 million adults in the 18-49 category.

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 \$1.00 spent in film incentives a direct return on investment of \$6.70 is realized.

Broward Alliance Investor News and Announcements

Broward County's Complete Count Committee Work Underway

Commissioner Ilene Lieberman has been appointed by the Broward County Board of County Commissioners to serve as Chair of the Census 2010 Complete Count Committee. The mission of the Committee is "to guarantee a fair allocation of federal funding for important local community efforts and maintain accurate legislative representation by ensuring every Broward County resident is counted in the 2010 Census." Participation of a broad base of community organizations is essential to achieving this goal of an accurate Census count. If your organization would like to help, please e-mail census2010@broward.org for more information.

An accurate count in Census 2010 is vitally important to the future of Broward County. Census data is used to determine how nearly \$300 billion is annually distributed for 170 Federal programs. Census data is also used to determine the need for additional social services, including community development block grants and other grant programs essential to many communities.

For more information about the 2010 Census count in Broward, please go to <http://www.broward.org/census2010/welcome.htm>.

One Million Square Feet Leased in 2008 at Miramar Park of Commerce

Falling prices, rising foreclosure rates and the mortgage and credit market crisis took its toll on South Florida's real estate market in 2008. Yet the Miramar Park of Commerce defied the trend, signing 50 lease transactions totaling more than one million square feet during 2008. This marked only the second time in its 25 year history that the Park reached these milestone numbers.

The leases are valued at more than \$40 million and the total cost of construction topped \$21 million. Among the nationally recognized tenants signed at the Park in 2008 were Toyota/Lexus, GE Healthcare, Siemens, ADT, Caterpillar, xpedx, Brinks Home Security, Florida Career College, Concorde Career Institute and a 150,000 square foot expansion by Stanley Tools.

More than 150 companies are located in the Miramar Park of Commerce, including national and international companies such as American Express, Federal Express, Spirit Airlines, DHL, xpedx, Premier Beverage, Caterpillar, Neiman Marcus, Quest Diagnostics, Sears, Nissan, Honeywell and Bacardi U.S.A. There are nearly 10,000 employees working in the Miramar Park of Commerce. For more information about the Miramar Park of Commerce, contact David Bateman, Maridee Bell or Andy Ansin at 954-450-7900.

Broward Health Named Most Integrated Health Network in Florida

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.

Tracking the development of the IHN market started in 1994. Surveys are done annually on healthcare networks using a standard method for collecting the data and rating integrated health networks nationally. The rating system is a means for identifying the IHN 100 based on critical success factors. The system analyzes each network's performance level in eight

categories: outpatient utilization, integrated technology, hospital utilization, financial stability, services & access, contract capabilities, physicians and integration.

Stiles Breaks Ground On Sunrise Public Safety Building

Stiles Construction has begun work on a \$30 million Public Safety Complex for the City of Sunrise. The 109,000 square foot facility at 10440 West Oakland Park Blvd. will house the city's police and fire service headquarters. The project includes a 17,850 square foot fire station and 4,900 square foot central energy plant adjacent to the new Public Safety Building. The complex is scheduled for completion in March 2011.

Miller Construction Co. Marks 35-Year Milestone

For Miller Construction Co., reaching the firm's 35th anniversary with a pipeline of projects in a challenging economy provided a good reason to celebrate. A mainstay of the South Florida construction industry since 1973, Miller recently hosted clients, subcontractors and other business leaders for a celebration of the past, present and future.

"Throughout our history, Miller has focused on building relationships rather than projects," said CEO Tom Miller. "That philosophy has helped our company thrive throughout the region's economic cycles, leading to repeat business from 58 clients."

Topping off the celebration, the City of Fort Lauderdale declared February 19, 2009 as "Miller Construction Company Day," recognizing the firm's leadership in the construction industry and the community.

Fort Lauderdale-based Miller Construction Company is a prominent design/builder and construction-services firm for the commercial, healthcare, educational and industrial markets.

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.

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

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

Upcoming Economic Development Meetings, Missions & Events

Enterprise Florida Events:

Florida Pavilion at Moscow International Boat Show

April 9-12, 2009
Moscow, Russia

EFI Spain Road Shows

April 20-24, 2009
Miami/Ft. Lauderdale, Tampa, Orlando, & Pensacola

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

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>

ULI Southeast Florida/Caribbean - Stimulating Redevelopment through Public Private Partnership

April 10, 2009 8:00 a.m. - 11:30 a.m.
University of Miami, Gasgow Hall - School of Architecture, 1223 Dickinson Drive
Coral Gables, FL

For more information and to register, please [click here](#).

Enterprise Development Corporation's 8th Annual South Florida Life Science Conference

April 30, 2009 8:00 a.m. - 5:00 p.m.
Hyatt Regency, 400 S.E. 2nd Avenue, Miami

For more information and to register, please [click here](#).

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.

Broward Alliance Calendar of Events

Partner Council Meeting (By invitation only)

Friday, April 17 8:30 a.m.
Location: Town of Davie
For more information, please contact Helen Kulp at 954-627-0131 or at hkulp@browardalliance.org

Broward Alliance Spring Quarterly Meeting

Tuesday, April 21 7:30 a.m.-9:00 a.m.
Sheraton Fort Lauderdale Airport Hotel, 1825 Griffin Road, Dania Beach

For more information and to register, please go to www.browardalliance.org. For information on becoming a sponsor, please contact Joan K. Goodrich at 954-627-0127 or via email 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.